

United States Department of the Interior
National Park Service
The
**National Register of Historic Places
Registration Form**

56-1585



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an 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 entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer to complete all items.

1. Name of Property

historic name NEWBERRY BUILDING

other names/site number C.H. Turner Building

name of related multiple property listing N/A

2. Location

street & number 109-111 Main Street [] not for publication

city or town Batavia [] vicinity

state New York code NY county Genesee code 037 zip code 14020-2110

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this 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 as set forth in 36 CFR Part 60. In my opinion, the property meets [] does not meet the National Register criteria. I recommend that this property be considered significant [] nationally [] statewide locally. ([] see continuation sheet for additional comments.)

Michael P. Lynch Deputy SHPO
Signature of certifying official/Title

14 July 2017
Date

State or Federal agency and bureau

In my opinion, the property [] meets [] does not meet the National Register criteria. ([] see continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register [] see continuation sheet
- [] determined eligible for the National Register [] see continuation sheet
- [] determined not eligible for the National Register
- [] removed from the National Register
- [] other (explain) _____

[Signature]
Signature of the Keeper

date of action

9/10/17

Newberry Building

Genesee County, New York

Name of Property

County and State

5. Classification

Ownership of Property

(check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property

(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
_____	_____	buildings
1	_____	sites
_____	_____	structures
_____	_____	objects
1	0	TOTAL

Name of related multiple property listing

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

N/A

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions

(enter categories from instructions)

COMMERCE/TRADE

Business, department store

Current Functions

(Enter categories from instructions)

VACANT

7. Description

Architectural Classification

(Enter categories from instructions)

LATE VICTORIAN/Italianate

Materials

(Enter categories from instructions)

foundation Stone

walls Brick, Limestone

roof Asphalt

other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets)

Newberry Building

Name of Property

Genesee County, New York

County and State

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 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 that 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 boxes that apply.)

- 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 of age or achieved significance within the past 50 years

Areas of Significance:

(Enter categories from instructions)

Commerce

Architecture

Period of Significance:

1881-1949

Significant Dates:

1881, 1929, 1948, 1949

Significant Person:

N/A

Cultural Affiliation:

N/A

Architect/Builder:

George J. King (1817-1903)

John Lennon & Sons Co. (remodeling 1929)

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested. **NPS #33,976**
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by historic American Building Survey # _____
- recorded by Historic American Engineering Record # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal Agency
- Local Government
- University
- Other repository: _____

Newberry Building

Genesee County, New York

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10. Geographical Data

Acreeage of Property .24 acres

UTM References

(Place additional UTM references on a continuation sheet.)

1 117 729663 4764335
Zone Easting Northing

3 117
Zone Easting Northing

2 117

4 117

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Caitlin Moriarty, Ph.D. and Matthew Shoen [Edited by Jennifer Walkowski, NYSHPO]

organization Preservation Studios, LLC date 5/2/16

street & number 60 Hedley Place telephone 716-725-6410

city or town Buffalo state NY zip code 14208

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

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.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with SHPO or FPO for any additional items)

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

name _____

street & number _____ telephone _____

city or town _____ state _____ zip code _____

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. 470 *et seq.*)

Estimated Burden Statement: public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, D.C. 20503

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Section 7 Page 1

Newberry Building
Name of Property
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Narrative Description of Property

The Newberry Building is located on the south side of Main Street in the City of Batavia, Genesee County, New York, in the middle of the block between Center and Jackson Streets. Main Street is a three-block stretch of New York State Route 5 through Batavia, called East Main Street east of Center Street and West Main Street just two blocks to the west past Ellicott Street. This stretch of Main Street is the primary commercial thoroughfare. The northern half of the block between Jefferson and Bank Street is the site of the Batavia Mall, an Urban Renewal project, and parking lots occupy much of the northern street front. Two- and three-story buildings line the southern side of Main Street from Court Street to Liberty Street and are a mix of historic and modern buildings.

Constructed in 1881, the Newberry Building is a three-story brick commercial building in a modest commercial Italianate style. It is seven bays wide across the primary elevation and largely rectangular in shape with a flat roof, typical of late nineteenth century commercial buildings. The primary façade has non-historic storefronts at the ground floor with tall windows articulated by stone hoods, sills, and lintels in the upper stories, and a parapet capped by a pressed-metal cornice. The building was commissioned by local undertaker and furniture builder C.H. Turner and designed by local architect George J. King. Shortly after its construction, Sanborn maps indicate that Turner expanded the building with a single-story addition and then an adjacent two-story addition just north of the main three-story block. In 1929, the J.J. Newberry Company purchased the building and undertook a number of renovations, with a large expansion to the south in 1948 and further renovations in 1949. At present, the building has two commercial spaces at the ground floor with office space on the upper floors and retains elements of each stage in its history. The original 1881 exterior design of the upper two floors remains, while the layout of the upper floors and reconfigured staircase date to the 1929 renovation, which relocated the central staircase to the northeast corner. Lastly, the layout of the storefronts and the rear addition date to the J.J. Newberry Company's modernization of the building in 1948-49, as well as to more recent cosmetic storefront updates in the 1990s.

Exterior

The Newberry Building is oriented north-south with its primary façade facing north onto Main Street. The early portion of the building measures approximately fifty-two feet wide by one-hundred-twenty feet deep and consists of a three-story rectangular block with a one-story addition at the southwest corner and a two-story addition at the southeast corner. A large, single-story, brick and steel addition from 1948 extends south from the rear wall and measures approximately fifty-two feet wide by ninety feet deep. The primary facade of the building is red brick with pale grey limestone accents and has one-over-one vinyl replacement windows with matching transoms. The remaining elevations are also red brick but these are each unarticulated with vinyl replacement windows throughout.

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Primary (North) Façade

The primary façade is symmetrically composed and has storefronts at the ground floor while the upper floors have an articulated center bay with paired windows, flanked on either side by three bays of single windows. Two matching storefronts occupy the majority of the ground floor and consist of glazed aluminum windows above a partial-height brick wall with recessed, fully-glazed entries east and west of center. The partial-height brick walls feature a band of saw-toothed brick at the center with the glazed storefronts above them, all dating to the 1990s. The entries are identical and contain a pair of aluminum-framed doors, sidelights, and transoms which date to the 1949 renovation of the building. At the eastern end of the ground floor is an entry door that accesses the upper floors. This entry dates to the building's 1929 storefront renovation and consists of a glazed door with a wood frame set into a paneled recess. Modern awnings run the length of the ground floor beneath a deep signboard and a wood cornice that were likely also added during the 1929 storefront renovation. Above, the second-floor windows rest on a stone sill course and have cut stone hoods. In the center bay, the paired windows are slightly recessed and are capped by a shared stone lintel and a corbelled brick detail. The third floor windows have stone sills with a continuous stone lintel course and saw-toothed brick belt course above. The center bay is crowned in the parapet by a round arch with a stone archivolt and a flat stone tympanum in a slightly darker color. The tympanum has a simple incised scrolled floral motif at the center. At the top of the parapet is a short pressed-metal cornice with small brackets and a sawtooth detail.

East and West Elevations

The east and west elevations of the building are only visible at the third floor level due to an adjacent building on either side. Typical of late nineteenth century commercial row buildings and constructed with side elevations never meant to be exposed, the third floor level is unarticulated on either elevation and appears as a blank, common-bond brick wall without windows or openings.

South (Rear) Elevation

The rear elevation is composed of the projecting, 1948 one-story addition at the ground floor with the earlier two and three-story portions visible beyond. The addition is six bays across with a flat roof and differs from the rest of the building in that it has a first floor level above a tall raised basement. All windows at the first floor are one-over-one windows at a clerestory height with metal safety grilles at the exterior. The basement level has matching one-over-one windows in the western three openings with paired doors and a small loading dock at the eastern end. Beyond, the two-story addition at the southeast corner is three bays wide and has a one-over-one window in each bay. The rear wall of the original 1881 portion is also three bays in width and has one-over-one windows in each bay at each floor. At both the first and second floor, existing infill panels and brickwork infill indicate that the original window openings were much taller than the existing windows.

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Interior

The original floorplan for the building consisted of a central staircase with a retail space to either side at the first floor and a mix of uses at the second and third floors. When the Newberry Company acquired the building in 1929, it altered the storefronts and the circulation of the building, moving the main stair to run along the east wall and combining the two storefront spaces into a single combined retail floor. Currently, the first floor once more contains two storefront spaces separated by a central bearing wall with the 1929 staircase still in place along the eastern wall providing access to the upper floors as well as the basement. At the rear of the first floor is the large 1948 expansion. At the second and third floors, the original floorplan is still largely in place. The second floor has a central corridor with offices to either side and bathrooms and a stair at the center of the east wall. The third floor appears to have been used as a meeting hall and has a shorter corridor at the center with larger rooms arranged around it. The building is in fair condition on the interior and retains some original plaster walls, hardwood floors, and original trim throughout with original tin ceilings and cornices at the first floor.

Basement

The basement is divided into two sections with minimal architectural features. The majority of the basement is below the original building and is divided down the center by a masonry load-bearing wall. The front (northern) section of the basement has low ceilings but retains original tin in fair condition with some surface rust. The floor is concrete and most of the rooms are utilized for mechanical equipment and storage. The rear (southern) portion of the basement is underneath the 1948 one-story addition. This portion has modern gypsum walls and ceilings as well as a truncated stair that led to the first floor level in the rear one-story addition. While it is largely open, there are some small rooms at the far south end for bathrooms and storage rooms.

First Floor

The commercial spaces of the first floor are currently separated by a non-original, north-south wall down the center of the building. This wall is composed of modern gypsum and stud construction, but the original metal columns remain expressed.

The eastern commercial space is highly intact with minimal modern walls. An original tin ceiling is present in good condition throughout the length of this space before the one-story addition at the south. The front section of this space is largely open with some modern rooms. A stair to the basement is present at the northeast corner and a brushed aluminum hood from a former diner is present toward the front along the east wall. The rear portion is occupied by the one-story addition, which features original details dating to the J.J. Newberry Company's occupancy. Several fluted plaster pilasters with the Newberry Company "N" are present along the east wall in good condition. The plaster walls and ceiling here are in good condition as is the existing hardwood flooring.

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The western commercial space has more modern finishes at the north end, although the original tin ceiling remains intact. There are several modern office spaces occupying most of this section. The southern section of this commercial space is contained within the one-story addition at the rear. Finishes here are in poor condition with failed plaster walls and ceiling, but it retains the original hardwood floor. The central dividing wall is modern gypsum, indicating that this portion was originally constructed in 1948 as a single open space. Several of the fluted pilaster details with the Newberry Company "N" are present here as in the eastern portion, but are in poor condition.

The enclosed stair at the northeast corner of the building is entered from the exterior and provides access to the second floor. It has simple wood treads and risers with flat plaster walls and a modern wood railing attached to the face of the walls. At the second floor landing an original wood stair in the original stain leads to the third floor. The stair has a railing with straight wood balusters, a molded wood handrail, and square newel posts.

Second Floor

From the central east-west corridor on the second floor, there are two large office areas present to the north and two small offices to the south. The northern offices appear to have been three separate spaces as evidenced by the separate doors from the corridor. The northeast office retains most of the 1929 finishes and features, including some baseboard, door casings, picture rail molding and a borrowed light center pivot window for the stairwell. Some stud walls remain in the northwestern offices, but the historic finishes, features, and layout are not wholly intact; there is historic plaster and trim in very few locations. Two smaller offices to the south of the east-west corridor have mostly exposed structure but retain some historic plaster finishes and trim on the back wall. All of these offices maintain the wood and glass entry doors, likely dating from the 1929 remodeling. A narrow north-south corridor provides access to a common bathroom and two smaller offices to the far south of the second floor. The hallway retains the historic plaster, but the two southern offices are largely exposed structure with little plaster and trim remaining intact.

Third Floor

The third floor is accessible only from the stair at the second floor landing. A short north-south corridor is present at the top of the stair landing and is fully paneled at the walls and ceiling in wood beadboard with an original hanging light fixture at the center. The northern section of this floor is largely open with the same painted bead board walls and ceiling as the corridor. Several period milk glass fixtures are also present hanging from the ceiling by short chains. Door casings, transoms, and some trim remain intact within this space, but the north, east, and west walls are painted brick without plaster finishes intact. The southwest portion of this floor has the same painted bead board ceiling, with some bead board on the eastern wall. The remaining walls are exposed studs and painted brick. The southeast has no original finishes and is exposed structure with painted brick at the exterior walls.

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Statement of Significance:

The Newberry Building, located at 109-111 Main Street in Batavia, Genesee County, New York, is a locally significant example of a late nineteenth century commercial building that reflects the shifting commercial landscape in Batavia, from small, independent, locally owned businesses to larger chain businesses. For more than a century, the building served as a primary anchor for Batavia's commercial Main Street, housing local companies from 1881 to 1929 and a branch of a national business from 1929 to 1996. For its associations with the commercial development of Batavia, the Newberry Building is eligible under Criterion A in the area of Commerce.

Constructed by local craftsman George J. King in 1881 for the C.H. Turner & Son Company, a prominent local furniture making and undertaking firm, the building contributed to the early commercial development of Main Street. The C.H. Turner & Son Company rented one storefront while occupying the other and using the upper floors for its furniture business. After the C.H. Turner & Son Company sold its business in 1887, two other undertakers used the building until 1929. The J.J. Newberry Company, a national five-and-dime chain retailer, bought the building in 1929 and remained there until 1996.

The building is additionally locally significant under Criterion C in Architecture for illustrating the changing commercial design trends from the late-nineteenth through mid-twentieth centuries. The building was completed in 1881 and designed as an Italianate two-part commercial block, a common commercial form on Main Street in Batavia and on commercial streets throughout the country. After the J.J. Newberry Company purchased the building it was renovated twice during the early and mid-twentieth century as part of broad drives by the company to update branch locations across the country. Through these two redesign campaigns in 1929 and 1948-49, the J.J. Newberry Company opened up the first floor into a larger single commercial space, created commercial offices on the upper floors, and installed a plate glass storefront system which flooded the interior with more light. These modifications reflected chain store tactics of store renovation and, along with other storefront renovations in the area, helped transform the character of Batavia's Main Street according to the aesthetics of twentieth-century consumer culture.

Although midcentury renovations modernized the Newberry Building, the changes were generally sympathetic to the original late-nineteenth century design and, as a result, the building reflects the design features of each building era. The upper floors of the brick building express the original Italianate design with decorative features such as a flat stone tympanum and sawtooth brick belt course, in addition to stone sills and a metal cornice. The storefronts and interior layout communicate twentieth-century commercial logics of modernization, open sales spaces to accommodate a wider range and variety of merchandise, and plate glass window systems.

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The period of significance for the building runs from 1881 through 1949, encompassing the initial design and construction of the building by local Batavian architect George J. King and extending through all major material changes to the building completed by the J.J. Newberry Company. From its date of construction through the midcentury renovation, the Newberry Building exemplified common practices of commercial architecture that are evident to this day. While the J.J. Newberry Company continued in operation into the 1990s, this era also corresponds to the time during which the business was at its most prominent and successful in the Batavia community.

History of Batavia, New York

Batavia was founded in 1802 by Joseph Ellicott, an agent for the Holland Land Company and the man responsible for surveying the majority of Western New York. In 1802, Batavia was made the county seat of the newly formed Genesee County. At the time, Genesee County encompassed the entire 3.3 million acre Holland Land Purchase. This land was subdivided into the eight counties that compose Western New York.¹

In the first quarter of the nineteenth century, the Holland Land Company had a massive local presence in Batavia. Company officials and surveyors operating from the Holland Land Office (1815, NR 1966) in Batavia divided lots and sold tracts of land to incoming settlers, making Batavia a center of settler expansion into Western New York.² Additionally, Batavia was a regional transportation hub for Native American tribes. In 1856, the Holland Land Company ceased operations in Western New York. By then, the region had been effectively settled and opened to settlers.

While many settlers passed through Batavia on the way to their new lots, a significant number of people remained in the city, attracted by the fertile soil and budding town center. Batavia's growth slowed with the completion of the Erie Canal in 1825, as the city was no longer on the primary east to west route across New York State; however, the introduction of railroads spurred another period of population growth. The New York Central, Lehigh Valley, and Erie-Lackawanna Railroads served Batavia, bringing people and goods to and from the city and allowing local industry and agriculture to expand.³

In the 1850s, barley replaced wheat as the staple crop grown by Batavian farmers, though dairy, vegetable, and fruit farms were also popular agricultural enterprises. In later years, the New York State Institution for the Blind opened in Batavia, as well as numerous churches and industrial ventures such as the Wiard Plow Company. The

¹ National Register of Historic Places, Genesee County Courthouse Historic District, Batavia, Genesee County, New York, National Register #82001173. Section 8 Page 6.

² Ibid., Section 8 Page 1.

³ Ibid., Section 8 Page 2.

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mix of industry and commerce helped Batavia grow steadily from 1860 until 1890. Between those years, Batavia's population grew from 3,277 to 7,221 people.⁴

During this time, Batavia's Main Street developed as a primary artery of traffic and commerce in the city. By 1884, three and four story commercial buildings lined Main Street between Church and Bank Streets and Jackson Street from Main Street south to Ellicott. Postcards from the early twentieth century show a long row of deep red Italianate commercial blocks averaging three stories in height lining Main Street for several blocks [See Historic Postcard]. The court house and an Episcopal church punctuated the west end of Main Street, and a mix of railroad related buildings and industrial complexes, including the Post Sewing Machine Company and Batavia Preserving Company, occupied the southeast section of town. Residential buildings lined streets such as Bank, State, and Server Place, that extended north from Main Street. Workers housing lined Evans and Ellicott Streets, close to the lumberyard and gas works.⁵

The Early History of the Newberry Building

The Newberry Building started its life as the C.H. Turner Building, built in 1881 amidst Batavia's late-nineteenth growth. Capitalizing on the city's burgeoning population, the furniture making and undertaking firm of C.H. Turner & Son commissioned George J. King to design a three-story brick building at 109-111 Main Street. C.H. Turner & Son marketed themselves as upholsterers and purveyors of the finest furniture in Batavia, offering such products as ottomans and walnut dressers in addition to novelties including bicycles.⁶

In keeping with prominent trends of the era, King designed an Italianate two-part commercial block, a building type that lined Main Street in Batavia and main streets in many American cities at the turn of the century. As defined by architectural historian Richard Longstreth, the two-part block is typically two-to-four stories tall, and split into two distinct sections by a horizontal division. Although often stylistically harmonious, the two sections are differentiated, often reflecting different uses inside. For instance, commercial functions on the first floor result in large windows and open spaces, while residential units or offices above get smaller, more private window treatments.⁷

The Newberry Building exemplifies this two-part commercial block style with a commercial storefront on the first floor and workspaces for the furniture business above. Originally, the first floor featured a central entry

⁴ U.S. Department of the Interior, *Report on the Population of the United States: Eighth Census, 1860* (Washington, DC: GPO, 1860), 334; U.S. Department of the Interior, *Report on the Population of the United States: Eleventh Census, 1890* (Washington, DC: GPO, 1890), 246.

⁵ Sanborn Fire Insurance Company, *Batavia, New York*, 1884.

⁶ "C.H. Turner & Son's Holiday Greeting," *The Daily News*, December 16, 1881, 4.

⁷ Richard Longstreth, "Compositional Types in American Commercial Architecture," *Perspectives in Vernacular Architecture* 2, (1986): 17.

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flanked by a storefront on either side. C.H. Turner & Son used one storefront for its business and utilized the upper floors for furniture construction, storage, and repairs. The company rented the second storefront to another firm; for instance, in 1882, a dry goods merchant leased the 109 Main Street half the building.⁸

This two-storefront configuration, promoted by the two-part commercial block form, continued over the next four decades under various owners of the mortuary and furniture companies that used the building. In 1887, C.H. Turner sold both businesses to George W. Weeks and George W. Williamson, both of Palmyra, who took possession of the building in September of that year.⁹ Weeks and Williamson operated the business together for a year before Williamson bought out Weeks's stake in the store.¹⁰ Around the 1901, George Williamson erected a two-story storage building behind the store (not extant). He died suddenly of apoplexy in 1910, leaving the store in the hands of his wife.¹¹

Following the death of George Williamson, Harry Ernest Turner (no relation to C.H. Turner) purchased the store from Williamson's estate. H.E. Turner and his partner, Harry D. Bartlett, continued the same pattern of use in the building, operating the mortuary in part of the building and renting the other storefront: Between 1910 and 1929, a wallpaper company operated from 109 Main Street.¹²

In 1929, Turner and Bartlett moved their mortuary operations to 214 Main Street. Their business is still in operation today as the H. E. Turner Funeral Home. Turner and Bartlett sold the building at 109-111 Main Street to McAlpine, Brumsted & Co., for approximately \$105,000.¹³ Shortly after that transaction, the J.J. Newberry Company, a national five-and-dime store, purchased the building from McAlpine, Brumsted & Co. for \$125,000 and took over occupancy on January 1, 1929.¹⁴

Five-and-Dime Chain Stores and the J.J. Newberry Company

When the J.J. Newberry Company moved into the building at 109-111 Main Street in Batavia, it was part of the growing trend of chain stores proliferating in cities and towns across the country. Chain stores enjoyed a competitive advantage that challenged the independent stores that characterized Main Streets prior to the 1920s. During the early to mid-twentieth century, downtown commercial districts were transformed as locally owned businesses gave way to regional and national chain stores.

⁸ Fire Insurance Sanborn Maps, *Batavia*, 1884.

⁹ "An Important Business Change," *Spirit of the Times*, August 20, 1887, 6.

¹⁰ "Mere Mention," *The Daily News*, October 2, 1888, 5.

¹¹ Williamson was alderman of the city's second ward in 1899 and mayor in 1906. See "Ex-Mayor Williamson Victim of Apoplexy," *The Daily News*, January 8, 1910, 1.

¹² "Branching Out," *Albion Orleans Republican*.

¹³ "Property Title Passes to Newberry Company," *The Daily News*, January 3, 1929, 5.

¹⁴ "Change in Property," *The Orleans Republican*, January 16, 1929, 8; "Property Title Passes to Newberry Company," *The Daily News*.

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The Chain Store Model

The shift from locally owned businesses to chain stores emerged out of early twentieth century commercial development patterns tied to increased manufacturing efficiency and burgeoning transportation networks. Chain stores developed following the proliferation of mass-produced manufactured goods during the mid-nineteenth century. Prior to the twentieth century, factory goods were not accessible in cities because transportation costs outweighed the profit derived from shipping goods to smaller markets. The twentieth century ushered in an era of improved distribution and mass production and brought quality factory-made products to the countryside. Consumers throughout the country gained access to goods either in local branches of national chain stores or through catalogs such as Sears-Roebuck.¹⁵ The purchasing power of these national interests allowed them to offer a variety of cheap, high quality products for the thrifty shopper.

Among the most prominent chain stores to develop during this period were the five-and-dime chain stores. Five-and-dime chain stores were characterized primarily by their consumer-friendly prices. Five-and-dime stores sold common household goods and personal items for between five and ten cents, making them popular bargain shopping destinations. In contrast to stores that had many employees assisting customers, the five-and-dime stores were characterized by their hands-off approach to the shopping experience, with stores often manned by just a single cashier. Having a single cashier work the store was crucial to keeping overhead down and ensuring that a slim profit could be made by an individual store. Because five-and-dime retailers had branch locations across a wide geographic area, the slim profits of individual stores added up to a major gain to the company. Further, owning multiple stores across different cities and states provided a company the leverage to purchase more costly items in bulk and offer them to consumers at discounted prices.¹⁶ Chain stores and five-and-dimes were generalists, selling a wide range of products and goods, while previous smaller commercial operations, like C.H. Turner, were specialist operations, focusing on one specific product or line of products.

F.W. Woolworth opened the first five-and-dime store, Woolworths, in 1878. Woolworth was a businessman from Watertown, New York and opened his first store in Utica, New York. Woolworth's first store was a financial failure, but in 1879 he moved operations to Lancaster, Pennsylvania, where he was ultimately successful. Woolworth's success was followed by several other noteworthy chains, and by the early 1900s five-and-dime chain stores like the JJ Newberry Company, S.S. Kresge Company, and S.H. Kress & Company were established.

¹⁵ Sarah Elvins, *Sales and Celebrations: Retailing and Regional Identity in Western New York State 1920-1940* (Athens: Ohio University Press, 2004), 48.

¹⁶ Godfrey M. Lebharr, *Chain Stores in America 1859-1962*, 3rd Ed. (New York: Chair Store Publishing Corporation, 1963), 37.

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The growth of five-and-dime stores was modeled on the success of A&P, a chain grocery store, which under the leadership of George Hartford opened a chain of ‘economy stores’ in the 1910s.¹⁷ With the economy stores, A&P opened new stores in rapid succession, and because operational costs were kept low, established stores were able to easily turn a profit and fund the creation of new stores.

Five-and-dime retailers such as Woolworths, the S.S. Kresge Company, S.H. Kress & Company, and the J.J. Newberry Company followed the precedent set by A&P and began rapidly opening new locations. For example, between 1920 and 1930 Woolworths went from 1,111 stores to 1,881 stores, the S.S. Kresge Company expanded from 184 to 678 stores, S.H. Kress & Company grew from 145 to 212 stores and the J.J. Newberry Company grew from seventeen to 335 stores.¹⁸ Like A&P, the five-and-dime stores could expand by keeping their overhead low and by offering a wide variety of products for less than an independent retailer.

In addition to the advantages of being able to cheaply purchase mass-produced goods, many chain stores were supported by investment and large capital outlays. With the onset of the Great Depression and the Second World War, however, funding sources dried up and many chain stores suspended further expansion. The economic downturn and halt on civilian building during the Second World War meant that once economic fortunes turned and building could recommence after the war, almost two decades had passed and new building types were in vogue.

The J.J. Newberry Company

The J.J. Newberry Company was an extremely successful chain retailer in the mold of Woolworths, offering articles at a cost of five cents to a dollar. John Josiah Newberry started working in the five-and-dime field in 1899, when he joined S.H. Kress, one of the biggest five-and-dime store entrepreneurs.¹⁹ Newberry partnered with Kress for a decade, during which time Newberry learned how to successfully market and place five-and-dime stores. After working with Kress, Newberry opened the first Newberry store in 1911 in Stroudsburg, Pennsylvania. Between 1911 and 1930, Newberry opened 335 stores, including the Newberry Building at 109-111 Main Street in Batavia.²⁰ By 1940, the J.J. Newberry chain operated almost five hundred stores, primarily on the East Coast, and was publically traded on the New York Stock Exchange.²¹ The chain reached its peak in 1961, when it operated 565 stores and was the fourth largest five-and-dime chain store in America.

¹⁷ Ibid., 53.

¹⁸ Ibid., 56

¹⁹ “Newberry has 555 Stores in 46 States,” *The Otsego Farmer*, April 20, 1961, 7.

²⁰ Lebharr, *Chain Stores in America*, 403.

²¹ “The Security Buyer,” May 14, 1930.

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Modernization at the Newberry Building and on Main Street in the Twentieth Century

The J.J. Newberry Company initiated its first renovation campaign in Batavia upon acquiring the building in 1929. Its modernization efforts joined other commercial updating campaigns by chain stores on the street. Together, these businesses transformed Main Street and ushered in a new era of commercial trends.

The J.J. Newberry Company set about modifying the building immediately after moving into the storefronts at 109 and 111 Main Street in 1929.²² Hiring John Lennon & Sons Company Builders to lead the remodeling effort, the company did minor exterior work and reconfigured the interior space. Among the first changes was a new signboard and fascia.²³ For its new signage, the J.J. Newberry Company selected hand cut, gold painted wood letters, likely produced by the H.H. Upham Company, one of the New York City's most distinguished sign companies.²⁴ This traditional choice reflected a reaction to hanging signs and lighted signs that became popular in the early twentieth century; by 1929, publications such as *Signs of the Times*, "encouraged readers to simplify the lettering and graphics of their signs."²⁵

Inside, the J.J. Newberry Company reconfigured the commercial space from two storefronts with a center staircase to one large commercial space with the staircase along the eastern edge of the space.²⁶ The removal of the central staircase and transformation of the first floor to a single retailing space followed the trend of many chain retailers. Chains like Woolworth's, J.C. Penney and J.J. Newberry's frequently occupied two commercial lots that were joined behind a single standardized façade with standardized signage and displays.²⁷ The standardization of their storefronts helped make chain stores more recognizable and integrated into the community.²⁸ When the Newberry Building's storefronts were unified, it created a large open floor plan on the first floor that allowed the company to highlight the variety of goods offered at the store. With more space and a wider variety of products on display, the Newberry Building would have had a distinctly urban feel in Batavia, more akin to the big department stores in Buffalo or Rochester.²⁹ Around the time the J.J. Newberry Company purchased the Newberry Building, towns and small cities across America were pushing to modernize their Main Streets; oftentimes chain stores like J.J. Newberry's, with their modern facades and wide selection, were viewed as important components to this attempt to link Main Street with Fifth Avenue.³⁰

²² "Five Years Ago," *The Batavia Times*, January 4, 1934, 5.

²³ "Ten Years Ago," *The Batavia Times*, February 10, 1938, 4.

²⁴ Ben Beagle, "Oregon Man Helps Identify Store Sign as Dating to 1920s," *Batavia Daily News*, July 28, 1995, 2.

²⁵ Martin Treu, *Signs, Streets, and Storefronts: A History of Architecture and Graphics along America's Commercial Corridor* (Baltimore: Johns Hopkins University Press, 2012), 180, 49, 101.

²⁶ "Newberry Store Plans in Hands of Bidders."

²⁷ Gabrielle Esperdy, *Modernizing Main Street: Architecture and Consumer Culture in the New Deal* (Chicago: The University of Chicago Press, 2008), 25.

²⁸ Ibid.

²⁹ Ibid., 14

³⁰ Ibid., 15.

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On the upper floors, the J.J. Newberry Company built out offices around a central staircase. Formerly used for storage and upholstery services, the upper floors became a secondary source of income for the J.J. Newberry Company. From 1929 to 1996, a variety of local professionals and organizations rented the offices. Notable occupants include a pair of married physicians, a dentist, an insurance salesman, a dance studio, a jeweler, an attorney, and a podiatrist. In 1938, the building was home to the New York State Employment Service, which offered to hire unemployed farm hands and give them opportunities to find farms where their skills would be most needed.³¹ The presence of these tenants shows the variety of uses the Newberry Building had during its lifetime.

Other Pre-World War II Chain Store Modernizations on Main Street

The J.J. Newberry modernizations in 1929 were part of a larger trend on Main Street in Batavia. By the early 1930s, several other chain stores had located in remodeled storefronts on the thoroughfare. In 1929, local businessman Adolph G. Henning sold two of his buildings to a partner from Schnee & Schnee, a New York based company whose business model consisted of “buying property and leasing it to chain stores.”³² At the time of the sale, the *Batavia Times* reported that Schnee secured a thirty-year contract with a five and dime store to occupy the store. After a significant renovation, which consisted of “remodeling the two stores into one,” and installing new fixtures throughout the building, the W.T. Grant Company opened a branch location on that site, next door to the J.J. Newberry Company.³³

Similarly, by 1935, the A & P Tea Company chain grocery store operated from a renovated storefront at 43-45 Main Street. The 1931 Sanborn map indicates those addresses as “one store,” while previous maps clearly show two separate commercial spaces. Two other national chain stores, the F.W. Woolworth Company and the S.S. Kresge Company occupied large storefronts west of Jackson Street, at 87-89 Main Street and 79-81 Main Street, respectively.³⁴ Together, this cluster of chain store businesses and modernized facilities brought the forefront of America’s consumer culture to Batavia’s Main Street.

Today (2017), little pre-1950s commercial fabric remains on Main Street east of Jackson Street. An Urban Renewal project replaced commercial blocks on the northern side of the street with a commercial and civic plaza in 1970. On the south side of the street, there is a variation of remodeled storefronts and modern commercial buildings. While the S.S. Kresge Company storefront at 79-81 Main Street is no longer intact, the storefront retains an aluminum storefront system, similar to that at the Newberry Building, which likely dates to

³¹ “Employment Office Willing to Assist Vicinity Farmers,” *The Batavia Times*, April 14, 1938, 2.

³² “A.G. Henning Sells Two Of His Main Street Stores,” *The Batavia Times*, July 6, 1929, front page.

³³ *Ibid.*

³⁴ Batavia Telephone Directory (Batavia: New York Telephone Company, 1935): 232; Sanborn Fire Insurance Company, *Batavia, New York*, 1931.

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a c.1950 renovation. Within this context of a significantly altered streetscape, the Newberry Building is an important link to the historical character of Main Street.

Postwar Chain Store Renovations and J.J. Newberry Modernizations

The J.J. Newberry Company initiated a second major renovation campaign at its Batavia store in 1948 that reflected postwar trends in chain store development with increased sales space and a plate glass storefront system.

During the postwar revival of chain store expansion, companies focused on increasing sales space. This trend began in the grocery industry, which, like five-and-dimes, had been dominated by national chains like A&P since the turn of the twentieth century. The introduction of supermarkets, much larger and open than any of the small A&P chain stores, revolutionized grocery shopping. Chain stores in other industries, including five-and-dimes, followed suit by modernizing their facilities with renovations, expansions, and larger new buildings. Ultimately, creating more floor space in individual stores proved to be more profitable than erecting entirely new buildings, or opening new branch locations. Increased sales space led to more profit: “Although the increase in dollar sales per store resulted in part from the rise in prices, the main reason for it was the chain stores of 1950 were typically two to five times as big as those of 1930.”³⁵

In addition to constructing the large addition at the rear of the Newberry Building, nearly doubling its retail space in 1948, the J.J. Newberry Company relocated the soda fountain and lunch counter to the front of the east wall in 1949, where the curved Art Moderne hood still hangs. Also in 1949, the company installed a new glass storefront system that was hailed locally as “one of the latest window fronts in the nation.”³⁶ Starting in the 1930s, visually permeable storefronts rose in popularity, as designers theorized that glass storefronts would lure pedestrians into stores.³⁷ By increasing the visibility of store goods from the sidewalk, retailers sought to increase spontaneous shopping and impulse purchases, as pedestrians walking past the store would look inside and spot something they wanted.

Renovations at the J.J. Newberry Batavia branch were part of the company’s wider modernization campaign. Throughout the 1950s and early 1960s, the J.J. Newberry Company updated and modified hundreds of stores across the country. It employed metal slipcovers in many façade renovations that completely transformed the appearance of the buildings. Historian Martin Treu explains, “Among the national five-and-dimes, J.J. Newberry’s [renovation campaign] was the most aggressive for completely covering the facades of its Main Street stores with metal facing.”³⁸

³⁵ Lebhar, *Chain Stores in America*, 61.

³⁶ “Modern Front, New Departments Provided at J.J. Newberry,” *Batavia Daily News*, March 2, 1949, 6.

³⁷ Treu, *Signs, Streets, and Storefronts*, 162.

³⁸ *Ibid.*, 201.

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The storefront and signage at the Batavia store were more sympathetic to the existing building than renovations at other branch locations, likely because the Batavia store was updated early in the company's renovation campaign. Unlike more dramatic storefront renovations undertaken by the J.J. Newberry Company at other store locations, the 1949 modifications to the Newberry Building in Batavia retained the original fenestration as well as the late 1920s signboard.³⁹

Architects and Builders Associated with the Newberry Building

Architect, George J. King (1817-1903)

George J. King was born in Attica, New York in 1817 but lived and worked in Batavia for fifty years. King was trained as a carpenter and builder but also had a fairly prolific architectural career in Batavia. In the 1870s, he designed a three-story brick store for William Terry on Jackson Street, the Turner Block for Calvin & Co., and Gad B Worthington's Block at 86 Main Street (demolished) in Batavia.⁴⁰ In 1877 King also built a large hay-packing barn in Corfu for a local farmer named Thomas Cook.⁴¹ King also designed a number of residences, including homes for Henry F. Tarbox (147 East Main Street, demolished), Sidney S. Sherwin (Hewitt Place, not extant), and Harry C. Ferren (Hewitt Place, not extant).⁴² These buildings represent the sum of George J. King's known work as an architect in Batavia. While many of King's buildings have been demolished commercial buildings like the Newberry Building reflect the quality of his architecture.

George J. King's success as an architect came despite the fact that he had no formal training in architecture. During the 1870s and 1880s craftsman architects like King were common. These men benefitted from the mechanization of building trades, which made it easier for layman and craftsman to engage in architectural works. The proliferation of so many new materials such as mass produced cast iron, cut stone, and brick gave untrained craftsmen architects like George J. King the tools to produce architecturally sophisticated commercial buildings such as the Newberry Building.⁴³

³⁹ J.J. Newberry operated out of the building until 1996, after which time the subsequent owner/occupant made some relatively minor changes to the building. In the 1990s, storefront renovations included the addition of a partial-height brick walls below glazed storefronts, although the aluminum framed doors, sidelights and transoms of the 1949 storefront system were retained. A gypsum dividing wall on the first floor likely dates from this time as well. Despite these changes, though, the building remains largely intact to the J.J. Newberry era.

⁴⁰ "Local Record," *The Progressive Batavian*, September 22, 1871, 1; "Local Record," *The Progressive Batavian*, February 23, 1872, 3; "Thirty-Five Years Ago," *The Batavia Times*, 1912, 2.

⁴¹ "Local Record," *The Progressive Batavian*, November 3, 1877, 5.

⁴² "Building in Batavia," *The Daily News*, November 23, 1882, 1; "Mere Mention," *The Daily News*, October 19, 1882, 4.

⁴³ Spiro Kostof, *A History of Architecture: Settings and Rituals* (New York: Oxford University Press, 1995), 649.

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George J. King was also active in Batavia's civic government, becoming a city collector in 1878. Towards the end of his life, King moved to Albany, where he died in 1903 at the age of 86. He was buried in Batavia at the Batavia Cemetery.

John Lennon, Sons & Co. Builders

John Lennon, Sons & Co Builders was the contracting firm responsible for the first renovation of the building in 1929 when Newberry purchased the building. Vestiges of that renovation, including the "N" shields that adorn certain columns, are still extant today. John Lennon was born in Rome, New York, in 1853 and moved with his family to Lockport in 1855. Lennon worked with his father, Thomas Lennon, as a mason and builder from 1870-1878 before establishing his own company, John Lennon & Co., which would become John Lennon, Sons & Co. Builders once Lennon's sons were old enough to join the family business. In 1891, Lennon moved to Niagara Falls, where he served on the Board of Public Works from 1897-1899, in addition to running his business.

The firm, composed of John Lennon and his son, William J. Lennon, worked on various projects around Western New York. During his time in Niagara Falls, Lennon helped construct the State Armory (costing \$80,000), the St. John's Protectors in Buffalo (costing \$100,000), and Holy Angels Academy in Buffalo (extant).⁴⁴ His work in Buffalo was great enough to open a satellite office in the city by 1907.⁴⁵ In 1908, the company constructed the Albert A. Post-designed convent building for the Sisters of St. Francis in Lewiston, New York (extant).⁴⁶

In addition to these projects, the firm established a presence in Batavia. One of John Lennon's early projects in the city was the Richmond Memorial Library (1887 NR 1974). The library was commissioned by Mary Richmond in 1887 to commemorate her recently deceased husband.⁴⁷ Richmond requested local builders be used in the library's construction and the architect, prominent Rochester designer James Cutler, chose John Lennon, Sons & Co. Builders to complete the masonry on the Richardson Romanesque-style library. After the firm completed the Richmond Memorial Library, William Lennon, one of John Lennon's sons, moved to Batavia, allowing the firm to retain a great deal of work in the city. Harold Lennon joined his brother William in running the company after their father's retirement around 1910 and together they built the Food Products Company powerhouse and warehouse in 1915, the Batavia Car Works in 1921 (a \$250,000 plant with equipment), as well as the Mancuso Building, the Kallighan Building, the Batavia Times Building (extant), and

⁴⁴ Ed. William Pool, "Biography of John Lennon," *Landmarks of Niagara County, New York* (Niagara Falls: D. Mason & Company, 1897); *Engineering News*, 57, No. 2 (May 16, 1907): 180.

⁴⁵ "Letterhead," D'Youville Archives: "Bids and Contracts from Contractors for Koessler Administration Building," 2011-2012.

⁴⁶ *The Bridgeman's Magazine*, 8, No. 5 (May 1908): 284.

⁴⁷ National Register of Historic Places, Richmond Memorial Library, Batavia, Genesee County, New York, National Register #74001239, Section 8, Page 1.

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the Telephone Building.⁴⁸ Finally, in 1931, Harold moved to Batavia and operated the company out of his brother's home at 218 Washington Street until William's death in 1934.⁴⁹

Summary

The Newberry Building provides a tangible connection to the commercial development on Batavia's Main Street from the late nineteenth century through the mid-twentieth century. Originally constructed in 1881 for a local undertaking firm and furniture company, the building housed local businesses in an Italianate two-part commercial block that exemplified late nineteenth century commercial trends. In 1929, the J.J. Newberry Company opened a Batavia branch in the building and initiated a renovation campaign that transformed the first floor into a single open sales space and created offices on the second floor. These changes reflected modern commercial aesthetics promoted by chain stores across the county. After World War II, the J.J. Newberry Company undertook a second major renovation that included the installation of a glass storefront system and a rear addition that increased sales space. The Newberry Building represents the shift from locally owned small businesses to chain stores in the 1920s and 1930s, and it exemplifies the predominate commercial trends from the late nineteenth century through the mid-twentieth century.

⁴⁸ *Steel and Iron* 49, no. 12 (March 22, 1915): 411; *The Iron Age* 109, no. 9 (March 3, 1921): 611; "Advertisement," *The Batavia Times*, January 8, 1927, 6.

⁴⁹ Ruth M. McEvoy, *History of the City of Batavia* (Batavia: Hodgins Printing Co. Inc., 1993), 218.

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Verbal Boundary Description

The boundary is indicated with a bold line on the attached maps with scale.

Boundary Justification

The boundary reflects the current legal parcel associated with the property, which also corresponds to the historic property boundaries during the period of significance.



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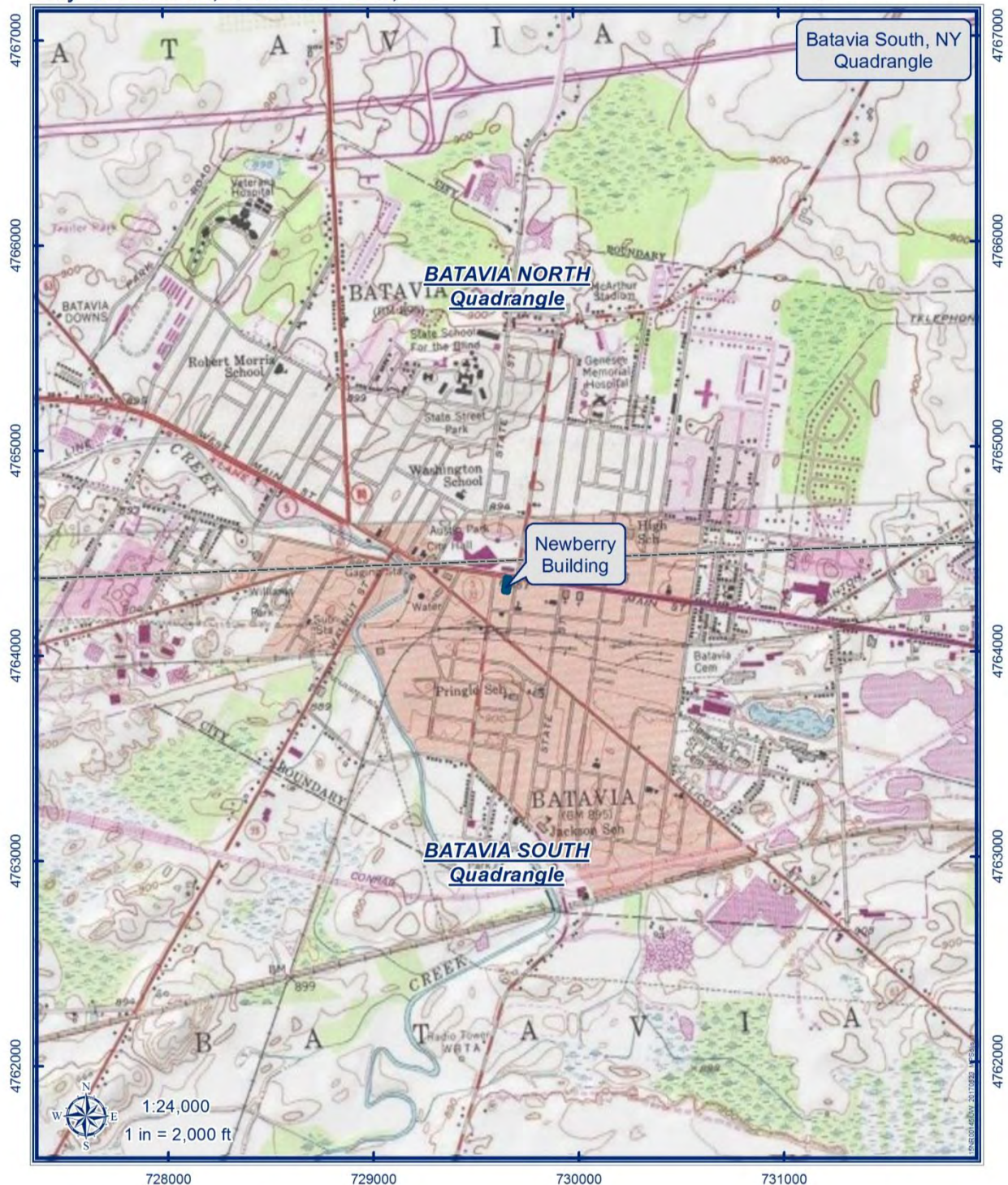
Name of Property

Genesee County , New York

County and State

Newberry Building
City of Batavia, Genesee Co., NY

109-111 Main Street
Batavia, NY 14020-2110



Coordinate System: NAD 1983 UTM Zone 17N
Projection: Transverse Mercator
Datum: North American 1983
Units: Meter

0 5501,100 2,200 Feet



Newberry Building



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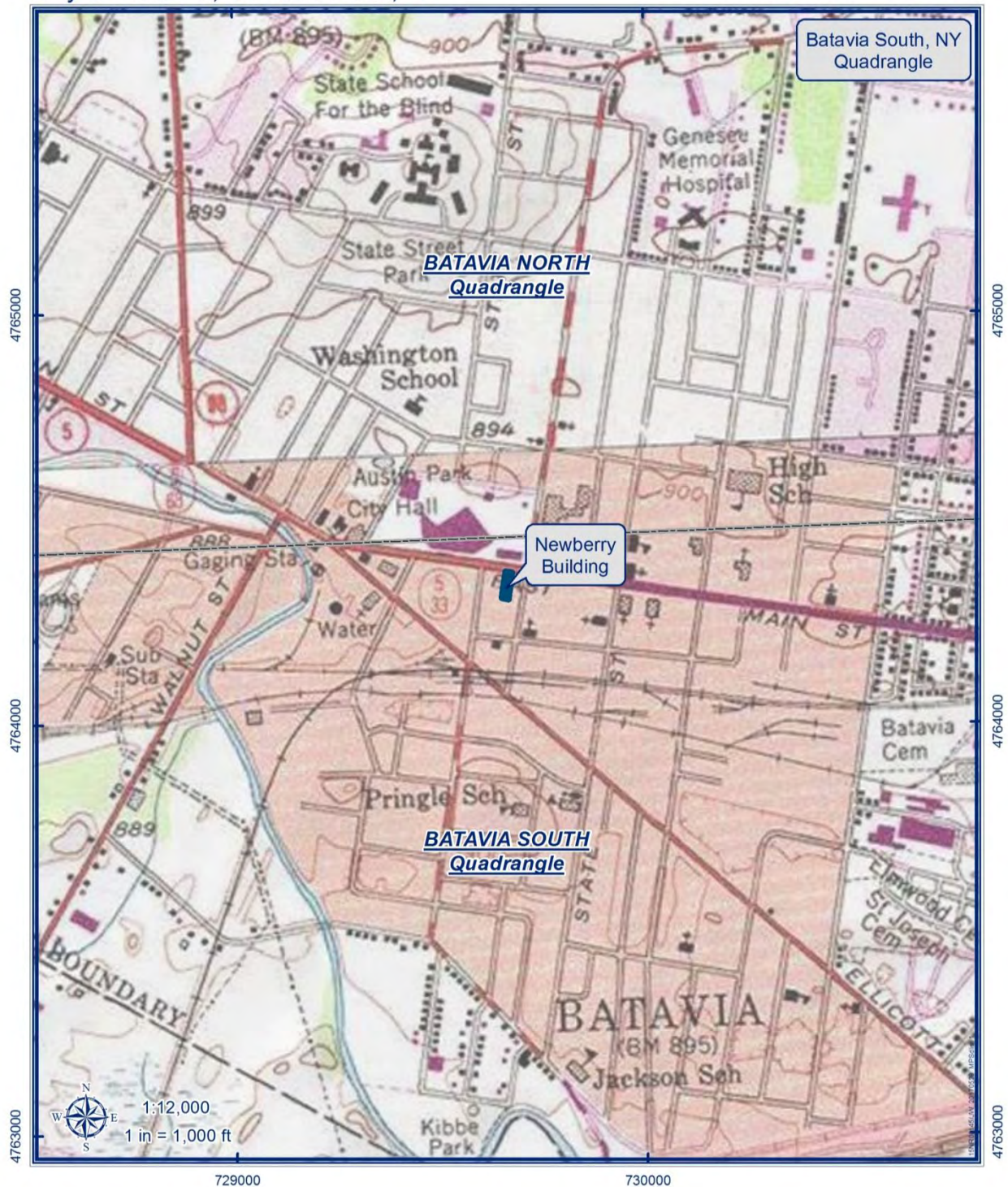
Name of Property

Genesee County , New York

County and State

Newberry Building
City of Batavia, Genesee Co., NY

109-111 Main Street
Batavia, NY 14020-2110



Coordinate System: NAD 1983 UTM Zone 17N
Projection: Transverse Mercator
Datum: North American 1983
Units: Meter



Newberry Building



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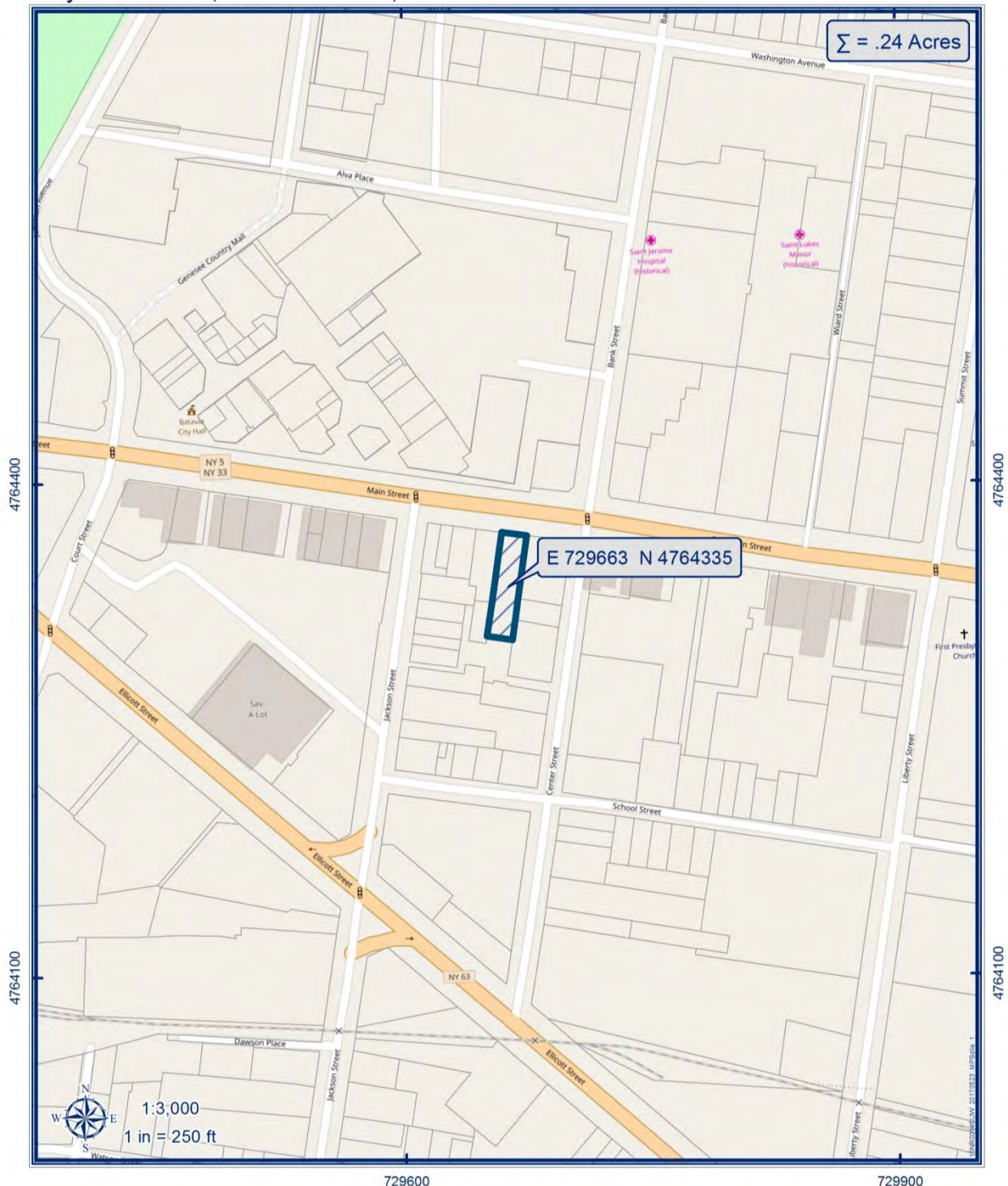
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Genesee County , New York

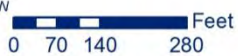
County and State

Newberry Building
City of Batavia, Genesee Co., NY

109-111 Main Street
Batavia, NY 14020-2110



Coordinate System: NAD 1983 UTM Zone 17N
Projection: Transverse Mercator
Datum: North American 1983
Units: Meter



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Newberry Building
City of Batavia, Genesee Co., NY

109-111 Main Street
Batavia, NY 14020-2110



Coordinate System: NAD 1983 UTM Zone 17N
Projection: Transverse Mercator
Datum: North American 1983
Units: Meter



Newberry Building



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Additional Information

List of Photographs

Name of Property: Newberry Building
City or Vicinity: Batavia
County: Genesee
State: NY
Name of Photographer: Derek King
Date of Photographs: October 2016
Number of Photographs: 9

NY_Genesee County_Newberry Building_0001
North elevation, camera facing southwest.

NY_Genesee County_Newberry Building_0002
North elevation, camera facing south.

NY_Genesee County_Newberry Building_0003
North elevation, storefront, camera facing southwest.

NY_Genesee County_Newberry Building_0004
South elevation, camera facing north.

NY_Genesee County_Newberry Building_0005
First floor, first bay, showing historic soda fountain hood, camera facing southeast.

NY_Genesee County_Newberry Building_0006
First floor, rear of second bay, showing historic woodwork, emblems, flooring, brackets, camera facing south.

NY_Genesee County_Newberry Building_0007
Second floor, staircase to third floor, camera facing southeast.

NY_Genesee County_Newberry Building_0008
Second floor hallway, camera facing south.

NY_Genesee County_Newberry Building_0009
Third floor office, camera facing south.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

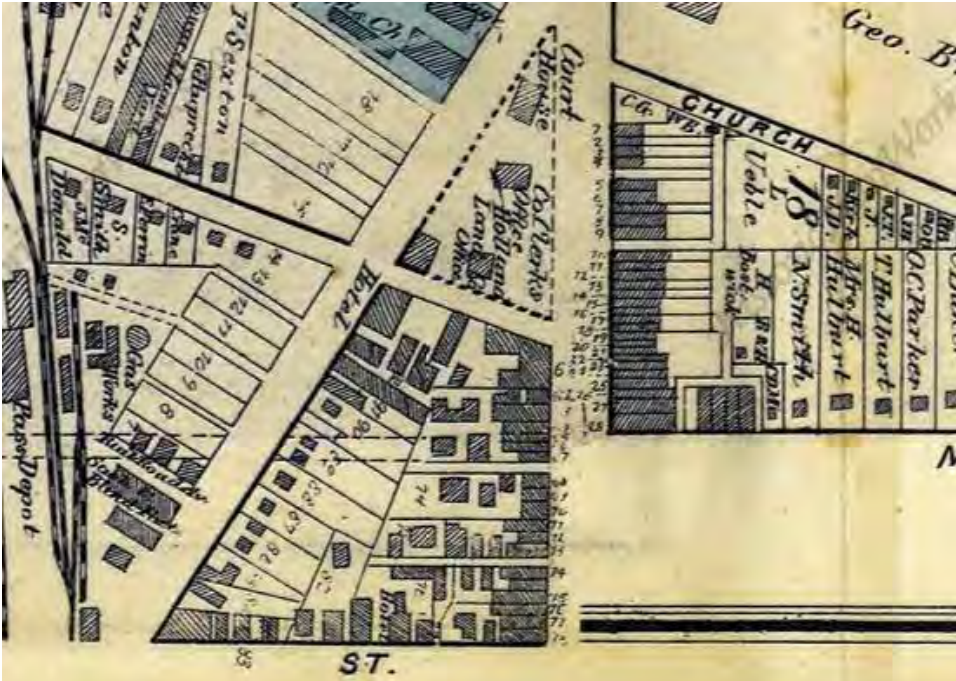
Section 11 Page 2

The Newberry Building

Name of Property

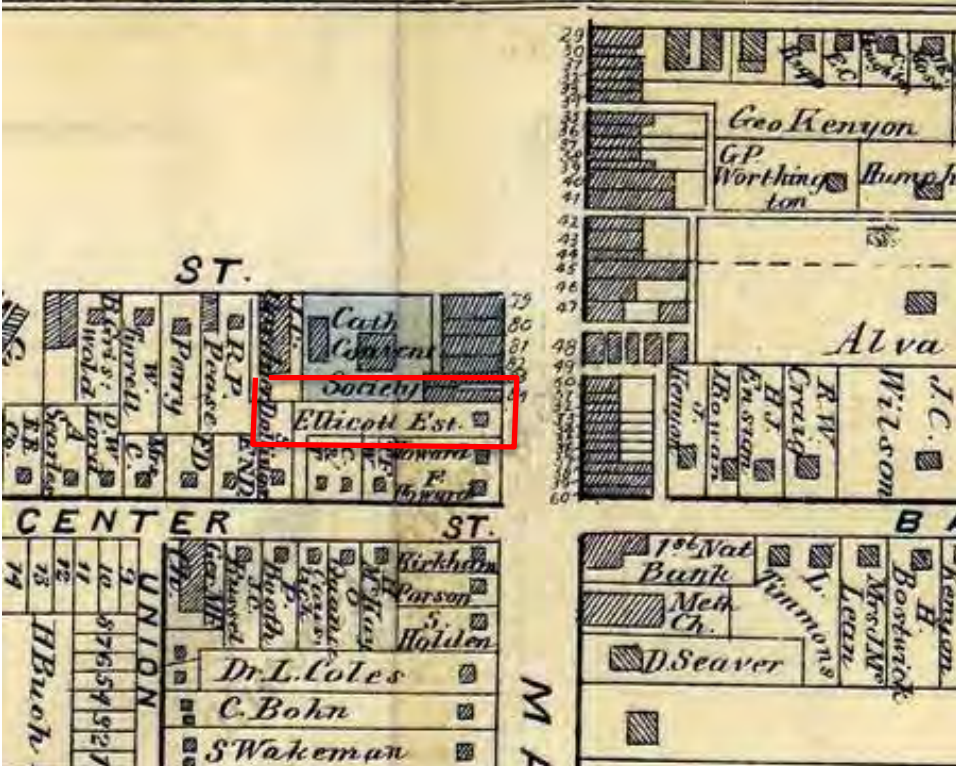
Genesee County, New York

County and State



1876 Combination Atlas Map of Genesee County (Everts, Ensign & Everts; Philadelphia, 1876).

Showing residential building (Ellicott Est.) at the site of 109 Main Street, but also showing commercial growth along Main Street.



United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

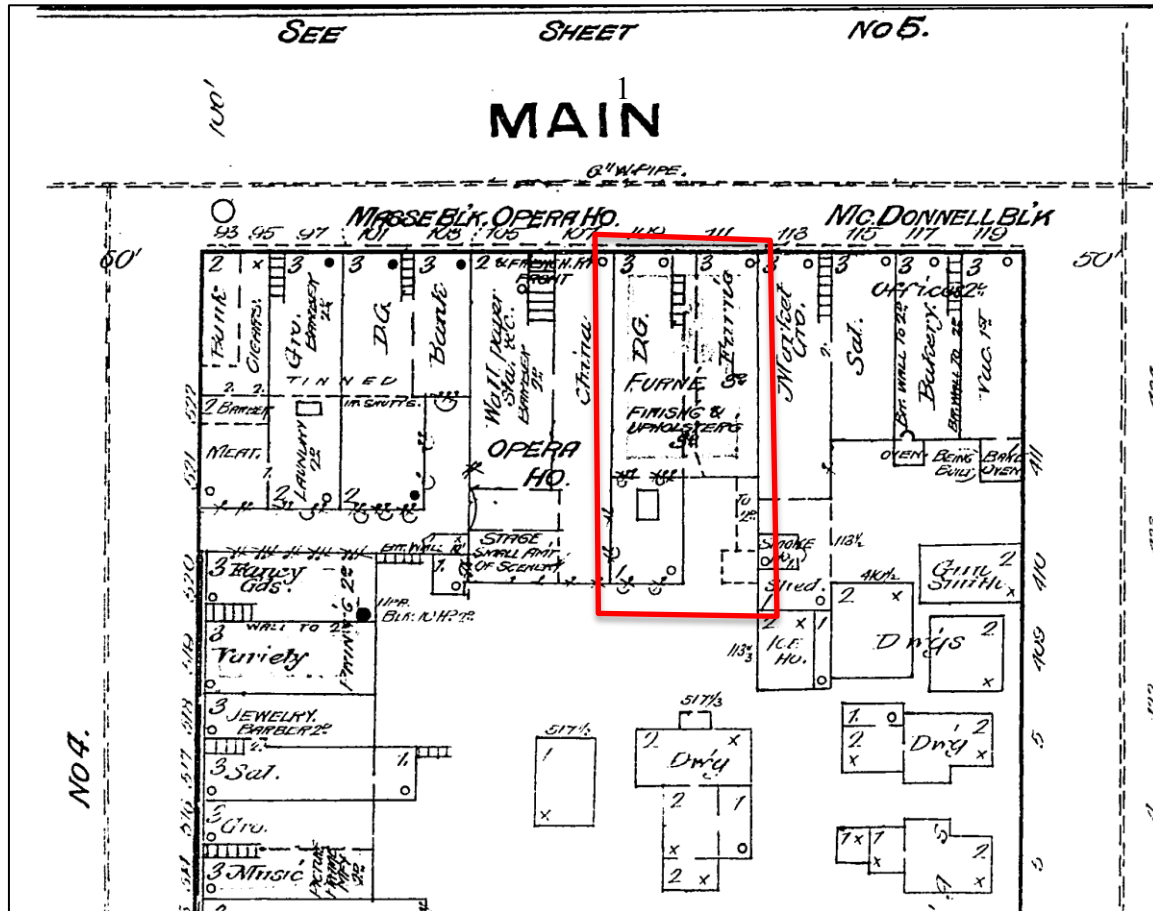
Section 11 Page 3

The Newberry Building

Name of Property

Genesee County, New York

County and State



1884 Sanborn Fire Insurance Map
Showing recently completed building,
then occupied by C.H. Turner's Furniture and Upholstery

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

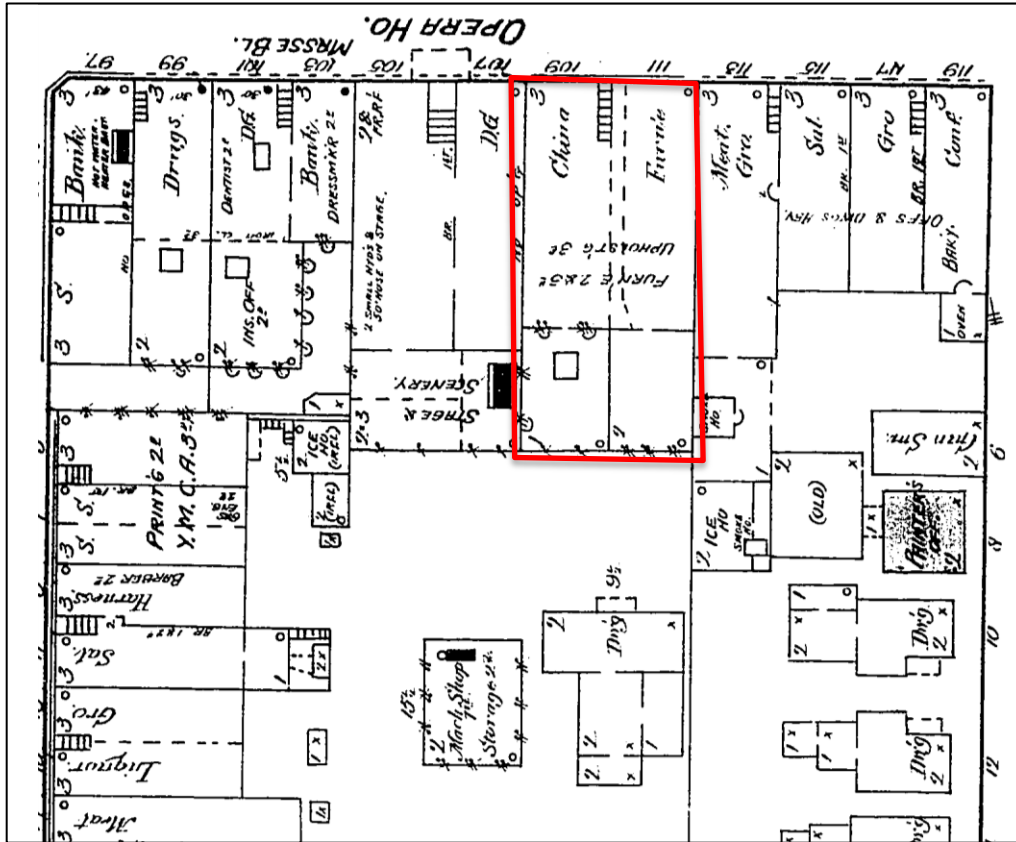
Section 11 Page 4

The Newberry Building

Name of Property

Genesee County, New York

County and State



1890 Sanborn Fire Insurance Map

Showing first addition to rear of the building, expanding footprint.
Building was occupied by George Williamson's Furniture and Undertaking Store.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

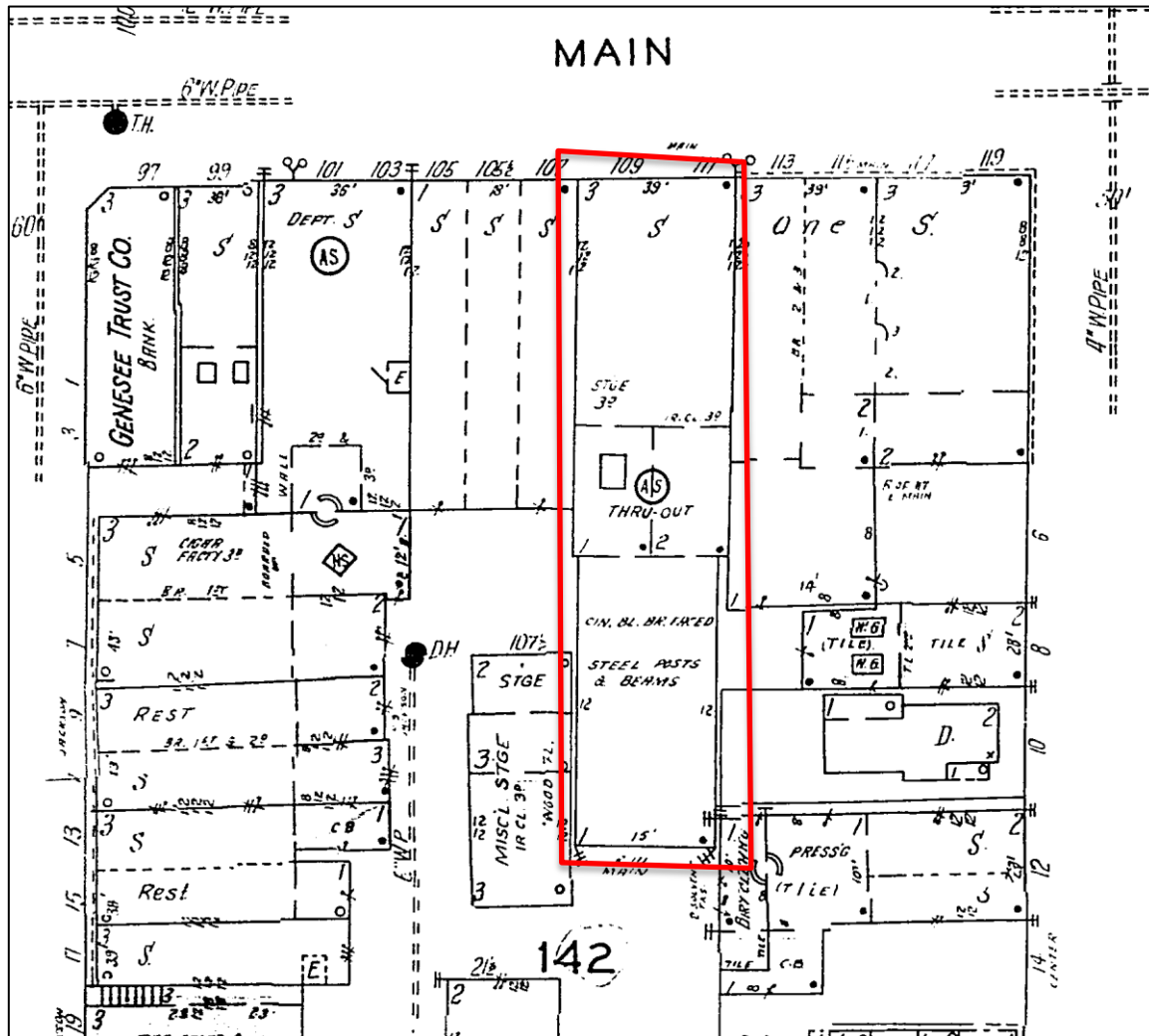
Section 11 Page 5

The Newberry Building

Name of Property

Genesee County, New York

County and State



1948 Sanborn Fire Insurance
Shows mid-1940s addition on the rear of the building.
Building was occupied by the J.J. Newberry Company.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 11 Page 6

The Newberry Building

Name of Property

Genesee County, New York

County and State



Historic Postcard (circa 1910-1915) showing the Newberry Building (second in from left) and the former density along Main Street.



Current view (Via Google.com)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 11 Page 7

The Newberry Building

Name of Property

Genesee County, New York

County and State



South side of Main Street looking west toward corner of Jackson about 1920. The Dellinger Opera House is the building with the balconies, C. L. Carr is west of the theatre, then Leadley's Drug Store and the Genesee Bank on the corner.

Circa 1920 photo showing Main Street, showing westernmost bay of the building.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 11 Page 8

The Newberry Building
Name of Property
Genesee County, New York
County and State



Circa 1940 view of Main Street, facing southeast. Shows 1930s storefront configuration.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 11 Page 9

The Newberry Building

Name of Property

Genesee County, New York

County and State



Detail, previous image.
Note the undulating storefronts, typical of 1930s-era retail designs.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 11 Page 10

The Newberry Building
Name of Property
Genesee County, New York
County and State



Circa 1995 photo of the building showing mid-century storefront configuration.



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LEAVE



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: Date of Pending List: Date of 16th Day: Date of 45th Day: Date of Weekly List:

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 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.



City of Batavia

June 5, 2017

Mr. Michael F. Lynch, PE AIA
Director, Division for Historic Preservation
NYS Office of Parks, Recreation & Historic Preservation
PO Box 189
Waterford, NY 12188-0189



Dear Mr. Lynch:

The City of Batavia leadership fully supports the nomination of the Newberry Building at 111 Main Street, Batavia for both the National and New York State registry of historic places. The building, and notably the entire City block, is significant as one of a few remaining historic areas intact following the devastating impacts of urban renewal in the City of Batavia.

The Newberry building represents Batavia's nostalgic retail past. Standing tall above the concrete replacements to the north side of the street, it's grand three-story brick façade fronts Main Street harboring unique medallions, tin ceilings, oversized windows, wide hallways and frosted office doors. The upper floors have been vacant since the department store closed decades ago while the ground floor has housed a variety of tenants. The current owner has thoughtfully planned the renovation and partnered with the local economic development agency to return the spaces to their highest and best use.

The historic renovation of the Newberry building is a transformative project for downtown Batavia that sets a new standard for the City's historic mixed-use commercial district. Furthermore the project will:

- Facilitate a \$2,000,000 investment into the City's central corridor, an area having more than 30% of its residents living below poverty
- Implement recommendations of the City's Community Improvement Plan and Batavia Opportunity Area plan as funded by the Department of State
- Complement significant recent investments at adjacent properties such as Bank of Castile at 119 Main Street, Masonic Lodge building improvements at 200 E Main Street, 17 – 21 Jackson Street and 13 Jackson Square LLC conversion of the Carr's Warehouse to flex office space and new apartments, all of which were immediately rented

This institution is an equal opportunity provider and employer. If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at http://www.ascr.usda.gov/complaint_filing_cust.html, or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at program.intake@usda.gov

**Office of the City Manager
One Batavia City Centre
Batavia, New York 14020**

**TDD 800-662-1220
Phone: 585-345-6330
Fax: 585-343-8182
www.batavianewyork.com**



City of Batavia

- Provide well-appointed and affordable upper floor housing adding to the limited product mix, less than a dozen like-spaces are now available in the City

As stated above, the City of Batavia willingly supports the building owner's efforts to seek National and State historic designation. Please do not hesitate to contact me for more information by dialing 585-345-6330.

Sincerely,

Jason Molino
City Manager

This institution is an equal opportunity provider and employer. If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at http://www.ascr.usda.gov/complaint_filing_cust.html, or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at program.intake@usda.gov

**Office of the City Manager
One Batavia City Centre
Batavia, New York 14020**

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www.batavianewyork.com**

June 8, 2017



Michael F. Lynch
Director, Division for Historic Preservation
New York State Office of Parks, Recreation and Historic Preservation
PO Box 189
Waterford, New York 12188-0189

Dear Mr. Lynch:

I am writing in regard to the Newberry Building, 111 Main St., Batavia, N.Y., Genesee County. I give my unqualified support for its nomination to the National and State Registers of Historic Places. It is one of the relatively few historic buildings in downtown Batavia that survived the Urban Renewal program of the 1969s-1970s. The owners have taken care to maintain an exterior façade that is consistent with the period in which it was constructed and served as a commercial enterprise. I would be hard put to name a better choice.

Sincerely,

A handwritten signature in cursive script that reads "Larry D. Barnes".

Larry D. Barnes
Batavia City Historian



**Parks, Recreation
and Historic Preservation**

ANDREW M. CUOMO
Governor

ROSE HARVEY
Commissioner



24 July 2017

Alexis Abernathy
National Park Service
National Register of Historic Places

Mail Stop 7228

1849 C Street NW
Washington DC 20240

Re: National Register Nominations

Dear Ms. Abernathy:

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

Oak Hill Historic District, Greene County
Newberry Building, Genesee County
Linde Air Products Factory, Erie County
First Baptist Church of Springville (Expansion), Erie County

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

Sincerely:

Kathleen LaFrank
National Register Coordinator
New York State Historic Preservation Office