



# Browncroft Crier

NEWSLETTER OF THE BROWNCROFT NEIGHBORHOOD ASSOCIATION

SINCE 1973-VOLUME #162

P.O. Box 10127 Rochester New York 14610

May 2010

<http://browncroftna.org>

## **BNA Executive Committee**

### Officers:

#### President

Bob Genthner

#### Vice-President

Cassy Petsos

#### Secretary

Jayne Hurwitz

#### Treasurer

Jim VanMeenen

## **District Reps:**

### Elm

Chris Gaudieri

### Corwin

Holly Petsos

### Croydon

Ann Chew

## **BNA Voicemail:**

234-0160

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## **BNA Annual Membership Meeting**

**Monday, May 17th  
7:00 PM to 8:30 PM**

**St. John the Evangelist Church Hall**

(553 Humboldt Street near Winton Road).

- Parking in the rear of the church; enter off either Humboldt or Floverton Streets.
- Enter the Church at the parking lot doors.
- The Hall is down stairs (left) and is handicapped accessible by elevator (right).

### **Guest Speakers:**

**Peter Saxe, South East Quadrant's Neighborhood Service Center (NSC) Administrator**  
along with team members **Peter Siegrist, Sr City Preservation Planner** and **RPD Lt. Korey Brown**

Topic: "NSC - Everything Browncroft - 101"

Pete and the Quadrant team are a key enhancement of the Department of Neighborhood and Business Development (NBD), created July 1, 2009. These cross-functional teams were envisioned as a highly effective conduit for providing results-oriented and cost-effective city services in a seamless, customer friendly manner.

Pete will look at the impact of the SE Quadrant's Strategic Plan to Browncroft; what NSC does and can do for Browncroft; and what Browncroft can do for the NSC regarding planning/participation both within Browncroft and the larger Sector 8.

### **Brian Liberti, City Forester**

Mr. Liberti is Rochester's new City Forester, and has familiarized himself with the Browncroft neighborhood. He will be on hand to discuss the city's forestry programs, and how they can relate to neighborhood initiatives to preserve the tree lawns in an existing historic landscape.

### **Join us also for:**

Election of Officers  
Browncroft History displays  
Committee Reports  
Refreshments with your neighbors

## *From the BNA President ....*

From the President ...

With your approval at the Annual Meeting on May 17th, the present leadership team will continue into the 2010-11 term. Nominations for this coming year are: President - Bob Genthner, Vice-President - Cassy Petsos, Treasurer - Jim VanMeenen, and Secretary - Jayme Hurwitz.

This leadership team will support the policies and directions of the Board of Directors, consisting of the Officers, Representatives from each street and BNA Committees Chairs in meeting our association's purpose as stated in our Bylaws.

As we all know, we, as an organization, lack the binding legal authority of a neighborhood home owners association (HOA) with its landscaping and property maintenance covenants, lacking also the power to fine and collect mandatory monthly assessments that are in place in many other states.

In Rochester, and in particular to Browncroft, this requires BNA to partner respectively with our neighbors and members, develop peer-to-peer relationships, work with other associations, agencies, and all levels of government, primarily the City of Rochester, to accomplish any establishment or refinement of "rules" and seek the necessary outside enforcement from authorities that allows us as a community to maintain our residential character, curb appeal, property values, and our city living life style. As an association we provide through multiple communication avenues a sense of community, and a consistent conduit for its volunteers; focusing on our needs both present and future.

In this coming year, we will continue in this "Live-Browncroft" effort

## BROWNCROFT-HOME FOR A LIFETIME



Home For A Lifetime Safety Tips seminar held March 18th provided neighborhood attendees with many useful tools to ensure a safe home environment with the help of the Jewish Community Center.

Many thanks to those who have returned their Home Maintenance surveys for the recommendations and well annotated entries. This information will serve us well as we strive to remain in our homes, maintain the quality of our Browncroft residences and neighborhood.

Please, if you have not had the opportunity to return your survey, do complete it and send it to [info@browncroftna.org](mailto:info@browncroftna.org) or return it to BNA NORC Survey PO Box 14610. If you need another survey feel free to contact Ann D. Weintraub at 482-8662.

Much appreciation to Jerry Graves who vetted the recommended home maintenance providers on the Better Business Bureau's website. Kudos to Bob Genthner for putting the iHome Maintenance Provider recommendations on the website.

At the end of May 2010 you will find the information on recommended home maintenance providers on the BNA website at [browncroftna.org](http://browncroftna.org)

Continue to send additional recommendations either by e-mail or snail mail. We will keep an ongoing, updated list on the website.

In addition, a print copy of the information will be available from Ann D. Weintraub 482-8662 or Joyce McAndrew, 288-8551 for neighbors who do not have e-mail access. Arrangements will be made to also have print copies of the information at the Winton Branch Library and the Winton Village Office.

We hope that you will find this Browncroft - Home for a Lifetime project helpful, and that you will continue to help us make quality additions of providers.

Your Browncroft-Home For A Lifetime Committee



# Around the Neighborhood

North  
Winton  
Village  
Rochester, NY

## NORTH WINTON VILLAGE NEIGHBORHOOD ASSOCIATION

NWVA held its annual meeting on Monday April 19th at the Browncroft Baptist Church. Officers were elected. Mayor Robert Duffy and Chief David Moore were the main speakers.

Several City Council members also attended, as did City Department heads and Sector Crime Prevention Officers.

Everyone heard about the many accomplishments of the past year and projects that are ongoing.

The organization has been meeting regularly to address public safety and code violation issues. Much progress has been made to turn problem properties around. Litter has been cleaned up and several businesses have joined the effort to secure grants for the East Main corridor.

The newest grant proposal for East Main Street is for \$500,000 from New York State Housing Trust Fund. BNA provided NWVNA with a letter of support to attach to their grant application as project improvements to the nearby commercial district would have positive affects for the BNA neighborhood.

The street light project in the area of North Winton Village is almost completed and work is being done to repair and place some North Winton Village signs.

Several neighbors are working on the Linear Park between Mayfield Street and E. Main Street. (See article below.) There are plans to construct raised flower beds and to grow herbs there. There are also plans to put lighting in the Linear Park and the Gazebo Park at Elm and Winton.

**North Winton's flower sale is Saturday May 8th** at the corner of Humboldt Street and Winton Road. The money raised will help pay for plants for the 100 flower pots and 17 gardens throughout the neighborhood.

Lastly the issue of congested parking in the block of Winton Road between Atlantic Avenue and Main Street is being addressed by a committee.

Reported by Holly Petsos

## NORTH WINTON VILLAGE NA LINEAR PARK

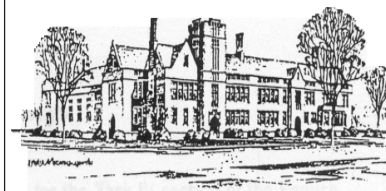
Our Linear Park is looking beautiful in the North Winton Village Neighborhood! Thanks to our neighborhood volunteers and the City of Rochester, the United Way, The Petco Foundation, and the Center for Youth Services. Stop at the park and enjoy the beautiful flowers in season and the path for walking and bike running. The park has become a wonderful stop for our dog friends in the neighborhood. We all enjoy the green space and they do too!!! We want to keep Linear Park as our neighborhood Green Space. Please help us support the Linear Park located between East Main Street and Mayfield Street next door to the old HSBC. We hope to have the Linear Park declared a City Park by the City of Rochester. Please help support our Green Space in the North Winton Village Neighborhood. We need volunteers for our 90 flower pots and 16 gardens in the North Winton Village Neighborhood. Please get on our web site [www.NorthWintonVillage.com](http://www.NorthWintonVillage.com) and email me or call me at 224-9766 if you wish to be a volunteer.

Marilyn Parchus, NWNA

## NORTH WINTON VILLAGE SAFETY CENTER

The North Winton Village Safety & Code Violations Committee meeting is held every Thursday at 11:30a.m. at the NWV Safety Center, 1933 E. Main, on the corner of Illinois Street.

The President of BNA is a member of this committee. Our area's daytime CPO, Anthony Bongiovanni, meets with NWV twice a month regarding safety issues and our Code Inspector also meets with NWV twice a month. Businesses, landlords and neighbors are invited to come with concerns.



### 46 SCHOOL UPCOMING EVENT

May 13th  
Sticky Lips BBQ  
Fundraiser at School 46  
4-7p.m.  
\$10 for chicken dinner, two  
sides, and cornbread,  
Advance ticket recom-  
mended and available by  
emailing Kristen French at  
[kristen.french@rcsdk12.org](mailto:kristen.french@rcsdk12.org)  
or calling 764-6579.



## A Little Bit of History

From the Rochester Herald, Sunday, June 6, 1926 Headlines:

### "CHINESE WISTERIA IN BROWNCROFT NOW IN FULL BLOSSOM" ROCHESTER -

"Worth traveling hundreds of miles to see.' That is the way a prominent landscape architect expressed to Charles J. Brown, president of the Brown Brothers Nursery Company, his admiration for the Chinese wisteria now in full bloom in Browncroft. 'Thousands of visitors motor through Browncroft nearly every day now to view these very rare climbing plants, which were brought to Rochester several years ago and planted at the foot of all the lamp standards in this beautiful residential section.' Mr. Brown says. 'These Chinese vines have long, pendulous clusters of purple flowers and attain an immense size, sometimes growing at the rate of fifteen to twenty feet in a season. Their masses of purple blossoms now form a striking picture in Browncroft.' In addition to the wisteria completely covering every lamp standard in Browncroft are several tree-forms of this lovely plant in Windemere Road, Browncroft. Mr. Brown states that they will undoubtedly be in full blossom for at least another week.

## Commentary

### Heaven is: *Browncroft in Springtime*

by Cassandra Petsos

We truly live in a beautiful part of the country. Rochesterians in particular are blessed with parks filled with horticultural delights that really shine in the spring due to the legacy of our 19th century nursery businesses.

Browncroft is another microcosm of this manmade sylvan paradise that was bequeathed to the residents by the Brown Brothers Continental Nurseries in the form of their subdivision by the Browncroft Realty Corporation in 1914. Their mission was to create a park for homes to be built in, so they professionally planned and planted a continuous landscape covering 11 streets. This far out did other sections in the flower city, where single street mall designs were the norm, such as Seneca Parkway, Lakeview Park, the Oxford Street mall, and Nunda Boulevard, to name a

few.

The new planned subdivision, complete with a designed landscape, juried houses, and deed restrictions that forbade any commercial use of the properties and also dictated house setbacks, had an impact on the neighboring subdivisions, as well, such as the Sheil farm's Elmcroft subdivision to the north. In Elmcroft, it was mandated that an elm tree be planted in front of every home. Unfortunately, the elms were killed by Dutch elm disease in the 1960's, but today thanks to Rochester's Forestry Division, the shaded streetscapes on Lanark, Berwick, Elmcroft and Elm Drive are restored.

The importance of Browncroft's landscape should not be taken for

## Summer Reminders

### *from the Zoning Chair*

Now that spring has arrived and we are going into the summer months, it is time once again to remind neighbors of a few things to keep in mind out of consideration to others in the neighborhood, and to be in compliance with city code regulations.

1. Please pick up after your pets. It is required by the City's dog ordinance.

2. Please do not put your yard debris at the curb before Tuesday afternoon or evening. This would also be a code violation. But more importantly, it detracts from the tidy and attractive appearance of the street to have plastic bags, piles of branches, limbs or yard debris from Saturday until pick-up on Wednesday morning. There are many complaints received by BNA from neighbors concerning this every year. Remember also, it is just as unsightly to leave your plastic garbage bags piled in your front yard.

3. Please, if you see liter, pick it up. Wednesday, after garbage pick-up there is always liter scattered about. Go out and get it, rather than running the lawn mower over it next time you mow. Take pride in keeping your neighborhood beautiful.

4. Please remember to keep up with dirt and grass removal on sidewalks. This can be very slippery when wet. We have children in strollers and retired neighbors out walking during the day and in the evening and we want to keep everyone safe.

Additionally, do not expect the city to pick up loose yard debris placed at the curb in the spring the way they did in the fall. The city has discontinued that option for residential spring cleaning. Branches and leaves must be tied up or bagged to be collected.

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# Spring in the Browncroft Rose Garden

In spring in the Browncroft Rose Garden comes lush green grass and happy blossoms of hyacinth, tulips and flowering crab trees. Also, beautification volunteers show up for “spring cleanup” and this year was no exception — BNA Beautification Committee workers were

joined by Girl Scout Troops 33 and 420. On April 17th, and during the week after, seven Beautification Committee Workers arrived to prune and do a preliminary weeding of the six rose beds throughout the park. This neighborhood city park will get off to a great start in 2010 thanks to these volunteers: Margaret Richter, Sharon Bloemendaal, Laura Viau, Carry Atkins, Cassy Petsos, Mary Ann Evans, and Linda Mauck. And thank you to the girl scouts that weeded the annual bed: Carolyn Blake, Amy Blake, Megan Foster, Claire Foster, Aideen Foster, Gabriella Ziyas, Karina Ziyas, and An-Mei Kessler, with their leaders Bridget Ziyas, Lisa foster, and Donna Blake. Annual bed planting and ongoing rose bed culture is scheduled for Saturday, May 29th at 9:30 a.m. Please help out by spending 1 to 2 hours in the Rose Garden with your neighbors. The positive attention we, as a neighborhood, invest in this highly visible garden park is rewarded with our enjoyment of it as an attractive green space and with knowing we are having a positive impact on the



appearance of our neighborhood to visitors and prospective home buyers. After all, the Browncroft Rose Garden is a significant property in the Browncroft Historic District, and as such should be preserved to the best of our ability.

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## President Message

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at all levels available to us. We will be engaged in getting consistent street lights matching the character of the historic Browncroft tract on the BNA streets south of Browncroft Blvd.; a 25 year marathon effort. It however will probably come at some cost to all the homeowners - but it will be well worth it in curb appeal and property values.

“Browncroft - a Home for a Life Time” is moving quickly as a very real neighborhood program as it moves from committee into our homes. There are many exciting projects coming that will broaden the overall Browncroft community appeal as we assist in “aging-in-place” needs.

There are many other aspects of BNA that we are looking forward to this coming year. We look to the possible start up of a Browncroft Historical Society as we as a community approach our 100 years as “Browncroft”; the digitizing of our large slide collection and memorabilia assets collected diligently by our History Committee over the last 37 years; the 2011 BNA Garage Sale next April 30, May 1; our Rose Garden upgrading possibilities; watch dogging the residential impact of the economic development along North Winton Road; maintaining the curb appeal and property value

of our neighborhood through responsible code enforcement; and last but not least our communicating with each other through the many venues BNA provides: Crier newsletter, web-site, BNA-Announce emailing list server, Twitter, committees, general meetings on appropriate topics, gatherings and social events.

Won't you join your neighbors in this endeavor of neighborhood responsibility and accountability! With your continued participation, be it as volunteers or party goers, BNA will continue into its 38th year with the same enthusiasm that launched this association in 1973!

## Summer Rules

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5. And Please do not park vehicles on the front lawn or on the tree lawns between the curb and city sidewalks.

We all should take pride in our neighborhood and put forth the kind of image that has made Browncroft one of the most desirable residential areas in the City. Thank you

Holly Petsos



# Crime Prevention Update

—Bob Genthner

BNA has been receiving weekly the RPD crime list for our streets since March 23, 2009 as part of the Police and Citizens Interaction Committee (PCIC) and its community policing/PACTAC initiatives. All of the reports for the larger PSA 29 of which BNA streets are included have been posted each Wednesday on our web-site under the Crime Prevention Committee. At least a two month listing of the weekly reports is maintained for your reference. In this 56 week period through Apr 18, 2010, there were reported on our BNA streets only 2 burglaries: May 18, 2009 and Nov. 18, 2009; no robberies; and 14 larcenies that all occurred between May 19th and Aug. 31st 2009. Keep reporting any suspicious activity to 911. If you would like to become a member of PACTAC, please give me a call or drop an email to [rgenthner@browncroftna.org](mailto:rgenthner@browncroftna.org).

## Browncroft

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granted. The following are excerpts from the National Register Survey document:

*“The Browncroft Historic District is historically significant under National Register Criterion A as an intact, planned residential subdivision (ca. 1914 to 1929), a property type reflecting ... integration of domestic architecture and landscape design... The contributing historic designed landscape, a component of the original subdivision plan, is distinguished by its cohesive design and park-like*

*setting .....Major components of the original vegetation survive, and lost plant materials have been replaced with the same or similar species, supporting the original design intent.”*

And in Section 7, the document that contains a description of every element in the district, from buildings to vegetation to public furnishings, such as streetlights and markers there is the following: *“District retains original components of historic designed landscape, particularly within the public right-of-way, including: broad tree lawn planted with “signature” species (flowering trees and shrubs); line of shade trees planted at back of public sidewalk; wide sidewalk and crossings for pedestrians; deep and uniform setback of houses; brick walkway to front entrance; sandstone curbs and drainage inlets; period streetlights (design associated with city planning commission’s “City Beautiful” movement).”*

Our enjoyment this month of the magnolia, forsythia and wisteria—and in a few weeks, the lilacs, spirea, viburnum, and kerria gracing our tree lawns—is due to the vision of the Brown family almost 100 years earlier. And when the shade trees complete their leafing out, we will be ensured of pleasant walking under their cooling canopy when summer temperatures soar. And provided we take the trouble to be stewards of this tradition, this neighborhood will continue to be “a beautiful section of a beautiful city”.



## Twitter.com/browncroftna —

Bob Genthner

Are you a tweeter? Since April 1st BNA has established its own account on Twitter.com to further the question “What’s happening in Browncroft now?” You do not have to have an account on Twitter to read our tweets, unless of course you want to tweet yourself by sending a 140 max character message on what’s happening via @browncroftna. If we like it we’ll re-tweet to all of our followers to ensure they get the tweet on their home page. If you simply go to <http://twitter.com/browncroftna>, you will see all the tweets from BNA to the public. You can also access it directly from our web-site’s home page (at the top). Just click! If you do establish an account of your own, you can be a “follower” and receive BNA’s tweets 24/7. If you go to Twitter.com and enter into the search box “browncroftna”, you will see all of our tweets AND all those addressed to “@browncroftna” real time! Then you can click on any @username and see their tweets on what they are doing now and whom they are following. Happy tweeting!

### Save the Date:

**BNA Family Picnic, July 21st, Sycamore Shelter, Ellison Park.** This annual event has been an enjoyable get-together for residents young and young-at-heart. BNA provides the hot dogs and lemonade. Neighbors bring a dish to pass. Join us. Further details in the next July Crier and on our web site.