



NEWS

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17 Finalists Selected for 2014 Reshaping Rochester Awards

Record number of entries received
Finalists and winners to be honored at Awards Luncheon Dec. 2nd
Jennifer Leonard is Keynote Speaker

Rochester, NY, August 4, 2014--The [Community Design Center Rochester](#) (CDCR) today announced [17 finalists](#) from nominations submitted by the public for the 4th Annual [Reshaping Rochester Robert Macon Award for Urban Observation](#) and the [Reshaping Rochester Betty Strassenburgh Award for Activism](#). The awards recognize exemplary regional initiatives and projects that positively impact people, neighborhoods, and the community.

Winners and Honorable Mentions for the Macon and Strassenburgh categories will be selected from the finalists by a jury of community members and announced at the annual Reshaping Rochester Awards Luncheon to be held on Tuesday, December 2, from 11:45 - 1:30 p.m. at Temple B'rith Kodesh. Tickets go on sale in September at rrcdc.org.



Jennifer Leonard

Jennifer Leonard, President and CEO of [The Community Foundation](#) will be the keynote speaker for the "Urban Observations" portion of the program.

"The finalists for the two awards were selected from a record number of nominations this year that came from the public," said Joni Monroe, CDCR Executive Director. "Our Awards Committee was very impressed with the quality of the nominations, which are representative of the great regional assets that we have here in Rochester and the surrounding counties. The projects, individuals and groups nominated embody a high level of integrity and are evidence of the incredible resources that we have in terms of people and the efforts that they exert to enhance the communities in which we live."

Finalists - Reshaping Rochester 2014 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.

SWBR Architects - for their role as lead architect in the design and construction of Son House Apartments, a three story, twenty-one unit building designed as NYS's very first supportive residence for homeless residents with medical or behavioral disabilities. The developer for this project was Providence Housing, whose mission is to provide access to quality affordable housing enriched by the availability of

supportive services.

Birkett Landing - for adaptive reuse of the historic 19th century Birkett Mills warehouse, which has been integral to Penn Yan's economy and culture for over 100 years. Developer Chris Iverson has invested in a project that blends high-end commercial and residential uses. Birkett Landing stands prominently above the Keuka Lake Outlet and is representative of new interest in the revitalization of the Penn Yan area.

Mark IV Construction Co. - for its development of the Cornhill Commons, a mix of high-density housing types that blends seamlessly into the historic Corn Hill city neighborhood. Constructed during a time of population loss in the city, the Cornhill Commons helped create a community within walking distance of the urban core, setting the stage for the vibrant community we see today.

Bridge Square Building, Passero Associates - for the transformation of the Bridge Square Building, turning it from a vacant eyesore into a mixed-use, sustainable, urban facility with modern offices, retail, loft-style residences, and underground parking. An anchor in the downtown community, this renovated century old brick building has been carefully restored in accordance with the National Park Service Historic Preservation Guidelines with three quarters of the original building materials being re-used along with an innovative design that lead to a LEED Gold pre-certification.

Main Street Arts - an art gallery that plays an active role in the village of Clifton Springs and surrounding area. Featuring 3,000 square feet of exhibition space, the gallery hosts multiple bi-monthly exhibitions, classes, workshops, and documentary film screenings. The Main Street Arts facility serves as a resource to individuals from surrounding communities, and both increases the foot traffic to local shops and restaurants, as well as playing a significant role in an expanding tourism industry within this small picturesque town in Ontario County.

The Golisano Institute for Sustainability (GIS), Rochester Institute of Technology - this new three story "Living Laboratory for Sustainability," incorporates unique research laboratories, test beds, academic classrooms, assembly areas, offices, and exhibition and display space. Serving as a model for sustainability, the GIS is an inspirational addition to the RIT campus that demonstrates the spirit of innovation and creativity that are at the heart of the institute.

City Grill & Ballroom 384 - Recently renovated, this former several decades old Treadway Inn complex has been transformed with renovations that offer a unique urban experience when dining and a design quality that emphasizes the importance of its location. Along with 58 brand new rooms, the East Avenue Inn & Suites has created a 28-foot glass tower for the City Grill & Ballroom that serves as a beacon for its new image as the area's hottest restaurant and bar in the city's popular East End District.

Fran Cosentino and Jane Parker, Restoration of Frank Lloyd Wright's Boynton House - for stewardship in financing a high quality, technically innovative and creative historic renovation of Rochester's only Frank Lloyd Wright designed Boynton House. The extensive rehabilitation of the house and grounds, planned and overseen by Bero Associates, honors the integrity of the original house while incorporating accommodations for modern living. This historic renovation is a gift to the Rochester area and we honor the owners and their respect for the value of this irreplaceable building.

Edgemere Development - for its pivotal role in reshaping two of Rochester's most significant corridors: West Main Street and State Street. Edgemere Development's creative outlook and approach to downtown development, use of innovative financing techniques, and unique problem solving ability has skillfully guided the transformation of these two key city corridors. Work by Edgemere Development being recognized in these areas includes the Frederick Douglass Apartments and the Voters' Block Community in the Susan B. Anthony Neighborhood on West Main Street and The Mills, a mixed-use complex on State Street in the High Falls District.

Finalists - Reshaping Rochester 2014 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.

Michael Governale, Rochester Subway - for his role in creating one of Rochester's most active forums Rochester Subway, a web site and blog that features valuable discussion about urban development principles and related news. Rochester Subway has more than 7,200 followers, and the website blog maintains a steady flow of thoughtful and insightful contributors and comments. Michael plays a direct role in the success of this platform through his efforts, which include organizing events like "Roc Transit Day" sponsored through the group Reconnect Rochester, as well as his community related participation in activities such as attending City Planning Board meetings.

Peter Monacelli - for his role in executing over 250 revitalization projects in the Rochester region, including the renovation of 17 houses in the South Wedge Neighborhood along Hamilton Street. Other projects include work on The Little Theater, and on buildings in the West Main Street area. Peter has taken on projects with impossible budgets and oftentimes at reduced cost, producing outcomes that exhibit creativity, enthusiasm and skill. His personal belief in the value of historic and vernacular buildings in neighborhoods, has provided a significant contribution to the revitalization of Rochester's urban heritage.

The Grove Place Association (GPA) - for the neighborhood group's advocacy on behalf of the City of Rochester as well as for its active role in making Grove Place a safe and more attractive place to live and work. GPA's efforts include facilitating the commission and purchase of art for the community, sponsoring and directing competitions for public art work, contributing to safety meetings with the Rochester Police Department, and providing services to the new Public School #58 located in their neighborhood.

John Oster - for his creative approach to financing quality housing projects, solving design issues creatively and cost effectively, and spearheading affordable quality housing. As Consulting Director for Edgemere Associates, he has played a central role in reshaping two of Rochester's most significant city corridors, West Main Street and State Street. Projects he has overseen include the construction of the Voters' Block Community, The Mills at High Falls, and the Frederick Douglass Apartments, providing over 4000 units of housing. John's creative outlook, innovative financial plans, and unique problem solving abilities have led to the betterment of projects, owners, the community and funders.

Sue Gardner Smith - for her leading role in conceptualizing, implementing, and managing the Brighton Farmers' Market. With efforts beginning in 2008, Sue has helped create a space for the community to gather and partake of offerings from numerous local vendors. The market features local musicians, public safety days, involves local libraries and public schools, and provides space for an average of 54 vendors selling an assortment of locally made products and home grown foods.

The North Winton Village Neighborhood Association (NWWNA) - for its role in preserving, promoting, and organizing in the North Winton Village Neighborhood. During the past 19 years, the NWWNA has conducted approximately 50 neighborhood improvement and beautification activities, has turned vacant lots into public spaces, installed streetlights and benches that match the 1920's aesthetic of their neighborhood, and has organized more than 200 volunteers that actively promote the goals of a better community.

John Nugent and Marc Iacona - for their influential role in creating and promoting the Xerox Rochester International Jazz Festival. Thirteen years ago, they had an idea to use the legacy of jazz to serve as a catalyst for social and economic bridging, connecting people through music and culture in an annual jazz festival. This event has evolved into a well-respected musical happening attracting internationally acclaimed musicians and music lovers to our Rochester region for 9 days each summer. This event transforms Rochester's downtown into a vibrant urban space and its effects have spurred development, fostered civic pride and brought fame to our region.

Project Scion - as a volunteer organization that facilitates the transformation of vacant lots into neighborhood parks across the city, instilling a sense of hope and beauty across challenged Rochester city neighborhoods. Through their activism, professional landscapers work hand in hand

with community members to design and build what become treasured city spaces, turning abandoned trash filled lots into parks that are open to and used by everyone.

Tickets & Sponsorships

Tickets go on sale in September at www.rrcdc.org, and are \$50 per person or \$500 for a table sponsor. Sponsorships are also available at several levels. To learn more visit <http://www.rrcdc.org/RRawards.html> or call the design center at 585-271-0520.

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The [Community Design Center Rochester](#) (CDCR) is celebrating its 10th anniversary this year. The 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.

CDCR also organizes 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.

In addition to holding the annual Reshaping Rochester Series, the CDCR's Design Gallery hosts ongoing exhibitions featuring 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.