



aractech

Global Learning for Operational Leaders

PLANNING AND STRATEGY MANAGEMENT | PSM-020

Land Acquisition, Master Planning and Development Strategy

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Course content

Why Attend

The value of a real estate project is largely decided before construction begins: in the choice of land, the master plan and the development strategy. Mistakes at this stage are difficult and expensive to correct later.

This course helps participants make better early-stage decisions. It covers land sourcing and due diligence, master planning principles, mixed-use and phased development strategies, and how to align a project with market demand, planning requirements and the developer's long-term objectives.

Course Methodology

- Expert briefings on land and master planning practice
- Analysis of master plans from different markets
- Group exercises on site selection and land-use options
- Case studies of large-scale and mixed-use developments
- Development of a strategy for a sample site

Course Objectives

- Identify and evaluate land opportunities against strategic criteria
- Carry out land due diligence on legal, technical and environmental issues
- Understand master planning principles for residential, commercial and mixed-use projects
- Develop a phasing and land-use strategy that supports value and cash flow
- Work effectively with planning authorities and design teams
- Align development strategy with market demand and investor goals

Target Audience

- Land acquisition and business development managers
- Development directors and strategy managers

Course content

- Urban planners and master planning professionals
- Investment managers in real estate companies

Course outline

Detailed course outline

Day-by-day outline for Land Acquisition, Master Planning and Development Strategy.

Day 1 - Land Strategy and Sourcing

- 09:00-09:54 | The role of land in development value
- 09:54-10:48 | Land acquisition strategies and sourcing channels
- 10:48-11:00 | Defining acquisition criteria
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Defining acquisition criteria (continued)
- 12:12-13:06 | Option agreements, joint ventures and land partnerships
- 13:06-14:00 | Negotiating land deals

Day 2 - Land Due Diligence

- 09:00-09:54 | Title, ownership and legal checks
- 09:54-10:48 | Topography, ground conditions and utilities
- 10:48-11:00 | Environmental and heritage constraints
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Environmental and heritage constraints (continued)
- 12:12-13:06 | Access, infrastructure and connectivity
- 13:06-14:00 | Due diligence reporting and risk register

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Day 3 - Master Planning Principles

- 09:00-09:39 | Objectives of a master plan
- 09:39-10:56 | Land use, density and building mix
- 10:56-11:00 | Public realm, mobility and community facilities
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Public realm, mobility and community facilities (continued)
- 12:05-12:43 | Sustainability and resilience in master planning
- 12:43-14:00 | Working with design teams

Day 4 - Development Strategy and Phasing

- 09:00-09:54 | Market positioning of the development
- 09:54-10:48 | Phasing to manage risk and cash flow
- 10:48-11:00 | Mixed-use strategies and anchor uses
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Mixed-use strategies and anchor uses (continued)
- 12:12-13:06 | Infrastructure delivery and cost allocation
- 13:06-14:00 | Planning approvals and stakeholder engagement

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Day 5 - Integrating Strategy and Value

- 09:00-09:45 | Linking the master plan to financial returns
- 09:45-10:30 | Monitoring and adapting the strategy
- 10:30-11:00 | Case study: strategy for a large mixed-use site
- 11:00-11:30 | Coffee break
- 11:30-12:30 | Case study: strategy for a large mixed-use site (continued)
- 12:30-13:15 | Presentation of group development strategies
- 13:15-14:00 | Personal action plan

Seminar dates

Available seminar dates

Live dates and pricing for Land Acquisition, Master Planning and Development Strategy generated from the course details page.

Date	Location	Format	Fee
16 - 20 November 2026	Vienna	Classroom	€3,225
7 - 11 December 2026	Barcelona	Classroom	€2,815
11 - 15 January 2027	Rome	Classroom	€3,460
8 - 12 February 2027	Munich	Classroom	€3,225
8 - 12 March 2027	Amsterdam	Classroom	€2,830
12 - 16 April 2027	London	Classroom	€2,315
10 - 14 May 2027	Istanbul	Classroom	€1,978
14 - 18 June 2027	Vienna	Classroom	€3,225
12 - 16 July 2027	Barcelona	Classroom	€2,815
9 - 13 August 2027	Rome	Classroom	€3,460

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12 - 16 July 2027	Online / Live	Online / Live	€1,815
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