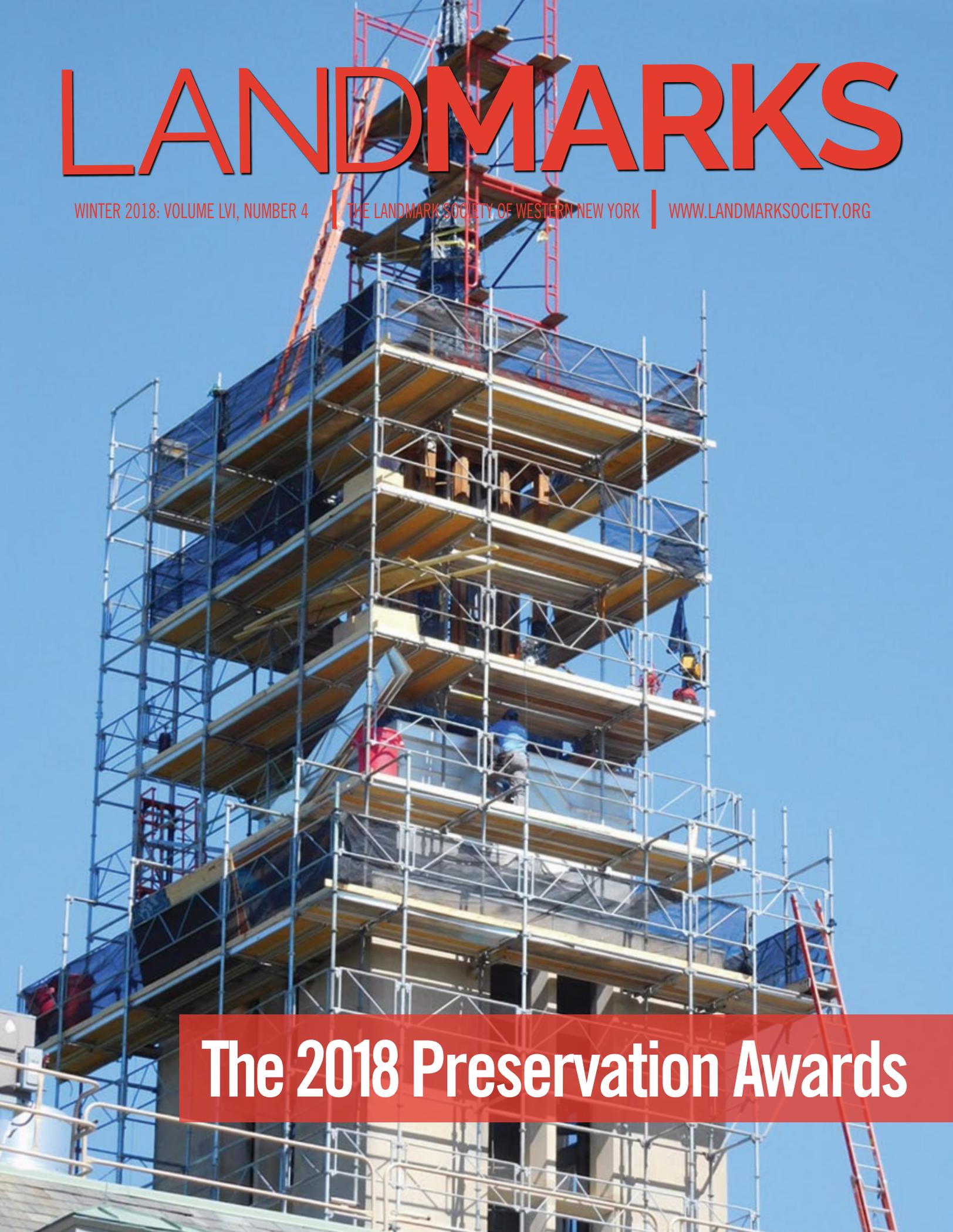


LANDMARKS



WINTER 2018: VOLUME LVI, NUMBER 4

THE LANDMARK SOCIETY OF WESTERN NEW YORK

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The 2018 Preservation Awards

On the Cover: Spire and tower renovation at St. John Fisher College

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This magazine is the official publication of **The Landmark Society of Western New York, Inc.** Publication is assisted with income from Marion Moore Whitbeck Fund and public funds from Monroe County and from the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

The mission of The Landmark Society of Western New York, Inc. is to protect the unique architectural heritage of our region and promote preservation and planning practices that foster healthy, livable and sustainable communities. *Landmarks* is published quarterly by The Landmark Society of Western New York, Inc.

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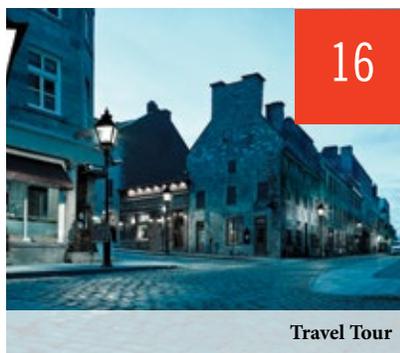
The Landmark Society of Western New York is supported, in part, by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.



2018 Preservation Awards



Preservation Scorecard



Travel Tour



The YUP-date

Feature

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Sunday, November 11 at 3:00 p.m. at
Rochester's historic City Hall

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From the Director

I am thrilled to share some exciting news with you.

Last year The Landmark Society was approached by the County of Monroe to help find a steward for one of our region's most unique historic structures, Warner Castle. Located in Highland Park, Warner Castle was built in 1854 by Horatio Gates Warner as a residence. The design was influenced by an actual castle that Warner visited on a trip to Scotland. The property remained in private hands until purchased by the City of Rochester in 1951, and is currently operated and managed by the County of Monroe. Since 1964, Warner Castle has been home to the Rochester Civic Garden Center, but earlier this year the Civic Garden Center made the difficult decision to dissolve, leaving Warner Castle with no active use.

As discussions with the County continued, The Landmark Society was asked to consider relocating our headquarters to Warner Castle. The Landmark Society staff and board of trustees evaluated all aspects of a relocation, including operational and fiscal impacts. After considerable thought and negotiation, we are pleased to announce our unique leasing partnership with the County of Monroe that will preserve this iconic building.

Warner Castle will become The Landmark Society's fifth headquarters since our founding in 1937; we have a track record of rehabilitating and relocating to structures in need. Saving our current home, the Hoyt-Potter House, from demolition almost thirty years ago was a remarkable preservation success story. Leaving our partners, neighbors, and friends in Rochester's Corn Hill neighborhood will be difficult. We will take care in seeking the next responsible steward who will be committed to Hoyt-Potter's continued preservation.



Our organization's move will spur much needed investment for Warner Castle's renovation. The County of Monroe is committing financial resources to restore and maintain the building's exterior and overall mechanical systems, while interior plaster repair and painting, floor finishes, and lighting will be funded by The Landmark Society. We intend to rehabilitate the existing loggia (a covered porch on the rear of the building) by removing inappropriate materials and applying a design that improves functionality of the space and offers a greater connectivity between the building and the surrounding historic landscape.

Our organization's financial investment in this project, along with services like public tours and preservation workshops, will offset the expense of rent. The move will not only assist in safeguarding a historic structure, but will also save our organization significant operating expenses.

To complete The Landmark Society's 80th Anniversary fundraising campaign, we seek your help in supporting our responsibility for the cost of interior finishes and the loggia restoration, which combined will cost an estimated \$200,000. We are grateful to the Rochester Area Community Foundation for a recent grant awarded for this purpose, kicking off the fund raising efforts. I can think of no better way to cap our 80th Anniversary than to be an active partner in coalescing support for a project such as this. In the weeks to come, we will be mailing our annual fund requests, and we humbly ask for your generous contributions. As always, I thank you for your continued support.

Wayne Goodman, Executive Director

PRESERVATION SCORECARD

Keeping score? We are—here's the latest on several preservation issues around the region.

by Caitlin Meives



SAFE

Marion Steam Shovel, LeRoy

One of our region's most unusual National Register listings, the Marion Steam Shovel is located in and owned by the Town of LeRoy. It is a significant and rare surviving example of the technology that evolved in the nineteenth and early twentieth centuries to provide large, inexpensive supplies of crushed stone for the vast American railroad network and, later, for the construction of roads. A condition assessment was recently completed on this 105-ton historic resource and will hopefully pave the way for increased attention and visibility.



SAFE

Former Holley High School

Included in our inaugural 2013 Five to Revive list, the decades-vacant former Holley High School in the village of Holley is finally on a path to a better future. This past spring, Rochester-based Home Leasing announced it had received crucial state funding to transform the building into affordable senior housing. This \$17 million adaptive reuse project, which will also utilize state and federal historic tax credits, will result in 41 senior homes. The former auditorium will serve as meeting space and will also house the Village offices.



SAFE

Epworth Hall, Silver Lake Institute

Built in 1892, Epworth Hall is located on the grounds of Silver Lake Institute, a small, summer resort community on the banks of Silver Lake in the Town of Castile. After struggling to address a prematurely deteriorated roof that threatened the building's viability, the Institute was able to secure a \$100,000 grant from NY State Senator Patrick Gallivan this year. This critical funding will go a long way towards maintaining this unique, National Register-listed structure.

Craftsmanship & Care

The Squeaky Wheel and Three Words You Never Tell a Contractor

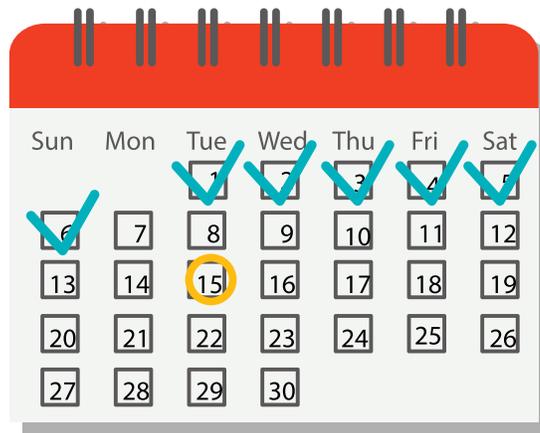
by Steve Jordan

Customers often ask why it takes **C**ome so long to get to their work. Didn't we confirm the work several weeks or months ago? Didn't you put us on your schedule then? My answer is yes, no, and oh, if it were only that simple.

Scheduling is never easy and not an exact science. Craftsmen and contractors who perform large projects often predict and schedule their work better than those of us doing only small jobs.

To make a living performing one to ten day projects, you must maintain a substantial backlog of work—six months is typical. That seems simple enough but here are a few things that complicate the process.

1. If you've ever been out of work and down-and-out, you never dismiss a job lightly, even when exceptionally busy. So you take the job thinking that you'll "work it into the schedule."
2. Then, when you are the busiest, a loyal customer who gave you work when there was none to be had and recommended you to all her neighbors calls. So out of respect and appreciation, you "work them into your schedule."
3. It's a distraction but work gets back to a normal clip. You're always busy and always behind but nobody is calling day and night, angry or disappointed, or telling you to forget about them, forever.
4. Then a contractor calls who has been a faithful, quick paying customer. He has a house full of work that absolutely must be done before the walls are painted, the carpet installed, and the family moves back in. And he



didn't call you sooner for a hundred reasonable excuses. So, "you work him into your schedule."

5. Boy-o-boy you're behind now and those impatient, angry calls are coming in. "If you don't think you can get here in the next two weeks, forget about it." So, remembering the times when you had nothing to do, "you work them in to your schedule."
6. Frequently, customers give you a small project just to try you out. Or sometimes, they are so pleased to get the work done that they find ten more things for you to do "while you're here." You could always leave and come back another time but it cost money to clean up, pack your truck, and then come back another time. So you stay another day, or two, or three because time is money and no one is paying you to load and unload your truck and drive from job to job so "you work it into your schedule."
7. And sometimes you get a job that is "gravy—a piece of cake" and you've just got to do it because you need a break. No ladder work; air conditioned on a hot day; the owner gives you the key while on vacation. So, you "work them into your schedule."

8. Meanwhile the scheduled work moves on. But on Monday it rains unexpectedly and much of the work had to be done outside. To make up for lost time you call Mrs. Smith but she is at work and can't let you in to start her job. So you lose the day.

9. And then, along with the mortgage payment, it's time to pay the yearly life insurance premium, the back taxes you've been postponing, and the orthodontist. So you skim through all the scheduled work looking for the job that will make the most profit in the least time, guiltily rationalizing, "You gotta do what you gotta do."

10. And I haven't mentioned sick children, doctor's appointments, breakdowns, snow storms, school breaks, deaths, marriages, and mental health days. So if there's anything to be learned from this rant, it's this, The squeaky wheel gets the grease and NEVER, EVER, tell a contractor "There's no hurry."

Veteran preservationist Steve Jordan is the author of the award-winning Rehab Rochester and a contributing editor to Old House Journal for more than 17 years. He has worked on many distinctive and historically significant sites throughout the United States.

2018 FIVE to REVIVE

by Caitlin Meives

In 2013, we launched the **Five to Revive** program, a list that calls attention to five properties in western New York that are in need of investment. Whether buildings, landscapes, or structures, they are significant historic properties whose rehabilitations can become catalytic projects for the neighborhoods and communities that surround them.

Each year, these five properties become priority projects for Landmark Society staff and programs as we form partnerships to facilitate investment and foster rehabilitation.

Although this year's Five to Revive face uncertain futures, each has potential to spark positive change and enhance our communities and our lives.



Parrott Hall

City of Geneva, Ontario County

Built in the 1850s as the home of Nehemiah and Louisa Denton, this Italianate style mansion and farm became the first home of the New York State Agricultural Experiment Station in 1882. Eventually, the building was named for Percival John Parrott, Director of the Experiment Station from 1938 to 1942. Parrott Hall has sat vacant since ownership was transferred to the New York State Office of Parks, Recreation and Historic Preservation in 1975. In recent years, it has experienced significant deterioration.

A non-profit organization, the Friends of Parrot Hall, formed in 2017 to advocate for reuse. During the summer of 2018, a coalition formed, including The Landmark Society, the Preservation League of New York State, Friends of Parrott Hall, and the City of Geneva, to save the building from imminent demolition. The Coalition is

now working alongside the New York State Office of Parks, Recreation and Historic Preservation to raise funds for stabilization and ultimately to formulate a plan for and raise funds for reuse.

Parrott Hall was the first property in Geneva to be listed in the National Register of Historic Places. It offers a rich historic, scientific, agricultural, and architectural legacy to the Finger Lakes and New York State. Although the building faces significant repair needs, with an economically viable plan for redevelopment and significant fundraising efforts, Parrott Hall could once again serve as an asset to the Geneva community.

Odd Fellows Hall

Village of Holley, Orleans County

Built in 1890, the former Odd Fellows Hall sits at a prominent corner in the village square and is listed in the National Register of Historic Places as part of the Holley Village Historic District. Vacant for the past two years, this two and a half story brick building is at-risk due to neglect and masonry deterioration. Larger and more imposing than its immediate neighbors, this anchor building is a key element in the downtown commercial district. A new owner and a plan for reuse are critical to the ongoing revitalization of downtown Holley.



Photo courtesy of Dan Dangler



Photo courtesy of Dan Dangler

Former National Yeast Co. and Iroquois Motor Car Factory Town of Seneca Falls, Seneca County

Now vacant, this former industrial building once housed the National Yeast Company and, later, a luxury car manufacturer. Most recently, it was occupied by a car dealership that recently relocated. Plans to construct a gas station and convenience store on the site call for demolition. Located along Routes 5/20 outside of downtown Seneca Falls, this prominent brick building would make an excellent candidate for adaptive reuse as housing, artist studios, or mixed use, and help retain the character of this historic corridor in Seneca Falls.

Colgate Rochester Crozer Divinity School Campus City of Rochester, Monroe County

Located in Rochester's Highland Park neighborhood on a prominent 23-acre hilltop site, this campus features architecturally and historically significant buildings as well as a historic landscape. The Collegiate Gothic style buildings, which include a chapel, dormitories, classroom building, and President's residence, were designed by noted architect James Gamble Rogers in the 1930s. The landscape was designed by renowned landscape architect, Alling DeForest. It has historically been a center of religious and academic inquiry that educated, fostered, and supported many leaders in the Civil Rights movement including Bernice Fisher, Mordecai Wyatt Johnston, Howard Thurman, and Malcolm X. The property is a designated City of Rochester Landmark and is eligible for listing in the National Register of Historic Places.



Photo courtesy of Dan Dangler

After nearly 90 years, the Divinity School is relocating to a new site, leaving the future of the campus uncertain. Proposals for redevelopment have called for the construction of new buildings along the south lawn, an important element of the designed landscape. Current proposals do not address the significance of the existing historic buildings or landscape.

With its scenic views, grounds, high style buildings, and desirable location, the CRCDS campus possesses great potential for redevelopment. These assets, however, could easily be destroyed by insensitive development. Any new use of the site should be encouraged to make the best use of these resources, complemented by sensitive modern infill where needed.

Continued on page 9

Five to Revive, continued from page 7

Rochester's Aqueduct Reimagined City of Rochester, Monroe County

With the announcement of the ROC the Riverway's Phase 1 recommended projects, fueled by a \$50 million investment from the State of New York, this is an exciting time for downtown Rochester's Genesee River corridor. The City of Rochester has consolidated over two dozen riverway projects under one bold vision to maximize their impact and to enhance and leverage one of our city's most unique assets—the Genesee. The ROC the Riverway Program has the potential to transform the River corridor and bolster the ongoing revitalization of downtown Rochester.

The success of this Program will require meaningful community input, strategic decision-making, and inventive concepts that still respect their historic content and context. More than most of the projects covered under the Program, the success of the Aqueduct Terrace is particularly dependent on how it is executed and the quality of the design. The re-imagined Broad Street Aqueduct is billed as the “centerpiece of downtown transformation.” The prospect of such a transformative project is alluring and we support the ideas and principles underlying the City's proposal to create a dynamic, human-scaled, connective and accessible public space. Such an important and prominent project in such a sensitive location must, however, be executed with the utmost care. A designated City of Rochester Landmark, the Aqueduct itself is a visual icon for Rochester; it is an integral piece of the city fabric. The proposed project incorporates or connects eight separate historic resources, four of which are listed in the National Register of Historic Places.

For these reasons, voices representing the interests of historic preservation must be represented in this design discussion and engaged in the planning process. The goal of such an exchange is not to impede a new vision, but to help ensure the catalytic integration of the past in this new, dynamic transformation.



Preservation Grant Fund Recipients

For our first round of funding for the current fiscal year, our Preservation Grant Fund Committee awarded grants to:



Baptist Rural Cemetery, Town of Sodus—
\$1500 towards a Condition Report for the
1826 Red Brick Church Meeting House



**New Bethel Christian Methodist Episcopal
Church, City of Rochester—**\$2000 towards an
Exterior Masonry and Leaded Glass Survey

Launched in September, 2012, The Landmark Society's Preservation Grant Fund program offers funds for preliminary design and planning studies to help make positive improvements to at-risk buildings. The program was initially funded through a bequest from Elizabeth (Libby) Stewart. Libby was a longtime Landmark Society staff member who was dedicated to the revitalization of neighborhoods and historic structures.

The Preservation Grant Fund provides initial “start-up” funding to assist in saving historic resources and will not pay for any “bricks and mortar” work. Only pre-construction services are eligible for funding. Specific use of funds is flexible. Examples of eligible projects include: code compliance studies, construction estimates, visual project renderings, measured drawings, and cost comparisons.

Contact Caitlin Meives at cmeives@landmarksociety.org to determine if your project is eligible for this program.

Applications for the next round of funding will be due January 23, 2019.

Writers & Landmarks

Why Perry?

by Josh Rice

Growing up in rural Wyoming County, where there are more cows than human beings, I didn't know what theatre was. The only exposure I had to the arts were visual—drawing, painting, sculpture. None of which I was adept at. I always thought being an artist was the noblest profession, and in all the high school career proficiency exams, “Artist” always came up for me, yet I had no ability. At least not in the arts as I knew them. Perry was falling on hard times, with many businesses on our Main Street vacating, leaving abandoned shells of what used to be a bustling small town. My friends and I *could not wait* to get out. Why Perry? Other than my family, I had no reason to stay. So it was off to college for me, on the opposite trajectory of the arts—Pre-Med. Then, much to my mother's chagrin, I discovered improv comedy and the theatre, and my life changed.

I have since followed this path to Shakespeare's Globe Theatre in London, Geva Theatre Center, the Arkansas Arts Center Children's Theatre, Arkansas Shakespeare Theatre, then to grad school in New York City. I traveled the world as a theatre artist. And if you told me when I graduated Perry Central High School in 1999, that twenty years later, I would return to *Perry*, to live, work, and open a theatre, start a residency program, and found the inaugural New York State Puppet Festival, all in a historic building on Main Street that I used to shop at as a kid, a former five & dime store, the Ben Franklin? I'd call you (and me) insane. And yes, maybe it is a little crazy. Returning home can be fraught for so many reasons. But I felt compelled to return. I saw what young professionals my age, like Pilar McKay—who served on the staff of the *PCS Observer* high school newspaper with me—were doing to revitalize our Main Street, and preserve its rich history. I wanted to be a part of that. I love Silver Lake. I love Perry. I love the community that has welcomed me,

and supported me, with open arms, with all my crazy theatre arts and education ideas. I wanted to give something back (or at least fail trying) to the community that had given me so much. I never intended on becoming an advocate for rural arts. Yet here I am, 37 years old, back in my hometown at 37 S. Main Street, in a historic building in Perry, NY, which is now home to Theatre@37. Clever, I know.

Everyone in my life asks the same question—why Perry? I say, “*why the #\$@% not?!?!?*” Why not start a professional Shakespeare company to perform on Silver Lake annually since 2012, producing some of the best professional theatre in all of WNY? Why not create an artist-in-residency program to incubate new works of theatre, literature, and art in Perry? Why not bring (quite literally) the best puppeteers *in the world*, to the county where cows outnumber people? I find the answer to “why Perry” is answered when outsiders exit off the 390, drive through the rolling hills and valleys, see Silver Lake, Letchworth St. Park, and feel the palpable energy of creativity and community on our Main Street. They experience our festival plaza, home to the Farmer's Market and Chalk Art Festival. They drink some of the finest craft beer in WNY in an old horse stable turned silent movie house turned newspaper press turned into the Silver Lake Brewing Project. They get exposed to world-class art and artists through the Arts Council for Wyoming County. When people ask “why Perry,” I think of E.B. Walker, the owner of a hotel formerly on Main Street,

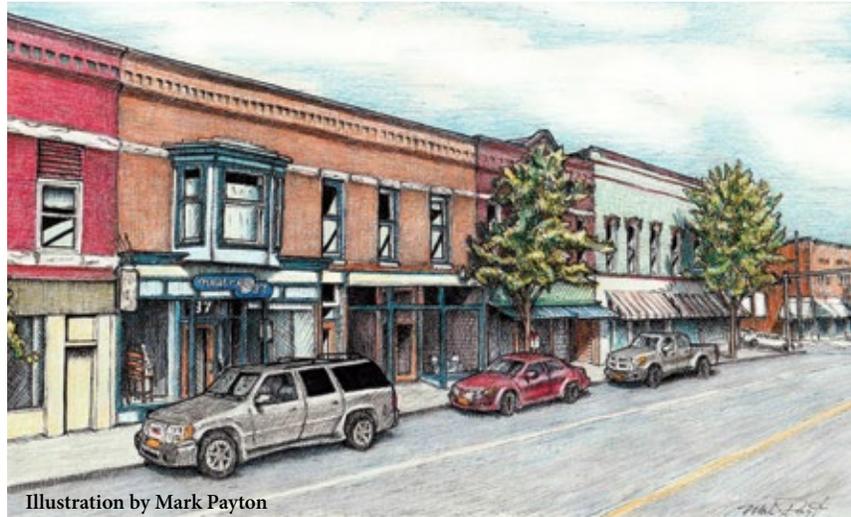


Illustration by Mark Payton

who, in the 1850's, created a mythological hoax to attract tourists to his hotel by floating a piece of painted canvas out into the middle of the lake, inflating it with a bellows system on the land, and creating the Silver Lake Sea Serpent!?! That is a history filled with puppets and theatre.

The Silver Lake Institute and the Chautauqua Institute were started at the same time. Chautauqua has flourished as an arts and cultural destination. My thirty-year life goal is to bring Silver Lake/Perry to the same level, making *our* community an arts and cultural destination in Western New York, one rhyming couplet, and puppet, at a time. I never thought I would be here, doing this. Not in this space. Not in this place. But perhaps those proficiency exams were on to something.

Why Perry? Why the #\$@% not.

Josh Rice is a multidisciplinary theatre artist and rural arts advocate based in Perry, NY. He is the co-founder and Producing Artistic Director of Shake on the Lake, a non-profit professional theatre company based in Silver Lake, NY, where he also founded and produces the New York State Puppet Festival. Josh's projects find their home at Theatre@37, a formerly abandoned storefront in a historic building, which he turned into a theatre on Main Street in Perry, NY.

Mount Morris Partners for Success

by Larry Francer

When I first moved to Rochester in 2012, I kept hearing about Mount Morris. Apparently, a developer who had revived Red Hook, Brooklyn had purchased many of the buildings, restored them, and brought this small village back to life. Well ... with my background in revitalizing small villages and towns, I was skeptical! Absentee landlords are often a problem, and renovation of buildings without community partnerships can be a recipe for disaster. But at that time, I didn't know Greg O'Connor, Louise Wadsworth, Pete Bishop, Bill D'Angelo, or Nicole Manapol.



Ten years ago, downtown Mount Morris had gone the way of so many of our small villages and towns with the rise of the internet and big box stores, with over fifty percent of the storefronts vacant and the buildings in disrepair. Worst of all was the perception that nothing could be done about it. And then Greg O'Connell appeared.

A 1964 SUNY Geneseo graduate, O'Connell had the vision and experience to turn Mount Morris around. Greg purchased 20 downtown buildings in 2008, renovated and rented them. When Greg buys a building and restores it, he doesn't just rent it to the first person who shows interest: he targets a good mix of retail businesses, helps them out with an affordable rent, and requires them to have consistent hours of operation. He also wants them to keep lights on in the second floors to show that the downtown is still alive after the businesses close. Greg O'Connell is anything but an absentee landlord! He created a true partnership with not only the community but also the Livingston County Development Corp (LCDC).

It takes engagement with different demographics—the newcomers as well as longtime residents—for a real community revival. Bill D'Angelo, President of the merchant organization Mount Morris Partners for Progress, is owner of the John W. Martin Funeral home. He reflected “The Funeral Home has 132 years of operation in Mount Morris, and is the oldest business in town. I am proud to be a part of Mount Morris history.” Louise Wadsworth, LCDC, Downtown Coordinator, has seen the change over time, as she explains, “Since 2008 over 2 million dollars has been invested in 30 downtown buildings. The merchants work cooperatively to promote the downtown and each other. With new residents living downtown and significant visitor traffic, there is an excellent mix of retail businesses, including a cluster of wonderful antique stores and specialty restaurants.”

So what is it that keeps communities like Mount Morris chugging along? It takes hard work and partnerships. The Landmark Society started our Affiliate Program to create a network of likeminded, grassroots preservation

groups that could learn from each other and know they were all part of a preservation movement larger than their own community. Mount Morris Historical Society joined the program this past year and Pete Bishop, a hometown boy who moved back to Mount Morris recently, shared the latest activity. “I just attended an event run by the LCDC called What's Next For Mount Morris, Downtown 2.0. It was heavily attended by business owners, residents, and other local leaders. Key themes were ‘using our partner resources and creativity to continue to attract viable mom and pop retailers’ and ‘focusing on maintaining our small town charm but modernizing through digital media and using placemaking to give visitors as robust a visitor experience as possible.’”

Which brings me to the newest partnership for Mount Morris, Letchworth Gateway Villages (LGC)—a municipal collaboration established in 2017 for communities that provide services to the nearly one million Letchworth State Park visitors every year. This innovative partnership crosses over county lines to include Perry, in Wyoming County, along with Geneseo and Mount Morris. Nicole Manapol, the Director of LGC, writes, “The revitalization efforts initiated 10 years ago not only transformed Mount Morris’ main street, but served as a catalyst bringing together businesses, residents and municipal leaders. In many ways LGC is a direct outcome of those efforts and the conversations they inspired about ‘what’s next?’ It’s exciting to be working with municipal and community leaders on this next chapter—to be at a place where we’re transforming investments in those cultural and heritage assets into new economic possibilities.”

Transforming investments in heritage assets into new economic possibilities. That really sums it up. The Landmark Society is proud to partner in transforming this area of our region.

33rd Annual

Corn Hill Holiday Tour of Homes



Saturday, December 1, 2018 10 am • 1 pm • 4 pm
Tickets \$25 at www.cornhillholidaytourofhomes.com
or call 585 262 3142

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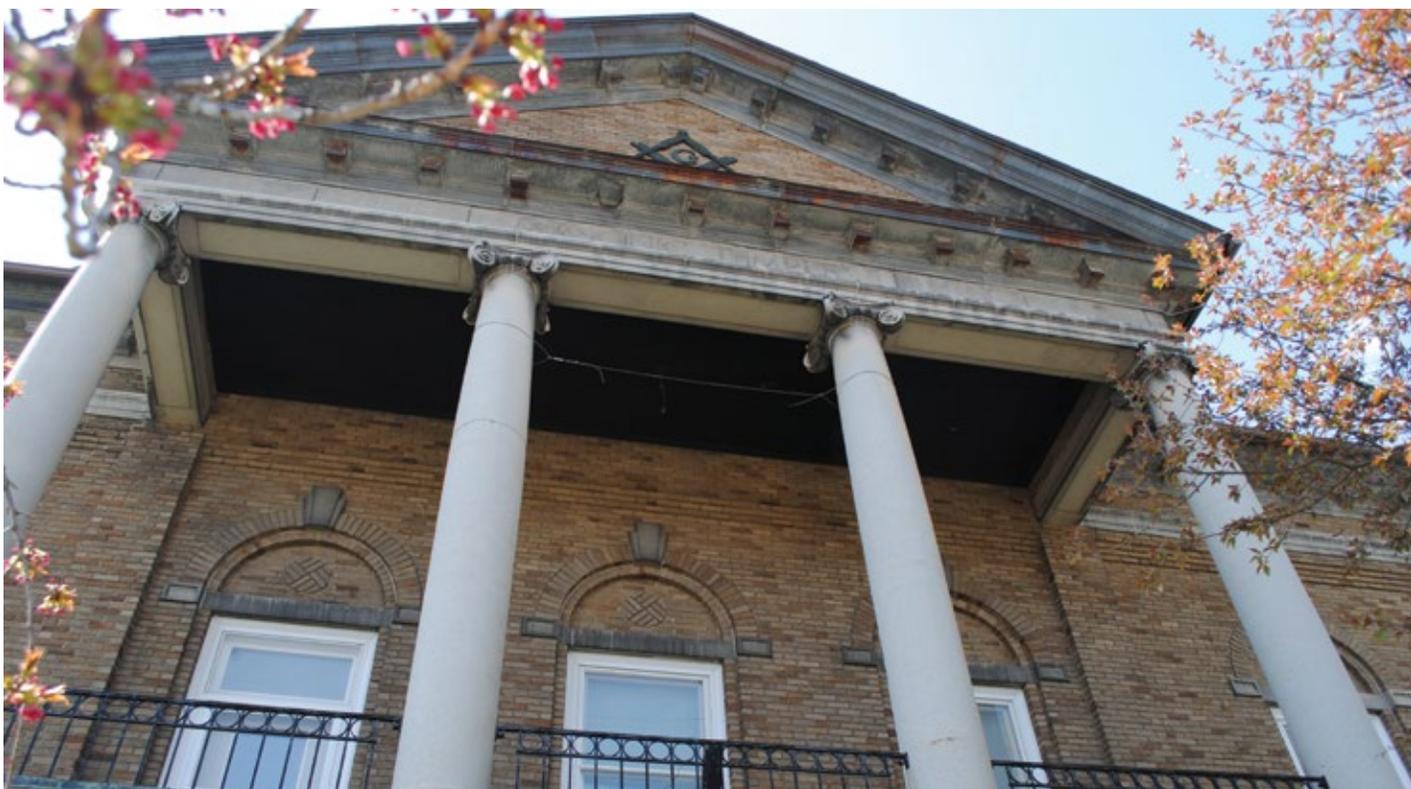
The 2018 Preservation Awards

Presented on November 11

by *Cynthia Howk*

And, the envelope, please...! Yes—it's time again for The Landmark Society's highly anticipated Annual Awards Ceremony. Join us on Sunday, November 11 at 3:00 p.m. at Rochester's historic City Hall. The Awards are given to individuals and organizations in our nine-county area that have made outstanding efforts in the preservation of their homes, public buildings, historic properties, and landscapes.

We are proud to announce the following winners of the 2018 Preservation Awards. Visit our website for more details about each award recipient.



Barber Conable Award

The Barber Conable Award recognizes a large-scale rehabilitation of an historic building in our region completed within the past two years.

Preservation Initiatives in Perry, New York

Village of Perry, Wyoming County, New York

This year's Conable Award recognizes five outstanding efforts in the village of Perry that signify this community's on-going commitment to historic preservation. Over the past decade, the Perry Main Street Association, led by Mayor and architect Rick Hauser, has encouraged local planning, business advocacy, community events, and the rehabilitation of buildings in the village's downtown commercial district. The Barna C. Roup LLC acquired and rehabilitated the long-vacant Roup-Sternberg House (1898) at 38 Borden Avenue using the National Register Rehabilitation Tax Credit Program for income-producing buildings. The Silver Lake Brewing Project at 14 Borden Ave. completed a challenging project: a much-altered, creek-side commercial building was rehabilitated and a craft brewery was created using the National Register Tax Credit program. The owners of two, remarkable, 1914 buildings in the village are being recognized for their on-going stewardship. Constellation Lodge #404 F & A M for the care of its elegant, Neo-Classical Revival Masonic Temple at 21 North Main Street. And, the Perry Library at 70 North Main Street, a Carnegie-built landmark.



Award of Merit

The Award of Merit is for the sympathetic rehabilitation of a historic building or structure in our nine-county region completed within the past two years.



G. W. Todd-Wilmot Castle Company

1255 University Avenue, City of Rochester, Monroe County

\$6.5 million rehabilitation of a 1909, industrial building utilizing the National Register of Historic Places tax credits for income-producing buildings. Completed by Rochester developers Andrew Crossett and Andrew Bodewes for mixed-use, including loft apartments and Living Roots Wine and Company, an urban winery. Passero Associates were project architects.



Tower280

280 East Broad Street,
City of Rochester,
Monroe County

The reutilization of the iconic Midtown Office and Hotel Building (1962), which was formerly part of the Midtown Plaza complex. Now rehabilitated as apartments, offices, retail, and restaurant space, this \$59 million project presented extensive challenges to its developers, Morgan Management LLC and Buckingham Properties LLC. The success of this remarkable effort

has served as a catalyst for similar projects in that downtown neighborhood.

Kearney Hall tower and spire

St. John Fisher College
3690 East Avenue
Town of Pittsford, Monroe County

Extensive rehabilitation of the spire and tower of this 1948 building, which was the first building erected on the East Avenue campus. In addition to repairs to the tower, the spire was completely re-built with lead-coated copper, a new glass lantern, and a re-gilded finial. Project architect Bero Architecture PLLC with CSTM Corp. project contractor.



Historic Landscape Award

The Historic Landscape Award recognizes and encourages the preservation, restoration and stewardship of historically significant landscapes in our nine-county region.



Abbey of the Genesee

3258 West River Road
Town of Piffard, Livingston County

On-going care and maintenance of this 2,400-acre property, which has been owned and maintained by the Order of Cistercians of the Strict Observance (Trappists), a monastic community, for 68 years. Located on the west side of the Genesee River with magnificent views across the valley, the property includes agricultural land, woodland (managed with modern forestry techniques), open space, a historic cobblestone residence, and their iconic Mid-Century Modern complex of buildings set in a designed landscape.

Special Achievement Award

The Special Achievement Award recognizes accomplishments that have occurred over a lengthy period of time.

Frances and George Gotcsik

Community Advocates, Village of Lima, Livingston County,
New York

For over five decades, Lima residents Fran and George Gotcsik have committed their time and talents to important preservation projects in their own community and the western New York region, as both private citizens and elected officials. These efforts include preservation advocacy in rural communities, National Register of Historic Places designations, historic building rehabilitation, sensitive economic development, open space conservation, and public trails projects.

The 2018 Preservation Awards, continued



Special Citation

A Special Citation provides recognition for projects that do not fit into other categories or recognizes outstanding individual or group accomplishments in the field of historic preservation.

Restoration of the Pools, Fountains and Water Features, Dr. Martin Luther King Jr. Memorial Park at Manhattan Square

Chestnut and East Broad Streets, City of Rochester, Monroe County

This award recognizes the City of Rochester for its restoration of the pools, fountains and water features in Dr. Martin Luther King Jr. Memorial Park. Designed by internationally renowned landscape architect Lawrence Halprin in the 1960s, these distinctive water features and adjoining landscape were created as part of the Manhattan Square Urban Renewal complex, featuring high-rise apartment buildings in a contemporary park setting. Long dormant, these important water features, enjoyed by thousands of visitors, have now been restored through a major funding initiative by the City.

Luke Nicosia

Digitization of the slide images in The Landmark Society's Photo Collection

Over the past four years, volunteer Luke Nicosia has reviewed, organized and digitized the nearly 100,000 slides in The Landmark Society's photo collection. While this project began during his sophomore year in high school, Luke has subsequently dedicated thousands of hours to this task, working not only during summer vacations and school breaks, but throughout the academic year. His talent for detail and programming has made him particularly qualified for this important assignment, which has brought our extensive collection of slide images into the 21st century.

Mike Gouvernale

"Rochester Subway" blog and "Reconnect Rochester" program

For over a decade, community advocate Mike Gouvernale has promoted "smart growth" initiatives that include historic preservation projects, improved transportation systems and urban revitalization through his in-depth "Rochester Subway" blog and the "Reconnect Rochester" program. While his postings draw a wide audience of viewers, they have been particularly effective in engaging members of the younger generation in discussions about preservation issues and local planning.

Restoration of the "Rochester, 1838" Diorama

Rochester Museum and Science Center
657 East Avenue, Rochester, Monroe County

One of the most beloved exhibits in any local museum, the "Rochester, 1838" diorama was installed in 1941, as one of the original interpretive displays in Bausch Hall, the centerpiece of the museum's new, East Avenue campus. Coordinated by artist Aaron Delahanty, this painstaking restoration also corrected historical inaccuracies found in the original design, which depicts Rochester's downtown during the height of the Erie Canal "boom town" era.

Mike Newcomb

6 Washington Road, Village of Pittsford, Monroe County

For the sensitive rehabilitation of a much-altered 19th-century house, which was a rental property and in need of extensive repairs. The new owner of this property completed the project, which includes the installation of appropriate windows, clapboard siding and original doorways, returning the house to its historic appearance. With its highly visible location, this newly transformed house now demonstrates the value of good rehabilitation practices to the surrounding community.

Writers, editors and coordinators of the "Home Work" Column, CITY Newspaper

Rochester, Monroe County, and western New York

Since its debut in May 1999, the "Home Work" column in CITY newspaper has featured in-depth descriptions of historic houses that were available, for sale, in both city neighborhoods and surrounding communities. Coordinated by a dedicated team of volunteer writers, the column promoted residential architecture that spanned a 200-year range of styles and designs. A cooperative effort of CITY newspaper and the RochesterCityLiving program of The Landmark Society, the "Home Work" columns were a new and immensely popular venue through which the benefits of urban living were promoted.

Landmark Art Collection—*Back of Fitzhugh Street* by Jack Wolsky



This watercolor is part of the collection donated by Rochester Institute of Technology. Jack Wolsky (b1930) painted this in 1951 as a 21-year-old student for a watercolor competition. The piece took honorable mention. Wolsky went on to become a professional artist and educator, serving as a professor at SUNY Brockport for 35 years. His work is represented in permanent collections in the Memorial Art Gallery in Rochester; at the Munson-Williams-Proctor Institute in Utica, NY; at the State University College at Brockport in New Britain, CT; in the Museum of American Art; and in the Rochester Institute of Technology.

The Landmark Art Collection will be featured in *Landmarks* magazine, at our Annual Jubilee, and a future art show and sale. Contact Larry Francer for information, lfrancer@landmarksociety.org or 585-546-7029 x14

Historic Woodlawn Chapel Rehab Underway

Established in 1884, Canandaigua's Woodlawn Cemetery sits on over seventy acres of picturesque land on North Pearl Street. Listed in the National Register of Historic Places in 2014, the cemetery features the stunning Mary Clark Thompson chapel. Thanks to a preservation-minded board of directors led by President Patrick Cooney, along with superintendent Doug Stone, the chapel, long in need of substantial maintenance and identified community uses, is currently undergoing extensive rehabilitation with funding from New York State and a collection of private donors.

The project architect is Bero Architecture, with Frank J. Marianacci, Inc. serving as the general contractor. The Landmark Society is assisting with general project consultation.

Construction on the chapel began in 1909 through the generosity of philanthropist Mary Clark Thompson. The building was designed by Boston architect Francis R. Allen, known for his work in the Gothic Revival style of architecture. Dedicated in 1910, the chapel is constructed of limestone and Medina sandstone, with imported stained glass and a pipe organ



built by the Massachusetts firm, Hook and Hastings. During construction the chapel was actually built around the already existing receiving vault, which had been built in 1892.

Changes in funerary customs led to the chapel becoming underutilized and falling into disrepair. It was closed for use in 1960. Over the decades further deterioration threatened the chapel's survival. Realizing an opportunity to embrace the cemetery's history, and seeing an opportunity to expand the cemetery's connectivity with the community, rehabilitation of the

chapel was long a goal for superintendent Doug Stone. "I always liked history and architecture. When my wife and I came to Woodlawn twenty years ago, we could see the chapel's potential. Looking beyond the maintenance needs, you could still see the craftsmanship."

The project is comprehensive, with a first step aimed at addressing major roof and structural needs. Stone masonry, stained glass restoration and a complete interior rehabilitation will allow for a unique adaptive use that reflects a vision to include the greater community. Anticipated uses include weddings, lectures, recitals, meetings, and worship and funeral services. The targeted completion is late spring of 2019.

Cemetery chapels face challenges associated with neglect and lack of use. The Landmark Society encourages and applauds creative uses for these forgotten resources. Another chapel success story, the Hillside Cemetery Chapel in Clarendon, appeared on The Landmark Society's Five to Revive list in 2014; it is currently undergoing rehabilitation and will be used for a variety of uses.

Travel Tour News

by Cindy Boyer and Larry Francer

Montreal Noel – last call!

December 12–15, 2018

As this issue goes to press, we are approaching the deadline for our Montreal hotel reservation. If you are interested in this trip, please contact Cindy Boyer and see if room is still available. You may reach her at cboyer@landmarksociety.org or call (585) 546-7029 extension 12.

The trip to Montreal is getting a great response! Why wouldn't it, with four days of tours, shopping, dining, and holiday decorations? Highlights include a full day guided tour featuring historic sites and holiday traditions, an amazing sound and light show in the Notre Dame

Basilica, and artisan and craft show with 400 of Quebec's leading artists, Christmas Markets, Luminotherapie art installations and delicious dining. We're staying in a beautiful boutique hotel in charming Old Montreal, an attraction in its own right and within walking distance of many areas of interest.

You can find a complete description at www.landmarksociety.org where you will also find the registration form.

What's included: Luxury motorcoach transportation, 3 hotel nights at the Place d'Armes Hotel, breakfast each morning, 3

lunches, 2 dinners; all taxes and gratuities, all admissions and tours, all escorted by Landmark Society staff.

Landmark Society members: \$1675

Non-members: \$1725

Add for single occupancy: \$270



Michael Vesia

CUBA TOUR DEADLINE EXTENDED March 3–12, 2019

Great news! It seemed like our deadline for the Cuba trip was a little earlier than it had been in the past. So we spoke with our tour consultants in Toronto and we were right! The actual deadline is November 1st. So you have just a few more weeks to reserve your spot on CUBA 2019: THIRD TIME IS A CHARM. **This may be our last trip to Cuba for a few years so don't miss out.** We do anticipate this being a more intimate group, which will also add to the experience. If you love architecture (from classic to mid-century modern), art, music, and great food, this travel tour is for you. And a special addition to this tour is the UNESCO Biosphere Reserve, Sierra del Rosario.



Landmark Society members: \$5395

Non-members: \$5795

Add for single occupancy: \$699

For a full itinerary and to download the registration form, visit www.landmarksociety.org. Please contact Larry Francer for additional information, lfrancer@landmarksociety.org or 585.546.7029 X14.





Prague City Tourism

We want you to really get to know Prague. We want you to feel the rhythm of this truly unique city. We don't want to be dragging you from hotel to hotel in one city and off to the next. And we want you to get to know the wonderful people of Prague. So our tour has some fascinating country excursions but mostly keeps you on the streets of Prague during the lovely month of May. The flowers will be blooming and the streets will be bustling. Amazing architecture, thrilling theatre and music, and time with our hosts, Frantisek and Hanna Becan. The tour price includes motor coach to Toronto, roundtrip flight to Prague, 7 nights lodging, all admissions and local tours, countryside excursions, 16 meals—7 breakfast/4 lunch/5 dinner, and three nights of evening entertainment in the arts, all escorted by Landmark Society staff.

For a full itinerary and to download the registration form, visit www.landmarksociety.org. Please contact Larry Francer for additional information, lfrancer@landmarksociety.org or 585.546.7029 X14.

Landmark Society members: \$5600

Non-members: \$6000

Add for single occupancy: \$950



Prague City Tourism

80 + 1 YEARS TO CELEBRATE!

Presented by Frank Grosso and Home Leasing

A year of firsts!

by Carolyn Haygood

July 12th, 2017 marked the 80th Anniversary for The Landmark Society of Western New York, one of the oldest and most active preservation organizations in America. Just think, that's eight decades (plus one year) dedicated to protecting the unique architectural heritage of our region and promoting preservation and planning practices that foster healthy, livable, and sustainable communities.

We began our celebratory journey with the organizations first ever fundraiser gala at the Holiday Inn Downtown on a beautiful Saturday evening on September 9th, 2017. In February 2018, we continued the celebration at the historic Hochstein Performance Hall. For the first time, PUSH Physical Theater, The Ying Quartet, and Eastman School of Music student Jonathan Rhodes—recipient of the William Warfield Scholarship—appeared on the same stage in an original collaborative piece that explores the relationship between historic preservation, the Arts, and the community. Their performances were electrifying and riveting! As our celebratory journey continued, so did our firsts: a Niagara-on-The Lake travel tour; a LGBTQ-Pride Walking Tour; First Friday Spirits at St. Joseph's Park; and Shakespeare at St. Joseph's Park by Perry-based Shake on the Lake Productions.

2018 Jubilee—December 1st

We will close out this anniversary year with our Annual Jubilee, at the elegant Georgian-style Historic Harro East Ballroom, a landmark facility located at 155 North Chestnut Street. It would only be fitting to end as we began with a few firsts. The evening will commence at 6:00pm where you will experience for the first time at our Jubilee a free craft beer tasting sponsored by Fifth Frame Brewing Company. Jon Mervine, Wade Reed, and Jarred Foster teamed up to start this new brewery in the heart of downtown Rochester at 155 St. Paul Street. The trio are enthusiastic about experimentation, flavor development, and blending. They use coffee as a fifth ingredient to highlight and heighten the strengths of each base-beer. What Up with that? Notta thing! Just thought I'd throw in one of the names of their craft beer selections!



Musical Entertainment

The evening's music entertainment will feature Rochester's own band A Few Bad Apples. A Few Bad Apples was formed in 1988 by saxophonist Marvin A. Williams who is the founder and one of the original members, along with the late Bill Watson, the keyboard player. The present group has been together since 1994 and includes Tony Hiler on drums and Christopher Northington on bass. The band plays mostly Jazz and Popular music, but are well versed in other genres of music such as the Blues, Reggae, Latin, Funk, Classical, and Gospel. Make sure you wear your dancing shoes!

Silent Auction and more!

True to form there will be an assortment of irresistible silent auction items to bid on. In addition, we will have our first live auction on a Mexican Villa Dream vacation (Can't attend? Visit our website after October 22nd for an opportunity to directly purchase the vacation!) The evening will round out with our first campaign cash call; delicious hors d'oeuvres, food stations, and fabulous sweet treats; and a limited open bar. Don't miss this special event to celebrate The Landmark Society's successful anniversary year and future initiatives. Tickets go on sale online October 22nd; early bird price only \$60 per person until November 5th. Advance ticket sales only; tickets will not be sold at the door.

Jubilee Overview

When—Saturday, December 1, 2018

Where—Harro East Ballroom,
155 North Chestnut
Street, Rochester NY,
14614

Time—6–7p.m. social hour;
7p.m. dinner, program
and entertainment

Attire—After five

Cost—Early bird price \$60 per
person October 22
to November 5;
\$70 per person after
November 5;
\$600 for a table of 10



A Few Bad Apples



Silent Auction



Mexican Dream Villa

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Wealth Management

GOLD



SILVER



GRANT HOLCOMB



SWBR



Saturday, 10/20
4-6:30 PM
Tickets: \$20

Local beer, cider, fall treats, campfire & more!
FALL FESTIVAL & TAVERN TAKEOVER



The Nominating Committee, chaired by Trustee Jeffrey Pollock,
 recommends the following individuals for election:

New Trustees: *(To serve for three years)*

Nana-Yaw Andoh, Erin Anheier, Craig Burton, Kevin McPherson,
 Don Netzger, Laura Smith

Renewing Trustees: *(To serve for three years)*

John Billone Jr., Thomas Castelein, Grant Holcomb, Kate Karl,
 Jerry Ludwig, Jim Marasco, Richard Sarkis, Marjorie Searl, Jeff Skuse

Retiring Trustees: *Many thanks for your years of dedicated service.*

Jeffrey Pollock, Burt Speer, Bill Sullivan, Delores Jackson Radney,
 Jason Roberts

Cannot attend?
Please mail Proxy form to:

**The Landmark Society
 of Western New York
 133 South Fitzhugh Street
 Rochester, New York 14608**

Proxy

The undersigned member of The Landmark Society of Western New York, Inc., does hereby make, constitute, and appoint Board President Thomas Castelein, the true and lawful attorney or attorneys, proxy or proxies of the undersigned, with full power of substitution for and on behalf of the undersigned to vote at Preservation Awards/Annual Meeting of said Society to be held at City Hall, 30 Church Street, Rochester, New York on November 11th, 2018 at 3:00 p.m.

Date _____, 2018 Signature _____

Great Gifts Options from The Landmark Society This Year

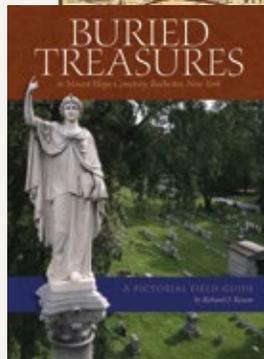
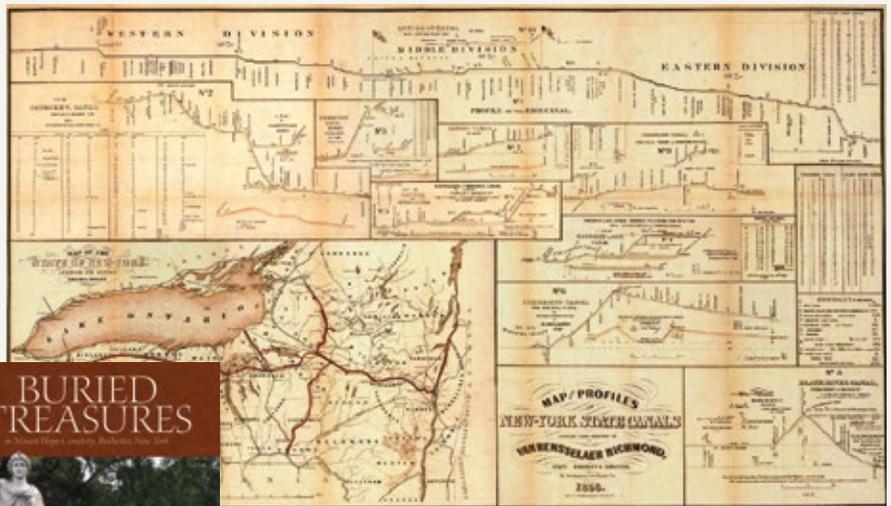


It's a year of anniversaries! We continue to celebrate 80 years since our organization's founding, and just about 200 years since the construction of the Erie Canal and the founding of Rochesterville. Accordingly, we have restocked our online bookstore with limited quantities of our popular historic Erie Canal map prints and Richard Reisem's new *Buried Treasures* on the city's Mount Hope Cemetery, the final resting place of many of Rochester's earliest citizens.

These products are among the many items available at www.landmarksociety.org/shop/. Give the gift of history!



The "Long Erie Canal Map, 1825" is a detailed print of the official New York State Erie Canal map published immediately after its completion in 1825. Parchment stock, 9" x 39". \$19



The "Short Erie Canal Map, 1858" is a detailed print of the State Surveyor's Erie Canal map published in 1858. Parchment stock, 16½" x 28". \$19

Richard Reisem's new edition of *Buried Treasures* is an encyclopedia of notable burials at the city's beautiful Mount Hope Cemetery and reads as an intimate, personal, colorful history of Rochester. \$35

Preservation, and the Holidays: It's about PEOPLE



Give the gift of Landmark Society membership, with its event & admission discounts, and other avenues toward stakeholderhood in the preservation of our region's beautiful built environments! Gift memberships can be arranged by calling us at (585) 546-7029 or by visiting The Landmark Society's membership webpage at www.landmarksociety.org/membership/

Memberships are available at many levels including Individual (\$45), Couple / Family (\$70), Patron (\$100), and up!

Member Profile

by Cynthia Howk

As part of our on-going mission to recognize, protect and revitalize architecture in western New York, the Landmark Society has been documenting historic buildings and sites for over 80 years. Our photographic archives include over 100,000 slides and a similar number of print images, which show a wide range of historic resources from the past and the present. To bring our photographic collection into the 21st century, Landmark Society member, Luke Nicosia has spent the past five years organizing, scanning and digitizing the entire slide collection in our archives—a major achievement for one of our youngest and most enthusiastic volunteers!



Q: *Tell us a little about yourself.*

I've lived my whole life in an early-20th-century house in the city's East Avenue Preservation District, so historic architecture is part of my every-day experience. I graduated from Allendale-Columbia School in 2017 and am now studying at Dickinson College in Pennsylvania, where I have a triple major of math, classical studies and archeology. I'm passionate about collecting "stuff," including baseball cards, pennants, antiques and my collecting is spur of the moment, depending on what looks interesting.

Q: *How did you become interested in historic preservation?*

I've had an interest in local history as long as I can remember. I've learned a lot from my mother, who is a Landmark Society trustee and frequently talks about the organization's projects. On family trips to Cleveland, we often talk about Rochester's history, during those long drives. And, our fourth-grade local history class included a field trip to downtown Rochester, where we saw a lot of interesting architecture during an all-day walking tour.

Q: *When did you first begin volunteering at The Landmark Society?*

In 2013, I went on a tour of the newly renovated Rochester Free Academy, where I met some of The Landmark Society staff.

That's when the slide digitation project was first mentioned and it sounded interesting. I was in 8th grade and started volunteering at that time. During my junior year in high school, I got hands-on experience with another collection, the archives of the Allendale-Columbia school, which included slides and other historic materials. That collection had experienced water damage and needed to be evaluated. I worked on that project with the school archivist, identifying hundreds of photos and digitizing the entire photo collection. It was great training for what I was doing with The Landmark Society's slide project, which I'd been working on during summer and winter school breaks over the previous years.

Q: *And—you also work on the slide project, when you're not at The Landmark Society office. You've done additional work when you're at home, on vacation, even at college!*

I do a lot of the organizational work when I'm not at The Landmark Society, as I have all the images on a flash drive. A project like this includes organizing the slides, scanning the slides, checking the quality of each scanned image, naming individual files, compiling a master list and editing photos – all in preparation for up-loading them on the Society's computer. The training from my high school computer programming classes

has been especially useful for this project.

Q: *In addition to digitizing the slide collection, you have worked on several other Landmark Society projects. What have you enjoyed most about these experiences?*

I worked on three other projects. In 2016, I was a member of the team that surveyed historic sites in the city's southeast quadrant. And, I researched the history of the former Vacuum Oil Company campus on Exchange Street and the "Little Italy" historic district, in the Lyell/Lake Avenue neighborhood. All of these projects have been exciting, as you get to see how Rochester has developed and changed over time. The slide images give you a better sense of the city's history, as you see actual views of buildings and neighborhoods from the past and the present. When I've been at school, other students, and even faculty, have asked me about the slide project. So, I've told them about The Landmark Society, its work, and how this project promotes a community's history, as the images explain local history and architecture to a wider community, which has been one of the best pay-offs of working on this project.

The YUP-date

by Caitlin Meives



YUPs lead an architecture class in the South Wedge with Rochester Brainerly.

We wanted to take a break from our regularly scheduled programming to share the results of our strategic planning process. Over the course of nine months, led by Dr. Suzanne Piotrowski of BadFish Consulting, our executive team and our core planning team solicited community feedback, met with allied organizations, and discussed our values and goals. What came out of that process is our Strategic Execution Plan, which outlines our mission, vision, our five strategic initiatives, and the steps we will take to complete those initiatives as well as how we will measure our success. This plan will guide our work over the next five years as we seek to make an impact in the community and the larger preservation field.

Our five strategic initiatives are:

1. Develop strategic partnerships
2. Become more diverse and inclusive
3. Be proactive and focus on our impact
4. Hold events that engage and educate
5. Make a difference in the world of preservation

Our new mission statement:

We are an emerging generation of preservationists in the greater Rochester region dedicated to promoting inclusive, modern, and innovative preservation practices to help revitalize communities and our built environment. And we have fun doing it!

Our vision, which represents our highest aspirations:

Our work in the greater Rochester region is a national model for young preservationist advocacy, education, and engagement.

If you're (roughly) between the ages of 21 and 45 and are looking to give back to your community in a meaningful way and want to spend time with passionate people, drop us a line via social media or email YUP co-founder, Caitlin Meives, at cmeives@landmarksociety.org. We can use your help!



www.landmarksociety.org/yup



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