

ULI Gerald D. Hines
Urban Design Competition
Downtown East Minneapolis
2013 Finalist Brief

The Finalist Stage

The four finalist teams will have the opportunity to revise their original schemes and complete additional work related to the development site as defined in the competition stage brief. The challenge and the process and required format for the final presentation are outlined below.

The Finalist Challenge

The competition jury chose the four finalist teams for their overall excellence in:

- Understanding and analyzing the site and its relationship to downtown Minneapolis and surrounding areas;
- Formulating innovative and feasible design and development frameworks;
- Successfully addressing the site's unique adjacencies to the Mississippi River and to the Vikings Stadium;
- Displaying the potential to advance their proposals to a more comprehensive and realistic level; and
- Graphically communicating their proposals.

To capitalize on these positive qualities, the four teams will complete additional work related to the development site. Please note that parts of this brief are unique to your team.

The Problem

The final stage of the competition builds on the analysis that informed your urban planning, design, and development schemes for the first stage of competition, while allowing the opportunity to reflect and expound upon your ideas. You are permitted to create up to three new boards, and there are three essential elements to focus on in this stage:

- Financials -- Carefully examine your pro forma for "realism". For instance, how equity could be attracted, and further details about absorption. In addition, please include details about your full development program as part of your pro forma (including residential units, square footage of public space, and square footage of other product types). You should have market-based data backing up each assumption. Provide specificity on public realm improvements, including construction costs and eventual maintenance
- Sustainability strategy -- Demonstrate a detailed sustainability strategy for your site that is based in fiscal reality.
- Phasing --Strengthen the phasing plan for your development, ensuring that (1) the relationship between the phasing scheme and real estate market dynamics makes sense; (2) phase one is the catalyst for the entire development, is scaled appropriately, and is feasible in the current economy; (3) any proposed open space is included and clearly delineated; and (4) a sense of place is created and reinforced through each phase.

As in the previous competition stage, keep in mind that your general goal is to present the jury with a transformative plan for the site that is cohesive, nuanced, and clear. All teams should reread the original competition stage 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, and especially the three elements listed above.

Specific Improvements to Competition Stage Proposals

After submitting your competition stage proposal, your team has probably pondered potential improvements to its entry. Each team will receive a financial feedback worksheet and a land use, design, and development plan feedback worksheet. You have all produced strong submissions; your feedback worksheets and finalist-specific jury comments will offer some insight as to what you might alter. You can also view the other finalist teams' competition stage submissions online as well as the winners from previous years.

The following issues are more specific than the previous challenges, and should be addressed as part of your competitions stage proposal:

- Provide more specificity on the structuring of equity and debt.
- Reconsider or provide justification for the street closures you propose
- Provide a section view of 5th Avenue as it would function in your proposal
- What does the pedestrian plaza look like towards the stadium?
- Show how your early phases have market viability given their construction type.
- Consider the amount of office you provide and its relationship to market realities
- Make sure that the massing and heights of your proposed development are clearly expressed and easily understood, and address building typologies.
- Match images with the plan. Renderings and other illustrations should have a clear correlation to your site plan.
- Identify the locations of market-rate housing and affordable housing in your plan. Make sure the jury understands how many units of each will be developed and where.
- Identify the locations and square footages of the open space in your plan, as well as potential programming for those spaces. Make sure the jury understands how your proposed open space connects to existing open space and places.
- How does your proposal address internal vehicular circulation, through-traffic, and connections to the existing city grid?
- Be prepared to answer specific questions about your development program, performance, structure, cost, and environmental impacts, etc., at the building, site, and district scales.
- Use APA Activity-Based Classification graphic standards on land use maps.
- There are no excuses for misspellings on presentation materials in the Finalist stage.

Presentation of Solution

Unlike the first stage, which was judged anonymously, the final stage takes place in person. Each team will 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 competition stage 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.

Teams are permitted to create up to four additional boards for the finalist stage. These will be displayed along with your three original boards from the competition stage. Please use the following guidelines for size, etc.:

- The original three boards mounted so that they can be displayed on easels.
- The finalist stage boards should be displayed on three 24"x 36" boards, as in the first stage of the competition, also mounted. 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 10 to 15 feet. 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 before your presentation.

Although we 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 and selected details from the presentation boards. It is recommended that teams use the slides allotted for detail to address the specific tasks outlined in this brief. Teams will use a remote to control the PowerPoint presentation. You are not required to use PowerPoint. If you choose to, you must abide by the following rules:

- Each team is limited to seven slides that must follow this general outline:
 - Slide 1. University name, team member names (including faculty and professional advisers), team number, and project title
 - Slide 2. Financials
 - Slide 3. Financials
 - Slide 4. Projection of a detailed area
 - Slide 5. More detail
 - Slide 6. More detail
 - Slide 7. More detail
- PowerPoint slides may not be animated
- Slides 4 -7 that display details can only contain images already displayed on your primary boards. In other words, you are not permitted to create new images exclusively for the PowerPoint.

Each team will be asked to review their original scheme in a narrative format that covers their regional and local analyses, master plan and transformative vision for the site, financials, phased development plan, etc. During the allotted 25 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-five minutes (strict presentation limit) to present the complete development proposal as submitted for both portions of the competition.
- Twenty minutes Q&A from jury. Be prepared to answer detailed questions about your design scheme, development plan, 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 45-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 that do not follow this requirement will be disqualified.

Teams are required to participate in a rehearsal of their presentations to meet time limitations and basic levels of professionalism. On Wednesday April 10, the day before the final presentation, the teams will be scheduled to present their scheme to a mock jury of local design and development professionals and ULI staff. 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- Friday, March 15

ULI will pay travel expenses for one member of each finalist team to go to Minneapolis on Friday, March 15, 2012 and tour the study area as well as receive an orientation and briefing. The tour will last several hours, during which time you may ask specific questions about the site and the finalist round of competition. Additional team members, including faculty and professional advisers are welcome to attend, but at their own expense.

Proposal Title and Summary- Wednesday April 3

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 e-mailed in final form to udcompetition@uli.org by 5:00 p.m. Eastern, Wednesday, April 3, 2013. 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 ULI staff writing the summary and thus perhaps not representing your material in a way you'd like.

Final Presentation- Wednesday, April 10 and Thursday April 11

ULI will pay travel expenses for all student members of each finalist team to go to Minneapolis for the final presentation to the jury. All teams must be in Houston the afternoon of Thursday, April 5, and must participate in a dress rehearsal presentation in front of a mock jury made up of local experts. The event will be over approximately 4 pm on April 11.

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.

Submission Requirements and Format

Due on Wednesday , April 3, transmitted by e-mail to udcompetition@uli.org:

1. 150-word summary, described above.

Due on Thursday April 5, at the time of the rehearsal before a mock jury:

1. Original competition submittal, mounted

2. Three mounted boards at 24" x 36" 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.
3. PowerPoint slides, as described above.

Due on Friday April 6, at the time of arrival at the final presentation venue:

4. 14 copies of 8½"×11" page(s) plus the 11"×17" 'Summary of Financial Data' document for the jury.
5. CD containing two PDF files (one each at press-quality and Web resolutions) of your final proposal, assembled in its final layout; your pro forma and the sheet of additional financial information if you choose to submit; and a PowerPoint file of your presentation aid, as earlier described.

If your team makes adjustments to your presentation boards in Minneapolis, please be sure that you are able to create a CD of the material onsite.

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.

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. While each team presents, the three teams that are not presenting and their advisers will not be in the room so they do not have an unfair advantage by being able to hear the jury questions in advance.

Questions

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 stage brief, apply to this finalist stage of the competition. Please e-mail any questions to: udcompetition@uli.org.