



Philadelphia

WHERE THE FUTURE IS BUILT

ULI PHILADELPHIA

# 2022–2025 STRATEGIC PLAN





*Hundreds of ULI members gather to explore land use trends and contemporary issues at the annual Real Estate Forecast.*

## ABOUT THE URBAN LAND INSTITUTE

The mission of the Urban Land Institute (ULI) is to shape the future of the built environment for transformative impact in communities worldwide. ULI fulfills this mission with three commitments:

- **CONNECT** active, passionate, diverse members through the foremost global network of interdisciplinary professionals
- **INSPIRE** best practices for equitable and sustainable land use through content, education, convening, mentoring, and knowledge sharing
- **LEAD** in solving community and real estate challenges through applied collective global experience and philanthropic engagement

ULI is a global non-profit, mission-driven organization fueled by over 45,000 members representing the entire spectrum of real estate development and land use disciplines in private enterprise and public service.

## ABOUT ULI PHILADELPHIA

The Philadelphia District Council, comprised of nearly 900 members, further promotes this mission and delivers value to our members throughout Greater Philadelphia, the Lehigh Valley, Central Pennsylvania, Southern New Jersey, and Delaware by advancing the open exchange of ideas, research, and best practices among industry leaders dedicated to developing better places.

## OUR VISION

ULI Philadelphia will help shape the city and region in an inclusive, equitable and resilient way that promotes growth, excellence and progress through the development of the built environment.

ULI Philadelphia will achieve this vision through convening, creating and delivering content, providing education, leveraging national resources and by cultivating a well-informed, diverse network of practitioners and partner stakeholders representing the private and public sector.

ULI Philadelphia will serve as a place for practitioners, public officials and stakeholders to convene and develop creative solutions to sometimes difficult and deep-rooted problems based on shared values and mutual benefit.

# GOALS



ULI member leaders network at the BOK building in South Philadelphia.

## 01 Build Support for a Regional Framework for Equitable Growth

- Initiate a **comprehensive regional conversation** about the drivers of and ways to nurture growth in an equitable and inclusive way.
- Create a **practical framework for equitable development** that amplifies economic drivers. Identify strategies to maximize widespread participation in growth and inclusion of benefits.
- **Build trusted partnerships** with community-oriented organizations seeking to participate in the land use and development process. Foster meaningful experiences with the development community.
- **Serve as a trusted advisor** to develop strategies for a post-pandemic resilient region, leveraging national models and creating an environment desirable for living and investing.



Students at Girard College participate in UrbanPlan and explore how real estate and land use affects their community.

## 02 Foster Regional Climate Change Understanding and Action

- Educate members, practitioners and the general public about the **specific regional anticipated impact of climate change**.
- Share **smart investment strategies** to mitigate threats and accelerate decarbonization in the built environment through policy and practice.
- Join public and private sector partners in **establishing practical tools** around sustainability, resilience, and energy efficiency.
- Elevate local and national best practices for projects and portfolios to **maximize carbon capture and eliminate or significantly reduce carbon emissions** in a financially sustainable way.
- Connect with national ULI Centers & Initiatives to share best practices from around the world and **elevate local projects that create healthy, resilient, and high performing communities**.

## 03 Increase the Diversity of Our Leadership, Membership and Content

- **Increase racial, ethnic, gender and other diversity among ULI leaders and members** through intentional recruitment of underrepresented groups. Ensure a welcoming environment and a pathway to leadership.
- **Raise awareness on the history of race and real estate**, including current day repercussions of systemic racism to address specific existing barriers in the built environment.
- **Expand and support programming that increases real estate exposure for youth in underrepresented communities** (high school and college students), such as mentorship, membership, internships, and UrbanPlan.
- **Provide support to minority developers** through relevant content, training, project exposure and networking opportunities.



- Ensure that our content serves the needs of minority communities who have disproportionately suffered from systemic racism, including topics such as **unconscious bias, workforce development, affordable housing, community involvement, redlining and the long-term impacts of racism in real estate.**
- **Celebrate projects advancing DE&I in the real estate and land use industries** through signature programs such as the Awards for Excellence and annual Real Estate Forecast. Embed DE&I in the solicitation and evaluation of programs and projects.

## 04 Expand Housing Attainability

- Expand and advance the discussion, policy, and **action around Housing Attainability.**
- Convene expert organizations and national networks to share practitioner tools that **support the production and preservation of housing options.** Partner to create local solutions tailored to our region.
- Serve as an advisor to public sector entities across the tri-state area seeking to develop or enhance local plans, **meet housing needs and expand housing opportunities.**
- Lift up local practices that creatively seek to maintain housing options for residents, **build wealth in historically unrepresented populations** and advance high-quality developments.

## 05 Strengthen Core Capacities and Amplify Member Impact

- Define membership goals to increase our overall footprint and impact, including increased participation at the national level, and **opportunities to foster personal connections.**



Members tour future Life Science projects in University City.



Members explore downtown retail trends during the Breakfast Series at Cherry Street Pier.

- Enhance resource development, including **expanding the number and level of sponsorship partners.** Diversify revenue streams and investment partners.
- Establish necessary resources to **effectively communicate the impact of ULI members** to our existing and potential members and sponsors, partners, stakeholders and the public.
- Strengthen our position as **the go-to resource for discovering new local and national trends** and best practices.
- **Encourage best-in-class projects** across the region that promote excellence, growth, inclusion, equity and resilience through training, advisory services and recognition.