By 2050 human population will reach more than eight billion, with over 80% living in cities. This continuing growth and urbanization is projected to add 2.5 billion people to the world’s urban population in the next thirty-five years. As the drive to urbanization continues, the basic life resources of food, water and cheap fossil-based energy race against efficiency or depletion as ecological destruction escalates.

The context of current day urban and environmental demise is crying out for a new, bold, and comprehensive urbanization paradigm. Arcology—the integration of architecture and ecology—is that imaginative alternative, simultaneously providing a rich urban environment with its social, cultural and economic benefits, while leaving the surrounding ecology both intact and in proximity to the urban population.

Arcosanti is the urban laboratory testing the concept of arcology to reorganize the sprawling urban landscape into dense, integrated, three-dimensional cities to efficiently support the complex activities that sustain human culture. Under development by the Cosanti Foundation since 1970, Arcosanti is now moving forward by creating a Strategic Plan.

The Strategic Plan will provide the Cosanti Foundation a framework for future organization and development activities. The Plan will include vision, mission and values statements, goals, strategic objectives, and a time and resource balanced implementation plan.

Please join us to advance the development of the Arcosanti Urban Laboratory as a prototype arcology
GUIDING PRINCIPLES

What is ARCOLOGY?
• The integration of architecture and ecology
• A methodology to conceive urban landscapes that are dense, integrated, walkable and three-dimensional
• A means to support the complex activities of human culture while limiting negative impacts on the natural world

Cosanti Foundation VISION
The city is the necessary instrument for the evolution of humanity via the consolidation of the fragmented urban landscape into compact, multi-layered forms that facilitate the increasingly complex activities of human culture interwoven with a healthy natural environment.

Cosanti Foundation GOALS
• Explore equitable and sustainable relationships between human activities and the Earth’s ecology
• Build the Arcosanti urban laboratory as a prototype arcology
• Inspire research and foster educational and cultural transformation

Core VALUES
• ECOLOGICAL ACCOUNTABILITY: to develop human habitat that protects its surroundings
• LIMITED FOOTPRINT: urban density as opposed to unbounded dispersion allows more activities in less space providing access for all to the economic and social essentials of city life
• RESOURCEFULNESS: a careful, thoughtful approach to planning, building and daily life that is experientially rich and materially frugal
• EXPERIENTIAL LEARNING: the power of demonstration as a dynamic, grounded educational experience

ACTIVITIES
The foundation oversees activities at Cosanti, the original Paolo Soleri Studios in Scottsdale since the 1950s. Designated as an Arizona historic site, Cosanti’s unique architectural environment features many imaginative design elements that reflect Soleri’s experimentation with innovative construction techniques. The Foundation also manages the operation and development of Arcosanti, an urban laboratory near Cordes Junction, Arizona, under construction since 1970, and collaborates with institutions and individuals around the world.

The foundation engages in many activities at Cosanti, Arcosanti and beyond, including:
• Bronze & ceramics bell studios
• Educational workshops & programs
• Music and theater performances
• Food services
• Site tours
• Hospitality services
• Event facility rentals
• Architecture and planning
• Construction
• Facility maintenance
• Landscaping
• Agriculture
• Publications
• Historic preservation
• Art and design exhibitions
• Design commissions
Explore with us in creating a transformative experience at Arcosanti where architecture meets ecology

The Arcosanti urban laboratory is focused on innovative design and ecological accountability. It is actively experimenting with lean alternatives to urban sprawl by researching, developing and building the key elements of a prototype arcology.

Over 7,000+ workshop participants have contributed to the construction since 1970. Arcosanti provides a unique environment of mixed-use buildings and public spaces where people live, work, visit and participate in a diverse range of community, educational and cultural programs.

Arcosanti’s intensive workshop program teaches students from around the world about Arcology while they participate in on-going construction. Concerts and other events in the Colly Soleri Music Center also allow visitors to experience Arcosanti. We host 35,000 tourists each year in our guest facilities, gallery, bakery, and cafe. Guided tours introduce visitors to the philosophy, history, planning and ongoing construction of Arcosanti.

A diverse group of Arcosanti residents work in planning, design, construction, agriculture, landscaping, carpentry, metal work, maintenance, archives, teaching, hospitality, and communications. Residents also produce the world-famous bronze and ceramic Soleri windbells through Cosanti Originals.
Arcosanti conducts a wide range of activities. It is first and foremost the center for the demonstration of arcology-related urban design and education. It is a nascent living and functioning proto-arcology urban laboratory. Residents, workshop participants and visitors live and work in the largely pedestrian environment that is being constructed, and engage in fostering and managing the activities of the Cosanti Foundation.

### Existing Facilities (Built Environment)
- Residential housing and guest units for 100 people
- Offices for planning, information and administration
- Education classrooms and conference spaces
- Visitor Center and gallery for bell and gift sales
- Restaurant and banquet facilities seating for 120
- Bronze bell foundry and ceramics studios
- Amphitheater and stage – capacity 500
- Music center lounge – capacity 50
- Vaulted performance areas – capacity 750
- Light industrial space for concrete, carpentry, electrical and plumbing workshops
- Greenhouses, gardens, and olive orchards
- Swimming pool
- Campgrounds
- Site infrastructure including electrical, plumbing, fiber optic data and community WiFi

### Educational & Cultural Programs
- Workshops – 7,000+ participants since 1970
- Lectures and presentations
- Paolo Soleri Archives – exhibitions & publications
- Arts and performances – 20 events/year

### Tourism and Hospitality
- Annual visitors – 35,000
- Annual tours – 11,000
- Annual overnight stays – 3,000
- Annual meals served – 35,000

### Cosanti Foundation Annual Budget
- $1.2 million annual operating budget generated primarily from manufacturing and retail activities, design commissions, tuition fees and tourism
- Contribution and grant income is about 25% of annual budget
The Cosanti Foundation is engaged in a strategic planning process to review, confirm and enhance both its identity and its future activities to advance the concept of arcology.

**STRATEGIC PLANNING OBJECTIVES**

**Planning GUIDELINES**
- Comprehensive plan for the development of Arcosanti as a prototype arcology
- Multidisciplinary approach to urban planning, land use, mixed use community development, agriculture, infrastructure, and resource management
- Innovative model of a city in balance with its surrounding ecological systems.
- Educational role of promoting the concept of arcology
- Highest and best use of the foundation’s real estate and intellectual property

**Plan DELIVERABLES**
15-year framework for future organization and development activities including:
- Vision
- Values
- Goals
- Facility assessment
- Business analysis
- Feasibility analysis
- Operational and marketing plan
- Finance & funding plan
- Participation and Communication plan
- Time & resource balanced implementation plan

**SCOPE OF WORK**

<table>
<thead>
<tr>
<th>Task 1</th>
<th>Refine Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task 2</td>
<td>Fundraising for Strategic Planning</td>
</tr>
<tr>
<td>Task 3</td>
<td>Participation &amp; Communication Plan</td>
</tr>
<tr>
<td>Task 4</td>
<td>Environmental Scan</td>
</tr>
<tr>
<td>Task 5</td>
<td>Strategic Analysis</td>
</tr>
<tr>
<td>Task 6</td>
<td>Goals, Objectives &amp; Strategies</td>
</tr>
<tr>
<td>Task 7</td>
<td>Implementation Plan</td>
</tr>
<tr>
<td>Task 8</td>
<td>Project Resource Plan</td>
</tr>
</tbody>
</table>

**HOW WE ARE DEVELOPING THE PLAN**

**Strategic Planning COMMITTEE**
- 22 member volunteer committee guides development of the Strategic Plan
- Committee meets monthly via teleconference; quarterly in-person meetings
- Project alumni represent professional experience in planning, architecture, engineering, business management, economics, tourism, education and law
- Volunteers expected to contribute over $500,000 in donated services

**Committee PROCESS**
Committee working on preliminary planning tasks:
- Methodology
- Chart
- Scope of Work
- Fundraising
- Existing conditions assessment
- RFQ/RFP

**Organizational STRUCTURE**
Planning process designed to:
- Enhance communications
- Focus decision making responsibility with the Board of Directors

**WHAT IS NEEDED TO COMPLETE THE PLAN**

**Funding for Planning CONSULTANT**
- Extensive scope of work will require professional, full time planning consultant
- Committee raising funds for planning contract
- Committee will conduct search and recommend consultant

**Funding for Project MANAGEMENT TEAM**
- Full time project manager
- Project manager will execute the scope of work, create and manage the project schedule, and manage the planning contract
- Ensure deliverable schedule is met
- Inform and update the Board of Directors
For more information about the Cosanti Foundation, please visit www.arcosanti.org. If you would like to participate, donate, learn more or have a suggestion as to whom you know that may be helpful to our efforts, please contact us by email.