



# Emerging Green Builders Atlanta 2009 USGBC Natural Talent Design Competition

## Beyond LEED™ - Beyond the Box

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## **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 local competitions, and the top winner of each will move on to compete as a national finalist at Greenbuild Phoenix in November 2009. The Georgia chapter 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 to become future leaders in the green building movement
- Highlight the 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
- Connect students with esteemed individuals from USGBC and green building industries
- Promote 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 young professionals 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 within five (5) years of graduation.

- Teams and individuals wishing to participate in the competition will qualify to enter the nearest competition site to their residence. This will depend largely on the chapters participating.
- Multi-disciplinary and international 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 out the USGBC website for a list of LEED accredited professionals in your area, or contact your local USGBC chapter for help identifying an advisor.
- International entries will be accepted on both local and national levels. However, it is up to the international team to secure their own translation of the applicable program, as well as additional support for translation clarification. It will not be the responsibility of the local or national host committees to translate.

## **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 and information on project submittals.

2. Teams are required to identify a primary 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**

### **THE GOAL Go beyond LEED to solve the 'Big Box Problem'.**

During the middle of the twentieth century, commercial proprietors began to develop large scale single story distribution centers, or "big box" developments. Growing larger each year, these types of stores continue to advertise "one stop shopping" today, where customers can find everything they may need for daily household functions. Unfortunately, these places are often built as single massive entities surrounded by a sea of asphalt, usually designated as high volume surface parking. As our society enters the end of the first decade of the twenty first century, the negative impacts of "supercenters" on the environment and the communities have begun to affect both rural and suburban areas worldwide. These centers often encourage or intensify the burden of sprawl upon local communities, to the point of defining the landscape plan of the community and thus its cultural identity. Although local governments, alongside private investors, provide significant resources to support these developments, the investments are lost, as is the community culture, when big boxes are abandoned either due to financial failure or the need for greater floor space. When successful retailers outgrow their space and feel the need to move, they leave behind the acres of gray fields disjointed from their surrounding environment, abandoned warehouse shells with overall decrepit and moribund isolated islands and create even larger spaces in locations just miles away. Consequently, these left behind "ghost-scapes" often blight the local landscape to the detriment of local communities and nearby habitat. In response to the unsustainable conditions that have emerged from the "Big Box" trend, this competition seeks to create a forum that challenges participants to come up with creative innovative solutions that rethink the "big box" phenomenon for past, present and future developments.

The competition also encourages participants to transcend beyond LEED standards and suggests additional, as well as alternative, innovative solutions toward greater sustainability, which may encourage more comprehensive versions of LEED to develop in the future. The main goal is inspirational design, and in the development of these proposals, please be advised that this competition requires teams to satisfy, as a minimum of effort, the requirements of LEED rating systems to some degree in order to participate on the national level. While the participants are not required to create a LEED certified project nor a project capable of achieving LEED certification, all entries must incorporate at least some elements of LEED into their project scope and final design in order to compete on the national level.

### **CONTEXT AND LOCATION**

Participants are asked to consider a site that is defined by the local city or municipality as a "big box," such as a superstore, mega-store, super-center, or other large-scale retail establishment. The "big-box" location chosen by the team should be in the same city or municipality whose codes are being referenced. The city and location of an existing or abandoned big-box shall be chosen by the participants. While most big-boxes operate as a single-story structure, they typically have a mass that stands more than 30 feet tall and are sized to meet the needs of their demanding occupants. For example, book retailers like Barnes & Noble generally range from 25,000 square feet to 50,000 square feet, whereas general merchandise retailers can range from 80,000 square feet to 130,000 square feet.

For the purposes of this competition, participants must choose a site or consider a plan that is 50,000 square feet or greater. The site could be: existing, abandoned or conceptual. One may choose, in lieu of existing or abandoned "big-box" site selection, to conceive of a new development that satisfies the functional needs of 'big-box' companies, yet prevents the issues or reveals solutions to the current issues that evolve as a result of the creation of "big-box" developments.

Once a site is selected, "Beyond LEED" strategies are to be proposed. These include, but are not limited to:

infrastructure, site development and configuration, sustainable building and reuse strategies, existing reuse, energy salvage, renewable system strategies, reduction of waste, etc. Inspirational innovations that go beyond convention are highly encouraged.

The intention is to give the participants freedom to innovatively reengineer the site of a big box location while considering the biggest challenges involved with a big box conversion project. Sprawl prevention, community connectivity, cultural development, transportation, habitat, and water management are some areas known to suffer as a result of big box development. These are mentioned as possible focal points, but participants are not limited to these topics of interest nor required to incorporate these as part of their project design.

The teams should be innovative. They should go beyond convention. It is highly encouraged to incorporate current research and development of universities, already being pursued, to develop a set of solutions to the problem of “big-box” developments or the blight that occurs once they are abandoned. The teams may elect to use any other established and/or conceptual innovations deemed suitable by the participants’ standards and that may be found to be competitive to traditional methodologies as long as the design still satisfies the base requirements of this competition stated throughout this document.

## **EVALUATION CRITERIA**

Evaluation criteria at the local Level:

- Objective Criteria (25 points)
  1. One member who is or has been a professional; i.e. a minimum of 1-year full time experience at the time of judging. (5 points)
  2. Members from more than one discipline. (10 points for each discipline represented; 20 max possible points)
- Subjective Criteria (75 points)
  1. Consideration of local/regional culture (7.5): How will your solution to the big box problem affect the local and regional culture once it is implemented? How will the surrounding community be impacted?
  2. Interpretation of going beyond LEED (20): How would you improve upon LEED? Your solution should illustrate the answer.
  3. Feasibility (20): Can it be done?
  4. Innovations (10): How creative and groundbreaking are the technologies you’ve incorporated in your design?
  5. Community engagement in design/construction (7.5): How will your solution use members of the local population in its design and/or construction?
  6. Discretionary points (10)

Evaluation criteria at the national level:

- Conceptual design and program fulfillment: How the projects vision has met the requirements.
- Integration of green design strategies and applicability to LEED™ criteria
- Creativity in process, design and innovation
- Engagement of social, environmental, and economic aspects of program and site
- Overall energy reduction and its documentation

## **SUBMISSION REQUIREMENTS**

### **SUBMISSION REQUIREMENTS AT THE LOCAL LEVEL**

- At a minimum, boards submitted at the local level must include:
  - Site Plan with building footprint or roof plan.
  - Floor Plan with context
  - One Longitudinal Section and one Transverse Section, both including the site
  - Axonometric or perspective representation of building exterior and site
  - At least one interior perspective view
  - Illustration of key elements of sustainable infrastructure and building systems

- Wall section OR detail illustrating special environmental features
- Do not include names or the name of your team on the boards.
- A maximum of 2 presentation boards shall be submitted. Each shall be no more than 36" x 48".
- Only submit photographs of physical models included on the presentation boards; do not submit the model itself.

### **SUBMISSION REQUIREMENTS AT THE NATIONAL LEVEL**

- At minimum, 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 elements
  - Wall section OR detail illustrating special environmental features
  - **Do not** include names or the name of your team on the board
- All entries must remain anonymous at all levels.
- Each entry must also provide a digital file of the image as a JPEG or TIFF format at 300 dpi full size. Failure to follow the submission requirements could lead to disqualification. This will be left to the judges discretion.
- A one-page written design analysis in PDF form to provide the judges with further insight into the submissions.
- 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 codes other than ADA need to be explicitly met (e.g., local building code, IBC or UBC, fire code, etc.).

Deadline for submission is June 15<sup>th</sup> 2009. No submissions will be accepted after this date and time.

## **JUDGING AND AWARDS**

### **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<sup>nd</sup> 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 Greenbuild but are not required.

As earlier stated, 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 in Spring/Summer 2009. Each team's designated contact person will be informed of the project due date and judging date in Spring of 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 your local competition host:

- 1<sup>st</sup> Place: \$1,500
- 2<sup>nd</sup> Place: \$750
- 3<sup>rd</sup> Place: \$350
- 4<sup>th</sup> and 5<sup>th</sup> place: Honorable mentions

*The Georgia chapter of the USGBC will provide first place winners with registration to Greenbuild in Phoenix at either the student or full conference rate, depending on the age of the finalist.*

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

## **ADDITIONAL INFORMATION**

### 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 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.

This competition, headed by USGBC, has no intention to award or grant any building contracts for the designs submitted in this competition

## **COMPETITION SCHEDULE**

- **November 17-21 2008:** Participating Chapters announced at 2008 GreenBuild Boston
- **December 31<sup>st</sup> 2008:** Local registration goes LIVE on the national USGBC website ([www.usgbc.org](http://www.usgbc.org); click on Natural Talent Design Competition)
- **June 15<sup>th</sup> 2009:** Last Day for Submission
- **June 30<sup>th</sup> 2009:** Local Judging Date
- **July 31<sup>st</sup> 2009:** Last date for local judging to be complete
- **October 2<sup>nd</sup> 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) or the USGBC Design Competition page at <http://www.usgbc.org/DisplayPage.aspx?CMSPageID=257>. Deliveries of competition boards are to be to the following address: Natural Talent Design Competition, C/O Jeff West, 30 5<sup>th</sup> Street NE Unit 405, Atlanta, GA 30308

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