

# SMART Ideas Urban Design CHARETTE & COMPETITION

## Urban Design Ideas Competition: Retrofitting Suburbia in NW Santa Rosa

### ELIGIBILITY

This competition is open entry. Entrants may be from any discipline – architects, planners, developers, engineers, urban designers, transportation planners, energy managers, landscape architects, students, community leaders, suburbanites, cyclists, poets, artists, or general public. Multidisciplinary design teams are encouraged across various disciplines. Entries must be submitted in English.

### REGISTRATION

Register at <http://www.smartideascompetition.eventbrite.com>  
By January 15: Students: \$50 USD, Academics/Professionals: \$100 USD  
By February 1: Students: \$75 USD, Academics/Professionals: \$150 USD

### DESIGN CHALLENGE

This is an Ideas competition, so everything is on the table to be considered. NW Santa Rosa developed in pieces according to sales of large farm tracts for key institutions, then filled in with a variety of uses, but without a planning vision for what the area could become. When the general plan was written in the early 1990's and a zoning map developed, the map primarily followed the existing uses, without much planning thought. Now there are some major employers, services, and institutions in the area, and they are growing. There is a highway right down the middle and there is a commuter train coming. How do we retrofit this interesting suburban puzzle, with parcels under multiple ownerships, to create a more walkable and livable community? Out of the box thinking is encouraged.

### AWARDS:

Cash prizes, at discretion of jurors to be awarded as follows:

#### Best SMART Ideas Urban Design

Honor	Merit	Citation
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#### Additional Citation Categories

Best Retrofitting Suburbia Ideas	Best Urban Village
Best Bicycle and Pedestrian Ideas	Best TOD Ideas
Best SMART Station Interface	Best Energy Plan
Best Planning/Zoning Overlay Ideas	Best Re-Vision Parking

Additional Citations may be awarded depending on the quality of presentations, at the determination of the jury panel. Top presentations will have their submissions published as part of SMART Ideas Urban Design Competition eBook, with the award winners highlighted. Selected entries will be exhibited in Santa Rosa, CA, following the competition.

### JURY

A jury comprised of notable designers and theorists includes:

Ellen Dunham-Jones, AIA, author of  
*Retrofitting Suburbia: Urban Design Solutions for Redesigning Suburbs*  
RK Stewart, FAIA, 2007 President of AIA National  
Associate Principal, Perkins and Will  
David Baker, FAIA, Award Winning Designer of Multi-Family  
Principal, David Baker + Partners

### SUBMISSION REQUIREMENTS

All submissions must be received electronically. Submission is to be a maximum two 30"x42" .PDF panels, landscape orientation, uploaded to file exchange site to be provided, as a single PDF that must not exceed 10MB per panel. Download information to be provided upon registration.

For more information, go to:

<http://www.smartideascompetition.com>



The Leadership Institute for Ecology and the Economy and the American Institute of Architects, Redwood Empire Chapter, are joining together to sponsor a SMART Ideas Urban Design Charette and Competition for an urban area in Northwest Santa Rosa, California, around the North Santa Rosa Station of the new Sonoma Marin train.

The Charette phase brought the community together to identify all the issues and opportunities in this area. The Competition phase will task architects, planners, urban designers, students, and neighborhood leaders to come up with innovative ideas for solving the problems and retrofitting the urban landscape for a more livable city.

With Gratitude to our Sponsors:

- American Institute of Architects, Redwood Empire Chapter
- Schulz Foundation
- Coddling Enterprises
- County of Sonoma, General Services Architecture Division
- North Coast Builders Exchange

## TIMELINE

- 15 January 2010 – Early Registration Deadline
- 8 February 2010 – Submission Deadline
- 12 February 2010 – Jury meeting / decision
- 13 February 2010 – Community Presentation
- 15 February 2010 (+/-) – eBook available

For more information,  
[www.smartideascompetition.com](http://www.smartideascompetition.com)