The Yellow Pages of tourism resources for the Rochester area: A Tourism directory for Rochester and Monroe County

Nancy Jane Cecilia

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Rochester Institute of Technology

A Thesis Submitted to the Faculty of
The College of Fine and Applied Arts
in Candidacy for the Degree of
MASTER OF FINE ARTS

THE YELLOW PAGES OF TOURISM RESOURCES
FOR THE ROCHESTER AREA
A Tourism Directory for Rochester and Monroe County

by Nancy Jane Cecilia

May 20, 1980
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Thesis Committee

R. Roger Remington, Advisor
Bernadette Merkel
James VerHague
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Introduction

The Yellow Pages of Tourism Resources for the Rochester Area is a directory which lists and briefly describes existing tourism resources in Rochester, and also lists the proposals for tourist attraction development. It compiles facilities, institutions, festivals, attractions, town centers and other scenic resources, as well as plans that have been presented for Monroe County.

Its primary purpose is to educate the community planner as to key tourist attractions now in the Rochester area, and to the plans which could be developed. Other objectives are to encourage support for the plans, to provide a source of information for these plans, to make them readily available to anyone interested, to promote idea sharing and further plan development, and to get people involved with the tourist aspect of Rochester's potential and to elucidate them as to how they can become personally involved in it.

The project was sponsored by the Urbanarium, Inc. Urbanarium was established in 1973 to improve the quality of life in the greater Rochester area. It is a non-profit community education organization which works to increase citizens' awareness of community issues and to provide a setting for citizens to take informed action on those issues.

The Urbanarium, Inc. is focusing on tourism as a
major program issue to help make the general public aware of the wide variety of tourist attractions and resources in this area which can contribute to increased business and economic development. (Figure 1)

This thesis covers the creative development of the tourism directory. Project responsibilities included consultation, research, organization, writing, graphic design and photographic illustration. A large part of the process involved communication among members of the Rochester community.
Background Information

A three-day seminar conducted by the Urbanarium took place at Eisenhower College in November 1979. The purpose of this seminar was to gather resources for a major thrust of tourist-related promotional projects in the Rochester area. One of the projects identified at this seminar was a printed resource that would outline the tourist potential for Rochester. The final product would be a publication which would be a compilation of resources in the area. It would be called The Yellow Pages of Tourism Resources for the Rochester Area, in reference to its similarity to the yellow pages in the phone book in its completeness. It was proposed to be a tool for community planners to enhance tourist expansion facilitation.

I attended the seminar and learned of the project through this exposure. I spoke with Mrs. Judy Kaplan, an Urbanarium volunteer staff member, about the project and details. It seemed to be a large undertaking, very comprehensive, but a manageable task within my time schedule for the Graduate Thesis. The Urbanarium was anxious to find an RIT student to assume responsibility for this project.

In November 1979 I began work on The Yellow Pages. The project seemed to involve extensive research along with the design development, but it also provided a chance to have a more realistic experience out in the
field of design. There was a designer-client relationship inherent in the situation, and I felt this would provide a new experience. The project would enable me to be in contact with many individuals from various branches of the community and increase my communicative abilities. The prospect of designing a printed publication also played an important part in my decision to embark on such a large project. My interest in publication design lead me to accept the challenge. The idea of organizing a body of information of this magnitude into a logical, efficient, functional, yet interesting design seemed to be a substantial task, but one that would be worthwhile and provide a learning experience for me.

On December 8, 1979, a Tourism Workshop sponsored by the Urbanarium was conducted at the Strasenburgh Planetarium of the Rochester Museum and Science Center. (Figure 2) The main objective of the workshop was to bring together individuals from various sectors of the Rochester and Monroe County area to discuss a common goal: promotion of tourism in Rochester and a subsequent increase in revenues and recognition for the city. The Urbanarium Staff, volunteer members and many RIT students presented ideas for projects of this nature and small discussion groups created an atmosphere for growth of new thoughts and ideas. It was a forum for creative thought. (Figures 3 and 4)
An exhibit at the Planetarium, designed and constructed by RIT students, displayed tourist promotional material for Rochester and other cities. It provided a comparative view of what exists for Rochester and how other cities promote themselves. The material was presented in four categories: Convention, Cultural Attractions, Downhome (Neighborhood Centers), and Scenic Attractions. These represented the four areas of tourist trade in Rochester.

Those attending the workshop filled out slips noting their names and addresses, and any information they felt should be included in The Yellow Pages. This collection of names, along with all the information from the exhibit, made up the first source of information for the directory.
Thesis Objectives

While different from the program objectives, the main objectives of the thesis outline the course of development. They are:

1) Research
2) Design and Application
3) Communication with Facilitators

Support/Acceptance/Approval

These will each be discussed separately.
Research Phase

The process of collecting information began in early January 1980. (Figure 5) I developed a system of collecting information on file cards, organizing them alphabetically within a card file and color coding them in the four categories initiated at the December 8 workshop: Convention (red), Cultural Attractions (blue), Downhome/Neighborhood Centers (brown), and Scenic Attractions (green). (Figure 6) Other sources of information were explored as well. The Rochester/Monroe County Convention and Visitors Bureau, libraries, brochures, catalogues, publications and maps supplied a great deal of information. The people present at the workshop provided a major source for this collection/research process. Mrs. Judy Kaplan furnished a vast amount of material for my perusal, and assistance, ideas and encouragement for this part of the overall project.

Research began in January 1980 and continued until late March. The reason the process was so lengthy was due, in part, to lack of cooperation from city officials, numerous time-consuming meetings and other school responsibilities. The task of information gathering was actually much too vast for one person to undertake, and the material obscure and endless. Therefore, progress in this area took longer than first projected.

A major revision of the written format of material presentation took place in mid-March. The four
categories became too broad and undefined so it became imperative that they be refined. Five categories were then defined. They are: Convention, Cultural Attractions, Downhome/Neighborhood Centers, Industrial/Educational, and Outdoor Recreational. These five categories each contain many subheadings to further define and implement easier usage. Plans for each category are included at the end of each section. (Figure 7)

On April 9, 1980 a rough draft of the copy for The Yellow Pages was delivered to eleven individuals in the community, including Mrs. Judy Kaplan and the Urbanarium, whose thoughts were considered important and instrumental to the project. (Figure 8) Most drafts were returned by these people in the following three weeks. The people selected had written their comments and corrections on the drafts. This completed the research phase of the project.
Design Application Phase

The Yellow Pages embodies an exploration through systematic creative application of graphic design, typography and photography. A study of formal typographic unit grid structures took place to develop the most efficient, functional and creative page format in which to present the information. I began with a 10 point unit grid with a 9 point type indication. The first format investigated was 9 by 9 inches. Different column widths and arrangements ensued. Then a horizontal 8¼ by 11 inch format was tried. Many arrangements were explored. Also the standard 8¼ by 11 vertical format layout was examined. Once I had established a preference, one horizontal and one vertical with a four column grid, I made up two dummies for presentation to the Urbanarium. The four columns contained three columns of type and one blank column. The rationale for the blank column on the outer margin was for the possibility of added notes by the community planner, for whom the book was being designed. This resource was designed with possible additions in mind. It is felt that this format will be open enough to include these additions, and that more pages could be inserted within the book with no disruption of the structure. (Figure 9)

On February 25, 1980, the two dummies were presented to members of the Urbanarium Staff. A definite preference for the vertical format was expressed. They felt that it
would be more useful, less awkward, and could be punched with holes, bindings cut and inserted in a notebook. This function would facilitate the open-ended idea of the information system.

The column width, margin widths and headline placement were then adjusted to accommodate the restriction of the addition of punched holes in the left margin.

Typography for the body copy and cover developed after the format for the interior was finalized. Many typefaces were explored, but a serif face proved to be most appropriate. The square serif of the Lubalin Graph in three weights worked nicely, and expressed a feeling of clean design, legibility, efficiency and completeness. (Figures 10 and 11) For the body copy and headings, I found Times Roman to be compatible to the cover type style, being easily read and appearing smoothly on the page. The addition of ruled lines to both the cover and at the top of each page created a continuity between the two and made the large amount of information presented fall into manageable quantities, while delineating each page. (Figure 12)

I also did all the photographic illustration for the directory. The photographs attempt to show simply and directly some of the more visually-interesting attractions. Representative photographs are included with the dummy pages.
Communication Phase

Throughout the two quarter duration of the thesis project there were numerous Tourism Task Force Meetings, sponsored by the Urbanarium and chaired by Mrs. Judy Kaplan. The Tourism Task Force had been formed by those individuals present on December 8 most interested in facilitating change and willing to devote time to developing some of the plans outlined at the workshop. I was present at most of these meetings in order to report the progress of The Yellow Pages and to elicit support and help from any of these people. I also became a member of the Tourism Task Force through my good attendance. Throughout the thesis development, The Yellow Pages received enthusiastic suggestions and support from this group, and also attention in the refining stages. I had ample opportunity to interact with these people and develop my own interpersonal communicative abilities, while sharpening my organizational capacities and developing the directory.
Outcome of the Project

In April, 1980 the direction of the project changed due to several factors. These were: The quantity of data collected had amounted to considerably more than had first been expected. Also, the data suggested the need for editing, and further copy development. Some of the information compiled had raised important policy questions which would require more time to resolve.

On April 23, 1980, a meeting took place at the Urbanarium Office. Present were Gene DePrez, Executive Director for the Urbanarium, Inc., Margaret Andronaco, Judy Kaplan, Irene Galvin, Roger Remington, my advisor, and myself. From this meeting emerged the realization that The Yellow Pages draft, in its present 125-page form, had grown far beyond the original expectations of the project. Because of the three factors mentioned above, revisions would take too long and the cost could not be accommodated by the Urbanarium alone. Additional sponsors would need to be found. The time schedule for the Graduate Thesis would not allow for any further delay, however, so the decision was made not to attempt to proceed with the printing of The Yellow Pages at this time. It was proposed at this meeting that the copy be typed to fit the design specifications, photostated and then bound into a prototype presentation of the finished publication.

Being dissatisfied with this kind of product, and
feeling that the extensive work done in research and design deserved a more appropriate final representation, I objected to this decision. To appease me and my opinion, a representative portion of the original copy was typeset and the cover was printed. This provided me with a tighter "comp" as my finished product.

The Yellow Pages, as first proposed, has not materialized in my thesis time frame and most probably will remain in rough draft typewritten form. The Urbanarium states that once the above concerns are resolved and sponsors identified, the project will continue to the printed form.
Conclusion

The project had many positive points and also some negative ones. I feel both should be mentioned if an objective view of the project is to be obtained from this report.

The research and design processes provided a new, challenging and worthwhile experience for me. Publication design, as stated earlier, is a particular interest of mine and by doing this project, my skills have been improved and refined. Also, as originally projected, the undertaking provided me with an opportunity to develop my capacities in organization and communication. This also has transpired. A lesson on how to deal with the human factor of design and business has been learned. Another positive outcome of this experience has been that I have learned a tremendous amount about Rochester and the surrounding area. The research proved to be fascinating, although at times difficult to elicit.

The project, however, was not without its negative points and unfortunately these will remain in memory also. The most obvious disappointment was that the project did not progress to its initially-proposed form: that of a printed piece. What had begun as a notion of a modestly-sized booklet had evolved into a 90-page piece. The information had expanded and accommodations had not been made.

I experienced frustration throughout the project, for
a variety of reasons. First of all, I was solely responsible for collecting all information. The process was slow, tedious and extremely time-consuming. The information was often hard to find and frequently people were less than cooperative. The frustration emerged from the fact, however, that my main reason for embarking on the project was for the design experience, not for an exercise of my research abilities. Also, throughout the project there seemed to be a fluctuation in support from the sponsoring organization. This created a tension which was not healthy for progress. The main facilitator, Judy Kaplan, was absent for a crucial stage of the project and a marketing expert from RIT who was supposed to play a main role in the project was never appointed.

All these factors contributed to an often awkward situation with respect to the project progress. Many inhibiting factors all at once tend to detract from enthusiasm and conviction. My recommendation for future projects of this kind is to fully recognize the risks of working with a community organization, notice the people with whom one will be working, and most importantly, make certain that the project is outlined from beginning to end so that confusion, frustration or disappointment can be avoided.
Appendix
An exhibition of Demonstration Projects on Tourism for Rochester and the Genesee Country
April 25, 1980 to May 19, 1980
First Federal Plaza Lobby
Rochester NY
Where is Tourism in Monroe County Now?

A Tourism Workshop convening planners and implementers

A Hard Look at Rochester and the Genesee Country

December 8, 1979
Strasenburgh Planetarium

Sponsored by
The Urbanarium, Inc.
Project Title: Tourism Workshop  December 8 1979  Strasenburgh Planetarium

Project Goals: The general goals of the tourism effort are:

A. To encourage hospitality among Rochesterians regarding tourists and tourism in general.
B. To educate the public to the numerous advantages of tourism and what it means to the community. (jobs, money, prestige)
C. To improve the community's self image (civic pride) and to show that a positive attitude is essential to the success of the tourism effort.

Project Objectives: The specific objectives of the workshop are:

A. To bring together the planners of existing plans, to increase awareness of the wide variety of plans which have tourism development potential, and to give planners an opportunity to explore new and more effective methods of coordinating a unified tourism effort. Also to access priorities which will enhance the tourism effort.
B. To develop a complete listing of all of the various plans in order to begin marketing strategies (Yellow pages, prototypes of promotional materials, etc.) which will be completed in March 1980.

Project Processes and Strategies:

A. The workshop is the first step in developing a marketing strategy for the tourism effort, including:
   1. Population studies (statistics)
   2. Development of a complete Yellow Pages of all existing plans, to be done by March 1980 by CD students. This will include categorical listings of all plans and possibly idealized objectives for the future, to be defined by The Urbanarium.
B. Prototype development of a family of promotional materials to increase public awareness of the potential of the area. (TV, radio spots, brochures, posters...)

Target Audience: Organizers and planners of the various plans and vested interest groups in the area of tourism.

Other Audiences: In the future, the major audience will become the public in the Rochester Area, who will be exposed to the tourism effort by means of B above.

Due Dates:

November 15- Informational flyer MAILED to prospective participants regarding December 8 Workshop.

December 8-
1. Exhibit: audit of existing promotional materials (already collected) to be displayed as follows:
A. Cultural Center
B. Town/Village Centers
C. Convention Center
D. Scenic/Sightseeing Areas

2. Map- large wall map of Monroe County to be displayed in workshop area to serve as focal point.

3. Participation Wall- "Graffiti" idea whereby participants of the workshop add names of plans, people, places of interest as they come to mind. This serves as additional reference.

4. Slide Show- 5 minute teaser.

March 15
1. Yellow Pages completed
2. Marketing strategy completed
3. Promotional materials (prototypes) completed
4. Spring Open House

Program Development

Team:
Judy Kaplan
R. Roger Remington
Lorrie Frear
Jane Cecilia
Dan Clark
Mark Lichtenstein

Seniors: Linda, June, Luiretta, Donna, Betsy

Budget: ???????

Project Development Timeline:
November
- Visit Planetarium Nov. 1 to inspect workshop area
- Nov. 15 informational flyer ready to be mailed
- Organize exhibit, do map, slide show

December
- Dec. 8 workshop 9:00AM-

January 1980
- Work on Yellow Pages, marketing Strategy

February 1980
- Work on Yellow Pages, marketing strategy

March 1980
- Yellow Pages completed
- Marketing strategy completed
- Prototypes completed
- Plan Spring Open House
1. PROGRAM PLAN FOR TOURISM: OCTOBER 1979

PROGRAM/PROCESSES TO BE IMPLEMENTED (WHAT/HOW)

A. December 8 data collection workshop, "Where is Tourism in Monroe County Now?" was implemented largely as planned:
   1. Sources identified, and mailing list developed, to which we are constantly adding new sources as discovered.

2. As a means of organizing plans, 4 categories of marketable attractions were identified: Cultural Rochester, Scenic Rochester, Convention Center Rochester, Down-home Rochester. These fit within the overall theme developed by RIT students, "Discover Rochester and the Genesee Country."

3. RIT students developed logo and invitational brochure, signs and displays for workshop, and teaser slide presentation for the workshop.

4. The conference format successfully provided for presentation of a variety of proposals; small-group sessions, in which a cross-current of ideas and methods for implementing them had an opportunity to surface; and a clear course of action charted for the future:
   a. Formation of a Tourism Development Task Force, charged with:
      (1) Sorting through target projects identified (copy attached), moving them toward implementation and monitoring their progress.
      (Since the projects were all, by definition, do-able within the short-term, many of these target projects can be handled simultaneously and their progress pushed along).
      (2) Helping assemble material on plans and resources and overseeing their compilation in the Yellow Pages of Tourism. The workshop efforts served as a preliminary plan audit, contributing to this cataloging process. The Yellow Pages will be a single printed reference source useful for future planning, and making possible more effective coordination.
      (3) Undertaking a process to develop an overall plan for tourism development. Projects for development of physical resources (improving access, better facilities, etc.) would be
ranked and priorities set for public investment. With goals agreed upon by a broad-based partnership between community groups, government and business, the stage is set for the most effective leveraging of public funds to encourage private investment.

b. Publication of Yellow Pages--Spring 1980
   A single-reference source, serving as a compilation of attractions (e.g. museums, festivals, scenic resources), sales/marketing tools, and plans, would detail what is and what might be, and be a useful guide for future planning and more effective coordination.

c. Promotional material prototypes--Spring 1980
   Using material provided by conference participants and gathered for the Yellow Pages, RIT students identified and analyzed unique and promotable aspects of resources in the Rochester area in order to develop prototypes of promotional material to attract tourists.

d. Hospitality campaign prototypes--Spring 1980
   Prototypes were to be developed by RIT students for a hospitality campaign directed at local citizens. The objective is to create a sense of warmth, hospitality, and welcome for tourists so they are encouraged to lengthen their stay in Rochester. To be emphasized was the connection between civic pride and tourism: (1) tourism has a positive effect on the economy, (2) what we have in Monroe County is worth promoting, and (3) every citizen has a role in making tourism successful here. Prototypes are to be ready to be mass produced by the Convention Bureau in time for the Lilac Festival in May.

e. Tourism Open House--projected for Spring 1980
   At this time the promotional prototypes and hospitality campaign can be unveiled and the Yellow Pages compilation will be completed, together providing an informational base for future planning. The Open House can then serve as a kickoff for long-term development of physical resources.

f. Follow-up report was to be sent to all workshop participants and selected interested parties, detailing the do-able projects targeted by workshop participants. Purpose of target projects is to use successes to generate interest and excitement about tourism, and to build community support for future steps.
B. Development of overall marketing strategy

1. The inventory of existing plans proceeded as planned and is being compiled in the Yellow Pages for publication.

2. Marketing Plan: Francis Domoy, RIT Professor of Marketing, prepared a report suggesting possible market segments, given the existing resources of Rochester and Monroe County. He charted those market segments, the types of activities offered, the market elements to which those activities would be appealing, and he suggested themes for each possible market segment:
   - Convention: "A Sharing of Minds"
   - Technology and Industrial: "The Idea Place"
   - Cultural: "An Array of Creative Offerings"
   - Outdoor Recreation: "Experience the Outdoor Feelings of Rochester"

A Marketing Workshop is planned for March 17, at which Task Force participants with interest in specific projects will be helped to adapt Domoy's study to assist in communicating their particular projects.

The Tourism Development Task Force organizational meeting on January 25 made clear two separate but complementary concerns of Task Force participants, and suggested the formation of two groups, one focusing on Marketing/Communications and another focusing on long-range Resource Development. At the next joint Task Force meeting (February 21), the groups met separately to set their course.

The Marketing/Communications group is concerned with more effectively promoting the existing attractions. Improved coordination and distribution of information are goals, as is initiation of short-term projects identified. A volunteer is serving as facilitator and is working with members to chart base line data concerning existing marketing of area resources: media used, methods of distribution, target audience, their characteristics and their interests. This will be a tool for identifying gaps, in a methodical fashion, to complement the intuitive identification of target projects at the December workshop.

3. The Tourism Open House in spring was initially intended to kick off a marketing plan publicly and to initiate the effort at developing community pride. The variety and excellence of the prototypes has led to an greater effort to assure that (a) key
community leaders are exposed to the body of material developed and (b) individual project ideas can be matched with appropriate funding sources. In line with this emphasis, plans are proceeding to unveil the material in two phases: first a meeting limited to key leaders to create the maximum impact, and then a public display.

C. Set in motion physical development of regional resources.
The Resource Development group of the Tourism Development Task Force is taking on the task of developing a long-range overall plan for tourism in the greater Rochester area. Recreational facilities development, use of natural resources, clarifying definitions and roles and setting priorities will be on the agenda. A volunteer is serving as facilitator. The process began with the airing of participants' personal agendas, and is proceeding to deal with goal setting and suggested activities for the Resource Development group. The group includes representation from government, business, profit and non-profit institutions, and staff will be concerned to maintain broad-based representation. The group will ultimately be involved with ranking projects and setting priorities for implementing them. It will be encouraged to identify one area in which to begin in order to provide a visible example of progress and a spur to initiation of the other plans.

MEASURES

A. Establishing benchmark measure of the existing situation is essential in determining if the Urbanarium program has the desired impact on the community.

Initially it was understood than an RIT faculty member would be responsible for overseeing an evaluation process. There have been some difficulties in getting this process started, and it has not been assigned as a class project, as was originally hoped. However, Francis Domoy suggested that the following measures should be obtained and compiled by an individual student, and Domoy is now working with the student to oversee this task. The specific measures to be obtained are:

1. Park attendance figures
2. Participation in festivals and special events
3. Federal Reserve data on bank deposits for the region, in order to estimate the cash flow into the community and determine if there is a difference after an event.
4. Amount of room tax collected
5. Number of newly licensed retail establishments which are tourist-related (e.g., restaurants, hotels, marinas)
6. Out-migration versus in-migration figures from census data to determine effect of social migration patterns on the community.
7. Number of newly created bank accounts, especially checking accounts, which are a better measure from a business standpoint of new dollar transfers into the community, in order to quantify the amount of new business created in the area.

Unemployment figures are not a good indicator for our purposes, as people may work seasonally in order to enjoy unemployment benefits. They have, therefore, been omitted.

B. To determine citizens' perceptions of the area as a tourist center, two steps are planned:
   1. Informal evaluation of opinion leaders, through the Task Force.
   2. Formal survey of citizens' perceptions, to be assigned to a class in "Tourism Consumption Analysis" taught at RIT by Francis Domoy in fall of 1980.

C. Also in process are two tools which can help to organize data and provide baseline references for the future:
   1. Matrix of target projects, which breaks down projects in terms of the time needed to initiate and complete (ongoing, short-term, long-term) and the appropriate sector to take on responsibility (public, private, institutional). The matrix is an interim planning document, and will be subject to further and continuing revision. The matrix should be used by both the Marketing/Communications and Resource Development groups, but in different ways. Short-term projects can be identified and taken on by Marketing group participants, who can begin the process of moving the projects along. The long-term projects assembled will be considered, along with other information gathered in the Yellow Pages, in developing a long-range plan for area resources.
   2. Tabulation of existing resources and how they are now being marketed, in order to identify gaps and better ways of marketing area resources.
2. PROBLEMS AND PROPOSED RESOLUTIONS; SUCCESSES

A. The lack of clarity in the arrangements between RIT and Urbanarium in terms of marketing assistance and in terms of overall supervision and direction of the Tourism Project has been a problem. However, the situation and its difficulties are now being resolved. RIT faculty member, Francis Domoy, has completed a marketing study, he will be conducting a marketing workshop, and he will help supervise a student determining baseline benchmarks. He will also assign to a Fall class, the task of surveying citizen's perceptions. Actual direction of the overall Tourism Project will be the responsibility of the Tourism Project Coordinator/Volunteer. Two volunteers have taken on responsibility for helping the two Task Force groups dealing with Marketing Communications and with Resource Development to define their role and to implement agreed-upon courses of action.

B. The role of the Urbanarium has been unclear to some of the Task Force participants. It will continue to be emphasized that the Urbanarium is providing supporting services and information (eg. cataloging of area resources and plans in the Yellow Pages; in conjunction with RIT Communications Design students; target projects matrix; study of how existing resources are marketed). It will also be emphasized that it is not the intent of the Urbanarium to become the sponsor of any project identified, but to help bring together ideas and implementers.

C. Questions of turf, and the fact that some officials of existing agencies may feel threatened by involvement of the Urbanarium and its active solicitation of new participants interested in the areas with which the professionals must deal. These potential difficulties need sensitive handling, but by assuring that decision-making groups are broadly representative of community, government and business interests; and by informing all those involved or interested of action and developments at every step along the way, we feel these problems can be minimized.

D. The fact that an effort at coordination has begun, that it is involving several dozen people whose interests are varied (and those numbers keep growing), and who are choosing to work together; and that they are setting out clear courses of action—is an important prelude to any long-term success in developing a tourism industry that substantially contributes to the local economy. Coordinating committees have
been formed in the past, but lacking staff assistance - and/or initiative in determining an agenda for action, those groups have not mobilized large numbers of diverse people in seeing that they have a common interest in tourism. The outcomes of the Urbanarium's Task Force groups may be to provide other groups with an agenda which those groups can then take on. Accordingly, there is optimism that the Urbanarium's project may yield more successful results than previous efforts.

3. The various elements of the overall program each seem to have a valuable role as the project has continued to evolve.

4. Implementation of the program plan is on time, with the adjustments to the Marketing Plan and Benchmark Measures as described above.

5. The processes are synchronous with the processes which characterize the Urbanarium. The role as broker, marketer, catalyst is one that needs, however, to be constantly reiterated and explained.

6. Results and effects of the processes: to date:

   A. Participation in Tourism Project activities has included government officials, business representatives, community activists and institutional interests.

      1. December 8 conference: 87 participants attended of whom 12 individuals were involved in a part of the program, and 3 staff. The participants included:
         Government - 19 - (7 elected officials--country and state; 12 staff--city, county, state & federal
         Area Colleges - 15+ - (7 faculty members and several students)
         Area Cultural Institutions - 8
         Town, Neighborhood, Community Organizations - 20+
         Business Community - 9
         Tourism Professionals - 4

      2. Tourism Development Task Force: 28 participants signed up at the conference. An additional 14 people have come to a subsequent meeting or indicated they expect to be more actively
involved. As the Task Force groups dealing with Marketing Communications and Resource Development are now meeting separately, it is to be assumed that there will be smaller overlap.

The participants included business representatives, real estate developers, top level government agency staff in County Planning and City Parks, academics, institutional representatives, tourism professionals and interested community-minded individuals.

B. Target projects being pursued:

1. Joint promotion of Rochester area museums.
   Work on passport (single ticket to area museums) and on joint promotional brochure, as well as active solicitation of free-lance articles on joint resources.

2. Overall county map, detailing scenic and historic areas, with directions on how to get to them.

3. Development of a prototype tape for closed circuit TV outlining Rochester Attractions, to be used in hotel rooms.

4. Slide show conveying the flavor of Rochester's ethnic neighborhoods and area towns.

5. School art contest (posters and models for display in area malls) on the subject of Rochester area attractions, to be developed in conjunction with Chamber of Commerce's civic pride campaign.

6. Down-Home Brockport interests being convened, perhaps joining with other villages with a focus on Village Life.

7. Our Historical Parks and Gardens Tour.

8. Brochure rack display.

C. Series of demonstration prototype projects on Rochester area tourism. 42 projects have been developed by RIT Communications Design students, most of which are listed on the enclosed sheet, are ready for display.

D. 8 Minute Teaser - Slide Show of Rochester Area Attractions. Developed by an RIT student for the December work-shop and using its thematic framework, this excellent
professional quality presentation was shown at the Rochester Convention & Visitors Bureau annual dinner in January, 1980, to very enthusiastic response. We feel it deserves further exposure, perhaps at transportation entry points to the city (airport, rail terminal) and will therefore continue to have it shown selectively to potential funding sources.

E. Displays
Material collected for the December workshop was mounted on 24 large panels, organizing promotional material on plans and existing attractions, photos, other visuals, and graphics according to the four categories of marketable attractions used at the conference: Cultural Rochester, Scenic Rochester, Convention Center Rochester and Down-Home Rochester. The same material was adapted for use in the lobby of the downtown branch of the Rochester Public Library, and was mounted there for public viewing for six weeks, from January 15 until the end of February.

F. Media Coverage - December
1. TV: The day before the Tourism congerence, Tourism Project Consultant/Volunteer was interviewed by Ed Meath, local TV personality on his widely-viewed morning show (6:45 A.M.)
2. Urbanarium News:
November 1979 issue included a full-page feature on "Tourism the Untapped Resource", which described the tourism project as part of Urbanarium's economic development thrust, and featured information on the tourism workshop scheduled for the next month. Excellent photographs, both on the coner and as part of the article, emphasized the area's resources. February 1980 issue briefly reported on the success of the workshop and the plans of the Task Force. It included a photograph of the Tourism Project Coordinator leading a wrap-up discussion with 2 faculty members and a state assemblyman.
3. Wolfe Publications Newspapers, including the Brighton-Pittsford Post:
September 27, 1979 lead article on front page, entitled "Genesee Country Trailways System--Urbanarium Studying Tourism Impact", describing September 30 conference to deal with the economic impact of a tourism proposal for regional trails.
November 29, 1979 lead article on front page, entitled "Urbanarium Sets Conference to Boost Genesee Region Tourism" which described plans for the December conference.
November 29, 1979 editorial, "Can't Get Off Cheap!"
which saw the December conference as addressing those issues needed to make a concerted effort to develop tourism in the Rochester area.


5. Rochester Times-Union: December 17, 1979, editorial, "Let's Roll Out the Welcome Mat: We Should be developing and marketing our attractions for a bigger share of the tourist trade"

6. City Newspaper: January 17, 1980 lead article, "The Selling of Rochester". Rochester as a tourist attraction? Don't laugh. This may not be Miami Beach, but some experts think there are tourist dollars in our lake, river and arts institutions, "which was based on the December conference concept, and which used quotations from conference participants, including the Assistant Regional Director of the federal Heritage Conservation and Recreation Service who was brought to Rochester by Urbanarium specifically for the conference. The lengthy article included interviews with many key community leaders and pulled together the many plans dealt with at the conference".

G. Tourism Project Coordinator spoke to several community groups, briefing them on Urbanarium's tourism project and suggesting how they could be involved:

October 6, 1979: Environmental Protection Lobby State Conference, Rochester, New York, panelist on Urban strategies.

January, 1980: Adironick Mountain Club

January, 1980: Women's Coalition for Downtown
Data Sheet  "Yellow Pages" of Tourism

Program Title: The "Yellow Pages" of Tourism in the Rochester Area

Program Description: The "Yellow Pages" will be a comprehensive directory (reference) listing, and briefly describing existing tourism resources and proposals for tourist attractions in Rochester and the surrounding area. It will compile existing institutions, attractions, festivals, and other scenic resources, as well as plans which have been presented to the Monroe County. The directory will be cross-referenced to increase the ease in usage, and the effectiveness of the "Yellow Pages" as a reference. Names, organizations, and addresses of contact sources will be included, making it a complete resource.

Program Goal: The Tourism "Yellow Pages" will be a listing of existing tourism institutions and proposals, and will include sources for tourism development in the Rochester area. This directory will coordinate resources, heighten public awareness of the tourism potential of this area, and will encourage support for proposals as well as the attractions already here.

Program Objectives:
- To educate the community planner as to all the tourist attractions now in the Rochester area, and to the plans which could be developed
- To encourage support for plans
- To provide a source for all of these plans, making them readily accessible to anyone interested
- To promote idea sharing and further plan development among those presently working on plans, as well as non-involved individuals
- To get people involved with the tourist aspect of Rochester's potential, and elucidate them as to how they can become personally involved
- To describe and illustrate attractions and proposals in a concise, yet complete manner

Program Processes and Strategies:
- Material will be subdivided into categories
- Cross-referenced listings of entries
- Listings of contact individuals, organizations, etc. involved with particular plans, institutions
- References to other sources of information and illustrations
- Short description of each entry
- Illustration- graphic or photographic- where applicable
- Visual identity for "Yellow Pages"

Target Audience: Those interested in the tourism industry and related economic development for the Monroe County are the
main target audience. It will be aimed at the community planner, but any interested citizen would gain much from this resource.

Dates of Program: December 5-May 24  Rough Draft by March

Program Developer:  N. Jane Cecilia

Program Advisor/Design Consultant:  Roger Remington  Jim VerHague  Bernadette Merkel

Program Consultants:  Judy Kaplan  Francis Domoy  Gene DePrez  Margaret Andronaco
General Format for each entry

- Name
- Address or location
- Phone number, if applicable
- Hours
- Brief description—could be 2 or 3 paragraphs
- Contact persons, organizations, etc.
- Fees, if applicable
- References to other sources outside of book

Archive Gallery
345 East Avenue  (near Alexander Street)
Rochester, N.Y.

Hours: Tues- Fri  11 a.m. - 6 p.m.
Sat  11 a.m. - 4 p.m.

Shows are changed every 2 or 3 weeks in this small gallery. The exhibits are by local artists.

Contact: Susan Green, Silversmith
Christine Wells, Painter
Co-owners.
American Society of Landscape Architects - Rochester Section

Contact: Ernest L. Paskey

Arts Council of Rochester, Inc.
Hutchinson House
930 East Avenue
Rochester, N.Y. 14607
442-0570

Hours: Mon.-Fri.: 9a.m.-5p.m.

ACRI is dedicated to preserving the cultural heritage of the community and increasing the vigor of cultural heritage by aiding cultural organizations and individual artists.
Programs: Arts for the Aging; Volunteer Lawyers for the Arts Program; Periodical Newsletter; The Whole Arts Catalogue. Volunteers are welcome.

Rochester Community for Better Architecture
172 South Clinton Avenue
Rochester, N.Y. 14604
232-7067

A charter member of NYS Association of Development/Design Centers. It is a non-profit organization that provides architectural, planning and other services to individuals and community group clients who otherwise could not afford these services.
Objectives:
- To provide free architectural and planning services to clients unable to obtain them in other ways
- To intensify architects' involvement in community change
- To help citizens evaluate architectural concepts and planning programs related to renovating their neighborhoods
- To develop community support for comprehensive planning
- To provide professional project teams
- To establish a source for consultants from several professions to provide the technical assistance required for the growth and development of local neighborhoods

Contact: Lewis Childs - Executive Director
Don Barnard - 271-4070

Monroe County Metropolitan Arts Resource Committee
183 East Main Street
Rochester, N.Y. 14604
232-2810

Hours: Mon.-Fri.: 9a.m.-5p.m.

This appointed citizens advisory committee to County Legislature provides planning, policy, and funding allocation guidance related to regional arts activities. Their activity involves evaluation of alternative methods of strengthening arts and cultural resources while increasing accessibility of all citizens. MARC, along with Arts Council of Rochester and Rochester Business Committee for the Arts, form the Coalition for the Arts and serve as a single forum representing community interests as well as those of local art groups.

Museums of Rochester

This is a group of area museums and galleries organized to undertake large scale cooperative projects. The members of the group are: The Historical Society, The George Eastman

Contact: Mary Kay Ingenthron
Transmittal Memo

Date: April 9, 1980

To:

Attached is a rough draft for the "Yellow Pages of Tourism Resources for the Rochester Area". In the next week it would be greatly appreciated if you could scan this draft and write in any corrections, deletions, additions, or comments that you may have. Since it is still in rough draft form, these revisions are needed.

Time is an issue at this point, so the sooner the corrections are made, the sooner the book can be printed. I will be present at the Tourism Task Force Meeting on April 15 and will collect this draft from you then; or I will contact you on the 15th to arrange to get the material from you. If I do not receive the draft back, I will assume you have read it over and found nothing that you wished to change.

Thank you very much for spending time with this. Your help will make this a more complete, and therefore more effective resource for Rochester.

Sincerely,

Jane Cecilia
Rochester Institute of Technology
The Yellow pages of Tourism resources for the Rochester Area
The Yellow pages of Tourism resources for the Rochester Area

This directory is designed to aid the community planner in facilitating tourism development in Rochester and the surrounding area. The project was sponsored by the Urbanarium, Inc.
Convention
  Facilities
  Facilities Plans
  Festivals Downtown
  Organizations
  Organizations Plans
  Points of Interest
  Points of Interest Plans
  Publications
  Shopping Malls

Cultural
  Architectural Landmarks
  Architectural Landmarks Plans
  Art Galleries
  Dance
  Festivals
  Film
  Music
  Music Plans
  Organizations
  Organizations Plans
  Photography
  Sculpture
  Theatre
  Theatre Plans

Downhome/Neighborhood Centers
  Downhome/Neighborhood Centers Plans

Industrial/Educational
  Colleges and Universities
  Commercial Tours
    Agriculture
    Communication
    Large Business
    Small Business
  Museums
  Museums Plans
  Workshops

Outdoor Recreational
  Clubs and Organizations
  Festivals
  Festivals Plans
  Outdoor Activities (other than parks)
    Amusement Parks
    Biking/Hiking Trails
    Biking/Hiking Trails Plans
    Boating/Fishing/Swimming
    Boating/Fishing/Swimming Plans
    Skiing
    Spectator Sports
    Parks
    Parks Plans
    Publications
    Publications Plans
Susan B. Anthony House

17 Madison Street
Rochester, New York
235-0816 or 381-6202

Hours: Wed.-Sat: 11:00-4:00 p.m.

Residence of famous suffrage leader and her sister, Mary, from 1866-1906. First "National Historic Landmark" in Monroe County. Contains furniture, photos and artifacts of the era.

Admission: $.50

Bevier Building

Spring and South Washington St.
Rochester, New York

Restoration

James Philippone—Attorney
Eddie Lester—Artist

Cobblestone Society

Junction of Routes 104 and 98
Albion, New York 14414

Orleans County

Tour of Cobblestone Houses

Contact: Bob Frasch
Rochester Museum and Science Center
School of Science and Man

Cobblestone Society Museum

Routes 104 and 98
Albion, New York 14414
716-589-5127

Hours: 11 a.m.-5 p.m., Tues.-Sat.
1 p.m.-5 p.m., Sun.
June 23-Sept. 1
Sept. and Oct. Sunday only

The Cobblestone Church, built in 1834 houses a museum about cobblestone masonry and 19th century life. An 1849 Cobblestone School, a printing shop adjoin the school. Exhibits include folklore, agriculture, Costumes and children's paraphernalia.

Also open for inspection is the Cobblestone Ward House, an authentic late 19th century home.

Donations are $1 for adults and 50¢ for children.

Corn Hill Preservation District

Set up to recognize the architectural and historical importance of this area. Legend says that Indians grew corn in this area, which is marked as "The Corn Hill Tract" on early real estate maps.

Amon Bronson House

265 South Plymouth, corner of Atkinson
Rochester, New York

Two curving bays—19th century mansion in Corn Hill Preservation District.

New City Hall

30 Church Street
Rochester, New York 14614

Guided Tour—428-6755 or contact the Mayor's office

Built in 1855—19th century Federal Government building. Until 1930's it was the Rochester Post Office. Designated City Landmark—example of Richardson Romanesque—massive walls, arches and towers which dominate structures brown sandstone exterior. Interior—delicate detail and embellished with fine materials.

The Oliver Culver Tavern

70 East Boulevard
Rochester, New York

Federal architecture—built in 1816.

Cutler Union

University Avenue
Rochester, New York

Old campus of University of Rochester marked by Gothic Tower (1926). Building is now shared by students of University's Eastman School of Music and Creative Workshop of Memorial Art Gallery.

East Avenue Area

East Avenue Tour from Pittsford to Liberty Pole (downtown Rochester)


RTS East Avenue Tour Ticket
#17 East Avenue bus
Purchase at courtesy booth—Midtown Mon.-Fri.—9:00-2:00 and 3:00-5:30. Can use ticket for 6 rides on same day. Information: 288-1700.

The East Avenue Preservation District contains the most important collection of domestic architecture in Upstate New York concentrated in a compactly defined neighborhood. The East Avenue Association formed in early 1940s—to resist construction of new apartment houses and to find suitable uses for large mansions.

Admission: $.50

6½ Arnold Park

Second Empire

Note translation of classical detail into wooden carpenter's aesthetic.
Third Presbyterian Church
Arnold Park

Designed by Orlando K. Foote in 1893 in neo-Romanesque style associated with the 1880s. The newer portion of the church, near the entrance to Arnold Park, occupies the site of Warner's Observatory, the first observatory in the United States opened to the public.

Woodside Mansion
485 East Avenue
271-2705

Hours: Mon.-Fri. 10 a.m.-4 p.m.

One of the most distinguished Greek Revival mansions in the state. Woodside was built in 1838-41. The headquarters of the Rochester Historical Society, its museum features exhibits of the 19th century life. Built by master carpenter whose New Hampshire origin shows in shape and plan of Greek Revival Mansion.

666 East Avenue

Owned by Rochester Methodist Home
Romantic Gothic designs—built in 1854.

973 East Avenue

Queen Ann style
Common freely picturesque treatment of Queen Anne motifs.

1050 East Avenue

Richardson Romanesque
James Philippone—Attorney
Eddie Lester—Artist

Boynton House
16 East Boulevard

Frank Lloyd Wright house—Eastern example of his “Prairie Style”—built in 1907-08.

Tours by reservation only.

Prince Street
East side

Group of buildings was formerly Catholic girl’s school. Sacred Heart Academy, is an interesting pastiche of 19th century styles, including a square Italian villa style house of 1845, a mansard-roofed main building done in 1874 and Gothic chapel of the 1890s.

7 Prince Street
Late Gothic Revival

Steep Gothic gables and intricate gingerbread trim mark this house. Complicated silhouette includes five different shapes of windows. Built 1878. Displays late century drive for “character” Influenced by High Victorian Gothic in extreme angularity and verticality of forms, also by Stick style, especially in south gable end.

9 Prince Street

Italian Renaissance Revival

Patterned after the Petit Trianon at Versailles, building was once the library wing of the James S. Watson house, now demolished. Iron porch.

Hervey Ely House

11 Livingstone Place corner of Troup Street
Rochester, New York 14608
232-9781

This Greek revival building is furnished with 19th century china, glass and antiques. It also has George Washington’s drummer boy’s drum.

First Presbyterian Church
South Plymouth St. at Spring St.

First Presbyterian congregation, formed in 1815 was earliest religious society formed in village of Rochesterville. The present building was erected in 1970. Tiffany designed the windows (now considered to be so valuable they have a protective shield over them) and mosaic over pulpit. At rear of church, concealed under concrete slab, is a spring that supplied drinking water for first residents of Rochester. Rugged stone tower capped by fanciful weather vane.

First Unitarian Church
220 Winton Road South
Rochester, New York 14610
271-9070

Louis L. Kahn—Architect
Built 1962-1970
Style: Volumetric brutalism

First Universalist Church
Court Street and Clinton Avenue
Rochester, New York

Built in 1808, it was the last major design of local architect Claude Bragdon. Bragdon also designed furniture inside the church. The National Register of Historic Places lists this church which is considered a Bragdon masterpiece.

Granite Building

Main Street at St. Paul Street
Rochester, New York

1891 skyscraper whose rich decorative ornament you can see only at top, above modernization that covers up original first floor.
Main Street Bridge
Site of first and most important link between the east and west banks of the Genesee River. The first wooden structure was begun in 1810. Present bridge was built in 1857.

Morgan-Manning House
151 Main Street
Brockport, New York
Hours: Sunday—2 to 4 p.m.
A furnished Victorian home now the headquarters of the Western Monroe Historical Society.

668 Mount Hope Avenue
Rochester, New York
Early Gothic Revival
A. J. Davis—Architect
Note picturesque paths complementing freedom of building massing.

Nineteenth Ward
Residential area located in southwest corner of Rochester, bounded on the east by Genesee St., north by West Ave., bounded on west and south by Rochester city limits and New York State Barge Canal. Its population of approximately 23,000 is multi-ethnic and multi-racial. Thurston Road, Arnett Blvd. and Genesee Street, the major arterials, are lined with small businesses and professional offices to serve area residents.

The Collins House—Nineteenth Ward
390 Wellington Avenue
Designed by Claude Bragdon and built between 1916 and 1918. Architecturally significant features of this house are exquisite proportions of the rooms and wood molding. There are three kinds of parquet floor as well as imported German leaded glass. The house appears today much as it did in the 1930's.

The Lione House—Nineteenth Ward
122 Aldine Street

The Ross House—Nineteenth Ward
129 Trafalgar Street
Built in 1913. Early 20th century home has leaded glass windows and doors in the dining room, inlaid parquet floor, natural woodwork and a beamed dining room ceiling and a double parallel staircase.

Our Lady of Victory Church
Pleasant Street
Rochester, New York
Rounded gables and twin turrets—19th century French. This church is a reminder of

Rochester Institute of Technology
One Lomb Memorial Drive
Henrietta, New York 14623
Campus Tours: 475-2400
Architecture: College Union—Post Saarinen Formalism, College of Continuing Education Building—Volumetric Brutalism.

St. Luke’s Church—Episcopal
17 South Fitzhugh Street
Rochester, New York 546-7730
Oldest remaining building downtown. Built in 1824. St. Luke’s has an active and committed congregation which has carefully restored its interior.

Security Trust Building

Broad Street
Rochester, New York

Designed in Classical style. Constructed in 1897 as part of Canaltown district. In 1903, local architect Claude Bragdon designed an addition to the building. Canaltown Associates saved the Security Trust Building as part of historic preservation.

The Spring House

3001 Monroe Avenue
Rochester, New York 14618
586-2300
Don O’Neill
Personal tours available.

Built in 1822. Four story southern colonial brick mansion near the old Erie Canal and famous Monroe Mineral Springs. The name is attributed to the top floor ballroom which “springs” due to its construction with double-set of joists. Charming Early American decor. The building was at one time a canal stopover and is presently a restaurant.

Stone-Tolan House

2370 East Avenue (on Route 96)
Brighton, New York 14610

Hours: 10 a.m.-5 p.m.-Wed.-Fri.
1 p.m.-4 p.m.-Sat. & Sun.
Closed December & holidays

This restored pioneer stone farmhouse, circa 1792, is believed to be the earliest surviving house in Monroe County. It was the site of the first Brighton town meeting in 1814. The house is situated on four acres and is authentically restored. Included are herb and vegetable gardens and apple orchards. It was acquired by the Landmark Society in 1956.

Third Ward District

An 1836 home built in Greek Revival. Housed the first mayor of Rochester. Historical landmark which serves as headquarters for Center for Governmental Research.

149 South Fitzhugh Third Ward

This is the Third Ward’s only formal city house in Gothic Revival style and one of the favorites in the area. Fine features of exterior—emphasized vertically of Gothic—divided facade in thirds—tall narrow sections, stone quoins on corners, pointed arched long windows, finials at peaks of gables.

Hollister House

207 Plymouth Avenue South Third Ward

Built in 1863-64. Italian villa, imposing structure, square tower, wide eaved hip roof, bracketed eaves, Roman-arched windows with prominent hoodmolds carried around a tower and angled bay.

Hoyt-Pond House

217-219 Plymouth Avenue South Third Ward

Built in the 1820s in the Federal Style. There are fan windows in the attic. It was later remodeled in the Greek Revival Style.
252 South Plymouth Avenue
Third Ward
Example of transition from Italian Villa to Second Empire Style, built during the Post-Civil War Period. Square tower with Roman-arched windows, square entrance porch, bracketed eaves—Italianate influence. Mansard roof of north wing and curved hood over second-story tower are Second Empire features.

Times Square Building
On the northwest corner of Exchange Street and Broad Street

The original name of this building was the Genesee Valley Trust building. It was built in 1929 in the Modernistic/Art Deco Style. Granite and limestone were used in the construction. On top of the building are four huge aluminum wings (The "Wings of Progress") each weighing 12,000 pounds and rising up 42 feet. The Wings are flood-lighted at night and have been an important part of the Rochester skyline.

University of Rochester
Science Building
Brutalism. This massive building displays both sculptural and volumetric tendencies, in the style of Louis Kahn.

Wilson Center
Strong use of diagonals—Greenhouse architecture.
I.M. Pei—architect
This building is the hub of campus activity.

Wilder Building
Main Street
Rochester, N.Y.

This 13-story building was built by James G. Cutler in 1888 and was the first skyscraper in Rochester, with a mail chute as well as an elevator. Donations decorative ornament you can see only at top, above modernization that covers up original first floor.

Susan B. Anthony House
17 Madison Street
Rochester, New York
235-0816 or 381-6202

Hours: Wed.-Sat: 11:00-4:00 p.m.

Residence of famous suffrage leader and her sister, Mary, from 1866-1906. First "National Historic Landmark" in Monroe County. Contains furniture, photos and artifacts of the era.

Admission: $5.00
Main Street
Program Development Team

Lincoln First Tower

Lincoln First Tower rises up on corner of the Clinton Ave. and Street intersection on the site

Lincoln First Bank, the Tower main occupant, was originally loc slightly to the west in the Alliance Building until 1973 when the mo took place.

Prior to the erection of Lincoln Tower, the area was basically a shopping and business complex including such stores as Three Sis

Midtown Plaza

Architect Victor Gruen conceive Midtown Plaza as an excellent solution to rejuvenate the down

In 1972 Kodak spent an additi $1.7M for renovations. The orig interior, exterior design and colo scheme were altered minimally.

To make room for wider and comfortable seats, the number w reduced from 3,355 to 3,094. In addition, the new seats were cov with acoustically engineered ma to enrich the acoustics. A newly designed all steel acoustical arch shell, which blended with the ori architectural design, helped redu Marble Block.

Citibank

Main Street Bridge and Andrews Street Bridge into unique open with parks, residences and

In 1901, faulty wiring in the fire story Rochester Dry Goods Co. Main Street, resulted in a raging disastrous, early morning fire. It destroyed one and three-quarter of the retail section.

By the turn of the twentieth the store had incorporated sev adjoining buildings and expand several acres of their Main Street St. Paul area.

The National

The National's arcade protects shoppers from the elements and a refreshing visual change from typical flat display windows pus to the sidewalk.

In the spring of 1974 the co-op made plans to repair and renovat historic statue of Mercury, which once topped the chimney of the Kimball Tobacco Plant, directly Broad Street from the Aqueduct Building, from 1880 to 1951. In 1 the building was demolished to room for the War Memorial.

A tower similar to the old Kim chimney was designed for Mercu new location on the Aqueduct Building. In 1974 the statue of Mercury was once more given a in the city skyline.

The Lawyers Co-operative Publishing Company has owned building since 1901. Although m proposals were offered to move company to a new location, it was decided that only the manufactu facilities should be moved. The Aqueduct Building and its adjac warehouses would be renovat use as the Company's executive offices. Co-op President Thomas Gosnell expressed a sense of responsibility to remain in the downtown area to maintain its historical integrity. A great amo sentimentality was involved with restoration that began in 1971.

Despite recent renovations

The Aqueduct Building

The Aqueduct Building was built can best be determined, between years 1890 and 1895.

In February of 1973, Gosnell a Mayor Stephen May announced to demolish two buildings adjae the Aqueduct Building, and buy urban renewal land along Main Gosnell said plans were to a small oasis of lawns, trees, benches in the downtown are Lawyers Co-op will build and maintain for public use."

The development of "Aquedu Park" cost Lawyers Co-op approximately one-quarter of a million dollars. The Company is responsible for its maintenance. Through the efforts and concern this private business, the people Rochester now have a

The Commerce Building

exterior of the Aqueduct Buildin virtually unchanged, excepting a entrance and windows.

With the help of James Johnso insurance agent who was respon for much of the coverage, and customer voluntary account pay the store was able to re-establish Construction of the new and pres building began immediately, and completed by 1906. Business was better than ever.

Main Street

The project replaces the deterio Front Street and Water Street ar and transforms the area between

This new Sibley, Lindsay and Co. building was created by J. F Warner. It makes use of the slen Romanstyle bricks and granite. The classic geometric block is reminiscient of the late 1800's Ch School of Architecture. Chicago windows are regularly spaced an stacked on the plain, flat surface. delicate and simple cornice surro the upper wall and blends with th plain facade. The clock tower the only romanticized elegance structure.

Discover Town Centers Program

Although Citibank has made changes to modernize its street facade, by using natural material which blend with its upper store tying its entrance into the
Edwards Building

A department store named was once located on Main Street but during

Consultants, Sutton Real Estate feel Rochester is large enough to support more than one area of commercial development. The fir has proposed a multi-use facility Edwards that would house small shops, boutiques, restaurants, ex and display areas.

In the study the main two bull would be renovated first and in future possibly extend the project H. L. Green and the old Edwards annex, the largest of the four buildings. Development costs are estimated at approximately $8 a square foot. Though rental rates

Genesee Crossroads

One of the most recent and changes in downtown Rochester been the development along

The latest section of the Genes Crossroads is being developed on west bank of the river just north Main Street. Here the unusual 21 First Federal Plaza is being erect Rather than sit on the traditional street facing, the building angles a diamond shape.

Constructed of energy saving reflective bronze glass, the buildi will include the normal interior elevators plus a glass enclosed ele riding up and down the exterior riverside corner of the building. I transport citizens to the revolving tower restaurant on the 21st floor. The restaurant will make a comp revolution every 45 minutes and permit a view north to Lake Onta and south to the Bristol Hills. remainder of the First Federal will house offices, banking facili floors of underground parking an approximately ten stores.

Sibley, Lindsay and Curr Company

In 1868, Rufus Sibley, Alexander Lindsay and John Curr opened a store in the two buildings of the

In 1911 the first six stories of Merchandise Building were the east side of the main store building. Then in 1926 another stories were added to make the

Crossroads river front, a pedestrian can see the Americana Flagship the Federal Building and a park called Carroll Plaza. During past summers this pleasant, intimate a was selected for an experimental of music, dance and theatre progr sponsored by the Hochstein Scho Music. Hopefully, a variety of events and activities will continue to be staged here.

On the opposite bank of the rises an apartment complex know The Plaza. The 22 floor, 528 unit building is fireproofed and offers underground parking. Rents for efficiency, 1 or 2 bedroom

The Powers Building

The Powers Building was once tallest and largest building of Rochester. Today

The building fulfilled the dream of Daniel Powers, a successful bank whose financial success matched Horatio Alger's legends of luck pluck.

Daniel Powers was born in Gen County, New York and moved to Rochester in 1838 at the age of 18. In 1850 he opened the Powers Banking Office in the Eagle Bloc site of the present Powers Buildin

Designed by Andrew Jackson Warner in 1869, the building characterizes the Second Empire

The Liberty Pole Greene

Constructed in 1965 from James H. Johnson, the Liberty now the center of the triangular

Powers was a fanatic about owning the tallest building in the city. As threatening Ellwanger and Barry Wilder Buildings were under construction, Powers ordered the addition of two more mansard roofs and an addition to the tower.

Historian Blake McKelvey

Rochester Savings Bank

Local architect J. Foster Warner the New York City architects Mead and White created the

There was new parquet flooring, mechanical equipment, wiring, mechanical equipment, lighting and stage rig draperies and floor. A complete conditioning system was also ins

The lobby, restrooms, locker rooms and backstage rooms were remodeled and the entire theater repainted and cleaned. Each individual piece of the 35-foot Viennese crystal chandelier was cleaned and polished. The north murals designed by Barry Faulk and south wall murals by Ezra W were also cleaned and restored.

Once the varigated Indiana limestone exterior was sandblasted the original vertical Eastman sign replaced with a small marquee.

Though the general appearance the Eastman Theatre has remain consistent over the years, its func has altered enormously. The Eastman was originally conceived as a picture theatre that would pre superior films accompanied by existing "dry theatre" i.e. rapid decay and absence of rich

Security Trust Building

The thirteen-story Security Trust Building encompasses 23,000-square feet of a

The Eastman Theatre and Music were built in 1922 in the Italian Renaissance with a treatment. The plans were prep by the architectural firm of Mead and White working in association with Rochester's Kaelber and included a main two concert halls, numerous and storage area for stage scen
In 1866, Rufus Sibley, Alexander Lindsay and John Curr opened store in the two buildings

There was new carpeting, electrical wiring, mechanical equipment, electronic lighting and stage rigging, draperies and floor. A complete conditioning system was also installed.

The lobbies, restrooms, locker rooms and backstage rooms were remodeled and the entire theatre repainted and cleaned. Each individual piece of the 35-foot Viennese crystal chandelier was cleaned and polished. The north murals designed by Barry Faulk and south wall murals by Ezra were also cleaned and restored. Gilded washbasin chandeliers in the balconies were retained for their sentimental and historic value.

Once the variegated Indiana limestone exterior was sandblasted, the original vertical Eastman sign was replaced with a smaller marquee.

Though the general appearance of the Eastman Theatre has remained consistent over the years, its function has altered enormously. The Eastman Theatre was originally conceived as a motion picture theatre that would present superior films accompanied by soundtracks that symbolically exemplified the diversification of Monroe.

The Liberty Pole Greene

Constructed in 1965 from plans by James H. Johnson, the Liberty Pole now the center of the triangular garden island. It represents Boston.

The National

The National's arcade protects shoppers from the elements and provides a refreshing visual change from the street. In 1972 Kodak spent an additional $1.7M for renovations. The original interior, exterior design and color scheme were altered minimally.

To make room for wider and more comfortable seats, the number was reduced from 3,355 to 3,094. In addition, the new seats were covered with acoustically engineered mat to enrich the acoustics. A newly designed all steel acoustical shell, which blended with the original architectural design, helped reduce reflected energy saving costs.

The Rochester Savings Bank

Local architect J. Foster Warner and the New York City architects Mead and White created the building.

Traveling north along the Genesee Crossroads river front, a pedestrian can see the Americana Flagship, the Federal Building and a park called Carroll Plaza. During past summers this park has been a pleasant, intimate space for relaxation. The plaza is created to be a focal point for music, dance and theatre programs sponsored by the Hochstein School of Music. Hopefully, a variety of concert events and activities will continue be staged here.

On the opposite bank of the river rises an apartment complex known as The Plaza. The 22 floor, 528 unit building is fireproofed and offers underground parking. Rents for efficiency.

Eastman Theatre

Considered as a building for the public. The two-level mall provides more than forty shops.

Consultants, Sutton Real Estate feel Rochester is large enough to support more than one area of commercial development. The firm has proposed a multi-use facility that would house small shops, boutiques, restaurants, exch and display areas.

In the study the main two buildings would be renovated first and in the future possibly extend the project. The Eastman Theatre, the largest of the four fashionable department stores in the city, would be the focal point for the new development. The Liberty Pole Greene would be the nucleus of the new development.

Since its opening, the Midtown Plaza has operated with surprising success. All the space was rented early stages of construction. Xerox and other companies occupied the space.

Genesee Crossroads

The thirteen-story Security Trust Building encompasses approximately 250,000 square feet. The building was completed in 1972 and is the centerpiece of the Genesee Crossroads development.

Security Trust Building

The thirteenth-floor penthouse provides a view of the entire city from the north.

Edwards Building

A department store named Edwards was once located on the north side of Main Street but during the early 1960s the store closed. The latest section of the Genesee Crossroads is being developed on the west bank of the river just north of Main Street. Here the unusual structure of First Federal Plaza is being erected. Rather than sit on the traditional street facing, the building angles to the riverside corner of the building, transport citizens to the revolving tower restaurant on the 21st floor. The restaurant will make a comeback revolution every 45 minutes and provide a view north to Lake Ontario and south to the Bristol Hills.
The Powers Building

The Powers Building was once the tallest and largest building in the city of Rochester. Today it is known for its financial success and connection to Horatio Alger's legend of luck and hard work.

Daniel Powers was born in Genesee County, New York, and moved to Rochester in 1838 at the age of 15. In 1850, he opened the Powers Banking Office in the Eagle Block, the site of the present Powers Building. Designed by Andrew Jackson Warner in 1869, the building characterizes the Second Empire style.

Genesee Crossroads

One of the most recent and significant changes in downtown Rochester has been the development along the Genesee River. Originally a rural area, the area has been transformed into a modern urban center.

By the turn of the twentieth century, the area had incorporated several adjoining buildings and expanded several acres of their Main Street block size.

In 1904, faulty wiring in the lever Rochester Dry Goods Co. Main Street resulted in a disastrous fire. The burned out structure, eventually demolished in favor of a three-quarter story building.

Midtown Plaza

Architect Victor Gruen conceived Midtown Plaza as an excellent solution to revitalize downtown Rochester.

With the help of James Johnson, the insurance agent who was responsible for much of the coverage, and customer voluntary payment, the Midtown Plaza was able to re-establish construction of the new and press building in 1906. The building was eventually completed in 1909.

This new Sibley, Lindsay and Co. building was created by J. Fo...
The Yellow Pages of Tourism Resources for the Rochester Area was initiated by the need in the Rochester area for a single printed reference source of tourist attractions and plans for the development of potential attractions. The main objective of The Yellow Pages was to educate the community planner in this respect. Originally this project had the backing of a Rochester area organization, but the funds have since been withdrawn due to a change in perceived cost and an extension of the original expectation. The organization has failed to comply with the original agreement.

Extended research by the designer has made up a large part of the project. Through compilation of the research, a comprehensive listing of existing tourism resources and proposals for development of attractions has emerged. This listing consists of a brief description, location, illustration and objective of each of the 730 entries. The entries range from the George Eastman House International Museum of Photography to a plan for the development of Brown's Race District in downtown Rochester.

The Yellow Pages is the embodiment of an exploration of subject through the creative application of graphic design, typography and photography. A systematic study of formal grid structures took place to develop the most creative, efficient and functional system in which to present the information. Typographic studies lead to a cover design displaying the purpose and function of the book, while reflecting the grid structure and informational layout inside. The designer has learned a great deal about publication design through this exploration, as well as receiving an experience in the human element of the field of design.

Jane Cecilia
Bibliography


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