



# 2021 reSHAPING ROCHESTER awards

Recognizing people and projects advancing the Greater Rochester region.

## 11th Annual Reshaping Rochester Awards Ceremony

**Wednesday, November 17, 2021**

**12:00pm - 1:30pm via Zoom**



**Council on  
the Arts**

*The CDCR is supported, in part, by the New York State Council on the Arts with  
the support of Governor Kathy Hochul and the New York State Legislature*

## AWARDS COMMITTEE

*Maria Furgiuele  
Germania Garzon  
Tina Kurland  
Bill Price  
Monika Reifenstein  
Stacey Voelette Waxtan  
Mariam Yaqub*

## JURY

*Lanie Bittner  
Richard Glaser  
Tamra O'Donnell  
Andrew Petrosky  
Stephanie Rankin*

## VIDEO EDITOR

*Brian Hathaway*

*The CDCR's Annual Reshaping Rochester Awards recognize exemplary regional initiatives and projects that positively impact people, neighborhoods, and the community.*

### Presented By



## PROGRAM

### Welcome and Introduction

*Monica McCullough, Board President*

### Giving Campaign

*Howard Decker, Board Member*

### Awards Presentation

*Monika Reifenstein, Interim Executive Director*

*Bill Price, Board Vice President*

#### Award for Design

#### Award for Activism

#### Directors' Award

**Congratulations to this year's award finalists & winners!**

### "Urban Observations"

*Malik Evans, Mayor-Elect of the City of Rochester*

### Closing Remarks

*Monica McCullough, Board President*

*The Community Design Center of Rochester advances quality design to create healthy communities that are equitable, accessible and resilient. The CDCR strives to be the recognized leader of community planning and design, catalyzing improvements in the public realm and championing citizen engagement in the process.*

## AWARD FOR DESIGN

*This award recognizes projects that demonstrate design excellence and contribute to enriching the public realm.*



## FINALISTS SMALL CATEGORY



*Photo Credit: Matthew Denker*

### **170 Atkinson Street**

*for the economical redevelopment of a vacant city lot in Mayor's Heights into the only market-rate, owner-occupied home built in the City of Rochester in 2020.*



*Photo Credit: Savannah Lauren*

### **Ripple Art Installation**

*for using a design inspired by community workshops to highlight the value of play in everyday spaces and its impact on creating more social, healthy, safe, and inclusive cities.*

## AWARD FOR DESIGN

*This award recognizes projects that demonstrate design excellence and contribute to enriching the public realm.*



## FINALISTS MEDIUM CATEGORY



*Photo Credit: Laura Fox O'Sullivan*

### ***The Commissary Downtown Kitchen Incubator***

*for creating new food business ownership opportunities for members of the Rochester community, by reducing startup barriers and offering development support services.*



*Photo Credit: LaBella Associates*

### ***La Marketa at the International Plaza***

*for being an event space, marketplace, and community gathering space that reflects, celebrates, and builds on the tremendous arts and cultural assets of the surrounding neighborhood.*

## AWARD FOR DESIGN

*This award recognizes projects that demonstrate design excellence and contribute to enriching the public realm.*



## FINALISTS LARGE CATEGORY



*Photo Credit: Michael Trapanovski*

### ***The Apartments at Thurston Village***

*for the restoration of occupied unlivable spaces into high quality, affordable housing for the same tenants, and the positive ripple effect on the surrounding environment.*



*Photo Credit: Don Cochran*

### ***Chili Community Center***

*for creating an efficient, central facility with shared resources that encourages interaction between different user groups.*



*Photo Credit: The Eastman Reserve Apartments*

### ***The Eastman Reserve Apartments***

*for providing a sustainable mixed-income and mixed-use community in the Maplewood Neighborhood with lifestyle-inspired amenities, community-centered design, and luxurious features.*

## AWARD FOR DESIGN

*This award recognizes projects that demonstrate design excellence and contribute to enriching the public realm.*



## FINALISTS LARGE CATEGORY



*Photo credit: Kim Smith*

### ***National Women's Hall of Fame***

*for transforming the Seneca Knitting Mill into a showcase space with the intent to preserve the rich history of women's achievements.*



*Photo credit: Don Cochran*

### ***Town of Greece Library Expansion***

*for creating a more interactive and functional space for the children and families of the community.*

## AWARD FOR ACTIVISM

*This award celebrates civic spirit, persistence, and determination that translates visions into reality and recognizes individuals who have made a personal effort to go beyond boundaries to achieve a goal.*



## FINALISTS



*Photo Credit: Brian Giacchetto*

### ***City Roots Community Land Trust***

*for its work to establish and promote permanent affordability, development without displacement, and community wealth building in Rochester.*



*Photo Credit: James Brown*

### ***Hinge Neighbors***

*for exemplifying the power of neighborhood voices in their mission to promote racial, economic, and residential equity in the communities divided by Inner Loop North.*



*Photo Credit: Quajay Donnell*

### ***John Lewis Mural Artists***

*for their creative vision that inspired the community and ignited conversation around protest and justice.*

## DIRECTORS' AWARD

*This award recognizes efforts that have enhanced the public realm and contributed to its vibrancy. The CDCR's Board of Directors considers a demonstrated high quality level of community design, planning, policy and expertise, visible success of an endeavor over an extended period of time, and communication of a vision.*



### WINNER



Urban League of  
Rochester, N.Y., Inc.

### HONORABLE MENTION



#### Past Winners of the Directors' Award

2012 City of Rochester Public Market The Cultural Center Coalition - HM	2013 South Wedge Planning Committee The Perry Project, Perry, NY - HM	2014 Gary Stern (Village Gate) Genesee Land Trust - HM	2015 Joni Monroe, Founding Director, CDCR Paul Kramer, Flat Iron Building Mike Governale, Reconnect ROC - HM	2016 Larry Glazer (posthumously) JoAnn Beck - HM	2017 Cornhill Commons and Cornhill Landing, Mark IV Landmark Society of WNY - HM	2018 IBERO - American Development Corporation Congresswoman Louise Slaughter - HM (posthumously)	2019 City of Geneva, Town of Brighton - HM	2020 City of Roches- ter, Dr. MLK Jr. Park
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# KEYNOTE SPEAKER

*for Urban Observations*

## Malik Evans

*Mayor-Elect of the City of Rochester*



Malik Evans is currently an at-large member of Rochester City Council with a long record of community involvement and leadership in the Rochester area. His service to the Rochester community began when he was just a teen growing up in the city and attending Wilson Magnet High School.

In 2003, Malik decided to apply his leadership skills to public service by running for election to the Rochester Board of Education. Upon winning the city-wide election, he became the youngest person ever elected to the Board. Malik's motto was, and still is, simple: "We can find solutions to our most pressing challenges by focusing on finding common ground."

Malik's latest challenge is running after his young sons, who serve as daily reminders that we must create a brighter future for the coming generation.

**CONGRATULATIONS,  
AWARD WINNERS!**



**Building a Solid Reputation  
For the Next Generation**



**Roger Brown  
& Friends**

# CONGRATULATIONS!

Finalists for Community Design Center 2021 Award for Design

**RDDC**  
The Commissary



**Home Leasing**  
Thurston Village



**HUNT** ENGINEERS | ARCHITECTS | SURVEYORS



**Rochester's  
Cornerstone Group Ltd.**

*Rochester's Cornerstone Group, Ltd. congratulates  
all the nominees for the 2021 CDCR Reshaping  
Rochester Awards. Thank you all for making a  
difference in our community!*

# Making a Difference

Join us in thanking the  
**Community Design Center** for  
helping to create healthy, equitable,  
and accessible communities.



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Thank you to Urban Conga for  
helping to make Rochester  
more playful!  
**#playrocs #theurbanconga**

# Thanks CJS!

"The opportunity is too great for small dreams"

Thanks to CJS Architects, the big dreams at the National Women's Hall of Fame are becoming reality! Visit the newly completed first floor of the 1844 Seneca Knitting Mill in Seneca Falls and stay tuned as we finish renovations to this historic masterpiece.

[www.womenofthehall.org](http://www.womenofthehall.org)

@womenofthehall



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**CONGRATULATIONS**  
Matthew Denker | LBLD Living  
& all the award nominees



Congratulations to our clients on being named finalists and thank you to all for Reshaping Rochester.

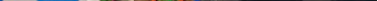
City of Rochester –  
*La Marketa at the International Plaza*



Town of Chili –  
*Chili Community Center*

Town of Greece –  
*Town of Greece Library Expansion*

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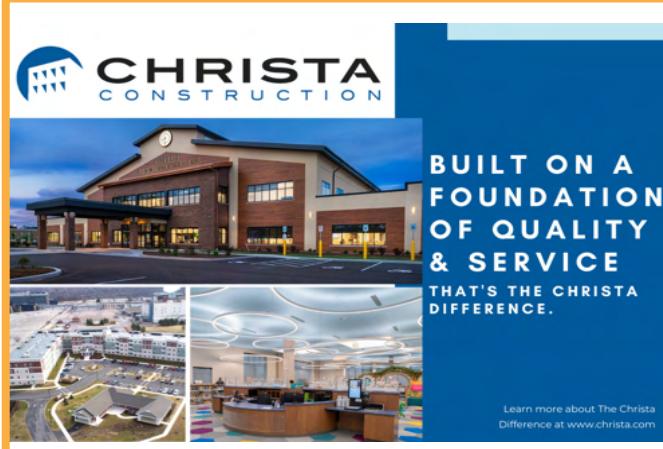
**CONGRATULATIONS**  
to CDCR & all of this year's award nominees!

**CJS**  
ARCHITECTS

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ARCHITECTURE P.C.

hn  
hinge neighbors  
a community building process



Urban League of  
Rochester, N.Y., Inc.

*Thank you to all of our sponsors!*

## Why I Give...

When I first moved to Rochester in 2007 after having lived in so many other places in this country and abroad, I was surprised by how many people I met who spoke disparagingly of their hometown. I looked around and saw incredible countryside and abundant natural beauty as well as such a rich and diverse historical city full of architectural details and character that other places have to find ways to artificially fabricate. Rochester was the real deal and yet it seemed as though many of its own people didn't know or appreciate what they had in their own backyard.

A lot has changed in 13+ years. There has been growth and development throughout our communities and in our city. More and more people are joining in on the discussions about what we can do to make our city thriving and vibrant for all. More people are taking pride in and ownership of the real work of honoring what's good and correcting what's not. And a lot of this positive shift and hard work can be attributed directly to the efforts of the Community Design Center Rochester.

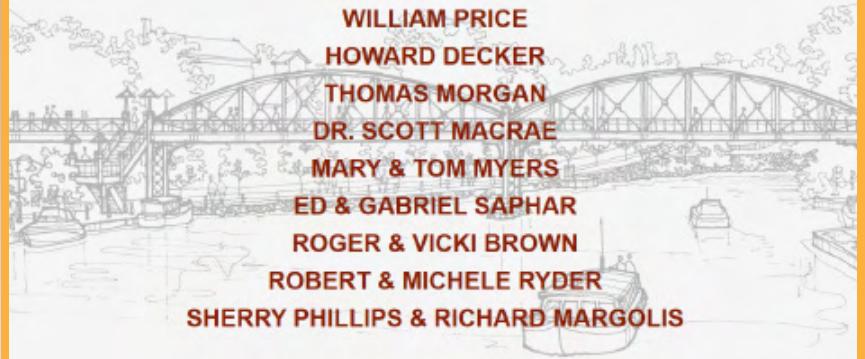
The CDCR is committed to supporting all communities and neighborhoods in Rochester to maximize their potential and be great places to live and grow for all inhabitants. They look for solutions that have the greatest benefit and greatest impact for the common good; they create and facilitate opportunities for any interested person to be involved in bettering their community through creative problem solving and helping to build networks and find common ground and paths forward even when there is challenge; they look deeply and broadly for solutions and ideas that not only meet immediate needs, but also can create momentum and growth for the future; they share resources and expertise openly and tirelessly bringing in experts in urban design and community development of both national and international renown for talks and presentations open to anyone and everyone in the community as well as offering more specific and customized meetings with these experts for our city officials and other community leaders. It is in no small part because of the work CDCR does for and with our community that I see far more hope in Rochester today than I did 13 years ago.

I believe this even despite the fact that there are so many serious challenges that we are facing today in our world, country, city and individual lives. Living in these unprecedented and troublesome times makes having hope all the more critical and all the more necessary. Now more than ever we need to support organizations that help support our common good, help us find our common ground and help to build healthy, safe and thriving communities for everyone in them. This is what the Community Design Center of Rochester represents to me and this is why I support them and urge others to as well.

Michele Ryder



**reSHAPING  
ROCHESTER**  
*Circle of Giving*



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You and  are Reshaping Rochester.

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