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FOR IMMEDIATE RELEASE:**LANDMARK SOCIETY 2019 HOUSE & GARDEN TOUR:
WEST IRONDEQUOIT: WINONA WOODS AND ST. PAUL BLVD.
A DESTINATION HOUSE TOUR**

Popular event set for June 1-2, 2019

ROCHESTER, NY May 2, 2019 — The 49th Annual Landmark Society House and Garden Tour takes place Saturday and Sunday June 1 and 2, from 10 am to 4 pm. Participants at this year's event will tour 9 architecturally distinctive sites in West Irondequoit: Winona Woods and on St. Paul Blvd. Eight private homes have never been on a tour before! Each ticket admits participant to each house or garden one time, on either day in any order.

"This is a Destination House Tour – and you will be amazed at the architectural treasures to celebrate north of Titus Avenue," said Cindy Boyer, Landmark Society Director of Public Programs. "The area could easily qualify as an official historic district, with the largest collection of significant early 20th century houses in western New York."

Participants will still see picturesque woods on this tour, as the ravines leading to the Genesee River are designated as forever wild. The houses fall in two categories: the grand houses on the Boulevard, and the charming homes on the Winona Woods streets. The tour includes a grandiose Colonial Revival, an amazing Tudor Revival designed by Ward Wellington Ward, and a fine home that hides a "secret" – a speakeasy style bar room from Prohibition Days. "The homes on the side streets including entrancing bungalows, plus a "storybook style" house that will have you swearing you've been magically transported to Paris," said Boyer. "Gardens on this tour will be quite enjoyable – with one spectacular sunken garden stealing the show."

According to Boyer Irondequoit didn't start out as a popular residential area. In the early years the area was home to many small farms, orchards, and wood lots which supported early settlers. As late as 1902, most of the land was owned by three farmers: Colt, Grant and Leake.

The change came with development of St Paul Boulevard as a toll turnpike and a trolley route. Rochesterians eager to escape the city heat supported development of "Summerville Boulevard" in 1893 as a popular drive out to the lake. The Rochester and Irondequoit Railroad Company purchased a 17-foot wide strip to either side of the road, and laid down tracks for their electric trolley. The Town of Irondequoit took over the roadway in 1910, with the trolley continuing through the 1940's

Efficient transportation to the city drove demand for more housing in the area. By the 1920's areas along St Paul Boulevard experienced rapid growth. The original homes on St. Paul Boulevard were followed by more modest but architecturally detailed houses on the side streets.

As the farms and orchards sold their lands, subdivisions were filled almost as quickly as they could be built. Early advertisements from the time period described future streets as "cut through a field of oats" and among "picturesque woods" to entice city residents to consider life in the suburbs.

Advance tickets are \$20 for members and \$28 for non-members. Tickets can be ordered on the Landmark Society website starting Monday, May 6. Starting Tuesday May 14, tickets can be purchased in person from the Landmark Society office or at Parkleigh, on the corner of Park Avenue and Goodman Street; or can be ordered over the phone at (585) 546-7029 x11. On the days of the tour, if not sold out, \$35 tickets will be available at tour headquarters: St. Mary the Protectress Church Hall, 3176 St Paul Blvd.

A Pre Tour Presentation "History and Architecture of the Tour Area" by Christopher Brandt will be held on Thursday May 30th at 7 pm at the Rochester Academy of Medicine, 1441 East Avenue. The talk is free for ticket holders with tour tickets available at the talk and \$5 for non-tour goers.

The Landmark Society is grateful to the major House and Garden Tour Sponsors: Platinum Sponsor: UBS, Silver Sponsor: Pike Stained Glass, Copper Sponsor: Rochester Colonial and Ticket Sales Sponsor: Parkleigh.

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.