

## **Draft: The First Coast Vision Image Design Challenge**

### **Overview of the Challenge**

- Participants are asked to take the specifications below and the available data and turn it into an image representing growth and development in the Northeast Florida region in 50 years
- The winning submission, as determined by the Board of Directors of the Regional Community Institute of Northeast Florida, Inc. (the Sponsor) will receive an award of \$500, the runner up will receive an award of \$250. The Sponsor reserves the right to withhold awards in the event that submissions do not adequately respond to the specifications or reflect First Coast Vision, at their sole discretion. The Sponsor reserves the right to consult with the winner and request changes to the image to better represent First Coast Vision.
- All complete submissions will be displayed in conjunction with the release of First Coast Vision in the fall of 2011. Complete submissions become the property of the Sponsor and may be used in any manner consistent with First Coast Vision. All images will be attributed to the designer or design team if they are used.

### **Important Dates:**

- April 1, 2011 Challenge Launch
- April 14, 2011 Additional Socioeconomic data projections will be released to guide placement of growth by 2060
- April 15, 2011, 9am Conference Call to answer questions (Dial in to 888 808 6959, conference code 6110389). Call will be terminated after 15 minutes if there are no callers.
- April 29, 2011, 9am Conference Call to answer questions (Dial in to 888 808 6959, conference code 6110389). Call will be terminated after 15 minutes if there are no callers.
- May 6, 2011 Due date for Intent to Submit Image Form
- June 3, 2011 Image Submission Deadline
- June 9, 2011, 9am Presentation of Image to RCI, not to exceed 15 minutes per image. Submitters must provide all hardware and software to present their image, other than a screen.
- Winner Announcement: After June 23, 2011

### **Required Forms and Format** (Image submissions cannot be accepted without all of the required forms):

- Intent to Submit Image Form (due May 6)
- Agreement to Official Rules and Terms and Conditions
- Image Cover Form
- Images (one regional and up to four additional) may be created in whatever format the submitter prefers but must be submitted for evaluation as a jpeg or powerpoint. Logos or attribution prefers may be included but must be discreet. First Coast Vision may be released in electronic and hard copy format, so the submission must be suitable to both formats, and may be submitted in two or more formats. A hard copy must be submitted for each part of the image, with a minimum size of 24" by 36" for the regional image and 11" by 17" for the additional images. Depending on the format that shows the image to best advantage and hardware and software available to the Sponsor, the Sponsor may require the submitter's assistance in creating the electronic and hard copy versions of First Coast Vision for release in the fall of 2011.

## **Specifications**

- The image must be based on the regional map provided. It must represent the level of development in the region in 2060, assuming an additional 1.6 million people and 650,000 jobs will be added over current levels.
- The placement of growth on the image must be guided by the socioeconomic data, but must also take into account the other specifications.
- The image must consist of a two or three dimensional rendering of the region in 50 years. It may also include up to four images that demonstrate the type of development expected in 50 years.
- The image must embody First Coast Vision, as described in the Committee Draft Goals. The Objectives associated with those Goals and the February and March 2011 public input document may also be considered.
- The image must show reversal of the Trend growth pattern, rejected by 96% of the respondents to the growth pattern survey.
- The image must reflect that the Multiple Growth Centers growth pattern was selected by 40% of the residents polled, and was preferred. The image must also reflect the Urban Compact pattern, preferred by 24% polled, and the Corridor pattern, preferred by 23%.
- The image must show preservation of agricultural lands and green infrastructure.
- The image must represent a regional multi-modal transportation system connecting centers.
- The image must distribute job and population centers throughout the region.
- The image must show infill and redevelopment in existing urban areas.
- To the extent that the type of development is shown, it must embody one or more of the following: low impact, compact, mixed use, walkable, placing density near transit.
- The image must show residential development to be directed away from Coastal High Hazard Areas.

## **Examples of approaches**

- The Multiple Growth Centers pattern example from Reality Check First Coast would require 125 square miles or approximately 3% of undeveloped land to be developed.
- Use shapes of different sizes to indicate the level of development in each county.
- Use ribbons to indicate transportation and open space connections.

## **Available Data** (No other data is to be used)

- Population estimates and projections
- Regional base map (available as tif, gif, pdf and jpeg)
- Maps (available as pdf): Agriculture and Silviculture, Ecological Greenways, Rare Species Habitat, Strategic Habitat, Wetlands, Managed Lands, Florida Forever Lands, Coastal High Hazard Area, Flood Zones, Sea Level Rise.
- Growth Pattern Examples (available as pdf): Multiple growth centers, urban compact, corridor, dispersed and trend patterns
- “Spaghetti Maps” from Reality Check First Coast, depicting open space connections, transit and roads
- Committee draft of First Coast Vision Goals and Objectives
- February and March Public Input document
- Socioeconomic Data projections by TAZ for 2060 (available April 14, 2011)