



2009 ULI GERALD D. HINES STUDENT URBAN DESIGN COMPETITION
Finalist Brief

February 26, 2009

Good design and development necessitate an iterative process. The four finalist teams will have the chance to revise their original schemes and complete additional work related to the Denver Design District development site, as defined in the competition brief dated January 19, 2009. The process and the required format for the final presentation follow below.

THE FINALIST ROUND

While previous competitions have incorporated a distinctly separate supplemental project involving acreage adjacent to the first round competition site, this year's finalist round aims to drill down deeper within the Denver Design District development site. With this year's emphasis on the City in 2050 initiative, it is important to see what life will be like in this community at a very intimate level. The final stage of the competition builds on the analysis that informed your urban planning, design, and development schemes for the first round of competition, while affording the opportunity to reflect and expound upon your ideas. You are permitted to create up to four new boards, and there are two essential elements to focus on in this stage:

1. a revision/expansion of your original scheme and/or pro forma based upon team reflection, jury feedback, scores, etc.;
2. a comprehensive, street level, panoramic view plane that captures the anchoring role and catalytic potential of Alameda Station while depicting the site at a scale and streetscape level of detail heretofore unseen.

As in the previous competition stage, keep in mind that your overarching goal is to present to the jury a transformative plan that is cohesive, potent, nuanced, and clear. All teams should reread the original competition brief and keep in mind that presentation, both graphical and oral, plays an equally important role. Be prepared to answer questions in depth about your plans, design decisions, financials, etc.

1. Revisiting the Original Scheme

After submitting your first round proposal, you have probably thought about your design and development plan numerous times and pondered potential changes.

Each of the finalist teams has received a scorecard from the jury with comments. You have all produced strong submissions; your scorecard will offer some insight as to what you might alter, if anything. In particular, look at your team's financial score. You can also view the other finalist teams' projects online as well as the winners from previous years. As of March 6th, at least one member of each team will have had the opportunity to tour the site in person, possibly offering new insight.

In addition to the jury's comments regarding your specific proposal, the jury has devised a list of items deemed important. You might have already taken into the account the following jury points, but they are here for your consideration:

- Parking: In general, the jury felt as if parking revenues were not based on market realities. How much can you charge for parking? Can you even charge at all?
- Public spaces: How do they work? Why are they located where they are?
- Architectural typologies
- Linkages and edges
- Bicycle and pedestrian infrastructure
- Recreational amenities
- Human scale: How do the buildings and spaces relate to people? What is the building to sidewalk relationship?
- Tenants: How are you relocating them? How do they get deliveries?
- Phasing
- Carbon footprint over time
- Energy: What is the operational efficiency overall?
- Alameda Station: What role does it play? How does it function in your overall design?

2. Views from Alameda Station

Most plans thus far have done a very good job at looking at the site from an aerial perspective, and some have honed in closer on blocks. But what does the site look like at street level? Alameda Station anchors the site's western edge and has the potential to play a major role in the site's evolution and transformation.

As a primary gateway for the Denver Design District, Alameda Station and the area immediately around it serve as visual indicators for the entire site. We want to see at a very detailed level what it's like to approach and exit the station. What kind of buildings do people see when they disembark? What does the streetscape resemble? How does one approach the station? What choices do people have in the area around the station? What about landscaping? What types of uses surround the station? This is a fairly open-ended challenge, but it is up to you and your team to illustrate the streetscape and uses in and around Alameda Station. You may use drawings, maps, diagrams, whatever helps you best tell the story of the Denver Design District from the threshold of Alameda Station. You may devote one, two, or maybe all four new boards to this endeavor.

PRESENTATION OF SOLUTION

Unlike the first stage, which was judged anonymously, the final stage transpires in person. Each team will be required to make an oral presentation of its scheme to the jury and invited audience members. This presentation will consist of two parts: presentation of both the originally submitted and the finalist stage boards, followed by jury questions and discussion. The team's presentation will be mounted on easels

facing the audience. The jury will sit at a table in front of the team, and observers will sit behind the jury auditorium-style.

ULI has traditionally not allowed teams to use PowerPoints during their presentations. The jury has always felt that it's important for the teams to walk through the boards so as to give a complete picture of the decisions that the teams made. Although we will continue to rely on boards displayed on a stage from which the students will present most of their information, we will allow PowerPoint images of the financials. Teams will use a remote to control the PowerPoint presentation. Each team will be limited to six slides that can include this information:

1. Slide 1. University name, team member names (including faculty and professional advisers), team number, and project title
2. Slide 2. Financials
3. Slide 3. Financials
4. Slide 4. Projection of a detailed area
5. Slide 5. More detail
6. Slide 6. More detail

Use of PowerPoint is optional. PowerPoint slides may not be animated, and slides showing details must be vignettes of images already displayed on your primary boards.

The original boards (7 maximum, up to six for your scheme and one for 2050, does not include the financial summary) are to be enlarged 75% to 100% from their original 11" x 17" size, and will be displayed on easels. The finalist stage boards (4 maximum for the Alameda Station problem and any updates, revisions, etc.) should be displayed on four boards of 30" x 40". The scale of the drawings should be large enough to show character and detail appropriate to what is being presented. Remember, your primary audience is the jury, and jury members must be able to read comfortably your text and drawings from their seated distance of 15 feet. This applies as well to the PowerPoint enlargements of portions of your boards. Jurors will also have the opportunity to review your boards—old and new—before the official start of the competition on Thursday. All boards from all teams will be in the jurors' meeting room for an hour so they can familiarize themselves with your concepts.

Each team will be asked to review their original scheme in a narrative format that weaves in 2050 and covers your regional and local analyses, master plan and vision for the site, financials, phased development scheme with tenant relocation, etc.

During your allotted 20 minutes, teams will be asked to "sell" their schemes to the jury using a combination of their boards and PowerPoint images, but without models or additional visuals.

Suggested schedule:

- The team leader will introduce team members including faculty and professional advisers (advisers, if present, will be seated in the audience).
- Twenty minutes (strict presentation limit) to present the complete development proposal as submitted for both portions of the competition.

- Twenty minutes Q&A from jury. N.B. Be prepared to answer detailed questions about your design scheme, tenant relocation plan, phasing, financial numbers, etc.

The oral presentation *must involve every member of the team*, either as one of the presenters or as a Q&A respondent. By the end of the team's 40-minute presentation, each team member must have taken part in the presentation or have made at least one response during the Q&A period. Teams who do not follow this requirement will be disqualified.

Teams are encouraged to rehearse their presentations to meet time limitations and basic levels of professionalism. On Wednesday, April 1, the day before the final presentation, teams will assemble in Denver and will be required to rehearse their presentation to a mock jury of local design and development professionals. A schedule for sequencing these rehearsals will be issued at a later date. Participation in the mock jury rehearsal is mandatory for all teams.

SITE VISIT

ULI will pay travel expenses for one member of each finalist team to go to Denver on March 6th and tour the study area as well as receive an orientation and briefing by ULI staff and local experts. The tour will last about four hours, during which time you may ask specific questions about the site and the finalist round of competition. If feasible, it will end with a tour of the presentation venue. Additional team members, including faculty and professional advisers are encouraged to attend, but at their own expense.

FINAL PRESENTATION

ULI will pay travel expenses for all student members of each finalist team to go to Denver for the final presentation to the jury. Faculty and professional advisers are encouraged to attend, but must do so at their own expense. Payment for travel will be a combination of prepayment and reimbursement.

PROPOSAL TITLE AND SUMMARY

Each team will provide a one-line title (for ease of reference) and a 150-word summary of its proposal (to be used in the program for the presentation). They must be emailed in final form to <udcompetition@uli.org> by 5:00 p.m. Eastern, Friday, March 20, 2009. The statement must be in Microsoft Word format. If the word count is exceeded, ULI reserves the right to edit the summary. Failure to submit this summary by the established deadline will result in mandatory demerits in the jury's deliberation.

SUBMISSION REQUIREMENTS AND FORMAT

Due on Friday, March 20, transmitted by email to udcompetition@uli.org:

1. 150-word summary, described above.

Due on Wednesday, April 1, at the time of the rehearsal before a mock jury:

2. Original competition submittal (7 boards, not including the financial summary board) increased in size (75% to 100% increase over originally submitted

- 11"x17" size). They may be adjoined as one, two, or three boards, keeping in mind that you will be traveling to Denver with them.
3. Four boards at 30" x 40" each. As in the earlier competition phase, you may adjoin boards in any configuration, keeping in mind that they will be propped up loosely on easels and not affixed to a wall during the public presentation.
 4. PowerPoint slides, as described above.

Due on Thursday, April 2, at the time of arrival at the final presentation venue:

5. 12 copies of 8½" x 11" page(s) with business plan/pro formas for the jury.
6. CD containing two PDF files (one each at press-quality and Web resolutions) of your final proposal, assembled in its final layout; an Excel file of your pro forma; and a PowerPoint file of your presentation aid, as earlier described.

Students are advised to call the airline well before travel day to find out about restrictions for traveling with mounted boards. You can also mount them on site but are advised to make some arrangements beforehand, verifying that a local art store has foam core, etc.

PRIZES

The jury will choose one first-prize winner and three runners-up. The first place team will receive \$50,000. Ten percent of the \$50,000 will be given directly to the sponsoring department of the university. The remaining \$45,000 will be divided evenly among the team members. An additional \$30,000 will be divided equally among the remaining three teams. Payments will be made upon submission of information required by the IRS. ULI doesn't issue any payments until ALL paperwork is completed by the 20 participating students; therefore, students are advised to submit the paperwork before the competition day.

ORDER OF PRESENTATION

The order in which the teams will present their schemes will be determined by drawing numbers at the start of the final presentation. Competing teams that have not presented yet will be isolated during each presentation so as not to be influenced by the jury questions and presentation techniques, etc. Once a team has presented, its members may witness all subsequent presentations.

FINAL REMARK

Restrictions on teams' contact with jury members, landowners, community associations, and developers, nonprofit, and public agencies involved in the neighborhood, and on the participation of advisers on team presentations, as specified in the Competition Brief of January 19, 2009, apply to this finalist phase of the competition.