

*100 Proctor Bldg
Utica New York.*

PROCTOR BOULEVARD

Sylvia Snyder



HUGH R. JONES COMPANY
JONES BUILDING
ELIZABETH STREET · UTICA · NEW YORK

PROCTOR BOULEVARD





ONEIDA BOULEVARD

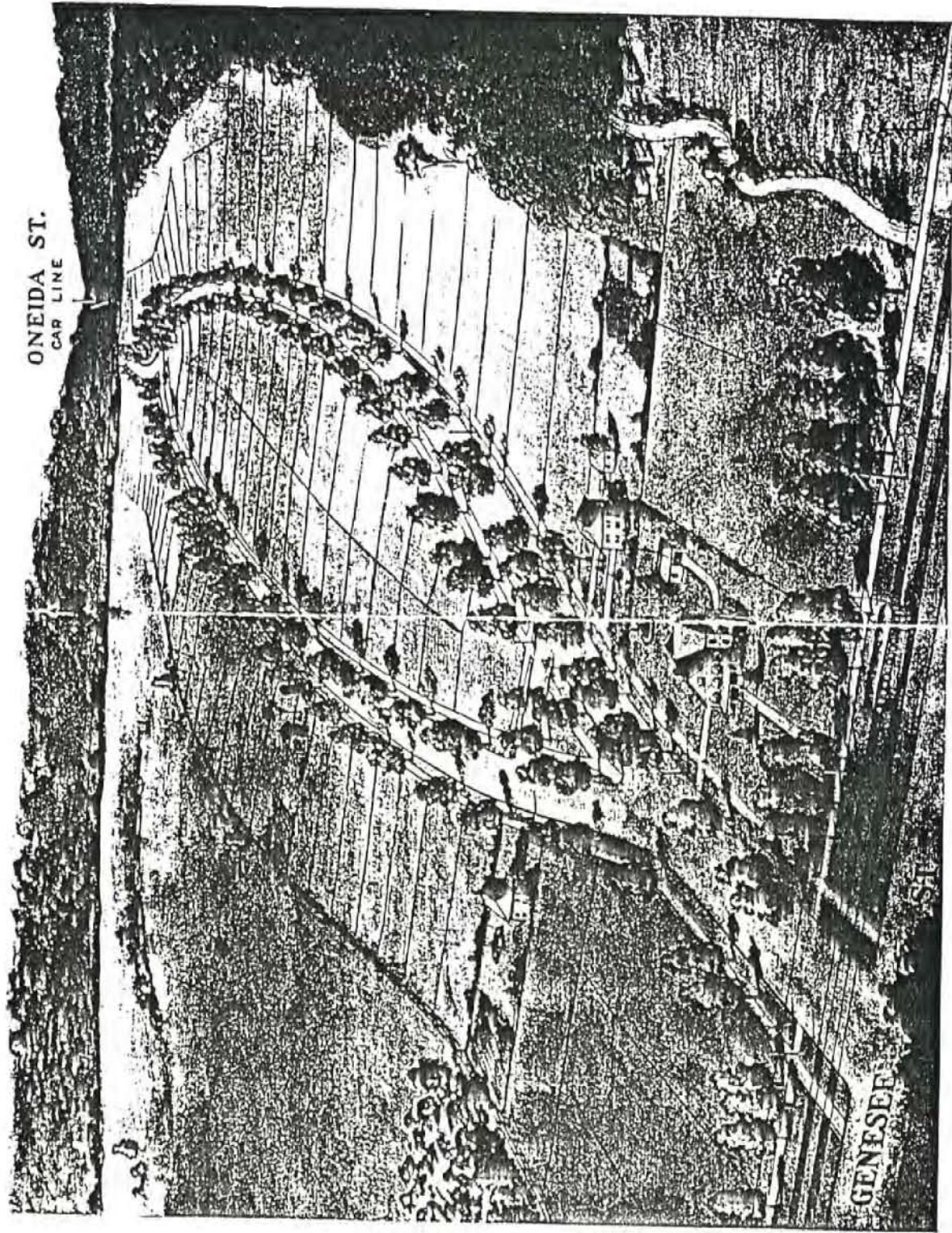


ONEIDA CAR LINE



An acroplane view of Proctor Boulevard. An exclusive, distinctive unit-development located in the heart of Utica's better home section and restricted to an extent that assures permanency to its beauty and attractiveness.

Proctor Boulevard, once the golf course of the Yahundasis Golf Club, now possesses all of the vast improvements essential to city life. And yet it offers you the many advantages, in views, atmosphere, surroundings, etc., of a country estate.

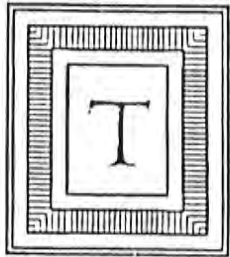




PROCTOR BOULEVARD



“HOME!”



THE “HOME” is the foundation of the family, the hearth of happiness, the place where family ideals are born.

Without “Home” there can be no family happiness, no family ideals.

It is the result of fond, hopeful anticipation, careful planning, and many a family council.

But the value of a home—both intrinsic and monetary—depends upon more than that alone which is under one’s own control.

When you build your own home for your own use—or even for investment purposes—you do so with the idea and hope that it will always be as comfortable, pleasant and attractive a place in which to live as when first conceived.

However, what assurance have you that within ten years from the time you build—or even five years, or three, or two, or, possibly next year—that there will not be built directly at your side, a large, multiple apartment house, or a public garage, or even a business building?

Look around Utica. How many beautiful homes there are which at one time were ideal in every way but which have had both their intrinsic and material value seriously affected by the change of the immediate environment!



Proctor Boulevard is in the heart of the best home section



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Experience teaches that rarely does a good locality grow uniformly. What was once the best residential section of Utica is today—what?

This ever-present risk concerning future possibilities of a neighborhood, is something well worthy of consideration.

There is *one*, new section adjoining Utica—now possessing all of the natural beauty and attractiveness that could be desired—where this element of “chance” absolutely does not prevail.

It is Proctor Boulevard.

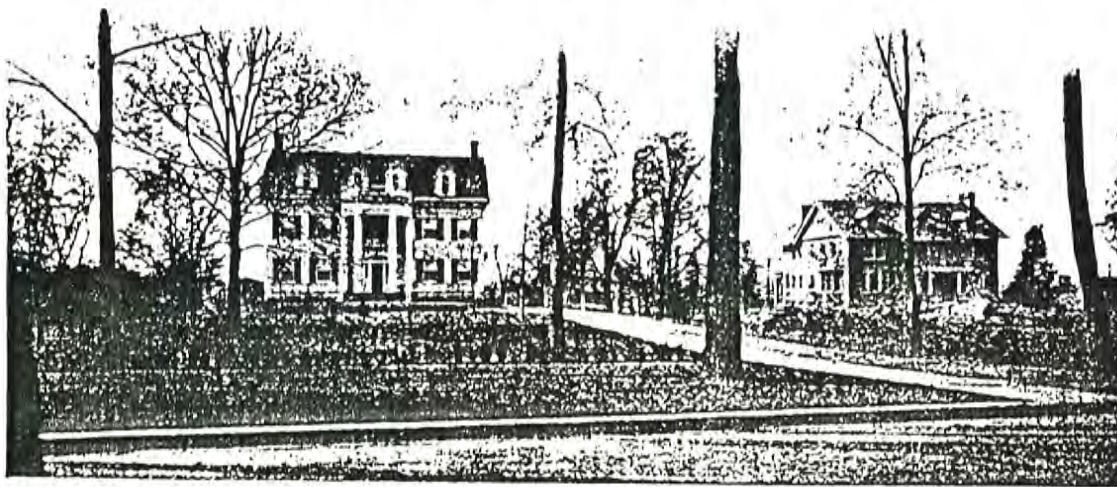
Here is an “idea.” Here is a splendid thought transformed into a genuine reality, exclusively by business men of Utica—men with faith, pride and a lively interest in Utica.

Realizing that its most advantageous location, its natural picturesqueness and its splendid possibilities in themselves warranted an attempt at the unusual, they decided to make of Proctor Boulevard an exclusive and individual residential section, far surpassing anything ever attempted in this community.

This has been accomplished—by farsighted restrictions, thorough improvements, and the individual manner in which it has been laid out.

Proctor Boulevard will *never* be less than it is today. Indeed, the most pessimistic observer could but acclaim that Proctor Boulevard, years from today, will be of greater value, greater beauty and more attractive as a section for homes than it is even at present.

The following pages explain the details of what certainly promises to be Utica’s foremost urban real estate development.



Homes opposite Proctor Boulevard



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ACCESSIBLE AND ATTRACTIVE LOCATION

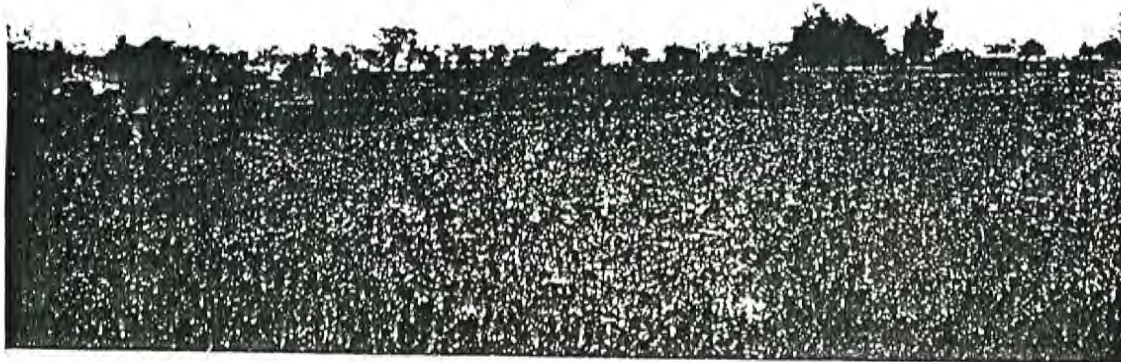
FOR some time the tendency has been for the better class of homes to move farther up Genesee Street. A ten or twelve minutes' trolley ride from the City Hall, therefore, brings one to groups of the most handsome and substantial residences in the city or its suburbs.

In the midst of these, facing and almost surrounded by attractive homes, which lend an excellent character to the locality, is Proctor Boulevard. It is the first and only residential section bearing that name.

Proctor Boulevard, facing Genesee Street with a frontage of nearly 600 feet and extending through to Oneida Street, is largely the old Yahnundasis Golf Club, to which have been added various parcels of land to round out the property and make a complete unit. On one side is the picturesque old Halleck's Ravine, on the other, the Blaikie Estate.

With practically a five-minute car service, Proctor Boulevard is within ten or twelve minutes of the business section of Utica, or six or eight minutes by motor. A convenient distance from the din and clatter of the city, and yet in the heart of the finest and most exclusively residential district in or nearby Utica, this tract has an assured individuality from the start.

And what a location! The commanding view overlooking the valley and the city and the beautiful hills in the distance, the gracefully sloping ground, make the sites anywhere on Proctor Boulevard the choicest places for the purpose of establishing homes.



Showing gradual slope of Proctor Boulevard (before improvements were started)



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Prices range from \$1,200 to \$2,000, with the exception of the six Genesee Street lots. All the plots with the exception of these Genesee Street lots are sold on a convenient basis and a liberal discount is allowed for cash.

GENESEE STREET LOTS

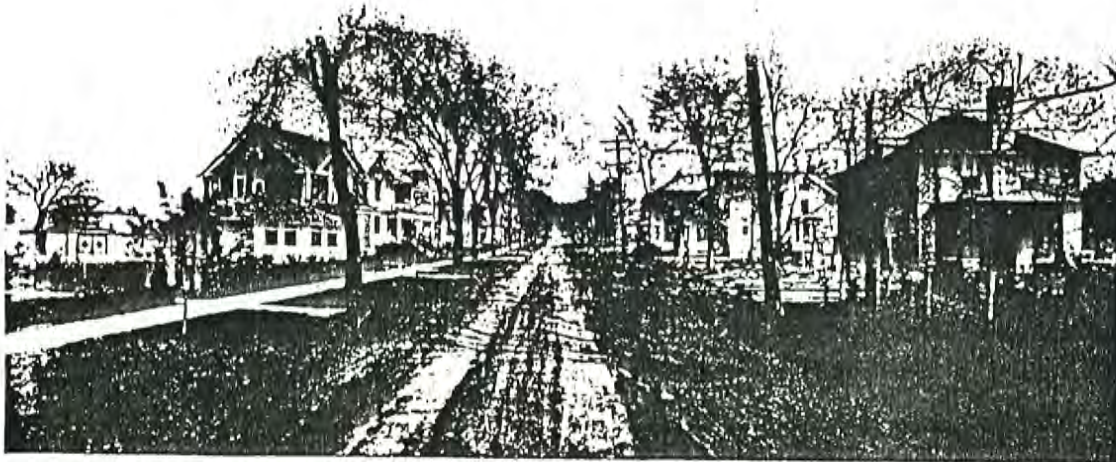
THE Genesee Street lots, each ranging from 75 to 100 feet frontage with an average depth of about 250 feet, are far and above the choicest parcels of land now available in Utica for fine residential purposes.

They offer an unusual opportunity for those desiring to erect a substantial residence in the finest locality obtainable, to acquire a site attractively situated and affording every city convenience and improvement.

The price set is \$40 per front foot—lower than any other Genesee Street property less improved, less advantageously located and not so well restricted, which might be bought in the immediate vicinity.

Investment in land such as this improved property, is more than safe. You may recall friends or even relatives who, as hard-headed business people, were careful in making investments. Now and then, however, they ventured an investment in land outside of Utica: in mines, industrial enterprises or other propositions. In most cases the values set were fictitious or inflated, and the investment consequently a loss.

Consider Proctor Boulevard carefully. Values here are sure to increase and property here can never recede or deteriorate because it is thoroughly restricted to protect every individual owner—seekers of ideal home sites.



Many new homes are being built in the vicinity of Proctor Boulevard



PROCTOR BOULEVARD



Proctor Boulevard is so near to the center of the shopping districts that Utica merchants consider it within their delivery routes. It is, therefore, a place of Country Comfort and every conceivable City Convenience. It offers home-seekers the three essentials:

Accessibility—Healthfulness—Environment.

UNUSUAL IMPROVEMENTS

THE owners of Proctor Boulevard have done everything—at an enormous expense—to keep intact the natural beauty of the landscape. The improvements are the most complete ever attempted in this part of the country for the development of an ideal residential section.

Olmstead Brothers, the landscape architects who planned Utica's Park System, were employed to lay out the property along the generous lines which the owners had in mind.

Starting at Genesee street, and cutting the tract almost in half, there is constructed a broad macadam boulevard, with artistic cobble stone gutters. As the Boulevard goes up the slight grade and the tract becomes wider, it is divided into East and West Boulevards which join later and continue as one broad avenue through to Oneida Street.

The improvements include: Water mains, fire hydrants, storm and sanitary sewers with lateral connections at each lot, broad cement sidewalks on both sides of the Boulevard, elm trees on both sides of the avenue, etc.

Electric light and telephone connections are provided in the rear of the



North on Genesee Street, right side, from Proctor Boulevard



PROCTOR BOULEVARD



lots to avoid marring the streets with unsightly poles and wires. Thus there is every provision for comfort, for convenience, for permanent beauty.

And in addition to all this there is a conduit street lighting system of the most modern and improved type. Nothing, to make this an ideal residential locality, has been omitted.

FARSIGHTED, APPROPRIATE RESTRICTIONS

SOONER or later nearly every family will ask the question, "Where shall we build?"

It is not a simple question to decide nor an easy problem to solve. We've seen excellent neighborhoods and the best environments fairly deprived of all value for residential purposes. Without any control over the property adjoining, any day may see an ugly building erected next to an expensive residence upon which had been spent years of thoughtful, painstaking planning.

Proctor Boulevard is assured for all time an environment, a character and exclusive residential surrounding by its farsighted restrictions, and readily solves that problem of "Where shall we build?"

Bear in mind a few of the restrictions:

First: Proctor Boulevard is restricted to only *one-family residences*. Here there can be no two-family flats or multiple houses of any sort.

Second: All lots are at least 50 feet front and many 200 feet deep and can never be subdivided.



The beauty of Upper Genesee Street



PROCTOR BOULEVARD



Third: Building lines are 30, 40, 50 and 100 feet from the front, depending upon the location.

Fourth: On Genesee Street lots, no home costing less than \$5,000 may be built; on all other lots none costing less than \$4,000.

Fifth: There can never be any business property of any sort on Proctor Boulevard. No public garages, but private garages and barns are permitted when built within restrictions and kept accordingly.

Sixth: There can be no telephone or electric light wires in the streets; these are all in the rear of the lots.

When you consider that Proctor Boulevard is a large, entire unit, that it is already in the midst of, and surrounded by, the finest residential sections near or in Utica, you at once must realize why this, beyond any doubt, is the most advantageous place to select a site for a home.

For beauty of location, for completeness and modernness of improvements, and for thoughtfulness of restrictions, it is by far the best proposition ever offered to home-seekers in Utica.

PROCTOR BOULEVARD AS AN INVESTMENT

NO MONEY has been spared to make Proctor Boulevard attractive. Every improvement—the sewers, water mains, macadam streets, sidewalks, street lighting system—all are of the most improved types. Yet with all the advantages, of beautiful location, surroundings, improvements and restrictions, prices here are exceedingly moderate—much lower than less improved property anywhere near this district.



South on Genesee Street, from Proctor Boulevard



PROCTOR BOULEVARD



The value, the price of each lot, represents part of the expenditures paid to landscape architects, engineers, contractors and for materials. It isn't "just so much land." It is *improved*, most desirable property, *controlled as a unit*, and made an individual and distinctive residential district.

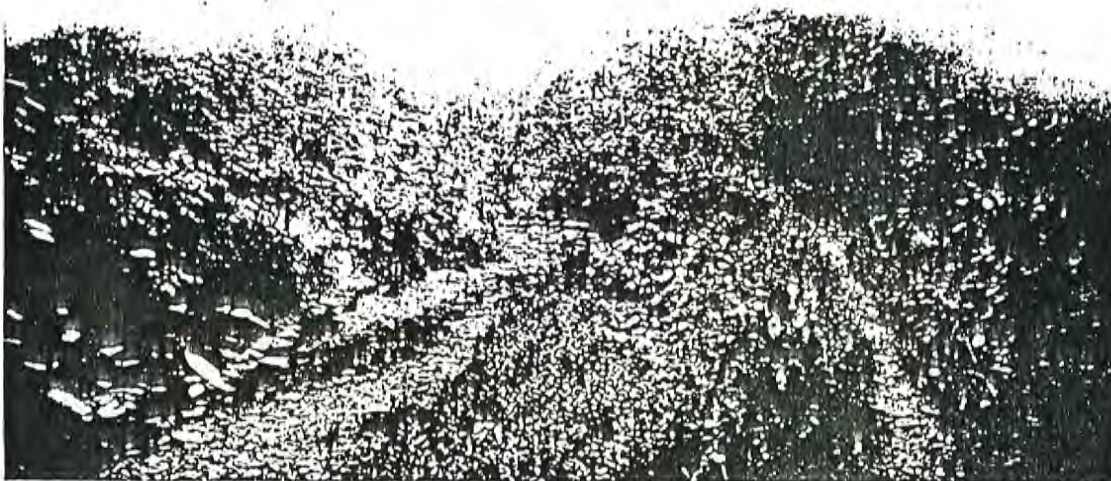
It is to your interest to investigate Proctor Boulevard and possibly make an early selection.

If you are so situated as not to desire a home for yourself, Proctor Boulevard sites should certainly be considered for the future. The daughter or son growing up may some day appreciate the acquisition you now may make of one of these sites. They most certainly will increase in value and with the assured excellent character of the environment, now is the time to choose.

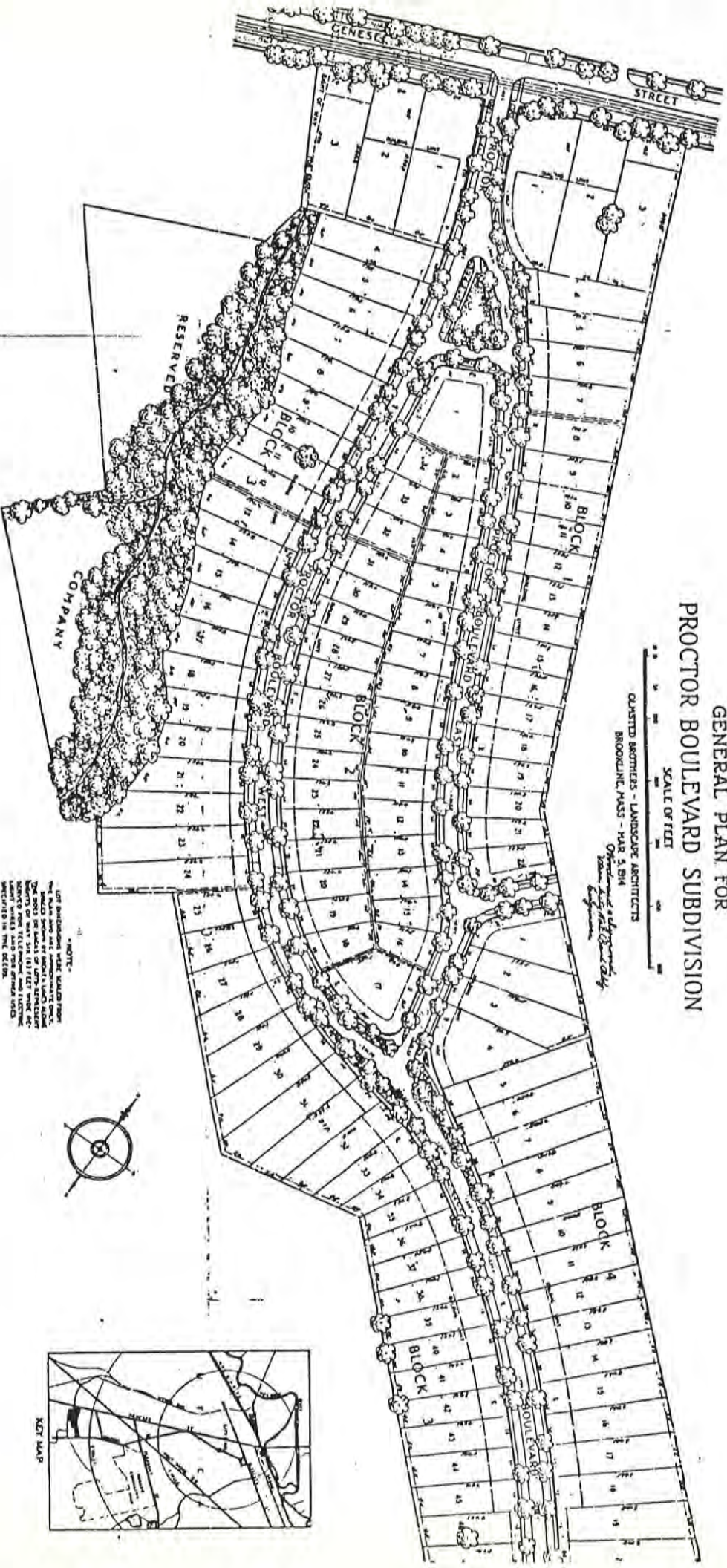
The plat inserted at the back of this booklet shows in general the nature of the subdivisions, the sizes of the lots and the building lines. But to really appreciate the attractiveness of this property it must be seen.

For this purpose we will be glad at any time to send our automobile for you at your home or office to take you to the property. This, you should remember, incurs no obligation on your part. You merely write or 'phone us stating the day and hour you would like to visit Proctor Boulevard.

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TELEPHONE NUMBER 1649
UTICA · NEW YORK



View in the Ravine at Proctor Boulevard



GENERAL PLAN FOR
PROCTOR BOULEVARD SUBDIVISION

CLAYTON BROTHERS - LANDSCAPE ARCHITECTS
 BROOKLINE, MASS. - MAP S. 514
 SCALE OF FEET

NOTE:
 LOT DIMENSIONS AND SPACING FROM
 THE PROCTOR BOULEVARD TO THE
 ADJACENT LOTS ARE TO BE DETERMINED
 BY THE ENGINEER AND ARCHITECT
 IN CONJUNCTION WITH THE
 LANDLORD AND THE CITY.

