

LANDMARKS

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THE LANDMARK SOCIETY OF WESTERN NEW YORK

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The 2019 Preservation Awards

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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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2019 Preservation Awards



Preservation Scorecard



Travel Tours



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STONE-TOLAN TOUR GUIDE

Judith Trabert

From the Director



In late August we moved into our new headquarters at **Warner Castle**. Prompted by the building's uncertain future use, we worked with the County of Monroe to devise a unique partnership to relocate The Landmark Society to the iconic 1854 building located in Rochester's Highland Park. We also closed on the sale of our former home, the Hoyt-Potter House, located in Corn Hill. Prior to the sale, protective covenants were attached to protect the building's character and architectural integrity. Even though the move to Warner Castle has occurred and staff is working from our new offices, the project is still very much a work in progress. Recent aspects of the project include the installation of a split duct air conditioning system, plaster wall repairs, flooring, new lighting, some interior painting and upgraded data wiring and information technology equipment. We anticipate that this major phase of rehabilitation will continue through late fall and will include additional electrical upgrades, additional flooring finishes, completion of the interior painting and the rehabilitation of the loggia, the covered gallery located on the rear of the building.

We will be offering office space to two nonprofit partners, and we are excited to be finalizing these leases with the Rochester chapter of the American Institute of Architects (AIA) and the Highland Park Conservancy. Special appreciation is given to the County of Monroe for their continued support, as well as several key donors whose early contributions have made this project possible. Once we complete this first substantial phase of rehab, we anticipate a need for your support to complete the project. Stay tuned for project updates!

The Landmark Society has several upcoming events, so mark your calendars now! I invite you to attend our annual **Awards Ceremony/Annual Meeting on November 17 at 3 pm** in Rochester's historic city hall council

chambers. Honoring those projects and individuals who reflect a passion and commitment to historic preservation is one of the most important functions of the organization. It is always interesting and uplifting to see and hear about some of our region's most impressive projects. As in the past, this year's event will also include a brief business meeting to vote and welcome new trustees to our board.

Also, you will note in this issue of *Landmarks* that we proudly announce this year's **Five to Revive** list. This program sheds light on significant historic resources in need, which we believe will yield catalytic results in their respective neighborhoods or communities. Thank you to our passionate committee—evaluating and selecting five properties from such a diverse list of potential listings is a challenge. Finally, don't forget to save the date for this year's **Annual Jubilee**. This year's celebration will take place the evening of Saturday, December 7th at The Arbor Loft. You can find all the exciting details on page 17. Thanks to this year's sponsors, including our title sponsors, Marshall Boxes and Five Star Bank—we couldn't do it without you!

It is once again the time of year when our organization humbly asks for your support in this year's **Annual Fund**. As many of you realize, our annual operating budget relies heavily on the individual support of our donors. Approximately 15% of our operating revenues are provided by our endowment earnings, while we depend on private membership and donations for over 40% of our annual budget. Look for our annual fund mailing to occur in November and please consider contributing!

As always, thank you for your interest, passion and support!

All the best,

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



Bank of Belfast Building Town of Belfast, Allegany County

Built in 1903, this Colonial Revival style commercial building in the unincorporated hamlet of Belfast remains remarkably intact today and is the most prominent building in downtown Belfast. The owner, who recently acquired several other downtown commercial buildings, is gradually making significant investments in the property. The first floor continues to house commercial offices and the second floor is being converted to a residential unit, retaining historic details like pressed metal ceilings, unpainted woodwork, and original doors and windows.

OUT



102 N. Main St Village of Naples, Ontario County

Although it had experienced alterations over time, 102 N. Main St. was one of the oldest commercial buildings in the village of Naples. This past summer, the building suffered a fire that compromised its structural integrity and was subsequently demolished. Village officials hope to eventually fill the gap in the streetscape with modern infill.

TOO CLOSE TO CALL



510-514 W. Main St. City of Rochester, Monroe County

Larger and more imposing than its immediate neighbors, this three story, brick commercial building just west of downtown in the Susan B. Anthony neighborhood, is currently in tax foreclosure and has been vacant for several years. Located in Madison Square/W. Main Street Historic District, a National Register designation, it is the only building in this otherwise stable commercial corridor that is not occupied. Neighbors hope to see a new owner who can convert the property back to a community asset.



5 CASTLE PARK, ROCHESTER NY 14620

We're At Warner Castle — And So Are The Contractors

by Cindy Boyer

As you've probably heard by now, The Landmark Society has moved to Warner Castle, located in Highland Park. We're settling in—although the building is still very much a renovation site, as meeting rooms and new restrooms are completed, and an ADA compliant entrance is developed. Because of this, we are not able to invite you to take a look at this time.

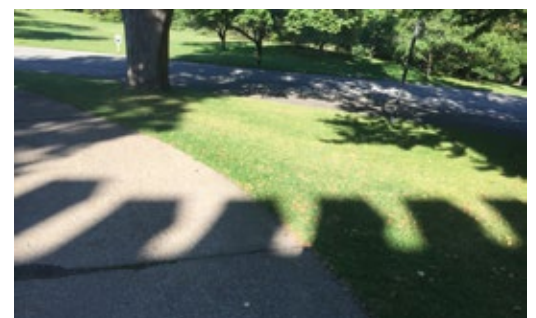
We look forward to welcoming you to this wonderful place in 2020



Above: Executive Director Wayne Goodman and one of the movers from Sheridan Family Movers greet the moving van.

Left: 22 steps from the first to second floor!

Below: Our new home casts a distinctive shadow

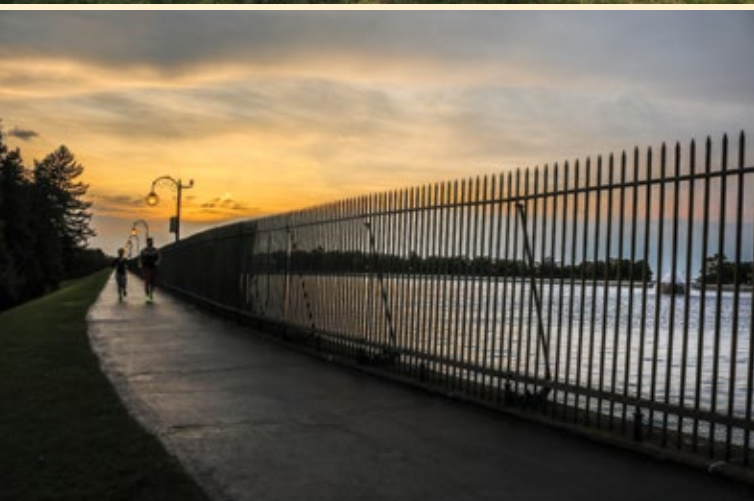


2019 FIVE to REVIVE

by Caitlin Meives

The heart of preservation is community revitalization. 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 work collaboratively with owners, municipal officials, and developers to facilitate investment and foster rehabilitation. 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.



Highland Reservoir & Cobbs Hill Reservoir City of Rochester, Monroe County

Built as part of the City of Rochester's water system, both Highland and Cobbs Hill Reservoirs are also prominent components of the City's parks system, integral to the designs authored by renowned landscape architect, Frederick Law Olmsted and his successor firm, the Olmsted Brothers. Highland Reservoir was constructed between 1873 and 1876 as part of early efforts to develop state-of-the-art water infrastructure for a growing city. With the creation of Rochester's park system in the late 1880s, the reservoir became a major landscape feature at the heart of Highland Park, carefully integrated into the park's sophisticated design.

Cobbs Hill Reservoir was built between 1905 and 1908 as the centerpiece of Cobbs Hill Park. Sited atop the Pinnacle Hill range and visible from many areas throughout Rochester, Cobbs Hill Reservoir is a uniquely prominent aesthetic and recreational asset in our community.

Both reservoirs are key functional components in the City of Rochester's water supply system, collectively holding 160 million gallons of drinking water. But both are also key visual features in their respective parks, inseparable from the surrounding landscape design. Cobbs Hill Reservoir is surrounded by a circular roadway and pedestrian path that experience heavy use throughout the year. With the planned reconstruction of the former Children's Pavilion adjacent to the reservoir in Highland Park, the Highland Reservoir will become an even more prominent feature.

Today, both water features face potential drastic alterations as the City of Rochester Water Bureau seeks to comply with a federal

law that requires public water systems provide physical covers over the reservoirs or provide additional water treatment to protect against microbial contaminants. The City of Rochester is currently investigating options for bringing Highland Reservoir into compliance with these federal regulations.

Several of the options under consideration would result in partial or complete removal of the water feature from these parks. Once the future of the Highland Reservoir has been determined, attention will be turned to Cobbs Hill Reservoir for compliance action. Although the Water Bureau is only discussing Highland Reservoir at this time, the decisions made now may establish the precedent for Cobbs Hill in the future.

If performed without sensitivity to the historic reservoirs and their respective surrounding park landscapes, the mandated compliance processes risk destroying two prominent community assets. We believe an economically responsible solution can be found that allows the reservoirs to come into compliance with the federal legislation while also retaining the water features and respecting the essential character of these important parks.

6 Madison Street City of Rochester, Monroe County

Located in the Susan B. Anthony Neighborhood west of downtown, 6 Madison Street is a vernacular two-and-a-half story brick house. Unused for more than 20 years, it is one of the few vacant properties in the neighborhood awaiting rehabilitation. Although the building has been secured from the elements, the longer it waits for a new use, the more expensive—and unlikely—a rehab project becomes. With an active neighborhood association, significant recent investments in the West Main Street commercial corridor, ongoing investments in residential properties, and the proximity of community assets like the National Susan B. Anthony Museum & House, and 540WMain Communitiversity, 6 Madison Street is well-positioned for a full-scale rehabilitation



From left to right: Parsells Church, Wesleyan Church, Trinity Episcopal Church, and Logan Community Center

Adaptive Reuse of Historic Houses of Worship Throughout the region

Throughout our region—and the country—historic houses of worship of all denominations face the challenges of declining membership and financial resources along with the substantial responsibilities and costs of maintaining historic buildings, many of which are large and complex. Although some congregations have combined forces, reduced costs, and generated alternative sources of revenue, many still struggle to make ends meet, leaving the historic buildings they occupy at risk.

With the percentage of Americans who claim no formal religious identity soaring from only six percent in 1991 to twenty-five percent today, this trend is likely to grow worse. If we are to save the rich heritage of religious architecture, religious entities must work creatively with partners outside their congregations to find new uses for these special buildings. Examples of successful adaptive reuse projects—where historic houses of worship have been adapted to new uses—can be found throughout New York State. However, adaptive reuse projects involving historic religious buildings and campuses face several hurdles—significant costs, access to development partners with capital, the difficulty of adapting large open, sanctuaries to new uses, and community opposition, to name a few.

With this thematic listing, we are highlighting four current or former houses of worship, at varying stages of development, all of which must find new, economically viable uses and partners to secure their future: The Historic Parsells Church in the city of Rochester; former Wesleyan Church in the town of Seneca Falls; Trinity Episcopal Church in the city of Geneva; and Logan Community Center in the town of Hector.

Five to Revive, continued from page 7

Hamlet of Childs

Town of Gaines, Orleans County

The unincorporated hamlet of Childs is located a few miles north of the Village of Albion, at the intersection of State Routes 98 and 104. The hamlet is home to the Tillman's Historic Village Inn and Fair Haven Inn, several pre-Civil War wood frame and brick historic houses, and the National Historic Landmark Cobblestone Museum. Also known as the Ridge Road, Route 104 has served as a main artery for east-west travel between the Genesee and Niagara Rivers since the early 19th century. Childs has functioned as a stopping point along the route since the first portion of the Village Inn was built in 1824.

The hamlet's history as a transportation corridor, which initially allowed it to flourish, has paradoxically contributed to its present-day struggles. Automobile-oriented design and development have made the hamlet inhospitable and dangerous to patrons of the Museum and local businesses, while insensitive new developments threaten to further erode the character and vitality of the historic hamlet. The future economic potential of Childs lies in its unique historic character. Modern planning and zoning practices that encourage sensitive new construction, along with the addition of pedestrian-oriented infrastructure and design, could help guide the hamlet's growth and enhance its economic development.



King's Daughters and Sons Building Village of Dansville, Livingston County

Most recently known as the King's Daughters and Sons Home, this c.1860 three story, brick building was originally constructed as the Dansville Seminary. In 1890, it became the first hospital in town and from 1924 through 2012, it served as the King's Daughters Home, an assisted living facility. The property, which sits at the edge of the village in a residential neighborhood, has been vacant since the King's Daughters Home closed. In 2014, the sprinkler system burst, causing significant water damage throughout the interior. However, the building remains structurally sound and secure from the elements. With its solid construction, historic architectural detailing, and village location, it would make an excellent candidate for residential reuse.

All photos courtesy Kyle Benjamin

Writers & Landmarks

A Firehouse by Any Other Name

by Janice Gouldthorpe

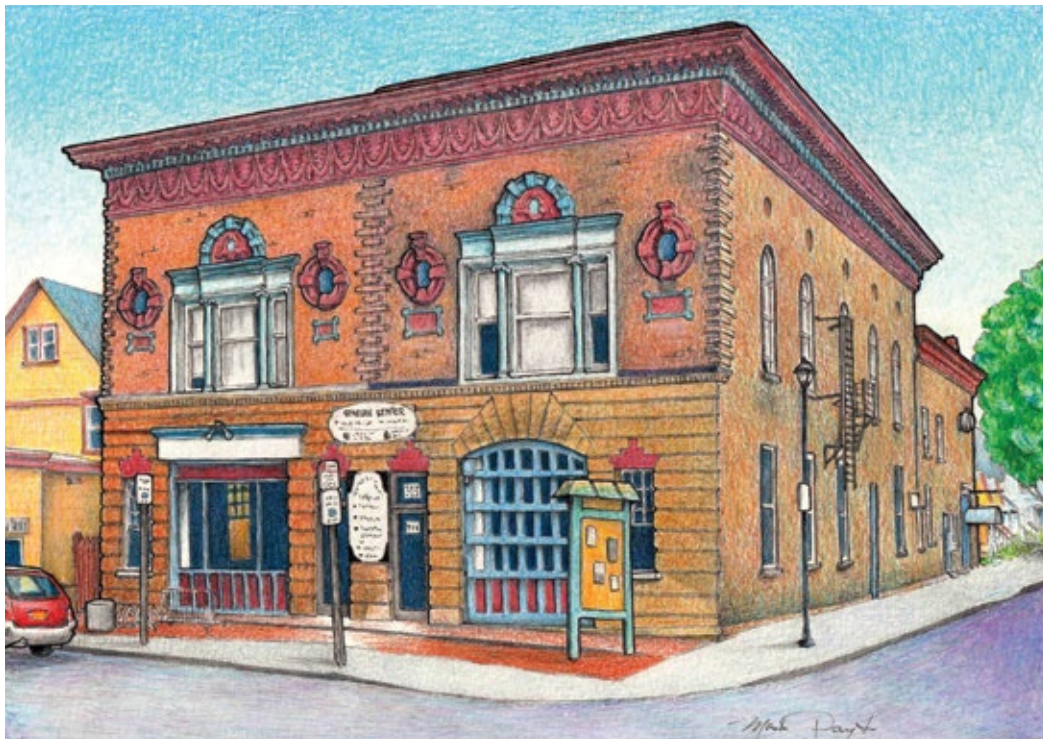


Illustration by Mark Payton

Have you ever imagined what a building could be like if it were totally repurposed from the original intent? What if you turned a school into housing? What about an auto repair shop into a grocery? What about a firehouse into an arts center? That is exactly what happened more than 40 years ago for the Flower City Arts Center (then called the Genesee Center for the Arts, Education and New Ideas!). The space at 713 Monroe Avenue had been a firehouse—actually two firehouses—from 1895 up until the 1960's. Then, a small group of intrepid individuals took on the challenge of offering community learning classes in everything from art to cooking (vegetarian was just beginning to be “a thing”) to dancing. This initial group took the basic bones of the building and transformed the spaces into warm and welcoming spaces.

Through the years, many different businesses were also housed in the building. Some of these have gone on to other spaces such as the Genesee Co-op Federal Credit Union which started on a card table on the second floor of the firehouse. Also, the Gay Alliance of the Genesee Valley (now the Out Alliance) got its start in the protection of the firehouse. Some businesses were reconstituted as similar entities such as Abundance Cooperative Food Market. This business got its start as a for-profit subsidiary of the non-profit arts center then left the firehouse to start again on Marshall Street and now on South Avenue.

The space is large with over 14,000 sq ft in the building. The space is large with ceilings stretching to 14 feet. The space is

large with multiple staircases and rooms and many challenges. Do you get the idea that it is large! You can almost imagine the horses inside the building and then the motorized vehicles and trucks that came later. It has done duty in service to the community for sure!

What does this space feel like today? It is truly an arts center. The quirkiness of the old firepoles and the wooden ceilings and the port windows and the hose tower all serve to enhance the feeling of creativity that you feel as you enter each studio space. Much of the charm has been retained while striving to repurpose the building into good working space for the artists. From the old hay loft which is now a darkroom to the bunk quarters that have been transformed into a computer lab, the space functions much differently than the time when it was a firehouse housing firemen and horses—but it all seems to work to serve the community!

It is a joy to know that this old building—built as two structures, 10 years apart in 1895 and 1905—is still in use today and able to be loved by all who enter to enhance the creativity of our community!

Janice Gouldthorpe, has been the director of the Flower City Arts Center since 2005. Janice is passionate about arts and about preservation and lives in an 1845 house on the Erie Canal in Fairport.

The 2019 Preservation Awards

Presented on November 17

by Cynthia Howk

It's time again for The Landmark Society's highly anticipated Annual Awards Ceremony. Join us on Sunday, November 17 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 2019 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.

Farmer's Creekside Tavern and Inn

1 Main Street, Village of LeRoy, Genesee County, New York

This year's Conable Award recognizes an outstanding rehabilitation project in LeRoy that signifies the owner's tenacity and commitment to community revitalization. The handsome stone building located at One Main Street, overlooking Oatka Creek, was originally built in the 1820s, serving as a hat factory and private residence, prior to becoming a restaurant that was a major gathering place for residents and visitors. In 2004, a fire devastated the building, causing extensive damage that threatened the

stability of the surviving structure. In 2007, Bill Farmer, founder of Catenary Construction, purchased the building and spent the next ten years rehabilitating it. His expertise as a masonry contractor and developer was critical to the success of the project, which posed numerous challenges, both structural and financial. Careful sorting of damaged building parts and materials allowed their re-use in the rehabilitation. The resulting four-level, 10,000-square-foot building blends the old with the new, with fine dining facilities, two bars, rooms for lodging, and a dramatic outdoor terrace with patio seating overlooking the creek.

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.

Free Style Mercantile and Café

2566 Scottsville-Mumford Road, hamlet of Mumford, Monroe County

In a lovely setting on Oatka Creek, this handsome, 1931 commercial building was originally one of three, Tudor Revival-style service stations in Monroe County. Its challenging rehabilitation, as a retail shop and café, was completed by Pavilion residents, Deborah and Russell Fee, who acquired the long-vacant building, navigated zoning requirements, reinstated public utilities, removed extensive alterations, and restored original features, including the picturesque exterior and decorative stone flooring.





Stewardship Award

Our Lady of Victory/St. Joseph's Catholic Church

210 Pleasant Street, City of Rochester

With official city, state, and federal landmark designation, this historic house of worship has served as an important anchor in the St. Paul/North Clinton area for over 150 years. Despite threat of demolition in the 1970s, the church survived and continues to play an important role in this downtown neighborhood. Over a period of years, the church interior had many renovations to resolve practical problems, that did not enhance the artistic, historic, or liturgical character of the original building. Over the past two years, the congregation worked with Granada Liturgical Arts of Spain and SWBR Architects of Rochester to develop and complete a renovation of the sanctuary, which included structural repairs, restoration of missing architectural details, new artwork, and painted finishes. The project team included architect Ryan Zegarelli, general contractor Frank J. Marianacci, artist Scott Grove and craftsman Sean Fallon.

Historic Landscape Award

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

Mr. and Mrs. Steve Schantz | Sunken Garden

959 Winona Boulevard, Town of Irondequoit, Monroe County

This early-20th-century "sunken garden" located in a wooded ravine at the corner of St. Paul Boulevard was originally created as part of the estate developed in the 1910s-'20s by art dealer William Bemish and his wife, Georgia, heir to the J.K. Post Drug Company. The garden is a mix of Arts & Crafts and Naturalistic landscape design, with additional whimsical touches. In the 1990s, the current owners began removing years of accumulated debris and underbrush, once again revealing the elaborate terraced gardens that had been largely lost to time. Although the identity of the garden designer has not yet been found, the garden is unique in our region and is one of its best-kept secrets.



Historic Home Award

The Historic Home Award is given to owners of private residences for their continued care of and commitment to the preservation of an architecturally significant house over a minimum of seven years.

Dr. and Mrs. Ronald Reed | Drescher-Reed Estate

2615–2585 East Avenue, Town of Brighton, Monroe County

The challenging restoration of "Twin Gables," the original Bausch-Drescher house (1912), designed by Leon Stern, with its neighbor, the Baird House (1915), and the extensive gardens designed by Alling DeForest have been the focus of the current owners for over 15 years. Many of the area's preservation craftsmen, together with landscape architect Mark Bayer, have completed carefully executed work on the historic buildings and landscape design that enhance this signature, early-20th-century property.

The 2019 Preservation Awards, continued

Paul Malo Award for Community Preservation Advocacy

Dan and Barbara Hoffman

Long-time Landmark Society members, the Hoffmans have been preservation advocates in Rochester's Susan B. Anthony Preservation District for over four decades. In 1982, they formed Hoffman Associates, whose rehabilitation of the commercial building at 540 W. Main Street was the recipient of a Landmark Society "Award of Merit." Subsequent projects have included the rehabilitation of several additional commercial and residential buildings in the district. Formerly residents of West Irondequoit, the Hoffmans relocated to the West Main/Madison Square neighborhood to more actively support the rehabilitation efforts there. They purchased one of the district's most significant houses, a Second Empire residence at 8 King Street, which has been restored as their home and business office. Today, these deeply committed preservation advocates are two of the longest-serving activists in the Susan B. Anthony Preservation District.

Special Achievement Award

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

Jean Czerkas

Landscape Architecture and Local History Research, Rochester, New York

For over four decades, the late Jean Czerkas conducted extensive research on Alling Stephen DeForest, Rochester's premier, early 20th-century landscape architect, which resulted in a wider awareness of his work and the recognition of his achievements in the National Park Service's seminal book, "Pioneers of American Landscape Design." A former trustee of The Landmark Society and the Friends of Mt. Hope Cemetery, Jean also researched many of the "permanent residents" in the cemetery, including Frederick Douglass' daughter, Rosetta Sprague, discovering previously unknown information about this remarkable family. An intrepid detective, Jean, who died in September, devoted her time, talent, and extensive travels to locating important new material about Rochester's people, places, and the built environment.

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.

Greece Historical Society

Now celebrating its 50th anniversary, the Greece Historical Society has been an important preservation advocate in the town. Its major preservation projects include the establishment of a Town Preservation Commission, a Historic Resources Inventory of the town's 101 most significant properties, and the recently completed "Thematic Inventory of the Architecture of James H. Johnson," its most ambitious project, to date. In 1988, the Society acquired its present headquarters, the former Larkin-Beattie-Howe House, which was moved to the Town Hall campus where a museum exhibit hall was later added. GHS currently hosts a popular evening lecture series on local history, architecture, and preservation, that draws large and enthusiastic audiences each month.



Special Citation

Guard Tower Cupolas | New York State Correctional Facility

639 Exchange Street, Town of Attica, Wyoming County

This challenging project for the 1930s complex included extensive repairs of and improvements to the iconic prison towers, their roofs, and copper-clad cupolas. Spring Sheet Metal & Roofing Co. of Rochester coordinated the copper metal work, under the direction of Mark Cooper, with Bero Architecture PLLC as consultant. The cupolas were thoroughly documented, removed, restored off site, then returned to their highly visible locations, atop the correctional facility towers.

The 2019 Preservation Awards, continued



Special Citation

Thematic Inventory: The Architecture of James H. Johnson

A landmark study of Rochester's iconic, late-20th-century architect, which catalogues his decades'-long career. Sponsored by the Greece Historical Society, this project was completed by preservation consultant Gina DiBella, and Bero Architecture PLLC staff, Katie Eggers Comeau and Christopher Brandt, with funding from the Preservation League of New York State, The Landmark Society of Western New York, the Greece Historical Society, and the family of James H. Johnson.

Photo credit: James Johnson Slide Collection

See the related article on the following page!

Parrott Hall—Slowly but Surely

by Larry Francer

It has been a long road to saving Parrott Hall, the beautiful Italianate mansion on Cornell's Agri-Tech campus in Geneva. But patience, perseverance, and sheer guts have proven to be the right combination for traversing the complicated trajectory of this project. The Landmark Society first met with a group of concerned citizens at the site nearly five years ago! Since then, the Friends of Parrott Hall have become a 501(c)3, non-profit organization, and have led the charge to save this historic building with a coalition that includes the City of Geneva, The Landmark Society, and the Preservation League of New York State. When a demolition order was issued by the NYS Office of Parks, Recreation, and Historic Preservation (OPRHP) in 2018, the Parrott Hall Coalition's negotiating skills were put to the test. It was virtually hours before the planned demolition, that OPRHP agreed to work with the Parrott Hall Coalition to secure funding to stabilize the badly neglected building and, ultimately, to formulate a plan and raise additional funds for reuse. That funding was partially realized with a



\$400,000 matching grant through the Environmental Protection Fund awarded through the 2018 Finger Lakes Regional Economic Development Council's Combined Funding Application process.

The Coalition was recently given the keys to Parrott Hall, have taken our first walk-through of the building, have engaged Crawford & Stearns architectural firm, and are patiently waiting for initial reports before the stabilization begins. In the meantime, The Friends of Parrott Hall have raised nearly \$25,000 in donations and have been strategizing with the Coalition on their full fundraising campaign. Funds for a feasibility study have been raised through a \$9,500 grant from

the Preservation League's Donald Stephen Gratz Preservation Services Fund and \$3,500 from The Landmark Society's Preservation Grant Fund. The Preservation League has also been awarded a JM McDonald Foundation grant for \$10,000 and has pledged \$25,000 from their Endangered Properties Intervention Program (EPIP) toward stabilization of the building.

We look forward to sharing with our readers the progress on this monumental project in the coming years.

James H. Johnson, Rochester's Modern Maverick

by Katie Eggers Comeau and Christopher Brandt, Bero Architecture, PLLC

During a career spanning over 50 years, James H. Johnson designed some of the most unusual and memorable buildings in the Rochester area. He is best known for the Antell-Whitman House (better known as the “Mushroom House”); other prominent projects include St. John the Evangelist Church in Greece, Temple Sinai in Brighton, and the Liberty Pole in downtown Rochester.



Our Lady of Mercy Rectory, Greece (1965). This was Johnson's first earth-formed concrete building, using a process he developed with ceramic artists James and Philip Secrest. It is also the only one of his six earth-formed concrete buildings that has been demolished. Historic view from the James Johnson Slide Collection.

Johnson was born in 1932 in Springfield, Missouri. Through family connections in the local construction business, he developed a deep interest in construction, and particularly in concrete, which he later described as “the best material in the world” for the flexibility it offered architects. We have Johnson's wife Sarah to thank for their presence in Rochester, as they moved here in 1957 so she could pursue what became a long and successful career as a cellist and music teacher.

In Rochester, Johnson worked briefly for two local architectural firms, before a commission to design the parish hall at Our Lady of Mercy Parish in Greece enabled him to establish his own solo practice in 1961. Working on his own, Johnson had the freedom to pursue his interest in testing the aesthetic and structural boundaries of architecture. His experiments reached their apex in a series of six earth-formed concrete buildings he designed in the mid-to-late 1960s, including the “Mushroom House,” the true botanical inspiration for which was Queen Anne's Lace.

These buildings were constructed by pouring concrete directly into molds created in the earth on the construction site; after the concrete cured it was hoisted or tipped into place to form the exterior walls. One of the six earth-formed buildings, Our Lady of Mercy Rectory in Greece, has been demolished, but the others survive: in addition to the Antell-Whitman House they are St. Januarius Church in Naples, Temple Sinai in Brighton, Penfield Presbyterian Church (altered), and the “Airplane House” in Victor, still owned by the original clients 50 years after it was built.

Structural engineer Ray DiPasquale played a critical role in most of Johnson's daring designs in the 1960s and 1970s; as Johnson said, DiPasquale “gave us the ability to be free with our thoughts and our actions, because he always was able to back up anything that we did.” Artists Wendell Castle, James and Philip Secrest, Kurt Feuerherm, Marguerite Antell, and Carl Zollo collaborated with Johnson on multiple projects in the same era, their work



St. Januarius Church, Naples (1965-66). This construction photo shows the concrete panels that form the exterior walls being tipped into place, having been formed on site in a mold created in the earth. James Johnson Slide Collection.

Above: Interior of St. Januarius Church, Naples. The concrete walls have a deep honeycomb texture on the interior, with colored glass set into each indentation, creating a dazzling multicolored effect.

enhancing and, in some cases, merging with his in a way that blurred the line between architecture and sculpture.

As Johnson's career extended well into the 21st century, he continued to explore unusual geometry such as spiral and pyramidal forms, as well as botanical inspiration such as hummingbird wings and leaves. Any time a dramatic, sculptural roofline in the Rochester area catches your eye, there's a good chance you're looking at a Johnson-designed building.

We were pleased to spend a year and a half working on a survey of Johnson's work sponsored by the Greece Historical Society, with financial support from the Preservation League of New York State, the New York State Council on the Arts, the Johnson family, and the Landmark Society, and research assistance from Gina DiBella. The Johnson family, particularly Jim's wife, Sarah, and daughter, Betsy, were generous with their time and allowed us access to all of his drawings, slides, and other materials. This project has provided a much clearer picture of the extent and remarkable variety of Johnson's work, which included over 400 designed projects, including additions, single-family houses, houses of worship, townhouse complexes, and some highly imaginative but unbuilt designs. Only one of Johnson's projects (the Liberty Pole) is currently listed in the National Register of Historic Places, and three (Temple Sinai, a private house in Brighton, and



Antell-Whitman House, Perinton (1969). The "Mushroom House" pods were built using two molds created at the site, one for the upper halves and one for the lower halves. This photo shows the two molds (foreground and middle ground), with the building under construction in the background. James Johnson Slide Collection.



the “Mushroom House”) are locally designated landmarks.

We identified 16 additional National Register-eligible properties, as well as 11 that are likely to become eligible once they are at least 50 years old; more may be added to this list as Johnson’s work from the 1980s and later is better understood. We hope that our project will bring about more local designations and National Register nominations that will celebrate the unique architectural legacy of James H. Johnson.

Left: Antell-Whitman House, Perinton (1969). Once the concrete pods were cast and cured, they were hoisted into place using cranes. James Johnson Slide Collection.

Below: Ski Chalet, Naples (1969). Although the irregular form of this house that sits next to Hunt Hollow Ski Club resembles his earth-formed building, the exterior material is urethane foam. James Johnson Slide Collection.



The Landmark Society Annual Jubilee

Presented by Marshall Boxes & Five Star Bank

by Carolyn Haygood



Jubilee Information

When – Saturday, December 7th, 2019

Where – Arbor Loft, 10 Winthrop Street, Rochester

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

Attire – After five

Plated Dinner – Entrée selections will be available online during the ticket processing

Cost – Early bird price \$85 per person October 21st to November 7th
\$95 per person after November 7th
\$680 for a table of 8

By the time you read this article, The Landmark Society's Office will have relocated to Warner Castle. This Gothic-style castle was once the home of affluent Rochester attorney and newspaper editor Horatio Warner. Tucked away in a beautiful enchanted corner of Highland Park, appropriately located on Castle Park, this gothic structure emerges from its surrounding beauty like something out of a fairytale. So, what does this have to do with the Jubilee? Imagine the number of boxes, muscle, sweat, and, yes, frustration, to pack 28 years of accumulation at Hoyt Potter of projects, surveys, committee minutes and supplies. So, I'll ask again: What does this have to do with the Jubilee? Everything! The staff is ready to let their hair down to royally celebrate and "partay" with you.

This year's Jubilee will take place at The Arbor Loft, which is in the repurposed former Craig Autometrics Shop at 10 Winthrop Street. The two-story brick building was constructed in 1930. It served for decades as the repair and body shop for Hallman's Chevrolet, which was located a half-block away at 200 East Ave. For many years Hallman's was one of the largest Chevy car dealerships in the country. Hallman's operated its dealership and the repair shop until the early 1990s. Burch Craig, owner of Craig Autometrics since 1980, bought the building and surrounding parking lot acreage in 1994. The Arbor Loft has 6,000 square feet of elegant event space overlooking Downtown Rochester and the East End. Its white walls, wooden floors, exposed beams, and rustic charm make the venue a perfect location for our event.

The evening's musical entertainment will feature Rochester's own band, A Few Bad Apples. They were such a hit last year that we had to invite them back! A Few Bad Apples was formed in 1988 by founder and saxophonist Marvin A. Williams, along

with the late Bill Watson who was the keyboard player. The present group has been together since 1994 and includes Tony Hiler on drums, and Christopher Northington on bass. New to the group is keyboard player, Gian Carlo Cervone. Members of the group are Ministers of Music for area churches and are members of church music ministries in the Greater Rochester area. The band plays mostly jazz and popular music after having played long-term club engagements at several well-known establishments. They are also well versed in other genres of music such as the Blues, Reggae, Latin, Funk, Classical, and Gospel. In addition to their long-term gigs, they have played at several festivals and events including the Mayor of Rochester's Ball, the Lilac Festival, the Corn Hill Festival, The Fringe Festival, City of Rochester Park events, private parties, dinner clubs, and weddings. Individual members of the group have played in a variety of settings including the Xerox Rochester International



A Few Bad Apples, with band members left to right: Tony Hiler, Marvin A. Williams, and Christopher Northington. Missing from photo—Gian Carlo Cervone

The Landmark Society Annual Jubilee, continued from page 17

Jazz Festival, Chuck Mangione's tour of Upstate New York, Garth Fagan Dance, and many other musical occasions.

True to form there will be an assortment of irresistible silent auction experiences to bid on, a cash call, wine pull, and limited open bar. In addition, hors d'oeuvres, a plated dinner, and fabulous sweet treats will be provided by Julia K Caters who has her own history with The Landmark Society. While working with the Sarkis Catering company, Julie once assisted with the Landmark volunteer recognition dinners in the Hoyt Potter Parlors. Julia's dishes are creative and distinct to the theme of the event she is catering. She brings an artistic and imaginative flair to everything she does and works to make each event as unique and special as her clients and their guests.

Don't miss this special event to celebrate with us. **Early bird tickets (\$85) on sale online beginning October 21st thru November 7th at landmarksociety.org. Cost \$95. Advance ticket sales only; tickets will not be sold at the door. Make sure you wear your dancing shoes!**



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Landmark Society and LGBTQ Sites



The opening of the *Stonewall: 50 Years Out* exhibit at the Rochester Central Library

Associate Director of Preservation, Larry Francer, will be representing The Landmark Society, and presenting on our *LGBTQ Landmarks Initiative*, at the Researching New York 2019 conference. The annual conference, held in November during New York History Month, brings together historians, archivists, public historians, graduate students, museum curators, teachers, documentarians, and more to share their work on New York State history topics.

This year, the conference will partner with their longtime partner, The Archives Partnership Trust, to present an expanded conference exploring all aspects of New York State History. The session title is ***Documenting, Preserving, and Presenting LGBTQ+ History 50 Years After Stonewall***. Besides Francer, the impressive panel of community leaders include Timothy D.

Judd, independent historian, speaking about *The Rochester Gay Liberation Front*; Evelyn Bailey, Out Alliance, *Shoulders to Stand On: Early Efforts to Preserve Local LGBTQ+ History & Archives*; Christine L. Ridarsky, City of Rochester/Rochester Public Library, *Stonewall: 50 Years Out—A Model for Community-Curated Exhibits*; Gatekeeper Adrian, Rochester Black Pride, *Reclaiming the Narrative: Bringing Stories from the Margins to the Center*.

Francer was among the community curators of the recent *Stonewall: 50 Years Out* exhibit. It was assembled in the Rochester Central Library's Anthony Mascioli Gallery and included an interactive display of selected sites from The Landmark Society's LGBTQ Landmarks initiative.

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Travel Tour News

Anatomy of a Great Travel Tour

by Larry Francer

It might sound a little like a lecture in a Science of Travel 101 college course but there really is a scientific process to planning a travel tour that rises above the level of those that you can book from a group tour agency. So please indulge us while we dissect the process of designing our upcoming trips to Palm Springs, February 12-17, 2020, and Las Vegas, April 13-18, 2020.



Palm Springs home of Frank Sinatra—Las Vegas, Rat Pack icon. The pool is actually piano-shaped and notice the shadows down the walkway creating a piano keys motif. Photo credit: Courtesy of Beau Monde Villas

A Distinctive Location



Palm Springs. Photo credit: Bethany Nauert

The beauty of the desert, the weather (especially in February compared to Rochester), and the wonderful collection of mid-century modern architecture makes Palm Springs a very appealing destination. We have also booked rooms in The Saguaro Palm Springs, a rehabbed Holiday Inn, that now boasts a stunning pool, great bars, and fun restaurants.



Vegas fountains and Ballys. Photo credit: Cindy Boyer

And I can hear you say, "Las Vegas, not so much!" But the weather fits the bill, and the juxtaposition of the new architecture on the strip and the classic style is quite stunning. Don't forget the Art Deco style of Hoover Dam and the mid-century neighborhoods in Vegas. On our travel tour, you will see Vegas from a very different vantage point than the blackjack table (not to mention the view from your room, mid-strip at the amazing Bally's Resort).

A Special Connection



Carla, her dad Carmen, and Jerome in Havana

The Landmark Society Travels Tours are known for the hidden gems and personal experience we offer. Staff member Cindy Boyer has been to Vegas over 20 times, knows the city like the back

of her hand and Carla Longobardi, who travelled with her folks to Cuba with us, lives in Vegas where she works for the online footwear and apparel company, Zappo's! Carla has an inside track to what's happening and cool in Vegas and is thrilled to share her local view with our guests.

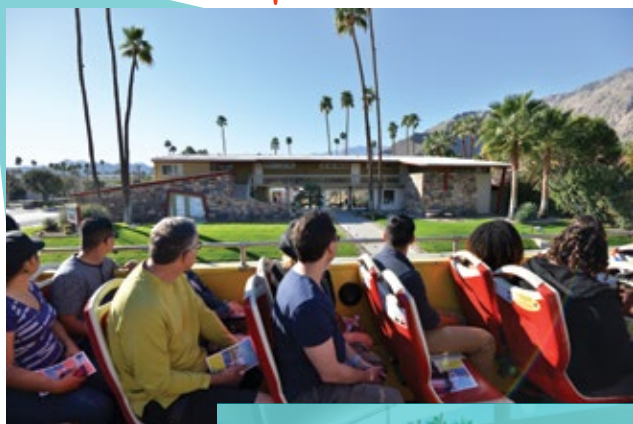
In Palm Springs, staff member Larry Francer's college roommate, Ron, and his partner Ken, will be our hosts. They have lived there for decades and Ron was on the Board of the preservation organization that ran ModWeek when it was a small local event.



Larry (second from right) and Ron (far right) at their college graduation

Which brings us to our next category on the syllabus . . .

A Special Event



ModWeek Architectural Bus Tour. Photo credit: David A Lee



ModWeek Home Tour. Photo credit: David A Lee

Mid-century modern architecture has become very stylish. Rochester has a great collection of mid-century homes with the crowning jewel being the Alcoa Aluminum House in Brighton. Architectural Digest wrote that, "If you ask any architecture enthusiast where to find the best midcentury-modern architecture in America, there's a good chance you'll get Palm Springs, California, as your answer." And the largest celebration of midcentury architecture takes place during ModWeek. So, we are going to share that experience with our guests on our February tour.



Vegas Mirage, Love, and rainbow . Photo credit: Cindy Boyer

And in Las Vegas, every day is a special event! Not only will we be going to the Hoover Dam, eating great food, and seeing the Cirque du Soleil's Beatle's tribute show, "Love," but Nevada Preservation Foundation will be giving us a private tour of their "Mid Mod Mix" tour, including access to at least one private home.

It is always great to connect with the local preservation organizations and that is another great segue to the next category for a Great Travel Tour...

Anatomy of a Great Travel Tour, continued from page 21

Making New Friends

We have found that many lasting friendships come out of an enjoyable travel tour experience. Like-minded people tend to choose the same tour. And we do always try to have a connection with a local preservation organization. Often that is just a short interaction, but we have a...

SPECIAL ANNOUNCEMENT—

We are partnering with Saratoga Springs Preservation Foundation on the Palm Springs trip. Their Executive Director, Samantha Bosshart, will be joining the tour and bringing their members to enjoy ModWeek with us. This is a partnership that we hope will grow into additional opportunities to spend quality time with our fellow New York preservation community.



Cuba Travel Tour guests at Sugar Mill Valley overlook

Final Note

We are very mindful of making our travel tours as stress free as possible. Sometimes, group tours have their guests running around from dawn until dusk and you need a vacation from your vacation. We usually don't start our days too early and we also try to work in a good amount of free time. Guests can use that time to relax or explore on their own or in small

groups. We also offer optional events to make sure that no guest sits in their room with no one to enjoy the time with. We also encourage guests to plan alternative activities, if they would prefer. If they have family or friends nearby and would rather visit with them than go to a museum, that's just fine.



Relaxing poolside at The Saguaro Palm Springs. Photo credit: Courtesy of the hotel

In Palm Springs, you will be able to book additional ModWeek events and enjoy the beautiful Hotel Saguaro pool and services...

► Palm Springs ModWeek

Landmark members \$3,475 | Nonmembers \$3,775 | Single supplement \$550. Questions: contact Larry Francer, lfrancer@landmarksociety.org, 585.546.7029 x14

► The Vegas You Never Knew You Wanted To See

Landmark members \$2,892 | Nonmembers \$3,192 | Single supplement \$310. Questions: contact Cindy Boyer, cboyer@landmarksociety.org, 585.546.7029 x12



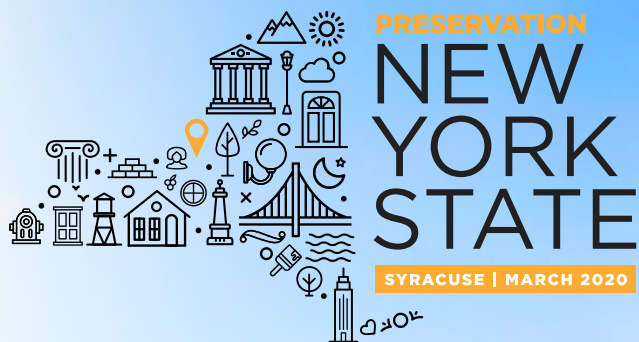
Swim under the "Eiffel" tower

...and in Las Vegas you will have the opportunity to see another show (FYI, Lady Gaga does not have a performance while we are there! Oh well, there are plenty more great shows), sit by the pool in the adjoining Paris resort, or even do a little gambling (that would be novel!).

We would love to have you join us on one of our upcoming travel tours. I really do feel that our tours are just a little different from many others. AND you are supporting the good work of The Landmark Society!

Reservation forms for both tours on our website at landmarksociety.org (under Events)

►► If you can't choose between Palm Springs and Las Vegas, we are offering a special deal: a **Modernism Package—both tours at a Discounted Rate!** Contact Larry for details.



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The Nominating Committee, chaired by Trustee Thomas Castelein,
recommends the following individuals for election:

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

Christopher Brandt, Frank Crego, Shawn Dunwoody, Larry Staub,
Judy Toyer, and Ebony Miller-Wesley

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

Jean France, Lauren Gallina, Gerald Gamm, Glenn Kellogg,
Randy Morgenstern, Mary Nicosia, and Karen Wolf

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

JoAnn Beck, Bleu Cease, William Moehle, Jane Parker, and Glen Skalny.

Cannot attend?

Please mail Proxy form to:

**The Landmark Society
of Western New York
5 Castle Park
Rochester, New York 14620**

Proxy

The undersigned member of The Landmark Society of Western New York, Inc., does hereby make, constitute, and appoint Board President James Marasco, 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 17th, 2019 at 3:00 p.m.

Date _____, 2019 Signature _____

Member Profile

Monica McCullough

Here's the answer to the question that everyone is asking — Monica McCullough is the new owner of Landmark Society's former headquarters, the Hoyt-Potter House. Monica shares with us her dreams for Rochester, development, and preservation, and the dream she never knew she had.



Q: *Monica, you recently purchased The Landmark Society's longtime headquarters, the Hoyt-Potter House. Congratulations! Tell us about your decision to purchase this historic building and its future, in your hands.*

Thank you! The entire experience has been surreal—it feels like a dream I never knew I had is coming true. A Landmark board member said to me, sometimes you don't choose a building, the building chooses you, and that feels pretty accurate to me. I'm planning to continue to use the building as office space, where my business, MM Development Advisors, will be located along with an incredible group of similar Rochester-based professional small businesses. I'll be sharing the building with Borrelli & Yots, a boutique community development and historic preservation law firm, In/Ex Architecture, an architecture firm that specializes in affordable housing, and Vanguard Engineering, a civil engineering firm with a passion for urban design. I am especially excited that among us we represent two WBEs and one MBE. In addition to the professional offices, the building will also continue to be the home for the Corn Hill Neighborhood Association and will provide some short-term space for Society for the Protection and Care of Children.

Q: *You have been a great partner to The Landmark Society in some impactful preservation projects. Tell us a little bit about the trajectory of your career.*

I landed in Rochester as a University of Rochester student. In my junior year, I interned with Providence Housing, an affiliate of Catholic Charities that develops, owns, and manages a variety of affordable housing. The organization

was only about five years old at that time and it was a really exciting time of growth and diversity of resources in the affordable housing industry. I was given the opportunity to stay after I graduated to manage a mobile home park relocation program. After that I moved to Syracuse for graduate school, where I obtained my JD/MPA from Syracuse University. After a brief stint at a law firm in Buffalo, I ended up back at Providence Housing as the organization's second Executive Director. While I was there I developed the historic Holy Rosary Campus, which is still among the most challenging and rewarding projects of my career. After that I spent a couple very valuable years as the Senior Vice President of Housing at PathStone Corporation. In 2016 I founded my business which provides development services in the fields of affordable housing, community development, and historic preservation.

Q: *Why do you think it is important to reuse historic buildings?*

Our historic resources are limited. What we don't protect will be lost in perpetuity—but, we also must live in the present. We can't preserve every historic space as a museum, stuck in time. The beauty and magic of reusing historic buildings is in the balance of both—forging ahead while steeped in the spirit of the past. I also think the reuse of any building, regardless of historic significance, is the pinnacle of green development. The simplicity of reuse gets lost in the rhetoric of environmental stewardship, but there is no more impactful decision than reuse over replacement.

Q: *I also know you are a strong neighborhood advocate. Explain to our readers why you feel it is important to be personally involved in the community.*

I have experienced community involvement as both a neighbor and as a developer. This has given me a unique perspective and appreciation for both sides of the table. I know that not every developer is a villain and not every neighbor is a NIMBY. What I see most often from both vantage points is that the loudest voices are those that are elevated—but the loudest voices are often not the most informed, involved, accurate, or representative. I believe the most important aspect of community engagement is providing factual information to as many people as possible, so that the broadest community possible has the ability to participate in a manner where differing opinions are respected and can be heard. If my involvement can help move towards that ideal in even a small way, then it is worth the effort.

Q: *And how do you see preservation, and The Landmark Society specifically, being a benefit to the community?*

The Landmark Society is a critical advocate for smart, progressive preservation. The staff at The Landmark Society is an invaluable resource for municipalities, neighbors, preservationists, and developers. The Landmark Society has earned respect and an important seat at the table by participating in preservation efforts in a way that is principled but not unyielding.

Continued on next page

Member Profile, continued

Q: What would you like to share about your personal life?

That my professional accomplishments have been achieved only through the support of many others, including my family and my husband, and that my appreciation of historic stewardship is a family affair. Among my earliest memories is eating a picnic lunch outside of Genesee Country Village with my grandparents. My childhood family vacations included Colonial Williamsburg. Growing up outside of St. Louis, Missouri, there was a point where I had the Daniel Boone Homestead tour memorized. In my college years, I took road trips to places like Malone, NY to see the Wilder Homestead and to Mansfield, MO to see the House on Rocky Ridge Farm.

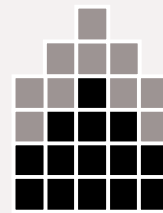
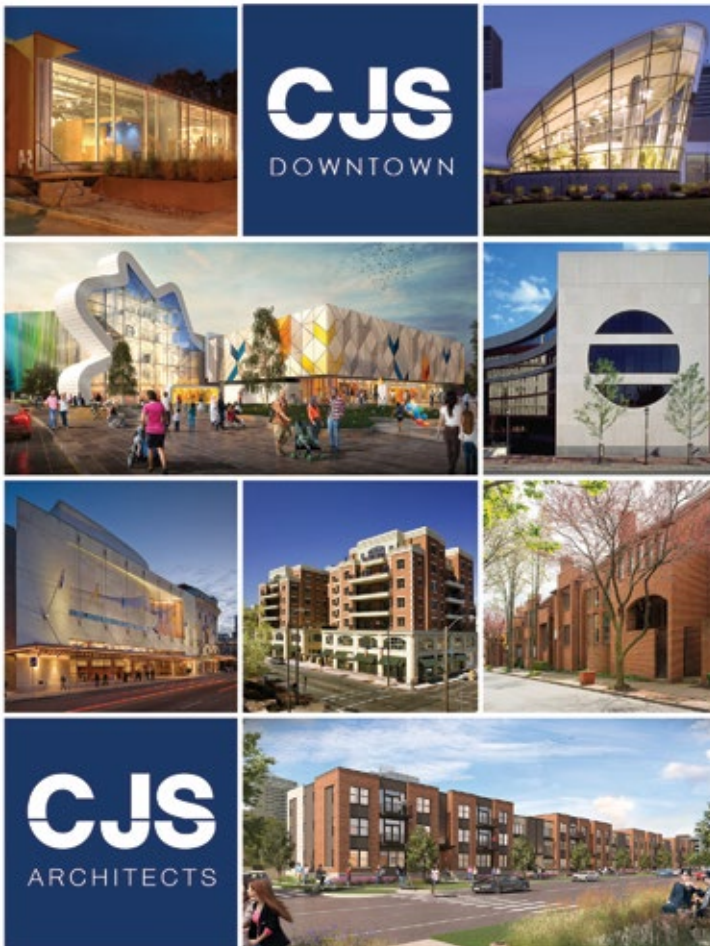
Q: What do you see as the most important decision or path that City government and citizens should take to move Rochester into being a leader in the State?

In my opinion, the best thing about Rochester is the people. We are a small City blessed with big City talent. We fall short when we don't appreciate the depth of our resources and the abilities of our own residents and businesses. Too often we invite the same players to the table over and over again, and then wonder why we get the same outcomes over and over again. When we find a way to leverage our full community of residents in a way that is transparent and inclusive, Rochester will be unstoppable.

Q: Is there anything that you wished I had asked you and would like to leave our readers with?

Well, I have a few remaining offices for rent at the Hoyt-Potter, so I wish you'd asked me how your readers can reach me if they are interested. I would love to fill the building with more preservation-minded individuals and small businesses—who are members of The Landmark Society! I can be reached at monica@mmdevelopmentadvisors.com.

Who do you think should be featured on this page? Please contact Cindy Boyer at cboyer@landmarksociety.org with suggestions for future Landmark member profiles.



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The YUP-date

by Laura M. Smith, Outreach Coordinator, YUPs



Do you know where Rochester's oldest continually operating African-American business, founded by the first African-American to graduate from the Syracuse School of Embalming, is located? What about a public library designed by famed Rochester architect James H. Johnson? These spots, as well as many other local gems, were featured in the YUP's sixth annual Bikes, Beer, and Buildings. This year's biking scavenger hunt took us to the PLEX neighborhood, where over 50 participants explored Rochester architects, community icons, and industrial history.

In August, we partnered with The Landmark Society to lead another Park Avenue Pop-Up Walking Tour in the ABC Streets neighborhood of Rochester. All proceeds from the event support the Park Avenue Historic District project.

The YUPs also continued our partnership with the Rochester Brainerd, with sold-out walking tours throughout the summer in NOTA/East Avenue, South Wedge, Corn Hill, and Maplewood. Speaking of sold-out events, the YUP's final Tavern Takeover was a huge success! The event was held in partnership with WXXI and RocCity Rotary and was sponsored by The Sarkis Team at Howard Hanna and Dwyer Architectural. In addition to perfect summer weather and the ideal venue in the oldest tavern in the oldest house in Monroe County—the Stone-Tolan House Historic Site—Silver Lake Brewing Project shared some amazing local beer and Flower City Beer Choir led us in traditional drinking songs.

This fall, the YUPs will be hosting a second installment of our famous Rochester architects talk, in partnership with AIA Rochester. We will also be traveling to the City of Brotherly Love to join other young professional preservationist organizations from across the northeast and midwest at the Rust Belt Coalition of Young Preservationists' Rust Belt Takeover.

Interested in getting actively involved with the YUP steering committee or a smaller planning team? Have ideas for a YUP event or project? Reach out to us on Facebook or Instagram or contact Caitlin Meives at cmeives@landmarksociety.org.

Top: YUP Steering Committee member, Christopher Brandt, leads tour-goers into one of the homes on the Park Ave. Pop-Up Walking Tour. Photo courtesy Katherine Grabosky.

Middle: YUP members Caitlin Meives and Christopher Brandt led several Architecture in the Wild classes with the Rochester Brainerd throughout the summer. Photo courtesy Caitlin Meives.

Bottom: Scavenger hunt participants document their stop at the Phillis Wheatley Community Library during Bikes, Beer & Buildings. Photo courtesy Tim White.



www.landmarksociety.org/yup



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We salute the work of The Landmark Society of Western New York.

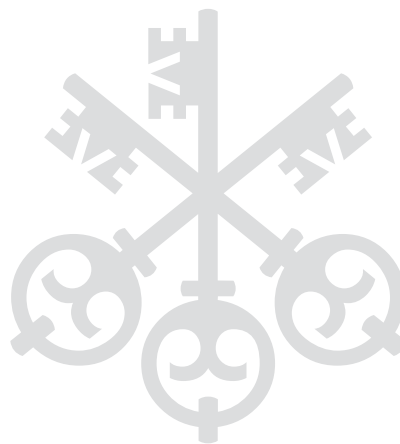
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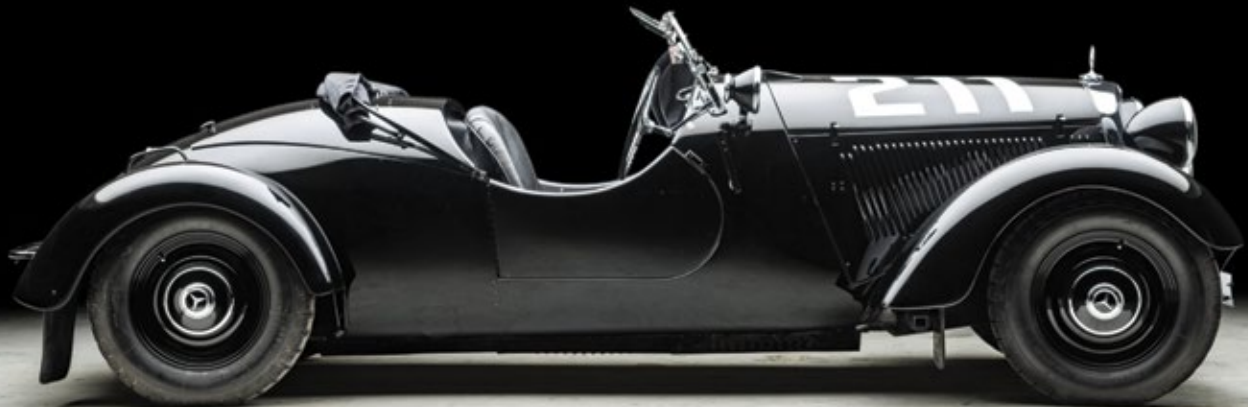
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