**Starting Location – SPOT**
- John Stephen Hertel was a business man in Black Rock.
- His first venture was a hotel at the corner of Bird and Niagara Streets.
- Bird Street and Cornelius Creek Road were renamed after him.

**Stop 1 – North Park Theatre**
- Built 1920 as part of Michael Shea’s movie theater chain; restored and reopened in 2014.
- Art Deco marquee was added in 1941 by Flexlume in Buffalo (still on Main Street)
- Bertha’s next to the theater entrance is the location of former Blitzer’s Delicatessen, owned by the family of CNN’s Wolf Blitzer. Wolf graduated from Kenmore West HS.

**Stop 2 – Bank of America**
- Check out the Art Deco bas-relief designs on the exterior of this c. 1925 building.
- Bas-Relief = a sculptural form in which the design projects outward from the mass only slightly and no part of the modeled form is undercut.

**Stop 3 – Lookin’ Good Mural**
- Artist: Casey Milbrand, 2018
- Milbrand is the artist behind the Greetings from Buffalo Mural in Downtown Buffalo.
- The look is meant to emulate 1970s-era typography and mirrors the colors used on the North Park Theatre marquis.
- Sponsored by the North Buffalo Organization which raised money for the mural through its Facebook page.

**Stop 4 – Walgreens**
- Former site of Sunshine’s Supermarket (1961-1993).
- When Cher married Gregg Allman, and he was being treated for drug addiction in Buffalo in 1975, Cher shopped at Sunshine’s (they were staying on Agassiz Circle).

**Stop 5 – Sample Shop**
- Anne Bunis started the Sample Shop in the front parlor of her home at 1645 Hertel Avenue in 1929.
- Four adjacent houses were connected to expand the Sample Shop, until they were torn down for a larger building in 1947.
- The Sample Shop closed down after sixty-one years in 1990.

**Stop 6 – Doubles [93 & 97]**
- Another common housing style found in North Buffalo is the double with upper and lower flats.
- Typical flat has three bedrooms plus bathroom, kitchen, dining and living rooms, and porch or sunroom.
- Double are approximately 1/3 of Buffalo’s housing stock.
- Great examples at 93 & 97 Wellington Place.

**Stop 7 – Bungalows [106 & 98]**
- Bungalow Style characterized by:
  1) Sheltered porches
  2) Sturdy wood moldings
  3) Earth tone colors
- Popular in the early 20th century for the growing middle class: affordable and adequate for a family.
- Great examples at 106 & 98 Wellington Place.

**Stop 8 – Weego Mural**
- Imagery centers on the idea of a surreal air balloon festival.
- Concept & imagery came from the artists’ love of childhood cartoons & video games.
- The mural allows you to immerse yourself in the stress free and fantastical images & colors on display.

**Stop 9 – St. Margaret’s**
- Congregation was founded in 1916, with this building built in 1957.
- St. Padre Pio Statue: Pio was made a Saint in 2002; he suffered the Stigmata, the 5 wounds Christ suffered before his death, and performed miracles in Italy.
- 1920s & 30s, 2nd / 3rd generation Italian-Americans began moving from the West Side to N.Buffalo. Many made St. Margaret’s their parish church. 1989-2016, Hertel was home to the Italian Festival.

**Stop 10 – The Cornelius**
- Formerly St. Margaret’s School, now apartments.
- Named after Cornelius Creek, which roughly paralleled Hertel Avenue’s route until about 150 years ago.
- The creek no longer exists, replaced by a sewer that made the development of this area possible.

**Stop 11 – Saranac Synagogue**
- Built 1918 as a Methodist Church.
- Sold to Congregation Ner Israel in 1931; later became Congregation Achei Tmimim.
- Arts & Crafts style with brick, rafter tails & crenelated parapet above the entrance (looks like a castle wall).
- 1920s & 30s, many Jews moved from East Side around William St. to this area, & by the 50s, Hertel was the center of Jewish culture in Buffalo; the Jewish community later began moving to Amherst.