

# LANDMARKS

FALL 2018: VOLUME LVI, NUMBER 3

THE LANDMARK SOCIETY OF WESTERN NEW YORK

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**INSIDE  
DOWN  
TOWN**

→ → TOUR ← ←

**OCTOBER 5 & 6**

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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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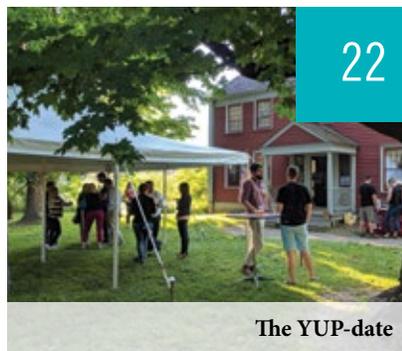
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Judith Trabert

# From the Director

As The Landmark Society of Western New York looks forward to concluding our 80th Anniversary fund raising campaign, it seems like a fitting time to take stock of how our organization continues to have powerful and meaningful influence in how our region leverages its historic architectural heritage. The Landmark Society staff work passionately every day to make sure our heritage is at the forefront of community and economic planning and development. However, such extensive and detailed work can sometimes cloud the big picture; it can be easy to forget the overall depth of our organization's work. Here are a few highlights of what we do:

- **Advocate and collaborate to save historic resources.** This involves numerous public and private partnerships to foster economic development, placemaking and community revitalization. We routinely consult on projects that utilize historic tax credits, like downtown's Sibley Square, Hilton Garden Inn, the Terminal Building and the Eastman Dental Dispensary.
- **Educate and promote preservation through our programming,** such as the House and Garden Tour, the Inside Downtown Tour, our Walk the Walk program and the Architecture for Lunch series. We also administer the annual Preservation Awards program. We maintain a constant preservation presence on social media and publish a quarterly magazine, Landmarks. We are enlisting new generations of preservationists through our Young Urban Preservationists (YUPs) initiative.
- **Preservation project collaboration** focuses on adding preservation elements to larger, more public projects. Our partnership with the County of Monroe to offer interpretive elements to the Seneca Park Zoo renovations and our assistance with the Woodlawn Cemetery Chapel restoration in Canandaigua are only two examples of how we bring a preservation ethic to projects of all sizes.
- **Property stewardship is a key component of our mission,** as evidenced in our ownership and care of the Hoyt-Potter House, the Historic Ellwanger Garden, Monroe County's oldest building—the Stone-Tolan Historic Site, and the unique St. Joseph's Park.
- **Heritage Travel Tours** allow our members to feel the power of preservation first-hand. Whether it is Havana, Cuba or the Hudson Valley, tours are fun and engaging ways to experience how other communities capitalize on their architectural heritage.
- **Newer initiatives, such as our Five to Revive list and our Preservation Grant Fund,** focus resources on the most significant and endangered structures in western New York. In just over five years, both programs have a significant and proven track record of success.



Photo David Boyer

*continued on page 18*

# PRESERVATION SCORECARD

*Keeping score? We are—here's the latest on several preservation issues around the region.*

by Caitlin Meives



## TOO CLOSE TO CALL

### Parrott Hall, W. North St., Geneva

In June, this grand Italianate style house—the original site of Cornell University's New York State Agricultural Experiment Station—was within days of demolition. At the last minute, the owners at the NY State Office of Parks, Recreation, and Historic Preservation agreed to delay demolition and give preservation advocates a chance to explore reuse options. Forming the Parrott Hall Coalition, The Landmark Society partnered with the Preservation League of New York State, Friends of Parrott Hall, and the City of Geneva to negotiate with the State. At the time of print, we have applied for a state grant to help fund initial stabilization, urgent repairs, and remediation. The Coalition will be working quickly to raise additional private funds and conduct a feasibility study. Stay tuned to our website and social media for updates.



## TOO CLOSE TO CALL

### Former National Yeast and Iroquois Motor Car Factory, 201 Fall St., Seneca Falls

Now vacant, this former industrial building once housed the National Yeast Company and, later, a luxury car manufacturer. Most recently, it was occupied by a car dealership which has relocated. The current owner is proposing to demolish the five-story brick structure to make way for a gas station.



## SAFE

### Main Street, Perry

A block of commercial buildings on Main St. in downtown Perry were included in our 2016 Five to Revive due to long-standing vacancy and neglect, however, concerted efforts by the Village, residents, and a new owner have turned two of the buildings around. Developer Greg O'Connell is completing a rehabilitation project that will convert the upper floors of each into apartments and the first floors into commercial and community spaces. It's an impressive and impactful project for downtown Perry!

# Craftsmanship & Care

## Paint and Painting: Odds and Ends

by Steve Jordan

It's painting season and if you haven't lined up a painter by now, start calling around—fall is a great time to paint. It seems that hiring capable craftspeople is getting harder and harder and with concerns about the toxicity of old lead paint and government regulations, many painters have quit doing exteriors altogether. Fortunately, there are plenty of great contractors who can do your work. This brief note provides a few tips on getting the best possible work for a lasting paint finish.



**Preparation:** You've heard it many times before, a good paint job begins with good preparation; it's true. Your painter may want to power-wash your house to remove dust or mildew. While many preservation directives advise against this, power-washing is usually acceptable if the water pressure is kept below about 1200 ppsi and a wide-fan tip is used at least a foot from the surface. Pin point spray tips are never acceptable and power-washing should never be used in lieu of normal scraping or sanding. That said, a scrub brush and water hose will usually clean a house adequately—maybe even better. If you have mildew, it should be killed with a solution of bleach and water, peroxide, or proprietary detergents as part of the cleaning process.

Primer applied over a weathered surface will fail prematurely, waste expensive materials, and require repainting much sooner than we'd like. Weathered bare wood must be sanded to a bright surface to properly accept primer. Where this isn't possible, a saturating coat of one part boiled linseed oil (or Penetrol®) to one

part turpentine or mineral spirits should be applied to consolidate a soft weathered surface prior to priming.

**Primers:** Primers are not all formulated for the same purpose and most "universal" primers may fall short of your intended goal. If your house has a lot of exposed bare wood, a slow drying, long-oil exterior primer works best because it soaks into the wood substrate creating the best base for subsequent coats of paint. This has been repeatedly proven by various long-standing studies of wood protection and paint coatings. It's OK to use latex paint over oil primer. If you are painting a surface already painted with latex paint, primer is unnecessary on areas of sound paint. And what about those "self-priming" paints so prevalent today? Read the small print, any bare areas must be primed with an appropriate primer and the paint used alone is only appropriate over a similar compatible surface.

**Paint:** Insist on top quality paint, no second tier or bargain products. Most

major labels are similar and your painters may have a favorite; ask them. The sheen of your paint is up to you but if you want an historic appearance, a gloss or semi-gloss is appropriate. Your painter may prefer a low sheen because it covers better and truthfully, the glossy sheen usually flattens out in the first year. Despite the sheen used on the body or trim, choose a gloss or semi-gloss sheen for doors, windows, and railings; it wears better. I prefer old-fashioned oil paint for these hard-use areas because it wears exceptionally well but

you may have trouble convincing your painter to do this.

Oil floor and deck enamels usually last longer on porch floors but can be dangerously slick in wet or snowy weather. Your painter can include abrasive additives to the paint used on steps or walk-ways to roughen the surface and decrease the chance of an accident.

With the high cost of labor and materials, we all want to get the best possible job for an enduring finish. Picky little details usually mean the difference between a short-lived or lasting job.

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*Veteran preservationist Steve Jordan is the author of the award-winning Rehab Rochester and a contributing editor to Old House Journal for more than 17 years. He has worked on many distinctive and historically significant sites throughout the United States.*

# Preserve your Trees' Future at Planting Time

by Beverly Gibson

There is nothing quite like the majesty of a mature European beech, or a gigantic native red oak to give us pause and a true sense of history. We are fortunate to have many examples of these and other trees in our parks and private landscapes because the people who planted them envisioned that the results of their efforts would inspire awe in us today.



Healthy cherry tree three years after planting

We all want success when we choose to beautify our properties with new trees, whether planted to celebrate a family milestone, to add to a collection or simply to enhance our outdoor environments. If you are hoping for their long-term survival, there are practices worth knowing to avoid a surprising number of pitfalls. And, if you are not inclined to do your own planting, you will at least be informed enough to ask questions. This could prevent the death or decline of a tree long before its expected lifespan.

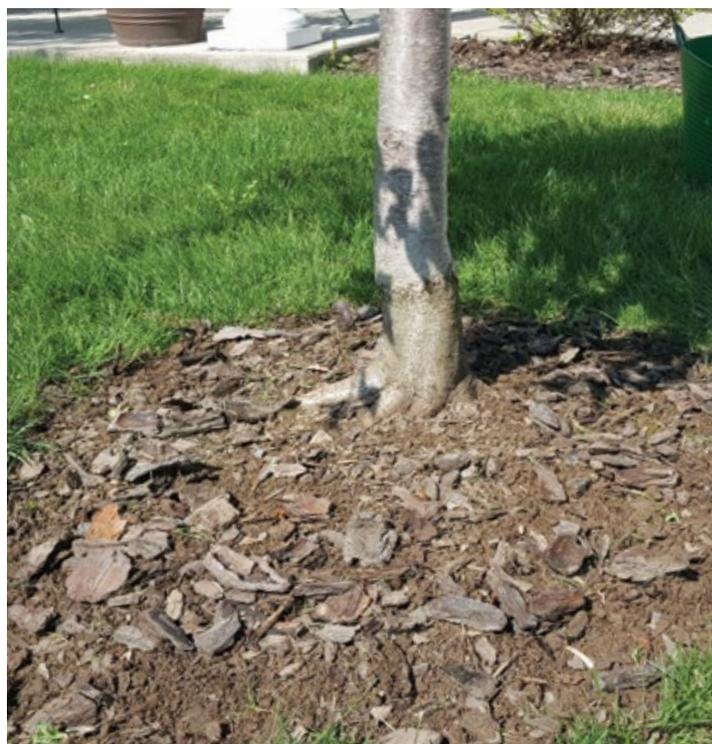
There are at least four fundamental considerations when deciding to plant a tree:

- ❶ **Site.** Is the site large enough for a mature specimen of the tree you prefer? No large trees under power lines please! Does the soil composition and pH suit your choice? Is there enough light? Is the drainage adequate or does it matter if your tree likes wet sites? Is your site protected or in a windy area?
- ❷ **Condition of the tree.** At the nursery examine the trunk as it meets the soil. There should be a wider area called the trunk flare where the roots connect. If not, any soil covering the trunk flare must be removed before planting or the tree will be too deep. Also, some trees grown in containers may have circling roots that could eventually girdle their trunks. Above ground, look for well-spaced branches, attractive foliage and no signs of insect damage or disease.

❸ **Planting.** An ideal planting hole is twice as wide as the root ball and only deep enough to align the trunk flare with the surface. If the soil is loosened below the ideal depth, the tree could settle too far so examine the root ball carefully before digging. Refill the hole with only the soil removed from it unless there is a good reason to amend the soil. Add no more than 2–4 inches of organic mulch at the surface, (compost, bark chips, wood chips) keeping it away from the trunk flare to avoid insect, rodent, or disease damage. Mulch that is too deep, piled up against the trunk, or matted, can prevent water penetration and may cause stem-girdling roots that can kill the tree many years later.

❹ **Maintenance.** The last and probably most important assurance that your tree will survive its first year is adequate water!! In the absence of rainfall, young trees must have weekly, deep watering equivalent to one inch of rain at the root ball until the ground freezes. During periods of drought more frequent watering will be necessary. Other considerations are maintaining an adequate layer of mulch, never deeper than four inches. And if trees are planted in a lawn area keep the turf from growing close to the trunk to avoid damage from lawnmowers or string trimmers.

Let's all plant for the long term to ensure that our trees will grow to maturity, causing future generations to look up in awe, and thank us.



Trunk flare at the surface

# Survey Team Documents Rochester's Southwest Quadrant

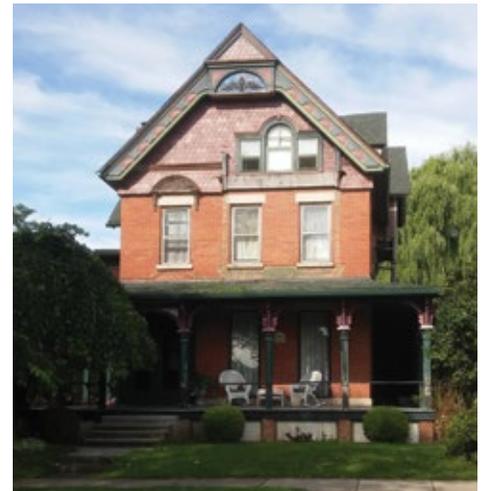
by Caitlin Meives

This past spring, a team led by The Landmark Society completed the second phase of a multi-year effort to document historic resources throughout the city of Rochester. The project is funded by the City of Rochester and a Certified Local Government grant through the New York State Office of Parks, Recreation and Historic Preservation. The project team also included Bero Architecture, PLLC and historic preservation consultant, Gina DiBella, along with two historic preservation graduate student interns, Chelsea Towers of Roger Williams University and Mason Martel of Southeast Missouri State University.

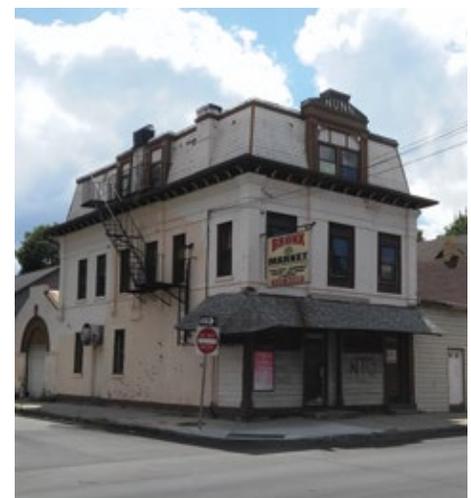


This is the second year that The Landmark Society has contracted with the City of Rochester to oversee this important project. Phase 2 focused on historic resources in the city's southwest quadrant and downtown core. Over 15,000 properties were evaluated for potential documentation. Ultimately, project interns and staff documented nearly 1,000 historic structures, including houses, apartment buildings, houses of worship, commercial, and industrial buildings, many of which appear to be eligible for listing in the National Register of Historic Places.

So, why do preservation professionals carry out these historic resource surveys? The objective of the Rochester Historic Resources Survey is to create a current and comprehensive digitized inventory of historic properties within the city limits that identifies and documents properties of historic and/or architectural significance. In addition to encouraging the stewardship and reuse of historic resources, the updated data will also enhance local planning efforts. One of the most important outcomes of the project will be the identification of properties and neighborhoods that are potentially eligible for rehabilitation tax credits and listing in the National Register of Historic Places. By identifying and drawing attention to properties that may be eligible for tax incentives, the City can encourage investment in and revitalization of these properties and neighborhoods.



The project documented many remarkably intact residential resources, from large, architect-designed high style homes (above) to small vernacular cottages (top.)



The survey also documented under-utilized commercial and industrial buildings that, with investment, could be adapted to new uses.

# Writers & Landmarks

## Transforming a Temple

by Neil R. Scheier, M.D.

They came primarily by boat, then train, singing songs in German, Austrian, Ukrainian, and Polish. They were poor, and in coming to America many left behind families, with only a glimmer of hope they'd ever reunite. They were tailors and seamstresses, which is why so many ended up in Rochester—home to a burgeoning clothing industry. The years were 1890-1910, and Rochester opened her arms to them all.

Many of these new Americans were Jewish, and they settled in Rochester's Northeast Quadrant, with St. Joseph Avenue coursing through the center of their community, fast becoming a bustling central corridor of commerce. Danishefsky's Creamery, Cantor Fish Market, Levinson Grocery, Lederman Fruits to name a few became their source of food; as times improved and money jingled in the pocket new stores emerged, including Silverberg's Jewelry, Rothman Furniture, Rona's Hats, Moskov Hosiery.

And they built synagogues. It is said that by the 1920's sixteen synagogues existed within a half-mile radius of the center of St. Joseph's Avenue, soon to be renamed Joseph Avenue. One such synagogue, Congregation Bnai Israel, survived the subsequent out-migration to the suburbs that characterized Rochester's 1950's—and in the decades since stood elegant but abandoned, a mirror of her surroundings, a reminder of what once was.

In 2013, the Joseph Avenue Business Association, with guidance from the Community Design Center of Rochester, completed a Vision Plan for the Joseph Avenue Corridor and, in doing so, focussed interest upon the former



Illustration by Mark Payton

Congregation Bnai Israel. A two story Georgian Revival style building, the 1928 edifice is built of brick, with decorative stone quoining and other decorative stone classical details. Doors are double wood with panels, and stained glass windows encircle the building. Scroll and branch reliefs adorn the exterior. The interior features a Classical Revival style ark, a balcony, wood pews, and a period chandelier.

In the Spring of 2014 I sat on the building's front steps and asked myself what can we do with this building. Sadly it had fallen victim to emptiness, its pipes now sold for scrap, windows broken, pews damaged. It looked war torn, more a candidate for demolition than renovation. As is true with much in life, inspiration came from an unlikely source—the neighborhood! Now primarily of African American heritage, but manifesting the same hopes and aspirations of the Eastern European settlers of a hundred years

past, residents of the Northeast Quadrant uniformly whispered “performing arts center” into my ear, and thus birthed the Joseph Avenue Arts and Culture Alliance. Established in July, 2014 this group of dedicated community leaders gained ownership of 692 Joseph Avenue, Rochester, New York in 2016 with the intent of converting the building into a Center for Performing and Visual Arts; many have termed this effort “transformational” with respect to the Northeast Quadrant of Rochester, and beyond.

A side note: first task in forming the non-profit Joseph Avenue Arts and Culture Alliance was of course contact an attorney! Thus I found myself meeting with Alan Feldstein, Esq. of BoylanCode. He listened patiently to my story of Joseph Avenue, the Northeast Quadrant, poverty, a former synagogue gone to ruins, performing arts, revitalization—with nary a change in facial expression.

Presentation finished, we sat, looking across his desk at each other. Then with a smile emerging on his face, Alan said yes, yes he would help—and revealed that (unbeknownst to me) he had been raised in the Northeast Quadrant (Weyl Street) and had his bar mitzvah at Congregation Bnai Israel!

Today, the building serves as a beacon for an ongoing area revitalization. Listed on the National Register of Historic Places, a former house of worship retains its community service focus as the Joseph Avenue Arts and Culture Alliance oversees its renovation into a vibrant community resource for performing arts. Envisioned as a 250 seat theater for dance, music, theater and visual arts, and a community space for youth and the arts, an early twentieth century grande dame is becoming a twenty-first century centerpiece for regional transformation, again enhancing the lives of so many Rochesterians.

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*Neil R. Scheier, M.D., father of six and grandfather of fifteen, is President of the Joseph Avenue Arts and Culture Alliance and Vice President of the Joseph Avenue Business Association. A practicing Internist, he also teaches at the University of Rochester School of Medicine.*

## Phenomenal Turnout for the LGBTQ Historic Walking Tour during Pride Week!



Gerry Szymanski

Over 120 people attended the walking tour on July 19 of sites important to the LGBTQ movement in Rochester. The tour theme was “Resistance in the 70s—Have We Come Full Circle?”

We’re grateful to the partners that worked with The Landmark Society to plan this walking tour: The City of Rochester, the Human Rights Campaign, and the Out Alliance. Our LGBTQ Steering Committee also includes ImageOut, LGBT Giving Circle, Q Center at RIT, Rochester Area Community Foundation, Susan B Anthony Center at U of R, Trillium Health, U.S. Assemblyman Harry Bronson, U.S. Senator Kirstin Gillibrand, and WXXI and The Little.

We’re planning more tours in the upcoming year. Subscribe to our *Landmark Alerts* at [www.landmarksociety.org](http://www.landmarksociety.org) so you don’t miss out!

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## Show Your Neighborhood Pride – and Help Grow a New Historic District

It’s not too late to show your Park Avenue neighborhood pride! You can still order *Park Ave. is Porches* gear—available in dark grey t-shirts, white/grey raglan baseball tees, canvas totes, and (new!) pint glasses.. Designed and printed locally on the softest tees you’ll ever have. Your purchase helps support neighborhood efforts to create a Park Avenue Historic District.

Together with our neighborhood organization partners, we continue to raise funds for and spread the word about the historic district. We’re getting closer and closer to our goal of \$55,000—help us reach the finish line! Once the district is complete, homeowners will be eligible for the NYS Historic Homeowners Tax Credit program.

Learn more and make your purchase at: [www.landmarksociety.org/parkave](http://www.landmarksociety.org/parkave)



If you live in the neighborhood and want to learn how you can apply for historic tax credits, contact Caitlin Meives at [cmeives@landmarksociety.org](mailto:cmeives@landmarksociety.org).



Photo by Evyn Morgan, courtesy Eastman Kodak Company

## The Landmark Society of Western New York's **15<sup>th</sup> Annual Inside Downtown Tour** *High Falls and Beyond*

by Cindy Boyer

The Inside Downtown Tour (IDT) opens up urban environments where people are creating 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. Basically, we get you “in” on the latest urban living trends.

### **IDT Dates!**

Friday October 5th  
 from 5:30 to 8:30 p.m.  
 and Saturday October 6th  
 from 11 a.m. to 4 p.m.

The 2018 Tour will take us to High Falls and adjacent neighborhoods. You might think of this region as the cradle of Rochester, since it's the area that nurtured a village, transforming it into a city. You will see the ancestral “roots” of buildings that served industrial purposes and now house loft apartments, high tech companies and more.

Our city grew from a 100-acre parcel west of the falls of the Genesee River, acquired in 1803 by three speculators from the south, Colonel Nathaniel Rochester, William Fitzhugh and Charles Carroll. We might have stayed a village except for two factors: the canal and the waterfalls.

The waterfalls on the Genesee River provided a plentiful power source. Once the Erie Canal was completed in 1825, our town had a way to get products out to a wider market and settlers in to our city. Thanks to the abundant waterpower and access to both the river and the canal, Rochester began a period of incredibly rapid growth in the 1820s, earning it the nickname “Young Lion of the West.” The area now known as High Falls continued to be a center of commerce, as flour mills in the early 19th century gave way to manufacturing and other industries through the 1850s.

Today, new uses are bringing life to the former industrial buildings in and around High Falls. This area, once humming with the activity of dozens of mills and factories, has reinvented itself as a center for high tech industries, design and architectural firms, and other creative workers. On the tour, you’ll explore the newest and most interesting residential and commercial spaces in the High Falls area and adjacent neighborhoods with amazing adaptively reused buildings.

**Tour and Ticket Details:** Your tour ticket will be good both Friday evening October 5th and Saturday during the day of October 6th. You may visit each tour stop one time, in any order that you desire.

The Inside Downtown Tour Tickets are available online at [www.landmarksociety.org](http://www.landmarksociety.org) and will be at Parkleigh by September 12th. Advance tickets must be purchased by Thursday, October 4th and are \$29, or \$25 for Landmark Members. You may also call 585-546-7029 x11. If tickets are available the days of the tour, they will be \$35 for all, at tour headquarters, Monroe Community College Downtown Campus.



Photo Courtesy James Bogue, for Celebrate City Living

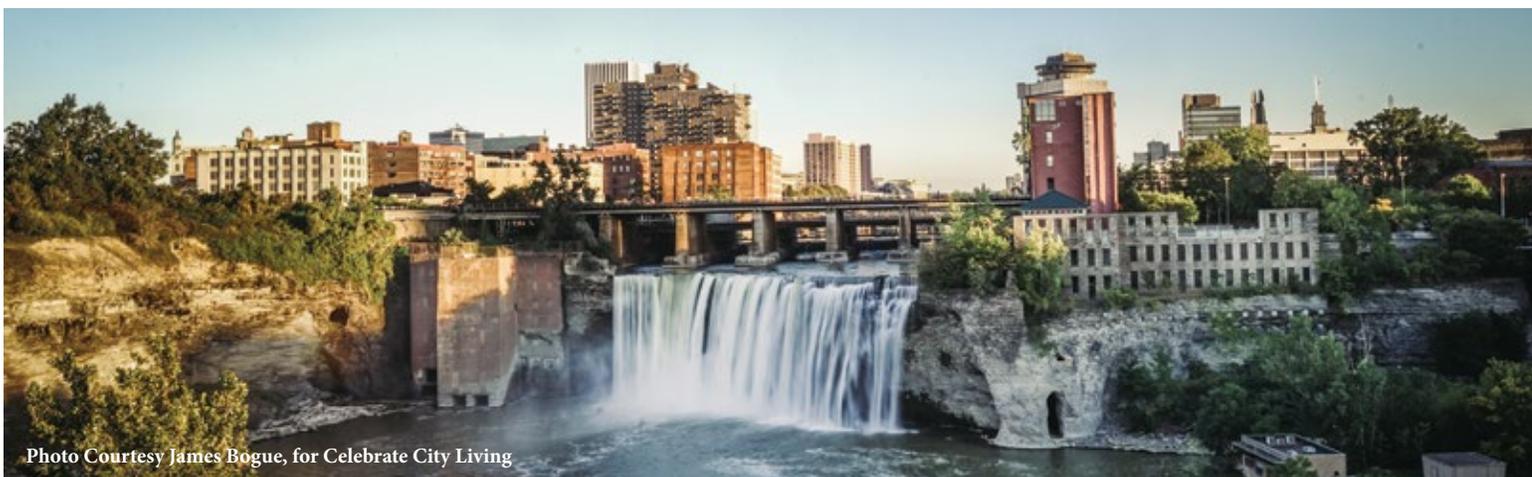


Photo Courtesy James Bogue, for Celebrate City Living

## Window Repair Seminar A Success!



In partnership with the Cobblestone Museum, the first in a series of Historic Wood Window Repair Seminars, taught by expert Steve Jordan (photo left) was completed in June. We had 16 participants who learned lead safe work practices, window evaluations, paint stripping, glass cutting, glazing, and more!

Planning is underway for our next Repair Seminar, a partnership with the Genesee Country Village and Museum, in the Fall. Contact Preservation Services Coordinator Mitch Rowe at 585-546-7029 x23 if you wish to learn more about the Seminar.

### *Special Thanks to Our Sponsors & Supporters*

Historic Preservation Education Fund • Dunn Martin Fund  
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 Rochester Area Community Foundation • Mayer Paint & Hardware • Wegmans

## Preservation Conference: A Capital Success



Once again, we took the NY Statewide Preservation Conference on the road and headed to Albany this past April. And, once again, we had sellout attendance with 360 preservationists gathering for three days of training, networking, and inspiration. Highlights included a full day of training from the National Alliance of Preservation Commissions; a field session to Albany's oldest building (dating to 1728!); breakout sessions on homeowner tax credits, small-scale development, and land banks; and a Keynote and Party at one of Albany's most fabulous hidden gems, the New York State Department of Education Building.

On behalf of our Conference partners, we thank everyone who helped make the Conference a success—attendees, speakers, volunteers, and our corporate sponsors! Special thanks to our Title Sponsor, Rochester Colonial Manufacturing!

# The Landmark Society Ghost Walk 25th Season. Friday and Saturday nights, October 26th and 27th

by Cindy Boyer

The Landmark Society Ghost Walk has been providing a unique experience for two and a half decades—a night-time guided walking tour, where you encounter the Ghosts of Rochester's Past. It's recommended for anyone who enjoys theatre, history, architecture, a stroll in the night, and ghostly, moving, or humorous true stories expertly performed.

All tours start at the Lutheran Church of the Incarnate Word at the corner of East Avenue and Goodman Street. The tour is about an hour. **RETURNING THIS YEAR: reserved tour time tickets will be available to all, not just groups, saving you from a lengthy wait for your tour.** To request a reserved tour time, just follow the directions on our website.

What's in the plans for this anniversary year? Surprises and favorites—but I have a feeling that Dr Tumblety will heed the call to defend himself against that charge that he was Jack the Ripper!

There are only two nights for Ghost Walk: Friday October 26 and Saturday October 27. Tickets will be available online mid-September and at Parkleigh after October 6th. Advance tickets are \$22 (\$15 for members) and \$25 at the door—if available. **NEW: Make sure you subscribe to our Landmark Alerts to get news about dinner options with your Ghost Walk ticket!**

Visit [www.landmarksociety.org](http://www.landmarksociety.org) or call 585.546.7029 x11 for ticket information.

Twenty-five years is an amazing run for a program. Will we go for twenty-six? That depends on you—if the audience turns out and demands it, then we will!



Photo: David Boyer



The first Ghost Walk cast, 1994.

## A Quarter Century of “Ghostly” Reminiscences

Writing, researching and producing this event has garnered quite a few memories. Here are just a few.

**THE MUG SHOT** Do the people from the past want their stories told? Researching murderer August Russell, I was searching hundreds of early 20th century “mug shots” in the City archives. They were not in any specific order, and I was about to give up on finding Russell. I held up an unrelated mug shot card to show my colleague across the room and a card stuck to the back fell to my feet, face up. You guessed it—Gus Russell.

**DISTURBANCE** Actors experience unique distractions performing on porches—passing cars, parties next door, a wayward teen with water balloons—but nothing topped the dog. Linda Loy was performing a solo scene when the neighbor's dog wandered over, sat at her feet and stared up at her adoringly. A bulldog. Wearing a pink tutu. He stayed for the whole scene while Loy kept the audience's attention—and a straight face.

**ROMANCE** We assisted a young man in staging a proposal with an extra scene for their tour group only. David Boyer performed as a mid 19th century gentleman who was interrupted by the

groom-to-be as he pulled his girlfriend out of the crowd and proposed. Since it was a damp evening, we even provided cardboard for a dry kneeling surface.

**MYSTERY BOX** Another year a husband and wife waiting for their tour held a nicely carved wooden box. “What's that?” we asked. “That's our mother's ashes. She loved coming to Ghost Walk and we thought we'd bring her one last time.” They gave us permission to share the story. I wonder if we should have asked at the end of their tour if the box was still occupied.

Join us on October 26th or 27th to make your own Ghost Walk memories.

# Travel Tour News

by Cindy Boyer and Larry Francer

## Montreal Noel

December 12–15, 2018

We are going to Montreal in the wintertime. Yes, you read that right! There are so many unique opportunities in December that we just couldn't resist. We'll discover Montreal's techno savvy in interpreting its 376 years of history, a unique artist and artisan show, winter holiday traditions, and how this cosmopolitan city embraces the dark days of winter with an explosion of light. *Since this is a "last minute" trip opportunity, please register soon.*

**History** Most likely you've never had a guided tour like this. **Cité Mémoire**—"Memory City" uses augmented reality to tell the tales of people who shaped the city, as their stories are projected on buildings and cobblestone streets of Old Montreal. We'll also enjoy a traditional tour with visits to historic homes, the spectacular St Joseph's Oratory, and more as we learn about the winter holiday traditions and enjoy many decorative displays. **The Canadian Centre for Architecture** will round out our visit,



Taki Eddine Alimat Pixelmontreal

with provocative exhibits in a gorgeous historic house.

**Artists and Markets** Our visit coincides with the **64th Annual Salon des métiers d'art de Montréal**, an internationally renowned crafts show bringing together over 400 of Quebec's leading artists. You'll discover one-of-a-kind works of art and traditional crafts, gourmet foods, beverages and clothing. The **Montreal Christmas Market** will be in full swing. In the tradition of European Christmas Markets, you'll find over 60 outdoor shopping huts, street performers, and food stands. Montreal also has over 20 miles of underground shopping, filled with art installations, where you will never need your coat. Don't forget, the currency exchange rate makes gift shopping even more fun in Canada.

**Light.** It gets dark pretty early in December—and **Luminothérapie** is the answer. Every year multiple installations enhance public space in the Quartier Des Spectacles (Festival Space). They utilize light to create a sense of wonder and enjoyment. The 2018–19 edition is emphasizing active participation, inviting folks to share experiences with the installations. I don't know how they will top the luminous swings and seesaws from past years.

Light, architecture and history will come together when we attend **Aura**—a sound and light show inside the Notre Dame Basilica. One of the most highly decorated church interiors in the world, **Aura** highlights the details with evocative lighting, followed by a music and light show that brings the interior artwork vividly to life.

**Free time** The day of the Salon you'll also have free time, to explore areas that interest you. You may spend a longer time at the crafts show—or even skip it, if you wish. You might enjoy the Jewish Museum of Montreal, the Museum of Fine Arts, or even The Barbie Expo (1,000 Barbie dolls dressed in haute couture!) We'll include a 24-hour Metro Card, should you wish to use the Metro (subway) or buses. It is a very walkable city—and remember, many neighborhoods can be reached through the underground network.

**What's included:** Luxury motorcoach transportation, 3 hotel nights, breakfast each morning, 3 lunches, 2 dinners; all taxes and gratuities, all admissions and tours, all escorted by Landmark Society staff.

Cost per Landmark member: \$1,675.  
Add \$270 for single occupancy Add \$50 for nonmember.

## CUBA 2019: THIRD TIME IS A CHARM March 3–12, 2019



We have finalized the dates and the itinerary for The Landmark Society’s third travel tour to Cuba, and it is going to be better than ever! On each of our past two trips, we learned more about the likes and needs of our guests; because we used that information in designing this trip, the tour is appropriately called “Third Time is a Charm”.

It is a very exciting and full itinerary. For our first four nights, we will be staying at the Iberstar Habana Riviera, a mid-century modern gem built by Miami mobster Meyer Lansky—you feel like you might run into members of the Rat Pack while walking through the beautifully restored lobby. In and around Habana we will not only experience the beautiful architecture, art, and local cuisine, but also get to know the people. Highlights around Habana include Hemingway’s home Finca Vigia; Fusterlandia, the amazing workshop and community transformed into a mosaic fantasy by artist Jose Rodriguez Fuster; Instituto Superior de Arte; and a crowd favorite, the Workshop School in Old Habana, a training school for young preservationists. New on this tour is a trip to the Sierra del Rosario UNESCO Biosphere Reserve. Our next stop will be two nights in the southern coastal city of Cienfuegos, a UNESCO World Heritage Site; while there, we will take a day trip to the colonial city of Trinidad, another favorite of past tour guests. We try to have a good balance between touring and free time

but it is a pretty action filled itinerary. So we decided for the last trip to fly in and out of the resort area of Varadero so we could have a little R&R at the end of the tour. Our guests seemed to really enjoy that. So this year we have scheduled an additional full day at the resort in Varadero. All this is available at the same price as the 2017 tour!

For more information about this travel tour, contact Larry Francer, [lfrancer@landmarksociety.org](mailto:lfrancer@landmarksociety.org) or 585.546.7029 x14. To register, visit [www.landmarksociety.org](http://www.landmarksociety.org) to download the form or call Carolyn at 585.546.7029 x11 to reserve a spot with your credit card.

## Experience The Czech Republic Like A Local May 1– 9, 2019



Prague City Tourism

Prague’s beauty is on full display in Spring, when trees are in bloom over the city, the temperature is warm and pleasant, and the days are long. What better time to join The Landmark Society for a travel tour to the Czech Republic?

Working with our good friend in Prague, František Bečan, Travel Consultant Jerome Herron and I are planning a travel tour that will showcase not only the stunning capital city but also the Czech countryside. Frank is a world-traveler who has lived his whole life in Prague,

and has been invaluable in planning the itinerary. He will be our personal tour guide and share his love of his homeland with us. We’ll explore the many districts of Prague, from the Castle Quarter across the iconic Charles Bridge to Old Town  
*continued on page 16*

## The Czech Republic continued from page 15

and the Jewish Quarter. Along the way we will see the Cubist-style House of the Black Madonna, with bold and uniquely Czech architecture and even enjoy cubist/square pastry in the turn-of-the-century café; tour Hradčany Castle; and enjoy Wenceslas Square. You'll discover that May is one of the best months to visit the Palace Gardens under Prague Castle and the Prague Botanical Garden. Evenings will be filled with trips to the Opera, Black Light Theatre, and National Marionette Theatre.

There will be plenty of free time to fully immerse ourselves in the Prague vibe but we will also get to experience the countryside like few tourists do. Frank and his wife Hannah will welcome us into their country home and we will have a true Czech meal in the charming village where Frank and his parents spent so much time together during his youth. We also plan to visit Kutná Hora, a refreshingly authentic, and unmistakably gorgeous town that sits on top of what was once Europe's largest silver mine. The Bone Church nearby is a highlight of this day trip. Additional countryside excursions are planned, including Terezin, the concentration camp where arts and culture "seemed" to thrive in the Nazi's planned deception, intended to convince the Red Cross inspectors that Jews were being treated well. Our timing also affords us the opportunity of celebrating Liberation Day on May 8th, commemorating the end of World War II. It will be a fitting final day in Prague on an unforgettable travel tour.



Prague City Tourism

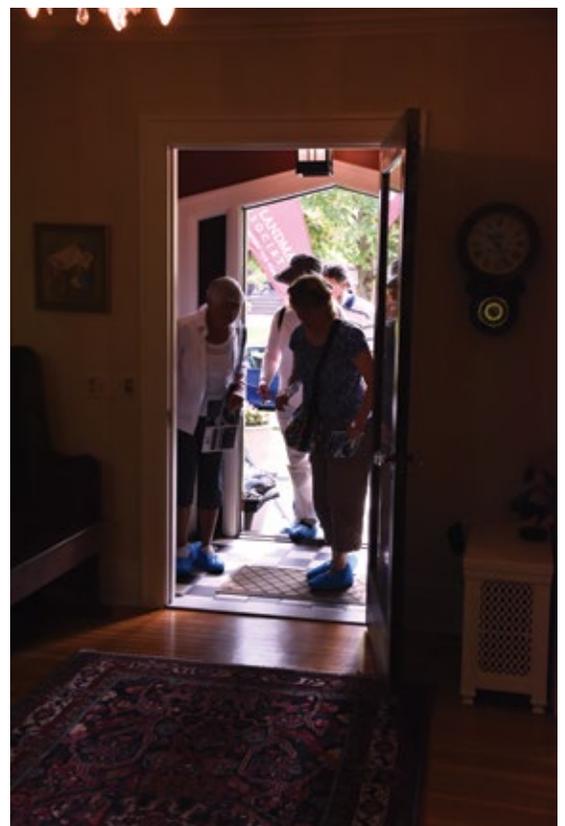
For more information on this travel tour, please contact Larry Francer, [lfrancer@landmarksociety.org](mailto:lfrancer@landmarksociety.org) or 585-546-7029 x 14.

## 48th Annual House and Garden Tour

**W**e opened the door—and you came in! The June House and Garden Tour was a sell-out, with well over 2,000 people visiting the 12 homes, churches and institutions participating on the tour. Special thanks go out to our sponsors UBS Financial Services, Pike Stained Glass Studios, Parkleigh—as well as the staff and members at St Paul's Episcopal Church, Asbury First United Methodist Church, and the Rochester Regional Joint Board. Special appreciation goes to the homeowners who generously opened their doors—we honor their stewardship of each unique house.

### Planning Ahead?

The 49th Annual House and Garden Tour will be on June 8th and 9th, 2019



"Come on in!" Photo credit David Boyer

# The Landmark Society's Annual Jubilee

Mark your calendars for  
Saturday, December 1st, 2018 at 6:00 p.m.

## Harro East Ballroom

- Craft Beer tasting by Fifth Frame Brewing
- Live music by A Few Bad Apples
- Full bar
- Delicious hors d'oeuvres and food stations
- Exciting silent auction experiences

Tickets on sale October 22nd at [www.landmarksociety.org](http://www.landmarksociety.org).  
More details in the next *Landmarks* magazine. Cost \$70.



Harro East is the location for this year's Jubilee



Greeting arrivals to the 2017 Gala



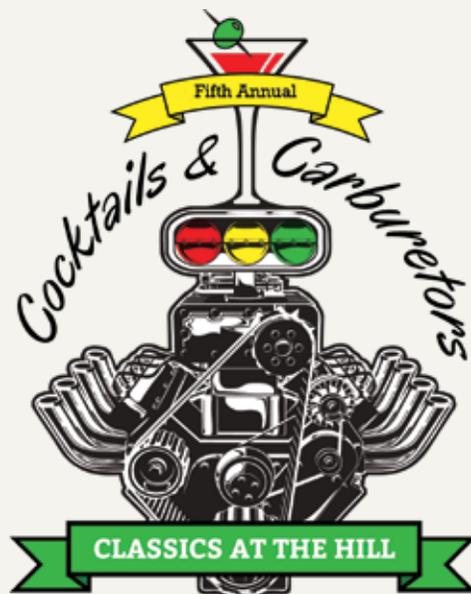
The silent auction

## Don't Be Left In The Dust

You may still be able to cruise on  
down to **Cocktails & Carburetors!**

Friday and Saturday, September 21st and 22nd.

Check [www.landmarksociety.org](http://www.landmarksociety.org) or call Larry  
Francer at 585-546-7029 x 14 for last minute ticket  
availability.



# Landmark Art Collection—*Two Barns* by Cassebeer



Walter Cassebeer (1884–1963) is best known as an architect, but was also an avid artist, bibliophile, horticulturist, and historian. Cassebeer designed several churches in and around Rochester, as well as some of the landscapes of Durand Eastman Park. Much of his artwork featured buildings, and his numerous lithographs of Rochester's skyline show how the city changed and grew throughout his life.

The Landmark Art Collection will be featured in *Landmarks* Magazine, at our Annual Jubilee, and at a future art show and sale. Contact Larry Francer for more information, [lfrancer@landmarksociety.org](mailto:lfrancer@landmarksociety.org) or 585-546-7029 x14.

## From the Director, continued from page 3

- **The New York Statewide Preservation Conference** is a comprehensive conference that is facilitated and administered by the Landmark Society, with recent and significant partnerships with New York State, the Preservation League of NYS and Historic Albany Foundation. The conference has grown to become one of the largest preservation conferences in the Northeast.
- **Homeowner and historic property owner technical assistance** has always been a mainstay of our service offerings. We routinely give advice on how to best care for historic properties, offer ideas on potential funding sources and help guide specific project facilitation. We provide workshops, like our recent window restoration workshop, on how to most effectively rehab or maintain historic structures.

It is gratifying to present such an inventory, and I hope you find this list to be both impressive and inspiring. It remains, however, an ever-present challenge to meet community demands within the scope of our organizational capacity. It is our collective work, so we humbly ask that you include The Landmark Society in your philanthropic giving this fall, so that we may successfully wrap up our 80th Anniversary campaign and continue to not only provide these services, but to be positioned to continue our innovative approach to preservation for the years to come. Here's to the next 80 years!

Wayne Goodman, Executive Director

## Save the Date!

The Landmark Society's  
Preservation Awards  
Ceremony and Annual  
Meeting

Sunday November 11th  
3 to 6 pm  
Rochester City Hall,  
30 Church Street

More Details in the next  
*Landmarks* issue

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# Mexican Dream Villa Vacation—*DREAM! BID! GO!*



Whether you are looking for a guys' or girls' getaway, a family dream vacation, or a much needed time to rejuvenate with a group of good friends, you don't want to miss out on this opportunity. Nestled on a cliff overlooking the Pacific Ocean, on the Mexican Gold Coast, you will find a 10,000 square foot, 4 bedroom, 5 bath villa. The villa is aptly named "Aves del Paraiso—Birds of Paradise," and is located in one of Mexico's most exclusive, premier residential communities of multi-million dollar homes. Just imagine the experience of an unforgettable week in Paradise at this fabulous Mexican Dream Villa.

Starting bid at our Annual Jubilee for a getaway to this amazing villa will be \$7,500.00. So gather together your perfect group of traveling companions and look for specific details on how to bid on or buy this trip of a lifetime in our next magazine issue.

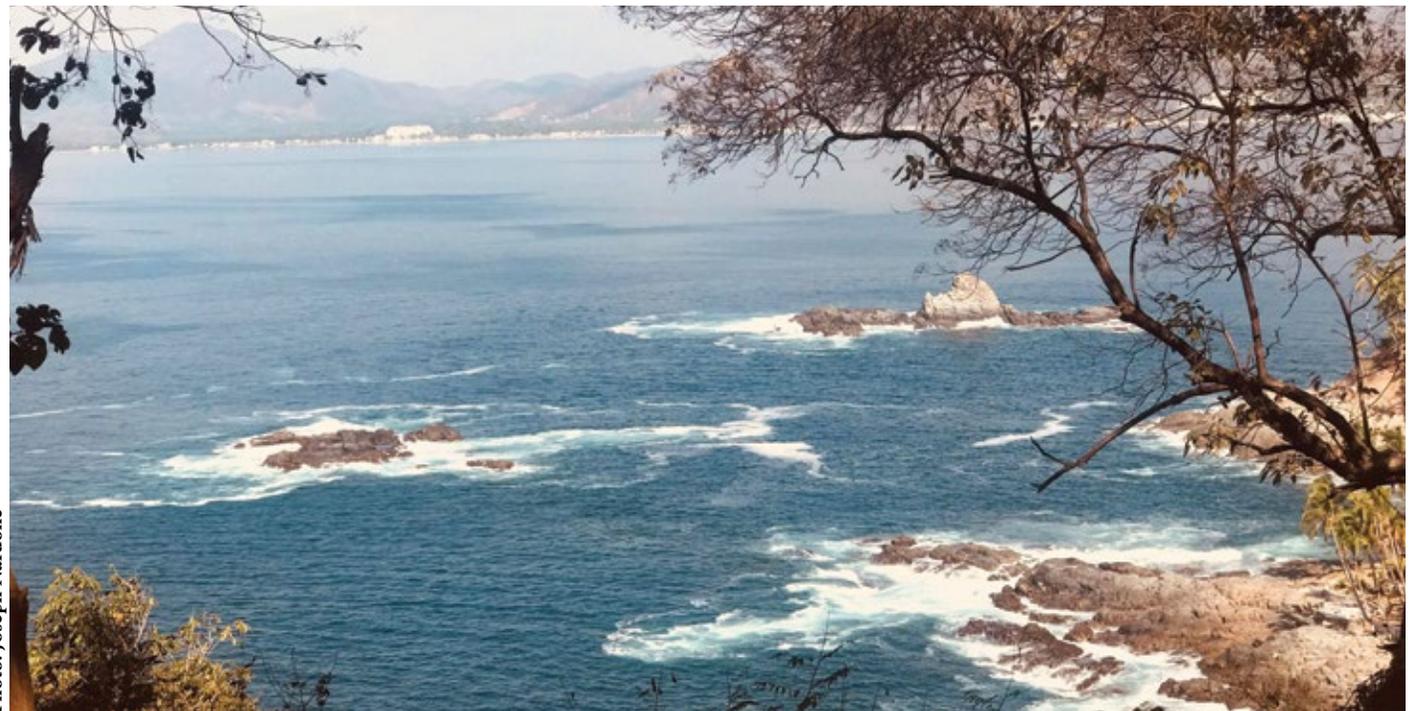


Photo: Joseph Nardone

Photo: Joseph Nardone

# Member Profile

by Caitlin Meives

Nana-Yaw Andoh is an architecture professor at the Golisano Institute for Sustainability at RIT. We recently caught up with him to get his perspective on preservation, urban planning, and architecture.

**Q:** Tell us a little about yourself.

My first 15 years were in Ghana, West Africa before my family immigrated to the United States. Brooklyn, NY became our home until college when I found myself in the midwest at Notre Dame. After receiving an advanced degree in urbanism, I worked on some high profile projects across the globe but I had a passion for teaching, and jumped at the opportunity when it presented itself at SUNY Delhi. While at Delhi, I met Jules Chiavaroli who is a professor at RIT and he convinced me to take a chance on leaving Delhi for Rochester. I came to visit and fell in love with the charm and possibilities of Rochester, and that was almost 4 years ago. I also have a wife (a brilliant software engineer) and three children (13, 10, and 8).

**Q:** Growing up, did you always know you wanted to be an architect?

My goals in life growing up were to either be a professional athlete (soccer) or a graphic novel artist. I loved sports and drawing, and I knew if I had future in either, I would be very happy.

**Q:** What sparked your interest in architecture?

My older sister told me to try Architecture as a major in college and strongly discouraged art due to a lack of job security as an artist. Our Introduction to Architecture class was taught by a seasoned professor who told fascinating stories about how buildings shaped the built environment and affected how people live, and I was hooked. Spending my third year in Rome also helped.

**Q:** Did living in New York City influence your interest in architecture and urban planning?

NYC definitely influenced, and continues to influence my passion for both architecture and urbanism. I worked in Manhattan as a high school intern at MTV and spent my summers running errands throughout the city. I loved going to the older neighborhoods and getting a sense of being in NYC. The details in the architecture reflected the “grittiness” of the city and created a sense of place. The older the neighborhood, the more pedestrian friendly it felt. I returned to NYC after grad school to work in midtown Manhattan and the changes were stark. While there was now a greater emphasis on more pedestrian friendly places, that unique NYC architecture was being replaced with generic skyscrapers, drastically changing the NYC skyline. All these changes continue to influence and shape my development as an architect and urbanist.

**Q:** What role do you think architects have to play in preserving historic buildings, structures, and neighborhoods?

People often identify who they are with where they grew up, and the built environment determines and shapes how people live. While change is inevitable and often warranted, it

should not be pursued at the expense of erasing generations of people’s identities. Wherever possible, it is our duty as architects to preserve historically significant buildings and places that have positive stories to tell, as it will continue to mold the lives of future generations and connect the past to the present.

**Q:** Tell us about your research work.

My entire research is based on how architects and urbanists can contribute to creating socially equitable places. Locally, I focus on adaptive reuse projects as a model for creating affordable housing while preserving buildings and neighborhoods without displacing current residents. Internationally, my focus is on land tenure issues for displaced populations and how to improve the quality of life in settlements through better planning and policies.





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**Saturday, September 15th 2018**

11:00 AM to 4:00 PM

[www.maplewood.org](http://www.maplewood.org) or (585) 458-3460

Advance tickets may be purchased after August 17, 2018 at:

<b>PARKLEIGH</b>	<b>PEPPERMILL RESTAURANT</b>	<b>REHOUSE</b>
215 Park Avenue	1776 Dewey Avenue	469 West Ridge Rd



On the day of the event tickets may be purchased at the tour headquarters:  
**LAKEVIEW EYE CARE** 1 Lake View Park, Rochester 14613

**Tickets are \$12 in advance and \$15 on day of tour.**



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# The YUP-date

by Melissa Baxter



The YUPs have been busy! We wrapped up our strategic planning process (phew!) and are feeling exciting about the plans we have come up with. We have developed initiatives that focus on partnerships, inclusivity, further engagement and education around preservation, and increasing our impact to make a difference in the preservation world. This process took a long time and we are so grateful for all the time our fellow YUPs put in as well as for the guidance and time provided by Dr. Suzanne Piotrowski of BadFish Consulting. Next step is to begin executing our plan! We're currently recruiting folks to lead new initiatives and serve on execution teams. Send us a note if you might be interested (no prior experience needed)!



BBB participants take a selfie in front of the former Driving Park Racetrack Hotel on Selye Terrace in the Maplewood neighborhood.

On June 20th, we had another successful turnout for our second Tavern Takeover at the Stone-Tolan Historic Site in continued partnership with Emerging Rochester Architects. This time, we enjoyed three delicious beers from Silver Lake Brewing Project (based in Perry, NY). This has been such a fun way to engage folks that we will be doing it again on August 22nd!



July's Tavern Takeover at Stone-Tolan.

Of course, our YUP-date wouldn't be complete without our most iconic event, Bikes Beers, & Buildings! 2018 year marked our FIFTH year, so naturally, we had to have it start and end at Fifth Frame Brewing. We were able to bring attention to buildings and locations that need it dearly such as the Driving Park Racetrack Hotel and Tent City. BBB is also a great opportunity to showcase the many great parks Rochester has to offer like Jones Square Park.

Stay dialed in on all things YUP by following us on Facebook and Instagram, or send us an email ([cmeives@landmarksociety.org](mailto:cmeives@landmarksociety.org)).



[www.landmarksociety.org/yup](http://www.landmarksociety.org/yup)



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# Legacy Giving Saves our Shared Landmarks

**100s** of you joined us to celebrate spring at our Ellwanger Garden during the annual Lilac and Rose Peony Weekends in May and June.

**1** woman started it all...

Helen Ellwanger bequeathed her home and garden to The Landmark Society in order to further the work of preservation in our area. Per her wishes, we placed protective covenants on architectural details of the home to insure their protection even when the house changes owners. Funds from the sale of the house supported our activities, and we maintained ownership of The Ellwanger Garden as a living museum tribute to her grandfather's horticultural legacy, enjoyed by so many in our community every year.

A legacy gift to The Landmark Society—whether a monetary bequest, real estate, art, stock, or other property—is an investment in the continued integrity, beauty, and dynamism of our community. Please contact us if you would like more information about including our organization in your estate plans.



Helen Ellwanger

## Membership Support Matters Every Day

Giving a gift of a membership, or renewing or increasing your own membership level enables us to serve our nine-county region on a daily basis. Visit our website or use this form and send it to:

The Landmark Society  
133 South Fitzhugh Street  
Rochester NY 14608

Individual Senior \$40 • Individual \$45 • Couple/Family \$70 • Patron \$100

### MEMBERSHIP FORM *To join, renew, or increase your membership, please fill out this form and return. Please make checks payable to: **The Landmark Society***

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

I am proud to be a \_\_\_\_\_ level of membership this year

with my payment of \$\_\_\_\_\_  Enclosed is my check payable to **The Landmark Society**.

Please charge my:  MASTERCARD  VISA  DISCOVER  AMEX

Card # \_\_\_\_\_ Exp Date: \_\_\_\_\_

Name on card: \_\_\_\_\_ CCV (Security #) \_\_\_\_\_

I would like information on including The Landmark Society in my estate plans.

My employer will match my gift. Enclosed is my signed form.

I plan to waive my member benefits and deduct the full amount.

Yes, please sign me up for Landmark Alerts e-newsletter.

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Before



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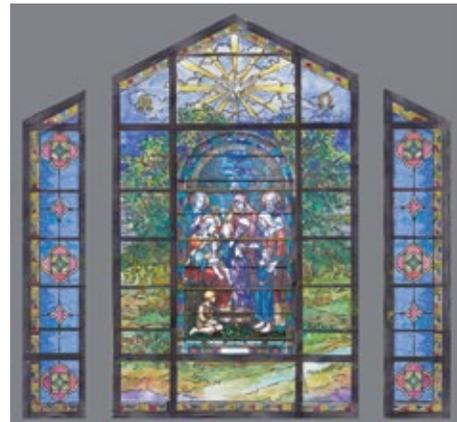
- made by Pike in 1927 for Sacred Heart Cathedral
- removed as part of an expansion in 2005
- stored until 2017 when we restored and resized them for the nave of St. Piux X



St. Piux X  
Church

Adaptive reuse  
of existing Pike  
Stained Glass  
windows

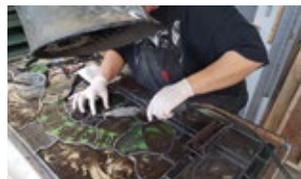
One of our current projects



Concept drawing of the new 20 ft. x 24 ft. façade window we will complete this year, designed to incorporate the 6 ft. x 12 ft. window in the center which was originally made by Pike for the Holy Apostles School



Before, showing age  
and damage



Soldering the  
re-leaded sections



Repaired and installed Chapel windows originally made by TGA in Austria in 1904 for the Chapel of the Divine Compassion at Craig colony in Sonyea, NY