UrbanFootprint

Real Estate & Location Insights

Portfolio-wide and single-site asset and location analysis for all U.S. locations

UrbanFootprint delivers a full suite of curated urban, community, and hazard risk metrics for any U.S. real estate asset, location, or market area. A Location Insights data package includes hundreds of curated and connected data points that provide site and context-area data to quickly map and evaluate single sites and full portfolios of assets. Portfolios can be scanned for market characteristics, compared for relative climate and hazard risk, and evaluated for development suitability.

UrbanFootprint's purpose-built Location Analysis Service ingests any location (point, linear, or area), connects the location(s) to pre-assembled data points, and delivers a data package into the Analyst mapping application or to customer systems. When specific locations are not known, the system can locate almost any site in the U.S. based on brand name, or be used to target sites with specific characteristics or community profiles.

The UrbanFootprint Platform dramatically streamlines and enhances portfolio management, investment due diligence, development suitability analysis, and climate risk assessments and compliance. No other system contains all the data and tooling required to support full portfolio scans and deep dives into any U.S. location.

ANALYZE ANY LOCATION

Locations or assets are geo-located and processed through UrbanFootprint's nationwide data core, a normalized and up-to-date view of land use and site conditions across 160 million U.S. land parcels.

CONNECT TO RESILIENCE INSIGHTS

Each location is connected to the urban, mobility, socio-demographic, and climate risk data needed to map and evaluate any site, asset or market area for investment prioritization, regulatory compliance, and site selection activities.

SCAN A PORTFOLIO

Evaluate and compare sites, market areas, and climate risk and exposure across any portfolio of assets, investments, or locations.

Site Selection

Find sites based on brand names or specific search criteria

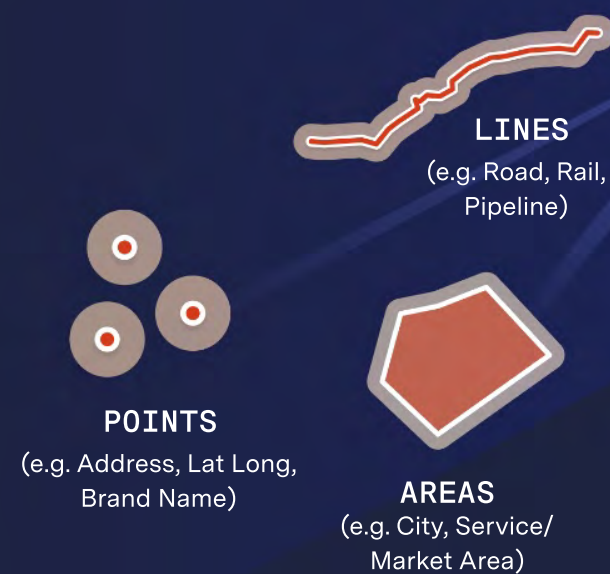**Search Criteria**
- ☑ Grocery store
- ☑ 25,000+ sq. ft.
- ☑ Median income 75,000+

Search Criteria
- ☑ Acme Retail Company
- ☑ US Northeast

Site Upload

Load addresses, lat longs, lines, or boundaries

LINES
(e.g. Road, Rail, Pipeline)

POINTS
(e.g. Address, Lat Long, Brand Name)

AREAS
(e.g. City, Service/ Market Area)

Built Environment
Understand any location plus surrounding land uses, buildings, and infrastructure.

- Residential land use and building types
- Commercial land use and building types
- Nearby destinations (walk and drive)
- Land and building $ value
- EV chargers & gas stations
- Transport dynamics

Community
Understand the community, people, and market characteristics around any location.

- Socio-Demographic Characteristics
- Populations, Households, and Employment
- Homeowner/Renter Stats, Vehicle Ownership
- Poverty and Public Assistance
- Equity Priority Areas

Hazards
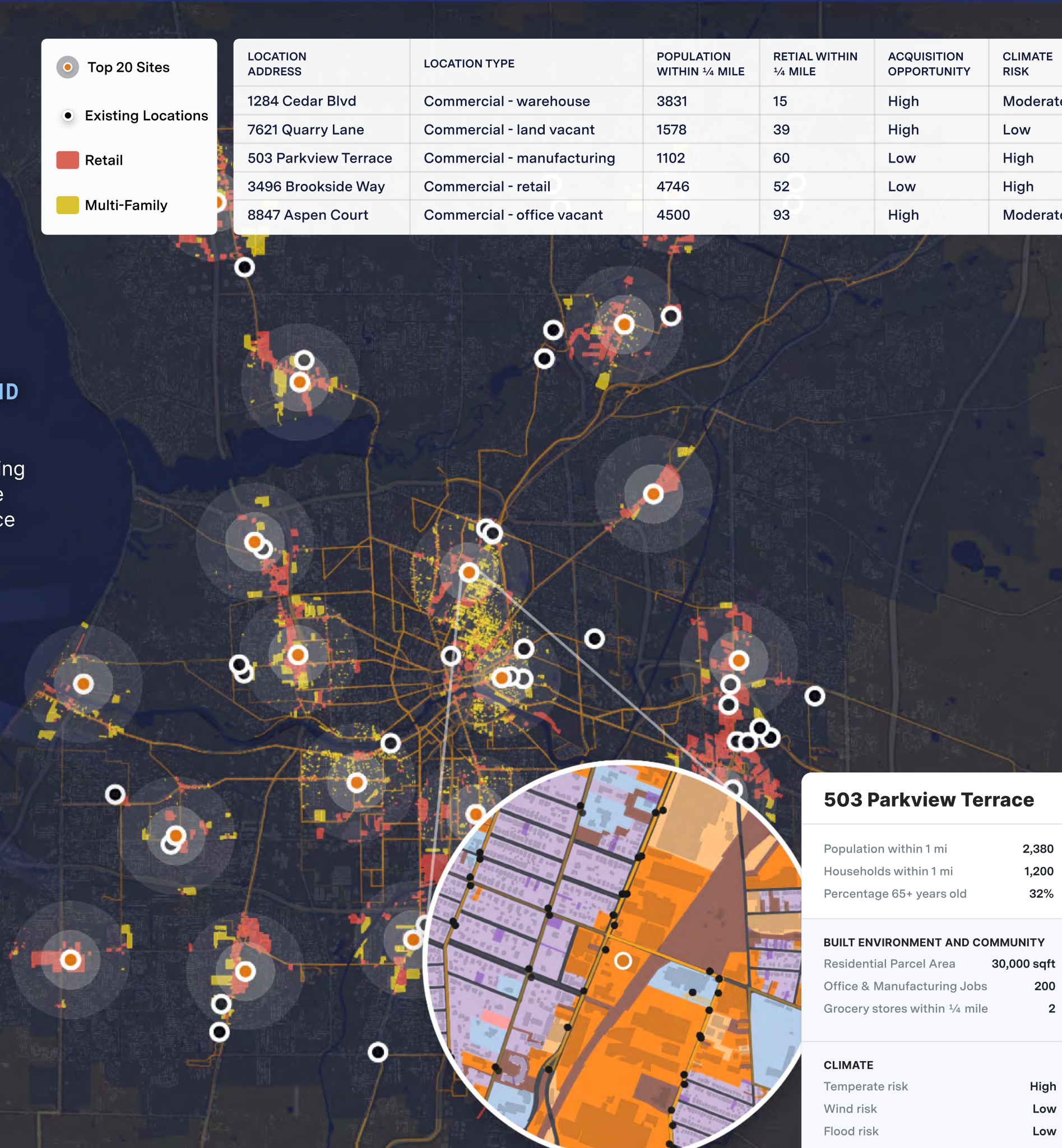Identify hazard risks to assets and surrounding areas.

- Flood
- Sea Rise
- Extreme temperature
- Extreme Precipitation
- Storm Surge
- Wildfire
- Winds
- Earthquake

MAP AND EVALUATE LOCATIONS AND SURROUNDING COMMUNITIES

Quickly map and analyze sites and surrounding land uses, community profiles, and climate risks. Streamline TCFD and other compliance activities for all U.S. locations.

DIVE DEEP INTO ANY LOCATION

Dig deeper on specific sites, assets, or communities anywhere in the U.S.

Legend
- Top 20 Sites
- Existing Locations
- Retail
- Multi-Family

LOCATION ADDRESS	LOCATION TYPE	POPULATION WITHIN ¼ MILE	RETAIL WITHIN ¼ MILE	ACQUISITION OPPORTUNITY	CLIMATE RISK
1284 Cedar Blvd	Commercial - warehouse	3831	15	High	Moderate
7621 Quarry Lane	Commercial - land vacant	1578	39	High	Low
503 Parkview Terrace	Commercial - manufacturing	1102	60	Low	High
3496 Brookside Way	Commercial - retail	4746	52	Low	High
8847 Aspen Court	Commercial - office vacant	4500	93	High	Moderate

503 Parkview Terrace

Population within 1 mi	2,380
Households within 1 mi	1,200
Percentage 65+ years old	32%

BUILT ENVIRONMENT AND COMMUNITY

Residential Parcel Area	30,000 sqft
Office & Manufacturing Jobs	200
Grocery stores within ¼ mile	2

CLIMATE

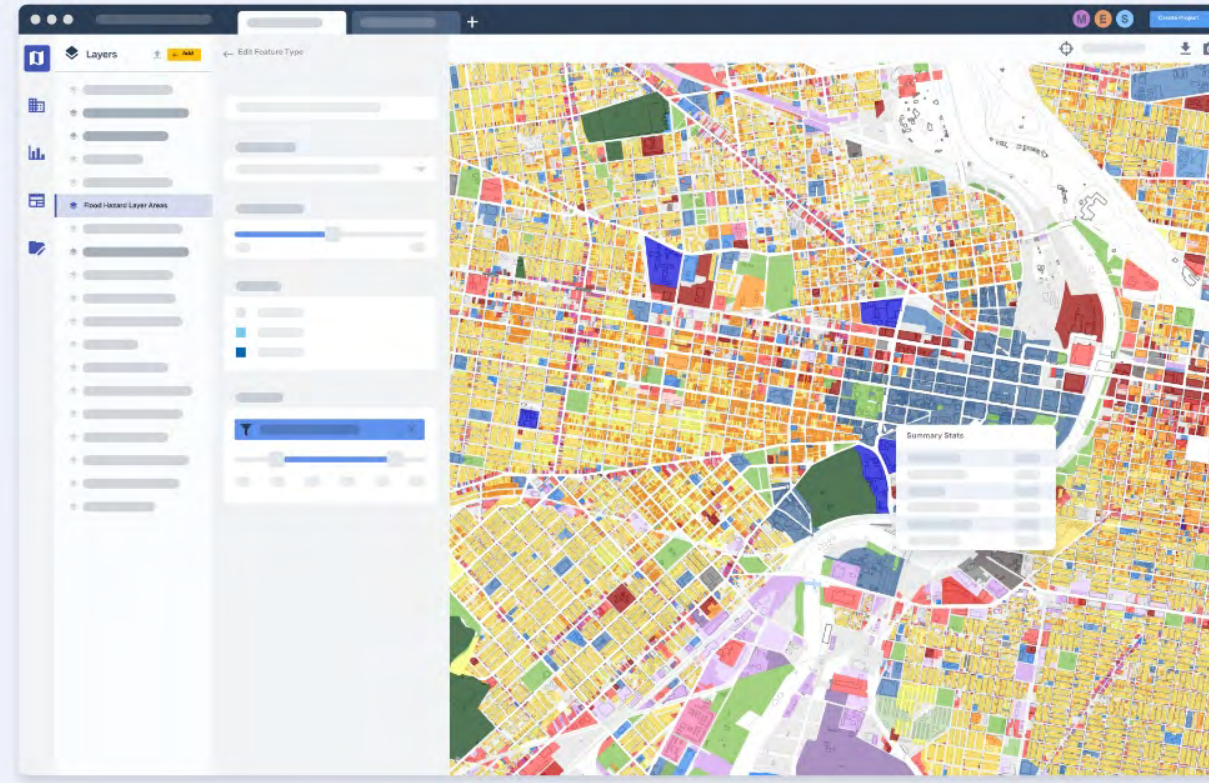|	
Temperate risk	High
Wind risk	Low
Flood risk	Low

Real Estate and Location Insights with the UrbanFootprint Platform

The UrbanFootprint platform can be used to rapidly profile any site, asset, or portfolio of locations for a full range of urban, community, and hazard risk metrics. Locations are uploaded and connected to pre-assembled data points and delivered into the Analyst mapping application or to customer systems. The system can also be used to locate almost any site in the U.S. based on brand name, or be used to target sites with specific characteristics or community profiles. Portfolios can be scanned, mapped, and scored for market characteristics, compared for relative climate and hazard risk, and evaluated for development suitability.

1

National Exploration

The UrbanFootprint Analyst application comes pre-loaded with the urban, social, and hazard risk data needed to evaluate any market area or property location in the U.S. Analyst can be used for pre-sales activities, proposals, and a wide range of project and marketing activities.
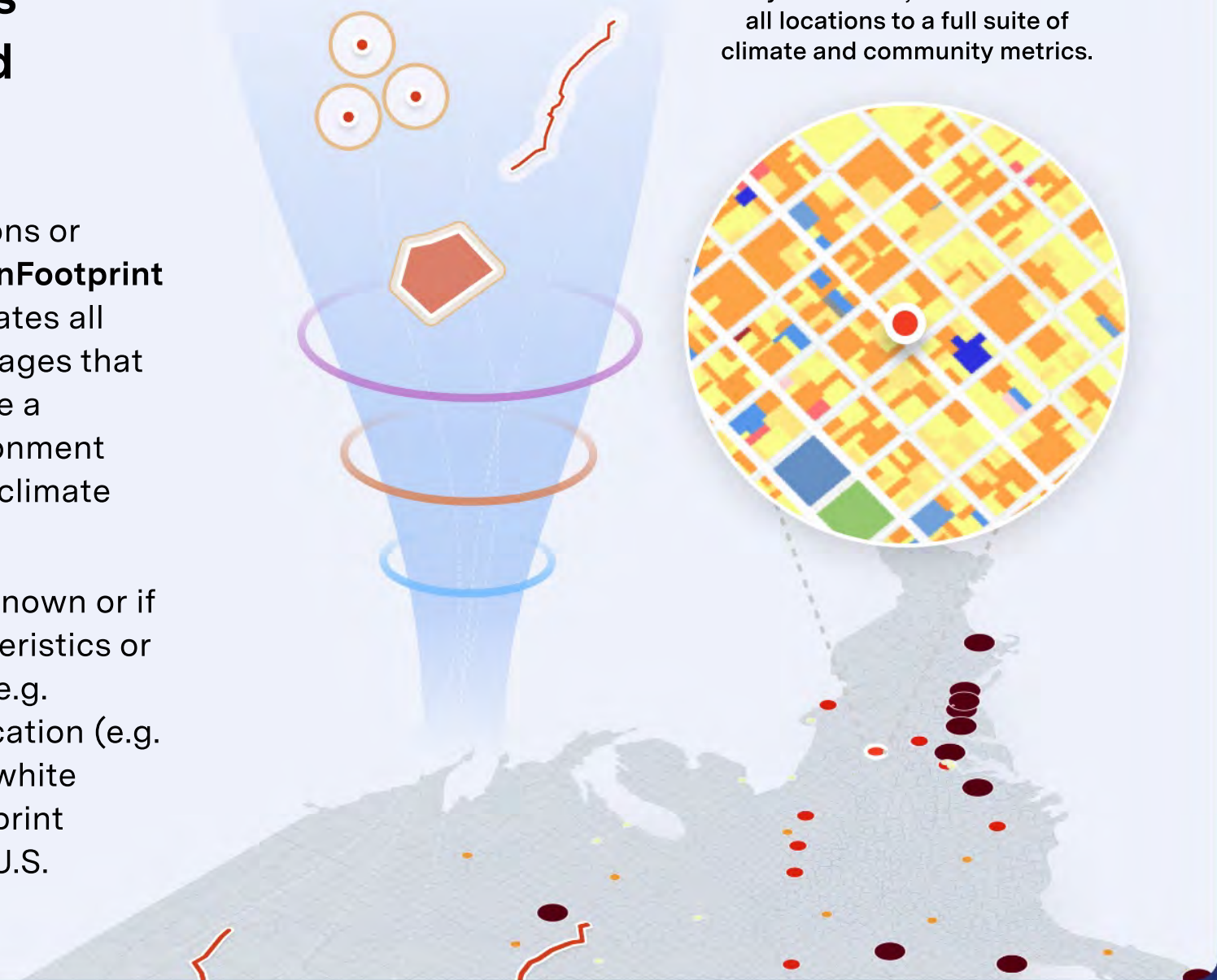

2

Connect Sites and Portfolios to Urban, Social, and Hazard Metrics

Sites, service areas, or portfolios of locations or assets are securely uploaded via the **UrbanFootprint Location Analysis Service**, which geo-locates all locations and connects them to data packages that pre-assemble the metrics needed to profile a portfolio, site or community for built environment characteristics, socio-demographics, and climate risks.

When specific sites or addresses are not known or if there is a need to evaluate market characteristics or hazard exposure across a specific brand (e.g. grocery chain or retail store), or type of location (e.g. transit stations or community centers), a 'white space' analysis can search the UrbanFootprint national data core and locate sites in any U.S. location.

Locations are uploaded to the UrbanFootprint Location Analysis Service, which connects all locations to a full suite of climate and community metrics.
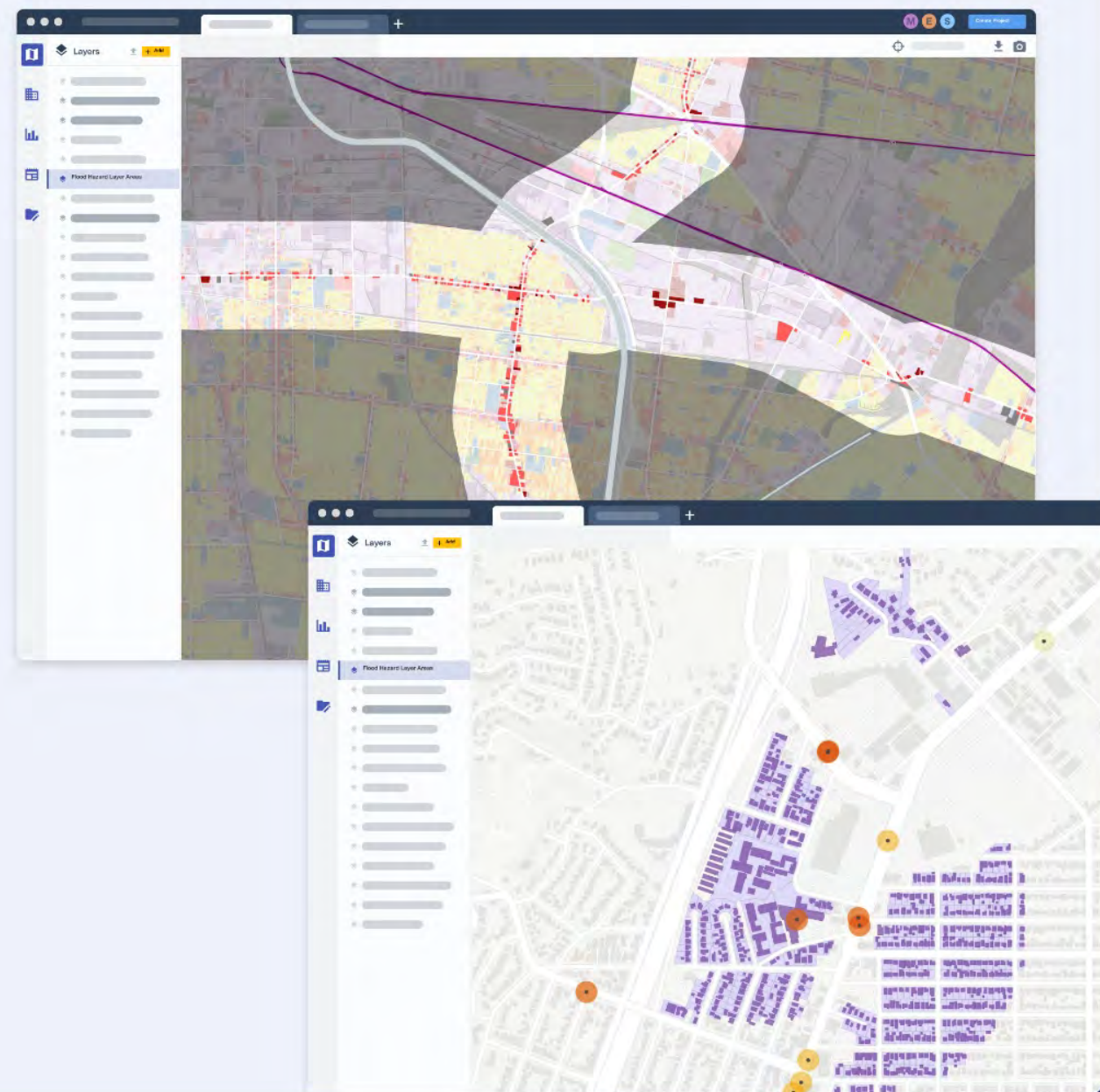

3

Map, Analyze, Export Market and Risk Analytics

A full suite of curated urban, community, and hazard risk metrics are included in a Location Insights data package that is loaded into the UrbanFootprint Analyst web application for mapping and analysis of sites and portfolios, and export to other tools and internal software.

The UrbanFootprint Platform dramatically streamlines portfolio management, investment due diligence, development suitability analysis, and climate risk assessments for any U.S. location or asset portfolio.

4

Asset Ranking and Suitability Scoring

Client portfolios can be scored and ranked according to market characteristics, composite hazard risk, or development suitability. Consulting teams can utilize UrbanFootprints scoring scheme and/or use the packaged data to develop their own prioritization schemes or scores.

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