

The WEDGE

Official Newspaper of the South Wedge
Funded for and by the South Wedge community

Long Season Winter Market Open for Business until December 18

By Sue Gardner Smith



The South Wedge Farmers Market concluded its fifth successful season on October 20 and has once again joined forces with the Brighton Farmers' Market to bring the Long Season Winter Farmers' Market to the community.

Each year, farmers hear customers lament the end of the season and their inability to buy fresh, local food directly from the farmers. Area farmers have rallied to meet the growing demand for their food and will be harvesting a wide variety of crops well into the winter. They have built greenhouse-like high tunnels which protect tender plants from the cold while capturing the sun's light and warmth. They have also adjusted planting schedules to permit later harvesting of hardier crops and have perfected storage techniques to preserve crops such as apples, winter squash, potatoes and onions. As a result, they'll be bringing a surprising variety of crops to

the Long Season Winter Market: salad greens, carrots, turnips, spinach, Swiss chard, arugula, cabbage, beets, lettuce, radishes and winter squash. You'll also find beans, herbs, micro greens, joi choi, bok choi, broccoli raab. Even more, you can add to your grocery list rutabaga, broccoli, leeks, scallions, mizuna, tatsoi, mustard greens, escarole, eggs, cauliflower, Brussels sprouts, apples, pears and sweet potatoes. Certified organic beef and pork; dairy including milk, yogurt, and cheese; baked goods; locally-produced pasta, honey, jams and jellies; granola, baking mixes and maple syrup; and alpaca yarn and herbal products will also be available.

Think holiday shopping, too, at the Long Season Market--quick holiday meals, tasty gifts and stocking stuffers. We're already thinking spring with

planning for next year's South Wedge Farmers Market already begun. Please consider signing up for e-mail newsletters at www.swfarmersmarket.org so you don't miss any news. You can also "like" the market's Facebook page to receive updates.

We welcome any comments, questions or suggestions to improve the market; you can reach us at info@swfarmersmarket.org.

Times & Directions:

The market is held Sunday afternoons 1 to 4 p.m., through December 18 at Brighton's Brookside Recreation Center, 220 Idlewood Road. A second entrance opens on S. Winton Rd., south of the S. Winton/Westfall Roads intersection (look for a white sign with Long Season's Farmers Market.

SATURDAY DEC. 3 2011 11 to 9

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SPECIALS AT ALL LOCAL BUSINESSES PLUS LOTS TO DO AT STAR ALLEY PARK: HOLIDAY BAZAAR - HORSE DRAWN SLEIGH RIDES - ECO-FRIENDLY ORNAMENT CRAFTING - FOOD & CLOTHING DRIVE - CAROLING - VISIT WITH SANTA - HOLIDAY TREE LIGHTING - FIR TREES & WREATHS FOR SALE - CANDLELIT PROCESSION WITH THE BUDDHAHOOD - CHRISTMAS KARAOKE - AND WATCH THE MOVIE ALL DAY AND NIGHT

IT'S A WONDERFUL LIFE in the SOUTH WEDGE HOLIDAY FESTIVAL

DETAILS AT SOUTHWEDGE.COM/2011-HOLIDAY



**Friday, January 20
6-9 p.m.**

- * Meet & Greet New Executive Director John Page
- * Tour Erie Harbor Apartment (6:30-7:00 p.m.)
- * Win Cool Stuff in a Wedge Me In Raffle!
- * Enjoy Food & Drinks & Build Community!

224 Mt. Hope Avenue

South Wedge Snags Spots on City's "Best of Rochester" Contest

South Wedge people, places and things made the cut in *City* Newspaper's Best of Rochester 2011 contest. Here's a list of some of the reasons why we think the greater South Wedge area is Rochester's best place to live, work and play.

BEST SPECIALITY PIZZA

Napa Wood Fired Pizza
573 S. Clinton Avenue

BEST DJ

Jon Herbert
jonherbert.net

BEST BREAKFAST SANDWICH

South Wedge Diner
880 S. Clinton Avenue

BEST BAR FOR BEER

Tap & Mallet
381 Gregory Street

BEST TACO

John's Tex Mex Eatery
490 South Avenue

BEST BARTENDER

Philip Rawleigh (Lux Lounge)
666 South Avenue

BEST BARBERSHOP

South Wedge Barbershop
720 South Avenue

BEST DRINK SPECIALS

Lux Lounge
666 South Avenue

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Thread
654 South Avenue

BEST NON-BAR HANGOUT

Boulder Coffee Co.
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Genesee Street, Rochester
Public Market

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Rochester, NY
Permit No. 4041

South Wedge Planning Committee
224 Mt. Hope Avenue
Rochester, New York 14620

Keep your cash in the Wedge!
See our holiday guide on pages 6-7.

South Wedge Studied for National Register

By Katie Eggers Comeau

The South Wedge Planning Committee (SWPC) has retained Bero Architecture PLLC to conduct a survey of historic South Wedge architecture with the goal of creating at least one National Register historic district. Business Association of the South Wedge Area (BASWA) President Chris Jones spearheaded two successful grant applications to fund this project: the Community Foundation and Preserve New York, a grant program of the Preservation League of New York State and the New York State Council on the Arts.

As of 2009, owners of National Register-listed houses in certain census tracts can take advantage of state tax credits for appropriate rehabilitation projects, anything from a new roof or paint job to removal of inappropriate siding. Several Linden Street residents, where a National Register district was established in 2009, have taken advantage of this program to defray the costs of home projects. State and federal credits for rehabilitation of historic commercial buildings are also available.

While only a handful of South Wedge properties may be eligible for the Register as individual properties, many more may be eligible as part of one or more districts.

A district is defined as a collection of significant and highly intact properties as a group. It is not necessary that each property display the high standards necessary for individual designation.

As the architectural historian surveying the area, I'm combining photographs and data collected by SWPC in previous projects with new notes and photographs. You may have seen me in the neighborhood with my camera and clipboard making note of properties that may qualify as individual properties and mapping the strongest concentrations of properties with high significance and integrity with the best potential

for district listing.

I'm also researching properties whose significance is not visible from the street; for example, the homes of notable people or sites of important events.

People are often confused about the difference between National Register listing and the City of Rochester's Preservation District program. These are totally separate processes. Owners of properties in these Districts, such as the district at the intersection of South Avenue and Gregory Street must seek city preservation board approval to make exterior alterations. This does not affect normal repairs or replacement "in kind" using matching materials and design, but does regulate changes in design or material (not color; interiors are also not regulated).

A City-designated preservation district means that all owners are held to consistent standards, so a neighbor can't make a change that affects your property without a public hearing. The City created design guidelines for owners in these preservation districts, providing guidance on alterations.

National Register districts, on the other hand, don't impose review requirements (except when state or federal funding or permitting is involved) but also don't protect property owners from inappropriate changes to neighboring private properties.

A National Register listing is no disadvantage for private homeowners. If you want to paint, restore, re-roof, remove aluminum siding or even demolish your National Register-listed house (but please, don't!), you can do so with no governmental penalty or review.

If you believe your building may be historically significant, associated with important events or people or represent an important style or architect, please e-mail me at kcomeau@oberoarchitecture.com.

Letter to the Editor

[Recently, a flurry of e-mails have been flying around Swillberg and Upper Mt Hope neighborhoods about missing or found cats. A local cat lover writes in with a few tips that might help.]

Some Tips to Find Lost Pets

This is not the time to drop a kitty off at Lollypop! They will put the cat to sleep in so many days. This time of year is so hard because a lot of the no kill shelters are so full, however, if you Google "no kill shelters Rochester, NY" lots will show up. Make sure to take a photo of your lost cat and put it on poles in and around your street plus in nearby pet stores. Monroe Avenue, South Clinton are close by. The owners are always happy to post a photo and description and contact information in their front window. It also free to place an ad in the D& C pa-

per. If you find a cat, call Lollypop Farm and give them a description. Often people call there assuming that their cat might have been dropped off and so a description and phone number of where the cat was found is so important!

It's also very important to check the downtown animal shelter at 184 Verona Street, 428-7274. You must go down every-day with a photo and contact info. Cats come in dirty, hard to tell color and often skinnier. Make sure to leave your name, cat's name and your telephone number. In addition, contacting the Brighton Animal Shelter is a good idea as many dogs and cats end up in Brighton. Their number is 784-5120.

Jeanne Weber
Rochester

Business Buzz

By Nancy O'Donnell



Highland Park Bodyworks Opens in Cornell Co-op

Meghan Cameron has had a busy year. She celebrated her first year of marriage in October to Christopher Cameron, executive chef at the Tap & Mallet, and became a new business owner, taking over the former Mindful Body Pilates and Yoga.

Cameron comes to her new business after many years of teaching dance and Pilates. She studied at Point Park University Dance Conservatory in Pittsburgh and later moved to NYC.

At first, she studied Pilates to improve her dance and avoid repeat visits to a chiropractor.

"I got flexibility, balance," said Cameron. "It really changed my body and my way of living."

After a stay in Hawaii, she returned to Rochester to be closer to her family (the Haight's are long time South Wedge residents). Soon Meghan became a coveted teacher at the Genesee Valley Country Club, The Country Club of Rochester, MVP and ESL Credit Union employee classes.

At Highland Park Bodyworks, she's joined by yoga teacher Rhonda Flint, and Kathleen Lynch, owner of Good Karma Acupuncture. HPB also offers cardio classes, meditation workshops and more. Pick up a schedule and list of classes, at HPB, 249 Highland Avenue, or online at www.highlandpark-bodyworks.com.

Renewing Massage Grows its Health Operations

Colin Coffey, LMT, massage therapist, Reiki practitioner and owner of Renewing Massage recently announced the creation of South Wedge Wellness, LLC in his 19th century building at 728 South Avenue. The new company is co-owned by Coffey and his husband Michael Brundage.

Coffey's goal is to secure "a long term home for alternative preventative healthcare services in the South Wedge."

Shawn Lawton, LMT, a new massage therapist who lives with his wife in the South Wedge, will be joining the practice.

"There is a great opportunity for a chiropractor who wants to build a practice in the South Wedge to lease the remaining space," said Coffey.

A formal Grand Opening is planned for later in the winter.

Obatala Shango Moves

After 16 years at 678 South Avenue, Obatala Shango is closing up shop and moving to a larger space.

The mysterious looking shop attracted practitioners of Santeria from around the area along with the just plain curious who came to buy religious statues, herbs, candles and incense.

"It's for people of all beliefs," says Laura Ugalde, who ran the shop with husband Pedro.

While she loved the South Wedge, "it was time to move" she said when a new landlord refused a one-year lease. "It would be a monthly lease and the rent could be raised at any time or we could be asked to move."

You can visit Obatala Shango at its new location at 412 State Street.

The Wedge Newspaper wishes the Ugaldes Buena Suerte in their new location.

(continued on page 4)

SOUTH WEDGE PLANNING COMMITTEE

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Donna Roethel Lenhard, Vice Chair
Anthony Sciarabba, Treasurer
Angela Clark-Taylor, Secretary

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To e-mail staff, type
first initial last name@swpc.org

South Wedge Planning Committee
224 Mt. Hope Avenue
Rochester, New York 14620
(585) 256-1740

The Wedge Newspaper, a not-for-profit newspaper, is published by the South Wedge Planning Committee, 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.

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

Articles in this paper do not necessarily reflect the view and/or opinions of the South Wedge Planning Committee.

Please send any story suggestions or news to Wedge Newspaper, Editor Nancy O'Donnell, 224 Mt. Hope Avenue, Rochester, New York 14620 or e-mail nodonnell@swpc.org.

Advertising Deadlines and rates are available online at www.swpc.org or call Nancy O'Donnell at ext. 105 or 978-9638.

Before recycling the Wedge, please share with a friend, neighbor, 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, commercially sustainable urban village.

Ad Deadline
for Next Issue
January 15
Call 256-1740, ext. 105
or 978-9638
for details.

The South Wedge Planning Committee, Inc. December 2011/January 2012 Calendar

Meetings held at 224 Mt. Hope Ave., except where noted. The public is welcome to attend all meetings except for the Executive Team.

SWPC Board Meeting
MMcCullough@dor.org
Thurs. 12/20 and 1/17

Marketing & Membership
Contact Frank Logan
flogan@rochester.rr.com

**Community Engagement:
(Neighbors & Block Clubs)**
a.clark-taylor@hotmail.com
Monday, 12/5, 6:30 p.m.

South Wedge Farmers Market Advisory Committee:
Contact Sue Gardner Smith
swfarmersmarket@gmail.com

Finance Team
tsciarabba@hotmail.com
Tuesdays: 12/13 and 1/10

BASWA (Business Association of the South Wedge Area): Visit baswa.org for locations or e-mail chris@historichouseparts.com

Housing & Structures:
tomkiciorjr@gmail.com
Wednesdays: 12/7 and 1/4

by Nancy O'Donnell



NSC Administrator Nancy Johns Price, CPO Anthony Bongiovanni and NSC office manager Mandy Vasquez, (Photo by Nancy O'Donnell)

Anthony Bongiovanni Promoted to Sergeant

The Southeast Neighborhood Service Center (SENSC) recently said goodbye to Crime Prevention Officer Anthony "Bongi" Bongiovanni who was promoted to Sergeant and re-assigned to downtown headquarters.

The 16-year police veteran spent the last 11 years as a Crime Prevention Officer first on Webster Avenue and for the last two years at SENSC.

"I grew up off Clifford Avenue and saw police officers all the time," said the Sergeant. "They were role models. They'd drive by our schools, talk to kids and let us look inside their squad cars. I'd see them breaking up fights."

While the new Sergeant was in high school, the RPD's Community Policing Division approached Edison Tech for "scholar athletes" who could speak to grammar school students. As captain of the baseball team and the "Inventors" football team, Bongiovanni was the natural choice. "I talked to fifth graders at School #50 about making good grades, staying away from drugs, staying on the Honor Roll and getting into sports."

A career in law enforcement soon followed.

Though Sergeant Bongi has moved on from the day-to-day life of a crime prevention officer, and he's enjoying his new job at the Headquarters front desk, he has some words of advice for his successor.

"A CPO should be caring. Slow down, be a good listener. Be caring and be approachable especially to the kids and stay approachable no matter how much the work load increases. We have to try to help to make the streets safe for the kids and the citizens living and working in the neighborhood."

Nancy Sawyer-Molina South America Bound

South Avenue business owner and community activist Nancy Sawyer Molina and husband, Jose, fulfilled a long held dream and moved "to Cuzco Peru, high in the Andes Mountains," at the end of November.

Too "crazy busy" packing for the move to take time for an interview, Sawyer Molina writes in an e-mail that the couple will get into the recycling business, "so people in recovery can have

jobs, just like here. We have also talked to someone there about another coffee shop but that will be on the back burner."

In the e-mail, she also expressed her confidence that her replacements at the Coffee Connection, Joy Berkfaulk and Jimmy Reader, will be a great additions to the South Wedge. "The new directors of the store will be Life Listening Resources. They will take over and run it the same way since they are a non-profit as well. They currently do similar work and were a perfect fit."

Sawyer Molina plans to stay in touch with the South Wedge via photos, "Hopefully I will have more time so I will be able to send photos to keep everyone in the Wedge updated."



Nancy Sawyer-Molina (Photo by Nancy O'Donnell)

Muralist Adds Color to the South Wedge

The Business Association of the South Wedge Area (BASWA) sent out an invitation: Eder Muniz, a mural artist visiting Rochester from Salvador, Brazil, contacted the association asking for a chance to paint murals if businesses covered the cost of the paint. His reason?

"I have noticed that there is a strong culture and appreciation of art [in the South Wedge]," said Muniz. Never mind a big commission, the artist was more "interested in getting my artwork out there!"

On an earlier visit, Muniz created the murals on the side of the St. Joseph's House of Hospitality. Other works can be seen on Elton Street.

"The theme of my art cen-

ters around the harmony and equilibrium between humans and nature, encouraging humans to give respect to nature," writes Muniz in an e-mail to BASWA.

"[Salvador] is a city with a lot of graffiti that is really elaborate - more like what you think of as murals," writes Muniz. These visuals really give my city an identity and life, and have attracted visitors from all over the world. The artwork is colorful, has lots of forms and figures, and inspires the local residents during their commutes, in their



Eder Muniz painting outside Echo Tone Music on South Ave. (Photo by Nancy O'Donnell)

neighborhood and functions to give them inspiration in their daily life, and makes the city really livable. This graffiti art also inspires youth - some of whom might normally take a spray paint can and put tags on walls - to elaborate their work and make it more colorful and appealing to everyone in the city."

Before leaving on October 12, Muniz left his mark on the walls of Echo Tone Music, Tap and Mallet and Flower City Glass.

"We love our new 'guitar lady mural painted by Ed at the end out of building," said Echo Tone Music owner Kurt Walmarth. "It's a great addition of art to the South Wedge. This facility

along with the rehearsal rooms are all run and occupied by local musicians and people of the community. We are proud to be one of the pioneering businesses of the new and improved Wedge. So we feel we need to keep improving along with it. We soon hope to get our electrician to have the mural lighted at night as well."

Tap & Mallet's Joe McBane was equally impressed: "Eder Muniz took what was a drab old wall and kissed it with color. His art has an energy and flair that cheers people up. He has really helped in achieving my vision of a vibrant outdoor green space where people can go to drink, relax and be with friends."

To see more of Muniz's art, visit www.flickr.com/photos/calanguando/.



(l-r) Mildred Ferguson (in leopard), Barbara McSpadden, Kelly Breuer, L.J. and Carol Autovino (Photo by Nancy O'Donnell)

Getting the 311 on Fashion

Southeast Neighborhood Service Center staff member

Mildred Ferguson joined with other fashionistas at the recent Fashion Week fund raiser for the Center for Youth held at the Rochester Airport.

"It was marvelous, a feast for the eyes," said Ferguson. "One woman's fashion is another woman's faux. I just love to see what's out there."

Ferguson was joined by fashion forward L.J. Autovino and her mother and Rochester Woman's Magazine publishers Barbara McSpadden and Kelly Breuer among several hundred others.

Wedgestock Canine Identified at Last

Serena Shrom and Robert Zack answered the Wedge's call for the name of the best costume winner's human companions. "Calvin, who is a large Beagle, is quite a ham," writes Serena in an e-mail. He does not, unfortunately, have any singing talent. And he ain't nothing like a hound dog, crying all the time.



Calvin aka Elvis Wedgestock Winner

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Community Builders

Gallery Space Available for Local Artists

The South Wedge Planning Committee office at 224 Mt. Hope Avenue is offering gallery space for local artists who want to host openings. Currently, the SWPC gallery will be available quarterly. For more information, contact SWPC Vice-Chair Donna Roethel Lenhard at 489-7955.

Senator Robach Annual Clothes Drive on Dec. 6.

Republican State Senator Joe Robach will be collecting new or gently worn winter articles for the "From One Closet to Another Coats for Kids Clothes Drive" this winter. Donations accepted beginning December 16. Robach will be donating items to the Greece Ecumenical Clothes Closet, which is in "great need" for children's winter coats, hats, gloves, mittens, and boots – all sizes for both boys and girls. For more information, contact Paula Kosiorek at 225-3650.

Calvary St. Andrews Parish Holiday Appeal

Will you consider donating a turkey/ham for Christmas? Do you have friends or family members who like to share in the holiday spirit by giving to others? We need turkeys and/or hams, cans of cranberry sauce, sweet potatoes, pineapples, gravy, coffee, brownie mixes and bags of holiday candy.

Please consider spearheading a food drive in your neighborhood or workplace. You can also donate money either through our web site www.calvarestandrews.org in Paypal account or drop a check in the mail to Calvary St. Andrew's 68 Ashland Street Rochester, NY 14620.

Highland Park Winter Farmers Market

The Market is held on Wednesdays until May 2 at Monroe County Cornell Cooperative Extension, 249 Highland Avenue, 3- 6 p.m. Visit www.highlandwintermarket.com for updates.

YWCA Adopt a Family Program

YWCA will provide you with a list of family members including information such as ages, gender and gift wishes. Purchase and wrap the gifts and bring to the YWCA. Non-perishable food baskets and gift cards are welcome. For further information, call April Adams at 368-2261.

Salvation Army Toys for Tots

Groups from churches only need to send a request on letterhead stationary indicating the ages, up to 12, and gender of children who would like gifts. Requests should be addressed to Major Charles Dietrick, P.O. Box 4120, Rochester, NY 14604. To Adopt a Family call Chris DiNottia, 987-9540, ext. 2233. Bell Ringers are also needed, call 987-9500, ext. 2313. Angel Trees Program volunteers needed to provides gifts to children and for Toy Shop setup and distribution, call Rosemary Davis 987-9500, ext 2309.

Tips on How to Be a Good Neighbor!

Give Your Neighbor a Break! When parking along the curb, remember to allow space for residents to enter their driveways. Leave a five-foot minimum space between your car and their driveway

Scoop on Poop Your Dog. You Neighborhood. Your Responsibility. Dog poop is toxic to grass. It is not fertilizer. The EPA classifies pet waste as a dangerous pollutant. When it rains, dog poop can become part of our water supply.

Keep it Down! Noise is a common complaint. Before you turn up the volume remember city ordinance requires noise should not be audible beyond your property line between 10 p.m. and 8 a.m. Noise should not be audible beyond 50 feet of your property line between 8 a.m. and 10 p.m..

Business Owners Need To Know they are responsible for the maintenance of their property including the right of way (the street, sidewalk and the area between the sidewalk and curb.) This includes removal of trash, leaves, snow and ice and animal feces. When businesses remove snow and ice, it should never be deposited on the sidewalk, roadway, against a fire hydrant or bus stop. Toters should not be out earlier than the evening before trash pickup day, and they must be returned 24 hours after pick up.

For more helpful tips on ways to improve the quality of life in our community, contact the Southeast Area Neighborhood Center, 846 South Clinton Avenue, 428-7640.



Meet Oscar Ortiz

By Nancy O'Donnell

The City of Rochester Southeast Neighborhood Service Center (NSC) on South Clinton Avenue welcomed AmeriCorps Vista volunteer Oscar Ortiz to help in its efforts to engage area youth.

A native of the Washington Heights neighborhood of New York City, Ortiz came to Western New York as a student at SUNY Brockport.

"I first tried accounting, but numbers weren't my thing," says Ortiz. "I wanted to try something that sounded like fun."

After graduating with a degree in Recreation and Leisure Studies in May 2011, Ortiz found himself "without a plan set in stone," so he joined AmeriCorps Vista. "I heard it was a great opportunity to gain workforce experience while helping out the community. Also, I wanted to stay in the area as I had made a large number of friends in Rochester over the

past years."

At NSC, Ortiz works to engage youth, 14-18, in service learning projects through the Citizen Explorer after-school program.

"We send them into the community to research its needs and team up with local residents," Ortiz said. "The program fosters self-development and helps youth to become more aware of where they're headed in life. It helps them to build job readiness skills as well as preparing them for college."

Outside of work, Ortiz enjoys food of all kinds, catching up with old friends and working out.

Ortiz says he's using this year to decide on what's next—another year with AmeriCorps or grad school. Whatever it is, he'll be looking forward to it.

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For more information, call George Lorson
256-1740 X 101



More Business Buzz

(continued from page 2)



Danielle Ponder (Photo by Nancy O'Donnell)

Danielle Ponder said that her brother Elijah Ponder, owner of Magix, a new clothing and home decorating store on South Avenue, "eats, breathes and sleeps fashion." He's also building a construction company, so

New Magix on South Avenue

she's minding the store that relocated from Culver Road.

Ponder, who recently graduated with a law degree, is also a well-known singer in such bands as *Black August* and *Filthy Funk*.

The talented brother-sister team have stocked Magix with both new designers and one-of-a-kind vintage pieces.

Other big sellers are backpacks made from unusual fabrics that range in price from \$24-\$30. Nygeria Rose's customized earrings are also available here. Opening night local designer Chrystal Torres, stopped by to check out the new digs. Her trademark "papijon bowties" for men will soon be in stock at Magix.

Housewares include vibrant Ghana-influenced cloth pillows and belts made by Hekima, a designer in Brooklyn, NY. Clothing by Hekima was featured on the Future Point dance troupe during Rochester's recent Fashion Week.

653 South Avenue, 654-5929.

Wedge Want Ads Deliver

Jazzy Motorized Chair for Sale! Never been driven. \$6000 or best offer. First come, first served.

For more information, call Rob at 585-310-6108.

Fun Stuff



Holiday Ball 2010
(Photo by Prisca Edwards)

Red Hot Holiday Ball

Dress up for the season and the perfect holiday treat: the 5th annual Red Hot Holiday Ball on Friday, Dec. 9, 7-11 pm at Tango Cafe Dance Studio (3rd Floor Ballroom), 389 Gregory St.

Groove Juice Swing's RHHB is dedicated to all the newest swing dancers in the community, and best of all, it's free! Free admission, free beginner lesson, free snacks, and free holiday cheer. Bring an extra buck or two to enter our RHHB for a chance to win a pair of dance shoes, gifts from local South Wedge businesses, CDs from local artists, and much more!

Come early and bring your friends for a free one-hour beginner swing dance lesson starting at 7 p.m. No partner or experience necessary.

Feeling in the holiday spirit? Bake some holiday treats to share at the ball! We encourage locals to bring snacks to share.

Metro Justice's 30th Annual Alternative Fair

Bring the whole family to a holiday tradition. Hundreds of fair trade and locally made items. Food, music and free child care. Handicap accessible. \$3 suggested donation (under 12 free). Friday, Dec. 2, 5-9 p.m. and Sat., Dec. 3, 10 a.m. - 2 p.m. First Unitarian Church, 220 Winton Road S. For more information, contact 325-2560.

Local Writer Book Signing

South Wedge writer and historian Rose O'Keefe will be signing her works at a Holiday Book Signing at Barnes & Noble, Pittsford Plaza, 3349 Monroe Avenue on Saturday, Dec. 10, 1-4 p.m. Titles include *Historic Genesee Country* (History Press, 2010), *Southeast Rochester* (Arcadia, 2006) and *Rochester's South Wedge* (Arcadia, 2005) For more information, call 244-4558



A new sign is the first of the many changes expected at The new Beale New Orleans Grille & Bar (Photo by Nancy O'Donnell)

The New Beale

Beale Street Café owners Terry and Pam Bauer have transformed their landmark South Avenue Cajun café of 14 years with a new menu and look. The Beale New Orleans Grille & Bar keeps some of their customers' favorites but added soon to be favorites like "The Big Easy," a 22 oz. sandwich combining several smoked meats.

The Beale will also feature a "Mardi Gras Tuesday," the first Tuesday of every month with music and drink specials. Both restaurants will be extending their hours.

Come check out what's new and delicious!

Please contact Terry Bauer for details fbealest@rochester.rr.com or (585) 507-8586.

Introducing Plastics by Deana Costanza

Plastic, opening October 1 at 650 South Avenue, specializes in designer toys, produced in limited editions (as few as 10 or as many as 2000 pieces) and created by artists and designers. The toys are most commonly made of plastic or vinyl, but can also incorporate other materials, such as wood, resin, or plush. Creators of designer toys usually have backgrounds in graphic design, illustration or pop surrealist/lowbrow art.

A popular example of designer toys is the Dunny series, produced by the American company Kidrobot. "Dunny" toys are a series of 3" figures sold in the popular --and somewhat addictive--"blind-box" format. A blind box is a type of pack-



Deana Costanza

aging that completely hides its contents. All figures in the series are displayed on the side of the box, along with the odds ratio of finding each one.

Plastic also participates in the First Friday Citywide Gallery Nights, featuring one-of-a-kind custom toys created by local artists, and hosts DIY nights, at which attendees have the opportunity to create their own designer toys.



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Highland Library News

The Highland Park Branch Library invites children ages 2-4 to story times, songs, puppets and more on Thursdays at 1:00 p.m. Register at 428-8227.

On Friday, December 2, 9 a.m. - 10 p.m., Barnes & Noble Libraries Book Fair's will support the area libraries. Mention our library at checkout, and we get a portion of the sale! Day long activities for kids and grown ups. Support us online at bn.com/book_fairs from 12/2/11 to 12/7/11 by entering Bookfair ID 10576619 at checkout.



Where in the World is Mr. Wheeler?

Will the real Mr. D. Wheeler please stand up, please stand up. During Wedgestock 2011, a lucky Mr. D. Wheeler won the Super Duper Smoker Labatt Blue Grill. A message was left on his phone that day to give him the good news, but as yet he's not called in to claim his prize. As much as we'd like to save the grill for him until barbecue weather comes back, we will pick another lucky winning ticket the night of the South Wedge Open House on January



20 if he hasn't claimed it by then (proof of identity required).

So Mr. W, please give us a call at 257-1740, ext. 105.

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The Wedge's Annual H

to help you think out

ABUNDANCE CO-OP

Give the gift of organic foods and a host of other products for a healthier 2012. Better yet make a friend or family a member of this historic cooperative market. 62 Marshall Street, 454-2667.



THE ARTFUL GARDENER

Not just for gardeners! Of course they have a spectacular selection of garden accents and home decor, but did you know The Artful Gardener has a selection of unique and beautiful gifts? Artists, both local and regional, are represented in sculpture, pottery, fused glass and more. In addition, many fair-trade items handmade of recycled materials make great gifts that give back to people in need and the environment! 727 Mt. Hope Ave. Tues. - Fri. 11 - 7 p.m.; Sat 10 a.m. - 5 p.m.

THE BEALE--NEW ORLEANS GRILLE AND BAR

Give a gift of the best barbecue and Cajun cuisine around. Enjoy Mardi Gras Tuesdays throughout the year and Blues played throughout the week. 689 South Avenue, 271-4650.



BREAD FOR ALL

Housed in the former Savory Thyme Catering building at 220 Mt. Hope Avenue, Bread for All is a bakery training program for St. Joseph's Home of Hospitality members. They sell delicious, organic whole wheat loaves, with oats, sunflower seeds, and flax seed on a subscription basis. A 1 1/2 pound loaf sells for \$4; a 10-week subscription \$40. Residents in the South Wedge area can have their bread delivered to their home by bicycle! Call us: 775-9135 or e-mail: st.joes.bakery@gmail.com. Subscriptions to Bread for All make a wonderful holiday present!

BOULDER COFFEE CO.

Spread the happiness into 2012 with a gift card for spiked coffee cocktails, wine and beer, yummy sandwiches and ground coffee beans. 100 Alexander St., 454-7140 and 955 Genesee St., 287-JAVA. Also at Rochester Public Market and Park Avenue.

CARPET CARPET

New carpet sales and service, vinyl hardwood laminates and more. 754 South Clinton Ave. 303-4141.

CALVARY ST. ANDREW PARISH FOOD BANK

Give the gift of food this holiday season. Donate to the parish food cupboard in a family or friend's name. 95 Averill Ave. 325-4950

THE CHRISTOPHER GROUP

Stop killing yourself over taxes and bookkeeping. Let the Christopher Group suffer for you and do the work. 473 South Avenue, 325-7351

CAVERLY'S IRISH PUB

Invite friends and family to enjoy a pint of Guinness and some delightful pub grub; it's better than fruitcake! 741 South Ave. 278-1289.

CINEMA THEATER

Bring a friend to watch a double feature at Rochester's Oldest Neighborhood Theater. Buy a book of tickets for 2012. 957 South Clinton Ave., www.cinemarochester.com.



CHEESY EDDIE'S

Cheesy Eddie's "Over-the-Top" line of cheesecakes is exactly that in every way! These cakes take cheesecake to the next level of decadence. The OTT Sampler has 16 slices of Eddie's six most popular flavors. 602 South Ave. 473-1300, www.cheesyeddies.com.

COFFEE CONNECTION

Fair trade coffee (organic, shade grown and fresh roasted). Handcrafted gifts from Peru. 681 South Ave., 442-2180.

DEPAUL'S T-SHIRTS & MORE

The not-for-profit business offers silk screening and embroidery. Personalize memory boxes, award plaques and steins. "No job too small." 150 Mt. Hope Ave. 325-2900, www.tshirtfactory.org



ECHO TONE MUSIC

A Fender Starcaster Strat or Dean Playmate acoustic 3/4 size guitar for kids makes a great gift for the Holidays. Plus banjos, drums, ukuleles, microphones and more at affordable prices compared to the big stores. The friendly staff offers personal customer service. 571 South Ave. 454-2160. www.echotonemusic.net.



EQUAL=GROUNDS COFFEE

Proudly selling organically grown, fair-trade coffees and teas for 5 years! Equal=Grounds offers teas and locally roasted coffees for sale by the pound and half pound. Gifts include jewelry, clothing, travel mugs and original art works. 750 South Avenue, 242-7840, www.equalgrounds.com.

FORT HILL LIQUOR

Save with a 10% coupon in your Wedge Newspaper on any purchase while you're stocking up on holiday libations. 1520 Mt. Hope Ave. 244-6160.

FULL MOON VISTA BIKES

Bikes and accessories for the whole family. 661 South Avenue, 546-4030.

GLOVERS BARBER SHOP

Buy a hair cut for a friend or family member. On Tuesdays, seniors pay only \$6 for a haircut. 700 South Avenue, 244-8928.



HEADZ UP HATS

Top off the year with gifts of caps and accessories, hair products and a new adorable high style hat

This year the Wedge Newspaper offers even more ideas a bottle of wine or scrumptious chocolates and pastries. So acupuncture or Zumba classes. Buy them a subscription to think ahead with a gift of a 2012 tax preparation. We've even kind vintage clothing and housewares made by indie artists.

Remember many of our local business owners are also area, stay here. And don't forget, many of our independent sustainable products. So park the car and head on out into your neighborhood. Keep holiday shopping

collection for children at Tonja McNair's new location at 524 Mt. Hope Avenue, 442-7680.



HEARTS AND CRAFTS INDIE CRAFT MARKET

The annual holiday craft market held at Java's Cafe, 16 Gibbs Street, features over 20 local independent artists and crafters. Handmade goods include clothing, accessories, bags, "paperie," ceramics and much more! heartsandcraftsmarket.wordpress.com



HEDONIST ARTISAN CHOCOLATES

The truffles in the Holiday Truffle Collection are inspired by the owners' seasonal memories and family traditions. Share these sophisticated flavors with your loved ones and create some memorable moments of your own! Flavors include Champagne Pomegranate, Egg Nog, Fig, Ginger Molasses and Orange Clove. 674 South Avenue 585-461-2815 www.hedonistchocolates.com.

HIGHLAND BODY WORKS

Give the gift of Health this holiday season. Choose from four "Tasting Packages" Gift Certificates that allow your friends and family to enjoy a Massage, Acupuncture, Pilates and Yoga. 249 Highland Ave, 242-9642, www.hpbodyworks.com.

HISTORIC HOUSEPARTS

Salvaging nostalgia since 1980. Architectural salvage, restoration supplies and decorative accessories, antique and new. Gift Certificates available. 540 South Ave. 325-2329, www.historichouseparts.com.

JOHN'S TEX MEX EATERY

Buy a gift certificate for chow voted "Best of Rochester" in City Newspaper's contest. 489 South Ave. 232-5830, www.JohnsTexMex.com.

LIN'S GARDEN

Delight a friend with a few evenings of takeout Chinese, Sushi and Thai cuisine. Gifts cards and catering available. 420 Mt. Hope Ave. 232-8320.

LITTLE VENICE

Pizza pies and chicken wings all make great dinners when you're too busy wrapping. 742 South Ave. 473-6710.

LUX LOUNGE

A laid back little neighborhood bar with a funky flair. Gift a friend with a visit or buy long sleeve shirts and children's t-shirts that make everyone feel warm and look so cool. 666 South Ave. 232-9030, Lux666.com.

MGOS DANCE ACADEMY

McLaughlin-Goodwin-O'Shanecy Academy of Irish Dance, tap, jazz and dance classes for children with special needs. 700 S. Clinton Avenue, 738-7592 or 489-6087.



MAGIX

New and old styles mix and mingle in this hot new clothing store in the South Wedge. 653 South Ave. 654-5929.

Holiday Shopping Guide

Outside of the Mall Gift Box

to help you find gifts: certificates for a great lunch or dinner, gift tees on the path to better health with passes for yoga, yummy bread delivered right to their doors or help them even added several new shops where you'll find toys, one of a

our neighbors, so dollars spent in the greater South Wedge shops fill their shelves with handmade, locally made and sustain neighborhood. g close to home this year!



MISS RACHEL'S SCHOOL FOR DOGS

Don't forget about your furry friends. Give the gift of a well trained dog. www.missrachelsschoolfordogs.com. 319-4153.

RENEWING MASSAGE

Holiday Gift Certificates for a Renewing-Massage are a great way to take the stress out of the holidays - for you and for the person you give to! Simple, easy and greatly appreciated at only \$50 for an hour or \$30 for 30 minutes!! 709-6725, www.renewing-massage.com

THE SWEDGE SHOP

All things South Wedge from art to soap to maps to t-shirts. Every penny spent goes back into the community to support the Business Association of the South Wedge Area's many cultural and community events and projects. 732 South Avenue.

SOLERA WINE BAR

Give the gift of an evening out at the divine Solera Wine Bar. Don't forget to order the cheese plate! 647 South Avenue, 232-3070.

SOUTH WEDGE BARBER SHOP

Gift the whole family with a trim cut, color or curl, The South Wedge Barber Shop was voted Rochester's Best Barbershop in City Newspaper's 2011 contest, (and there's a reason). Open Tues.-Fri. 12-6ish. Sat. 10-3ish. 720 South Ave. 473-5570.

SOUTH WEDGE COLONY BAR & GRILL

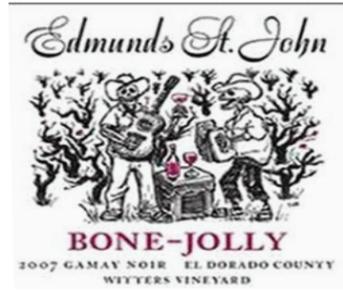
Treat a friend to an amazing late night menu including mac and cheese that will make their eye roll (in the nicest way). 503 South Avenue. Monday-Saturday 7 p.m. - 2 a.m.



SOUTH WEDGE HEALTH & FITNESS

South Wedge Health and Fitness, in the heart of the South Wedge, specializes in fitness classes such as Zumba, Cardio Kick, Guts Butts

and Thighs, and Power Up. We also staff several Licensed Massage Therapists to meet all of your massage therapy needs. We believe it is important for everyone to receive massage on a regular basis, but understand that not everyone can afford it, therefore, we offer a special rate of \$40 per one hour massage on Friday evenings and Sunday mornings. Please visit our website at www.southwedgehf.com or give us a call at 585-766-9388 for more information at 758 South Avenue.



SOUTH WEDGE SPIRITS & WINE

Winemaker Steve Edmunds is one of the good guys, credited with bringing classic Beaujolais grapes to California. This 2007 Gamay Noir, (label pictured below) grown in the Sierra Nevada foothills, is light and floral with crisp acidity and violets on the nose. 100% organic, "Bone Jolly" is a perfect pair for special dinners or other hearty holiday comfort foods. You'll find this and much more at your South Wedge Spirits and Wine Shop. Cheers! 661 South Avenue, 319-5159. SouthWedgeSpiritsandWine.com.

ST. JOSEPH HOUSE OF HOSPITALITY

Donate in a friend's name and buy a meal for the hungry. 402 South Ave. 232-3262.

ST. JOSEPH NEIGHBORHOOD CENTER

Buy the gift of good health for someone else. 417 South Ave. 325-5260.

TANGO CAFÉ DANCE STUDIO

Give a gift that keeps on giving throughout the year. Sign up friend or family (yourself included) to learn to dance at beautiful beginner-friendly classes. 389 Gregory St, 271-4930 www.tangocafedance.com, tangocafedance@yahoo.com



TAP & MALLETT

Rochester's destination for fine beers and food. Voted Rochester's Best Brew List in City's "Best

of Rochester" 2011 contest. 381 Gregory St., 473-0503, www.tapandmallet.com.



THREAD

Find men's and women's clothing, accessories and original art you won't find in the mall including a 100% Wood watch by WeWood. Miyota movement, hypo-allergenic. Many items handmade, locally made, or made in the USA. Indie brands include Gentle Fawn, Heavy Rotation, Poketo, Neves, and more. 654 South Ave, 232-7110, www.shopatthread.com.

ZAK'S AVENUE

Zak's Avenue is a truly unique urban shopping experience located in the heart of Rochester's South Wedge village. They offer an amazing and eclectic variety of gifts, jewelry, local art, handcrafts, pottery, glass, cards, candles, personal care, home décor, kitchen, baby, children's and pet items, specialty imports and vintage sundries. 661 South Avenue, 360 - 2095, www.ZaksAvenue.com.

RAKSHA'S MASSAGE

C. Raksha Elmer, LMT, offers relaxing massage therapy at the her Highland Park area office. For appointments, call 442 1854.

A WEDGE NEWSPAPER AD!

We're the little paper that can get your business noticed as more and more Rochesterians discover how much there is to love in the greater South Wedge area.

What better way to promote your business or a friend's new business (or maybe propose marriage) in an ad in the Wedge? Along with bringing stories and profiles of people in our wonderfully diverse community, we focus especially on our local, independent businesses. Ad prices begin as low as \$30 for a boxed ad. Our advertising staff of one has a million ideas to help you get your message out! Call 256-1740, ext. 105.

MARIANNE'S

Recycled fashion gently used clothing and footwear. 792 South Clinton Ave. 442-6910.

MISE EN PLACE

Gourmet takeaway prepared meals and great specialty foods from Robert Rothschild, Stonewall Kitchen, Bahlsen, Creative Snacks and more. Perfect for gift baskets or stockings! They also have a wonderful holiday beer selection! Serving breakfast sandwiches, lunch and dinner Monday-Saturday 9-9. 683 South Ave. 325-4160.

NAPA WOOD FIRED PIZZA

Buy someone a pizza voted "best speciality pizza" in City's "Best of Rochester." 573 S. Clinton Avenue. 232-8558.



NEEDLE DROP RECORDS

A new independent record, audio-gear and handmade goods shop. 304 Gregory Street

OPEN FACE SANDWICH EATERY!

The sandwiches! The cookies! Open your mouth and order a lot. Teas and coffee and a lot of Moxie, too. 651 South Avenue, 232-3050.



GO JAMAICAN--PEPPA POT CAFE

Send family and friends to Jamaica without a passport. Head for a dinner of delicious original dishes from oxtail stew to callaloo. 133 Gregory Street, 473-3663.

PERIOD BATH SUPPLY COMPANY

Vintage style and modern convenience. Antique and new bathroom fixtures and accessories, plus organic bath and body products. Gift Certificates available. 528 South Avenue. 325-2264. www.period-bath.com.



PLASTICS

Plastic specializes in designer toys, produced in limited editions (as few as 10 or as many as 2000 pieces) and created by artists and designers. The toys are most commonly made of plastic or vinyl, but can also incorporate other materials, such as wood, resin, or plush. Creators of designer toys usually have backgrounds in graphic design, illustration or pop surrealist/lowbrow art. 650 South Avenue, 563-6348.



PREMIER PASTRY

"Offering cookies, tarts and pastries for all your holiday needs. Stop in or call ahead. 433 South Ave. 546-1420, www.premier-pastry.com 433 South Ave. 546-1420, www.premier-pastry.com.

Nativity Preparatory Academy Welcomes Grades 5-8

By Principal Dianne Crowley



Nativity Academy Student Body 2010 (Photo by Chrissy Carpenter)

Nativity Preparatory Academy, an independent Catholic Middle School, opened its doors in September 2009 in the former St. Boniface School on Whalin Street. Our first students were 21 fifth and sixth grade students. In September 2010 we added a seventh grade, and this September 2011 we added an eighth grade which is our final grade. We are now looking forward to our first graduating class in June of 2012.

Nativity Prep is one of 64 schools around the country that offer a Preparatory education for students living in urban settings and coming from economically challenged families. The school is sponsored by McQuaid Jesuit High School and the Sisters of St. Joseph. Tuition is low and is based on each family's individual financial situation. The mission of Nativity is to prepare students to enter college prep high schools where they will graduate and continue

onto college.

Nativity Prep has a unique educational design. The school day begins at 7:30a.m. and ends at 5:45p.m. The ten-hour day includes 60-90 minute homework period. Teachers stay until 4:30p.m. everyday to assist students with homework. The last hour of the day is an enrichment period where students have the opportunity to participate in a variety of sports, clubs, Lego League or other activities. Twice a month Nativity offers Saturday classes, which students are required to attend. These classes provide enrichment experiences which supplement the core subject areas.

We also have over 55 tutors throughout the week. Some are area retirees while others are students from the University of Rochester, St. John Fisher and Nazareth Colleges. These tutors work with individual students helping with homework and skill review.

In addition to the academic year, students are also required to attend a three-weeks summer camp session, which includes two week of remediation and enrichment and one week at an overnight camp.

Nativity Prep strives to build leaders. Respect, respon-

sibility, gratitude, spirituality and scholarship are key virtues that we address on a daily basis in our assembly and throughout the day. Service to the community is another important component in our curriculum.

You can often see our students running through the

neighborhood during their cross country practice or on their way to the Marie Daley Park on Gregory Street. We are glad to be a part of such a friendly, diverse neighborhood.

For more information about the Academy, call (585) 271-1630 or visit online at www.nativityrochester.org.



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South Wedge Holiday Decorating Contest

By Angela Clark-Taylor

The South Wedge Planning Committee is happy to announce the Second Annual South Wedge Holiday Decorating Contest! Christmas, Hanukkah, Kwanza or New Year decorations will be considered, no entry form required. All South Wedge homes and blocks are eligible, and you get to vote for the winning block! Renters, please don't be shy, you can win too!

The Best Block receives \$100 for 2012 Block Club projects. All decorations must be up by the end of Sunday, December 11. Voting will take place on www.southwedge.org from December 11 - December 18. In addition, South Wedge Block Clubs will award a "Best House Award" to one house on each block. Winners receive a cool BASWA (Business Association of the South Wedge Area) gift bag filled with goodies.

Remember though fancy lights are nice and bright, you don't need them to win. Judges

will be considering all decorations on homes and streets: wreaths, flower boxes, windows, the whole holiday package. Winning houses and street will be announced on December 19 on southwedge.org, and swpc.org and also be featured in the February/March issue of the *Wedge* Newspaper. Awards will be presented at the SWPC Open House on January 20.

For more information, contact Angela Clark-Taylor, Community Engagement Committee Chair at a.clark-taylor@hotmail.com.



Gregory St. wins Best Block in 2010 (Photo by Robert Lauterbach)

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call 473-2858 for more info or a tour



In Memoriam

Kristine Smith
1944-2011



Kristine Smith walking PAC TAC
(Photo by Michael Tomb)

By Paul Urai

The Highland Park neighborhood suffered a great loss in the passing of Kristine Smith in September this year. A civil servant for more than 30 years, Kris started out at the Arnett Branch of the Rochester Public Library in 1968. A year later she worked in the Art Division of the Central Library. She also worked in the Business Division and the Inter-library Loan Department and became Head of the Reynolds Information Center in 1988. Her last position was as Branch Head at the Maplewood Library, from which she retired in April 2000. She served as a section leader and secretary for the Ellwanger-Barry Neighborhood Association, now called the Highland Park Neighborhood Association, (HPNA) in 2004-2006, where she led an effort to stop truck and shuttle bus traffic on Rockingham Street. More recently, she walked in the HPNA PAC TAC pizza walks. She eventually became a fully-trained PAC TACer. Neither the cold winter nor spring rain deterred Kris and many times she was the only other walker with me and my wife Beth.

She also was an avid bird watcher and a member of The Burroughs Audubon Nature Club. She loved to talk about her bird watching escapades and even taught me how to spot poison ivy—"leaves of three let it be". She was always very helpful and full of spunk and energy. Her beautiful spirit will be sorely missed by us all.

Paul Urai is the Highland Park Neighborhood Association Security Coordinator.

John Mars
1923-2011



By Susan Mars

One of 13 children, John Mars was born on August 17, 1923. He served during World War II. After the war, he studied at Ohio State University and later worked as a Lieutenant in the Rochester City Fire Department. He owned and operated H&M Contractors. In later worked at B&L Wholesale Supply, Inc.

John was active at the VFW in Bath, NY and Rochester, NY, and an active member of St. Boniface Church and the St. Boniface Men's Club.

He was predeceased by his wife Matilda (Salvi). Survivors include his children: Bonita French, Jack Mars, Susan Mars, Mary Ellen Latour, Gary Mars and Jeffrey Mars; sister Anna Calveric, Tom Dlugosh (Janice), Virginia Lott and sister-in-law Antoinette Schreib; his grandchildren Aimee, Enoch, Kristen, Rachael, Katie, Justin, Sean, Christina, Spencer, Haley and Ryan; great grandchildren Paul, Anthony, Nina, Julianna, Gianna, and many nieces and nephews. All will miss his ready smile and gentle teasing

The family would like to thank the nurses and staff at the VA, Wolk Manor, Jewish Home and Hospice for loving care, and compassion. Donations in remembrance of John may be made to the restoration of the Children's Pavilion at Highland Park, a special project of the Highland Park Conservancy, 180 Reservoir Drive, Rochester, New York 14620, www.highlandparkconservancy.org/childrens-pavilion.aspx.

PETE ZIZZI

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Highland Hospital Physicians Office Building
990 South Avenue, Suite 104, Rochester, NY 14620
For more information, call **585.256.3000**.

**The Wedge
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Buy an
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Community.**

Bumper-2-Bumper

By Paul Gardner

Welcome to BUMPER-2-BUMPER. This question and answer column will try to answer questions about cars, parts and service that have been burning inside you for a long time. I'll answer each and every question I receive, either within the column or in a letter or personal e-mail. I won't use your name other than initials or an identifier you've chosen.

Having been in the automotive business for over 30 years, I've pretty much heard it all at least once, but every so often, I get a new one.

Until I start hearing from you, here are a few answers to common winter tire questions.

Q. Do I really need snow tires?

A. Yes. All vehicles whether they are front wheel, rear wheel or all wheel drive benefit from four snow tires. You need to get into the snow to get proper traction. Traction is everything. The narrower the tire the better.

Q. Will winter tires help me handle and stop better?

Yes. This is where snow tires benefit you the most – stopping and making turns. Notice the difference when you walk on snow or ice wearing smooth leather soles as opposed to cleat-soled winter shoes. Get my point?

Q. Are winter tires expensive?

A. No. They vary in cost according to tire size and whether or

not you choose to get additional rims to mount them on. Typically, they cost no more than your collision deductible.

Final advice: You are always safer driving in the winter with good winter tires. Pay attention when you see vehicles off the road in a ditch. Many of them are AWD SUVs that have too wide a tire or alleged "all season" tires. Just because you have AWD doesn't mean you don't need traction. Popular brands to consider are Dunlop, Bridgestone, Nokian, and Firestone to name a few.*

Don't hesitate to send questions and comments to pgardner83@gmail.com or mail them c/o The Wedge Newspaper, 224 Mt. Hope Ave., Rochester, New York 14620.

**Neither the Wedge Newspaper nor the South Wedge Planning Committee endorse or recommend any brand of merchandise given as an example in this or other articles.*

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The Roc City Skatepark Promises Tourist Boon to South Wedge

By Jim Maddison

For the past four years, the Friends of the Roc City Skatepark (FRCS) have been working in earnest to realize the vision of the largest skatepark in North America right here in Rochester, built under and adjacent to the east side of the base of the Frederick Douglass – Susan B. Anthony Memorial Bridge.

As of November 2011, the project is included in the City of Rochester's Capital Improvement Project budget for the year 2015. However, the Friends of RCS have a 36-month plan to build the skatepark.

The Phase I Conceptual Design was completed with \$6,075 raised by the organization. The Phase II Detailed Design is funded with \$50,000 from the City of Rochester the design is anticipated to take 14 weeks. Next, our goal is to sell the naming rights to obstacles in the park and raise another \$200,000 needed for creation.

The Friends of the Roc City Skatepark promote the skatepark for a variety of reasons. First and foremost is the safety of our children. In 1988, The City made skateboarding illegal. After 23 years no safe skate spots exist in the City. Asking children to stop skateboarding is akin to asking birds to stop flying. Well over 90% of all catastrophic skateboard injuries and death occur in urban areas and involve a motor vehicle. Failure to build means that city streets will continue to be used as a skatepark.

In safe skate spots, skateboarding is statistically safer than football, basketball, baseball, soccer and hockey. The exercise benefits of skateboarding are equal to running a 12 minute mile, and kids skateboard for hours and hours. The state of poor health among our children, especially obesity, borders on an epidemic with 39% of City children overweight or obese.

Public, free, open access skateparks are ubiquitous around the country--even in the northeast--and there has never been a successful lawsuit against a private or public skatepark. The City of Rochester has agreed to assume liability and make the Roc City Skatepark a municipal enterprise. Meanwhile, The Friends of the Roc City Skatepark will continue to raise money and do special events.

Imagine the tourism if the largest skatepark in North America (72,000 square feet) is built here. It will bring value to the community for years to come. In addition, a skatepark will keep people downtown longer. The park we envision is as friendly to pedestrians as it is to people participating in progression oriented sports.

The cost of ongoing care for a park made of concrete and other hard surfaces (e.g. granite) is negligible, at best. As a general rule, it costs \$1,000 for every

10,000 square feet. The amount of \$7,000 per year is a small request for a facility like this. In addition, a non-profit organization has formed to raise money for special events, outreach, and advocacy. The Friends of the Roc City Skatepark envision an entire skatepark system!

FRCS envision the park as a "plaza" style skatepark, rather

than a purely cement skatepark. Obstacles will essentially be skateable art." Rest assured, the Roc City Skatepark will be built for everybody to enjoy and will be a source of pride for the city for years to come.

For more information, please see our web page at www.roccitypark.org.



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