



American Planning Association

Creating Great Communities for All

2019 APA NATIONAL PLANNING CONFERENCE - SAN FRANCISCO

AFFORDABLE HOUSING STUDENT DESIGN COMPETITION

The American Planning Association (APA) is hosting its third annual Student Design Competition as part of its 2019 National Planning Conference in San Francisco. Selected team finalists must be available to present their entry at the national conference between April 13th through April 16th, 2019.

STUDENT / TEAM ELIGIBILITY

To participate in APA's Affordable Housing Student Design Competition, a team of at least three members must meet the following requirements:

TEAM LEADER

1. Be an enrolled student in a U.S. or Canadian planning accredited school during the entire competition.
2. Be a [student member](#) of APA.
3. Be able, if selected as a finalist, to present your entry to a jury at the National Planning Conference in San Francisco between April 13th and April 16th, 2019.

ADDITIONAL TEAM MEMBERS (minimum of 3 team members total, including team leader)

1. All team members must be enrolled at a college or university for the entire competition.
2. Teams should be interdisciplinary in nature; it is the intent that planning students collaborate with students of allied disciplines (e.g., architecture, landscape architecture, engineering, urban design, etc.) to create a holistic, reality- and place-based design proposal.
3. At least one additional team member must be able, if selected as a finalist, to join the team leader at the National Planning Conference in San Francisco.

COMPETITION OVERVIEW

As housing costs continue to rise in communities across the nation, planners, elected officials, residents, and developers alike work to preserve and grow affordable housing. Providing inclusive, affordable housing is a large component of creating equitable access to opportunity; however it can often prove difficult to administer and even more difficult to maintain long-term, especially in cities growing at unprecedented rates. How do planners remove barriers to the “missing middle” housing types that increase affordability? How can planners promote inclusionary growth and combat negative impacts of gentrification and displacement?

The competition seeks innovative, context-sensitive affordable housing solutions on a defined site in San Francisco. Submissions are due 6:00 PM Eastern January 25, 2019. A jury comprised of diverse backgrounds and experience will review all entries. Up to five finalists will be selected to further present their ideas at a National Planning Conference session in San Francisco. A single team will be selected as the Student Design Competition winner during the conference session and will receive a \$2,500 award.

BACKGROUND

APA recognizes that professional planners are uniquely qualified to provide leadership in defining, analyzing, and debating the issues in the realm of affordable housing particularly as it relates to reality- and place-based strategies. Today, APA’s Division Council is continuing to advance the discussion regarding how planners can influence the inclusion of affordable housing in our communities. This competition is one part of an overall organization-wide APA initiative called Planning Home which is focused on how planners can reshape the way planning is used to address America’s housing affordability crisis. Central to these efforts is a sensitivity to diversity and social equity. APA’s Planning Home initiative is guided by six principles which could be used to frame responses to this student design competition. They include:

1. Modernize state planning laws
2. Reform local codes
3. Promote inclusionary growth
4. Remove barriers to multifamily housing
5. Turn NIMBY into YIMBY
6. Rethink finance

These are the tools the APA has identified to move communities towards a more equitable and

inclusive future. Additional information on APA's Planning Home Initiative can be found at <https://planning.org/home>. The purpose of this third student design competition is to create opportunities for interdisciplinary student collaboration, increase knowledge share between students and professionals, and introduce and engage students in the affordable housing discussion within APA. The intent is that student planners partner with students in allied disciplines (e.g., architects, landscape architects, engineers, real estate developers, etc.) to work together as an interdisciplinary team to apply reality- and placed-based affordable housing strategies to a specific site in the Bay Area.

THE SITE

The competition site is located in the Fruitvale neighborhood, north and south of the Fruitvale BART station in Oakland, CA. This area is bounded by Fruitvale Avenue, Foothill Boulevard, High Street, and Nimitz Freeway (see image below).

The Fruitvale neighborhood is adjacent to the Fruitvale BART station and adjoining transit village (TOD). While the areas near the station have higher densities and commercial uses, areas just beyond this boundary to the north are primarily single family homes. Post-industrial sites are prevalent just south of the station and north of the freeway. The neighborhood, despite significant investment following the BART station opening in 1972, has largely maintained a diverse, mostly Hispanic, population, but critics argue that this balance may not be able to withstand growing pressure on the San Francisco and Oakland markets.

This location offers easy access to public transportation via train and bus, as well as proximity to Oakland's central business district. The eastern boundary of the site - High Street - provides significant access and connections through Oakland.



THE RULES

The intent of this student design competition is to create innovative affordable housing solutions through reality- and place-based designs which are made possible or further supported by policy interventions. This neighborhood-scale site includes all right-of-ways within its boundaries, allowing for holistic consideration of all costs and functions (e.g., transportation) that affect affordability.

Even though each team will be judged on their creativity and thorough completion of design, there are a few rules that must be followed:

1. All proposed improvements must be located on, under, and within the physical airspace of the project site boundary (delineated by the red line).
2. While improvements can be proposed within the public right-of-way, no improvements are allowed on any of the private properties abutting the project site.
3. While no off-site improvements can be suggested, proposed on-site improvements which may involve or improve connectivity to off-site areas should be described (e.g., a proposed bus station and/or trail improvements).

4. Any recommended policy changes to support proposed improvements should be detailed in the report. Current zoning information and other useful links can be found on the [Planning website Student Competition page](#).
5. Teams should make strategic decisions about which parcels to redevelop, rezone, or leave as is. These recommendations should be detailed in the report.
6. The proposal's design must be based in reality.
7. Teams should identify which of the six principles of Planning Home their proposals seek to address, and specify how.

SUBMITTAL REQUIREMENTS

Each student team is required to submit the following minimum requirements to be considered as an official entrant.

1. Poster. A PDF of one (1) 36x48" (Arch E paper size) poster depicting the proposed design for the project site is required. If selected as a finalist, a printed poster must be brought to the conference for display.
2. Report. A PDF of an associated report indicating background analysis, researched best practices, and description of the proposed improvements is required. The background analysis should present a comprehensive understanding of the project site, immediate area, and greater region. Best practice affordable housing trends and already developed or implemented examples should be compiled to provide justification for proposed site improvements. The proposed design should be further defined in the report (max # of pages not to exceed 10 pages, one-sided). It is expected that the graphic quality and layout of the report will meet current best practices for document preparation and format.
3. (Optional) Other. One additional content or material in any format may be used to further convey the design and policy solutions identified for your project. Examples in the past have included creating an app, a demonstration website, a video, and other examples of existing or innovative tools which were used to highlight the design and policy solutions proposed for the site.

The entire submittal package shall be the sole work of the student team members.

THE JURY & CRITERIA

The jury will review projects through a blind review process. This means that the identities of the student teams will not be revealed to the jury. Further, members of the jury will be required to recuse themselves from judging entries in which they have a conflict of interest (e.g., a juror who teaches as part of a planning program will not be able to judge entries from that program). APA retains the right to disqualify any entrant who does not meet the minimum student/team eligibility requirements or fails to disclose a conflict of interest.

The jury will select up to five finalists which they identify as best meeting or exceeding the criteria set out below. The finalists will be asked to further present their ideas at a National Planning Conference session in San Francisco. Student teams who are unable to attend the NPC will be disqualified and the next highest ranked team will take their place.

Each submittal will be judged using the following criteria:

1. Creativity of Ideas. Each team will be judged on the creativity and quality of the affordable housing solutions proposed as part of the project site design. (30 pts.)
 2. Quantity of Affordable Housing Ideas. Each team will be judged on the quantity of affordable housing design solutions and policy recommendations that can be realistically implemented as part of the project site design. The purpose of this is to promote broad student research into the array of potential housing solutions which could be made part of this site. (25 pts.)
 3. Quality of Research, Writing, & Document Preparation. One of a planner's primary tools is a written report, plan, or study. Accordingly, each team will be judged on the quality of their research, writing, and document preparation. The report should be written and prepared in a manner and format that is highly graphic and easy to read and understand. (20 pts.)
 4. Quality of Design. Each team will be judged on the quality of their plan or design graphics. This may be an opportunity to include team members who bring specialized skill sets. (20 pts.)
 5. Team Collaboration. Working collaboratively as a team is an essential skill needed in the planning field. Demonstrate how the team worked collaboratively throughout the process. (5 pts.)
 6. Optional Content or Material. (up to 5 additional pts.)
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Total Points. (100 pts. + five additional pts. for optional content or material = 105 pts.)

As part of the presentations at the NPC in San Francisco, the finalists will be further judged using the following criteria:

7. Comprehensiveness, Quality and Effectiveness of Team Presentation. Each team will be judged on the comprehensiveness, quality, and effectiveness of the presentation at the National Planning Conference. (15 pts.)

A single team will be selected as the design competition winner and announced during the National Planning Conference in San Francisco. The winning team will receive a \$2,500 award.

ENTRY FORM

Each student teams shall select a team leader to act as the team's single point of contact.

The team leader must submit the following information via email to Ellen Forthofer (ellen.forthofer@gmail.com) at least 2 days in advance of the January 25 deadline to receive an individual Dropbox account to upload the required components of the team submittal.

Team Leader

1. Name: _____

2. Street Address: _____

3. City, State, Zip Code: _____

4. Phone #: _____

5. Primary Email Address: _____

Project Team

6. Team Name: _____

7. School Name: _____

8. Names of Team Members: _____

(min. of 3 team members) _____

ENTRY DEADLINE

Submissions are due by 6:00 PM (EST) Friday, January 25, 2019. The team leader will be responsible for contacting Ellen Forthofer (ellen.forthofer@gmail.com) at least two days prior to the submittal deadline to receive access to a Dropbox account. All required submittal materials must be uploaded by the deadline. No entries will be accepted after the deadline.

SUBMISSION FEE

There is no submission fee to participate in this student design competition.

QUESTIONS

A FAQ document will be regularly updated on the [APA website Student Competition page](#). Please visit this page or attend a webinar for answers to questions.

Kickoff Webinar: January 4, 1:00 PM EST

Other questions should be emailed to Ellen Forthofer (ellen.forthofer@gmail.com). Please reference the Affordable Housing Student Design Competition in the subject line of the email.

REFERENCE MATERIAL AND USEFUL LINKS

City of Oakland Resources:

[City of Oakland Zoning Map](#)

[City of Oakland Planning Code - Title 17](#)

[City of Oakland's General Plan - The Housing Element](#), adopted December 9, 2014

[CBD's and BID's in Oakland](#)

Third-party Reports:

[ULI Case Study - Fruitvale Village, Oakland, California](#)

["Should I Stay or Should I Go?"](#) - UCLA LPPI Policy Brief, March 2018

Press Coverage:

["Transit-village housing in Oakland's Fruitvale gets going..."](#) - San Francisco Chronicle

["Development without gentrification? Oakland's Fruitvale is the model..."](#) - The Mercury News

Older documents:

[Fruitvale BART Station Access Plan](#) - August 2002

[Coliseum Area Redevelopment Project](#), 2009-2014