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**Reshaping Rochester Awards to Be Presented
December 9th Recognizing People and Projects Positively
Impacting the Region
*Jamal Rossi, Dean of the Eastman School of Music,
is Keynote Speaker*
*23 Finalists and 6 Winners to Be Honored***

ROCHESTER, N.Y. -- November 25, 2015 -- The [Community Design Center Rochester's \(CDCR\)](#), fifth annual [Reshaping Rochester Awards](#) will be presented Wednesday, December 9, from 11:45 a.m. - 1:30 p.m. at Temple B'rith Kodesh.

The awards will recognize 23 exemplary regional initiatives, projects and individuals that have positively impacted people, neighborhoods, and the community. Tickets are available at [cdcrochester.org](#).

The winners of the Robert Macon and Betty Strassenburgh Awards will be announced at the luncheon. They were chosen by a jury of community members from 21 finalists, all nominated by the public.

The Directors' Award was selected by the CDCR Board of Directors, and will be presented to Paul Kramer for his renovation of the Flatiron Building in Rochester's Neighborhood of the Arts in Rochester. Mike Governale, founder of Reconnect Rochester, will receive the Honorable Mention award for this category.

"We are just delighted that Jamal Rossi, Dean of the Eastman School of Music, will deliver the Urban Observations keynote this year" said Paul



Paul Kramer



Mike Governale

Tankel, CDCR Board President. He added, "The commitment and subsequent growth of the Eastman School of Music has provided the foundation for the development we are now experiencing in the core of our City."

Maureen "Mo" Duggan, Executive Director of the Design Center said, "We look forward to recognizing and honoring the people and organizations driving these exemplary projects that are making our community a better place in which to live and work. They are leading the way."



Jamal Rossi

Finalists - Reshaping Rochester 2015 Robert Macon Award for Urban Innovation

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. Named for the late architect Robert Macon for his contributions in the Rochester area.

City of Rochester, Department of Environmental Services - Bureau of Architecture and Engineering for their leadership in the completion of the West River Wall Master Plan, created in collaboration with Bergmann Associates and the Corn Hill Neighbors Association to improve access to the Genesee River.

Conifer Realty for the transformation of the historic Corpus Christi School into the Market Apartments at Corpus Christi, 42 affordable apartment homes serving the needs of local artists.

DePaul for their leadership in the development of the Carriage Factory Apartments, a multi-family residential project designed by SWBR Architects and housed in the former James Cunningham & Son Company carriage factory in the Susan B. Anthony neighborhood.

DHD Ventures for their role as the developer of the Hilton Garden Inn Rochester Downtown hotel, which involved the renovation of the former National Clothing Company building.

Anthony DiMarzo and Mark IV Construction Co. for their contribution over the past 50 years of unique solutions for strengthening downtown Rochester's core, improving the downtown waterfront, and preserving the city's historic fabric.

Germanow-Simon Corporation for their leadership in the renovation and reuse of the historic industrial buildings at 392 and 408 St. Paul Street in the High Falls District.

Gilbane Building Co. for their role in the renovation and expansion of the 100-year-old Rochester World of Inquiry School No. 58, providing collaborative, flexible, and comfortable spaces for students grades K-12.

Gilbane Development for their role as the developer of College Town Rochester, a mixed-use space that serves as an extension of the community surrounding the University of Rochester's main River Campus and the University of Rochester Medical Center.

Konar Properties for their role as the developer of Erie Station Village, a walkable, mixed-income apartment complex in Henrietta, designed by Urban Design Associates of Pittsburgh, PA and for their role as the developer of South & Hickory Place, a mixed-use building that acts as a crucial anchor building in the South Wedge.

Passero Associates for their role as architect of the Button Lofts Apartments & Townhomes, a renovated 20th century factory in the Upper Monroe neighborhood that includes 36 apartments and three townhouses.

Philip Michael Brown Design and Rainaldi Enterprises for the design and development of the Culver Road Armory, a retail and office project that has renovated and expanded upon the historic armory at the site.

Finalists - Reshaping Rochester 2015 Betty Strassenburgh Award for Activism

This award recognizes a personal effort that goes beyond boundaries to achieve a goal, demonstrating passion and advocacy to move forward a difficult and worthwhile endeavor. Named for Rochester activist and philanthropist Betty Strassenburgh.

Roslyn Bakst Goldman for her tireless advocacy for the use of art to encourage vibrancy and prosperity in the City of Rochester.

Corn Hill Neighbors Association for their catalytic and tenacious stewardship of the Corn Hill Neighborhood which continues to keep the neighborhood safe, strong, and beautiful through physical improvements, social and cultural programming, and close partnerships with the City of Rochester.

Shawn Dunwoody for his use of collaborative public art projects to transform buildings in neglected neighborhoods while employing local youth and encouraging partnerships between different community stakeholders.

Hart's Local Grocers for their efforts to fill the need for a grocery store in downtown Rochester while providing access to the best of our state's regional produce and cuisine and creating over 50 jobs.

North Winton Village Association for their dedication to improving the character and quality of the North Winton Village Neighborhood through preservation, beautification, and cultural and educational activities.

Sophie Paillard Elkin for her vision and dedication in converting the historic Farmers and Merchants Bank in Geneva into an enduring community gathering space using sustainable design practices.

Ken Sato for his work as the founder of Big Picture Rochester, an effort to turn downtown Rochester's blank windows and facades into an outdoor art gallery and improve the negative perception of our urban core.

Neil Scheier, MD for his dedication to his community as both a physician and an activist, and for his role in the continuing revitalization of the Joseph Avenue corridor in northeast Rochester.

Sector 4 Community Development Corporation for their work over the past two decades to create partnerships between neighbors, institutions, and businesses and advocate for the revitalization of the Sector 4 area.

Tickets & Sponsorships

Tickets are available in advance only 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.