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**LANDMARK SOCIETY ANNOUNCES 2016 FIVE TO REVIVE:
LIST FEATURES PRESERVATION PRIORITIES IN WESTERN NY**

Sites included from Rochester, Perry, Geneva and others

(ROCHESTER, NY, October 19, 2016) The Landmark Society of Western New York today announced its 2016 Five to Revive – a list that identifies opportunities for targeted, strategic revitalization. The announcement was made at the Landmark Society headquarters on South Fitzhugh St. in Rochester. The list includes:

- Former Rochester Brewing Company complex, Rochester, NY
- Downtown Perry Block of Commercial Buildings, Village of Perry, Wyoming County
- Dove Block, City of Geneva, Ontario County
- Lake Ontario State Parkway, Monroe and Orleans Counties
- The Traditional Trades

“This the fourth year that The Landmark Society of Western New York is announcing the Five to Revive list to call attention to key properties and priorities for revitalization in western New York,” said Wayne Goodman Executive Director.

“The Five to Revive initiative is proving to be very successful and continues to showcase our ongoing efforts demonstrating that preservation and adaptive reuse are effective strategies for revitalization in Western New York,” said Tom Castelein, Vice-President of Preservation on The Landmark Society Board who chairs the Five to Revive initiative.

The 2016 Five to Revive list represents a diverse selection of buildings, landscapes and preservation issues in Western New York,

Significant Progress

“Each year, the Landmark Society works closely on these priorities with owners, municipal officials, and developers to facilitate investment and foster rehabilitation,” said Goodman. The ultimate goal is to return these important historic resources to a

place of prominence in their respective communities, as economic and social assets that spark even more investment and revitalization.

Most of the 2015 Five to Revive properties have moved closer to that goal. “The Cattaraugus County Memorial and Historical Building has had a bumpy ride but with the hard work of a local advocacy group, Citizens Advocating Memorial Preservation (CAMP), things are looking brighter,” said Castelein. “The County is examining options for selling the property while our staff works with CAMP to explore options for future uses.”

The Former Wollensak Optical Company is on the market. The Main St. East/North Clinton Avenue Retail District will soon be listed in the National Register of Historic Places, providing developers access to the historic tax credit programs.

“Our partner on the Lockwood-Alhart Cobblestone House and Retail Plaza, NeighborWorks Rochester, has acquired funding to design a welcoming public space in front of the building,” said Goodman. “This should be the first step in making the Cobblestone a friendlier environment for the neighborhood.”

The Landmark Society is also working with two Fraternal Meeting Halls, the Grange Hall in Huron and the Carter Memorial G.A.R. Hall in Nunda, to assist with repairs and ideas for creative programming. The Huron Grange Hall also received funding from The Landmark Society’s Preservation Grant Fund to plan repairs, some of which were completed this summer.

Background on 2016 Five to Revive sites

Former Rochester Brewing Company complex

42 Cliff Street

City of Rochester, Monroe County

With a dramatic site overlooking the Genesee River gorge, the former Rochester Brewing Company buildings comprise one of a few surviving 19th century brewery complexes in the city. Located one block east of Lake Avenue, the original brewery complex included nearly a dozen buildings. In 1985, a massive fire destroyed the northern half of this complex. Today, the distinctive Italianate-style office and south brewery buildings survive, offering a major redevelopment opportunity in this unique location.

Downtown Perry Block of Commercial Buildings

Main Street

Village of Perry, Wyoming County

At the northern gateway to the village business district, this distinctive block of historic commercial buildings on Main Street has great potential for redevelopment. It includes some of the oldest commercial buildings in Wyoming County, featuring brick, stone and frame construction. Despite their location, these buildings have been vacant or underutilized for decades. In recent years, Perry has experienced a resurgence, with an engaged citizenry and adaptive use projects that have transformed vacant buildings into economic assets. Today, renewed interest in these underutilized Main Street buildings signals an opportunity to rehabilitate one of the village's most important commercial blocks.

Dove Block

459 Exchange Street

City of Geneva, Ontario County

Located in the heart of Geneva's downtown, the Dove Block is one of that community's most distinctive commercial buildings. Built in 1878, the three-story structure was erected by W.G. Dove, a successful contractor and brick manufacturer. The building originally housed an auditorium, roller-skating rink, and drill hall, with retail businesses on the first floor. In the 1930s, W.G. Dove's son, Arthur—considered America's first abstract expressionist artist—resided on the third floor, where he painted some of his most famous works. A group of Geneva citizens has formed "The Dove Block Restoration Group" with plans to purchase and rehabilitate the building, which has been vacant for more than a dozen years.

Lake Ontario State Parkway

Monroe and Orleans Counties

Officially eligible for listing in the National Register of Historic Places, this 35-mile parkway along the southern shore of Lake Ontario is one of only two state parkways built in western New York. Constructed beginning in the late 1940s, it is a segment of a much longer parkway originally planned by Franklin D. Roosevelt to connect Fort Niagara to the Thousand Islands. The Lake Ontario State Parkway is architecturally significant as a designed historic landscape in the tradition of earlier parkways in New York State, featuring a picturesque curving route, rustic sandstone bridges and buildings, and park-like landscaping, offering scenic views of Lake Ontario and the surrounding countryside. Changing demographics, economic forces, and a scarcity of

resources have contributed to the Parkway's current condition, with some sections needing significant investment. A part of the Great Lakes Seaway Trail National Scenic Byway, the Parkway could present an opportunity for reuse as a multi-purpose recreational corridor, with road maintenance costs decreased as the Parkway's use and appeal is diversified to better serve varied groups of users.

The Traditional Trades

To rehabilitate a historic building correctly, you need a professional trained in the appropriate skills, such as carpentry, masonry, stained/decorative glass, painting, roof repair, metalwork, and window restoration. While there are veteran practitioners of the traditional trades in our region, many of them are approaching retirement. Without a new generation of craftspeople to take over, we are approaching a crisis level of diminishing resources and knowledge to care for our historic resources. Rehabilitation of historic buildings has increased exponentially during the past several decades, providing employment opportunities for craftspeople who are trained in these specific skills. Other communities have developed trade schools and preservation skills programs to begin addressing the problem. This impending crisis represents an opportunity to provide marketable skills and employment to young men and women here in western New York as well.

***About The Landmark Society:** The Landmark Society of Western New York, Inc. is one of the oldest and most active preservation organizations in America, serving nine Western New York counties. Formed in 1937, The Landmark Society continues to protect the unique architectural heritage of our region and promote preservation and planning principles that foster healthy and sustainable communities. For additional information about The Landmark Society, visit www.landmarksociety.org. The Landmark Society is supported in part by New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.*