United States Department of the Interior
National Park Service

National Register of Historic Places DRAFT
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, How to Complete the National Register of Historic Places Registration Form. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property
   historic name  Hickey-Freeman Company Building
   other names/site number  N/A
   name of related multiple property listing  N/A

2. Location
   street & number  1155 North Clinton Ave, 24 Morrill St & 313 Avenue D
   city or town  Rochester
   state  New York  code NY  county Monroe  code 055  zip code 14621

3. State/Federal Agency Certification
   As the designated authority under the National Historic Preservation Act, as amended,
   I hereby certify that this _X_ nomination _ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.
   In my opinion, the property _X_ meets _ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:
   ___ national  ___ statewide  _x_ local
   
   Signature of certifying official/Title  Date
   
   State or Federal agency/bureau or Tribal Government
   
   In my opinion, the property _ meets _ does not meet the National Register criteria.
   
   Signature of commenting official  Date
   
   Title  State or Federal agency/bureau or Tribal Government

4. National Park Service Certification
   I hereby certify that this property is:
   ___ entered in the National Register  ___ determined eligible for the National Register
   ___ determined not eligible for the National Register  ___ removed from the National Register
   ___ other (explain:)  ____________________________
   
   Signature of the Keeper  Date of Action
5. Classification

<table>
<thead>
<tr>
<th>Ownership of Property</th>
<th>Category of Property</th>
<th>Number of Resources within Property</th>
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</thead>
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<tr>
<td>x private</td>
<td>x building(s)</td>
<td>2 buildings</td>
</tr>
<tr>
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<td>district</td>
<td>0 sites</td>
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<tr>
<td>public - State</td>
<td>site</td>
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<td>object</td>
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Name of related multiple property listing: N/A

Number of contributing resources previously listed in the National Register: 0

6. Function or Use

<table>
<thead>
<tr>
<th>Historic Functions</th>
<th>Current Functions</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDUSTRY/manufacturing facility</td>
<td>INDUSTRY/manufacturing facility</td>
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</tbody>
</table>

7. Description

Architectural Classification: No style

Materials:
- foundation: concrete
- walls: brick, concrete, metal
- roof: asphalt
- other: 

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Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a summary paragraph that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The Hickey-Freeman Company Building, at 1155 North Clinton Avenue, is an early-to-mid-twentieth century factory building with a freestanding 1946 boiler house located on the west side of North Clinton Avenue in Rochester. The building faces North Clinton Avenue and occupies nearly the entire northeast quadrant of the block. The factory retains its historic integrity as an example of steel frame construction with its four-story, multi-component brick exterior. It was constructed in three stages, with the original portion built in 1912 and expansions in 1922, 1929, and 1956, creating its current E shape. The warehouse and shipping section has a non-historic second-story metal section, built in 2005. Brick and concrete are the overall primary materials used in the building’s construction and it includes many intact historic exterior features such as the multiple exterior piers, recessed windows, and a highlighted entrance that contains paired narrow piers, a metal marquee with the Hickey-Freeman logo, wood doors, transom, narrow sidelights, and signage plaques on the end piers. The interior of the building retains historic integrity in terms of historic spatial divisions and original fabric, including historic partitions and wainscoting in the first floor offices, historic wood flooring throughout the pre-1956 buildings, historic circulation, open floor plates, and a completely unobstructed work floor. Breakrooms and bathrooms are located throughout for the workforce. The factory also contains two multi-story bridges built in the 1920s that connect portions of the building.

Location and Setting

The Hickey-Freeman Company Building, at 1155 North Clinton Avenue, is an early-to-mid-twentieth century factory and office building located Rochester, Monroe County, New York. The building is situated in a primarily residential area containing a number of small-scale commercial buildings along North Clinton Avenue, as well as additional industrial and manufacturing concerns several blocks to the west and north. West of the building on Avenue D is the George J. Michelsen Furniture Factory, National Register listed in 2012, and to the east is the Wollensak Optical Company, also on Avenue D and National Register listed in 2018. The Hickey-Freeman Company Building stands out amid its
largely residential and commercial surroundings due to its size as a four-story brick factory that occupies most of a city block bounded by North Clinton Avenue, Avenue D and Morrill Street. Hollenbeck Street along the west end of the block is largely residential with the properties bordering the company’s asphalt-paved parking lot. The main access to parking is from Avenue D and a secondary entrance from Morrill Street. The entire parking lot is enclosed by a metal chain link fence.

When viewed from North Clinton Avenue, Hickey-Freeman is a brick industrial building, four-stories in height with multiple exterior piers separating the bays. The building is set back several feet from the sidewalk and features a small grassy area with trees and shrubbery behind a wrought-iron fence that spans the entire front elevation. The building retains all major entries, fenestration, and historic design and features such as a blond brick exterior, lintels, sills, and full-height piers bracketing entries, and corner staircases. Decorative brick detailing in the south elevation demonstrates a high degree of craftsmanship, as well as in the iron marquee and decorative doorway of the main entrance.

As the company grew, the building was expanded in 1922 and 1929 with later additions in 1956 and 2005. The construction history of the building is as follows:

- 1912 – U-shaped factory of steel-frame construction with offices on the first floor of “Factory No. 1” (the northern wing) and manufacturing spaces above and through all four floors of Factory No. 2 (the southern wing).

- 1922 – Factory No. 3, a four-story steel-frame addition that was added to the western end of the northern wing. Two exterior stair towers are also added, one on the west wall of Factory No. 1 and another at the center of the courtyard connecting Factory No. 1 to Factory No. 2.

- 1929 – the east elevation is extended south and west constructing another wing, Factory No. 4, and creating an E-shaped building with bridges connecting the western edges of the wings.

- 1946 - a freestanding brick boiler house was constructed at the rear of the factory, and the south wall of Factory No. 1 was built out into the courtyard to house utilities.

- 1956 - a two-story brick addition was added to Factory No. 3 on the west end, and a large one-story brick and concrete block warehouse and shipping addition were connected to Factory No. 4 on the west end, giving the building a distinctive E-shape.

- 2005 – a second-story metal-clad addition was added on top of the warehouse and shipping addition.
The Hickey-Freeman Company Building exhibits a remarkable consistency of size, scale, massing, materials, and embellishment. The windows were replaced throughout the building sometime in the late 1960s/early 1970s; however, the replacements do not detract from the ability to interpret the building as an early-to-mid-twentieth-century factory influenced by daylight factory design (Factory Nos. 1 through 4). In 2005, the building was renovated, and a second-story addition was made to the 1956 warehouse and shipping section, but the current E-configuration was unaltered. Interior renovations appear to be limited to an updating of systems throughout the building, and cafeteria and office furnishings.

The following aerial view illustrates the construction stages of the building, indicated as Factory Nos. 1 and 2 being the original 1912 portion; Factory No. 3 as the 1922 expansion; Factory No. 4 built in 1929 with connecting bridges to Factory Nos. 1 and 2; a 1946 boiler house; a 1956 addition to Factory 3; construction of the warehouse and shipping sections in 1956; and finally, a 2005 non-contributing second-story expansion of the warehouse and shipping sections. The building sections are identified as different numbered “factories,” but it is essentially one building with several expansions and all were interconnected at the time of construction and are historically interconnected, except for the freestanding boiler house.
EXTERIOR

East elevation/facade

Proceeding Avenue D to the parking lot, Factory Nos. 1 and 2 (1912) consist of a four-story, eleven-bay 77,200 square-foot brick factory building with a concrete foundation. Oriented east-to-west, the main elevation of this portion of the building faces North Clinton Avenue and features multiple full-height piers and pilasters that divide the bays. The multiple window openings are recessed and have metal-capped sills. All window replacement were installed sometime between the late 1960s/early 1970s and the replacement windows in this portion are fixed metal-framed windows with lower awning openings. The fenestration follows a repeated pattern of single or groups of two and three windows between projecting bay piers.

A central main entrance features a historic iron marquee supported by large metal chains attached to piers. The marquee is crowned by a cast-metal motif of two griffins holding a pair of scissors over a shield emblazoned with “H-F Co.” Above it is a ribbon that reads “Quality Tailors.” The entrance retains its historic paired wood doors with transom, narrow sidelights, and end piers that frame the entrance. The piers have metal plaques that read “Hickey-Freeman Co.” and “Walter Morton Clothes.” Decorative brickwork defines the entrance and sidelights. The cornice has corbeled brick above a row of headers and a roofline capped in metal coping.

Attached to the Factory No. 2’s north wall is Factory No. 4, a four-story, eight-bay, 60,000 square-foot brick section built in 1929. It rests on a concrete foundation and is oriented east-to-west. Similar to the 1912 portion, the main elevation features full-height piers and pilasters that divide the bays and recessed window openings with metal-capped sills. Factory No. 4 features larger, continuous metal-framed windows that fill the grid established by the vertical piers. Several small metal vents are located above some of the bays on the second and third floors. The third bay from the north contains a ground level utilitarian, off-center entrance. The recessed entrance features a red brick surround and paired metal doors with security lighting above. Similar to the 1912 portion, the cornice has corbeled brick above a row of headers and a roofline capped with metal coping.
South elevation

When viewed from Morrill Street and proceeding from east to west, the south elevation slopes down to the west and consists of a small, freestanding non-historic security shed (too small to count). Factory No. 4, and the 1956/2005 warehouse and shipping addition. The security shed is a one-story, two-bay wood-framed structure with a flat roof. This elevation of Factory No. 4 is three stories high and eight bays long with full-height pilasters that divide the large, continuous metal-framed ribbon windows on each floor. The two easternmost bays and the one westernmost bay feature variations in the amount of brick between the floors. Decorative brickwork is featured on this elevation between the floors and at the roofline, where two brick belt courses of headers define the cornice. Similar to the east elevation, several small metal vents are located above some of the bays on the first through fourth floors. In the center of the first floor, two large metal air ducts are attached to the building.

Continuing west, the 2005 addition is visible from the street. On this elevation, it is a one-story white metal addition built onto the roof of the warehouse and shipping addition. Since the first floor of the warehouse and shipping addition is built into the slope of the ground, the only visible portion is a slightly projecting roofline enclosed by a chain-link fence.

West elevation

Proceeding from north to south and viewed from the rear parking lot, the west elevation consists of Factory No. 3 and its 1956 addition, Factory No. 2, Factory No. 4 and its two bridges, and the 1956 warehouse and shipping addition with its 2005 upper level expansion. On this elevation, Factory No. 3 is four stories high and six bays wide with a raised basement. The window type is similar to those on the north elevation; however, windows are set flush with the wall. Similar to the east elevation, several small metal vents are located above some of the bays on the first and second floors. The brick is entirely devoid of ornament.

At the basement level, an entrance is in the northernmost bay and two small, infilled windows are to the south. The entrance is located beneath a shed roof with asphalt shingles and is supported by wood posts. There is a non-historic metal sign attached to the north side of the roof that reads “Hickey-Freeman FACTORY STORE.” The metal entry door is below grade down a slight slope. On its south wall, the top three floors of Factory No. 3 are visible, and this elevation is similar to the north
elevation with full height pilasters dividing the bays; however, the cornice is devoid of decoration. Also on the south wall, a four-story, two-bay exterior brick stair tower and the 1956 addition project out from the building.

On this elevation, the 1956 addition is a one-story, four-bay brick addition with a flat roof with metal coping and a raised basement with full-height pilasters that divide the large, continuous metal-framed ribbon windows on the first floor. A metal entry door is located in the northernmost bay and is reached by a set of metal stairs with a metal railing. The raised basement contains three garage bays with metal overhead doors. On its south elevation, the 1956 addition is similar to its west elevation. It is three bays wide and features the same pilaster and window configuration as the west elevation. The basement of this addition is below grade and not visible. A non-historic one-story, two-bay security shed is wood-framed with a front-gable roof. The shed is located in front and slightly to the south of the 1956 addition. The roof is asphalt shingle, and the shed is glazed and has vertical boards.

Behind the 1956 addition, the four-story stair tower contains smaller metal frame casement windows with metal capped sills set into the wall. Projecting from its south side is an equal height, one-bay, tripartite brick portion with a flat roof. The windows in this portion are paired casements in metal framing with metal capped sills. A double metal entry door with transom is below grade on this portion. The roof of the stair tower is capped in metal coping and the brick is devoid of ornament.

Visible behind the stair tower are the rest of Factory No. 3’s south wall and a one-story, glazed brick bridge with a flat roof and side chimney constructed in 1929. The bridge connects Factories No. 1 and 2. Behind the bridge in the courtyard is a four-story, two-bay brick stair tower constructed in 1922 that connects Factories No. 1 and 2. The bays are asymmetrically placed and contain multi-light windows with stone sills.

Continuing south on this elevation, Factory No. 2 is four stories high and three bays wide. It features full-height pilasters that divide the bays and a full-height, recessed, vertical brick panel to the north that is intersected by a window on the second floor. Similar to the east elevation, the window openings are recessed and have metal-capped sills. The replacement windows in this portion are single, metal-framed casement windows. The cornice is similar to the east elevation.
Continuing south, a three-story, five-bay brick bridge constructed in 1929 connects Factories No. 2 and 4 on the second through fourth floors. All window openings are built into the wall and contain single, metal-framed casement windows with metal capped sills. The brick on this elevation is devoid of ornament. The southernmost portion on this elevation is Factory No. 4. Behind the bridge on the northwest wall of Factory No. 4 is a one-bay exterior brick stair tower with multi-pane glass block windows. The stair tower has a metal entry door below grade on the first floor. Only the top floor of the southwest wall of Factory No. 4 is visible. It features continuous metal-framed ribbon windows that are framed by full-height pilasters on either end of the building.

Connected to the west wall of Factory No. 4 are the 1956 and 2005 warehouse and shipping additions. On this elevation, the 1956 warehouse is a one-story brick building with three varying roof heights on a concrete foundation. The north elevation clearly displays the varying roof heights. From north to south, this portion of the warehouse features a solid brick facade with a lower projecting brick portion containing a single bay. The bay is multi-paned in a metal frame with a stone sill. The rooflines of these two portions are capped in metal coping. Moving south, projecting out and above the two lower portions is a two-bay loading dock with metal overhead doors. A flat metal roof projects over the loading dock on its north, west, and south elevations. The 2005 warehouse expansion is a second-floor metal T-shaped, one-story section visible from the rear parking lot. Visible on the tallest portion are four bays of continuous ribbons of metal-framed windows bracketed by full-height pilasters. The lower portion projects down and out slightly and is identical to the upper portion. On this elevation, the lowest projecting portion contains a solid metal entry door.

**North elevation**

When viewed from Avenue D, the north elevation slopes down to the west and consists of Factory 1 (1912) and Factory 3 (1922). On this elevation, Factory No. 1 is a four-story, twenty-four-bay brick factory built on a concrete foundation. The multiple window openings are slightly recessed and have metal-capped sills. The replacement windows in this portion are single, metal-framed casement windows. The cornice on this portion is more elaborate as compared to the front elevation; it features two rows of corbeled brick above a row of headers. The roof is capped in metal coping and similar to the other elevations, several small metal vents are located above some of the bays on the first through fourth floors. The 52,300-square foot Factory No. 3 addition is on the west end of Factory No.
Hickey-Freeman Company Building  DRAFT  Monroe County, NY

1 and is also a four-stories with twenty bays and a concrete foundation. Features in this portion are similar to Factory No. 1 except for the plain cornice.

**Boiler House**

The boiler house located near the southwest corner of the main factory. It is a rectangular, blond brick building on a concrete foundation with a flat roof and a tall radial brick chimney on the northside. All corners feature brick quoining. Windows are large multi-lights with metal framing, operable sash, and stone sills, and all are divided by plain brick pilasters. The west and east elevations have three bays, and the south elevation has four bays with a side entry in the westernmost bay that features double metal doors. The center bay is a projecting, concrete block entryway with copper coping and the letters “HF” cut out in metal above a recessed metal entrance door. A steam pipe projects out of the northernmost bay to above the roofline on this elevation.

The north elevation consists of three bays, a projecting one-story brick portion, and attached chimney. The one-story brick portion projects out from the center of the elevation and features a concrete cornice with metal coping, a central entry metal door, a small window on its east and west elevations, and a projecting metal shed roof on its east elevation. Metal pipes project out of the easternmost bay on this elevation, connecting to the 1956 addition on Factory No. 3 and the bridge between Factories No. 2 and 4.

**INTERIOR**

The interior layout of the building closely follows the exterior massing and has primary public functions located in the 1912 building and large, open manufacturing volumes located in the interconnected factory wings. The primary point of entry is located in the 1912 building, centered between Factories No. 1 and 2. There are three secondary entrances with one located in the stair tower on the south elevation of Factory No. 3 and another in the stair tower of the northwest elevation of Factory No. 4. The third entry is through a below-grade door on the west elevation of Factory No. 3, which leads to the Hickey-Freeman Factory Outlet. Other entrances are a double entry door on the east elevation of Factory No. 4 and an entry door on the west elevation of the 1956 addition of Factory No. 3. Another entry door is on the north elevation of the warehouse and shipping addition.
Except for the boiler house, all portions of the complex are interconnected through exterior bridges or interior wall openings and doors. Much of the historic fabric has been preserved throughout the complex, which includes open floor plates, wood floors, sliding steel fire doors, exposed brick walls, and corporate offices with wood-paneled wainscoting.

Primary vertical circulation throughout the building is provided by four exterior stair towers and adjacent elevators with the stair tower in Factory No. 1 located on the west wall, facing the courtyard. Factories No. 1 and 2’s stair tower and elevator are located in the courtyard between Factories No. 1 and 2, providing access to both buildings. Factory No. 3’s stair tower and elevator are located at the center of the south wall, and these are located in the west wall facing the courtyard for Factory No. 4. An additional stairwell in the southwest corner of Factory No. 1 provides circulation between the basement and the first floor. The interiors of all of these stairwells are historic and feature exposed painted brick walls, metal stairs with wood and metal railings, and concrete floors. The warehouse and shipping addition also has a staircase and elevator in the northeast corner of the building that provide vertical circulation between its two floors.

Factory No. 3 is the only portion of the building that has a finished basement, which houses an employee cafeteria, storage for merchandise, and the Hickey-Freeman Outlet store. The cafeteria is a large, open volume with two rows of wood columns in the center of the space. Features include a dropped ceiling over plaster with fluorescent lighting, non-historic wallpaper and chair rail, and linoleum flooring over concrete. Non-historic wood, glass, and metal tables, metal chairs, and wood booths are located throughout the cafeteria, and there is a bulletin board and artwork on the walls. A corridor behind the east wall of the cafeteria leads to an open storage area for merchandise. The west portion of the cafeteria houses six vending machines and a curtained chain link fence that separates the outlet store from the cafeteria. Adjacent to the vending machines on the south wall is a passenger elevator and an exit door to the four-story exterior stairwell. The exit and elevator doors are metal.

The outlet store is reached by an exterior door in the northwest corner of Factory No. 3. A short set of metal stairs with painted metal handrail provide entry into the space. The outlet is a large, open L-shaped volume with narrow, reinforced concrete columns down the middle of the store. The space
features a dropped ceiling over plaster with fluorescent lighting, painted walls, and linoleum flooring over concrete. Non-historic wood shelving, wood display tables, and racks of clothes fill the space.

On the first floor, the interior of Factory No. 3 is divided into a large open space for sewing operations, administrative offices in Factory No. 1, equipment storage in Factory No. 2, and a tunnel in Factory No. 4 that connects it to the first floor of the warehouse and shipping addition. The first floor of Factory No. 3 includes the original 1922 building and the 1956 addition. The 1922 portion of Factory No. 3 is an open volume with historic plaster-encased I-beams, wood subflooring, overhead fluorescent lighting, painted brick walls, and wood floors. Work tables have sewing machines and overhead metal racks for clothing are located throughout the space.

Connected to the southwest end of Factory No. 3 is a 1956 addition that has an open volume with exposed I-beams, low ceilings with fluorescent lighting, painted brick and concrete block walls, historic radiators, and historic wood floors. Work tables with sewing machines are set up throughout the space. A portion of the south wall of Factory No. 3 is open and is supported by seven brick columns, allowing for movement between the 1956 addition and the factory. The south wall also has the entrance to a stair tower and elevator.

From Factory No. 3, access to Factory No. 1 is through openings on every floor in the connecting wall between the two sections. The openings are supported by three brick columns. On the first floor, approximately half of the space in Factory No. 1 is organized around a double-loaded east-west corridor with offices on the north side, entry doors to mechanicals, and two stair towers on the south and west walls. All four stories of the stair towers feature replacement or historic sliding steel fire doors at entry points, presumably part of the 2005 renovation.

The east-west corridor and offices feature dropped ceilings over plaster with fluorescent lighting, wood doors, some carpeting over wood, and historic features such as painted brick and beadboard clad walls with enclosed transoms, and wood floors. Non-historic office furniture, including desks, chairs, filing cabinets, and conference room tables, occupy the office space. Non-historic double metal doors are located at the terminus of the corridor on its east end and separate it from an open space with additional offices along the north wall and cubicles along the east and south walls. Finishes in this space are similar to the offices to the west.
A double-loaded north-south corridor connects Factory No. 1 to Factories No. 2 and 4. The corridor is accessed through non-historic double metal doors on both ends and features a dropped ceiling over plaster with fluorescent lighting, partition walls, non-historic wood doors, and concrete floors. An east-west corridor runs behind the mechanicals to the north and this corridor features plaster ceilings with fluorescent lighting, painted brick walls displaying Hickey-Freeman advertisements, and linoleum flooring over concrete. The north wall of Factory No. 2 is visible here, and concrete block has been used to infill the original window openings.

Factory No. 2 is accessed through an opening to the west and is currently being used as a storage space. The first floor of Factory No. 2 is an open volume with dropped ceilings covering plaster encased I-beams and subflooring, fluorescent lighting, painted brick walls, and linoleum floors over wood. Continuing south down the corridor, a loading dock in the courtyard connects Factory No. 2 to Factory No. 4. The loading dock and a small area to the east are similar in features to the first floor of Factory No. 2. An overhead garage door and exit door are located on the west wall.

An entrance on the south wall interconnects Factory No. 2 to Factory No. 4. Upon entering the building, the first-floor entrance of Factory No. 4 opens onto a set of stairs that lead down to a short, east-west, below grade corridor. The stairs are metal with metal railings and the corridor features high ceilings with plaster encased I-beams and subflooring, fluorescent lighting, painted brick walls and wallboard, and concrete floors. An exterior stair tower on the west wall and a central east-west corridor connects Factory No. 4 to the warehouse and shipping addition. The corridor is reached through double metal doors and features a painted plaster ceiling and walls with overhead fluorescent lighting, concrete floors and concrete steps that lead down into the warehouse and shipping addition.

The warehouse and shipping addition is a large open volume with concrete-coated I-beams and subflooring, overhead fluorescent lighting, concrete columns, and concrete floors, and a mezzanine on the northwest. The mezzanine is enclosed by a painted metal railing and is open to the floor below. Both portions of the warehouse and shipping addition have numerous metal clothing racks for merchandise and boxes for shipping.
The second floor of the building’s interior is divided into executive offices in the northeast section of Factory No. 1 and large open spaces for sewing and pressing operations in Factories No. 1 through 4. All of the open floor space is similar in features to the first floor of the 1922 portion of Factory No. 3. The second floor also features a one-story bridge (1929) that interconnects Factories No. 1 and 2. The bridge has high ceilings with fluorescent lighting, painted brick and concrete walls, wood floors, and non-historic double-metal doors at both entry points.

East of the bridge, a wall separates factory space from an executive suite and an exit door leads to a corridor with non-historic wood-paneling and wood floors and provides access to a stair tower that connects Factories No. 1 and 2. This stair tower has historic sliding steel fire doors at both entry points on each floor. East of the stair tower is a historic executive suite with space organized around a double-loaded corridor with executive offices, a reception area, and conference room. General features found throughout this section are acoustic tile ceilings over plaster with fluorescent lighting, painted plaster and wallpapered walls, and carpeting over wood floors. The corridor features historic wood doors, paneled wood wainscoting with transoms, and crown molding. Office interiors retain the original partitions and paneled wood wainscoting.

Office interiors in the northern portion show 2005 renovations with space divided by cubicles and non-historic office furniture and filing cabinets. The eastern portion of Factory No. 1 contains individual executive offices, a reception area, and a large conference room that also have non-historic wood desks, chairs, conference tables, credenzas, upholstered couches, and chairs. The conference room features a historic wood ceiling, and the reception area is wood-paneled. Above the reception area is a sign with gold lettering that spells out the company motto, “Keep the Quality Up.” Opposite the reception area is the main entrance, which features a high ceiling with a historic chandelier and a set of stairs with a brass railing.

A south doorway leads from the executive offices into a north-south double-loaded corridor with dropped ceilings over plaster and fluorescent lighting, historic wood floors, and framed Hickey-Freeman advertisements. The west side of the corridor features several closets with non-historic sliding wood doors. The design department on the east side of the corridor is a long rectangular room with the same dropped ceilings and lighting as the corridor. This area contains cubicles that divide the space, half of which is filled with paper patterns hanging on metal racks. The space features two
overhead laminate cabinets, some late-twentieth-century chairs and desk, and carpet over wood floors.

The end of the north-south corridor leads directly into Factory No. 2. A three-story bridge interconnects the two factories on the second through fourth floors and features historic sliding metal fire doors at the entry points, high ceilings with fluorescent lighting, painted brick walls, and concrete floors. Factories No. 2 and 4 feature large open floor plans for sewing and pressing operations, similar to the description of the first floor of Factory No. 3. The warehouse and shipping addition is accessed by two doorways on Factory No. 4’s west wall. This addition is a small open space that features painted I-beams, overhead fluorescent lighting, metal walls, and linoleum flooring. Metal clothing racks are located throughout the space.

The entire third and fourth floors of Factory Nos. 1 through 4 encompasses the sponging and cutting operations. In addition to machinery and factory furniture relevant to each operation, each floor features open floor plates and finishes as previously described on the other factory floors. Buildings are interconnected via the internal and external stair towers, open walls, bridge, and fire doors that are the same as described on floors one and two.

Integrity

The building consists of a four-story section that was continually expanded until it reached its current E-shaped configuration in 1956. On the exterior, it retains important features such as the multiple exterior piers, recessed windows, and highlighted entrance. The historic entrance features paired narrow piers, a projecting portico with the Hickey-Freeman logo in metal, original wood doors and transom, narrow sidelights, and plaques on end piers. Windows have been replaced but the fenestration is unaltered. The interior of the building retains a great deal of historic integrity in terms of spatial divisions and original fabric, including the original partitions and wainscoting in the first floor offices, original wood flooring through the pre-1956 buildings, and original design, making it easy to visually discern the different sections for different functions. The factory retains its historic circulation, I-beams spanning from exterior load-bearing walls to create open floorplates and a completely unobstructed work floor, and breakrooms and bathrooms throughout for the comfort of the workforce. Some changes to the interior of the building were made outside the period of significance and include
the insertion of an acoustic tile ceiling in the historic offices, as well as changes to building systems (heating, sprinkler, electric, other ventilation), and office furniture. These changes do not significantly alter the historic character of these interior spaces. The last addition was a non-historic second-story addition constructed on the southwest portion of the building in 2005 that did not alter the current configuration of the historic building.
**8. Statement of Significance**

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

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

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

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

**Areas of Significance**
(Enter categories from instructions.)

- Industry
- Architecture

**Period of Significance**
1912-1964

**Significant Dates**
1912, 1922, 1929, 1946, 1956, 1964

**Significant Person**
(Complete only if Criterion B is marked above.)

- N/A

**Cultural Affiliation**

- N/A

**Architect/Builder**

- Gordon, Madden & Kaelber (1912)
- Martin, McGraw & Wiard (1956)
- John Lutgher & Sons (contractor, 1956)

**Period of Significance (justification)**
The period begins in 1912 with the initial construction of the factory at the North Clinton location. The period ends with 1964 when the Hickey-Freeman was sold to a Chicago based firm and ceased to be a locally owned manufacturing facility.

**Criteria Considerations (explanation, if necessary)**
N/A
The Hickey Freeman Company Building is significant under Criterion A in the area of industry for its prominent role in the manufacturing of high-quality, high-end men’s clothing at the facility beginning in 1912, when the company moved to its present location. Jeremiah Hickey and Jacob L. Freeman founded the Hickey-Freeman Co. in 1899 after working for a large clothing wholesaler known as Wile, Brickner, & Wile. Through their leadership, the company became the largest producer of high-quality custom-made and ready-to-wear men’s clothing, making Rochester the leader in the production of men’s clothing.¹ The company and its founders were also prominent in major labor conflicts and worked toward corporate-promoted and union-sought solutions designed to improve employee welfare. In 1964, Chicago-based Hartmarx Corporation bought Hickey-Freeman, but the company continues to manufacture suits and other menswear in the nominated building, making it the only surviving large manufacturer of men’s clothing in Rochester. The period of significance begins in 1912 with the construction of the original portion of the factory building and extends to 1964, when the company was sold to Hartmarx. The Hickey-Freeman Company Building is also a rare remaining and active factory building associated with an internationally significant manufacturer of high-end men’s clothing.

The Hickey-Freeman Company Building is also significant under Criterion C in the area of architecture as an example of a common twentieth-century industrial typology that combined a steel frame with brick walls. By the 1910s, the use of steel beams with wooden or concrete floors began to replace timber frame construction. Steel-frame buildings were more easily adaptable and allowed for features such as large windows, skylights, and monitors, providing for larger, more open, and better lit factory floors. Steel columns and beams could also be encased in poured or sprayed concrete to provide fire resistance. The factory retains many elements of American Industrial design from the early to mid-twentieth century, reflecting advances in building technology that served the company during a period of rapid urban growth and industrialization. The building retains a high degree of integrity and contributes to the nationally recognized industrial legacy of the City of Rochester. The building is the design of the prominent Rochester firm of Gordon, Madden and Kaelber, who also designed the Rundel Memorial Library (1932, NR listed 1985), the Eastman Dental Dispensary (1917, NR listed 1983), and assisted McKim, Mead and White with the design of the Eastman Theater in 1922. Despite its construction and
expansion over several periods, the factory retains an overall consistency in design and materials. The building remains an excellent example of industrial design in a city that was once known for its industrial diversification.

**Narrative Statement of Significance**

**Criterion A – Industry**

Settlement in what became the city of Rochester began in 1803, when a group of speculators led by Colonel Nathaniel Rochester purchased a one-hundred-acre plot along the west bank of the Genesee River. Attempts to establish grist and saw mills ended in failure, but Colonel Rochester recognized the potential of hydropower from the Genesee River and had the 100-acre plot surveyed in 1811. The construction of several flour mills along the Genesee River in the subsequent decades led to rapid development in Rochester. The promise of employment in the milling industry attracted laborers to the settlement, as well as others looking to participate in the new markets created by the growing village. By the end of 1820, the population of the village reached 1,502, which continued to grow with the completion of the Erie Canal in 1825. Rochester’s location along the canal made it a primary milling and shipping port in a largely agricultural region, which resulted in reduced shipping costs and access to more markets for wheat and other agricultural products. The canal also provided a cheap and convenient way to travel to the village, especially for new immigrants looking for employment. With all the growth related to the canal, Rochester was granted a city charter in 1834 when the population reached 12,252 permanent residents.²

In 1811, tailor Jehiel Barnard moved from Rome, New York, to Rochester, where he opened his tailor shop in a two-story building in the core of the village known as the Four Corners, thus inaugurating the garment industry that quickly became one of the village’s leading businesses.³ By 1848, Rochester had upwards of thirty individual clothing stores, many of them opened by newly arrived immigrants.⁴ One of

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¹ Hickey-Freeman Company Papers, D.80, Rare Books, Special Collections, and Preservation, River Campus Libraries, University of Rochester.
these immigrants was Myer Greentree from Germany who began making suits cut to standard patterns. As more immigrants arrived, he hired experienced tailors to sew his garments and he became one of the first wholesale tailors in the city. Wholesalers like Greentree had cutting rooms where cloth was cut and matched then bundled to be delivered to piece workers for assembly, many of them being women and children working from home. By 1850, it was estimated that 1,800 garment workers resided in Rochester, with several clothing shops located along Main Street and Front Street. According to the 1860 census, forty-two shops employed a total of 810 men and 745 women. The census also noted that the garment workers in Rochester earned higher wages than workers in milling, which was the largest employer at the time.

Following the Civil War, the garment industry began to shift from independent shops to wholesale factory production. Smaller shops merged to combine resources, reducing the number of small, independent shops that was further reduced by the Panic of 1873 and subsequent depression. The mergers indicated a shift from clothing being a cottage industry to a wholesale business that also saw greater mechanization and an improvement in sewing machines and cutting technology. As a result, wholesalers constructed factories for the mass production of garments and Mill Street near the river became the desired location for the clothing factories, with one of the first factories built by Stein & Adler for producing garments for boys (no longer extant). By 1880, Rochester had eighteen clothing wholesalers, mostly located on Mill Street, as the factories continued to rely on waterpower generated by the Genesee River.

In the early twentieth century, the increasing density in the Four Corners area and construction of new office buildings made new factory construction nearly impossible in downtown Rochester. As the city annexed outlying lands for expansion, newly available plots were attractive to industrialists as factories were now using electricity for power rather than be tied to the river. New factories incorporated features in their designs to comply with modern building codes, such as sanitation and fire safety. North Clinton Avenue in the city’s northeast quadrant became the location for new factories, including the 1893

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garment factory for Michaels, Stern & Co. (NR listed 1985), makers of ready-to-wear clothing.\(^8\) Locating in or near residential neighborhoods also meant a readily available workforce. Streetcar lines extended to these new neighborhoods, providing convenient and affordable transportation for factory workers.\(^9\)

In 1912, the Hickey-Freeman Clothing Company built a new, four-story factory at the intersection of Avenue D and North Clinton Avenue. The company was founded by Jeremiah Hickey and Jacob Freeman in 1899 and needed a larger, more modern factory. Hickey was born in Rochester in 1866 of Irish immigrant parents. At age nineteen, he was hired as an assistant bookkeeper by Wile, Brickner & Wile, the largest manufacturer of men’s clothing in Rochester at the time. To supplement his income, Hickey sold shoes on Saturdays and ushered in theaters. Because of his skill in selling shoes, the shoe company offered him a position as a traveling salesman. Upon hearing of the offer, Wile, Brickner & Wile offered him a position as a traveling salesman for the company with responsibility for their new territories in the Northeast and Midwest, which Hickey accepted.\(^10\)

While working at Wile, Brickner & Wile, Hickey met Jacob Freeman, a seventeen-year-old tailor, and the two became close friends. They established their own clothing business in Rochester with another friend, George A. Brayer, who was Wile, Brickner & Wile’s bookkeeper. With a combined capital of $25,000 and a fourth partner, Thomas Mahon, they incorporated in September 1899 as Hickey, Freeman, and Mahon Company for the manufacturing of men’s suits, overcoats, and topcoats.\(^11\) The goal of the new company was to produce a ready-to-wear product that would compete with custom tailoring and improve the reputation of ready-made clothing from poor quality to being on par or better than custom work.\(^12\) To accomplish this, the company manufactured garments with all the quality refinements normally reserved for expensive custom-made clothes and recruited some of the country’s finest tailors.\(^13\)

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\(^12\) Early History from “Architectural and Historical Survey of the 14621 Area, Rochester, NY, 1984, LS WuNY.
In 1901, the firm was renamed Hickey and Freeman Co. after Mahon retired. The company’s first location was in a rented store and two lofts at 84 St. Paul Street. The partners kept renting additional lofts until they occupied the entire six floors of the building. In 1902, Hickey-Freeman bought out the business of Michael Kolb and Son and moved into a larger building at 153-157 St. Paul Street. After a merger with Beckel-Baum Co., another clothing manufacturer, the Hickey-Freeman Company needed larger quarters and moved to 240-248 Paul Street.14

By 1912, Hickey-Freeman was looking for larger quarters to accommodate all operations that were seen as necessary to developing and maintaining a quality product on a large scale. It previously began a subsidiary business in September 1911 called the Shipwell Wardrobe Case Company, building shipping cases for finished garments, and secured a patent for wood cases that allowed for shipping garments on hangers to retailers. Around the same time, the Dumming Varney Co. patented a case with hinged sides, making it collapsible for storage. Shipwell made a deal with Dumming and incorporated its innovation into Hickey-Freeman’s patented cases.15 Hickey-Freeman needed a new, larger factory that allowed direct control over all operations in one factory and built a new facility on North Clinton Avenue in the northeast section of Rochester.16

Managers in the new factory would also coordinate sales. By 1913, Hickey-Freeman developed a Rochester based sales force which traveled to their sales territories with large trunks of samples. The sale force secured orders from major retailers that included J.L. Hudson Co. of Buffalo; E.J. Hickey Co. of Detroit; Marshall Field & Co. from Chicago; Kaufmann’s from Pittsburgh; George Muse Clothing Co. in Atlanta, Georgia, J.S. Halls, of Knoxville, Tennessee, and Washer Brothers in Fort Worth, Texas.17 A major break for the sale force came during World War I when American clothing manufacturers began importing fabric to meet production demands, which continued after the war.18 British and Scottish woolen mills, which sold exclusively to independent tailors, were convinced by the sales force that

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17 Brayer, A Temple of Fine Tailoring: The Hickey-Freeman Story, 11.
Hickey-Freeman could produce clothing of equal or better quality. By 1928, Hickey-Freeman's overseas dealings were so successful that it established a London office in Saville Row. That same year, sales were $9,098,792, almost one-hundred times the volume recorded in the company's first year.19

Coinciding with the growth of Hickey-Freeman, the larger workforce in the garment industry saw wages making little progress while owners reaped large profits. After decades of strife, including a 1913 Rochester demonstration where a young garment worker named Ida Braiman was shot and killed by a shop owner, labor disputes and growing national awareness of dangerous working conditions set the industry on a path toward reform that included the institution of a fifty-two-hour work week, overtime pay, guaranteed holidays, and the right to organize. A willingness to negotiate with organized labor groups such as the Amalgamated Clothing Workers of America led to fewer work stoppages and strikes and created greater stability in the relationship between laborers and employers. In Rochester, reforms resulted in a higher standard of living and greater cooperation in the industry, which stood out from garment factories in other cities as a result.20

Reacting to the news of poor wages and working conditions in Rochester, Hickey-Freeman stated that it valued employee input and formed several committees with monthly meetings to exchange ideas between workers and managers for continued improvements. On the surface, the committees seemed to foster cooperation between labor and management, but the efforts were designed to reinforce the company's motto of "Keep the Quality Up."21 In 1890, twenty-one men's clothing manufacturers in Rochester formed a Clothier's Exchange with the objective of protecting their interests against boycotts and protests from labor groups such as the Knights of Labor and the Amalgamated Clothing Workers of America.22 Hickey-Freeman was able to keep the workforce union-free until 1918 when it began collective bargaining with the Amalgamated Clothing Workers of America and signed an agreement with the union in early 1919.

The agreement stated that collective bargaining at Hickey-Freeman would be done with a national or industry-wide bargain that periodically fixed general wage levels and continued or modified the basic

19 Brayer, A Temple of Fine Tailoring: The Hickey-Freeman Story, 24-25.
21 Brayer, A Temple of Fine Tailoring: The Hickey-Freeman Story, 9, 12.
contract provisions. It also stated that local matters would be settled at a regional and plant level, which was unique to Hickey-Freeman in Rochester. Also, the agreement barred the use of direct action, whether in the form of a stoppage or a lockout and provided for impartial arbitration. At the same time, management retained full rights to maintain discipline, but such actions were prohibited from being arbitrary and unnecessary. The principle of equal division of work was also recognized and Hickey-Freeman operated as an open shop where new employees were given the choice of joining the union. Due to harassment, the union introduced the concept of the closed shop, where the company agreed to hire union workers from the Clothier’s Exchange. Although Hickey-Freeman agreed with this clause, it did not go into the contract until the late 1920s.

Despite progress made on the labor front, employment in the garment industry declined due to increase mergers and the introduction of new labor-saving machinery. Throughout the 1920s, the number of independent firms in the city fell from 137 to thirty-nine, and the Great Depression reduced that number by half. The consolidation resulted in a market dominated by a group of large manufacturers, all with ties to Rochester. Dubbed the “Big Five,” the firms were Fashion Park and Michaels, Stern & Co., established before the Civil War and Hickey-Freeman and Bond Clothes, both having their start in the late nineteenth and early twentieth centuries. The last was a group of three Rochester companies who merged in 1920 and began operating under the name Timely Clothes, following the wide success of their clothing label.

By 1932, business for Hickey-Freeman declined dramatically as prices dropped nearly 40 percent as retailers put pressure on the company to reduce prices. Hickey-Freeman took steps to bring expenses down as much as possible but refused to lower them to the point where it meant lower quality, a common practice used by other clothing manufacturers. In doing so, the company was able to rebound from its sharpest inventory losses in 1931 and 1932. Hickey-Freeman also devised a plan that would

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26 Fashion Park, Inc. Collection, D.222, Rare Books, Special Collections, and Preservation, River Campus Libraries, University of Rochester; Keller, Heumann and Thompson, Inc. records, D.75, Rare Books, Special Collections, and Preservation, River Campus Libraries, University of Rochester; Bond Clothing Stores, Inc. Papers, D.222, Rare Books, Special Collections, and Preservation, River Campus Libraries, University of Rochester.
reduce costs while retaining quality and met with the union to plan for rate cuts considered to be fair for the workers. The company’s efforts to rein in costs while maintaining quality made Hickey-Freeman the top producer of quality clothing by the end of the Depression.²⁸

World War II presented additional challenges as well as opportunities for Hickey-Freeman. Materials were in short supply and Hickey-Freeman was concerned about retaining relationships with its dealers. The company developed a program of equitable distribution among its dealers and declined to take on new clients during the war. Sales quotas were created for each retailer, based on the retailer’s average yearly purchase over a two-year period. Clothing continued to be priced to give the retailer a pre-war markup, a practice which differed greatly from other clothing companies during wartime.²⁹ Part of this practice was working with retailers to lower the price of officer’s uniforms, which countered the decline in civilian clothing sales by increasing the sales of uniforms. ³⁰

By 1945, Hickey-Freeman’s workforce declined 25 percent as a result of the war. After V-E day, the company began to make plans to meet the post-war demand and set up a training school in the factory for returning servicemen to instruct them in tailoring.³¹ The economic boom of the postwar years boosted demand for menswear, benefiting labor and ownership alike. Workforce participation reached pre-Depression levels and increased sales pushed wages to new heights even as machines accounted for more aspects of manufacturing.³²

Replacing and hiring skilled employees that became problematic in the 1950s was somewhat alleviated by the Displaced Persons Act of 1948. Essentially, the act assisted in the resettlement of thousands of European civilian war refugees, and Hickey-Freeman worked with various religious groups to find and hire refugees with tailoring experience.³³ The McCarran-Walter Act of 1952 also presented hiring opportunities for Hickey-Freeman, as preference was given to individuals who had either special skills or families already in residence in the United States. Hickey-Freeman was able to recruit highly skilled

³⁰ Hosmer, “The Hickey-Freeman Story,” Landmark Society of Western New York, 4-5.
Italian tailors who filled an important gap as their skills were needed to add flexibility to the workforce. Over a ten-year period, Hickey-Freeman added more than 700 employees, and by 1958, the company had approximately 1,606 employees.  

With the post-war demand and workforce expansion, Hickey-Freeman once again needed to expand and looked outside of Rochester. Working with the union, tailoring staff, labor, and management, Hickey-Freeman began to research several towns within thirty miles of the city to set up hand-needle shops that could accommodate approximately fifty employees, supplementing the Rochester factory workforce. Albion and Mt. Morris were the first two towns selected for the shops, with additional shops opened in Hornell, Buffalo, East Rochester, and LeRoy. As demand for clothing continued to grow, more workers were needed, and Hickey-Freeman’s ability to foresee and plan for growth greatly benefitted the company and its customers. 

Following the postwar economic boom, industry began to decline in the northeast in the second half of the twentieth century, and that included the garment industry in Rochester. The rising cost of labor in the region strained budgets, and companies began looking to less expensive labor markets in the American South. Changes in taste in the 1960s and 1970s also shifted demand away from tailored clothes, which became less popular after the rise of ready-to-wear suits and new production techniques. The same period saw an economic recession, high unemployment and rising inflation, which also affected demand. These challenges, combined in many cases with aging or unresponsive leadership, put pressure on garment companies in Rochester, and the city’s once-thriving men’s clothing industry began to decline. In 1964, Hickey-Freeman merged with the Chicago firm of Hart, Shaffner & Marx (Hartmarx Corporation), ending sixty-five years of local ownership. Despite the change, the company remained in Rochester as an autonomous unit of the Hartmarx Corporation, retaining Rochester management and production, as well as the high-end Hickey-Freeman label.

In the 1970s, the garment industry reached a breaking point. The decline in profits led to the closure of four of the Big Five companies with Fashion Park being the first, closing in 1970, followed by Timely in

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36 Michaels-Stern Co. papers, D.117, Rare Books, Special Collections, and Preservation, River Campus Libraries, University of Rochester.
1973, Michaels, Stern & Co. in 1977, and Bond Clothes in 1979. The loss of these companies brought with it a devastating reduction in factory labor in Rochester. While the scale of production in Rochester was substantially reduced, some tailors went on to form small businesses. By the end of the decade, Hickey-Freeman was the sole survivor of the Big Five operating in the city.37 Both Hickey-Freeman remained in operation and the smaller businesses continue to provide clothing and employment opportunities in Rochester but at a much reduced scale than in the past.38

In 2009, the Hartmarx Corporation went into bankruptcy.39 In 2009, a British private equity firm known as Emerisque Brands and SKNL, an Indian clothing manufacturer, purchased Hartmarx’s assets. The two companies formed HMX Corporation, which became responsible for running Hickey-Freeman as well as Hartmarx’s other related companies. Joseph Abboud was installed as president and CEO. Abboud is one of the best-known names in men’s fashion. HMX revitalized the Hickey-Freeman brand by expanding the line to include dress furnishings, accessories, bags, belts, and sportswear, making it a American men’s luxury collection.40 By 2012, HMX filed for bankruptcy and, months later, Authentic Brands Group LLC bought Hickey-Freeman and turned operations over to W Diamond Group Corp, a private company created by HMX.41 In 2016, Samuelsohn, a premium menswear brand based in Montreal, acquired all of Hickey-Freeman’s tangible assets from W Diamond Group and entered into a forty-year license agreement for Hickey-Freeman with brand owner Authentic Brands Group.42 At present, Hickey-Freeman production takes place in both the Rochester and Montreal plants. 43

**Criterion C - Architecture**

37 Fashion Park, Inc. Collection, D.222, Rare Books, Special Collections, and Preservation, River Campus Libraries, University of Rochester; Keller, Heumann and Thompson, Inc. records, D.75, Rare Books, Special Collections, and Preservation, River Campus Libraries, University of Rochester; Michaels-Stern Co. papers, D.117, Rare Books, Special Collections, and Preservation, River Campus Libraries, University of Rochester; Bond Clothing Stores, Inc. Papers, D.222, Rare Books, Special Collections, and Preservation, River Campus Libraries, University of Rochester.


When Hickey-Freeman needed a newer, larger building in 1912, the company looked to steel-frame construction to provide the stability and strength to withstand the continuous jolting of machinery and equipment without fracturing. Steel-frame construction revolutionized industrial design when it was introduced in the 1890s, as steel was stronger and easier to fabricate than cast and wrought iron. As access to timber became more limited, by the 1910s, the use of steel beams with wooden or concrete floors began to replace timber construction. Steel-frame buildings were more easily adaptable to the design and were less obstructive to features such as large windows, skylights, and monitors. Steel became the preferred material, and building forms and sizes were only limited by cost of fabrication. Steel columns and beams could also be encased in poured or sprayed concrete to provide fire resistance.44

Hickey-Freeman decided to build its own factory after leasing space and purchased a property at 1155 North Clinton Avenue from the Monroe Brewing Company for $7,500 in cash and 250 shares of the company’s common stock. The new location was chosen after a preliminary study found that a majority of the current workers lived within walking distance of the North Clinton Avenue property. Rochester architects Edwin Gordon, William Madden, and William G. Kaelber drew up the plans for the four-story, 77,200-square foot building. The architects were already noted for their innovative architecture and the new building was praised for its vast number of windows and brick piers. The windows were needed for additional illumination for finishing work that was largely done by hand.

The architectural firm of Gordon, Madden & Kaelber was established in 1911, with principal partners being Edwin S. Gordon, William, V. Madden, and William G. Kaelber, all of them Rochester natives and trained at the Mechanics Institute, now known as the Rochester Institute of Technology. Gordon and Madden met while working at the architectural office of J. Foster Warner, one of the leading architects in the city of Rochester and formed a partnership in 1902. They hired sixteen-year-old William Kaelber as a draftsman. After nine years in the firm, Kaelber was made a full partner and the name of the company was changed to Gordon, Madden & Kaelber. Important Rochester buildings by the group included the Eastman Theatre and School of Music in 1922, the 1911 Church of Saints Peter and Paul and its 1912 school (NR listed 2012), the Eastman Dental Dispensary in 1917 (NR listed 1983), and the 1911 Church of the Blessed Sacrament (NR listed 2020.) Additionally, the firm assisted other architects on several

Rochester projects, and Gordon was the architect of all Rochester public primary and high school buildings between 1912 and 1924.45

The official opening of the new building was on January 29, 1912, followed by a reception and formal banquet. More than 220 dignitaries attended, including Rochester Mayor Hiram H. Edgerton, Rochester Chamber of Commerce President H. Morgan, State Commissioner Of Labor John Williams, the Honorable J.S. Whalen, and the Rt. Reverend Thomas Hickey, Roman Catholic Bishop of Rochester and brother of Jeremiah Hickey. The new factory was praised for its light and wholesome, sanitary conditions, pleasant surroundings, and employee cafeteria.46 A newspaper article provided a description of the new building:


Each floor in each wing is 192 by 44 feet without a post or obstruction, a building feat never before accomplished. Five hundred tons of steel girders, one million bricks, and twenty-seven thousand feet of glass give the necessary strength and light. Heavy concrete foundation, brick, and steel for the four stories, fireproof, with every modern improvement for making perfect clothing and for giving perfect comfort to their artisan tailors. Each floor is equipped with vacuum cleaners. No dust, lint, or dirt remains in the workrooms. In the basement will be maintained a splendid “Welfare Department” provided with reading rooms, dining rooms, restrooms and the like.47

For the first time, all of Hickey-Freeman’s employees were under one roof. Shops and functions were allocated in the following configuration:

**Fourth floor:** Trimming Room, Piece Goods, Assembly Room, Production Office, Designers, Pattern Cutters, Special Orders  
**Third floor:** Coat Production Shop, Custom Shop  
**Second floor:** Finished Stock Room, Main Offices  
**First floor:** Shipping, Receiving, Sponging, Women’s Locker Room, Machine and Carpenter Shop48

Production began on the third floor with a technique called “sponging.” Before any fabric was cut, it was unrolled, fed through tubs of water, and allowed to air dry. This sponging process ensured that the finished products would not shrink when cleaned. The sponged fabric would then travel to the fourth floor, where the cutting operations are located. Originally, employees used hand-cut patterns to layout pieces that were laid out on the fabric to limit waste. Pieces were then machine sewn and seams pressed open. Buttonholes were hand-sewn and attached by long strands of silk thread. Handmade buttonholes and buttons were two Hickey-Freeman trademarks.49

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47 “Hickey-Freeman Clothing for Sale at Greatly Reduced Prices,” *Democrat & Chronicle*, November 24, 1911.  
Hickey-Freeman continued to expand and needed more room to accommodate growth. In 1919, the Monroe Brewery deeded a plot of 54,000 square feet to Hickey-Freeman; the plot consisted of the land between Hickey-Freeman and the Monroe Brewery which was located to the southeast of the clothing factory on the same block. The next year, Hickey-Freeman purchased the lot for $8,000 and made plans for the second addition to the factory. The addition was completed in October 1922 and consisted of a new 58 by 160 foot, four-story addition to the western end of the original building. Including the stairs, bathrooms, elevator well, and kitchen wing, 52,300 square feet of new space was added to the 77,200-square foot building. The addition contained newly designed sewing tables and an updated system of overhead lighting. The stairs and elevator were located in a fireproof wing and heating pipe coils throughout the factory were replaced with radiators. Aisles were also widened to provide more elbow room, particularly for hand sewing.\textsuperscript{50} The new addition formally opened on October 14, 1922 and was

\textsuperscript{50} Brayer, A Temple of Fine Tailoring: The Hickey-Freeman Story, 14.
celebrated with an informal reception; approximately 1,500 people attended. Workers from the various shops presented beautiful floral arrangements to the firm. 51

The addition was sited facing Clinton Avenue, approximately doubling the frontage of the building. The architecture followed the same general plan and consisted of four stories on the front end of the building and three stories on the rear. The front addition was directly joined to the existing factory and the rear was connected by a multi-story bridge. The new construction eliminated all posts, and the addition of large steel sash windows gave approximately 30 percent more window space than in the existing factory, resulting in a “daylight factory of the most modern type.” 52

On the interior, the new addition was completely devoted to the expansion of shops and the creation of additional production facilities. Individual shops were not expanded in size beyond a certain point; therefore, additional shops were created as needed. By following this process, each shop was set up as a small individual unit within the organization that could be closely supervised and controlled, ensuring

51 Brayer, A Temple of Fine Tailoring: The Hickey-Freeman Story, 15.
52 “Hickey-Freeman Will Start Tomorrow on Unit to Give 60,000 Square Feet on Site of Brewery,” Democrat & Chronicle.
the highest quality. Seeing the need to build bench strength, three junior members of the organization
were elected as directors at this time, fortifying the board for current and future growth of
the organization. The new directors were Walter B.D. Hickey (son of Jeremiah), Morton J. Baum (son of
Emmett Baum), and James K. Garr.  

With the completion of the new addition, functions and shops were reallocated in the following
configuration to suit the space:

- **Fourth floor**: Cutting Room
- **Third floor**: Coat Production Shop, Finished Stock Room
- **Second floor**: Overcoat Production Shop, Main Offices
- **First floor**: Pant and Vest Shops
- **Basement**: Dining Room, Employment Office, Hospital, Men's Locker Room

The building was expanded again in 1929, but more research needs to be done to discover the
architects for the 1922 and 1929 expansions; however, the additions were compatible with the design of
the original 1912 factory. The 1912 and 1922 portions of Hickey-Freeman were steel-framed
construction with open floorplates, wood floors, steel I-beams, and steel columns set into brick pilasters
and piers. Multiple tall individual window openings provided natural light for the interior. The 1929
addition was of reinforced concrete and steel-framed construction that nearly doubled the amount of
wall space that could be devoted to window openings. It also featured floorplates without columns and I-
beams spanning the interior to create a completely unobstructed work floor. Large, continuous windows
filled a grid established by vertical piers and horizontal wood floors, creating a window wall on each
floor.  

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53 “Hickey-Freeman Will Start Tomorrow on Unit to Give 60,000 Square Feet on Site of Brewery,” Democrat & Chronicle.

The addition of 700 employees required further expansion of the Hickey-Freeman factory in Rochester. In 1956, the company constructed two additions to the main plant at a cost of $353,000. One of the additions was a one-story reinforced concrete extension on the southwest corner of the building that was 120 by 144 feet, adding 17,289 square feet of floor space. The other addition, located on the northwest corner of the building, was a steel and brick extension of the shop where the company tailored trousers and slacks, adding 3,500 square feet to the facilities. Martin, McGraw, and Wiard, architects for the additions, designed plans for both buildings that would allow for the construction of three additional stories in the future if needed. The general contractor for the project was John Luther & Sons. This expansion was in the rear of the building but still used brick on the exterior to blend in with the rest of the building.

The firm Martin, McGraw, and Wiard was the architect for the 1956 expansion of the factory.57 Established in 1944, the partners of the firm were Henry A. Martin, Robert F. McGraw, and Walter Vars Wiard. McGraw received his architectural degree from Cornell University and Wiard received his degree from the University of Rochester; no information could be found on Martin’s educational background.58 Before the founding of the firm, Wiard and Martin had both worked for C. Storrs Barrow in the 1920s and formed the firm of Wiard & Martin in 1930.59 After graduating from Cornell in 1933, McGraw worked for the architectural firms of C. Storrs Barrow, Carl Ade, Joseph P. Flynn, and Douglas McBean.60 In 1944, McGraw formed a partnership with Martin and Wiard, and the firm’s name was changed to Martin, McGraw & Wiard.61 Important buildings by the group include the First Baptist Church (extant) in Brighton, the Hall of Justice building (extant) at the Civic Center in Rochester, Christ the King church, school and hall (extant) in Irondequoit, and St. Pius Church in Chili (extant).62 The firm was in existence until 1958, the year of Martin’s death. McGraw had died the previous year and Wiard went on to form his own practice in Rochester.63

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Fashion Park, Inc. Collection, D.222, Rare Books, Special Collections, and Preservation, River Campus Libraries, University of Rochester.


“Hickey-Freeman Clothing for Sale at Greatly Reduced Prices.” Democrat & Chronicle, November 24, 1911.

Hickey-Freeman Company Collection, Landmark Society of Western New York, Hickey-Freeman Company Papers, Special Collections, and Preservation, River Campus Libraries, University of Rochester.


“Hickey-Freeman Will Start Tomorrow on Unit to Give 60,000 Square Feet on Site of Brewery.” Democrat & Chronicle, September 29, 1929.

Hosmer, Howard C. “The Hickey-Freeman Story.” ca. 1974. From the archives of LSWNY.


Keller, Heumann and Thompson, Inc. records, D.75, Rare Books, Special Collections, and Preservation, River Campus Libraries, University of Rochester.


“Margaret Baum, leader in women's issues.” Brighton-Pittsford Post, March 1, 1989.


Hickey-Freeman Company Building DRAFT       Monroe County, NY

Name of Property                        County and State


Michaels-Stern Co. papers, D.117, Rare Books, Special Collections, and Preservation, River Campus Libraries, University of Rochester.


“New Dispensary is in Readiness for Dedication.” *Democrat & Chronicle*, May 6, 1917.


“Sod Turning Due in Month by Christ the King Parish.” *Democrat & Chronicle*, January 20, 1956.


Hickey-Freeman Company Building  DRAFT  Monroe County, NY
Name of Property  County and State

Previous documentation on file (NPS):
- X preliminary determination of individual listing (36 CFR 67 has been requested) NPS # 43568
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #
- recorded by Historic American Landscape Survey #

Primary location of additional data:
- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- X Other

Name of repository: Preservation Studios LLC

Historic Resources Survey Number (if assigned):

10. Geographical Data

Acreage of Property  6/10 acres
(Do not include previously listed resource acreage.)

UTM References
(Place additional UTM references on a continuation sheet.)

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</table>

Verbal Boundary Description  (Describe the boundaries of the property.)

The boundary is indicated by a heavy line on the enclosed map with scale.

Boundary Justification  (Explain why the boundaries were selected.)

The property includes the entire parcel under current ownership and includes the nominated Hickey-Freeman Company Building at 1155 N. Clinton Avenue, Rochester, New York. The boundary encompasses the original 1912 parcel of the Hickey-Freeman Company and all subsequent expansions, including the parcels at 24 Morrill St & 313 Avenue D.

11. Form Prepared By

name/title  Karen A. Kennedy, Director of Architectural History & Joseph Duggan, Associate Architectural Historian
organization  Preservation Studios LLC  date  May 2022
street & number  170 Florida Street  telephone  716-725-6410
city or town  Buffalo  state  NY  zip code  14208
e-mail  kkennedy@preservationstudios.com

Contact Virginia Bartos: NYSHPO
**Additional Documentation**

Submit the following items with the completed form:

- **Maps:** A USGS map (7.5 or 15 minute series) indicating the property’s location.

  A Sketch map for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets**

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

**Photographs:**

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

**Name of Property:** Hickey-Freeman Company Building

**City or Vicinity:** Rochester

**County:** Monroe  **State:** New York

**Photographer:** Preservation Studios LLC

**Date Photographed:** April 2022

**Description of Photograph(s) and number:**

0001 of 0013: Hickey-Freeman Company Building viewed looking southwest from North Clinton Avenue & Avenue D.
0002 of 0013: North elevation of building looking west along Avenue D (Factories No. 1 & 3).
0003 of 0013: West end of Factory No. 3 and portion of 1956 addition
0004 of 0013: South elevation of building looking northwest from North Clinton Avenue.
0005 of 0013: View looking northeast at Factory No. 3 showing 1956 addition and stair tower.
0006 of 0013: North and east elevations of free-standing 1946 boiler house.
0007 of 0013: Interior view of factory floor.
0008 of 0013: Interior view of shipping and warehouse addition.
0009 of 0013: Interior view of historic lobby in 1912 building.
0010 of 0013: Interior view of sewing area.
0011 of 0013: Interior view of finishing area.
0012 of 0013: Interior view of fabric storage/cutting area.
0013 of 0013: Interior view of cutting area.

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.
Hickey-Freeman Company Building     DRAFT
Name of Property  Monroe County, NY
County and State
Hickey-Freeman Company Building   DRAFT
Name of Property

Monroe County, NY
County and State
Hickey-Freeman Company Building
City of Rochester, Monroe County, New York

1155 North Clinton Avenue,
24 Morrill Street & 313 Avenue D
Rochester, NY 14621
Hickey-Freeman Company Building
City of Rochester, Monroe County, New York

1155 North Clinton Avenue,
24 Morrill Street & 313 Avenue D
Rochester, NY 14621

Area: 6.10 ac

Coordinate System:
NAD 1983 UTM Zone 18N
Coordinate Units: Meter
Orthoimagery Year: 2020

Nomination Boundary
Hickey-Freeman Company Building
City of Rochester, Monroe County, New York

1155 North Clinton Avenue, 24 Morrill Street & 313 Avenue D
Rochester, NY 14621

Area: 6.10 ac

Coordinate System:
NAD 1983 UTM Zone 18N
Coordinate Units: Meter
Parcel Year: 2021
Hickey-Freeman Company Building  DRAFT
Name of Property

Hickey-Freeman Company property

Hickey-Freeman Company property

0001
Hickey-Freeman Company Building

Name of Property

Monroe County, NY

County and State
Hickey-Freeman Company Building   DRAFT

Monroe County, NY

Name of Property

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Hickey-Freeman Company Building  DRAFT

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Monroe County, NY

County and State