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**FOR IMMEDIATE RELEASE:**

**LANDMARK SOCIETY 2017 INSIDE DOWNTOWN TOUR  
FEATURING ROCHESTER'S MIDTOWN  
SET FOR OCTOBER 6-7**

*Tour features Tower 280, The Metropolitan, 88 on Elm, Residences on Columbus, Spectra at Sibley Square...and more!*

ROCHESTER, NY September 21, 2017 —Winn Development is again proudly sponsoring The Landmark Society of Western New York's Inside Downtown Tour on Friday, October 6 and Saturday October 7.

Now in its 14th year, the tour opens up urban environments with exciting spaces to live and work. "We visit re-purposed spaces, renovated homes, lovingly preserved places, and newly built sites that are designed with sensitivity to the overall built environment," said Cindy Boyer, Landmark Society Director of Public Programs. "Basically, we get participants 'in' on the latest urban living trends!"

This year's tour focuses on the Midtown area with many new downtown apartments on the cusp of opening to eager would-be downtown residents. The Tour will take participants to occupied apartments as well as a few models so new that tour-goers will likely be the first ones to step into the spaces without a hard hat.

*Some areas on the tour include:*

***Tower 280***

With a rich history starting in 1962, the Tower is one of two remaining elements of the first urban downtown mall in America. The renaissance of the office tower as urban living and work spaces is a joint venture of Buckingham Properties and Morgan Management. Generous tenants are opening their apartments, a cutting edge company will share their space and their vision – and you'll get to discover the only rooftop dog park in Rochester.

***The Metropolitan***

One of the most recognizable buildings in our skyline, the former Lincoln Tower is one of those structures that lets you know you're in Rochester. When you see the new living spaces inside, you'll know you are in the newly revitalized Rochester!

### **88 on Elm**

It's got a brand new glass facade. We will be the first ones visiting this building without a hardhat! The absolutely newest loft apartments in downtown.

### **Residences at Columbus**

This structure has quite the storied past. The historic Knights of Columbus building has been transformed into apartments available for different rental budgets, complete with a fascinating lobby.

### **Spectra at Sibley Square**

We've featured the former retail spaces on past tours: now the residences in the tower are ready to tour. So new, the paint may not be dry! We'll be seeing the high-end Spectra apartments.

This year's tour will be on Friday, October 6, from 5:30 to 8:30 p.m. and Saturday, October 7, from 11 a.m. to 4 p.m. Tour ticket will be good for both dates. Ticket holders may visit each tour stop one time, in any order.

Inside Downtown Tour Tickets are available online at [www.landmarksociety.org](http://www.landmarksociety.org) and at Parkleigh. Advance tickets are \$29. If tickets are available the days of the tour they will be \$35 for all at tour headquarters, Tower 280 at 280 East Broad St.

In addition to Winn as the title sponsor, other sponsors include Bergmann Associates; UBS; Pike Stained Glass Studios and DHD Ventures.

***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](http://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.*