



West Central Neighborhood Association

DESIGN COMPETITION

New neighborhood entrance feature

Objectives

The mission of the West Central Neighborhood Association (WCNA) is to enhance the environment of the West Central neighborhood by improving the quality of urban life for its residents, business owners, and visitors. WCNA is committed to the preservation of diverse neighborhood assets as well as economic and partnership development.

To this end, we are seeking to replace our existing, decades-old neighborhood entrance sign at the Southeast corner of West Jefferson Boulevard and Garden Street. Your design should incorporate the historic nature of the neighborhood as well as its progressive aspects, ideally merging them in a manner that respects the past and embraces the future.

Guidelines

- a) The design ideas should innovate, inspire and challenge, but entrants are encouraged to consider the practicalities of realizing their scheme;
- b) WCNA would like to install additional neighborhood markers at other locations in the future, and the winning design will have elements that could be adapted for other sites;
- c) Construction budget is \$5,000 per location;
- d) City sign codes permit up to 50 square feet of signage on a structure up to 8 feet tall, located at least 5 feet away from any street right of way edge. If a location is planned on a street right of way, the City Division of Public Works requires a minimum of 18" clear zone between roadway edge and the structure. Public Works generally adopts City sign code requirements in approving signs placed on City rights of way.
- e) The design should be inexpensive for WCNA to own, operate, and maintain during its life expectancy. The designs should be sufficiently durable to last at least 30 years with little to no additional maintenance.

Proposal Requirements

Participants must submit:

- a) Official competition entry form, which may be found at <http://www.westcentralneighborhood.org/programs/entrance-design-program>.
- b) A printed graphic mounted on a 24" x 36" foam core board.

- c) PDF in horizontal A1 format (24" x 36") that clearly illustrates the proposed design, inspiration, sensitivity to context and general construction/fabrication methods and materials. Plan and elevation views should be provided with perspective and/or orthogonal views encouraged.
- d) JPG version of the proposal to be viewed on the website (maximum file size 6mb – recommended, 1500px wide maximum).

Participants may submit supplemental media as necessary to convey design intent.

Physical submissions should be delivered to:

WCNA Design Competition
c/o ARCH
818 Lafayette Street
Fort Wayne, IN 46802

Electronic submissions should be delivered to info@westcentralneighborhood.org.

Evaluation Criteria

Proposals will be evaluated on contextual appropriateness, quality of design, viability, sustainability, budget, and innovative approach. WCNA reserves the right to reject and exclude from award consideration any proposal that, in WCNA's opinion:

- a) does not comply with the subject matter or the requirements laid down herein;
- b) does not meet the minimum standard of quality;
- c) is in poor taste or includes offensive or illegal content;
- d) is submitted by a participant who breaches any of the rules herein.

Proposals will be evaluated by a jury consisting of representatives from fields such as architecture, city planning, landscape architecture, and graphic design, as well as representatives from the neighborhood association.

Awards

The winning proposal will be awarded \$500. The runner-up proposal will be awarded \$250.

Schedule

March 15, 2014	Submission period opens
June 1, 2014	Submission period closes
July 2014	Unveiling and celebration event, location and date TBA

Questions?

Questions may be sent to info@westcentralneighborhood.org. During the submission period, information and updates will be provided at <http://www.westcentralneighborhood.org/programs/entrance-design-program>.

Intellectual Property

Participants guarantee they are the legitimate owners of the work submitted and ensure that they do not violate intellectual or industrial property rights of third parties. In using music, sound, images or texts of third parties, participants guarantee such elements are in the public domain or that they have the due authorization from the legitimate owners. Participants accept, with respect to WCNA, any liability arising from non-compliance with these declarations and guarantees.

Participants authorize the public communication of their proposals on WCNA's website and other social media sites and in any means WCNA deems appropriate for publicizing the competition from the outset of participation in the competition until the winning proposal is made known, stating the author's name.

The winner(s) will grant WCNA rights of reproduction, distribution, communication and transformation of the said project for the maximum term of such rights. The winner(s) will authorize that the winning proposal become part of the archives of WCNA.

All submittal materials become the property of the West Central Neighborhood Association (WCNA) and its assigns. WCNA reserves the right to develop construction and fabrication plans based on submitted designs.

Site Options for Proposed Marker

