

Town of Canandaigua

5440 Routes 5 & 20 West
Canandaigua, NY 14424

CITIZENS' IMPLEMENTATION COMMITTEE

February 1, 2022, at 9:00 AM

Rev. 2/14/2022

MEETING REPORT

Meeting Called by: Shawna Bonshak, Chair

Committee Members: Oksana Fuller **R** Kelly LaVoie **R** Karen Parkhurst
Sal Pietropaolo Doug Finch Shawna Bonshak **R**
Sarah Reynolds Chuck Oyler **R**

Secretary: Kimberly Burkard

Guests: Matt Horn **R** Adeline Rudolph

R=remote attendance

CALL TO ORDER

- Ms. Reynolds opened the meeting.

INTRODUCTION OF GUESTS BY THE CHAIRPERSON

- Introduction of Matt Horn.

APPROVAL OF PAST MINUTES (JANUARY 19, 2022)

- Motion to approve minutes from January 19, 2022 by Ms. Parkhurst and seconded by Ms. Fuller. Motion carried by voice vote.

PRIVILEGE OF THE FLOOR

- None.

REPORT FROM THE DEVELOPMENT OFFICE

- None.

REFERRALS FROM THE TOWN BOARD

- None.

OLD BUSINESS

- None.

NEW BUSINESS

- Uptown Canandaigua Projects, Form-Based Code Updates, and LDC. Guest: Matt Horn
- Mr. Horn shared the following information with the Committee:
 - Mr. Horn works with the LDC and on other Town related activities.
 - LDC has experienced recently a lot of turnover in its board:
 - Cathy Menikotz’s seat was vacated.
 - Terry Fennelly was appointed to the chair of the Local Development Corporation.
 - Andy Griffith, of the Canandaigua Chamber of Commerce, is on the LDC Board.
 - Randy Farnsworth is on the LDC Board.
 - Thomas Lyon, of the Canandaigua City Council and Wayne County Planner, is a LDC Board member.
 - LDC has strategic priorities and Uptown features strongly in those.
 - A small number of people (3-4 property owners) own a large portion of the Uptown area. Mr. Horn along with Town staff have been meeting with these people to communicate the Town’s vision for that RTE 332 strategic focus area.
 - There was a groundbreaking at Canandaigua Crossing which is a “picture perfect look” for Form Based Code that features a spectacular building and a good tenant mix. One tenant is FullSend Ski & Outdoor is a sporting goods store and pub/restaurant.
 - Across the street from Canandaigua Crossing is many acres of open land that may be mixed use including residential, office, and commercial opportunities.
 - Form Based Code is being well received.
 - Mr. Horn is working with Ms. Parkhurst and others on an Affordable Housing Taskforce which was chartered by the CIC last year. They gave a report to Town Board on January 31, 2022. The taskforce has heard from Ryan Wallace, who has had had projects in in Geneva that were net-zero carbon footprint housing options. Mr. Wallace has affordable options and funding from two sources—NYSERDA and Community Preservation Corporation. This housing will at least be 51% affordable. The infrastructure and zoning that the Town has put into place makes it easy for this type of development to occur.
 - LDC funded a Wayfinding and Parking Study from Uptown to the Lakefront. This will enable a single branded look along that area—there will be new branding and signage. There will be evaluation of parking issues. Bergman has been retained on this project and will share drafts soon.
 - Town Board on January 31, 2022 authorized Mr. Horn’s team to begin work on Transportation Improvement Plan (DOT, NYS 3-year capital plan) for a “complete streets” concept for North Road that would include bike lanes, pedestrian scaled street lights, expanded sidewalks, etc. Application due Feb. 16, 2022. Will know in April 2022 if accepted.
 - Beverage Trail is in process—Canandaigua has one of the densest concentrations of micro-breweries in NYS. It also has wineries, distilleries, and supportive industries like restaurants and NYKitchen. LDC is seeking to showcase and create

- experiences with craft beverage offerings. Draft report from 29-Design (Geneva) focuses on food and ag work.
- LDC meetings are open to the public. See website <http://canandaiguameansbusiness.com> for agendas and minutes. All meetings have Zoom access plus are held at Town Hall at 10 am on 3rd Thursday of the month.
 - Ms. Parkhurst suggested cheese (local dairies) pairing with Craft Beverage Trail. Mr. Finch noted Upstate Dairy Cooperative that uses dairy from FaBa Farms and a farm in Hopewell. Mr. Horn asked Ms. Parkhurst if Ontario County loan funds were available. She said there is less than \$100K left and suggested Mr. Horn reach out to the county.
 - Mr. Finch added that strategic goals and realignment would be necessary at the LDC.
 - Ms. Parkhurst suggested a shuttle service in cooperation with the beverage trail. Mr. Horn noted the North Road Plan—the Town created an active transportation plan for Uptown, and the LDC/City/Genesee Transportation Council funded an active transportation plan for the lakefront which includes how to connect the Downtown and lakefront. Bergman has been retained to assist with the work. The City has gone after federal funding for a trolley service and it has cleared the local legislature’s desk and has moved on to the budget process. The Mayor has reached out to key entrepreneurs for support on the trolley service. Mr. Horn said that including Uptown in the service would be smart as Uptown, Downtown and the Lakefront have been grouped into a single impact area in a Downtown Revitalization Initiative application. This grouping will be used in future strategies.
 - Mr. Finch said there is a brewery going into Canandaigua Crossing.
 - Mr. Finch said that a Uptown Business Improvement District was created in December 2021. This allows other funding opportunities such as sidewalk shoveling and plowing in Uptown (2023 Budget). He also said the BID would work with DOT on median landscaping. Lights on RTE 332 need maintenance and that modern street lighting can provide WiFi, geocaching, parking info, etc. He said \$1-2 million (ballpark figure) would be needed to replace the light poles. The BID could bond the work and the Uptown businesses could pay for these. These lights would be programmable. Blue Heron Park could see improvements through the BID.
 - Mr. Finch noted an increase in price/acre in Uptown since the adoption of Form Base Code.
 - Mr. Finch noted industrial businesses in Uptown: Pactiv and Akoustis, which are just outside of the Form Base Code area. He also noted the airport and other mixed use. Commercial, residential, retail, and flex space will be in the Form Base Code area. Canandaigua Crossing will be a good example of the future in Uptown.
 - Many of the key landowners are very excited and working with the Town to be in keeping with the Form Base Code and Uptown plans.
 - Ms. Parkhurst asked about the plans for the fire station. Mr. Finch said that one of the options for that building identified in the Uptown Feasibility Study was a community center though it is still in use as a fire station. The City in contract with the Town is using the facility to service the whole north end of Canandaigua. The contract expires 12/31/22. A study conducted jointly with the Town and City calls for a fire station in Uptown. Ms. Parkhurst asked if there can be an addition to the fire station to create community space. Mr. Finch said that parcel is an odd shape and has utilities on the building sides that make simple additions

problematic. Mr. Finch said that the airport could be a location to move the fire station to but the Fire Chief wants it to be located on the east side of RTE 332 for access to the north end of the city including the VA and Academy. Ms. Parkhurst believes a community center needs to be in Uptown for affordable housing. Mr. Finch said that Uptown Landing is planning on building two community centers. Mr. Finch noted that a new YMCA is going in next to the Civic Center which is also near the Auburn Trail, Outhouse Park, and Motion Junction. The Town also has land next to the Civic Center where a community center could be built. The YMCA is interested in connected to the existing Town trails, parks, and ball parks. Ms. Parkhurst said that the YMCA is not affordable. Ms. Bonshak added that the YMCA offers scholarships for families in need. (Greater Rochester YMCA Financial Assistance Information:

<https://rochesterymca.org/membership/financial-assistance/>)

- Ms. Reynolds said there was some final work from Bergman and there is a draft available. Ms. Bonshak will follow up with Ms. Reynolds to share further information.

MEMBER REPORTS (IF ANY)

- None.

ADJOURNMENT AND NEXT MEETING

Adjournment @ 10:07 am

Next Meeting, February 15, 2022, 9 am