



October 25, 2005

To Architects, Planners and others in the Spirit of Community Design,

The Rochester Regional Community Design Center (RRCDC) and Rochester Chapter of the American Institute of Architects (AIA Rochester) are initiating a nation-wide call for display boards of successful redevelopment projects that demonstrate excellent public realm design. The projects will be featured in a traveling exhibit as part of a six-month program for Rochester, NY, "Visioning for the Public Realm," focusing on the importance of public realm design in urban planning and downtown revitalization. The exhibit will engage and educate community members from the Rochester region about the value of a well-designed public realm, share projects from cities across the country with our local community, and provide participating firms and organizations an opportunity to act in the spirit of excellent community design as well as promote their good work.

The RRCDC, in its second year as an incorporated 501(c)(3) organization, is an urban design center and resource for the Rochester region, with a mission of promoting community-based planning, translating principles of good design into vision plans for our neighborhoods and educating about and advocating for excellent and sustainable design of the built environment.

AIA Rochester's mission is to promote the profession and practice of Architecture in the Greater Rochester Area. AIA Rochester is dedicated to providing its members opportunities for professional advancement, community involvement, and promoting design excellence in the built environment.

Our collaboratively coordinated Public Realm program for Spring 2006 will include a 6-month Lecture Series featuring prominent speakers, beginning with Mayor Joseph Riley of Charleston, SC, in January. It will dovetail with monthly related events such as the AIA Rochester Gala, including the annual Design Awards, in February, a Professional Design Charrette for Downtown Rochester's Public Realm in March, a panel discussion sponsored by the Memorial Art Gallery on "The Future of Downtown" in April, and will culminate with the RRCDC's third annual "Design Matters" conference in May focusing on revitalization of City and Village centers.

The spring program is intended to both broadly educate the community about the value of good design in the built environment, and to maintain momentum and increase support for implementation of a recent Urban Land Institute (ULI) study completed for downtown Rochester. The program organizers intend the upcoming activities and events to demonstrate the exciting possible benefits that implementation of the ULI Design recommendations will have on the growth of our city.

To that end, the exhibit will be a key feature of the upcoming activities, acting as a crucial tool to engage local citizens. It will showcase works by architects, landscape architects, urban planners, and other design professionals that exemplify successful redevelopment projects in mid-sized cities across the country.

Exhibit content should highlight possibilities for good public realm design in a manner that is exciting for and understandable by Rochester's general public in addition to being of such quality that will motivate

local design professionals, students, municipal leaders and planners. The exhibit will be shown at gallery space downtown, prominent urban and suburban shopping centers, libraries and other public venues to engage the broad community.

We invite selected architecture and planning firms, schools of architecture and urban design, community design centers, municipalities and other design organizations to submit projects fitting the exhibit's theme for consideration, including projects that are in the conceptual or in-progress stages or have been implemented within the last twenty years. We request that the displays contain primarily images, renderings or photographs of the project as appropriate, with concise yet definitive text to place each project in context and explain its contribution to the public realm and built environment. A small committee composed of AIA Rochester's New York State Director, Executive Director of the RRCDC, board members of both organizations and/or other respected local design professionals will review submissions to determine exhibit participants. Your donation of exhibit board(s) may be tax-deductible.

We also welcome and encourage inquiries about bringing this exhibit to your local community.

**Submission Guidelines:**

Electronic submissions (as .TIF, .PDF, or common raw file formats) should be received by November 15, 2005 and selected participants will be notified by December 1. Final displays must be received by the RRCDC by December 31, 2005. We request that the final display be on two 36" x 36" presentation boards. (Smaller boards are acceptable if they are already sized.) Images should dominate the displays, with concise but descriptive text to place the project in context and explain its contribution to the built environment. The name and logo of your firm or organization and the project's location should be included on the boards. Electronic submissions should be sent with a Word document including the name and contact information of the organization submitting the work, other firms or consultants on the project, the owner or commissioner, the date completed and a brief description of the project and its effect on the local public realm. Electronic submissions should be replicas of the final display boards in terms of content, dimensions and layout. Opportunity may exist for boards to be printed in Rochester through a local graphic imaging company if desired by the participating organization.

Please contact Audrey Stewart at the RRCDC for more information, including details on making electronic submissions and options for delivering final exhibit boards.

We look forward to your participation in this worthwhile project!

RRCDC  
AIA Rochester

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