



NEWS

For Immediate Release

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Recipients of the 2012 Reshaping Rochester Awards Announced

Number of Quality Projects Nominated Prompts Creation of 3 Honorable Mention Awards

Rochester, NY, October 18, 2012— The Rochester Regional Community Design Center (RRCDC) (www.rrcdc.org) today announced the recipients of its second annual Reshaping Rochester Awards.

The 2012 awards, which recognize initiatives and projects that impact people, neighborhoods and the community, will be presented at a luncheon Thursday, December 6, from 11:45 – 1:30 p.m. at Cutler Union on the Memorial Art Gallery Campus. Garth Fagan will be the speaker for this year's "Urban Observations" segment of the program. Tickets are now on sale at rrcdc.org.

The 2012 winners are:

- **Robert Macon Award for Urban Innovation - I-490 Western Gateway Project;**
- **Betty Strassenburgh Award for Activism - MarketView Heights Collective Action Team;**
- **Directors' Award - City of Rochester Public Market.**

"A common thread of this year's award winners that deserves recognition was sustained effort," said Joni Monroe, Executive Director of RRCDC. "Each also answered different needs very creatively. We congratulate everyone who brought these visible and meaningful efforts together. The awards present an opportunity for the community to communicate, celebrate and share what's important to them. They are a reflection of what people are proud of and are evidence of people coming together. And that's what our Community Design Center is all about."

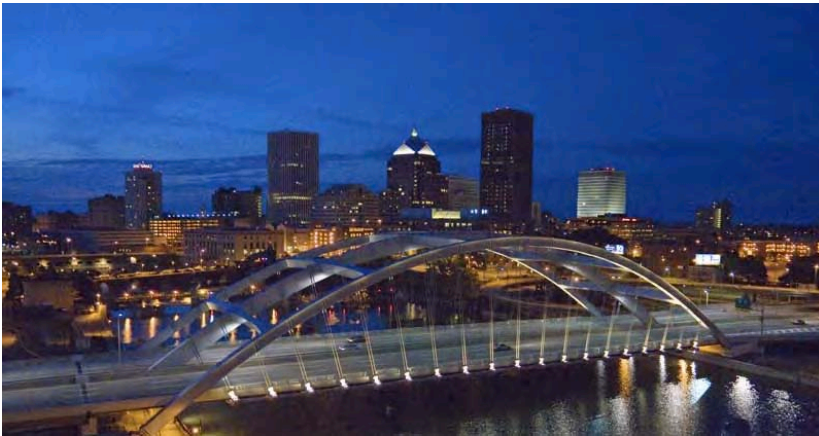
New this year, nominations were accepted from the community for the Macon and Strassenburgh awards. A jury of local individuals of varying backgrounds selected the winners. “The response from the community was exceptional,” added Monroe. “We appreciate the time they took to submit entries and we thank everyone on the jury for donating their time. We received so many nominations of high caliber projects that we created an Honorable Mention category for each award so that we could recognize additional projects.”

2012 Reshaping Rochester Award Recipients

Robert Macon Award for Urban Innovation - The I-490 Western Gateway Project

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. A gifted designer and leader in the architectural community, Macon is remembered for his civic contributions and transformative projects that spanned a thirty year career in the city that he loved.

The I-490 Western Gateway Project was conceived to enhance elements of the highway as part of the reconstruction of the 35-year-old, 3.6-mile I-490 corridor that extends from the Erie Canal to the Genesee River. The New York State Department of



Transportation created a comprehensive project whose collaborative efforts resulted in a unique urban freeway design that benefits the entire Rochester community. When I-490 was built it cut westside Rochester in half disrupting the neighborhoods in its path. This project has been very important in creatively reknitting

this part of the city, making the area special and reconnecting the urban fabric.

Major aesthetic improvements were included in all aspects of the project and the community was involved with the design. The project features a variety of holistic elements arranged in a creatively chaotic way that offer an innovative, visual experience as a way of getting around. There is something special at every juncture, giving Rochester a sense of place that also speaks to the future, lifting the spirit of the community. It culminates in the Susan B. Anthony/Frederick Douglass Bridge, a signature piece that has become an icon representing the city’s image.

Honorable Mention: *The Urban League of Rochester Economic Development Corporation for The Mills at High Falls, which transformed a parking lot and vacant group of Rochester’s only block of pre-Civil War commercial buildings into a showcase of affordable urban rental housing, new commercial space and historic preservation.*

Betty Strassenburgh Award for Activism - MarketView Heights Collective Action Team

Recognizes a personal effort to go beyond boundaries to achieve a goal, demonstrating passion and advocacy to move forward a difficult and worthwhile endeavor. It celebrates civic spirit, persistence and determination that turn visions into reality, making a visible change in a community, and

encouraging others to pursue challenging paths toward a productive end. Named for Rochester activist Betty Strassenburgh, whose vision, philanthropic contributions and unrelenting advocacy have helped countless cultural dreams become realities. Her perseverance has conquered barriers from which most would retreat, making her an inspiring and invaluable friend to our community.



MarketView Heights Collection Action Team, a vibrant resident-led, action-driven network, was formed more than eight years ago under the sponsorship of PathStone Corporation to address areas of concern in the City's MarketView Heights neighborhood. This was done by engaging residents and other stakeholders in projects aimed at positive community

transformation. Its work including creating community gardens, leadership development, youth engagement and physical improvement of the neighborhood including the enhancement of Union Street as a major gateway to the City's Public Market, have been of major importance to the MVHCAP.

This extraordinary collaborative and grassroots effort by a community that faces considerable social and economic challenges, is rebuilding the neighborhood. Programs centered on community gardens have given people the opportunity to grow and cook healthy foods, providing beauty and inspiration for the neighborhood, illustrating what people can do working together. Their efforts have been ongoing and sustained over a decade of dedication and hard work against incredible odds. They have also had significant economic impact and are a source of great pride and inspiration to the entire Rochester area. The team is currently collaborating with the City of Rochester to develop a plan for an urban renewal district within the neighborhood.

Honorable Mention: Tom Ferraro, Executive Director of Foodlink, for his work towards building a hunger-free community and a sustainable regional food system in the Greater Rochester area. Under Tom's direction, Foodlink has grown into a 450-member organization delivering more than 13 million pounds of food annually to the region.

Directors' Award - City of Rochester Public Market

This award recognizes an organization that has advanced the level of community design, planning, policy and financial competency and achieved visible success over a period of time. It recognizes key components of planning that are central to the RRDC's mission—following best practices, communicating a vision to the community, maintaining sound financial management, and demonstrating steps to sustain continued success.

The City of Rochester Public Market is experiencing a remarkable rebirth being taken forward by the collaborative efforts of the City and numerous organizations, groups and volunteers who contributed significantly to improve this beloved community place. Since its opening in 1905, the Public Market is where people have come for over a century to experience the variety and



diversity of the region, to buy food and specialty products directly from farmers and providers. Given the weekly throngs, the popularity of this unique economic and social experience is clear. During its off hours, the facility is used for a wonderful array of activities and offerings including concerts, flea

markets, and exhibits that engage the entire community. Continuing to thrive and evolve, the Market is now in the midst of renovations and capital improvements, guided by a plan that will add to the function and enjoyment of this important regional asset.

Honorable Mention – *The Cultural Center Commission - formed to implement the Cultural District Plan and revitalize the area around the Eastman School of Music and Grove Place Neighborhood. Projects completed included Symphony Terrace, Sagamore on East, the Metro YMCA, East End Parking Garage, the Miller Center, Eastman Living Center and Grove Place townhomes. This effort of a collaborative City/County citizen commission has supported a plan and development that benefits and enhances the entire region with some of our finest private and public places.*

Awards Luncheon Tickets

Tickets for the awards luncheon are on sale now at www.rrcdc.org for \$50 per person and \$500 for a table of 8. Tickets available in advance only, not at the door. For more information visit www.rrcdc.org <<http://www.rrcdc.org/>> or call the design center at 585-271-0520. All proceeds benefit the RRCDC and its work in the region.

RRCDC (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.

RRCDC 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 RRCDC'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.

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