

# ENVISION Ideas Competition

## Little Rock 2013

### Competition Description:

In celebration of the 100 year anniversary of John Nolen's 1913 "City in a Park" master plan for Little Rock, AR the Envision design competition seeks creative ideas for the establishment of an eastern terminus for Capitol Avenue that would also serve as an iconic gateway to the city. In 1913, Nolen saw Capitol Avenue as the ceremonial boulevard that would transect the gridded streets of downtown Little Rock, establishing a visual and physical connection between the Capitol building and the proposed Choctaw Depot to the east. This competition builds upon Nolen's ideas for the same site within a complex urban environment a century later.

### Timeline:

Competition registration begins on January 14<sup>th</sup> 2013.

Competition registration ends March 1<sup>st</sup>, 2013.

Competition runs from March 15<sup>th</sup> to July 15<sup>th</sup>, 2013.

Jury deliberation begins August 15, 2013.

Public awarding of the three design categories begins in September 2013.

Winners announced in November 2013 and presented at the John Nolen Exhibit Event in December 2013.

### Eligibility:

Open to the public and professionals from all backgrounds including designers, artists, and other creative folks who have a strong desire to affect the future of the great city of Little Rock. We encourage all participants to be affiliated with the state of Arkansas, having lived or attended college in the state is accepted. Individual participant submissions will be accepted and *collaborative group submissions are also encouraged*. There is no limit to the number of participants in a collaborative group entry or to the number of entries by each person or group.

### Registration:

Professionals – \$35 per entry (For firms, working professionals, and graduates within a design/engineering setting)

Public – \$35 per entry (Open to anyone not affiliated with a professional design or engineering firm including artists and other creative folks)

Students – Free (Must provide documentation of current enrollment status, full or part time accepted)

### Design Challenge:

Envision Little Rock is an ideas competition that challenges the public and professional design community to generate innovative concepts for the eastern terminus of Capitol Avenue in Little Rock, AR. John Nolen's park master plan for Little Rock emphasized the importance of an eastern entrance to the city through the planned Choctaw Depot as an opportunity for a monumental and memorable gateway that would also provide an opposing visual anchor to the Capitol building. This area of Little Rock has been experiencing rapid growth over the past decade that has focused on a high density live/work environment with alternative transportation opportunities, environmentally focused design, and a vibrant museum and arts culture. The Envision competition seeks to build upon this development

by establishing an iconic gateway to the city that utilizes progressive urban design solutions to solve the complex issue presented by the competition site. The north/south Interstate 30 viaduct presents an additional visual and connective design challenge that has been seen in many urban areas across the United States. The Hanger Hill neighborhood lies at the south edge of the site and has voiced its concerns over the possibility of the future widening of I-30. Envision asks participants to seek creative solutions that will bridge the proverbial gap, bring more to a disconnected area, and become a memorable icon and gateway to the City of Little Rock.

**Awards:**

Three jury deliberated award categories:

Professional - \$1500

Student - \$1500

Public - \$1500

Awards to be voted on by public:

“Envisioning an Icon” (\$250) - for the project that presents the best iconic and memorable design.

“Establishing Connections” (\$250) - for the project that establishes vital connections for current and future contingencies.

“The Wildcard” (\$250) – where anything goes.

**Judging:**

Each registrant category (Professional, Student, Public) will be narrowed down to 3 finalists by a jury composed of local professionals, city officials, and experts (making 9 finalists). From these nine finalists a winner will be chosen from each category but kept secret until the celebration event of John Nolen’s plan in October. During September and up until the October event, the public will vote on all of the submissions for the competition via online and public voting for three categories; “*Envisioning an Icon*” (\$250) “*Establishing Connections*” (\$250) “*The Wildcard*” (\$250). Winners of the jury deliberated awards can also win one of the public voting categories increasing their award money. It is up to you as a participant to decide if you would like to tailor your design toward jury or public awards, especially if you have an idea that could be the “wildcard”.

In October, the finalists and winners of the three categorical jury awards of \$1500 will be announced as well as the winners of the public voting categories.

**What are we looking for?**

The esteemed jury panel for the three submission categories in professional, public, and student will look for innovative concepts for the development of the competition site in terms of level of design detail, planning for future contingencies, an iconic gateway for the city, and as a multi-functional piece of urban infrastructure. How does your entry respond to what John Nolen saw as an important entrance to the city of Little Rock? How do you see a connection being established across I-30? Does your design capture or create a sense of place that presents Little Rock and Arkansas in a creative fashion? How will you respond to the needs of the Hanger Hill neighborhood? All entrants are encouraged to focus on sustainable alternatives that incorporate multi-functional and adaptive solutions for a growing urban district in downtown Little Rock. With thousands of cars passing every day, I-30 presents a design challenge as well as an opportunity to provide a visual attraction for passersby to come to Little Rock. Entrants are also encouraged to consider future plans in the area which includes possible Light Rail service to the Little Rock airport, and future plans for widening the I-30 corridor. **Remember, site**

***analysis can go a long way in determining the quality and viability of your solution***, but does not have to be included on the final boards.

**The Site:**

We have not delineated exact boundaries for the site and have left it up to entrants to determine the size, scope, and detail they determine is sufficient to accomplish the goals of the competition. We have identified a general site that is bounded by 4<sup>th</sup> street to the north, 6<sup>th</sup> street to the south, I-30 frontage road to the west (the parking lot east of the Post Office parking lot is included in the site), and Collins St. to the east. However, if you feel that your idea would require further development outside of the general site to include contextual sites such as the Clinton Library, abandoned rail line corridor, and Heifer International Headquarters, then feel free to extend outside our suggested boundaries but be prepared to explain your reasoning behind doing so.

**Support Materials:**

Basemap information, images, and other documents will be provided for entrants when registration concludes. This includes a CAD file of the site within its greater context. Feel free to obtain your own basemap information and support material. There is much information and documentation that we have not included but can be found through a thorough site analysis. For public entrants who do not have design software, a set of scaled detailed plans of the site and context will be provided in various sizes that can be printed and worked from that will fit onto the required panels for submission.

**Submission Requirements:**

Digital and hard copy forms of submission must be submitted by all entrants. A single submission may only be entered in one category (Professional, Student, Public). The website [www.competitions.org](http://www.competitions.org) lists numerous other design competitions and may be a good resource to see what other entrants have provided for judging and to get ideas on presentation styles.

***All submissions must include:***

*Hard Copy:*

One 36" x 48" portrait format sheet mounted/glued/printed on a foam core/cardboard panel backing that includes accompanying images and support materials listed below.

The hard copy submissions including models and sculptures must be mailed or hand delivered to StudioMain offices. If mailed, please cut your 36"x48" panel in half or quarters with plenty of padding for ease of mailing.

*Digital:*

A pdf or jpeg copy of your 36" x 48" portrait panel not exceeding 20mb in size.

If you are a public or individual entrant, and do not have access to a large format scanner, you can include up to 5 images of your work and the 600 word max write up as a digital submittal as a pdf or jpeg.

*More information on mailing and uploading digital submissions to be provided later.*

***All Professional and Student entries must include:***

- Clear visual communication of ideas is required. A concise and simple composition on your panel that conveys your idea quickly will help during judging.

- At least one schematic or detailed plan of your design is required, this may not be large but must be sufficient enough to locate your plan within the greater context.
- A small diagram or description of the site analysis process.
- 2 but not more than 4 perspectives, sketches, or axonometric views to easily convey design intent to the public.
- A combination of sections, details and other support material are not required but may be helpful to explain design intent.
- Diagrams explaining your consideration of future contingencies, phasing, or layers of functionality are not required but encouraged.
- In addition, a written summary or explanation of up to 200 words must be included on the panel, this summary should be a concise description of your design and its inspiration and intent.
- Text must not exceed 600 words (which includes the 200 word design summary) total on your panel.
- Submissions must be anonymous and entirely void of any identifying text, names, logos, or other graphics.
- Models and sculptures are encouraged but not required and must fit within a 2'x 2'x 2' box.

***Public entries must include:***

- Clear visual communication of your ideas.
- Images and other drawings mounted on a 36" x 48" panel, which can include plans, paintings, photos, diagrams, sketches and any other form of visual representation.
- Models and sculptures are encouraged but not required and must fit within a 2'x 2'x 2' box.
- If you are presenting only a model or sculpture or other 3 dimensional medium, please include process drawings and inspirational or descriptive materials on your panel.
- In addition, a written summary or explanation of up to 200 words must be included on the panel, this summary should be a concise description of your design and its inspiration and intent.
- Text must not exceed 600 words (which includes the 200 word design summary) total on your panel.
- Submissions must be anonymous and entirely void of any identifying text, names, logos, or other graphics.