“Placemaking” with Peter Allen
How To Create Lively Downtowns and Neighborhoods

Module 1
Online Foundational Learning – 15 segments
$700 Per Person

Module 2
Online Placemaking Plan Development
$1,000 Per Person

Module 3
Online Team Project: Feasibility
$1,500 Per Person

Module 4
At Ross, Master Class
$5,000 Per Team (3-4 people)

Capstone Team Feasibility Presentations at Jeff Blau Hall (Stephen M. Ross School of Business)

“Peter Allen taught me how to profitably create communities – not just buildings - that engage all stakeholders in meaningful ways. Nothing could be more valuable in real estate.”
– Jeff T. Blau (BBA ‘90), CEO of Related Companies & Former Student

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