



UrbanPlan

# Impact Report **FY22**

AUGUST 2022

# UrbanPlan

A realistic, engaging exercise in which participants learn the fundamental forces that affect development in our communities.

Developed by the Urban Land Institute, a global membership organization with a mission to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

**ULI MEMBERS WHO ARE REAL ESTATE  
PROFESSIONALS VOLUNTEER WITH URBANPLAN**

# What is UrbanPlan?

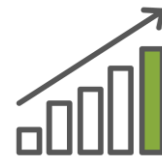
UrbanPlan brings the urban environment to life through an interactive exercise where teams form development companies tasked with redeveloping a hypothetical site.



OVER 20 YEARS

**67,000+**

Participants reached  
in the Americas

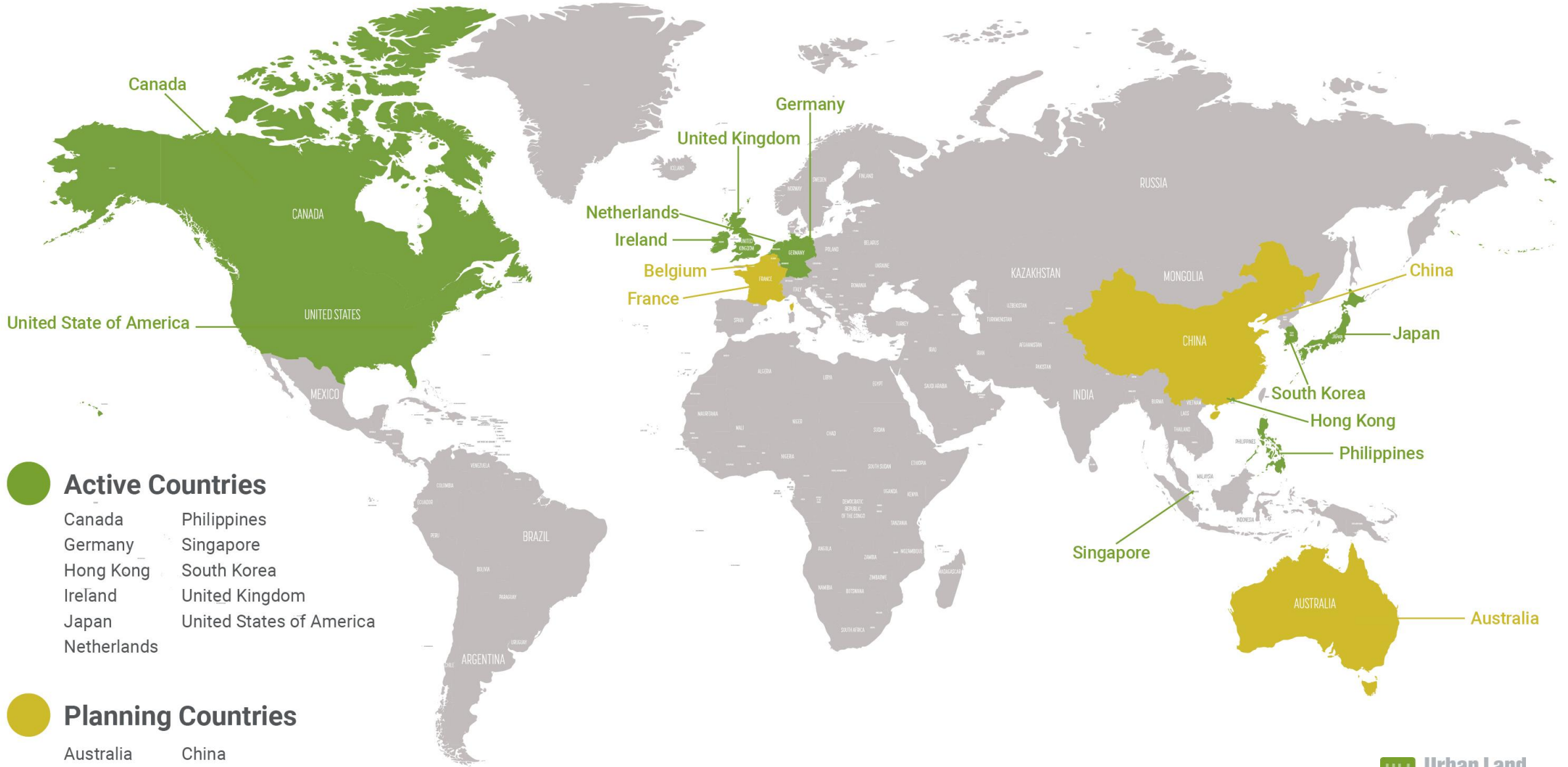


SINCE 2016

**200+**

Jurisdictions  
engaged in our  
workshops

# UrbanPlan Global Programs



- Active Countries**
  - Canada
  - Germany
  - Hong Kong
  - Ireland
  - Japan
  - Netherlands
  - Philippines
  - Singapore
  - South Korea
  - United Kingdom
  - United States of America

- Planning Countries**
  - Australia
  - China
  - Belgium
  - France

# FY22 UrbanPlan Global Impact



## EMEA

63 Classes/Workshops with  
1,683 Participants

## APAC

7 Classes/Workshops with  
179 Participants

## Americas

230 Classes/Workshops  
with 5,184 Participants



**ULI EMEA**

## IN FY22, WE WORKED WITH:



1,683 participants in 63 workshops.

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**50 participants and 2 workshops**  
reached in Ireland

**1,193 participants and 45  
workshops** reached in the UK

**204 participants and 7 workshops**  
reached in Germany

**236 participants and 9  
workshops** reached in the Netherlands

# UrbanPlan XL

## Delivery at UTC Reading

March 2022

ULI United Kingdom, in partnership with Everfi, delivered a one-day workshop to 240 secondary students in Reading.

After a day of building and two rounds of City Council presentations, a community winner was chosen by fellow participants and judges' winner was chosen by the City Council members.



## UrbanPlan Expands in the Netherlands

After COVID impacted the momentum of ULI Netherland's UrbanPlan launch, they delivered 9 workshops in 2021-22 reaching 236 secondary students.

Their curriculum closely aligns with the UK program but includes greater emphasis on foot and cycle paths and rainwater and flooding measures.







## IN FY22, WE WORKED WITH:



179 participants in 7 workshops



**114 participants and 4 workshops** reached in Hong Kong

**50 participants and 2 workshops** reached in Japan

**15 participants and 1 workshop** reached in South Korea

# UrbanPlan in Hong Kong

## Sustainability Update & Chinese Translation

The ULI Hong Kong team added a 3D feature to their site plan tool and completed a sustainability update to their curriculum to include a fee if a team exceeds a carbon cap. The tool will be piloted in FY23.

The materials were also translated into Chinese this year with one workshop in June delivered in English and Cantonese.



 Urban Land Institute 

### 徵求計劃書 (RFP)

翡翠城議局 Jadetown District Council

徵求計劃書：就購買和更新伊利莎伯廣場重建區作出提案

**目標**

翡翠城(Jadetown) 議局正尋找房地產發展商來重建四個相鄰的地帶，這些地區統稱為伊利莎伯廣場(Elizabeth Place)。局方的目標是：

	建立房屋以滿足不同收入群體(低收入、中產和高收入居民)的需求
	吸引零售商、餐飲和鄰里服務到來發展，滿足本地社區需要。
	吸引商務企業和酒店進駐，以創造更多就業機會
	創建開放和綠色空間，以主動和被動的方式增強該區域公共設施
	鼓勵低碳交通以改善交通流量、連通，並提升優質的行人環境
	提供社區設施，並考慮如何充份地運用現有的歷史建築
	考慮能源的使用、可持續性和廢物管理，以舒緩對環境的影響

**發展商的提案-**

- 計劃應該是一個綜合方案，能平衡局方的「人文價值」和「經濟價值」目標，同時確保伊利莎伯廣場附近地區的高質素生活：
  - 「人文價值」-是一項社區資產，透過身份、可持續性、文化和經驗來體驗
  - 「經濟價值」-土地的出價和建築資產的價值
- 將根據地區營造 (placemaking) 的基本概念進行評估：
  - 建立高質量和可持續的公共領域
  - 每個地帶的設計都要考慮到周圍的環境
  - 該計劃考慮了社區的需求和價值觀

# UrbanPlan Expansion in Asia

## Japan & South Korea

ULI South Korea partnered with Korea Advanced Institute of Science & Technology in Deajeon to deliver UrbanPlan for the first time.

A team from KAIST later entered ULI Japan's first-ever regional competition for university students and won!



Albert T. Han 한동훈 @albert\_t\_han · Jun 18



My proud students @kaistpr CEE won the UrbanPlan competition jointly hosted by ULI Japan and ULI Korea! The new @UrbanLandInst UrbanPlan is designed to address issues of climate change, social equity and justice when developing a redevelopment proposal. Congratulations!





## ULI AMERICAS

### IN FY22, WE WORKED WITH:



5,184 students and participants in 230 classes and workshops.

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**3,561 high school students** reached in 159 classes/workshops.



**1,332 university students** reached in 53 classes/workshops.

**291 community members** reached in 18 workshops.

## DISTRICT COUNCIL IMPACT



### 35 District Councils ran UrbanPlan

- 25 District Councils reached **high schools**
- 23 District Councils reached **universities**
- 12 District Councils reached **communities**

**3 District Councils** started UrbanPlan for the first time

**6 District Councils** had inactive programs due to priorities, funding or COVID-19

**6 District Councils** are planning to start UrbanPlan in FY23



# Our Impact – High Schools

IN FY22 WE WORKED WITH:

STUDENTS  
**3,561**

SCHOOLS  
**74**

CLASSROOMS  
**159**

EDUCATORS  
**99**

In FY22, UrbanPlan delivered its largest high school impact since 2009.

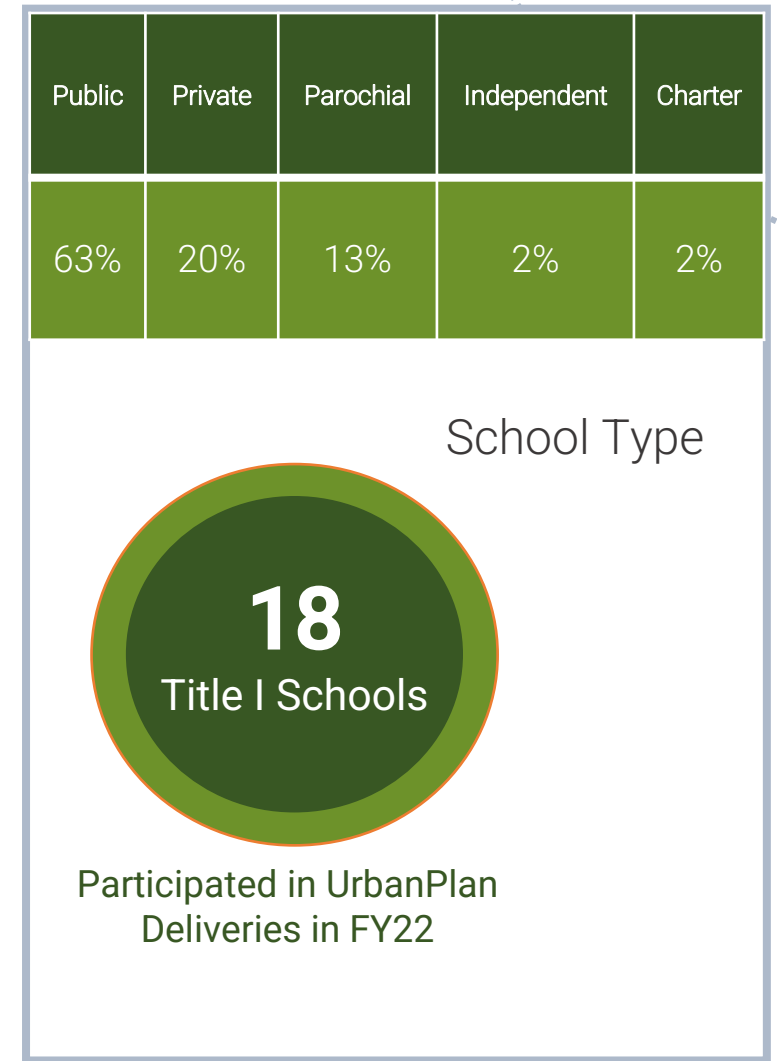
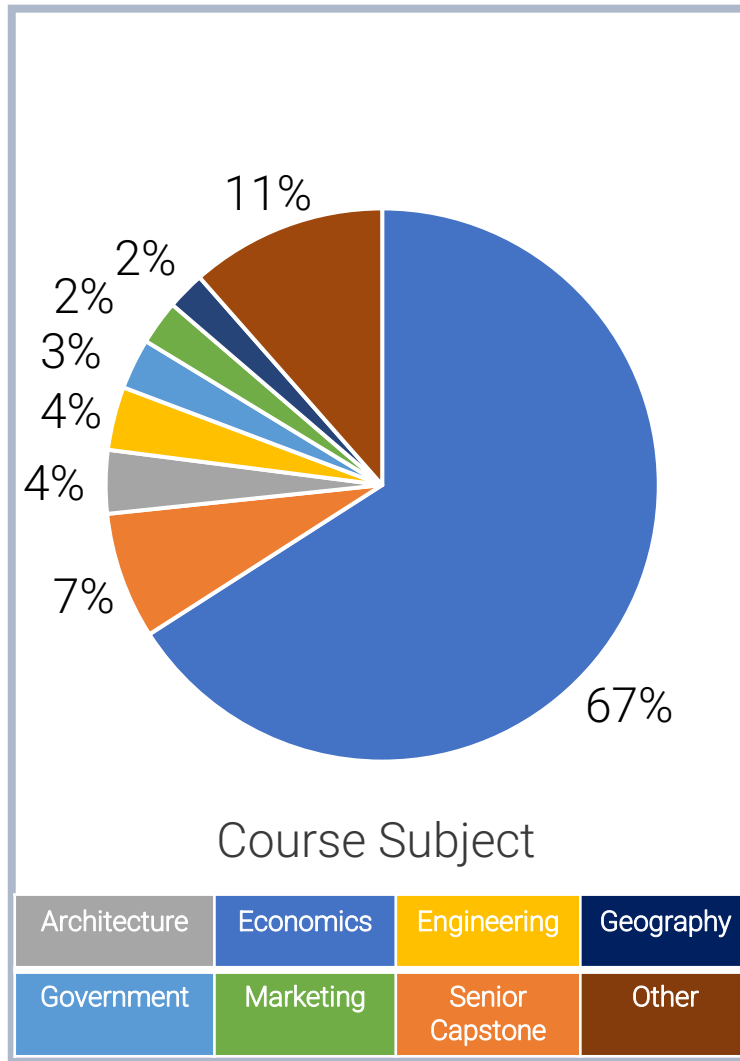
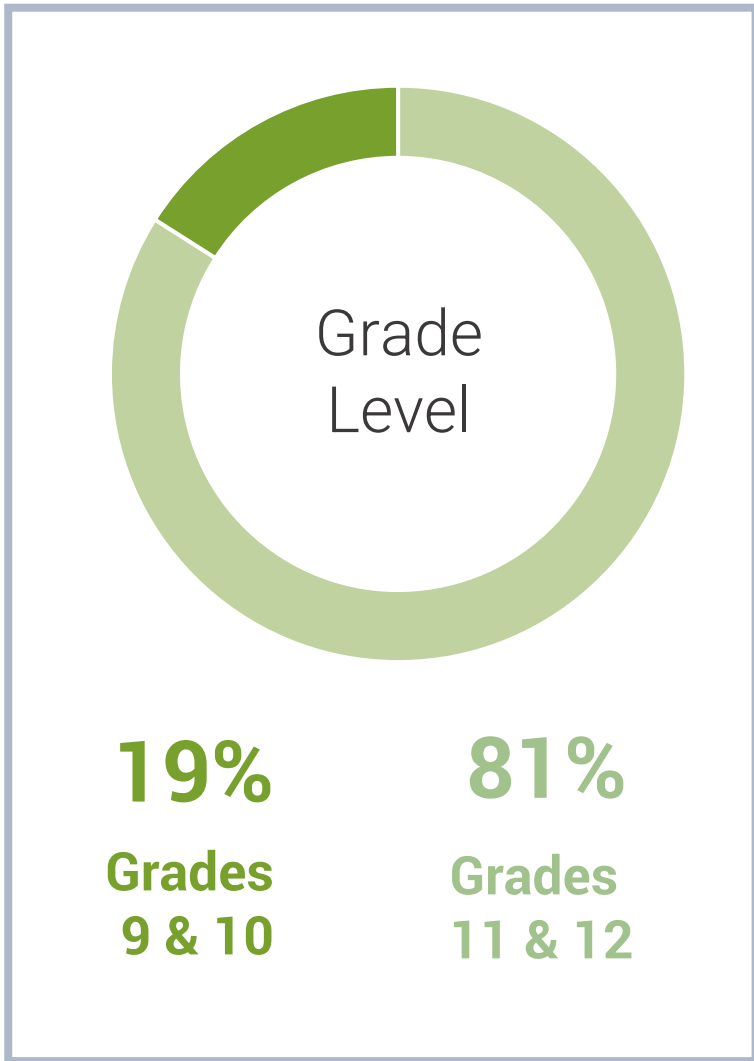
**82%**  
OF STUDENTS

Rate UrbanPlan as  
'Good', 'Very Good',  
or 'Excellent'

**74%**  
OF STUDENTS

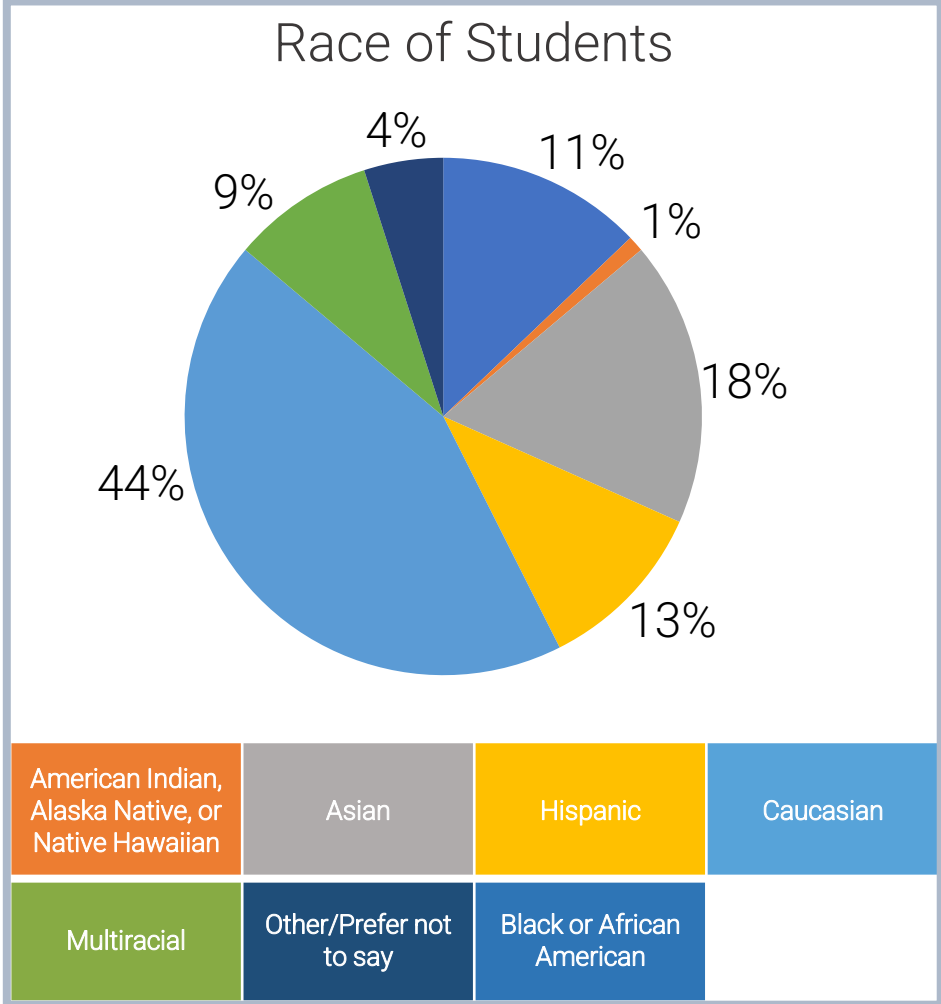
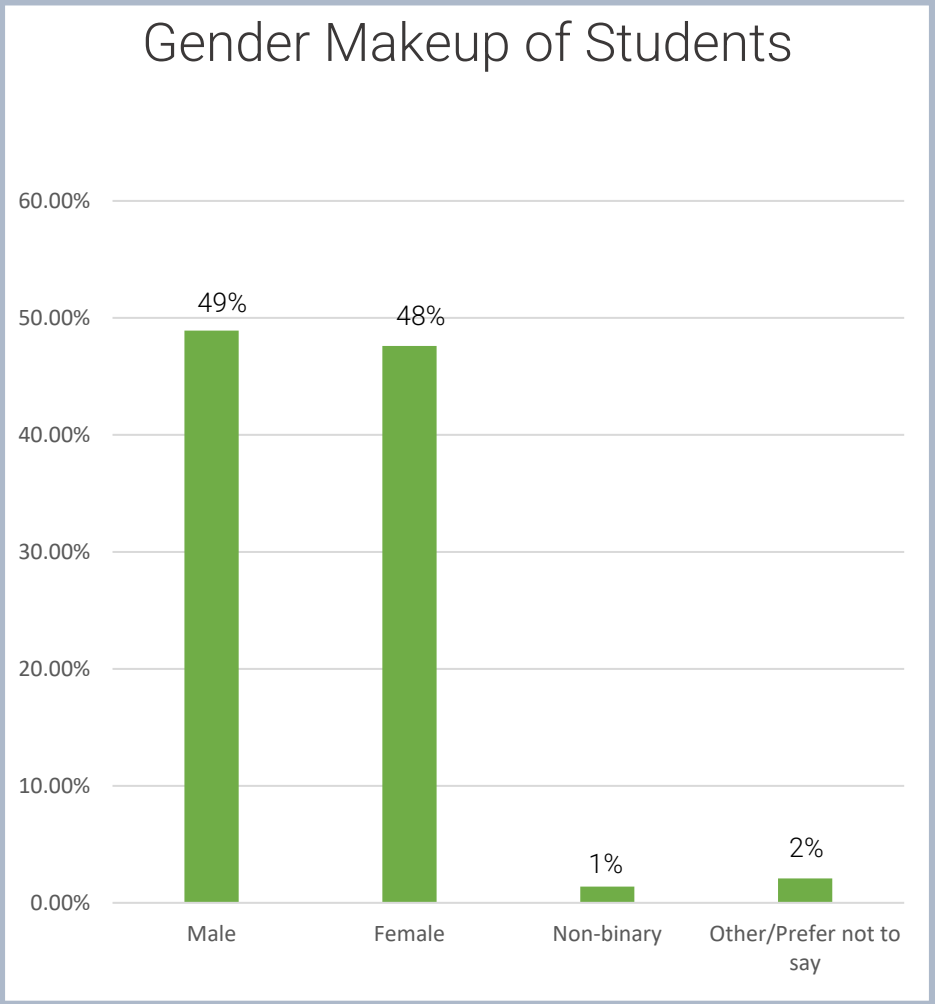
Report that UrbanPlan  
changed how they view  
their community and its  
built environment

# Our Impact – High Schools





# Diversity and Equity - High Schools



# Our Impact – Workshops with Everfi

IN FY22 WE WORKED WITH:

STUDENTS  
**693**

SCHOOLS  
**21**

CLASSROOMS  
**29**

VOLUNTEERS  
**150**

In FY22, our partnership with Everfi allowed for workshops to take place around the country.

**16**

Title 1 Schools

Engaged in Everfi Deliveries

**84%**

OF STUDENTS

Report that they better understand how public and private institutions influence development



# Our Impact – Universities

IN FY22 WE WORKED WITH:

STUDENTS  
**1,332**

UNIVERSITIES  
**35**

CLASSROOMS  
**53**

EDUCATORS  
**46**

In FY22, UrbanPlan delivered its largest university impact ever.

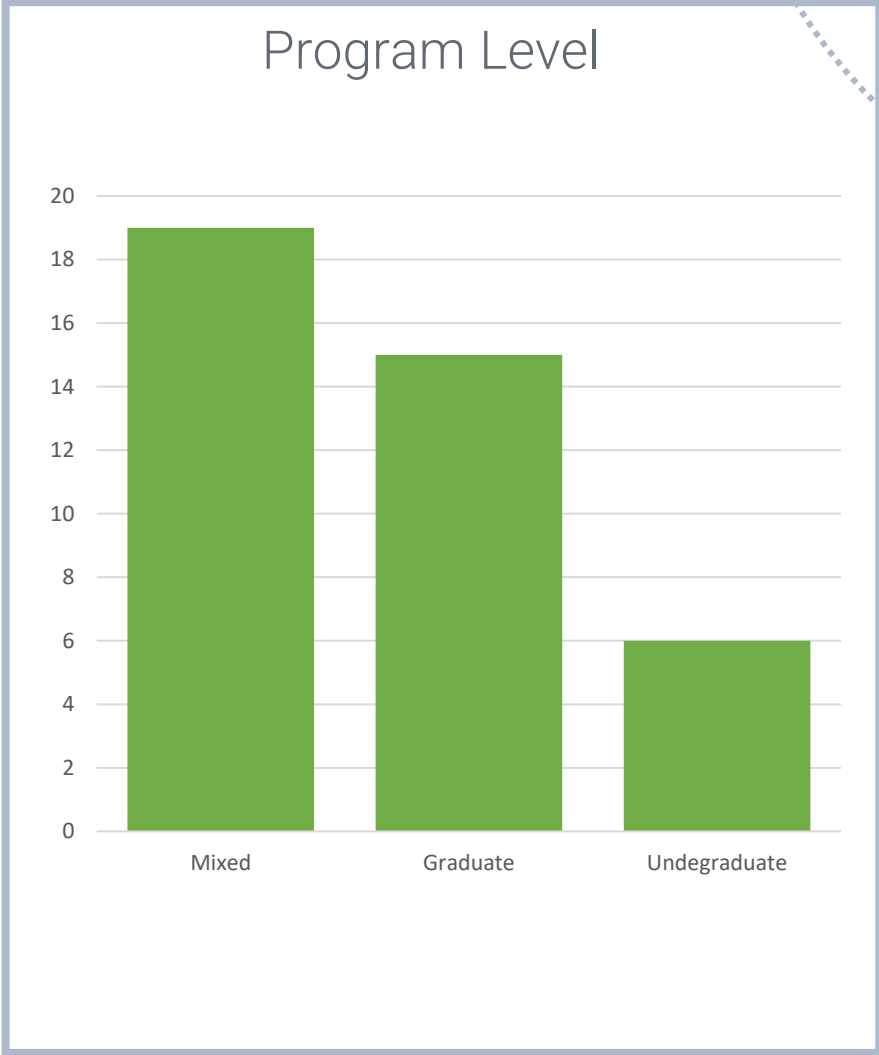
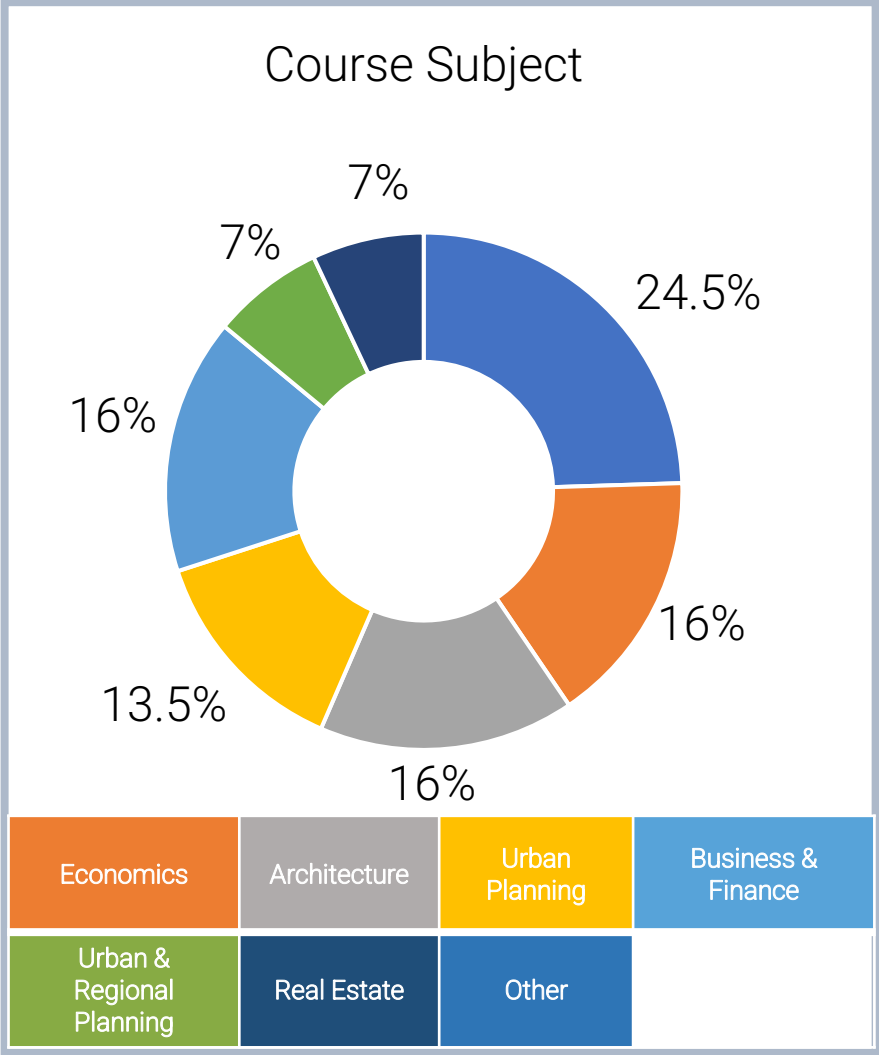
**91%**

Percentage of students who rated the program “good,” “very good,” or “excellent” (FY22)

**94%**

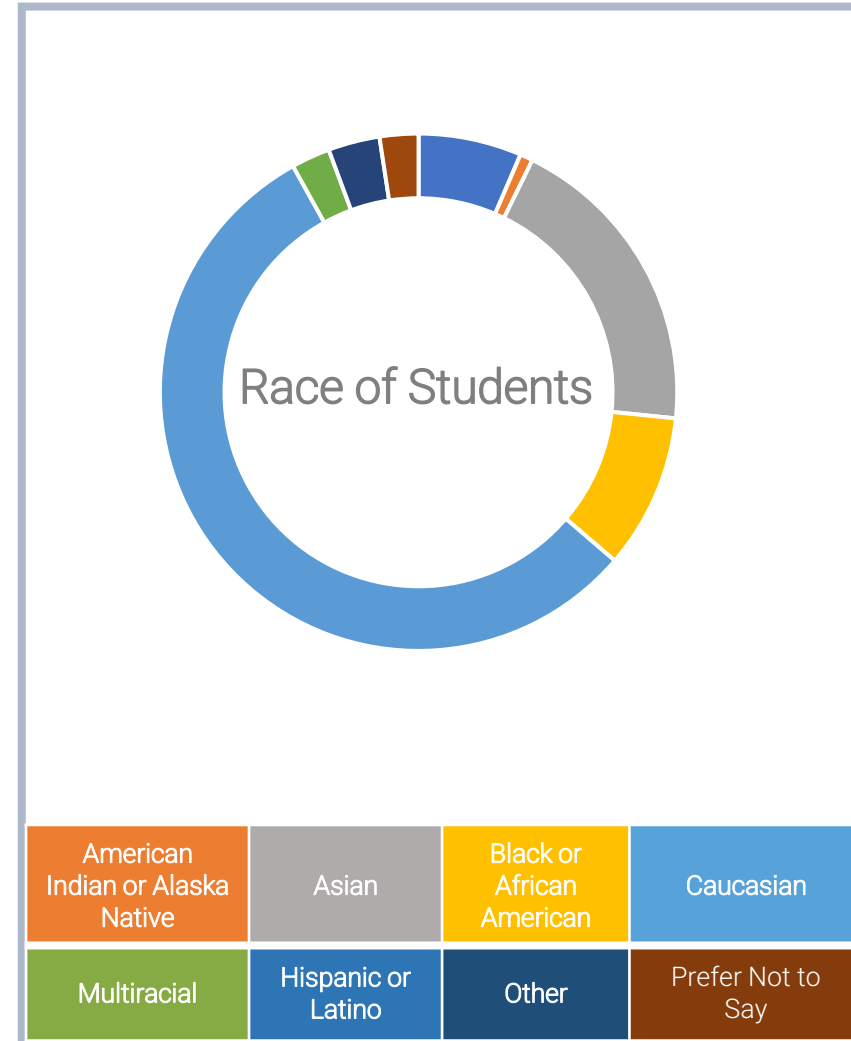
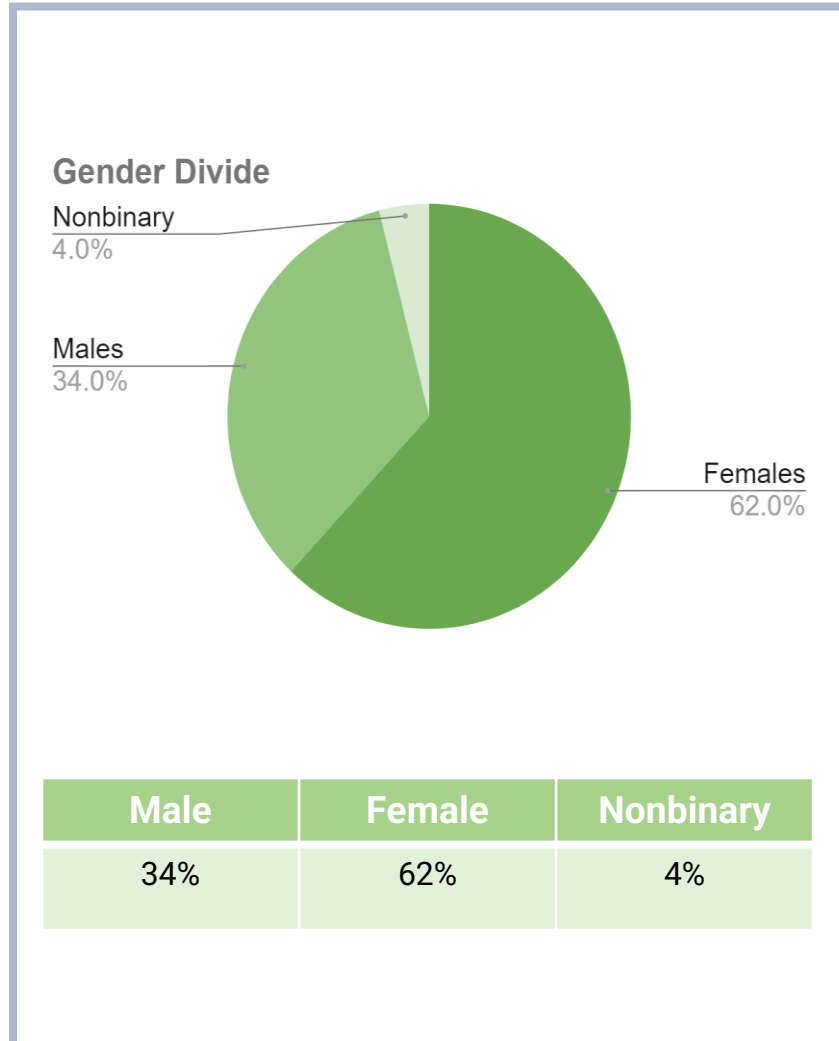
Percentage of students who said they would recommend UrbanPlan to a peer

# Our Impact – Universities



# Diversity and Equity – Universities

This year, the majority of our University participants were female.



# Our Impact – Communities

IN FY22 WE WORKED WITH:

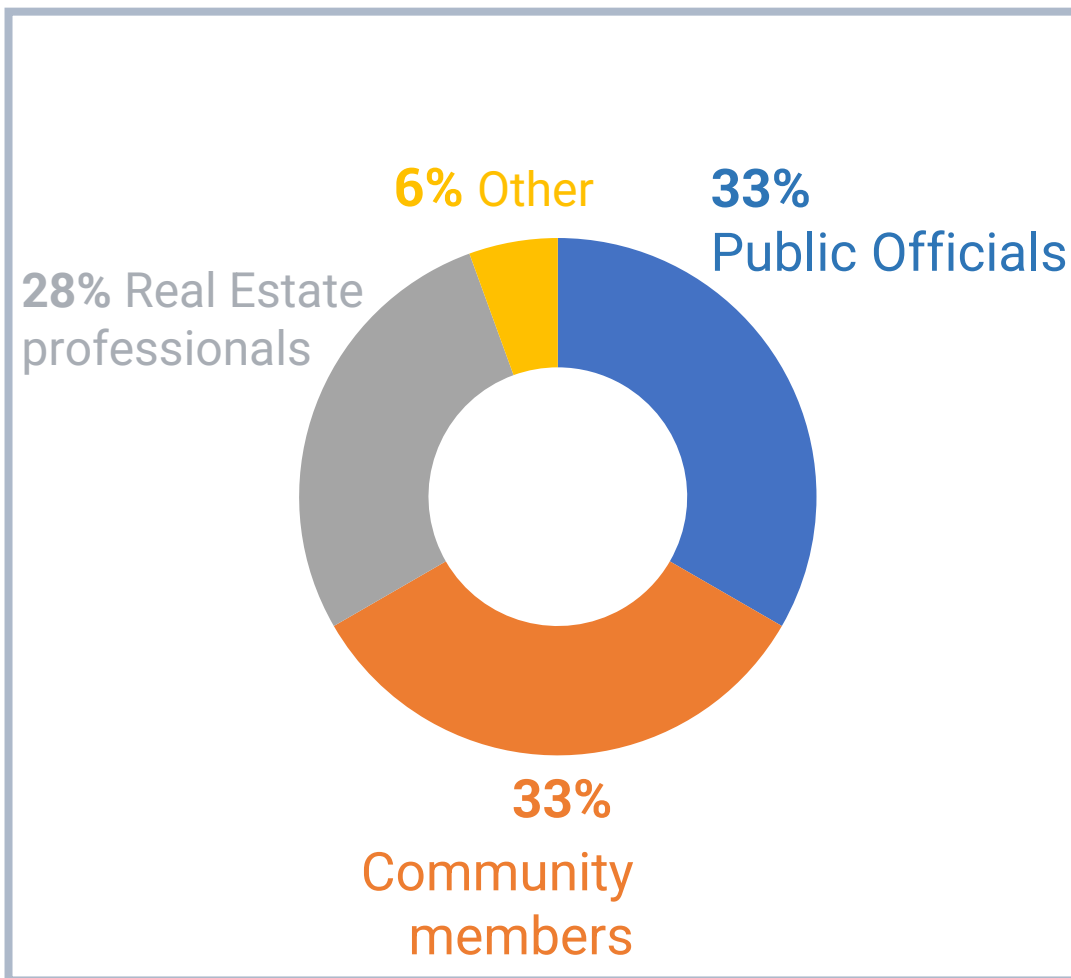
PARTICIPANTS  
**291**

WORKSHOPS  
**18**

VOLUNTEERS  
**167**



# Our Participants – Community Workshops



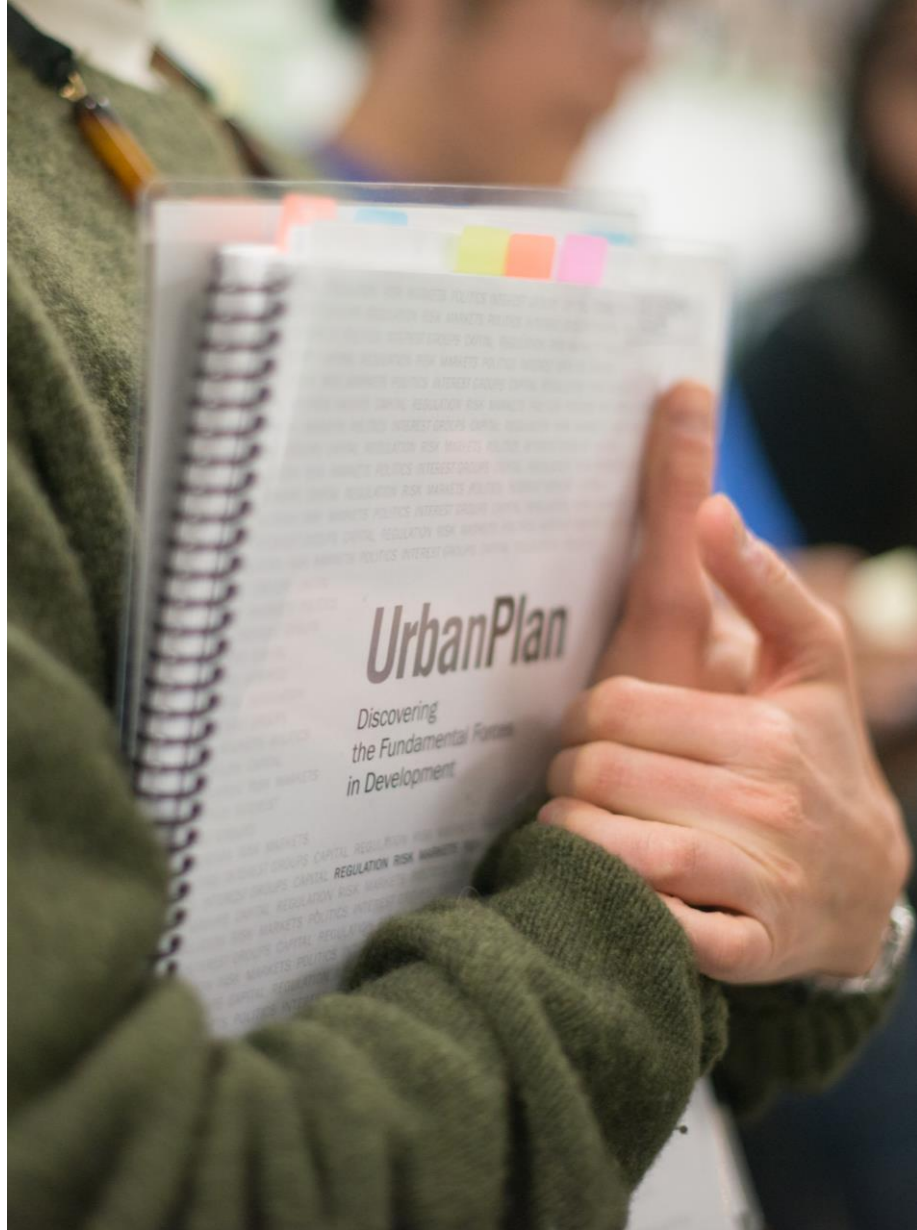


# Comparisons of FY20, FY21, and FY22



**COVID has continued to affect workshop delivery impact, but there has been a significant increase in high school and university deliveries.**

	FY20	FY21	FY22	Percent Change FY21 to FY22
High Schools	41	46	73	+58.7%
HS students	2,000	2,799	3,561	+38.1%
HS classrooms	97	130	159	+22.3%
Universities	21	32	35	+9.1%
University students	515	915	1,332	+35.4%
University classrooms	26	42	53	+26.2%
Community Workshops	29	19	18	-5%
Community Workshop participants	501	350	291	-17%



## Volunteer trainings continued in person and virtually this year



291 volunteers trained in 37 trainings



7 District Councils ran trainings

# In FY22, we finalized our curriculum update.



## Engage with key stakeholders

With key stakeholders in a Working Group, via a survey, and weekly technical advisor meetings



## Pilot test of new curriculum

Over 1,500 students participated in the pilot which informed the final changes made to the curriculum for the update.



## Connect

Our participants' learning in UrbanPlan to their own communities



## Include

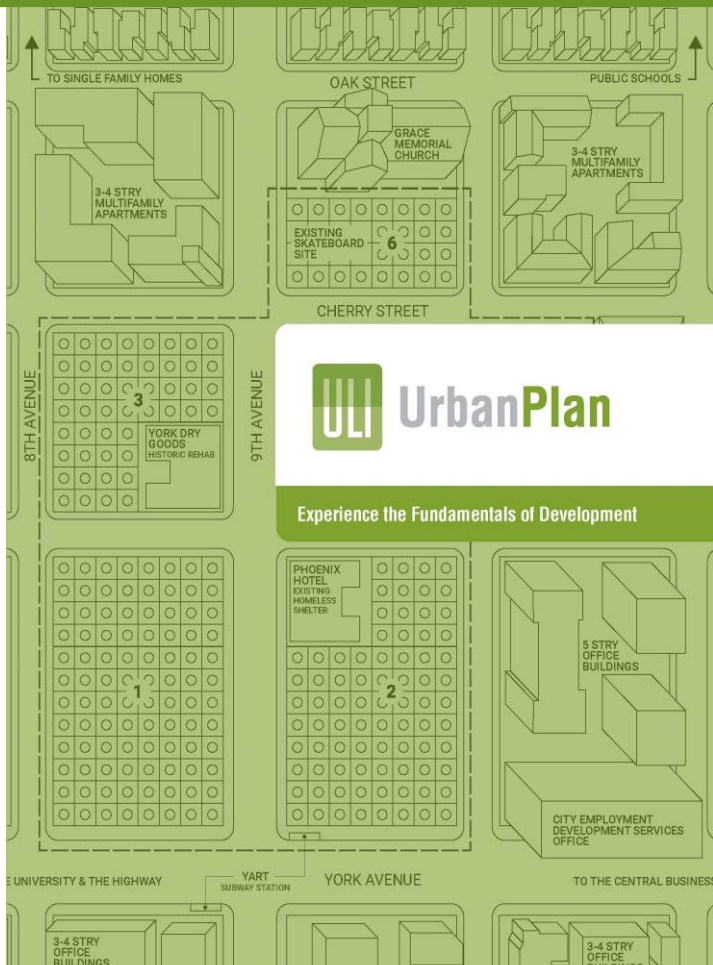
A new role, Environment & Equity director. Teams will now weigh a social impact score in their decision making



## Update

Building types and leasable space to reflect the realities of the industry

# New UrbanPlan Materials



UrbanPlan Student Handbook

**RBANPLAN: SUMMARY**

Team Information	
Team Name	Name
Team Number	Number
Location	Location

Footprint and Use Allocation Check	
Is any block overbuilt? Yes/No	No
Are existing buildings overallocated? Yes/No	No

Affordable Housing Creation		
	Total Units	%
Townhouses (Moderate Income)	3	10%
Podium Apartments (Low Income)	48	20%
Rehab (Very Low Income)	6	10%
Luxury Condos	-	0%
<b>Total Affordable Housing Units</b>	<b>57</b>	<b>13%</b>

	Total Units/SF	Years to Absorb
<b>Market-Rate Residential</b>	<b>Total Units</b>	
Phoenix Hotel	22	In Podium
York Dry Goods	36	In Podium
Victorian Row	29	In Podium
Townhouses	192	2.50
Podium Apartments	112	3.20
Luxury Condos	-	-
<b>Office</b>	<b>Total SF</b>	
Phoenix Hotel	20,000	In Low Rise
York Dry Goods	1,500	In Low Rise
Victorian Row	15,000	In Low Rise
Low-Rise Office	150,000	2.33
Mid-Rise Office	110,000	1.71
<b>Retail</b>	<b>Total SF</b>	
Phoenix Hotel	10,000	In Neigh. Ret.
York Dry Goods	10,000	In Neigh. Ret.
Victorian Row	10,000	In Neigh. Ret.
Mid-Rise Office 2	5,000	In Neigh. Ret.
Podium Apartments 2	5,000	In Neigh. Ret.
Luxury Condos 2	5,000	In Neigh. Ret.
Neighborhood Retail	20,000	2.95
Supermarket	40,000	2.67
Q-Mart	-	-

Community Facilities	Rent Paying SF	Rent Free SF
<b>York Dry Goods</b>		
Branch Library (7,500 SF)	7,500	-
Community Art Space (2,500 SF)	-	-
Community Space with Resilience Hub (7,000 SF)	-	-
Day Care Center (3,500 SF)	3,500	-
Drug Treatment Center (1,500 SF)	-	-
Police Sub-Station (1,500 SF)	-	-
Public Health Clinic (5,000 SF)	5,000	-
Senior Center (6,000 SF)	-	-
Small Business Incubator (4,000 SF)	-	-
Teen Center (5,000 SF)	-	-
Yorktown Bike Share (5,500 SF)	5,500	-
Arts Studios (10,000 SF)	-	-
University Classrooms (15,000 SF)	-	15,000
<b>Victorian Row</b>		
Artists Studios (10,000 SF)	-	-
University Classroom (15,000 SF)	-	-
<b>Total Community Facilities</b>	<b>21,500</b>	<b>15,000</b>

Developer Return Summary	
Market Value	\$ 366,029,000
Costs/Subsidies:	
- Construction Costs	\$ (299,932,500)
- Land Payment	(20,000,000)
- Absorption Penalty	(5,100,000)
+ City Construction Cost Subsidy	5,543,000
- Net Zero Building Cost	(1,799,595)
- Shelter: Relocation Fee	(1,000,000)
<b>Total Costs/Subsidies</b>	<b>\$ (132,289,095)</b>
<b>Developer Net Profit</b>	<b>\$ 43,739,905</b>
<b>Rate of Return</b>	<b>13.6%</b>

City Revenue Summary	
<b>City Revenue</b>	<b>\$</b>
+ City Tax Revenue (10-Year)	\$ 25,280,000
- City Operating Costs (10-Year)	(6,188,000)
+ Sale of Land to Developer	20,000,000
- Cost of Land Acquisition	(2,500,000)
- City Construction Cost Subsidy	(5,543,000)
<b>City Net Revenue</b>	<b>\$ 10,549,000</b>

City Fee Summary	
<b>Fee to City for relocating shelter</b>	<b>\$ 1,000,000</b>

Open Space	SF	% of Site Area
Park/Plaza	30,000	6%
Sports Courts	10,000	2%
Skate Park	10,000	2%
<b>Total Open Space</b>	<b>50,000</b>	<b>10%</b>

Net Zero Buildings	
<b>Fee</b>	<b>20% \$ 1,799,595</b>

Jobs Creation Summary	
<b>Job Creation</b>	<b># of Jobs</b>
Part-Time Entry Level	253
Full-Time Entry Level	461
Mid-Paying	582
High-Paying	108
<b>Total Jobs</b>	<b>1,404</b>

Total Housing Summary	
Market-Rate Housing Creation	391
Affordable Housing Creation	57
<b>Total Housing Units</b>	<b>448</b>

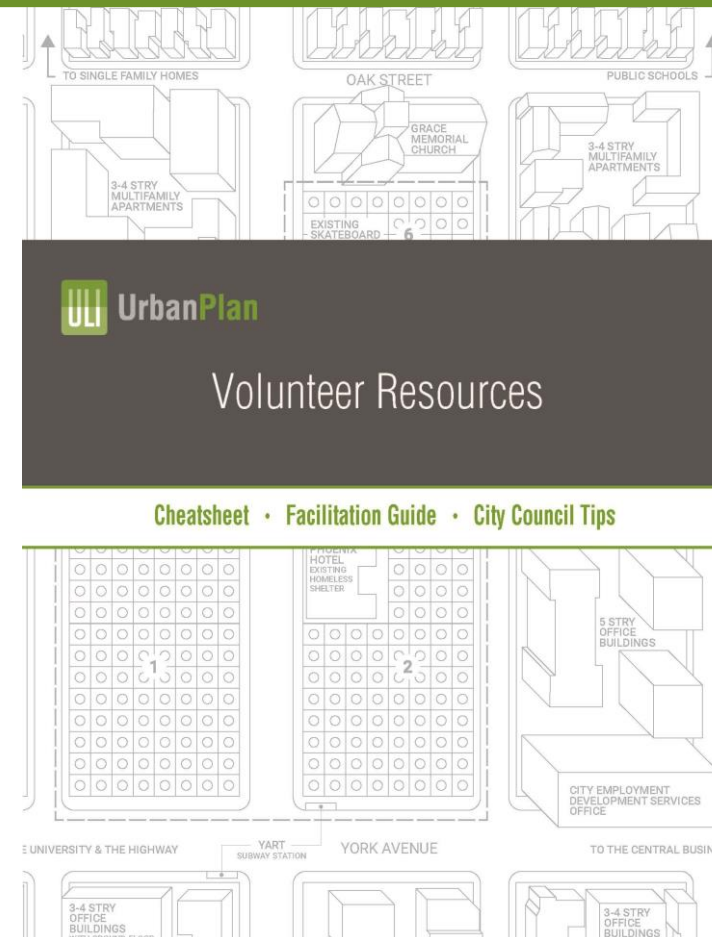
  

Jobs to Housing Ratio	
Total Number of Jobs	1,404
Total Number of Housing Units	448
<b>Ratio (Jobs to Housing)</b>	<b>3 to 1</b>

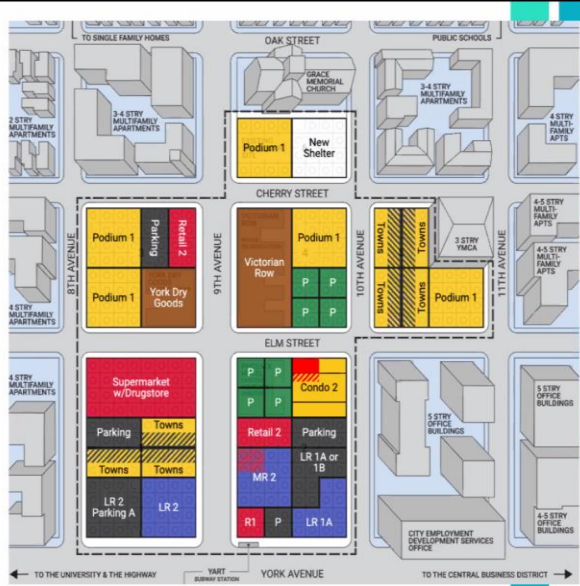
Parking	
Surface	119
Structured	601
Subterranean	521
<b>Total</b>	<b>1,241</b>

Financial Model



Volunteer Resource Packet

## Site Plan



# NATIONAL STUDENT COMPETITION

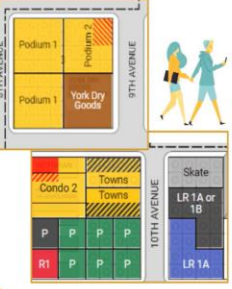
50 students from 8 high schools across North America, and 25+ ULI members, participated in the third-annual national UrbanPlan competition.

Student teams responded to an addendum to the original RFP which required them to focus on long-term housing solutions for the city's unhoused population.

We partnered with the Lotus Campaign to develop the strategy.

# National Student Competition - The Finalists

**Resilience:**



- Robust Facilities in York Dry Goods Strengthens Community.
  - Computer center
  - Day care center
  - Drug treatment
  - Police substation
- 40,000 sq. ft. Open Space for COVID-safe events
- 5 Underground Parking Complexes provides Emergency Shelters

**OUR VISION**

Beacon development values diversity, and our plan reflects that. We strive to create an integrated neighborhood for all income levels and backgrounds. A sense of unity is further fostered by our large central park, as well as the plentiful community facilities provided. The retail that lines 9th street will reflect a variety of cultures while cultivating a bustling nightlife and fun shopping experience. We strive to preserve elements of Yorktown's rich history by rehabilitating Phoenix Hotel and York Dry Goods. Lastly, we strive toward a sustainable community in order to create a flourishing EcoDistrict.

**Short term and Long Term Strategy**

Short Term:	Long Term:
- Homeless Shelter	- Low Income Friendly Retail
- Crisis Response System	- Podium Apartments
- 39 units of housing to LOTUS Program	- Very low income housing
	- Small Business Incubator
	- Transitional Facility
	- Second Hand Store

## First Place

Quilt Co. From the Iolani School in Honolulu, HI

ULI Hawaii

## Second Place

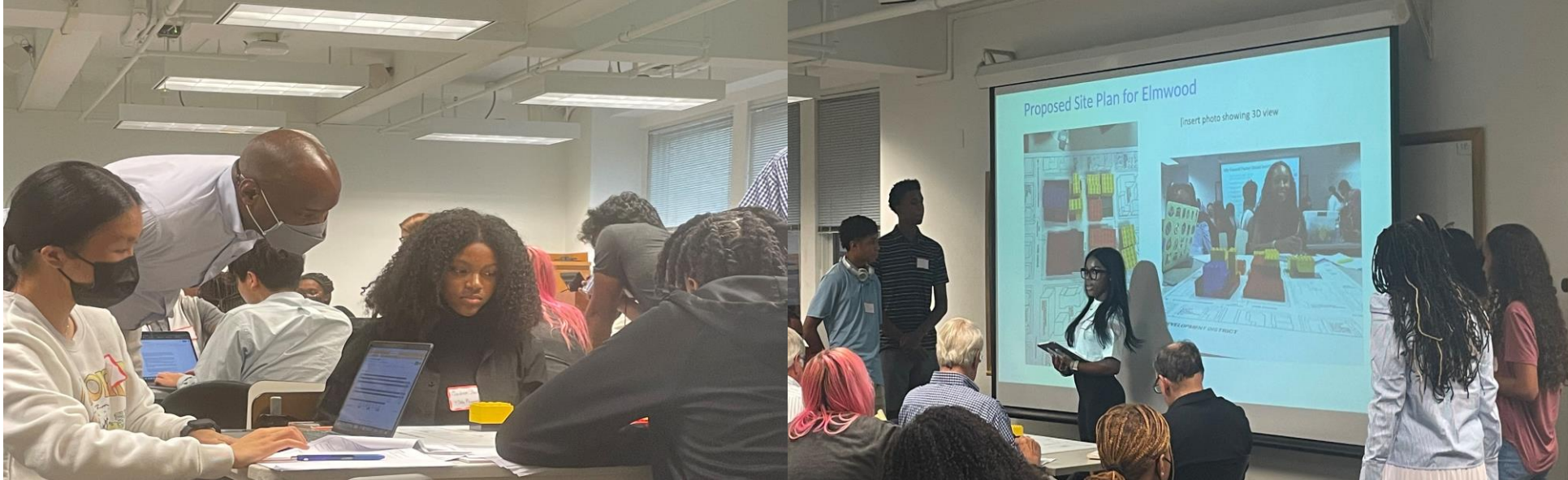
Beacon from Berkeley High School in Berkeley, CA

ULI San Francisco

## Third Place

JHM Developers from Mounds View High School in Shoreview, MN

ULI Minnesota



## DEI Initiatives

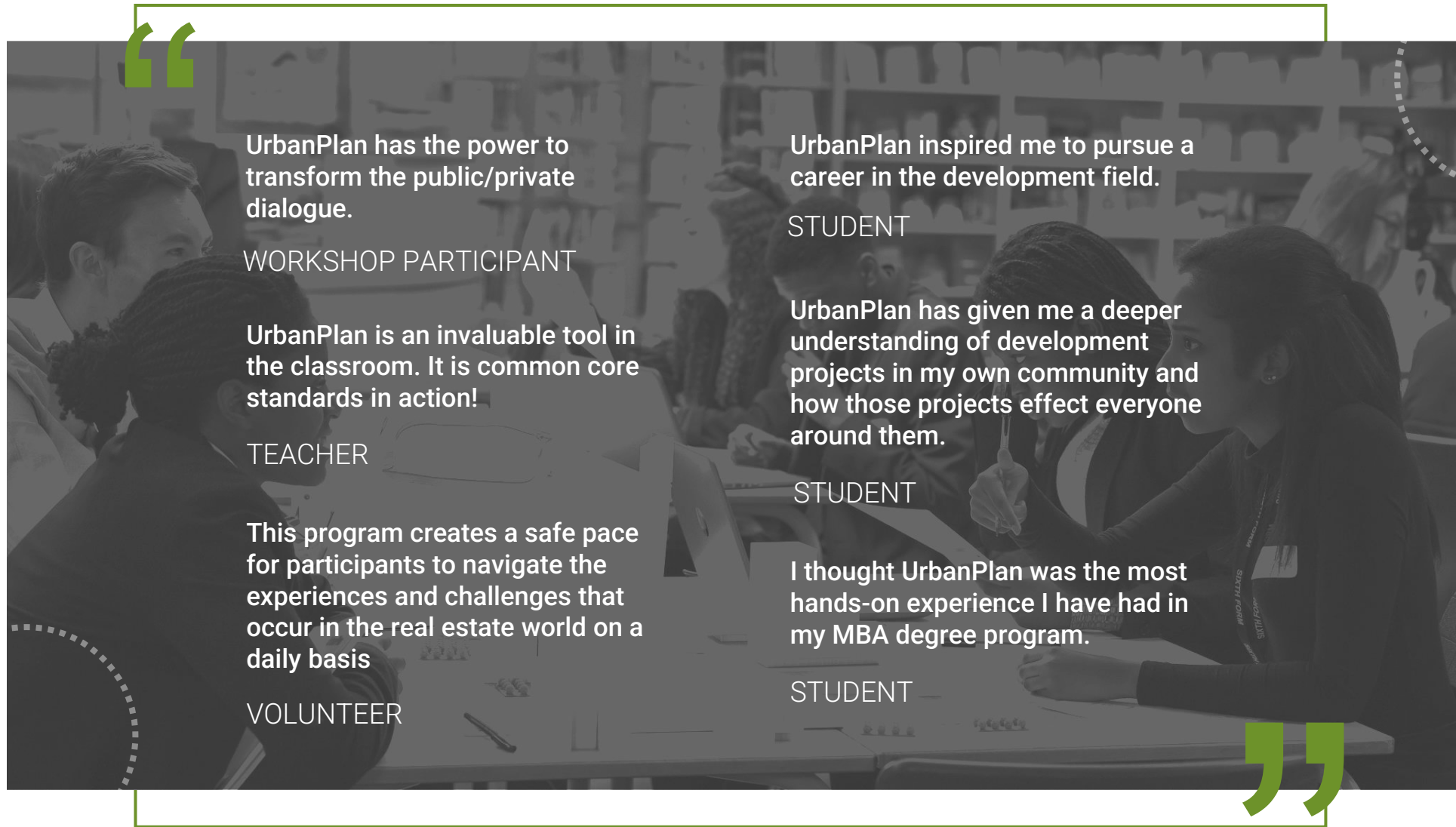
*UrbanPlan x REEX*

UrbanPlan and local District Councils partnered with the Real Estate Executive Council (REEC) for their REEX JumpStart Summer Program

REEX JumpStart provides a 12-day immersion experience for minority high school students to learn about the intersection of commercial real estate (CRE), business fundamentals, engineering, technology and entrepreneurship.

For the 3rd year in a row, the REEX program began with a two-day UrbanPlan workshop, where students had the opportunity to experience UrbanPlan and engage with real estate industry professionals before embarking on a team project focused on a real site.

# Testimonials



UrbanPlan has the power to transform the public/private dialogue.

WORKSHOP PARTICIPANT

UrbanPlan is an invaluable tool in the classroom. It is common core standards in action!

TEACHER

This program creates a safe pace for participants to navigate the experiences and challenges that occur in the real estate world on a daily basis

VOLUNTEER

UrbanPlan inspired me to pursue a career in the development field.

STUDENT

UrbanPlan has given me a deeper understanding of development projects in my own community and how those projects effect everyone around them.

STUDENT

I thought UrbanPlan was the most hands-on experience I have had in my MBA degree program.

STUDENT



# Q&A

UrbanPlan Staff

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