

ANNOUNCEMENT

The Villa Challenge: Redesigning Space to Support Aging In Place

[Elder Care Alliance](#) (ECA) announces a team challenge to help us re-imagine several unused spaces at the iconic Villa at San Mateo property. [The Villa at San Mateo](#) is located at 4000 S. El Camino Real in San Mateo, CA and operates today as an active apartment community for adults over 55. The iconic mid-century modern architecture reflects the building's former life as a hotel and major entertainment venue in the area. The property includes several small retail businesses and a restaurant.

The subject spaces included in The Villa Challenge at one time were parts of a culinary, banquet and entertainment venue that peaked in popularity in the 1950s. These spaces sit waiting for a very special return to productive use.

Teams of interested parties are encouraged to bring boundary-breaking creativity to their proposals. Top finalist teams will have an opportunity to present to the ECA Board in September 2018. The winning project team will receive a cash prize of \$1000 and will be featured on ECA social media during the month of October.

Fine Print: the ECA Board may opt not to deploy the selected plan and ECA will retain all ownership rights (including intellectual property rights) over the ideas in all submitted plans.



Announcement **April 16**

Team formation entries due **May 15**

Eligible teams notified **May 18**

Initial written submissions due **June 15**

Advancing teams announced **July 8**

Advancing teams tour **July 15-31**

Second round presentations **August 16**

Top teams present to the Board **Sept. 25**

Description of the Spaces

- This competition concerns three separate spaces on the property. Teams are encouraged to design plans for all three spaces and will be awarded more points for doing so. However, if a team chooses to design the repurposing of just one or two of the spaces, those proposals will be reviewed.
- Area A: A ground-level shelled-out former commercial kitchen adjacent to an in-use banquet room. Approx. 1K sq ft.
- Area B: A below-ground shelled-out former commercial kitchen. Approx. 1K sq ft.
- Area C: A below-ground bar/lounge and adjacent three banquet rooms. Some lighting and fixtures remain. Approx. 3K sq ft.

Competition Process

- Eligible teams will have several months to prepare a proposal to include:
 - Programming that furthers the ECA Mission and values and is in compliance with local, state and federal laws.
 - Programming is not required to include care and services for older adults.
 - But ... some element of the proposal must be demonstrated to advance inclusion of older adults.
 - And ... the project must be complementary to the

residential living environment of The Villa.

- The proposal must be judged to be feasible to construct with existing materials and technologies.
 - Plans must also include a five-year pro forma illustrating a positive ROI or an extraordinary community benefit contribution equivalent to a positive ROI
- Initial written plans will be submitted via a short online form
 - Second-round presentations will be 30 minutes in length and must be accompanied by a written submission of no more than fifty (50) 8.5x11 double-sided pages at 14 point font.
 - In lieu of a Powerpoint or Prezi show, the Steering Committee will accept presentations in the form of film (no longer than 30 minutes in length) or visual art installations provided that they feature the required details and can be narrated by a team member within the 30 minute time window.
 - All second-round presenters must include in their written submission an Appendix with certain standard content concerning the projected financial performance of the project. Details to be provided for advancing teams by July 8.

Packet Materials

- Eligible teams will receive a packet with:
 - Floor plans & site map
 - Other use limitations
 - Information about the building & neighborhood
 - Disclosures of abatement needs
 - Financial constraints
 - Summary of judging criteria

Ready to Submit Your Team?

- Teams should complete the interest form on the ECA website at www.eldercarealliance.org/thevillachallenge

To Be Eligible...

- The minimum number of team members is two. There are no other limits on team size. At least one team member must not be an employee of Elder Care Alliance
- Team members can reside anywhere in the world as long as at least one person is a US resident and can present in person on August 16 and September 25.
- Teams will submit their qualifications May 15. Teams approved to participate will be notified on May 18.
- Yes, teams may submit more than one entry.