



## The Willard G. “Bill” Rouse III

Awards for Excellence - 2019 Application

Submission Deadline: March 4, 2019

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 **6th Annual Awards for Excellence**, celebrating the legacy of the late ULI Philadelphia founder and civic leader Bill Rouse. Winning projects represent the highest standards of achievement in the development industry and advance the ULI mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

ULI members and non-members are invited to submit applications for awards. Private sector, public sector, and nonprofit projects are all eligible as well as all project types and sizes and land use policy initiatives. Each application will be evaluated by a panel of national leaders in the industry and highly experienced ULI members from around the country.

Jurors will evaluate proposals based **solely on information provided in the application** itself. The jury is a national group of experts 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. Please see page 6 for Application Fee.

### Selection Priorities

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**Leadership in Development:** Achieves high standard of excellence in real estate development – architecture, design, planning, construction, amenities, economics, and management, etc. Provides models, lessons, strategies or techniques that other communities or organizations can adapt.

**Sustainability & Building Performance:** Promotes environmental sustainability, stewardship and resiliency.

**Market Acceptance:** Achieves market acceptance and / or financial success.

**Community Impact:** Provides social impact by satisfying community needs, addressing neighborhood revitalization goals or demonstrating relevance to the contemporary and future needs of the community.

### Eligibility

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- Projects must be operating and financially viable.
- Projects must have been substantially completed between **January 1, 2014 - January 1, 2019**. “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.
- **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.

## 2018 Schedule and Selection Process

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**February 1:** Submission period opens

**March/April:** Jury review period

**June 12:** Winners announced live

**March 4:** Submissions due by 5:00 pm

**May:** Finalists notified

## 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); **New Jersey** (Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Ocean, Salem), and **Delaware** (Kent, New Castle, Sussex) counties.

Project Name \_\_\_\_\_

Address \_\_\_\_\_

Address Cont. \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

## 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 should receive an award and how it fits the selection priorities on page one of this application.

**D. Context:** The Jury is national and unfamiliar with the region. Location or 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. Please see Image section (page 5).

**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:** 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.**

## SITE STATISTICS

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

Size/Acreage/Square Footage \_\_\_\_\_

Land Use Prior to Development \_\_\_\_\_

Types of Uses, Number of Units \_\_\_\_\_

Parking \_\_\_\_\_

Open/Public Space \_\_\_\_\_

Civic & Other Amenities \_\_\_\_\_

Development Timeline \_\_\_\_\_

Date Acquired \_\_\_\_\_

Date Started \_\_\_\_\_

Date Opened/Completed \_\_\_\_\_

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

Lead Contact

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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 PHL 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

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Company/Organization

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Mailing Address

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Email Address

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Day Phone

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**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 required in addition to images. **Images must be submitted by application deadline.**

**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.*

Upon submission an invoice will be generated. **Please indicate the point of contact for billing below:**

Send completed application to [kelly.cary@uli.org](mailto:kelly.cary@uli.org) no later than 5 pm on March 4, 2019.

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