



NEWS

For Immediate Release

College Students to Exhibit Master Plans for City Neighborhood Near Public Market Opening December 4 at The Design Gallery Exhibit is part of First Friday and "A-Maze-ing Hungerford"

November 25, 2009 – Rochester, NY – An exhibit featuring master plans created for Rochester's Prince-Alexander-Champeney-Kenilworth (P.A.C.K.) Neighborhood opens December 4, 2009 and runs through January 29, 2010 at the Rochester Regional Community Design Center's Design Gallery. The Gallery is located in the Hungerford Building Door 4, 1115 East Main Street at N. Goodman St.

The designs were created by 34 senior architectural technology students from Alfred State College's Department of Computer Imaging and Architectural Engineering Technology. Working in eight groups, the students completed a "Site Analysis Report," conducted a mini-charrette in the classroom, took their work to City Hall for an interim critique with city planners, design professionals and neighborhood residents, and presented their final designs to faculty and guests from RIT and LaBella Associates, PC.

This is the fourth annual exploration done by Alfred that concentrates on urban design and gives students an opportunity to learn about city building, urban design and community building. Previous projects have focused on the Bulls Head and Susan B. Anthony neighborhoods. The RRCDC gives the students an opportunity to show the results of their work to the public at its Design Gallery and get feedback. There are a lot of cross currents of energy," said Joni Monroe, Executive Director of RRCDC.

"This is a very important neighborhood," added Monroe, whose organization has led charrettes and visioning that have helped Rochester attract millions in grant funding to improve neighborhoods.

"The neighborhood has experienced property declines and high crime rate but with the public market there, people often wonder why it can't be turned around faster. The Public Market is a destination and after people visit they return home. But several development projects are underway in the neighborhood now including expansion of the public market, Rohrbach Brewery renovation, the 55 Railroad Street housing project and other infrastructure improvements, which are more 24/7, and provide an energy that is everyday meaning they are more likely to help turn things around."

Monroe noted, “This student project engenders conversation and excitement and action about the potential for the neighborhood. What they discover will help us all and provide a potential catalyst for implementation in looking at the area going forward.”

The Design Gallery’s exhibit is part of First Friday and “A-Maze-ing Hungerford.” First Friday is a monthly citywide gallery night that encourages collaboration between non-profit, university, and commercial art venues in Rochester. “A-Maze-ing Hungerford” helps help promote the Hungerford as an arts destination. Hours: Friday, December 4, from 6 p.m. to 9 p.m., Saturday, December 5, from 10 a.m. to 5 p.m. and during regular RRCDC hours 9 a.m. - 5 p.m. Monday through Friday or by appointment.

The Rochester Regional Community Design Center (RRCDC) (www.rrcdc.org) 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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