



# the GRID

Community Design Center News

November 2019



## 2019 reSHAPING ROCHESTER *awards*

Recognizing people and projects advancing the Greater Rochester region.

Presented by:



### FEATURE FRIDAY

This week we conclude our showcase of **nominated projects** for the 2019 Reshaping Rochester Awards! Take a moment to familiarize yourself with these projects and the impact they have had on their respective communities.

Our final set of featured nominations are...

**Award for Urban Innovation** in honor of Robert Macon



#### ROC the Riverway (Large Category Nomination)

ROC the Riverway is a long range planning document created by the City of Rochester focusing on the Genesee River Corridor in downtown, an integral piece of real estate in the area and important element for Rochester's rejuvenation. The essence of this plan is the consolidation of many separate projects from over the years into one, resulting in a connected pedestrian way along the river's edge--

one that goes throughout downtown and connects the north and south corridors of the city. Work is underway with the help of jump-start funding from the State for a guiding River Commission, Corn Hill river park, Charles Carroll Park, and river walk segments.

**TEAM:** [City of Rochester Planning Department](#) and [Bergmann Associates](#)



### Sterling on Main (Small Category Nomination)

Sterling on Main blossomed from the removal of a one story under-utilized building and subsequent construction of a four story mixed use building on Main Street in the Village of Fairport. This project has contributed character and activity to the village. The first floor consists of leased commercial space, floors three-four contain apartments, and the building offers a rooftop terrace. Tenants of the building are provided generous size retail and

apartment spaces with the benefits of village living. All apartment units are rented at market rate.

**TEAM:** [Architectura PC](#), [JB Sterling Company](#), and [Jensen BRV Engineering](#)

## Award for Activism in honor of Betty Strassenburgh



### CJS Architects (Nomination)

[CJS Architects](#) is a practicing architectural design firm based in Western New York with a long history of aiming to make Rochester, and the east coast in general, a better place through its contributions. The firm began in the 1960s, when Bob Macon and Ann Chaintreuil formed a partnership. Their work included the Eastman School of Music Library and Selden Street townhouses, among

others. CJS shifted into their current leadership in the 1970s with the passing of Bob Macon. The firm is deeply involved in the local built environment and community organizations, such as the Landmark Society of Western New York, the Rochester Preservation Board, and the CDCR. Recent projects of note are mixed-use building South & Hickory Place, Park Point, and the in-progress Strong Museum Street of Play.

## GET A TICKET TO THE AWARDS LUNCHEON

Recipients of the 2019 Award for Urban Innovation and Award for Activism will be revealed at the 9th Annual Reshaping Rochester Awards Luncheon **Thursday, November 14th** from **11:30am to 1:30pm** at **Harro East Ballroom**. Join us! You don't want to miss it.

*This year's Urban Observations address will be given by the CDCR's very own **Monica McCullough, Esq.***



Founder and President of **MM Development Advisors, Inc.**, Monica McCullough, Esq. brings more than 15 years of experience in mission-driven housing and community development. We are especially excited for this talk because McCullough has been an active CDCR board member since 2017!

## Tickets

Individual Tickets: \$55 each

Table of 8: \$500

***Please note: Tickets typically sell out and will NOT be available at the door.***

**Register**

***Thank you sponsors!***

***Support from people and organizations like you make these events possible!  
Contact [admin@CDCRochester.org](mailto:admin@CDCRochester.org) to learn how you can sustain the CDCR's mission.***



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**TONIGHT** First Friday Reception: Fertile Ground

Friday, Nov. 1 | 5PM-8PM | CDCR Gallery, 1115 E Main St Door 3B, Rochester NY 14609

We're excited to announce a new exhibit in the CDCR Gallery by Kathryn Mariner, PhD and Miguel

Cardona, MFA! Fertile ground in an anthropology of placemaking in Rochester, NY that examines everyday urban life to explore how historically marginalized folks build physical spaces of community, intimacy, and healing within the context of enduring racial hypersegregation. Kate will be on site to discuss the work at 5PM.

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Image: OLIN

## 8 Lessons We've Learned About How to Build an Inclusive Community Project

A new river-based project presented by former Reshaping Rochester lecture speaker Richard Newton ([OLIN](#)) has brought with it some important community design lessons. "Bridge Park staff partnered with the D.C. staff of Local Initiatives Support Corporation (LISC) to convene a series of community meetings to create actionable recommendations in three categories: workforce development, supporting small business enterprises, and housing. Our Equitable Development Plan was announced in late 2015 and included 19 specific recommendations. The goal of this plan was to ensure that the 11th Street Bridge Park is a driver of inclusive development-development that provides opportunities for all residents regardless of income and demography."

[Click here to learn about the 8 lessons learned throughout this project.](#)

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**See what our friends are doing**



**AIA**  
**Rochester**

[AIA Rochester Portfolio Seminar](#)

Wednesday, Nov. 13 | 6:00PM | RIT Golisano Institute for Sustainability, Rochester, NY 14623



Do you need to create a portfolio? Join AIA mentors and learn from their experience what the industry is looking for. This discussion will cover the Do's and Don'ts when creating a professional architectural portfolio and is **free and open to the public!** No RSVP required.

### **CSI Night**

Wednesday, Nov. 13 | 3:30PM-7:30PM | DoubleTree by Hilton, Rochester, NY 14623

CSI Night is a FREE one-day product show with 65 exhibits! National and regional manufacturers and local suppliers of building materials and services will be showcasing their products and be available to answer your questions. Learn more and register [here](#).

### **Rochester's Great Architects**

Thursday, Nov. 14 | 6:00PM-8:30PM | The Little Theatre, 240 East Ave, Rochester, NY 14604

Ever wonder who was responsible for designing some of your favorite buildings in Rochester? This talk will provide an introduction to the many local architects and their buildings that have shaped the city we all know and love today. Learn about the designers responsible for City Hall, the Liberty Pole, and some houses, too, with lots of eye-candy visuals, some fun facts, and maybe even a bit of historical gossip! Register [here](#).

### **Centennial Assembly & Auction: Gingerbread Edifice**

Thru. Wednesday, Nov. 27 | 12:00PM

As a finale to their Centennial Celebration, AIA Rochester invites individuals or teams to use their creativity to recreate a Rochester edifice out of gingerbread! Submit final photos of your edifice by November 27, and then (carefully) bring your edifice to the Holiday Party on December 5 to be auctioned. In the theme of 'shelter', proceeds will benefit a local homeless shelter. Contact [michelle.m.murnane@gmail.com](mailto:michelle.m.murnane@gmail.com) for a complimentary starter kit, or gather your own supplies.



GENESEE  
LAND TRUST

### **Morning Walk at Cornwall Preserve**

Friday, Nov. 29 | 10:00AM-12:00PM | 3975 Lake Road, Williamson, NY 14589

Embark on a mid-morning walk at Cornwall Preserve! You will be led from the parking lot through the trails of the property, with leaders pointing out sights and sounds along the way. Skip the Black Friday lines and instead #OptOutside with family and friends in the great outdoors.

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# HIGHLAND PARK

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## CONSERVANCY

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**Tour the Vietnam Veterans Memorial**

Saturday, Nov. 23 | 9:30AM-11:00AM | Highland Park South, Rochester, NY 14620

Join a member of the Vietnam Veterans Memorial Board in Highland Park South. The Memorial was dedicated in 1996 and is known as a unique place of tranquility and honor. Free and open to the public. Entrance is on South Avenue; meet in the parking lot.



Check it out: *Current Seen* Oct. 4 - Nov. 17

The CDCR is proud to partner with Current Seen, a biennial celebration of art exhibitions! This contemporary art experience brings NEW curatorial voices and NEW artists together near East Avenue and Main Street. Learn more [here](#).

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The Community Design Center is generously supported by



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