



Browncroft Crier

The Official Newsletter of the Browncroft Neighborhood Association

Since 1973 – Issue #130

P.O. Box 10127

Rochester, New York

April 2001

2001 BNA Bi-annual Browncroft Neighborhood Garage Sale Saturday & Sunday May 5 & 6, 2001 9 am - 5 pm

We ask each household planning on having a Garage Sale that weekend to register as a participant. An ENTRY FORM is attached for your use. (In 1999 there were 150 Sales)

The ENTRY FEE for the 2001 Garage Sale is \$5.00 prior to Thursday, April 26th. The FEE is used for advertising and promoting the Sale. Advertisements will appear in both the Rochester D&C and in the Brighton-Pittsford Post.

IMPORTANT: ALL Sign Up Sheets MUST be returned (see form) by no later than Thursday, April 26th. This will allow sufficient time for all lists to be typed up, by street, and a listing of all homes participating in this year's sale, and finally distributing a copy of the listing to each Garage Sale PARTICIPANT. Please get your sheets in as quickly as possible.

Again this year, we plan to provide each participating home with 3-4 colored balloons that should be blown up and displayed in front of your house. This will identify your home as a participant in this year's BROWNCROFT NEIGHBORHOOD GARAGE SALE. We will pass out balloons and the LISTING of all participants in the sale by Thursday or Friday evening before the sale starts on Saturday May 5th.

No doubt we will have MANY cars in the area on Saturday/Sunday and we MUST ENFORCE the PARKING REGULATIONS so that we don't have any interference and hinder any potential Emergency Vehicles in the area. Vehicles must be parked on the correct side of the street based on the signs on the lamp poles.

The Garage Sale HOURS will be from 9:00 a.m. to 5:00 p.m. each day. PLEASE DO NOT start selling things prior to the "Official Start Time". Dealers in particular will start bugging you, maybe as early as 7:00 a.m. We ask that you resist and ask them to come back at 8:45 or 9:00 since the sale is advertised in the newspapers.

Jeweled Bra For Sale on Quentin Rd.

Actually, the "bra" was made of jewels and chains, rather like a belly dancer would wear—but it could be worn by a daring person over a turtleneck shirt. It appeared at several garage sales on Quentin Rd. in May of 1999.

The tag said, "\$20/ Ask owner to model." The reverse noted, "If you did not sell this, take it to another neighbor's garage sale on Quentin Rd."

Startled homeowners were perplexed by this unusual item among their routine merchandise. They furtively planted the goods at the next sale. Actually, it came full circle, and late on Sunday afternoon the original owner heard a perplexed shopper say, "Ask owner to model?" She helped the potential buyer try it on, but the shopper decided against the purchase.

What happened to the jeweled bra? A co-worker of the owner bought it to spice up a trip to Florida with her husband.

Homeowners on Quentin Rd. are wondering what will appear at the May 5-6 sale. No one admits to planning anything-yet. Stay tuned.

—Anonymous

Junior Girl Scout Troop #131 plans to pick up trash left behind after the Browncroft Garage sale. We will be combing the streets in the late afternoon on Sunday, May 6th picking up paper and other trash in an effort to keep our neighborhood beautiful.

Deborah Costello, Troop Leader

You are invited to attend the
Browncroft Neighborhood
Association's
Annual Meeting
6:30-8:30 p.m.
Thursday, May 17
in the School #46 Auditorium

Agenda

- 6:30-7:00 Election of Officers and overview of the past year
- 7:00-8:00 Mayor William A. Johnson Jr. will speak on "Smart Growth" and how it is linked to quality-of-life issues
- 8:00-8:30 Wrapup and Refreshments

Mayor Johnson's popular presentation illustrates the negative and costly effects sprawl on urban and suburban residents alike. Wasted resources to continuously provide unneeded development with infrastructure; loss of open space and farmland; as well as the social alienation associated with hours spent inside an automobile, are just a few of the issues that subtract from a community's quality of life. This promises to be a very engaging and informative meeting.

Please come and join us.

Officers

President - David Adasiak 288-7726
Vice President - Peter Polfleit 654-5325
Treasurer - Mary Ann Evans
Secretary - Jane Kaiser

District Reps

Elm - Open
Corwin - Holly Petsos 288-0955
Croydon - Barb Duffy

Committee Chairs

Beautification - Cassy Petsos 288-0955
Budget/finance - Mary Ann Evans
Crime Prevention - Bob Genthner 482-2441
Historical - Sharon Bloemendaal 288-6359
Hospitality - Diana Thornton 288-7176
Membership - Ann Williams 288-6295
Newsletter - Sharon Orienter 288-8076
Zoning - Holly Petsos 288-0955

"HELPFUL HINTS" for a Successful Garage Sale

by Peter Polleit

While most of you have already participated in a Garage Sale previously (maybe ours?), but we would like to offer the following "hints" that will hopefully be helpful to you.

MAKE SURE that you have all of your stuff **PRICED** at least the night before (Friday p.m.). We'd also suggest that you "make a list" of some of your higher priced items and set it aside so you can refer to it from time to time during the sale. (You might even indicate how low you would be willing to go on a particular item.)

Items can be **MARKED** with Masking Tape or White Sticker that you can buy at one of our neighborhood stores. You can also buy Price Tags that you can actually tie onto the item at stationary stores.

Have a "CHANGE BOX" (hidden out of plain sight, of course) available since this will be a requirement during the day as you sell items. You should have perhaps \$20 worth of quarters, dimes and nickels and perhaps \$20-30 in paper money. **CHECKS** will be offered by customers but you should make sure you get their Drivers License # on the Check and their Telephone Number, plus whatever else you feel necessary.

We would recommend that you are extremely careful about letting someone into your house, even to use the rest rooms. Unfortunately, you never know.

TRASHCANS: We suggest having a trashcan or two available during sale days to keep the area clean and non-cluttered.

CLOTHING: If you have clothing for sale, be sure to have the Sizes readily available and the clothing marked some way - perhaps with the size and price on a piece of paper which is fastened to the item with a safety pin. Try to have the clothing "hanging up" so it is easier for people to examine the article.

SMALL ITEMS: If you have a number of small items in the \$.25, \$.50, \$1 range, you might consider putting them in a large box or basket and offering them for sale in a "Grab Bag" fashion.

DISPLAYING MERCHANDISE: There are many ways to display merchandise depending on what the item is. We would suggest trying to "Hang Up" clothing, since it can be seen much better. Glassware, China and smaller items could be displayed on a Card Table, Folding Table, etc.

OLD NEWSPAPERS & GROCERY BAGS: It's always a good idea to keep some of these around for wrapping glassware, china, etc. that people buy.

LONG EXTENSION CORD: If you have anything electrical (that still runs) that you want to sell, people will naturally want to "try it out" and therefore you should try to have some extension cords available.

PRICE DICKERING: People will always want to "Pay You Less" for something. So you should therefore be prepared with a price in mind that is the lowest price that you are willing to take for the item.

FORSURE — There will be "Bargain Hunters" around at 4:30 - 5:00 on Saturday and certainly all day Sunday. You may not want to drop the price too much (if at all) on Saturday.

IN THE GARAGE: You never know about the weather (we've had snow!) but it is always a good idea if you have a Garage free and sort of empty, to set up more pricey stuff like china and clothing that could be damaged by raining weather outside. We've been very fortunate in the past with **GOOD WEATHER**.

Some of the **LARGER** things you might want to display up and down the Driveway. This will attract them into the Garage if you are selling stuff from the Garage.

GOOD LUCK AND HAVE A GOOD SALE!

Street Lights Update

The City of Rochester has the consent of Rochester Gas and Electric to use their mold for casting concrete street light poles. Installation, by the City of Rochester, of an electrically updated and refurbished concrete street light system on Rundel Park, as part of that streets reconstruction within the next year, has prompted the City to move forward in its promise to provide an historic street light model for those neighborhoods which rejected the generic fiberglass residential colonial style (high pressure sodium) street lights the City installed in the mid-1980s.

Browncroft formed an alliance with Rundel Park, Arnold Park, and the Cobbs Hill neighborhood at that time to entreat the City not to take down our old picturesque concrete street lights. Consequently, we are the only areas of the City that still have them. A few years ago, Brighton residents in the Home Acres tract off North Winton Road, were also able to preserve and update their concrete system.

This writer will be meeting in the near future with the President of the Rundel Park Association and the City of Rochester Street Light Coordinator to discuss this development, and how it will impact plans for Browncroft.

Looking Back: From Brighton to Browncroft—Where Did You Shop When?

By Sharon Bloemendaal

Today BNA residents shop in the city, in Irondequoit, or even in Henrietta or Brighton. However, in 1800 we would have shopped in Tryon; in 1900, in the village of Brighton—at the corner of East Ave. and Winton Rd. (then called North Ave.).

What is now the Browncroft Neighborhood had few farms in the 1800s. The farmers would have purchased their supplies in the store of John Tryon in 1800, in the Indian Landing in what is now Ellison Park. They could have purchased furs, farm products, liquor, potash, coffee, salt and flour.

The town of Tryon declined due to the Erie Canal, which took over shipping. The village of Brighton grew. It was right at the turn in the canal, where Rt. 490 exits into Rt. 390 toward the south.

The area of the Can of Worms has always been a crossroads: it was once an Indian trail from Irondequoit Creek to the Genesee River. A merchants' road from Canandaigua to the mouth of the Genesee River passed by Stone's tavern on East Ave. (now the Stone-Tolan House). The Erie Canal came through in 1823; the New York Central Railroad by 1869.

According to *Ninety Four Years of Rochester Railways* by William R. Gordon (a former resident of Browncroft), electrification of the railways took place between 1890 and 1895. The Rochester Syracuse and Eastern railway operated from 1906 to 1931. The Rochester subway replaced the canal ditch, followed by the Rt. 490 expressway, and the "Can." The trolley cars in the city were discontinued in 1941.

The post office in Brighton (East and Winton) opened in 1817, followed by stores, taverns, and a public house. By 1869, the Monroe County Directory noted that Brighton had a hotel and 30 houses. It is a station on the canal and the N.Y.C.R.R., where the two branches of the east unite.≤

In 1842, Thomas Caley opened a harness and leather shop near what is now the corner of East Ave. and Winton Rd. His nephew, John T. Caley began a blacksmith shop on the corner. By 1900 it was Caley & Nash Carriage and Sleigh Manufacturing. This is where the M&T Bank now stands. If you walk up in front of the bank you can see the horses' tub-like watering

President's Message

by David Adasiak

I've been involved with the Browncroft Neighborhood Association for over 10 years, with the last two as its President. My term comes to an end this May. I just want to thank everyone with whom I've worked. It's wonderful to live in such a great neighborhood and it has been very rewarding playing a part in keeping it one of the greatest neighborhoods in Rochester.

Our annual meeting is May 17th, at our wonderful #46 school at 6:30 PM. Mayor Johnson is going to be there! We will have our annual elections at that time and nominations will be taken from the floor for the offices of President and Vice-President. We also need someone to volunteer as the Elm District Representative.

Don't forget that our Garage Sale is May 5th & 6th. I spoke with a representative from the City who said that the construction planned for some of our side streets would be either kept to a minimum or postponed until after the sale.

Once again, thank you for the honor of being President of the Browncroft Neighborhood Association.

Browncroft History District Project Update

by Cassy Petso

The March 2001 meeting of the State Historic Preservation Board has been canceled. The next convening will be in September 2001, which will be the new date our consultant is targeting to submit the cultural resource survey for the nomination of Browncroft to the National Register of Historic Places. This is, providing that our liaison in the States Office of Historic Preservation gives it his stamp of approval in terms of completeness.

Our consultant will be using this time to complete the addition of the historic landscape

continued on next page



An early photo of Caley blacksmith shop, c. 1860. Note that the barn-like building has a sign, "COAL YARD." (I copied these photos years ago from the Brighton Historical Society archives)

trough, which once stood in the area. The company made carriages of all sizes, even large bus-like carriages for excursions. By 1910 they were providing car parts as well as horseshoes.

Other buildings in the area were the Congregational Church (built in 1817) in what is now the cemetery on Hoyt Place. You can see the gravestones from the Can of Worms. The church first met to plan their congregation at the school near the corner of Winton Rd. (then North Ave.) and East Ave. The church became a Presbyterian Church and later built on East Ave. in 1912.

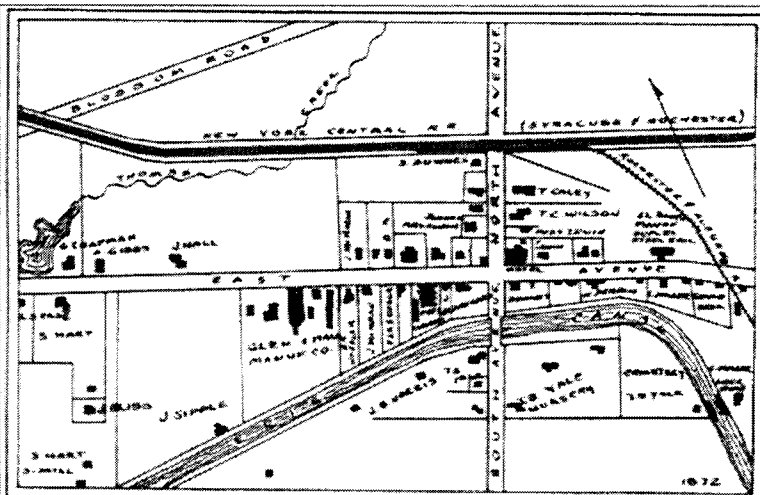
Why did Winton change its name? Blake McKelvey, former city historian, once told me that it may have been due to the influence of the Winton automobiles. Young men may have tested their cars' speed on what is now Winton Rd.

The intersection of East and Winton had a railroad depot, where in the early 1900s Charles Brown's workers brought Brown Brothers' nursery stock to the station. A late friend of mine, Harry De Vries, remembered at the age of 14 driving the horses and wagon to the station.

The intersection had a school, which later became a public library, probably where the M&T Bank garage is now located.

However, Brighton could not afford to provide sewers to this area, and the city could, so that area was annexed by the city in 1905. The village of Brighton was now in the city, and it drifted southward to the 12 corners.

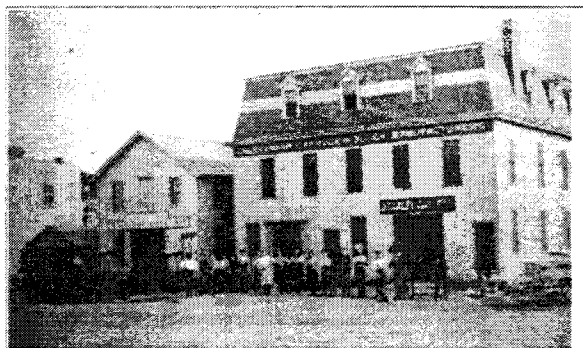
In 1989, Roberta Lachuia, president of the Brighton Historical Society, wrote in Brighton's 175th anniversary booklet, "No longer are



Brighton Village in 1872 shows the railroad tracks and the Erie Canal crossing Winton Rd., then North Ave. (Map reprinted from the Sesquicentennial History of the Town of Brighton (1814-1964))

horses and livestock herded from the old Auburn railroad line, up East Ave., then north on Winton, to the main New York Central loading dock. Never again will be seen the colorfully dressed gypsies who made their appearances every spring. No more do farmers bring grain and wheat to the weigh station, for that is now a gift shop."

For additional photos of East Ave. and Winton Rd., check out the Internet at www.mcls.rochester.lib.ny.us/rochimag/ and search on the name "Caley." If you want to find the site even easier, go to a search engine and type in "Rochester Images." you will find almost 500,000 photos of Rochester here.



Note the same house and the new building with a mansard roof. Its sign proclaims, "Caley & Nash Carriage and Sleigh Manufacturers." A smaller sign says, "J.T. Caley, Practical Horse Shoer." The company evidently employed 16 men; note the three small children at right.

details and a narrative placing the landscape design in context with the history of landscape architecture in America, generally, and Rochester, specifically. What makes our landscape design significant is that it is an example of an early 20th century planned development that included a professionally planned and planted design scheme. Though there are a few such subdivisions elsewhere in Rochester (Nunda Boulevard, Rundel Park, Lakeview Park, Arnold Parkway), none are so extensive as to include ten streets covering 200 acres.

There is still no word from the Landmark Society regarding whether Fairhaven Road will be included in the district. The Browncroft Historic District Committee left the duty of communication with the homeowners on Fairhaven Road with the Landmark Society when our State Liaison informed us that this street should also be included, as it is in the Browncroft Extension* subdivision, and not cutoff from the proposed district by the expressway.

Neighbors may have spotted Hilland Knapp performing an inventory of all our trees, last fall. Next, don't be alarmed if you see neighborhood volunteers taking measurements of the road bed, tree lawns, sidewalks and set backs. These are all necessary to the description of the landscape and subdivision layout. Do we have any volunteers?

Additionally, if residents have early landscape plans for their own properties, we would like to copy and submit them to the consultant. Please call Holly or Cassy Petsos and leave a message at 288-0955.

Fund raising efforts will be continuing. We thank all who have contributed already. Although we have made our initial goal, thanks also to the help of the Rochester Area Community Foundation grant in the amount of \$5,000 (which was obtained for us by the application of the City of Rochester's Community Development Department), we feel it necessary to cushion the fund for unforeseen additional costs that may arise due to the increased work and disbursements needed to document the landscape element.

Continued fund raising is also necessary because the committees preservation mission includes the need to work on a plan to maintain the landscapes common plantings and furnishings which define the neighborhood and make it unique from other neighborhoods with similar housing stock, such as the Sibley Tract in the 19th Ward.

The cast iron Browncroft street markers and the streetlights are important contributing public elements, and it has long been the sentiment of the neighborhood to refurbish those that are still in place, and fabricate and replace those that

have been lost. In fact, if the neighborhood does get designated as an historic district, grants for capital improvements, which are historically sympathetic to public property, would become available to the City of Rochester, bringing us closer to the realization of restoring our concrete street light system.

*The Browncroft Extension subdivision was started when Browncroft lots were nearly sold out by 1926. It continued the Browncroft vision 200 more acres from east of Newcastle Road almost to Landing Road, Browncroft Boulevard south to Blossom Road.

Browncroft Boulevard Reconstruction

This summer will not be fun on Browncroft Boulevard. The utility work that was carried out last summer through this winter is complete. That included new water mains and RG&Es installation of a large gas main to accommodate the growing suburbs. RG&E also took the opportunity to move the residential gas meters to the outside for residents who wanted this. Frederico Construction Company was awarded the contract to install new curbs, electrical conduits, street pavement, catch basins and sidewalks, and will begin work in the spring. There will be another public information meeting, this time with the contractor present. Neighbors should attend to review the final plans and express their concerns to the contractor to encourage an orderly and tidy work site, as well as possible; with particular consideration for the safety of our majestic sycamore trees.

From your editor:

The **next issue deadline is May 25**

Please send all submissions, articles, announcements to me:

Sharon Orienter:

e-mail - SEO2@AOL.com or

sorienter@libraryweb.org

fax - 428-8353;

phone - days 428-8327,

home 288-8076;

address - 116 Browncroft Blvd.

All submissions **MUST BE TYPED.**

I prefer that all text be sent electronically, on disk or by e-mail, but if you cannot do so, please send your copy, typed, by mail or drop it off at my home. **PLEASE NOTE: Items NOT submitted in writing and TYPED will not be included in the newsletter and will be returned to the author.**

Save the Date

BNA Family Picnic

rain or shine, pack a picnic and join your Browncroft neighbors

Friday, July 20th

from 5:00 p.m. to closing time

at Hazelwood Lodge

in Ellison Park.

BNA will provide charcoal fires for grilling, hot dogs, buns, trimmings and lemonade

Please bring a dish to pass and dishes, silverware, etc. for your family.

we are planning some children's activities.

Come and spend a summer evening with your neighbors

It's free. It's fun.

It's a wonderful way to get to know each other!

Questions?

RSVP by July 16

call Diana Thornton 288-7176

Geographic Information Systems (GIS) HUD 2020 Made Available to Neighborhoods

by Cassy Petsos

The City of Rochester's Neighbors Building Neighborhoods (NBN) program has installed GIS software on the NBN personal computers in each NBN sector of the City. Two full day training programs were given to participating neighborhood leaders on how to use the software to generate maps which can show everything from the street plan to a wide variety of demographic breakdowns by selecting whatever data needed to illustrate a broad range of political/social/geographical/landmark information. The 2000 census data will become available next month and be added to the data bases.

As part of participating in the program the trainees agreed to share their newly gained knowledge and skills with other members of their sector. Cassy Petsos is the Sector 8 participant to contact for more information, 288-0955. The Winton Branch Library has the NBN computer station.

List and/or brief description of items to be sold: _____