

United States Department of the Interior
National Park Service



National Register of Historic Places Registration Form

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

1. Name of Property

historic name East Main Street Downtown Historic District
other names/site number N/A
name of related multiple property listing Inner Loop Multiple Resource Area (Rochester, Monroe County)

Location

street & number East Main Street from South to Chestnut; portions of Chestnut, East, Euclid, Clinton, Stone, Division, Elm, Atlas, Achilles, Franklin and Liberty Pole Way
city or town Rochester
state New York code NY county Monroe code 055 zip code 14614

N/A	not for publication
N/A	vicinity

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

Michael J. Lynch Deputy SHPO 6 APRIL 2017
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:)

Alexa Bekusky 12/13/17
Signature of the Keeper Date of Action

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5. Classification

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

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

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

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

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

Contributing	Noncontributing	
27	12	buildings
0	0	sites
0	0	structures
1	0	objects
28	12	Total

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

Inner Loop Multiple Resource Area (Rochester)

8

6. Function or Use

Historic Functions
 (Enter categories from instructions.)

Current Functions
 (Enter categories from instructions.)

COMMERCE/TRADE/office building
COMMERCE/TRADE/department store
COMMERCE/TRADE/bank
RELIGION/religious facility
RECREATION & CULTURE/work of art
COMMERCE/TRADE/specialty store

COMMERCE/TRADE/office building
COMMERCE/TRADE/bank
RELIGION/religious facility
RECREATION & CULTURE/work of art
COMMERCE/TRADE/specialty store
LANDSCAPE/park
Vacant

7. Description

Architectural Classification
 (Enter categories from instructions.)

Materials
 (Enter categories from instructions.)

Late 19th & Early 20th century Commercial; Beaux;
Arts; Collegiate Gothic; Italian Renaissance;
Skyscraper; Art Moderne; International Style

foundation: stone, concrete
 walls: brick, stone, concrete, metal, glass
terra cotta
 roof: EPDM, rubber, asphalt, 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 East Main Street Downtown Historic District encompasses a five-block area on the east side of the Genesee River in the City of Rochester, New York. The heart of the district is East Main Street; however, the district also includes portions of streets that extend north and south with contiguous historic properties. These are Mortimer Street, Division Street, Franklin Street, Pleasant Street, Atlas Street, Achilles Street, and Liberty Pole Way. The southern boundary is marked by East Broad Street and the extension of Elm Street between South Clinton and Chestnut Street. The district contains 27 contributing and 11 noncontributing buildings and takes in eight individually National Register listed properties. The district also contains one contributing object, the Liberty Pole monument (1965), which serves as a focal point for community events and gatherings. Most of the eight previously listed buildings were identified as part of a multiple property document in 1985 that identified the most prominent landmarks within an identified geographic boundary. This district was drawn to encompass an intact downtown neighborhood and contains a mix of both outstanding and ordinary buildings that together illustrate the growth and development of Rochester's east side historic commercial and retail center in the period between the mid-nineteenth century and the mid-twentieth century. Two churches and one privately owned landscaped plaza are also part of the district. The majority of the buildings retain integrity and show important changes over time, recalling an area that was purposely shaped and reshaped to retain its role as a downtown retail and business center. The period of significance extends to 1973 to include the last important era in the district's history, when several corporate headquarters were built within the district and its overall character changed to accommodate an influx of office workers. The final building to be completed in the district, Lincoln First Tower (1973), was designed by a nationally known architectural firm and has become an iconic building for Rochester and its downtown.

Narrative Description

The East Main Street Downtown Historic District is located in the central business district of Rochester, Monroe County, south of Lake Ontario in western New York State. Rochester is the seat of Monroe County and is the third largest city in population in New York State, just after New York and Buffalo. The nominated historic district is located in the heart of the city along its Main Street area, which is divided into east and west sides by the Genesee River.

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The East Main Street Downtown Historic District encompasses a five-block area on the east side of the Genesee River that is part of the city of Rochester's commercial and retail center. The nominated district extends north and south from East Main Street to include buildings along streets that intersect with the main thoroughfare and are related by period and theme. Streets on the west end of the nominated district follow a grid pattern, while the street pattern in the east portion is shaped by the bend of Chestnut Street and the diagonal direction of Liberty Pole way. This in turn creates triangular shaped properties with buildings reflecting the orientation of the streets. Essentially, the streets in the east end tend to radiate northeast and southeast from the intersection of Liberty Pole Way and Main Street. Portions of streets composing the downtown commercial core of the district are: East Main Street, St. Paul Street, South Avenue, Division Street, Mortimer Street, Stone Street, Clinton Avenue, Franklin Street, Pleasant Street, Liberty Pole Way (formerly known as North Street), Achilles Street, Stillson Street, East Avenue, Euclid Street, Atlas Street, Elm Street, Cortland Street, East Broad Street and Chestnut Street. The East Main Street Downtown Historic District contains 27 contributing buildings, 8 previously listed buildings and 11 non-contributing buildings that were either built after the period of significance (ca. 1866-1973) or have been substantially altered, resulting in a loss of integrity. The district also includes one contributing object (Liberty Pole).

District boundaries were drawn to encompass the most intact physically and historically related resources along the East Main Street/East Avenue corridor from South Avenue/St. Paul Street to Chestnut Street. Some of these properties survive from the earliest period when Rochester developed its retail prominence on the east side of the river (roughly the mid nineteenth through the mid twentieth centuries), while others were constructed later, including the era of urban renewal/redevelopment of the 1960s and early 1970s. In the early years, shops and businesses lined Main Street with residences on the adjacent streets. As the city of Rochester grew in the later part of the nineteenth and early twentieth centuries, residences were replaced with more businesses, theatres and large hotels. Many of the hotels featured music and theatrical entertainment, making the area an entertainment district as well as a shopping venue. With the advent of the 1960s, several buildings, including theaters and hotels, were demolished for a new Midtown Plaza shopping mall. Following the mall were high-rise office corporate headquarters, such as the Security Trust Building (1-17 East Avenue), parking lots and a new Liberty Pole. With the recent demolition of Midtown Plaza, the city is once again working to revitalize the downtown area of East Main Street and encourage the rehabilitation and reuse of the extant historic buildings.

Historic resources in the district reflect changes in tastes, technologies and construction materials over roughly a century, from the nineteenth-century post-Civil War era to the mid-twentieth century, when urban renewal era policies reshaped cities across the country, Rochester included. The district was planned as a retail center for downtown Rochester, and buildings were added or renovated to maintain the district's role as a commercial

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and retail center. The contributing buildings reflect late nineteenth and early-to-mid-twentieth century commercial styles, with two of the most prominent buildings being the Sibley, Lindsey and Curr Department Store (1905) and the Lincoln First Tower (1973). Construction methods range from masonry load bearing walls to soaring steel-framed glass multi-story skyscrapers. Buildings and spaces in the nominated district now include a mixture of commercial uses, including residential (hotels and apartments), offices, secondary education, financial institutions, restaurants and specialty stores.

The majority of buildings are commercial in nature and of masonry construction, many designed by prominent local architects. The resources associated with the commercial development of the district chronicle Rochester's transition from a thriving canal village to a large, prosperous city. The earliest buildings are located at the northwest corner of East Main Street and Clinton Avenue, close to the Genesee River, while the newer buildings are found on the south side of East Main Street and East Avenue. The buildings feature a variety of stylistic features that range from Romanesque, Renaissance and Neoclassical Revivals, to Collegiate Gothic, Art Moderne/Art Deco, New Formalism, and the International Style.

While some buildings in the nominated district retain their original form, many were remodeled during the period of significance to keep up with changing styles and times. One of the earliest examples is the Sibley Block (316-350 East Main Street). Constructed ca.1870 with a mansard roof and two ornate pavilions, it marked the north gateway to Rochester's business and retail district. A renovation in 1924 updated the building by removing the exterior ornamentation, adding floors, and converting it to the neoclassical style with even fenestration, a brick clad exterior, stone pilasters, stone cornice, and a low brick and stone parapet. A more recent renovation occurred on East Main Street in the 1980s, when the façades of three individual buildings (132-142, 144-150, 156-166) were resurfaced with tinted glass, giving it the appearance of one continuous block and resulting in a loss of historic integrity. Several other buildings along the north side of East Main Street and along Clinton Avenue had some form of façade alterations; however, in most cases, the majority of their character defining features are still extant. Common alterations include reconfigured storefronts and window replacements. These changes, especially the storefront updates, are typical alterations over time in downtown areas and signify continuing efforts by business owners to draw shoppers. In the East Main Street district, where mid-twentieth century growth is an important theme, most of these changes help to convey the district's significance.

The north side of East Main Street contains a majority of the late nineteenth and early twentieth century buildings, which vary in height from two to twelve stories, while the south side of East Main Street shows the impact of mid-twentieth century changes, with fewer early twentieth century buildings and newer construction.

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The listed buildings and the other contributing buildings in the East Main Street Downtown Historic District reflect the dramatic growth and change of the area that took place for nearly a century.

PROPERTY LIST

Methodology:

Information about the buildings in the accompanying list was gathered from a number of sources, including online city records at <http://maps.cityofrochester.gov/propinfo/> and from the archives at the Landmark Society of Western New York, which has a large collection of plat map and historic atlases essential to researching the district, its growth, and changes made to buildings over time. Also consulted were resources in the Local History Collection at the Monroe County Public Library (*Rochester Historic Images*, *Rochester History* journals and city directory collections). A key element was site work examining streetscapes and the current condition of each building. Buildings that appeared to have a loss of historic features were evaluated to determine their recent history and their association with the relevant themes.

Buildings were judged for their overall integrity to the period of significance and their association with historic themes. In most cases, a series of changes over the course of the period of significance was assumed to be significant in illustrating the district's history of growth and development over more than a century, especially as one of the most important areas of significance was commerce. In an effort to draw and keep business owners and retail shoppers, commercial buildings are much more likely to experience continual updates and modernization than a building in a typical residential district, for example. Thus, a series of storefront and façade updates provides evidence of the district's continued vitality rather than its deterioration. This is especially true for the East Main Street Downtown Historic District. Buildings with a clear history of alterations tied to historic themes during the period of significance were judged to be contributing. Buildings with substantial changes made after the period of significance or that cannot be linked to the district's historic themes were determined to be noncontributing. In addition, the period of significance has been defined as extending to 1973 because the district's last important development era, the era of banks and corporate headquarters, took place in the years between 1962 and 1973. Intact buildings built between these years, which extends less than six years beyond the advisory fifty-year cutoff, were judged to be contributing. It is the district itself that meets the exceptional significance criterion, not each building.

ATLAS STREET

6 Atlas Street

Contributing—Constructed ca. 1910-18, façade alterations ca. 1939

Two-story, three-bay, white brick commercial building; narrow decorative brick cornice with metal coping; horizontal bands of decorative brick on second story of the façade. Three windows on second story façade are flanked by narrow, decorative, vertical bands of brick. Second-story aluminum window sash are replacements. The storefront level features a ca. 1939 black Carrara glass transom, vertical pilasters, and knee walls edged with steel moldings and large display windows. A wide, horizontal white aluminum panel extends across the façade above the Carrara glass transom.

15 Atlas Street- vacant lot. (not counted)

25 Atlas Street-Midtown Garage access building, ca. 2015, outside the period of significance, noncontributing

One story rectangular steel and concrete building with brick veneer, glass and large louvered openings.

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CHESTNUT STREET

27-33 Chestnut Street--Lorenzo's Restaurant/Women's City Club/Rochester Medical Society Contributing--Constructed ca. 1910-18; 1924 renovation (Gordon & Kaelber, architects); current appearance dates to 1940s renovation

Two-story, five-bay building with three-story middle and west sections on the north elevation; stucco cladding on façade and the east bay of north elevation is scored to resemble horizontal blocks of masonry; middle and rear sections of the north elevation are painted brick. A narrow decorative band with small brackets extends across the façade and north elevations below the cornice. A masonry belt course extends across the façade and north elevations between the first and second stories. Round-arched windows with decorative, incised stucco surrounds are located on the façade and the east-end of the north elevation. Windows appear to be non-historic replacements. Main entrance is highlighted by a decorative stucco surround scored to resemble masonry and features a round-arched opening flanked by matching, rectangular windows (also replacements). A secondary entrance with an arched opening is located at south end of the façade. The north elevation features rectangular replacement windows on the second story. Current appearance of the building dates to 1940s, see below

History: This two-story commercial building was originally built ca.1910-1918 as a Colonial Revival residence and later became the headquarters of the Rochester Medical Society. In 1924, the building was sold and underwent a major renovation by Rochester architects Gordon & Kaelber for the Women's City Club, which included a restaurant, large assembly hall and small reception room on the first floor, a lounge, several committee rooms, library and executive office on the second floor, and 15 bedrooms and baths to accommodate resident members on the third floor. The present appearance of the building, in a modified, mid-twentieth century Italian Renaissance Revival style, appears to have been created by the early 1940s when the building was renovated for Lorenzo's Italian Restaurant, which remained at this location into the 1960s. In the 1970s, the building was converted into offices.

35 Chestnut Street--former Professional Building/former Physicians' and Surgeons' Building Noncontributing--Constructed 1917; extensively renovated ca. 1980s., after the period of significance

Eight-story, four-bay, brick commercial building; façade features a rough-finished stucco veneer that appears to date from the 1980s. Original window openings and sills are retained, but replacement aluminum casement window sash, also ca. 1980s. The building has an altered storefront, which is also clad with the rough-finished stucco veneer. A metal railing extends above the façade's cornice. This extensive ca. 1980s exterior renovation with stucco cladding covers the original 1916 exterior design, which featured early-twentieth-century, Italian Renaissance Revival style detailing of horizontal bands of brick, round-arched storefront entrance with radiating masonry lintel, and decorative brick lintels above the second story façade windows. Originally an office building with a retail tenant in the street-level storefront, the building now features apartments on the second to eighth floors and a restaurant in the street-level storefront.

41 Chestnut Street--Former Yawman and Erbe Building Contributing-- Constructed 1928 (NYS Register listed 1985) Architects: Thompson, Homes & R. R. (Rob Roy) Converse

Three-story, three-bay Renaissance Revival influenced building with a stone balustrade along a flat roof; simple stone cornice between first and second floor; full-height quoins; double-hung windows appear to be replacements. The second story center window has a full triangular stone pedimented lintel and decorative metal railing. The flanking windows each have round, full stone pedimented lintels. The first floor has three large round arched windows with a recessed doorway in the northern bay. Multi-light store front windows were replaced in 1950 with large plate glass but recessed entrance is original double wood and glass doors with

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brass kick plates and large rectangular glass transom. The first-floor exterior is constructed of flush ashlar limestone blocks with architrave trim and keystone around the arches and window openings. Remaining upper wall surface is brick. Entire building is steel frame construction. Character defining features are the quoining, balustrade/parapet, windows surrounds, classical style lintels, 2nd floor stone window panels, cast stone ground level store fronts with round multilight transoms with keystone segmented arches, and ground level entrance.

History: Originally the showroom for the Yawman and Erbe Company, one of the largest manufacturers of office furniture in the United States during the early/mid-twentieth century, with the first story used as a retail outlet for office supplies. Yawman and Erbe remained in the building until 1943 when the Rochester Hospital Service (known as Blue Cross) first rented it and eventually purchased it. The architect, Rob Roy Converse was a native of Rochester who trained with McKim, Mead and White.

45-51 Chestnut Street--Hotel Cadillac Contributing--Constructed ca. 1927/street level renovation ca. 1938

Eight-story, five-bay by seven-bay commercial brick building with restrained Classical Revival detailing; steel frame construction with brick cladding; brick is white on the second and eighth stories, beige brick in the third to seventh stories; red tile and black masonry panels cover foundation. A projecting metal cornice is between the second and third stories and extends from the roof. Roof cornice has lower band with horizontal lattice-work design; narrow, horizontal band with Greek key design is between the roof cornice and lower cornice band. Second story cornice has plain area in brick that is sufficiently wide for sign placement. Second floor features brick pilasters between windows with foliate terra cotta capitals and masonry sills with Greek key design. Fenestration is even with paired windows alternating with single windows. Street level features 1937 design of round-cornered windows enframed by plain terra cotta tile. A 1948 photo shows the windows as either eight-over-eight lights or with fixed transoms. The extant metal marquee and metal sign mark the main hotel entrance on Chestnut Street and are clearly visible in the photograph. Marquee is a projecting steel canopy with round corners over the main entrance on Chestnut Street and projecting "HOTEL CADILLAC" sign has silver lettering on a cream background. Current ground level windows are large center glass surrounded by red or orange Carrara glass, possibly done when new metal and glass doors were installed (ca. 1950s).

History: Originally began as the Fine Arts Building (1915) but was expanded/rebuilt as the Hotel Cadillac to coincide with the opening of an Industrial Exposition planned for Rochester in the autumn of 1927. Historic lobby improvements were attributed to Rochester architect J. Foster Warner (1927).¹ Façade (Chestnut Street) clearly shows expansion section of two bays on northeast with wider space between fenestration of three bays to the east.

65-67 Chestnut Street--Richford Building, former Richford Hotel Contributing, built 1910; major renovation to achieve current appearance ca. 1968-1970.

Nine-story, six-bay, steel and masonry building with vertical strips of composition paneled siding alternating between rows of windows on the exterior making six-bays on the façade, four on the west elevation and eleven bays on the east elevation. Windows are two-light sliding glass in aluminum frames. Top of building is a parapet of a continuous band of composition panels. Ground level has storefronts with two rows of windows with lower openings infilled. Ground level has gray-green cladding with cantilevered covering over façade entrance and similar secondary entrance on east side. Exterior wall paneling pattern consists of three rows of panels between the windows except for the center (four rows) and the ends (two rows). Rear of building has windows only in upper floors and infilled openings, reflecting the absence of demolished adjacent buildings.

History: Originally built in 1910 as the Richford Hotel, the building was located in the entertainment section of the nominated district, serving the accommodation needs of visitors. By the mid-twentieth century, the

¹ "Hotel Cadillac Improvements," *Rochester Daily Record*, 21 July 1927, 4.

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entertainment function of the district was gone and the building was being used for short term housing. In 1968, construction began to convert the building into office space and to modernize the exterior in response to the changing character of the downtown. The building still retains the original footprint; however, the original interior floorplan was gutted to make an open floor plan that could be partitioned to suit potential clients, as was typical of the period. When opened in 1970, the building was renamed to reflect its new identity. Building contributes to the last phase of the district's history, construction of corporate office towers to meet new business needs

East Avenue (North Side)

20-30 East Avenue–Sibley Triangle Building, NR Listed 1985 (not counted) Constructed 1897

Architect: J. Foster Warner

The Sibley Triangle Building is a five-story, triangular, flat-iron shaped, brick commercial structure with Indiana limestone and marble trim; pilasters with decorative capitals divide the first two stories into eight bays on the north and seven on the south. The first story has large plate glass storefronts and cornices; main entrance is in the western corner of the building, has a modern red marble curved surround. Windows are Chicago-style on the second floor in the triple bays, while the single and double bays have either one-over-one double-hung sash or paired single-light windows. The third and fourth stories have either single, double or triple recessed one-over-one double-hung sash with the fifth story windows grouped in threes highlighted by arcades separated by columns. A projecting terra-cotta cornice crowns the top of the building. The east elevation is of plain brick construction with randomly placed double-hung sash windows.

42-50 East Avenue– Cutler Building/ NY State Supreme Court Appellate Division Fourth Department

Contributing–Constructed 1897, 1912, 1916; large non-historic addition, 1997

Architect: James G. Cutler and J. Warren Cutler, Claude Bragdon

When originally built (1897), the Cutler Building was three-stories; the upper three stories and tower were added in 1912; the six-story, trapezoid-shape, brick commercial building has Neoclassical Revival details; Medina sandstone trim; cast iron storefronts at the street level with Medina sandstone cornice and corner piers. Façade (south) elevation is seven-bays wide; west elevation is nine-bays wide; East Main Street (north) elevation is six-bays wide. The east elevation is nine-bays wide and was formerly a party wall with few window openings, some in-filled with brick. Medina sandstone cornice is above the third story. The original entrance to the building is located in the middle bay of the East Avenue elevation and features a two-story, arched surround of Roman brick. A recessed, one-story, secondary entrance is located on the East Main Street elevation. Building has even fenestration with single windows in the end bays and paired windows in the center with Medina stone sills and lintels of vertically laid Roman brick, several with a recessed brick panel. Windows are aluminum sash replacements. The building is topped by a wide projecting cornice of copper on the south, west and north elevations, embossed with dentils, egg-and-dart molding and acanthus leaves. Round copper florets are between the upper row of dentils. Cornice features small, copper lion's heads. Prominent feature is the square, two-story, brick tower with red tile roofing, round-arched window openings and octagonal copper cupola. The brick tower has a narrow cornice with projecting swag-and-shield, terra cotta detailing. Copper-clad cupola features Neoclassical Revival details with open arches with keystones, panels with shield-and-ribbon motifs, egg-and-dart molding. An enclosed, second-story, glass-and-metal "skyway" (walkway) extends from the main entrance, across East Avenue to 45 East Avenue, was added during the construction of 45 East Avenue. Appended to the west is a large, three-story, late-twentieth-century, non-historic office building of tapestry brick construction with non-historic versions of Classical Revival details, such as the large, two-story, round-arch windows with cast stone detailing (pilasters, horizontal transoms) on all three street elevations, all mirroring the Neoclassical design of the adjacent Cutler Building. The glass and metal main entrance at the

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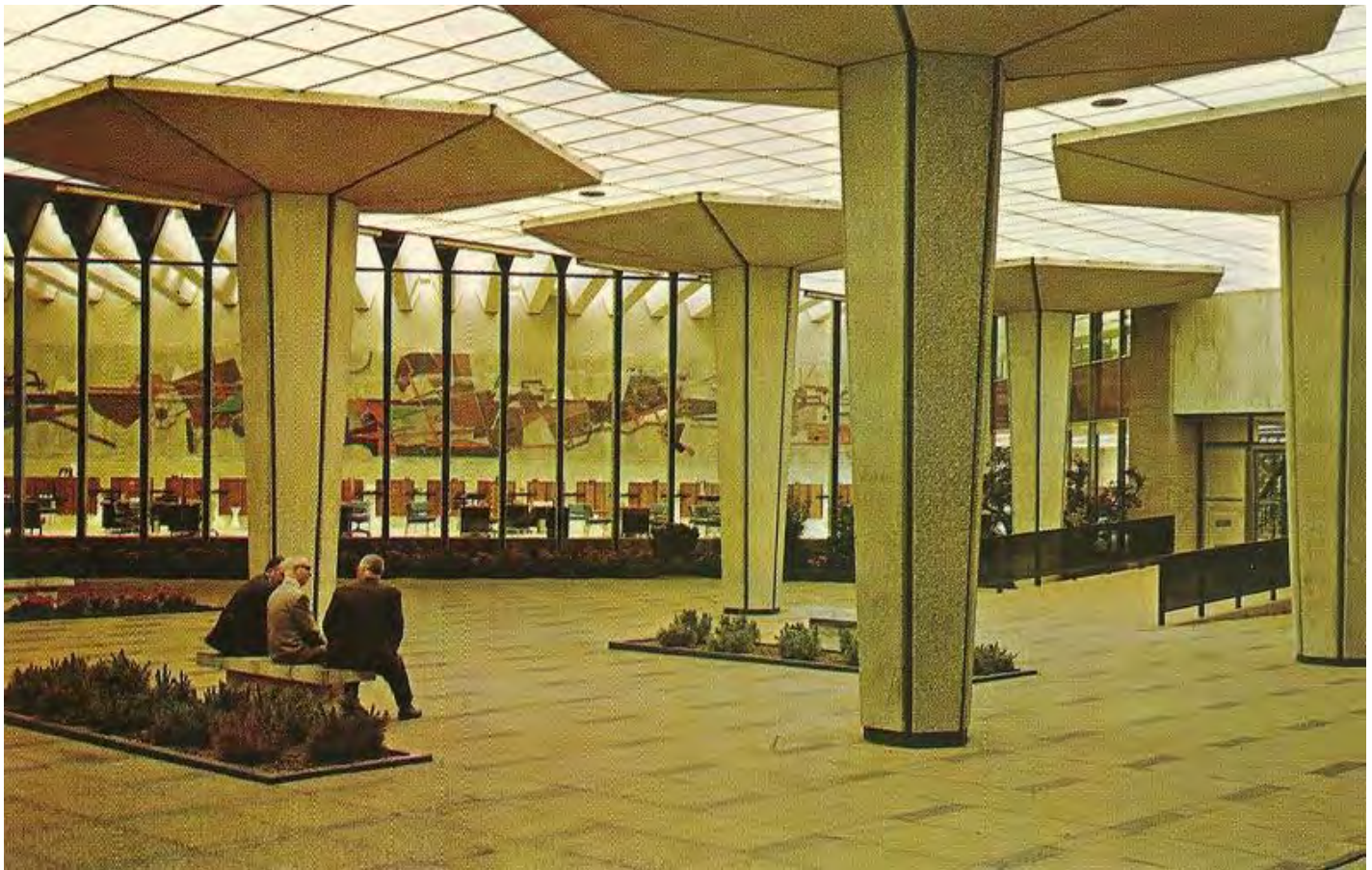
southeast corner of the building is set at an angle to the street and features a three-story, arched opening with cast stone trim and columns.

East Avenue (South Side)

1-17 East Avenue—Security Trust Banking Hall and Bank Offices Contributing—Constructed 1963.

Architect: William F. Cann

Ten-story skyscraper with a brick eleven-story rear tower, originally constructed for the Security Trust Company. Main building is of steel construction clad with bands of quartz aggregate and gray-tinted glass. Most prominent feature is the ground level that features a forward entrance section that is surrounded by hexagonal column supports, creating an open plaza. A two-story brick and glass-enclosed extension with an undulating roof design extends toward East Avenue from the rear of the skyscraper creating a V-shaped building footprint. The extension functions as a public banking facility and is notable for its imaginative roofline, glass walls, and Rochester artist John Menihan's 130-foot-long interior mural that is a symbolic tribute to the diversification of Monroe County's economy. The main building features same roof design as the banking facility.



Ca. 1970 image showing hexagonal supports, court yard and bank mural in the background.

History: Completed in 1963, the one-story building portion was described as being accessible as a public bank should be with tall 20-foot high windows letting in plenty of light. Office workers and tellers commented on the ability to look out onto the street and the feeling of openness as opposed to a more traditional bank of heavy

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marble, columns and solid stone walls.² The 11-story office building's design won honors in the Rochester *Democrat & Chronicle's* seventh annual "Better Rochester Building Contest" (1966) in the new large construction category for its innovative "space age" mushroom stem supports, modern crenelated roof pattern, and ground level plaza gathering space with patterned walks and stone benches. This is an exceptional building in the context of the district's final development period, construction of corporate office towers to meet new business needs

Security Trust was established in 1892 with Hiram Sibley as president. Throughout its years, its board included distinguished Rochester businessmen, such as George Eastman and James Sibley Watson. The bank's trust department pioneered the practice of investment supervision for customers' portfolios and established the first common trust fund outside of New York City.

25 East Avenue. Parking Lot. (Not counted)

45-47 East Avenue—Forty Five East Building

Non-contributing, outside the period of significance—Constructed 1983

Eight-story commercial office building set at a 45-degree angle to East Avenue, clad with cast concrete panels and features horizontal bands of fixed window sash. An eight-story, brick-clad, stair tower is on the southwest elevation. An eight-story, glass-clad hyphen connects the office building with a brick-and-glass clad tower to the northeast. The East Avenue two-story northwest section of the building is clad with cast concrete panels and features fixed window sash. The main entrance to the building is located on the street level of the eight-story hyphen.

49-57 East Avenue—Neisner Brothers Office Building (East Avenue Building)

Contributing—Constructed ca. 1915-19, 1950 alterations

Architect: Gordon & Kaelber

This rectangular, brick commercial building consists of a front (north) five-story section and a south (rear) four-story section. A glass-enclosed light well is located between the two sections and is visible on the east elevation. The main façade is five-bays wide and features brick with decorative bands on the fourth and fifth stories, white terra cotta cladding on the second and third stories, and polished granite cladding (1950s alteration) on the street-level. The white terra cotta cladding features early-twentieth-century Classical Revival motifs, such as urns, florets, egg-and-dart, Greek key, and acanthus leaves. A masonry cornice with Greek key design extends across the façade. Windows on the second to fifth stories of the north, east and south elevations are rectangular with cast stone sills and aluminum casement sash set below a transom. Rectangular fixed replacement sash is in the second story. Two entrances, with rounded corners at each doorway, are located on the street-level and date from 1950s. A secondary entrance is located on the south elevation, facing Euclid Street.

East Main Street (North Side)

126-130 East Main Street—Granite Building, NR Listed 1984 (not counted)

Constructed 1893-94, 1905

Architect: J. Foster Warner; Builder: Gorsline

Situated at the corner of East Main Street and St. Paul Street, the Granite Building is the city's first skeletal steel frame skyscraper; constructed of granite and cream-color brick. The twelve-story building is a mix of Second Renaissance Revival style and Beaux-Arts style classical details, divided into three sections. The ground level is two stories with glass and metal storefronts and offices separated by pilasters with Corinthian capitals. Above is a two-story section separated from the lower part by a cornice with egg & dart molding; this

² Bob Houghtaling, "...and the People Can See In," *Rochester Democrat and Chronicle Magazine*, 4 February 1968, M-1.

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upper section consists of a lower level of rectangular sash windows and an upper course of rounded windows with plain sills and patterned stonework above the arches. The top portion of the building is seven stories with brickwork enframing a center section of recessed windows separated by pilasters, engaged columns and arches. The top of the building features an elaborate projecting cornice. The building has multiple bays along St. Paul Street that continue the decorative patterns of pilasters, arches and columns separated by cornices. The north side of the building fronts onto an alley and is brick with decoration limited to plain sills and corbeled pilasters between rectangular windows. The structure was restored to its original nineteenth century appearance in 1984-85.

History: Constructed as the Sibley, Lindsay and Curr Company's retail store and office, it was hailed as the most elaborate and spacious department store between New York City and Chicago. The Great Sibley Fire of 1904, often called the worst in Rochester's history, destroyed the entire block. Because the Granite Building was of fireproof construction, only its interior was gutted by the fire, leaving the building structurally undamaged. Sibley's relocated further along East Main Street and the interior of the Granite Building was rebuilt for office and commercial use.

150 East Main Street

Non-contributing due to alteration/total loss of integrity, constructed ca.1905-1907; altered ca.1980

Originally three buildings, but extensively renovated and remodeled as one building, covered in glass ca. 1980. The original buildings were the Atrium Building (132-142 East Main Street), constructed around 1907 (J. Foster Warner, architect); the Cornwall Building (ca. 1905) at 144-150 East Main Street, designed by the architectural firm of Crandall & Strobel; and the Edwards Department Store (156-166 East Main Street), built ca. 1907.

170-172 East Main Street

Non-Contributing, outside the period of significance. Constructed 1980

This building is a small, simple one-part commercial block. The upper half of the façade is clad in non-historic metal slipcover. The lower half is an aluminum storefront and brick.

176-182 East Main Street

Contributing—Constructed ca. 1910

Neoclassical commercial building; cast stone upper section features four stylized fluted pilasters with decorative bases over a row of oval moldings; the rest of the upper story is stone and two decorative concrete rosettes are located above the window openings on either side of a plain panel. Openings between the pilasters are infilled, but windows are intact behind the infill. The first floor has a non-historic aluminum and brick storefront. A metal covering covers the sign band area between the first and second floor. Historic design possibly intact behind signboard.

186 East Main Street

Contributing—constructed ca. 1910; altered ca. 1960

A narrow three-story, two-part commercial block building. The first-floor storefront is obscured by a rolling service door. A metal slipcover covers the area immediately above the storefront and upper floors are obscured by enameled steel panels. Historic fabric appears to be intact behind the upper coverings. Rear of building indicates brick cladding and double hung windows.

190-194 East Main Street— Glenny Building

Contributing—Constructed ca. 1886; window alterations ca. 1904

Architect: James Goold Cutler

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Six-story, brick commercial building faced with rough-cut Medina sandstone; storefront is large metal and glass center portion flanked by two recessed openings. Sign board area is covered with corrugated metal sign band, but retains the original storefront cornice with egg and dart molding that terminates on either end in colored tiles with decorative faces. An elaborate decorative stone cornice tops the building with stone corbels and stone pilasters topped with foliate designs. The windows on the second story are infilled with glass block. Window openings in the upper levels held large two-part windows separated between levels with pressed metal bands. Façade windows in the upper levels are infilled and covered with a large metal sheet, but interior investigation reveals that the fenestration is still extant (visible from the interior). After the building was damaged by fire in 1904, the windows were replaced with the current fenestration. It is these windows that are currently infilled and obscured by the metal sheeting. An extant ca.1904 wooden staircase leads from the first to the second floors (enclosed staircase with wood treads, risers and railing). This building is substantially intact with the exception of a covering over the upper floor windows, which are intact behind the covering (physical investigation). Portions of the covering have been removed, demonstrating its reversibility and impermanence. It is especially distinguished by its elaborate Medina sandstone side panels and castellated cornice. It retains a storefront cornice and a ca.1940s glass block insert. Contemporary storefront alterations after period of significance.

History: Known as the Glenny Building, it was the Rochester store for W. H. Glenny & Company of Buffalo, New York, which sold artistic pottery, cut glass, silverware, fine china, lamps, cutlery, bronzes, and upscale house furnishings. The store closed in 1910; the building was sold and another fine arts/fine china and glassware store subsequently opened (Dudley, Given, Wamsley & Co.). Originally, the building had five bays of one-over-one, double-hung windows on the second through fifth stories with one-over-one, double-hung, curved arched windows on the sixth floor and a pointed gable parapet. The windows, storefront and interior of the Glenny Building were rebuilt after the great fire of 1904 that damaged or destroyed the buildings between it and the Granite Building at East Main and St. Paul Street. A ca. 1940 photo shows the building with the current windows and a new storefront flush with the building's exterior. (Original storefront was angled and recessed to a center entrance.) At one time, the YWCA operated a lunch room in the sixth floor and a glass and metal elevator (still extant) added with the 1904 repairs allowed convenient access to the lunchroom as well as all floors.

**196-198, 200-208, 210, 212 East Main Street–Neisner's/McCroy's
Contributing–Constructed ca.1900s; completely redesigned 1949**

This three-story, two-part commercial block was originally two buildings that were unified into one with a completely redesigned, mid-century modern façade. The mid-twentieth century redesign completely covered the upper floor windows and detailing of both buildings to create a stylish brick and cast stone façade. The current appearance is of brickwork laid in a grid pattern. A tripartite design is created by means of two sets of vertically oriented cast concrete designs with geometric patterns flanked by two stylized column bands also of cast stone. A cast stone storefront cornice features stylized Greek key and small stone blocks. A simple, undecorated band of stone enframes the entire façade. Storefront is brick and glass with a large display window extending most of the width of the building with a slight metal overhang. A recessed entry is on the west end of the facade.

History: The dates of the original buildings are unknown, but a ca. 1940 historic photo shows buildings as two three-story, early twentieth century Neoclassical style buildings with large fenestration, decorative parapets and cornice with Neisner's Department Store occupying the building next to the Glenny Building. (Neisner's opened in 1911.) Next to Neisner's was the Stephens Department Store. Windows in the Neisner's Building were vertical banks of large windows with glass transoms divided by engaged columns. The Stephen's Building had large horizontal banks of windows enframed by decorated cast stone and topped by a simple cornice. The growth of Neisner's allowed the company to acquire the Stephen's building ca. 1948. The Stephen's building was shorter requiring the removal of the parapet on the Neisner Building when both stores were made into one in 1949. The large banks of windows in both buildings were infilled with brick and cast

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stone and the storefronts were made into one long display window with a new recessed entrance.³ This is an outstanding mid-century design in the district.

216-218 East Main Street
Contributing--Constructed ca. 1910

A four-story, two-part commercial block with tile cladding and a non-historic metal storefront; metal covering over the sign band on the second floor. The top two floors retain the historic multi-paned windows and transoms. The building is topped by a simple decorative pressed metal cornice, supported at either end by a pair of decorative brackets.

220-222 East Main Street
Contributing--Constructed ca. 1860-70s

A four-story, three-bay, brick commercial block building with two non-historic metal storefronts and metal covering over the second floor. The top two floors retain historic window openings with one-over-one sash. Upper floor windows possess simple rectangular stone sills and lintels. The building is topped by a simple decorative pressed metal cornice with brackets and dentil molding. This is one of the few remaining mid-nineteenth century commercial buildings of this scale remaining in this block.

224-226 East Main Street
Contributing--Constructed ca. 1870

Four-story commercial block building located on a corner lot at East Main Street and Clinton Avenue. The upper floors are completely covered by billboards but historic fabric is visible behind; remodeled brick and plate glass storefront. The second bay is at an angle to the corner of Main Street and Clinton Avenue and features one-over-one, double-hung windows on the second through fourth floors. That angle remains today on the current billboard. Similar windows are found on the Clinton Avenue elevation. The building is crowned with a wide bracketed cornice.

History: One of few remaining mid-nineteenth century buildings of this scale on Main Street. Historic photos show this brick building as being two bays wide on the East Main Street façade and six bays wide on the Clinton Avenue elevation, with a two-story, two-bay section adjacent to the main building on Clinton Avenue. The front elevation featured a bay of tri-partite, one-over-one, double-hung bay windows on the third and fourth stories and a grouping of three one-over-one windows on the second story.

228-280 East Main Street--Sibley, Lindsay & Curr Department Store, NR Listed 2014 (not counted)

Constructed 1905, 1911, 1924

Architect: J. Foster Warner; Builder: Hiram Edgerton

The Sibley Building is a steel-frame building clad in brown Roman brick, except for the clock tower with patterned brickwork, stone and metal decoration. The building encompasses an entire city block and features a wide five-to-six story section constructed in 1904 (the rear of the building is six stories), a six-story addition constructed in 1911, and a six-story vertical addition, creating a twelve-story tower, constructed in 1924 above the 1911 section. The overall design of the Sibley Building is regular and rhythmic, featuring Chicago style windows separated by brick pilasters and recessed brick panels. The entire building is unified by a brick and metal cornice. The 1904 section consists of eleven bays along East Main Street, fifteen bays along North Clinton Avenue, and a four-bay, three-story section at the north end of the west elevation. A multi-story clock tower is situated atop the roof of the building at the center bay of the south elevation and features a copper metal domed roof and weathervane. The ground floor features original entrances and storefronts enframed by cut stone cladding.

³"Enlarged Neisner Store Opens Today," *Rochester Democrat and Chronicle*, 17 November 1949, 28.

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**282-286 East Main Street–The Liberty Pole (Municipal Public Monument/Park)
Contributing–Constructed 1965**

Architect: James H. Johnson

The Liberty Pole is a 198-foot stainless steel pole, supported by a network of steel wires forming a triangle around its base. Built on the site of the first Liberty Pole, this modern steel sculpture is symbolic of earlier wooden liberty poles that stood on the site between 1846 and 1889. The triangular piece of land where the pole is located was called John F. Kennedy Square or Liberty Pole Green. The original design included a sunken rock garden with a fountain near the center behind the pole and a cast concrete railing with thin metal spindles. The plaza and base of the liberty pole structure were remodeled in 1989 as part of Main Street improvements.

**316-350 East Main Street–Sibley Block/Taylor Block
Contributing–Constructed ca. 1870s, 1924, ca. 1953**

Architect: Gordon & Madden (1924 renovation)

Five-story, twelve-bay brick commercial building that largely reflects its 1924 renovation; current five-story configuration has restrained early-twentieth-century Neoclassical details and cast stone trim. The polished granite cladding on the western section of the first-story was added ca.1953 for the headquarters of the First Federal Savings and Loan Company. This block-long, twelve-bay building features a simple brick-and-cast stone cornice that wraps around the east elevation. Two sets of four, three-story, cast stone pilasters are located on the façade. A horizontal, masonry belt course extends across the façade, between the second and third stories. Fenestration is regular and symmetrical with window openings set in groups of three. Windows are replacements (ca.1980s). On the eastern half of the first-story, a ca.1960 storefront features white paneled cladding, large display windows and a recessed door. The polished granite cladding on the western half of the first story was installed ca.1953 and features rounded corners at the entrance. The two-story, rear (north) section of the building along Achilles Street retains its late-nineteenth-century brick cladding, second-story symmetrical fenestration, and first-story openings (now in-filled with concrete block).

East Main Street (South Side)

**125 East Main Street–Hyatt Regency Hotel
Non-contributing, constructed outside the period of significance–Constructed 1990**

Architect: CENTRIA Architectural Systems

The Hyatt Regency Rochester Hotel is a 25-story building located at the corner of Main Street East and South Avenue. The primary (north) façade features a center projecting gabled entrance pavilion topped with a glass gabled roof and flanked by two large, square windows with twelve lights. The upper floors maintain the tripartite division, with a recessed center bay of ribbon windows flanked by two bays of paneled sections without openings. The center bay is crowned by a glass pediment. The west façade is seven bays wide and features double windows. The top four floors are stepped in and five bays wide. The base of the building, along with the adjacent parking garage is faced in a tan cladding, while the upper levels are white, grey and brown.

**155-159 East Main Street–National Clothing Company, NR Listed 1984 (not counted)
Constructed 1924, 1940, 1970**

Architect: J. Foster Warner & William L. Phillips

The National Clothing Company Building is located on the southwest corner of East Main Street and Stone Street. The finely detailed Neo-Classical building consists of a main five-story block and a two-story wing, both facing East Main Street. Records indicate that the five-story block was constructed in 1924 and the two-story block in 1938 and 1954. The building has a steel skeletal frame. The façade facing Main Street is clad in limestone with restrained Beaux Arts detailing while the Stone Street façade is faced in brick with the detailing

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limited to the first level and the roof cornice. A recessed glass and bronze storefront arcade is at the Main Street level. Building is currently a hotel.

**181-187 East Main Street–Lincoln Alliance Building
Contributing–Constructed 1926, 1939 rooftop addition
Architect: McKim, Mead & White, J. Foster Warner**

Building is located at the southeast corner of East Main and Stone Streets; steel structure is clad in ashlar stone and beige brick. With five bays fronting onto East Main Street (primary façade) and fifteen bays along Stone Street, the building has a four-story rectangular base above which rise three connected ten-story towers. The fifteenth story is composed of an original penthouse at the front of the building connected to an original rear mechanical penthouse by a 1939 rooftop addition. The four lower stories of the building are clad in pale ashlar stone. Tall pilasters form each of the bays in the first three stories and support a deep classical entablature that wraps the north, west, and south elevations. The fourth story is capped by a small cornice, marking the transition from stone cladding to beige brick. The fifth through twelfth stories of the building rise uninterrupted with regular and rhythmic windows. At the twelfth floor, a molded stone sill course wraps the north, east, and south elevations. A deep classical entablature with a simple stone architrave, a flat frieze of black granite, and a denticulated cornice with sculpted lions' heads tops the building.

History: Lincoln Alliance became the largest bank in Rochester in 1920 with the merger of Lincoln National and Alliance Banks. A new bank building was constructed for the bank on land on East Main Street, purposely selected in 1924 for being within the vibrant East Main commercial area. When it opened in 1926, it was reported that 75,000 people visited the building during a two-day open house.

221 East Main Street–Vacant lot (not counted)

245 East Main Street

Non-contributing-constructed outside the period of significance–Constructed 2015-16

The three-story building of brick and glass construction is now the home of the Rochester *Democrat and Chronicle* daily newspaper. The primary (north) façade is set at the edge of the sidewalk. It features a major block of five bays divided by narrow brick piers and faced in full glass divided into various sized square and rectangular lights. A sixth narrow bay of glass wraps around the northwest corner while a smaller block at the northeast corner features two bays faced in brick with windows divided into smaller rectangular and square lights. A similar window/brick pattern is repeated on the east and west elevations. A double glass door entrance and a single glass door entrance are located in this elevation.

275 East Main Street –Vacant lot (Not counted.)

369 Main Street East; same as 42-50 East Avenue.

Elm Street (North Side)

**88-94 Elm Street–Metro Center/Former Rochester Gas & Electric Corporation
Contributing–Constructed 1969**

Twelve-story commercial building located at the northeast corner site with two street elevations (Elm Street façade and Atlas Street west elevation). The Elm Street elevation is six-bays wide, while the Atlas Street elevation is four-bays wide. The first story is characterized by recessed glass panels divided by structural piers. Each window panel has 20 lights divided by aluminum frames. Exterior cladding, window placement, and architectural detailing are identical on both elevations. The exterior features wide, vertical panels of brick set between cast concrete piers. A horizontal cornice of smooth, cast concrete panels extends along the top of both elevations. Windows on the second to twelfth floors have single, rectangular, fixed-panes of glass set in

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aluminum frames. A square, cast concrete panel is located below each of the windows on the second to twelfth stories. The upper floors project slightly outward from street level. Cast concrete piers are located at the corners and along each of the two street elevations. A cast-concrete canopy with glass-clad walls (possibly an elevator shaft) is visible above the cornice on the Elm Street (south) elevation.

History: Listed as "Metro Center" in City Directories, this building originally housed several departments of the Rochester Gas & Electric Corporation, whose corporate headquarters is located nearby at 89 East Avenue. The building reflects the era of Rochester corporations moving to Midtown as a result of the construction of Midtown Plaza and the Security Trust Building. Buildings constructed in this period (ca. 1960 to 1973) represented the period of new, high-rise buildings being part of a corporate identity. The Metro Center's design mimicked that of Security Trust by emphasizing its height with alternating rows of windows and solid brick. Its ground floor is slightly recessed back from cast concrete supports allowing the storefronts to be large plate glass sections separated with steel framing, again reminiscent of the Security Trust banking wing.

Elm Street (South Side)

89-95 Elm Street. Parking Lot. (Not counted.)

Euclid Street (South Side)

45 Euclid Street—Held-Projansky Furs/Bernard Held Furs Inc.

Contributing—constructed 1920; completely redesigned 1967 (Todd & Giroux, architects)

Two-story rectangular commercial building situated on a corner lot was originally built in the 1920s; in 1967, architects Todd and Giroux completely redesigned the exterior, cladding it in square, smooth-faced concrete panels that resembled limestone. The cornice has a narrow band of copper flashing on the north and west elevations. The north elevation has a recessed main entrance and a large steel and glass display window. A wide, metal awning projects slightly outwards above this display window. A secondary entrance is located east of the main entrance. The west elevation also has display windows and awnings, but one display window is covered with a corrugated metal door. Two similar, large plate glass windows are located on the second-story of this elevation. Secondary entrance doors are located on the first and second stories of Atlas Street along with an iron fire escape.

History: Rochester architects Todd & Giroux received a 1968 Gannett Newspapers "Commercial Remodeling Award" in recognition of the design's "restraint and simplicity." The 1967 renovation of this building was most likely a result of the construction of Midtown Plaza and the exterior modernization of the McCurdy's department store that was adjacent to 45 Euclid Street. A 1971 photo of the building shows awnings over the north and west display windows, similar to the current metal awnings. The building housed two furriers: Bernard Held, Inc. and Held-Projansky, Inc. that merged in the 1970s to become "Held-Projansky, Inc."

Franklin Street (East Side)

10 Franklin Street—Monroe County Savings Bank

Contributing—Constructed 1954

Architect: Roland Yaeger

Two and one-half story brick, mid-twentieth-century Colonial Revival style building with stone detailing and wood roof balustrade; building is set at a 45-degree angle to East Main Street. Roof is clad with slate and features decorative wood gable-roof dormers, octagonal wood cupola with a square wooden base. A limestone cornice with dentil detailing extends along the west and south elevations. First-story windows are topped by a wide, limestone cornice. Windows on the second story feature decorative stone lintels and sills and paneled

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wood shutters. A large Palladian window on the southwest elevation is flanked by two rectangular side windows that feature nine-over-nine, double-hung wood sash. An oculus opening with a decorative surround and a clock inset is located above the Palladian window. A decorative wrought iron railing and two metal flagpoles project outwards from the Palladian window. Located below the Palladian window is the recessed main entrance to the building with limestone surround and metal-and-glass doors. The name *MONROE COUNTY SAVINGS BANK* is incised in the masonry lintel above the main entrance. A secondary entrance is located on the west elevation, which features a limestone surround similar in design to the one at the main entrance.

**40-46 Franklin Street–Rochester Savings Bank, NR Listed 1973 (not counted)
Constructed 1927; 1959 drive-up teller addition**

Architect: McKim, Mead & White with J. Foster Warner; Builder: John B. Pike & Son

The Rochester Savings Bank building is four stories high and V-shaped, constructed of Minnesota Kato stone. Exterior features large rounded windows framed in by pilasters and arches that are decorated with panels and inserts of Levanto and Pavanazzo marbles. The large main entrance, located at the point of the V is constructed of intricate marble and mosaic details in the Byzantine style. On the interior, the mosaic encrusted arch, pillars and decorated ceiling in the main banking room, as well as the allegorical glass mosaic on the north wall, opposite the entrance, all designed by Ezra Winter.

Liberty Pole Way (East Side)

**38-52 Liberty Pole Way (formerly 14 North Street)–Baptist Temple Building
Contributing–Constructed 1925 (NYS Register listed 1985)**

Architect: Carl R. Traver and Gordon & Kaelber

Designed in the Collegiate Gothic style with pinnacles, pointed arches and decorative tracery, it is the only example of a twentieth-century Neo-Gothic skyscraper in Rochester. The twelve-story skeletal frame limestone clad structure was built to house both religious and commercial functions with first-floor church rooms with carved oak paneling and ornamental plasterwork. On the second floor, the sanctuary contains Gothic Revival style details in oak and plaster. The remaining floors, dedicated to commercial office use, have a separate entrance from the church-related space.

History: The Second Baptist Church, founded in 1834, had an earlier church on this site. They built the current building that served both religious and office functions and occupied it until 1965, when the congregation relocated to Brighton.

**60-86 Liberty Pole Way (formerly 58 North Street)–Salvation Army Building
Contributing–Constructed 1940; 1955 addition**

Blond brick, three-story streamlined Moderne building situated on a corner lot, with a curved corner entrance and raised stone foundation. A simple metal marquee with name (*The Salvation Army*) tops the main entrance; same is also inscribed in the curved stone at the top of the building. A set of seven two-story windows is present on the west elevation. A mix of two-story windows, as well as separate first and second floor windows, is present on the south elevation. A 1955 two-story brick addition of slightly lower height wraps around the original building on both sides.

88-90 Liberty Pole Way. Parking Lot. (not counted.)

**96 Liberty Pole Way, ca. 1900
Non-contributing due to loss of integrity**

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Two-story, two-bay commercial building with new façade (ca. 1995) and replacement windows throughout. Primary façade is clad in concrete, scored to resemble cut stone. Side elevations are parged. First floor storefront has been completely removed. The building has been significantly altered from its historic appearance.

100 Liberty Pole Way

Non-contributing—Constructed 1959, façade rebuilt 1985 after period of significance

A three-story, three-bay, blonde brick building. The primary façade is divided into three bays (each with two modern fixed sash windows), separated by Romanesque archways on the first floor and third floor. A simple brick corbelled cornice tops the building. Building was a furniture manufacturing company with a showroom on the first floor and manufacturing space above, renovated into offices ca. 1985.

North Chestnut Street (West Side)

105-111 North Chestnut St.—Evangelical Lutheran Church of the Reformation, NR Listed 1992 (not counted)

Constructed 1900, 1929, 1950

Architect: William J. Brocket; Builder: A. Friederich & Son

Designed in the Romanesque style by William Brocket, who was the nephew of prominent nineteenth-century Rochester architect A.J. Warner; the church is sheathed in sandy grey (“iron-spatter”) brick with cast stone embellishments; stylized round-arched windows, corbel tables and stone window tracery. Rectangular in plan with two slightly recessed towers which flank the central section of the church are of differing sizes and are individually detailed. Foundation is red sandstone. A three-story, less elaborate brick parish house (1929) designed by Gordon and Kaelber is attached to the church by a small single-story brick hyphen. A new entrance on the east façade was added in 1984 and features a modern brick tower with a pyramid shaped glass roof. The addition includes a new entrance, narthex, and office area.

North Clinton Avenue (West Side)

5-7 North Clinton Avenue

Contributing—Constructed ca. 1870

Plain, two-part commercial block; three-story, one-bay brick building with remodeled first floor storefront and corrugated metal covering the sign band. The second and third floors are identical with a tripartite bay window spanning nearly the entire width of the façade. The original cornice remains intact and is supported by decorative brackets on either end. Upper floor windows appear to be historic and feature a center, fixed sash flanked by one-over-one double-hung sash.

9-17 North Clinton Avenue—Neisner Building

Contributing—Constructed ca. 1948

Architect: Donald Q. Faragher

Two-story International style, concrete commercial building with simple, utilitarian design and virtually no ornamentation; first floor storefronts on the main façade make three separate bays with the southernmost bay retaining an original storefront with a curved display window, stone bulkhead, off-center entrance, and decorative tile wall. Stone panels top the storefront. The remaining bays are altered or covered. The second-floor features two sets of ribbon windows. A portion of the first floor of the north façade contains decorative tilework arranged in a simple geometric pattern.

History: This building was built on the site of the former Odd Fellows Building, a five-story Second Empire style building with a seven-story tower on the corner of Clinton Avenue and Division Streets. Current building may be the earliest International Style building in downtown Rochester.

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South Clinton Avenue (West Side)

1 South Clinton Avenue—Lincoln First Tower

Contributing--Constructed 1969-73; new exterior panels replaced original marble 1984

Architect: John Graham & Associates

Currently known as the Metropolitan, the building is one of the city's tallest and most important skyscrapers. It was constructed as the headquarters for the Lincoln First Bank when the latter outgrew its offices in the Lincoln Alliance building, which is on the adjacent property to the east (180-187 East Main). Designed by Jack L. Follett of John Graham & Associates of Seattle, Washington, the building's signature feature is its innovative "tube" structural system, in which a load-bearing structural system was placed on the outside of the building. This is one of three major buildings in Rochester to employ this particular type of structure, known as "exoskeleton" construction. More specifically, the building's design includes a concrete service core secured to 24 exterior support columns by the floors, which feature interlocking steel beams. The core provides stability for the 27 floors, making the building 398 feet high from the base to the tops of the flaring structural piers. With the structure on the exterior, the interior was open, allowing for more overall space and more flexibility with spatial divisions, two of the components desired in modern office buildings. The property includes an underground concourse of shops and parking that can be accessed directly from Main Street.

The property is set back from East Main Street, almost at its rear lot line, on a raised, landscaped plaza. A series of steps lead from East Main Street to the entrance to the tower. The plaza, a character-defining feature of modern office buildings, features islands of vegetation surrounded by square concrete pavers. Lamp posts line the path to the main entrance of the tower building and each feature six lights encased in clear glass globes. There are three tall flag poles on the sidewalk, marking the entrance to the underground concourse. The Lincoln First Tower, a good example of New Formalism, makes an important contribution to Rochester's skyline and is a well-known local landmark. It also represents one of the district's major themes: the era of new banks and corporations moving into downtown.

The building is also noteworthy for the debate inspired by its early preservation problems. When completed in 1973, the massive vertical structural tubes were covered with thin marble plates, a relatively new and little-tested material for use in skyscrapers. The marble was cut thinner than the architect specified, and exposure to the Rochester climate of varying temperatures, pollutants, rain and snow resulted in the material absorbing rather than repelling moisture. In the early 1980s, the marble sheets began to buckle, creating a safety hazard. The bank painstakingly replaced each two-foot by three-foot panel (each weighing two hundred pounds in marble) with wood painted white in order to maintain the building's character until a better solution could be found. Groups such as the Association for Preservation Technology (APT) discussed this problem, considering the question of what is an appropriate preservation treatment for a building of such recent age. While APT usually recommends replacing deteriorated materials in kind, in this case, members were aware that if the original "thin" marble were reinstalled, it would fail. At the same time, the building's structural system was not designed to support a thicker marble. While the group was not directly involved in devising a solution, members concluded that the building's character-defining feature was the narrow, alternating black and white panels. When seen from a distance, as is most common for a building of this size and scale, the actual material would matter less than the pattern and color. This was an important discussion, as APT was beginning to study the preservation of the recent past. In 1984, after much discussion, the marble was replaced with enameled aluminum panels, painted white, on the exterior (some original panels were retained on the interior). The new panels preserved the alternating light and dark pattern of the original design. This solution met the criteria established by APT.

History: John Graham & Associates was well known for the firm's dramatic modern designs, which included the Seattle Space Needle (1962), designed by John Graham Jr. The Lincoln First Tower was designed by Jack Follete, an architect and planner with the firm, who died before the building was completed.

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South Clinton Avenue (East Side)

20 South Clinton Avenue– Windstream, former Seneca Building Constructed ca. 1971; rebuilt 2013--Non-contributing due to loss of integrity

Modern-style, three-story brick building; façade on South Clinton Avenue is set at the edge of the sidewalk and abuts the building to the north. It is eleven-bays wide. The primary (south) façade has a four-story glass enclosed tower and main entry door that opens to a brick covered plaza (40 South Clinton Avenue).

History: Constructed in the early 1970s, the Seneca Building was seven stories tall and built on the site of the former Seneca Hotel. A recent remodeling removed four floors and stripped it down to the framework. It reopened in 2013 as offices for Windstream in the first two floors.

South Avenue (East Side)

36 South Avenue–South Avenue Parking Garage Constructed ca. 1975--Non-contributing--significantly altered

The South Avenue Parking Garage takes up nearly one block along South Avenue just south of the Hyatt Regency Hotel. A small section stretches to Stone Street. When built (mid-1970s), a helix exit ramp was located at the south end of the structure, but was removed in 2006 after part of it collapsed. The structure is grey reinforced concrete with eight levels of parking and shops and offices on the ground level. It is fourteen-bays wide and two-bays deep and can hold 1651 automobiles.

St. Paul Street (East Side)

34 St. Paul Street–former Edwards Building, NR Listed 1984 (not counted) Constructed ca. 1912-13, 1975

Architect: Crandall & Strobel

The Edwards Building is located on the corner of St. Paul and Division Streets with three bays on St. Paul Street and eight bays facing Division Street. The building is L-shaped and extends behind the Cox Building (36-48 St. Paul Street) to Mortimer Street. The building is elaborately clad in white terra cotta with Neo-Classical details, including sculptured floral detailing, a design element for which the architectural firm of Crandall & Strobel was noted. The Chicago style windows provide a sharp contrast to the elaborate classical terra-cotta detail. The predominant feature is the large projecting cornice with elaborate pilaster details. A non-historic walkway five stories above the ground level extends across Division Street from the Edwards Building to 150 Main Street, which was originally the E.W. Edwards department store. These two buildings formed the Edwards department store complex.

36-48 St. Paul Street–Cox Building, NR Listed 1984 (not counted) Constructed ca. 1888-89

The Cox Building is a seven-story brick and brownstone structure of masonry load-bearing construction. It is characterized by fine Romanesque style carved detailing, large stone arches and a blind arcade of windows on the top floor. It is seven stories in height and eight bays wide, although it was originally much wider. One-third of the building was destroyed in the Great Sibley Fire of 1904 and the Edwards Building was erected in that space. A clue that the building extended further south can be seen on the fifth and seventh floors where the rounded arched window openings appear to be cut off. The upper floors were recently converted to loft apartments.

History: Sibley, Lindsay & Curr Company built the Cox Building adjacent to their Main Street store for warehouse and wholesale space. It also housed the Cox Shoe Company.

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Stone Street (West Side)

49 Stone Street–Hart & Vick, Inc./Continental School of Beauty Contributing–Constructed ca. 1918

The primary (east) façade is two stories with four bays divided by narrow brick piers, accented with diamond shaped tiles at the corners of the window openings. The first-floor window openings are plate glass and take up the entire width of the bay. The original window openings on the second level feature stone sills that have been infilled with what appears to be painted plywood and smaller, vertical shaped single pane windows. This same window pattern and style are repeated on the north elevation, which is adjacent to a parking garage. A narrow alleyway leads to the four-story rear of the building.

History: Originally, the building housed Hart & Vick, Inc., a seed store at 49 Stone Street and George B. Hart, Inc., a wholesale florist at 47 Ely Street. George Hart founded the wholesale firm in 1906 and was one of the founders of the seed firm in 1918. The building was sold in 1963 to F.H. Loeffler Company, a wholesale beauty and barber supply firm and, in 1964, became the location of Continental School of Beauty Culture, Ltd. The third floor of the building was used as a dormitory for students at the school.

55-63 Stone Street-Rochester Telephone Company Contributing–Constructed 1945-46, enlarged 1965 Architect: Kaelber & Waasdorp (original section)

Four-story, ten-bay building constructed of steel frame and concrete and clad with limestone and polished granite panels.

The base is of polished granite, as is the wide center section. The center section is flanked by five bays on each side: two bays of paired double-hung aluminum windows and one of individual windows. Limestone between the bays has the effect of pilasters rising to the unembellished parapet roofline. This building has a unified design character but was built in two sections. The original section, constructed in 1945, included the five bays at the southern end: the two entrance bays, flanked by two bays on the south and one on the north. In 1965, the large center section (polished granite panels with no fenestration) and five additional bays were added on the north; the five north bays mirror the original five in style and detail but the proportion and details are slightly different. A newspaper article shows the windows in the 1945 section as multi-pane; the original windows in the 1965 section are unknown. All the windows have been replaced with what appear to be aluminum sash .

History: Originally, the north end of the site contained a building designed for Rochester Telephone in 1899 by prominent local architect (and telephone company board member) J. Foster Warner. Portions were demolished in 1946 when the Kaelber & Waasdorp building was constructed and the rest of the original building was demolished in 1965 when service upgrades required an expansion to the 1946 building.

Rochester Telephone Company began service in the city of Rochester in 1900 with its company headquarters located at 59 Stone Street. As the company grew, it established offices in the nearby suburbs and located services in several locations in downtown Rochester. In 1946, the company consolidated dialing services in a new building at 59 Stone Street. In the early 1960s, the company began switching to a direct dialing system, requiring an expansion to the Stone Street building where much of the new dialing system was located. In 1997, Rochester Telephone was renamed Frontier Telephone of Rochester, Inc., to reflect its association with the parent company, Frontier Corporation.

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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.)

Community Planning/Development

Commerce

Architecture

Period of Significance

Ca. 1866-1973

Significant Dates

Ca. 1866, 1905, 1962, 1973

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Gordon & Kaelber; Thompson, Homes & R. R. Converse;

William J. Brocket; Donald Q. Faragher; John Graham

& Associates; Bragdon & Hillman; James G. Cutler;

J. Warren Cutler; William F. Cann; McKim, Mead & White;

J. Foster Warner; Carl Traver; James Johnson; Gordon &

Madden; Crandall & Strobel; Kaelber & Waasdorp

Period of Significance (justification)

The period of significance was drawn to encompass those years in which the major themes of the district played out and in which the resources that are most related to the historic themes were constructed. It begins in ca. 1866, when determined efforts began to develop the east side of Main Street with a separate commercial identity as opposed to the section west of the Genesee River, which was dominated by government buildings. It runs through the first half of the twentieth century, when pressures stemming from post-World War II suburbanization and the move toward national and international

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East Main Street Historic District
Rochester, NY Monroe County
Ref #: MP100001069

Comments on Resubmitted nomination

Technical

The NYSHPO has submitted a sufficient sketch map for the historic district. The map shows that the Midtown Plaza shopping mall was in the center of the historic district and there is currently a large empty space in district. The additional information provided by the NYSHPO shows the impact the shopping mall had on the historic district.

The sketch map also shows the previously individually listed resources within the district.

Substantive

The historic district is made up of mostly income producing properties, which potentially may take advantage of the NPS's tax program, with the resubmission there is more clarity and definition of the period of significance of the buildings within the district. This hopefully will avoid problems and confusion if and when tax program applications are generated.

The NYSHPO has worked hard to provide the information the NPS has requested to show a historic district that has seen a few difficult decades is justified to have a period of significance ending in 1973. Rochester's urban center struggled in the 1960's and 1970's but the NYSHPO provided the information that there is enough left in the district to justify period of significance to end in 1973 with the completion of the Lincoln First Tower.

Generally the Lincoln First Tower would have had a separate period of significance for architecture (1973) and the rest of the district would have ended the ended the period of significance in 1965 for the Liberty Pole as the logical end date for the area of significance of community planning and development. However, the additional information the NYSHPO provided justified a continuous context of commerce to 1973.

Alexis Abernathy

Historian

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corporations compelled East Main Street owners to redefine the neighborhood by updating existing buildings and constructing new types of buildings (multi-story banks and corporate office skyscrapers) in order to remain relevant and profitable. The result was a tightly defined commercial and corporate district, symbolized by three noteworthy Modern buildings, including the Security Trust Bank (1963), the Rochester Gas & Electric Corporation (1969), and the Lincoln First Tower, the district's most iconic and most notable feature (1973). The completion of the later building marks the end of the period of significance.

Criteria Considerations (explanation, if necessary) The period of significance for this district extends to 1973, six years beyond the recommended fifty-year cutoff. This period is clearly justified by the context, which focuses on the development of the East Main Street neighborhood as a commercial and retail area. Buildings range from post-Civil War two-part masonry buildings to sleek steel and glass multi-story corporate office buildings of the mid-twentieth century. As Rochester developed through the twentieth century, business leaders worked to adapt the downtown area to change and ensure its survival. In the 1950s, East Main Street's merchants tried to stem the tide of retail leaving the central core for the suburbs. The focus of this was the midtown mall, constructed in 1959-1962. By the later 1960s, developers turned to a corporate office culture and the district saw an influx of banks and other office buildings. Those buildings that are less than fifty years old are integral components of the district, clearly demonstrating the post-World War II redefinition of the East Main Street area as a relevant commercial center for the city of Rochester. Although the buildings are exceptionally good local examples of their periods and types, the period itself is of exceptional significance in the commercial history of downtown Rochester, as it marked one of its most important periods of development.

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

The East Main Street Downtown Historic District is significant under Criterion A in the areas of community planning and development and commerce and Criterion C in the area of architecture as an intact downtown neighborhood that illustrates the growth and development of Rochester's east side as a commercial and retail center and for its diverse collection of commercial architecture. Because of the district's location in the central core of the city, local business leaders recognized the area's potential as the primary commercial and retail area on the east side of the Genesee River. The planning of this area began in the mid-nineteenth century and continued well into the twentieth century, as the city and the business community constantly reshaped the area to keep up with commercial trends. The period of significance (ca. 1866-1973) reflects this, beginning with the construction of the oldest buildings in the district built to take advantage of the district's location, and continuing through 1973 with the construction of one of the iconic twentieth-century buildings in the district, the Lincoln First Tower (1973). All buildings in the nominated district represent the changes in Rochester's east side downtown, as it transformed from a mixture of residential and commercial buildings into a vibrant center for retail, entertainment and commerce in the nineteenth and early twentieth centuries. The nominated district also represents Rochester's business leaders' responses to post-World War II challenges from suburban development that created competition for the urban retail core. The commercial district contains the site of Midtown Plaza, generally believed to be the first indoor shopping mall constructed in a downtown urban area. Although the plaza was recently demolished, the spirit that engendered its development is reflected in other changes to the district in the same period, including construction of the Security Trust Building (1963) and the remodeling of the Richford Building (1968). As the city continued to expand through the twentieth century,

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leaders worked to adapt the downtown area to accommodate change and ensure its survival. The result was that while some older buildings were lost to new construction, others were updated with the goal of retaining the city center's importance as the commercial, retail and entertainment core of Rochester. Buildings in the district represent a wide variety of styles and types of construction, ranging from post-Civil War two-part masonry buildings to sleek steel and glass multi-story corporate office buildings of the mid-twentieth century. The district is also significant for its rich collection of commercial architecture representing the popular styles of the nineteenth and twentieth centuries, including the Romanesque, Renaissance and Neoclassical Revivals, to Collegiate Gothic, Art Moderne/Art Deco, New Formalism, and the International Style, and for its incorporation of the latest technological advances, such as gravity-fed mail chutes, fireproof building materials (steel, glass, concrete) and elevators. Enhancing the architectural significance of the East Main Street Downtown Historic District is the number of nationally and regionally known architects who designed its buildings. They include McKim, Mead and White, William F. Cann, Gordon and Madden, J. Foster Warner, Kaelber and Waasdorp, Crandall and Strobel, John Graham and Associates, Bragdon and Hillman James G. Cutler, J. Warren Cutler, Claude Bragdon, William J. Brocket, Donald Q. Faragher, and Thomson, Homes and R.R. Converse.

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

Historical Context

After the American War for Independence, large portions of western lands were being looked at for expansion and settlement. After settling claims with the Native American inhabitants, the rights to purchase and sell lands in Western New York were granted to two New England investors, Oliver Phelps and Nathaniel Gorham. They later sold the rights for the westernmost portion of the state to another company, keeping the rights to 2.6 million acres between the Genesee River and Seneca Lake, bounded by Lake Ontario on the north and the Pennsylvania state line on the south. Known as the Phelps and Gorham Purchase, the land included the Genesee country of New York State, part of which was divided into Monroe County in 1821. The purchase opened the area for the rapid development of the lower Genesee River, and one of the first to settle there was Ebenezer "Indian" Allen. His lands amounted to 100 acres near the falls of the Genesee River, where, in 1789, Allen built a grist mill and saw mill just west of what was then the Upper Falls. Allen's mills failed and he abandoned the location a few years later.

In 1803, the title to the 100-acre Allen tract was acquired by three land speculators from Hagerstown, Maryland: Colonel Nathaniel Rochester, William Fitzhugh, and Major Charles Carroll. Rochester was the only one of the three to settle in the area. When he permanently moved to the area in 1811, Rochester noted that

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other tracts of land surrounding his were rapidly being developed and a bridge was being built over the Genesee River from the east. Rochester set out to establish a village that would compete with these other tracts. He mapped out his principal street to extend west from the bridge over the Genesee and named it Buffalo Street to assure migrants that his settlement was not the last outpost on the frontier. To promote quick settlement of his tract, Rochester sold quarter-acre lots along the two principal streets (Buffalo and Carroll) for \$50. Lots on the back streets sold for \$30. Rochester also required that after purchase, lots be developed within one year or the title would revert to him. He reserved lots on a projected mill raceway and a central square for a courthouse. Enos Stone, a settler on the east bank, initiated the bridge project and was a potential rival to Rochester, who invited him to act as agent for the sale of town lots, giving him an interest in the settlement and ending any potential competition.

Colonel Rochester named his settlement Rochesterville, chartered in 1817 with 700 residents and 655 acres, on the Genesee River's west bank. That same year, Elisha Johnson took over the development of Enos Stone's tract on the east bank and drew out the first street plans for land on the east side of the Genesee River. Some of the streets in the East Main Street Downtown Historic District were established at that time: Main, Mortimer, Stone and Clinton Streets and East Avenue (originally called the Road to Pittsford). Johnson's Main Street led to the Main Street Bridge, originally constructed in 1811, which lined up with Colonel Rochester's Buffalo Street (later renamed Main Street) on the west side of the river.

When Monroe County was established in 1821, land on both sides of the river became part of the village of Rochesterville, which quickly surpassed other nearby villages as the most important settlement in the area. Other speculative settlements on the river, such as Carthage, McCrackenville and Frankfort, were eventually absorbed by Rochesterville with the formation of the county. The new county was 607 square miles on both sides of the Genesee River; there were 27,000 residents and a new county courthouse was built on Rochester's land.

Construction of the Erie Canal had an enormous impact on the growth of the village of Rochesterville. An aqueduct carried the canal over the Genesee River and after the canal opened in 1825, Rochesterville became a boomtown with a population of 5,273. In April 1834, a charter incorporating the village as the city of Rochester was approved by the New York State legislature, greatly expanding the area it encompassed to 4,819 acres on both sides of the river. The city population was 12,252, and the first city directory was published that same year.

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As the city prospered in the mid nineteenth century, commercial activities concentrated along the Main Street area on both sides of the river and the small-scale building types associated with the earlier village were replaced by larger, taller structures used for commercial purposes. Like the businesses, the earliest industries also located along the river banks, the canal, and on nearby streets. Residential buildings filled the areas adjacent to stores and offices, but as industry moved into an area, residential development moved out. Constructed in 1857, the limestone arched Main Street Bridge (NR listed 1984) was the fourth bridge to connect both sides of Main Street. Outside of the nominated district, the Main Street Bridge roadway was lined with buildings when space was at a premium after the Civil War. These buildings obscured the view of the Genesee River and were demolished during a 1965 bridge rehabilitation. These buildings were never considered part of the East Main Street commercial corridor, and were not associated with the nominated district.

While several frame and masonry religious properties existed in the nominated district in the early years of Rochester, these were gradually replaced by commercial buildings and today only two religious buildings remain. The Romanesque Revival style Evangelical Lutheran Church of the Reformation (NR listed 1992), designed by William Brockett in 1900, was constructed of soft, sandy grey brick. Brockett was a partner and nephew of prominent Rochester architect, A. J. Warner. It was the second structure built on the site by the congregation, which was founded in 1872. The second religious property in the nominated district, the Baptist Temple Building (1925, 38-52 Liberty Pole Way/formerly 14 North Street), was built with a dual purpose. It replaced an earlier Richardsonian Romanesque Revival building (1888) that was demolished in 1924 to make way for the new building. Its unusual design was a combination of an ecclesiastical English Collegiate Gothic house of worship topped by a less detailed 14-story office building designed by the Rochester firm of Gordon and Kaelber. The building clearly defined the separation of the two functions in the design through the use of stone on the ground level portions and brick on the eleven stories in the office building segment, underscoring the importance of the East Main Street area as a business center.

The second half of the nineteenth and early twentieth centuries brought great physical change to Rochester's Main Street. Prior to the Civil War and through the war years, Rochester processed tremendous amounts of wheat in its mills along the Genesee River and adjacent raceways, but by the end of the Civil War, competition from the Midwest created a decline in flour milling, which was offset in Rochester by the appearance of new industries such as iron, textiles and horticulture. At the same time, industry relocated from the city center to along railroad lines in the outlying areas, mostly in the east and west ends of the city. As industry moved out, new commercial buildings replaced the wharves, mills and early nineteenth century canal structures. By the turn-of-the-twentieth century, the character of downtown transformed from a low-scale market/industrial area

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to a financial, legal, commercial and retail center with large, two-to-four story masonry office buildings and department stores that often occupied an entire city block.

Shortly after the end of the Civil War, the East Main Street area saw the construction of large multi-use buildings that housed commercial establishments and other businesses. The buildings were later joined by a new trend in retail, the department store, with the first being the Sibley, Lindsay and Curr Company, founded in 1868 as the largest retail concern between New York and Chicago. The store's success required that a newer, larger building be constructed on East Main Street in 1904. Other department stores and retail establishments began to cluster around Sibley's location on East Main Street, which continued well into the twentieth century. These buildings included the Cox Building (1888), the Granite Building (1893), the Edwards Building (ca. 1912-1913), and the National Clothing Building (1924) and were largely high style, architect designed buildings with period features reflecting the popular Romanesque Revival, Renaissance Revival, Neoclassical and Italianate styles.

Use of fireproof materials such as stone, iron and glass allowed the construction of these large, architect-designed buildings that were often highly ornamented, showing the influence of the *L'Ecole des Beaux Arts* in Paris. A number of American architects trained at the school in the nineteenth century brought its influence back to America, where it can still be seen in cities like Rochester. The best example of the Beaux Arts influence in the district was the Sibley Block (316-350 East Main Street), built ca. 1870 for Western Union Telegraph Company president Hiram Sibley. The architect was John R. Church, who learned the trade, not in France, but as a builder. His Sibley Block dominated East Main Street for most of the late nineteenth century. It was a four-story, brick office and retail building with two imposing, two-story, Second Empire style pavilions with mansard roofs at the center and eastern end of the building. After it was nearly destroyed by fire in 1892, it was rebuilt. In 1924, the building was sold and the name was changed to the Taylor Building. The Rochester architectural firm of Gordon & Madden (who had offices in the building) renovated the building, expanding it to a five full stories, removing the mansard roof and pavilions and updating it with Neoclassical details and cast-stone trim. Only the two-story, rear (north) section of the building, along Achilles Street, retains its late-nineteenth-century brick cladding, second-story symmetrical fenestration, and first-story openings (now infilled with concrete block).

Other architect-designed projects were the Granite Building, Sibley, Lindsay & Curr store, and National Clothing Building, all designed by architect J. Foster Warner (1859-1937). He was the son of prominent Rochester architect A. J. Warner (1833-1910) and trained with his father, later opening his own practice in 1889. Together, the Warners dominated the architectural scene in Rochester for nearly 90 years (1847-1937),

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with a total of six of their designs in the nominated district. One was the Edwards Building (ca. 1912), another major department store on East Main Street. In addition to these buildings, J. Foster Warner provided local assistance to other architects building in the nominated district, including McKim, Mead & White, who designed the Rochester Savings Bank (1927) and the Lincoln Alliance Building (1926). While many local architects specialized in a particular style or building type, the Warners were known for their distinctive designs, described as an amalgam of fine proportions, building materials, craftsmanship, style and siting. Their extensive scope of work left an impact on the architectural character of Rochester that has yet to be matched. The Warners' practice extended to buildings outside of Rochester and included the Erie County Municipal Building in Buffalo (1871), Corning City Hall (1893; NR listed 1974) and the renovation of the Ontario County Court House, Canandaigua (1910; NR listed 1973).

By 1900, Rochester had an identifiable downtown, divided into east and west by the Genesee River. Most of the government and financial buildings were located on the west side and many more retail buildings were found on the east side. East Main Street was characterized by department stores and adjacent streets with retail-related businesses. One important business was the garment trade, the only true industry to remain downtown in the early twentieth century. Much of it was concentrated just northwest of the nominated district (St. Paul/North Water Streets) on the east side of the Genesee River. The garment district was characterized by seven- and eight-story masonry and cast-iron manufacturing and commercial buildings. The Cox Building (1888), 48 St. Paul Street, connected the nominated district with what was the historic garment district. The Cox Building was constructed in two sections: the Mortimer Street section was the Cox Shoe factory and the St. Paul section contained the wholesale business and manufacturing divisions of the Sibley, Lindsay & Curr Company Department Store. The seven-story Romanesque Revival style brick and Medina sandstone building occupied the entire block between Division and Mortimer Streets until 1904, when the southern third of the building was destroyed by fire, leaving the northern section as its sole survivor.

Attracted by the retail establishments, hotels, theaters and, later, motion picture houses were interspersed along the edges of the nominated district as well, capitalizing on the number of shoppers and visitors to the area. None of the theaters are extant, but the Hotel Cadillac at 45 Chestnut Street still represents the travel and entertainment facet of the nominated district's history. Originally built in 1915 as an eight-story Neoclassical style building, it was expanded around 1927 and given a new lobby. Its ground level was updated around 1938 with a tiled front, round-edged windows, sleek colored glass, and a shiny aluminum sign and marquee.

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Rochester experienced a building boom in the 1920s, which slowed down significantly during the Great Depression and the 1940s as resources were directed to the war effort. After World War II and through the mid-1970s, the accelerated pace of building and new forms of architecture changed the face of Rochester and cities across the country. During the 1950s and 1960s, America achieved a position of leadership in the world economy, thanks to a postwar economic boom. Many companies successfully marketed new products, enlarged factories or built satellite facilities, many on the outskirts of the city or in suburban areas, as was done in Rochester. With the return to prosperity, the character of the district gradually changed from predominantly retail to business/commercial, as several privately funded projects were built in the nominated district. These were large, soaring, architect-designed skyscrapers that displayed the success of the clients, many of them major corporations. The corporate headquarters skyscraper became the symbol of the new age of revived and expanded capitalism. The pre-war influx of European architects, especially from the Bauhaus, had the greatest impact on architecture and planning in the post-war years by influencing a new generation of architects toward modern, more function driven designs and away from the historicism of the nineteenth and early twentieth century. Older styles were replaced by the abstracted classicism of the International Style, which called for sleek glass and steel structures with limited ornamentation, following the watchword "less is more."⁴

Until 1945, Rochester's downtown saw little construction of significant buildings of any type with one notable exception, the Salvation Army Citadel, an Art Moderne building constructed in 1940 with a curved corner entrance and streamlined buttresses (58 North Street, now 60 Liberty Pole Way). Even with construction activity limited during World War II, Rochester reduced its level of debt, putting it in a healthy financial position for postwar urban improvement projects that were bolstered by the expansion of the city's industrial base and considerable growth in manufacturing and research. Despite this promising outlook and the revival of construction in the nominated district, the post-war period brought a decline in downtown retailing, due in large part to the growth of the suburbs. The construction of the Inner Loop, a high-speed divided highway, eased traffic congestion for workers but did little to accommodate the needs of shoppers. Suburban shopping malls offered what the downtown lacked, namely, plenty of parking in a convenient location. Downtown merchants lobbied for improved bus service and joined efforts to attract more shoppers by offering "good neighbor days" with coordinated sales. Merchants used the new roadways to their advantage as places for billboards reminding motorists (and potential customers) that the downtown offered the largest variety of shops and stores in one location.⁵

⁴Francis R. Kowsky and Martin Wachadlo, *Cultural Resource Survey of Recent Past Buildings and Designed Landscapes within the Inner Loop Area of Rochester, New York, 1940-1975*, 2009, 24-25.

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Downtown merchants also improved the look of the downtown retail/commercial core with new buildings and updates to older ones. In 1948, a new two-story Neisner building was built on North Clinton, just north of East Main Street, that was influenced by the International Style, with its clean rectangular lines, sleek tiled surfaces and ribbon windows. The older Neisner's department store on East Main Street went through a major façade update in 1949, when the upper six floors of windows were infilled with a decorative brick grid pattern between full-height decorative stone sections, also in an intricate grid design. Other stores soon followed, partially covering facades with metal or glass paneling. The building at 224-226 East Main Street used the latest trend in marketing by using its curved corner for a large, painted advertisement between the entrance and the top cornice, and later used the same corner to wrap the entire upper portion in a billboard for the local brewery. The corner featured a female figure holding a tray with the product standing over a clock. With new trends occurring throughout East Main Street, the board of the Monroe County Savings Bank (1954), at 310 East Main Street, opted for a Colonial looking building, using the more familiar form to convey tradition, stability and security for its clients.



Advertising at 224-226 East Main Street, ca. 1960. From the collection of the Rochester Public Library Local History Division.

⁵Karen McCally, "The Life and Times of Midtown Plaza," *Rochester History*, vol. LXIX, no. 1 (Spring 2007), 3.

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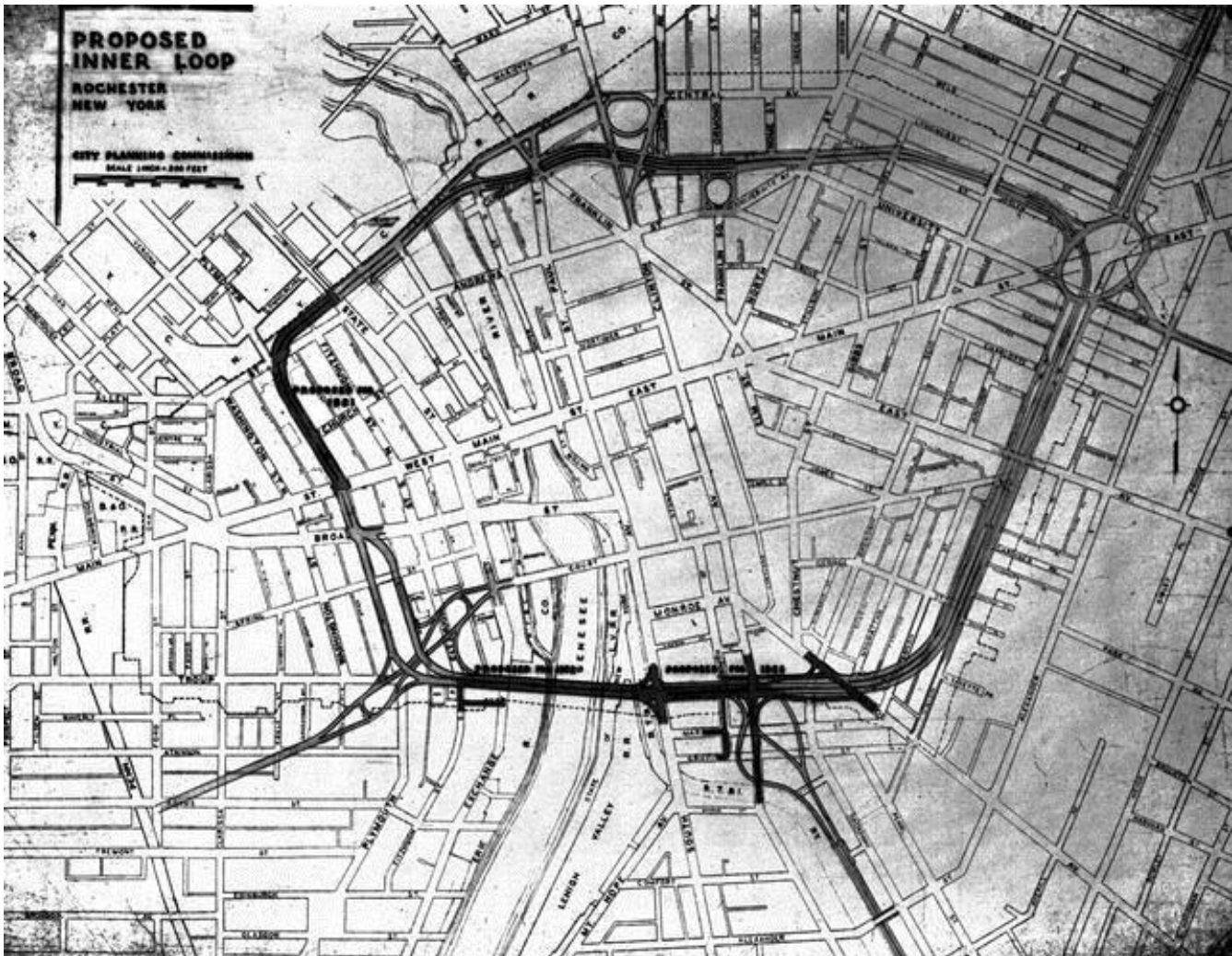
In the early 1950s, East Main Street's merchants tried but failed to stem the tide of retail leaving the central core for the suburbs. Even though plans for Rochester's Inner Loop (an arterial highway) included new municipal parking garages, traffic and parking remained a problem. Owners of two of the major department stores, McCurdy's and Forman's, lobbied the city for additional parking in the East Main retail corridor, but they were disappointed when the city proposed a parking garage limited to only 500 spaces. Seeing this as clearly inadequate, they decided to take matters into their own hands. Gilbert and Gordon McCurdy and Maurice and Fred Forman began planning for a downtown indoor shopping mall with their stores as anchors (McCurdy's and Forman's department stores) and a much larger parking garage. They hired Victor Gruen (1903-1980), one of the best-known designers of urban spaces in the country, to design their "plaza." Gruen's plans for the project went beyond mere retail shops or large department stores to include office and residential spaces arranged for walkability, which he explained as "enabling the residential or commercial population to move without the hazards and unpleasant by-products of vehicular traffic."⁶ His vision for the project was based on the concept of the European plaza, such as the Piazza San Marco in Venice, where one could experience the surroundings, relax and enjoy art or, what he called, "restfulness and serenity."⁷ The seven-acre site on the south side of East Main Street included an enclosed, climate controlled space with access to the McCurdy and Forman department stores, an office building, hotel, and restaurants. The plaza included benches located amongst potted plants/trees, sculptures, and fountains. The heart of the plaza was a sculptural clock known as the Clock of the Nations depicting twelve nations with cylinders of animated marionette scenes that opened to perform on the hour and half-hour.

⁶Walter Stern, "Aid to Pedestrian Held Cities' Hope: Planner Sees a Solution to Urban Ills in Separation of Traffic & Business," *New York Times*, 26 June 1957, 33.

⁷McCalley, 10.

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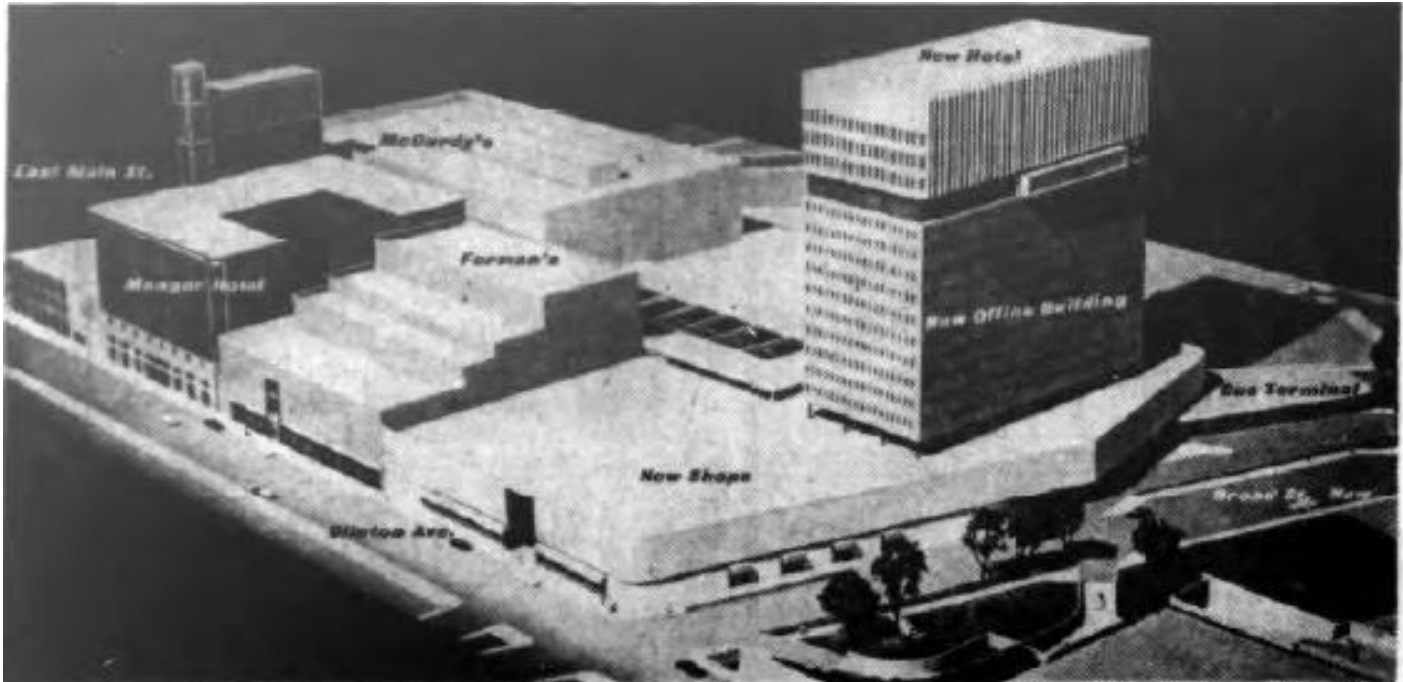
Proposed Inner Loop Highway - From the collection of the Rochester Public Library Local History Division

Planning for the project began in 1956, during which the McCurdys and Formans created the Midtown Holdings Corporation to quietly begin buying up seventeen properties in the targeted area. Rumors began to circulate about the project and once the city approved it in 1958, the project became public. Prices on the last remaining properties soared and some of the owners refused to sell, delaying site clearing and initial construction until 1959, as the holding corporation finished negotiations to secure the rest of the needed land. The plaza opened in April 1962 with two levels for 40 retail spaces, a post office, barber shop, playland for children and a hotel/office building in Midtown Tower at its south end. All were accessible via escalators from an underground parking garage that contained 2,000 parking spaces. Hailed as a successful “urban renewal” project, Midtown Plaza was actually privately funded. Only the parking garage was constructed with government funds, in this case, from the city of Rochester. According to historian Blake McKelvey, Midtown Plaza was hailed as “the largest enclosed shopping space in America...It was easily the single largest private

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investment in America's downtown retailing since World War II. Urban advocates hoped the construction would spur similar projects in other American Cities."⁸ Articles appeared in other urban newspapers describing the mall in detail and the objectives for the project. The *Buffalo Courier Express* quoted one of the McCurdys as stating that "We're looking for the stabilization and resurgence of downtown business and the effect this will have on our already large downtown investments."⁹



Model of Midtown Plaza project, 1961.

Midtown Plaza had an immediate impact on the southside of East Main Street by attracting corporate clients and real estate developers to invest in the construction of new buildings in downtown Rochester, near or adjacent to Midtown. One of the first was the Security Trust Bank (1962-1964), locating east of the plaza and designed to enhance the clients' and the workers' experience by offering a small plaza with landscaping and buildings with large windows in the bank wing. Described in the local paper, the building's windows were "tall, 20 feet or more, allowing plenty of light into the main floor." One of the bank's vice presidents was quoted as saying that "It's the idea of a bank's being accessible...Banks used to be like closed temples of commerce, marble and heavy as if trying to impress their customers with their solidarity."¹⁰

⁸Blake McKelvey, *Rochester on the Genesee, the Growth of a City*, (Syracuse, NY: Syracuse University Press, 1993), 246.

⁹William Marcus, "Rochester Plaza Plans Laid in '56," *Buffalo Courier Express*, 5 June 1961, 30.

¹⁰Houghtaling, 1M.

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Security Trust's first building on East Main Street was one of the solid temple-like buildings, of stone with columns. The design for the new building was completely different, embodying the modernist form of a multi-story office building combined with a single-story bank with a glass façade overlooking a garden. Designed by William F. Cann (1916-1983), the building included a main office tower over the plaza resting on mushroom-like supports. East and west elevations were alternating columns of narrow windows and stone panels topped with a stylized crenelated roof. Attached to the south was a taller brick tower, all dwarfing the one-story banking portion. Cann was known for his innovative designs, among them the glass and pyramid shaped Jamaica Savings Bank in Elmhurst/Queens, built after the Security Trust Bank in Rochester. Cann was associated with the Bank Building and Equipment Corporation of America, located in St. Louis, Missouri, but he maintained an office in Manhattan. Cann retired from the firm in 1976.

Even more impressive were the plans for the new downtown tower and plaza for the Lincoln Rochester Trust Company, which involved a twenty-six story tower on a large open plaza. This building type was, in part, a product of post-World War II zoning regulations that favored plazas combined with the demand for corporate signature towers. It was also a favorite of modern architects who sought more parklike cities. The tower on the plaza became a symbol of the modern city, intended to open up dense nineteenth-century streetscapes to light and air. Several projects of this type were built in Rochester between the mid-1960s and the mid-1970s, illustrating the effects that this urban planning phenomenon had on small cities.¹¹ Three corporate projects in particular, all using the same structural method, reflect both the plaza phenomenon and the last phase of downtown Rochester's development, when this area moved from a retail based economy to one based on banking and corporate profits. One of them is within the historic district; the other two are a few blocks away and both of them probably qualify for individual National Register listing.

The Lincoln First Tower, in the district, was described in a 1967 news article as being "larger in scope than the nationally-known Midtown Plaza." The article stated that the "Gem of the complex will be the 26-story Lincoln Tower ...which will contain 356,000 square feet of office space...Three other office buildings, a hotel and an underground shopping mall also will be built. Height of the offices will be about ten stories." Occupancy was planned for 1971 and the complex was estimated to provide employment for 10,000 persons.¹² Having outgrown the adjacent Lincoln-Alliance Building, the Rochester Trust made plans for the large complex that, in addition to the three office buildings, was to include a landscaped plaza, underground shopping concourse and a walkway/bridge to Midtown Plaza. Of the complex, only the Lincoln Tower, plaza and shopping concourse were built.

¹¹Daniel Palmer, "Tubes: Exoskeleton Engineering and the Towers that Changed Rochester's Skyline," *DOCOMOMO* No. 2 (2012), 8.

¹²Robert Spellman, "Massive Complex Planned," *Rochester Democrat and Chronicle*, 19 December, 1967, 1.

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The centerpiece of the plan was a nearly 400-foot tall, 28-story tower that relied on a tube structural system, essentially an exoskeleton that moved the structural system to the outside of the building, with its members expressed on the exterior. In this case, the building was constructed of a combination of concrete and steel. The core was poured in place followed by the erection of the tapering external steel columns and floor beams. The tower was sculptural in form, tapering from a wide base to a square tower of alternating black and white verticals. Half of the white stripes were structural columns, while the other half contained utility conduits. The black areas were tinted glass and the light, anodized aluminum panels.

Lincoln First was designed by Jack L. Follett (d.1972) of the firm of John Graham and Co. The Seattle firm was most famous for its design of the Seattle Space Needle, built for the 1962 World's Fair. Follett was director of Graham's New York office. In addition to the Rochester building, Follett also designed a massive, modern, concrete parking garage adjacent to the Stix, Baer and Fuller Department Store in St. Louis (1965).¹³ Ground breaking for the tower took place in 1969 and the building was ready for occupancy in 1973. One of the tallest buildings in downtown Rochester, the innovative design of the new Lincoln Tower made it one of the signature components of the city skyline. During construction, the interior core was built with a construction technique described in the newspaper as "a relatively new slip form construction method wherein concrete was poured almost continuously until it was completed." The article continued, "It wasn't until the steelwork began to be added that it became clear that the core was just that, a core."¹⁴ The height of the building was accented with exterior marble panels that had been tested for three days in a wind tunnel in Miami, Florida, to see if they could withstand heavy rain and wind. The marble was a relatively new idea, brought in from Italy at a significantly lower cost than domestically produced marble. What the Florida tests failed to account for were the wide fluctuations in the Rochester weather conditions over long periods of time. In addition, the marble slabs were also cut much thinner than the architect specified. Twelve years after completion, the marble was crumbling, requiring that it be completely replaced by a more durable material. After much debate, the material chosen was aluminum panels, painted white to retain the original design juxtaposing light and dark stripes. Due to the building's prominence, preservation groups debated the options and this became an early test case in working out preservation principles for preserving the recent past. (See item 7 for more discussion of the preservation problem).

An ornamental urban landscape, designed by the nationally known firm of Sasaki, Sawson, Demay Associates of Watertown, Massachusetts, was also part of modernist vision for the Lincoln Tower. An elevated,

¹³ "Jack L. Follett, Architect and Planner, Dies at 55," *New York Times*, 22 February 1972, 40; Online at <http://www.nytimes.com/1972/02/22/archives/jack-l-follett-architect-and-planner-dies-at-55.html>.

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landscaped plaza was located between the sidewalk and tower, accessible by steps. The plaza accentuated the tower's height. Symbolically, it added prestige to the gleaming new corporate headquarters and humanized the austere architecture by providing relaxed gathering spaces that were much needed in the East Main Street area.

Two other important tall buildings in downtown Rochester, both outside the historic district, also used the same exoskeleton engineering. The earliest was the Xerox Tower (1965-1968) designed by Walton Becket Associates. In the early 1960s, Xerox considered putting its world headquarters in the suburbs, closer to manufacturing and research facilities; however, the company eventually decided to building a striking tower downtown. The architects designed a 400- foot, granite and aggregate faced tower above a flared base of twelve columns. Its engineering involved a concrete waffle slab flooring system with a centralized core and a closely spaced external concrete cage of thin load bearing columns supported on a large transfer girder at the second floor. The girder was in turn supported in four massive columns on each side of the building. Its plaza included a meeting hall and sunken ice rink. The third building was the Marine Midland Bank, built across the street from the Xerox tower between 1968 and 1970 to the design of Skidmore Owings and Merrill. Marine Midland, clad in travertine marble, also had an exposed structural system, with ever thickening columns at the lower floors expressing the greater loads carried at these levels; however, the lack of columns at the building corners created an illusion of weightlessness, as glass panels wrapped around the corners

Prior to the Lincoln Tower plaza, the Rochester Urban Renewal Commission planned for a small park suitable for public gatherings. In 1964, the commission sponsored a competition for the design of a liberty pole monument and park to be built at the intersection of Main and Franklin Streets that was recently cleared of small, older retail buildings to make way for the project. Rochester architect James H. Johnson won the competition with his design for a slender, steel pole with a series of cables providing a sculptural element as well as support. Liberty Pole Plaza remains as one of his provocative modern designs, along with St. John the Evangelist Church in Greece, Temple Sinai in Brighton, and the Mushroom House in Perinton. The plaza also remains as a focal point and public gathering place in the nominated district.

Conclusion/Summary

During the Lincoln Tower construction, Lincoln Rochester Trust ran advertisements in the Rochester newspapers stating that the tower was "a tangible expression of our belief in the growth and development of

¹⁴"Lincoln Tower to Get Its Marble Facing Next Monday," *Rochester Daily Record*, 23 April 1971, 1.

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Upstate New York ...through 1970, and beyond.”¹⁵ This confidence was echoed by Angelo Chiarella of the Midtown Holding Corporation in an address to the Geneva Rotary Club in December 1971. According to Chiarella, the Midtown Plaza project resulted in an additional \$120 million worth of construction by attracting new buildings, such as Security Trust and the Lincoln Tower, and was responsible for the changing the Rochester skyline. He also stated that “the elderly people have been concentrating in the city while the young have been moving to the suburbs” and that “reversing this flow will be the ultimate test of the success of Midtown Plaza.”¹⁶ Although a privately funded venture, Midtown Plaza embraced the same goals and methods of the urban renewal era, including large-scale clearance of significant downtown space, a goal of reversing decline, and the idea of replacing the old with new, modern buildings that would attract the attention of planners and architects world-wide. Construction began in 1959 and Midtown Plaza became a major presence on East Main Street and the main catalyst for the revitalization of the area as the central business district. Midtown Plaza was intended to promote retail growth, but the East Main Street corridor gradually changed from a place in the city where people shopped to where they worked, as more corporate headquarters and office buildings were built. Unfortunately, the confidence of the architect and planners of the Midtown Plaza project was displaced by the steady decline of shoppers and tenants and an increase in crime. By 2006, the plaza was empty and slated for demolition. In the end, an appreciation of the role of Midtown Plaza in shaping the mid-twentieth century city came too late to save the historic plaza.

In spite of the loss of Midtown Plaza, the East Main Street Downtown Historic District has a long tradition of building and rebuilding as a way to revitalize an important part of the city. The nominated district is an excellent example of the how merchants, business owners and developers responded over the years to tensions experienced by urban cores, adapting to changing economies, while meeting the needs of the local citizens. The older buildings on the north side of the district represent its beginnings, providing a dramatic contrast to the south side, with its willingness to embrace new types of buildings and designs for the city center. Revitalization efforts continue, targeting Rochester’s downtown central business corridor with new uses for historic buildings and the question of what to do with the empty space left by the demolished Midtown Plaza. The city of Rochester has restored some of the street pattern that existed before Midtown Plaza was constructed and is continuing to encourage redevelopment of the area through a balance of new construction and retaining the extant historic buildings.

¹⁵“Space Odyssey: 1970,” *Rochester Democrat & Chronicle*, 25 January 1970, 25A.

¹⁶“Rotarians Told Plaza has Helped Downtown Rochester,” *The Geneva Times*, 30 December 1971, 6.

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- City of Rochester Sanborn Maps (years)
- City of Rochester City Directories (years)
- City of Rochester Plat Maps (years)
- Historic Photographs from the Rochester Images Collection of the Monroe County Library System

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: Landmark Society of WNY (Rochester)

Historic Resources Survey Number (if assigned):

10. Geographical Data

Acreage of Property ±34.09 acres

(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1	<u>18N</u> Zone	<u>288389</u> Easting	<u>4781792</u> Northing	3	<u>18N</u> Zone	<u>288423</u> Easting	<u>4781607</u> Northing
2	<u>18N</u> Zone	<u>288416</u> Easting	<u>4781634</u> Northing	4	<u>18N</u> Zone	<u>288346</u> Easting	<u>4781383</u> Northing
5	<u>18N</u> Zone	<u>288038</u> Easting	<u>4781364</u> Northing	6	<u>18N</u> Zone	<u>287955</u> Easting	<u>4781345</u> Northing
7	<u>18N</u> Zone	<u>287872</u> Easting	<u>4781630</u> Northing	8	<u>18N</u> Zone	<u>287936</u> Easting	<u>4781648</u> Northing
9	<u>18N</u> Zone	<u>288229</u> Easting	<u>4781804</u> Northing	10	<u>18N</u> Zone	<u>288324</u> Easting	<u>4781815</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 district extends north and south from East Main Street to include the most contiguous collection of historic resources that retain integrity and reflect the themes relevant to the district.

East Main Street Downtown Historic District
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11. Form Prepared By

name/title Gina DiBella, Cynthia Howk & Caitlin Meives (revisions by Virginia L. Bartos & Kathleen LaFrank, NYS OPRHP)

organization Landmark Society of Western New York date 22 September 2016

street & number 133 South Fitzhugh St telephone (585) 546-7029

city or town Rochester state NY zip code 14608

e-mail CMeives@landmarksociety.org; chowk@landmarksociety.org; ginamdibella@gmail.com

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: East Main Street Downtown Historic District

City or Vicinity: Rochester

County: Monroe State: New York

Photographer: Gina DiBella

Date Photographed: 13 July 2016

Description of Photograph(s) and number:

- 0001 of 0042: East Main and South Avenue looking northeast.
- 0002 of 0042: Cox and Edwards Buildings, view looking northeast from St. Paul St.
- 0003 of 0042: Granite Building, northeast corner of East Main & St. Paul, looking northeast.
- 0004 of 0042: Cox Building, 36-48 St. Paul Street, view looking southeast.
- 0005 of 0042: Looking southeast along South Ave. from East Main showing noncontributing hotel and parking garage.
- 0006 of 0042: Former National Clothing Co., 155-159 East Main Street, view looking southwest.
- 0007 of 0042: Lincoln Alliance Building, 181-187 East Main Street, view looking southeast.
- 0008 of 0042: Lincoln First Tower & plaza, view from East Main Street looking southwest.
- 0009 of 0042: View from Lincoln First Plaza, looking north east toward East Main Street and Clinton Ave.
- 0010 of 0042: Former Rochester Telephone Building, looking northwest from Stone Street.
- 0011 of 0042: 49 Stone Street, view looking northwest.
- 0012 of 0042: 176 through 280 East Main Street (north side) view looking northeast.
- 0013 of 0042: West side of North Clinton Street between Mortimer and East Main streets, looking southwest.

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- 0014 of 0042: View looking west from Elm Street and Andrew Langston Way.
- 0015 of 0042: Looking east toward Atlas Street from Elm St. and South Clinton Ave.
- 0016 of 0042: East side of Atlas Street, view looking southeast.
- 0017 of 0042: 6 Atlas Street, view looking east.
- 0018 of 0042: View looking northeast from Elm Street and South Clinton Ave.
- 0019 of 0042: Liberty Pole, viewed from 282-286 East Main Street looking north.
- 0020 of 0042: Sibley, Lindsey & Curr building viewed looking north east from Euclid and East Main Streets.
- 0021 of 0042: Looking northeast at Sibley, Lindsey & Curr from Euclid.
- 0022 of 0042: Intersection of East Main, East Ave. and Franklin Streets, looking southeast. Former Security Trust on right.
- 0023 of 0042: Bank section and plaza of former Security Trust Buildings, view looking south.
- 0024 of 0042: Hexagonal supports of former Security Trust building, looking toward East Avenue.
- 0025 of 0042: South side of East Avenue, looking west toward Stillson and East Main streets.
- 0026 of 0042: Sibley Triangle Building, 20-30 East Avenue, view looking southeast.
- 0027 of 0042: Cutler Building, 42 East Avenue, view looking northeast.
- 0028 of 0042: Neisner Brother's Office Building, 49-57 East Avenue, view looking southwest.
- 0029 of 0042: Looking west along East Main Street from Chestnut Street.
- 0030 of 0042: Sibley/Taylor Block, 316-350 East Main St., view looking northwest.
- 0031 of 0042: Former Monroe County Savings Bank, 10 Franklin St, view looking northeast.
- 0032 of 0042: Former Rochester Savings Bank, viewed looking north from Franklin and Liberty Pole Way.
- 0033 of 0042: Drive-thru teller, north end of Rochester Savings Bank, view looking east.
- 0034 of 0042: Baptist Temple Building, viewed from East Main and Franklin, view looking northeast.
- 0035 of 0042: Salvation Army Building, 60-86 Liberty Pole Way, view looking northwest.
- 0036 of 0042: Looking southwest from 96 Liberty Pole Way.
- 0037 of 0042: Looking west from 100 Liberty Pole Way.
- 0038 of 0042: Evangelical Lutheran Church of the Reformation, 105-111 North Chestnut St., view looking south.
- 0039 of 0042: West side of Chestnut Street, view looking southwest from Euclid St.
- 0040 of 0042: Former Yawman and Erbe Building, 41 Chestnut Street, view looking west.
- 0041 of 0042: Hotel Cadillac, 45-51 Chestnut Street, view looking northwest from Elm St.
- 0042 of 0042: West elevation of Richford Building, 65-67 Chestnut Street, view looking west.

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.).

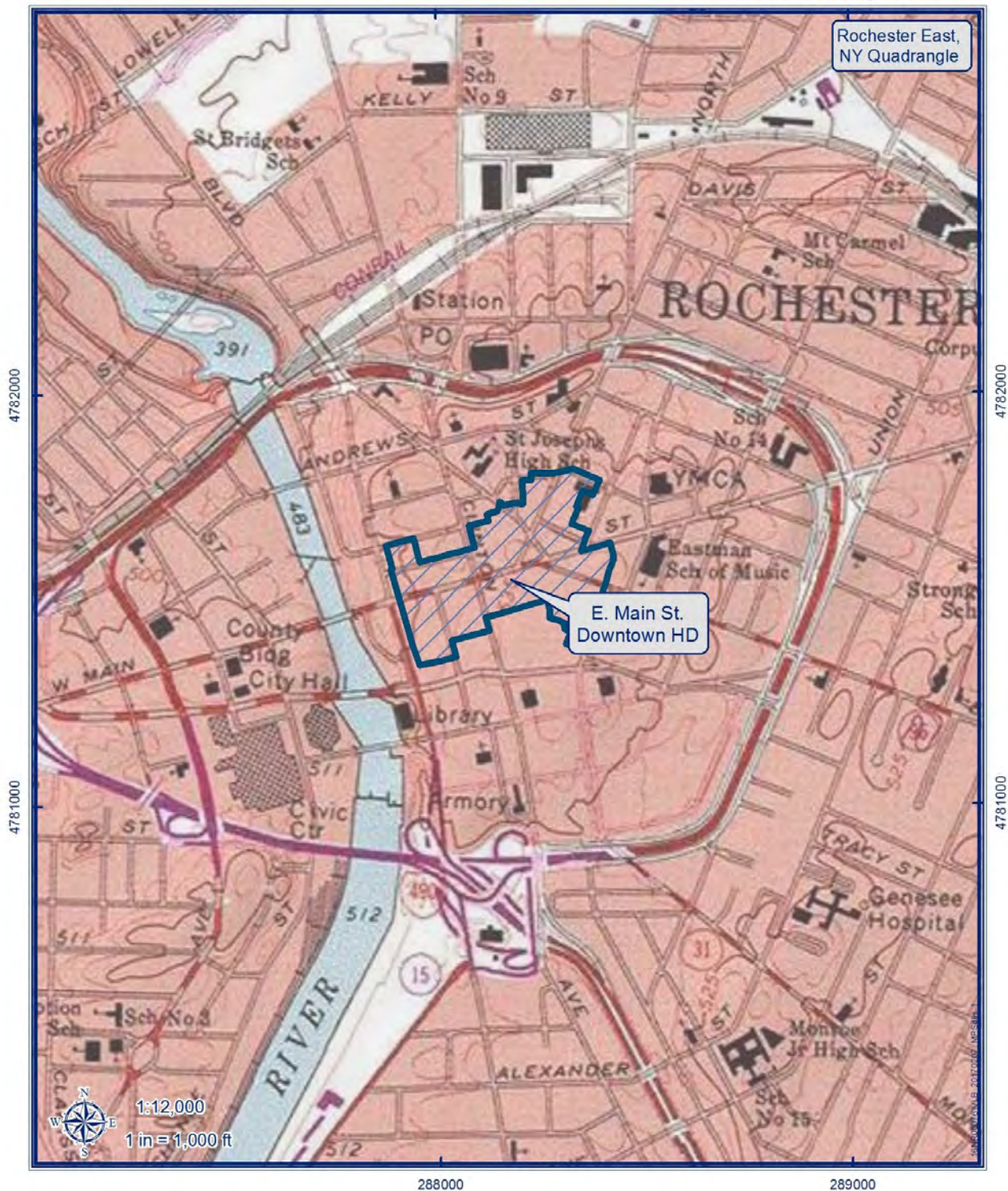
Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to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

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East Main Street Downtown Historic District

City of Rochester,
Monroe County, New York



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



E. Main St. Downtown HD



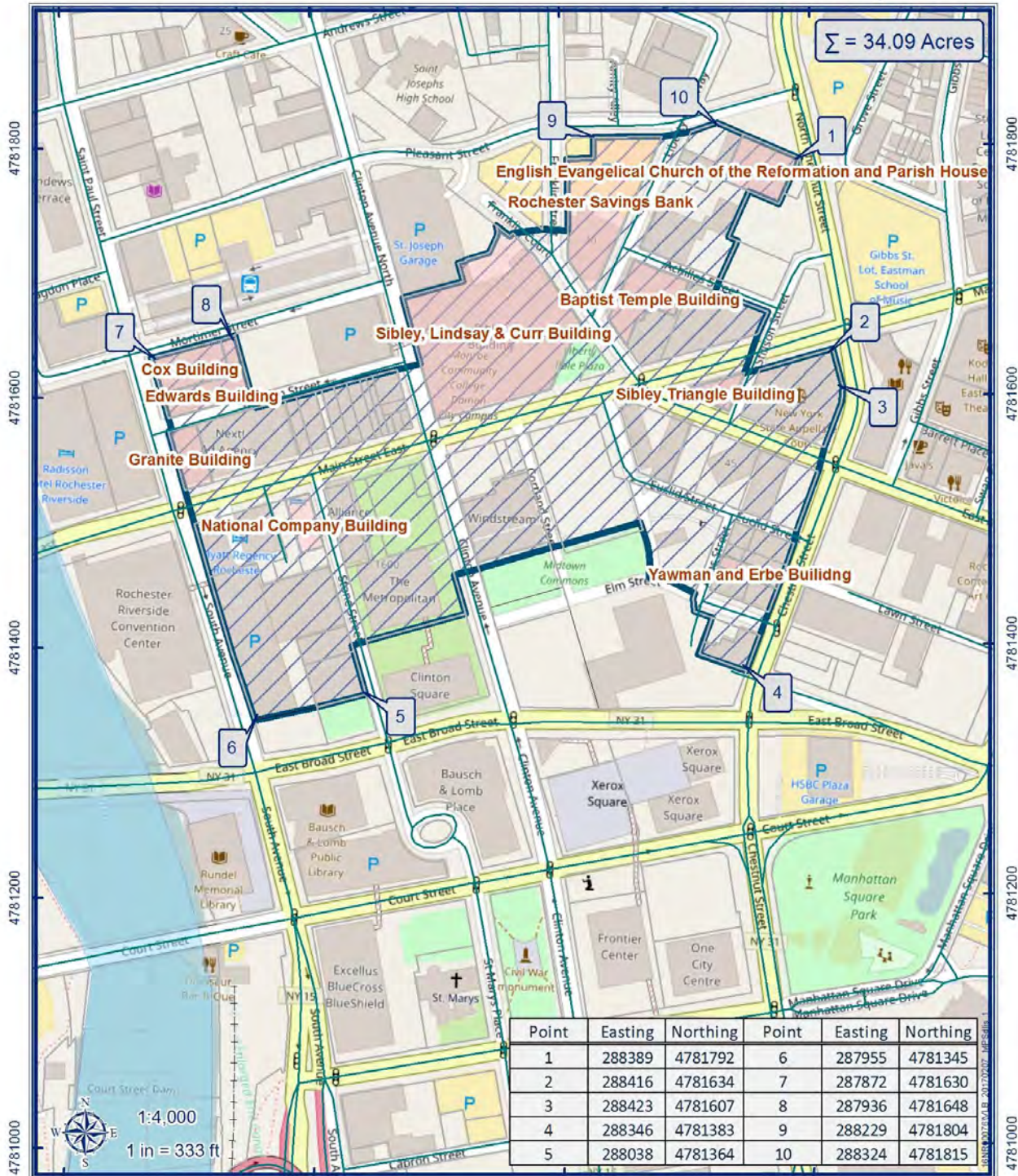
Parks, Recreation
and Historic Preservation

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East Main Street Downtown Historic District

*City of Rochester,
 Monroe County, New York*



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

0 110 220 440 Feet

E. Main St. Downtown HD

National Register listing

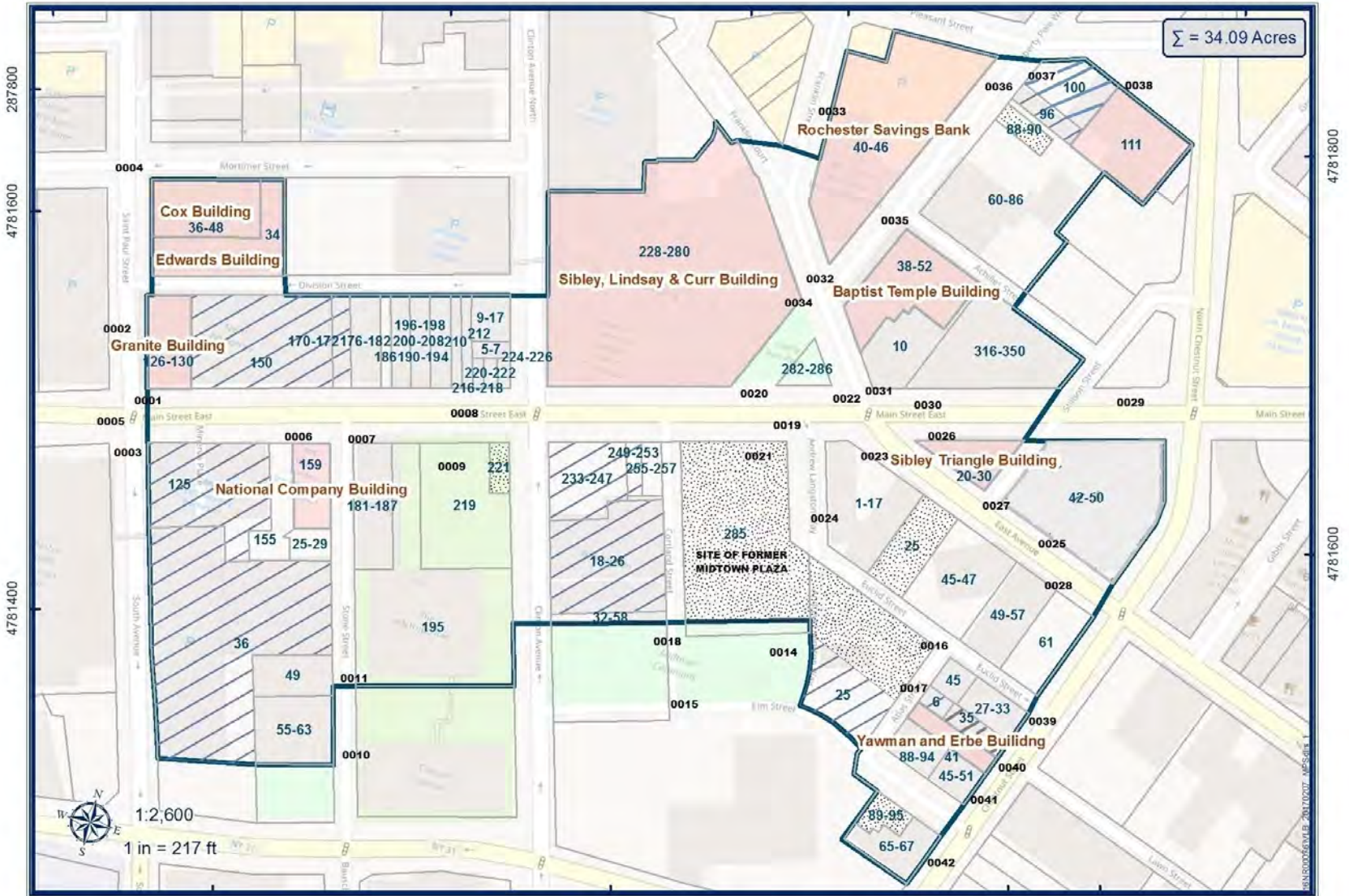
Parks, Recreation and Historic Preservation

East Main Street Downtown Historic District
 Name of Property

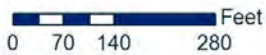
Monroe County, NY
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City of Rochester,
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East Main Street Downtown Historic District PHOTO KEY



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



- E. Main St. Downtown HD
- State/National Register listing
- Contributing
- Non-Contributing
- Vacant





South Ave

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National Register of Historic Places
Memo to File

Correspondence

The Correspondence consists of communications from (and possibly to) the nominating authority, notes from the staff of the National Register of Historic Places, and/or other material the National Register of Historic Places received associated with the property.

Correspondence may also include information from other sources, drafts of the nomination, letters of support or objection, memorandums, and ephemera which document the efforts to recognize the property.



**Parks, Recreation
and Historic Preservation**

ANDREW M. CUOMO
Governor

ROSE HARVEY
Commissioner



24 April 2017

Alexis Abernathy
National Park Service
National Register of Historic Places
1849 C Street NW
Washington DC 20240

Re: National Register Nomination

Dear Ms. Abernathy:

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

The Virginia, Erie County
St. Mary's Roman Catholic Church Complex, Schenectady County
Marshall D. Bice House, Schoharie County
Gaines District #2 Schoolhouse, Orleans County
East Main Street Historic District, Monroe County
Camp Taiga, Hamilton County

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

Sincerely:

Kathleen LaFrank
National Register Coordinator
New York State Historic Preservation Office

United States Department of the Interior
National Park Service



National Register of Historic Places Registration Form

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

1. Name of Property

historic name East Main Street Downtown Historic District

other names/site number N/A

name of related multiple property listing Inner Loop Multiple Resource Area (Rochester, Monroe County)

Location

street & number East Main Street from South Chestnut; portions of Chestnut, East, Euclid, Clinton, Stone, Division, Elm, Gas, Acades, Franklin and Liberty Pole Way

N/A not for publication

city or town Rochester

N/A vicinity

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

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this 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 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 local

Michael J. Lynch Deputy S/HPO
Signature of certifying official/Title

6 APR 2017
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:)

Signature of the Keeper

Date of Action

Returned

East Main Street Downtown Historic District
 Name of Property

Monroe County, NY
 County and State

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	
29	10	buildings
0	0	sites
0	0	structures
1	0	objects
30	10	Total

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

Inner Loop Multiple Resource Area (Rochester)

8

6. Function or Use

Historic Functions
 (Enter categories from instructions.)

Current Functions
 (Enter categories from instructions.)

COMMERCE/TRADE/office building
COMMERCE/TRADE/department store
COMMERCE/TRADE/bank
RELIGION/religious facility
RECREATION & CULTURE/work of art
COMMERCE/TRADE/specialty store

COMMERCE/TRADE/office building
COMMERCE/TRADE/bank
RELIGION/religious facility
RECREATION & CULTURE/work of art
COMMERCE/TRADE/specialty store
LANDSCAPE/park
Vacant

7. Description

Architectural Classification
 (Enter categories from instructions.)

Materials
 (Enter categories from instructions.)

Late 19th & Early 20th century Commercial; Beaux;
Arts; Collegiate Gothic; Italian Renaissance;
Skyscraper; Art Moderne; International Style

foundation: stone, concrete
 walls: brick, stone, concrete, metal, glass
terra cotta
 roof: EPDM, rubber, asphalt, metal
 other: _____

East Main Street Downtown Historic District
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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 East Main Street Downtown Historic District encompasses a five-block area on the east side of the Genesee River in the city of Rochester, New York. The heart of the district is East Main Street with portions of streets that extend north and south with contiguous historic properties. These are Mortimer Street, Division Street, Franklin Street, Pleasant Street, Atlas Street, Achilles Street and Liberty Pole Way. The southern boundary is marked by East Broad Street and the extension of Elm Street between South Clinton and Chestnut Street. The district contains 29 contributing and 10 noncontributing buildings and takes in eight individually National Register listed properties. The district also contains one contributing object, the Liberty Pole monument (1915), which serves as a focal point for community events and gatherings. Most of the eight previously listed buildings were identified as part of a multiple property document in 1985 that identified the most prominent landmarks within an identified geographic boundary. This district was drawn to encompass an intact downtown neighborhood and contains a mix of both outstanding and ordinary buildings that together illustrate the growth and development of Rochester's east side historic commercial and retail center during the mid-nineteenth century to mid-twentieth century. Two churches and one privately owned landscaped plaza are also part of the district. Although the nominated district has seen a long period of change, it retains integrity, especially in terms of feeling and association, recalling an area that was purposely shaped and reshaped to retain its role as a downtown retail and business center. This district also extends the period of significance to 1973, recognizing architectural development that was not old enough to be considered when the MPDF was completed.

Narrative Description

The East Main Street Downtown Historic District is located in the central business district of the city of Rochester, Monroe County, New York, south of Lake Ontario in western New York State. Rochester is the seat of Monroe County and is the third largest city in population in New York State, just after New York and Buffalo. The nominated historic district is located in the heart of the city along its Main Street area, which is divided into east and west sides by the Genesee River.

The East Main Street Downtown Historic District encompasses a five-block area on the east side of the Genesee River that is part of the city of Rochester's commercial and retail center. The nominated district extends north and south from East Main Street to include buildings along streets that intersect with the main thoroughfare and are related by period and theme. Streets on the west end of the nominated district follow a grid pattern, while the street pattern in the east portion is shaped by the bend of Chestnut Street and the diagonal direction of Liberty Pole way. This in turn creates triangular shaped properties with buildings reflecting the orientation of the streets. Essentially, the streets in the east end tend to radiate northeast and southeast from the intersection of Liberty Pole Way and Main Street. Portions of streets composing the downtown commercial core of the district are: East Main Street, St. Paul Street, South Avenue, Division Street,

East Main Street Downtown Historic District
Name of Property

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Mortimer Street, Stone Street, Clinton Avenue, Franklin Street, Pleasant Street, Liberty Pole Way (formerly known as North Street), Achilles Street, Stillson Street, East Avenue, Euclid Street, Atlas Street, Elm Street, Cortland Street, East Broad Street and Chestnut Street. The East Main Street Downtown Historic District contains 29 contributing buildings, eight previously listed buildings and ten non-contributing buildings that were either built after the period of significance (ca. 1866-1973) or have been substantially altered, resulting in a loss of integrity. The district also includes one contributing object (Liberty Pole).

District boundaries were drawn to encompass physically and historically related resources along the East Main Street/East Avenue corridor from South Avenue/St. Paul Street to Chestnut Street. Some of these properties survived from the earliest period when Downtown Rochester developed its retail prominence on the east side of the river, while others were constructed later, which included the era of urban renewal/redevelopment of the 1960s and early 1970s. In the early years, shops and businesses lined Main Street with residences on the adjacent streets. As the city of Rochester grew in the later part of the nineteenth and early twentieth centuries, residences were replaced with more businesses, theatres and large hotels. Many of the hotels featured music and theatrical entertainment, making the area an entertainment district as well as a shopping venue. With the advent of the 1960s, several buildings, including theaters and hotels, were demolished for a new Midtown Plaza shopping mall. Following the mall, more high-rise office corporate headquarters, such as the Security Trust Building (1-17 East Avenue), parking lots and a new Liberty Pole. With the recent demolition of Midtown Plaza, the city is once again working to revitalize the downtown area of East Main Street and encourage the rehabilitation and reuse of the extant historic buildings.

Historic resources in the district reflect changes in the tastes, technologies and construction materials of over roughly a century, from the nineteenth-century post-Civil War era to the mid twentieth century, when urban renewal era policies reshaped cities across the country, Rochester included. Planned as a retail center for downtown Rochester, buildings were added or renovated to maintain the district's role as a commercial and retail center. The contributing buildings reflect late nineteenth and early-to-mid-twentieth century commercial styles with two of the most prominent buildings being the Sibley, Lindsey and Curr Department Store (1905) and the Lincoln First Tower (1973). Construction methods range from masonry load bearing walls to soaring steel-framed glass and steel multi-story skyscrapers. Changes to buildings and spaces in the nominated district now include a mixture of commercial uses including residential (hotels and apartments), offices, financial institutions, restaurants and specialty stores.

The majority of structures are commercial in nature and of masonry construction, many designed by prominent local architects. The resources associated with the commercial development of the nominated district chronicle Rochester's transition from a thriving canal village to a large, prosperous city. The earliest buildings are located at the northwest corner of East Main Street and Clinton Avenue, close to the Genesee River, while the newer buildings are found on the south side of East Main Street and East Avenue. The majority of the buildings in the nominated district are commercial with stylistic features that range from Romanesque, Renaissance and Neoclassical Revivals, to Collegiate Gothic, Art Moderne/Art Deco and the International Style.

While some buildings in the nominated district retain their original form, many were remodeled during the period of significance to keep with changing styles and times. One of the earliest examples was that of the Sibley Block (316-350

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East Main Street). Constructed ca. 1870 with a mansard roof and two ornate pavilions, it marked the north gateway to Rochester's business and retail district. A renovation in 1924 updated the building by removing the exterior ornamentation, adding floors and converting it to its extant neoclassical appearance with even fenestration, a brick clad exterior, stone pilasters, stone cornice and a low brick and stone parapet. Another major renovation occurred on East Main Street in the 1980s when the façades of three individual buildings (132-142, 144-150, 156-166) were resurfaced with tinted glass, giving it the appearance of one continuous block and resulting in a loss of integrity. Several other buildings along the north side of East Main Street and along Clinton Avenue had some form of façade alterations, but most retain a fair amount of integrity.

The north side of East Main Street contains a majority of the late nineteenth and early twentieth century buildings, which vary in height from two to twelve stories, while the south side of East Main Street shows the impact of mid-twentieth century changes, with fewer early twentieth century buildings and newer construction. The listed buildings and the other contributing buildings in the East Main Street Downtown Historic District reflect the dramatic growth and change of the area that took place for nearly a century.

PROPERTY LIST

ATLAS STREET

6 Atlas Street

Contributing—Constructed ca. 1910-18, façade alterations ca. 1939

Two-story, three-bay, white brick commercial building; narrow decorative brick cornice with metal coping; horizontal bands of decorative brick on second story of façade. Three windows on second story of façade are flanked by narrow, decorative, vertical bands of brick. Second-story aluminum window sash are replacements. The storefront level features ca. 1939 black Carrara glass transom, vertical pilasters, and knee walls edged with green moldings and large display windows. A wide, horizontal white aluminum panel extends across the façade above the Carrara glass transom.

15 Atlas Street- vacant lot. (not counted)

25 Atlas Street-Midtown Garage access building, ca. 2015, non-contributing due to age.

One story rectangular steel and concrete building with brick veneer, glass and large louver openings.

CHESTNUT STREET

27-33 Chestnut Street—Lorenzo's Restaurant/Women's City Club/Rochester Medical Society Contributing—Constructed ca. 1910-18; 1924 renovation (Gordon & Kaelber, architects); ca. 1940 renovation

Two-story, five-bay building with three-story middle and west sections of the north elevation; stucco cladding on façade and the east bay of north elevation is scored to resemble horizontal blocks of masonry; middle and rear sections of the north elevation are painted brick. A narrow decorative band with small brackets extends across the façade and north elevations below the cornice. A masonry belt course extends across the façade and north elevations between the first and second stories. Round-arched windows with decorative, incised stucco surrounds are located on the façade and the east-end of the north elevation. Windows appear to be non-historic replacements. Main entrance is highlighted by a decorative stucco surround scored to resemble masonry and features a round-arched opening flanked by matching, rectangular windows (also replacements). A secondary entrance with arched opening is located at south end of the façade. The north elevation features rectangular replacement windows on the second story.

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History: This two-story commercial building was originally built ca. 1910-1918 as a Colonial Revival residence and later became the headquarters of the Rochester Medical Society. In 1924, the building was sold and underwent a major renovation by Rochester architects Gordon & Kaelber for the Women's City Club, which included a restaurant, large assembly hall and small reception room on the first floor, a lounge, several committee rooms, library and executive office on the second floor, and 15 bedrooms and baths to accommodate resident members on the third floor. The present appearance of the building, in a modified, mid-twentieth century Italian Renaissance Revival style, appears to have been created by the early 1940s when the building was renovated for Lorenzo's Italian Restaurant, which remained at this location into the 1960s. In the 1970s, the building was converted into offices.

35 Chestnut Street--former Professional Building/former Physicians' and Surgeons' Building Contributing--Constructed 1916

Eight-story, four-bay, brick commercial building; façade features a rough-finished stucco veneer that appears to date from the 1980s. Original window openings and sills are retained, but replacement aluminum casement window sash, also ca. 1980s. The building has an altered storefront, which is also clad with the rough-finished stucco veneer. A metal railing extends above the façade's cornice. The extensive ca. 1980s exterior renovation with stucco cladding covers the original 1916 exterior design, which featured early twentieth-century, Italian Renaissance Revival style detailing of horizontal bands of brick, round-arched storefront entrance with radiating masonry lintel, and decorative brick lintels above the second story façade windows. Originally an office building with a retail tenant in the street-level storefront, the building now features apartments on the second to eighth floors and a restaurant in the street-level storefront.

41 Chestnut Street--Former Yawman and Erbe Building Contributing--Constructed 1928 (NYS Register listed 1985)

Architects: Thompson, Homes & R. R. (Rob Roy) Converse

Three-story, three-bay Renaissance Revival influence building with a stone balustrade along a flat roof; simple stone cornice with frieze and quoins; window sash on the second and third stories appear to be aluminum replacements. The second story center window has a full triangular stone pediment and decorative metal railing. The flanking windows each have round, full stone pediments. The first floor has three large round-arched windows with a recessed doorway in the northern bay. Multi-light first floor windows replaced in 1950 with large plate glass and current windows and storefronts appear to be later replacements. The first floor exterior is constructed of flush ashlar limestone blocks with architrave trim and keystone around the arches and window openings.

History: Originally the showroom for the Yawman and Erbe Company, one of the largest manufacturers of office furniture in the United States during the early/mid-twentieth century, with the first story used as a retail outlet for office supplies. Yawman and Erbe remained in the building until 1943 when the Rochester Hospital Service (known as Blue Cross) first rented it and eventually purchased it. The architect, Rob Roy Converse was a native of Rochester who trained with McKim, Mead and White.

45-51 Chestnut Street--Fine Arts Building/Hotel Cadillac Contributing--Constructed ca. 1923

Eight-story, five-bay commercial brick building with restrained Classical Revival detailing; brick cladding is white brick on the second and eighth stories, beige brick on the third to seventh stories, and beige masonry blocks on the street-level with red tile foundation and black masonry panels. A projecting metal cornice with lower lattice-work horizontal band; narrow, horizontal band with Greek key design is below the eighth story and a projecting horizontal band is above the second story. The second story features decorative brick pilasters with foliate terra cotta capitals and a horizontal masonry band with Greek key design below the second-story windows. Street level features a ca. 1940s design of round-cornered windows with orange Carrara glass panels and steel banding, projecting steel canopy with round corners over main entrance on Chestnut Street, and projecting "HOTEL CADILLAC" sign with silver lettering on a cream background. The southeast corner entrance has recessed steel-and-glass doors (ca. 1950s); original window openings with replacements. Rectangular, green transoms are over each window. Labeled as the "Fine Arts Building" on the 1926 Sanborn map, it was a commercial building subsequently renovated for hotel use.

65-67 Chestnut Street--Richford Building, former Richford Hotel Contributing--Constructed ca. 1910, rebuilt ca. 1968-1970.

Nine-story, six-bay, steel and masonry building with vertical strips of composition paneled siding alternating between rows of windows on the exterior making six-bays on the façade, four on the west elevation and 11 bays on the east elevation.

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Windows are two-light sliding glass in aluminum frames. Top of building is parapet of continuous band of composition panels. Ground level has store fronts with two rows of windows with lower openings infilled. Ground level has gray-green cladding with cantilevered covering over façade entrance and similar secondary entrance on east side. Exterior wall paneling pattern consists of three rows of panels between the windows except for the center (four rows) and the ends (two rows). Rear of building has windows only in upper floors and infilled openings, reflecting the absence of demolished adjacent buildings. Footprint of building is as built in 1910. Original interior floorplan was gutted to make open floor plan that could be partitioned to suit potential clients. When opened in 1970, one of the tenants was the Rochester Urban Renewal Agency. Originally built as a hotel, the building was renamed after being rebuilt to reflect its new identity.

East Avenue (North Side)

20-30 East Avenue–Sibley Triangle Building, NR Listed 1985 (not counted) Constructed 1897

Architect: J. Foster Warner

The Sibley Triangle Building is a five-story, triangular, flat-iron shaped, brick commercial structure with Indiana limestone and marble trim; pilasters with decorative capitals divide the first two stories into eight bays on the north and seven on the south. The first story has large plate glass storefronts and cornices; main entrance is in the western corner of the building, has a modern red marble curved surround. Windows are Chicago-style on the second floor in the triple bays, while the single and double bays have either one-over-one double-hung sash or paired single-light windows. The third and fourth stories have either single, double or triple recessed one-over-one double-hung sash with the fifth story windows grouped in threes highlighted by arcades separated by columns. A projecting terra-cotta cornice crowns the top of the building. The east elevation is of plain brick construction with randomly placed double-hung sash windows.

42 East Avenue–Cutler Building Contributing–Constructed 1897, 1912, 1916, 1940, 1981

Architect: James G. Cutler and J. Warren Cutler, Claude Bragdon

When originally built (1897), the building was three-stories; upper three stories and tower added in 1912; the six-story, trapezoid-shape, brick commercial building has Neoclassical Revival details; Medina sandstone trim; cast iron storefronts at the street level with Medina sandstone cornice and corner piers. Façade (south) elevation is seven-bays wide; west elevation is nine-bays wide; East Main Street (north) elevation is six bays wide. The east elevation is nine-bays wide and was formerly a party wall few window openings, some in-filled with brick. Medina sandstone cornice is above the third story. The original entrance to the building is located in the middle bay of the East Avenue elevation and features a two-story, arched surround of Roman brick. A recessed, one-story, secondary entrance is located on the East Main Street elevation. Building has even fenestration with single windows in the end bays and paired windows in the center with Medina stone sills and lintels of vertically-laid Roman brick, several with a recessed brick panel. Windows are aluminum sash replacements. The building is topped by a wide projecting cornice of copper on the south, west and north elevations, embossed with dentils, egg-and-dart molding and acanthus. Round copper florets are between the upper row of dentils. Cornice features small, copper lion's heads. Prominent feature is the square, two-story, brick tower with red, tile roofing, round-arched window openings and octagonal copper cupola. The brick tower has a narrow cornice with projecting swag-and-shield, terra cotta detailing. Copper-clad cupola features Neoclassical Revival details with open arches with keystones, panels with shield-and-ribbon motifs, egg-and-dart molding. An enclosed, second-story, glass-and-metal "skyway" (walkway) extends from the main entrance, across East Avenue to 45 East Avenue, was added during the late-twentieth-century renovation.

42-50 East Avenue–New York State Supreme Court Appellate Division Fourth Department Non-contributing due to age–Constructed 1997

This is a three-story, late-twentieth-century office building of tapestry brick construction with non-historic versions of Classical Revival details, such as the large, two-story, round-arch windows with cast stone detailing (pilasters, horizontal transoms) on all three street elevations. The glass and metal main entrance at the southeast corner of the building is set at an angle to the street and features a three-story, arched opening with cast stone trim and columns.

East Avenue (South Side)

1-17 East Avenue–Security Trust Banking Hall and Bank Offices

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Contributing—Constructed 1963, renovated 2013.

Architect: William F. Cann

Ten-story skyscraper with a brick 11-story rear tower, originally constructed for the Security Trust Company. Main building is of steel construction clad with bands of quartz aggregate and gray-tinted glass. Most prominent feature is the ground level that features a forward entrance section that is surrounded by hexagonal column supports, creating an open plaza. A two-story brick and glass-enclosed extension with an undulating roof design extends toward East Avenue from the rear of the skyscraper creating a V-shaped building footprint. The extension functions as a public banking facility and is notable for its imaginative roofline, glass walls, and Rochester artist John Menihan's 130-foot-long interior mural that is a symbolic tribute to the diversification of Monroe County's economy. The main building features same roof design as the banking facility.



Ca. 1970 image showing hexagonal supports, court yard and bank mural in the background.

25 East Avenue. Parking Lot. (Not counted)

45-47 East Avenue—Forty Five East Building

Non-contributing due to age—Constructed 1983

Eight-story commercial office building set at a 45-degree angle to East Avenue, clad with cast concrete panels and features horizontal bands of fixed window sash. An eight-story, brick-clad, stair tower is on the southwest elevation. An eight-story, glass-clad hyphen connects the office building with a brick-and-glass clad tower to the northeast. The East Avenue two-story northwest section of the building is clad with cast concrete panels and features fixed window sash. The main entrance to the building is located on the street level of the eight-story hyphen.

49-57 East Avenue—Neisner Brothers Office Building/“East Avenue” Building

Contributing – Constructed ca. 1915-19, 1950 alterations

Architect: Gordon & Kaelber

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This rectangular, brick commercial building consists of a front (north) five-story section and a south (rear) four-story section. A glass-enclosed light well is located between the two sections and is visible on the east elevation. The main façade is five-bays wide and features brick cladding on the fourth and fifth stories, white terra cotta cladding on the second and third stories, and polished granite cladding (1950s alteration) on the street-level. The white terra cotta cladding features early-twentieth-century Classical Revival motifs, such as urns, florets, egg-and-dart, Greek key, and acanthus leaves. A masonry cornice with Greek key design extends across the façade. Windows on the second to fifth stories of the north, east and south elevations are rectangular with cast stone sills and aluminum casement sash set below a transom. Rectangular fixed replacement sash are in the second story. Two entrances, with rounded corners at each doorway, are located on the street-level and date from 1950s. A secondary entrance is located on the south elevation, facing Euclid Street.

East Main Street (North Side)

126-130 East Main Street–Granite Building, NR Listed 1984 (not counted) Constructed 1893-94, 1905, 1975, 1985

Architect: J. Foster Warner; Builder: Gorsline

Situated at the corner of East Main Street and St. Paul Street, the Granite Building is the city's first skeletal steel frame skyscraper constructed of granite and terra cotta brick. The 12-story building is a mix of Second Renaissance Revival style and Beaux-Arts style classical details, divided into three sections. The ground level is two stories with glass and metal store fronts and offices separated by pilasters with Corinthian capitals. Above is a two-story section separated from the lower part by a cornice with egg & dart molding; this upper section consists of a lower level of rectangular sash windows and an upper course of rounded windows with plain sills and patterned stonework above the arches. The top portion of the building is seven stories with brickwork enclosing a series of recessed windows separated by pilasters, engaged columns and arches. The top of the building features an elaborate projecting cornice. The building has multiple bays along St. Paul Street that continue the decorative patterns of pilasters, arches and columns separated by cornices. The north side of the building fronts onto an alley and is brick with decoration limited to plain sills and corbeled pilasters between rectangular windows. The structure was restored to its original nineteenth century appearance in 1984-85.

History: Constructed as the Sibley, Lindsay and Curr Company's retail store and office, it was hailed as the most elaborate and spacious department store between New York City and Chicago. The Great Sibley Fire of 1904, often called the worst in Rochester's history, destroyed the entire block. Because the Granite Building was of fireproof construction, only its interior was gutted by the fire, leaving the building structurally undamaged. Sibley's relocated further along East Main Street and the interior of the Granite Building was rebuilt for office and commercial use.

150 East Main Street

Non-contributing due to alteration/loss of integrity

Originally three buildings, but extensively renovated and remodeled as one building ca. 1980 and resurfaced with glass. The original buildings were the Atrium Building (132-142 East Main Street), constructed around 1907 (J. Foster Warner, architect); the Cornwall Building (ca. 1905) at 144-150 East Main Street, designed by the architectural firm of Crandall & Strobel; and the Edwards Department Store (156-166 East Main Street), built ca. 1907.

170-172 East Main Street

Non-Contributing due to age, Constructed 1980

This building is a small, simple one-part commercial block. The upper half of the façade is clad in non-historic metal slipcover. The lower half is an aluminum storefront and brick.

176-182 East Main Street

Contributing–Constructed ca. 1910

Art Deco style, two-part commercial block building of masonry construction clad with brick. The first floor has a non-historic aluminum and brick storefront. A metal covering covers the sign band area between the first and second floor. The upper floors largely retain their historic appearance with a cast concrete, Art Deco style façade of pilasters between the five-bays. Openings between the pilasters are infilled, but windows are intact behind the infill. Two decorative concrete rosettes are located above the window openings on either side of a plain panel.

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186 East Main Street

Contributing—constructed ca. 1910

A narrow three-story, two-part masonry commercial block building. The first floor storefront is obscured by a rolling service door. A metal slipcover covers the area immediately above the storefront and upper floors are obscured by enameled steel panels. Historic fabric appears to be intact behind the upper coverings. Rear of building indicates brick cladding and double hung windows.

190-194 East Main Street– Glenny Building

Contributing—Constructed ca. 1886

Architect: James Goold Cutler

Six-story, brick, two-part commercial block building faced with Medina sandstone; storefront is a later alteration with a corrugated metal sign band, but retains the historic storefront cornice with egg and dart molding and terminates on either end in decorative faces. The windows on the second story are infilled with glass block. Most of the window openings on the upper levels have been covered with metal, but portions are visible and historic window openings appear to be intact. Each floor is separated by pressed metal panels. An elaborate decorative stone cornice tops the building. A historic photo shows this building as having five bays of one-over-one, double-hung windows on the second through fifth stories with one-over-one, double-hung, curved arched windows on the sixth floor. The decorative cornice that is visible was originally topped with a pointed gable parapet in the center.

History: Known as the Glenny Building, this building was the showroom for W. H. Glenny & Company, which sold artistic pottery, cut glass, silverware, china, lamp, cutlery, bronzes, and house furnishings.

196-198, 200-208, 210, 212 East Main Street, Neisner's/McCrory's

Contributing—Constructed ca. 1940

This three-story two-part commercial block that was originally two separate buildings. The façade was completely redesigned ca.1950 to current appearance of brickwork and in a grid pattern that is punctuated by two sets of vertically oriented cast concrete designs with geometric patterns. A simple, unadorned band of stone frames the entire façade. The mid-twentieth century redesign completely covered the upper floor windows and detailing of both buildings to create a single, unified brick and concrete façade. The brick and glass storefront is currently obscured by a temporary mural.

216-218 East Main Street, ca. 1910

Contributing

A four-story, two-part commercial block with tile cladding and a non-historic metal storefront, metal covering over the sign band on the second floor. The top two floors retain the historic multi-paned windows and transoms. The building is topped by a simple decorative pressed metal cornice, supported at either end by a pair of decorative brackets.

220-222 East Main Street

Contributing—Constructed ca. 1860-70s

A four-story, three-bay, brick, two-part commercial block building with two non-historic metal storefronts and metal covering over the second floor. The top two floors retain the historic window openings with one-over-one sash. Upper floor windows possess simple rectangular stone sills and lintels. The building is topped by a simple decorative pressed metal cornice with brackets and dentil molding. This is one of the few remaining mid-nineteenth century commercial buildings of this scale remaining in this block.

224-226 East Main Street

Contributing—Constructed ca. 1870

Four-story, two-part commercial block building located on a corner lot at East Main Street and Clinton Avenue. The upper floors are completely covered by billboards but historic fabric is visible behind; remodeled brick and plate glass storefront. The second bay is at an angle to the corner of Main Street and Clinton Avenue and features one-over-one, double-hung windows on the second through fourth floors. That angle remains today on the current billboard. Similar windows are found on the Clinton Avenue elevation. The building is crowned with a wide bracketed cornice.

History: One of few remaining mid-nineteenth century buildings of this scale on Main Street. Historic photos show this brick building as being two bays wide on the East Main Street façade and six bays wide on the Clinton Avenue elevation, with a

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two-story, two-bay section adjacent to the main building on Clinton Avenue. The front elevation featured a bay of tri-partite, one-over-one, double-hung bay windows on the third and fourth stories and a grouping of three one-over-one windows on the second story.

228-280 East Main Street–Sibley, Lindsay & Curr Department Store, NR Listed 2014 (not counted)

Constructed 1905, 1911, 1924

Architect: J. Foster Warner; Builder: Hiram Edgerton

The Sibley Building is a steel-frame building clad in brown Roman brick, except for the clock tower with patterned brickwork, stone and metal decoration. The building encompasses an entire city block and features a wide five-to-six story section constructed in 1904 (the rear of the building is six stories), a six-story addition constructed in 1911, and a six-story vertical addition, creating a twelve-story tower, constructed in 1924 above the 1911 section. The overall design of the Sibley Building is regular and rhythmic, featuring Chicago style windows separated by brick pilasters and recessed brick panels. The entire building is unified by a brick and metal cornice. The 1904 section consists of 11 bays along East Main Street, fifteen bays along North Clinton Avenue, and a four-bay, three-story section at the north end of the west elevation. A multi-story clock tower is situated atop the roof of the building at the center bay of the south elevation and features a copper metal domed roof and weather vane. The ground floor features original entrances and storefronts enframed by cut stone cladding.

282-286 East Main Street–The Liberty Pole (Municipal Public Monument/Park)

Contributing–Constructed 1965/1989

Architect: James H. Johnson

The Liberty Pole is a 198-foot stainless steel pole supported by a network of steel wires forming a triangle around its base. Built on the site of the first Liberty Pole, this modern steel sculpture is symbolic of earlier wooden liberty poles that stood on the site between 1846 and 1889. The triangular piece of land where the pole is located was called John F. Kennedy Square or Liberty Pole Green. The original design included a sunken rock garden with a fountain near the center behind the pole and a cast concrete railing with thin metal spindles. The plaza and base of the liberty pole structure were remodeled in 1989 as part of Main Street improvements.

316-350 East Main Street–Sibley Block/Taylor Block

Contributing–Constructed ca. 1870s, 1924, ca. 1953

Architect: Gordon & Madden (1924 renovation)

Five-story, 12-bay brick commercial building that largely reflects its 1924 renovation; current five-story configuration has restrained early-twentieth-century Neoclassical details and cast stone trim. The polished granite cladding on the western section of the first-story was added ca.1953 for the headquarters of the First Federal Savings and Loan Company. This block-long, 12-bay building features a simple brick-and-cast stone cornice that wraps around the east elevation. Two sets of four, three-story, cast stone pilasters are located on the façade. A horizontal, masonry belt course extends across the façade, between the second and third stories. Fenestration is regular and symmetrical with window openings set in groups of three. Windows are replacements (ca.1980s). On the eastern half of the first-story, a ca.1960 storefront features white paneled cladding, large display windows and a recessed door. The polished granite cladding on the western half of the first story was installed ca.1953 and features rounded corners at the entrance. The two-story, rear (north) section of the building, along Achilles Street retains its late-nineteenth-century brick cladding, second-story symmetrical fenestration, and first-story openings (now in-filled with concrete block).

East Main Street (South Side)

125 East Main Street–Hyatt Regency Hotel

Non-contributing due to age–Constructed 1990

Architect: CENTRIA Architectural Systems

The Hyatt Regency Rochester Hotel is a 25-story building located at the corner of Main Street East and South Avenue. The primary (north) façade features a center entrance topped with a glass gabled roof and flanked by two large, two or three story windows with three-over-three divided lights. A single bay of double windows is located in the center of the building and rises to the roof. The west façade is seven bays wide and features double windows. The top four floors are

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stepped in and five bays wide. The base of the building, along with the adjacent parking garage is faced in a tan cladding, while the upper levels are white, grey and brown.

**155-159 East Main Street–National Clothing Company, NR Listed 1984 (not counted)
Constructed 1924, 1940, 1970, 2014**

Architect: J. Foster Warner & William L. Phillips

The National Clothing Company Building is located on the southwest corner of East Main Street and Stone Street. The finely detailed Neo-Classical building consists of a main five-story block and a two-story wing, both facing East Main Street. Records indicate that the five-story block was constructed in 1924 and the two-story block in 1938 and 1954. The building has a steel skeletal frame. The façade facing Main Street is clad in limestone with restrained Beaux Arts detailing while the Stone Street façade is faced in brick with the detailing limited to the first level and the roof cornice. A recessed glass and bronze storefront arcade is at the Main Street level. Building is currently a hotel.

**181-187 East Main Street–Lincoln Alliance Building
Contributing–Constructed 1926, 1939, 1970s**

Architect: McKim, Mead & White, J. Foster Warner

Building is located at the southeast corner of East Main and Stone Streets; steel structure is clad in ashlar stone and beige brick. With five bays fronting onto East Main Street (primary façade) and fifteen bays along Stone Street, the building has a four-story rectangular base above which rise three connected ten-story towers. The fifteenth story is composed of an original penthouse at the front of the building connected to an original rear mechanical penthouse by a 1939 rooftop addition. The four lower stories of the building are clad in pale ashlar stone. Tall pilasters form each of the bays in the first three stories and support a deep classical entablature that wraps the north, west, and south elevations. The fourth story is capped by a small cornice, marking the transition from stone cladding to a beige brick. The fifth through twelfth stories of the building rise uninterrupted with regular and rhythmic windows. At the twelfth floor, a molded stone sill course wraps the north, east, and south elevations. A deep classical entablature with a simple stone architrave, a flat frieze of black granite, and a denticulate cornice with sculpted lions' heads tops the building.

History: Lincoln Alliance became the largest bank in Rochester in 1926 with the merger of Lincoln National and Alliance Banks. A new bank building was constructed for the bank on land on East Main Street, purposely selected in 1924 for being within the vibrant East Main commercial area. When it opened in 1926, it was reported that 75,000 people visited the building during a two day open house.

219 East Main Street–see 1 South Clinton Avenue.

221 East Main Street–Vacant. (not counted)

245 East Main Street

Non-contributing due to age – Constructed 2015-16

The twenty-first century designed, three-story building of brick and glass construction is now the new home of the Rochester *Democrat and Chronicle* daily newspaper. The newspaper moved to its new headquarters in May 2016. The primary (north) façade is set at the edge of the sidewalk. It features a major block of five bays divided by narrow brick piers and faced in full glass divided into various sized square and rectangular lights. A sixth narrow bay of glass wraps around the northwest corner while a smaller block at the northeast corner features two bays faced in brick with windows divided into smaller rectangular and square lights. A similar window/brick pattern is repeated on the east and west elevations. A double glass door entrance and a single glass door entrance are located in this elevation.

275 East Main Street –Vacant. (Not counted.)

369 Main Street East--See 42-50 East Avenue.

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Elm Street (North Side)

88-94 Elm Street—Rochester Hospital Services Building/Metro Center (Rochester Gas & Electric Corp.)

Contributing—Constructed 1969

Twelve-story commercial building located at the northeast corner site with two street elevations (Elm Street façade and Atlas Street west elevation). The Elm Street elevation is three-bays wide, while the Atlas Street elevation is two-bays wide. Exterior cladding, window placement, and architectural detailing are identical on both elevations. The exterior features wide, vertical panels of brick cladding set between cast concrete pilasters. A horizontal cornice of smooth, cast concrete panels extends along the top of both elevations. Windows on the second to twelfth floors have single, rectangular, fixed-panes of glass set in aluminum frames. A square, cast concrete panel is located below each of the windows on the second to twelfth stories. The upper floors project slightly outward from street level. The first floor (street level) features a transparent façade consisting of two courses of rectangular, glass panels set in frames of dark brown aluminum. Cast concrete piers are located at the corners and along each of the two street elevations. A cast-concrete canopy with glass-clad walls (possibly an elevator shaft) is visible above the cornice on the Elm Street (south) elevation.

History: Listed as “Metro Center” in City Directories, this building originally housed several departments of the Rochester Gas & Electric Corporation, whose corporate headquarters is located nearby at 89 East Avenue.

Elm Street (South Side)

89-95 Elm Street. Parking Lot. (Not Contributing.)

Euclid Street (South Side)

45 Euclid Street—Held-Projansky Furs/Bernard Held Furs Inc.

Contributing—Constructed ca. 1920s; remodeled 1967 (Todd & Giroux, architects)

Two-story, three-bay commercial building situated on a corner lot with 1967 renovated exterior, clad with square, smooth-faced concrete panels that resemble limestone. The cornice has a narrow band of copper flashing on the north and west elevations. The north elevation has a recessed main entrance and a large steel and glass display window. A wide, metal awning projects slightly outwards above this display window. A secondary entrance is located east of the main entrance. The west elevation also has display windows and awnings, but one display window is covered with a corrugated metal door. Two similar, large plate glass windows are located on the second-story of this elevation. Secondary entrance doors are located on the first and second stories of Atlas Street along with an iron fire escape.

History: The current exterior design was completed in 1967 by Rochester architects Todd & Giroux, who received a 1968 Gannett Newspapers “Commercial Remodeling Award,” in recognition of the design’s “restraint and simplicity.” The 1967 renovation of this building was most likely a result of the construction of Midtown Plaza and the exterior modernization of the McCurdy’s department store that was adjacent to 45 Euclid Street. A 1971 photo of the building shows the awnings over the north and west display windows, similar to the current metal awnings. The building housed two furriers: Bernard Held, Inc. and Held-Projansky, Inc. that merged in the 1970s to become “Held-Projansky, Inc.”

Franklin Street (East Side)

10 Franklin Street—Monroe County Savings Bank

Contributing—Constructed 1954

Architect: Roland Yaeger

Two and one-half story brick, mid-twentieth-century Colonial Revival style building with stone detailing and wood roof balustrade; building is set at a 45-degree angle to East Main Street. Roof is clad with slate and features decorative wood gable-roof dormers, octagonal wood cupola with a square wooden base. A limestone cornice with dentil detailing extends along the west and south elevations. First-story windows are topped by a wide, limestone cornice. Windows on the second story feature decorative stone lintels and sills and paneled wood shutters. A large Palladian window on the southwest elevation is flanked by two rectangular side windows that feature nine-over-nine, double-hung wood sash. An oculus

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opening with a decorative surround and a clock inset is located above the Palladian window. A decorative wrought iron railing and two metal flagpoles project outwards from the Palladian window. Located below the Palladian window is the recessed main entrance to the building with limestone surround and metal-and-glass doors. The name *MONROE COUNTY SAVINGS BANK* is incised in the masonry lintel above the main entrance. A secondary entrance is located on the west elevation, which features a limestone surround similar in design to the one at the main entrance.

**40-46 Franklin Street–Rochester Savings Bank, NR Listed 1973 (not counted)
Constructed 1927; 1959 drive-up teller addition**

Architect: McKim, Mead & White with J. Foster Warner; Builder: John B. Pike & Son

The Rochester Savings Bank building is four stories high and V-shaped, constructed of Minnesota Kato stone. Exterior features large rounded windows framed in by pilasters and arches that are decorated with panels and inserts of Levanto and Pavanazzo marbles. The large main entrance, located at the point of the V is constructed of intricate marble and mosaic details in the Byzantine style. On the interior, the mosaic encrusted arch, pillars and decorated ceiling in the main banking room, as well as the allegorical glass mosaic on the north wall, opposite the entrance, all designed by Ezra Winter.

Liberty Pole Way (East Side)

**38-52 Liberty Pole Way (formerly 14 North Street)–Baptist Temple Building
Contributing–Constructed 1915 (NPS Register listed 1985)**

Architect: Carl R. Traver and Gordon & Kaelber

Designed in the Collegiate Gothic style with pinnacles, pointed arches and decorative tracery and is the only example of a twentieth-century Neo-Gothic skyscraper in Rochester. The twelve-story skeletal frame limestone clad structure was built to house both religious and commercial functions with first-floor church rooms with carved oak paneling and ornamental plasterwork. On the second floor, the sanctuary contains Gothic Revival style details in oak and plaster. The remaining floors, dedicated to commercial office use, have a separate entrance from the church-related space.

History: The Second Baptist Church, founded in 1834, had a previous church on this site. They built the present building that served both religious and office functions and occupied it until 1965 when the congregation relocated to Brighton.

**60-86 Liberty Pole Way (formerly 58 North Street)–Salvation Army Building
Contributing–Constructed 1940; 1955 addition**

Blond brick, three-story streamlined Moderne building situated on a corner lot, with a curved corner entrance and raised stone foundation. A simple metal marquee with name (*The Salvation Army*) tops the main entrance; same is also inscribed in the curved stone at the top of the building. A set of seven two-story windows are present on the west elevation. A mix of two-story windows, as well as separate first and second floor windows, is present on the south elevation. A 1955 two-story brick addition of slightly lower height wraps around the original building on both sides.

88-90 Liberty Pole Way. Parking Lot. (not counted.)

96 Liberty Pole Way, ca. 1900

Non-contributing due to loss of integrity

Two-story, two-bay commercial building with new façade (ca. 1995) and replacement windows throughout. Primary façade is clad in concrete, scored to resemble cut stone. Side elevations are parged. First floor storefront has been completely removed. The building has been significantly altered from its historic appearance.

100 Liberty Pole Way

Contributing–Constructed 1959

A three-story, three-bay wide, blonde brick building. The primary façade is divided into three bays (each with two modern fixed sash windows), separated by Romanesque archways on the first floor and third floor. A simple brick corbelled cornice tops the building. Building was a furniture manufacturing company with a showroom on the first floor and manufacturing space above, renovated into offices ca. 1985.

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North Chestnut Street (West Side)

105-111 North Chestnut St.—Evangelical Lutheran Church of the Reformation, NR Listed 1992 (not counted)

Constructed 1900, 1929, 1950, 1984

Architect: William J. Brocket; Builder: A. Friederich & Son

Designed in the Romanesque style, the church is sheathed in sandy grey (“iron-spatter”) brick with cast stone embellishments; stylized round-arched windows, corbel tables and stone window tracery. Rectangular in plan with two slightly recessed towers which flank the central section of the church are of differing sizes and are individually detailed. Foundation is red sandstone. A three-story, less elaborate brick parish house (1929) designed by Gordon and Kaelber is attached to the church by a small single-story brick hyphen. A new entrance on the east façade was added in 1984 and features a modern brick tower with a pyramid shaped glass roof. The addition includes a new entrance, narthex, and office area. William Brocket was the nephew of prominent nineteenth century Rochester architect A.J. Warner.

North Clinton Avenue (West Side)

5-7 North Clinton Avenue

Contributing—Constructed ca. 1870

Plain, two-part commercial block; three-story, one-bay brick building with remodeled first floor storefront and corrugated metal covering the sign band. The second and third floors are identical with a tripartite bay window spanning nearly the entire width of the façade. The original corner remains intact and is supported by decorative brackets on either end. Upper floor windows appear to be historic and feature a center, fixed sash flanked by one-over-one double-hung sash.

9-17 North Clinton Avenue—Neisner Building

Contributing—Constructed ca. 1948

Architect: Donald Q. Faragher

Two-story International style, concrete commercial building with simple, utilitarian design and virtually no ornamentation; first floor storefronts on the main façade make three separate bays with the southernmost bay retaining an original storefront with a curved display window, stone bulkhead, off-center entrance and decorative tile wall. Stone panels top the storefront. The remaining bays are altered or covered. The second floor features two sets of ribbon windows. A portion of the first floor of the north façade contains decorative tilework arranged in a simple geometric pattern.

History: This building was built on the site of the former Odd Fellows Building, a five-story Second Empire style building with a seven-story tower on the corner of Clinton Avenue and Division Streets. Current building may be the earliest International Style building in downtown Rochester.

South Clinton Avenue (West Side)

1 South Clinton Avenue—Lincoln First Tower

Contributing--Constructed ca. 1970-73

Architect: John Graham & Associates

Currently known as the Metropolitan, the building is one of the city’s tallest skyscrapers. The building is 392 feet and 27 stories, constructed as the headquarters for the Lincoln First Bank when it outgrew its offices in the Lincoln Alliance building on the property adjacent to this site. The building is unique for its series of white mullions or vertical fins that curve outward at the base. The white fins were originally covered with Carrara marble panels, but in the 1980s, the panels began to warp and loosen and were replaced with painted aluminum panels. This building was also known for its express elevators, which travel at about 1000 feet per minute. The building includes an underground concourse of shops that can be accessed directly from Main Street. A series of steps lead from East Main Street to a raised landscaped plaza located in front of the entrance to the tower. The plaza features islands of vegetation surrounded by square concrete pavers. Lamp posts line the path to the main entrance of the tower building and feature six lights encased in clear glass globes.

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South Clinton Avenue (East Side)

20 South Clinton Avenue– Windstream, former Seneca Building Non-contributing due to loss of integrity–Constructed ca. 1971; renovated 2013

Modern-style, three-story brick building; façade on South Clinton Avenue is set at the edge of the sidewalk and abuts the building to the north. It is 11 bays wide. The primary (south) façade has a four story glass enclosed tower and main entry door that opens to a brick covered plaza (40 South Clinton Avenue).

History: Constructed in the early 1970s, the Seneca Building was seven stories tall and built on the site of the former Seneca Hotel. Renovation stripped it down to the framework and four of its floors were removed. It reopened in 2013 as offices for Windstream in the first two floors.

South Avenue (East Side)

36 South Avenue–South Avenue Parking Garage Non-contributing due to age and alteration–Constructed ca. 1975

The South Avenue Parking Garage takes up nearly one block along South Avenue just south of the Hyatt Regency Hotel. A small section stretches to Stone Street. When built (mid-1970s), a helix exit ramp was located at the south end of the structure, but was removed in 2006 after part of it collapsed. The structure is grey reinforced concrete with eight levels of parking and shops and offices on the ground level. It is 14 bays wide and two bays deep and can hold 1651 automobiles.

St. Paul Street (East Side)

34 St. Paul Street–former Edwards Building, NR Listed 1984 (not counted) Constructed ca. 1912-13, 1975

Architect: Crandall & Strobel

The Edwards Building is located on the corner of St. Paul and Division Streets with three bays on St. Paul Street and eight bays facing Division Street. The building is L-shaped and extends behind the Cox Building (36-48 St. Paul Street) to Mortimer Street. The building is elaborately clad in white terra cotta with Neo-classical details, including sculptured floral detailing, a design element for which the architectural firm of Crandall & Strobel was noted. The Chicago style windows provide a sharp contrast to the elaborate classical terra-cotta detail. The predominant feature is the large projecting cornice with elaborate pilaster details. A non-historic walkway five stories above the ground level extends across Division Street from the Edwards Building to 150 Main Street, which was originally the E.W. Edwards department store. These two buildings formed the Edwards department store complex.

36-48 St. Paul Street–Cox Building, NR Listed 1984 (not counted) Constructed ca. 1888-89

The Cox Building is a seven-story brick and brownstone structure of masonry load-bearing construction. It is characterized by fine Romanesque style carved detailing, large stone arches and a blind arcade of windows on the top floor. It is seven stories in height and eight bays wide, although it was originally much wider. One-third of the building was destroyed in the Great Sibley Fire of 1904 and the Edwards Building was erected in that space. A clue that the building extended further south can be seen on the fifth and seventh floors where the rounded arched window openings appear to be cut off. The upper floors were recently converted to loft apartments.

History: Sibley, Lindsay & Curr Company built the Cox Building adjacent to their Main Street store for warehouse and wholesale space. It also housed the Cox Shoe Company.

Stone Street (West Side)

49 Stone Street–Hart & Vick, Inc./Continental School of Beauty Contributing–Constructed ca. 1918

The primary (east) façade is two stories with four bays divided by narrow brick piers, accented with diamond shaped tiles at the corners of the window openings. The first floor window openings are plate glass and take up the entire width of the

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bay. The original window openings on the second level feature stone sills that have been infilled with what appears to be painted plywood and smaller, vertical shaped single pane windows. This same window pattern and style are repeated on the north elevation, which is adjacent to a parking garage. A narrow alleyway leads to the four story rear of the building.

History: Originally, the building housed Hart & Vick, Inc., a seed store at 49 Stone Street and George B. Hart, Inc., a wholesale florist at 47 Ely Street. George Hart founded the wholesale firm in 1906 and was one of the founders of the seed firm in 1918. The building was sold in 1963 to F.H. Loeffler Company, a wholesale beauty and barber supply firm and in 1964 became the location of Continental School of Beauty Culture, Ltd. The third floor of the building was used as a dormitory for students at the school.

**55-63 Stone Street-Rochester Telephone Company
Contributing-Constructed 1945-46, ca. 1960s additions
Architect: Kaelber & Waasdorp**

The center and base of the primary façade of this four story building is divided into six bays of double hung windows, arranged in a single/double/double pattern with a center bay and the base clad in squares of granite. While the north elevation shares part of a wall with Stone Street, the exposed portion of that elevation and the west elevation are brick. The wall of the south elevation is stucco and covered in ivy, which serves as a backdrop for the adjacent Cornerstone Park, a gift to the city of Rochester from Rochester Telephone Company in 1977. Rochester Telephone changed its name to Frontier Corporation in 1995.

Returned

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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.

Areas of Significance

(Enter categories from instructions.)

Community Planning/Development

Architecture

Period of Significance

Ca. 1866-1973

Significant Dates

Ca. 1866, 1905, 1962, 1973

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.

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Gordon & Kaelber; Thompson, Homes & R. R. Converse;

William J. Brocket; Donald Q. Faragher; John Graham

& Associates; Bragdon & Hillman; James G. Cutler;

J. Warren Cutler; William F. Cann; McKim, Mead & White;

J. Foster Warner; Carl Traver; James Johnson; Gordon &

Madden; Crandall & Strobel; Kaelber & Waasdorp

Period of Significance (justification)

The period begins with earliest planning and development of the retail district (ca. 1866) and ends with the opening of the Lincoln First Tower (1973), signifying the continued intentional planning of the nominated district as an important commercial and retail area of the city.

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 East Main Street Downtown Historic District is significant in the area of community planning and development as an intact downtown area of a mix of buildings that together illustrate the growth and development of Rochester's east side historic commercial and retail center. Because of the district's location in the central core of the city, local business leaders recognized the area's potential as the primary commercial and retail area on the east side of the Genesee River. The planning of this area began in the mid-nineteenth century and continued well into the twentieth century, as the city and the business community constantly reshaped the area to keep up with commercial trends. The period of significance (ca. 1866-1973) reflects this, beginning with the construction of the oldest buildings in the district built to take advantage of the district's location, and continues through 1973 with the construction of one of the iconic twentieth-century buildings in the district, the Lincoln First Tower (1973). These buildings represent the changes in Rochester's east side downtown, as it transformed from a mixture of residential and commercial buildings into a vibrant center for retail, entertainment and commerce in the nineteenth and early twentieth centuries. The nominated district also represents Rochester business leaders' responses to post-World War II challenges from suburban development that created competition to the urban retail core. The commercial district contained the site of Midtown Plaza, generally believed to be the first indoor shopping mall constructed in a downtown urban area. The plaza was recently demolished; however, the spirit that engendered in the development of Midtown Plaza is reflected in other changes to the district in the same period, including construction of the Security Trust building (1963) and the remodeling of the Rindford Building (1968).

As the city continued to expand through the twentieth century, leaders worked to adapt the downtown area to accommodate change and ensure its survival. The result was that while some older buildings were lost to new construction, others were updated with the goal of retaining the city center's importance as the commercial, retail and entertainment core of Rochester, making the nominated district significant for its range of architecture. Buildings in the district represent a wide range of time periods, styles and types of construction, ranging from post-Civil War two-part masonry buildings to sleek steel and glass multi-story buildings of the mid-twentieth century. Construction also responded to new developments in technology, incorporating the latest technological advances, such as gravity-fed mail chutes, fireproof building materials (steel, glass, concrete) and elevators. Adding to the architectural integrity of the East Main Street Downtown Historic District is the fact that several of the buildings were designed by nationally known architects such as McKim, Mead and White (Lincoln Alliance Building) and William F. Cann (Security Trust).

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

Historical Context

After the American War for Independence, large portions of western lands were being looked at for expansion and settlement. After settling claims with the Native American inhabitants, the rights to purchase and sell lands in Western New York were granted to two New England investors, Oliver Phelps and Nathaniel Gorham. They later sold the rights for the westernmost portion of the state to another company, keeping the rights to 2.6 million acres between the Genesee River and Seneca Lake, bounded by Lake Ontario on the north and the Pennsylvania state line on the south. Known as the Phelps and Gorham Purchase, the land included the Genesee country of New York State, part of which was divided into Monroe County in 1821. The purchase opened the area for the rapid development of the lower Genesee River, and one of the first to settle there was Ebenezer Allen. His lands amounted to 100 acres near the falls of the Genesee River, where, in 1789, Allen built a grist mill and saw mill just west of what was then the Upper Falls. Allen's mills failed and he abandoned the location a few years later.

In 1803, the title to the 100-acre Allen tract was acquired by three land speculators from Hagerstown, Maryland: Colonel Nathaniel Rochester, William Fitzhugh and Major Charles Carroll. Rochester was the only one of the three to settle in the area. When he moved to the area in 1811, Rochester noted that other tracts of land surrounding his were rapidly being developed and a bridge was being built over the Genesee River from the east. Rochester set out to establish a village that would compete with these other tracts. He mapped out his principal streets to extend west from the bridge over the Genesee and named it Buffalo Street to assure migrants that his settlement was not the last outpost on the frontier. To promote quick settlement of his tract, Rochester sold quarter-acre lots along the two principal streets (Buffalo and Carroll) for \$50. Lots on the back streets sold for \$30. Rochester also required that after purchase, lots be developed within one year or the title would revert back to him. He reserved lots on a projected mill raceway and a central square for a courthouse. Enos Stone, a settler on the east bank, initiated the bridge project and was a potential rival to Rochester, who invited him to act as agent for the sale of town lots, giving him an interest in the settlement and ending any potential competition.

Colonel Rochester named his settlement Rochesterville, chartered in 1817 with 700 residents and 655 acres, on the Genesee River's west bank. That same year, Elisha Johnson took over the development of Enos Stone's tract on the east bank and drew out the first street plans for land on the east side of the Genesee River. Some of the streets in the nominated East Main Street Downtown Historic District were established at that time: Main, Mortimer, Stone and Clinton Streets and East Avenue (originally called the Road to Pittsford). Johnson's Main Street led to the Main Street Bridge, originally constructed in 1811, which lined up with Colonel Rochester's Buffalo Street (later renamed Main Street) on the west side of the river.

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When Monroe County was established in 1821, land on both sides of the river became part of the village of Rochesterville that quickly surpassed other nearby villages as the most important settlement in the area. Other speculative settlements on the river, such as Carthage, McCrackenville and Frankfort, were eventually absorbed by Rochesterville with the formation of the county. The new county was 607 square miles on both sides of the Genesee River with 27,000 residents and a new county courthouse was built on Rochester's land.

Construction of the Erie Canal had an enormous impact on the growth of the village of Rochesterville. An aqueduct carried the canal over the Genesee River and after the canal opened in 1825, Rochesterville became a boomtown with a population of 5,273. In April 1834, a charter incorporating the village as the city of Rochester was approved by the New York State legislature, greatly expanding the area it encompassed to 4,819 acres on both sides of the river. The city population was 12,252, and the first city directory was published that same year.

As the city prospered in the mid nineteenth century, commercial activities concentrated along the Main Street area on both sides of the river and the small-scale building type associated with the earlier village were replaced by larger, taller structures used for commercial purposes. Like the businesses, the earliest industries also located along the river banks, the canal and on nearby streets. Residential buildings filled the areas adjacent to stores and offices, but as industry moved into an area, residential development moved out. Constructed in 1857, the limestone arched Main Street Bridge (NR listed 1984) was the fourth bridge to connect both sides of Main Street. Outside of the nominated district, it is important to note that both sides of the Main Street Bridge roadway were lined with buildings. After the Civil War, downtown building space was at a premium resulting in construction along the bridge, which obscured the view of the Genesee River until 1965, when the buildings were demolished and the bridge was rehabilitated.

While several frame and masonry religious properties existed in the nominated district in the early years of Rochester, these were gradually replaced by commercial buildings and today only two religious buildings remain. The Romanesque Revival style Evangelical Lutheran Church of the Reformation (NR listed 1992), designed by William Brockett in 1900, was constructed of soft, sandy grey brick. Brockett was a partner and nephew of prominent Rochester architect, A. J. Warner. It was the second structure built on the site by the congregation, which was founded in 1872. The second religious property in the nominated district, the Baptist Temple Building (1925, 38-52 Liberty Pole Way/formerly 14 North Street), was built with a dual purpose. It replaced an earlier Richardsonian Romanesque Revival building (1888) that was demolished in 1924 to make way for the new building. Its unusual design was a combination of an ecclesiastical English Collegiate Gothic house of worship and less detailed 14-story office building, designed by the Rochester firm of Gordon and Kaelber. The building clearly defined the separation of the two functions in the design through the use of stone in the ground level portions and brick in the eleven stories in the office building segment, underscoring the importance of the East Main Street area as a business center.

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The second half of the nineteenth and early twentieth centuries brought great physical change to Rochester's Main Street. Prior to the Civil War and through the war years, Rochester processed tremendous amounts of wheat in its mills along the Genesee River and adjacent raceways, but by the end of the Civil War, competition from the Midwest created a decline in flour milling, which was offset in Rochester by the appearance of new industries such as iron, textiles and horticulture. At the same time, industry relocated from the city center to along railroad lines in the outlying areas, mostly in the east and west ends of the city. As industry moved out, new commercial buildings replaced the wharves, mills and early nineteenth century canal structures. By the turn-of-the-twentieth century, the character of downtown transformed from a low-scale market/industrial area to a financial, legal, commercial and retail center with large, two-to-four story masonry office buildings and department stores that often occupied an entire city block.

Shortly after the end of the Civil War, the East Main Street area saw the construction of large multi-use buildings that housed commercial establishments and other businesses. The buildings were later joined by a new trend in retail, the department store, with the first being the Sibley, Lindsay and Curr Company, founded in 1868 as the largest retail concern between New York and Chicago. The store's success required that a newer, larger building be constructed on East Main Street in 1904. Other department stores and retail establishments began to cluster around Sibley's location on East Main Street, which continued well into the twentieth century. These buildings included the Cox Building (1888), the Granite Building (1893), the Edwards Building (ca. 1912-1913), and the National Clothing Building (1924) and were largely high style, architect designed buildings with period features reflecting the popular Romanesque Revival, Renaissance Revival, Neoclassical and Italianate styles.

Use of fireproof materials such as stone, iron and glass allowed the construction of these large, architect designed buildings that were often highly ornamented, showing the influence of the *École des Beaux Arts* in Paris. A number of American architects trained at the school in the nineteenth century and brought its influence back to America where it can still be seen in cities like Rochester. The best example of the Beaux Arts influence in the district was by the Sibley Block (316-350 East Main Street), built ca. 1870 for Western Union Telegraph Company president Hiram Sibley. The architect was John R. Church and who learned the trade as a builder. His Sibley Block dominated East Main Street for most of the late nineteenth century. It was a four-story, brick office and retail building with two imposing, two-story, Second Empire style pavilions with mansard roofs at the center and eastern end of the building. It was nearly destroyed by fire in 1892 and rebuilt. In 1924, the building was sold and the name was changed to the Taylor Building. The Rochester architectural firm of Gordon & Madden (who had offices in the building) renovated the building, expanding it to a five full stories, removing the mansard roof and pavilions and updating it with Neoclassical details and cast-stone trim. Only the two-story, rear (north) section of the building, along Achilles Street retains its late-nineteenth-century brick cladding, second-story symmetrical fenestration, and first-story openings (now in-filled with concrete block).

Other architect-designed projects were the Granite Building, Sibley, Lindsay & Curr store and National Clothing Building, all designed by architect J. Foster Warner (1859-1937). He was the son of prominent Rochester architect A. J. Warner (1833-1910) and trained with his father, later opening his own practice in 1889. Together, the Warners dominated the

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architectural scene in Rochester for nearly 90 years (1847-1937) with a total of six of their designs being in the nominated district, one being the Edwards Building (ca. 1912), another major department store on East Main Street. In addition to these buildings, J. Foster Warner provided local assistance to other architects for buildings in the nominated district, including McKim, Mead & White's Rochester Savings Bank (1927) and Lincoln Alliance Building (1926). While many local architects specialized in a particular style or building type, the Warners were known for their distinctive designs, described as an amalgam of fine proportions, building materials, craftsmanship, style and siting. Their extensive scope of work left an impact on the architectural character of Rochester that has yet to be matched. The Warners' practice extended to buildings outside of Rochester and included the Erie County Municipal Building in Buffalo (1871), Corning City Hall (1893; NR listed 1974) and the renovation of the Ontario County Court House, Canandaigua (1910; NR listed 1973).

By 1900, Rochester had an identifiable downtown, divided into east and west by the Genesee River. Most of the government and financial buildings were located on the west side and more retail buildings were found in the east side. East Main Street was characterized by department stores and adjacent streets with retail related businesses. One of these was the garment trade, the only true industry to remain downtown in the early twentieth century, much of it concentrated just northwest of the nominated district (St. Paul/North Water Streets) on the east side of the Genesee River. The garment district was characterized by seven- and eight-story masonry and cast-iron manufacturing and commercial buildings. The Cox Building (1888), 48 St. Paul Street, connected the nominated district with what was the historic garment district. The Cox Building was constructed in two sections: the Mortimer Street section was the Cox Shoe factory and the St. Paul section contained the wholesale business and manufacturing divisions of the Sibley, Lindsay & Curr Company Department Store. The seven-story Romanesque Revival style brick and Medina sandstone building occupied the entire block between Division and Mortimer Streets until 1904, when the southern third of the building was destroyed by fire, leaving the northern section as its sole survivor.

Attracted by the retail establishments, hotels, theaters and, later, motion picture houses were interspersed along the edges of the nominated district as well, capitalizing on the number of shoppers and visitors to the area. None of the theaters are extant, but the Hotel Cadillac at 45 Chestnut Street still represents the travel and entertainment facet of the nominated district's history. Built in the early 1920s, the eight-story Neoclassical style building had its ground level updated in the 1940s with round-edged windows, sleek colored glass and a shiny aluminum sign and awning.

Rochester experienced a building boom in the 1920s, which slowed down significantly during the Great Depression and the 1940s as resources were directed to the war effort. After the World War II and throughout the mid-1970s, the accelerated pace of building and new forms of architecture changed the face of Rochester and cities across the country. During the 1950s and 1960s, America achieved a position of leadership in the world economy, thanks to a postwar economic boom. Many companies successfully marketed new products, enlarged factories or built satellite facilities, many on the outskirts of the city or in suburban areas, as was done in Rochester. With the return to prosperity, the character of the district gradually changed from predominantly retail to business/commercial, as several privately funded projects were built in the nominated district. These were large, soaring, architect-designed skyscrapers that displayed the success of the

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clients, many of them major corporations. The office skyscraper became the symbol of the new age of revived and expanded capitalism. The pre-war influx of European architects, especially from the Bauhaus, had the greatest impact on architecture and planning in the post-war years by influencing a new generation of architects toward modern, more function driven designs and away from the historicism of the nineteenth and early twentieth century. Older styles were replaced by the abstracted classicism of the International Style and newer forms, which called for sleek glass and steel structures with limited ornamentation, following the watchword "less is more."¹

Until 1945, Rochester's downtown saw little construction of significant buildings of any type with one notable exception, the Salvation Army Citadel, an Art Moderne building constructed in 1940 with a curved corner entrance and streamlined buttresses (58 North Street, now 60 Liberty Pole Way). Even with construction activity limited during World War II, Rochester reduced its level of debt, placing it in a healthy financial position for postwar urban improvement projects that were bolstered by the expansion of the city's industrial base and considerable growth in manufacturing and research. Despite this promising outlook and the boom of construction in the nominated district, the post-war period brought a decline in downtown retailing, due in large part to the growth of the suburbs. The construction of the Inner Loop, a high-speed divided highway, eased traffic congestion for workers but did little to accommodate the needs of shoppers. Suburban shopping malls offered what the downtown lacked, namely, plenty of parking in a convenient location. Downtown merchants lobbied for improved bus service and timed shorts to attract more shoppers by offering "good neighbor days" with coordinated sales. Merchants used the new roadways to their advantage as places for billboards reminding motorists (and potential customers) that the downtown offered the largest variety of shops and stores in one location.²

Downtown merchants also improved the look of the downtown retail/commercial core with new buildings and updates to older ones. In 1948, a new two-story Neisner building was built on North Canton, just north of East Main Street that was influenced by the International Style, with its clean rectangular lines, sleek tile surfaces and ribbon windows. The older Neisner's department store on East Main Street went through a major façade update in 1950, when the upper six floors of windows were infilled with a decorative brick grid pattern between full-height decorative stone sections, also in an intricate grid design. Other stores soon followed, partially covering facades with metal or glass paneling. The building at 224-226 East Main Street used the latest trend in marketing by using its curved corner for a large, painted advertisement between the entrance and the top cornice, and later used the same corner to wrap the entire upper portion in a billboard for the local brewery. The corner featured a female figure holding a tray with the product standing over a clock. With new trends occurring throughout East Main Street, the board of the Monroe County Savings Bank (1954) at 310 East Main Street, opted for a Colonial looking building, using the more familiar form to convey tradition, stability and security for their clients.

¹Francis R. Kowsky and Martin Wachadlo, *Cultural Resource Survey of Recent Past Buildings and Designed Landscapes within the Inner Loop Area of Rochester, New York, 1940-1975*, 2009 , 24-25.

²Karen McCally, "The Life and Times of Midtown Plaza," *Rochester History*, vol. LXIX, no. 1 (Spring 2007), 3.

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Advertising at 224-226 East Main Street, ca. 1960.

In the early 1950s, East Main Street's merchants tried but failed to stem the tide of retail leaving the central core for the suburbs. Even though plans for Rochester's Inner Loop included new municipal parking garages, traffic and parking remained a problem. Owners of two of the major department stores, McCurdy's and Forman's, lobbied the city for additional parking in the East Main retail corridor, but they were disappointed when the city proposed a parking garage limited to only 500 spaces. Seeing this as clearly inadequate, they decided to take matters into their own hands. Gilbert and Gordon McCurdy and Maurice and Fred Forman began planning for a downtown indoor shopping mall with their stores as anchors (McCurdy's and Forman's department stores) and a much larger parking garage. They hired Victor Gruen (1903-1980), one of the best known designers of urban spaces in the country, to design their "plaza." Gruen's plans for the project went beyond mere retail shops or large department stores to include office and residential spaces arranged for walkability, which he explained as "enabling the residential or commercial population to move without the hazards and

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unpleasant by-products of vehicular traffic.”³ His vision for the project was based on the concept the European plaza, such as the Piazza San Marco in Venice, where one could experience the surroundings, relax and enjoy art, or what he called “restfulness and serenity.”⁴ The seven-acre site on the south side of East Main Street included an enclosed, climate controlled space with access to the McCurdy and Forman department stores, an office building, hotel, and restaurants. The plaza included benches located amongst potted plants/trees, sculptures, and fountains. The heart of the plaza was a sculptural clock known as the Clock of the Nations depicting twelve nations with cylinders of animated marionette scenes that opened to perform on the hour and half-hour.

Planning for the project began in 1956, during which the McCurdys and Formans created the Midtown Holdings Corporation to quietly begin buying up seventeen properties in the targeted area. Rumors began to circulate about the project and once the city approved it in 1958, the project became public. Prices on the last remaining properties soared and some of the owners refused to sell, delaying site clearing and initial construction until 1959 as the holding corporation finished negotiations to secure the rest of the needed land. The plaza opened in April 1962 with two levels for 40 retail spaces, a post office, barber shop, playground for children and hotel/office building in Midtown Tower at its south end. All were accessible via escalators from an underground parking garage that contained 2,000 parking spaces. Hailed as a successful “urban renewal” project, Midtown Plaza was actually privately funded and only the parking garage was constructed with government funds, in this case, from the city of Rochester. According to historian Blake McKelvey, Midtown Plaza was hailed as “the largest enclosed shopping space in America...It was easily the single largest private investment in America’s downtown retailing since World War II when advocates hoped the construction would spur similar projects in other American Cities.”⁵ Articles appeared in other than newspapers describing the mall in detail and the objectives for the project. The *Buffalo Courier Express* quoted one of the McCurdys as stating that “We’re looking for the stabilization and resurgence of downtown business and the effect this will have on our already large downtown investments.”⁶

³Walter Stern, “Aid to Pedestrian Held Cities’ Hope: Planner Sees a Solution to Urban Ills in Separation of Traffic & Business,” *New York Times*, 26 June 1957, 33.

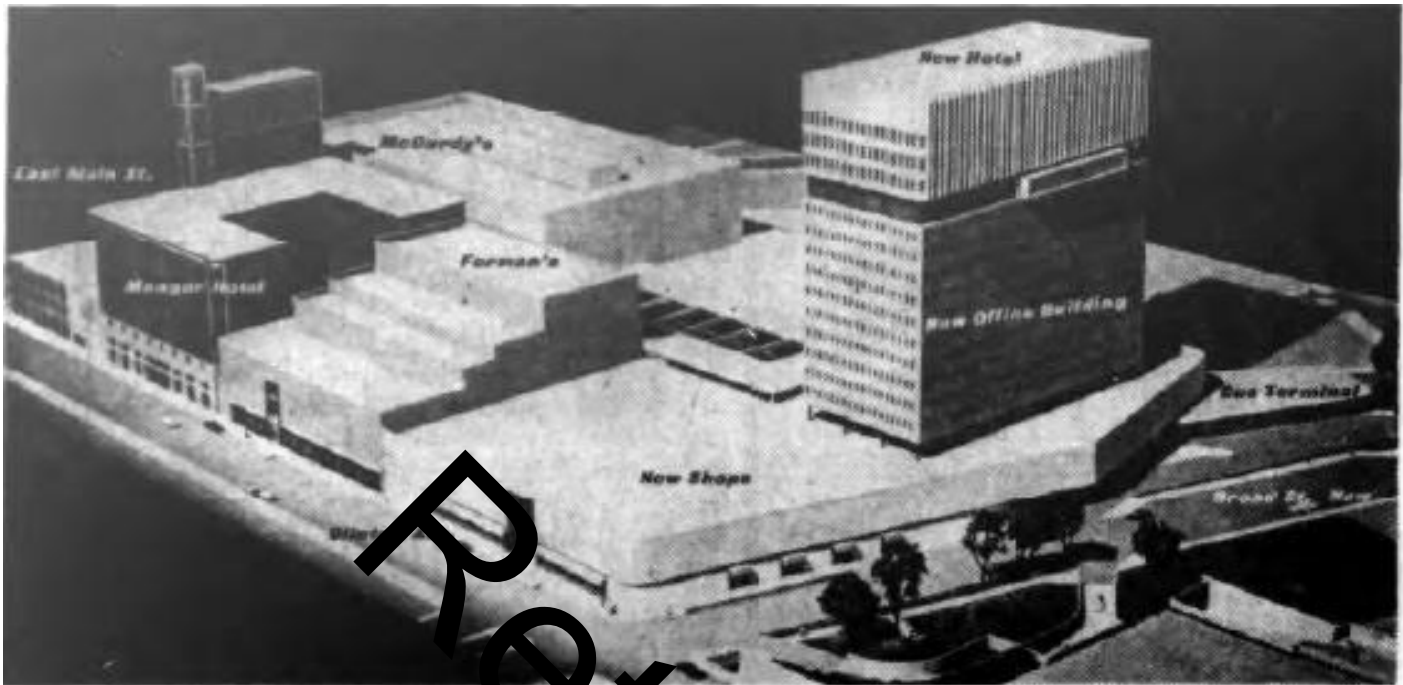
⁴ McCalley, 10.

⁵Blake McKelvey, *Rochester on the Genesee, the Growth of a City*, (Syracuse, NY: Syracuse University Press, 1993), 246.

⁶William Marcus, “Rochester Plaza Plans Laid in '56,” *Buffalo Courier Express*, 5 June 1961, 30.

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Model of Midtown Plaza project, 1961.

Midtown Plaza had an immediate impact on the south side of East Main Street by attracting corporate clients and real estate developers to invest in the construction of new buildings in downtown Rochester, near or adjacent to Midtown. One of the first was the Security Trust Bank (1962-1964), located east of the plaza and designed to enhance the clients' and the workers' experience by offering a small plaza with landscaping and buildings with large windows in the bank wing. Described in the local paper, the building's windows were "tall, 20 feet or more, allowing plenty of light into the main floor." One of the bank's vice presidents was quoted as saying that "It's the idea of a bank's being accessible...Banks used to be like closed temples of commerce, marble and heavy as if trying to impress their customers with their solidarity."⁷

Security Trust's first building on East Main Street was one of the solid temple-like buildings, of stone with columns. The design for the new building was completely different, following a modernist form of a multi-story office building with a single story bank with a glass façade looking onto a garden. Designed by William F. Cann (1916-1983), the building's design included a main office tower over the plaza, resting on mushroom-like supports. East and west elevations were alternating columns of narrow windows and stone panels topped with a stylized crenelated roof. Attached to the south was a taller brick tower, all dwarfing the one-story banking portion. Cann was known for his innovative designs, among them being the glass and pyramid shaped Jamaica Savings Bank in Elmhurst/Queens, built after the Security Trust Bank in Rochester. Cann was associated with the Bank Building and Equipment Corporation of America, located in St. Louis, Missouri, but he maintained an office in Manhattan. Cann retired from the firm in 1976.

⁷Bob Houghtaling, "...And the People Can See in," *Democrat and Chronicle Magazine*, 4 February 1968, 1M.

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Even more impressive was the Lincoln Tower and Plaza (1970-73), west of Midtown Plaza and Security Trust. This new type of skyscraper was cubic, unornamented, flat roofed and much different from the skyscrapers of the pre-war era. The soaring tower was designed by John Graham & Company from Seattle, famous for the Seattle Space Needle, built for the 1962 World's Fair. The Lincoln Tower accentuated the vertical dimension with a series of white mullions that soared from an outward flaring ground level to the top. The white mullions were originally Carrara marble; however, warping required replacement with a more flexible material. In the 1980s, the marble was replaced with aluminum.

An ornamental urban landscape was also part of modernist vision for the Lincoln Tower. An elevated, landscaped plaza was located between the sidewalk and tower, accessible by steps, which accentuated the tower's height. Symbolically, it added prestige to the gleaming new corporate headquarters and humanized the austere architecture of the International style by providing relaxing gathering spaces that were much needed in the East Main Street area. Prior to the Lincoln Tower plaza, the Rochester Urban Renewal Commission planned for a small park suitable for public gatherings. In 1964, the commission sponsored a competition for the design of a liberty pole monument and park to be built at the intersection of Main and Franklin Streets that had recently been cleared of small, older retail buildings. Rochester architect James H. Johnson won the competition with his design for a slender, steel pole with a series of cables providing a sculptural element as well as support. Liberty Pole Plaza remains as one of his provocative modern designs, along with St. John the Evangelist Church in Greece, Temple Sinai in Brighton, and the Mushroom House in Perinton. The plaza also remains as a focal point and public gathering place in the nominated district.

Conclusion/Summary

When first settled in the early nineteenth century, the area surrounding Rochester, known as the Genesee River Valley, was largely rich farmland. Initial settlement of Rochester occurred naturally along the riverbanks, gradually radiating to the east and west as the city grew. The architectural character of early Rochester contained building types generally associated with burgeoning, self-contained settlements: residences, mills, churches, schools, commercial and civic buildings.⁸ In the mid-nineteenth century, the commercial core of the city of Rochester was characterized by densely populated urban streets with rows of similarly scaled commercial structures. Civic and religious buildings were also a part of the streetscapes in a commercial core that was divided into east and west along the Genesee River. The central business district was still an area of dense urban streetscapes. Buildings of varying scale, style and ornamentation co-existed in uninterrupted rhythmic patterns which reflected the growth and prosperity of Rochester. In general, the district's architectural character remained unchanged until post-World War II when America's new-found economic prosperity brought new attitudes and design trends that had a dramatic effect on the downtown.

Beginning in the 1950s and 1960s, planners and designers across the country were remaking the very fabric of the urban core, demolishing large portions of historic and densely built downtown sections to accommodate the construction of large corporate buildings. This coincided with the postwar development of the residential suburb and suburban shopping mall,

⁸ *Inner Loop Multiple Resource Area, Section 7.*

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capitalizing on the rise of consumerism, a powerful economic and social force that led to new forms of shopping.⁹ All of these factors combined to push retail businesses, large and small, out of America's downtowns.¹⁰ In an attempt to counter the lure of suburban shopping malls, planners proposed building new shopping centers in urban centers with one of the first being Rochester's Midtown Plaza. Construction began in 1959 and Midtown Plaza became a major presence on East Main Street and the main catalyst for the revitalization of the area as the central business district. Midtown Plaza was intended to promote retail growth, but the East Main Street corridor gradually changed from a place in the city where people shopped to where they worked, as more corporate headquarters and office buildings were built.

As a privately funded venture, Midtown Plaza embraced the same goals and methods of the urban renewal era with large-scale clearance of significant downtown space, aimed at reversing decline, and replacing the old with new, modern buildings that would attract the attention of planners and architects world-wide. Unfortunately, the plaza never achieved the goals set by the architect and planners and was troubled by crime, resulting in a steady decline of shoppers and tenants. By 2006, the plaza was empty and slated for demolition. The only extant reminders of the plaza project are the extensively remodeled the Midtown Tower (Tower 80), the underground parking garage (also renovated) and the Clock of Nations, which is presently located at the airport.

In spite of the loss of Midtown Plaza, the East Main Street Downtown Historic District has a long tradition of building and rebuilding as a way to revitalize an important part of the city. Revitalization efforts continue, targeting Rochester's downtown central business corridor with new tools such as tax breaks for rehabilitating historic buildings. One recent example was rehabilitating the former National Clothing Company building into a much needed hotel. The city of Rochester has restored some of the street pattern that existed before Midtown Plaza was constructed and is continuing to encourage redevelopment of the area through a balance of new construction and retaining the extant historic buildings. The East Main Street Downtown Historic District is an excellent example of the how merchants, business owners and developers responded over the years to tensions experienced by urban cores, adapting to changing economies, while meeting the needs of the local citizens. The older buildings in the north side of the district trace its beginnings, providing a dramatic contrast to the south side with its willingness to embrace new types of buildings and designs for the city center.

⁹ Ibid, 11-12.

¹⁰ Ibid, 38-39.

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East Main Street Downtown Historic District
Name of Property

Monroe County, NY
County and State

_____. "The Physical Growth of Rochester." *Rochester History Journal* 13 (October 1951).

_____. *Rochester on the Genesee, The Growth of a City*. Syracuse, NY: Syracuse University Press, 1993.

Sharp, Brian. "Jazz Festival highlights downtown Rochester revival," *Democrat and Chronicle*, Rochester, NY.
<http://www.democratandchronicle.com/story/news/2016/06/28/rochester-downtown-revival-jazz-festival/8643>.

_____. "Unlocking downtown's future by saving its past," *Democrat and Chronicle*. Rochester, NY. June 5, 2016, 1E, 4E.

Stern, Walter. "Aid to Pedestrian Held Cities' Hope: Planner Sees a Solution to Urban Ills in Separation of Traffic & Business." *New York Times*, 26 June 1957.

U.S. Department of the Interior, National Park Service. "Historic Preservation Certification Application: Sibley, Lindsay & Curr Building, Rochester, NY," 1984.

_____. "National Register of Historic Places Inventory-Nomination Form: Rochester Savings Bank," March, 1972.

_____. "National Register of Historic Places Registration Form: Inner Loop Multiple Resource Area, Rochester, NY," October, 1984.

_____. "National Register of Historic Places Registration Form: Inner Loop Multiple Resource Area: Department Store Thematic Group, Rochester, NY," October, 1984.

Others:

- City of Rochester Sanborn Maps (years)
- City of Rochester City Directories (years)
- City of Rochester Plat Maps (years)
- Historic Photographs from the Rochester Images Collection of the Monroe County Library System

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: Landmark Society of WNY (Rochester)

Historic Resources Survey Number (if assigned): _____

East Main Street Downtown Historic District
Name of Property

Monroe County, NY
County and State

10. Geographical Data

Acreeage of Property ±34.09 acres
(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1	<u>18N</u> Zone	<u>288389</u> Easting	<u>4781792</u> Northing	3	<u>18N</u> Zone	<u>288423</u> Easting	<u>4781607</u> Northing
2	<u>18N</u> Zone	<u>288416</u> Easting	<u>4781634</u> Northing	4	<u>18N</u> Zone	<u>288346</u> Easting	<u>4781383</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 district extends north and south from East Main Street to include the most contiguous collection of historic resources buildings that retain integrity and reflect the common history of the district.

11. Form Prepared By

name/title Gina DiBella, Cynthia Howk & Caitlin Meives (edited by Virginia L. Bartos, Ph.D., NYS OPRHP)
organization Landmark Society of Wester New York date 22 September 2016
street & number 133 South Fitzhugh St telephone (585) 546-7029
city or town Rochester state NY zip code 14608
e-mail CMeives@landmarksociety.org; chowk@landmarksociety.org; gina.dibella@gmail.com

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:

East Main Street Downtown Historic District
Name of Property

Monroe County, NY
County and State

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: East Main Street Downtown Historic District

City or Vicinity: Rochester

County: Monroe State: New York

Photographer: Gina DiBella

Date Photographed: 13 July 2016

Description of Photograph(s) and number:

- 0001 of 0042: East Main and South Avenue looking northeast.
0002 of 0042: Cox and Edwards Buildings, view looking northeast from St. Paul St.
0003 of 0042: Granite Building, northeast corner of East Main & St. Paul, looking northeast.
0004 of 0042: Cox Building, 36-48 St. Paul Street, view looking southeast.
0005 of 0042: Looking southeast along South Ave. from East Main showing noncontributing hotel and parking garage.
0006 of 0042: Former National Clothing Co., 155-159 East Main Street, view looking southwest.
0007 of 0042: Lincoln Alliance Building, 111-117 East Main Street, view looking southeast.
0008 of 0042: Lincoln First Tower & plaza, view from East Main Street looking southwest.
0009 of 0042: View from Lincoln First Plaza, looking northeast toward East Main Street and Clinton Ave.
0010 of 0042: Former Rochester Telephone Building looking northwest from Stone Street.
0011 of 0042: 49 Stone Street, view looking northwest.
0012 of 0042: 176 through 280 East Main Street (north side) view looking northeast.
0013 of 0042: West side of North Clinton Street between Monroer and East Main streets, looking southwest.
0014 of 0042: View looking west from Elm Street and Andrew Langdon Way.
0015 of 0042: Looking east toward Atlas Street from Elm St. and South Clinton Ave..
0016 of 0042: East side of Atlas Street, view looking southeast.
0017 of 0042: 6 Atlas Street, view looking east.
0018 of 0042: View looking northeast from Elm Street and South Clinton Ave..
0019 of 0042: Liberty Pole, viewed from 282-286 East Main Street looking north.
0020 of 0042: Sibley, Lindsey & Curr building viewed looking north east from Euclid and East Main Streets.
0021 of 0042: Looking northeast at Sibley, Lindsey & Curr from Euclid.
0022 of 0042: Intersection of East Main, East Ave. and Franklin Streets, looking southeast. Former Security Trust on right.
0023 of 0042: Bank section and plaza of former Security Trust Buildings, view looking south.
0024 of 0042: Hexagonal supports of former Security Trust building, looking toward East Avenue.
0025 of 0042: South side of East Avenue, looking west toward Stillson and East Main streets.
0026 of 0042: Sibley Triangle Building, 20-30 East Avenue, view looking southeast.
0027 of 0042: Cutler Building, 42 East Avenue, view looking northeast.
0028 of 0042: Neisner Brother's Office Building, 49-57 East Avenue, view looking southwest.
0029 of 0042: Looking west along East Main Street from Chestnut Street.
0030 of 0042: Sibley/Taylor Block, 316-350 East Main St., view looking northwest.
0031 of 0042: Former Monroe County Savings Bank, 10 Franklin St, view looking northeast.
0032 of 0042: Former Rochester Savings Bank, viewed looking north from Franklin and Liberty Pole Way.
0033 of 0042: Drive-thru teller, north end of Rochester Savings Bank, view looking east.
0034 of 0042: Baptist Temple Building, viewed from East Main and Franklin, view looking northeast.
0035 of 0042: Salvation Army Building, 60-86 Liberty Pole Way, view looking northwest.
0036 of 0042: Looking southwest from 96 Liberty Pole Way.
0037 of 0042: Looking west from 100 Liberty Pole Way.
0038 of 0042: Evangelical Lutheran Church of the Reformation, 105-111 North Chestnut St., view looking south.
0039 of 0042: West side of Chestnut Street, view looking southwest from Euclid St.
0040 of 0042: Former Yawman and Erbe Building, 41 Chestnut Street, view looking west.

East Main Street Downtown Historic District
Name of Property

Monroe County, NY
County and State

0041 of 0042: Hotel Cadillac, 45-51 Chestnut Street, view looking northwest from Elm St.
0042 of 0042: West elevation of Richford Building, 65-67 Chestnut Street, view looking west.

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.

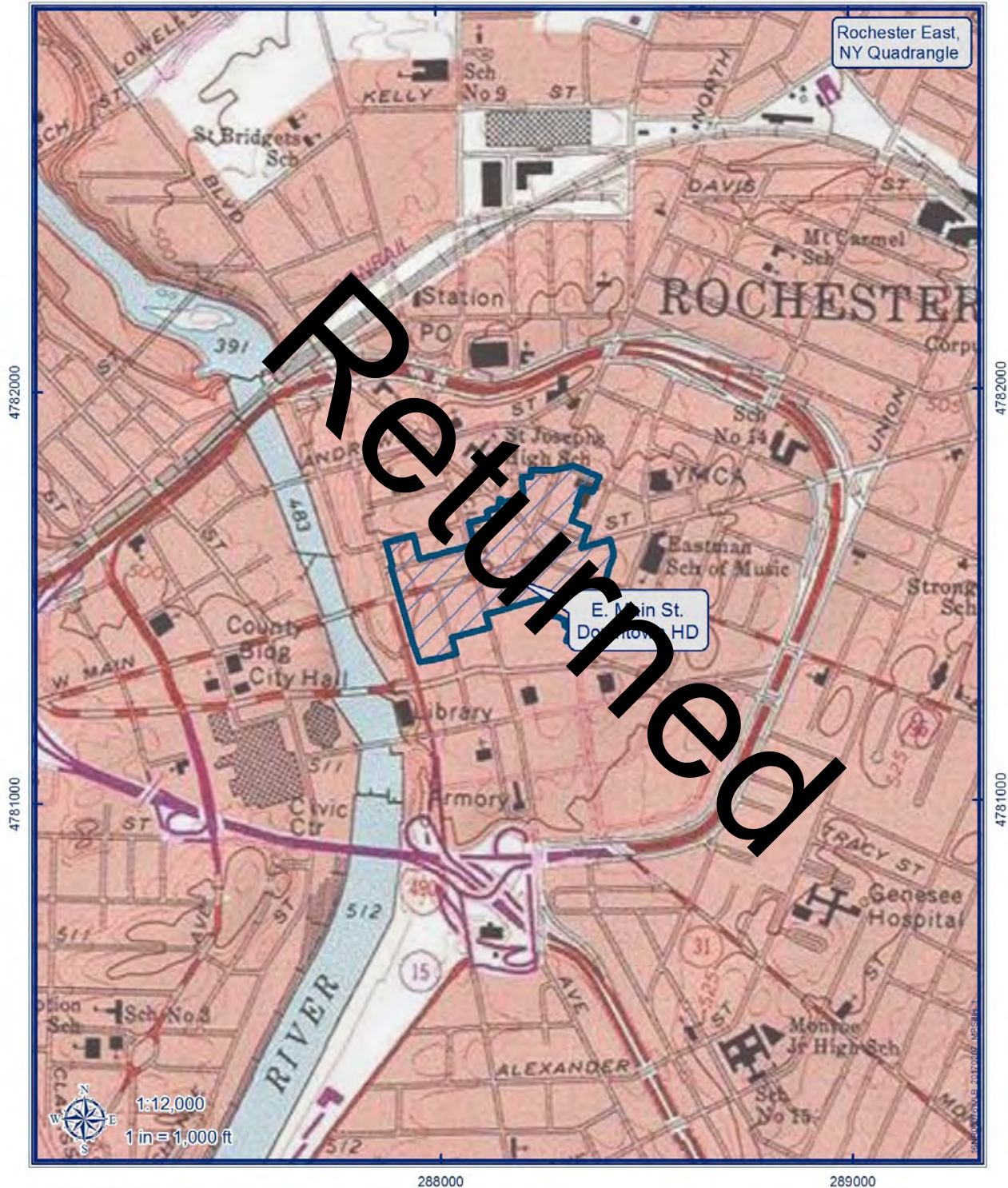
Returned

East Main Street Downtown Historic District
Name of Property

Monroe County, NY
County and State

East Main Street Downtown Historic District

City of Rochester,
Monroe County, New York



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



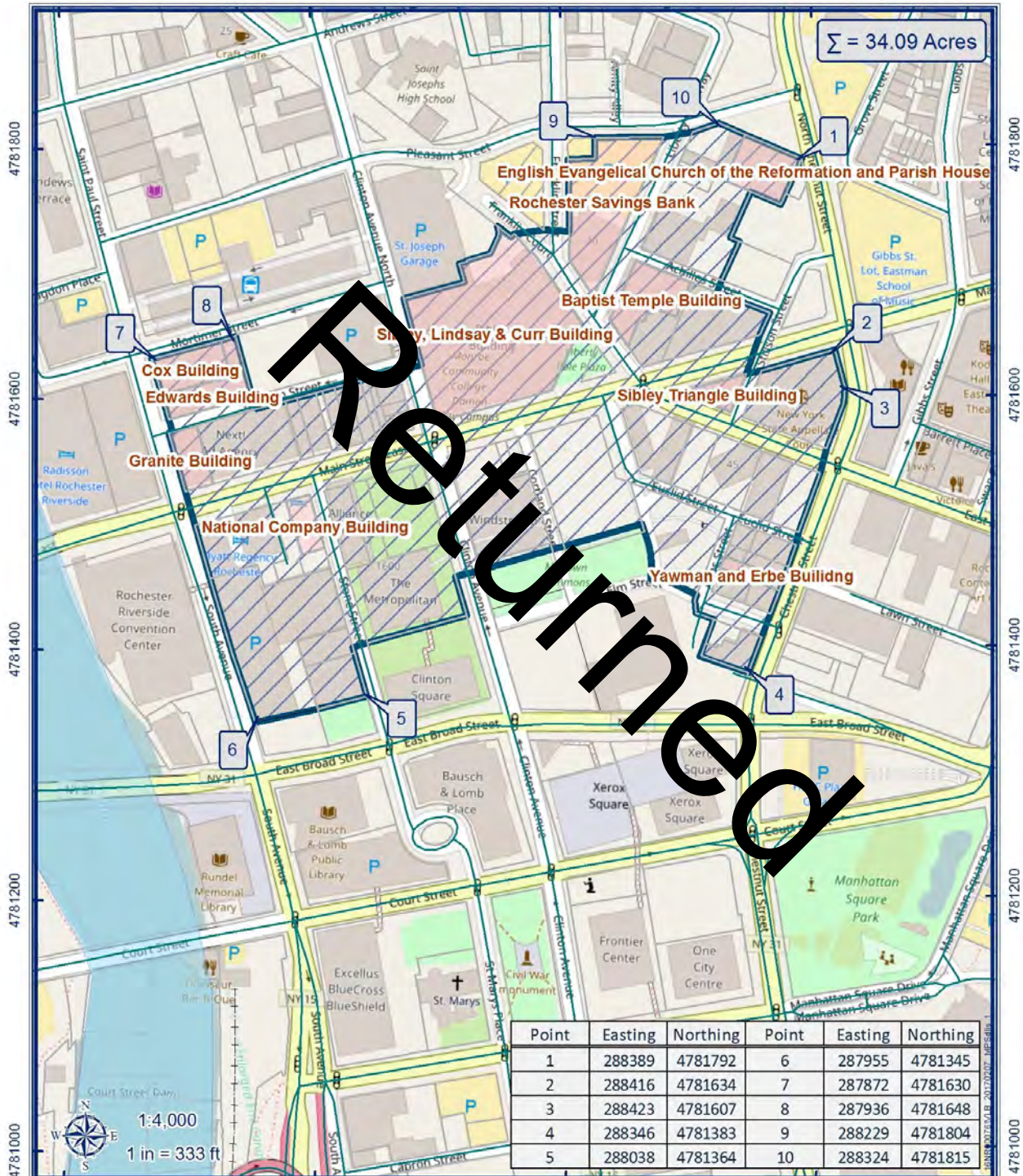
 E. Main St. Downtown HD  Parks, Recreation and Historic Preservation

East Main Street Downtown Historic District
 Name of Property

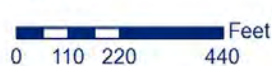
Monroe County, NY
 County and State

East Main Street Downtown Historic District

*City of Rochester,
 Monroe County, New York*



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



E. Main St. Downtown HD

National Register listing

NEW YORK STATE DEPARTMENT OF Parks, Recreation and Historic Preservation



United States Department of the Interior

NATIONAL PARK SERVICE

1849 C Street, N.W.
Washington, D.C. 20240

IN REPLY REFER TO:

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: East Main Street Historic District

Multiple Name: Inner Loop MRA

State & County: NEW YORK, Monroe

Date Received: 4/28/2017 Date of Pending List: Date of 16th Day: Date of 45th Day: 6/12/2017 Date of Weekly List:

Reference number: MP100001069

Nominator: State

Reason For Review:

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

Accept Return Reject 6/12/2017 Date

Abstract/Summary Comments: The East Main Street Downtown Historic District is being returned for technical and substantive reasons. The nomination was carefully reviewed by several members of the National Register of Historical Places staff. The reasons include, but are not limited to lack of maps, insufficient justification of Criterion Consideration B, and insufficient/unjustified/misrepresented information in section 7 of the National Register nomination.

Technical

The East Main Street Downtown Historic District nomination did not submit the sketch map that is required of a historic district National Register nomination. The guidance for the sketch map is found on page 62 of the National Register Bulletin: How to Complete the National Register Registration Form. The two items this Historic District's sketch map needs

in particular are item #7 Contributing buildings, sites, structures, objects, keyed to the photographs and section 7 and 8... and #10 Number and vantage point each accompanying photograph.

The National Register nomination critically needs a sketch map with these two items properly keyed in order to properly understand the historic district. The nomination discusses the changes made before and after the construction of the Midtown Plaza shopping mall (page 4 of section 7), how the construction of the mall was an attempt to keep or bring back shoppers from the suburbs, and that buildings were built and/or renovated around the mall because of its existence. It is very difficult to know where the mall existed. A sketch map would help in locating the mall and the other impacted buildings. The map would also help with the understanding of the discussion of the differences of southside of East Main Street vs. the northside.

Substantive

National Register of Historic Places nominations are potential planning/ tax credit tools and with that application in mind review of a nomination's methodology; justification of context, period of significance; and contributing/noncontributing building count; and consistency of information is very important.

Methodology

The East Main Street Downtown Historic District did not clearly define a methodology of how a building was determined eligible for National Register and what building was considered noncontributing. A clearly defined methodology assists in determining the contributing status of districts like the East Main Street Downtown Historic District. A methodology would say that a building must have % left of fabric if it from first era (18xx-19xx) of the period of significance, it must have this much more from the second era (19xx-19xx) and so on.

Period of Significance

Lincoln First Tower, C. 1970-1973

The ending date of the period of significance for the historic district is 1973, the justification is for the Lincoln First Tower. The Lincoln First Tower does stand out in the city of Rochester; however, there is insufficient information to justify the less than fifty criterion consideration. There needs to be more information about the change in the character defining material (marble) that has occurred. The change from marble to aluminum is too significant to not discuss and justify.

65-67 Chestnut Street—Richford Building, Former Richford Hotel, C. 1910 rebuilt 1968-1970

The building at Chestnut Street was rebuilt during the criterion consideration period of significance extension for the Lincoln First Tower. The nomination appears to indicate that the building is contributing to the district for the changes made during 1968-1970. Just because a building is rehabilitated during the extended period of significance, it does not mean it is automatically eligible for the National Register. This building and others would have to meet the less than fifty year justification. This may be a part of the methodology of what is contributing and what is not contributing.

42 East Avenue—Cutler Building

Contributing—Constructed 1897, 1912, 1916, 1960, 1981

The building at 42 East Avenue has multiple eras of rehabilitation, which era is the building contributing to the district? How much was done in 1981? And what was the impact on the contributing status of the building? This is where a methodology for the district would be helpful. For the sake of contributing status is this a 1960 building and what character defining features are important?

41 Chestnut Street—Former Yawman and Erbe Building

Contributing—Constructed 1928

The building at 41 Chestnut Street, photo 41, is not a 1928 constructed building, and if accepted as contributing in its current condition as contributing to the historic district, the current character defining features of the building have an impact on planning and tax act programs. Clear information of what is contributing/noncontributing is necessary in building

descriptions.

45 Euclid St. —Held-Projansky Furs/Bernard Held Furs Inc
Contributing—Constructed C. 1920s; remodeled 1967

Make it clear that this is essentially a 1967 building and is listed a contributing building as a 1967 building.

88-94 Elm Street

Contributing—Constructed 1969

Less than 50, Justify a less than fifty building. Why is this in the period of significance?

Justifying a Period of Significance

On page 21 of the nomination there is the mention of the demolition of buildings along the Genesee River were demolished in 1965, is this possibly a logical end date for the period of significance? The 50 year rule is not absolute. But things younger than 50 years do need justification and if one building is justified, not all the others are that are within that period automatically. Only one may qualify because of architecture, or many may qualify because of social history or ethnic heritage.

Character Defining Features

In writing Section 7 of the nomination form the methodology directs how much of the fabric must remain of the character defining features to determine eligibility. The more recent renovation or building construction the higher percentage of character defining features should remain.

35 Chestnut Street—Former Professional Building/former Physicians' and Surgeons' Building

Contributing—Constructed 1916

The building at 35 Chestnut Street has a rough-stucco veneer dating from the 1980's. The veneer is a major character defining feature of the building. The stucco impacts, not only the original façade material, put also the windows. With the current information, the building at 35 Chestnut Street would most likely be a noncontributing building.

190-194 East Main Street—Glenny Building

Contributing—Constructed C. 1886

The Building at 190-194 East Main Street has few remaining character defining features and the small piece exposed under the covering is insufficient in determining a building eligible for listing in the National Register.

196-198,200-208, 210, 212 East Main Street—Neisner's/McCrory's

Contributing—Constructed C. 1940

The title the building states it was constructed C. 1940 and the description says it was completely redesigned in the 1950s. There has to be a consistency of information. And description needs to state what is original and what is updated.

Developing the Contexts

In Section 8 there was a contextual discussion about the development of the Midtown Plaza and the impact on the district. Without a site map indexed to the photos it was impossible to understand the relationship of buildings to the now demolished mall. The nomination also states that the mall was not a success. Was the building program around the mall a success?

Recommendation/
Criteria



Reviewer Alexis Abernathy

Discipline Historian

Telephone (202)354-2236

Date 6/12/17

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

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



United States Department of the Interior

NATIONAL PARK SERVICE

1849 C Street, N.W.
Washington, D.C. 20240

IN REPLY REFER TO:

East Main Street Downtown Historic District
Inner Loop MRA
Monroe County, New York
June 7, 2017
MP100001069

The East Main Street Downtown Historic District is being returned for technical and substantive reasons. The nomination was carefully reviewed by several members of the National Register of Historical Places staff. The reasons include, but are not limited to lack of maps, insufficient justification of Criterion Consideration B, and insufficient/unjustified/misrepresented information in section 7 of the National Register nomination.

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For the architecture context, it is recommended that while developing a methodology in section 7, create also architectural styles and major character defining features for each era. This will help in planning and Tax Act programs.

Alexis Abernathy

Historian

202.354.2236



**Parks, Recreation
and Historic Preservation**

ANDREW M. CUOMO
Governor

ROSE HARVEY
Commissioner



October 11, 2017

Alexis Abernathy
National Park Service
National Register of Historic Places
Mail Stop 7228
1849 C Street NW
Washington DC 20240

RE: East Main Street Historic District
Rochester, Monroe County, New York

Dear Ms. Abernathy:

Enclosed is the revised nomination for the East Main Street Historic District, which you returned to us for revisions in June. The sketch map that was accidentally omitted from the original submission is now included. We apologize for this oversight. We have also articulated and included the methodology that we used to determine contributing and non-contributing buildings as you requested

I have read your comments about the period of significance and the significance of individual buildings that are less than fifty years old and discussed them with staff. I believe that the discussion in the original nomination was sufficient to justify the district's period of significance to 1973, which is less than six years from the advisory fifty-year mark. Nevertheless, additional information has been provided in the text and for each of the buildings that are less than fifty years old and for which you requested an individual justification of exceptional significance.

However, staff was operating under the guidance of National Register Bulletin 15, *How to Apply the National Register Criteria for Evaluation*, which states:

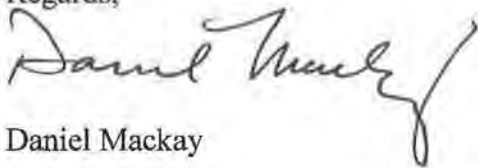
Properties less than fifty years old may be an integral part of a district when there is sufficient perspective to consider the properties as historic. This is accomplished by demonstrating that... the majority of district properties are over fifty years old. In these instances, it is not necessary to prove exceptional importance of either the district itself or the less-than-fifty-year-old properties. (p.43)

I am concerned that the additional research and writing needed to provide what seems to be unnecessary documentation involved substantial time and effort by our staff that could have been better spent on new nominations. Nevertheless, in the interest of the important tax credit projects that will be generated by this project, some of which are waiting to file Part 1's, we provided the requested information.

I understand this is the fifth nomination that has been returned to us in 2017 – by all experience, an unprecedented number for New York. New York's Division for Historic Preservation has long been a leader in both the number and quality of nominations, and we have been praised for some of our most challenging submissions. We have also been told that our good record accords us a status whereby NPS reads only a sample of our submissions, as well those that deal with criteria exceptions and other special cases. Recently, it seems that every single nomination is being subject to close scrutiny and there appears to be little trust in our ability – at the staff and State Review Board level - to submit a quality nomination.

As New York's new Deputy SHPO, if there are issues with New York's nominations, I would welcome a conversation that would inform our program operations to see if we could identify and resolve the differences of opinion or other issues that are holding up our nominations from proceeding to listing and causing extra work for both our staff. I am available via the contact information below.

Regards,

A handwritten signature in cursive script that reads "Daniel Mackay". The signature is written in black ink and is positioned above the printed name.

Daniel Mackay

Deputy Commissioner for Historic Preservation
Deputy State Historic Preservation Officer
Office of Parks, Recreation and Historic Preservation, New York State

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 10/30/2017 Date of Pending List: Date of 16th Day: Date of 45th Day: 12/14/2017 Date of Weekly List: 12/14/2017

Reference number:

Nominator:

Reason For Review:

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

Accept Return Reject 12/13/2017 Date

Abstract/Summary Comments: The East Main Street Downtown Historic District is being returned for technical and substantive reasons. The nomination was carefully reviewed by several members of the National Register of Historical Places staff. The reasons include, but are not limited to lack of maps, insufficient justification of Criterion Consideration B, and insufficient/unjustified/misrepresented information in section 7 of the National Register nomination.

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vs. the northside.

Substantive

National Register of Historic Places nominations are potential planning/ tax credit tools and with that application in mind review of a nomination's methodology; justification of context, period of significance; and contributing/noncontributing building count; and consistency of information is very important.

Methodology

The East Main Street Downtown Historic District did not clearly define a methodology of how a building was determined eligible for National Register and what building was considered noncontributing. A clearly defined methodology assists in determining the contributing status of districts like the East Main Street Downtown Historic District. A methodology would say that a building must have % left of fabric if it from first era (18xx-19xx) of the period of significance, it must have this much more from the second era (19xx-19xx) and so on.

Period of Significance

Lincoln First Tower, C. 1970-1973

The ending date of the period of significance for the historic district is 1973, the justification is for the Lincoln First Tower. The Lincoln First Tower does stand out in the city of Rochester; however, there is insufficient information to justify the less than fifty criterion consideration. There needs to be more information about the change in the character defining material (marble) that has occurred. The change from marble to aluminum is too significant to not discuss and justify.

65-67 Chestnut Street—Richford Building, Former Richford Hotel, C. 1910 rebuilt 1968-1970

The building at Chestnut Street was rebuilt during the criterion consideration period of significance extension for the Lincoln First Tower. The nomination appears to indicate that the building is contributing to the district for the changes made during 1968-1970. Just because a building is rehabilitated during the extended period of significance, it does not mean it is automatically eligible for the National Register. This building and others would have to meet the less than fifty year justification. This may be a part of the methodology of what is contributing and what is not contributing.

42 East Avenue—Cutler Building

Contributing—Constructed 1897, 1912, 1916, 1960, 1981

The building at 42 East Avenue has multiple eras of rehabilitation, which era is the building contributing to the district? How much was done in 1981? And what was the impact on the contributing status of the building? This is where a methodology for the district would be helpful. For the sake of contributing status is this a 1960 building and what character defining features are important?

41 Chestnut Street—Former Yawman and Erbe Building

Contributing-Constructed 1928

The building at 41 Chestnut Street, photo 41, is not a 1928 constructed building, and if accepted as contributing in its current condition as contributing to the historic district, the current character defining features of the building have an impact on planning and tax act programs. Clear information of what is contributing/noncontributing is necessary in building descriptions.

45 Euclid St. —Held-Projansky Furs/Bernard Held Furs Inc

Contributing—Constructed C. 1920s; remodeled 1967

Make it clear that this is essentially a 1967 building and is listed a contributing building as a 1967 building.

88-94 Elm Street

Contributing—Constructed 1969

Less than 50, Justify a less than fifty building. Why is this in the period of significance?

Justifying a Period of Significance

On page 21 of the nomination there is the mention of the demolition of buildings along the

Genesee River were demolished in 1965, is this possibly a logical end date for the period of significance? The 50 year rule is not absolute. But things younger than 50 years do need justification and if one building is justified, not all the others are that are within that period automatically. Only one may qualify because of architecture, or many may qualify because of social history or ethnic heritage.

Character Defining Features

In writing Section 7 of the nomination form the methodology directs how much of the fabric must remain of the character defining features to determine eligibility. The more recent renovation or building construction the higher percentage of character defining features should remain.

35 Chestnut Street—Former Professional Building/former Physicians' and Surgeons' Building

Contributing—Constructed 1916

The building at 35 Chestnut Street has a rough-stucco veneer dating from the 1980's. The veneer is a major character defining feature of the building. The stucco impacts, not only the original façade material, but also the windows. With the current information, the building at 35 Chestnut Street would most likely be a noncontributing building.

190-194 East Main Street—Glenny Building

Contributing—Constructed C. 1886

The Building at 190-194 East Main Street has few remaining character defining features and the small piece exposed under the covering is insufficient in determining a building eligible for listing in the National Register.

196-198,200-208, 210, 212 East Main Street—Neisner's/McCrory's

Contributing—Constructed C. 1940

The title the building states it was constructed C. 1940 and the description says it was completely redesigned in the 1950s. There has to be a consistency of information. And description needs to state what is original and what is updated.

Developing the Contexts

In Section 8 there was a contextual discussion about the development of the Midtown Plaza and the impact on the district. Without a site map indexed to the photos it was impossible to understand the relationship of buildings to the now demolished mall. The nomination also states that the mall was not a success. Was the building program around the mall a success?

Recommendation/
Criteria

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Date _____

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

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