



## NEWS RELEASE

*For Immediate  
Release*  
June 28, 2013

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## **RRCDC One of Four Organizations Selected Nationwide to Receive 2013 Citizen's Institute on Rural Design Award Center Awarded \$42,000 to Help Village of Lima Guide Future Development**

Rochester, NY--June 28, 2013-- The Citizens' Institute on Rural Design (CIRD) has announced that the [Rochester Regional Community Design Center](#) (RRCDC) was selected to host a community design workshop in Fall 2013 with the help of an award of \$42,000.

CIRD workshops bring together local leaders, non-profits, community organizations, and citizens with a team of specialists in design, planning, and creative placemaking to address design challenges identified by rural communities with a population of 50,000 or less. CIRD awardees receive \$7,000 to support the workshop, in-kind design expertise and technical assistance valued at \$35,000, and additional training through webinars, conference calls, and web-based resources.



**Citizens' Institute  
on Rural Design**

The proposal submitted by RRCDC was one of only four selected by an advisory panel from a pool of 30 applicants this year.

"We were so impressed by the quality of applications we received. The selected communities demonstrate rich potential for leveraging partnerships to take action on rural design issues," said Cynthia Nikitin, CIRD Program Director and Senior Vice President at Project for Public Spaces, Inc. "Rural design is an important tool for communities to build on existing assets and improve a community's quality of life, and its economic viability."

"We are extremely pleased to have been awarded this prestigious grant. Our goal in seeking the grant was to bring together design professionals, economic/urban development experts, marketing leaders, government leaders, and citizens to engage with each other to find solutions to make the Village of Lima, a vibrant sustainable place." said Joni Monroe, Executive Director of RRDCDC.

"The Village's future is being threatened by inappropriate sprawl development. By outlining issues and goals, and engaging this diverse group, we will create a schematic physical vision plan for the Village that guides its future development. The plan would include strategies for implementation over time, economic techniques for development, and physical enhancement strategies employing good urban design principles reflecting the desires of the citizens of Lima and would be the foundation, supporting a final comprehensive Vision Plan that the RRDCDC would produce in 2014."

"Sprawl development extracts the life from our once vibrant, small, historic rural villages/hamlets throughout the Rochester/Genesee Region, State of New York, and country," added Monroe. "This workshop will not only help the Village of Lima, it will enhance the effectiveness of small town revitalization planning strategies."

Lisa Robb Executive, Director, NYS Council on the Arts, said, "We congratulate Rochester Regional Community Design Center on their recent grant from the National Endowment of the Arts. This was an extremely competitive grant program with only four grants awarded in four states. The work RRDCDC will manage on smart growth strategies for Lima will benefit not only that community but the entire Rochester region. Planning initiatives for adaptability, growth and development in rural communities is vital to a vibrant and prosperous New York State. NYS is well represented by the excellent work of RRDCDC."

For a complete list of selected communities and past workshop locations, please visit the Citizens' Institute on Rural Design website at [www.rural-design.org](http://www.rural-design.org).

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**The Citizens' Institute on Rural Design (CIRD)** is a National Endowment for the Arts leadership initiative in partnership with the U.S. Department of Agriculture and Project for Public Spaces, Inc., along with the Orton Family Foundation and the CommunityMatters® Partnership. Established in 1991, CIRD has convened more than 60 rural design workshops in all regions of the country, empowering residents to leverage local assets in order to build better places to live, work, and play. For more information visit .

***RRDCDC*** (is an independent non-profit organization dedicated to promoting healthy, sustainable communities by encouraging quality design and thoughtful use of built and natural resources. Its design professionals, planners, and citizens serve as a

*collaborative resource providing design guidance and recommendations. RRCDC brings together community members and design professionals to create collaborative solutions for cities, towns and neighborhoods. Working with neighborhoods and communities, the organization has produced dozens of vision plans including the Town of Pittsford, Town of Brighton, Corn Hill Landing, ArtWalk, Susan B. Anthony Neighborhood, Marketview Heights, and more. In addition to holding the annual Reshaping Rochester Series of lectures and events, the RRCDC's Design Gallery hosts ongoing exhibitions of projects by urban designers, architects, landscape architects, planners, artists, craftsmen and other design professionals who enhance our communities through their contributions to the built environment and to the public realm.*