

***THIS IS A PREVIEW OF THE APPLICATION ONLY. ALL APPLICATIONS MUST BE SUBMITTED THROUGH [THIS ONLINE PORTAL](#) TO QUALIFY.***

**Overview:** The Urban Land Institute (ULI) has set the standard in recognizing outstanding and transformational land use developments, best practices and creative visioning. ULI Philadelphia will honor the projects within the region with our **7th Annual Awards for Excellence**. Winning projects represent the highest standards of achievement in the development industry and advance the ULI mission to shape the future of the built environment for transformative impact in communities worldwide. The Awards recognize both development projects and programs. Among projects, the Awards recognize a wide variety of product types, including office, residential, retail, industrial, hotel, mixed use, planned community, open space, and more. Programs are initiatives, processes, or policies that guide or enhance development.

**Why Apply:** All submissions are reviewed by a national jury of industry leaders described below. Finalists and winners are heavily recognized in ULI Philadelphia communications as well as the Annual Awards event, which will be held virtually on June 16. ULI Awards for Excellence celebrate the mission and lift up high performing projects in the field.

**Who Can Apply:** ULI members and non-members are invited to submit applications; regardless of membership status you will be asked to create or log into your ULI profile in order to start an application. Private sector, public sector, and nonprofit projects are all eligible as well as all project types and sizes and land use policy initiatives. Projects must fall within the ULI Philadelphia footprint, which includes the Philadelphia metro, Central Pennsylvania, Lehigh Valley, Southern New Jersey and the state of Delaware (full list of counties listed in the application). Each application will be evaluated by a panel of highly experienced ULI members who are leaders in the industry from across the country.

**Review Process:** Jurors will evaluate proposals based **solely on information provided in the application** itself. The jury is a national group generally unfamiliar with the Philadelphia region and site visits are **not** part of the review process. Please keep this in mind when completing your application, providing neighborhood context and providing images.

Awards will be given to projects that reflect the following selection priorities. Jury discretion will determine final number of winners.

## Selection Priorities

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- I. **Leadership in Development:** Achieves excellence and creativity in planning, design, site utilization, construction, financing, marketing and/or partnerships.
- II. **Equitable Development & Community Impact:** Demonstrates an equitable approach to development and provides positive social impact by responding to community needs, addressing neighborhood revitalization goals or demonstrating relevance to the contemporary and future needs of the community. This may include social, economic or health impact assessments; community engagement; health, social and racial equity goals; access to open space; leveraged opportunities and anticipating unintended outcomes.
- III. **Resilience and Sustainability:** Demonstrates a resilient approach to development and promotes environmental sustainability and stewardship. Environmental sustainability includes but is not limited to energy, water and health building performance; smart growth; transit-oriented development; green infrastructure; green building; alternative transportation; and carbon emissions. Resilient development includes how the projects addresses physical climate vulnerabilities through design, infrastructure strategies, community resilience and adaptability to future climate events or community needs.

IV. **Market Acceptance:** Broadly accepted in the marketplace, including success in occupancy, leasing, sales, utilization rates, return on investment (ROI), anchor/key tenants, stimulation of economic growth, etc. For public sector/nonprofit projects this means demonstrating a reasonable use of financial resources.

*Other Recognized Areas of Excellence (optional): Responses to these questions are optional and may not apply to all projects submitted. Jurors may recognize projects that fit these criteria but will not judge every project on these criteria unless applicable.*

V. **Small-Scale Development:** Projects that are under 100,000 square feet (9,290 square meters). (yes or no question)

VI. **Innovative Development:** Innovative and adaptive projects, policies or programs that reflect leadership. The submitter will need to respond to additional questions specific to this priority.

VII. **Open Space:** Projects predominantly outdoors and is open to the public, including parks, plazas, squares, memorials, trails, and other non-traditional open space formats. The submitter will need to respond to additional questions specific to this priority.

## Eligibility

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- Projects must be operating and financially viable. Application for public and nonprofit projects described above.
- Projects must have been substantially completed between **January 1, 2016 - January 1, 2021**. “Substantially completed” means a single-phase project must be finished, occupied, and in operation; for multiple-phase projects, the first phase must be finished, occupied, and in operation.
- Projects previously submitted can be resubmitted, even if selected as finalists in previous years.

## Winning Strategies

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- **Good images are critical.** Images that accurately represent the character and use of your project are instrumental in the jury’s decision-making process. Make certain that your photographs truly represent the quality of your development and users and tenants of the project where possible.
- **Provide Context:** Be mindful that the jurors are not local. Provide details to illustrate how the projects fits into and impacts its surrounding community as well as relevant history of the site or neighborhood. **Locational map is required** (see image section, page 5).
- **Focus on the project description.** The project description should be direct and succinct. Focus on what sets your project apart from others and describe the impact—economic, social, and environmental—the space has had on its surrounding area. Provide project metrics wherever possible; concrete numbers help the jury make its decision.

## 2021 Schedule and Selection Process

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**February 11:** Submission period opens

**March 12:** Submissions due by 5:00 pm

**March/April:** Jury review period

**May:** Finalists notified

**June 16:** Winners announced live

virtually. Finalists encouraged to attend .

## PROJECT NAME & LOCATION

Project must fall within ULI Philadelphia’s footprint, including: **Pennsylvania** (Adams, Berks, Bradford, Bucks, Carbon, Chester, Columbia, Cumberland, Dauphin, Delaware, Lackawanna, Lancaster, Lebanon, Lehigh, Luzerne, Lycoming, Monroe, Montgomery, Montour, Northampton, Northumberland, Philadelphia, Pike, Schuylkill, Sullivan, Susquehanna, Wayne, Wyoming, York); **Southern New Jersey** (Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Ocean, Salem), and **Delaware** (Kent, New Castle, Sussex) counties.

Project Name

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Address

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Address Cont.

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City

State

Zip

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## TYPE OF COMPANY OR ORGANIZATION SUBMITTING APPLICATION

☐ Private

☐ Public

☐ Nonprofit

## OVERVIEW

- A. Project Description:** In 500 words or less, provide a general description of your project.
- B. Project Details:** Briefly describe site size and characteristics, uses, zoning, planning, architecture, and other relevant factors, including website URL if available.
- C. Reasons for Consideration:** List up to five unique, innovative, and/or distinguishing reasons why this project achieves excellence and how it fits the selection priorities on page one of this application. ***Please address the relevant selection priorities for your project specifically in this section.***
- D. Context:** The Jury is national and unfamiliar with the region. Location of the project is critical to review. Provide neighborhood description, data, history or other relevant context. Locator maps showing location relative to its metropolitan area is required. One additional map with context to surroundings is optional.
- E. Status:** Specify percentage of project that is constructed and open and in operation for its intent and purpose (if in phases), sold and/or leased. Provide context.
- F. Market Acceptance & Financial Performance:** Submitted entries must be broadly accepted in the marketplace. For public sector/nonprofit projects this means demonstrating a reasonable use of financial resources. Describe how your entry has achieved market acceptance including anchor/key tenants, occupancy, leasing, sales, utilization rates, return on investment (ROI), stimulation of economic growth, etc. **All information remains confidential.**
- G. Other Recognized Areas of Excellence (optional):** Responses to these questions are optional and may not apply to all submitting projects. Jurors may recognize projects that fit these criteria but will not judge every project on these criteria unless applicable.
- Small-Scale Development:* Is your projects under 100,000 square feet (9,290 square meters)? YES or NO
  - Innovative Development:* Please describe how your project, policy or program was innovative and adaptive in response to a problem or hardship and how it reflects leadership in development, policy or program design. Examples include – but are not limited to – growth management strategies, publicly guided development programs and policies, responses to the pandemic impacting the built environment, and other built environment initiatives.

- c. *Open Space*: Please describe your open space project, highlighting aspects of accessibility, community engagement, equity, health and/or programming. Can include predominantly outdoors and open to the public parks, plazas, squares, memorials, trails, and other non-traditional open space formats.

## SITE STATISTICS

Please provide relevant specifications applicable to the project including all land uses:

Size/Acreage/Square Footage

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Land Use Prior to Development

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Types of Uses, Number of Units

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Parking

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Open/Public Space

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Civic & Other Amenities

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Development Timeline

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Date Acquired

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Date Started

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Date Opened/Completed

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## PROJECT TEAM & AUTHORIZATION *(provide name, phone, and email for each)*

Developer

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Architect(s)/Designer(s)

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Owner *(if different)*

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Others *(identify role such as landscape architect, engineer, public/private partner, etc. in order of the importance to the project)*

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☐ Check box at left to indicate that owner has authorized this submittal, has full power to provide information, and attests that ULI Philadelphia may use, reproduce or make available for reproduction by others the information on this form (excluding financial information) and any supporting materials provided, including images.

## PRIMARY APPLICATION CONTACT *(for contact by ULI Philadelphia and/or juror(s) if there are questions)*

Name

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Title \_\_\_\_\_

Company/Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

Email Address \_\_\_\_\_

Day Phone \_\_\_\_\_

## IMAGES

Once ULI Philadelphia receives this application you will be sent a link to upload your images. A minimum of two (2) and maximum of six (6) in JPG format (include at least one interior and exterior image). No videos or other formats are accepted. A minimum of one (1) and maximum of two (2) locator map(s) and one (1) site plan are also required. **Files must be formatted as jpg, jpeg, png, gif, pdf, doc and docx formats.**

**APPLICATION FEE \$300** (private); **\$150** (public or nonprofit); *One Complimentary Application per Event Sponsor*  
*Please note that the above fees apply to the type of company or organization submitting the application, not the type of project completed.*

If your organization is experiencing a financial hardship, please reach to Kelly Cary, [kelly.cary@uli.org](mailto:kelly.cary@uli.org), for information on a potential fee waiver.

**Questions?** Contact Kelly Cary at [kelly.cary@uli.org](mailto:kelly.cary@uli.org) or 215-845-8997