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January 8, 2016

City Planning Commission
City of Canandaigua
2 North Main Street
Canandaigua, NY 14424

**Re: Canandaigua Hotel and Conference Center
205 Lakeshore Drive, City of Canandaigua
Planning Commission Workshop- January 12, 2016**

Dear Board Members:

This office has been retained by Robert Morgan and David Christa, the managing members of the limited liability company who are undertaking the redevelopment of the former Steamboat Landing property into a first class hotel and conference center.

The redevelopment of the property has obtained substantial municipal approvals already, but some modifications are deemed necessary to fulfill our client's vision for this valued property on the north side of Canandaigua Lake. This letter is intended to provide some background on the project itself in contemplation of an application for amended final site plan approval, which will be forthcoming in the near future.

Robert Morgan and David Christa, while locally based, have a national reputation for real estate development. Their signature hospitality property is the Strathallan Hotel in the City of Rochester, which is among the most successful hotels in the Double Tree/Hilton chain. Their experiences with the Strathallan, as well as the Hilton organization, have led them to explore the prospects for the subject property.

After substantial work and due diligence, our clients have been actively engaged in preparing for the redevelopment and renaissance of this property. They have been in consultation with Hilton, one of the largest international hotel and conference center networks, to evaluate the property, which is likely to be developed as a Hilton "Curio" hotel, a distinctive brand of unique properties.

Without belaboring the extensive history of this property, the developers are able to work within the existing approved footprint for the former development (which contemplated a hotel with a

number of condominiums/fractional share units on the upper floors), which one primary site modification. The due diligence performed for the now proposed hotel and conference center (without condominiums/fractional share units) has indicated that additional parking in a garage structure is a key element.

As the Planning Commission knows, the subject property is contained within the Rose Park Planned Unit Development and, as such, was approved by City Council. Until a City Code amendment last year, jurisdiction for the site plan review for development within a Planned Unit Development was vested in the City Council. Under the local law adopted last year, site plan jurisdiction for properties located in a Planned Unit development is now vested with the City Planning Commission.

In evaluating the requisites for the first class hotel and conference center proposed, the need for additional parking has been identified. The redesign of the project has resulted in an incremental increase in the number of hotel rooms and the ability to attract larger conventions (through the Hilton network) has been incorporated in the analysis. Furthermore, since the development of other properties along the lakeshore, there is anticipated that there will be increased desire for public parking on the City-owned lands surrounding the hotel. Those elements have led to the demand for the parking garage.

At an earlier concept meeting with the Planning Commission, we initially presented plans for the parking garage, to be located east of the structure already under construction, on the site which was previously to be developed for a hotel. The Planning Commission asked us to evaluate the merits of the location of the garage at its proposed location as opposed to the location on the City-owned property northwest of the current hotel structure.

We have taken the last month to conduct that analysis. The conclusion which has been reached is at the construction of the parking garage on the City-owned property is infeasible for the following reasons:

1. The developer does not have site control over the City-owned property and we have no indication that the City Council has interest in having a garage structure located on its property.
2. State legislature approval for a parking garage on property obtained by the City as "parkland" would take a substantial period of time (maybe years), and would not fit in the timeframe for the development of the property.
3. The original size of the parking structure is not well suited to modern parking structure design (it would need to be more of a rectangular shape than square) and the site on the northwest corner would not accommodate an appropriate structure.
4. Perhaps most importantly, the garage structure would eliminate the best vista of Canandaigua Lake from Lakeshore Drive at the Outlet. Furthermore, the structure would be an imposing presence on the road and aesthetically would dominate the Outlet.

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A visual analysis of the proposed garage has also been conducted. Submitted with this letter are photo simulations depicting the proposed hotel and garage structure from four vantage points: (1) the City Pier, (2) from the entrance at Lakeshore Drive, and (3) from the Rose Park residential development and (4) from Lakeshore Drive if the old location of the parking structure was utilized.. These perspectives indicate that the proposed garage structure of the east side of the building will not harm any valued viewsheds to and from the lake and will blend well with hotel structure. Also submitted is a site plan depicting the garage structure on the site.

We appreciate the efforts of the Planning Commission to work with the developers in furtherance of the redevelopment of this valued property on the north side of Canandaigua Lake. We look forward to presenting these perspective views as a workshop item at your January 12th Planning Commission meeting.

Thank you very much for your courtesy.

Very Truly Yours,

WOODS OVIATT GILMAN LLP



Jerry A. Goldman

Please direct responses to Rochester Office

JAG/ld