

The Competition

Project Statement

HUD's Office of Policy Development and Research (PD&R) presents the 2020 Innovation in Affordable Housing Student Design and Planning Competition. Now in its seventh year, the competition invites teams of students pursuing graduate degrees in planning, public policy, architecture, real estate finance or development, and business to participate. The unique focus of the competition is that winning proposed solutions will demonstrate the interdisciplinary teams' understanding of community, population served, housing affordability, and the development process, including design and finance.

Innovation is a primary focus. The jury will be seeking solutions that demonstrate originality, incorporating current best practices in design and finance, with high-level consideration given to the affordability and sustainability of the project. Equal weight will be given when evaluating social, financial, environmental, design, and construction issues.

PD&R is partnering with the Santa Fe County Housing Authority to identify a real-world affordable housing challenge for the competition. This year's challenge is to design a new mixed-use development for low- and moderate-income residents, with a particular focus on expanding housing for women with children. The site is adjacent to a current public housing project and one of the city's major intersections of Airport Road and Cerrillos Road. This provides an exciting opportunity for teams to create living spaces that reinforce essential services, ensuring that residents are not isolated from the surrounding community and are proximate to employment opportunities.

The competition challenges students to apply innovative design strategies to the project. As the students develop their proposals, they should be thoughtful of the cultural and social context of the community. Additionally, submissions should address the long-term needs of the residents, focusing on enhancing engagement and connectivity to the larger surrounding community. This aspect of the project cannot be overstated, as quality of life for residents and the creation of true, vibrant neighborhoods goes beyond attention to physical structure.

While the competition is based on an existing site selected by the housing authority, there is no guarantee that the solutions offered by the winning team will be incorporated. To the greatest extent possible, students should attempt to address potential challenges with implementing their solutions.

Competition Schedule

- 11-01-2019 Competition launch; guidelines and criteria announced
- 12-23-2019 Deadline for teams to register: Noon Eastern Standard Time
- 12-24-2019 Detailed Program Site and Housing Authority announced
- 02-14-2020 Deadline for teams to submit Phase I
- 02-25-2020 Finalists announced; Phase II released
- 03-13-2020 Site visit to Santa Fe, NM for finalists
- 04-16-2020 Final presentations and winners announced in Washington, D.C.

Awards and Recognition

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|----------|-------------|
| \$20,000 | First Place |
| \$10,000 | Runner Up |
| \$5,000 | Finalists |

Eligibility

The competition is open to current graduate students working as a team, with a minimum of three and maximum of five members.

Each team must have members representing at least three disciplines that grant three different degrees, at least one of which must be a non-design-related discipline. For example, teams might comprise graduate students in architecture, planning, public policy, finance, business administration, and real estate development.

Each team must work with one faculty advisor who may be from any of the team-represented disciplines and who serves only in an advisory role. The faculty advisor is not an active team participant.

There is no limit to how many teams may be formed at a given college or university.

Students from different accredited educational institutions in the U.S. may combine to form a single team.

Submissions may be the product of work in a design studio or related class.

Team leaders must be U.S. citizens or permanent residents; teams must comprise at least three members who are U.S. citizens or permanent residents. The remaining team members may be international students.

Due to federal requirements, only U.S. citizens or permanent residents are eligible to receive cash awards.

Official Details

The Project

New construction mixed-use development for mixed-income residents

Planning and Design Criteria (<https://www.huduser.gov/portal/sites/default/files/pdf/IAH2020-Planning-Design-Criteria.pdf>)

The Site

The site is located approximately 1,200 feet north of the Camino de Jacobo and Airport Road intersection in Santa Fe, New Mexico. The parcel of land is currently vacant, and is described as Tract B-1, Lot 1 and Lot 2, Camino Jacobo.

Affordability

Based on Area Median Income (AMI), maximum rents will vary, as the rent structure is a sliding scale based on a percentage of net adjusted income. Apartments will be available for 60% AMI.

Competition Structure

The competition is conducted in two phases:

Phase I submissions will be evaluated by a jury and four finalist teams will be selected based on the criteria described in the IAH registration announcement. Schematic design level site plan as well as schematic floor plans, section and building massing should be provided. Preliminary pro forma, as well as other financial calculations and leveraging must be included in Phase I documents using a template provided by HUD

(<https://www.huduser.gov/portal/sites/default/files/xls/2020-Competition-ProForma.xlsx>).

The evaluation criteria emphasizes innovation and an understanding of and provision for services for the specified constituency, planning context (including zoning), and economic considerations related to affordable housing development (including financing, first cost, maintenance and operation, rental subsidies, etc.), as well as design.

An independent subject-matter-expert judging panel will select the four Phase II finalist teams, which will then be challenged to further refine their solutions, incorporating more detail, developed floor plans, and analyses (economic, energy, etc.). On March 12, 2020, finalists will have the opportunity to travel to the project site for a walk-thru and meeting with Santa Fe County Housing Authority management and staff.

The final jury presentation and award ceremony will be held on April 16, 2020, at HUD HQ in Washington, D.C. Travel expenses for both the site visit and final events will be paid for two members of each finalist team. Additional team members are encouraged to attend; however, travel costs will not be covered and will need to be arranged independently.

Evaluation Criteria

The 2020 HUD Innovation in Affordable Housing awards program challenges graduate students to address one of the most critical issues currently facing the US – providing affordable, healthy, and safe housing. First and foremost, entries will be evaluated for solutions that demonstrate innovative approaches. Creative and imaginative solutions are sought. In past competitions, jurors and housing authority partners have been most impressed by original thinking, so don't be afraid – in fact, teams are encouraged – to think outside of the box. Team members should represent various disciplines as the evaluation criteria include design, construction, planning, financial, environmental, and social issues – all with an overarching requirement for innovation.

Teams will be evaluated on their ability to:

- Defend design and planning decisions.

- Provide enough detail to communicate innovation and innovative approaches to all aspects of the solution (e.g., planning, design, construction, planning, environmental, and social).
- Demonstrate innovative approaches to financing, leveraging, and public/private collaboration.

Phase I Submissions

In the schematic phase, it is not necessary to provide a high level of detail. Teams should provide drawings and descriptions that best characterize concepts to the jury. General layouts will likely accomplish this and should include schematic site plan, building plans and sections, massing, and energy and financial analysis. Demonstration of the team's understanding of the social, financial, environmental, design, and construction issues is paramount.

- Narrative (three-page maximum)
 - Include rationale and demonstrate understanding of the community, planning, resident needs and provision of community services, and financing.
 - Be compelling. Focus on your description of what is innovative about your approach including, site planning, building configurations, materials and methods selection, mechanical systems, and community integration. Highlight unique and novel aspects of your project.
 - Be clear and concise.
- Graphics (maximum four slides – PowerPoint or other)
 - Teams should provide drawings and descriptions that best communicate their solution to the jury.
 - The presentation should include graphics and analyses that visually convey critical and central tenets of your solution, such as schematic floor plans, section and building massing.
 - Slide One MUST include the Site Plan.
- Financial (Excel template link)
 - Pro forma using the template to be provided by HUD.
 - Phase I financial submission should focus on sources and uses; a more detailed financial analysis will be required in Phase II.

Instructions for submission

- All submissions are to be electronic files, uploaded to the competition website (<http://www.huduser.gov/portal/challenge/home.html>).
- Written narrative (PDF or Word) to be on standard, white 8.5 x 11-inch paper, single-spaced and in a legible font (e.g., Times New Roman). The font size should be 11 pt. Set document margins to 1 inch on all sides.

Instructions for uploading

- Filename [e.g., [team ID number]_01_graphic_01]
- Filename [e.g., [team ID number]_01_narrative_01]
- Filename [e.g., [team ID number]_01_financial_01]

Phase II Submissions

Finalist teams will present Phase II submissions in person to the jury in front of an audience at HUD HQ in Washington, DC. The presentation will be webcast.

The final submission is limited to six (6) slides, plus title and conclusion slide if desired, which may not contain presentation content (total of eight slides).

- Presentation files (ppt or other) must be 16 x 9 widescreen format with non-white background (e.g., dark blue, black, etc.).

In addition to the slide presentation, each team must prepare two (2) presentation boards, 20” X 30” maximum size, which will be on view during the presentations. Easels will be provided.

The Solution

Successful projects will solve for the design criteria

<https://www.huduser.gov/portal/sites/default/files/pdf/IAH2020-Planning-Design-Criteria.pdf>
and will demonstrate:

- An understanding of the needs of the intended residents and how those needs will specifically be addressed innovatively in your design solution.
- Knowledge and understanding of codes and zoning restrictions and their impact on your solution.
- How your solution creatively responds to the opportunities and constraints imposed by the site.
- Knowledge and understanding of energy, water, resource efficiency, resiliency, and renewable energy strategies and how they can be incorporated into your design solution.
- How your solution integrates into the neighborhood and community.
- Knowledge and understanding of financing opportunities and constraints.
- Development and application of innovative financing solutions through leveraging and partnerships.
- Integration of best practices and technology into your solution.

The Jury

Rob Hazelton, Head Juror, CEO/Founder at Dominion Due Diligence Group (D3G)

Kathleen A. Dorgan, Fellow of the American Institute of Architects (FAIA) and principal of Dorgan Architecture & Planning/AIA Housing and Community Development

Danielle Arigoni, Director of Livable Communities at the American Association for Retired Persons

Elizabeth M. Plater-Zyberk, Fellow of the American Institute of Architects (FAIA) and Professor at the University of Miami

Joe Ventrone, VP at National Association of REALTORS®

Questions

During the competition, teams may send questions in writing to IAH@huduser.gov. Answers will be posted on the website throughout the competition. Please check the website Q&A page regularly.

HUD reserves the right to edit submitted questions before posting them to the website. HUD also reserves the right not to answer all questions and not post redundant questions or remarks deemed to be inappropriate or irrelevant.

Under no circumstances should there be any communication regarding the competition other than in the manner stipulated here, with HUD PD&R, or the Santa Fe County Housing Authority staff or consultants who are working or have worked on the project, or the competition jury.

No phone calls are allowed to HUD, to the Santa Fe County Housing Authority, or to competition jurors. Teams contacting HUD, Santa Fe County Housing Authority, and/or jurors will be eliminated.

Terms and Conditions

Copyrights

By participating in this challenge, each member of the Student Team certifies that their Student Team's submission was created by the Student Team and that it is free of any copyright trademark or patent rights or other intellectual property held by any other party.

HUD reserves the right to disqualify submissions containing material suspected of being intellectual property owned by another individual or entity and that cannot be proved to be original to the entrant.

HUD will claim no rights to intellectual property. Individuals on the Student Team will retain intellectual property ownership as applicable arising from their entry.

Publicity

By participating in this Competition, each member of the Student Team consents to the use, publication, reproduction and for all purposes, including publicity, promotion and advertising, in any media (including without limitation, the Internet, television or offline promotions), each winner's name, city, photograph, likeness, voice, image, and competition entry each in perpetuity without further compensation, payment of fees or royalties, credit or right of review or approval.

Student Teams further consent to the use of personal information about the Student Teams and individual members of such teams by HUD, Santa Fe County Housing Authority divisions and third parties acting on their behalf.

Limitation of Liability

By participating in this challenge, each individual agrees to assume any and all risks and waive claims against the Federal Government and its related entities, except in the case of willful misconduct, for any injury, death, damage, or loss of property, revenue, or profits, whether direct, indirect, or consequential, arising from participation in this prize challenge, whether the injury, death, damage, or loss arises through negligence or otherwise.

Based on the subject matter of the challenge, the type of work that it will possibly require, as well as an analysis of the likelihood of any claims for death, bodily injury, or property damage, or loss potentially resulting from challenge participation, individuals are not required to obtain liability insurance or demonstrate financial responsibility in order to participate in this challenge.

By participating in this challenge, each individual agrees to indemnify the Federal Government against third party claims for damages arising from or related to challenge activities.

By participating in this Competition, each member of the Student Team agrees to release and hold harmless HUD and Santa Fe County Housing Authority divisions, advertising and promotional agencies, wholesalers and retailers, vendors, contractors, sub-contractors, and each of the foregoing entities' employees, officers, directors, shareholders, members and agents (collectively the "Released Parties"), from and against any and all claims, actions and/or liability for any injuries or death, loss or damage of any kind arising from or in connection with participation in and/or entry into the competition or acceptance, delivery, or use of any recognition, including without limitation, recognition of the finalists.

The Released Parties are not responsible or liable for any incorrect or inaccurate information, and assume no responsibility for (i) typographical or other errors in the printing of the promotion materials or the offering or announcement of recognition; (ii) any error, printing error, omission, interruption, defect or delay in operation or transmission at any website; (iii) failure of any entry to be received by HUD due to technical problems, printing error, human error or traffic congestion on the Internet or at any website; (iv) communications line, hardware and/or software failures; (v) damage to any computer (software or hardware) resulting from participation in the competition; (vi) theft or destruction of, tampering with, unauthorized access to, or alteration of entries and/or entry information; or (vi) entries that are late, lost, stolen, damaged, illegible and/or unintelligible (or any combination thereof).

General Conditions

All federal, state and local laws and regulations apply.

HUD reserves the right, in its sole discretion, to cancel, terminate, modify or suspend this competition or any portion hereof, or to disqualify any individual, if for any reason: a) infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes which, in HUD's sole opinion, corrupt or affect the administration, security, fairness, integrity or proper conduct of the competition; (b) the competition or any website associated therewith (or any portion thereof) becomes corrupted or does not allow the proper processing of entries; or (c) the competition is otherwise not capable of running as planned.