

LANDMARKS

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THE LANDMARK SOCIETY OF WESTERN NEW YORK

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The 2020 Preservation Awards

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The mission of The Landmark Society of Western New York, Inc. is to protect the unique architectural heritage of our region and promote preservation and planning practices that foster healthy, livable and sustainable communities. *Landmarks* is published quarterly by The Landmark Society of Western New York, Inc.

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From the Director



We're excited to call attention to five properties in need with the 2020 Five to Revive list. This program was initiated in 2013 to enhance The Landmark Society's efforts in fostering preservation as a tool for economic and community development. Listing a property on the Five to Revive amplifies its appeal and need, as well as leveraging critical funding sources that enable the resource's preservation. Listings become priority projects for staff; we work with elected officials, property owners, community leaders, local organizations and real estate developers to seek creative solutions for these irreplaceable resources. Thank you to the members of our Five to Revive subcommittee, who work diligently each year to select five resources using criteria that include architectural/design integrity, historical significance, degree of endangerment, potential catalytic impact, and likelihood that inclusion on the list will help facilitate a positive outcome.

Our Annual Preservation Awards is another mainstay program. The Awards are given to individuals and organizations in our nine-county area that have made outstanding efforts in the preservation of their homes, public buildings, historic properties, and landscapes. Typically, this program is held each year at Rochester's historic City Hall. This year, as with most of our programs and events, the Preservation Awards will be presented via Zoom on Sunday, December 6th. It's free to attend but you must register at www.landmarksociety.org/Awards to get the invite. The Awards program remains an incredibly significant part of our work. Through our recognition of award recipients, we afford our most sincere appreciation for dedicated stewardship and committed craftsmanship. Thank you to our Awards Committee for once again taking such care in deliberating, and congratulations to this year's award recipients.

This issue of *Landmarks* welcomes a new column by veteran Landmark Society Trustee, Jerry Ludwig. For decades Jerry has helped owners of historic properties navigate the technical side of properly caring for and maintaining a historic building. Jerry is a stalwart supporter of craftspeople and the traditional trades. Until recently, you may have been a loyal reader of Jerry's home maintenance and preservation column in the *Democrat & Chronicle*. Given Jerry's background, it seemed like a natural fit for Jerry to share his insights with our members. Jerry has dubbed his column *The Home Front*, where he will be offering suggestions on how to care for historic homes in a sensitive and respectful manner. I know our readers will enjoy this new addition to *Landmarks*—welcome, Jerry, and thank you for your contributions!

As our year-end Annual Fund campaign quickly approaches, please consider the unexpected hardships the pandemic has created for our organization. The significant loss of revenues from cancelled programs and events, including our travel tour program, means support through the Annual Fund is crucial. As 2020 draws to a close, however, it is satisfying to take stock of the organization's accomplishments in the face of adversity. We are fulfilling our mission in ways we had not considered only months ago. The Landmark Society's strength remains tied to the benevolent commitment of our volunteers, staff, donors, members, and community partners. Thank you in advance for your generous support of this year's campaign.

Always,

Wayne Goodman
Executive Director

PRESERVATION SCORECARD

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

by Larry Francer

SAFE



PLEX Community Garden
965 Exchange Street, City of Rochester, Monroe County

This once vacant lot has been saved from inappropriate (or no) development and transformed into a community garden that PLEX (short for Plymouth Exchange) neighborhood residents can be proud of. “We hope to make a beautiful space in the community, and give anyone who has an interest in gardening an opportunity to learn by working there,” says Patricia Neal, President of the PLEX Neighborhood Organization, pictured in the garden with PLEX resident, Janet Williams. “Right now, we have only flowers, but we plan on growing organic vegetables next year too.”

TOO CLOSE TO CALL



St. Michael's Church
859 North Clinton Avenue, City of Rochester, Monroe County

One of the most important examples of ecclesiastical architecture in the region and a central meeting place for Rochester's Latinx community for decades is under threat of closure. The Catholic Diocese of Rochester is forming a committee to study the feasibility of closing three churches in the St. Francis Xavier Cabrini parish including St Michael's Church. Designed by Chicago architect Adolphus Druiding, St. Michael's has the tallest church tower in the region at over 210 feet in height. It also has a stunning and unmatched collection of stained glass from Austria including the “Daniel in the Lion's Den” window, which was a recipient of the premier award for stained glass design at the 1893 World's Fair in Chicago.



Old South Congregational Church
159 Alexander Street, City of Rochester, Monroe County

Located at the corner of Alexander and Broadway, and across the street from Monroe High School, this 1880s church appears to be on the market. Designed by prominent local architects, Fay and Dryer, it is one of their first projects and a near twin to their Second Reformed Church (now Bethel CME Zion) on Scio Street. The church building has suffered from deferred maintenance for many years. With its convenient location between the South Wedge and Monroe Avenue, it could be an excellent candidate for reuse.

The Home Front

by Jerry Ludwig



Greetings! Landmark Executive Director Wayne Goodman has invited me to write a few columns for *Landmarks*, so here I am. Some of you may know me as a long-time Landmark Trustee and former Board President, or as a professional home inspector and consultant dedicated to preservation, or as a long-time columnist in the Home and Real Estate section of the *Democrat & Chronicle*.

To bring you up to date, I've been confined to a wheelchair since the spring of 2019. That has brought its own set of challenges, restrictions, and frustrations to say the least. Fortunately, years ago, Sarah and I purchased a 1917 Tudor Revival home in Brighton which handily came with a still-working elevator installed in 1927, so the second floor bedrooms and baths are accessible.

When we remodeled our bathroom in 2017, we replaced the tub with a shower with a level floor, e.g. a roll-in shower. That, plus the elevator and some ramps, have helped enormously. The lesson here is that if you are planning any revisions or remodeling to your home, please keep access in mind!

But, on to the columns. Traditionally, I've written about the typical house issues: Roofing, wet basements, contractor problems, etc. However, any questions or suggestions are welcome. Unfortunately, the popularity of "home improvement" television shows have influenced how we evaluate homes with inflated, often unrealistic expectations.

Never have I seen more potential buyers so picky (and cranky) about nearly everything, although most likely part of the script. Typical are "I can't possibly live with this...(fill in the blanks)" or "This will need a complete gut job", two of my least favorite expressions.

Fortunately, our Rochester is not as determined to insist on new fads. ("Open concept" may lag behind current trends, thankfully, to the point where dining rooms are creeping back in vogue. After all, one can always use that dining room for online learning, another useful space in the pandemic time.) Also very fortunately, The Landmark Society has a network of talented professionals who know how to repair and preserve older homes appropriately. I first joined Landmark Society many years ago and used their network of professionals as a valuable resource in my home inspections and teaching professions.

I hear from local real estate agents and I've read, that Rochester has been a popular small city for people escaping from large metropolitan areas, like New York City. And it's no wonder: Fifteen minutes to an airport, no forest fires, no earthquakes, plenty of water, Wegmans, etc. Unfortunately, many homes have gone under contract recently, after multiple offers, only virtual tours, and without home inspections. If you are planning to buy a house, perhaps you should stay where you are until the recent frenzy has subsided.

Another significant change that concerns me is that many of my professional associates in the trades are at, or are nearing, retirement age. It is interesting to note that most of these skilled professionals started their careers doing something entirely different. Among them are engineers, an architect, a pre-med major, and so on, with a scattering of BAs, MAs, and MBAs tossed in. It's never too late to change career paths and I urge anyone who may be considering a change to consider one in the construction or restoration business.

If you know of someone who may be looking for a new career, I urge you to point them in the direction of sensitive residential construction and/or respectful restoration work. We can help them find a knowledgeable and experienced professional who might act as a mentor and teach them their trade. I will do my best to facilitate this if needed.

The Landmark Society and I can assist you in maintaining your old home in a sensitive and thoughtful manner. In the next *Landmarks* I plan to address a couple of relentlessly advertised items: Gutter covers and replacement windows. Please let me know what your current projects are and what I can do to help. I will share them in upcoming issues. I can be reached at jerry@jerryludwig.com or possibly poking around at Mayer Hardware.

The Summer of the Porch

by Caitlin Meives

In the last issue of *Landmarks*, we looked at a common maintenance issue with historic porches and talked about the upcoming repair of my own porch. To recap: like many porches, mine was sinking because our gutters hadn't been working properly for at least ten years, causing ponding of water at the base of the concrete and brick piers, which in turn, was causing the piers to sink and the columns to pull away from the railings.

Shortly after going to print, construction began! The contractor, Ted Robertson of Kirkwall Construction, wasted no time in taking out the columns, balustrades, floor, and framing, leaving us with two forlorn brick piers at the end of day 1. (When the mason, Marty Naber of Naberhood Restoration, stopped by, he was able to easily rock them back and forth—a reassuring sign that we were doing the right thing by replacing them!)

Except for a pair of c.1976 Converse and some remnants of tile flooring under the porch, we didn't have any big surprises during the deconstruction process—working with Bero Architecture, PLLC, we had examined and anticipated the porch's problems. Namely, rotting column bases, sinking piers, and insufficient framing. It was impressive to see the number of ants that came scurrying out of the rotten bases of the columns! Luckily, we were planning to replace the column bases with a rot-resistant, pre-fabricated base made of a composite material.

Marty, the mason, and his son got to work on day 2 deconstructing the brick piers and cleaning the old mortar off the bricks so that they could be enlisted in the reconstructed piers.



There goes the first column!



Elements of the columns showing extensive insect infestation.

First step in the reconstruction process was setting the forms and pouring the concrete for the new footers. Before I knew it, we had a fresh pair of brick piers that were better than the originals! An expert historic mason like Marty made the job look easy.



End of day 2, porch fully deconstructed. Things have to get worse before they can get better!



Bricks prior to removing the old mortar.



A clean brick, ready for re-assembly!



Marty Naber and his son carefully laid the reused historic bricks.

One problem we faced: because the original brick piers were constructed in an L-shape and the new piers were to be built as a more stable, four-sided block, we needed more bricks than we had. Ideally, you'd find bricks to match the historic ones but mine have a unique speckled look and you can't just pick them up at your local hardscape outlet. Marty was able to dip into his stash and come up with a close-enough match that he used on the sides that would face underneath porch floor and wouldn't be visible.

Stay tuned for the next installment in our Spring *Landmarks* to see the finished product!



Newly reconstructed piers with our original brick and similar salvaged brick. Can you spot the difference?

New Preservation And Traditional Trades Courses Offered



Three one-credit courses are being developed through SUNY Geneseo for their inter-session offerings this January 2021. In partnership with The Landmark Society of Western New York, Genesee Country Village & Museum, and the Perry Main Street Association, these courses, which can be taken individually or concurrently, will be offered to students as well as interested community members.

For more information, contact Larry Francer, lfrancer@landmarksociety.org or 585-537-5954.

2020 FIVE to REVIVE

by Caitlin Meives

The heart of preservation is community revitalization. In 2013, we launched the Five to Revive program, a list that calls attention to five properties in Western New York that are in need of investment. Whether buildings, landscapes, or structures, they are significant historic properties whose rehabilitations can become catalytic projects for the neighborhoods and communities that surround them.

Each year, these five properties become priority projects for Landmark Society staff and programs as we work collaboratively with owners, municipal officials, and developers to facilitate investment and foster rehabilitation. The ultimate goal is to return these important historic resources to a place of prominence in their respective communities, as economic and social assets that spark even more investment and revitalization.

Images courtesy Quajay Donnell



Williams Opera House

Village of Attica, Wyoming County

Built in 1879, the former Williams Opera House is a distinctive example of the Romanesque style. Located in the Exchange Street Historic District, it is one of the largest and most impressive buildings in Attica's downtown commercial core. The building has had several uses over the years; most recently it was used as a racquetball court, resulting in the complete enclosure of the historic, two-story opera hall space. Plans for a re-imagined Opera House, prompted by a new owner in 2018, were delayed when the building suffered a partial collapse of its rear wall during a windstorm in early 2020. Today, the building has been stabilized but requires additional structural investigation as well as an extensive rehabilitation. With several successful historic tax credit projects completed in downtown Attica and a motivated owner, there is still potential to revive this community icon.

692 Joseph Avenue Future home of the Joseph Avenue Arts & Culture Alliance/Former Congregation B'Nai Israel

City of Rochester, Monroe County

Located in Rochester's northeast quadrant, 692 Joseph Avenue was built in 1928 as the Congregation B'Nai Israel synagogue. The congregation left the building in 1961 and it has been vacant since. The Joseph Avenue Arts and Culture Alliance acquired the property in 2015, with plans to convert the former synagogue into a community center. The Arts and Culture Alliance has been actively fundraising and successfully providing quality arts programming to the community for years. However, the organization still faces significant (and mounting) rehabilitation expenses, especially during an economic crisis.



67-89 Canal Street

City of Rochester, Monroe County

This large, brick industrial building in the Susan B. Anthony Neighborhood was built in two stages—in the late 19th century for the James Cunningham, Son & Company and between 1900-10 to house a shoe manufacturing facility. With open floor plans, large windows, a location adjacent to Main Street and downtown, and its listing in the National Register of Historic Places, this property is an ideal candidate for adaptive reuse. Other former industrial buildings in the neighborhood have been converted to new uses, such as the Carriage Factory Apartments, which provides affordable housing and supportive services for income-eligible tenants. East House and MM Development Advisors are currently partnering on a proposed redevelopment project that would adapt the building into a mix of supportive and affordable housing units and tackle needed environmental remediation. The success of such a large-scale project, however, requires significant financial investment, particularly challenging during difficult economic times.



Clarissa Street Corridor

City of Rochester, Monroe County

Located in Rochester's Third Ward neighborhood (today known as Corn Hill), Clarissa Street has long been a focal point of African American culture and history. As early as the 1830s, Reverend Thomas James established the Memorial A.M.E. Zion Church in the Third Ward, a building that would become a stop on the Underground Railroad and where, in 1847, Frederick Douglass would publish the first editions of his abolitionist newspaper, *The North Star*. In the 1970s, Memorial A.M.E. Zion relocated to Clarissa Street. In 1922 the African American YWCA was founded at 192 Clarissa Street.

By the mid-20th century, as a result of the Great Migration, the African American population in Rochester had more than tripled. Racist housing policies such as red-lining confined most Black residents to one of two neighborhoods—the Third or Seventh Wards. This led to overcrowding, concentrated poverty, and sub-standard housing conditions in the Third Ward.

Clarissa Street became a hub of commercial activity for the neighborhood. As elder resident, Howard Griffin, recounts in *Clarissa Uprooted*, a documentary produced in 2020 by Teen Empowerment and the Clarissa Street Reunion Committee, "You really didn't have to go downtown to shop for anything. Everything you needed was in the neighborhood." The corridor functioned as a self-contained village with restaurants, grocery stores, barber shops, and a family-like sense of community. By the 1950s, Clarissa Street had also become a center of Rochester's vibrant jazz scene. Clubs like the Pythodd (1953–1973) and Shep's Paradise (1968–2002) became iconic gathering spaces. In *Clarissa Uprooted*, historian Dr. David Anderson explains that, "Clarissa Street is the foundation of Afro Rochester."

In the decade following the July 1964 uprising, however, government-sponsored urban renewal cleared large swaths of the

Five to Revive, continued from page 9

Third Ward, decimating much of Clarissa Street. The Pythodd Club was demolished in the 1970s. Today, the streetscape along Clarissa bears almost no resemblance to the once-thriving corridor that held a vibrant community of businesses and residents. The site of the Pythodd Club at the corner of Clarissa and Troup St. remains a parking lot. The former home of Shep's Paradise is one of only two commercial buildings that remain standing.

But current and former residents—elders who experienced Clarissa Street and the jazz scene in their mid-century heyday—have been working to revive the corridor and preserve its

stories. The Clarissa Street Reunion Committee has organized the annual Clarissa Street Reunion since 1996. This past year, they teamed up with Youth History Ambassadors from Teen Empowerment to produce the documentary, *Clarissa Uprooted*, that tells the story of this corridor's cultural legacy.

With this listing, we support the ongoing work of the Clarissa Street Reunion Committee and Teen Empowerment as they share Clarissa Street's past and chart a course for its future.



The Neighborhood Hardware Store Throughout the region

It's where you go for your old-house DIY supplies, an obscure refrigerator part, or a friendly bit of advice. The neighborhood hardware store provides more than just hammers and nails or paint chips and dropcloths; it's a resource for homeowners, weekend warriors, and contractors alike. Knowledgeable, attentive, and helpful staff are on-hand to find you just the right nail or to help walk you through your DIY project. Like the neighborhood bakery, coffee shop, or butcher, the small, locally owned hardware store distinguishes itself from the big box stores with its customer service and personalized care for you, the customer. Whether located in an urban neighborhood or rural village, the local hardware store is a convenient, easy to access, part of the urban fabric.

Unfortunately, like other locally owned businesses, the neighborhood hardware store has become an increasingly rare resource. Stiff competition from corporate-owned stores has forced many out of business. Demographic and cultural shifts back to urban cores and reinvestment in rural villages could help reverse this trend. With this listing, we seek to highlight the locally-owned, often family-run, neighborhood hardware stores that continue to provide quality service to our western New York communities and to encourage historic homeowners to shop local.



Writers & Landmarks

Bridge-ing Neighborhoods

by Noah Kahrs



Illustration by Mark Payton

Heading north into downtown, South Clinton Avenue undergoes a remarkable transformation—what was just one lane heading northbound becomes four. The sudden expansion almost makes sense, as the road carries traffic from Mt Hope, South, and westbound 490, yet it still utterly transforms the road’s character. Elsewhere, Clinton Avenue has cross streets and buildings alongside; here, the road feels like a highway and everyone speeds by unencumbered, perhaps not noticing even I-490 in the old canalbed underneath them.

This overpass has long been familiar to me as a barrier on foot and as a conduit by vehicle. When I first moved to Rochester, to study downtown at the Eastman School, I hated walking to the South Wedge precisely because of this stretch of road: half of the sidewalk has no separation from the cars whizzing by, and the other half consists of a caged-in pedestrian bridge that takes a looping two-hundred foot detour, with the end marked by the loudest crosswalk bell I have ever encountered. But as I came to spend time on UofR’s main campus, this same stretch of Clinton became a familiar sight on the bus back downtown, whose sudden acceleration through this garish stretch came to feel like a return home. In both of these situations, though, the overpass obscured the possibility of actual life, rather than just cars, in that southern stretch of downtown.

Lately, I’ve seen this bit of road in a new light. Until COVID-19, my walking habits resembled those of most other Eastman students: I simply walked back and forth on East Avenue a lot. But with the school closed, I had to find a new way to force

myself out of my residence. So I opened up a map online, and drew a circle of a 1-mile radius around my downtown apartment. Over the next few months, I would walk the full length of every street in this circle. Soon, a few particular paths became familiar, taking me under, over, and around this Clinton Avenue overpass.

One such route is a small side path from the overpass—the caged-in pedestrian bridge over 490 connects not just to Clinton Ave, but also to a ramp affording a lovely view of the

higher branches of the trees in the front yards of Wadsworth Square. Crossing the park of the same name, one arrives at Howell Street, formerly the Inner Loop. Turning left, one can walk westwards, under Clinton Avenue, savoring the rumbles of overhead traffic, and onto an exit ramp from Eastbound 490. Improbably, the ramp features a full sidewalk, a wonderful sunset view of the 490 Bridge, and a connection to South Avenue and the river beyond.

Without my conscious effort to walk every possible street, I never would have realized what parks, neighborhoods, sounds, and vistas lay under such a garish wash of traffic. Even as I remain, like most Eastman students, an outsider to Rochesterian society, these pathways connect me to neighborhoods current and past. Before these walks, I had never even noticed the houses of Wadsworth Square, so well-hidden by 490. I had not even thought to wonder what might have been there before the Inner Loop cut the neighborhood off from downtown, or before an enlarged Clinton Avenue cut the streets two blocks short. That is, the overpass would have remained just a block of asphalt, rather than a landmark with its own sights and sounds.

Noah is a fourth-year graduate student at the Eastman School of Music, studying music theory. An enthusiast of maps, diagrams, and structures in both music and urban geography, he has visited every Chicago neighborhood, and most of the neighborhoods in Pittsburgh and Toronto. In Rochester, he has visited every zip code area.

Koda-Vista: A Sense of History and Community in the Suburbs

by Gina M. DiBella



Above: Allerton Street; Right: In February, members of the Koda-Vista Community Association met to scout out possible locations to place a historic marker for the recently listed National Register Historic District. Pictured from left to right are: Bob Watt, Marie Watt, Heather Dale, Mike Levine, Craig Shaw and Jane Grant.*

The Koda-Vista neighborhood in the town of Greece has been an island-like enclave amidst the hustle and bustle of development in Monroe County's largest suburban town for nearly a century. In 2019, it became the first State and National Register Historic District in the town of Greece.

The road to State and National Register listing began in 2015 when the town, with the assistance of its former Historic Preservation Commission, applied for and received a grant from the Preservation League of New York State for a historic resources survey of the Koda-Vista neighborhood. Preservation Studios of Buffalo conducted the survey and subsequently completed the National Register nomination.

"When I first visited the Koda-Vista neighborhood, two things immediately grabbed my attention," said Virginia Bartos, historic preservation program analyst at the New York State Historic Preservation Office. "The first were the smokestacks of the Kodak plant looming over the tree-lined streets. The second was how well its history was preserved."

Koda-Vista is a historic residential oasis surrounded by industry (the former Kodak Park, known today as Eastman Business Park) and a major commercial highway (Route 390), tucked into a small corner in the southeast quadrant of town, just south of West Ridge Road. The historic district consists of resources that were built in three separate subdivisions. The original Koda-Vista subdivision was established in the mid-1920s by the Kodak Employee Realty Corporation (KERC), a division of Eastman Kodak Company, in response to the national housing shortage that developed after World War I, on former farmland that was purchased by developer Willis Britton for Kodak. Its original residents worked at Kodak Park and included chemists, middle management personnel, research staff and assembly line workers.

Some properties were developed independently, pre-and post-dating the KERC development. The residences built during the

1920s and 1930s included Craftsman, American Foursquare, Colonial Revival and Tudor Revival styles. Mid-twentieth century styles include Cape Cod and Ranch houses. Most of the late-nineteenth century residences that line West Ridge Road in the District have been converted to commercial uses.

"The National Register listing highlights the unique origins of the neighborhood, allowing us to treasure what has been built in the past and recognizing and encouraging a sense of community," says Jane Grant, neighborhood historian and long-time secretary/treasurer of the neighborhood association. She and her late husband, Bob, moved to Koda-Vista in 1969.

In 1928, 60 residents formed a neighborhood association that still exists today. The subdivisions merged together into the Koda-Vista Community Association (KVCA) in 1952. Its purpose was to work for improvements to the neighborhood and provide a sense of community. That purpose continues to this day. The association played a major role in the listing of the District by sponsoring the nomination and keeping residents informed throughout the process. In September 2019, it hosted an ice cream social to celebrate its 91st anniversary and the neighborhood's listing in the National Register. This year, the association is working with residents to ensure that diseased trees removed by the town are replaced.

That sense of community is what makes Koda-Vista special and the people who make up that community share similar thoughts about living in this unique and historic neighborhood.

Emily Jones has lived in Koda-Vista for 44 years. Initially, she rented the house she now owns, which was close to Kodak where she had been hired as a chemist. "The neighbors were very friendly, and the schools were close by," says Jones. "Today, the neighborhood is filled with racial, ethnic, same gender, and age diverse families. People enjoy gardening and taking the time to talk and chat."



Emily Jones (right) and Deborah Hughes are among the first Koda-Vista homeowners to pursue the New York State Historic Homeownership Rehabilitation tax credit, one of the financial benefits of living in a National Register Historic District in a qualifying census tract. Other residents have expressed an interest in pursuing the tax credits when they are ready to work on their homes.

Bob and Marie Watt moved into the neighborhood in 1981. They became involved with the neighborhood association as street reps and today Bob serves as its newsletter editor. “The Koda-Vista neighborhood is having a rebirth,” he says. “Many new families with young children are moving in. We are a mixed, diverse community with involved neighbors committed to maintaining our neighborhood’s environment and vitality.”

In addition to a sense of community, Koda-Vista’s quiet streets, unique house designs, and proximity to amenities, are what attracted many residents to the neighborhood.



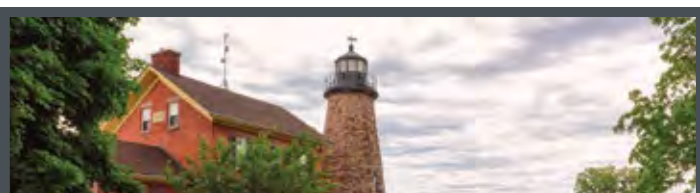
First-time homeowner Antwan Williams has lived in Koda-Vista for a little over a year-and-a-half and has already put his personal touches on his house and its landscaping.

“My wife Caroline and I felt we had discovered something special when we drove through the first time,” says Craig Shaw, KVCA president, who moved to Koda-Vista 30 years ago. “We liked the quiet, tree-lined streets and variety of homes. This isn’t a cookie-cutter subdivision. Today, several generations are living in the neighborhood, some of which were born and raised here and moved back to raise their families.”

Heather Dale discovered Koda-Vista when house-hunting in 2002. “I didn’t even realize this beautiful little neighborhood was tucked back here,” says Dale, who is also involved with the neighborhood association. “Taking a walk night or day under the trees and adorable streetlamps is such a joy. And the neighbors watching out for each other is so comforting.”

Antwan Williams, one of Koda-Vista’s newest residents, moved to the neighborhood in 2018. “The neighborhood is a beautiful residential area tucked away on the Greece border. There’s no through traffic and yet it’s close to all the essentials ... restaurants, mall, grocery stores and the expressway. People take a lot of pride in caring for their houses and landscaping and the neighbors are super friendly and welcoming. One of my neighbors has been a valuable resource to me as I navigate being a first-time homeowner. I plan on living here for a long time.”

Gina M. DiBella is a preservation consultant and writer, chairperson of the Landmark Society’s Preservation Awards Committee, and former chair of the Town of Greece Historic Preservation Commission.



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The 2020 Preservation Awards

Go Virtual on December 6—Register at landmarksociety.org/awards to receive a free invite to the presentation via Zoom

by Cynthia Howk

The Landmark Society's highly anticipated Annual Awards Ceremony, will be a live "virtual" Zoom event on Sunday, December 6 at 3:00 p.m. Awards will be presented to individuals and organizations in our nine-county area that have made outstanding efforts in the preservation including **two new award categories:** Blood, Sweat, and Tears Award and Small Business Award.



Barber Conable Award

The Barber Conable Award recognizes a large-scale rehabilitation of a historic building in our region completed within the past two years.

The Little Theatre

240 East Avenue, City of Rochester, Monroe County

This year's Conable Award recognizes the outstanding restoration of the Little Theatre, the oldest operating art house movie theater in the United States. Listed in the State and National Registers of Historic Places, this iconic, 1929 Art Deco landmark has been significantly enhanced by a multi-year, \$3.5 million project, that included a grant from the Empire State Development Corporation, and major fundraising by WXXI. The challenging project addressed many exterior changes, restored many missing features, and sensitively adapted interior spaces for modern use. The large theater, with its sumptuous appointments, includes restored tubular wall scones and new seating, upholstered with reproduction fabric that duplicates the original Art Deco design. The re-configured lobby, ticket booth, and concession stand provide improved space for patrons. A new elevator affords accessibility to all three levels of the building. The project was coordinated by Bero Architecture PLLC, with UDN Inc., general contractor.

Award of Merit

For the sympathetic rehabilitation of a historic building or structure in our region completed within the past two years.

Sands Constellation Theatre, Fort Hill Performing Arts Center

235 North Main Street, City of Canandaigua, Ontario County

This award recognizes the handsome rehabilitation of the long-vacant auditorium located in the 1928 annex of the former Canandaigua Academy, which served as the city's high school for over half a century. While the main academy building was rehabilitated for senior apartments in 1996, the annex remained vacant for another twenty years. Community support, dedicated volunteers, and necessary funding were finally in place to launch this project several years ago. The result is an impressive performing arts center, operated by Fort Hill Performing Arts Center, Inc. The \$4.48 million rehabilitation of the 427-seat auditorium included new seating, modernized stage design, improved lighting, and support facilities. Project designer is Norbert Hauser of NH Architecture, with general contractor Conifer-Chase and Conifer Realty LLC, using the State and Federal historic tax credits for the building rehabilitation.





Stewardship Award

St. Mary's Catholic Church

15 St. Mary's Place, City of Rochester, Monroe County

Dedicated in 1858, with a bell tower added in 1940, this historic house of worship is the oldest Catholic church in the city of Rochester. The Romanesque Revival style building, with its adjacent rectory and handsomely landscaped campus, dominates the west side of Washington Square Park. Over the past several years, the congregation embarked on a \$500,000 rehabilitation project to address spire, roof, masonry, structural, drainage, exterior lighting, and electrical issues, based on a Condition Report prepared by Bero Architecture PLLC. CSTM Corporation and Spring Sheet Roofing & Metal Company were the general contractors. Church volunteers completed the landscaping improvements, which included the restoration of the "Our Lady of the Highway" statue.

Paul Malo Award for Community Preservation Advocacy

Joan Schumaker

Village of Nunda, Livingston County

A native of Nunda, Joan Schumaker has been the major advocate for historic preservation initiatives in her hometown for over three decades. Now retired from the State College at Geneseo, she has focused her impressive talents on a wide array of projects, all of which have enhanced Nunda and the Genesee Valley corridor. She purchased and restored the Nunda Press, an endangered, landmark commercial building on Main Street, using historic tax credits. Programming and exhibit design for the Nunda Historical Society headquarters and tours/greater visibility for Oakwood Cemetery, Nunda's Victorian garden cemetery, are on-going projects for Joan. The Genesee Valley Greenway hiking trail has benefited from her service as both a trustee and president. Current projects include work with the newly formed Greater Nunda Action Partnership to promote economic development, community beautification, and the completion of a Historic Resources Survey for properties in both the town and village of Nunda.

Historic Home Award

Given to owners of private residences for their continued care of and commitment to the preservation of an architecturally significant house over a minimum of seven years.

David and Charlotte Harvey

415 Winona Boulevard, Town of Irondequoit, Monroe County

The challenging restoration of this 1927, French Eclectic style residence, of concrete and stone construction, has been the focus of the Harveys since 1983, when they became only the second owners of this unique property. The distinctive house was designed by architect Edgar Zeigler for John J. O'Connell, founder of O'Connell Electric Company, today, one of the nation's largest electrical contracting firms. Many of the repairs have been completed by the Harvey's themselves, including the daunting sandblasting/restoration of the steel casement windows located throughout the house. Extensive site improvements and the creation of a new, oak front door to duplicate the original cypress door are recent projects.

Special Achievement Award

Recognizes accomplishments that have occurred over a lengthy period of time.

Jerry Ludwig

Town of Brighton, Monroe County

Contractor, Home Inspector, Newspaper Columnist, Preservation Commission member and Landmark Society trustee are among the many varied activities through which Jerry Ludwig has advocated for historic preservation. A native of Victor, NY, Jerry has had a life-long interest in historic buildings, construction and repair, which he pursued professionally while living in both Virginia and western New York. Through his highly popular, weekly column in the Rochester *Democrat & Chronicle*, he educated thousands about the practical approach to home repairs, while also endorsing sensitive historic preservation practices. Jerry's enthusiasm for historic preservation has included creative fund-raising through the annual "Cocktails & Carburetors" event, as well as community involvement via his many years as chairperson of the Town of Brighton Historic Preservation Commission. Jerry continues to participate in and provide expertise to Landmark Society programming, building restoration and fund-raising initiatives—in his always straight-forward, inimitable style!

Small Business Award (new!)

Recognizes small businesses that occupy historic commercial buildings and have demonstrated their commitment to preservation via the care, repair, and/or long-term operation at these sites.

Swan Family of Restaurants

City of Rochester, Monroe County

Owners of six restaurants in the East Avenue Preservation District, the Swan family has demonstrated exceptional commitment to the care and rehabilitation of these properties. These include the substantial renovation of Roux, their French-inspired restaurant, with historically appropriate storefront and interior repairs.

Rocky's

190 Jay Street, City of Rochester, Monroe County

Opened in 1949 and run by the Mastrella family, this is the oldest operating Italian restaurant in Rochester. Located in the Brown's Square neighborhood, the restaurant offers large portions of traditional Italian food and aims to make you feel at home, which countless politicians, luminaries, and the general public have done, for over 70 years.

The 2020 Preservation Awards, continued



Alice and Todd Campbell restoration (see pg 17)

Special Citation

Greg Lawrence, Cobblestone Information Base Project

This challenging project is a digital repository for all known information on approximately 800 cobblestone buildings in New York State, as well as some in other states and Canada. This unique archive includes over 5,000 images, in a data base created, pro bono, by Greg Lawrence on behalf of the Cobblestone Museum/Gaines, NY and the Landmark Society of Western New York. Visit www.cobblestonemuseum.org to access the database.

Ed Varno, Executive Director Emeritus Ontario County Historical Society City of Canandaigua, Ontario County

Recently retired after 25 years of service, Ed's creative and energetic approach to marketing, fund-raising and community advocacy has elevated the success of the Ontario Co. Historical Society, with increased visibility and expanded community engagement during his tenure.

Daniel & Ethel Chadwick-Glasow House 160 Morgan Road, Town of Chili, Monroe County

Built in 1963 and one of the earliest residential designs of iconic architect James Johnson, this unique home has been carefully maintained, with a high degree of integrity, by the Chadwicks since their purchase of the property in 2006.



Reynolds Family and the American Hotel

7304 East Main Street, Village of Lima, Livingston County

A major landmark in Livingston County since the 1860s, the American Hotel celebrates 100 years of Reynolds family ownership in 2020. Listed in the State and National Register of Historic Places, the hotel includes overnight lodging, the original restaurant, with its renowned home-made soups, and spacious third floor living quarters, which has been home to three generations of the Reynolds family.

New Bethel CME Zion Church

270 Scio Street, City of Rochester, Monroe County

A major visual landmark in the Marketview Heights neighborhood, this 1880s edifice has been the home of the current congregation since the early 1950s. Over the past six years, they have pursued the best of historic preservation practices, achieving official City of Rochester landmark designation, developing strategic plans to restore their building, and consulting with The Landmark Society, Bero Architecture, and NY Landmarks Conservancy staff, which included the receipt of a Landmark Society Preservation Grant to assist with the cost of a Building Condition Report.



Blood, Sweat, and Tears Award (new!)

Recognizes owners who have physically engaged in the preservation and restoration of their property through self-education and countless hours of do-it-yourself work. The work need not be compatible but should be mindful of the Secretary of the Interior's Standards for Rehabilitation and demonstrate substantial, self-performed, long-term care.

Ellen Olah

36 Vick Park B, City of Rochester,
Monroe County

For the meticulous, ongoing, and hands-on restoration of her late-19th-century Queen Anne/Eclectic home in the East Avenue Preservation District, including restoring original window sash and thoroughly scraping, prepping, and painting original cedar clapboards.

Alicia & Todd Campbell

9016 & 9018 Route 5 & 20,
Hamlet of West Bloomfield,
Ontario County

After restoring their own, early-19th century house, they acquired the 1844 insurance office and Greek Revival building next door (photo page 16). Extensive repairs to the 1844 cobblestone masonry have been completed by Alicia, who learned historic cobblestone masonry techniques to undertake this painstaking work herself. Restoration of the brick commercial building is underway, with major repairs coordinated by the Campbells.



Ellen Olah

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2020 NEW YORK VIRTUAL PRESERVATION CONFERENCE

A Conference of The Landmark Society of Western New York, Preservation Association of Central New York, Preservation League of New York State, and NYS Office of Parks, Recreation and Historic Preservation.

December 1 – 3

by Caitlin Meives

The NY Statewide Preservation Conference is going virtual! While we love to catch up with old friends and network with new ones at the Conference, we want to make sure everyone is safe and stays healthy. We are also excited for the new opportunities the virtual format brings. Together with our Conference partners and sponsors, we're bringing you more speakers and more of the fun and meaningful content you crave. We're also stretching out the breakout sessions over two days so that you don't have to choose between your favorite sessions. With the new Opening Plenaries on Tuesday and Wednesday mornings and Lightning Round presentations Tuesday evening, we'll have more opportunities for discussions that push the preservation field forward.

Join us!



KEYNOTE SPEAKER

Lauren Hood | Equitable Development Strategist

Decolonizing Development: A Restorative Approach to the practice of City Change



Born and raised in Detroit, Lauren A. Hood brings double consciousness to the practice of community development. Being both a trained practitioner and a lifelong resident, Hood serves as a translator/negotiator between development entities and citizen stakeholders. Through her work as an Equitable Development Strategist, Hood develops engagement frameworks, facilitates dialogues, and creates platforms that allow for the emergence and inclusion of often unrecognized place-based expertise in city planning and neighborhood development processes. Through her consultancy Deep Dive Detroit, Hood produces workshops and events on community engagement, equitable development and racial justice for civic, philanthropic, and institutional clients. Passionate about preserving the city's cultural heritage, Hood regularly writes and delivers keynotes on the value of placekeeping, preserving black spaces and how to authentically engage community. She currently serves as the Vice Chair of the City of Detroit Planning Commission and on the board of directors for Detroit Sound Conservancy, MoGo, and on the advisory board of the Urban Consulate. She holds an undergraduate business degree and Masters Degree in Community Development, both from the University of Detroit Mercy.

SCHEDULE

Tuesday, December 1st

9–10 AM Opening Plenary

10:15 AM–4:45 PM Breakout Sessions

7–8 PM Lightning Round Presentations

Wednesday, December 2nd

9–10 AM Opening Plenary

10:15 AM–4:45 PM Breakout Sessions

5:00 PM Keynote

Thursday, December 3rd

10:30 AM–1 PM Crafting workshop:

Advocating for Preservation

REGISTRATION

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Visit landmarksociety.org/conference and click on “Scholarships” for details.

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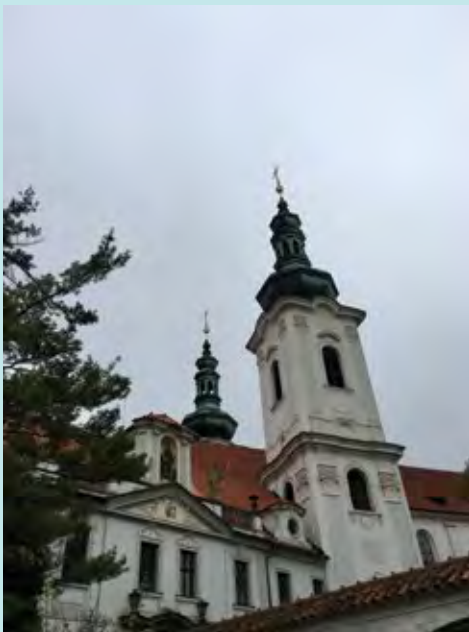
Travel Tours 2021 – WE HOPE!

by Cindy Boyer and Larry Francer

We keep hearing from our members that they are itching to travel somewhere, anywhere! We did try to reorganize our Summer Niagara-on-the-Lake and Fall Brandywine trips as Holiday tours in December. Unfortunately, we had to cancel both of those due to border closures and quarantine required states. But we have some very exciting travel tours that we are planning for Spring, Summer, and Fall 2021. Of course, none of us know where the pandemic will be at that point, so we are not scheduling anything until late spring, hoping it will be safe to travel by then. We are anticipating a great response to these travel tours so please contact Cindy or Larry and express your interest soon. We will be offering full refunds of deposits, if we are forced to cancel any trip.

We are planning the following tours for 2021. Let's cross our fingers and hope that we will all be enjoying these trips in the new year!

Prague/Budapest – May



Our last trip to the Czech Republic was so successful that we decided to schedule another tour that also includes the less travelled Budapest. Franticek and his family, now good friends of Landmark, will again host us in Prague and afford our guests an authentic experience with locals.

NOTL Garden Tour – Mid-June



We are going to try again to make it to the Shaw Guild Garden Tour. Flowers, Theatre, Fine Food, Spa, and Wineries in this gorgeous historic village. A Landmark Intimate Tour with a 15-guest limit.

Saratoga Springs/ Quebec City – Late June

Our colleagues at Saratoga Springs Preservation Foundation will give us the behind the scenes look at this beautiful village that few get to see. And then we continue North to get a taste of French-Canadian life in Old Quebec City. This tour will be the creative type of travel tour that Landmark is known for.



Cleveland + Northern Ohio - July



Experience classic, unique and quirky locations. Classic: the country estate Stan Hywet Hall and Gardens, one of the largest houses in North America. Unique, The Rock & Roll Hall of Fame and Museum. Quirky? Castle Noel, the largest collection of holiday window displays and movie props in the world.

Brandywine - September



We tried for September, then December this year. September 2021 – third time WILL be the charm to enjoy Longwood Gardens, Winterthur, Brandywine Art Museum and much more!

Roycroft/Buffalo - October



Experience ALL the Frank Lloyd Wright sites and Arts and Crafts locations with this overnight visit to our near neighbor. We will stay at Hotel Henry, designed by HH Richardson and now an opulent destination

Cuba-Fashion Week - November

With three trips under our belts, Landmark staff might be considered Cuba tour professionals. This itinerary will be planned under the Support for the Cuban People Category so besides the Fashion Week events, it will include visits to artists' studios, youth music programs, and agricultural destinations. These additions will make it a more insightful trip and allow us to support and meet more of the creative people who make Cuba unique.



To get on the list for Cleveland, Brandywine, and Roycroft/Buffalo details, contact Cindy Boyer at cboyer@landmarksociety.org or 585.537.5953.

To get on the list for Prague/Budapest, NOTL, Saratoga Springs/Quebec City and Cuba details, contact Larry Francer at lfrancer@landmarksociety.org or 585.537.5954.

Stone-Tolan House Historic Site Now Available for Virtual Tours

The rooms at Stone-Tolan are pretty small. When the home and tavern was constructed, more than 200 years ago, smaller rooms meant more warmth from the fireplaces and conservation of building materials. Unfortunately, their intimate size makes group visits—even small groups—during the COVID-19 pandemic impossible—there is no way to maintain a safe distance inside this tavern and farmhouse.

Good news—we have an alternative! We're excited to announce that an interactive recorded tour of the Stone-Tolan House Historic Site is now available for classrooms or individuals.

Teachers: You can access a program taking you through the rooms and the grounds, with interactive questions and images. This program is ideal to use for remote learning, streaming in the classroom, or even as a homework or extra credit assignment.

Adult Groups, Families or Individuals: While the presentation's questions are targeted at a classroom audience, the self-guided experience is also enjoyable for adults or families—especially those who may have folks in your household attending school remotely.




Photo: David Boyer

For information on fees and how to get access to the tour, please contact Cindy Boyer, Director of Public Programs, at cboyer@landmarksociety.org.


We look forward to the day when we can welcome visitors back inside this iconic early tavern and farmhouse.

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Holley Gardens, pictured here, was listed on The Landmark Society of Western New York's List of Five to Revive in 2013.

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Member Profile

Dorothy and Dorian Hall

by Larry Francer

Dorothy and Dorian Hall are a powerhouse mother/son duo living in and working for the PLEX neighborhood. They have been involved with The Landmark Society for many years and care about family, community, and their faith.



Q: Tell us a little about yourself.

Dorothy: I am Executive Director for the Plymouth Exchange Neighborhood Association (PLEX NA). Born and educated in Palmetto, FL. AAS Degree in Business Administration from Gibbs Junior College of St. Petersburg, FL. Retired from Eastman Kodak Co., with 30 years of service, as an Employee Representative. Was Married to the late Mr. Thomas L. Hall, of 48 years. Mother of two Young Men: Curtis Rozell Hall, Retired from US Navy and resides in Jacksonville, FL, and Dorian LeAnder Hall of Rochester, a University of Buffalo graduate. Two Granddaughters: Shauna and Dorthea "Dorie" Hall of Jacksonville, FL. And I am an active member of the Memorial AME Zion Church.

Dorian: I love people. Which is a trait from my mother. Helping people makes me feel good and I don't believe in "NO". My family is very supportive, and I call my PLEX neighborhood/friends extended family.

Q: Tell us something about your son/ mother that they probably didn't tell us?

Dorothy: Dorian loves music and is a D Jay. He played for the University of Rochester Students. He is a very sincere and committed person for whatever task he takes on. He is very interested and committed to seeing his neighborhood prosper, and he is always willing to help others.

Dorian: My Mother studies the Bible from cover to cover every day. Which is why I can understand the love she has for people. She is very involved with her church Memorial AME Zion and our neighborhood.

Q: When and why did you get involved with the PLEX Neighborhood?

Dorothy: I became involved when I purchased my home here. After being here for a while, I saw a need to organize the PLEX NA in 1968. Currently, I am the Executive Director for this community that I really love.

Dorian: I got involved with PLEX NA because my mother felt uncomfortable about a brownfield in our neighborhood. She wanted me to help her and our neighborhood understand the BOA Brownfield Opportunity Program.

Q: Why do you think historic preservation is important to your neighborhood and Rochester?

Dorothy: Historic Preservation is very important for History purposes—to remind us of what happened in the past.

Dorian: Historic Preservation is important to our neighborhood because it captures history from our community perspective which sometimes tends to be missed in African American communities.



Q: In this time in history, what do you think is the most important thing that you, personally, can do to help heal our community and nation?

Dorothy: PRAY and be HONEST IN TELLING THE TRUTH. Be COURTEOUS, LOVING and CARING ABOUT EACH OTHER AND BEING MORE UNDERSTANDING, POLITE, AND NOT SO JUDGEMENTAL OF OTHERS.

Dorian: I think the most important thing to do during these times is support people taking risk and pushing for change. I have learned that change only happens when you go against the grain.

The YUP-date

by YUP Steering Committee



In the last issue of *Landmarks*, we as the Young Urban Preservationists printed our response to the murder of George Floyd and Breonna Taylor (and countless others) and the protests and discussions that followed these deeply troubling killings. Since that time, we also learned of the killing of Daniel Prude by police here in Rochester. Historic preservation alone cannot solve the problems of police violence or systemic racism, but we must do our part to increase equity and representation in the preservation movement and to advocate for equity in our own communities. Since the last issue, we have modified one of the five pillars of our Strategic Plan to better reflect our goals as anti-racist allies. Below is our revised Commitment to Equity and Inclusion. It is important that we share this commitment publicly so that our supporters, members, and our community can hold us accountable, so that our actions reflect our words.

Commitment to Equity and Inclusion

Our Goals Defined: The YUPs will be actively anti-racist. We will use preservation as a tool to advocate for racial equity in our communities. We will push preservation, as a professional field and a grassroots movement, to be more inclusive of BIPOC (Black, Indigenous, People Of Color) places, stories, people, and cultures. The YUPs, as a group, will strive to provide a welcoming, safe, and inclusive space for all.

How will we know when we get there? We will have formed meaningful partnerships and relationships with other groups and organizations that represent BIPOC. Our membership will be more representative of our community. Our work will provide opportunities for more diverse narratives, perspectives, and strategies in preservation. Landmark Society's work, as a whole, will be more inclusive and equitable. We will distribute a membership/constituent survey every other year.

Initiatives:

- 1. Partnerships, Relationships, and Listening**
The YUPs will actively conduct outreach and recruitment to diversify our audience, partnerships, and leadership. To accomplish this, we will reach out to organizations that represent BIPOC, meet with them, listen to them, explore partnership opportunities, ask how we can assist with their work. We will build relationships and trust with BIPOC groups and follow through on commitments.
- 2. Pushing Preservation Forward**
The YUPs will push the fields of preservation, architecture, and planning to become more diverse and inclusive and to fight for racial equity. To accomplish this, we will advocate for increased representation in preservation organizations and programming at the local, state, and national level. We will pursue innovative and creative partnerships with other organizations that are working to support diverse communities. We will fundraise for these initiatives.
- 3. Public Education**
All of our work will become more representative of the places, people, and stories that represent BIPOC. We will amplify BIPOC voices, places, cultures, experiences. We will accomplish this by sharing the stories and places of diverse people and voices on our social media; by focusing our classes on topics such as the history of red-lining and segregation; and by hosting community discussions that center BIPOC voices and topics.
- 4. Steering Committee members will be actively anti-racist; will continually examine our own implicit and explicit biases and privilege; and will educate ourselves about how we can be better allies to BIPOC.**



www.landmarksociety.org/yup



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support of our members. Renew your commitment to this work through membership today using the slip below, at landmarksociety.org/product/membership/, or when you receive your regular renewal notice in the mail!

While our biggest events have been put on hold or are taking new form, 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

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Corinthian \$1000

Thank You!

For choosing to be a member of The Landmark Society.



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

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

Dorian Hall, Esther Krakower, Whitney McClary, and Jeffrey Pollock.

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

Christopher Carretta, Tim Forster, Matthew Lenahan, James Marasco, Steve Martin, Dr. Ronald Reed, and Jeffrey Skuse.

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

Thomas Castelein, Frank Grosso, and Richard Sarkis.

*Cannot attend?
Please mail Proxy form to:*

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

Proxy

The undersigned member of The Landmark Society of Western New York, Inc., does hereby make, constitute, and appoint Board President James Marasco, the true and lawful attorney or attorneys, proxy or proxies of the undersigned, with full power of substitution for and on behalf of the undersigned to vote at Preservation Awards/Annual Meeting of said Society to be held virtually on December 6th, 2020 at 3:00 p.m. Please complete and return this proxy, or register your attendance at landmarksociety.org/annualmeeting.

Date _____, 2020 Signature _____



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