

Califia Sketchbook **Design Competition**



www.greencenturyinstitute.org

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1.0 INTRODUCTION

In this unprecedented era of global climate change and societal unrest, there is an urgent need for *regenerative design solutions* implemented as large-scale sustainable urban projects.

Califia is envisioned as a world-class real estate development and model ecocity—a true first of its kind in North America. As a comprehensive mixed-use micro-city model, the project will combine a variety of residential configurations with a full complement of civic, retail, and commercial spaces. Califia will synergize leading-edge green building design, advanced energy, communications, and technology systems, and innovative social frameworks integrated with exquisite natural environments to create third millennium human habitats.

This bold project draws upon the unique high-yield resources of the San Francisco Bay Area, an evolutionary hothouse and home to many of the top researchers, entrepreneurs and institutions who are already building a sustainable world. Califia will bring the fruits of this diverse and world-changing culture into a high-profile living example of a new urban lifestyle, a better way to live in permanent sustainability with each other.

In the development of the Califia Ecocity, the Green Century Institute (GCI) will leverage strategic investment partnerships for dedicated technology, health, education, hotel, and green enterprise components. GCI is working with the internationally recognized and award-winning [Jerde Partnership](#) and the highly regarded Cosanti Foundation, established in 1956 by visionary architect [Paolo Soleri](#) in the development of the Califia Ecocity proposal.

1.1 Green Century Institute Background

With a mission of promoting initiatives that encourage a sustainable society, the Green Century Institute (GCI) was established in 2002 as a fiscally sponsored project of RSF Social Finance. It was founded by Michael Gosney and Marc Kasky, pioneers in new technologies and community-based development. Since its formation in 2002, GCI's activities have included hosting influential conferences with industry experts and potential community stakeholders to develop the full design concept for the Califia Ecocity.

The inspiration for Califia grew out of a series of conferences GCI's founders held in 1997, 1999 and 2001 at Paolo Soleri's model ecocity, [Arcosanti](#), in central Arizona. As explored through this forum, the pressures of global climate change and societal unrest call for a new generation of "third millennium habitats" that combine technology-empowered community development with large-scale sustainable design and energy solutions.

On the occasion of the June 2005 "Green Cities" themed United Nations' World Environment Day, GCI co-produced the Green City Solutions Exhibit, the Eco-Visionary Summit, and the Sustainable Culture Symposium with leading experts including Al Gore. In 2006, GCI hosted a Califia Open Community Design Summit, as well as a symposium and series of focused meetings with potential high-level collaborators. During the last two years GCI has established early phase partnerships with leading ecocity projects in Europe and Asia, and is working today with dozens of green organizations in the San Francisco Bay Area and across the nation. With a core membership of over six hundred, including key industry leaders, stakeholders, and formal advisors, GCI has established an initial conceptual level community around the Califia development initiative.

GCI's other current projects include the WiserEarth [Sustainable Cities and Design Portal](#) in partnership with [Natural Capital Institute](#), the [Ecocity World Summit 2008](#), in partnership with [Ecocity Builders](#), and a green speaker series hosted by the [Green Building Exchange](#).

1.2 Califia Sketchbook Design Competition

At GCI, we believe that all future cities will be green.

We also believe that this future must arrive within most of our lifetimes.

Thus, for this vision to be realized, the design community must actively participate in a dialogue that both educates and at the same time rapidly itself adapts to changing planetary conditions.

Our key focus must now be more than sustainability—we must refocus our efforts on *regenerative design*. For these reasons, GCI believes that a *regenerative design competition* is an excellent means of engaging a large segment of the international design community in exactly this dialogue.

So in this spirit of inspiration, we proudly invite contributions to a juried international competition that calls for creative thinking about the *regenerative design potentials* of green urbanism and ecocity development.

Beginning in September 2007, entrants will submit single-page(s) of an annotated sketch(s) that presents a particular slice of life within the, “green city of tomorrow”. The winning entries will be submitted for print publication as well as preserved in a gallery archive on the GCI website. This competition is open to professionals, students, and the broader public to present innovative ideas that may lie along the path to the built realization of Califia.

1.3 Purpose of the Competition

The purpose of developing a green urban design sketchbook is to express to a wide variety of people what life will be like in Califia, a proposed next-generation ecocity. For this early phase of the design process, our goal is simply to create a visual tool that re-evaluates our urban surroundings and communicates their best possible regenerative futures. Submissions should visually convey various “slices of life” within Califia, revealing smarter ways of building, powering, and maintaining our urban fabric. By both focusing on individual ideas and presenting them in context, submissions will reveal deeper aspects of the project's overall design, in turn bringing people more fully into the experience of our cities of tomorrow.

The chief factors to be addressed are those that respond to the most vexing problems of North American society's relationship with itself and its environment:

- An overemphasis on the individual and resulting negative impact on community, leading to isolation and higher consumption
- Fundamentally mistaking consumer standard of living for true quality of life
- The false assumption that the world's resources are limitless
- Dissociation from the natural environmental and the subsequent abuse of the land.

All Sketchbook entries will illustrate how people, space and technologies can be reorganized to solve such problems with an ecological eloquence.

The most important component of a successful solution will be the overall character of the city as expressed fundamentally through scale and density: compact enough to be traveled by foot, pedal or other green vehicles so as to vastly reduce the use of energy for transport of people and goods; serviceable by a single transit node; dense enough to support vibrant services, businesses, and cultural amenities, yet not so dense as to seriously degrade quality of life; quick access to natural and cultivated landscapes at the perimeter.

Also of importance are infrastructure systems:

- Water collection, distribution, recollection, treatment, optimal use, reuse
- Energy collection, transformation, distribution, conservation, responsible use
- Food cultivation, distribution, sharing, apportioning
- Raw material harvest of renewable materials grown on site, import and export of other materials
- Subsidiary means, methods, processes and networks of trade for both localized economy and sustainable export

Secondary systems:

- Visitor education and hosting: hotel and conference center, tours
- Monitoring and reporting: creation and operation of an ecocity
- Museum and media center
- Institute for Ecocity Development: Building the Future

1.4 Jury Members

Jeffrey Till, Director, McDonough & Partners SF

Jeff Till, AIA, is director of William McDonough and Partners San Francisco. Jeff arrives at WM+P from Hornberger + Worstell, where he led the green building integration practice that implemented sustainable design strategies on projects including San Diego's Omni Hotel/Metropolitan mixed-use tower, Sacramento's Meridian Plaza 2 office and hotel tower, and the W Scottsdale Hotel and Residences. During his twenty-year career with firms such as HOK, C2 Studio Bangkok, and UN Studio Amsterdam, Jeff has built a design portfolio of complex building types and master plans in the U.S., Europe, and Asia.

Tom Jagers, Partner/CTO, Jerde International Partnership

Tom joined the Jerde International Partnership, one of the leading design/build firms in the world, in 1988. Since that time, he has spearheaded the creation of a digital infrastructure to support the firm's expanding global projects. In the process, he founded the firm's internal education system, authored its digital office standards and established an international network to facilitate firm-wide creativity and distribution of information. Tom has also been responsible for the implementation of CAD in the design of the firm's largest scale projects. He has been active in the industry and community, advancing the ideas and application of technology in the design workplace. He has participated in the work of the Los Angeles chapter of the AIA as a member of the CAD steering Committee. He also created digital models of the sphinx and pyramids in Egypt's Gaza plateau for the University of Chicago's Oriental Institute and Harvard University's Semitic Museum.

Eric Corey Freed, Principal, Organic Architect

Promoting both an organic and ecological approach to design, Eric's work has been exhibited in numerous venues. Eric teaches the Sustainable Design curriculum at the Academy of Art University and UC Berkeley. He served as Founding Chair of Architecture for The San Francisco Design Museum. He is currently on the Board of Directors of Architects, Designers & Planners for Social

Responsibility (NorCal ADPSR) and Local Exchange and a Committee Member of the AIA Committee on the Environment (COTE) and the Friends of Kebyar. Eric is also a Program Coordinator for the Environmental Committee of The Commonwealth Club of California. In addition, Eric is co-founder and one of the editors of *ecoTECTURE: The Online Journal of Ecological Design*, as well as a regular columnist for *GreenerBuildings.com*. He is author of the forthcoming book, *THE INEVITABLE ARCHITECT: A PHASE-BY-PHASE GUIDE TO GREEN BUILDING*.

Andrew Lawton, *AutoDesk*

Andrew Lawton leads Autodesk Consulting's Sustainable Design Practice, which assists Autodesk clients in optimizing their use of technology to achieve their Sustainable Design goals. Prior to joining Autodesk Consulting he served as an Information Architect on the AutoCAD Product Design team. From 2002-2005 he served as the Chair of the Commonwealth Club of California's Environment and Natural Resources Forum where he regularly hosted national and internationally renowned speakers. He has provided information technology consulting services to Washington Mutual, Visa International, Sun Microsystems's Java Software Division, the Rocky Mountain Institute, the United States Agency for International Development (USAID) and the Organization of American States, and he has consulted on public environmental policy analysis projects for the World Resources Institute and the World Bank.

Wendy Brawer, *Founder, Modern World Design / Green Map System*

Since 1990, Wendy's New York-based company, Modern World Design, has consulted and created services and products that promote ecological stewardship, including the Green Map System, an award-winning local-global collaboration now active in over 45 countries. Wendy is on the BALLE Advisory Council and the International New Mobility Advisory Council. She is an active member of the O2 Global Network and co-founder and board member of O2NYC. She chaired the Industrial Designers Society of America's Committee on Environmental Concerns in 1993-95, and has been on ADPSR's NY board since 1996. Wendy was honored to be the Designer in Residence at the Cooper-Hewitt, National Design Museum, Smithsonian Institution in 1997. In 2001, she was selected as one of I.D. Magazine's Top Forty socially responsible designers and Shift Magazine called her an Eco-Innovator in 2002. In 2003, she received a Sea Change Fellowship from Gaea Foundation and in 2005 was honored as a Woman of Earth - Terre de Femmes by Yves Rocher Foundation. In between, she received 1998's ECO Kudos Award for Connections (Communications Arts) and was co-winner of SolarScape, Art & Science Collaboration's 1999 competition. Metropolitan Home named her a Top 100 Designer in 2001.

Todd Metlen, *Principal, Design + Vision*

With over 20 years in design and development, Metlen has been an integral part of the design process in many both high profile and familiar products. He has done work for BMW, Johnson & Johnson, Siemens, Porsche Design Golf, Samsonite and Nokia. Metlen's contribution to Nokia's luxury marque phone, Vertu (www.vertu.com) was so significant, he was named co-inventor on the US and International Nokia patent. Since it's founding in October 2005, Design+Vision, Inc. has been awarded over \$2.5 Million in design contracts from both domestic and international clients and is now moving rapidly into sustainable product design.

Andreas Edwards, *Founder, EduTracks*

Andrés R. Edwards is an educator, author, media designer and environmental systems consultant. He has served as producer, exhibit developer, and consultant for projects in natural history, biodiversity and sustainable community in Northern California, Florida, Missouri, Alaska, Illinois, Washington D.C., Taejon, Korea and Kerala, India. He is co-author of *TIBET: ENDURING SPIRIT, EXPLOITED LAND*, about the traditional livelihood of nomads and farmers on the Tibetan Plateau. He is also the author of *THE SUSTAINABILITY REVOLUTION*, the best single document on the sustainability movement. He

holds a BA degree in Geography from the University of Colorado; an MPS in Media Studies from NYU's Interactive Telecommunications Program and an MA in Humanities and Leadership/Culture, Ecology and Sustainable Community from New College of California, Santa Rosa. Mr. Edwards is founder and president of EduTracks, an exhibit design and fabrication firm specializing in green building and sustainability education programs for parks, towns, and companies.

Richard Register, Founder/Director, Ecocity Builders

One of the world's great theorists and authors in ecological city design and planning, Richard Register is also a practitioner with three decades of experience activating local projects and working with environmentalists and developers to get a better city built and running. Register is a frequent guest of organizations and conference hosts large and small—at home in the Bay Area and around the world. He has traveled the equivalent of 22 times around the Earth speaking on behalf of the pedestrian city to save the world--by avoiding cars, global warming, massive sprawl, natural habitat displacement, air and water pollution and other harms. Register is the author of ECOCITIES: BUILDING CITIES IN BALANCE WITH NATURE, (2002), editor of VILLAGE WISDOM / FUTURE CITIES (1997), author of ECOCITY BERKELEY: BUILDING CITIES FOR A HEALTHY FUTURE (1987) and ANOTHER BEGINNING (1978).

Jeff Stein, Chairman, Board of Trustees of Cosanti Foundation

Jeff Stein, AIA, is an architect in Boston, Massachusetts, where he serves as Head of the School of Architecture, and Dean of the Boston Architectural College. He writes about architecture and urban design as the award-winning critic for *Banker & Tradesman* newspaper and he is a member of the Editorial Board, and a frequent contributor to the magazine *ArchitectureBoston*. He is Chairman of the Board of Trustees of Paolo Soleri's Cosanti Foundation in Scottsdale, Arizona, responsible for the design and construction of the experimental urban laboratory, Arcosanti; and a member of the Deans Advisory Board of the Council of Independent Schools of Architecture where he represents the BAC as a founding member.

1.5 Endorsements and Sponsors

GCI is seeking a total sponsorship package of \$10,000 and has selected suggested sponsorship levels of \$250, \$500, and \$1000, though any donation will be accepted. If at this time your organization or company is unable to contribute to financial sponsorship of our competition, GCI is happy to consider name sponsorship as well.

Tier 1 – “Viridian Sponsors”

\$1,000 and above

- Two passes to Ecocity World Summit
- Acknowledgement during Ecocity World Summit Design Exhibit ceremony
- Opportunity to meet the judges of the Califia Sketchbook Competition
- Name and Logo recognition in Ecocity World Summit Design Exhibit program
- Name and Logo recognition at Ecocity World Summit Design Exhibit banner
- Name and Logo recognition at Green Building Exchange Sustainable Communities Salon Series
- Opportunity to meet the speakers at Green Building Exchange Sustainable Communities Salon Series
- Name and Logo recognition and link on GCI Sketchbook website
- Name and Logo recognition and link on Green Century Institute website

- Name and Logo recognition in any forthcoming print publication from *Califia Sketchbook Design Competition*
- Name and Logo recognition on WiserEarth's Sustainable Cities and Design portal website: global directory of 10,000+ green urbanism groups
- Name and Logo recognition from links on blogs such as Treehugger, Inhabitat, Worldchanging, etc.
- Exposure in local media platforms: print, radio, etc.
- Exposure through extensive mailing list outreach: firms, schools, non-profits, etc.

Tier 2 – “Emerald Sponsors”

\$500 and above

- Name recognition in Ecocity World Summit Design Exhibit program
- Name and Logo recognition at Green Building Exchange Sustainable Communities Salon Series
- Opportunity to meet the speakers at Green Building Exchange Sustainable Communities Salon Series
- Name and Logo recognition and link on GCI Sketchbook website
- Name and Logo recognition and link on Green Century Institute website
- Name recognition in any forthcoming print publication from *Califia Sketchbook Design Competition*
- Name and Logo recognition on WiserEarth's Sustainable Cities and Design portal website: global directory of 10,000+ green urbanism groups
- Name and Logo recognition from links on blogs such as Treehugger, Inhabitat, Worldchanging, etc.
- Exposure in local media platforms: print, radio, etc.
- Exposure through mailing list outreach: firms, schools, non-profits, etc.

Tier 3 – “Lime Sponsors”

\$250 and above

- Name recognition in EcoCity World Summit Design Exhibit program
- Name recognition at Green Building Exchange events (2007 Fall speaker series)
- Name and Logo recognition and link on GCI Sketchbook website
- Name and Logo recognition and link on Green Century Institute website
- Name recognition in any forthcoming print publication from *Califia Sketchbook Design Competition*
- Exposure on blogs such as Treehugger, Inhabitat, Worldchanging, etc.
- Exposure in local media platforms: print, radio, etc.
- Exposure through mailing list outreach: firms, schools, non-profits, etc.

Interested parties please contact GCI at info@greencenturyinstitute.org.

All funds contributed to RSF are Foundation funds and are subject to the ultimate authority and control of RSF. RSF reserves the right to decline gifts at its discretion.



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ECOCITY
BUILDERS

1.6 Fees and Deadline

\$40 for 1 entry, \$75 for 2 entries, \$100 for 3 entries, \$30 for each additional entry (beyond 3).

Late entries (post marked after March 7, 2008) must include a \$25 late fee, per submission. Entries postmarked after March 14, 2008, will be accepted only on a case-by-case basis.

2.0 INVITATION – COMPETITION PROCESS

2.1 Competition Schedule

Launch of beta web site:	April 1, 2007
Written competition program completion:	Mid-April 2007
Letters to potential sponsors and jurors:	April 1 – May 31, 2007
Networking/partnerships:	May 1 - July 2007
Sponsor and jury commitment:	June 1, 2007
Final-phase web site live:	Late August, 2007
Competition Launch:	Sept 1, 2007
Questions and Answers Period:	Sept 1 – October 15, 2007
Book Publication commitment:	November 1, 2007
Exhibition Venue commitment:	December 1, 2007
Submissions deadline:	March 7, 2008
Jury review of submissions:	March 10 – April 11, 2008
Jury selection of winners (not yet publicly announced):	April 11, 2008
Announcement of winners at the 2008 Ecocity World Summit:	April 22, 2008
Exhibit of winning entries at a San Francisco museum/gallery.	April/May 2008
Print Publication	Late 2009

2.2 Eligibility of Applicants

GCI's Calafia Sketchbook Design Competition is open to any person(s) including architects, urban planners, designers, engineers, artists, students and anyone who is interested in contributing their

imaginative ideas on the future of the sustainable city. However, no person involved directly with the running of the GCI or who is intimately affiliated with it or has been in the past, or any other person involved in the development, production, implementation, distribution or sponsorship, or judging of this competition, is eligible to participate. Minors are ineligible to participate (i.e. entrants must be 18 years of age or older as of the competition's start date). No level of communication between entrants and Jury will be acceptable under the terms of this competition until the results are finalized and the competition complete. Any person who is found to be in violation of this rule will be immediately disqualified. THIS COMPETITION IS VOID WHERE PROHIBITED.

2.2.1 Disqualification

Prior to Jury review, representatives of the GCI will evaluate each entry. Failure to meet the competition's Submission and Eligibility Requirements may be grounds for disqualification. Personal contact with any member of the GCI's Calafia Competition Committee and/or any Jury member for purposes of discussing the competition, except as provided under "Questions" (see Section 2.4), is grounds for disqualification.

2.3 Competition Rights and Obligations

Although the *design(s)* submitted will remain the property of the Applicant, submission of an entry in this competition shall constitute agreement by the Applicant allowing GCI's Calafia Competition Committee to make specified post-competition media uses of the work submitted, including photographs, exhibitions, reproduction for publication and catalogs and related uses. In these uses, the Applicants responsible for the entries used will be identified to the fullest extent possible. Applicants whose entries are used for the purpose described above will receive no compensation for their use. All qualifying entries will be placed on public exhibit following the Jury review. Following the Jury review, the identity of the competitors in the exhibit will be made known.

2.3.1 Anonymity of Entries

The digital files submitted as entries shall bear neither name nor mark which could serve as a means of direct identification, but will be submitted through each Applicant's personal login on the website and thus identified as one's own by the Calafia Competition Committee. Nor shall any competitor directly or indirectly reveal the identity of his/her entry nor communicate directly or indirectly regarding the competition with any member of the Jury. The Calafia Competition Committee and the competition website will be responsible for tracking the identity of entrants and keeping these anonymous to the jury.

By completing the registration process and submitting one or more entries, each applicant thereby affirms that he/she has complied with the foregoing provisions in regard to anonymity and agrees that any violation of them renders null and void the agreement contained herein.

2.3.2 Copyright

All digital files submitted that are published, exhibited or otherwise reviewed will become the property of the organizers, however, ownership of the design itself will remain with the Applicant submitting the entry. The organizers are entitled to use the materials submitted in the future planning of Calafia, but if the design will actually be implemented the Applicant will be involved in this process.

2.3.3 Disclaimer

The Green Century Institute Califia Competition Committee reserves the right to refuse any entry. We are not liable for misdirected, late or substantially incomplete entries. All digital files that are submitted as entries become the property of GCI and will not be returned (See 2.3.2 "Copyright"). Upon registering for this competition, all entrants agree to waive any and all claims against the sponsors and cooperating agencies, which may result from the participation in the Green Century Institute's Califia Sketchbook Design Competition.

2.4 Questions & Answers

Applicants have the right to request clarifications and additional information related to the competition program. These queries, along with all other questions regarding the program or the competition, should be submitted through one's Applicant login at the GCI site. The GCI Califia Competition Committee's responses to Frequently Asked Questions (FAQ) will be posted on the competition web site viewable for all Applicants to read. Questions may be submitted September 1 – November 15, 2007.

2.5 Submission Requirements

Complete your registration on the Califia Sketchbook web site by March 7, 2008:

<http://www.greencenturyinstitute.org/sketchbook.html>

Out of concern for the environment all submissions will be electronic and will be submitted through the competition's online submission system (see below for exceptions). Each applicant may only submit their work during one log in session and may only submit the following graphics file unless representatives of GCI specify otherwise.

We do not wish to exclude competitors who have limited internet access. Those who find it prohibitively difficult to submit their work over the web may submit their work on a CD in the above mentioned formats. No materials will be returned to the competitors. If submitting by mail, include the design abstract (see below) in DOC or PDF format, the project name and your contact information (name, address, phone, email). Representatives of GCI will be responsible for assuring anonymity of entries to the Jury. For those submitting their work on a CD, please mail to the following address:

Green Century Institute, Califia
c/o Sketchbook Design Competition
2407 Harrison Street Suite #13
San Francisco, CA 94110 USA

Sketchbook Sketches:

Requirements for the graphic file to be submitted:

Each submitted work must be 300 dpi resolution, must be in RGB color format, must be 8.5 x 11 inches in size, must be viewed correctly in the landscape aspect ratio, and must be in one of the following file formats: JPG, PSD, EPS, TIFF.

Design Abstract:

The following statements must be completed on our web site before your submission can be processed.

A brief statement that describes your overall design vision for each sketch. A summary of the sketch's ideas, intentions and implementations. How this vision is realized in the design solution for the project, as well as how the sketch idea embodies the principles of green design (see Section 4.3).

Presents a more detailed description of the design and its processes. Should describe how the idea presented incorporates sustainable principles in planning, design, procurement, construction and/or operation of the built environment. Should include a description of any innovative technologies involved and a brief description of the specific site location. Please say something about how the sketch fits into the natural environment, the larger built environment, and the cultural identity of the community. When possible, quantify the resulting resource saving (e.g. energy use, water use, construction costs).

Print Submissions:

Requirements for this printed copy are as follows: color, a minimum of 300dpi resolution, 17 x 22 inch size. Because this print will be mounted and exhibited, please pay close attention to the quality of the print as well as the packaging. No materials will be returned to the competitors.

2.6 Evaluation Criteria and Jury Process

How entries will be judged:

Sustainability - 30%
Practicality - 30%
Innovation - 30%
Jury Discretion - 10%

The panel of expert jurors will also base their decisions on the following considerations:

- How well the sketch's vision is articulated.
- How well it integrates regenerative green building strategies (See Section 4.1).
- How well the project balances the environmental, economic, and social aspects of Califia.
- How well the sketch contributes to the aesthetic quality of the community.
- Overall design excellence.

The Jury will study the competition program and any modifications thereof that are made during the question and answer period, when Applicants are invited to make inquiries of GCI to clarify the terms of the Competition. During the Jury review, each eligible entry will be evaluated by each Jury member and the selection of the winners will be made by discussion and by utilizing the point-based rating system above. Jurors will base their judgments on their respective expertise, the work submitted by the Applicants, the information contained in the competition documents, and any questions and answers that arise during the judging process. In the event of a tie, GCI's Founder will cast the tie-breaking vote utilizing the same competition criteria used by the Jury. The Jury deliberations and selection will be open only to the Jury members and the Califia Competition Committee alone.

The Competition Manager reserves the right to replace any of the Jury members for any reason whatsoever, and shall do so if a juror is found to be involved in any material way with a submission.

2.7 Awards & Publicity

The Jury of the competition will award two cash prizes and ten honorable mentions. Honorable mentions will be awarded in categories determined by the Jury. Cash prizes will be \$2000 for the winner and \$1000 for the runner-up. These winning entries will be displayed in an exhibition detailing the work of the competition, along with other worthy selections. Additionally, GCI will endeavor to publish these top twelve winning sketches along with others in a future print monograph entitled CALIFIA SKETCHBOOK: GREEN CITY OF TOMORROW. Applicants will have the opportunity to meet distinguished members of the competition Jury and will receive priority consideration as consultants in the planning and development phases of the Califia Ecocity.

All qualifying entries will be published digitally on the Green Century Institute website for the public good. Winners may be required to furnish proof of identity, address and birth date in order to receive prizes. In order to receive prizes, winners may need to sign a written affidavit of eligibility, a liability release, publicity release in favor of GCI, and confirmation of right of first refusal. Taxes on all prizes, if any, are the sole responsibility of the winners.

3.0 ADDITIONAL RESOURCES

3.1 Regenerative Design Mission Statement

If a truly biophilic society created a city—what would this city look like? Would nature and our urban environments be one and every roof be green? Would buildings be built like trees and information flow through this living fabric without resistance? If our infrastructure were deeply biomimetic, how would we get our water, our energy, our food, our heat? Can built environments create habitat for lifeforms who need it? Can buildings be net positives to the grid, cities be organic food *exporters*, and architecture become not just carbon neutral but carbon *negative*? What would it feel like to live in this green city of tomorrow? What would most capture its slices of life? What are the true limits of how green our cities can be?

3.2 Site Description

Califia will be built on roughly 100-1,000 acres, either as a large urban infill development or on a rural site within a one-hour drive of San Francisco. The project will house an estimated 10,000 residents and support a daytime population of 20,000 or more when complete. Califia will combine a variety of residential housing configurations with a full complement of civic, retail, and commercial spaces. This dramatic mixed-use complex will integrate advanced energy, transportation, and utility systems into exquisitely designed dense urban spaces, along with natural elements and close access to an open landscape of parks and gardens. Entrants are encouraged to explore a variety of scale typologies and various topography possibilities.

3.3 Califia Ecocity Development Principles

Please draw upon these principles in conceiving your sketch:

- [Arcology Principles](#)
- [Ecopolis Development Principles \(EDP\)](#)
- [Shenzhen Declaration on Ecocity Development](#)
- [Regenerative Design](#)
- [Biomimicry Principles](#)
- [Cradle to Cradle \(C2C\)](#)
- [Permaculture Principles](#)
- [Ratcliff's Green Matrix](#)
- [New Urbanism Principles](#)
- [Urban Environmental Accords](#)
- [Sustainable Community Design Principles](#)
- [Lifecycle Assessments \(LCA\)](#)
- [Natural Step](#)
- [Ecological Footprint](#)
- [Sanborn Principles](#)
- [Whole Buildings Principles](#)
- [Todd Principles](#)
- [Van der Ryn Principles](#)
- [LEED Green Building Rating System \(New Construction-Neighborhood Development\)](#)
- [Natural Capitalism](#)

- [Whole Building Framework \(Union of Concerned Scientists\)](#)
- [Earth Charter](#)
- [CIRS Regenerative Design Principles](#)
- [Sustainable Project Appraisal Routine \(SPeAR\)](#)
- [Threshold 21](#)
- [SPIRIT \(USACE Sustainable Project Rating Tool\)](#)
- [EPA's Greenscapes](#)
- [Equator Principles](#)
- [Smart Codes](#)

3.4 Setting: Ecological History of the Bay Area

The San Francisco Bay Area enjoys an abundance of natural beauty. Close proximity to water and graced with parks, lakes, and vistas, this region provides a magnificent urban environment with the potential to exist in harmony with its natural surroundings. While years of exhaustive use of the natural landscape have depleted and polluted some of the area's resources, it is fortunate in that it has not been entirely developed and retains some rather outstanding natural resources. Those remaining resources should be protected from further encroachment and enhanced in order to achieve the necessary balance between the conservation of natural systems and the normal functioning of the urban landscape. This means ending pollution; protecting vegetation and wildlife; controlling shoreline uses; developing guides for the use and development of land, water, and air; and, where desirable, increasing the supply of natural resources.

The challenge in San Francisco and its environs is to achieve a more sensitive balance, repair damage already done restore natural amenities with regenerative design, and bring about productive harmony between people and their environment. Environmental protection exists to give natural amenities and values appropriate consideration in urban development along with economic and social considerations.

3.5 Regional Map

Califia will be either a large urban infill development or on a rural site within a one-hour drive of San Francisco.

