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United States Department of the Interior  
National Park Service

Nat. Register of Historic Places  
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 NORTH MAIN & WEST WATER COMMERCIAL HISTORIC DISTRICT

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

### 2. Location

street & number 100 thru 184 North Main St; 200 thru 233 West Water St

N/A not for publication

city or town ELMIRA

N/A vicinity

state NEW YORK code NY county CHEMUNG code 015 zip code 14901

### 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

Ruth A. Purpura DSHPO 12/23/15  
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:  
 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):  
Joe Nelson G. Beall 2-16-16  
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 type="checkbox"/>	building(s)
<input checked="" type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Contributing	Noncontributing	
12	3	buildings
0	0	sites
0	0	structures
0	0	objects
12	3	<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**

0

0

**6. Function or Use**

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

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

COMMERCE/TRADE/store

COMMERCE/TRADE/office building

DOMESTIC/hotel

COMMERCE/TRADE/store

COMMERCE/TRADE/office building

DOMESTIC/hotel

Vacant

**7. Description**

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

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

Late Nineteenth Century Commercial Block;  
 Romanesque Revival; Neoclassical and Classical  
 Revival; Italianate; Art Deco

foundation: Stone, concrete, brick

walls: Brick, stone

roof: Asphalt, EPDM, metal

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**

The North Main and West Water Commercial Historic District is a collection of twelve historic commercial buildings located in the city of Elmira. The city is bisected by the Chemung River and its initial growth and rapid development occurred on the north side of the river. The nominated district is located on the city's north side near the river and consists of building stock dating from the mid-nineteenth through the mid-twentieth century, Elmira's period of economic prosperity. It primarily contains attached multi-story, two- or three-part, masonry commercial buildings with retail storefronts at ground level and an eight-story brick Neoclassical Revival hotel, the largest, most prominent building within the district boundaries. Although the buildings are mostly commercial blocks, they reflect a variety of late nineteenth and early twentieth century architectural styles, including Italianate, Art Deco and Neoclassical, illustrating the changes that occurred within the period of significance (1866-1972). As a commercial district, the buildings all retain the same setback from the street and have wide, paved concrete walks allowing for pedestrian traffic. Except for the hotel, the majority of the buildings have a consistent building profile, adding to the integrity of the district. The resources reflect the construction of the first retail building within the district (1866) through its initial decline (1972), brought on by the opening of the suburban Arnot Mall and the period when downtown retail businesses began to relocate or close. Twelve contributing buildings and three non-contributing buildings were constructed between 1866 and 1940, with the three noncontributing buildings having lost integrity due to major façade updates after the period of significance.

The nominated district represents a small, but strong contiguous group of historic downtown buildings that retain a high degree of historic character and architectural detailing at an intersection located in close proximity to the Chemung River. This intersection of West Water and North Main Streets is consistently one of the busiest intersections in Elmira in terms of pedestrian and vehicular traffic. Properties immediately surrounding the district consist of buildings that have either lost integrity due to alteration or are vacant sites of demolished buildings due to urban renewal or recent flood damage. Within close proximity is the Near Westside Historic District (NR listed 1983), which consists of a large collection of commercial and residential buildings and is separated from the buildings at North Main and West Water by the intervening vacant and altered properties. Another large historic district (Elmira Historic Civic District, NR listed 1980) is a few blocks east of the North Main and West Water intersection, but lacks association with this area due to its large number of government buildings.

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### **Narrative Description**

Situated among the rolling hills of New York State's Southern Tier region, the city of Elmira is in Chemung County, just north of the Pennsylvania state line and 60 miles west of Binghamton, Broome County, New York. The region is predominantly rural, with Elmira serving as a well-established center for commerce. The city sits in the narrow valley of the Chemung River and Newtown Creek, which meet at a perpendicular angle at the east side of the city. City streets follow a gridiron pattern on the north side of the Chemung River, but less so in the south side, due to its later development. The nominated historic district is located on the north side where West Water Street runs parallel to the Chemung River and intersects with North Main Street, a major artery through the city.

The North Main and West Water Commercial Historic District is a collection of intact nineteenth and twentieth century commercial buildings located in downtown Elmira. Located along the Chemung River, the city developed due to transportation, first from the river and later as a railroad transportation hub. The district's building stock reflects this initial boom in the city's economic growth, from the mid-nineteenth century through its continued development well into the twentieth century. The district primarily contains multi-story, two- or three-part, masonry commercial buildings with retail storefronts at ground level and an eight-story brick Neoclassical Revival hotel at its northeast corner. In addition to the hotel, the buildings represent a variety of period architectural styles such as Italianate, Art Deco and Classical Revival, illustrating the changes that occurred within the period of significance, 1866-1972. The year 1866 marks the construction of the first retail building within the district. The period of significance reflects the decline of nominated district when the nearby Arnot Mall opened (1967) and a major flooding from Hurricane Agnes in 1972 that devastated the downtown area.

The district represents a contiguous group of intact historic downtown buildings at an intersection (West Water and North Main Streets) that traditionally was the historic retail center of the city. This intersection remains one of the busiest intersections in Elmira, but it is separated from other heavily trafficked commercial and civic sections by buildings, parking lots and vacant spaces that have lost integrity due to remodeling or demolition that was the result of urban renewal or flooding. Eleven contributing buildings and two non-contributing buildings were built between 1866 and 1940. The attached buildings, two and three stories in height, they retain a fairly consistent building profile, with the only exception being the Mark Twain Hotel, containing eight floors in the northeast corner of the district.

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## STREETSCAPE

The city of Elmira is approximately 7.3 square miles and is laid out on an orthogonal grid on the north side of the Chemung River. The river, a tributary of the Susquehanna River, runs just south of and parallel to Water Street. Elmira was an ideal location for settlement due to its location along the Chemung River, which was used as an early trade route by both Native Americans and later European settlers. One of these settlers was Henry Wisner who owned a tract of land that included what would become the nominated district. The area was known as Wisnerberg was shown on an 1836 town plot map with Main Street as a wide road running through the center of the village, flanked on either side by East and West Streets (now Railroad Avenue and College Avenue). The map also shows Water Street as a public road. Historically, Main Street terminated at the river, but today it extends south by bridge into the southern portion of the city.

The nominated district is bounded at the north by Gray Street and on the south by the Chemung River. It is nestled between the primarily residential Near Westside Historic District to the west, and the governmental Elmira Civic Historic District to the east. Both districts are listed in the National Register of Historic Places. The listed districts and the nominated district are located within the 52-block Elmira Business Improvement District, but the listed districts are separated from the North Main and West Water Commercial Historic District by city blocks that contain vacant lots, parking lots or have non-historic single-story commercial buildings. The buildings of the nominated district stand out as an intact grouping of historic structures that display a fairly uniform profile and street setbacks. As with major commercial streets, North Main and West Water Streets are wide (double-lanes), asphalt paved, with curbs and on-street parking. Wide, concrete paved sidewalks are between the street and buildings, with scatterings of container plantings. Currently light posts and trees are regularly spaced along the edge of the sidewalk, which extends to the building facades. All buildings face the street, with the buildings on West Water Street facing away from the river. None of the properties contain secondary structures (sheds, garages, etc.).

## ARCHITECTURE

Many of the North Main and West Water Street properties within the historic district are modest examples of early twentieth century commercial buildings with only two dating to the late nineteenth century. As previously stated, the resources are primarily two-part, two- to four-story, mixed-use commercial block buildings.<sup>1</sup> Most of these are of masonry construction, built by local builders and reflect the popular tastes and architectural trends

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<sup>1</sup> The "two-part" commercial block is a term coined by architectural historian Richard Longstreth to describe a type of commercial building commonly found on small- to mid-sized main streets. Facades have two parts divided horizontally the public ground floor level storefront and the upper level private offices or residences; Richard Longstreth, *The Buildings of Main Street: A Guide to American Commercial Architecture* (Walnut Creek, California: AltaMira Press, 2000), 24.

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of the time. A handful of properties were designed by local architects Pierce & Bickford and one building (the Mark Twain Hotel) was designed by the New York City firm of George Post and Sons. Most buildings, with the exception of the former Mark Twain Hotel and Gorton Coy building, are similar to each other in size and scale. Two of the district buildings exemplify the decorative Italianate style of the late nineteenth century and the majority illustrate a simplification of classical styles as was popular in early twentieth century. Also present are two buildings that reflect the Art Deco movement of the 1920s and 1930s.

All contributing buildings within the North Main and West Water Commercial Historic District illustrate the early nineteenth century to mid-twentieth century commercial growth of Elmira and its attempts to adapt to a post-war economy. Retail stores were, and remain, located on the first floors, with commercial offices above. The nominated district contains a core of extant buildings that survived post-war suburban development, 1960s and 1970s urban renewal efforts and a disastrous flood in 1972. The nominated district is the largest collection of intact, historically and thematically related contiguous commercial buildings in downtown Elmira.

## RESOURCES

There are twelve contributing resources in the North Main and West Water Commercial Historic District. These resources largely consist of commercial buildings designed as department stores, mixed-use buildings (retail and offices), professional buildings, retail stores, and one hotel. In plan and configuration, the nominated district is still quite similar to the view depicted in historical views (an 1873 bird's-eye view of Elmira and a 1954 aerial photo). The contributing buildings are visually cohesive with glass storefronts at street level and masonry facades above punctuated by regularly spaced windows. The contributing buildings also retain character-defining historic architectural features, similar building profiles and street setbacks. Some retain historic details such as the clock over the entrance of the Gordon Coy Building (100 North Main), large urns on the parapet of the Mark Twain Hotel, and curved display cases at the entrance to Iszard's (150-152 North Main) and the cast iron storefront on the Padgett Block (110-120 North Main).

Early examples of the commercial Italianate styles found in the nominated district were constructed by local builders drawing from popular tastes and architectural trends. The extant detailing on these buildings includes wood-framed storefronts, decorative brickwork, stone lintels and sills. The Padgett Block at 110-120 North Main has arched windows, parapet gable, pilasters and an original cornice. The nineteenth-century buildings also share simplified classical façades, a rectangular massing with flat roofs, patterned masonry wall surfaces, projecting cornices and large rectangular windows arranged in groups. Additional extant decorative features include changes in building material between floors, wood framed storefronts, recessed storefront entrances, dentils and stringcourses.

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The early to mid-twentieth century contributing buildings are of the Art Deco style, which rejected the classical details of previous commercial styles in favor of simplified geometries and a modern look with an emphasis on the vertical rectilinear recessed brick panels. Also extant within the district are decorative Art Deco features such as metal storefronts with structural glass, masonry fretwork and zigzag patterns, especially notable in the Pierce and Bickford designed Gordon Coy Building (100 North Main).

The following list, organized numerically by street, provides a brief description of each individual property included in the district. A building was considered noncontributing due to severe loss of historic features and fabric and if it was built outside of the period of significance. Storefront modifications in the nominated district are common, but a majority of the changes were done during the period of significance and reflect the continued retail use of these buildings for more than a century.

## BUILDING LIST

### NORTH MAIN STREET– WEST SIDE (odd)

#### **111-115 North Main Street, Midtown Building (former Snyder building)**

**Ca. 1910, storefront alterations 1930s**

**Architect: Unknown**

**Contributing**

This four-story, three-bay, flat roof rectilinear brick commercial block referencing the Classical style with a three-part façade. The building has a planar, geometric appearance. Its two glass and metal storefronts have a structural glass surround with brick at the upper three floors that are accessed by a separate door and stair. Fenestration consists of fixed, paired metal windows with panel infill at the upper sash. The first and third bays consist of two pairs of windows, and the middle bay has a single pair. Bays are separated by a stone surround. Other original features include dentils below window sills, decorative brickwork below the cornice, and a bracketed cornice.

### NORTH MAIN STREET– EAST SIDE (even)

#### **100 North Main Street, Gates Hobson Building (former Gorton Coy location)**

**1929**

**Architects: Robert D. Kohn, John J. Knight, Pierce & Bickford**

**Contributing**

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Located on the northeast corner of North Main and West Water Streets, this commercial building occupies an important site in the district. The use of the Art Deco style is restrained and simple. The main entrance to the upper floors is located on building's chamfered edge at the streets' intersection. Standing four stories tall, with an emphasized vertical appearance, the two-part building uses stone panels on its lower two stories and brown brick above. There are six bays on the Main Street Façade and three on the Water Street side, which are identical in composition. The lower two floors are regularly punctuated by large, arched openings that frame a metal storefront on the first floor and tripartite windows on the second. The upper floors have three fixed rectangular windows per bay, separated by stepped brick pilasters with pyramidal caps. Decorative Art Deco style brickwork includes brickwork in a zigzag pattern at the pediment. Building includes period metal and glass clock over angled entrance.

**110-120 North Main Street (former Padgett Block)**

**Ca. 1877-1886**

**Architect: Unknown**

**Contributing**

Three-story, five-bay, brick commercial block. It is built in the Italianate style with arched fixed windows. The odd-numbered bays terminate in triangular parapet gables with decorative corbeling. The first floor contains wood-framed storefronts with recessed doors and large plate glass windows. The building is highly decorative. Wood posts that separate storefronts have recessed arched panels. The storefront cornice that spans the entire first floor has a regular pattern of applied rosettes. Stone windowsills above are continuous, broken solely by the pilasters that extend from storefront level to the parapet. Decorative brick arches over third floor windows. All upper level windows have rounded lintels and stone sills.

**150-152 North Main Street (formerly Iszard's Department Store)**

**Ca. 1924**

**Architect: Pierce & Bickford**

**Contributing**

This is a four-story building constructed of reinforced concrete commercial block in a simplified Classical style. Its main façade, facing west onto North Main Street, is three bays wide, with each bay consisting of three one-over-one windows. A similar secondary façade is visible on the south side along an alleyway and is six-bays wide. Second and third floor window have recessed panels over each opening and two in the third level contain decorative flagpole bases. The first floor is double height and separated from upper stories by a stringcourse. Large plate glass display windows flank the canopied main entrance with two curved cases flanking the entrance. The building style is reminiscent of the Classical with a bold bracketed cornice, recessed panels, and cartouches.

**154-184 North Main Street, Mark Twain building (former Mark Twain Hotel)**

**Ca. 1929**

**Architect: George Post & Sons**

**Contributing**

This is an eight-story, 125,000-square-foot brick hotel building in the Neoclassical style with the main façade facing north onto West Grey Street. The façade is twelve bays wide, with the middle six bays recessed at the upper six stories. The canopied building entrance is located at the center of the main façade, below large second-story arched windows that have stone surrounds. Typical windows are one-over-one double-hung



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sash. The ground floor is has multiple glass and stone storefronts on both the West Gray and North Main Street sides. Decorative features include a stringcourse table below the eighth-story windows, stone window surrounds and ornamentation at the second and third stories, and parapet urns.

## **WEST WATER STREET– NORTH SIDE (even)**

### **200 West Water Street (former Werdenberg's building)**

**C. 1866-1888, interior alterations 1903, third floor removed 1961**

**Architect: Unknown, interior alterations by Pierce & Bickford**

**Contributing**

Two-story brick commercial building with recessed, angled entrance at the corner of West Water and North Main Streets. Its entrance is marked by a cast iron column that supports a flat, round canopy mimicking the recessed rounded bay above. The glass entrance door is framed by sidelights and a transom as well as by adjacent glass retail display windows. Designed as a department store, the building has large glass windows at the first-floor level for retail display. A window wall spans the entire south elevation, with wooden panels below. The east elevation has regularly spaced, rectangular, fixed windows in landscape orientation, terminated by a window wall system and secondary entrance at its north end. At the second story is a series of rectangular fixed windows, in portrait orientation, with stone sills and heads. The second-floor fenestration terminates at the north end with a large multi-light fixed window. The third floor was removed in 1961 to stabilize the building after a serious fire.

### **202-210 West Water Street**

**Ca. 1940-1949**

**Architect: Unknown**

**Noncontributing due to loss of integrity/alteration**

This is a single-story, flat-roofed building, divided into five retail storefronts, each with its own entrance and some with updates obscuring the extant historic fabric. Entrances vary and some retain the original configuration. Some sections are faced with mid twentieth century metal and glass systems, as well as masonry knee walls with plasticine, glass and wood paneling above. Building is unified by a stone coping. Most entrance doors are recessed. Two store fronts have an exterior stucco-like insulation and finishing system over insulation boards.

### **212-220 West Water Street, Water Street Place**

**Ca. 1935-1937**

**Architect: Unknown**

**Contributing**

This is a two-story brick building in the Art Deco style. The first story has a series of glass and metal storefronts with recessed entrances and signage above. The second story has 12 regularly spaced, one-over-one windows. Below the stone windowsills are three continuous horizontal courses of stone, the middle one decoratively treated with etching. Above each window is a stone head with four inset panels, with recessed brick above, terminating the stone parapet. The exception are the two center bays, which have stone panels above their windows, etched with fretwork.

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**224 West Water Street**

**C. 1932-1949**

**Architect: Unknown**

**Noncontributing due to loss of integrity (significantly altered)**

A single-story building with a central recessed glass door. Historic façade covered by brick veneer, with flush rectangular fixed windows flanking the entrance. A non-historic fabric awning spans 224 and 228 West Water Street.

**228 West Water Street**

**C. 1932 -1949**

**Architect: Unknown**

**Contributing**

A single-story building with a glass storefront featuring a recessed central door with sidelight and transom. Angled, full-height, plate glass display windows flank the entrance. Painted wood panels are located below the glass storefront and over the west brick pier. The pier at the east end of the building was faced in brick to provide protection from traffic using adjacent alley. Shares a non-historic fabric awning spans 224 and 228 West Water Street.

**WEST WATER STREET– SOUTH SIDE (odd)**

**207-219 West Water Street (former Ambrose building)**

**C. 1922-1930**

**Architect: Unknown**

**Contributing**

Seven-bay, two-story commercial block; It employs a unique decorative system of copper, stone panels, and glass fenestration. Entrance to the second-story office spaces is gained via a central recessed stair. Flanking the stair are two retail storefronts, each with their own recessed entry. Store displays are floor-to ceiling glass plates with a faux marble base. Above all storefronts are two continuous rows of rectangular stone panels divided by copper framing. Typical bays at the second floor have a fixed square window, with a four-over-four sash to either side. The exception is the narrow central bay above the stair, which has two four-over-fours. A copper cornice spans the entire length of the building, with a stone panel parapet above.

**221-223 West Water Street**

**C. 1904-1922**

**Architect: Unknown**

**Contributing**

Two-story brick commercial block with retail space in the first level and offices above. The central recessed entrance to the upper stories is flanked by an angled glass and metal window wall that includes entrance into

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the first floor. The second story is three bays wide. The outer two bays have large, tripartite plate glass windows with transom. Between the windows is a stone panel with a mandala motif. At the attic level, each bay has a small rectangular opening with vent. A simple wood cornice with brick dentils spans the top of the building.

**225 West Water Street**

**C. 1936-1939**

**Architect: Unknown**

**Noncontributing due to loss of integrity (significantly altered within past 20 years)**

A single-story building with a central recessed entrance flanked by angled full-height plate glass windows. Facade above the entrance is an exterior insulation and finishing system, using a stucco-like coating atop insulation boards.

**227-229 West Water Street**

**C. 1908-1909**

**Architect: Unknown**

**Contributing**

Three-part, three-bay, four-story brick commercial block with retail on the first floor and offices above. Each floor displays a different fenestration style. The first-floor storefront has a recessed central entrance, with a wood-framed plate glass display on either side. Decorative features at this level include recessed wood panels below square glass, columns flanking the entrance and a square stone decorative motif above the storefront, just below a narrow stone cornice. The second-floor windows are two-over-two double-hung sash. The third-floor windows are the same, but with arched heads and keystones. Bays are separated by brick pilasters that have a stone base and a paneled stone capital. A stone band with dentils separates the third and fourth stories. In each bay on the fourth level there are two one-over-one windows. A simple cornice with stone bands and dentils tops the building.

**231-233 West Water Street (former Ferguson building)**

**C. 1915**

**Architect: Pierce & Bickford**

**Contributing**

This is a two-part, four-bay, four-story yellow brick commercial block with retail on the first floor and offices above. Its two storefronts are symmetrical about a brick post. Both have central recessed entrances. The wood and glass displays are large fixed windows with leaded glass transoms above and wood panels below. Access to the upper stories is gained at the east end of the main façade. A stone cornice above the storefront separates it from upper stories. In each bay, on each floor is a pair of one-over-one, double-hung sashes, joined by a decorative brick lintel and stone sill. The façade is simple, with the wall of the upper stories quite plain and geometrically ordered. The building has a large wood entablature that includes four attic windows within a wide frieze and a center panel that reads "Ferguson." A bold bracketed cornice sits above.

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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**

Ca. 1866-1972

**Significant Dates**

1866, 1961, 1967, 1972

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

George B. Post & Sons,

Pierce & Bickford

Robert D. Kohn, John J. Knight

**Period of Significance (justification)**

The period of significance for the North Main and West Water Commercial Historic District begins in 1866, when the earliest extant retail building in the district was constructed on West Water Street. The end period is marked by the devastating flood of 1972 that severely impacted the nominated district.

**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 North Main and West Water Commercial Historic District is significant under National Register Criterion A in the area of commerce for its role in representing a period of rapid growth in Elmira's economic and retail activity. The district is also significant under Criterion C in the area of architecture as a compact extant enclave of historic commercial buildings reflecting this period. The portions of North Main and West Water Streets within district boundaries served as the primary retail district for the city of Elmira and its surroundings, beginning in the late nineteenth century and lasting into the mid-twentieth century when suburban commercial centers attracted business away from the downtown core. Constructed between the late nineteenth and early twentieth centuries, the development of the business district reflected local settlement patterns as influenced by Elmira's primary location as a transportation corridor along the Chemung River. Water Street was always considered downtown, and, in the 1860s, the commercial core was centered on the intersection of Lake and Water Streets, where most retail establishments shared space with civic, financial and office buildings. Gradually, the city expanded westward on Water Street towards North Main due to the location of new rail systems. In 1923, the district reached its peak, when the new S.F. Iszard department store opened on North Main Street near the West Water Street intersection. This initiated a campaign of building construction on North Main that included the Mark Twain Hotel and the Gorton Coy department store. These new buildings became the shopping core of downtown Elmira, but they also isolated it from the civic and financial establishments in other sections of the city. By the mid-twentieth century, the nominated district gradually began to lose its predominance as the primary retail center, which was accelerated by the opening of the suburban Arnot Mall in 1967. In 1972, severe flooding caused by Hurricane Agnes added to the demise. A renewed interest in commercial development in downtown Elmira is once again attracting people to the North Main and West Water Street area, reviving the nominated historic district as an urban retail center.

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

## SETTLEMENT

Located in the Chemung Valley in New York State's Southern Tier, Elmira had its origins where the Newtown Creek met the Chemung River. In the early nineteenth century, three settlements were established near this confluence: Newtown Point, DeWittsburg, and Wisnerburg. Wisnerburg was a plot of land owned by Henry Wisner that eventually became the commercial core of Elmira. Early settlers to the area were primarily

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fishermen, hunters and lumbermen with the first cash crop in the area being lumber. The land was heavily forested, but as lands were cleared, farmers moved into the region, soon followed by mills and shops to meet the needs of the populace. As the community grew, eventually an inn, a general store, post office, and school were constructed. As roads were built, settlement increased with DeWittsburg, Newtown Point and Wisnerberg becoming one settlement in 1815, named Newtown. The name was quickly changed to differentiate it from another nearby earlier settlement already known as Newtown. The new name selected was Elmira, in honor of Elmira Teall, the daughter of a tavern owner, who was believed to be the first child born in the newly created settlement.

Initially population growth was rather slow due to transportation difficulties, even though Elmira was located along the Chemung River, which occasionally caused problems. Businesses located near the river frequently experienced flooding and the streets were continually muddy and often impossible to travel. Businesses continued to locate along the river in spite of the disadvantages, and as Elmira grew, the commercial area began to expand westward along the appropriately named Water Street. More mills were established along the Chemung River, and, in 1833, the new Chemung Canal connected Elmira to Seneca Lake and beyond to the Erie Canal, resulting in Elmira's first economic boom. New opportunities for industry and trade emerged with more distant markets connected to the community. In 1829, Elmira's population was 1,915 but by 1835, it was home to 3,879 citizens.<sup>3</sup>

As a result of the boom, the next twenty years were pivotal for Elmira with the construction of many new buildings, both residential and commercial. By the 1850s, Elmira was a prosperous commercial, manufacturing and railroad center for the region, dubbed the "Queen City of the Southern Tier." Its location, prosperity and rapid growth attracted the attention of the federal government, which made it one of the three Union Army Depots in New York State during the Civil War.

## **TRANSPORTATION & RETAIL DEVELOPMENT**

At the time of early settlement, travel into and through the Chemung Valley was limited to water travel and woodland trails that were swampy, narrow, and overgrown, making it difficult for horses and wagons. Consequently, many settlers selected the river as the primary means of travel, arriving by canoes and flat boats along the Chemung River. As the population increased, so did the demand for better roads necessitated by the need for supplies and goods shipped to and from nearby towns. By the turn-of-the-nineteenth century,

<sup>3</sup> *The Historic Near Westside* (Elmira, NY: Near Westside Neighborhood Association, 1981), 1.

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efforts were made to widen narrow trails for wagons.<sup>6</sup> In 1803, authorization was given to build a turnpike road from Newtown to Seneca Lake that would connect to the Catskill Turnpike and the Hudson River. As the lumber trade increased in the Elmira area and additional lands were cleared for agriculture, more roads were constructed, enabling farmers to ship products more easily from Elmira<sup>7</sup>.

Following the official opening of the Erie Canal in 1825, a number of feeder canals were planned and built to take advantage of improved shipping, one being the Chemung Canal (1833) that connected the Chemung River to Seneca Lake. An additional feeder canal connected Seneca Lake to the Erie Canal, opening new markets for farmers throughout the western half of New York State. Elmira was literally connected to the Great Lakes and to the Atlantic Ocean by this system of canals and lakes. The canals had challenges, such as slow travel, frequent breaches and freezing in winter. Once the railroad arrived in the region, it quickly surpassed the canal, since it could run year round and relied on steam power, rather than being towed by mules.

Elmira's was first introduced in the late 1830s and by the 1850s, recognized it as a viable means of transportation. Trains extending to Elmira assisted with the city's growth and communications, provided jobs, brought visitors, and delivered raw materials for manufacturing. Better transportation resulted in a population increase and a shift from an agricultural to an industrial and business economy. Seeing the opportunities that the new industries provided, many farmers gave up agriculture in favor of the promising opportunities. By the mid-nineteenth century, one of the major employers in the city was the large railyard complex that divided Elmira into the east and west sides on the north side of the river. Train lines through the city included the Northern Central Railway (1855), the Elmira and State Line Railway (1876), the Erie-Lackawanna Railroad Co. (1882), and the Lehigh Valley Railroad (1896).

Travel within Elmira was also possible by rail in the form of the trolley. This form of rail transportation was the most important in establishing the intersection of Main Street and West Water as a retail stronghold and the general development of the downtown. In 1871, the county's first trolley line opened and consisted of a single horse pulling a single car between Elmira and Horseheads. This new method of transportation became invaluable, as people used the service for easier access to work, shopping and social activities. Trolleys made rounds every fifteen minutes, making it easier and faster to get to the stores and return home. The route through Elmira began in Horseheads, traveled down Lake Street to Water Street, and then proceeded from Main to Third Street, where the railroad station was located. Trolley travel reached its peak of popularity in

<sup>6</sup> Writer's Group of the Chemung County Historical Society, *Chemung County, Its History* (Elmira, NY: Chemung County Historical Society, 1961), 10.

<sup>7</sup> *Ibid*, 20.

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1919 and the increasing popularity of private automobiles and the introduction of bus lines gradually pushed the trolleys out of business.<sup>8</sup> The last trolley ran in Elmira in 1939 when the system went out of service.

Perhaps the most significant change in Elmira was the separation of residential and civic buildings from the commercial buildings that occurred in the late nineteenth through the early twentieth-centuries resulting in the emergence of a retail center as businesses began to occupy the storefronts of newly developed downtown buildings. Elmira's retail area first developed along Water Street due to its close proximity to the Chemung River when it was the primary transportation route. Roads and new streets began to branch off of Water Street to connect new areas of residential, civic and commercial development and to link these areas to railroad stations. Water Street was the "essential spine," according to one historian who stated that the one primary route was often the core and that resulting "increases in population and commercial facilities prompted lateral expansions along not only that spine, but side streets and parallel arteries as well."<sup>10</sup> In the nominated district, primary development spread along West Water Street and later onto North Main Street, with the first commercial structure west of Main Street built in 1866 at the northwest side of the intersection (Werdenbergs, 200 West Water Street).

By 1869, Water Street provided most of the goods and services demanded by Elmira's approximately 9,000 residents.<sup>11</sup> A large portion of the area along the north side of the river was developed and the city began to expand across the river with a bridge built in 1866 at the end of Water and Main Streets. This bridge replaced a railroad trestle that was repeatedly destroyed by flooding or fire. Lands across the river were gradually annexed by the city and the bridge allowed south side residents to shop in the West Water and North Main Streets area, adding to its growth and importance as the premier retail district. The 1866 wood bridge became so well-traveled that it had to be replaced by a steel structure in 1873. West Water Street itself was improved by paving at the same time.

North Main Street was the pathway to the largely residential sections of the city and by 1915, the intersection of North Main and West Water Streets was the busiest corner in Elmira aided by improvements in transportation. This also contributed to tremendous population growth. In 1860, there were 8,682 people living in Elmira, which grew to 15,863 in 1870; then to 20,541 in 1880. The train station was conveniently located at the intersection of North Main Street and Third Street, just north of the nominated district. Growth continued in

<sup>8</sup> Kerry Lippincott, "Clang, Clang Went the Trolley," Chemung County Historical Society, 2012, online at <http://chemungcountyhistoricalsociety.blogspot.com/2012/07/clang-clang-went-trolley-ding-ding-went.html>.

<sup>10</sup> Longstreth, *Buildings of Main Street*, 13.

<sup>11</sup> Robert Jerome, "Elmira's Water Street: First Shopping Center," *The Chemung County Historical Journal* 10:2 (1964): 1316.



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both the retail district and in the population, which reached 45,393 by 1920. Elmira's population peaked in 1942 with 55,700 residents.

In the early twentieth century, the steadily automobile gained popularity as it became more affordable and more convenient for personal use. The Main Street Bridge was replaced in 1921 to address safety concerns resulting from the heavy automobile traffic which it was not designed to support. The bridge led directly to the retail district at the intersection of West Water and North Main, adding to it being the busiest intersection in the city. A new concrete bridge was designed for both drivers and pedestrians with decks for vehicles and trolley tracks and with sidewalks.<sup>13</sup> The new bridge provided unprecedented access to the retail district for North Main Street and remained in service until the 1972, when it was destroyed by a flood.

In addition to transportation improvements, innovations came to the downtown stores. Most were provided with electricity in the 1880s, allowing for an extension in shopping hours and imaginative advertising and displays. Hemlock plank sidewalks were laid in 1885 to cover the muddy streets that were finally paved with Medina sandstone and vitrified brick in the 1890s. Electric street lighting was also added, improving opportunities for evening shopping.

## **BUSINESSES AND MERCHANTS**

In 1924, the Elmira-based Iszard's Department Store relocated to a new, larger building on North Main Street by the new Mark Twain Hotel. Iszard's was advertised as one of the most modern department stores in the region.<sup>16</sup> Most of the North Main Street buildings north of West Water Street were built between 1922 and 1934 and included Iszard's Building, the Mark Twain Hotel, the Gorton Coy building. Along with new retail buildings, a public library was established and theaters opened near the retail district. Following Iszard's relocation onto North Main, additional specialty and department stores moved to the retail district to improve business. In 1960, retail sales totaled 8.8 million dollars.

To promote the business interests of Elmira, a group of entrepreneurs formed the Elmira Board of Trade in 1879, which later became the chamber of commerce. At the time, small shopkeepers along the West Water Street area included shoemakers, clothiers, furniture stores, grocers, and butchers. By 1905, this changed with the introduction of department stores and a wider variety of businesses. The Business Men's Association was formed that same year with Andrew P. Werdenberg (owner of a department store at 200 West Water

<sup>13</sup> "Main Street's First River Bridge Crude Compared to New Structure," *Star-Gazette*, 5 October 1921.

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Street) as its president. One hundred and twenty- five downtown merchants attended the association's first meeting with the objective to foster trade and commerce within the city. Activities included sponsoring celebrations in the district (parades, auto shows, and holiday displays, etc.). A 1932 sampling of merchants located within the district included Werdenberg's department store, Thrifty Day Cleaners, J.C. Penney's department store, Eleanor K. Footwear Co., Murphy's Haberdashery, Karmelkorn Shop, George Knietsch Bookstore, Lester Gamble Optician, Hudson Shoe Co., Wright Electric Co., Federal Bake Shop, Sheridan Tailor Shop, F.W. Woolworth 5 & 10 cent store, Van North Pharmacy, Iszard's Department Store, and the Mark Twain Hotel.

Relocating the S. F. Iszard Company was an important factor for the continued retail development of North Main Street. In 1924, the company moved from the corner of Water and Baldwin to a new store at 150 Main Street, just north of the intersection with West Water Street. Designed by prominent local architects Pierce & Bickford, the building was described as one of the most desirable retail properties, indicating that "the new Main Street took a big step forward in its efforts for commercial supremacy."<sup>20</sup> Samuel French Iszard came to Elmira from Philadelphia in 1904 and founded the first Iszard's store, which remained in the family after his death in 1949. The Iszards were well respected by colleagues, employees, and residents and were highly involved in civic activities. It was noted that the family "...without ostentation have lent a hand wherever there has been unselfish service among good citizens. They share the best ambitions of the town and present standards without which business, civic, and social life have no wholesome existence."<sup>21</sup>

Two years after the Iszard store relocation, another large retail outfit known as the Gorton Company moved to North Main Street, occupying the northeast corner of the North Main and West Water Street and described as "one of Elmira's leading women's and children's wearing apparel concerns."<sup>22</sup> The company was founded in 1916, when Warren A. Gorton of Batavia purchased a small clothing store in Elmira. It was locally known as Gorton Coy after a sign painter's abbreviated the word "company" as Coy.<sup>23</sup> In 1927, its parent company, the Blackmore-Danzig Shoe Company of Binghamton, obtained a 51-year lease on the Elmira site and began construction of a new store began in 1929, opening in 1931. The building was called the Gates Hobson Building in honor of two women who previously owned the property. The new building offered more space for additional departments. The store closed in 1972 after a flood damaged the basement and destroyed the first-floor stock.

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<sup>16</sup> Interview with Rachel Dworkin, archivist, Chemung County Historical Society, 18 September 2015.

<sup>20</sup> James E. Hare, "1920's Main Street in Elmira," *The Chemung County Historical Journal* 60:1 (2014): 6712.

<sup>21</sup> "Present Iszard Department Store Site Origin," *The Telegram of Elmira*, 6 June 1915.

<sup>22</sup> "Elaborate Business Block to be Erected at Location Leased by Clothing Company," Elmira Steele Library local history files (1926).

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At the same time the Gates Hobson Building was under construction, another major project was started at North Main and Gray Streets (opposite end of the block). The building was the Mark Twain Hotel, opened in 1929 with much fanfare and was regularly reported on in the newspapers with stories on the progress of the construction, its owner, the management, and the construction team. Elmira was already home to many other hotels, including the well-respected Rathbun House, but the Mark Twain was Elmira's first hotel with all the modern conveniences, making it worthy of attention. The hotel was also the culmination of years of discussion that was only ended when local attorney J. John Hassett worked with the Elmira Association of Commerce to secure a site and arrange the financing for the project. Hassett was also the treasurer of the Wisner Park Corporation, a director of the Elmira Hotel Operating Corporation and was known as "one of the most progressive businessmen in the city."<sup>26</sup> The lessee of the Mark Twain Hotel was Horace Leland Wiggins, president of the Elmira Hotel Operating Corporation, a fifth-generation hotel operator who managed properties nationwide, including the Ben Franklin Hotel in Philadelphia.<sup>27</sup>

## CRITERION C: ARCHITECTURE

Beginning in the mid-nineteenth century, large masonry buildings became the standard commercial form, replacing smaller wooden structures that were prone to fire. These large buildings were largely designed for commercial use, but often had offices, meeting rooms and some residential space over the ground level retail space. This type of building was readily adopted in business areas across the nation, including Elmira, giving an air of permanence to the streets that were clustered in a central district. The result was an identity for the city of Elmira and a recognized a core for commercial and social activity with Water Street as the spine.<sup>28</sup> As this area developed, local business and civic leaders began infrastructure improvements in the 1870s and 1880s that included street paving, improved street lighting and improved traffic flow. The removal of bridge tolls and construction of trolley lines to the downtown played a key role in developing West Water Street as the city's first shopping center.<sup>29</sup>

Prosperity in successful towns like Elmira allowed for more sophistication and diversification in the styles of buildings.<sup>32</sup> The first stores were small, functional buildings that housed common goods and services with few

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<sup>23</sup> "Gorton Coy to Close After 56 Years," Elmira Steele Library local history files (1972).

<sup>26</sup> "J. John Hassett Sees Dream Come True," Booth Library, Vertical File 200-050, Mark Twain Hotel, undated.

<sup>27</sup> "H.L. Wiggins One of Family of Innkeepers," Booth Library, Vertical File 200-050, Mark Twain Hotel, undated.

<sup>28</sup> Longstreth, *Buildings of Main Street*, 13.

<sup>29</sup> Jerome, "Elmira's Water Street," 1316.

<sup>32</sup> Longstreth, *Buildings of Main Street*, 17.

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built of fireproof materials, mostly brick. As large commercial blocks appeared on the streetscape, structures such as the Padgett Block, Ambrose Building and Water Street Place, became part of a dense infill between corner anchor buildings. Two-part commercial blocks were the most common typology for small to mid-sized retail enclaves, with buildings being two to four stories in height and separated into a public storefront and a second floor with private offices or other rental space. These buildings typically included details, fenestration and cornices that were a n interpretation of popular styles of the time. In Elmira, most of these commercial blocks were constructed by local builders, who may have been responsible for the form and appearance the building. Two of these buildings, 200 West Water (Werdenberg's) and 110-120 North Main (Padgett Block) are excellent examples of this period of construction and much of the decorative detail reflects the commercial Italianate style of the mid to late nineteenth century. Extant detailing includes wood-framed storefronts, decorative brickwork, stone lintels and sills. The Padgett Building also has arched windows, parapet gable, an original cornice and a cast iron store front.

As Elmira prospered, buildings became symbols of the city's success, often taller, with a larger footprint, more ornate architectural detailing and constructed of more expensive building materials such as stone. By the turn-of-the-twentieth century, these new buildings often dwarfed their earlier counterparts. The ground level and lower portions were for each occupant's goods and services, which were often emphasized through varied use of use of materials, ornamentation, and signage.<sup>33</sup> These differences were indicated by changes in window size and style and decorative details such stone coursing. Rather than simplifying current styles, as was the case at the smaller buildings of the district, the anchor buildings were more ornate in their detailing. The Mark Twain Hotel used Neo-Georgian classical details such as cast stone swag panels, large windows and stone urns to add a sense of grandeur.

As details and forms differed, many of these buildings reflected popular architectural styles and new building functions, such as the department store. As buildings became larger and more opulent, property owners increasingly turned to professional architects for new projects. In the nominated district, the largest project was the Mark Twain Hotel (1929), designed by New York City architects George G. Post & Sons, who used the Neoclassical Revival style to convey the building's prominence. Although it recalled an older, historic design, the hotel had the modern amenities, such as private baths in each of the 121 guest rooms, a large main dining room, a ballroom that could accommodate 350 people, a spacious lobby with a lounge and two elevators, and more intimate spaces such as two private dining rooms and a coffee shop. A newspaper article noted that, "in a word the entire hotel is so designed and furnished as to make up a special appeal to the traveling public.

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The decorations throughout have been planned to insure a building of high character and genuinely appealing.”<sup>35</sup>

George Post and Sons were part of a 1920s revival of the Georgian style in hotel architecture. According to architectural historian Augusta Owen Patterson, “The new ideal of restraint expressed in refinement of detail and correctness in proportions is substituted for the elaboration which characterized the French styles in which many hotels were formerly designed.” She commented that the Georgian style possessed “a mental suggestion of hospitality, even friendliness, distinctly tempered, however, by formality, dignity, and reserve. One always remembers before a real Georgian house that it was erected in a time when manners were very important.”<sup>36</sup> In addition to the Mark Twain Hotel, Post and Sons were the designers of the Vanderbilt residence on Fifth Avenue (demolished) that was perhaps their best known work. George Post (1837-1913) graduated from the University of the City of New York, later renamed New York University. He studied with the architect Richard Morris Hunt and began his own practice in 1867. Some of Post’s buildings included the Equitable building in New York City, the Mills building (New York City’s first electricity generating plant) and the Manufacturers and Liberal Arts buildings constructed for the 1893 Chicago Exposition.<sup>37</sup> Post was one of the founding members of the American Institute of Architects (AIA), serving as its sixth president and awarded the AIA gold medal in 1911.

His sons, J. Otis and William Stone Post, joined the firm in 1904. Soon after, a Cleveland office was opened and they subsequently designed the Statler Hotel in 1912 on Cleveland’s Public Square and other hotels across the country for the Ellsworth M. Statler chain. In New York City, they also designed the Roosevelt Hotel on Madison Avenue and the Warwick Hotel on Sixth Avenue. Modern amenities were incorporated into every room, such as private baths, in-room telephones, and hot and cold running water putting the hotels above any other hotel of the time.

Some of the buildings in the nominated district were designed by local architects as well. Elmira’s most notable architectural firm was Pierce and Bickford, whose works spanned the years from 1890 to 1932. Practicing together for over three decades, architects Joseph Hart Pierce and Hiram Hooker Bickford were responsible for three of the buildings in the West Water and North Main Street commercial area: Iszard’s at 150 North

<sup>33</sup> Diane L. Janowski and Allen C. Smith, *Images of America: The Chemung Valley* (Charleston, South Carolina: Arcadia Publishing), page unknown.

<sup>35</sup> “Travelers to Enjoy Unexpected Comfort in Mark Twain Hotel,” Elmira Steele Library local history files (24 March 1929).

<sup>36</sup> “Georgian Architecture Blends Stately Dignity and Air of Hospitality,” Booth Library VF 200-050 Mark Twain Hotel.

<sup>37</sup> “The Geo. B. Post & Sons Collection,” The Wolfsonian-Florida International University, <http://www.wolfsonian.org/research-library/research-at-the-museum/special-collections-and-archives/the-geo-b-post-%2526-sons-collection>.

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Main, The Ferguson at 231 West Water, and alterations to Werdenberg's at 200 West Water. They also assisted with the Gorton Coy Department Store (at 100 North Main), also known as the Gates Hobson Building (1929).

Pierce (1855-1932) was from a family of builders and who worked as a carpenter for his father in Dundee before working for Eugene Gregory and later Warren Hayes, both of Elmira. Hayes was one of the first graduates of Cornell University's School of Architecture (1871). It was largely in Hayes's office where Pierce learned architecture before entering into partnership in 1883 with Otis Dockstader, an engineer who also worked for Hayes. They were joined by Hiram H. Bickford (1863-1929) in 1889 who worked for them as a draftsman. Bickford was from Barre, Vermont who moved to Elmira to work on the construction of the Robinson Building on Lake Street, one of the early projects of Pierce and Dockstader. After Pierce and Dockstader dissolved in 1890, Bickford became the junior partner in Pierce and Bickford and remained with the firm until his death in 1929.

Pierce and Bickford were active during a period of tremendous growth in the city of Elmira and their body of work includes several residential, school and commercial buildings. They became the premier Elmira design firm, working throughout the Southern Tier, designing several hundred projects that used a sophisticated but varied treatment of historical styles that was loosely coined "Renaissance" architecture.<sup>39</sup> They later became known for their use of terra cotta and concrete and specialized in fireproof buildings, integrating popular architectural fashions. Their design for Iszard's, Elmira's first modern department store building, served as an architectural prototype for many more department stores that were built in the commercial district in the following decades. Iszard's was four floors above a full basement, measuring 75-feet by 165-feet in plan (70,000 square feet), the largest of all Elmira department stores at the time. The store specialized in selling china, luggage, toys, and clothing.<sup>41</sup> The reinforced concrete structure was fireproof, another first for an Elmira department store, with a façade that exuded stability and decorum. The rusticated base and bold projecting cornice gave a sense of classical order, combined with decorative features such as stringcourses and cartouches. The interior was just as thoughtfully planned with wide aisles on the first floor and seventeen-foot ceilings below a mezzanine level. The basement had a soda fountain, accessed from both the interior and exterior for convenience of the shopper, a new concept. Pierce and Bickford exhibited a commitment to the smallest detail with Iszards and included waste chutes, a freight elevator, and an electric dumbwaiter.

<sup>39</sup> Roger G. Reed, *Architects of Standing: Pierce & Bickford Elmira, NY, 1890-1932* (Elmira, New York: Chemung County Historical Society, 1983), 11.

<sup>41</sup> "New Iszard Store Plan is Perfect," *The Elmira Advertiser*, 17 May 1923.

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Between 1929 and 1931, Pierce and Bickford also assisted with the building at the corner of North Main and West Water Streets that was to be another department store, this time for the Gorton Company. The store was directly, across from the Main Street bridge, occupying a strategic site in the center of the district. It had a slightly smaller sized footprint than Iszard's, (66-feet by 115-feet). Compared to its neighboring buildings, it was significant in its size, suitable for the owner's intention of a modern department store building, but one that followed the new Art Deco design of architects Robert Kohn and John Knight. The construction took place a mere decade after Iszard's, and the owner, George Danzig, wanted a store that would be one of the finest between Elmira and New York City. The building was of the last jobs that Pierce and Bickford worked on and was a very different style for them. The newly emergent Art Deco style needed a younger pair of New York City architects, but with the caretaking of a well-respected local firm. The building is the only known example of Art Deco associated with Pierce and Bickford. The building has characteristic features of decorative zigzag pattern brickwork, an irregular parapet, stepped brick pilasters with pyramidal caps between the façade bays of the facades and large expanses of plate glass.

In addition to the Gorton Company building, one other Art Deco building was built in the nominated district at 212-220 West Water Street. This building's architect is unknown as with most of the more modest buildings in the district. Its use of brick, metal and decorative limestone trim reinforced the styling of the façade, which includes stone panels above second floor windows that were etched with fretwork. These the early twentieth century commercial buildings rejected the previous ornate Italianate and Romanesque styles, preferring a simplification of the classical. The extant detailing of these older buildings includes decorative masonry, stone lintels and sills, arched windows, parapet gables, pilasters and corbeled cornices. One fine example was the Snyder Builder at 111-115 N. Main (1910) with its prominent cornice, paired windows and decorative corbel bands along the window sills.

### **POST WAR HISTORY OF THE NORTH MAIN & WEST WATER COMMERCIAL HISTORIC DISTRICT**

Compact in nature, the North Main and West Water Commercial Historic District continues to convey a particular period of growth of the city of Elmira and the importance that the downtown area contributed to its economy. The historic Main Street Bridge over the river connected the nominated historic district to other commercial buildings on the south side of the river, literally making one large commercial street along North and South Main Streets. Most of the buildings on South Main Street have been demolished for new construction (grocery plazas, strip malls, gas stations) or have been substantially altered through twentieth

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century urban renewal projects. This loss adds to the architectural and historical significance of the nominated district and how its buildings relate to the larger community.

North Main and West Water Streets were also affected by mid twentieth century urban renewal that resulted in the loss of its role as the predominant retail center for the region. In the early twentieth century, increased use of personal automobiles required parking areas for shopping and one of the first planned shopping plazas just north of the nominated district was built with a large parking area in front of the stores. After the war, the automobile and suburban development resulted in retail following potential customers away from the city center. As customers drifted away, many longstanding downtown retail businesses closed, such as Iszard's and Werdenberg's. The construction of the nearby Arnot Mall in 1967 was literally the death knell for downtown retail as Elmira and the surrounding communities followed the national trend of suburbanization. By the 1970s, downtowns were looking for ways to reinvent themselves either through façade improvements or new attractions, such the new sports arena in Elmira that replaced empty or redundant buildings.

Efforts were made to entice shoppers back to the downtown. When Werdenberg's Department store caught on fire in 1962, plans were made to stabilize the building rather than demolish it, resulting in the removal of the third floor. Other buildings shifted from primarily retail to offices, such as the building at 225 West Water Street, which now houses offices for the local Business Improvement District. Also in the late 1960s, the Erie-Lackawanna Railroad discontinued passenger service to the city, resulting in the loss of local jobs.

The true ending for the role as a retail destination came in 1972 with another flood in the nominated district. As previously stated, Water Street was prone to flooding due to its location along the river. The Army Corps of Engineers built a 22.5-foot-high floodwall on the north bank of the river in 1946 after severe weather brought heavy rains, windstorm and flooding. In June 1972, the floodwall failed to keep the remnants of Hurricane Agnes from flooding the downtown and more of the longstanding businesses failed to recover, adding to the loss of the downtown core. Since that time, the Cowanesque and Tioga-Hammond dams in Pennsylvania have protected the Chemung River Basin, preventing more significant flooding.

It is remarkable that so many original buildings in the Water and Main Streets Historic District have survived given the various floods that have churned through downtown (1889, 1946, and 1972). Although many of the ground floors were under deep water, the buildings were well-constructed and were able



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to be repaired. In addition to surviving floods, the buildings survived urban renewal programs and large-scale renovation programs.

In addition to surviving floods, the nominated district is known architect designed buildings from prominent firms such as Pierce & Bickford and George Post & Sons. These buildings have noteworthy details and all building in the nominated district illustrate the evolution of commercial architecture from the post-Civil War era through the early twentieth century. Many of the storefront and façade alterations from the mid- twentieth century are now significant in their own right. Elmira also is looking to its historic building stock and the potential it contains. In 2009, the city became a certified local government and the nominated district would add to the already recognized historic districts and individually listed properties. Additional listed commercial properties encourage owners to avail themselves of state and national programs that could revive the North Main and West Water Commercial District to once again be a destination.

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## 9. Major Bibliographical References

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**Bibliography** (Cite the books, articles, and other sources used in preparing this form.)

"Elaborate Business Block to be Erected at Location Leased by Clothing Company." Elmira Steele Library local history files (1926).

"Georgian Architecture Blends Stately Dignity and Air of Hospitality," Booth Library VF 200-050 Mark Twain Hotel.

"Gorton Coy to Close After 56 Years." Elmira Steele Library local history files (1972).

Hare, James E., and James Arthur Kieffer. *Images of America: Elmira*. Charleston, South Carolina: Arcadia Publishing, 2012.

Hare, James E. "1920's Main Street in Elmira." *The Chemung County Historical Journal* 60:1 (2014): 6709-6716.

"H.L Wiggins One of Family of Innkeepers," Booth Library VF 200-050 Mark Twain Hotel.

Janowski, Diane L., and Allen C. Smith. *Images of America: The Chemung Valley*. Charleston, South Carolina: Arcadia Publishing, 1998.

Jerome, Robert. "Elmira's Water Street: First Shopping Center." *The Chemung County Historical Journal* 10, no. 2, (1964): 1315-1322.

"J. John Hassett Sees Dream Come True," Booth Library VF 200-050 Mark Twain Hotel.

*The Historic Near Westside*. Elmira, New York: Near Westside Neighborhood Association, 1981.

Lawson, Susan. *Interview with Rachel Dworkin*. Elmira, NY, 18 September 2015.

Lippincott, Kerry. "Clang, Clang Went the Trolley," Chemung County Historical Society, 2012, online at <http://chemungcountyhistoricalsociety.blogspot.com/2012/07/clang-clang-went-trolley-ding-ding-went.html>.

Longstreth, Richard. *The Buildings of Main Street: A Guide to American Commercial Architecture*. Walnut Creek, California: AltaMira Press, 2000.

"Main Street's First River Bridge Crude Compared to New Structure." *Star-Gazette*, 5 October 1921.

"New Iszard Store Plan is Perfect." *The Elmira Advertiser*, 17 May 1923.

"Present Iszard Department Store Site Origin." *The Telegram of Elmira*, 23 December 1923.

Reed, Roger G. *Architects of Standing: Pierce & Bickford Elmira, NY, 1890-1932*. Elmira, New York: Chemung County Historical Society, 1983.

"Travelers to Enjoy Unexpected Comfort in Mark Twain Hotel." Elmira Steele Library local history files (24 March 1929).

Twain, Mark. *The Gilded Age: a Tale of Today*. American Publishing Company, 1873.

"Will Erect Five-story Structure at Main and Water Streets." *Elmira Star Gazette*, 2 July 1928, 2.

The Wolfsonian-Florida International University. "The Geo. B. Post & Sons Collection." Online at <http://www.wolfsonian.org/research-library/research-at-the-museum/special-collections-and-archives/the-geo-b-post-%2526-sons-collection>.

NORTH MAIN & WEST WATER COMMERCIAL HISTORIC DISTRICT  
Name of Property

Chemung County, NY  
County and State

Writer's Group of the Chemung County Historical Society. *Chemung County, Its History*. Elmira, NY: Chemung County Historical Society, 1961.

**Historic Maps:**

*Atlas of the City of Elmira, N.Y.* Philadelphia: D.H. Miller and Co., 1986.

Bailey, H. H. *Elmira, N.Y.* Cincinnati: Strobridge and Co., Lith., 1873.

*City of Elmira*. New York: F.W. Beers, 1869.

*Fire Insurance Map of Elmira, NY*, 1887, 1892, 1898, 1903, 1931, 1931 revised to 1950. New York: Sanborn Map Company, online at <http://sanborn.umi.com.dbgateway.nysed.gov/> .

Hopkins, G.H. *Elmira, N.Y.* Philadelphia: M.S. Converse, 1865.

**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: **Johnson-Schmidt & Associates Architects**

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

**10. Geographical Data**

**Acreage of Property** 3.74 acres  
(Do not include previously listed resource acreage.)

**UTM References**

(Place additional UTM references on a continuation sheet.)

1	<u>18N</u> Zone	<u>586797</u> Easting	<u>4517112</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 boundaries of the nominated district include a small, but contiguous grouping of buildings that best reflect the period of significance and the National Register Criteria under which the resources**

NORTH MAIN & WEST WATER COMMERCIAL HISTORIC  
DISTRICT  
Name of Property

Chemung County, NY  
County and State

**have significance. Resources beyond the nominated boundaries either lack sufficient integrity due to alteration or are not contiguous.**

---

### 11. Form Prepared By

---

name/title Susan Lawson, Preservation Architect (edited by Virginia L. Bartos, PH.D., NYS OPRHP).  
organization Johnson-Schmidt & Associates Architects date 3 December 2015  
street & number 15 E Market St #202 telephone 607-937-1946  
city or town Corning state NY zip code 14830  
e-mail Susan@preservationarchitects.com

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### Additional Documentation

---

Submit the following items with the completed form:

- **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.)

---

### Photographs:

---

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: North Main & West Water Streets Commercial Historic District

City or Vicinity: Elmira

County: Chemung State: NY

Photographer: Susan Lawson (photos 0001 to 0007); Virginia L. Bartos (photos 0008 to 0012)

Date Photographed: March 2015/October 2015

Description of Photograph(s) and number:

- 0001 of 0012: Looking north along North Main Street.  
0002 of 0012: Northeast side of North Main.  
0003 of 0012: View of 110-120 North Main (Padgett Block), looking northwest.  
0004 of 0012: Looking southwest along West Water Street.  
0005 of 0012: 220 & 210 West Water Street, looking northwest.  
0006 of 0012: Looking northwest along West Water Street. Blue awning on north side indicates final buildings in district.  
0007 of 0012: Looking southeast from 231 West Water Street.

NORTH MAIN & WEST WATER COMMERCIAL HISTORIC DISTRICT  
Name of Property

Chemung County, NY  
County and State

- 0008 of 0012: Looking northeast from 220 West Water Street.
- 0009 of 0012: Looking southwest at 111-115 North Main and 200 West Water (Werdenberg's).
- 0010 of 0012: Looking southeast along east side of North Main.
- 0011 of 0012: Southeast view of North Main showing Mark Twain Hotel at northeast corner.
- 0012 of 0012: Detail view of Mark Twain Hotel (windows on north side).

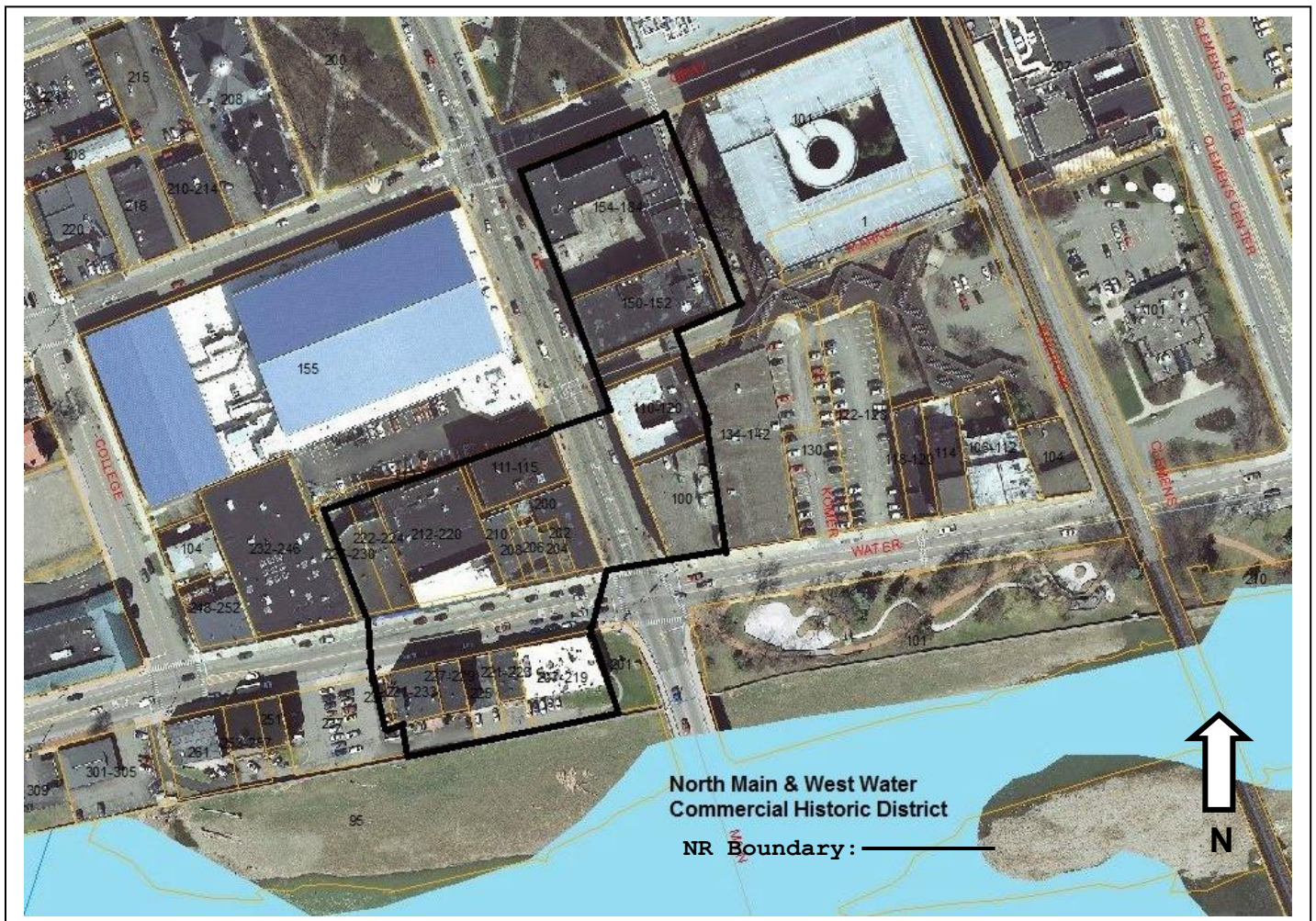
**Property Owner:**

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

name N/A  
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.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.

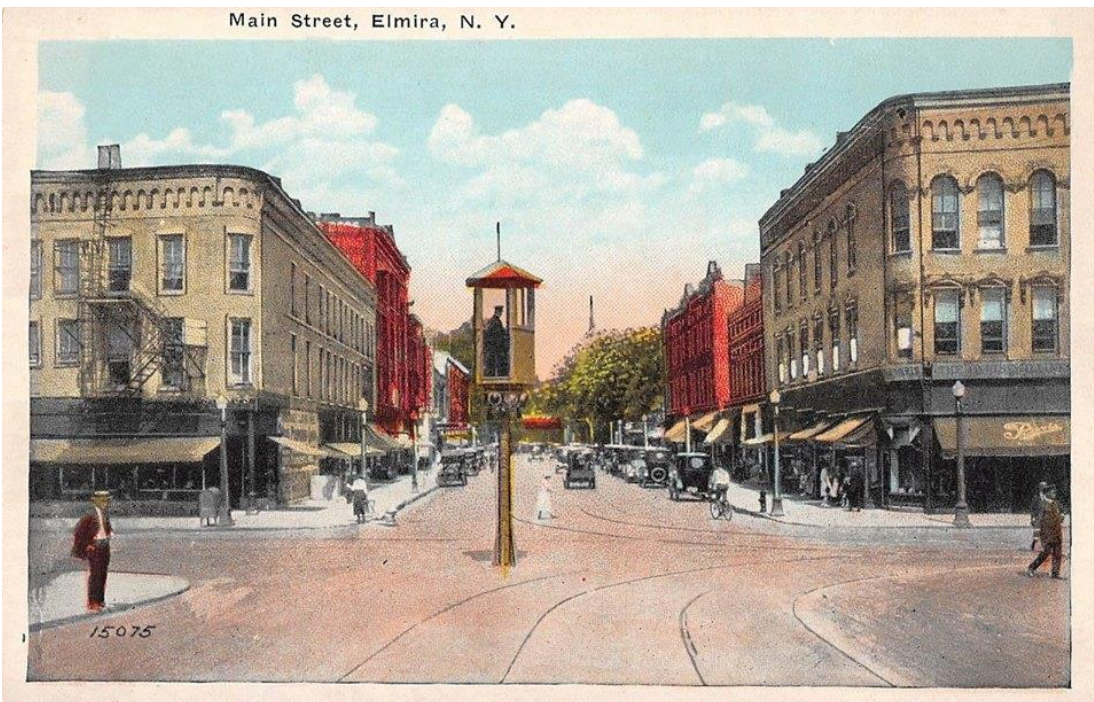


NORTH MAIN & WEST WATER COMMERCIAL HISTORIC DISTRICT  
Name of Property

Chemung County, NY  
County and State



ca. 1900



ca. 1920

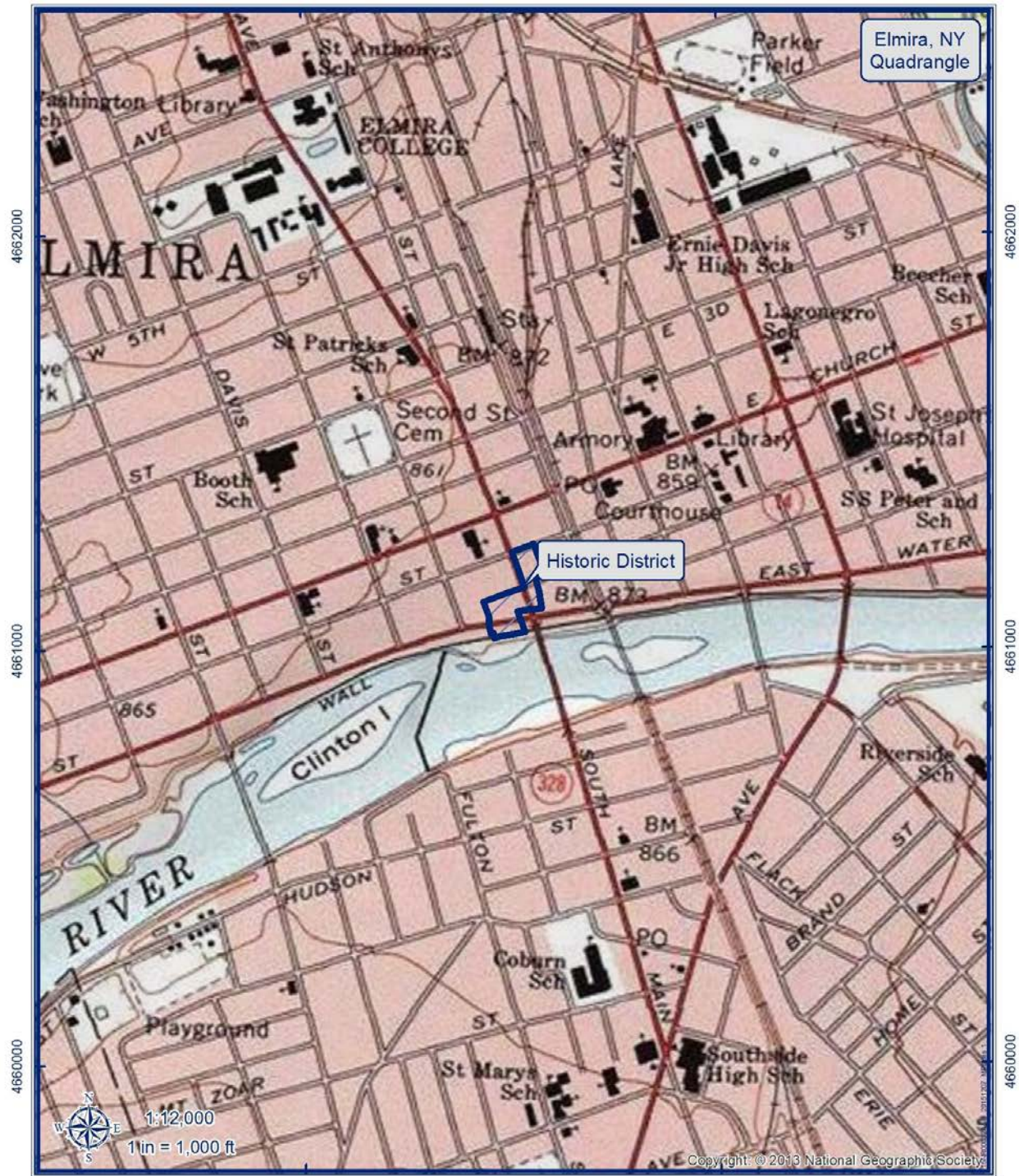
Two views of North Main St

NORTH MAIN & WEST WATER COMMERCIAL HISTORIC DISTRICT  
Name of Property

Chemung County, NY  
County and State

North Main & West Water Commercial  
Historic District

City of Elmira,  
Chemung Co., New York



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



Historic District



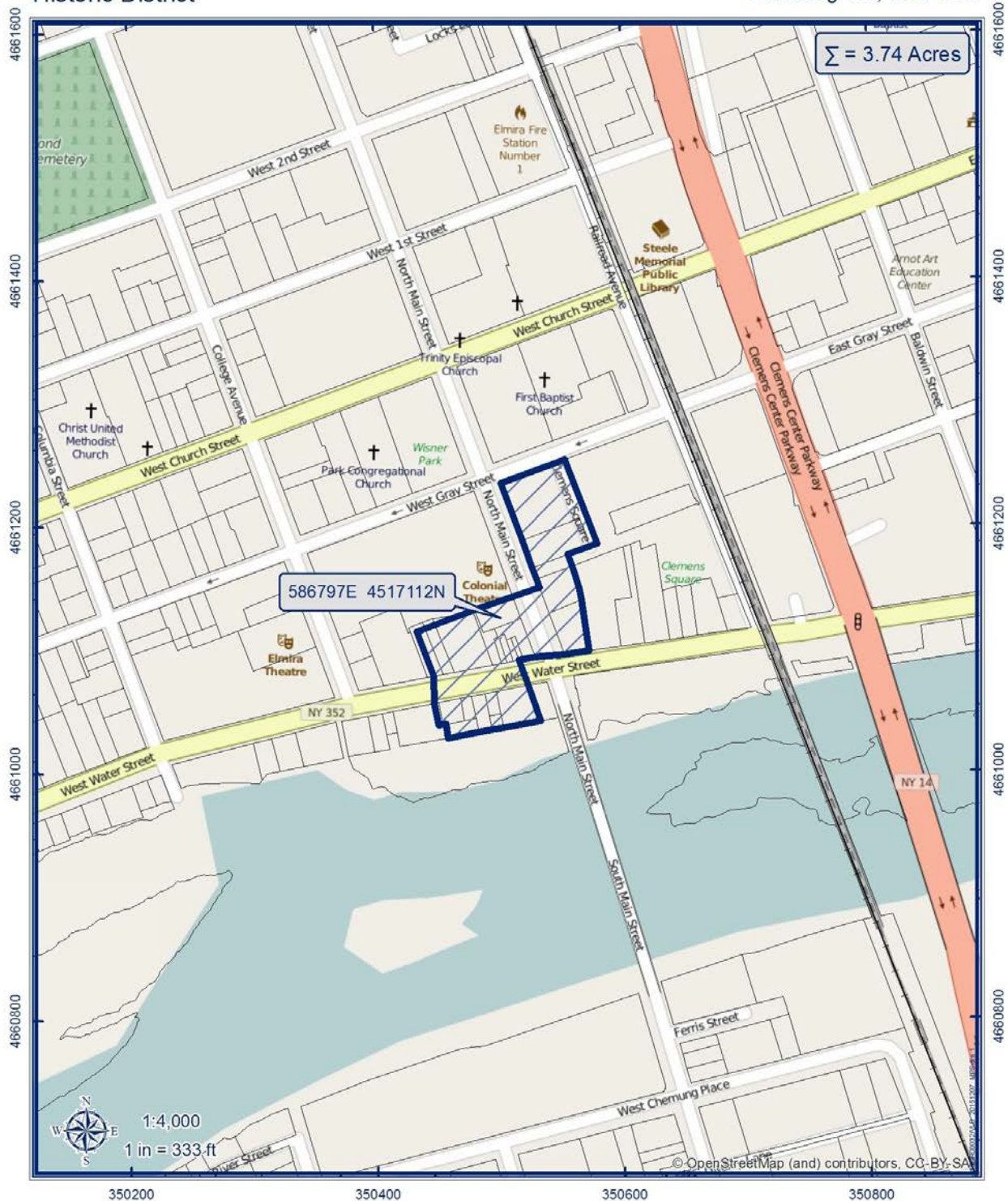
Parks, Recreation  
and Historic Preservation

**NORTH MAIN & WEST WATER COMMERCIAL HISTORIC DISTRICT**  
 Name of Property

**Chemung County, NY**  
 County and State

**North Main & West Water Commercial Historic District**

*City of Elmira,  
 Chemung Co., New York*



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



Historic District



**Parks, Recreation  
 and Historic Preservation**



NORTH MAIN & WEST WATER COMMERCIAL HISTORIC  
DISTRICT  
Name of Property

Chemung County, NY  
County and State

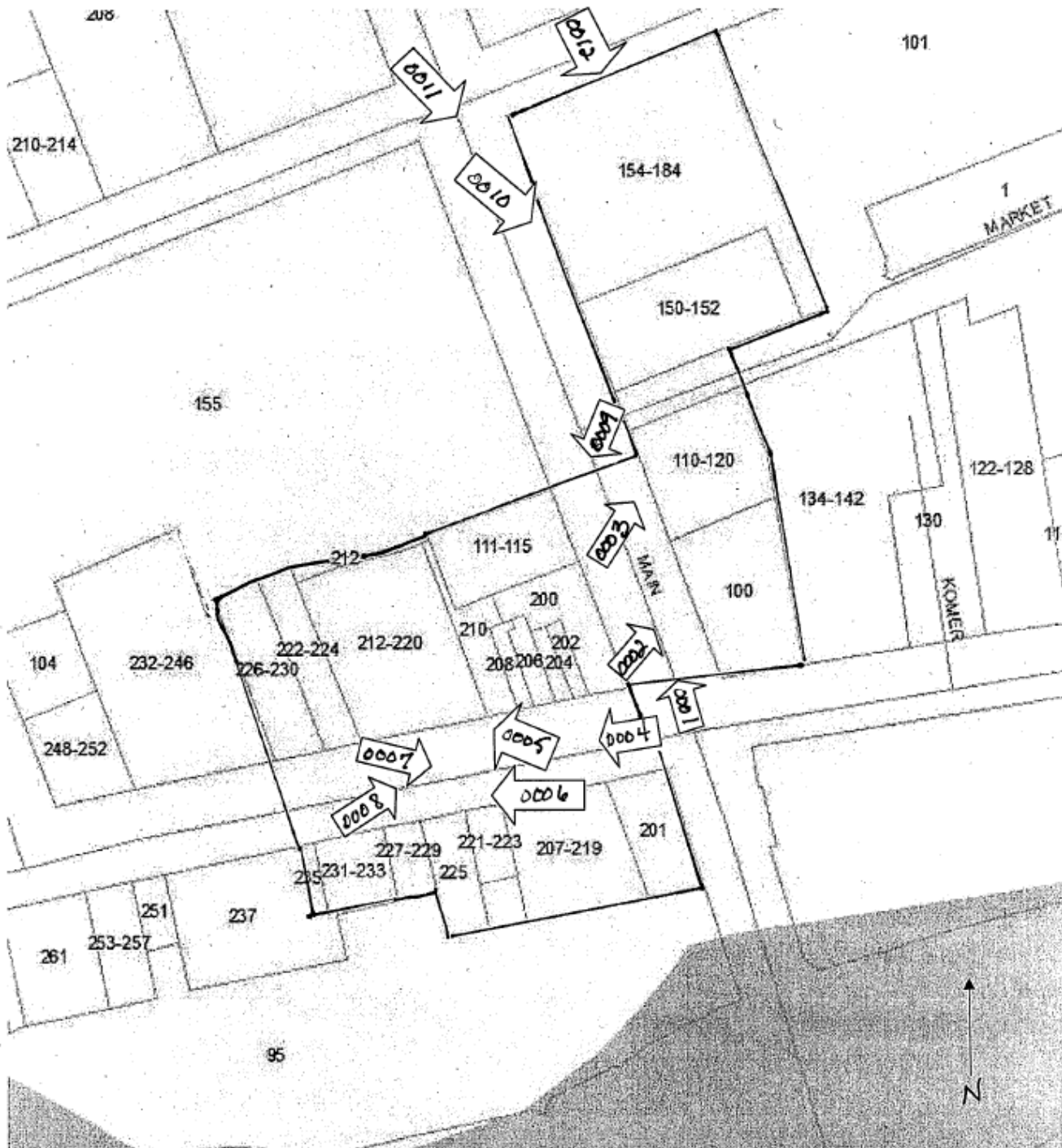
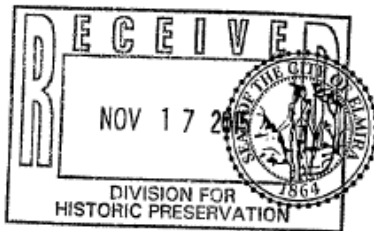


Photo Key

NORTH MAIN & WEST WATER COMMERCIAL HISTORIC  
DISTRICT  
Name of Property

Chemung County, NY  
County and State



## CITY OF ELMIRA NEW YORK

OFFICE OF THE MAYOR  
CITY HALL 317 East Church Street, Elmira, New York 14901  
www.cityofelmira.net mayor@cityofelmira.net

Susan J. Skidmore  
Mayor

Office: (607) 737-5644  
Fax: (607) 737-5824

November 12, 2015

Ms. Ruth Pierpont  
Deputy Commissioner/Deputy SHPO  
New York State Division for Historic Preservation  
New York State Office of Parks, Recreation & Historic Preservation  
Peebles Island State Park  
P.O. Box 189  
Waterford, NY 12188-0189

RE: Proposed Downtown Historic District Nomination

Dear Ms. Pierpont,

As the Mayor of the City of Elmira, I would like to express my support of the proposed West Water Street / North Main Street Historic District.

The creation of a downtown historic district in Elmira will contribute greatly to the revitalization and rehabilitation efforts around the City of Elmira. Our City has a vast collection of historic buildings and I believe the Proposed West Water/ North Main Street is a necessity for retaining and rehabilitating our existing historic built environment. There are many buildings in the proposed district that hold significant stories of the past and present, and the district would allow these buildings and their owners to continue to have a story for our City's future.

It is vital to the success of our community revitalization efforts to be able to utilize the Historic Preservation Tax Credits. The establishment of this Historic District will enable building owners to afford renovations and repairs that would otherwise be infeasible. Elmira's downtown has started to see a pattern of blight and demolition, and the proposed Historic District is a wonderful opportunity for building owners and the community to see the historic treasures we have and the value of retaining them.

In closing, I'd like to thank you for all the work you do to help others realize the benefits of revitalization and rehabilitation of historic properties in New York State. What a great opportunity it is for the City of Elmira to be able to establish the proposed Historic District with your help and guidance.

Kind regards,

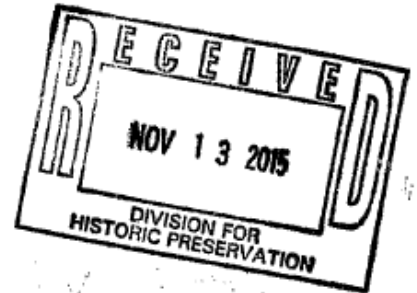
Susan J. Skidmore, Mayor  
City Hall Third Floor  
317 East Church Street  
Elmira, NY 14901  
(607) 737-5644

Cc: Susan Lawson, Johnson-Schmidt & Associates, susan@preservationarchitects.com

NORTH MAIN & WEST WATER COMMERCIAL HISTORIC  
DISTRICT  
Name of Property

Chemung County, NY  
County and State

FROM THE DESK OF  
SETH JOSEPH ADAMS



Ms. Ruth Pierpont  
Deputy Commissioner/Deputy SHPO  
New York State Division for Historic Preservation  
New York State Office of Parks, Recreation & Historic Preservation  
Pebbles Island State Park  
P.O. Box 189  
Waterford, NY 12188-0189

RE: Proposed Water and Main Streets Historic District Nomination

Dear Ms. Pierpont,

I would like to express my support of the Water and Main Streets Downtown Historic District, in Downtown Elmira, NY.

It is with great pleasure that, after 35 years as an upstate New York transplant and business owner in Fort Worth, Texas, I am now back home in the Finger Lakes Region of New York. I have worked with City and Community leaders in places ranging from Fort Worth, Texas, where, in 1998-2005 I learned the National Register nominating process to Corning, NY, where I completed a tax credit project in 2014 (32 W Market Street). In July of this year, my company Envision Elmira, LLC purchased the iconic Werdenberg Building, on the corner of Main and Water Streets in Downtown Elmira, with developing plans for a mixed-use project there pending for 2016 should this district come to life.

It goes without saying that the trajectory of Downtown Elmira has languished for some years, and the community now realizes that a significant missing component, vital to the success of community revitalization efforts, is to be able to utilize the Historic Tax Preservation Tax Credits available in such districts. The Werdenberg Building Project and many like it could not happen without these valuable credits.

Thank you for all of your work to realize the benefits of the revitalization of historic properties in this great state of New York, and for preserving the cultural heritage of our communities. I am pleased and thrilled to not only be a part of Downtown Elmira's revitalization....but it's sincere hopes of a renaissance.

Sincerely,

A handwritten signature in black ink, appearing to read "S. Adams". The signature is fluid and cursive, written over a light background.

"SJ" Seth J. Adams  
[sj@warnersway.com](mailto:sj@warnersway.com)  
817.313.5929  
[www.warnersway.com](http://www.warnersway.com)

Cc: Susan Lawson, Johnson-Schmidt & Associates, [susan@preservationarchitects.com](mailto:susan@preservationarchitects.com)

PO BOX 6576 • ITHACA, NEW YORK 14851  
PHONE: 817.313.5929 • EMAIL: [SJ@WARNERSWAY.COM](mailto:SJ@WARNERSWAY.COM)

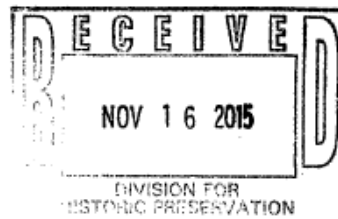
NORTH MAIN & WEST WATER COMMERCIAL HISTORIC DISTRICT

Name of Property

Chemung County, NY

County and State

Ms. Ruth Pierpont  
Deputy Commissioner/Deputy SHPO  
New York State Division for Historic Preservation  
New York State Office of Parks, Recreation & Historic Preservation  
Peebles Island State Park  
P.O. Box 189  
Waterford, NY 12188-0189



RE: Proposed Water and Main Streets Historic District Nomination

Dear Ms. Pierpont,

As Manager and Member of Iszard's Associates LLC, the owner of the historically significant *Iszard's Building*, 150 North Main, and as Member of the Community at large, we write to you.

The *Iszard's Building*, a 60,000 sq. ft. Classic Department Store Designed Edifice, built in 1924 by Pierce and Bickford, Celebrated Regional Architects, is one of the most important and largest buildings within the proposed Historic District and in the Southern Tier Region in general.

As such, I would like to express our strong support of the Water and Main Streets Historic District nomination, in Downtown Elmira, NY.

It is critical that the City of Elmira build out from its central core, the Main and Water Street proposed District, for it to survive and prosper. The Establishment of the District will go a long way to making that happen, including the potential restoration of the *Iszard's Building* façade.

The establishment of the Historic District and Main and Water Streets, and the resultant Historic Preservation Tax Credits, will help to attract private developers to the Region and will serve to enhance the public investments being made in the City of Elmira. We hope that the application for listing on the State and Federal Registers will receive a favorable review from your office, as we feel that it is vital to the success of our community revitalization efforts to be able to utilize the Historic Tax Preservation Tax Credits.

Thank you for all of your work to realize the benefits of the revitalization of historic properties in this great state of New York, and for preserving the cultural heritage of our communities.

Kind regards,

A handwritten signature in black ink, appearing to read "Richard A. Gerard". The signature is fluid and cursive, with a long horizontal line extending to the right.

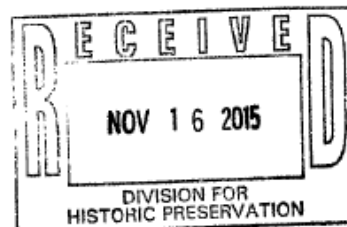
Richard A. Gerard,  
Manager and Member of Iszard's Associates, LLC.  
913 West Water Street  
Elmira, NY 14905

Cc: Susan Lawson, Johnson-Schmidt & Associates, susan@preservationarchitects.com

NORTH MAIN & WEST WATER COMMERCIAL HISTORIC  
DISTRICT  
Name of Property

Chemung County, NY  
County and State

Ms. Ruth Pierpont  
Deputy Commissioner/Deputy SHPO  
New York State Division for Historic Preservation  
New York State Office of Parks, Recreation & Historic Preservation  
Pebbles Island State Park  
P.O. Box 189  
Waterford, NY 12188-0189



RE: Proposed Water and Main Streets Historic District Nomination

Dear Ms. Pierpont,

As owner of 227 and 231 West Water Street within the proposed Historic District, I would like to express my support of the Water and Main Streets Historic District nomination, in Downtown Elmira, NY.

The establishment of the Historic District and Main and Water Streets, and the resultant Historic Preservation Tax Credits, will help to attract private developers to the project and will serve to enhance the public investments being made in the City of Elmira. I hope that the application for listing on the State and Federal Registers will receive a favorable review from your office, as we feel that it is vital to the success of our community revitalization efforts to be able to utilize the Historic Tax Preservation Tax Credits.

Thank you for all of your work to realize the benefits of the revitalization of historic properties in this great state of New York, and for preserving the cultural heritage of our communities.

Kind regards,

A handwritten signature in black ink, appearing to read "Michael Mitchell".

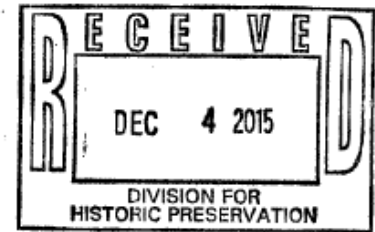
Michael Mitchell  
Owner

Cc: Susan Lawson, Johnson-Schmidt & Associates, susan@preservationarchitects.com

NORTH MAIN & WEST WATER COMMERCIAL HISTORIC DISTRICT  
Name of Property

Chemung County, NY  
County and State

Mary Cesari Mann  
2000 Porters Corners Road  
Dundee, New York  
14837  
mcesari\_mann@gmail.com



December 1, 2015

Ms. Ruth Pierpont  
Deputy Commissioner/Deputy SHPO  
New York State Division for Historic Preservation  
New York State Office of Parks, Recreation & Historic Preservation  
Peebles Island State Park  
P.O. Box 189  
Waterford, NY 12188-0189

RE: Proposed Water and Main Streets Historic District Nomination

Dear Ms. Pierpont,

As the owner of 212-220 West Water Street within the proposed Historic District, I would like to express my support of the Water and Main Streets Historic District nomination, in Downtown Elmira, NY.

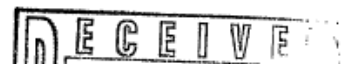
The establishment of the Historic District and Main and Water Streets, and the resultant Historic Preservation Tax Credits, will help to attract private developers to the project and will serve to enhance the public investments being made in the City of Elmira. I hope that the application for listing on the State and Federal Registers will receive a favorable review from your office, as we feel that it is vital to the success of our community revitalization efforts to be able to utilize the Historic Tax Preservation Tax Credits. With the neighboring Near Westside Historic District, which I was instrumental in the process of establishing, I feel that a historic downtown district would go hand in hand with the revitalization of the City of Elmira. I believe they would have a symbiotic relationship furthering enhancing the success of both.

Thank you for all of your work to realize the benefits of the revitalization of historic properties in this great state of New York, and for preserving the cultural heritage of our communities.

Sincerely,

Mary C. Mann  
Owner

Cc: Susan Lawson Johnson-Schmidt & Associates, susan@preservationarchitects.com





Southwest Plaza  
188 North Main Street



RAYMOND JAMES

Stratton Place

88 North Main Street

CLASS

OFFERS

714-666-1111

714-666-1111

714-666-1111

714-666-1111

714-666-1111

714-666-1111

714-666-1111

714-666-1111

714-666-1111

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714-666-1111









WATER STREET PLACE

212  
220

Ernie's  
PICK-UP

210

PROFESSIONAL BARBERS



NO PARKING  
ANY TIME  
ANY DAY

NO PARKING  
EXCEPT  
FOR THE  
PURPOSES  
OF THE  
BUSINESS



FIRST WARD  
BARBERS  
2nd W. Water St.

Ernie's  
PICK-UP

WATER STREET PLACE

ONE  
STOP



RIVERSIDE SUITES

blue

blue

blue

OPEN

Express

Sign on sidewalk

# WATER STREET PLACE

212  
220

Smith's  
PICK-UP

TWIN TIER RENTALS & SALES

CEP

APPLIANCES





midtown 111 building

111  
BUILDING



GAME  
FRIDAY



& AWARDS

MAIN STREET CAFE

MetLife

WELLS FARGO ADVISORS

Wells Fargo  
Corporate Office





ONLY

ONLY

GAME FRIDAY



NO PARKING  
15 MINUTE  
LOADING  
ZONE  
←

Residential Apts. 734-0253

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: North Main and West Water Commercial Historic District

MULTIPLE NAME:

STATE & COUNTY: NEW YORK, Chemung

DATE RECEIVED: 12/31/15      DATE OF PENDING LIST: 1/21/16  
DATE OF 16TH DAY: 2/05/16      DATE OF 45TH DAY: 2/15/16  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 16000015

REASONS FOR REVIEW:

APPEAL: N    DATA PROBLEM: N    LANDSCAPE: N    LESS THAN 50 YEARS: N  
OTHER: N    PDIL: N    PERIOD: N    PROGRAM UNAPPROVED: N  
REQUEST: N    SAMPLE: N    SLR DRAFT: N    NATIONAL: N

COMMENT WAIVER: N

ACCEPT     RETURN     REJECT    2-16-16 DATE

ABSTRACT/SUMMARY COMMENTS:

**Entered in  
The National Register  
of  
Historic Places**

RECOM./CRITERIA \_\_\_\_\_

REVIEWER \_\_\_\_\_ DISCIPLINE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ DATE \_\_\_\_\_

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



**Parks, Recreation  
and Historic Preservation**

ANDREW M. CUOMO  
Governor

ROSE HARVEY  
Commissioner

RECEIVED 2280

DEC 31 2015

Nat. Register of Historic Places  
National Park Service

23 December 2015

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 seven nominations, all on disc, to be considered for listing by the Keeper of the National Register:

Greenwood Baptist Church, Kings County  
Congregation Chevra Linath Hazedeck, Kings County  
Thomas Hulbert House,  
Temple Beth-El, Monroe County  
Prospect Heights Historic District (Boundary Expansion), Kings County  
Hudson View Gardens, New York County  
North Main & West Water Streets Historic District, 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