



Preserving Our Heritage

City of Rochester
Mayor Thomas S. Richards

A city succeeds when people want to live, work and play there – and its unique heritage is no small part of that equation. Rochester is no exception. We are proud of this city’s rich history as an incubator of social justice and innovation, and we take great satisfaction in engaging that history each day as we move through its buildings and landscape. We recognize the importance of preserving our heritage.

For this reason, I invite you to read this publication and learn more about our ongoing pledge to protecting many of Rochester’s beautiful and distinctive buildings and neighborhoods. On these pages, you will see that we pay close attention to preservation because we value it and what follows is evidence of our commitment.

I hope you will also gain an understanding into the process that guides this effort. Successful preservation requires us to do more than determine which buildings are worthy of safekeeping. We must also find the necessary resources to rehabilitate and maintain them. In most instances, this is not something that can be accomplished by the government alone. The City strives to preserve significant structures whenever we can, but sometimes a building’s condition, location and the economics of rehabilitation make it impossible.

I hope you find this document instructive and informative.



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ROCHESTER CITY HALL: Center City Quadrant, South Council District

Dedicated in 1885 and listed on the National Historic Register since 1972, Rochester City Hall is a significant cultural and historic landmark. It served as Rochester’s first federal building and is one of only three remaining 19th century government buildings in Rochester and one of the only examples of Richardsonian Romanesque architecture. The City of Rochester completed a comprehensive restoration to the original building facade in 2012 for \$8.1 million. City Hall’s slate roof was replaced in 2005 at a cost of \$1.4 million.



SIBLEY BUILDING: Center City Quadrant, Northeast Council District

The Sibley Building is a million-square-foot icon that is likely Rochester’s largest historic building. It is recognized as one of the most beautiful buildings in Rochester and is on the National Register of Historic Places. The Sibley Building is located at the urban center of our community, within walking distance of the Central Library, Geva Theatre, Eastman Theatre, the Eastman School of Music, the East End Entertainment District and the largest concentration of commercial space in our region. Winn Companies purchased the Sibley Building from the City in 2012 and renovations will include a new main staircase, police substation, lobby and Main Street enhancements.

Rochester's proud history is reflected in many buildings which continue to play an important role in the development of our neighborhoods and commercial districts. We are committed to preserving as many of these landmarks as practically possible. But that commitment requires difficult choices because there are not always enough resources to save every building and some opportunities are fleeting. This document provides examples of those choices and helps explain the process that guides them.

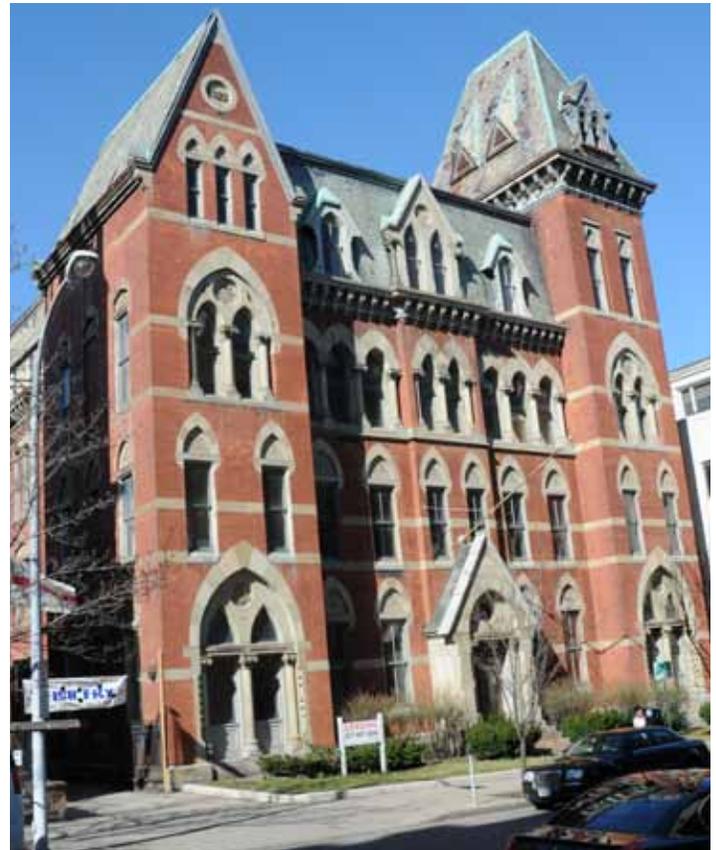
Preservation Ordinance: Enacted in 1969, the City's Preservation Ordinance allows for the designation of landmark properties and districts and defines the process to manage physical changes to these properties. Rochester is home to 75 designated Landmark Properties and eight Preservation Districts, which hold more than 1,700 properties that are eligible for historic preservation. Exterior changes to these designated landmarks and district properties fall under the oversight of the Preservation Board. To learn more visit www.cityofrochester.gov/preservation. Examples of designated landmark properties are City Hall, Sibley Building, Times Square Building, E. E. Boynton House built by Frank Lloyd Wright and many others throughout the city.

Adaptive Re-use: In addition to preserving landmarks through official designations, the City actively encourages private real estate developers to preserve the historic character and architectural significance in many of our oldest buildings. The practice of "adaptive re-use" maintains a property's distinctive appearance which is often difficult to create through new construction. However, the cost of preservation is sometimes prohibitive and some buildings must be demolished to make room for new opportunities, which enhance the long-term viability of its surrounding neighborhood.

Here are some of buildings in Rochester that we are working to save through adaptive re-use:



Eastman Dental Dispensary Building



Academy Building

Many of Rochester's oldest buildings remain structurally sound and are located in high-traffic areas that make them obvious candidates for adaptive re-use. Yet even with these advantages, the high cost of renovations can leave them vacant for several years at a time while the City and developers actively seek new opportunities to restore the property. The Eastman Dental Dispensary on East Main Street and the Academy Building on Fitzhugh Street are two examples of buildings in this situation.



CULVER ROAD ARMORY: Southeast Quadrant, East Council District

The 1916 Culver Road Armory is in the historic Upper Monroe Neighborhood with a rich history that contributes to the community surrounding the structure. Rainaldi Brothers purchased the property and renovated it to create 100,000 square-feet of rentable space. Tenants include MRB Group Engineering, Architecture & Surveying, P.C.; Boylan Code, LLP; and Erdman Anthony Engineering.



CUNNINGHAM CARRIAGE BUILDING: Southwest Quadrant, South Council District

The original Cunningham Carriage Factory on Litchfield Street is being transformed into a 4-story residential building. The company was an innovative coach, automobile, plane and telecommunications business that spanned the 19th century well into the 20th century. The rehabilitated building will consist of 65 units for low income and mental health residents.



HOLY ROSARY APARTMENTS: Northwest Quadrant, Northwest Council District

The former campus of the Holy Rosary Roman Catholic Church and School has been converted into 43 units of affordable housing and a new community center by Providence Housing at a cost of \$14.5 million. The campus is located within the Dewey–Driving Park Focused Investment Strategy Area and the City is providing rehabilitation grants to neighboring property owners.



NORTON VILLAGE: Northeast Quadrant, Northeast Council District

This project resulted in the renovation of 516 units of affordable housing by Rochester Management in conjunction with Rochester's Cornerstone Group, Ltd. The total project involved Ramona Park, Fernwood Park and Norton Village, and was called the Triveteran's Project. The units were originally built for returning veterans from WWII. Renovations included replacing the roofs, windows, furnaces, full kitchen and baths replacement, deck replacement, construction of community centers and landscaping.



GERMANOW-SIMON: Northeast Quadrant, Northeast Council District

Germanow-Simon Companies, an umbrella for two manufacturing operations—Tel-Tru Manufacturing Co. and G-S PLASTIC OPTICS—that have existed in the heart of the city of Rochester since 1916 will expand in Rochester. The growing company's \$3.23 million project will include renovations in three buildings, two of which are more than 100 years old. The project will create 25 new jobs while retaining 77 current employees.



JOSH LOFTON/BRIDGE SQUARE: Center City Quadrant, South Council District

The redevelopment of the 1895 Josh Lofton/Bridge Square site follows other nearby developments that include new loft units in both the Daily Record Building and the Cascade Building. Tenants include Passero Associates, an architecture and engineering firm and commercial retail space is available. Loft-style residences are also available on the top floor. These new units come on the heels of the success of the Buckingham Commons mixed-use development on Plymouth Avenue and Allen Street and the townhouse development on North Plymouth Avenue across from the Hochstein School of Music and Dance.



NOTHNAGLE HEADQUARTERS: Center City Quadrant, South Council District

The Nothnagle headquarters is the anchor development for the historic Cascade District neighborhood located at the western gateway of Rochester's central business district. Nothnagle purchased the 27,000 square foot, four-story 1920 building and the adjoining parking lot in 2009. Nothnagle located 70 employees to the new headquarters creating three floors of Class A office space.



CAPRON STREET LOFTS: Center City Quadrant, East Council District

The conversion of workspace to loft apartments above retail boutiques is a national trend, and Rochester is no exception.

The Capron Streets Lofts feature \$4.5 million renovation of a former 1900 warehouse into 19 loft condominiums and commercial space on the first floor. Features include a first-floor parking garage and a rooftop garden. Renovations also include installation of new mechanicals and enhancement of exterior finishes. Construction is complete and a majority of the residential units are occupied. The ground floor commercial unit includes the recently opened Nikko Restaurant. Capron Street is within walking distance to Geva Theatre, the Eastman Theatre, the East End and Corn Hill Landing.

KIRSTEIN BUILDING: Center City Quadrant, Northeast Council District

This 19th century commercial mill building on Andrews Street is named for a prominent Rochester clothing manufacturer whose son went on to open Filene's Basement Store in Boston. His grandson, Lincoln Kirstein, was the co-founder of the New York City Ballet. Today, the Kirstein Building has been converted by Globe Developers, who publicize its proximity to such important downtown areas as St. Paul Quarter, Grove Place and the East End. The \$4.1 million renovation involves the creation 30 loft apartments and 11,000 square feet of commercial space on the first floor. A coffee shop recently opened on the ground floor.



WINDSOR LOFTS: Center City Quadrant, Northeast Council District

This building has 19 residential units and four commercial spaces available. Located close to the Eastman Theatre, Eastman School of Music and the downtown YMCA, this building boasts rich details that reflect its era. The building was constructed in 1885 by Adam Brown, a market man and butcher. The design is credited to Harvey Ellis, an acclaimed artist, architect and Rochester native who worked across New York State and the Midwest, and who was involved with Gustave Stickley in the Arts & Crafts movement centered in Syracuse. Rich brickwork, deep insets and heavy arches reflect the style of the period and the national image of strength, stability and endurance.

COX BUILDING: Center City Quadrant, Northeast Council District

A former department store on the National Register of Historic Places, the Cox Building on St. Paul Street is being converted into 70 to 80 lofts and more than 9,000 square feet of commercial space. The project is expected to cost \$13.3 million. Built in two phases in 1885 and 1892, the seven-story 102,000 square foot structure has been listed on both the State and National Register of Historic Places since 1994. This designation allows historic rehabilitation tax credits to be allocated under supervision of the National Park Service. The building will undergo substantial rehabilitation while preserving the integrity of the current style, which is typical of loft buildings in downtown Rochester.

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CORN HILL NEIGHBORHOOD: Southwest Quadrant, South Council District

Corn Hill, Rochester's oldest residential neighborhood, is also one of its most diverse. Its historic 19th century mansions are located in close proximity to modern townhouses. Its diverse population began with Rochester's inception and continues today to reflect the very best of urban living.



FREDERICK DOUGLASS APARTMENTS: Southwest Quadrant, South Council District

The renovation of 28 affordable rental units on West Main Street is helping transform a neighborhood that has faced many challenges. The \$7 million project includes a community room that is named after Rochester's famed abolitionist and is located near a new monument to celebrate Susan B. Anthony's illegal vote for women's suffrage.



SUSAN B. ANTHONY RESTORATION: Southwest Quadrant, South Council District

A project to renovate three vacant houses in one of Rochester's eight historic preservation districts signals that the long efforts to restore this important neighborhood to its former glory is nearing an end. Once the renovations are complete and the houses are occupied, only one vacant house will remain in a neighborhood once characterized by urban blight.



H.H. WARNER BUILDING: Center City Quadrant, Northeast Council District

A testament to Rochester's 19th century prosperity, this elaborately designed, 104,000 square foot, seven-story building on St. Paul Street houses a 48 loft-style apartments above a first-floor commercial space. A surface parking lot is a convenient bonus in the heart of downtown. The project cost is \$8.9 million.



HIGH FALLS DISTRICT: Center City Quadrant, Northwest Council District

The High Falls District is an area closely tied to Rochester's early history as a river-powered mill town and is becoming a popular location for creative-oriented businesses, including architects, advertising firms and telecommunications companies. Historic buildings that now house these firms include the Trolley Barn, the Parazin Building and the Parry Building. The Mills at High Falls II project demonstrates how once-vacant apartment buildings can be renovated to accommodate an emerging housing market. The City is also actively involved in efforts to maintain the structural integrity of the infrastructure that supports many buildings along the edge of the river gorge.

RECENT INVESTMENT IN HISTORIC PROPERTY (SINCE 2006)

Project	Investment	Status	Project	Investment	Status
Michelson Furniture Bld.	TBD	Active	VOA State Street	\$1.8 M	Complete
Bevier Building	TBD	Proposed	Monroe Theater	TBD	UC
350 State Street	\$517,000	Active	Mills at High Falls II	\$7.6 M	Complete
690 St. Paul Street	TBD	Proposed	Nothnagle Headquarters	\$4.525 M	Complete
143-153 St. Paul Street	TBD	Proposed	250 South Avenue	\$2.1 M	Complete
Academy Building	\$6 M	UC	Buckingham Commons	\$6.7 M	Complete
Kirstein Building	\$4.1 M	Complete	Parry Building	\$2.2 M	Complete
Cox Building	\$15.3 M	Active	Parazin Building	\$1.5 M	Complete
H.H. Warner Building	\$9 M	Complete	Trolley Barn	\$5.6 M	Complete
Josh Lofton/Bridge Square	\$6.8 M	Complete	Harry Foreman Building	\$1.3 M	Complete
36 N. Washington Street	TBD	Active	951-955 Genesee Street	\$360,000	Complete
Sibley Building	TBD	Active	Germanow-Simon	\$2 M	UC
Searle Building	TBD	Active	Animatics	\$700,000	Complete
Capron St. Lofts	\$5 M	Complete	111 East Ave	TBD	Active
250 East Avenue	\$1.6 M	UC	45-49 Charlotte St	\$475,000	Complete
Windsor Lofts	\$1.3 M	Complete	34 Stutson	TBD	Active
44 Exchange Street	\$6.032 M	Complete	795 Monroe Ave	TBD	Active
Corpus Christi School	\$9 M	Active	340 Rutgers St	TBD	Active
Eastman Dental Dispensary Building	TBD	Active	Alexandria Apartments	\$7.6 M	Active
190-194 Monroe Avenue	TBD	Active	204 W. Main	\$580,000	UC
Culver Road Armory	\$15 M	Complete	Norton Villiage	\$32 M	Complete
Hardy Apartments	\$895,000	UC	Pulaski Library	TBD	Proposed
Voters Block	\$20.344 M	Complete	Susan B. Anthony Single Family Homes	568,000	UC
Frederick Douglass Apts.	\$7.1 M	Complete			
Cunningham Carriage Bld.	\$20 M	UC	Total Investment	\$196,388,472	
Latta Meech House	\$265,000	UC			
Holy Rosary Apartments	\$13.5 M	UC			
East House	\$8.6 M	Active			
Main Street Hilton Garden	\$18 M	Active			
Genesee Brew House	\$4.2 M	Complete			
VOA Building Canal Street	TBD	Active			

KEY

Active: City is actively working with the property owner or an interested investor/developer

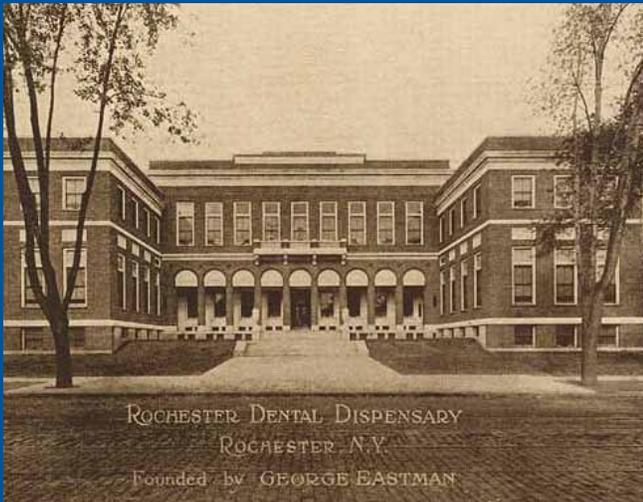
UC: Project is under construction

Complete: Project renovation is completed

TBA: Costs are unknown or yet to be determined

FIVE TO REVIVE

“Five to Revive” an initiative begun this year by the Landmark Society of Western New York will call attention to five historic properties in Western New York that are in need of investment. Two of those are in Rochester: the Eastman Dental Dispensary building and the Pulaski Library. “Five to Revive” structures have significant historic value, are in need of investment and whose rehabilitations can become catalytic projects for the neighborhoods and communities that surround them.



The former Eastman Dental Dispensary, located at 800 East Main St. was built in 1917 by George Eastman. The Dental Dispensary significantly improved dental hygiene practice among citizens and was the first school in the U.S. licensed to train dental hygienists, thus creating a new profession for women. This Italian Renaissance style landmark is a unique, visible anchor on a major gateway in Rochester’s downtown. It is listed in the State and National Registers of Historic Places and individually designated as a City landmark. The Dispensary features a distinctive design patterned on palazzos with a symmetrical U-shape plan around a central court.

The dispensary was vacated in 1978 when a new dental school was constructed at the University of Rochester campus and no tenants have been in the building since 1984.



The Pulaski Library, located at 1151 Hudson Ave. is one of the most important civic buildings in northeast Rochester. Its historic and architectural significance, combined with its outstanding materials and design make it a key candidate for revitalization after 30 years of vacancy. Built in 1931, the Pulaski Library (originally the Hudson Avenue Branch Library) was the second permanent library constructed by the City of Rochester.

The library is historically significant for its association with the growth and importance of the Polish community, having been re-named in honor of Revolutionary War hero Brigadier General Casmir Pulaski, a native of Poland, on the 50th anniversary of the building. Listed in the State and National Registers of Historic Places, the Pulaski Library is architecturally significant as an intact representative example of Italian Renaissance style design applied to an important neighborhood civic building.

This library was closed in 1994 when two library branches in the northeast area of the city were consolidated as a cost-saving move.

For more information call 311.
Outside the city call (585) 428-5990.
Or contact Thomas S. Richards, Mayor of Rochester
585-428-7045 • www.cityofrochester.gov

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