



2022 reSHAPING ROCHESTER awards

Recognizing people and projects advancing the Greater Rochester region.

Finalists

2022 Award for Activism

Created in honor of longtime Rochester activist and philanthropist Betty Strasenburgh, this award recognizes civic spirit, persistence, and determination in turning a vision into reality.

- **Clarissa Uprooted Project** for its work to empower youth and elders to uncover the story of the Clarissa Street Village, a once thriving historically Black community, publicly shared with the community via documentary and exhibit.
- **Gay Mills** for her 30+ years as Executive Director of Genesee Land Trust, Inc., where she championed the preservation of green spaces and creation of a built environment that promotes access to and enjoyment of such spaces for all.
- **Georgia Carney** for her mission of sustainability, connection, and empowerment in the Rochester community as founder of SewGreen@Rochester and Rochester's first Repair Café, as well as Deacon of the South Wedge Mission.
- **Jayme R. Bermudez** for his use of dance and theater as a safe space for underrepresented youth to bridge differences, reduce violence, and build community throughout Rochester.
- **Patricia Corcoran** for her leadership of the Friends of Mount Hope Cemetery in its mission to optimize the cemetery's potential as a cultural resource through education, preservation, and promotion of its unique heritage.
- **Strong Neighborhood of Play Partners** for collaborating and creating a new neighborhood beyond the reach of any single organization, prioritizing the importance of civic life and public realm above their own interests.

2022 Award for Design

Created in memory of architect Robert Macon, this award recognizes projects that demonstrate design excellence and contribute to enriching the public realm

Small Project Category (budget under \$1 million):

- **Farash Place - Renovation** for prioritizing contemporary sustainability environmental standards, improved quality of life of for residents, and expanded ADA access in its façade and landscape.

- **Motion Junction Inclusive Playground** for being the first universally designed and certified playground in the country; a community-built, sensory-rich environment that enables all children to develop physically, socially, and emotionally.
- **The Laurelton - Second Floor Renovation** for balancing modernization with original features to ensure a welcoming environment for a new 15,000 ft² space developed for Rochester Clinical Research, a local leader in vaccine development.

Medium Project Category (budget between \$1 million and \$5 million):

- **1007 Monroe Avenue Restoration** for its repair and rebuild of a multi-unit residential building after a fire, including the addition of a third floor, resulting in an enhanced neighborhood asset.
- **The JW on Monroe** for repurposing a dilapidated mixed use building into a thriving, market rate residential and retail hub in the City of Rochester's Peal/Meigs/Monroe neighborhood.

Large Project Category (budget over \$5 million):

- **260 East Broad Street** for transforming the historic Midtown Plaza site into a mixed-use development that features commercial anchor tenant Butler/Till, 28 luxury residential apartments, and ground floor retail space.
- **Courtyard by Marriott Downtown Rochester** for reimagining the aging East Ave Inn and Suites hotel into a modernized upscale aesthetic, designed to fit within the context of the East Ave historic district.
- **Irondequoit Community Center** for reutilizing abandoned retail space at the former Irondequoit Mall as an active, vibrant, safe, and inviting atmosphere for community engagement, education, wellness, and recreation that enriches the lives of Irondequoit residents of all ages, unifying the community.
- **Pueblo Nuevo** for being an affordable housing development reflective of neighborhood planning efforts in Rochester's Northeast Quadrant, encompassing five city blocks and ten acres that include 104 housing units, a community center, and a public park.
- **Rundel Library Terrace Improvement Project** for reconstructing the terrace to restore and modernize the public place, not only extending the life of the historic library, but also celebrating the history of the library and Erie Canal.
- **Skyview Park Apartments** for the adaptive reuse of the former Sears building at the Irondequoit Mall into a vibrant senior living community, featuring community rooms, fitness center, on site medical services, and more; this was the first adaptive reuse project utilizing a mall in NYS.
- **St. Bernard's Park Apartments** for upgrading senior housing in a former seminary; preserving and restoring the historic character-defining elements, adding new apartment units, and increasing mobility and AVI accessibility.