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'High Falls' development plans get first showing

Historic park, visitor center included

By Carol Ritter

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City officials yesterday unveiled a new logo and new names for a historic park area and Urban Cultural Park visitor center in downtown Rochester.

"High Falls Park" and "The Center at High Falls" reflect a name for the upper Genesee River falls that was used during the 19th century, according to city Director of Communications and Special Events Rosalie Cameron.

She and Deputy Mayor Christopher Lindley were among speakers at a ceremony preceding a daylong symposium on the city's development plan for the area, around Platt Street and near Eastman Kodak Co. headquarters on State Street, known as Brown's Race. About 200 invited participants spent the day poring over design alternatives and learning the history of the gorge-centered district where much of the city's industrial development began.

"This is serious business. We are ready to move in Brown's Race," said Cameron as she introduced the new name and logo. The Brown's Race development project has already received \$2.29 million from previous state Environmental Quality Bond Acts and would receive more under the 1990 environmental bond act voters will decide on Nov. 6. The total price tag for revitalizing the area, including private investments, is expected to top \$11 million.

Stylized archaic lettering and a water wheel are key elements of the graphic design that will be used on everything pertaining to the new visitor center, which is to open in 1992.

The former Rochester Water Works, also known as the Old Holly Pump Station, will house displays, meeting rooms and exhibits focusing on the city's Urban Cultural Park themes, "The Natural Environment" and "Labor and Indus-



try."

An ambitious development program for the Brown's Race area has been in the works for years, according to city Parks and Recreation Commissioner Thomas Argust.

"We're at a point where all of our plans and meetings are beginning to congeal. We're getting ready to launch one of the most exciting developments in the history of Rochester," Argust said.

Rochester is one of 14 New York state communities selected in 1977 for the Urban Cultural Parks program, which promotes historic preservation, education and recreation in support of community revitalization and economic development.

The only UCP visitor center now in use is in the Seneca County village of Seneca Falls, third-smallest of the 14 pilot communities.

That center, opened in a Sept. 21 dedication ceremony, depicts the community's early history of industry and transportation based on the Seneca River. Exhibits and displays tie those elements to the birth of the women's rights movement in the mid-19th century.