

United States Department of the Interior
National Park Service

DRAFT

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 Building at 216-222 South Avenue

other names/site number V.H. Lang Trophy Company

name of related multiple property listing N/A

Location

street & number 216-222 South Avenue

N/A

not for publication

city or town Rochester

N/A

vicinity

state New York code NY county Monroe code 055 zip code 14604-1807

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

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:) _____

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.)

- private
- public - Local
- public - State
- public - Federal

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

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	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.)

COMMERCE/TRADE: store

INDUSTRY: manufacturing facility

DOMESTIC: hotel

Current Functions
(Enter categories from instructions.)

VACANT/NOT IN USE

7. Description

Architectural Classification
(Enter categories from instructions.)

No style

Materials
(Enter categories from instructions.)

foundation: brick

walls: brick, stone, metal, wood

roof: rubber

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 Building at 216-222 South Avenue is located at the northeast corner of the intersection of South Avenue and Capron Streets (historically South St. Paul and Jackson Streets) in the city of Rochester, Monroe County, New York. It is a three-story rectangular plan (39' x 60') mixed-use building with a low-slope shed roof concealed by parapets on three sides. The building was constructed ca.1865 with two commercial storefronts at the first floor and corresponding mixed-use flats on the second and third floors. The exterior of the building is clad in brick with marble embellishments and a concealed cast-iron storefront on the primary (west) elevation. The exterior of the building retains integrity with limited modifications made to the fenestration on non-primary elevations, painting of the south and east exterior walls, and enclosure of the original storefront in 1959 with a non-historic wood storefront.

Narrative Description

SITE

The building at 216-222 South Avenue is located at the northeast corner of the intersection of South Avenue and Capron Streets in downtown Rochester, approximately 340 feet east of the eastern bank of the Genesee River and three-tenths of a mile south of East Main Street. The nominated property is one of a collection of small and medium mid-nineteenth and early twentieth century buildings, including its four adjacent neighbors, constructed for commercial and industrial uses along the eastern side of the two remaining blocks of South Avenue. These buildings are now isolated by mid-twentieth century interstate highway onramps and overpasses, large surface parking lots, and a large early twenty-first century professional office building to the east and north. The building is parallel to South Avenue and Capron Streets with no set back from the public sidewalk.

The existing grade is nearly flat along the west, south, and east elevations, exempting the sloped curb cuts in the public sidewalk for pedestrian and vehicular access near the building. The eastern portion of the property comprises a small asphalt paved parking lot with a concrete sidewalk adjacent to the east elevation of the building. The remaining two sides of the lot are surrounded by the adjacent buildings at 210 South Avenue and

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10 Capron Street. A street tree planted in the public right of way near the northwest corner of the building is the only vegetation present.

EXTERIOR

The 39-foot by 60-foot building is three-stories tall with a rectangular plan and a low-slope shed roof concealed by parapets on three sides. It is constructed of load-bearing masonry exterior walls and center party walls supporting dimensional wood-framed floor, roof, and partition assemblies. The masonry walls are clad in a running bond red brick and are supported by coursed rubble-stone foundation walls that are visible inside the building. Original window and door openings in the exterior walls are typically punctuated by cut sandstone lintels and sills except for the primary/west elevation. All of the original window openings were infilled with plywood during the late twentieth century, with some portions of the plywood recently removed to permit daylight into the interior spaces.

The primary/west elevation is nearly symmetrical with the first story originally divided into two portions. Each has an entry door for the upper stories with another entry door at center. The north storefront is concealed by three boarded-over picture windows aligned with the original storefront behind. The south storefront has an aluminum and glass entry door at center with two taller picture windows aligned with the original cast-iron storefront that is partially visible. The whole of the first story is clad in composite wood siding and plywood beneath a stepped wood clapboard cornice that wraps the southwest corner of the building. This storefront is visible in a 1974 *Democrat & Chronicle* advertisement by V.H. Lang Company and is assumed to be the 1959 storefront alteration documented in the City of Rochester Assessor's Office records.

Original portions of the storefront feature sandstone sills and column plinths and cast-iron columns on the interior of the building; these survive on the exterior and can be seen where composite materials have failed. The upper stories are composed into a symmetrical six-bay window arrangement beneath a large parapet entablature with corbelled brick frieze dentils and paired brackets, marble soffit, and iron cymatium. The second-floor window openings are taller than those at the third floor and are crowned by finely dressed marble lintels with a profiled cornice and carved acanthus leaf anthemion at center with sills concealed by the storefront cornice; the two northernmost plywood window covers have been removed, exposing four-over-four

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double-hung wood windows of unknown vintage.¹ The third floor window openings also feature marble lintels with a simpler shaped cornice and marble sills with simple block corbels beneath.

The south elevation has a continuous parapet entablature matching the west elevation and brick water table aligning with the first floor level and is asymmetrical with an aligned bay at the far left matching the storefront and fenestration arrangement of the west elevation. A newer rectangular opening with a steel lintel is left of center at the second story. An aligned bay of window openings is right of center at the second and third stories, and an original side entry to the 222 South Avenue retail space is covered by plywood.

The east/rear elevation has a continuous simple corbelled cornice with a parapet entablature return at left and is a nearly symmetrical six-bay arrangement divided into two portions that were originally identical with taller windows at the first and second stories. Paired entry doors with transoms are at the center of bays two and five on the first story, and an exit door with transom is to the right of bays three and six on the second story. The original arrangement has since been modified with non-historic doors and infill plywood panels at the first floor entries, enlargement of the fifth bay on the second story with a steel lintel beneath the original stone to accommodate double doors and a hoist beam. This lowers the sill of the fourth bay on the third story to accommodate an exit door and transom and steel fire escape equipment on the second and third stories. The first two stories of the north elevation are concealed by the adjacent building at 210 South Avenue. The third story is asymmetrical with a flat wall sloped to follow the profile of the shed roof with three regularly spaced window openings near the center and remnants of former chimneys extend slightly beyond the sloped top of the wall.²

INTERIOR

The interior of the building is divided into two equal portions (north and south) by a central masonry party wall that begins at the foundation in the basement and continues to the roof. Except for portions of the second story that are subdivided by wood-framed partitions, each story features two large open spaces, each occupying half the footprint of the building. The extant physical evidence and spatial organization strongly suggests an original and prolonged commercial/light-industrial use in the basement, first, and second floors, with multi-tenant living quarters on the third floor. The third floor is accessed only by a staircase along the central party wall, which is deliberately separated from the original large open spaces on the first and second floors (photo 0013).

¹ The original windows documented in an 1877 etching and ca.1915 photograph were six-over-six double-hung wood windows. Some of these windows remain intact and visible on the interior of the building behind the plywood infill panels.

² The window openings do not appear to be original as they lack stone lintels on the exterior and brick jack arches on the interior of the walls as seen with all other original openings.

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Basement

The basement is largely open with the original utilitarian wood stairs located in the northwest corner of each portion. Miscellaneous debris and materials were left by the V.H. Lang company in the north portion (photo 0014), and an abandoned stair and board partitions are along the east foundation wall in the south portion. The coursed rubble-stone foundation walls and heavy dimensional framing of the first floor are left exposed (photo 0015). Two matching original trap doors are in the first floor framing and placed in the eastern third of each portion. Infilled bulkhead window openings are visible along the west and south foundation walls, with sash still present at openings in the east foundation wall.

First Floor

The north section is a large open room with an original enclosed stair to the basement and second floor in the northwest corner, and a two-thirds height partition enclosing a small bathroom in the southeast corner that partially obscures one of the original window openings on the east wall. The west wall features the partially intact original storefront with tall picture windows separated from the center entry by cast-iron columns with decorative embellishments. The tapered inset entry has been removed, but its stamped-tin ceiling shadow is visible and reveals that the tapered entries likely date to a 1918 storefront renovation, documented in the City of Rochester Assessor's Office records. The renovation includes shallow inset rectangular entries dating to the original construction.³

The first floor south wall features two large elliptical arches near the center that are partially infilled with varied construction, with chimney breast walls to either side, and a more modern doorway adjacent to the right edge of the west archway. The jambs of the archways are intact and are fastened with cut nails indicating that they date from the turn-of-the-twentieth century. This is further substantiated by information from an 1892 Sanborn Insurance Map. The east wall retains its original center entry with a new infill door, an original transom above, and original six-over-six double-hung windows. The north wall is unadorned, except for the doors to the basement and second floor stairways. Typical finishes include original tongue and groove wood flooring, and plaster walls on lath except for the north wall, where plaster has been directly applied to the brick, indicating a likely alteration completed during the late nineteenth century.⁴ Also extant are a tall base molding with a stepped cap dating from the late nineteenth or early twentieth centuries, original window and door casing and

³ Paint shadows on the original wood ceiling and the shape of the stone entry landing support this assumption.

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stools with jamb bead, a heavy shaped backband, mid-to-late-nineteenth century composition crown molding, some original four-panel interior doors, and an original beaded tongue-and-groove wood ceiling.

The south section is a large open room with an original enclosed stair to the basement and second floor in the northwest corner. The west wall features a similar storefront configuration, which retains its 1918 tapered inset entry and infilled transom windows. Portions of the storefront bulkheads remain, with the north bulkhead exhibiting shadows of its original construction, opening to basement below. The south wall is punctuated by the continuation of the storefront to the far right, chimney breast walls to the left and right, and the original Capron (Jackson) Street entry left of center that retains its original double doors and transom opening (photo 0003). The east wall retains its original center entry with a new infill door and original transom and original window openings to either side, with the right retaining its original sash. The north wall has the same elliptical arched openings previously described. The infilled original door opening to the second floor stair is at the far left and portions of the casing remain. Typical finishes include twentieth-century tongue-and-groove wood flooring, portions of the original wood floors, and a ca.1902 mosaic tile bar surround exposed in the center of the room. The framing for the tile mud slab is visible from the basement and forms a U-shaped perimeter around an assumed bar that would have started at the basement stair to the west, proceeding eastward enclosing the western party wall archway, and returning north to the party wall near the western jamb of the east archway.

Other extant first floor features include plaster walls on lath except for the south wall, where plaster and lath is removed exposing the furring and brick wall, a tall flat base molding assumed to be original, window and door casings and stools matching those previously described. Also extant are some original four-panel interior doors and an intricate stamped-steel ceiling with tall cornice dating from the 1910s (photo 0005).⁵ Where pieces of the stamped steel ceiling are missing, the original tongue-and-groove wood ceiling and composition crown molding can be seen in the north section. Both enclosed stairs to the second floor are intact and retain their original plaster wall and ceiling finishes and tall stair stringers with heavy shaped cap molding similar in profile to the original casing backband moldings.

⁴ The 1875 Hopkins *City of Rochester Atlas* indicates a connection between the adjacent 214 South Avenue and 218 South Avenue storefronts. The assumed infill of these openings, which would have prompted the replastering of the north wall and installation of newer late nineteenth century base molding, aligns with the known sale of the building in 1886.

⁵ The stamped-steel ceiling and its associated components were manufactured by the Canton Steel Ceiling Company and only appear in the company's catalogs during the 1910s [available through the Building Technology Heritage Library]. This implies that the ceiling may have been installed as part of the Hotel Rentschler or as part of the 1918 storefront remodeling.

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Second Floor

The north section is divided into two rooms approximately in a one-third-to-two-thirds proportion from west to east; they are separated by a wood framed partition with a broad cased opening that appears original. An enclosed stair from the first floor is along the north wall. The west wall features three original window openings, two with four-over-four double-hung sash. The south wall has an original doorway to the right of a chimney breast wall with a shadow of a former hearth in the floor on the west (front) third, likely dating to its use for displaying marble and slate mantels as part of the Hebard Marble Works. An original doorway and chimney breast wall are to the far left and a late-nineteenth to early twentieth century doorway is to the far right on the east. The east wall has three openings with an original exit door and transom to the left, original window opening to the right, and an off-center pair of doors with a hoist beam in the middle. The north wall is unadorned except for the stair enclosure with an original door opening with transom. Typical finishes include heavily worn original tongue and groove wood flooring, and plaster walls on lath except for the north and east walls where the plaster and lath has been removed, exposing the furring and brick walls (photo 0008). Also extant are a tall, flat base molding matching that in the first floor south portion, original simple flat window and door casings and stools with chamfered backband except at new door opening, where grooved, Queen Anne style casing is used. Also present are some original four-panel interior doors and a less intricate stamped-steel ceiling with tall cornice likely dating from the 1910s. The original plaster ceiling can be seen where pieces of the stamped-steel ceiling have failed.

The south section is divided into three spaces with a stair hall along the eastern two-thirds of the north wall and the remaining large space divided roughly sixty/forty west-to-east into two rooms separated by a wood-framed partition with a broad cased opening. The stair hall is subdivided into two spaces with the front/west section containing an open stair to the third floor along a north party wall and four door openings, three of which are original, with one in each wall. The open stair appears original, but it is missing its balustrade. The closed stringer with shaped cap molding, once continuous with the stair to the first floor, is interrupted by the doorway to the north portion of the second floor. The rear stair hall has a double doorway to the west, one to the front hall and the other to a under stair closet. An original doorway is to the north, a late-nineteenth to early twentieth century doorway to the south, and an original exit door with transom is to the east. The west room was once divided into two spaces, each separately accessing the stair hall as evidenced by wall shadows on the ceiling. It is now a single large "L" shaped space with three original window openings to the west (photo 0010), and two original window openings, an infilled modern window opening, and chimney breast wall with evidence of another former hearth along the south wall. A broad opening in the east wall is made from combining two

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former door openings and the previously mentioned doors to the stair hall and north portion of the second floor to the north. The east room is open to the west and has a chimney breast wall to the south, two original window openings to the east, and the previously mentioned late-nineteenth century door to the north. Typical finishes include heavily worn original tongue and groove wood flooring, plaster walls on lath with a large section covered in wallpaper, several original four-panel doors, and plaster ceilings with widespread failure exposing the underlying lath. The moldings vary with an original tall base molding with heavy shaped cap and casings with jamb bead and heavy shaped backband and stool moldings in the west room and front stair hall. Original tall flat base molding and simple flat window and door casings and stools with chamfered backband are in the east room and rear stair hall except at door openings, where grooved, Queen Anne style casing is used.

Third Floor

The north section is a wide open room with salvaged dimensional lumber and door frames stacked on the floor. (photo 0011). Shadows on the floor indicate a series of rooms were arrayed along the west, east, and north walls with a former shared hallway along the south party wall. The west wall features three original window openings. The south wall has two chimney breast walls to the far left and far right with an original doorway through the party wall left of center. The east wall has three original window openings, the left retaining its six-over-six sash, and the right elongated to accommodate an exit door with transom. The north wall has three non-original window openings of unknown date. Typical finishes include original tongue and groove wood flooring, exposed brick walls and remnants of lath except for the south wall, which retains the majority of its original plaster covered in wallpaper. Other features include a remnant of tall, flat base moldings only on the south wall, remnants of an original simple flat window, door casings and stools with chamfered backband at windows and salvaged doorways, and some original four-panel interior doors. The original plaster ceiling and its associated framing was removed, exposing the sloped roof structure above. The salvaged framing and doorways all have exposed cut nails and molding profiles matching the windows, indicating that the subdivision of the space into smaller rooms was likely original or at the latest was completed by the turn-of-the-twentieth century.

The south section is a wide open room with an opening at the original stair to the second floor along the north party wall and salvaged dimensional lumber and door frames stacked on the floor. Shadows on the floor as well as remnants of finished flooring, thresholds, and plumbing locations indicate a series of rooms arrayed along the west, south and east walls with a former shared hallway along the south party wall and open stair (photo 0012). The west wall features three original window openings. The south wall has two chimney breast walls and two original windows aligned with those on the second floor. The east wall has three original window openings. The

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north wall is unadorned except for the doorway through the party wall to the north section. Typical finishes include original tongue and groove wood flooring with remnants of face nail finished wood flooring, exposed brick walls, remnants of lath, except for the north wall, which retains the majority of its original plaster, remnants of tall, flat base molding on the north wall, and remnants of original casings and stools with jamb bead and heavy shaped backband at windows and salvaged doorways. The original plaster ceiling and its associated framing was removed, exposing the sloped roof structure above. The salvaged framing and doorways all have exposed cut nails and molding profiles matching the windows, indicating that the original subdivision of the space was likely smaller rooms.

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8. Statement of Significance

Applicable National Register Criteria

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

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

Commerce

Industry

Period of Significance

Ca. 1865-1974

Significant Dates

Ca. 1865, 1886, 1918, 1933, 1958, 1974

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

Period of Significance (justification) see section 8 summary

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 Building at 216-222 South Avenue is significant under criterion A in the areas of commerce and industry, housing modest commercial and industrial enterprises continuously from its ca.1865 construction into the twenty-first century to become the only small-scale, mixed-use nineteenth century structure surviving with a high degree of integrity through large-scale twentieth century transit and structural redevelopment of this once residential and commercial quarter of Rochester's urban core. As such, the property and its history reflect and illustrate the effect of the local and broader economic changes on downtown Rochester over more than 150 years as few other structures in the vicinity can. The property's uniquely long history began with its 1865 construction in the era of post-war industrial expansion by Henry S. Hebard as a display space for the gravestones, mantels & fireplaces, tiles, and other stone goods imported and manufactured at his marble works that once stood next door. Located on a main southern approach to the city's central business district, Hebard also rented the property's storefronts to small retailers for additional income. In 1886, Hebard sold the 216-222 South Avenue property to Frederick O'Neill, who had operated a grocery from the #222 storefront since 1879, and rented the upper floors to working-class boarders through his death in 1902, continuing to service the commercial and residential needs of the surrounding neighborhood. Early twentieth century developments that bolstered the service industry in the neighborhood encouraged John Rentschler to expand the saloon he started on the ground floor of the property in the first decade of the twentieth century into the Hotel Rentschler, with eighteen rooms and a dining hall that seated one hundred guests. The hotel met its demise with the August 1918 creation of a dry zone around a World War I military camp at the Mechanics' Institute across the river, an act that closed many such service establishments in downtown Rochester even before the beginning of Prohibition in 1920. At the same time, the abandonment of the nearby Erie Canal's route through Rochester's urban core and the right-of-way's conversion into a light rail subway line, along with nearby road grid reconfigurations, contributed to the increasing industrial character of the neighborhood. 216-222 South Avenue was one of a very few of the neighborhood's small-scale nineteenth century structures to be repurposed for industrial uses rather than cleared for new development in this period. Its commercial and industrial history continued by housing a cigar factory, nut distributor, and woodworking and electrical shops from the 1920s into the mid-twentieth century. Indeed, as the twentieth century progressed, the neighborhood around 216-222 South Avenue gave way to ever more intensive, large-scale structures and transportation infrastructure oriented toward moving and servicing more mobile, widely dispersed metropolitan citizens, making 216-222 South Avenue ever more of a rarity as an intact small-scale nineteenth century commercial building in this quarter of the central business

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district. The area's twentieth century reconfiguration culminated with the construction of Rochester's Inner Loop highway through the property's neighborhood in the 1950s, with a major interchange just south of the property severely diminishing the property's connectivity with the immediate area and clearing nearly all the remaining nineteenth century houses and buildings once serviced by businesses operating from the property's storefronts. Bolstered by its flexible mixed-use layout, the building's history of small-scale industrial and commercial use continued with its 1958 purchase by the V.H. Lang Trophy Company, which grew within its niche industry at this central location to become what could be claimed in advertisements of the early 1970s to be one of America's largest and most complete trophy and plaque services, and operated from the building until its 2014 closure at the retirement of the business's second owners. For the purposes of this nomination, the property's period of significance runs from its construction ca. 1865 to 1974 reflecting its long history as a site of continuously small-scale commerce and industry when nearly all its peer small-scale, mixed-used nineteenth century buildings were lost to this portion of downtown Rochester's twentieth century redevelopment and reconfiguration.

Narrative Statement of Significance

EARLY SETTLEMENT, COMMERCE, AND INDUSTRY IN ROCHESTER

In the last decades of the eighteenth century, Eastern speculators sought to capitalize on the lands in central and western New York following the Revolutionary War. As the native Haudenosaunee were dispossessed of these lands, Oliver Phelps and Nathaniel Gorham purchased the right to sell six million acres west of Seneca Lake from the Commonwealth of Massachusetts in 1788. A few years later, they defaulted on the promised payments and were forced to sell the land, but not before granting one hundred acres along the west bank the Genesee River to Ebenezer Allan for the purpose of establishing a mill to fulfill an agreement made with Haudenosaunee people remaining in the area. Allan constructed a raceway to power a saw and grist mill, but sparse settlement in the remote area compelled Allan to abandon his improvements in 1792 in pursuit of more lucrative ventures in Upper Canada.⁶

⁶ Blake McKelvey, *Rochester: The Water-Power City, 1812-1854* (Cambridge, MA: Harvard University Press, 1945), 18-21.

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In 1803, a group of speculators from Maryland led by Colonel Nathaniel Rochester recognized the site's waterpower potential and purchased the hundred-acre tract and had the lands surveyed in 1811. In spite of another war with Great Britain, the settlement attracted its first settlers in 1812 and as Allan's original raceway was improved at this time to provide water power to several grist and saw mills, more commercial and industrial enterprises sprang up to service the needs of an emerging milling and market settlement. These enterprises included a tailor shop, a saddlery, numerous taverns, general stores, a blacksmith, a grocery, a bookseller, a tannery, a brickyard, and the post office.⁷

At the same time, Elisha Johnson and Orson Seymour, owners of an eighty-acre parcel on the east side of the river, opposite Rochester's settlement, built a race on their property parallel to and west of present-day South Avenue and similarly subdivided the property to capitalize on the location's waterpower potential. Portions of lots 24 and 27 on River Street (now South Avenue) created at this time became the site of present day 216-222 South Avenue (*Figure 1*).⁸ In 1817 Rochesterville was incorporated as a village on the west side of the river, and Colonel Rochester and Johnson collaborated to build a dam upstream to secure a steady water supply for both of their mill races. With reliable waterpower, the mills on these races were kept busy processing shipments of wheat from the fertile Genesee Valley for markets in Canada. The prosperity attracted even more settlers to the fledging settlements. Rochesterville's population grew from 330 to 1,500 between 1815 and 1820.⁹ Moreover, the accelerating concentration of industry and population at the upper falls contributed to the decision to route the Erie Canal through the settlement, promising to make it a key node in the nation's burgeoning commercial and migration network. In 1823, bolstered by four gristmills, seven sawmills, the annexation of Johnson's east side settlement, and the local opening of the canal, 3,700 people called the newly renamed village of Rochester home, all clamoring for goods from new coopers, shoemakers, blacksmiths, wheelwrights, hatmakers, cabinetmakers, chandlers, barbers, a woolen and cotton factory, a paper mill, hardware stores, drug stores, and groceries.¹⁰

The Erie Canal had a tremendous impact on the village, bringing people and goods to Rochester, resulting in and its expansion in the 1830s. By 1831, a total of fifteen mills produced about 250,000 bushels of flour, making the village a rival to Baltimore, the leading flour producer in the country at that time.¹¹ Jonathan Child,

⁷ McKelvey, *Rochester: The Water-Power City*, 35-70.

⁸ Thomas X. Grosso, "Geology and Industrial History of the Rochester Gorge, Part Two," *Rochester History* 55, no. 1 (1993): 4.

⁹ Ruth Rosenberg-Naparsteck, "Two Centuries of Industry and Trade in Rochester," *Rochester History*, Vol. LI, No 4 (Fall 1989), 4.

¹⁰ McKelvey, *Rochester: The Water-Power City*, 71-90.

¹¹ Blake McKelvey, "Flour Milling at Rochester," *Rochester History* vol. 33, no. 3 (July 1971), 7.

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a merchant and shipping magnate, became Rochester's first mayor at its incorporation as a city in 1834 with a population of 12,252.¹² Child created a large "basin" and slip to accommodate loading and unloading from the canal at the west end of the aqueduct that carried the canal over the river near the site of the current Broad Street bridge. Gilbert's Basin provided a mooring on the east side in the vicinity of the 216-222 South Avenue property. On Main Street, Elisha Johnson's eastside 1827 Globe Building and Abelard Reynold's west-side 1828 Arcade, as well as Rochester's first public market on the west end of the bridge, made the area just north of the 216-222 South Avenue property the region's commercial center.¹³

Beginning in the 1840s, wheat processing shifted from Rochester to newly settled fertile plains in the Midwest, and local capitalists sought investments less prone to flour's wild fluctuations. In the aftermath of the Panic of 1837, Rochester's industries diversified, encouraged by New York State incorporation laws appearing at the time. Waterpower was increasingly channeled to iron foundries producing metal goods, including agricultural tools and steam engines. Much of the settlement's labor was employed in the increasingly industrialized shoemaking industry, and plant nurseries expanded to take advantage of both the local climate moderated by Lake Ontario and the ease of shipping to the opening Midwest.¹⁴

THE HEBARD MARBLE WORKS

The development of residential tracts on the city's outskirts accompanied Rochester's expansion. By the early 1840s, population growth allowed the Seventh Ward to separate from the Fourth Ward, where the 216-222 South property was located. In 1837, the city's growth resulted in the establishment of Mount Hope Cemetery (NR listed 2018) on the city's outskirts. Designed in the naturalistic Rural Cemetery mode pioneered by the recently established Mount Auburn Cemetery in Boston, Mount Hope's picturesque, organic layout reflected society's desire for more romantic treatment of the afterlife, which created a demand for ornamental stone to grace the burials (*Figure 2*), seen an opportunity for entrepreneur Henry Hebard.¹⁵

¹²Grasso, *Geology and Industrial History of the Rochester Gorge*, Part Two, 5.

¹³ McKelvey, *Rochester: The Water-Power City*, 94-99.

¹⁴ McKelvey, *Rochester: The Water-Power City*, 231-241.

¹⁵ David Charles Stone, *The Last Great Necessity: Cemeteries in American History* (Baltimore: Johns Hopkins University Press, 1995), 51-58.

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Born in 1827, Henry S. Hebard moved with his family to Rochester from the Hudson Valley in 1831 where his father Zebulon developed stone working skills and started a marble works in Rochester upon their move. His sons, Charles, Robert, and Henry, joined the business as they matured in the 1840s. The Hebards purchased the land where 216-222 South Avenue now sits from Mortimer Reynolds and Joseph Waterman in 1846, citing the desire to “conduct the business on a more extensive scale than could be done in the crowded center.”¹⁶ At this time, the firm mostly specialized in marble for cemetery monuments, as suggested by the name “Mount Hope Marble Works” used by the business. Advertisements from the period (*Figure 3*) note the business’s location on the main thoroughfare leading to Mount Hope Cemetery. The construction of a plant devoted to this work was directly north of the present 216-222 South Avenue.

After Zebulon’s death in 1852, Henry took a leading role in the firm, first partnering with Thomas Graham, and then, after buying his brothers’ portions of the business in the late 1850s, becoming a sole proprietor in 1867.¹⁷ Hebard greatly enlarged the enterprise at this time, as an expanding train network increased the ease with which a variety of ornamental stones and manufactured materials could be imported into the area. As mounting casualties of the Civil War increased, cemetery markers reflected an increasingly elaborate memorialization of the dead.¹⁸ A parallel increase in new industrial prosperity allowed stone and marble works to incorporate more decorative materials in both public and private construction. In addition to the monuments of the firm’s earlier history, Henry Hebard captured much of the local market for fireplaces and mantels. He also marketed ornamental tiles, becoming the sole regional retailer for the elegant products of the Trent Tile Company in the mid-1880s, as well as Perth Amboy Terra Cotta in the end of that decade. By that time, too, Hebard’s firm was listed as the only regular provider of stone mantels and tiling in the city’s directories.

Emblematic of the firm’s success was the fact that all the marble in the 1869 Powers Building (NR listed 2019) at Rochester’s Four Corners was furnished and installed by Hebard’s firm, as was the tile work in the Rochester Savings Bank across the street (no longer extant) and the 1874 City Hall (NR listed 1974).¹⁹ An 1884 *Democrat & Chronicle* article stated that the firm had clients in an area ranging from Detroit, Michigan to Oil City,

¹⁶ “New Marble Factory – Removal and New Arrangement,” *Daily Democrat* (Rochester, NY), October 27, 1845.

¹⁷ “Hebard, Henry S.,” *Encyclopedia of Contemporary Biography of New York* (New York: Atlantic Publishing and Engraving Company, 1884).

¹⁸ Drew Gilpin Faust, *This Republic of Suffering: Death and the American Civil War* (New York: Vintage Books, 2009), 9-14.

¹⁹ “The New City Hall; Description of the Building on Fitzhugh Street – A Work to be Proud Of,” *Rochester Democrat & Chronicle*, October 28, 1874.

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Pennsylvania, and Watertown, New York.²⁰ Moreover, local Mount Hope Cemetery’s two tallest monuments were designed by Hebard, these being the ca. 1876 monument to Hartwell Carver commissioned by the Union Pacific Railroad and the 1880 Firemen’s monument marker (*Figure 4*), which was also fabricated by Hebard.²¹ Hebard’s business success led to political connections and to his being a Republican candidate for mayor in 1862 and 1864, only narrowly losing both elections. He served as Rochester’s police commissioner in the 1860s and early 1870s, commissioner of public works in the mid-1870s, and was later elected supervisor for the city’s Fourth Ward. In 1876, he also became president of the East Side Savings Bank that he had helped found a few years earlier.²²

As his business rapidly expanded, Hebard needed more display space. Around 1865, he built a building at the corner of South St. Paul and Jackson Streets (*Figure 5*) at the southern edge of his marble complex. The new building included both additional display space as well as ground floor retail rental space. An 1869 directory advertisement mentioned that the building featured three large rooms for display and that they were connected to the adjacent marble works. In 1877, Hebard prominently included the building and address in a detailed etching of his complex, complete with a painted Hebard advertisement on the building’s north elevation and the inclusion of decoratively carved stone window lintels on the primary elevation, suggestive of the elegant wares on display. (*Figure 6A*). Newspaper advertisements from the 1880s stated that the firm’s show rooms were located at 216, 218, and 220 South Saint Paul, in the north storefront and upper floors (*Figures 6B & 6C*). The local press stated that rooms were devoted to the extensive display of marble mantels and coal grates, and were “the most extensive outside the city of New York.”²³ An 1884 advertisement encouraged those interested in “cleaning marble and cemetery work” to inquire at the property’s address, suggesting that Hebard expanded the range of accessory products offered to consumers.

At the same time, retailers occupied the first-floor storefronts of the building, with the 1866 directory listing the Herzberger butcher shop and grocer William O’Neill Jr. at the #218 and #222 storefronts, respectively. Other tenants from the 1870s included the cobbler firm Fox & Heath and a grocery operated by Charles Tibbils. A July 1876 *Democrat & Chronicle* advertisement stated that the Hebard’s Steam Marble Works was adjacent to

²⁰ “Marble, Granite, and Slate. A Visit to the Marble Manufactory of Henry S. Hebard,” *Democrat & Chronicle* (Rochester, NY), July 30, 1884.

²¹ Steven Cybulski, “Henry S. Hebard, Monument Maker,” *Epitaph* 24, no. 1 (Winter 2005), 4-7.

²² *Encyclopedia of Contemporary Biography*, s.v. “Hebard, Henry S.”

²³ *History of Monroe County, New York; with Illustrations Descriptive of Its Scenery, Palatial Residences, Public Buildings, Fine Blocks, and Important Manufactories* (Philadelphia: Everts, Ensign & Everts, 1877), 125.

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“that fine store at the corner of St. Paul and Jackson [now Capron] streets,” benefiting from an adjacent new street and new walks. Hebard intended the building to serve as a rental property and the fine store seemed to have been attractive to Frederick O’Neill, who relocated his grocery in 1879 from farther north on South Avenue to the #222 storefront. As indicated by *Democrat & Chronicle* notices, a Gospel Temperance Mission affiliated with the Methodist Episcopal church, of which Hebard was a trustee, operated from the #218 storefront starting in 1880, apparently while that space also still served as a retail display space for Hebard, as noted in contemporary advertisements.

With much demand for his decorative stone, Hebard opened an auxiliary showroom at 112 Exchange Street in 1886 near Rochester’s civic, financial, and social center known as the Four Corners. Hebard also downsized his manufacturing operations around 1884, turning over the second floor of his plant adjacent to 216-222 South Avenue to Utz & Dunn, a ladies shoes manufacturer formed in 1881 that remained until ca. 1892. Hebard’s downsizing coincided his increasing attention to larger financial and political ambitions. In addition to remaining the president of East Side Savings Bank, he served as an elector for presidential candidate James Garfield in 1880 and navigated the New York Mutual Aid Society (an insurance company) through turbulent times as its president during the subsequent decade.²⁴

With less need for space at his plant, and with his attention and ambitions apparently increasingly drawn elsewhere, Hebard sold the property at 216-222 South Avenue to grocer Frederick O’Neill in 1886 for \$11,000, an ownership change noted in the *Democrat & Chronicle*. In late 1889, Hebard secured a promise of being appointed to the coveted postmaster of Rochester position from the Republican administration of President Benjamin Harrison, a job he had declined in 1881 while still heavily invested in his business. While in Washington, D.C. to finalize his appointment in March 1890, Hebard developed pneumonia, dying soon after returning to his Rochester home and precipitating an abrupt end to his firm’s influence in the neighborhood.²⁵ His son-in-law John Weston took over the marble business, but it disappeared from the local directories in the mid-1890s, perhaps owing to Weston’s legal troubles with his brother, also a Hebard son-in-law. The plant was used by furniture, boat, and bike manufacturers until the Sidney B. Roby Company, manufacturers of automotive and industrial hardware, occupied the building ca. 1902.

²⁴ *Encyclopedia of Contemporary Biography*..., s.v. “Hebard, Henry S.” ; “Henry S. Hebard Dead. ...”, *Democrat & Chronicle* (Rochester, NY), March 12, 1890.

²⁵ “Henry S. Hebard Dead. ...”, *Democrat & Chronicle* (Rochester, NY), March 12, 1890.

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MIXED COMMERCIAL AND INDUSTRIAL USES

In the late nineteenth and early twentieth centuries, the neighborhood around 216-222 South Avenue began a slow progression from residential and accompanying small-scale commercial uses on the periphery of the city's commercial center to more intensified, industrial uses. After purchasing the property in 1886, Frederick O'Neill rented the upper floors to working-class boarders, as indicated by the city directories. Following O'Neill's death in 1902, the building continued to serve the surrounding downtown-peripheral neighborhood with commercial and residential mixed uses, with the #218 storefront serving as a second-hand store and then a bookstore, while the #222 storefront became a saloon with a quick succession of proprietors, finally settling ca. 1906 in the hands of John Rentschler.

Around 1907, the Lehigh Valley Railroad completed a passenger station one block north, near the corner of Court Street and South Avenue, and the city converted the nearby state arsenal into Convention Hall, which became the city's preeminent large event space in the early twentieth century. Both developments added to the visitor stream into the neighborhood already bolstered by the presence of the Erie Railroad passenger station on Court Street at the river's west bank. Accordingly, Rentschler developed the 216-222 South Avenue property into the Hotel Rentschler over the next decade (*Figure 7*), with eighteen furnished rooms and a large dining hall accommodating one hundred guests, as noted in a 1914 advertisement. His hotel joined the large Osborne House, the Clinton Hotel, and the Young Men's Christian Association in the area in providing accommodations and event space. As was common for hotels at the time, the enterprise functioned partly as a social club for Rentschler's friends and fellow Loyal Order of Moose members, with *Democrat & Chronicle* articles noting its sponsorship of baseball, bowling, billiards, and quoits (ring toss) teams, and featured entertaining swimmer girls and intoxicating beverages. By 1914, he was seeking a buyer for the property, hinting at low financial returns for the hotel. In August 1918, a half-mile-radius dry zone around a military camp was created at the Mechanics' Institute across the river as the country mobilized during the First World War; this development forced the Rentschler enterprise to close its doors with a large auction in September 1918.²⁶

By the early twentieth century, the character of the area was changing. After the Erie Canal's course through the city was abandoned ca. 1918 in favor of the larger Barge Canal passing south of the city, the right-of-way parallel to South Avenue was converted in the mid-1920s into an industrial and commuter rail/subway line with

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a station at Court Street. All of the buildings that once lined the west side of South Avenue, which acted as a shield from the intensified transit infrastructure along the river, were demolished during this development, including a barge canal terminal at the river's edge. This clearing also left 216-222 South Avenue as an increasingly rare surviving example of the nineteenth-century small-commercial structures that had once dominated the neighborhood.

Similarly, a part of Monroe Avenue now known as Woodbury Boulevard was extended in 1924 to the block on which the 216-222 property sat between Court Street and Capron Street, bringing much of that major thoroughfare's traffic all the way to South Avenue. These transit developments made the area progressively less favorable to small-scale residential uses and more attractive to new light industrial uses from the 1920s to mid-century. These included the R.T. Ford Plumbing Company, Diamond Waxed Paper, Gilbert Manufacturing (shoe specialties), Nicholson Auto Sheet Metal Works, and Eastman Kodak Company, all operating from new facilities nearby that replaced earlier residential construction (*Figures 8 & 9*). According to city directories, 216-222 South Avenue's tenancy in this period also reflected this change, with Charles Staud establishing his cigar manufacturing business in the #222 storefront ca. 1920, and Sawta Nut Products moving into the second floor around the same time. A construction contractor cooperative occupied the #218 storefront briefly in the middle of the 1920s, followed by the Volunteers of America toward the decade's end. Genesee Pattern Works and Morris Electrical Specialty Shop took up occupancy on the second floor and in the #218 storefront, respectively, ca. 1930. To further underscore the building's unique status, a 1933 fire destroyed the old Hebard complex next door, leaving intact the nineteenth-century mixed-use layout of the small-scale building at 216-222 South Avenue, now a notable survivor in the neighborhood.²⁷

During the 1930s, brothers Edward & Louis Morris of the Electrical Specialty Shop became the owners of the building at 216-222 South Avenue. From this point, the building's diverse tenant list remained remarkably stable through the mid-twentieth century. Staud's 1944 death precipitated the only change during this period, his shop being replaced by a Downyflake Doughnut franchise owned by the Morris family. First appearing in New England in the 1920s, Downyflake Donut shops became one of the first restaurant operations to make use of the franchise ownership model that became increasingly popular later in the twentieth century. Adolph Levitt of the New York City-based Doughnut Corporation of America invented the first patented doughnut-making machine and sold a doughnut recipe using his company's Downyflake doughnut mix and machines to local

²⁶ "Dry Zone in Heart of City after August 27th ...", *Democrat & Chronicle* (Rochester, NY), August 16, 1918.

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franchisees, along with marketing instructions, suggested window displays that allowed viewing the process from the street, and prepared advertising pitches. In 1932, there were about 400 Downyflake shops across the Northeast. After the Second World War, Levitt expanded the business by targeting returning servicemen as potential franchisees (*Figure 10*) and the establishment of their shop at 222 South Avenue coincides with the coordinated nationwide franchise expansion, and the increased traffic to the downtown commercial corridor.²⁸

THE INNER LOOP AND V.H. LANG TROPHIES COMPANY

Increasing pressure to relieve congestion on Rochester's center city streets became an issue as the use of private automobiles proliferated in the first half of the twentieth century and as the metropolitan region expanded. One solution proposed was to construct a circulating highway that was first proposed in 1947 but delayed until 1952. Completed in 1958, it became known as the Inner Loop as it went from Central Avenue to West Main Street along Plymouth Avenue in the northwest quarter of downtown and along West Main Street to the new Troup-Howell Bridge, crossing the Genesee River just south of 216-222 South Avenue. The roadway continued from the bridge to roughly the intersection of Union Street and Buena Place with a large interchange near the bridge. Construction required razing nearly 160 largely nineteenth-century buildings and severing several perpendicular streets, isolating the neighborhood of 216-222 South Avenue from the residential area to the south and impeding the downtown traffic that had been the lifeblood of the area for more than a century (*Figures 11, 12A, & 12B*).²⁹ This wholesale razing also left 216-222 South Avenue as one of only two intact nineteenth-century buildings in the vicinity to testify to the large economic and physical changes in the downtown neighborhood over the last century.³⁰ As traffic declined, The Downyflake shop and the Genesee Pattern Works relocated to a more modern and accessible facility in the suburb of Henrietta.

With all the changes, the building's central location within the city made it a potentially attractive opportunity for niche enterprises that needed access to a wide customer base. A group of local real estate investors incorporated as Associated Affiliates recognized the opportunity and bought the building in 1955, renovating it

²⁷ "\$150,000 Blaze Levels Plant of Roby Firm," *Democrat & Chronicle* (Rochester, NY), March 10, 1933.

²⁸ Jan Whitaker, "Tell to sell the Doughnuts," *Restaurant-ing through History* (blog), September 4 2014, <https://restaurant-ingthroughhistory.com/2014/09/04/time-to-sell-the-doughnuts/>.

²⁹ "Demolition Bids Due for Inner Loop Project," *Democrat & Chronicle* (Rochester, NY), October 9, 1955; "New Loop Section to Get Unofficial Tryout," *Democrat & Chronicle* (Rochester, NY), August 7, 1958.

³⁰ The other surviving building being a smaller and more modest, all brick five-bay three-story structure at 238-242 South Avenue which has lost significant integrity of materials and design.

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for business use.³¹ V.H. Lang Trophies Company then moved into the building ca. 1957, purchasing the building in 1958. Victor “Vic” H. Lang began the company as a jewelry business in 1939 in the Burke Building at 5 Saint Paul Street.³² V.H. Lang began to turn his attention to trophies around 1942 and the niche product became his specialty early in the firm’s evolution. A local golf trophy produced by Lang appeared in 1947, and the appearance of bowling, soccer, football, and dog & bird show V.H. Lang trophies followed in quick succession. The firm relocated to 172 South Avenue around 1954, but the firm’s rapid growth, bolstered by the growth of the plastics industry, brought trophies and plaques within reach of more customers for a wider range of purposes. The company moved to larger quarters at 216-222 in 1957 further south on South and purchased the building in 1958 altering the storefront soon after the purchase. V.H. Lang grew from this central location to become the only trophy company listed in city directories in the late twentieth century, and claimed in its advertisements of the early 1970s to be one of America’s largest and most complete trophy and plaque services. Lang also offered personalized commemorative gifts as Americans honored more and more kinds of accomplishments using ever more affordable materials (*Figure 13*).

The appearance of V. H. Lang trophies in a wide array of local competitions in the late 1950s and 1960s gave credence to the firm’s advertising claims to be Rochester’s one and only complete trophy company. Lang also debuted several new technologies in the field, such as “Etch-A-Color” in the early 1970s, which allowed reproduction of photographs on metal. In this way, this made 216-222 South Avenue again home to a singular, iconic local business after Hebard’s marble works. In 1982, Victor H. Lang sold the trophy business and the building at 216-222 South Avenue to longtime employee Anne L Harster, who continued to operate the business under the V.H. Lang name until her retirement in 1993.³³ Victor Lang’s 1995 obituary noted that the building he operated the business from was a downtown landmark. Indeed, the building’s proximity to the major highway running through downtown made it highly visible, contrasting with the large-scale late twentieth century office buildings, which included including the Xerox Tower and the Excellus Blue Cross Blue Shield buildings.

After 1993, the company continued under the direction of Anne’s business partners Joe Padulo and George Visco, who maintained the production of a diverse array of trophies, plaques, and engraved bowls. A 2008 sales tax foreclosure notice suggested increasing financial stress in the twenty-first century, but the business

³¹ “Democrat & Chronicle Main St. Building Sold,” *Democrat & Chronicle* (Rochester, NY), July 30, 1957.

³² “Jewelers to Open St. Paul Store,” *Democrat & Chronicle* (Rochester, NY), December 8, 1939.

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continued operating from the building until 2014. The demised of business bookended a history of near-continuous commercial and industrial occupancy that reflected the economic evolution of the surrounding neighborhood over more than 150 years, as few other buildings could in a neighborhood that became now dominated by large-scale, single-use twentieth century buildings.³⁴

³³ “Harster, Anne L. (Ziegler),” *Democrat and Chronicle* (Rochester, NY), January 19, 1999.

³⁴ Jason Schwingle, “Signs of Life: The Next HOT Neighborhood?” *The Wayback Machine*, 2015, online at <https://web.archive.org/web/20155010000951/http://therochesteriat.com:80/signs-of-life/>.

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Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67 has been requested) NPS ITC # 45586
- 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): _____

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10. Geographical Data

Acreage of Property Less than one acre
(Do not include previously listed resource acreage.)

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

- | | |
|------------------------|-----------------------|
| 1. Latitude: 43.152024 | Longitude: -77.606794 |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

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 reflects the parcel as it has existed since the 1866 property transfer between Henry S. Hebard and Thomas Graham, which serves as the earliest documentation describing the general configuration of the resource.

11. Form Prepared By

name/title Christopher Brandt, Project Architect & Tyler Lucero, Research Consultant
organization Bero Architecture PLLC date March 14, 2024
street & number 32 Winthrop St telephone 585-262-2035
city or town Rochester state NY zip code 14617
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**

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- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

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

Name of Property: Building at 216-222 South Avenue

City or Vicinity: Rochester

County: Monroe State: New York

Photographer: Kati Smith & Christopher Brandt, Bero Architecture PLLC

Date Photographed: August 3, 2022 and September 5, 2022

Description of Photograph(s) and number:

- 0001 of 0015: West and south elevations of 216-222 South Ave, looking northeast.
- 0002 of 0015: South and east elevations, looking northwest.
- 0003 of 0015: First floor (south side), view toward rear of building.
- 0004 of 0015: First floor showing rear wall and connection to north side of floor.
- 0005 of 0015: South side of first floor looking at party wall/infilled archway.
- 0006 of 0015: North side of first floor, looking southeast.
- 0007 of 0015: North side stair, view from second to first floor.
- 0008 of 0015: Second floor, north side of building.
- 0009 of 0015: North side of second floor, looking southwest.
- 0010 of 0015: South side of second floor, looking west.
- 0011 of 0015: North side of third floor, looking west.
- 0012 of 0015: South side of third floor, looking east.
- 0013 of 0015: Stair from third to second floor.
- 0014 of 0015: North side of basement, looking west.
- 0015 of 0015: South side of basement, looking east.

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.

Building at 216-222 South Avenue DRAFT

Monroe County, NY

Name of Property

County and State

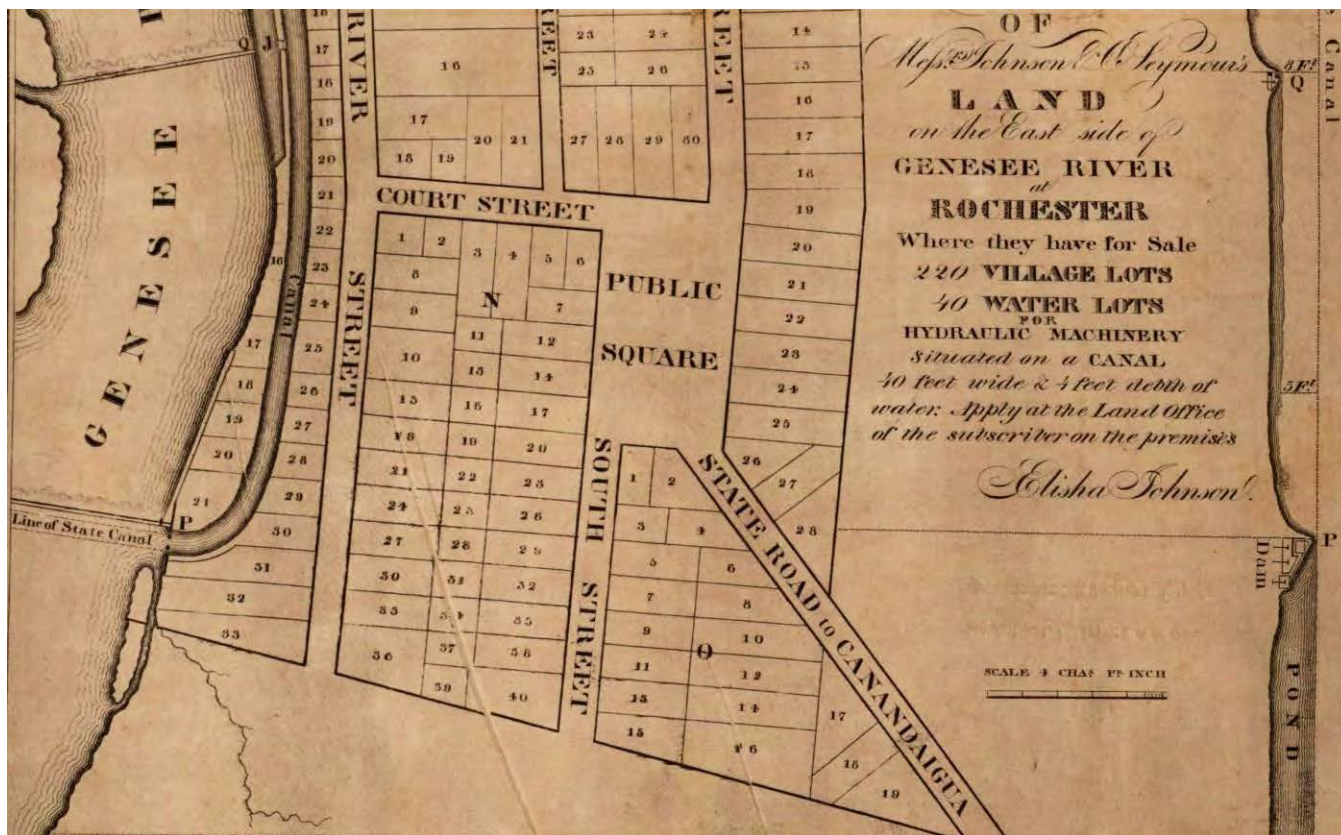


Figure 1 - Excerpt from Johnson and Seymour's 1820 subdivision map. Present day 216-222 South Avenue includes portions of lots 24 and 27 on River Street. (Rochester Public Library Local History Division)

Building at 216-222 South Avenue **DRAFT**
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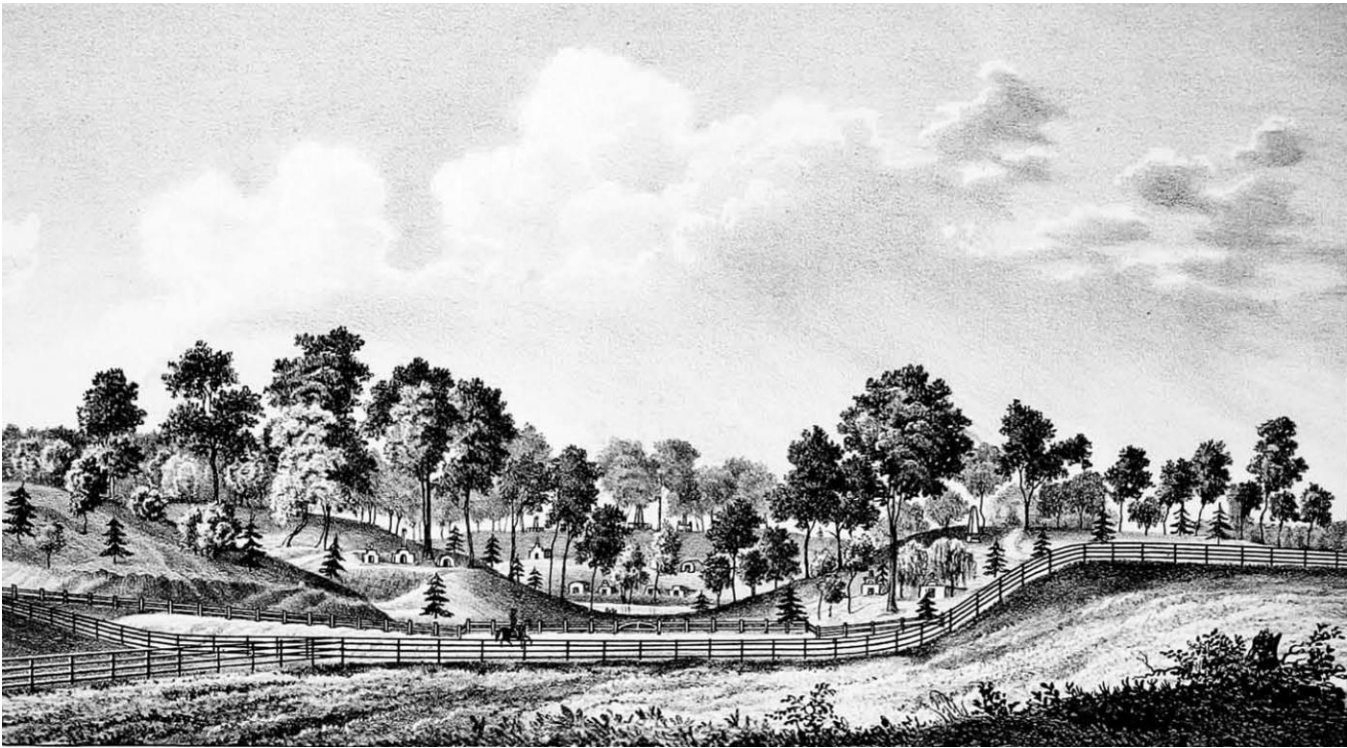


Figure 2 - 1838 depiction of Mount Hope Cemetery (W. H. McIntosh, "History of Monroe County, New York," Phila, 1877.)

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Figure 3 - 1860s Hebard & Graham broadside advertisement. The location noted – where the marble works had been since 1854 – is present day South Avenue and Capron Street. (*Joslin Hall Rare Books*)

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Figure 4 - Firemen's Plot Monument, Mt. Hope Cemetery, placed 1880; designed and fabricated by Henry S. Hebard's marble works (*Photo credit: John Hodson, 2018*)

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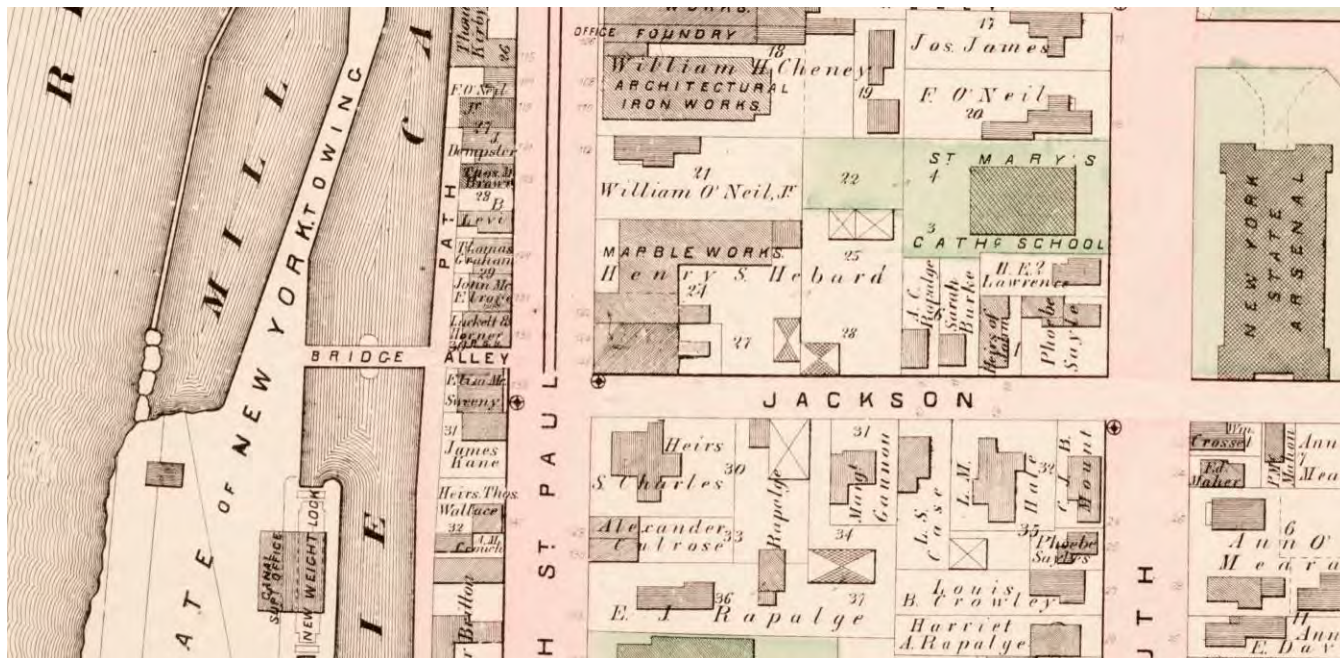


Figure 5 - 1875 plat map documenting current ca.1865 building and the adjacent marble works complex to its north. (RPLLHD)



Figure 6A - 1877 etching of Hebard's Steam Marble Works, including 216-222 South Avenue at far right. (RPLLHD)

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Closeup of Figure 6 documenting the details of the building at 216-222 South Avenue. Note window details and storefront configuration still largely intact in present day.

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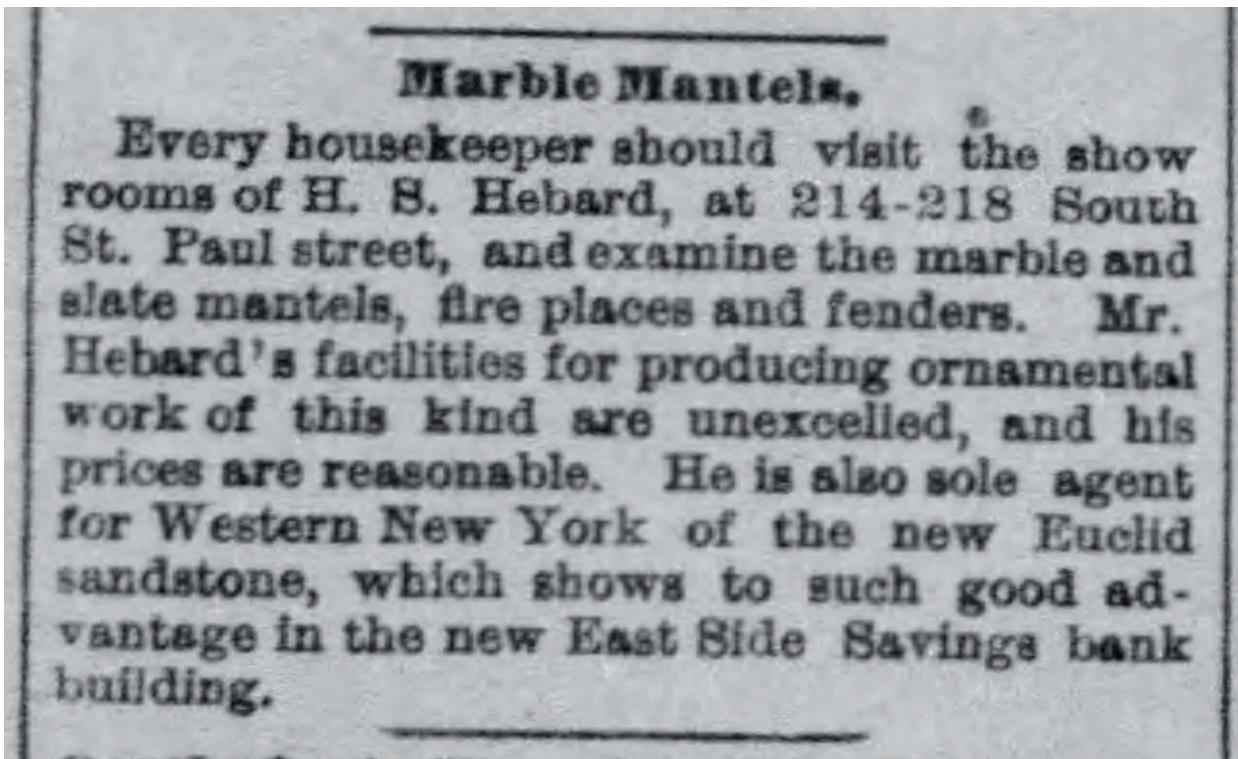


Figure 6B – One of dozens of advertisements referencing warerooms present in both the first and second floors of 216-222 South Avenue. (*Rochester Democrat and Chronicle*, August 15, 1884)

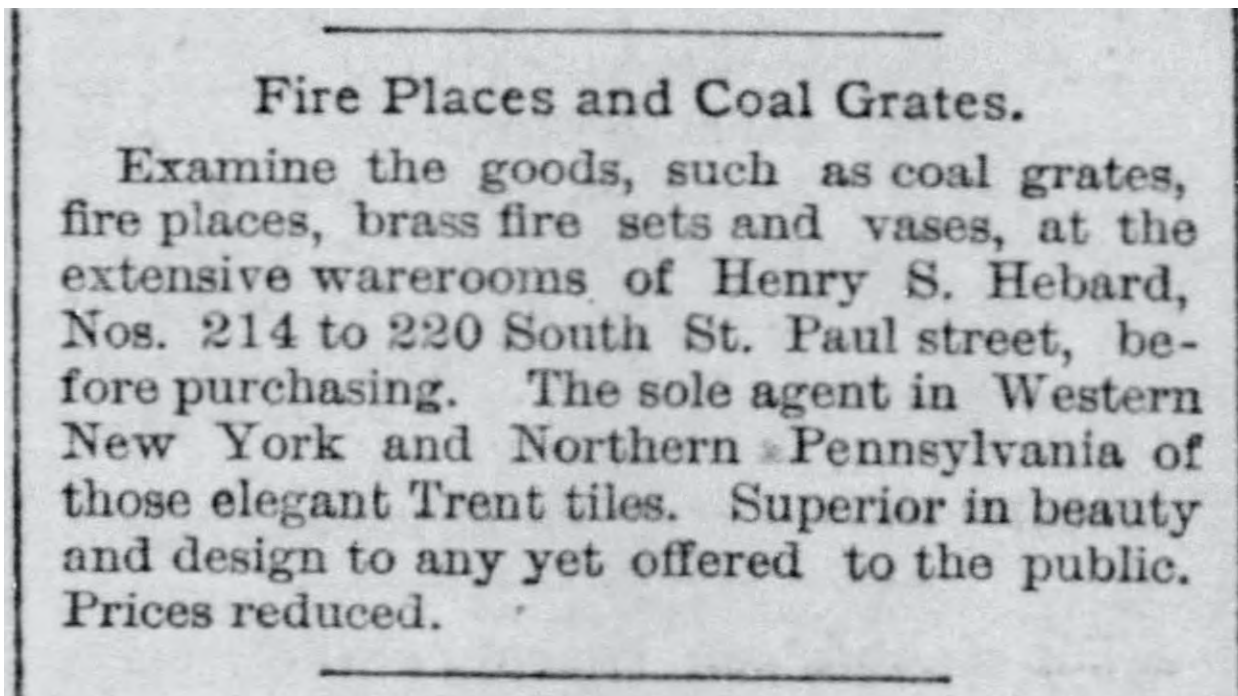


Figure 6C – A similar advertisement noting additional warerooms also present in the south second floor at 220 South St Paul. (*Rochester Democrat and Chronicle*, February 13, 1885)

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Figure 7 - ca.1915 photograph of S.B. Roby Co. building, formerly the manufacturing facility of the Hebard enterprise, with the entry and cast-iron storefront to present 216-222 South Avenue visible at far right. "HO" on the building is likely "HOTEL RENTSCHLER" in full, noting the enterprise occupying the building at the time. (Albert R. Stone Negative Collection, Rochester Museum and Science Center)

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Closeup of Figure 7 showing detail of original storefront at 216 South Avenue.

Building at 216-222 South Avenue DRAFT

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Name of Property

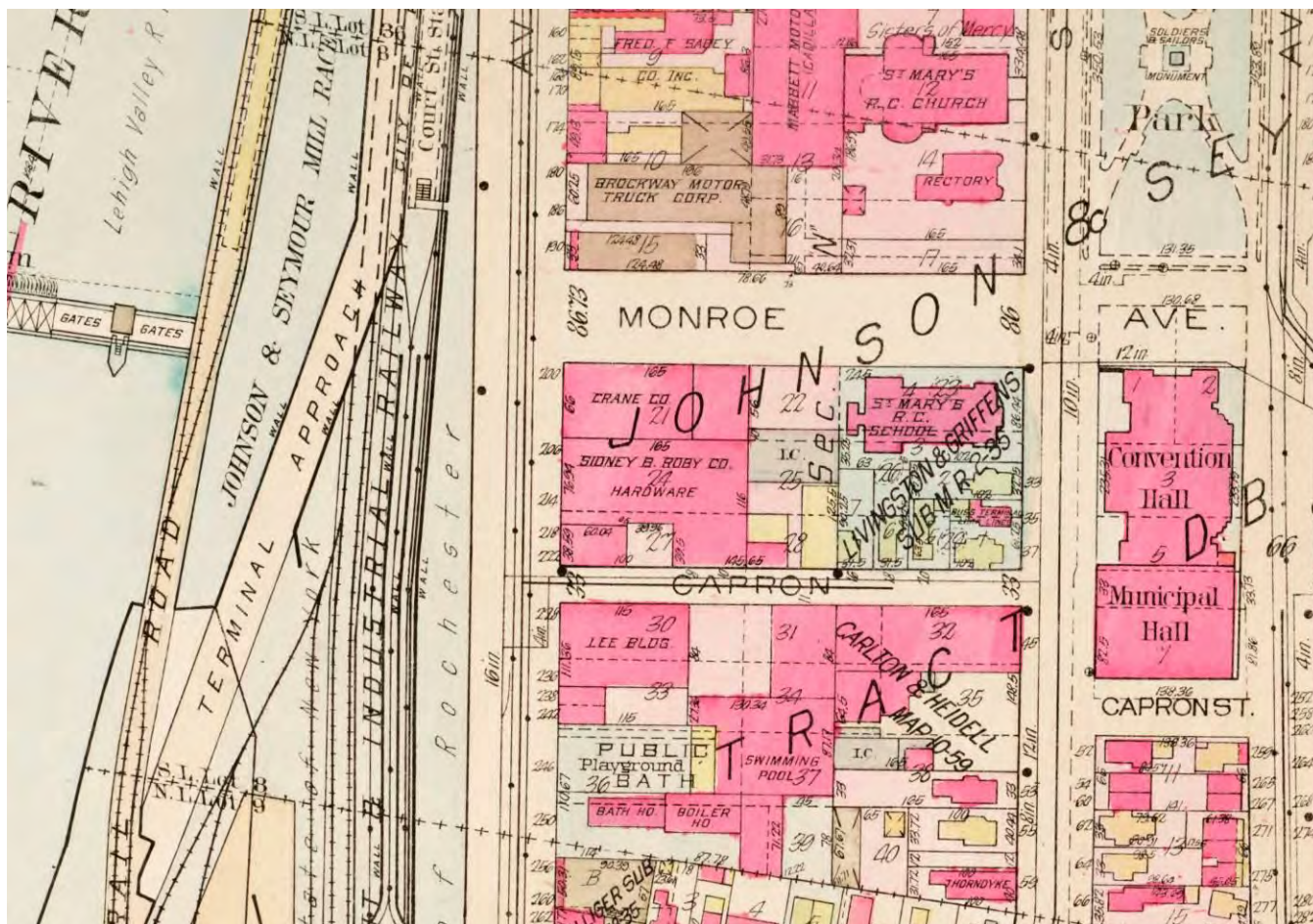


Figure 8 - Detail from 1926 plat map showing present 216-222 South Avenue building and environs; note replacement of Erie Canal with a light rail / "subway" line, the mass removal of buildings on the west side of South Avenue, and the extension of Monroe Avenue to South just north of 216-222 South. (RPLHLD)

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Figure 9 - 1926 view northward along new Rochester Subway in former Erie Canal bed, with 216-222 South Avenue far right. (Albert R. Stone Negative Collection, Rochester Museum and Science Center)



Closeup of figure 9 showing building at 216-222 South Avenue.

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The above illustration doesn't begin to show the beauty and distinctive, vivid color of a typical Downyflake Donut Depot. Designed to be outstanding, individual . . . it not only is a bright spot on its own, attracting crowds and selling donuts . . . but dresses up and enhances the appearance of the rest of the store.

Bright, eye-catching sign displays and accessory trim of the Downyflake Depot is known from coast to coast, and people quickly identify it as "*This is the place where they sell those good hot donuts!*"

The Downyflake Donut Depot is a "complete package". It's easy as A-B-C to make, display, and SELL hot donuts. An inexperienced boy or girl could be taught in a few hours to make donuts and operate the department. He or she could run the donut machine, make frosted and other variety donuts, sugar the donuts, and sell at the same time. The entire operation is streamlined to cut labor costs to a minimum . . . yet operate with quick, smooth-running efficiency.

PAGE 8

Figure 10 - Excerpts from 1944 pamphlet promoting Downyflake Donut franchising; returning service members, like the man depicted, were targeted by the Doughnut Corporation of America in a coordinated post-war campaign to recruit franchisees. As shown in the image of a model Downyflake shop (right), it was encouraged that the doughnut machine be visible to passersby.

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Figure 11 – ca.1955 aerial view eastward of 216-222 South Avenue (lower center) and environs. The surrounding area has become more industrial in character since the early 20th century, but the street grid is still continuous and connects it to residential areas to the south and commercial areas to the north. (RPLLHD)



Closeup of figure 11 showing building at 216-222 South Avenue.

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Figure 12A - Aerial view southeastward of 216-222 South Avenue (lower center-left) and environs, with overlay of Inner Loop plans. Plans largely executed as depicted. (RPLLHD)

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Figure 12B - Aerial view looking northwest over razing of neighborhood surrounding 216-222 South Avenue. "Father Rochester Can Point With Pride," *Rochester Democrat and Chronicle* (Rochester, NY), May 26, 1957.

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FOR OVER 35 YEARS

V. H. LANG CO. inc.

ONE OF AMERICA'S LARGEST AND MOST COMPLETE TROPHY SERVICES



The V. H. Lang Company has a world wide reputation for friendly efficient and dependable service. Friendly personal service by Nancy Angelone, Betty Hastings and Anne Harster in above photo is assured to you when you visit them.



Located at the 4th Expressway and Howell Street Bridge area at 222 South Avenue. Plenty of parking in front and rear of the Lang building. The V. H. LANG building houses a vast operation and their beautiful showrooms. Here you may browse among the many displays of items they manufacture and sell.

Complete Line of Christmas Gifts that Are Different

- EXECUTIVE DESK ACCESSORIES
- BEAUTIFUL HOLLOWARE ITEMS

Superb selections in Silver, Pewter, and Stainless Steel.

- PLAQUES
- TROPHIES
- ETCH-A-COLOR

An exclusive in Western New York

● SEE OUR DISPLAY OF COLOR LAMINATIONS

Here's an ideal Christmas Gift or a fitting gift for that special occasion that has a very personal touch. It is a gift that will last and last, and always be remembered. See these beautiful displays of color laminations, and they let your own ideas as to what you would like to have them make for a Christmas giving. Color Laminations take about a week or ten days depending.

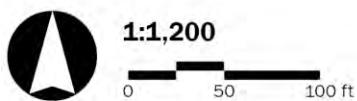
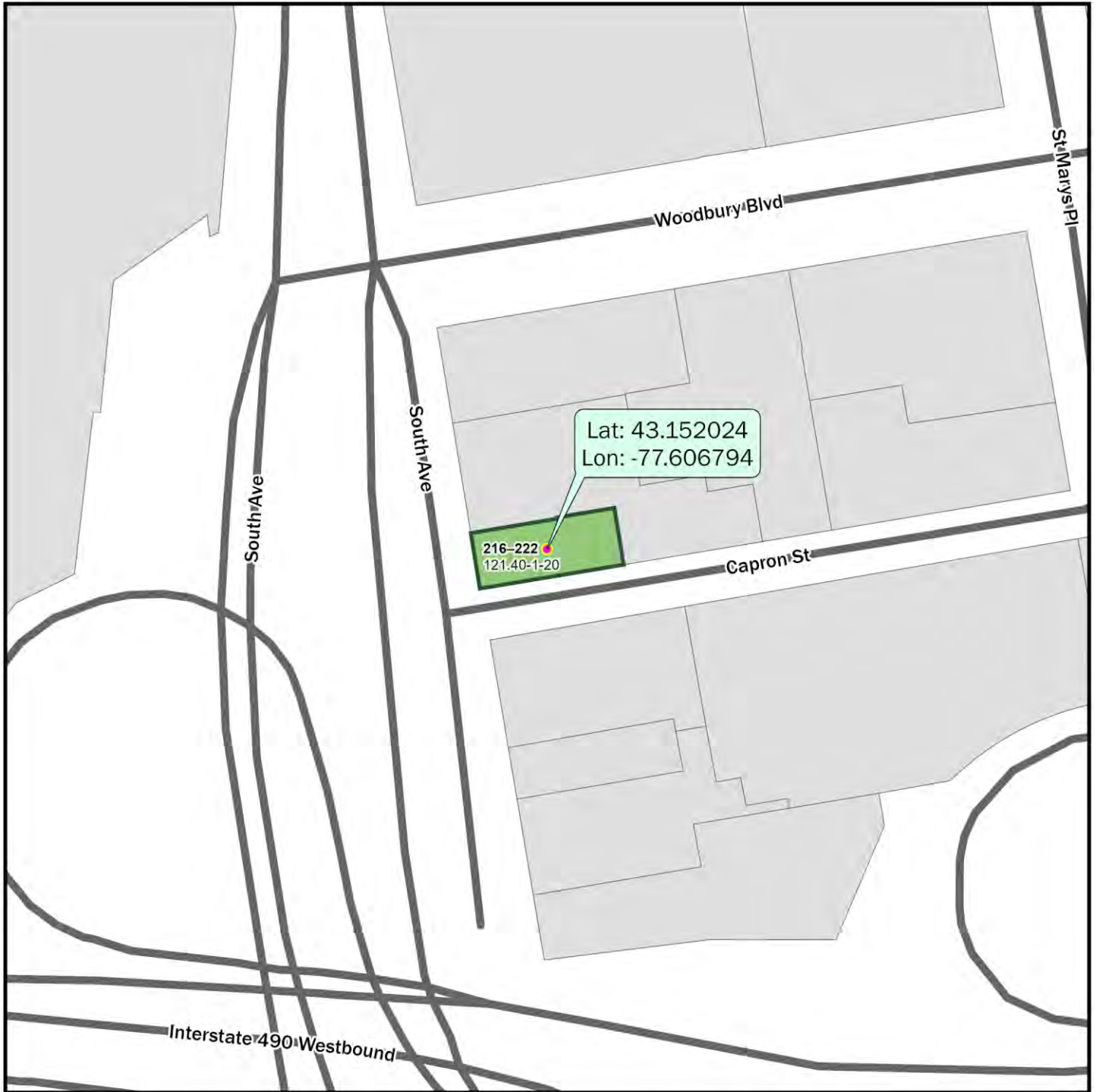
**OPEN 10 A.M. to 5 P.M.
MON.-FRI., SAT. 10-1**



222 SOUTH AVE. at MONROE EXTENSION 546-5143

Figure 13 - 1974 V.H. Lang Trophy Co. advertisement in Democrat & Chronicle; depicts circa 1959 alterations to storefront and notes accessibility of facility from nearby highways.

Building at 216-222 South Avenue **DRAFT**
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 Nomination Boundary (0.09 ac)  Tax Parcels



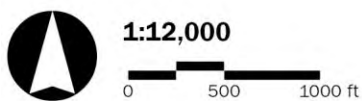
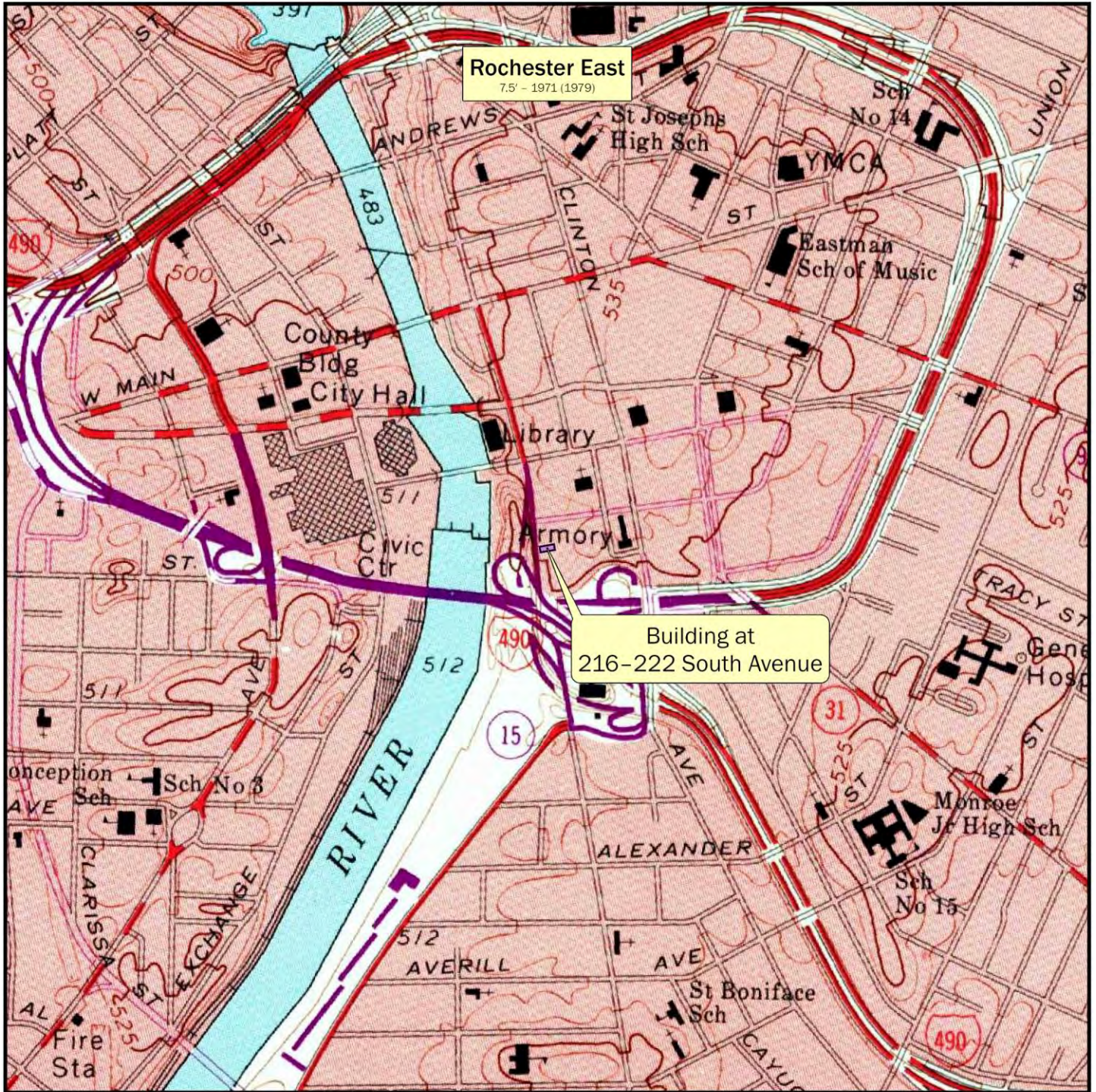
Projection: WGS 1984 UTM Zone 18N


Monroe County Parcel Year: 2021

Mapped 02/23/2024 by Matthew W. Shepherd, NYSHPO

Building at 216-222 South Avenue **DRAFT**
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 Building at 216-222 South Avenue

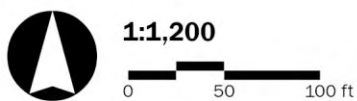
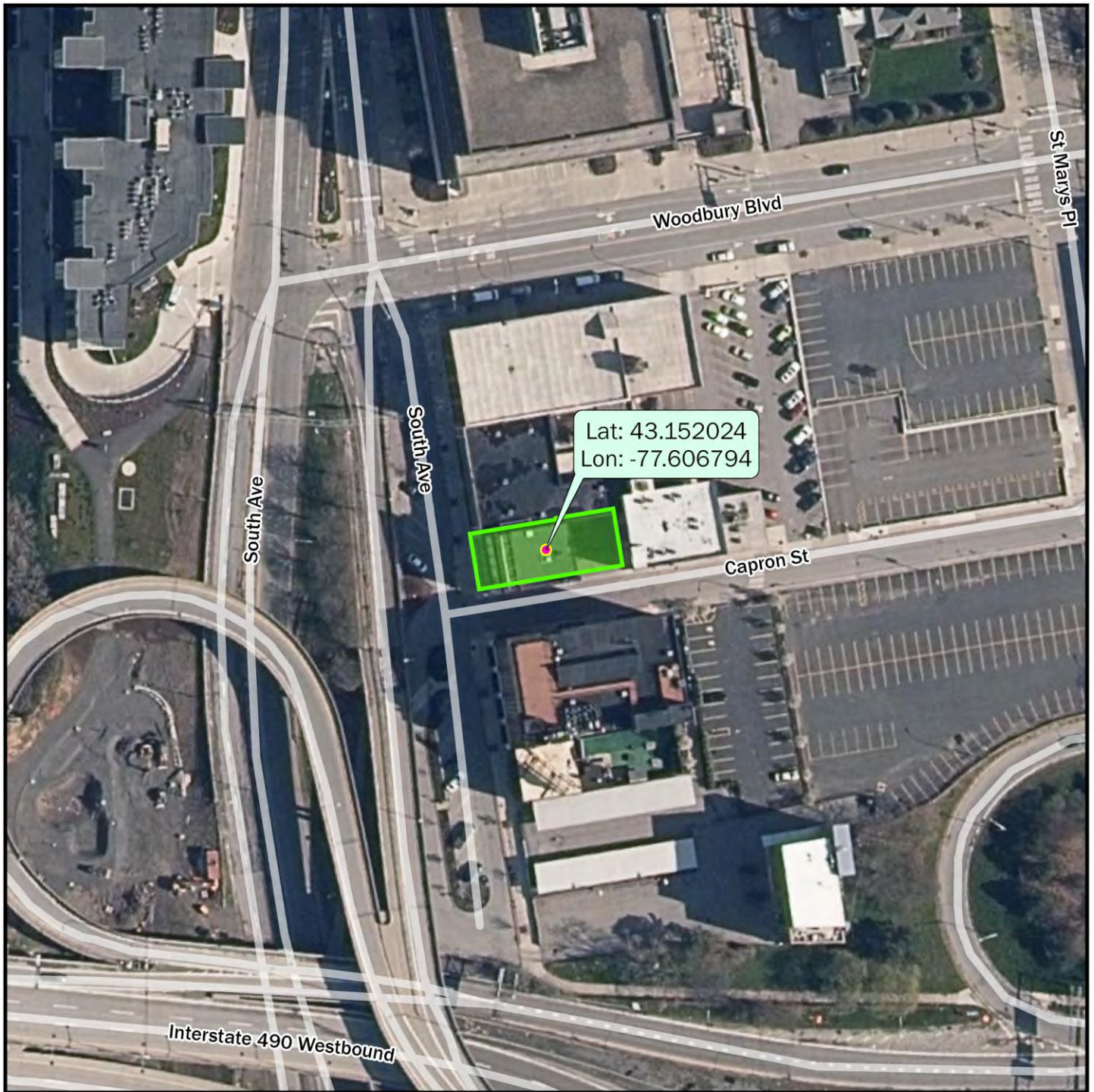


Projection: WGS 1984 UTM Zone 18N

Mapped 02/23/2024 by Matthew W. Shepherd, NYSHPO

Building at 216-222 South Avenue **DRAFT**
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 Nomination Boundary (0.09 ac)



Projection: WGS 1984 UTM Zone 18N

New York State Orthoimagery Year: 2020

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Building at 216-222 South Avenue **DRAFT**
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Building at 216-222 South Avenue **DRAFT**
Name of Property

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County and State



0002

Building at 216-222 South Avenue **DRAFT**
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0003

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0015: View of basement.