



# Webinar

## 2021 ULI Hines Student Competition Finals

Date: April 08, 2021

00:00:20 --> 00:00:24: OK everyone, we're going to go ahead and get started.  
00:00:24 --> 00:00:28: Welcome to the announcement of the ULI Heinz Competition 2021  
00:00:28 --> 00:00:28: winner.  
00:00:28 --> 00:00:31: Please be advised that we are reporting all the events  
00:00:32 --> 00:00:35: today and we will make the recordings available to the  
00:00:35 --> 00:00:36: public later.  
00:00:36 --> 00:00:37: So if you are not speaking,  
00:00:37 --> 00:00:39: please make sure you are muted.  
00:00:39 --> 00:00:42: Please make sure you are off video.  
00:00:42 --> 00:00:45: The audience today consists of 20 students on the four  
00:00:45 --> 00:00:47: finalist teams and their advisors.  
00:00:47 --> 00:00:49: 16 members of the competition.  
00:00:49 --> 00:00:53: Jury members of behind senior leadership team and a  
handful  
00:00:53 --> 00:00:54: of you Lie leadership and staff,  
00:00:54 --> 00:00:57: and you lie members in Kansas City,  
00:00:57 --> 00:00:59: including six members of the person jury.  
00:00:59 --> 00:01:02: So let's begin. I would like to welcome and introduce,  
00:01:02 --> 00:01:05: said Walter, Global, CEO of the Urban Land Institute,  
00:01:05 --> 00:01:08: and brings to you all I more than 35 years  
00:01:08 --> 00:01:11: of management experience in the real estate profession  
across a  
00:01:11 --> 00:01:13: variety of disciplines.  
00:01:13 --> 00:01:16: Including hotels, multifamily and land development with a  
strong emphasis  
00:01:16 --> 00:01:18: on capital markets and investments.  
00:01:18 --> 00:01:21: He has a long list of additional accomplishments which I  
00:01:21 --> 00:01:24: will let you explore by visiting his bio on our  
00:01:24 --> 00:01:24: website.  
00:01:24 --> 00:01:26: Ed, thank you so much for being here and please

00:01:27 --> 00:01:27: proceed.

00:01:27 --> 00:01:30: Well, thank you, Gretchen and thank you for not embarrassing

00:01:30 --> 00:01:33: me by going through the entire buyer that we have

00:01:33 --> 00:01:33: created,

00:01:33 --> 00:01:35: 'cause it's a little bit overly locked.

00:01:35 --> 00:01:37: So good evening and welcome everybody.

00:01:37 --> 00:01:40: I'm coming to you today from my home just outside

00:01:40 --> 00:01:41: of Washington DC,

00:01:41 --> 00:01:44: which is also the base for you allies Global headquarters.

00:01:44 --> 00:01:47: Most of you know that you Aliza Global nonprofit real

00:01:47 --> 00:01:49: estate organization.

00:01:49 --> 00:01:52: We are the oldest and largest network of cross disciplinary

00:01:52 --> 00:01:55: real estate and land use experts in the world.

00:01:55 --> 00:01:59: And today we have more than 45,000 members worldwide.

00:01:59 --> 00:02:03: You will, I brings together leaders from across the many

00:02:03 --> 00:02:06: fields related to real estate and land use policy to

00:02:06 --> 00:02:09: exchange best practices and serve community needs.

00:02:09 --> 00:02:11: Prior to arriving at you a lie,

00:02:11 --> 00:02:14: I served as steers chair in real estate at Georgetown

00:02:14 --> 00:02:17: University's McDonough School of Business,

00:02:17 --> 00:02:19: and I continue to lecture at Georgetown,

00:02:19 --> 00:02:22: so I know first hand the value of practical,

00:02:22 --> 00:02:24: interdisciplinary experiences like this one.

00:02:24 --> 00:02:28: And I commend all of you for the creativity and

00:02:28 --> 00:02:31: hard work that has brought you to this final stage

00:02:31 --> 00:02:33: of the competition.

00:02:33 --> 00:02:36: I wish I were welcoming you to Kansas City today

00:02:36 --> 00:02:36: instead.

00:02:36 --> 00:02:40: I am welcome viewing this in this new World where

00:02:40 --> 00:02:45: we must connect through technology to ensure our

00:02:45 --> 00:02:46: businesses survive

00:02:45 --> 00:02:46: and thrive.

00:02:46 --> 00:02:49: However, where the pandemic introduced constraints,

00:02:49 --> 00:02:53: technology also gave us new opportunities in this year where

00:02:53 --> 00:02:56: most teams are working separately from one another.

00:02:56 --> 00:02:59: The growing number of teams for from students that role

00:03:00 --> 00:03:04: the different schools and studying in different cities and

00:03:00 --> 00:03:04: countries,

00:03:04 --> 00:03:08: including one team working together across continents.

00:03:08 --> 00:03:11: And two such teams with members from no less than

00:03:11 --> 00:03:15: three schools made it all the way to the finals.  
00:03:15 --> 00:03:19: You are clearly creating bridges not only between disciplines but  
00:03:19 --> 00:03:21: also among institutions,  
00:03:21 --> 00:03:26: places, and cultures. The work you presented today serves as  
00:03:26 --> 00:03:29: an example of how all of us must be flexible  
00:03:29 --> 00:03:32: and resilient in the face of adversity.  
00:03:32 --> 00:03:35: If you continue to cultivate that readiness,  
00:03:35 --> 00:03:40: it will help you identify and capitalize and offer opportunities  
00:03:40 --> 00:03:44: to see to succeed now and in the future.  
00:03:44 --> 00:03:47: Here are you alive. We are embracing new ways for  
00:03:47 --> 00:03:51: members to connect and share best practices globally online.  
00:03:51 --> 00:03:53: We hope you will turn to you Ally as a  
00:03:53 --> 00:03:57: source of support during school and upon graduation.  
00:03:57 --> 00:04:00: We offer resources and a network that can help you  
00:04:00 --> 00:04:03: clarify and accelerate your clear career goals.  
00:04:03 --> 00:04:07: You will. I members have immediate access to industry  
00:04:07 --> 00:04:12: experts,  
00:04:07 --> 00:04:12: timely information and cutting edge research essential for  
00:04:12 --> 00:04:15: making informed  
00:04:12 --> 00:04:15: decisions through countless market cycles,  
00:04:15 --> 00:04:20: natural disasters, unforeseen crises you align members have  
00:04:20 --> 00:04:23: been there  
00:04:20 --> 00:04:23: to help each other make sense of events and forge  
00:04:23 --> 00:04:26: new strategies to adapt for the future.  
00:04:26 --> 00:04:30: Our members, including the members of the jury today  
00:04:30 --> 00:04:31: donate  
00:04:30 --> 00:04:31: their time,  
00:04:31 --> 00:04:35: talent and resources to help our communities find solutions to  
00:04:35 --> 00:04:40: their most challenging problems and rebuild stronger and  
00:04:40 --> 00:04:41: more resilient  
00:04:40 --> 00:04:41: Lee for tomorrow.  
00:04:41 --> 00:04:44: We welcome you to this network of problem solvers and  
00:04:44 --> 00:04:48: thought leaders and look forward to seeing how you will  
00:04:48 --> 00:04:50: contribute more in the future.  
00:04:50 --> 00:04:52: Speaking of our incredible members,  
00:04:52 --> 00:04:56: we are here today because of 1 member in particular.  
00:04:56 --> 00:05:01: This competition exists due to the vision and generosity of  
00:05:01 --> 00:05:02: Gerald Hines,  
00:05:02 --> 00:05:07: an industry legend and AULI member from 1960 until his  
00:05:07 --> 00:05:09: passing last year.

00:05:09 --> 00:05:13: Jerry was the chairman of the Hines Real Estate Organization,  
00:05:13 --> 00:05:16: which he founded in Houston over 60 years ago.  
00:05:16 --> 00:05:19: We miss him greatly and are forever indebted to him  
00:05:19 --> 00:05:21: for his support of you Ally Ann,  
00:05:21 --> 00:05:27: for creating this competition. We are particularly delighted that his  
00:05:27 --> 00:05:27: son,  
00:05:27 --> 00:05:30: Jeff Heinz, Chairman and CEO of the firm,  
00:05:30 --> 00:05:32: is joining us today to say a few words.  
00:05:32 --> 00:05:36: Jeff welcome and I'll turn the stage over to you.  
00:05:36 --> 00:05:39: In fact, thank you and it is my pleasure to  
00:05:39 --> 00:05:41: join you this evening.  
00:05:41 --> 00:05:46: This competition started in 2003 when ULI recognized Dad's extraordinary  
00:05:46 --> 00:05:52: contributions to real estate by presenting him with the Institute's  
00:05:52 --> 00:05:55: top prize for visionaries in Urban Development.  
00:05:55 --> 00:05:59: He declined the prize money and ask that you Li  
00:05:59 --> 00:06:04: used the funds along with his own generous contribution to  
00:06:04 --> 00:06:06: create this competition.  
00:06:06 --> 00:06:10: Dad felt so strongly about the importance of the competition  
00:06:10 --> 00:06:15: and keeping it going that he subsequently endowed the program  
00:06:15 --> 00:06:16: in perpetuity.  
00:06:16 --> 00:06:19: His vision for the competition was clear.  
00:06:19 --> 00:06:22: Well, design plays a critical part.  
00:06:22 --> 00:06:25: The competition should encompass more than design.  
00:06:25 --> 00:06:31: It must include a significant development and financial component.  
00:06:31 --> 00:06:35: The competition should should require a team effort,  
00:06:35 --> 00:06:40: with members representing a mix of disciplines across design and  
00:06:40 --> 00:06:41: business.  
00:06:41 --> 00:06:44: And probably of critical importance to the students.  
00:06:44 --> 00:06:47: The cash prize should be substantial.  
00:06:47 --> 00:06:50: \$50,000 to the winning team and 10,000 each to the  
00:06:50 --> 00:06:52: three remaining finalist teams.  
00:06:52 --> 00:06:56: As a student. A benefit of making it to the  
00:06:56 --> 00:07:00: finals is that you've already won part of the prize  
00:07:01 --> 00:07:01: purse.  
00:07:01 --> 00:07:05: These components have made this competition one of the

most  
00:07:05 --> 00:07:08: successful graduate student competitions in the country.  
00:07:08 --> 00:07:12: One that challenges students in ways few others do.  
00:07:12 --> 00:07:17: And with the pandemic adding an extra layer of difficulty  
00:07:17 --> 00:07:18: to collaborating,  
00:07:18 --> 00:07:22: this year's event is truly a notable one.  
00:07:22 --> 00:07:26: Congratulations to each of the finalist teams and best of  
00:07:27 --> 00:07:27: luck.  
00:07:27 --> 00:07:30: Now I'm going to turn this over to Diana Reed  
00:07:30 --> 00:07:34: to introduce the competition jury and the rehearsal jury.  
00:07:34 --> 00:07:38: Diana is a ULI trustee and chair of this year's  
00:07:38 --> 00:07:39: competition jury.  
00:07:39 --> 00:07:44: She is an independent director of Welltower Inc and S&P  
00:07:44 --> 00:07:48: 500 company and she also chairs one of the ULI  
00:07:48 --> 00:07:51: Urban Development Mixed Use Councils.  
00:07:51 --> 00:07:55: Diana, thank you for your contributions to this year's  
competition  
00:07:55 --> 00:07:56: and welcome.  
00:07:56 --> 00:07:57: I'll turn it over to you.  
00:07:57 --> 00:08:02: Thank you Jeff, for your generous support and the leadership  
00:08:02 --> 00:08:06: from Heinz over the almost two decades of this competition.  
00:08:06 --> 00:08:10: Sure, serving on this jury has been so rewarding for  
00:08:10 --> 00:08:12: me and for all of the jurors.  
00:08:12 --> 00:08:17: It's it's invigorating to see first hand the tremendous design,  
00:08:17 --> 00:08:22: urban planning, sustainability, and financial expertise from all  
of the  
00:08:22 --> 00:08:23: University students.  
00:08:23 --> 00:08:27: They are the future of our industry and for me  
00:08:27 --> 00:08:32: I am inspired and have confidence that the future of  
00:08:32 --> 00:08:35: our cities is in very capable hands.  
00:08:35 --> 00:08:38: I'd like to thank the six member rehearsal jury to  
00:08:38 --> 00:08:42: whom the students presented a few weeks ago,  
00:08:42 --> 00:08:47: gaining some local expertise and feedback before today's  
presentations.  
00:08:47 --> 00:08:50: So thank you so much to Leah Fitzgerald,  
00:08:50 --> 00:08:53: Robert Gray, Schalanda Homes, Alyssa Parsons,  
00:08:53 --> 00:08:56: Jason Romero, and Jeffrey Williams.  
00:08:56 --> 00:09:01: Thank you for serving as our rehearsal jury this year.  
00:09:01 --> 00:09:04: And of course, a big thank you to the 16  
00:09:04 --> 00:09:09: member competition jury who have dedicated a significant  
amount of

00:09:09 --> 00:09:12: time an I must say had a lot of fun  
 00:09:12 --> 00:09:18: reviewing the 105 submissions from over 61 University teams  
 selected  
 00:09:18 --> 00:09:23: today's finalists and today have now identified the winning  
 proposal.  
 00:09:23 --> 00:09:28: The jury has spent time reviewing each team's presentation  
 in  
 00:09:28 --> 00:09:32: detail and we've had quite lively debates.  
 00:09:32 --> 00:09:35: This week and last month about the strengths of each  
 00:09:35 --> 00:09:37: of the finalist proposals,  
 00:09:37 --> 00:09:40: as well as where they could be improved.  
 00:09:40 --> 00:09:43: And we do have a decision for the final part  
 00:09:43 --> 00:09:44: of the program.  
 00:09:44 --> 00:09:46: And before I announce the winner,  
 00:09:46 --> 00:09:50: we would like to provide each team with feedback on  
 00:09:50 --> 00:09:54: their proposal and we're going to go in no particular  
 00:09:54 --> 00:09:58: order and one juror will provide the aggregate comments for  
 00:09:58 --> 00:10:01: each of the finalist teams and a reminder of the  
 00:10:01 --> 00:10:02: brief.  
 00:10:02 --> 00:10:06: The city. The city was seeking a catalytic vision for  
 00:10:06 --> 00:10:10: the area that will have a positive economic impact,  
 00:10:10 --> 00:10:15: both locally and regionally, while increasing the sustainability  
 and resilience  
 00:10:15 --> 00:10:20: of the study area surrounding neighborhoods and the city at  
 00:10:20 --> 00:10:20: large.  
 00:10:20 --> 00:10:24: And we will say that all of the finalists did  
 00:10:24 --> 00:10:28: a fantastic job in meeting that brief for the city.  
 00:10:28 --> 00:10:29: And we thank you again,  
 00:10:29 --> 00:10:34: so in no particular order we will provide feedback.  
 00:10:34 --> 00:10:37: From Lynn Carlton, one of our jurors,  
 00:10:37 --> 00:10:39: and also in Kansas City,  
 00:10:39 --> 00:10:43: will provide comments to the Georgia Institute of Technology  
 team  
 00:10:43 --> 00:10:45: for their proposal catalyst.  
 00:10:45 --> 00:10:49: Thank you, Diana, and I just want to say yes,  
 00:10:49 --> 00:10:51: as that educational piece of this.  
 00:10:51 --> 00:10:55: We're excited to be able to provide those the criticism  
 00:10:56 --> 00:10:58: but constructive criticism,  
 00:10:58 --> 00:11:02: but also the positive aspects to start on the constructive  
 00:11:02 --> 00:11:04: criticism side.  
 00:11:04 --> 00:11:08: For catalyst, there was a desire for an educational  
 component

00:11:08 --> 00:11:11: on how you'll encourage people to eat more traditional non  
00:11:12 --> 00:11:13: traditional food.  
00:11:13 --> 00:11:14: I'm seeing as Kansas City.  
00:11:14 --> 00:11:19: You certainly did research on understanding the history but  
also  
00:11:19 --> 00:11:24: a desire For more information to address food insecurity.  
00:11:24 --> 00:11:28: There could have been an opportunity to take the concept  
00:11:28 --> 00:11:29: deeper.  
00:11:29 --> 00:11:32: The execution did not quite live up to the concept  
00:11:32 --> 00:11:35: that was so bold at the beginning.  
00:11:35 --> 00:11:39: You could handle a little bit more density on the  
00:11:39 --> 00:11:40: site.  
00:11:40 --> 00:11:45: The discussion on sustainability could have gone a little bit  
00:11:45 --> 00:11:46: deeper.  
00:11:46 --> 00:11:50: And taking the next step to talk about corporate connectivity  
00:11:50 --> 00:11:51: to the universities.  
00:11:51 --> 00:11:54: And there was a question on vertical phasing on the  
00:11:54 --> 00:11:55: existing buildings.  
00:11:55 --> 00:11:59: Certainly a note that that's an extremely hard thing to  
00:11:59 --> 00:12:02: pull off and to do on several blocks out of  
00:12:02 --> 00:12:04: three out of the eight blocks.  
00:12:04 --> 00:12:09: However, it is a more environmentally sustainable to continue  
with  
00:12:09 --> 00:12:11: the existing buildings.  
00:12:11 --> 00:12:14: Anne would have benefited a little bit more for physical  
00:12:14 --> 00:12:16: and spatial integration,  
00:12:16 --> 00:12:21: and Lastly constructive pieces always stay focused on the  
benefits  
00:12:21 --> 00:12:25: of your plan and not discuss or dismiss others other  
00:12:25 --> 00:12:25: ideas.  
00:12:25 --> 00:12:28: On the positive side, the teamwork.  
00:12:34 --> 00:12:38: In the very beginning, the guiding principles and process  
really  
00:12:38 --> 00:12:39: stood out.  
00:12:39 --> 00:12:43: You had clearly done a lot of research and investigation.  
00:12:43 --> 00:12:45: You look to the roots of Kansas City and were  
00:12:45 --> 00:12:49: very thoughtful about bringing that theme into every aspect of  
00:12:49 --> 00:12:50: your proposal.  
00:12:50 --> 00:12:54: You had a great grasp on economic feasibility and have  
00:12:54 --> 00:12:57: a realistic financing plan that was very solid.  
00:12:57 --> 00:13:01: You stretch the affordable housing goal up to 35%

00:13:01 --> 00:13:07: and we really liked the intergenerational piece an you're addressing

00:13:07 --> 00:13:08: of food waste.

00:13:08 --> 00:13:12: We appreciated the combination of a neighborhood and a scalable

00:13:12 --> 00:13:14: incubator concept with food,

00:13:14 --> 00:13:17: technology and history. It gives so many options to making

00:13:17 --> 00:13:19: it successful and played.

00:13:19 --> 00:13:23: The jury felt very much that this was unique to

00:13:23 --> 00:13:24: Kansas City.

00:13:24 --> 00:13:26: Nice job, so my name is Steve Kennett.

00:13:26 --> 00:13:29: I am one of the jurors and I have the

00:13:29 --> 00:13:33: privilege to explain the Vyro project which was one of

00:13:33 --> 00:13:37: two ballparks that we had the privilege to review today.

00:13:37 --> 00:13:39: And the team did a great job on this,

00:13:39 --> 00:13:42: so there was a lot of advancement in the design

00:13:42 --> 00:13:44: of the project since the early around,

00:13:44 --> 00:13:47: so we're grateful to the team for not leaving anything

00:13:47 --> 00:13:48: on the field,

00:13:48 --> 00:13:50: so to speak, right?

00:13:50 --> 00:13:53: The legacy of baseball in Kansas City is really,

00:13:53 --> 00:13:57: really strong. And while that could have been developed just

00:13:57 --> 00:13:58: a little bit more,

00:13:58 --> 00:14:00: it might have left as a little bit of a

00:14:00 --> 00:14:01: missed opportunity,

00:14:01 --> 00:14:05: especially with the monarchs in the history of the League.

00:14:05 --> 00:14:07: The park itself is really well done,

00:14:07 --> 00:14:10: so we shared some questions about how the park is

00:14:10 --> 00:14:14: serviced and associated with deliveries and trash removal.

00:14:14 --> 00:14:15: An parking things like that,

00:14:15 --> 00:14:19: but it really, really advanced the architecture of the ballpark

00:14:19 --> 00:14:21: and of the surrounding buildings.

00:14:21 --> 00:14:25: And that really brought the entire concept up to the

00:14:25 --> 00:14:28: level of this really strong big idea that you all

00:14:28 --> 00:14:30: shared a couple of months ago.

00:14:30 --> 00:14:33: There was a good understanding of the site understanding that

00:14:33 --> 00:14:35: ography across the across the site.

00:14:35 --> 00:14:39: Great understanding how people arrive at the ballpark and how

00:14:39 --> 00:14:42: traffic enlivens the street in the Plaza.



00:14:42 --> 00:14:45: And how that develops the balance of the site as  
00:14:45 --> 00:14:48: a transit oriented development.  
00:14:48 --> 00:14:51: So the development of the program and distributed parking  
serves  
00:14:51 --> 00:14:54: a variety of uses and not just the ballpark.  
00:14:54 --> 00:14:57: We did have a couple of questions about the specific  
00:14:57 --> 00:14:58: angle of the Plaza,  
00:14:58 --> 00:14:59: which was informed by Home Street,  
00:14:59 --> 00:15:02: but it works really well to open up the Plaza  
00:15:02 --> 00:15:05: on game days and probably one of the best projects  
00:15:05 --> 00:15:07: that we saw in developing the public realm so we  
00:15:07 --> 00:15:11: could really see how these spaces would be activated year  
00:15:11 --> 00:15:12: round with farmers market,  
00:15:12 --> 00:15:15: retail opportunities and even a couple of bars and breweries,  
00:15:15 --> 00:15:19: financing strategy could have been advanced a little bit  
further  
00:15:19 --> 00:15:21: with the use of some more tools,  
00:15:21 --> 00:15:24: potentially including the funding of the ballpark itself.  
00:15:24 --> 00:15:27: Which is something that was kind of left to the  
00:15:27 --> 00:15:30: private side as opposed to use bonds or sales tax  
00:15:30 --> 00:15:31: or or something like that.  
00:15:31 --> 00:15:35: The integration of the grocery store and other amenities into  
00:15:35 --> 00:15:37: the neighborhood was great,  
00:15:37 --> 00:15:40: so it's a strong base to build the whole neighborhood,  
00:15:40 --> 00:15:43: not just a ballpark and some housing next door.  
00:15:43 --> 00:15:46: So and then Lastly, was really one of the strongest  
00:15:46 --> 00:15:49: project that we saw with an effort and commitment towards  
00:15:49 --> 00:15:50: sustainability,  
00:15:50 --> 00:15:54: incorporating energy, stormwater management, understand  
that.  
00:15:54 --> 00:15:58: Biography and the move to address the AIA 2030 goals.  
00:15:58 --> 00:16:00: An actually a whole net.  
00:16:00 --> 00:16:03: 0 project. Really impressed the jury everyone.  
00:16:03 --> 00:16:08: It's Kona Graham Alam planner or landscape architect and  
urban  
00:16:08 --> 00:16:11: designer with the DSA incorporated and.  
00:16:11 --> 00:16:13: Based in Fort Lauderdale, FL I.  
00:16:13 --> 00:16:17: I really love this competition because it really demonstrates  
how  
00:16:17 --> 00:16:20: we all collaborate as real estate development professionals  
in the  
00:16:20 --> 00:16:22: creation of the built environment.

00:16:22 --> 00:16:27: We had a very healthy conversation with the jury today  
00:16:27 --> 00:16:30: and all of you did fantastic.  
00:16:30 --> 00:16:34: So I'm going to start with some constructive criticism for  
00:16:34 --> 00:16:34: Fusion.  
00:16:34 --> 00:16:38: We weren't sure how we're going to fund the public  
00:16:38 --> 00:16:39: spaces become beyond that.  
00:16:39 --> 00:16:43: If there were, it almost seemed like there were too  
00:16:43 --> 00:16:47: many public open spaces and saying that as a landscape  
00:16:47 --> 00:16:49: architect is is challenging for me.  
00:16:49 --> 00:16:53: We also noted that there could have been a little  
00:16:53 --> 00:16:56: bit more emphasis placed on how those spaces would be  
00:16:56 --> 00:16:57: managed.  
00:16:57 --> 00:17:01: An actually operated and funded or programs.  
00:17:01 --> 00:17:04: One of our jurors didn't feel as though it came  
00:17:04 --> 00:17:05: across as a neighborhood,  
00:17:05 --> 00:17:08: thought that there wasn't a lot a major draw to  
00:17:08 --> 00:17:10: bring others in from the outside.  
00:17:10 --> 00:17:14: We thought that some of the graphics could have been  
00:17:14 --> 00:17:16: completed a little bit better,  
00:17:16 --> 00:17:19: and then also just opening a rec center and grocery  
00:17:19 --> 00:17:22: store may be provided a little bit of competition for  
00:17:22 --> 00:17:24: other similar uses in the area.  
00:17:24 --> 00:17:27: And then there was also a lot of conversation about  
00:17:27 --> 00:17:28: storm water,  
00:17:28 --> 00:17:31: but the jury members felt it left out.  
00:17:31 --> 00:17:34: More information about energy use then finally,  
00:17:34 --> 00:17:38: on the constructive criticism, we also thought that you could  
00:17:38 --> 00:17:42: have leveraged more of the financial sources in your capital  
00:17:42 --> 00:17:43: stack.  
00:17:43 --> 00:17:45: Now, on the positive side,  
00:17:45 --> 00:17:49: you know you did provide us a catalyst vision that  
00:17:49 --> 00:17:52: we thought was actually on steroids.  
00:17:52 --> 00:17:55: We loved it. We felt like a it was a  
00:17:55 --> 00:17:59: more complete vision that felt like Kansas City.  
00:17:59 --> 00:18:03: Are you certainly did a great job telling their story  
00:18:03 --> 00:18:05: about how people would live here?  
00:18:05 --> 00:18:09: Would like the whole aspect of housing being closer to  
00:18:09 --> 00:18:10: transit as well.  
00:18:10 --> 00:18:16: There was a very strong graphic representation throughout  
00:18:16 --> 00:18:17: the entire project.

00:18:17 --> 00:18:20: And that there was a good sort of multi generational  
00:18:21 --> 00:18:25: mix of use for different residences throughout the entire  
project.  
00:18:25 --> 00:18:27: The emphasis on MI, a 50%  
00:18:27 --> 00:18:31: was very ambitious, but we were very happy to see  
00:18:31 --> 00:18:32: that.  
00:18:32 --> 00:18:35: You know, you also put a lot of effort into  
00:18:35 --> 00:18:40: a very thorough transit and mobility connectivity attitude as  
well,  
00:18:40 --> 00:18:43: and you push the paradigm or way of life based  
00:18:43 --> 00:18:45: on agriculture,  
00:18:45 --> 00:18:50: which is something that we thought was was very helpful.  
00:18:50 --> 00:18:53: Pick up finally the the the capital stack which kept  
00:18:53 --> 00:18:57: coming up and as part of this development process was  
00:18:57 --> 00:19:00: very well done and part of this was extremely unique  
00:19:00 --> 00:19:02: where you had 50 percent,  
00:19:02 --> 00:19:07: 15% equity and community partnerships and you looked at  
several  
00:19:07 --> 00:19:11: other groups that would come together to make this fantastic  
00:19:11 --> 00:19:12: and work well.  
00:19:12 --> 00:19:16: From a financial standpoint and went over our local jurors  
00:19:16 --> 00:19:19: noted that you mentioned in regards to Kansas City in  
00:19:20 --> 00:19:21: the city of Fountains.  
00:19:21 --> 00:19:25: And that really resonated and also touched on the Hill  
00:19:25 --> 00:19:28: aspect of how important water is in this part of  
00:19:28 --> 00:19:29: the world.  
00:19:29 --> 00:19:33: Thank you. Hi everybody, I am keeping cell wall.  
00:19:33 --> 00:19:36: I am an open design principle and Perkins and well  
00:19:36 --> 00:19:39: in San Francisco office and I want to start by  
00:19:39 --> 00:19:43: saying that we've learned so much and being so impressed  
00:19:43 --> 00:19:46: by all the entries. So kudos to all of you  
00:19:46 --> 00:19:48: for all your hard work.  
00:19:48 --> 00:19:52: It's being really, really happy to see such beautiful ideas  
00:19:53 --> 00:19:54: come forward.  
00:19:54 --> 00:19:56: I want to stop by kind of sharing some of  
00:19:56 --> 00:19:59: the constructive criticism for the home base team.  
00:20:01 --> 00:20:06: You guys definitely pushed on love and kind of really  
00:20:06 --> 00:20:10: looked for a huge catalytic kind of move for the  
00:20:10 --> 00:20:11: Kansas City.  
00:20:11 --> 00:20:15: Some of the questions that are coming up for the  
00:20:15 --> 00:20:19: jury as they were debating is the phasing and they

00:20:19 --> 00:20:24: wanted they found that the phasing was felt backwards.  
00:20:24 --> 00:20:28: If we're asking for the Royals to take a financial  
00:20:28 --> 00:20:31: risk and kind of put it private money.  
00:20:31 --> 00:20:36: Does it make sense for the stadium to be built  
00:20:36 --> 00:20:38: in the earlier phase?  
00:20:38 --> 00:20:40: OK, two years before the stadium,  
00:20:40 --> 00:20:43: it felt like there was a concern there.  
00:20:43 --> 00:20:49: There was definitely also a question and discussion around  
the  
00:20:49 --> 00:20:53: equity angle of this project that seemed to be a  
00:20:53 --> 00:20:58: focus on luxury hotels and housing and felt challenging in  
00:20:58 --> 00:21:04: terms of really balancing the equip equity equation that you  
00:21:04 --> 00:21:10: all had very eloquently talked about in the big name.  
00:21:10 --> 00:21:13: The third thing was about the housing.  
00:21:13 --> 00:21:17: It felt like the housing development to the North was  
00:21:17 --> 00:21:22: the lower income and the housing luxury housing were to  
00:21:22 --> 00:21:25: the South end facing the ballpark.  
00:21:25 --> 00:21:29: It felt about segregated and the jury's mind.  
00:21:29 --> 00:21:33: And with so much development and so much investment,  
00:21:33 --> 00:21:38: the affordable housing equation or percentage of 20%  
00:21:38 --> 00:21:43: felt slower than what the other submissions were pushing for.  
00:21:45 --> 00:21:48: You had a really great idea,  
00:21:48 --> 00:21:54: ideas around really incorporating and working with the  
organisations,  
00:21:54 --> 00:21:59: the Community based organization around.  
00:21:59 --> 00:22:05: Or a sustainable community to really anchor your assembly.  
00:22:05 --> 00:22:09: However. The jury felt the idea and the sustainability ideas  
00:22:09 --> 00:22:14: weren't completely flushed out and there could have been  
way  
00:22:14 --> 00:22:18: more that could have been pushed to really have more  
00:22:18 --> 00:22:23: sustainable strategies and higher targets for the  
development.  
00:22:23 --> 00:22:26: Uhm?  
00:22:26 --> 00:22:31: The last aspect was really thinking about the footprint of  
00:22:31 --> 00:22:32: the ballpark.  
00:22:32 --> 00:22:35: It felt like there was a lot of land capital  
00:22:35 --> 00:22:39: that was invested in this footprint and the ballpark size  
00:22:39 --> 00:22:42: has shrunk in its number of seats that it was  
00:22:42 --> 00:22:46: offering from its current from its current state location that  
00:22:46 --> 00:22:46: it had.  
00:22:46 --> 00:22:50: It was occupying a pretty large area of downtown and

00:22:50 --> 00:22:53: was that the best land value capture with so much  
00:22:53 --> 00:22:56: investment going on over here,  
00:22:56 --> 00:22:59: and generally some of the costs are being shared by  
00:22:59 --> 00:23:03: the jury members who do a lot of development around.  
00:23:03 --> 00:23:06: All parts the trend is towards more steeper rates for  
00:23:06 --> 00:23:08: seating and a smaller footprint,  
00:23:08 --> 00:23:13: so that's something that was being discussed as maybe it  
00:23:13 --> 00:23:16: could have been re taught a little bit.  
00:23:16 --> 00:23:19: But overall, we were really really very happy to kind  
00:23:20 --> 00:23:23: of see how you made the connect and really anchored  
00:23:23 --> 00:23:28: the whole narrative around the monarchs and the League  
and  
00:23:28 --> 00:23:32: the history. And you had a really elegant narrative in  
00:23:32 --> 00:23:34: the history of racial segregation,  
00:23:34 --> 00:23:39: which we know all developments have to have very  
intentional  
00:23:39 --> 00:23:40: focus.  
00:23:40 --> 00:23:43: We liked your core idea of the 10th St making  
00:23:43 --> 00:23:44: an East West Connect,  
00:23:44 --> 00:23:48: connect with the downtown and what with the sale West.  
00:23:48 --> 00:23:52: So that was really appreciated and having an anchor kind  
00:23:52 --> 00:23:56: of an entry on along the street and South Street  
00:23:56 --> 00:23:58: that was definitely appreciated.  
00:23:58 --> 00:24:02: An overall you definitely had a strong economic catalyst and  
00:24:02 --> 00:24:06: we really appreciate you for the kind of push you  
00:24:06 --> 00:24:10: made in creating such clear graphics and having such.  
00:24:10 --> 00:24:16: Great illustrative narrative, and now it is my tremendous  
honor  
00:24:16 --> 00:24:18: to announce the winner.  
00:24:18 --> 00:24:24: The winner of the 2021 you like Line Student competition  
00:24:24 --> 00:24:25: is.  
00:24:25 --> 00:24:29: The multi University team from University of Toronto,  
00:24:29 --> 00:24:33: Ryerson University and York University with their proposal.  
00:24:33 --> 00:24:36: Proposal Fusion.  
00:24:36 --> 00:24:39: And I'd like to share with you a few of  
00:24:39 --> 00:24:42: the comments that the jury had made about why this  
00:24:43 --> 00:24:47: team is the winter winter Fusion presented a complete vision  
00:24:47 --> 00:24:50: for a new urban neighborhood in Kansas City.  
00:24:50 --> 00:24:55: Fusion had a strong, comprehensive design concept that is  
consistent  
00:24:55 --> 00:24:57: throughout the narrative.

00:24:57 --> 00:25:03: Zan, the illustrations the master plan enables economic resilience within

00:25:03 --> 00:25:07: Kansas City through small scale food growth and distribution.

00:25:07 --> 00:25:13: Local culinary incubation and research driven employment opportunities.

00:25:13 --> 00:25:17: This food based approach paired with a focus on inclusive and sustainable economic growth,

00:25:17 --> 00:25:20: created the catalytic vision of this new urban neighborhood,

00:25:20 --> 00:25:24: including intergenerational approach, strong pedestrian elements and connectivity throughout.

00:25:24 --> 00:25:31:

00:25:31 --> 00:25:35: Also, the proposal was just beautifully presented.

00:25:35 --> 00:25:38: It described each element at the site.

00:25:38 --> 00:25:42: At a high level, an in detail with excellent renderings,

00:25:42 --> 00:25:44: Fusion had great site analysis,

00:25:44 --> 00:25:48: identified perspective types of residents with 30% affordable housing and it recognized it and adapted to the unique Kansas City topography.

00:25:48 --> 00:25:52:

00:25:52 --> 00:25:54: The financial proposal is feasible and offers a good mix of funding and financing.

00:25:54 --> 00:25:58:

00:25:58 --> 00:26:00: The pro forma well thought out including creative, public, private partnerships and tax increment.

00:26:00 --> 00:26:04: Financing Fusion. Push is a new paradigm for urban living based on agriculture,

00:26:04 --> 00:26:07: an complemented an adding to the ways Kansas City is a great place to live,

00:26:07 --> 00:26:11: work and play.

00:26:11 --> 00:26:13:

00:26:12 --> 00:26:13:

00:26:13 --> 00:26:17: And Fusion felt uniquely Kansas City,

00:26:17 --> 00:26:19: and so you'll I is so honored to name Fusion

00:26:19 --> 00:26:21: an it's team from the three Universities,

00:26:21 --> 00:26:24: University of Toronto Ryerson University and York University as the

00:26:24 --> 00:26:28: 2021 Uli Hines Student Competition winner.

00:26:28 --> 00:26:31:

00:26:31 --> 00:26:37: Thank you and congratulations to you and congratulations to all

00:26:37 --> 00:26:40: of the teams for your tremendous effort.

00:26:40 --> 00:26:46:

00:26:47 --> 00:26:50: And now I'm very pleased to introduce Gwyneth quote,

00:26:50 --> 00:26:54: a president of the ULI Americas,

00:26:54 --> 00:26:56: with some further comments. For all of the finalists.

00:26:56 --> 00:26:59: Gwyneth, thanks Diana. What a great day.

00:26:59 --> 00:27:02:

00:27:02 --> 00:27:05: I really enjoyed listening to your presentations and I'm so excited for each of you will bring to the commercial

00:27:05 --> 00:27:09:

00:27:09 --> 00:27:10: real estate industry.

00:27:10 --> 00:27:13: You may recall that I was able to see you

00:27:13 --> 00:27:16: off on this journey back in January at the launch

00:27:16 --> 00:27:16: webinar.

00:27:16 --> 00:27:20: I want to comment that your commitment to your education

00:27:20 --> 00:27:24: going above and beyond your degree requirements to

00:27:24 --> 00:27:27: participate.

00:27:24 --> 00:27:27: In this competition is truly remarkable.

00:27:27 --> 00:27:29: And to the teams who did not win,

00:27:29 --> 00:27:32: please be proud of what you've learned and what you've

00:27:32 --> 00:27:34: accomplished during this process.

00:27:34 --> 00:27:38: You will I end. Heinz certainly are impressed and pleased

00:27:38 --> 00:27:41: to have you joining us in the industry.

00:27:41 --> 00:27:44: On that note we are welcoming you to the UI

00:27:44 --> 00:27:48: family with yearlong student memberships.

00:27:48 --> 00:27:52: So as you know, the winning team receives \$50,000 of

00:27:52 --> 00:27:54: which \$5000 goes to their schools.

00:27:54 --> 00:27:58: This means each team member receives \$9000.

00:27:58 --> 00:28:04: And each of the finalist teams receives \$10,000 or \$2000

00:28:04 --> 00:28:05: per person.

00:28:05 --> 00:28:08: Also, as we mentioned mentioned at the launch web,

00:28:08 --> 00:28:11: and are members of one of you allies product councils,

00:28:11 --> 00:28:15: the Urban Development Mixed Use Council has raised funds

00:28:15 --> 00:28:18: to

00:28:15 --> 00:28:18: enable at least a few members of the non winning

00:28:18 --> 00:28:20: finalist teams to attend you life.

00:28:20 --> 00:28:23: All meeting and participate in their council session.

00:28:23 --> 00:28:27: You will learn more about this opportunity from Gretchen in

00:28:27 --> 00:28:29: the weeks ahead.

00:28:29 --> 00:28:32: Joining a product council as a guest is a rare

00:28:32 --> 00:28:36: opportunity to participate in a private group discussion with

00:28:36 --> 00:28:38: real

00:28:36 --> 00:28:38: estate and land use leaders.

00:28:38 --> 00:28:42: Jerry Hines served on this product council for many years

00:28:42 --> 00:28:46: and this new benefit is the Council's tribute to him.

00:28:46 --> 00:28:49: Gretchen and Sarah will follow up with each of you

00:28:49 --> 00:28:52: to deliver your prize money and memberships.

00:28:52 --> 00:28:56: And with that, thank you to everybody for your engagement

00:28:56 --> 00:28:57: and your involvement.

00:28:57 --> 00:29:01: We are now concluding the 2021 ULI Heinz Student

00:28:57 --> 00:29:01: competition.

**00:29:01 --> 00:29:04:** Thank you and have a good evening everyone.

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