



# **USGBC Natural Talent Design Competition Wisconsin Green Building Alliance Program Summary 2009**

## **OVERVIEW**

The USGBC Natural Talent 2009 Design Competition provides an applied learning experience in the principles of integrated design, sustainability, innovation, and social consciousness; all of which are components of the LEED™ Green Building Rating System. Participants will compete in a local competition, the top winner of which will move on to compete for a national award at Greenbuild Phoenix in November 2009. The Competition Host will provide the local awards as well as travel support and registration to Greenbuild (<http://www.greenbuildexpo.org>), USGBC's Annual Green Building Conference and Expo, where finalists' entries will be displayed and where final judging will occur.

## **COMPETITION OBJECTIVES**

- Broaden environmental education in the building professions within the university system
- To empower students and young professionals within the green building movement to become future leaders
- Highlight the presence, efforts, and initiative of students and emerging leaders in the green building movement
- Encourage the reduction of the dependence on fossil fuels within the building industry.
- Integrate students with esteemed individuals from the USGBC and green building industry
- Raise awareness of exemplary designs of future designers by displaying them at Greenbuild
- Utilize LEED™ as a guideline for building design and performance
- Recognize and award students and emerging green builders for their dedication, creativity, innovation, and commitment to sustainable design

## **ELIGIBILITY**

The Competition is open to all university level students (of any discipline and level) and individuals with less than five (5) years experience in the building industry.

- Teams and individuals wishing to participate in the competition will register for the nearest competition site to their residence. (WGBA is hosting a competition in Madison and Milwaukee)
- Both individuals and teams are permitted to enter.
- Multi-disciplinary teams are strongly encouraged.
- Teams are to be no larger than five individuals.
- Only one entry per team/person will be accepted.
- We encourage teams to secure a faculty member or industry professional to fill an advisory role. The Competition Committee will not recommend advisors but encourage participants to seek them out themselves. Please check the USGBC website for a list of LEED Accredited

Professionals in your area or contact your local USGBC chapter for help identifying an advisor.

## **REGISTRATION**

1. Teams are required to complete an online registration form by visiting the USGBC national website at [www.usgbc.org/egb](http://www.usgbc.org/egb) ; only one form per team. All information must be complete to be considered a valid entry. A confirmation email will be sent from National within seven (7) business days of receiving the registration, and will contain information on how to proceed. Registration is mandatory to receive additional instruction on project submittals.
2. Teams are required to identify a team contact. This person will receive important information from the local competition committee and is responsible for final submission. The team contact will be responsible for all communication between the design team and the Competition Committee. Additionally, the team contact should disseminate all information from the Competition Committee to their entire team.
3. Each team/individual may only enter one local competition. This competition should be the competition geographically closest to your current location.

## **COMPETITION CHALLENGE**

Design a LEED Platinum neighborhood market that will serve the growing needs of Walnut Way and the greater community. The market will supplement the current urban agriculture initiatives and provide a mix of uses, including a neighborhood grocery store, retail space, restaurant, community garden and gathering spaces. In addition to these spaces, entrants shall consider redesign of North Avenue as well as alleys, to create a more pedestrian-friendly and sustainable environment.

**Site:** The 3.8 acre site includes the 1500 & 1600 blocks of W North Avenue on Milwaukee's near north side and includes a section of right-of-way for North Avenue.

## **PROJECT CONTEXT & LOCATION**

Milwaukee's near north side was settled by German immigrants who filled the workforce of Milwaukee's strong manufacturing economy. Their influence on the community is still visible through the early 20<sup>th</sup> century architecture of the churches, homes and storefronts that dominate the area. The boom in workforce needs of the early 1900's attracted a more diverse group of people, looking to make a better life for their families. As a result of the downturn in manufacturing in the late 1900's, many of the neighborhoods that surround North Avenue began to see a decline in employment. After years of neglect, many of these areas became overridden with crime, drugs and prostitution. More recent efforts by the City and grass-roots organizations have helped implement the tools of revitalization, while respecting residents' needs.

Walnut Way's resident-driven program focuses on initiatives to engage area residents in 1) Civic and community leadership, 2) Housing construction and restoration, 3) Stewardship of environmental resources, and 4) Economic Development. Walnut Way residents and volunteers have five years of successful experience in urban-ecology-based initiatives, including nearly eliminating drug and prostitution activity in the neighborhood; creating and managing multiple, high-production community gardens; conducting successful, profitable sales of garden produce, on-going gardening and nutrition education programs for youth and adults; launching a storm-water education program; installing rain gardens, rain barrels and other strategies to manage storm-water runoff at the neighborhood level; establishing a small shade-tree nursery to expand the urban tree canopy; and converting a former drug

house/murder site into a prime turn-of-the-19th century restoration which will serve as a neighborhood gathering spot for educational as well as social purposes.

## **DEVELOPMENT PROGRAM**

The goal of the competition is to guide the neighborhood as they begin to look at future planning efforts along the North Avenue corridor. The program elements include the following:

- Rehab of an existing 3-story (36,000 sf) warehouse to accommodate a Sustainable Neighborhood Center that will include
  - 6,000 sf of retail space
  - 6,000 sf of office space
  - 24,000 sf of educational and community gathering spaces (to include classrooms, meeting rooms & activity rooms)
- Mixed Use/ Market Center
  - Grocery Store/ Co-op Space (20,000-30,000 sf) with
  - Second and third story residential
  - Outdoor Market/ Plaza Space
- Restaurant (5,000 sf)
- Mixed Use/ Residential Building(s) (30,000-40,000 sf)
- Community Garden & Open Space (15,000-25,000 sf)
- Pocket Park/ Neighborhood Playground (25,000-35,000 sf)
- In addition to the above requirements, entries shall address the following;
  - Combination of underground, off-street and on-street parking to accommodate neighborhood and community users
  - Propose a more pedestrian-friendly and sustainable streetscape along North Avenue
  - Stormwater Management
  - Redesign alleys to be more functional and sustainable

## **DESIGN GOALS**

- Conceptual Design and Program fulfillment: how the project's vision has met the requirements
- Integration of green design strategies and applicability to LEED criteria
- Creativity in process, design and innovation
- Engagement of environmental, economic, and social aspects of program and site
- Overall energy reduction and its documentation

## **SUBMISSION REQUIREMENTS**

Submission for Requirements at the National Level:

- Up to two Boards submitted at the national level must include:
  - Site plan providing context (scale at the discretion of the entrant)
  - Building Section
  - Floor plan
  - Illustration of key elements of sustainable infrastructure and building systems
  - Wall section OR detail illustrating special environmental features
  - **DO not** include the names of the people on your team
- All entrants must remain anonymous at all levels
- Each entry must also provide a digital file of the image as a JPEG or TIFF format at 300dpi, full size
- Failure to follow the submission requirements could result in disqualification. This will be left up to the judges discretion

- A one-page written design analysis in PDF form to provide the judges with further insight into the submissions
- All entries need to be submitted in English

Other important notes:

- LEED is a design guideline only. It is understood that this will not portray an accurate LEED score
- No LEED credit interpretation rulings will be provided
- Designs do not need to be engineered for construction. You should be mindful of conventional design practices, although no other cods other than ADA need to be explicitly met (e.g., local building code, IBC or UBC, fire code, etc.)

**Deadline for submission is: June 26, 2009**

## **FINALISTS**

Finalists at the local level will be given additional time to develop and detail their designs. Finalists may be required to provide two 30"x40" presentation boards for final presentation at Greenbuild in Phoenix. USGBC will provide more details regarding presentation requirements by September 2009. The finalists may be given specific LEED credits to consider, including material samples and details.

An electronic copy of the two boards for entry will be due to USGBC October 2, 2009. These electronic copies should be PDF files formatted to fit on an 11x17 sheet. Entrants are responsible for ensuring both boards are physically present at the Greenbuild Conference and Expo in Phoenix, for display and final judging. This will be coordinated with USGBC toward the end of September. Finalists are strongly encouraged to attend Green build but are not required.

Final presentations can be further developed and modified from the original project submission, although not redesigned. There must be a clear relation to the original submission. *The Competition Officials at both levels reserve the right to disqualify any entry perceived to be redesigned.*

## **JUDGING**

There will be two phases of judging in the 2009 competition. The first will take place at the local level on **July 22, 2009**. Judging at the national level will take place at Greenbuild in Phoenix, AZ by an esteemed panel of green building experts.

## **AWARDS**

The local jury will award a first, second and third place, as well as two Honorable Mention Awards. Winning teams will receive the following awards provided by WGBA:

1<sup>st</sup> Place: \$1,000  
 2<sup>nd</sup> Place: \$500  
 3<sup>rd</sup> Place: \$250  
 4<sup>th</sup> and 5<sup>th</sup> Place: Honorable Mention

National awards are as follows:

1<sup>st</sup> Place: \$5,000  
 2<sup>nd</sup> Place: \$2,000  
 3<sup>rd</sup> Place: Honorable Mention

WGBA will support up to three (3) team members of the winning team with travel, lodging and registration for Greenbuild.

## **DISCLAIMER**

USGBC reserves the right to refuse any entry. USGBC is not liable for lost or misdirected, late or substantially incomplete entries, as well as any entries containing text/images that identify the designer to jurors. The decisions and opinions of the jurors represent their professional viewpoints, not the opinion of USGBC. All prizes will be awarded at the discretion of USGBC and all decisions are final.

All drawings, photographs, photocopies and other physical materials submitted to the competition become the property of USGBC and will not be returned. It should be emphasized that this competition is purely conceptual, and the selection of finalists or prize-winners in no way indicates intent of the property owners to implement the proposed schemes. Upon registering for this competition, all competitors agree to waive any and all claims against USGBC as a result of the competition. Also, by registering, the entrants transfer unlimited use for publication, exhibition and electronic posting of all entries to USGBC. All images must either be created by the team or sufficiently cited. Failure to do so will result in disqualification. Fill out and return the Image Use Form found on the USGBC website [www.usgbc.org/legb](http://www.usgbc.org/legb) prior to submitting for your local competition.

## **COMPETITION SCHEDULE**

- **November 17-21, 2008:** Participating chapters announced at Greenbuild Boston
- **December 31, 2008:** Local registration goes LIVE on the national USGBC web site
- **June 26, 2009:** Local entries due
- **July 22, 2009:** Local Judging occurs
- **October 2, 2009:** National deadline for those chosen to compete at Greenbuild 2009 in Phoenix.

## **CONTACT INFORMATION**

For additional information and questions visit the FAQ page at [www.usgbc.org/legb](http://www.usgbc.org/legb)

An "Open House"/ Site Visit will be scheduled for February of 2009. Further information on the date and time will be posted on the WGBA website at [www.wgba.org](http://www.wgba.org)

Contact [designcompetition@usgbc.org](mailto:designcompetition@usgbc.org) with any questions not answered on the above site.

Local contact: Elizabeth Hittman, WGBA: [ehittman@wgba.org](mailto:ehittman@wgba.org)  
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