

Have you been Downtown lately?

It's Downtown, where New Rochelle's past, present and future come together!

New Rochelle's sweeping history, from Huguenot settlement to affluent suburban City, is evident in its downtown architecture. In the mid-1800s, the railroad, providing a critical link with New York City, enabled New Rochelle's business district to flourish. Growth centered around the train station. In 1901, when George M. Cohan's hit musical, "45 Minutes From Broadway," poked fun at the "rubes" in New Rochelle, this city of 10,000 was on its way to becoming one of the region's most fashionable communities.



New Rochelle Train Station Depot Plaza Circa 1873

On December 25, 1848, the first train steamed through New Rochelle, part of the New York, New Haven, Hartford Railroad built in the early 1840s, largely by recent immigrants. The track from New Rochelle to New York City was completed in 1873 and this station replaced the original, smaller one. Now part of the City's **New Rochelle Intermodal Transportation Center**, it incorporates commuter rail, Amtrak, a parking garage and consolidated bus, taxi & airport limousine services.

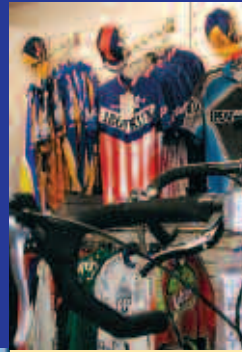
Over the next three decades, New Rochelle's population quadrupled and by the 1930s it was one of the wealthiest communities in America, evident by its distinguished downtown Art Deco buildings. Entering the 21st century, downtown New

Rochelle continues to exemplify America's exciting commercial history as it develops into a dynamic center epitomizing the growing "Return to Downtown" movement. Main Street maintains the link between the community's past and future.

Enjoy your walk around downtown New Rochelle with this BID Guide. As you reflect on the physical past preserved along Main Street, also experience its dynamic vibrancy, the unique spirit that, through the ages, has always made downtowns the heart of their communities, from ancient Roman forums to contemporary American central business districts. Get the best view of downtown's outstanding architecture by looking up. Downtown certainly is!

The New Rochelle Business Improvement District (BID).

Working to make things happen Downtown.



Marketing The BID organizes special events and successful public relations campaigns to promote downtown.

Development The BID initiates private new development such as Monroe College's Main Street expansion with **Milavec Hall** and a new dormitory.



Businesses

The BID works to recruit new businesses to downtown, from stores such as **Metro Bicycles** to new espresso bars such as **Gallery Café**.



Services The BID helps maintain the quality of life downtown with such initiatives as the **BID Code Enforcement Project** and the **Clean Streets Program**.



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THE BID GUIDE TO

Historic Downtown New Rochelle



Experience a cross section of American architecture and history. Take a stroll in Downtown New Rochelle.



THE BID GUIDE TO Historic Downtown New Rochelle

Walking Tour at a Glance

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THE BID GUIDE TO Historic Downtown New Rochelle

1 New Rochelle Public Library and Library Green

One Library Plaza
Circa 1979 and 2001

Recipient of the National Award for Excellence for Library Architecture, the New Rochelle Public Library, built in 1979, in part

from an existing parking garage, serves as the cultural center for the City. **Norman Rockwell's** original mural, *Land of Enchantment*, his gift to New Rochelle, graces a wall in the children's reading room. The famed artist-illustrator Norman Rockwell worked and lived in New Rochelle from 1913–1939, often using local residents as models for his classic American vignettes. He was part of a budding New Rochelle artist community that included J.C. Leyendecker (creator of the "Arrow Shirt Man") and Frederic Remington (famous depicter of the American West). Adjoining the Library, the City of New Rochelle and the County of Westchester created Library Green, designed by landscape architect Thomas Balsley, as a tranquil respite for downtown's growing population.



2 Trinity-St. Paul's Episcopal Church and Burial Grounds

311 Huguenot Street Circa 1873 and the 17th–20th centuries

Built in 1863, Trinity Church, acclaimed by architectural critics as a stunning example of ecclesiastical design, is a Gothic-Revival masterpiece, one of the best works by Richard Upjohn, celebrated architect of Trinity Church in lower Manhattan. The history of the church and its grounds spans three centuries; the congregation was founded during the Huguenot settlement. The grounds contain the Trinity Church graveyard, as well as the Allaire family cemetery and the Huguenot Burial Ground, both of which were moved here when the New England Thruway was built in the 1950s.



3 "Loew's Theater" Building

585–599 Main Street Circa 1927

An exquisitely ornate example of 1920s Main Street movie palace design, this Loew's Theater could accommodate 2,500 theatergoers.

It featured vaudeville and live stage shows with such luminaries as Bob Hope, Lucille Ball, Bette Davis, and Olivia de Havilland, as well as films that introduced generations of Westchester residents to the greats of Hollywood cinema. Designed by leading theater architect Herbert J. Krapp, Jr., the Spanish Colonial Revival-style retail façade extends to either side of the classic marquee.



4 Original New Rochelle Public Library

662 Main Street Circa 1914

One of three remaining buildings in Westchester built by Andrew Carnegie's campaign to establish public libraries throughout America, this was New Rochelle's first dedicated library and used as such until 1979. Leading architect Albert Randolph Scott designed this superb Beaux-Arts building. At the junction of Huguenot and Main Streets, **Soldiers Monument**, dedicated on Memorial Day, May 30, 1895, honors the 300 New Rochelle soldiers who died in the Revolutionary War, War of 1816, and the Civil War.



5 Presbyterian Church of New Rochelle and Pintard Manse

50 Pintard Avenue Circa 1760s and 1929 Listed on the National Register of Historic Places in 1979.

John Russell Pope, architect of the national Jefferson Memorial, designed this Colonial Revival-style church, which replaced the congregation's original structure destroyed by fire. The Presbyterian Church had its origins in the French Church established by early Huguenot settlers. The adjoining minister's home, one of New Rochelle's oldest remaining houses, was constructed in part by Huguenot descendant Pierre Vallade in the late 1760s. Following Vallade's death in 1770, his widow married Lewis Pintard, local businessman and Revolutionary War patriot who was appointed by George Washington to be the Commissar for American prisoners in the City of New York during British control.



6 "Proctor's-RKO Theater" Building

574–590 Main Street and 87–101 Centre Avenue

Circa 1927 Proctor's Keith-Albee Theatre opened its doors on September 26, 1927 during the Golden Age of Movies. This movie palace and vaudeville house boasted a luxurious interior and 2,800 plush seats that were packed for performances by George Burns and Gracie Allen, Sophie Tucker, Eddie Cantor, and Georgie Jessel. Herbert J. Krapp, Jr. designed the brick structure using a Renaissance motif with retail stores housed under two-story blind arches—a feature he borrowed from Stanford White's Madison Square Garden. Across the street, note the spectacular use of one of Art Deco's most popular materials, terracotta, on 570-573 Main Street, built in 1929 with elaborate details of shells, trees, faces, and fruit.



7 Blessed Sacrament Church

Centre Avenue and Shea Place 1895

Home of the oldest Roman Catholic congregation in New Rochelle, this excellent example of Gothic Revival



ecclesiastical architecture was built under the pastorate of Rev. Thomas "Father Tom" McLoughlin who, from 1853–1902, served the congregation composed primarily of recent immigrants from Ireland. **Norman Rockwell** painted his first cover for the *Saturday Evening Post* nearby in a second floor studio above a garage at 40 Prospect Street owned by George Lischke, whose son Franklin frequently posed for Rockwell.

8 "Ware's Department Store/ Bloomingdale's" Building

554 Main Street Circa 1914

In 1947 Bloomingdale's opened in New Rochelle in this 100,000 square foot building, replacing locally-owned Ware's Department Store. Newly modernized it became the first suburban branch for the New York-based retailer and joined a local roster of high quality stores. After being vacant for 25 years, the building was renovated in 2003 into "Davenport Lofts on Main", a luxury, high-tech, live-work loft condominium, signaling an economic resurgence along Main Street that continues with a new condominium being built across the street at 543 Main Street. Note the careful restoration of the 1914 façade with its Art Deco carvings.



9 "Bank of New Rochelle" Building

542 Main Street 1893

This Romanesque Revival building was designed for the Bank of New Rochelle, the community's oldest financial institution (est. 1888), by local architect F. Carlos Merry, who also designed the Parish House of Trinity Church. The façade of New Jersey brownstone contains elaborate design details inspired by architect Louis Sullivan. Two stories were added in 1918, after the bank became the New Rochelle Trust Company.



10 Lambden Building

530 Main Street Circa 1894

The Lambden family, locally prominent merchants, constructed this building as a popular department store. It later housed government offices on its second floor when City Hall was on Main Street. Note the raised Romanesque Revival terra cotta ornamentation of fan and seashell shapes.



11 "Palace" Building

518 Main Street Circa 1932

An exquisite example of Art Deco design, complementing its original function as the elegant women's Palace Shoe store, this building was constructed at a cost of \$45,000 in the height of the Depression. Across the street, 517-519 Main Street, another Art Deco building constructed in 1905, features an Egyptian influenced parapet, and a frieze of glazed-clay tiles. Opposite it is **Memorial Plaza** with monuments to New Rochelle men and women who have served their country in war and peace dedicated by the United Veterans Memorial and Patriotic Association of New Rochelle.



12 New Rochelle's Original Fire Department Headquarters

12 Church Street Circa 1899

On Church Street is the city's first Fire Headquarters originally supported by volunteers of the Huguenot Engine Company and Relief Engine Company. Nearby, 30 Church Street served as an annex to City Hall when it was located on Main Street at the intersection of Memorial Highway.



13 Liebman's Children's Apparel Store

510 Main Street 1875

In one of the oldest brick buildings on Main Street, Liebman's has occupied the same store since 1927. In the 1940s it shared the upper floors with a manufacturer of boy's clothing, Imp Originals. Renovated in 1997, it is a model of historic rehabilitation. Across the street are two wooden Colonial Revival buildings, possibly the oldest remaining structures on Main Street.



14 "National City Bank of New Rochelle" Building

491 Main Street Circa 1906–1908

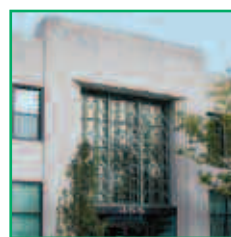
Henry Bacon, the architect of the national Lincoln Memorial, designed this Neo-Classical Revival style building to give the National City Bank a monumental presence, soon after he left the prestigious firm of McKim, Mead, and White. The building was later extended, as evidenced in the change in brick color along Lawton Street.



15 "Arnold Constable" Building

466 North Avenue and Main Street

Circa 1937 Developed as the first Arnold Constable's in a suburban community, the graceful Art Deco street-level windows that round the corner promoted the store's high-fashion image. Today an office building, the entrance lobby displays a large relief map depicting New Rochelle in the 1930s.



16 Union Baptist Church

438 Main Street Circa 1904 Westchester County Inventory of National Register of Historic Places, 1993

This church was first home to the Salem Baptist congregation, which organized in 1849. The architect Arthur Bates Jennings configured the interior using the Akron Plan, an open spatial arrangement seen in only a few Westchester churches today. The current congregation, Union Baptist, is one of the city's earliest African-American religious organizations, established in 1913. To the east is **Monroe College** whose new Milavec Hall and dormitory further advances Main Street's revitalization.



17 "Masonic Lodge" Building

451–453 Main Street Circa 1900

The Fraternal Order of Masons hired nationally-recognized architect George T. Thompson at the turn of the 20th century to design this imposing Neo-Classical Revival building to celebrate the organization. From 1901-1910 the top two floors housed the New Rochelle Public Library.



18 "Standard Star" Building

251 North Avenue Circa 1924

A year after the *Evening Standard* (est. 1909) was consolidated with the *Daily Star* (est. 1911) to create *The Standard Star*, this narrow Neo-Classical Revival-style building was constructed as its headquarters. To the east, is the **New Roc City Entertainment Complex**, part of New Rochelle's economic resurgence. With its fanciful urban façade, New Roc continues downtown's splendid history as a movie and entertainment center.



19 New Rochelle Post Office

Corner of Main Street and Huguenot Street Circa 1938 Listed on the National Register of Historic Places, 1989

Constructed with federal Works Project Administration (WPA) funds intended to provide work for the Depression unemployed, New Rochelle's downtown post office was dedicated on June 18, 1938 as



part of New Rochelle's 250th anniversary celebration. Designed by New Rochelle resident architect Frederick G. Frost, it was one of the few Art Moderne-style post offices erected in the state. The interior contains WPA murals by David Hutchison illustrating early New Rochelle. To the east is New Rochelle's largest office building, **145 Huguenot Street**.

20 The "K" Building

271 North Avenue Circa 1931

Herman Schiff and Sons spent a million dollars during the Depression to construct New Rochelle's first 12-story skyscraper. Designed with Art Deco detailing on the top level, it is today known as the "K" (Kaufman) Building after a later landlord, the owner of Kaufman Studios in Queens. Paul Terry established Terrytoons here in 1934. His ingenious animators created characters such as Mighty Mouse, Heckle & Jeckle, and Tom & Jerry, in the building until 1949 when the firm relocated nearby to the former Knights of Columbus Hall at 38 Centre Avenue. To the west is New Rochelle's newest skyscraper, the 24-story **Avalon on the Sound**, a luxury apartment complex, part of downtown's economic renaissance and housing some of its rapidly growing population.



21 "Westchester Federal Savings Bank" Building

250 North Avenue Circa 1963

Dedicated the year the New York World's Fair opened, the building was designed with the futuristic look that dominated the Fair. The cylindrical sections, colored glazed brick, display of cantilever stairs and the starship-like fins were intended to give the New Rochelle Federal Savings and Loan, which was changing to the Westchester Federal Savings Bank, a significant new presence at the busy intersection of Pershing Square.



22 "Trolley Turn-Around" Building

41–45 Lawton Street Circa 1923

At the turn of the 20th century, one could hop on a streetcar in New Rochelle and days later arrive in Boston. E.L. Doctorow, a former New Rochelle resident, describes the trip in the novel, *Ragtime*, which is set in early 1900s New Rochelle. Beginning in the 1930s, as automobile and train travel evolved, the trolleys that began operation in New Rochelle in the late 1800s were gradually phased out. On December 16, 1950, the last trolley, symbolically bannered "Street Car Named Expire", used a turn-around located here.



23 "Pioneer" Building

14 Lawton Street Circa 1897

Listed on the National Register of Historic Places in 1983 The Italianate-style, which flourished in hundreds of buildings along Main Streets across America for half a century, is well represented by this brick building. It first housed the *New Rochelle Pioneer* (1860–1920), a weekly newspaper established by William and John Dyott.

