



Urban Land Institute

North Texas



Urban Land
Institute

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



UrbanPlan

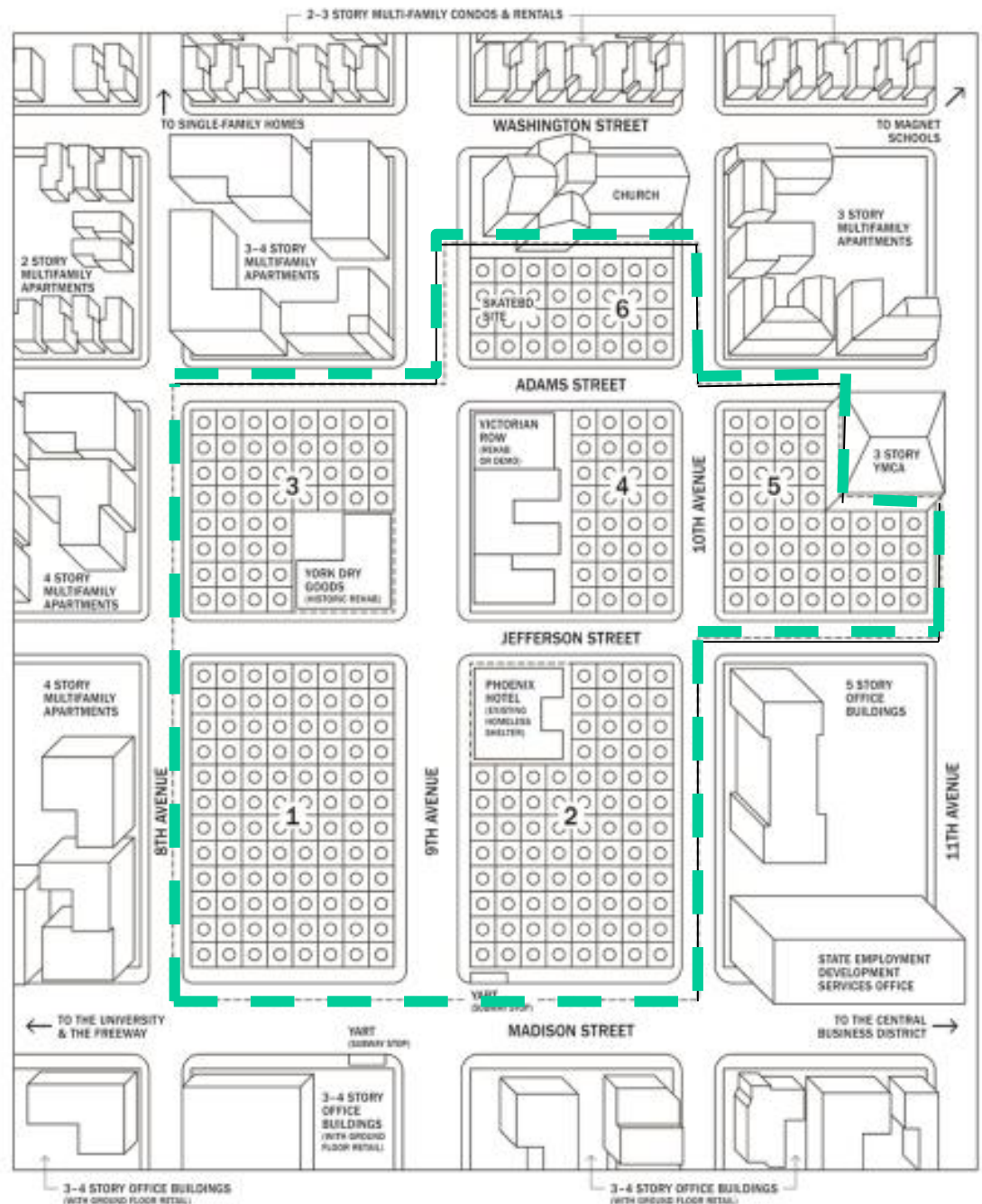
for Public Officials

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

UrbanPlan

for Public Officials

ULI North Texas
6060 N. Central Expressway
Suite 101
Dallas, TX 75206
[*ntregion@uli.org*](mailto:ntregion@uli.org)