



2019 reSHAPING ROCHESTER awards

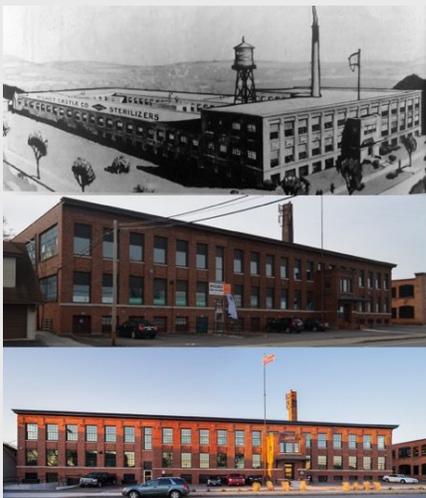
Recognizing people and projects advancing the Greater Rochester region.

FEATURE FRIDAY

Over the course of the next few weeks, we will showcase each of the **nominated projects** for the 2019 Reshaping Rochester Awards! Take a moment to familiarize yourself with each of these projects and the impact they have had on their respective communities.

Our first set of featured nominations are...

Award for Urban Innovation in honor of Robert Macon



1255 Lofts (Large Category Nomination)

1255 Lofts represents 11 buildings constructed over approximately 42 years for various industrial and commercial uses between 1909-1951. Over the years these structures have grown together to create one building encompassing 101,000 SF. The renovation sought to reconcile these separate built elements into one cohesive loft apartment, commercial, and industrial space. In addition to the building being a conglomeration of multiple structure, 1255 Lofts is a historic landmark, and required this historically sensitive new work.



Brickyard Trail (Small Category Nomination)

Brighton's 2000 Comprehensive Plan, 2008 I-590 Bicycle/Pedestrian Bypass Feasibility Study, and 2013 Bicycle and Pedestrian Masterplan each recommended that a trail be constructed through a parcel located between Elmwood Ave and Westfall Rd, as an important community connection. The Town followed these planning recommendations by acquiring the

land now known as the Sandra L. Frankel Nature Park, reclaiming the "Brighton Brick" clay fields and constructing the Brickyard Trail through the Park.

The Brickyard Trail is an 11 foot wide, 0.8 mile long stone dust ADA compliant shared use corridor beginning at Elmwood Avenue and continuing to Westfall Road. The trail provides access between Buckland Park, with playing fields, the historic Buckland House, the Community Garden, and the future home of the Winter Farmers' Market; and the Town Hall complex including the Library, nearby neighborhoods, and Brighton's Bicycle Boulevard.

Award for Activism in honor of Betty Strassenburgh



Roger W. Brandt, Jr. (Nomination)

Roger Brandt is a leader in affordable housing development in the Greater Rochester Region. Since forming Rochester's Cornerstone Group in 1990, he has created or preserved more than 1900 units of affordable housing. These projects serve a wide range of people, including families, elderly, individuals with mobility impairments, homeless populations, and persons with intellectual and/or developmental disabilities.

GET A TICKET TO THE AWARDS LUNCHEON

Recipients of the 2019 Award for Urban Innovation and Award for Activism will be revealed at the 9th Annual Reshaping Rochester Awards Luncheon **Thursday, November 14th** from **11:30am to 1:30pm** at **Harro East Ballroom**. Join us! You don't want to miss it.

This year's Urban Observations address will be given by the CDCR's very own Monica McCullough, Esq.!



Founder and President of **MM Development Advisors, Inc.**, Monica McCullough, Esq. brings more than 15 years of experience in mission-driven housing and community development. We are especially excited for this talk because McCullough has been an active CDCR board member since 2017!



DEVELOPMENT ADVISORS
Quality · Community · Integrity

Tickets

Individual Tickets: \$55 each

Table of 8: \$500

Please note: Tickets typically sell out and will NOT be available at the door.

Register

To reserve a table and for sponsorship inquiries, contact admin@CDCRochester.org.



First Friday Reception: Fertile Ground

Friday, Nov. 1 | 5PM-7PM | CDCR Gallery, 1115 E Main St Door 3B, Rochester NY 14609

We're excited to announce a new exhibit in the CDCR Gallery by Kathryn Mariner, PhD and Miguel Cardona, MFA! Fertile Ground is an anthropology of placemaking in Rochester, NY that examines everyday urban life to explore how historically marginalized folks build physical spaces of community, intimacy, and healing within the context of enduring racial hypersegregation.

JOIN US!

Neighborhood
Service Center

**LYELL PLAN
REVITALIZATION
COMMUNITY MEETING**

Believe.

City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council

Lyell Plan Revitalization Community Meeting

Tuesday, Oct. 22 | 5:30PM | Aquinas Cafeteria, 1127 Dewey Ave, Rochester, NY 14613

The CDCR is currently working with community stakeholders in the Lyell Avenue neighborhood and will present findings and recommendations to the community the evening of October 22. Please

See what our friends are doing



AIA Rochester

New York State Healthcare Facilities Conference

Sunday, Oct. 6-8 | Turning Stone Casino, Verona, NY 13478

The New York State Healthcare Facility Conference provides education and networking opportunities to NYS Healthcare Facility Professionals to create safe, efficient, healing, and patient-centered environments. Offering over 20 AIA Learning Units (LU and HSW).

Terrazzo Workshop

Wednesday, Oct. 9 | 11:30AM-4:00PM | BAC Local 3 NY Training Center, Rochester, NY 14623

Check out this workshop on historic terrazzo, restoration, modern techniques, and a mock-up demonstration. Finishes with a wine and cheese social hour with the terrazzo team! Offering 3 HSW credits.

Product Runway

Friday, Oct. 18 | 6:30PM-9:30PM | 100 East Highland Drive, Rochester, NY 14610

Twelve teams will showcase their costumes based on iconic Rochester buildings in the Friday night opening show for Fashion Week of Rochester! Designers in architecture and interior design join forces with building material vendors to create fashions based on form and facade.

AIA Rochester Annual Meeting

Wednesday, Oct. 30 | Time & Location TBD

Save the date! AIA Rochester is finalizing the details for this year's Annual Meeting, which will include a review of 2019 events, introductions to the 2020 AIA Rochester Board candidates, and a panel discussion with Ken Glazer, and Shawn Dunwoody.



Community Blooms: Joseph Avenue Project

On the corner of Joseph Ave. and Langham St. in Rochester, an empty lot has stood as a reminder that the neighborhood once bustled with shops and businesses. Thanks to an innovative community conservation project led by Green Visions, The Nature Conservancy, Joseph Avenue Business Association, and the City of Rochester, that lot is now filled with native plants, buzzing bees, a garden path, and thousands of flowers. You'll find a sign in front with the lot's new name:

Community Blooms -- a flower farm designed to help young people gain job experience while offering a place for the community to enjoy nature's many benefits.

Through interviews with community members, The Nature Conservancy learned that public safety and workforce development are urgent needs. Hearing these priorities, we reached out to Green Visions, a workforce development and neighborhood beautification program that engages young people. Green Visions hired a team of three young adults from the Joseph Ave community who gained experience in sales and business management as they grew and harvested flowers for custom-made bouquets sold at local Wegmans stores and the Rochester Public Market. The team also gained ecological management experience by working with the Conservancy to enrich the space with plantings that support pollinators while helping to absorb stormwater.

With some 5,000 vacant lots fragmenting Rochester neighborhoods, the project shows how these spaces can be transformed in ways that directly benefit communities. We love finding inclusive, equitable ways to make our cities healthier, and Community Blooms is an excellent example of that.

Learn more at [nature.org/communityblooms](https://www.nature.org/communityblooms)



Thank you to Kate Frazer for contributing this article.



Complete Streets Makeover: North Clinton Avenue Edition

On September 29th, Reconnect Rochester and members of the community joined forces to make North Clinton Avenue in the El Camino neighborhood safer for pedestrians as part of the second annual Complete Streets Makeover! A "complete street" is a broad label for a street designed and operated for everyone, regardless of age, ability, or mode of transportation. Check out some highlight photos below, and be sure to go experience it in person!



Photo: Reconnect Rochester



Photo: Reconnect Rochester

CURRENT SEEN

**Big Ideas. Small Venues.
Oct 4 – Nov 17
@CurrentSeenROC**

Check it out: *Current Seen* Oct. 4 - Nov. 17

The CDCR is proud to partner with Current Seen, a biennial celebration of art exhibitions! This contemporary art experience brings NEW curatorial voices and NEW artists together near East Avenue and Main Street. Learn more [here](#).

The Community Design Center is generously supported by



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