

**1 comprehensive • 2 incremental • 3 advocacy • 4 equity
5 strategic • 6 communicative • 7 market-based**



Scenario: What to do with an abandoned brownfield site: an old factory, abandoned years ago by the industrial tenant. In recent years, squatters/homeless people have informally occupied the site.

City Council wants the site to be redeveloped as a mixed-use development with high-end condos and upscale commercial to strengthen the weak tax

base of the city. After living with a dirty factory and then an abandoned, contaminated site for years, **neighborhood groups** want the factory demolished and the soil cleaned up. (The working class neighborhood group to the south wants affordable housing, a community center, and a playground; the more affluent professional/upper-middle-class neighborhood to the north wants a playground, sports fields and open space.) **Environmental groups** want a thorough clean up and then the site converted into parklands with native plantings. The **local school district** has also expressed (quietly) an interest in the location as an affordable site for a new, 2,000 student public high school. The **local artist community** wants the existing building retained and renovated, converted to live-work spaces and a gallery/theater (since the city recently condemned a facility many had been using). The artists have been soliciting the **historic preservation** community to gain support for maintaining the existing building.

Your Task: The city has put out a request for planning proposals. Embracing/embodying the principles and arguments of your assigned planning style, Develop a planning strategy to address the situation. BE TRUE TO YOUR GROUP'S ASSIGNED PLANNING STYLE (even if you don't agree with the style itself). Develop a sequence of planning steps, specifying tasks, events, decision-making rules, participants, etc. based on your assigned style. Be as specific as possible.

→ Distill your planning proposal into 3-6 key elements. Each group will have a few minutes to concisely present their approach and convince the class that their approach is the best.

(In your deliberations, consider elements such as what interest groups matter, information needed to make decisions, the role of experts, the role of stakeholders, the search for consensus, ways to reconcile conflict, means vs. ends, the scale and scope of your deliberations, the development of alternatives, etc.)