



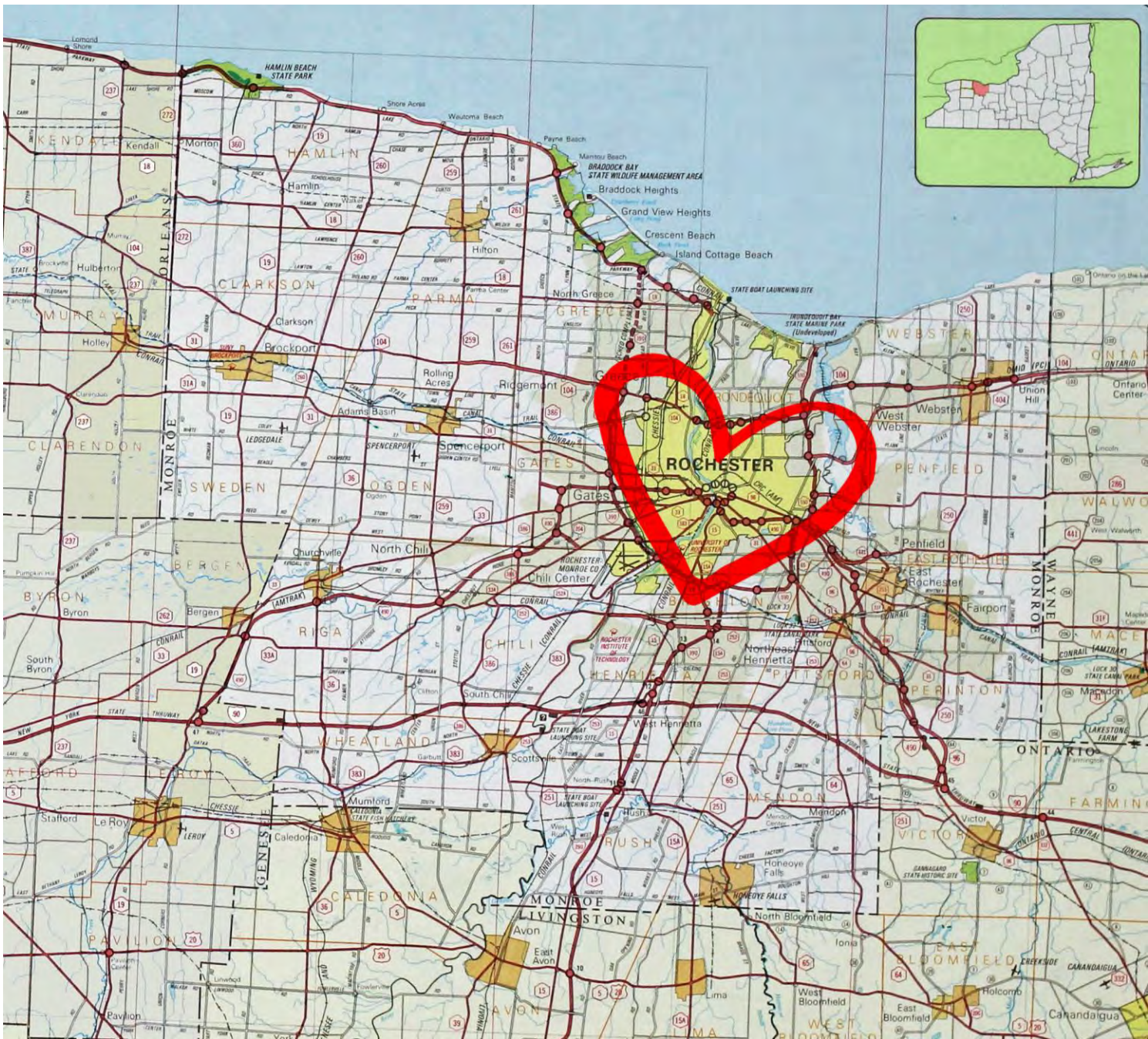
COMMUNITY  
DESIGN CENTER  
ROCHESTER

WE  
SHAPE

OUR  
CITY

*The Community Design Center of Rochester*





ROCHESTER



# URBAN PLANNING

*is a **technical and political process** concerned with the **control of the use of land** and design of the **urban environment**, including transportation networks, to guide and ensure the **orderly development** of settlements and communities*

# PLACEMAKING

*A **people-centered** approach to the planning, design and management of public spaces.*

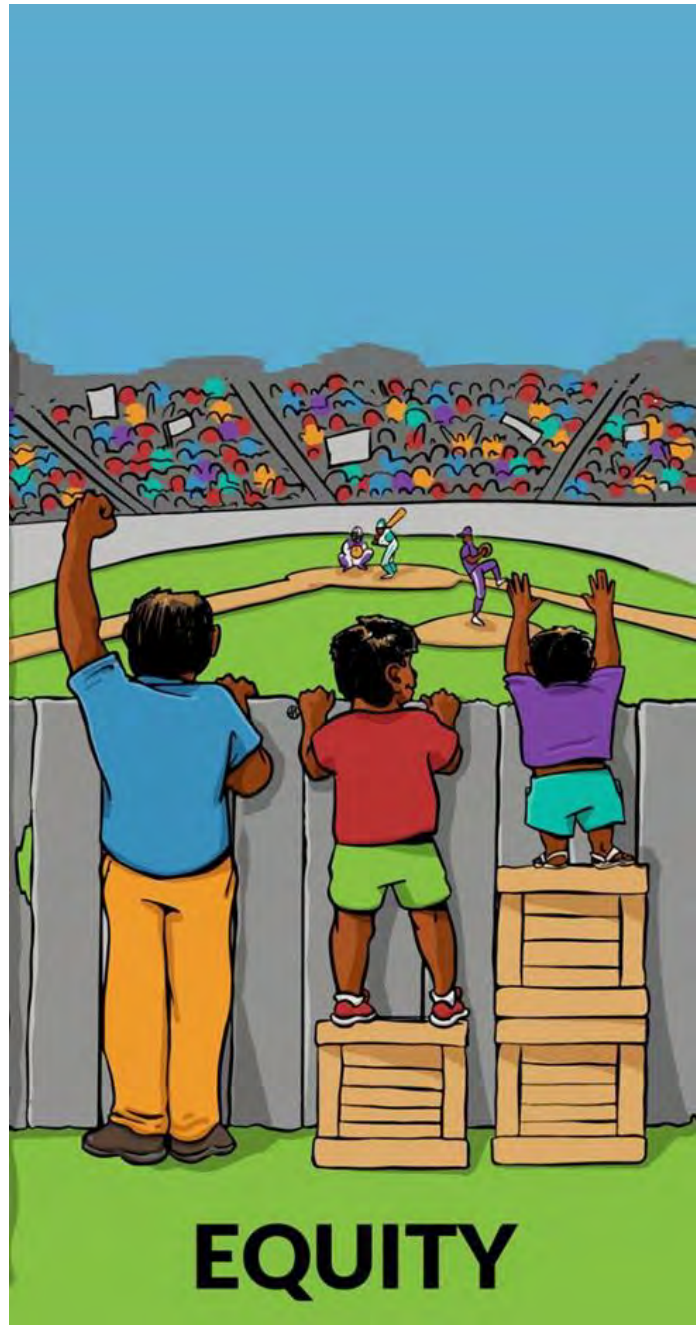
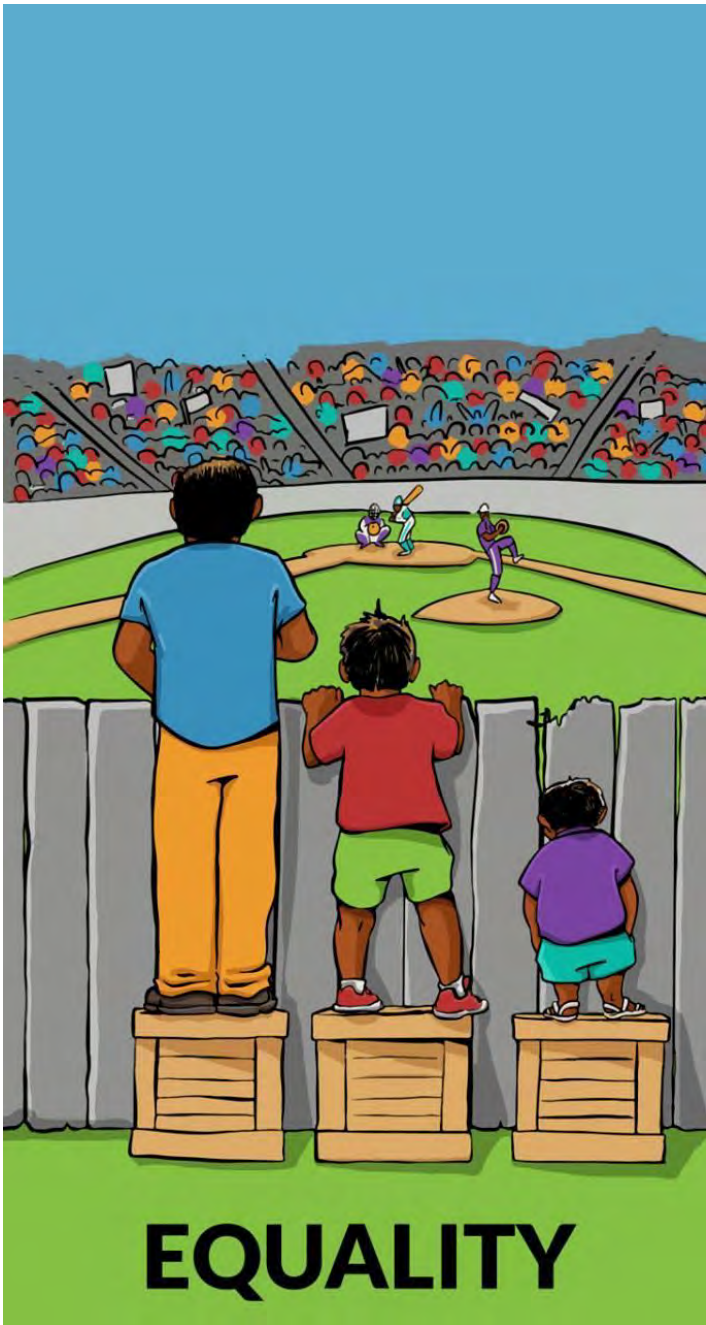
*It involves **looking at, listening to, and asking questions** of the people who live, work and play in a particular space, to **discover needs and aspirations.***

*This information is then used to create **a common vision** for that place.*



# **SOCIAL EQUITY**

*Social equity is a concept that applies  
concerns of justice and fairness  
to social policy*



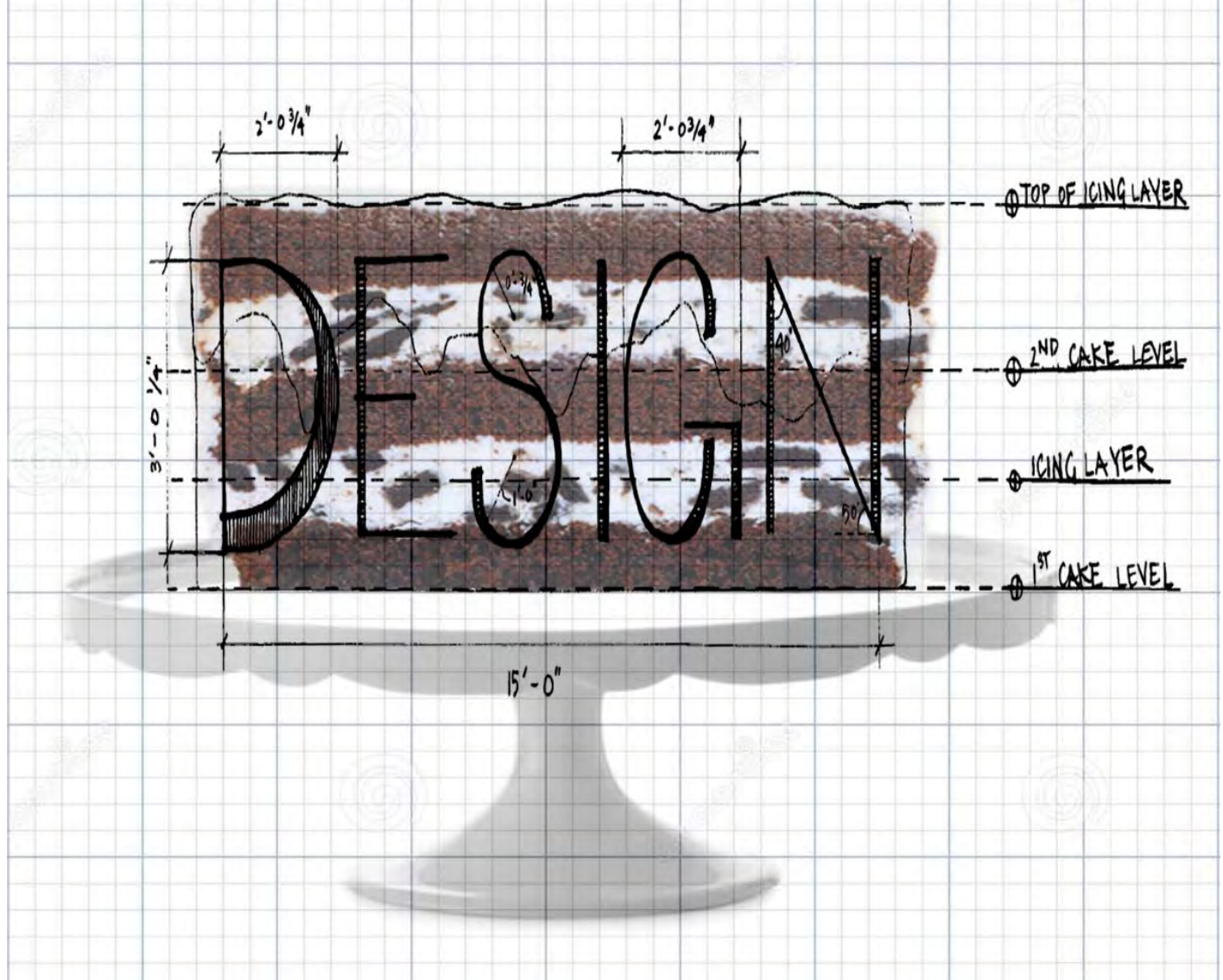




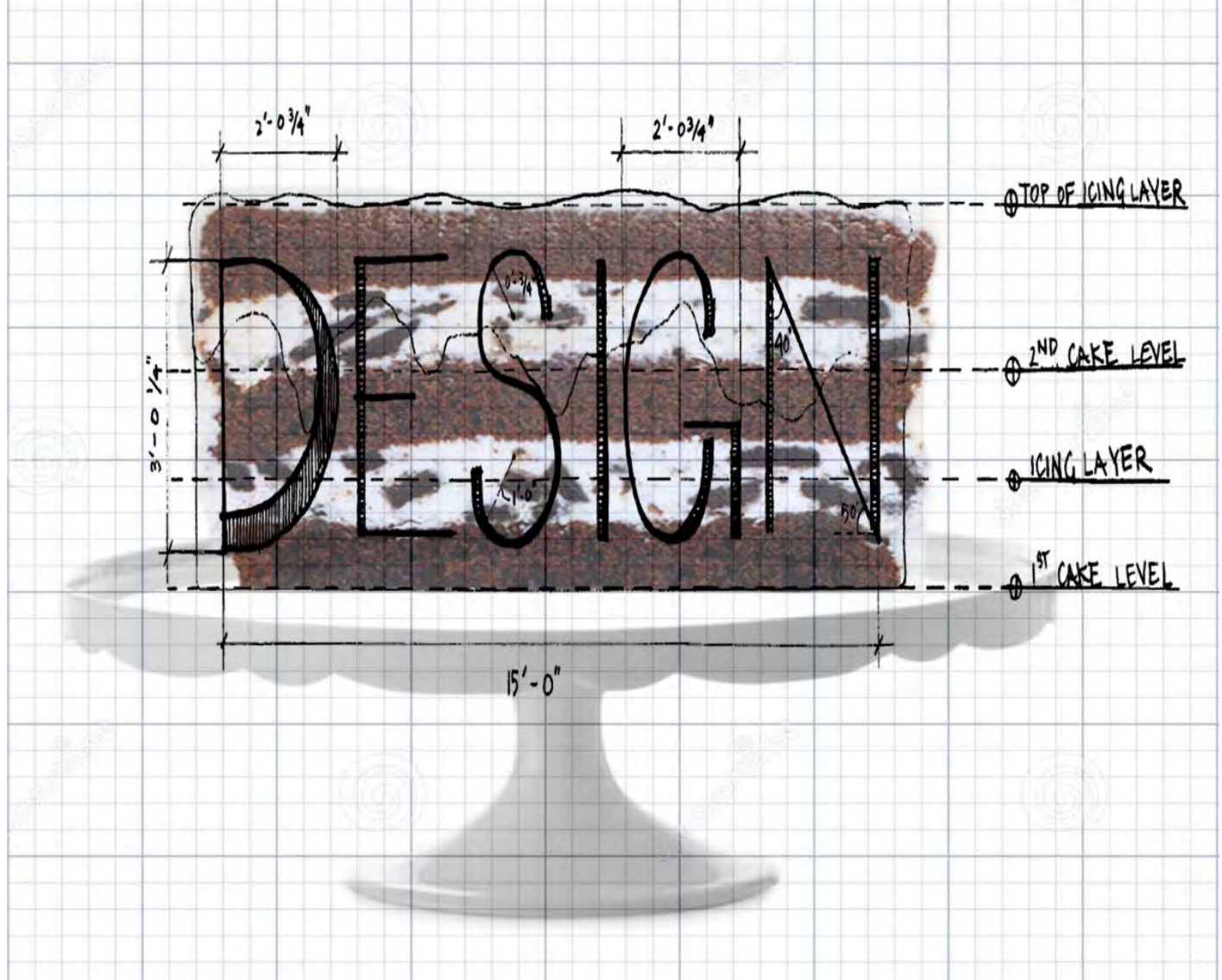


## Anywhere, USA

Image provided by <https://www.youtube.com/watch?v=9xj4ciP0Riw>



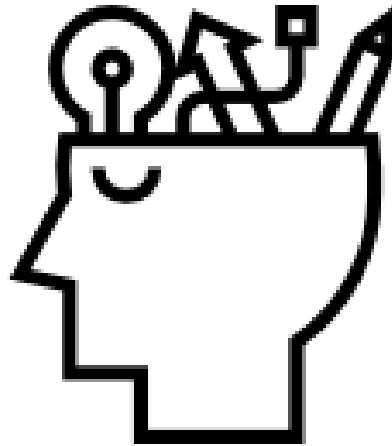
# THE ICING ON THE CAKE



**IT'S THE CAKE!**

# WHAT IS DESIGN?

*DESIGN IS A THOUGHTFUL PLANNING  
PROCESS*



BEFORE



Over 40,000 cars per day travel this stretch of Monroe Avenue between Interstate 590 and Clover Street.



PROPOSED



A reduced number of traffic lanes, new bike lanes, planted medians, and sidewalks will help transform and define an enhanced public realm for the Town of Brighton.

BEFORE



Minimizing the number of curb-cuts and reducing the number of vehicular traffic lanes will create for a safer environment for both pedestrians and vehicles.



PROPOSED



A proposed section of Monroe Avenue with street trees, a green buffer area between sidewalk and roadway as well as screening from parked cars.



**GOOD DESIGN = GOOD BUSINESS**



# WHO WE ARE

- **Founded 2003**
- **Led by Design Professionals**
- **100+ Volunteers**

**\$3,000,000+ in pro bono services and grants have benefited area communities and the city as a direct result of our projects and activities.**





# WHAT is a CDC?

**“Community Design Centers (CDCs) emerged in the context of the US civil rights movement and the women's liberation movement of the 1950s and 1960s, generally providing technical and design advice to communities who could otherwise not afford it.”\***

**“ For the design and planning professions, community design centers have been the equivalent of what health clinics are to medicine and what legal aid is to law.”\*\***

\*[www.spacialagency.net](http://www.spacialagency.net)

\*\*[www.plannersnetwork.org](http://www.plannersnetwork.org)



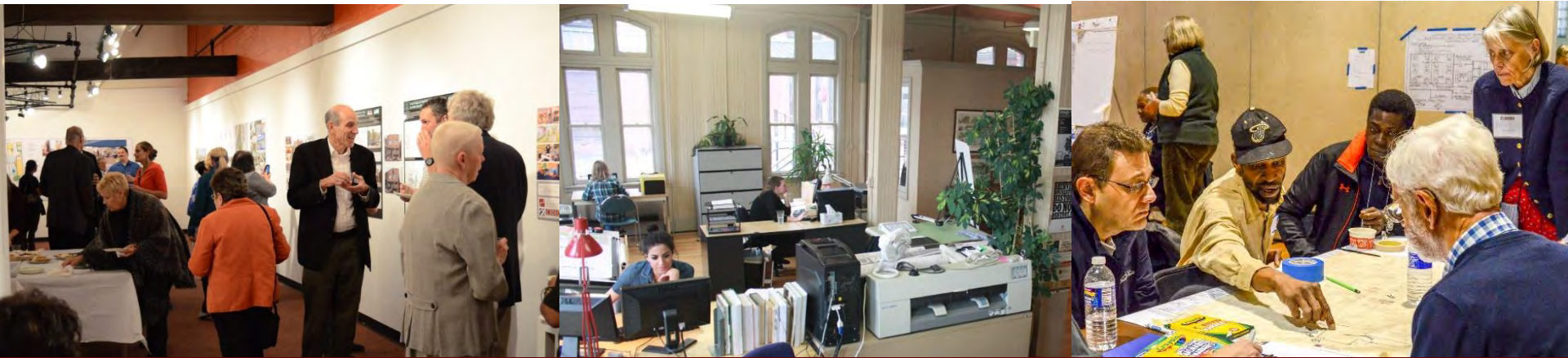


# OUR IMPACT

● PROJECT LOCATION



# COMMUNITY DESIGN CENTER ROCHESTER



Hungerford Complex | 1115 East Main Street, Rochester NY 14609 | [www.CDCRochester.org](http://www.CDCRochester.org) | 585.271.0520

## MISSION STATEMENT

The Community Design Center of Rochester advances quality design to create healthy communities that are equitable, accessible and resilient.

It is our vision to be the recognized leader of quality community planning and design, catalyzing improvements in the public realm and championing citizen engagement in the process.



**Council on  
the Arts**

New York State Council on the Arts with the support of Governor Andrew M. Cuomo and the New York State Legislature.



## **PROGRAM AREAS**

**EDUCATION**

**ADVOCACY**

**COMMUNITY  
ENGAGEMENT**

**DESIGN RESOURCE**





# 16<sup>th</sup> Annual Award-Winning Series reSHAPING ROCHESTER 2021

## Building a JUST Community

Each event is  
 12-1:30pm  
 on Zoom

Presented by: **HOME LEASING**  
DEVELOPMENT | CONSTRUCTION | MANAGEMENT

Exclusive Media Sponsor **WXXI**



**ZONING FOR EQUITY**  
**Sara Bronin** Hartford, CT  
 Architect, Attorney, and Founder of DesegregateCT  
**Wednesday, February 24**



**TRANSPORT AND MOBILITY**  
**Nidhi Gulati** New York, NY  
 Former Director of Programs & Projects at Project for Public Spaces  
**Wednesday, March 24**



**A PUBLIC REALM**  
**Mitchell Silver** New York, NY  
 Commissioner of New York City Parks  
**Wednesday, April 28**



**HEALING AND ATONEMENT**  
**Dr. Destiny Thomas** Los Angeles, CA  
 Founder and Chief Executive Officer of Thrivance Group  
**Wednesday, May 26**



**JUSTICE, EQUALITY, AND A NEW COMMUNITY**  
**June Grant** San Francisco, CA  
 Design Principal at blink!LAB architecture  
**Wednesday, June 23**



# RESHAPING ROCHESTER AWARDS

An event honoring exemplary regional initiatives and projects



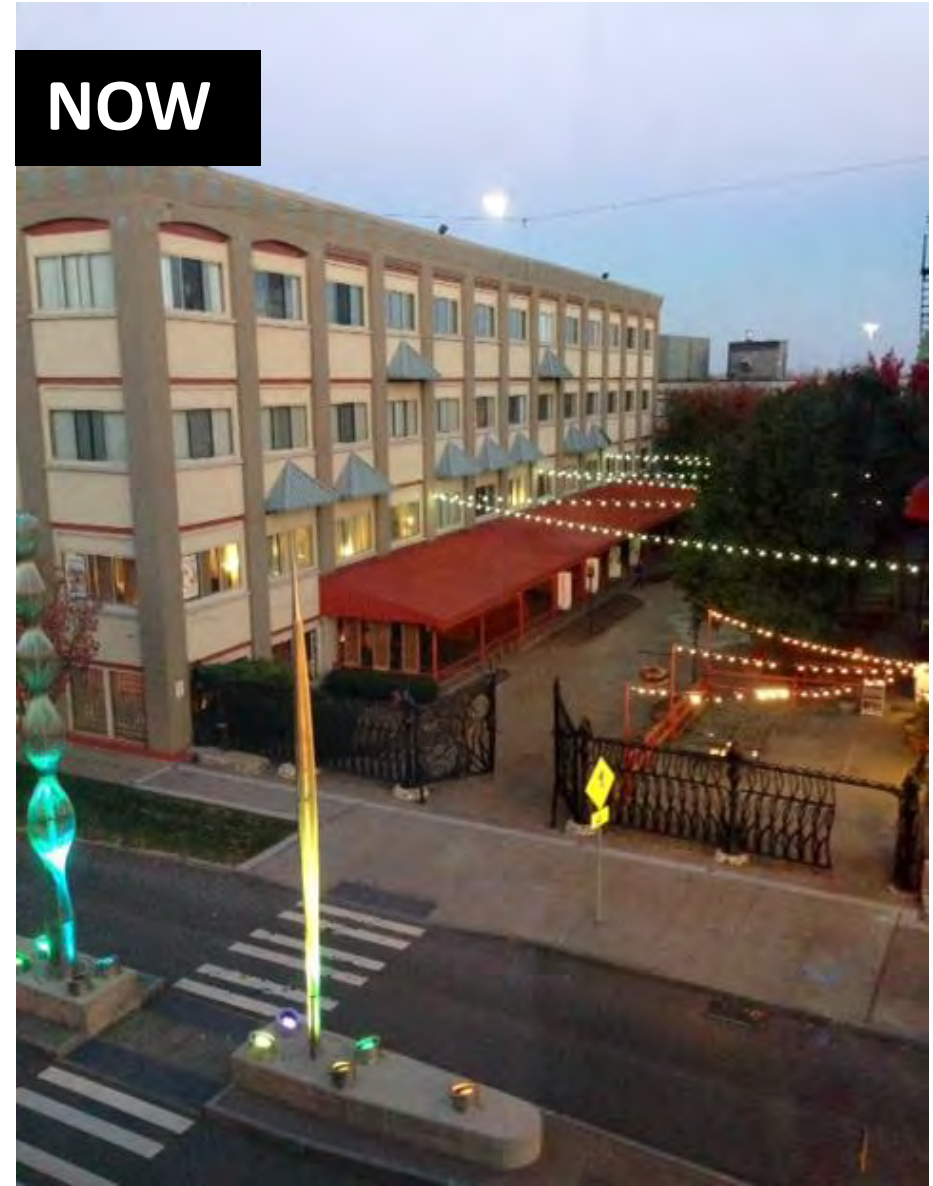
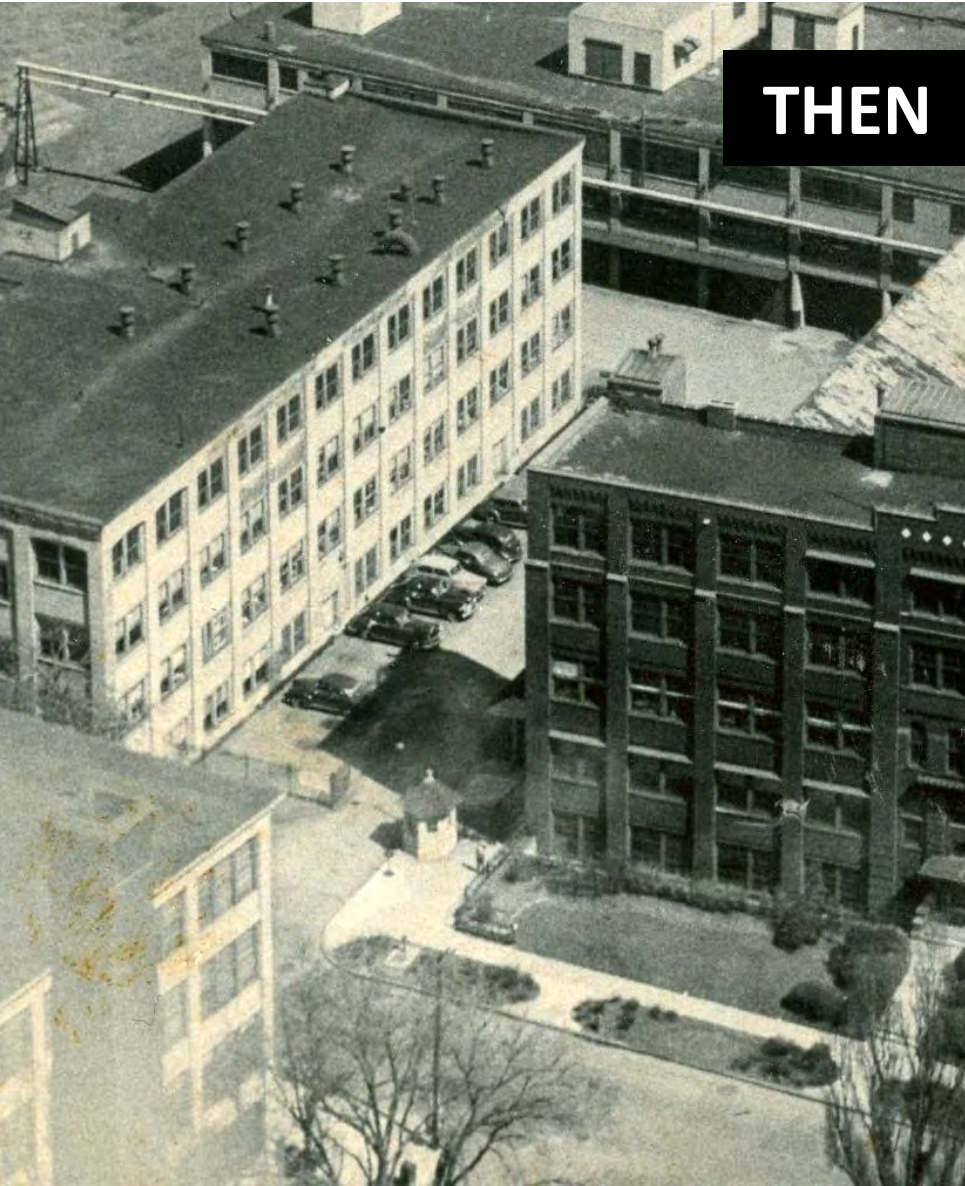


# COMMUNITY DESIGN CHARRETTE

*Help communities create vision for their neighborhoods*



# The Village Gate





# Flat Iron Building

*Adaptive reuse in Rochester, NY*



# Station 55

*Adaptive reuse in Rochester, NY*





# Cunningham Carriage Factory

*Adaptive reuse in Rochester, NY*



**1931**





# NEW URBANISM

Well-designed cities and neighborhoods are crucial for our health, economy, and environment.



# CREATING DENSITY & WALKABLE COMMUNITIES

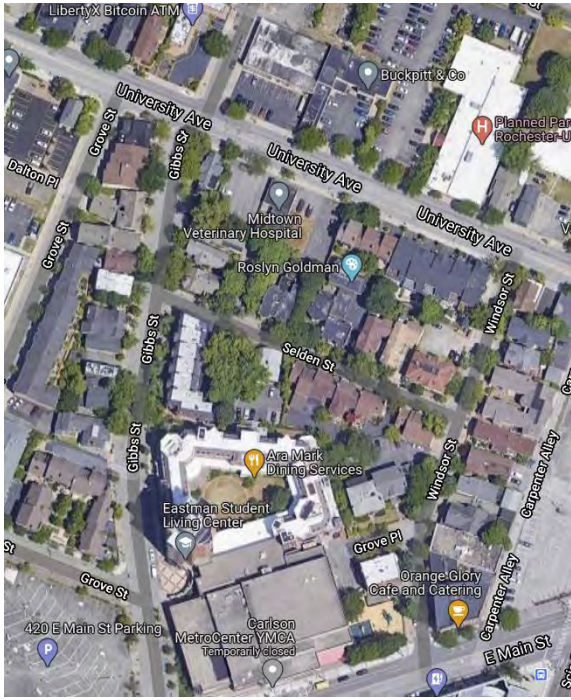


# AUTHENTIC SPACES









**URBAN**

**SUBURBAN**

**RURAL**







# COMPLETE STREETS

*Together*  
**WE** **OUR**  
**SHAPE** **CITY &**  
**REGION**  
*wherever we are.*

“We must shift from  
CONSUMPTION to  
EXPERIENCE – cherish  
history and authenticity.”

“We should demand a  
more inclusive and  
transparent urban planning  
approach.”



KLAUS PHILIPSEN



# RESOURCES

Congress of New Urbanism: [www.CNU.org](http://www.CNU.org)

Projects for Public Spaces: [www.pps.org](http://www.pps.org)

Place Makers: [www.placemakers.com](http://www.placemakers.com)

Community Design Center Rochester: [www.cd Rochester.org](http://www.cd Rochester.org)

# THANK YOU

**[maria@CDCRochester.org](mailto:maria@CDCRochester.org)**

Facebook.com/CDCRochester | Twitter.com/CDCRochester