



people
places
engage

context
SAN DIEGO ARCHITECTURAL FOUNDATION



context

SAN DIEGO ARCHITECTURAL FOUNDATION

The population of the San Diego County is expected to increase 30 percent by 2050, adding one million new residents who will require 330,000 new housing units to live in. While downtown San Diego has been the focus of most high-density development, when fully built out it will accommodate no more than 90,000 to 100,000 additional residents. That means San Diego's other neighborhoods will need to house 80 percent of the city's new residents.

The San Diego Architectural Foundation (SDAF), through its annual Context Vol. 4 program, will focus on how over the next decade well-designed, denser neighborhoods can improve the quality of life as well as environmental and economic prospects for all San Diegans. CV4 will focus on the most personal aspects of these changes to our neighborhoods--housing. Through presentations, lectures, panel discussions and exhibits, CV4 will explore both existing and new housing types, typologies and solutions, from infill housing, micro units and shared-living, to secondary units or 'granny flats,' and beyond.

CONTEXT VOL. 4 EVENT SCHEDULE

DATE June 6, 2017
PLACE GREAT HALL
International House
UCSD
La Jolla, CA. 92093

PART ONE: Public Engagement Event

DATE June 6, 2017
TIME 3 pm - 5 pm FREE

PART TWO: Neighborhoods 2027 Presentation

(Ticketed Admission)

TIME 5:15 — 6:45 p.m. Reception
7:00 — 9:00p.m. Main Presentation

MISSION & GOALS

Mission Statement: To demonstrate how well-designed, denser neighborhoods can improve the quality of life, economic prospects and cultural vitality for all San Diegans.

Goal External: To change the negative public perception of new development in older communities and to humanize the problems opposition to density and development causes by emphasizing homes not housing units and jobs not companies.

Goal Internal: To broaden the membership and reach of the San Diego Architectural Foundation.



CV1
NEW CENTRAL LIBRARY
Public/Private
Partnership

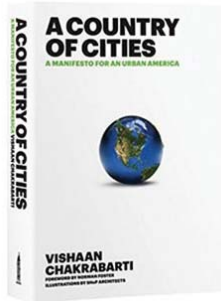


CV2
WHAT'S THE BIG I.D.E.A.?
Innovation and
Opportunity

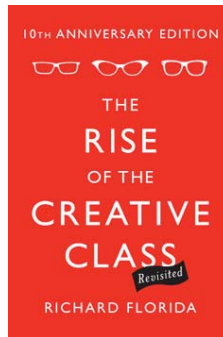


CV3
A DAY ON THE BAY,
The San Diego Port's
20-Year Vision.

IDEAS



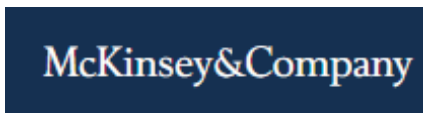
Author Vishaan Chakrabarti argues that hyperdensity is the solution to a host of problems, including “economic stagnation, our rising seas, our spiraling health care costs, our vulnerability to petro-dictators and our free-fall into a sprawling national deficit.”



“The rise of creative class as an economic force were the underlying factors powering so many of the seemingly unrelated and epiphenomenal trends we had been witnessing, from the ascent of new industries and businesses, to changes in the way we live and work”.



“Low-income and middle-class families are being hit hardest, and impacts of the housing deficit could become increasingly visible as more people are forced to double up” - *San Diego Housing Crisis Drives Some To Relocate, Others To Invest*



“In dollar terms, we learned that each year Californians pay \$50 billion more for housing than they are able to afford. In total, California’s housing shortage costs the state more than \$140 billion per year in lost economic output, including lost construction investment as well as foregone consumption of goods and services because Californians spend so much of their income on housing.”



“ULI believes that delivering density will be a crucial part of successful urban futures. However, the term itself has different connotations in different parts of the world and the understanding of the economics, planning implications and customer satisfaction of delivering dense development is at very different stages in different cities”.

PROGRAM



Context Vol. 4 will explore creative planning and design solutions that increase density and will improve San Diego's quality of life, and urban, cultural and economic vitality. Higher density, through good, thoughtful design and Smart Growth policies, when done right, can revitalize our existing communities and make San Diego a healthier, savvier and more affordable place to live.

Context Vol. 4 will convene a panel of architects, educators, developers and planners who will show, through example of both built and visionary solutions for the orderly increase of density through thoughtful, credible and potential design.

The committee envisions the following general outline for the program:

1. SDAF, in co-ordination with University of California, San Diego (UCSD) Bioregional Center for Sustainability Science, Planning and Design, will produce and distribute a San Diego countywide survey on housing and neighborhoods to flesh out the current issues and possible solutions for the next 10-plus years.
2. On June 6, 2017, a free and open-to-the-general-public two-hour event will begin with a short lecture that disseminates the analysis of the survey and will be followed by an open discussion on the future of development in San Diego's neighborhoods over next 10 years.
3. This open event will be followed by an evening program that starts with a paid pre-event cocktail party and 'Taste of the Neighborhoods' reception held at the UCSD Great Hall. The reception will encourage participants and panelists to interact and discuss relevant issues in a relaxed, congenial environment. Following the reception, a paid evening forum of practitioners, developers (local and national), academic experts, and civic leaders will discuss distinctive accomplishments in achieving higher density with design excellence that can serve as examples for San Diego's planners, architects and developers.
4. In the spring of 2018, a free and open-to-the-general-public exhibit of potential design solutions for denser San Diego neighborhoods based on the survey results. This exhibit will be produced by local architecture, design and urban planning schools.



PARTNERS



Context Vol. 4 is one of a coordinated series of conferences, lectures and public exhibits that will happen in San Diego throughout the year 2017 and beyond, sponsored by the “San Diego Innovation Housing Alliance” (SDIHA). Through these events, the alliance and its members seek to educate city and county residents about the opportunities new, well-designed development brings to their neighborhoods and to bring citizens and design, planning and building industry professionals together to discuss common issues and how to resolve them.

In addition to the San Diego Architectural Foundation (SDAF; sdarchitecture.org)—the parent organization of Context Vol. 4 and the annual Orchids & Onions Awards—the participating organizations in the alliance and their currently scheduled events include:

- * Urban Land Institute (ULI) San Diego-Tijuana Housing Symposium- February 1, 2017 (sandiego-tijuana.uli-org),
- * Housing You Matters (housingyoumatters.org)
- * American Institute of Architects, San Diego 2050 Workshop - November 2017 (AIASD; aiasandiego.org),
- * American Institute of Architects, California Council Housing Conference and Design Competition - November 2017 (AIACC; aiacc.org),
- * City Age Conference - April 2017 (cityage.org)
- * UCSD Bioregional Center for Sustainability Science Planning and Design
- * New School of Architecture and Design (newschoolarch.edu)
- * Woodbury University School of Architecture (woodbury.edu/program/school-of-architecture)
- * University of San Diego Dept. of Art, Architecture & Art History (www.sandiego.edu/cas/art/architecture)

As this alliance grows over the coming weeks and months, the SDIHA expects to announce new partners, programs and events, all of which will be publicized at news and social media sites.

Inspiring Confident Communities



SPONSORSHIP OPPORTUNITIES

By becoming a sponsor of Context Vol IV you will help the Foundation raise awareness, encourage practical discourse about the future of San Diego's built environment and contribute to thoughtful design decisions throughout the region. Your sponsorship will put your organization's name in front of an audience of government, business, design and community leaders in attendance. The attendees will include San Diego's people-of-action, patrons of architecture and visionaries.

Expense Item	Cost
[Sponsor one or a combination of these]	
Creation & Administration of Housing Survey	\$10,000
UCSD CSSPD participation & publication of white paper	\$45,000
Exhibit Fees for Architecture Schools	\$15,000
Public Relations and Media	\$15,000
Speaker Fees	\$10,000
Films	\$10,000
June Event at UCSD	\$25,000
Student Exhibit Event in 2018	\$10,000
Project Administration	\$25,000
Total	\$165,000

Income Source	
Individual Donations	\$50,000
Corporate Underwriting	\$100,000
Event Ticket Sales	\$15,000
Total	\$165,000

\$50,000 TITLE SPONSOR

Title Sponsorship benefits:

- Recognition on white paper of survey data research
- Company logo prominently displayed on all event materials
- Company logo displayed in pre-show PowerPoint loop – full slide
- Company logo prominently displayed in event program
- Live, on-stage recognition at event
- Inclusion in all press releases (pre and post throughout the year)
- Exclusive sponsor highlight interview posted on Facebook
- Inclusion in all website, social media announcements and emails
- Recognition in all post-program promotions
- Opportunity to provide 300 promotional gift items at the event.
- Company logo, link and info prominently displayed on SDAF website sponsor page
- Company logo and link prominently displayed on SDAF website home page
- Special thank you in SDAF eblast, By Design
- Reserved VIP event seating and reception for 20
- SDAF membership

\$15,000 IDEA SPONSOR

Idea Sponsorship benefits:

- Company logo on all event materials
- Company logo displayed in pre-show PowerPoint loop
- Company logo displayed in event program
- Inclusion in all website and social announcements / press releases
- Reserved VIP event seating and reception for 15
- Event video credit in 1st and last segment
- Company logo, link and info prominently displayed on SDAF website sponsor page
- Company logo and link displayed on SDAF website home page
- Special thank you in SDAF newsletter, By Design
- Live, on-stage recognition at event
- Exclusive sponsor highlight interview posted on Facebook
- SDAF membership

\$10,000 INSPIRATION SPONSOR

Inspiration Sponsorship benefits:

- Company logo prominently displayed on all event materials
- Company logo displayed in pre-show PowerPoint loop – full slide
- Company logo prominently displayed in event program
- Live, on-stage recognition at event
- Inclusion in all press releases (pre and post throughout the year)
- Exclusive sponsor highlight interview posted on Facebook and LinkedIn
- Inclusion in all website, social media announcements and emails
- Recognition in all post-program promotions
- Opportunity to provide 300 promotional gift items at the event.
- Event video credit in 1st and last segment
- Company logo, link and info prominently displayed on SDAF website sponsor page
- Company logo and link prominently displayed on SDAF website home page
- Special thank you in SDAF eblast, By Design
- SDAF membership
- Reserved VIP event seating and reception for 10
- SDAF Membership

San Diego Architectural Foundation is a 501c3 nonprofit organization and your contribution is tax deductible.
Federal Tax ID: 95-3513927

\$5,000 IMAGINATION SPONSOR

Imagination Sponsorship benefits:

- Company logo on all event materials
- Company logo displayed in pre-show PowerPoint loop
- Company logo displayed in event program
- Inclusion in all website, social media announcements and emails
- Reserved VIP event seating and reception for 6
- Recognition in post-program promotions
- Event video credit in 1st and last segment
- Company name and link displayed on SDAF website sponsor page
- Company name and link displayed on SDAF website home page
- SDAF Membership
- Special thank you in SDAF newsletter, By Design
- SDAF membership

\$1,500 INVENTION SPONSOR

Invention Sponsorship benefits:

- Company logo on event materials
- Company logo displayed in pre-show PowerPoint loop
- Company name displayed in event program
- Event video credit in (last segment)
- Inclusion in website and social announcements
- Reserved VIP event seating and reception for 2
- Company logo and link displayed on SDAF website sponsor page
- Company logo and link displayed on SDAF website homepage
- Special thank you in SDAF newsletter, By Design
- SDAF membership



\$2,500 INCUBATOR SPONSOR

Incubator Sponsorship benefits:

- Company logo on all event materials
- Company logo displayed in pre-show PowerPoint loop
- Company logo displayed in event program
- Event video credit in last segment
- Inclusion in website and social announcements
- Reserved VIP event seating for and reception 4
- Company name and link displayed on SDAF website sponsor page
- Company name and link displayed on SDAF website home page
- Special thank you in SDAF newsletter, By Design
- SDAF membership

\$750 INNOVATION SPONSOR

Innovation Sponsorship benefits:

- Company logo on event materials
- Company logo displayed in pre-show PowerPoint loop
- Reserved VIP event seating and reception for 2
- Company logo and link displayed on SDAF website sponsor page
- Company logo and link displayed on SDAF website homepage
- Special thank you in SDAF newsletter, By Design
- SDAF membership

SPONSORSHIP FORM

Please send completed electronic copies of this form
and your company logo to info@sdarchitecture.org

The San Diego Architectural Foundation is a 501c3, nonprofit organization dedicated to education and the promotion of outstanding architecture, planning and urban design throughout the San Diego region. Thank you for your sponsorship. We value your support!



Name: _____

Company: _____

(Please list your name or company name EXACTLY as you want it to appear on sponsorship materials)

Contact Person: _____ E-Mail: _____

Mailing Address: _____

City, State, Zip: _____ Phone: _____

Web Site: _____ Fax: _____

Yes! We are pleased to support the San Diego Architectural Foundation and
Context Vol. 4 at the level noted below:

Payment Terms:

My check is enclosed for the full amount

Please bill my credit card Visa MasterCard American Express

Card#: _____ Exp. Date: _____ / _____
Month Year

Billing Address (if different from above): _____

Cardholder Signature: _____ CVC#: _____
(3-digit code on back of card)

By signing this pledge form, I understand and agree to the following:

Sponsorship is activated upon receipt of payment in full.

Benefits of this agreement are as listed on this Sponsorship Opportunities Kit.

Provide your logo and any other applicable marketing material or artwork to SDAF by April 17 in order
to be included in printed program and other event materials.

Authorized Representative: _____ Title: _____

Signature: _____ Date: _____

Checks may be made payable and mailed to:
San Diego Architectural Foundation (SDAF)
P.O. Box 122228
San Diego, CA 92112-2228
(619) 232-1385

San Diego Architectural Foundation is a 501c3 nonprofit
organization and your contribution is tax deductible.
Federal Tax ID: 95-3513927





CONTEXT IS A FORUM CREATED BY THE SAN DIEGO ARCHITECTURAL FOUNDATION'S COMMITMENT TO KEEPING THE CONVERSATION ALIVE ABOUT THE VALUE OF EXCELLENCE IN THE BUILT ENVIRONMENT.

The San Diego Architectural Foundation is dedicated to education and the promotion of outstanding architecture, planning and urban design throughout the San Diego region.

The San Diego Architectural Foundation (SDAF) is an independent, 501c3 nonprofit organization founded in 1980 by Ed and Barbara Malone. SDAF has become a membership organization, the host of Orchids & Onions, PechaKucha Night San Diego, Inside the Design Studio, architectural tours, film screenings and many other unique and educational programs designed to raise awareness about, and inspire excellence in San Diego's built environment.

San Diego is consistently growing, densifying and redeveloping. It is easy to assume that the quality of our buildings and urban design is beyond our control or in someone else's hands. But the reality is that we all play a role in shaping our built environment. We must be aware, appreciative and be involved in the design of our environment in order to ensure that the ongoing evolution of our city and our region creates a heritage worthy of future generations.

By educating our community and encouraging awareness of the importance of our built environment, SDAF strives to improve the quality of life for all San Diego.

On a last note: become a SDAF member, volunteer...be a supporter and join the conversation! PEOPLE+PLACES+ENGAGE. We hope to see you soon.



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