

The WEDGE

Official Newspaper of the South Wedge

Funded for and by the South Wedge community

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Spring has sprung in the sloping hills of Highland Park. Learn more about the Highland Park Conservancy (story on pg. 3)

(Photo courtesy of the Highland Park Conservancy)

SWPC Home Shop Offers Great Benefit for Members & Clients

By Eileen Thomas

South Wedge Planning Committee (SWPC) has a new partnership with Bed, Bath & Beyond (BB&B) in Canandaigua through the Good360 organization, which connects non-profits with major retailers.

This partnership allowed us to set up the SWPC Home Shop, where clients, and members at the "Friend" level (\$50) or higher, will be able to select items for their homes. We also have a "free box," with odds-and-ends that shoppers can select in addition to their chosen item.

Once each month, SWPC staff drive to Canandaigua and pick up items that have been discontinued, taken off display



Shopping Option for New Members (Photo by Nancy O'Donnell)

or returned. Overstock items, seasonal and minor "scratch & dent" may also be part of BB&B's donation.

"Much of what we get from Bed Bath & Beyond is 'soft goods,'" said SWPC Assistant Director Eileen Thomas. "There are sets of towels, shower curtains, bedding in several sizes and lots of different curtains."

In addition to soft goods, the early donations included two Mikasa china place settings, a clock and a bread box.

SWPC Friend, Supporter and Sponsor-level members will be able to "shop" at the Home Shop up to four times each year, depending on their membership level. The Shop will be open on the dates listed below. You must bring your SWPC membership card with in order to shop.

SWPC Home Shop Hours
* May 26th, 9:30 a.m. - 1:30 p.m. (get ready for summer)

* August 25th, 9:30 a.m. - 1:30 p.m. (back-to-school anyone?)

* December 15th, 10:00 a.m. - 2:00 p.m. (the anti Black Friday event)

* February 24th, 10:00 a.m. - 2:00 p.m. (the Presidents' week break)

Hedonist Artisan on Food Network (Story on pg. 3)



Hedonist Artisan Chocolates Chef Nathaniel Mich's extraordinary skills earns appearance on Food Network's Sweet Genius. (Photo by Nancy O'Donnell)

SEAC & SWPC Begin Historic Affiliation

By Nancy O'Donnell

The boards of two historic Southeast Rochester area community organizations--the South East Area Coalition (SEAC) and the South Wedge Planning Committee (SWPC)--signed a one-year agreement on March 20 to begin collaborating on a variety of community projects. Each organization retains independent Boards, but both will share John Page as their executive director. "It's been talked about for many years, and it finally came together," said Page. "In these tight economic times,

non-profits must find a way to work together. It's a positive for both organizations."

SEAC Board member Don Boyd was equally supportive of the new agreement.

"Now the entire southeast quadrant will be in the good hands of SWPC and SEAC. Through the collaboration, we expect to work together to provide the required services to Rochester neighborhoods," said Boyd.

Thank You, AHC!

The New York State Affordable Housing Corporation (AHC) has awarded a \$175,000 acquisition/rehabilitation grant to the South Wedge Planning Committee (SWPC). Grant funds will assist first-time home buyers who want to buy a house in southeast or southwest Rochester. Funds will be used to repair roofs, furnaces and other major home systems. Major features of this grant program are:

- Open to first-time home buyers whose incomes do not exceed 90% of the Rochester area median household income (adjusted for the size of the household), and who have not yet closed on the purchase of a house;
- Targets those who want to buy in the South Wedge, Swillburg and other Sector 6 neighborhoods, or in the 19th Ward and other Sector 4 neighborhoods;
- Provides up to \$24,000 for needed repairs to major home systems including the roof, heating/cooling, electrical, plumbing, water and waste systems and necessary structural repairs.

Weatherization may also be addressed if funds are available;

- Home buyers must provide at least \$15,000 in matching dollars and agree to live in the home for at least 10 years. The match can consist of the mortgage loan and money used for down payment.

"Houses in the southeast and southwest quadrants are some of the oldest in the City," said Eileen Thomas, SWPC Assistant Director. "Many were beautifully rehabilitated in the 1970s and 1980s. After 30 or 40 years, those improvements need updating so we can keep our historic neighborhoods beautiful."

"Major repairs can be a substantial burden for new homeowners, and we think this program will maintain the character of our neighborhoods and keep homes affordable for the long term."

For more information about acquisition/rehabilitation grants, please contact Eileen Thomas at 585-256-1740, ext. 103 or e-mail ethomas@swpc.org.

SWPC Seeks Clarion Opportunity Fund Aid

By Nancy O'Donnell

In 2008, eight investors created the Clarion Opportunity Fund. The Fund looked at the work of Mohammad Yunus, 2006 Nobel Peace Prize winner, who founded the Grameen Bank in India to make small loans accessible to low-income entrepreneurs. Repaid loans were used to help another low-income business.

The Clarion Fund's first ur-

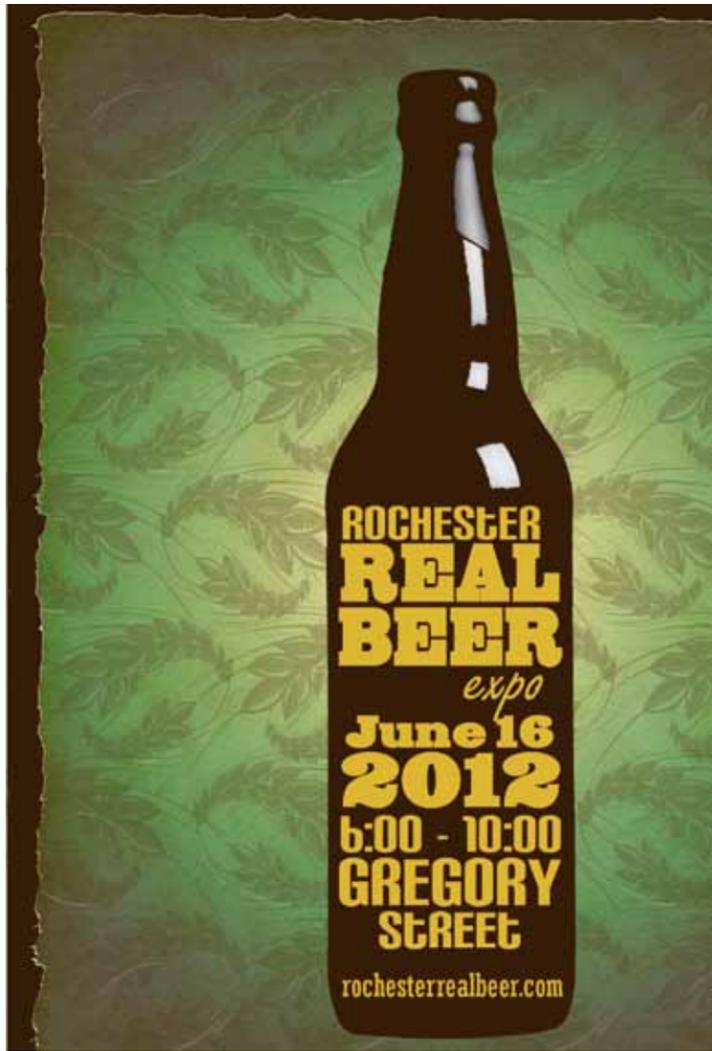
ban project was the renovation of the Wehle building at the corner of Webster Avenue and N. Goodman Street.

John Page, then the director of the Northeast Area Development organization, used a \$30,000 loan from the Clarion Fund to convert the v-shaped building into a child care center and the Museum of Kids Art.

continued on pg. 4

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Letter to the Editor

How to be a Rude Neighbor

One of the "tips on how to be a good neighbor" in the December 2011/January 2012 edition of *The Wedge* is completely relative. In fact, the tip to leave a five-foot minimum space between your car and a neighbor's driveway is absurd and is a way to make enemies with others who have to park along the street. For those of us who do not have the luxury of off-street parking, space is limited and good spots are valuable - especially in winter months when curbs are not always plowed properly. While parking too close to someone's driveway is rude, it is just as rude to waste five feet of precious curb space. This would cause a flood of angry letters on car windshields, and people would have to park streets away from their homes in order to accommodate those with the convenience of their own driveway. In short, this would cause city-wide havoc and I am very disappointed that

this "tip" made it into any publication.

--Kate Wallace

Editor's note: The info used in the article was excerpted from a City of Rochester brochure, "How to Be a Good Neighbor." I have to agree I've stuck a few notes on a neighbors' car windshield when they hog two spaces on my street. The "tip" reminding city residents to park 5 feet from a driveway is actually part of traffic code. Like parking less than 15 feet from a fire hydrant, you can be ticketed if you don't do it. Does it make sense in our neighborhood? Many times it doesn't, especially when faced with a 10 ft. parking space and an 8 ft. car. So while parking advice might not be as helpful, the brochure does address other urban irritations like noisy neighbors or irresponsible dog owners on a stroll with their pets who don't pick up their waste.

The South Wedge Planning Committee, Inc. April/May 2012 Calendar

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

SWPC Board Meeting
MMcCullough@dor.org
Tues., 4/17 and 5/15, 6 p.m.

Marketing & Membership
flogan@rochester.rr.com
Contact Frank Logan for dates and times

Community Engagement (Neighbors & Block Clubs)
a.clark-taylor@hotmail.com
Wed. 4/18 and 5/16, 6:30 p.m.

South Wedge Victory Garden
james.papapanu@gmail.com
hapenrose@hotmail.com
Mon., 4/30 and 5/28, 6:30 p.m.

Finance Team
tsciarabba@hotmail.com
Tues. 4/10 and 5/8, 12:30 p.m.

BASWA (Business Association of the South Wedge Area)
Visit baswa.org or email chris@historichouseparts.com
Wed., 4/11 and 5/9
The Swedge Shop, 732 South Ave.

Housing & Structures
tomkiciorjr@gmail.com
Wed., 4/4 and 5/2, 5:30 p.m.

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The *Wedge* Newspaper, a not-for-profit newspaper, is published by the South Wedge Planning Committee, a community development organization serving the South Wedge. 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 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 978-9638.

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

**Ad Deadline
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for details.**

by Nancy O'Donnell



Nathaniel Mich on Food Network
(Photo by Nancy O'Donnell)

**Nathaniel Mich Sweet
Genius-in-Training**

Nathaniel Mich might not have won Food Network's *Sweet Genius* \$10,000 award, but he did put the South Wedge's Hedonist Artisan Chocolates on national television and provide the episode with some of the reality show's best lines.

In late March, local friends and family packed Zeppa Bistro's bar for the screening of the show. "Even if I didn't win, I had a blast," said Mich. "I enjoyed the environment, the pressure."

Last December the South Avenue chocolate shop got a call from the show's executive producer who had found them on a list of the nation's best chocolatiers. Co-owner Jennifer Posey suggested that Mich try out.

"I went to New York City and spoke with a casting director. They want to see if you have a personality that looks good. Then I had an hour long phone conversation with the producer."

Next thing he knew, Mich was on stage with three other contestants—Jennie Cupcakes, Clarice Lam and Regis Curivaud—to test "their creativity, ingenuity and imagination" with dessert master Ron Ben-Israel, co-owner of one of "the country's finest couture cake studios," according to a publicist for the show.

Each sweet challenge involves "an inspiration and surprise ingredients" (in Mich's episode: a dancing ballerina, fortune cookies and blue cheese;

a jack in the box, baby artichokes and Kaffir limes; bubbles, orange soda and pretzel sticks). Each chef was given between 40-50 minutes to create a spectacular dessert while being shadowed by their own camera person.

"They were good about not getting in the way. But, I was in the zone," said Mich. "Sometime they would ask me to repeat a motion, or I would tell them I'm going to be doing something interesting."

Mich was a TV natural, giving some of the best lines in the episode. When Frenchman Regis Courivaud runs out of time in making his final dessert and presents it to Ben-Israel on parchment and baking pan, Mich dryly says to the camera, "Really? You're French. Aren't you supposed to care about these things?"

His desserts and chocolates vanquished Cupcakes and Lam, but alas he lost in the final round to Curivaud despite Ben-Israel extravagant praise that Mich's carrot cake was "summer in my mouth."

Now back on the job at Hedonist, Mich has his own praise for his employers.

"I am very grateful that Jennie [Posey] and Zahra [Langford] provided me with all these opportunities. They give me a lot of latitude to be creative."

Samples of Mich's sweet genius are available in his spring chocolate collection at Hedonist.

"I created five chocolate flavors: strawberry rhubarb, Earl Grey caramel, porcini mushroom and thyme, tarragon and carrot, and rosewater and cardamom," said Mich.

**FOCUS Opens on South
Clinton Ave.**

Trish Pellegrino wondered why Monroe County was the only county in New York State without a peer-operated program for people with psychiatric disabilities.

"Laurie Jenkins, former director of the Creative Wellness Coalition sparked the idea of FOCUS [Finding Our Creative Unique Self]," says Pellegrino.

FOCUS's mission is to provide "a peer-operated service

and business that is a pathway out of stigma, discrimination, ineffective treatment and demonstrates that behavioral health consumers are a group that contributes to the community rather than a group that must be hidden away as an unsolvable, embarrassing problem."

The volunteer-staffed center offers support groups, recreational activities, companionship and job skills programs. These include art and recovery, body awareness, and "words forming pictures," a creative expression class through reading and writing.

"FOCUS runs a hoarding support group on Thursday evening every week 5-7:30 p.m.," said Pellegrino. "This support group was Rochester's original hoarding group that was started three years ago at the Mental Health Association by me and Laurie Jenkins. Many of the same group members still attend and have grown since the very first meeting."

To learn more, get a calendar or lend support, email FOCUSRochester@hotmail.com or call 260-8647. Look for a FOCUS café later in spring says Pellegrino.



FOCUS drop in center (Photo by Trish Pellegrino)

Grow it, Try it, Like it

Cornell Co-op Extension helps to grow young locavores with a day camp for kids: April 12, June 28 and July 10. The camp teaches children how to grow a garden, make healthy, delicious snacks and become a food detective. Fitness Fun is included by playing "Minute to Win it" style games. Camp runs 9 a.m. - 3 p.m. for kids 8-11. For more information, call Dora Christian at 461-1000, ext. 257.



Noel Remembered

South Wedge resident Raechel Coffey has donated a \$500 scholarship to Nativity Preparatory Academy on Gregory Street in memory of her daughter Noel. Noel was tragically killed in September 2011, weeks before she was to begin sixth grade there.

Soon after Noel's death, family friend Mary Dillio worked with the Business Association of the South Wedge Area (BASWA) to organize fund raisers to aid her family.

The Beale Café held an open jam session; Lux Lounge donated a percentage of drink and beverage sales, and Meredith Broadbent, owner of Mama Goose on the Loose, also helped to raise funds to pay for burial expenses.

Nativity Academy Principal Diane Crowley said that the school will use the scholarship to help pay tuition expenses for a graduate entering one of the area Catholic high schools in the fall.

"The student receiving the scholarship will exemplify some of the characteristics that Noel personified: a love of poetry, music and art; excels in science; lives the virtue of grati-

tude; shows sensitivity to those less fortunate; and most importantly a student who has a love for life, laughter and learning," said Crowley.

"Nativity is grateful to Ms. Coffey and those who contributed to the "The Friends of Noel Fund" for their generosity and for choosing Nativity as the recipient of the scholarship."

Highland Park Conservancy Wants You!

The Highland Park Conservancy invites volunteers to assist the County Parks Department with some maintenance activities such as weeding and tidying some areas of the Park.

For many years, a small group of volunteers have maintained the Poet's Garden.

"We want to use that model to work in other areas of the Park," writes Conservancy President Mary Fisher.

For 2012, the Conservancy will adopt the Azalea Stairs, the Rock Garden, the Iris Garden, and the Rhododendron Walk.

"We are seeking volunteers who are willing to spend a few hours per week or month maintaining one of those areas, from April until the fall," said Fisher. "You can select the area you want to adopt, set your own hours, and work in a group."

County Parks personnel will provide a training session to teach volunteers "how to tell a weed from a flower" along with other valuable lessons. The first session is scheduled for Wed., April 11 at 6 p.m. at the Lamberton Conservatory.

If interested, email fisher7@frontiernet.net or come to the session on April 11.

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For over 35 years, the *Wedge Newspaper* has published stories about South Wedge people, businesses, places and events important to our community. Early issues detailed the work of residents in the 1980's who transformed "eyesores to elegance." These urban activists helped to revitalize the entire community and helped to retain its diversity and vitality. Today, the South Wedge is considered one of Rochester's premier neighborhoods.

The *Wedge Newspaper* continues the tradition of its earliest editors and writers in chronicling the lives and times of this vibrant neighborhood. We'd like to keep on doing our job, but we need your support.

If you enjoy reading the *Wedge*, please subscribe by sending a check or money order. Or consider making a donation in the name of someone who helped the South Wedge become what it is today.

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Community Builders

BoulevART 2012



HPNA Snags City's first BoulevArt for June 9-10

Highland Park Neighborhood Association can boast theirs will be the first BoulevArt Project in the City come June. In a two-day project, neighbors will come together to paint a design on street pavement at the intersection of Linden and Meigs Street, extending along the border of Ellwanger & Barry Park.

"It all started as a traffic calming project," said Michael Tomb, HPNA art and history coordinator. Later, through his and wife Marcia Zach's research, they discovered the Portland Project, and realized the intersection of Ellwanger & Barry Park could not only be safer but more beautiful for visitors.

"The City has been supportive for since our first meeting with the quadrant team in the fall of 2009," said Tomb. "We have continued to meet with members of the City several times a year as these plans have gone forward for changes at Ellwanger & Barry Park and environs. Erik Frisch, City Transportation Specialist, has been involved from the beginning. He has also helped to educate us on current practices in traffic calming and planning."

"BoulevArt basically rediscovers the idea that pedestrians should have priority over the automobile," said Tomb. "BoulevArt will occupy the intersection."

As for the design, a floral motif is the natural choice, but don't look for lilacs.

"It's more of a giant aster," said Tomb. "The aster was the city's official flower until the 1940s."

"The painting will probably take parts of two days," said Tomb. "One day to block in the template, another for the painting."

Also on Tomb's agenda is a kiosk replete with historical panels planned for the park later this year. For more info, visit www.blog.highlandpark-rochester.org or mail: arts@highlandparkrochester.org.

Let's Trump Breast Cancer

The fifth annual euchre tournament to benefit "Making Strides Against Breast Cancer" and Gilda's Club will be held on Sunday, April 15 at St. John's of Rochester Parish Center, 8 Wickford Way, Fairport, NY. Seating is limited, so reservations are encouraged. The afternoon's fun also includes a 50/50 raffle, door prizes, snacks and drinks. Tickets are \$20 in advance and \$25 at the door.

For more information, call Sue Tiede at 721-2630 or Teri Jo Libratore 314-3994.

BASWA Helps Bench Your Bottom

Chris Jones, president of the Business Association of the South Wedge Area, reports that South Avenue's new renovated sidewalk benches will soon line the avenue again.

"The benches were purchased by BASWA and installed between 2005 and 2006," said Jones. "The powder coating was failing on many of them, so the manufacturer, Keystone, agreed to sandblast and re-powder coat them for us."

South Ave. business Postler & Jaekle helped BASWA to remove the benches before they were shipped to Pennsylvania for refinishing.

"Seventeen benches were removed for maintenance by the staff of P & J, who gener-

ously did this at no expense to BASWA," said Jones

Clarion Fund continued from pg. 1

Robert Boyd, SWPC's former executive director, approached the Fund about investing in the South Wedge neighborhood.

SWPC has been researching ways to build a new home on a vacant lot on Hickory Street. The Clarion Opportunity Fund's revolving loan fund would provide ready capital for such a project.

SWPC's Executive Director John Page followed up on Bob Boyd's initial work and is seeking \$50,000 for the project.

Once constructed, the house would be handicapped-accessible and sold to an income-qualified buyer with disabilities. The Clarion Fund would recoup its investment when the buyer closes on the mortgage.

submit your design for a "welcome to the wedge" sculpture, mural, or sign

go to www.southwedge.com/art2012 for details and application

presented by the business association of the south wedge area/baswa



(l-r, back row) Peter Hart, Emily Shipe, Steve Mooney, Gen Poehner, groom Rick Mooney and bride Eilleen Thomas, Chris Mooney, Julie Kubinieć. (l-r, front row) Jace Mooney, Maggie Shipe, Charlie and Hailey Kubinieć (Photo by Johannes Bockwoldt)

Eilleen Thomas & Rick Mooney Wed

On a beautiful, sunny 75 degree St. Patrick's Day, Eilleen Thomas and Rick Mooney were married at Six Mile Creek Winery in Ithaca, New York. The color motif of the day was, of course, green, white and orange.

Five of the groom's six siblings took part in the ceremony. Chris Mooney, brother of the groom, served as Best Man. Maid of Honor Genevieve Thomas Poehner is the daughter of the bride. The

cuteness factor was provided by nieces and nephews of the groom: Jace Mooney, Maggie Shipe, Charlie and Hailey Kubinieć.

Rev. Mother Ellen Brauza performed the Episcopalian service; readings were given by Katie Lui, sister of the groom and Kim Homsher, sister-in-law of the couple. A reception following at the Winery.

The couple will reside in the South Wedge.

B&B Benefit Planned

Ellwanger Estate Inkeeper Rosemary Janofsky plans a fund raiser to benefit the Dartmouth House, a 1905 bed & breakfast, on Dartmouth St. The house was gutted in a January fire. Look for details in the May/June issue of the Wedge.

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S.E. Neighborhood Center CPO Beat

By Officer Brian Bannerman

Crime Prevention Officer Brian Bannerman sent a special alert to South Avenue and Mt. Hope Avenue neighborhood residents about recently raised concerns about a scam artist asking for money for "cab fare". The individual claims that his wife is in labor at the hospital, and he must pay a waiting cabbie but he has lost his wallet. He has been using this same story for more than three months, so it is not likely to be true. Below is a description of the individual who has approached U of R and Al Sigl Center employees: white male, called himself David, and claimed to be 46 years old; about 5'11", grey (salt and pepper) scruffy hair

When working the scam on February 17, he was wearing stone-washed jeans, sneakers and a jacket. If you can identify this person or have had contact with him, please call CPO Bannerman at 428-7647. If you are approached by this person, do not give him money and call 911 as soon as possible.

Don't Forget these Basic Tips to Deter Crime:

1. Report to 911 immediately all suspicious activity such as persons loitering, going door to door, or the sound of glass breaking.
2. Report any attempt to break into your house, garage or vehicle, such as cuts on your window screens near the locks, broken auto glass or rummaging through your car.
3. Never leave items of any value in your car unattended.
4. Keep your doors, windows and garages locked when not at home (even when in the yard or at a neighbors).

5. Install and use dead bolt locks on all exterior doors.
6. Notify a neighbor when you are going to be away.
7. Discontinue newspaper delivery when going on vacation.
8. Keep outside lights on all night AND use motion sensor lights all around your home.
9. Trim shrubs to deny burglars a hiding place, especially shrubs around windows.
10. Lock up ladders and trash totes where they cannot be used by a burglar.
11. Don't leave returnable cans etc. out for the "homeless".
12. Never open your door for a stranger.

Be a good neighbor...watch your neighbors' property!

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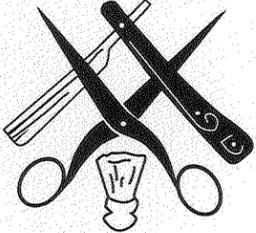


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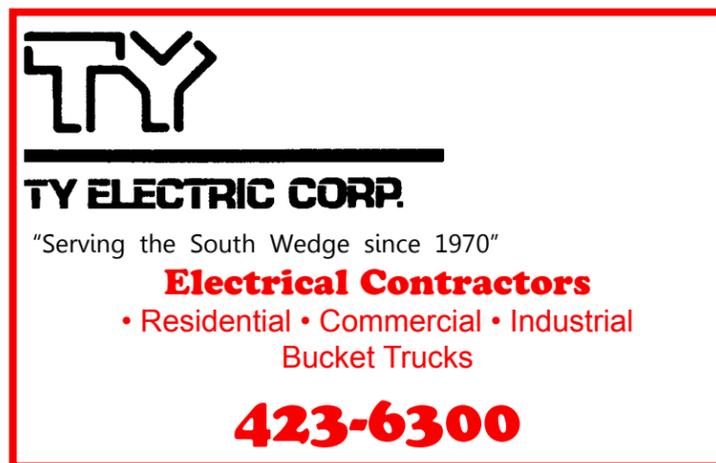
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South Wedge Historic Survey Discovers Notable Beauties

By Chris Jones and Katie Eggers Comeau

A Historic Resources Survey of houses in the South Wedge was recently completed by Bero Architects for the South Wedge Planning Committee. This project was made possible with funding from the Rochester Area Community Foundation, the Preservation League of New York and the New York State Council on the Arts.

The survey is the first step in nominating a potential South Wedge Historic District for listing on the State and National Registers. The next step will be to submit this survey report to the State Historic Preservation Office (SHPO) to obtain their official determination of eligibility.

The survey was commissioned in response to the upswing in housing rehabilitation throughout the area which has dramatically changed many streetscapes in the South Wedge. Changes have been so dramatic that past historic resource surveys, even the 2000 citywide survey update, are today outdated. This new survey identified potential South Wedge Historic District consisting of 363 properties located on Comfort Street, South Avenue, Alexander Street, Hamilton Street, Averill Avenue, Hickory Street, Gregory Street, Ashland Street, Bond Street, and Whalin Street.

Visual evaluations were completed for every house in the area, based on each property's architectural significance and integrity, defined by the National Register as "the ability of a property to convey its significance." The seven aspects of integrity are location, design, setting, materials, workmanship, feeling, and association. Properties that are highly intact

with few alterations are considered to have a high level of integrity; those exhibiting alterations such as installation of artificial siding, alterations to window openings and/or replacement windows, or enclosure of open porches, are considered to have diminished integrity.

In addition, primary and secondary research identified properties possessing historic significance, such as properties associated with significant events or individuals. Field work and research data were combined to assign a color-coded ranking to each property, following the color system used by the State Historic Preservation Office.

In addition to updating existing information to reflect changed conditions, a primary reason for the survey was to encourage property rehabilitation by increasing the number of property owners eligible to take advantage of rehabilitation tax credits. In 2009, New York State implemented new tax credits to offset the costs of appropriate rehabilitation work. The credits are available to owners of National Register-listed commercial and residential properties in qualifying census tracts (those in which the median income is less than \$67,040; all of the South Wedge qualifies.)

If the proposed district is determined to be eligible for listing on the State and National Registers, a public meeting will be held to answer property owners' questions about the impact that listing will have on their individual properties. Property owners will also be notified of the potential listing by mail, and they will then have an opportunity to offer their feedback to SHPO about the potential listing.

One common misconception about a historic listing is that it places restrictions on changes that property owners can make to their homes. National Register designation imposes no review requirements on property owners, meaning owners are free to make any alterations they would like, or even demolish their buildings, without any review or penalty from the state or federal government unless public money is involved in the project.

In 2009, the Linden-South Historic District was nominated to the State and National Registers. This district consists of 83 properties on Linden Street and South Avenue and home owners in this area have celebrated this nomination by adding bronze plaques to their homes and hosting History Events such as potluck dinners. While some neighbors feared a listing, the reality has eased the minds of many residents.

Joe Pasquarelli, a resident in the Linden-South Historic District, was happy to find his home was listed.

"Having our home at 183 Linden Street included in the National Register has added significance to the historic value that we knew existed after purchasing the house," said Pasquarelli. "Purchasing a plaque to designate the year the house was constructed and seeing other homes in the district with similar plaques adds to the neighborhood feel and gives all of us homeowners a greater sense of pride for our city neighborhood. Along with this designation comes a better understanding that this designation does not limit our ability to renovate our homes in any way which has led to greater participation by other neighbors in the district."

Once the South Wedge Historic District becomes a reality, the Business Association of the South Wedge Area (BASWA) has expressed interest in adding historic street signs to the neighborhood, pending funding availability.

"The addition of details like decorative street signs, to coordinate with the 19th century street benches that BASWA has installed, will benefit both the businesses as well as the residents in the area. These will also serve to remind people of the area's history and complement the area's historic architecture," says BASWA co-chair Chris Jones.

To learn more about BASWA events and projects, visit www.southwedge.com.



Hickory Street



Cypress Street



Hamilton Street



Alexander Street

Life in The Wedge by Justin Hubbell



Farming is Risky Business

By Sue Gardner Smith



Swiss Chard make a colorful fan (Photo by Fred Forsberg)

South Wedge Farmers Market fans will be glad to know that the intrepid farmers who bring us the best local food each summer are hard at work to make this the best year ever for the market. Farming is as much art as it is science, and this year's crazy weather patterns mean the old rules of farming don't necessarily apply. Sticking to the rule book won't work; farmers need to be creative to deal with Mother Nature's erratic behavior. Does the early warmth mean it's safe to plant earlier? How will the weather affect production schedules? Will there be more pests threatening crops? If winter stages a surprise return, will fruit trees lured into early blooming suffer irrevocable loss? Farming is very risky business, a reminder of the debt we owe to the hard-working men and women who are willing to bear that risk to keep us well-fed.

Farmers report busy activity on the farms. Fred Forsberg says, "Honeyhill Farm is taking advantage of this incredible weather and is planting sweet onions in our high tunnels. We have heirloom tomato transplants started featuring rare and tasty varieties. The chicks will be here in two weeks and we will feature an entirely new crop for upstate NY - fresh ginger, available late summer." Jake Lagoner of Lagoner Farms reports, "We are finishing up trimming our fruit trees, getting our field ready to plant peas, and cross-

ing our fingers that this warm weather doesn't hurt our fruit crops." According to Ryan Platte, "The crew at Burning Bush Gardens is busy preparing the field at our new site on Buffalo Rd. in Churchville. We purchased a field that had been vacant for years and have begun mowing, amending, tilling, forming beds, and sowing. Seed sowing for transplant is in full swing. A big pallet of potting soil is in the basement. Leeks, onions, tomatoes, peppers, and many other crops are getting sown—we're even attempting some artichokes and strawberries." And Jan McDonald adds, "Rochester Roots will be selling youth grown heirloom vegetables, herbs, and cut flowers from a farm stand modeled after

an early medicine wagon that features 'healthy food as the best medicine.' The farm stand is being built by craftsman Richard Columbo, who is known for his reproduction vintage boats and cars." Lastly, Trystan Sandvoss reports, "First Light Farm & Creamery has welcomed 62 new kids (baby goats) to our farm over the last three weeks. Check out our new facebook page at www.facebook.com/FirstLightFC for pictures of the new arrivals. Also, we've been hard at work perfecting our pure organic Jersey cow's milk Monterey Jack, which will be known as "Eastern Standard Jack."

The South Wedge Farmers Market opens this year on June 7 and runs every Thursday through October 18 from 4 to 7 p.m. The market is held in the shady parking lot behind Boulder Coffee at 100 Alexander Street (at S. Clinton Ave.).

The EBT bonus program continues this year; EBT customers purchasing \$10 in EBT tokens will receive a \$5 bonus. The market is sponsored by the South Wedge Planning Committee. To keep up-to-date on what's happening, sign up for email updates at www.swfarmersmarket.org, and "like" the market's Facebook page.

**The South Wedge
Farmers Market
Opens June 7!**

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Business Buzz

by Nancy O'Donnell



Brandon Greenwald and Mary Beth Giglio (Photo by Nancy O'Donnell)

Harry G's NY Deli & Cafe and Banzai Sushi Bar & Lounge Joins South Ave. Restaurant Row

Harry G's Deli & Cafe's new owners, Brandon Greenwald and Mary Beth Giglio set up shop in the former Obatala Shengo location at 678 South Avenue. Instead of incense wafting out the door, raise a nose for the aroma of "Nation's Best" corned beef and pastrami from the Bronx.

"I love soups, so we'll have chicken noodle, matzoh ball and one soup of the week," said Giglio. "Also we'll have made to order fresh salads and unsweetened and sweetened iced teas and soft drinks."

While "Reubens are our speciality" said Greenwald, vegetarians can also nosh on portobello and roasted vegetable paninis or potato knishes.

While the couple live in the Park Avenue area with dog "Ubu," they looked to the South Wedge for their first business.

"I liked that it was all small business, not swallowed up by chains," said Greenwald, but the foot, bike and car traffic didn't hurt either.



(Photo courtesy of Ron Maier)

"The Remy" Urban Lofts

Ron Maier's efforts at South Wedge beautification now include urban lofts at 700 South Ave. With son Shawn Maier, the duo had the sloping floor of the old Fine Arts Theatre lifted up several feet and created 2 and 3-bedroom apartments.

Architect Randall Peacock's design includes Bethlehem Steel beams, "Parallam" maple veneer floors and concrete floors with radiant heating and individual entrances. For more info, call 202-7413.



Hikari Tobacco Shop

Hikari Food & Grocery opened a "Roll Your Own" tobacco shop for those old enough to smoke. This joins the grocery and housewares shop at the same location at 699 South Clinton Ave.

Now and Zen Opens at 658 South Ave

Brian K. Jefferson, Baltimore, MD native, was working for a cable company when he met Laura Pothier. The two were dancing and singing around a campfire drum circle at Brushwood Folklore Center Seasonal Festival. The festival, geared for those interested in creative and spiritual growth, drew the couple together.

Pothier who owned a retail shop in Canandaigua discovered that they shared a passion for the mystical, magical, natural. Once a couple, the two creatives decided to move her business and their home with Pothier's daughter Gabrielle, 10, to Rochester.

"We went to Park Avenue, but everyone was telling us to go to the South Wedge," said Jefferson. Pothier saw in the South Ave. shop not only room



Brian K. Jefferson and Laura Pothier (Photo by Nancy O'Donnell)

for her tarot cards, books, candles, incense, jewelry, "all types of shiny gifts and hippie chic clothing," but space for a dance studio.

"I teach tribal fusion and belly dancing," said Pothier.

Now and Zen holds workshops, pipe ceremonies, Pixie Circles and more events are

planned in the future. Also available are henna body art courtesy of Robin Jaekel of Henna Rising.

To learn more, stop by the stop and welcome them to the South Wedge. A grand opening is planned for late April.

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Azalea Neighbors Help "Door to Door"

By David Day



(L-R) Bill Brewer, Dave Day and Sue O'Neil

Azalea Door-to-Door is an all-volunteer program with a cadre of resident drivers who make time to assist Azalea neighbors in getting where they need to go. The neighborhood runs along the south side of Highland Park.

The Azalea Neighborhood Association (ANA) inaugurated the free service for its 155 households in response to a 2011 "needs survey," and the drivers have logged over 350 miles since the program began in October.

The ANA has enlisted Lifespan and its "Give-a-Lift" Foundation to screen and train drivers, for example, in assisting visually-impaired clients or others with special needs. Common destinations have included rides to the Rochester-Monroe County Airport, Tops Market, hair salons, local malls and medical appointments.

Volunteer drivers are the heart of the program. Any resident needing a lift calls a special phone number, and a dispatcher assigns a driver to make the "client" pick-up. The group submits monthly data to Lifespan.

The Azalea "Door-to-

Door" program is part of the rapidly growing national "Aging-in-Place" movement where "Naturally-Occurring Retirement Communities" (NORCs) are born out of the grass-roots goodwill of neighbors stepping forward to build stronger ties among residents of all ages and abilities. With the cutbacks in federal assistance, the high costs of assisted living facilities and the social isolation often accompanying old age, such local initiatives—which ANA now shares with a select number of other Rochester-area associations will only grow in urgency.

Keep your \$ in the Wedge.

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Meet NSC's Lt. Frank Alberti



Photo courtesy of Frank Alberti

Lieutenant Frank Alberti, a 26 year veteran of the Rochester City Police Department, was recently named head of the Crime Prevention Officer Division at the Southeast Neighborhood Service Center on South Clinton

Avenue.

He comes from a long line of law enforcement officers. His father served as Deputy Sheriff in the Wayne County Sheriff's Department and other family members also work in law enforcement.

Lt. Alberti, who has a B.A. in Criminal Justice Administration, has worked in all areas of the City. "My assignments have included patrol, vice, Section Investigator, Section Crime Coordinator and Police Academy Instructor," said Lt. Alberti. At the Academy, Alberti has worked as firearms instructor for over 22 years and a General Topics Instructor for over 15 years. He was promoted to Sergeant in 2003, and worked in the Genesee Section, West Side Patrol Division and the Downtown area.

Promoted to Lieutenant on June 16, 2010, Alberti was first assigned to the Eastside Patrol Divisions 1st and 2nd platoons before transferring to the Southeast Neighborhood Service Center on January 16, 2012. "Working closely with the community is not only necessary in policing, but something I really enjoy."

Outside work, the Lieutenant spends time with his 17-year-old daughter Francesca. His hobbies include mountain climbing, motorcycling, camping. He keeps fit through weight training and running. "I also like to make my own wine," said Alberti.

"I'm very happy to be serving at the Southeast Neighborhood Service Center and look forward to the challenges it brings," said Alberti.

Smart Citizens, Smart Phones,

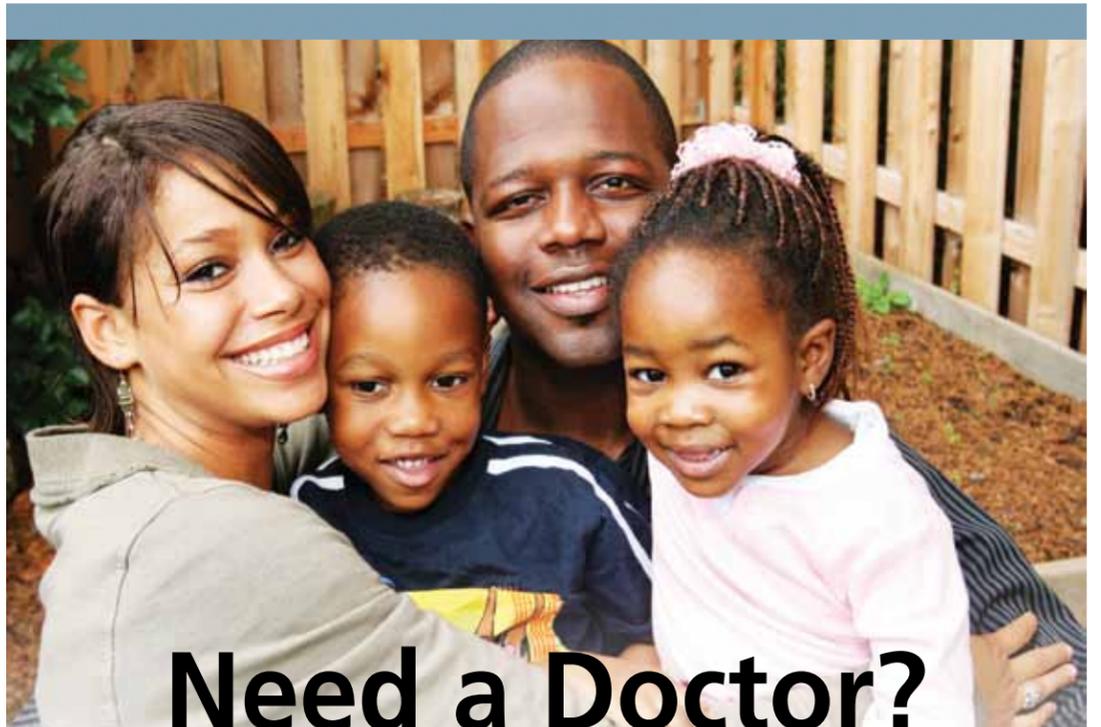
Smart Policing

The Rochester Police Department recently invited Smart Phone users to download a free Rochester Police App. The app allows users to find department contacts, comment on an officer, submit a drug or crime tip, ask

and receive feedback and connect them instantly to the department website.

However, police say that users should expect a delay of a day or two to get a response to a questions, so the app does

not take the place of calling 911 in the case of emergencies. To learn more visit cityofrochester.gov/police or mypadapp.com.



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you are a first time home buyer, you owe yourself a look at the houses that the South Wedge Planning Committee has rehabilitated. Completely renovated houses, with all new kitchens, bathrooms, roofs, utilities and weatherization measures are what we offer as part of the HOME Rochester Program.

While different in design, all of the homes include circuit breakers with 150 amp electric

panel, freshly painted walls and ceilings with low VOC paint, energy efficient 40 gallon gas hot water heater, 93% high efficiency gas, forced air furnace. Each also has new energy efficient windows throughout, new energy efficient light fixtures and new roofing with 30-year architectural shingles.

In addition to all this, if your income is at, or below, 80% of the Rochester-area median

income (adjusted for the size of your household), you may also qualify for up to \$6,000 in down-payment and closing cost assistance. Take a look at the houses we're offering (shown below), and check out additional photographs on <http://www.homerochester.org/>. If you like what you see and would like a chance to walk through a house, call 256-1740 ext. 101 to schedule an appointment.

HOME Rochester is a program of by the Greater Rochester Housing Partnership (GRHP) and the City of Rochester. SWPC is one of the construction management organizations collaborating with GRHP and the City.]

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\$67,900

20 Fox Street

This 992 sq. ft. ranch style home comes with an attached one-car garage and a new blacktop driveway. Inside, first-time home buyers will find three bedrooms and a spacious kitchen with new cabinets, counters, plumbing and flooring. A large dining room opens to the kitchen. The spacious living room has been enhanced with new Green Labeled carpeting.

Also look for one completely remodeled bathroom with new tub/shower, vanity and commode. There's a generous front yard and a new 12 foot x 12 foot deck overlooking the large rear yard.

Extra storage place is found in a full 900 square foot basement. The exterior includes new baked aluminum gutters and downspouts and maintenance free vinyl siding and trim wrapped in aluminum.



South Wedge Artist Wins NYS of Design Award



Award winner Bill Klingensmith checks out his prize (Photo courtesy of Bill Klingensmith)

South Wedge resident Bill Klingensmith won the Judges' Choice award for his Good Food Collective Email Campaign 2012 season.

The "New York State of Design" was the first statewide competition. It included an exhibit at RIT's Vignelli Cen-

ter and a catalog available online in near the future. Projects were evaluated on the strength of their communication, visual design and effectiveness.

"As the success of Good Food Collective grows, the goal of the design solution was to use a contemporary vocabulary of elements to what is stereotypically known for a 'farm market' style," writes Klingensmith in an email to the Wedge. "The Good Food Collective is the next gen-

eration of local food systems. It is redefining the community supported agriculture model by using visual design, available online technologies and social media to inform and make joining a community of local, healthy eaters simple and profound. The response to this email was a flood of 100 memberships during the first week."

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Members sign-up and pay before the start of the season and then receive a weekly selection of local, fresh, organically grown vegetables and sustainable fruit each week for **18 weeks, mid June to mid October.**

Each workplace or community-based location has a specific **2 hour window of time each week** during the season in which members show up at our distribution location and receive their weekly "share".

The Good Food Collective is a project of Headwater Foods, a Community Food Enterprise creating a value filled, year-round supply chain of local, sustainable foods for the greater Rochester area. The Good Food Collective offers its members a fantastic way to connect with local, GOOD FOOD in affordable, convenient, and enjoyable ways!

FULL SHARE HALF SHARE FRUIT MEAT FISH VEGETABLES EGGS

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2012 SUMMER MEMBERSHIP

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South Wedge Fun & Beyond

By Nancy O'Donnell

Neighborhood Easter Egg Hunt

Join in the fun with face painting, crafts for the kids, bake Sale, and more! Saturday, April 7 at 10 a.m., Ellwanger & Barry Park, Linden and Meigs Street.

Tap & Mallet Tap Takeover and Pig Roast

On April 14, the Tap and Mallet will hold a "friendly competition" between two beers: the first time ever California Stone Brewery from San Diego vs. Ithaca Beer Company.

"We'll have one cask of each," said Chris Schultheis, bar manager, and "a pig roast, served at 5 p.m. that's usually gone in 20 minutes."

To learn more, visit the Tap & Mallet website.



National Landmark Society Conference

Caitlan Meives, Landmark Society preservation planner, said the organization is excited to bring the Conference back to Rochester after a 12 year hiatus. Colgate Divinity on South Goodman Avenue hosts the all day event.

Three concurrent tracks run throughout the day, each with four one-hour sessions. Track A will be directed towards city residents, property owners/community organizations. Track B focuses on suburban, rural and village communities and Track C concentrates on the topic of cultural landscapes (cemeteries, parks and trails.) Participants can switch between tracks.

The day concludes with a walking tour of Highland Park, sponsored by the Highland Park Conservancy.

Registration is \$85, (student rates are \$45).

"We are offering two scholarships to two representatives from each neighborhood. We ask that neighborhood leaders or organizations nominate two deserving candidates," said Meives. You can do this by calling 546-7029, ext. 27 or emailing her CMeives@landmarksociety.org.

Musical Third Thursdays Start in May

The Business Association of the South Wedge area will begin its Third Thursdays concerts in Star Alley Park through

October. In addition, BASWA is exploring the possibility of holding concerts at Nathaniel Square as well.

Equal=Grounds Art Openings on First Fridays

Owner John White invites the community to check out each month's First Friday Art Exhibit. Allison Nichol's oil paintings are featured in April. May's artist was still unconfirmed at press time.

John also is revamping his lunch menu and planning for a "new and improved ice cream selection."

Tour of Ellwanger Garden

The Landmark Society of Western New York is celebrating its 75th Anniversary and invites the city to tour the garden of "the woman who started it all," Helen Ellwanger on May 2 and 9.

Space is limited. Call for reservations at 546-7029, ext. 12.

Doppelbock 2012

Everyone knows March 17 is the Feast of St. Patrick and March 19 is St. Joseph's day to shine. But, who knew that it's



(l-r) Chris Schultheis and Dave Schlosser

not only the Italians who turn the day into a holiday, but the Germans as well. And just as Catholics get dispensation to eat corned beef if St. P Day falls on a Friday in Lent, Germans can forgo Lenten abstinence on St. Joe's Day with a pint or two or three of beer.

Tap & Mallet Bar Manager Chris Schultheis knows the whole history of doppelbock. Apparently, during the Middle Ages, German monks, while fasting from solid food, were allowed to drink a "liquid bread" doppel bock or (double beer) and hundreds of years later in Munich thousands come to celebrate their history with lots of beer.

This March 19, Schultheis joined with Dave Schlosser, owner and head Brewer at Naked Dove, to tap Naked Dove Expositor Doppelbock. While year's commemoration was modest, Schultheis has big plans for 2013

April U of R Free On-Film Series

OnFilm, University of Rochester's graduate student-run film series is committed to bringing rarely seen films to the University's communities in their original formats. For their

most ambitious series to date, the students have selected an unprecedented number of films centered around the theme of community. Screenings are free and open to the public. Visit their Facebook page (<https://www.facebook.com/OnFilm-VCS>) for more up to date information.

April 4 - 7:00 p.m., Hoyt Auditorium, University of Rochester River Campus: *The Decay of Fiction* (2002, Pat O'Neill - 35mm)

April 12 - 7:00 p.m., Meliora 203, University of Rochester River Campus: *Spend it All* (1971, Les Blank) *Filmmaking and the Way to the Village* (Fukuda Katsuhiko, 1973)

April 19 - 7:00 p.m., Hoyt Auditorium, University of Rochester River Campus: *12 Angry Lebanese: The Documentary* (Zeina Daccache, 2009) *Together* (2000, Lucas Moodysson - 35mm)

University of Rochester PopUp Books Display

U of R showcases pop-up and movable books from the 16th Century to today at the U of R's Rare Books and Special Collections Department at Rush Rhees Library. The exhibit runs through Aug. 17, Mon. through Fri., 9-5 p.m., Sat. 11 a.m. 3 p.m. For additional info, call 585-275-4477.

2012 Rochester Real Beer Expo June 15-23

BASWA's annual fundraiser, the Real Beer Expo, takes place on June 16 on Gregory St. This year BASWA joins the Tap & Mallet to make it even bigger with the first ever Rochester Real Beer Week, June 15-23.

The craft beer week events will be held at different venues throughout the city and sur-

rounding area from breweries, restaurants, bars to retail shops. Other special events include beer launches, dinners, socials, tastings, pairings, concerts, a Father's Day brunch, concerts, happy hours, a bicycle race, and some fun B-movies. (B for beer of course!). Look for changing details at www.rochesterreal-beer.com.

Discovering Deaf Worlds Benefit April 20

Discovering Deaf Worlds, a non-profit organization dedicated to advancing the self-determination of signing Deaf communities in developing countries through local capacity building holds a benefit on Fri., April 20 at Harro's East Ballroom, 6-9 p.m. Cocktails, unlimited hors d'oeuvres and a special drum and dance performance by Bush Mango.

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