The 2016

BETTER PHILADELPHIA CHALLENGE

10th Anniversary

Philadelphia Center for Architecture

First Prize: $5,000 x2!

Register for FREE:
Now - October 01, 2015
www.EdBacon.org

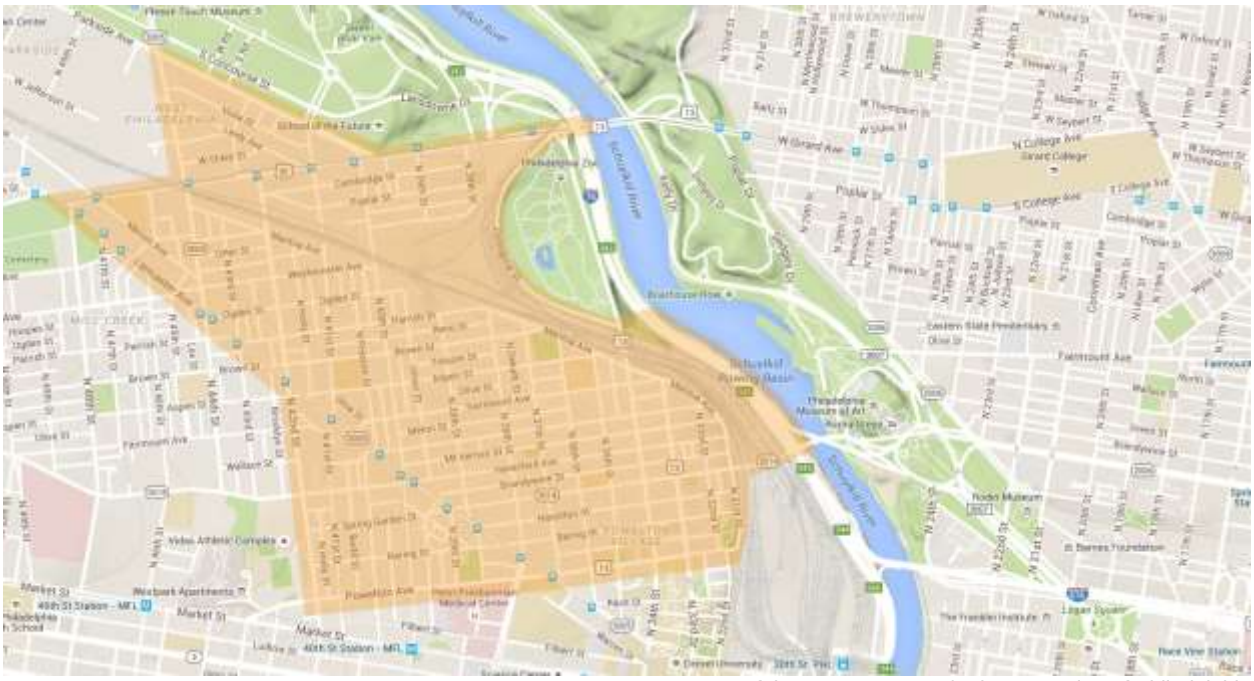
Competition Dates:
October 02-23, 2015

Submission Deadline:
October 23, 2015

Entry Fees (per entry, upon submission):
$25 | student team
$50 | professional / recent graduate team

Awards Ceremony:
February 2016 (tentative)

Designing Healthy Neighborhoods: Mantua/Belmont



A map of the greater Mantua/Belmont section of Philadelphia

Celebrating 10 years with $10,000 in prizes! In celebration of the 10th anniversary of this competition, we are doubling the size by opening it up to professionals and recent graduates for the first time. Twice the number of entrants, twice the prizes! College student and professional/recent graduate entries will be judged separately, with a $5,000 First Prize for each. **Organize a team today!**

The greater Mantua/Belmont neighborhood of Philadelphia was chosen as one of President Obama's first "Promise Zones" for economic development – one of only five in the country. This neighborhood is bordered by some of Philadelphia's largest institutions (the University of Pennsylvania, Drexel University, the Philadelphia Zoo, and Fairmount Park), as well as by large industrial sites (most notably the AMTRAK rail yards). **As part of this neighborhood's development, what physical design interventions could encourage healthy and active lifestyles, thereby improving public health among residents?**

THE CHALLENGE

You are challenged to imagine a healthy future for the greater Belmont/Mantua neighborhood of Philadelphia, which is located just West of Center City Philadelphia and surrounded by large educational organizations and industrial sites (**Official Competition Site Boundaries**). As you develop your visionary proposal, you should be sure to address the following topics:

Health + Activity
What types of health and activity concerns will your proposal address: obesity, mental health, violence, food access, asthma, a combination of these or other issues? Consider how we could measure the success of your proposal. What could be quantified and how? Are there non-quantifiable benefits that could somehow be captured? By what mechanisms? City of Philadelphia Health Data (can be slow to load)

The Grand Vision
How will you address the overall design of the full competition site? What design philosophies will guide your proposal? Which residents will your plan affect – young, old, parents, students, unemployed, retired? Show us your Master Plan and the timed phasing of how you would implement your proposal! Official Competition Site Boundaries | Lancaster Avenue Revitalization Plan

The Small Scale
How will your plan will impact residents in their daily lives? Show us a detail of your plan - perhaps one or two blocks, a major intersection, or a section of the boundary between the neighborhood and its surroundings to explain the real-life impact of your plan on residents. Show us a day in the life of a few residents, both before and after your interventions! Mantua/Belmont Economic + Social Statistics

Additional Resources for Research:
AIA National's Healthy Communities Report | Mantua Organizations | UPenn's Campus Compact | Drexel's Urban Design + Health Project | Drexel's Dornsife Center for Neighborhood Partnerships | the Mantua Promise Zone

We STRONGLY encourage proposals from diverse teams that include individuals from a variety of fields: architecture, urban planning, design (industrial, graphic, etc.), landscape architecture, public health, economic development, real estate law, or other fields which might bring innovative ideas to your proposal. Proposals from diverse teams have historically done best in this competition.

A $5,000 First Prize will be awarded in each category (student + professional/recent graduate) for a total of $10,000 in prizes!

REQUIREMENTS

The 2016 competition is open to:

- **STUDENTS** of **all disciplines** and academic levels (except PhD candidates – see Professionals section below) who are matriculating at a college or university for the duration of the competition (October 02 - 23, 2015). Student teams may include students from one school or from several schools, but all team members must be current matriculating students.
- **PROFESSIONALS + RECENT GRADUATES** in **any field** (not just urban planning + design). This category is also open to active PhD candidates. Professional teams may include professionals and PhD candidates from one company/school or from multiple companies/schools.

Entries may be submitted by individuals or by teams of any size, as long as members of each team are either all matriculating students or all professionals/PhD candidates (student and professional entries will be judged separately).

Entrants MUST electronically submit one (1) presentation board which measures 80" wide x 40" tall (203cm x 101.5cm) as a PDF document, optimized for web viewing (smallest file size possible). Turn off the "preserve layers" option when saving. Boards may be designed in full color or monochrome.

Your board **MUST** include:

- **Project Title** (title font must be *at least* 1.5" (4 cm) in height – suggested: Ariel font at 150pt)
- **Defining Image** which provides an overview of your vision for the competition site. This image is meant to help people unfamiliar with your project gain a quick understanding of your design solution. This image could be a beautiful site plan, a computer rendering, a fun sketch, a funky collage, an infographic – anything that best summarizes your vision. This image can be of the entire site, a section of the site, elements within the site, or represent abstract ideas about your solution. We want you to be creative with this image; just remember its purpose is to explain your vision succinctly. This image should be the first thing people notice about your competition board, so make sure its big enough, bold enough, and is placed conspicuously - it could even take up the majority of your presentation board.
- **Renderings, diagrams, maps, and/or plans** which explain your treatment of:
    a) **Health + Activity** | What types of health and activity concerns will your proposal address: obesity, mental health, violence, food access, asthma, a combination of these or other issues? Consider how we could measure the success of your proposal. What could be quantified and how? Are there non-quantifiable benefits that could somehow be captured? By what mechanisms?
    b) **The Grand Vision** | How will you address the overall design of the full competition site? What design philosophies will guide your proposal? Which residents will your plan affect – young, old, parents, students, unemployed, retired? Show us your Master Plan and the timed phasing of how you would implement your proposal!
    c) **The Small Scale** | How will your plan will impact residents in their daily lives? Show us a detail of your plan - perhaps one or two blocks, a major intersection, or a section of the boundary between the neighborhood and its surroundings to explain the real-life impact of your plan on residents. Show us a day in the life of a few residents, both before and after your interventions!

Your board **MAY** include:

- **Any graphical elements** necessary to convey your proposal, including drawings, photographs, charts, graphs, logos, renderings, etc.
- **Text to help describe your proposal and graphical elements.** All text on your board must be *at least* 3/16" (½ cm) in height (suggested: Ariel font @ 18pt).

Entrants MUST also electronically submit one (1) 10-slide PowerPoint (.pptx) presentation. The purpose of this slide show is to help tell the story of your proposal and will also become the basis of your public presentation at the awards ceremony, should your team win.

- Slide shows must consist of exactly 10 slides
- The first slide in the presentation should consist of:
    - The title of your project in bold letters in the center of the slide
    - Your Defining Image as the background, sized to fill the frame (it is okay to crop edges off your image to make it fill the frame). You may want to fade this image out slightly so that you project title is easier to read.
    - No additional text or images
- Content for the remaining 9 slides must be taken directly from your Presentation Board. Each slide should consist of:
    - One main image or graphic (a set of graphs or charts is fine, as long as they are each large enough to read or understand). Images used on slides should be low-resolution (72 dpi), to help keep the overall file size small
    - Optional: one sentence of text OR up to three short bullet points per slide (keep it brief!). Make sure all text on the slide is large enough to read when viewed in presentation mode. Less text is better.
- Your presentation should also include 20-seconds worth of talking points in the "notes" section for each slide (these are visible to the presenter of the slide show, but not visible on the slide itself). These can be formatted as a paragraph or as bullet points, but should help the judges understand what you are trying to explain with the slide. These notes will also be used as roll-over text for your slides if you win and they are featured on our website.
- Take care to organize your slides in the order which best tells the story of your proposal and lead viewers through your concept in a logical order.
- Your slide show should **NOT** include any transition animations between slides, nor should it include any timing (jurors need to be able to flip back and forth through slides during the judging process)

Your Presentation Board, Project Title, and Slide Show (including notes) MUST NOT include any personally identifying information including:

- Team members' name(s)
- Teachers' name(s)
- School or company name(s)
- School or company logo(s)

Judges must be able to review your entry anonymously – any information on your submission materials that allows judges to identify you, your team, your school, your company, or your teachers will disqualify your entry.

SUBMISSION

- Entries must be submitted online via: **PhiladelphiaCFA.submittable.com**
- Entries MUST be received by **11:59pm EDT on Friday, October 23, 2015** (03:59 GMT, Saturday, October 24, 2014). Begin submitting your entry well before the cutoff in case you run into any network or payment issues!
- **Entry fee** ($25 student entry | $50 professional entry) to be paid online by credit card via submission website at time of file upload.
- Project Boards must be submitted as PDF files, optimized for "Web" viewing (smallest file size possible), with "Preserve Layers" turned OFF.
- Project Board PDFs and slide show files must be named using the following standard: **YourProjectTitle.ext** (no spaces between words - each word beginning with a capital letter)
    - example: *OurVisionForPhilly.pdf* and *OurVisionForPhilly.pptx*
- **You may add, remove, or change team members at any time up until you submit your entry**. Simply include information about all your final team members in the "Team Members" section of the online entry form when you submit your final entry.

JUDGING

This year's jurors include:

- **Elinor Bacon**, President | E.R. Bacon Development
- **Peter Lloyd Jones**, Founder and Director | MEDStudio @ Jefferson University
- **Jose Allemagne**, Principal | Andropogon Associates
- **De'Wayne Drummond**, President | Mantua Community Association

Additional jurors may be added at a later date.

Submissions will be judged on the following criteria:

1. Adherence to the requirements as described above
2. The overall ability of your team to create and communicate a cohesive vision for the project site that answers the following question: **As part of the greater Mantua/Belmont neighborhoods' ongoing development, what physical design interventions could encourage healthy and active lifestyles, thereby improving public health among residents?**
3. The ability of your proposal to articulate and address the needs of the community and the site in the short-term (by the year 2020) and mid-term (by the year 2040)
4. The quality of your visual information, especially your ability to cleanly and effectively communicate your ideas using images, graphics, and slides
5. While we do not expect you to have a complete understanding of the financial implications of your design proposals, the more you can attach somewhat realistic cost estimates to phases of development the more favorably the jurors will review your submission

   Note: Submissions which contain visions larger than just the assigned competition topic have historically been better received by our jurors.

The jurors' decision will be final.

AWARDS

Award winners will be publicly announced in December 2015, once the judging process is complete. First prize in each category (student + professional) is $5,000. Additional honorary (non-monetary) prizes may be awarded at the judges' discretion. All award winning teams will be reimbursed up to $1,000 USD total towards travel and lodging costs to attend the awards ceremony if they are located outside the Greater Philadelphia region.

The awards ceremony in Philadelphia honoring the winners is tentatively planned to be held in February 2016 (exact date and time to be determined), and will also feature a talk by the 2016 Edmund N. Bacon Prize winner, who will also be announced in December 2015.

Winning entries will be printed, mounted, and exhibited at the awards ceremony. They might also be exhibited at the Philadelphia Center for Architecture for 4-6 weeks during the summer of 2016. Winning entries may additionally be displayed at other locations around Philadelphia or the world and will be available for viewing on the Philadelphia Center for Architecture's website.

QUESTIONS

Administrative questions about the competition can be directed to David Bender, Associate Director, at **david@aiaphila.org**.

ADDITIONAL RESOURCES

You may find it valuable to review **winning entries from past Better Philadelphia Challenges** on our website. (Or **click here to download the 2015 winning entry boards + slide shows**)

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About the Better Philadelphia Challenge

Founded in 2006 in memory of Philadelphia's iconic 20th century city planner, Ed Bacon [1910-2005], this annual competition challenges university-level students (undergraduate, graduate, and PhD students) and design professionals from around the world to address real-world urban design issues in Philadelphia that have application not only to our city, but to urban centers around the globe. This challenge is organized by the Ed Bacon Memorial Committee at the Philadelphia Center for Architecture.

About the Edmund N. Bacon Prize

Bestowed annually on an accomplished figure who has made outstanding contributions to urban planning, development, and design through conviction of vision, effective communication, and commitment to improving their community. This prize is presented at the same awards ceremony which honors the design challenge winners and features a keynote address by its recipient.

About Edmund N. Bacon

Philadelphia's most iconic city planner, Ed Bacon [1910-2005] was Executive Director of Philadelphia's City Planning Commission from 1949-1970 and is the only city planner to ever grace the cover of Time Magazine. His impact on Philadelphia's urban environment began with his epic 1947 **A Better Philadelphia** exhibition, which drew nearly 400,000 people over five weeks to its visionary displays covering two floors of Gimbel's Department Store.

About the Philadelphia Center for Architecture

Founded in 2003 by the Philadelphia Chapter of the American Institute of Architects, the Center seeks to educate the public about architecture, urban planning, and design and to explore how those things impact us in our everyday lives. The Center offers walking tours, exhibitions, talks, workshops, competitions, festivals, and children's programming and also serves as the physical home to AIA Philadelphia, the AIA Bookstore, and the Community Design Collaborative.