



From our Executive Director, Maria Furgiuele

About 20 years ago, the redesigning of University Avenue which later became known as "ArtWalk" gave birth to the CDCR. At that time, University Avenue was proposed to be expanded to facilitate commuter traffic to and from the City. Residents felt that this would be disruptive to their neighborhood. With the help of a small group of architects they created a design that would best represent what they wanted their community to look like. The rest is history! The success of the project is well recognized and we often refer to this project as an example of how community based planning can bring about positive results.

Today, the section of Main Street between N. Goodman and Culver Rd is slated to be redesigned and re-built. Interestingly, the proposal is to reduce the width of the roadway, provide bike lanes and improve sidewalks. This change illustrates how much has changed in the design of roadways over the last few decades with an emphasis on complete streets designs that accommodate all users -- pedestrians, cyclists and motorized vehicles, in urban areas. The creation of this multi-modal infrastructure is driven by the desire to provide a safe transit experience for all users.

In the past, roadways were designed to allow quick passage for motorized vehicles. As the roadways became wider to accommodate for more traffic, the traffic continued to grow creating a cycle of perpetually congested roads. The automotive focused mindset led to the demolition of buildings in order to provide more parking infrastructure and wider roadways. Wider roads have led to faster vehicles, this has led to the demise of the urban fabric, limiting walkability and separating communities. It has become unsafe for people to walk and bike. Imagine if we were to continue on this path, what our Cities will look like? A City full of cars and parking lots is not a vibrant City. Cities need PEOPLE. Specifically, Cities need people WALKING. Gil Penalosa made a wonderful case for this in his presentation. *"There is nothing as important in a City than the sidewalk. Where people travel on the streets, they are going from point A to point B. When on a sidewalk, we meet boyfriends/girlfriends, catch Pokemon and transit [...] Sidewalks remind us that WALKING is much more than walking - opportunities to socialize, people watch, shop [...] When we walk, we use all of our senses. Maybe that's*

what makes us so HAPPY."

To view Gil's presentation please follow this link: <https://vimeo.com/316651347/bed22170a0>



14th Annual Award-Winning Series reSHAPING ROCHESTER 2019

Our City, Ourselves:
Connecting people and places

Presented by:  **HOME LEASING**
DEVELOPMENT | CONSTRUCTION | MANAGEMENT

February's Reshaping Rochester Lecture with Klaus Philipsen



Photo: CDCR



Photo: [Michael Tomb](#)

Everyone was fully engaged at the Reshaping Rochester lecture with Klaus Philipsen last Wednesday! Thank you to everyone who braved the wintry conditions to attend. We would also like to give a special shout-out to Klaus Philipsen for traveling from Baltimore to share his knowledge and suggestions. If you'd like to explore the topic of health and equity in housing, register for our next Community Conversation (info below)!

Please note: We strongly encourage you to pre-register for these lectures online ahead of time. This helps us keep better track of attendance (which is required for grants and sponsorships) and keeps the check-in line moving quickly: a win-win for everyone!

A recording of this event is coming soon!

Join us for our next FREE* Reshaping Rochester lecture with Richard Newton!



Drawn to Water: Design Stories of City & River

Richard Newton

Partner, OLIN | Philadelphia, PA

March 27, 7pm

Gleason Works Auditorium

1000 University Ave

**Made possible by the [Rochester Area Community Foundation](#)*

[Register](#)



GALLERY

Salon SERIES

Community Conversations

Join us for a panel discussion of the question: **How do we house our most vulnerable populations?** Discussion will be framed by Klaus Philipsen's recent presentation, "Strategies for Health & Equity in Housing."

Wednesday, March 13, 2019 | 5:30pm - 7:00pm

CDCR Gallery, 1115 E Main Street

FREE

Register below.

FEATURED PANELISTS

Mary Lupien



In addition to being a [candidate](#) for Rochester City Council (East District), Mary is a mother, activist, and educator at School #28 Henry Hudson. She is also an active member of the [Little Flower Community](#), an affordable, community-based housing option in Rochester.



Nicholas Coulter

Nick is the Co-Founder of [Person Centered Housing Options Inc](#) (PCHO). Nick finds his passion in social justice, providing the tools for each PCHO staff member to empower the lives they touch, and educating and enlisting allies in Housing First.



Joe DiFiore

Joe is the Youth & Family Engagement Specialist at [Common Ground Health](#). He also gives his time to community organizations such as [City Roots Community Land Trust](#), which works to establish and promote affordable housing in Rochester, and Peace Village, which oversees the operation of a resident-run homeless encampment in Rochester. He, like Mary, is part of the [Little Flower Community](#).

[Register](#)

Register today, seating is limited!

Our Gallery Salon Series allows community members to gather together, debrief the most recent Reshaping Rochester topic, and discuss how the concepts can be applied in our community.

Volunteer Spotlight: Christina Amaral



Christina joined the CDCR team in September after graduating with a degree in Biomedical Engineering from the University of Rochester. During her course of study she came across the social model of disability, which asks, "Rather than fixing people, how about we change society and the built environment to accommodate people as they are?" Naturally, this led her to accessible design, and from there universal design and design for wellbeing--her current field of interest.

"My time at the CDCR has allowed me to see firsthand the interdisciplinary nature of design for the built environment. Through my small exposure to urban design and planning, I've come to realize how things like health and wellness are interrelated with transportation, mobility, zoning, housing equity, public art, and other aspects of a city. I still have a lot to learn, but I'm grateful for the opportunities that the CDCR has given me thus far and for the dedicated people whom I've met through the organization. I intend to bring what I've learned here--as a volunteer and as a proud Rochesterian--to my next life adventure in Calgary, Alberta, starting in April of this year. I hope to check back in on Rochester every once in a while to see the great things that are happening because of citizen involvement and the work of the CDCR."

See what our friends are doing:



AIA
Rochester

Celebrating 100 Years

Congratulations to [AIA Rochester](#) for their work in local architecture and design for an entire century! Few organizations can boast such success. Look to future newsletters and the AIA Events page to keep up to date on exciting centennial celebrations. Just a little tease...there will be an Art and Architecture Design Competition, an Architecture Fashion Show, and a Design Awards Gala.



GENESEE
LAND TRUST

Upcoming Events

Art Exhibition: Landscapes and the Unbuilt

Friday, February 1 - Saturday, March 16 | RoCo, 137 East Ave, Rochester, NY 14604

Landscapes and the Unbuilt is a wonderful new exhibition in partnership with Rochester Contemporary Art Center that reflects artist interactions with land and natural places. Nine Rochester-based artists are paired with nine Genesee Land Trust protected properties. Two new sculptural installations related to human impact on the land are featured.

More info [here](#)



Seeking a long term relationship...

Reconnect Rochester is hiring! Do you get excited by the sight of cycle tracks and trails? Do abruptly ending bike lanes and hazardous intersections make you crazy? Are you organized, resourceful, self-motivated and flexible? **Your dream job awaits.**

Reconnect Rochester is searching for an individual to spearhead all cycling related events, advocacy, education, and outreach activities for our organization. This person will work closely with our volunteer Cycling Work Group in running all aspects of our cycling efforts, and will work out of our office in the Hungerford building on E. Main St.

The job may be part-time, but the benefits are endless.

To apply, email a cover letter and resume to info@ReconnectRochester.org by **March 15th**.



Urbanists Hate Uber & Lyft. Here's one reason they should love them instead.

"I get it. Uber and Lyft contribute to traffic congestion, environmental degradation, a decrease in transit usage and an increase VMD (vehicle miles driven). Despite the fact that ride hailing has become an integral part of our urban transportation fabric, these are all negatives in the eyes of those who are looking to lessen our dependence on the automobile.

But there's a quietly shining light that is so often overlooked by anyone who doesn't drive for Uber or Lyft. It's subtle but powerful, and it's based in the essence of what makes driving for these companies intrinsically unique. Drive for long enough, and I promise, you will begin to understand."

[Read the full article here.](#)

The Community Design Center is generously supported by



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