

From Eyesore to Opportunity:

a snapshot of adaptive reuse in Rochester, n.y.



Flatiron Building

696 University Avenue

When Paul Kramer saved the Flatiron building from demolition in 1981 pigeons & bats were living in the top three floors. It now has 18 loft apartments and 7 businesses, including Starry Nites Cafe and Edibles Restaurant. The Neighborhood of the Arts (NOFA) is today one of the most desirable neighborhoods in Rochester, when just fifteen years ago it was one of the most troubled. Despite its stunning success, the neighborhood remains remarkably affordable and diverse. This building is now largely considered the anchor of the neighborhood.