



## **NEWS RELEASE**

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## **RRCDC Receives 2013 Citizen's Institute on Rural Design Award of \$42,000 to Help Village of Lima Guide Future Development**

*Center One of Only Four Organizations Selected Nationally for Awards*

*Rochester, NY--July 18, 2013--* The Citizens' Institute on Rural Design (CIRD) has announced that the [Rochester Regional Community Design Center](#) (RRCDC) was one of only four organizations nationwide selected to receive an award of \$42,000, which will be used to host a community design workshop in the Village of Lima, NY, October 25-27, 2013.

"We are extremely pleased to have received this prestigious award," said Joni Monroe, Executive Director of RRCDC, which partnered with the Village and Town of Lima and the Landmark Society of Western New York on the proposal. "We will bring together design professionals, economic/urban development experts, marketing leaders, government leaders, and citizens to engage with each other to find solutions to make the Village of Lima, a vibrant sustainable place."

"The Village's future is being threatened by inappropriate sprawl development," said Monroe, "which extracts the life from our once vibrant, small, historic rural villages/hamlets throughout the Rochester/Genesee Region, State of New York, and country. By outlining issues and goals, and engaging this diverse group, we will create a schematic physical vision plan for the Village that guides its future development. The plan would include strategies for implementation over time, economic techniques for development, and physical enhancement strategies employing good urban design principles reflecting the desires of the citizens of Lima and would be the foundation, supporting a final comprehensive Vision Plan that the RRCDC would produce in 2014."

This workshop will not only help the Village of Lima, it will enhance the effectiveness of small town revitalization planning strategies and be a model for other small communities throughout the region and state.

CIRD workshops bring together local leaders, non-profits, community organizations, and citizens with a team of specialists in design, planning, and creative placemaking to address design challenges identified by rural

communities with a population of 50,000 or less. CIRD awardees receive \$7,000 to support the workshop, in-kind design expertise and technical assistance valued at \$35,000, and additional training through webinars, conference calls, and web-based resources.

The logo for the Citizens' Institute on Rural Design is a red rectangular box with the text "Citizens' Institute on Rural Design" in white, bold, sans-serif font. The text is arranged in three lines: "Citizens' Institute" on the top line, "on Rural Design" on the middle line, and "Design" on the bottom line.

The RRCDC's proposal was one of only four selected by an advisory panel from a pool of 30 applicants this year.

"We were so impressed by the quality of applications we received. The selected communities demonstrate rich potential for leveraging partnerships to take action on rural design issues," said Cynthia Nikitin, CIRD Program Director and Senior Vice President at Project for Public Spaces, Inc. "Rural design is an important tool for communities to build on existing assets and improve a community's quality of life, and its economic viability."

Lisa Robb Executive, Director, NYS Council on the Arts, said, "We congratulate Rochester Regional Community Design Center on their recent grant from the National Endowment of the Arts. This was an extremely competitive grant program with only four grants awarded in four states. The work RRCDC will manage on smart growth strategies for Lima will benefit not only that community but also the entire Rochester region. Planning initiatives for adaptability, growth and development in rural communities is vital to a vibrant and prosperous New York State. NYS is well represented by the excellent work of RRCDC."

For a complete list of selected communities and past workshop locations, please visit the Citizens' Institute on Rural Design website at [www.rural-design.org](http://www.rural-design.org).

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**The [Citizens' Institute on Rural Design \(CIRD\)](http://www.rural-design.org)** is a National Endowment for the Arts leadership initiative in partnership with the U.S. Department of Agriculture and Project for Public Spaces, Inc., along with the Orton Family Foundation and the CommunityMatters® Partnership. Established in 1991, CIRD has convened more than 60 rural design workshops in all regions of the country, empowering residents to leverage local assets in order to build better places to live, work, and play.

*RRCDC ([www.rrcdc.org](http://www.rrcdc.org)) is an independent non-profit organization 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. RR CDC brings together community members and design professionals to create collaborative solutions for cities, towns and neighborhoods. Working with neighborhoods and communities, the organization has produced dozens of vision plans including the Town of Pittsford, Town of Brighton, Corn Hill Landing, ArtWalk, Susan B. Anthony Neighborhood, Marketview Heights, and more. In addition to holding the annual Reshaping Rochester Series of lectures and events, the RR CDC's Design Gallery hosts ongoing exhibitions of projects by urban designers, architects, landscape architects, planners, artists, craftsmen and other design professionals who enhance our communities through their contributions to the built environment and to the public realm.*