

ARCHITECTURAL STANDARDS CENTRAL BUSINESS DISTRICT

1. The purposes of these standards are to safeguard the heritage of the City of Canandaigua by preserving the character of South Main Street and thereby:
 - Stabilize and improve property values.
 - Foster civic pride.
 - Strengthen the local economy.
 - Promote the use of historic districts, building and structures for the education, pleasure and welfare of the citizens of the City.
2. To guide rehabilitation and construction in order to improve and protect the buildings within South Main Street through historically appropriate restorations and renovations which allow for the individuality of the business owners, yet promote a cohesive positive image of the district as a whole. The cohesive positive image shall include the overall streetscape which is defined as the combination of features along the street such as buildings, signs, awnings, landscaping, and street furniture.
3. To set up clear rules and easily understood criteria in order to minimize decisions based on individual tastes and preferences in the review and approval of plans for historic structure alterations.
4. To act as a supplement to the Secretary of Interior's Standards and Guidelines for Rehabilitation

Secretary of Interior's Standards for Rehabilitation

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

STANDARDS

A. General

1. The historic architectural character of a building shall be maintained and restored. Building shall be rehabilitated to reveal their historic materials and details. Any proposed changes shall be historically appropriate to either the building's original type and style or to the type and style of any historically significant later appearance. Any missing architectural elements shall be recreated wherever feasible. Existing materials shall be retained wherever possible, by stabilizing, repairing or matching them with compatible new materials as required.
2. No building shall be altered to appear older than its true construction or of another historic period.
3. Block buildings shall be treated as one structure, whether the building has a single owner or has been subdivided. The entire facade shall be treated as a single element.

B. Primary Façade

1. The primary facade shall not be fully covered or screened with materials which obscure any of the building's original materials and details
2. The facade of block buildings shall not be divided to appear as more than one building. All features of a block building shall correspond in shape, size, and color across the facade. It is not recommended that the retention of any later changes attaining historical significance take precedence over restoring the unitary appearance of a block building.
3. It is recommended that wall material be maintained or restored to the original texture and color.

C. Roof

1. Any roof visible from the public right of way shall be maintained or replaced in its original shape.
2. Replacement of roofing material should be compatible in material and color to the original roofing material.
3. It is recommended to restore, replace or preserve any existing or previously existing decorative features of a roof. These features may include balustrades, brackets and chimneys.
4. Any ducts, antennas, satellite dishes, or air conditioners shall be installed in locations which create the least disturbance to the historical appearance of the building, and which involve the minimum alteration to its structural integrity.

D. Masonary

1. Masonry walls shall be maintained or restored to a serviceable and visually acceptable state by replacing missing masonry units and mortar with matching elements, and repointing and stabilizing using proper techniques and materials.
2. Cleaning shall be accomplished using the gentlest effective means possible, so as not to damage either the masonry unit or the mortar joints. Cleaning will be done with pressurized water at a maximum pressure of 350 pounds per square inch (psi) at the tip using at least a nine (9) inch tip at a distance of

one (1) foot from the surface.

3. Removing paint from masonry to restore the masonry color is generally not recommended.
4. Unpainted masonry shall not be painted. Sandblasting or waterblasting is prohibited.

E. Cornice

1. It is not recommended to remove or cover an original cornice. It is recommended to restore and maintain the original cornice. Any repairs shall be made with a compatible material and match in size, shape and color.
2. It is recommended that any missing cornice be restored to its original size, shape and profile to match any physical, photographic or written documentation. Where no documentation exists, the cornice should be replaced to match the historic style of the building.
3. The cornice or continuous lintel on a block building shall appear as one unit across the facade

F. Doors and Windows

1. Original or historically significant window configuration, size, shape, material and light configuration shall be restored and maintained. Original window openings shall not be infilled or made smaller.
2. Any original window frames and sashes shall be restored and maintained. Replacement of frames and sashes shall be of a compatible material and match in profile the original design or be of a profile appropriate to the building's style.
3. Storm windows shall be installed on the interior of the window.
4. The original size, shape, details and material of the window lintels, crowns and sills shall be restored and maintained. Any missing crowns shall be recreated wherever feasible or replaced to match the building's style.
5. It is recommended to restore and replace any upper story missing shutters where shutters are historically appropriate to the building type and style. Shutters should be installed with appropriate operable hardware and at the correct size to cover the full opening of the window. Shutters should not be directly mounted flush to the front of the building.
6. Transom windows shall be maintained and preserved. It is recommended to uncover, restore or replace any covered or missing transom windows to their original configuration and material. Transom windows should not be covered with paint or other materials.
7. Infill above and below windows and doors shall be historically appropriate to the building's type and style. It is recommended to remove any inappropriate infill and restore the panel with historically appropriate material.
8. It is recommended to provide a rear customer entrance to any commercial establishment whenever feasible.

G. Signs

1. Location and Size of Signs

- a) Signage shall be placed where historically appropriate to the building's type and style.
- b) Sign placement shall not dominate the facade or obscure any architectural details on the building facade such as arches, transoms, sills, moldings, cornices, windows.
- c) The size of signs and individual letters shall be an appropriate scale for pedestrians and slow-moving traffic;
- d) Signs on adjacent storefronts should be coordinated in height and proportion. Signs on individual storefronts on block buildings should be coordinated across the facade in size, shape, and color.
- e) Wall signs shall generally be located no higher than the window sill line of the second story.
- f) Signs on awning valances only is permitted.

2. Design of signs

- a) Messages should be simple and as brief as possible. The use of pictorial symbols or logos is encouraged.
- b) Lettering should be compatible with the style of the building. No more than two different lettering styles should be used on the same sign. Letters should be carefully formed and properly spaced, to be neat and uncluttered. It is recommended to use simple, plain style letters.

3. Sign color

- a) Colors of signs shall be historically appropriate to the building's type and style.
- b) Colors should be chosen to complement the facade color of the building
- c) Signs should not normally contain more than three different colors.
- d) For all buildings, dark backgrounds and light colored letters on signs are recommended.

4. Sign materials and illumination

- a) Signs shall be made of an historically appropriate material or a material conveying the appearance of historic materials.
- b) Signs shall not be internally illuminated. In general, any illumination used shall be external and directed downward toward the sign.
- c) External neon wall signs are not recommended.

5. Sign brackets and hardware

- a) Supporting brackets for projecting signs should complement the sign design, and not overwhelm or clash with it. They must be adequately engineered to support the intended load, and generally should conform to a 2:3 vertical-horizontal proportion. Screw holes must be drilled at points where the fasteners will enter masonry joints, to avoid damaging bricks, etc.
- b) It is recommended to remove any previously installed hardware or materials no longer utilized for the mounting and installation of a current sign. Original sign hardware such as hooks or metal brackets attached to a masonry surface shall be an exception and should be preserved.

H. Awnings

1. Awnings shall be installed where historically appropriate to the building's type and style.
2. Awning shape, fabric and color shall be historically appropriate to the building's type and style.
 - a) Shed type awnings are recommended, retractable shed type are preferable.
 - b) Canvas fabric is recommended. Shiny or plastic fabric is not appropriate.
 - c) Awnings may be either solid or striped in color and shall coordinate with the body and trim colors of the building
3. Awnings shall not be backlit or internally illuminated.

I. Color

1. Architectural features shall be restored with colors and finishes appropriate to the nature of the materials and to the character of the original building. Where original colors are not to be used, historic colors within the spirit of the period may be substituted.
2. Color schemes on block buildings shall be consistent across the entire front facade.

J. Exterior Illumination

1. No building facade shall be illuminated by exterior floodlights
2. Generally, exterior lighting shall be limited to illumination of signs except for security lighting in the rear or alley

K. Fences

1. Fences shall be of a simple, utilitarian design. Simple board fences are recommended. Cham link fences are inappropriate.
2. Gates shall be a simple, utilitarian design. They shall not obscure, detract, or dominate from the building's features and details. Chain link gates are inappropriate.

L. Infill Construction

1. Infill construction shall be defined as any structure built fronting a street and constructed between two existing structures. Infill structures shall maintain the architectural character along the street. The following guidelines apply to infill structures.
2. Building Height, Setback, and Width
 - a) Infill structures shall generally contain at least two stories above street level and relate very closely to the height of the adjacent downtown buildings.
 - b) Infill structures shall conform to the street setback parameters established by adjacent buildings.
 - c) Infill structures shall extend the entire width of the lot between the existing structures.
3. Infill structures shall respect the proportion and rhythms of neighboring facades. The amount of window area to surrounding wall area on neighboring facades shall be considered in comparison to a proposed facade. The height and width of windows and doors on neighboring facades shall be considered in comparison to a proposed facade. Introducing incompatible building facades in the downtown central business district shall be prohibited.
4. Facades of infill buildings shall be brick. Secondary facades shall be masonry.
5. Colors chosen for infill structures shall respect the surrounding structures.

M. New Construction

1. New construction shall be defined as any addition to an existing structure or any structure not fronting a primary street.
2. New construction shall respect the architectural character of the surrounding structures.
3. It is recommended that any new construction be of masonry.

ARCHITECTURAL STANDARDS SOUTH MAIN STREET

"South Main Street" is defined as the portion of Main Street south of the Downtown district (Antis Street on the west and Saltonstall Street on the east) and extends to the south to NYS Rtes 5 & 20. For the most part, the district is limited to parcels that have frontage on South Main Street, but does include land-locked parcels behind that could be consolidated with frontage property.

Historically, Main Street south of downtown was a residential district similar to North Main Street and while the homes were more modest, a number of notable residences were found here as well. Yet as downtown evolved into the twentieth century, it pushed against its southern boundaries, which ultimately led to a rezoning in the 1960s that permitted commercial construction on South Main Street. In 2003, the majority of South Main Street was rezoned to encourage mixed use development while preserving the residential scale.

The South Main Street District is intended to be a lively, pedestrian-friendly, mixed-use neighborhood similar to traditional neighborhoods where living, working and shopping are in close proximity to one another. The stated goal for the area, as stated in the Comprehensive Plan, is that "South Main Street should be developed as a mixed-use neighborhood that links Downtown and the Lakefront.

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 - Foster civic pride.
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2. To guide rehabilitation and construction in order to improve and protect the buildings within South Main Street through historically appropriate restorations and renovations which allow for the individuality of the business owners, yet promote a cohesive positive image of the district as a whole. The cohesive positive image shall include the overall streetscape which is defined as the combination of features along the street such as buildings, signs, awnings, landscaping, and street furniture.

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SOUTH MAIN STREET STANDARDS

A. Site Plan

1. Buildings should be located close to the sidewalk with a consistent build-to line on each block. Closer to downtown, the build-to line is close to the sidewalk in a more formal arrangement, while toward the south end of the neighborhood, the buildings step back from the street allowing for small front yards, outdoor seating, or landscaped gardens.
2. Front lawns shall be maintained and parking should be located in the side and rear yards.
3. Shared parking and interconnected parking between properties is encouraged.

C. Renovations

1. Renovations to former residential buildings should maintain the residential character of the structure.

D. New Construction

1. New buildings should be compatible with the size, scale, color, material and character of the district.
2. New construction should incorporate architectural design elements that are compatible with the residential structures of the district.
3. Windows and doors should be placed in a manner that is harmonious with the established rhythm of the district. Primary entrances should face the street and be accessible from the public sidewalk.
4. All mechanical equipment, trash containers, and loading areas, shall be screened from public view. Utilities shall run underground.
5. Two-story construction is recommended or new single story buildings designed to create the appearance of a multi-story building.
6. Larger buildings should incorporate architectural design elements to break up long wall expanses and maintain a pedestrian friendly scale.

E. Signs

1. Wall signs are discouraged on former residential buildings. Ground signs are preferable.
2. Internally illuminated signs are not recommended.

ARCHITECTURAL STANDARDS NORTHERN GATEWAY

The "Northern Gateway" is defined as the properties along the most northern part of North Main Street (NYS Rte 332), an area that extends south about one-third of a mile from the city-town line at the North Street intersection. The district includes about 30 properties on a total of 30 acres.

The area is divided into two zone districts with the northern portion zoned for heavy commercial (C-3), but the southern portion zoned for single-family residential (R-1B), this creates a planning challenge in creating an appropriate transition from one district to the next. On the west side of North Main Street, the transition is more gradual with two larger institutional uses (Cornell Cooperative Extension and the American Legion) providing a suitable buffer between the commercial and residential uses. Also on the west side, a number of homes have been converted to offices that aid the commercial to residential transition. In both cases the non-residential uses maintain a streetscape compatible with the residential district: the buildings are built to the residential setback line, there is limited parking in front of the structures, and the lawns are maintained. On the east side of North Main Street, the transition is more abruptly divided at Seneca Drive.

The "Northern Gateway" should be a pedestrian-friendly, mixed-use neighborhood similar to traditional neighborhoods where living, working and shopping are in close proximity to one another. As the primary entry to the City of Canandaigua, it is important that this district portray an appropriate "first impression" of the community.

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NORTHERN GATEWAY STANDARDS

A. Site Plan

4. Buildings should be located close to the sidewalk with a consistent build-to line on each block.
5. Front lawns shall be maintained and parking should be located in the side and rear yards.
6. Shared parking and interconnected parking between properties is encouraged.

C. Renovations

1. Renovations of former residential buildings should maintain the residential character of the structure.

D. New Construction

7. New buildings should be compatible with the size, scale, color, material and character of the district.
8. New construction should incorporate architectural design elements that are compatible with the residential structures of the district.
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