**Description:**
ARDOT went big, and so must you! The 30-Crossing project is dramatically remaking the eastern end of downtown Little Rock and we need you to help us envision what comes next.

Competition Introduction:
30 Crossing is the largest and most expensive project that the Arkansas Department of Transportation has ever undertaken. It affects many communities but has an enormous impact on the urban fabric of downtown Little Rock. This competition is intended to bring focus on how the interstate highway interacts with the city and provide visionary ideas which can influence, or affect, the future design of how our city responds to the highway.

When completed, the interstate improvements will result in a dramatically different landscape presenting many challenges as well as opportunities for redevelopment. An expansive 20-acre open space partially covered by the new interstate, and restricted to the development of parks, recreation, and vehicular amenities will fill the void previously occupied by the interstate on and off-ramps. Envision 30-Crossing will challenge designers to create solutions to the impacts of the 30-Crossing project on pedestrian connectivity, greenspace programming, supporting adjacent economic activity, and activating a new public space beneath the interstate. The design competition will be an opportunity for interested creatives to provide visionary ideas of how to activate these areas and create an iconic place for the City of Little Rock.

Map of project location
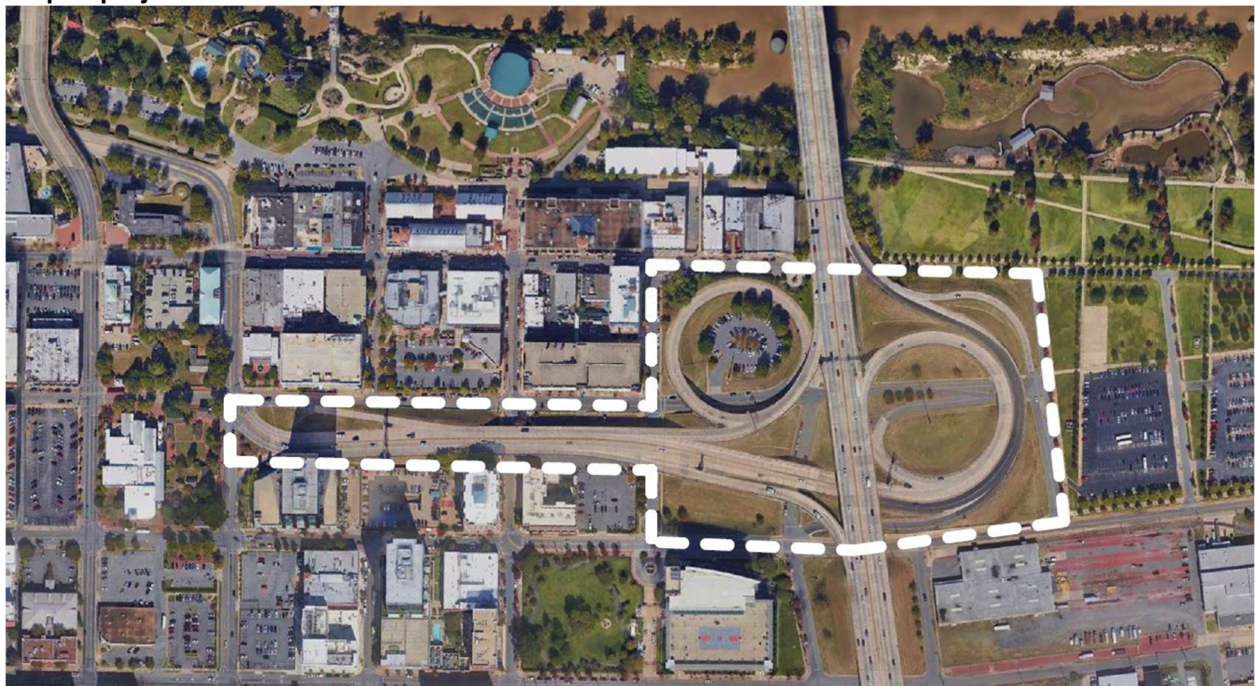
Timeline:

Competition Announcement	**March 15, 2022**
Registration Opens	**April 1, 2022**
Registration Closes	**July 1, 2022**
Electronic Submissions Due	**July 15, 2022**
Online Public Voting	**July 25 – August 8, 2022**
Jury Deliberation	**August 1, 2022**
Winners Announced / Awards Event	**August 12, 2022**

Eligibility:
Open to the public, students and professionals from all backgrounds including designers, artists, and other creatives who have a strong desire to affect the future of downtown Little Rock. Individual participant submissions will be accepted, and collaborative group submissions are encouraged. Each collaborative group entry will be limited to four participants. Public participants are encouraged to team with design professionals or students. There is no limit to the number of entries by each person/group. Each entry must be registered and paid for separately.

Registration:
Email studiomainar@gmail.com to register. Registration fees help fund the awards as well as support the mission of studioMAIN, www.studio-main.org. Refunds will not be provided to participants who do not complete a qualified submission.
- $25 per entry
- Students – Free with submitted documentation of current enrollment status, full or part-time

Design Challenge:
The proposed competition site is the former spiral on/off ramps from downtown Little Rock to the I-30 exchange just south of the Arkansas River. As part of the 30-crossing project, the spiral ramps will be removed and an unprogrammed 20-acre vacant space will remain. The site is adjacent to many cultural institutions including the Clinton Library and School, Historic Arkansas Museum, the Little Rock River Market, Museum of Discovery, Arkansas Game and Fish Nature Center, Heifer International and many other organizations and businesses that are critical to the identity of downtown Little Rock. The proposed designs should address the green space and how it responds to its immediate context.

The competition site is one of the most visible and highly trafficked areas in Arkansas. Currently, the property will continue to be owned by the Arkansas Department of Transportation (ARDoT). This ownership structure will not allow for the construction of permanently occupied structures. Therefore, we encourage any design entries to focus on improved park space with smaller or temporary structures. A permanent building will not be disqualified, as the opportunity for construction may one day be negotiated with ARDoT, but the intent of the competition is to generate ideas and influence future improvements under the current ownership constraints.

Designs should consider connections to all the cultural, business and residential areas adjacent to the site. They should also take care to focus on the larger connections to the Arkansas River Trail, downtown pedestrian infrastructure, adjacency to the Arkansas River, and how the space can improve the experience of traveling on Interstate 30 through Little Rock.

An important aspect of the design will be developing a scheme to connect the overall space that will initially be divided by the street grid and overhead highway. Due to existing legal and physical infrastructure, the green space cannot yet be combined into an uninterrupted space. The competition judges will be evaluating team approaches to creative ways to unify the space and allow users to travel safely even as it is divided by active city streets and the underside of a dark and noisy interstate.

The design should account for real-world urban issues such as traffic, parking, homelessness, trash, multi-modal transportation. Entries will be judged on the flexibility of the design to accommodate multiple uses including, but not limited to: a quiet restful space, an active sports space, an entertainment venue, and a place for all diverse citizens of the city.

The competition offers the opportunity for individuals, firms, and multidisciplinary teams to engage in a challenging exercise in responsible land use and urban re-development.

Awards:
Three jury deliberated award categories:
- Professional - $1,500
- Student - $1,500
- Public - $750

Public Choice Awards: These awards will be selected by an online public vote and can be awarded to any entrant, regardless of which category they are registered. These awards can be combined allowing the same entrant to win a combination of the public and juried awards.
- "Little Rock Placemaking" ($250) – Awarded to the project that presents the best iconic and memorable design that evokes true 'sense of place'.
- "Establishing Connections" ($250) – Awarded to the project that establishes vital connections for current and future contingencies.
- "The Wildcard" ($250) – Awarded to the project that presents the most creative solution unrestricted by the current legal, budgetary, and real-world constraints. This is the category where anything goes!

Judging:
Each registrant category will be narrowed down to 2-3 finalists by a jury composed of local design professionals, city officials, and vested community members (employers/developers/administrators). Finalists in each category will be notified and required to attend the awards event on August 15, 2022. The winner will be announced live at the awards event.

Winners of the jury deliberated awards remain eligible to win one of the public voting categories. Participants are free to decide to tailor your design towards a specific jury or public award category, especially if you have an idea that could be the "wildcard".

In addition to jury deliberation, and with your consent, we will display the submissions in public so that we may further engage the community and amplify discourse.

Support Materials:

Maps, images, and other documentation will be provided for entrants when registration concludes. This includes an AutoCAD file of the site within its greater context. Participants are free to obtain or develop additional base maps or backgrounds as they desire. Participants are encouraged to perform additional site analysis to inform their designs. A set of scaled detailed plans of the site and context is also available in Adobe PDF format for participants without access to design software. It is the intent of this competition to ensure access to software or design tools does not limit participation. Please contact us if additional formats are needed.

Submission Requirements:

All entrants must register first. Digital ~~and hard copy forms of~~ submissions must be submitted by all entrants. Each entry must designate which category it is being submitted under (Professional, Student, Public). Each individual entry may only be entered in one category. Participants are encouraged to present in unique and creative styles or may consider visiting the website www.competitions.org for examples on presentation styles.

All submissions must include:

Digital:

Digital entry shall be in pdf or jpeg format. Entry shall be formatted as a 36" x 48" portrait panel. The file size shall not exceed 30mb. Participants shall email entries to studiomainar@gmail.com or upload them to an online file storage location which will be provided to the registrants before the competition ends.

~~Hard Copy:~~

~~Hard Copy entry shall be one 36" x 48" (or two connected 24"x36" panels) in portrait format. Entry shall be mounted/glued/printed on a foam core/cardboard panel backing that includes accompanying images and support materials listed below. If entry is mailed, please cut the 36"x48" panel(s) in half or quarters with plenty of padding for ease of mailing. The competition organizers will reassemble the entry for presentation. If you do not have access to large format printers and scanners for creating your board, please email our committee for more resources and assistance.~~

Required entry elements:

- Entries shall include clear visual communication of design ideas. A concise and simple composition that conveys your idea quickly will assist during judging.
- At least one plan of your design is required. There is no minimum size requirement, but the plan must be sufficient enough to locate your design within the greater context of Little Rock.
- A small diagram or description of the site analysis process conveying the participant's understanding of site and place.
- A minimum of two, but not more than eight perspectives, sketches, or axonometric views to easily convey design intent to the public.
- 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 thesis and its inspiration and intent.
- Text must not exceed 600 words (inclusive of the 200-word design summary).

Encouraged entry elements:
- A combination of sections, details and other support materials 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.

Submissions must be anonymous and entirely devoid of any identifying text, names, logos, or other graphics. Each submission should include your Unique Team ID number, i.e., PXXXX, or SXXXX. Unique Team ID numbers will be provided upon successful registration.

Questions?
Contact us:
Our email: studiomainar@gmail.com