



NOMA 2022
50th Annual
Conference + Expo



2022
BARBARA G.
LAURIE
NOMA
STUDENT
DESIGN
COMPETITION

NORTH
NASHVILLE
MEMORIAL
BRIDGE AND
CULTURAL
CENTER

BARBARA G. LAURIE
STUDENT DESIGN COMPETITION






The 50th Annual National Organization of Minority Architects Conference & Expo

BARBARA G. LAURIE

STUDENT DESIGN COMPETITION





“FIRST LIFE, THEN
SPACES, *THEN*
BUILDINGS...THE
OTHER WAY AROUND
NEVER WORKS.”

JAN GEHL
ARCHITECT

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2022 BARBARA G. LAURIE NOMA STUDENT DESIGN COMPETITION

CHALLENGE HISTORY SITE PROGRAM RULES/PRIZES SCHEDULE INFO

DEADLINE
OCTOBER 15

THE CHALLENGE

The impact of Dwight D. Eisenhower's Interstate Highway System in the 1960s through North Nashville has consequences on the vitality of the community and the prosperity of its residents to this day. When planning the location of Tennessee's interstate system in the 1940s, city planners were charged with getting interstates in and out of the major cities without causing too much disruption in the city street system and existing buildings. I-40 was originally slated to pass Vanderbilt University however, in the late 60s, city planners routed the interstate eastward through the middle of a predominantly African American neighborhood known today as North Nashville. This caused concern among the black residents who felt that the interstate would decrease property value and ruin businesses. Their speculations became reality and the vibrance of the community never recovered. Reparations have never been made for this traumatic injustice and it has made gentrification easy and displacement inevitable. The design solution for the Barbara G. Laurie Design Student Competition should embody principals of truth and reconciliation for the trauma created by the addition of the interstate.

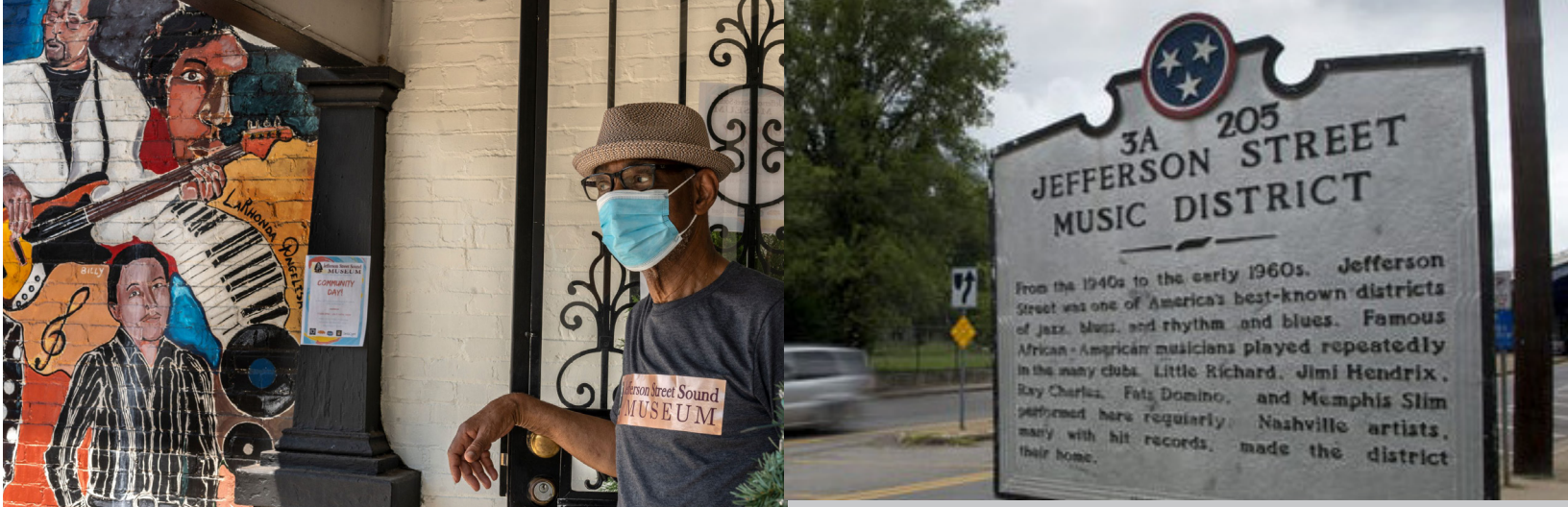
Nearly half a century later, the 117th Congress has developed the \$1.2 Trillion Infrastructure Investment and Jobs Act which plans to rebuild outdated infrastructure throughout America and reconnect broken communities. In recent years, there has been a push by the Metro Nashville Department of Planning and Transportation to right the wrongs of the Highway Interstate System. Every solution makes an effort to knit the razed community of North Nashville back together and to restore its roots. The 2022 Barbara G. Laurie Student Design Competition tasks students from across the nation to address the challenges of rebuilding the community through design and architectural strategies.

DESIGN CRITERIA

The design team is tasked with creating a master plan for a complex that serves as a cultural center to preserve the history of North Nashville and a new bridge to serve as a landmark and monument for the community. Projects will be judged on cultural expression, design excellence, community integration, project feasibility and visual as well as verbal presentation.

Design Considerations:

- Culture center to honor the history and culture of North Nashvillians
- Access to educational resources for all ages
- Social and recreational needs for community
- Sustainable design practices to include eco-friendly parking lots, rain gardens and water repurposing systems
- Provide an architectural experience for accessible routes and universal design
- Acknowledge context and respond to scale of community



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HISTORY

In October of 1967 a 40-member citizen group, calling themselves the I-40 Steering Committee (below, bottom-right), began a legal battle against the proposed location of the new route of Interstate 40. The I-40 Steering Committee claimed that the state highway officials were being racially discriminatory in their plans. The proposed location of the road was near Tennessee A&I State University (TSU), Fisk University, Meharry Medical College as well as drug stores, groceries, and cafes that were all within walking distance of residents in the area. The committee claimed that an access-controlled interstate would stop people from walking or directly driving over the existing roadway. The interstate would isolate these African American-owned businesses from their clientele and financially devastate their community. The I-40 Steering Committee also charged that residents were not given proper notification of the hearing held to discuss any citizen concerns before a route was decided upon. Although the committee appealed to the U.S. Supreme Court, they lost the battle and subsequently the vitality of the community.



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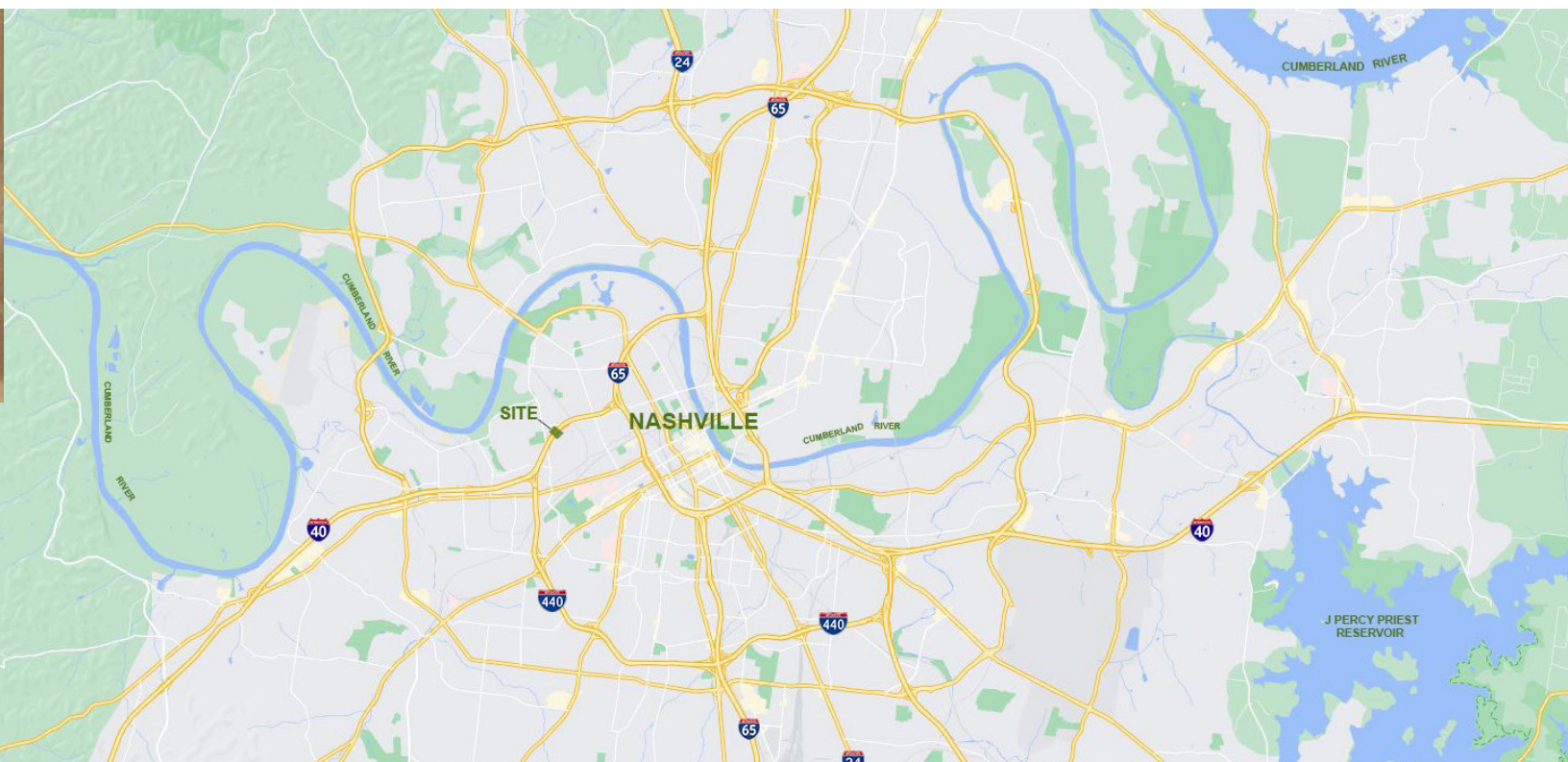
CHALLENGE HISTORY **SITE** PROGRAM RULES/PRIZES SCHEDULE INFO

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SITE

The construction of I-40 cut off access to the neighborhood park, historically black universities, residential areas and vibrant black-owned businesses. This was recognized, but the solution was a miserable failure. The Department of Transportation created a 'foot-bridge to nowhere' (above) which was merely a band-aid solution to a much bigger problem. The current site is unsafe, poorly lit and lacks thoughtful design. The area around the highway has sound pollution and no measures in place for sustainability controls. Teams should remove the off ramp system from I-40 and reroute traffic as well as develop routes for slower traffic around the site and community.

Currently the site is bookended by I-40 to the south and low-income residential to the north. The land is vacant and empty and surrounded by single family homes and some public housing to the south of the site. Directly to the East is Hadley Park which is a recreational park for the neighborhood and TSU students. Pearl-Cohn High School is 0.2 miles to the south and once had a direct connection to Hadley Park and the site but this was severed by the construction of I-40.





VICINITY MAP - N.T.S.

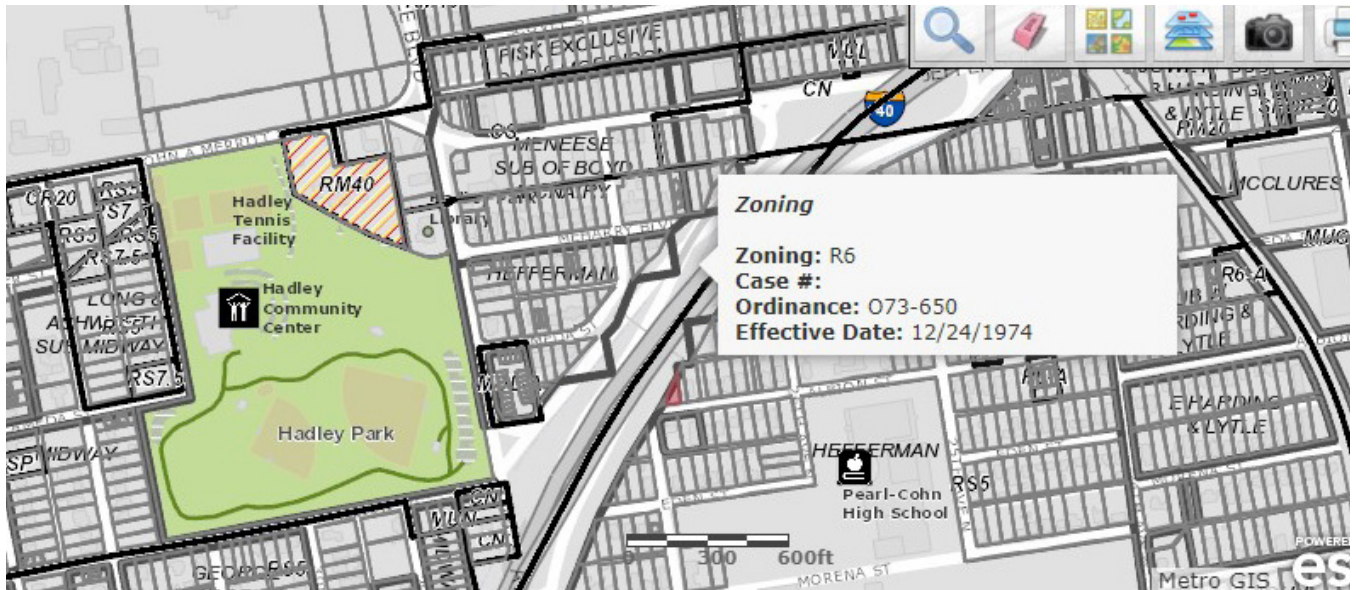
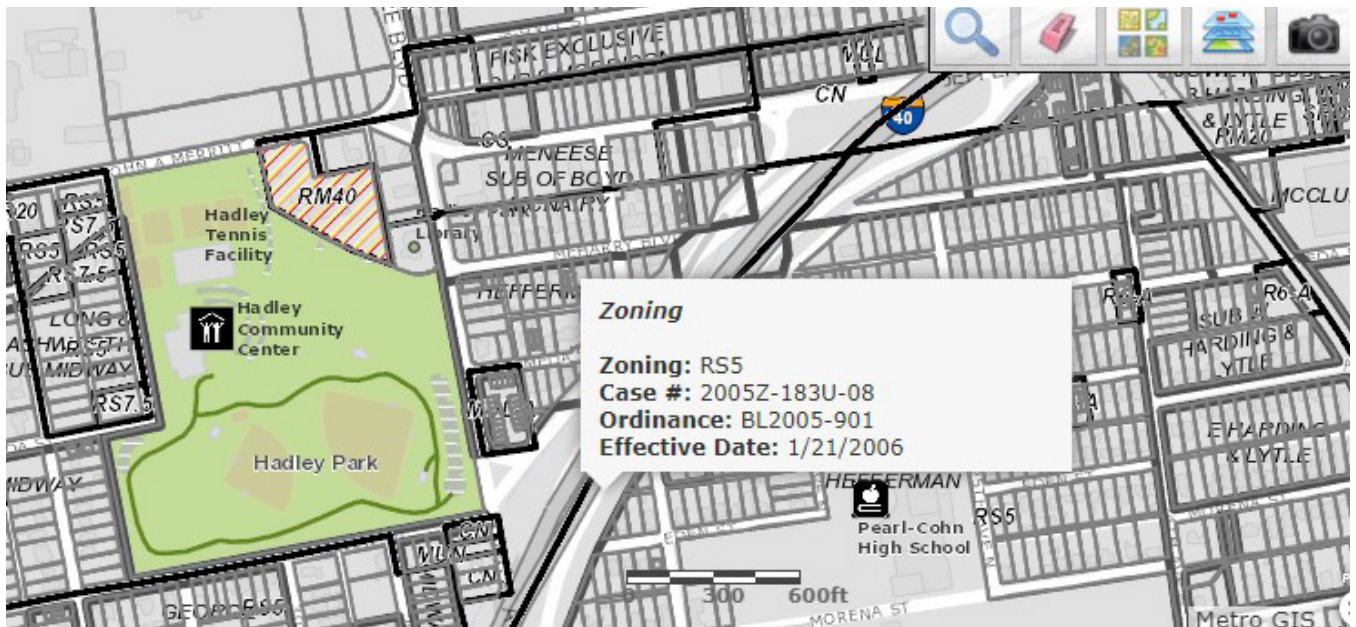


SITE MAP - N.T.S.



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Zoning District	Minimum Lot Area (in sq. ft.)	Maximum Building Coverage	Minimum Rear Setback (in ft.)	Minimum Side Setback (in ft.)	Maximum Height
R6, R6-A	6,000	0.50	20	5	3 stories
RS5, RS5-A	5,000	0.50	20	5	3 stories





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PROGRAM

EXHIBITION / MUSEUM SPACE 2000-3000SF

Exhibition space should tell the story of the history of the site and the history of the nearby community including HBCUs and Jefferson Street.

STAFF OFFICES 100-150SF

Min. of four-six (4-6) Co-working offices for local entrepreneurs, non-profits and creatives to collaborate
Min. of two (2) admin offices for museum spaces

RECEPTION 150-200SF

Reception area should include space for security desk and reception clerk as well as space for lobby.

CONFERENCE ROOMS 300-700SF

One (1) Main Conference room
Three (3) Meeting Rooms

BRIDGE

Bridge should serve as a monument and destination for those crossing the interstate. It is up to each team to make a decision on whether or not to build upon the existing structure of the bridge or develop a new bridge. Teams must provide a written explanation for the choice and make a compelling argument for their design strategy.

SITE ELEMENTS

Parking Spaces as Required
Pavilion
Rain Gardens
Playground
Remove I-40 off-ramp and reroute traffic

NOTE: Square footages for programs are suggestions.

GOALS

- Tell the story of the site and show the truth of the site's history
- Build on the bones of the bridge or create new bridge as determined
- Create a destination at each end of the bridge
- Develop physical strategy for equitable development that addresses displacement. In addition to the physical design strategy teams must develop a written strategy for addressing displacement and gentrification after the completion of the new center.

ZONING & CODE INFORMATION

Present Zoning: RS7.5, RS7.5-A, RS5, RS5-A, RS3.75 and RS3.75-A Districts. Designed for higher single-family development, these districts are appropriate for implementing the residential medium density policies of the general plan. R6 and R6-A Districts. Intended to provide for higher one-family and two-family development, this district is appropriate for implementing the residential medium or medium-high density policies of the general plan.

Task: This site will require a variance from the current designated zone. It is up to each team to research and provide the new designated zone required for the Cultural Center.



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RULES

1. All team members must be financial (paid) members of both the local NOMAS chapter (if applicable) AND the national organization for the calendar year 2022, by May 1, 2022. Note that this is the deadline for NOMA National membership dues. Exception: New student members who join a new or existing chapter in 2022. Existing memberships can be renewed at noma.net.
2. Chapter reports for existing chapters and notification of intent to participate must be received by the University Liaisons by May 1, 2022. Chapters reports should be filed at submit.noma.net.
3. New chapters must be approved and recognized by the national board by September 1, 2022 in order to be eligible to compete.
4. The NOMAS chapter must be a recognized student organization on its respective campus with access to a university-hosted bank account to receive funds. If selected as a winning team, the chapter is required to provide an IRS Form W-9 before the disbursement of prize money. (Checks will not be made out to individual students)
5. All team members are required to attend the NOMAS Chapter Orientation during the conference. The time and location will be announced with the release of the conference schedule. If you are unable to attend, you must notify your University Liaison.
6. All project teams must have a minimum of two (2) undergraduate students. If you are unable to meet this requirement, contact your regional university liaison.
7. There is no entry or submission fee to participate in the competition.
8. Only one entry per NOMAS chapter and/or school will be accepted.
9. Each student of the team must be a registered conference attendee.
10. Team members and faculty advisors are prohibited from soliciting comments directly from jurors at any time. Comments will be shared with the students at the conclusion of the competition. Teams that approach jurors will be disqualified.

PRIZES

1ST PLACE:	\$2,000
2ND PLACE:	\$1,500
3RD PLACE:	\$1,000



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SUBMISSION REQUIREMENTS

General Requirements

- Round 1 submission must be uploaded through the online submission portal, made available one week prior to the deadline. All files must be labeled in the following format:
Region_School Name_2022_<File Description> (for example, Northeast_Howard_2022_Presentation)
- The school name should not appear on any presentation images or the physical model.
- Submissions that do not comply with the file naming system will NOT be accepted.
- Not following the competition rules will result in penalties given at the discretion of the University Liaisons.

Round 1 (submitted through submit.noma.net)

- Maximum of three (3) landscape orientation 16:9 ratio digital presentation slides in PDF *and* JPEG format. Slides will be presented digitally on a single projector or TV monitor. Each presentation may include, but is not limited to, concept diagrams, plans, sections, elevations, and 3D renderings to convey the team's design. Incorrect board sizes or orientations will be disqualified. Physically mounted boards will not be accepted.
 Maximum file size for PDF presentation = 15 MB
 Maximum file size for JPEG images = 15 MB
- Contact information sheet for each team member, including e-mail and telephone in .doc or .xls format.
- One (1) physical model, maximum size 24" W x 36" L is required. Scale to be determined by the competition team. The model should be brought to the in-person presentation in Nashville during the conference. A photograph of the model is not required to be submitted by October 15. A drop-off location at the conference hotel will be provided upon arrival.
- Six (6) 11x17 printed color copies of the digital presentation to be brought to the in-person Round 1 Presentation.
- 1-minute video narrative of project to be shown at the beginning of the Round 1 presentation. The video can include renderings, still images, animation, audio, etc. Video must be a .mov or .mp4 file format. A/V equipment will be available for audio and/or microphone requirements.
- Written strategy that addresses displacement in PDF format (see Program). Written strategy may also be incorporated into presentation board.

Round 2 (Finalists only)

- If selected for Round 2, each team may re-present their Round 1 submission OR an additional digital presentation with no limitations on formatting within the allotted time frame. The optional presentation should not be included with the initial Round 1 submission. Students are responsible for bringing the presentation on an external storage device or cloud storage prior to the start of Round 2 (to be coordinated with the University Liaisons)



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JUDGING

Round 1 (on-site at conference hotel)

Teams will be randomly divided into two groups. Each team will have 5 minutes to briefly introduce their project, including the 1-minute video presentation (time for setting up the video will not be counted against the teams 5 minute allotment). During that time, the jurors will be listening **ONLY** and taking notes. There will be no Q&A for this round.

Deliberation

Jurors will deliberate and select a maximum of 3 teams from each group that will move to Round 2, for a total of 6 finalists.

Announcement of Top 6

Top 6 teams will be announced at the conclusion of deliberation. If your project was not selected to move onto Round 2, your University Liaison will distribute comments from the jurors after the conference. Out of respect for the jurors, please do not ask for direct feedback.

Round 2 (on-site at conference hotel)

Each team will have 10 minutes to present their project in a detailed presentation, followed by 10 minutes of Q&A with the jurors. Once all teams have presented, the jurors will return for deliberation and select the final competition winners.

Final competition winners will be announced at the Awards Banquet.

SCHEDULE

The student design competition will be conducted over two days during the conference. Final schedule to be announced with the release of the conference schedule. Students should plan to be physically present in Nashville for both days.

May 1, 2022: Deadline to submit 2022 Chapter Report and intent to compete at submit.noma.net

August 26, 2022: Deadline for questions related to the competition rules, program requirements, or schedule

All questions related to site history, culture, and resident experience should be directed to the regional University Liaison and will be shared with the NOMA Nashville chapter.

Deadline to upload Round 1 Submission: October 15, 2022 @ 11:59 pm Pacific Time

Late entries will **NOT** be accepted under any circumstances.



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ADDITIONAL INFORMATION

It is recommended that this design competition be integrated into a formal design studio or an independent study in order to maximize participation across multiple disciplines. Each team member may earn up to 320 hours for completion and submission of a design competition entry outside of a recognized work setting or academic requirement. Please see www.ncarb.org for information and specifications.

Upon receipt, all entries become the property of NOMA. NOMA reserves the right to publish drawings, written descriptions, photographs, and the names of entrants, without issuing compensation.

Important Note about COVID-19: In the event that the conference is unable to be held in person due to COVID-19, an addendum to the competition will be issued with an updated list of submission requirements.

The NOMAS Student Orientation is mandatory. Please contact your liaison if you have any issues with attendance.

CONTACT INFORMATION

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Atianna Cordova, Assoc. AIA, NOMA South Region Liaison: southliaison@noma.net

Jamilla Afandi, APA, NOMA, West Region Liaison: westliaison@noma.net

Barbara G. Laurie, AIA, NOMA **Dec 5, 1961 - Feb 7, 2013**

In 2013, the annual NOMA Student Design Competition was renamed in honor of Barbara G. Laurie, AIA, a lifelong friend, supporter, professor, mentor, and an active member within the NOMA family. An accomplished architect in her own right, Barbara dedicated her life to the education and mentorship of young students as a professor of architecture at Howard University. Drawing inspiration from her students, both in practice and at school, she consistently encouraged and pushed her students to realize their full potential.



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