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**For Immediate Release**

## **FULTON NEIGHBORHOOD ANNOUNCES DESIGN AWARD**

MINNEAPOLIS, MN APRIL 28, 2008 – The Fulton Neighborhood Association (FNA), Minneapolis, Minnesota, today issued a call for submissions for its second annual neighborhood design award, called BLEND, recognizing builders, architects and designers whose projects respect existing neighborhood design aesthetics.

The submission deadline is Friday, August 1st, 5:00 PM. Eligible projects include new buildings and remodels, renovation or additions to existing buildings that have been completed since July 1, 2003 within the Fulton Neighborhood boundaries on the city's south side.

A jury of design professionals and neighborhood residents will select projects to be announced before August 11, 2008. An award ceremony and media release is scheduled to correspond with the Fulton Neighborhood Association meeting September 10th, 2008. Details of project categories, mailing instructions, eligibility, and submission guidelines can be found on the neighborhood association's web site at [www.fultonneighborhood.org](http://www.fultonneighborhood.org).

BLEND stands for *Buildings and Landscapes Enhancing the Neighborhood through Design*. "The name and the award represent the residents' recognition of interest in their neighborhood and encouragement of progress while balancing a need for compatibility with existing residences," said Phil Rader, AIA, an architect on the Fulton Neighborhood Association's zoning committee. "We really wanted a name that the

residents could identify with. ‘Blend’ is a word we hear often as they talk about how they’d like new construction to fit into our neighborhood.”

The award reinforces the design guidelines written by FNA’s zoning committee. The guidelines encourage design features of the neighborhood that make it unique without limiting redevelopment. It was also prompted by Councilmember Betsy Hodges’ sponsorship of changes to the Minneapolis Zoning Code to curtail one of the most criticized practices of builders of so-called “McMansions” in Minneapolis neighborhoods.

Tie to other story ideas:

- Growing American interest in design and architecture
- In-fill housing; controversy over McMansions
- Lawsuits over the ability of neighborhood committees to dictate housing decisions

### **About the Fulton Zoning Committee and Fulton Neighborhood Association**

*The Fulton Zoning Committee is a committee of the Fulton Neighborhood Association (FNA) that reviews neighborhood zoning and development issues. The Committee meets the first Wednesday of the month at Pershing Park, 48th Street and Chowen Avenue South, at 7:00 p.m.*

*FNA is a volunteer organization dedicated to the following:*

- *encouraging and supporting community involvement in the Fulton neighborhood*
- *improving the residential, educational and economic status of the community*
- *functioning as a non-partisan, non-sectarian community action group keeping residents informed of proposals that effect the neighborhood.*
- *coordinating and publicizing activities in the community*
- *facilitating needed programs and projects in the interest of neighborhood betterment*
- *representing the Fulton neighborhood before city boards, commissions and other governmental entities as needed*

*All neighborhood residents, businesses and institutions are invited to participate in the activities of the association. **Regular meetings of the board of directors of the Fulton Neighborhood Association are scheduled for 7 p.m. on the second Wednesday of each month at Pershing Park, Chowen Ave. at West 48th St.***