

United States Department of the Interior  
National Park Service

DRAFT

# National Register of Historic Places 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 Wimbledon Road Historic District

other names/site number N/A

name of related multiple property listing N/A

## Location

street & number 201-300 Wimbledon Road

N/A	not for publication
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city or town Rochester

XX	vicinity
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state New York code NY county Monroe code 055 zip code 14617

## 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 \_\_\_\_\_

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**5. Classification**

**Ownership of Property**  
(Check as many boxes as apply.)

**Category of Property**  
(Check only **one** box.)

**Number of Resources within Property**  
(Do not include previously listed resources in the count.)

- private
- public - Local
- public - State
- public - Federal

- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
54	6	buildings
0	0	sites
0	1	structures
0	0	objects
54	7	<b>Total</b>

**Name of related multiple property listing**  
(Enter "N/A" if property is not part of a multiple property listing)

**Number of contributing resources previously listed in the National Register**

N/A

2

**6. Function or Use**

**Historic Functions**  
(Enter categories from instructions.)

DOMESTIC/residence  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Current Functions**  
(Enter categories from instructions.)

DOMESTIC/residence  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**7. Description**

**Architectural Classification**  
(Enter categories from instructions.)

LATE 19<sup>TH</sup> AND 20<sup>TH</sup> CENTURY  
\_\_\_\_\_  
**REVIVALS/MOVEMENTS:**  
Tudor Revival, Colonial Revival, Craftsman  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Materials**  
(Enter categories from instructions.)

foundation: brick, concrete  
\_\_\_\_\_  
walls: wood, brick, stucco, aluminum, vinyl  
\_\_\_\_\_  
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**

Located within the Town of Irondequoit, the Wimbledon Road Historic District is in Monroe County in New York State. The nominated district consists of one block of Wimbledon Road between North Clinton and Seneca Avenues and is comprised of thirty contiguous contributing single-family residences and twenty-four contributing detached garages, six non-contributing detached garages and one non-contributing/non-historic gazebo. (One residence and garage at 288 Wimbledon was listed in 2015 and was not counted.) The street was built as a planned development between 1927 and 1929 that utilized a system of modular customization resulting in a repetition of styles with no two houses being exactly the same. All of the residences within the district were built in the domestic Colonial Revival and Tudor Revival styles by local builder/designer Fred P. Tosch. All houses share nearly identical footprints and spatial layouts with limited variations that include differences in exterior cladding, location of living room hearth and chimney, configuration of vestibule and stair hall, and the inclusion or omission of a side porch. Other variations include Dutch gable end facades, variations in roof forms, dormers and eye-brow windows, entry placements, and the location of exterior chimneys. All entrances have single bay porches with either arched, half-timbered, or raking cornices in the pediments. The rhythm of the street is a pattern of one or two Colonial Revivals next to one or two Tudor Revival buildings. For all properties, driveways are along the east and garages are located at the end of the drive at the edge of the property. All houses share similar setbacks and large front lawns. Paved sidewalks separate the lawn from a tree lawn, some with mature trees. Changes within the district are limited to the application of vinyl or aluminum siding, and in some houses, replacement doors and/or windows. When viewed as a whole, the nominated district retains integrity in terms of form/design, location, setting, feeling, and association.

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### **Narrative Description**

The Wimbledon Road Historic District is located within the Town of Irondequoit in the northeast portion of Monroe County in the Finger Lakes region of New York State. The town is bound by Lake Ontario to the north, Irondequoit Bay to the east, the Genesee River to the west, and the city of Rochester and town of Brighton to the south. The nominated district is in the southwest quadrant of

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the town near Seneca Park and is limited to a single block of Wimbledon Road between North Clinton and Seneca Avenues. The district is comprised of thirty-one contiguous lots with thirty contributing primary buildings that are all single-family residences. See Figure 1. Properties include twenty-four contributing secondary buildings and nine non-contributing secondary buildings, all detached garages. The nominated district also includes the property at 288 Wimbledon Road that was listed on the National Register in 2015 (photo 0002).

All of the residences within the district were built between 1927 and 1929 exclusively by regionally prominent builder/designer Fred P. Tosch as a planned development. They utilize a system of modular customization that results in no two houses being exactly the same, but all houses share a nearly identical exterior footprints and spatial layouts with a limited set of modification options, including exterior cladding style, location of living room hearth and chimney, configuration of vestibule and stair hall, and inclusion/omission of side porch with the sole exception to this rule being 235 Wimbledon Road. The district was developed by Tosch on a portion of a larger 115 acre Rogers Estates Subdivision established by General Realty Service Inc. in 1926.

### **Location and Setting**

The Wimbledon Road Historic District is in an area characterized by a broad array of mostly single-family housing built during the 1920s through the 1960s in various sub-division developments on former agricultural land and their associated nineteenth century farmhouses. The larger neighborhood that the proposed district is within possesses a distinct urban feel characterized by a regular orthogonal street grid served by public transit lines along the primary north-south arterial roads of Saint Paul Boulevard and North Clinton Avenue. Other features are dense regularly spaced building lots, public sidewalks, and mature tree canopies.

Wimbledon Road runs approximately three-quarters of a mile eastward from St. Paul Boulevard toward Hudson Avenue, terminating at Rosemont Drive. The majority of the street was laid out in the late 1920s as part of the Rogers Estates subdivision by General Realty Service Inc. Rogers Estates is a 115-acre subdivision named after Hosea Rogers, an early prominent citizen of the Town of Irondequoit. The subdivision originally comprised 546 building lots arranged along six east-west streets bisected by the existing north-south roads of St. Paul Boulevard, North Clinton Avenue, and

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Seneca Avenue. General Realty Service purchased the property from the Rogers family in 1925.<sup>1</sup> They officially opened it for construction of new homes the following year.<sup>2</sup>

The block of Wimbledon Road between North Clinton and Seneca Avenues possess a distinct and cohesive architectural character in comparison to the surrounding streets due to its nearly comprehensive development from 1927-1929 by Fred P. Tosch. Of the thirty-four residences present on this block, a contiguous group of thirty-one were designed and built by Tosch and his company during this short period of time and all share a consistent setback of 30 feet from the public sidewalk, nearly identical lot sizes of 48.5 or 52.5 feet by 118 feet, and common site orientation with entry doors and driveways arranged along the east property line of each parcel.

Overall, topography along the road is generally flat, with a gradual rise from street level to grade at the house foundations. Where still present, most properties also feature identical concrete walks aligned with the residence's front door with a secondary walk wrapping along the east elevation to the side entry of the residence. (photo 0014) Although lost to storm damage and preventative removal within the past 10-15 years, the block's mature street tree canopy still contains several silver maples in the 10-foot-wide tree lawns along with Medina sandstone curbing and driveway aprons on either side of the street. This further distinguishes it from the incremental development of the surrounding neighborhood. Concrete streetlamps with harp luminaires once lined the street but were removed at an unknown date. The three homes present at the terminal corners are excluded from the nomination as they post-date the period of construction.

All of the residences within the district were designed and constructed by Fred P. Tosch in modest adaptations of architectural styles popular during the 1920s including Tudor Revival, Colonial Revival, and Dutch Colonial Revival. The majority of the residences are remarkably similar in their massing and plan form, with twenty-seven sharing the same two-and-one-half story height and rear-facing L plan, often with shallow single story square bays extending beyond the primary footprint to the west and rear for the dining room and kitchen respectively. Roof forms are typically an asymmetrical front gable or a side gable, with frequent embellishment of a front facing cross gable or false side-gambrel. (photo 0005) All residences are constructed with concrete block foundations clad in brick, balloon-

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<sup>1</sup> "Hosea Rogers Estate, Purchased for Realty Development, One of Early Homestead Locations in This Vicinity," *Democrat and Chronicle*, April 5, 1925, c1.

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framed wood walls typically clad in wood shingles with half-timber and stucco panels on Tudor Revivals, brick chimneys, and, originally, wood shingle roofs. (photo 0006) The facades of the residences are the most stylistically distinct and are nearly unique to each residence, with the side and rear elevations being largely identical, as a product of Tosch's method of "modular customization."

All properties within the district have detached garages, also constructed by Tosch except for #233. All garages were sited at the rear east corner of each lot; twenty-seven were built as square two-bay structures, and those at #242, #250, and #259 were built as one-and-one-half bay structures, every garage had either a front or side gable roof. All garages were constructed with a concrete slab foundation and wood framed walls clad in cove wood clapboards, and roofs originally clad in wood shingles.

## **Integrity**

The period of significance of the Wimbledon Road Historic District is from 1927 to 1930, covering the initial period of construction for all primary residences and secondary buildings (garages) in the district. All primary buildings are contributing, including on previously listed residence at #288. Resources considered non-contributing were garages that were significantly altered or constructed after 1930. The regular rhythm, scale, setback, and design features of the houses establish a clearly distinct character to the block of Wimbledon Road between North Clinton and Seneca Avenues. Three of the four corner lots were not developed by Tosch and are omitted from the district boundary, creating a fully contiguous district.

The district retains a high degree of integrity of location, design, setting, feeling, and association. Several houses within the district have replacement of original windows, and installation of modern siding; however, in nearly all cases, these changes do not alter the original size and configuration of the fenestration or composition of the façade. Several houses within the district have also been expanded through the construction of additions outside the period of significance. Nearly all additions are modest single-story expansions placed on the rear elevation of the houses, and do not affect the public viewshed and experience of the historic streetscape. Alterations to garages typically incorporate replacement of the original hinged doors with non-historic overhead doors and/or

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<sup>2</sup> "General Realty Service to Open Rogers Estates Tract Formally To-day," *Democrat and Chronicle*, Aug 15, 1926.

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combination of the two individual vehicular bays into a single double-width overhead door. All garages remaining from the period of significance and retain enough integrity to be considered contributing secondary buildings.

## **Methodology**

Information about the buildings within the nominated district was gathered from several sources, including online newspaper and periodical archives, the archives of the Local History and Genealogy Division of the Rochester Public Library, and records from the Town of Irondequoit Assessors Office and Monroe County Clerk. The gathered research included period newspaper and magazine articles pertaining to the Wimbledon Road development and its associated personages, historic plat and Sanborn Insurance maps, detailed field assessment forms documenting past building permits, and source deed information regarding original subdivision restrictions.

The following criteria were used to evaluate contributing/noncontributing status of buildings in the district:

- **Date:** The building must have been present during the period of significance (1927-1930). Buildings constructed after the end of the period of significance are noncontributing.
- **Location:** The building must be in its original location, or must have been moved to its present site during the period of significance.

In addition, a building must retain enough integrity of design, workmanship, materials, and feeling to convey its historic appearance and significance in the context of the district. Buildings that have more than two changes defined as "major" in the four categories listed below are considered to have lost substantial integrity and are counted as non-contributing. It should be noted that no buildings within the district were found to be non-contributing.

### Form:

- **No loss of integrity:** Original roofline and massing are intact, without visible additions to the front or sides.
- **Minor loss of integrity:** Side additions that are secondary to the original building; rear additions visible from the front are also considered minor alterations if the original massing and roofline remains visible.
- **Major loss of integrity:** Front addition; or side addition that is not compatible with or secondary to the original building; or rear addition that overwhelms the original form.

### Exterior cladding:

- **No loss of integrity:** Retains original siding.

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- Minor loss of integrity: Replacement siding appears to have been installed without removing original siding or trim (and is therefore reversible), and/or is reasonably similar to original/traditional dimensions and character (e.g. new wood shingle siding or aluminum or vinyl over clapboard).
- Major loss of integrity: Replacement siding is substantially different from traditional/historic siding and/or results in loss of original details and/or proportions.

Porch:

- No loss of integrity: Porch remains open with original or similar columns and balustrade; or porch was enclosed or removed during the period of significance.
- Minor loss of integrity: Replacement or absence of historic columns and/or balustrade; or porch was enclosed but retains evidence of original proportions and features.
- Major loss of integrity: Porch removal significantly alters proportions of house; or porch has been enclosed and original proportions of openings are not evident.

Trim:

- No loss of integrity: Most or all original exterior trim is present.
- Minor loss of integrity: Some exterior trim has been covered or removed.
- Major loss of integrity: Most or all original exterior trim is missing or has been replaced with modern details that do not resemble the original features.

Fenestration:

- No loss of integrity: Original window sash remain in original openings; or sash was replaced without altering original openings, and new sash match the type and muntin configuration of historic sash.
- Minor loss of integrity: Window sash are replaced with a minor change in size of openings, so that original fenestration remains evident; or replacement sash do not match the muntin configuration of historic sash (e.g. 6/1 double-hung sash replaced with 1/1 double-hung sash).
- Major loss of integrity: Window openings have been significantly altered in size and/or shape to accommodate new sash; and/or new windows are of a different type (e.g. casement or picture window replacing double-hung); and/or window openings have been enclosed without retaining evidence of the original opening. An isolated instance of this type of alteration, like the installation of a multi-light picture window at the first floor oriel or on a building's side rather than front, may not constitute a major loss of integrity.



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## Resource List

This list is organized in numerical order with the odd-numbered side of the street followed by the even-numbered side of the street. The addresses numbers ascend from west to east. Each building address is the legal address of the parcel as it appears in tax rolls. Wimbledon Road runs a nearly true east/west axis, and so, cardinal directions are utilized for clarity in orientation. East and west elevations are included in descriptions as these are visible from the street.

### South Side (Odd)

#### **201 Wimbledon Road, 1927**

##### **One contributing primary building and one contributing secondary building.**

Two-and-one-half story Tudor Revival style wood-frame with vinyl siding residence with cross-gable roof, and single-story rear addition. Asymmetrical with a stepped brick chimney near center; first story has entry door beneath false gable, broad single window and pair of windows flanking and a trio of windows are beneath a matching false gable. Second story has a single window and pair of windows to either side of the chimney aligned with those at the first story and an arched attic window centered beneath gable. East elevation has asymmetrical arrangement of windows and side entry door sheltered by shed-roofed hood, with shed roof extension to rear. West elevation has half-width projecting wing with symmetrical arrangement of windows. Brick clad foundation on concrete. Windows are a mix of multi-light double-hung vinyl replacement sash and asphalt shingle roofing. Ca. 1927 two-bay side-gable garage with vinyl siding, asphalt roofing, and double-width overhead vehicle door.

#### **207 Wimbledon Road, 1927**

##### **One contributing primary building and one contributing secondary building.**

Two-and-one-half story Colonial Revival residence with side-gable roof and single-story former side porch with hipped roof. Asymmetrical façade with first story entry door and brick stoop sheltered by an arched hood on oversized brackets. To the is a Chicago style window and pair windows at right enclosing former porch; second story has two symmetrically arranged windows beneath center pedimented dormer with battered side walls and paired windows. East elevation has asymmetrical arrangement of windows and side entry door. West elevation has half-width projected former porch at first floor and symmetrical arrangement of windows beyond beneath gable. Brick clad foundation on concrete; vinyl clapboard siding; windows are mix of double-hung vinyl replacement sash with decorative vinyl shutters; asphalt shingle roofing. Ca. 1927 contributing two-bay side-gable garage with vinyl siding, asphalt shingle roofing, and overhead vehicle doors.

#### **213 Wimbledon Road, 1928**

##### **One contributing primary building and one non-contributing secondary building.**

Two-and-one-half story Dutch Colonial Revival residence with uneven gable roof and false gambrel. Asymmetrical façade with arched entry door sheltered by broken-pediment hood on oversized brackets. To the left is a ribbon of five windows beneath hipped pent roof and a pair of windows to right; second story has three windows with two centered beneath semi-circular attic window and false gambrel. East elevation has asymmetrical arrangement of windows and side entry door sheltered by gable hood on brackets. West elevation has half-width projected wing with symmetrical arrangement of windows and hipped roof first story enclosure of former porch. Brick-clad foundation; vinyl clapboard siding; windows are double-hung vinyl replacement sash with decorative vinyl shutters; asphalt shingle roofing. Garage is non-contributing 2023 replacement of original gable roof two-bay garage.

#### **221 Wimbledon Road, 1927**

##### **One contributing primary building and one contributing secondary building.**

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Two-and-one-half story Craftsman residence with uneven gable roof. Asymmetrical façade with entry door and small gable-roofed entry porch with broad square columns to left of central bay; ribbon of five windows beneath hipped pent roof and pair of windows beneath extension of gable roof enclosing former open porch at right; second story has three windows symmetrically arranged beneath peak of gable and semi-elliptical window at attic. East elevation has asymmetrical arrangement of windows and side entry door sheltered by gable hood. West elevation has half-width projected porch wing with brick chimney visible above roof. Brick-clad foundation; vinyl clapboard siding with brick at first floor bay; windows are double-hung vinyl replacement sash with decorative vinyl shutters; asphalt shingle roofing. Ca. 1927 contributing two-bay gable roof garage with vinyl siding, asphalt shingle roofing, and overhead vehicle doors.

### **225 Wimbledon Road, 1928**

#### **One contributing primary building and one contributing secondary building.**

Two-and-one-half story Dutch Colonial Revival residence with side gable false gambrel roof and single story hipped-roof side porch. Asymmetrical façade with arched entry door and brick stoop sheltered by small gable-roofed entry porch with broken pediment and square columns. To the left is a ribbon of five windows and pair of windows sheltered by a pent roof; second story has two symmetrical pairs of windows with elliptical eyebrow dormer at attic and chimney at ridge above. East elevation has asymmetrical arrangement of windows and side entry door. West elevation has half-width projecting wing with symmetrical arrangement of windows and side porch. Brick-clad foundation, aluminum clapboard siding; windows are primarily 6 over 1 double-hung wood sash with decorative vinyl shutters; asphalt shingle roofing. Ca. 1928 contributing two-bay side-gable garage with aluminum siding, asphalt shingle roofing, and overhead vehicle doors.

### **233 Wimbledon Road, 1927**

#### **One contributing primary building and one non-contributing secondary building.**

Two-and-one-half story residence with uneven gable roof. Asymmetrical façade with a tapered brick chimney near center; first story has entry door and newer masonry stoop sheltered by small gable-roofed entry porch with broken pediment and square columns to left of two paired windows flanking the chimney and pair of windows beneath extension of gable roof enclosing former open porch at right; second story has two paired windows to either side of chimney with semi-circular window at gable peak. Left (east) elevation has asymmetrical arrangement of windows and side entry door. Right (west) elevation has half-width projected wing with shed roof dormer and asymmetrical arrangement of windows beyond. Brick-clad foundation on concrete plinth, vinyl clapboard siding; windows are primarily 1-over-1 double-hung vinyl replacement sash with decorative vinyl shutters; asphalt shingle roofing. Detached two-bay gable roof garage with wood shingle siding, asphalt roofing, and overhead doors. Built by the original owner in 1931, it is non-contributing as it post-dates the period of significance and differs from the Tosch-built garages in its cladding material and lack of roof eaves.

### **235 Wimbledon Road, 1928**

#### **One contributing primary building and one contributing secondary building.**

Two-and-one-half story Colonial Revival residence with side-gable roof. Symmetrical three-bay facade; with trio of windows with original decorative shutters; central projected pediment on fluted Doric columns sheltering entry door with sidelights; second story has pair of windows with original decorative shutters; central pair of transom windows with decorative shutters and flower box on brackets; continuous roof entablature and three gable attic dormers with arched windows. East elevation has asymmetrical arrangement of windows beneath gable. West elevation has symmetrical arrangement of windows to either side of centered brick chimney. Brick clad foundation; wood clapboard siding; windows are mix of 6-over-1 wood and vinyl double-hung sash, asphalt shingle roofing. Ca. 1928 contributing two-bay side-gable garage with wood clapboard siding, asphalt shingle roofing, and double-width overhead vehicle door.

### **247 Wimbledon Road, 1927**

#### **One contributing primary building and one contributing secondary building.**

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Two-and-one-half story Colonial Revival style residence with side-gable roof. Asymmetrical façade with brick chimney embellished by original wood trellis near center; first story has a projected arched hood on square columns sheltering entry door; windows flank the chimney; trio of windows at right; second story has windows with non-historic decorative shutters to either side of chimney and pair of windows to right. East elevation has asymmetrical arrangement of windows and side entry door. West elevation has half-width projecting wing with symmetrical window arrangement beneath gable. Brick clad foundation; aluminum clapboard siding; windows are a mix of 8-over-1 and 6-over-1 double-hung wood sash; asphalt shingle roofing. Ca. 1927 contributing two-bay side-gable garage with wood clapboard siding, asphalt shingle roofing, and overhead vehicle doors.

### **253 Wimbledon Road, 1927**

#### **One contributing primary building and one contributing secondary building.**

Two-and-one-half story Tudor Revival residence with uneven gable roof and single-story rear additions. Asymmetrical façade with steeply pitched gable entry porch on square columns; to left is ribbon of five windows beneath hipped pent roof and pair of windows to right beneath pent roof extension; steeply pitched false gable above; second story has two windows with original decorative wood shutters and enlarged attic window centered beneath steeply pitched false gable left of center; window with decorative shutters to right beyond false gable. East elevation has asymmetrical arrangement of windows, side entry door sheltered by hood on oversized brackets, and shed roof extension to rear. West elevation half-width projected wing with single story extension to rear. Brick clad foundation and wood shingle siding; windows are double-hung vinyl replacement sash with some 6-over-1 wood sash; asphalt shingle roofing. Ca. 1927 Contributing one and one-half bay side-gable garage with wood shingle siding, asphalt shingle roofing, overhead vehicle door and pedestrian door.

### **259 Wimbledon Road, 1927**

#### **One contributing primary building and one non-contributing secondary building.**

Two-and-one-half story residence with side-gable roof and single-story rear addition. Asymmetrical façade with front door and tiered brick stoop to left sheltered by gable hood on brackets; pent roofed ribbon of five windows and pair of windows to right; second story has three windows with non-historic decorative shutters. East elevation has asymmetrical arrangement of windows, side entry door sheltered by shed hood on brackets, and large shed roof extension to rear. West elevation has half-width projecting wing with centered window, and asymmetrical arrangement of windows. Brick clad foundation; vinyl clapboard siding; windows double-hung vinyl replacement sash; asphalt shingle roofing. Non-contributing two-bay gable garage built in 1985. T1-11 siding, asphalt shingle roofing, and double-width overhead vehicle door.

### **265 Wimbledon Road, 1928**

#### **One contributing primary building, one contributing secondary building, and one non-contributing structure.**

Two-and-one-half story Tudor Revival residence with jerkin-head cross-gable roof and single-story rear addition. Asymmetrical façade with single-story false cross-gabled roof to the left with arched window beneath, ribbon of six windows near center, and pair of windows with flower box to right; second story has centered trio of windows and pent roof; centered attic window and false gable extensions. East elevation has arched entry door beneath false gable to front, asymmetrical arrangement of windows; side entry door sheltered by hipped hood on brackets and square column, and large shed roof extension to rear. West elevation half-width projected wing with centered window, and asymmetrical arrangement of windows beyond. Brick clad foundation; wood shingle siding; windows are primarily 6-over-1 and 1-over-1 double-hung wood sash; asphalt shingle roofing. Ca. 1928 contributing two-bay side-gable garage with wood shingle siding, asphalt shingle roofing, and double-width overhead vehicle door. Non-contributing octagonal garden gazebo built in 1985.

### **271 Wimbledon Road, 1928**

#### **One contributing primary building and one contributing secondary building.**

Two-and-one-half story Dutch Colonial Revival residence with side-gable roof with false gambrel and single-story rear addition. Asymmetrical façade with arched entry door to left, centered trio of windows and a single

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window to right, all sheltered by open full-width shed-roof front porch with square columns and simple railing built in 1989; second story has two pairs of symmetrically arranged windows. East elevation has asymmetrical arrangement of windows, side entry door, and large shed roof extension to rear. West elevation half-width projected wing with symmetrical arrangement of windows, and asymmetrical arrangement of windows beyond. Vinyl sided; windows are double-hung vinyl replacement sash; asphalt shingle roofing. Ca 1927 contributing two-bay side-gable garage with asphalt shingle roofing and overhead vehicle doors.

### **279 Wimbledon Road, 1928**

#### **One contributing primary building and one contributing secondary building.**

Two-and one-half story Tudor Revival residence with a cross gable roof. Symmetrical façade with projecting single-story gable with arched entry door and large picture window with smaller windows and an arched window to right; second story has two windows with original decorative shutters flanking centered transom window beneath arched attic window and false gable extensions. East elevation has asymmetrical arrangement of windows and side entry door. West elevation has half-width projecting wing with symmetrical arrangement of windows and enclosed porch. Brick clad foundation; wood shingle siding; windows are a mix of 8-over-1 and 6-over-1 wood and vinyl double hung sash; asphalt shingle roofing. Ca. 1928 contributing two-bay side-gable garage with wood clapboard siding, asphalt shingle roofing, and overhead wood vehicle doors.

### **281 Wimbledon Road, 1928**

#### **One contributing primary building and one contributing secondary building.**

Two-and-one-half story Dutch Colonial Revival residence with false gambrel side-gable roof and full-width rear attic dormer addition. Asymmetrical facade with a tapered brick chimney near center: first story has full-width pent roof with a projected pediment on Tuscan columns sheltering the entry door; single windows flank the chimney; pair of windows to right; second story has pair of windows to left and two single windows to right of chimney. East elevation has asymmetrical arrangement of windows and side entry door. West elevation has half-width projecting wing with false gable and symmetrical arrangement of windows, enclosed porch to rear and asymmetrical arrangement of windows. Windows are vinyl replacements. Brick clad foundation; aluminum siding; asphalt shingle roofing. Ca. 1928 contributing two-bay side-gable garage with wood clapboard siding, asphalt shingle roofing, and overhead vehicle doors.

### **287 Wimbledon Road, 1928**

#### **One contributing primary building and one contributing secondary building.**

Two-and-one-half story Tudor Revival residence with cross-gable roof. Facade is nearly symmetrical; first story is sheltered by continuous pent roof with projected entry door and brick stoop; to the left is a ribbon of windows and a pair of windows to right; second story has two windows centered beneath attic window and cross gable with false gable extensions. East elevation has asymmetrical arrangement of windows and side entry door. West elevation has a half-width projecting wing with symmetrical arrangement of windows beneath hip roof and asymmetrical arrangement of windows beyond. Brick clad foundation; vinyl clapboard and imitation shake siding; windows are mix of 6-over-1 and 4-over 1 wood and vinyl sash; asphalt shingle roofing. Ca. 1928 contributing two-bay gable roof garage with wood clapboard siding, asphalt shingle roofing, and overhead double-width vehicle door.

## **North Side (Even)**

### **202 Wimbledon Road, 1927**

#### **One contributing primary building and one contributing secondary building.**

Two-and-one-half story Dutch Colonial Revival residence with gambrel side-gable roof. Asymmetrical façade with ; first story full-width pent roof; pair of windows at left enclosing former open porch; two pairs of windows flank tapered brick chimney; arched front door sheltered by arched hood on oversized brackets; second story has two pairs of windows to either side of chimney. West elevation has half-width projected wing with symmetrical arrangement of windows beneath side gable and asymmetrical arrangement of windows. East elevation has asymmetrical arrangement of windows and side entry door beneath gambrel gable. Brick clad

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foundation; aluminum-wrapped wood clapboard siding; windows are primarily 6-over-1 double-hung wood sash with some vinyl replacement sash; asphalt shingle roofing. Ca. 1927 two-bay side-gable roof garage with clapboard siding, asphalt shingle roofing, and overhead vehicle doors.

### **210 Wimbledon Road, 1927**

#### **One contributing primary building and one contributing secondary building.**

Two-and-one-half story Tudor Revival residence with cross-gable roof and single-story rear addition. Nearly symmetrical façade with trio of windows beneath small projected gable and a ribbon of five windows beneath a pent roof; front door and brick entry stoop with wrought iron railings; second story has large windows to either side of centered pair of small windows; arched attic window. West elevation has asymmetrical arrangement of windows, shed roof rear porch, and brick chimney visible above gable. East has asymmetrical arrangement of windows, side entry door sheltered by hood on oversized brackets, and shed roof addition at rear. Brick clad foundation; irregular wood shingle siding with false-timbering and painted stucco in facade gables; windows are generally 6-over-1 double-hung wood sash; asphalt shingle roofing. Ca. 1927 two-bay front-gable roof garage with clapboard siding, asphalt shingle roofing, and double-width overhead vehicle door.

### **214 Wimbledon Road, 1928**

#### **One contributing primary building and one contributing secondary building.**

Two-and-one-half story Tudor Revival residence with cross-gable roof. Asymmetrical façade with first story has trio of windows to the left of central ribbon of four windows; front door with brick stoop sheltered by front gable supported by paired square columns; second story has two pairs of windows centered beneath an attic window and steeply pitched cross gable. West elevation has asymmetrical arrangement of windows and brick chimney visible above gable. East elevation has asymmetrical arrangement of windows, side entry door sheltered by hood supported by columns, and shed roof extension at rear. Brick clad foundation; wood shingle siding with gridded false-timbering and painted stucco; windows are generally 6-over-1 double-hung replacement wood sash; asphalt shingle roofing. Ca. 1928 two-bay front-gable roof garage with wood shingle siding, asphalt shingle roofing, and overhead vehicle doors.

### **222 Wimbledon Road, 1927**

#### **One contributing primary building and one contributing secondary building.**

Two-and-one-half story Colonial Revival residence with side-gable roof and small single-story rear addition. Asymmetrical façade with a ribbon of four casement windows at left enclosing former open porch. Another ribbon of four windows near center with pent roof connects between the former open porch and arched pediment hood on oversized brackets over the entry door. Second story has two symmetrical windows beneath central attic shed dormer. West elevation has a symmetrical arrangement of windows, full width projected single story porch bay beneath side gable, and brick chimney visible above gable. East elevation has asymmetrical arrangement of windows, side entry door, and single-story gable roof addition at rear. Brick clad foundation; vinyl siding; windows are primarily 6-over-1 double-hung wood sash with some non-historic single-light casement sash and replacement shutters; asphalt shingle roofing. Ca. 1927 two-bay side-gable roof garage with vinyl siding, asphalt shingle roofing, and double-width overhead vehicle door.

### **230 Wimbledon Road, 1927**

#### **1927 Democrat & Chronicle Master Model Home (photo 0016)**

#### **One contributing primary building and one contributing secondary building.**

Two-and-one-half story Tudor Revival style residence with cross-gable roof. Asymmetrical façade with trio of windows sheltered by pent; front door with tall brick stoop sheltered by projected gable hood on square columns to right; second story has window to left centered over trio of windows at first floor, single window to left and pair of windows to right of chimney beneath arched attic window; cross gable with false gable extensions to first floor. West elevation has half-width projecting wing with symmetrical arrangement of windows and asymmetrical arrangement of windows beyond beneath gable. East elevation has asymmetrical arrangement of windows and side entry door sheltered by hood on oversized brackets beneath steeply pitched false gable. Brick clad foundation; wood shingle siding on first floor with gridded false-timbering and painted

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stucco above; windows are primarily vinyl sash; asphalt shingle roofing. Ca. 1927 two-bay cross-gable roof garage with vinyl siding, false-timbering and stucco in cross gable, asphalt shingle roofing, and overhead vehicle doors.

### **236 Wimbledon Road, 1929**

#### **One contributing primary building and one contributing secondary building.**

Two-and-one-half story Tudor Revival residence with cross-gable roof and single-story rear addition. Nearly symmetrical façade with a pair of windows beneath false gable to the left of a ribbon of five windows sheltered by pent roof. Projecting gable on square columns shelters arched front door. Second story has two windows and an arched attic window centered beneath extended cross gable. West elevation has half-width projected wing with a pair of windows, brick chimney visible above gable, and asymmetrical arrangement of windows beyond beneath broader gable. East elevation has asymmetrical arrangement of windows and side entry door beneath gable with shed roof extension to rear. Brick clad foundation; wood shingle siding; windows are vinyl replacement sash; asphalt shingle roofing. Ca. 1929 two-bay side-gable garage with wood shingle siding, asphalt shingle roofing, and modern double-width overhead vehicle door.

### **242 Wimbledon Road, 1927**

#### **One contributing primary building and one non-contributing secondary building.**

Two-and-one-half story Dutch Colonial Revival residence with gable roof. Asymmetrical façade with window to left ribbon of five windows beneath a hipped pent roof, arched pediment hood on oversized brackets sheltering arched entry door. Second story has two windows and semi-lunette attic window beneath gable with false gambrel. West elevation has single-story half-width projecting wing beneath hipped roof and asymmetrical arrangement of windows. East elevation has asymmetrical arrangement of windows, side entry door, and pent roof above. Brick clad foundation; vinyl clapboard siding; windows are primarily vinyl replacement sash; asphalt shingle roofing. Non-contributing two-bay garage with wood clapboard siding, asphalt shingle roofing, and overhead doors built in 1957 to replace original one-and-one-half bay garage.

### **250 Wimbledon Road, 1927**

#### **One contributing primary building and one non-contributing secondary building.**

Two-and-one-half story Tudor Revival residence with uneven gable roof and single-story rear addition. Asymmetrical façade with a pair windows to the left of ribbon of five windows beneath hipped pent roof. Gable entry hood on curved brackets shelters front door. Second story has window to left of pair of windows all with replacement shutters. Arched attic window is centered beneath steeply sloped false gable. West elevation has half-width projecting wing with symmetrical arrangement of windows. East elevation has asymmetrical arrangement of windows, side entry door, and shed roof extension at rear. Brick clad foundation; replacement wood shingle siding; windows are primarily six-over-one double-hung wood sash; asphalt shingle roofing. Non-contributing two-bay gable roof garage with wood shingle siding, asphalt shingle roofing, and double-width overhead door was built ca. 1950 to replace original one-and-one-half bay garage.

### **256 Wimbledon Road, 1927**

#### **One contributing primary building and one non-contributing secondary building.**

Two-and-one-half story Colonial Revival residence with side-gable roof and single-story rear addition. Asymmetrical façade with pair of windows to the left of picture window; two windows sheltered by pent roof that connects to projected arched pediment on Tuscan columns sheltering arched front door; second story has smaller window to left of two windows above pent roof, all with original decorative wood shutters. West elevation has half-width projecting wing with window centered beneath hip roof and asymmetrical arrangement of windows beneath main gable. East elevation has asymmetrical arrangement of windows and side entry door beneath gable with shed roof extension to rear. Brick clad foundation; wood shingle siding; windows are primarily vinyl replacement sash; asphalt shingle roofing. Non-contributing one-and-one-half bay garage with wood clapboard siding, asphalt shingle roofing, and overhead vehicle door; built in 1957 to replace original two-bay garage destroyed by fire.

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### **262 Wimbledon Road, 1928**

#### **One contributing primary building and one contributing secondary building.**

Two-and-one-half story Tudor Revival residence with cross-gable roof and single-story rear addition. Asymmetrical façade with paired windows to left of central ribbon of five windows; hipped pent roof connects to projected gable roof pediment hood on oversized brackets sheltering entry door; second story has single window to left of two windows centered beneath attic window and steeply pitched jerkinhead gable with false catslide extensions. West elevation has a half-width projecting wing with window centered beneath gable roof and asymmetrical arrangement of windows beyond beneath main gable. East elevation has asymmetrical arrangement of windows and side entry door sheltered by a hipped roof hood supported by brackets. Parged foundation; vinyl siding; windows are generally six-over-one double-hung historic wood sash; asphalt shingle roofing. Ca. 1928 two-bay side-gable garage with vinyl siding, asphalt shingle roofing, and overhead vehicle doors.

### **268 Wimbledon Road, 1928**

#### **One contributing primary building and one contributing secondary building.**

Two-and-one-half story Tudor Revival residence with cross-gable roof and single-story rear addition. Nearly symmetrical façade with paired windows to left of central picture window beneath hipped pent roof; gable pediment hood on oversized brackets to right shelters pointed arch entry door; second story has two windows centered beneath semi-circular attic window and cross gable. West elevation has a half-width projecting wing with symmetrical arrangement of windows beneath gable roof and asymmetrical arrangement of windows beyond beneath main gable. East elevation has asymmetrical arrangement of windows and side entry door sheltered by modern metal awning. Brick clad foundation; vinyl siding; windows are a mix of six-over-one and four-over-one double-hung wood and vinyl replacement sash; asphalt shingle roofing. Ca. 1928 two-bay side-gable garage with wood clapboard siding, asphalt shingle roofing, and overhead vehicle doors.

### **274 Wimbledon Road, 1928**

#### **One contributing primary building and one contributing secondary building.**

Two-and-one-half story Colonial Revival residence with side gable roof. Asymmetrical façade with paired window to left of central pedimented gable entry hood supported by square columns over entry door; second story has three evenly spaced windows beneath large semi-elliptical eyebrow dormer. West elevation has a half-width projecting wing with symmetrical windows at first floor and brick chimney visible above roof line; asymmetrical arrangement of windows beyond beneath main gable. East elevation has asymmetrical arrangement of windows and a side entry door. Brick clad foundation; vinyl siding; windows are primarily vinyl replacement sash; asphalt shingle roofing. Ca. 1928 two-bay side-gable garage with wood clapboard siding, asphalt shingle roofing, and overhead vehicle doors.

### **282 Wimbledon Road, ca.1928**

#### **One contributing primary building and one contributing secondary building.**

Two-and-one-half story Tudor Revival residence with cross gable roof. Asymmetrical façade with a pair of windows to the left of central ribbon of four windows, all sheltered by a pent roof that connects to a projecting steep gable; symmetrical arrangement of a central entry door sheltered by an arched hood on oversize brackets with decorative stained glass windows to either side; second story has two windows with original decorative shutters to the left of cross gable with centered window surrounded by false timbering and unpainted stucco. West elevation has a half-width wing with symmetrical windows at first floor beneath wrap-around pent roof and brick chimney visible above roof line; asymmetrical arrangement of windows beyond beneath main gable. East elevation has asymmetrical arrangement of windows and a side entry door. Brick clad foundation; wood shingle siding; windows are double-hung vinyl replacement sash; asphalt shingle roofing. Ca. 1928 two-bay side-gable garage with wood clapboard siding, asphalt single roofing, and overhead vehicle doors.

### **288 Wimbledon Road, 1928**

**National Register listed November 24, 2015, not counted**

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Built as the 1928 *Democrat and Chronicle* Master Model Home, the building is a two-and-one-half story Tudor Revival residence with cross-gable roof and an asymmetrical façade. Primary features are a pair of windows beneath false gable extension, ribbon of six windows sheltered by a projected second gable, small third gable to right with false timbering and stucco sheltering front door. Second story has projecting second gable with windows and decorative wood shutters surrounded by false timbering and unpainted stucco; a small attic window surrounded by false timbering and stucco is centered beneath the main gable. West elevation has a wing with raised patio and symmetrically arranged windows surrounding a brick chimney and asymmetrical arrangement of windows. East elevation has asymmetrical arrangement of windows and side entry door. Brick clad foundation; irregular wood shingle siding with false-timbering and unpainted stucco; vinyl clapboard siding on secondary elevations; windows are a mix of original steel multi-light casement and fixed sash; asphalt shingle roofing. Listing includes a ca. 1928 two-bay side-gable garage with wood clapboard siding, asphalt shingle roofing, and overhead vehicle doors.

**294 Wimbledon Road, 1928**

**One contributing primary building and one contributing secondary building.**

Two-and-one-half story Tudor Revival residence with cross-gable roof. Asymmetrical façade with pair of windows to the left of ribbon of five windows beneath hipped pent roof; projecting gable roof with arched ceiling supported by square columns sheltering arched entry door; second story has two windows with replacement decorative shutters, and arched attic window and cross gable. West elevation has a half-width wing with center window at second floor and asymmetrical arrangement of windows beneath main gable. East elevation has asymmetrical arrangement of windows and side entry door. Brick clad foundation; wood shingle siding; windows are a mix of six-over-one double-hung wood and replacement vinyl sash; asphalt shingle roofing. Ca. 1928 two-bay side-gable garage with wood clapboard siding, asphalt shingle roofing, and double-width overhead vehicle door.

**300 Wimbledon Road, 1929**

**One contributing primary building and one contributing secondary building.**

Two-and-one-half story Tudor Revival residence with cross-gable roof and single-story rear addition. Asymmetrical façade with pair of windows beneath high false pedimented gable to left of ribbon of four windows beneath pent roof that connects to newer projected gable roof supported by slender round columns sheltering replacement entry door. Second story has pair of windows centered above first floor oriel and small pair of attic windows. West elevation has a half-width wing with center window at second floor and asymmetrical arrangement of windows beneath roof line. East elevation has asymmetrical arrangement of windows, side entry door sheltered by gable hood, and shed roof extension to rear. Brick clad foundation; vinyl clapboard siding; windows are double-hung vinyl replacement sash; asphalt shingle roofing. Ca. 1929 two-bay side-gable garage with vinyl clapboard siding, asphalt shingle roofing, vehicle doors, and pool house/garden shed addition.



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**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.)

- 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.
- 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.)

Community Planning and Development

Architecture

**Period of Significance**

1927 - 1930

**Significant Dates**

1927, 1928, 1929

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Fred P. Tosch (designer & builder)

**Period of Significance (justification) see section 8 summary**

**Criteria Considerations (explanation, if necessary) N/A**

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**Statement of Significance Summary Paragraph**

(Provide a summary paragraph that includes level of significance and applicable criteria.)

The Wimbledon Road Historic District is significant under Criterion A in the area of community planning and development for its role in the initial rapid suburban residential development within the inner ring suburbs of Rochester during the early twentieth century, specifically in the Town of Irondequoit. It was a planned development by Rochester builder, Fred P. Tosch that was located within the larger Rogers Estates subdivision created by the General Realty Service, Inc. of Rochester. Between 1926 and 1929, Tosch constructed thirty-one residences on the Wimbledon Road section that were all designed and constructed by his company. See Figure 2. The buildings were the first of several planned developments executed by Tosch during his career which spanned from the 1920s to the 1960s. The Rogers Estates Subdivision and its adjacent southern neighbor Seneca Side, also developed by General Realty Service, were located just north of the Rochester city line, and were adjacent to several stops on the Summerville streetcar line at St. Paul Boulevard, which continues at present to function as city bus line. This proximity to the city and transit lines was heavily promoted to potential buyers in these developments. The district is also significant under Criterion C in the area of architecture for its collection of domestic Tudor Revival and Colonial Revival architecture as designed by Tosch who incorporated a method of modular customization to create a varied collection of semi-unique homes that at their core were similar, yet varied and affordably reproducible. Two of the residences were Master Model Homes, sponsored by the *Rochester Democrat and Chronicle* and the Homeowners Service Institute in 1927 and 1928. The residences served as demonstration houses marketing cutting edge building technologies and conveniences such as electric appliances that were intended to make the homes more efficient. The houses also employed higher quality construction standards in an era before the widespread adoption of building codes, following the principles of the Better Homes Movement of the 1920s. Construction of the two demonstration houses, 230 Wimbledon Road in 1927 and 288 Wimbledon Road in 1928 was done in partnership with the Homeowners Service Institute, one of the leading national organizations of the Better Homes Movement. The model homes were purposely used to effectively advocate for higher design and construction standards with sales targeted to middle-class families, and more specifically, to female heads of households, as part of the broader national Better Homes Movement. The period of significance starts in 1927 when Tosch began construction of the homes within the nominated district and ends in 1930 with the sale of the last Tosch-built property.

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## Narrative Statement of Significance

Irondequoit was originally part of the larger town of Brighton, established in 1814 and in 1839, the Town of Irondequoit was divided from Brighton. Settlement in Irondequoit predated its incorporation but was hampered by poor soil, and the town subsequently developed a reputation as a destination for hunting, trapping, and fishing due to its proximity to Lake Ontario and Irondequoit Bay. As better farming techniques increased the productivity of the soil, settlement also increased, as more farmers located in the town, but Irondequoit retained its reputation as a spot for hunting and fishing. By the mid-nineteenth century, railroads improved the farmer's ability to ship goods to markets and brought travelers to the bay to take advantage of recreation. Hotels began to appear, the first being the Newport House in 1840, followed by the Forest House in 1860 and the Allen House in 1865. The latter was remodeled in 1868 as the Sea Breeze House. By 1871, Irondequoit was well-known as a summer resort destination with more hotels, camps and private summer homes locating along the bay. Transportation improvements made the bay and lake shoreline accessible by steamship, train and, later, the electric trolley. Two of the resorts in Irondequoit became amusement parks. One of these was Seabreeze, which added a dance hall in 1915 at the insistence of the local trolley line. The dance hall burned in 1924, as did its replacement in 1994, but the park still exists, now operating as a modern amusement park.

From the late nineteenth century until well into the twentieth century, the city of Rochester experienced a tremendous growth in population that was directly related to the expansion of local industry, immigration and employment related to industry. Housing was in constant demand, resulting in Rochester expanding its borders into nearby municipalities and adding improvements such as paved roads, sewers, electric and gas service, and access to public transportation. By the early twentieth century, farming in the town of Irondequoit was in decline and the growth of the city of Rochester area threatened to encroach on town lands. Irondequoit was originally formed to fight annexation by the city when its parent town of Brighton considered yielding in 1839 its other part along Lake Ontario and Irondequoit Bay to Rochester. The discussions prompted the residents of that area to hold several meetings in various farmhouses to organize and eventually break from Brighton. Unable to thwart another annexation in 1874, Irondequoit lost a large part of the southwest section of the town when it was taken by Rochester. After another annexation in 1923, Irondequoit pushed for

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legislation that would prohibit any further annexations without the town's consent. The 1923 annexation was particularly contentious due to the boom of new real estate subdivisions, each with potential for wealth and population growth for the town, which were subsequently lost to the city.

Seeing the potential wealth with a planned subdivision, the members of the Rogers family sold a large portion of their farmlands in 1923 in southwest Irondequoit along the Rochester border. The lands were owned by the family since 1836, when Hosea Rogers (1812-1904) bought 85 acres in Irondequoit after a successful career as a captain sailing on the Great Lakes. Although settling on a farm, Rogers turned his attention to boat building and his success allowed him to add to his land holdings until he eventually owned 160 acres. Rogers was also known for his peach orchards, and the family operated a successful fruit farm on the property. After his death in 1904, the bulk of the land holdings went to his widow, Asentha Schofield, and his surviving sons. As Rochester's boundaries crept outward, the family realized that a large portion of their land could be sold for profit, while retaining the fruit farm operation. Around 1923, the Schofields sold 115 acres to the General Realty Service, Inc and the company quickly divided the property into lots and boulevards.<sup>3</sup> A 1925 newspaper advertisement stated that one section of the Rogers Estates known as Seneca Ridge "broke all records for quick sales" and that another subdivision on Summerville Boulevard was completely sold.<sup>4</sup>

Local developers founded the General Realty Service Inc. in 1915, which included Charles Brown, Frederick Zoller, George McMillian, John Maher, and Frederick Bradburn and initially operated as a real estate brokerage firm.<sup>5</sup> After its sale to Grafton Johnson II of Greenwood, Indiana, he transformed the company in the 1920s into Rochester's largest suburban real estate development company with William C. Daley of Rochester as its Vice-President.<sup>6</sup> Johnson (1864-1934) was born into wealth in Greenwood, assuming operation of his father's varied business interests in 1883, including real estate development. Around 1905 he began significantly expanding his real estate

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<sup>3</sup> "Pioneer Times of Genesee Country Recalled," *Rochester Democrat and Chronicle*, 5 April 1925, 1.

<sup>4</sup> "General Realty has Purchased and Will Offer to Home-builders the Hosea Rogers Farm Under the Name Rogers Estates," *Rochester Democrat and Chronicle*, 5 April 1925, 23.

<sup>5</sup> "Incorporation Certificates," *Rochester Democrat and Chronicle*, 5 May 1915.

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holdings and investments, buying up large tracts of land in Georgia, Illinois, Indiana, Massachusetts, Michigan, New York, New Jersey, Ohio, Pennsylvania, and Wisconsin, which he subsequently developed into subdivisions, totaling more than 150 developments by 1924.<sup>7</sup> By the time of Grafton Johnson's death General Realty Service subdivisions developed under his and Daley's direction accounted for over 8,000 lots between twenty-five tracts, with 5,000 lots alone located in Irondequoit, and countless other developments completed in over 100 cities across the United States.

By the 1930s, Johnson's real estate ethics were called into question, primarily due to his practice of not paying taxes on unsold lots within General Realty Service subdivisions which relied heavily on the municipal construction of the new streets, sewers, sidewalks, and various improvements within them.<sup>8</sup> This large-scale tax delinquency ultimately led to Irondequoit suing Johnson in 1930 for \$250,000 (an estimated \$4.7 million in 2024) in unpaid property taxes.<sup>9</sup> General Realty Service and Grafton Johnson also engaged in the writing and use of restrictive deed covenants, which included construction cost minimums, language resembling that of future municipal zoning codes, and racial restrictions on who could own or even inhabit the homes. The Rogers Estates included this practice with the source deed for the property transactions on Wimbledon Road with Fred P. Tosch, requiring including restriction item #7 that barred on-premise manufacturing, front yard setbacks of various lots, and a clause stating "that said premises shall not be occupied or sold to a colored person."<sup>10</sup> Racial covenants were made unenforceable by the Supreme Court in 1948 and fully illegal by the Fair Housing Act in 1968, but had immense influence and lasting effects on the segregation of American cities and suburbs that have carried through to the present day. Johnson, Daley, and Tosch, as well as many of their contemporaries, were complicit in creating the "restricted" developments that largely formed the first wave of suburban development throughout Rochester's suburbs.

Fred P. Tosch (1890-1967) began to scale up his operations as a contractor and home builder in Rochester after completing a handful of homes on Bradburn Street in 1924-25, eventually setting his sights on the Rogers Estates. Fred and his older brother Paul both trained under their father Herman

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<sup>6</sup> "Grafton Johnson Succumbs at Home in Greenwood, IN," *Rochester Democrat and Chronicle*, 17 August 1934; "General Realty Head Sells Firm Interest," *Rochester Democrat and Chronicle*, 10 December 1922.

<sup>7</sup> Damaris Knobe, "29. Grafton Johnson," in *The Ancestry of Grafton Johnson* (Indianapolis, IN: Hollenbeck Press 1924), 310-317.

<sup>8</sup> "Grafton Johnson Succumbs at Home in Greenwood, IN," *Rochester Democrat and Chronicle*, 17 August 1934

<sup>9</sup> "Town Seeks Back Taxes of \$250,000," *Rochester Democrat and Chronicle*, 26 Jul, 1930.

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Tosch who was a journeyman carpenter, working at building homes and schools throughout Rochester. Fred left high school before graduation to work fulltime for his father, before following his older brother to South Dakota in 1912 where he established an electrical equipment supply company. Soon after returning to Rochester in 1923, he founded the F. P. Tosch Company, and began building homes in the Nineteenth Ward Neighborhood. Recognizing the demand for housing, especially in the suburbs of Rochester, by 1926 Tosch leveraged his skills in carpentry and experience in sales from South Dakota to quickly establish a reputation as a builder of quality homes for middle-class families. See Figure 3.

Although initially constructing individual homes on available lots throughout the Rogers Estates subdivision, Tosch began buying dozens of lots on Wimbledon Road to pursue a grander vision that would completely alter the trajectory of his career and business.<sup>11</sup> A May 1927 *Democrat & Chronicle* article noted that:

Already, Mr. Tosch has planned the type of house to be put up on each lot. Some will be Colonial, some Dutch, and some English—all interspersed for best effect. He knows the color of the roof of each house; the color of the brick and the kind of trim to be used. If you buy a home on Wimbledon Road, you need never worry about an ugly house springing up beside you.

Mr. Tosch has eight houses under way or completed. Five of them are already sold—for Tosch-built homes usually sell before they are completed. That is Rochester's tribute to Mr. Tosch's ability as a builder, and his integrity.<sup>12</sup>

Tosch recognized what styles of homes and amenities were popular for new homeowners, like garages or proximity to trolley lines. In contrast to other property developers like those of Boulevard Heights and Arvine Heights in the Nineteenth Ward, Tosch did away with the typical pattern of offering suggestions on style and configurations of homes to individual homeowners allowing them to construct a home of their liking after they bought an empty lot. Instead, Tosch opted to maintain full control over the house designs on Wimbledon Road offering potential customization options on yet-to-be completed houses or move-in ready houses to potential purchasers. This level of control

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<sup>10</sup> Monroe County Clerk, NY, *Deeds*, Liber 1469 Page 402, September 12, 1928

<sup>11</sup> Paragraph adapted from Christopher Brandt, "Fred P. Tosch and The Master Model Home," *Historic Brighton Newsletter and Journal*, v20n1, 2019.

<sup>12</sup> "Here's a Street of New Homes with Personality Plus!," *Rochester Democrat and Chronicle*, 8 May 1927, 15.

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allowed Tosch to guarantee that each house would differ from the next and be attractive as an ensemble.

In addition to his master planning efforts, Tosch also moved his family in 1927 into one of the first houses built at 210 Wimbledon Road. This move allowed him to have more direct supervision over the construction of the homes, but also engendered a sense of trust and approachability to his prospective clients while also using his house as an informal model home and field office to help clients envision the design of their prospective homes. Others within the building and development industry took note of Tosch's unique business model, featuring his work on Wimbledon Road in a lengthy feature article, "He Lives on the Job," published in the January 1929 issue of *Building Developer* magazine. See Figures 4 and 5.

Securing ample newspaper coverage in the *Democrat and Chronicle* added to Tosch's success as he continued to grow his business. Through the 1930s and 1940s, he built larger, master planned streets and eventually subdivisions throughout the greater Rochester region that included: <sup>13</sup>

- 1929: Netherton Road (Rochester) and Westbourne Road (Irondequoit)
- 1929-31: Cathaway Park (Rochester)
- 1931-32: Harvington Road (Irondequoit)
- 1935-36: Covington Road (Irondequoit)
- 1936-39: Monroe Avenue Estates (Brighton)
- 1940-42: Virginia Colony (Brighton)
- 1942-44: Ridgedale Colony (Greece)<sup>14</sup> and University Heights (Brighton)
- 1945: Latona Homesteads

His subsequent developments on Netherton Road, Westbourne Road, and Cathaway Park were all smaller than Wimbledon Road, and largely incorporated similar modular customized designs. Several homes closely resembled those on Wimbledon, albeit with a more storybook style exterior appearance for some on Westbourne Road and Cathaway Park. Monroe Avenue Estates and Virginia Colony, both built in collaboration with Leon L. Christ under the company name Toschrist Builders,

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<sup>13</sup> Christopher Brandt, "Fred P. Tosch: Master Builder," *Historic Brighton Presentation Series*, Friendly Home Auditorium, May 5, 2019.

<sup>14</sup> The largest development of Tosch's Rochester career, totaling 117 homes.

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were fully-fledged subdivisions incorporating several base home designs created by a local architect that were then adjusted and modified to suit a potential homebuyers' needs. The more modest, and largely identical homes built in his later developments, Ridgedale Colony, University Heights, and Latona Homestead, were harbingers of the pre-fabrication and increased scale of production that what would come to define the second era of his career in Buffalo.

Soon after completion of the smaller Latona Homesteads development, Tosch moved his operations to Buffalo, quickly establishing his reputation in 1945 in the metropolitan area with a 28-lot development.<sup>15</sup> In 1946, another 100-lot development in suburban Tonawanda utilized a prefabricated "panelized" method of construction.<sup>16</sup> Tosch P. Tosch Inc. completed three-hundred single-family homes by 1949 across several subdivisions in the Buffalo area, and undertook a new endeavor by building a multi-unit apartment building, Fairfield Apartments, while simultaneously building sixty-five new single family homes across two subdivisions.<sup>17</sup>

In September 1950, Tosch partnered with National Homes Corporation, the largest manufacturer of pre-fabricated homes in the United States, to become their sole agent/dealer for constructing their panelized designs in the Buffalo region.<sup>18</sup> This partnership accelerated the growth of Tosch's business, allowing him to increase the scale and speed of his developments. By 1955, Fed P. Tosch Inc. constructed over 900 National Homes residences, primarily in the town and city of Tonawanda, and across four subdivisions.<sup>19</sup> Of these, Oxford Estates (300 homes) and Mill Stream Village (400 homes) were the largest.<sup>20</sup> By the time he retired in 1963, his company, now largely run by his son Willis Tosch, built approximately 1,500 homes in the Buffalo area. Fred P. Tosch Inc. would be shuttered soon after Fred Tosch's death, when Willis entered into early retirement in 1969.<sup>21</sup>

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<sup>15</sup> "Colonial Avenue between Elmwood...", *Buffalo Courier Express*, 23 October 1945, 9D.

<sup>16</sup> "Rochester Builder Starts Big Project," *Rochester Democrat and Chronicle*, 5 June 1946, 4.

<sup>17</sup> "Tosch to Start Tonawanda Rental Project Monday," *Buffalo Evening News*, 21 May 1949, 9.

<sup>18</sup> "200 Prefab Homes Planned by Tosch in Tonawanda Area," *Buffalo Evening News*, 18 April 1951, 83.

<sup>19</sup> "50,000th Prefab of National Homes to be Erected Here," *Buffalo Evening News*, 14 July 1953, 36.

<sup>20</sup> "The Year's Most Exciting New Homes," *Buffalo Evening News*, 25 February 1955, 19.

<sup>21</sup> "Obituaries – Tosch, Willis F.," *Tonawanda News*, 14 September 1979, 8.



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## Criterion C: Architecture

All of the residences within the nominated district were built as modest adaptations of the two most popular architectural styles during the 1920s and early 1930s, Tudor Revival and Colonial Revival. See Figures 6 and 7. Tudor Revival, was a diverse early-twentieth century American and English adaptation of various late medieval English architectural precedents. In the United States, the style reached its pinnacle of popularity following World War I as an outgrowth of the Arts and Crafts Movement and nostalgic emulation of olde world rural England, often paired with the use of English place names or spellings for the streets/subdivisions upon which these homes were built such as Wimbledon, Sandringham, Grosvenor, etc. Colonial Revival, although similarly a reaction to the exotic revivals and exuberant detail of the Victorian Era like the Arts and Crafts Movement, instead turned to the history of the United States and the early homes of the colonial era along the eastern seaboard for inspiration. Its nostalgic reference to the foundations of European settlement in the nation teamed with renaissance era classical rigor, made popular by the 1893 Colombian Exposition, imparted both an air of history and architectural refinement.

As residential development increased in Rochester in the early twentieth century, the need for affordable housing grew as more people found work in the growing number of factories in the city that included internationally known companies such as Kodak and Busch and Lomb. Former farm and vacant lands became attractive for residential development, especially those in outlying areas of Rochester or adjacent to the city line. Fred Tosch was familiar with development efforts in the Arvine Heights area where developer Lily Church Arvine marketed homes to buyers looking for a suburban experience, capitalizing on the area's close proximity to the Olmsted designed Genesee Valley Park. Improvements such as new roads, street car service and new schools attracted professionals, skilled tradesmen, and mid-level managers from local industry. The houses in the Arvine Heights neighborhood were a mix of affordable homes with colonial or arts and crafts features derived from widely publicized architectural trade publications and newspapers. The Browncroft neighborhood in Rochester was under development during this period also used colonial as well as Tudor Revival styles, but many of the houses were architect designed and geared toward a more affluent clientele.

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Tosch recognized the appeal of the popular styles and decided to market toward the growing middle class market and used a relatively new marketing tool of a model home, open for public viewing. The model home was introduced as a concept in 1851 when Prince Albert of Great Britain displayed his design of a model working-man's home at the Great Exhibition's Crystal Palace. Another model home, this time of colonial design, appeared the 1876 Centennial Exposition in Philadelphia. By 1920, the model home transitioned from display to demonstration, most notably in the nationwide Better Homes and Small House Movement. The movement promoted homeownership, the increasing independence of the housewife to manage the maintenance, improvement, and decoration of the home, and emphasized the importance of quality design and standardized construction for new homes.

A significant proponent of the better homes movement was the National Better Homes Advisory Council, which built the National Model Home on the National Mall in Washington D. C. in 1923. Its design was an adaptation of the personal home of John Howard Payne, composer of song *Home Sweet Home*. Although it appeared traditional in design from the exterior, it was a fully modern design that emphasized efficiency of space and incorporation of cutting-edge construction techniques and appliances. The National Model Home was a significant success. Thousands of visitors toured its interior, several national publications described its design in detail, and the Federation of Women's Clubs commissioned a film documenting its construction and dedication.

Following the success of the National Model Home, the Homeowners Service Institute, one of the primary proponents of the Better Homes Movement, endeavored to expand their vision beyond an initial demonstration model home built in 1922 to include developing standards of residential design and construction, publishing a nationally syndicated weekly newspaper column, the "Small House Page" featuring a selected home design that met their standards, publishing the fourteen volume Own Your Home Service Library, which provided guidance on a myriad of issues pertaining to home construction and ownership, and compiling one thousand small house plans into *The Books of a Thousand Homes*, which were certified by the institute. They also sold working drawings. In 1926, the Homeowners Service Institute launched their most ambitious effort "to create the desire for and to

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educate the prospective homeowner to build better homes,” the National Demonstration Model Homes Campaign; also known as the Master Model Home program.<sup>22</sup>

Through this effort, the Homeowner Service Institute partnered with local newspapers in several larger cities across the United States to sponsor the construction of one or a small handful of “Master Model Homes” in their community. The institute certified the selected contractor, design, and materials to be used in the demonstration house with the local newspaper providing ample, often weekly, coverage of the process of construction. This coverage was augmented with an on-site representative who answered any questions from visitors to the construction site Monday through Friday. The inaugural year included 360 demonstration homes constructed in twenty-eight cities across the nation, with the program expanding to Rochester the following year.<sup>23</sup>

After a competition sponsored by the local newspaper, Tosch shared the distinction of being one of two builders selected for constructing a Master Model Home in Rochester in 1927. Tosch would go on to be the sole perennial builder for Master Model Homes built in Rochester in 1928, 1929, and 1931 until the program and its organization ceased. See Figure 6. Tosch repeated this marketing strategies continued to reproduce the marketing formula of building a model/demonstration house, securing sponsors that include the H. B. Graves Company, Rochester Gas & Electric, and the Federal Housing Administration.

Tosch’s homes in the Wimbledon Road Historic District also used a design and construction concept of modular customization, which would be successfully used by Tosch in several of his subsequent developments during the Rochester era of his career. All of the homes within the district, except for house #235, share nearly identical plan forms (shallow rear facing L) and room arrangements (entry, stair, and kitchen arrayed along the east wall, living rooms facing the street, etc.), with no two being exactly alike. This design feat is accomplished through a fixed set of customization options that did

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<sup>22</sup> Smith, Henry Atterbury, “Plans and Service Approved by the Press,” *The Books of A Thousand Homes*, Volume 1, 3rd Addition, (Brooklyn, NY: Brooklyn Eagle Press, 1923), 279.

<sup>23</sup> “Nation’s Model Home Campaign On In Earnest,” *Building Supply News*, v.25 n.12 (September 21, 1926), Chicago: Industrial Publications.

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not alter the primary structural form of the home while tailor fitting each to a prospective client's needs and taste. Although employed again by Tosch in future housing developments, the collection of homes within the Wimbledon Road Historic District remains the most inventive and unified example of his use of modular customization to provide tailormade housing for middle income families.

The following table outlines the customization options utilized in the Wimbledon Road Historic District:

Exterior:

- Architectural Style...applied to façade only
  - Tudor Revival (cross-gable roof)
  - Colonial Revival
  - Dutch Colonial Revival (false-gambrel roof)
- Roof Form
  - Side-gable
  - Side-gable with hip at projected wing
  - Side-gable with front cross-gable
  - Side gable with false gambrel
  - Asymmetrical front gable
- Front Entry
  - Brick stoop
  - Brick stoop with projected hood
  - Brick stoop with portico
- Private Porch
  - None
  - Locate in projected wing to west (smaller living room)
  - Locate behind living room at corner of L plan

Interior:

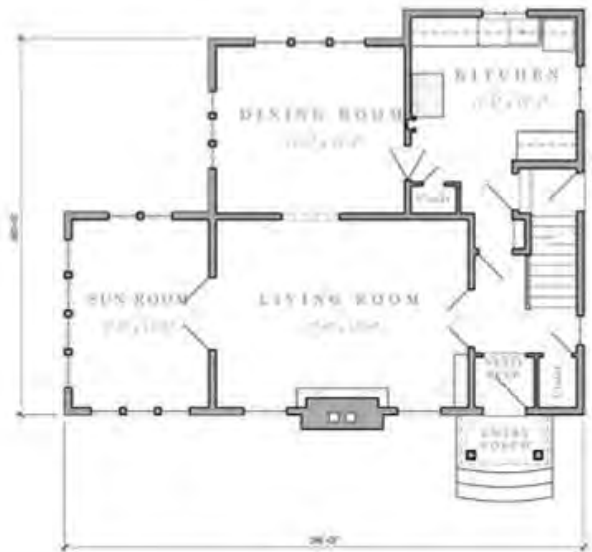
- Entry
  - Vestibule and Stair Hall
  - Vestibule only (stair open to living room)
- Living Room
  - Oriel Window
  - Ribbon Window
- Living Room Fireplace
  - None
  - Locate on street wall
  - Locate on dining room wall
  - Locate on west well
- Second Floor
  - Primary bedroom closet location
  - Rear bedroom closet location

Embellishments Unique to Each Home:

- Front Door design
- Art Glass Pattern Family
  - Most elaborate panel in front door
  - Unified pattern used in living room French doors and living room bookcase doors.

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**Comparative Floor Plan Diagram** From: "Fred P. Tosch: Master Builder Presentation" by Christopher M. Brandt  
Diagram contains first floor layouts of various houses within the Wimbledon Road Historic District exhibiting the use of modular customization.

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## 9. Major Bibliographical References

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**Bibliography** (Cite the books, articles, and other sources used in preparing this form.)

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"General Realty has Purchased and Will Offer to Home-builders the Hosea Rogers Farm Under the Name Rogers Estates," *Rochester Democrat and Chronicle*, 5 April 1925, 23.

"General Realty Head Sells Firm Interest," *Rochester Democrat and Chronicle*, 10 December 1922.

"General Realty Service to Open Rogers Estates Tract Formally To-day," *Rochester Democrat & Chronicle*, 1926 August 15.

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"Here's a Street of New Homes with Personality Plus!," *Rochester Democrat and Chronicle*, 8 May 1927, 15.

"Hosea Rogers Estate, Purchased for Realty Development, One of Early Homestead Locations in This Vicinity," *Rochester Democrat & Chronicle*, 1925 April 5, C1.

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Monroe County Clerk, NY, *Deeds*, Liber 1469 Page 402, September 12, 1928.

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"Plate 1." *Plat Book of Monroe County, New York*. Philadelphia: G. M. Hopkins, 1924.

Town of Irondequoit Assessor, NY, *Field Assessment Cards*, 201-300 Wimbledon Road, 1927-2000.

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**Previous documentation on file (NPS):**

preliminary determination of individual listing (36 CFR 67 has been requested)  
 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  
 Other  
Name of repository: Town of Irondequoit

Historic Resources Survey Number (if assigned): 24NR00017

**10. Geographical Data**

**Acreage of Property** \_\_\_\_\_

(Do not include previously listed resource acreage.)

**Latitude/Longitude Coordinates**

Datum if other than WGS84: \_\_\_\_\_  
(enter coordinates to 6 decimal places)

- |              |            |
|--------------|------------|
| 1. Latitude: | Longitude: |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

**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 boundary encompasses the thirty-one contiguous lots and their associated primary buildings on Wimbledon Road all of which were built and sold by Fred P. Tosch Inc from 1927 through 1930. The three omitted lots along the terminal edges of the district on the block of Wimbledon Road between Seneca and North Clinton Avenues have houses built outside of the period of significance by other contractors.



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### 11. Form Prepared By

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name/title Christopher Brandt & The Irondequoit Historic Preservation Commission  
organization Town of Irondequoit date June 12, 2024  
street & number 1280 Titus Ave telephone 585-467-8840  
city or town Rochester (Irondequoit) state NY zip code 14617  
e-mail [Christopher.m.brandt@gmail.com](mailto:Christopher.m.brandt@gmail.com)

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### Additional Documentation

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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.)

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### Photographs:

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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: Wimbledon Road Historic District

City or Vicinity: Irondequoit

County: Monroe State: New York

Photographer: Bruce Dumbauld & Christopher Brandt  
Irondequoit Historic Preservation Commission

Date Photographed: October 24, 2022 & April 9, 2024

Description of Photograph(s) and number:

- 0001 of 0016: Northside of Wimbledon Road, east end.
- 0002 of 0016: 288 Wimbledon Rd.
- 0003 of 0016: Northside looking west from 282.
- 0004 of 0016: Northside looking west from 262.
- 0005 of 0016: Northside looking west from 242.
- 0006 of 0016: Northside looking west from 222.
- 0007 of 0016: 210 & 214 Wimbledon Rd.
- 0008 of 0016: Southside Wimbledon Rd. looking east from 201.
- 0009 of 0016: Southside looking east from 221.
- 0010 of 0016: Southside looking east from 235.
- 0011 of 0016: Southside looking east from 259.

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- 0012 of 0016: Southside looking east from 265.
- 0013 of 0016: Southside looking east from 279.
- 0014 of 0016: Northside looking west from 274.
- 0015 of 0016: Southside looking west from 271.
- 0016 of 0016: 230 Wimbledon Rd (Master Model Home)

**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.



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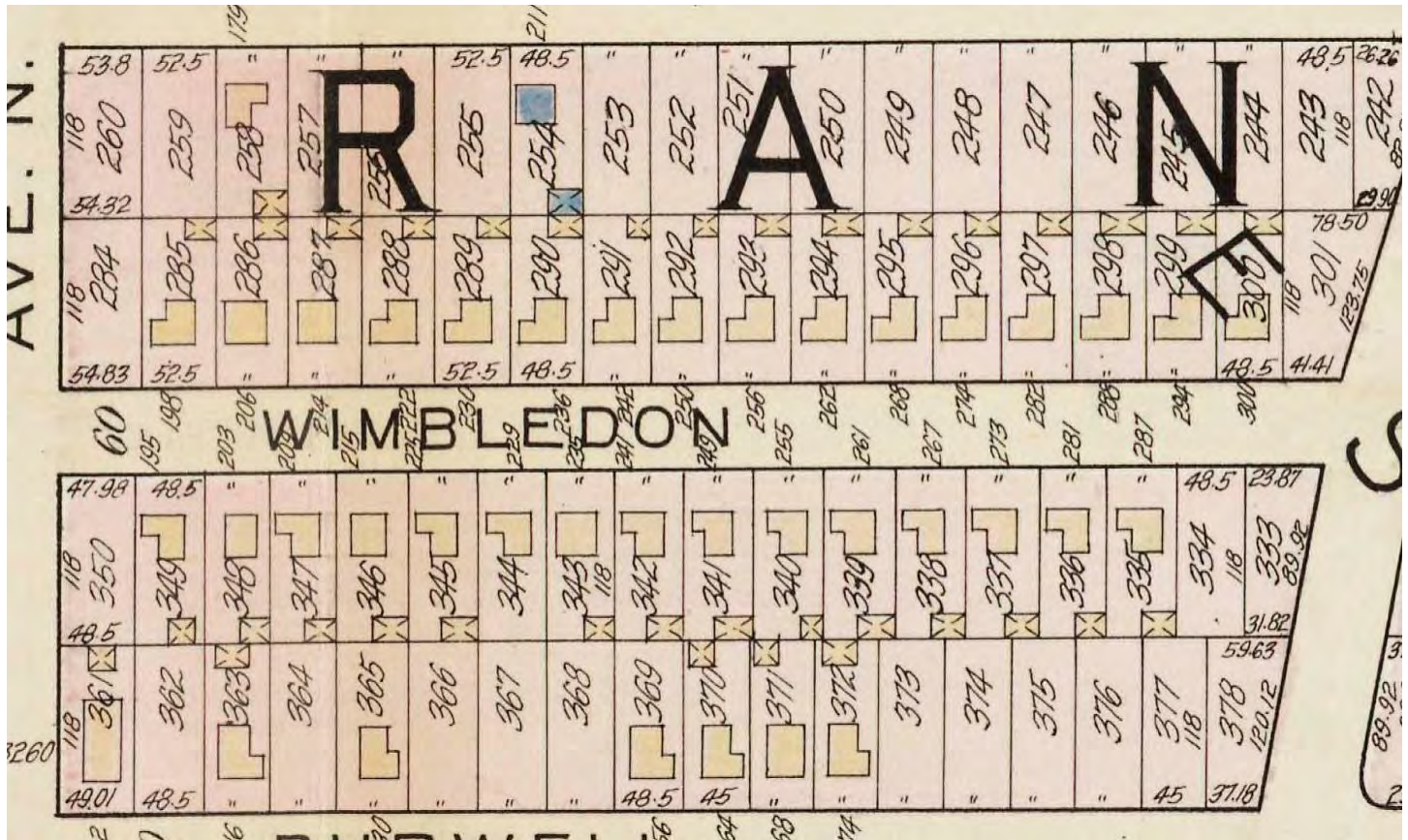


Figure 1. Plat Book of the City of Rochester, New York. Volume 3, Plate 1 (Philadelphia: G. M.Hopkins Co., 1931), Rochester Public Library Local History Division Map Collection, online at <http://photo.libraryweb.org/rochimag/rpm/rpm00/rpm00596.jpg>.



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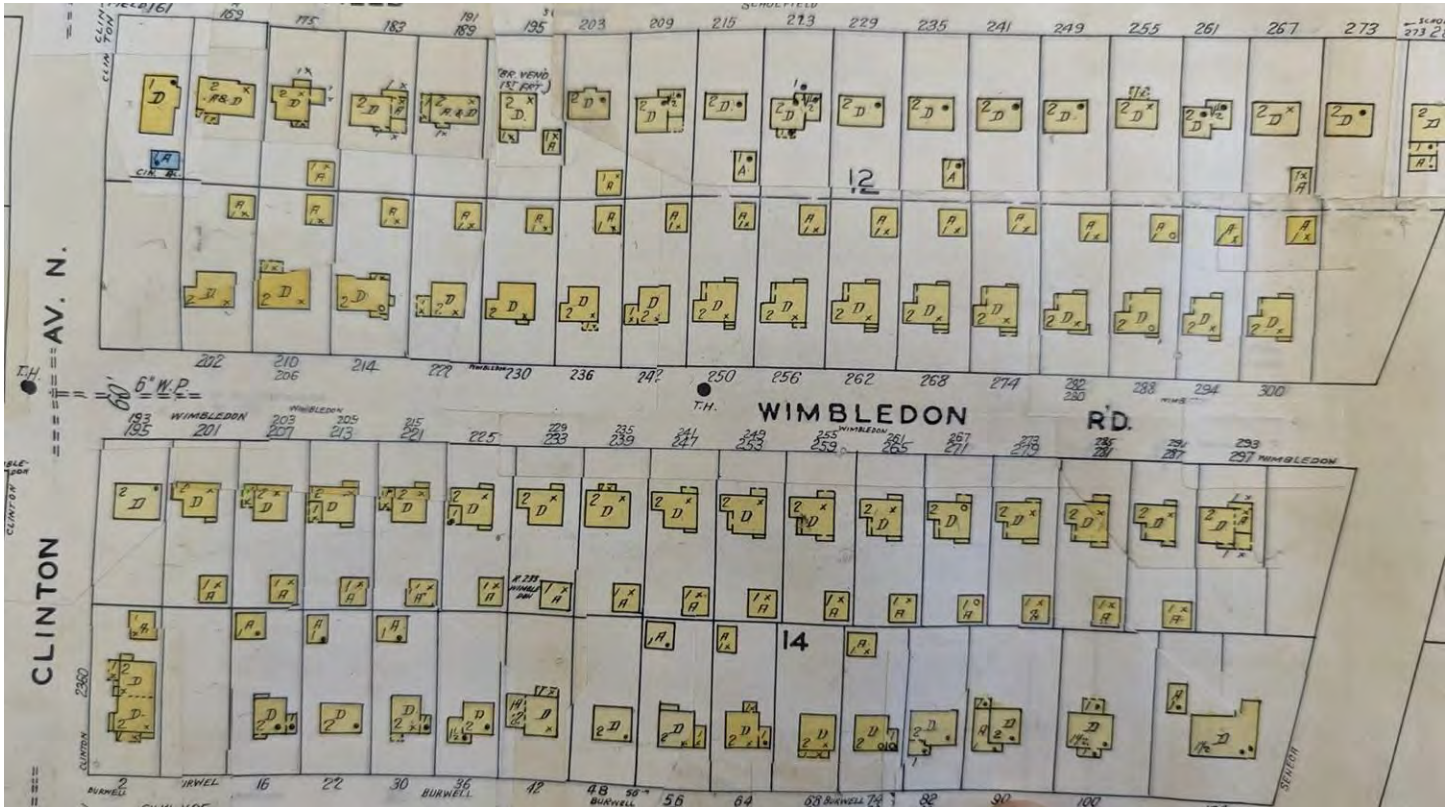


Figure 2. Sanborn Fire Insurance Map from Rochester, Monroe County, New York. Sanborn Map Company, to 1938 Vol. 6 and 7, 1924. Courtesy of the Local History and Genealogy Division of the Rochester Public Library.

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*Extensive Tosch Force Rushing Model Home To Completion*

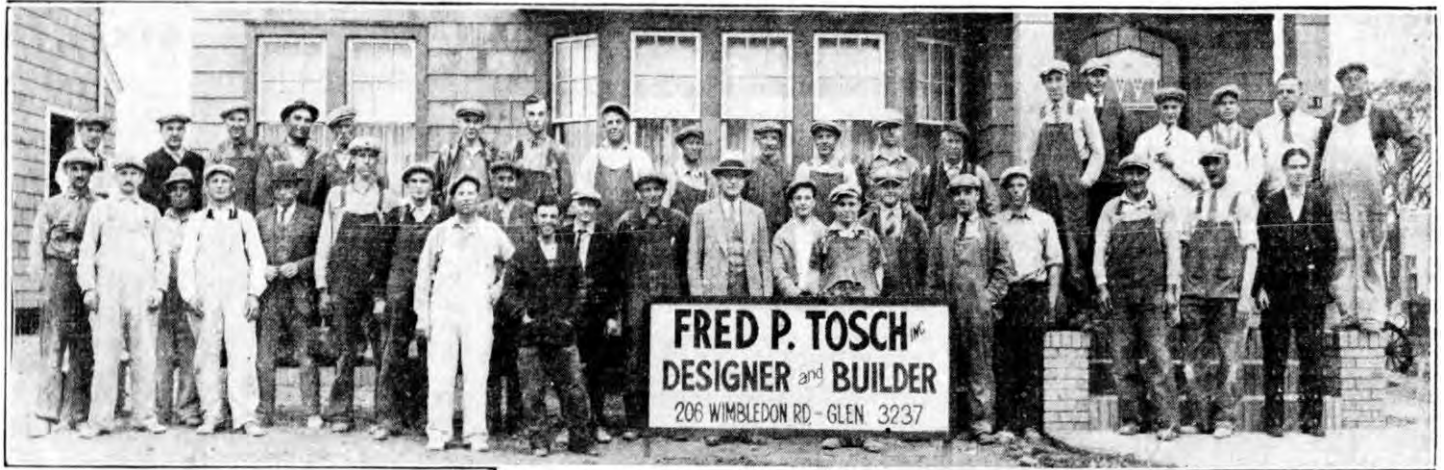


Figure 3. **1929 Photograph of Fred P. Tosch and His Crew of Workmen** in front of 61 Netherton Road, with Tosch at center in suit. "Extensive Tosch For Rushing Model Home to Completion," *Rochester Democrat & Chronicle*, November 3, 1929, 72. Online at <https://democratandchronicle.newspapers.com/image/135675742>.



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24

BUILDING DEVELOPER



# HE LIVES *on the* JOB

*In His Home  
He Designs Houses and  
Receives Prospects*

**Fred Tosch**

*THIS architect-developer finds that a careful choice of materials and equipment wins the confidence of discriminative prospects*

**T**HIS is my home, folks. Come right in!" Many and various are the ways by which builders have endeavored to inspire confidence in prospective home buyers; but a most unique and yet most logical course is pursued by Fred P. Tosch, developer of Rochester, New York.

Mr. Tosch says to prospects . . . "My home is right here on the property. Let's go in and talk it over." Home seekers invariably accept this invitation, and often they remain to become a neighbor of the builder. "Here's a man," they think, "who evidently has a high



regard for the houses he is building. He is living right here. He isn't apt to skip off some night and leave behind him a trail of sagging door sills, cracking side walls, draughty windows and what have you. Apparently he doesn't expect any trouble in these houses he has built . . . probably put good workmanship and high-grade building materials in them. If he hadn't the Democrat and Chronicle wouldn't back him."



*Right on the grounds every minute, Mr. Tosch follows every detail of progress*

Figure 4. "He Lives on the Job: In His Home He Designs Houses and Receives Prospects," *Building Developer*, vol.3 n.4, January 1929, 24-30; online at <https://babel.hathitrust.org/cqj/pt?id=nyp.33433100214414>.



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pearance of an aerial map in either advertising or editorial columns of a newspaper, a definite interest was aroused. An aeroplane view shows clearly the situation of roads leading to the property, the lay-out of streets, the number of trees, and other landscaping features.

"In following through on our Master Model Home demonstration program, doubtless the most important lesson has been that taught by the use of nationally advertised products. Every builder knows how often prospect and salesman become involved in lengthy discussions about building materials of which the prospect knows very little. In homes built according to Home Owners' Institute specifications, such excuses and discussions are eliminated. Merely by pointing out such definitely recognizable products as American Ra-



*LET us not be drab and dreary but bright and cheery, in the way we get up our homes. Here's two houses from the same floor plan but they're different. Homes on the street were painted by chart*

diator boiler and radiators, Johns-Manville asbestos shingles, General Electric wiring system, McKinney forged iron hardware, Truscon steel casement and basement window sash and so on, proves the quality of the house to the prospect.

"Sales have been made easy through such items."

Through every phase of his operations Mr. Tosch has found that close attention to the ultimate needs and desires of prospects will be rewarded in the end by less difficulty in making sales of homes. Being an architect himself, Mr. Tosch is able to incorporate the latest desires of prospects which he

gets in his sales contacts into homes that he designs for subsequent erection.



Figure 5. Tosch-Built Homes. Individual photos of 247 and 281 Wimbledon Road and streetscape photo of south side of road with 259, 253, 247, 235, 233, 225, 221, and 213 Wimbledon Road visible. *Building Developer*, vol.3 n.4, January 1929, 24-30; online at <https://babel.hathitrust.org/cgi/pt?id=nyp.33433100214414>.



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# MORE *TOSCH-BUILT* HOMES OPEN FOR INSPECTION!

## Wimbledon Road and Rawlinson Road

*Off Summerville Boulevard*

Wimbledon Road is one block east of Stop 4½ Summerville Boulevard. Rawlinson Road is at Stop 2 Summerville Boulevard. Both streets conveniently reached by the extension of Clinton Avenue North.

WHENEVER Fred P. Tosch announces the completion of new houses a large part of Rochester is interested. His remarkable colony of houses on Wimbledon Road has received the highest praise. Today we are keeping open a few Tosch-built houses for general inspection. If you are interested in buying the best possible house for the smallest possible sum, see these Tosch-built houses today. All are of different design. They are alike in only one respect—good architecture, splendid construction and low prices. See them today.



**206 WIMBLETON ROAD**

This English type house Mr. Tosch built for himself and plans to occupy. It is not for sale. It is being held open for inspection simply to give visitors a close-up view of Tosch built houses. Of particular interest is the recreation room with fireplace in the basement. You will enjoy going through this house.



**209 WIMBLETON ROAD**

This attractive house has an unusually large living room, fireplace, master bedroom, built-in bath with shower, sun parlor, and conveniences too numerous to mention. Like all Tosch-built houses it is insulated. The price is \$10,500. First mortgage is being arranged.



**122 RAWLINSON ROAD**

This is a center entrance type with a 23 ft. living room, fireplace, combination stairs, master bedroom, built-in bath with shower and an attached garage. The screens, storm windows and storm house are included in the price of \$6,300, first mortgage \$5,500.



**261 WIMBLETON ROAD**

By all means take a trip through this house. It is a most distinctive type of architecture and is admirably laid out. It has a large living room, sun room, and up-to-the-minute kitchen and every convenience. It is especially low priced at \$8,400, with a first mortgage of \$4,500.

Note: If you buy in Wimbledon Road you need have no worry about an inexpensive home springing up beside you. Mr. Tosch owns all the Wimbledon Road lots in the location where he is building. He refuses to sell any of the lots until he has built upon them, thereby offering present home owners in Wimbledon Road the finest possible protection.

Wm. C. Daley  
Pres.



**GENERAL REALTY  
SERVICE INC.**  
POWERS BLDG.

Main 983  
Glenwood 3487

Figure 6. "More Tosch-Built Homes Open for Inspection," *Rochester Democrat & Chronicle*, 6 May 1928, 12. Online at <https://democratandchronicle.newspapers.com/image/135169761>.



**Wimbledon Road Historic District**     **DRAFT**  
Name of Property

**Monroe County, NY**  
County and State

# TOSCH-BUILT HOMES

*Always In Demand!*

Wimbledon Road being developed under a comprehensive plan which assures a good investment to home owners



**273 WIMBLETON ROAD**  
This is an English type house of most attractive lines and has all modern conveniences and improvements. The price is \$10,500 with a first mortgage of \$6,000 at 5 1/2 %.



**235 WIMBLETON ROAD**  
This is a center entrance type of house with four bedrooms. It is one of the most attractive low priced houses on the market today. It is priced at \$12,500 with a first mortgage of \$6,800 at 5 1/2 %.



**281 WIMBLETON ROAD**  
A Dutch Colonial with an outside chimney. The price is \$10,800, first mortgage of \$6,000 at 5 1/2 %.



**225 WIMBLETON ROAD**  
This house has an unusually large living room, a large and completely furnished kitchen and every modern convenience. Price will be given upon application.



**287 WIMBLETON ROAD**  
An English type house which appeals to everyone who sees it. It is priced at \$10,500 with a first mortgage of \$6,000 at 5 1/2 %.



**268 WIMBLETON ROAD**  
This house, patterned along English lines, is exceptionally appealing and will prove a splendid investment to whoever buys it. The price will be given upon application.

**TOSCH-BUILT HOUSES FOR SALE**

These houses have tile baths and vestibules and walnut finish, three of them have recreation rooms; all of them have Rogers fixtures; all are financed or are being financed, and are ready for immediate sale and occupancy.

**PLEASE REMEMBER**

that Fred P. Tosch will duplicate any of these Wimbledon Road houses or will submit new plans or work out any plans requested by the person seeking a home. Plans and estimate will gladly be submitted without cost.

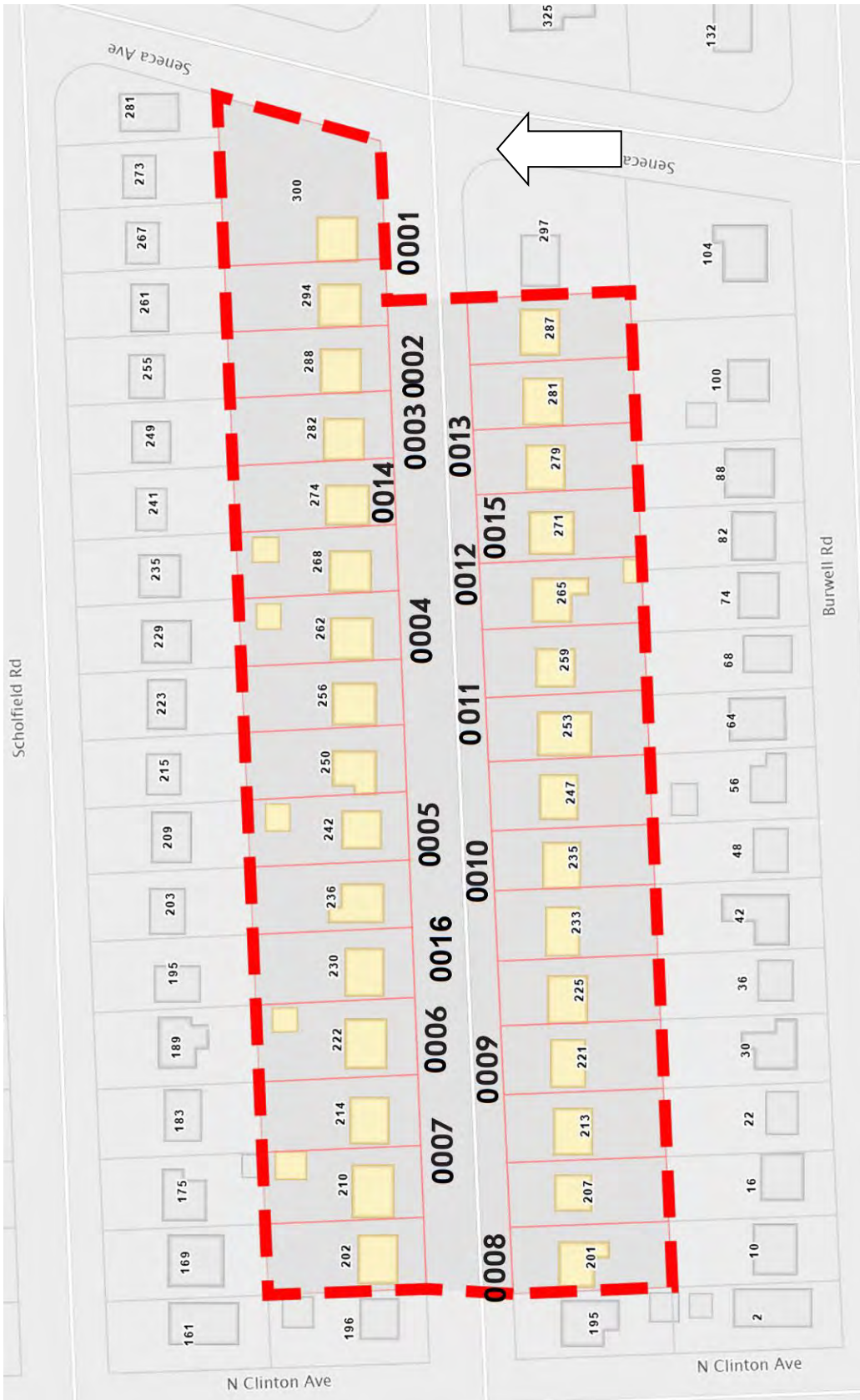
**FRED P. TOSCH**  
*Designer and Builder*  
206 WIMBLETON ROAD

PHONE GLENWOOD 3237     PHONE GLENWOOD 3237

Figure 6. "Tosch-Built Homes Always in Demand!," *Rochester Democrat & Chronicle*, 9 September 1928, 38. Online at <https://democratandchronicle.newspapers.com/image/135308312>.

**Wimbledon Road Historic District** **DRAFT**  
Name of Property

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Wimbledon Road  
Historic District  
Photo Key



**Wimbledon Road Historic District**     **DRAFT**  
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**Monroe County, NY**  
County and State



0001



0002



**Wimbledon Road Historic District**     **DRAFT**  
Name of Property

Monroe County, NY  
County and State



0003



0004



**Wimbledon Road Historic District**    **DRAFT**  
Name of Property

**Monroe County, NY**  
County and State



0005



0006



**Wimbledon Road Historic District**     **DRAFT**  
Name of Property

Monroe County, NY  
County and State



0007



0008



**Wimbledon Road Historic District DRAFT**

Monroe County, NY  
County and State

Name of Property



0009



0010



**Wimbledon Road Historic District**     **DRAFT**  
Name of Property

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0011



0012



**Wimbledon Road Historic District**     **DRAFT**  
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0013



0014



**Wimbledon Road Historic District**     **DRAFT**  
Name of Property

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County and State



0015



0016