

THE **NOSTRAND** HYPE DEVELOPMENT

"It's called Gentrification. It's what happens when the property value of a certain area is brought down, *they* can buy the land at a lower price. Move all the people out, raise the property value and sell it at a higher price."
Boyz N The Hood, 1991



2019 BARBARA G. LAURIE NOMA STUDENT DESIGN COMPETITION

[CHALLENGE](#)

[HISTORY](#)

[SITE](#)

[RULES](#)

[PRIZE](#)

[SCHEDULE](#)

[ADD'T INFO](#)

[DEADLINE](#)

OCT 5

THE CHALLENGE

A local developer has purchased a block of vacant houses in the Flatbush neighborhood of Brooklyn and plans to create a mixed-income residential development that includes commercial, retail and community spaces. To address the city's depleting housing stock, the project must maximize the number of residential units and provide multiple housing typologies. In the residential portion, approximately 20% of units should be independent senior living, 30% of units should be designated as affordable housing, and 50% of units may be market rate. The developer was able to purchase all but one of the properties on the lot. Propose a design solution that navigates the development of the site with this homeowner in mind.

Design Considerations

- Forces of gentrification
- Dynamics of a mixed-income community
- Keeping the local culture and aesthetic of Flatbush today in place
- Respond to needs of current residents
- Housing equity
- Existing housing stock, quality and cost of living
- Projected growth and impact of the project over time
- Current and proposed services and products
- Research and incorporate the Aging in Place approach
- Economic relationship between market rate and affordable housing
- Sustainable design practices
- Access to public transit and pedestrian circulation
- Immediate context and site adjacencies

DESIGN CRITERIA

The team must develop a program that encompasses mixed-income housing, commercial/retail tenants, and community spaces. An emphasis should be placed on providing a solution that simultaneously sustains and grows the community. The project must articulate comprehensive strategies that integrate varying housing typologies and foster diplomacy between tenants, homeowners, and the community. Presentations should include diagrams, plans, sections, elevations, 3D perspectives and other graphic representations to convey the design intent. Projects will be judged on cultural expression, design excellence, community integration, project feasibility, and the verbal presentation.



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[CHALLENGE](#)

[HISTORY](#)

[SITE](#)

[RULES](#)

[PRIZE](#)

[SCHEDULE](#)

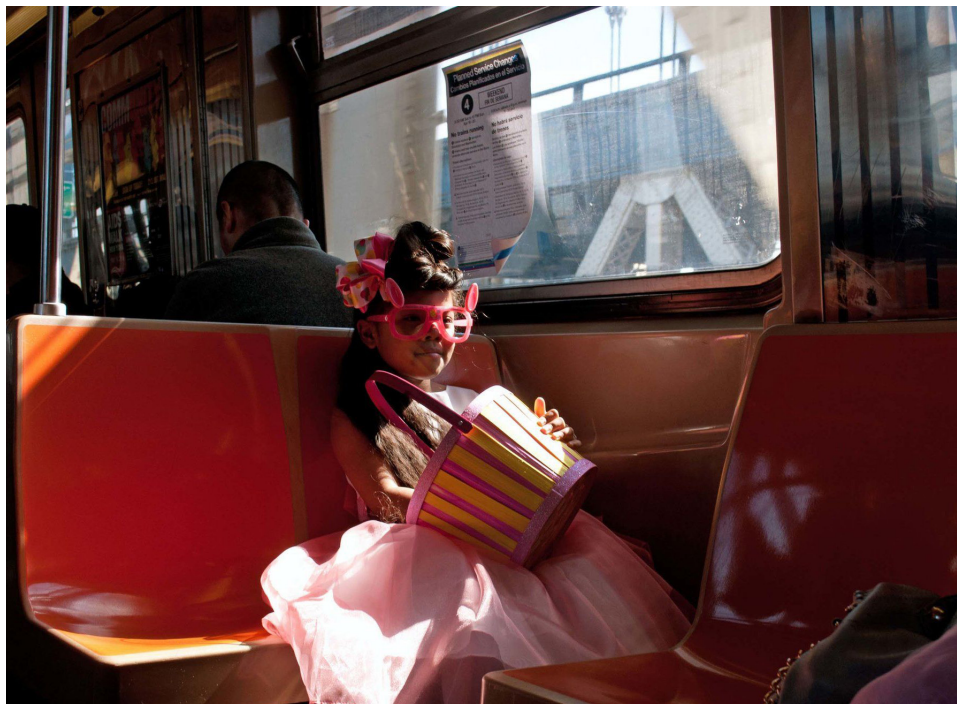
[ADD'T INFO](#)

DEADLINE

OCT 5

HISTORY

Prior to WWII and the results of white flight, Flatbush was primarily a community of Italian, Irish, Jewish, and African-American residents. Today, an increasingly diverse community exists due to an influx of Caribbean immigrants in the 1980s, along with the growing number White, Latino, and Indian-American residents that have moved to the neighborhood in recent years. While most sections of Flatbush were working class before the demographic shift, there were a few affluent areas. Prospect Park South had a sizable number of more affluent homeowners, and more than a few doctors resided on a stretch of Parkside Avenue immediately adjacent to Prospect Park. By the mid-1980s, however, there were a number of abandoned or semi-abandoned buildings in the community, with a number of apartment houses falling into a state of disrepair. While crime generally had always been a problem in the community it was particularly bad during the 1970s, '80s and '90s. A number of stores on Flatbush and Church Avenues had been looted during the 1977 blackout, and a drug epidemic ravaged Flatbush during the 1980s and early 1990s.





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

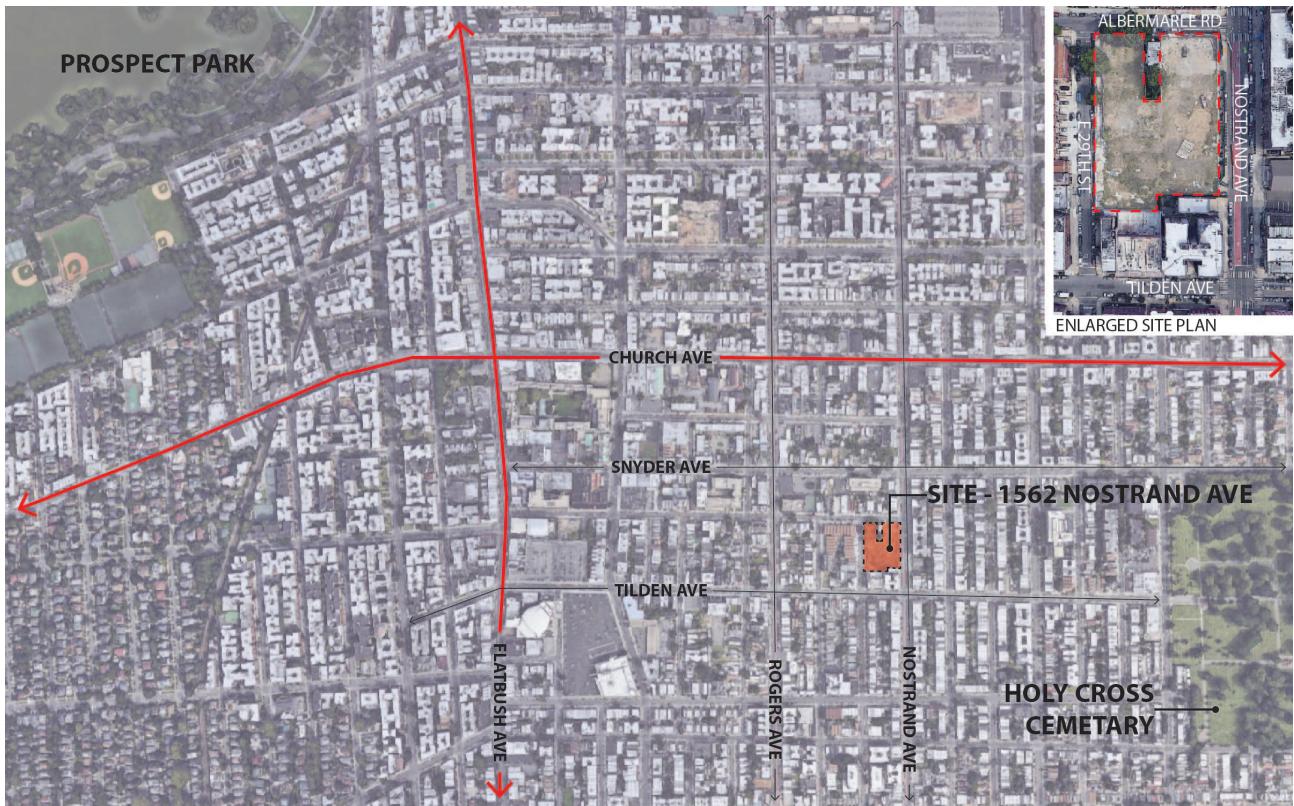
DEADLINE
OCT 5

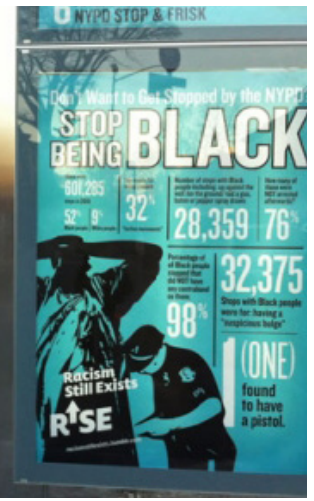
SITE

Located on the edges of highly gentrified neighborhoods such as Crown Heights and Bedford-Stuyvesant, Flatbush is becoming one of Brooklyn's rapidly transforming neighborhoods. Named for its noticeably flat topography, the neighborhood is home to more than 165,000 Brooklyn residents.

The project site is centrally located in this vibrant community on a city block bounded by Tilden Ave to the south, Nostrand Ave to the east, Albemarle Rd to the north, and E 29th St to the west. The property shares the block with existing mixed-use, multi-family buildings along Tilden Ave and a single-family residential property that are currently not included in the project area. The site is easily accessible from a Subway station at the intersection of Nostrand and Beverly that serves the 2 and 5 trains, as well as the B44 bus. Primary retail corridors are located along Flatbush and Church Avenues.

Note: the site is not vacant as shown, there is a currently a new building being erected and scheduled to be complete in 2019 that should not be considered for the challenge.





2019 BARBARA G. LAURIE NOMA STUDENT DESIGN COMPETITION

[CHALLENGE](#)

[HISTORY](#)

[SITE](#)

[RULES](#)

[PRIZE](#)

[SCHEDULE](#)

[ADD'T INFO](#)

[DEADLINE](#)

OCT 5

RULES

1. All team members must be financial (paid) members of both the local NOMAS chapter AND the national organization for calendar year 2019, by May 1, 2019. Exception: Students who are in their first semester/quarter of architectural study in Fall 2019.
2. New chapters must be approved by September 1, 2019.
3. Chapter reports for existing chapters and notification of intent to participate must be received by the University Liaisons by May 1, 2019.
4. 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.
5. NOMAS chapter must be a recognized student organization on its respective campus with a university bank account to receive funds. If selected as a winning team, chapter is required to provide an IRS Form W-9 prior to the disbursement of prize money.
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 must be a registered conference attendee.

SUBMISSION REQUIREMENTS

1. Maximum of two (2) 24"x36" boards for Round 1. Boards will be presented digitally as a PDF on the projector provided. Each presentation should include plans, sections, elevations, 3D views, design concepts, sustainable and accessible design integration. Incorrect board sizes will be disqualified. Physically mounted boards will not be accepted.
2. Maximum of one (1) scaled model, maximum size 24" W x 36"L x 24" H. A photograph of the model is required at the time of submission. (optional but highly recommended)
3. If selected for Round 2, each team may present an additional digital presentation. The optional presentation should not be included with the final submission; students are responsible for bringing the presentation (optional but highly recommended).
4. Contact information sheet for each team member, including e-mail and telephone in .doc or .xls format
5. No school names may be on the front of the boards or embedded on any slide, 3d view or digital presentation.
6. The final submission must be uploaded in one (1) single zip file, not to exceed 15MB. A link for file submissions will be provided upon request. The zip file should be labeled in the following format: Region- School Name - 2019 Competition (for example, Northeast-Princeton-2019 Competition). Included files should use the following naming system:
 - Presentation boards in PDF format: School Name_Boards
 - Presentation boards in JPEG format: School Name_Showcase
 - Contact information sheet: School Name_Contact Sheet
 - Photo of (1) model: School Name_Model
7. Submissions that exceed the file size or do not comply with the file naming system will NOT be accepted.
8. Not following the competition brief 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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CHALLENGE

HISTORY

SITE

RULES

PRIZE

SCHEDULE

ADD'T INFO

DEADLINE

OCT 5

SCHEDULE

- The student design competition will be held on two days - TBD
- Submission of 2019 Chapter Report and notification of your entry to your Regional University Liaison: May 1, 2019
- Deadline to upload 15 MB zip file: October 5, 2019 @ 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 5th, 2019 will not be eligible for 1st place.
- Entries submitted after October 6th @ 2:00 pm PST will NOT be accepted.

Tiffany Brown, Assoc. AIA, NOMA, MBA, Midwest Region Liaison:
Melanie Ray, AIA, NOMA, Northeast Region Liaison:
Andrea Simpson, AIA, LEED AP, NOMA South Region Liaison:
Gabrielle Riley, Assoc. AIA, NOMA, West Region Liaison:

midwestliaison@noma.net
neliaison@noma.net
southliaison@noma.net
westliaison@noma.net

JUDGING

Round 1

Each team will have 5 minutes to succinctly 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 the top 5 teams that will move to round two.

Announcement of Top 5

Top 5 teams announced. 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 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.



2019 BARBARA G. LAURIE NOMA STUDENT DESIGN COMPETITION

[CHALLENGE](#)

[HISTORY](#)

[SITE](#)

[RULES](#)

[PRIZE](#)

[SCHEDULE](#)

[ADD'T INFO](#)

[DEADLINE](#)

OCT 5

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 requirements.

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 a 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 life long friend, supporter, professor, mentor, and 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.