



2025 Shenandoah Housing Design Challenge

Innovative Housing Solutions for a Thriving Community

August 27th, 2025



Grants to make communities livable for people of all ages
aarp.org/CommunityChallenge



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Agenda

- Overview
- What are ADU's?
- What is your Participation?
- AARP Competition Guidelines
- Conclusion



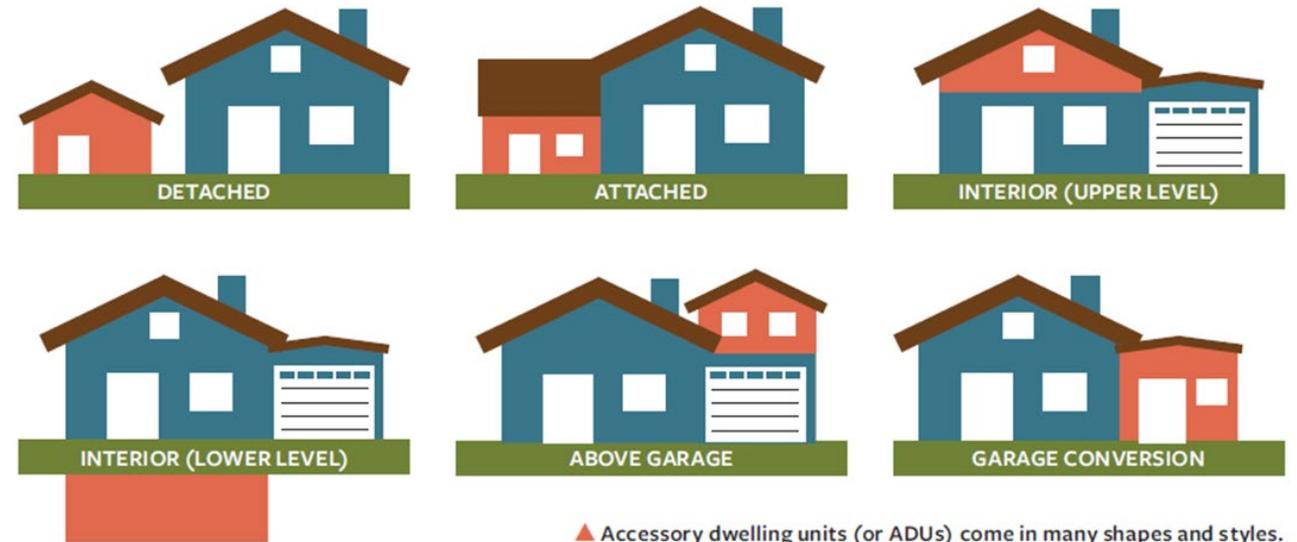
Overview

- Housing Shortage in Shenandoah County
 - Higher housing prices
 - Low vacancy rent rates
 - Scarce Aging-in-place housing
- Optional Solution: Accessory Dwelling Units
- Discussing AARP ADU Housing Design Competition



What are Accessory Dwelling Units (ADU's)?

- Small house or apartment that exists on the same property lot as a single-family residence
- Can fit within the built environment
- Generally smaller in size/prominence
- Could be in any shape or styles
- Supportive of Aging-in-place and could provide additional income
- All the basic facilities for day-to-day living



Known Benefits



Downsizing



Community



Environmental



Aging-in-place



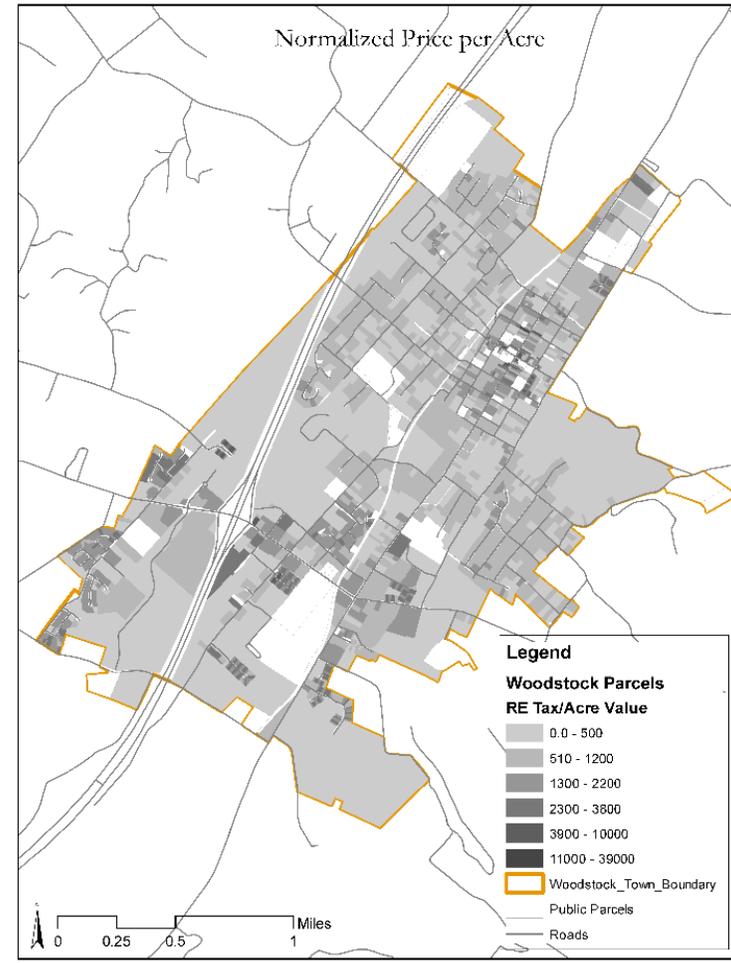
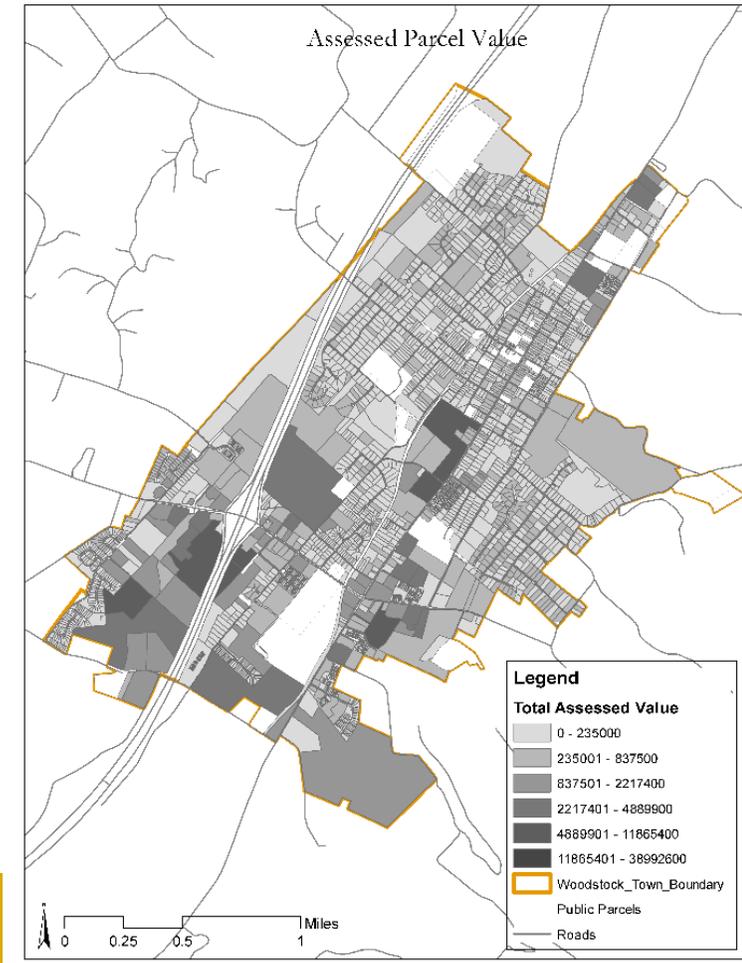
Housing Friends & Relatives



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Known Benefits – Value?

Property Value vs. Value per Acre

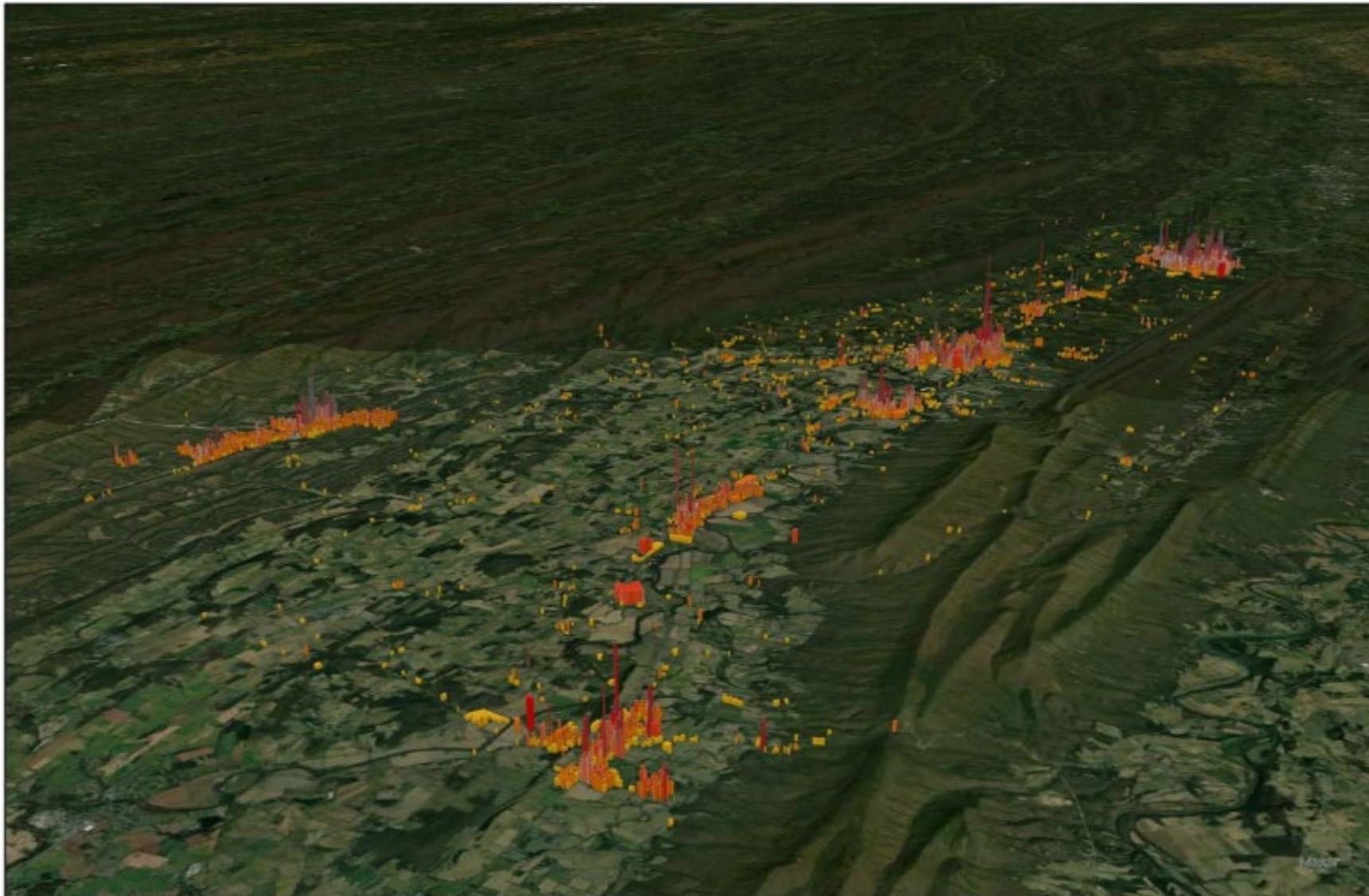


Known Benefits – Value?

Property Value vs. Value per Acre

Walmart Downtown Comparison			
Area 1			
WalMart Parcel		Downtown	
Number of Parcels	1	Number of Contributing Parcels	82
Total Acres	22.152	Taxable Acres	13.755
Parcel Value	\$ 8,673,100.00	Parcel Value	\$ 12,758,300.00
Parcel Tax Value	\$ 13,876.96	Parcel Tax Value	\$ 20,413.28
Parcel Tax Value/Acre	\$ 626.44	Parcel Tax Value/Acre	\$ 2,029.18
		Total Number of Parcels	100
		Total Acres	26.673
		Total Parcel Value	\$ 22,306,200.00
		Tax Exempt Number of Parcels	18
		Tax Exempt Acreage	12.9183

Where is the best investment?



Value Per Acre Analysis

Source: Shenandoah County GIS

Author: Tyler Hinkle

Date: 8/23/2022



Value Per Acre Analysis

Value Per Acre Adjusted For 3d



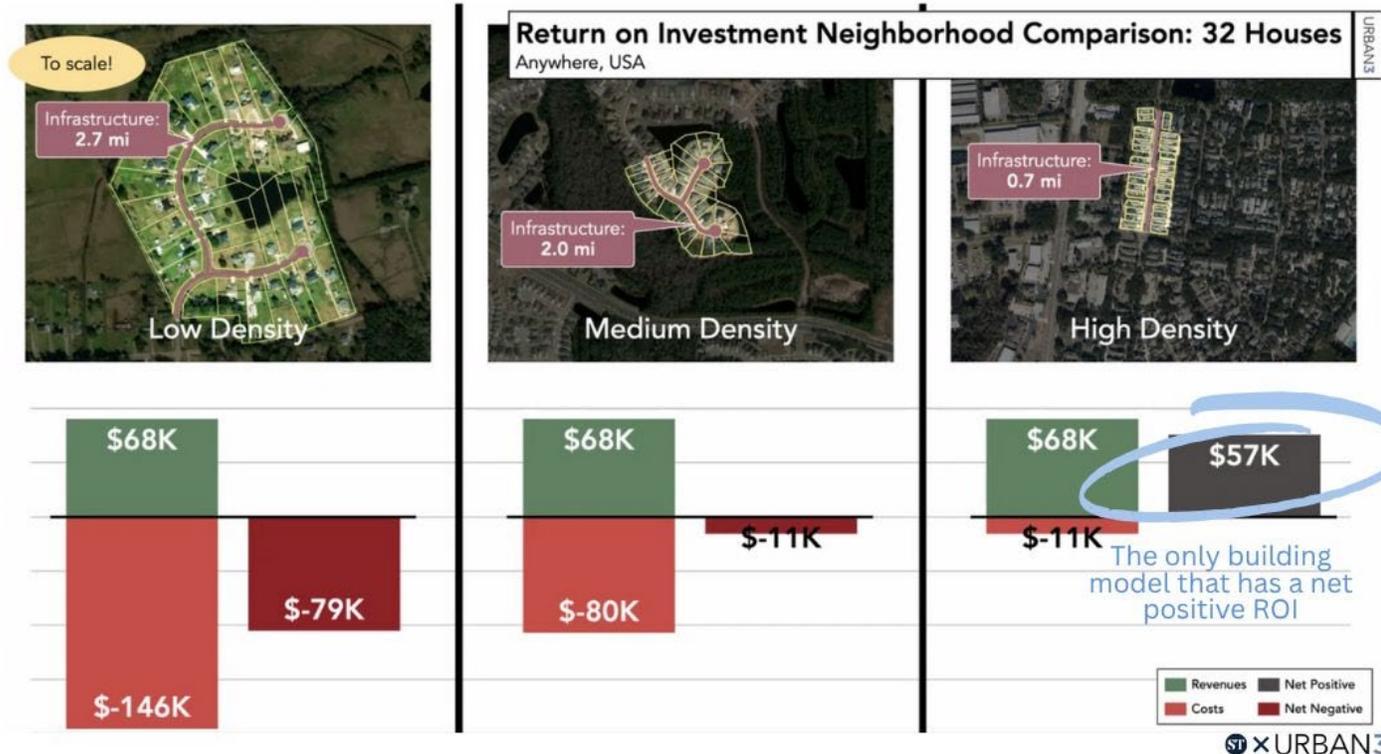
Note: This map displays the taxable value of land per acre, which shows that the highest tax revenue land is within the downtowns of each Town, revealing that downtown is the best place for future private investment to take place. While the outskirts of towns have moderate values, they pale in comparison to the value of Downtown..

Known Benefits

Why does density matter if the revenue generated is the same? 🤔



The full picture:



What is your Participation?

- Showcasing your home as a case study selection for ADU design
- Interest of an ADU on your property for?
- ADU Design Competition



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Example on Monadnock Region ADU Design Challenge



Karen
Fitzwilliam, NH

An addition onto the primary home



The Story

"I live alone and have no relatives closer than an hour and a half. I am retired, work part time as a substitute teacher, and do everything myself. It would be nice to have another person/two nearby in case of an emergency. I have plans to add on a garage & breezeway – an apartment above for income and someone here in case of an emergency would be helpful – but with current costs of building, I simply cannot afford it."

The purpose of the ADU is...

Housing for one or two people.

Housing for long term tenants.

Housing for workers.

The homeowner will live in the primary dwelling once the ADU is built.

Information from the homeowners

The property is rural with a large frontage, open space around the house, and woods to the rear.

Driveway in front of the house is the historic passageway of the "Great Road" and should be preserved. Property also has various stone walls.

The primary dwelling is 235 years old. It is not connected to either municipal water or sewer. The addition will be built onto this structure.

The house is a front-entry Federal period Cape style home. Four rooms on the first floor, a center staircase, two bedrooms and a bath on the second floor. Two chimneys and six fireplaces.

Site specifics: the right-side entrance to the primary dwelling currently opens onto a more recently built deck. This deck should be removed to make room for the ADU and to better reflect the Federal style architecture.

The new (2023) septic system is to the rear of the house with the septic tank at the back of the fenced area behind the house. The leach fields are farther back in the yard, past the fenced area. The well (2022) is to the right of the house past the deck and parking area. This is the newest of two other wells (one within the fenced yard and one possibly located under the deck).

Required features: attached to the house, small room with heated tile floor, and a garage with the ADU.

Aesthetic requests: maintain the Federal cape style, "Great Road" passageway, and stone walls. Accommodate future solar panels.

Additional Photos

Front face of house



View of house from road



View of left side of house from road



View of driveway area

ADU Housing Design Competition

- Create conversation amongst interested homeowners
- Real homeowners' property and participants produce design concepts
- Cash prize and website publishing for participants



Photo Credits: Monadnock Region ADU Design Competition

ADU Housing Design Concepts

Requirements

- Perspective Rendering
- Site Plan
- ADU Floor plan
- Building Elevation

PRAIRIE ADDITION
 CHAPMAN ROAD
 KEENE, NH

NESTLED JUST OUTSIDE DOWNTOWN KEENE, THIS NEW 800-SQUARE FOOT ADDITION OFFERS A SERENE, ONE-STORY GREEN OASIS DESIGNED FOR TWO. THE THOUGHTFUL LAYOUT CREATES A SENSE OF PRIVACY WHILE MAINTAINING SEAMLESS ACCESSIBILITY TO THE EXISTING HOME. AN OPEN FLOOR PLAN FOSTERS A SPACIOUS ATMOSPHERE WITHIN A COMPACT FOOTPRINT, WHILE CAREFULLY ORIENTED WINDOWS MAXIMIZE SOUTHERN EXPOSURE TO BATHE THE SPACE IN NATURAL LIGHT THROUGHOUT THE YEAR. A BRICK FIREPLACE SERVES AS A WARM, CENTRAL FEATURE ENHANCING THE RUSTIC ATMOSPHERE DURING THE WINTER MONTHS.

OPTIMAL SITE
 RAISED FOR SINGLE FLOOR LIVING
 PUBLIC VS PRIVATE
 SOUTH FACING GLASS
 COMPLETE

EXISTING BUILDING

1. CARPORT
 2. KITCHEN
 3. LIVING
 4. DINING
 5. BATHROOM
 6. BEDROOM
 7. TERRACE

BRICK REMAINS HANDMADE ARCHITECTS

Photo Credits: Monadnock Region ADU Design Competition

WEST ELEVATION
 0' 5' 10'

NORTH ELEVATION
 0' 5' 10'

SOLAR STUDY
 0' 5' 10'

EXISTING

PROPOSED

EXISTING

PROPOSED

ADU Housing Design Concepts

THE Monadnock Bungalow

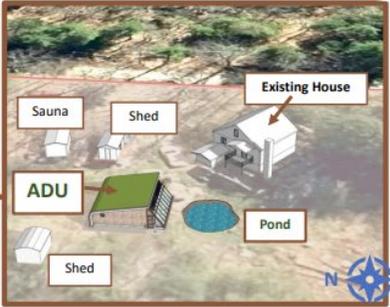
A cozy but bright ADU custom designed to suit the Carlotta property, take advantage of the raw materials on site, and balance community with privacy.

Highlights:

- Easy access to existing structures
- South-facing Solar Mudroom to maximize sunlight, providing an internal Biocell garden and optional optimized, off-grid energy
- Privacy in the bedroom/back of the ADU with sound insulation
- Use of local/sustainable resources including a green roof, which aesthetically integrates the ADU into the current property without compromising comfort or sustainability.



View looking NW



ShubPD

1

Monadnock Region ADU Design Challenge | Case Study Household: Carlotta, Fitzwilliam NH

Photo Credits: Monadnock Region ADU Design Competition

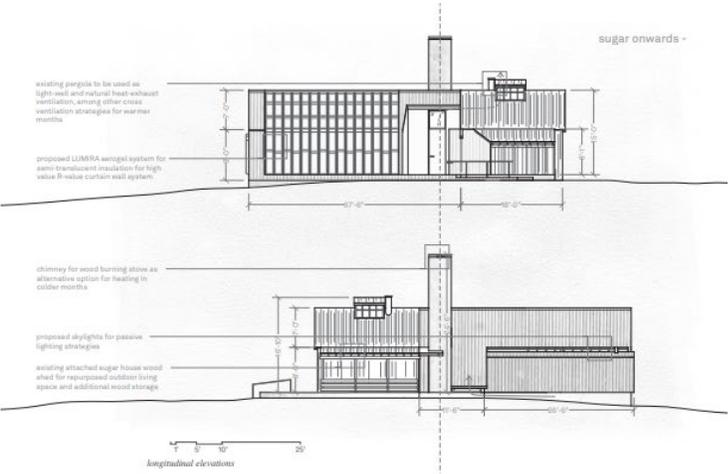


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ADU Housing Design Concepts



Photo Credits: Monadnock Region ADU Design Competition



ADU Housing Design Scoring

Category	Max. Points
Sustainability and resilience. The submission prioritizes sustainability and energy efficiency, with features such as efficient insulation, renewable energy integration, indoor air/environmental quality, water efficiency, and resilience to potential hazards	15
Affordability and cost-effectiveness. The submission is affordable and cost effective, considering construction costs, ongoing maintenance, and operational expenses.	15
Accessibility and universal design. To the maximum extent possible, the submission is accessible and inclusive, incorporating universal design principles to ensure usability and adaptability for all users, including people with disabilities.	15
Innovation and creativity. The submission demonstrates innovative design solutions and creative use of space.	15
Aesthetics and contextual integration. The submission is visually appealing and contextually integrated with the surrounding environment.	15
Responsiveness to unique homeowner needs, goals, and site characteristics. In addition to the general criteria listed above, the submission clearly responds to the needs and goals articulated in the homeowner profile as well as site-specific conditions.	25
TOTAL:	100

ADU Housing Design Schedule

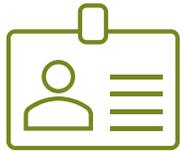
Topics	Dates
Public Announcement and Competition soliciting local property owners.	June-July
Desing Challenge Prep. Such as, Site Briefs, Rules, Budget Allocation, Judging, Criteria and Build Promo toolkit	July-August
Competition Launch & Promotion. Such as Host Virtual/ in-person kick off event, begin designer/stakeholder outreach, and continue Q&A and design support workshops	August-September 1st
Open Competition submission window	August 1st
Homeowners Meeting (TODAY)	August 27th
Submission Deadline. Confirm judges and logistics and prep material for review	October 16th, 2025
Judging Showcase. Reviewing and scoring submissions. Mid-October Host or juried showcase event, document with photos, community feedback, press coverage, begin drafting toolkit of winning designs or patterns. Goal: Winners selected, project visibly complete	October-Early November
Project Completion and Final Report. Prep material for AARP Deadlines.	December 1



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Question and Comments

THANK YOU!



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