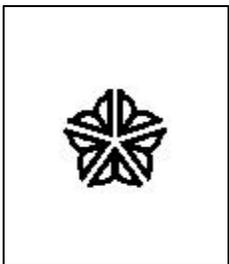


Historic Resources Survey 2000



A Report on the Built Environment of 1936-1950

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Overview

Historic Resource Survey of the Built Environment, 1936-1950

The City of Rochester conducted this Historic Resources Survey in cooperation with New York State Office of Parks Recreation and Historic Preservation. The survey commenced in the summer of 1998 and concluded in April, 2000.

Over 6,000 buildings were investigated in a search for structures eligible for nomination to the State and National Register of Historic Places (NRHP). Two City of Rochester databases were used to identify properties for inclusion in the search: The Geographic Information Systems (GIS) and the Building Information System (BIS).

From this large group, two districts and fifteen individual properties are recommended for State or National Register listing. The nominated structures range from residential to industrial, and include a gas station and a television studio. Each recommended resource represents the best example of its building type existing in Rochester today. The selected districts and resources display better than average architectural design and integrity, and reflect specific architectural, development or historic trends seen in Rochester.

The organizational structure of the survey places buildings in thematic groups which identify a structure's primary function. There are ten thematic groups:

Architects and Architecture	Industrial Development
Commercial Development	Parks and Recreation
Cultural/Societal	Religion
Education	Residential Development
Government	Transportation



Excluded from the survey are the following:

- Resources that have already been inventoried (blue-formed) or are already listed on the NRHP
- Resources that have already been surveyed, regardless of whether a resource has been deemed eligible or ineligible for listing on the NRHP
- Resources located in existing preservation districts in the City of Rochester
- Resources located within the City of Rochester Central Business District

The current survey is not a continuation of any previous survey. However, when a potentially valuable resource which predates or postdates the survey period was identified, the resource was noted for further study at a later date.

Historic Summary

The Great Depression, World War II and the automobile each had an impact on the built environment of the study period. While Rochester and the rest of the country began to recover from the economic collapse of the 1930's, the outlook remained conservative, and very little new construction took place. The coming of World War II diverted, rationed, and restricted building materials to the construction of factories needed for war machine production.

The automobile created new demands on architecture and planning. Strip malls, drive-in theaters, motels, drive-up restaurants, and the diner all have roots in the 1936-1950 study era. At one time, Rochester had seven drive-in theaters, and numerous drive-up restaurants, although none remain today. However, many strip malls from the era do remain, including West Ridge Plaza on West Ridge Road, the first strip mall built in Rochester.



After World War II, the built environment underwent a revolution. Had the men and boys who fought the war stayed home, they would have been absorbed gradually into their communities, coming of age and establishing households and families of their own. However, America's soldiers all returned home from the war at once, ready to go on with their lives as adults. This created an immediate need for housing.

In response to the demand for housing and the growing role of the automobile, a new architectural form emerged. Abraham Levitt and his sons began building automobile-based suburban tract housing on Long Island. Many of the country's real estate developers embraced Levitt's prototype. Levittown architecture rejected historicism, implementing little ornament and style from the past, but incorporated new technological advancements, such as air conditioning. From a planning perspective, it can be argued that the Levittown phenomenon began the decentralization of urban areas and created the initial symptoms of sprawl.

Rochester retains many tracts of Levittown style architecture. Significant examples include tracts in the northwest section of the City, between Dewey Avenue and the New York Central Railroad tracks, and in the City's southwest section, near Strong Memorial Hospital of the University of Rochester.

Architectural styles of the survey period also reflect new technology and construction techniques. At the beginning of the survey period, the machined ornament of Art Deco design was beginning to give way to the International and Streamline Moderne styles. Rochester's Art Deco architecture is typified by the Times Square Building, built in 1929. The International is typified by the Alice E. Kemp Residence on West Ridge Road, and the Streamlined Moderne styles is represented by Eastman Kodak Company's Hawkeye Division on St. Paul Street.

Once building materials again became plentiful after World War II, geometric glass and steel structures became the predominant style for commercial structures, inspired by the work of Mies van der Rohe. The survey era concludes with the rise of roadside architecture featuring neon and gimmickry. This became the archetype for small scale commercial architecture in the 1950's. Donuts Delite, on Culver Road at Norton Street, is a well preserved and excellent example of this trend.



Conclusion

Among the conclusions reached in this survey is the need for additional study. The decade from 1950-1960 will reveal the continued impact of the automobile on architecture and land use, as well as an ambitious period of large-scale commercial and civic development in Rochester's Central Business District. Therefore, this report concludes with a section which describes a limited number of post-survey era resources for future consideration. The recommendations made in this section are not to be interpreted as a definitive list of future resources.

It is hoped that the City of Rochester's *Historic Resource Survey 2000: A Report on the Built Environment of 1936-1950* makes important contributions both to preservation of important Rochester resources, and to future planning efforts by the City of Rochester and the entire Genesee Finger Lakes Region.



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Table of Contents

The Present:

Selection Criteria	8
Recommended Resources	24
Districts	25
Transportation	32
Residential	35
Commercial	49
Industrial	56
Societal/Cultural	70
Religion	79
Existing Conditions Reports	83
Education	84
Transportation	88
Residential	93
Commercial	99
Industrial	105
Societal/Cultural	110
Parks/Recreation	114
Religion	116
Government	120
Architects and Architecture	124

The Past:

Historic Overviews	125
Education	126
Transportation	128
Residential	131
Commercial	139
Industrial	143
Societal/Cultural	147
Parks/Recreation	152
Religion	155
Government	159

The Future:

Future Recommendations	163
Appendix/Bibliography	174

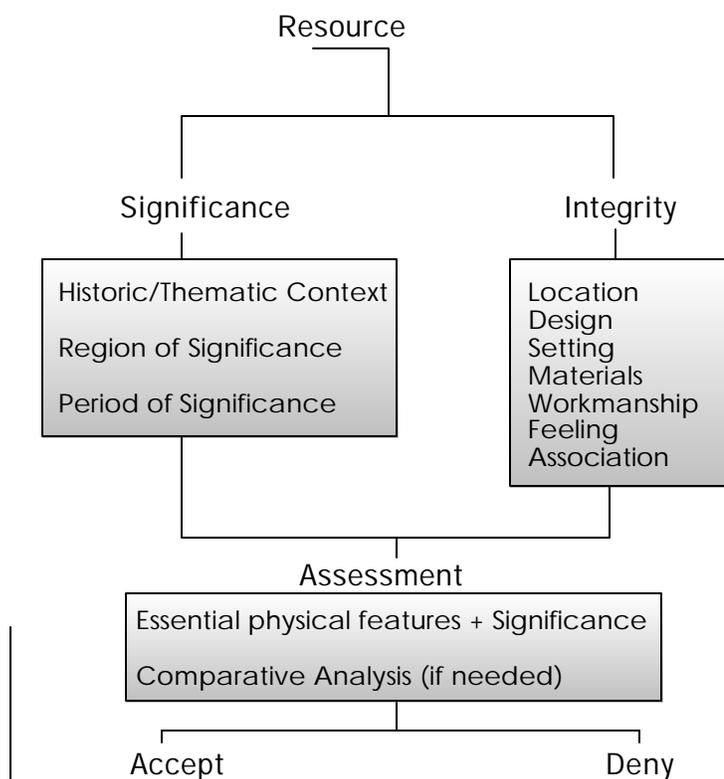


Selection Criteria

SELECTION CRITERIA

Overview

The Selection Criteria introduces the methods that will be used in selecting individual resources and districts for nomination to local, State, and national historic registers. The criteria developed by the Historic Resources Survey Group (HRSG) follows the National Register’s Bulletin No. 15A, *How to Apply the National Register Criteria for Evaluation*.



There are three major sections to the Selection Criteria: Significance, Integrity, and Assessment; and within these sections, there are further criteria divisions.

The Significance portion examines the history of the property. After initial research, a resource’s history places it into one of ten thematic contexts (see chart, page 11). The context also determines the Region of Significance, which will be local, regional or



••• SELECTION CRITERIA

national. Example: The impetus for a building's construction may have been Rochester's streetcar in the 1890's. That would place the structure in the Transportation theme, with the Region of Significance being local. Finally, the Period of Significance is the time frame wherein the building had an impact on history. The aforementioned example would place the Period of Significance as the 1890's.

The Integrity section scrutinizes the physical characteristics of a property. The seven aspects of Integrity relate to the building and its current physical condition. Four of the seven aspects of Integrity (see page 14) must be present for the resource to pass on to the Assessment section.

The Assessment segment merges information compiled in evaluating the Significance and Integrity sections. It is the Assessment which determines what needs to be present from the Significance and Integrity sections for a property or district to be recommended for National Register listing. More importantly, if there are multiple examples of a resource type, or if there is a similar type already on National, State or local registers, the new resource goes through a subjective comparative analysis. The comparative analysis assists in selecting the best historic resources for nomination to local, State, and national historic registers.

Methodology

The Selection Criteria methodology developed by the Historic Resources Survey Group (HRSG) is designed to assist in identifying and choosing the most appropriate historic resources and recommending them for designation on national, State, and/or local historic registers. The HRSG generated these criteria after studying National Register documentation, State Historic Preservation Office (SHPO) literature, the City of Syracuse Central Business District (CBD) Survey, and the existing City of Rochester Historic Resources Survey. This survey's criteria are consistent with National and State Historic Register requirements.



●●● SELECTION CRITERIA

Significance

The first segment of the Selection Criteria is Significance. The significance of a resource is based on its Historic and Thematic Context, Region of Significance, and its Period of Significance. If a resource has the aforementioned attributes, the HRSG will determine the National Register criterion by which to judge the resource. If the resource is missing any of the attributes required by the Significance section of the Selection Criteria, the resource is then catalogued as ineligible for listing.

Historic and Thematic Context The HRSG will research eligible resources and categorize them into of the following thematic contexts:

Architects and Architecture	Industrial Development
Commercial Development	Parks and Recreation
Cultural/Societal	Religion
Education	Residential Development
Government	Transportation

A resource will be placed into a Thematic Context which its history most closely resembles. Some resources may fall into two different categories; however, historic research will determine which Thematic Context best fits the resource.

Region of Significance The HRSG will expand the thematic research of the resource, and determine the Region of Significance. The Region of Significance will be defined by the history of the resource, which will either be of local, State, or national importance.



••• SELECTION CRITERIA

A resource may have more than one Region of Significance. Example: Educational structures built during The Great Depression. In this context, the resource has two regions of significance, national - The Great Depression, and local - how The Great Depression affected Rochester schools.

Period of Significance The history of the resource will also describe a Period of Significance. The Period of Significance is the time frame in which the historic and thematic contexts have specific, and important associations with the resource; it is the era in which a structure acquires its historic significance. Example: The building that Frederick Douglass used to print *The North Star* acquired its significance upon his printing the newspaper in that space.

National Register Criteria For Evaluation

National Register Criteria determine a resource's eligibility for listing in the National Register of Historic Places (NRHP). If a resource has been determined to have an important history; has been categorized into a Historic or Thematic context; and a Region of Significance and Period of Significance have been established; the HRSG will apply a National Register criterion to the resource. The National Register's *Criteria for Evaluation* deems how the resource will be evaluated for potential listing. The HRSG chooses which of the four criterion is most applicable to a given resource.

Criterion A. A property is connected to an event, series of events or activities, or a pattern of development.

- Association is not enough. The property's specific association to an event etc. must be considered important as well.

Criterion B. A property is linked with the life of an important person.

- The property must be the home, office, or studio where and when the person gained importance, or the property must be associated with the person's productive life.



••• SELECTION CRITERIA

Criterion C. The property is a building form, architectural style, engineering technique, or artistic value, based on a stage of physical development. Or, the property's use of material or method of construction has shaped the historic identity of the area.

- When using Criterion C to judge a property, it must have one or more of the following:
 - Embody the distinctive characteristics of type, period, or construction method
 - Be the work of a master
 - Possess high artistic value
 - For districts, the properties may represent a significant and distinguishable entity whose components lack individual distinction.

Criterion D. The property is a research topic or it has the potential to yield important data about the history or prehistory of an area or culture.

- The property or site must prove, with scholarly research, that it can or does yield important information about the history of an area or culture.

The HRSG determines the resource's significant association and the National Register Criterion that applies to the resource's historic context. The resource will be compared to both listed and potentially eligible resources built during the resource's period of significance.

Integrity

Integrity is defined by the National Register as "the ability of a property to convey its significance." The Integrity portion of the Selection Criteria evaluates the physical aspects and surroundings of a property.



••• SELECTION CRITERIA

Integrity is a combination of seven qualities: location, design, setting, materials, workmanship, feeling, and association. A property needs to display a minimum of four of these qualities to be considered for National Register listing.

Seven Qualities of Integrity The Integrity of a property consists of a combination of the following seven items:

Location - The place where the historic property was constructed or where historic events occurred. Most historic properties will be at their original location. Resources not at their original location must be of incredibly exceptional importance to be listed on the National Register.

Design - The combination of elements that combine to create the form, plan, spaces and structure of a property. The important elements to consider when determining design are: structural systems, massing, arrangement of space, and structure.

Setting - The physical environment of the property. According to the National Register, it's "the place in which the historic property played its role." The most important aspect of setting is whether or not the resource continues to reflect its original function or the basic conditions under which it was built. Items that may contribute to setting are topographical features, vegetation, and manmade features such as paths or fences.

Materials - The elements combined during the resource's Period of Significance, that in their pattern or configuration, form an historic property. The majority of the property's existing external materials must date from the Period of Significance.

Workmanship - The physical evidence of a culture's craft during a period of history. Examples of workmanship are tooling, carving, painting, graining, turning, and jointing.



••• SELECTION CRITERIA

Feeling - The property or resource's expression of aesthetics or a sense of historic place and time. The feeling is best described as the property's ability to convey its historic character.

Association - The direct link between an historic event or person, and the historic resource. The association of a resource is its ability to convey to an observer its relationship with the event or historic person.

It is important to note that a resource needs to have more qualities than Feeling and Association to be listed. The potentially eligible resources must have a minimum four aspects from the Integrity section to be recommended for listing.

Assessment

The final component in the Selection Criteria is Assessment. Assessment defines the necessary physical features a property must possess to represent its historic significance. Furthermore, this section also determines whether a property needs to be compared with similar properties. Most importantly, the Assessment section combines all attributes of the Significance section, and the physical features of the Integrity section, and determines the minimum qualifications a resource may have for listing.

The Assessment component of the Selection Criteria is the final filter. The HRSG determines the following four items in the Assessment section:

- The essential physical features that must be present for a property to represent its historical significance



••• SELECTION CRITERIA

- Whether the physical features are visible enough to convey historic significance
- Whether the property needs to be compared with similar properties
- Based on Significance and essential physical features, which aspects are vital to a property being nominated.

Recognizing that all resources cannot be held to the same standard, the HRSG developed three different Assessment criteria. In the Assessment section, a resource will be assigned to a criterion according to building and thematic type. Criterion I targets industrial buildings such as warehouses and manufacturing facilities. Criterion II targets houses, small residential structures, and their out-buildings. Criterion III targets commercial structures, from banks to retail stores.



••• **SELECTION CRITERIA**

The Assessment Criteria to be used is determined by the resource's thematic type. The following chart correlates the resource's thematic group with its chosen Assessment Criteria.

Thematic Group	Assessment Criteria
Industrial Development	Criterion I
Residential Development	Criterion II/Resource Dependent*
Commercial Development	Criterion III
Governmental	Criterion III
Religion	Criterion III
Societal/Cultural	Resource Dependent*
Parks and Recreation	Resource Dependent*
Transportation	Resource Dependent*
Education	Criterion III
Architects and Architecture	Resource Dependent*

*Resource Dependent thematic groups may have buildings that may be better served by criteria developed for other areas. Example: An apartment building may be better served by an Assessment Criteria for commercial structures than an Assessment Criteria developed for houses.



••• **SELECTION CRITERIA**

The National Register requires surveyors to define the essential physical features that must be present for a property to retain and convey its historical significance. The following charts show which features are essential for each resource type in the era it was built.

1 9 3 0 - 1 9 5 0

Criterion I (Industrial)	Criterion II (Residential)	Criterion III (Commercial)
Original location	Original location	Original location
Window openings on main facade must be intact	Original or non-detrimental replacement fenestration	Cornice intact
Original facade/fenestration	Original door, porch, stoop etc., or appropriate replacement	Original facade fenestration
Site areas originally unpaved still intact	No major additions altering the facade or using a majority of materials that post-date the resource	Ornamentation correct for the style portrayed
Original smokestacks intact	Original or in kind roofing materials	Signage a plus if original/ a negative if detrimental to facade
At least 75% of original materials on the facade	Original or appropriate gutter system	Original or appropriate bulkhead
Structure being used for original purpose is a plus	Original roof pitch/angle	Original or appropriate storefront glazing
	Original siding or siding using a material from the date of construction	Original or appropriate doors and transoms
	No major paving alterations to the site	Original facade material
	Original location of garage intact	Awnings with correct material for the time period



••• **SELECTION CRITERIA**

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Criterion I (Industrial)	Criterion II (Residential)	Criterion III (Commercial)
Original location	Original location	Original location
Some bricked-in or boarded-up window openings allowed	Non-detrimental replacement fenestration	Cornice intact
Original facade/fenestration	Original porch or stoop or appropriate replacement	Original facade fenestration/some replacement windows allowed
Parts of the smokestack(s) intact	No major additions altering the facade however, some materials may post-date the resource	Ornamentation correct for the style portrayed
At least 75% of original materials on the facade	Original roof pitch/angle	Signage a plus if original/a negative if detrimental to facade
Structure being used for original purpose is a plus	Original siding or siding using a material from the date of construction	Original or appropriate storefront glazing
	No major paving alterations to the site	Original or appropriate doors and transoms.
	Original location of garage intact	Original facade material



●●● **SELECTION CRITERIA**

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Criterion I (Industrial)	Criterion II (Residential)	Criterion III (Commercial)
Original location	Original location	Original location
Some bricked-in or boarded-up window openings allowed	Non-detrimental replacement fenestration	Intact cornice preferred
Original facade/fenestration some minor additions allowed	Some replacement windows allowed	Original facade fenestration/some replacement windows allowed
Parts of the smokestack(s) intact	No major additions altering the facade however, some materials may post-date the resource	Signage a plus if original/a negative if detrimental to facade
At least 50% of original materials on the facade	Original roof pitch/angle	Original or appropriate doors/transoms may have signage covering
Structure being used for original purpose is a plus	Original siding or siding using a material from the date of construction	Original or appropriate replacement facade material

Resources that predate 1870 will receive special attention in determining the essential physical features that need to be present to convey historic value.



••• SELECTION CRITERIA

The final step in the Assessment portion of the Selection Criteria is to determine the necessary attributes from the Significance segment and the essential physical characteristics from the Integrity section that a resource requires to be recommended for National Register Listing. A resource must have all the attributes of Significance (Period of Significance, Region of Significance, and Thematic Context) along with at least 4 aspects of Integrity (Location, Design, Setting, Materials, Workmanship, Feeling, and Association) to be recommended for nomination to the National Register.

If a resource retains all the necessary features, but is frequent in type throughout a city, it will require a subjective comparative analysis. In the comparative analysis, the resource will be compared to properties that were built in the same era. Through this process, the comparative analysis will find the resources that are most appropriate for the National Register of Historic Places.

Commercial Clusters - Historic Districts - Non-Architectural Resources

Commercial Clusters The Historic Resources Survey Group defines Commercial Clusters as intersections or blocks which contain four or more commercial structures in close proximity, built during or before the time period being studied (1936-1950).

The HRSG is giving special attention to Commercial Clusters because they are under-represented as historical resources in the City, and the identified resources are poorly documented. The HRSG, along with SHPO, is attempting to correct this shortcoming by paying close attention to the remaining Commercial Clusters in Rochester.

The HRSG will complete a structured series of tasks while looking at Commercial Clusters. The HRSG will first perform a 'windshield survey' of the city. They will document the locations of all possible clusters, and look for possible reasons for the development of the Commercial Cluster. The HRSG will then research the cluster as it would study any singularly eligible resource. Resources will be recom-



••• SELECTION CRITERIA

mended for listing as a 'cluster' upon passing the Selection Criteria. If individual resources do not pass, they will be listed within the cluster as non-contributing. However, if sufficient individual resources fail to pass the Selection Criteria that the cluster no longer fits the above definition, the remaining resources will be recommended for individual nomination.

Historic Districts The HRSG will create historic districts around properties, close in proximity, that meet the following criteria:

- Share a Period of Significance
- Majority of the resources in the district are greater than 50 years old
- Contribute to the historic character of the district.

A historic district will consist of three or more properties that derive their importance from the same event or thematic context. Properties that share the aforementioned items will be listed as "contributing." Properties will be listed as "non-contributing" if they do not share the same Period of Significance, or if their physical condition would not allow them to pass the Integrity section of the selection criteria.

Properties less than 50 years old will be listed in districts if they contribute to the historical character, and they share the same event or historic context. Properties less than 50 years old will not be listed if they do not contribute to the historical character, if they do not share a historic context or event, or if the resource is more than 10 years older than the rest of the properties in the district.

Non-Architectural Resources The HRSG will consider non-architectural historic resources for listing on the National Register of Historic Places. These resources can be anything from brick roadways to signs, from waterways to trees. If human intervention created the resource within the period being studied, then it will be considered by the HRSG. However, these resources need to be considered with a different set of criteria.



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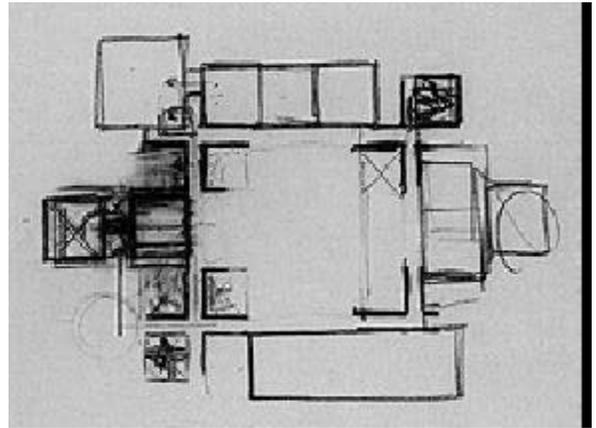
The selection criteria for non-architectural resources include: how a resource portrays the past and evolution of the City of Rochester; the rarity of the resource; and historical significance.

Portraying the Past and Evolution The most important criteria for non-architectural resources will be how the resource portrays the past and the evolution of Rochester. A resource will change over time, and if it no longer represents the period in which it was created, then it will not be considered for further documentation. Resources that successfully maintain a link to the past, and effectively display Rochester's history will be further examined for possible listing.

Rarity Non-architectural resources that pass the above criteria will then be considered in terms of rarity. The more rare a resource, the higher probability of recommendation for historical register listing; the inverse is also true.

Historical Significance Non-architectural resources must pass the Significance section of the Selection Criteria. A prospective non-architectural resource will have had an impact on, or represent an impact on the development of the City of Rochester. A non-architectural resource displaying all of the aforementioned qualities will be intensely researched and recommended for placement on the NRHP.

The Selection Criteria for non-architectural resources must be broad. The HRSG recognizes that non-architectural resources need to be considered for National Register listing using very individualistic and elastic criteria. The HRSG will use the above parameters for selecting non-architectural resources, but will do so with careful consideration of the individual resource.



Recommended Districts and Individual Resources

PRESENT ● ● ● **RECOMMENDATIONS**

ARVINE HEIGHTS POTENTIAL DISTRICT

Significance

Thematic Context: Residential
Region of Significance: Local
Period of Significance: 1920s to Present

Integrity

Location: Resources remain in their original location
Design: Excellent examples of Dutch Colonial Revival, Colonial Revival, and Bungalow styles
Setting: Northern and eastern Arvine Heights retains old growth trees
Materials: Most district properties retain a majority of their original materials
Feeling: Setting, materials, and age of plant life convey sense of history
Association: All properties are associated with Lily Arvine, thought to be the first woman real estate developer in Rochester

Assessment

Essential Physical Features: Meets HRSG criteria
Sufficient Visibility of Physical Features: Meets HRSG criteria
Comparative Analysis: Not required
Vital Aspects for Nomination: Historical significance attached to the properties; many properties retain high integrity

National Register Criterion: [A] associated with an event/pattern of development; [B] properties associated with the productive life of important person



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RECOMMENDATIONS
SURVEY 2000

Historic/Architectural Significance: Arvine Heights Potential District

The Arvine Heights Potential District rests in the southern most part of the city, near the Genesee River. The area is bound on the east by the former Pennsylvania Railroad line (the tracks no longer exist). Elmwood Avenue, a major east-west thoroughfare, and Genesee Valley Park, are the major physical features to the south. Genesee Street borders the west and north, respectively.

Arvine Heights is named after Lily Church Arvine, one of the first female real-estate developers in the Rochester area. Lily Church Arvine began her business in 1891, a year after her father's death. Sydney Church, a successful rope manufacturer, bequeathed land near his manufacturing facilities to his daughter. Mrs. Arvine developed the land between West Avenue and Clifton Street into single family residences. She named the development Churchlea Place. With the profits from this first endeavor, she purchased and developed more residential properties - Algonquin Terrace, Wooden and Child Streets, and other parcels in the West Avenue area.

Lily Church Arvine married Freeling Arvine sometime between 1903 and 1904. He was a successful businessman, inventor, chemist, and assisted in developing gasoline into a usable fuel. Freeling retired from his career in the sciences, and soon after their marriage, he and Lily began working in real estate development. By 1914, Freeling Arvine is listed in the Rochester City Directory as a builder while Mrs. Arvine retained her real estate title. Mr. Arvine passed away on August 7, 1932, and Lily Arvine in January of 1934.

Mrs. Arvine was adroit at targeting areas of growth. The Churchlea Place, Algonquin Terrace, and Wooden and Child Street developments attracted staff from Saint Mary's Hospital and businessmen from the Bull's Head area. Similarly, Oak Hill Terrace and Arvine Heights were purchased and developed near University of Rochester's new and expanding River Campus. Lily Arvine marketed to and built single family houses for a well educated, professional clientele.



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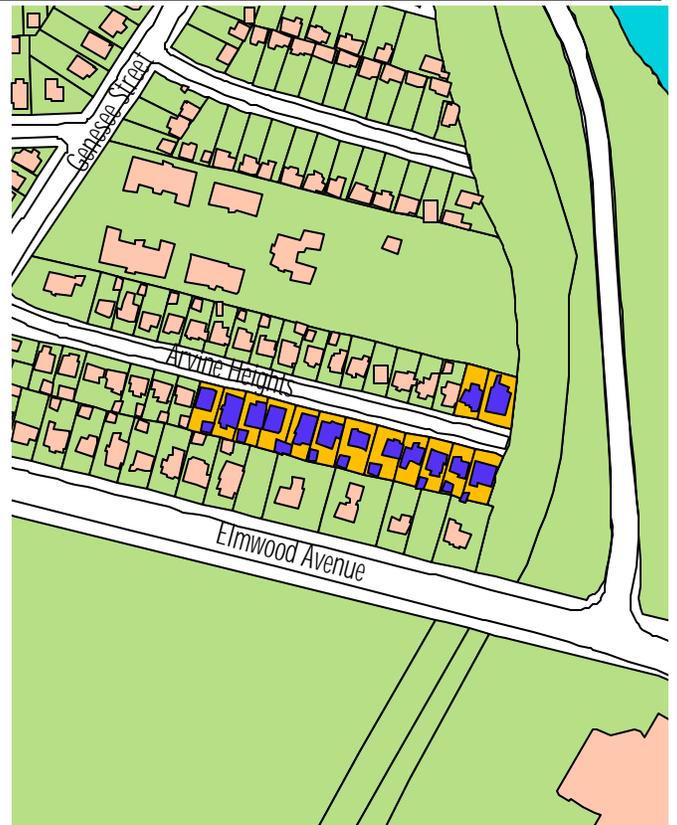
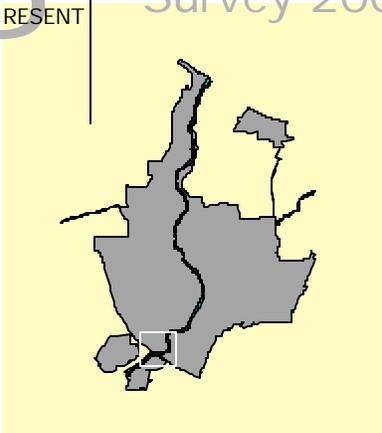
The Arvine Heights tract consists of homes built in various architectural styles from different eras. The land was developed over a period of fifty years, and it is reflected in the architecture. The earlier homes are vernacular revivals, usually Italianate and Colonial. The tract also contains 5 excellent examples of Craftsman Bungalow style homes. The houses retain a majority of their original elements: overhanging eaves, casement windows, and intricate bracketing. Meanwhile, the Dutch Colonial revival house at 120 Arvine Heights, built in 1936, maintains excellent integrity, with only slight ornamental blemishes. The flared eaves and casement windows display classic characteristics of Dutch Colonial revival.

The Historic Resources Survey Group recommends the Arvine Heights Potential District for State and local historic register listing, as we believe that it retains architectural integrity and important history.

Address	Year Built	Style	Contributing Non-Contributing
53 Arvine Heights	1920	Bungalow	Contributing
55 Arvine Heights	1923	Bungalow	Contributing
63 Arvine Heights	1936	Bungalow	Contributing
69 Arvine Heights	1923	Bungalow	Contributing
79 Arvine Heights	1921	Bungalow	Contributing
81 Arvine Heights	1928	Vernacular Colonial Revival	Contributing
89 Arvine Heights	1925	Vernacular Colonial Revival	Contributing
95 Arvine Heights	1926	Vernacular Colonial Revival	Non-Contributing
99 Arvine Heights	1938	Cape Cod	Non-Contributing
105 Arvine Heights	1929	Vernacular Colonial Revival	Non-Contributing
111 Arvine Heights	1938	Cape Cod	Non-Contributing
112 Arvine Heights	1936	Vernacular Colonial Revival	Contributing
115 Arvine Heights	1937	Vernacular Colonial Revival	Non-Contributing
120 Arvine Heights	1936	Vernacular Dutch Colonial Revival	Contributing

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Recommendations Survey 2000



Arvine Heights Potential District



GENESEE BREWERY POTENTIAL DISTRICT

Significance

Thematic Context: Industrial
Region of Significance: Local
Period of Significance: 1920s to Present

Integrity

Location: Resources remain in their original location
Design: Good examples of Richardsonian Romanesque, late 19th early 20th Century Commercial buildings
Setting: Most sections of the Genesee campus reflect their original function
Materials: Most district properties retain their original materials; however, some properties pre-date or post-date the survey era
Feeling: Setting, materials, road ways, and railroad convey sense of history
Association: Most properties are associated with the breweries of Rochester

Assessment

Essential Physical Features: Meets HRSG criteria
Sufficient Visibility of Physical Features: Meets HRSG criteria
Comparative Analysis: Not required
Vital Aspects for Nomination: Historic significance associated with the properties; most properties retain above average integrity

National Register Criterion: [A] associated with an event/pattern of development



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SURVEY 2000

Historic/Architectural Significance: Genesee Brewery Potential District

The Genesee Brewery Potential District rests due north of the Central Business District (CBD), on the eastern ledge of the Genesee River gorge. Between the buildings on the compound and the river gorge to the west lie a rail tressel bridge. The Saint Paul Street Industrial Potential District, identified by the Mack Survey, is to the east, across the street. The property's northern boundary is Upper Falls Boulevard.

The Saint Paul Street area near the CBD, with its proximity to the Genesee River and water power, has consistently housed industrial facilities, including breweries. In the mid 19th century, one of Rochester's largest brewers, Bartholomay Brewing Co., chose this location to brew beer.

The Genesee Brewery area was originally mixed use - industrial and residential. The first Irish immigrants settled in this area and it became known as the Dublin neighborhood. The residential structures diminished as the industrial sector gradually took over, a process completed by the late 1960's.

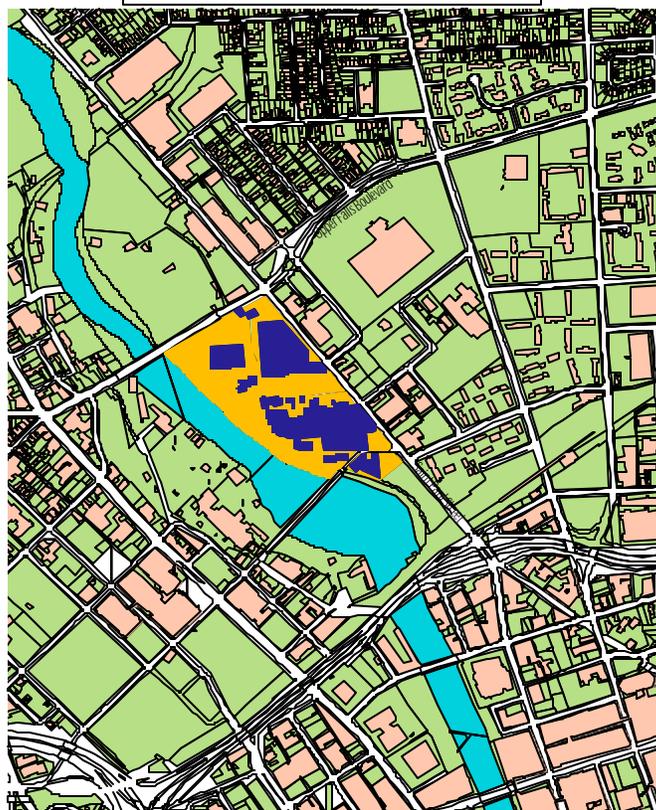
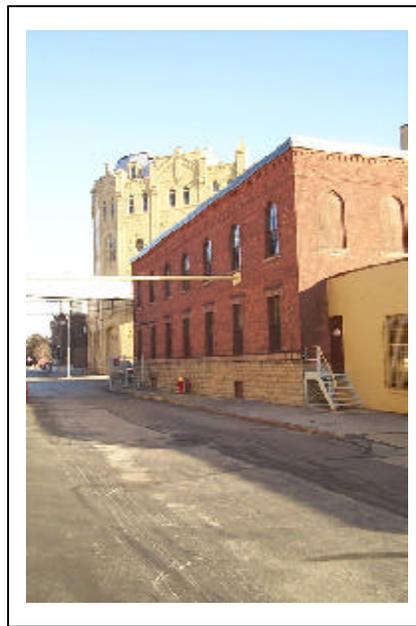
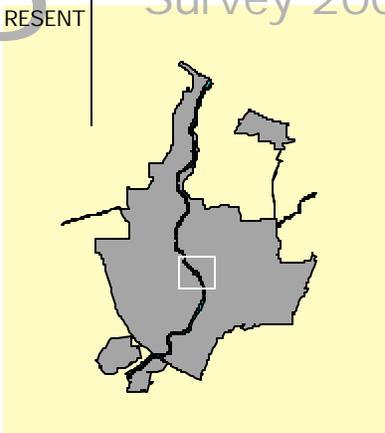
The Wehle family established the Genesee Brewery Company in 1878 on Ron Place (later National Street), with Standard Brewery and Bartholomay Brewery as close neighbors. The family owned the brewery through Prohibition, and reorganized the firm in 1932, as Louis A. Wehle believed that Prohibition would end soon. In 1933, with the end of Prohibition, Genesee Brewery quickly became the number one brewer in Rochester. The company grew through the 1940's and 50's, and in 1959 bought the early 20th century Rochester Telephone Company Building, located north of the brewery. Today, Genesee Brewery is the seventh largest brewery in the nation.

The Genesee Brewery Potential District contains various structures that portray the evolution of the brewing industry and industrial construction from the 1870's to the present. The oldest building, the stone warehouse, dates from the 1870's. It rises three stories streetside and four stories riverside, with tapered load bearing walls. The other structures on the site represent the industrial half of a brewery. There are sixteen silos along with multiple newer metal clad warehouses.

This district has been surveyed and inventoried by the Landmark Society of Western New York.

P
PRESENT

Recommendations Survey 2000



Genesee Brewery Potential District



P
RESENT

RECOMMENDATIONS
SURVEY 2000

98 Lyell Avenue - Sunoco Gas Station

Significance

Thematic Context: Transportation; Architects and Architecture
Region of Significance: Local
Period of Significance: 1936 to Present

Integrity

Location: Resource remains in its original location
Design: Very good example of the Streamline Moderne style in Rochester
Materials: Structure retains most of its original materials
Setting: Resource reflects original surroundings

Assessment

Essential Physical Features: Meets HRSG criteria
Sufficient Visibility of Physical Features: Meets HRSG criteria
Comparative Analysis: Resource compared against other similar transportation properties, chosen for intricacy of design, intact clock tower
Vital Aspects for Nomination: Architectural design

National Register Criterion: [C] represents architectural style based on a stage of development in Rochester



P
RESENT

RECOMMENDATIONS
SURVEY 2000

Historic/Architectural Significance:
98 Lyell Avenue
Sunoco Gas Station

Year built: 1936
Architect: N/A

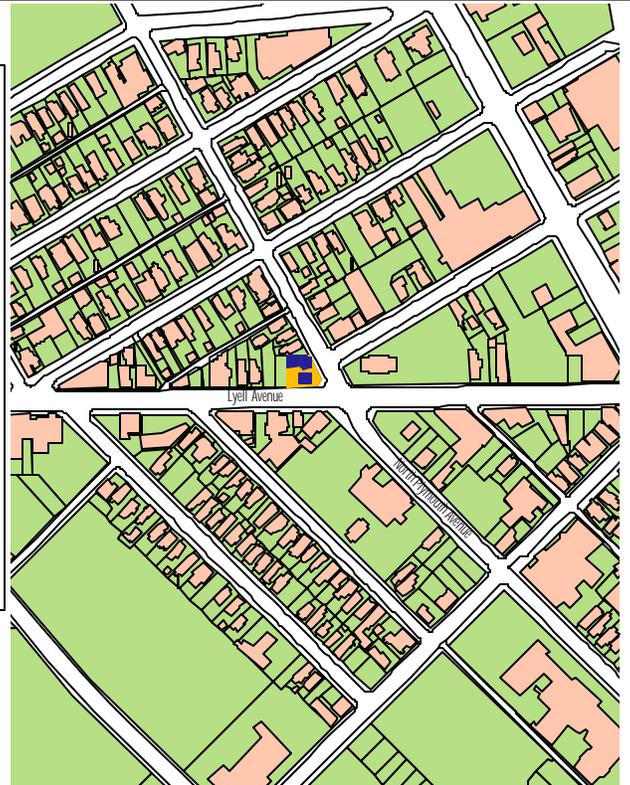
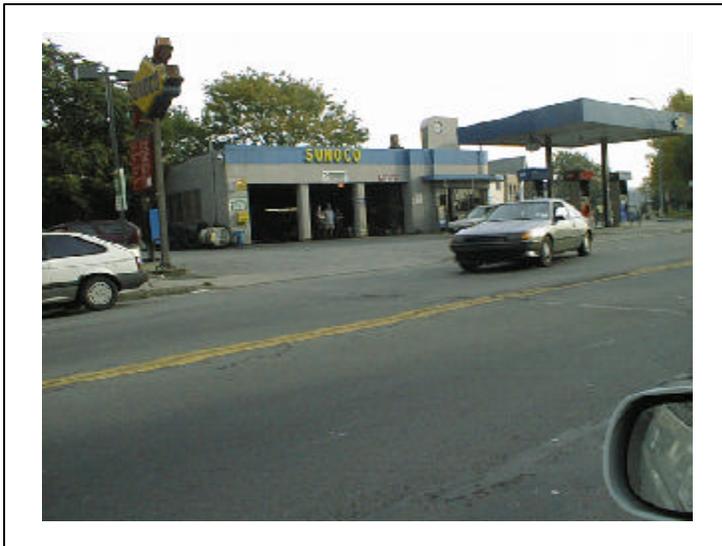
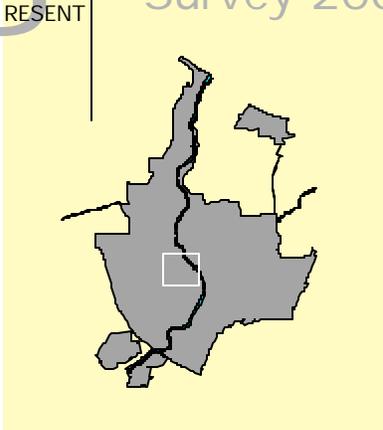
The Sunoco Gas Station is located at the intersection of Lyell Avenue and Plymouth Avenue in the northwest section of the City of Rochester. The building is surrounded by late nineteenth and early twentieth century commercial and residential buildings.

The Lyell Avenue station is the best surviving example of a Streamline Moderne Sunoco station built in the early twentieth century. The station is a one-story, rectangular building constructed of concrete block with a flat roof. The west end of the building contains two repair bays, while the retail area at the east end of the building retains its streamlined windows and rounded corner. A large clock installed on a metal panel mounted on the roof was an exclusive design signature of Sunoco gas stations in Rochester in the middle of the 1930s.

The business survived the Great Depression as its operators were able to offer repairs in addition to gasoline. Thus, the station offered a lower unit pump price than its competitors, and remained in business.

P
PRESENT

Recommendations Survey 2000



98 Lyell Avenue



911 Genesee Park Boulevard - Blake McKelvey Residence

Significance

Thematic Context: Residential
Region of Significance: Local
Period of Significance: 1937 to Present

Integrity

Location: Resource remains in its original location
Materials: Possible new exterior treatment
Setting: Resource reflects original surroundings
Association: Home of prominent local historian Blake McKelvey who pioneered urban historical studies and wrote prolific volumes about the history of Rochester

Assessment

Essential Physical Features: Does not meet HRSG criteria
Sufficient Visibility of Physical Features: Does not meet HRSG criteria
Comparative Analysis: Not required
Vital Aspects for Nomination: Rarity of resource; historic association with locally prominent individual

National Register Criterion: **[B]**, property linked with the life of an important person



P
RESENT

RECOMMENDATIONS
SURVEY 2000

**Historic/Architectural Significance:
911 Genesee Park Boulevard
Blake McKelvey Residence**

Year built: 1937
Architect: N/A

The house of Dr. Blake McKelvey, Rochester's City Historian from 1948 until his retirement in 1973, is located in the southwest section of the City of Rochester. He lived in the house at 911 Genesee Park Boulevard for most of his professional life. The house is a small, two story Colonial Revival built in 1937, with very symmetrical facade and fenestration. The integrity has been denegated as new siding materials have been added to the exterior. (It must be noted that the resource is recommended because of the significance of Dr. McKelvey's work in documenting the history of Rochester, and not because of its architectural integrity or design.)

Dr. McKelvey is regarded as a pioneer in the field of urban history, and his four-volume history of Rochester is recognized as the outstanding American "urban biography". He was the founder of the Urban History Group of the American Historical Association. In 1963 and again in 1968, he published a two-volume general history of American urbanization.

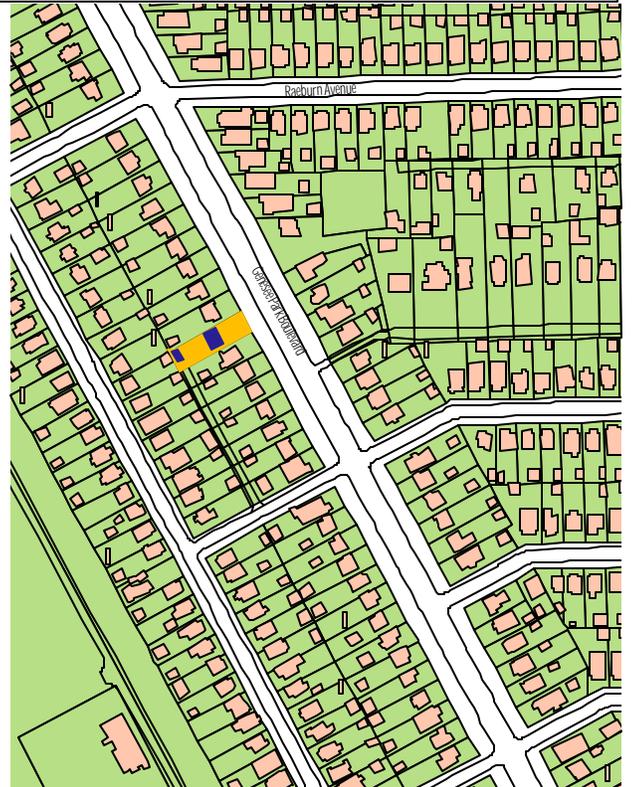
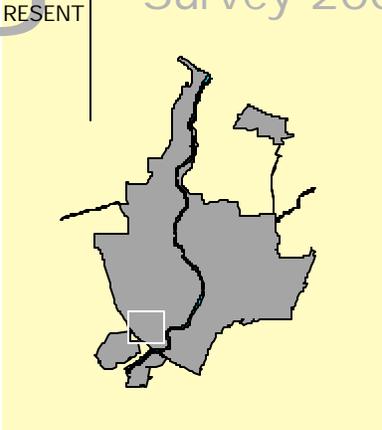
In addition, McKelvey edited ten annual volumes of the Rochester Historical Society's publications; and edited, as well as wrote, much of the material for thirty-five volumes of a quarterly publication, *Rochester History*, for the Rochester Public Library. In 1973, he completed an abridged, single-volume history of Rochester titled, *Rochester on the Genesee, The Growth of a City*.

Dr. McKelvey was active in Rochester's social and cultural causes. He was the former president of the Board of Directors of the Montgomery Neighborhood Center, and also served as secretary of the Rennes-Rochester Sister City Committee.

At the age of 96, Dr. Blake McKelvey continues to live in Rochester, appropriately enough, in the East Avenue Historic District.

P
RESENT

Recommendations Survey 2000



911 Genesee Park Boulevard



Architectural Significance

228 River Heights Circle
45 West Ridge Road

The International Style The historical significance of the houses at 228 River Heights Circle and 45 West Ridge Road is strongly connected to their architectural history. The International style has a history that begins in Wisconsin, goes to Europe and returns to the U.S. in Los Angeles, with vernacular versions spreading throughout the country.

In 1910, Frank Lloyd Wright's interior and exterior renderings of Prairie Houses and other works were published in Germany. The Wasmuth Portfolio became very influential among European architects looking for new design ideas that had a theoretical background, and that were not just ornament like the current vogue, Art Nouveau. Wright wrote the introduction to the Wasmuth Portfolio, in which he stressed the need for an 'organic' architecture and unity of all parts: furniture, lighting, and rugs etc., "everything should be harmonious."¹

The major European architects of the time, Germany's Mies van der Rohe, France's Le Corbusier, and Dutch architects Gerrit Rietveld and J.J.P. Oud, appropriated Wright's theories and designs. Wright's ideas of letting materials speak for themselves, that a design solution in and of itself was beautiful and needed no ornament, and a need to cut the ties of historicism, all appealed to the Europeans. These ideas proved to be major influences to Adolf Loos and Joseph Hoffman in Vienna, to the De Stijl movement in Holland, and to the Bauhaus in Germany.

The Austrian, R. M. Schindler, with the urging of Adolf Loos, came to the United States with the hope of working with Wright. After initially working for a different firm, Schindler served as Wright's chief supervisor, overseeing the construction of the Aline Barnsdall house and compound; however, this position didn't last long. By the early 1920's, Schindler set out on his own, built his own home, and invited countrymen Richard Neutra to join him in his firm. The two became the first practitioners of the International Style in America.



P
RESENT

RECOMMENDATIONS
SURVEY 2000

The first two International houses, both for Dr. Phillip Lovell in Los Angeles in 1926 (Schindler) and 1927 (Neutra), were major breakthroughs, and “are landmarks in the adaptation of De Stijl and International Style elements in American architecture.”² In the houses, “volumes are clear and crisp, formed by the logic of the structural steel skeleton.”³ While these buildings relate strongly to Corbusier’s ideas of white exteriors, and structures raised on pilotis, they also display “Wright’s influence on these mainly European ideas, with the emphatic horizontal lines”⁴ and the structures’ relationships to their surroundings.

The houses at 228 River Heights Circle and 45 West Ridge Road display many of the ideas of Schindler, Neutra, and the International Style movement of the 1920s. Their designs are not as intricate or grand; however, they are a rare form across the country and in Rochester, and deserve to be recognized. “This avant-garde and primarily architect-designed style is relatively rare. Most landmark examples date from the 1930s and occur principally in fashionable suburbs in the northeastern states and California.”⁵

- 1 Twombly, *Frank Lloyd Wright, His Life and His Architecture*, pp.147
- 2 Roth, *A Concise History of American Architecture*, pp. 263-264
- 3 Ibid.
- 4 Gelernter, *A History of American Architecture, Buildings in Their Cultural and Technological Contexts*, pp.238
- 5 McAlister, Virginia and Lee, *A Field Guide to American Houses*, pp.469



228 River Heights Circle - Charles Oster Residence

Significance

Thematic Context: Residential; Architects and Architecture

Region of Significance: Local

Period of Significance: 1936 to present

Integrity

Location: Resource remains in its original location

Design: Resource is a fine example of an International style house in Rochester

Setting: Property, along with surrounding structures, reflect the original function and site

Materials: Structure has two doors and some exterior treatments that post-date the resource

Feeling: Setting, materials, and properties on east side of River Heights Circle convey sense of history

Assessment

Essential Physical Features: Meets HRSG criteria

Sufficient Visibility of Physical Features: Meets HRSG criteria

Comparative Analysis: Resource was compared to three other International style homes from the study period

Vital Aspects for Nomination: Rarity of architectural style in Rochester

National Register Criterion: [C] represents architectural style based on a stage of physical development in Rochester



P
RESENT

RECOMMENDATIONS
SURVEY 2000

**Historic/Architectural Significance:
228 River Heights Circle
Charles Oster Residence**

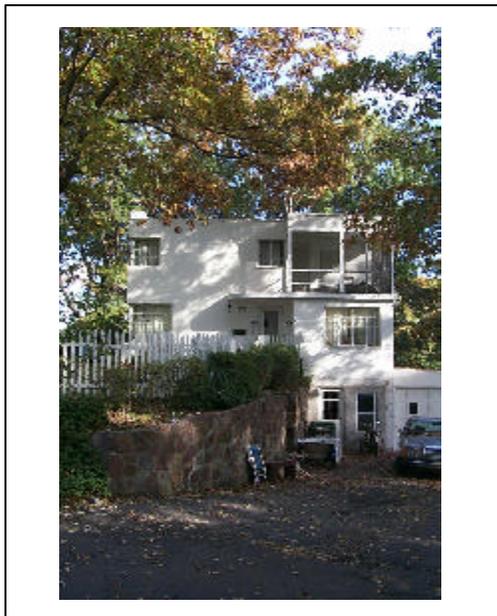
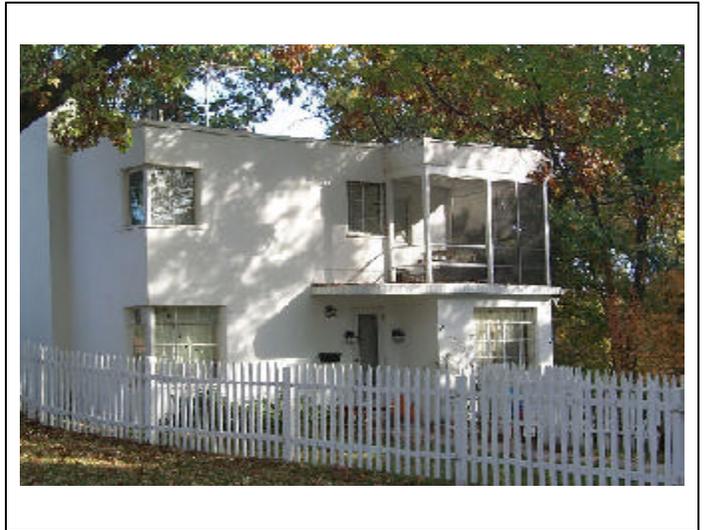
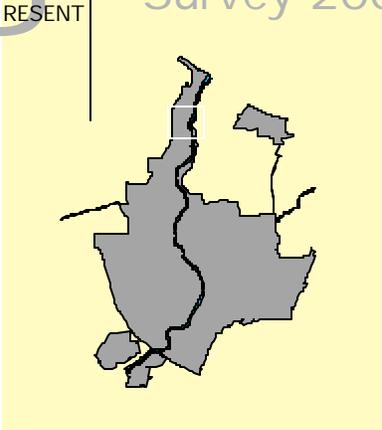
Year built: 1938
Architect: N/A

The Charles W. Oster residence is located in the northwest section of the City of Rochester, one block east of Lake Avenue and north of the Boxart Street area. The single family dwelling is a two-story structure built in the International style, and set high on the west bank of the Genesee River overlooking Turning Point Park. The house is perched on the river bluff, and its design is specific to its unique site. The home is nestled on the western bank of the Genesee River, situated on the southeastern-most point of a road which dead ends in both directions. The site slopes south and east toward the river.

The house is built on a concrete foundation of concrete block parged with stucco. The two story structure has flat roofs and an attached garage under the western elevation. A second-story, screened porch protrudes out on a horizontal overhang which defines the front entrance. Architectural ornament is absent, and indeed irrelevant to the International style in which the house is built. A cubical appearance is created by the stark exterior walls, seemingly pierced by windows and doors. The International style house exhibits how a major architectural design trend manifest in a typical Rochester neighborhood of more traditional twentieth century architecture.

P
RESENT

Recommendations Survey 2000



228 River Heights Circle



45 W. Ridge Road - Alice Kemp Residence

Significance

Thematic Context: Residential; Architects and Architecture

Region of Significance: Local

Period of Significance: 1939 to Present

Integrity

Location: Resource remains in its original location

Design: Best example of the International Style in the City of Rochester

Materials: Structure retains a majority of its original materials

Setting: Structure reflects original surroundings

Assessment

Essential Physical Features: Meets HRSG criteria

Sufficient Visibility of Physical Features: Meets HRSG criteria

Comparative Analysis: Resource was compared to three other International style homes from the study period

Vital Aspects for Nomination: Rarity of architectural style in the City of Rochester

National Register Criterion: **[C]** represents architectural style based on a stage of physical development in Rochester



P
RESENT

RECOMMENDATIONS
SURVEY 2000

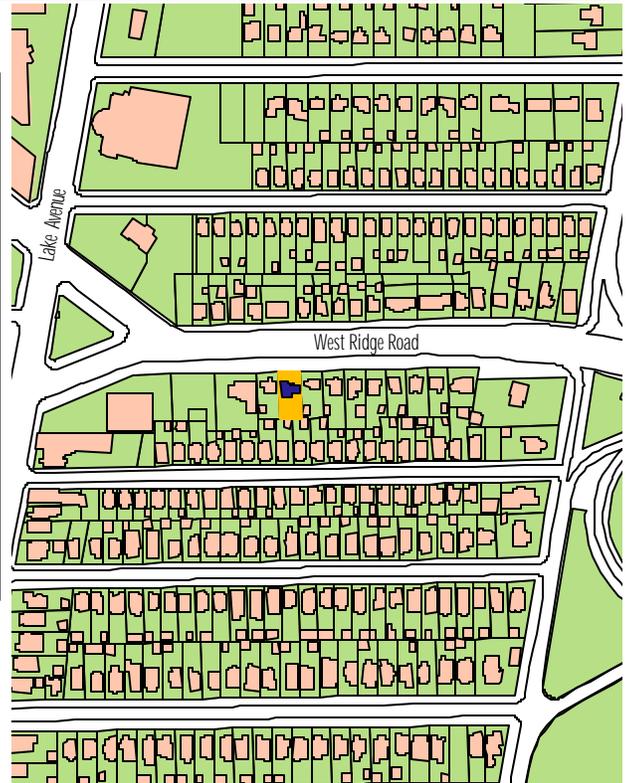
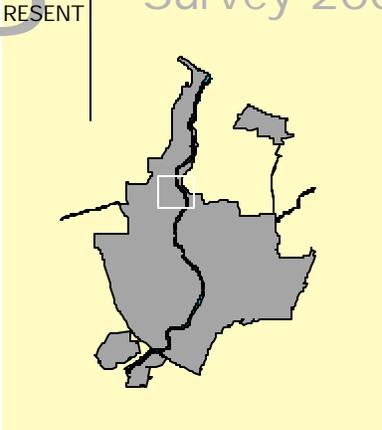
Historic/Architectural Significance:
45 West Ridge Road
Alice Kemp Residence

Year built: 1939
Architect: N/A

The Alice E. Kemp residence is located in the northwest section of the City of Rochester, West Ridge Road. The house sits atop a slight incline and back from the road. The northern elevation of the house contains the garage, with a Chicago type window above, two entrances - one at driveway level, and a second above a hidden stair case, with a rounded, glass block section adjacent. The building uses many of the International style elements, including a flat roof, stucco walls, and windows that connect at the corners of the structure. Please refer to pages 38-39, for a more extensive architectural history of the International Style.

P
RESENT

Recommendations Survey 2000



45 West Ridge Road



74 Woodman Park - Joseph Abert Residence

Significance

Thematic Context: Residential
Region of Significance: Local
Period of Significance: 1930 to Present

Integrity

Location: Resource remains in its original location
Design: Best example of the French Eclectic style in Rochester
Materials: Structure retains a majority of its original materials
Setting: Structure reflects original surroundings

Assessment

Essential Physical Features: Meets HRSG criteria
Sufficient Visibility of Physical Features: Meets HRSG criteria
Comparative Analysis: Compared to one other French Eclectic house in Rochester
Vital Aspects for Nomination: Rarity of architectural style in the City of Rochester

National Register Criterion: **[C]** represents architectural style based on a stage of development in Rochester



P
RESENT

RECOMMENDATIONS
SURVEY 2000

**Historic/Architectural Significance:
74 Woodman Park
Joseph Abert Residence**

Year built: 1930
Architect: N/A

The Abert Residence is located at the corner of Woodman Park and Landcraft Street in the northeast section of the City of Rochester. The resource is a two story, French Eclectic style stone and brick structure. A garage was added in 1946. The house is the only example of French Eclectic architecture in its neighborhood.

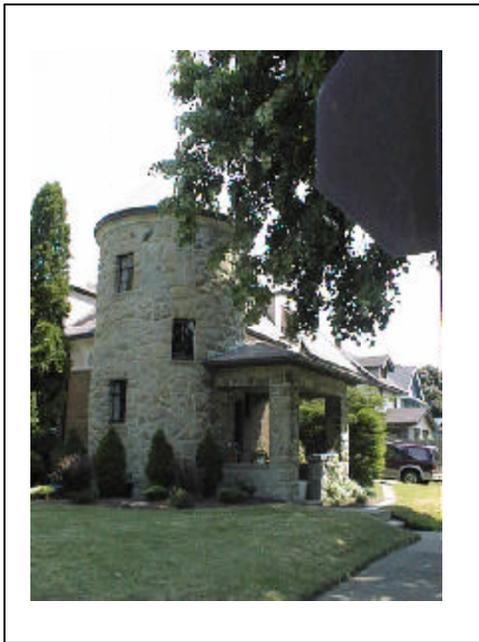
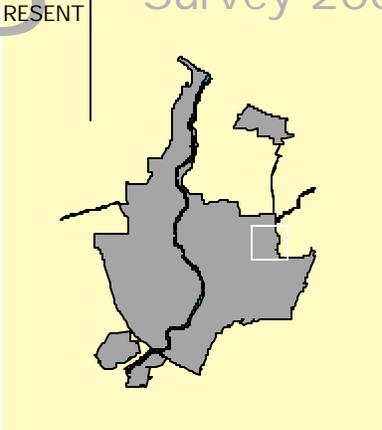
The dominate feature of the house is the tower that affronts the intersection of Woodman Park and Landcraft Street. The turret balances the two wings that expand to the north and east. The home contains extensive use of stone, brick, and stucco.

"Many Americans served in France during World War I, and their first-hand familiarity with the prototypes probably helped popularize the style. In addition, a number of photographic studies of modest French houses were published during the 1920s, giving architects and builders many models to draw from. Pre-1920s examples are rare, and usually of the formal, symmetrical type. These were usually inspired by the earlier and more pretentious Chateausque or Beaux Arts traditions."¹

1. McAlister, Virginia and Lee, *A Field Guide to American Houses*, pp. 388

P
PRESENT

Recommendations Survey 2000



80 Woodman Park



965 South Clinton Avenue - The Cinema Theater

Significance

Thematic Context: Commercial; Societal/Cultural

Region of Significance: Local

Period of Significance: 1948 to Present

Integrity

Location: Resource remains in its original location

Design: Very good example of the Art Deco style in Rochester

Materials: Structure retains many of its original materials after 1948 renovation

Setting: Resource reflects original surroundings

Assessment

Essential Physical Features: Meets HRSG criteria

Sufficient Visibility of Physical Features: Meets HRSG criteria

Comparative Analysis: Not required

Vital Aspects for Nomination: Rarity of resource; one of only 4 remaining neighborhood theaters in Rochester

National Register Criterion: **[C]** property displays architectural style based on a stage of physical development



P
RESENT

RECOMMENDATIONS
SURVEY 2000

**Historic/Architectural Significance:
965 South Clinton Avenue
The Cinema Theater**

Year Built: 1914, Reconfigured to current condition in 1948
Architect: N/A

The Cinema Theater is located in the southeast section of the City of Rochester on the southeast corner of Clinton Avenue and Goodman Street. The Cinema Theater is one of five remaining neighborhood theater buildings in Rochester, and one of two that continue to function as a theater.

The resource is a one and one-half story, concrete block and brick building, with stucco, glass block, and metal ornament. The structure borrows elements from the Art Deco and Streamline Moderne vocabularies with the three metal bands wrapping up and over the roof over the large, back lit, 'Cinema' sign.

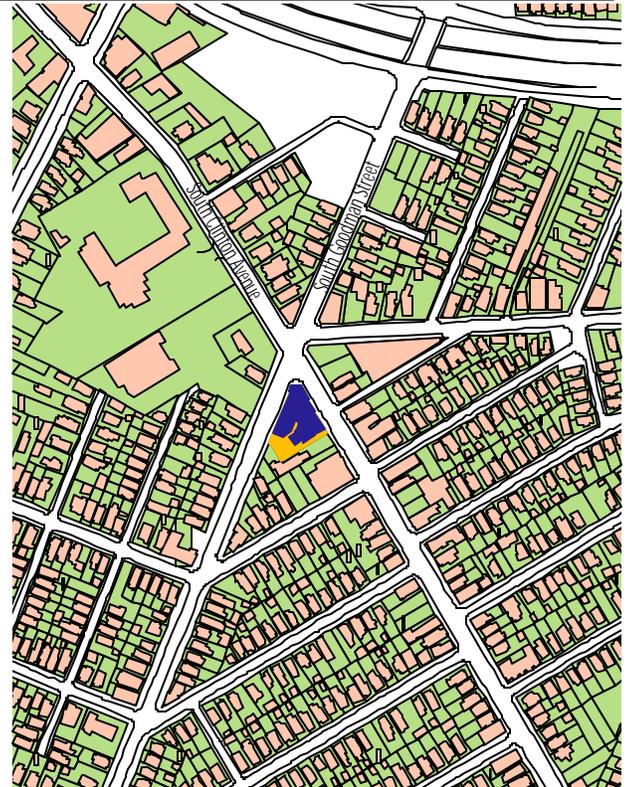
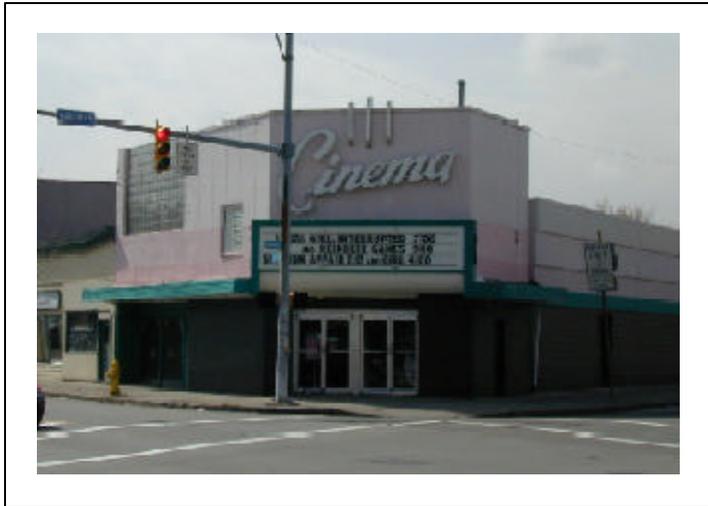
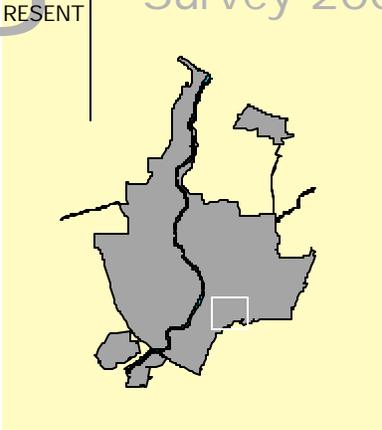
A theater has been in existence on this site since 1914, when George Caffery and George Evans operated the Clinton Theater. The Cinema Theater briefly closed in the mid-1940s, then reopened to the public in 1949 under new ownership. Morris Slotnick transformed the old theater into an art theater known as "The Cinema - Theater of Distinction." In 1953 the lobby was moved and expanded, and the entrance was relocated from Clinton Avenue to face the intersection.

In 1977 a 113-foot long mural was painted on the north side of the building by community volunteers. It depicted Indians, blacksmiths and other figures important to the history of the area. The mural was removed in 1984. The exterior of the Cinema Theater was remodeled to its current condition in 1995.

The Cinema Theater continues to be a center for the South Wedge community, and a landmark for the City of Rochester.

P
RESENT

Recommendations Survey 2000



965 South Clinton Avenue



952 South Clinton Avenue - The Highland Park Diner

Significance

Thematic Context: Commercial
Region of Significance: Local/National
Period of Significance: 1948 to Present

Integrity

Location: Resource remains in its original location
Design: Excellent example of the Streamline Moderne style in Rochester
Materials: Structure retains most to all of its original materials after renovation
Setting: Resource reflects original surroundings
Association: Resource associated with the dining car trend from the 1920s to the 1950s

Assessment

Essential Physical Features: Meets HRSG criteria
Sufficient Visibility of Physical Features: Meets HRSG criteria
Comparative Analysis: Not required
Vital Aspects for Nomination: Rarity of resource; physical integrity extremely high; historic association with national trend

National Register Criterion: **[C]** property displays architectural style based on a stage of physical development



P
RESENT

RECOMMENDATIONS
SURVEY 2000

**Historic/Architectural Significance:
952 South Clinton Avenue
The Highland Park Diner**

Year built: 1948
Architect: Orleans Dining Company

The Highland Park Diner is located in the Southeast section of the City of Rochester. This property has been nominated by the Landmark Society of Western New York and is currently being reviewed for National Register and State Register designation by the New York State Office of Parks, Recreation and Historic Preservation.

The Highland Park Diner is located in the city neighborhood known as Swillburg, on the southeast corner of South Clinton Avenue and South Goodman Street. Both streets are major transportation arteries. The structure is located three blocks south of interstate highway 490, which was originally the bed of the Erie Canal and later, Rochester's subway. The triangle shaped parcel on which the diner is located is formed by the intersection of two other secondary streets, Henrietta Street and Jacques street.

The first use of the site for a diner was comprised of two Rochester street trolley cars. The second diner car restaurant on the site was a small, modular structure that was moved from the city site to West Ridge road in the mid forties. The present diner is one of four surviving structures produced by the Orlean Diner Company of Albion, New York, in 1948. During the late sixties to early seventies, the structure was abandoned and in disrepair. The structure has had various tenants including Off Track Betting. When the present owners bought the building in 1985, they undertook an exacting restoration, and now maintain the Diner as was originally intended. The overall integrity of the Highland Park Diner and its site is high. The Diner is completely intact, and is now preserved as originally placed fifty two years ago.

For a more extensive discussion of diners, please see Chester Liebs, *Main Street to Miracle Mile*, (Johns Hopkins University Press) pages 216-224.



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RESENT

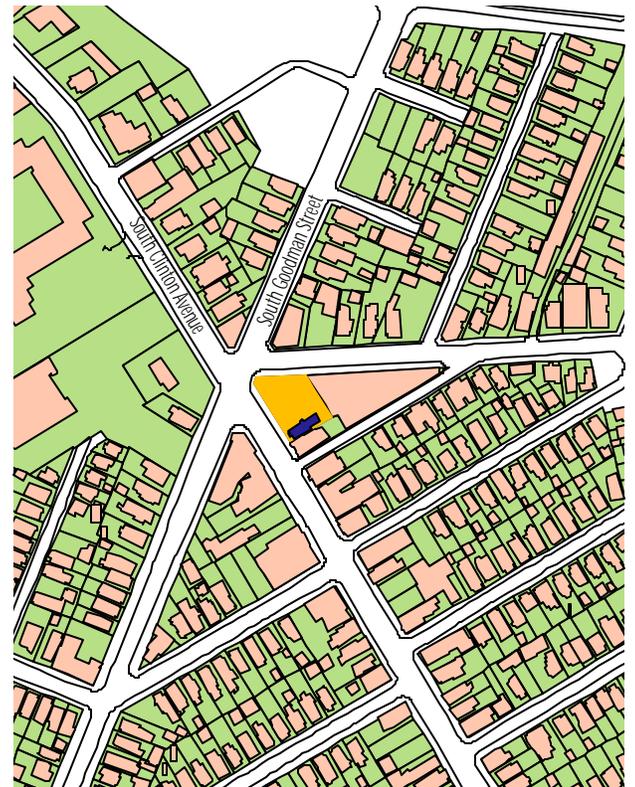
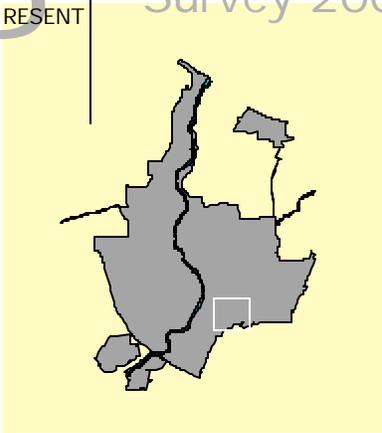
RECOMMENDATIONS
SURVEY 2000

The Highland Park Diner is different from other diner cars because it was built on site. Most diners were transported to the site and set into a permanent foundation. The Highland Park Diner was constructed on a concrete foundation and was built with a steel beam and a modular panel system. Porcelain panels with stainless steel interior and exterior framework comprise the secondary construction materials.

Neighboring structures represent a variety of architectural styles and periods of construction. The area is primarily commercial, with residential neighborhoods surrounding it. The majority of commercial structures in the neighborhood are built in a style which was of significance starting at the turn of the century. The Cinema Theater, on the southwest corner of the Goodman/South Clinton intersection, was built in 1914 and redesigned in the Art Deco style in a 1948 renovation. The theater provides the area with an additional element of both cultural and architectural significance.

P
RESENT

Recommendations Survey 2000



952 South Goodman Avenue



Architectural Significance

725 Buffalo Road
777 Mount Read Boulevard
1447 Saint Paul Street

The Streamline Moderne Style The recommended Streamline Moderne buildings from the survey - 725 Buffalo Road, 777 Mount Read Boulevard, and 1447 Saint Paul Street - share common historic and architectural significance.

Historically, the Streamline Moderne buildings from the study period represent a shift in ideals, as much as a stylistic shift. The move from Art Deco to Streamline Moderne coincided with the financial changes from the roaring '20s to the Depression era '30s. The Art Deco ornament became removed from buildings as "the flippantly jazzy details no longer seemed appropriate"¹ in the downtrodden 1930s.

Architecturally, "Streamline Moderne was later 1930's par excellence, and even if it owed something to the mid-twenties work of the German architect Erich Mendelsohn, it was as American as the Stick and Shingle styles. It concretized the mood of the time as no style did... Americans took pride in their engineers - the transportation engineers in particular - and Streamline Moderne was a celebration of those achievements and a proclamation of faith in the future."²

In Rochester, the style is primarily used in industrial buildings, however, it can be found in apartment buildings and commercial structures.

"Streamline Moderne is a horizontal style. In the main elevations horizontality prevails, with vertical features saved for the entrance."³ Also, it is a style of unadorned and curved surfaces. The buildings at 725 Buffalo Road, 777 Mount Read Boulevard, and 1447 Saint Paul Street all retain these traits, along with excellent physical integrity.

¹ Gelernter, *A History of American Architecture, Buildings in Their Cultural and Technological Contexts*, pp.248-249

² Whiffen, *American Architecture Since 1780, A Guide to the Styles*, pp. 241

³ Ibid.



725 Buffalo Road - North End Realty Corporation

Significance

Thematic Context: Industrial
Region of Significance: Local
Period of Significance: 1944 to Present

Integrity

Location: Resource remains in its original location
Design: Very good example of the Streamline Moderne style in an industrial structure in Rochester
Materials: Structure retains many of its original materials
Setting: Resource reflects original surroundings

Assessment

Essential Physical Features: Meets HRSG criteria
Sufficient Visibility of Physical Features: Meets HRSG criteria
Comparative Analysis: Resource compared against other similar industrial properties, chosen for abundance of original materials and intricate entry design
Vital Aspects for Nomination: More intricate design

National Register Criterion: **[C]** represents architectural style based on a stage of development in Rochester



P
RESENT

RECOMMENDATIONS
SURVEY 2000

**Historic/Architectural Significance:
725 Buffalo Road
North End Realty Corporation**

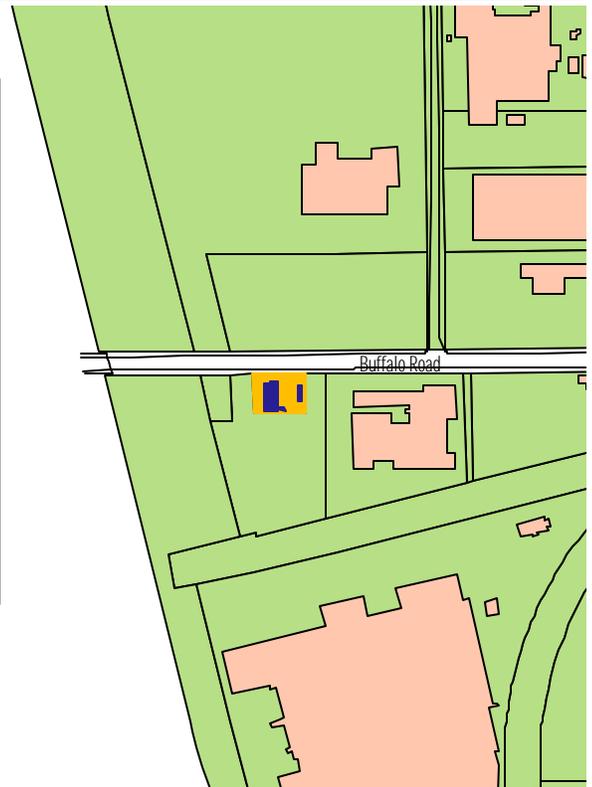
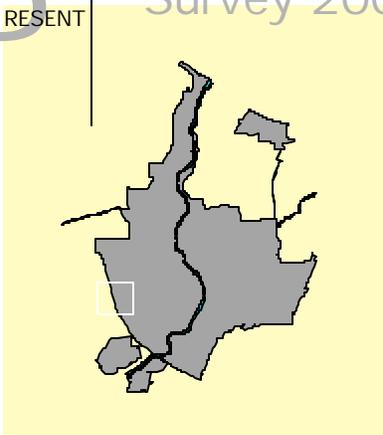
Year built: 1946
Architect: N/A

The building at 725 Buffalo Road is located in the southwest section of the City of Rochester. The building rests in the heavily industrial Buffalo Road and Mount Read Boulevard areas.

The Streamline Moderne structure combines many of the common elements of the style into a very cohesive design. The horizontality of the structure is emphasized with red brick sill and lintel courses. The windows within those courses are subdivided into rectangular panes, further adding to the expression of horizontality. The corners of the structure are rounded, with the exception of the entrance, which has a more angular appearance. The building also adds touches of metal coping. The integrity of the structure is very good.

PRESENT

Recommendations Survey 2000



725 Buffalo Road



1233 E. Main Street - Martha Matilda Harper Building

Significance

Thematic Context: Industrial; Societal/Cultural
Region of Significance: Local/National
Period of Significance: 1922 to Present

Integrity

Location: Resource remains in its original location
Design: Rare Beaux Arts Industrial structure
Materials: Resource retains many of its original features/elements
Setting: Resource reflects original surroundings
Association: Factory and laboratory of Martha Matilda Harper Cosmetics; thought to be one of Rochester's first business women; her company sold cosmetics worldwide

Assessment

Essential Physical Features: Meets HRSG criteria
Sufficient Visibility of Physical Features: Meets HRSG criteria
Comparative Analysis: Not required
Vital Aspects for Nomination: Rarity of resource; historic association with locally prominent individual; physical integrity of structure

National Register Criterion: **[B]** property linked with the life of an important person



**Historic/Architectural Significance:
1233 East Main Street
Martha Matilda Harper Building**

Year Built: 1922
Architect: N/A

The Martha Matilda Harper Building is located in the northeast section of the City of Rochester. The two-story concrete block and brick laboratory building was built in 1922. The site is adjacent to the former Beechnut Food Company and close to the New York Central Railroad line.

Today, the laboratory building is relatively unchanged. The two story entrance and front office section features a decorative facade, cast concrete urns on the roof, and the name of its founder etched in a rectangular cast concrete panel on the cornice above the window.

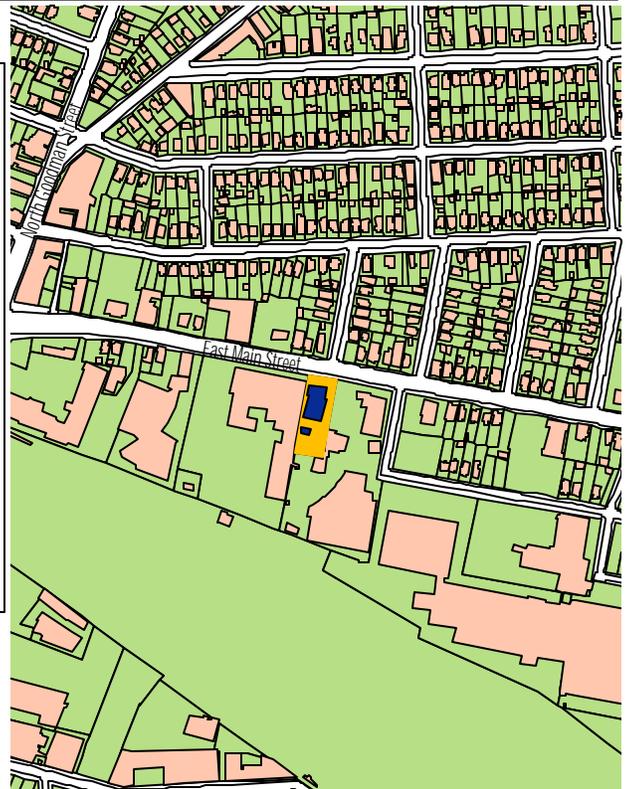
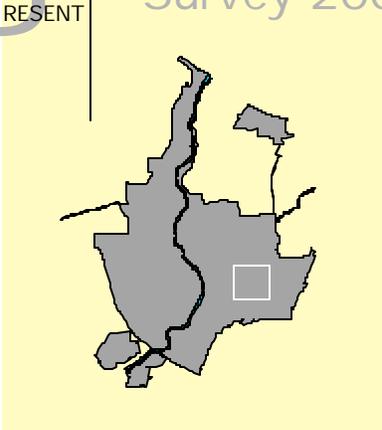
Martha Matilda Harper was known as a business woman, beautician and inventor. The beauty products she developed were marketed around the world. Harper was born in Canada in 1886 and was from a poor family. While working in a physician's laboratory, she collaborated with her employer on a formula for hairdressing. The formula was given to her as a farewell gift when she emigrated from Canada and settled in Rochester.

She initially found employment as a maid in a private home. After four years, she opened a hair salon, and established the Harper Method Training School in the Powers Building in downtown Rochester. By 1926, the School had graduated 500 students. By 1940, there were Harper method salons in 400 countries and there were five training schools in Rochester.

Harper's husband, Captain Robert McBane managed his wife's research laboratory. There, Harper Method products were manufactured using ingredients imported from Latin America, China, Italy, Russia, Abyssinia, and Tibet. The laboratory also invented equipment for beauty salons.

P
RESENT

Recommendations Survey 2000



1233 East Main Street



P
RESENT

RECOMMENDATIONS
SURVEY 2000

777 Mount Read Boulevard - Clapp Baby Food Incorporated

Significance

Thematic Context: Industrial
Region of Significance: Local
Period of Significance: 1937 to Present

Integrity

Location: Resource remains in its original location
Design: Excellent example of Streamline Moderne style in an industrial building
Materials: Resource retains many of its original features/elements
Setting: Resource reflects original surroundings

Assessment

Essential Physical Features: Meets HRSG criteria
Sufficient Visibility of Physical Features: Meets HRSG criteria
Comparative Analysis: Compared to numerous other International/Streamline Moderne industrial properties; excellent physical integrity and design
Vital Aspects for Nomination: Architectural design; physical integrity of structure

National Register Criterion: **[C]** represents architectural style based on a period of development



P
RESENT

RECOMMENDATIONS
SURVEY 2000

**Historic/Architectural Significance:
777 Mount Read Boulevard
Clapp Baby Food Inc.**

Year built: 1937
Architect: Sigmund Firestone

777 Mount Read Boulevard is located in an industrial area in the northwest section of the City of Rochester. The site is close to the New York Central Railroad line.

This one-story industrial structure was designed by Sigmund Firestone, an architect and engineer whose other Rochester buildings included the Bausch & Lomb Optical Company on St. Paul Street; Iola Sanitarium on East Henrietta Road; Highland Hospital on South Avenue; and the Stromberg Carlson Company on North Goodman Street.

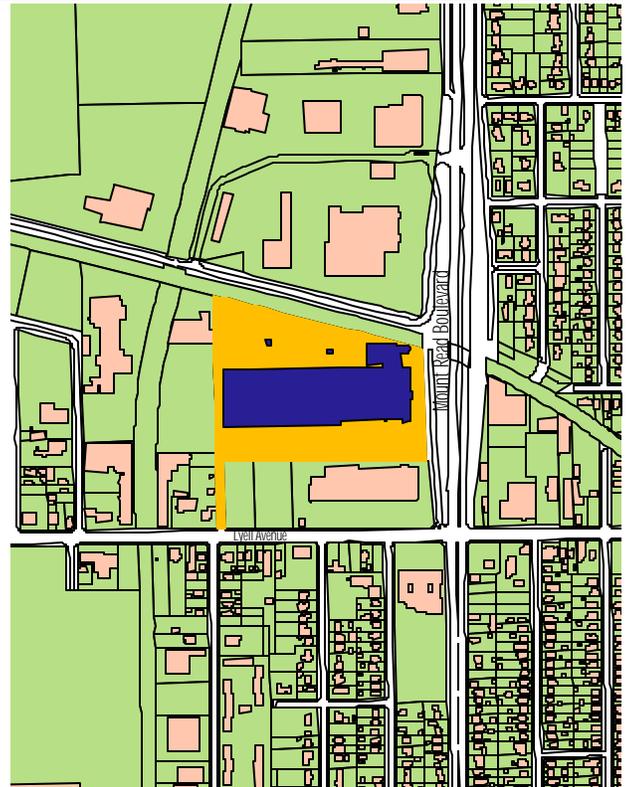
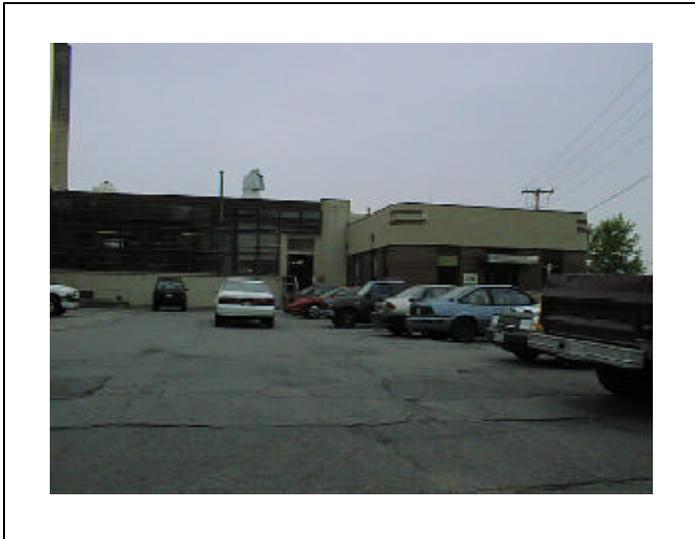
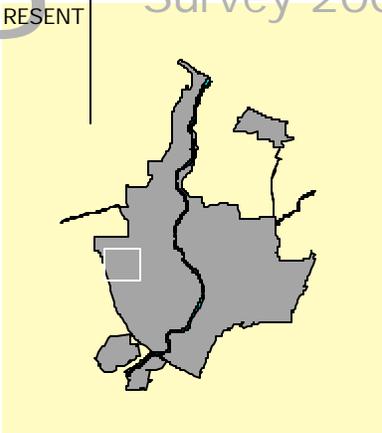
The single story structure is built of steel and yellow masonry, materials which are commonly found in industrial buildings of this period. The design is influenced by the Streamline Moderne and Art Deco styles.

The glazed yellow brick facade features polychrome contrasting red brick horizontal bands which define window placement. The building is organized symmetrically. The entrance projects outward from the building. It is flanked by windowed, masonry wings which feature functional, curved windows and a vertical polychrome pattern. The building's corners are also curved, enhancing the sleek, clean facade. On most industrial structures of the period, design elements are found primarily at the entrance and in the front office space. By contrast, 777 Mt. Read Boulevard features a design vocabulary which runs through the entire facility.

For a further explanation of the Streamline Moderne style, please see page 56.

PRESENT

Recommendations Survey 2000



777 Mount Read Boulevard



1447 Saint Paul Street - Hawkeye Division, Eastman Kodak Company

Significance

Thematic Context: Industrial
Region of Significance: Local/National
Period of Significance: 1943 to Present

Integrity

Location: Resource remains in its original location
Design: Excellent example of the Streamline Moderne style in an industrial structure in Rochester
Materials: Structure retains many of its original materials
Setting: Resource reflects original surroundings
Association: One of the few Eastman Kodak Company structures outside Kodak Park and Elmgrove industrial areas; produced important World War II war machines

Assessment

Essential Physical Features: Meets HRSG criteria
Sufficient Visibility of Physical Features: Meets HRSG criteria
Comparative Analysis: Resource compared against other similar industrial properties, chosen for Kodak's association with the City of Rochester, and association with World War II war production
Vital Aspects for Nomination: Historic significance and associations; coherence of architectural design, site

National Register Criterion: [A] associated with a pattern of events or activities



P
RESENT

RECOMMENDATIONS
SURVEY 2000

**Historic/Architectural Significance:
1447 Saint Paul Street
Hawkeye Division, Eastman Kodak**

Year built: 1943
Architect: N/A

The original structure at 1447 Saint Paul Street was built in 1943 and is known as The Hawkeye Division of Kodak. Hawkeye is located on the east bank of the Genesee River gorge, north of the Driving Park Bridge/Avenue E.

The history of the Hawkeye site and surroundings is diverse. The area to the southwest of the building along the gorge was a scenic overlook for the town of Carthage in the early 1810s. The land to the north, has been occupied by the Rochester School for the Deaf since the 1870s. The western section of the Hawkeye site was bought by the Parks Commission in 1888 to be used as part of Fredrick Law Olmsted's Seneca Park. The land on which the structure rests served as an omnibus terminus, and then in the 1890s, was converted to an electric streetcar barn. In the early 1940s, the U.S. War Assets Administration acquired the land, including part of Seneca Park, and provided Eastman Kodak with funding for construction of the Hawkeye facilities. Kodak bought the building from the U.S. government sometime after the war, and today it functions as a photographic equipment factory.

The structure of 1447 Saint Paul Street consists of a cast concrete foundation with yellow glazed brick masonry walls. Both were materials commonly used in industrial architecture during this period. The horizontal banding of windows is accentuated by the use of a terra cotta colored brick which creates a polychrome facade. The six-story streetside elevation has no extraneous detailing, with both window framing and roof capping absent from the design. Window and door



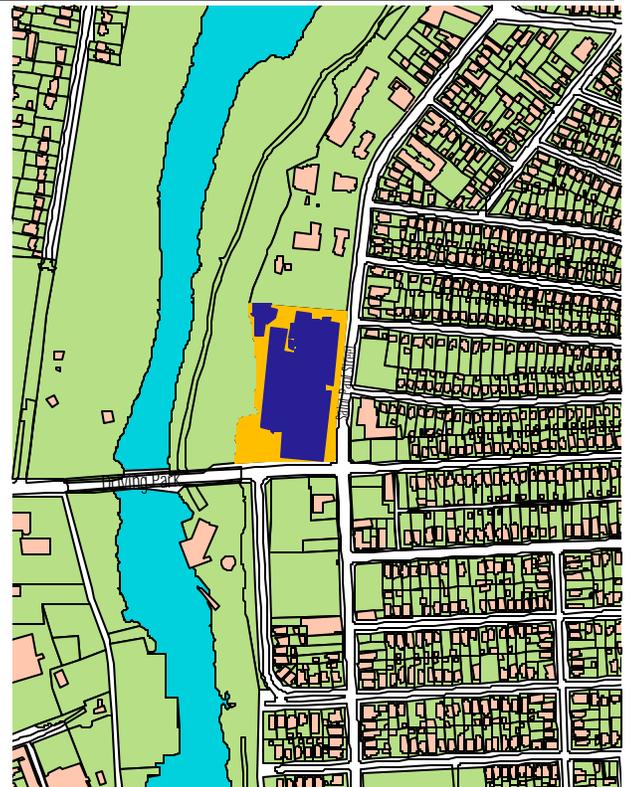
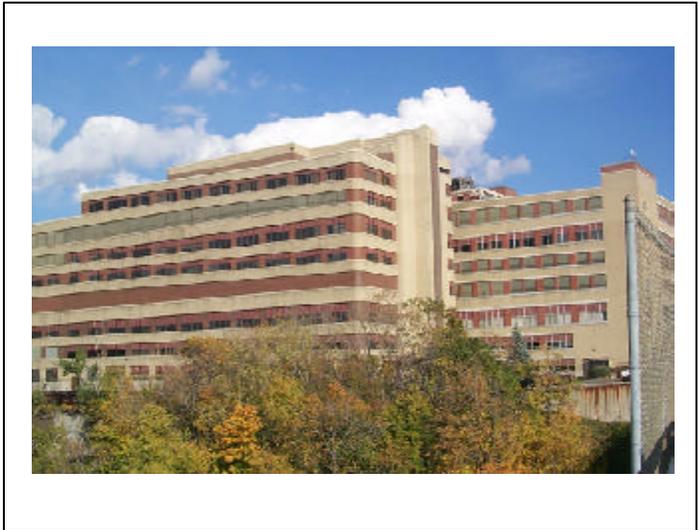
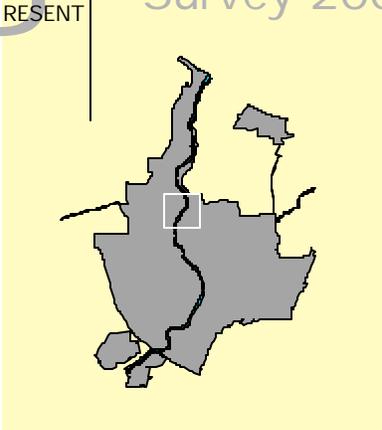
openings are flush and symmetrical in their placement. The form and orientation of windows suggests the function and structure of the internal skeleton. The four corners of the building are windowless and taller than the building proper, and enclose stairwells and elevator shafts. While several additions have been made to the original structure, most adhere to the Streamline Moderne design of the original building.

A ten-story concrete tower on the west (gorge) side of the building expresses a massive vertical element. The verticality of the structures creates a contrast to the stacked horizontal banding which defines each of the ten stories. Each story is delineated by a wide band of the red brick, with concrete banding top and bottom. The tower is dissected by one continuous vertical window strip which terminates at the bottom with a horizontal overhang which defines the building's entrance. The harmony of composition is notable.

The area around 1447 Saint Paul Street is mixed in use and diverse in nature. Much of St. Paul Street has been transformed from industrial to commercial use, although, a significant number of residences still exist along this north-south artery. On the west bank of the Genesee River directly across from Hawkeye is the Maplewood Rose Garden. Immediately to the north of the Hawkeye site is the late nineteenth-century architecture of the Western New York School of the Deaf, which consists of a campus of late nineteenth-century buildings. To the east and south, larger multiple-family residences built early in the century are mixed with single-family residences built in the late nineteenth century.

P
RESENT

Recommendations Survey 2000



1447 Saint Paul Street



972 Hudson Avenue - Polish National Home

Significance

Thematic Context: Societal/Cultural
Region of Significance: Local
Period of Significance: 1950 to Present

Integrity

Location: Resource remains in its original location
Design: Example of the Streamline Moderne style in Rochester
Materials: Structure retains a majority of its original materials
Setting: Structure reflects original surroundings
Association: Resource is one of the few remaining ethnic community centers that was built, not appropriated

Assessment

Essential Physical Features: Meets HRSG criteria
Sufficient Visibility of Physical Features: Meets HRSG criteria
Comparative Analysis: Not required
Vital Aspects for Nomination: Rarity of architectural style in the City of Rochester; structure built for Polish community, not an appropriated space

National Register Criterion: **[A]** property is associated with series of events or activities;
[C] represents architectural style based on a stage of development in Rochester



P
RESENT

RECOMMENDATIONS
SURVEY 2000

**Historic/Architectural Significance:
972 Hudson Avenue
Polish National Home**

Year built: 1950
Architect: N/A

The Polish National Home is in the northeast section of the City of Rochester. It was built next to the St. Casimir Polish National Catholic Church, which was constructed in 1908 by 150 neighborhood families.

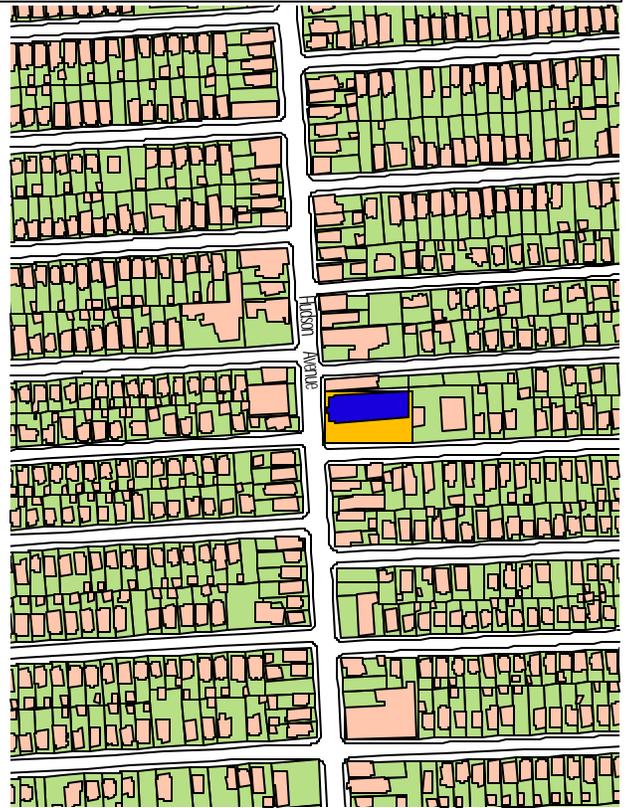
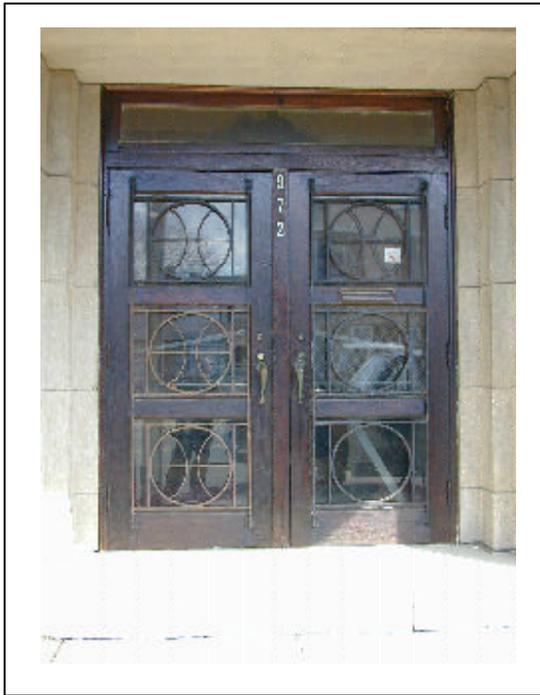
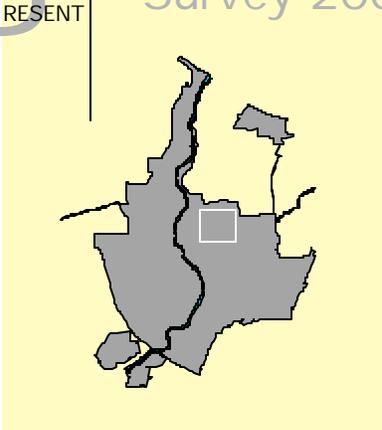
The Home is a one story building of brick construction. It borrows from multiple architectural vocabularies, including Art Deco, International Style, and Streamline Moderne. It was originally used as a bowling alley and recreation center as well as for meetings and festivals. The building is presently vacant and under new ownership, which plans to convert the facility to a church.

At its height, "Polish Town" in Rochester stretched from Joseph Avenue east to Carter Street and from Clifford Avenue north to Norton Street. The population of the area is now predominantly African American and Puerto Rican, with a smaller Polish neighborhood around Avenue D and Hudson Avenue.

The Polish National Home is a dark brown brick building that adopts some Streamline Moderne and International Style elements. The building is long and narrow, which reflects its use and its lot size. The doors of the structure are one of the better features, retaining many original elements, including the transom and intricate metal work.

P
RESENT

Recommendations Survey 2000



972 Hudson Avenue



831 Joseph Avenue - Ukranian Civic Center

Significance

Thematic Context: Societal/Cultural
Region of Significance: Local
Period of Significance: 1936 to Present

Integrity

Location: Resource remains in its original location
Design: Example of Georgian Revival architecture, an unusual style for the study period
Materials: Resource retains many of its original features/elements
Setting: Resource reflects original surroundings

Assessment

Essential Physical Features: Meets HRSG criteria
Sufficient Visibility of Physical Features: Meets HRSG criteria
Comparative Analysis: Not required
Vital Aspects for Nomination: Architectural design; physical integrity of structure

National Register Criterion: **[C]** represents architectural style based on a period of physical development



P
RESENT

RECOMMENDATIONS
SURVEY 2000

Historic/Architectural Significance:
831 Joseph Avenue
Ukranian Civic Center

Year built: 1936
Architect: N/A

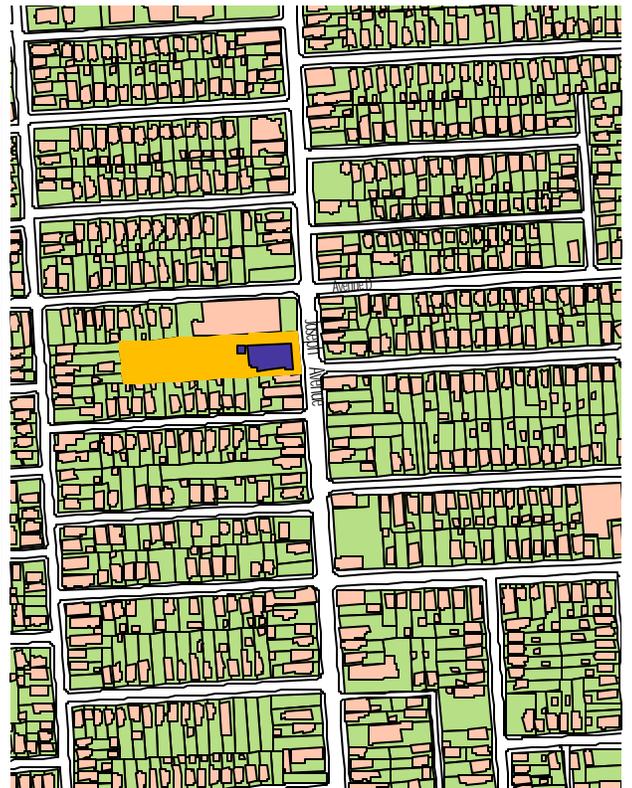
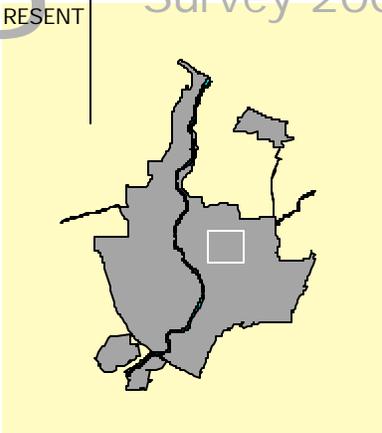
The Ukranian Civic Center is in the northeast section of the City of Rochester, where the city's first Ukranian immigrants settled. The two-story Georgian-style brick building was built as a meeting place, bowling alley and recreation center. The Center's site was formed by demolishing two houses which stood on large lots. Today, the Center is being converted to a church, but will retain the meeting hall and bowling alley that were part of the 1936 design.

Prior to establishing a permanent civic center, Ukranian immigrants met in rented halls on Herman Sreet, and at the corner of Hand Street and Clinton Avenue North. The immigrant membership organization was first known as the Church of Brotherhood, then as the Knights of St. Georgia and later as the Secular Society of Free Cossacks. In 1912, the group became an affiliate of the Ukranian National Association. From its origins as an organization offering aid to immigrants in times of sickness or accident, the local Association expanded its activities to include civic education and support for the mother country.

The building is borrows its design ideas from a series of Revival vocabularies. The balanced facade and string course indicate Colonial or Georgian Revival influences, while the keystone lintels implicate either Beaux Arts or Rennaisance Revival. The origin of the finials is unknown. The date of construction seems at odds with the styles used. However, the starkness and simplicity of the facade indicate a shortage of funding, which complies with a Depression era building.

P
PRESENT

Recommendations Survey 2000



831 Joseph Avenue



201 Humboldt Street - WROC TV 8 Broadcast Facility

Significance

Thematic Context: Societal/Cultural

Region of Significance: Local

Period of Significance: 1949 to Present

Integrity

Location: Resource remains in its original location

Design: Very good example of the Streamline Moderne style in Rochester

Materials: Structure retains many of its original materials

Setting: Resource reflects original surroundings

Association: First television broadcast seen by Rochestarians originated from this facility in May, 1949

Assessment

Essential Physical Features: Meets HRSG criteria

Sufficient Visibility of Physical Features: Meets HRSG criteria

Comparative Analysis: Not required

Vital Aspects for Nomination: Rarity of resource; association with advent of television broadcasting in Rochester

National Register Criterion: **[A]** property is associated with an important event



P
RESENT

RECOMMENDATIONS
SURVEY 2000

**Historic/Architectural Significance:
201 Humboldt Street
WROC TV 8 Broadcast Facility**

Year built: 1949

Architects: William Kaelber and Leonard A. Waasdorp

The WROC/Channel 8 Broadcast Facility is located in the northeast section of the City of Rochester, south of the New York Central railroad line. The structure was designed by Rochester architects William Kaelber and Leonard A. Waasdorp as the headquarters of WHAM-TV, which was owned by the Stromberg Carlson Corporation. The company built the television facilities on Humboldt Street, as the property was adjacent to their radio manufacturing factory. The station began broadcasting in 1949, bringing television into Rochester homes for the first time.

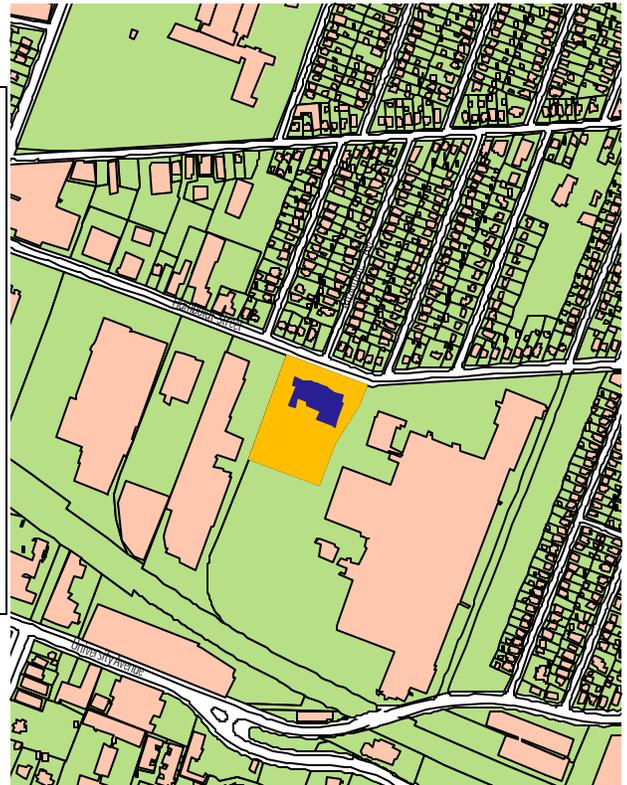
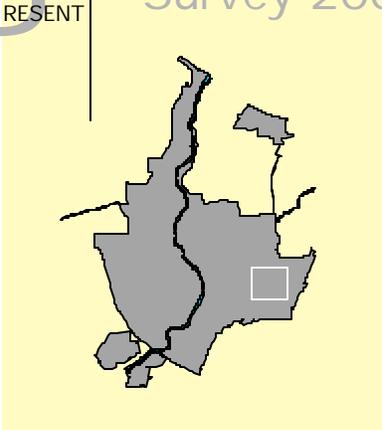
The resource is a single-story industrial structure constructed of concrete block and tan brick. It is set on 158 steel pillars anchored in solid rock. The building is soundproof and is insulated from vibration, shock and echo by two separate layers of felt installed below the foundation.

Design elements utilized on other Streamline Moderne structures are also present in this building. These elements include polychrome, yellow masonry and concrete horizontal banding; ribbon windows; a stainless cantilevered entrance overhang; deep set backs; modern door and window materials; and an overall symmetry in design.

The building and the site are preserved in outstanding original condition. Rochester is fortunate to have a Streamline Modern facility, used as it was originally intended, and maintained as it was when built.

P
PRESENT

Recommendations Survey 2000



201 Humboldt Street



220 S. Winton Road - First Unitarian Church

Significance

Thematic Context: Religion; Architects and Architecture

Region of Significance: Local/National

Period of Significance: 1962 to Present

Integrity

Location: Resources remains in original location

Design: Displays architect Louis Kahn's mastery of natural light and his concept of gathering space

Materials: Retains all original materials

Feeling: Expresses the architect's philosophy of spiritual order

Association: A work from Louis Kahn's most prolific period

Assessment

Essential Physical Features: Meets HRSG criteria

Sufficient Visibility of Physical Features: Meets HRSG criteria

Comparative Analysis: Not required or applicable

Vital Aspects for Nomination: Rarity of resource in the region; a Kahn masterwork; Preservation of original materials is high

National Register Criterion: [C] work possessing great artistic merit; work of a master



P
RESENT

RECOMMENDATIONS
SURVEY 2000

**Historic/Architectural Significance:
220 South Winton Road
First Unitarian Church**

Year built: 1962
Architect: Louis Kahn

The First Unitarian Society of Rochester has occupied various churches downtown since 1829. In 1848, the society hosted one of the meeting sites for the first Women's Rights Convention. Susan B. Anthony, a nationally prominent women's rights activist, was a member of Rochester's Unitarian congregation for fifty years.

In 1865, the Society became the First Unitarian Church of Rochester and moved to a church designed in 1859 by Richard Upjohn for the Third Presbyterian Church of Rochester. Upjohn, a respected architect, was also the founder of the American Institute of Architects. The church, located at the corner of Cortland Street and Temple Place (the streets no longer exist), was demolished in 1959 to create space for the construction of Midtown Plaza, Xerox Tower and the extension of Broad Street.

The Unitarian congregation decided that its significant example of 19th century architecture should be replaced by an equally strong example of 20th century architecture.

Louis Kahn was awarded the commission for the design of the new church:

Kahn's initial concept sketch began with a question mark, chosen to represent the sanctuary, at the center of the building surrounded by a circle to serve as an ambulatory representing the shades of belief possible in a Unitarian congregation. Sur-



rounding all were the classrooms of the church school, in Kahn's words "so the school became the walls which surround the question." Development of the central sanctuary presented the architect with a practical problem: how to bring natural light into a totally enclosed space. Kahn's solution was four large towers at the corners of the central room, through which the changing light of the seasons and the days fills the room "like a silver chalice" as one author has said.¹

The modern two-story structure is mostly constructed of red brick and "poured concrete given texture by the imprint of the thin fir strips used to construct the form."² On the interior, each of the four corners of the central gathering space contain a solid, unadorned light tower. From the street, the massive light towers rises above the sanctuary, emphasizing the building's center, and heart of the church. In 1967, Kahn completed an addition to the church on the east elevation of the church.

Louis Kahn was born in Estonia in 1901 and immigrated with his family to the United States in 1906. Kahn studied architecture at the University of Pennsylvania, graduating in 1928. Beaux Arts was the theoretical emphasis of his education; however, he also was influenced by the 1930s and 1940s radicals Buckminster Fuller and Frederick Kiesler.³ Kahn continued to employ the Beaux Arts idea of processional space throughout his career. He also struggled with functionality and finding an answer to the question "what does a building want to be?" "Philosophical exploration determined his creation of an answering architectural form. Buildings were not inert configurations, but living organic entities, created by the architect for human use."⁴

Other significant buildings designed by Louis Kahn include the Yale University Center for British Art, New Haven Connecticut (1977); India Institute of Management (1962); National Assembly Building, Dacca, Bangladesh (1962-74); and the Kimbell Art Museum, in Fort Worth, Texas (1966).

¹ <http://www.ggw.org/freenet/u/unitarian/Building.html>

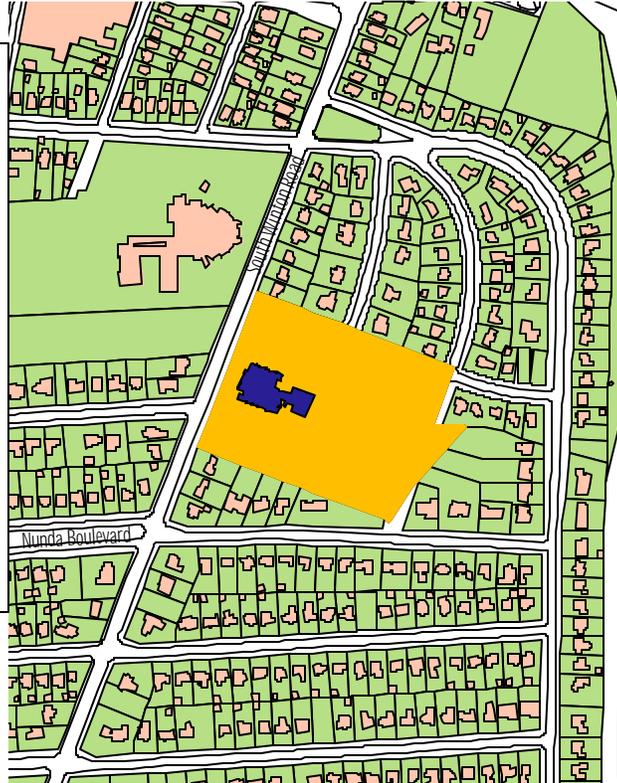
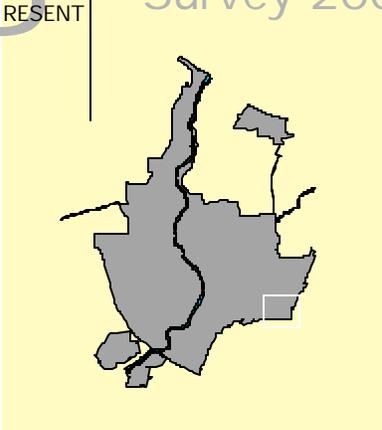
² *Ibid*

³ <http://cp.duluth.mn.us/~brethomp/history/Kahn/>

⁴ *Ibid*

P
PRESENT

Recommendations Survey 2000



220 South Winton Road



Existing Conditions
Theme Reports



Existing Conditions | Education

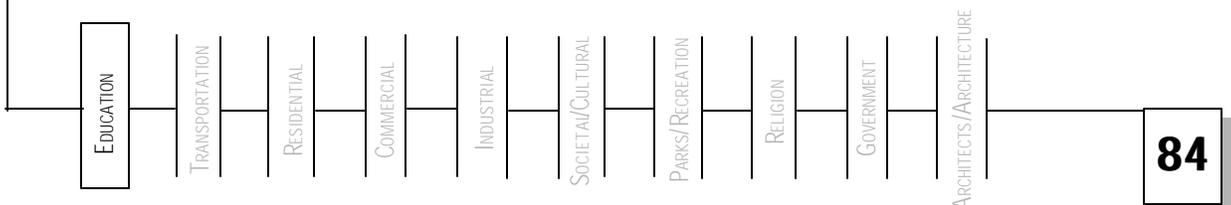
Styles Education buildings from the survey period exhibit a variety of design influences, including Colonial Revival, Beaux Arts, Art Deco, and the Modern movement. However, in the majority of resources surveyed, utility and function takes precedence over architectural style.

Materials/Design Educational buildings from the survey era use a variety of materials. Red and yellow brick, were used separately and combined, concrete block, cast concrete, metal, and glass are all common elements used during the period.

Architects borrowed from a wide array of styles. The George H. Thomas School on Lattimore Road implements quions from Beaux Arts vocabularies, and also places low relief sculpture on the front facade, a common trait of Art Deco. The Saint Francis of Assisi School on Whitney Street uses gothic arched windows along the north and south sides, while employing horizontal bands of windows in the front or east side, borrowing from Modern ideas.

Scale Enrollment played a large part in dictating the scale of elementary and high school buildings. Public school facilities were generally larger than private or parochial schools. While the schools on Lattimore Road and East Henrietta Road contain many classrooms, the school on Whitney Street appears to have one major assembly space.

Government intervention, or lack of, also played a role in determining scale. Marshall High School, built with WPA funds in 1935, is an enormous structure, designed not only to house a large student body, but to put Rochester citizens to work. The Saint Francis of Assisi School, however, was paid for with private donations, and built during federal government imposed material rations.





P RESENT

EXISTING CONDITIONS

EDUCATION

Site The schools from the period are located in predominantly residential areas and function as a neighborhood landmark. The public schools often had playgrounds adjacent to the building, on the same parcel of land. Parochial schools share this trait, however, the play area is usually smaller. The schools are on secondary and tertiary streets, providing easy pedestrian access to nearby pupils. Most schools were infill properties, built after increases in the neighborhood or parish population deemed them necessary.

Existing Conditions | Education None of the educational buildings surveyed continue to be used for their original purpose; they have all been adapted for re-use. This, however, has preserved some buildings and allowed them to maintain an above average to good level of integrity. The George H. Thomas School has a major addition attached to the west side of the school. The addition is sympathetic to the original building, using similar heights and massing, in an attempt to form a cohesive whole. The Saint Francis of Assisi School on Whitney Street has not fared as well. The building appears to be vacant, and the austere, modest design has not weathered well.



PRESENT

EXISTING CONDITIONS

EDUCATION

Representative Examples | Education The examples chosen represent either common design trends, or exemplary design and integrity from the study period and theme group.



125 Lattimore Road - George H. Thomas School #49

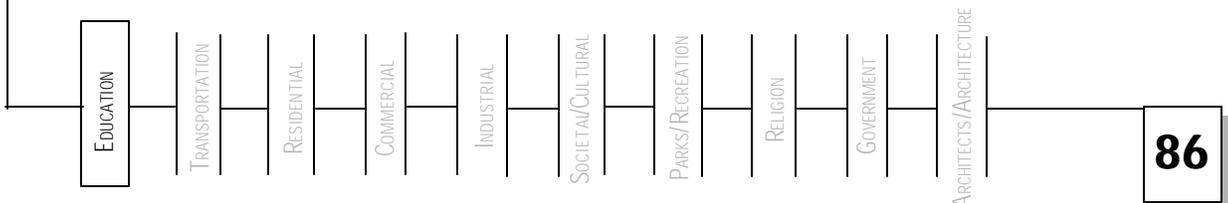
School #49 was designed by Francis R. Scherer and built in 1935. The two-story masonry structure features Beaux Arts influences, with a symmetrical design and a projecting center entrance, as well as decorative bracketing. The building's north elevation is embellished with Art Deco-influenced low-relief sculptural medallions. Other exterior design detail includes cast concrete banding around the windows, doors and base of the building.

77 Whitney Street - the School of Saint Francis of Assisi

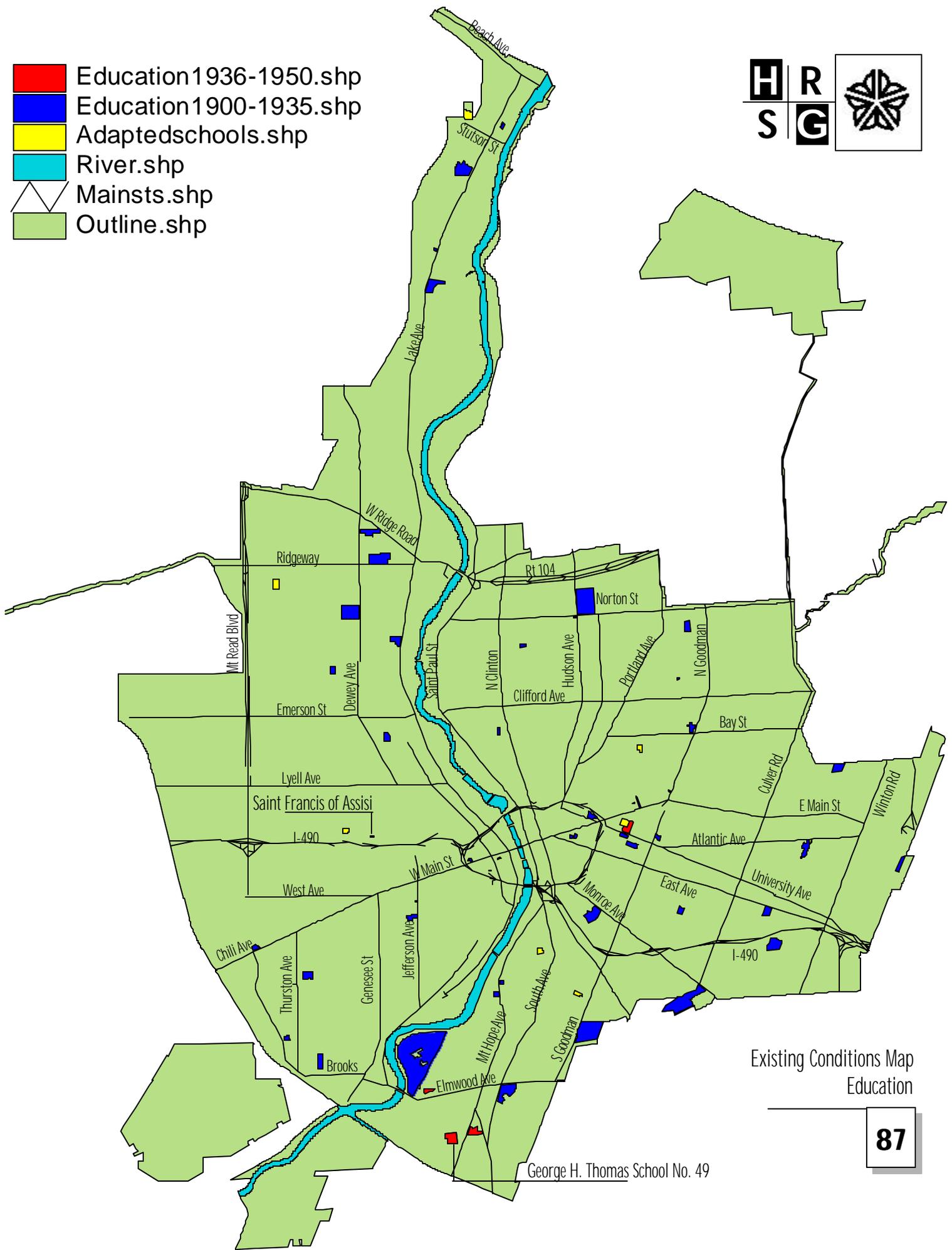
The school was built in 1940 by parishioners of St. Francis of Assisi Church. It is a large, one-story concrete block structure, within a three building parish campus. Although the church has design influences of either Spanish or Mediterranean origin, the school is simple and unadorned.



The school is in a predominantly residential neighborhood a few blocks south of the old Northeast Light and Electric Plant. Houses in the vicinity are small, turn of the century vernacular structures and worker cottages. Currently, both the neighborhood and the school building are poorly maintained.



- Education1936-1950.shp
- Education1900-1935.shp
- Adaptedschools.shp
- River.shp
- Mainsts.shp
- Outline.shp



Existing Conditions Map
Education

George H. Thomas School No. 49



Existing Conditions | Transportation

Styles Streamline Moderne and Art Deco are the primary design styles for transportation structures built between 1936 and 1950. However, some gasoline and auto repair stations were built using the more traditional Colonial and Georgian Revival styles. Other influences included the Bauhaus ideas of economic and geometric design and a respect for materials.

Materials/Design The gas stations of the period used new materials such as metal and porcelain tiles for exterior treatments. The airport facilities, however, used more common traditional materials such as, glass, brick, steel and concrete.

According to Chester Liebs, the gas station began to evolve in the 1930s, leaving behind the traditional house type and Classical designs for a more modernistic appearance. The rounded corners of the Streamline Moderne became a symbol for the modern gas station. The majority of Rochester's gas stations either implement a Streamline Moderne or International vernacular. Most structures are rectangular boxes, with or without rounded corners, divided into two sections: repair bays and a small retail area. In front of the main building are the gas pumps, covered by a large canopy.

The three hangars built during the study period are known as much for their engineering as their architecture. They employ an extensive metal truss system to enclose a vast area that at one time housed forty airplanes. Architecturally, the hangars implement a horizontal clerestory, allowing light into the center of the massive structures. There are elements used which reflect the Art Deco style including tapered piers capped with steel.





P PRESENT

EXISTING CONDITIONS

TRANSPORTATION

Scale The gas station is a smaller scale structure, and the most common building type in the Transportation theme. The filling station evolved in the 1920s from a side-of-the-road pump, to a covered 'service station,' that afforded the driver protection from the elements while getting gasoline. The larger gas stations have six to eight gas pumps under one or two canopies, while smaller stations have two to four pumps with or without a single canopy.

The other transportation buildings built between 1936 and 1950 can be found at the Monroe County International Airport. Three hangars were constructed during the 1930s. These structures enclose enormous amounts of space, as they are used to maintain and protect aircraft. The hangars are part of a larger complex of buildings at the Monroe County International Airport. The three built between 1936 and 1950 rest along the southern border of the airport near Scottsville Road.

Site The gas stations are placed along major transportation corridors throughout the City of Rochester. Sites along high volume roadways provided a large clientele accessibility to the gas station. However, intersections and corner properties became the more desirable locations as the filling stations were able to court customers travelling in more directions. The placement of the structures on the site put the building at the rear of the property with the gasoline pumps and canopies in front.

The airport hangars are currently used as service facilities for smaller planes. However, these hangars comprised the main airport facility when it was Britton Airfield. The airport facilities are adjacent to the runways/taxiing areas, and form a semi-circle around the perimeter of the property. The hangars built during the study era rest on the southern boundary of the parcel.





P RESENT

EXISTING CONDITIONS

TRANSPORTATION

Bridges The ascent of the automobile as the predominant form of transportation can be seen in the bridges built in the study period. Six of eleven bridges built in the period either raise cars above trains or vice-versa. These bridges were built to alleviate automobile traffic congestion. The remaining bridges span waterways, most notably the rerouted Erie Canal in the southwest section of the City.

The bridges built in the study period are primarily utilitarian structures that are more a feat of engineering than architecture. The structures use steel and concrete as the primary construction materials, with rail bridges also implementing gravel and railroad ties.

Existing Conditions | Transportation The dearth of properties built other than gas stations, bridges, and airport hangars reflects how transportation was changing during the thirties, forties, and fifties. The automobile became the primary mode of travel, and the airplane was becoming a viable option to rail.

The integrity of survey-period gas stations is below average. The structures have been altered to fit the trends of signage and site. Gas stations at intersections have fared better than those parallel to the road. Many of these structures have been boarded up and abandoned.

The bridges and airport hangars continue to be occupied and used for their original purpose. The integrity of these structures remains high.



Representative Examples | Transportation The examples chosen represent either common design trends, or exemplary design and integrity, from the study period and theme group.

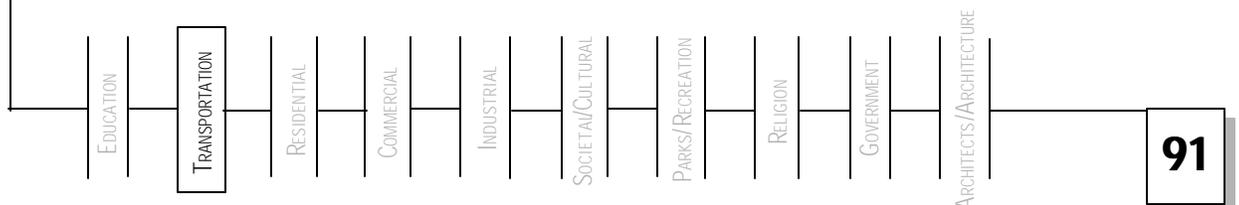


Rochester International Airport - Hangar 3

Hangar 3 at the Rochester International Airport was built in 1938 with assistance from the Works Progress Administration. The structure implements design elements from the Art Deco and International styles. The structure uses common materials from the period: yellow brick, steel, and horizontal bands of windows. The hangar retains above average integrity.

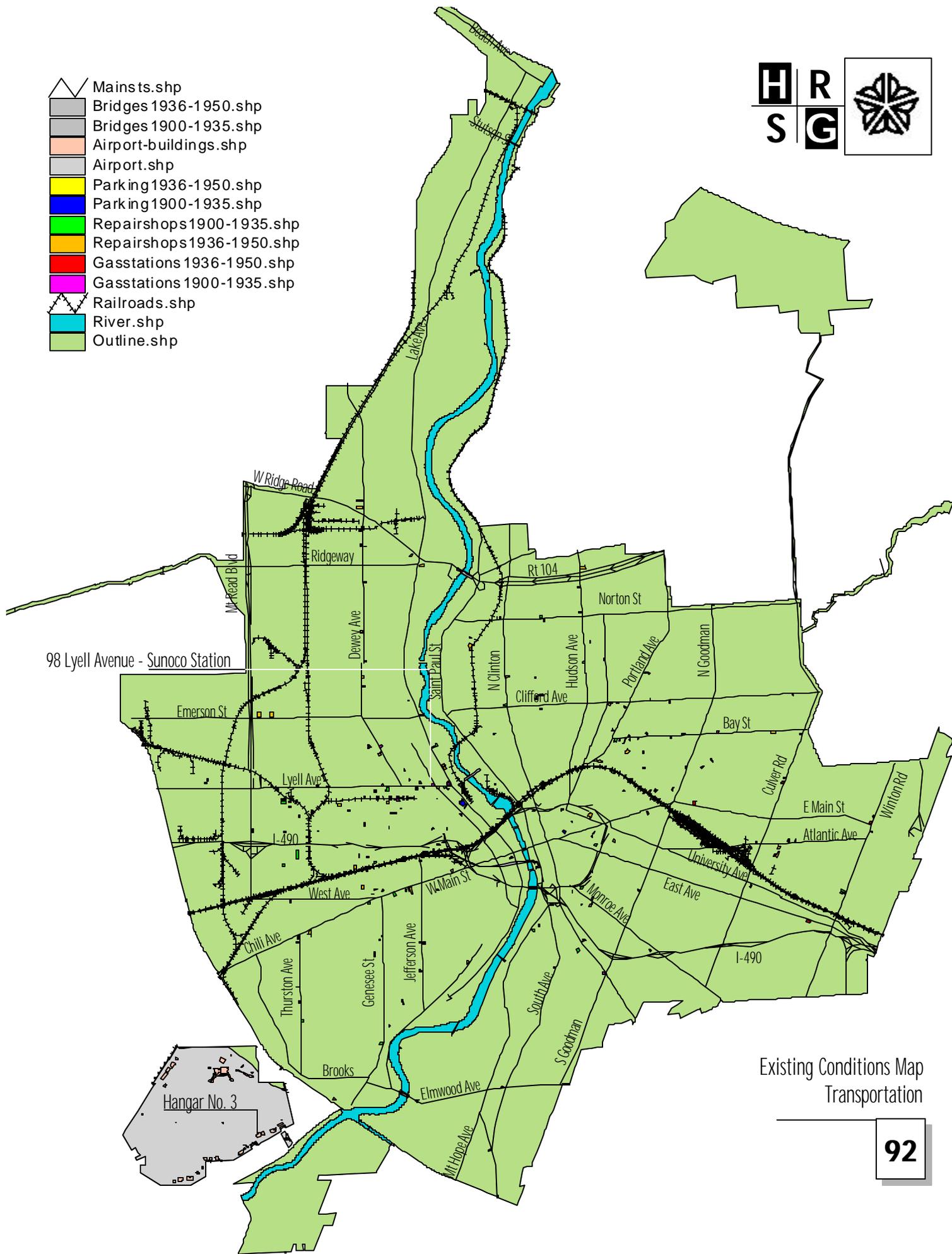
98 Lyell Avenue - Sunoco Station

98 Lyell Avenue was built in 1936 and is the best example of an International/Streamline Moderne structure in the theme group and study period. The main facility is set back from the road with the sheltered gasoline pumps in front, representative of most gas stations from the era. Other typical features include the repair bays and the use of materials. For a more complete discussion see Recommended Resources pp. 32.





-  Mainsts.shp
-  Bridges 1936-1950.shp
-  Bridges 1900-1935.shp
-  Airport-buildings.shp
-  Airport.shp
-  Parking 1936-1950.shp
-  Parking 1900-1935.shp
-  Repairshops 1900-1935.shp
-  Repairshops 1936-1950.shp
-  Gasstations 1936-1950.shp
-  Gasstations 1900-1935.shp
-  Railroads.shp
-  River.shp
-  Outline.shp



Existing Conditions Map
Transportation



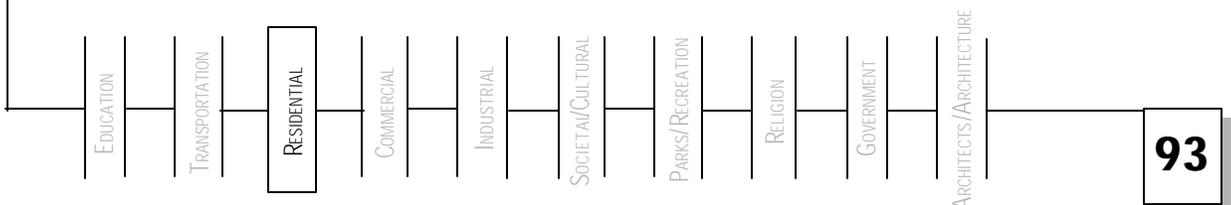
Existing Conditions | Residential

Styles Residential structures represent nearly ninety percent of the survey properties from 1936-1950; they also reflect the largest variety of architectural styles. Styles used in residential design include: International, Streamline Moderne, French Eclectic, and Colonial Revival. Apartment complexes and buildings implement the aforementioned styles, except French Eclectic, and borrow more from the Modern movement, with more prevalent use of glass and unadorned planes.

The larger influence on architectural styles extant from the survey period come not from architects, but real estate developers. The Levitt family from Long Island, New York, developed low-cost, modest houses, which borrowed little from previous or contemporary architectural trends. The ubiquitous Ranch, Colonial, and Cape Cod represent the largest and most influential group of architectural styles from the study era.

Materials/Design Residential structures employ a wide variety of materials. The 1930s and 1940s brought new advances in exterior treatments. Brick, stone veneer, and aluminum siding became a common feature, especially in the design of French Eclectic homes. Manmade and manufactured materials were becoming the materials of choice, as natural materials such as wood and fell out of favor. Most Levittown architecture uses wood siding or a manmade derivative, and single or double hung windows. Depression era structures may implement stucco over concrete block, and casement windows. Natural materials were avoided, in preference for artificial re-creations.

The majority of residential properties are wood frame structures with concrete block or cast concrete foundations. During the Depression, however, some residential properties were built entirely as concrete block.





P RESENT

EXISTING CONDITIONS

RESIDENTIAL

In houses, the two most dramatic design changes were the removal of the front porch, and building houses slightly above grade instead of the average two to three feet above grade. The houses of Levittown eliminated the front porch from a majority of their designs. Some attribute this to new technologies such as air conditioning and television. However, it may also be attributed to cost cutting measures.

Apartment buildings and complexes tend to be either much more conservative or more modern than the houses from the period. Infill apartment buildings applied modern design influences such as flat roofs and windows to the corners. Conversely, many complexes implement a traditional Colonial Revival, style with U-shaped or L-shaped symmetrical buildings and traditional fenestration.

Scale The scale of residential structures varies slightly among building type. During 1936-1950, middle-class residential architecture in the City of Rochester shifted from American Four Squares to Levittown architecture. The scale of these structures differs slightly. The Four Square, is a bit larger and therefore makes more of a presence on its sight. Levittown architecture is smaller, and also appears to be more diminutive.

Most apartment buildings are infill structures, two to three stories in height. Apartment complexes, however, occupied multiple acres and attempted to implement some form of landscaping. The new complexes also took the automobile into account when creating a site plan. Most complexes in Rochester retain some form of original parking area. The large scale apartment building, such as 267 Oxford Street, while plentiful in the 1910s, lost favor after the Second World War, and the two and three story building became the new paradigm.





P PRESENT

EXISTING CONDITIONS

RESIDENTIAL

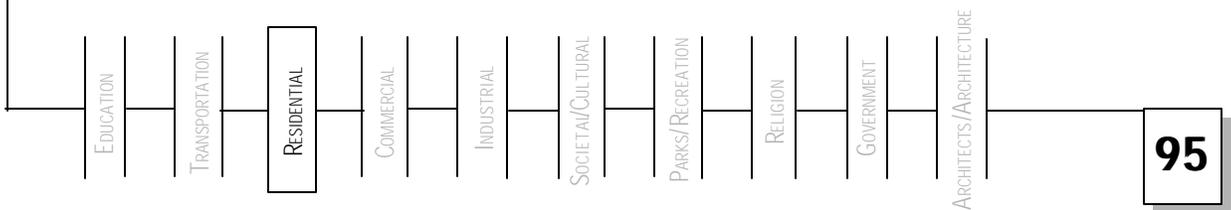
Site/Location Residential infill structures, both apartments and houses built from 1936-1950, are mostly located on secondary and tertiary streets, away from main arteries and transportation routes. The new properties and developments are built on the periphery of Rochester city limits.

Rochester’s post World War II single family housing developments tend to be on equal size lots with identical setbacks, separation, and scale. The subdivisions are set on long, straight blocks with one tree placed on each parcel between the sidewalk and the road. The position of the garage, attached or unattached, is the most noticeable difference between properties is the garage.

Most apartment complex developments implement curving roadways with parking lots between the buildings and street. Some apartment complexes that employ Colonial Revival architecture also borrow from Georgian site plans with a central structure and two buildings flanking it. An example is Ramona Park.

Existing Conditions | Residential The condition of houses built between 1936 and 1950 is average to below average. Materials post-dating the resource are the most common addition which degrades the homes. Aluminum or vinyl siding, aluminum or tin awnings and porticos, vinyl replacement windows, and storm or screen doors are all typical additions to houses from the study period. Furthermore, the Levittown architecture that proliferated across the country and throughout the Rochester area is hardly a rare resource.

The apartment buildings and complexes from the era exhibit better integrity. Most of the typical two to three story brick apartment buildings retain their original elements. The common alteration, if there are any, is replacement windows. The park-like settings and curving and winding streets of most survey period apartment complexes on larger parcels are generally well preserved.



Representative Examples | Residential The examples chosen represent either common design trends, or exemplary design and integrity from the study period and theme group.

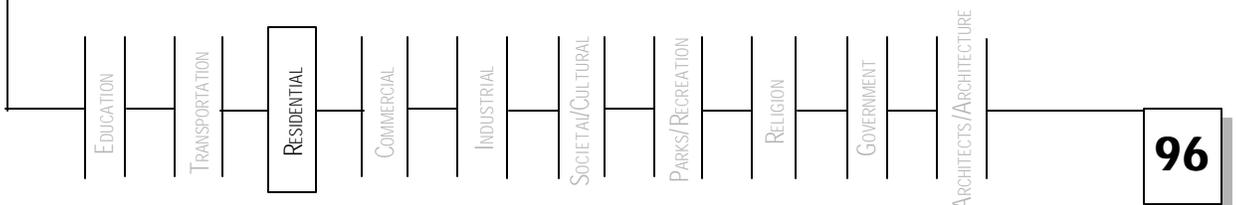
228 River Heights Circle

This house was built in 1938 in the northern section of the City, along the western bank of the Genesee River. The house is a rare example of the International Style in Rochester. The resource exhibits the typical features of the style: white stucco exterior, windows in the corners, and a very geometric assembly of masses. A further discussion can be found on page 40.



945 Blossom Road - Ellison Park Apartments

This set of buildings is a typical apartment complex from the period. The buildings employ an eclectic mix of modern styles and unadorned surfaces. There are multiple L-shaped structures, which with U-shaped structures, are the most typical types from the period. Ellison Park Apartments are different from the typical apartment complex because the parking area is behind the buildings.



P PRESENT

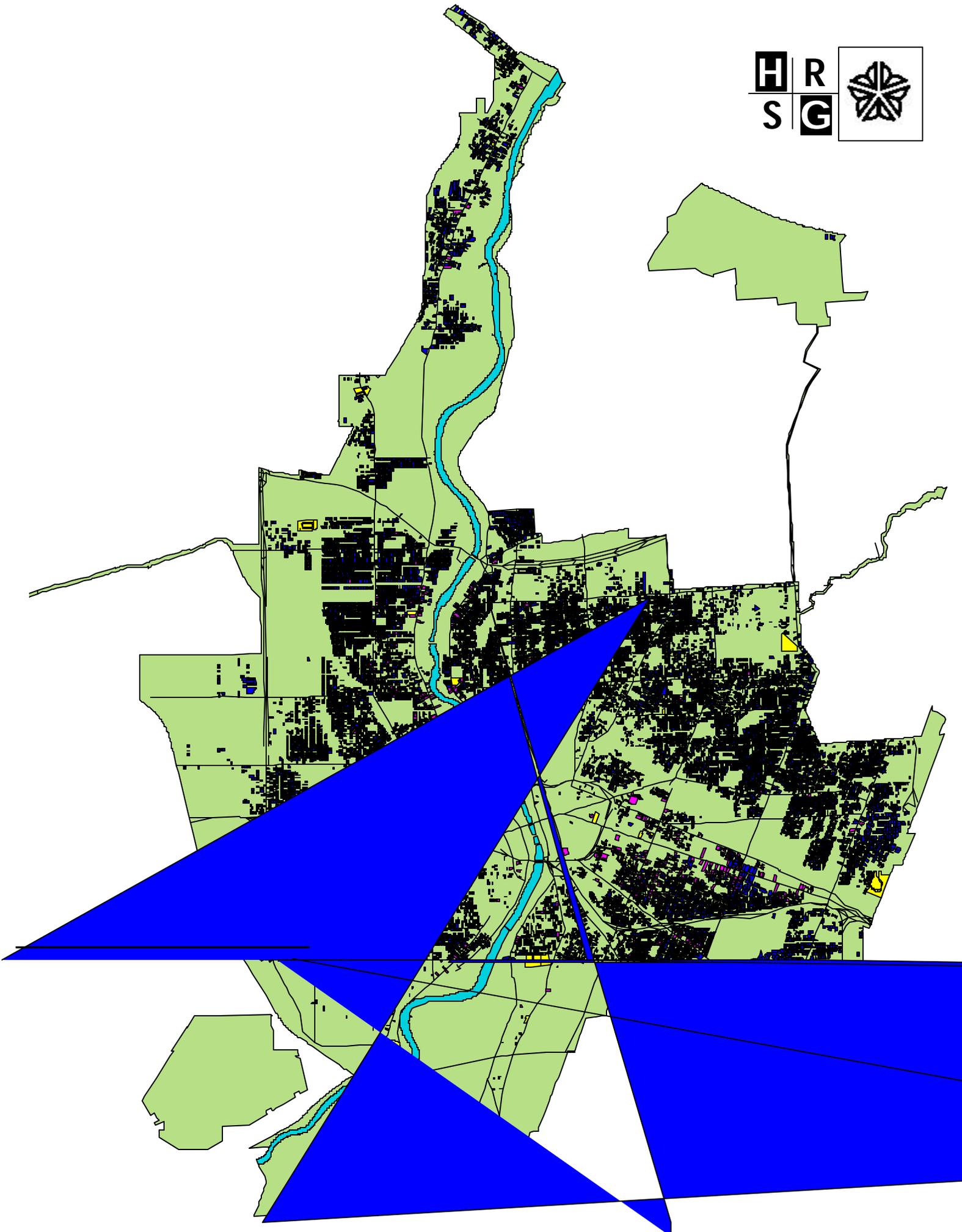
EXISTING CONDITIONS

RESIDENTIAL

Ramona Street - Northwestern Rochester

This row of Levittown type housing is the most common example of residential properties from the survey period. The integrity of the houses on Ramona Street is good. The most common alterations are additions of siding and tin or aluminum awnings.







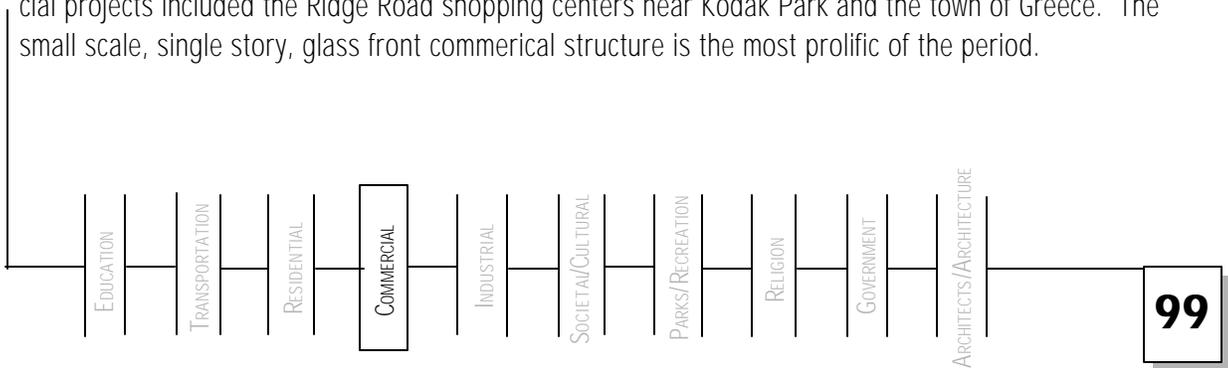
Existing Conditions | Commercial

Styles In Rochester, the architectural influences of the period 1936-1950 paralleled national trends. The commercial structures built borrow slightly from Art Deco, International, and Streamline Moderne vocabularies. More often, however, the surveyed resources portray the evolution of the Commercial Style that developed in the early 1900s.

Materials/Design During the study period, construction techniques and materials changed in many ways. Commercial structures incorporated the new and distinctive construction methods of the twentieth century, including the use of cast concrete, steel beams, and joists. The use of building materials as skin over a skeletal structure, traditionally used on skyscrapers, had also been embraced for use on smaller scale commercial structures by this time. New materials used for the first time in the modern styles of this period included aluminum, curved glass, concrete block, sheet steel and facade cladding materials

The use of new materials and construction methods resulted in commercial architecture which was more streamlined and featured less detail. The machine manufacture and standardization of construction materials was regarded as an important advance which increased quality and reduced cost.

Scale In the fourteen year period that is the focus of this survey, the scale of commercial building varies widely. Small commercial construction projects included the Highland Park Diner, built in the Streamline Moderne style and located in the area southeast of downtown Rochester. Larger commercial projects included the Ridge Road shopping centers near Kodak Park and the town of Greece. The small scale, single story, glass front commercial structure is the most prolific of the period.





P RESENT

EXISTING CONDITIONS

COMMERCIAL

Site By the mid forties, large parking lots became an important design consideration for commercial structures. Commerce receded from the street and the sky, almost shrinking as if to facilitate the new spatial requirements of parking facilities. The new archetype known as the shopping plaza transformed the streetscape by the late forties. The plaza brought a majority of retail operations to main transportation arteries such as Ridge Road. The plaza had free, on-site parking, which set the buildings further away from the street and changed the focus of the design from the pedestrian to the automobile. This era of suburban, commercial construction put an end to the dense, row-style commercial architecture that prevailed in previous decades.

Existing Conditions | Commercial The overall integrity of commercial buildings built between 1936-1950 in Rochester is poor. While a majority of the buildings still stand, most have been altered severely; small scale commercial retail spaces are often redesigned and remodeled to fit new clients and current design trends. The integrity of most structures' original design and materials has been compromised over time, reflecting changing tastes and economies.



Representative Examples | Commercial The examples chosen represent either common design trends, or exemplary design and integrity from the study period and theme group.

668 West Ridge Road - West Ridge Plaza

668 West Ridge Road was built in 1948, and is an example of the typical one story shopping plaza from the survey period. The building has fared poorly over the years; tenant turnover and signage trends have taken their toll on this structure.



The use of materials, architectural style and design, and site plan reflects what exists in Rochester from the 1936-1950 period. The large expanses of glass, yellow brick, and signage from various periods exist on most survey period commercial buildings throughout the City. Also, most commercial retail structures borrow from the Streamline Moderne or International Style design vocabularies, using horizontal banding, cantilevered roofs over walkways, little ornament, and flat roofs. The site plan typically places the buildings back from the road, with parking in front. West Ridge Plaza was the first shopping plaza built in Rochester, and became the prototype of 1950s and 1960s retail architecture in Rochester.



P RESENT

EXISTING CONDITIONS

COMMERCIAL

952 South Goodman Street - The Highland Park Diner

952 South Goodman, The Highland Park Diner, was built in 1948 and is an example of the dining car as a national architectural and cultural icon. The resource retains excellent integrity and it was recently restored to its original condition.



The City of Rochester had at least 11 diners during the study period. However, the Highland Park Diner is the only remaining example.

The Highland Park Diner is different from most diners because it was built on site. Traditionally, diners were assembled in factories and towed to their site. The diner also has a rare lineage; the Olean Diner Company of Albion produced only four diners before going out of business. East coast diner companies, Tierney and Worcester Lunch Car produced 100 diners a year during the late 1930s and early 1940s. The resource is an excellent example of a national cultural and commercial trend, the dining car, and its manifestation in Rochester.



P PRESENT

EXISTING CONDITIONS

COMMERCIAL

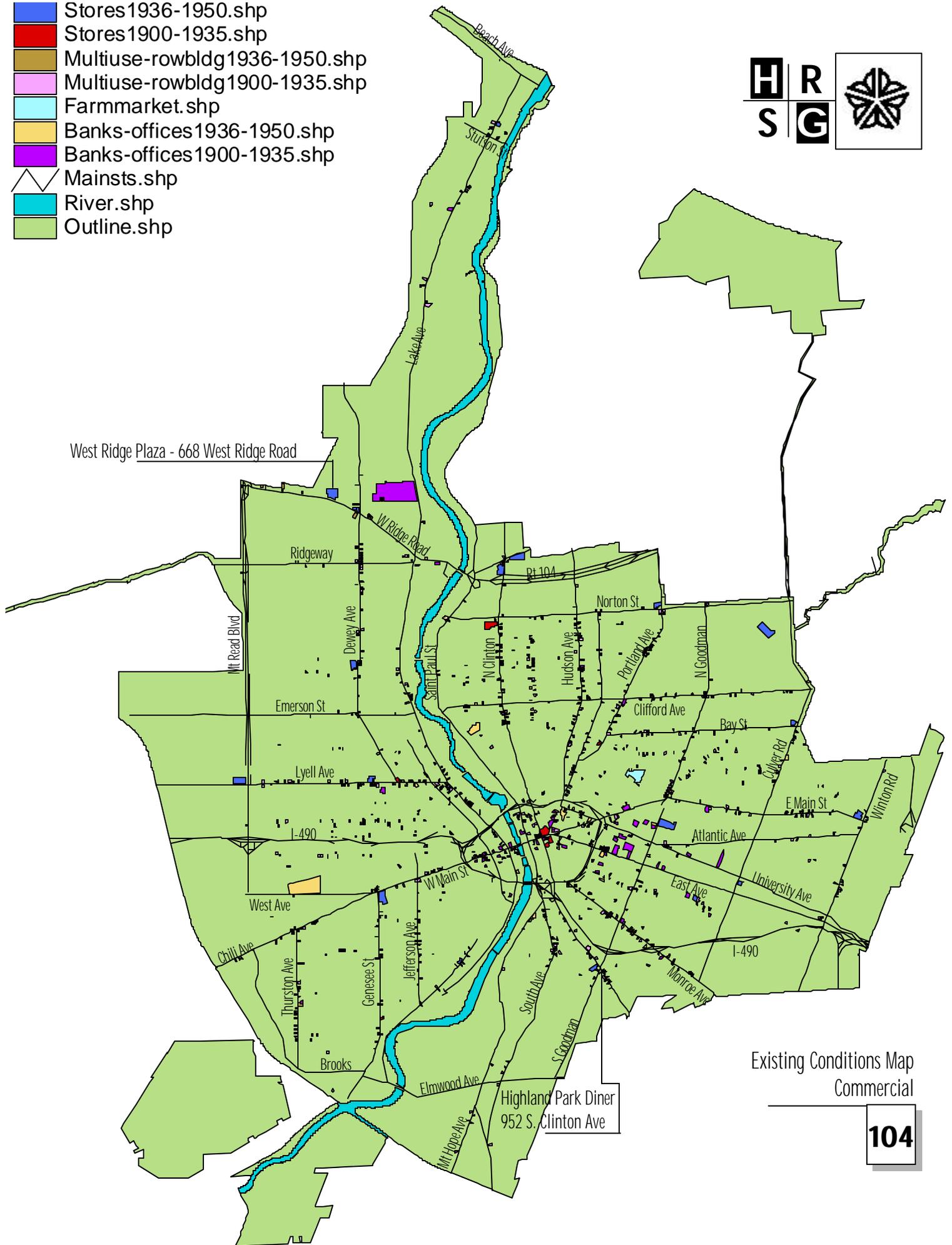
134 North Clinton Avenue - The Red Front

The Red Front, constructed in 1936, originally functioned as a gas station. Many additions have been made to the original structure, and the building changed to commercial use in 1952.

The property is typical of how commercial buildings from the study period exist today. Many are adapted for reuse, and subject to the changing trends of retailers. The integrity of the extant resources is below average.



- Stores 1936-1950.shp
- Stores 1900-1935.shp
- Multiuse-rowbldg 1936-1950.shp
- Multiuse-rowbldg 1900-1935.shp
- Farmmarket.shp
- Banks-offices 1936-1950.shp
- Banks-offices 1900-1935.shp
- Mainsts.shp
- River.shp
- Outline.shp



Existing Conditions Map
Commercial



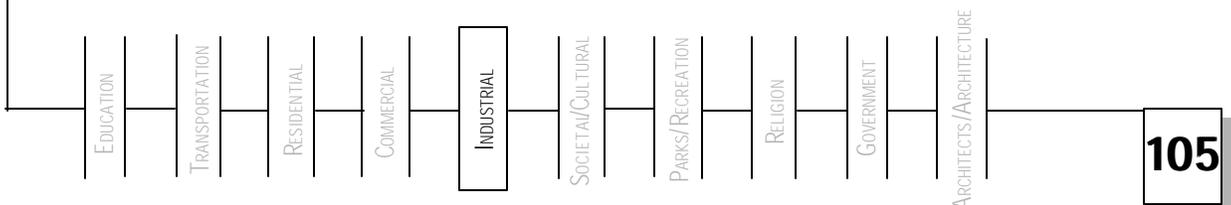
Existing Conditions | Industrial

Styles The architectural resources surveyed represent a variety of design influences, including Streamline Moderne, Art Deco and International Style. The most prominent, by far, is Streamline Moderne. These styles reflect modern architectural expression which originated with the Bauhaus movement in Germany. The movement, which came to America in 1920, elevated industrial design and the quality of machine-made materials.

Materials/Design Common features of the new modern styles included streamline, horizontally designed overhangs, banding windows, continuous sills, and polychrome facades. A majority of these features can be seen in the recommended industrial buildings. Glazed brick facades are pierced by flush framed metal openings with machine quality doors and windows. Curved corners wrap the façade around the building in a continuous sweep. Occasionally, a cantilevered overhang provides an additional horizontal element as seen on the WROC Channel 8 TV broadcast center on Humboldt Street.

In Rochester, an exceptional number of industrial buildings exist with contrasting yellow and red brick, horizontal bands of windows, and glass block. From the 1920s until the 1940s these elements are used frequently on industrial buildings throughout the City.

Scale The scale of structures in the survey period range from small to very large. The Hawkeye Plant of Eastman Kodak Company, is one of the larger industrial buildings from the period. The structure rises six stories streetside, and ten stories from the Genesee River Gorge. The Bond Factory on Goodman Street is the most expansive industrial development, in both land area and square feet, from the study period. Smaller scale projects include 725 Buffalo Road, and 28 Hollenbeck Street.





P RESENT

EXISTING CONDITIONS

INDUSTRIAL

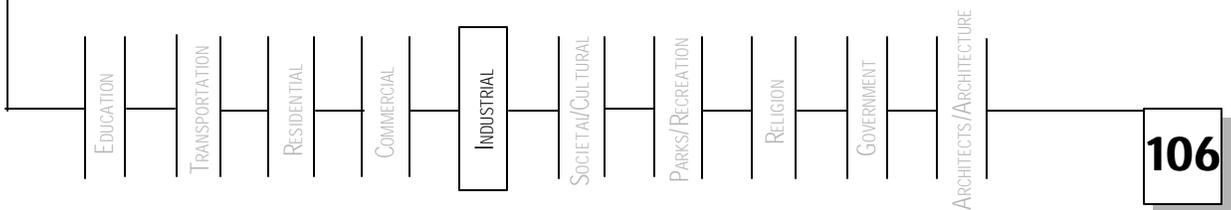
Sites Sites for industrial buildings have traditionally developed near transportation facilities. Rochester exemplifies the link between industry and transportation. Milling industries of 1820s and 1830s developed around the Erie Canal; various industries built around railroad lines on the east and west sides of the city during the 1880s and 1890s; and the industrial structures from the current survey period were built near high volume roadways. While most of the survey resources were built as infill in existing industrial zones, those industrial areas are easily accessible by freeway and divided highway.

The predominant locations for buildings from the study period are the Mt. Read Boulevard and Buffalo Road area, along with less densely packed industrial pockets, such as Humboldt Street, in the east, and the Saint Paul Street and Driving Park area to the north and west. These areas have routinely housed industrial structures. The accessibility of the railroad, and the City’s adoption of zoning laws in the mid-1920s, has kept industrial development confined to these districts.

The placement of buildings on their parcels underwent a change during the survey period. The industrial buildings began to have landscaped areas at the front of the building. This is a strong contrast to the Canal Street area, or the old Bausch and Lomb campus, which have buildings directly adjacent to the sidewalk.

Existing Conditions | Industrial The buildings in the industrial theme group retain above average to excellent integrity. Materials that post-date the resources tend to be found in the heavily used areas such as trucking bays, but rarely on facades. The most common change on the facade is signage, yet that also is generally minimal.

Sawtooth roofs, an element common to industrial buildings, are covered with various treatments. This was sometimes a reaction to possible air raids during World War II, but more often reflects a change from using daylight to inexpensive indoor electric lighting.



P
RESENT

EXISTING CONDITIONS

INDUSTRIAL

Representative Examples | Industrial The examples chosen represent either common design trends, or exemplary design and integrity from the study period and theme group.

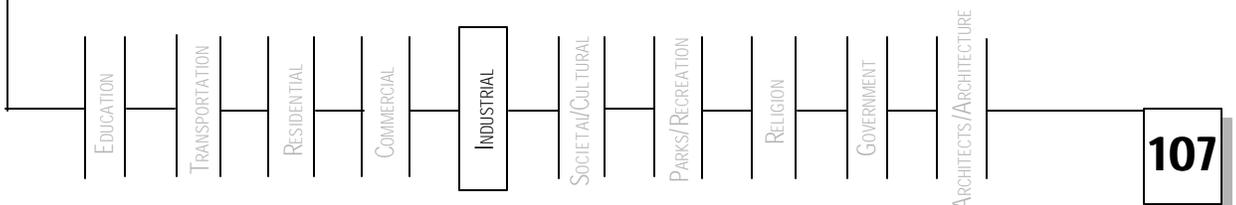
1447 Saint Paul Street - Eastman Kodak Company Hawkeye Division

The Hawkeye Division of Eastman Kodak displays many classic features of industrial architecture from the survey era, including rounded corners, horizontality, and polychromy. For further discussion see Recommended Resources, pp. 66.



777 Mount Read Boulevard - Magna Corporation

The Magna Corporation headquarters uses design elements from the Art Deco and Streamline Moderne vocabularies. The tapered piers are typical of Art Deco and the rounded corners a standard feature of Streamline Moderne. Of note: the rounded windows at the entrance to the building are original and still operate. For further discussion see Recommended Resources, pp. 63.



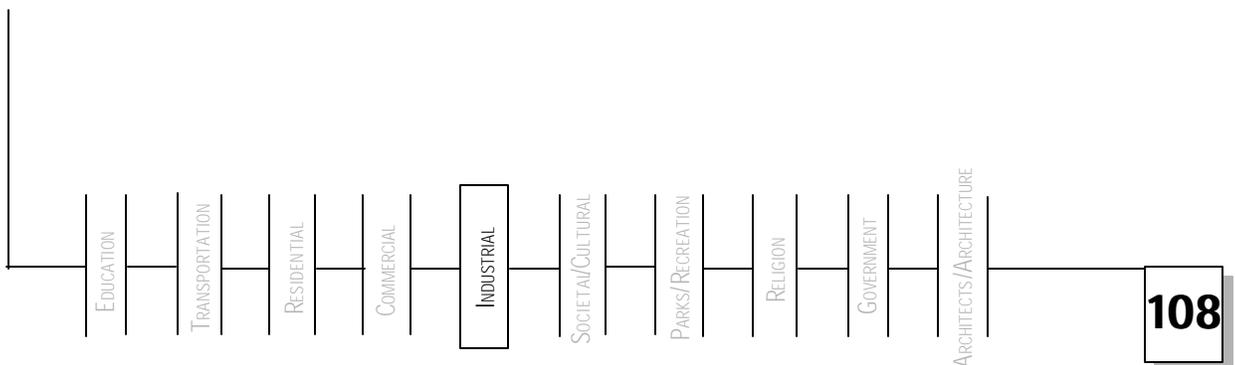
••• **EXISTING CONDITIONS**

INDUSTRIAL

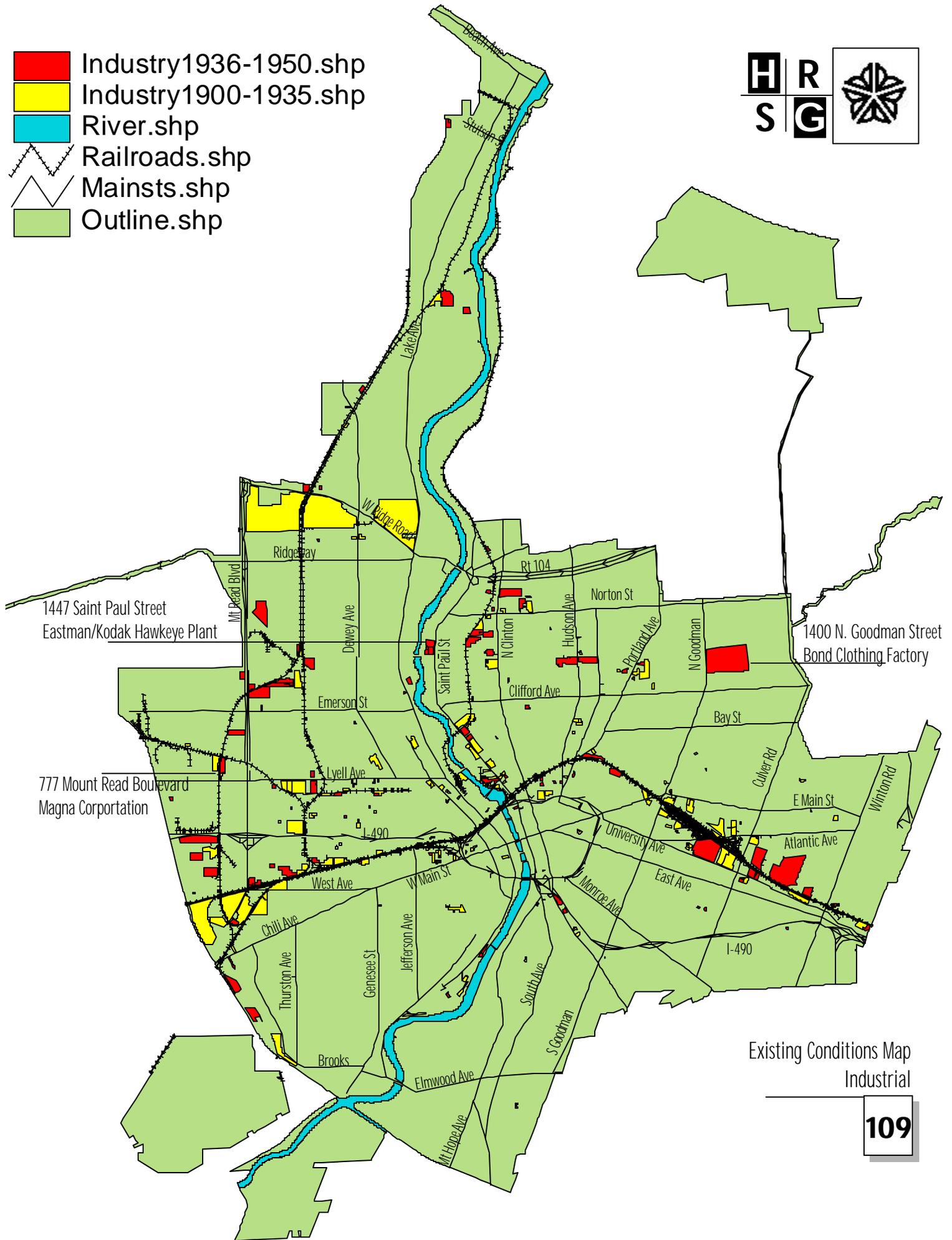


1400 North Goodman - Bond Clothing Factory

1400 North Goodman claimed to be the largest clothing factory in the world upon its completion in 1947. The compound consists of multiple structures, most being two to three stories high. There is a small park area to the east. The original buildings borrowed many ideas and elements from Gropius' Fagus Factory and Albert Kahn's 1937 Dodge Truck Plant. The current owner, Bausch and Lomb, replaced the most significant architectural element, the windows, during a 1980s addition and renovation.



- Industry1936-1950.shp
- Industry1900-1935.shp
- River.shp
- Railroads.shp
- Mainsts.shp
- Outline.shp



Existing Conditions Map
Industrial



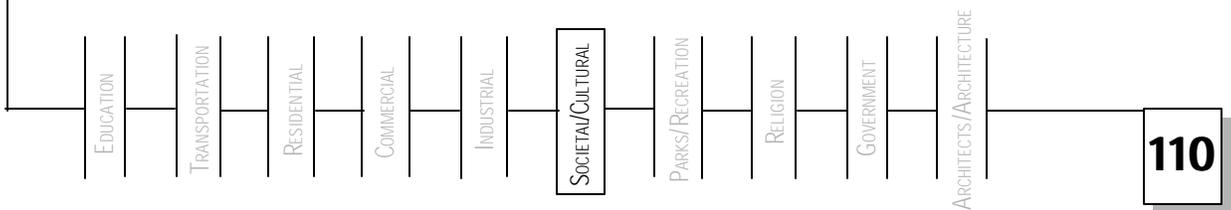
Existing Conditions | Societal/Cultural

Styles The architecture of the Societal/Cultural theme uses progressive styles from the era. The most common style used is the Streamline Moderne, which can be seen in everything from the Salvation Army building on Liberty Pole Way to the WROC, TV 8 broadcast facility on Humboldt Street. Many structures also employ elements from the International and Art Deco styles.

Materials/Design The majority of Societal/Cultural buildings use the Streamline Moderne style, and stress one of the styles elements, horizontality. Many buildings in the Societal/Cultural theme group have some form of banded windows defined by horizontal lintel and sill courses (brick bands on the top and bottom of the windows). A second major feature of these buildings are rounded massings. The YWCA and WROC display this design trend on their facades. The rounded windows on the YWCA bend in toward the entrance, and the horizontal band of windows on WROC arches slightly toward the road.

Materials that were once hidden became visible design elements during the study era. Chrome and metal became accentuated as muntins in modern ribbon windows. Yellow brick, concrete, and granite were the popular exterior treatments during the study period.

Scale The structures in the Societal/Cultural theme tend to be rather grand in scale. The buildings' importance to the community implied in their size and site placement. The Rochester Museum and Science Center (RMSC) is a massive three story structure on East Avenue, and it commands attention from all points. The Salvation Army's presence derives from its pedestrian corner entrance that fronts on the intersection which it faces.





P RESENT

EXISTING CONDITIONS

SOCIETAL/CULTURAL

Site/Location The Societal/Cultural structures from the period are built mostly within the Inner Loop or the east/northeast section of the City. The downtown properties, the Salvation Army and YWCA, use most of the site for the structure. The buildings abut the sidewalk, and there is little on-site parking. Meanwhile, the properties outside the Innerloop, WROC and the Rochester Museum and Science Center, are setback from the road, with on-site parking, and landscaped grounds.

Existing Conditions | Societal/Cultural The overall integrity of the buildings is above average. The structures retain many of their original elements and continue to be used for the same purposes as originally intended. The few alterations that have been implemented include newer window treatments, new or replacement signage, and altered entrance glazing.

The Carver House, which was a center for the African-American community in Rochester's northeast, is a major exception. The house was built in the 1890's and was appropriated for many uses, including an African-American child care center, a job training facility, and a USO. Additions have been made to the house which do not maintain the style of the existing structure. Carver House is located in a highly industrial area, near the U.S. Post Office Building on Cumberland Street. The integrity of the resource is poor.



Representative Examples | Societal/Cultural The examples chosen represent either common design trends, or exemplary design and integrity from the study period and theme group.



201 Humboldt Street - WROC TV, Channel 8

The site is typical for buildings constructed in the later part of the 1936-1950 study period. The building is set back from the road with landscaped grounds, and on-site parking. The yellow brick structure has a cantilevered roof over the main entrance and makes extensive use of chrome. For further discussion see Recommended Resources, pp. 76.

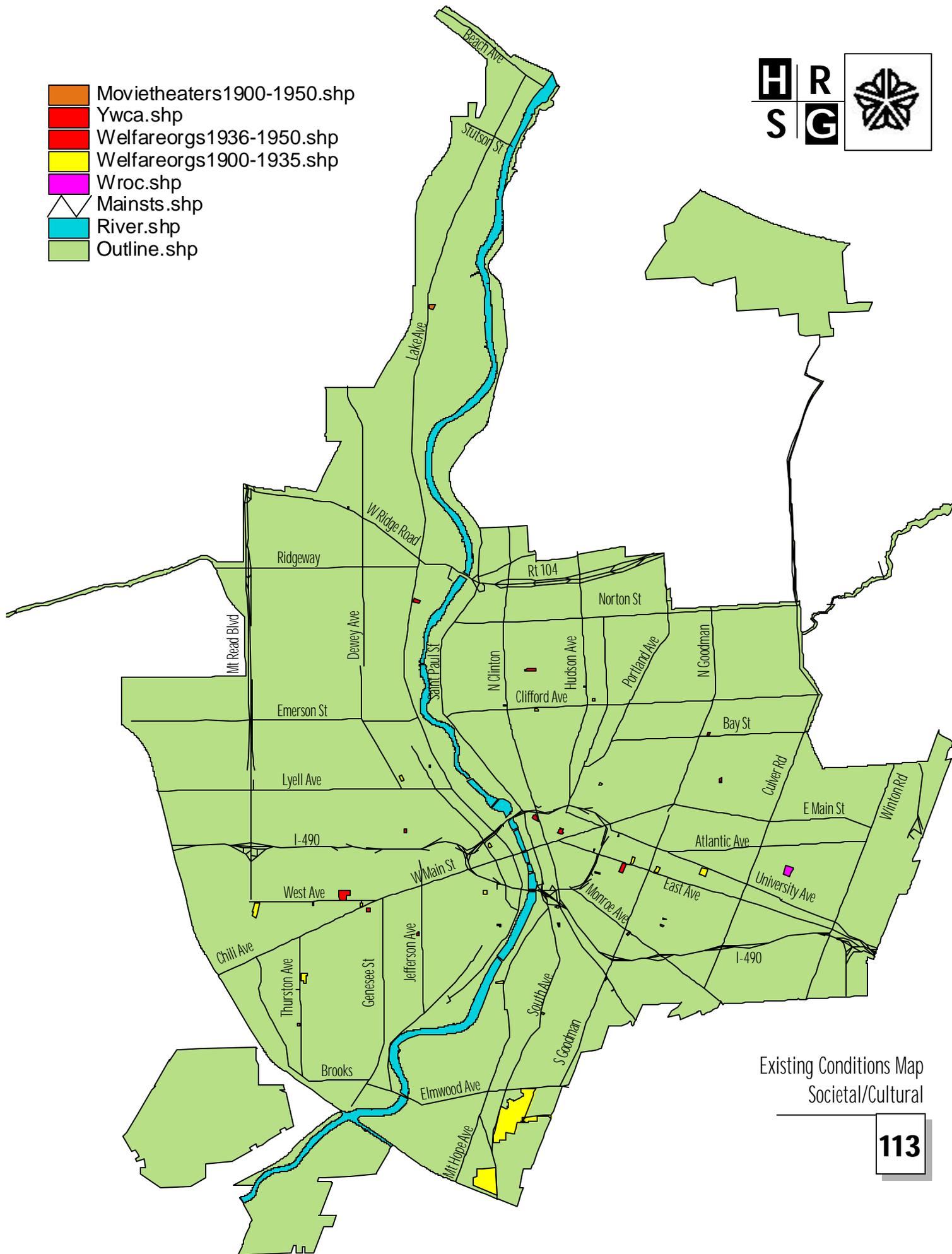
175 North Clinton Avenue - YWCA

The building addresses the street and abuts the sidewalk, typical of Innerloop properties. As is typical of downtown buildings, the YWCA is a multiple story structure, occupying the entire parcel. The 1949 structure also shows typical Streamline Moderne trends of horizontality and rounded, curving masses.





- Movietheaters1900-1950.shp
- Ywca.shp
- Welfareorgs1936-1950.shp
- Welfareorgs1900-1935.shp
- Wroc.shp
- Mainsts.shp
- River.shp
- Outline.shp



Existing Conditions Map
Societal/Cultural

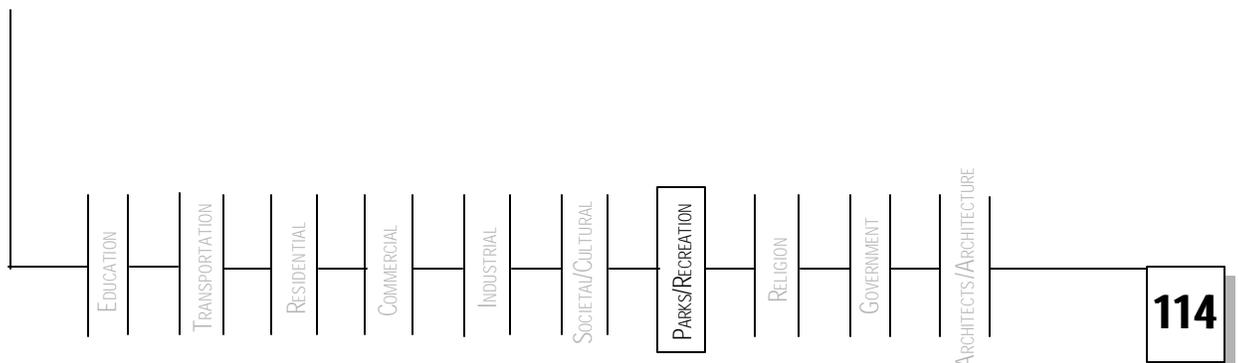
Existing Conditions | Parks and Recreation

The parks system in Rochester was developed long before the survey period. The majority of the resources in this thematic group have been surveyed, and many have already been listed on the National Register of Historic Places.

There was, however, construction in the parks during the survey period. Depression agencies such as the WPA provided jobs building park shelters and developing sled hills, sports fields, playgrounds, and ice rinks. While many playgrounds and park shelters are believed to have been built, it was not possible to determine in which structures, and where. Therefore, our survey was limited to the Highland Park Bowl.

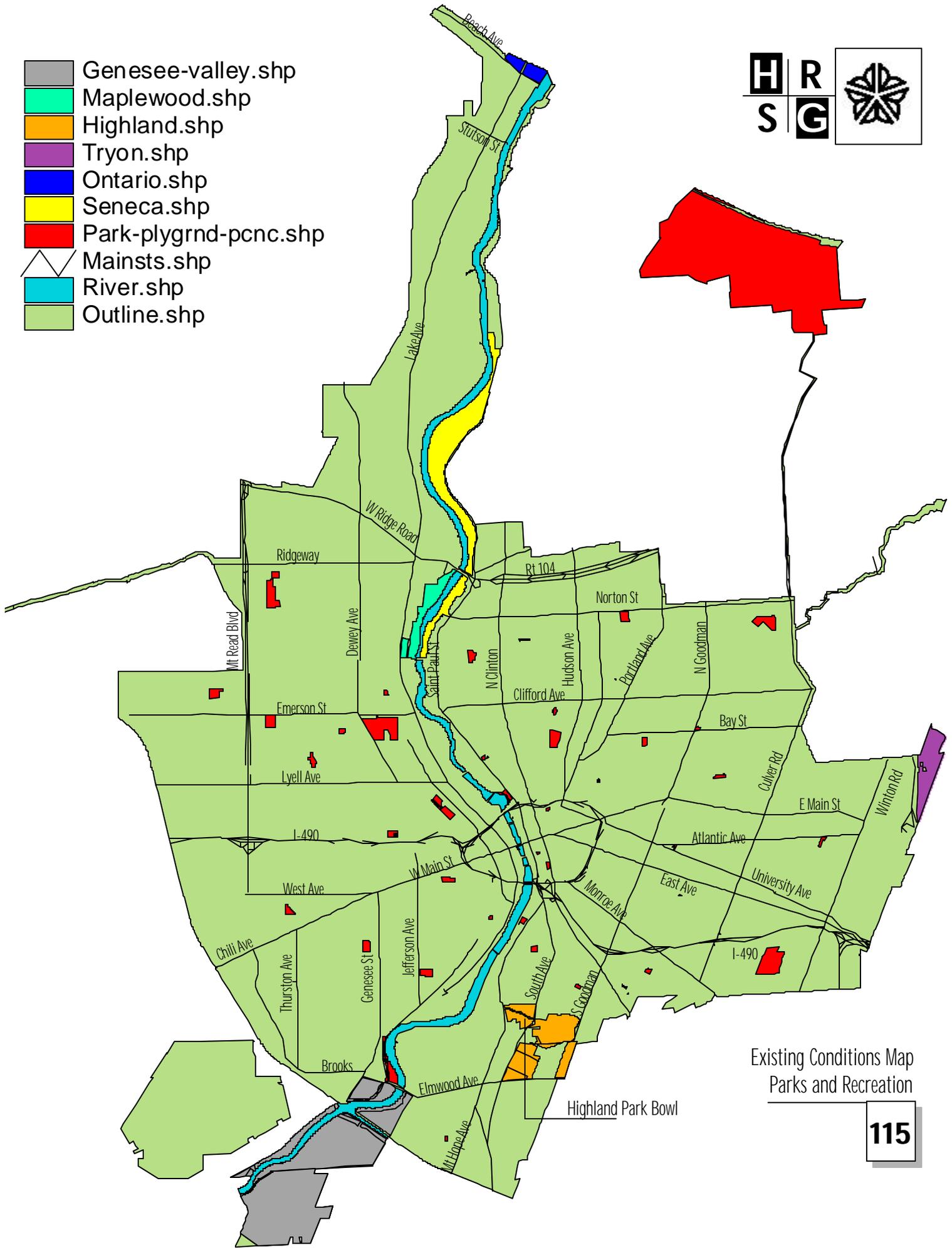


The Bowl rests at the bottom of a shallow hill in Highland Park. The park was designed by Frederick Law Olmstead and is listed on the National Register of Historic Places. The structure was built in 1937 with funds from the WPA. It is a concrete structure with an eye-shaped plot, used primarily for concerts and movies. The structure has Beaux Arts, Art Deco, and Classical Revival influences. The Bowl continues to be one of the park’s central attractions, and an asset to the South Wedge community.





- Genesee-valley.shp
- Maplewood.shp
- Highland.shp
- Tryon.shp
- Ontario.shp
- Seneca.shp
- Park-plygrnd-pcnc.shp
- Mainsts.shp
- River.shp
- Outline.shp



Existing Conditions Map
Parks and Recreation



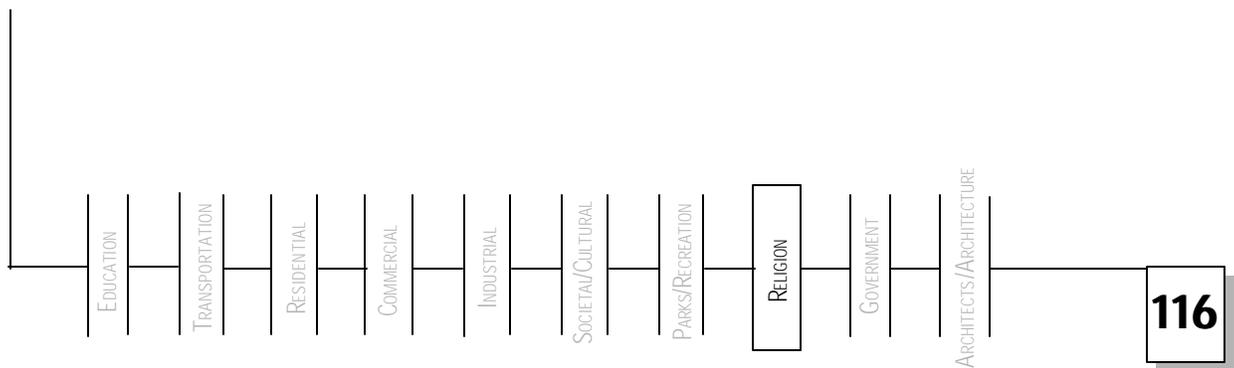
Existing Conditions | Religion

Styles Ecclesiastical architecture from the Depression through World War II began to remove historicism en route to a true American vernacular. Architects borrowed many elements from the Gothic, Romanesque, Richardsonian Romanesque, Greek, and Colonial Revival styles. In many designs, no one style dominates, thus a vernacular is created.

Materials/Design Materials and designs generally reflect the time during which a structure was built. In Rochester, churches and temples built during the Depression are most often rectangular in plan with small, attached vestibules. The nave and transept plan became a rarity as it was more expensive to build. Most churches built in the period use a combination of traditional materials such as brick, wood, rough hewn stone, and glass.

Architects borrowed from very traditional styles and vocabularies during this period. A church on Merchants Road is designed in a Colonial Revival style, with pilasters, Greek revival pediments and a cupola with bell tower. In contrast, a Gothic Revival church on Genesee Park Boulevard features yellow brick and rough hewn stone, and a bell tower over a small vestibule.

Scale Many of the ecclesiastic buildings constructed during the study period are much smaller in scale than their predecessors. The Great Depression left little money available for new houses of worship. During the 1940's employment increased, but the war meant that materials and labor were scarce for anything other than war machine production.





P RESENT

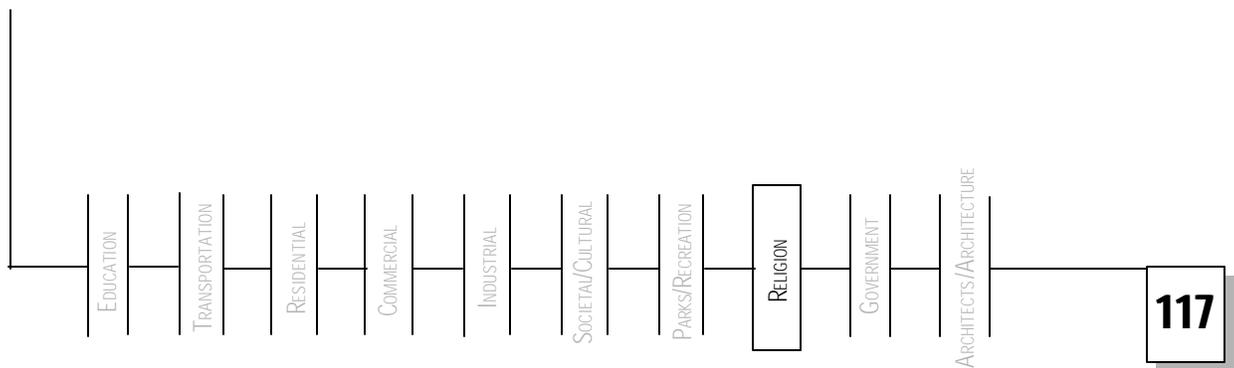
EXISTING CONDITIONS

RELIGION

Site/Location New religious structures built during the survey period reflect the outward migration of Rochester’s population. Most new churches and temples were built along major transportation arteries around the periphery of the city. Some infill religious properties do exist, however, they are the exception. The plots of land survey era churches occupy are larger than those in the dense downtown area. New worship facilities began to provide on-site parking. However, many churches continued to orient the main entrance toward the street, and not the parking lot.

Existing Conditions | Religion The integrity of religious structures built from 1936 to 1950 is above average to poor. The church at 391 Genesee Park Boulevard retains above average integrity, as the structure contains its original windows and exterior treatment. The Mount Zion Progressive Baptist Church at 131 Bronson Avenue has been sided with materials that post date the resource. The pediment of the portico at the rear of the building angles downward, indicating some form of structural damage.

Many of the ecclesiastical buildings from the survey period continue to be used for their original purpose, although, new congregations sometimes appropriate the structures and adapt them for their use.



P RESENT

EXISTING CONDITIONS

RELIGION

Representative Examples | Religion The examples chosen represent either common design trends, or exemplary design and integrity from the study period and theme group.

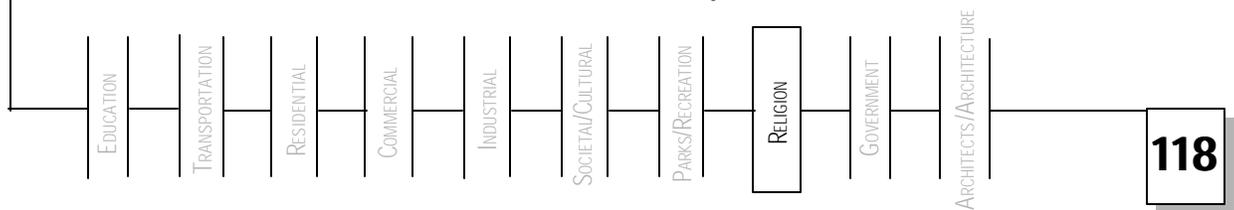
131 Bronson Avenue - Mount Zion Progressive Baptist Church

City records indicate that 131 Bronson Avenue was built in 1940. It is an example of the poor integrity found on some of Rochester's religious buildings from the study period. The original wood siding has been replaced with vinyl, and the original doors and windows have also been replaced. With so many of the characteristics gone, the integrity of the architecture has been lost.

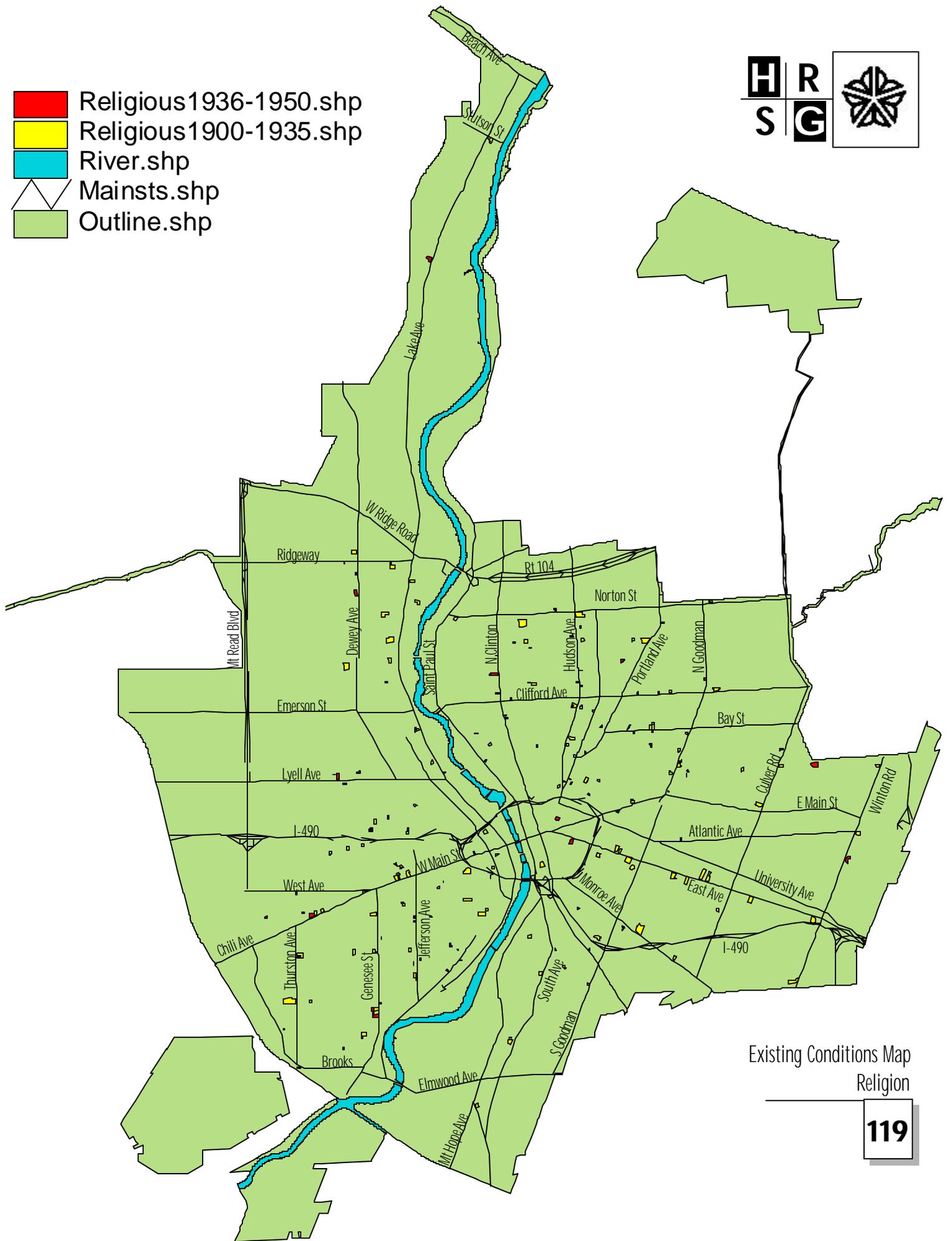


650 Merchants Road - Memorial Orthodox Presbyterian Church

650 Merchants Road, built in 1941, is a good example of the conservative designs used in the study era. The structure employs a combination of Georgian and Colonial Revival elements and uses restrained ornamentation. This church reflects the lack of available materials due to World War II, and the resulting design trends of the early 1940s.



- Religious 1936-1950.shp
- Religious 1900-1935.shp
- River.shp
- Mainsts.shp
- Outline.shp



Existing Conditions Map
Religion



Existing Conditions | Government

Styles Styles used include Streamline Moderne, Art Deco and Colonial Revival, and Neo Classical. In Rochester, unadorned brick and concrete structures with flat or low pitched roofs became a common modern vernacular later in the survey era.

Materials/Design The common materials of the study period, yellow brick, metal, horizontal windows, all exist in the governmental theme group. However, the grand, U.S. Post Office (just one year previous to the survey period) employs marble extensively throughout the building. The use of materials changed throughout the study period, becoming more conservative after the Depression and during World War II.

Most neighborhood government buildings are one-story masonry and concrete structures. Elements such as signage and low relief carving are minimal. The civic branch buildings employ Modern design ideas, leaving behind historical references. The fire station at 632 South Plymouth Avenue is a simple rectangular brick building, with horizontally accentuated windows, and a slightly cantilevered roof. The building is very geometric and utilitarian, and lacks historical ornament.

A notable exception to the utilitarian design of civic facilities in Rochester is the City Fire Department shop building, which has already been placed on the National Register of Historic Places. Built in 1936, the building is a fine example of Art Deco design. Its eloquent detail and low relief carving include two monumentally scaled firefighters which flank the building entrance, expressing the function of the building, as well as the dedication and vigilance of the city’s firemen.





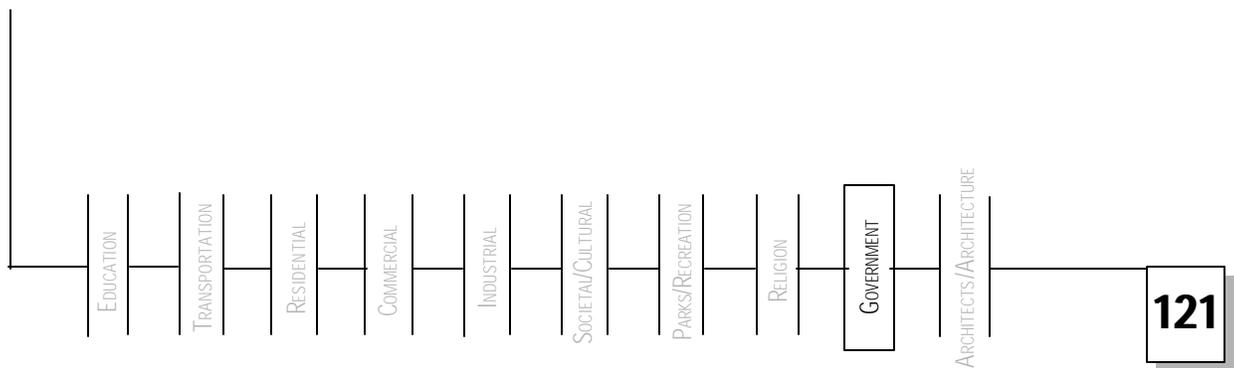
P RESENT

EXISTING CONDITIONS

GOVERNMENT

Scale/Sites The scale and location of buildings in the Government theme are closely related. Branch governmental buildings reflect the decentralization of the City and its services. The buildings from the period were designed to provide support in neighborhoods away from downtown. Most government facilities built during the survey period are small, designed to function as branch facilities. Their scale reflected their surroundings, which was most often residential neighborhoods of small scale apartment buildings and single family houses.

Existing Conditions Many buildings from the Government theme have above average integrity. Many of the structures also continue to be used for their original purpose either by the fire or police departments, or U.S. Post Office. These facilities are in neighborhoods which retain sufficient population to require government services. The continued occupancy of these facilities leads to meticulous maintenance. The exception is 32 York Street, which is vacant, with many of its potential entry points boarded up.



P RESENT

EXISTING CONDITIONS

GOVERNMENT

Representative Examples | Government The examples chosen represent either common design trends, or exemplary design and integrity from the study period and theme group.

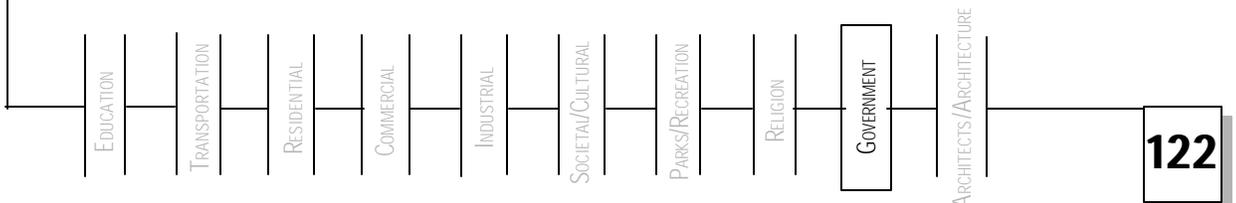


32 York Street - United States Post Office

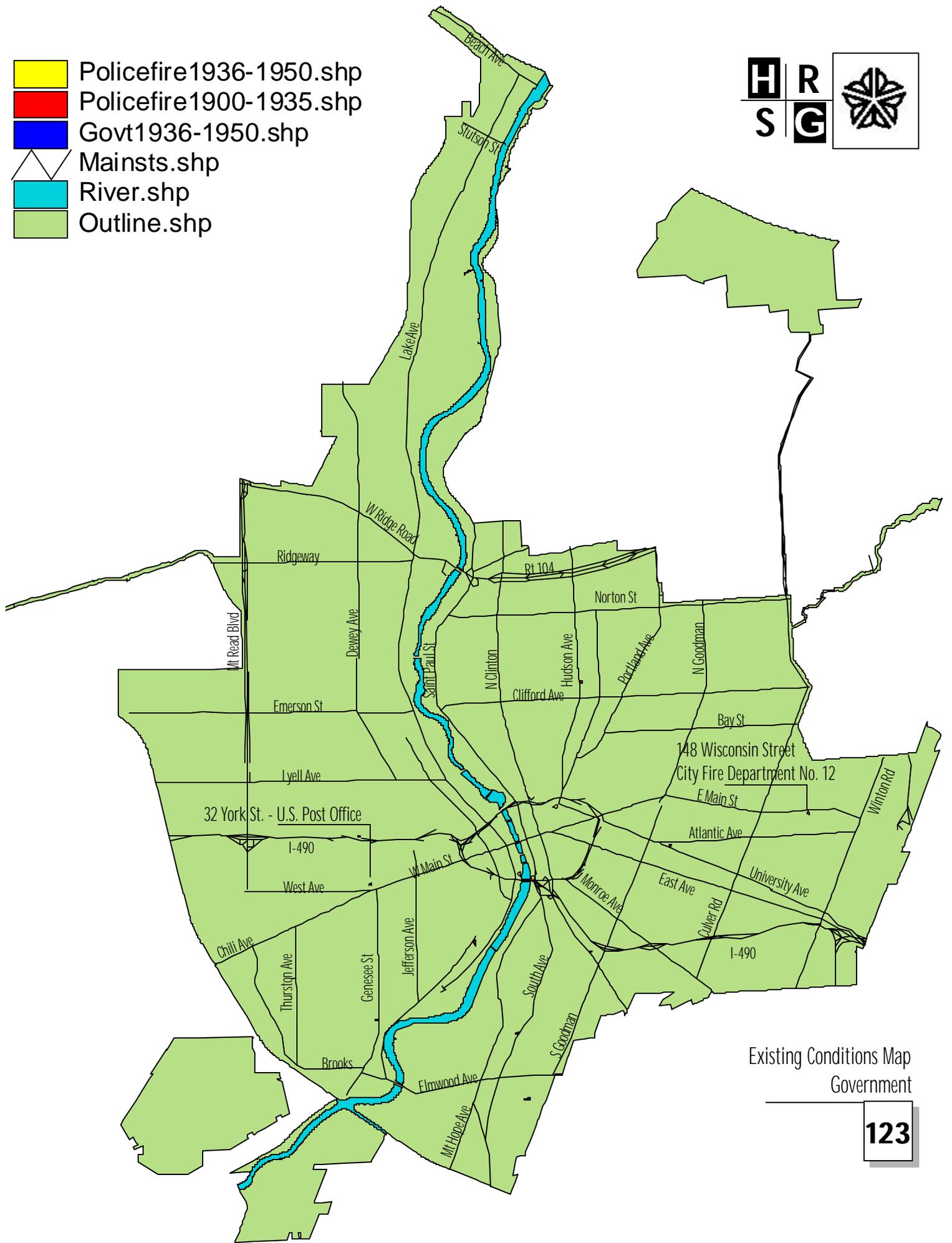
32 York Street was built in 1936 as a United States Post Office. It is presently vacant. The building is an austere, functional, and utilitarian one story concrete structure. The absence of historic elements reflects both Modern design influences and a shortage of money during the Depression. The design and use of materials is standard for governmental buildings from the era.

148 Wisconsin Street - Fire Station No.12

148 Wisconsin Street has functioned as a support facility for the Rochester Fire Department since its completion in 1949. The structure is built on a concrete foundation with red brick facades. The hip roof, cupola, six over six divided windows and eave molding are reminiscent of Georgian Revival architecture. The building is compatible with its surroundings, and utilizes design characteristics and scaling which are similar to the residential nature of the area. This building is a striking departure from the more typical large scale, rectilinear design often seen in public services buildings of this era.



- Policefire1936-1950.shp
- Policefire1900-1935.shp
- Govt1936-1950.shp
- Mainsts.shp
- River.shp
- Outline.shp



Existing Conditions Map
Government



P RESENT

EXISTING CONDITIONS

ARCHITECTS/ARCHITECTURE

The Architects and Architecture theme group is designed to categorize buildings that do not meet the criteria of the other nine thematic groups. Works in the theme represent a specific important national trend or the work of a recognized master, but do not necessarily have any other local significance. This theme group recognizes that the architectural style or design, or method of construction may be the most important characteristic of the resource.

From the current survey, five properties fall into this theme group: the International Style houses at 228 River Heights Circle and 45 West Ridge Road; the Streamline Moderne gas station at 98 Lyell Avenue; the Streamline Moderne industrial building at 725 Buffalo Road; and Louis Kahn's Modern First Unitarian Church at 220 South Winton Road. The Historic Resources Survey Group believes these structures possess excellent integrity and above average design from the styles portrayed and the study period.

In the future, it is hoped that this theme group will be a place to catalog works by artists and architects, who have had a larger impact on the built environment of Rochester, New York. For further study, please consult Carl and Ann Schmitt's *Architects and Architecture of Rochester, New York*. This book has catalogued much of Rochester's architectural heritage from 1789 to 1959, and is an excellent resource.





Historic Overview Theme Reports

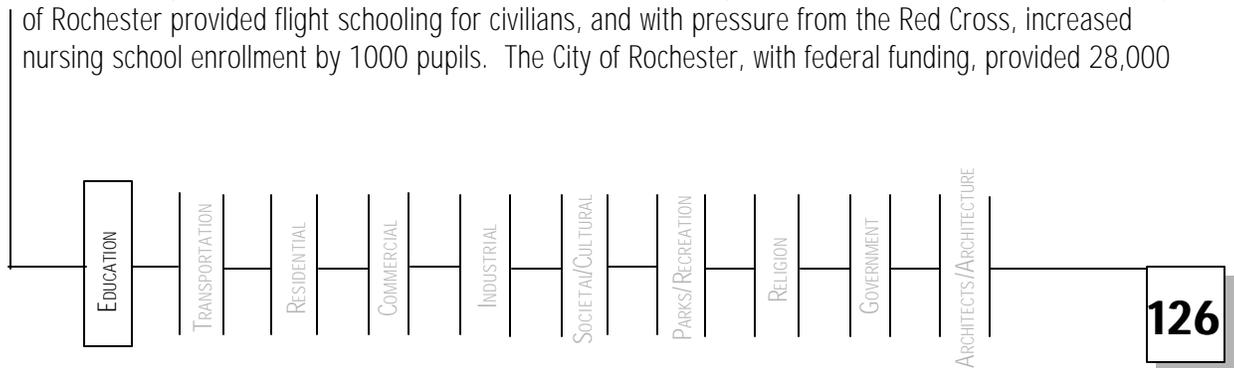


P AST | E D U C A T I O N

Education before the Crash Education in Rochester from 1900-1930 was affected by several influences, most notably, immigration, child labor laws, and Mayor James Cutler. Immigration brought 17 million new people to the United States from the turn of the century until Congress passed the 1924 Immigration Law. Rochester’s north and northeast boomed. After housing and churches, new schools, both parochial and private, were built. The 1910’s saw newly established child labor laws take children out of factories and place them into schools. A parental paycheck could now pay bills for an entire family, and children no longer needed to work. In 1901-1902, Mayor Cutler toured the country looking at school systems and returned demanding change. Under Mayor Cutler, East High School, West High School, and two grammar schools were built, and numerous school expansions took place. Rochester schools “became noted for their kindergartens, their vocation schools, mothers clubs, night schools... and teacher training programs.”¹ Rochester built a majority of its current schools in this era.

The Depression The Great Depression affected education in many ways. Initially, the Depression kept students in school. The economy was in shambles, and no jobs were available. The dim outlook for the future resulted in fewer marriages, and in turn, the number of children being born. This, in turn, leveled student populations in the late 1930’s and early 1940’s. New Deal Programs, specifically the Federal Emergency Relief Agency (FERA) and the Works Progress Administration (WPA), provided funding to build some of Rochester’s current landmarks - the Rochester Museum and Science Center, Rundel Library, and John Marshall High School. The Depression had little effect on colleges. The University of Rochester moved to its current location on the Genesee River, and the Colgate-Divinity School, Rochester’s premier collegiate gothic campus, opened in 1931.

Education During WWII As the city and the nation prepared for World War II, educational and manufacturing facilities shifted part of their focus to job training and civil preparedness. The University of Rochester provided flight schooling for civilians, and with pressure from the Red Cross, increased nursing school enrollment by 1000 pupils. The City of Rochester, with federal funding, provided 28,000





P^{AST} E D U C A T I O N

citizens with vocational job training for war production. The City also trained 1,700 volunteer firefighters, and assisted the Red Cross in First Aid classes. Thus, during the World War II era, many different facilities were appropriated for training and education.

The only K through 12 schools built from 1940 to 1950 were parochial. The Saint Francis of Assisi School on Whitney Street was built at a time when building materials were scarce. The school reflects that reality with its cinder block construction. The school of Saint Anne de Beaupre on East Henrietta Road, went up in 1949. The school was a precursor of parochial and public school design in the 1950s. Finally, the first Jewish day school appropriated a building on East Avenue and began classes in 1949.

The G.I. Bill Funded by the G.I. Bill, college enrollments skyrocketed after the Second World War. The University of Rochester's River Campus expanded and reintegrated men and women on the River Campus. The school also built new science facilities. In 1948, the school completed construction on the cyclotron, and also opened the psychiatric "R" wing at Strong Memorial Hospital. Rochester Institute of Technology acquired and adapted many Eastman Kodak buildings and built new structures to house the rising student population. Colleges outside Rochester - Saint John Fisher, Nazareth, Brockport, and Geneseo - also built and expanded to facilitate the booming student population.

1. McKelvey, *Rochester: The Quest for Quality*, pp. 93





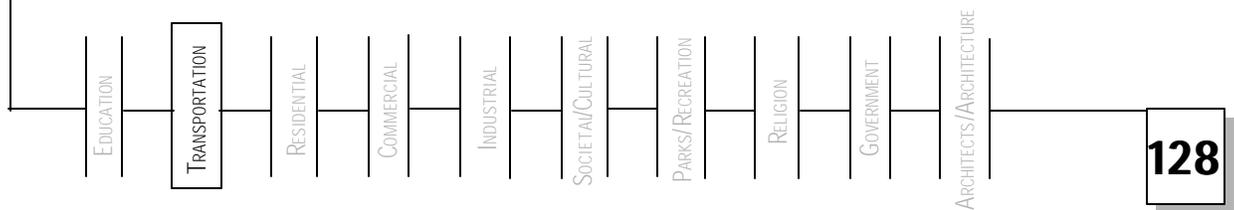
P^{AST} TRANSPORTATION

Rail In 1890, electrified streetcars expanded the city by helping to push its population outward. Streetcars remained the dominant form of transportation for 30 years. The larger and faster interurban, fashionable around the turn of the century, transported passengers outside Rochester, to Sodus, Syracuse, and Buffalo. The popularity of the streetcar and interurban peaked in the early 1920's, and dwindled as Ford's Model T became affordable.

The streetcar left a larger imprint on the city than the interurban; the city rail system, combined with real estate developer's subdivisions, defined what would become the road system in the City of Rochester. The wagon wheel road pattern that exists today is a direct result of the rail lines that ran through the city at-grade.

Long distance rail companies in Rochester built train stations near industry, as freight garnered larger profits than transporting passengers. The Buffalo, Rochester, and Pittsburgh station on West Main Street delivered more goods than people, and was surrounded by large industrial businesses, including the Cunningham Carriage Factory. The New York Central station near North Clinton Avenue and Central Avenue primarily exported clothing and shoes made in Rochester. The Lehigh Valley Railroad station terminated at Court Street and South Avenue, and was a north/south rail line that predominantly served the coal regions in Pennsylvania. These stations had their zenith from the Roaring '20s to the late 1940s.

Rochester's subway, built in 1921 in the Erie Canal bed, ran from G.M. Delco Plant in the northwest to the town of Brighton in the southeast. The subway combined passengers and freight, and connected with all major railroad lines. The subway expanded three times in order to better service factories in the northwest. The subway's highest ridership numbers occurred during World War II, as gasoline and rubber rations forced people onto the rails. The subway made its last trip in 1956. A few archeological remnants can be seen beneath the Broad Street Bridge and the Rundel Memorial Library.





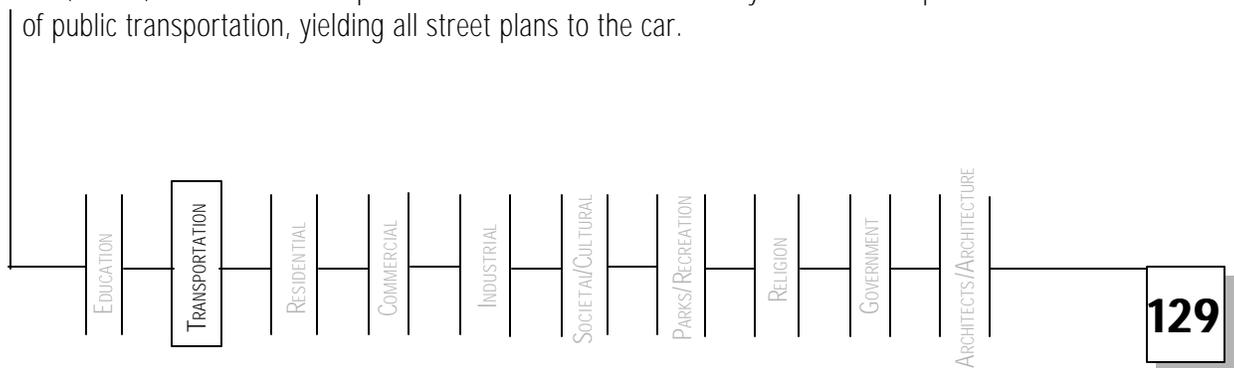
P^{AST} TRANSPORTATION

Automobile The automobile had become the dominant form of transportation by 1930. Rochester had a combined total of 96,000 cars and trucks on the road, more than one per household. The rise of the automobile hastened the downfall of the interurban, which collapsed by 1931, and began to unravel the streetcar.

The new driving populous made unprecedented demands on local government. Citizens wanted to go fast everywhere. City officials increased the speed limit from 25 to 30 MPH in residential districts. The summer months wreaked havoc on local roadways as pleasure seekers created traffic jams along major thoroughfares. Denizens were demanding new roadways, and a toll road out to Bushnell's Basin opened in 1939. Meanwhile, the winter inflicted new pressures on the city to keep streets free of snow. The city responded with opposite side of the street parking laws. Finally, in an effort to remain a safe automobile city, Rochester instituted a "10 Sunday sentence" on drunk drivers, which required guilty drivers to spend ten consecutive Sundays in jail.

The repercussions of Rochester's new individually mobile society can be seen in two transportation plans. The first, Bartholomew and Associates *A Major Street Plan for Rochester New York*, outlined a plan to widen most major roadways, and created a dizzying array of one-way streets in the Central Business District (CBD). The plan also proposed raising the at-grade rail in an effort to alleviate automobile congestion. The City government implemented two items from the report: it raised the rail lines in the northeastern CBD, and it connected many of the city's dead end streets.

The second report, 1947's *A Report of Rochester's Major Street System*, outlines a fifteen year, \$55 million plan to create twelve new expressways. While not all freeways were built, Route 104, I-390, I-490, I-590, and the Inner Loop were direct outcomes of this study. The 1947 report made no mention of public transportation, yielding all street plans to the car.





P^{AST} TRANSPORTATION

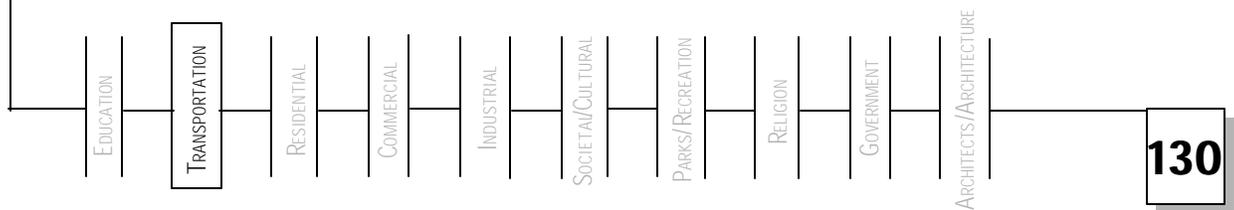
The effects of World War II on the automobile hit home in Rochester, as it did nationally. Rationing of gasoline, along with rubber and metal scrap drives, made car parts scarce, and grounded some drivers. The new, frugal economy which was imposed bumped up ridership on the subway. However, by 1941, the streetcar went under, suffering from constant fare increases and dwindling ridership.

The motor car had a plethora of effects on the built environment of Rochester. Buildings and developments were planned to accomodate the automobile.

The gas station evolved from a sidewalk pump to a sheltered service station selling gas, oil, car parts, and food items. The gas station was the first urban building to break the plane of building meeting street. New developments along street car routes developed recessed parking areas. Finally, the strip mall proliferated across the suburban landscape. These new developments promised the convenience of one stop shopping and guaranteed free parking, as the land was split between building and parking lot.

Aviation Air transport found a permanent home in Rochester in 1919 with the founding of Britton Air Field on Scottsville Road. From 1921 to 1929, the city developed the area, transforming farmland into airport, by building two hangars and a runway. The first use of the airport was the transportation of cargo, most notably mail. By 1931, the airport began to host regular commercial passenger flights.

As the airport and surrounding area expanded, hotels and restaurants were built for passengers. From 1937 to 1938, the airport extended its runways, added a control tower, and built the largest hangar in western New York. The county assumed control of the airport from the city in 1947, and further expanded the physical boundaries. The airport overtook a neighborhood of small homes to the north, and added substantial parking lots to facilitate the rise in automobile traffic to the site.



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Mortgages and Single Family Dwellings The American dream of home ownership has long been alive and well in Rochester. The single family home has been the residential building of choice for most of Rochester’s citizens since the late 19th century. Rochester builders and bankers were pioneers in granting mortgages to homeowners. Builders and bankers created “new easy-purchase

plans that enabled buyers to make modest down payments, and to carry the balance as rent.”¹

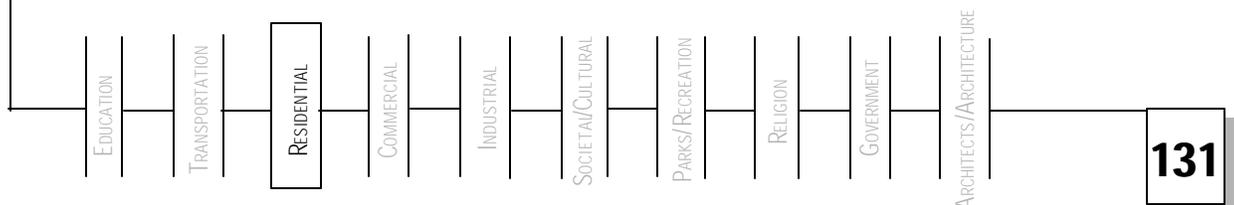


Arnold Park, 1908

The mortgage, however, became a blessing and a curse. While it allowed a large percentage of the population to buy single family homes, rental properties became scarce and rents rose. The building community had no incentive to build rental units when it made more money on single family homes. As Blake McKelvey pointed out, “one brick and three frame apartment buildings were erected in 1904, as compared to 517 dwelling houses.”²

Transportation Rail and the automobile facilitated the outward movement of popula-

tions from city centers. The first railroad suburb, Riverside, Illinois, outside Chicago, became the prototype for the lower density, periphery suburb. As rail became electric, and the streetcar took over, the suburb became affordable to the middle class American. In cities across the country, land



P^{AST} RESIDENTIAL

was bought and developed along streetcar lines. Finally, as the automobile became the prominent form of transportation, cities spread even further and the road, or lack thereof, became the only limit defining where suburbs could become established.

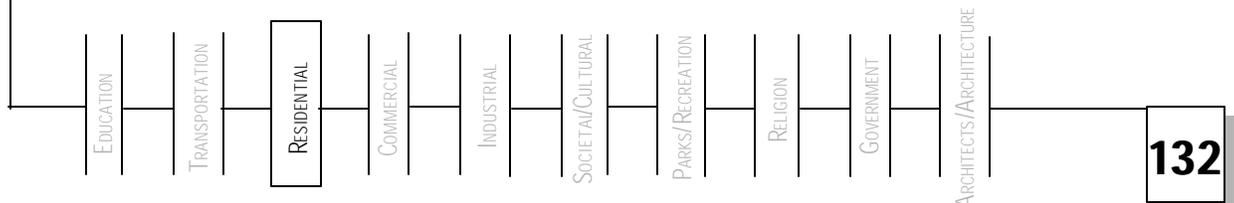
Rochester had two single family housing booms which coincided with the rise of new modes of transportation. Rail and the automobile facilitated the outward movement to tract settlements on the fringes of Rochester and into neighboring towns. In the 1880's and 1890's, the rise of the streetcar system enabled decentralization of the city while simultaneously devouring the remaining peripheral green space near city limits. The majority of this building boom was in the northeastern and southwestern wards. This first boom ended in the mid-1890's with 44% of Rochesterians owning their own homes. The second building boom lasted 11 years, from 1919 to 1930, and coincided with the rise of the automobile. With this second building boom, the outward migration had moved from the city outward to the surrounding towns.

Creating Utopias In the thralls of the Great Depression, people began to dream and design ideal living arrangements for life after the current economic collapse.

The Architect New housing ideas were invented during the low point of the Great Depression. Frank Lloyd Wright, suffering from a lack of commissions, "gave physical form to an idea that had been gestating for years, which he christened 'Broadacre City.'"³ Wright's central idea was to give the homeowner land to farm, uncongested roads to drive, and small factories to produce necessary goods. Wright's decentralized suburban utopia was



Fritz Lang's Metropolis, 1926



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one of the first city plans to address the automobile, even daring to embrace it. However unrealistic and impractical it was, Broadacre City was a more accurate preview of the future than The City Beautiful Movement or Fritz Lang's *Metropolis*.



Architect's Model, GreenBelt, MD

Broadacre City also represented the first time that Wright addressed housing for the middle class. He began to eliminate elements he thought to be unnecessary from the home, most notably the garage and the basement, in an effort to make well designed housing affordable to all. In a further attempt to keep costs down, Wright designed the houses of Broadacre City as prefabricated units, assembled from large sections on site.

The Government While Wright was designing his Usonian⁴ future, the United States government was working on its ideal housing plans for the future. The FDR Administration built three Greenbelt Towns: Greenbelt, Maryland (near Washington, D.C.), Greenhills, Ohio (near Cincinnati), and Greendale, Wisconsin (near Milwaukee). The primary purpose of these towns was to provide employment during

the Great Depression. However, the Greenbelt Towns were also innovative planned communities, designed to provide low-income families with economical housing.⁵ The Greenbelts adopted an avant-garde architectural style, using international style massings with art deco ornamentation. These towns followed the Wrightian ideals of decentralization and large open spaces.

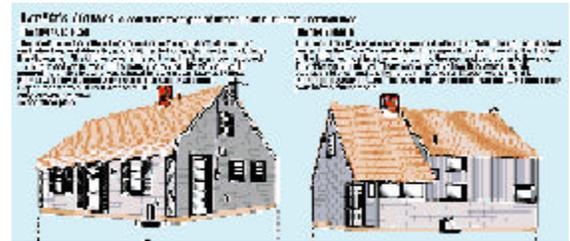


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During World War II, the government built 992 frame houses at the Greenbelt, Maryland site, for industrial workers producing war machinery. After the war, the government sold the properties to individuals, with some being sold to the Veterans Housing Committee in 1952.⁶



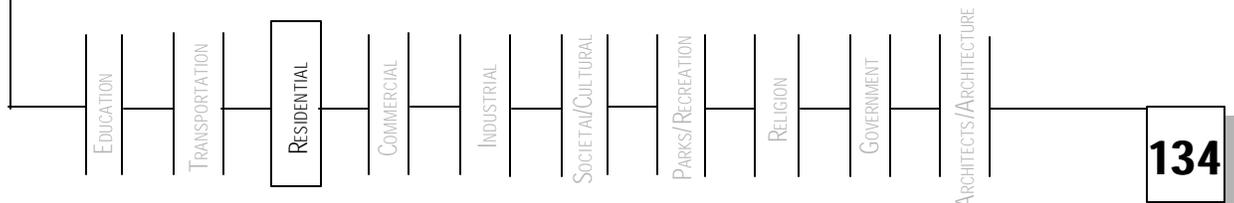
The Real Estate Developer In the years following WWII, the United States worked hard to house returning veterans. The immediate housing solution was initially solved by families providing for newly returned G.I.'s. However, as the baby boom and economic expansion were set in motion, new families looked to establish themselves.



Levittown, 1947

The need for housing was partially solved by the largest real estate developer in the country, Abraham Levitt and his sons, who created Levittown. "William Levitt, the mastermind behind the plan, bought thousands of acres of land outside cities such as New York and Philadelphia. On these vast stretches of property, Levitt organized the construction of entire towns."⁷ William Levitt promoted his construction well and people bought the homes before he built them. Homes within this community represented the ideal set up for returning veterans and their families.⁸

The federal government expedited Levittown-type developments through the office of the Federal Housing Authority. William Levitt priced his houses to fit within the FHA insured and guaranteed



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mortgage amounts, basically funnelling G.I. Bill and FHA money to his new, ideal suburbia. Thus, Levitt's suburbs became federally funded tract housing for veterans.

Constructing 'The Ghetto' During outward expansion, Rochester, along with other northern cities became a destination of many African-Americans migrating from the south. Many of the incoming blacks settled in northeast Rochester, an area with a strong history of immigrant settlement. Irish, Jewish, other European immigrants made the northeast their home upon arrival in the City. The northern migration of African-Americans began around the turn of the century when industrial leaders

hired them as strikebreakers. The migration picked up steam during the World War I as industrial jobs became available in the north.

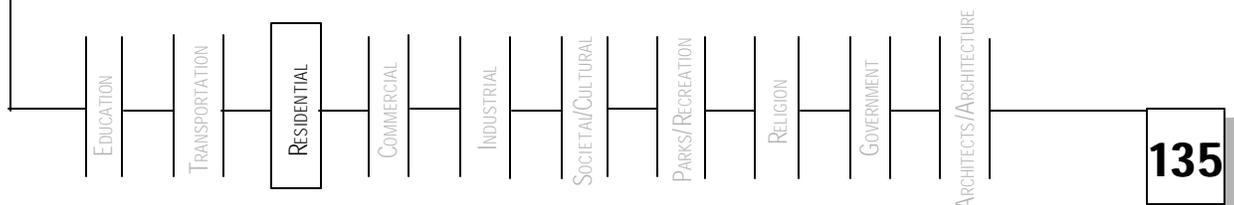


Rochester's Northeast Wards, 1908

The high density of migrating workers settling in cities created the ghetto. Efforts to expand the ghetto were met with physical resistance and confrontation from adjacent white neighborhoods. Jim Crow laws were enacted in some cities creating separate white/black neighborhoods. However, in 1916 the U.S. Supreme Court declared these laws illegal.

The federal government, during the Depression and under the Roosevelt Administration, assisted in creating the ghetto. Through the Home Owners Loan Corporation (HOLC) and the Federal Housing Authority (FHA), the

government created laws that either prevented African-Americans from acquiring mortgages through 'red-lining' (HOLC), or prevented them from mortgages through zoning and building regulations (FHA).





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African-Americans migrating from the south to Rochester found homes in two areas, the Seventh Ward and the Clarissa Street area. Toward the end of WWI, and throughout the 1920's, the population in African-American settlements expanded, but the geography did not. The population densities in the ghetto continued to rise. As production of war goods increased, so did the migration. By 1939, the only places available for the new, African-American workers was in "decaying central wards."⁹

After World War II, the local Better Housing Authority (BHA) began to build public housing. The public housing experience for African-Americans was much different from whites. As African-American populations in Rochester doubled in 1940 and 1950, the densities in the Clarissa Street area and the Seventh Ward continued to rise. In the late 1940's, the BHA attempted to build a 137 unit public housing project in the Twenty-Second Ward. However, the neighborhood association fought the construction because the majority of the inhabitants would be black. "Leaders of the 22nd Ward proposed that rather than moving the slum residents out to blight another district on the outskirts, the city should clear part of the 7th ward, and build new housing projects there."¹⁰ After much debate, and two resignations from the BHA, the housing projects were built in the northeastern 22nd Ward. However, by the time of construction, the number of projected units went from 137 to 392, yet no additional land was added. "This tripled the density of an already congested area."¹¹ This set a trend for the future of public housing for African-Americans in Rochester.

The riots in 1964 and subsequent Urban Renewal Projects leveled most of the African-American ghettos in Rochester. The northeastern wards adjacent to the Inner Loop and a majority of the Clarissa Street area were leveled and replaced with low-income, low-density public housing projects, thus keeping the African-American population in Rochester in essentially the same place.





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Housing During WWII The economy at the beginning of the 1940's benefitted from war production. The abundance of jobs, and surging employment, caused housing shortages across the nation. In Rochester, the large number of single family homes didn't help matters. While some local leaders wanted to convert large numbers of houses to apartments, the federal government, in an attempt to funnel materials to industrial war production, rationed building material for new construction. Also, landlords began to raise rent in the tight housing market, requiring the federal government to institute nationwide rent control. The only residential construction undertaken during this period was the random conversion of a house to a multiple family dwelling.

Housing Post WWII The housing shortage in Rochester became one of the topics for the Council on Post-War Problems. This council was composed of leaders from the city government, education, and local businesses, and was convened by the Chamber of Commerce. The Council forecast a very tight housing market for returning G.I.'s, and urged action be taken, whether in the form of adapting current housing stock, or building new, inexpensive apartments. However, nothing happened until the end of the war. As Rochester's veterans returned home, the city rushed to accommodate them:

"Rochester hastened in succeeding months to launch a number of temporary housing projects. It remodeled School No. 6 into veterans' apartments and completed the work on No. 18; it erected a series of Army barracks on Lyell Avenue and reconverted the older barracks on Cobbs Hill, which had previously housed German prisoners of war, for veteran use." (McKelvey, 181)





P^{AST} RESIDENTIAL

Rochester experienced its share of sprawl after the war. The undeveloped land at the outskirts of the city and in the adjacent suburbs was quickly transformed into Levittowns. The areas around Strong Memorial Hospital in the southern section of the city, and the border with Greece in the northwest contain the largest concentrations of G.I. Bill Cape Cod and Ranch-style tract houses.

Public Housing Rochester’s tight housing market produced two interesting housing solutions: Fernwood Park and Ramona Park. These apartments were funded by the Better Housing Authority and were designed as not-for-profit housing for G.I.s. The first of these to open, Fernwood Park, consisted of 147 units placed on a large, park-like parcel of land at the periphery of the city. Ramona Park, located near Kodak Park, was designed with fewer units, and on a smaller parcel of property.

- 1 McKelvey, *Rochester: The Quest for Quality*, pp. 165
- 2 Ibid
- 3 Wiseman, *Shaping a Nation: Twentieth Century American Architecture and its Makers*, pp.190-191
- 4 "Usonia" was Wright's name for the reformed American society that he tried to bring about during the last 25 years of his life.
- 5 [Http://www.otal.umb.edu/~vg/virtualgb/introduction.html](http://www.otal.umb.edu/~vg/virtualgb/introduction.html)
- 6 Ibid
- 7 [Http://www2.kenyon.edu/people/slomanj/roads.htm#levitt](http://www2.kenyon.edu/people/slomanj/roads.htm#levitt)
- 8 Ibid
- 9 McKelvey, *Housing and Urban Renewal: The Rochester Experience*, pp.25
- 10 McKelvey, *Housing and Urban Renewal: The Rochester Experience*, pp.19
- 11 Ibid



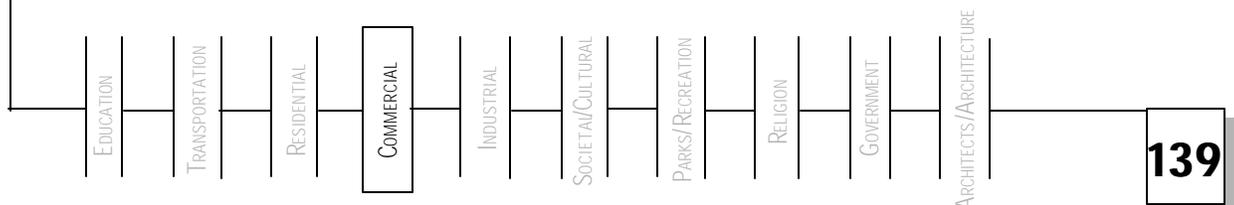


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Transit and Commerce In the 1890s, streetcar services proliferated throughout the country. The trolley allowed people to move farther away from the city, to inexpensive and less congested areas. Real estate developers rushed to build housing in the less expensive peripheral areas of cities, places now accessible by public transit. As people moved in, they soon needed simple retail services such as grocers and tailors. Developers responded by building commercial structures along streetcar routes. Rochester's development mirrors the national pattern.

Rail came to Rochester in grand fashion. By 1890, Rochester had completely electrified its urban rail service. The first commercial clusters outside of the Central Business District began to pop up along these rail lines, mostly in the northeast. "No other part of the city rivaled the 90 per cent growth of the four northeastern wards during the 1880's. First the horse car, then the trolley lines were extended through the underpasses to serve that rapidly expanding area."¹ Commercial buildings expanded past the New York Central Railroad, out into the streetcar suburb. The land along Clinton, Joseph, Hudson, and Portland Avenues became populated with new one, two, and three story commercial buildings. The commercial buildings of Rochester expanded along major transportation routes.

The Skyscraper The roots of the skyscraper can be traced to technology and real estate costs. With the density of the city rising along with real estate costs, buildings increased in height. "As mass transit spread, and as the population grew, the use of land in the urban core grew ever more intensive, making it mandatory for office buildings to reach higher."² Technological changes allowed new construction to rise beyond the average four story building. In the 1860's and 1870's, the first cast and wrought iron skyscrapers with load bearing walls began to go up in New York and Chicago, standing four times higher than the average buildings of the era.³ However, these office buildings conformed to the preexisting commercial context at street level, placing shops and restaurants in the base. This created a consistent arcade of stores and services at street level, strengthening the commercial core.





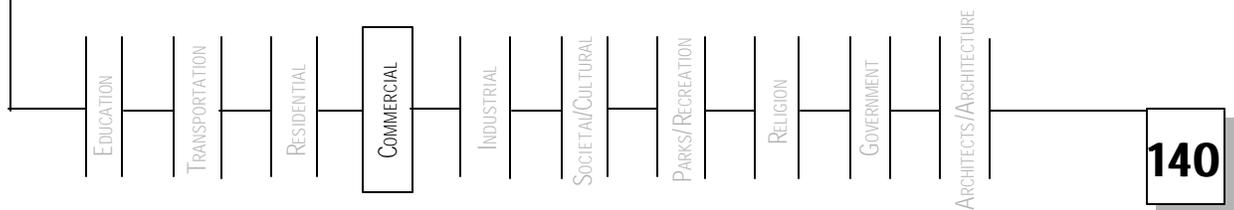
P AST COMMERCIAL

As Rochester grew throughout the second half of the nineteenth century, the downtown area was the desirable location for commercial businesses. This coveted area, along with new technology created the need for bigger and taller buildings. "If tall buildings were to be economical to build, and profitable to rent, valuable space could no longer be thus given over to bearing walls; the metal frame was the logical alternative."⁴ The new metal frame first showed up in Rochester in the late 1860's with the construction of the Powers Building. The Paine Building followed in 1873. It was a five story steel framed structure with commercial uses on the first level and offices above.⁵ These buildings were the first 'skyscrapers' in Rochester.

Through the 1890s to the 1910s, the skyscraper continued to retain many historic elements. Some precursors to the modern skyscraper did appear, most notably the Reliance Building by Burnham and Root in Chicago, and the Wainwright Building by Adler and Sullivan in St. Louis. However, the predominate form of the skyscraper during this period was a large base of ten to fifteen stories with a smaller shaft climbing from that point. Elements from different architectural styles - Gothic, Second Empire, Beaux-Arts - were then applied to these structures.

The 1920s brought large scale change to the skyscraper. The design competition for the Tribune Tower in Chicago, Illinois, received entries from around the world. American and international architects rendered their ideas of modernity and commerce for the built environment. The former tended to repeat the traditionalist designs of previous years, while the later removed many historical signifiers and ornament. The second place winner of the competition proved to be the most influential.

Eliel Saarinen's entry was "at once both traditional and yet progressive."⁶ The structure implemented some Gothic-type ornament, but more importantly made the masses of the skyscrapers appear as one. He "created a mass which gave the appearance of having sheer eroded planes, making a man-made mountain."⁷ Saarinen's building infused the Art Deco movement with new energy and design ideas.





PAST COMMERCIAL

The 1920s was a prolific building period in the City of Rochester. The skyscraper became commonplace. The decade started with the Sagamore Hotel (now East Avenue Commons apartments) and Rochester Gas and Electric Building being erected next to each other on East Avenue. These structures employ traditional designs, tripartite vertical divisions and Neo-Classical and Beaux-Arts elements are found on both buildings. The later half of the decade saw the Lincoln Alliance Bank Building, the Medical Arts Building, and an addition of three stories and a spire to the Kodak Tower.

Rochester's most notable skyscraper, the Genesee Valley Trust Building, was also built in the late 1920s. The building rises 12 stories, with a limestone exterior that slightly arches toward Exchange Street. The *Wings of Progress*, a sculpture rising from the twelfth floor up, is the primary feature of the structure. The building is listed on the National Register of Historic Places.

The Depression The commercial sector of the economy was hit hardest during the Depression. Across the country, banks went out of business at an astounding rate, causing the Roosevelt Administration to create multiple "bank holidays", during which people were no longer able to (access?) withdraw their money. Rochester fared better than other cities in the country. "All local banks had successfully weathered the financial crises of 1929, and the succeeding years."⁸

The lack of available money from banks, and a shortage of customers brought commercial building to a halt in the early 1930s. There were some exceptions, however. Rochester's Reynold's Arcade, originally a four-story trade and shopping area, burned down, and was rebuilt in one of the Depression's worst years, 1933. "The trustees of the Reynolds estate had the courage to replace the historic old Arcade with a modern new office building, eleven stories high, with a first-floor hall faintly



P^{AST} COMMERCIAL

reminiscent of the Arcade running back through its center to Corinthian Street. It represented almost the only hopeful accomplishment in the that depression year.”⁹ However, this was an anomaly.

The diner and the gas station were two other building types that avoided the tough economic times. “The boom amid the bust made the diners, along with motor courts and other roadside enterprises, an object of fascination, a safe investment, a seemingly recession-proof business.”¹⁰ Rochester saw numerous gas stations built along major thoroughfares in the mid to late 1930s. The J.B. Judkins Company built a new Sterling diner on West Main Street in the late 1930s. In general, Rochester persevered through the Depression with the commercial building stock constructed from 1890 to 1929.

Post WWII Retail and service industries followed the decentralization of populations after World War II. The new architectural form became the shopping plaza. The plaza usually contain ten to fifteen stores with ample parking for commuting shoppers. “Eager promoters of shopping plazas were likewise constructing new suburban focal centers, which gave an additional advantage to the automobile.”¹¹

The first of these plazas, Westridge Plaza on West Ridge Road, was completed in 1948, and hailed in the *Democrat and Chronicle* as “the newest trend in retailing.” Across the Genesee River, the East Ridge Plaza was constructed in 1949. Both properties are set back significantly from the road, with L-shaped plot plans. The structures employ glass storefronts and covered walkways. By 1950, Rochester Gas and Electric reported “that it had supplied light and heat to eleven new shopping centers, housing 170 stores, since the close of the war.”¹²

¹. Blake McKelvey, *Rochester: The Flower City, 1855-1890*, pp. 210

³. Ibid.

⁵. Schmitt, *Architecture and Architects of Rochester, NY*, pp. 45-46

⁷. Ibid.

⁹. McKelvey, *Historic Antecedents to the Crossroads Project*, 19-20

¹¹. McKelvey, *Rochester: An Emerging Metropolis*, pp. 201-202

². Leland Roth, *A Concise History of American Architecture*, pp. 161

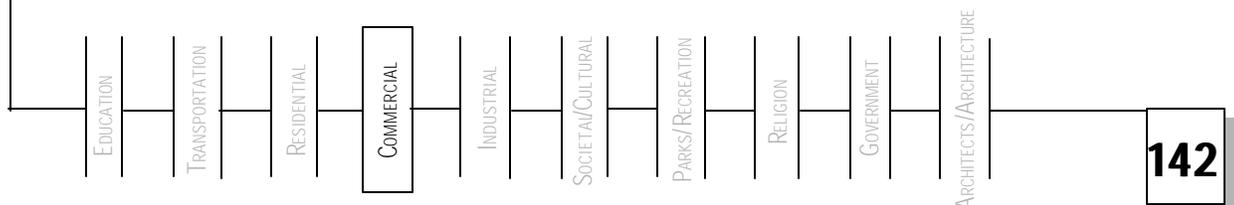
⁴. Leland Roth, *A Concise History of American Architecture*, pp. 177

⁶. Roth, *A Concise History of American Architecture*, pp. 246

⁸. McKelvey, *Rochester: An Emerging Metropolis*, pp. 19-20

¹⁰. Liebs, *From Main Street to the Miracle Mile*, pp. 219

¹². Ibid.





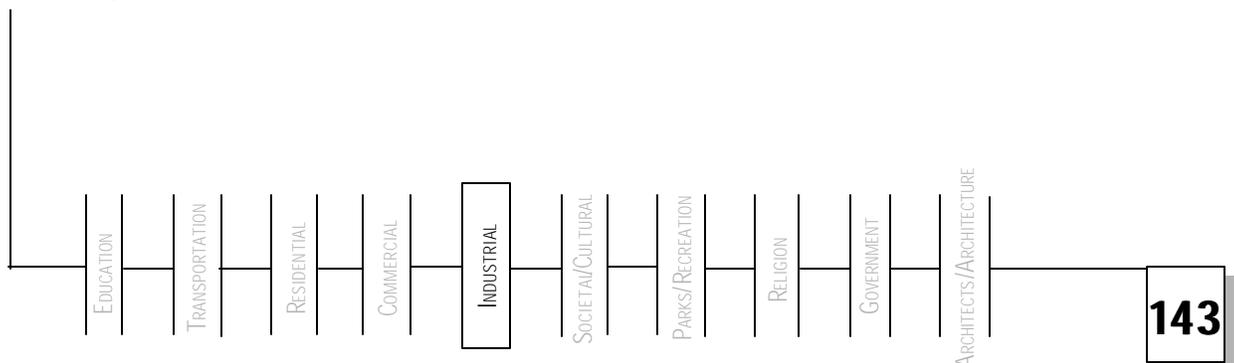
PAST INDUSTRIAL

The Rise to the Crash During the Roaring '20's, the United States economy rolled along at an unprecedented pace. From the turn of the century to 1930, industrial productivity increased fourfold, while agricultural output doubled.¹ The assembly line became the primary means of production, and by 1925, workers could produce a new Ford Model 'T' every ten seconds.

Rochester's largest industries provided ample working opportunities and produced various goods, most notably: women's and children's shoes, men's suits, automobile parts, and cameras and film. The light industrial sector was complemented by a heavy industrial sector which produced dental chairs, cars, rail signaling equipment, and radios. The Northeast Electric factory on Lyell Avenue invented and produced the electric starter for the automobile, and Stromberg-Carlson moved to Humboldt Street to concentrate on radio production. Hickey-Freeman, a Rochester based manufacturer of upscale mens clothes, built a plant at Avenue D and North Clinton Avenue in 1928.

The new mechanical workplace sped up production in the factory, and by 1929, Rochester was exporting twenty one million dollars worth of goods annually. Mechanization and electrification of the workplace created a culture of mass production, wherein goods were inexpensive and plentiful.² The difficulty of producing large quantities was selling large quantities, and this became one of the reasons for the stock market crash in 1929.

The Crash The stockmarket crash and onset of the Great Depression eased into Rochester. General Motors, which recently purchased Northeast Electric, announced that it would be moving a light plant, along with 900 jobs, from Dayton, Ohio, to Rochester. In addition, Ritter Dental, The Todd Company, and Eastman Kodak all announced new product lines and some plant expansions.





PAST INDUSTRIAL

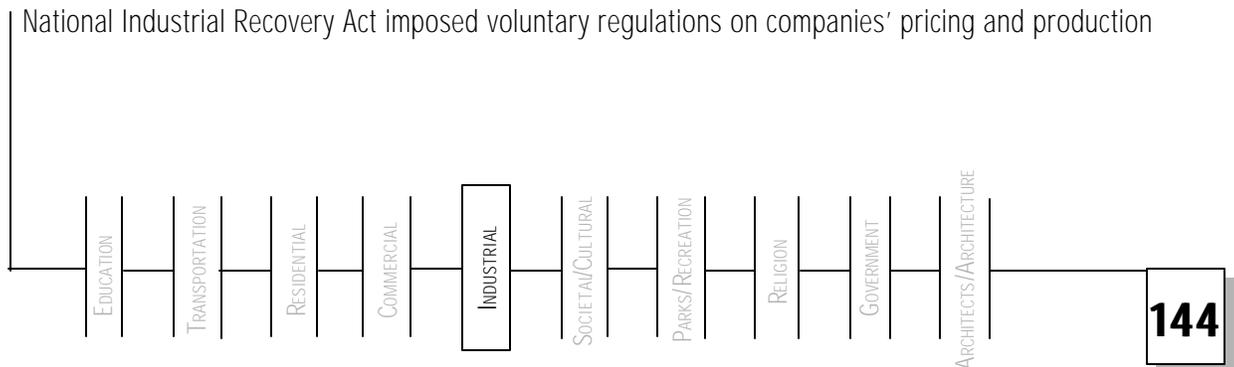
By 1931, it was a different story. There were 7,900 people employed through city work relief projects while estimates of idle, laid-off workers were estimated to be between 10,000 and 24,000.³ All economic indicators continued their downward spiral and by 1934, the lowest point of the Depression, there were 16,000 workers employed through City work relief projects. It became increasingly difficult to assess those laid off as, according to City Registers, many left Rochester.

The Unions An economic recovery in the mid-1930's created a new push for American labor organizations. The goal was to "organize unskilled workers in mass-production sectors, especially steel and automaking, into powerful industrial unions."⁴

The needle trades in Rochester were the first to unionize. In 1919, the Rochester Clothiers Exchange signed a contract with the Amalgamated Clothing Workers (ACW), and for a time the constant shifts in union power were stabilized. By 1928, ACW obtained a guaranteed forty hour work week from Michaels, Stern & Co. Rochester's largest employer, Eastman Kodak, avoided unionization of its workforce as it created policies and offered benefits that no union could match.

Rochester escaped the violence other cities endured when industrial workers tried to unite. Chicago and Detroit dealt with multiple riots as bigotted whites from poor, rural Appalachia, shared workplaces with newly migrated African-Americans from the south.

Climbing Out A combination of New Deal spending and policies, economic cycles, and military production helped the U.S. and Rochester out of the Great Depression. The Roosevelt Administration's National Industrial Recovery Act imposed voluntary regulations on companies' pricing and production



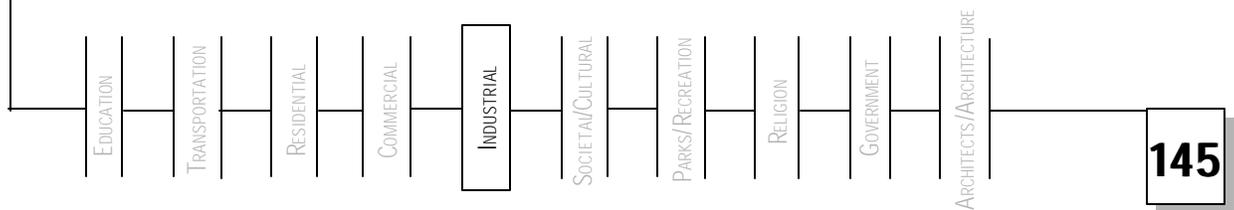
P^{AST} INDUSTRIAL

volumes. The goal was to curb the stockpiling of parts and goods and the cut-throat pricing that followed their production. In Rochester, Kodak and 150 other local firms signed on and agreed to the voluntary limits. Training programs and war machine production boosted factory employment locally to 68,000 in 1939. By 1940, Rochester businesses procured military contracts exceeding ten million dollars.

Company	Contract/Product
Bausch and Lomb	Telescopic sights and fire control materials
Stromberg/Carlson	Telephone switchboards
Taylor Instruments	Medical equipment
Rochester Clothiers	Overcoats and uniforms
Rochester Products (GM)	Electrical aircraft parts
General Railway Signal	High-explosive shells
Eastman Kodak Company	Numerous war supplies, ammunition
Symington/Gould	Built plant to produce tanks

During WWII The economy at the beginning of the 1940's benefitted from war production. The heavy manufacturing facilities around the country were converting to military production of everything from airplanes to ammunition. In Detroit, the Ford Motor Company began to produce the B-24 bomber. The assembly lines produced one new plane every 63 minutes. Meanwhile, west coast shipyards produced everything from destroyers to hospital ships, and industrial plants in southern California built engines for fighter planes.

Rochester received its fair share of government contracts, and it was estimated that six billion dollars was pumped into the local economy from government contracts. Eastman Kodak expanded Kodak



PAST INDUSTRIAL

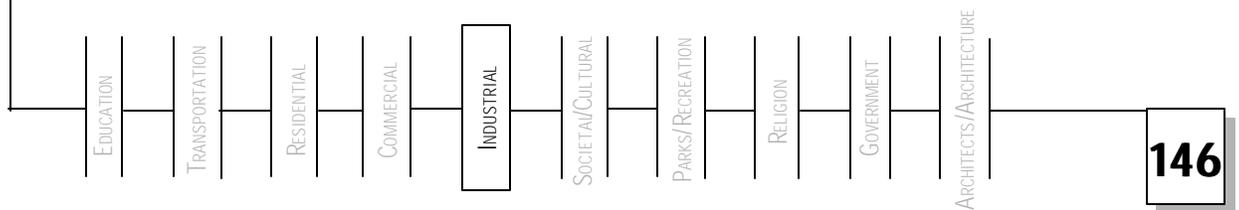
Park, Symington/Gould built a factory to produce tanks, and fourteen other local firms produced parts for the B-29 Bomber.⁵

Rosie the Riveter The Armed Forces drafted soldiers at an ever increasing rate throughout the 1940's, and the factory jobs they left behind needed to be filled. The new industrial worker became Rosie the Riveter, the woman left to fight the war on the homefront, as her brother, father, uncle, and son went to war. In Rochester, the rates of female employment were astounding. By 1943, forty percent of the local industrial workforce was female as opposed to ten percent nationally.⁶



After WWII Industry in Rochester continued to thrive after World War II. One of the largest industrial facilities, The Bond Stores clothing factory on Goodman Street opened in 1947. At the time of its construction the factory was proclaimed to be the largest clothing production plant in the world. Case Hoyt opened a new building on Saint Paul Street in 1948, and that same year, the General Motors Delco plant was constructed on Lyell Avenue.⁷

¹ Kennedy, *Freedom From Fear*, pp. 30
² Ibid
³ McKelvey, *Rochester, An Emerging Metropolis*, pp. 88
⁴ Kennedy, *Freedom From Fear*, pp. 289
⁵ McKelvey, pp. 152
⁶ McKelvey, 163; Kennedy, 392
⁷ McKelvey, *Rochester, An Emerging Metropolis*, pp. 207-209



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P^{AST} SOCIETAL • CULTURAL

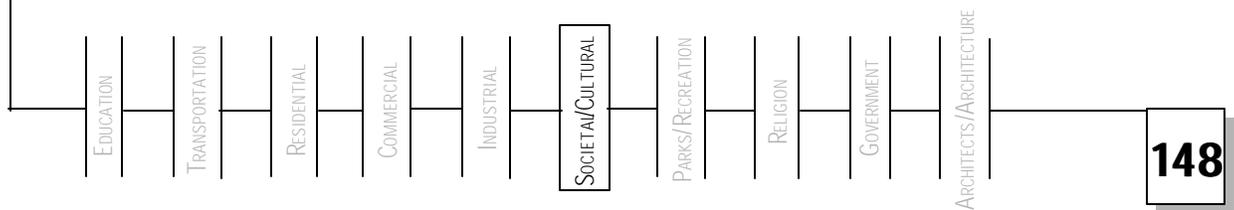
Rochester's Harlem Renaissance happened on Clarissa Street in the Third Ward. As the new rich moved to East Avenue, the old "ruffled shirt district" became less expensive, providing affordable rents to poor African-American migrants from the south.

Clarissa Street became the most densely populated African-American settlement in the city, and soon after their arrival, African-Americans began to set up and own businesses. Two African-American businessmen, John Green and Edward Jackson, became the first black real estate brokers in the city, starting the Empire Realty and Mercantile Company in the 1920's.

Womens' Rights During the 1910s, a large suffragette movement, beginning in western New York State, swept the country. Rochester's Susan B. Anthony was at the center. The U.S. Congress passed the 19th Amendment, granting women the right to vote, in 1920. Soon after, the National Women's Party attempted to obtain passage of the Equal Rights Amendment passed, and eliminate all discrimination based on sex. The legislation was introduced in 1923, but never became law. It has introduced every year since, and in 1972, Congress passed the law. However, the amendment was never ratified by the thirty eight state majority needed to make the E.R.A. the twenty-eighth amendment.

Fraternal Orders/Benevolent Societies Nationally, the popularity of fraternal orders began to fade during the 1920s. Clubs and organizations lost favor due to complicated admissions practices and standards. The Great Depression brought most of these clubs and lodges to extinction. For the orders that survived the Depression, the philanthropic and social activities associated with fraternal clubs became the focus, and rituals of membership were usually abandoned.

Conversely, benevolent societies in Rochester contributed to the built environment in the first forty years of this century. The Salvation Army, the Elks, the Masons, and other socially conscious organiza-





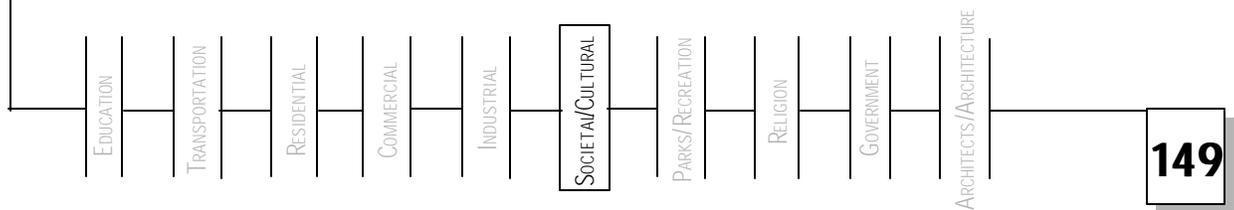
P^{AST} SOCIETAL • CULTURAL

tions built or appropriated structures to house their members. The majority of these buildings were centrally located downtown. “The scope of fraternal orders was further limited by the increasing urbanization of American life that became especially marked during the first decades of the 20th century. As cities and towns grew, they offered a multitude of social activities with a consequent decline in the need for the social functions performed by the fraternal orders.”

Radio The 1920’s also produced the first radio stations and radio manufacturing companies in the United States. These companies were a direct outcome of technology developed before the First World War, and the marketing of electronics companies afterward. General Electric, Westinghouse, and RCA began broadcasting in order to promote the sale of radios. American Telephone and Telegraphic (AT&T), on the other hand, created the prototype for the current radio business model by charging advertisers for broadcast time.

Commercial radio in Rochester began with WHQ broadcasting from the top of the Times-Union building in 1922. The station was funded by Frank Gannett and his news organization, and became WHAM within six months of its inception. A competing station, WABO, which originally broadcast church services from Lake Avenue, became WHEC. Both of these broadcast stations still exist in Rochester; WHAM remains a radio station, while WHEC became a television station. In 1929, Rochester’s Stromberg/Carlson Company switched from the production of telephones to radios. To accommodate production, it built a large plant on Blossom Road.

Live Theater/Movie Houses Live theaters proliferated throughout downtown Rochester during the early 1900’s. They were distributed along Main Street and North and South Clinton Avenues. The majority of the live theaters hosted a combination of musicals, plays, and vaudeville shows. As motion pictures gained prominence and radios entered the home, live theaters began to close. Within two





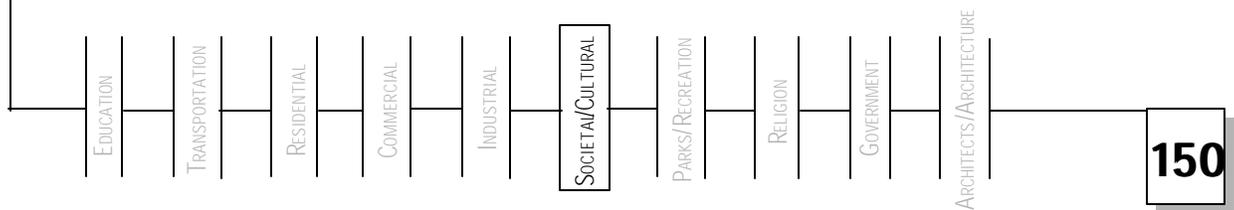
P^{AST} SOCIETAL • CULTURAL

years, three major Rochester theaters were demolished: The Lyceum, The Corinthian, and The Gayety. Movie houses started appearing throughout the city. By 1949, there were twenty three neighborhood theaters, and seven drive-ins. There was also a brief live theater resurgence, as the six remaining playhouses undertook renovations after the war. Neighborhood and drive-in theaters became the standard of the 1940's and 1950's.

Cultural Institutions Three of Rochester's major cultural institutions began in the study era - The Landmark Society of Western New York, The Rochester Broadway Theater League (RBTL), and The Lilac Festival - and all continue to operate today. The Landmark Society was established in 1937 by Ms. Helen Barry, and headquartered in the Campbell-Whittlesey house. In 1936, the RBTL began using the Auditorium Theater to stage traveling versions of current Broadway hits. Finally, the Lilac Festival, which began in 1909 as Lilac Sunday, was first promoted as a regional event in 1936.

USO/Red Cross Two non-governmental organizations, the USO and the Red Cross, were important social forces in Rochester during World War II. The Red Cross opened a support depot on South Plymouth Avenue that provided donated clothing and goods to refugees abroad. The Red Cross also pushed the University of Rochester to double its enrollment of nursing students, and operated one of the more successful blood banks in the country.

The other World War II organization benefitting Rochester society was the USO. The United Services Organization, is a volunteer social service agency that helps meet the needs of U.S. armed services personnel and their families. During the war, the USO provided centers for entertainment and other services. There were two separate USOs, one for African-Americans and one for Euro-Americans. The





P^{AST} SOCIETAL • CULTURAL

Carver House, on Ormond Street, was the African-American USO. The house was a center for the African-American community beginning at the turn of the century, when the migration to northern industrial cities began.

The 1940's began with a society wanting to stay out of the war, and ended with McCarthyism. Pacifism was the initial U.S. reaction to World War II. Ethnic and religious groups in the States offered relief assistance to refugees. The USO typified this movement, as multiple religious and benevolent societies came together to aid servicemen at home and abroad.

After WWII, a fear of communism developed as a threat to "the American way." Joseph McCarthy became the personification of this fear with his national witch-hunt for suspected communists, and people he thought posed threats to the security of the United States.

Television WHAM, Rochester's radio pioneer, became the first television station. Stromberg/Carlson, a local manufacturer of radios, owned WHAM, and they built the new "Rochester Radio City" on Humboldt Street in 1947. The structure contained both radio and television broadcasting studios. Television went on the air in Rochester early in May, 1949. By the summer of 1949, there were 2,000 television sets in the City, by January of 1950 there were 120,000.



P_{AST} ● ● ● PARKS • RECREATION

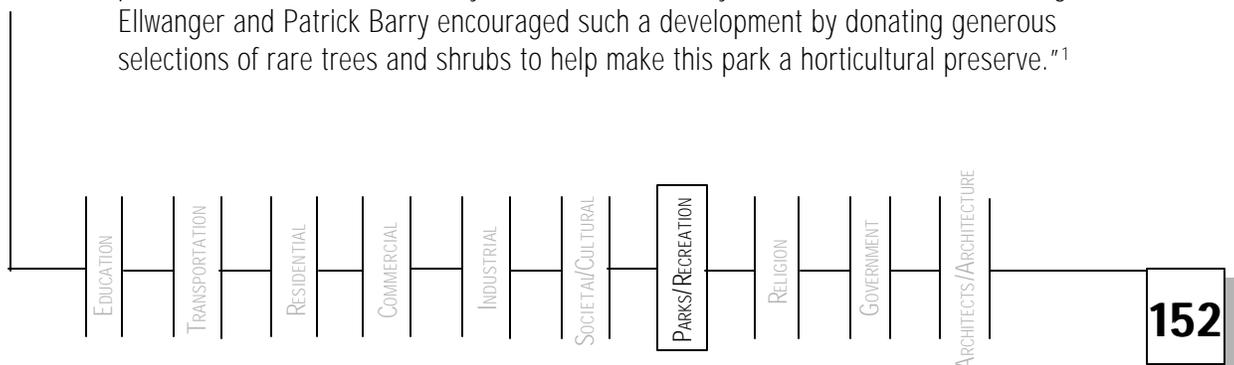
Rochester’s park system was largely developed before the beginning of the 20th century. The New York State Legislature appointed a Parks Commission to the City of Rochester in 1888. The Parks Commission hired multiple consultants to determine the placement, size, and distribution of the new parks system.

The First Parks The initial ideas for the first parks varied. Some on the Parks Commission wanted to develop a new park near the reservoir on South Avenue using land donated by Ellwanger and Barry. However, the Common Council initially rejected the offer because acquiring more land around that site was expensive.

Other plans called for a landscaped roadway that circled the city with smaller parks adjacent. It was Frederick Law Olmsted’s proposal for a north park and south park along the Genesee River that eventually won Parks Commission support. The Commission bought over 400 acres of land with money raised from bond sales, and created Seneca Park to the north, and Genesee Valley Park to the south of Rochester.

Additions were soon to follow as George Ellwanger and Patrick Barry donated further lands for the creation of Highland Park.

“It was at Highland Park that Olmsted’s conception of ‘an idealized rural landscape’ received its greatest expression. Rochesterians had been accustomed for decades to delight in the blooming fields and gardens of local nurserymen, and it seemed most fitting that this park should take over the display functions formerly served by the park’s donors and other nurserymen now crowded beyond the cities borders. George Ellwanger and Patrick Barry encouraged such a development by donating generous selections of rare trees and shrubs to help make this park a horticultural preserve.”¹





P^{AST} PARKS • RECREATION

Highland Park quickly became the gem of Rochester’s park system. Its wide variety of plantings and delicately manicured facilities earned favor with many citizens. Rochester attracted an estimated 25,000 people for the inaugural Lilac Sunday in 1909.

A Second Round of Parks Expansion In the early 1900s, the Rochester Park system underwent a great expansion. In 1904, Seneca Park split, and the park on the western bank of the Genesee River gorge became Maplewood Park. A year later, through a donation from George Eastman, the City obtained part of the Cobbs Hill area. The largest donation, however, came in 1907 as Eastman, along with Dr. Henry Durand, donated 484 acres with nearly one mile of beachfront, in the far northeast, to the City Parks Commission. The land became Durand-Eastman park.

The City expanded the parks again in 1911, buying the land that once housed the State Industrial School and turned it into what is now known as Edgerton Park. Also in 1911, the Lamberton Conservatory was constructed at Highland Park. One of the final acquisitions of the Parks Commission was Ontario Beach Park. The area was once used as an amusement park, but converted to a beachfront park in 1925.

The Zoo in Seneca Park The zoo started as rather unorganized housing for various animals. In the summer of 1897, temporary bird cages and animal shelters were built at the park, and the animals became a major attraction. In 1902, the City constructed 150 permanent animal shelters and cages. The zoo expanded in 1931, adding more permanent structures to house newly acquired animals including various large cats, kangaroos, monkeys and birds.



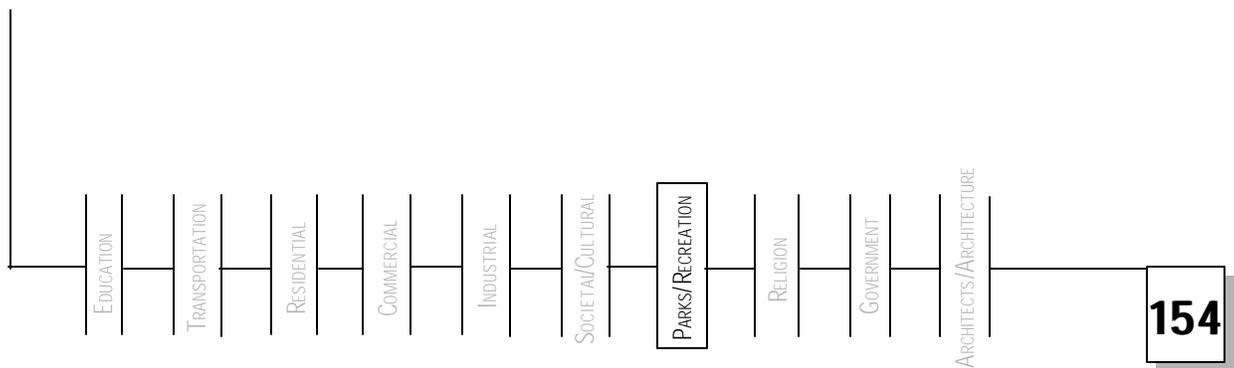


P^{AST} PARKS • RECREATION

Playgrounds It wasn't until the turn of the century that the City began to develop playgrounds. In 1902, the Children's Playground League was formed, and the group selected Brown's Square as the site for the first playground. After initial opposition, the playground opened and became a success, prompting other sections of the City to ask for their own. In 1908, the City opened a playground on Front Street. The City began to add playgrounds to schools with larger lots, and by 1909 six school playgrounds reported total attendance of 255,256 children.² By 1927, the City of Rochester operated 43 playgrounds.

Depression and World War II The City parks system maintained existing parks through the Great Depression. The City used some money from Works Progress Administration (WPA) for maintenance of grounds and construction of several new structures including several picnic shelters and fireplaces. The City of Rochester's larger scale projects were the amphitheaters in Highland Park and Ontario Beach, various zoo buildings, a Natatorium on South Avenue (just inside the current Inner Loop), and a boat livery in Genesee Valley Park, all built with federal relief funds between 1931 and 1939.

1. McKelvey, *An Historical View of Rochester's Parks and Playgrounds*, pp. 6
2. McKelvey, *An Historical View of Rochester's Parks and Playgrounds*, pp. 16





PAST RELIGION

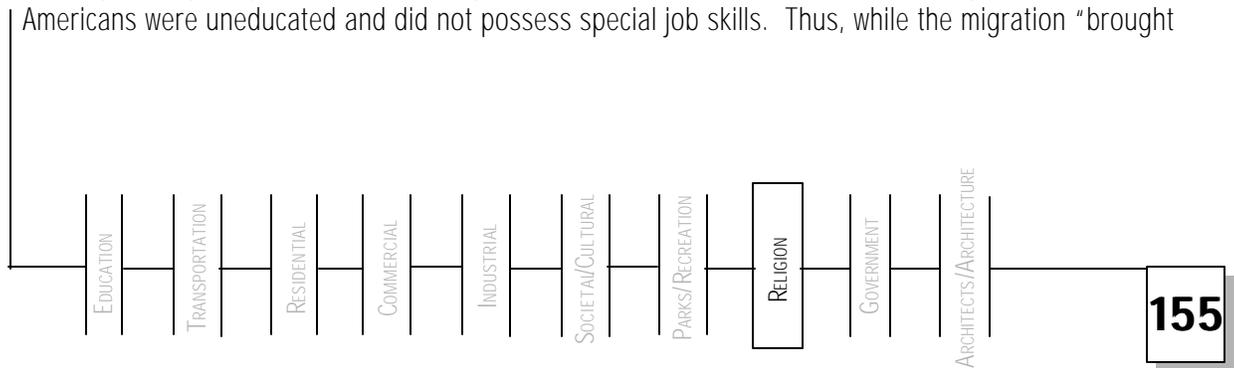
Increased membership in religious congregations began in the 1890's and continued through the 1920's. New temples and churches were built to accommodate growing congregations. Following the national pattern, Rochester's Christian and Jewish populations grew and absorbed many new European immigrants. The African-American populations arriving from the south began to establish their own presence.

African American Faith Communities The first traditional African-American churches were built in Rochester by Zionist Methodist, and Baptist congregations. These structures were not adapted or re-used; they were built by the African American assemblies. The Zion African Methodist congregation replaced their wood-framed building, at the northeast corner of Spring and Favor Streets in the Third Ward, with a more significant brick structure in 1907. The Mt. Olivet Baptist Church was built on the site of Old Saint Georges Hall, and served another African American community in the South Avenue Area.

These were important milestones for the African American community:

"Historically, the Black Church has been the center of African American life. Mainstream political, educational, business and social opportunities were largely closed to Blacks. African Americans had to organize and develop their own institutions, traditions and appropriate forms of social and cultural expressions. Much of this development reflected the teachings learned and experience gained in the Black Church. Many distinctive African American cultural contributions - such as music, thirst for freedom, protest, etc. - also stem from that Black Church Experience."¹

Many African-Americans migrated north during World War I and after, to look for new industrial work. The migration greatly affected black religious settlements in the north. The incoming southern African Americans were uneducated and did not possess special job skills. Thus, while the migration "brought





PAST RELIGION

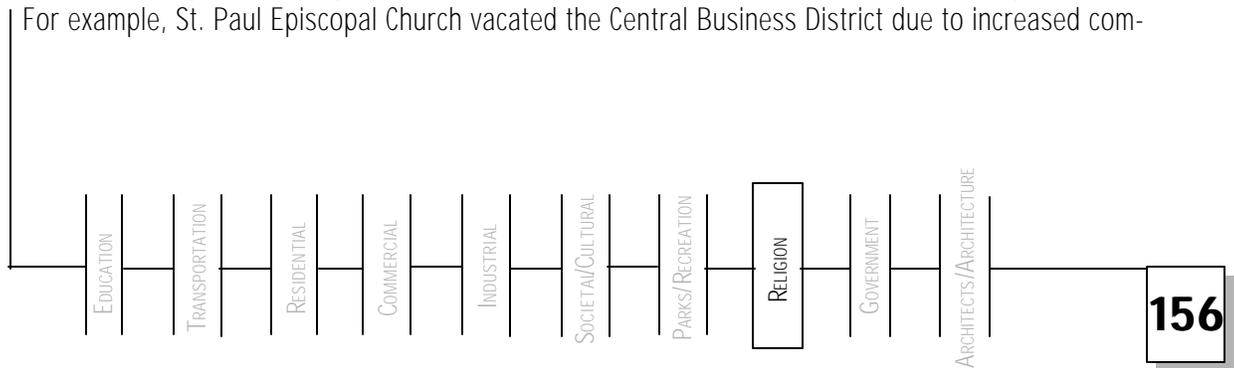
new vitality, it also brought new problems. Cheap taverns and dance halls sprang up to cater to southern African Americans, and they established new churches (often called storefront quarters) that rivaled older, more traditional black churches.”²

The storefront churches came to Rochester’s northeast in the 1920s. Blake McKelvey wrote, “Within the next twenty years, a half dozen other Southern Baptist congregations made their appearance in the area. Some of these other small religious bodies were content at the start to hold their meetings in a loft or an empty store.”³ Today, storefront churches remain a fixture of Rochester’s built environment.

Immigration Although the Immigration Act of 1924 significantly curbed immigration to the U.S., the influence of European immigrants was already established. European groups were no different than other immigrant populations; they clustered together, and soon after their arrival, built houses of worship to accommodate their religious beliefs. Rochester’s religious heritage differs only slightly, as Blake McKelvey points out, “the Italians did not immediately establish their own churches and schools.”⁴

During the 1910s, ten new parochial schools opened in Rochester. New congregations developed on the periphery of the city, along transportation routes. The architecturally significant churches of Saint Monica’s, Saint Francis Xavier, and Holy Rosary were built.

By 1915, Rochester had 145 houses of worship, many of which retained excellent architectural integrity. Some religious congregations moved and built new facilities as new areas of the city were settled. For example, St. Paul Episcopal Church vacated the Central Business District due to increased com-





PAST RELIGION

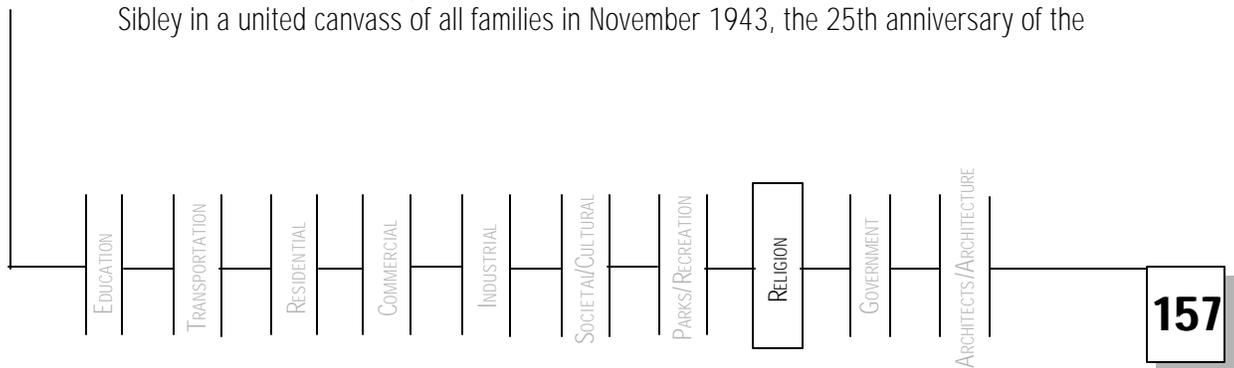
mercial encroachment. The congregation moved to East Avenue and built a new Gothic church.

The 1920s was largely a time for educational expansion for religious groups. The Beth Jehudah Center opened on Saint Paul Street, serving as both a community and educational center. Aquinas, Nazareth, and Mercy High School for girls opened during this period. The three new Catholic churches built in the 1920s, Saint Ambrose, Saint Charles Borromeo, and Saint Teresa, all had school houses built on site.

The Depression Few major buildings were constructed in the 1930's because of the depression. Money was tight, with the exception of federally funded projects that provided work to the unemployed. The Catholic Diocese needed to consolidate two churches during the 1930s, Saint Francis Xavier, and Our Lady of Sorrows. "The city's churches, 188 in number, reached well over half its residents in 1930. Their combined outlays, around \$4 million annually, soon felt the pinch of hard times, yet they continued to command wide resident support and ended the decade in a thriving state."⁵

Religion in the 1940s

"Like most other organizations, the churches of Rochester devoted much energy to the war effort. Rochester trends reflected the rising tide of church memberships throughout the country, and Asbury-First Methodist announced plans for the erection of a new edifice farther out East Avenue at the close of the war. Local Jewish groups also saw a new responsibility looming ahead as they faced the task of helping to rebuild a new Zion in old Palestine. A third of the city's Protestant churches joined under the leadership of Harper Sibley in a united canvass of all families in November 1943, the 25th anniversary of the

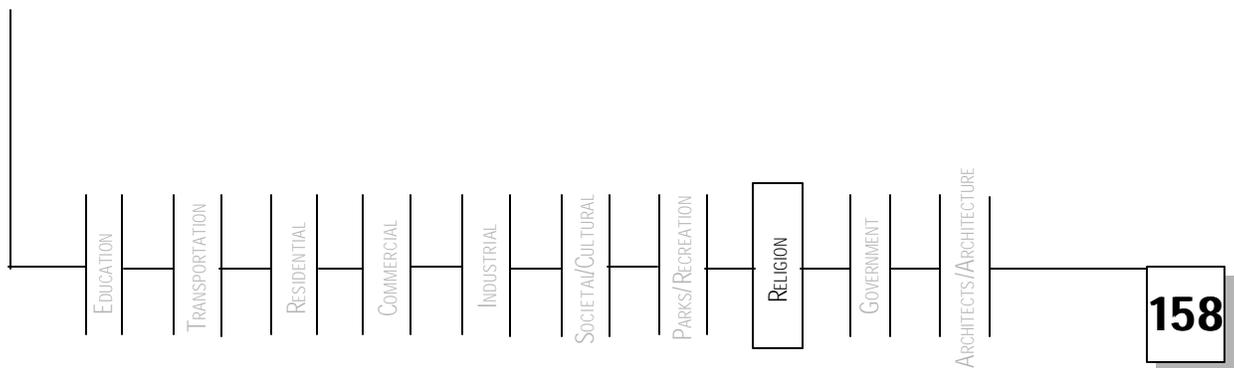


PAST RELIGION

local Federation of Churches. Two interfaith conferences early in 1945 considered various aspects of the problem of rebuilding a Christian society in postwar Europe.”⁶

After the war, religious congregations in Rochester “appeared to have lost their relevance to the urban scene. Several churches, responding to the outward migration of their members, built fine new edifices on the outskirts - Asbury Methodist, First Baptist, Temple Beth-El - among others.”⁷

¹ Schmitt, *Gain' North*, pp. 12, Rochester History, Winter 1992
² Microsoft Encarta Encyclopedia, 1999 CD-ROM Edition
³ McKelvey, *Rochester's Near Northeast*, pp. 17
⁴ McKelvey, *History of Italian Americans in Rochester*, Rochester History, pp.6
⁵ McKelvey, *Rochester: An Emerging Metropolis*, pp. 104
⁶ McKelvey, *Rochester: An Emerging Metropolis*, pp. 169
⁷ McKelvey, *Rochester on the Genesee: The Growth of a City*, pp. 225





P_{AST} ● ● ● G O V E R N M E N T

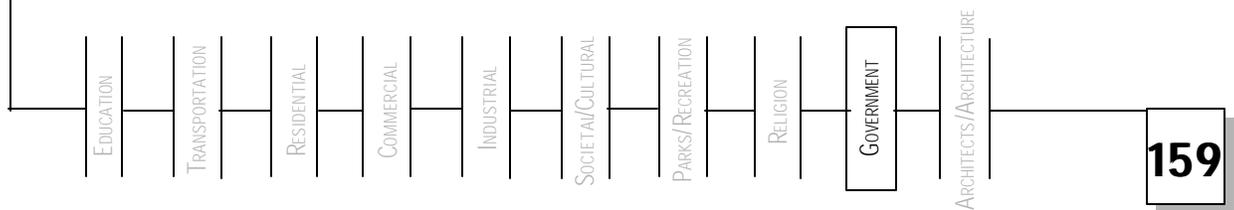
National, State, and local governments experienced unprecedented change between 1929 and 1950. The U.S. government became a more active body, responding to crises both at home and abroad. Meanwhile, the City of Rochester’s government attempted to redefine itself and its role in the city.

Economy The onset of the Great Depression changed the role of U.S. government forever. The initial response by the Hoover Administration to the Depression was to stay the course, on the premise that all economic fundamentals were sound. President Hoover believed that government intervention, in the form of monetary welfare, would only increase people’s reliance on the federal government, and would not give America sufficient incentive to pull out of the Great Depression. Hoover’s lack of direct action, other than emergency loans to banks and industry, became his electoral downfall, and the electorate voted him out of office in 1932.

The lack of action by the federal government forced the State and local governments to do something about the economic downturn. The State, then run by Franklin Delano Roosevelt, formed the Temporary Emergency Relief Agency (TERA) and issued loans and grants to counties and municipalities, which would match the state funds. The City of Rochester received \$750,000 from New York State in 1932, and matched the money. Rochester, along with the rest of New York State was a testing ground for FDR’s New Deal policies.

The U.S. administration of Franklin Delano Roosevelt ushered in the era of the New Deal within its first 100 days. The federal government became proactive in dealing with the Depression. “The New Deal produced a wide variety of programs to reduce unemployment, assist businesses and agriculture, regulate banking and the stock market, and provide security for the needy, elderly, and disabled.”¹

New Deal agencies and initiatives benefited Rochester by the middle of 1933. The City embraced the emergency funds, most notably the Civilian Conservation Corps (CCC), and Public Works Administration





PAST GOVERNMENT

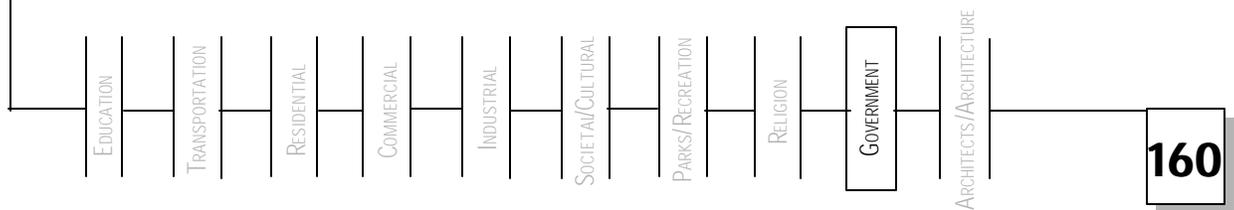
(PWA) money. The City either employed or sent 2,100 young men west through the CCC and received two and one half million dollars from the PWA, all by the end of 1933.

The second round of New Deal initiatives introduced the Works Progress Administration (WPA). The WPA funded everything from roads to parks to paintings. In Rochester, the WPA paid some construction costs for the Rundel Library, Rochester Museum and Science Center, and some smaller parks.

World War II helped the country, and Rochester, out of the Great Depression. The industrial production required to equip armies supplied more jobs than government relief programs. From 1939-1945, the largest manufacturing companies in Rochester received ten billion dollars in federal war production contracts. The United States government gave several awards to local manufacturers for the speed of productivity and the quality of new war machines.

Housing The HOLC and FHA, two New Deal agencies, became the primary purveyors of suburbanization. Through their policies, mortgages became insured, granting low and moderate income households access to home ownership. The HOLC's guidelines for granting and insuring mortgages involved point systems and questionnaires that considered location, occupation, race, and durability of the property. The outcome was "red-lining," the exclusion of African Americans and inner-city properties from loan eligibility. The FHA furthered these policies by only allowing mortgages for new construction with predefined setbacks, lot sizes, and other preset parameters.

The loan policies of the FHA and HOLC are seen in many areas of Rochester, specifically in the northwest, near the border with Greece, and the southwest, near Strong Memorial Hospital. These two areas show housing types most often supported by government agencies, with street after street of similar houses with nearly identical setbacks and lot sizes.





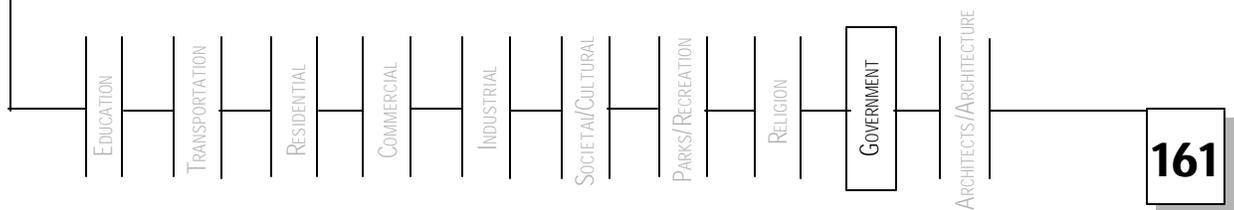
P^{AST} . . . G O V E R N M E N T

Rochester had very few new buildings constructed between 1939 and 1945 because the U.S. Department of War limited new construction to buildings necessary to sustain the war effort. During World War II, the city and county government worked hard to find housing for the new industrial workers from rural areas and the south, and the local government turned some older mansions into multiple family dwellings. Following WWII, the city rushed to convert buildings into apartments and began to build not-for-profit public housing trying to house returning soldiers.

City and Transportation Planning The early part of the twentieth century brought changes in city and transportation planning. The synchronous arrival of large-scale projects, both public and private, brought the need for planning and zoning to the forefront. Rochester fought to enact crude zoning laws in 1919, but builders routinely ignored most laws. In the 1920's the city grappled with rail, subway, street, and airport expansion and extensions, along with a Central Business District (CBD) and residential building booms. These actions, along with ongoing coverage of planning issues by the local press, brought the idea of a comprehensive city plan to fruition.

To prevent piecemeal development, the City hired Bartholomew and Associates to create a comprehensive plan. The firm presented the city with six reports over two years. The city pursued some of the plan's outlines. The Rundel Library site, some roadway expansions and parking garages, and eventually the War Memorial and Arena site all resulted from the Bartholomew plan.

In 1947, the city produced a new transportation plan. Titled *A Report of Rochester's Major Street System*, the plan outlines a 15 year, \$55 million project to create 12 new expressways. While not all freeways were built, Route 104, I-390, I-490, I-590, and the Inner Loop were direct outcomes of this study. The 1947 report made no mention of public transportation. All street plans were based on the automobile.





PAST ●●● GOVERNMENT

Societal and Cultural During the second half of the 1930's, the federal government provided arts funding through the WPA. From 1936-1940, the federal government created the Federal Writer's Project, which included the Folklore Project. These projects allowed writers to record an individual's or family's history. A majority of the funding went to writers in New York City.

The government also provided jobs for artists. The WPA funded fine arts classes that employed and educated citizens. Other funding went toward murals and public art. Rochester received some arts money, and most of the funding provided free classes to local citizens. Also, Madison and Charlotte High Schools were the sites of large-scale WPA murals. The murals now reside in Washington, D.C.

The end of World War II brought the rise of the Stalin regime in Russia, Mao Tse-tung in China, and soon after, The Korean Conflict. These events fostered a fear of the spread of communism. In America, this was manifest in the activities of Senator Joseph McCarthy. In 1950, the Senator made accusations that over 200 Russian spies worked for the U.S. State Department. Over the next 4 years, the Senator attacked and accused people from Hollywood to Washington D.C., without any challenges or investigations. McCarthy's downfall came in 1954 when he accused U.S. Army brass of being traitors.





Future Recommendations

FUTURE RECOMMENDATIONS

The Future There are three factors that will determine where architecturally and historically relevant properties and districts will be found in the future:

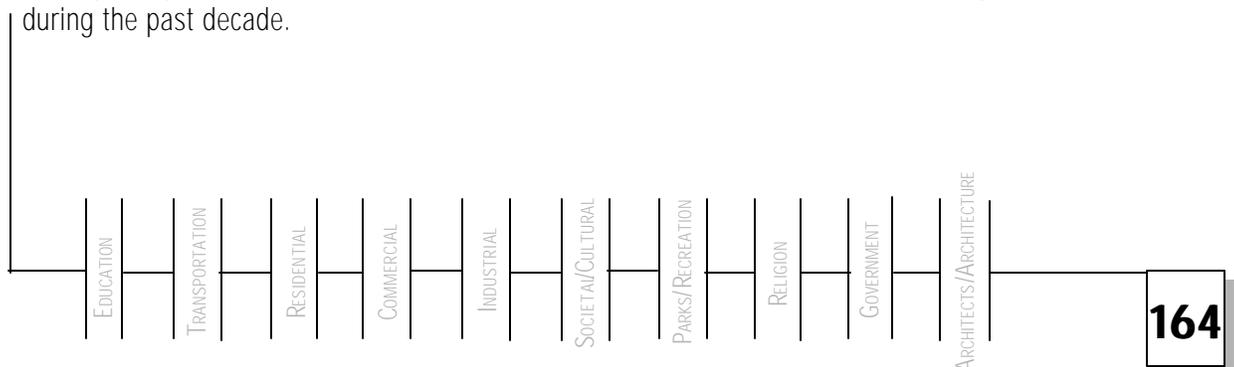
1. Forces that may influence development of older areas.
2. The study of the decade 1950 to 1960.
3. Geographic areas or individual properties noted for their integrity during the 1999 survey.

Possible Influences The potential influences that may determine eligibility for local, State, and national listing will come from varying areas, but most notably societal and demographic shifts, and governmental planning.

There are two major demographic shifts occurring in Rochester, and they coincide with national trends. The Baby-Boomer population is growing older, and the Hispanic population is growing exponentially. These two shifts may manifest in the built environment in multiple ways.

The Baby-Boom generation are becoming empty-nesters, and according to American Demographics Magazine, they will retire to rural and small town America in the west and south. This will continue the decentralization of the city as populations in the Northeastern United States continue to drop and developed land area stays the same.

The immigration and expansion of Hispanic and Latino populations into the area represent the other notable demographic shift in Rochester. The Hispanic population in Monroe County between 1980 and 1990 grew by 58%, and the data from the 2000 census is bound to show an even larger increase during the past decade.





FUTURE RECOMMENDATIONS

The North Clinton and Clifford Avenue area currently has the highest concentration of Latinos and it is reflected in bilingual signage and exterior murals reflecting Caribbean heritages. The area will continue to attract a Spanish-speaking populous, and if new construction is introduced, it will most likely reflect a Latin American historicism.

Currently, the city of Rochester is beginning implementation of its new comprehensive plan, *Rochester 2010: An Urban Renaissance*. The city's first Master Plan in thirty-five years may have a large impact on the built environment, specifically through the urban village initiative.

In terms of specific land uses, an "urban village" might contain a more densely developed mixed-use core that is relatively centrally located on a major transportation corridor and is surrounded by residential development that offers a variety of high-quality housing choices and open space areas. The look or feel of the village would be developed through control of design elements such as pedestrian-oriented, human-scaled and tree-lined streetscapes, landscaped village-type centers with mixed-use, multi-story buildings (commercial uses on street levels and residential uses above), public open spaces and amenities and easy access to enhanced public transit. Design elements for residential areas would include intimate, pedestrian-scaled streetscapes, easily accessible public open spaces and mixed housing types with front porches to encourage neighborhood interaction. Village centers could include neighborhood commercial areas as well as civic and municipal buildings such as a post office, library, medical center and community center. (*Rochester 2010: An Urban Renaissance*)

This plan may inject restoration and rehabilitation money into older neighborhood centers, redeveloping older housing and commercial properties. If the implementation of this plan is ineffective, however, outward sprawl will continue, and the integrity of building stock in the city will continue to deteriorate.



FUTURE RECOMMENDATIONS

Historic Events The history of 1950 to 1960 will continue trends developed at the end of World War II. The two largest historical trends that manifested in the built environment were the continued proliferation of Levittown architecture and development, and the growing impact of the automobile.

The first Levittown home, on Long Island, was occupied in 1947, and the mass-produced, cookie-cutter housing proliferated across the country. The national phenomenon lasted from the late 1940's through the 1950's. The Levittowns were successfully packaged and sold as the utopia away from the city, and today's suburb continues this marketing campaign.

The effect of the automobile will be seen in the amount of entertainment, planning, and architecture/building types generated for the automobile - the drive-in theater, the drive-up hamburger shack, the motel, etc.. These services and their buildings were necessary to support the autocentric populous. Very few of these structures remain in Rochester, and those that do retain little integrity.

The automobile also resulted in the expansion and refurbishing of roads. As two car families grew in number, roadways became more congested, and the freeway and highway were introduced. Center cities across the nation became undesirable castles surrounded by concrete moats.

Survey Observations The current survey revealed six properties/districts that retain good architectural integrity, but are outside the time period of the current study. These observations are not to be considered a definitive list.

1. Laney/Arbor/Meadowbrook Streets - This area contains better examples of the influence of Levittown architecture.



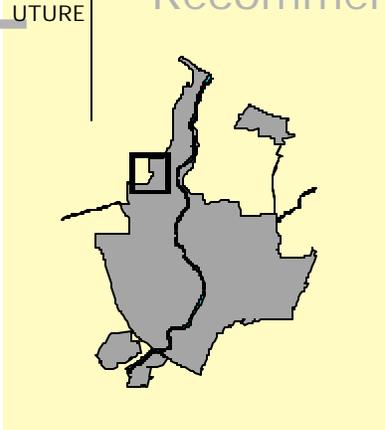
FUTURE RECOMMENDATIONS

2. 62 Stonewood - an excellent example of 1960's pop architecture. Very few examples exist within the city.
3. Midtown Mall and Tower - the first enclosed urban shopping mall in the country.
4. Fleet Tower - Frank Lloyd Wright's Johnson Wax pods are the inspiration for the building's exterior structural members.
5. Monroe County Psychiatric Center - this structure on Elmwood Avenue is representative of government buildings in the 1950's.
6. Temple Beth-El - the Jewish temple on Winton Road that serves as an architectural bookend to Kahn's First Protestant Church.

These recommendations of future sites and properties is not comprehensive. The HRSG was not able to survey all infill properties. This is, to the best of our knowledge, where possible relevant historical and architectural structures and districts may be found. The following pages contain more data relating to these properties, including mapping and photographs.



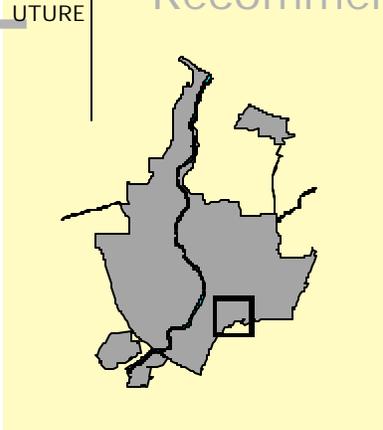
FUTURE Recommendations



62 Stonewood -
 This gas station, built in 1969, retains above average integrity, while displaying Pop-architecture influences of the 1960's. This style is rarely seen in Rochester.



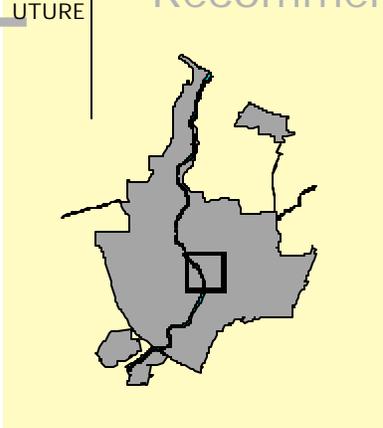
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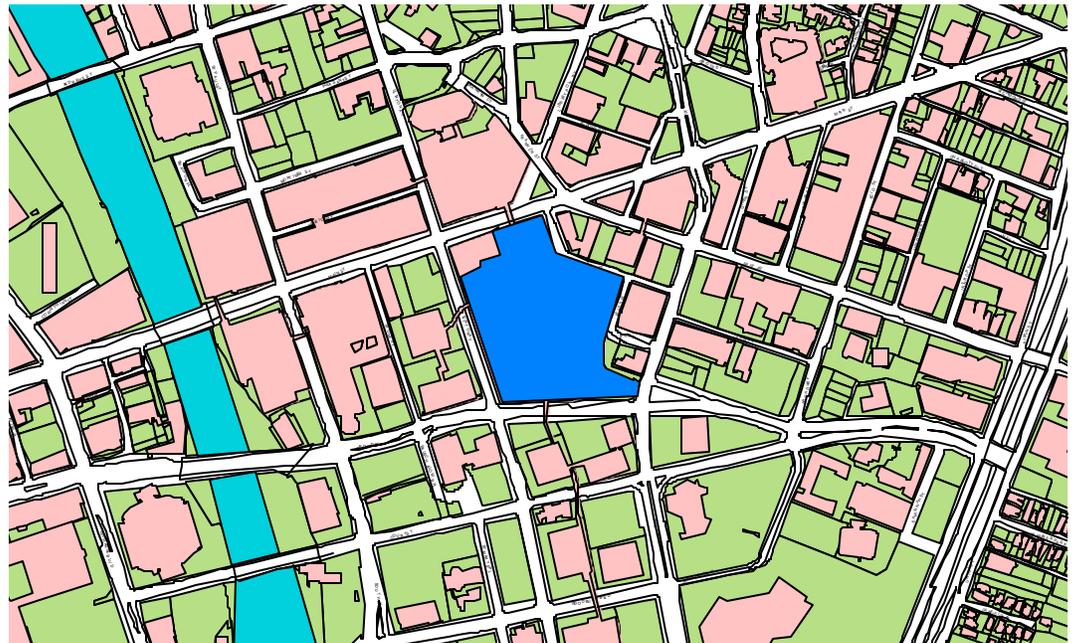
Laney, Arbor, Meadowbrook Area -
 This area contains residential architecture that directly descends from Levittown. Most properties retain good to excellent integrity.



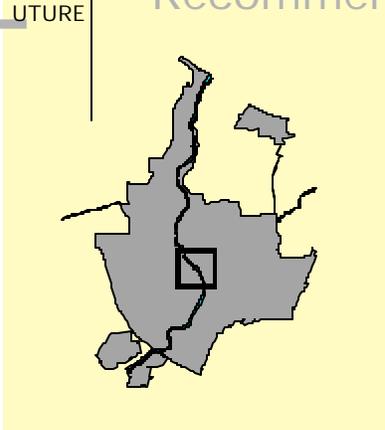
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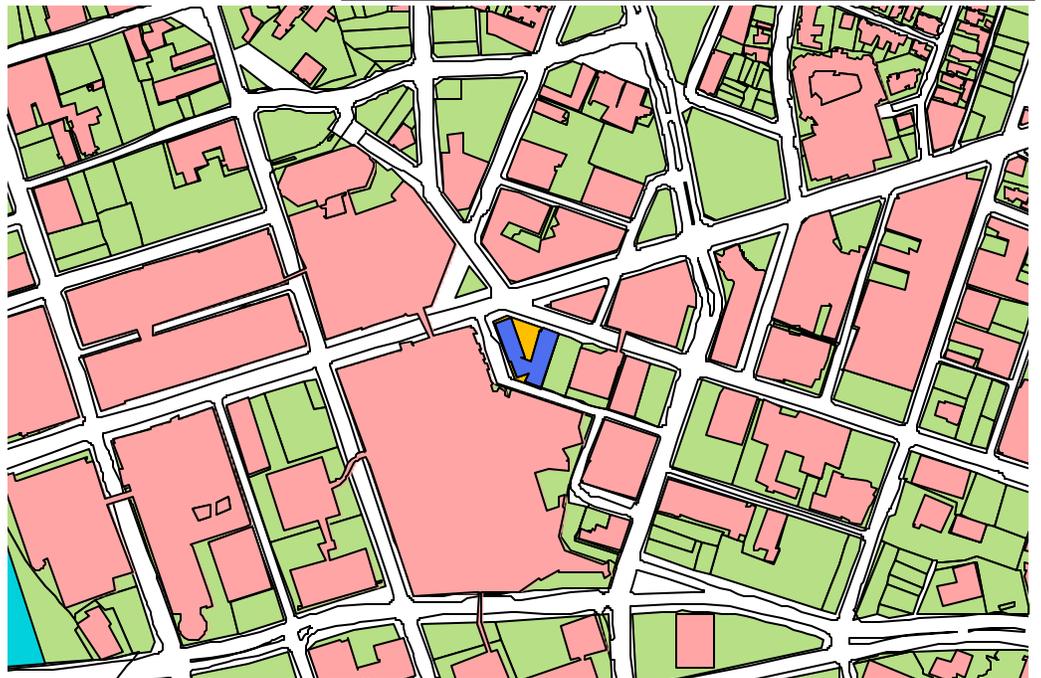
Midtown Mall - Victor Gruen and Associates planned and developed the Mall and Inner Loop as a complete unit. At the time of its construction, it was the first enclosed urban mall in the country.



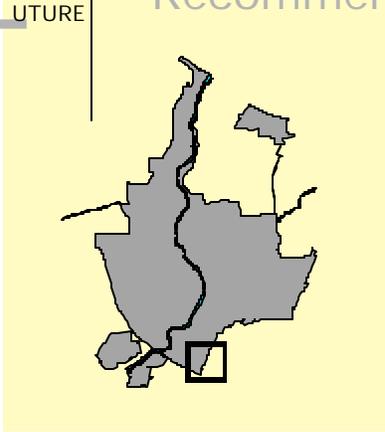
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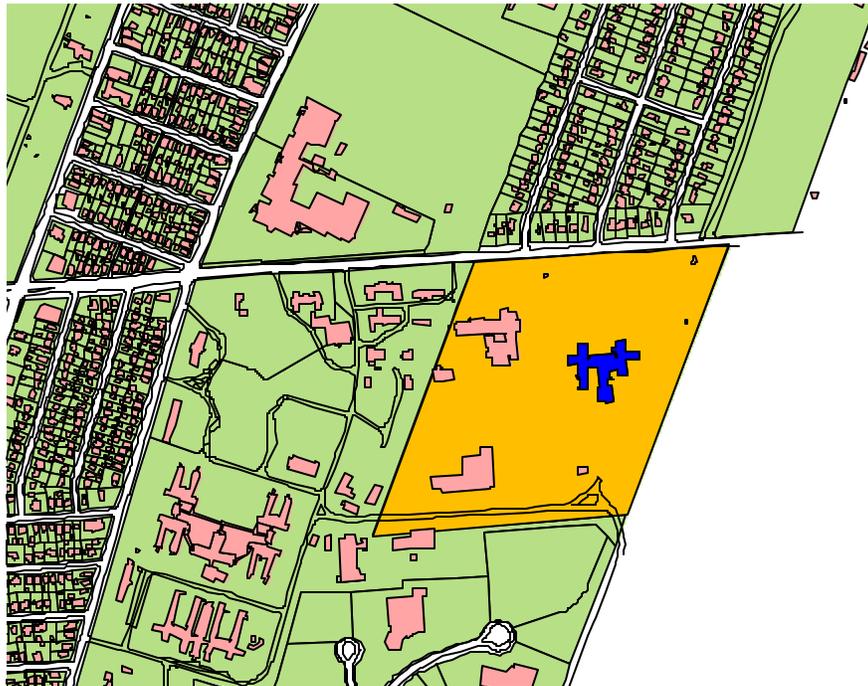
1 East Avenue - The Fleet Bank has occupied this corner since 1963, and is one of the better examples of commercial architecture from the era.



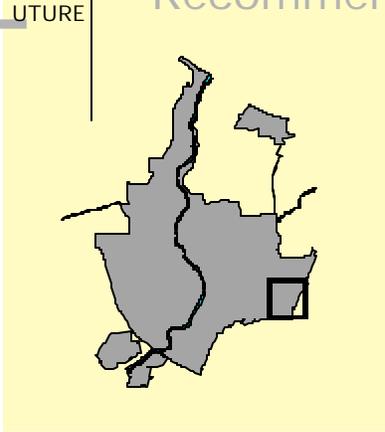
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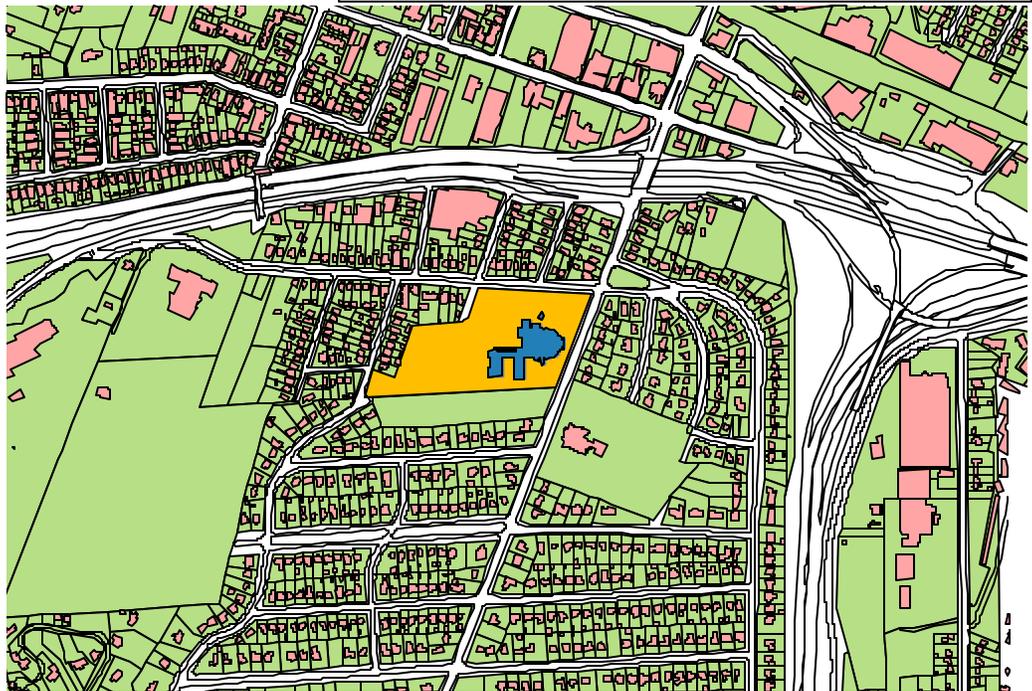
1165 Elmwood Avenue - The County Psychiatric Hospital is representative of many institutional and governmental buildings built in the 1960's.

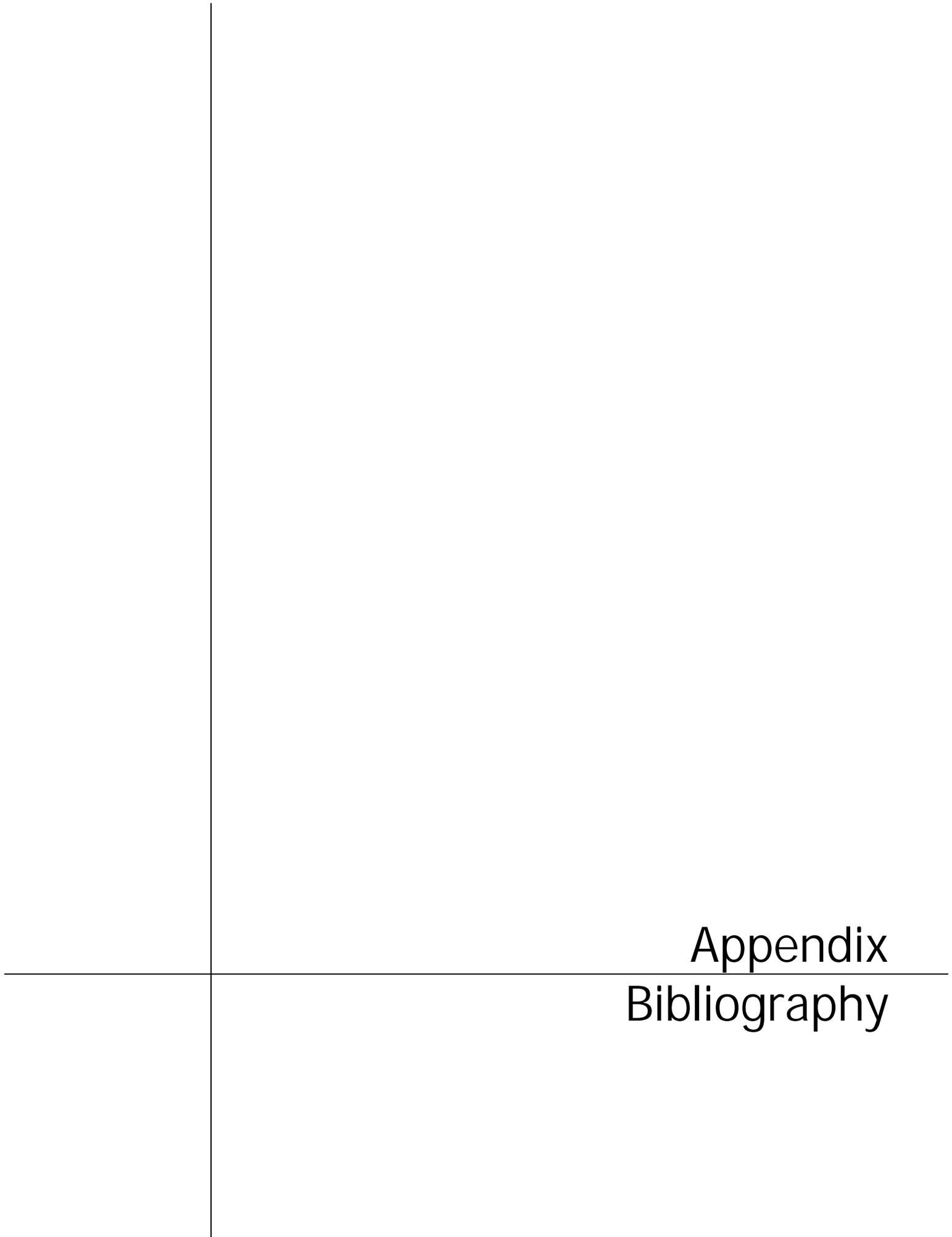


FUTURE Recommendations



139 S. Winton Road -
 Temple Beth-El
 is an excellent
 example of
 religious
 architecture of
 the 1960's. The
 structure and
 site retain
 excellent
 integrity.





Appendix
Bibliography

For further reference of recommended resources and related subjects, please visit the following web sites.

ARCHITECT LOUIS KAHN

<http://www.ggw.org/freenet/u/unitarian/Building.html>

<http://www.brynmawr.edu/Acads/Cities/imgb/digcapt5.html#212>

EASTMAN KODAK COMPANY

<http://webs.kodak.com/aboutKodak/kodakHistory/kodakHistory.shtml>

<http://webs.kodak.com/aboutKodak/kodakHistory/kodak.shtml>

HIGHLAND PARK DINER

<http://www.highlandparkdiner.com/>

<http://www.astro.princeton.edu/~goldberg/diner.html>

<http://www.roadsidemagazine.com>

<http://www.dinercity.com/books/books.html>

TWENTIETH CENTURY ARCHITECTURE

<http://longisland.miningco.com/citiestowns/midlanticus/longisland/library/>

<http://hometown.aol.com/bobjessk/myhomepage/club.html>

<http://levittown.homepage.com/cardshome.htm>

<http://www.vanishingamericana.com/>

<http://www.otal.umd.edu/~vg/>

ARCHITECTURAL STYLES

<http://www.anothertime.com/artdeco.htm>

<http://www.GreatBuildings.com/types.htm>

MODERN ARCHITECTURE

<http://www.tulane.edu/lester/text/1890-Present/Modern/Modern.html>

<http://www-rcf.usc.edu/~liebert/>

<http://www.modcom.org/>

<http://www.galinsky.com/>

VARIOUS TOPICS

<http://www.archrecord.com>

<http://www.architecturemag.com>

LOCAL HISTORY

<http://www.rochester.lib.ny.us/~rochhist/index.html>

<http://remaxrochester.com/history.shtml>

The HRSG believes that the following list of resources may be significant, however, they pre or post date this study's time period. The structures were noted while performing the current survey. The structures will be researched, and if they pass the Selection Criteria, will be recommended for National Register nomination.

Resource	Districts Predating the Current Survey Address/Location	Importance
Jewish Orphanage	1077 Genesee St. - SW two blocks north of Genesee Valley Park	One of the few orphanages built, not appropriated. Also one of few orphanages which housed both boys and girls
Garage House District	Oak View Heights - SW one block north of above	1920s Real Estate Developer built garages first, never built houses. Subsequent owners remodeled garages into houses.
River Street	River Street - N north of Stutson St.	Area contains a cluster of transportation based buildings - rail and water. Integrity sketchy.
Railroad Street/Public Market	Railroad St. and N. Union St. - NE near Inner Loop	Area in undergoing a gentrification, continues to be important to community.
Bausch and Lomb - Upper Falls Boulevard Campus	St. Paul Street - At intersection of Upper Falls Boulevard	Large Industrial Buildings currently being renovated. Support buildings to the east retain above average integrity.
Thurston and Brooks	Intersection of Thurston and Brooks, SW	The buildings are average to excellent integrity. Intersection was a turnaround point for the trolley.
Jay and Child	Intersection of Jay and Child - W	Integrity of structures varies. Interesting commercial cluster
Cairn Road Industrial	Cairn Road - SW south of West Avenue, north of Chili Avenue	Group of buildings are direct result of railroad. Area has always been industrial. Most buildings retain above average integrity.

Individual Resources Pre or Post-dating the Current Survey		
Resource	Address/Location	Importance
Italianate/Beaux-Arts Duplex	243 Newcomb - N	Structure employs expensive materials, interesting arrangement of architectural elements.
Hess Station	62 Stonewood Rd. - NW near border with Greece	Pop/Roadside Architecture is rare in Rochester, and this structure displays above average integrity.
Barnard Station	Dewey Ave - NW near Greece	Train Station converted to a bar/grill. Excellent Integrity.
Covered Walkway at Amtrak	Central Ave - bordering Inner Loop	Walkway is the only remnant of the Claude Bragdon Station.
Donuts Delite	Culver Rd. and Clifford Ave. - NE	Pop/Roadside Architecture, also retains above average integrity.
Parking Garage	21 Stillson Street - Downtown	This building bridges the design gap between parking garages of today with how architects thought garages should be in the 1920s.
Greek Revival	45 Hoyt Place - SE near 490 and East Ave	One of the few remaining early 19 th Century homes in Rochester.
Hotel	298 Selye Terrace - NW	According to current owner, this building was a hotel. The building's setback dictates that it predates the structures surrounding it. Shows up on 1885 Plat Map.
Commercial/Industrial	580 St. Paul Street	Building is adorned with sculptures that appear like mastheads from old tall ships.
Farm	1460 Lyell Ave - W near city border with Gates	Site contains farm house and several outbuildings. Initial Plat Map research reveals property was originally a chicken farm.
Barn/Warehouse	57 Avon Place - SW - in the Southwedge	The building appears very out-of-place in the neighborhood. Previous use unknown.
J. Zeitger House	5 Chapin Street, NE	House appears on Pre-Plat Maps. According to City's data, house was built in 1800.
Sycamore Trees	Rodenbeck Street- SW - in the Southwedge	Possible remnant of a nursery in that area.
Industrial Warehouses	1000 Jay Street	Old wood-framed buildings sit next to NYCRR lines. Appear to have served a warehouse/storage function.
Hardware Store	1011 Dewey Avenue - NW	Originally a corner store. Rehabilitated, retains excellent integrity.

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Annexation Map of the City of Rochester, 1950

Plat Book of the City of Rochester, All Maps

Sanborn Maps, City of Rochester Bureau of Buildings and Zoning