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United States Department of the Interior
National Park Service

OCT - 9 2015

National Register of Historic Places Registration Form

Nat. Register of Historic Places
National Park Service

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 House at 288 Wimbledon Road
other names/site number 1928 Rochester Democrat & Chronicle Master Model Home

2. Location

street & number 288 Wimbledon Rd

N/A	not for publication
N/A	vicinity

city or town Irondequoit
state New York code NY county Monroe code 055 zip code 14617

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

Ruth Purpont DSHPO 9/30/15
Signature of certifying official/Title Date

State or Federal agency/bureau or Tribal Government

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

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register determined eligible for the National Register

determined not eligible for the National Register removed from the National Register

other (explain) _____

Jon Edson G. Beall 11-24-15
Signature of the Keeper Date of Action

House at 288 Wimbledon Road
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 checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Contributing	Noncontributing	
2	0	buildings
0	0	sites
0	0	structures
0	0	objects
2	0	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

N/A

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

Current Functions
(Enter categories from instructions.)

DOMESTIC/residence

DOMESTIC/residence

DOMESTIC/garage

DOMESTIC/garage

7. Description

Architectural Classification
(Enter categories from instructions.)

Materials
(Enter categories from instructions.)

Early 20th century Tudor Revival

foundation: Brick, concrete

walls: Wood, vinyl, stucco

roof: asphalt

other:

House at 288 Wimbledon Road
Name of Property

Monroe County, NY
County and State

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

Built in 1928, the house at 288 Wimbledon Road in the town of Irondequoit (Monroe County), New York, is a two and one-half story Tudor Revival style house that served as the 1928 model home for the surrounding residential development of Rogers Estates. The house is of wood-frame construction with applied stucco and faux half-timbering in the façade gables. The house is primarily an L-shaped plan with a series of shallow bays and a prominent triple gable on the façade. This gable creates a projecting section with a grouping of six multi-light casement windows in the first level and a projecting entrance to the east with stucco and faux-timbering in the gable over the door. Fenestration in the remainder of the house is flush with the wall surface but is irregular and has multi-light casement windows of differing sizes. The roof is cross gabled and the west side of the house features a brick chimney that extends beyond the roofline. The first floor interior consists of an entry vestibule, stair hall, kitchen, dining room and living room. The second floor has three bedrooms and a full bath accessed by hall and stair in the northeast side of the house. All rooms (first and second floor) retain original plaster walls and ceilings as well as wood floors (currently carpeted), interior wood doors, moldings and millwork. The main stair is original and features a simple, turned newel post. The house has a full basement and the attic is unfinished. To the north of the house is a contributing garage, contemporary with the house, that is two bays wide, of wood-frame construction with replacement doors, clapboard clad exterior and a newer asphalt roof. The vinyl on the exterior of the house is in the process of being removed and the wood shingles are being restored and repainted. The house retains a high degree of integrity, especially in terms of location, setting, design, feeling and association.

Narrative Description

Irondequoit is a town in Monroe County, New York, bounded on the north by Lake Ontario, on the east by Irondequoit Bay and the west by the Genesee River. To the south are the city of Rochester and the town of Brighton. Wimbledon Road is in the southwest section of the town, east of Seneca Park and the Seneca Park Zoo. Wimbledon Road was one of a series of streets developed as part of an early twentieth century subdivision known as the Rogers Estates and it is the only street in this area that retains the character of an early twentieth century suburban development. A majority of the houses on the street were designed and built by developer Fred P. Tosch and retain a high degree of workmanship, feeling and association. Additional examination of the neighborhood needs to be done to determine if there is a potential historic district in this area.

The house at 288 Wimbledon Road was built in 1928 as the *Rochester Democrat and Chronical* Master Model Home following a pattern established by other early twentieth century real estate developments in the city of Rochester and the adjacent neighborhoods. A detached garage was built along with the house to accommodate commuting needs and is located north of the house on the property. The house and garage are situated on a site of less than one acre, lot number 298 of the Rogers Estates Subdivision, which is the fourth lot and third house west of Seneca Avenue on the north side of Wimbledon Road. The house is aligned parallel to Wimbledon Road and is set back thirty feet from the sidewalk. Grade is

House at 288 Wimbledon Road
Name of Property

Monroe County, NY
County and State

nearly flat rising slightly from south to north. An asphalt driveway with original Medina sandstone and cast concrete curbing passes along the east elevation of the house leading to the detached two-car garage. A brick stoop and steps lead from the front entrance of the house to a concrete walk that runs along the east between the drive and house. A raised patio at the northwest corner of the house is constructed of brick and concrete and is original to the house. It connects to a more recent, at-grade larger paver patio that is nearly the full width of the north side of the house. A lawn and non-historic landscaping surround the house and garage.

When viewed from the street, the house is a two and one-half story, early twentieth century Tudor Revival building of wood-frame construction that is principally clad with irregular wood shingles. Large sections of red tinted stucco and faux half-timbering in the façade gable ends are the most prominent features of the primary (south) elevation/façade. The gable ends are a series of three asymmetrically concentric (from east to west) gables with the middle and entrance gables filled in with red tinted stone and stucco divided by half-timbering. In the west gable the stucco is limited to the peak, but the gable has a centrally located casement window, as does the main façade gable. Two additional casement windows are located in the first and second levels and a series of six casement windows form a large first floor bay window. The entrance also projects from the main body of the house, and the center and east gables have eaves over these sections of the first floor. The east elevation is composed of an asymmetrical arrangement of paired casement windows, paneled side entry door and shallow basement window wells. The roof slightly overhangs and has cornice returns and plain eaves. All windows in the house appear to be paired casement windows of steel and glass.

Continuing north, the rear of the house is broken into two sections with a large recessed portion at the northwest corner that forms the space for the original raised patio, accessible by a wood door with art glass decoration in the west elevation. The recessed portion extends west and has two north facing casement windows. The remainder of the north elevation (main body of house) is divided into two bays with a hip-roofed projection on the east end and irregularly placed casement windows in both levels. The main body of the west elevation has a hip-roofed projection at the first floor and irregularly placed casement windows in both levels. A six-light casement window is in the attic level. The remainder of the west elevation has two eight-light fixed windows flanking the chimney on the first floor and a pair of four-light fixed windows in the second floor.

The interior is accessed by a main door on the south side and secondary entrances on the east and northwest. The first floor plan consists of an entry vestibule that enters into a narrow hall with a stair and ends at the kitchen. To the west is a large living room and north of that is a dining room. Interior walls and ceilings are finished with plaster on metal lath and have stained moldings and millwork. The living room and dining room have painted crown moldings. The living room has a brick fireplace at the west end flanked by built-in shelving with art glass doors and a pair of art glass French doors at the east end leading to the stair hall. The first floor retains its original quarter-sawn white oak floors, and original tile floor at the front door vestibule. The kitchen in the northeast section of the first floor retains all of the original cabinetry, sink and scored plaster walls below a plate rail molding. Most of the fixtures in the first floor are original.

House at 288 Wimbledon Road
Name of Property

Monroe County, NY
County and State

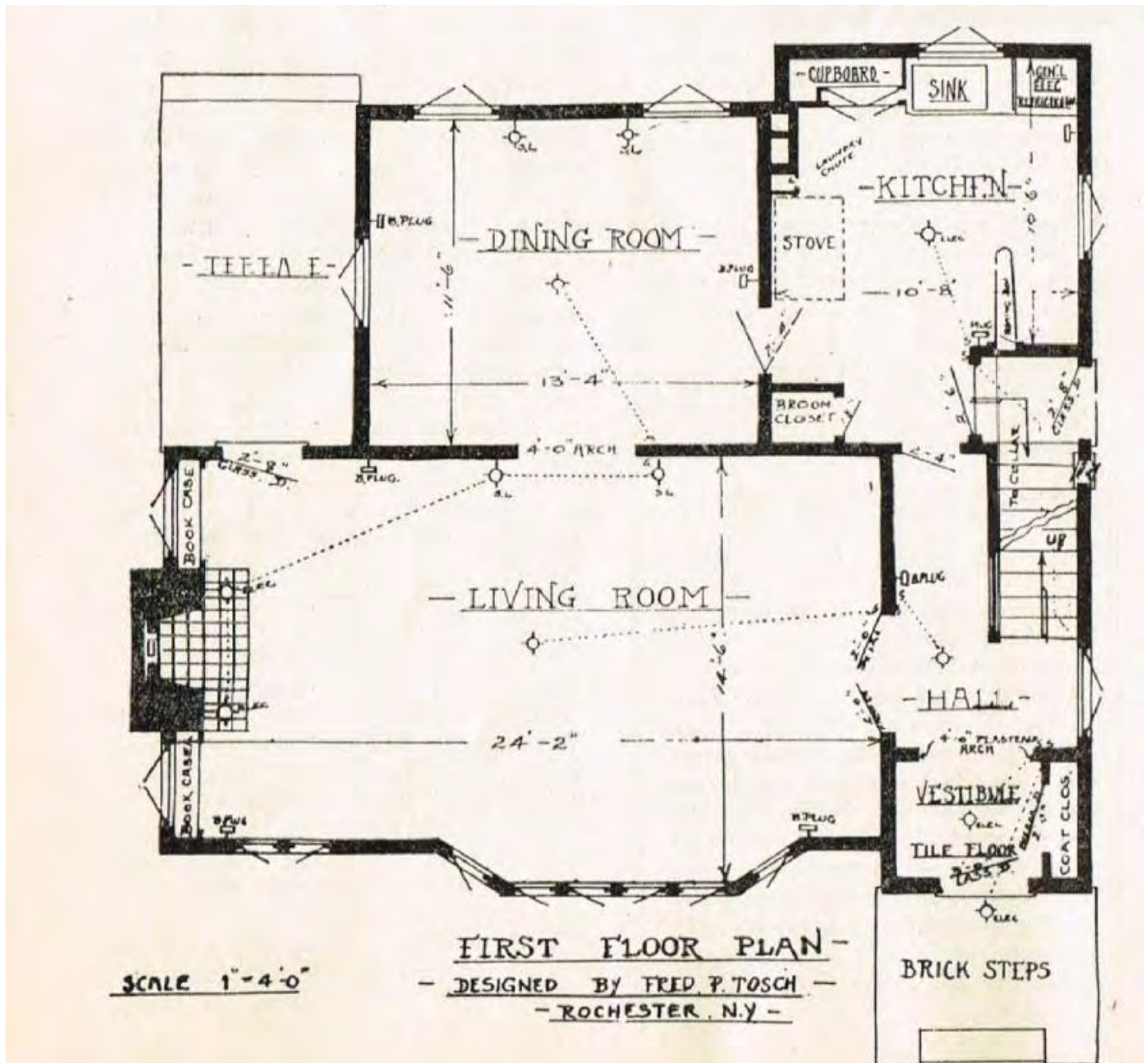
The second floor is arranged with a small central hall and stair landing to the northeast, around which are a full bath, enclosed attic stair, and three bedrooms, to the west and south. Interior walls and ceilings are the original plaster on metal lath and feature painted wood moldings and millwork. Interior doors are the original birch single panel designs with iron hardware. The bathroom retains much of its period details such as tile wainscoting, built-in tub, pedestal sink and built-in linen closet. The southeast bedroom features a window seat flanked by built-in bookcases. An arched alcove between matching closets forms the west wall of the master bedroom. The floors are plain sawn red oak, except for the tiled floor in the bathroom. All fixtures in the second floor are original to the house. The attic is accessible from the second floor and is unfinished. Three small casement windows provide natural light and ventilation.

The house also has a full basement with a large, partially finished room used for recreation and entertainment in the south portion. The recreation/entertainment room has a raised wood floor, and the rest of the basement floor is covered with linoleum. A stair from the first floor is in the east end. When this building was the Master Model Home (1928), the recreation room was originally used to show Kodak film footage of the house's construction. The rest of the basement is now one large room. The north end of the basement contains a room for storage/former root cellar, small updated bath/powder room and the mechanicals for the house. Interior partitions are finished with wood beadboard.

The detached garage northeast of the house is approximately 18½ feet square with a side gabled roof. The exterior is clad in wood clapboard siding and two large bays on the south side have replacement garage doors. The entire structure rests on a concrete block foundation. The remaining elevations feature horizontal hopper sash windows and a shed-roofed bay in the northeast corner. Both the house and garage retain a high degree of integrity in spite of the removal and storage of one casement window on the west elevation of the house, the reconstruction of the front stoop and the application of artificial siding (which is currently being removed and the underlying shingles repaired/restored).

House at 288 Wimbledon Road
Name of Property

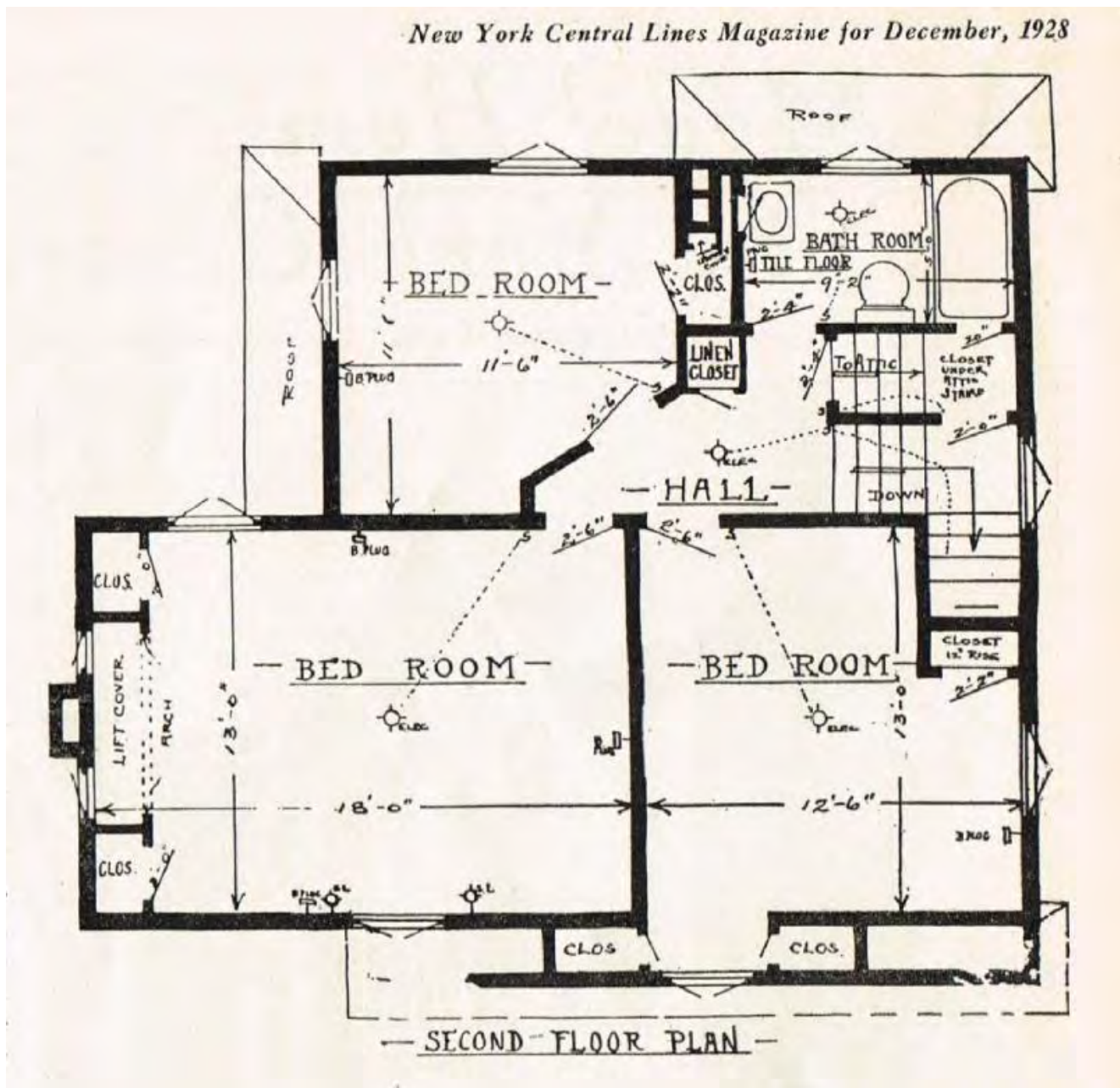
Monroe County, NY
County and State



Floor plan is the same as for 1928 (depicted above)

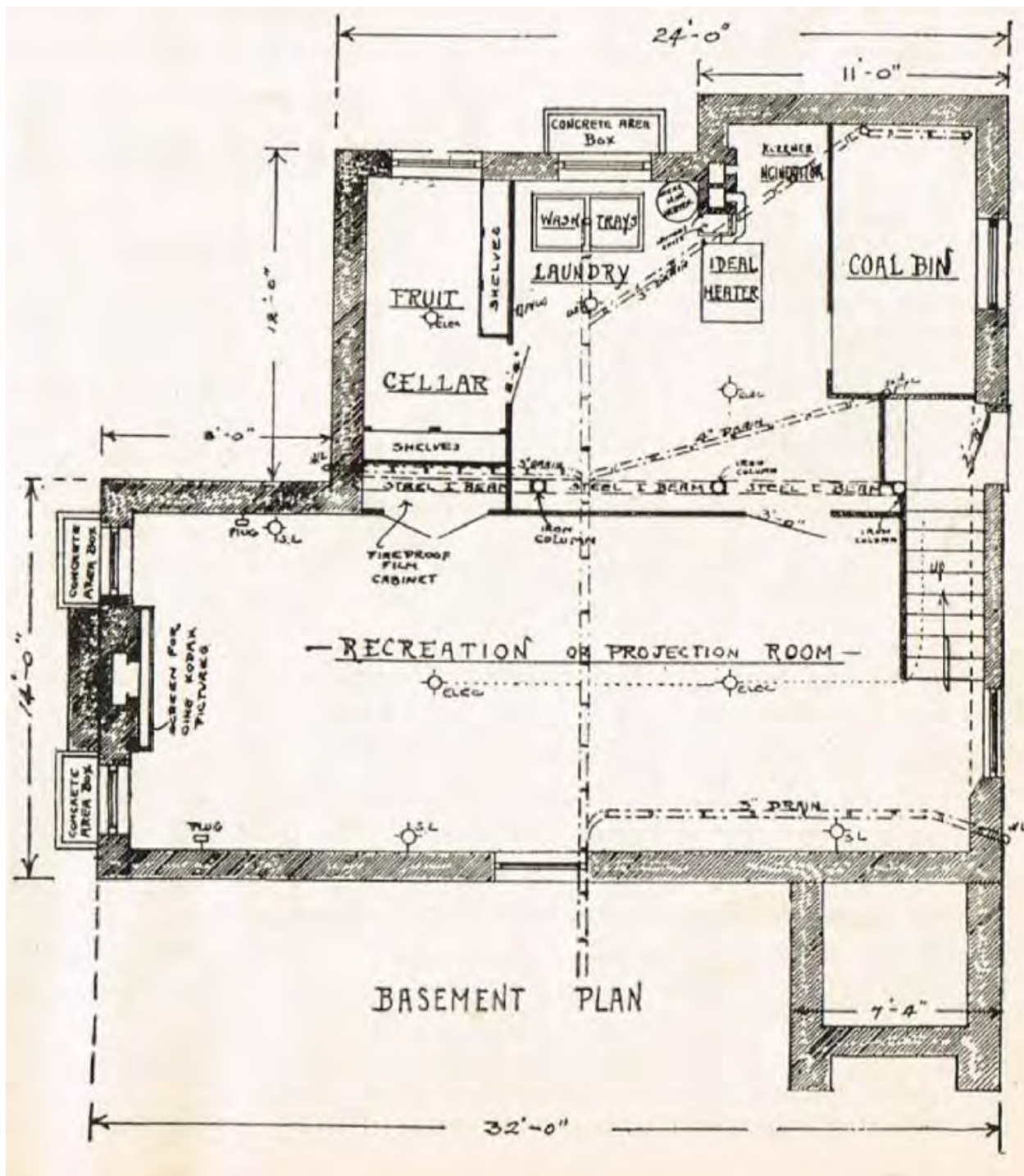
House at 288 Wimbledon Road
Name of Property

Monroe County, NY
County and State



House at 288 Wimbledon Road
Name of Property

Monroe County, NY
County and State



House at 288 Wimbledon Road
Name of Property

Monroe County, NY
County and State

8. Statement of Significance

Applicable National Register Criteria

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

- A Property 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

Social History

Architecture

Period of Significance

1927-1928

Significant Dates

1927, 1928

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Fred P. Tosch (designer & builder)

Period of Significance (justification)

The period designated as 1927-28 reflects the date of construction and when it was used as a Master Model Home by the builder.

Criteria Considerations (explanation, if necessary) N/A

House at 288 Wimbledon Road
Name of Property

Monroe County, NY
County and State

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

The house at 288 Wimbledon Road is significant in the area of community planning and development for its role in the development of Wimbledon Road (Rogers Estates Subdivision), which was planned and developed by Fred P. Tosch. Working with the General Realty Service, Inc. of Rochester, a large portion of the Hosea Rogers Farm was being sold off for residential development and Tosch saw his opportunity to purchase and develop part of this area. It was located just across the Rochester city line and a new bridge over the Genesee River made commuting into the city faster and more convenient. It was also located on a trolley line, which Tosch and General Realty used to their advantage by including in newspaper advertisements the trolley stops that would get prospective buyers to their developments.

The house is also significant in the area of social history for its roles as the *Rochester Democrat and Chronicle's* Master Model Home of 1928, which followed the principles of the Better Homes Movement of the 1920s model or demonstration homes that was marketed with female occupants in mind. The house used the latest technologies, such as electric appliances, that would make the home more efficient, allowing more free time for the homemaker. Fred P. Tosch recognized the value of the model home as a marketing tool and embraced it as a new way of attracting prospective customers. He also saw the value of joining efforts with the local media to sponsor the house and regularly report on its progress. Tosch was a prolific builder who was recognized for building affordable, high-quality residences in the Rochester area and for opening sections of Rochester's Nineteenth Ward, where he first used the model home approach. He used a series of model homes to market his new residential neighborhood in Irondequoit. The house at 288 Wimbledon was one of two Master Model Homes that that were built on the street and sponsored by the *Rochester Democrat and Chronicle*. The house at 288 Wimbledon also had its construction documented by the Eastman Kodak Company, and the films were shown in the basement of the house as part of the marketing of the subdivision. The house is significant under Criterion C in the area of architecture for this reason and as a highly intact example of early twentieth century Tudor Revival style residential construction. Designed by Tosch, the house was one of four house designs that he used for Wimbledon Road and was well documented in publications when built (1927-1928). It currently demonstrates a high degree of integrity when compared with these descriptions. The only major change to the house was the addition of vinyl siding, which the current owner is removing and restoring the wood shingle exterior.

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

Criterion A: Community Development and Social History

Irondequoit was originally part of the larger town of Brighton, which was established in 1814. Irondequoit was divided from it in 1839. Settlement in Irondequoit predated its incorporation but was hampered by poor soil, and the town subsequently developed a reputation as a destination for hunting, trapping and fishing due to its proximity to Lake Ontario and Irondequoit Bay. As better farming techniques increased the productivity of the soil, settlement also increased, as more

House at 288 Wimbledon Road
Name of Property

Monroe County, NY
County and State

farmers located in the town, but Irondequoit retained its reputation as a spot for hunting and fishing. By the mid-nineteenth century, railroads improved the farmer's ability to ship goods to markets and brought travelers to the bay to take advantage of recreation. Hotels began to appear, the first being the Newport House in 1840, followed by the Forest House in 1860 and the Allen House in 1865. The latter was remodeled in 1868 as the Sea Breeze House. By 1871, Irondequoit was well-known as a summer resort destination with more hotels, camps and private summer homes locating along the bay. Transportation improvements made the bay and lake shoreline accessible by steamship, train and, later, the electric trolley. Two of the resorts in Irondequoit became amusements parks; one, Sea Breeze, added a dance hall in 1915 at the insistence of the local trolley line. The dance hall burned in 1924, as did its replacement in 1994, but the park still exists, now operating as a modern amusement park.

By the early twentieth century, farming in the town was in decline and the growth of the city of Rochester area threatened to encroach on town lands. Irondequoit was formed in 1839 to fight annexation by the city when its parent town of Brighton considered yielding its northern part along Lake Ontario and Irondequoit bay to Rochester. The discussions prompted the residents of that area to hold several meetings in various farmhouses to organize and eventually break from Brighton. Unable to thwart another annexation in 1874, Irondequoit lost a large part of the southwest section of the town when it was taken by Rochester. After another annexation in 1923, Irondequoit pushed for legislation that would prohibit any further annexations without the town's consent. The 1923 annexation was particularly contentious due to the fact that the new real estate subdivisions were booming, each with the potential for wealth and population growth for the town, which were subsequently lost to the city. From the late nineteenth century until well into the twentieth century, the city of Rochester experienced a tremendous growth in population that was directly related to the expansion of local industry, immigration and employment related to industry. Housing was in constant demand, resulting in Rochester expanding its borders into nearby municipalities in order to meet the need. Subdivisions with new, stylish housing appeared along the edges of the city with amenities such as paved roads, sewers, electric and gas service and access to public transportation.

Seeing the potential wealth that a subdivision could bring, the members of the Rogers Family sold a large portion of their farmlands in southwest Irondequoit along the Rochester border in 1923. The lands had been in the family since 1836, when Hosea Rogers (1812-1904) bought 85 acres in the soon-to-be town of Irondequoit after a successful career as a captain sailing on the Great Lakes. Although settling on a farm, Rogers turned his attention to boat building and his success allowed him to add to his land holdings until he eventually owned 160 acres. Rogers was also known for his peach orchards, and the family operated a successful fruit farm on the property. After his death in 1904, the bulk of the land holdings went to his widow, Asentha Schofield, and his surviving sons. As Rochester's boundaries crept outward, the family realized that a large portion of the land could be sold at a nice profit, while retaining the fruit farm operation. About 1923, the Schofields sold 115 acres to the General Realty Company and the company quickly divided the property into lots

House at 288 Wimbledon Road
Name of Property

Monroe County, NY
County and State

and boulevards.¹ A 1925 newspaper advertisement stated that one section of the Rogers Estates known as Seneca Ridge “broke all records for quick sales” and that another subdivision on Summerville Boulevard was completely sold.²

Irondequoit and the Rogers Estates attracted the attention of Fred P. Tosch (1890-1967), a Rochester native who built homes throughout the Rochester area before moving around 1944 to Buffalo, where he developed suburban subdivisions until his retirement in 1965. Tosch began his building career as a carpenter and established his own business after working briefly as a sales manager for various building suppliers and Matthews Engineering in Rochester. His company, known as Fred P. Tosch Inc., had a reputation for building affordable, well-built homes for lower and middle class families. His pre-World War II houses exhibited a high degree of construction quality and a refined level of popular architecture and internal space configurations to meet his clients’ needs. These two traits were primary characteristics of the company’s homes and made them desirable and highly marketable throughout his building career.

Working with the General Realty Service, Tosch bought all the lots on Wimbledon Road in the Rogers Estates with the intent of building homes for sale. The company announced that Tosch was “celebrated for his splendid building achievements in the Nineteenth Ward” and that

Already, Mr. Tosch has planned the type of house to be put up on each lot. Some will be Colonial, some Dutch and some English—all interspersed for best effect. He knows the color of the roof of each house; the color of the brick and the kind of trim to be used. If you buy a home on Wimbledon Road, you need never worry about an ugly house springing up beside you.

Mr. Tosch has eight houses under way or completed. Five of them are already sold—for Tosch-built homes usually sell before they are completed. That is Rochester’s tribute to Mr. Tosch’s ability as a builder, and his integrity.³

In order to insure that adjacent houses varied in style, Tosch refused to sell vacant lots and designed each of the four styles of home that his company built. Wimbledon Road was fondly referred to as “Tosch-town” in the newspapers, indicating the amount of control Tosch had over the project and his reputation as a builder. Tosch was named as trustee for General Realty when it went bankrupt in 1931, further indicating the respect he held within the local home building community.

By the early twentieth century, most of the nation was in a housing slump, but Rochester was in constant need of housing due to its continued growth. Tosch observed from working in the Nineteenth Ward which styles of homes were popular with clients and that garages or being close to trolley lines were necessary for properties on the city outskirts. The Nineteenth Ward on the southwest side of the city was another one of these outlying areas that was the result of a series of annexations. Developers of two of the areas in the Nineteenth Ward known as Boulevard Heights and Arvine Heights

¹ “Pioneer Times of Genesee Country Recalled,” *Rochester Democrat and Chronicle*, 5 April 1925, 1.

² “General Realty has Purchased and Will Offer to Home-builders the Hosea Rogers Farm Under the Name Rogers Estates,” *Rochester Democrat and Chronicle*, 5 April 1925, 23.

House at 288 Wimbledon Road
Name of Property

Monroe County, NY
County and State

used the general pattern of selling lots and letting the homeowner construct a home of their liking. Lots were of uniform lot sizes and the developers offered suggestions on what styles of houses to build and offered house plans with projected construction costs that targeted a more affluent clientele. This demonstration of limited control translated into the neighborhoods developing a certain character that reflected similarities in the taste and wealth of the residents. Tosch took this lesson further by maintaining control over the house design and by offering move-in ready houses, freeing the purchaser from the trouble of having to build a house on an empty lot. By restricting the choice of styles, Tosch guaranteed that each house would differ from the next and be attractive to prospective clients.

Tosch also observed the success achieved by using a model home to sell homes in the Boulevard Heights subdivision, and he adopted the practice with the Rogers Estates homes. The concept of the model home was an old one: Britain's Prince Albert designed a model working-man's home that was displayed at the 1851 Crystal Palace Exhibition (also known as the Great Exhibition of the Works of Industry of All Nations) in London. A model colonial home appeared at the Centennial Exposition in Philadelphia in 1876, launching a rediscovery of American colonial art and architecture. By the time Fred Tosch built his first model home, the concept of the model home had changed from display to demonstration and was an outgrowth of a larger, nationwide movement in housing known as the Better Homes and Small House Movement. One of the founders of the movement was Marie Meloney, an editor at *The Delineator*, a major women's publication with a circulation of over one million female readers. She used the magazine to promote the movement and secure federal endorsements. Through her efforts, a national better homes advisory council was established in 1922 that included Vice-President Calvin Coolidge and Secretary of Commerce Herbert Hoover as chairman. With the council's blessing and funding by the General Federation of Women's Clubs, a model home was built on the National Mall in Washington D. C. that was modeled after the Long Island home of John Howard Payne (NR listed 1974), author of the song, *Home, Sweet Home*. The house was dedicated by President Warren G. Harding on June 4, 1923 and one account stated that 40,000 people visited the house in the first three weeks of its opening. Other accounts mentioned that an average of 1,000 people per day visited from all over the world. The Federation of Women's Clubs also had the construction of the house and the dedication filmed to lend out for showing to associated women's clubs.⁴

Although it played on the nostalgia factor, the house on the mall was a completely modern home clad with a historic exterior. It was described as being a modest sized seven-room house that was planned to lower construction costs by conserving on space and "save steps for the housewife." Following the purpose of the Better Homes Movement, the model home was the first successful effort to "advance the creation of better built homes, which require less effort in management, of homes equipped in better taste, of homes which leave to women who must manage them a wider opportunity, a greater range of privilege for social and spiritual movement."⁵ One newspaper predicted that similar "Home, Sweet Homes" would appear throughout the country based on the model home's popularity and the number of requests for house plans from visitors.

³ "Here's a Street of New Homes with Personality Plus!" *Rochester Democrat and Chronicle*, 8 May 1927, 15.

⁴ "Beauty of Home Shames Vandals, Crowds Reveal," *Brooklyn Daily Star (Queens Edition)*, 7 August 1923, 2.

House at 288 Wimbledon Road
Name of Property

Monroe County, NY
County and State

As part of the Better Homes and Small House Movement, the model home concept was used to educate the general public on the efficient use of space and to set standards for the average American home that every owner should consider when building or purchasing a new home. The movement focused on how to cure what was termed as “home neglect” by turning the housewife into a home manager. One historian described the goals as combining “republican values of thrift and self-reliance with twentieth century household technology. While the prescribed woman’s place remained in the home, promoters believed that the modern twentieth century housewife should be a trained expert, discriminating consumer, and moral arbitrator within a defined architectural setting. The Better Homes campaign promoted these goals through visual instruction.”⁶

Following the success of the National Model Home, an annual small home contest was held by the Better Homes Movement to select and promote the best of small modern house designs. Similar contests appeared in communities across the country, including Rochester, New York. In the 1920s, the Rochester *Democrat and Chronicle* newspaper sponsored an annual model home contest with the winning design regularly featured in the newspaper. The progress of its construction was closely followed and it would receive regular free publicity when it was open for visitors. Developers and their architects vied for the honor, and Fred Tosch was the winner for five consecutive years, with the house at 288 Wimbledon Road being the first to be selected in the subdivision. It received considerable press coverage, including publishing plans and drawings of the house and lengthy descriptions of the design, materials and features. The newspaper reported that the Master Model Home and nine of the other homes under construction by Tosch used materials and equipment specified by the Home Owners Institute that would make the homes modern, well equipped with the latest conveniences and “moderately priced in the neighborhood of \$10,000.”⁷

L. Porter Moore, the president of the Home Owner’s Institute, reported in the *New York Herald Tribune* on the house at 288 Wimbledon Road, which was copied in the *Rochester Democrat and Chronicle*. He praised Tosch and the newspaper for being part of the movement in “guiding thousands of families on small incomes to economic freedom and happiness through home ownership, saving them from loss and disappointment that follow the purchase of cheaply built houses.” Moore stated:

This is the third model home *The Democrat and Chronicle*, in cooperation with the institute, has sponsored in its effort to demonstrate to Rochester home buyers the fine points of good construction, the wisdom of using quality materials, the comfort and convenience gained through proper equipment and the charm of ably executed interiors with furnishings suitable to the architecture and cost of the home ...As one means to demonstrate the honest quality Mr. Tosch has built into this *Democrat and Chronicle* house, motion pictures were taken of every step in the building and this film was shown to visitors during the period when the house was open to public demonstration, the basement recreation room being used as a projection room, a use the owners can continue to make of this space if they so desire.⁸

⁵“Happy and Contented Home Most Desirable Attainment, Declares President Harding,” *Buffalo Courier*, 11 June 1923, 2.

⁶ Janet Hutchison, “The Cure for Domestic Neglect: Better Homes in America, 1922-1935,” *Perspectives in Vernacular Architecture* vol. 2 (1996), 168.

⁷ “Public Inspection of Master Model Home Materials Invited,” *Rochester Democrat and Chronicle* 24 June 1928, 16.

House at 288 Wimbledon Road
Name of Property

Monroe County, NY
County and State

The house at 288 Wimbledon Road was also the only house of Tosch's known to be documented by the Eastman Kodak Company, with the company using the opportunity to experiment with its new color film known as "KodaColor." The films were shown during the four-week period of the open house as an introduction for visitors before being taken on a guided tour of the rest of the house.

Criterion C: Architecture

None of Fred Tosch's designs copied the two and one-half story salt-box style colonial National Model Home, but he did use two variations of the Colonial Revival style in his Wimbledon Road Subdivision; however, his 1928 Master Model Home followed the very different Tudor Revival style, based on old English traditions. Tudor Revival or "English style" houses, as they were referred to in the local paper, proved to be very popular in the Nineteenth Ward, which apparently Tosch noticed. Responding to what was popular, his house at 288 Wimbledon Road had an "old English" flare with a large, three-part front gable that dramatically sloped from attic to above the first floor. The style was one of several eclectic styles popular at the time and the house at 288 Wimbledon featured distinctive architectural details particular to the style, such as irregular cut wood shingle siding, gridded half-timbering, tinted stucco and casement windows with steel hardware. In keeping with the period, the house had Arts and Crafts interior features such as dark-stained woodwork, leaded glass door and window accents, built-in book cases and window seating and iron hardware. The house was built with two stories, a finished basement and an attic, pointed out by the newspaper as being ready to finish. A large living room had an arch opening into a dining room, which allowed for comfortable living and ease of entertaining guests.

Following common construction practices of the time, the house featured balloon frame construction and an eclectic use of finishing materials and details. While primarily a Tudor Revival home with sweeping exterior gables and projecting bays, the interior design borrowed from Colonial Revival, Craftsman and Prairie influences in details, light fixtures and finishes throughout that used tile, natural wood, art glass and iron hardware. The living room featured a large fireplace along the far wall that was the focus of attention, capitalizing on the sentiment of hearth and home. The use of several new building technologies included asbestos roofing, steel casement windows, interior metal lath, an internal radio system, steel frame blocking and cross bracing, and an all brass plumbing system.

Tosch's Tudor Revival house was described by L. Porter Moore for his New York City readers as follows:

One enters the home through a tiled vestibule with a mirror door coat closet. Living room is large with built-in bookcases at each side of the fireplace; French doors give to a concrete terrace. Kitchen is well planned and equipped to lighten housework. Each of the three sleeping rooms enjoys cross ventilation. Master's room is large and has a seat under an arch at the end between two closets. This has a lift cover and is used for quilt storage. Bath is tiled in orchid and black; tub is recessed under an arch; brass pipe and fittings are used; fixtures are styled to harmonize in line one with another. There is space for a maid's room on the third floor.

⁸L. Porter Moore, "Democrat & Chronicle Model Home Described in Article." *Rochester Democrat and Chronicle*, 11 November 1928, 10E.

House at 288 Wimbledon Road
Name of Property

Monroe County, NY
County and State

Metal lath is used throughout as plaster base for the two coats of sanded plaster and the finish coat of hydrated lime. Graceful one-panel door of inner frame flush-molded construction that make rooms seem higher were also used.⁹

Moore also described the house for the New York Central Railroad in its magazine, noting that Rochester had more than 1,000 New York Central Railroad families residing in the city and wondered how many took advantage of seeing the house at 288 Wimbledon Road. He praised the design of the house, with its exterior gables that “are so arranged in this English type design that no unpleasant impression of excessive height is given. Exterior walls are of irregular butt, white stained shingles combined with stucco.”¹⁰ Moore also included floor plans of the entire house and complete descriptions of the home specifications that included masonry, hardware, electrical work, plumbing, heating and insulation.

Since its construction and purchase, the house has had few owners and retains much of its 1928 character and materials. The floorplans remain the same, as are the built-in features mentioned in the papers and by L. Porter Moore. Limited interior upgrades in electrical and plumbing have been made as required and the projection room in the basement has been used as a recreation room continually since its purchase as a private home. The only major change made to the house was an application of vinyl siding; however, the irregular butt shingles remain, which the current owner is in the process of restoring.

Summary

As neighborhoods age and owners change, people forget or take for granted that the house they live in, with all its modern conveniences, was the result of years of careful planning, especially with an older home. The house at 288 Wimbledon Road was part of a larger movement dedicated to improving the standard of living for the average American with houses built of better construction and technology. Model homes like the house at 288 Wimbledon were used to demonstrate how through architecture and design, the house could be more efficiently managed, which in turn allowed more free time for the homemaker. The house reflects a time when the roles of women were changing, when newcomers and visitors to America could see the epitome of a modern American household and how demands for housing affected the growth and appearance of cities and towns. In spite of the years and changes in taste and attitudes, the house at 288 Wimbledon Road still serves as a model of the typical American suburban home. Its role as the model home for 1928 makes it stand out among the other houses in the neighborhood.

⁹ Ibid.

¹⁰ L. Porter Moore, “A Model Home in Rochester, New York Central City,” *New York Central Lines Magazine*, December 1928, 57.

House at 288 Wimbledon Road
Name of Property

Monroe County, NY
County and State

9. Major Bibliographical References

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

- "Beauty of Home Shames Vandals, Crowds Reveal." *Brooklyn Daily Star (Queens Edition)*, 7 August 1923, 2.
- Broadbrooks, Willis G., Ed. *Irondequoit Centennial Album*. Irondequoit, NY: Irondequoit Centennial Committee, 1939.
- "Distinguished Group Sees Demonstration of New Eastman Color Motion Pictures." *Democrat & Chronicle*, 31 July 1928, 1-5.
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- Moore, L. Porter, "Democrat & Chronicle Model Home Described in Article." *Rochester Democrat and Chronicle*, 11 November 1928, 10E.
- _____. "A Model Home in Rochester, New York Central City." *New York Central Lines Magazine*, December 1928, 57-59.
- Peck, William F. *History of Rochester and Monroe County New York from the Earliest Historic Times to the Beginning of 1907*. New York: The Pioneer Publishing Co., 1908.
- Smith, Florence C. "Irondequoit Bay, the Business of Pleasure." *Rochester History*, vol. LVI, No. 1 (Winter 1994), 2-36.
- West, Maude. *Irondequoit Story*. Irondequoit, NY: Town of Irondequoit, 1957.

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: Bero Architecture PLLC

Historic Resources Survey Number (if assigned): _____

House at 288 Wimbledon Road
Name of Property

Monroe County, NY
County and State

10. Geographical Data

Acreage of Property Less than one acre

(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

1	<u>18N</u> Zone	<u>287969</u> Easting	<u>4786880</u> Northing	3	<u> </u> Zone	<u> </u> Easting	<u> </u> Northing
2	<u> </u> Zone	<u> </u> Easting	<u> </u> Northing	4	<u> </u> Zone	<u> </u> Easting	<u> </u> Northing

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

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

Boundary Justification (Explain why the boundaries were selected.)

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

11. Form Prepared By

name/title Christopher Brandt (edited by Virginia L. Bartos, Ph.D., NYS OPRHP)
organization Bero Architecture PLLC date September 2015
street & number 32 Winthrop St telephone 585-262-2035
city or town Rochester state NY zip code 14607
e-mail cbrandt@beroarchitecture.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:

House at 288 Wimbledon Road
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: house at 288 Wimbledon Road

City or Vicinity: Irondequoit

County: Monroe State: NY

Photographer: Virginia L. Bartos

Date Photographed: 12 August 2015

Description of Photograph(s) and number:

- 0001 of 0010: South and east elevations of 288 Wimbledon, looking northwest.
- 0002 of 0010: South and west elevations, looking northeast.
- 0003 of 0010: East and north elevations, looking southwest.
- 0004 of 0010: Hall and main entrance, looking south.
- 0005 of 0010: Interior view of kitchen, looking northeast.
- 0006 of 0010: Interior view of dining room, looking northwest.
- 0007 of 0010: Interior view of living room, looking west.
- 0008 of 0010: Northwest corner of northwest 2nd floor bedroom.
- 0009 of 0010: Interior view of attic, view looking east.
- 0010 of 0010: View of basement (former film projection room), view looking west.

Property Owner:

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

name Christopher Brandt
street & number 288 Wimbledon Road telephone N/A
city or town Irondequoit state NY zip code 14617

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.).

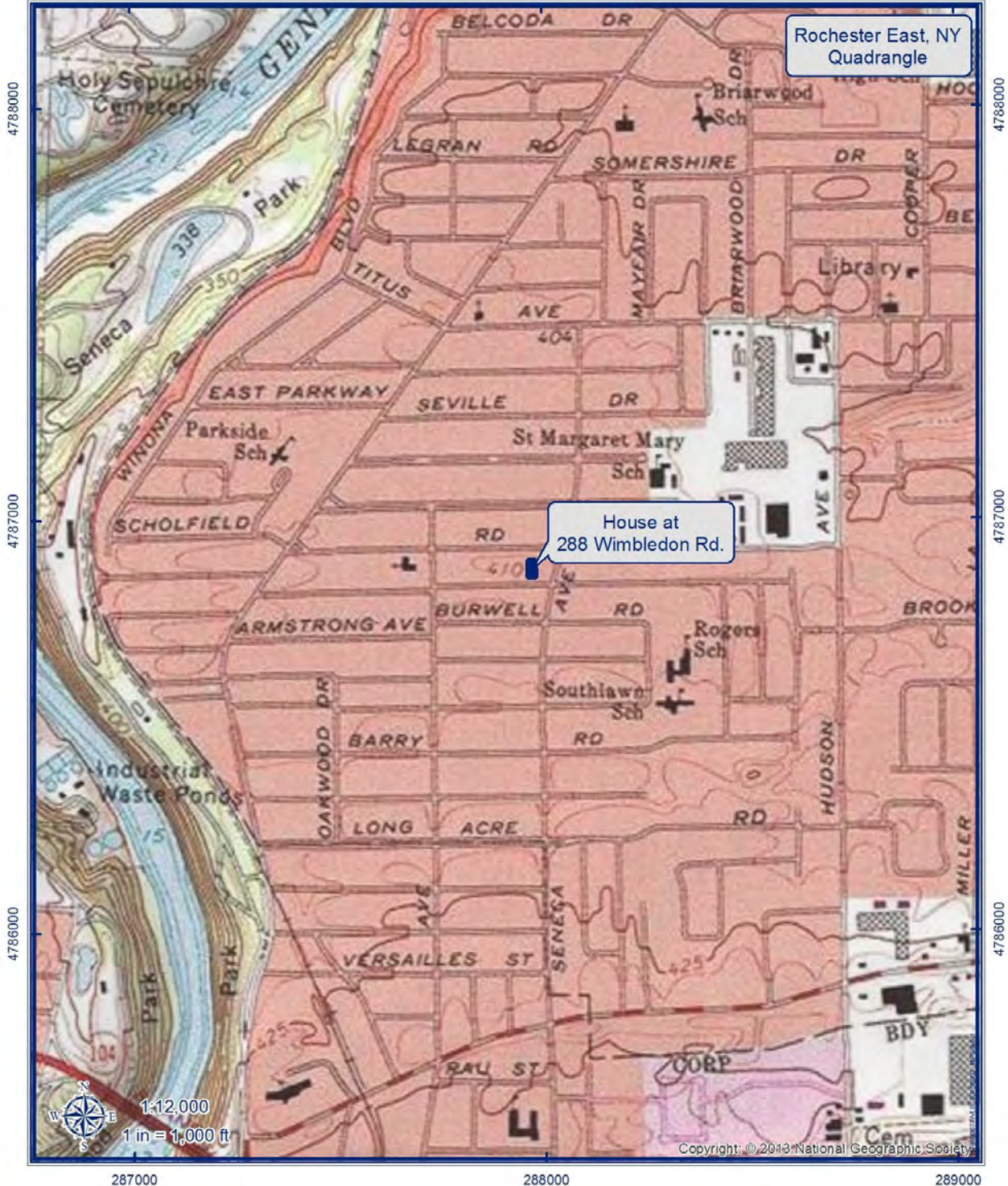
Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to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

House at 288 Wimbledon Road
Name of Property

Monroe County, NY
County and State

House at 288 Wimbledon Road
Irondequoit, Monroe Co., NY

288 Wimbledon Rd.
Rochester, NY 14617



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



NEW YORK STATE OF OPPORTUNITY
Parks, Recreation and Historic Preservation

House at 288 Wimbledon Road
Name of Property

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288 Wimbledon Rd.
Rochester, NY 14617



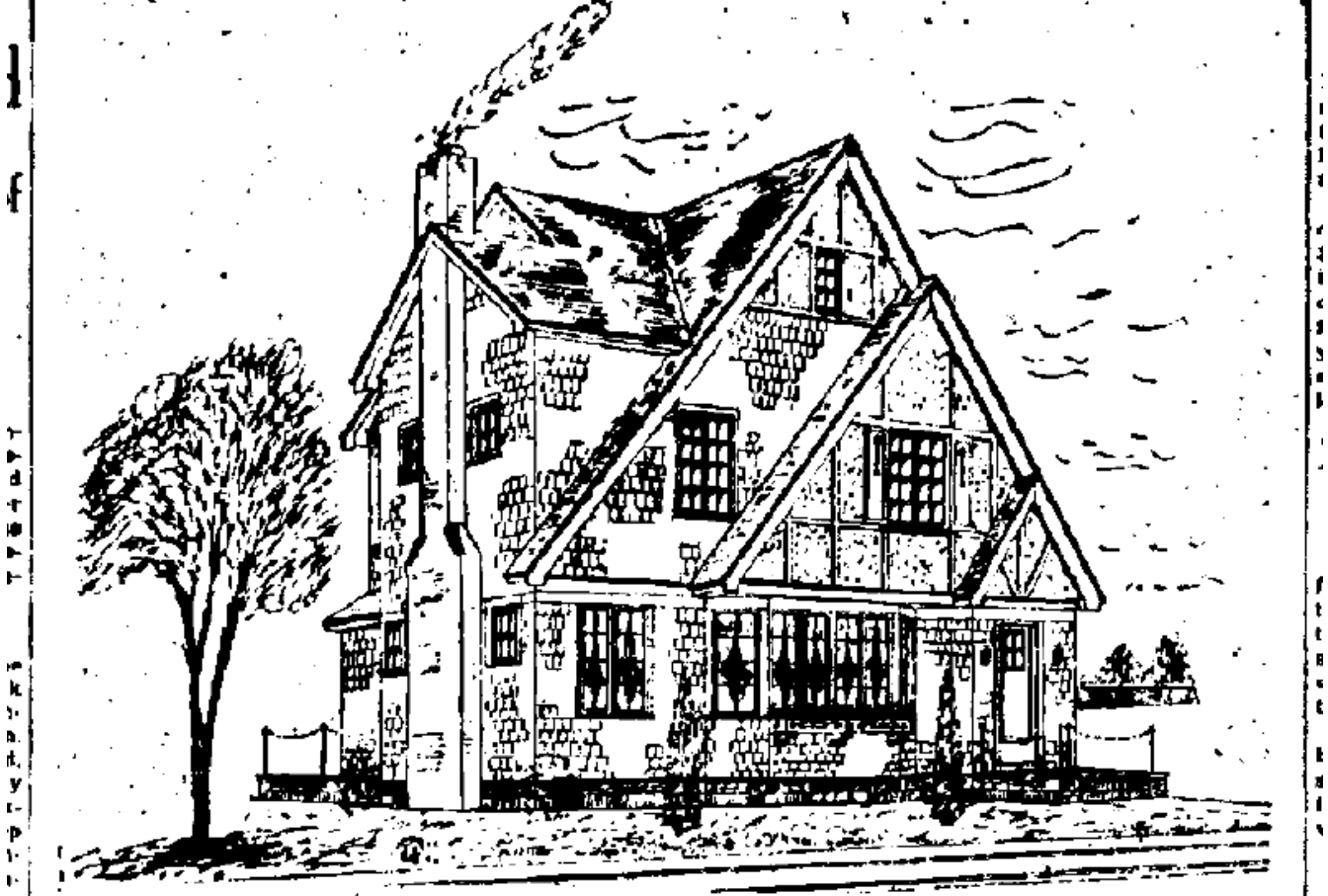
Coordinate System: NAD 1983 UTM Zone 18N
Projection: Transverse Mercator
Datum: North American 1983
Units: Meter



House at 288 Wimbledon Road
Name of Property

Monroe County, NY
County and State

Architect's Drawing of Model Home



Architect's drawing of master model home being erected in Wimbledon road by Fred P. Tosch, realtor builder, under auspices of the Democrat and Chronicle and Home Owners' Institute.

Rochester Democrat & Chronicle, 5 August 1928.



288



















UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY House at 288 Wimbledon Road
NAME:

MULTIPLE
NAME:

STATE & COUNTY: NEW YORK, Monroe

DATE RECEIVED: 10/09/15 DATE OF PENDING LIST: 11/04/15
DATE OF 16TH DAY: 11/19/15 DATE OF 45TH DAY: 11/24/15
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 15000822

REASONS FOR REVIEW:

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

COMMENT WAIVER: N

ACCEPT RETURN REJECT 11-24-15 DATE

ABSTRACT/SUMMARY COMMENTS:

Referred to
The Public and Registered
at
District Office

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

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

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



**Parks, Recreation
and Historic Preservation**

ANDREW M. CUOMO
Governor

ROSE HARVEY
Commissioner

RECEIVED 2280

OCT -9 2015

Nat. Register of Historic Places
National Park Service

30 September 2015

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

Re: National Register Nomination

Dear Ms. Abernathy:

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

House at 288 Wimbledon Road, Monroe County
Globe Woolen Mills Company, Oneida County
University Presbyterian Church, Erie County
Rice-Dodge-Burgess Farm, Herkimer County
Charles Chauncey Dwight house, Cayuga County

These are our final nominations for the federal fiscal year. Please feel free to call me at 518.268.2165 if you have any questions.

Sincerely:

Kathleen LaFrank
National Register Coordinator
New York State Historic Preservation Office