



**UPTOWN CANANDAIGUA
MIXED-USE AND TRANSPORTATION CORRIDOR
FEASIBILITY STUDY**

**APPENDIX A:
MEETING SUMMARIES**

Town of Canandaigua

UPTOWN MIXED-USE CORRIDOR FEASIBILITY STUDY

Committee Meeting #1

December 20, 2017 @ 10:30 AM

MEETING SUMMARY

Kimberly Baptiste (Bergmann) welcomed attendees and started the meeting by asking everyone to introduce themselves and their affiliation with the project. A list of all meeting attendees is attached.

Presentation

Kimberly walked through a PowerPoint presentation (please see attached for additional detail), highlighting the following:

- Review of Team Members, including the consultant team
- Roles and responsibilities of the steering committee
- Review of proposed community engagement and meetings
- Review of project scope and deliverables
- Review of project timeline

Molly Gaudio (Steinmetz Planning Group) reviewed a number of related planning initiatives undertaken in the Town over the past decade which have a direct relationship to the Uptown Mixed-Use Corridor Feasibility Study. Molly reviewed key projects as well as potential implications on land use and recommendations for the Uptown Study Area.

Kimberly wrapped up the formal presentation with a review of next steps, including planned activities for January (stakeholder meetings, data collections) and February (analysis and public meeting #1). The second committee meeting is planned for March 2018 – a specific day and time TBD.

Committee Comments

Throughout the presentation, committee members shared insights and feedback for consideration. Key themes from the discussion are summarized below:

- The focus of this study is to develop land use and transportation recommendations for Route 332 and on the side roads. This should not be focused solely along Route 332.



- This study should keep in mind the long-term maintenance of any infrastructure and amenities that are proposed.
- The mix of traffic (cars, trucks, and buses) impacts the design of the roadway, intersections, etc.
- Thought should be given to the local and regional generators (origins) that patron the Study Area to determine its drawing power and existing travel patterns.
- A lot of studies have already been done and the consultant team should ensure they review all of the documents, including but not limited to:
 - Airport Study
 - Hobart Study
 - Parks Master Plan being updated
 - Water Service Master Plan
 - School District?
 - The County upgraded the sewer main servicing the area so any capacity issues have been resolved.
 - Regional transportation study
 - Route 332 access management plan
 - County planning documents?
- The City and Town have a joint effort with the Chamber to support local businesses and economic development that will help to inform this study.
- Currently adding:
 - 109 townhomes
 - Veterans homes
 - Apartments
- Need to understand qualitative input of traffic data - truck traffic, when? How much? Where?
- Access management must be considered

Visioning Exercise

Following the presentation, committee members participated in a visioning exercise facilitated by Bergmann. Committee members were asked to respond to a series of questions, using only one-word responses. A summary of this exercise and emerging themes is below:

In a word, how would you describe the Uptown corridor to someone who has never been here?

- | | |
|----------------|-------------------|
| • Cars (x2) | • Unorganized |
| • Traffic (x2) | • Boring |
| • Potential | • Depressing |
| • Attractive | • Busy (x2) |
| • Non-Existent | • Dealerships |
| • Diverse | • Commercial (x5) |



Group discussion of these terms clearly indicated that the existing perception of the corridor is too heavily focused on automobiles and the study area lacks a defined sense of character or place – there is no reason to go there. It was noted that once you look past the corridor alone, there is great potential to create a more desirable future development pattern.

In a word, how would you like to be able to describe the Uptown corridor in 10 years?

- Busy
- Mobile
- Attractive (x3)
- Destination (x3)
- Community
- Diverse
- Productive (x2)
- Inviting
- Lively
- Vibrant
- Mixed Use
- People
- Identity
- Global

When discussing the future of the Uptown Corridor, committee members focused on physical characteristics of the corridor that would make it a more desirable place for residents, visitors and businesses. The study area should contribute to the Town and region, leveraging its existing assets, including businesses, parks and the airport. The general feel of the corridor as a place people want to spend time was highlighted using a variety of terms.

In a word, what aspect of the corridor and adjacent lands are most important to preserve?

- Vitality (x2)
- Park (x2)
- Farmland
- NW of 332
- Movement
- Spirit
- Business
- Local-ism
- Open space
- Mixed use (x2)
- Interaction

Discussion focused heavily around the preservation of open space, farmland and park facilities in and around the study area boundary as these are important quality of life characteristics that help to define the Town. Focused development should allow for the preservation of these aspects of the study area. The range of land uses that exists today was noted as a positive, with some opportunities to improve upon that diversity.

In a word, what aspect of the corridor's physical form would you like to see change?

- Accessibility
- Connectivity (x2)
- Safety
- Drive-through
- Vehicular
- 332
- Congestion
- Appeal
- Signage
- Setbacks
- Architecture
- Pathways



- Blacktop
- Parks
- Green
- Plantings

A number of unique themes emerged related to physical changes to the study area. There was a clear theme specific to Route 332 and its current use as a strictly vehicular corridor. Committee members want to see greater user diversity, including stronger connections between 332 and surrounding land uses not immediately on the corridor. The physical character of development – both buildings and site design – was noted as an area in need of improvement. Greater emphasis on greening, landscaping and reducing pavement was also emphasized.

Next Steps

The meeting concluded at approximately 12 PM. Kimberly noted the consultant team would be reaching out to committee members to help identify stakeholders, with meetings expected to occur in January 2018.



UPTOWN MIXED USE CORRIDOR FEASIBILITY STUDY

COMMITTEE MEETING #1
DECEMBER 20, 2017



1

AGENDA

- Welcome and Introductions
- The Project Team
- Uptown Corridor Feasibility Study
 - *Scope of Work*
 - *Project Schedules*
- Recent Initiatives Related to the Uptown Study
- Workshop
- Next Steps

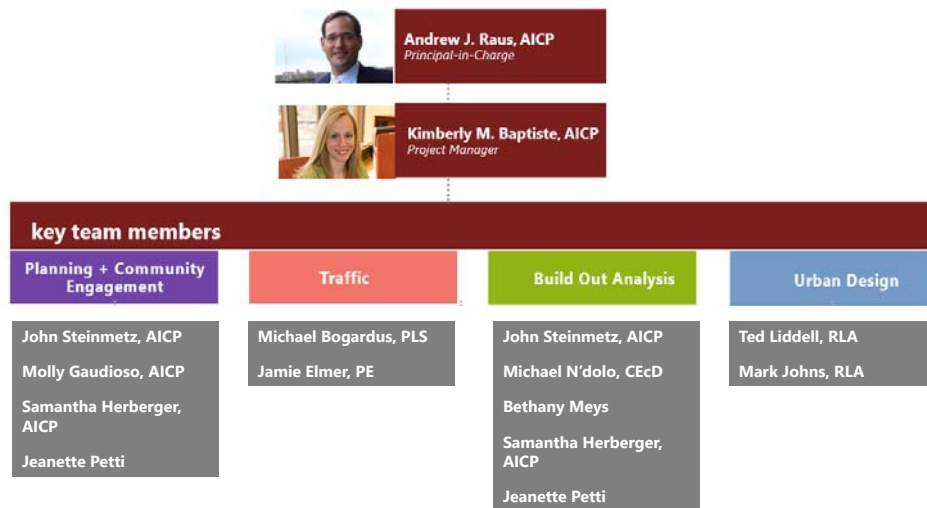
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THE PROJECT TEAM

- Town of Canandaigua
- Steering Committee
- Genesee Transportation Council
- Consultant Team
 - Bergmann Associates
 - Steinmetz Planning Group
 - Camoin Associates
 - Ravi Engineering

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ORGANIZATIONAL CHART

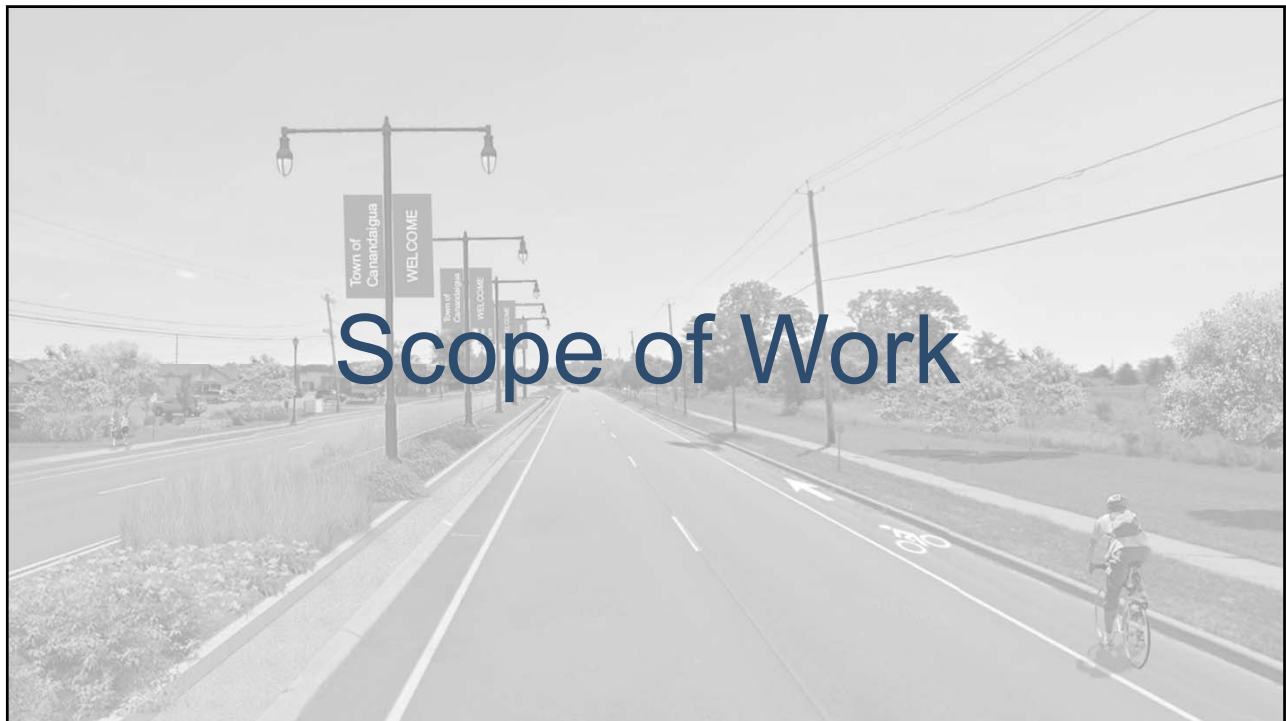


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COMMITTEE'S ROLE

- Attend meetings throughout the process (approximately 5)
- Help set direction and objectives
- Review deliverables and provide feedback
- Assist with community outreach

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BOUNDARY



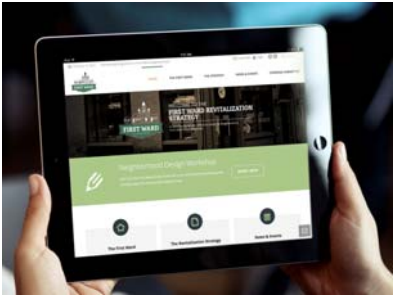
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KEY ELEMENTS

- Community Engagement
- Study Coordination
- Inventory of Existing and Planned Conditions
- Needs Assessment
- Corridor Recommendations / Preferred Alternative
- Follow On Activities
- Final Document & Executive Summary

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Study Coordination



- Stakeholder Meetings
- Three Public Workshops
- Event with Canandaigua Academy
- Project Website
- Business Engagement
- Town Board Presentation
- Optional Engagement:
 - Tactical Urbanism
 - Bus Tour

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EXISTING CONDITIONS



- Previously completed plans
- Land use analysis of the corridor, including zoning and ownership
- Existing building stock
- Inventory of public and private signage
- Market trends and potential impacts
- Traffic volumes and counts
- Traffic and accident data to inform general traffic flow and areas of concern;

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EXISTING CONDITIONS



- Pedestrian, sidewalk facilities and bicycle infrastructure
- Estimates of current and projected vehicular traffic and bicycle use
- Intersection conditions and midblock crossing locations;
- Freight routes and utilization
- Public transportation options, routes, stops, and ridership
- Points of interest, natural features and key destinations.

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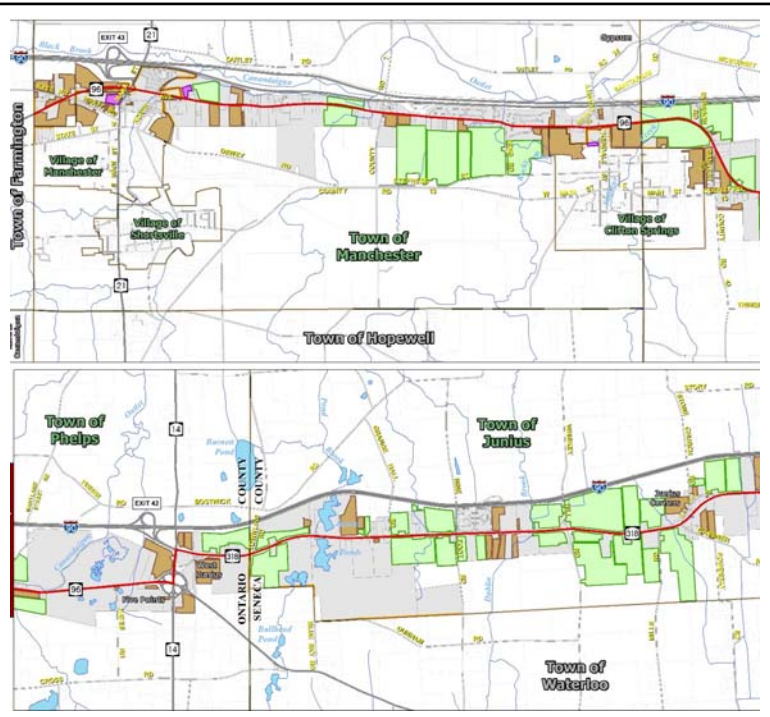
NEEDS ASSESSMENT

- Identification of Strengths, Weakness and Opportunities:
 - current businesses,
 - market trends,
 - economic development,
 - user safety,
 - tourism promotion, and
 - the physical environment in the study area.
- Focused tourism industry analysis:
 - current conditions,
 - Inventory of assets (cultural, recreation, natural, historic, etc.)
 - types of tourism-related development occurring in the region.

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ALTERNATIVES

Identification of future land patterns and transportation networks.



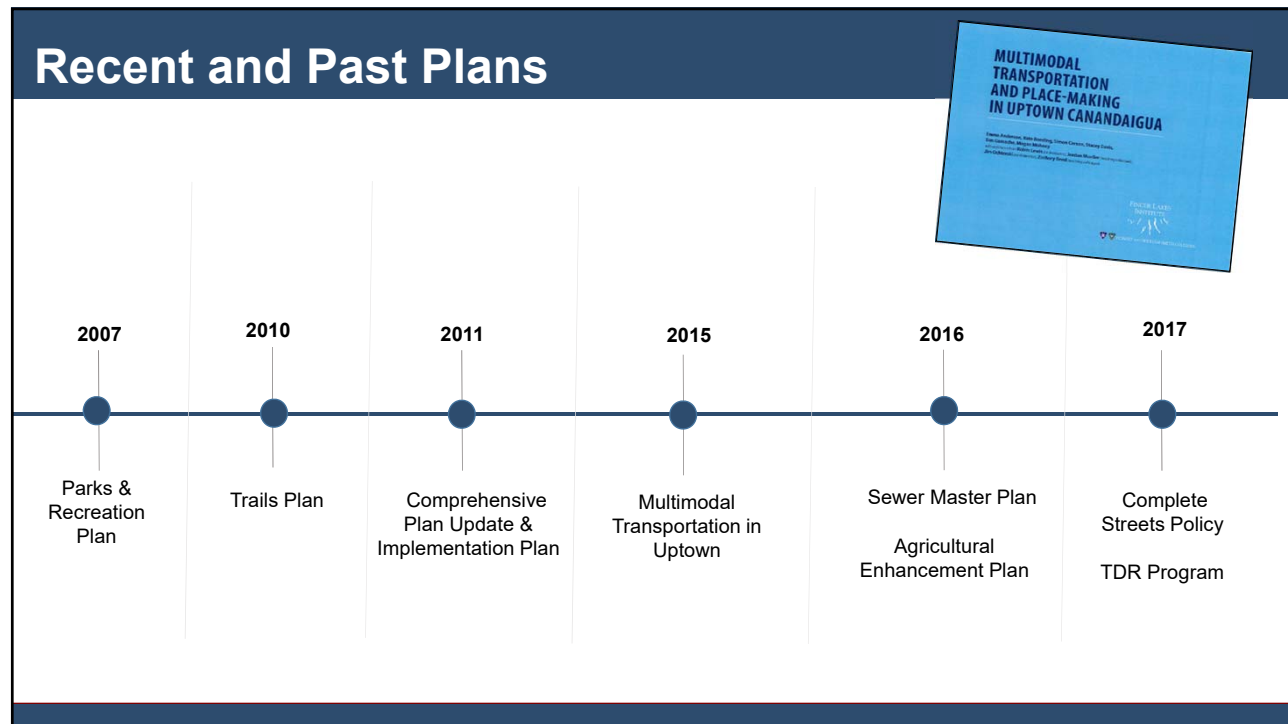
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ALTERNATIVES

Model various alternatives based on various transportation network improvements and changes.
Identify preferred alternative.



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KEY THEMES FOR UPTOWN

PRESERVATION

- Support ag industry
- Preserve priority farmland
- Preserve viewsheds and open space

PLACEMAKING

- Create a sense of place in Uptown
- Enhance identity/character
- Improve parks and recreational trail connections and access

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KEY THEMES FOR UPTOWN

COMPLETE STREETS

- Increase mobility options for residents/visitors (walking, biking, transit)
- Improve on-street conditions and connections for pedestrians/bicyclists

ECONOMIC DEVELOPMENT

- Support a diverse and sustainable tax base
- Maximize opportunities for large and small scale commercial development
- Support residential growth for all ages/income levels

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Previous Plan Implications on Uptown

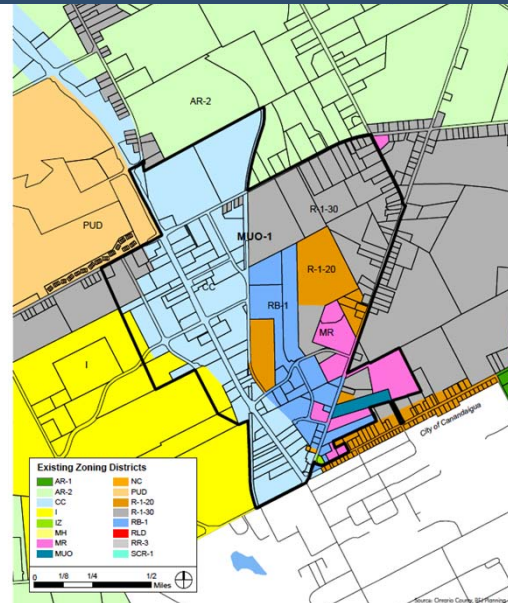
- Increased residential development pressures over last decade – anticipated to continue (100 new units per year)
- Uptown sewer reserve capacity may not be able to accommodate future growth
- Route 332 and ancillary roadways to become “complete streets”
- Zoning code may need to be amended to achieve Uptown vision



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Previous Plan Implications on Uptown

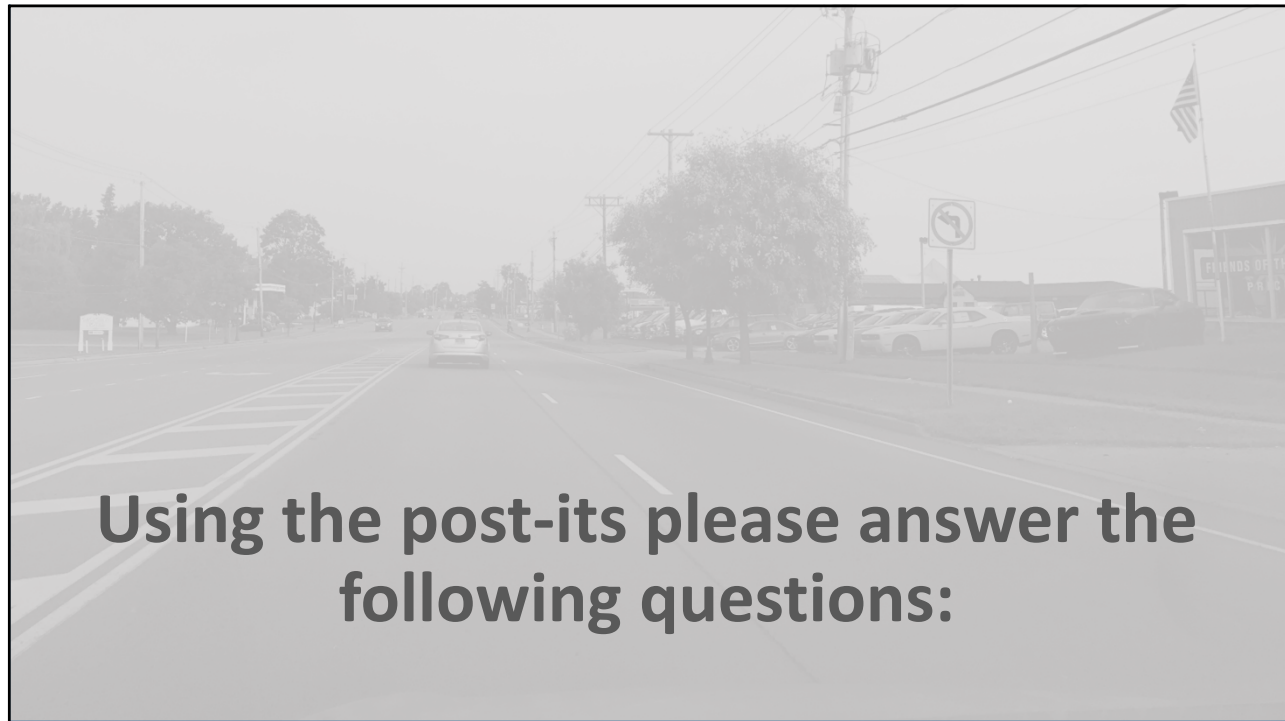
- MUO-1 receiving area of TDR located in project area
- Increased density potential with new development
- MUO-1 permits 8 units/acre; TDR 16 units/acre
- Currently 84 acres of active farmland in MUO-1 area



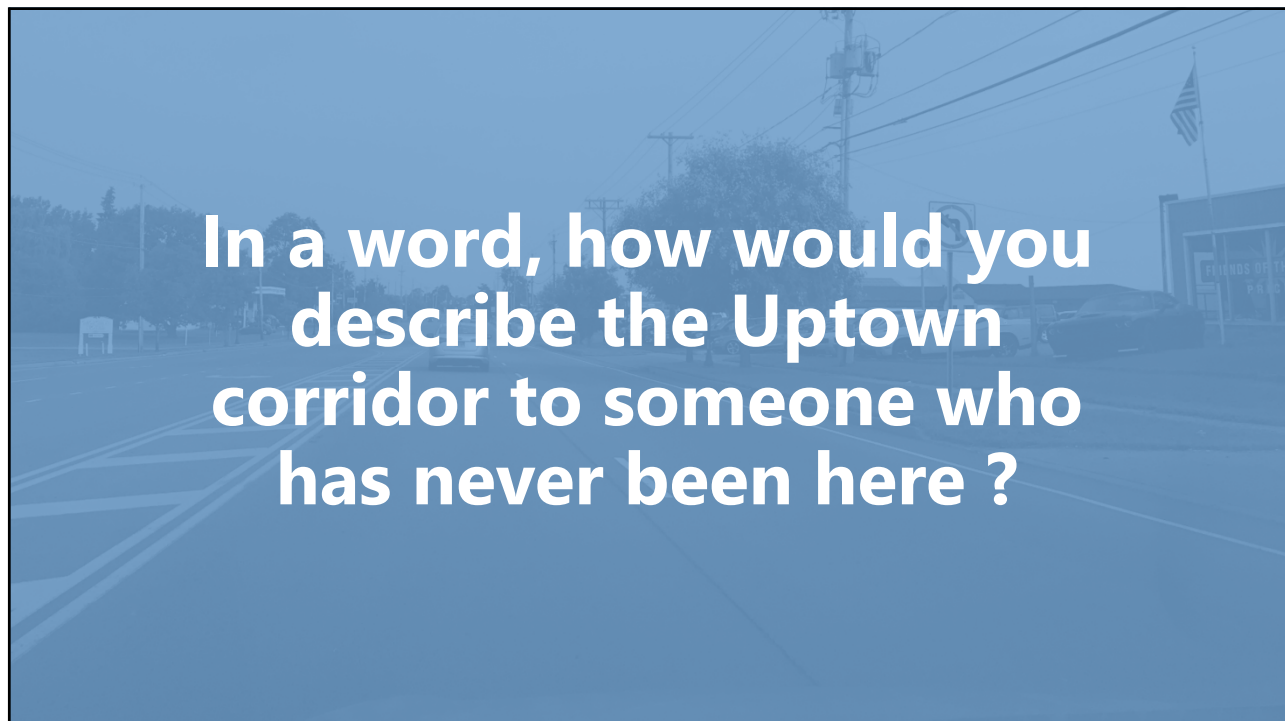
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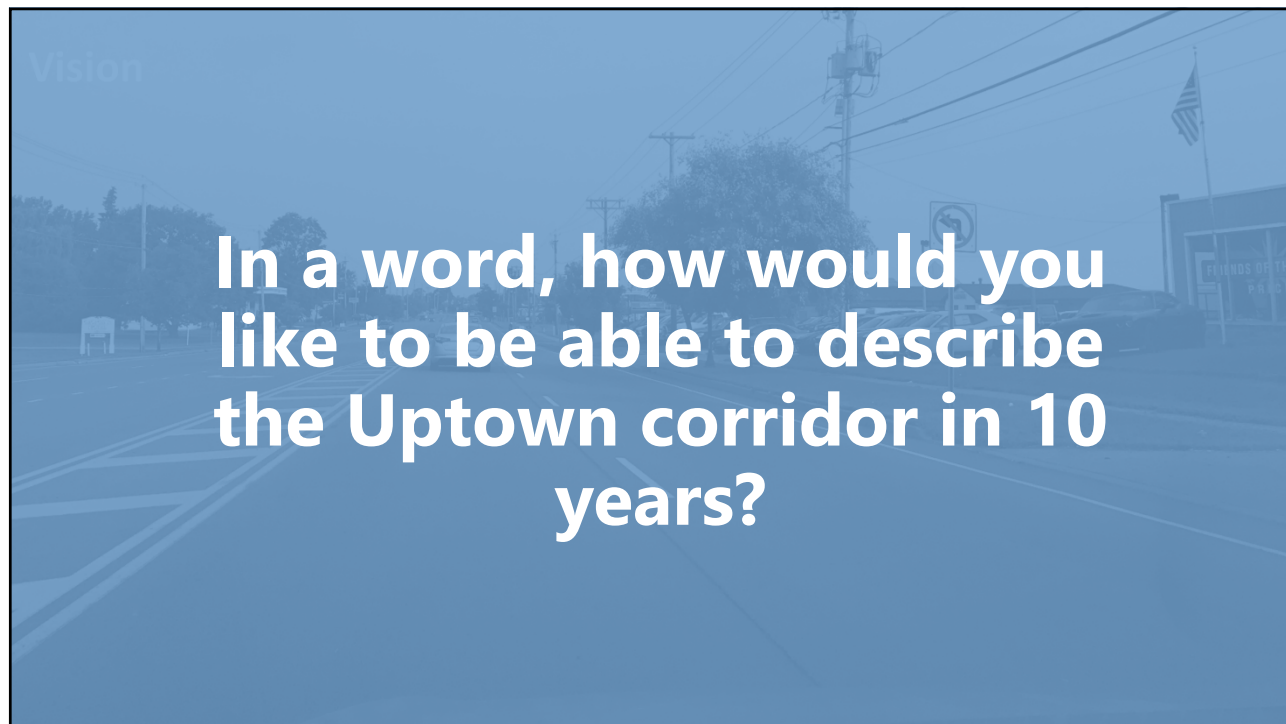
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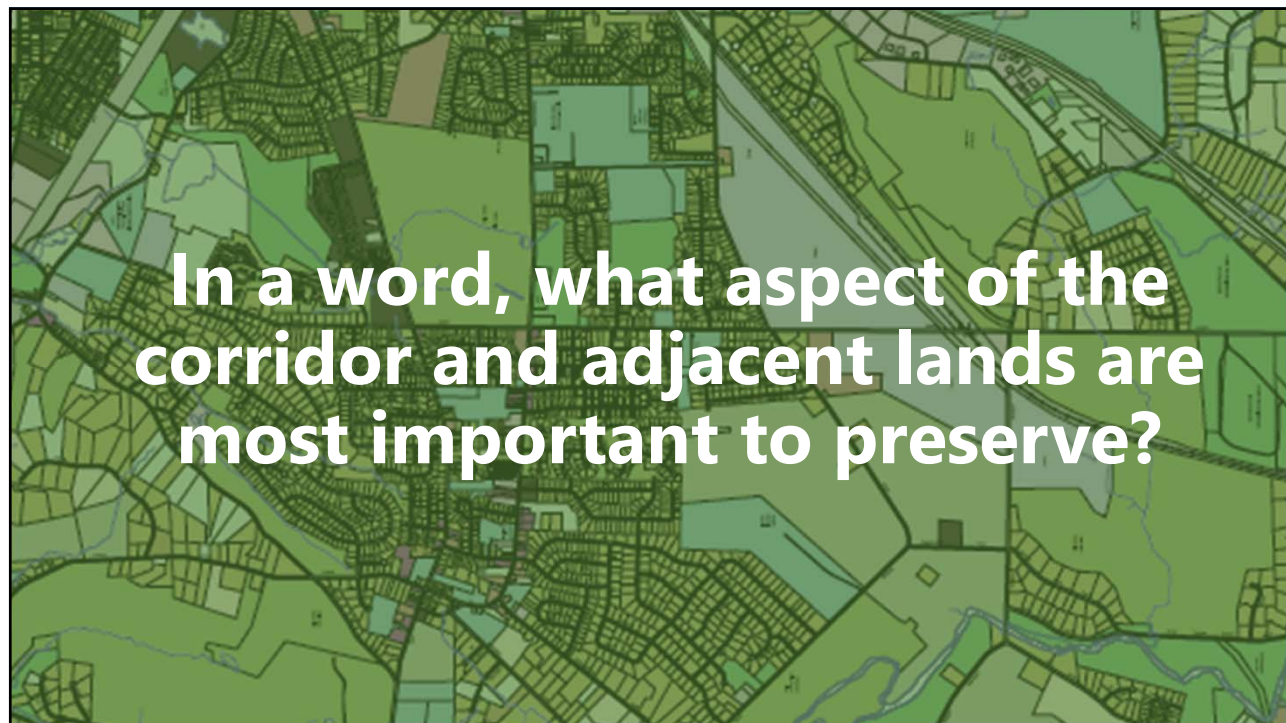
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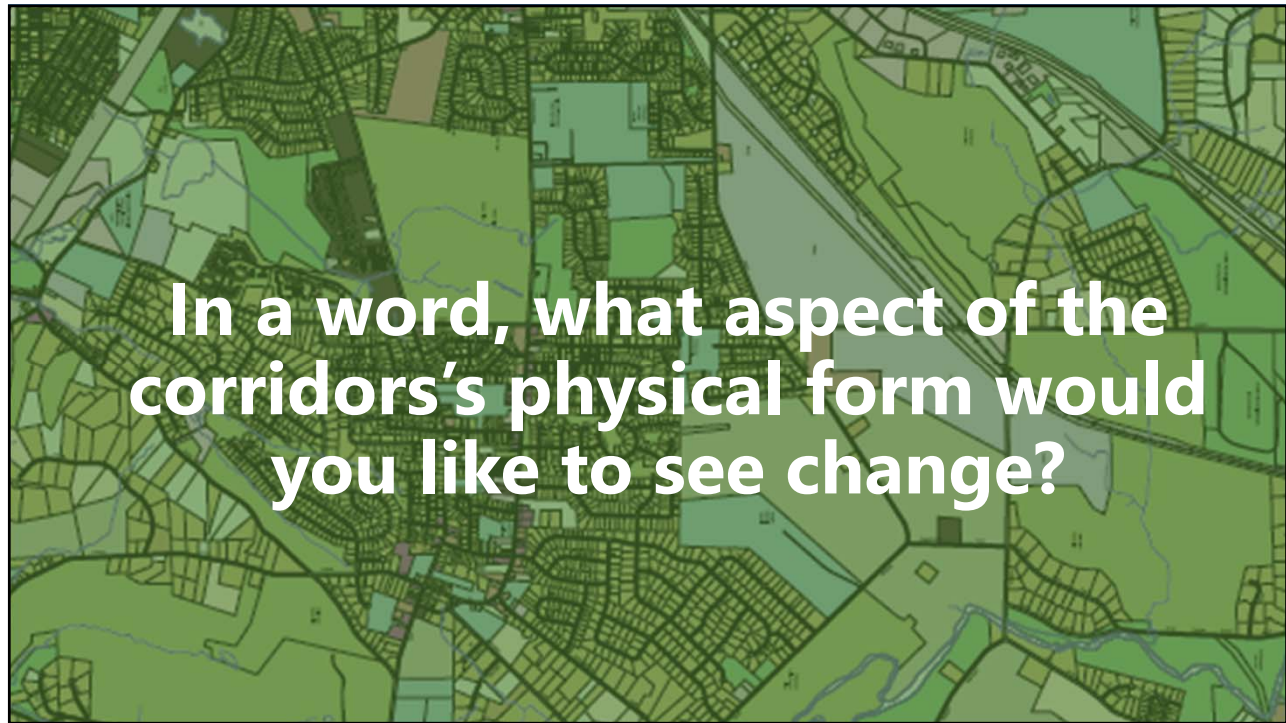
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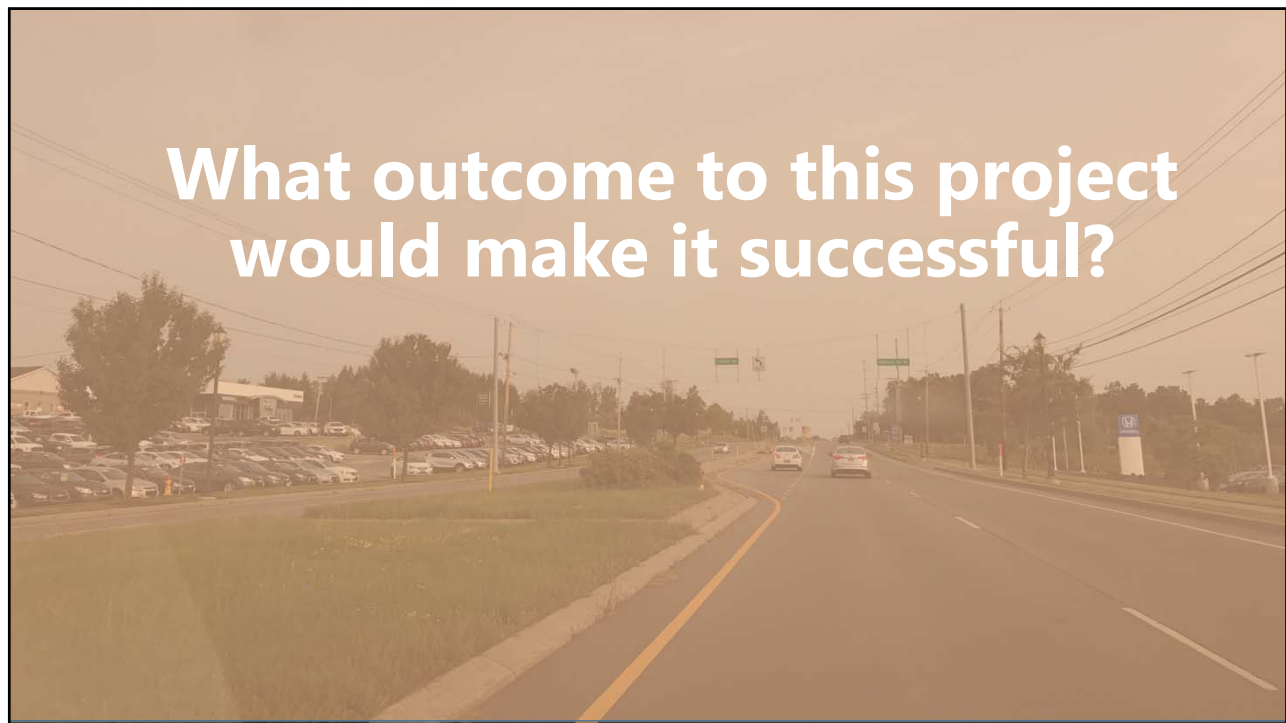
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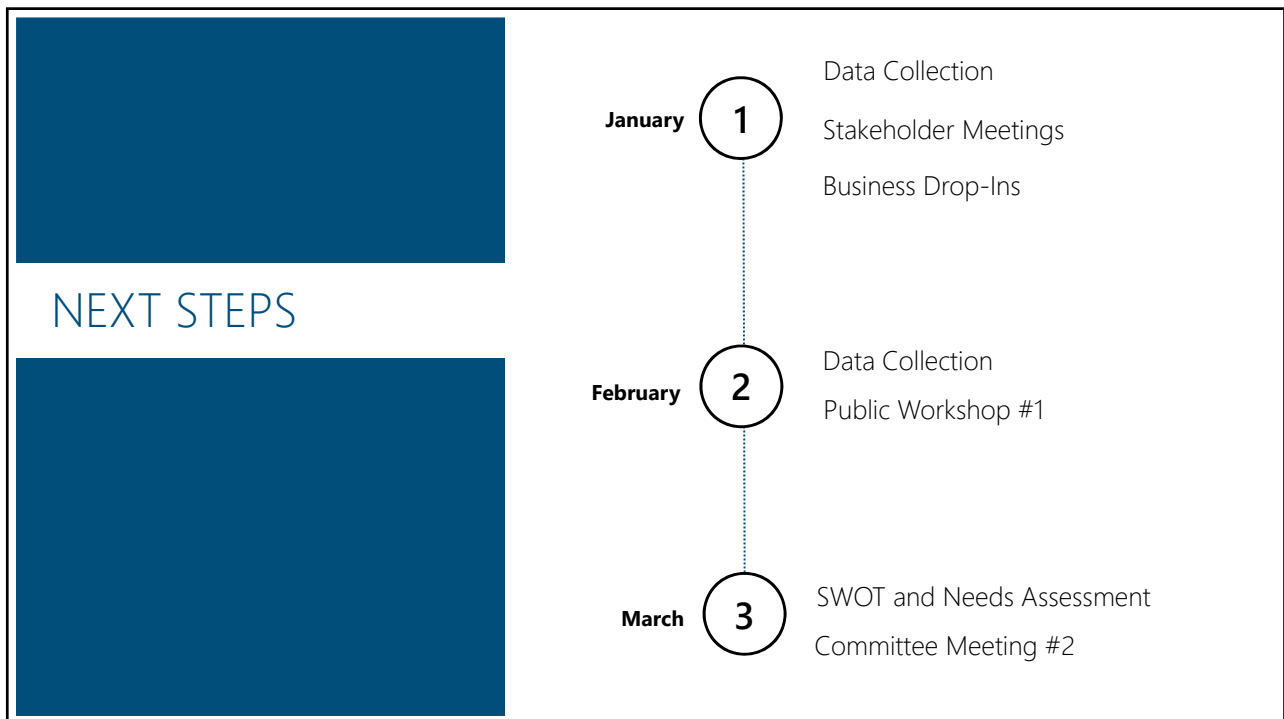
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Town of Canandaigua

UPTOWN MIXED-USE CORRIDOR FEASIBILITY STUDY

Committee Meeting #2

March 15, 2018 @ 10:30 AM

MEETING SUMMARY

Kimberly Baptiste (Bergmann) welcomed attendees and started the meeting by asking everyone to introduce themselves. A list of all meeting attendees is attached.

Presentation

Ms. Baptiste walked through a PowerPoint presentation (please see attached for additional detail), highlighting the following:

- Review of Team Members, including the consultant team
- Review of conducted community engagement thus far (Stakeholder Interviews and Public Workshop #1)
- Review of project scope and deliverables
- Introduction of the Uptown Canandaigua Webpage

Samantha Herberger (Bergmann) and Molly Gaudioso (Steinmetz Planning Group) reviewed and provided explanation on the conducted physical analysis and current zoning ordinances within the Uptown Corridor. They provided the committee with preliminary challenges and opportunities to explore as the study progresses.

John Steinmetz (Steinmetz Planning Group) guided the committee through a community preference survey to gauge the committee's opinions on physical form through a plethora of images. This survey asked the committee to rate a photo on a scale of 0 (worst) to 9 (best). The images were categorized into four topics; Landscaping and Screening, Commercial Establishments, Streetscapes and Corridors, and Residential Development. The results of this survey will help the project determine the range of types of improvements the committee would like to see for the Uptown Corridor and guide recommendations for the area.

Bethany Meys and Michael N'dolo (Camoin Associates) presented the preliminary market findings specifically related to tourism within the Town of Canandaigua and the Uptown Corridor. Mr. N'dolo also asked committee members their thoughts related to specific opportunities and possibilities they vision for the future of the Uptown Corridor.



Committee Comments

Throughout the presentation, committee members shared insights and feedback for consideration. Key themes from the discussion are summarized below:

- The committee is aware that the language within the Mixed-Use Overlay of the Town's zoning code does not currently reflect the type of development desired in the Uptown Corridor
- Plans to make Blue Heron Park ADA accessible through a newly obtained grant
- Desire to make Route 332 more pedestrian and bicycle friendly through density and minimal setbacks (specific physical form components to be fleshed out)
- Potential to develop +/- 55 acres around Akoustis
 - Make corridor more inclusive for employees by providing additional connections and increasing housing options
- Planned extension of Cowan Road to Route 332
- Possibility for a hotel conference center in the Uptown Corridor
- Committee would like to think "outside the box" when developing recommendations

Next Steps

The meeting concluded at approximately 12:30 PM. Kimberly wrapped up the formal presentation with a review of next steps, including planned revision of the analysis and draft of corridor recommendations within the month of April. Within the next few months, the project team plans to conduct an additional public workshop and committee meeting - specific dates and times TBD.

sign-in

Uptown Canandaigua Mixed Use Feasibility Study

Steering Committee Meeting #2 | March 15, 2018

Please write your name, organization and email address

	NAME	ORGANIZATION	EMAIL
1	Jody Binny	OTC	jbinny@otc-mp.org
2	Lora Leon	NYSDOT	lora.leon@dot.ny.gov
3	Dawn Bausat	GTC	dawnsay@gtempo.org
4	Gary Davis	Town Colga	g.davis@townofcanandaigua.org
5	OKSANA FULLER	TOWN	LFFEMC@RIT.EDU (lower case)
6	Sarah Reynolds	Town	sjreynolds@townofcanandaigua.org
7	Doug Fracht	Town	elfracht@townofcanandaigua.org
8	Eric Cooper	Town	ecooper@townofcanandaigua.org
9			
10			
11			
12			



UPTOWN CANANDAIGUA STUDY COMMITTEE MEETING #2

March 15, 2018
10:30 AM

1

AGENDA

- Project Update
- Existing Physical Conditions
- Visual Character Survey
- Preliminary Market Analysis Findings (Tourism)
- Next Steps

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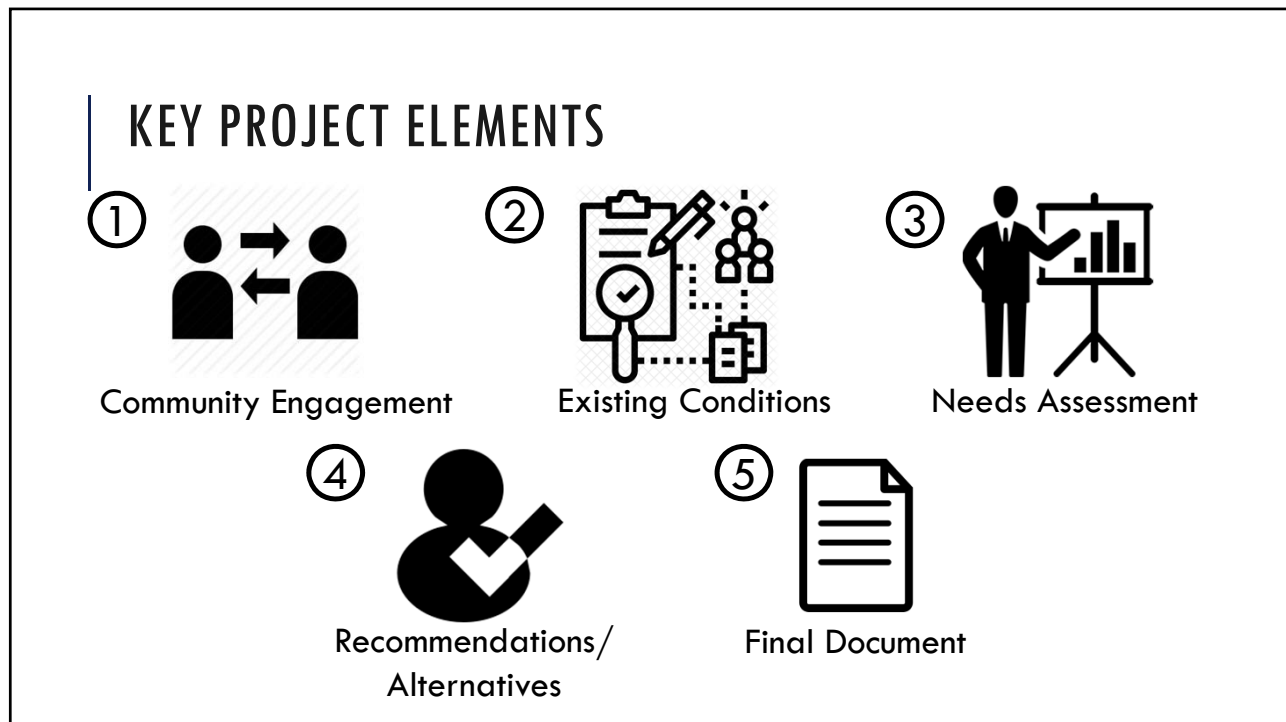


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STUDY AREA



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STAKEHOLDER INTERVIEWS

Over 30 potential stakeholders contacted

- Real-Estate Development
- Farmers
- Housing
- Parks and Recreation

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PUBLIC MEETING #1

- **Last Night!**
- **Key Takeaways**
 - Mixed Use
 - Character / Theme / Design
 - Reduce Traffic
 - Think "Big" – Creative, Outside the Box Alternatives
 - Walkability



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UPTOWN CANANDAIGUA WEBPAGE!



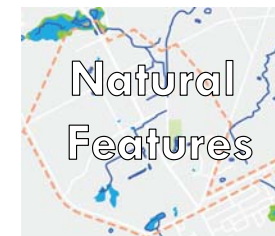
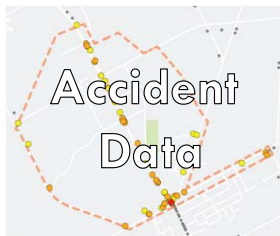
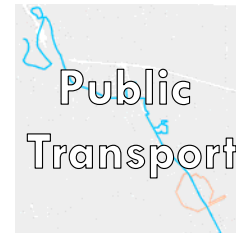
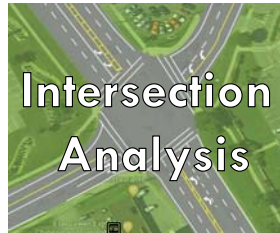
- Stay up to date on project findings and future engagement opportunities
- Ready for launch at the end of March
- UPTOWNCANANDAIGUA.COM

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SCOPE OF WORK

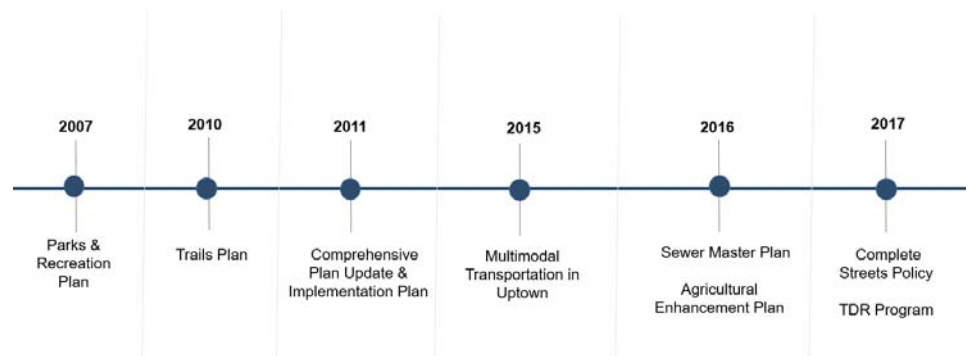


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EXISTING CONDITIONS

1. Recent Planning Efforts
2. Natural Features
3. Roadway/ Intersection Geometry
4. Intersection Conditions
5. Current/Projected Traffic Volumes
6. Accident Data
7. Public Transportation
8. Pedestrian/Bicycle Infrastructure
9. Public/Private Signage
10. Key Destinations
11. Freight Routes and Utilization
12. Land Use/Zoning
13. Existing Buildings

RECENT PLANNING EFFORTS



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EXISTING CONDITIONS

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RECENT PLANNING EFFORTS — KEY THEMES



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RECENT PLANNING EFFORTS — IMPLICATIONS

PRESERVATION

- About 30% Active Farmland (84 Acres)
- Quality Soils Present
- High Development Pressures
- TDR Credits Available

PLACEMAKING

- Trail Connectivity
- Branding & Identity
- Parks & Recreation Opportunities
- Zoning & Land Use Changes

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RECENT PLANNING EFFORTS — IMPLICATIONS

COMPLETE STREETS

- Improved Signage
- Sidewalk Connectivity
- Bicycle Accommodations
- Transit Access
- Crosswalks
- Off-Street Connectivity

ECON DEVELOPMENT

- Underutilized Lands for Development
- TDR Density Increase (8 to 16 Units per Acre)
- Impacts on Utility Capacity

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EXISTING CONDITIONS

1. Recent Initiatives
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NATURAL FEATURES

Legend

- Water Bodies
- NWI Wetland
- NYS DEC Wetland

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EXISTING CONDITIONS

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AGRICULTURE DISTRICTS



- Lands under protection of the NYS Agriculture District Law
- 6 parcels - Approximately 39 acres
- Privately owned
- No current farming activity

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EXISTING CONDITIONS

1. Recent Initiatives
2. Natural Features
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ROADWAY/INTERSECTION GEOMETRY



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EXISTING CONDITIONS

- Recent Initiatives
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INTERSECTION CONDITIONS

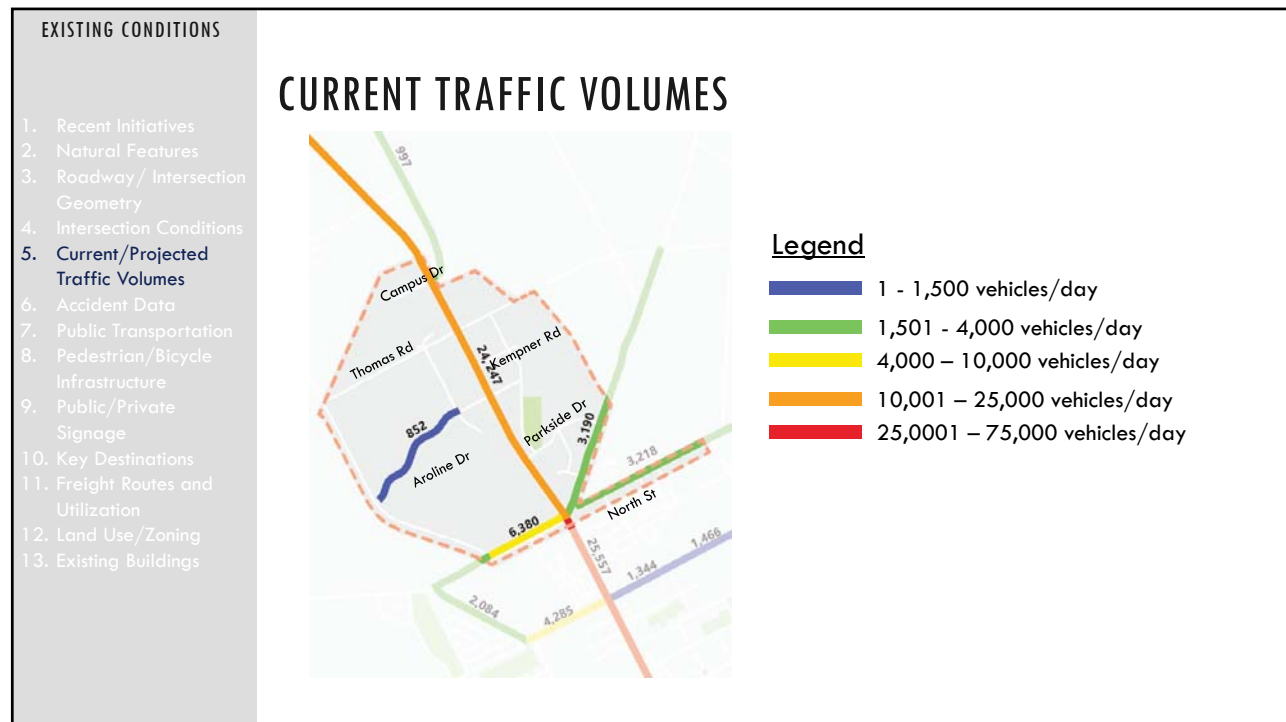
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○ Present

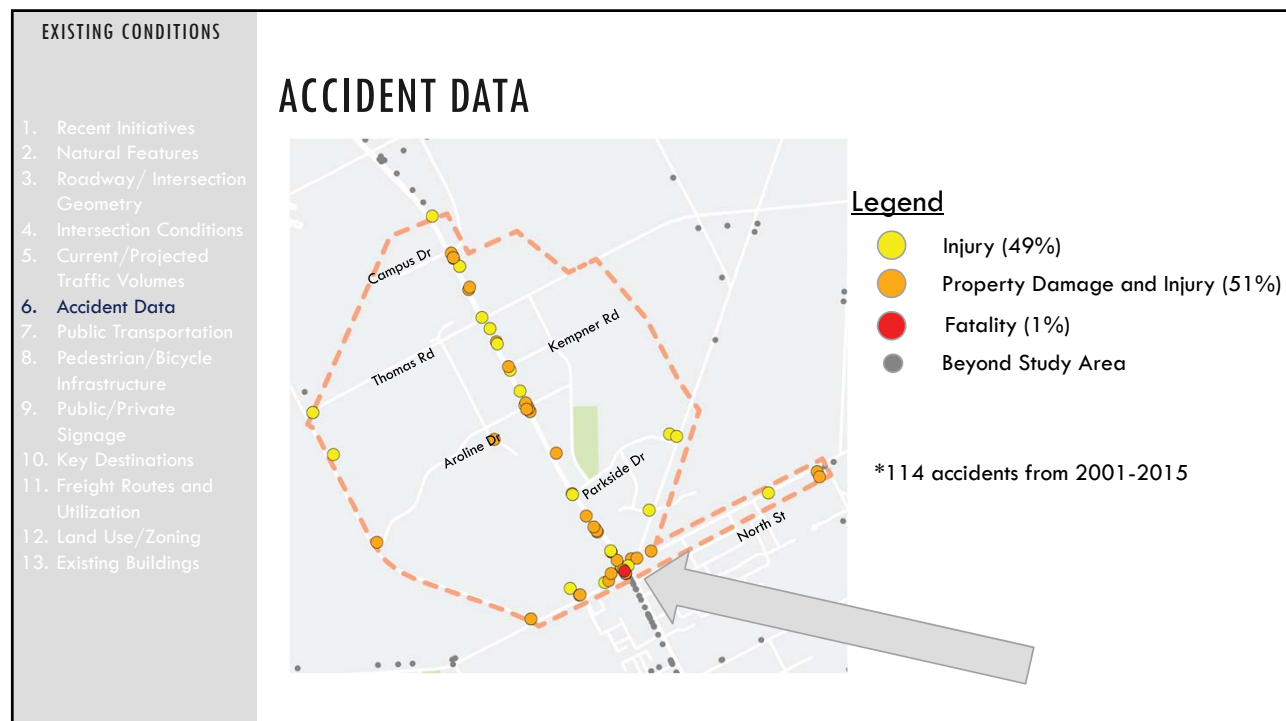
State Route 332 &	Sidewalk	ADA	Crosswalk Striping	Pedestrian Signal	Curb Ramps
Campus Drive			○		
Emerson Road	○	○			○
Kepner Road	○	○	○		○
Aroline Road	○	○	○	○	○
Parkside Drive/Gateway Center	○	○	○	○	○
North Street	○	○	○	○	○

* No mid-block crossings

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ACCIDENT DATA CONT..



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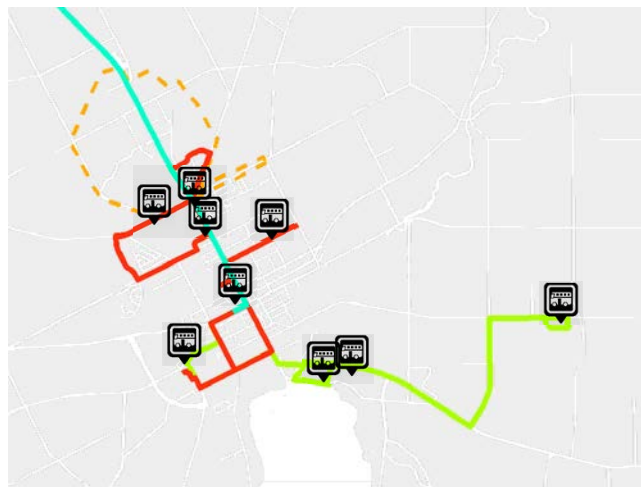
- Collision with Motor Vehicle (84%)
- Collision with Pedestrian or Bicyclist (6%)
- Collision – Other (10%)

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PUBLIC TRANSPORTATION

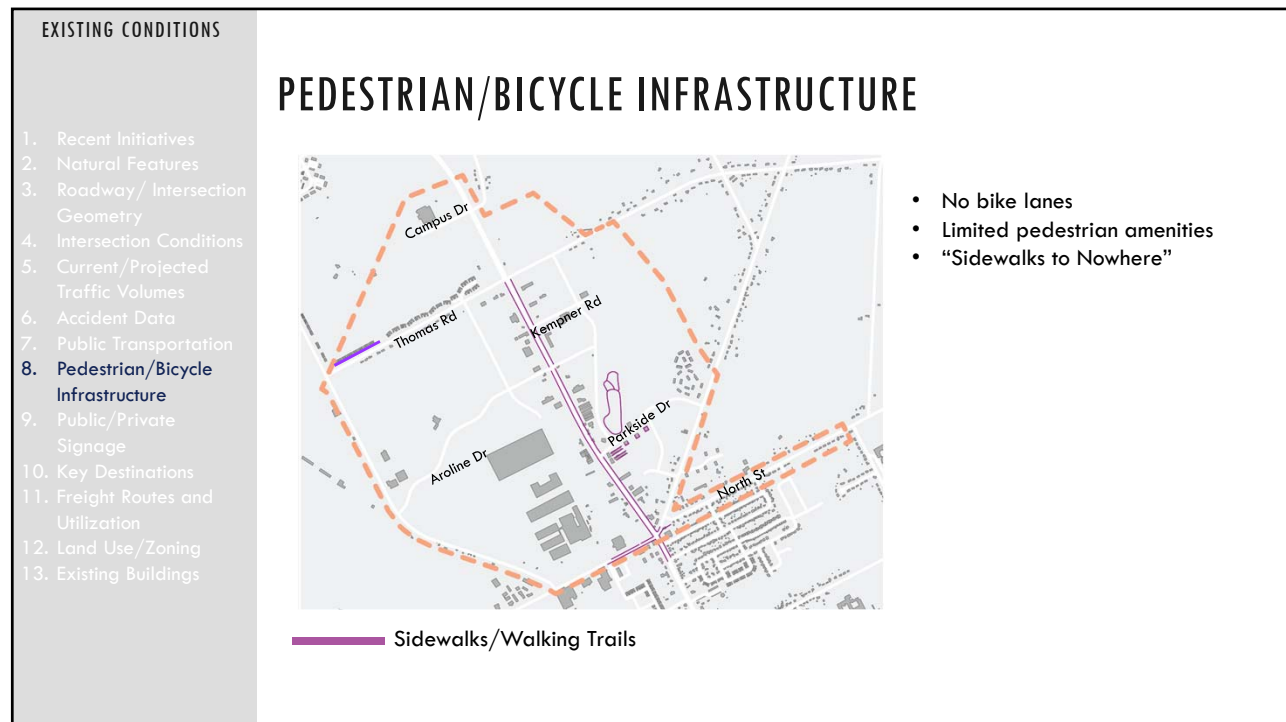


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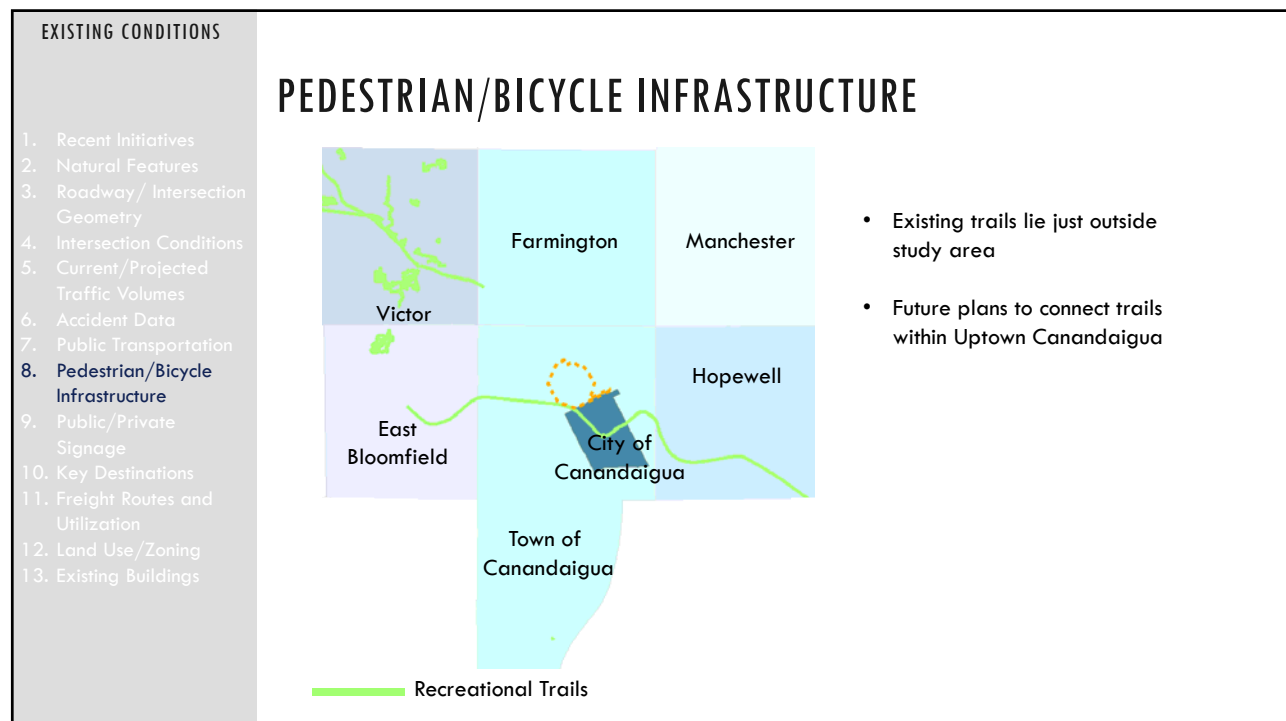
- Route 250
- Route 252
- Route 253
- Bus Stop

Bus Route	2017 Ridership
Route 250	26,003
Route 253	28,948

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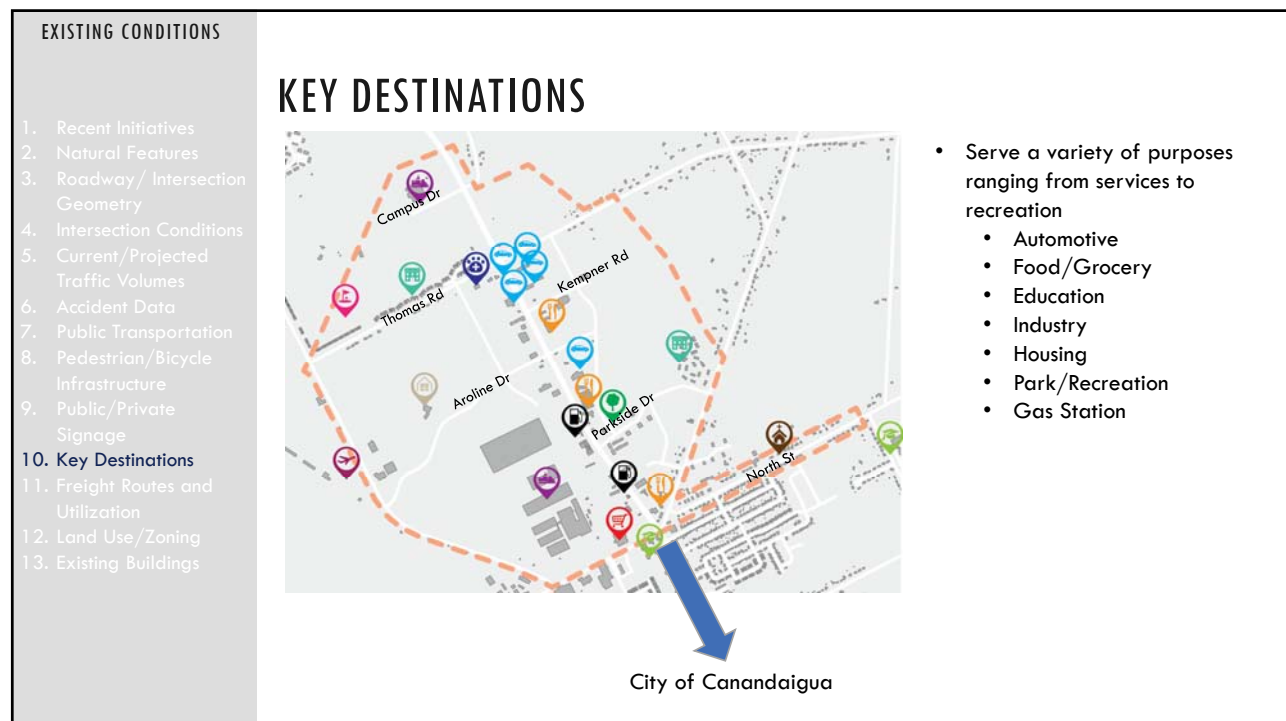
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FREIGHT ROUTES AND UTILIZATION



- **Finger Lakes Railway**
 - Town of Victor to City of Syracuse
 - 167-mile track
 - Connects to the Pactiv Corporation
 - Transport of goods, including steel, scrap metal, pulpboard, building materials, canned goods, etc.

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OPPORTUNITIES TO LEVERAGE RAIL



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EXISTING CONDITIONS

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13. Existing Buildings

LAND USE — GENERAL TRENDS

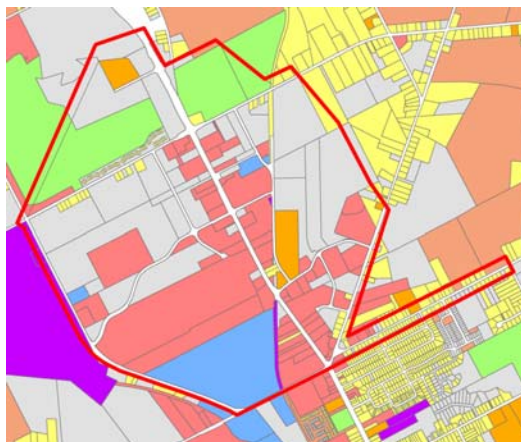
TOWN-WIDE LAND USE	2017		DIF 2009 - 2017	2009		DIF 2003 - 2009	2003	
	Total Acreage			Total Acreage			Total Acreage	
Parks/Conservation & Wild/Forested	406	1%	23	383	1%	352	31	0%
Agricultural	11,159	32%	(3,618)	14,777	42%	(2,605)	17,382	49%
Commercial	793	2%	59	734	2%	373	361	1%
Community Services	765	2%	32	733	2%	124	609	2%
Industrial	107	0%	(95)	202	1%	(127)	329	1%
Public Services/Utility	523	2%	(70)	593	2%	131	462	1%
Recreation/Entertainment	517	1%	(40)	557	2%	(93)	650	2%
Residential	13,939	40%	3,713	10,226	29%	190	10,036	28%
Vacant	6,433	19%	(444)	6,877	20%	1,400	5,477	15%
TOTAL	34,641	100%	(441)	35,082	100%	(255)	35,337	100%

31

EXISTING CONDITIONS

1. Recent Initiatives
2. Natural Features
3. Roadway/ Intersection Geometry
4. Intersection Conditions
5. Current/Projected Traffic Volumes
6. Accident Data
7. Public Transportation
8. Pedestrian/Bicycle Infrastructure
9. Public/Private Signage
10. Key Destinations
11. Freight Routes and Utilization
12. Land Use/Zoning
13. Existing Buildings

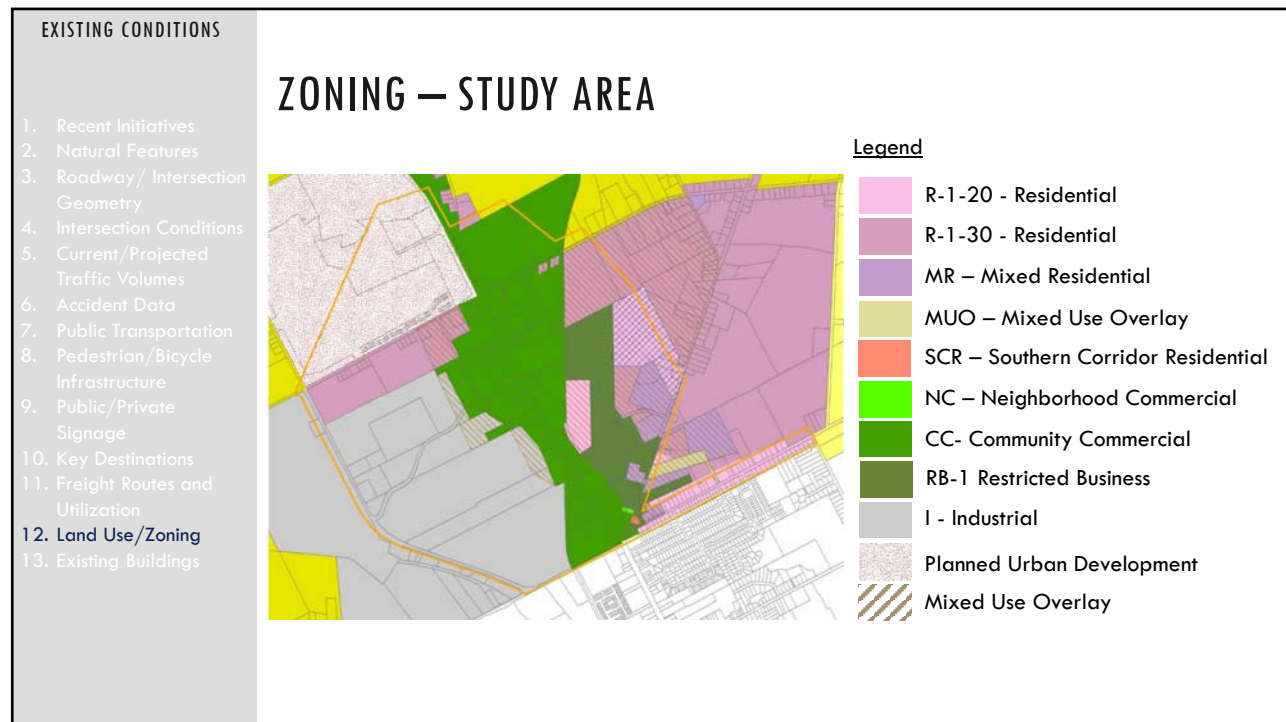
LAND USE — STUDY AREA



LAND USE	ACRES	%
Agricultural	129	9%
Residential	134	9%
Commercial	374	25%
Community Services	36	2%
Recreation/Entertain.	258	17%
Industrial	99	7%
Public Services	4	0%
Vacant	465	31%
TOTAL	1,497	100%

Area Population: 839 (2010 Census Blocks)

32



34

EXISTING CONDITIONS

1. Recent Initiatives
2. Natural Features
3. Roadway/ Intersection Geometry
4. Intersection Conditions
5. Current/Projected Traffic Volumes
6. Accident Data
7. Public Transportation
8. Pedestrian/Bicycle Infrastructure
9. Public/Private Signage
10. Key Destinations
11. Freight Routes and Utilization
12. Land Use/Zoning
13. Existing Buildings

ZONING — MIXED USE OVERLAY

B. Intent. It is the intent of the MUO Mixed Use Overlay District to enable a mix of land use to occur within the three growth areas once final site plan approval has been obtained from the Town Planning Board. Final site plan approval within these three growth node areas shall be subject to the following design standards:

- (1) A site plan that will continue to attract appropriate development in order to expand upon the economic and fiscal base of the Town in a manner that maintains the unique character of the respective growth node and contributes to maintaining a high quality of life within the community;
- (2) A site plan that encourages architectural and site design that is compatible with the site's surroundings;
- (3) A site plan that encourages buildings that provide an appropriate transition between adjacent sites within the growth nodes;
- (4) A site plan that encourages buildings that are protective of open space resources important to the Town;
- (5) A site plan that establishes a clear and consistent character for new structures with existing structures and sites;
- (6) A site plan that reduces delays and avoids confusion that developers, landowners, or business operators may encounter during the construction phase of the proposed project; and
- (7) A site plan that the Planning Board finds will minimize land use conflicts between adjacent sites and within the growth node area to the greatest extent practicable.

(2) Single use permitted. Within the Mixed Use Overlay District, only one use shall be permitted per parcel of land.

STRENGTHS

- Permits wider variety of uses in closer proximity to each other
- Restricts "big-box" style development (max building footprint 20,000 sf)
- Identifies growth nodes and allows for variety of housing opportunities

WEAKNESSES

- Doesn't actually permit vertical mixing of uses or mix on a single parcel
- Doesn't adjust underlying dimensional regulations
- Doesn't dictate change of character along Route 332 corridor

35

EXISTING CONDITIONS

1. Recent Initiatives
2. Natural Features
3. Roadway/ Intersection Geometry
4. Intersection Conditions
5. Current/Projected Traffic Volumes
6. Accident Data
7. Public Transportation
8. Pedestrian/Bicycle Infrastructure
9. Public/Private Signage
10. Key Destinations
11. Freight Routes and Utilization
12. Land Use/Zoning
13. Existing Buildings

EXISTING BUILDINGS

BUILDING DESIGN

- Mostly Single-Story, Single-Use
- Lack Cohesive Elements
- Limited Engagement of Street
- Entrances Auto-Oriented

BUILDING LOCATION

- 30 ft Min Setback
- 550 ft Max Setback
- 100 ft Average Setback
- Parking Lot "Buffers"
- Pedestrian Connectivity ends at Curb Cuts



36

KEY TAKEAWAYS



Lack of
pedestrian/
bicyclist
amenities



Way-
finding
Signage
Needed



Need
increased
multi-modal
options



Inconsistent
Building
Design



Abundant
green
space



Diverse
land use



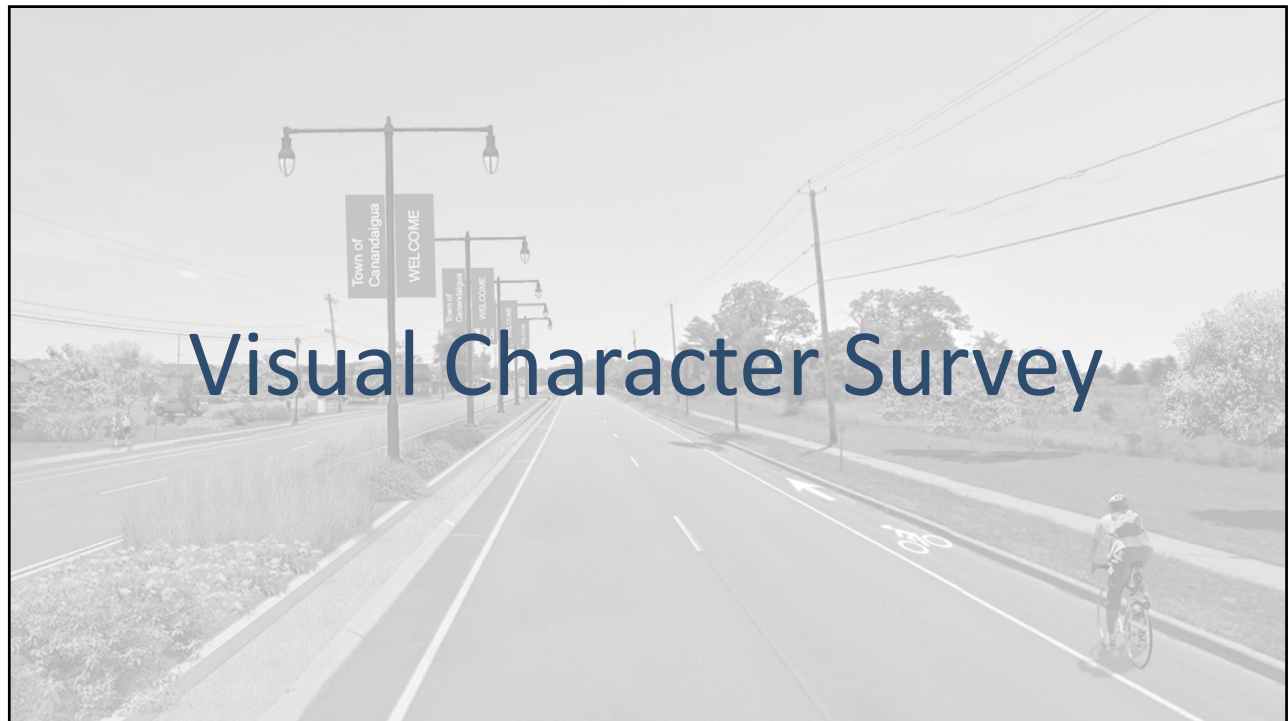
Lacks
cohesive
identity



Available
developable
land

37

Visual Character Survey



38

EXISTING CONDITIONS

1. Recent Initiatives
2. Natural Features
3. Roadway/ Intersection Geometry
4. Intersection Conditions
5. Current/Projected Traffic Volumes
6. Accident Data
7. Public Transportation
8. Pedestrian/Bicycle Infrastructure
9. Public/Private Signage
10. Key Destinations
11. Freight Routes and Utilization
12. Land Use/Zoning
13. Existing Buildings

EXISTING BUILDINGS...BUILT ENVIRONMENT



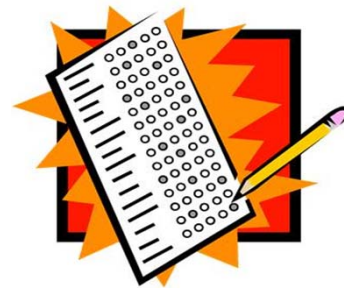
Community Preference Survey

39

COMMUNITY PREFERENCE SURVEY

Purpose:

- Determine the community's attitudes towards different types of design and development
- Educate the community on various design practices
- Inform the language and recommendations of the Uptown Canandaigua Study (land use, character, and zoning recommendations)



40

HOW IS THE CPS CONDUCTED

Rank images on scale 0 to 9...

- **One** if you DO NOT like what you see
- **Nine** if you DO like what you see

What Am I Scoring?

- Architecture
- Signage
- Landscaping
- Parking
- Screening

Community Preference Survey										
Image #	Worst	Image Rank								Best
	0	1	2	3	4	5	6	7	8	9
1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	0	1	2	3	4	5	6	7	8	9
11	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Community Preference Survey											
Image #	Image Rank										
	Worst	←	1	2	3	4	5	6	7	8	Best
41	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
42	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
43	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
44	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
45	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
46	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
47	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
48	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
49	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
50	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	0	1	2	3	4	5	6	7	8	9	
51	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

41

LANDSCAPING & SCREENING

Use of greenery on site to screen parking lots or incompatible uses

42

IMAGE #1



Please rate this image on a scale of 0 (Worst) to 9 (Best)

43

IMAGE #2



Please rate this image on a scale of 0 (Worst) to 9 (Best)

44

IMAGE #3



Please rate this image on a scale of 0 (Worst) to 9 (Best)

45

IMAGE #4



Please rate this image on a scale of 0 (Worst) to 9 (Best)

46

IMAGE #5



Please rate this image on a scale of 0 (Worst) to 9 (Best)

47

IMAGE #6



Please rate this image on a scale of 0 (Worst) to 9 (Best)

48

IMAGE #7



Please rate this image on a scale of 0 (Worst) to 9 (Best)

49

IMAGE #8



Please rate this image on a scale of 0 (Worst) to 9 (Best)

50

IMAGE #9



Please rate this image on a scale of 0 (Worst) to 9 (Best)

51

COMMERCIAL ESTABLISHMENTS

Stand-Alone Establishments, Multi-Tenant Retail Plazas, & Mixed Use Developments

52

IMAGE #10



Please rate this image on a scale of 0 (Worst) to 9 (Best)

53

IMAGE #11



Please rate this image on a scale of 0 (Worst) to 9 (Best)

54

IMAGE #12



Please rate this image on a scale of 0 (Worst) to 9 (Best)

55

IMAGE #13



Please rate this image on a scale of 0 (Worst) to 9 (Best)

56

IMAGE #14



Please rate this image on a scale of 0 (Worst) to 9 (Best)

57

IMAGE #15



Please rate this image on a scale of 0 (Worst) to 9 (Best)

58

IMAGE #16



Please rate this image on a scale of 0 (Worst) to 9 (Best)

59

IMAGE #17



Please rate this image on a scale of 0 (Worst) to 9 (Best)

60

IMAGE #18



Please rate this image on a scale of 0 (Worst) to 9 (Best)

61

IMAGE #19



Please rate this image on a scale of 0 (Worst) to 9 (Best)

62

IMAGE #20



Please rate this image on a scale of 0 (Worst) to 9 (Best)

63

IMAGE #21



Please rate this image on a scale of 0 (Worst) to 9 (Best)

64

IMAGE #22



Please rate this image on a scale of 0 (Worst) to 9 (Best)

65

IMAGE #23



Please rate this image on a scale of 0 (Worst) to 9 (Best)

66

IMAGE #24



Please rate this image on a scale of 0 (Worst) to 9 (Best)

67

IMAGE #25



Please rate this image on a scale of 0 (Worst) to 9 (Best)

68

IMAGE #26

Please rate this image on a scale of 0 (Worst) to 9 (Best)

69

IMAGE #27

Please rate this image on a scale of 0 (Worst) to 9 (Best)

70

IMAGE #28

Please rate this image on a scale of 0 (Worst) to 9 (Best)

71

IMAGE #29

Please rate this image on a scale of 0 (Worst) to 9 (Best)

72

IMAGE #30

Please rate this image on a scale of 0 (Worst) to 9 (Best)

73

IMAGE #31

Please rate this image on a scale of 0 (Worst) to 9 (Best)

74

STREETSCAPES & CORRIDORS

*Accommodating vehicles,
pedestrians, and bicyclists*

75

IMAGE #32



Please rate this image on a scale of 0 (Worst) to 9 (Best)

76

IMAGE #33



Please rate this image on a scale of 0 (Worst) to 9 (Best)

77

IMAGE #34



Please rate this image on a scale of 0 (Worst) to 9 (Best)

78

IMAGE #35



Please rate this image on a scale of 0 (Worst) to 9 (Best)

79

IMAGE #36



Please rate this image on a scale of 0 (Worst) to 9 (Best)

80

IMAGE #37

Please rate this image on a scale of 0 (Worst) to 9 (Best)

81

IMAGE #38

Please rate this image on a scale of 0 (Worst) to 9 (Best)

82

IMAGE #39

Please rate this image on a scale of 0 (Worst) to 9 (Best)

83

IMAGE #40

Please rate this image on a scale of 0 (Worst) to 9 (Best)

84

IMAGE #41



Please rate this image on a scale of 0 (Worst) to 9 (Best)

85

IMAGE #42



Please rate this image on a scale of 0 (Worst) to 9 (Best)

86

IMAGE #43



Please rate this image on a scale of 0 (Worst) to 9 (Best)

87

RESIDENTIAL DEVELOPMENT*Single-Family & Multifamily*

88

IMAGE #44

Please rate this image on a scale of 0 (Worst) to 9 (Best)

89

IMAGE #45

Please rate this image on a scale of 0 (Worst) to 9 (Best)

90

IMAGE #46

Please rate this image on a scale of 0 (Worst) to 9 (Best)

91

IMAGE #47

Please rate this image on a scale of 0 (Worst) to 9 (Best)

92

IMAGE #48

Please rate this image on a scale of 0 (Worst) to 9 (Best)

93

IMAGE #49

Please rate this image on a scale of 0 (Worst) to 9 (Best)

94

IMAGE #50



Please rate this image on a scale of 0 (Worst) to 9 (Best)

95

IMAGE #51



Please rate this image on a scale of 0 (Worst) to 9 (Best)

96

IMAGE #52

Please rate this image on a scale of 0 (Worst) to 9 (Best)

97

IMAGE #53

Please rate this image on a scale of 0 (Worst) to 9 (Best)

98

WHAT DOES IT ALL MEAN

*What Are Your Preferences &
How Far Are We Reaching?*

99

PUTTING IT ALL TOGETHER...



100

PUTTING IT ALL TOGETHER...



101

DEWEY AVENUE CASE STUDY TOWN OF GREECE, NY



102

DEWEY AVENUE CASE STUDY

TOWN OF GREECE, NY



103

DEWEY AVENUE CASE STUDY

TOWN OF GREECE, NY



104

DEWEY AVENUE CASE STUDY TOWN OF GREECE, NY



105

MT HOPE AVENUE CASE STUDY CITY OF ROCHESTER, NY



106

EXISTING CHARACTER



107



108

TOURISM ANALYSIS

1. Tourism-Industry Analysis

- current conditions,
- Inventory of assets (cultural, recreation, natural, historic, etc.)
- types of tourism-related development occurring in the region.

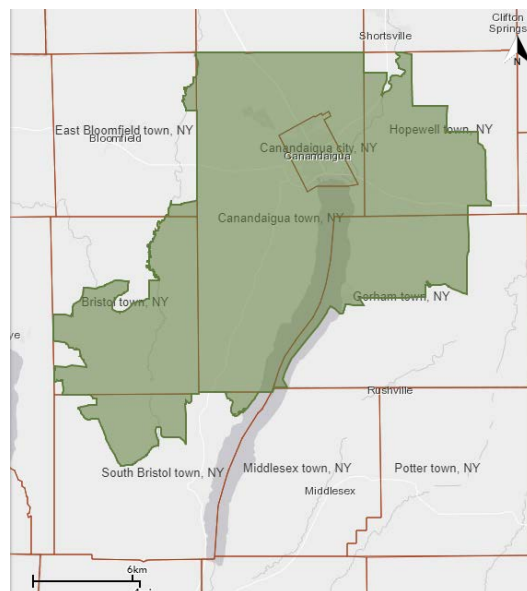
2. Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis

- Current businesses,
- market trends,
- economic development,
- user safety,
- tourism promotion, and
- the physical environment in the study area.

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TOURISM-INDUSTRY ANALYSIS

- Canandaigua zip code (14224)
- 22 industries to represent tourism industry



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TOURISM-INDUSTRY ANALYSIS

- 164 tourism businesses as of 2017
- Significant Restaurant and other Eating Places industry
- Growth in Travel Arrangement and Reservation Services (27%) and Drinking Places (17%)

NAICS	Description	2017 Jobs	2022 Jobs	2017 - 2022 Change	2017 - 2022 % Change
7225	Restaurants and Other Eating Places	1,150	1,231	81	7%
7224	Drinking Places (Alcoholic Beverages)	65	76	11	17%
7212	RV (Recreational Vehicle) Parks and Recreational Camps	0	0	0	0%
7211	Traveler Accommodation	204	224	20	10%
7139	Other Amusement and Recreation Industries	277	282	5	2%
7132	Gambling Industries	0	0	0	0%
7131	Amusement Parks and Arcades	0	0	0	0%
7121	Museums, Historical Sites, and Similar Institutions	44	51	7	16%
7115	Independent Artists, Writers, and Performers	0	0	0	0%
7114	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	<10	<10	Insf. Data	Insf. Data
7113	Promoters of Performing Arts, Sports, and Similar Events	0	0	0	0%
7112	Spectator Sports	<10	<10	Insf. Data	Insf. Data
7111	Performing Arts Companies	0	0	0	0%
5615	Travel Arrangement and Reservation Services	15	19	4	27%
4879	Scenic and Sightseeing Transportation, Other	0	0	0	0%
4872	Scenic and Sightseeing Transportation, Water	0	0	0	0%
4871	Scenic and Sightseeing Transportation, Land	0	<10	Insf. Data	Insf. Data
4855	Charter Bus Industry	0	0	0	0%
4511	Sporting Goods, Hobby, and Musical Instrument Stores	90	92	2	2%
4471	Gasoline Stations	98	88	(10)	(10%)
4453	Beer, Wine, and Liquor Stores	23	24	1	4%
4452	Specialty Food Stores	64	69	5	8%
	Total	2,043	2,169	126	6%

Source: EMSI

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TOURISM-INDUSTRY ANALYSIS

- Average earnings across all tourism industries \$20,860
- Highest average earnings were in Traveler Arrangement and Reservation Services (\$39k)
- Lowest earnings were seen in Drinking Places (\$17K)

NAICS	Description	Avg. Earnings Per Job	2016 Earnings
7225	Restaurants and Other Eating Places	\$ 19,913	\$ 21,428,220
7224	Drinking Places (Alcoholic Beverages)	\$ 17,163	\$ 994,217
7212	RV (Recreational Vehicle) Parks and Recreational Camps	\$ -	\$ -
7211	Traveler Accommodation	\$ 23,883	\$ 5,731,181
7139	Other Amusement and Recreation Industries	\$ 18,372	\$ 5,264,259
7132	Gambling Industries	\$ -	\$ -
7131	Amusement Parks and Arcades	\$ -	\$ -
7121	Museums, Historical Sites, and Similar Institutions	\$ 26,059	\$ 1,075,831
7115	Independent Artists, Writers, and Performers	\$ -	\$ -
7114	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	Insf. Data	\$ 203,897
7113	Promoters of Performing Arts, Sports, and Similar Events	\$ -	\$ -
7112	Spectator Sports	Insf. Data	\$ 312,974
7111	Performing Arts Companies	\$ -	\$ -
5615	Travel Arrangement and Reservation Services	\$ 39,067	\$ 493,971
4879	Scenic and Sightseeing Transportation, Other	\$ -	\$ -
4872	Scenic and Sightseeing Transportation, Water	\$ -	\$ -
4871	Scenic and Sightseeing Transportation, Land	\$ -	\$ -
4855	Charter Bus Industry	\$ -	\$ -
4511	Sporting Goods, Hobby, and Musical Instrument Stores	\$ 22,764	\$ 2,260,736
4471	Gasoline Stations	\$ 23,520	\$ 2,154,931
4453	Beer, Wine, and Liquor Stores	\$ 29,277	\$ 680,330
4452	Specialty Food Stores	\$ 23,560	\$ 1,469,592
	Total	\$ 20,860	\$ 42,070,139

Source: EMSI

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Tourism Sales (\$137.5M)

- **Canandaigua residents and businesses** - Restaurants and Amusement and Recreation industries
- **Non-Canandaigua residents and businesses** - Restaurants, Traveler Accommodations, and Amusement and Recreation industries

Tourism Demand (\$128.9M)

- All demand for the following industries are being met by imports from outside Canandaigua:
 - Traveler Accommodations
 - RV (Recreational Vehicle) Parks and Recreational Camps
 - Gambling Industries
 - Independent Arts, Writers, and Performers
 - Charter Bus Industry
 - Promoters of Performing Arts, Sports, and Similar Events
 - Performing Arts Companies
 - Scenic and Sightseeing Transportation (Water, Land and Other)

113

TOURISM ASSET INVENTORY



Natural

- Canandaigua Lake
- Canandaigua Yacht Club
- Canandaigua City Pier
- Richard P. Outhouse Memorial Park
- Blue Heron Park*
- Kershaw Park
- Canandaigua Lake State Marine Park
- Squaw Park



Recreation

- Bristol Mountain Ski Resort
- Roseland Waterpark
- CMAC Performing Arts Center
- CenterPointe Golf Club*
- Canandaigua Sports Club*



Historic/Cultural

- Granger Homestead
- Sonnenberg Gardens and Mansion State Historic Park

* Located in the Uptown Corridor

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TOURISM ASSET INVENTORY



Retail

- Roseland Center
- Unique Toy Shop
- Sweet Expressions
- Cheshire Union Gift Shop & Center
- Various specialty shops
- Various car dealerships



Restaurants

- The Shore Restaurant
- Eric's Office Restaurant
- Simply Crepes Café
- Upstairs Bistro
- Casa DE Pasta
- Rheinblick German Restaurant
- Tom Wahl's Restaurant*
- Marci's Deli & Caffe



Accommodations

- Holiday Inn Express Canandaigua
- Finger Lakes Lodge
- Lovely Lakeside Lodge
- 1837 Cobblestone Cottage Bed & Breakfast
- Sutherland House Victorian Bed & Breakfast
- The Inn on the Lake
- 1840 Inn on the Main Bed & Breakfast

* Located in the Uptown Corridor

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RECENT TOURISM-RELATED DEVELOPMENT

- Steamboat Landing Project
- Canandaigua Inn on the Lake Renovations
- Mixed use development in Victor, NY

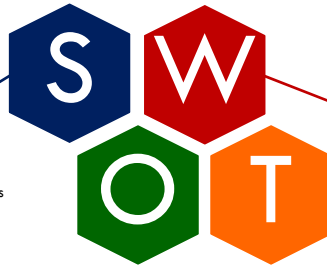


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SWOT ANALYSIS

Strengths

- Canandaigua Lake
- Existing Businesses Pactiv Corp, Akoustis Technologies, car dealerships
- 30 minutes from Rochester
- Canandaigua Airport
- Proximity to Finger Lakes attractions
- Strong restaurant industry
- Traffic volumes on Route 332



Weaknesses

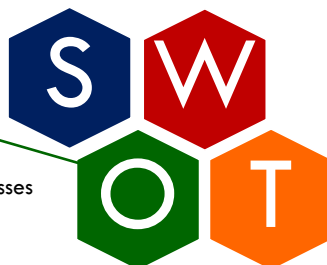
- Viewed as busy commercial area filled with cars and traffic
- Poor connection between City and the Uptown Corridor
- Limited pedestrian connectivity / amenities
- Low density
- Obstacles to private developers

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SWOT ANALYSIS

Opportunities

- Tourism and businesses
- Increase collaboration among businesses
- Create a sense of place
- Multi-modal options
- Zone and encourage dense, walkable developments
- Potential for large-scale development
- Demand for veterans housing and self-storage
- Potential expansion of UR Thompson Hospital
- Potential to develop three adjacent parcels totaling 100 acres with upgraded sewer

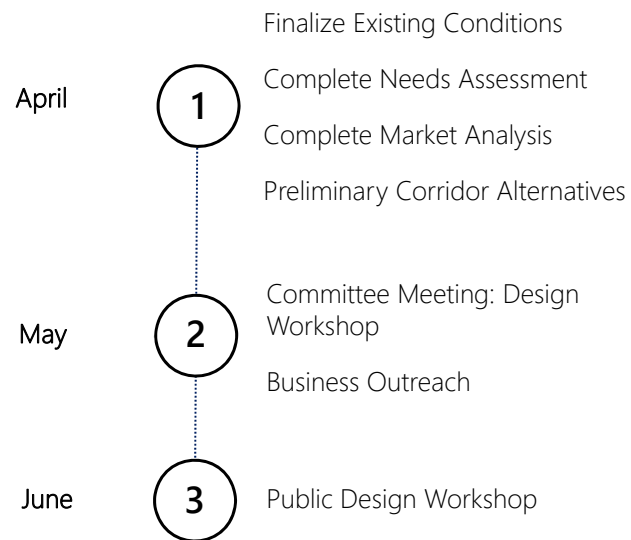


Threats

- Most developable land will be used by non-contributing users
- Lost opportunity to capture growth
- Development patterns will solidify non-walkable suburban grown style pattern

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NEXT STEPS



Town of Canandaigua

UPTOWN MIXED-USE CORRIDOR FEASIBILITY STUDY

Committee Meeting #3

May 7, 2018 @ 1:00 PM

MEETING SUMMARY

Kimberly Baptiste (Bergmann) welcomed attendees and started the meeting by introducing the project team and thanking everyone for their attendance. A list of all meeting attendees and PowerPoint presentation is attached for additional detail.

Presentation

Ms. Baptiste walked through a PowerPoint presentation, highlighting the following:

- Review of the study process and where we are now
- Review of Public Workshop #1
- Explanation of the Design Workshop

As a primer for the design workshop at the end of the meeting, John Steinmetz (Steinmetz Planning Group) provided a brief overview of the results from the community preference survey conducted at the previous steering committee meeting. He explained that all participants disliked corridors or areas without formal landscaping and tree lines. Most members preferred high detailed architecture and visually appealing places of at least 2 stories or more.

Bethany Meys (Camoin Associates) provided an overview of the market analysis conducted, which included (presentation provided for additional detail):

- Socio-economic profile
- Industrial Market Analysis
- Residential Market Analysis
- Office Market Analysis
- Retail Market Analysis
- Tourism Market Analysis
- Potential Opportunities

Key findings from this analysis included:

- Industrial market is strengthening



- Uptown could develop spaces to suit additional industrial needs and accommodate growth
- Uptown could absorb a portion of housing growth
 - Area would need a strong “core” to be successful
- Office space growth will be modest
 - Akoustis may require some office space on their campus
- Uptown could support neighborhood retail as well as office supplies and gift stores, clothing stores, and building material and supplies dealers
- Uptown could create a destination and brand for tourists in order to create recreation-oriented tourism

Samantha Herberger (Bergmann) discussed development considerations the project team compiled to help assist members when participating in the design workshop. She explained that the development considerations were divided into two categories; land use and building character/scale. Five main land use types included residential, commercial, mixed-use, industrial/employment center, and parks and open space.

Molly Gaudio (Steinmetz Planning Group) showed examples of places in the Northeast US that have implemented grid-like developments off of busy corridors, similar to Route 332. These included the Easton Shopping Mall and Crocker Park in Ohio. She also presented Uptown massing examples on Route 332 which show the difference in the streetscape when buildings are built closer to the roadway.

Design Workshop

The workshop was divided into three portions; land use exercise, design intent and reporting. Committee members were divided into two groups. Members were asked to use markers to draw their preferences in land use placements on a large map. Members were then asked to use stickers (which showed various types of building scales and designs) to select preferred building and streetscape designs for each land use type.

Committee Comments

Throughout the presentation, committee members shared insights and feedback for consideration. Key themes from the discussion are summarized below:

- Mixed-use development is preferred; however, it should be primarily residential with supporting commercial uses
- Uptown development should not compete with downtown Canandaigua
- Protection of agricultural lands in light of development is crucial
- Wayfinding signage is needed for access roads (behind Route 332)
- Committee members liked the presented massing examples; however, some expressed they would like to see more spacing in between buildings, more street trees and more public amenities
- Should we institute a form-based code for this area?



- Since traffic patterns are congested and many accidents occur on Route 332/North Street, a roundabout could be constructed
- Desire is to make Uptown a transition from rural town character to downtown Canandaigua
- Regulations and development standards are needed to create frontage lots
- No dog park!
- Lake Mary, Florida as a precedent case

Next Steps

The meeting concluded at approximately 3:30 PM. Kimberly wrapped up the formal presentation with a review of next steps, including the synthesis of the information thus far and a public workshop/committee meeting in June/July. She also mentioned that internal draft reports have been created and the team will be distributing to the committee in the near future.



UPTOWN CANANDAIGUA STUDY COMMITTEE MEETING #3

May 7, 2018
1:00 PM

1

AGENDA

- Process Recap
- What We've Heard
- What We Know
- Development Considerations
- Design Workshop
- Next Steps

2



3



4

WHERE DO WE WANT TO GO?

- Create a plan to strengthen Uptown's unique identity and provide opportunities for commercial, industrial and residential development



5

PUBLIC MEETING #1

- **March 14th**
- **Key Takeaways**
 - Mixed Use
 - Character / Theme / Design
 - Reduce Traffic
 - Think "Big" – Creative, Outside the Box Alternatives
 - Walkability



6

HOW DO WE GET THERE?

Land Use Design Workshop!

7

WORKSHOP INTENT

- Understand your **vision** for the future of Uptown Canandaigua
- Identify preferred uses and locations for current and future development

8

BACKGROUND INFORMATION

- ① What We've Heard | Community Preference Survey Recap
- ② What We Know | Market Analysis Findings
- ③ Development Considerations

9



10

WHAT YOU DON'T LIKE



- Asphalt, pavement, macadam
- Barren landscapes without landscaping
- Visual clutter
- Auto-oriented development patterns



[Image #3](#)

Average Score	0.6
% Responses Less Than 4	100%
% Responses Greater than 6	0%



[Image #9](#)

Average Score	1.0
% Responses Less Than 4	100%
% Responses Greater than 6	0%



[Image #14](#)

Average Score	2.1
% Responses Less Than 4	63%
% Responses Greater than 6	0%

11

WHAT YOU DO LIKE (not love)



- Architecture
- Landscaping
- Visually appealing places
- Pedestrian-friendly development patterns



[Image #4](#)

Average Score	5.9
% Responses Less Than 4	25%
% Responses Greater than 6	50%



[Image #29](#)

Average Score	6.0
% Responses Less Than 4	13%
% Responses Greater than 6	38%



[Image #34](#)

Average Score	6.4
% Responses Less Than 4	13%
% Responses Greater than 6	63%

12

WHAT YOU DON'T LIKE



- Bland architecture
- Mediocre architecture
- Franchises
- Single-story buildings



[Image #19](#)

Average Score	0.8
% Responses Less Than 4	100%
% Responses Greater than 6	0%



[Image #26](#)

Average Score	2.1
% Responses Less Than 4	75%
% Responses Greater than 6	0%



[Image #16](#)

Average Score	3.0
% Responses Less Than 4	63%
% Responses Greater than 6	0%

13

WHAT YOU DO LIKE (not love)



- Traditional architectural elements
- Multi-story buildings



[Image #30](#)

Average Score	5.3
% Responses Less Than 4	25%
% Responses Greater than 6	38%



[Image #29](#)

Average Score	6.0
% Responses Less Than 4	13%
% Responses Greater than 6	38%



[Image #25](#)

Average Score	6.5
% Responses Less Than 4	13%
% Responses Greater than 6	63%

14



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MARKET ANALYSIS

- Socioeconomic Profile
- Industrial Market Analysis
- Residential Market Analysis
- Office Market Analysis
- Retail Market Analysis
- Tourism Market Analysis
- Potential Opportunities

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SOCIOECONOMIC PROFILE

- Uptown Corridor is expected to grow at a faster rate than the city & town and county
- Uptown Corridor average age is younger than the city & town and county
- Uptown Corridor has the lowest median household income at approximately \$46,000

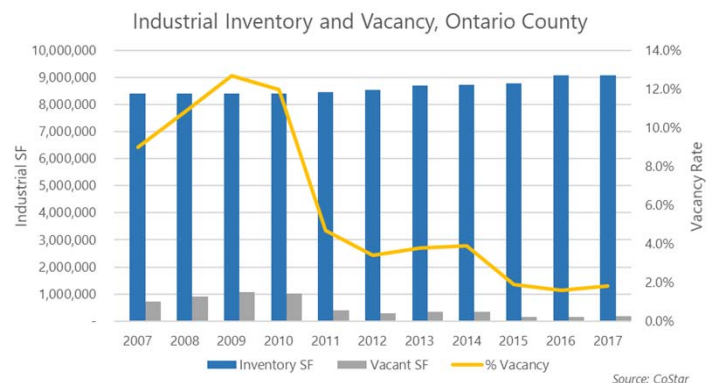
Basic Demographics				
Population				
	2017	2022	Change 2017-2022	% Change 2017-2022
Uptown Corridor	728	782	54	7.4%
City and Town of Canandaigua	21,501	22,141	640	3.0%
Ontario County	112,473	115,591	3,118	2.8%
Households				
	2017	2022	Change 2017-2022	% Change 2017-2022
Uptown Corridor	334	361	27	8.1%
City and Town of Canandaigua	9,185	9,472	287	3.1%
Ontario County	44,982	46,322	1,340	3.0%
Average Household Size				
	2017	2022	Change 2017-2022	% Change 2017-2022
Uptown Corridor	2.15	2.14	(0.01)	(0.5%)
City and Town of Canandaigua	2.27	2.27	-	0.0%
Ontario County	2.43	2.43	-	0.0%
Median Age				
	2017	2022	Change 2017-2022	% Change 2017-2022
Uptown Corridor	43.4	43.3	(0.1)	(0.2%)
City and Town of Canandaigua	45.1	45.4	0.3	0.7%
Ontario County	42.1	43.7	1.6	3.8%
Median Household Income				
	2017	2022	Change 2017-2022	% Change 2017-2022
Uptown Corridor	\$ 45,949	\$ 46,639	\$ 690	1.5%
City and Town of Canandaigua	\$ 55,512	\$ 57,953	\$ 2,441	4.4%
Ontario County	\$ 58,563	\$ 62,924	\$ 4,361	7.4%

Source: Esri

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INDUSTRIAL ANALYSIS

- Market has been strengthening with gradual inventory growth and falling vacancy rates
- Rates average \$4.59 per SF for all-service types and \$4.60 per SF for triple net rent
- Forecasted facility to begin in May 2018 on Brickyard Road (18,000 SF)



18

INDUSTRIAL ANALYSIS

Demand:

- Additional 560 industrial jobs in County by 2022
- Industrial demand outlook in County is the strongest for Manufacturing and Transportation & Warehousing

NAICS	Description	2017 Jobs	2022 Jobs	2017 - 2022 Change	2017 - 2022 % Change
11	Agriculture, Forestry, Fishing and Hunting	1,070	1,021	(49)	(4.6%)
21	Mining, Quarrying, and Oil and Gas Extraction	47	39	(8)	(17.0%)
22	Utilities	149	175	26	17.4%
23	Construction	3,374	3,502	128	3.8%
31	Manufacturing	6,834	7,169	335	4.9%
42	Wholesale Trade	1,646	1,800	154	9.4%
44	Retail Trade	8,780	8,832	52	0.6%
48	Transportation and Warehousing	1,459	1,666	207	14.2%
51	Information	793	851	58	7.3%
52	Finance and Insurance	1,357	1,491	134	9.9%
53	Real Estate and Rental and Leasing	431	433	2	0.5%
54	Professional, Scientific, and Technical Services	1,649	1,668	19	1.2%
55	Management of Companies and Enterprises	912	1,229	317	34.8%
56	Administrative and Support and Waste Management and Remediation Services	1,574	1,631	57	3.6%
61	Educational Services	1,741	1,893	152	8.7%
62	Health Care and Social Assistance	7,454	7,960	506	6.8%
71	Arts, Entertainment, and Recreation	1,341	1,302	(39)	(2.9%)
72	Accommodation and Food Services	5,443	5,792	349	6.4%
81	Other Services (except Public Administration)	2,129	2,268	139	6.5%
90	Government	8,918	9,125	207	2.3%
99	Unclassified Industry	179	240	61	34.1%
Total, All Sectors		57,279	60,088	2,809	4.9%
Industrial Industries		8,489	9,049	560	6.6%

Source: EMSI

19

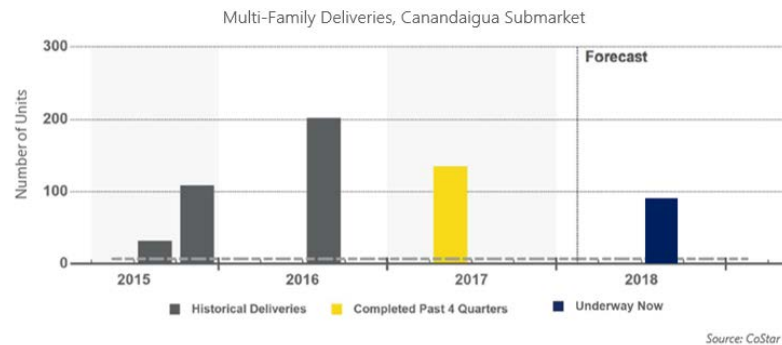
RESIDENTIAL ANALYSIS

- Single-family housing is the dominant type of residential development in the city & town and county
- Greater concentration of multi-family housing in the city & town compared to county
- In county, multi-family inventory has increased gradually while vacancy rates have declined

Year	Buildings	Avg. Square Feet	Total Units	Vacant Units	Vacancy Rate
2017	128	962	7,211	369	5.1%
2016	127	956	7,076	547	7.7%
2015	125	951	6,828	526	7.7%
2014	123	938	6,687	410	6.1%
2013	123	938	6,687	386	5.8%
2012	122	917	6,390	386	6.0%
2011	123	917	6,395	431	6.7%
2010	122	920	6,307	497	7.9%
2009	122	920	6,307	545	8.6%
2008	122	920	6,307	646	10.2%
2007	119	911	6,038	633	10.5%

Source: CoStar

20



Pinnacle North Apartments

Pinnacle North Apartments

- City of Canandaigua
- \$1,235 - \$3,000

Collett Woods Townhomes

- Farmington
- \$1,060 +



Collett Woods Townhomes

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RESIDENTIAL ANALYSIS

Demand

- County** – 554 renter-occupied units projected
- City & Town** – 147 renter-occupied units projected
- Housing values are projected to rise
 - County** – median value \$149,791 (2017) to \$191,061 (2022)
 - City & Town** – median value \$188,757 (2017) to \$249,628 (2022)

Change in Number of Housing Units by Tenure, City and Town of Canandaigua				
	2017	2022	Change 2017-2022	% Change 2017-2022
Occupied	9,185	9,472	287	3.1%
Owner Occupied	5,508	5,648	140	2.5%
Renter Occupied	3,677	3,824	147	4.0%
Vacant	1,133	1,233	100	8.8%
Total Housing Units	10,318	10,705	387	3.8%

Source: Esri

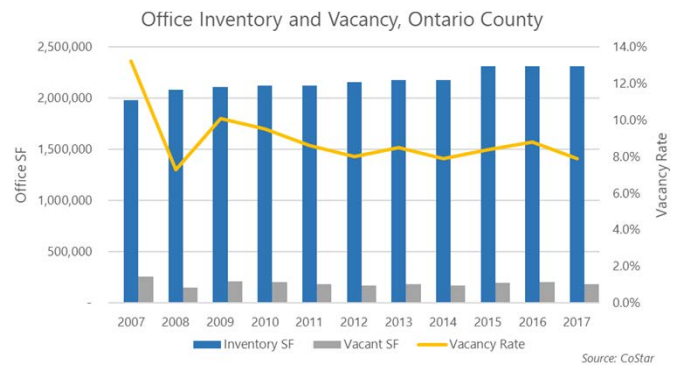
Change in Number of Housing Units by Tenure, Ontario County				
	2017	2022	Change 2017-2022	% Change 2017-2022
Occupied	44,982	46,322	1,340	3.0%
Owner Occupied	32,386	33,172	786	2.4%
Renter Occupied	12,596	13,150	554	4.4%
Vacant	5,618	5,966	348	6.2%
Total Housing Units	50,600	52,288	1,688	3.3%

Source: Esri

22

OFFICE ANALYSIS

- 2.3 million SF of inventory
- 182,000 SF of vacant space
- Vacancy rate is ~8%
- Gross rental rates averaging \$11.61 per SF



23

OFFICE ANALYSIS

Deliveries:

- Lakeside Medical Suites Class A in the City (2015)
- Proposed 22,5000 SF building for the Lakeside Medical Suites



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OFFICE ANALYSIS

Demand:

- Office-utilizing industries are anticipated to add 932 jobs over the next five years
- Demand of 163,000 RSF of office space by 2022

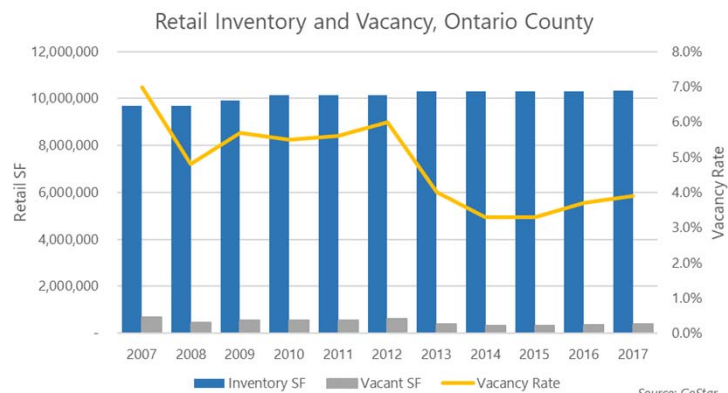
NAICS	Description	2017 Jobs	2022 Jobs	2017 - 2022 Change	2017 - 2022 % Change
11	Agriculture, Forestry, Fishing and Hunting	1,070	1,021	(49)	(4.6%)
21	Mining, Quarrying, and Oil and Gas Extraction	47	39	(8)	(17.0%)
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72	Accommodation and Food Services	5,443	5,792	349	6.4%
81	Other Services (except Public Administration)	2,129	2,268	139	6.5%
90	Government	8,918	9,125	207	2.3%
99	Unclassified Industry	179	240	61	34.1%
Total, All Sectors		57,279	60,088	2,809	4.9%
Office-Utilizing Industries		17,332	18,264	932	5.4%

Source: EMSI

25

RETAIL ANALYSIS

- 10.3 million SF of inventory
- 406,000 SF of vacant space
- Vacancy rate is ~4%
- All service type rents average \$9.91 per SF



26



RETAIL ANALYSIS

Deliveries:

- 28,000 SF of retail space was delivered over the last four quarters (Pinnacle North)
- 83,800 SF is proposed to enter the retail market over the next four quarters
 - Rochester Road in City (8,830 SF)
 - Farmington along State Route 96 (60,000 SF and 15,000 SF)

27

RETAIL ANALYSIS

Demand:

- The top industry groups with the greatest sales leakage in the City & Town of Canandaigua include:
 - Gasoline Stations
 - Clothing Stores
 - Department Stores Excluding Leased Departments
 - Other General Merchandise Stores
 - Building Material & Supplies Dealers
 - Health & Personal Care Stores
 - Furniture Stores
 - Office Supplies, Stationery & Gift Stores
- Retail potential analysis determined which industries have enough unmet demand to support new businesses

New Retail Business Potential							
A	B	C	D	E	F	G	H
NAICS	Retail Category	Retail Gap	25% Leakage Recapture	Average Sales per Business	Supportable Businesses (D / E)	Average Sales per SF	Supportable SF (D / G)
4532	Office Supplies, Stationery & Gift Stores	\$ 3,037,166	\$ 759,292	\$ 491,047	1.5	300	2,531
4481	Clothing Stores	\$ 12,555,522	\$ 3,138,881	\$ 2,530,569	1.2	300	10,463
4441	Bldg Material & Supplies Dealers	\$ 9,216,901	\$ 2,304,225	\$ 2,037,313	1.1	350	6,584

Source: Esri, Carmain Associates

28

TOURISM ANALYSIS

- Tourists to Ontario County allocate most of their spending to the Food and Beverage (40%) category, followed by Lodging (19%) and Retail and Service Stations (18%)
- Tourism industry is projected to grow by 6% from 2017 to 2022

Tourism Jobs in Canandaigua, 2017 - 2022					
NAICS	Description	2017 Jobs	2022 Jobs	2017 - 2022 Change	2017 - 2022 % Change
7225	Restaurants and Other Eating Places	1,150	1,231	81	7%
7224	Drinking Places (Alcoholic Beverages)	65	76	11	17%
7212	RV (Recreational Vehicle) Parks and Recreational Camps	0	0	0	0%
7211	Traveler Accommodation	204	224	20	10%
7139	Other Amusement and Recreation Industries	277	282	5	2%
7132	Gambling Industries	0	0	0	0%
7131	Amusement Parks and Arcades	0	0	0	0%
7121	Museums, Historical Sites, and Similar Institutions	44	51	7	16%
7115	Independent Artists, Writers, and Performers	0	0	0	0%
7114	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	<10	<10	Insf. Data	Insf. Data
7113	Promoters of Performing Arts, Sports, and Similar Events	0	0	0	0%
7112	Spectator Sports	<10	<10	Insf. Data	Insf. Data
7111	Performing Arts Companies	0	0	0	0%
5615	Travel Arrangement and Reservation Services	15	19	4	27%
4879	Scenic and Sightseeing Transportation, Other	0	0	0	0%
4872	Scenic and Sightseeing Transportation, Water	0	0	0	0%
4871	Scenic and Sightseeing Transportation, Land	0	<10	Insf. Data	Insf. Data
4855	Charter Bus Industry	0	0	0	0%
4511	Sporting Goods, Hobby, and Musical Instrument Stores	90	92	2	2%
4471	Gasoline Stations	98	88	(10)	(10%)
4453	Beer, Wine, and Liquor Stores	23	24	1	4%
4452	Specialty Food Stores	64	69	5	8%
	Total	2,043	2,169	126	6%

Source: EMSI

29

TOURISM ANALYSIS

Currently, all or a portion of the demand for the following tourism industries is being met outside of Canandaigua:

- Traveler Accommodation
- RV Parks and Recreational Camps
- Gambling Industries
- Amusement Parks and Arcades*
- Independent Arts, Writers, and Performers
- Promoters of Performing Arts, Sports, and Similar Events
- Performing Arts Companies
- Scenic and Sightseeing Transportation, Other
- Scenic and Sightseeing Transportation, Water
- Scenic and Sightseeing Transportation, Land
- Charter Bus Industry

* Does not include Roseland Waterpark, which is a draw for in-region and visitor sales and demand.

30



TOURISM ANALYSIS

- Major assets include Canandaigua Lake, Bristol Mountain Ski Resort, and CMAC Performing Arts Center
- Recent tourism-related development:
 - Steamboat Landing Project
 - Canandaigua Inn on the Lake Renovations
 - Mixed use development in Victor, NY

31

POTENTIAL OPPORTUNITIES

Specific industrial uses:

The industrial market has been strengthening in Ontario County, with growth projected and a constrained supply.

Uptown could develop spaces to suit these needs to accommodate growth of the *Manufacturing* and *Transportation & Warehousing* industries.

32

POTENTIAL OPPORTUNITIES

Rental housing:

With its projected population growth, Uptown could absorb a portion of housing growth.

Housing preferences indicate a desire for upscale housing, particularly rentals, that supports the booming senior population in the area. Needs a strong “core” to be successful, with amenities.

For-sale could also work, especially upscale townhomes.

Parcels adjacent to Heron Park appear to be the best location for a substantial development.

33

POTENTIAL OPPORTUNITIES

Office space:

Growth will be modest. However, there is limited Class A office space in the City & Town and Uptown could potentially be a suitable location.

Akoustis may require some office space, which would likely occur on their campus.

“Wait and see” approach.

34

POTENTIAL OPPORTUNITIES

Specific retail stores:

Significant sales leakage in the City & Town: (1) Office Supplies, Stationery & Gift Stores; (2) Clothing Stores; and (3) Building Material & Supplies Dealers.

Also potential “neighborhood retail” as rooftops grow in Uptown.

35

POTENTIAL OPPORTUNITIES

Recreation-oriented business and/or facilities:

There are several tourism related industries: (1) Scenic and Sightseeing Transportation; (2) Traveler Accommodation; (3) RV Parks and Recreational Camps; and (4) Charter Buses.

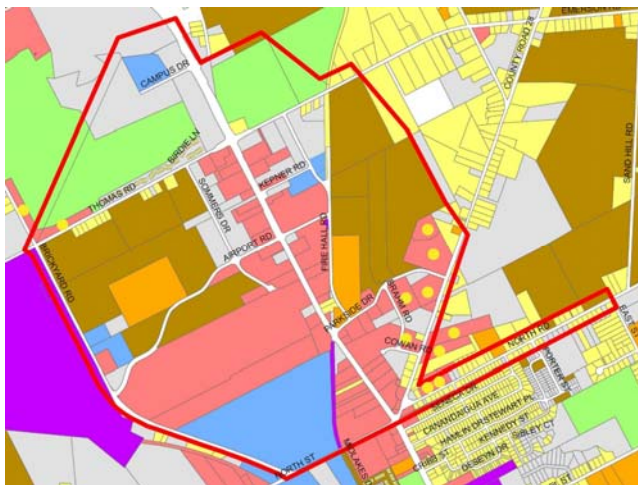
Uptown could create a “destination” and “brand” for tourists.

36



37

CURRENT LAND USE



Land Use

	Agricultural
	Residential
	Commercial
	Community Services
	Recreation/Entertainment
	Industrial
	Public Services/Utility
	Vacant

38

RESIDENTIAL

Areas that provide housing and residential living in Uptown

- Single Family Detached Homes
- Townhomes/Condos
- Multi-Family



39

COMMERCIAL

Areas where retail goods and services are available to serve neighborhood and community-wide needs

- Local/regional shopping centers
- Restaurants
- Gasoline stations
- Office space



40

MIXED-USE |

Areas that blend uses to contribute to higher-density and enable walkable environments

- Combination of residential and retail/office use
- Human-scale development
- Emphasis on connectivity and mobility



41

INDUSTRIAL/EMPLOYMENT CENTER |

Areas that cluster industrial uses and companies to support tax base and provide employment opportunities

- Light manufacturing
- Business parks
- Live-work environment



42

PARKS AND OPEN SPACE |

Undeveloped areas the Town intends to protect and preserve for recreation, agricultural or open space use

- Protected agricultural lands
- Existing parks
- Undeveloped natural areas
- Conservation areas



43

STREETSCAPE |

Area where users are able to safely engage in walking, biking, and driving and contributes to aesthetic appeal of the built environment

- Inclusive design
- Enhanced crosswalks
- Designated bicycle lanes
- Pedestrian Amenities
- Stamped concrete
- Street trees



44



45

WHY BUILDING SCALE/MASSING IS IMPORTANT?

- Influences sense of safety and experience of the built environment
- Impacts mood and well-being
- Contributes to sense of direction and purpose

46

CORRIDOR TRANSFORMATION EXAMPLES

[Image #37](#)



Average Score	1.0
% Responses Less Than 4	75%
% Responses Greater than 6	0%

47

CORRIDOR TRANSFORMATION EXAMPLES

[Image #41](#)



Average Score	5.0
% Responses Less Than 4	25%
% Responses Greater than 6	25%

48

CORRIDOR TRANSFORMATION EXAMPLES

[Image #43](#)



Average Score	6.0
% Responses Less Than 4	13%
% Responses Greater than 6	63%

49

CORRIDOR TRANSFORMATIONS EXAMPLES

[Image #36](#)



Average Score	1.5
% Responses Less Than 4	100%
% Responses Greater than 6	0%

50

CORRIDOR TRANSFORMATIONS EXAMPLES

[Image #38](#)



Average Score	3.9
% Responses Less Than 4	38%
% Responses Greater than 6	25%

51

CORRIDOR TRANSFORMATIONS EXAMPLES

[Image #40](#)



Average Score	6.0
% Responses Less Than 4	13%
% Responses Greater than 6	63%

52

HOW HIGH DO WE SET THE BAR?



53

HOW HIGH DO WE SET THE BAR?



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HOW HIGH DO WE SET THE BAR?

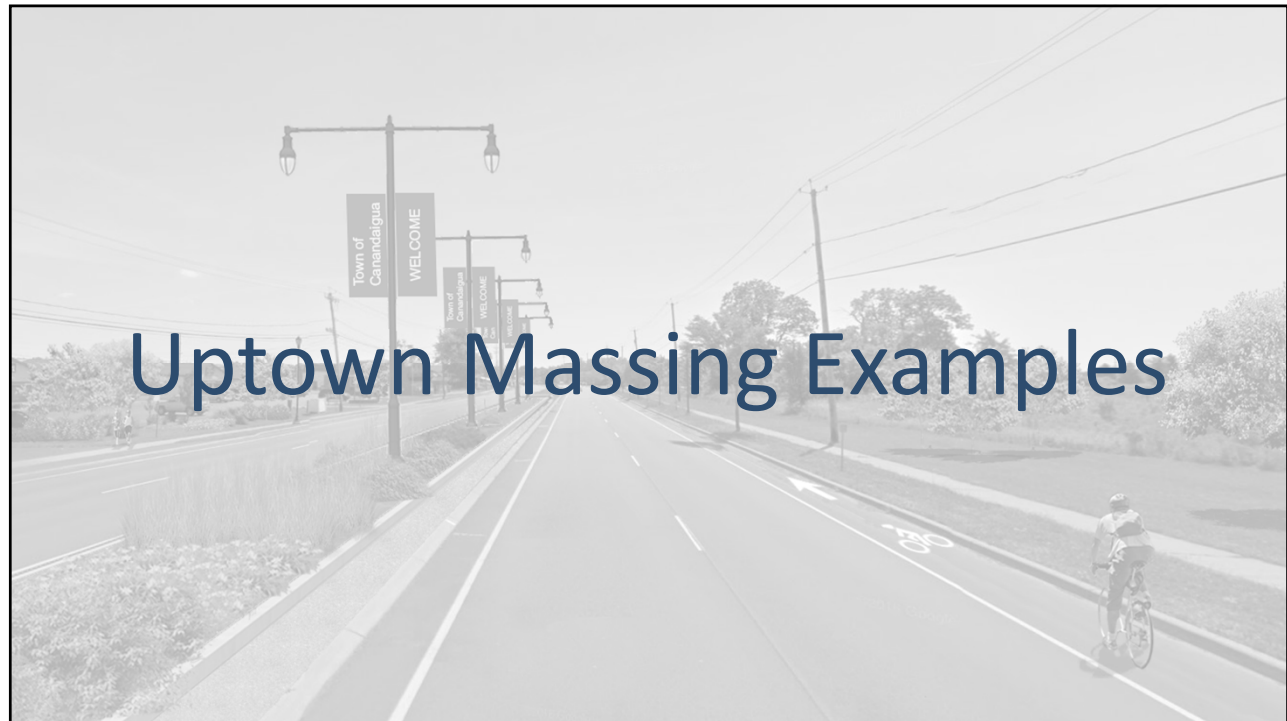


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HOW HIGH DO WE SET THE BAR?



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EXISTING VIEW - ROUTE 332/KEPNER ROAD



58

POTENTIAL- FRONTAGE LOT BUILDINGS



59

EXISTING VIEW — ROUTE 332/AROLINE ROAD



60

POTENTIAL 2-STORY MIXED-USE BUILDING



61

POTENTIAL — 3-STORY MIXED USE



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WORKSHOP FORMAT

- ① Land Use Exercise
- ② Design Intent
- ③ Reporting

64

1 LAND USE EXERCISE



Mark up the map to depict your recommendations for future land use in Uptown

Draw Boundaries or add your own ideas!!



COMMERCIAL



MIXED-USE



PARKS & OPEN SPACE



RESIDENTIAL



INDUSTRIAL/EMPLOYMENT
CENTER



STREETSCAPE

65

ASK YOURSELF....

- Where do you want to see:
 - Commercial development
 - Industrial development
 - Mixed Use Development
- Which lands should be preserved?
- Are there specific areas suitable for lifestyle-type centers?

66

② BUILDING CHARACTER



Using the stickers, or writing your own ideas, identify preferred types of development for each of the land use character areas.

67

③ REPORTING

Choose a representative, and give a 2-minute overview of highlights from your group.

Focus on areas where you've suggested modifications.

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NEXT STEPS



69

WHAT WE'VE HEARD

- Create a more walkable environment
- Ensure efficient traffic circulation and connectivity
- Diversify of retail offerings
- Increase housing and housing options
- Increase presence and use of side roads
- Utilize large, unused frontage lots along Route 332
- Enhance park space
- Potential for “lifestyle centers” within Uptown
- Improve architectural design

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Town of Canandaigua

UPTOWN MIXED-USE CORRIDOR FEASIBILITY STUDY

Committee Meeting #4

September 14, 2018 @ 10:30 AM

MEETING SUMMARY

Kimberly Baptiste (Bergmann) welcomed attendees and asked those in attendance to introduce themselves to the group. A list of all meeting attendees and PowerPoint presentation is attached for additional detail.

Presentation

Kimberly walked through a PowerPoint presentation, highlighting the following:

- Community Input
- Future Land Use Plans
- Focus Area Alternatives

Kimberly explained that the project team lead two public meetings throughout the study thus far. The purpose of these meetings is to gain an understanding of the community's preferences for development of the Uptown Canandaigua area. Common themes of interest include a reduction of traffic, increased streetscape/pedestrian amenities, utilization of vacant land, and development along State Route 332. The project team will utilize the input provided by the community and the steering committee to develop future land use plans and a development phasing plan for the Uptown Canandaigua area.

Kimberly explained the steering committee review process for this meeting. She indicated that the project team has developed three future land use plans and various development options for specific areas within Uptown. The committee will be asked to vote on their preferred development alternatives.

Future Land Use Plans –

The project team developed three land use plans for the Uptown area. These land use plans vary in development intensity and placement. The three options are summarized below.



- Option #1:
 - Maintain commercial use along State Route 332
 - Utilize Aroline Road as a development node – transition to mixed-use center toward Fire Hall Road
 - Mixed-use development adjacent to Blue Heron Park
 - This area can sustain 300,000 to 350,000 square feet of potential build out space
 - Maintain greenspace on the East Side Development Parcel
- Option #2:
 - Growth of residential area along Thomas Road
 - Growth of mixed-use on State Route 332 near Aroline Road
 - Addition of residential space on the East Side Development Parcel near Blue Heron Park
- Option #3:
 - Change of use of golf course to office/industrial mix
 - Mixed-use development to the west of Sommers Drive
 - Growth of “mixed-use triangle” surrounding Blue Heron Park
 - Additional mixed-use development along State Route 332

Focus Areas Design Alternatives –

Design alternatives for five focus areas within Uptown were presented. These focus areas were chosen due to varying development preferences identified by the community and steering committee identified Public Meeting #2.

- Focus Area #1: Centerpointe Golf Course
 - Option #1 – Greenspace/Golf Course
 - Option #2 – Office/Industrial Mix
 - Option #3 – Residential
- Focus Area #2: South of Thomas Road
 - Option #1 – Open Space
 - Option #2 – Residential
 - Option #2 – Mixed-use
- Focus Area #3: East Side Development Parcel
 - Option #1 – Mixed-use with Greenspace
 - Option #2 – Mixed-use with Residential
 - Option #3 – High Density Mixed-use with Neighborhood Center
- Focus Area #4: Fire Hall Road
 - Option #1 – In-road Bike Lanes and Sidewalks



- Option #2 – Multi-Use Trail
- Option #3 – Development with Sidewalks on Both Sides
- Focus Area #5: State Route 332
 - Development Options:
 - Option #1 – Continue Existing Building Placement
 - Option #2 – Infill Development on State Route 332
 - Option #3 – Demolish Existing Buildings and Build New
 - Pedestrian and Bicycle Enhancements:
 - Option #1 – In-road Bike Lane (Both Sides)
 - Option #2 – Grade Separated Bike Lane (Both Sides)
 - Option #3 – Bike Lane Adjacent to Sidewalk (Both Sides)
 - Option #4 – Multi-Use Trail (Both Sides)
 - Roundabout Options (Potential Locations):
 - State Route 332/Emerson Road
 - State Route 332/Airport Road
 - State Route 332/Parkside Drive
 - State Route 332/North Street

Workshop

After the presentation of future land use plans and development alternatives, the steering committee was asked to choose their preferred options. Using a sticker, each committee member voted on a board to select their preference.

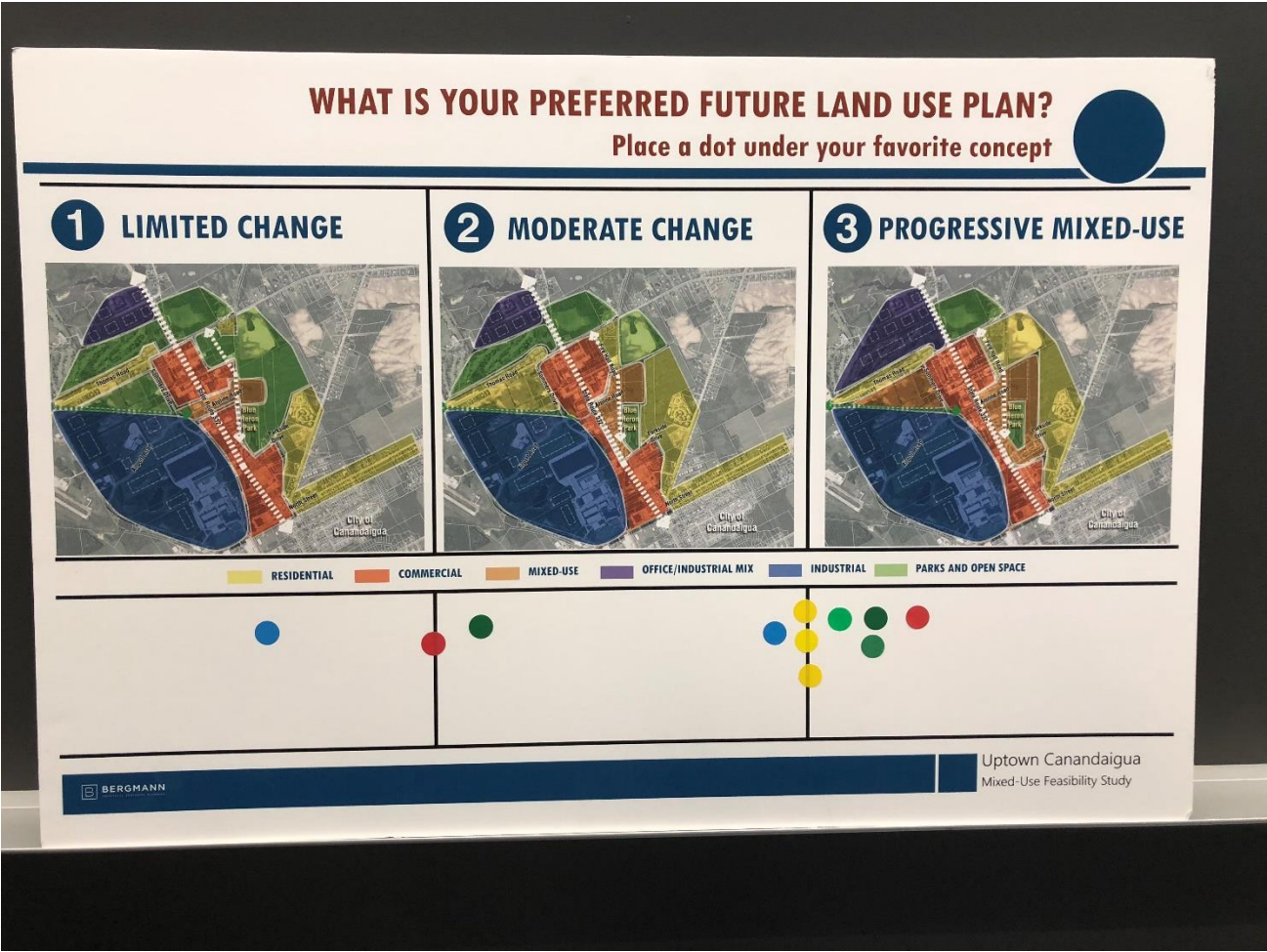
Workshop Discussion

The results of the workshop were discussed as a group. The key points are summarized as follows:

- Future Land Use Plan
 - The majority of the steering committee chose Option #3 – Progressive Mixed-Use as the preferred future land use plan for the Uptown area. These future land use plans



can be envisioned as a development phasing plan for the Uptown area over the next 50 years.





Uptown Corridor Mixed-Use Feasibility Study

- Focus Area #1 – Centerpointe Golf Course
 - Option #1 was the preferred development option. The golf course is an asset of the Uptown area.

HOW WOULD YOU LIKE TO SEE PARCEL DEVELOPED IN THE FUTURE?
Place a dot next to your favorite **OPTION**

OPTION 1 | GREENSPACE / GOLF COURSE

OPTION 2 | OFFICE/INDUSTRIAL MIX

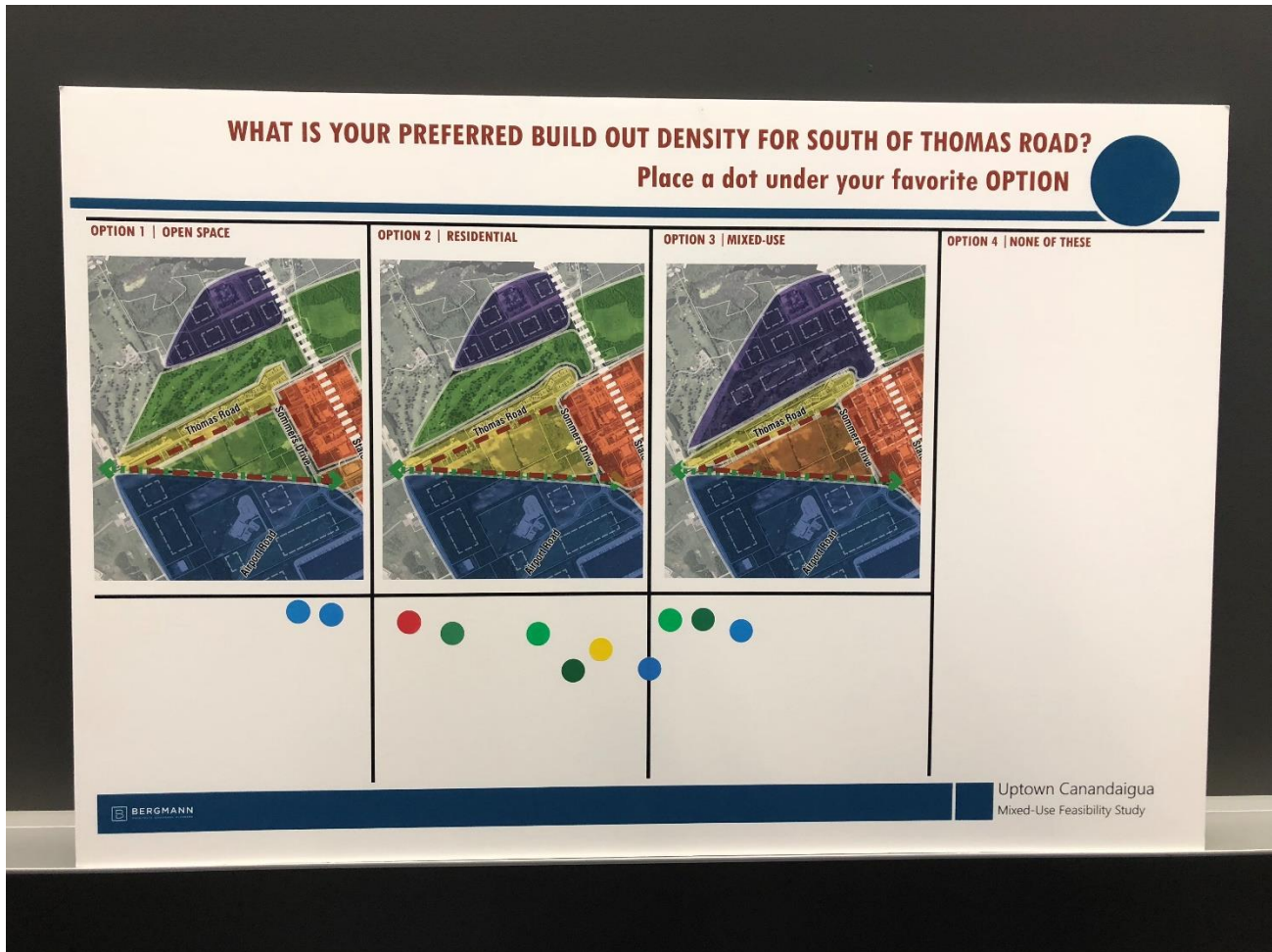
OPTION 3 | RESIDENTIAL

Uptown Canandaigua
Mixed-Use Feasibility Study

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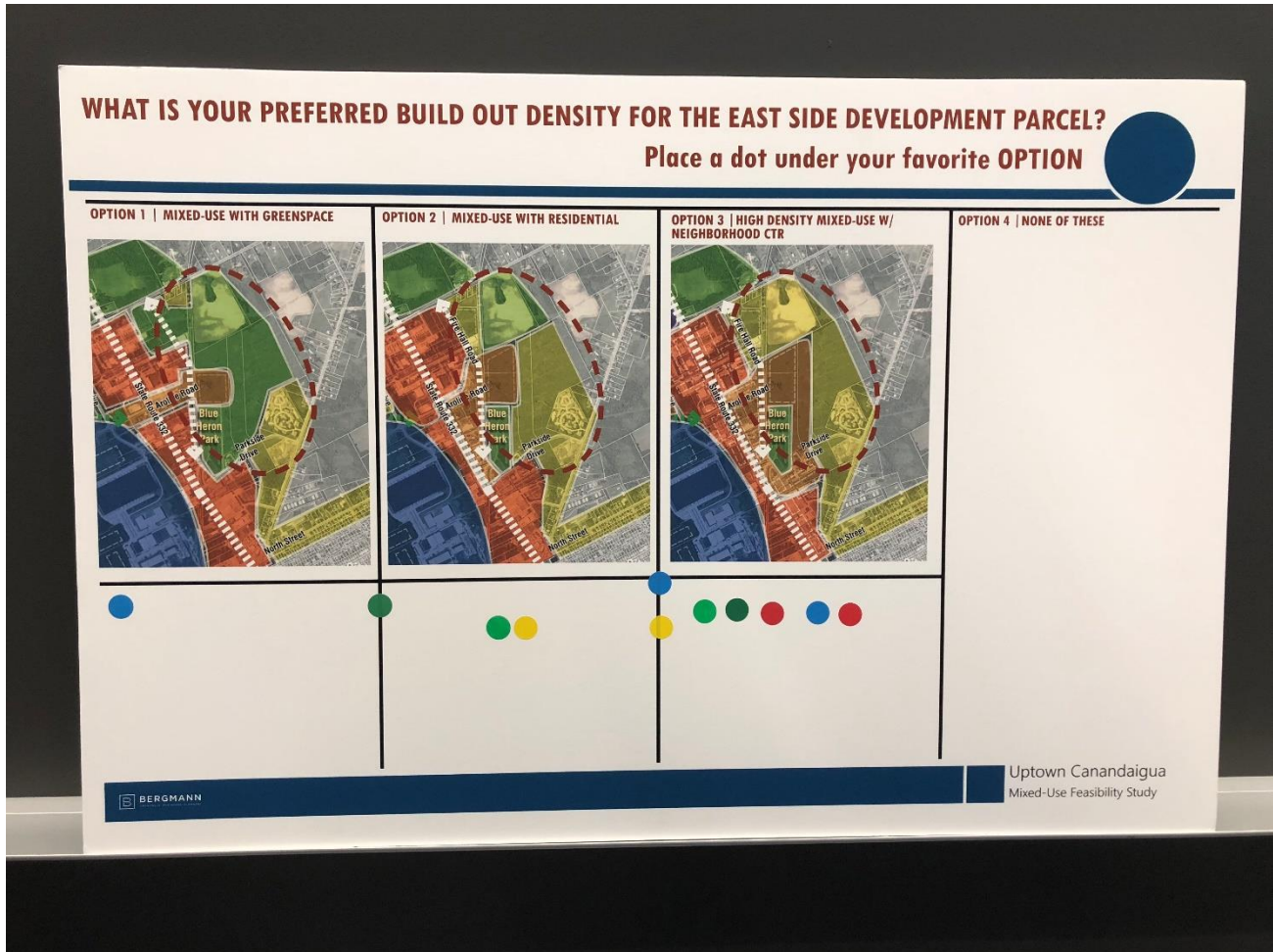


- Focus Area #2 – South of Thomas Road
 - There were conflicting opinions. Some members believe since there is currently residential on Thomas Road that this would be a good place to develop more residential. Additionally, more residential is seen as needed to support the existing commercial use on State Route 332 and is consistent with the planned trail extension.



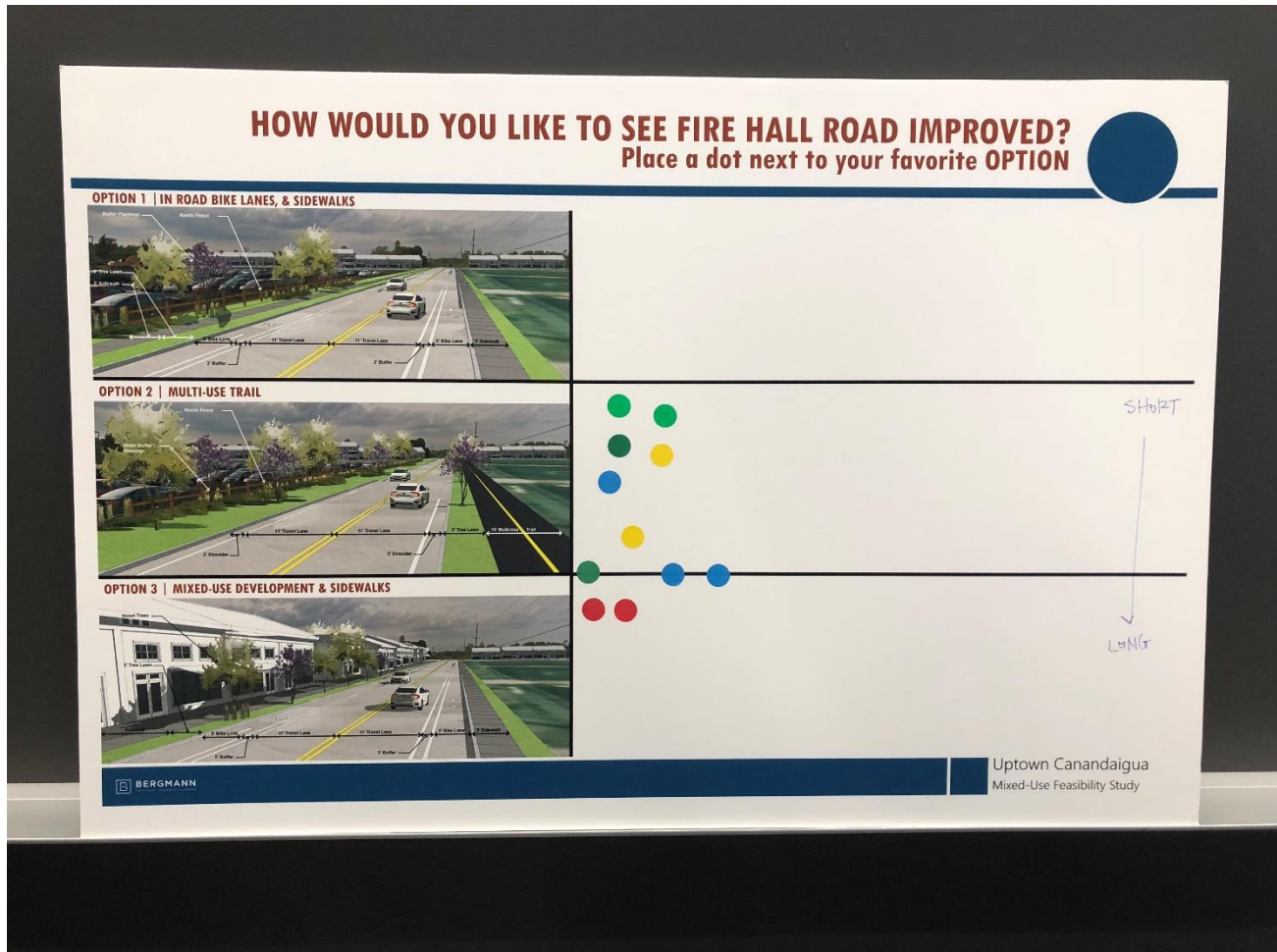


- Focus Area #3: East Side Development Parcel
 - Option #3 obtained most of the votes. Committee members stressed that there needs to be a balance of residential and commercial and more greenspace should be incorporated.





- Focus Area #4: Fire Hall Road
 - Option #2 obtained most of the votes; however, there was consensus that if the multi-use trail was constructed on the east side, then a sidewalk should also be constructed on the west side. Option #2 is seen as the short-term goal and Option #3 is seen as the long-term goal.













Uptown Corridor Mixed-Use Feasibility Study

- Focus Area #5: State Route 332
 - Development Option: Option #3 (Infill and build new)

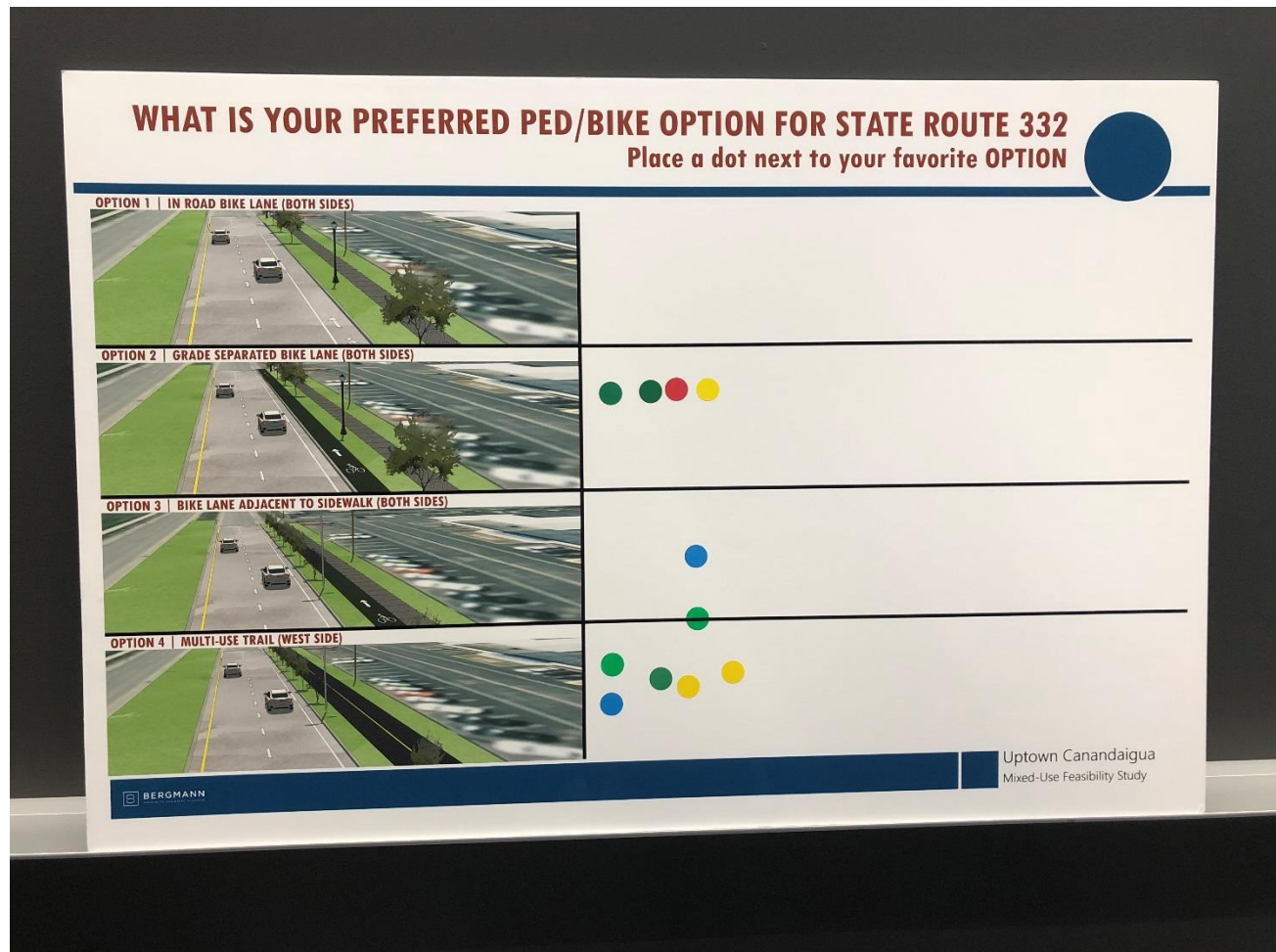
WHAT IS YOUR PREFERRED OPTION FOR DEVELOPMENT ON ROUTE 332?
Place a dot next to your favorite **OPTION**

CONTINUE DEVELOPMENT PATTERN  	
FOCUS ON INFILL DEVELOPMENT  	
INFILL AND NEW BUILD  	

 Uptown Canandaigua
Mixed-Use Feasibility Study



- Pedestrian/Bicycle Enhancements: Bike/ped facilities should be on both sides of the road.



- Roundabout Options: Aroline Road should be the location of the first roundabout on State Route 332 to slow traffic and improve left-hand turns for the school buses. North Street is also a potential location for a roundabout.



Committee Comments

Throughout the presentation, committee members shared insights and feedback for consideration. Key themes from the discussion are summarized below:

- Why does the driving range on the northeastern section of Uptown remain greenspace on all three future land use plans? It currently has sewer/water, has been on the market for a long time and the property owner wants to sell it.
 - This parcel is not recommended for development in the short term. Potential development on this property can be included as part of the future land use plans.
- Can the north and south bound lanes State Route 332 be split up?
 - Options for State Route 332 to include ped/bike enhancements were discussed.
- Entryway to mixed-use development on Fire Hall Road
 - Enhancements and proposed development on Aroline Road and a potential roundabout will act as a gateway feature to draw pedestrians and motorists to Fire Hall Road.

Next Steps

The meeting concluded at approximately 12:30 PM. Kimberly mentioned that the study is on track to be completed by the end of this calendar year. The project team will be taking the results from this meeting to advance the focus area development alternatives. It is anticipated that a full draft report will be ready for the committee's review by the end of November.

sign-in

Uptown Canandaigua Mixed Use Feasibility Study

Steering Committee Meeting #4 | September 14, 2018

Please write your name, organization and email address

	NAME	ORGANIZATION	EMAIL
1	JENNIFER HANSEN	GMC	jcanvay@hanse.org
2	Tom Schwartz	TOC	MSCHWARTZ4@ROCHESTER.VE.COM
3	Jane Marttala	CIC	marttalan@frontier.com
4	Ray H. Davis	CIC Town Board	garibus@rochester.rr.com
5	Jodie Farr	CCSD	farrj@canandaigua.schools.org
6	Deanna Fuller	CIC / Steering Comm	LFEMC@RIT.EDU
7	Lora Leon	NYSBOT	Lora.Leon@dot.ny.gov
8	Doug Finckel	TOC	dfinckel@townofcapi.org
9	TOM HARVEY	ONTARIO COUNTY PLANNING	THOMAS.HARVEY@co.ontario.ny.us
10	Sarah Reynolds	TOC	sreynolds@townofcanandaigua.org
11	Jay House	Mission Commercial	jay@missioncommercialrealty.org
12			



UPTOWN CANANDAIGUA STUDY COMMITTEE MEETING #4

September 14, 2018
10:30 AM

1

AGENDA

- Community Input
- Future Land Use Scenarios
- Focus Area Alternatives
- Workshop & Discussion
- Next Steps

2



3

PUBLIC MEETING #1

Key Takeaways

- Mixed Use
- Character / Theme / Design
- Reduce Traffic
- Creative, Outside the Box Alternatives
- Walkability



4

PUBLIC MEETING #2 — WALKING TOUR

Key Takeaways

- Increased pedestrian amenities
- Intersection enhancements to increase walkability
- Utilization of vacant land
- Infill development along State Route 332



5

PUBLIC MEETING #2 — DESIGN WORKSHOP



6

1. THINK BIG MAPPING!

- Beautification of the State Route 332 median
- Improved signage
- Outdoor theatre/stage at Blue Heron Park
- Hotel and outdoor venue near Blue Heron Park
- Utilization of existing Town wetlands to create additional trails
- Increased pedestrian connectivity for nearby residents



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2. STREETSCAPE PREFERENCES

- Designated crosswalks
- Increased lighting / landscaping
- Outdoor seating
- Wayfinding signage
- Increased bus stops



8

STATE ROUTE 332 DEVELOPMENT

Mixed-Use

- Two- to three- stories
- Architectural detail

Commercial

- One- to two- stories
- Architectural detail



9

3. VACANT LAND DEVELOPMENT

Preferred Development

- Medium density single family to high-density townhomes
- Neighborhood Center with commercial amenities
- Hotel/conference center



10

4. LAND USE PREFERENCES

- Expansion of industrial development on western side
- Increased mixed-use development on vacant land with supporting commercial development
- Office space development near Akoustis Technologies
- Expanded park and open space adjacent to Blue Heron Park



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5. FUTURE INVESTMENT

Largest Interest in Investment:

- Pedestrian/Bicycle Connectivity and Access
- Open Space Conservation
- Housing

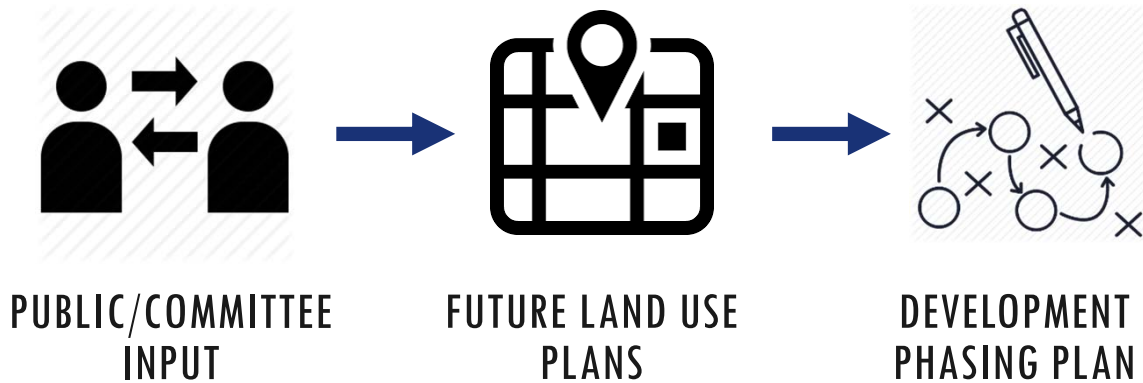
Smallest Interest in Investment:

- Tourism/Marketing/Promotion
- Transit Improvements



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UPTOWN DESIGN PROCESS



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REVIEW PROCESS


- What we heard
- Review land use alternatives
- Redevelopment options for target areas
- Voting workshop
- Review results of voting workshop

14


What we heard from the Community

- Improve character of 332
- Provide more pedestrian / bicycle infrastructure
- Improve aesthetic character
- Reduce impact of vehicles
- Incorporate more green
- Promote "good", mixed use development




15




3 Land Use Alternatives



Pick and Choose Preferred Options



PREFERRED CONCEPT

16



17



18



19

Focus Area Design Alternatives

20

FOCUS AREAS

1. Centerpointe Golf Course
2. Thomas Road Development
3. East Side Development Parcel
4. Fire Hall Road
5. State Route 332

21

FOCUS AREA 1: CENTERPOINTE GOLF COURSE



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OPTION 1 | GREENSPACE / GOLF COURSE



23



OPTION 2 | OFFICE/INDUSTRIAL MIX



24



OPTION 3 | RESIDENTIAL

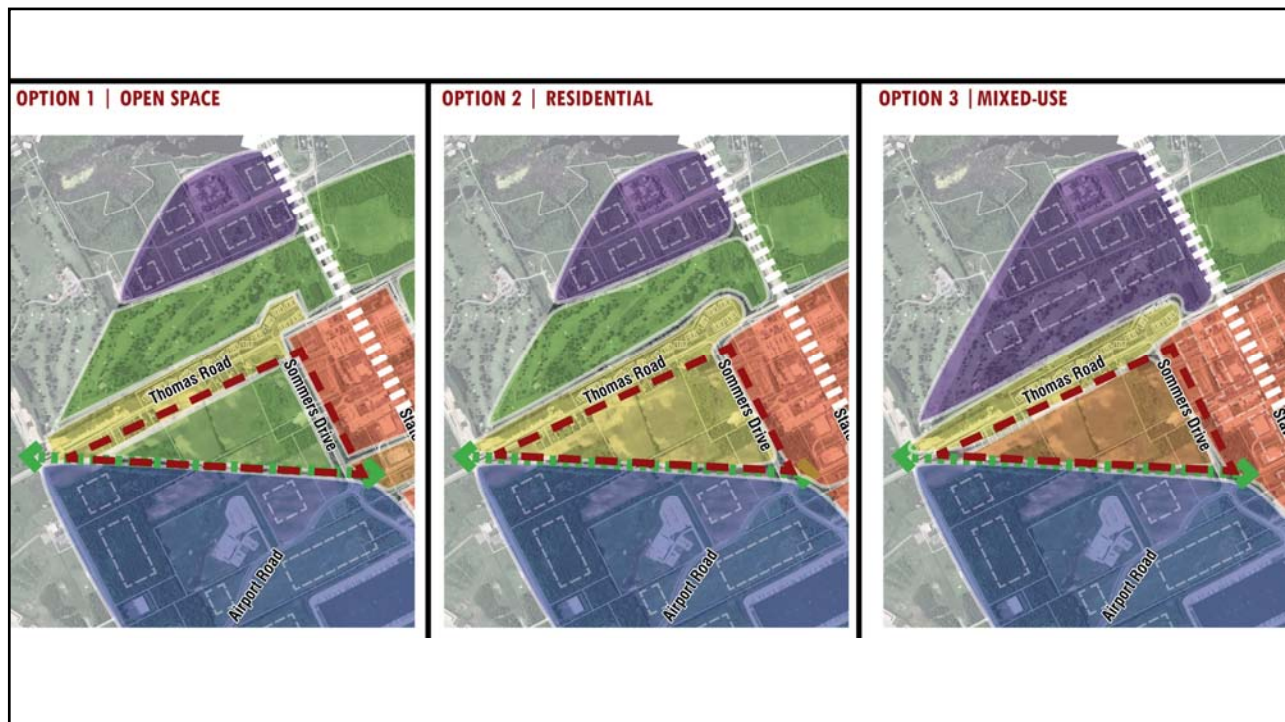


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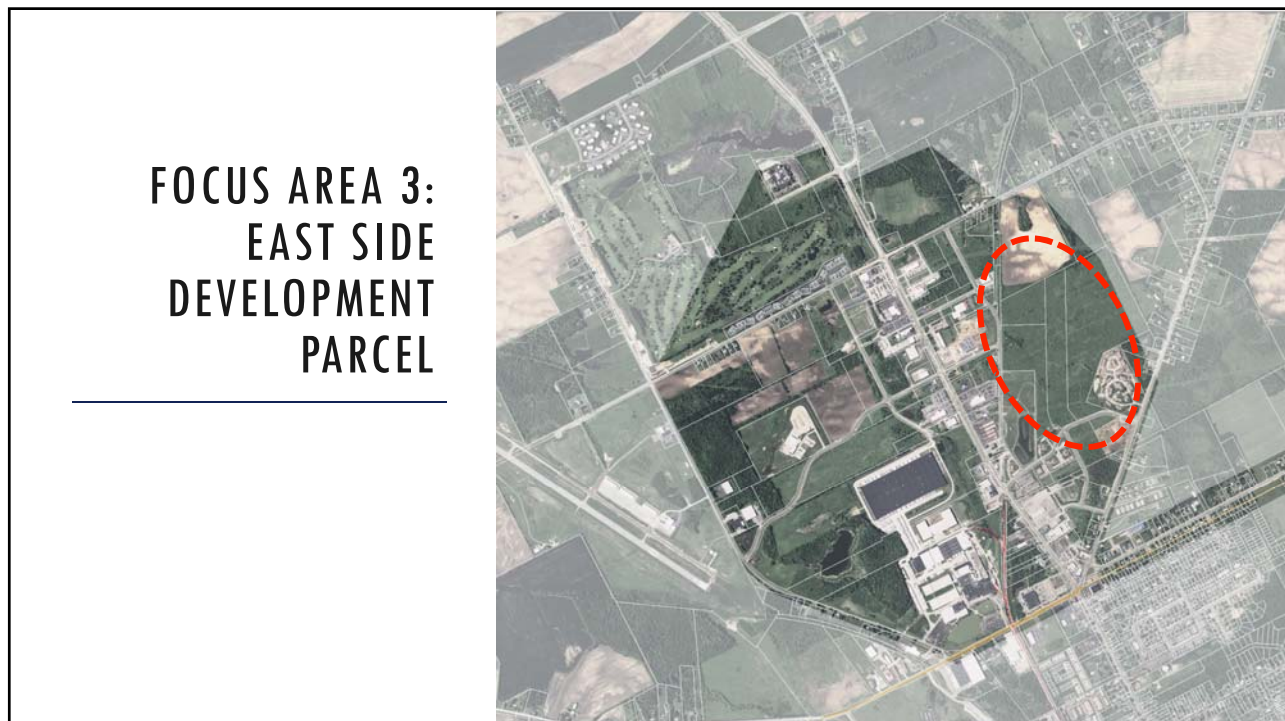
FOCUS AREA 2: SOUTH OF THOMAS ROAD



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SCALE COMPARISONS | EASTVIEW MALL



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SCALE COMPARISONS | EAST SIDE DEVELOPMENT



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SCALE COMPARISONS | LAKE MARY, FLORIDA



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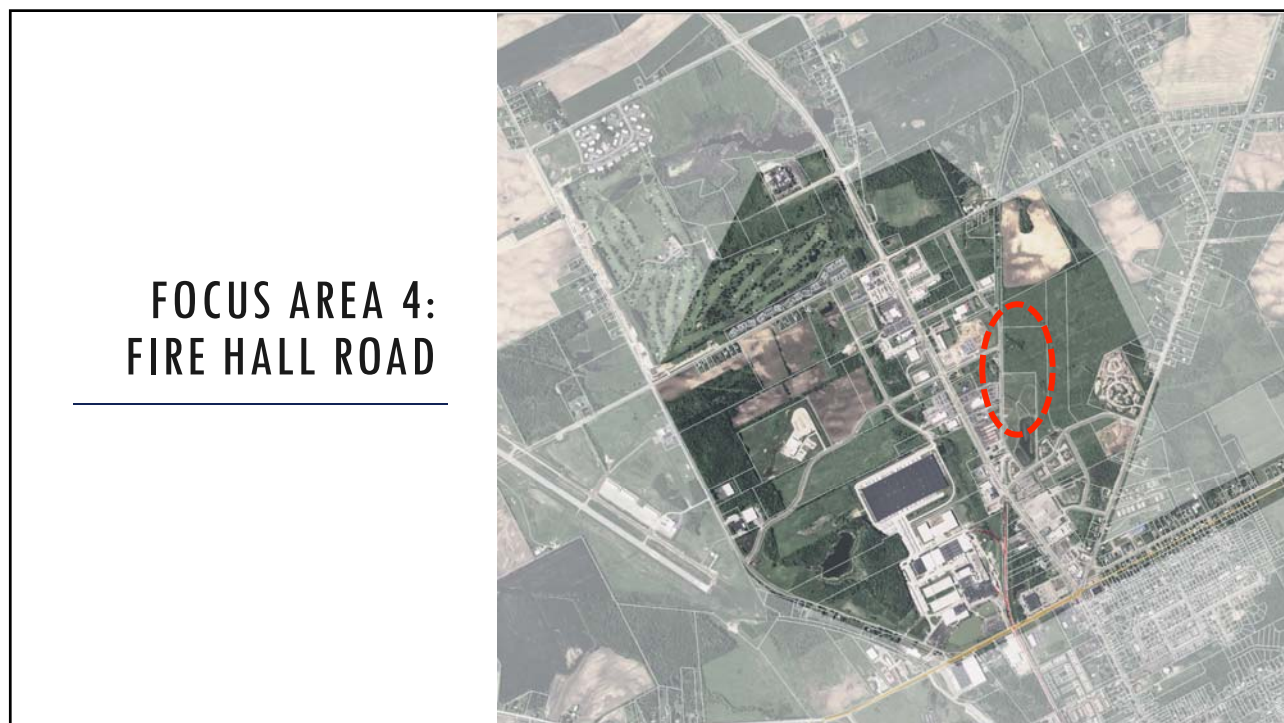
SCALE COMPARISONS | EAST SIDE DEVELOPMENT PARCEL



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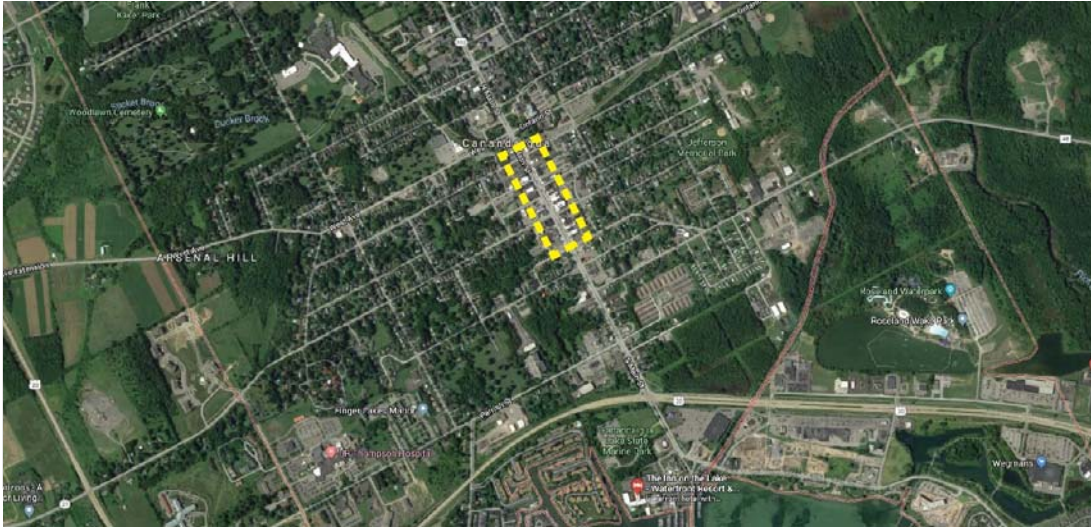


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SCALE COMPARISONS | MAIN STREET CANANDAIGUA



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SCALE COMPARISONS | FIRE HALL ROAD



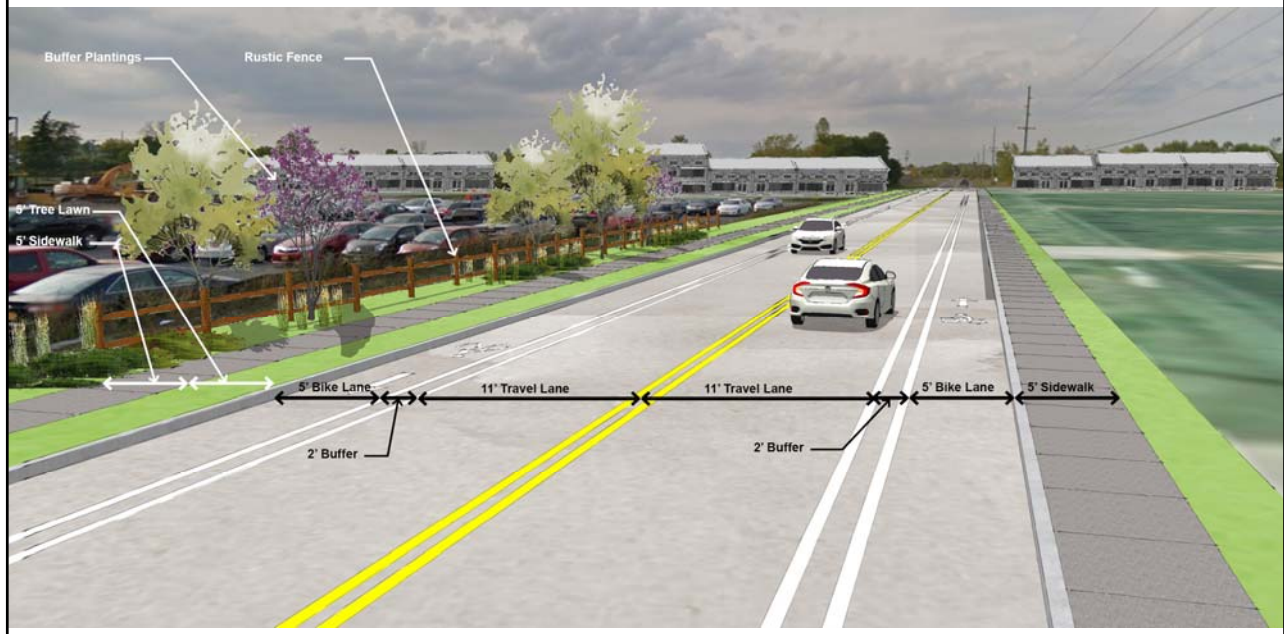
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EXISTING FIRE HALL ROAD



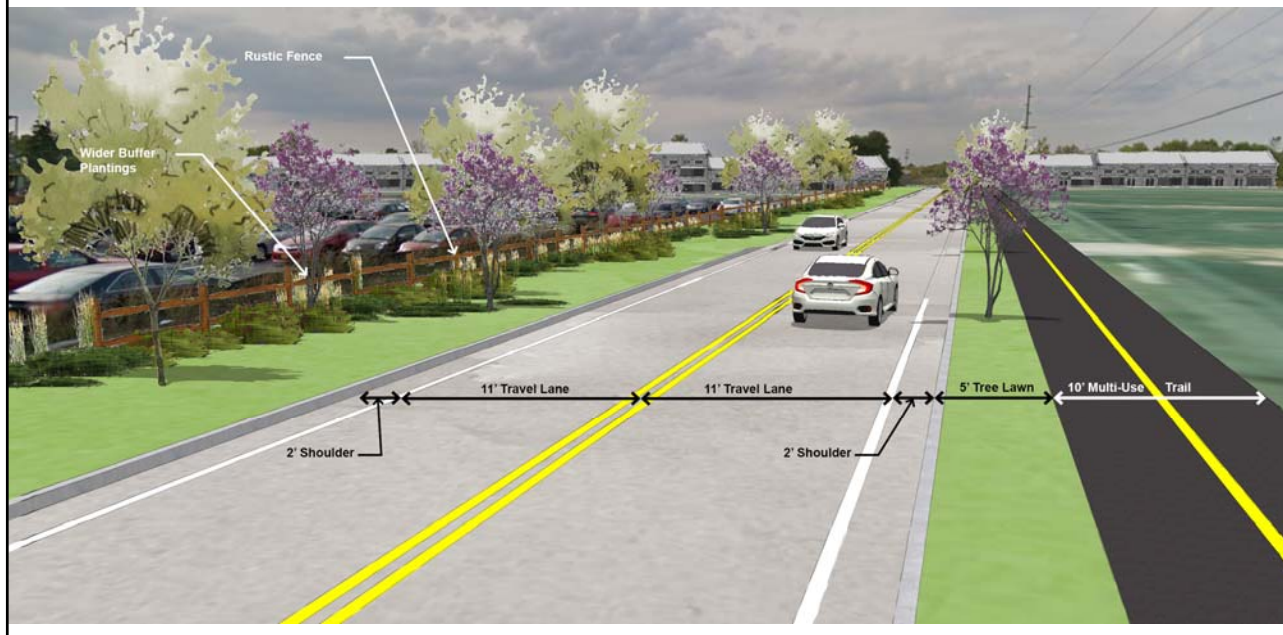
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OPTION 1 | IN ROAD BIKE LANES & SIDEWALKS



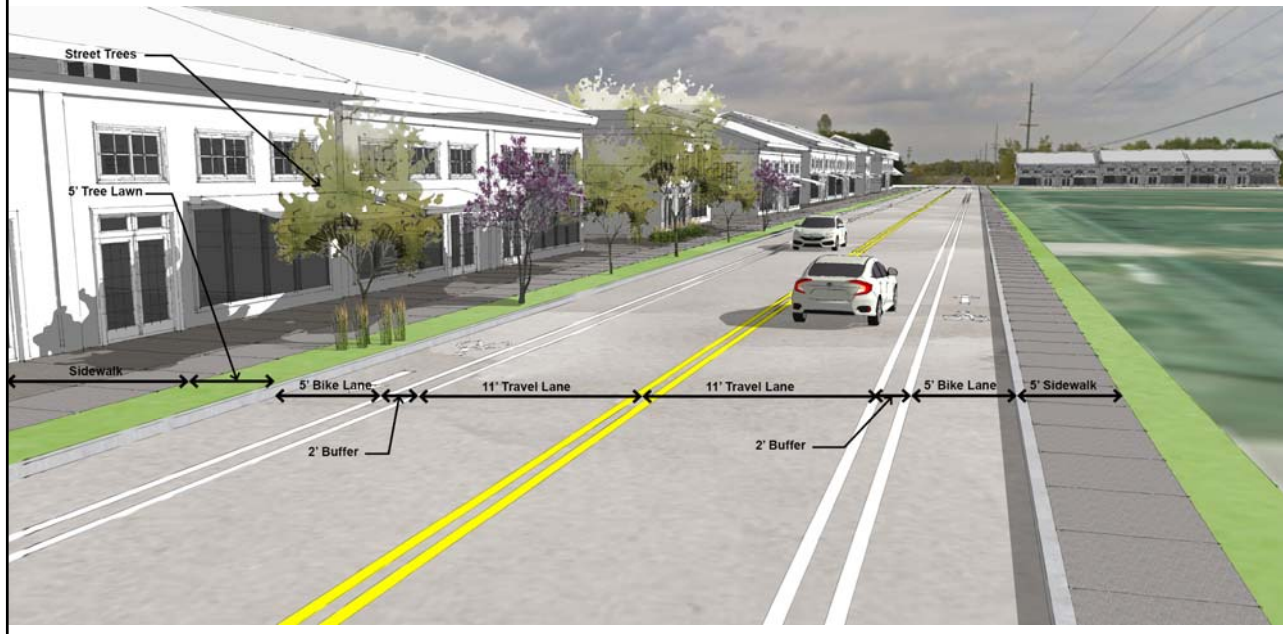
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OPTION 2 | MULTI-USE TRAIL



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OPTION 3 | SIDEWALKS ON BOTH SIDES



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FOCUS AREA 5: STATE ROUTE 332



41

STATE ROUTE 332 ELEMENTS

1. Development Options
2. Pedestrian and Bicycle Enhancement Options
3. Roundabout Considerations

42

DEVELOPMENT OPTIONS

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STATE ROUTE 332 OPTIONS

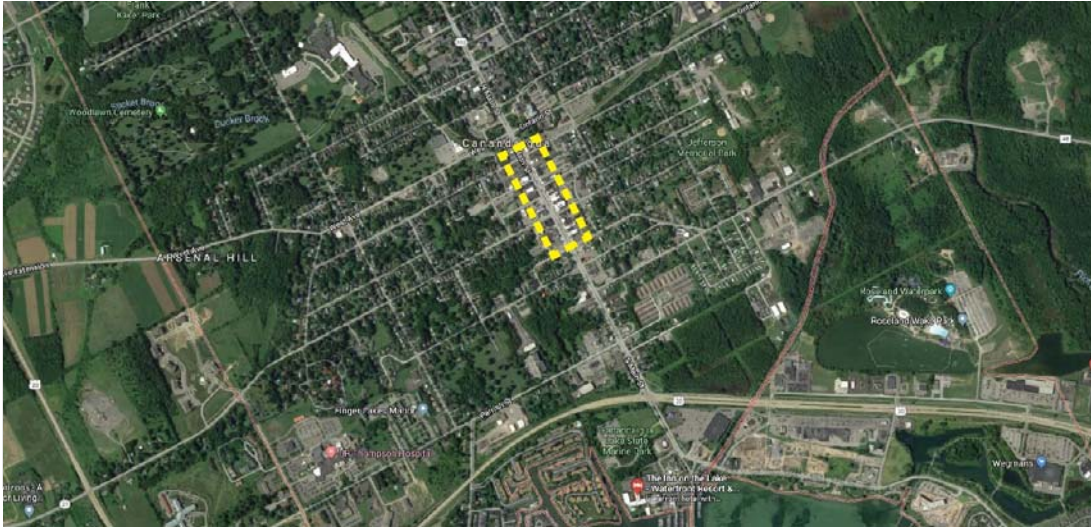
Option 1: Continue Existing Building Placement

Option 2: Infill Development on State Route 332

Option 3: Demolish Existing Buildings and Build New

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SCALE COMPARISONS | MAIN STREET CANANDAIGUA



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SCALE COMPARISONS | MAIN STREET CANANDAIGUA



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1. EXISTING BUILDING PLACEMENT



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2. INFILL DEVELOPMENT PATTERN



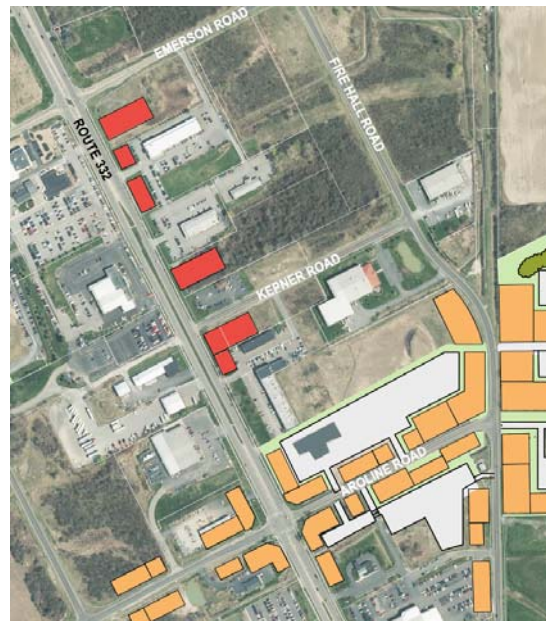
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2. INFILL DEVELOPMENT PATTERN



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3. INFILL DEVELOPMENT & NEW BUILD



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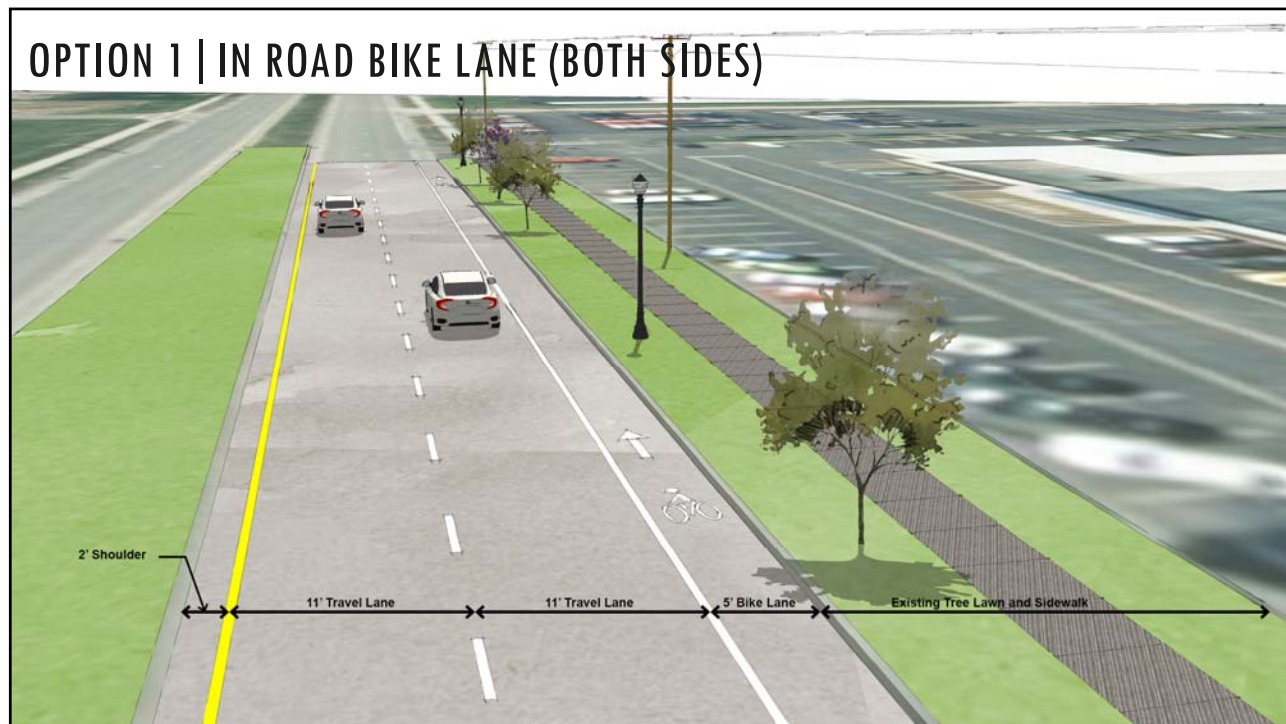
3. INFILL DEVELOPMENT & NEW BUILD



51

PEDESTRIAN AND BICYCLE ENHANCEMENT OPTIONS

52



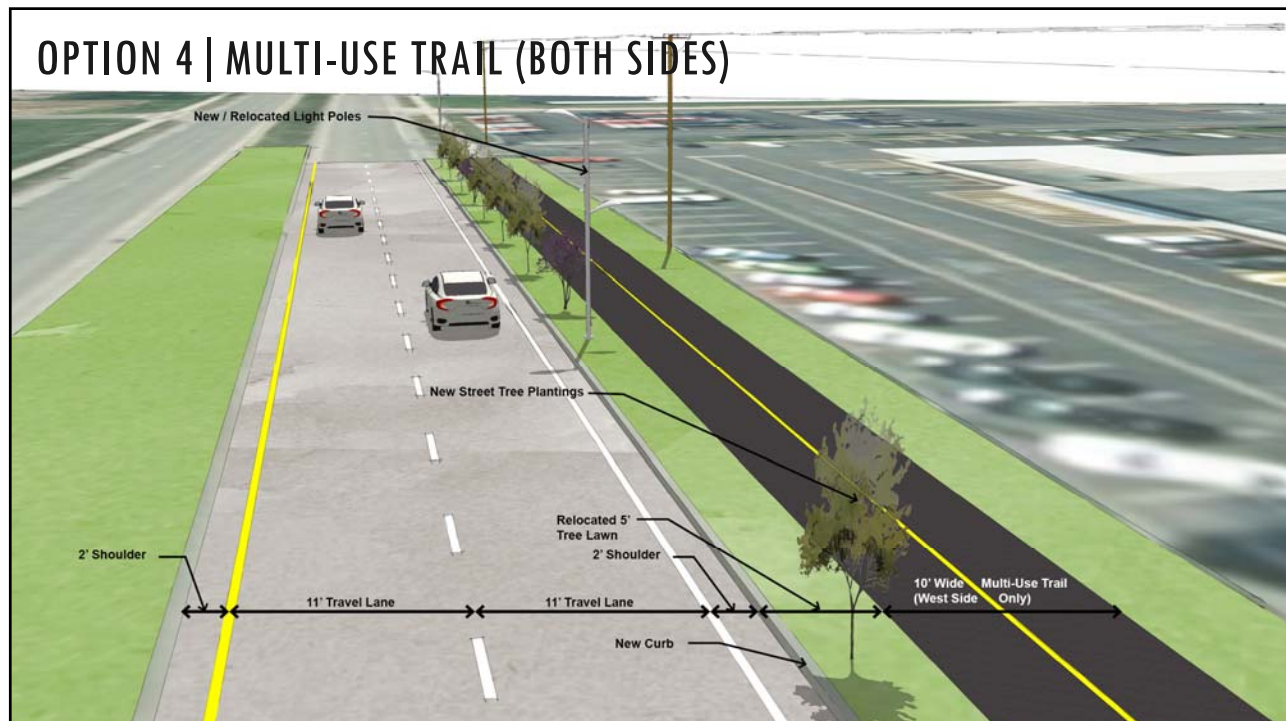
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ROUNDABOUT OPTIONS

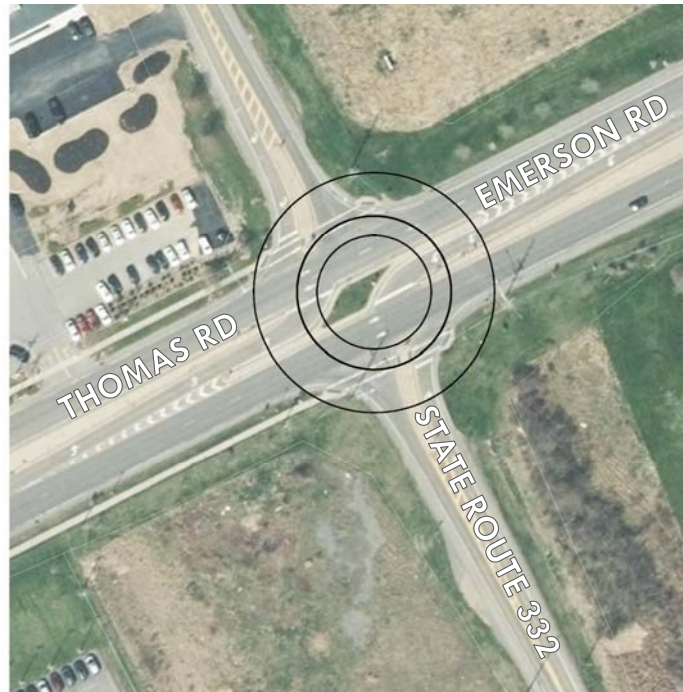
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POTENTIAL ROUNDABOUT LOCATIONS



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STATE ROUTE
332/EMERSON ROAD



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STATE ROUTE
332/AIRPORT ROAD



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STATE ROUTE
332/PARKSIDE DRIVE



61

STATE ROUTE
332/NORTH ST

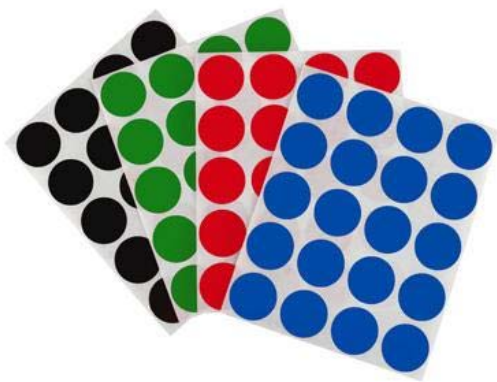


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63





TIME TO VOTE!




Using the stickers provided, place a dot next to your favorite concept for each of the focus areas!

64









WHAT IS YOUR PREFERRED FUTURE LAND USE PLAN?
Place a dot under your favorite concept


1 LIMITED CHANGE	2 MODERATE CHANGE	3 PROGRESSIVE MIXED-USE
		
		
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 Uptown Canandaigua
Mixed-Use Feasibility Study

65

HOW WOULD YOU LIKE TO SEE PARCEL DEVELOPED IN THE FUTURE?
Place a dot next to your favorite OPTION

		
OPTION 1 GREENSPACE / GOLF COURSE  		
OPTION 2 OFFICE/INDUSTRIAL MIX  		
OPTION 3 RESIDENTIAL   		

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66

WHAT IS YOUR PREFERRED BUILD OUT DENSITY FOR THE EAST SIDE DEVELOPMENT PARCEL?

Place a dot under your favorite **OPTION**

OPTION 1 | MIXED-USE WITH GREENSPACE



OPTION 2 | MIXED-USE WITH RESIDENTIAL



OPTION 3 | HIGH DENSITY MIXED-USE W/ NEIGHBORHOOD CTR



OPTION 4 | NONE OF THESE

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HOW WOULD YOU LIKE TO SEE FIRE HALL ROAD IMPROVED?

Place a dot next to your favorite **OPTION**

OPTION 1 | IN ROAD BIKE LANES, & SIDEWALKS



OPTION 2 | MULTI-USE TRAIL



OPTION 3 | MIXED-USE DEVELOPMENT & SIDEWALKS









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WHAT IS YOUR PREFERRED OPTION FOR DEVELOPMENT ON ROUTE 332?
Place a dot next to your favorite **OPTION**

CONTINUE DEVELOPMENT PATTERN  	
FOCUS ON INFILL DEVELOPMENT  	
INFILL AND NEW BUILD  	

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Mixed-Use Feasibility Study

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WHAT IS YOUR PREFERRED PED/BIKE OPTION FOR STATE ROUTE 332
Place a dot next to your favorite **OPTION**


OPTION 1 IN ROAD BIKE LANE (BOTH SIDES) 	
OPTION 2 GRADE SEPARATED BIKE LANE (BOTH SIDES) 	
OPTION 3 BIKE LANE ADJACENT TO SIDEWALK (BOTH SIDES) 	
OPTION 4 MULTI-USE TRAIL (WEST SIDE) 	

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Mixed-Use Feasibility Study

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WHAT IS YOUR PREFERRED BUILD OUT DENSITY FOR SOUTH OF THOMAS ROAD?
Place a dot under your favorite **OPTION**

OPTION 1 OPEN SPACE	OPTION 2 RESIDENTIAL	OPTION 3 MIXED-USE	OPTION 4 NONE OF THESE
			

 Uptown Canandaigua
Mixed-Use Feasibility Study

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Discussion

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NEXT STEPS

October

1

Prepare Preferred Development
Alternative

Phasing and Implementation
Strategy

November

2

Steering Committee #5

Draft Report



Town of Canandaigua

UPTOWN MIXED-USE CORRIDOR FEASIBILITY STUDY

Committee Meeting #5

December 19, 2018 @ 10:30 AM

MEETING SUMMARY

Kimberly Baptiste (Bergmann) welcomed attendees and thanked them for their attendance. Kimberly explained that prior to today's meeting, the committee was sent the draft Uptown Canandaigua Mixed-Use Feasibility Study. During this meeting, committee members were asked to pose questions and comments to the project team for clarification or revision. The committee provided constructive feedback for document revisions.

- North Street/North Road differentiation
- Existing land use map revisions
- Clarification on "walkable blocks"
- Discussion on two-lane roundabouts and pedestrian safety
- Improvements to North Street/Macedon Road intersection
- Complete Streets on North Road to connect to high school
- Dissolution of Complete Streets Team and revised policy in December 2018
- State Route 332 tree grooming and snow removal maintenance
- Potential gas line easement near Thomas Road

Next Steps

The meeting concluded at approximately 12:00 PM. Kimberly explained that the project team will be making revisions and a revised document will be circulated to the committee in January 2019. The project team will present the finalized study to the Town of Canandaigua Board for plan adoption. The meeting date is to be determined; however, it is anticipated that this meeting will be scheduled in February or March 2019.



sign-in

Uptown Canandaigua Mixed Use Feasibility Study

Steering Committee Meeting #5 | December 19, 2018

Please write your name, organization and email address

	NAME	ORGANIZATION	EMAIL
1	Sarah Reynolds	TOC	sreynolds@toc.org
2	OKSANA FULLER	TOC	LFEMc@RIT.EDU
3	TOM SCHWARTZ	TOC	MSCHWARTZ@ROCHESTER.PR.COM
4	Eric Cooper	TOC	ecooper@toc.org
5	Emily Palmboes	MPB Group	EPalmboes@MPBGroup.org
6	Gary Davis	TOC	gdp@rochester.rr.com
7	Lara Leon	NYSBT	Lara.Leon@clot.ny.gov
8	Jody Binnup	OTC	jbinni@Cgtempo.org
9	Karis Reynolds	Town Board	
10	Lalit N. Sharma	Landlord-Property owner	lalit2041@yahoo.com
11	Molly Gendriose		
12	Bob Miner	CDGA AIRPORT	ROBERT.MINER@CDGAIRPORT.NY.US
13.	Karen Dworaczyk	Town Chamber	karen.dworaczyk@insightovation.com
14.	Kandy Farnsworth	Randall Farnsworth Auto group	kfarnsworth123@gmail.com

	NAME	ORGANIZATION	EMAIL
13	Doug Howell	Town of Canandaigua	
14	Jeff Haines	Mission Commercial Realty	jah@missioncommercialrealty.com
15	Jim Fletcher	T/O Cdga	
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Town of Canandaigua

UPTOWN MIXED-USE CORRIDOR FEASIBILITY STUDY

Public Workshop #1

March 14, 2018 @ 6:30 PM

MEETING SUMMARY

Town Manager, Doug Finch, welcomed attendees and started the meeting by introducing the project. Kimberly Baptiste (Bergmann) introduced the project team and steering committee members. A list of all meeting attendees is attached.

Presentation

Kimberly began a presentation (please see attached for additional detail), highlighting the following:

- Project Overview
- Study Area
- Project Components
- Project Webpage

Samantha Herberger (Bergmann) initiated a brief discussion surrounding the analysis that has been conducted thus far by the project team. Ms. Herberger reviewed the key physical characteristic findings of the Uptown area, including both challenges and opportunities for the area.

Michael N'dolo (Camoin Associates) provided an overview his companies role on the project, which includes the market analysis portion of the study. He provided an abbreviated explanation of the tourism analysis conducted for the Uptown area to give attendees a picture of the existing assets within and around the Uptown area.

Ms. Baptiste wrapped up the formal presentation and started the visioning exercise for community members. Ms. Baptiste explained that community participation is a major component of this study and will help guide the project team and Town toward a vision for the future of the Uptown area.

The visioning exercise involved the participants to answer three questions with one word answers. These questions included:

1. In a word, how would you describe the Uptown corridor to someone who has never been here?
2. In a word, what aspect of the corridor's physical form would you like to see change?



3. In a word, how would you like to describe the Uptown corridor in 10 years?

Participants were given large post-it notes to write down their one word answers. The results are listed below:

In a word, how would you describe the Uptown corridor to someone who has never been here?

Strip	Drab
Commercial (x3)	Unfinished
Auto-Dealer (x3)	Why
Traffic	Varied
Cars (x2)	Scattered
Rural	Welcoming
Vacant	Potential
Empty	Access Limited

In a word, what aspect of the corridor's physical form would you like to see change?

Aesthetic	Destination
Trees (x2)	332 (x2)
Landscaping (x2)	Streets
Flat	Connections
Inconsistency	Traffic (x2)
Buildings	Parking Lots
Mixed-Use	Block Sizes aka Road Layout
Strip	Waterfront
Porch	

In a word, how would you like to describe the Uptown corridor in 10 years?

Neighborhood	Spot
Community	Welcoming (x2)
Saratoga	Charming
Gateway	Appealing
Variety	Theme
Unique	Intentional
Tourism	Successful
Developed	Vibrant (x2)
Energetic	Cleanrooms



Next Steps

The meeting concluded at approximately 8:00 PM. Kimberly noted the project team will be working on refining the analysis throughout the next few weeks and begin preparing the corridor recommendations. She urged participants to stay involved in the process and join us for our next public workshop to help guide the study for their community (a specific day and time TBD). The next steering committee meeting is taking place on March 15th.

sign-in

Uptown Canandaigua Mixed-Use Feasibility Study

Public Workshop #1 | March 14, 2018

Please write your name, organization and email address

	NAME	ORGANIZATION	EMAIL
1	George Matthaler	TOC	
2	Mike Yager	CDGA 2020	
3	Dennis Brewer	Town CDGA	
4	Debra Fuller	CDGA	
5	Michael Niddle	Canoin Assoc	michael@canoinassoc.org
6	Judy DiRocco	C.I.C	
7	Kenne Brubaker	MRB	
8	Joe Rose	-	-
9	JOHN HICKS	MCF-JOHNSON	
10	Keith Brewer		Keith.Hil@frontier.com
11	Benny Sauer	Mission Commercial	gynne@missioncommercial.org
12	Jay Horse	Mission Commercial	jay@missioncommercial.org



sign-in

Uptown Canandaigua Mixed-Use Feasibility Study

Public Workshop #1 | March 14, 2018

Please write your name, organization and email address

	NAME	ORGANIZATION	EMAIL
1	Richard Krebs		
2	Michelle Albrecht		malbrecht6@icloud.com
3	Debby McNaughton		debby.mcnaughton@gmail.com
4	Jody Binnix	GTC	jbinrix@tempmail.com
5	Mark & Emma Welch	M. Welch & Welch -	
6			
7			
8			
9			
10			
11			
12			



UPTOWN CANANDAIGUA STUDY PUBLIC WORKSHOP #1

March 14, 2018
6:30 PM

1

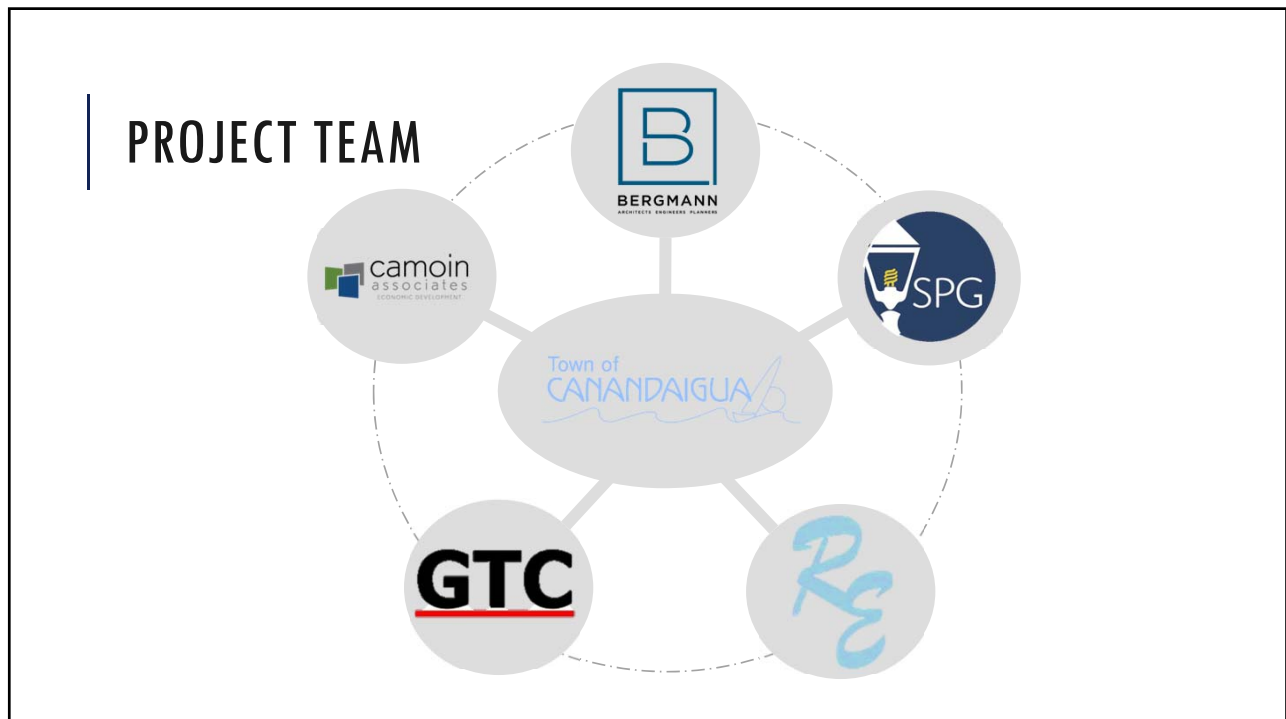
AGENDA

- Welcome and Opening Remarks
- Project Overview
- Preliminary Findings
- Emerging Themes
- Visioning Exercise
- Next Steps

2



3



4

STUDY AREA

- Route 332 is central corridor
- Boundary extends from Campus Drive to North Street



5

KEY PROJECT ELEMENTS

①



Community Engagement

②



Existing Conditions

③



Needs Assessment

④

Recommendations/
Alternatives

⑤



Final Document

6

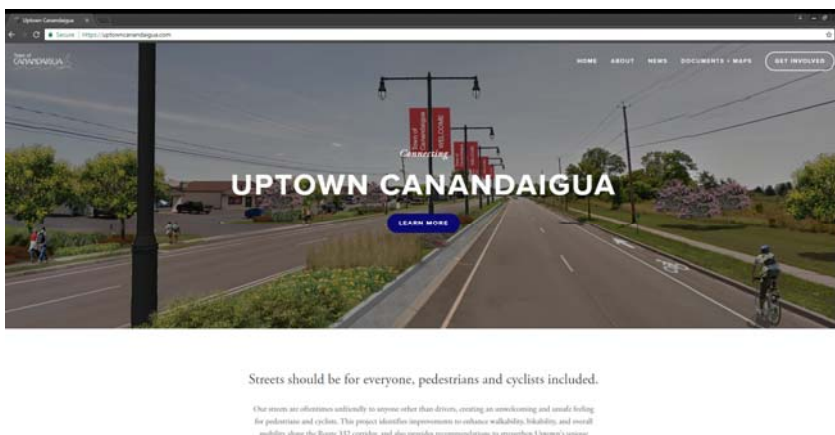
COMMUNITY ENGAGEMENT



- Stakeholder meetings
- Public Design Workshop
- Experiential Engagement
- Fun, Interactive, Informative

7

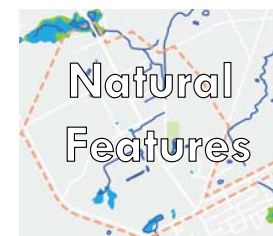
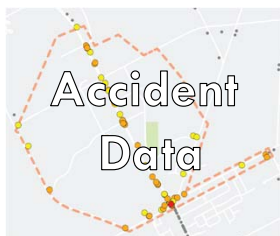
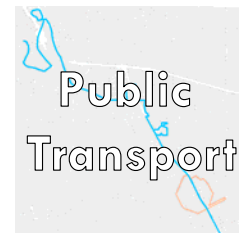
UPTOWN CANANDAIGUA WEBPAGE!



- Stay up to date on project findings and future engagement opportunities
- Ready for launch at the end of March
- [UPTOWNCANANDAIGUA.COM](https://uptowncanandaigua.com)

8

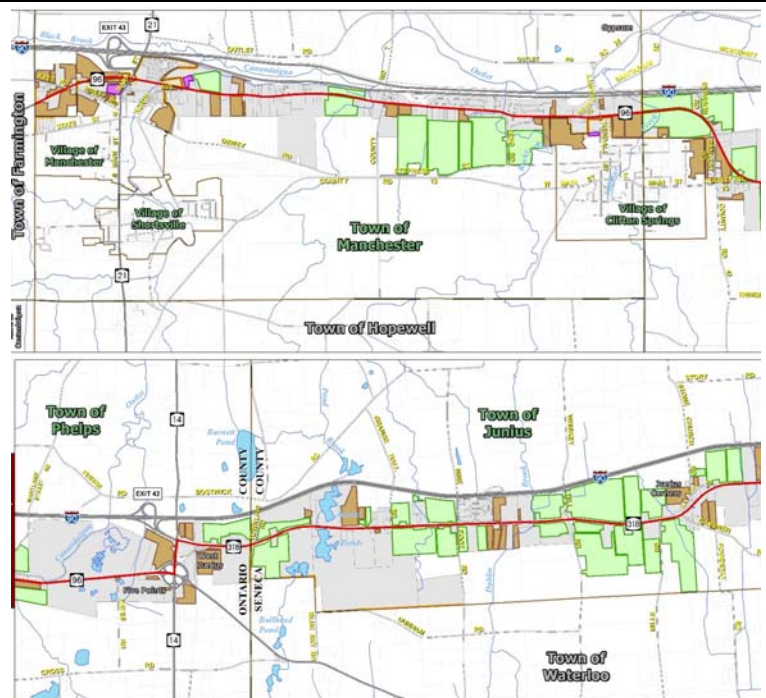
EXISTING CONDITIONS AND NEEDS ASSESSMENT



9

ALTERNATIVES

- Identification of future land patterns, circulation and transportation networks



10

ALTERNATIVES

- Model various alternatives based on transportation network improvements
- Identify preferred alternative



11

IMPLEMENTATION STRATEGY

Objective A: Ensure the transportation network promotes economic development, is consistent with smart-growth policies, and enhances the overall quality of life in the county.

(Note: maintenance, jurisdictional, and shared service issues are further addressed in the Regional Coordination policy area, trails are addressed in the Tourism and Recreation policy area.)

#	Action Item	Originating from or Consistent With*					Time Frame	High Priority	Potential Partners	Implementation		Completed	Notes
		Comp Plan	CEOS	Blue	Black	Maple				Funding Resources/Strategies			
1	Inventory, evaluate, and plan for the improvement of roadside shoulders, pullouts, and parking areas used for rest stops, scenic views, hunting areas, and access to recreational facilities (trails, waterways, picnic areas, historic sites, etc.).			✓	✓	✓	Short-term		County Highway Dept., local highway depts., NYSDOT, NYSDOT	County staff coordinates or executes inventory and analysis, pursue funding via the Transportation Enhancements Program			
2	Support NYSDOT and local government efforts to enhance safety in hamlets and villages through traffic calming techniques.				✓	✓	On-going		Local government officials, County Highway Dept., NYSDOT	NYSDOT Transportation Enhancements Program, National Trust's Main Street program			
3	Encourage and support NYSDOT's "context sensitive design" and the application of smart-growth principles in all infrastructure projects.				✓	✓	On-going		Local government officials, County Highway Dept., NYSDOT	N/A			
4	Support efforts to upgrade the railroad bed and tracks between Carthage and Newton Falls, including a stretch through Northern Lewis County.		✓				On-going		Lewis County IDA, Genesee Valley Transportation, NYSDOT	NYSDOT Transportation Enhancements Program			Important asset for HDK Wood Products (Harrisville) and Newton Falls Fine Paper (Newton Falls).
5	Continue to support the stabilization and improvement of the rail line between Lyons Falls and Utica.		✓				On-going		NYSDOT, Genesee Valley Transportation				
6	Continue coordinating transportation efforts as recommended in the County Coordinated Transportation Plan. The Plan should be reviewed and updated within the next five years.	✓					Short-term	X	County Dept. of Economic Development and Planning, NYSDOT, County Highway Dept., other county departments				
7	Support local efforts to change state legislation, which would limit towns' responsibilities for maintenance on low volume and minimum maintenance roads.	✓					On-going		Tug Hill Commission, town highway depts., Farm Bureau, Nature Conservancy	N/A			Investigate how this may impact access to forest lands.
8	Encourage all municipalities to develop a long-range plan for maintenance and improvements to roads and bridges.	✓					Short-term	X	County Highway Dept., local highway depts.				Supported in the Lewis County Highway Study from 1983. This initiative should result in operational efficiencies and coordinated investment.
9	Encourage all municipal entities to create capital budgets to optimize equipment replacement and purchasing.	✓					Short-term	X	County Highway Dept., local highway depts., County Dept. of Economic Development and Planning				Supported in the Lewis County Highway Study from 1983. The exercise should investigate alternative methods of purchasing, i.e. leasing, cooperative purchasing, standardization, sub-contracting, private financing, etc.

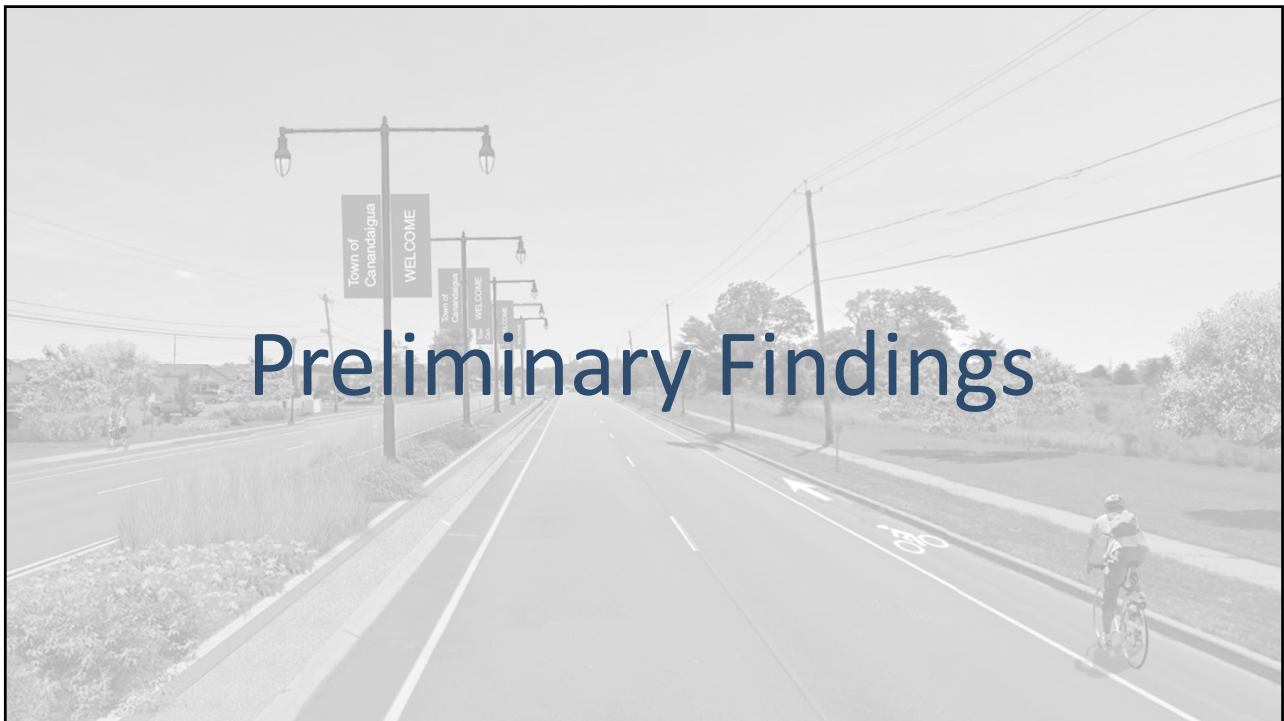
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FINAL DOCUMENT



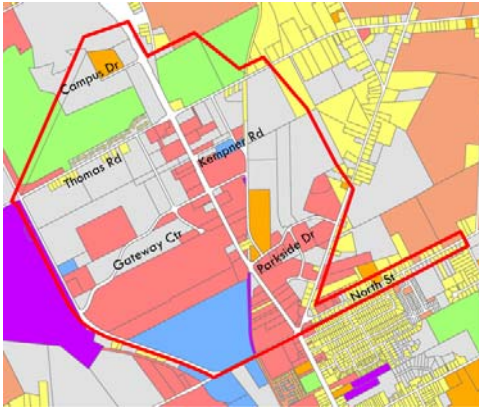
13

Preliminary Findings



14

DIVERSE LAND USE



Commercial



Industrial



Multi- Family Residential

15

ABUNDANT RECREATIONAL SPACE



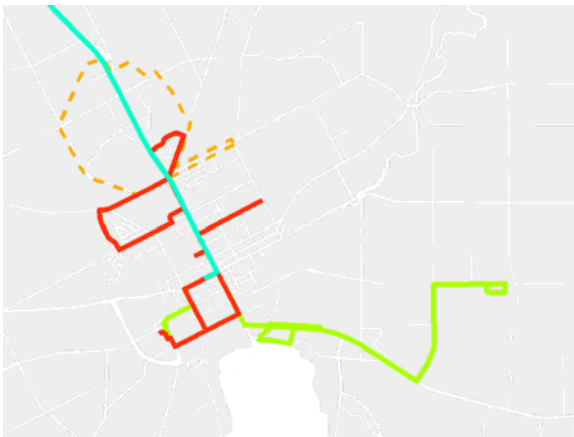
16

VARYING/INCONSISTENT BUILDING DESIGN



17

LIMITED MULTI-MODAL OPTIONS

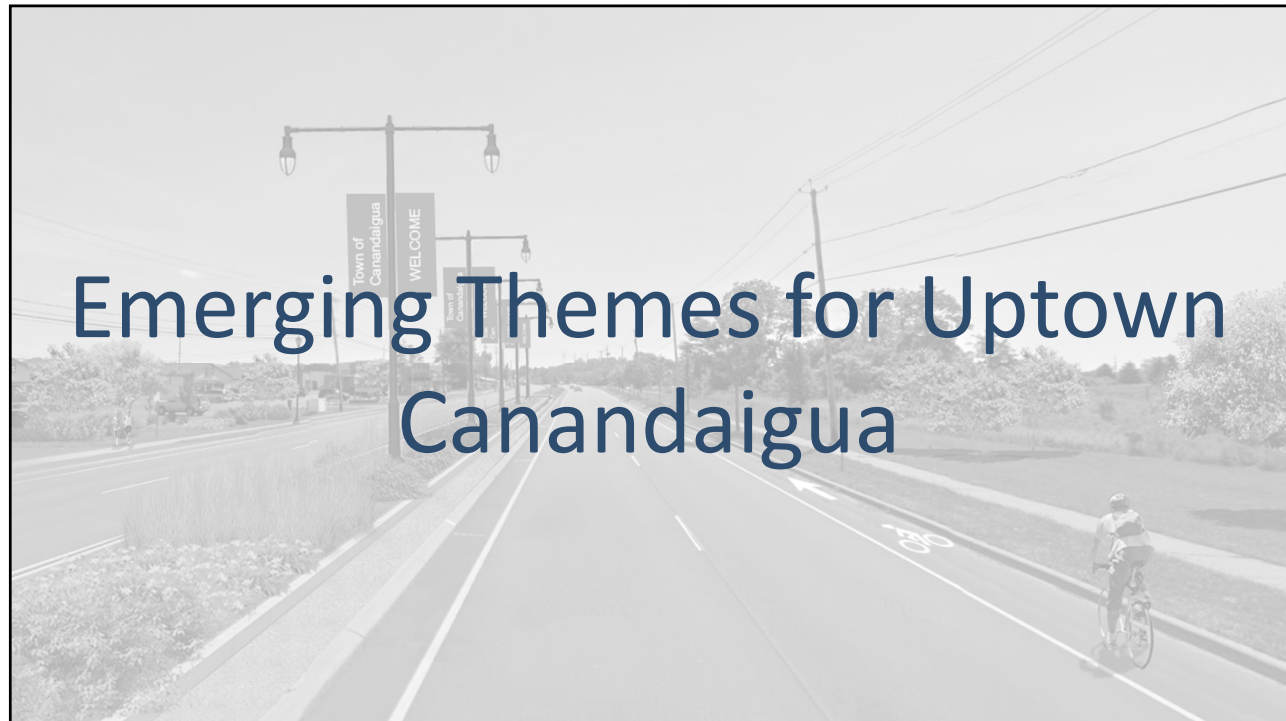


Public Transportation



Sidewalks/Walking Trails

18



19



PRESERVATION

- Support agriculture industry
- Preserve priority farmland
- Preserve viewsheds and open space



PLACEMAKING

- Create a sense of place in Uptown
- Enhance identity/character
- Improve parks and recreational trail connections and access

20



COMPLETE STREETS

- Increase mobility options for residents/visitors
- Improve on-street conditions and connections for pedestrians/bicyclists



ECONOMIC DEVELOPMENT

- Support a diverse and sustainable tax base
- Maximize opportunities for large and small scale commercial development
- Support residential growth for all ages/income levels

21



22

TOURISM ASSET INVENTORY



Natural

- Canandaigua Lake
- Canandaigua Yacht Club
- Canandaigua City Pier
- Richard P. Outhouse Memorial Park
- Blue Heron Park*
- Kershaw Park
- Canandaigua Lake State Marine Park
- Squaw Park



Recreation

- Bristol Mountain Ski Resort
- Roseland Waterpark
- CMAC Performing Arts Center
- CenterPointe Golf Club*
- Canandaigua Sports Club*



Historic/Cultural

- Granger Homestead
- Sonnenberg Gardens and Mansion State Historic Park

* Located in the Uptown Corridor

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TOURISM ASSET INVENTORY



Retail

- Roseland Center
- Unique Toy Shop
- Sweet Expressions
- Cheshire Union Gift Shop & Center
- Various specialty shops
- Various car dealerships



Restaurants

- The Shore Restaurant
- Eric's Office Restaurant
- Simply Crepes Café
- Upstairs Bistro
- Casa DE Pasta
- Rheinblick German Restaurant
- Tom Wahl's Restaurant*
- Marci's Deli & Cage




Accommodations

- Holiday Inn Express Canandaigua
- Finger Lakes Lodge
- Lovely Lakeside Lodge
- 1837 Cobblestone Cottage Bed & Breakfast
- Sutherland House Victorian Bed & Breakfast
- The Inn on the Lake
- 1840 Inn on the Main Bed & Breakfast

* Located in the Uptown Corridor

24



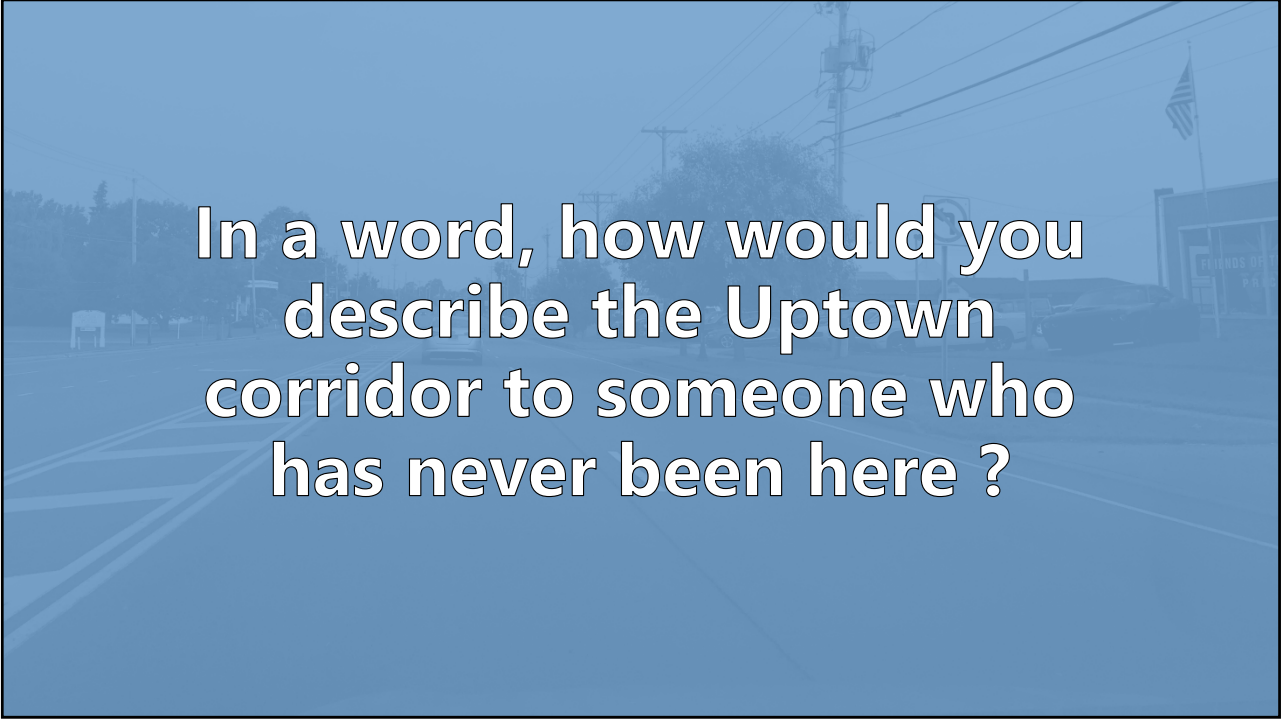
RECENT TOURISM-RELATED DEVELOPMENT

- Steamboat Landing Project
- Canandaigua Inn on the Lake Renovations
- Mixed use development in Victor, NY

25

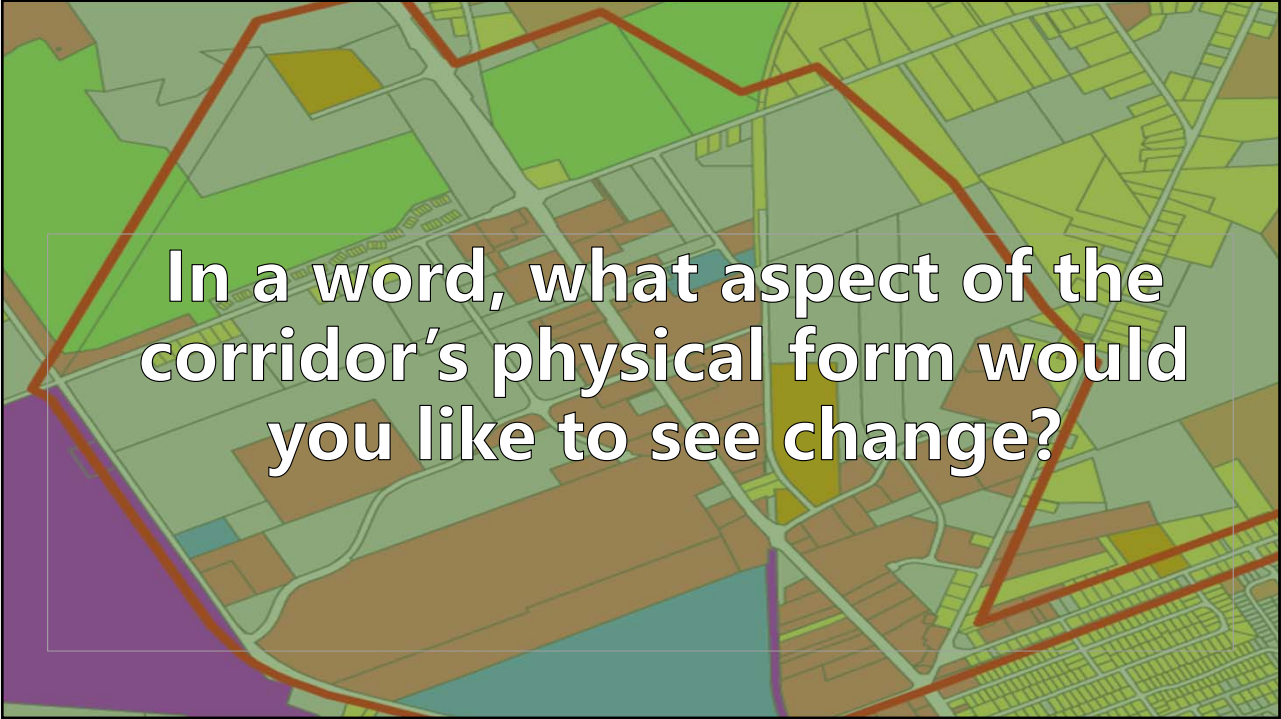


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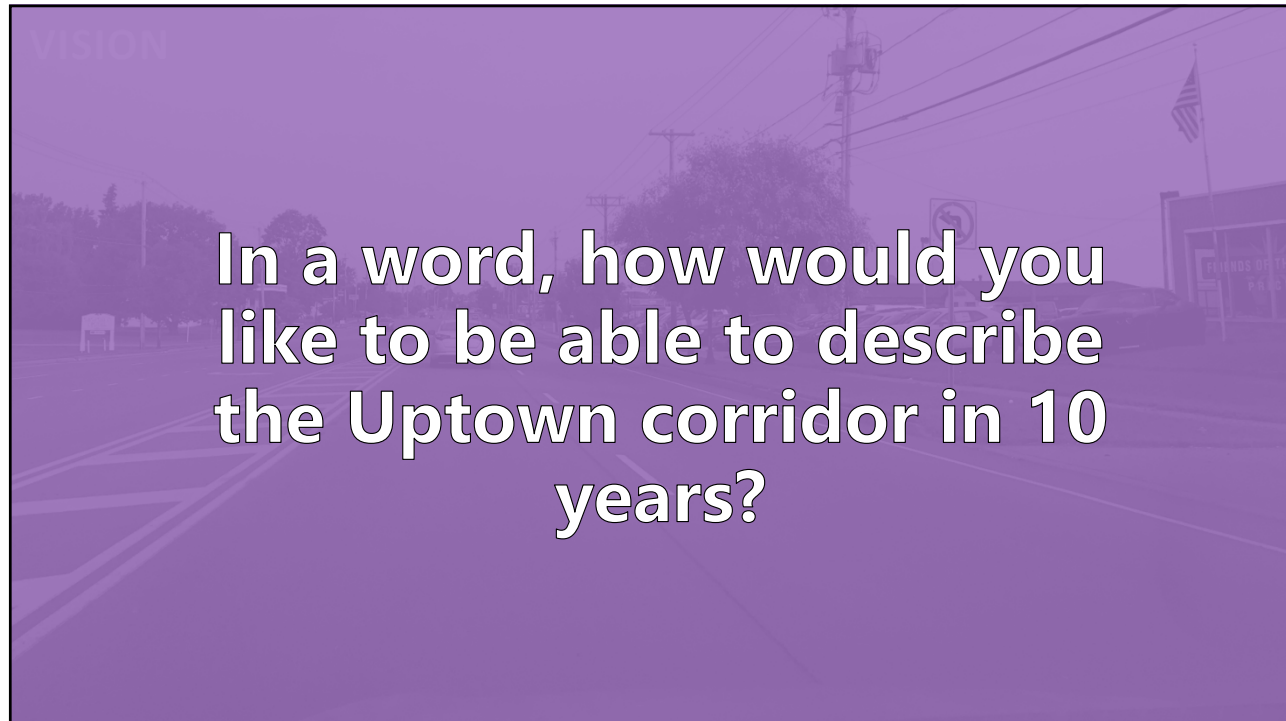
In a word, how would you describe the Uptown corridor to someone who has never been here ?

27



In a word, what aspect of the corridor's physical form would you like to see change?

28

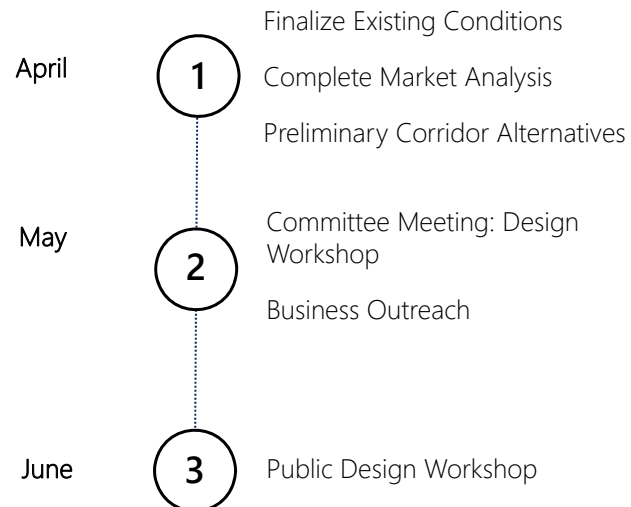


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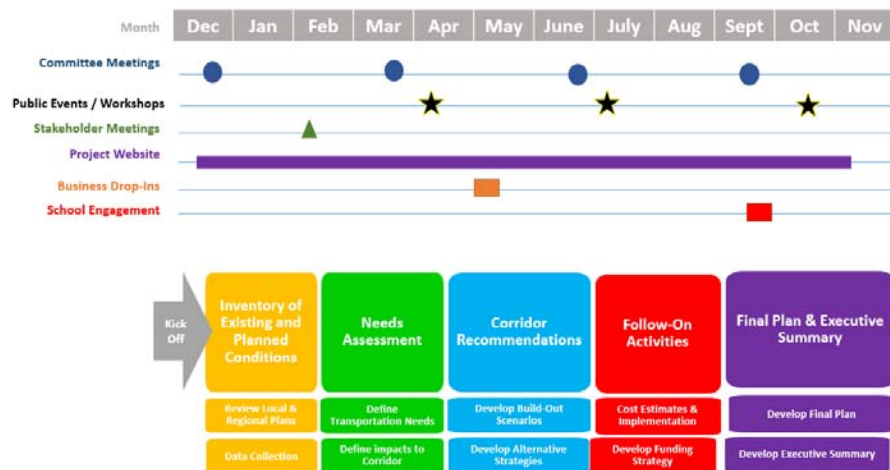
30

NEXT STEPS



31

PROJECT SCHEDULE



32

NEED FOR INCREASED WAY-FINDING SIGNAGE



Key Destinations



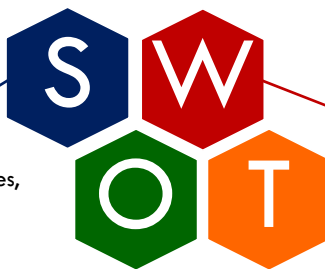
Existing Signage Locations

33

SWOT ANALYSIS

Strengths

- Canandaigua Lake
- Pactiv Corp, Akoustis Technologies, car dealerships
- 30 minutes outside Rochester
- Canandaigua Airport
- Proximity to Wine Trail and Finger Lakes attractions
- Strong restaurant industry
- Traffic of Route 332 supports drive thru businesses



Weaknesses

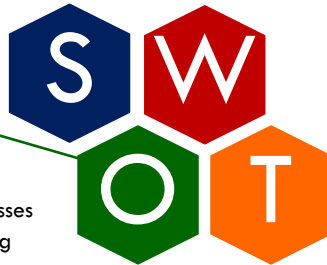
- Viewed as busy commercial area filled with cars and traffic
- Poor connection between City and the Uptown Corridor
- Low pedestrian connectivity
- Low density
- Obstacles to private developers

34

SWOT ANALYSIS

Opportunities

- Attractive and productive destination for tourism and businesses
- Increase collaboration among businesses
- Create a sense of place by enhancing identity/character of the area
- Multi-modal options and signage
- Zone and encourage dense, walkable developments
- Potential large development for residential and multi-use buildings
- Demand for veterans housing and self-storage
- Potential expansion of UR Thompson Hospital
- Potential to develop three adjacent parcels totaling 100 acres with upgraded sewer



Threats

- Most developable land will be used by non-contributing users
- Lost opportunity to capture growth
- Development patterns will solidify non-walkable suburban grown style pattern

Town of Canandaigua

UPTOWN MIXED-USE CORRIDOR FEASIBILITY STUDY

Walking Tour and Public Workshop #2

July 14, 2018 @ 4:00 PM

MEETING SUMMARY

The public engagement strategy for this event involved two components; a walking tour and a public workshop. The following details the resulting discussions, ideas and outcomes.

Walking Tour

The Project Team led a walking tour within the Uptown Canandaigua Corridor. Participants gathered at Blue Heron Park and traveled to five stops throughout the 1.5-mile walk. Discussion at each of the stops included the following:

- **Stop 1 | Mixed-Use Development:** Participants stopped at the Aroline Road/Fire Hall Road intersection. At this location participants discussed the following:
 - Fast driving cars
 - No posted speed limits
 - Potential for road diet to include complete street improvements (addition of bicycle lanes)
 - Utilizing vacant land (back portions of commercial land) to transition development from State Route 332 to Fire Hall Road
 - Potential to develop vacant parcel as a mixed-use development. Primarily residential development with supporting commercial/office space
 - Participants want to ensure agriculture protection
 - Sewer pump station across the street was recently upgraded. New development is encouraged.
- **Stop 2 | Gateway Improvements:** Participants stopped at the Aroline Road/State Route 332 intersection for a discussion:
 - Loud, fast driving traffic
 - Limited pedestrian connectivity/ no destinations to walk to
 - Potential to build closer to the street as a visual cue to slow drivers
 - 30 seconds to cross State Route 332 (fairly comfortable to cross in that amount of time)



- Town of Canandaigua responsible for the maintenance of street medians
 - Potential to infill vacant parcels with 2-3 story buildings
 - Addition of landscaping (street trees) is needed.
 - Underground utilities preferred; however, acknowledgement that this is a long-term goal because of cost
 - School district applied for left hand turn lane from Airport Road to State Route 332 that was denied by NYS DOT.
- **Stop 3 | Industrial Preferences:** Participants stopped in front of the Pactiv Corporation entrance on Sommers Drive.
 - Expansion of airport will play a large role in the development of this section of Uptown in the future
 - The airport is a major reason Akoustis resides in Canandaigua
 - Additional business and office space can be developed in this section of Uptown
 - Campus Drive is outfitted with water, sewer, gas
- **Stop 4 | Streetscape Preferences:** Participants stopped on State Route 332 to discuss streetscape amenities for the corridor:
 - Street benches, lighting, and bicycle lanes could make the roadway more inclusive
 - Traffic is loud and fast moving
 - Bus stops are very limited in the area
- **Stop 5 | Intersection Enhancements:** Participants crossed State Route 332 at Parkside Drive.
 - Office space exists on east side of State Route 332; however, it is difficult for employees to cross the street to buy lunch because of the lack of pedestrian amenities
 - More visible crosswalks/medians may help pedestrians feel safer
 - Proposal for joint Town/City fire station

Public Workshop

The public workshop took place in the Liberty Apartments Community Building. Town Manager, Doug Finch, welcomed attendees and started the meeting by introducing the project and progress to date. A list of all meeting attendees is attached.

Kimberly Baptiste began a presentation (please see attached for additional detail), highlighting the following:

- Project Overview/Study Area
- Public Participation
- Existing Conditions and Market Opportunities
- Future Design Considerations
- Public Workshop
- Next Steps



Kimberly presented three future design consideration renderings for the participants to comment on. Their responses are summarized below:

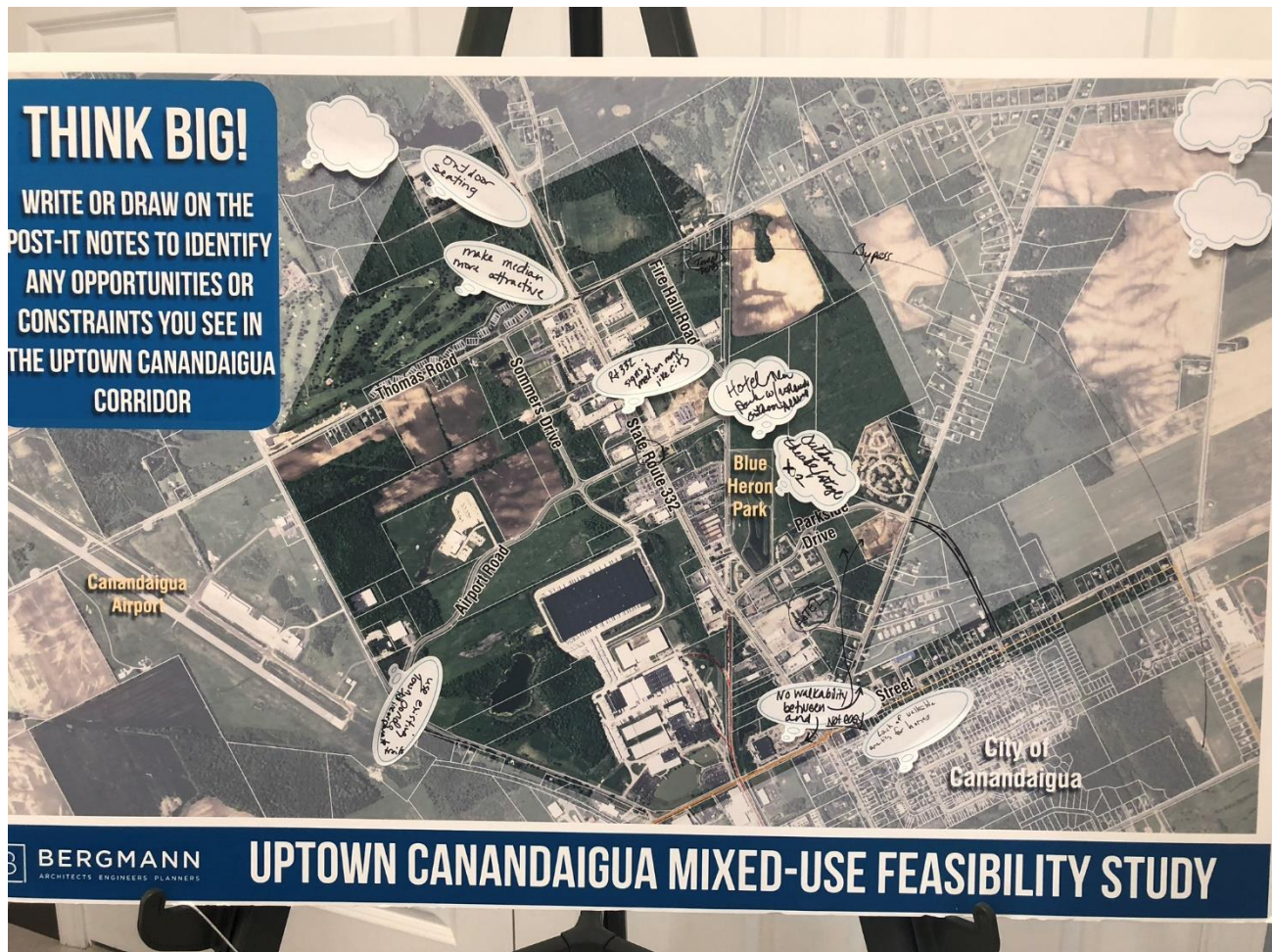
- Intersection Transformation:
 - Addition of designated crosswalks and street trees makes the street feel more comfortable
 - Decorative poles are a characteristic touch
 - Underground utilities clean up the street
- Corridor Transformation:
 - The addition of the buildings on the street add a sense of closure, but do not like the building height (maybe two to three stories for State Route 332)
 - Traffic calming elements, such as the medians are preferred
- Kepner Road Rendering:
 - Car dealerships would not appreciate building space as it would take away area for displaying cars
 - Additional breaks in the building façade would be preferred
 - Electrical poles are unappealing
 - Side note: Village of Williamsville, NY is transitioning to more virtual car displays, therefore they do not need as much street frontage
 - Additional greenspace and landscaping is needed
- Aroline Road/State Route 332 Rendering:
 - Building massing is too dense for this corner
 - Varying building height size is preferred, rather than the consistent three-stories shown
 - Possibility to place two-story buildings on State Route 332 and heighten to three-stories closer to Fire Hall Road

Ms. Baptiste started the interactive workshop for community members to participate in. The workshop included eight boards with various activities. The boards and their results are presented below:



1. Think Big Mapping

Participants were asked to use the study area map to depict their large ideas for the future of Uptown Canandaigua. In this exercise, money/funding is not a factor meaning that any idea they have is feasible for development.



Participants expressed the following ideas:

- Outdoor seating at Akoustis Technologies
- Beautifying the State Route 332 median
- Improving signage
- Outdoor theatre/stage at Blue Heron Park
- Hotel and outdoor venue near Blue Heron Park
- Utilization of existing Town wetlands to create additional trails
- Increase pedestrian connectivity for nearby residents

2. Streetscape Preferences

Participants were asked to utilize image stickers to select the type of pedestrian amenities they would like to see in Uptown.



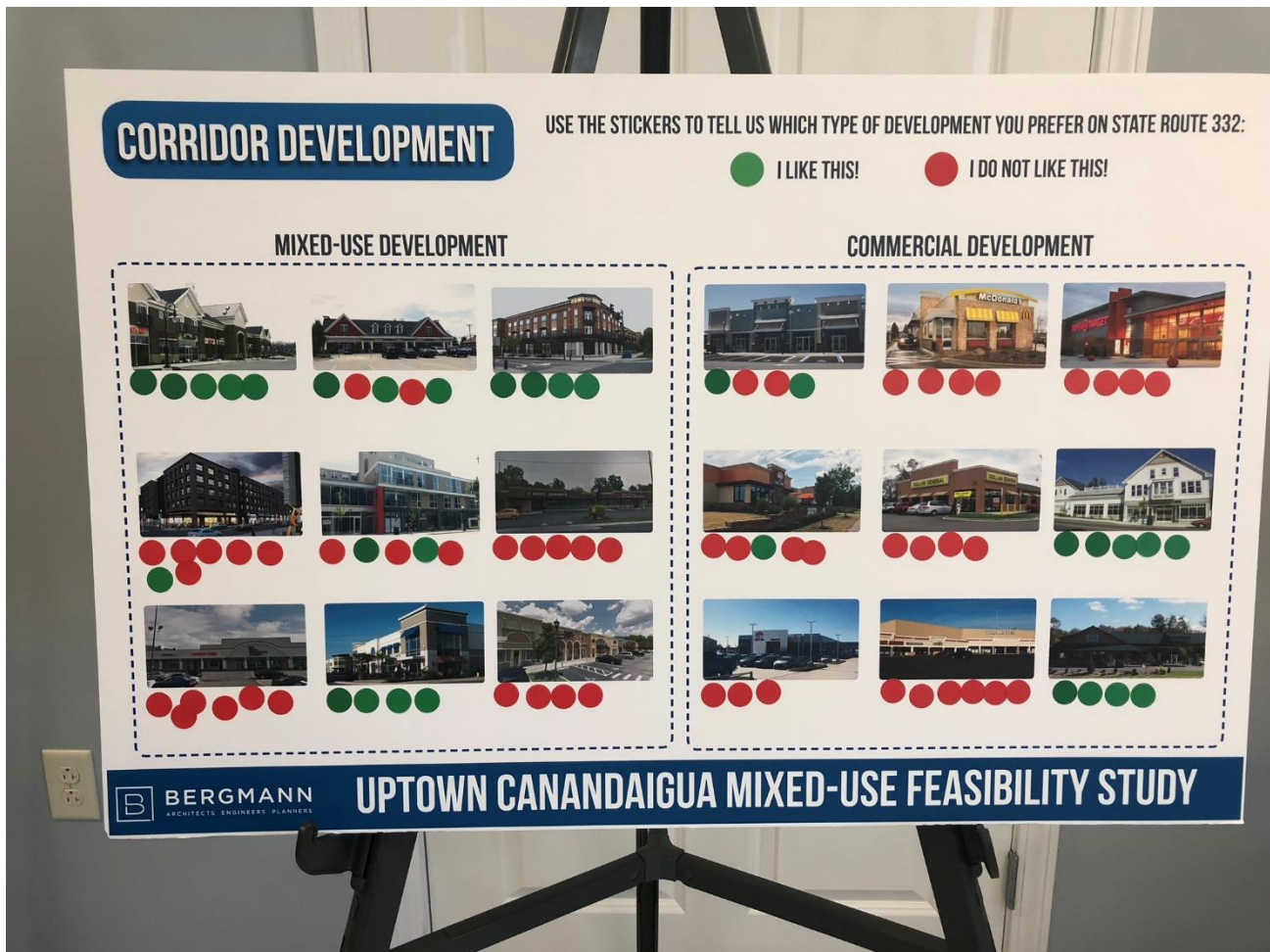
Selected features include:

- Designated crosswalks (enhanced striping and visibility)
- Enhanced sidewalks
- Increased lighting
- Outdoor seating
- Trash Receptacles
- Bus stops
- Designated bicycle lanes and bike racks
- Potted plants/hanging baskets
- Increased landscaping along roadway
- Branded signage (banners)
- Wayfinding signage



3. Corridor Development

This board was specific to the Route 332 corridor. Participants were asked to identify (with green and red stickers) their preferences on building types/styles for both mixed-use and commercial development.

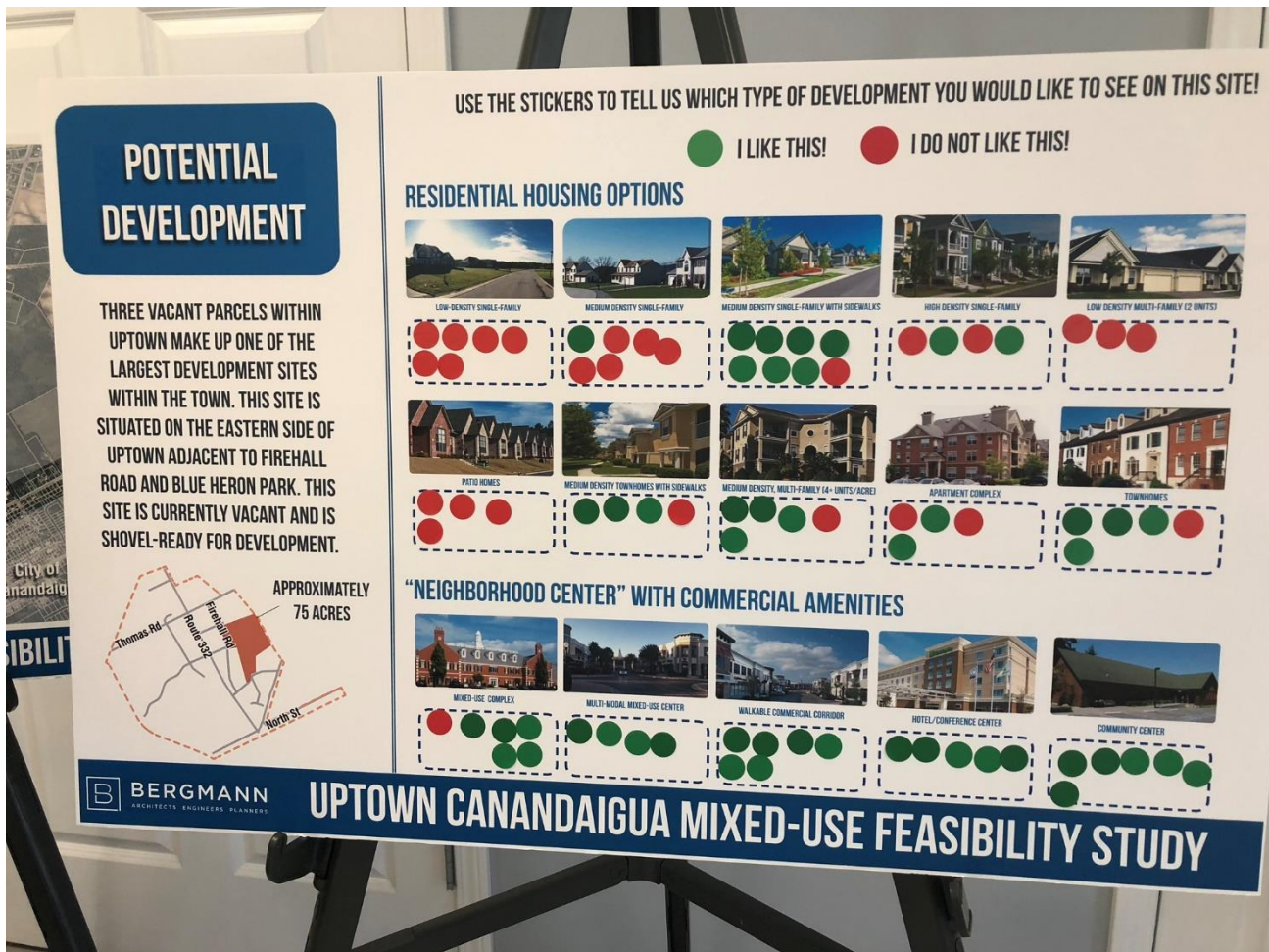


Generally, it is very evident which type of development preferences residents prefer for the State Route 332 corridor. For mixed-use development, participants do not like single story buildings that are set back from the street with parking in front or five-story buildings. Participants do like two- to three-story buildings with architectural detailing and window treatments.

For commercial development, participants do not like single story buildings with minimal architectural detail, large parking lots, car dealerships, or big box stores. Participants selected one- to two-story buildings with rural, country architectural detailing and character.

4. Potential Development

This board was specifically focused on a large vacant site on the eastern portion of the study area. Participants were asked to identify their preferences on the type of residential options/density and neighborhood centers.

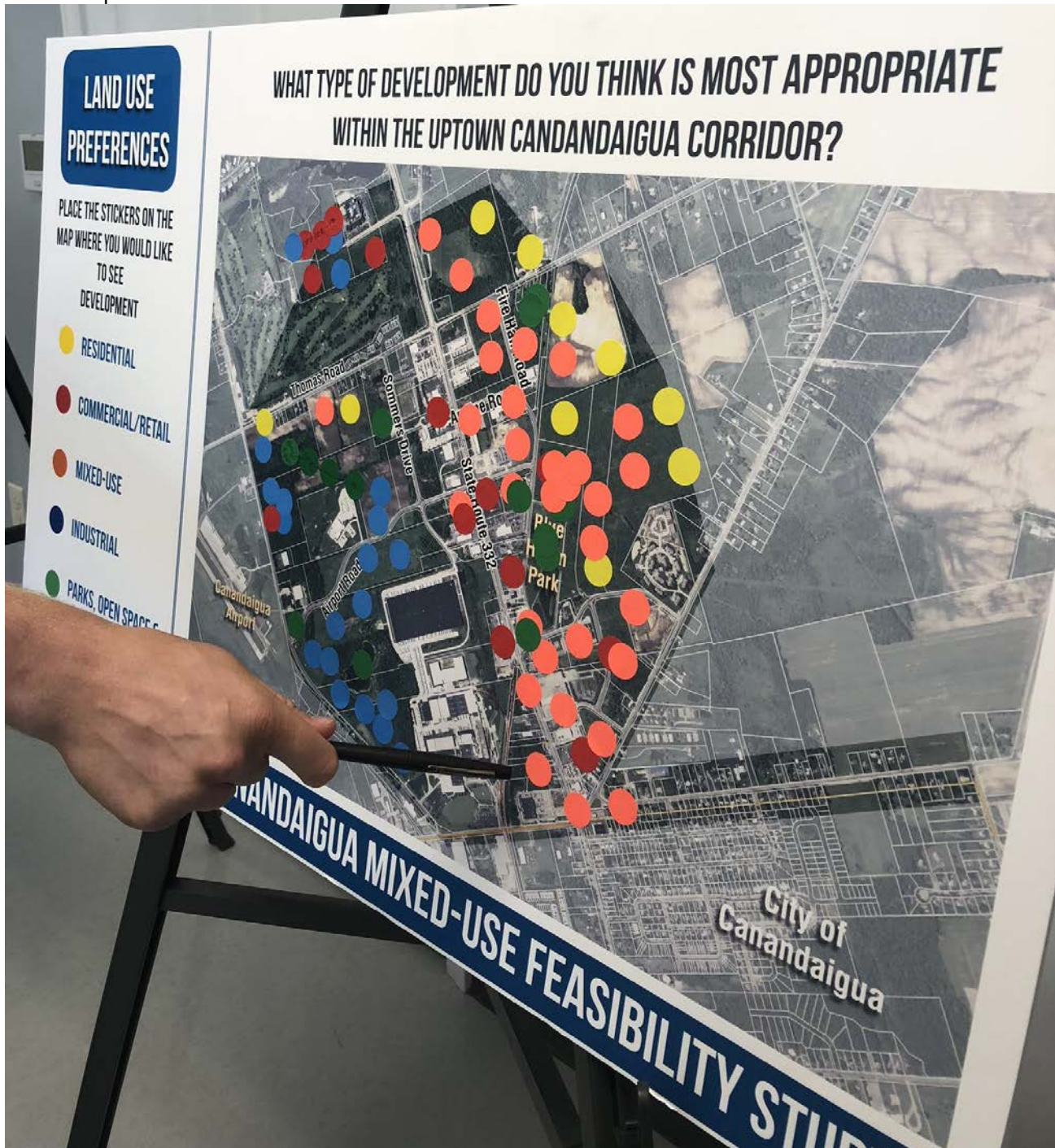


Participants do not support low- or medium- density single family, patio homes, or low density multi-family (2 units) residential development. The most supported residential development included medium density single family homes with sidewalks, medium density townhomes with sidewalks and high-density townhomes.

Generally, participants are privy to the idea of the creation of a neighborhood center with commercial amenities that includes walkability. A hotel/conference center, multi-modal mixed-use center and community center were all well-liked by the participants.

5. Land Use Preferences

Participants were asked to use color-coded stickers to identify preferred locations for specific types of development.



The results from this exercise are encouraging as there was consensus on where specific types of development should be located. Participants located the western portion of the study area for



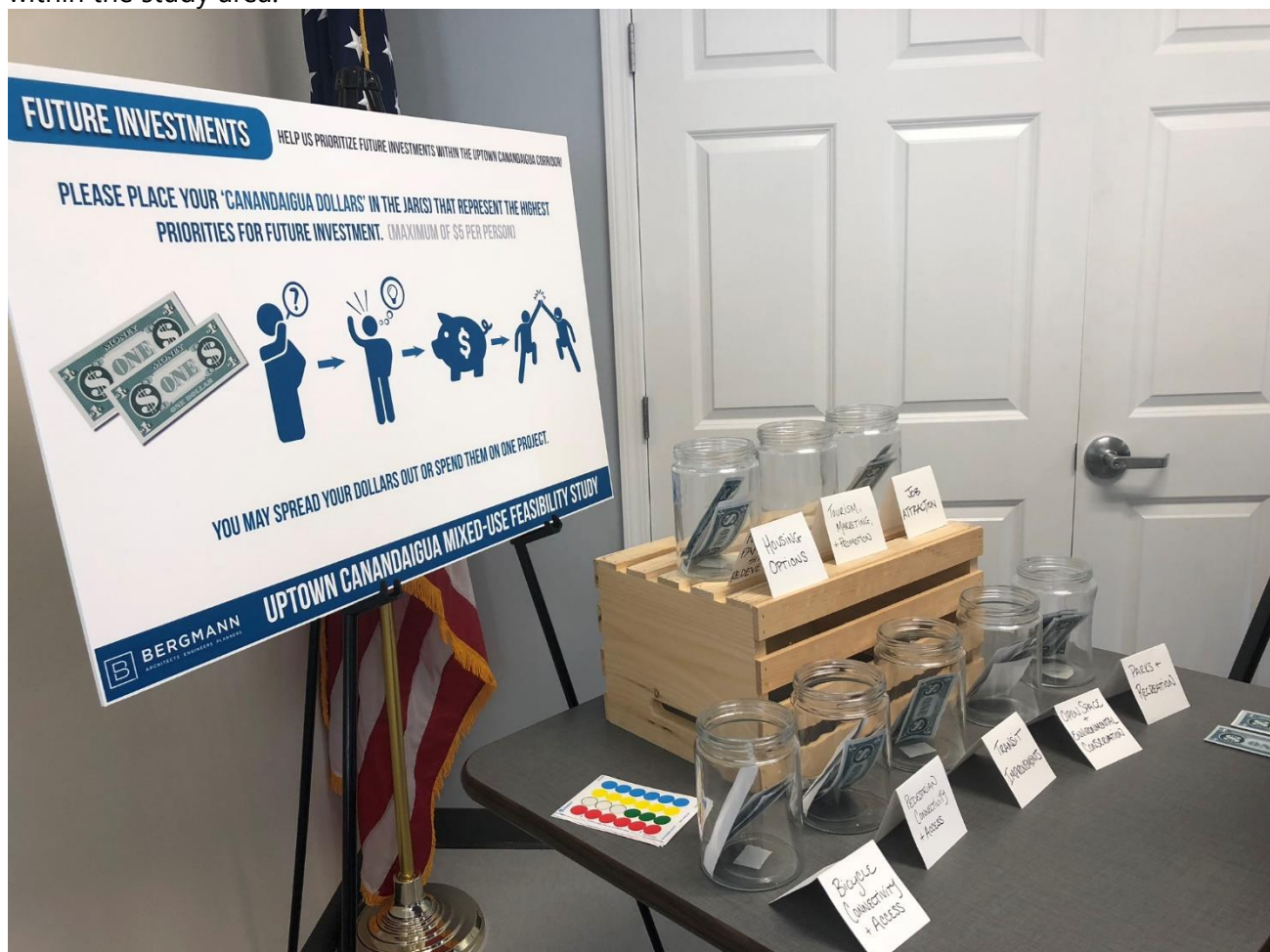
industrial development around the existing Pactiv Corporation site. Additional office space and industrial development was indicated around Akoustis.

While there is some mixed-use/commercial development identified along State Route 332, much of the eastern portion of the study area was identified for increased mixed-use and residential development. The vision for this section of Uptown is to transition higher density mixed-use and residential development outward from State Route 332.

Additionally, expanded opportunities for park and open space was identified adjacent to Blue Heron Park, near Fire Hall Road, and a potential walking trail near Thomas Road on an existing gas line.

6. Future Investment

Participants were asked to utilize five “Canandaigua Dollars” to prioritize the expense of public funds within the study area.



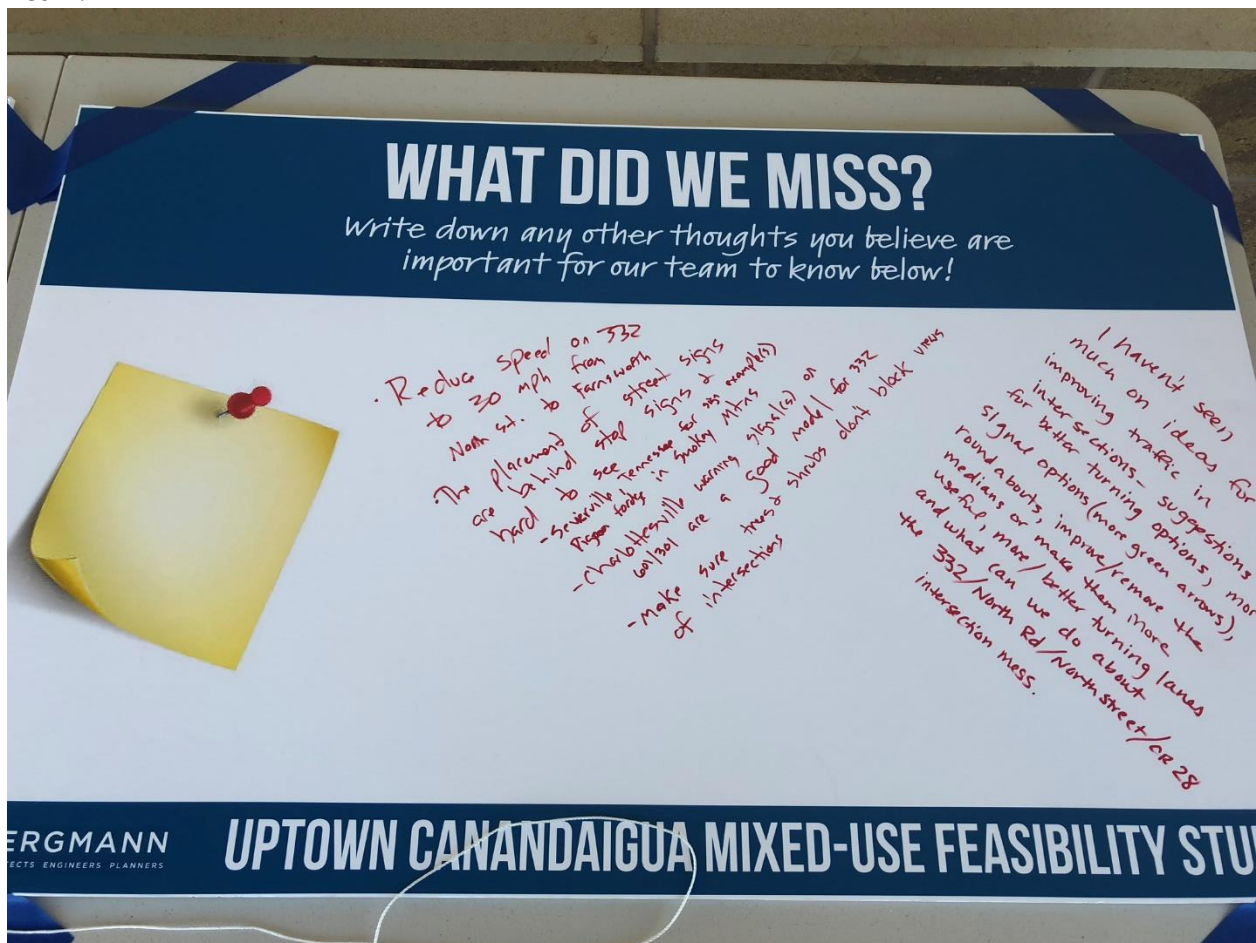


The following outlines the results from this exercise:

- Bicycle Connectivity and Access - \$6
- Pedestrian Connectivity and Access - \$11
- Transit Improvements - \$3
- Open Space/Environmental Conservation - \$7
- Parks and Recreation - \$6
- Housing - \$7
- Tourism, Marketing and Promotion - \$0
- Job Attraction - \$6

7. Catch All – What Did We Miss?

This board is intended to capture any ideas or topic areas participants want to share with the Project Team.

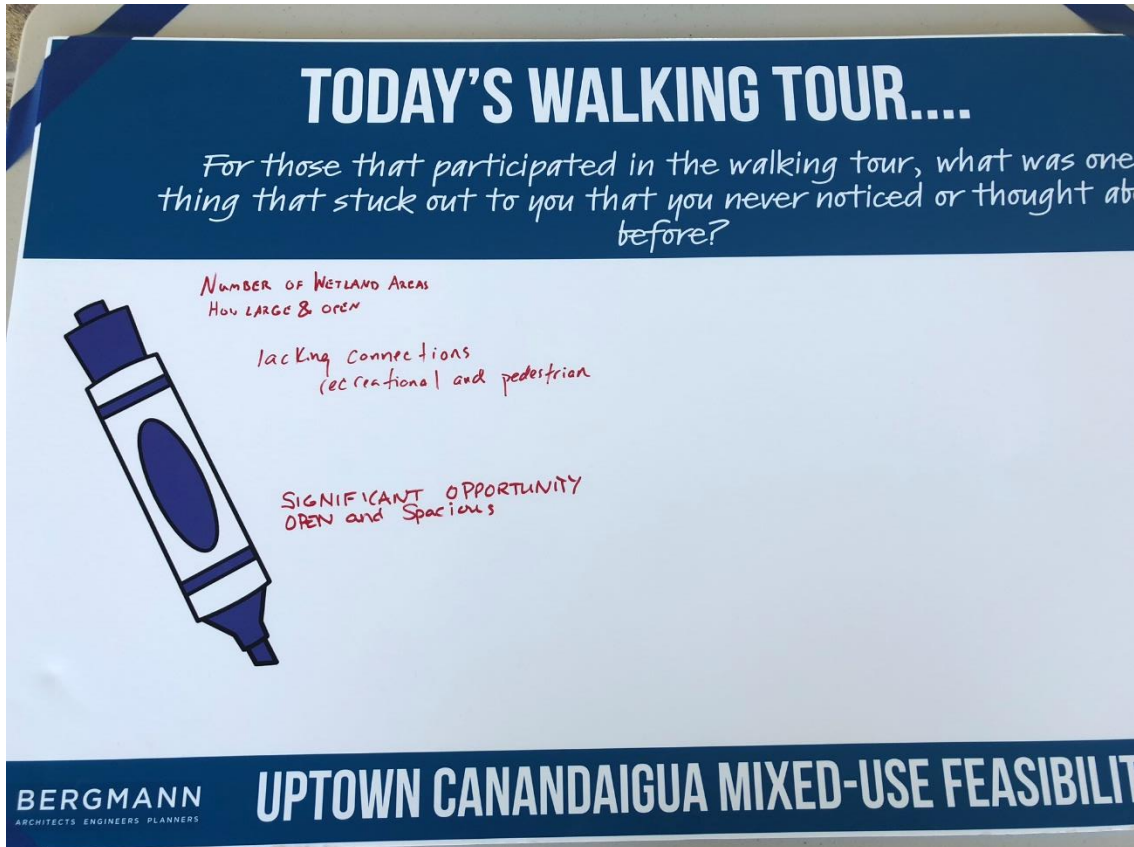


Participants indicated that it may be an option to lower the speed limit on State Route 332 to 30 MPH. Street signs along the roadway could help reduce traffic speeds. Additional traffic improvements, especially at major intersections, is suggested to the Project Team (ex. Traffic circles).



8. Walking Tour

This exercise was geared toward those that participated in the walking tour prior to the public workshop. Any ideas or comments about the study area were to be shared with the Project Team.



Participants indicated that there is additional opportunity for parks and open space, there is a lack of recreational and pedestrian connections and there are a significant number of wetlands within the study area.

Next Steps

The meeting concluded at approximately 7:30 PM. Kimberly noted the project team will be working on refining the information collected from this meeting throughout the next few weeks to begin preparing the development alternatives for the study area. The next steering committee meeting is planned to take place in the month of August.



UPTOWN CANANDAIGUA STUDY PUBLIC WORKSHOP #2

July 11, 2018
6:00 PM

1

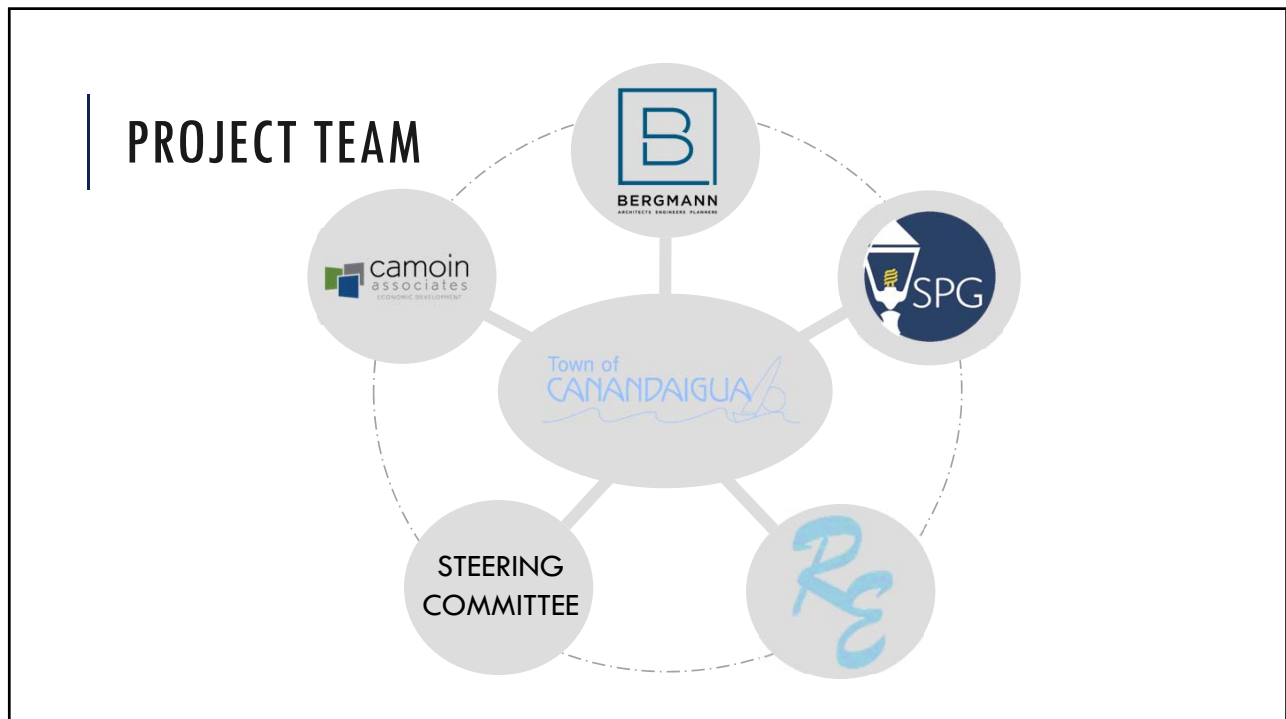
AGENDA

- Welcome!
- Project Overview
- What We've Heard
- What We Learned
- Future Design Considerations
- Workshop
- Next Steps

2



3



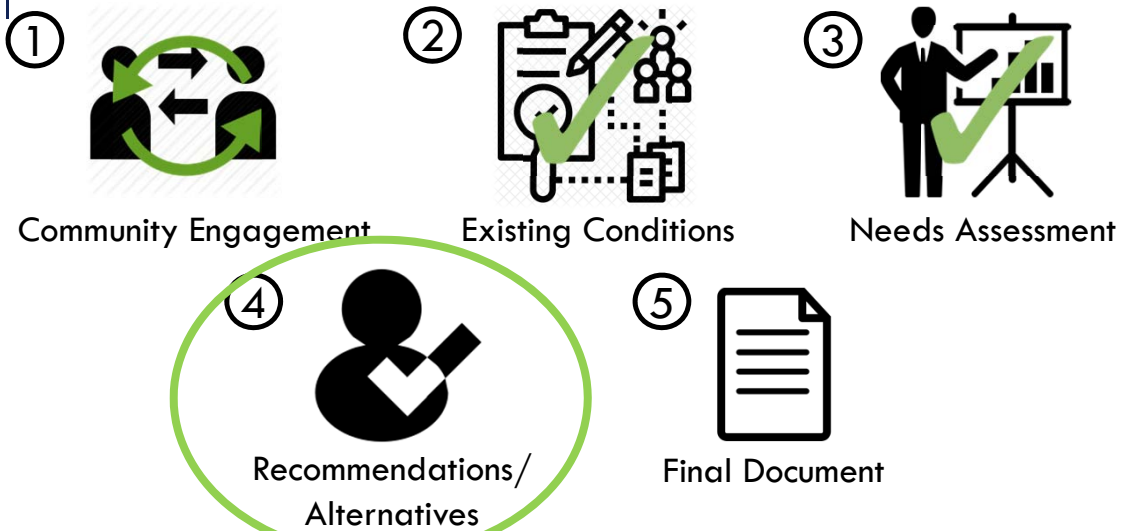
4

STUDY AREA



5

WHERE ARE WE NOW?



6

WHERE DO WE WANT TO GO?



ENHANCE SENSE OF PLACE

INCREASE MOBILITY OPTIONS



SUPPORT MIXED-USE DEVELOPMENT



7



8

COMMUNITY OUTREACH AND ENGAGEMENT



- Steering Committee
- Stakeholder Meetings
- Public Workshops
- Economic Development Team Events
- School Engagement

9

PUBLIC MEETING #1

VISIONING

- Unique, mixed use
- Charming, appealing
- Active and vibrant
- Less cars and traffic
- More green
- Leverage tourism
- Reduce "blocks", create neighborhoods
- THINK BIG!



10

UPTOWN CANANDAIGUA WEBPAGE!

WWW.UPTOWNCANANDAIGUA.COM



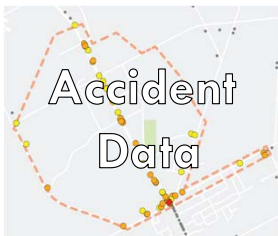
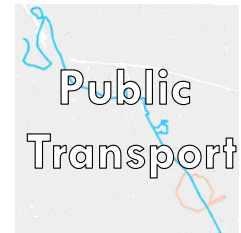
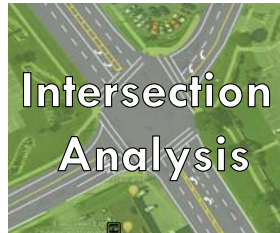
You can make a difference.

11



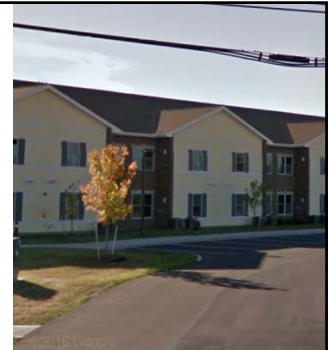
12

EXISTING CONDITIONS ANALYSIS



13

DIVERSE LAND USE



14

EXISTING OPEN SPACE ASSETS



15

INCONSISTENT BUILDING DESIGN AND CHARACTER



16

LIMITED PEDESTRIAN AMENITIES



17

MARKET ANALYSIS



Socioeconomic
Characteristics



Market Opportunities



Tourism Analysis

18

**IT'S GOOD NEWS.....
.....OPPORTUNITIES EXIST!**

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INDUSTRIAL SECTOR

Strengthening industrial market suggests Uptown can accommodate additional manufacturing and warehousing



20

RESIDENTIAL GROWTH

Projected demand for additional residential units over the next five years, particularly upscale rentals



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RETAIL ESTABLISHMENTS

Sales leakage within Town indicates unmet demand for retail within Uptown, particularly:

- Office Supply
- Stationary and Gift Stores
- Clothing Stores
- Building Supply Stores



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OFFICE EXPANSION

There are growth opportunities for Class A office space in Uptown



23

TOURISM POTENTIAL

Tourism-related businesses could cater to the increasing number of visitors to the region



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KEY TAKEAWAYS / FOCUS AREAS

- Business development – local and tourism-oriented growth
- Destination development – “create a sense of place”
- Streetscapes and gateways – aesthetic and physical
- Connectivity – create a multi-modal network
- Infill development – thoughtful infill along State Route 332
- Industrial growth – leverage land and proximity to Airport

25



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CORRIDOR TRANSFORMATION EXAMPLES



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CORRIDOR TRANSFORMATIONS EXAMPLES



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EXISTING VIEW - ROUTE 332/KEPNER ROAD



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EXISTING VIEW — ROUTE 332/AROLINE ROAD



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INTERACTIVE WORKSHOP

Visit each of the 8
stations and share your
ideas!!

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1 THINK BIG MAPPING



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2 STREETSCAPE PREFERENCES

STREETSCAPE PREFERENCES USE THE STICKERS TO TELL US WHICH STREET IMPROVEMENTS YOU WOULD LIKE TO SEE IN UPTOWN CANANDAIGUA!

CROSSWALKS / SIDEWALKS	PEDESTRIAN AMENITIES	BIKE TREATMENTS	LANDSCAPING	SIGNAGE & WAYFINDING

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3 CORRIDOR DEVELOPMENT

CORRIDOR DEVELOPMENT

USE THE STICKERS TO TELL US WHICH TYPE OF DEVELOPMENT YOU PREFER ON STATE ROUTE 332:

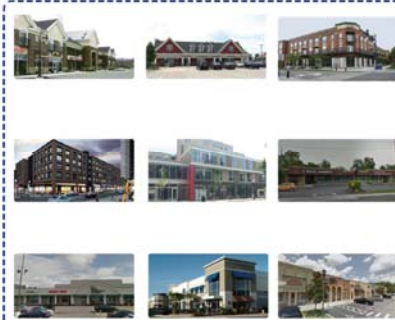


I LIKE THIS!

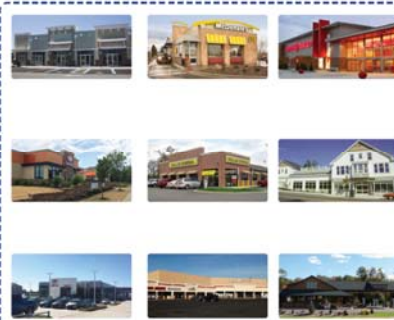


I DO NOT LIKE THIS!

MIXED-USE DEVELOPMENT



COMMERCIAL DEVELOPMENT



UPTOWN CANANDAIGUA MIXED-USE FEASIBILITY STUDY

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4 POTENTIAL DEVELOPMENT

POTENTIAL DEVELOPMENT

THREE VACANT PARCELS WITHIN UPTOWN MAKE UP ONE OF THE LARGEST DEVELOPMENT SITES WITHIN THE TOWN. THIS SITE IS SITUATED ON THE EASTERN SIDE OF UPTOWN ADJACENT TO FIREHALL ROAD AND BLUE HERON PARK. THIS SITE IS CURRENTLY VACANT AND IS SHOVEL-READY FOR DEVELOPMENT.



USE THE STICKERS TO TELL US WHICH TYPE OF DEVELOPMENT YOU WOULD LIKE TO SEE ON THIS SITE!



I LIKE THIS!



I DO NOT LIKE THIS!

RESIDENTIAL HOUSING OPTIONS



"NEIGHBORHOOD CENTER" WITH COMMERCIAL AMENITIES



UPTOWN CANANDAIGUA MIXED-USE FEASIBILITY STUDY

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5 FUTURE INVESTMENTS

FUTURE INVESTMENTS

HELP US PRIORITIZE FUTURE INVESTMENTS WITHIN THE UPTOWN CANANDAIGUA CORRIDOR!

PLEASE PLACE YOUR 'CANANDAIGUA DOLLARS' IN THE JAR(S) THAT REPRESENT THE HIGHEST PRIORITIES FOR FUTURE INVESTMENT. (MAXIMUM OF \$5 PER PERSON)



YOU MAY SPREAD YOUR DOLLARS OUT OR SPEND THEM ON ONE PROJECT.



UPTOWN CANANDAIGUA MIXED-USE FEASIBILITY STUDY

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6 LAND USE PREFERENCES

LAND USE PREFERENCES

PLACE THE STICKERS ON THE MAP WHERE YOU WOULD LIKE TO SEE DEVELOPMENT

- RESIDENTIAL
- COMMERCIAL/RETAIL
- MIXED-USE
- INDUSTRIAL
- PARKS, OPEN SPACE & AGRICULTURE

WHAT TYPE OF DEVELOPMENT DO YOU THINK IS MOST APPROPRIATE WITHIN THE UPTOWN CANANDAIGUA CORRIDOR?



UPTOWN CANANDAIGUA MIXED-USE FEASIBILITY STUDY

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7 WHAT DID WE MISS?

WHAT DID WE MISS?

Write down any other thoughts you believe are important for our team to know below!



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8 TODAY'S WALKING TOUR

TODAY'S WALKING TOUR....

For those that participated in the walking tour, what was one thing that stuck out to you that you never noticed or thought about before?



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NEXT STEPS

July

1

Synthesis of Information
Development Alternatives

August

2

Steering Committee Meeting #4