



Town of
CANANDAIGUA

UPTOWN CANANDAIGUA
MIXED-USE AND TRANSPORTATION CORRIDOR
FEASIBILITY STUDY

MARCH 2019



BERGMANN
ARCHITECTS ENGINEERS PLANNERS



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ACKNOWLEDGMENTS

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INTRODUCTION

The Town of Canandaigua presents the Uptown Canandaigua Mixed Use and Transportation Corridor Feasibility Study. With joint funding provided by the Genesee Transportation Council (GTC) and the Town of Canandaigua, the Town has developed a multi-modal transportation plan coupled with an action-oriented economic development plan to transform the Uptown Canandaigua Corridor. The following outlines the document structure, study purpose and intended outcomes.



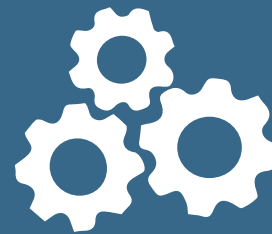
WHY

Uptown Canandaigua is one of the fastest growing areas in the Town, County and region. Recent trends suggest this area has the potential to support residential growth, promote a sustained workforce, enhance recreational assets, and provide streetscapes for multiple types of users.



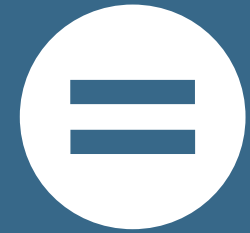
PURPOSE

Facilitate the enhancement of Uptown Canandaigua into a vibrant, mixed-use corridor that is inclusive for all residents and visitors of all ages and abilities.



METHOD

Analyze existing conditions and solicit public feedback to identify strengths and weaknesses of the market, business opportunities and physical environment.



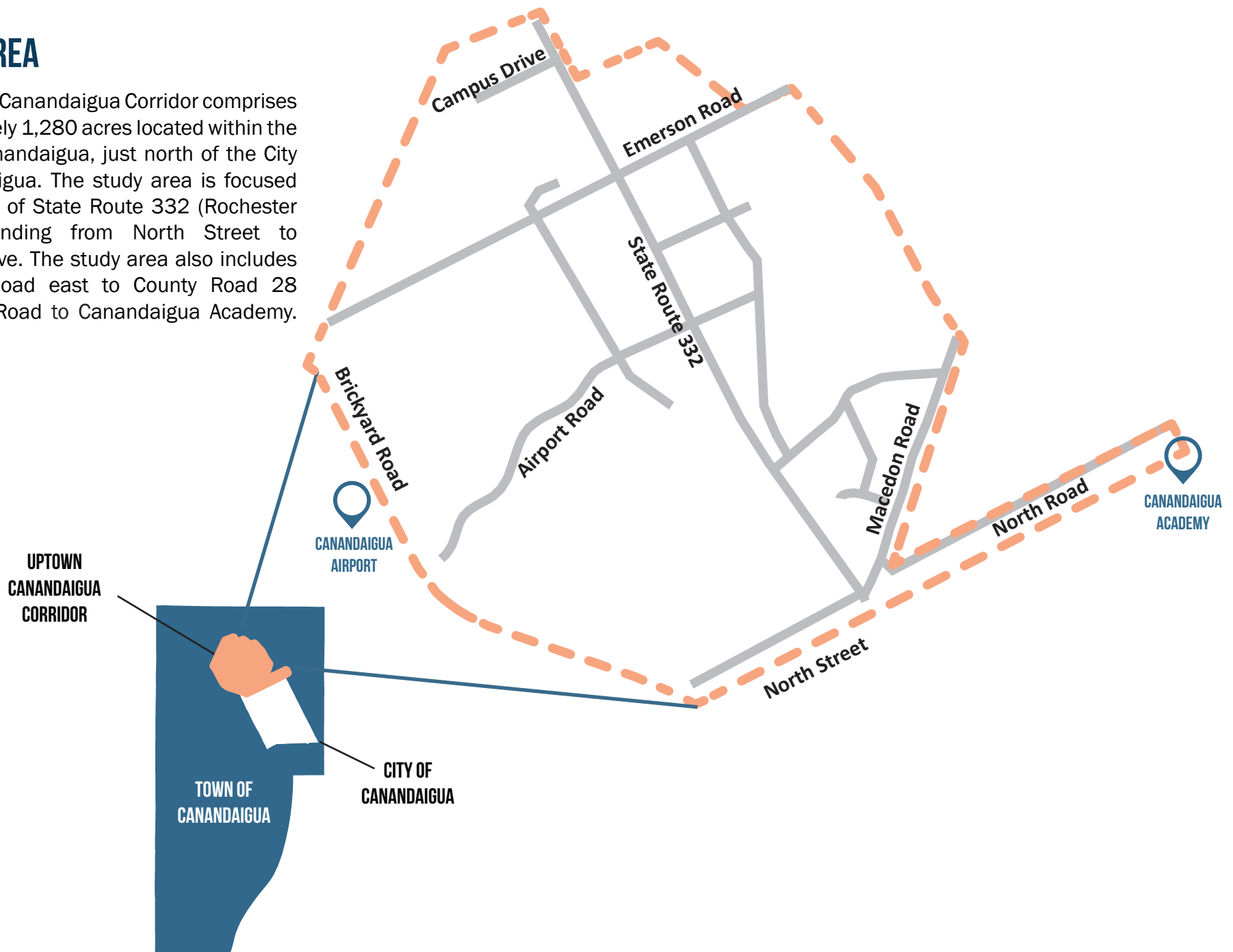
OUTCOME

Creation of recommendations and development alternatives that have the potential to cultivate and sustain improved conditions within the corridor and throughout the surrounding area.

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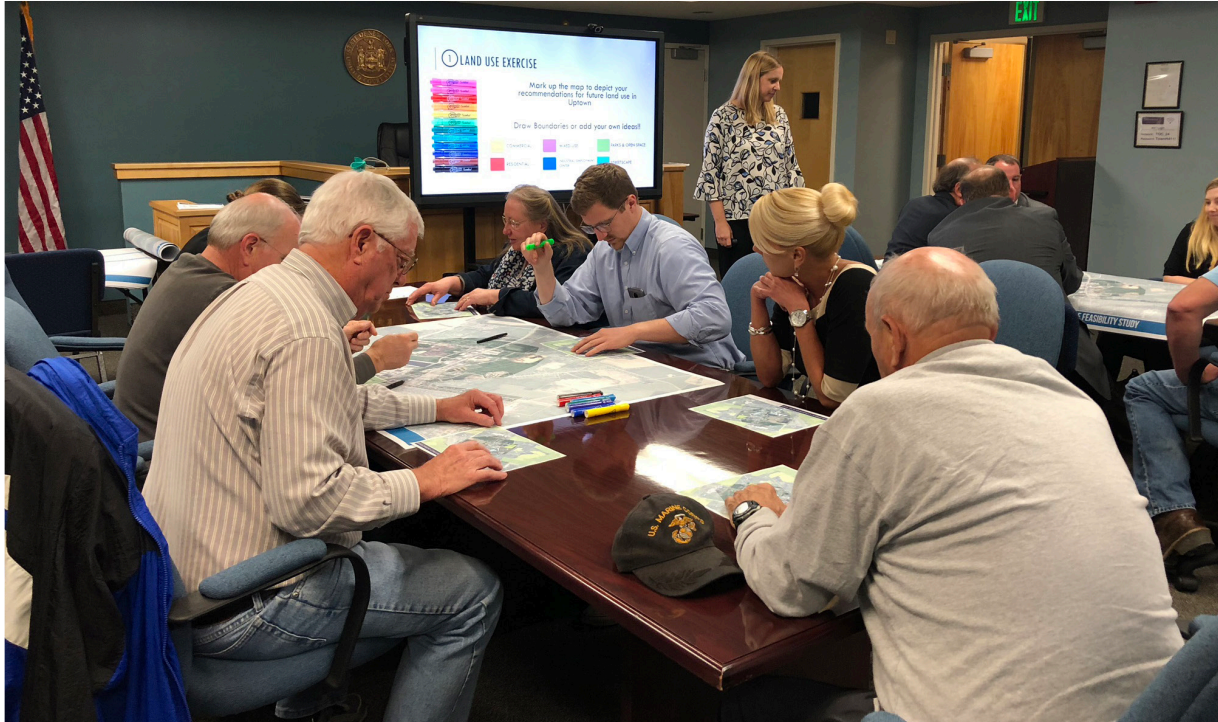
STUDY AREA

The Uptown Canandaigua Corridor comprises approximately 1,280 acres located within the Town of Canandaigua, just north of the City of Canandaigua. The study area is focused on the area of State Route 332 (Rochester Road) extending from North Street to Campus Drive. The study area also includes Brickyard Road east to County Road 28 and North Road to Canandaigua Academy.



COMMUNITY ENGAGEMENT

Community engagement and support is critical to the long term success of Uptown. Community members, landowners, elected officials, and local organizations must have a vested interest in the success of the corridor, and – most importantly – must become partners in implementing the recommendations of this report. Public outreach was conducted through the methods described below. (Meeting summaries can be found in [Appendix A.](#))



STEERING COMMITTEE

A Steering Committee, made up of community leaders as well as local officials and staff, met regularly throughout the planning process to provide guidance and review findings and proposed plans.

MEETING #1 - DECEMBER 20TH, 2017

The Steering Committee met with the project team to discuss the roles and responsibilities of the participating members, as well as review project scope, deliverables and timeline.

MEETING #2 - MARCH 15TH, 2018

During this meeting the project team presented findings for the conducted inventory and analysis. The Steering Committee also participated in a Community Character Survey to identify development preferences within the corridor.

MEETING #3 - MAY 7TH, 2018

The Steering Committee and project team met specifically to discuss study findings and participated in a design workshop. Members utilized large maps to identify preferred land uses, land use locations and building character types for the future of the corridor.



MEETING #4 - SEPTEMBER 14TH, 2018

The Steering Committee and project team met specifically to review future land use plan options and consolidate specific improvements for the corridor.

MEETING #5 - DECEMBER 19TH, 2018

The Steering Committee and project team met specifically to review and discuss the draft Uptown Canandaigua Corridor report and provide comment for revisions.



PUBLIC WORKSHOPS AND MEETINGS

Community-wide meetings were convened to provide residents, business owners, and visitors the opportunity to learn about the goals and objectives of the study as well as provide feedback and ideas.

PUBLIC WORKSHOP #1 - MARCH 14TH, 2018

Approximately 20 community members attended the kick-off meeting, which took place at Town Hall. The purpose of this meeting was to introduce the study and project team to the community as well as obtain initial desires and needs of the community through an interactive public visioning exercise.

PUBLIC WORKSHOP #2 - JULY 11, 2018

Approximately 20 community members attended this two part meeting, including a site tour of Uptown Canandaigua and workshop at the Liberty Apartments Community Building. Participants were able to experience the Uptown area from the viewpoint of a pedestrian and apply that experience by using voting boards during the workshop.

TOWN BOARD MEETING

Following the finalization, the project team presented the study to the Town Board for adoption and implementation.

STAKEHOLDER INTERVIEWS

Several stakeholder interviews consisting of local business owners, town representatives, and regional entities were conducted, which provided first-hand knowledge of local preferences for Uptown's future. These stakeholders included:

- Bonnie McGuire, RTS Ontario
- Marissa Bunce, Trolley Apartments
- Jim Volpe, Real Estate Developer
- Paul Colucci, DeMarco Group
- Randy Farnsworth, Randall Farnsworth Auto Group
- Joy House, Mission Commercial Realty
- Ginny Squire, Mission Commercial Realty
- Dennis Brewer, Town of Canandaigua Parks and Recreation



BUSINESS OWNER SURVEY

The project team surveyed business owners within the Uptown Canandaigua Corridor. The purpose of these business “drop-ins” was to gather information from the business community about traffic issues and day-to-day business within the Corridor.

UPTOWN CORRIDOR IMPLICATIONS

The Comprehensive Plan Update identifies specific goals for Uptown, including but not limited to:

- Maximizing large and small scale commercial development without compromising the Town's natural, scenic, cultural, and historic resources;
- Modifying local land use regulations, design standards, and the zoning code to improve and protect the character of the Town's hamlets and gateways;
- Encouraging residential development patterns that are elder-friendly while supporting future residential growth that makes Canandaigua livable for people of all ages and income levels; and
- Working with Ontario County to provide the level of public transit that meets the community's needs as well as considering the needs of pedestrians and bicyclists during transportation planning.

RECENT PLANNING EFFORTS

The Town of Canandaigua has a long history of planning that will influence its future. There have been several plans and studies completed over the past decade that have provided guidance for the improvement of the Uptown Canandaigua area. These efforts and their relevant recommendations are summarized in this section.

COMPREHENSIVE PLAN UPDATE (2011)

The 2011 Comprehensive Plan Update served to replace the Town's previous 2003 Plan, as the stated goal was to update the Plan every 5 to 7 years. The Town's current vision statement reads, "On behalf of the current and future generation, the Town of Canandaigua will strive to maintain its small Town rural character and beauty by protecting its natural, scenic, historic and cultural resources and providing needed community resources along with opportunities for sustainable economic development."

The 2011 Comprehensive Plan Update identified seven primary recommendation areas. These include:

- Agricultural Protection;
- Natural, Cultural, and Historical Resources;
- Recreation;
- Economic Development;
- Community Character;
- Housing; and
- Transportation Network.

Following the adoption of this plan, an implementation plan update was completed in to ensure the effective plan execution.

CITIZEN'S IMPLEMENTATION COMMITTEE (CIC)

Arguably the greatest strength of the Town's 2011 Comprehensive Plan Update is the work of the Citizen's Implementation Committee (CIC). The CIC is a continued effort by the Town to ensure the greatest level of success in the realization of the 2011 Plan's goals and actions. Since 2014, the CIC has worked diligently through a series of project teams to track, amend, and complete the action steps necessary to achieve Canandaigua's community goals. Individual project teams are centered around a specific goal area of the 2011 Plan, including, but not limited to:

- *Local History*
- *Open Space and Conservation*
- *Complete Streets*
- *Site Design Standards and Criteria*
- *Agriculture*
- *Economic Development*
- *Natural Resource Protection*

The CIC provides an annual report to the Town Board making recommendations based on the progress of each project team. Thanks to the hard work and dedication of the CIC and the underlying project teams, the Town has successfully implemented several recommendations of the 2011 Plan, including the creation and adoption of the following plans and studies summarized in this section.

Examples of the completed and ongoing actions of CIC project teams to further the Town's goals for the Uptown Corridor are listed below.

- *Agricultural Advisory Committee - Team to ensure the implementation of the Agricultural Enhancement Plan adopted in 2016.*
- *Complete Streets (Planning Committee) – Helped to prepare the Genesee Transportation Council Unified Planning Work Program grant application funding this study. Finalized the adoption of the Town's Complete Streets Policy.*
- *Economic Development Team – Recommended changes to the Mixed Use Overlay area and highlighted form-based zoning concepts for consideration by the Town Board.*
- *Open Space and Conservation Master Plan Team - Helped ensure the implementation of the Open Space, Conservation and Scenic Views Master Plan Document.*
- *Sewer Master Plan Team - Assisted in the completion of the Sewer Master Plan, which recommended possible sewer projects to the Town Board.*
- *Site Design Standards Team – Drafted land use regulations and design standards to improve and protect the character of the Town's hamlets and gateways.*

The CIC has also implemented several other Town plans, including the Water Master Plan, Parks and Recreation Master Plan, and this Uptown Canandaigua Corridor Study.

UPTOWN CORRIDOR IMPLICATIONS

Though Uptown Canandaigua is not specifically addressed by the Parks and Recreation Master Plan, there are four projects that should be considered as part of this Uptown planning effort, including:

- **Auburn Trail Connector Project** – Transformation of an abandoned railroad bed into a multi-use trail connecting the Towns of Farmington and Canandaigua
- **Peanut Line Trail Project** – Extension of the existing multi-use trail to the City of Canandaigua, Richard P. Outhouse Memorial Park, and the proposed Auburn Trail
- **Blue Heron Park Upgrades** – Improvements to walking paths, signage, playgrounds, and the disc golf course
- **Snowmobile Trail Upgrades** – Improvements to signage, connectivity, and access.
- **Outhouse Park** - Improvements including the installation of multi-use fields, parking areas, a pavilion, new playground equipment, and a walking trail.



PARKS AND RECREATION MASTER PLAN (2018 TO 2028)

Canandaigua has maintained and updated their Parks and Recreation Master Plan over the years to recognize the recreational needs of the local community and identify new recreational opportunities. The most recent Master Plan (2018 to 2028) assesses the adequacy and conditions of the Town's existing park facilities and identifies improvements necessary to meet the increasing demand for recreational activities in the community. The Plan also outlines a phased approach for planned developments with cost estimates to aid in Town capital improvement program planning.

Specific investments identified for parks include upgrading restrooms and signage, connecting parks to other parks via new trails, and adding amenities for the passive enjoyment of open spaces. The Plan also notes the need for new parks and park amenities to be added to support the anticipated population growth of the Town (see sample seating photo from this Parks and Recreation Master Plan).

MULTIMODAL TRANSPORTATION AND PLACE-MAKING IN UPTOWN CANANDAIGUA

Emma Anderson, Kate Boeding, Simon Corson, Stacey Davis,
Ben Gamache, Megan Mohnhey
with assistance from Robin Lewis (co-instructor), Jordan Mueller (teaching colleague),
Jim Ochterski (co-instructor), Zachary Reed (teaching colleague)



UPTOWN MULTIMODAL TRANSPORTATION AND PLACEMAKING STUDY (2015)

The Multimodal Transportation and Place-Making in Uptown Canandaigua Study is a report prepared by students at the Finger Lakes Institute at Hobart and William Smith Colleges. The Study covers Uptown Canandaigua as defined by the boundaries of the Mixed-Use Overlay District-1 (see zoning summary). The goals of the Study include planning for comprehensive multimodal transportation within Uptown Canandaigua as well as establishing a timeline for the implementation of recommendations.

The Study identifies recommendations in eight key areas:

- Community Identity and Place-making;
- Complete Streets;
- Sidewalks and Connectivity;
- Crosswalks and Intersections;
- Biking;
- Snowmobiling;
- Public Transit; and
- Parks and Recreation.

UPTOWN CORRIDOR IMPLICATIONS

Recommendations based on the findings of the Multimodal Transportation and Placemaking Study should be considered under this Uptown area planning effort include, but are not limited to:

- Improved signage;
- Phased construction of sidewalks along most roadways;
- Development of a comprehensive sidewalk maintenance plan;
- Crosswalk upgrades along State Route 332;
- New crosswalks at intersections near Blue Heron Park;
- Painted bike lanes along State Route 332 and County Road 28;
- An additional bus stop with shelter and bike rack;
- Demonstration gardens along the northeast edge of Uptown Canandaigua; and
- Access to Auburn Trail from Blue Heron Park.



UPTOWN CORRIDOR IMPLICATIONS

Agricultural uses were excluded from the Uptown Canandaigua Corridor Master Plan in order to protect existing agriculture in the Uptown area.

COMPLETE STREETS POLICY (2018)

As a result of the Uptown Place-Making Study, the Canandaigua Town Board passed Resolution #2017-287: Adopting a Town of Canandaigua Complete Streets Policy. This resolution was amended in December 2018 via Resolution #2018-368. The resolution calls for the implementation of a “Complete Streets” multimodal approach to any future street developments or improvements.

AGRICULTURAL ENHANCEMENT PLAN (2016)

The 2016 Canandaigua Agricultural Enhancement Plan was funded by a grant from the New York State Department of Agriculture & Markets with the intention of evaluating ways to protect and enhance the viability of the agricultural industry within the Town of Canandaigua.

Specifically, the Plan documents existing agricultural resources, analyzes issues, identifies priority areas for farmland protection, and creates a framework for Town decision-making that supports the agricultural and farming community. The Plan also reviewed every parcel within the Town of Canandaigua against several criteria to determine its priority with respect to agricultural preservation. These criteria included the:

- Quality of Soil;
- Presence of Natural Resources;
- Development Pressures; and
- Need for Protection.

TRANSFER OF DEVELOPMENT RIGHTS DEMONSTRATION PROJECT (2017)

Upon completion of the Agricultural Enhancement Plan, the Town embarked upon a Transfer of Development Rights Demonstration Project to determine how a Transfer of Development Rights (TDR) program might be implemented in Canandaigua to help manage growth pressures and preserve priority open space and farmland.

The Project lists five objectives for the proposed TDR program:

- Managing development pressure in agricultural/environmentally sensitive areas;
- Exploring alternatives to incentive zoning;
- Investigating the potential for increased density in Mixed Use Overlay (MUO) districts;
- Developing more specific language for incentive zoning in MUO districts; and
- Promoting mixed-use development along the Routes 332 and 364 corridors as well the south-eastern Town of Canandaigua border.



UPTOWN CORRIDOR IMPLICATIONS

Zoned a Mixed-Use Overlay District, Uptown Canandaigua is specifically identified as a TDR Receiving Area. Should the proposed TDR program go into effect, the permitted density of the Uptown area would double from 8 units per acre to 16 units per acre. The total potential development for Uptown under TDR is just under 10,000 units; however, the actual number of units that may be developed will be limited by the credits available in the Sending Area (i.e. Padelford Brook Greenway).

SENDING AREA

Area where protection from future development and preservation is desired; its development rights are calculated and transferred to a receiving area as a credit.

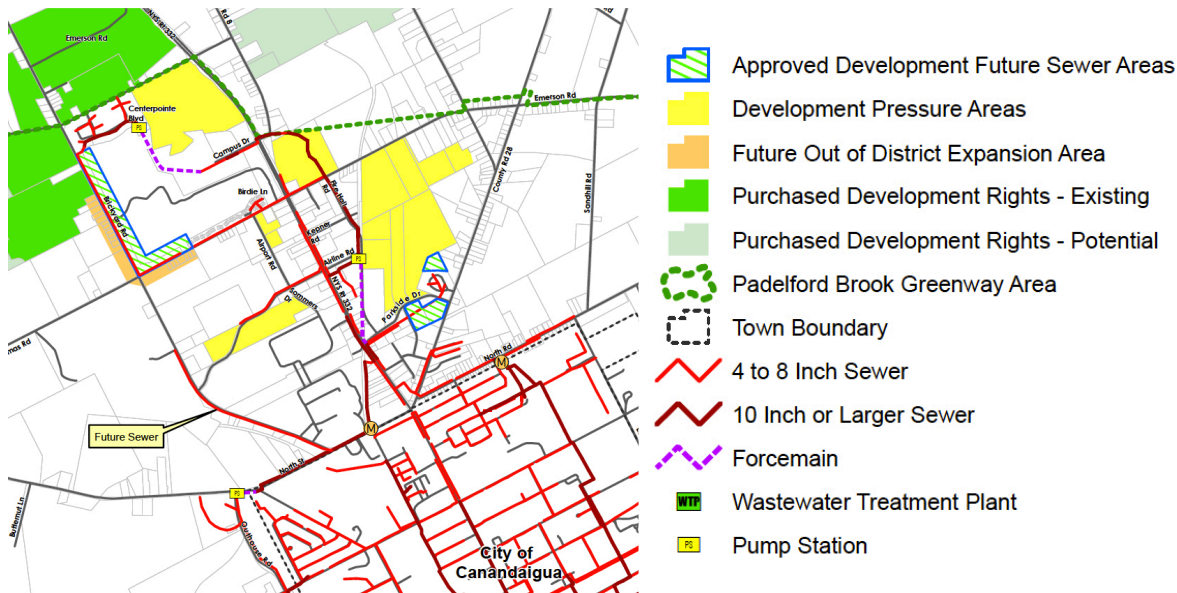
RECEIVING AREA

Area targeted for future development and growth; its development rights (e.g. density) may be increased with sending area credits.

SEWER MASTER PLAN (2016)

The 2016 Canandaigua Sewer Master Plan was created to “provide the Town with a comprehensive planning tool that would provide factual data and other information relative to the sewer system serving the Town.”

The Plan provides a comprehensive analysis of the Town’s existing sewer system and capacity to inform future development and investment decision-making. This analysis included an overview of existing conditions, such as topography, climate/precipitation, land use, and population. The plan also suggests potential future areas of service, such as the Hamlet of Cheshire and County Road 28 area south of the intersection of Risser, that still lack sewer access.



UPTOWN CORRIDOR IMPLICATIONS

It should be noted that the County Road 28 area is partially located within the Uptown project area. The Sewer Master Plan specifically expresses concern that the existing sewer interceptor for the Uptown area may lack capacity to support the additional demands that future growth within the area would place upon it. Since the completion of the Sewer Plan, infrastructure improvements were made to the systems along Fire Hall Road. However, it will be important for the Town to continue to evaluate the capacity of existing sewer systems with respect to the increase in demand that may result from future developments. The Uptown portion of the existing infrastructure map included in the Sewer Plan can be seen in the figure to the left.

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EXISTING CONDITIONS

The following section outlines the existing and planned conditions within the Uptown Canandaigua Corridor. This data enables the project team to make informed decisions and tailor recommendations to the unique vision, assets and needs of the corridor.

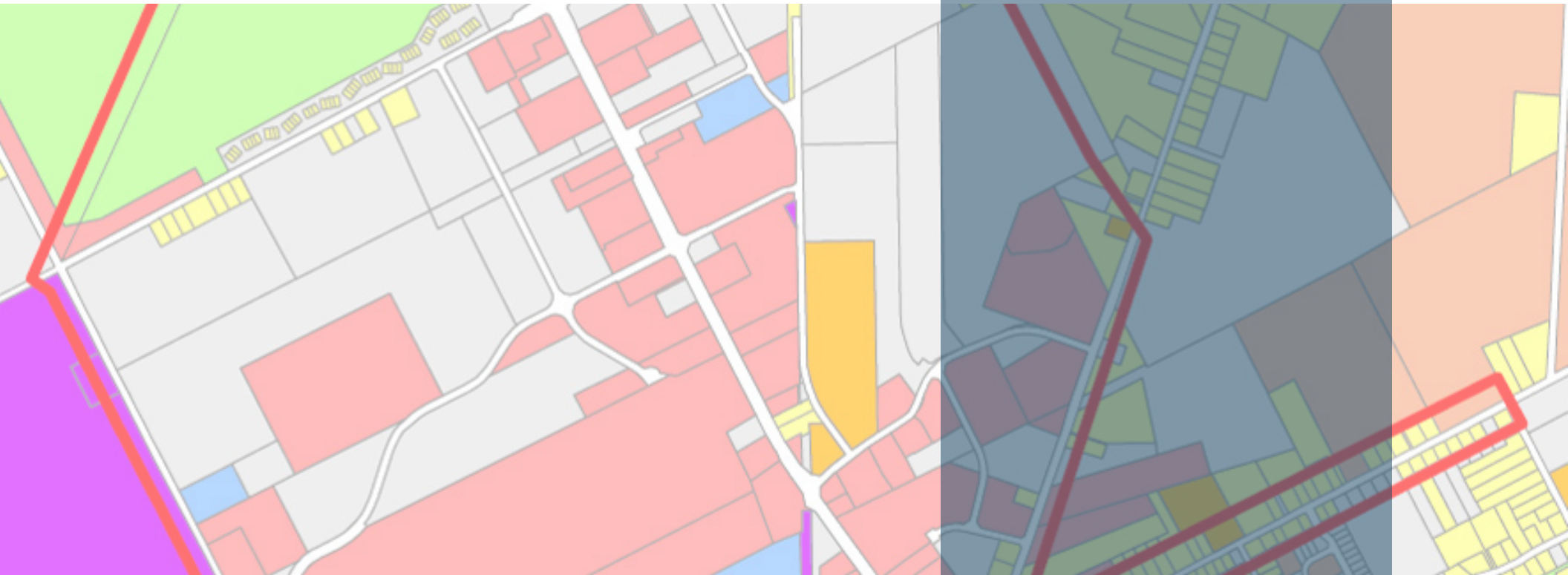
This section is organized as follows:

- ① **LAND USE AND ZONING**
- ② **TRANSPORTATION**
- ③ **NATURAL & BUILT ENVIRONMENT**

1

LAND USE AND ZONING

This section provides an overview of existing land use patterns within the Town of Canandaigua and the Uptown Canandaigua Corridor, as well as a review of relevant Town zoning regulations to the corridor.



EXISTING LAND USE

To better understand the existing conditions of Uptown and the redevelopment opportunities that exist, the following land use summary has been prepared. The intent of this summary is to provide the Town with a basis upon which it may frame its future Uptown development vision. Land uses are classified based on New York State Property Class Codes and modified to reflect current land uses based on field observations.

TOWN LAND USE TRENDS

In the last two decades the Town's overall acreage has shifted from predominantly agricultural lands to residential developments. From 2009 to 2017, agricultural land uses decreased from 42% to 32% of Town acreage, and residential uses increased from 29% to 40%. This is not surprising given the increasing development interest Canandaigua and its neighboring communities have faced. According to historical US Census data, the Town experienced one of the highest rates of population growth within Ontario County at 31% from 2000 to 2010, second only to the Town of Victor which grew by 54% in the same period. Building permit records further confirm this trend, with the Towns of Victor, Canandaigua, and Farmington each approving over 1,000 residential permits from 2000 to 2011, while other communities within the County experienced less than a third of that development activity.

Population projections indicate that the current growth and development pressures facing the Town of Canandaigua will continue. The Genesee Finger Lakes Regional Planning Council estimates that the Town will grow by another 13% into 2040. This has significant implications for the future land use of the Town, which has been acknowledged in the community's various previous planning efforts. Guidance from the Town and region's existing plans and studies indicates that the Uptown area will play a substantial role in the accommodation of future growth. Implementation of recommendations such as increased development densities through a Transfer of Development Rights Program or facilitating multi-modal connectivity and design will ultimately influence the existing character of Uptown's land use and level of connectivity.

Town of Canandaigua Land Use Breakdown

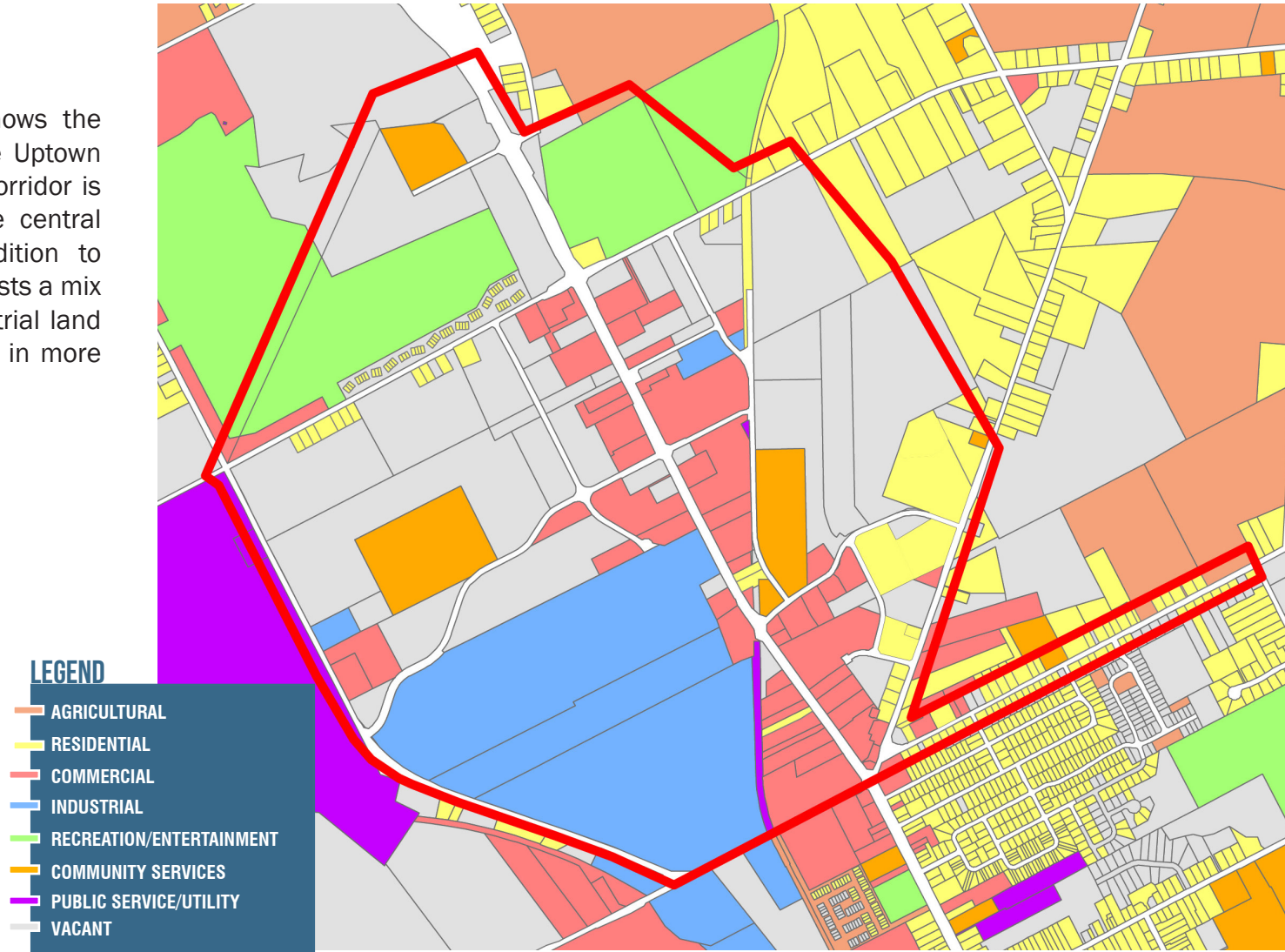
LAND USE CATEGORY	2017		CHANGE 2009 - 2017	2009		CHANGE 2003 -2009	2003	
	Total Acreage			Total Acreage			Total Acreage	
Residential	13,939	40%	3,713	10,226	29%	190	10,036	28%
Agricultural	11,159	32%	(3,618)	14,777	42%	(2,605)	17,382	49%
Vacant	6,433	19%	(444)	6,877	20%	1,400	5,477	16%
Commercial	793	2%	59	734	2%	373	361	1%
Community Services	765	2%	32	733	2%	124	609	2%
Public Services/Utility	523	2%	(70)	593	2%	131	462	1%
Recreation/Entertainment	517	1.5%	(40)	557	1.5%	(93)	650	2%
Parks/Conservation & Wild/Forested	406	1%	23	383	1%	352	31	0%
Industrial	107	0.5%	(95)	202	0.5%	(127)	329	1%
TOTAL	34,641	100%	(441)	35,082	100%	(255)	35,337	100%

Uptown Canandaigua Land Use Breakdown

LAND USE CATEGORY	UPTOWN ACREAGE		TOWN-WIDE ACREAGE	SHARE OF LAND USE CATEGORY TOWN-WIDE
Residential	134	9%	13,939	1%
Agricultural	129	9%	11,159	1%
Vacant	465	31%	6,433	7%
Commercial	374	25%	793	47%
Community Services	36	2%	765	5%
Public Services/Utility	4	0%	523	1%
Recreation/Entertainment	258	17%	517	50%
Parks/Conservation & Wild/Forested	0	0%	406	0%
Industrial	99	7%	107	92%
TOTAL	1,499	100%	34,641	-

LAND USE IN UPTOWN

The Land Use Map to the right shows the existing land use patterns within the Uptown Canandaigua Corridor. The Uptown Corridor is predominately commercial along the central spine of State Route 332. In addition to commercial land use, the corridor boasts a mix of residential, open space and industrial land uses. These land uses are described in more detail in the following section.



Note: Land use data for the Town of Canandaigua was derived from New York State Property Class Codes. Various parcels have been altered to reflect existing conditions.

RESIDENTIAL

There are more than 130 acres of residential lands within the study area, accounting for 9% of the total acreage of Uptown. The 2010 US Census Block data estimates that there are approximately 839 Town residents living within these residential land areas.

Uptown neighborhoods are clustered primarily along North Road between State Route 332 and East Street, Thomas Road from Brickyard Road to Route 332, and to the northeast along Macedon Road (CR 28). Housing styles and densities vary greatly between each of these areas.

On North Road, residential uses include single-family homes of one to one-and-a-half stories lining the street with no sidewalks present on either side. Thomas Road includes some single-family, large lot housing on the southern side and a townhome development along the northern side adjacent to the golf course. No sidewalks exist on Thomas Road; however, a multi-use trail exists on the north side of Thomas Road and east side of Brickyard Road. Just west of the townhomes, wrapping the northeast corner of the Thomas Road and Brickyard Road intersection, are newly constructed townhomes that run along the western edge of the golf course. Due to the predominance of single- and two-family homes, the North Road and Thomas Road neighborhoods present the lowest density housing in Uptown.



Single-family homes within the Uptown Canandaigua Corridor

In the Uptown area, the majority of multi-family developments can be found along Macedon Road (CR 28) as you travel from Route 332 to the Candlewood Apartment Homes site located just past Parkside Drive. Due to the increased number of units provided in multi-family developments, this area of Uptown has the greatest population density.

With the exception of more recently built multi-family developments like Trolley Station, Liberty Apartments, and Candlewood, the overall sidewalk connectivity within and between residential areas in Uptown is severely limited. The lack of sidewalks, widespread single-family homes, and stand-alone multi-family developments create arrangements of neighborhoods that are isolated and reliant on the automobile for transportation.



Candlewood Apartments (top) and Trolley Station Apartments (bottom)

AGRICULTURAL

According to NYS Real Property Data, there are approximately 129 acres of agricultural land within the study area. However, some of the vacant parcels shown on the Map are also used for agricultural purposes. Previous plans and studies estimate that about 30% of the Uptown area is currently active farmland, a notably higher share than the 9% recorded through NYS Real Property Tax Data.

The agricultural uses in Uptown are generally concentrated in two areas: 1) between Brickyard Road and Route 332, south of Thomas Road; and 2) between Emerson Road and Parkside Drive, east of Fire Hall Road. There are also large tracts of agricultural uses just outside the study area to the northeast. One area is east of County Road 8 just north of its intersection with State Route 332, and another area abuts North Road and Sand Hill Road.

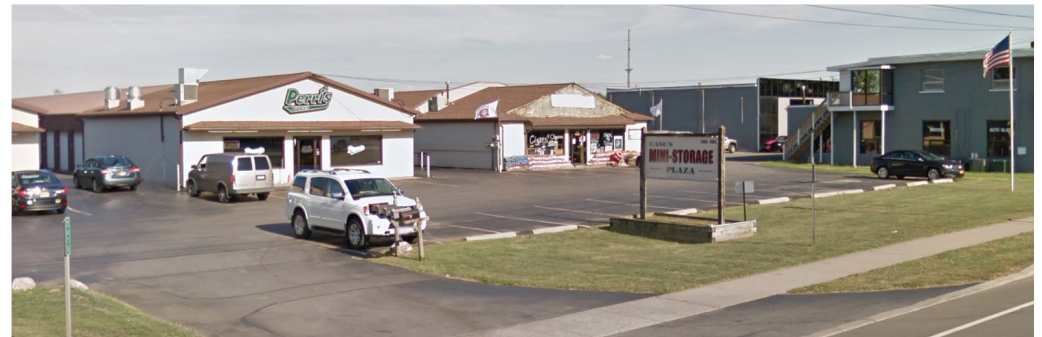


COMMERCIAL

Commercial uses make up the largest share of the Uptown Corridor at 25%. These commercial uses also represent 47% of the Town's total commercial land use acreage. State Route 332, between Thomas/Emerson Roads and North Street/North Road, serves as the primary commercial corridor for the study area. Generally, all commercial uses front or have access from Route 332. Uses lining the corridor include at least nine automotive dealerships, 11 car service shops, and two large retail centers (TOPS and Tractor Supply). Filling in smaller retail spaces along the corridor are some restaurant and retail businesses, financial and insurance institutions, personal service shops, and medical offices or supply stores.

Currently the corridor is overwhelmingly oriented to automobile traffic, with large building setbacks, parking lots regularly abutting the street, and a number of curb cuts serving each parcel or use. The average building setback along this corridor is 100 feet, while the minimum and maximum setbacks are 30 and 550 feet respectively. The predominate character of commercial structures within the study area is single-story, single-use buildings with few design elements engaging the street.

There are few cohesive design elements that create a sense of place as you traverse the State Route 332. Although there are sidewalks providing access along State Route 332, there is no connectivity to the retail and service establishments from the road, leaving pedestrians to navigate parking lots and drive aisles to get to their destinations. The combination of these existing land use conditions does not contribute to a welcoming, engaging environment for any mode of travel.





Blue Heron Park (top), Canandaigua Bus Garage (middle), Lifespring Church (bottom)

COMMUNITY SERVICES

Community service uses comprise just 2% of acreage within the Uptown Corridor. Totaling about 36 acres, these lands include:

- Blue Heron Park, at Fire Hall Road where it intersects with Parkside Drive;
- Lifespring Community Church, on North Road;
- Ontario Arc Canandaigua Community Assisted Living, along Macedon Road (CR 28);
- Canandaigua Airport;
- Canandaigua Academy;
- Town of Canandaigua Fire Department;
- Canandaigua School District Facility (adjacent to Blue Heron Park);
- Canandaigua Bus Garage, north of Airport Road.

RECREATION AND ENTERTAINMENT

Recreation and entertainment land uses account for approximately 258 acres or 17% of the Uptown Corridor. This land is entirely clustered at the northern end of Uptown, on three large parcels. On the west side of Route 332 is the Centerpointe Golf Club, and on the east side is a driving range and the Canandaigua Sportsman Club. The recreational facilities located in Uptown represent about 50% of the Town's overall recreational/entertainment land uses.

Due to the vast areas of land that the golf club, driving range, and sportsman club require, the dominating character of the area is generally well-maintained lawns and open space with some significantly sized woodlots at parcel edges.

INDUSTRIAL

There are just under 100 acres of industrial land use within the Uptown Corridor. Although the share of acreage within the area is small (about 7%), the industrial operations located within Uptown make up 92% of all industrial uses within the Town. This means that nearly all of Canandaigua's industrial facilities are located within Uptown. As a result, it will be important for this study to consider ways to support existing operations and accommodate future growth in the industrial sector in a way that positively contributes to the redevelopment of Uptown over time.

The largest industrial site belongs to the Pactiv Corporation, located at the southern end of the study area and north of North Street and east of Brickyard Road. Pactiv is also currently the largest employer within the Town. Additionally, Akoustis Technologies owns approximately 60 acres around their current facility that could potentially be built out for additional industrial and/or mixed-use uses.

Other Uptown industrial operations include:

- Akoustis Technologies located along Campus Drive at the northern end of the study area;
- Corsair Display Systems and Badge Machine Products along Brickyard Road; and
- Ikoniq and Kepner Equipment at the intersection of Fire Hall Road and Kepner Road.

Pactiv Corporation



Akoustis Technologies



Corsair Display Systems





Canandaigua Airport



Vacant land along Sommers Drive

PUBLIC SERVICE/UTILITY













Public service and utility land uses, shown in purple, account for less than 1% of the total area within Uptown. However, this does not reflect the presence of the Canandaigua Airport located just outside the study area, west of Brickyard Road. The small, linear parcel located between North Street and Route 332 to the east of the large industrial parcel is a railroad segment which services the Pactiv Corporation.

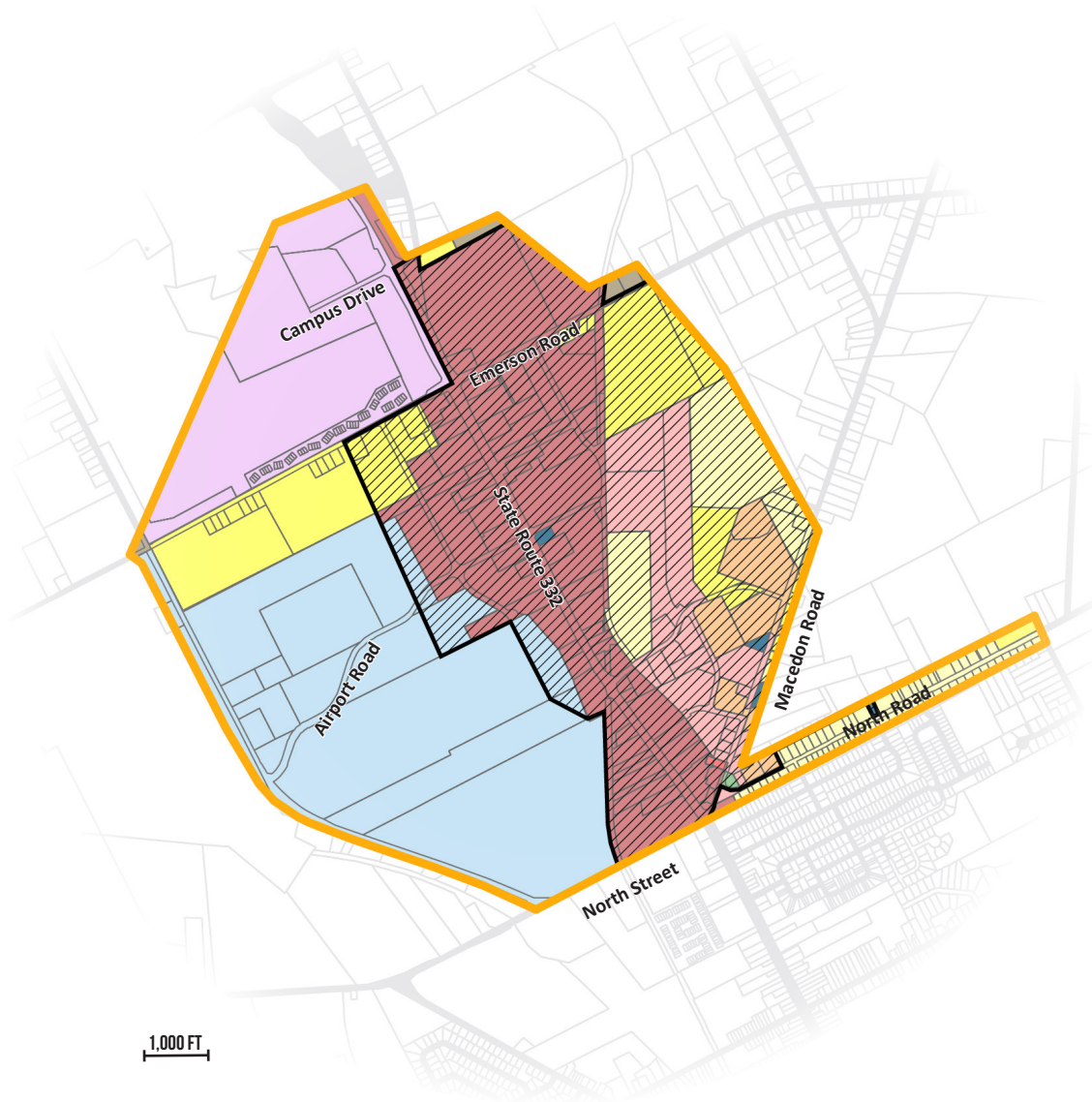
VACANT

As previously stated in this summary, some parcels are inaccurately defined under NYS Real Property Tax Data. A large majority of the vacant lands within Uptown are either active farmland or undeveloped areas of open space. These parcels provide an opportunity for future growth in the Uptown area as sites for potential infill development, particularly those located along the State Route 332 corridor.

ZONING

The Town of Canandaigua has 18 zoning districts of which 12 apply to the Uptown Corridor. These include the following:

-  Single-Family Residential (R-1-20)
-  Single-Family Residential (R-1-30)
-  Multiple Residential (MR)
-  Community Commercial (CC)
-  Neighborhood Commercial (NC)
-  Restricted Business (RB-1)
-  Industrial (I)
-  Agricultural Rural Residential (AR-2)
-  Planned Unit Development (PUD)
-  Incentive Zoning (IZ)
-  Mixed Use Overlay District
-  Mixed Use Overlay (MUO)



The following is a summary of the zoning districts present within the corridor. The information listed here is intended to be illustrative, not exhaustive, and inform regulatory recommendations for the Uptown area. For complete zoning district details, see the Town of Canandaigua Code, Chapter 220, Article V.

RESIDENTIAL DISTRICTS

The table below summarizes some of the most relevant code requirements for the residential districts within the Uptown Corridor:

RESIDENTIAL DISTRICTS	MINIMUM			MAXIMUM	
	LOT SIZE	LOT WIDTH	FRONT SETBACK	BUILDING HEIGHT	BUILDING COVERAGE
SINGLE-FAMILY RESIDENTIAL (R-1-20)	20,000 sf	100 ft	60 ft	35 ft	20%
SINGLE-FAMILY RESIDENTIAL (R-1-30)	30,000 sf	125 ft	60 ft	35 ft	20%
MULTIPLE RESIDENTIAL (MR)					
Two-Family Dwellings	30,000 sf	150 ft	60 ft	35 ft	20%
Townhomes, Apartments	3 Acres	225 ft	75 ft	35 ft	20%

SINGLE-FAMILY RESIDENTIAL 30,000 SQFT (R-1-30)

Within the Uptown Corridor, this district is located south of Thomas Road from Brickyard Road to State Route 332, south of Emerson Road and to the east of Fire Hall Road, and along Parkside Drive adjacent to the Restricted Business District. Presently the majority of lands zoned R-1-30 remain undeveloped, with a few single-family homes lining Thomas Road. Per Chapter 220 of the Town Zoning Code, the purpose of this district is to:

“... promote orderly single-family development on sites that have public water, to maintain a transitional residential density zone between the AR-1 and R-1-20 Districts, and to maintain the rural residential character of the community.”

The 125-foot minimum lot width and 60-foot front setback requirements of the R-1-30 District promote a suburban residential development pattern. In areas where this District abuts agricultural uses or districts, single-family homes on large lots are likely to be most desirable. As the Town considers redevelopment opportunities within the Uptown area, a more traditional neighborhood scale will better serve to facilitate the development of more dense, walkable, and connected residential areas.

SINGLE-FAMILY RESIDENTIAL 20,000 SQFT (R-1-20)

The R-1-20 District encompasses the area of Blue Heron Park, the homes along North Road, and a large undeveloped area north of Candlewood Apartments along Macedon Road (CR 28) at the eastern edge of the study area. Similar to the R-1-30 District, the R-1-20 District is intended to provide for single-family residential development on sites with access to public water and sewer. The permitted uses lists for the Districts are also the same. However, there are a few regulations that differentiate the two, including:

- Lower minimum lot size and lot width requirements for R-1-20 (20,000 square feet and 100 feet respectively), allowing a higher density of residential development than the R-1-30 District;
- Fewer nonresidential uses allowed by special permit in the R-1-20 District, as the more intense and land consumptive special permit uses of the R-1-30 District are not generally desirable in higher density residential areas (e.g. camping ground, kennels, keeping of horses, golf courses).

Although the R-1-20 District fits the existing character of homes along North Road and allows for small-lot single-family developments, its use and lot width regulations are too restrictive to accommodate recent shifts in housing demand. At a local and national level housing preferences are increasing for neighborhoods that reflect traditional village or urban settlement patterns, providing a variety of residential living opportunities in a walkable, well-connected environment.



Single-family home within the Uptown Corridor

The provision of higher density residential development should be considered for the Uptown Canandaigua Corridor.



There is an increasing demand for new type homes



Single-parent households, empty nesters, and millennial make up the new majority of American households



Varying housing types creates more economically thriving communities

MULTIPLE RESIDENTIAL (MR)

The MR District permits the highest density of residential use in the Uptown Corridor. The MR zoned properties include the Parkside Townhomes, Liberty Apartments, Candlewood Apartments, and Trolley Station Apartments along Macedon Road (CR 28).

Permitted uses in the MR District include two-family dwellings, townhomes, and apartment buildings. The maximum density of apartments is eight units per acre, with no more than 30% efficiency units and no more than 40% three or more bedroom units in any single structure. Out of all the residential districts, the MR District most greatly promotes the separation of uses and a suburban development character.

The MR District purpose statement indicates that the large-scale development of multi-family units would be undesirable within the Town and potentially incompatible with existing or newly developed single-family homes. Apartments and townhomes are required to be set back at least 75 feet from the roadway on lots of at least 3 acres in area and 225 feet in width. These restrictions, coupled with few permitted uses, isolate multi-family developments from nearby amenities and neighborhoods.

While there is a potential for the over-development of multi-family units to negatively impact neighborhoods, it has been shown that integrating multi-family into existing commercial centers or phasing them into lower density residential neighborhoods is more sustainable. Providing a mix of housing options not only serves a wider variety of resident needs, but also avoids creating undesirable, overly dense, and secluded apartment areas.

The design standards for townhomes and apartments in the MR District help to create a more dynamic and visually interesting development. These standards include, but are not limited to minimum requirements for:

- Open space in apartment developments;
- Street lighting in townhouse developments;
- Lateral offsets of walls greater than 50 feet in length; and
- Pedestrian connectivity from units to the sidewalk network.

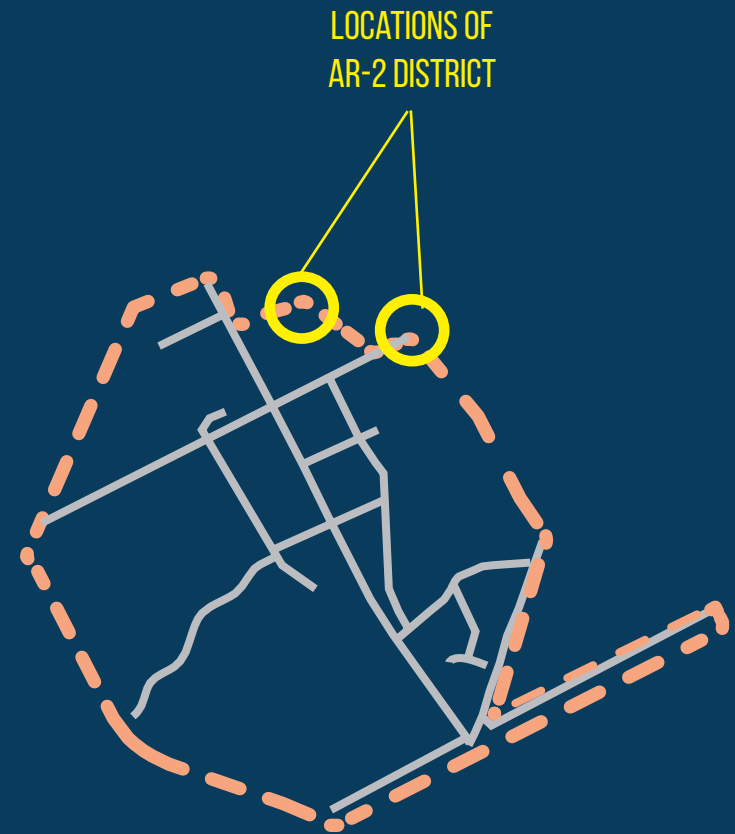
AGRICULTURAL RURAL RESIDENTIAL (AR-2)

The AR-2 District applies to a few parcels in the northern portion of the Uptown Corridor. This area is currently undeveloped. According to Chapter 220 of the Town Zoning Code, the purpose of the AR-2 District is to:

“...encourage a proper environment to foster normal agricultural operations and land uses, to maintain an open rural character, to protect viable agricultural soils and areas, to conserve natural resources, and to assure compatible types of densities of residential development on lands where public sewers do not exist and are not envisioned in the future, and where public water service coverage is intermittent.”

These parcels lie along what is known as the Padelford Brook Greenway, which encompasses 10,800 acres within the Town. This greenway was established to ensure conservation and protection in the midst of commercial and industrial development pressures within this area.

Additionally, this area is also part of the Farmland Protection Area, which recognizes the importance of agriculture in this community and acts as a protection measure for these areas to facilitate the long-term viability of farming operations within the Town.



Revisions to the commercial district zoning regulations are necessary in order to achieve a more walkable and less automobile dependent corridor.

COMMERCIAL DISTRICTS

The table below summarizes the most relevant code requirements for commercial districts within the Uptown Corridor:

COMMERCIAL DISTRICTS	MINIMUM			MAXIMUM	
	LOT SIZE	LOT WIDTH	FRONT SETBACK	BUILDING HEIGHT	BUILDING COVERAGE
NEIGHBORHOOD COMMERCIAL (NC)	1 Acre	175 ft	150 ft ¹	30 ft	60%
COMMUNITY COMMERCIAL (CC)					
General Commercial Uses	1 Acre	175 ft	100 ft ¹	35 ft	35%
Mix of Commercial/Residential Uses	2 Acres	200 ft	150 ft ²	35 ft	35%
Shopping Centers/Plazas	10 Acres	500 ft	200 ft	35 ft	50%
RESTRICTED BUSINESS (RB-1)	40,000 sf	150 ft	150 ft ¹	35 ft	50%

*Note: 1) Setback requirement shown is consistent with frontage along Route 332

NEIGHBORHOOD COMMERCIAL (NC)

There is only one parcel zoned NC, located near the intersection of North Road and Route 332. Chapter 220 states that the purpose of the NC District is to foster the development of limited commercial activity centers that primarily serve nearby residential areas. It also explicitly states that the NC District is intended to attract pedestrian customers from surrounding residential development.

Despite the set intention of the NC District, its dimensional requirements do not permit the creation of walkable, neighborhood-scaled commercial centers. The minimum lot size and minimum lot width requirements for the NC District (1 acre and 175 feet) are consistent with suburban low density, auto-oriented commercial development standards. Furthermore, the front setback requirements for all road types, as shown in the table to the left are too large to create a comfortable pedestrian environment. When buildings are situated far back on a lot the supporting parking lots are likely to be placed in the front setback area. The resulting character of the NC District will ultimately continue the Uptown area's auto-dependent development pattern.

Since the extent of the NC District in Uptown is limited, the zoning of this area should be reconsidered and amended in accordance with this study.

ROAD TYPE	MIN FRONT SETBACK
Town Owned	60 ft
County Owned	75 ft
State Owned (other than Route 332)	100 ft
Route 332	150 ft

COMMUNITY COMMERCIAL (CC)

The majority of the Route 332 corridor is zoned CC. As the most permissive commercial district, CC provides for a broad range of goods and services to be located in Uptown. The intent of the District is to create a regional commercial center, serving the needs of Town residents and those in adjacent communities. Permitted uses in the CC District include, but are not limited to the following:

- Retail stores, shops, and malls;
- Personal and professional service shops;
- Theaters, concert halls, or similar places of indoor assembly;
- Bowling alleys or similar forms of indoor recreation;
- Restaurants;
- Offices;
- Lodging;
- Vehicle sales and repair shops;
- Building supply and farm equipment stores; and
- Product processing or assembly facilities.

The scale, character, and type of commercial uses currently permitted under the CC District are consistent with standard suburban strip malls and exurban commercial centers, and inconsistent with the Town's vision for the Uptown area. Minimum lot sizes range from 1 to 10 acres depending upon the use and minimum lot requirements may be as high as 500 feet.

Since the CC District minimum front setback requirement is so large (ranging from 100 to 200 feet), the siting of parking lots is often constrained to the front yard area creating an unattractive and uninviting streetscape. The culmination of the CC District's large setback requirements, low building heights (35-foot maximum), and a wide right-of-way along Route 332 creates an imbalance in the development character that heavily favors motorists over pedestrians or bicyclists. Generally, the wider the right-of-way and setback area, the taller a building needs to be to create a sense of definition and enclosure along the roadway. The bulk and dimensional requirements of the CC District will need to be amended for the Town to permit pedestrian-friendly development patterns along State Route 332.

The continuation of current development patterns does not foster a pedestrian-friendly environment nor does it promote the highest and best use of the land along State Route 332.

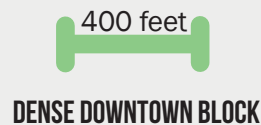
Current parking regulations allow parking in front of buildings, which detract from an inviting streetscape on State Route 332.

HOW DOES UPTOWN MEASURE UP?

The existing Uptown Canandaigua Corridor is auto-dominant and offers limited opportunities for pedestrian accessibility. This is reinforced with the fact that the typical block length in Uptown is 1,880 feet long!



Generally, walkable and manageable block lengths in suburban communities range from 200-400 feet and should not exceed 600 feet in length, meaning that the typical block in Uptown is 3x the desired walkable length!



Shorter block lengths in Uptown are achievable in various locations in the corridor through streetscape improvements and targeted development. These walkability and connectivity improvements can be implemented to create an enhanced and visually pleasing pedestrian environment.

RESTRICTED BUSINESS (RB-1)

Within Uptown, the RB-1 zoned parcels are mostly undeveloped, bordering the Neighborhood Commercial District at the intersection of Fire Hall and Parkside Roads. The RB-1 District extends as far south as Country Road 28 and almost to Kepner Road to the north, though the northern boundary does not follow any existing roadway.

Restricted businesses are considered to be those that operate in an enclosed structure and do not generate large volumes of traffic. Therefore, the higher intensity commercial and retail uses of the Community Commercial District are prohibited within RB-1, while office and service-oriented operations, such as banks, nonprofits, and medical offices, are permitted.

The dimensional and bulk requirements of the RB-1 District are consistent with that of the other commercial districts, requiring lot widths and front setbacks that are too large to accommodate the walkable, urban commercial environment the Town envisions for Uptown.

INDUSTRIAL DISTRICTS

The table below summarizes the most relevant code requirements for industrial districts within the Uptown Corridor:

INDUSTRIAL DISTRICT	MINIMUM			MAXIMUM	
	LOT SIZE	LOT WIDTH	FRONT SETBACK	BUILDING HEIGHT	BUILDING COVERAGE
INDUSTRIAL (I)					
Light Manufacturing, Offices	1 Acre	175 ft	Average ¹	35 ft	35%
Manufacturing	5 Acres	250 ft	Average ¹	48 ft	40%

* Note: 1) Minimum setback shall be the average setbacks for three adjacent developed sites when fronting a state road.

The Industrial District is intended to support a well-balanced industrial environment, while also mitigating any potential negative impacts to the community's health, safety, and quality of life.

In the Industrial District dimensional requirements vary based on the intensity of the use. Light manufacturing operations, offices, and other uses generally conducted within an enclosed structure are permitted on lots of at least one acre in area and 175 feet in width. More intensive uses, such as manufacturing, processing, or uses with outdoor operations, require a much larger lot of at least 5 acres in area and 250 feet in width.

While these regulations are not generally conducive to walkability, this is less of a concern as the Industrial Districts are located off of Route 332 and in close proximity to the existing rail line and Canandaigua Airport. As for the Industrial District's impact to the Uptown area, the Town should consider how zoning may facilitate the transition from a higher density commercial corridor westward to expanding industrial complexes.

What is in the Uptown Corridor's Industrial District?

The large industrial area in the southwest corner of the Uptown Corridor is owned by PACTIV Corporation, a manufacturing company that significantly contributes to the local and regional economy.



→ food service packaging producer

700

→ employees on-site

LARGEST

→ private employer in Ontario County

An updated Mixed-Use Overlay District is necessary to promote higher-density site design and more aesthetically pleasing architectural elements.

SPECIAL DISTRICTS

MIXED USE OVERLAY DISTRICT (MUO)

Overlay districts differ from standard zoning districts in that they sit “on top” of other districts, adding another layer of regulations or series of considerations for future development. The intent of the Mixed Use Overlay District in Canandaigua is to facilitate development in areas identified as “growth nodes” by the Town’s 2011 Comprehensive Plan. One of these nodes is located within Uptown, covering the majority of the Route 332 corridor eastward to the study area boundary. The regulations for the Town’s MUO District are supplemental and as such do not explicitly supersede the requirements established for the underlying districts. As currently applied to the corridor, the MUO District has some strengths and weaknesses regarding its ability to achieve the transformation the Town envisions for Uptown.

Strengths

- Identifies Uptown as a growth node to accommodate development pressures and allows for a wider variety of housing opportunities at varying density levels.
- Permits a wider variety of uses in closer proximity to each other, including single- and multi-family dwellings, commercial uses, recreational uses, and medical and office uses. Under the traditional zoning districts these uses are generally only permitted with other “like” uses.
- Restricts “big-box” style development with a maximum building footprint of 20,000 square feet.
- Requires minimum open space areas on each site.

Weaknesses

- Prohibits the vertical mixing of uses (in a single structure) as well as mixing uses on a single parcel.
- Relies on the underlying zoning district dimensional regulations are not conducive to fostering a walkable, dense urban environment.
- Restricts the maximum building height to 35 feet, limiting the ability of infill and redevelopment opportunities to include multi-story, mixed-use structures.
- Includes site design standards but does not dictate the change of character desired along Route 332. Rather, the District requires the character and design of new development be compatible and consistent with existing structures or sites.

It should be noted that there is also a mapped area of the MUO District (just off of Macedon Road (CR 28) and the southeastern edge of the study area) that appears as an underlying district as well. This is problematic in that there is no true “base” district dictating dimensional requirements for development. Presently there are mobile homes located along the frontage to Macedon Road (CR 28) and the continuation of North Side Apartments to the east.

Overall, the intent of the MUO District is closer to facilitating the Town’s vision for Uptown, but amendments should be made to address the aforementioned weaknesses and ensure a favorable future development pattern. This study will help to determine what areas of the Route 332 corridor and surrounding Uptown area are most appropriate for higher density, multi-story mixed-use development under an updated MUO District.

“Single use permitted. Within the MUO District, only one use shall be permitted per parcel of land.”

Town Code Section 220-33 (E)(2)

ACTIVE FARMLAND WITHIN MIXED USE OVERLAY ZONING DISTRICTS

Mixed Use Overlay District (2016)	Active Farmland	
	# acres	% of total
MUO - 1	83.5	30.8%
MUO - 2	33.4	12.3%
MUO - 3	153.8	56.8%
Total:	270.7	100.0%

SOURCE: Town of Canandaigua. Acreage calculated using GIS by LaBella.

What is a PUD?

A type of development and regulatory process that permits a developer to meet overall community density and land use goals without being bound to existing zoning requirements.

PUD's are commonly used for flexibility to address the needs for mixed-use buildings, changes in buildings setbacks, environmental protection, or brownfield regulations.

Large areas are planned for redevelopment to ensure use compatibility.

PLANNED UNIT DEVELOPMENT (PUD) DISTRICT

The PUD District is the most flexible district in Uptown. As stated in Section 220-28 of the Town Code:

“The intent of this PUD provision is to encourage a greater degree of flexibility for development and to provide a variety of residential and nonresidential activities in a planned, controlled environment in a manner blending all land uses into a functionally and aesthetically complementary whole, within the framework of the Comprehensive Plan.”

More so than the Mixed Use Overlay District, the PUD District allows for the mixing of uses, scale, density, and design of permitted uses. Although the PUD District is predominately intended for integrated development of a variety of residential uses, it also provides for supportive retail and service uses and light industry for employment opportunities. Areas of at least 20% of open space are also required with all planned unit developments.

The application of the PUD District helps to foster creative, compatible development patterns that may not otherwise be implemented under the traditional zoning districts. The land use and dimensional requirements regulating a PUD District are determined through the rezoning application process with approval by the Town Board. Unless otherwise approved by the Town, areas that may utilize a PUD District must be at least 100 contiguous acres. This rezoning process is unique in that the Town is evaluating the desirability of development proposal while also determining the land use standards that will regulate it for the foreseeable future.

For large areas of Uptown where flexibility in the development of residential dwellings is desirable, the PUD District is likely to be the best tool for the Town.

INCENTIVE ZONING (IZ)

The Incentive Zoning (IZ) district applies to a single parcel within the Uptown Canandaigua Corridor; the property on 5130 North Street. As stated in Section 220-31 of the Town Code the purpose of these regulations is to:

“...to advance the Town’s specific physical, cultural, and social policies in accordance with the Town’s Comprehensive Plan and in coordination with other community planning mechanisms or land use techniques. The system of zoning incentives or bonuses shall be in accordance with the meaning of Section 261-b of Article 16 of the New York Town Law, as may be amended from time to time”.

Ideally, the IZ district is meant to protect valued ecological resources, active farmland operations, preserve greenways and important open spaces, preserve historic and/or archaeological resources, protect high-quality scenic resources, and secure public works improvements.

Incentive zoning is a provision of a municipal zoning ordinance that allows a “relaxation” in zoning restrictions to developers for providing a public benefit, such as park space, natural areas, trails or streetscape improvements.

Property located at 5130 North Street



Several sections of the code impact the character of Uptown. Some of the existing supplementary land use regulations are consistent with the future vision for Uptown, while others remain out of sync with the Town's goals.

Off-Street Parking – Chapter 220, Article VIII

Several of the Town's off-street parking regulations further a suburban, auto-centric development pattern. Examples include:

- *Minimum parking spaces of 10 feet in width and 20 feet in length. Industry best practices suggest requirements eight to nine feet in width and 16 to 18 feet in length.*
- *Minimum space requirements for commercial uses between five and 10 spaces per 1,000 square feet. Mixed use, urban areas typically require a minimum of 3 per 1,000 square feet and include a maximum.*
- *Shared parking standards that require the same amount of parking spaces as each individual lot would require separately. This effectively negates the benefit of reduced pavement that shared parking provides.*
- *Parking lots are permitted in any yard area, including the front yard. This is detrimental to walkability and community character, as previously stated in this summary.*

Some provisions within the off-street parking requirements that will help to advance the Town's walkability goal in Uptown, include:

- *Allowing the Planning Board to reduce the Town's parking requirements on a case-by-case basis. This allows for flexibility in areas where growth is intended to be encouraged, such as the corridor.*
- *Requiring a masonry wall, landscaped berm, evergreen hedge, or fencing of at least six feet between parking lots and the public right-of-way to visually screen cars from public view and provide a more continuous street edge. If the lot is in or abutting a residential area, an additional planted buffer of at least four feet is required.*

SUPPLEMENTAL ZONING ANALYSIS CONT...

Subdivision Regulations – Chapter 174, Article III

The subdivision of land within Uptown will have a significant impact on its future character and development. Canandaigua's subdivision regulations contain the most extensive design guidelines and requirements found anywhere in the Town Code. The design guidelines address street layout, sidewalk placement, traffic mitigation, and landscaping requirements among other important development considerations.

The Town has demonstrated a commitment to transforming State Route 332 corridor and Uptown in the Comprehensive and related plans. Although the Town's subdivision regulations provide a level of design guidance not usually found in other communities, they do not go far enough to support the Uptown vision and in some cases are contrary to it.

The Town's Comprehensive Plan and Complete Streets Policy clearly articulate that increasing connectivity for all modes of travel is a community priority. However, the Street System Layout provisions of Chapter 174 are generally inconsistent with this goal. This includes regulations that:

- Do not explicitly state a preference or requirement for an interconnected street network and transportation system.*
- Prohibit alleys in residential developments, limiting alternative garage placements.*

- Require the development of blocks between 750 and 1,200 feet in length, far exceeding the ITE standard previously listed under the commercial district summary.*
- Permitting cul-de-sac developments that may be up to 1,000 feet in length.*

These outdated subdivision requirements create disconnected, auto-oriented environments that are not conducive to pedestrian or multi-modal transportation options.

There are sections of the subdivision code that do proactively address issues of connectivity. Subdivisions are required to be arranged in a compact manner to conserve environmentally valuable lands. This also fosters increased connectivity by incentivizing clustered developments.

Additionally, the code provides for the construction of walking trails with new subdivisions that are designed in a way that connects to other existing trails.

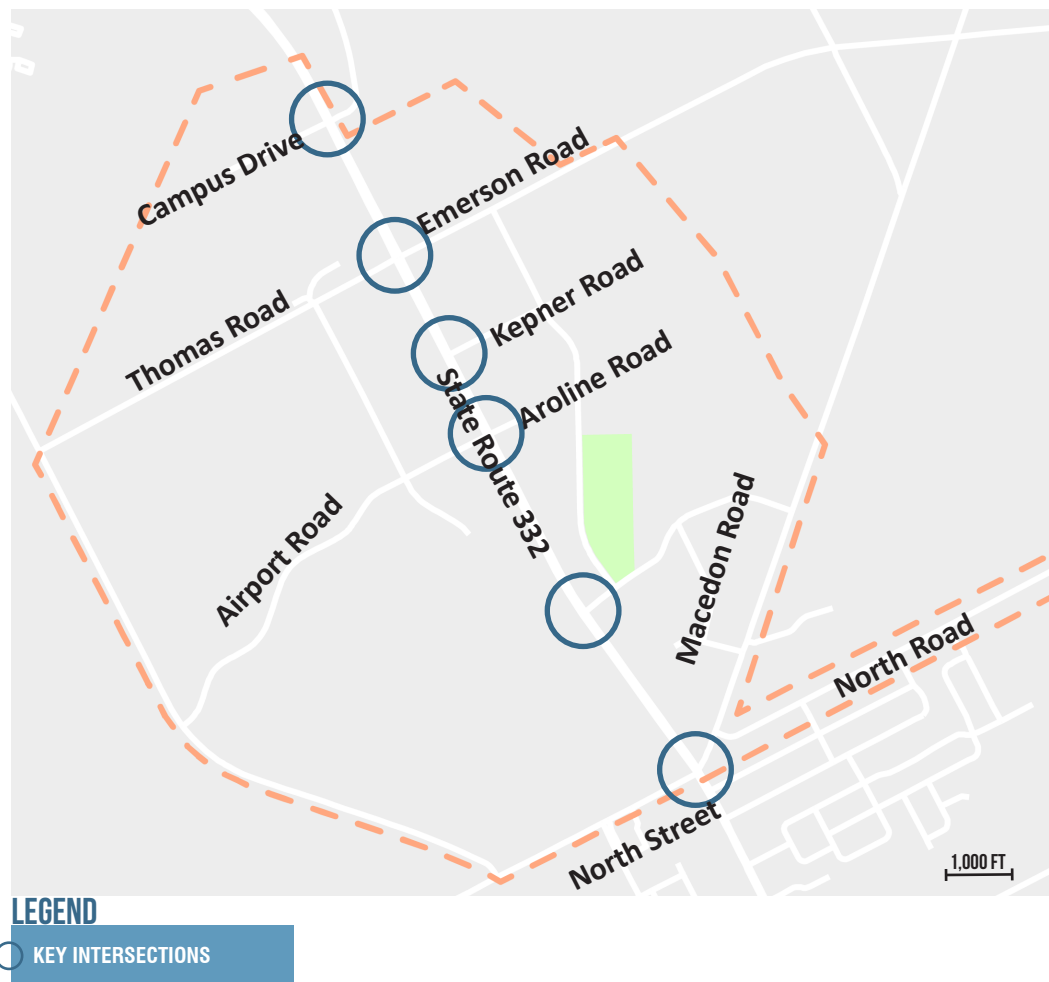
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TRANSPORTATION

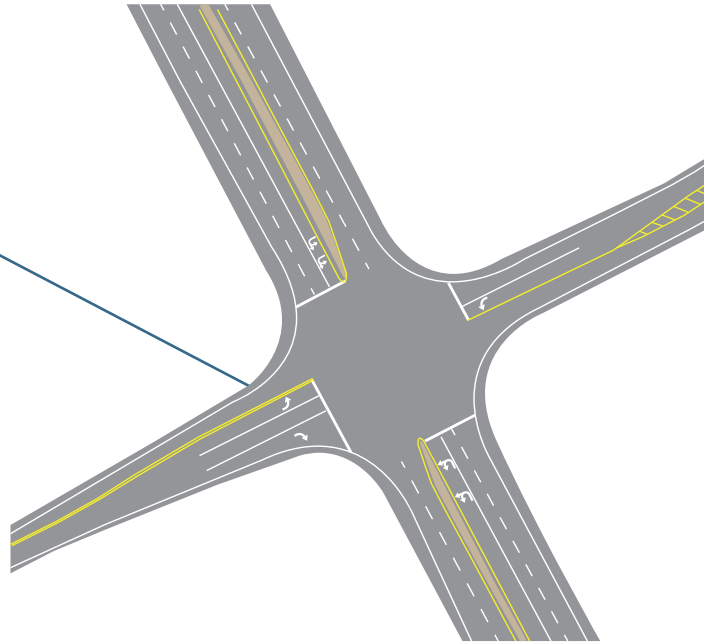
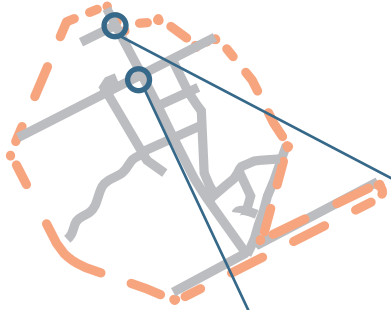
This section provides an analysis of existing transportation network elements within the Uptown Canandaigua Corridor.



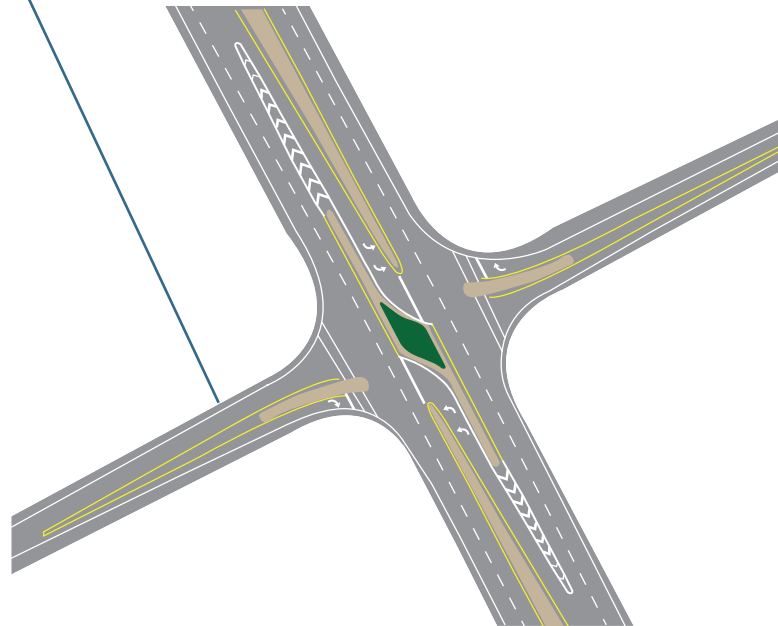


ROADWAY AND INTERSECTION GEOMETRY

In order to fully understand the Uptown Canandaigua Corridor and recommend specific improvements to be made in the area, it is necessary to analyze the major intersections. Six major intersections are located along State Route 332. The geometric configuration of these intersections is described in the section below.



STATE ROUTE 332/CAMPUS DRIVE



STATE ROUTE 332/THOMAS AND EMERSON ROADS

STATE ROUTE 332/CAMPUS DRIVE

4-WAY



At this intersection, State Route 332 is a five-lane roadway separated with a center median. State Route 332 has a mirrored geometry traveling in opposite directions; three lanes with a left-hand/U-turn travel lane and two lanes in either direction.

On the west side of State Route 332, Campus Drive is a four lane roadway; three lanes (left, straight, and right hand designated lanes) traveling east and one lane traveling west. On the east side of State Route 332, County Road 8 has three lanes; two lanes west bound turning lane and straight) and one lane traveling east.

STATE ROUTE 332/THOMAS AND EMERSON ROADS

4-WAY

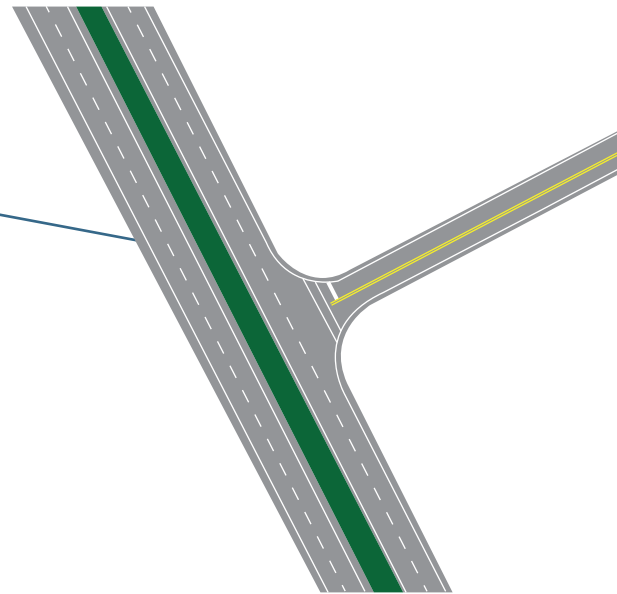
At this intersection, State Route 332 has a mirrored geometry. Four lanes; two lanes traveling in each direction with a raised median separated left-hand turning lane.

Thomas Road/Emerson Road also has a mirrored geometry. Two lanes; one lane traveling in each direction with a right hand designated turning lane. These lanes are separated with a raised median.

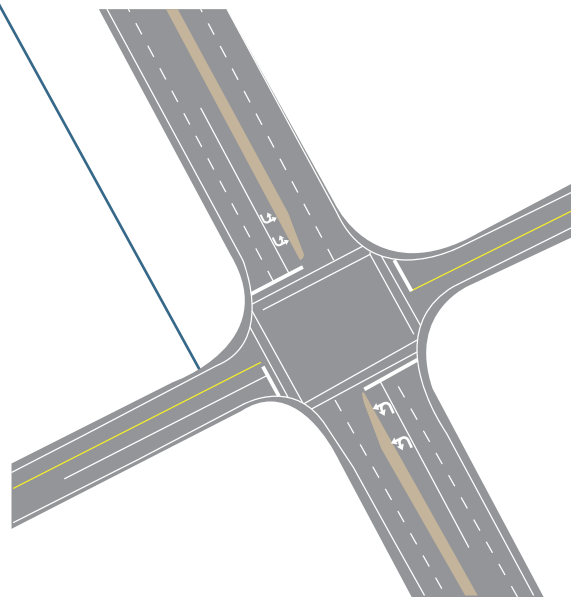
3-WAY

At this intersection, State Route 332 is a four lane roadway; two lanes in each direction. North and south bound is separated with a grass median.

Kepner Road is a two lane roadway; one lane traveling in each direction. Those traveling west on Kepner Road can only turn right onto State Route 332.



STATE ROUTE 332/KEPNER ROAD



STATE ROUTE 332/AIRPORT ROAD/AROLINE ROAD

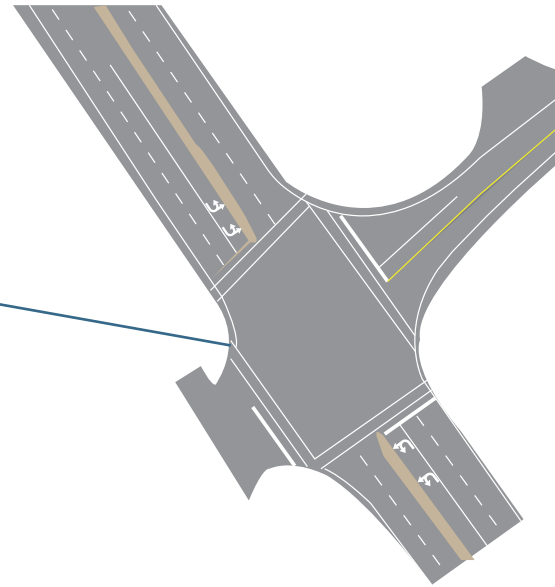
STATE ROUTE 332/AROLINE ROAD

4-WAY

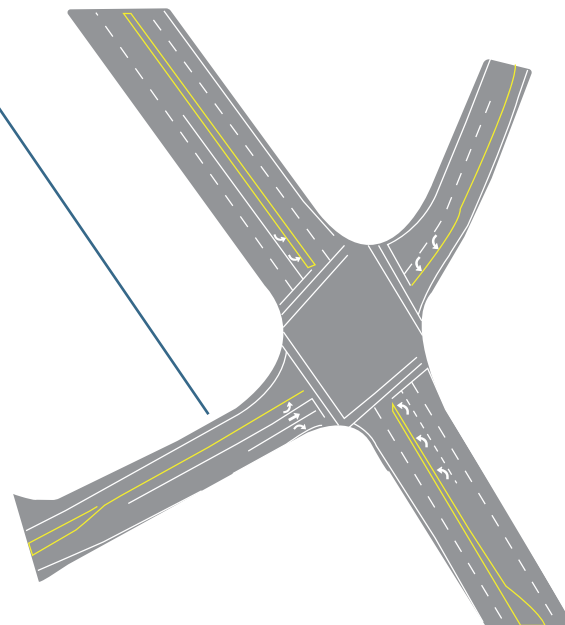


At this intersection, State Route 332 is a five-lane roadway separated with a center median. State Route 332 has a mirrored geometry traveling in opposite directions; three lanes with a left-hand/U-turn travel lane and two lanes in the other direction.

On the west side of State Route 332, Airport Road has three lanes; two lanes traveling in the east bound direction and one traveling west. On the east side of State Route 332, Aroline Road is a two lane roadway; one lane in each direction.



STATE ROUTE 332/PARKSIDE DRIVE



STATE ROUTE 332/NORTH STREET/MACEDON ROAD (CR 28)

STATE ROUTE 332/PARKSIDE DRIVE

3-WAY



At this intersection, State Route 332 is a five-lane roadway separated with a center median. State Route 332 has a mirrored geometry traveling in opposite directions; three lanes with a left-hand/U-turn travel lane and two lanes in the other direction.

Parkside Drive is a three lane roadway; one lane traveling in the east bound direction and two lanes traveling in the west bound direction. The west side of this intersection is the Gateway Center Plaza entrance.

STATE ROUTE 332/NORTH STREET

4-WAY



At this intersection, State Route 332 has a mirrored geometry. It is a five lane roadway; three lanes with a left-hand turning lane traveling in one direction and two lanes in the other direction.

On the west side of State Route 332, North Street is a four lane roadway; three lanes traveling east (left, straight, and right hand designated lanes) and one lane traveling west. On the east side of State Route 332, Macedon Road (CR 28) is a three lane roadway; one lane traveling east and two lanes (one left hand turn lane) traveling west.



INTERSECTION CONDITIONS

Intersection conditions are an important component of the pedestrian experience. This section looks at the intersection conditions for the study area's major intersections. Specific amenities that were analyzed include the presence of sidewalks, ADA compliance, crosswalk striping, pedestrian crossing signals and curb ramps.

Pedestrian amenities on major State Route 332 intersections do exist. Almost all intersections, including Emerson Road, Kepner Road, Aroline Road, Parkside Drive and North Street/North Road contain a sidewalk, crosswalk striping, curb ramps and are considered ADA-accessible. Only Aroline Road, Parkside Drive and North Street intersections contain a pedestrian signal. Campus Drive contains no pedestrian amenities.

Sidewalks within the Uptown Corridor are present throughout the length of State Route 332. During site visits, it was noted that some pedestrians do utilize the sidewalks for short errands, such as buying a meal on a work lunch break.



Pedestrian waiting to cross Aroline Road intersection

While State Route 332 contains pedestrian amenities, enhancements are needed to improve safety of pedestrians and bicyclists and increase usage of alternative modes of transportation within Uptown.

State Route 332 &	Sidewalk	ADA-Accessible	Crosswalk Striping	Pedestrian Signal	Curb Ramps
Campus Drive					
Emerson Road	●	●			●
Kepner Road	●	●	●		●
Aroline Road	●	●	●	●	●
Parkside Drive	●	●	●	●	●
North Street	●	●	●	●	●

Despite the presence of these amenities, the use of these crosswalks can still a daunting experience for a pedestrian or bicyclist to cross State Route 332 due to the speed of traffic and vulnerability on the roadway. During several conversations with community members, it was apparent that many pedestrians do not feel protected or safe while utilizing designated crosswalks or sidewalks along Sate Route 332.

Enhanced crosswalks and additional signage along State Route 332 will create a more pedestrian-friendly environment for all users. By creating a more diverse roadway network, additional pedestrians and bicyclists will utilize the network; therefore, lessening the perceived automotive dominated streetscape.

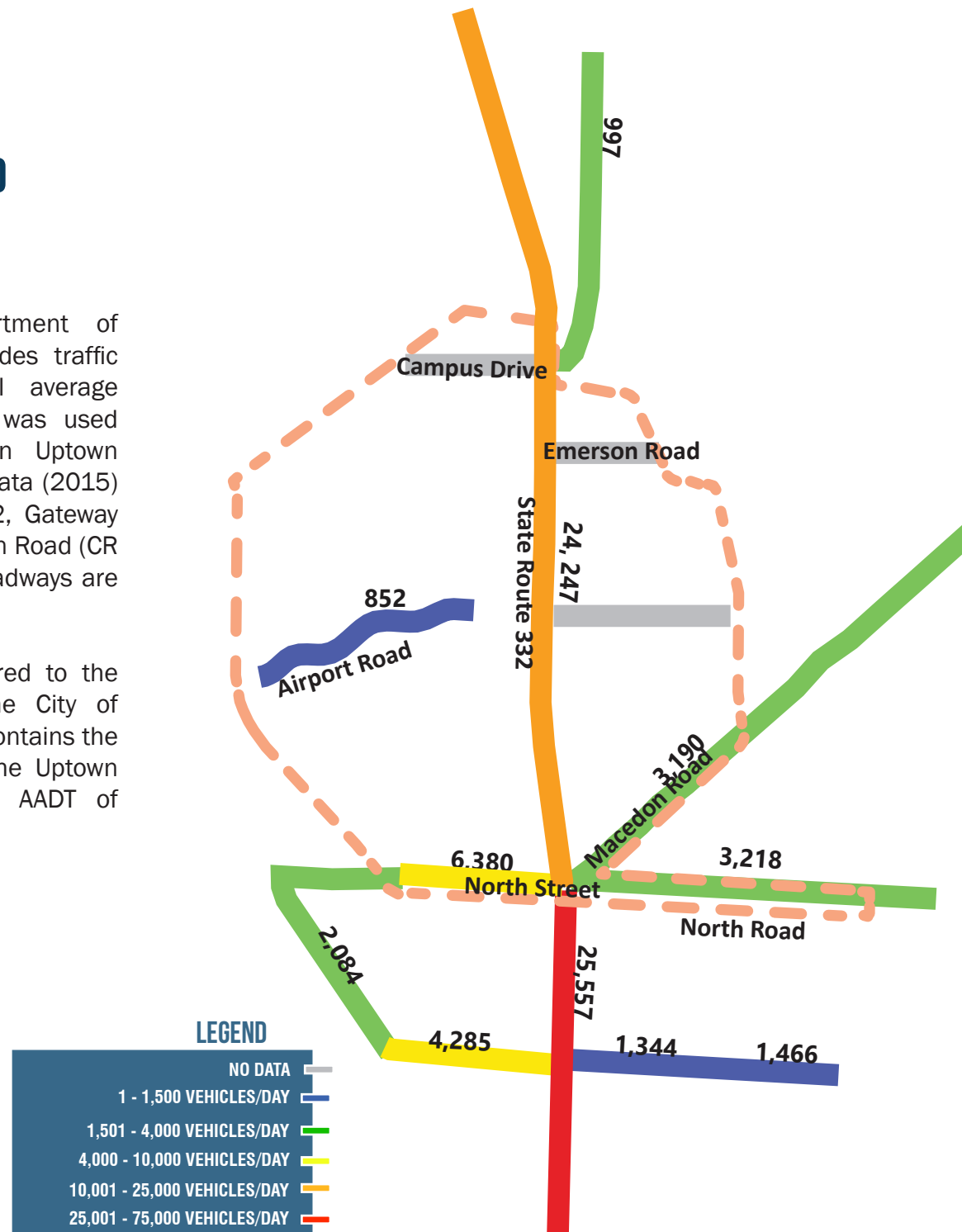
Several community members expressed their unwillingness to utilize crosswalks because they felt unsafe.

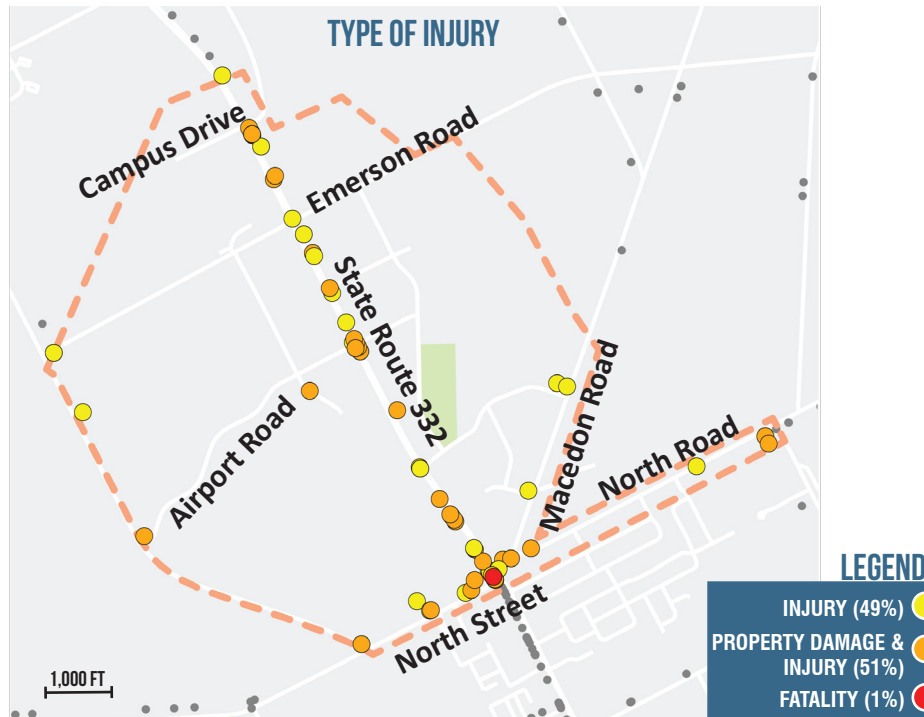


CURRENT AND PROJECTED TRAFFIC VOLUMES

The New York State Department of Transportation (NYS DOT) provides traffic volumes indicated as annual average daily traffic (AADT). This data was used to determine traffic counts in Uptown Canandaigua. The most recent data (2015) is provided for State Route 332, Gateway Circle, North Street, and Macedon Road (CR 28). Traffic volumes on these roadways are displayed in the figure.

Traffic volumes are low compared to the surrounding area, including the City of Canandaigua. State Route 332 contains the heaviest traffic volume within the Uptown Canandaigua Corridor with an AADT of 24,247.





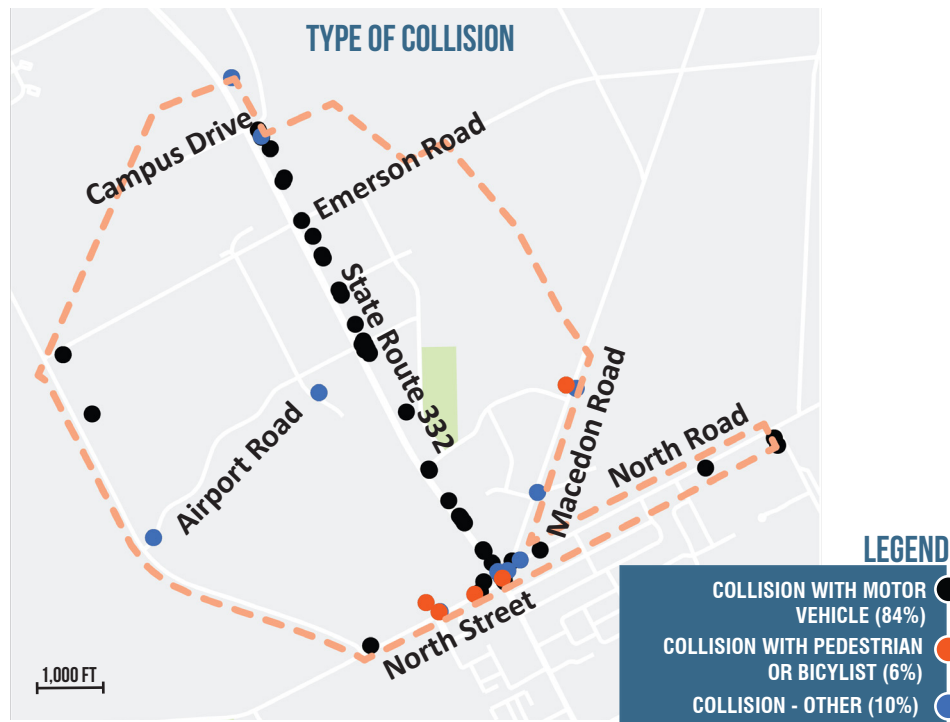
ACCIDENT DATA

Accident data was obtained from the Genesee Transportation Council and encompasses data from 2000 - 2015.

From 2000 - 2015, there were 117 accidents within Uptown. Of these accidents, 49 percent resulted in injury, 51 percent resulted in both property damage and injury, and one accident resulted in a fatality.

Types of collisions are also presented. 84 percent of collisions involved a collision with a motor vehicle, 6 percent involved a collision with a pedestrian or bicyclist, and 10 percent were categorized as other. For example, on June 16th, 2018 a hit and run accident occurred between a motor vehicle and a bicyclist on Brickyard Road.

While motor vehicle accidents have occurred throughout the corridor, collisions with a pedestrian or bicyclist appears to be clustered in the vicinity of State Route 332 and North Street.



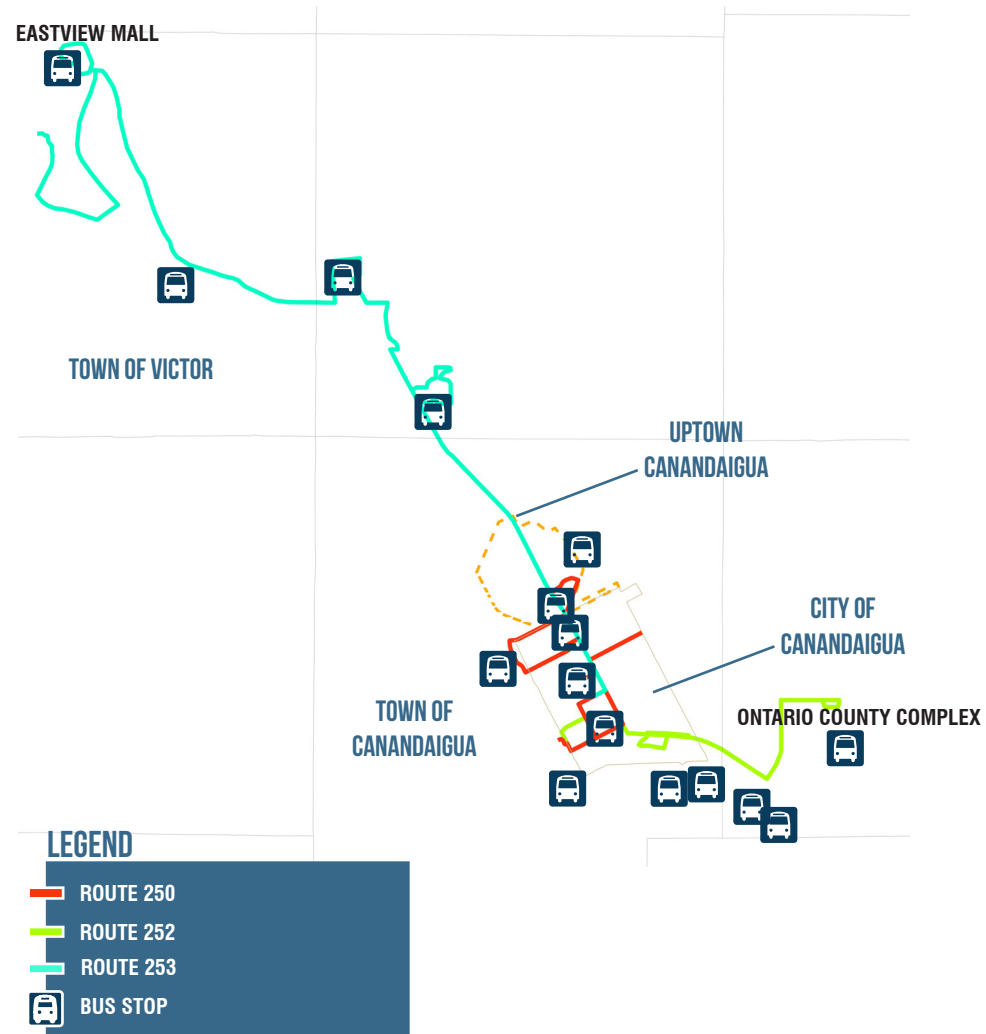
PUBLIC TRANSPORTATION

Public transportation within Uptown is provided by Regional Transit Service (RTS) Ontario. Three public bus routes can be accessed from the Uptown Corridor; Routes 250, 252 and 253. These routes travel from the Eastview Mall south to the Ontario County Complex.

In 2017, ridership of Routes 250 and 253 combined was approximately 55,000 users.

RTS Ontario also provides a Dial-A-Ride service where users can call at least 48 hours in advance of a desired date of travel. RTS will provide curb-to-curb services for travel outside 3/4 mile of route service. Users pay between \$5 and \$10 for one-way transport Monday through Friday.

Public transit service within the area is limited due to a single bus stop at the Tops Supermarket.





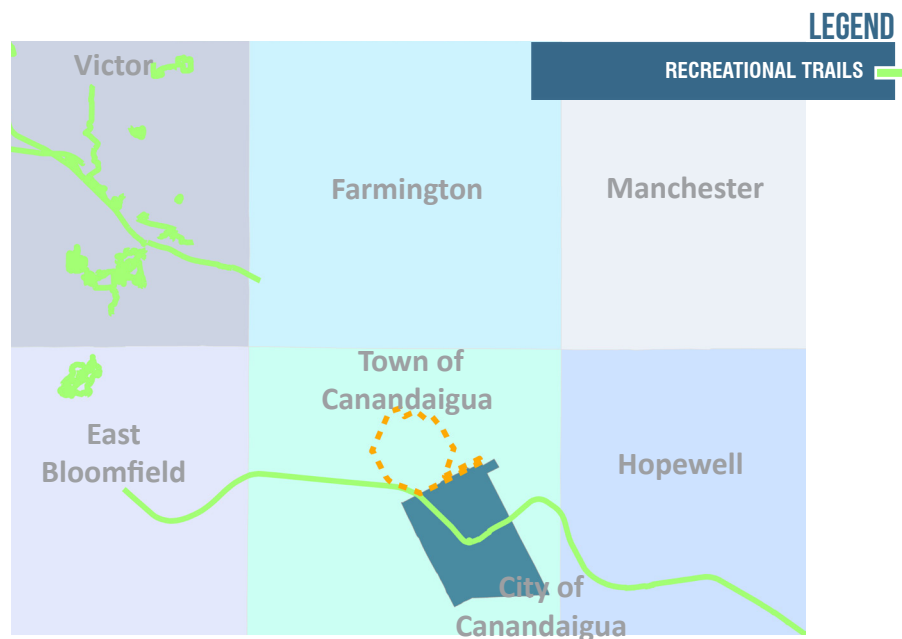
PEDESTRIAN AND BICYCLE INFRASTRUCTURE

Pedestrian and bicycle amenities within the study area are very limited. Sidewalks within the study area are located along State Route 332 extending from North Street/North Road to Emerson Road. A small section of sidewalks also exist near the Canandaigua Airport.

There are no shared or designated bicycle lanes within the study area. Similarly, no bicycle amenities, such as bike racks, exist within the study area.

Despite this, there are existing and planned pedestrian and bicycle trails outside of the immediate study area. Major recreational trails in close proximity to the study area are described in the table below:

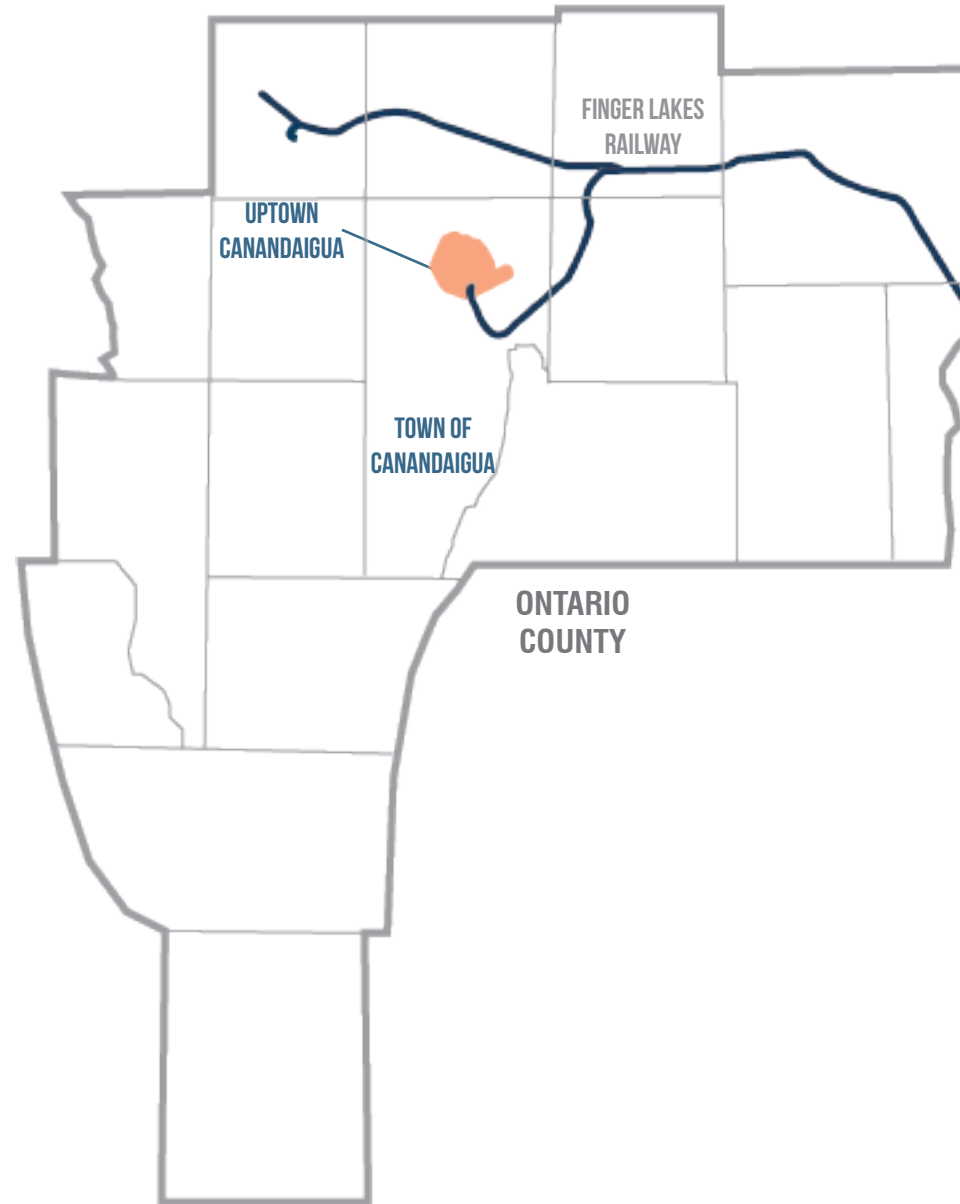
Trail	Type	Use	Length (mi)
Peanut Line	Dirt	Multi-use	0.5
Ontario Pathways	Dirt, Stone	Multi-use	23
Auburn Trail	Dirt, Stone	Hiking, Multi-use	9.1



FREIGHT LINES AND UTILIZATION

The Uptown Canandaigua Corridor contains one freight line known as the Finger Lakes Railway. This 167-mile track extends from the Town of Victor to the City of Syracuse. The railway provides service to the Pactiv Corporation on the western portion of the study area.

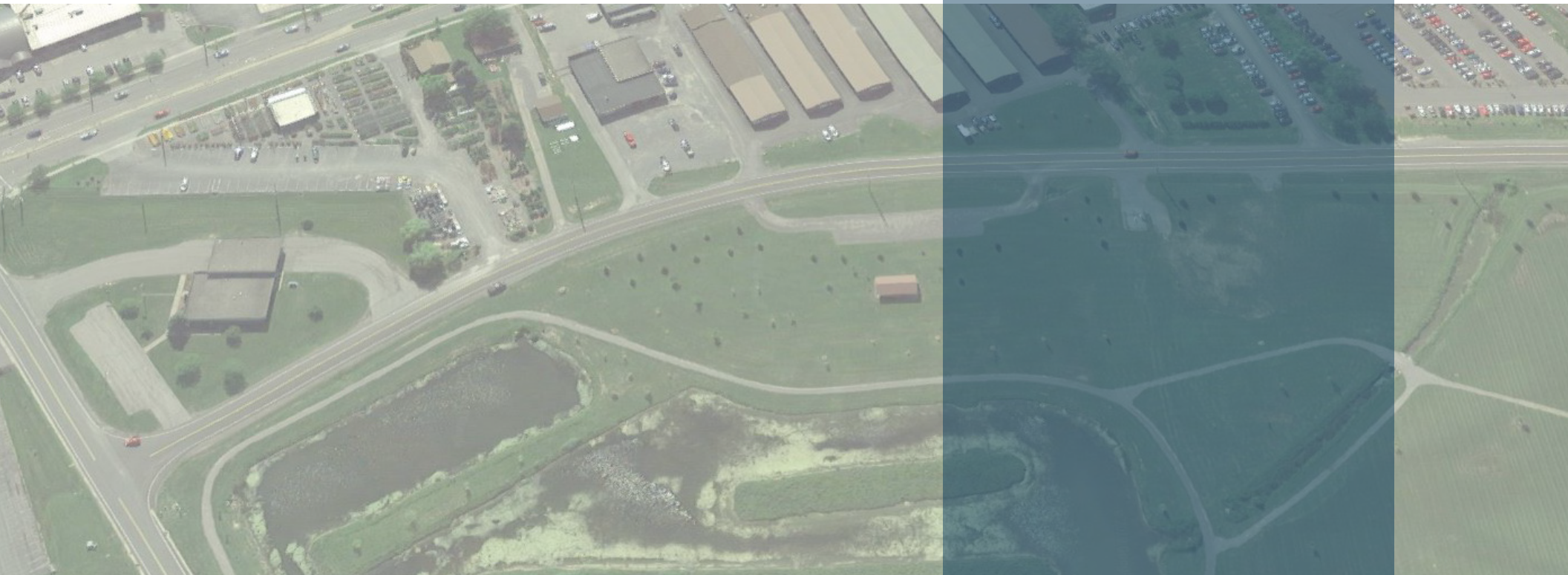
The Finger Lakes Railway is a privately-owned Class III, short line railroad with corporate headquarters in the City of Geneva. The track interchanges with multiple Class I railroads in NYS. Transported goods include steel, scrap metal, pulpboard, canned goods, building materials, among others.

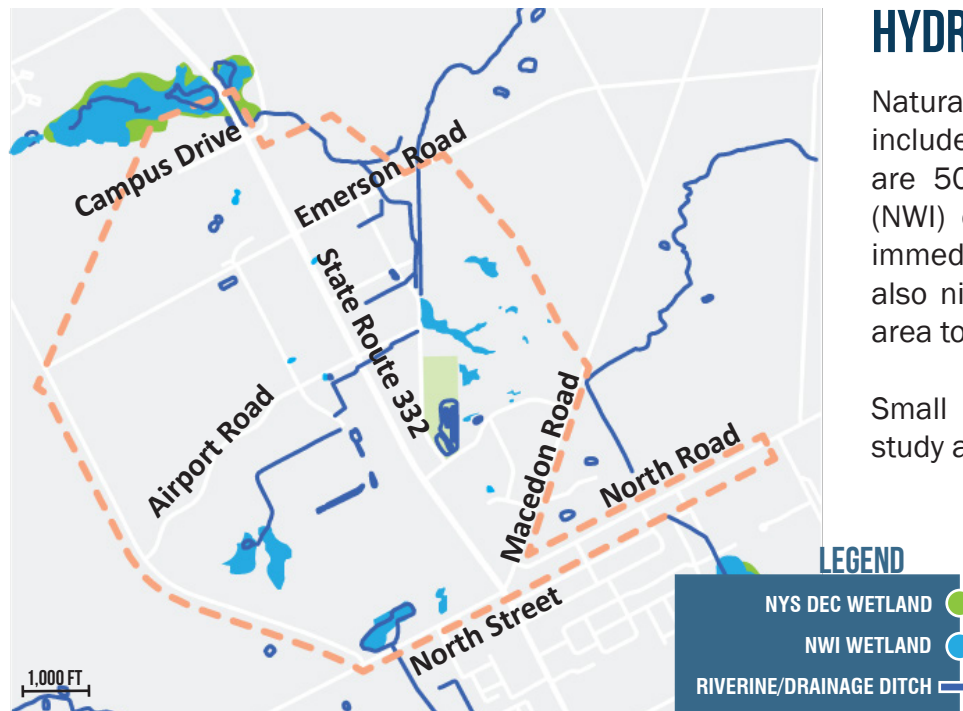


3

NATURAL & BUILT ENVIRONMENT

This section provides an analysis of the existing natural resources and public realm elements that make up the Uptown Canandaigua Corridor.

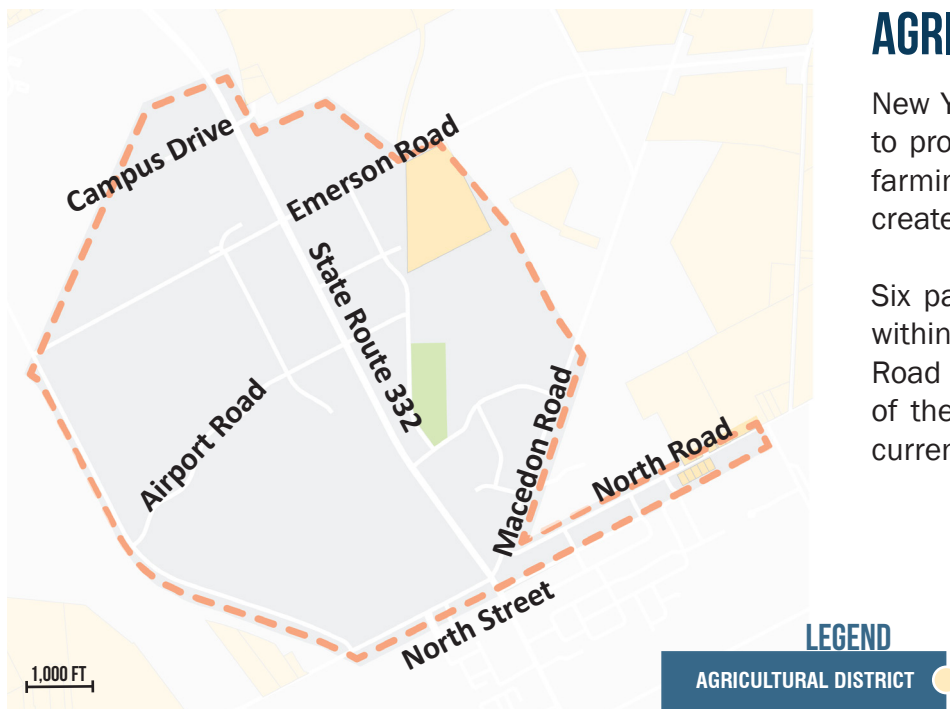




HYDROGRAPHY

Natural features within the Uptown Corridor include wetlands and small water bodies. There are 50.25 acres of National Wetland Inventory (NWI) categorized freshwater wetlands within or immediately adjacent to the study area. There are also nine small freshwater ponds throughout the area totaling 10 acres.

Small riverines and drainage ditches within the study area total approximately seven acres.



AGRICULTURAL DISTRICTS

New York State Agricultural Districts are designed to protect and promote the availability of land for farming purposes. The Ontario County District was created in 1972 and recently re-certified in 2014.

Six parcels, approximating 39 acres are located within the area; northeast corner along Emerson Road and southeast corner along North Road. All of these properties are privately owned with no current farming activity.



PROPERTY OWNERSHIP

The Town of Canandaigua owns three parcels within the Uptown Canandaigua Corridor. These parcels total approximately 31 acres and include Blue Heron Park, vacant commercial land near the Canandaigua Airport and vacant residential land on Emerson Road.

The Ontario County Industrial Development Agency (IDA) owns two parcels, which totals approximately nine acres within the area. The parcel on Fire Hall Road contains Ikoniq, a manufacturing company that produces kiosks and modular containers for sporting and outdoor events. The second parcel is utilized for the Finger Lakes Railway line.



BUILDING DESIGN AND CHARACTER

Overall, buildings along the Uptown Canandaigua Corridor lack the cohesive design elements that help contribute to a sense of place, such as orientation to the street edge, pedestrian-scaled and visually interesting facades, and complimentary architectural detailing.

The setback of structures along State Route 332 varies from 30 feet to 550 feet with the most common setback of approximately 100 feet. Because of the large setbacks and inconsistent siting along the street edge, the relationship between buildings is limited. As a pedestrian, bicyclist, or motorist traveling via State Route 332 the perception of an engaging, interconnected streetwall is challenged by the presence of parking lots over well-designed, pedestrian-scaled building frontages. Furthermore, the entrances of buildings in Uptown are oriented towards patrons arriving via automobile. Sidewalk connectivity ends at the curb cuts or vehicular entrances to sites, leaving pedestrians to navigate parking lots and drive aisles to reach building entrances.



Southern End of Uptown Canandaigua Corridor



Architecturally-defined buildings are more visually interesting and exhibit a base, midsection, and crown, known as **Tripartite Design**.



The predominant building character is defined by single-story structures with wide frontages and little to no façade articulation. The average width of buildings measured along the street frontage is about 95 feet. Often these facades are flat with minimal architectural detailing or transparency and express no relationship in design to that of adjacent buildings or buildings across the street. As a result, the character and identity of the Uptown area is left undefined and obscured by traditional “big-box” type structures.



Buildings in the Uptown Corridor do not typically possess this type of design aesthetic.



Example of single-story building on State Route 332.

The following photos are examples of three building designs within Uptown that are in close proximity to each other. The plaza and Tractor Supply generally appear squat in proportion, with long, linear facades and little variation in rooflines, planes, or fenestration (window and door openings). Although the plaza utilizes some archway detailing, it ultimately masks the windows and doors and creates shadows where a greater level of transparency is desired. The car dealership adjacent to the plaza presents itself as a taller structure with a high level of transparency along its primary façade. However, the setback of this structure minimizes its ability to positively contribute to the streetscape. There are generally no consistent or complimentary design elements between each of these structures, despite the fact that they are all visible from the same vantage points.

Avoiding the use of long, uninterrupted facades and providing a high level of façade articulation or definition will visibly enhance the character of the Uptown Corridor. This may be achieved by varying planes, materials, and levels of transparency along building frontages. Typically, the highest level of transparency is desired on the first floor of a structure with larger storefront windows, and lesser levels on upper-floors where office or residential uses are located.

View of Plaza on State Route 332



View of Nissan Automotive on State Route 332



View of Tractor Supply on State Route 332



KEY BUSINESSES AND DESTINATIONS

There are a wide variety of destinations within the Uptown Canandaigua Corridor. These range from retail and service establishments to recreational resources. These destinations and services are presented in the table below:

Destination	Name
Automotive Dealership/Service	<ul style="list-style-type: none"> Randall Buick GMC Cadillac Farnsworth Chevrolet Ontario Honda Ontario Mazda Vision Automotive LeBrun Toyota Canandaigua Chrysler Dodge Jeep Heritage Motors
Food Establishment/Grocery	<ul style="list-style-type: none"> Tom Wahl's Restaurant Eric's Office Restaurant Tops Supermarket Perri's Pizza Subway Restaurant Ray's Restaurant Woody's Cafe
Education	<ul style="list-style-type: none"> Canandaigua Academy Empire College
Industry	<ul style="list-style-type: none"> Pactiv Corporation Akoustis
Housing	<ul style="list-style-type: none"> Candlewood Apartments Trolley Apartments Thomas Road Condominiums Liberty Apartments
Park/Recreation	<ul style="list-style-type: none"> Blue Heron Park Centerpointe Golf Club Canandaigua Sports Club
Gas Station	<ul style="list-style-type: none"> Sunoco Gas Station Kwik Fill
Other	<ul style="list-style-type: none"> Canandaigua Airport Canandaigua Schools Bus Garage LifeSpring Community Church



LEGEND

Canandaigua Airport	Animal Hospital	Grocery
Canandaigua Bus Garage	Automotive Dealership or Service	Educational Facility
Centerpointe Golf Course	Gasoline Station	Religious Service
Apartment Complexes	Food Establishment	Industry



PRIVATE AND PUBLIC SIGNAGE

Both public and private wayfinding signage exists within the area. Signage in this area points to key destinations and locations in and around Uptown Canandaigua.

Signage is divided into two categories; directional and location marker. Directional signage points users to a specific location within the study area. For example, two directional signs along Parkside Drive direct users to Blue Heron Park.

Important locations within the immediate and adjacent area include:

- Canandaigua Academy
- City of Canandaigua
- Blue Heron Park
- Canandaigua Airport
- Centerpointe Golf Course
- Canandaigua Sports Club
- Auburn Trail

MARKET TRENDS AND ANALYSIS

The following section outlines a summary of the demographic, market, and economic trends and analysis of the Uptown Canandaigua Corridor. This market analysis involved a review of prior reports and existing materials, analysis of economic trends, real estate market research, and interviews with market experts.

The full market analysis is provided as [Appendix B](#).

UPTOWN CANANDAIGUA MARKET OPPORTUNITIES



**STRENGTHENING INDUSTRIAL MARKET SUGGESTS
UPTOWN COULD ACCOMMODATE ADDITIONAL
MANUFACTURING AND WAREHOUSING**



**UPTOWN CAN ACCOMMODATE NEED FOR UPSCALE
RENTAL HOUSING TO SUPPORT SENIOR POPULATION**



**UPTOWN COULD CAPITALIZE ON THE
DEVELOPMENT OF CLASS A OFFICE SPACE**



**SALES LEAKAGE WITHIN THE TOWN INDICATES
UNMET DEMAND FOR NEW AND EXPANDED RETAIL
STORES WITHIN UPTOWN**



**TOURISM-RELATED BUSINESSES COULD CATER TO
INCREASING VISITORS TO SURROUNDING SCENIC
RESOURCES**

SOCIO-ECONOMIC CHARACTERISTICS

The Uptown Canandaigua market analysis considers multiple geographic areas to compare local and regional trends. The following geographic areas were analyzed:

UPTOWN CANANDAIGUA CORRIDOR

This corridor is comprised of the Uptown Corridor, as defined previously.

CITY AND TOWN OF CANANDAIGUA

The combined geography of the City of Canandaigua and the Town of Canandaigua was used to provide local context in the retail and residential market analyses.

CANANDAIGUA ZIP CODE (14424)

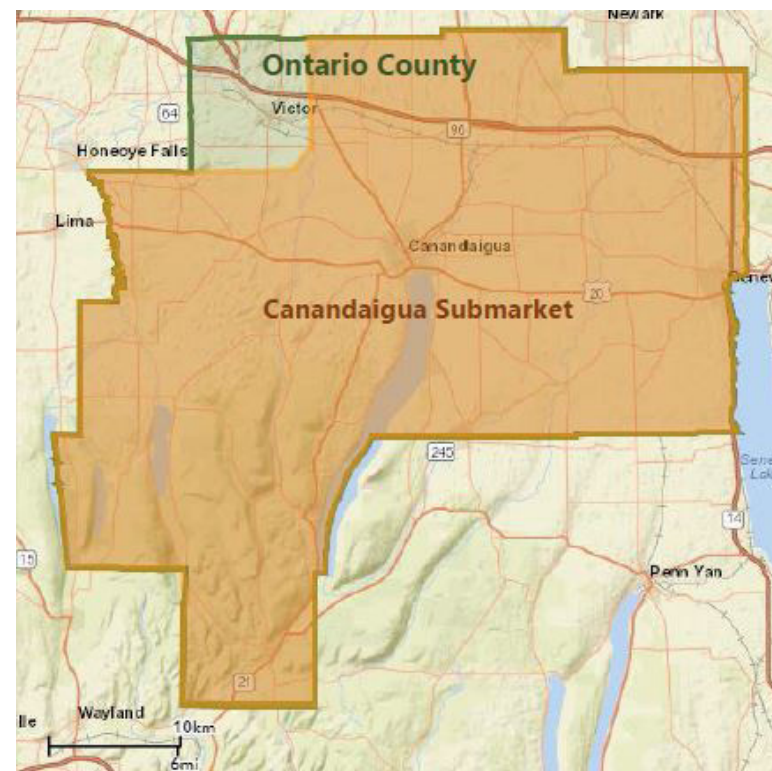
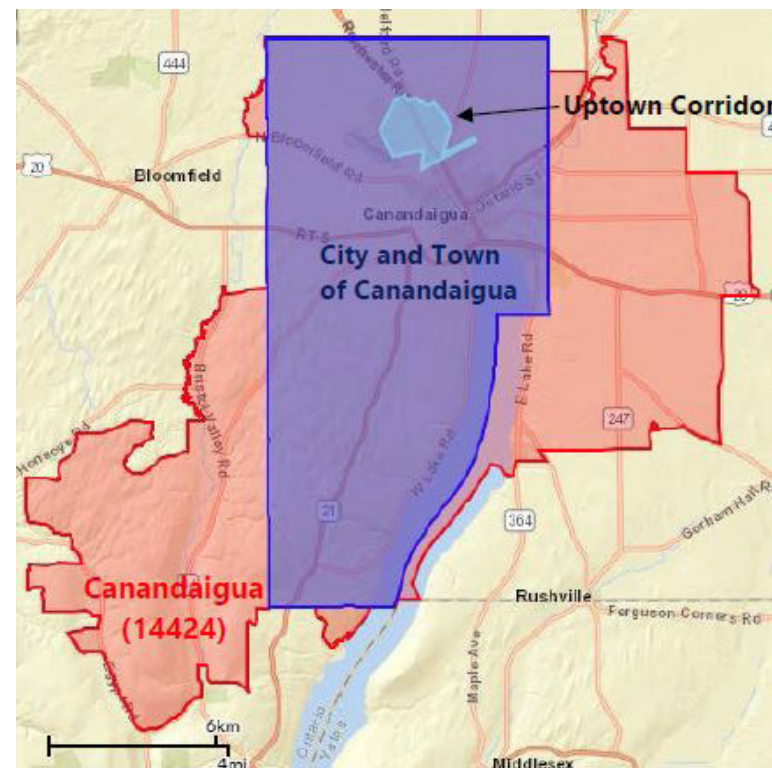
Tourism economic trends are analyzed at the Zip Code level. The Zip Code for Canandaigua (14424) includes both the Town and City of Canandaigua as well as parts of the Towns of Bristol, Gorham, Hopewell, East Bloomfield, South Bristol and East Bloomfield.

CANANDAIGUA SUBMARKET

The Canandaigua Submarket was used to obtain historic and future deliveries within the office and retail markets. The Canandaigua Submarket lies within Ontario County and is comprised of the towns of Farmington, Manchester, Phelps, East Bloomfield, Canandaigua, Hopewell, Seneca, Geneva, Richmond, Bristol, Gorham, Canadice, South Bristol, and Naples as well as the cities of Manchester, Shortsville, Clifton Springs, Phelps, Bloomfield, Canandaigua, Geneva, Honeoye, Hall and Naples.

ONTARIO COUNTY

Ontario County was used as the primary geography to examine the regional trends in the industrial, residential, office, retail and tourism markets.



DEMOGRAPHIC INDICATORS

POPULATION + HOUSEHOLD TRENDS

From 2017 to 2022, the Uptown Corridor is expected to grow at a faster rate than the City and Town of Canandaigua and Ontario County both in terms of population and households.

AVERAGE HOUSEHOLD SIZE

The average household size (as of 2017) is smaller in the Uptown Corridor than in the City and Town of Canandaigua or Ontario County. Average household size is not projected to change significantly in any of the geographies.

MEDIAN AGE

As of 2017, Ontario County had the youngest population with a median age of 42.1, followed by the Uptown Corridor with 43.4 and the City and Town of Canandaigua at 45.1. The Uptown Corridor population is projected to get younger while the City and Town and county are projected to get older by 2022.

MEDIAN HOUSEHOLD INCOME

Of the three geographies, the Uptown Corridor has the lowest median household income at approximately \$46,000. Median household incomes are approximately \$56,000 at the City and Town level and \$59,000 at the county level. The County's median household income is projected to grow at the fastest rate of 7.4% compared to 4.4% at the City and Town level and 1.5% within the Uptown Corridor.

+7.4%
by 2022



Uptown Corridor

+8.1%
by 2022



+3%
by 2022



City and Town

+3.1%
by 2022



+2.8%
by 2022



County

+3%
by 2022



Uptown Corridor

2.15



City and Town

2.27



County

2.43

43.4 ↓ 43.3
by 2022

Uptown Corridor

45.1 ↑ 45.4
by 2022

City and Town

42.1 ↑ 43.7
by 2022

County

\$46,000



↑ 1.5%
by 2022

Uptown Corridor

\$56,000



↑ 4.4%
by 2022

City and Town

\$59,000



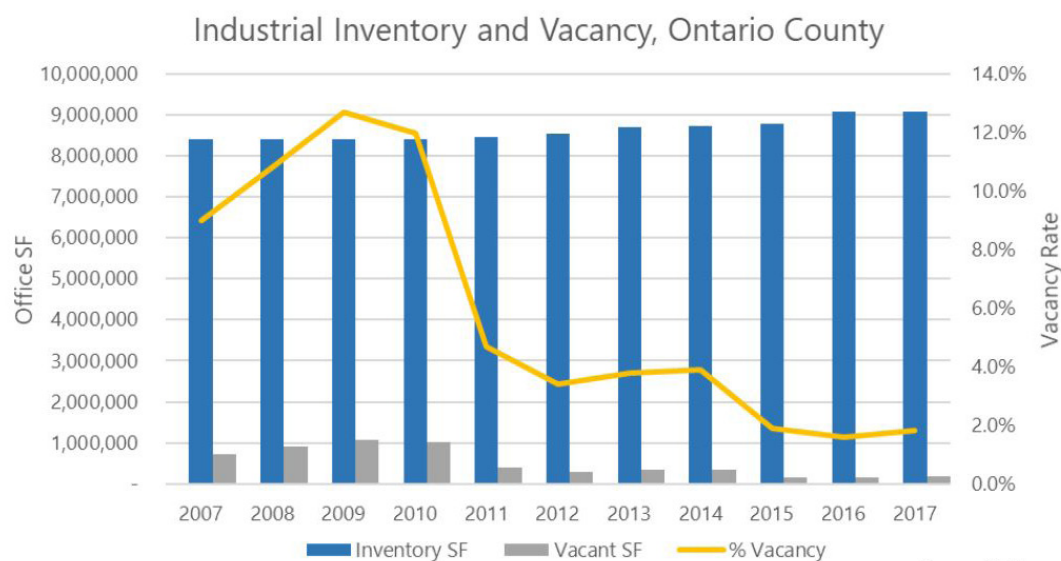
↑ 7.4%
by 2022

County

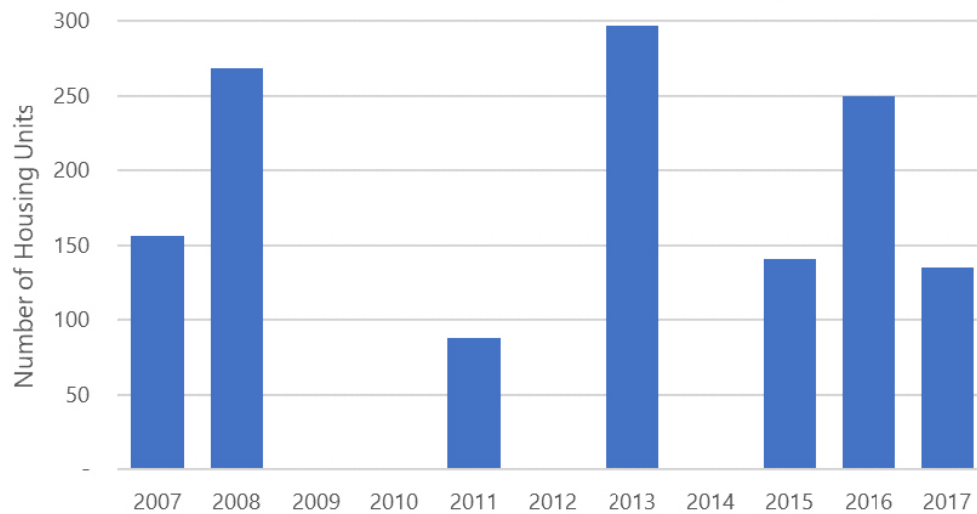
INDUSTRIAL MARKET ANALYSIS FINDINGS

The supply and demand for the industrial market was analyzed within the Uptown Corridor and region. A summary of the findings is provided below:

- The Ontario County industrial market has been strengthening with gradual inventory growth and falling vacancy rates. As of 2017, there is 8.4 million square feet (SF) of industrial inventory and vacancy are extremely low at 1.8%.
- Rental rates, both all service type and triple net¹ (NNN), have fluctuated over the past decade. Rates showed a promising increasing trend starting in 2011, but have recently begun to decrease in 2016 and 2017. Current rates are comparable for both rents at \$4.59 per SF for all service types and \$4.60 per SF for triple net rent.
- There have been few recent deliveries of industrial space in the Canandaigua Submarket. However, there is one forecasted facility to begin in May 2018. The facility is 18,000 SF one story facility on Brickyard Road in the Town of Canandaigua, specifically located in the Uptown Corridor.
- Overall growth in industrial industries in Ontario County suggest there will be an additional 560 industrial jobs by 2022. The industrial demand outlook in Ontario County is the strongest for Manufacturing and Transportation and Warehousing.



Multi-Family Deliveries, Ontario County



Source: CoStar

RESIDENTIAL MARKET ANALYSIS FINDINGS

The supply and demand for the residential market was analyzed within the Uptown Corridor and region. A summary of the findings is provided below:

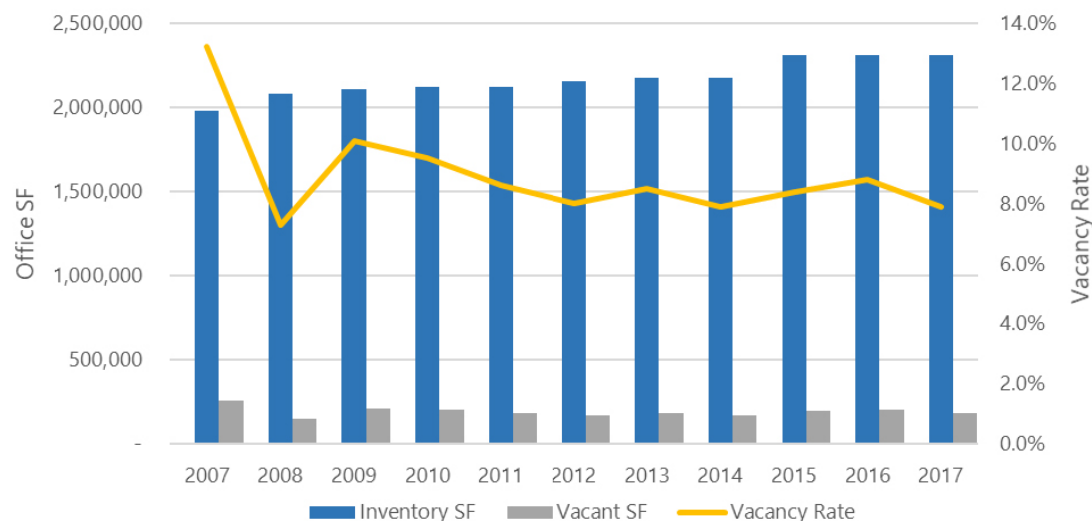
- Uptown Corridor population is expected to increase at a faster rate than surrounding region.
- Single-family housing is the dominant type of residential development both in the City and Town of Canandaigua and Ontario County. Approximately 12.3% of all housing units within the City and Town of Canandaigua are multi-family units.
- In Ontario County, the multi-family housing market has experienced an increase in units and a general trend toward larger units. Overall rental rates have increased 22% since 2007, rental rates have increased 14% on a square footage basis. Vacancy rates have declined dramatically from 10.5% in 2007 to 5.1% in 2017.
- Projected demand for an additional 554 renter-occupied units in Ontario County, including 147 renter-occupied units in the City and Town.
- Overall housing values in both Ontario County and the City and Town are projected to increase from 2017 to 2022. Both study areas can expect to see an increase in housing units valued over \$250,000 and greater while simultaneously experiencing a decline in housing units valued under \$250,000.

OFFICE MARKET ANALYSIS FINDINGS

The supply and demand for the office market was analyzed within the Uptown Corridor and region. A summary of the findings is provided below:

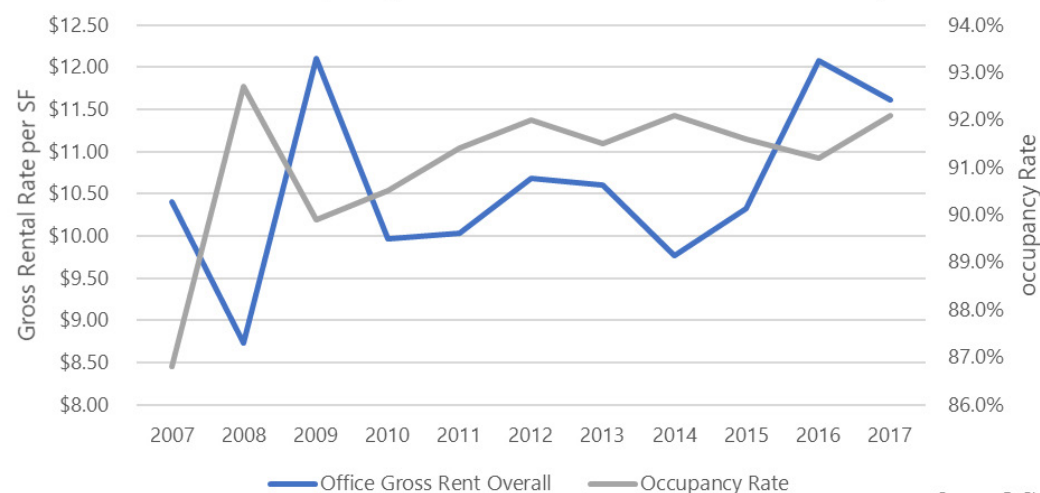
- Over the last ten years from 2007 to 2017, the Ontario County office market has gradually increased its office supply by 15%.
- Over that same time period, the vacancy drastically reduced by 40% in Ontario County. The current vacancy rate is 7.9%.
- Gross rental rates average \$11.61 in Ontario County. Historically, rental rates have fluctuated.
- There is one proposed office construction project for the 2018 year. The project is a proposed two-story 22,500 SF building on Parish Street in the City of Canandaigua.
- In 2022, the office market in Ontario County shows a demand for an estimated 163,000 rentable square feet of new office space based on employment projections. This indicates a strong demand that the City and Town could capitalize on based on their availability of developable land.
- The lack of higher quality space in the Town and City may pose an opportunity for new office development if the current produce does not meet the needs of future office users.

Office Inventory and Vacancy, Ontario County



Source: CoStar

Office Occupancy and Rental Rates, Ontario County



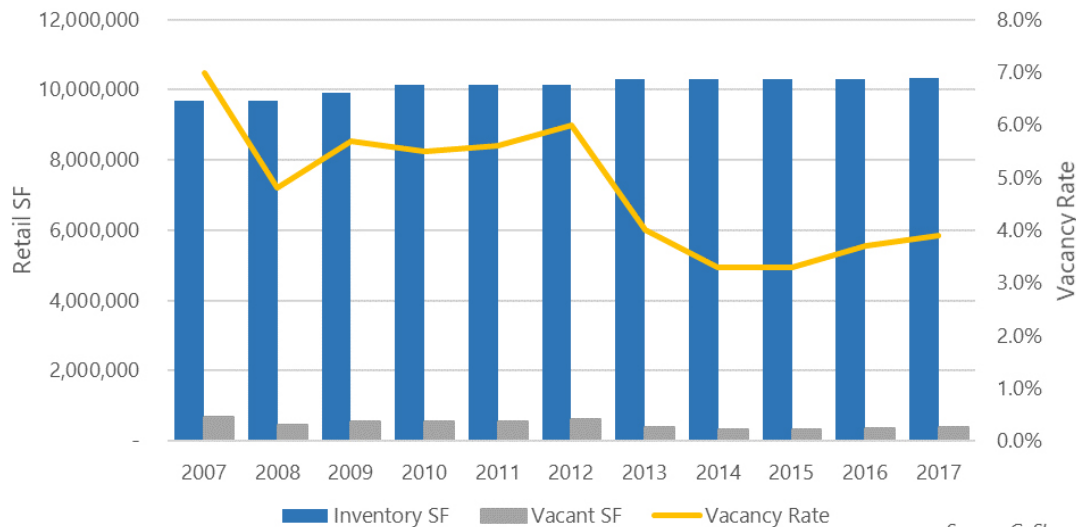
Source: CoStar

RETAIL MARKET ANALYSIS FINDINGS

The supply and demand for the retail market was analyzed within the Uptown Corridor and region. A summary of the findings is provided below:

- The Ontario County retail market is stable with a diminishing vacancy rate.
- Retail rental rates have fluctuated over the last decade but generally have decreased since 2007. All service type and triple net rent have become comparable and are currently \$9.91 per SF and \$9.92 per SF respectively.
- The only recent retail delivery within the Canandaigua Submarket is a three-story development on Lakeshore Drive in the City of Canandaigua.
- Over the next four quarters spanning into April of 2019, there are three proposed developments in the Canandaigua Submarket. This includes an 8,830 SF development on Main Street in the City of Canandaigua, a 60,000 SF development and a 15,000 SF development, in the Town of Farmington along State Route 96.
- A retail potential analysis determined what industries have enough unmet demand to support new businesses. The analysis determined there is enough sales leakage in the following industries to warrant opening a new store or expanding existing stores:
 - Office Supplies, Stationery & Gift Stores
 - Clothing Stores
 - Building Material & Supplies Dealers

Retail Inventory and Vacancy, Ontario County

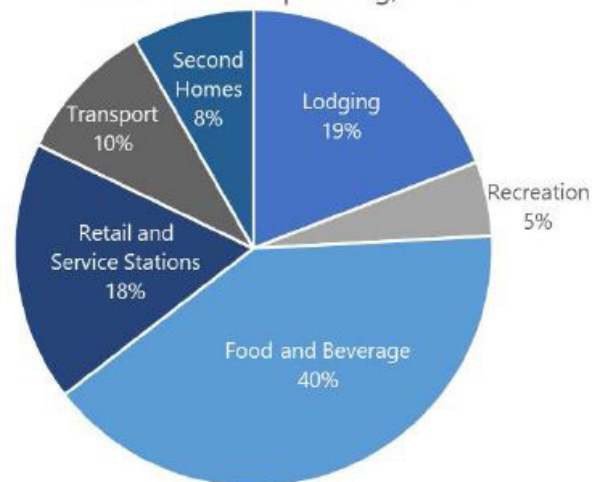


TOURISM MARKET ANALYSIS

A tourism analysis of the Uptown Corridor and surrounding region was conducted to determine the current and projected tourism dollars the area could absorb. Key findings from this analysis include:

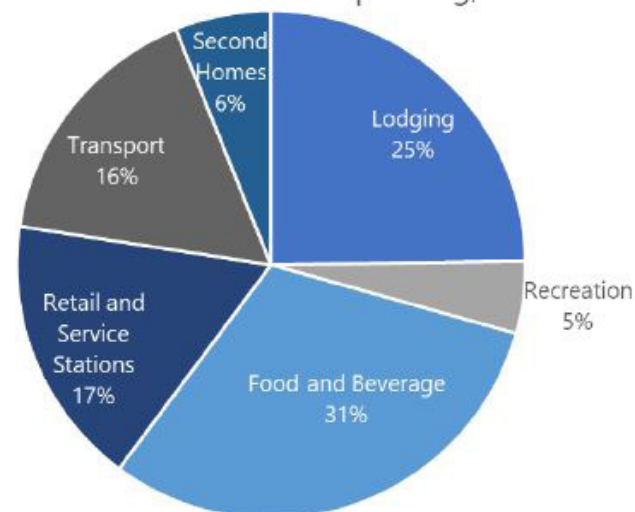
- As of 2016, Ontario County tourists spent an estimated \$207.1 million on lodging, recreation, food and beverages, retail and service stations, transport and secondary homes. This tourism related spending showed a 3.2% increase in spending compared to the previous year.
- Tourists to Ontario County allocate most of their spending to the Food and Beverage (40%) category, followed by Lodging (19%) and Retail and Service Stations (18%).
- There are 165 tourism related businesses within the Canandaigua zip code. A significant portion of which are Restaurant and Other Eating Places (76 establishments) followed by Traveler Accommodation (27 establishments).
- The tourism industry in Canandaigua (14424) is projected to grow 6% in the five year period from 2017 to 2022. The majority of this growth is attributed to the Restaurant and Other Eating Places subsector expanding by 81 jobs.
- Average earnings across all tourism industries in Canandaigua (14224) is \$20,860 per job. Highest average earnings are in Traveler Arrangement and Reservation Services (\$39,000 per job), while the lowest average earnings are among Drinking Places (Alcoholic Beverages).
- Canandaigua tourists are primarily interested in accommodations, food, travel specific services and recreation activities.

Ontario Traveler Spending, 2016



Source: The Economic Impact of Tourism in New York, 2016

New York State Traveler Spending, 2016



Source: The Economic Impact of Tourism in New York, 2016

- There are several industries with no met demand in Canandaigua, that could present an opportunity for development to reap the benefits of the existing demand. These industries include:
 - Traveler Accommodation
 - RV (Recreational Vehicle) 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

- The tourism industry in Canandaigua (14424) consists of several assets that represent a variety of offerings including resources that are natural, recreational, historic/cultural, retail, accommodations and food and beverage places. Major assets include Canandaigua Lake, Bristol Mountain Ski Resort, and CMAC Performing Arts Center.

- Recent tourism-related development within the Canandaigua area included the halted Steamboat Landing project on Lakeshore Drive, projected renovations to the Canandaigua Inn on the Lake, and a mixed-use development in the Town of Victor.

The following page provides a list of tourism and recreational assets within and around the Uptown Canandaigua Corridor. Those assets that are within the corridor are indicated by an asterisk.

TOURISM ASSETS WITHIN CANANDAIGUA



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 Island State Park



RECREATION

- Bristol Mountain Ski Resort
- Roseland Waterpark
- CMAC Performing Arts Center
- Centerpointe Golf Club*
- Canandaigua Sportsmen's Club*
- Canandaigua Civic Center



HISTORIC/CULTURAL

- Granger Homestead
- Sonnenberg Gardens and Mansion State Historic Park



RETAIL

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



RESTAURANT

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

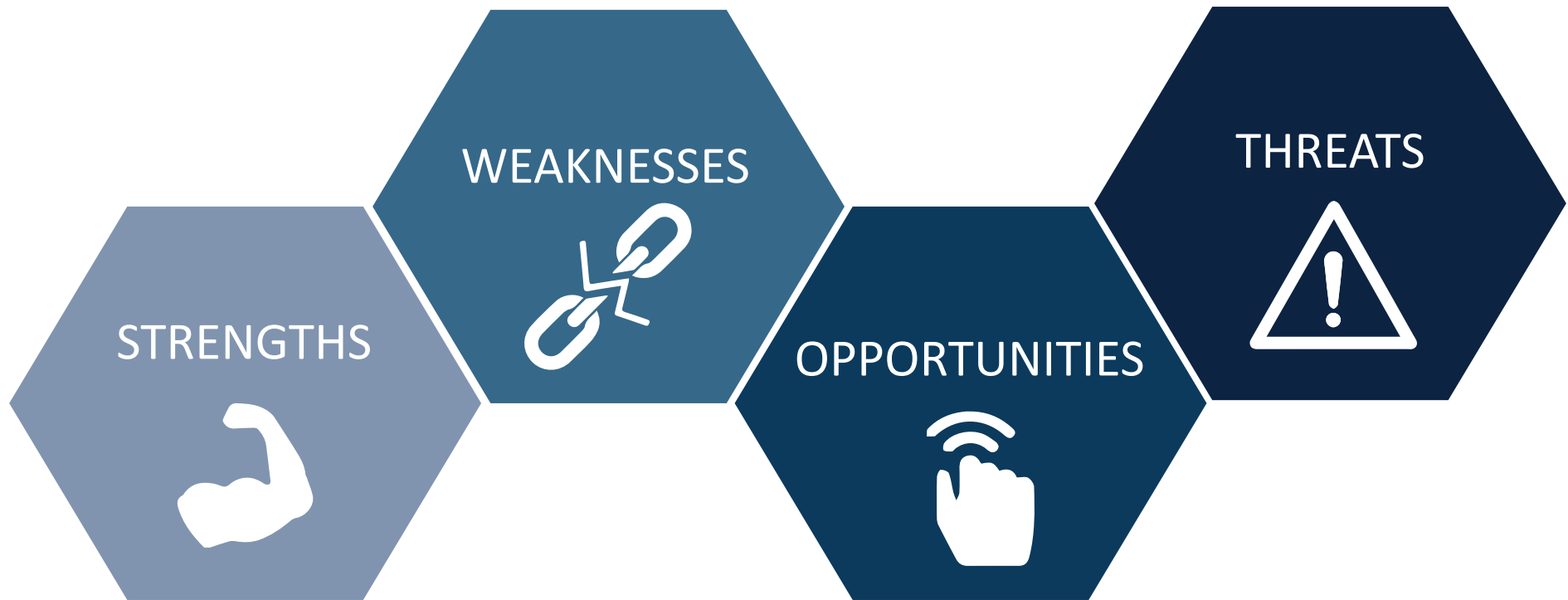


ACCOMMODATIONS

- 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

NEEDS ASSESSMENT

A strengths, weaknesses, opportunities and threats analysis was conducted for the Uptown Canandaigua Corridor. This analysis inventories unique assets in the Town of Canandaigua and aids in understanding the competitive advantages offered by those assets. This is not an exhaustive analysis, but a summary of the greatest issues and opportunities that the Uptown Canandaigua Corridor and the Town faces.



WEAKNESSES



- Currently viewed as a busy commercial area filled with cars and traffic
- Poor connectivity between the City of Canandaigua and the Uptown Corridor
- Lack of pedestrian amenities
- Low-density development
- Private developers face obstacles regarding infrastructure, available traffic studies, and improvements to intersections

THREATS



- Potential for currently vacant land to be developed below highest and best use
- If developable land lies undeveloped or poorly utilized, the Town may fail to capture potential future growth
- Continuation of current development patterns will solidify non-walkable suburban growth style pattern

STRENGTHS



- Proximity to Canandaigua Lake
- Presence of large private employers, including Pactiv Corporation, Akoustis Technologies, and several car dealerships
- 30 minutes outside of Rochester and accessible by I-90
- Proximity to the Canandaigua Airport
- Collaborative environment with organizations, such as the City of Canandaigua Chamber of Commerce, Finger Lakes Visitors Connection, Ontario County, and Access Ontario
- Strong agricultural industry
- Spending power
- Proximity to Wine Trail and other Finger-Lakes attractions
- Number of housing facilities including Centerpointe Townhomes, Trolley Apartments, and Veterans Apartments
- Strong presence of food and drink businesses
- High traffic on State Route 332 supports potential drive-thru businesses

OPPORTUNITIES



- Potential to become an attractive and productive destination for both tourism and business
- Increase collaboration among businesses by identifying and implementing policies that strengthen business connections
- Create a sense of place in Uptown Corridor by enhancing the identity/character of the area
- Increase multi-modal options and wayfinding signage
- Update zoning to encourage dense, walkable developments
- Large development parcel could include residential and multi-use buildings
- Expressed demand for veterans housing and self-storage
- Potential expansion of University of Rochester | Thompson Hospital
- Potential to develop three adjacent parcels totaling 100 acres with upgraded sewer

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FUTURE LAND USE

Through extensive analysis and community engagement, a future land use vision plan for the Uptown Canandaigua Corridor was defined. This land use plan builds upon the solid foundation of planning that the Town of Canandaigua has established through various efforts in recent years. Specifically, this plan describes the desired development patterns that citizens and stakeholders wish to promote in the short term, but also considers a long-term planning horizon.

DESCRIPTION OF FUTURE LAND USE CHARACTER AREAS

The Uptown Canandaigua Corridor is comprised of areas that contain unique characteristics and intensities of development. To ensure preservation of existing resources, as well as guide future development, the following future land use categories have been identified for the Uptown Canandaigua Corridor:

RESIDENTIAL

Areas that provide housing and residential living in Uptown. Generally, these are in the form of single-family detached homes, townhomes and condominiums, and multi-family homes.

COMMERCIAL

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

MIXED-USE

Small-scale mixed-use development that blends a variety of uses. These types of buildings may range from two- to three-stories, typically with first floor retail/office and residential above. Emphasis is on connectivity and mobility to create a walkable environment and public spaces.

OFFICE/EMPLOYMENT CENTER

Blended areas of office space and light-industrial use that focus on technology and innovative business. Possible land uses include light industrial facilities, business parks, and office buildings.

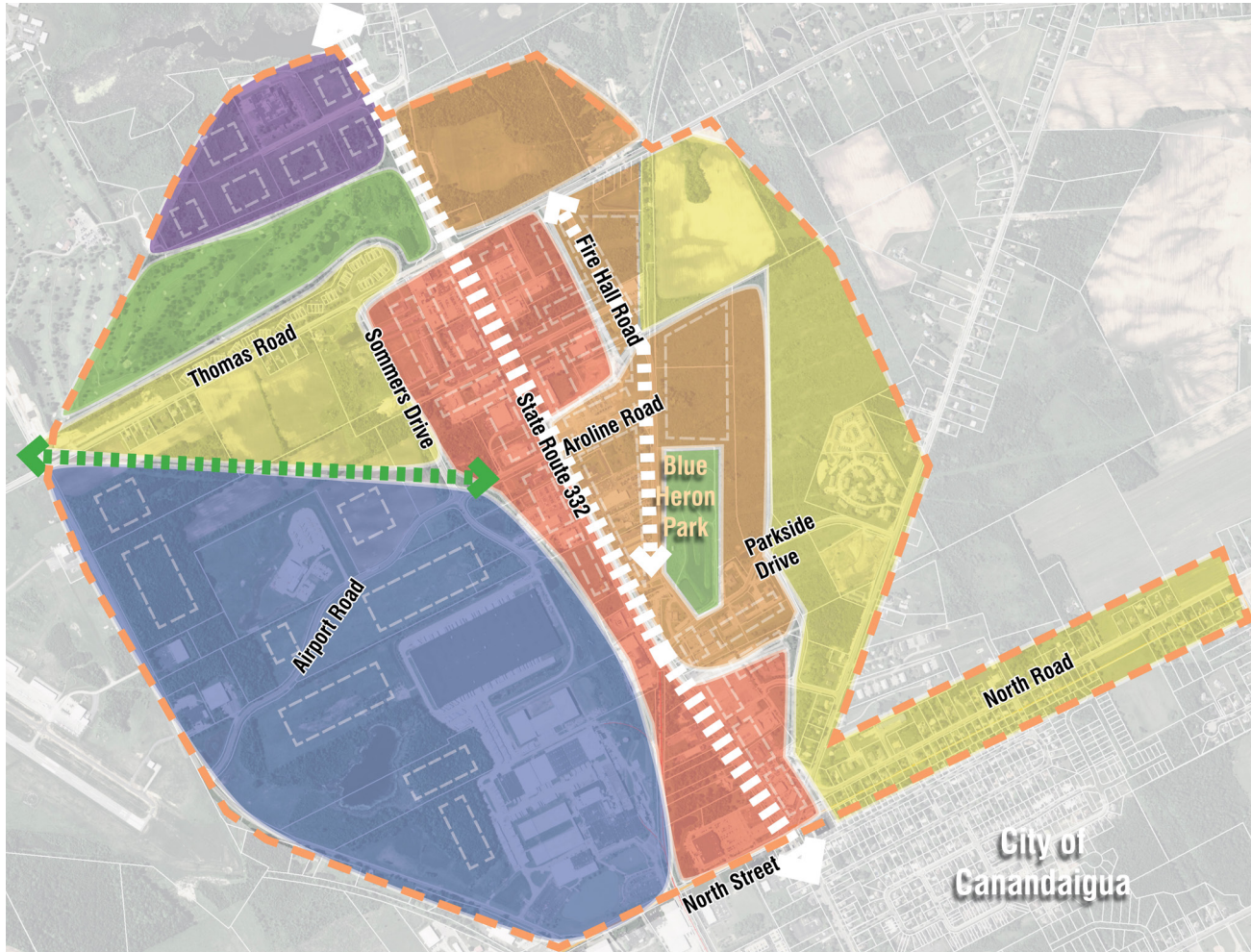
INDUSTRIAL

Areas that cluster industrial uses to support the Town's tax base and provide employment opportunities. Includes light manufacturing and business parks.

PARKS AND OPEN SPACE

Areas defined by existing parkland and open space that the Town seeks to protect and preserve. May also include areas of agricultural preservation. Possible land uses include parks, natural areas, agricultural lands, and golf courses.

PREFERRED FUTURE LAND USE



The preferred land use vision represents the intended development of Uptown Canandaigua over the next 20 years. Development throughout the corridor aims to create a more connected, mobile and walkable community within the Town of Canandaigua. Focus is placed on infill commercial development on State Route 332, mixed-use and residential development centered around Blue Heron Park, and infill development.

WHAT IS A FUTURE LAND USE VISION?

A Future Land Use Vision Plan is the result of a comprehensive process to define a community's future vision. Through extensive community involvement, a future vision for specific development preferences within the Uptown Canandaigua Corridor was created.

HOW DO WE GET THERE?



PHASE I: 0-5 YEARS

Within 0 to 5 years, efforts within the Uptown Canandaigua area focuses largely on revising policy codes and regulations to incentivize additional development within the corridor. Development during this time period is centered on infill development along State Route 332 to maintain existing commercial uses. A mixed-use node on Aroline Road is envisioned to create a transition to a future mixed-use center surrounding Blue Heron Park. Continued industrial development is encouraged on the western portion of the corridor to increase employment opportunities for the Town. Emphasis is on creating connectivity and walkability through increased pedestrian and bicycle amenities on major roadways and off-road connections.



PHASE II: 5-15 YEARS

Within 5 to 15 years, increased development is seen within Uptown Canandaigua. Mixed-use development expands near Blue Heron Park, especially on State Route 332. An expanded area of residential development is envisioned near Thomas Road and Blue Heron Park to create a variety of housing options. Additional office and industrial development is also anticipated for the northwestern portion of the corridor.



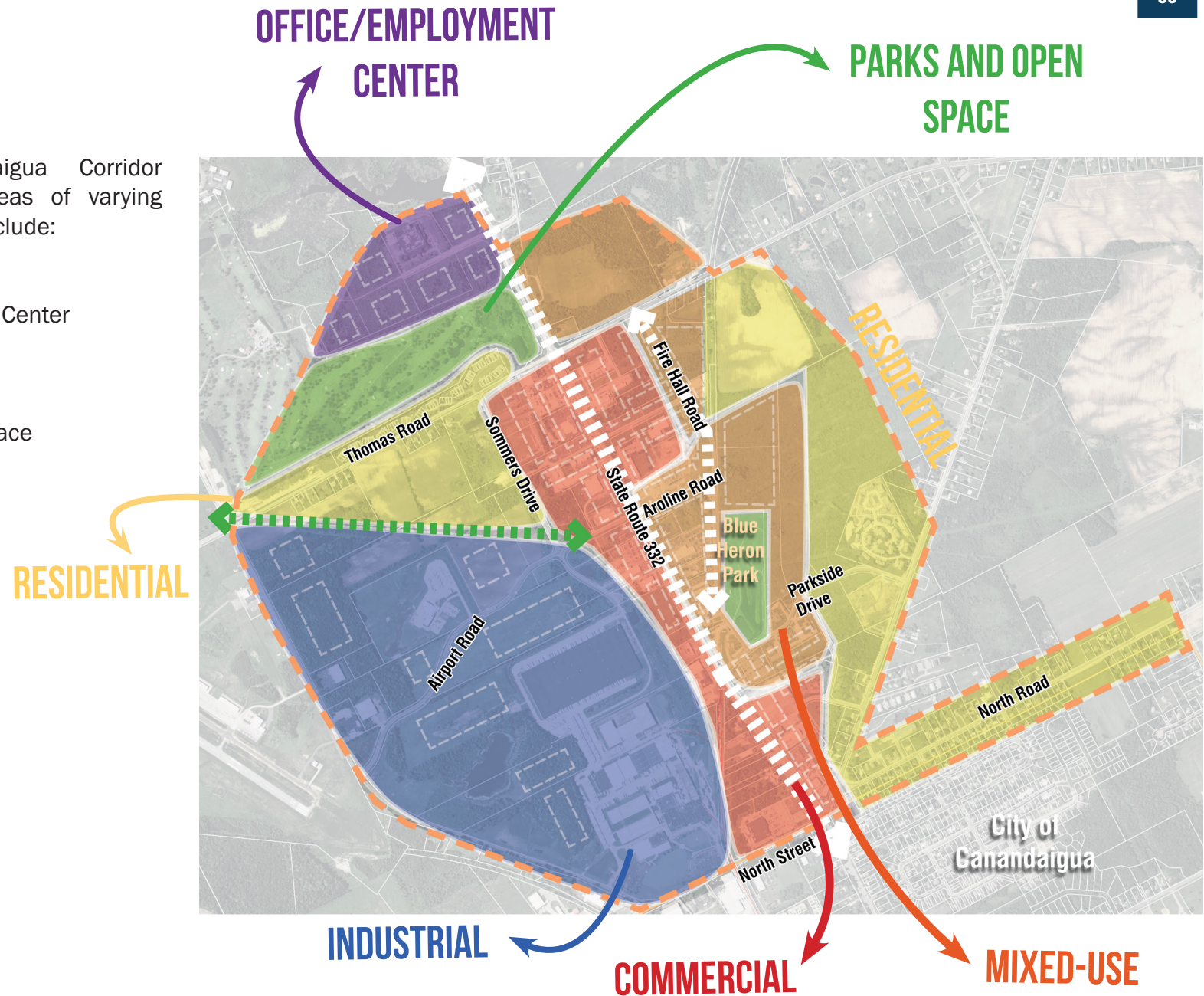
PHASE III: 15-20 YEARS

Within 15 to 20 years, the Uptown Canandaigua Corridor has reached full build-out. The focus of development is centered on mixed-use and residential development around Blue Heron Park. Development is primarily residential in nature with supporting commercial and retail use, with reduced density from the Aroline Road mixed-use center.

CHARACTER AREAS

The Uptown Canandaigua Corridor is comprised of six areas of varying character. These areas include:

1. Industrial
2. Office/Employment Center
3. Commercial
4. Mixed-Use
5. Residential
6. Parks and Open Space



INDUSTRIAL CHARACTER AREA

The Industrial Character Area lies on the western portion of the Uptown Canandaigua Corridor between North Street and Thomas Road. This area is primarily vacant land. Pactiv Corporation, the largest employer in Ontario County, comprises almost half of this land. Other industrial type uses in this district include the Canandaigua Bus Garage, Corsair Display Systems and Badge Machine Products.

The Town of Canandaigua and the Uptown Canandaigua Corridor benefit immensely from the corporations that exist in this area due to the jobs that are supported. The industrial market has been strengthening in Ontario County and the Town; however, there remains a constrained supply of industrial businesses within the area. This industrial district is important to the future of employment opportunities within the Town.

The Canandaigua Airport, which lies just outside the Uptown area, has the ability to support additional light manufacturing, warehousing, and office space due to its proximity and load capacity.

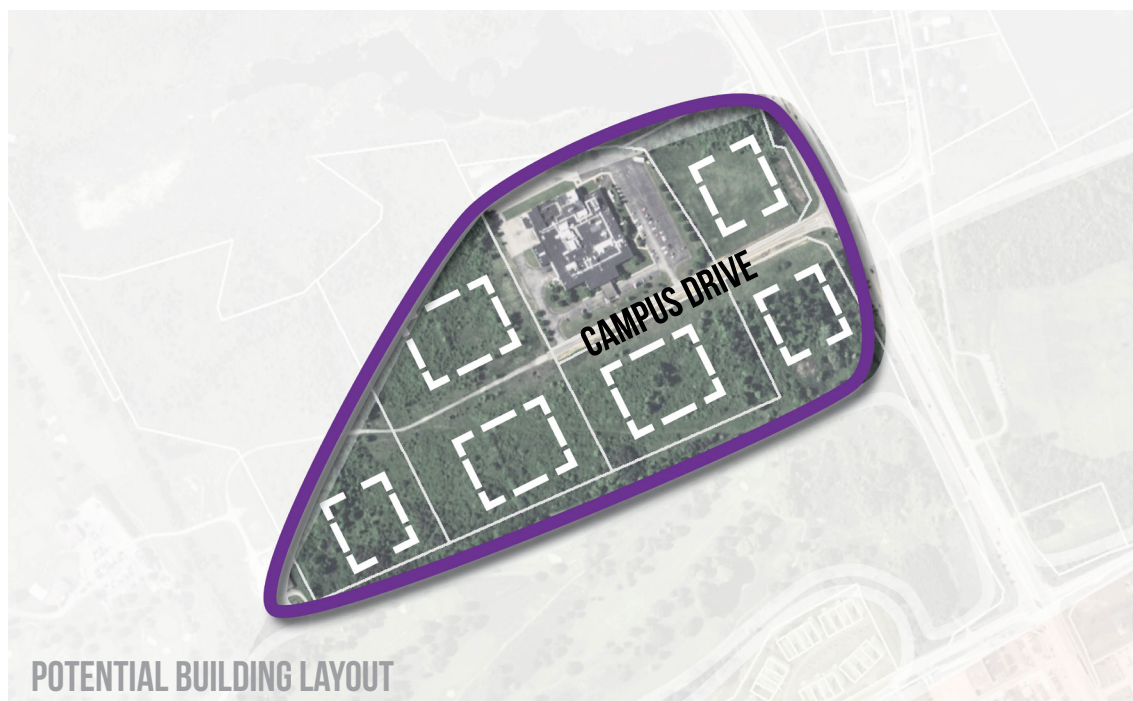
Additional light manufacturing, warehousing, business parks, and employment centers are expected over the next 20 years to foster additional tax base and employment opportunities for the Town and Uptown residents.



OFFICE/EMPLOYMENT CHARACTER AREA

The Office/Employment Character Area lies on the northwestern portion of the Uptown Canandaigua Corridor. This area includes the existing Akoustis Technologies company, which is a start-up high technology company. Approximately 55 acres of privately-owned vacant property lies adjacent to its existing facility.

According to the market analysis, there is a demand for up to 163,000 square feet of new office space that can be supported in the Town and Ontario County. Based on this demand and availability of developable land, this area of Uptown is an ideal location for additional office and light industrial space.



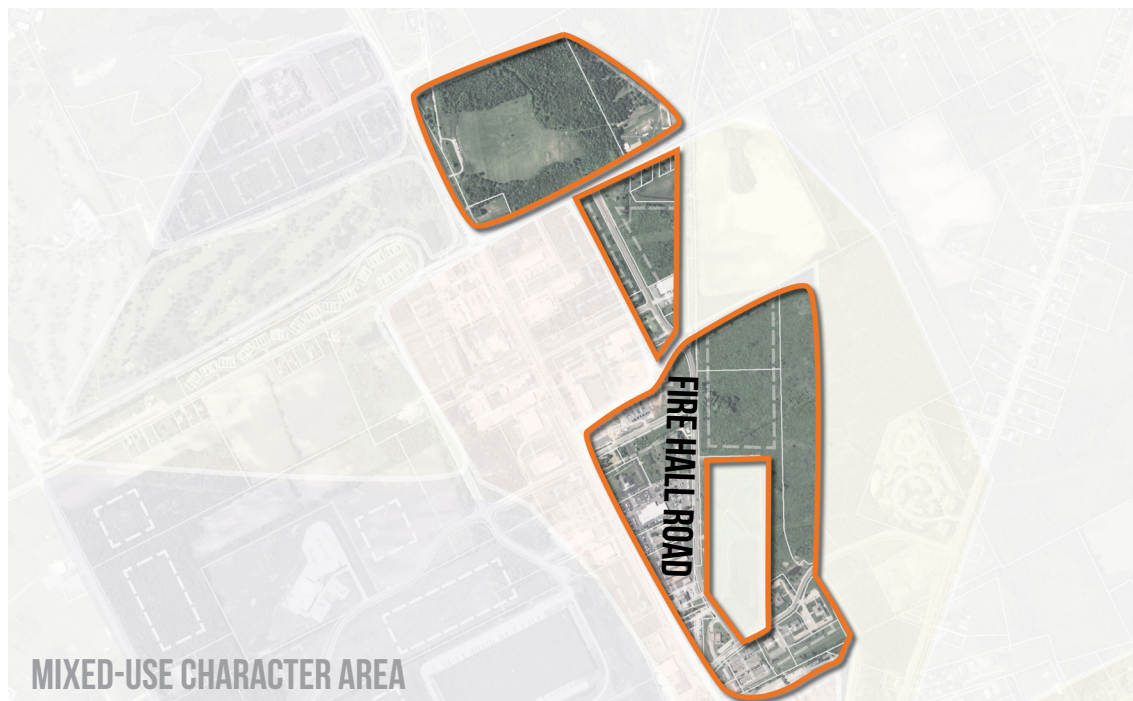
COMMERCIAL CHARACTER AREA

Commercial uses are envisioned along the State Route 332 corridor, consistent with the existing use of the corridor. This area is envisioned to remain commercial; however, additional mixed-uses are anticipated for this section of Uptown to provide a more diverse mix of retail and service offerings.



MIXED-USE CHARACTER AREA

The Mixed-Use Character Area is envisioned around Blue Heron Park on Fire Hall Road, at the intersection of Fire Hall Road and Emerson Road, and the northeast corner of Emerson Road and State Route 332. Development at this locations consists of two to three story mixed-use development that is supported by the proximity of the park for resident enjoyment. Commercial components of these buildings may include retail and services, such as grocery, laundromats and restaurants, as well as office space. Concentrated residential and retail development at this location is intended to support adjacent development and job growth. Development is also intended to compliment businesses located in the City of Canandaigua.



RESIDENTIAL CHARACTER AREA

The Residential Character Area consists of both existing residential areas and vacant lands that would be highly desirable as residential development to fill gaps in the marketplace.

North Road is envisioned to remain as a residential neighborhood and vacant lands around Blue Heron Park could accommodate a range of residential housing types from single-family residential to townhomes.

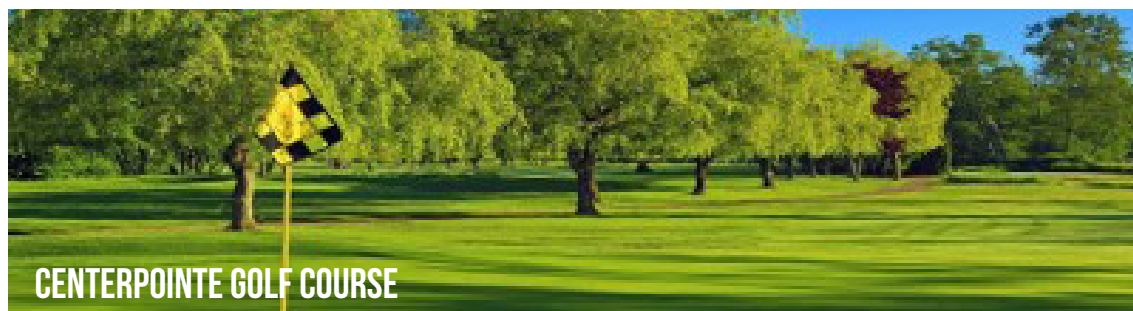
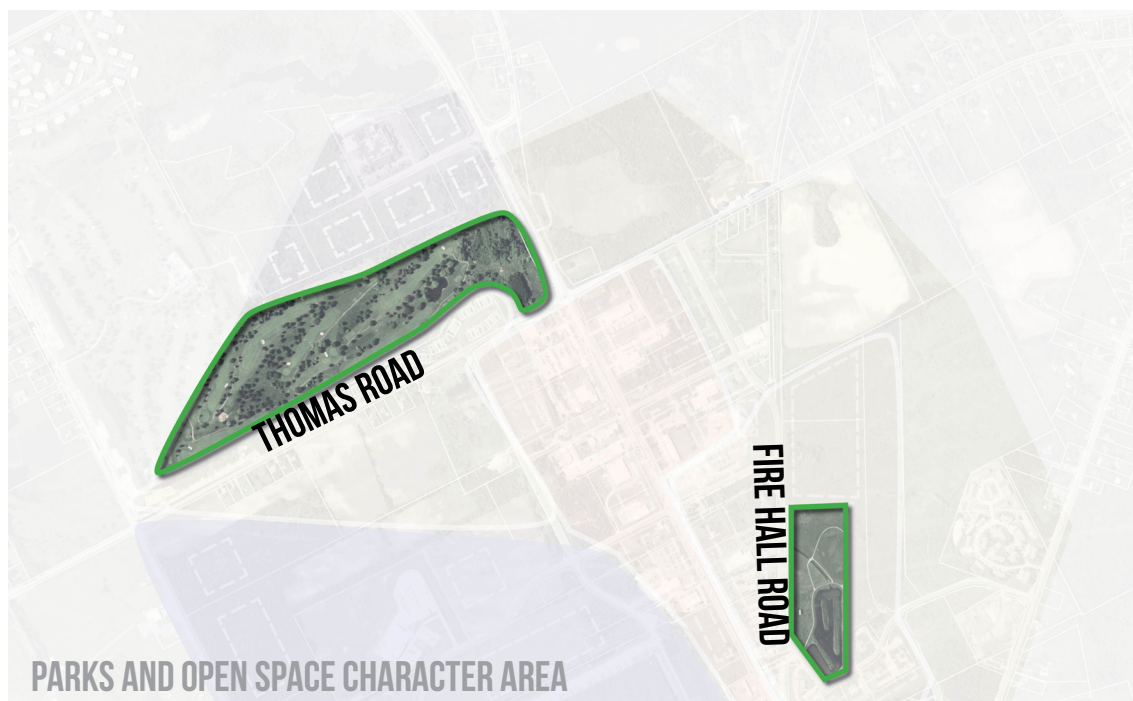
The Thomas Road area will include a mix of multi-family and single-family housing units to increase housing options within the Town. This area is intended to foster a variety of living opportunities for residents in a unique, attractive environment in close proximity to goods and services.



PARKS AND OPEN SPACE CHARACTER AREA

The Parks and Open Space Area lies at the current location of Centerpointe Golf Course. This golf course is a great asset to the Town of Canandaigua as it provides recreational opportunities for residents and visitors to the Uptown area. No development is envisioned for this section of the corridor.

Future land use for the area of Centerpointe Golf Course could also include additional greenspace amenities, including walking trails and off-road bicycle facilities. Greenspace and recreational amenities remain an important component to the future of Uptown and provide enhanced connections throughout the corridor for residents and visitors, especially at Blue Heron Park.



VISION PLAN COMPONENTS

In order to progress Uptown Canandaigua Corridor development, recommendations are divided into three categories:

① CORRIDOR-WIDE RECOMMENDATIONS

This category presents general recommendations that can be implemented Uptown-wide to improve aesthetics, connectivity and the public realm.

② PRIORITY AREA RECOMMENDATIONS

Priority area recommendations focus on a phased development plan for specific locations within the Uptown Canandaigua Corridor.

③ POLICY AND REGULATORY RECOMMENDATIONS

This category recommends policy and regulatory revisions to facilitate the future land use vision.

KEY DEVELOPMENT CHARACTERISTICS

The following key development characteristics showcase the main components of the preferred future land use vision. The recommendations in this section are intended to help the Uptown Canandaigua Corridor achieve its goal of creating a place within the Town of Canandaigua that has a unique identity and provides opportunities for commercial, industrial and residential development.

1. ENHANCE SENSE OF PLACE

Enhance the character and public realm elements throughout Uptown.



2. INCREASE MOBILITY OPTIONS

Create opportunities for alternatives modes of transportation.



3. SUPPORT INFILL & NEW DEVELOPMENT

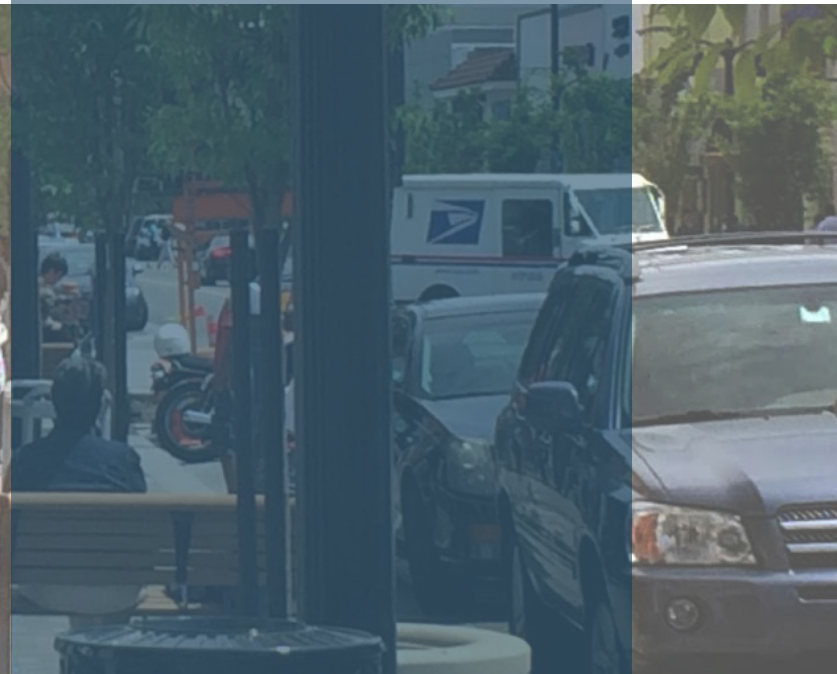
Encourage and incentivize new development that contributes to a sense of place.



① CORRIDOR-WIDE RECOMMENDATIONS

General improvements to character, connectivity and the public realm are recommended for implementation throughout the study area. These improvements include the following:

1. Streetscape Enhancements
2. Branding and Marketing
3. Signage and Wayfinding



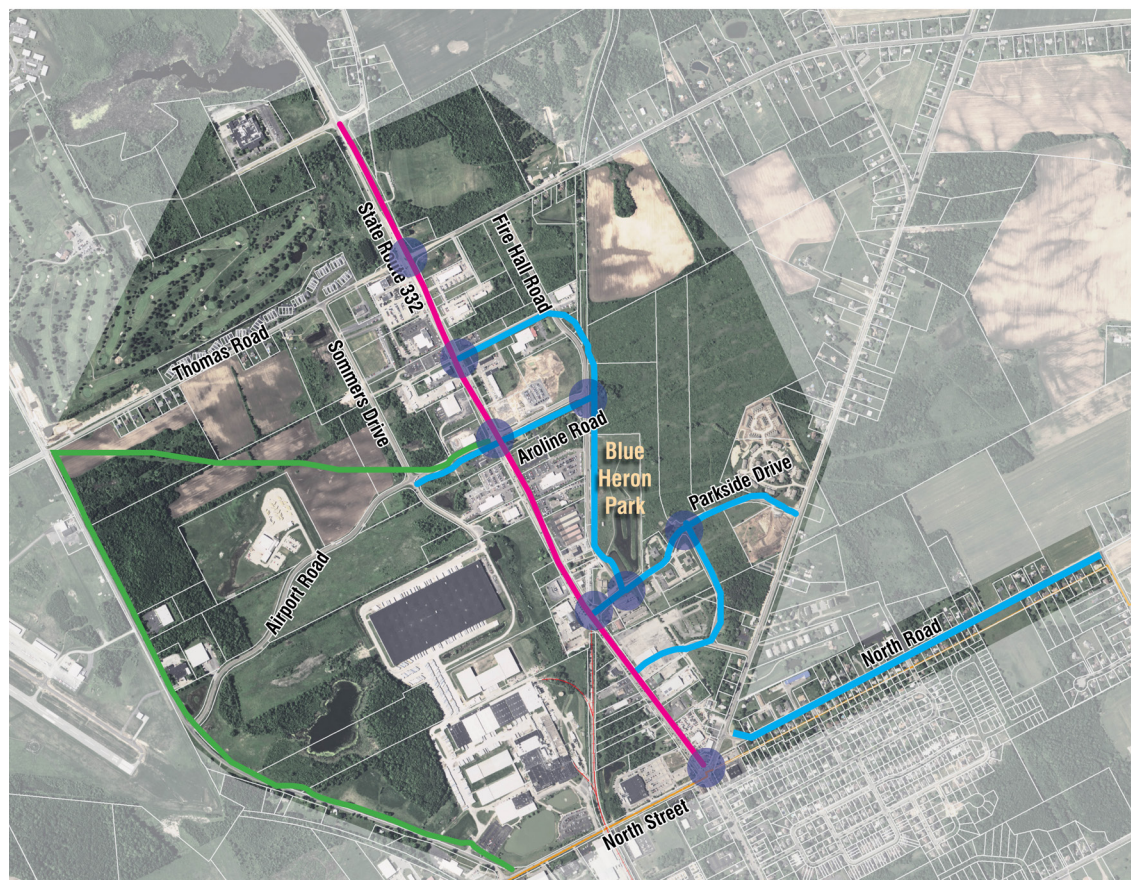
STREETSCAPE ENHANCEMENTS

Targeted streetscape enhancements throughout the corridor will improve aesthetics and connectivity within Uptown. Specific streetscape enhancements include increased and enhanced crosswalks, lighting, landscaping, and street furniture. Recommendations and guidelines related to enhancing and improving the streetscapes within Uptown include the following components and are intended to implement complete streets throughout the corridor.

CONNECTIVITY AS A PRIORITY

Connectivity is an element that is currently lacking within Uptown. Stronger pedestrian and bicycle connections through the improvement of visual and physical elements will enhance the quality of life in the area. New connections throughout Uptown should be strengthened and promoted on State Route 332, but also on the surrounding roadways as well.

State Route 332 is currently the primary pedestrian connector corridor as it currently contains sidewalks on both sides of the roadway. This area will continue to be a focus of pedestrian connectivity as new commercial and mixed-use development is realized. Secondary pedestrian connectors include Aroline Road, Parkside Drive, North Road, and Fire Hall Road since these areas are expected to experience additional residential development.



- Primary Pedestrian Corridor
- Secondary Pedestrian Corridor
- Multi-Use Trails
- Enhanced Crosswalks
- 600 Feet - Walkable Block

Streets noted specifically in this graphic are priority areas for enhancement; however, all streets within the Uptown Canandaigua Corridor will benefit from streetscape improvements.

ENHANCED CROSSWALKS

Specific intersections are recommended for crosswalk enhancements to increase their visibility. Several options exist for increasing visibility of crosswalks, including colored and textured treatments, and high visibility paint. Treatments to increase the crosswalk visibility is recommended at major intersections within the Uptown area since they have the potential for a high volume of pedestrian traffic once development takes place. The addition of highly visible crosswalks will warn drivers of potential pedestrians and slow traffic, improving safety for all users.



REPRESENTATIVE IMAGE OF CROSSWALK ENHANCEMENT

PROPOSED CROSSWALK ENHANCEMENT LOCATIONS



— 600 Feet - Walkable Block

PEDESTRIAN-SCALED LIGHTING

Pedestrian-scaled lighting on State Route 332 and other secondary pedestrian corridors throughout Uptown should be added to improve safety and comfort. Pedestrian-scaled lighting should not exceed 12 to 14 feet in height and should be located no more than 40-50 feet apart on streets with high pedestrian volumes. Pedestrian-scaled lighting can be placed at wider increments on streets with a lower volume of pedestrian traffic, though spacing should not exceed 50-75 feet. Spacing of pedestrian lights should be determined as part of the detailed streetscape design phase and will vary based on the height of the fixtures, intensity of light, and fixture style and design. A single light style similar to existing light poles on State Route 332 should be selected to ensure cohesiveness throughout Uptown. Examples of pedestrian scaled lighting is shown.



REPRESENTATIVE IMAGE OF PEDESTRIAN-SCALED LIGHTING



LANDSCAPING AND STREET TREES

Street trees and landscaping enhance the road edge and create an attractive streetscape for both drivers and pedestrians. Street trees help to reduce heat and air pollution and increase pavement life cycle. Street trees should be planted to provide maximum shading of sidewalk and pavement areas. When selecting plant species for the Uptown streetscape, native species should be chosen over exotic or invasive species. Due to the weather conditions in Upstate New York, landscaping materials should be tolerant to road salt, strong winds, and other weather-related conditions.

Where street trees are not appropriate, shrubs, tall grasses, or other native vegetation may be substituted. Planting boxes should be incorporated to continue the character that vegetation brings to the streetscape. Annual inspections of all vegetation should be conducted to check for pests, damage, or disease by the Town of Canandaigua Highway Department.

Landscaping should also be incorporated near existing surface parking lots and new building frontages to soften the existing streetscape. Entrances to new and existing parking lots should be narrowed to create an additional area for landscaping to help screen the parking lot from the sidewalk area. Appropriate plant materials should be used based on the size of the available landscape area.

REPRESENTATIVE IMAGE OF PARKING LOT SCREENING



REPRESENTATIVE IMAGE OF ROADWAY LANDSCAPE DESIGN

STREET FURNITURE

Pedestrian and bicycle amenities should be installed throughout the Uptown Canandaigua Corridor. Specific pedestrian and bicycle amenities include benches, bicycle racks, and trash receptacles along major roadways. These types of amenities should be uniform in design and contribute to a uniquely identifiable Uptown Canandaigua Corridor.

Seating should be provided on Aroline Road, and Fire Hall Road as a way of inviting people to stop and enjoy the area. A greater concentration of seating opportunities should be available along streets that experience a greater volume of pedestrian traffic and occur in areas of additional development. Benches should be of a consistent design throughout the Uptown area.

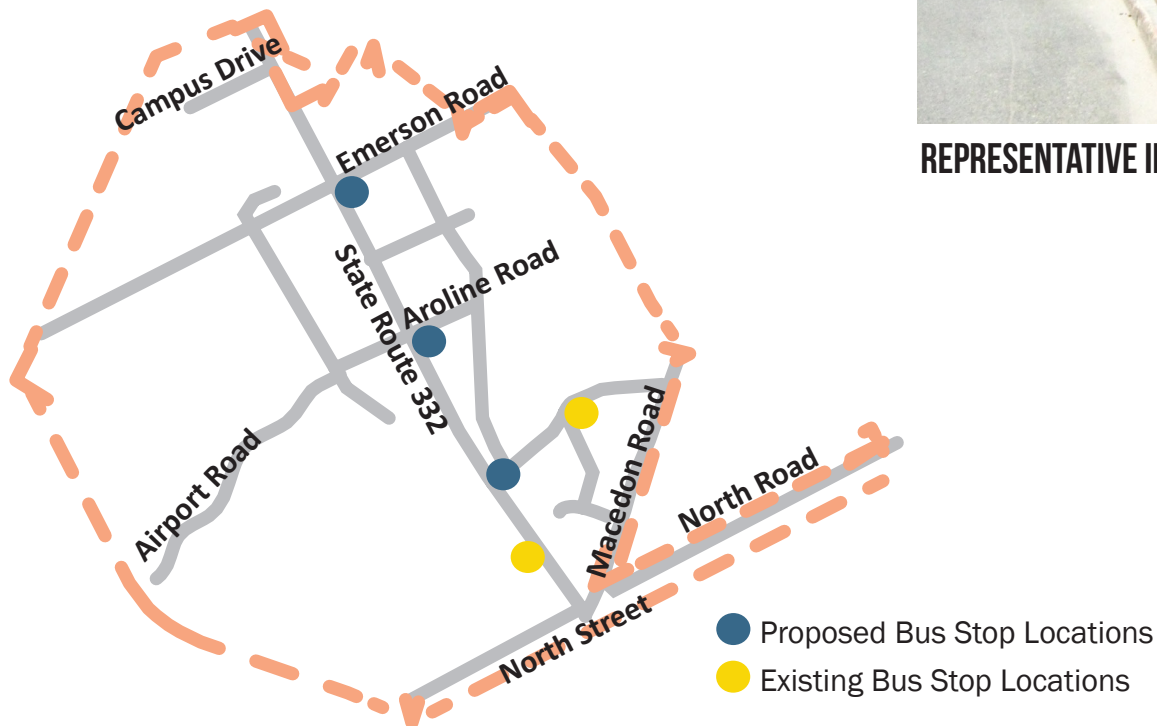
Additionally, the Town should promote Uptown as a bicycle-friendly environment by providing adequate facilities and amenities, such as bicycle racks, on major roadways and where bicycle lanes are installed. The Town should ensure that bike parking is strategically located within 50 feet of all primary destinations in the Uptown area.



REPRESENTATIVE IMAGES OF UNIQUE PEDESTRIAN AMENITIES

CONVENIENT BUS STOPS

Bus stops within Uptown Canandaigua are necessary to promote increased usage of alternative modes of transportation. With the anticipated increase of residential and housing options within Uptown, additional bus locations throughout the area will provide more convenient connections to this type of service. Installation of bus shelters should occur as development progresses. The Town of Canandaigua should coordinate with RTS Ontario on proposed locations. Bus stops should offer pedestrians a safe and suitable area to await their bus service. When possible, bus stops should be covered and adequately signed and visible. Other streetscape amenities, such as trash receptacles and lighting should be located in near proximity to any bus stop location.



REPRESENTATIVE IMAGE OF A BUS SHELTER

OVERHEAD WIRES

Overhead power lines on major roadways can be an eyesore. In several instances, municipalities have opted to bury unsightly power lines to improve the aesthetics of the streetscape and reduce the chances of power outages during major storms.

Burying power lines in the Uptown Canandaigua Corridor is a desired improvement; however, the feasibility of doing so boils down to economics. Since burying power lines requires underground trenches, realignment of cables, and adding new transformers and switches, the cost of installation would be a high cost to the Town. The cost of burying power lines can range from \$600 to \$750 per foot.

The Town should consider the burial of power lines, focused on State Route 332, if and when funding becomes available to municipalities.

The burial of power lines on major roadways can dramatically change the streetscape. The photos to the right showcase the difference in aesthetics before and after overhead wires are buried.

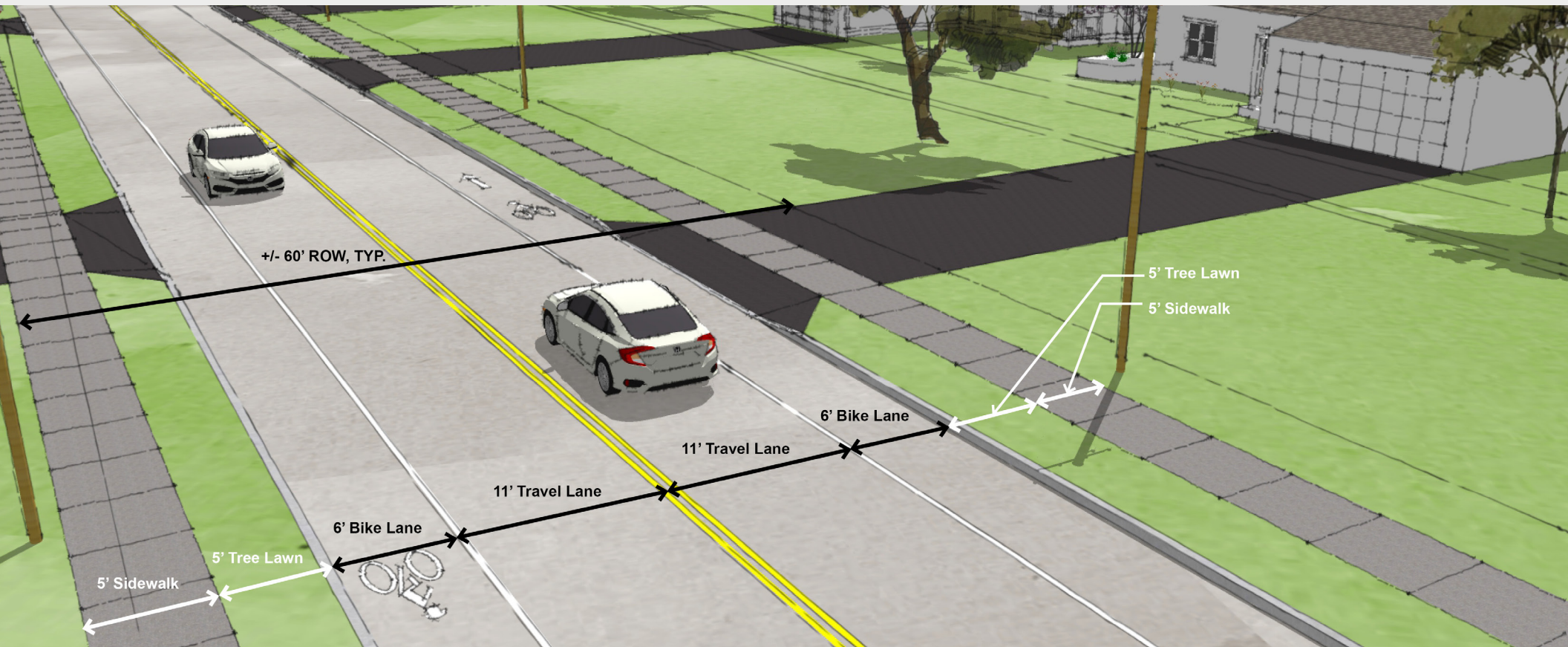


COMPLETE STREETS ON NORTH ROAD

The Town of Canandaigua recently adopted a complete streets policy to ensure safety for all street users. Walkability and connectivity in the Uptown Canandaigua is important, particularly for residents. For this reason, the addition of sidewalks and bicycle lanes on North Road are recommended to create a connection from State Route 332 to Canandaigua Academy along this residential street. The 60-foot right-of-way on North Road allows for the addition of a bicycle lane and sidewalks on both sides of the roadway.

Note: The implementation of complete streets on North Road is part of the Town's long term plan. This design will be phased in over time.

Complete streets are designed and operated to enable safe access for all users of all abilities. The purpose of complete streets is to provide comfortability regardless of the selected transportation mode. There is no prescribed design for complete streets. However, they typically include sidewalks, bicycle lanes, visible crosswalks, and curb extensions.



BRANDING AND MARKETING

The Uptown Canandaigua Corridor is an identifiable and characteristic area within the Town. As such, the creation of a cohesive identity to promote the Uptown area as a unique place with special offerings will improve the area for residents and visitor experience.

Branding and marketing can take place in Uptown with the creation of an identifiable logo and tag line. This branded logo can be used on wayfinding and identification signage placed throughout the Uptown area, as well as on a Uptown Canandaigua specific marketing webpage.

In addition to physical branding of the Uptown area, marketing efforts should focus on an Uptown-specific webpage and brochures. These efforts would promote Uptown area retail offerings, housing options, and land available for development.


 A logo featuring the word "UPTOWN" in a bold, sans-serif font. The "UP" is in a medium blue color, and "TOWN" is in black. Two horizontal blue bars are positioned above and below the word "UPTOWN". To the right of "UPTOWN", the word "CANANDAIGUA" is written in a smaller, black, sans-serif font.


 A logo featuring the word "UPTOWN" in a bold, sans-serif font. The "UP" is stylized as a blue upward-pointing arrow, and "TOWN" is in black. To the right of "UPTOWN", the word "CANANDAIGUA" is written in a smaller, black, sans-serif font.


 A logo featuring the word "UPTOWN" in a sans-serif font. The "UP" is written in a blue script font, and "TOWN" is in a black sans-serif font.

EXAMPLES OF POTENTIAL UPTOWN BRANDED LOGOS



SIGNAGE AND WAYFINDING

The incorporation of identifiable signage within Uptown will help provide a level of comfort and safety for all visitors to the area. As such, the Town should develop a comprehensive signage program that includes detailed designs to help residents and visitors easily orient themselves. An effective signage and wayfinding system should be geared toward pedestrians and vehicles and entice residents and visitors to explore the Uptown area beyond their normal comfort zones. To create an effective system, a hierarchy of signs can be installed in the Uptown corridor and may include:

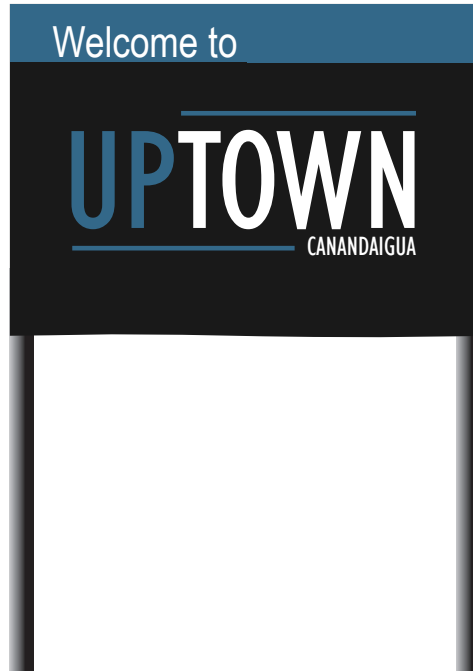
- Gateway signs;
- Directional signs (vehicular and pedestrian);
- Kiosks and interpretive signs;
- Identification signs; and
- Light pole banners.

Wayfinding and directional signs should be consistent and create a cohesive system to ensure familiarity with the branding of the Uptown Canandaigua Corridor. Branded logos should be incorporated into these signs to achieve this cohesiveness.

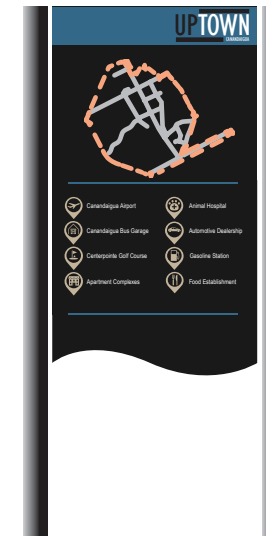
A sign location plan should be developed to include sign types, installation locations and messaging.



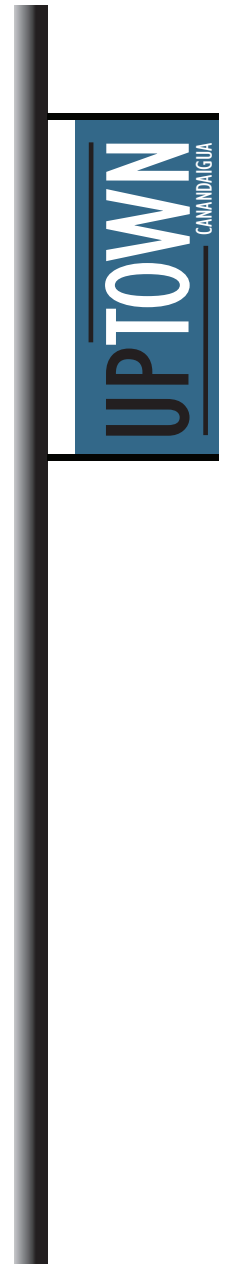
REPRESENTATIVE WAYFINDING SIGNAGE



GATEWAY SIGN

VEHICULAR
DIRECTIONALPEDESTRIAN
VEHICULAR

MAJOR KIOSK



LIGHT POLE BANNER

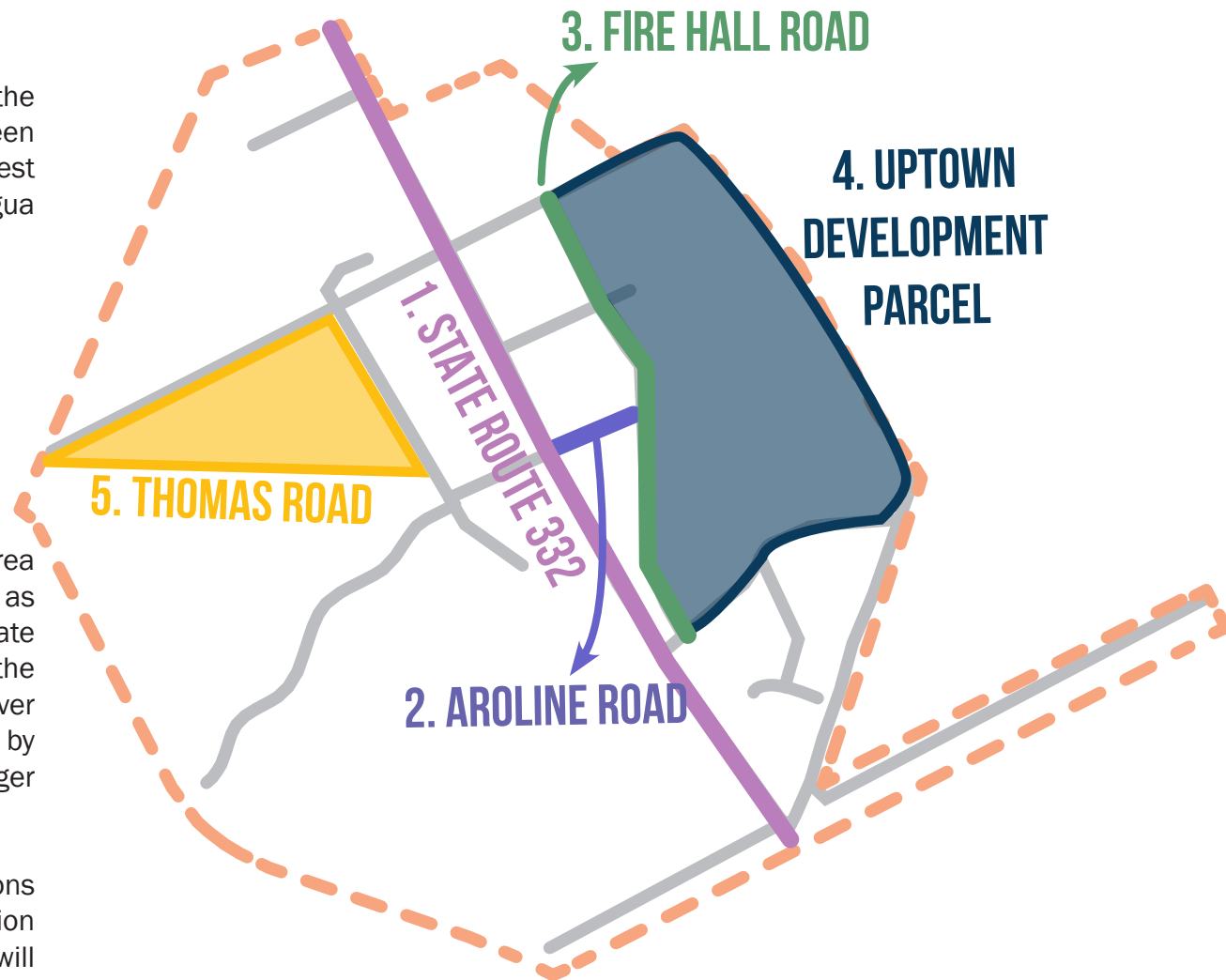
② PRIORITY AREA RECOMMENDATIONS

In addition to general improvements throughout the Uptown Canandaigua Corridor, five areas have been identified as priorities since they have the greatest developmental impact on the Uptown Canandaigua Corridor. These priority areas include the following:

1. State Route 332
2. Aroline Road
3. Fire Hall Road
4. Uptown Development Parcel
5. Thomas Road

The recommended development for each priority area is described and broken down into three phases, as previously defined. Phase I activities include immediate to short-term effects that can be largely driven by the Town of Canandaigua and are envisioned to occur over the next three years. Phases II and III, spearheaded by private investment, are intended to occur over a longer planning horizon of up to 20 years.

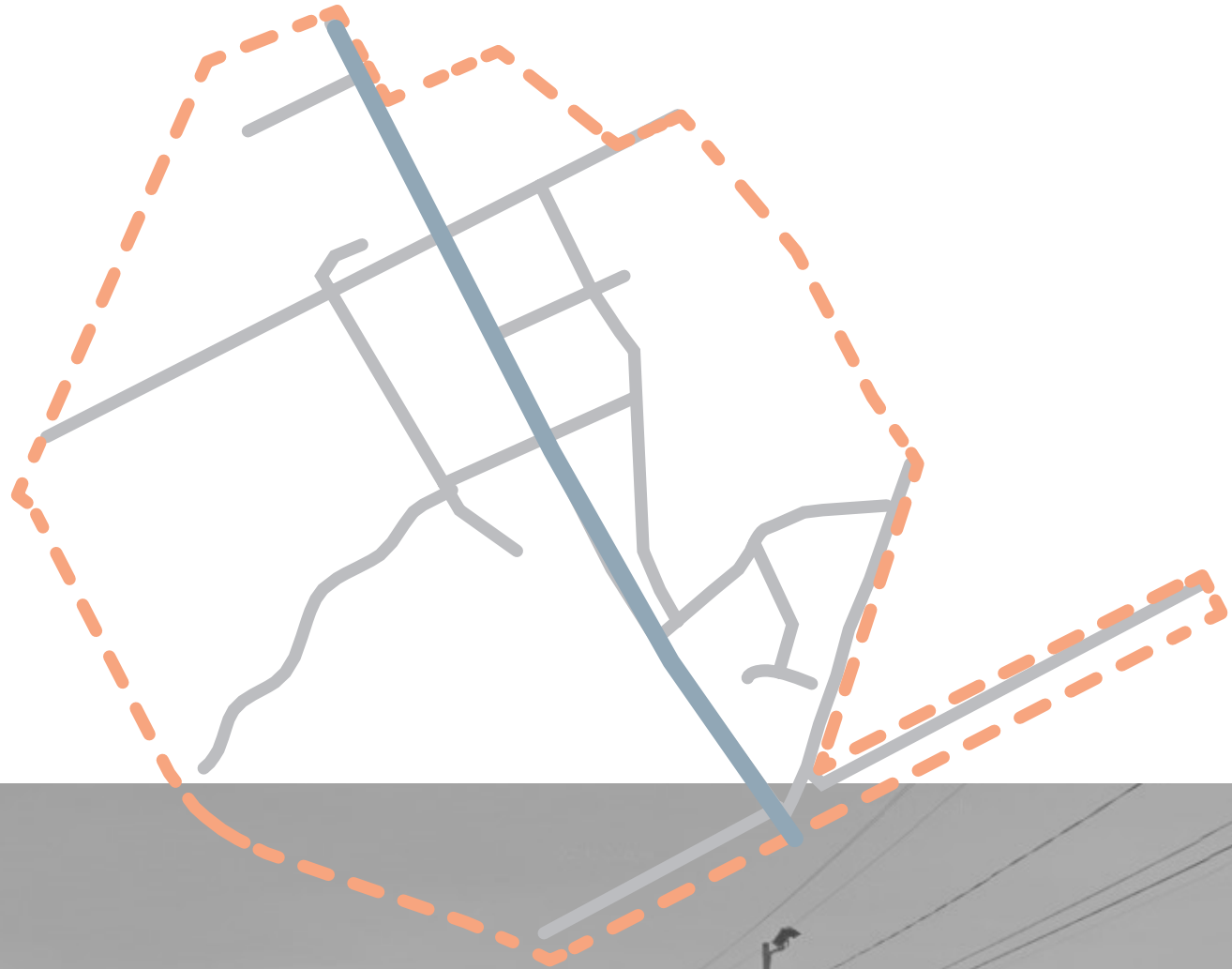
It should be noted that traffic recommendations specific to State Route 332 fall under the jurisdiction of the NYSDOT. The recommended improvements will be subject to future study, review, and approval to consider all safety elements and highway users before advancing to design development and implementation.



STATE ROUTE 332

State Route 332 is the spine of the Uptown Canandaigua Corridor. Development phasing is organized into three categories:

1. Building Pattern and Phasing
2. Pedestrian and Bicycle Amenities
3. Traffic Calming

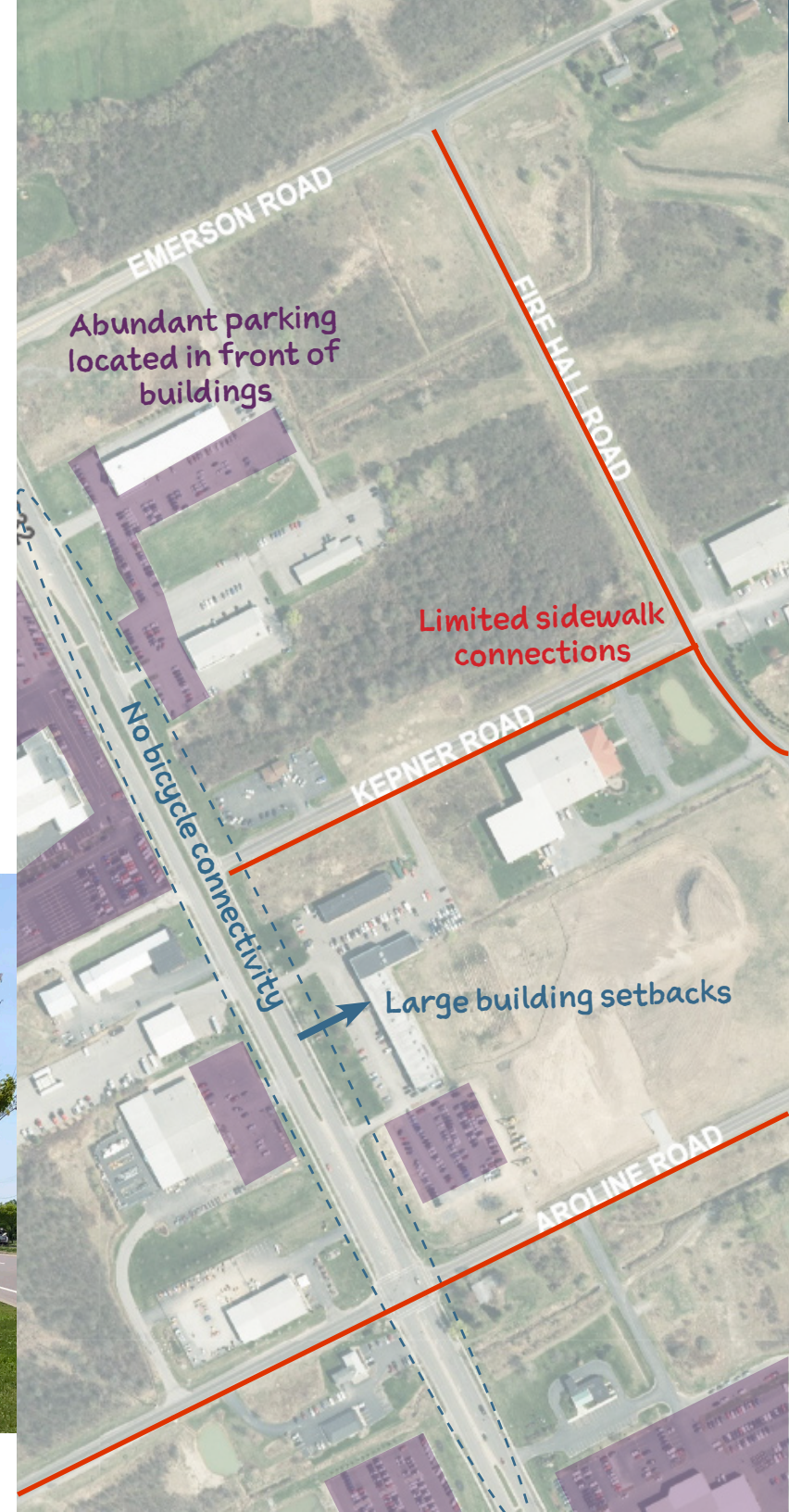


BUILDING PATTERN AND PHASING

The existing building pattern within Uptown Canandaigua is variable. Large setbacks from the street and inconsistent building design create an environment that lacks character and connectivity. Additionally, the orientation of buildings, especially along State Route 332, cater to the automobile, with very little emphasis on pedestrians and bicyclists.

PHASE I: POLICY AND REGULATORY REVISIONS

The vision of the Uptown Canandaigua Corridor is to create an inclusive environment and community character that is vibrant and more walkable. In Phase I, focus should be placed on creating the regulatory revisions necessary to realize a more uniform building design and placement within the Uptown Corridor. Refer to the Policy and Regulatory Recommendations section for more information on recommended policy and regulatory revisions.





PHASE II: INFILL DEVELOPMENT

After updated building and site regulations are in place, the focus for development along State Route 332 should be on strengthening the streetscape through infill development, particularly bringing buildings closer to the street.

Infill development should utilize minimal setbacks from the street to create a more human-scaled environment and support a range of transportation options. Specifically on State Route 332, the relocation of parking lots to the rear of the buildings and development of buildings on land closer to the street will aid in creating a more attractive, inclusive and active public realm. Buildings along this route should maintain commercial retail offerings and uses.

**INFILL BUILDINGS SHOULD BE LOCATED
ADJACENT TO THE ROADWAY**





PHASE III: INFILL DEVELOPMENT AND NEW BUILD

In addition to infill development, new large-scale development immediately adjacent to State Route 332 is recommended to create a more dense and attractive environment. New development should maintain a minimal setback from the street. Buildings should incorporate detailed design elements to enhance the corridor's character including variability in building height, materials, color, window treatments, window size and other architectural elements.

NEW DEVELOPMENT SHOULD RANGE FROM 1-3 STORIES IN HEIGHT AND ADD VARIABILITY TO THE STREET

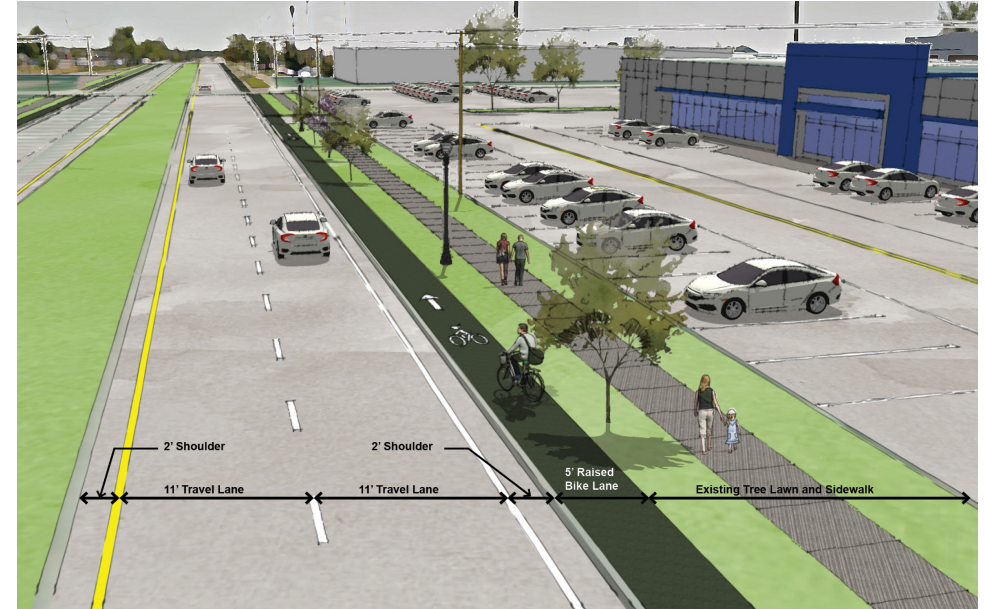


PEDESTRIAN AND BICYCLE AMENITIES



EXISTING

At present day, the main function of State Route 332 is to transport automobiles. There are limited opportunities for pedestrians or bicyclists to move comfortably along the roadway, due to the absence of bicycle lanes and pedestrian amenities. While sidewalks do exist along the roadway, these sidewalks lack connectivity to other areas within the Uptown Canandaigua Corridor.



POTENTIAL

Creating an environment where multiple modes of transportation are present is crucial to a more attractive and connected corridor. State Route 332 has the ability to include additional pedestrian and bicycle amenities as extraneous right of way exists. As depicted above, the addition of a 5-foot raised, bicycle lane on both the east and west side of the roadway would contribute to enhanced connectivity. The separated bicycle lane encourages the safe movement of bicyclists by creating a buffer between moving automobiles. The addition of a bicycle lane also aids as a traffic calming measure due to the visual reminder of drivers to be aware of bicyclists on the roadway. Since State Route 332 is a main truck route in the Town, all pedestrian and bicycle improvements should allow for the continued movement of large vehicles.

The Town should develop a strategy to ensure the timely removal of snow on sidewalks and bike lanes and grooming of street trees. Potential strategies could include:

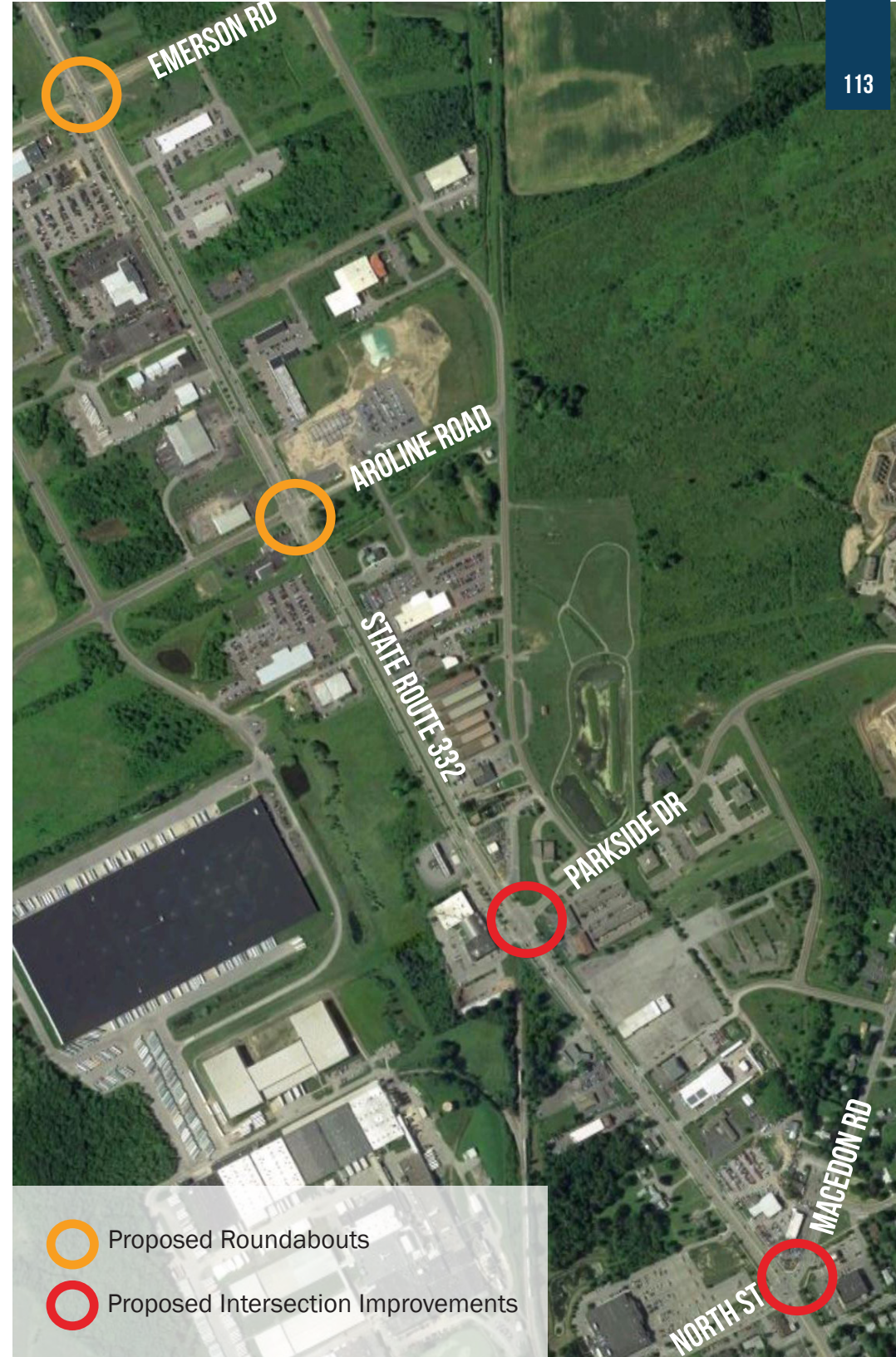
- Establishment of a maintenance district in Uptown;
- Restricted use of bicycle lanes in the winter months;
- Shared bicycle lane and sidewalk during the winter months.

TRAFFIC CALMING

Traffic calming State Route 332 can improve existing undesirable traffic behavior, such as speeding, and increase the quality of life within the area. Objectives that may be achieved as a result of the implementation of traffic calming measures may include:

- Encouraging drivers to be more considerate of other street users, such as bicyclists;
- Encouraging non-motorized vehicle travel;
- Improving safety for all street users;
- Reducing vehicle speeds;
- Reducing the frequency and severity of collisions; and
- Enhancing streetscape aesthetics.

Specific traffic calming measures recommended for State Route 332 include the addition of roundabouts at two intersections. Two lane roundabouts are recommended on State Route 332, Aroline Road and Thomas Road/Emerson Road. In addition, intersection improvements are recommended for State Route 332 and North Street/Macedon Road (CR 28), and Parkside Drive.



EXISTING STATE ROUTE 332/THOMAS AND EMERSON ROAD CONFIGURATION

The existing State Route 332/Thomas Road is the gateway to Uptown. This intersection is nondescript and channels traffic through the Town, with no east-west accessibility.

POTENTIAL STATE ROUTE 332/THOMAS AND EMERSON ROAD CONFIGURATION

A two-lane roundabout at this intersection would slow traffic, allow access in all directions, provide improved pedestrian connectivity, and enhance the sense of place within Uptown by creating a strong gateway feature.



ROUNDAABOUT AT STATE ROUTE 332/AROLINE ROAD INTERSECTION



A two-lane roundabout at Aroline Road would slow traffic and increase walkability on State Route 332. This roundabout could also be outfitted with a branded sign to highlight this key development node, defining the new Uptown “center”. This roundabout would visually and physically draw pedestrians and drivers through Aroline Road to additional retail and housing options envisioned along Fire Hall Road.

STATE ROUTE 332/PARKSIDE DRIVE INTERSECTION ENHANCEMENTS



The intersection of State Route 332 and Parkside Drive could benefit from these types of crosswalk enhancements. The graphic shows the impact visible crosswalks have in creating a more friendly pedestrian environment.

POTENTIAL GATEWAY SIGNAGE ON PARKSIDE DRIVE



Gateway signage can also be installed at Parkside Drive to make this intersection more of a pedestrian center. This type of sign also identifies and brands Uptown Canandaigua.

ROUNDBABOUTS IN NEW YORK STATE

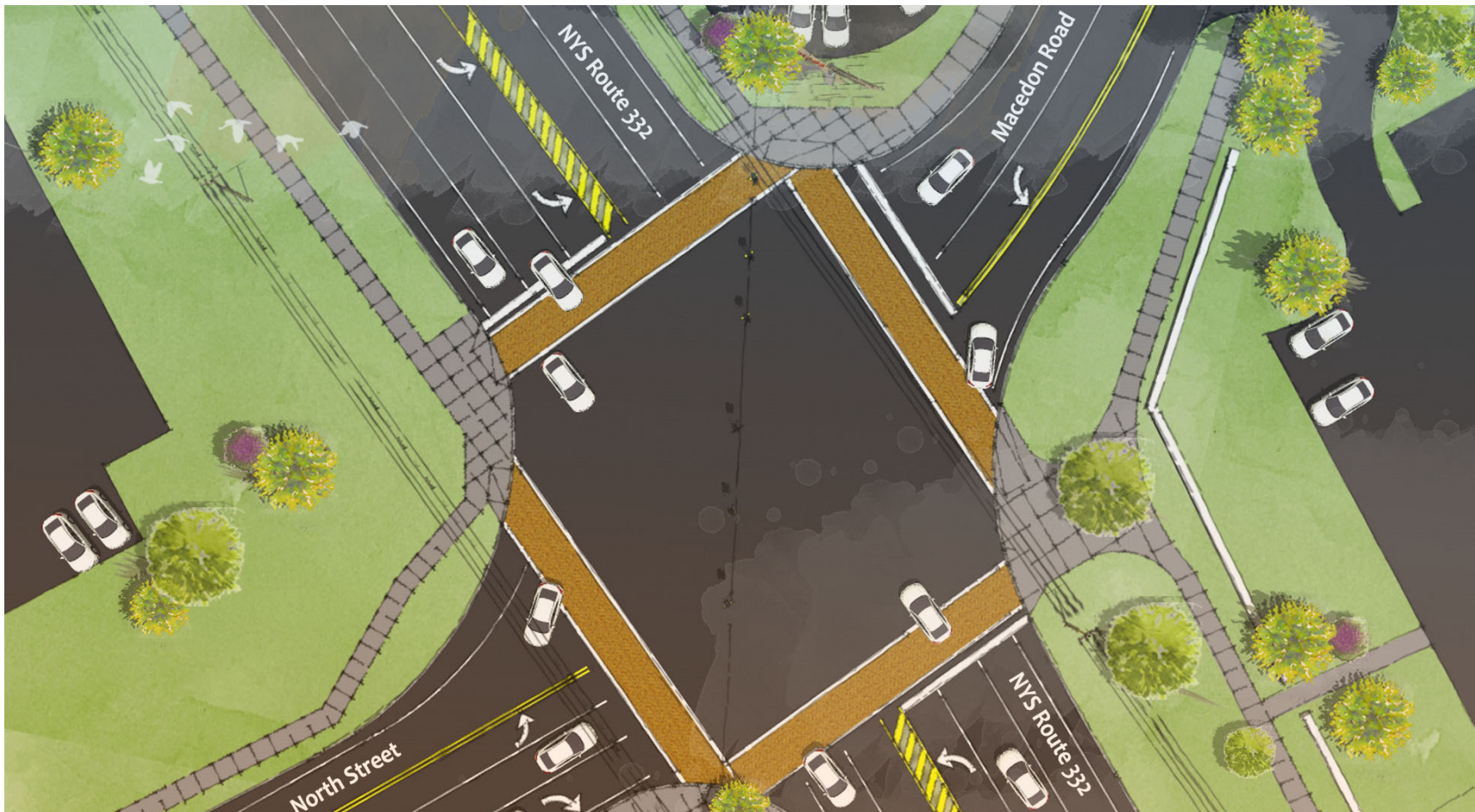
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In New York State, roundabouts have been used as a traffic calming measure to reduce traffic speed and improve pedestrian safety. In the Town of Malta, New York, a series of six roundabouts were implemented along Route 67. Five of these consist of two lanes and have been successful as a traffic calming measure. Since the installation of these roundabouts, the Town has noticed significant improvements in traffic flow, traffic speeds and pedestrian mobility.

A roundabout is a channelized intersection at which all traffic moves counterclockwise around a central traffic island. These islands may be painted or domed, and may include landscaping elements to increase visibility. Roundabouts are recommended due to their ability to slow traffic and place more attention on pedestrians and bicyclists. Roundabouts also provide a mid-block rest point for pedestrians crossing large intersections with multiple lanes of traffic.



RECONFIGURATION OF STATE ROUTE 332/NORTH STREET/MACEDON ROAD (CR 28) INTERSECTION



The existing State Route 332/North Street intersection is the southern gateway to Uptown. This intersection experiences high accident rates due to its challenging configuration. Recommended intersection improvements are intended to create enhanced sight lines for drivers and shorter walking distances for pedestrians. Improvements include:

- Reorientation of the existing crosswalks to 90 degree angles;
- Enhancement of the existing crosswalks using high visibility paint; and
- Reconstruction and enlargement of the sidewalks at all intersection corners.

AROLINE ROAD

Aroline Road has been identified as a key connector road off of State Route 332. This corridor is envisioned as a transition node from State Route 332 to a future mixed-use development center around Blue Heron Park.





EXISTING INTERSECTION OF STATE ROUTE 332 AND AROLINE ROAD

Aroline Road is a east/west roadway in the Uptown Canandaigua Corridor that connects State Route 332 to Fire Hall Road. Aroline Road is a two-lane roadway, with one travel lane in either direction. Currently, the land on Aroline Road is vacant and underutilized, creating an opportunity exists to establish a mixed-use connection between the commercial uses on State Route 332 to mixed uses on Fire Hall Road adjacent to Blue Heron Park.

In Phase I, efforts should align with policy and regulatory revisions for State Route 332. The Policy and Regulatory Recommendations section discusses recommended policy and regulatory revisions necessary to facilitate development.

A FORMER HOME WAS DEMOLISHED ON 2411 STATE ROUTE 332 IN 2017, FACILITATING FUTURE DEVELOPMENT ON THE PARCEL.





PHASE II: BEGIN INFILL DEVELOPMENT

Development for Aroline Road is similar to that discussed for State Route 332. New development should be focused on creating a sense of place on Aroline Road. Specifically, developments should incorporate:

- Street lighting on the north and south side of Aroline Road;
- Enhanced landscaping and street trees;
- Sidewalks; and
- Signage and wayfinding.

New infill development on Aroline Road should ideally begin at the State Route 332 / Aroline Road intersection to bolster the relationship between State Route 332 and Aroline Road. The addition of a two to three story building at this intersection would help establish a “gateway” through Aroline Road to Fire Hall Road.



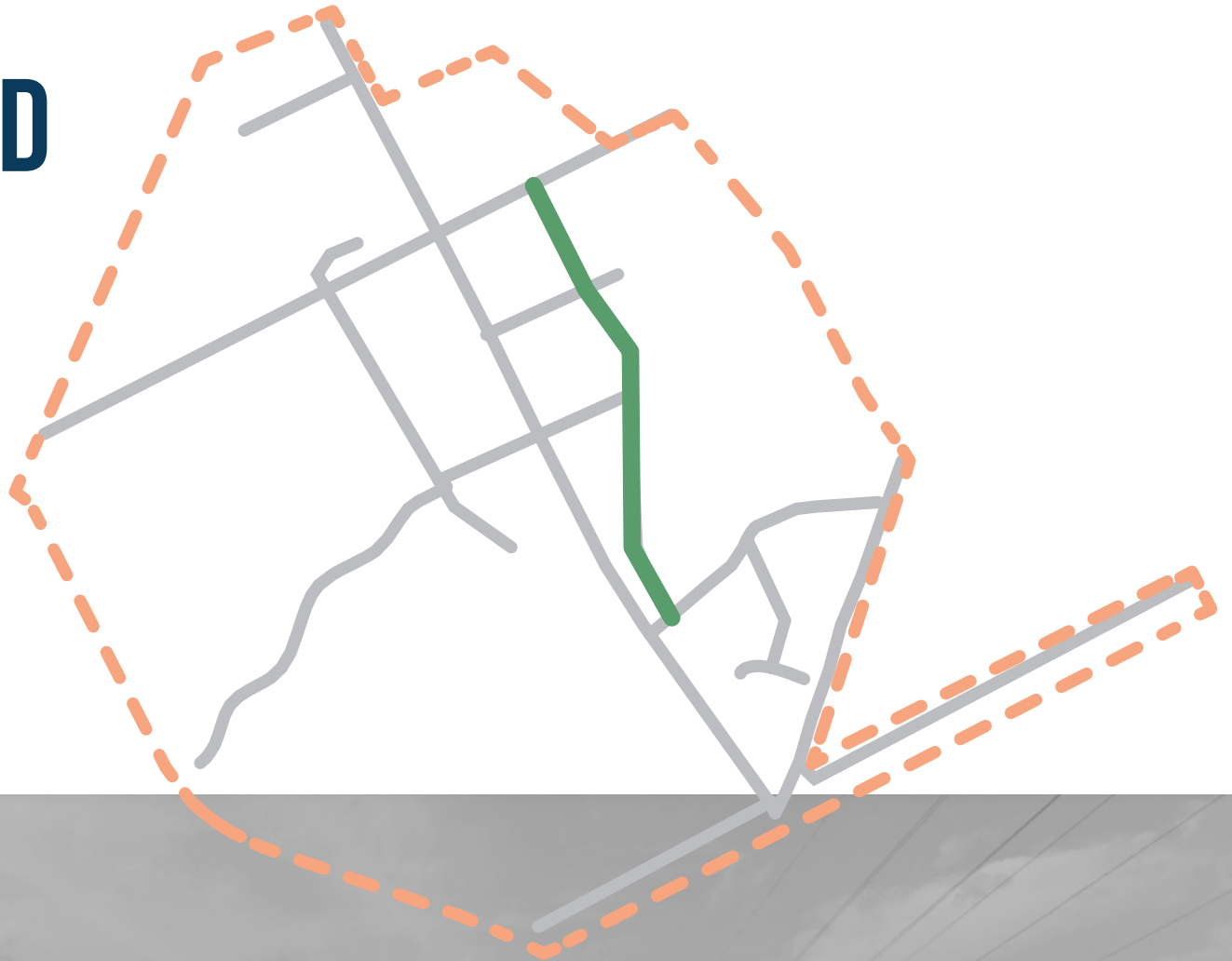
PHASE III: BUILD OUT

Development in Phase III should build upon gateway elements established in Phase II. The addition of new buildings along the southern side of Aroline Road will further enhance this gateway and pedestrian connectivity. Design guidelines for development on Aroline Road should specify the variation of building height, facades and landscaping to ensure natural breaks from one building to the next.

FIRE HALL ROAD

(“UPTOWN BOULEVARD”)

Fire Hall Road is a main north-south road within the Uptown Canandaigua Corridor. This roadway is underutilized, with underutilized land on the western side and Blue Heron Park and vacant land on the eastern side. Fire Hall Road would benefit from increased pedestrian and bicycle amenities and additional development, with the existing park serving as a centerpiece for future growth.

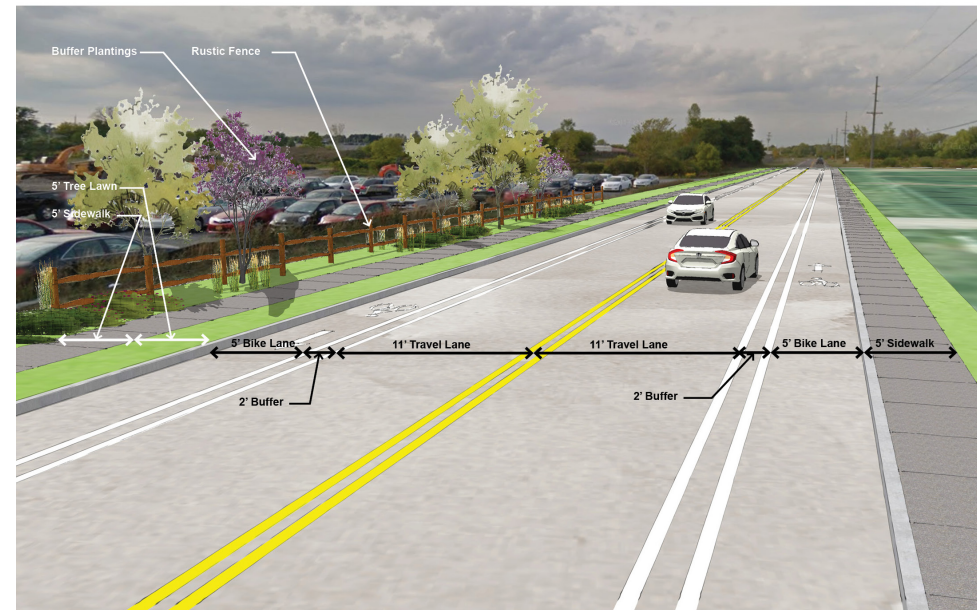


FIRE HALL ROAD (“UPTOWN BOULEVARD”)



EXISTING VIEW OF FIRE HALL ROAD ADJACENT TO BLUE HERON PARK

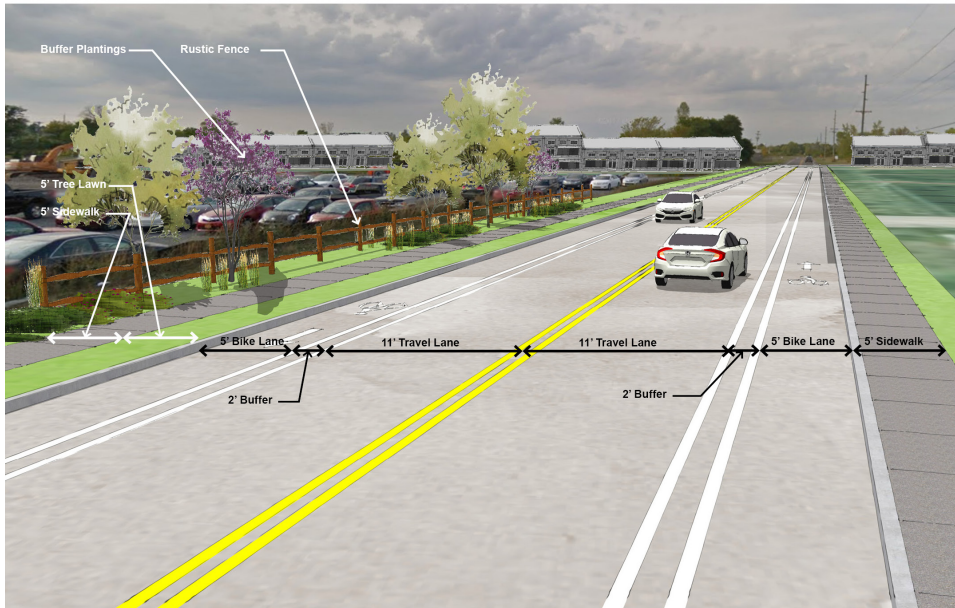
Fire Hall Road lies on the eastern portion of the Uptown Canandaigua Corridor. This is a two-lane roadway, with one travel lane in either direction. This roadway has an 11-foot travel lanes, with no pedestrian or bicycle amenities on either side. Since there are no posted speed limits on Fire Hall Road, cars travel on this roadway at speeds up to 50 miles per hour, which creates a dangerous environment for visitors of Blue Heron Park and pedestrians along the roadway. Additionally, the rear of developed properties along State Route 332 face Fire Hall Road; limited attention has been paid to how the back of these lots interact with Fire Hall Road.



PHASE I: PEDESTRIAN AND BIKE AMENITIES

Fire Hall Road can be easily adapted to pedestrian and bicycle amenities due to the existing wide travel lanes and public right-of-way. Within Phase I, 5-foot wide sidewalks on either side of Fire Hall Road from Parkside Drive to Emerson Road should be installed. This improvement should be complimented with a 5-foot in-road bicycle lane on both sides of the roadway. The construction of these amenities will provide alternative modes of transportation and allow enhanced connections to and around Blue Heron Park.

Additionally, the installation of a fence and landscaping along the western side of Fire Hall Road will improve the physical setting by screening existing parking lots.



PHASE II: PEDESTRIAN/BIKE AMENITIES WITH AROLINE ROAD DEVELOPMENT

In this phase, the construction of two- to three-story buildings along Aroline Road (discussed previously) and just north of Blue Heron Park is desired. The addition of these mixed-use buildings will seek to catalyze the development of a mixed-use center supported by Blue Heron Park and commercial uses on State Route 332. Subsequent development around the park, in the form of additional mixed-use buildings and residential areas, would complement this established mixed-use node.



PHASE III: PEDESTRIAN/BIKE AMENITIES WITH INFILL DEVELOPMENT

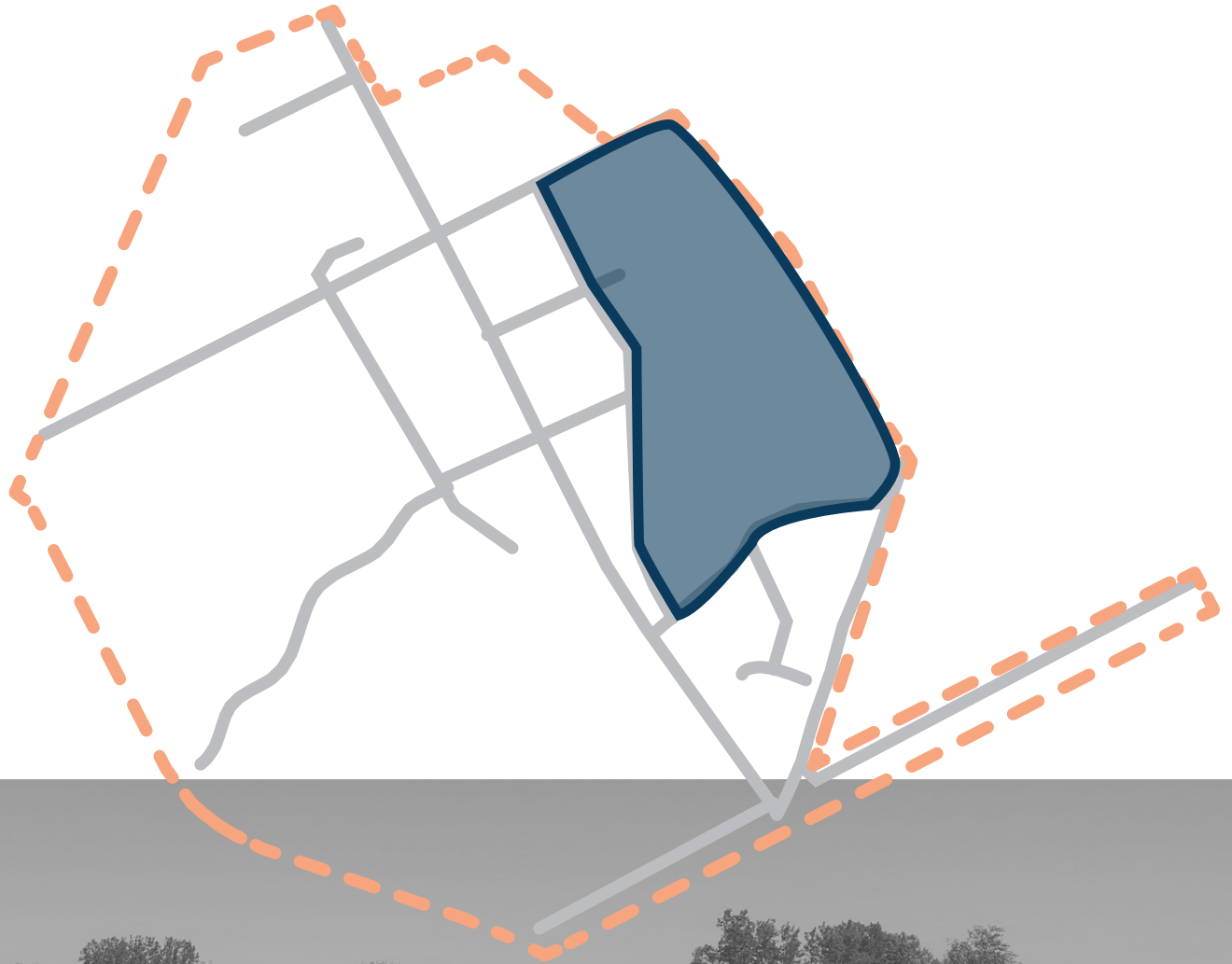
With expanded mixed-use and commercial buildings along Aroline Road and north of Blue Heron Park, new development along Fire Hall Road is anticipated. Development along Fire Hall Road would utilize the rear of parcels on State Route 332 to create a commercial presence along the street. These buildings are envisioned to be one- to two-stories in height and located close to the roadway, which will aid in traffic calming.



FEASIBILITY STUDIES HAVE RECENTLY BEEN CONDUCTED TO POTENTIALLY COMBINE CITY AND TOWN OF CANANDAIGUA FIRE SERVICES. BASED ON FINDINGS, THERE IS AN OPPORTUNITY FOR REUSE OF THE TOWN'S FIRE HALL IN UPTOWN. SINCE THIS BUILDING IS IN CLOSE PROXIMITY TO BLUE HERON PARK AND RESIDENTIAL HOUSING, THIS BUILDING WOULD BE RE-IMAGINED AS A COMMUNITY CENTER AND GATHERING PLACE FOR RESIDENTS AND VISITORS OF THE UPTOWN CORRIDOR.

UPTOWN DEVELOPMENT PARCEL

Several 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 Fire Hall Road and Blue Heron Park, and is shovel-ready for development.



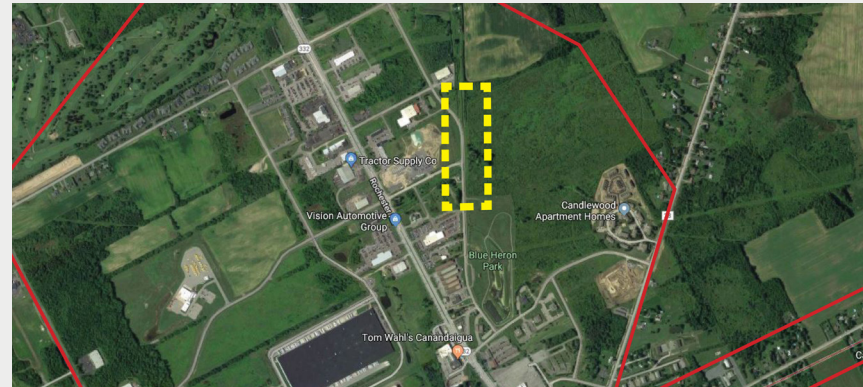
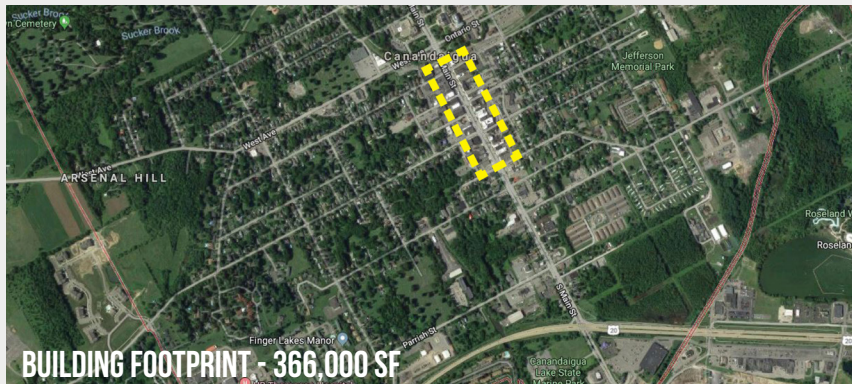
The Uptown Development Parcel is a large area of vacant land with incredible future potential. When creating a development plan for an area such as the Uptown Development Parcel, it is important to take into consideration the scale of the potential development. Regional developments are presented to provide context on the size and magnitude of potential building densities.

EASTVIEW MALL | VICTOR, NEW YORK



The Eastview Mall is located approximately 10 miles north of the Town of Canandaigua. This mall contains various retail outlets, which total approximately 1.4 million square feet in building footprint. When this building footprint is overlayed onto the area of the Uptown Development Parcel, it is apparent that this square footage could be physically accommodated but is not likely to be supported, as shown in the economic and market analysis.

DOWNTOWN CITY OF CANANDAIGUA

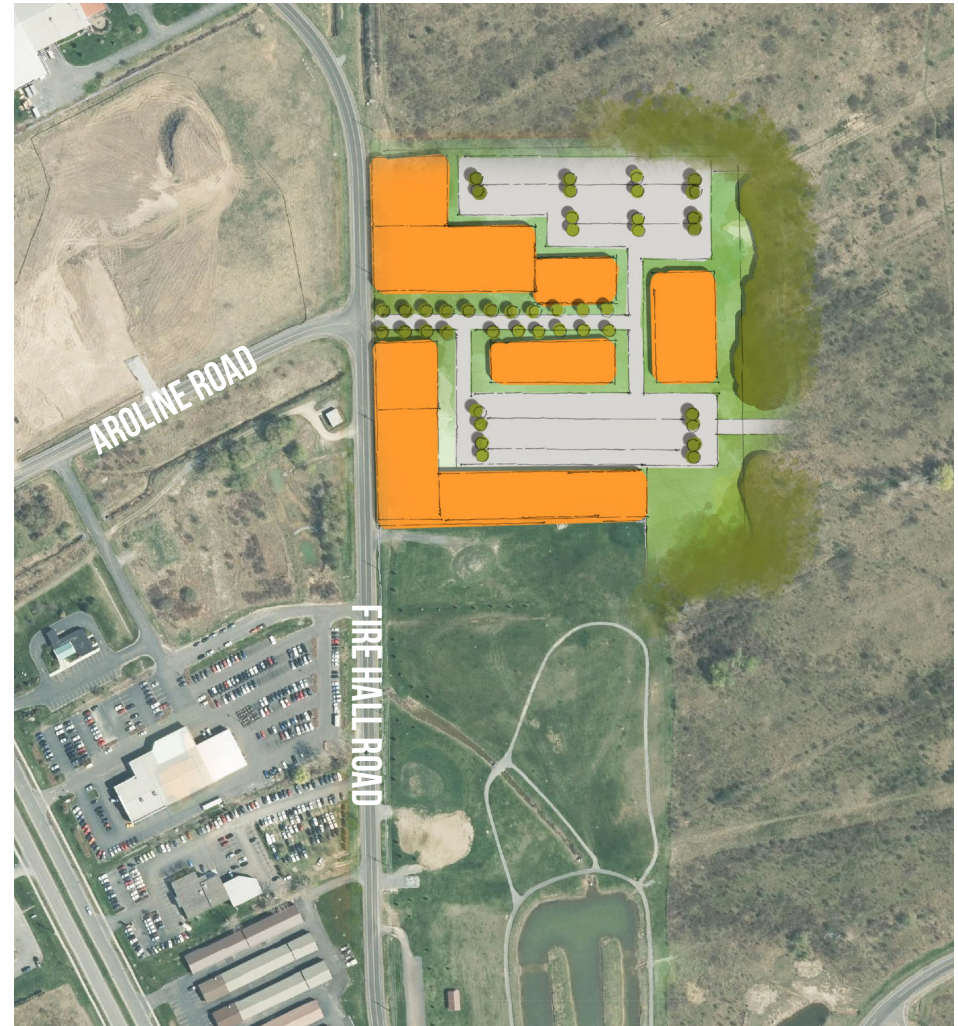


Downtown City of Canandaigua is located just south of the Uptown Canandaigua Corridor. This area is considered a desirable scale and density, and is welcoming and walkable. The area shown outlines the limit of the downtown area, which has a building footprint of approximately 366,000 SF. When overlayed onto the Uptown Development Parcel, it is apparent that this scale is feasible and appropriate around Fire Hall Road and Blue Heron Park.

PHASE I: MIXED-USE WITH GREENSPACE

The first phase of development should focus on the area just north of Blue Heron Park. Development at this location consists of two to three story mixed-use development that is supported by the proximity of the park for resident enjoyment. Commercial components of these buildings may include retail and services, such as grocery, laundromats and restaurants, as well as office space. The concentrated development at this location is the initial commercial/residential node of which further development is anticipated in future years. Landscaping and greenery at this location is important to ensure a compatible design with the adjacent park and surrounding vacant land.

DEVELOPMENT TYPE	POTENTIAL BUILDABLE SQUARE FOOTAGE
1ST FLOOR COMMERCIAL	163,000 SF
1ST FLOOR OFFICE	51,000 SF
2ND FLOOR OFFICE	186,000 SF
2ND FLOOR RESIDENTIAL	28,000 SF



PHASE II: MIXED-USE WITH RESIDENTIAL

This phase of development includes the expansion of residential uses adjacent to the established mixed-use node on Fire Hall Road. Residential use within this area could be a combination of low density, multi-family homes in close proximity to the mixed-use node and single-family residential to the east. The residential area should also include abundant greenspace.

Additionally, commercial development on the rear portions of State Route 332 should be targeted in the same manner as development on Aroline Road. Supplementary residential development can also be supported on the east side of Fire Hall Road near Emerson Road.

DEVELOPMENT TYPE	POTENTIAL BUILDABLE SQUARE FOOTAGE
1ST FLOOR COMMERCIAL	228,000 SF
1ST FLOOR OFFICE	28,000 SF
2ND FLOOR OFFICE	91,000 SF
2ND FLOOR RESIDENTIAL	28,000 SF
3RD FLOOR RESIDENTIAL	119,000 SF
MULTI-FAMILY RESIDENTIAL	322,000 SF (approx. 270 units)
SINGLE-FAMILY RESIDENTIAL	111,000 SF (approx. 50 units)



PHASE III: HIGH DENSITY MIXED-USE WITH NEIGHBORHOOD CENTER

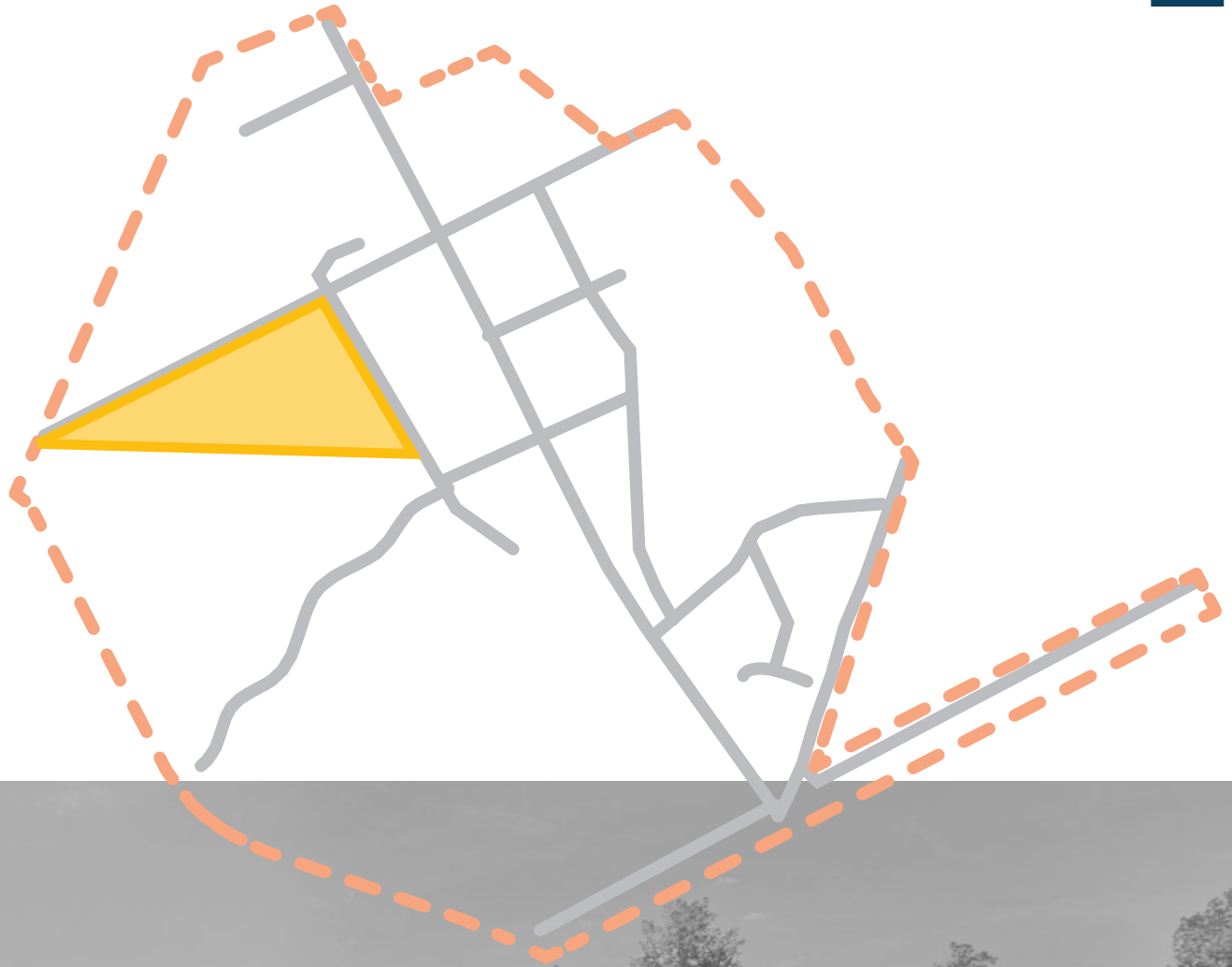
The final phase of development would expand residential uses within the Uptown Development Parcel. This core development serves as the foundation for increased mixed-use and commercial buildings within the area. Further single-family residential use is envisioned on the north section of the Uptown Development Parcel, but in a manner that is sensitive to the agricultural district with the inclusion of greenspace and walking trails for residents.

DEVELOPMENT TYPE	POTENTIAL BUILDABLE SQUARE FOOTAGE
SINGLE-FAMILY RESIDENTIAL	+/- 50 units



THOMAS ROAD AREA

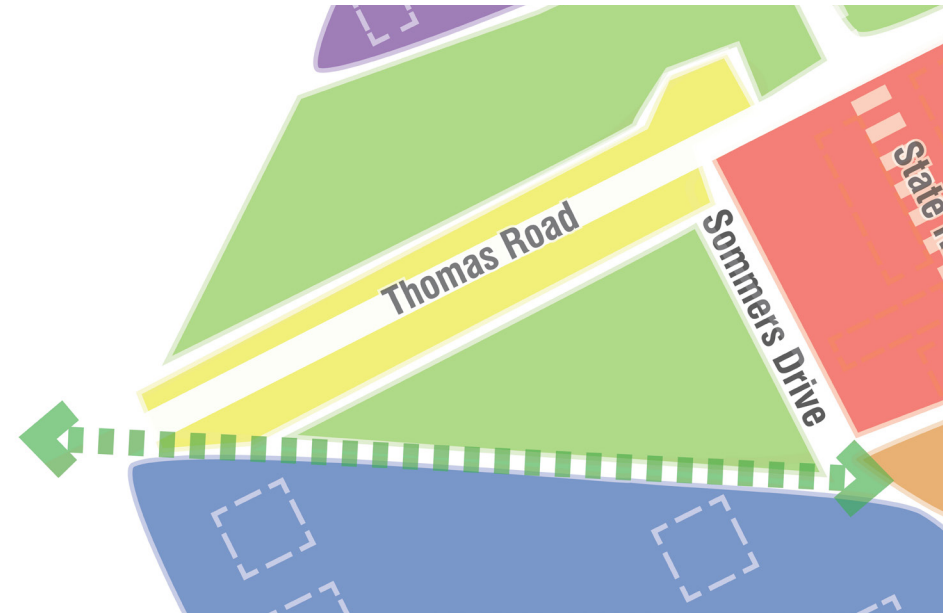
The Thomas Road area is located between existing greenspace and industrial areas in Uptown Canandaigua. This area is envisioned to provide additional locations for expanded residential options, within walking distance to employment centers, trails, and retail/services.





EXISTING

The Thomas Road area is situated on the western side of the Uptown Canandaigua Corridor between Thomas Road and Sommers Drive. This land area is currently vacant, with townhomes to the north and single-family homes to the south. Opportunity exists to develop this section of the study area for residential development to support planned commercial development on State Route 332, mixed-use development on the eastern side of the corridor, as well as expanded employment opportunities in light-manufacturing and office space.



PHASE I: GREENWAY TRAIL

Within the Uptown Canandaigua Corridor, an existing gas line runs from Brickyard Road to Sommers Drive. The gas line right-of-way has been identified for a multi-use greenway trail. The construction of a 10-foot multi-use trail would facilitate enhanced bicycle and pedestrian connections throughout the Uptown Corridor, the Town and would connect to the proposed extension to the Auburn Trail. Greenway trails are well-suited in primarily residential areas, which is characteristic of the Thomas Road area.



PHASE II: RESIDENTIAL DEVELOPMENT ALONG ROADWAYS

Development along Thomas Road and Sommers Drive is envisioned to align with existing residential development located on Thomas Road. Primarily single-family residential development with some townhomes concentrated along these roadways will begin the establishment of a residential neighborhood in Uptown Canandaigua and is consistent with local and regional market trends.

It should be noted that a potential 150 foot easement on either side of the existing gas line may exist. Further study on this portion of the Thomas Road and Sommers Drive should be conducted before development occurs.



PHASE III: INCREASED RESIDENTIAL DEVELOPMENT

In Phase III, expanded residential development could take place within the central portion of the Thomas Road area. The residential area within this portion of Uptown Canandaigua would provide housing for both Uptown area workers and aging populations, and would be easily accessible to enhanced greenway trails and bicycling opportunities.



REPRESENTATIVE TOWNHOME DEVELOPMENT



③ POLICY AND REGULATORY RECOMMENDATIONS

As previously noted in the Existing Conditions Zoning Assessment, amendments to Uptown Canandaigua's regulatory framework are needed in order to facilitate development consistent with the Future Land Use Vision. In general, the current application of zoning districts in the study area is inconsistent with the vision of the focus and character areas identified herein. Furthermore, it has been noted that the Town Zoning Code lacks sufficient building and site design standards to facilitate new development and infill efforts that create a sense of place and identity in Uptown.

In order to better align the regulatory framework of Uptown with the development vision of this Study, the Town should consider the following additions and revisions to its Zoning Code (Chapter 220).

1. Revise the existing Community Commercial District for the entirety of the State Route 332 corridor.
2. Draft and adopt Design Standards to guide building and site design throughout Uptown.
3. Adapt the existing Mixed-Use Overlay District for the Uptown Development Parcel and Office/Employment Character Area.
4. Establish a Mixed Residential Zoning District for neighborhood development.

These amendments may serve as tools for development in any phase of the Uptown Future Land Use Vision. Their individual applicability will depend, however, upon the scale, timing, and nature of development opportunities and proposals brought before the Town.

CORRIDOR-WIDE POLICY RECOMMENDATIONS

Several recommendations of the Future Land Use Vision are intended to be applied throughout the Uptown Corridor, creating opportunities for increased physical and visual connectivity between the different focus and character areas. These include enhancements to the corridor's streetscapes, wayfinding, and branding that serve to create a sense of place and identity, increase alternative transportation options, and support the development of a vibrant, mixed-use environment. The implementation and augmentation of the following policies will strengthen the Town's success in transforming Uptown.

EXISTING PLANNING TOOLS

Canandaigua currently has a number of local planning tools that can help shape the future of Uptown. As development opportunities are considered, it will be important for the Town to continue to review, assess, and implement the recommendations of its existing plans, including but not limited to the Comprehensive Plan Update, Parks and Recreation Master Plan, and Uptown Multimodal Transportation and Placemaking Study. More information on these plans and their implications for the Uptown area can be found in the Recent Planning Efforts Section beginning on page 9.

COMPLETE STREETS POLICY

Uptown Canandaigua's aesthetic is ultimately defined by its streetscapes, as they shape the pattern of development, define the character of the public realm, and provide for access to and connectivity between neighborhoods, businesses, parks, and open space. The existing Complete Streets Policy adopted by the Town is a strong statement of support for multi-modal connectivity and access.

To further the impact of this policy, the Town should consider the following:

- Adapting the streetscape enhancement recommendations into formal design guidelines and requirements for streetscapes within Uptown;
- Incorporating the Planning Board and Planning Committee into the development review process by designating a member as a liaison on the Planning Board or establishing an advisory role for the Comprehensive Plan Committee as part of site plan review.

TRANSFER OF DEVELOPMENT RIGHTS (TDR) PROJECT

Much of the Uptown Future Land Use Vision calls for an increase in development density for both commercial and residential uses. The adoption and administration of a TDR program is one mechanism that the Town may utilize to accommodate higher density, walkable developments. This may be done through the implementation of several TDR incentives such as:

- Density bonuses of up to 16 units per acre;
- Expedited approvals and development review time limits;
- Allowed uses not otherwise permitted in underlying zoning districts;
- Reduced parking requirements for developments demonstrating reduced car reliance; and
- Revised area and bulk regulations, such as reduced setbacks or increased building heights.

These incentives, along with the application of the TDR transfer ratio for the MUO-1 area identified in the TDR Report, are tools that could dramatically change the character and development pattern of Uptown as future investment occurs.

SITE PLAN REVIEW CRITERIA

Due to the historically rural character of the Town of Canandaigua, its existing site design and plan review criteria do not necessarily facilitate the envisioned development of a mixed-use, walkable Uptown. Under Article VII (Site Plan Regulations) of the Town Zoning Code, the Planning Board is charged with making a determination based on generic findings that do not support or require the development of multi-modal, mixed-use activity centers in the Uptown area.

The current findings under Section 220-71 require the Planning Board to make a determination as to whether or not a development plan “provides for safe and efficient vehicular and pedestrian access” and is “in compliance with the Site Design and Development Criteria” of the Town Code. However, there is little guidance in Article VII or the Site Design and Development Criteria for the accommodation of multi-modal transportation and creation of attractive mixed-use centers, like that of the Uptown Canandaigua vision.

Design and development criteria specific to Uptown should be established as a standalone guide for future site plan review, or incorporated into the existing criteria to better align with the public and private realm recommendations in each focus and character area. For example, the road, sidewalk, and bike facility specifications contained in the Site Design and Development Criteria could be amended to reflect that of the on- and off-street transportation improvements identified for major multi-modal corridors, such as Fire Hall Road.

1. COMMERCIAL DISTRICT REVISIONS

The requirements of the Town's commercial zoning districts as applied today support the predominantly auto-oriented development pattern of the corridor, as noted in the Zoning Assessment. In order to facilitate the transformation of State Route 332 to a walkable, mixed-use activity center, it is recommended that the Town proactively rezone the spine of the corridor to the Community Commercial (CC) District and include the following amendments.

CC DISTRICT USES

The Town recognizes the value of its existing businesses along State Route 332; therefore, rather than become overly prohibitive it is recommended that a special use permit process be implemented to mitigate the potential negative impacts of certain uses. Auto-oriented uses, such as vehicle sales and service shops, gas stations, and car washes should be specially permitted to provide an opportunity for the Town Planning Board to work with applicants to ensure the highest level of compatibility with the Uptown vision.

Given the predominance of State Route 332 as a commercial corridor, the development of stand-alone residential uses (single-, two-, and multi-family structures) may not be desirable. However, the CC District should explicitly permit the mixing of uses and allow for upper floors of buildings to be occupied by residential units, offices, and live-work spaces.

Benefits of Mixed-Use

- Activation of the corridor during more hours of the day
- Reduction of auto-dependency
- Promotion of public transportation

CC DISTRICT BUILDING AND LOT REQUIREMENTS

The Zoning Assessment conducted as part of this Study outlines how the existing building and lot requirements of the CC District are not supportive of a walkable, mixed-use activity center. As a result the following adjustments should be made with the rezoning of the State Route 332 corridor to better align future development projects with the Uptown vision.

By adjusting the CC District building and lot requirements, vacant and underutilized front yard space may be reclaimed for infill development as shown in the Future Land Use Vision. This will provide more opportunities for investment in Uptown and help to positively transform the streetscape.

	LOT SIZE	LOT WIDTH	FRONT SETBACK	BUILDING HEIGHT
EXISTING CC DISTRICT	1-10 acres	150-500 feet	100-200 feet	Max. 35 feet
PLACEMAKING BEST PRACTICES	200-400 foot blocks	200-400 foot blocks	0-35 feet	Max. 1:4 building height to road width ratio
UPTOWN RECOMMENDATION	Min. 1/2 acre	Min. 75 feet	Max. 40 feet	Max. 45 feet (3 stories)

2. UPTOWN DESIGN GUIDELINES

Currently, Town regulations for building and site design within the Uptown area are insufficient to meet the aesthetic of the Future Land Use Vision. While zoning districts help to regulate the use, scale, massing, and setback of buildings, they provide little direction to developers with the Town's expectations for architectural and environmental treatments or multi-modal connectivity and access. For this reason, the adoption of design guidelines specific to the Uptown Corridor are important to ensure desirable building design.

PURPOSE AND OBJECTIVES

The purpose of specific design guidelines is to establish a consistent, desirable standard for the pattern and character of development within Uptown Canandaigua that will take shape with future infill and redevelopment opportunities. Public and private investment in Uptown shall seek to achieve the following objectives:

- Create lively, pedestrian-friendly, and attractive buildings, sites, open spaces, and streetscapes where residents and visitors will enjoy walking, biking, and driving.
- Encourage the development of retail, offices, restaurants, and other permitted uses in close proximity of each other creating dynamic activity centers for the benefit of residents and visitors alike.
- Require that future private development positively contribute to the public realm and ensure compatibility with surrounding developments so as not to detract from the overall streetscape.
- Utilize good site planning techniques that provide visual interest and accommodate multimodal travel such as varying building massing, emphasizing street corners, highlighting points of entry, and integrating site circulation and access between uses.
- Encourage the development of buildings consistent with the goals of the Leadership in Energy and Environmental Design (LEED) program.
- Ensure that new development building and site design does not negatively impact adjacent residential uses, respecting their existing scale and character.



These streetscape photos were rated by the Steering Committee based on their desirability with respect to streetscape and development character. The highest scoring image shows several multi-story developments up to the street with additional landscaping and public realm amenities.

BUILDING DESIGN

The following design standards are intended to address the exterior elements of buildings and components that define the look of a façade, such as roofs, windows, articulation, and detailing. Standards for architectural elements will encourage new development to define a unique identity for Uptown while allowing for flexibility of expression at the individual building level.

- Buildings greater than 50 feet in width should utilize a variety of architectural details and treatments to break up the façade and provide visual interest at a pedestrian-scale.
- Commercial and mixed-use buildings with frontage on public streets should provide areas of transparency equal to or greater than 65% of the first floor façade.
- Elements that add detail to and define the foundation of the building are encouraged.
- Elements that define the roof and the upper quartile of the façade should incorporate design details that provide an added level of fenestration and articulation to the architectural expression of the building
- Entryways should be detailed and announced to the general public through the use of decorative trim, moldings, overhangs, and other defining architectural features such that its purpose as the primary entrance is evident from the street. The same treatment is encouraged for all secondary entryways near parking locations.
- Alternative energy sources, such as solar panels or shingles, are encouraged and should be incorporated into the design of the building so as not to detract from the overall character.
- Roofing materials that reflect sunlight or incorporate vegetated roofing are encouraged.

MEDIAN SCORE: 0.50/9.00



MEDIAN SCORE: 7.50/9.00



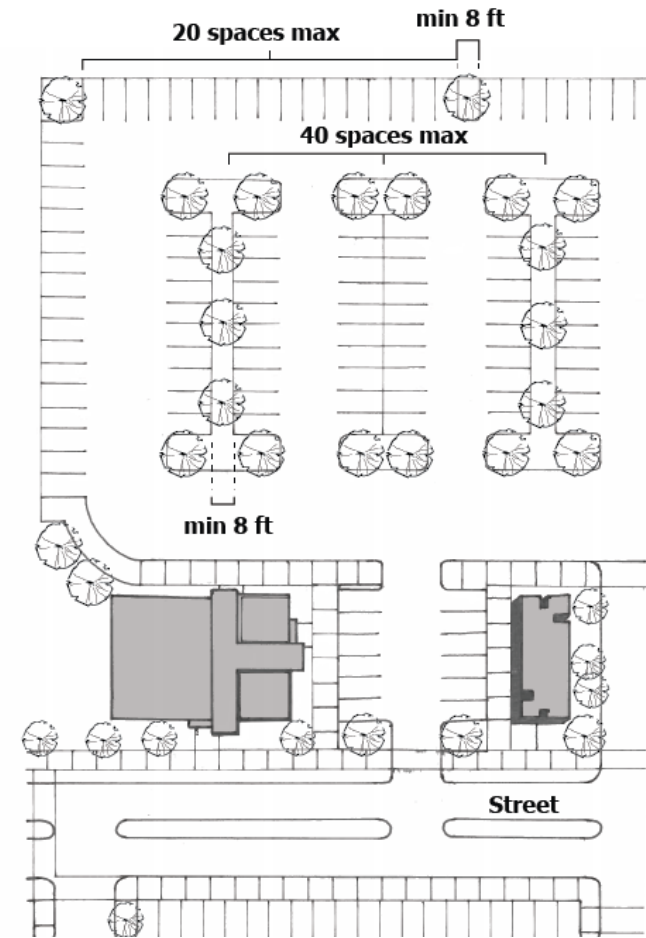
Photo Source: Barton & Loguidice

The results of the Community Preference Survey conducted with the Steering Committee indicated a strong preference for well-articulated, pedestrian-scaled commercial building facades.

OFF-STREET PARKING DESIGN

In order to diminish the auto-dominant development pattern of the Uptown area, the presence and obtrusiveness of off-street parking areas along streetscapes and within the public realm will need to be reduced. At a minimum the Town should require off-street parking areas to be in compliance with the following:

- Parking areas should be located to the rear of structures whenever possible, but may be allowed in the side yard with adequate screening.
- Sites proposed with multiple structures are encouraged to share parking areas and driveway access.
- Parking areas should be designed to contain no more than 20 spaces in a row and 40 spaces in a “room.” Such rooms should be separated with a landscaped median no less than 8 feet in width (see graphic).
- At least one landscaped island no less than 8 feet in width should be provided for every 20 spaces.
- Designated and purposeful pedestrian pathways should be provided connecting parking areas to entrances and the public sidewalk.



Graphic provided by Barton & Loguidice

PARKING DESIGN GUIDELINES

Parking areas should have enhanced screening to achieve an improved sense of place.



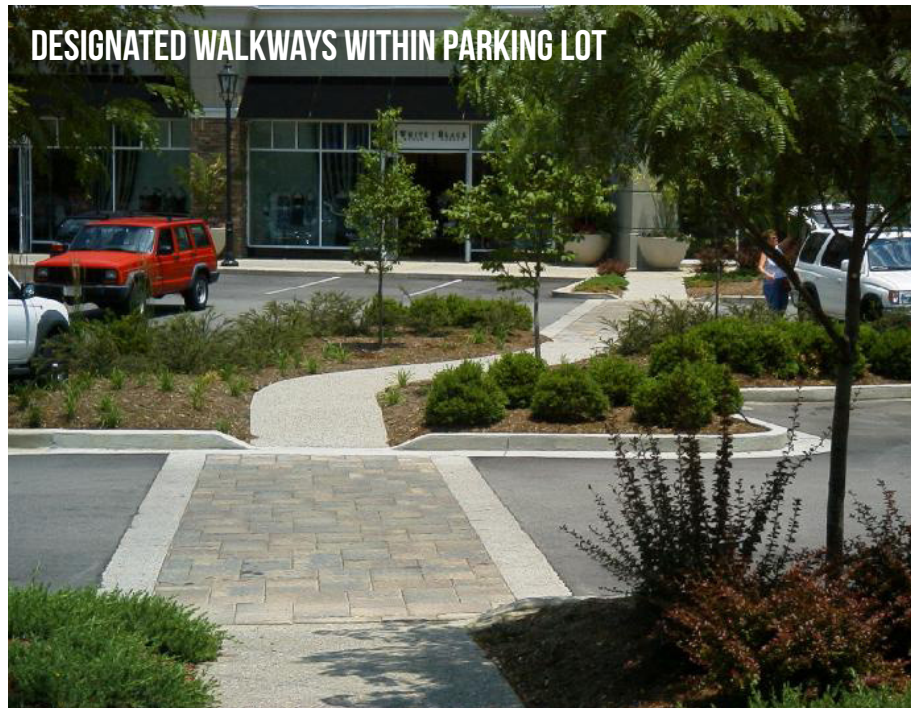
PEDESTRIAN & BICYCLE ACCOMMODATIONS

Pedestrian-oriented site design considerations include:

- Sidewalks constructed to provide access from principal building entrances to the sidewalk system.
- Curbed sidewalks located along the building frontage to provide separation between pedestrians and vehicles.
- Sidewalks that traverse parking lot medians and islands to permit safe and efficient pedestrian travel from parked vehicles to building entrances.
- Designated crosswalks located between primary building entrances and exits as well as parking facilities.

Bicyclist site design considerations include:

- Bicycle circulation patterns shielded and separated from vehicular patterns with the use of shoulders and/or bicycle lanes.
- Designated bicycle parking facilities provided at building entrances. Additional bicycle accommodations, such as bicycle lockers or shared bicycle services are encouraged.
- Safe, convenient, and efficient bicycle circulation patterns provided between structures in a multiple structure development.



3. MIXED USE OVERLAY DISTRICT

The Zoning Assessment identified several weaknesses of the Town's Mixed Use Overlay (MUO) District in its application to State Route 332 and surrounding Uptown area. While the intent of the MUO District is consistent with the Future Land Use Vision, the use, dimensional, and bulk requirements contained therein facilitate a pattern of development like the existing auto-dominant environment. To permit the density and scale of development identified in this Study, the Town should amend the MUO District as noted in this section.

APPLICATION

Rather than utilize the MUO District as an overlay, the Town should amend it to become a standalone "Mixed Use District." Removing the need to refer to the underlying zoning districts provides more clarity in its application and use requirements. This allows for the District to be adapted for use in the Uptown Development Parcel as well as the Office/Light Industrial Character area. The recommended building, lot, and design standards are applicable to both areas, while the permitted uses may vary as noted below:

- Uptown Development Parcel – Residential and commercial uses that provide a high level of activity for the area.
- Office/Light Industrial – Light industrial, office, and limited commercial uses that do not generally rely on high traffic volumes as they often serve as employment centers.
- When applied solely to the Uptown Development Parcel, the title "Uptown Mixed Use District" may be preferred.

It is also recommended that the Town incorporate the aforementioned Uptown Design Standards into the revised Mixed Use District to maintain a consistent standard for development design and character throughout.

Amending the current MUO District may enhance clarity in existing Town regulations and provide increased uses for the Uptown Canandaigua Corridor.

RECOMMENDED PERMITTED USES

Upon establishing a standalone Mixed Use District for Uptown, an updated use list will be needed. For the Uptown Development Parcel this list should include, but may not be limited to, the following:

- Removing the single use per parcel of land restriction and allow for mixing of uses vertically (one structure) and horizontally (one parcel);
- Removing references to permitted and specially permitted uses of other zoning districts;
- Permitting commercial uses such as:
 - Retail, personal service, and repair shops
 - Restaurants, taverns, breweries, and distilleries
 - Dance, fitness, art, and music studios
 - Arcades, auditoriums, theaters, and other indoor entertainment or recreational uses
 - Hotels, inns, and conference centers
 - Administrative, medical, and professional offices
- Permitting upper floor residential units and offices; and
- Prohibiting uses that are incompatible with or detrimental to the higher level of development density, multi-modal connectivity, and activity desired, such as:
 - Gas stations, automobile repair shops, and automobile sales agencies
 - Storage, warehousing, manufacturing, assembling, and processing facilities
 - Single-family and two-family dwellings
 - Agricultural and farm operations



REPRESENTATIVE IMAGE OF MIXED-USE BUILDING



REPRESENTATIVE IMAGE OF ARCHITECTURALLY DETAILED BUILDING

DIMENSIONAL AND BULK REQUIREMENTS

The dimensional and bulk requirements of an amended Mixed Use District will need to be established. The following minimum and maximum requirements are recommended to foster the desired character and density of development:

REQUIREMENT	LOT SIZE	LOT WIDTH	FRONT SETBACK	BUILDING HEIGHT	BUILDING FOOTPRINT
MINIMUM	10,000 SF	60 feet	NA	35 feet (2 stories)	NA
MAXIMUM	NA	150 feet	35 feet	60 feet	15,000 SF



4. MIXED RESIDENTIAL (MR) DISTRICT

The creation of a Mixed Residential (MR) District is recommended to realize the Town's vision for newly created and expanded walkable neighborhoods with a wider variety of housing styles and densities. While an MR District is most applicable to the development of the Thomas Road Priority Area and eastern portion of the Uptown Development Parcel, it may also serve as guide for other areas of future residential growth and Planned Unit Development projects. An MR District adopted by the Town should include, at a minimum, the following elements.

PURPOSE STATEMENT

The purpose of a Mixed Residential (MR) District is to allow for the development of mixed density residential neighborhoods within the Town of Canandaigua in accordance with the recommendations of the Uptown Corridor Study and Town Comprehensive Plan. Residential uses permitted in this District include single-, two-, and multi-family dwellings, provided no single unit type dominates the District. The intent of this District is to foster a variety of living opportunities for residents in a unique, attractive environment in close proximity to goods and services.

The MR District is designed to create sustainable, walkable neighborhoods that meet the diverse housing needs and preferences of Town residents, regardless of age, income, or ability. To ensure that the future design, layout, and character of the MR District is cohesive and consistent with the vision of the Town, the following objectives shall be observed by all proposed development:

- Establish neighborhoods with a variety of housing types and sizes that are oriented toward pedestrian activity;
- Phase residential types and densities in a manner that provides a natural transition from existing single-family neighborhoods to higher density developments and commercial centers;
- Foster the compatibility of residences and other improvements through their arrangement, bulk, form, character, and landscaping;
- Establish a coordinated transportation network with a hierarchy of appropriately designed facilities for pedestrians, bicyclists, and motorists;
- Develop on- and off-site connections to nearby amenities, roadways, sidewalks, and trails;
- Design well-configured greens, landscaped streets, greenbelts, parks, and public spaces that are woven into the pattern of the neighborhood and dedicated to the social interaction, recreation, and visual enjoyment of the residents;
- Preserve and integrate existing natural features and undisturbed areas into the open space and design of the neighborhood; and
- Create a cohesive and interconnected traditional neighborhood development pattern throughout the entirety of the District, regardless of the sequence of proposals or project phasing.

RECOMMENDED PERMITTED MR DISTRICT USES

Permitted uses within the MR District should include:

- Single-family dwellings
- Two-family dwellings
- Multi-family dwellings (5 units or less)
- Parks, open spaces, and recreational areas

Specially permitted uses within the MR District should include:

- Multi-family dwellings (6 units or more)
- Assisted living facilities and nursing homes
- Small scale uses intended to serve local residents, like day care facilities, laundromats, banks, or offices

RECOMMENDED MR DISTRICT DIMENSIONAL AND BULK REQUIREMENTS

To properly scale residential and nonresidential development within an MR District, the following requirements are recommended to regulate buildings and lots.

REQUIREMENT	LOT SIZE	LOT WIDTH	FRONT SETBACK	BUILDING HEIGHT	BUILDING FOOTPRINT	DENSITY
SINGLE OR TWO-FAMILY DWELLING	8,000 SF MIN	60 feet MIN	15 feet MIN 30 feet MAX	35 feet (2.5 stories) MAX	NA	8 units per acre MAX
MULTI-FAMILY DWELLING	20,000 SF MIN	80 feet MIN	15 feet MIN 30 feet MAX	40 feet (3 stories) MAX	NA	8 units per acre MAX
NON-RESIDENTIAL USES	20,000 SF MIN	65 feet MIN	25 feet MIN 35 feet MAX	40 feet (3 stories) MAX	NA	NA

DESIGN STANDARDS

Site plan review shall be required for all development within an MR District. The appropriateness of development proposals should be evaluated based on their achievement of the MR District objectives and compliance with specified design standards. These standards should be established within the MR District and include regulations consistent with the following:

- Use of Lot Considerations
 - Single- and two-family dwellings should not exceed 30% of gross acreage
 - Lot sizes for dwellings should be a mix of small (8,000 to 20,000 square feet), medium (20,001 to 40,000 square feet), and large lots (over 40,000 square feet)
 - Public open space and greenspace should comprise at least 25% of gross acreage
 - Sidewalks should be at least 5 feet in width and provided on both sides of the street, where practicable. Tree lawns of at least 4 feet in width should separate the sidewalks from the street.
- Residential Building Design
 - Groups of townhomes or attached single-family dwellings should not exceed 6 units in a row
 - Garages should be located in the side or rear yard only and oriented so doors are not facing the street
 - Covered porches on the front façade of single- and two-family dwellings are encouraged
 - Multi-family dwellings of 5 units or less should have the outward appearance of a single-family dwelling, utilizing complimentary materials, roof lines, and architectural treatments. Entrances should be oriented to the street and be designed so as to resemble that of a single- or two-family dwelling.
- Nonresidential Design Guidelines
 - Buildings should be oriented to the street and frame the corner at intersections, where applicable
 - Buildings should exhibit a clearly defined base, mid-section, and crown utilizing a combination of architectural treatments, materials, and colors.
 - Street level entrances should be visible and accessible from the sidewalk
 - Facades greater than 40 feet in length should not have continuous wall or roof planes. The use of recesses, bays, gables, porches, dormers, or other architectural details is encouraged to visually divide the façade into smaller sections and prevent an out-of-scale, monolithic appearance.

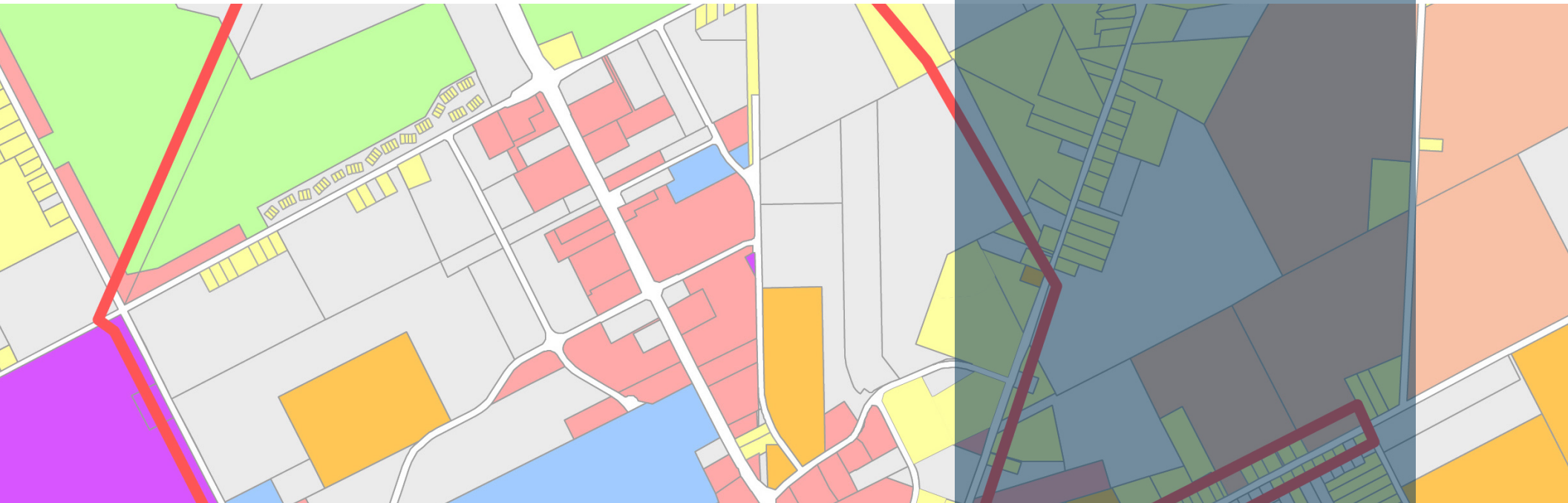
ACTION PLAN

Moving the Uptown Canandaigua Corridor Future Land Use Vision forward will require agency and organization coordination as well as funding resources to ensure implementation. The action steps necessary to implement the recommended improvements are organized by the following:

1. Short Term Priority Projects
2. Implementation Matrices
3. Potential Funding Resources

SHORT TERM PRIORITY PROJECTS

This study identified numerous recommendations to improve aesthetics and increase development within the Uptown Canandaigua Corridor. Several short-term priority projects have been identified to ensure successful implementation in a timely manner. The table details the top priority projects the Town of Canandaigua should move forward with within the next three years.



SHORT TERM PRIORITY PROJECTS

PROJECT	ANTICIPATED COSTS	POTENTIAL FUNDING RESOURCES	NOTES
Uptown Regulatory Code Revisions	+/- \$10,000	Town	Cost to hire consultant for targeted code updates. Full code update cost would range from \$40,000 to \$75,000.
Prioritization and Conceptual Design of Crosswalk Enhancements	+/- \$10,000	Town, HSIP, STP, TAP	Costs are provided per intersection enhancement. Costs will vary on a project-by-project basis.
Corridor-Wide Streetscape Enhancement Phasing Strategy	+/- \$10,000	NY Main Street, Green Innovations Grant Program, NYS CFA	A phasing strategy should be developed consistent with new development. Town may require this as part of site plan approval.
Uptown Branding and Marketing	+/- \$15,000	Town, Market New York	The Town should identify a single branded logo and utilize for all webpage and promotional materials.
Corridor-Wide Wayfinding Plan	+/- \$10,000	Town, Market New York	A specific sign location plan should be completed.
Final Design of State Route 332 Intersection Improvements	\$300,000 - \$400,000	Town, TAP, STP	Cost includes final design and construction drawings. Further analysis of streetscape improvements should be completed with NYS DOT input and approval.
Design and Construction of Residential Greenway Trail	\$400,000-\$500,000	Recreational Trails Program (RTP)	Cost includes conceptual design, final design and construction.

IMPLEMENTATION MATRICES

The following matrices provide implementation guidance over the next 15 years for each of the proposed projects presented in the Future Land Use Vision Plan. These implementation matrices are organized into

1. Corridor-Wide Projects; and
2. Priority Area Specific Projects.

For each of these, specific phasing recommendations, anticipated costs, potential funding resources and timeline have been identified. Project specific notes are also included to streamline implementation.



RECOMMENDATION	PROJECT	PHASING AND ANTICIPATED COSTS		POTENTIAL FUNDING RESOURCES	TIMELINE	NOTES
STREETSCAPE IMPROVEMENTS	Pedestrian Scaled Lighting	Design and Construction	\$10,000 each	NY Main Street	0 - 5 Years	Cost includes material, foundation conduit excavation, backfill and cable. A phasing strategy should be developed consistent with new development. Town may require this as part of site plan approval.
	Landscaping and Street Trees	Design and Construction	Varies	Green Innovations Grant Program	0 - 5 Years	A phasing strategy should be developed consistent with new development. Town may require this as part of site plan approval.
	Street Furniture	Design and Construction	Street Bench/Bike Rack - \$3,500 each Trash Receptacle - \$2,200 each	NY Main Street	0 - 5 Years	The Town of Canandaigua should install annually where development exists and where future development is proposed.
	Bus Stops	Design and Construction	\$30,000 each	Bus Facilities Infrastructure Investment Program	0 - 5 Years	\$10,000 per bus shelter (off the shelf). Unique designs could increase cost to \$25,000 to \$75,000.
	Overhead Wires	Design and Construction	\$600 to 700 per linear foot	Town	5 - 10 Years	Burial of power lines should be focused on State Route 332.
BRANDING AND MARKETING	Logo Creation	Design	\$5,000 +	Town, Market New York	0 - 1 Years	
	Website Development and Collateral	-	\$10,000		0 - 3 Years	
SIGNAGE AND WAYFINDING	Wayfinding (Vehicle and Pedestrian Only)	Conceptual Design	\$10,000 + maintenance	Town, STP, TAP	0 - 2 Years	Specific sign location plan to be completed.
		Final Design	+/- \$25,000		2 - 3 Years	Final design should be completed once a "brand" is established.
		Construction	+/- \$200,000		3 - 5 Years	Includes full sign hierarchy, except for gateway signs.

PRIORITY AREA SPECIFIC PROJECTS

PRIORITY AREA	PROJECT	PHASING AND ANTICIPATED COSTS		POTENTIAL FUNDING RESOURCES	TIMELINE	NOTES
STATE ROUTE 332	Building Development	Phase I: Regulatory Revisions	+/- 10,000	Town	0 - 2 Years	Cost to hire consultant for targeted code updates. Full code update cost would range from \$40,000 to \$75,000.
		Phase II: Infill Development	Varies	Private	4 - 10 Years	Cost and timeline varies on project-to-project basis.
		Phase III: Infill Development and New Build	Varies	Private	10+ Years	
	Pedestrian/Bicycle Amenities	Conceptual Design	NA	NA	Completed	Conceptual design completed in this study.
		Final Design	\$300,000	TAP, STP	0 - 2 Years	Includes detailed design and construction drawings.
		Construction	\$3,000,000		2 - 8 Years	Construction includes new curbing, striping, drainage and 5 ft separated bike lane for entire length of corridor.
	Roundabout Improvements (Thomas Road/Emerson Road and Aroline Drive)	Conceptual Design	NA	NA	Completed	Conceptual designs for Thomas Road/Emerson Road and Aroline Road were completed in this study,
		Final Design	\$300,000	Town, TAP, STP	0 - 3 Years	Cost per roundabout.
		Construction	+/- \$3,000,000		3 - 5 Years	
	Intersection Improvements (Parkside Drive and North Street/Macedon Road (CR 28))	Conceptual Design	NA	Town, TAP, STP	Completed	Conceptual designs for Parkside Drive and North Street/Macedon Road (CR 28) were completed in this study.
		Final Design	\$250,000		0 - 3 Years	Cost per intersection.
		Construction	\$2,500,000		3 - 5 Years	
AROLINE ROAD	Building Development	Phase I: Regulatory Revisions	\$5,000 - \$10,000	Town	0 - 2 Years	Cost to hire consultant for targeted code updates. Full code update cost would range from \$40,000 to \$75,000.
		Phase II: Infill Development	Varies	Town, Private, ESD	4 - 10 Years	Cost and timeline vary on project-to-project basis.
		Phase III: Build Out	Varies	Town, Private, ESD	10+ Years	

PRIORITY AREA SPECIFIC PROJECTS

PRIORITY AREA	PROJECT	PHASING AND ANTICIPATED COSTS		POTENTIAL FUNDING RESOURCES	TIMELINE	NOTES
FIRE HALL ROAD	Ped/Bike Improvements	Phase I: Pedestrian and Bicycle Amenities	Final Design - \$250,000 Construction - \$2,500,000	Town, TAP, STP	0 - 5 Years	Required as part of development approval.
		Phase II: Ped/Bike Amenities with Aroline Development	TBD	Town, Private, TAP	5 - 10 Years	
		Phase III: Ped/Bike Amenities with Infill Development	TBD	Town, Private	10+ Years	
UPTOWN DEVELOPMENT PARCEL	Building Development	Phase II: Ped/Bike Amenities with Aroline Development	TBD	Town, Private, TAP	5 - 10 Years	Required as part of development approval.
		Phase II: Mixed-Use with Residential	Varies	Private, ESD	5 - 10 Years	
		Phase III: High Density Mixed-Use with Neighborhood Center	Varies	Private, ESD	10 + Years	
THOMAS ROAD AREA	Residential Development	Phase I: Greenway Trail	\$400,000 - \$500,000	Recreational Trails Program (RTP)	0 - 4 Years	Cost includes conceptual design, final design and construction
		Phase II: Residential Development along Roadways	Varies	Private, ESD	5 - 10 Years	Further evaluation near the existing gas line should be conducted before development occurs.
		Phase III: Increased Residential Development	Varies	Private, ESD	10 + Years	

POTENTIAL FUNDING RESOURCES

Several funding resources are available to assist in the implementation of the proposed projects and improvements presented in the Future Land Use Plan. These resources are summarized on the following page.



POTENTIAL FUNDING RESOURCES

FUNDING SOURCE	DESCRIPTION	ELIGIBLE ACTIVITIES	AWARD
MARKET NEW YORK	Grant program with funding available for eligible projects that will create an economic impact by increasing tourism throughout the state	Projects that promote tourism destinations, attractions and special events, tourism facility capital improvement projects, promotion of craft beverage tourism	up to \$5 million
EMPIRE STATE DEVELOPMENT	Several programs available that fund initiatives/projects that create or retain jobs and improve economic viability of local communities.	New construction/renovation, site and infrastructure development, marketing/advertising, etc.	varies
GREEN INNOVATIONS GRANT PROGRAM (GIGP)	Funds support projects that utilize unique stormwater infrastructure design and create cutting-edge green	stormwater street trees, rain gardens, bioretention, permeable pavements, green roofs	varies, local match between 10% and 60%
NY MAIN STREET PROGRAM	Provides financial resources and technical assistance to communities to strengthen the economic vitality of the State's traditional Main Streets and neighborhoods	Facade renovations, interior commercial and residential building upgrades, interior and exterior renovations of anchor buildings, streetscape enhancements	up to \$500,000
RECREATIONAL TRAILS PROGRAM (RTP)	Funds the development and maintenance of recreational trails for motorized and non-motorized use	Maintenance/restoration of existing trails, purchase/lease of trail construction equipment, acquisition of easements, construction of new trails, assessment of conditions	Up to 80% of total project cost, capped at \$200,000
TRANSPORTATION ALTERNATIVES PROGRAM (TAP)	Funds projects that are expected to improve mobility, accessibility, and the community's transportation character such that the street network is more vibrant, walkable, and safer for all transportation mode users	Construction, planning, and design of facilities for pedestrians, bicyclists, and other non-motorized forms of transportation; projects that enable children to walk and bike to school	varies, local match of 20%
SURFACE TRANSPORTATION PROGRAM (STP)	Funds the expansion and enhancement of transportation networks	Capital infrastructure investments	varies
HIGHWAY SAFETY IMPROVEMENT PROGRAM (HSIP)	Funds improvements that reduce traffic fatalities and injuries on all public roadways	Intersection safety improvements, ped and bike improvements, traffic calming.	varies
BUS AND BUS FACILITIES INFRASTRUCTURE INVESTMENT	Funds to replace, rehabilitate and purchase buses and related equipment and to construct bus-related facilities	Bus-related investments	varies



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