

# LANDMARKS

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THE LANDMARK SOCIETY OF WESTERN NEW YORK

[WWW.LANDMARKSOCIETY.ORG](http://WWW.LANDMARKSOCIETY.ORG)

50<sup>TH</sup> ANNIVERSARY  
*(Virtual)*  
HOUSE &  
GARDEN  
TOUR



Jamie Columbus CEO, Broker



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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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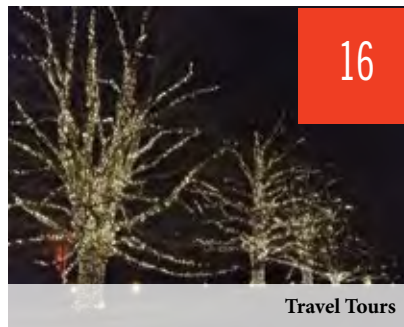


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### STONE-TOLAN TOUR GUIDE

Judith Trabert

# From the Director

I hope you are all doing well during these challenging times. Like many other organizations, businesses, and families, this period of separation is difficult for us: we miss advocating alongside you, and we miss seeing you at our conferences, events, and programs. After a period of office closure, our office at Warner Castle is now open with reduced hours, and staff is dividing their time between working remotely and maintaining a physical presence in the office. We continue to work on National Register nominations, historic resources surveys, rehabilitation tax credit projects, and various research requests.

We also continue to plan public events, but as you can imagine, the calendar has evolved over the past several months. Here's where we stand as we go to press:

**House & Garden Tour:** Hop on your digital device for a virtual tour October 9–18, with the cream of the crop from across the region. Learn more on page 10.

**Five to Revive:** Watch for a mid-October announcement of the latest list of sites with potential for great rehabilitation.

**Inside Downtown Tour:** Replaced this year with our virtual House & Garden Tour in October.

**Cocktails and Caruretors:** Cancelled for 2020, we hope to reschedule when gathering is safe.

**Preservation Awards and Annual Meeting:** We will honor award recipients and hold our annual meeting in a virtual format on Sunday, November 15th. More details in the next magazine.

**Preservation Conference(s):** This year's conference will be conducted virtually December 1–3, making it accessible to a broader audience; looking ahead, tentative plans are being made to hold an in-person conference in Spring 2021.

**Jubilee:** we are forgoing our annual Jubilee this Holiday season.



**Travel Tours:** The Niagara-on-the-Lake tour—moved from the summer to December—is full; the Brandywine Valley tour has been moved to December 15–18, and is open—learn more on page 18.

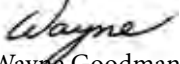
**Historic sites:** Our Stone-Tolan House and Ellwanger Garden remain closed to visitors; St. Joseph's Park is closed beyond a handful of wedding ceremonies. Virtual tours of Stone-Tolan are available to school groups, contact Cindy Boyer at [cboyer@landmarksociety.org](mailto:cboyer@landmarksociety.org).

Publication of our *Landmarks* magazine resumes with this issue after a short hiatus, so watch for more information on these events in the winter issue arriving mid-October, and you can check our social media for even more timely updates.

As much as we will be able to accomplish with our virtual events this fall, the disruption in our programs and tours will create a fiscal impact on the organization, as they provide critical and sustaining operating funds. This fall's Annual Fund will take on an even greater importance for The Landmark Society in this context. Thank you to all our supporters, donors, and event sponsors: all support during this crisis continues to be incredibly important and much appreciated.

Preservation connects us. Collectively, we are saving our shared historic places and are creating a powerful and meaningful authenticity that binds our communities together. We cannot do it without you. As always, thank you for your continued 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 Cynthia Howk

## SAFE



### Oak Orchard Light House at Point Breeze 14357 Ontario Street, Town of Charlton, Orleans Co.

A “home run” for this rural community, the reconstruction of the historic Oak Orchard Light House on Lake Ontario marks its tenth anniversary this year. Located at the end of the east pier, the original 1867 light house at the mouth of the Oak Orchard River was swept away in a 1916 storm. In 2003, local supporters launched a fund-raising effort to re-construct the light house, which was to be built using the extensive 1909 survey of the original tower. A NYS Environmental Protection Grant and assistance from the New York State Office of Parks, Recreation and Historic Preservation resulted in the newly built tower, which was completed in 2010 and serves as both a museum and navigational light on the Seaway Trail in Orleans County. For more information, go to [oakorchardlighthouse.org](http://oakorchardlighthouse.org).

## SAFE



### Canal Town Community Church (former First Baptist Church) 100 West Main Street, Village of Palmyra, Wayne Co.

Located on the “Four Corners with Four Churches,” this 1871 Romanesque Revival house of worship was built for the congregation of First Baptist Church, which was established in the early 19th century. This prominent intersection—West Main and Canandaigua streets—is said to be unique in the United States, with a major church on each corner. These iconic buildings represent important examples of 19th-century Greek, Gothic, and Romanesque Revival religious architecture. Recently, the Baptist church was sold and a new congregation is revitalizing this important building. Currently, the Methodist church is “for sale,” while the congregations of the Presbyterian and Episcopal churches continue in their buildings. The care and repair of our historic houses of worship continue to present challenges for congregations. Many of these buildings are eligible for repair funds from the Sacred Sites grant program. For more information, go to [nylandmarks.org](http://nylandmarks.org).

## TOO CLOSE TO CALL



### “The Boardman,” 647–657 Monroe Avenue and Queen Anne rowhouses, 1007–1011 Monroe Avenue, City of Rochester, Monroe Co.

These two historic buildings on one of Rochester's major commercial thoroughfares both suffered extensive fire damage in two separate fires over the past six months. In April, a four-alarm fire at “The Boardman” resulted in serious damage to the second-story apartments, with collateral damage to the first-story shops, which were fully occupied. Built about 1920, this handsome building is one of several, architect-designed, commercial buildings in that area. In June, the Queen Anne-style rowhouses on the corner of Monroe and Rosedale Street were similarly damaged by a four-alarm fire. While rowhouse architecture is relatively rare in Rochester, the Upper Monroe neighborhood in which this building is located has several examples of distinctive, c. 1900 rowhouses along Monroe Avenue. The picturesque rowhouse at #1007–1011 Monroe Avenue is distinguished by its round, Queen Anne-style towers and tall chimneys.



# Old City Hall Donated and Protected

by Wayne Goodman

In December 2019, Rochester's Old City Hall—more recently referred to as Irving Place—was donated to The Landmark Society by Rochester real estate development company Mark IV Enterprises. Located on Broad Street in downtown Rochester, Old City Hall was designed by Rochester architect A.J. Warner, whose other notable works include Erie County Hall in Buffalo, and the Powers Building, St. Bernard's Seminary, and Wilder Building in Rochester. Completed in 1885 and listed in the National Register of Historic Places in 1974, the building served as the City of Rochester's City Hall until 1977, when city government moved to the rehabilitated nineteenth century Federal Building on Church Street.

Mark IV Enterprises purchased the building from the City in the late 1970s, renovating the building for office use and



stewarding the building's preservation for over forty years. The Landmark Society and Mark IV Enterprises agreed to a property donation, provided that protective covenants be attached to the building and a new owner/developer with preservation experience be sought. The Landmark Society was pleased to then sell the protected building to 43 North Real Estate, who intends to undertake a sensitive mixed-use rehabilitation.

The Landmark Society appreciates this partnership with Mark IV Enterprises and 43 North Real Estate, which ensures the future preservation of this historic building, as well as adding to downtown Rochester's economic vitality.

## Jewish Landmarks Survey

by Larry Francer

The Rochester Jewish community has a vast number of important sites within its long history. Due to the generosity of the Farash Foundation, The Landmark Society of Western New York has undertaken a Jewish Landmarks Survey. This survey will be achieved by partnering with the Jewish community and identifying the extant, standing resources that have held significance in not only the founding but also the growth of the Jewish community in Rochester and the inner ring suburbs. Our hope is that this survey will be the beginning of a larger project to inventory historic houses of worship of all denominations.

There is a national epidemic of vacant or deteriorating houses of worship. We included Adaptive Reuse of Historic Houses of Worship on our 2019 Five to Revive list because of our concern for this problem. We get calls at least once a week from a congregation that can't afford the repairs for their historic structure. This survey will serve as a template for a survey of all houses of worship and an eventual thematic National Register nomination in our nine-county region. Although honorary,



Historic Joseph Avenue

National Register listing for these properties can also provide access to funding sources for restoration and repairs, such as the New York Landmark Conservancy's Sacred Sites grant program (available to properties that are actively used for worship) and the State and Federal Historic Tax Credit programs, which are often used to adapt historic houses of worship to new, sympathetic, economically viable uses.

# The Genesee Valley: A Canvas for Preservation

by Nicole Manapol

Following over a decade of revitalization efforts that transformed their historic main street districts, municipal and community leaders in Perry, Mount Morris, and Geneseo came together in 2016 to establish the Letchworth Gateway Villages (LGV) initiative. LGV is a cross-county collaboration initially formed to answer the question, “What’s next for our downtowns?”

Four years on, LGV has grown from a three-village municipal consortium into a regional network of 70 partners working across the five-county Genesee Valley Region. This group is working now to develop the region’s potential as an outdoor recreation and heritage tourism destination as part of the USDA’s Rural Economic Development Innovation (REDI) initiative.

Fueling this momentum have been a multitude of forces. They include large-scale investments by federal, state, and private foundations to develop long-distance trail systems and blueways; growing interest in the outdoor recreation economy as a rural development strategy; and increasing consumer demand for time out in nature.

However, the real force behind this momentum remains the people who have worked for decades to preserve the heritage assets that define the Genesee Valley. This dedicated group believes that things like our historic main streets, canalways, railroads, farmland, rivers, and lakes are the keys to our economic future and success. This is the network that is reviving the Genesee Valley’s regional identity and transforming our heritage assets into new economic possibilities.

## The Catalysts

LGV was a natural outgrowth of over a decade of downtown revitalization efforts championed by community organizations like the Perry Main Street Association and Mount Morris Partners for Progress, and individuals like Redhook Developer Greg O’Connell, Livingston County Downtown Partnership Coordinator Louise Wadsworth, and Perry Mayor and architect Rick Hauser. These investments not only transformed the built environments on the villages’ historic main streets, but served as a catalyst for bringing together businesses, residents, and municipal leaders to re-imagine the economic future of their communities.

Voted the #1 U.S. state park in 2015 and attracting nearly one million visitors per year to the region, Letchworth provided an important focal point for the next phase of these communities’ economic development. So in 2016, the Letchworth Gateway Villages Municipal Consortium was



Logo by Sean Daly.

established to strengthen the connection between the park and the surrounding main street districts.

Alongside LGV were other regional collaborations working to preserve and repurpose key heritage assets

in the Genesee Valley into a system of trails and blueways that would lay the foundation for a recreation-based economy. These included efforts to establish the Genesee Valley Greenway State Park, a public, multi-use trail and natural greenway corridor along the abandoned Genesee Valley Canal and its successor, the Pennsylvania Railroad; and the Genesee River Wilds, an environmentally sustainable system of 11 nature parks providing recreational access to the Genesee River in Allegany, Wyoming, and Livingston Counties. Key groups involved in making these two initiatives a reality included: the Department of Environmental Conservation (DEC), the Office of Parks, Recreation and Historic Preservation (OPRHP), the Genesee Valley Conservancy, the Friends of the Genesee Valley Greenway, and the Genesee River Wilds Association.

## Reviving a Regional Identity

In 2018, these groups converged when LGV initiated a creative placemaking process using National Geographic’s Geotourism MapGuide Program, a tool to help communities work together to create a shared identity and market their destination in a way that promotes sustainable development. One of the outcomes from this process was the realization amongst stakeholders that while Letchworth State Park is an important anchor and draw for the region, the destination identity that emerged through the mapping process aligned more strongly with the Genesee Valley.

## Building a Genesee Valley Rural Development Network

In 2019 LGV and this same network of partners were awarded two years of planning technical assistance through the USDA’s Rural Economic Development Innovation (REDI) initiative. Since October, the group has been working on a regional strategy to bolster the Genesee Valley’s potential as an outdoor recreation and heritage tourism destination.

Composed of a diverse mix of municipalities, main street groups, local chambers of commerce, volunteer organizations, park managers, education institutions, preservation organizations, county planning and economic development offices, artists, and entrepreneurs, the network is bound together by a shared belief that the Genesee Valley’s unique natural, cultural, and heritage assets are the key to advancing a sustainable, 21st century rural economy.





2019 REDI Kick-off Workshop, Humphrey Nature Center at Letchworth State Park. Photo: Katie Sutor



Friends of Genesee Valley Annual Meeting 2019, Genesee Valley Greenway trail in Belfast. Photo: Nicole Manapol

## The Power of Partnerships

Groups that would not normally be in the same room are now meeting, identifying their concerns, and finding that others can help. At the group's last physical convening in February at the historic Palmer Opera House in Cuba, Mayor Michelle Miller, commented, "the REDI initiative is a great opportunity to connect with other leadership from across the region developing creative solutions to rural development challenges. Connecting with others' expertise and enthusiasm fuels our efforts and effectiveness."

Joan Schumaker, President of the Friends of the Genesee Valley Greenway agrees: "The technical assistance and support provided through LGV and REDI is allowing the Friends to achieve goals we could not have accomplished alone."

For Allen Kerkeslager, one of the founders of the Genesee River Wilds and Triple Divide Trail System, "[REDI] is the first initiative I've seen in our area that is connecting rural communities across the Genesee Valley watershed, focused explicitly on the rural world view and elevating our rural potential. It's refreshing."

Kristine Uribe, State Park Manager of the Genesee Valley Greenway, points to the opportunity for meaningful dialogue amongst groups that don't always have the chance to interact: "It encourages collaboration, sparks inspiration, and opens the path to meaningful conversation amongst community

members, stakeholders, entrepreneurs, municipalities, and state/federal agencies."

Some of these meaningful conversations are leading to collaborative solutions that stand to impact the region for years to come. One example is the current effort between The Landmark Society, Genesee Country Village & Museum, Perry Main Street Association (PMSA), SUNY Geneseo, and local preservation tradespeople to establish a traditional trades program. This program would address the critical shortage of professional tradespeople trained in the art of preservation work. "When The Landmark Society spotlighted challenges with the Traditional Trades, it really resonated—not having a workforce equipped to preserve the Genesee Valley's heritage assets presents significant challenges for growing a heritage tourism economy," remarked PMSA Chair Sandy Schneible. "It's exciting to see how quickly potential solutions can emerge when we work together. This is the value of this network."



Stakeholder Learning Journey to the Pennsylvania Wilds in 2018. Photo: Conrad Baker

Although the USDA REDI Planning process is scheduled to conclude at the end of 2020, the Genesee Valley network will continue working together to activate the priorities identified during the planning process. In fact, the group has applied for and already won funding to develop a trail mapping and management tool and trail town destination training program. The training program will help additional municipalities along the Genesee Valley corridor establish their communities as hospitality hubs and gateways to the region's nature and outdoor recreation assets. Additionally, the Genesee Valley Map Guide project, ExploreGeneseeValley.com, continues to provide a platform for stakeholders to tell the Genesee Valley's unique story of place, helping connect travelers with the many attractions, businesses, and activities through the voices of the people that live here.

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*Nicole Manapol is a Community Development Specialist with SUNY Geneseo, serves as the part-time Director for the Letchworth Gateway Villages, and is the Genesee Valley REDI Network Coordinator. Prior to returning home to western New York, Nicole spent 15 years as an international development practitioner working across Latin America, the Middle East, North Africa, South Asia, and the Asia-Pacific on behalf of the US State Department, Microsoft, USAID, and the higher education sector. What she loves most about her line of work is creating opportunities for people, organizations, and communities to realize their potential.*



# Writers & Landmarks

## Sacred Sites in My Life

by Kristy Liddell



Illustration by Mark Payton

The jewel-tone greens gather me up; I lift up my eyes. In the great *Te Deum* window, the colors all gather: washed thin by the throne of the risen Christ, colors transcended by transparency; gemlike richness on the robes of the outermost saints.

*We praise thee, O God  
We acknowledge thee to be the Lord  
All the earth doth worship thee, the Father everlasting  
To thee all angels cry aloud  
The heavens and all the powers therein  
To thee cherubim and seraphim continually do cry  
Holy, holy, holy  
Lord God of Sabaoth  
Heaven and earth are full of the majesty of thy glory*

*Te Deum*: a hymn for a crowd. A multitude, a host.

We are in the COVID-19 state of emergency, and there can be no crowds or hosts. Our priest is here, and our organist, and I am the congregation; my husband operates the camera in the center aisle. The organ plays a muted palette to support the three voices in this plague-time morning prayer: three voices spread thin in the chancel. The nave has no voices, no shuffling feet, no rustling coats, no hoarse throats, no faces, no handshakes or hands, no contagion, no breath: only a hundred very particular absences.

In the great stained glass window, the Apostles, Prophets, and Martyrs mingle. One wears a black hood and holds a book. One is a naked infant, toying with a sword. Many wave banners, victorious captions:

*The glorious company of the Apostles praise thee  
The goodly fellowship of the Prophets praise thee  
The noble army of Martyrs praise thee...*

I try to juggle a hymnal and liturgical print-out with grace as our music director wedges in pencils to hold down the keys of the organ while he comes down to chant. The empty organ sustains a chord under our Lenten *Kyrie pantokrator*. The absences burden the old pews; the camera livestreams our distant voices online, as those absent ones sit in their homes, praying with us a whole host of prayers. Reading Psalms in an empty church would feel like spelunking or dropping rocks into the ocean and watching them disappear, but for the window's bright gathering.

The awful and awesome thing about old churches is that they are full of all kinds of general and specific absences, and they make you know it. Generations of people have been baptized and buried; they have left each other's names stitched onto cushions, engraved on plaques, built into windows, scrawled on handwritten instructions taped inside cabinet doors. The more we gather, the more we mold the shapes of our own particular absences. The more we sing, the more we hear in silence. When will we fill those hollows again? Who will someday feel their own way around our mysteries? Whose presences will nestle in beside them?

*...Also the Holy Ghost, the comforter...*

In the window, that holy dove hovers as if at rest in the only bright open space.

*Kristy Liddell has been a parishioner at Christ Church since 2008, where the art, architecture, and music evoke awe. She loves the old architectural (and acoustic!) spaces in Rochester.*



# Porch Ups and Downs

by Caitlin Meives

Who doesn't love a good porch? The Landmark Society felt it was such an important element of our homes that we included The Front Porch in our 2017 Five to Revive list. Whether it's on the front or the back of a house, a historic porch serves as an outdoor room, a sheltered spot outside the confines of the house but still set off somewhat from the public; a semi-private retreat in which to drink your morning coffee, read a book, watch passersby, eat a meal, or—especially during pandemic times—to gather with a small group of friends or family. As many of us work from home, our porches have also become auxiliary offices. In fact, I'm writing this article from the comfort and fresh air of my own back porch.

On the flip side, porches can also be a headache for the historic homeowner. Because they're so exposed to the elements (sun, snow, rain), porches tend to need regular repair and maintenance. I usually give my front porch floor a paint refresh every few years. Clogged or improperly installed gutters and downspouts, along with grading issues, can also wreak havoc on a porch's foundation. Ever seen a lopsided porch column or pier pulling away from the railing? This is a classic old porch issue and is usually due to some combination of drainage problems, which cause the masonry foundation piers to sink into the ground.

And this, in fact, is the very problem that I'm fixing on my own porch. My porch projects out from the back of my



**Back porch of the subject property. The brick pier on the left of the image is sinking most noticeably.**

house and rests on two brick piers that sit on concrete footers. Columns sit on top of the brick piers and support the porch roof. Over the last 10 years, I've watched one of those brick piers slowly sink further and further into the ground. If you observe the gutters on a rainy day, it's obvious why. Our k-style aluminum gutters leak at the corners, forming a little puddle right next to the base of the piers. If our yard was sloped away from the house, this would be less of an issue but instead the yard has a negative grade (sloping towards the brick piers), causing the water to pond. As the piers sink, some of the bricks have shifted and the columns have begun to pull away from the house.

Now, is my porch about to collapse anytime soon? No. But, whenever possible, you want to address issues like these before they become more serious and more costly. The first step is to address the root cause rather than the symptom. In this case, the leaking gutters and the negative grade. So I'll be replacing the gutters and making sure any water that does come off the roof drains away from the foundation. Next, I've hired a contractor to prop up the porch, remove the columns, and dig out and re-pour the concrete footer. The column bases, which have rotted due to moisture and insect infiltration, will be replaced to match the original bases. The balustrades (railings) will be removed, repainted, and re-attached and, because



**Closeup of sinking brick pier. Note the brick at the top that has shifted.**

you can never start an old house project without discovering previously unknown issues, we'll also be installing new framing beneath the porch floor to make up for insufficient framing that was never properly tied into the house foundation.

This is a rather daunting project but I'm lucky enough to be living in a National Register historic district and can use the

**continued on page 14**



## Did Someone Say Porches?!

We have a fresh inventory of **Park Ave is Porches** t-shirts and 3/4 sleeve baseball tees. Designed and printed locally, these super soft tees make a great gift and support your favorite organization—us!

Visit [landmarksociety.org/parkave](http://landmarksociety.org/parkave) to purchase yours.

JAMIE COLUMBUS, CEO • BROKER, JUDY'S BROKER NETWORK  
IS HONORED TO PRESENT

# The Landmark Society 50th Anniversary *(Virtual)* House & Garden Tour

by Cindy Boyer



**I**t's a dream come true tour: No lines, no parking issues, no weather problems, and no shoe covers or masks needed!

The 50th Anniversary Tour will take the format of a narrated video tour. You'll purchase a "ticket" and then we will send you the link to the video tour on the internet. You can enjoy the tour any time between Friday October 9th and Sunday October 18th—from the comfort of your favorite computer, laptop, or phone!

Since it's a virtual tour, we don't have to stick to one neighborhood. We look forward to sharing with you amazing city homes, fine country houses, and a few surprises from our western New York region. This will be a personal and exciting experience, as The Landmark Society once again strives to set the mark for innovative tour experiences.

As you know, the Tour is an important fundraiser for The Landmark Society. To give you the most flexibility and still raise needed income, we'll have a variety of ticket formats. You will be able to purchase one-time access to the video tour for one person. If you'd like to experience



the tour with a friend or family member, we will offer a “plus-one” ticket price that gives you a discount for more than one viewer. There may even be some specially guided “live” tours!

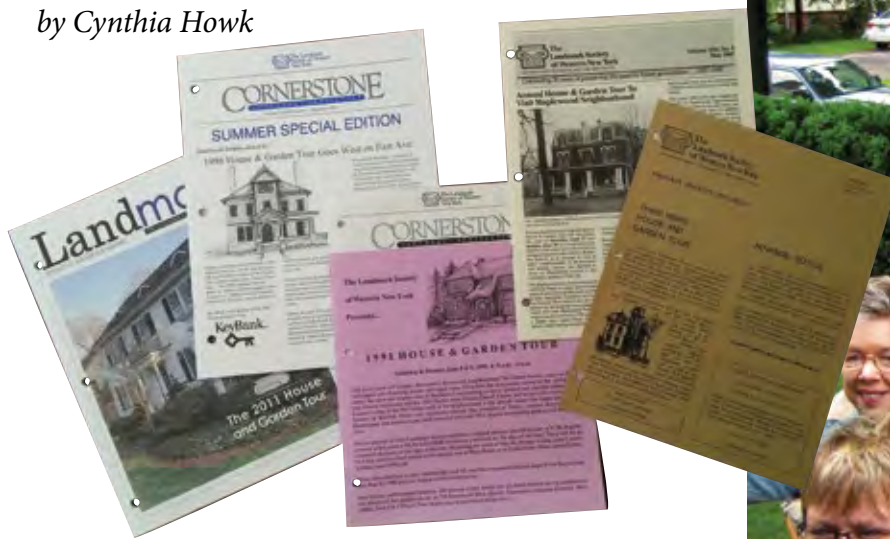
Check [landmarksociety.org](http://landmarksociety.org) the second week of September for a link to purchase tour access, along with announcements of special add-on tour features. If you don’t already get our *Landmark Alerts* emailed newsletter, now would be a really good time to subscribe and be the first to

hear all the details as they develop. The subscription box is on our website as well.

Questions? Contact Cindy Boyer at [cboyer@landmarksociety.org](mailto:cboyer@landmarksociety.org) or give us a call at 585.546.7029.

## Landmark Society’s Annual House & Garden Tour Celebrates 50 Years!— *A History*

by Cynthia Howk



Past magazines featuring our House & Garden Tour from previous decades, and a selection of tour memories.



This year marks the golden anniversary of The Landmark Society’s House & Garden Tour, the largest such tour in the region and one of the oldest in the country. Who would have guessed, back in 1970, that a modest arts festival and concurrent home tour in the city’s oldest residential neighborhood would grow to an often sold-out event, that draws over 2,000 participants and highlights some of the finest architecture in the area?

During its first 15 years, the tour was held in July, in Rochester’s Corn Hill neighborhood, an area that was experiencing a revitalization after decades of decline. Headquartered in Corn Hill since 1937, The Landmark Society was instrumental in promoting the recognition of that area’s important history and signature architecture, beginning with an inventory of its buildings in the early 1960s. Recommendations from that project fostered the creation of a “conservation area” in the northern-most area of Corn Hill, where houses would remain intact and new owners sought. Nine of those houses were acquired by The Landmark Society and pioneering residents such as artist Wayne Frank, musician Mitzie Collins, and architect Sid Burton renovated them for their own homes.

By the mid-1980s, our house tour entered a new chapter, when we expanded our focus to include other historic neighborhoods, and the tour was moved to June. The 1985 tour in the Highland/

Mt. Hope area was a sell-out event, drawing immense public interest, as some of the city’s finest Victorian architecture, including the iconic Patrick Barry residence, was featured.

In subsequent decades, the house tour has featured many of the community’s historic 19th and early 20th-century neighborhoods, including Browncroft, Maplewood, Cobbs Hill, areas of East and Park avenues, Brighton’s Struckmar and Barnard tracts, and West Irondequoit’s St. Paul Boulevard corridor. Recent tours have seen inclusion of mid-century modern houses, as those 1950s homes enter the traditional parameters of “50 years or older” for landmark structures.



## 2020 Inside Downtown Tour Postponed



Fall is the time when it's normal to enjoy The Landmark Society's Inside Downtown Tour (IDT) of interesting spaces in a Rochester urban neighborhood. "Normal" is not a word we have been using much in 2020. The Inside Downtown Tour is postponed until 2021. We hope the fans of IDT will enjoy The Landmark Society 50th Anniversary (Virtual) House and Garden Tour, taking place this fall. There will be a great mix of interiors on this special event. We look forward to resuming the IDT next year, as we hope to invite you into loft apartments, live-work spaces, and other fascinating sites.



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# Highland Park Area Neighborhoods Begin Historic District Project

by Caitlin Meives

In 2016, The Landmark Society embarked on a multi-year project in partnership with the City of Rochester to inventory historic resources (buildings, sites, structures, landscapes, and objects) throughout the city's four quadrants. The results of the first phase of that project, which studied the Southeast quadrant, revealed several areas around the Frederick Law Olmsted-designed Highland Park that were eligible for listing in the National Register of Historic Places. Historic district eligibility is an exciting first step towards getting a neighborhood listed in the National Register and getting homeowners access to the NYS Historic Homeownership Rehabilitation Tax Credit program. A historic district can also be an excellent marketing tool and can help build neighborhood pride. So, we're always excited to work alongside neighborhoods to help make these possibilities a reality.



Homes in the heart of the Highland Park neighborhood (identified in blue on the map) are eligible to become a new historic district.

This past summer, we partnered with neighborhood groups in the area, including Highland Park Neighborhood Association (HPNA), South East Area Coalition (SEAC), and neighbors in the Azalea and Lilac neighborhoods, to begin taking the next steps towards National Register listing for these eligible districts. We held a few (virtual) neighborhood meetings and a workshop to explain the process to residents and to introduce the homeowner tax credit program. In collaboration with HPNA and SEAC, neighbors also applied for grant funding to hire Landmark Society staff to complete the National Register nomination, which involves extensive research, writing, and documentation.



One of the eligible districts, known as the Gregory Tract and outlined in yellow on the map to the left, has been in the works for a few years already and even completed half of the nomination paperwork. In August, SEAC received a Preserve New York grant, a signature grant

program of the NYS Council on the Arts and the Preservation League of NYS with the support of Governor Andrew M. Cuomo and the NYS Legislature. This grant will allow the project consultant, Bero Architecture, PLLC to complete the second half of the nomination work. We're thrilled to see this district move forward!

If you live in any of the areas outlined in the map and want to know more about what a historic district means for you or how you can help support the project, please visit [landmarksociety.org/highland](http://landmarksociety.org/highland). We'll be holding more virtual public meetings throughout the fall and winter—stay tuned to our social media and e-newsletter for details!

Gregory Tract  
Homeowners!  
APPLY FOR  
TAX CREDITS NOW!



You can now apply for NYS Historic Tax Credits to help offset the cost of repairs and updates to your home.

Contact Christina Vagvolgyi at the NY State Historic Preservation Office (SHPO), [Christina.Vagvolgyi@parks.ny.gov](mailto:Christina.Vagvolgyi@parks.ny.gov) if you are considering any work on your home. There are two very important points to remember before reaching out to Christina:

1. The tax credit is not retroactive. You cannot apply for any work that has already been started.
2. You cannot claim your tax credits on your NYS income tax return until the Gregory Tract District has been officially listed on the State Register (anticipated in late 2021).

Please contact Larry Francer, [lfrancer@landmarksociety.org](mailto:lfrancer@landmarksociety.org) with any questions.

See the yellow section of the map at the left to see the Gregory Tract historic district boundaries.

# Our Fifth LGBTQ+ Historic Walking Tour!

by Larry Francer



The Landmark Society launched our groundbreaking LGBTQ Historic Landmarks Initiative in 2016 to educate the Rochester community about the history of the local LGBTQ movement and to enhance the sense of pride about the place that our city occupies in the fight for civil rights and human dignity throughout our nation's history. Just as Rochester is celebrated for the instrumental role that it has played in the abolitionist and women's rights movements, so should it be recognized for its contributions to LGBTQ equality. When we first conceived of this initiative, we never would have guessed that the most popular project we worked on would be our walking tours!

Along with Evelyn Bailey of Shoulders to Stand On and other community partners, we have produced four highly successful tours. This year, we will virtually tour historic sites at the University of Rochester celebrating the 50th Anniversary of the Gay Liberation Front which was founded on campus on October 3, 1970. Since the ImageOut Film Festival is opening on October 8, 2020, we will be partnering with ImageOut and plan to present it not only on October 3, but also as part of their festival on October 8! Watch social media and [landmarksociety.org](http://landmarksociety.org) for confirmed dates and times.

## Porch Ups and Downs, continued from page 9

NY State Historic Homeownership Rehabilitation Tax Credit program to help offset some of the costs. The tax credit program is available to owner-occupied homes that are listed in the National Register of Historic Places, either as a contributing structure in a historic district (like me) or that are listed individually. It provides a credit off your personal NYS income tax worth 20% of qualifying repair/rehab work. If you spend, say, \$20,000 on a new roof, you get \$4,000 back in the form of a tax credit.

You might be surprised to know that the Tax Credit program is quite easy to navigate; you fill out a straightforward application explaining the work you propose to do, take some photos, and send it off to the friendly staff at the NY State Historic Preservation Office (SHPO). Once you get the green light from SHPO, you can do the work. When the work is done, you send SHPO pictures showing them that you did what you said you were going to do. It's important to know though that this program is not retroactive; you can't receive credits for work you've already done.

Other requirements of the Homeowners Tax Credit program:

- (1) in addition to being listed in the National Register, your property must also be in a qualifying census tract (all of the City of Rochester is and most areas outside of Monroe County are);
- (2) you have to be spending at least \$5,000 (this can include several different projects); and (3) 5% of your total project costs must be on the exterior of your home.



Column base that has rotted over time.

We are really lucky to have this program in New York State and we want as many homeowners as possible to be able to use it. If you want more information on homeowner tax credits, head to our website to check out a recent workshop we held on the program. If you want to know if your neighborhood can become a historic district, email us at [info@landmarksociety.org](mailto:info@landmarksociety.org).



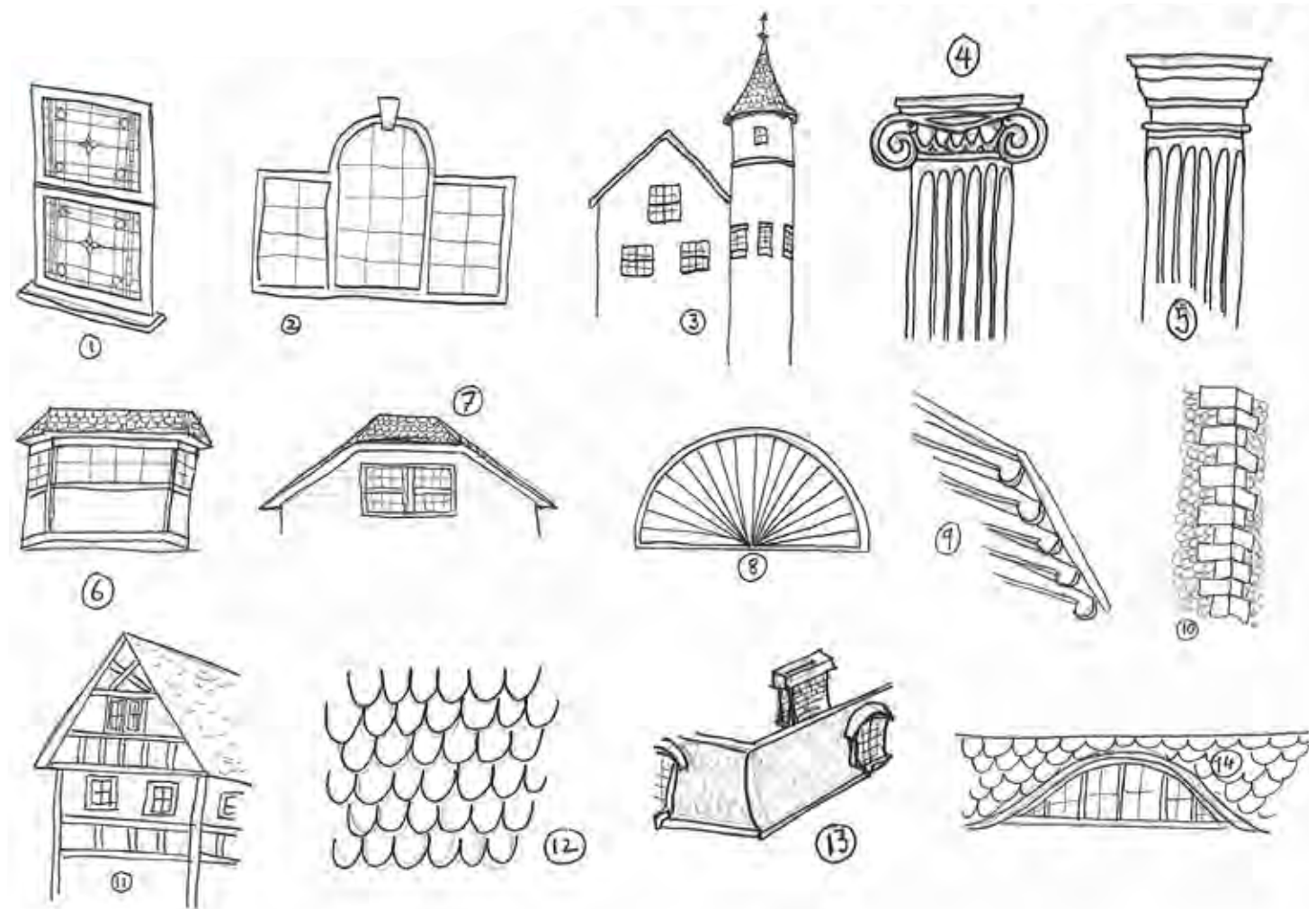
# The Landmark Society Scavenger Hunt

This preservation and historic architecture themed scavenger hunt has been such a popular download from our website that we want to share it with you in the magazine. Illustrated by Young Urban Preservationist Nick Delahanty, we suggest you pick an older neighborhood to do the hunt. Enjoy a leisurely stroll as you look for these features. Keep in mind though, that depending on the vintage of the neighborhood you may not be

able to find all of these features in one area. A good excuse to explore more than one location!

If you want to print out your own copy, you can still find it at [landmarksociety.org](http://landmarksociety.org).

Now, get out there (with your masks and staying socially distanced) and hunt down those features.



1. Stained glass window

2. Palladian window

3. Tower

4. Ionic column

5. Doric column

6. Bay window

7. Jerkinhead / clipped gable roof

8. Fanlight

9. Exposed rafter tails

10. Corner quoins

11. Decorative half-timbering

12. Fishscale [or scalloped] shingles

13. Mansard roof

14. Eyebrow dormer

# Travel Tour News

by Cindy Boyer and Larry Francer

## Landmark Society Travel Tours Dreaming of Traveling

We are dreaming of traveling.

We know the day will come when we will once again take fantastic Landmark Travel Tours together. It may be as soon as December—we have rescheduled two of our tours for the holidays! It may be tours we are planning for 2021. When you feel the time is right for you to set out and explore, we will be ready with great tour experiences. Visit [landmarksociety.org/travel](https://landmarksociety.org/travel) to join the wait list on our *Niagara-on-the-Lake: History and the Holidays* tour and see the information on page 18 on *A Brandywine Holiday* trip.

The Landmark Travel Tour team is committed to following the health and safety guidelines of the Centers for Disease Control as well as requirements at our destinations. We are equally committed to insuring that our trips are not only safe, but comfortable and enjoyable.

*While we dream, enjoy a look back at some of our tours from the past year.*



Toronto photos credit David Boyer



December 2019 Toronto Holiday tour—  
top left: Toronto Yuletide Market; top right:  
Casa Loma; left: dining in a castle!

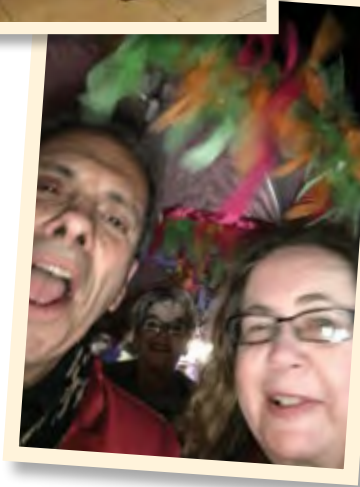
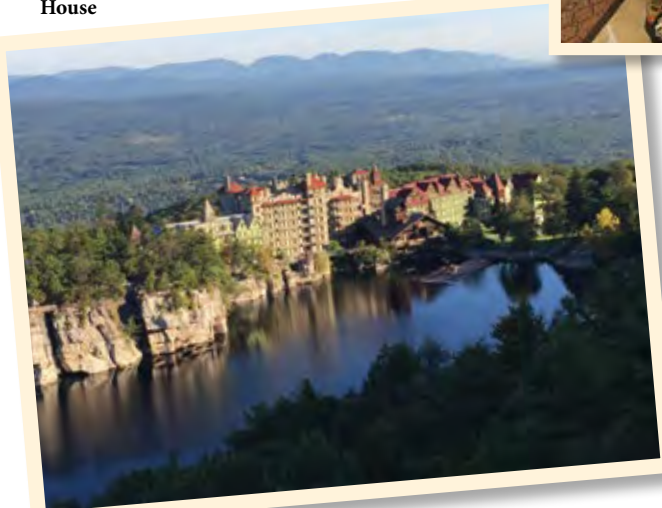




**2020 Palm Springs ModWeek tour**— top left: pool and palms; top right: Everyone piled onto Frank Sinatra's bed!; bottom right: Palm Springs' style

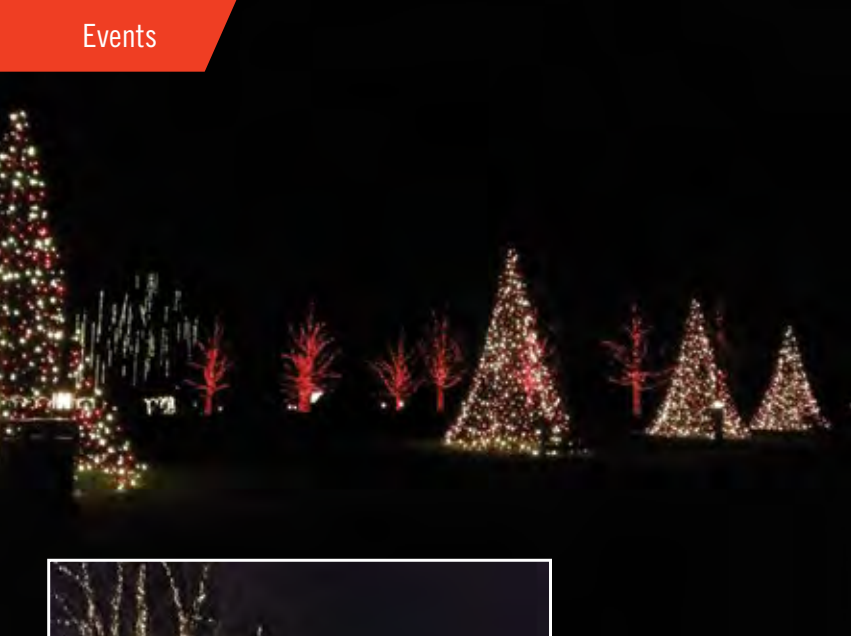


**2019 Hudson Valley trip**— above: meeting the Tarrytown locals; below: the Mohonk Mountain House



**2019 Halloween in New Orleans**— top left: Le Richelieu Hotel butler; above: spider web covered ironwork in the Garden District; left: Larry and Cindy during a festive Second Line parade.

*Continued on page 18*



Just a very small section of the December decorations at Longwood Gardens.

## A Brandywine Holiday December 15–December 18

Our planned September trip is now a December holiday trip! All the sites will be decorated to the hilt—plus, it's Longwood Gardens' most popular time of year, with hundreds of decorated trees inside and out. Enjoy spectacular mansions, plus art museums, and a mushroom farm, on our Brandywine Valley holiday travel tour. Our lodging in the historic Hotel DuPont is a destination as well.

**COST:** Landmark member: \$1,695;  
single occupancy: +\$315; nonmember +\$50

*What's included:* Luxury motorcoach transportation; 3 nights at the historic Hotel DuPont, 3 breakfasts, 4 lunches, 3 dinners; all attractions, gratuities, and taxes; all escorted by Landmark Society staff.

For more details or to register, visit [landmarksociety.org/travel](http://landmarksociety.org/travel) or contact Cindy Boyer, [cboyer@landmarksociety.org](mailto:cboyer@landmarksociety.org).

**THE 2020 NEW YORK STATEWIDE PRESERVATION CONFERENCE IS GOING**

*Virtual*

**DECEMBER 1-3, 2020**

Registration opens in October

Visit [landmarksociety.org/conference](http://landmarksociety.org/conference) for details!



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# Jeffrey Freeland – A Remembrance

by Cynthia Howk

We were saddened to learn of the passing of Jeffrey Freeland on November 16, 2019, after a long illness. A devoted Landmark Society volunteer, Jeff contributed his time, talents, and passion for historic architecture to a wide range of projects and events. Over the past twenty years, he served as a member of The Landmark Society's Awards Committee and was an enthusiastic volunteer host at our Annual House Tours. Jeff grew up in Honeoye Falls, graduated from the University of Rochester, and was a veteran of the U.S. Army. His knowledge of architectural design and local history made him one of our most accomplished research volunteers. With his interest in community planning, he served as a member of the Rochester Preservation Board for several years. Because of his love for architecture, there wasn't anything more enticing to Jeff than a site visit to see an iconic local landmark! The accompanying photo shows Jeff "in his element," during a 2011 Awards Committee visit to the James Johnson-designed "Mushroom House" on Park Road in Perinton. We will miss his enthusiasm, wry sense of humor, and deep interest in architecture, which were hallmarks of his work at The Landmark Society for over two decades.



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of historic preservation,  
we know exactly which doors to open.



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# Member Profile

## Bob Winter

by Wayne Goodman

You never know who you're going to meet in the Harro East Athletic Club swimming pool. It was my lucky day when it was Bob Winter. We're so fortunate that a talented designer like Bob decided to "adopt" us and share his creative talents in support of The Landmark Society.

**Q:** Tell us about your background.

I was born and grew up in Pleasant Ridge, Michigan. After finishing high school, I moved with my parents to Rochester when my father was transferred by General Motors to Rochester Products. I finished college at Westminster College in New Wilmington, Pennsylvania. I took one class in interior design, and I think that class triggered my future career path. After college, I was drafted into the Army, serving two years in France playing clarinet and some percussion for the 76th Army Band. I was able to travel through thirteen countries, and a highlight for me was shaking hands with the Queen of Belgium. After returning to the States, I began working at Wegman's in accounting and purchasing, eventually working as the buyer for the sewing and craft department..

**Q:** How did you get started in the design profession, and how did your career progress?

I decided to shift my career a bit and follow my dream to pursue interior design. I became a member of the Interior Design Society and The Association of Interior Design Professionals. After passing my exam, I became a professional designer and served as an officer for many years in both organizations. I worked for several years at Flanigan's Furniture and then went on to work at Suskind's on Monroe Avenue for the next twenty years, designing window treatments and

coordinating wallpaper, paint, upholstery, and draperies. I enjoyed teaching a few courses on window coverings at MCC and St. John Fisher College, and collaborated with other local designers to organize the "Designer's Ball," which was a gala evening of lavish table designs and décor at various clubs and hotels in Rochester; all our proceeds went to local charities. The last twenty-five years of my career I worked in sales and designed window treatments for Drapery Industries. During that period, I was their interior designer and primarily served their residential customers, but also handled some commercial accounts.

**Q:** What were some of your most memorable projects?

Working closely with couples and their families afforded me the opportunity and pleasure of becoming close friends with many clients. I had the privilege of working with some of these friends on several occasions, through renovations to their existing home, or helping them during moves to different homes. I also had the pleasure of decorating three apartments in Japan for Kodak employees. Perhaps my biggest thrill came when I worked on the Big Tree Inn, located in Geneseo. The historic three-story building was being converted from a rooming house into a bed and breakfast. I designed the interiors for each guest room and bathroom, in addition to the main floor lounge, bar, and dining rooms.



**Bob Winter oversees his custom designed wine bottle bags, pillows, and totes donated to The Landmark Society's Jubilee wine pull fundraiser.**

**Q:** Why do you support historic preservation and The Landmark Society?

I love "old," because I am old! At eighty-five I am thrilled to be a part of preservation and design. There was always a place in my heart to notice and absorb beauty, particularly in architecture and design. I believe historic and contemporary designs can complement each other, but I have the utmost respect for the designers and craftspeople who created our historic buildings; it is now a challenge to even find craftspeople to produce or repair such treasures. Preservation is "art" in many differing forms. I think historic architecture acts as a solid foundation for not only new design, but also, to some extent, as a foundation for community. I believe strongly in The Landmark Society's work and mission. I was honored to receive the "Director's Award" recently, and I was thrilled to assist with the Warner Castle rehabilitation. I enjoy serving on the organization's Development Committee and volunteering for a host of events and programs. I encourage everyone to enthusiastically support the important work of the organization.

# The YUP-date



Below is the statement the Young Urban Preservationists issued on June 5th in response to the murder of George Floyd and Breonna Taylor (and countless others) and the protests and discussions that followed these deeply troubling killings. We invite you to join us as we listen, learn, and do the work to help make preservation more diverse and our communities more equitable.

The Young Urban Preservationists have been using this time to listen to what Black voices across our nation are saying. As a result of what we have heard, we want to: (1) acknowledge our hand in how we got here; (2) renew our commitment to effect change within our organization and the larger preservation movement; and (3) clearly and unequivocally stand with all those advocating for the change our nation so desperately needs.

Historic preservation—as a movement and a professional field—has not served all members of our community. Although the field has made significant strides in working with people of all backgrounds to preserve the places and stories that matter to them, preservation is often a predominantly white endeavor.

We know that good preservation is about more than buildings. Good preservation is about building vibrant, inclusive, and diverse communities, sharing the stories of all people and places, and planning for a sustainable future for all.

The Young Urban Preservationists have not done enough to fight against systemic racism and have helped perpetuate a bias towards the dominant white perspective. We have not done a good enough job of celebrating the cultural heritage of all people of color in our community; we have not done a good enough job of diversifying our membership and leadership; we have not included the voices of others in our decision making. The YUPs have not met any of our core goals around diversity and inclusion.

**We must do better.  
Now.**



We will make mistakes but we must listen and commit to grow in our practice as Young Preservationists. To do so, we will continue to work aggressively to add diversity to our leadership, committees, and membership. We will further enhance our programming so that we are working alongside people of color to amplify their voices and to tell the stories of and save the places that matter to them. We will use preservation as one tool to call out and endeavor to correct the disparities and inequalities created by racist housing, planning, and development policies. Furthermore, we will communicate our position as anti-racists to all members of

our organization and to those with which we conduct business, in an effort to actively root out privilege and remove bias.

This statement is not about us. This is about acknowledging the suffering of Black people, owning our collective role in perpetuating systemic racism, standing in solidarity with all who are demanding change, and committing ourselves to this work. We can and must do better, now.



[youngurbanpres.org](http://youngurbanpres.org)



[@YoungUrbanPres](https://www.instagram.com/YoungUrbanPres)



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# Legacy Giving Saves Our Shared Landmarks

**100s** of you explore our Ellwanger Garden most years.

**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, left. The Ellwanger Garden remains a monument to Rochester's historic nursery industry, a distinctive community gathering space, and a classroom to future generations, thanks to Helen Ellwanger's legacy gift to The Landmark Society.



Photo Credit: David Boyer



## Your Membership Is Key to Our Collective Work

While our biggest events have been put on hold or are taking new form (don't miss the virtual House & Garden Tour in October!), our core work—helping Rochester-area communities tap the resource that is their historic architecture—continues, and has never been more important. Our dedicated staff team develops and directs the initiatives that preserve the “bones” on which dynamic community futures are built, but none of this work would be possible without the enduring partnership and support of our members. Renew your commitment to this work through membership today using the slip below, or when you receive your regular renewal notice in the mail!

Visit [landmarksociety.org/product/membership](http://landmarksociety.org/product/membership) to join online or explore different membership levels for the form below.

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

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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: \_\_\_\_\_ CSC (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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*For choosing to be a member of The Landmark Society.*



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