



## The South Wedge Victory Garden Opens

By Robert Boyd

An urban farm has sprouted on the vacant lot at 122 Hamilton Street through the efforts of volunteers from around the Greater Rochester area. The Victory Garden provides an opportunity for South Wedge residents to have access to low cost, healthy, fresh vegetables. The project will also increase gardeners' physical activity and build community.

Over 70 families applied for a garden space, but unfortunately we were able to accommodate only 34. If you would like to help us grow bigger Victory Gardens in the future, please consider contributing to another site. We could easily provide 30 additional families an opportunity to grow their own produce. Please contact me at 256-1740, ext 102.

The Garden's construction was the work of an incredible group of 125 volunteers who provided over 700 hours of labor. Space limitations prevent us from listing all the names, but their help was greatly appreciated. We should all take pride in the garden, and the people who will have access to healthy vegetables all summer.

Some volunteers live in the South Wedge and other supporters came from around the Rochester area. The building and filling of the raised beds was performed as the Eagle Scout project of Ian Steltmann of Troop 208 in Fairport, New York. He coordinated the work

and recruited additional volunteers from his family and scout troop.

Two groups from the University of Rochester – Alpha Phi Omega (a service organization) cleaned the lot, while the Net Impact organization at the University of Rochester's Simon School of Business planted forsythia and helped fill the beds.

Volunteers from Xerox Corporation came out for the Day of Caring and built the wooden arbor at the garden's entrance, and performed many other tasks to make the garden and neighborhood look so much better. Volunteers from Clean Sweep built walkways.

Many businesses provided in kind support and discounts to reduce the project costs. Generous supporters included RC Shaheen Paint and Decorating in Fairport, Little Venice Pizza, Boulder Coffee, Rochester Lumber, the Home Depot in Henrietta and the Garden Factory in Gates.

Many thanks go to Peter Saxe, administrator of the Southeast Neighborhood Service Center. He provided logistical support in making the project a reality. Thanks again to residents who volunteered their time to work and for the many people who provided snacks and beverages for the workers.

Please come and visit the garden and see how things are growing! ♦

## Recession Procession Crowd Jams Wedge Streets

By Nancy O'Donnell

South Avenue was packed with hundreds of recession weary walkers during a May 7 neighborhood crawl organized by City Paper and the Business Association of the South Wedge Area (BASWA). Colorfully called "F%!& the Recession," the three-hour evening event promised low, low prices in area businesses, cafes and bars. Ecco Bella Bakery offered 50 cent frosting shots. Lux Lounge sold \$1 PBRs and Hedonist Chocolates created 25¢ chocolate medallions.

"We started planning in March," said BASWA president and Historic Houseparts owner Christine Jones. "The businesses were very receptive, coming up with ridiculous prices." Many of the business owners were "shell shocked" by the end of the evening. "Jennifer at Hedonist [Artisan Chocolates] said she had over 360 people in her door, and [her shop is] down an alley. Little Venice ran out of pepperoni pizza and Casey [Holenbeck at Mise En Place] sold tons of meatballs in his buy one, get one free offer," said Jones.

"Beale Street was selling sliders [mini burgers] and had a line from the hostess area, out the door and wrapping around the building. They had to stop

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The Recession Procession attracted hundreds. Enjoying good weather and good stout at Caverly's Irish Pub (l-r) Vera Mascaro, Bob Lauterbach, Nikki DeMocker, Ben Munson, and Vail Auto Friends: Linda and Chris. (Photo by Nancy O'Donnell)



This Garden of Distinction on Reservoir Avenue invites you to come in and sit awhile by its two ponds. See more on page 8. (Photo by Nancy O'Donnell)



On Saturday May 2, 2009, almost 100 "City of Rochester Clean Sweep" volunteers descended upon the South Wedge. They worked on cleaning and mulching of Byron Street, Star Alley and the South Wedge Victory Garden. They collected almost fifty bags of trash, spread 20 yards of mulch, and pulled thousands of weeds. They worked to make our neighborhood better. (Photo by Robert Boyd)

## Wedgestock 2009 is Coming!

This year Wedgestock will be held on August 30 at the Highland Bowl starting at 2:00 p.m. We will be featuring local artists who will exhibit and sell some of their arts and crafts as well as a food judging contest. Expect family fun--kids crafts and games-- as well as various local bands.

Make sure you join us for this South Wedge neighborhood event!

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## Star of the Wedge – Robert Lauterbach

By Nancy O'Donnell



Robert Lauterbach celebrates his family history with a Lauterbach T-shirt outside his 1908 carriage house. (Photo by Nancy O'Donnell)

Robert Lauterbach credits a still small inner voice, telling him to buy his grandfather's house on Sanford Street, which got him to the happy place he is today. Seven years later, he says "It was the best decision I ever made."

"I walk 100 yards to get my car repaired," says Lauterbach. "I walk a 100 yards to get an Irish stout, 300 yards to get to my bank, Genesee Co-op. I got the best corned beef I've ever eaten on St. Patrick's Day [last year] at Mise En Place. Beale Street. Wine Bar. All are within walking distance."

Robert Lauterbach's family history is tightly woven with that of the South Wedge. His grandfather William opened a hardware store on South Avenue in 1899. Later William's three sons ran the operation: "Harold stocked, Bill was President and Herbert was the bookkeeper." His Uncle Bill kept the store open until 1995 when he was in his 90s.

Lauterbach's father Harold was born in the Sanford Street home, and Robert grew up in the Wedge. He graduated from R.I.T. in 1969 with a B.S. in accounting. With his wife Nancy, he raised three children, Renata, Andrew and Sarah, in Pittsford. And every day he commuted to his job in the city at RG&E.

In 2002 when his Uncle Bill put the family home up for sale, Lauterbach waited a month before he gave him a call to say, "I want to buy the house."

A year later Bob had retired from RG&E and his own South Wedge adventure began.

Sitting in the shade of his huge 1908 carriage house, Lauterbach recently reflected on how much at home he feels in the Wedge. "There's a lot of history here," said Lauterbach recalling family stories.

"One day, one of the horses escaped the barn and went running down the driveway," said Lauterbach. "My great grandmother Fredericka used a big broom to swoosh him back."

His wife Nancy also has roots in the community. Her family, the Beikirch, lived off South Clinton Avenue. The couple met in high school in Henrietta and married in 1969. This

year they celebrate 40 years of marriage.

Today Lauterbach himself is adding to Wedge history. Within months of moving in, he was walking PAC-TAC for his new neighborhood and later he worked with SWPC's Neighbors Council. When he joined Calvary St. Andrew Church, he began working with its Emergency Food Cupboard. Now he is coordinator of the program.

"I try to stay out of the way. I have great volunteers," said Lauterbach.

The Food Pantry is the only one in the city open every week day morning. It responds to the needs of "100 clients on average." Lauterbach praises the Boys Scouts and Postal Workers for their food drives and Foodlink for its assistance. (He also serves on its Advisory Board.)

"We get the unemployed, the underemployed," said Lauterbach. "Families who are suddenly larger because other family members move in."

On the days he's not contributing to the larger community, Bob works on a community vegetable garden on a lot owned by landlord Steve Dingman. Along with neighbors Bob Carr, Chris Iorillo, Debra Lewis and Lucas Jordan, Lauterbach tills, weeds and plants. This year, he's added "five rows of corn, 75-80 seeds per row, so if it all grows, we should have about 400 corn plants" with a row of green beans, leek seeds with beets, and a row of turnips."

"It was a formal garden in the 1920s and 30s," said Lauterbach. "Mother Nature had taken over the place. It had 30 or 40 maple trees and grape vines." (Visit <http://picasaweb.google.com/RBLauterbach/Smallgarden#> to see photos from Frank Klinké's "wonderful garden.")

If anything in the Wedge bothers him it's the "trash trees" and the lack of fruit trees. "If you're hungry, plant an apple or pear tree. I got three bushels of peaches. I canned last year."

For now Lauterbach is enjoying the start of a new summer, waiting for the arrival of two new grandchildren, and happy to be back home in the Wedge. ♦

## Letters to the Editor

I just wanted you and your staff to know what a great job I think you do with the newspaper. I live on Reservoir Ave and have been reading it faithfully for a couple of years. I actually do read it cover to cover. Great grass roots activism and sharing of information. Good to see reports on the REAL local news. It helps the citizens of the Wedge feel genuinely connected.

Keep up the excellent work.

-- Susan Mandl

Thank you so much for including notice of our wedding in the "South Wedge Social Calendar!" (April/May 2009) And thank you for including information to inform people about the current state of affairs in New York State, at the federal level and how that compares with the U.K.

Our experience is that many people are not really very aware of how unfairly lesbian and gay couples are treated by our current laws. Once they are, most people see the injustice and are shocked. Our story, like many others, highlights why the laws in New York State and at the federal level need changing.

Thank you for raising awareness and contributing to the struggle for civil rights and marriage equality!

With announcements in Iowa and Vermont recently the timing was perfect and your willingness to publish our story is greatly appreciated.

Thanks again!

-- Colin Coffey and  
Michael Brundage ♦

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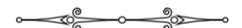
The Wedge Newspaper, a not-for-profit newspaper, is published by the South Wedge Planning Committee (SWPC), a grassroots organization serving the South Wedge Urban Village. Its mission is to provide accurate coverage of neighborhood news as well as local, state and national news that affect the area.

Today, the Wedge is printed bimonthly (February, April, June, August, October and December) with a circulation of 7300. The newspaper is mailed to homes in the South Wedge and distributed to area businesses and retail shops and other drop points in the Greater Rochester area.

Articles in this paper do not necessarily reflect the view and/or opinions of SWPC.

Please send any story suggestions or news releases to Wedge Newspaper Editor Nancy O'Donnell, 224, Mt. Hope Avenue, Rochester, New York 14620 or [nodonnell@swpc.org](mailto:nodonnell@swpc.org). Please see our complete Advertising Deadlines and Rates online at [www.swpc.org](http://www.swpc.org).

Before recycling this printed newspaper, why not pass it on to a friend or co-worker.



### Our Mission Statement

SWPC builds community in the South Wedge, encourages a full range of housing opportunities, and promotes a diverse, historically significant, and commercially sustainable urban village.

Ad Deadline  
for Next Issue  
July 1

By Nancy O'Donnell



Mary Staropoli, Adam McFadden, Kristin Ault (Photo by Nancy O'Donnell)

## City Councilman Recognizes Community Citizen-Activists

South District City Councilman Adam McFadden honored two local organizations during a "State of the South District" Address at the Staybridge Suites at Brooks Landing on April 20.

Kristin Ault, founder of Dog Walkers Against Crime (DWAC), and the Highland Park Neighborhood Association (HPNA) were recognized for their community service. (HPNA Vice Chairperson Mary Staropoli accepted the award on behalf of the group.)

During the ceremony, McFadden praised "people who go above and beyond to help their community."

"We should all be able to shop, live and feel safe in our districts," said McFadden.

Ault started her canine-enhanced group to promote "community cohesiveness and to fight and prevent crime." DWAC members and animal companions patrol city streets on Tuesday nights. In June, Ault plans to hitch a wagon to her doggy patroller, Kaya, and launch a new group, Dog Walkers Against Trash.

HPNA, formerly known as the Ellwanger Barry Neighborhood Association, includes the area once owned by world famous 19th century nurserymen George Ellwanger and Patrick Barry. Today HPNA promotes the community through a variety of events including a popular annual Taste of the Neighborhood pot-luck.

## Nativity Preparatory Academy Moves to the Wedge

Nativity Preparatory Academy (NPA) has moved into the former St. Boniface School and is preparing for its first students. NPA, part of a network of NativityMiguel schools, will be co-sponsored by McQuaid Jesuit School and the Sisters of St. Joseph under the direction of Executive Director Bill Carpenter.

Its mission—"breaking the cycle of poverty through education"—focuses on a rigorous academic education (field trips included) for disadvantaged children.

"The school charges limited tuition," said Diane Crowley, NPA spokeswoman.

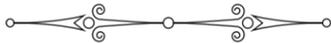
Five Sisters of St. Joseph and AmeriCorps interns have already moved into the convent next to St. Boniface Church. In September, the interns will act as aides in two 5th grade and two 6th grades classes (12 students per class). The school later

plans to expand to include 7th and 8th.

Classes are held (September-July) from 7:30 a.m. to 6 p.m. Students also attend two Saturdays each month. Although co-ed, boys and girls are instructed separately, meeting only during lunch periods.

For more info, call Implementation Coordinator Diane Crowley.

Nativity Preparatory Academy, 15 Whalin Street, 271-1630.



Chris Koch from Energy Plus. (Photo by Nancy O'Donnell)

## Former South Wedge Resident Wants to Light Us Up

Chris Koch's roots in the Wedge run deep. His grandfather Herman lived on Sanford Street and played violin at the old German Club. Koch, who grew up on May Street, remembers when the Fine Arts Theater on South Avenue played foreign films.

Today Koch is a community development representative for Energy Plus, a progressive, independent energy company. He's spearheading an effort to build an energy co-op that will bring cash spent on energy back to the community it powers.

"Our rates are identical to RG&E; the bills will still come from them," said Koch. "The difference is that the sales tax on delivery goes away, and a retail credit comes every month. At the end of the year, customers get a cash back rebate."

Energy Plus is licensed and approved by the New York Public Service Commission (PSC), the New York Independent System Operator (NYISO), and local utility companies. To learn more, visit [www.energyplus-company.com/index.php](http://www.energyplus-company.com/index.php).

## In Memory of Trauma at The Method Lab

Amber Johnston's powerful, "In Memory of Trauma," was recently exhibited at The Method Lab Gallery on South Avenue.

The 28-year-old RIT student's thesis project combined ten photos and a sound installation to tell the story of childhood sexual molestation.

Johnston began "working through" the abuse using art as therapy more than a decade ago.

"My initial response was shock. Work like this can be really difficult," said Dan Larkin, an associate professor and program chair and thesis advisor in RIT's Fine Arts and Photography Dept. "She handled it so sensitively, so maturely. She wasn't trying to shock but to raise awareness. It's really brilliant."

Johnston, who is moving to Philadelphia, plans to expand her work into a book length portrait of childhood sexual abuse.



Amber Johnston at Method Lab (Photo by Johannes Bockwoldt)

## Granny's Not Just About Ice Cream Anymore

Granny's Ice Cream owner Patrick Belle-Isle has added something extra to the ice cream cones, sundaes and pies at his South Goodman Street shop. Along with a scoop or two, locals are flocking to hear Ceildh Connection, a Scottish small pipe band, which practices in Granny's side parlor one night each week.

On the freezer front, Belle-Isle has added five new flavors: Grasshopper Pie ("mint ice cream with fudge ribbons and chocolate cookie pieces, but no grasshoppers"), Coconut Mango Swirl, Watermelon Sorbet, Buffalo Bills Brownie Blitz, and European Chocolate Caramel Swirl ("made from Belgian chocolate").

Marsha Young, who made a recent visit to Granny's from her Cobbs Hill home, had only praise for her "Bittersweet Symphony" (a chocolate/coffee blend) cone.

"It's excellent. You don't often get bittersweet chocolate," said Young. "I felt like I had sinned [it was so good]."

Granny's Ice Cream, 793 South Goodman Street. Hours Mon.-Fri. 2 p.m. - 10 p.m., Sat. & Sun. 12 p.m. - 10 p.m.



Ceildh Connection Small Scottish Pipers (Photo by Johannes Bockwoldt)

## Sister Safety Pin Author Visits the Wedge

Lesbian feminist novelist, poet and punk musician Dr. Lorrie Specher made a stop at Equal=Grounds Coffee House

and Gift Shop and John's Tex Mex Eatery on South Avenue during a recent visit to Rochester.

"I like the South Wedge. It has an old fashioned downtown feeling," said Specher, who grew up in Santa Barbara, California.

Specher's debut novel, now a lesbian classic, *Sister Safety Pin*, details the life and struggles of a young 1980s woman in her "changing world of punk rock" while wondering "if a lesbian... especially a punk lesbian... is supposed to get a Ph.D."

Specher received her own doctorate in English Literature from the University of Maryland: "My dissertation was on Gertrude Stein and Lesbian feminist theory," said Specher.

She later turned from literature to music. The debut album of her one-woman band Sugar Rat, entitled "Rats Have Rights," was released in 2001. In 2002, Specher released her follow-up, "The Opposite of Popular." Both albums were self-distributed and are available via iTunes or Specher's website (<http://sugarat.indiegroupp.com/>). She has also contributed songs to the Revolutionary Association of the Women of Afghanistan (RAWA).

"I was really upset at what was happening there under the Taliban. I found RAWA, a secular group. They're based in Pakistan. They do clandestine programs that teach women to read," Specher said.

She is currently working on her second novel. She shares a home in Syracuse with her animal companion Kurt, a German Shepherd/Australian kelpie mix. "She's the most beautiful girl in the entire world."



Lorrie Specher at Equal=Grounds. (Photo by Nancy O'Donnell)

## SWPC Board member Dave Halter Update

SWPC Board member and South Wedge advocate Dave Halter, who suffered a stroke in late April, is now recuperating at Kirkhaven. Visitors are welcome. Cards may be sent to Dave c/o 254 Alexander St., Rochester, NY 14607, 461-1991.

## Happy Birthday, Dear Freddy

The new improved Lamber-ton Conservatory was the scene of a birthday celebration for Frederick Law Olmsted, famed 19th century American landscape designer best known for Central Park.

In Rochester, Olmsted designed Highland, Genesee, and Seneca Parks along with smaller Jones Park and Washington Square. He also helped in the development of Maplewood Park.

The birthday party was hosted by the Highland Park Conservancy and the Monroe County Parks Department. Co-sponsors included the Landmark Society of Western New York's Olmsted Parks Subcommittee and The Friends and Neighbors of Seneca Park reported Tim O'Connell, co-organizer of the event and member of the Highland Park Conservancy.

JoAnn Beck, chair of the Olmsted Subcommittee of the Landmark Society Preservations Issues Committee, was co-organizer along with Miriam Ganze, a member of Friends and Neighbors of Seneca Park.



Frederick Law Olmsted's Birthday Partyers (Photo by James Graves)

## Urbavores Offers Backyard Garden Aid

Urbavores, a new green garden building business, has moved into the South Wedge. Owners Beth Donovan and Mikey Antinore's mission is to "empower families and communities to produce their own food, organically, in their own yards, and establish a healthy, diverse harvest."

The couple design, install and maintain food-producing urban/suburban gardens. They'll even harvest, wash it and deliver it to your back door.

Add to that: attention to environmental sustainability, using heirloom varieties, drip irrigation, composting, rainwater reclamation, and, of course, completely chemical and pesticide-free practices.

To learn more, call (518) 421-2802 or email [Urbavores@gmail.com](mailto:Urbavores@gmail.com). ♦

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By Allison Clark

**BASWA Pours on the Pancake Batter**

BASWA Members teamed up with School #12 PTA to serve pancakes to 700 students on May 4. The students participated in a maple syrup project (tapping nearby trees!) and BASWA thought that the children should enjoy the syrup of their labors. Volunteers included SWPC Director Bob Boyd, Premier Pastry's Philip Duquette and Paula Stadtmiller, Hedonist Chocolatier Jennifer Posey, and School #12 PTA member Lori Brice.



Robert Boyd, Lori Brice, Philip Duquette and Jennifer Posey in the kitchen of School #12. (Photo by Paula Stadtmiller)

**Gregory Street Block Club Hosts Family Fun Game Night**

Gregory Street block club is hosting a family fun game night Monday, June 22 at Marie Daley Park starting at 6:30 p.m. Everyone is invited to attend. Bring frisbees and other games. Refreshments will be provided. This is a great way to enjoy the outdoors and meet some new neighbors.

**The Highland Park Library Summer Programs for Kids**

Highland Park Library summer program runs July 6-August 14. Pick up your special calendar pages to help you keep track of the hours that you read or are read to. We'll have small prizes to reward your progress. Registration required.

**Dogs in the Library**, Thurs. July 9, 2:00-3:00 p.m. Come meet a group of mellow therapy dogs from Strong Pets. You can even sit down and read to one of them! Ages 5 and up.

**Body Art**, Thurs, July 16, 2:00-3:00 p.m. Have your face painted by a professional (or have your arm or leg decorated). Be Spiderman for the day, or a tiger, or a frog! Ages 5-15.

**Get Creative**, Wed., July 22, 2:00, Ages 6-12.

**Magic! Magic! Magic!**, Thurs., July 23, 2:00-3:00 p.m., Ages 5 and up.

**Building Structures**, Thurs., July 30, 2:00 p.m., Ages 4 and up.

**Nature Craft**, Thurs., August 6, 2:00 p.m. Meet in Highland Park in front of the Conservatory. Ages 5 and up.

**Mystery Scavenger Hunt**, Thurs., August 13, 2:00 p.m. Meet in Highland Park in front of the Conservatory. Look for clues to solve a mystery! Parent or guardian must attend. In case of rain we'll meet at the library.

Ages 6 and up.

**Movie Mondays** Enjoy a movie at the library each Monday in July at 4:00. All are G-rated. Bring a blanket and pillow and get comfy.

**Books in the Park** Wednesdays at 11:30, July 8-August 12 (weather permitting. Ages 2-6.)

Join us for stories, songs, puppets and more. Bring a blanket to sit on. We'll meet near the poet's garden, across from the Conservatory on Reservoir Ave.

If weather is questionable, call Alexandra at 428-8227 to confirm.

**Dog Walkers Against Crime Summer Beat**

DWAC will meet every Tuesday at 7 p.m. except when rainy or windy. Updated schedules as well as cancellations due to weather can be found at [www.dogwalkers-againstcrime.com](http://www.dogwalkers-againstcrime.com). Dog Walkers Against Trash will begin in conjunction with DWAC Tuesdays starting June 8.

**The Hamilton Tenants Elects New Officers**

On April 23, The Hamilton Tenants Association held its election for new officers. Elected to service are: Yvonne Williams, president; Annie Rose Gideon, vice president; and Monroe Holland, treasurer. The officers will serve in these positions until April 2011.



Yvonne Williams swears in Monroe Holland as Treasurer of The Hamilton Tenants Association. (Photo by Allison Clark)

**South Avenue Beautification Projects**

Concrete planters are filling with sweet potato vine, licorice, ornamental grasses, petunias in the coming weeks thanks to BASWA. The Garden Factory greenhouses grew the arrangements from seed. Last year's plastic pots are being used to save money and resources. Business owners are asked to help keep garbage out of the planters close to their businesses; BASWA will keep them watered and fertilized.

The business association has also purchased three new cast iron benches that will be installed on Mt. Hope Avenue at the new bump outs when they are completed. They will add more banners to the new street lights once they are installed.



SWPC Summer Intern Bobby Blocker (Photo by Nancy O'Donnell)

**SWPC Welcomes Intern Bobby Blocker**

During the school year, Bobby Blocker, 20, works in the kitchen at French Road Elementary School.

"This is much better than some of the summer jobs I've had," said Blocker, who works as an office assistant.

Blocker lives with his family in the Elmwood Avenue neighborhood.

**Third Thursday Concerts Begin in Star Alley**

Third Thursday Concert Series 2009 begins on May 21 and continues through October 15. Along with the free music, a Summer Stimulus Series will

repeat the giant success of the Recession Procession (see story on page 1).

**Highland Park Conservancy Pruning Demo**

On Saturday, June 13, 9:00 a.m., Mark Quinn and Noelle Nagle will conduct a discussion and demonstration on "Pruning: What is It and How are You Supposed to Do It?" You will get to watch the experts prune a lilac. Meet at the Pansy Bed.

**New Art Totems to Line South Avenue**

Business Association of the South Wedge Area (BASWA) received ten totem designs that they selected as finalists reports President Christine Jones.

"Nine local artists created these designs for us, including two of last year's artists, three RIT Students, and four other experienced craftspeople," said Jones. The sculptures will also serve as bicycle racks and will be installed in the commercial

area from Byron Street to Averill, and on Gregory Street near Cayuga. They will be unveiled at the Third Thursday event on June 18.

**Many thanks to AHC**

SWPC and Joint Venture Partners Marketview Heights Association, NCS Community Development Corporation and North East Area Development want to express our thanks to the NYS Affordable Housing Corporation (AHC) for awarding our partnership \$600,000 in grant funding.

Half of these funds will be used to supplement the partnership's Emergency Assistance Repair Program contract with the City of Rochester. The other half will supplement repairs in the city's focused investment areas.

The NYS AHC has been very generous in its support of owner-occupied home repair programs in the Rochester area, and we are grateful for their continued support. ♦

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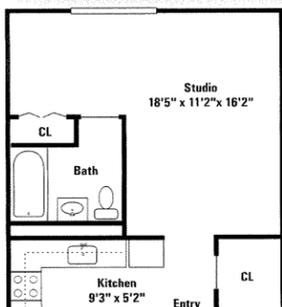
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# South Wedge Market Opens with Inaugural Lettuce Toss

By Vicki and Chris Hartman

The South Wedge Farmers' Market opens for its third year of operation on Thursday, June 4 with an exciting Opening Day Celebration. Join us for the Inaugural Lettuce Toss! The Market will continue to run each Thursday, June through October from 4 p.m. to 8 p.m., behind Boulder Coffee Company (the corner of S. Clinton and Alexander). For more information, visit online at [www.swfarmersmarket.org](http://www.swfarmersmarket.org) and make sure you are signed up to get weekly newsletters on what's happening at the market.

After much evaluation and community input, the South Wedge Farmers' Market is poised to be an even more amazing community resource this year. Expect to find more selections and varieties of foods,

a broader range of price options, more sustainable food choices, and prepared foods to eat at the market. And don't forget the live music and free kids activities every week!

Look for the market's 2009 posters and fliers. The market community of neighbors, farmers, organizers, and shoppers is being celebrated and featured! One of the South Wedge Farmers' Market's themes for 2009 will be a celebration of the "Market Community". As part of this, market organizers are working to gather portraits of everyone that has been part of the South Wedge Farmers' Market story: neighbors, farmers, organizers, shoppers, musicians, visiting artists, and community supporters. Portraits

have all ready been taken for the posters, but we will continue to take more portraits throughout the season at the market. Be part of the historical documentation of this project and the market's public art initiative around community and food. There will be an on-line gallery and various displays at the market and around town, showcasing the Market Family Photo Gallery!

Come see what has become one of the most successful and exciting farmers' markets in the area, join your friends and neighbors and find the finest of fresh, affordable foods, and enjoy Thursdays in the Wedge! See you at the market! ♦





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# South Wedge

## The lot at 122 Hamilton

The empty lot at 122 Hamilton before the Victory Garden renovations



Some saw an empty lot. SWPC Executive Director Robert Boyd envisioned community vegetable gardens

Victory Garden planners calculated that the lot could hold twenty-eight 4x8 raised beds. One plot is wheelchair accessible



## Boy S

Eagle Scouts from Troop 208 begin building the raised beds for all 28 boxes as part of his community service project



## United Way's Day of Caring

The Arbor raising at the garden's entrance brought volunteers from Xerox Corporation to help the Wedge.



# Victory Garden

## Scout Troop 208

beds and filling them with top soil and compost. Ian Steltmann completed the garden. Helping the South Wedge helped Ian become an Eagle Scout.



## Clean Sweep 2009

Clean Sweep attracted about 100 volunteers. Many joined in the building of the Victory Garden.



## Completed Victory Garden

(Top left) Linda Coleman, Tracey Seville and Rose O'Keefe enjoy the finished walkway and pagoda in the Victory Garden. On top right and below, beds are now filled with seeds and sprouts, trellises are ready for climbing beans and cucumbers. Next up, waiting, weeding, watering.



## Gardens of Distinction

By Nancy O'Donnell

Some might argue that our entire community could be nominated as a garden of distinction. Pocket or palatial, gardens are blooming all over our neighborhoods because of the hard work and good taste of our gardeners.

Here are just three of our favorites. Look for more in our August/September issue.

### Washburn's 'Working Woman's Garden'

Alexandra Marris' describes her "pie-shaped piece of land" as a "working woman's garden."

At the end of a work day in summer, Marris goes to her vegetable garden and asks herself, "What's for dinner?" She's planted collard greens, kale, tomatoes, cucumbers, peppers and lots of salad greens including mesclun alongside a bank of old raspberry bushes.

"Everything is organic, and much is started by seed," says Marris who often gardens into the dark on weekdays and depends on "a lot of mulching."

Marris' ultimate goal is to slowly "bump out" all the grass on her property. In her second garden, beds filled with hostas increase in width with each year.

Friends have also helped her to expand. One long-time neighborhood resident, Dorothy Curran (now deceased) gifted her with a "Gaillardia," a colorful daisy-like flower.

"Every time the plant comes up I think of Dorothy," says Marris. "It's a good way to remember people."

Her front yard contains a "Dutch Garden" complete with red clay rooster statue, tulips, fe-

verfew, and Johnny Jump ups. Nearby Marris has added Solomon Seal, ornamental grasses, poppies and a pink hydrangea. A new Mother's Day present from her son, a yellow ceramic dragonfly, joins the flowering crabapple tree and lilac bushes. On the side, Marris' pergola provides privacy when clematis vines are in bloom.

Marris' special gardening tip: "Observe. Be in tune with nature. See what [plants] do. You have to watch. You have to look at them everyday. You'll get to know they're stressed."

Her biggest gardening surprise? "I got a call from a neighbor who said, 'Hey, do you know you have a pumpkin on your roof?'" I found that the vine had crawled up to the shed roof. I got a pumpkin a foot in diameter."

### Oakland Street's Memory Garden

"On my first year here I planted a weeping larch on Mother's Day in honor of my mother," said Paula Frumusa speaking of her deceased mother Shirley.

The tree in her small front yard has grown into a graceful "S" shape that she carefully cultivates to remember her mother.

"I wanted my house to feel like a cottage in the wood," says Frumusa, pointing to the "wonderful locust tree" that fronts her house. "I was living in Greece, and I fell in love with the South Wedge."

She has achieved the "woodland garden" filling her garden beds with delicate Lily of the Valley, Forget-me-nots, Bleeding Heart, Bachelor Buttons and Drumstick Allium.

Like many of the neighbor-

hood gardeners, Frumusa welcomes giveaways and exchanges. Her tulips came courtesy of a Highland Park replanting a few years ago (the Park now charges for the bulbs). The green ferns that fringe her steps came from a trip to the Adirondacks. Next-door neighbor David Sell gave her some purple brunnera and "lots of moral support" as she began her garden.

"She surpassed me this year," said Sell.

Frumusa continues to add to her front garden including a Japanese maple while enjoying an established her back garden.

This garden contains strawberries, raspberries and roses, a Rose of Sharon and Butterfly Bush.

### Reservoir Avenue's Lily Pond Paradise

Carol and Paul Gardner's front yard on Reservoir Avenue is a showplace of verdant greens and colorful brights along with a carefully placed driftwood natural sculpture.

"The garden is always in the process of changing—bigger, bigger and bigger," says Carol, who admits that she doesn't keep the identifying tags on some of her plantings. Being surprised by what comes up is part of the fun. "I don't even know the names [for some of the plants]."

Head for the backyard, and you'll discover an enchanted water-filled garden that seems far away from city life.

A deep purple wisteria hangs above the entrance to the back garden next to a brilliant pink and white cherry tree. Inside two ponds share the space.

On one, the Gardners have placed a giant standing stone frog above the lily pad and waterlily-flowered pond swimming with orange fish. Water hyacinths are planted to "keep the water clean."

"We had two large koi," says Carol. "One day they disappeared." She's still not sure where they went or who took (ate?) them.

In summer, Carol says she can "spend all day poking around."

"I put annuals in pots, and I put in whatever catches my eye," Carol says. ♦



Pam Frumusa's Oakland Street garden (Photo by Nancy O'Donnell)



Garden of Distinction on Oakland Street. (Photo by Nancy O'Donnell)



Carol and Paul Gardner's garden (Photo by Nancy O'Donnell)



The Gardner's second pond (Photo by Nancy O'Donnell)



Alexandra Marris' side garden (Photo by Nancy O'Donnell)



Marris' Dutch garden with clay rooster (Photo by Nancy O'Donnell)

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- Mise En Place:**  
JUNE 18: \$4 Chicken Cutlet Sandwich w/Pesto Mayo, Lettuce, Tomato 5:00-8:00  
JULY 16: \$2.50 DIRTY DOGS Zweigles Red or White Hot with Chili & Cheddar 5:00-8:00  
AUGUST 20: Buy One Meatball Get One Free! 5:00-8:00
- Eco Bella Bakery:**  
JUNE 18: 25 cents from each purchase donated to Farm Sanctuary 5:00-8:00  
JULY 16: 25 cents from each purchase donated to Wayne County Humane Soc. 5-8:00  
AUGUST 20: 25 cents from each purchase donated to AIDS Rochester 5:00-8:00
- Pinky's Pet Connection:**  
JUNE 18: 20% off all Cha Cha Couture Line 5:00-8:00  
JULY 16: 1/2 Off Barker's Dozen 5:00-8:00  
AUGUST 20: \$1.00 Off Doggie Brew 5:00-8:00

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Pinky's Pet Connection: Half-Price Barker's Dozen Dog Treats!

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Eco-Bella Bakery: Dog Paws Cookies Available! 25 cents from each sale donated to Wayne County Humane Society

Bring out your dogs! South Wedge Pets & Owners Group Portrait in Star Alley at 7:00 PM! All Welcome.



**Recession Procession**  
*continued from page 1*

selling them because they didn't have the staff to do it."

Even Damaris Rivera at Pinky's Pet Connection farther down South Ave reported selling record numbers of barkery biscuits.

City Newspaper Accounts Executive Annalise Iannone said the paper was also surprised by the turnout. "We were looking at up-and-coming business districts with a variety of shops within walking distance [in planning the business promotion]," said Iannone. "The Wedge is absolutely perfect. One-half mile of goodness."

A newspaper's tent offered giveaways and freebies. Some 60 umbrellas, 250 pins and a case of tote bags just "disappeared" early in the evening.

The newspaper estimated

at least 500 came for the event. "The response was tremendous. City readers have the mentality of supporting local businesses. The Wedge is active on its own, but we saw new faces. Folks told us they came from Brighton, Penfield and Pittsford," said Iannone.

Tanya Zwahlen, SWPC Board member and urban planner, was thrilled by the traffic jam at South and Gregory.

"It was great. Pedestrians had taken over the street," said Zwahlen. "There was this great energy. People outnumbered the cars. I saw lots of new faces."

"We did a strategic plan [SWPC does one annually] five years ago," Zwahlen added. "We were asked to envision what the South Wedge should look like. [The Recession Procession] was it. Tons of people. Shops were open. It was city living at its best."

BASWA plans to run a repeat--Summer Stimulus Series--during the Third Thursday Music Series May 21 - October 18 at Star Alley (next to Lux).

"We're also going to have an open stage at Nathaniel Square," said Jones, "and maybe more of John's Tex Mex Eatery's \$1.50 empanadas as well."



Some Wedge Businesses were a tad squeamish about the name, until the Recession Procession brought hundreds to the South Wedge. (Photo courtesy of City Paper)

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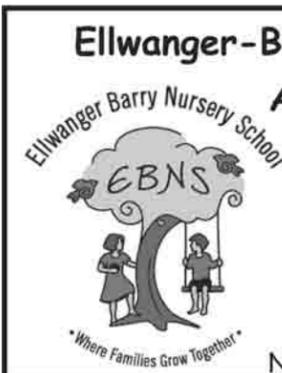
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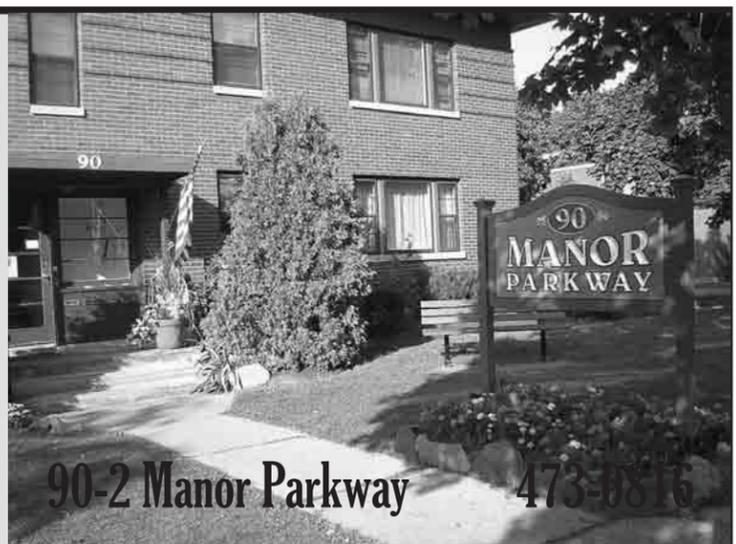


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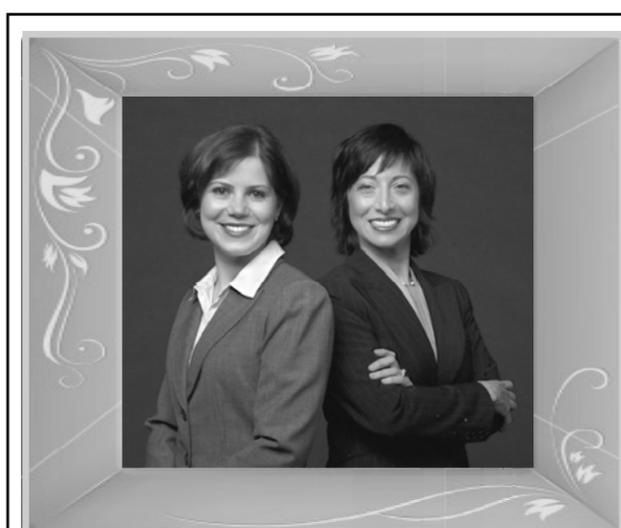


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## Averill Avenue is Daffy for Daffodils

By Doug Root

Thanks to the City of Rochester, Averill Avenue residents between South and Mount Hope Avenues are enjoying a burst of yellow this spring.

Last fall, neighbors on Averill Avenue took advantage of the city's program which provided daffodils to city residents interested in beautifying their streets.

"It's nice to see the burst of color from the hundreds of daffodils," says Doug Root, Averill Avenue resident and gardener.

This is just the start of what's to come on Averill in the coming year. Residents Doug Root, Cheryl Stevens and Brian Moore are bringing back the



Daffodils brighten even the fire hydrant. (Photo provided by Doug Root)

Averill Avenue Block Club to help revitalize and unite the street. Plans include more landscaping improvements in addition to the fun activities for neighbors.

"It's an exciting time to live in the South Wedge," said Stevens, a long time resident of Averill. "It has taken many years to achieve the renaissance we are now seeing." ♦



Averill Avenue daffodil beautification (Photo provided by Doug Root)

## Small World Bakery Changes to Home Delivery

By Small World Collective

For a year and a half now, Small World Bakery has been baking whole-grain breads from local, organic ingredients and selling them at farmers' markets, health food stores, and, briefly, from a makeshift storefront in the South Wedge. The group recently developed another way for people to get their breads: a membership program based on weekly neighborhood deliveries. The program is modeled after the Community Supported Agriculture (CSA) concept, in which members sign up with a farm and receive fresh fruits and vegetables every week for the entire season. While there are many CSAs providing fresh produce in the Rochester area, Small World Bakery is the first to offer baked goods.

The membership program helps strengthen the connections between farmers, bakers, and eaters. Since Small World buys its wheat directly from local farmers, knowing how much bread to make ahead of time is a big help to the bakery.

"We're now able to tell our farmers in advance how much of each crop we'll be needing," says baker Luke Stodola. "We've had many cases where we've sold more than expected and run out of ingredients. When a member joins, we're

able to make sure we'll have enough ingredients on hand to make their bread every week."

After the bread is baked, it is delivered to locations throughout the Rochester region. Members could pick up at their work, school, church, or community center, at a neighborhood business or farmers' market, or even just at a neighbor's house. People who belong to a CSA for vegetables can choose to pick up their bread at the same time they get their regular share. "Pick up location are being added regularly," says baker Eli Rubin. "As more people in a neighborhood join we will start biking out to additional neighborhood drop spots."

The cost of a member-

ship depends on the type and amount of bread; \$200 each year gets you one loaf a week along with occasional extras like sweets, granolas, and specialty breads. Details can be found online at [www.smallworldbakery.com](http://www.smallworldbakery.com) or by calling Eli at 609-802-1641.

While the bakery has closed its South Wedge storefront, it will continue selling at neighborhood farmers' markets, including the South Wedge Farmers' Market, which begins this year on June 4th, and the Monroe Village Farmers' Market, which begins on June 17th. Abundance Co-op also carries many items from Small World Bakery. ♦

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# Wedge History - Southview Towers and Elliot Landsman

By Ben White

In the early 1970s, before the South Wedge was as we know it today, the corner at South Avenue and Alexander Street were similar to today's intersection in name only. No Nathaniel Square, no grocery store, no South Wedge Colony sports bar, and no building exceeding three-stories in height. The intersection was populated with slum housing and a Texaco station that had been the site of more than one homicide.

It was around this time that the New York State Urban Development Corporation (UDC), operating today as the Empire State Development Corporation (UDC), took notice of the south side of Rochester. Hoping to provide state-subsidized housing as well as rejuvenate the area, the UDC looked for someone to take on the task of developing their first facility in the region. Elliot Landsman, at the urging of his socially-conscious college age children, decided he could be the person to make it happen.

Mr. Landsman had no experience with developing housing complexes prior to building Southview; his background was in industrial commercial projects. Undeterred, he embarked on a task to develop what would become one of the area's premiere and cutting-edge affordable housing development. To accomplish this, he and his late wife Dottie took the time to investigate what other area senior housing facilities lacked. Mr. Landsman said that simply listening to the needs of tenants provided him with a blueprint for a successful housing complex.

"It became a sense of mission because we saw an unmet

need," said Landsman.

Although many of the amenities Southview provides for its tenants seem commonplace by today's standards, Mr. Landsman noted there was a surprising lack of foresight in many of the facilities of the time. Devices such as lever-operated door handles and low-rise bathtubs with safety handles and regulated water temperatures were innovative conveniences back then. He made sure windows were lowered so that tenants in wheelchairs could watch the world outside. Parquet floors were installed so those in wheelchairs could move about more easily. Doors leading into hallways didn't lock, sparing residents the inconvenience of tracking down the building manager if they got locked out of an apartment. Even minute details were addressed: gas stoves over electric (so residents knew when a burner was hot) placing knobs on the front (to help tenants avoid unnecessary burns). By listening to the requests of the people who would occupy Southview, Mr. Landsman provided seniors with suitable and comfortable independent-living conditions.

Furthermore, because it was a UDC project, the rent was made affordable for those on Social Security and other limited monthly stipends. A person could rent an apartment at Southview for 30% of his/her income. For a financially strapped area, lacking other viable housing options for its elderly, Southview seemed an inviting solution.

"It was cutting edge, but it was really common sense," Mr. Landsman said.

But as former Southview

employee Tom Cantin noted, the opening of Southview had its problems. "High-rises were scary to Rochesterians," he said.

Because the site was still viewed by many as an inner-city location, it was considered less than inviting. Many area residents lived in housing run by slumlords and memories of the slayings at the Texaco station lingered. Another obstacle was that many area's senior citizens were living on generous Kodak pensions, so they had little need for subsidized housing. To further complicate matters, the paperwork needed to move someone into Southview was extensive, initially topping 21 pages. The towering structure was nearly a colossal failure.

After the first tenants moved in on a rainy opening day, the number of applicants dwindled to a trickle. As Cantin recalled, he was practically unable to give apartments away.

Salvation came in the form of Father Bill Frankenhauser, a local priest. He approached Mr. Landsman with a request for housing to accommodate people with physical and mental challenges. At the same time, Cantin made contact with the Al Sigl Center with a similar proposal to bring in new residents. The new residents were placed on their own floor until they could show they were able to live independently. When they were able, they moved to apartments elsewhere in the building.

In those days many places would not accept persons with physical or mental disabilities and initially these new residents were resented by existing tenants, according to Mr. Landsman, but over time early misgivings gave way to acceptance.

He said, "There was a sense of caring not only by residents for each other, but by the staff as well."

After a bumpy beginning, Southview gained a reputation for accommodating residents with disabilities and soon senior citizens began viewing it as a more viable option for retirement housing.

Although the building itself has seen few dramatic structural changes over its 30-plus years of existence, updated electrical and heating systems, as well as new windows have been installed.

Cantin has long since left Southview, and Mr. Landsman has gone on to develop many more housing complexes, yet both are proud of the impact Southview had on the area.

"It became the rebirth of the area," Mr. Landsman said. While other UDC projects have been considered failures, Southview Towers should be considered a success. It provided

the area with its first major affordable housing and started a steady process of rejuvenation that continues today. By reaching out to the community, listening to its wishes and providing needed services, Elliot Landsman and Southview Towers helped make the South Wedge safer and more welcoming.

Mr. Landsman was the 1989 recipient of the University of Rochester's Associates Medal in recognition of his outstanding service to both the University and the community, and the recipient of the 2001 Alexis de Tocqueville Award for outstanding volunteer contributions.

He is a member of The Rochester Area Chapter of the New York State Association of Commercial REALTORS® (NYSCAR), New York State Association of Realtors, Inc. (NYSAR), and Greater Rochester Association of Realtors, Inc. (GRAR). ♦

## What's Wrong With This Picture?



Circle the Eyesores! As the South Wedge continues to build up and beautify, some neighbors are lagging behind. This blot on the Business District at 731-725 South Ave., owned by Juan Rodriquez, has AT LEAST five problems. See if you can find them! Mail in the eyesores to the SWPC office, and we'll forward them or call the owner at 733-9729.



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