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**RRCDC NEWS**



**Farash & Wolk Foundations Award \$75,000 to RRCDC To Expand Neighborhood Grant Program**

RRCDC was pleased to receive two major grants to fund our **Development/Design Fund Program**: \$25,000 from the Louis S. and Molly B. Wolk Foundation and an Entrepreneurship grant for \$50,000 from the Max and Marian Farash Charitable Foundation. Our program targets improvement projects in challenged city neighborhoods. Grants from \$2,500-\$15,000 help eligible non-profit groups select and hire design professionals to assist in the critical pre-development phase of planning and design for proposed projects. The program's first two grant awards, announced in June, were given to the Joseph Avenue Business Association and the Dazzle School of Visual and Performing Arts for projects on Joseph and Webster Avenues.

**LEARN MORE**

**November 2013**

**In This Issue**

[Neighborhood Grant Program Expanded](#)

[Reshaping Rochester Awards Announced](#)

[Two New Vision Plans Completed](#)

[Help Support the Design Center](#)

# Reshaping Rochester Award Winners Announced!

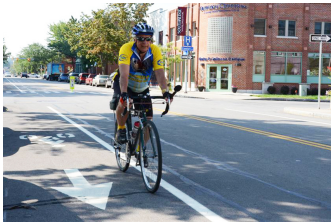
Awards Luncheon is December 5. [Get Award Luncheon Tickets Now](#)

Congratulations to the 2013 Reshaping Rochester Award winners, who demonstrate enduring and notable design, passion and advocacy for the community and advance community design that achieves visible success over time.



Robert Macon Award for Urban Innovation:  
**Memorial Art Gallery Centennial Sculpture Park**

*Honorable Mention:*  
*Rochester City School District Modernization Program*



Betty Strassenburgh Award for Activism:  
**Richard DeSarra**, President and Co-founder of the Rochester Cycling Alliance

*Honorable Mention:*  
*the Joseph Avenue Business Association*



The Directors' Award:  
**South Wedge Planning Committee**

*Honorable Mention:*  
*The Perry Project, LLC*

The 2013 Reshaping Rochester Awards Luncheon will be held on **Thursday, December 5th** from 11:45 to 1:30 at Temple B'rith Kodesh on Elmwood Avenue.

For more information or to purchase tickets [click here](#).

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## Vision Plans Completed for Joseph Avenue Business Association and South Presbyterian

## Church

We've recently completed two new Vision Plans!


This summer, we had the opportunity to work with the Joseph Avenue Business Association (JABA) and the South Presbyterian Church (SPC) to produce Vision Plans for their business district and campus plan, respectively. The groups have been an essential ingredient in the process, helping to plan and coordinate community brainstorming workshops and then providing direction and feedback in the completion of their plans. If your organization is in need of community-based planning, [learn more](#).



*Photo from Community Charrette*


### Joseph Avenue Business Association

We have been working with the Joseph Avenue Business Association for more than a year to create a vision plan for the future of its business district. The plan includes suggestions for improving the public realm, parking, façade improvements, enhancement of vacant lots, and guidelines for future development. Business association members have been very active, securing a grant in the first round of the RRCDC's Development/ Design Fund Program for the adaptive reuse of the former B'nai Israel - Ahavas Achim synagogue and participating in this year's Wall Therapy mural program. Murals were painted on the walls of buildings at the corner of Joseph Avenue and Avenue D and Clifford Avenue, enhancing the gateways to the business district and serving as a catalyst for future improvements along the corridor.



**Joseph Avenue Business Association  
Business District Vision Plan**

September 2013



## MURALS

Murals are a powerful way to enhance blank walls and building exteriors while uplifting a community's spirit. This year, Joseph Avenue has taken advantage of an opportunity to partner with Wall Therapy, a program that brings graffiti artists to Rochester from all over the world to paint murals throughout the city. Two murals were painted on Joseph Avenue this year at the intersections at Avenue D and at Clifford Avenue. These murals act as bookends for the corridor and enhance these intersections as gateways. They have received overwhelming support and recognition from the community, as a positive catalyst for hope and inspiration.

Clifford Avenue Mural



Avenue D Mural



31

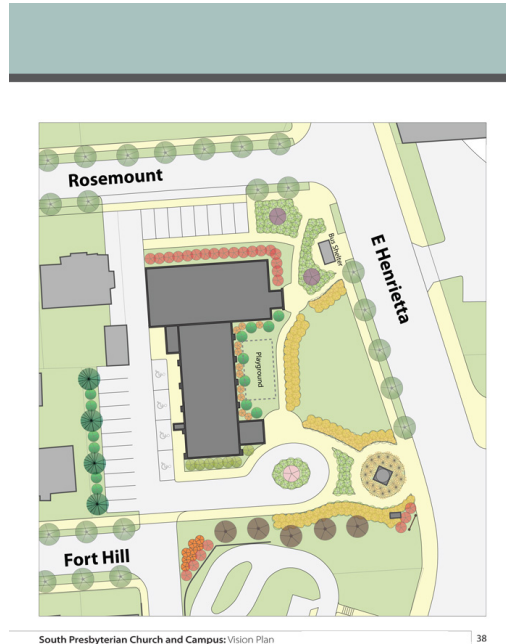
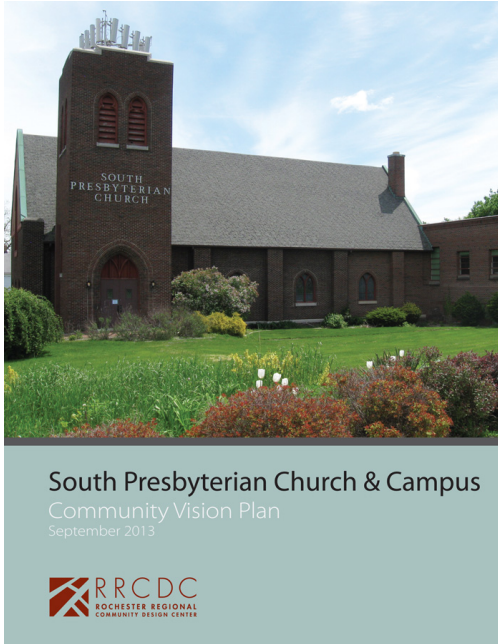
www.rrcdc.org

*Excerpts from Joseph Avenue Business Association Business District Vision Plan*

### South Presbyterian Church

The Vision Plan for South Presbyterian Church, focusing on a single building and site, was something different for the Design Center. A steering group came to us seeking guidance for the church and site in light of the current changes along Mt. Hope Avenue including the street improvement project and the development of the University of Rochester's College Town. The Vision Plan will include potential site and building reconfigurations, and address parking needs, providing programmatic and partnership suggestions, and exploring potential development scenarios for the future.





Excerpts from South Presbyterian Church and Campus Community Vision Plan

## A Time of Giving

We appreciate your contributions!

That time of year is upon us again and the RRCDC is officially launching its **Annual Give Campaign!** Every community's citizens can play a critical role in the future of their neighborhood, town or city but many need help to move from ideas to plans and on to the transformation of their built environment. **They benefit from the skills and experience of the Rochester Regional Community Design Center.**

For the many people and places in need of our resources and assistance, we hope you will join us again, or that you will become a contributor for the first time. You can make a contribution online by clicking [here](#), or by mailing a donation to: 1115 E. Main St. Rochester, NY 14609. On behalf of the staff, Board of Directors and our many volunteers, we thank you in advance for your generosity. Your contribution is an investment in the future of greater Rochester, and in the success of our community as a whole.

**GIVE NOW**

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STAY CONNECTED



Contributions can also be made through United Way by [clicking here](#).

Please use RRCDC donor designation number **2528**

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