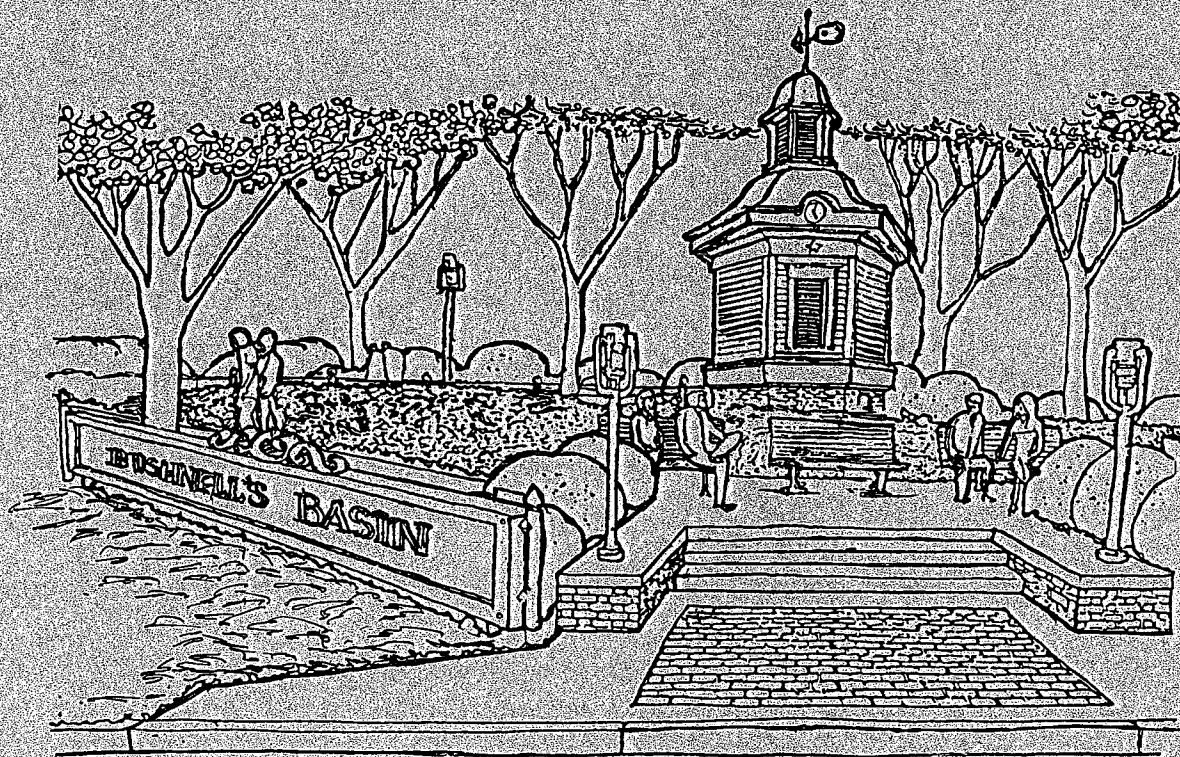


Bushnell's Basin Community Plan



Objectives for The Future

TOWN OF PERINTON

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FEBRUARY, 1983

TABLE OF CONTENTS

	page
INTRODUCTION	1
I. INVENTORY AND ANALYSIS	
Study Area	3
Traffic/Parking Evaluation	6
Utilities	8
Building and Site Evaluation	8
Community Appearance	9
II. GOALS AND OBJECTIVES	
Goals	13
Objectives	13
III. LONG RANGE DEVELOPMENT PLAN	17
IV. SHORT RANGE DEVELOPMENT PROGRAM	
Traffic Flow	23
Zoning/Land Use Regulations	24
General Appearance	25
Specific Building Improvements	26
Community Support	27

FIGURES

- Figure 1 - General Location Map
2 - Study Area
3 - Existing Land Use and Zoning Map
4 - Existing Utility Map
5 - Proposed Zoning Map
6 - Proposed Traffic Map
7 - Proposed Utility Map

APPENDIX

- Exhibit A - Highway Improvement Plan
B - Green Area Plans
C - Plan Streetscape
D - View Streetscape

INTRODUCTION

The Bushnell's Basin area of the Town of Perinton, situated at the "Eastern Gateway" to Monroe County, has both problems and potential. The area contains a mixture of business, commercial and residential uses which have been adversely affected by the increased amount of traffic and new construction in the surrounding area. Despite these problems, the value of property in the area has increased steadily in recent years, development activity has been good and several businesses have recently made significant investments to improve their operation; demonstrating a measure of confidence in the future of the area.

The purpose of this study has been to take a close look at the Bushnell's Basin area so as to determine the best program to continue the growth of this "charming Canal community." Although this area was part of the Town of Perinton's Master Plan 1985, this study is a particularly timely one. During the last several years the area has grown tremendously with the residential developments along Thornell, Kreag and Garnsey roads and the increase of office buildings along Route 96. Positive efforts will be made to improve the atmosphere and neighborhood environment of the Basin. This will encourage further growth.

Planned growth is not as difficult to achieve as it may seem. In order to initiate a successful revitalization effort, it is essential to have an overall program to identify the major actions that need to be taken. These actions can be carried out by the proper infusion of public and private investments and the enactment of appropriate regulations to put the area on the course of improvement.

The major ingredients for revitalizing the Bushnell's Basin area are ready to be tapped. This report identifies

the problems to be overcome and the public and private actions that will be necessary to put improvements in motion. The Town of Perinton and the Merchants of Bushnell's Basin both support the revitalization of the Bushnell's Basin area and jointly provided funds for this study. In recent years significant private investments have been made by certain merchants in the area. Other merchants appear ready to make similar kinds of investments; once they are confident that the area's potential is to be tapped. This report has been prepared for the Town Board under the direction of the Bushnell's Basin Planning Committee (the membership of the Committee is presented on the front of this report).

This report begins with an inventory and analysis of existing conditions in the Bushnell's Basin area. Part II will present goals and objectives to guide future investments in the area. Part III sets forth a long range plan for the future development of the area. Part IV will define a series of actions to be undertaken during the next year or two to set the revitalization process in motion.

I. INVENTORY AND ANALYSIS

STUDY AREA:

The Bushnell's Basin area is located in the southwestern portion of the Town of Perinton, see Figure 2. Despite its location in one geographic corner of the Town, the Bushnell's Basin area is rapidly becoming a neighborhood center for the population in the area and the new office complexes being built.

The area is bisected by New York State Route 96. Other roads in the study area include Marsh, Kream and Thornell. The study area is bounded on the east by I-490, on the north by Marsh Road and the Erie Canal, on the west by Thornell Road and on the south by a newly completed residential development. The study area encompasses approximately 80 acres of land.

LAND USE:

The origin and history of the hamlet goes back to the early 1800's when it became a shipping point on the Canal. One major purpose of the study is to investigate how the area can maintain the character and charm the hamlet has enjoyed over the years.

Land uses within the Bushnell's Basin area are shown in Figure 3. Although the predominant land use in the Basin area is restricted business and commercial, the concentration is not uniform throughout the area. In many locations residential buildings occupy major land areas. In addition, there are areas of public and institutional use. The specific land use characteristics are described as follows:

- A. Area north of Route 96 and west of Marsh Road - the

major use of this area is comprised of the Burgundy Basin Inn and the Barge Canal. The Burgundy Basin Inn has served the entire Rochester community as a restaurant and more recently as a party house. There have been numerous additions to the structure over the years. The Barge Canal runs between the Burgundy Basin Inn and properties fronting along the north side of Route 96. The Canal, once a very vital mode of commercial transportation, is now used mainly as a recreational waterway.

The properties along the north side of Route 96 are predominantly residential with the exception of the convenience store on the corner of Route 96 and Marsh Road. This store was previously operated as a full service gas station.

- B. Area south of the Barge Canal, east of Route 96 and north of Kreag Road - the predominant land use of this area is restricted business and commercial. A major structure in this area is the Richardson's Inn located adjacent to Marsh Road and the Barge Canal. Along with the restoration of the Inn, the owner restored the Binder's garage located on Marsh Road and a wood frame residence located behind the Inn. The owner has created a unique commercial, retail and office complex.

One of the largest vacant parcels in the Basin adjoins the Richardson's Inn property. An office park is proposed to be constructed in 1983. It will be known

as the Bushnells Basin Office Park. The Mobil station at the intersection of Route 96 and Kreag Road is the only full service station in this sector.

Along Kreag Road there are residential units on small lots with the exception of one house which has been converted to a realtor's office. Behind these residences is a newly constructed townhouse and office building development. A portion of the townhouses have been built, and one office has been completed and is occupied.

- C. Area south of Kreag Road, east of Route 96 and west of I-490 - this area contains the largest number of office buildings in the Bushnell's Basin area. Within the last ten years four contemporary office buildings have been built. They are fully occupied. Most of the remaining buildings in this sector are wood frame residences. One house, 740 Pittsford-Victor Road, was recently converted to a dentist's office. The largest single property in this section is occupied by the Storybook Animal Hospital; a business that has been in operation for many years.

- D. Area south of Route 96 between Thornell Road and I-490 interchange - this sector is comprised of many varying land uses. The area's largest development is the Hitching Post Plaza located in the center of this sector. There are small wood frame homes on the eastern end of the section. There are two churches located in this section. One has been renovated and converted to office space at the corner of Route 96 and Thornell Road.

Two parcels that were originally residences have been renovated into offices and retail boutique shops. In addition, the Bushnell's Basin Fire Hall, built in the 1960's, is located in this section. The "Milk Store", one of the first buildings in this area, is also in this sector south of the Fire Hall.

TRAFFIC/PARKING EVALUATION

As part of the data collection phase of the program, a questionnaire was undertaken to determine whether the people in the area felt that a traffic problem existed. The results revealed that 56 percent of the people responding felt that there were traffic problems. The State DOT and the Perinton Town Board received a petition from area residents requesting the installation of a traffic signal at the Hitching Post Plaza to provide for safer entrance and exit to that retail center. Traffic flow is one of the major problems to be addressed in this report.

The study area encompasses both State and County roads. They are all two lane roads with the exception of the Barge Canal bridge, which is one lane. It was recently rehabilitated by the State of New York. Traffic signals are located at the intersection of Kreag Road and Route 96 and in front of the Fire Hall. The latter is only activated for a fire, at which time traffic on Route 96 is stopped.

During the study it was noted that the triangular layout in front of Richardson's Inn was unsafe and detrimental to the free flow of traffic. The one lane bridge also creates problems.

Traffic counts for Route 96 were supplied by the

New York State Department of Transportation Engineering Department. The counts were taken during the Spring and Fall of 1979. The Committee felt that the counts should be updated, but the Traffic Engineering Department said that growth in the area was not significant enough to mandate a new study.

Annual Average Daily Traffic - 11,000

Peak Hourly Volumes:

Route 96 (7:00 - 8:00 a.m.) = 658 westbound
= 299 eastbound

Total Route 96 (morning) = 957

Route 96 (5:00 - 6:00 p.m.) = 744 westbound
= 574 eastbound

Total Route 96 (afternoon) = 1318

Marsh Road (7:00 - 8:00 a.m.) = 86 southbound
= 46 northbound

Total Marsh Road (morning) = 132

Marsh Road (5:00 - 6:00 p.m.) = 161 southbound
= 172 northbound

Total Marsh Road (afternoon) = 333

Entering Hitching Post Plaza (7:00 - 8:00 a.m.) = 90
Exiting Hitching Post Plaza (7:00 - 8:00 a.m.) = 59

Entering Hitching Post Plaza (5:00 - 6:00 p.m.) = 243
Exiting Hitching Post Plaza (5:00 - 6:00 p.m.) = 294

These results indicate a greater volume of traffic in the afternoon than the morning for all three roads. Results also indicate that the plaza generates approximately one and a half times more traffic than is generated from the Marsh Road bridge on to Route 96.

It is reported that the existing parking facilities for businesses in the Basin meet demands. However, the plaza has experienced times of full capacity.

There are provisions for mass transit into Bushnell's Basin. Presently the Hitching Post Plaza is being used for Park and Ride.

UTILITIES

Utilities within the Bushnell's Basin area are shown in Figure 4. The area is served by the Monroe County Water Authority and Rochester Gas & Electric Corporation. There are a few storm sewers in the area. The majority of drainage is to a ditch that flows through the Bushnells Basin Office Park property located behind the Mobil Gas Station. Monroe County Pure Waters constructed a trunk sanitary sewer through the townhouse project off Kreag Road in the early 1970's. There have been some connections into the trunk sewer, but for the most part the area is on private septic systems.

BUILDING AND SITE EVALUATION

A detailed building and site evaluation was conducted as part of the inventory phase of this program. Each building and parcel was surveyed by both consulting firms. Physical features and characteristics were recorded. Photographs were taken to record existing conditions and to provide the basis for developing design improvements.

Building and site characteristics were evaluated on the basis of several considerations. Of primary concern were such factors as scale, relationship to adjacent area, architectural quality and physical appearance.

COMMUNITY APPEARANCE

Community appearance is important to both neighborhood residents and area businessmen. Indeed, first impressions often determine if motorists or pedestrians will stop to do business. If these impressions are favorable, people will stop to shop and to relax. These good impressions are likely to be related to friends and business acquaintances, bringing still more customers to the area.

The Bushnell's Basin area has many positive features which should be preserved. In general, businesses in the area are doing well and some are expanding. The area is kept reasonably clean, and there is an increasing sense of neighborhood pride. This is evidenced by the participation of residents and merchants in this study and the support provided by Town officials. The Bushnell's Basin area with its mixture of business and residential uses has a friendly atmosphere and is human in scale. THESE CHARACTERISTICS SHOULD BE RETAINED AND PRESERVED IN THE REVITALIZATION PROGRAM.

The dominant feature in the study area is Route 96 itself, a major thoroughfare which cuts through the area. Route 96 gives the area a linear character and presents a formidable barrier, separating the northern part of the "community" from the southern part. To the pedestrian, Route 96 is a threat. It is the major source of noise in the area, particularly from heavy truck traffic. It is difficult to cross and few walkways afford the pedestrian little source of protection from the heavy traffic.

The mixture of residential and commercial land uses helps to give the area additional charm and vitality. The existence of lawn area, trees and shrubbery helps to soften the area and accentuates the difference between the Bushnell's

Basin area and typical business districts. In order to mix business and residential uses effectively care must be taken to insure that the potential adverse impacts of business activities (noise, traffic, lighting, etc.) are mitigated by proper design controls and careful regulation. The existing points of conflict should be recognized and resolved.

In addition to the impact of Route 96 and the inter-mixing of business and residential areas, there are several other design conditions and features which affect community appearance in the Basin. They are as follows:

- A. The need to create the proper buffer areas between commercial and residential uses, through the use of additional landscaping, berms, green areas and shrubbery.
- B. The design of building facades is inconsistent and they conflict with one another.
- C. The presence of utility poles and overhead wiring should be mitigated.
- D. The design of proper street lighting to provide for safer vehicular and pedestrian traffic and also to give the area a sense of continuity.
- E. Provide for passive open space in the area and capitalize on the Barge Canal, which is a major natural resource.
- F. There is a need for a unifying theme to bring the diverse interests of the area together.

Despite the limitations and the problems identified, the Bushnell's Basin area has the potential for becoming an attractive "center" with an overall theme and sense of togetherness. The following measures would do much to bring about this affect:

- A. The provision for improved traffic movement along Route 96. This would provide easier and safer access to the businesses along the road and would allow for a better flow of through traffic in an area of confusion and congestion.
- B. The provision for trees and landscaping features. This would give relief from the hard surfaces along the road and would help to achieve the visual integration of the northern and southern sides of Route 96.
- C. The redesign of many building facades. Improvements to existing structures would have to be accomplished over the course of time, primarily through private investments. It is important that the investor be sensitive to the need for integrated design which would give the area a sense of overall theme.
- D. The provision of lighting along major streets and within parking areas. Such lighting would serve not only as an attractive design feature but would also improve public safety.
- E. Rehabilitation of deteriorated structures and redevelopment of existing sites. Selective clearance and redevelopment can serve several purposes, such as elimination of major eye sores, construction of

sidewalks, commercial reinvestment, etc.

- F. Provision for passive open space. The open space would create green areas of relaxation and passive recreational uses.
- G. The theme structure. This structure would provide a positive identification of the area for motorists. Through proper design and materials this structure would set a theme for the area. This theme could include an identifying logo for the Basin area to be used by local merchants on business cards, stationery and advertising.

II. GOALS AND OBJECTIVES

In order to set an overall direction for the revitalization program, it is necessary to explicitly identify the goals and objectives of the study. The following goals and objectives set the framework for the long range development plan in the next section of the report as well as the short range development program presented in Part IV.

GOALS

- Goal 1 - Improve the highway facilities while providing increased accessibility and vehicular safety.
- Goal 2 - Enhance the charming attractiveness of the Bushnell's Basin area and create a "center".
- Goal 3 - Improve the physical environment of the Bushnell's Basin area.

OBJECTIVES

The objectives below provide more explicit direction on what should be done to attain the three goals of the revitalization program. Most objectives relate to two or more of the goals rather than only to one of them. For ease of presentation, however, each objective is presented under the goal with which it is most closely related.

- Goal 1 - Improve the highway facilities while providing increased accessibility and vehicular safety.
 - A. Improve the flow of local and through traffic on Route 96 by providing turning lanes at the intersections of Kreag Road and Route 96 and

Marsh Road and Route 96.

- B. Eliminate the triangular roadway at Route 96 and Marsh Road and realign Marsh Road with a common access to the plaza on the south side of Route 96.
- C. Install a traffic signal on Route 96 at the above stated new intersection for safer and easier ingress and egress to and from the existing businesses.
- D. The number of curb cuts and driveways onto Route 96 should be carefully regulated. Shared access should be encouraged whenever possible.
- E. Establish a network of sidewalks and crosswalks to effectively separate vehicular and pedestrian traffic.
- F. Improve the highway network with good lighting.

Goal 2 - Enhance the charming attractiveness of the Bushnell's Basin area and create a "center".

- A. Encourage a mixture of residential, retail, service and public uses which are mutually complementary.
- B. Encourage uses which are compatible with the long range plan for the Bushnell's Basin area.
- C. Preserve and protect those resources which combine to give the Bushnell's Basin area its unique character.
- D. Protect the integrity of the historic resources of the Bushnell's Basin area.

- E. Develop a "design theme" which would give immediate recognition to businesses at Bushnell's Basin. This theme should be supported by coordinated building facades, design and materials, signage and landscaping.
- F. Encourage the adoption of land use regulations which respect the specific characteristics of the area.
- G. Insure that potentially conflicting uses (i.e., residential and commercial) which adjoin one another are properly screened and/or buffered to minimize potential adverse impacts.
- H. Maintain a strong merchants association to preserve local identity, to lobby effectively for needed improvements by public agencies and to exert peer pressure upon uncooperative merchants to upgrade their properties.
- I. Maintain a strong neighborhood association of property owners, merchants and residents.

Goal 3 - Improve the physical environment of the Bushnell's Basin area.

- A. Provide for proper storm drainage and sanitary sewage facilities to improve the quality of the environment in the area.
- B. Provide for more passive open space to allow the public easier access to natural resources.
- C. Rehabilitate deteriorated residential and/or business structures where feasible.
- E. Provide effective barriers or landscaping to delineate the street pavement from walkways and parking areas.

F. Provide a theme structure which will act as a focal point for the entire Bushnell's Basin area.

III. LONG RANGE DEVELOPMENT PLAN

An effective revitalization program for an area must be preceded by a general long range development concept. The long range development plan provides a context within which to identify specific improvements to be made over the course of time. Through the use of this plan the merchants and community are assured that improvements are consistent and will not work at cross-purposes.

While it must be emphasized that the plan is only an expression of general concepts, the proposed development plan for the Bushnell's Basin area is as follows:

- A. The provision for a major highway improvement along Route 96 in the creation of a four-way intersection at Marsh Road and the plaza; thus eliminating the hazardous triangular intersection.
- B. The designation of areas for change in zoning and land use to create a more cohesive environment.
- C. The creation of an attractive "center" for the Basin area providing a complementary mixture of small shops, retail stores, restaurants and personal and business services.
- D. The effective separation of pedestrian and motor vehicle traffic and the provision for a pedestrian walkway system.
- E. The provision for trees and landscaping between potentially dissimilar land uses and along areas of Route 96.

- F. The opportunity for new small scale business development in the study area.
- G. The achievement of consistency and a sense of overall theme in the design of new structures, the rehabilitation of existing buildings and in signage.
- H. The provision for passive open space to enhance the setting.

In order for a planning program to have a reasonable opportunity for success there must be a commonness which ties the entire area together. The individual needs and priorities must be meshed within the framework of the goals and objectives for the entire area. A strong neighborhood association composed of property owners, merchants and residents is critical to insure that land use and development affecting the Basin are considered from a local perspective. This association would provide an effective lobby in dealing with State, County and local agencies. Without such a vehicle it is likely that most of the problems and needs listed in this study would never be resolved.

The most serious problem for the Basin residents and merchants is the traffic along Route 96. The long range plan proposes the elimination of the triangular intersection at Marsh Road and Route 96. A common access to the plaza and adjacent commercial business opposite the new location of Marsh Road would be provided. This solves the very dangerous access to many of the businesses in the area. Additional turning lanes and a traffic signal would be provided to allow for safer access to businesses and easier flow of through traffic. The one-lane bridge over the Barge Canal should be

maintained as it exists now with no immediate improvement.¹

A streetscape has been planned as the architecturally unifying theme for the Basin area. This plan is shown in the attached exhibits. It includes a pedestrian walkway system on both sides of Route 96 and Kreag Road. This would integrate with existing walks to provide a safer and more efficient system for pedestrians. The Crescent Trail and Linear Park trails along the Erie Canal would be tied into this system.

Intensive tree plantings on both sides of Route 96 and Kreag Road should be undertaken. Consideration should be given to the regular use of a uniform flowering tree to act as a distinctive, unifying, feature for the Basin.

Proper storm water drainage should be installed along Route 96 and Kreag Road. Wherever possible, utility wires should be buried underground.

A standard decorative fence should be installed along the right-of-way on Route 96 and Kreag Road.

Through the course of the study there was much discussion on the land use in the area. As stated earlier in this report, the majority of the land is zoned restricted business and commercial. To create a more cohesive "center" certain areas are recommended for zoning changes. The areas recommended for rezoning are in residential districts. In recent years there has been a steady decline of the structures on these properties and a greater interest in the conversion of these properties into a business use.

It should be pointed out that we do not intend, foresee or want the large scale shopping center or fast food type

¹The engineer recommends replacement of the bridge with a two-lane facility at the end of the present bridge's life.

commercial when we speak of commercial rezoning.

In order to have retail sales, commercial zoning is required. We envision the majority of the commercial uses occurring in the present buildings. In most cases, the zoning setbacks preclude anything but the use of the existing buildings. In the case of the properties on the north side of Route 96, at the western end of the Basin, for example, the existing commercial setbacks are 85 feet in the front, 30 feet on the side and 30 feet in the rear. These lots are an average of 90 feet in depth. The front and rear setbacks total 115 feet, making construction of a new building virtually impossible on these lots.

The allowance of commercial uses in the existing buildings will make future land use compatible with the long range plan for the Basin. The properties on the north side of Route 96 adjacent to the Barge Canal are small but could lend themselves nicely to small shops and boutiques as was recently done on the Swan property. These types of businesses would not require a great deal of parking. If tastefully done, they would add to the charm and human scale of the area. This area should be rezoned commercial.

A change from residential to restricted business is recommended for the area on the south side of Route 96 between Thornell Road and approximately 100 feet west of the Hitching Post Plaza. This area is heavily traveled. Restricted business zoning would blend in well with the surrounding commercial establishments and residential area. The terrain and heavily wooded area provides for a natural buffer between the residential district and the restricted business district.

It is recommended that a strip of land approximately 100 feet in width immediately to the west of the Hitching

Post Plaza be rezoned to commercial. This rezoning should be allowed only for an expansion of existing businesses in the Hitching Post Plaza. It is realized that the economic viability of this plaza may depend on a limited expansion to make certain businesses competitive. Careful consideration should be given to treatment of all sides of this property since it is bounded in the rear by Residential A houses. Such treatment may include the redesign of landscaping, facades and dumpster areas.

The Committee foresees the Storybook Animal Hospital having a possible higher use, such as an office complex or a small scale quality motel.

This plan proposes the elimination of the triangular intersection and the construction of a small passive park in its place. A small gazebo-like structure would be located in this park and would act as a focal point for the entire community.

The open space on the south side of the Barge Canal at the far western end of the study area would be left for passive recreational uses and access to the Canal. This would serve as an attraction for the Basin area. Both of the above green areas would add to the already existing pleasant atmosphere.

The long range plan provides for the installation of sanitary sewers to help relieve the existing ground water pollution.

The Committee has identified traffic as its number one concern with land use changes as its second concern. With these priorities in mind, we recommend that no rezonings be granted until certain traffic improvements are made.

These improvements are:

- A. Establishment of a joint driveway for the Hitching Post Plaza and the adjoining "Locust Grove".
- B. The realignment of Marsh Road to enter Route 96 opposite the above driveway.
- C. The erection of a traffic control light at this intersection.
- D. Elimination of the Marsh Road spur which forms the triangle.

By solving the traffic congestion and safety problems, the area will be better able to absorb any increased traffic which may be caused by rezonings.

This section of the report describes the long range plans for the Bushnell's Basin area. It should be understood that the goals and objectives can be represented in numerous ways, and therefore, Town officials and the Bushnell's Basin Merchants Association should be receptive to possible alternatives. The key, however, is to evaluate development proposals and changes against the goals and objectives presented. These goals should provide the basis for local decision making on land use and development matters affecting the Bushnell's Basin area.

IV. SHORT RANGE IMPLEMENTATION PROGRAM

This short range action program is designed to achieve the objectives of the long range plan. The implementation program outlines actions to be taken by the State, Town and merchants to capture the spirit which will preserve and enhance the Bushnell's Basin area.

TRAFFIC FLOW

The following recommendations will improve the flow of traffic within and through the Bushnell's Basin area:

- A. The State Department of Transportation should be asked to immediately begin implementation of the proposed turning lanes and medians at the realigned intersections of Marsh Road and Kreag Road at Route 96.
- B. The State Department of Transportation should be asked to install a four-way traffic signal at the proposed intersection of Marsh Road, Route 96 and the common access to the Hitching Post Plaza and Locust Grove.
- C. The spur of Marsh Road in front of the Binder's garage should be closed.
- D. Adjoining property owners should be encouraged to consolidate existing access drives to improve the flow of traffic. Owners of several adjoining parcels should be urged to provide an internal drive system and only one access to Route 96. This measure will reduce potential points of conflict and provide for a more efficient use of land.

- E. The access points for the Milk House must be limited and an island provided. The access point should be lined up with the traffic signal at Kreag Road.

ZONING/LAND USE REGULATIONS

Since the Basin has experienced a great surge of development in the last few years, the following recommendations are made to allow for proper growth:

- A. Areas shown on the proposed zoning map should be considered, upon suitable application, for rezoning by the Town Board. These changes provide a logical flow for the community's growth.
- B. With the exception of the proposed rezoning adoptions, it is strongly suggested that no further zoning changes be made within or surrounding the study area. Rezoning might destroy the "center" concept.
- C. Because of the uniqueness of the Basin area, it is recommended that, if new building construction were to occur on parcels recommended for rezoning along the south side of Route 96, these property owners be granted variances to allow a 50 foot minimum front setback. In exchange for this variance, these owners should provide 85 foot rear and 50 foot side yard setbacks where the property adjoins residential property. The setback would be required for parking areas and buildings.

Variances should also be granted so that parking for general business uses shall be one space per 275 square feet of gross floor space. This would

allow for more flexibility in planning, minimize the "sea effect" of blacktop and provide for the required parking needs. This change should not apply to public places, restaurants, churches and clubs. The requirements for these uses should remain as stated in the existing zoning ordinance.

GENERAL APPEARANCE

Much can be done to improve the atmosphere in the Bushnell's Basin area and to provide for a more attractive setting for businesses, patrons and residents.

- A. The installation of blacktop sidewalks in areas that have been developed and those to be developed.
- B. Buffer planting and/or earth berms should be required for off-street parking areas. All existing trees that lie within buffer zones should be preserved.
- C. A tree planting program should be implemented throughout the Bushnell's Basin area to provide human scale, reduce the harshness of pavement and help absorb traffic noise.
- D. Off-street parking areas for restricted business should have lighting limited to fifteen feet in height and designed to meet the architectural objectives in the area. They also should be positioned so as not to create sight pollution to surrounding residences.

- E. Rochester Gas & Electric should be consulted as to the availability and cost of alternative street lighting fixtures. New fixtures consistent with design objectives of the plan would be a positive improvement to the area.
- F. Rochester Gas & Electric and Rochester Telephone should be asked to prepare and implement a plan to relocate the overhead lines to an underground conduit system.
- G. The installation of a gazebo-like structure in the green area resulting from the closing of the spur of Marsh Road. This is essential in setting the design theme for the entire area.
- H. The implementation of the passive recreational open space as shown on the plans.

SPECIFIC BUILDING IMPROVEMENTS

As part of the program to revitalize and preserve the Bushnell's Basin area as a "center" of the southeastern portion of Perinton, merchants and property owners should be encouraged to improve the condition of their buildings and site area. The following are recommendations that can be implemented in the near future:

- A. A number of buildings are structurally sound and in good shape. Cosmetic painting and fixing up

activities would do much to make the area more attractive.

- B. All existing buildings should be preserved where possible. This measure will insure the goal of maintaining the charming "center".
- C. Architectural studies on each building should be undertaken to provide direction for merchants and property owners.

COMMUNITY SUPPORT

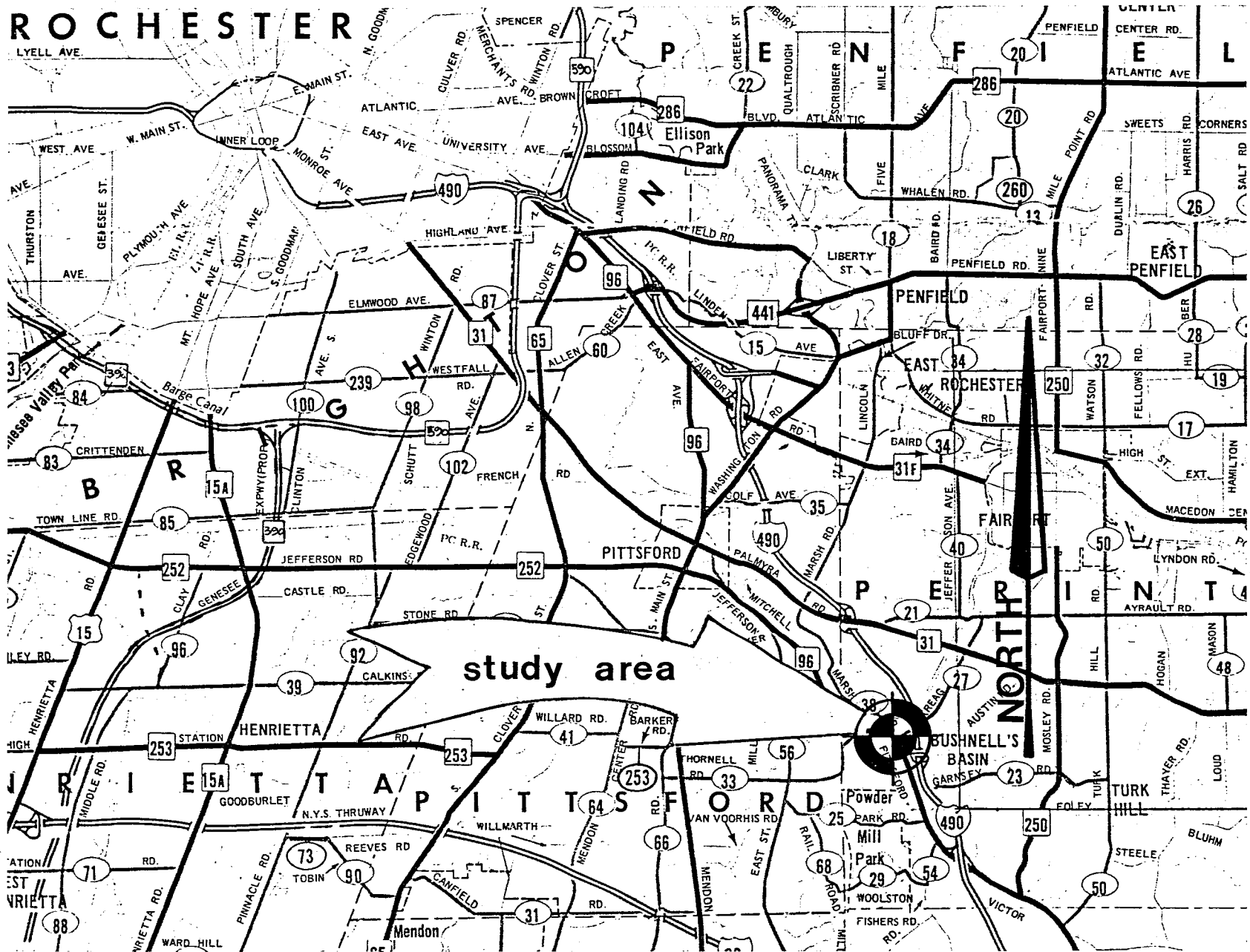
Perhaps the single most important element in the revitalization program is the need to develop strong local support for the goals and objectives of the plan. This support must be consistent and cut across the different audiences served by the plan (merchants, residents and local officials). This is not to say that there must be a uniform position on each item of concern affecting the Bushnell's Basin area; but it does mean that there must be a genuine concern about the future of the Bushnell's Basin area by a large group of people who are willing to devote time and effort for the betterment of the entire area.

Although the area residents and merchants have the most to gain (and lose) by future development activities, the Town of Perinton has a responsibility to recognize the "uniqueness" of the area and help build and reinforce this base of support. Specifically, Town policies should reflect the following needs and objectives:

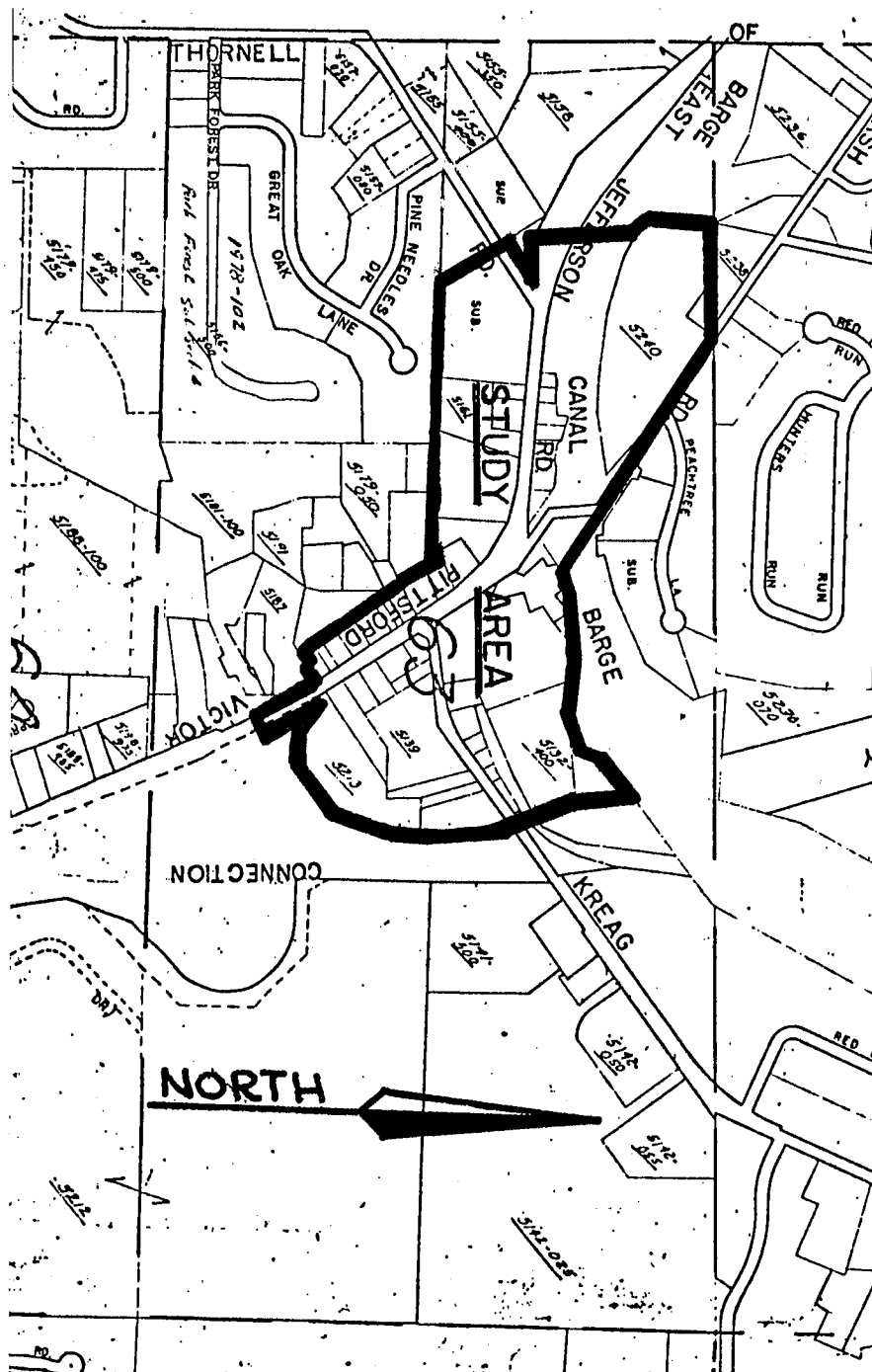
- A. Both the Bushnell's Basin Merchants Association and the Neighborhood Association should be recognized as the "neighborhood associations" for the area on

matters of concern to the general area.

- B. Bushnell's Basin merchants and property owners should continue to be active in and seek to be represented on Town committees, boards and agencies.

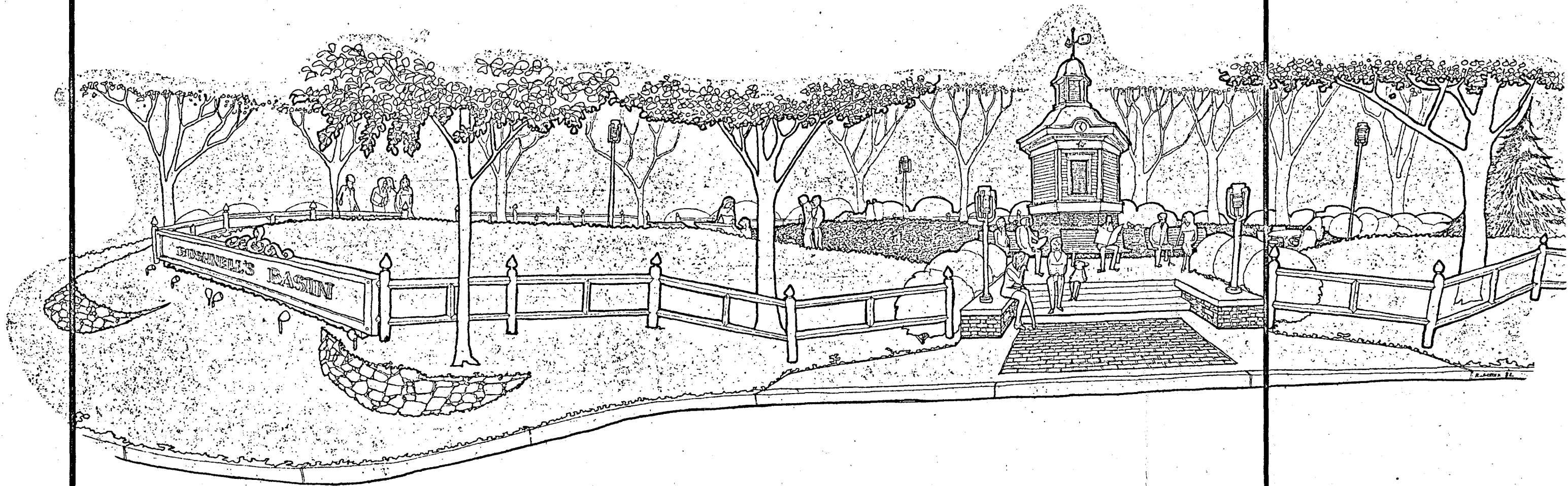


GENERAL LOCATION MAP

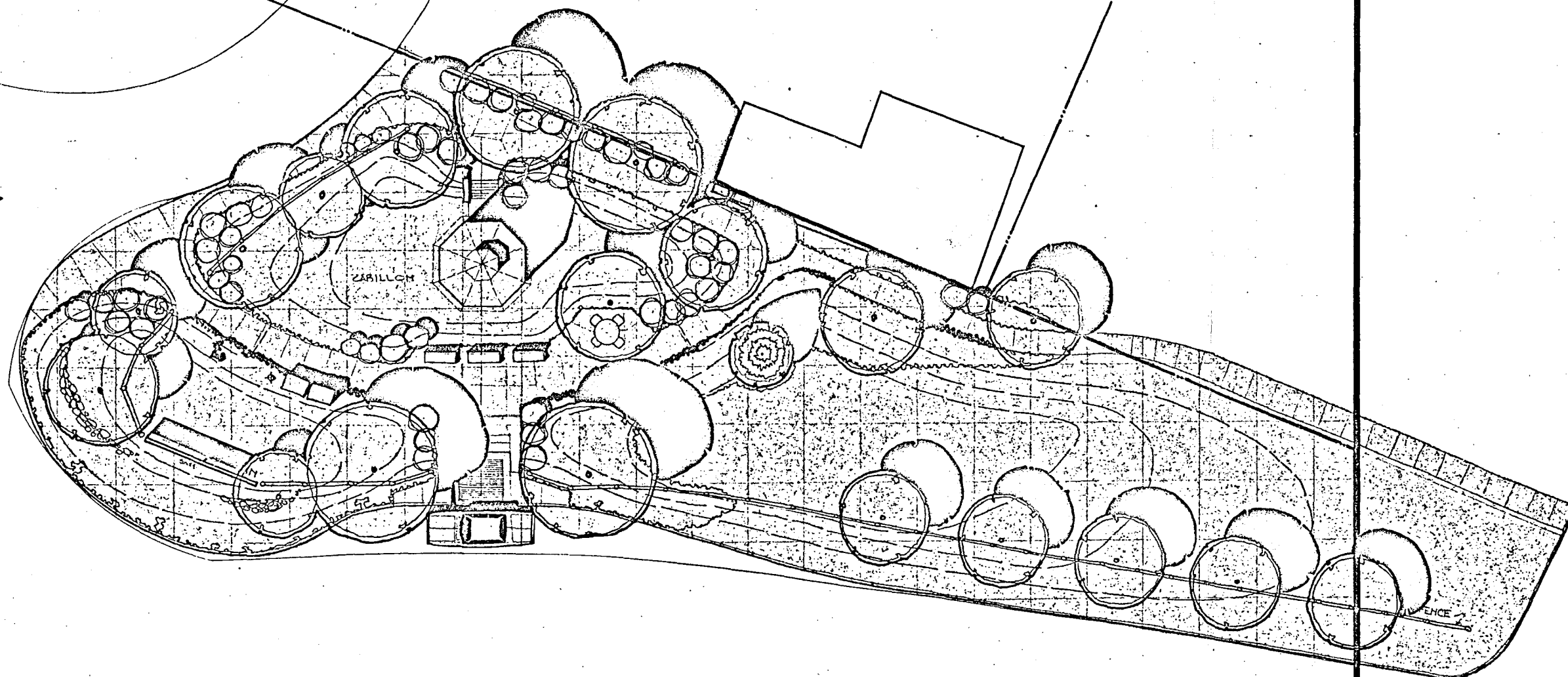


STUDY AREA

BUSHNELL BASIN

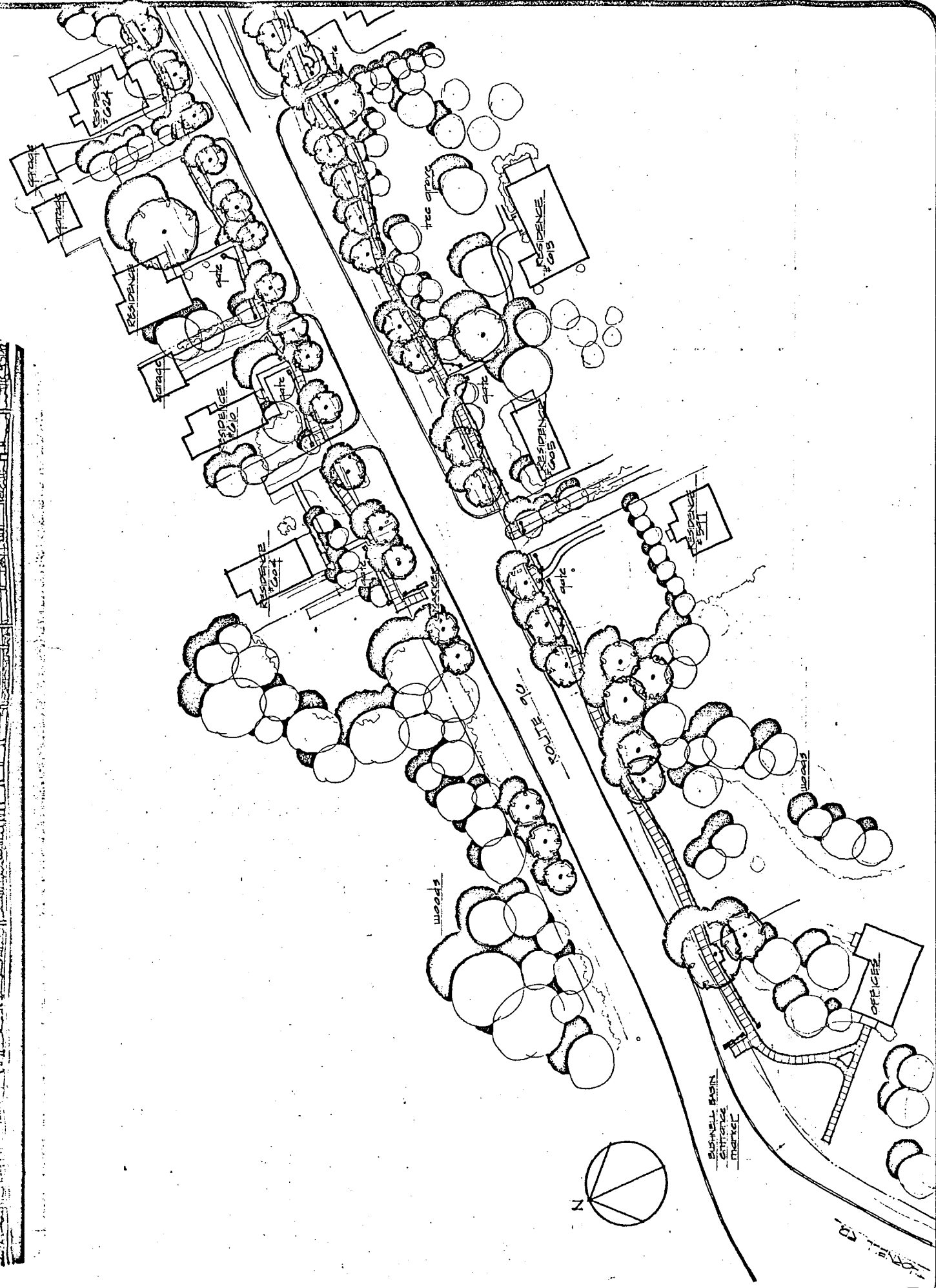
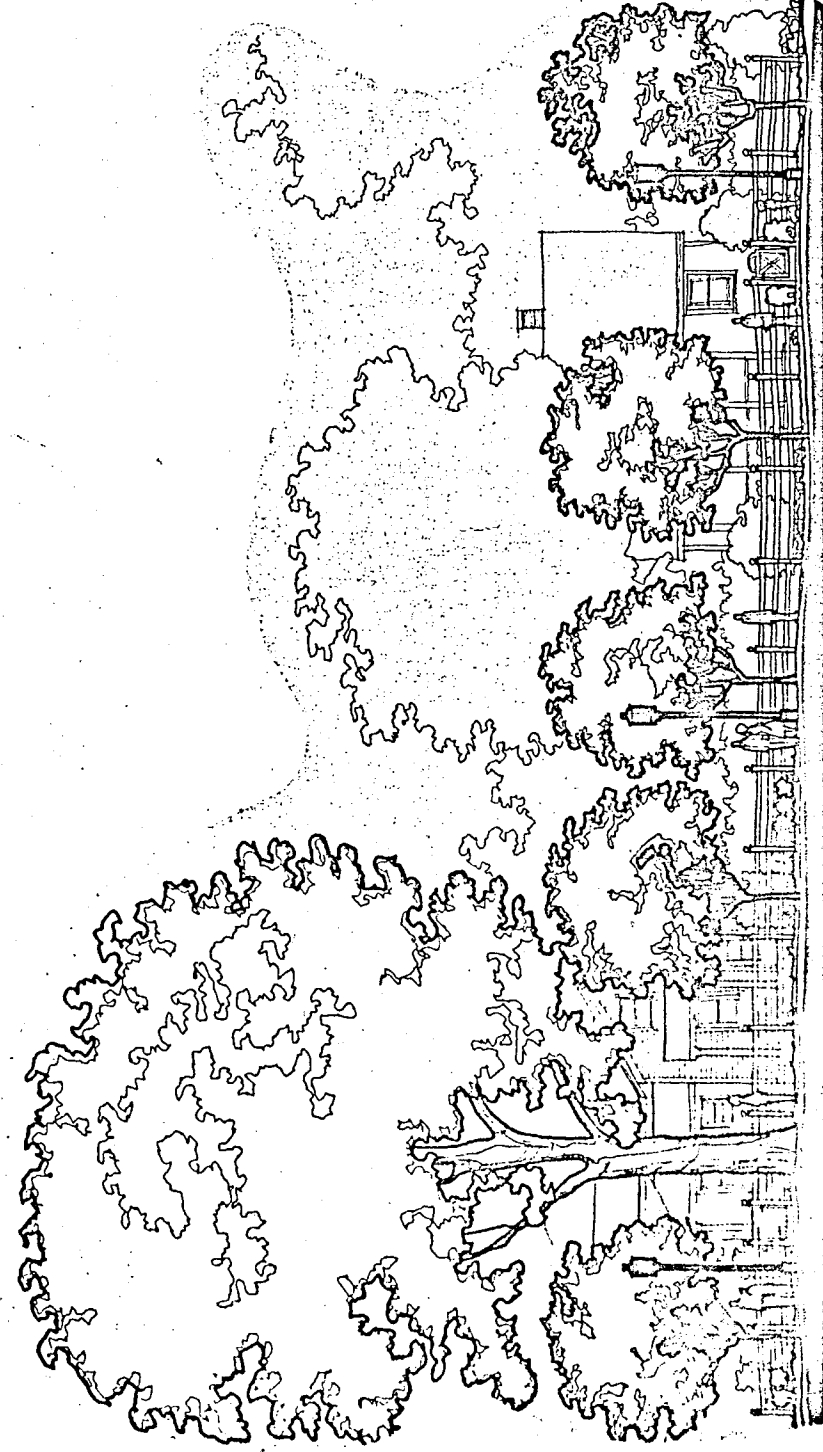


BUSHNELL'S BASIN



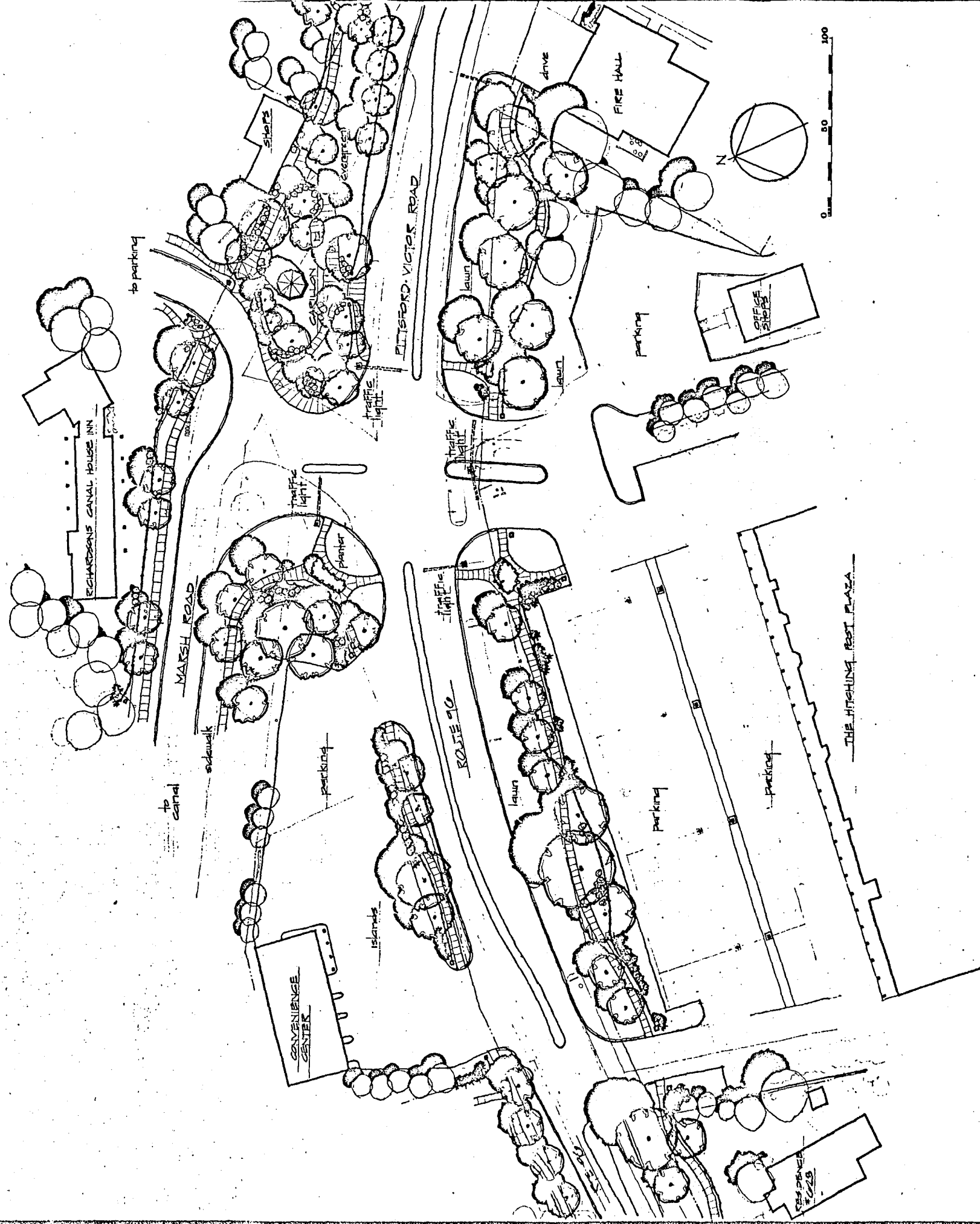
SCALE: 1" = 10'-0"

50 Chestnut Plaza • Rochester, New York 14604



BUSHNELL BASIN I

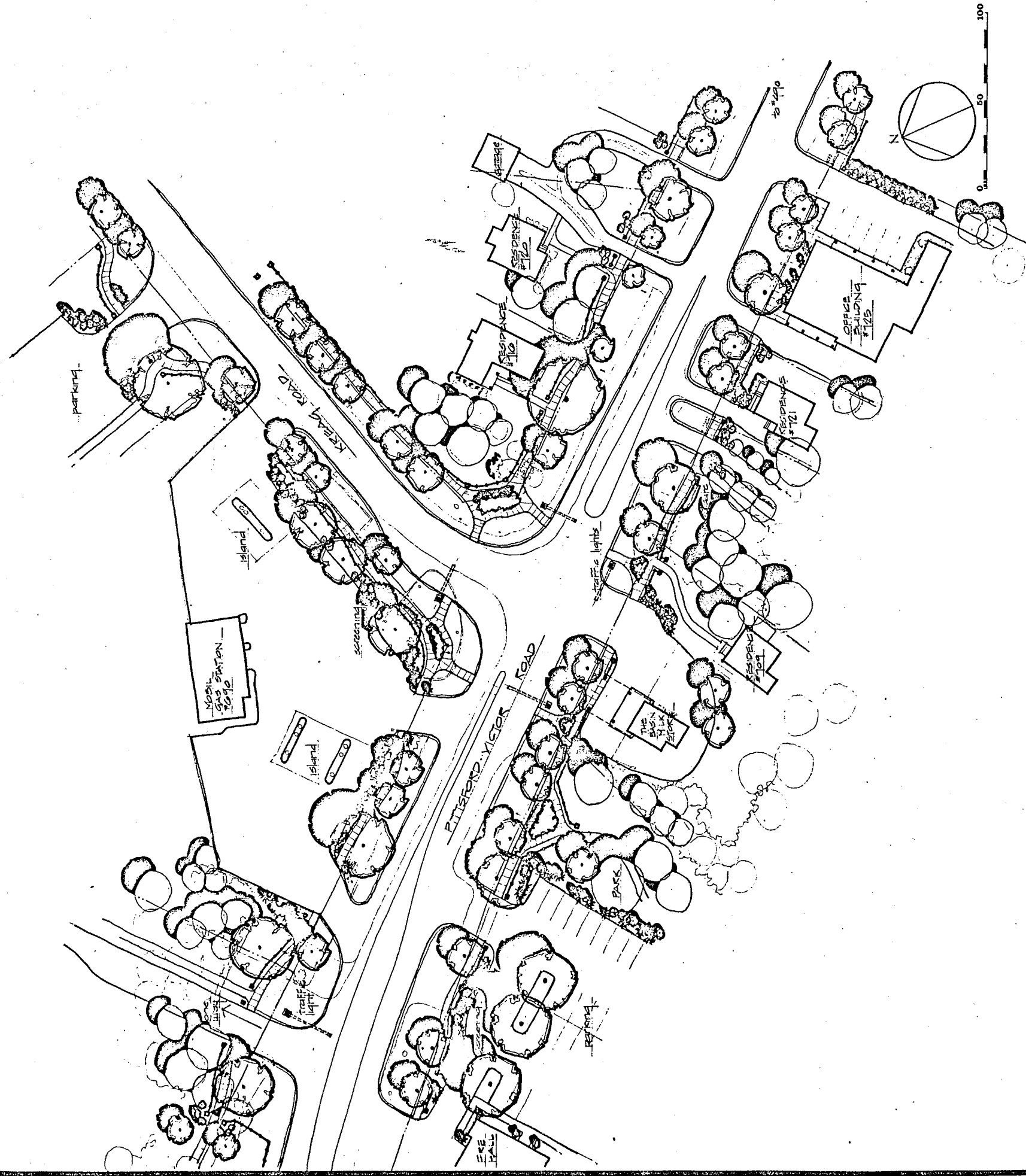




BUSHNELL BASIN 2

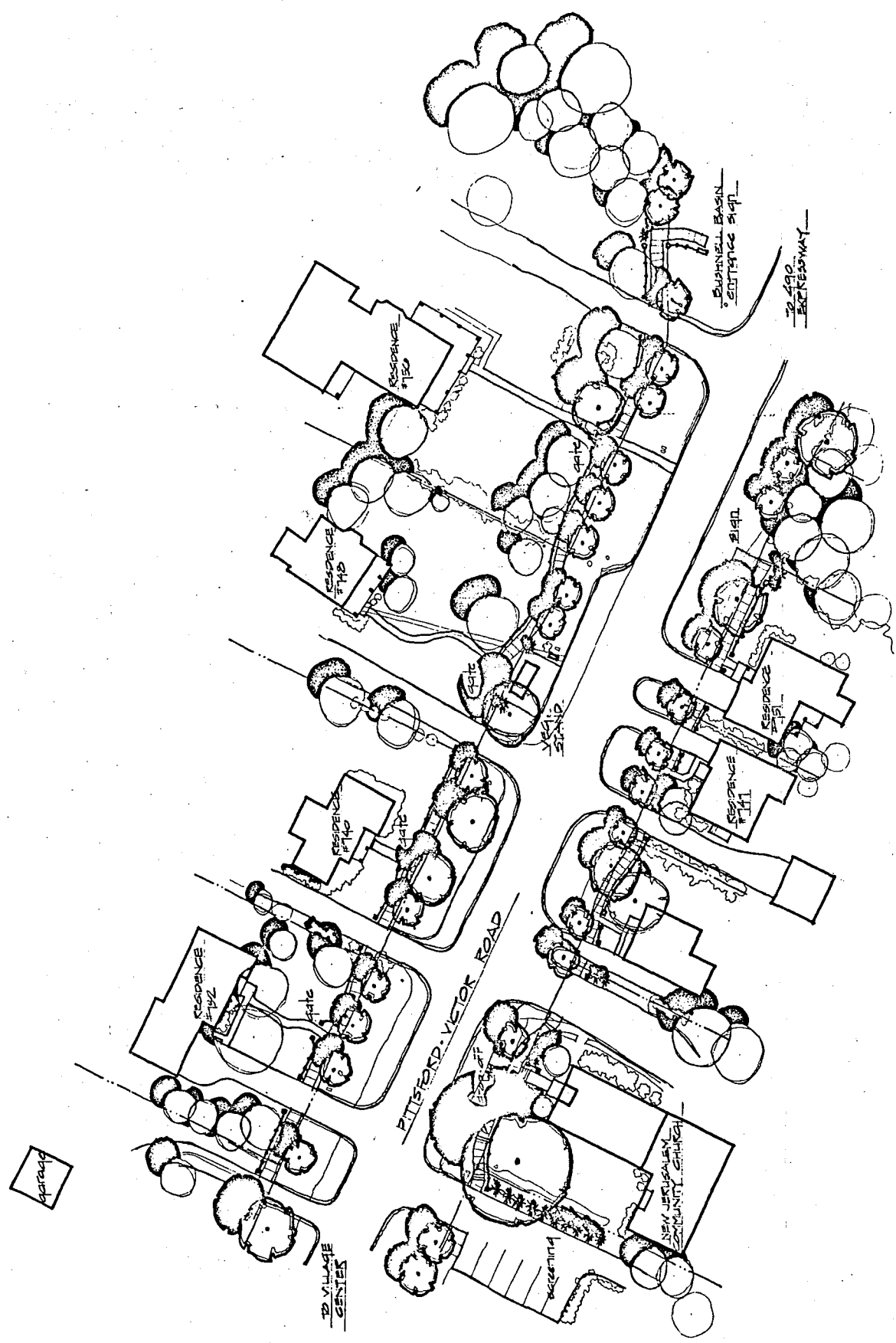
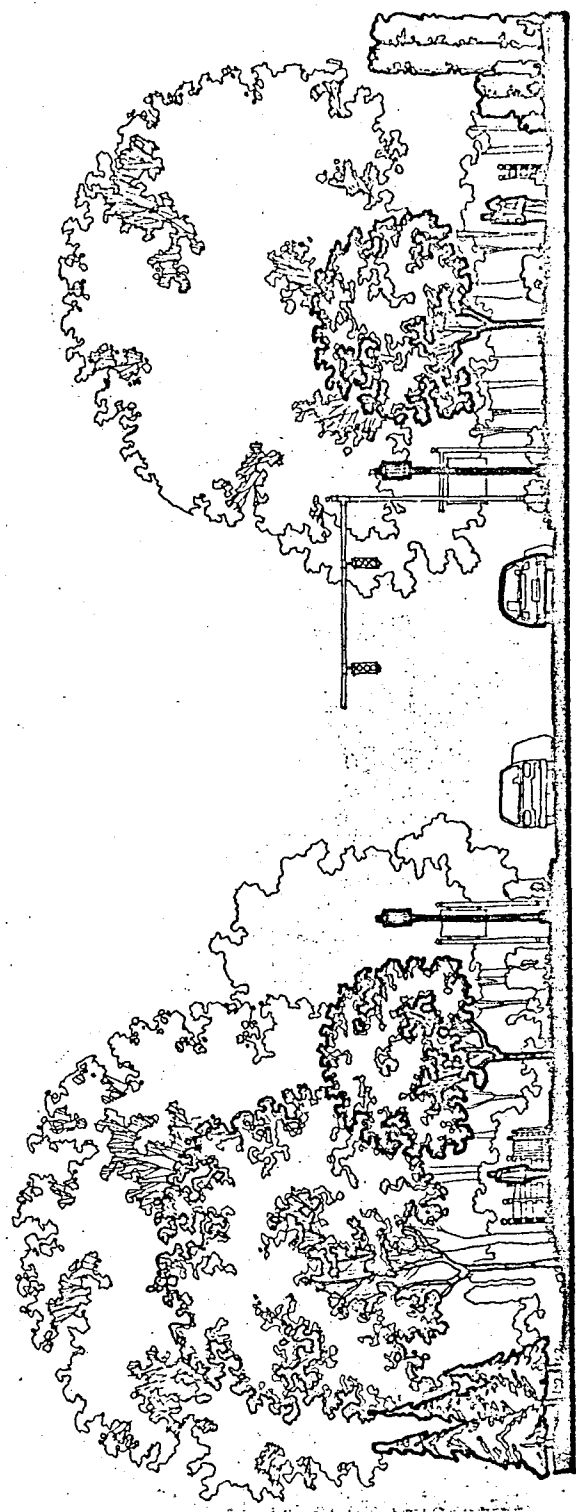


40 Chestnut Place • Waltham, New York 10496



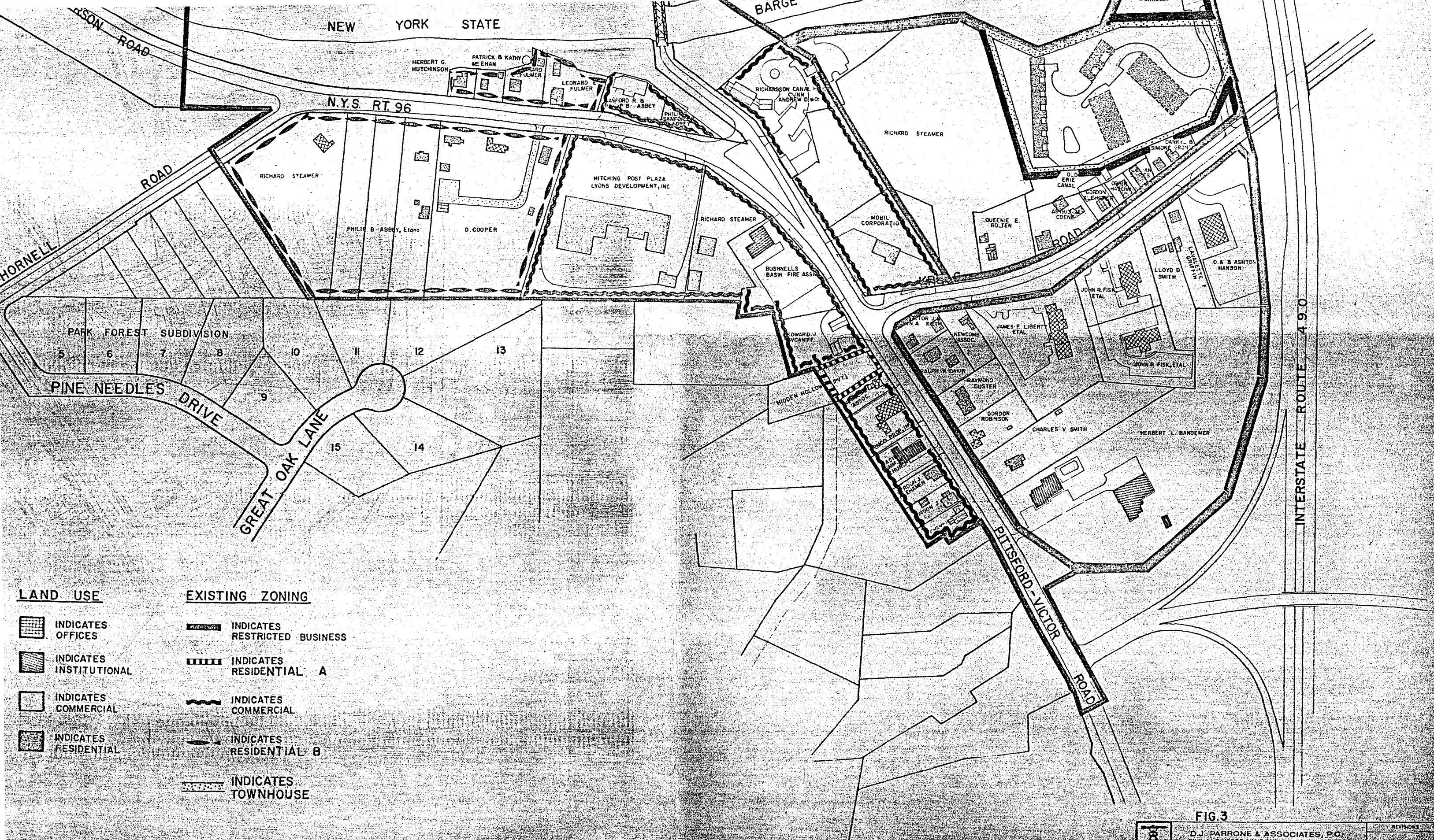
BUSINESS FALL BASIN 33





BUSHNELL BASIN 4





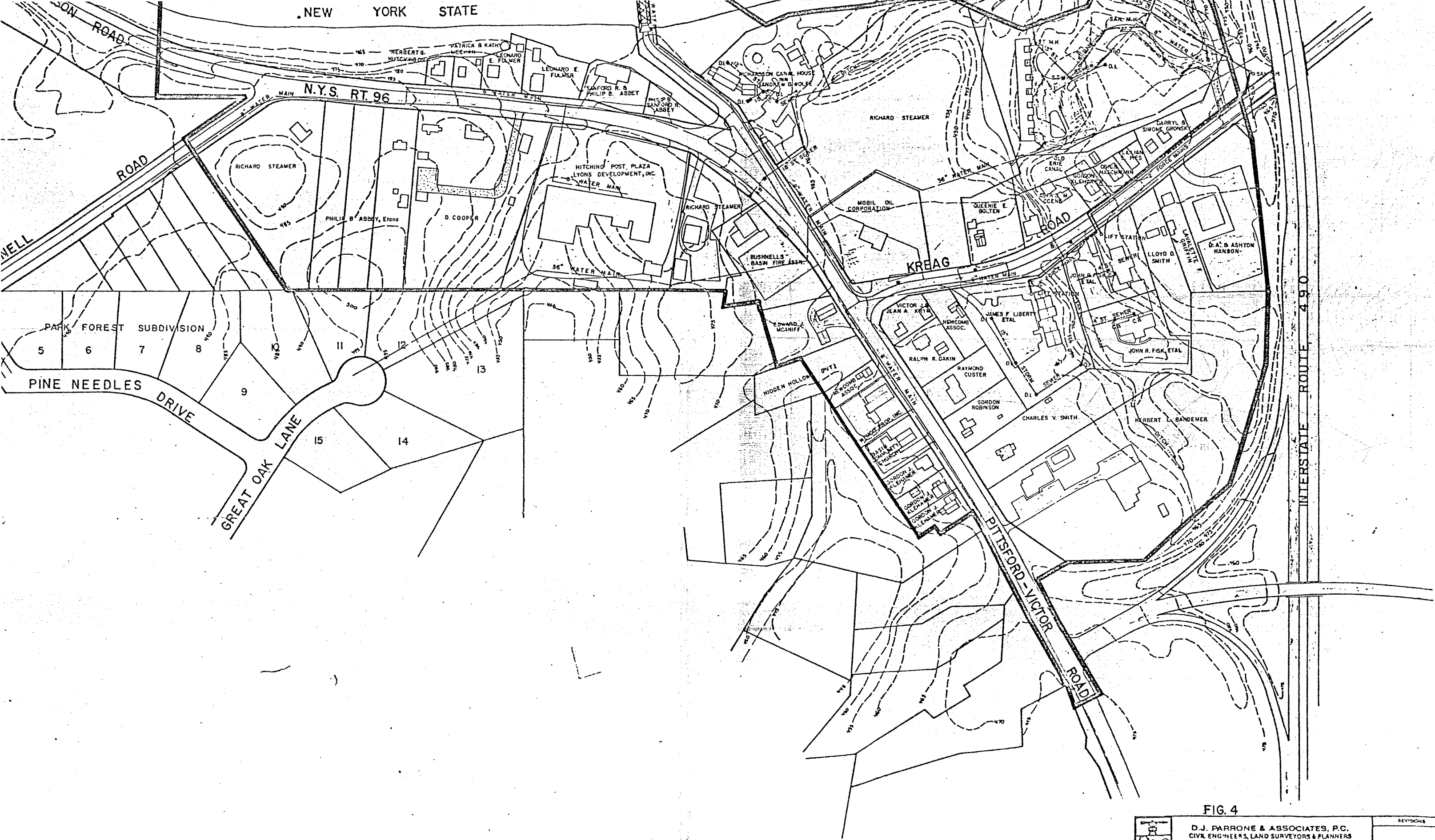


FIG. 4

D.J. PARRONE & ASSOCIATES, P.C. CIVIL ENGINEERS, LAND SURVEYORS & PLANNERS 400 WHITNEY RD., P.O. BOX C, PENFIELD, NY 14529	
EXIST. UTILITY MAP FOR STUDY AREA	
BUSHNELL BASIN MASTER PLAN	
SITUATE IN TOWN OF PERINTON—COUNTY OF MONROE—NEW YORK	
DATE: 10-15-10, 11-10-10	SCALE: 1" = 200'

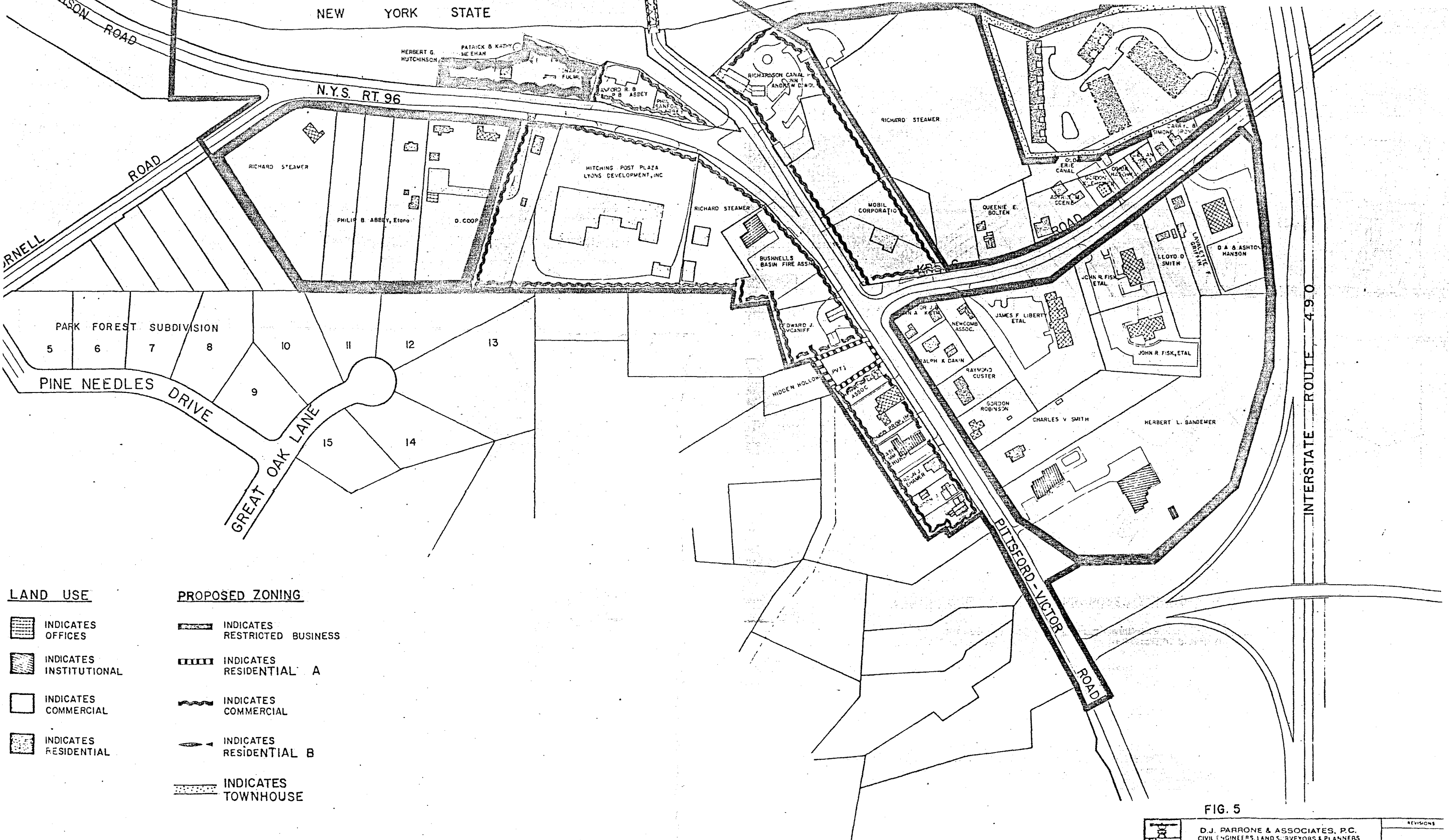
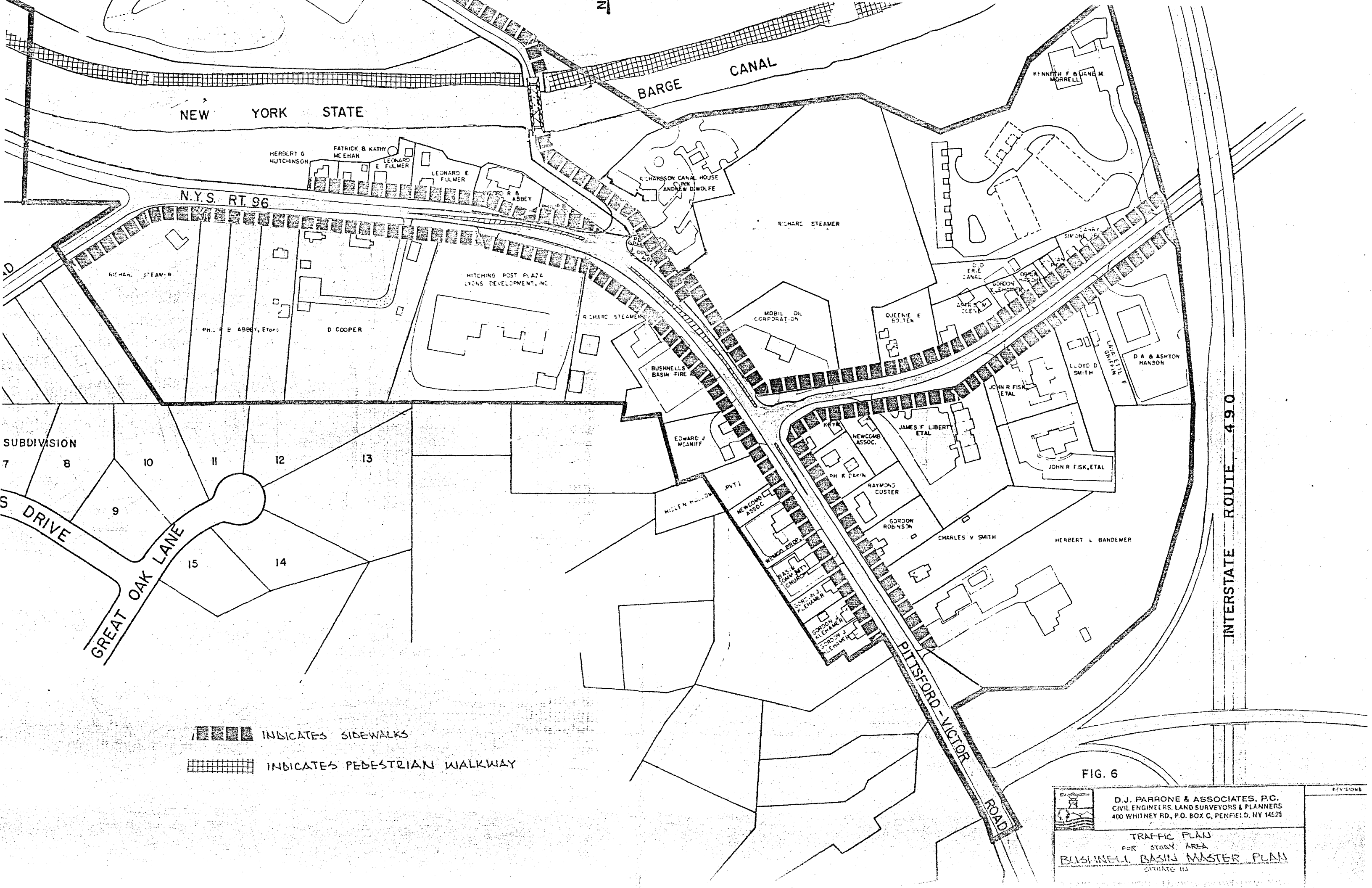


FIG. 5

	D.J. PARRONE & ASSOCIATES, P.C. CIVIL ENGINEERS, LAND SURVEYORS & PLANNERS 400 WHITNEY RD., P.O. BOX C, PENFIELD, NY 14526	REVISIONS
	PROPOSED ZONING MAP FOR STUDY AREA	
	BUSHNELL BASIN MASTER PLAN	
	TOWN OF PERINTON—MONROE COUNTY—NEW YORK	
DATE: 10/10/88 SCALE: 1"=200'		REVISIONS



NEW YORK STATE

BARGE CANAL

N.Y.S. RT. 96

INTERSTATE ROUTE 490

PITTSFORD-VICTOR ROAD

INDICATES SIDEWALKS
INDICATES PEDESTRIAN WALKWAY

FIG. 6

D.J. PARRONE & ASSOCIATES, P.C.
CIVIL ENGINEERS, LAND SURVEYORS & PLANNERS
400 WHITNEY RD., P.O. BOX C, PENFIELD, NY 14526

TRAFFIC PLAN
FOR STUDY AREA
BUSHNELL BASIN MASTER PLAN
SHEET 113

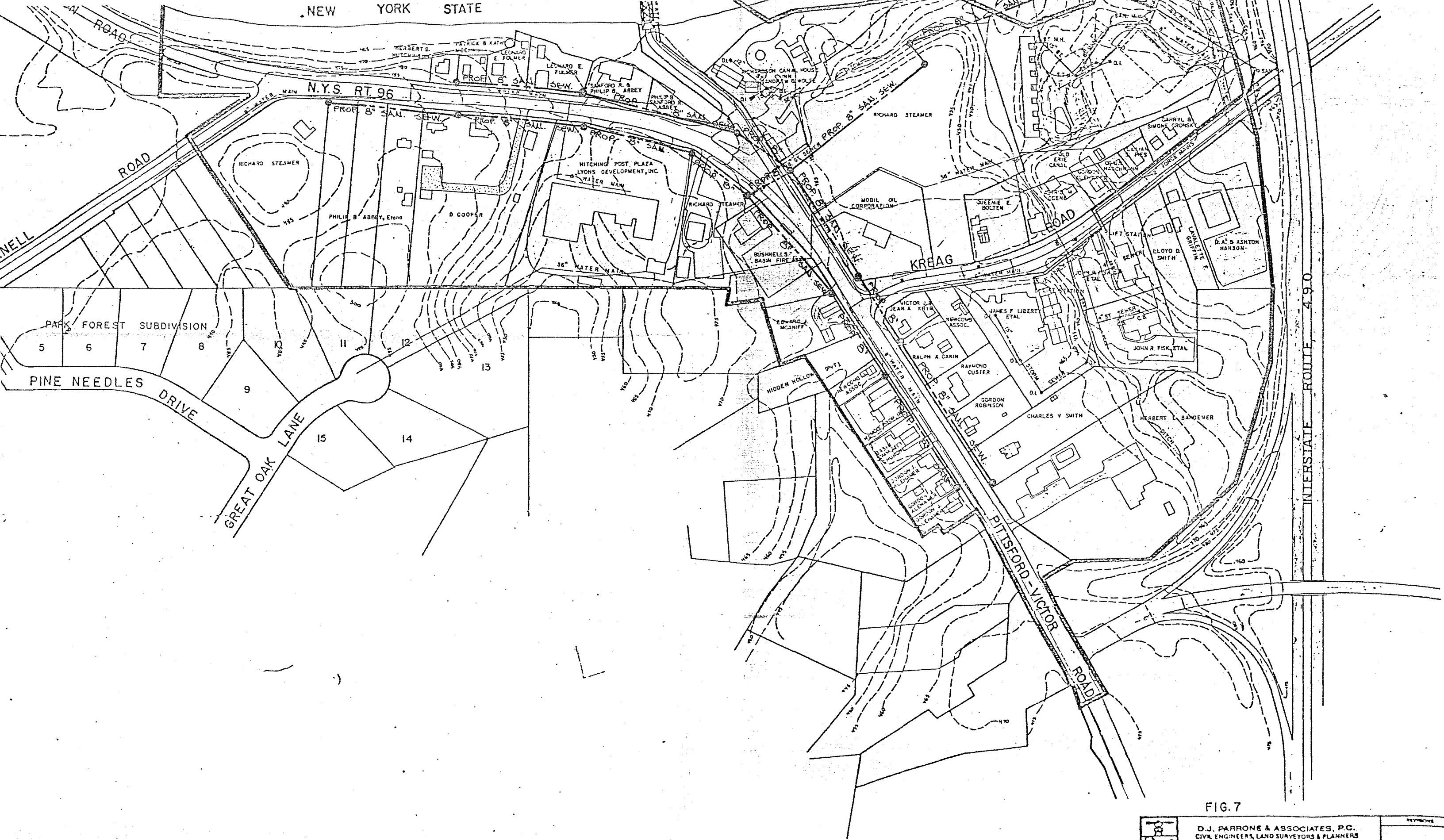


FIG. 7

	D.J. PARRONE & ASSOCIATES, P.C. CIVIL ENGINEERS, LAND SURVEYORS & PLANNERS 400 WHITNEY RD., P.O. BOX C, PENFIELD, NY 14529
	PROP. UTILITY MAP FOR STUDY AREA
	BUSHNELL BASIN MASTER PLAN
	SITUATE IN TOWN OF PERINTON—COUNTY OF MONROE—NEW YORK

