



NEWS

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Reshaping Rochester Directors' Awards Announced

Jamal Rossi, Eastman School of Music Dean,

Will Be Awards Keynote Speaker

23 Finalists and Winners to Be Honored at

5th Annual Awards Luncheon December 9

ROCHESTER, N.Y. -- November 5, 2015 -- Maureen "Mo" Duggan, Executive Director, and Paul Tankel, Board President of the [Community Design Center Rochester \(CDCR\)](#), announced today that the winner of the Reshaping Rochester Directors' Award is Paul Kramer for his renovation of the Flatiron Building in Rochester's Neighborhood of the Arts. Mike Governale, founder of Reconnect Rochester, will receive the Honorable Mention award for this category.

This is the fifth year for the [Reshaping Rochester Awards](#), which recognize exemplary regional initiatives and projects that positively impact people, neighborhoods, and the community.

The Directors' Award is chosen by the CDCR Board of Directors and is one of three award categories that will be presented at the 5th Annual Reshaping Rochester Awards luncheon on Wednesday, December 9, from 11:45 a.m. - 1:30 p.m. at Temple B'rith Kodesh. Tickets are available at cdcrochester.org.

Previous winners and honorable mentions in this category were Gary Stern for The Village Gate, Genesee Land Trust, South Wedge Planning Committee, The Perry Project, Rochester Public Market, Cultural Center Commission, and the Village of Pittsford.

Winners of the other two awards, the Robert Macon Award for Urban Innovation and the Betty Strassenburgh Award for Activism, will be announced and presented at the Awards luncheon. There are 21 finalists for those awards, all selected from nominations submitted by the public.

Jamal Rossi, Joan and Martin Messinger Dean of the Eastman School of Music will deliver the Urban Observations keynote at the Awards luncheon. He will talk about the many outreach programs Eastman School has put in place and how the school is engaging the community in music.



Jamal Ross

Having served in leadership roles in music for more than two decades, Rossi has spearheaded significant collaborative educational and community initiatives and has wide-ranging experience in academic scholarship and leadership, teaching, performance, recording, and fundraising.



Flatiron Building

Paul Kramer for the Flatiron Building - Directors' Award Winner

Paul Kramer saved the Flatiron Building in Rochester's Neighborhood of the Arts. Built in stages beginning in 1888 when University Avenue was a street car route, this unique mixed use building deteriorated into a mostly vacant home, the upper stories occupied by bats and pigeons. It was a candidate for demolition in 1981 but Kramer persisted and against great odds, found a way to fund its renovation. ARTWalk, created in 2000 as an enhancement of the reconstruction of University Avenue, is anchored by this iconic building, and Kramer has given the community a great gift by preserving and giving it new life.

Mike Governale - Directors' Award Honorable Mention



Mike Governale, is an activist, advocate, urban visionary, devoted historian and the founder of [Reconnect Rochester](#), an organization working on the difficult challenge of securing enhanced transportation for our region. Roc Transit Day and dozens of other initiatives are the result of his tireless leadership. At his blog, Rochester Subway, Governale thoughtfully describes for his readers the best, and the most problematic features of our local Rochester life. He speaks out offering testimony at hearings and commissions, telling the community how to make a better and more equitable city fit for future generations.

Tickets & Sponsorships

Tickets are available online at [cdcrochester.org](#), and are \$50 per person or \$500 for a table sponsor. Sponsorships are also available at several levels. To learn more visit [cdcrochester.org/awards.html](#) or call the Design Center at (585) 271-0520.

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[CDC Rochester](#) is the Rochester region's only non-profit, citizen-driven organization providing design assistance to advance quality development, planning and policymaking for neighborhoods' and towns' built environment. The organization is 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.

CDCR also organizes the annual Reshaping Rochester Series and Awards and citizen-based planning events that reinforce the role of communities in the development of their neighborhoods. CDCR has worked with neighborhoods and communities to produce vision plans, among them Corn Hill, Maplewood/Dewey, PLEX Southwest Riverfront, Joseph Avenue, Upper Monroe, Susan B. Anthony Neighborhood, Marketview Heights, the Town of Pittsford, Town of Brighton, and more.