



## American Society of Landscape Architects California Sierra Chapter Design Competition – Summer/Fall 2009 Call for Entries

The American Society of Landscape Architects California Sierra Chapter, in cooperation with The Friends of Fremont Park and the Capital Area Development Authority (CADA), announces an open competition for the design of renovations to the Sacramento urban park known as Fremont Park. Landscape architects, architects, artists, students and all other applicable design disciplines are invited to take part in this year's design competition.

The competition seeks to explore innovative and creative ways of revitalizing an existing city park through the use of new materials, technology, aesthetics, programming, and spatial organization while respecting the history, context, and existing programming needs of the site. A truly successful concept will also emphasize environmentally-friendly products, means of production and systems (i.e. sustainable and green design). Participants can choose to work independently or in collaboration with their colleagues. Registration forms must be received by the end of the business day on **July 31<sup>st</sup>, 2009**. A competition design brief, including base information and detailed design criteria, will be e-mailed to all applicants on August 3<sup>rd</sup>. Competition submittal packages are due by the end of the business day September 15<sup>th</sup>, 2009.

### **Competition Subject:**

---

#### **FREMONT PARK**

#### ***Renovation of a Sacramento Urban Park***

##### **The Site:**

Fremont Park is an approximately 2.9 acre public neighborhood park located in the heart of Midtown Sacramento between P and Q Streets and 15<sup>th</sup> and 16<sup>th</sup> Streets. The park is surrounded by residential neighborhoods, a variety of locally owned businesses including restaurants, cafes, art galleries and boutique shops and sits within walking distance of the Capital Mall.

By the nature of its location, Fremont Park has the potential to serve many needs in its community. It can be an extension of the neighborhood residents' back yard, a lunch spot for government workers and

local business people, a community common for local events, festivals, markets, or other gatherings and a site-seeing destination for visitors to the State Capital and the Midtown District.

The Friends of Fremont Park, a neighborhood grass roots organization, was formed in an effort to promote improvements to the park and to expand the range of organized activities that take place there. Currently, key events held at the park include Chalk it Up!, The Fremont Park Garage Sale, CADA Movie Nights, a capture the flag league, the Multi-cultural Children's Art Festival and the Indie Sacramento Craft Bazaar. Even with these efforts it is felt that, due to limited facilities, the park is underused, under programmed and has not reached its full potential.

### **The Challenge:**

There is a strong belief that improvements to Fremont Park could go a long way toward promoting the rejuvenation of the surrounding neighborhood by encouraging positive community building activities and neighborhood pride.

The challenge presented in this competition is to present fresh ideas and concepts for the renovation of the park that allow this neighborhood and city amenity to realize its full potential. Successful submissions will incorporate innovative and creative solutions that address the goals and objectives of the park's users and neighbors while remaining responsive to the inherent needs of a public space.

CADA and the Friends of Fremont Park have expressed a strong interest in reducing the neighborhoods impact on the environment. The implementation of sustainable and green design concepts, suitable for use in a city park, is highly encouraged.

The overall idea behind this competition is to provide CADA and the Friends of Fremont Park with a collection of great "outside the box" design ideas that may help spur further exploration during potential future master planning processes.

This is only a broad overview of the competition challenge. A design brief, which will elaborate on the project goals and site constraints, will be forwarded to all registered participants on August 3<sup>rd</sup>, 2009.

### **Competition Guidelines:**

---

#### **Eligibility:**

This competition is open to any design professional or student with the exception of any individuals that are directly involved in the organization and/or judging of the event. Participants are welcome to enter as an individual or as part of a team. Submittals will be kept anonymous during judging therefore no preferences will be made for individual or team entry.

Although teams formed by members of a single firm are welcome to participate, it will be the group of individual team members, and not the specific firm, that will be recognized during the competition, submittal display and the awards ceremony. Collaboration with colleagues (and/or design disciplines) outside those you work with on a day to day basis is encouraged.

## Schedule:

### **Friday, July 31, 2009 @5:00 p.m.:**

Deadline for Registration Form and Fee (See attached Registration Form for additional details.)

### **Monday, August 3, 2009:**

A competition brief, elaborating on the design criteria, goals and objectives, as well as base information and site photos will be e-mailed to all competition entrants. In the case of a team entry, information will be e-mailed to the primary contact listed on the entry form. A Competition Participant Number will also be issued at that time. The Competition Participant Number will be required on all submitted items and will serve to provide anonymity for all participants during jury evaluation.

### **Thursday, August 6, 2009 @ 7:00p.m.:**

Members of the Friends of Fremont Park and competition coordinators will be available at the Park for a brief question and answer session regarding Park improvement goals and objectives. This session is optional.

### **Tuesday, September 15, 2009 @ 5:00p.m.:**

Deadline for submittal of competition entries. (See below for details regarding submittal requirements)

### **September 16 through October 9, 2009**

Jury evaluation of competition entries.

### **Saturday, October 10, 2009**

2<sup>nd</sup> Saturday event located at the AIA Central Valley Headquarters (1400 S St., Sacramento, CA) . All Competition entries will be displayed during this event which will be open to the public.

### **Saturday, October 17, 2009 @ 3:00p.m.**

Competition Awards Ceremony hosted by HOT ITALIAN Pizza and Panini Bar (at the corner of 16<sup>th</sup> and Q St., Sacramento, CA). Food and non-alcoholic beverages will be provided for all attendees

## Submittal Requirements:

---

Submittal requirements are as follows:

- All graphics firmly mounted or drawn directly onto no more than (2) two 24" x 36" illustration or foam core boards

- A Design Concept Statement

- A CD containing digital copies (pdf., jpg., doc.) of all boards and the Design Concept Statement

Graphics may consist of any plan view(s), cross sections, elevations, 3D renderings, isometric views photo simulations, sketches and images necessary to explain the proposed design solution. Individual drawings and plans should be clearly labeled. All drawings should be drawn at a scale appropriate to illustrate the design solution and should include a graphic scale and a north arrow on all plans.

A brief (two pages or less) Design Concept Statement describing the most important concepts/features of the proposed solution shall be included as part of the entry. This Statement may be read during the award ceremony as part of an introduction to a winning entry. Please keep in mind that the boards should graphically convey the design solution and concepts independently and should not rely upon the Design Concept Statement for a basic understanding of the solution.

Each submittal must be accompanied by a CD containing digital copies of all submitted boards and the Design Concept Statement. Additional images or data should NOT be included on this CD and will not be viewed. The CD should be clearly labeled and all digital files should be organized and clearly named for easy reference.

All entries must be delivered to the AIA Central Valley Headquarters in Sacramento, CA by 5:00 p.m., **September 15, 2009.**

Delivery Address:

ASLA Sierra Chapter Design Competition  
AIA Central Valley Headquarters  
1400 S St.  
Sacramento, CA 95811

**IMPORTANT NOTE:** By submitting an entry, the participants confirm that the submitted work is an original work by those entrants. Upon receipt all submittals become the property of the ASLA California Sierra Chapter and may be used, without limitation, by the ASLA, the Friends of Fremont Park and CADA. Entries will not be returned to competitors upon completion of the competition. Participants submitting original materials should obtain adequate reproductions for their own portfolios before submitting their work.

## **Selection Process:**

---

All entries will be evaluated by a jury of design professionals with expertise in park, planning and sustainable design as well as representatives from the Friends of Fremont Park and CADA. The jury will primarily evaluate the entries based on the following criteria:

**Design** – Does the entry present an artful response to the goals and challenges described in the Competition Brief?

**Appropriateness** – Is the entry sensitive to the programmatic needs of a public urban park (i.e. maintainability and defensibility)?

**Creativity** – Does the entry introduce innovative and creative design solutions?

**Sustainability** – Does the solution implement unique sustainable and green design strategies appropriate for a public park?

Other criteria also considered during the jury evaluation will be:

**Usefulness** – Is the solution practical and/or buildable?

**Craftsmanship** – Does the presentation material clearly and attractively communicate the design solution and concepts?

The jury will convene between the dates of September 16, 2009 and October 9, 2009.

Competition winners will be announced at the Award Ceremony at HOT ITALIAN Pizza and Panini Bar on October 17<sup>th</sup>, 2009. A post announcing the winning entries will be made on the Sierra Chapters Facebook and Land&Lounge.com pages as well as CADA and the Friends of Fremont Park web pages.

## **Awards:**

---

Sponsorship and fund raising for the competition awards is still in progress. The final award values (in the form of cash and prizes) are still to be determined, but these minimum award values have already been confirmed:

First Prize: (The HOT ITALIAN AWARD) for a value of at least \$400.00

Second Prize: (The HUNTER AWARD) for a value of at least \$200.00

Please notice that there is not a separate award category for individual or team entries in this competition. A single prize will be awarded at each prize level and it will be up to a team to distribute the prize among its team members.

**IMPORTANT NOTE:** Entry fees from a minimum of (5) five participants are necessary to offset the administrative costs of the competition. If more than five entries are received by the July 31<sup>st</sup> deadline then a portion of those entry fees will go toward funding larger award values and potentially more award categories.

## **Entry Registration and Fee:**

---

All individuals or teams interested in participating in this competition should completely fill out the accompanying Design Competition Registration Form and provide a check or money order for the appropriate competition entry fee. The form and fees should be delivered to:

ASLA Sierra Chapter Design Competition  
AIA Central Valley Headquarters  
1400 S St.  
Sacramento, CA 95811

All registration forms and fees are due on **July 31, 2009 before 5:00p.m.**

## Competition Entry Fee:

The competition entry fees are as follows:

**\$45** for an individual entrant who is a current ASLA California Sierra Chapter member or for a team with at least one ASLA California Sierra Chapter member on the team.

Or,

**\$55** for an individual entrant who is not currently an ASLA California Sierra Chapter member or for a team that does not have at least one ASLA California Chapter member on the team.

As mentioned above, a minimum of five registered participants is required to offset the administrative costs for the competition. **IF FIVE REGISTRATIONS ARE NOT RECEIVED BY THE JULY 31<sup>ST</sup> DEADLINE THEN THIS COMPETITION WILL BE CANCELLED.** In this event all entry fee payments will either be returned or destroyed.

## Contact:

---

Please send any questions to [sierrachapter.asla@gmail.com](mailto:sierrachapter.asla@gmail.com). Please include the words "DESIGN COMPETITION" in your subject line.

## Notice:

---

Although it is the hope this competition will not only provide the Friends of Fremont Park and CADA with a pool of fresh ideas that may serve to jumpstart a future Master Planning process for Fremont Park, this competition does not, in itself, represent an official step in any City of Sacramento sanctioned Master Planning effort.

## Thank You:

We would like to recognize and sincerely thank the following Gold and Platinum Level sponsors whose contributions are making this competition possible:



# Competition Project Limits

## Fremont Park

Site Map



Location Map





# America Society of Landscape Architects California Sierra Chapter Design Competition – Summer/Fall 2009 Registration Form

Please fill the following completely and enclose this form with your payment.

Date: \_\_\_\_\_

---

### Entry type:

Individual

Team

*Please note, although entrants are invited to participate as either a team or individual, there is not a separate category for individual or team entries into the competition. A single prize will be awarded at each prize level and it will be up to a team to distribute the prize among its team members.*

*Entrant's Name(s): If more than one individual is participating in the competition as a team, please list each team member separately on his/her own line. Attach additional sheets if necessary. The first participant listed will be considered the primary entrant and contact available through the contact information provided below. Supplemental competition information including the design brief, base plan and additional schedule information will be forwarded via e-mail to the primary entrant only.*

Name	Firm/ Organization (if applicable)	ASLA Membership Number (if applicable)
------	---------------------------------------	---

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

---

### Contact Information (Primary Entrant):

Street Address 1: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Street Address 2: \_\_\_\_\_

City, State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact E-mail Address: \_\_\_\_\_

Is the Primary Entrant an ASLA – California Sierra Chapter member?  Yes  No



### Optional Information:

**Disciplines of participants:** *please include the number of all that apply in the box provided.*

- Landscape Architect    Architect    Engineer    Artist    Student  
 Other \_\_\_\_\_

---

### Payment Information:

**Competition entry fee is:** *(please check the one that applies)*

- \$45 - *if at least one of the listed participant is a current ASLA California Sierra Chapter member*  
 \$55 - *if none of the listed participants are a current ASLA California Sierra Chapter member*

*Payment to be made by: (please check one and complete form)*

- Personal check enclosed in the amount of:     \$ \_\_\_\_\_  
 Money order/ cashier's check enclosed in the amount of     \$ \_\_\_\_\_

*Please make all checks and money orders payable to: **ASLA California Sierra Chapter***

*Please mail or deliver this complete form along with your payment to:*

**ASLA SIERRA CHAPTER DESIGN COMPETITION**  
**1400 S Street**  
**Sacramento, CA 95811**

---

**All registrations and entry fees MUST be received by the end of the business day  
on July 31<sup>st</sup>, 2009.**

*Competition design brief, project site base information, and additional competition, award and schedule  
information will be forwarded to the primary entrant via e-mail on August 3<sup>rd</sup>, 2009*

Please send any questions to [sierrachapter.asla@gmail.com](mailto:sierrachapter.asla@gmail.com). Please include the words "DESIGN COMPETITION"  
in your subject line.