

United States Department of the Interior  
National Park Service



# National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

### 1. Name of Property

historic name Terminal Building

other names/site number \_\_\_\_\_

### 2. Location

street & number 65 West Broad Street

N/A	not for publication
N/A	vicinity

city or town Rochester

state New York code NY county Monroe code 055 zip code 14614

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,  
I hereby certify that this X nomination \_\_\_ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets \_\_\_ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

\_\_\_ national \_\_\_ statewide X local

Rustad Pursant DBHPO 11/4/14  
Signature of certifying official/Title Date

State or Federal agency/bureau or Tribal Government \_\_\_\_\_

In my opinion, the property \_\_\_ meets \_\_\_ does not meet the National Register criteria.

Signature of commenting official \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_ State or Federal agency/bureau or Tribal Government \_\_\_\_\_

### 4. National Park Service Certification

I hereby certify that this property is:

X entered in the National Register \_\_\_ determined eligible for the National Register  
\_\_\_ determined not eligible for the National Register \_\_\_ removed from the National Register

other (explain) \_\_\_\_\_

Alexis Obendorf 1-11-17  
Signature of the Keeper Date of Action

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**5. Classification**

**Ownership of Property**  
 (Check as many boxes as apply.)

**Category of Property**  
 (Check only **one** box.)

**Number of Resources within Property**  
 (Do not include previously listed resources in the count.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	<b>Total</b>

**Name of related multiple property listing**  
 (Enter "N/A" if property is not part of a multiple property listing)

**Number of contributing resources previously listed in the National Register**

N/A

0

**6. Function or Use**

**Historic Functions**  
 (Enter categories from instructions.)

**Current Functions**  
 (Enter categories from instructions.)

COMMERCE/TRADE/office building

Vacant

**7. Description**

**Architectural Classification**  
 (Enter categories from instructions.)

**Materials**  
 (Enter categories from instructions.)

Early 20<sup>th</sup> Century Commercial

foundation: masonry

walls: Brick, stone

roof: membrane

other: \_\_\_\_\_

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**Narrative Description**

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

**Summary Paragraph**

Constructed in 1924-1926, the Terminal Building is located in Rochester's downtown area on West Broad Street near the Monroe County Civic Center and Rochester's Old City Hall. The building is a steel framed, eight-story office building clad in brick and stone. Stores and offices on the ground and second floor have stone-enframed store fronts and windows that are partially infilled. The main entrance is in the center of the Broad Street elevation and another entrance is on South Fitzhugh Street and is set into a stone arch. The cornice on the second level has decorative medallions on the corner pilasters and egg and dart molding running the length of the elevations. The majority of the building is brick with plain corner blocks at the upper portions of the windows and stone sills and stone quoining. Windows in the upper elevations appear to be the original two-over-two steel casements. When constructed, the upper floors of the building were left as large open spaces that were to be divided per the clients' needs. Floors are nonhistoric carpeting over the original concrete except for the stairwell ends where the floor is clad with linoleum tile. Some of the historic office divisions are extant showing wood paneled doors, wood moldings and wood and glass transoms. Stairs in the building are also historic but the elevators are non-historic upgrades. A historic freight elevator is in the southeast end of the building. Although the building has seen some interior upgrades, it retains a fair amount of integrity as an early twentieth century office building with a flexible interior.

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**Narrative Description**

Located in downtown Rochester, the Terminal Building is an eight-story brick and steel frame commercial building located at the corner of Fitzhugh and Broad Streets, two blocks south of Old Rochester City Hall in downtown Rochester, Monroe County, New York. The building is located in the heart of a downtown civic and business district, with most of the surrounding streets occupied by civic and commercial buildings from the late-nineteenth through the twentieth centuries. The Terminal Building was designed by local architect Arthur B. Headley and was constructed in 1924-1925 with a steel-frame structural system, allowing for large open floorplates without exterior load-bearing walls, following a common construction method typical of early twentieth century commercial tower construction. The building offers an excellent comparison to earlier building construction, being located across the street from Old Rochester City Hall, a late nineteenth century building of solid masonry construction. The Terminal Building is nearly surrounded by late twentieth century buildings of the Monroe County Civic Center, offering a further comparison of design, form and materials.

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## Exterior

The Terminal Building is oriented north-south with its long side facing Fitzhugh Street (north). The building's footprint is trapezoidal in plan and the primary elevations are along both Fitzhugh (north) and Broad Street (east). The Fitzhugh Street elevation is eighteen bays wide, while the Broad Street elevation is six bays wide; the west elevation fronts onto an alley and is eight bays wide. A two-story base of rusticated, pale grey stone supports the upper six stories that are steel frame clad with brick and stone. The wide commercial openings in the base are two bays in width and separated by rusticated piers topped with a decorative cartouche.

Variegated brown brick in the upper stories creates a contrast to the pale stone below. The corners of the building are articulated with quoining in the same contrasting stone. At the top of the building, a stone cornice and parapet wrap the visible roofline of the building. In between every other bay, a pair of small stone gargoyles in the cornice supports a pair of diamond-patterned pilasters in the parapet that are capped with round finials. A short stone water table wraps the base of the building and a stone cornice with egg-and-dart molding caps the second story.

The windows on the Terminal Building are mostly original, except on the ground level and second story. The original commercial storefronts and glazing have been replaced with a modern metal system with four central panes of glass surrounded by large panels. These storefronts appear to be originally accessed only from the interior as evidenced by the high granite base panels. On the second story, groupings of three windows have metal insets, with infilled transom over what appears to be a fixed single light. The floors above retain most of the original, outward-opening casement windows on a center pivot. Interior light is blocked in the transom level by blind panels. In the upper stories, most of the original steel windows remain. These are set into openings with a stone sill and feature two-over-two lights in a cruciform division. The lintel of each window is composed of a soldier course of brick with contrasting squares of pale grey stone at the corners. In the upper floors, a few of the original windows have been removed and replaced with ventilation louvers.

A recessed main entry is in the center bay of the north elevation. It features stone panels to either side of the opening and non-historic double-leaf glass doors and sidelights. The entry area is the same size as the ground level commercial storefronts. A non-historic entry door is set into a stone arched surround that occupies the left side of the first ground-floor bay; the remainder of the commercial-sized opening is filled with a window. Above are two large windows with rusticated stone in between instead of the neighboring run of casements with transoms.

On the west elevation, a single, stone-clad bay wraps around the corner at the ground floor; thereafter, the

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cladding material transitions to brick. The remaining first- and second- story metal windows are identical to those on the primary facades. Above, the windows and details are all the same as on the primary facades. In the last two bays, a metal fire stair communicates with each floor of the building.

The south or rear elevation of the building is barely visible from the street. At the lower two stories, it abuts the adjacent building. In the upper stories, the building steps back the depth of a bay in the center to create a lightwell along the back of the building. The same brick is used to clad the exterior of this face and the windows are identical though they do not have the decorative corner stone squares.

## **Interior**

The interior of the building is characterized by an open floor plate with regularly spaced interior columns. In the center of the building is an elevator lobby, oriented north-south, with a bank of elevators along the eastern wall and an original enclosed staircase on the west. In the southeast corner of the building is an original secondary stair, which retains its original floor tiling and wrought iron railings. The southwest corner contains an original freight elevator, complete with its original metal doors. As the building was developed to offer build-to-suit, leasable space, there is not a consistent floorplan in the remainder of the space. Each floor has seen numerous renovations and reconfigurations over the decades and currently features mostly contemporary finishes.

A typical floor contains two or more office suites. The main structural walls, as well as the partitions, are sheathed in gypsum board. Carpeting covers most of the floors and acoustic tile ceilings are present throughout. Some original trimwork and crown moldings remain in a few locations throughout the building, though these are frequently obscured by dropped ceilings.

On the eastern half of the eighth floor, most of the original finishes are extant, together with a consistent double-loaded corridor configuration. The original office suites remain and feature wood picture rail, baseboard, door casings, and hallway transoms. Many of the original two-panel doors with a glazed upper half are also present. In addition, the office suites retain original wood and glass interior partitions.

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**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

**Criteria Considerations**

(Mark "x" in all the boxes that apply.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

**Areas of Significance**

(Enter categories from instructions.)

Commerce

Architecture

**Period of Significance**

1924-1926

**Significant Dates**

1924, 1926

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Arthur B. Headley

**Period of Significance (justification)**

The period of significance represents its construction and introduction as a new type of speculative office building.

**Criteria Considerations (explanation, if necessary)N/A**

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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance and applicable criteria.)

The Terminal Building is locally significant under Criterion A in the area of commerce as an embodiment of the growth and transformation of downtown Rochester in the 1920s, after the Erie Canal aqueduct that went through the downtown area was transformed into an automobile and subway conduit. The Rochester Motor Terminal, Inc. built the Terminal Building in 1924-26 as a speculative office building that aimed to capitalize on its location near the conduit by promoting centrality, access, and proximity to city government buildings. It was the first building to front Broad Street, and therefore reflects the trends in transportation that reshaped Rochester and many other American cities during the 1920s.

The building is additionally significant under Criterion C in architecture as an example of an early twentieth century commercial building that characterized a new type of American office building design made possible by technology. The building was a steel framed building with masonry cladding, which allowed for open, flexible interiors. The building was built as an eight-story brick office building with stone details and a stone clad lower level that provided two stories of retail space. The building embodied the transitional era towards modern construction of high rise commercial buildings of steel and concrete, but with historical detailing that typified commercial buildings of the time. This building type served the needs of the tenants of the Rochester Motor Terminal company by with its open interior allowing for the partitioning of varying office sizes. The architect, Arthur B. Headley, was also a director of the Rochester Motor Terminal company, and the Terminal Building represents his ongoing architectural and real estate development practice in Rochester during the first third of the twentieth century.

The period of significance is 1924-26, the date of construction. The Terminal Building signaled a new era in Rochester's downtown development. It was designed within the context of new transportation networks and speculative office development that transformed the downtown during the 1920s. While there is some loss of context due to contemporary development and the closure of the subway, the building exhibits the feeling and association of being a downtown office building. It also retains the integrity of interior flexibility characteristic of speculative buildings, and features some of the original office divisions.

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**Developmental history/additional historic context information** (Provide at least **one** paragraph for each area of significance.)

### **Development of Downtown Rochester**

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By 1920, America was an urban nation. The U.S. Census revealed that for the first time, more Americans lived in urban than rural places. Through the 1920s, downtown centers in American cities like Rochester moved to accommodate automobile access and speculative real estate. The Terminal Building exemplified how these forces reshaped the west side downtown Rochester. Divided by the Genesee River, the downtown developed differently on the east and west sides with most of the government buildings locating on the east, surrounded by some commercial buildings. The city of Rochester expanded rapidly through the first two decades of the twentieth century due to industrial growth, residential development, and annexation of nearby towns. In addition to large companies like the Eastman-Kodak Company, which built a massive industrial park on the city outskirts, dozens of smaller clothing and shoe companies built factories in the city proper.

Economic investment reverberated downtown, where new office towers and department stores remade the density and concentration of employment and retail centers on both sides of the river. Several large commercial and office buildings constructed in the first decade of the twentieth century marked the growth of Rochester's downtown. According to historian Blake McKelvey:

Two new hotels were built in 1907, the *Rochester* on West Main, and the *Seneca* just off East Main on Clinton. Three new department stores were erected, two east and one west of the river. The great Granite Block fire of 1904 spurred its occupant, the Sibley, Lindsay, and Curr store, to remove to a new and more spacious site a long block further east. This huge department store, opened east of Clinton on Main Street in 1905, was but one of several that soon appeared, transforming the downtown shopping scene.<sup>1</sup>

These new buildings, particularly the department stores, reshaped the downtown shopping experience. Department stores offered convenience for consumers rather than having shoppers move from store to store, picking through each establishment's specialty wares. Now they found everything beneath one roof. Additionally, the rise of a "central business district," undermined the secondary income of smaller merchants, who previously rented the upper floors of their buildings to commercial tenants. With the construction of buildings like the sixteen-story Kodak Office Building, erected on State Street in 1913, businessmen and other professionals migrated from their office suites in mixed-use buildings to Rochester's prominently placed new office towers. Office towers like the Kodak Office Building created "'vertical streets,' accepted symbols of urban advance," and left many of Rochester's once bustling side streets lined with empty buildings.<sup>2</sup>

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<sup>1</sup> Blake McKelvey, "The Physical Growth of Rochester," *Rochester History* 13, no. 4 (1951), 20.

<sup>2</sup> Ibid.



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Despite the struggles of small business owners, Rochester remained economically viable because of its strong industrial base and the jobs provided by industrial plants such as Kodak. New factories served as magnets, drawing people to live and work in Rochester, but the supply of available land inside the city quickly diminished, and developers began looking outside the city for new speculative ventures.<sup>3</sup> Lands formerly used for plant nurseries and orchards were converted to subdivisions for residential settlement or industrial expansion.

As Rochester expanded, the surrounding towns and villages experienced population growth too rapid for the infrastructure to handle. Small towns with a few hundred residents ballooned into the thousands, stretching water services, electricity, and volunteer firefighting departments past their limits. Though some citizens fought to keep their towns independent of Rochester, the majority voted to join the growing city to access its public services. The city annexed communities like Greece, Gates, Charlotte, Irondequoit, and Brighton, and speculators bought up vacant land for residential and commercial development. As a result, Rochester's population increased by one-third between 1900 and 1910, and land area nearly doubled from 11,456 acres in 1900 to 22,246 acres in 1926.<sup>4</sup>

Industrial growth and residential expansion in Rochester coincided with increased rates of automobile ownership. Unprecedented traffic congestion and density strained the city's infrastructure. Cars clogged city streets and made commuting downtown hazardous, as they competed with pedestrians, electric trolleys, horse-drawn carts, and other cars. Traffic congestion was the biggest issue Rochester dealt with in the early decades of the twentieth century when "solid rows of trolleys frequently blocked all the cross streets from the Four Corners east to Clinton Avenue, and the shouting cartmen did not help the one or two inexperienced policemen who tried vainly to break the bottleneck."<sup>5</sup>

As the city of Rochester grew, several local groups vied for influence over the shape of downtown development. The First Ward Improvement Association was formed in 1913 to "develop business and improve property in the First Ward and the territory contiguous thereto."<sup>6</sup> The organization, composed primarily of local businessmen, engaged in a range of local land use issues including trolley lines, expansions of sanitariums, and assistance with storefront improvements. They vigorously promoted the idea of a new street to cross the river, running north of and parallel to Main Street. Another civic group, the East Avenue and Clinton Avenue Improvement Association, opposed the plan, calling instead for a southern parallel street that would

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<sup>3</sup> Ibid.

<sup>4</sup> McKelvey, "The Physical Growth of Rochester," 2; Joseph W. Barnes, "The Annexation of Brighton Village," ed., Blake McKelvey *Rochester History* 35, no. 1 (1973): 1.

<sup>5</sup> McKelvey, "The Physical Growth of Rochester," 19-20.

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encourage development for their property. The battle between these groups lead to rampant speculation, as lot speculators scooped up a majority of the land near each crossing, boosting the estimated cost of land from \$800,000 to \$1.25 million.<sup>7</sup> The contentious debate resulted in a stalemate, as the city failed to proceed with either plan.<sup>8</sup>

After the failure of the new parallel street, the First Ward Improvement Association continued to involve itself in development and real estate speculation. In 1921, the city of Rochester undertook an ambitious plan to create a subway and the First Ward Improvement Association helped to plan the route and held meetings to highlight the endeavor.<sup>9</sup> The project involved converting the c.1842 Second Genesee Aqueduct (NR listed 1976), which carried the Erie Canal across the Genesee River in downtown Rochester until 1919, into a multimodal conduit. The city paved the aqueduct for automobile use, ran the subway on a lower level, and renamed the structure the Broad Street Bridge.<sup>10</sup> The project also paved over the canal bed, creating Broad Street.

Both the Broad Street Bridge and Broad Street opened new access to the city blocks west of the river and south of Main Street. The Rochester Motor Terminal Co., composed almost entirely of First Ward Improvement Association members, formed the same year that the city announced its subway plan. The Motor Terminal Company quickly established automobile service stations and parking on Broad Street, positioning itself for future development on the new street.

As predicted, land values in the area began to spike. When the city and county jointly planned in 1924 to convert the existing city hall site into a county court extension, Rochester officials recruited members of the First Ward Improvement Association to help locate and purchase land for a new city hall. In order to ensure the building remained in the First Ward, several First Ward Improvement Association bankers purchased two lots on the corners of Fitzhugh and Spring Streets for the price of \$260,000, more than double the land's assessed value. The men then resold the land to the city at the same price. The *Democrat and Chronicle* newspaper reported that the entire scheme was arranged to "prevent speculation and a skyrocketing of prices."<sup>11</sup> Shortly after, the Motor Terminal Company announced its plans for the Terminal Building, two blocks south of the new city hall site.

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<sup>6</sup> "First Concern is Betterment of First Ward," *Democrat and Chronicle*, May 24, 1913.

<sup>7</sup> Blake McKelvey, "A History of City Planning in Rochester," *Rochester History* 6, no. 4 (1944), 11.

<sup>8</sup> McKelvey, "The Physical Growth of Rochester," 20.

<sup>9</sup> Ron Amberger, Dick Barrett, and Greg Marling, *Canal Boats, Interurbans & Trolleys: The Story of the Rochester Subway* (Rochester: The Humphrey Press, 1985), 7; "Will Show Pictures of Proposed Subway," *Democrat and Chronicle*, February 10, 1922.

<sup>10</sup> Albert R. Stone, "Aqueduct Becomes Broad Street Bridge - 1," Albert R. Stone Negative Collection, Rochester Museum & Science Center.

<sup>11</sup> "Court House Addition, Link to Proposed New Structure May be Started This Year," *Democrat and Chronicle*, April 24, 1924, 22.

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Transforming the canal bed into Broad Street required more than just concrete; it also involved a new spatial imagination for the thoroughfare. Buildings constructed while the Erie Canal flowed through the area commonly had their backs to the canal. For example, the Baltimore & Ohio Railroad Building (now the Washington Building, 1905-1906), located at the northwest corner of Washington and Broad Street, had entrances on Main Street and Washington, but not Broad Street. Further west on Broad Street, the back of c.1890 buildings at 201-205 Main Street and 207-209 Main Street (NR listed 1984 within the Bridge Square Historic District) further reflected the Erie Canal-era practice: “They are the only remaining examples of a once very common type of building in Rochester that had its façade on a major street and its service entrance on the Erie Canal.”<sup>12</sup> When the canal was converted into Broad Street, the orientation of those older buildings remained as a reminder of the past.

The Terminal Building became the first building to use Broad Street as a primary façade with a stretch of storefronts and entrances. As the street became more integrated into circulation patterns, other buildings followed suit. For example, like other canal era buildings, City Hall added an entrance on Broad Street after 1920, which reinforced the changing use of the street alongside transportation developments.

Shortly after the construction of the Terminal Building, two buildings constructed at the intersection of Broad and Exchange Streets in a sense refused to recognize Broad Street as a major thoroughfare. Neither the Gannett Building (1927, NR listed 1985) nor the Genesee Valley Trust Company Building (now the Times Square Building, 1929-1930, NR listed 1985) had an entrance on Broad Street, perpetuating the Erie Canal-era orientation of buildings away from the canal.<sup>13</sup> In contrast to the speculative Terminal Building, both of these buildings were constructed for established companies. The Gannett Building housed a local newspaper and took on a more traditional appearance with its Neoclassical exterior, reflecting the neighboring civic buildings. On the other hand, the Genesee Valley Trust Company embraced the optimism of the era through its streamlined art deco design topped by its “Wings of Progress” sculptural tower. The Terminal Building represented a mixture of both with its new type of speculative office building oriented toward Broad Street with a more familiar exterior of traditional stone embellishments and brick.

### **The Rochester Motor Terminal, Inc.**

<sup>12</sup> National Register of Historic Places, Bridge Square Historic District, Rochester, Monroe County, New York, National Register #84000273.

<sup>13</sup> Joseph Korom, *The American Skyscraper, 1850-1940: A Celebration of Height* (Boston: Branden Books, 2008), 395-398.

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The Rochester Motor Terminal, Inc. formed in 1921. Its board of directors included members of some of the largest and oldest mercantile and real estate interests in Rochester.<sup>14</sup> Many of these well-connected men were also active in the First Ward Improvement Association and the Chamber of Commerce. George Russell Newell (1880-1939) was elected the first president of the Rochester Motor Terminal Company in 1921 and was one of the first directors of the First Ward Improvement Association.<sup>15</sup> He worked as an assistant engineer for the Rochester Railway Company from 1907-1909, then partnered with Irving E. Mathews (former chief engineer of the New York State Railways) and later had his own civil engineering firm.<sup>16</sup> Newell held strong real estate interests and among his other ventures, he was on the Chamber of Commerce, the University Club and the Rochester Historical Society.

Among the Rochester Motor Terminal, Inc.'s first directors were: Henry Lewis Marsh, president of the Genesee Provision Co., Inc.; and Arthur B. Headley, architect.<sup>17</sup> Clark H. Quinn was secretary and Horace I. Kendall served as treasurer. Kendall "figured prominently in commercial circles of Rochester in connection with the insurance business and also in the real estate field."<sup>18</sup> The company was one of the first to invest in automobile oriented development in downtown Rochester. In the fall of 1921, it opened "one of the finest service stations" in the city on a three-quarter-acre corner site at Broad and Plymouth.<sup>19</sup> Reports of the location boasted 350 feet of frontage on the forthcoming subway. In addition to five gas pumps and ample parking, the station included a carwash, tire and ignition service and was "brightly illuminated" at night. Furthermore, there were three garages adjoining the station.

The station was so impressive that it was mentioned in the Chamber of Commerce Golden Jubilee Almanac in 1938 and it was recognized as a successful example of a growing trend to "merg[e] motor bus and truck service" by "using a common terminal, properly departmentalized."<sup>20</sup> In service before construction of the Terminal Building commenced, the service station signaled the Rochester Motor Terminal's investment in the area and post-Erie Canal development.

## The Terminal Building

<sup>14</sup> *Boot and Shoe Recorder* 78-79 (February 19, 1921): 75.

<sup>15</sup> Birx Allen, "Ripple in Time: The Newell Family of Rochester, NY," 10, UR Research at the University of Rochester, accessed January 10, 2016, <https://urresearch.rochester.edu/institutionalPublicationPublicView.action?institutionalItemId=13201>; See also *Rochester Alumni-Alumnae Review*, Dec. 1939-Jan. 1940, 31.

<sup>16</sup> Allen, "Ripple in Time," 9.

<sup>17</sup> "Who's Who in Rochester," *Rochester in History* (Rochester: Wegman-Walsh Press, Inc., 1922), 102, 140.

<sup>18</sup> Lockwood Richard Doty, *History of Genesee County* (Chicago: S. J. Clarke Publishing Company, 1925), 292.

<sup>19</sup> "Motor Terminal Builds New Service Station," *National Petroleum News* 14 (January 4, 1922): 38.

<sup>20</sup> "Rochester Has Motor Terminal," *Motor West* 34 (February 15, 192): 50.

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The Rochester Motor Terminal, Inc.'s speculative commercial building filled the southwest corner of West Broad and Fitzhugh Streets, boasting about its convenient location to both the governmental hub of the city and a major transportation node of downtown. Many of the directors of the Rochester Motor Terminal Inc. were also involved in the First Ward Improvement Association, a group of businessmen in the "financial and office building center of the Four Corners."<sup>21</sup> The directors even commissioned one of their own, Arthur B. Headley, to design the Terminal Building at 65 W. Broad Street in 1924.<sup>22</sup>

The location of the Terminal Building was ideal for legal office space. By c.1900, the city hall and the Monroe County Court House occupied the majority of the block diagonally located from the Terminal Building, and in 1926, a new, one-story addition to linked the buildings.<sup>23</sup> The Rochester Motor Terminal focused its marketing campaign for potential tenants of the Terminal Building on this centrality of civic activity. For instance, in February 1926, a front-page advertisement in the *Daily Record* "invited" potential tenants to "inspect our offices in the Terminal Building, Rochester's newest building, best located for Lawyers, close to the Courts, Law Library, City Hall, Abstract Office, [and] Banks."<sup>24</sup>

The second major component of marketing highlighted the Terminal Building as a most accessible location; not only was there ample parking and close access to the regional highway, but the forthcoming subway system included a stop in front of city hall. Once in service, the station would be "nearer to the Terminal Building than to any other office building."<sup>25</sup> While this convenience catered to tenants who elected to take public transportation, the Rochester Motor Terminal company offered a service station across the street in addition to plentiful parking for those who preferred to drive.<sup>26</sup>

The Terminal Building represented the speculative impulse of groups like the Rochester Motor Terminal company to invest in Broad Street, a new thoroughfare in the city and to shape the future of the streetscape. Like many American cities, Rochester opened its downtown to automobile access in the 1920s and the Terminal Building was part and parcel of the changing nature of downtown. The Rochester Motor Terminal's speculative impetus for the building was evident not only in the marketing campaign used to promote the Terminal Building, but also in the design and construction of the building. The Terminal Building consisted of two floors of retail below six stories of build-to-suit offices. This type of commercial building could host a variety of tenants and promoted the use of Broad Street as a new "Main Street," which Rochester's west side

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<sup>21</sup> Ibid.

<sup>22</sup> "Work to Begin in Few Days on 7-Story Office Building, First in New Subway Street," *Rochester Democrat & Chronicle*, May 16, 1924, 27.

<sup>23</sup> National Register of Historic Places, City Hall Historic District, Rochester, Monroe County, New York, National Register #74001258.

<sup>24</sup> *The Daily Record*, February 25, 1926, front page.

<sup>25</sup> *The Daily Record*, December 23, 1927, front page.

<sup>26</sup> Cynthia Howk, email July 3, 2013 in clipping folder at the Landmark Society of Western New York.

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real estate interests sought for some time. Indeed, the Terminal Building was a success. By the end of its first operating year, almost 80 percent of the office space and six of ten ground floor retail stores were occupied.<sup>27</sup> City directories recorded a mix of tenants, with a large proportion of lawyers in the building.

## **Commercial Style Architecture**

The Commercial Style is a common term for the aesthetic that characterized much of early high-rise buildings designed with steel and beam construction, large storefront windows, classical detailing, decorative cornices, and flat roofs. Some of the most prominent architects of the era—William Jenney, Sullivan & Adler, and Burnham & Root—worked in Chicago and developed a particular brand of design that became synonymous with that city. In addition to the features of other Commercial Style buildings, the Chicago School was known for its distinctive windows, composed of two narrow casements flanking a larger central pane.

As partial steel framing gave way to structures with entirely fireproof steel frames and curtain walls, buildings could be taller than ever before. Since steel skeletons lack the inflection of masonry structures, this technology accompanied a new opportunity for façade design. While façades of masonry buildings were load bearing, steel frames buildings featured curtain walls that were independent of the structure, freed from the restraints embodied in historical building design. This construction method fostered the development of early skyscrapers in the American Commercial Style during the first two decades of the twentieth century.

The Terminal Building reflected the use of this architectural style for a speculative retail and office building. Unlike earlier office buildings in Rochester such as the H.H. Warner Building (1884, NR 1985), the Terminal Building employed steel frame construction, which supported concrete flooring, all hidden by plastered and tiled surfaces with an exterior clad with masonry. This led to a flexible interior, where the regular grid allowed for various configurations of different sized offices, from small one-room offices to large suites. According to an advertisement in the 1925-1926 city directory, the Terminal Building had 114 large and small offices.

The Terminal Building featured ground floor commercial spaces, a vertical emphasis, a flat roof, and decorative cornice common to Commercial Style buildings. It also represented the restrained historical detailing of later examples of this building type, as architects began to simplify exterior ornamentation to highlight the steel structure. The cornice, quoining and rusticated piers of the Terminal Building recalled historic design conventions, but the brick exterior with its large number of windows expressed both its newer steel construction and its speculative nature.

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<sup>27</sup> *The Daily Record*, January 28, 1927, front page.

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In addition to designing the Terminal Building, Rochester architect Arthur Headley (1874-1942) served as a director of the Rochester Motor Terminal, Inc. Headley combined his architectural skills with ventures in real estate development, and the Terminal Building was the pairing of these interests. Headley owned at least two commercial properties on nearby State Street and had a vested interest in the continued growth of this part of the Rochester downtown. As a member of the First Ward Improvement Association and a director of the Rochester Motor Terminal, Inc., Headley was well positioned to influence the future of Broad Street, a newly created thoroughfare that boasted great development opportunities.

Headley was born in Lyons, New York in 1874 and moved to Rochester in the 1890s to live with his mother after completing an architectural apprenticeship in Buffalo.<sup>28</sup> The early part of his career was mostly with designing houses but he moved toward designing upscale apartment buildings in Rochester, including the Oxford Apartments at the corner of Oxford and Park Avenue, the Vassar Apartments at the corner of Park and Edgerton, the Brunswick Apartments on Park Avenue and the Standish Apartments on East Main Street. In addition to designing these buildings, Headley owned at least one of them and resided in one as well; a 1905 publication reported that bids were being accepted for the construction of an eighteen-family apartment building owned by A.B. Headley.<sup>29</sup> Sometime between 1900 and 1910, Headley also developed two small subdivisions in the Beechwood neighborhood northeast of downtown.

By this point in his career, Headley partnered with architect Orlando Knox Foote, who started practicing architecture in Western New York in 1884.<sup>30</sup> Together as Foote & Headley, the pair designed a number of buildings for private and municipal clients. In 1911, the pair designed a two-story residence and garage on Elmwood Avenue for R.T. French, president of the R.T. French Company.<sup>31</sup> The house featured a concrete foundation, hardwood trimmings and flooring, pulp plastering, furnace heat, electric lighting, modern plumbing, three bathrooms, two mantels and fireplaces, and art glass.<sup>32</sup> Two years later, the R.T. French Company commissioned Foote & Headley to design a 60x125 foot concrete block warehouse on Leighton Avenue. Among Foote & Headley's other projects were a two-story brick veneer dwelling at Hemlock Lake for the city of Rochester and a brick hotel and store building at 353-363 Central Avenue for Abe Neiman.<sup>33</sup>

<sup>28</sup> "Who's Who in Rochester," *Rochester in History* (Rochester: Wegman-Walsh Press, Inc., 1922), 130.

<sup>29</sup> "Western New York State Notes," *The Metal Worker, Plumber, and Steam Fitter* 64 (September 30, 1905): 69.

<sup>30</sup> *The Shield: Official Publication of the Theta Delta Chi Fraternity*, Vol. 30, 1884, 243; Massachusetts Institute of Technology, *Register of Former Students*, March 1912, 150.

<sup>31</sup> In his letter, Robert Headley states that his father built a home for George French, president of the R.T. French Company. The mustard company became the widely known French's.

<sup>32</sup> "Contracts Let," *Daily Record*, April 14, 1911.

<sup>33</sup> "Building News," *The Daily Record*, June 24, 1913.

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The partnership dissolved by 1921 and Headley worked with a Mr. Wilson on designing garages, helping homeowners transition to the automobile age.<sup>34</sup>

Headley's business acumen and interest in real estate were just as important to Headley's career as were his architectural skills. At the same time that he practiced with other architects, Headley undertook his own real estate business. In March 1912, Headley purchased the Mansion House at the corner of State and Market Streets.<sup>35</sup> The acquisition contributed to both the establishment of State Street as a growing business center. He purchased the Carter Building, at the northwest corner of Church and State Streets, where he and Foote located their offices. Headley renovated the properties and obtained permits to erect marquees above the sidewalk on the southwest corner of Mill and Market Streets in 1914.<sup>36</sup> In April 1914, Headley Realty Company advertised several rental spaces, including a newly renovated store at 4 Church Street (in the Carter Building), ideal for a candy store, barber shop, shoeshine. His building at 62 State Street had room for 30 offices as well as a lodge room or dance hall.<sup>37</sup> Headley's downtown real estate interests led him to his direct involvement with the First Ward Improvement Association and the Rochester Motor Terminal Inc.

While some of Headley's residential designs are extant, the Terminal Building is perhaps the only known commercial building of his career that remains standing. While his full career and particularly his commercial developments require more examination, it is clear that Headley was active in Rochester's real estate industry for several decades as an architect, president of the Headley Realty Company, member of the First Ward Improvement Association and a director of the Rochester Motor Terminal, Inc. Headley designed a range of building types in the city, including offices, warehouses and a bathhouse, but the largest known portion of his body of work was residential in nature. He designed a number of apartment buildings and scores of private homes in upscale neighborhoods. The Terminal Building remains as an excellent example of Headley's combined talents in architecture and real estate development. The building's design represented the malleable office space of the time period, designed to change with the tenants. As an early twentieth century office building, the Terminal reflected the speculative development near infrastructure improvements in downtown Rochester, as well as the trend toward auto-oriented transportation urban centers, beginning in the 1920s.

<sup>34</sup> "Building News," *The Daily Record*, October 8, 1921; "Building News," *The Daily Record*, May 11, 1923.

<sup>35</sup> "Old Mansion House Building Transferred," *Rochester Democrat & Chronicle*, March 10, 1912, 21.

<sup>36</sup> "Building News," *The Daily Record*, August 2, 1913; "Building News," *The Daily Record*, February 14, 1914; *Proceedings of the Common Council*, (Rochester: Rochester Herald Press, 1915), 220. The Mansion House (Headley Block) extended the depth of the block between State and Mill Streets.

<sup>37</sup> "To Let," *Rochester Democrat & Chronicle*, April 23, 1914. The *Annual Report of the Department of Public Safety* in 1913 listed 62 State as the Headley Block, a 5 story brick building comprised of stores and offices; see *Annual Report of the Department of Public Safety*, Vol. 14, (Rochester, John P. Smith Printing House, 1913), 214.



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"Who's Who in Rochester," *Rochester in History.* Rochester: Wegman-Walsh Press, Inc., 1922.

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**Previous documentation on file (NPS):**

preliminary determination of individual listing (36 CFR 67 has been requested)  
 previously listed in the National Register  
 previously determined eligible by the National Register  
 designated a National Historic Landmark  
 recorded by Historic American Buildings Survey # \_\_\_\_\_  
 recorded by Historic American Engineering Record # \_\_\_\_\_  
 recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

State Historic Preservation Office  
 Other State agency  
 Federal agency  
 Local government  
 University  
 Other  
Name of repository: Preservation Studios, Buffalo NY

Historic Resources Survey Number (if assigned): \_\_\_\_\_

**10. Geographical Data**

**Acreage of Property** Less than one acre  
(Do not include previously listed resource acreage.)

**UTM References**

(Place additional UTM references on a continuation sheet.)

1	<u>18N</u> Zone	<u>287471</u> Easting	<u>4781226</u> Northing	3	<u>        </u> Zone	<u>        </u> Easting	<u>        </u> Northing
2	<u>        </u> Zone	<u>        </u> Easting	<u>        </u> Northing	4	<u>        </u> Zone	<u>        </u> Easting	<u>        </u> Northing

**Verbal Boundary Description** (Describe the boundaries of the property.)

The boundary is indicated by a heavy line on the enclosed map with scale.

**Boundary Justification** (Explain why the boundaries were selected.)

The nominated boundary is the same as for the period of significance.

**11. Form Prepared By**

name/title Caitlin Moriarty, Ph.D., Matthew Shoen, Kelsie Hoke (edited by Virginia L. Bartos, NYS OPRHP)  
organization Preservation Studios date 22 September 2016  
street & number 60 Hedley Place telephone 716-725-6410  
city or town Buffalo state NY zip code 14208  
e-mail Caitlin Moriarty <caitlin@preservationstudios.com>

**Additional Documentation**

Submit the following items with the completed form:

Terminal Building  
Name of Property

Monroe County NY  
County and State

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

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**Photographs:**

Submit clear and descriptive photographs. The size of each image must be 2000x3000 pixels at 300 ppi (pixels per inch) or larger. For districts, key all photographs to the sketch map.

Name of Property: Terminal Building

City or Vicinity: Rochester

County: Monroe State: New York

Photographer: Preservation Studios

Date Photographed: 16 July 2015

**Description of Photograph(s) and number:**

0001 of 0008: Primary elevations of building looking southeast from Broad Street.

0002 of 0008: East elevation, view looking west.

0003 of 0008: North side and adjacent building, view looking northwest.

0004 of 0008: Detail view of east elevation entrance, viewed from Broad St.

0005 of 0008: Detail view of interior end stair.

0006 of 0008: General interior view showing open layout.

0007 of 0008: General view showing some historic materials.

0008 of 0008: Detail view of historic office.

---

**Property Owner:**

(Complete this item at the request of the SHPO or FPO.)

name Terminal Building ROC, LLC

street & number 2064 Elmwood Avenue Suite 352

telephone N/A

city or town Rochester

state NY

zip code 14618

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

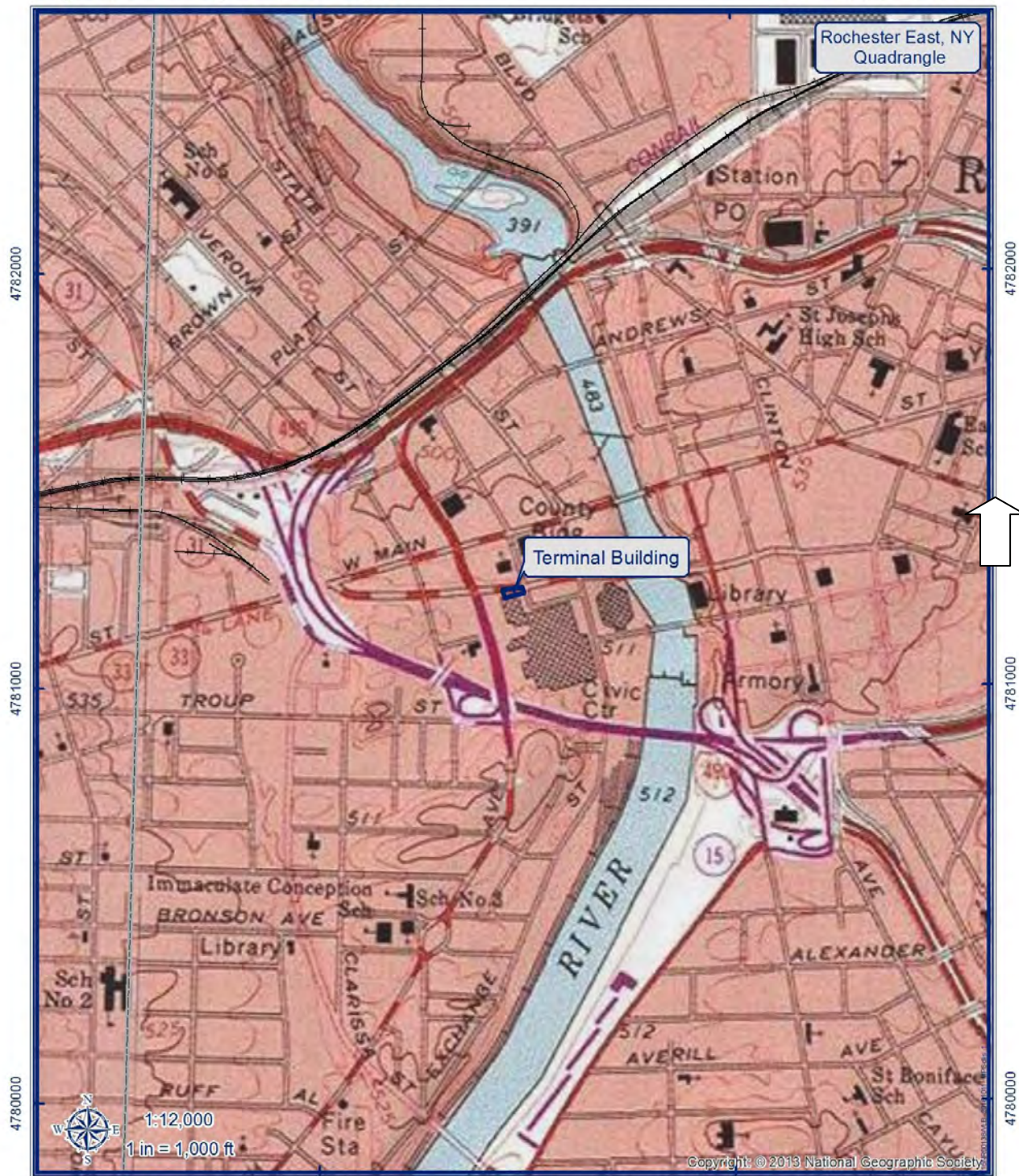
**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Terminal Building  
Name of Property

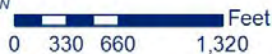
Monroe County NY  
County and State


Terminal Building  
City of Rochester, Monroe Co., NY

65 West Broad Street  
Rochester, NY 14614



Coordinate System: NAD 1983 UTM Zone 18N  
Projection: Transverse Mercator  
Datum: North American 1983  
Units: Meter



 Terminal Building



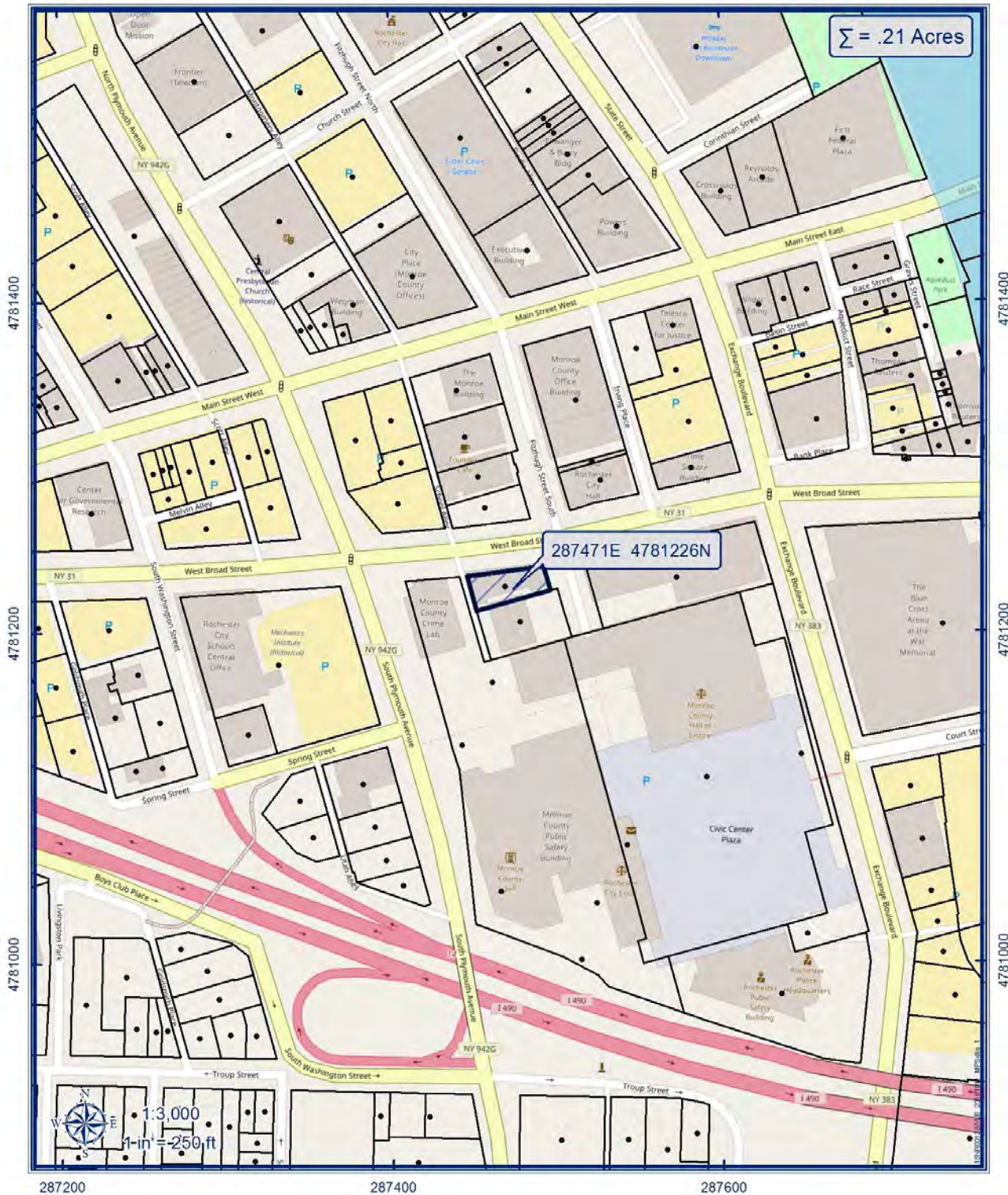
Parks, Recreation  
and Historic Preservation

Terminal Building  
 Name of Property

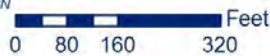
Monroe County NY  
 County and State

**Terminal Building**  
 City of Rochester, Monroe Co., NY

**65 West Broad Street**  
 Rochester, NY 14614



Coordinate System: NAD 1983 UTM Zone 18N  
 Projection: Transverse Mercator  
 Datum: North American 1983  
 Units: Meter



Terminal Building



Parks, Recreation  
 and Historic Preservation

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The Terminal Building under construction, c.1925-1926.  
Albert R. Stone Negative Collection. Rochester Museum & Science Center.



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UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 12/2/2016      Date of Pending List: 12/27/2016      Date of 16th Day: 1/11/2017      Date of 45th Day: 1/17/2017      Date of Weekly List: 1/17/2017

Reference number:

Nominator:

Reason For Review:

- |                                       |  |   |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal       | <input checked="" type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue    |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape       | <input type="checkbox"/> Photo              |
| <input type="checkbox"/> Waiver       | <input type="checkbox"/> National        | <input type="checkbox"/> Map/Boundary       |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period             |
| <input type="checkbox"/> Other        | <input type="checkbox"/> TCP             | <input type="checkbox"/> Less than 50 years |
|                                       | <input type="checkbox"/> CLG             |   |

Accept       Return       Reject      1/11/2017 Date

Abstract/Summary  
Comments:

Recommendation/  
Criteria

Reviewer Alexis Abernathy      Discipline Historian

Telephone (202)354-2236      Date \_\_\_\_\_

DOCUMENTATION:    see attached comments : No    see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.

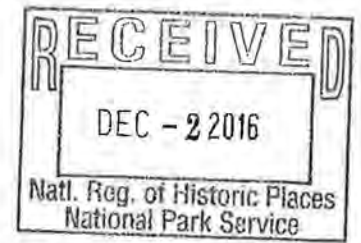




**Parks, Recreation  
and Historic Preservation**

ANDREW M. CUOMO  
Governor

ROSE HARVEY  
Commissioner



16 November 2016

Alexis Abernathy  
National Park Service  
National Register of Historic Places  
1201 Eye St. NW, 8<sup>th</sup> Floor  
Washington, D.C. 20005

Re: National Register Nomination

Dear Ms. Abernathy:

I am pleased to submit the following five nominations, all on disc, to be considered for listing by the Keeper of the National Register:

Calvary Episcopal Church, Saratoga County  
Syracuse Lighting Company, Onondaga County  
Terminal Building, Monroe County  
Ancram Hamlet Historic District, Columbia County  
George Washington School, Chemung County

Please feel free to call me at 518.268.2165 if you have any questions.

Sincerely:

Kathleen LaFrank  
National Register Coordinator  
New York State Historic Preservation Office