



**Contact:**

Cindy Boyer

[cboyer@landmarksociety.org](mailto:cboyer@landmarksociety.org)

(585)546-7029 x12

**FOR IMMEDIATE RELEASE:**

**LANDMARK SOCIETY 2013 INSIDE DOWNTOWN TOUR SET FOR OCT 4-5  
FEATURES BRIDGE SQUARE HISTORIC DISTRICT – PLUS!**

*Tour of Area known as Cascade District also features Academy Building  
on Fitzhugh Street, and the newly opened lofts at 44 Exchange Street*

ROCHESTER, NY September 12, 2013 —The Landmark Society of Western New York's Inside Downtown Tour incorporates urban environments where folks are creating exciting spaces to live and work. This year's 10<sup>th</sup> annual event will take participants inside places in the Bridge Square Historic District, which many think of as the Cascade neighborhood.

"We toured some of the buildings there seven years ago, but a lot has changed, and there are quite a few 'brand new' old buildings experiencing new life," said Cindy Boyer, Landmark Society Director of Public Programs. A bonus to the event is tours of two projects a little outside the District that are also included: The Academy Building on Fitzhugh Street, and the newly opened lofts at 44 Exchange.

Repurposed buildings in this district were among the first in Rochester to incorporate a celebration of the original materials, rather than hiding them in imitation of a suburban interior. Brick, exposed beams, and other remnants of earlier days insure residents and visitors enjoy a place with unique character.

The district's Knowlton Building manufactured machinery that made paper boxes. A busy piano factory was in the area, as well as several stables housing carriages and horses. The "nerdy eyeglasses" are the Art-Rim Clubman style, created by the district's ArtCraft Optical in the 1940's and still fashionable today. Even the City Morgue was built here in 1901, and continued operation for 60 years. All of these spaces now have new life as work places and homes.

This year the tour will be held on the first weekend in October. The sites will be open Friday October 4<sup>th</sup> from 5:30 to 8:30 pm and Saturday, October 5<sup>th</sup> from 11 am to 4 pm.

The tour is self-guided, with hosts at each location. Tour tickets will be good both Friday evening October 4<sup>th</sup> and Saturday during the day of October 5<sup>th</sup>. The Inside Downtown Tour is supported by Buckingham Properties and by Hugh & Mary Clare Hamlin.

Ticket holders may visit each tour stop one time, in any order. On Friday night the friendly "Rochester Red Shirts" will greet and guide participants. "These retired law enforcement officers from the Downtown Special Services Program will be easy to spot in their red polo shirts," said Boyer "and will make sure you know the way to the different tour stops. They even wear glow lights at night!"

LANDMARK SOCIETY OF WESTERN NEW YORK, INC.

133 SOUTH FITZHUGH STREET / ROCHESTER, NEW YORK 14608-2204 / 585-546-7029/FAX: 585-546-4788  
[www.landmarksociety.org](http://www.landmarksociety.org) [info@landmarksociety.org](mailto:info@landmarksociety.org)

PLEASE NOTE: Inside Downtown Tour Tickets are available now online at [www.landmarksociety.org](http://www.landmarksociety.org) or by phone at (585)546-7029 x11. After September 20 they may be purchased in person at Parkleigh. Advance tickets are \$22. If tickets are available the days of the tour they will be \$25 for all, at tour headquarters at Nothnagle, Inc., 217 West Main St., Rochester.

Supported in part by **New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.**

***About The Landmark Society:*** *In its 75<sup>th</sup> year, 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).*