What is the Urban Land Institute?

- 80 yr old non-profit focused on education and sharing information (website: ULI.org)
- Premier volunteer organization for commercial real estate professionals
- Over 1300 members in North Texas
- Membership costs are discounted for the public sector
What does ULI do?

LEARN
- Monthly breakfast events
- Tours of new developments

CONNECT
- Networking events
- Annual Impact Awards

GIVE BACK
- Young Leaders work with Boys & Girls Club
- Members participate in Urban Plan
Overview
Elmwood Site Plan

- 5.5 block area
- 11.75 acres
- Entire area must be built
- Neighborhood context
- Retail, Office, Residential, Parks, Community Services
Create a Public Private Partnership

Importance of Roles:

- City Liaison
- Financial Analyst
- Marketing Director
- Neighborhood Liaison
- Site Planner
Team Roles

- Each role needs to contribute to be successful
- Different perspectives are critical to finding the best solution
Presentation to City Council

- Vision statement and design
- Financials
- Housing, open space, jobs, etc.
- Address competing issues
- Defend decisions