

SG-2054



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 G. W. Todd-Wilmot Castle Company Building  
other names/site number N/A  
name of related multiple property listing N/A

## Location

street & number 1255 University Avenue

N/A	not for publication
N/A	vicinity

  
city or town Rochester  
state New York code NY county Monroe code 055 zip code 14607

## 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  
Roger Daurant Wally 11/29/17  
Signature of certifying official/Title Date  
Deputy State Historic Preservation Officer  
State or Federal agency/bureau or Tribal Government

In my opinion, the property     meets     does not meet the National Register criteria.  
Signature of commenting official \_\_\_\_\_ Date \_\_\_\_\_  
Title \_\_\_\_\_ State or Federal agency/bureau or Tribal Government \_\_\_\_\_

## 4. National Park Service Certification

I hereby certify that this property is:  
X entered in the National Register     determined eligible for the National Register  
    determined not eligible for the National Register     removed from the National Register  
    other (explain): \_\_\_\_\_  
[Signature] 1-29-18  
Signature of the Keeper Date of Action

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5. Classification

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

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

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

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

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

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

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

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

N/A

0

6. Function or Use

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

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

INDUSTRY/PROCESSING/manufacturing facility

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

INDUSTRY/PROCESSING/manufacturing facility

COMMERCE/TRADE/office building

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

7. Description

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

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

Early to mid 20<sup>th</sup> century Commercial

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

foundation: brick, concrete

walls: brick, concrete

\_\_\_\_\_

roof: bitumen membrane, copper

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 G. W. Todd-Wilmot Castle Company Building is an early twentieth century industrial building located at 1255 University Avenue, in the block between Culver Road and East Boulevard, in the southeast section of the city of Rochester, Monroe County, New York. The building was originally constructed for the G.W. Todd Company in 1909 and went through several additions/expansions beginning in 1913. These continued after being sold to the Wilmot Castle Company in 1918, with the final expansion taking place in 1951. To the rear (south) of the building is a largely residential neighborhood with single family residences and apartment buildings. This section of University Avenue consists of a mix of two-story manufacturing buildings, commercial properties, and some residences. Historically, there were more factories here, but some have been replaced by fast food restaurants and gas stations. The site is a bounded on the south by the East Avenue Historic District (NR listed 1979). East Avenue was a boulevard of grand residences built by industrialists and businessmen, many of whom, including the brothers George and Libanus Todd, owned the factories on University Avenue. The G. W. Todd Building retains its historic integrity to its period of significance (1909-1955), especially in terms of form, massing, materials, feeling, and association. The primary materials used in its construction are brick and concrete. Several intact original features include the decorative main entrance pavilion, brick inset panels, corbels, and denticulation on the exterior and wood paneled offices, wood floors, wood and metal interior stairs and wood support posts in the older sections of the building.

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### Narrative Description

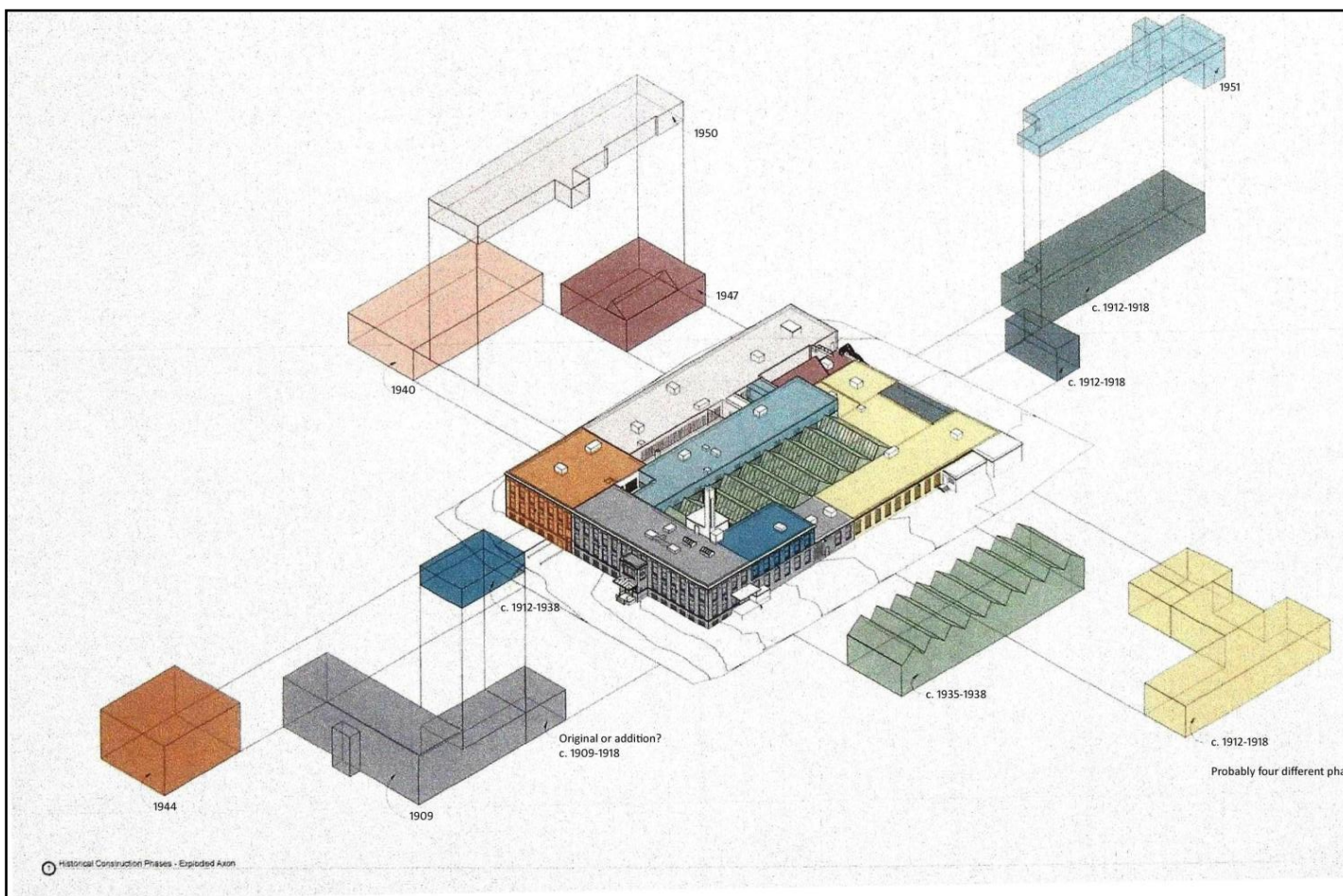
Located on University Avenue, the G.W. Todd-Wilmot Castle Company Building is a two-and-one-half-story courtyard factory with a skylight covered center section, built in 1909 and expanded several times over the course of forty years with final addition in 1951. The north elevation is the primary façade. It shows as a 21-bay common-bond brick manufacturing building with a flat roof and projecting pressed metal cornice. A two-story, ten-bay brick wing and a one-story, thirteen-bay brick wing extend south along the west side. Along the east side is a two-story brick and concrete block wing. The south (rear) elevation has one and two-story brick sections that enclose the building. The façade windows are a mix of twelve-over-twelve double hung wood sash in the basement level and in the upper levels, metal replacements with upper black metal panels. A mix of double-hung wood sash and large industrial steel windows are in the remaining elevations. All the wings and additions have flat roofs. A roughly 50-foot tall rectangular brick smoke stack rises from the inside ell of

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the northwest section of the building. The predominant exterior cladding is common bond brick, giving it a uniform appearance, except for the east elevation that is a combination of brick and painted concrete block. The building fills the lot except for parking areas in the front and rear of the building and a narrow strip on the east used as a driveway. The building retains its integrity due to much of the historic fabric being extant and with the exterior being much the same from 1955 when the owner, the Wilmot Castle Company, relocated to Henrietta, Monroe County, New York. The interior retains its original divisions representing the various functions of both the Todd and Wilmot Castle companies, along with much of the historic finishes (wood, tile or concrete floors, metal staircases, concrete and wood support beams, and some interior office divisions).

## EXTERIOR



Building Phases – 3D Exploded Map of 1255 University Avenue,” prepared by Passero Associates, Architects, 242 W. Main Street, Ste. 100, Rochester, NY, 14614 on February 15, 2016

When viewed from University Avenue, the facade (north) elevation has a raised brick foundation with two upper floors, cast stone water-table, and denticulated brick frieze beneath a projecting, pressed metal cornice. It is divided vertically into bays by windows and raised brick piers that are set vertically below the frieze.

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Horizontal divisions consist of raised brick panels between the first and second floor windows and a watertable between the basement and first floor. Three entrances are visible with one accessing the basement level. The main entrance is in a projecting two-story brick pavilion. A secondary entrance is located on the first floor east of the main entry and consists of an aluminum and glass door and transom set into an aluminum frame. Next to this door is a green directional signboard.

The primary entrance is offset to the west in the projecting, two-story, flat-roofed, brick pavilion. Originally, it was in the center of the thirteen-bay façade, but a 1944 seven-bay addition extended the façade when constructed on the east side of the building. With the 1944 addition, fenestration is symmetrical in the façade, balanced by the secondary entrance in the seventh bay. Windows in the basement begin as eight-over-eight, fixed sash and become smaller as the ground rises to the west. Except for the raised basement, windows in all the openings on the front façade are replaced with single-paned glass windows with an upper black metal infill panel. Other historic architectural features are extant in the façade and include a cast stone watertable with a lower course of soldier brick, cast stone sills, and raised brick insets in panels beneath the second story windows that also extend from the frieze in the piers.

In the entrance pavilion, a tripartite window is above the door and two ocular windows are in the east and west sides of the projection framed by brick headers. The ocular windows are set into a recessed brick panel accented with cast stone. Brick corner piers extend from the watertable to above the pavilion windows. A single-paned glass and wood door is recessed in a corbelled brick surround, topped with a rectangular clear glass transom. The number 1255 is stenciled in gold in the entrance transom. The entrance also has a green directional signboard to the east. A copper and glass hipped roof canopy is above the entrance surround, supported by large, decorative metal brackets, covering the full width of the pavilion. In front of the building is a paved asphalt area with parking spaces placed perpendicular to the building. A poured concrete walkway connects the sidewalk to the entrance pavilion.

The west elevation is less regular but still consistent in the use of brick, pressed metal cornice, denticulated frieze, corbels in the upper portion of the brick piers, raised brick insets in the second-floor window panels, cast stone sills, and a watertable of cast stone with a lower course of soldier brick. The north end of this elevation is two-stories by ten bays; however, the window openings in the six bays of the first story have rounded windows with brick header lintels. The windows in this section are replacements of single-paned glass below a black metal infill panel. The watertable extends only to the fourth bay, ending at a loading door with a flat metal roof, covering the third and fourth bay with a raised dock of poured concrete. The fourth bay opening is an overhead door, with a small, fixed glass window above the door. Extending from the south side of the

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loading bay is a flat roofed, single-height brick structure with a south wooden door containing stairs to the basement level.

The south end of the west elevation is a one-story by thirteen-bay section. The two windows closest to the two-story section were enlarged; one accommodates an overhead door and the other is enclosed with a metal door at ground level. Windows in this section are wider than the windows in the two-story section. Most are the original twelve-over-twelve double-hung wood sash, all of which are capped with arched lintels of two rows of brick headers. The southernmost corner of this elevation has an L-shaped wood frame addition, with the north portion having a sloping shed-roof, fixed multi-light window, entry and wood stair on the north side. Attached on the south end is a taller, flat-roofed wood frame section with a wood infilled former entry on the west side and a large, overhead wood-panel and multi-light garage style door on the south. The entire addition is sided with vertical boards and the foundation is concrete. A paved asphalt driveway runs along the west side of this elevation, extending from University Avenue to Sager Drive.

The south (rear) elevation is irregular due to different phases of construction, but it is consistent with the rest of the building though the use of brick cladding on most of the exterior, a pressed metal cornice, denticulated frieze and arched windows with stone sills and brick header lintels in the older part of the elevation (see *Building Phases* illustration). Most of this elevation is one-story with the east end being two stories constructed later (1947 & 1950) of brick with a flat roof, cast stone window sills, and a denticulated cornice. The west wall of the second story shows concrete block, a metal door and metal fire escape extending from the flat roof to the door and then to the one-story portion of the south elevation. A loading bay with a metal overhead door is in the extreme east end.

Proceeding from west to east, the south elevation consists of the previously described wood panel and glass loading bay and door and a non-historic wood and glass door set into a wood surround with a glass transom above. Next are three original twelve-over-twelve windows with stone sills and two rows of brick header lintels. The center of the south elevation is covered by vertical plywood siding, painted dark green, which contains commercial grade and double glass and metal doors. Another green door is set into a recess to the west of the double glass doors. To the east is another similar overhead door on the west end and two, fixed nine-light wooden windows, two more original twelve-over-twelve double-hung sash windows and a solid metal door. The southeast corner of this elevation is two-stories of cement block faced with brick to match the building.

The fenestration in this portion is as follows: on the second floor, a paired nine-over-nine metal sash window is separated from a single nine-over-nine metal sash window by a narrow, six-over-six fixed metal sash window. Directly below in the first floor is a solid steel door with a fixed glass transom. To the west of the door is a four-

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part, multi-light industrial metal sash window divided into groupings of four and eight lights. All windows have cast stone window sills. A denticulated cornice separates the first and second floors, and the brick pattern and color is slightly different between floors, an indication of two separate building campaigns. Terra-cotta coping tiles top the second floor at the roofline; there is no overhanging cornice as seen on the primary façade.

The east elevation is the most recent section (1944, 1947 & 1950) and has more regular fenestration. For most of the elevation, the walls are smooth concrete block. A section closest to University Avenue is faced with brick. At the southeast corner, a single, multi-light fixed metal sash window is placed in both the first and second floors. In the concrete wall section, the first floor has two long bands of multi-light metal sash windows, again divided into sections of four and eight lights. The two groupings are separated by a concrete pier. Toward the north end is a single four-over-four metal window in the brick-faced portion of the first floor. The second floor of the concrete block portion has a long continuous band of fixed metal sash windows. The windows in the concrete block section have cast stone sills.

The northeast corner of the east elevation is faced with brick and both the first and second floors have regular fenestration consisting of three groupings of three multi-light metal sash windows, with operable center portions. The operable sections of three of the second-floor windows were replaced with double-hung wood sash windows. The windows have cast stone sills and the second floor is capped with terra-cotta coping tiles. The property line runs very close to the east side of the building and adjacent property owners constructed one-story garages along the property line, partially obstructing the view of east elevation.

Roof heights vary, corresponding to the different stages of construction. Roofs are covered with water proof membrane and have ventilation units interspersed throughout. From the roof, more terra-cotta coping tiles are visible topping other walls from the 1950 and 1951 additions. Two four-light skylights are visible near the northwest smokestack. Also, visible from the roof are the ca. 1926-1938 sawtooth style monitors with skylights that cover the center of the building. This installation consists of nine monitors of membrane on one side and large glass lights with metal muntins on the other. Extending south from the monitors is another roof section of two heights allowing a clerestory of square three-over-three windows set into wide wood moldings along this section of the roof. The nominated parcel includes an eight-foot wide paved driveway on the west side of the building used to access the loading docks and Sager Drive.

## **INTERIOR**

Interior spaces on all levels show the divisions, most following the historic layout and some recent (ca. 1978) that house offices along with studio, retail and light industrial spaces. Much of the historic interior was open

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space with offices concentrated in the 1909 and 1944 sections facing University Avenue. Extant historic divisions indicate that much of the office space was divided after 1918 when it became the Wilmot Castle Company Building. First-floor offices generally follow the same arrangement as the second-floor office divisions, but the first-floor offices have drop ceilings, more recent doors and solid gypsum walls. Original plaster ceilings are still extant above the drop ceilings. Even though many of the industrial spaces are divided, several retain the original wood and tile floors, high ceilings, steel support beams, and wood and concrete support posts.

### **First Floor**

When entering from University Avenue, the main doors in the entrance pavilion open into a small vestibule with a historic wood and metal staircase that rises with a half-run to a landing for access to first floor offices. The stairs continue to another landing at the second-floor level. The staircase is painted and features evenly spaced square balusters topped with a stained and polished oak rail. The balusters rest on skirt moldings. Newel caps consist of smooth, turned wood knobs. The stairs and landing are carpeted over the original wood. The entrance foyer is decorated with historic wooden baseboard molding and wall moldings that match the height of the window sills. The walls up to the first level were covered ca. 1978 with horizontal wooden four-inch boards and textured wall paper. Original painted plaster continues in the upper portions of the entry stair.

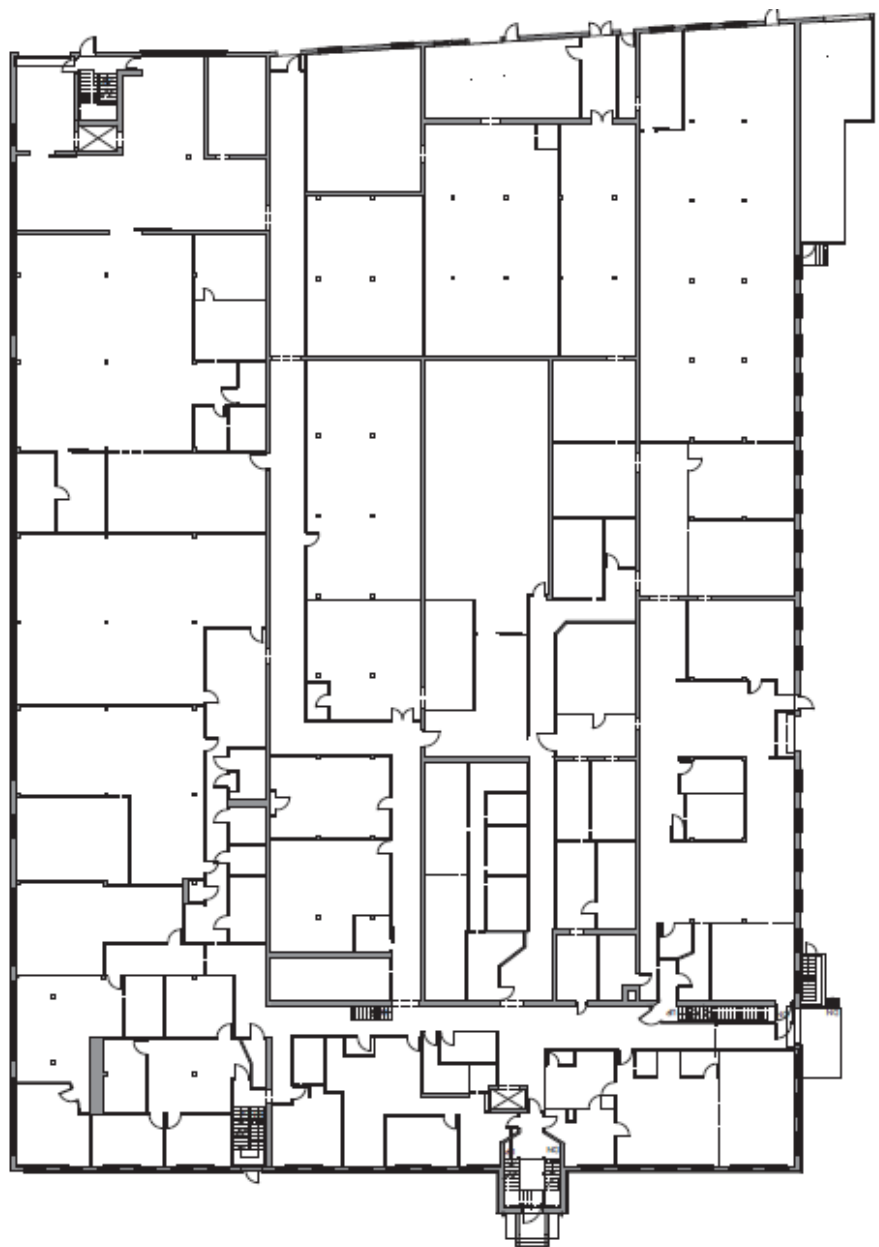
A large tripartite window in the entrance upper level is a ca. 1978 replacement, but the historic painted wood moldings and sills remain. Doors visible from the landings appear to be mid-twentieth century wood with large wired glass upper insets. A secondary entrance in the north elevation is in the northeast end that opens into a closed-well steel staircase providing access to the first and second floor. The stair connects with an east-west double loaded corridor, an electrical closet and an open, straight-run metal staircase to the basement.

The main entry pavilion has a six-foot by four-foot open entryway that leads from the first-floor stair landing to the first-floor offices along an east-west double loaded corridor and a six-foot wide secondary north-south corridor. Two more north-south corridors are located further east along the east-west corridor. Three doors in the landing area also connect to the offices, except for the south door, which leads to a small foyer with a freight elevator and wooden safety gate that services the basement. The walls in all corridors are white painted gypsum board and the floors are the original oak floorboards or tile. The corridors have suspended ceilings.



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First Floor plan  
showing existing  
divisions

In the northwest corner of the building, four offices each have suspended ceilings, original oak floorboards, and outer white-painted brick walls. Interior walls are white painted wall board. Windows in the north and west facing offices have an infilled metal upper panel at the level of the drop ceiling and historic wood sills. A ledge projects from the sill level under the windows and is enclosed to the floor. Brick wall surfaces along the north wall are covered with wall board. Some offices either have exposed historic radiators or covered non-historic radiators. At the end of the east-west corridor is a steel straight-run staircase leading to the basement.

Along the west side of the first floor, a series of interconnected offices have brick outer walls painted white and interior walls of white painted wall board. Floors are a mix of wood, plywood, concrete and/or tile. These

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offices have florescent shop lights, conduit and furnace duct work affixed to the open ceiling that shows the original steel support beams. The window openings retain original wood sills and moldings. Nearly halfway along this side of the building is an overhead door that leads to the exterior loading dock, set into a recess framed out with interior partition walls of gypsum board.

Offices in the southwest corner of the building retain the original twelve-over-twelve wood sash, sills and insets. This area is currently used as retail space with the south facing area used as a showroom. In the southwest corner of this large area is a loading dock with a historic overhead door and a separate room used as an office. Other historic features in the retail area include evenly spaced original twelve-inch by twelve-inch wood supports and a floor that is a mix of concrete and original oak floorboards. The open ceiling has suspended non-historic spot lights and fluorescent shop lights. The showroom's public entrance is in the south wall, consisting of a multi-light and wood door topped by an operable wood and glass transom. To the east of the door and windows is a small enclosure used to house electric meters with walls of vertical narrow wood boards and barn-style sliding wood paneled doors.

Along the south elevation, the space adjacent to the retail area and meter room has a separate entrance and vestibule of two sets of ca. 1978 glass and metal paired doors. The vestibule has carpeting and wall surfaces clad with wall board. A solid wood door provides access into an enclosed space. The inner doors open into a large room with an open ceiling and a brick south wall with four visible clerestory windows above. The room has its original wood floor and twelve-inch by twelve-inch square support posts. The north wall of this section opens into a small room that is interconnected with several rooms of varying sizes. These were originally one open space below the roof monitors, now divided and with a corridor leading to the main entry pavilion on the north side of the building. Wall and corridor divisions are similar to others with gypsum board walls, drop ceilings, and wood or concrete floors.

Additional rooms/offices along the south end of the building have painted brick outer walls or concrete block painted white. Most of the south side offices have concrete floors and open ceilings and those with windows of wood double-hung sash retain the original interior wood sills and moldings. Larger multi-light windows set into concrete block walls retain the original metal sash with operable center sections. Located near the east side of the south elevation is a solid metal exterior door that opens into an eight-foot wide secondary load-bearing corridor running north-to-south. The corridor's walls are wallboard and the floors alternate between concrete, wood and vinyl covering. A suspended ceiling runs the length of the corridor.

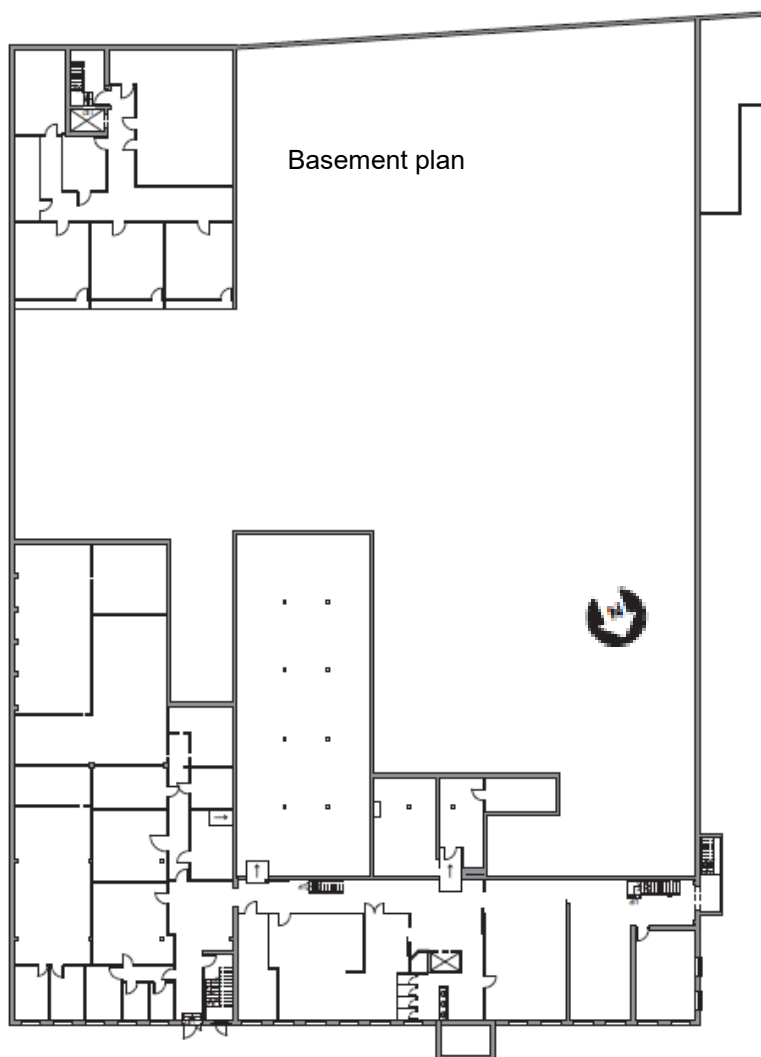
The east side of the building represents the most recent construction (1944, 1950, 1951) and contains several offices that retain original fixed metal sash windows, open ceilings, original concrete floors and wood supports

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with wood angle braces. The office spaces are open, reflecting the historic manufacturing function of these areas. Offices in the northeast part of the building were part of the 1944 office expansion and are accessed by a tertiary corridor that retains its original wood floors. These offices are smaller in size, have tile or carpeted floors, interior walls/partitions of wall board, exterior walls that are white painted brick or paneled and either exposed or covered historic radiators. The offices have drop ceilings level with the infill metal panel portions of the windows.

## Basement



Only portions of the building have a basement, limited to the north (front) side of the building and the southeast corner; the remainder is unexcavated. There are sections under the north side that are crawl spaces with no access and rooms with low height beams. Interconnected rooms are used for storage and mechanicals. The exterior walls are painted white brick at the front of the building, changing to brick over rough cut stone in the corridor to the south. Support posts are steel and wood with wood angled braces and riveted metal bases. There are staircases at four separate access points under the front of the building, plus exterior access near the loading bay at the northwest corner of the building. The stairs are either metal or concrete, with metal railings. Another basement portion is below the two-story brick-faced section under the southeast corner of the building. It is separate from the basement section in the

north side and consists of a series of rooms with concrete floors, no exterior windows and is reached by one metal staircase adjacent to a freight elevator that rises to the second floor and has access to the loading dock on the first floor.

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## **Second Floor**

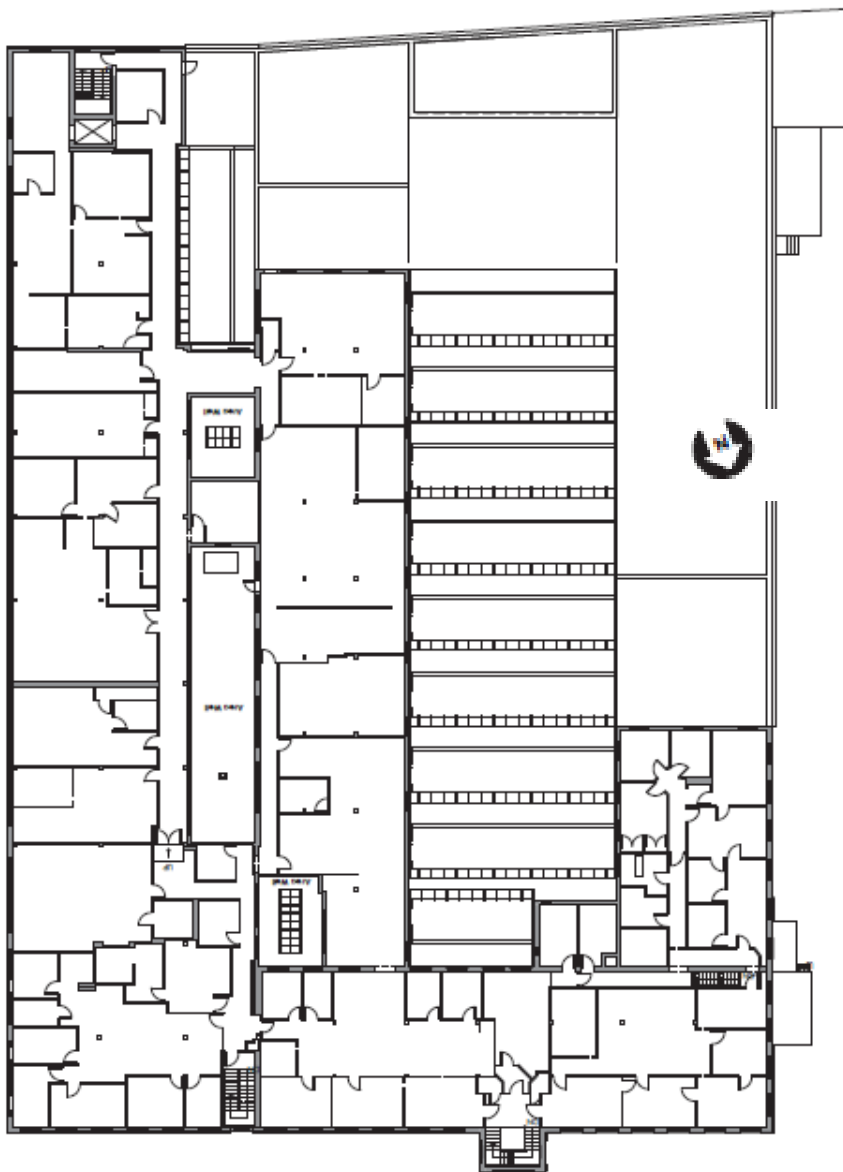
Upper floors only extend along the north (1908 and 1944 sections), east (1950 section) and the 1951 inner portion. The oldest part of the second floor is accessible from the main stairwell pavilion in the north side of the building. From the second stair landing, original wooden doors are to the east and west and consist of a large, wood recessed lower panel and an upper, single, large light with original metal hardware (knob, plate, hinges). An operable, single-light transom is above the door. Directly opposite the second-floor landing is a steel and glass door, topped by a metal and glass transom and sidelights, leading to a foyer. The foyer has non-historic wallpaper, but retains portions of an original wood chair rail, baseboard molding, and concrete floor. East of the foyer is a large, open room with a series of office enclosures that line the north (front) façade. This area contains the original oak floor, square wood support posts and open ceiling in the undivided space. Windows on the south side of this room are original wood sash. Several still have the original metal handles and locks, as well as the original wood moldings and sills.

The north facing offices are separated by an original partition wall that has painted gypsum panels set into chair rails and baseboards. Above the panels are fixed, two-over-two windows with dark stained wood trim. Doors into the divided spaces consist of a large wood recessed panel in the lower portion and a large glass upper light set into a wood frame. Divisions between offices use the same design of panels and windows set into moldings. Above the doors are operable wood and glass transoms. Doors appear to have the original metal hardware and doorstops. Several historic radiators are below the window sills. Some of the offices have painted woodwork and others have dark stained woodwork. The façade (north) windows retain their original wood surrounds, but have replacement windows like the rest of the façade. The front offices retain their original cast-iron radiators.

A small number of interconnected offices extend along the west side, accessed by an interior corridor. The glass and wood paneled door on the west side of the second-floor landing of the main staircase leads to a suite of offices that are carpeted. The small offices with west facing windows are separated from an outer office by the original glass and wooden partition, topped by a series of fixed transoms. The exterior windows are metal with single-paned glass below a black metal infill panel. The original wood surrounds remain in place, as do the wood chair rails, radiators and open ceilings. South of this is an unfinished suite of offices with the original oak floorboards and partially covered and open ceilings with hanging fluorescent lights. The windows are also metal with single-paned glass below a black metal infill panel. There is a mix of original freestanding radiators and non-historic radiators built into wainscoting under the windows.

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Second Floor plan showing existing divisions

Overall, walls in this space display radiators of different ages and the rest of the space features fluorescent lights, utility pipes and ductwork suspended from the open ceiling. The northeast corner (1944 addition) has a suite of offices with drop ceilings, carpeting, and a mix of original cast iron and more modern radiators. These offices also have wallboard separating the spaces. A carpeted stairwell with metal railing just west of the suite of offices is at the northeast corner of the building, leading to the first floor. The stairwell enclosure has walls of white painted concrete block and a single, metal double-hung window in the north wall.

A six-foot wide corridor connects the stairs to offices located to the south in the 1950 addition. The corridor is carpeted and has wallboard surfaces and a suspended ceiling. Offices to the east of this corridor retain concrete floors, steel supports with metal braces, exposed concrete block exterior walls and glass and metal

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industrial windows. Most have the original open ceiling and a few have drop ceilings. The end of the corridor has a stairwell leading to the first floor and egress to Sager Drive.

Two smaller corridors connect to the 1951 addition, much of it being an open space currently used as a dance studio. The studio retains its original wood floor, evenly spaced twelve-inch wood supports, exposed painted brick exterior walls and an open wood ceiling with wood beams. Windows are the original metal and glass industrial multi-lights with operable center sections. South of the dance studio are three small offices that overlook the roof monitors to the west and the area well on the east. A door in the southernmost office accesses the roof. These offices retain the original wood floors and walls that are a mix of white painted concrete block and wallboard. Windows on the east side are multi-light industrial metal windows and on the south and west sides are casements with a transom above and fixed glass window below.

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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.)

Industry

Architecture

**Period of Significance**

1909-1955

**Significant Dates**

1909, 1918, 1955

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Gordon & Madden; Gordon & Kaelber;

Carl R. Traver

**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.

**Period of Significance (justification)**

The period begins with the initial construction of the factory in 1909 and ends when the last major occupant, the Wilmot Castle Company, moved production to Henrietta (a suburb of Rochester) in 1955 and vacated the building. It also represents the growing prosperity of the two firms that owned the property, the building's association with the growth of industry in Rochester and a large portion of the industrial work of Rochester architects Gordon and Madden.

**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 G.W. Todd-Wilmot Castle Company Building is significant under Criterion A in industry for its association with two businesses that made significant contributions to Rochester's commercial and manufacturing history in the early- to mid-twentieth century. The first was the G.W. Todd Company, which commissioned construction of the building in 1909 and occupied it until 1918. The G.W. Todd Company invented a patented check protecting machine known as the *Protectograph* and manufactured it at the site beginning in 1909. The *Protectograph* had an immediate impact on commerce throughout the United States as the first successful device to protect checks from forgery, resulting in the device's widespread use for business and personal checking. In 1918, the G.W. Todd & Company moved its production to a larger building a block away, for better access to the New York Central Railroad. The second company, the Wilmot Castle Company, was significant in the production of medical sterilizing and surgical equipment, and occupied the nominated building from 1918 to 1955, continually expanding as it eventually became the largest manufacturer this type of equipment in the United States. The Wilmot Castle Company developed innovative surgical equipment sterilizers in response to new medical discoveries related to the nature of infection and disease. The greatest period of expansion for Wilmot Castle was in the first half of the twentieth century, beginning in 1918 when the company moved into the University Avenue plant, and the second with additions made to the building between 1940-45 that reflected wartime contracts and the need for more space. The period of significance extends from 1909 to 1955, when construction and manufacturing began with the G.W. Todd & Company and ends when the Wilmot Castle Company moved into a new facility in the suburbs.

The nominated property is also significant under Criterion C in architecture as an excellent example of an early-to mid-twentieth century industrial building. Built in 1908, the brick building was constructed with typical mill construction and each subsequent addition incorporated the latest in industrial design. The original L-shaped brick factory was designed by the Rochester architectural firm of Gordon and Madden. Its expansions from 1912 through 1930, also designed by Gordon and Madden and its successor, Gordon and Kaelber, show a high degree of continuity. The WWII-era expansion included an extension of the brick façade by local architect Carl R. Traver, who followed the Gordon and Madden/Kaelber design, but used a more modern idiom on less prominent sections of a more economical and practical construction method of concrete block with industrial steel windows. Historic decorative features were copied for the façade (decorative brick inset panels, corbeling and double hung sash), while the modern design of the new expansions resulted in a cleaner, more "sterile" appearance, as befitted a company making surgical equipment. Confined by the property lines, Traver took advantage of adding to the upper floors and enclosing interior courtyard spaces.



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

### **Criterion A: Industry**

Settlement began in what became Rochester around 1803 when it was a 100-acre tract owned by three investors from Maryland, one of them being Colonel Nathaniel Rochester. When Colonel Rochester traveled west to inspect the lands, he saw how the falls of the Genesee River gave the settlement a definite advantage for milling and trade. After construction of the Erie Canal reached Rochester (1823), more mills and related industries located along the falls and the canal, requiring that Rochester annex additional land to relieve overcrowding, expanding it to just over 1,000 acres. The canal also meant that wheat grown in the surrounding farms could be brought to Rochester, where it was milled into flour and shipped east to market, making Rochester the primary canal port in the Genesee region. As a result, Rochester's rapidly expanding population allowed it to be incorporated as a city in 1834. The new city was also known as the "flour city" due to its prominent role in flour milling.

Early roads radiated from the "four corners" of the original 100-acre tract, at first concentrating on the west side of the river, but as bridges spanned the river, roads connected with the smaller, independent subdivisions on the east side. One of these roads was Buffalo Street, which became Main Street as it crossed the Main Street Bridge. One of the new east side roads was University Avenue, opened in the 1850s, and named for the recently built University of Rochester that was located on farmland at the edge of the city line. In the mid-1860s, promoters of the new avenue boasted that it afforded a fine view of trains arriving and departing from the nearby New York Central & Hudson River Railroad station. By the late nineteenth century, University Avenue extended to Culver Road. The 1888 *Robinson's Atlas of Rochester* depicted University Avenue as having large tracts owned by the railroad, several subdivisions of small frame houses, and large parcels containing farms or vacant land owned by investors.

After 1865, industry shifted in Rochester from canal related industries to large scale manufacturing of a variety of goods. The rapid pace of Rochester's development in the post-Civil War period encouraged industrialists and businessmen to look at the city's outskirts for building sites, preferably with access to rail lines. Two major factory complexes were built north of the city center: Bausch & Lomb (1878), founded by John J. Bausch and Henry Lomb for manufacturing optical goods and lenses, and Kodak Park for George Eastman's Eastman Kodak Company (1891) for manufacturing cameras and photo supplies. In 1905, the city annexed part of the

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Town of Brighton to the southeast, opening more land for manufacturing and soon after, the Gleason Works factory complex for manufacturing gears was built on University Avenue, just west of Culver Road.

Another large factory shown on University Avenue in a 1910 Hopkins Atlas was the Stromberg-Carlson/Telephone Manufacturing Company, one of the first to build along the extension of University Avenue east of Culver Road. The large brick complex was followed by the Morgan Machine Company. Soon both sides of the end of University Avenue east of Culver Road were dominated by brick factories that included the Huther Brothers Saw Manufacturing Company, the Rochester Non-Rust Tinware Company, the J.W. Jenkins Motor Car Company and G.W. Todd Company. Plants on the north side of University Avenue constructed railroad sidings to connect to the New York Central that paralleled University Avenue. In stark contrast, the eastern end of University Avenue (east of the New York Central Yards) was largely residential, responding to the city's rapidly growing population and the need for housing.

### **G.W. Todd & Company**

After seeing a demonstration of an early check protecting device, Libanus M. Todd was motivated to design a smaller, more practical device than the one shown by the Defiance Machine Company of Rochester. The Defiance machine weighed 75 pounds and had limited capabilities. His brother, George, and two associates, Frank Pease and Charles Tiefel, attempted but failed to build a check protecting machine that would imprint lines on the face of a check to make it difficult to forge. Libanus Todd succeeded where they failed, when in June 1899, he invented a device that weighed only eight pounds and imprinted words representing the amount of the check, making it part of the paper's fiber. Another feature embossed the words "Not Over" on the limiting line, an innovation that would make his invention the first successful device of its kind and an essential piece of business equipment.

Called the *Protectograph*, the machine was popularized through clever marketing and capitalized on the need for such a device that allowed any commercial or industrial concern to confidently use and trade checks without fear of fraudulently "raising" or increasing the amount on the face of a check. A 1949 newspaper article summarized the firm's impact: "Manufacture of the first Todd check protecting device was an event in the business world. Previously, it was a comparatively simple matter for a clever operator to raise the value of a check. The *Protectograph* made this impossible and it is probably fair to say that it had much to do with the increased use of checks for all sorts of business transactions, from the small individual depositor to the big

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corporations.... It marked the beginning of an industry that was to be an important addition to industrial Rochester and an influence in business development throughout the world.”<sup>1</sup>

Local machinists were at first contracted to manufacture of the Protectograph. During the earliest years of the company, with the Todds and their partner, Charles Tiefel, worked out of a small rented office in the Wilder Building. The first machines went on the market in the fall of 1899, and 100 were sold over the next year. In October 1900, George Todd attended the American Bankers Association convention in Richmond, Virginia, where he took orders for 51 machines that provided incentive for him to make needed improvements to the *Protectograph*. These included using steel for the platen instead of rubber, replacing the nickel exterior with black enamel, inserting an ink supply roll that made it easier to re-ink. The company also hired William F. Russell of New York City, to be its first salesman, agent and distributor. By 1903, G.W. Todd & Company sold nearly 10,000 machines and introduced new models, each one being an improvement over the earlier version. The machines were still manufactured to local firms under contract until 1905, when the company rented a manufacturing plant in a commercial building on Rochester’s West Main Street. The company’s offices were located nearby on Exchange Street.

Proceeds from *Protectograph* sales were reinvested back into the company in the early years with a profit of almost \$140,000, recorded in 1909. This allowed the company to buy land in Rochester’s Ely Tract on University Avenue, three miles east of downtown Rochester. The property purchased was in the block between Culver Road on the west and East Boulevard on the east, abutting Blossom Road (now Sager Drive) on the south. That end of University Avenue offered the opportunity to build a new factory on available land, be in close proximity to other factories and commercial buildings, and be close to the tracks of the New York Central & Hudson River Railroad. The Todd Company hired the Rochester architectural firm of Gordon and Madden to design and oversee the construction of a suitable factory indicative of the company’s financial success with a two-story brick building and a canopied entrance facing the avenue. Offices and manufacturing space were consolidated in the L-shaped building, which was expected to indefinitely accommodate the business requirements of G.W. Todd & Company.

The new “plant,” as it was called was money well invested, resulting in 1910 in the production of over 18,250 Protectographs, recording a profit of \$173,349. Libanus Todd developed a new check signing device that same year, which proved to be especially popular.<sup>2</sup> Two additional significant developments took place in

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<sup>1</sup> Andrew Wolfe, “An Industry in Profile: The Todd Company,” *Rochester Times-Union*, June 13, 1949, 26.

<sup>2</sup>The check signing machine was developed at the request of valued customer Ezra T. Hershey, treasurer of the Hershey Chocolate Company and cousin of its founder, Milton S. Hershey; Edith D. Fuller, *Chronological Record of G.W. Todd & Company and Successor Companies, 1899-1958*, n.p., 15.

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1910: the company introduced the the *Protectograph Model H*, a new machine that featured a handle locking device for making it impossible to imprint on a check without shredding the paper, and launched a five-day work week during the summer months that was later expanded to the full year in 1928.<sup>3</sup>

By 1913, the company introduced check “safety” paper and reported that the company had an international market, selling over 87,000 check protectors and check writers with a net profit of \$511,284. To accommodate the rapid pace of this growth, the manufacturing space was doubled in size in January 1913. Another addition was begun in September of that year, but was outgrown before completion.<sup>4</sup> The additions were all executed in brick to match the original building, using the same architects. By 1918, the factory extended along the west side of the property, wrapped around the south (rear) of the property and extended along the east side of the lot.<sup>5</sup>

As the company expanded, it went through reorganization. George W. Todd’s son, Walter L. Todd, joined the company in 1910, and in November 1915, the original partnership dissolved, replaced by the Todd Protectograph Company, Inc., with Libanus Todd as president, George Todd as treasurer, and young Walter Todd as vice president and assistant treasurer. As part of the reorganization and expansion, the company moved its entire operations to the other side of University Avenue, into the west side of a large factory building owned by the Stromberg-Carlson Telephone Manufacturing Company. This new location gave the company a direct connection to the New York Central Railroad.<sup>6</sup> The Todd Company retained ownership of the property at 1255 University Avenue until 1918, when it was sold to the Wilmot Castle Company.

### **Wilmot Castle Company**

Wilmot Castle moved to Rochester from Toronto in 1883 when he took over the business interests of his grandfather, William E. Arnold, who patented and manufactured an automatic steam pressure cooker, a popular labor-saving household kitchen device. Arnold used the proceeds to invest in local real estate, but his grandsons Wilmot and Arthur Castle continued the manufacturing operation under the name Wilmot Castle & Company, adding other sheet metal specialties to the production of pressure cookers. In 1903, they completely changed the focus of the company, launching it on a long term path of producing medical operating equipment. They also reincorporated under the name the Wilmot Castle Company, which gave the firm

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<sup>3</sup>Ibid.  
<sup>4</sup>The *Chronological Record of G.W. Todd & Company* reported that in July, 1913, the company hosted a nationwide sales convention for its agents at the palatial Powers Hotel in downtown Rochester, with Elbert Hubbard as the featured speaker.  
<sup>5</sup>Griffith Morgan Hopkins, Jr., *Plat Book of the City of Rochester, N.Y. and vicinity* (Philadelphia: G.M. Hopkins Co., 1918), Plate 28.  
<sup>6</sup> Rochester City Directory 1914, (Rochester, NY: Drew Allis Co., 1914), 1354.

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recognition as being entirely devoted to making medical sterilizers, manufacturing the Rochester Steam Sterilizer and a dental instrument sterilizer.

In 1890, physician and Yale University professor Dr. Herbert E. Smith demonstrated the use of an Arnold steam pressure cooker to sterilize medical instruments in a lecture to the New York College of Physicians and Surgeons.<sup>7</sup> Doctors began contacting the Wilmot Castle & Company about the sterilizers and, as a result, the company retooled the pressure cooker to better suit medical instruments. Coinciding with the movement to promote antiseptic medical procedures then gaining acceptance in the medical community, the company introduced the Arnold Sterilizer in 1893, advertising it to hospitals, doctors and dentists' offices, medical schools, and laboratories. The new Arnold Sterilizer could withstand the high heat needed for the procedure and was easy to disassemble, a feature required for proper sterilization.

In 1903, the company completely changed its focus, embarking on a long path of producing only medical operating equipment. It reincorporated under the name Wilmot Castle Company, which marked the firm's transmission to exclusively manufacturing medical sterilizers. The company's manufacturing plant and offices were originally located in a factory on St. Paul Street. The company refined the sterilizers in response to demands for new medical devices and equipment, which included an electrically powered sterilizer for dental and physicians' instruments with an automatic shut-off valve to avoid overheating, introduced in 1913. The First World War created demand for more of the company's products with sales to the U.S. Army and Navy reaching 50 percent of the company's production in 1917.

Rapid growth of the company and wartime demands required a larger factory, and in 1918, the company purchased the former Todd Protectograph Company building at 1255 University Avenue, moving the entire operation into the building the following June.<sup>8</sup> The former Todd Protectograph factory building was an excellent choice since both companies manufactured relatively small machines or devices, using similar production methods. The existing machine shops were easily adaptable, as were the plating, painting and printing departments and the administrative offices.

By 1929, the Wilmot Castle Company was the largest firm in the U.S. making sterilizing equipment for domestic and international markets.<sup>9</sup> The company expanded the factory after a substantial increase in sales in 1929, once again under the direction of the architectural firm of Gordon and Kaelber. Despite the downturn in the economy after the stock market crash (October 29, 1929), the company maintained a large workforce;

<sup>7</sup> Sybron Corporation, *Castle: A Century of Innovation, 1883-1983*, (Rochester, NY: [Sybron Corp.]. [1983], 12.

<sup>8</sup> *Rochester City Directory 1918* (Rochester, NY: Drew Allis Co., 1918) 1184.

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however, some salaried employees received a cut in pay. In an effort to increase orders, the company revised its sales strategy by hiring its first independent salesman, Guy Lermond, who was based in Boston. The largest hospital order received by the company, valued at \$50,000, took place in 1933 as a result of the expanded sales department. In 1934, the Wilmot Castle Company acquired the American Lamp Company and added the manufacture of surgical lighting equipment to its existing departments. The company expanded by producing autoclaves for sterilizing medical dressings and added infant incubators in the mid-1930s. By 1936, sales were back to pre-Depression levels and saw continued yearly increases.

As the Europe erupted into war in 1939, the Wilmot Castle Company expanded its plant in November 1940 with an addition designed by architect Carl R. Traver, a former draftsman with both Gordon and Madden and Gordon and Kaelber. By October 1941, more than half of the company's production was devoted to government orders. The factory expanded in 1942 and again in 1944, as orders increased and machinists were added to the payroll, bringing the number of employees up to 244. In June 1944, the company was given an Army-Navy E award, recognizing the employees' efforts for meeting production goals in "making sterilizers and operating lamps to save lives on the fighting front."<sup>10</sup>

By 1951, the factory literally filled the entire lot at 1255 University Avenue. The entire property contained just over 75,000 square feet of production space and offices that was confined by the lot lines of the parcel. Like other companies in the post-war decade, Wilmot Castle looked to available lands in the suburbs for large properties with room for future expansion. The company began negotiations with the Town of Henrietta, south of the city, for a two and one-half acre site along East Henrietta Road and began construction of a new plant in 1953. The factory moved into a 135,000 square-foot one-story glass and steel "modern" facility in 1955, transporting "over two million pounds of machinery, office equipment and sundries" from University Avenue."<sup>11</sup> The enormous size of some of Castle's equipment and the recent build-up on the east side of the old factory required that the company open a hole through the brick walls in order to move out the machinery.

In 1955, the building at 1255 University Avenue was sold to Mandeville & King, seed distributors who occupied the site for fourteen years until the building was sold to the Culver Management Company (1969) who leased the building for offices, retail, and light manufacturing. In 1975, Culver Management sold the property to developers William Stolze and Herbert W. VandenBrul, who continued to lease it for mixed use, which continues at present after Conifer University Associates acquired the site in 1986.

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<sup>9</sup> "Wilmot Castle, Manufacturer, Executive," *Encyclopedia of American Biography* Vol. 37 (New York: American Historical Society, 1929), 266.

<sup>10</sup> "Wilmot Castle Workers Lauded at E Ceremony," *Rochester Times-Union*, 23 June 1944, 2-A.

<sup>11</sup> "Wilmot Castle Co. Moves to Henrietta." *Livingston County Leader*, 5 May 1955, 10.

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## Criterion C: Architecture

As built, the nominated building was an example of an architect-designed factory that displayed the success of G.W. Todd & Company. Active in the Rochester Chamber of Commerce and local organizations, the Todds and, later, the Castles, wanted a building that was both a credit to the business and one that met growing production needs. As both companies expanded, the evolution of the factory embodied the latest in construction techniques and materials used in manufacturing plants during the first half of the twentieth century. The restrained façade and its decorative features were traditional in style, massing and materials to the other brick factories located at that time on University Avenue in an area known as Culver Park.<sup>12</sup> The original design by Gordon and Madden met this dual objective in a two-story, fireproof building with regularly placed windows that admitted large amounts of light and ventilation. The architects indicated the company's success through a façade with decorative brick inset panels, corbeling, and dentils below a pressed metal cornice. A projecting entrance pavilion had brickwork mimicking the façade with cast stone details, and stylish, round windows that illuminated the main interior staircase. Expansions done by Gordon and Madden and their successors displayed a continuity in the façade through the use of brick and the same details with fewer decorative features and the use of more modern materials in the less prominent sections.

At the time of the first commission, the architectural firm of Gordon and Madden was best known for its church and school designs, making the nominated building an early industrial design by the firm. Edwin Gordon (1867-1932) trained in architecture at the Rochester Academy and Mechanics Institute (now the Rochester Institute of Technology) before working for prominent Rochester architects Claude Bragdon and J. Foster Warner, the latter being a prolific architect and practitioner of revival and beaux arts designs. Gordon's education and years with Warner gave him a grounding in the fundamentals of the profession "...stressing the importance of a practical and workable plan as a basis for all things in connection with a good building."<sup>13</sup> Gordon entered into a partnership with engineer William Madden (1868-1921) after they left Warner's practice in 1902. The commission for the *Protectograph* factory came in 1908 and its design clearly reflected Warner's influence with the use of classical revival corbeling and brickwork patterns. It is presumed that Gordon and Madden most likely visited the first Todd Company factory to understand the physical needs for the production line, materials storage, power distribution, shipping/receiving requirements, and offices.<sup>14</sup>

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<sup>12</sup> "Stromberg Profits in 1924 Three Quarters of Mill; Great new Factory Planned," *Rochester Democrat and Chronicle*, 12, April, 1923, 37.

<sup>13</sup> Elizabeth Brayer, *George Eastman: A Biography* (University of Rochester Press, 1996), 303.

<sup>14</sup> In addition to the factory at 1255 University Avenue, Gordon oversaw the remodeling of George Todd's Tudor Revival style mansion on East Avenue and designed Libanus Todd's sprawling residence in Rock Beach near Lake Ontario.

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Being located on the south side of University Avenue, the company lacked direct access to the rail line that paralleled the north side of the avenue. Instead, the company relied on trucks for the delivery of raw materials and product shipments.<sup>15</sup> The relatively small lot size resulted in an efficient design by the architects for a factory in a modified L-shaped layout, with a street front wing marked by a projecting entrance pavilion with decorative elements and a longer side wing. This compact arrangement was more efficient for the distribution of power in running the plant and for handling materials from the initial metal fabricating in the north side to the final assembly and shipping at the far end of the side wing. A service elevator located at the inner corner of the two wings aided in the rapid movement of material, machines, and personnel. Within a few short years of its construction, the factory at 1255 University Avenue added machine shops and other production-oriented buildings until it became a U-shaped plant. Continued expansion resulted in a center courtyard plan which preserved the interior open space for storage and maximized natural light and air flow.<sup>16</sup> Exteriors were executed in brick to match the original structure.

Gordon and Madden's original L-shaped building was 123 feet along University Avenue and extended 144 feet south on the west side of the property. The masonry contract was awarded to Gorsline, Swan & Rice and the carpentry work was completed by Thomas W. Finucane Co., firms that worked with the architects on past projects. A 1912 Sanborn Insurance Company noted that the factory's first floor wing facing University Avenue was a grinding and machine shop, with office space on the second floor. The side (west) wing, initially was a one-story structure that contained additional machine shops, shipping and enameling and assembly areas.

A 1958 Todd Company history stated that "the January 1913, addition to the factory... doubled manufacturing floor space. In September 1913, another addition began which was outgrown before it was completed."<sup>17</sup> These additions were the one-story extension to the rear of the west wing that wrapped around the south side of the property, creating a U-shaped layout. This work was completed in four different phases, all in brick with cast stone window sills and a cornice matching the rest of the original building. Presumably, the 1913 additions were done by Gordon and Madden due to stylistic consistencies; however, Madden retired from the firm in 1918, the same year when an expansion created the interior courtyard space leaving the question unanswered of who designed the addition.<sup>18</sup> The courtyard wing may have been a commission from the Wilmot Castle Company as it moved into the vacated G.W. Todd & Company building in 1918. Immediately after occupying the building, the company added a 27-foot by 25.5-foot frame lumber shed (no longer extant) at the rear of the

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<sup>15</sup> There were 100 automobiles in Rochester in 1902, a number that increased to 4,000 by 1912; Henry B. Smith, "Rochester's Turbulent Transit History," *Rochester History*, Vol. 30, No. 3 (July 1968), 11.

<sup>16</sup> Urban sites typically became densely developed over time through accretion, a pattern that was followed at the Todd Company Building on its restricted lot; see Betsey Hunter Bradley, *The Works: The Industrial Architecture of the United States* (Oxford University Press, 1999), 66-68.

<sup>17</sup> Edith D. Fuller, *Chronological Record of G.W. Todd & Company and Successor Companies, 1899-1958*, [Rochester, NY:] n.p., n.d., 19.



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property. The company later added a fourteen-car garage (also no longer extant) in 1922 and shared Blossom Road for automobile access and parking with the adjacent properties.<sup>19</sup>

The *Rochester Daily Record* reported in 1929 that Gordon and Kaelber (successor to Gordon and Madden) received a commission to design additions and alterations to the Wilmot Castle Company factory at 1255 University Avenue at a cost of \$12,000. The 1918 plan for the building required that expansions be second floor additions on the north end of the west wing, which expanded the entire second floor office area. The exterior of the addition closely matched the 1909 building with brick facing, cast stone window sills, and metal cornice. Subsequent alterations filled in the center court plan between 1935 and 1938 when a one-story brick structure with a sawtooth roof was constructed. According to a 1938 Sanborn Insurance Company map, this structure was used for shipping and receiving. The map indicated that this expansion allowed the entire wing fronting University Avenue to be used for administrative functions, while the side and rear wings were reserved for the machine shops, metal fabricating, plating, and assembly.

In 1940, the Wilmot Castle Company added a new wing, parallel and connected to the east side of the building in anticipation of increased manufacturing due to the possibility of war. This addition was a major departure from earlier additions. Instead of a brick building, it was executed in concrete block with large industrial steel sash windows. Architect Carl R. Traver (1890-1985) designed the \$20,000 addition, which was constructed by John Pike and Son. The east wing was extended to the front of the property in 1944, when Traver designed an office addition that expanded the original building along University Avenue by 30 feet. The material used was concrete block and steel and faced with brick to match the original Gordon and Madden facade. The Wilmot Castle Company's fortunes continued to rise after World War II, requiring another expansion in 1947 that added a new loading dock and wood-frame addition (still extant) at the southwest corner of the building and another concrete block addition faced with brick (also extant) at the southeast corner. The company completed development of the University Avenue site by 1951 after construction of a second floor over the 1940 and 1947 concrete block sections (1950) and a brick second floor added to the original east wing (1951).

## Architects

Edwin S. Gordon formed a partnership in 1902 with William V. Madden (1868-1921) after both spent time as draftsmen for the Rochester architect J. Foster Warner. In 1911, William G. Kaelber (1886-1949) joined the firm as a draftsman and after Madden retired in 1918, the firm became Gordon and Kaelber. Prior to partnering with Madden, Gordon worked with two other Rochester architects, Claude Bragdon and William

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<sup>18</sup> Griffith Morgan Hopkins Jr., *Plat Book of the City of Rochester, N.Y. and Vicinity* (Philadelphia: G.M. Hopkins Co., 1918), Plate 28.

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Orchard. The partnership generally subsisted on prize money from architectural competitions, such as for the Carnegie Library in Pittsburgh and Copley Square in Boston. Gordon also supported himself by teaching classes in drawing at the Mechanics Institute (now the Rochester Institute of Technology). Personality differences between Bragdon, Gordon, and Orchard led to a dissolution of the partnership, and Gordon decided to pursue further training in the fundamentals and practicalities of the profession by working as a draftsman for architect J. Foster Warner. Gordon regarded Warner as “an architect of great ability, whose knowledge of planning and construction is exceptional.”<sup>20</sup> In 1902, Gordon and fellow draftsman William Madden asked Warner for partnerships and when Warner agreed to take on Gordon but not Madden, they both left to form their own firm.

For nearly sixteen years, the partnership of Gordon and Madden designed civic buildings, schools, churches, residences, commercial blocks, and factories in a variety of styles including Italian Renaissance, Collegiate Gothic, Colonial Revival and Craftsman. One of the commissions was for complex of the Church of Saints Peter and Paul on West Main Street in Rochester (NR listed 2012), constructed between 1911 and 1926. The firm also began an association with George Eastman, founder of the Eastman Kodak Company and a major Rochester philanthropist. Eastman was instrumental in getting the firm the commission for a large addition that he funded for the City Hospital (later known as Rochester General Hospital). This success brought the firm to the attention of the Rochester city school district, and Gordon and Madden (later Gordon and Kaelber) served as the district’s architects from 1912 to 1924, designing over a dozen school buildings. Other major commissions of Gordon and Madden included the First Church of Christ Scientist on East Avenue (1915); the classically inspired Eastman Rochester Dental Dispensary in 1917 (NR listed 1983); and Jefferson Junior High School, near Edgerton Park (1917-1919).

Madden retired in 1918 and Gordon took on William Kaelber as his new partner, an association that would last until Gordon’s death in 1932. Gordon and Kaelber designed the Eastman Theatre and School of Music in association with McKim, Mead & White (1918-22), Strong Memorial Hospital (1920-25), the Rochester Democrat & Chronicle building (1927-28), Kodak Office extension (1929-30), University of Rochester River Campus (1925-30), and Rundel Memorial Building of the Rochester Public Library (1932).

Carl R. Traver (1890-1985) was a Rochester native who attended the University of Pennsylvania in Philadelphia, graduating with a certificate in architecture in 1916. After serving in the army signal corps in World War I, he worked for the firm of Gordon and Madden as a draftsman and opened his own office in 1919.

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<sup>19</sup> “Building News—Building Permits,” *Rochester Daily Record*, June 7, 1918 and January 4, 1922, 2.

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He worked as an associate architect with Gordon and Kaelber on the Baptist Temple Building (1924-25), an innovative office and worship space, and designed several residences in the area. In the early 1940s, Traver affiliated with John Pike and Son, a large Rochester contracting firm, to design and build the Gleason Machine Tool Works on University Avenue, the Ritter Clark Memorial at the Rochester Institute of Technology, and many other projects, including additions to the Wilmot Castle Company factory at 1255 University Avenue in 1940, 1944 and 1947.

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<sup>20</sup>Brayer, *George Eastman*, 305.

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G. W. Todd-Wilmot Castle Company Building  
Name of Property

Monroe County, NY  
County and State

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Name of Property

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

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

**Primary location of additional data:**

- State Historic Preservation Office
  - Other State agency
  - Federal agency
  - Local government
  - University
  - Other
- Name of repository: Historic Urban Plans, Ithaca NY

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

G. W. Todd-Wilmot Castle Company Building  
Name of Property

Monroe County, NY  
County and State

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### 10. Geographical Data

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**Acreage of Property** ±1.4 acres  
(Do not include previously listed resource acreage.)

#### UTM References

(Place additional UTM references on a continuation sheet.)

1	<u>18N</u> Zone	<u>291102</u> Easting	<u>4780738</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.

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### 11. Form Prepared By

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name/title Julee Johnson, Preservation Consultant  
organization Historic Urban Plans date 14 September 2017  
street & number 120 First St telephone N/A  
city or town Ithaca state NY zip code 14850  
e-mail Ajt1126@lightlink.com

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### Additional Documentation

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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:

G. W. Todd-Wilmot Castle Company Building  
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: G.W. Todd-Wilmot Castle Company Building

City or Vicinity: Rochester

County: Monroe County State: New York

Photographer: Michael A. Tomlan

Date Photographed: 4 April 2016

Description of Photograph(s) and number:

- 0001 of 0014: North elevation, looking southeast, with entrance pavilion at center.
- 0002 of 0014: West elevation, looking south from northeast corner.
- 0003 of 0014: West elevation looking from the northeast.
- 0004 of 0014: Looking northeast from southwest corner with partial views of west and south elevations.
- 0005 of 0014: South elevation, west end portion side, view looking north.
- 0006 of 0014: South elevation, view looking northeast from Sager Dr.
- 0007 of 0014: East end of south elevation, view looking north.
- 0008 of 0014: East elevation, view looking northwest from southeast corner and Sager Dr.
- 0009 of 0014: East elevation, looking to the northwest from adjacent property.
- 0010 of 0014: Interior view of first floor space, south side of building showing clerestory windows.
- 0011 of 0014: Interior view of center section second floor. Windows overlook interior sawtooth monitors.
- 0012 of 0014: Intact second floor interior office partitions, north side of building.
- 0013 of 0014: Interior view of second floor eastside office.
- 0014 of 0014: Entrance foyer (north side of building) showing staircase to second floor.

---

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.

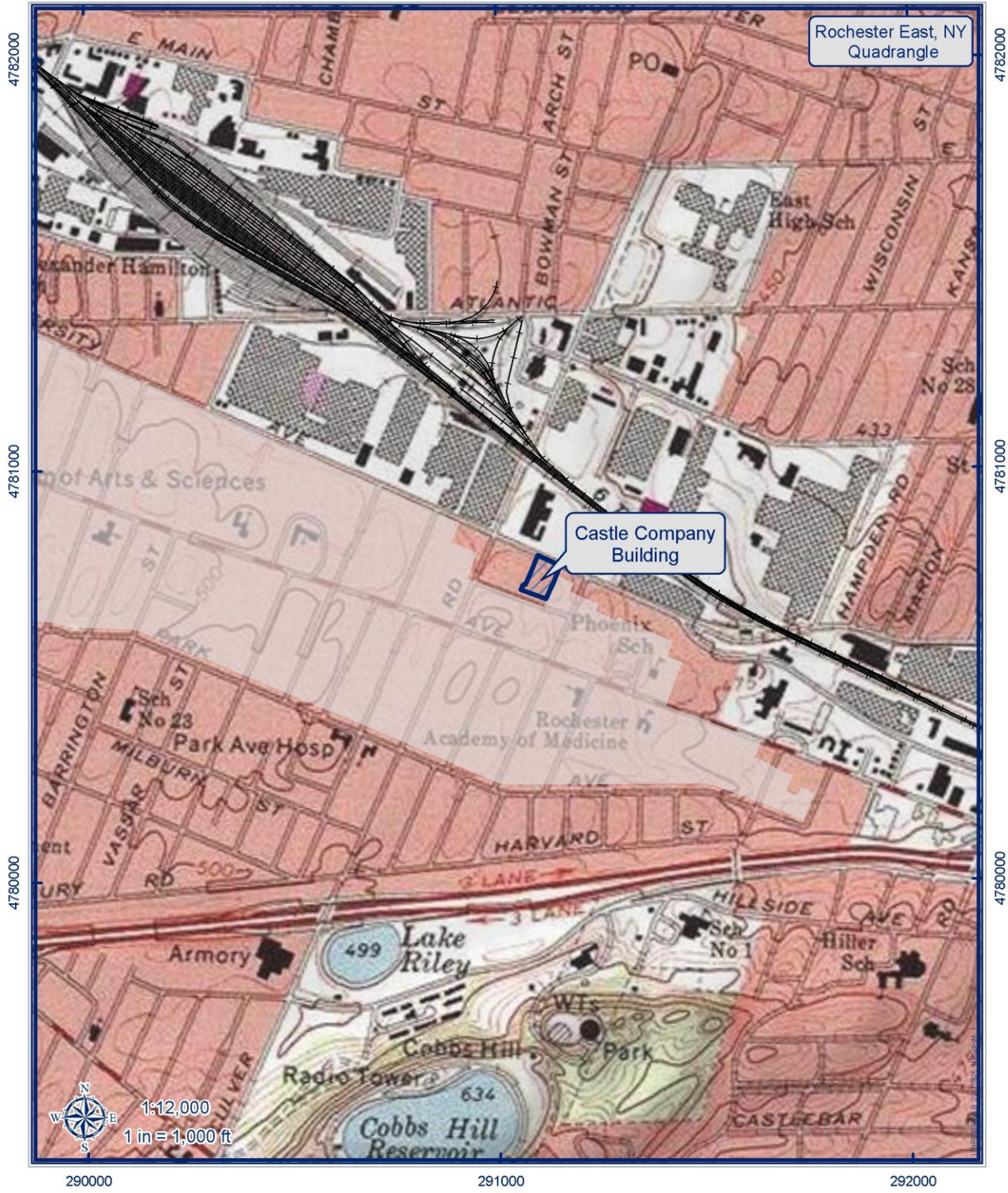


G. W. Todd-Wilmot Castle Company Building  
Name of Property

Monroe County, NY  
County and State

G.W. Todd-Wilmot Castle Company Building  
City of Rochester, Monroe Co., NY

1255 University Avenue  
Rochester, NY 14607



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



 Castle Co. Building  
 East Ave. HD



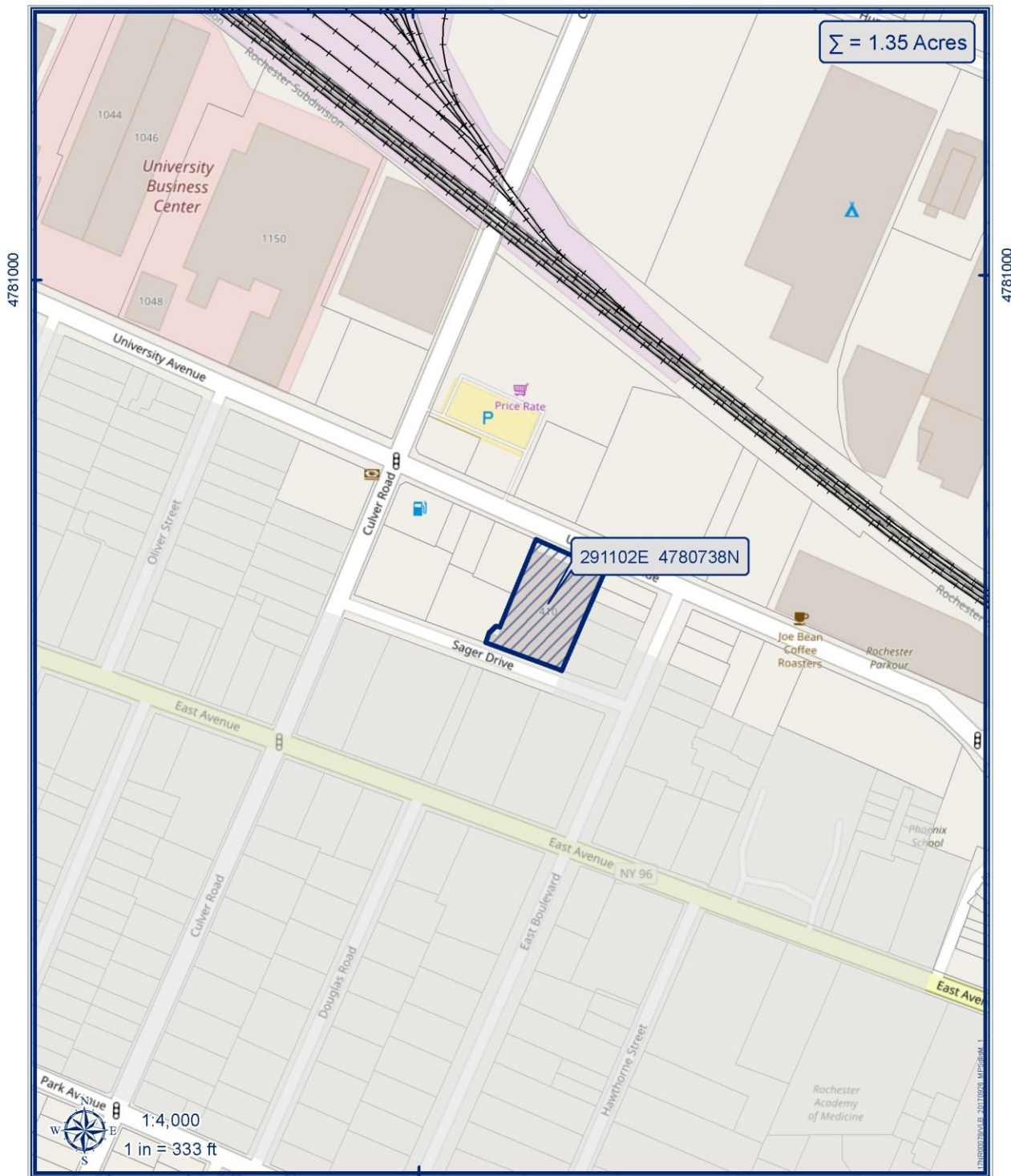
**Parks, Recreation  
and Historic Preservation**

G. W. Todd-Wilmot Castle Company Building  
Name of Property

Monroe County, NY  
County and State

G.W. Todd-Wilmot Castle Company Building  
City of Rochester, Monroe Co., NY

1255 University Avenue  
Rochester, NY 14607



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



 Castle Co. Building  
 East Ave. HD



**Parks, Recreation  
and Historic Preservation**



Caliber

Caliber

Caliber

Caliber

RENOVO



Caliber

Caliber

Caliber

NO PARKING  
ANYTIME

4RD AM



FLOWER CITY  
ROLL-OFF  
288-6226  
288-6220



*Preferred Plants*



OPEN









Inna  
Ballet

UNIVERSITY AVE  
[unreadable]  
[unreadable]  
[unreadable]  
[unreadable]





Inna Ballet















UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 12/14/2017      Date of Pending List:      Date of 16th Day:      Date of 45th Day: 1/29/2018      Date of Weekly List: 2/2/2018

Reference number:

Nominator:

Reason For Review:

Accept       Return       Reject      1/29/2018 Date

Abstract/Summary Comments:

Recommendation/ Criteria

Reviewer Alexis Abernathy      Discipline Historian

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

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

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



**Parks, Recreation  
and Historic Preservation**

ANDREW M. CUOMO  
Governor

ROSE HARVEY  
Commissioner



1 December 2017

Alexis Abernathy  
National Park Service  
National Register of Historic Places

Mail Stop 7228

1849 C Street NW  
Washington DC 20240

Re: National Register Nominations

Dear Ms. Abernathy:

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

Harlem African Burial Ground, Manhattan, New York County  
G.W. Todd-Wilmot Castle Company Building, Rochester, Monroe County

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

Sincerely:

Kathleen LaFrank  
National Register Coordinator  
New York State Historic Preservation Office