



NEWS RELEASE

For Immediate Release

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Recipients of the 2013 Reshaping Rochester Awards Announced

Winners Will Be Honored December 5 at Awards Luncheon

Rochester, NY, October 16, 2013-- The Rochester Regional Community Design Center (RRCDC) (www.rrcdc.org), celebrating its 10th anniversary this year, today announced the recipients of its third annual Reshaping Rochester Awards.

The 2013 awards, which recognize initiatives and projects in the region that impact people, neighborhoods and the community, will be presented at a luncheon Thursday, December 5, from 11:45 - 1:30 p.m. at Temple B'rith Kodesh. Larry Glazer, CEO & Managing Partner, Buckingham Properties will be the keynote speaker for the "Urban Observations " portion of the program.

Tickets for the awards luncheon are on sale now at www.rrcdc.org for \$50 per person and \$500 for a table of 8. Tickets available in advance only, not at the door. For more information call the Design Center at 585-271-0520. All proceeds benefit the RRCDC and its work in the region.

The 2013 Reshaping Rochester Awards go to:

Directors' Award

- **Winner:** South Wedge Planning Committee
- **Honorable Mention:** The Perry Project, Perry, NY

Macon Award Winner

- **Winner:** Memorial Art Gallery Centennial Sculpture Park
- **Honorable Mention:** Rochester Schools Modernization Program

Strasenburgh Award

- **Winner:** Richard DeSarra
- **Honorable Mention:** Joseph Avenue Business Association

"Our region has benefitted from a variety of efforts and outcomes that are well represented in this year's Reshaping Rochester Awards," said Joni Monroe, Executive Director of the RRCDC.

"Everyone involved can be very proud of their work, which include creative design and planning solutions in response to a range of conditions and requirements and sustained efforts to achieve positive change. We are pleased to publicly acknowledge the talent and persistence of these

honorees and to offer them an opportunity to share their ideas and approaches with the community. A key element in these efforts has been civic engagement, which is a focus of the Community Design Center and our work in the Greater Rochester Region."

2013 Reshaping Rochester Award Recipients

Robert Macon Award for Urban Innovation

Named for the late architect Robert Macon, this award is given for a building, development, or planning effort that has contributed in a unique way to the community and earned praise for its unique solution in response to urban design and the built environment.

Winner: Centennial Sculpture Park at the Memorial Art Gallery

Centennial Sculpture Park at the Memorial Art Gallery (MAG) is the recently improved campus that includes a public plaza, amphitheater, and public art installations. This notable addition to the MAG campus will have an enduring impact on the urban fabric of the Neighborhood of the Arts.



Photo provided by Bayer Landscape Architecture

The project opens the campus to the public, providing everyday access to art and is a product of the successful public-private partnership between the City of Rochester and the Memorial Art

Gallery of the University of Rochester. Developed in conjunction with the City of Rochester's adjacent University Avenue Improvement and Art Walk Extension Enhancement Project, the park features works of art from internationally known artists as well as gardens and horticultural displays, a beautiful network of pathways, a plaza and amphitheater for community gatherings and small performances, and a number of special interactive features including "Poet's Walk" and "Story Walk."

Honorable Mention: Rochester Schools Modernization Program The Rochester Schools Modernization Program is a collaboration of the District, the City of Rochester, and the state, to ensure that Rochester City Schools remain in good condition, offer every student a well-equipped and modern learning environment, and provide new accessible facilities for community use. The program created modern and well-equipped school buildings while retaining and enhancing their character and heritage. Refurbishing existing buildings has signaled a renewed confidence and vitality in the neighborhoods.

Betty Strassenburgh Award for Activism

Named for Rochester activist Betty Strassenburgh, this award honors a personal effort to go beyond boundaries to achieve a goal, demonstrating passion and advocacy to move forward a difficult and worthwhile endeavor.

Winner - Richard DeSarra

For over 40 years Richard DeSarra has actively advocated for improving bicycling conditions in Rochester, Monroe County, and New York State, encouraging the inclusion of bike lanes and wide shoulders on all roads being constructed or reconstructed with Federal funds. Today, major streets throughout Monroe County's villages and in the City of Rochester now have marked bicycle lanes. The former bicycle shop owner and member of the Rochester Bicycling Club, has served as an advisor to the Genesee Transportation Council and helped secure a federal grant to fund street level bike racks and bike lockers in municipalities throughout the Council's 9-county region.

He worked for almost six years to reach an agreement with the Rochester-Genesee Regional Transit Authority to equip all its buses with bike racks making Rochester the first major city bus system in NYS to have all its buses equipped with a bike racks. Richard's appearance at

almost every roadway construction and reconstruction project meeting and hearing provides a voice for the growing number of recreational and commuting bicyclists to ride on the road safely.



Honorable Mention: The Joseph Avenue Business Association

Founded in 2011, the Joseph Avenue Business Association has rapidly become the stimulating force behind a rapidly progressing revitalization effort of the Joseph Avenue business corridor - with spillover effect into the surrounding residential community.

Efforts include an annual festival, roadway improvements, a vision plan, new construction, building façade improvement, wall art and effort to convert the 10 year old dormant Congregation Bnai Israel Ahavas Achim into a regional use Museum of History and Religion.

Directors Award

Given by the RRCDC's Board of Directors, this award recognizes an organization that has advanced the level of community design, planning, policy and financial competency and achieved visible success over a period of time.

Directors' Award Winner - The South Wedge Planning Committee

Since 1975, the South Wedge Planning Committee (SWPC) has had a long standing leadership role in the revitalization of the historic city neighborhood. Starting as an outreach program of the Calvary St. Andrew's Church, this partnership of neighbors, community organizations, institutions and entrepreneurs have provided a consistent path of economic and social redevelopment in a neighborhood that was once characterized as challenged replete with several hundred underutilized or vacant buildings and storefronts and a myriad of public safety issues.



For over three decades, SWPC has achieved a steady and increasing series of accomplishments including tangible physical and social change and a visible achievement of improvement in the quality of life while maintaining choices in housing that have supported both diversity and opportunity. The innovative programs and initiatives supported by this dynamic organization, which include a farmers' market, community gardens, housing, commercial and business development guidance and a community newspaper, are a model for neighborhoods and urban villages throughout the region and an inspiration for all.

Honorable Mention - The Perry Project The Perry Project has taken an innovative approach to the revitalization and transformation of a village of 4000. By fostering public and private partnership and collaboration that encourages community participation and good design, this approach recognizes that success in recasting community involves combined grassroots efforts with those to rehabilitate, reuse, restore and construct the built environment. The additional focus on business models will allow these projects to succeed and prevail.

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RRCDC

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.