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 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 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 experts,
00:04:07 --> 00:04:12: timely information and cutting edge research essential for 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 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 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 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 paticular 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 the entire
00:18:16 --> 00:18:17: 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 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
00:25:17 --> 00:25:20: and sustainable economic growth,
00:25:20 --> 00:25:24: created the catalytic vision of this new urban neighborhood,
00:25:24 --> 00:25:31: including intergenerational approach, strong pedestrian elements and connectivity throughout.
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%
00:25:48 --> 00:25:52: affordable housing and it recognized it and adapted to the
00:25:52 --> 00:25:54: unique Kansas City topography.
00:25:54 --> 00:25:58: The financial proposal is feasible and offers a good mix
00:25:58 --> 00:26:00: of funding and financing.
00:26:00 --> 00:26:04: The pro forma well thought out including creative,

00:26:04 --> 00:26:07: public, private partnerships and tax increment.
00:26:07 --> 00:26:11: Financing Fusion. Push is a new paradigm for urban living
00:26:12 --> 00:26:13: based on agriculture,
00:26:13 --> 00:26:17: an complemented an adding to the ways Kansas City is
00:26:17 --> 00:26:19: a great place to live,
00:26:19 --> 00:26:21: work and play.
00:26:21 --> 00:26:24: And Fusion felt uniquely Kansas City,
00:26:24 --> 00:26:28: and so you'll I is so honored to name Fusion
00:26:28 --> 00:26:31: an it's team from the three Universities,
00:26:31 --> 00:26:37: University of Toronto Ryerson University and York University as the
00:26:37 --> 00:26:40: 2021 Uli Hines Student Competition winner.
00:26:40 --> 00:26:46: Thank you and congratulations to you and congratulations to all
00:26:47 --> 00:26:50: of the teams for your tremendous effort.
00:26:50 --> 00:26:54: And now I'm very pleased to introduce Gwyneth quote,
00:26:54 --> 00:26:56: a president of the ULI Americas,
00:26:56 --> 00:26:59: with some further comments. For all of the finalists.
00:26:59 --> 00:27:02: Gwyneth, thanks Diana. What a great day.
00:27:02 --> 00:27:05: I really enjoyed listening to your presentations and I'm so
00:27:05 --> 00:27:09: excited for each of you will bring to the commercial
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 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 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 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 competition.
00:29:01 --> 00:29:04: Thank you and have a good evening everyone.

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