



NOMA2020
48th Annual
Conference + Expo

Spatial Shifts
Reclaiming
Our
Cities

2020
BARBARA G.
LAURIE
NOMA
STUDENT
DESIGN
COMPETITION

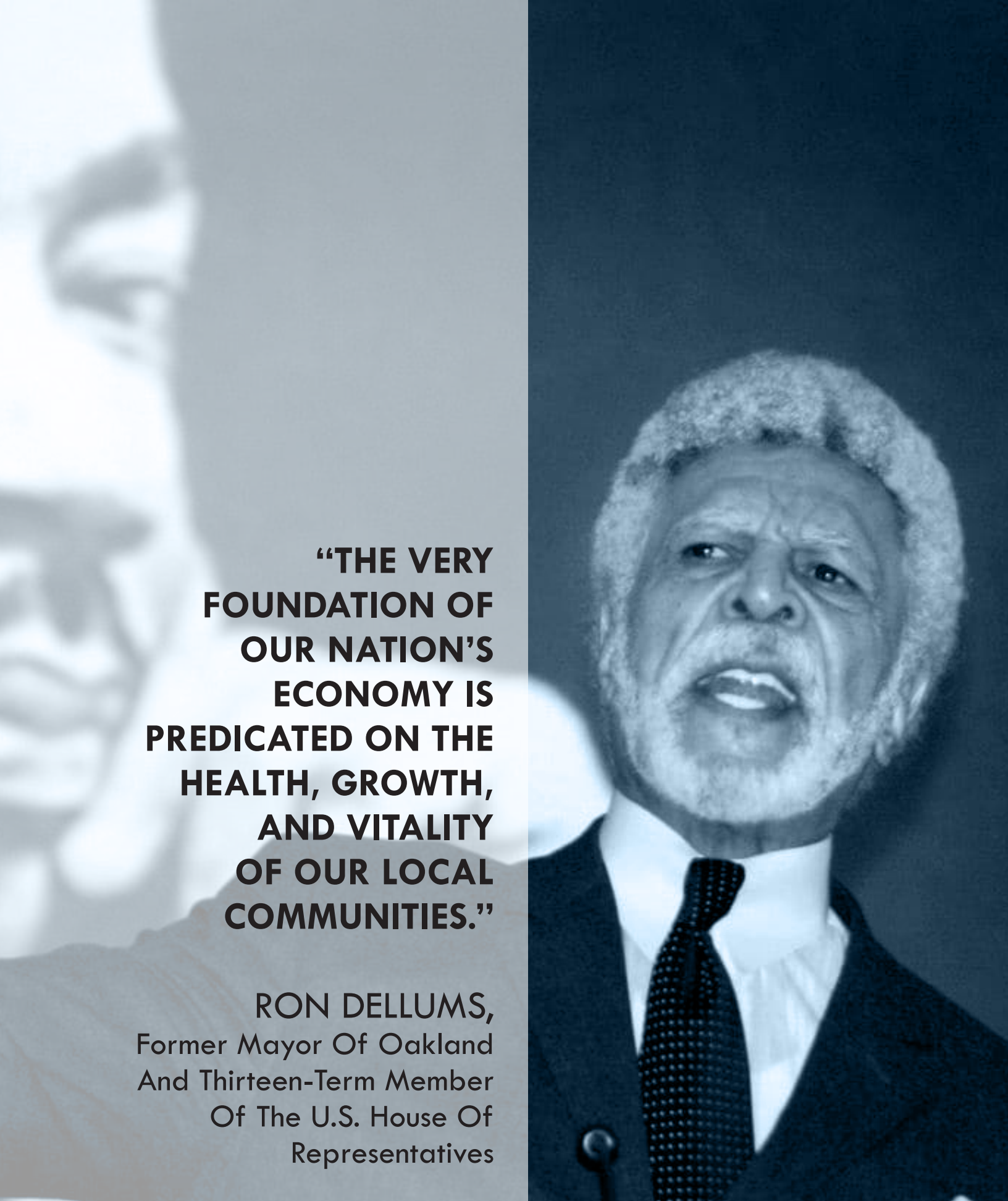
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Black
Cultural
Zone
Resilience
Co-Hub





The **48th** Annual National Organization of Minority Architects Conference & Expo



**“THE VERY
FOUNDATION OF
OUR NATION’S
ECONOMY IS
PREDICATED ON THE
HEALTH, GROWTH,
AND VITALITY
OF OUR LOCAL
COMMUNITIES.”**

RON DELLUMS,
Former Mayor Of Oakland
And Thirteen-Term Member
Of The U.S. House Of
Representatives

An aerial photograph of an industrial and urban area. A large, mostly empty, light-colored lot occupies the center-left. To its right is a parking lot filled with numerous shipping containers in various colors (blue, red, white, yellow). A multi-lane highway with a complex interchange is visible on the left side. In the background, there are railroad tracks, more industrial buildings, and a body of water. The overall scene suggests a port or a major industrial hub.

THE BLACK CULTURAL ZONE RESILIENCE CO-HUB



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2020 BARBARA G. LAURIE NOMA STUDENT DESIGN COMPETITION

CHALLENGE HISTORY SITE RULES PRIZE SCHEDULE ADD'T INFO

DEADLINE
OCT 3

THE CHALLENGE

The Black Cultural Zone (BCZ) Community Development Corporation, in collaboration with seven environmental and housing justice organizations, plans to create a **net positive mixed-use community-owned** development. The vision is to maintain in perpetuity Black space and culture while being stewards of ecological balance and renewal in Deep East Oakland. The site is rich in transit options, and the BCZ and its partners want to leverage and feature these connections as a way to reduce the overall carbon impact for the greater Bay Area.

Design Considerations

- Honor and support **the current resident of the African Diaspora**
- The building and site to adapt to perpetually **climate change**
- Dynamics of **intergenerational cooperative housing**
- Integration of cooperative **solar energy**
- Responding to keeping the local culture and aesthetic representative of East Oakland
- **100 % permanent affordable collective housing**
- Connecting and restoring the **Arroyo Viejo creek**
- Research and develop **an active and economic prosperous ground floor**
- Provide community and **non-profit co-working spaces**
- **Net Positive design** implementation practices
- Clear and well connect pedestrian access to all four transit connections

PROGRAM

DESIGN CRITERIA

The team must develop a program that encompasses cooperative low income and affordable housing, commercial/retail tenants, coworker spacing, non-profit office spaces, outdoor spaces on grade, and above grade. Solutions are sought which integrate positive and welcoming community connections, cutting-edge energy solutions, innovative housing examples, and restorative nature access. Projects must articulate comprehensive strategies that incorporate housing, cooperative-based businesses, and community spaces that create harmony between homeowners and the community. Diagrams, plans, sections, elevations, 3D perspectives, and other graphic representations may be used to convey the design intent. Projects will be judged on cultural expression, design excellence, net positive energy integration, community connection and verbal presentation.



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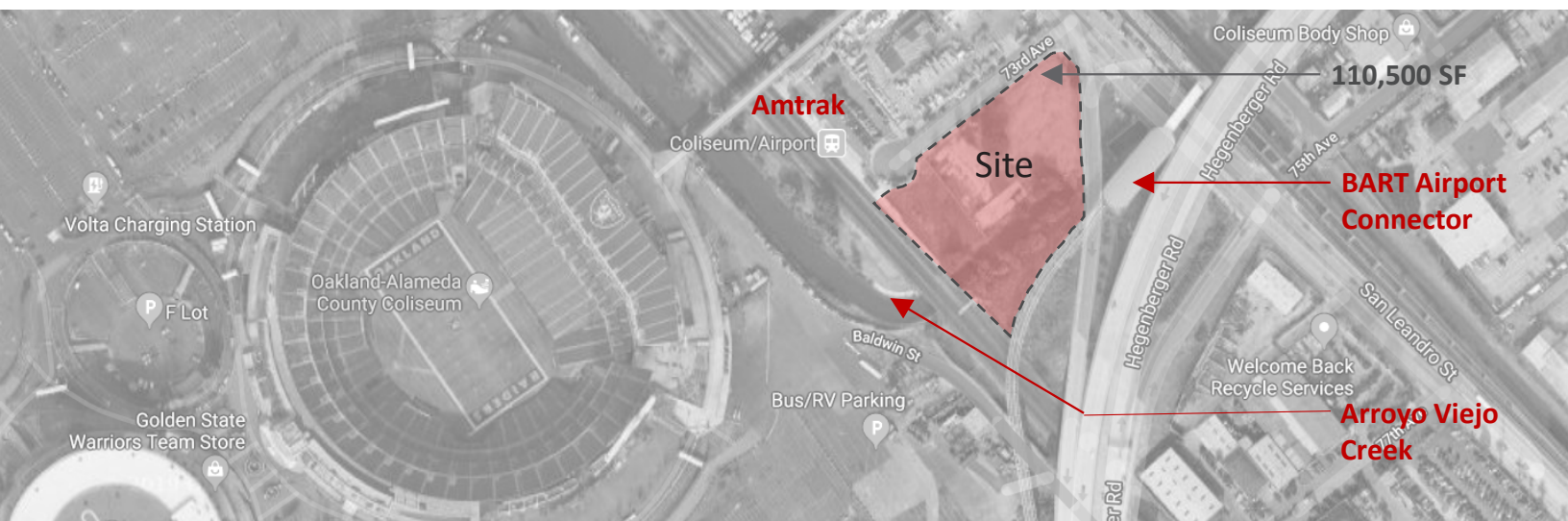
CHALLENGE **HISTORY** **SITE** **RULES** **PRIZE** **SCHEDULE** **ADD'T INFO**

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HISTORY

East Oakland was originally the land of the Ohlone Native American Tribe. Spain colonized Oakland in 1772, in 1821 Mexico gained independence from Spain. The first Americans came in the late 1840's, and the land was settled by Caucasian, Chinese, Mexican, and Blacks. After the Mexican-American War, California became part of the United States in 1850, and 1852 Oakland was declared a city. Around the same time Oakland first connected to their neighbor city to the south, San Leandro, by The Oakland-San Leandro Road. After the 1906 earthquake the Oakland-San Leandro Road was renamed East 14th Street, which lasted for most of the 20th century until it was renamed International Blvd. In the 1920's, the flatlands of the East were the home to the largest Black population in all of the East Bay. After the bombing of Pearl Harbor, the Federal government invested heavily in the Oakland shipyards. The new jobs required more workers, who were mostly white and wanted housing downtown. The influx of Whites led to the displacement of most of the Chinese, Mexican, and Blacks and forced them to relocate to East Oakland, though the neighborhood stayed predominately white until the 1960's. The 1960's construction of the 580 (MacArthur Freeway) forced displacement of Black Residents living downtown to East Oakland, and around the same time, the Oakland Coliseum was built. In the 1970s, East Oakland became the home to Oakland Community School founded by The Black Panthers and 1972 the Bay Area Rapid Transit (BART) Coliseum station opened adjacent to the Oakland Coliseum. The 1980's saw an influx of Latinos and Asians, though the neighborhood remained predominantly black. The 1980's saw the rise of R&B and Hip-Hop groups, Tony Toni, Tone, Too Short, Digital Underground, and MC Hammer. The 1990's and early 2000's saw the community population grow, but the demographics stayed relatively the same, and the Oakland Coliseum was renovated to accommodate more fans. In the mid-2000's, as prices of real estate increased in San Francisco, many moved to Oakland and particularly East Oakland for quality housing stock, accessibility to multiple modes of transit, and its rich cultural heritage, forcing many longtime Latino and specifically Black residents out of the area.



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SITE

Located in the middle of the Amtrak Capitol Corridor Stop, across the street from the BART and Alameda County Transit Bus Coliseum station and adjacent to BART connector to the Oakland International Airport, the site is well connected to the public with transit options. The site is surrounded by diverse land uses: to the West the Oakland Coliseum, and to the North, a parking lot and warehouse space both zoned for a mixture of Residential, Civic, Commercial, and Light Industrial Activities. To the East are the Coliseum BART, its parking lot, and affordable housing. The south features The Arroyo Viejo Creek, the BART Oakland International Airport connector stop, and the elevated Hegenberger Road. The Coliseum neighborhood to the North and East of the BART station features mostly affordable housing, single-family homes, and several smaller industrial and warehouse spaces. The area recently started to gentrify because of proximity to transit and the soon to be implemented Bus Rapid Transit line along International Boulevard.

The project site is centrally located to the Coliseum site, which is expected to be privately redeveloped, including a large park surrounded by substantial new housing, affordable housing, a skills center, community gathering space, offices, and retail, and restaurants. The proposed development would accelerate gentrification, reduce the Black and Latino populations and cause trauma to the ecological and cultural systems.

PROGRAM

Housing

200-250 Units

25% 3 Bedrooms: **1100 SF**

25% 2 Bedrooms: **850 SF**

40% 1 Bedroom: **550 SF**

10% Studios: **350 SF**

Lobby: **3000 SF**

Management Offices: **2000 SF**

Teen Room: **1300 SF**

Community room: **2000 SF**

Minimum of **40 SF** of open space per unit

Minimum of **10'** floor to floor

Commercial

Minimum: **120,000 SF**

Minimum of **14'** floor to floor

Retail

22,000 SF on the Ground Floor

Minimum of **18'** floor to floor



Cultural HUB

Coworking Space: **4000 SF**

Lobby: **400 SF**

(7) Non-profit Offices: **800 SF**

(7) Non-profit Conference Room: **150 SF**, these conferences rooms, are combined with the non-profit offices

Black Box Theater: **3000 SF** includes support spaces, Minimum **20'** ceiling height

Printer Area **150 SF**

Conference Room: **120 SF**

Conference Room: **150 SF**

Conference Room: **225 SF**

Conference Room: **300 SF**

Conference Room: **450 SF**

Café: **750 SF including ADA restroom**

(10) Maker Space: **150 SF** including a slop sink 1500 SF

(6) Maker Space: **300 SF** including a slop sink 1800 SF

(4) Maker Space: **400 SF** including a slop sink 1500 SF

Storage Room: **600SF**

Janitor Room: **60 SF**

(5) Telephone Room: **10 SF**

(6) Gender Neutral Bathroom: **16 SF**

(2) ADA Gender Neutral Bathroom: **32 SF**

(8) Lavatories

Minimum of 20' floor to Floor

Zoning information

Minimum Setbacks:

- Front and side: **0'**;
- Rear, Residential **10'** and Non-Residential **0'**
- Creek: **20' from the bank of the creek**

Maximum Building Height: **159'**

Maximum Nonresidential Intensity (Floor Area Ratio): **8**

Maximum Building SF: **795,600 SF**

Minimum Usable Open Space (per dwelling unit): **40 SF**

Car Parking Requirements: **.3** Space per dwelling unit

.2 per 1000 SF of commercial space

Bicycle Parking Requirements: Minimum of **3500 SF**

Off-Street Loading Berth: **Minimum of 4 berths**

8' wide, 55' long, 12' high





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RULES

1. All team members must be financial (paid) members of both local NOMAS chapter and NOMA by January 31, 2020. Please note, this is the deadline for NOMA National membership dues. Exception: this rule does not apply to students who are in their first semester/quarter of architectural study in Fall 2020. If you have questions about membership dues, contact your region liaison.
2. Chapter reports for existing chapters and notification of intent to compete must be received by the University Liaisons via email by May 1, 2020. New chapters must complete and submit chapter startup kit by May 1, 2020 to compete.
3. All students are required to attend the NOMAS Chapter Orientation during the conference. Time and location to be announced with the release of the conference schedule. If you are unable to attend, you must notify your University Liaison.
4. NOMAS chapter must be a recognized student organization on its respective campus with a university bank account to compete. If selected as a winning team, chapter is required to provide an IRS Form W-9 before the disbursement of prize money.
5. All project teams must have a minimum of two (2) undergraduate students.
6. There is no entry or submission fee to participate in the competition.
7. Only one entry per NOMAS chapter and/or school will be accepted.
8. Each student must be a registered conference attendee.
9. Team members and faculty advisors are prohibited from approaching jurors at any time. Teams that approach jurors will be disqualified.

SUBMISSION REQUIREMENTS CHECKLIST

- ☐ Maximum of (2) landscape 16:9 ratio digital presentation slides for Round 1. PDF Slides will be presented digitally on a TV screen. Each presentation may include plans, sections, elevations, 3D views to convey your design concepts. Physically mounted boards will not be accepted. In addition, (4) 11x17 printed copies of the digital presentation should be provided to jurors for Round 1.
- ☐ One physical model, maximum size 24" W x 36" L is required. Scale to be determined by the competition team. JPEG file of Round 1 presentations must be submitted with NOMAS Student Design Competition 2020 template.
- ☐ If selected for Round 2, each team may present an additional digital presentation with no requirements within the allotted time frame. The optional presentation should not be included with the final submission. Students are responsible for bringing the presentation on a flash drive. If you are selected for Round 2, presentations will be collected at the time of the announcement of Round 2 finalists.
- ☐ A contact information sheet listing each team member, including e-mail and telephone must be submitted with your submission.
- ☐ No school names may be on any slide, 3d view, or model.
- ☐ The final submission must be uploaded in (1) single zip file, not to exceed 15MB. A link for file submissions will be provided prior to the deadline. All submission files should be labeled in the following format: **Region_School Name_2020 Competition** (for example, **Northeast Region_Princeton_2020 Competition**).
- ☐ Submissions that exceed the file size or do not comply with the file naming system will NOT be accepted.
- ☐ Not following the brief competition rules will result in penalties given at the discretion of University Liaisons.

PRIZE

1st Place: \$2,000
2nd Place: \$1,500
3rd Place: \$1000



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SCHEDULE

- The student design competition will be conducted over two days - TBD
- Submission of 2020 Chapter Report and notification of your entry to your Regional University Liaison: May 1, 2020
- Deadline to upload 15 MB zip file: October 3, 2020 @ 11:59 pm PST
- Contact midwestliaison@noma.net for submission link
- Please contact your local University Liaison if you have any questions.
- Entries submitted after October 3, 2020 will not be eligible for 1st place.
- Entries submitted after October 4 @ 2:00 pm PST will NOT be accepted.

Tiffany Brown, Assoc. AIA, NOMA, MBA, Midwest Region Liaison: midwestliaison@noma.net

Melanie Ray, AIA, NOMA, Northeast Region Liaison: neliaison@noma.net

Andrea Simpson, AIA, LEED AP, NOMA South Region Liaison: southliaison@noma.net

Gabrielle Riley, Assoc. AIA, NOMA, West Region Liaison: westliaison@noma.net

JUDGING

Round 1

Each team will have 5 minutes to briefly introduce their project. During that time, the jurors will be listening **ONLY** and taking notes. There will be no Q&A for this round.

Deliberation

Jurors deliberate and select at minimum 3 teams from groups that will move to round two.

Round 2 Finalist

Round 2 Finalist teams announced. If your project was not selected to move onto Round 2, your University Liaison would distribute comments from the jurors after the conference. Out of respect and time consideration, please do not ask for feedback from the judges.

Round 2

Each team will present for approximately 20 mins (10 min presentation followed by 10 min Q&A). Once all teams have presented, the jurors will spend the remaining time deliberating and select the final competition winners.

Final competition winners will be announced at the Awards Banquet.





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ADDITIONAL INFO

It is recommended that this design competition be integrated into a formal design studio or an independent study in order to encourage a vital discussion of diversity, culture, universal access, and sustainability within the study/practice of architecture. Each team member may earn up to 40 core hours in each AXP training area 1-15 for completion and submission of a design competition entry outside of a recognized work setting or academic requirement. AXP hours can only be earned if you are NOT receiving course credit. 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.

Chapter report must be submitted with your "notification to compete".

You must have an active NOMA Chapter to Compete.

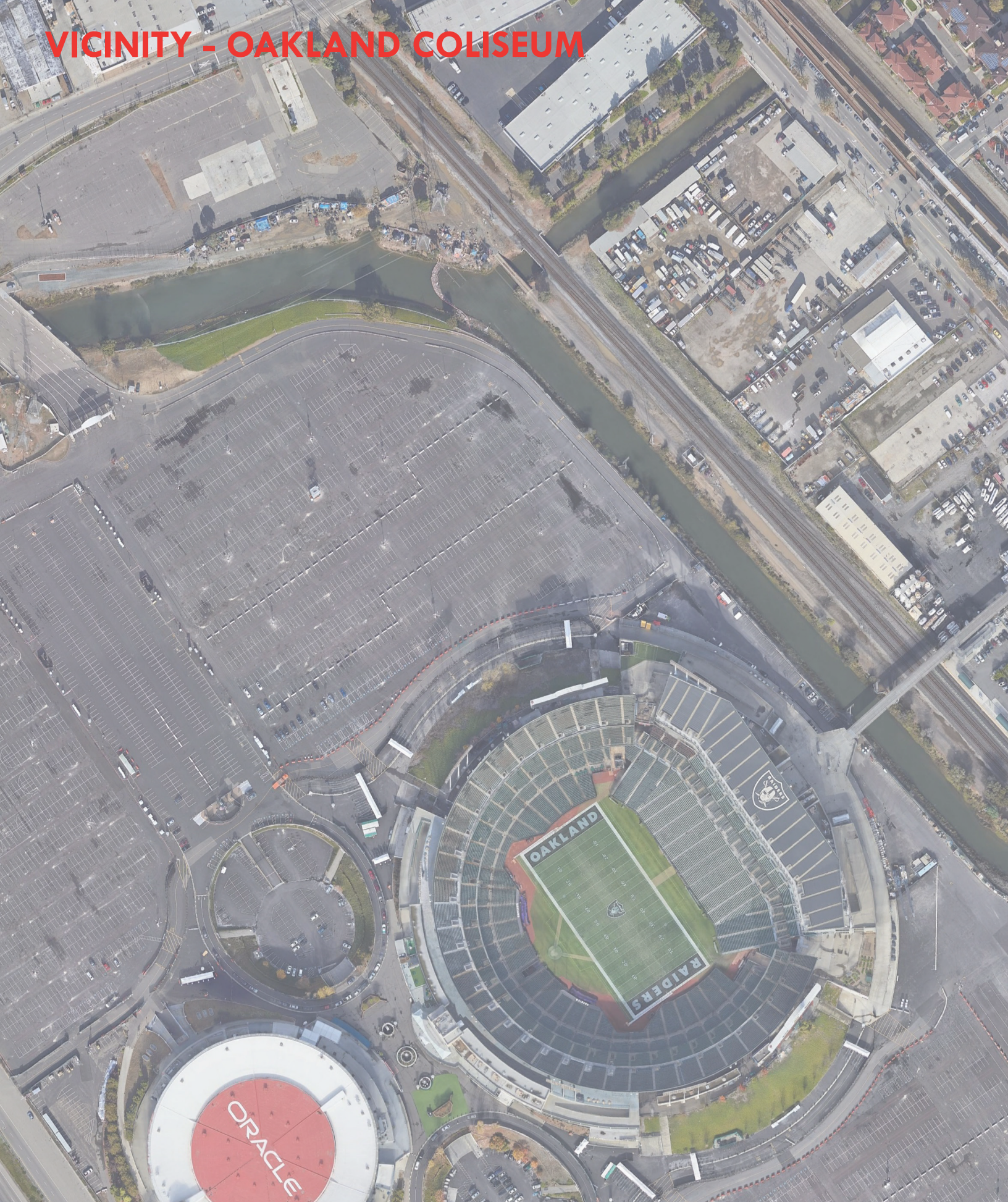
Thursday NOMAS Orientation is mandatory. Please contact your liaison if you have any issues with attendance.



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.

VICINITY - OAKLAND COLISEUM



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SITE



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OAKLAND
COLISEUM

AMTRAK COLISEUM/
AIRPORT STATION

SITE



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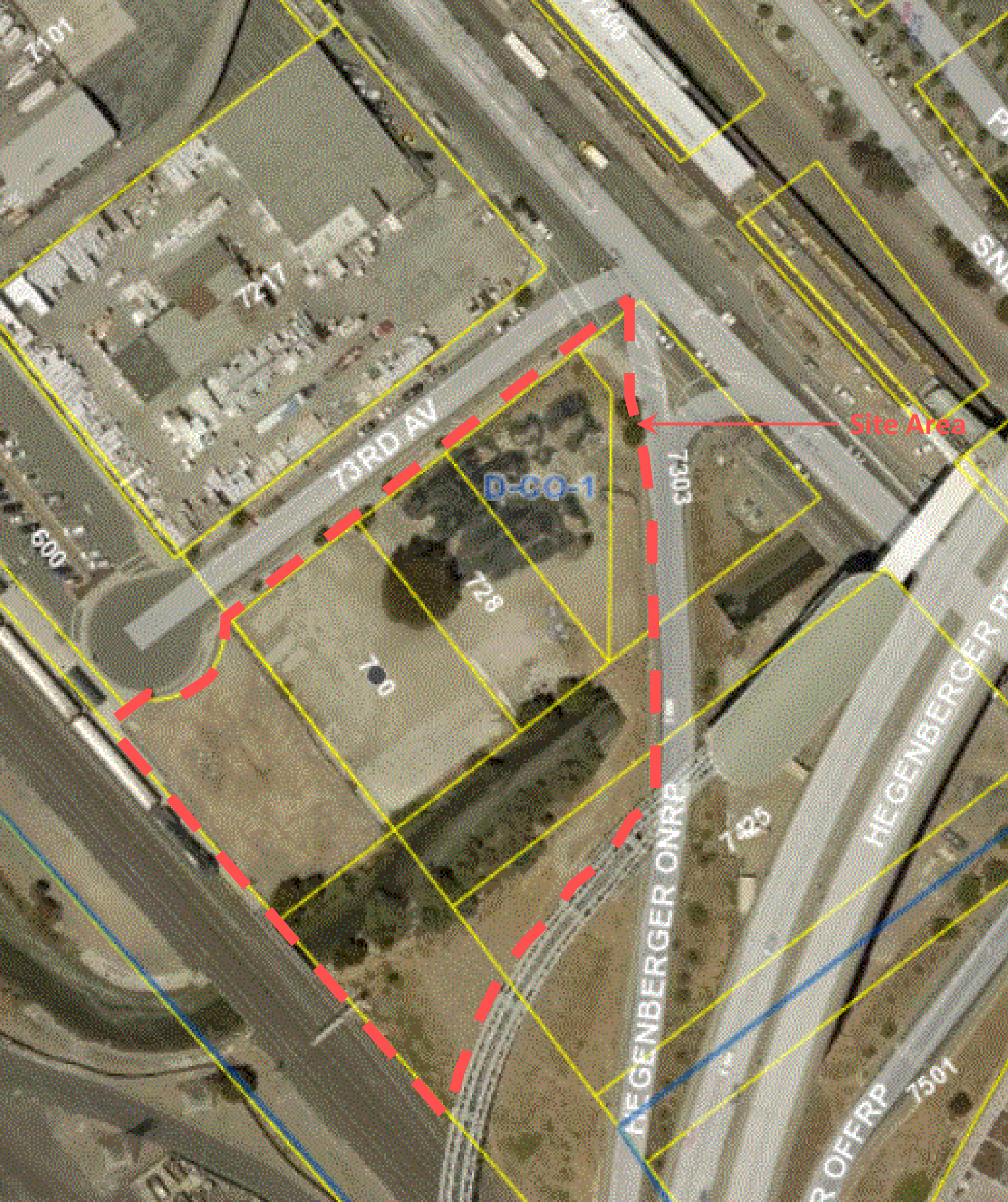
CONTEXT



BUSINESSES



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CONTACTS

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#48

October 14 - 18, 2020

The 48th Annual NOMAConference + Expo

Oakland Marriott City Center

1001 Broadway, Oakland 94607