INTRODUCTION

The College of Architecture + Planning community is beginning the academic year with a “charrette” – a short but high-intensity project for starting the semester involving teams of students from the College. We will be challenging student teams to develop a poster associated with the topic of affordable housing which will be reviewed by a team of expert jurors.

The charrette will officially begin Monday August 21, 2017 at 1:30 p.m. at the UMFA auditorium with a Keynote Lecture from Tara Rollings, Executive Director of the Utah Housing Coalition.

Tara Rollings joined the Utah Housing Coalition as their first full time Executive Director in 2005. Tara has been committed to the Coalition for years sitting on their volunteer Executive Committee as Treasurer. Tara moved from New Hampshire with her husband 22 years ago to ski the powder of Utah. She worked at ASSIST Inc. a Community Design Center for 10 years helping low income homeowners with emergency home repairs. Tara has sat on many boards throughout the community and continues her commitment to housing choices for all.

TOPIC BACKGROUND

The need for housing that is affordable to low income households has been steadily growing over the past several decades. The recession of 2007-2009 devastated housing markets across the United States. After continued growth, the rate of homeownership in Salt Lake County has declined from year 2000-2015 by 4% and continues to fall. Factors that have contributed to the increased affordable housing demand in the last decade include: demographic changes, changes in household income and the lack of affordable housing production. The increasing number of refugee and immigrant households over the last three decades accounts for a major share in the demand for rental housing. Demand for rental housing is also increasing as baby-boomers approach retirement and enter the affordable rental market; households aged 45-64 make up one-third of the growth in renters nationally.

Households unable to afford rents face an increasing risk of homelessness. Families make up about 40% of the national homeless population. It is estimated that about 25% of families that were homeless once will become homeless again in the near future. 1 out 10 people facing homelessness rely on family and friends for shelter; 1 out of 10 veterans become homeless; 1 out of 11 formerly incarcerated are homeless; and 1 out of 6 people leaving foster
care is without a home.\textsuperscript{v} The odds of experiencing homelessness for the general population in the course of a year are about 1 out of 200.\textsuperscript{vi} But for those below the poverty line, 1 out of 25 households are homeless.\textsuperscript{vii}

Homelessness is a systemic problem, linked to other personal concerns for the homeless such as adequate education, employment, mental and physical health. Further, homelessness is also related to other social and community concerns such as public safety, tax burden, healthcare costs, and property values. Americans agree that homelessness is a problem that society can aid in solving, however the methods to do so are not unilaterally agreed upon. Utah has progressively initiated a program to house the homeless as a more effective means of support than other public services. Recently, Mayor McAdams of Salt Lake County announced plans for 3 homeless shelters to be built across the Salt Lake Valley to service in need populations in our communities. However, residents in the neighborhoods where these shelters are being planned, have publicly voiced concerns about the adverse affects a homeless shelter may have on their property values and safety. Some have been especially concerned that there has not been more public dialogue about the community concerns with residents and municipal leaders.

Given the pressing need for affordable housing in Utah and the recent public engagement around the question of homeless housing, this year’s College of Architecture + Planning charrette focuses on housing affordability.
AFFORDABLE HOUSING STRATEGIES

The Fall 2017 Charette will focus on the issue of affordable housing for Utah. The hope is that the charrette will foster dialogue, discussion and debate on this pressing need and conflicted approaches to homelessness and housing. Your charge is to raise awareness behind affordable shelter and society by researching, discussing and designing a poster for public dissemination.

• What strategies we could envision for homeless individuals and families? Think of a variety of settings like shelters, transient, temporary, permanent supportive housing, camping, etc.?
• Which populations (homeless, refugees, exconvicts and so on) might need supportive housing, education, clinics and social work?
• Can we accommodate for people with disabilities and for our increasingly aging population?
• How could you address the needs of the refugee and immigrant community?
• Is it possible to have an alternative form of home ownership to the single family home? How about housing cooperatives, land trusts, community controlled planning or enterprise development?
• How evictions and foreclosures could be managed or prevented?
• Can we occupy foreclosed or vacant properties and putting needy families in them?
• Can ADUs, tiny homes or microhousing become full-fledge alternatives?
• What reuse alternatives can we employ (e.i. motels, shopping malls, schools and other buildings into affordable housing)?
• How about an eco-system of development that is based on need—so there is a healthy balance between home ownership, rental development, transportation, green space, urban farming and environmental concerns in our communities?
• If a disaster strikes like an earthquake or a flood, how and where we would house the thousands of people displaced from their homes?
• How about workforce housing for resort workers, artists, teachers, police officers, fireman and others?
• How can we encourage live-work spaces and mixed-use?
• What can we learn from international models?
• Can we learn from organizational models like the United Farm Workers of America, where the staff shared communal living and received a small weekly stipend to live on.
• In many of our communities informality is thriving. For instance, if you drive through alleys in the west side, you will find that garages or basements are being used for housing. How about garage conversions or basements?
• What are ways in which the community might engage existing residents, city planners and municipal leaders, and the homeless to come to resolution on the locations and development of homeless shelter solutions?

**FACULTY ADVISORS** are asked to select their top 3 topics for their student groups or identify their own and indicate as such at the Google Form link below by August 14th, 5:00 pm
https://goo.gl/forms/nKIWUqBc5KZyC2Og2
SCHEDULE

**Note: All college classes are canceled from Noon on Monday, August 21st through 1:30 pm Wednesday, August 23rd.

Monday, August 21, 2017

1:30 pm UMFA Auditorium
- Introduction of the competition
- Keynote: Tara Rawlins, Utah Housing Coalition

2:45 pm Bailey Gallery
- Receive assignments for groups
- Faculty member to sign up for community partner if desired

Tuesday, August 22, 2017

9:00 am Partner Offices
- Meet community partners for interviews, conversations or feedback

Wednesday, August 23, 2017

1:30 pm CANVAS
- Posters are due on CANVAS. Also, submit a survey evaluation of the charrette (voluntary)

5:00 pm Email
- Email sent to faculty for poster 1st round review based on provided rubric

Thursday, August 24, 2017

Noon CANVAS
- Faculty Reviews Due

5:00 pm Bailey Gallery
- Printed poster (30X42 vertically oriented) needs to be pinned up between Wednesday at 1:30 pm and Thursday 5:00 pm

Friday, August 25, 2017

9:00 am Dean’s Conf Room (by invitation only)
- Invited Jury Reviews Faculty Selected Posters for 1st place and 2 honorable mentions

5:00 pm Bailey Gallery
- Ice Cream Awards Event (invite your family)
- All student winners will be awarded a certificate and $25 gift card to the Campus Store.
FORMAT

The 2017 Fall Charrette challenge is to design a poster that frames a problem related to affordable housing in Utah.

1. **Group Assignments:** Each group will be organized vertically (aligned across the years in the program) and horizontally (grouped by disciplines in the college). Each group will be assigned an instructor/advisor from the faculty along with a poster number. Group assignments including faculty advisor and students will be posted in the Bailey Gallery immediately following the keynote lecture on Monday the 21st at 2:45 pm. The groups will also be posted to CANVAS.

2. **Faculty Advisors:** Each group will have an assigned topic selected by the faculty advisor. Faculty are required to sign up for their top three topic choices or select their own by August 15th 5:00 pm at: https://goo.gl/forms/nKIWUgBc5KZyC2Oq2

   Faculty advisors are also asked to review posters in the first round before the jury considers the finalists. Faculty advisors will be emailed a link to a website where they can review the finalists and provide a score based on the rubric provided in this brief. The review form can be found at: https://goo.gl/forms/LsdSkzptlcwSoGE2

   Full time faculty are expected to participate. If you have a conflict please contact Ryan Smith by August 14 at Noon rsmith@arch.utah.edu. Also, part-time or adjunct faculty are not required to participate as advisors, however you are encouraged to do so. Please indicate your willingness to be a faculty advisor on the survey: https://goo.gl/forms/kYAbS552ZrQY0c4w1

   Faculty advisors are encouraged to support student groups with their topic by facilitating discussion and foster deliberation and collaboration among student group members to form their thoughts and ideas independently. Faculty advisors are to foster a collegial environment with open communication. The faculty advisor should be available for student group consultation over the duration of the charrette. Faculty advisors are responsible to keep student groups on topic and schedule by encouraging teams to establish clear roles and responsibilities, create a schedule of activities including production of the poster.

3. **Poster Requirements:** Each group will produce a poster digitally at 30”X42” oriented vertically and include the group assigned number on the front of the poster in the lower right hand corner at 20 pt font or larger. Upload the poster as a PDF to the charrette CANVAS site by Wednesday, August 23rd 1:30 pm. Pin up a printed version of the poster in the Bailey Gallery by 5:00 pm on Thursday, August 24th. Students are encouraged to fill out a voluntary evaluation of the charrette.

4. **Students:** All students are encouraged to participate. Design Foundations and Planning students have courses outside of the college and therefore need to indicate their intention to participate in the charrette by August 14th Noon at https://goo.gl/forms/7zab8tnUVny7W3jI2

   **All students are welcome to join the keynote lecture on Monday, August 21st at 1:30 pm and/or the ice cream awards ceremony on Friday, August 25th at 5:00 pm regardless of participation in the charrette poster competition.**

5. **Community Partners:** Although not required, community partner engagement is encouraged. This charrette has secured community partners that work on housing everyday in the Salt Lake Valley. Most community partners will be available to meet and discuss housing issues on Tuesday, August 22nd at 9:00 am at their offices. A few community partners have indicated other times, this will be indicated in the sign up sheet. You may sign up to meet a community partner after the keynote lecture on Monday, August 21st when you receive your group and faculty advisor assignments.
QUALIFICATION FOR ENTRY

1. Poster size must be 30”X42” oriented vertically.
2. Poster must include a title.
3. The poster must include the group assigned number on the front of the poster in the lower right hand corner at 20 pt font or larger.
4. Poster should NOT have student names or faculty advisor name.
5. Submissions must credit any content that is non-original work including pictures, statistics, etc.
6. Submissions must be non-offensive, non-discriminatory, and appropriate for a general audience.
7. Entries must include a submission form which would be found in canvas and here: https://goo.gl/forms/Y9OP8eNBeSuuZ1Us2
8. Submissions must include consent forms if individuals were interviewed or photographed. A photo release will be available in canvas and also here: https://tinyurl.com/y7juqjqw
9. Submit voluntary student evaluation. Evaluation form will be emailed and can also be found in canvas or here: https://goo.gl/forms/1RrgK0Vg3WGgwBfh1
10. Each group must print and pin up their poster in the Bailey Gallery by 5:00 pm on Thursday, August 24, 2017.

Any submissions that do not meet all of the above criteria with the exception of #9 will be disqualified. The poster will be submitted in canvas along with the submission and evaluation forms.

REVIEW & AWARDS

1. Due to the number of posters that will be considered, the faculty will review the first round of submissions. Each faculty member will be assigned a set of posters by 5:00 pm on Wednesday, August 23rd. Faculty are asked to finish their reviews of posters based on the rubric that will be provided by Noon on Thursday, August 24th. Evaluation form is here: https://goo.gl/forms/LsdSkzpCqwS0GE2
2. The evaluations from the faculty will be processed to identify the top 10 posters that will be presented to the jury that will convene on Friday, August 25th in the morning to select the winners.
3. The jury is made of community members that work in the housing sector. The jury will award 3 prizes – a first place and 2 honorable mentions. Groups awarded will receive a gift card to the Campus Store.

AWARDS CELEBRATION

Save-the-date: Friday, August 25th 5:00 pm

The college will host a celebration at 5:00 pm on Friday, August 25th in the Bailey Gallery. All the posters will be pinned up in the gallery and we will celebrate with the announcement of award winners and ice cream. Invite your loved ones.
RUBRIC

Posters should be evaluated based on the following metrics:

1. Clarity of communication – Is the topic and purpose clearly identified? Is the writing clear, specific, effectively worded? Are the ideas accessible and easy to grasp for people of different disciplines or backgrounds?

2. Organization – Was this poster well-planned? Is the layout easy to follow? Do headings and images help you navigate the poster?

3. Understanding – Does the poster shows that its authors have an informed understanding of the issue at hand? Are the conceptual framework, design, methods, and analyses adequately developed, well-integrated, well-reasoned, and appropriate to the aims of the project?

4. Research – Does the poster include information, data or evidence from research on scholarly sources on the content area to help the analysis?

5. Significance – Does this study address an important problem? What is the significance of the project to the professions and the community at large?

6. Innovation – Does the project challenge existing paradigms? Does the project develop or employ novel concepts, approaches, methodologies, tools, or technologies for this area?

7. Potential for public impact – Is the information valuable to the public? Is the poster memorable? Would you share it with your friends or post it on your wall?

8. Community inclusion, engagement, and impact – Does the poster shows that the group made an effort to include the views, ideas or input of an specific stakeholder? Does the poster conveys personal experiences and thoughtful observations that required them to engaged with others in the community? Can this poster benefit a specific community group?

9. Empathy – Does the student group shows empathy for those in need of affordable housing? Does the imagery, writing or other elements evoke an emotional or visceral response from the audience? Does the poster helps the audience to develop empathy?

10. Visual imagery – Is the poster aesthetically appealing due to the use of visual elements, colors, graphics, titles, text, etc.? Are the images and text balanced? Does the visual elements coincide with the message? Are the images well-labeled and of high resolution?

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\( i \) U.S. Decennial Census and American Community Survey 1- years estimates 2015 https://factfinder.census.gov/

\( ii \) 2010 State of the Nation’s Housing. http://www.jchs.harvard.edu/research/publications/state-nations-housing-2010


\( v \) Ibid.

\( vi \) Ibid.

\( vii \) Ibid.