



NEWS

For Immediate Release

The Unhealthy Consequences of Sprawl **Former Rochesterian and Expert on Urban Design & Health to Speak at** **Reshaping Rochester Lecture April 28**

Lawrence D. Frank, former Brighton resident and leading national expert on neighborhood walkability and travel patterns, will return to his hometown to speak on Sprawl: Unhealthy Consequences at the Reshaping Rochester lecture Wednesday April 28.

The lecture will be held from 7–9 p.m. at The Strong National Museum of Play, One Manhattan Square. It is presented by the Rochester Regional Community Design Center (www.rrcdc.org <<http://www.rrcdc.org>>). Tickets are \$15 in advance or \$20 at the door. Discounts are available for students at the door.

Lawrence D. Frank



Lawrence D. Frank, Ph.D., AICP, CIP, ASLA Dr. Frank is the Bombardier Chairholder in Sustainable Transportation at the University of British Columbia, Senior Non-resident Fellow of the Brookings Institution, and President of Urban Design 4 Health. He specializes in the interaction between land use, travel behavior, air quality; and health and the fuel consumption and climate change impacts of urban form policies. He has been studying the effects of neighborhood walkability on travel patterns and sustainability for 20 years. Dr. Frank works directly with local governments to help translate results from research into practice based tools that provide direct feedback on the health and environmental impacts of alternative transportation and land development proposals.

About Reshaping Rochester

This is the Rochester Regional Community Design Center's (RRCDC), (www.rrcdc.org) Fifth annual award-winning Reshaping Rochester series, began October 21, 2009 and continues through May 10, 2010. The series brings nationally renowned speakers to Rochester for a mix of lectures, exhibitions and discussions centering on how Rochester can be revitalized through excellence in urban design. Experts share advice and solutions on smart growth, regional planning, community development, neighborhood design, re-use of existing architecture, sustainability and green building practices.

Tickets

Individual lecture tickets are \$15 in advance (\$5 for students) available at Parkleigh, Wegmans, Rochester Regional Community Design Center (East Main St. at corner of N. Goodman), by calling 585-271-0520, emailing jshipman@rrcdc.org or online at www.rrcdc.org. Tickets also available at the door for \$20, \$5 for students with ID.

Final Reshaping Rochester Presentation

May 10, 2010

Getting on the Right Track

Speaker: John Robert Smith, President and CEO, Reconnecting America

Transit Oriented Development

7-9 p.m. Memorial Art Gallery

Presenters and Sponsors

Reshaping Rochester 2009-10 is coordinated by the Rochester Regional Community Design Center, with major support from the New York State Council of the Arts, City of Rochester, The Community Foundation, Louis S. and Molly B. Wolk Foundation, additional in kind support comes from WJZR FM 105.9, WXXI, City Newspaper, City Blue Printing, Inn on Broadway, Irondequoit United Church of Christ, George Eastman House, the JCC, Strong Museum of Play, Memorial Art Gallery and Wegmans.

About the Rochester Regional Community Design Center www.rrcdc.org

The Rochester Regional Community Design Center (RRCDC) is a non-profit organization of design professionals, planners, and citizens dedicated to improving the quality of life and fostering positive social changes by defining, promoting, and helping to implement design excellence and sustainability in the built environment. It serves as a collaborative resource for the City of Rochester, Monroe County, and the surrounding nine-county region. RRCDC also offers design guidance and recommendations through citizen-based participatory planning that establishes the relationship between and among buildings, sites, and most importantly, a sense of community.

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