

# 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  
 00:05:46 --> 00:05:52: extraordinary  
 00:05:52 --> 00:05:55: contributions to real estate by presenting him with the  
 00:05:55 --> 00:05:59: Institute's  
 00:05:59 --> 00:06:04: top prize for visionaries in Urban Development.  
 00:06:04 --> 00:06:06: He declined the prize money and ask that you Li  
 00:06:06 --> 00:06:10: used the funds along with his own generous contribution to  
 00:06:10 --> 00:06:15: create this competition.  
 00:06:15 --> 00:06:16: Dad felt so strongly about the importance of the competition  
 00:06:16 --> 00:06:19: and keeping it going that he subsequently endowed the  
 00:06:19 --> 00:06:22: program  
 00:06:22 --> 00:06:25: in perpetuity.  
 00:06:25 --> 00:06:31: His vision for the competition was clear.  
 00:06:31 --> 00:06:35: Well, design plays a critical part.  
 00:06:35 --> 00:06:40: The competition should encompass more than design.  
 00:06:40 --> 00:06:41: It must include a significant development and financial  
 00:06:41 --> 00:06:44: component.  
 00:06:44 --> 00:06:47: The competition should should require a team effort,  
 00:06:47 --> 00:06:50: with members representing a mix of disciplines across design  
 00:06:50 --> 00:06:52: and  
 00:06:52 --> 00:06:56: business.  
 00:06:56 --> 00:07:00: And probably of critical importance to the students.  
 00:07:00 --> 00:07:01: The cash prize should be substantial.  
 00:07:01 --> 00:07:05: \$50,000 to the winning team and 10,000 each to the  
 00:07:05 --> 00:07:08: three remaining finalist teams.  
 00:07:08 --> 00:07:12: As a student. A benefit of making it to the  
 00:07:12 --> 00:07:17: finals is that you've already won part of the prize  
 00:07:17 --> 00:07:18: purse.  
 00:07:18 --> 00:07:19: These components have made this competition one of the  
 00:07:19 --> 00:07:22: most  
 00:07:22 --> 00:07:25: successful graduate student competitions in the country.  
 00:07:25 --> 00:07:28: One that challenges students in ways few others do.  
 00:07:28 --> 00:07:31: And with the pandemic adding an extra layer of difficulty  
 00:07:31 --> 00:07:34: 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

00:07:55 --> 00:07:56: competition

00:07:56 --> 00:07:57: and welcome.

00:07:57 --> 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

00:08:22 --> 00:08:23: 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

00:08:47 --> 00:08:50: 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

00:09:09 --> 00:09:12: 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

00:09:18 --> 00:09:23: selected

00:09:18 --> 00:09:23: today's finalists and today have now identified the winning

00:09:23 --> 00:09:28: proposal.

00:09:23 --> 00:09:28: The jury has spent time reviewing each team's presentation

00:09:23 --> 00:09:28: 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

00:10:15 --> 00:10:20: and resilience

00:10:20 --> 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

00:10:43 --> 00:10:45: 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

00:11:08 --> 00:11:11: 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

00:11:19 --> 00:11:24: 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

00:12:09 --> 00:12:11: 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

00:12:21 --> 00:12:25: 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

00:12:38 --> 00:12:39: 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

00:13:07 --> 00:13:08: 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

00:13:12 --> 00:13:14: 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  
 00:14:33 --> 00:14:35: that  
 00:14:35 --> 00:14:39: ography across the across the site.  
 00:14:39 --> 00:14:42: Great understanding how people arrive at the ballpark and  
 00:14:42 --> 00:14:45: how  
 00:14:45 --> 00:14:48: traffic enlivens the street in the Plaza.  
 00:14:48 --> 00:14:51: And how that develops the balance of the site as  
 00:14:51 --> 00:14:54: a transit oriented development.  
 00:14:54 --> 00:14:57: So the development of the program and distributed parking  
 00:14:57 --> 00:14:58: serves  
 00:14:58 --> 00:14:59: a variety of uses and not just the ballpark.  
 00:14:59 --> 00:15:02: We did have a couple of questions about the specific  
 00:15:02 --> 00:15:05: angle of the Plaza,  
 00:15:05 --> 00:15:07: which was informed by Home Street,  
 00:15:07 --> 00:15:11: but it works really well to open up the Plaza  
 on game days and probably one of the best projects  
 that we saw in developing the public realm so we  
 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  
 00:18:17 --> 00:18:20: project.  
 00:18:21 --> 00:18:25: And that there was a good sort of multi generational  
 00:18:25 --> 00:18:27: mix of use for different residences throughout the entire  
 00:18:27 --> 00:18:31: project.  
 00:18:31 --> 00:18:32: The emphasis on MI, a 50%  
 00:18:32 --> 00:18:35: was very ambitious, but we were very happy to see  
 00:18:35 --> 00:18:40: that.  
 00:18:40 --> 00:18:43: You know, you also put a lot of effort into  
 00:18:43 --> 00:18:45: a very thorough transit and mobility connectivity attitude as  
 00:18:45 --> 00:18:50: well,  
 00:18:50 --> 00:18:53: and you push the paradigm or way of life based  
 00:18:53 --> 00:18:57: on agriculture,  
 00:18:57 --> 00:19:00: which is something that we thought was was very helpful.  
 Pick up finally the the the capital stack which kept  
 coming up and as part of this development process was  
 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  
00:29:01 --> 00:29:04: competition.  
00:29:01 --> 00:29:04: Thank you and have a good evening everyone.

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