

CITY OF CANANDAIGUA COMPREHENSIVE PLAN

2020 UPDATE

Comprehensive Plan Review Committee

- **Members:**

- Thomas F.T. Lyon- Chair
- Maggie Bringewatt – Resident
- Sean Buck- Resident
- Eric Cooper- Town Planner/Resident
- Jamie Hitchcock-ZBA
- Robert O’Brian- City Council
- Terri Silverman- Resident
- Stanley Taylor- Planning Commission
- Ryan Wilmer- Resident

- **Staff Support:**

- Richard Brown- Director of Development and Planning

- **Former Members:**

- Jeremy Steele-Perkins- Resident
- Lindsey Pennise- Planning Commission
- Cindy Wade- Resident

Outline

Citywide Concerns

1. Transportation
2. Housing
3. Parks and Recreation
4. Economy
5. Historic Preservation
6. Urban Forestry
7. Environment
8. Intermunicipal Opportunities

Focus Areas

1. Downtown
2. South Main Street
3. Lakeshore
4. Eastern Boulevard
5. North East Quadrant
6. South East Quadrant
7. Health Care District

Goals

Citywide Concerns

1. Transportation

- Provide for an efficient, safe, multi-modal private and public traffic flow on city streets, and encourage a shift from personal vehicles to other means of transportation

2. Housing

- Provide opportunities for a variety of residential units, and price points that will integrate new development into existing neighborhoods by reflecting the architectural style and citing characteristics of those neighborhoods, as well as encourage development of higher density residential alternatives. In addition, the City should encourage rehabilitation of existing housing stock.

3. Parks and Recreation

- Provide a wide range of active and passive recreational uses in a manner that features and complements the Canandaigua environment.

4. Economy

- Promote economic development, mixed-use neighborhoods, capitalize on the unique characteristics of the city, like Downtown and Lakeshore, and develop a sound niche market in the regional economy in order to increase the property tax base, expand employment opportunities, and raise household income levels.

5. Historic Preservation

- Promote the history of Canandaigua throughout the community and in the tourism economy, and continue to encourage the preservation and rehabilitation of designated historic structures and neighborhoods.

6. Urban Forestry

- Develop, protect and enhance the urban forest and the historic character of our streetscape.

7. Environment

- Ensure the long-term health of the environment through local initiatives and participation in local, state, and national efforts.

8. Intermunicipal Opportunities

- Identify and maximize opportunities to promote increased efficiencies, and provide a greater level of service for residents through shared revenues and resources, and sources of funding through multi-jurisdictional cooperation

Focus Areas



Goals

Focus Areas

1. Downtown

- Invigorate downtown's role as a cultural, economic and social center of the greater community and promote downtown as a safe, inviting and vital area for community activity.

2. South Main Street

- Encourage development of South Main Street as a high-density mixed-use neighborhood that links Downtown to Lakeshore with an inviting pedestrian environment.

3. Lakeshore

- Promote the lakefront as a balanced, mixed-use area focusing on year-round public access to Canandaigua Lake with a streetscape design that is pedestrian friendly oriented, and has open areas with courtyards, patios and alleyways.

4. Eastern Boulevard

- Eastern Boulevard should continue to provide a location for auto-oriented commerce that would be less appropriate in the historic districts of the city. However, the City should allow higher-density residential along with increased provisions for multi-model use. Efforts should be made to improve the overall appearance of the district, especially within the street right-of way

5. North East Quadrant

- Complete this area as a medium-density residential district with the characteristics of a traditional Canandaigua neighborhood.

6. South East Quadrant

- Develop this area as a mixed-use district with a blend of high-density residential properties adjacent to Jefferson Park

7. Health Care District

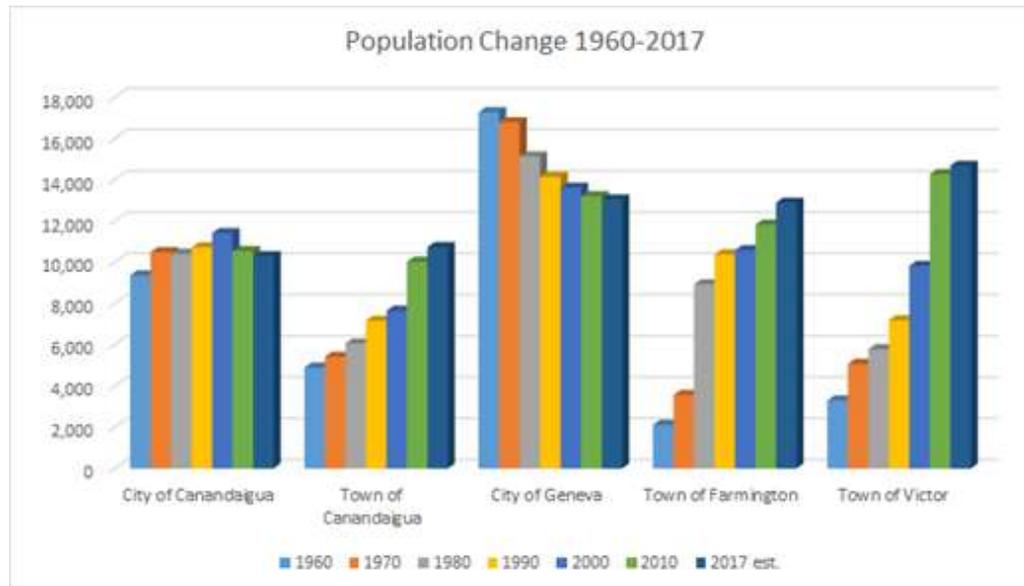
- Continue to develop the area as a more unified healthcare campus

Demographics

Demographics, US Census	City of Canandaigua			Ontario County			New York State		
	2010	2017 est	Difference	2010	2017 est	Difference	2010	2017 est	Difference
Total Population, 2017 estimate	10,545	10,402	-143		109,491	109,491		19,798,228	19,798,228
Land Area (sq/mi)	4.6	4.6	NA	644	644	NA	47,214	47,214	NA
Median Age	42.5	42.6	0	42.1	43.4	1.3	38	38.4	0.4
< 5 yrs	4.9%	5.0%	0.1%	5.4%	5.1%	-0.3%	6.0%	5.9%	-0.1%
< 18 yrs	20.2%	19.7%	-0.5%	22.5%	20.8%	-1.7%	22.3%	21.2%	-1.1%
> 65 yrs	19.1%	21.1%	2.0%	15.4%	18.2%	2.8%	13.5%	15.2%	1.7%
% White	95.1%	94.0%	-1.1%	93.7%	92.7%	-1.0%	65.7%	63.8%	-1.9%
% Male, > 18 Yrs	47.0%	46.0%	-1.0%	48.9%	48.4%	-0.5%	48.4%	47.8%	-0.6%
Average Household Size	2.14	2.13	-0.01	2.43	2.39	-0.04	2.61	2.63	0.02
% Family w/ No Husband Present	11.2%	9.9%	-1.3%	9.1%	10.2%	1.1%	14.8%	14.3%	-0.5%
% High School Graduation	92.5%	95.2%	2.7%	89.7%	93.2%	3.5%	84.9%	86.1%	1.2%
% Bachelors or higher	34.4%	39.5%	5.1%	32.3%	33.7%	1.4%	32.6%	35.3%	2.7%
College Inc. Associates	47.5%	54.2%	6.7%	43.0%	47.3%	4.3%	40.8%	44.0%	3.2%
Median Household income	\$43,776	\$46,424	\$2,648	\$53,567	\$61,710	\$8,143	\$54,148	\$62,765	\$8,617
Median Family Income	\$66,659	\$70,172	\$3,513	\$65,350	\$78,750	\$13,400	\$65,897	\$77,141	\$11,244
% Below Poverty	13.5%	14.7%	1.2%	9.9%	9.7%	-0.2%	14.9%	15.1%	0.2%

Source: US Census American Fact Finder v2017

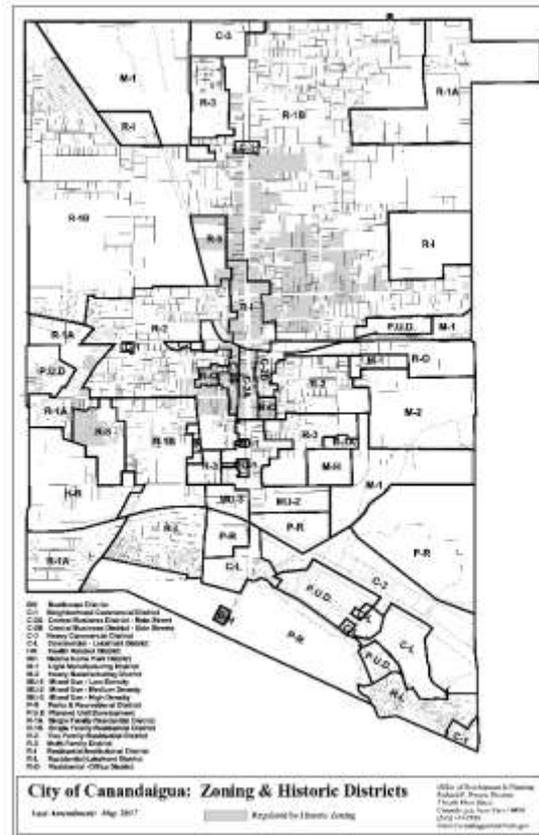
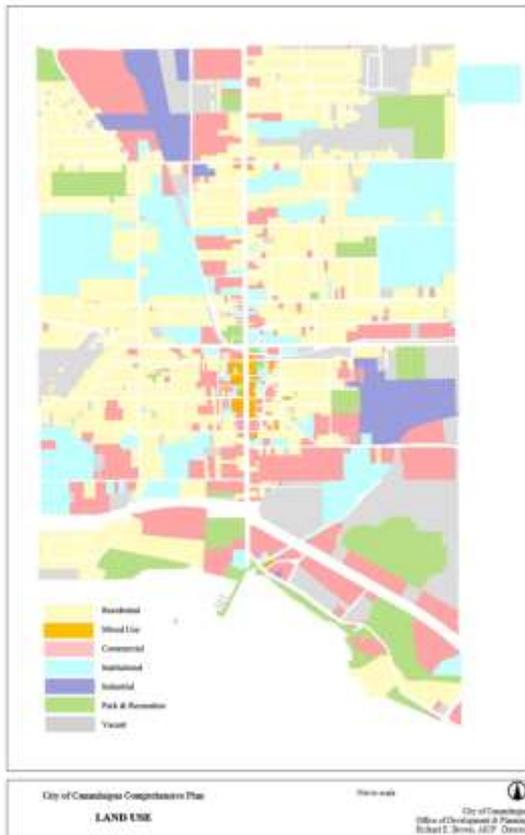
Demographics



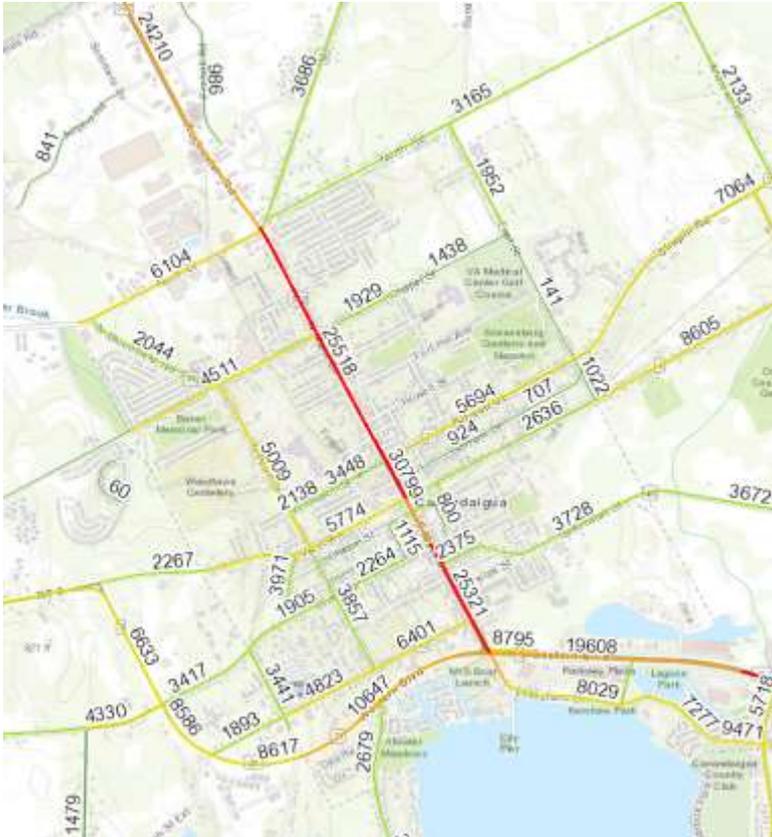
POPULATION	1960	1970	1980	1990	2000	2010	2017 est.
City of Canandaigua	9,370	10,488	10,419	10,725	11,418	10,545	10,289
Town of Canandaigua	4,894	5,419	6,060	7,160	7,649	10,020	10,733
City of Geneva	17,286	16,793	15,133	14,143	13,617	13,207	13,048
Town of Farmington	2,114	3,565	8,933	10,381	10,585	11,825	12,891
Victor Town & Village	3,295	5,071	5,784	7,191	9,23	14,275	14,681
Ontario County	68,070	78,849	88,909	95,101	100,224	107,931	109,899

Source: US Census American Fact Finder v2017

Land Use



Transportation



Street	Vehicles Per Day
Downtown	30,799
North Main Street (Rt 332)	25,518
South Main Street (Rt 332)	25,321
Eastern Blvd (5/20)	19,608
Western Blvd (5/20)	10,647
Parrish Street	6,401
North Street	6,104
West Avenue	5,774
Gibson St	5,694
North Pearl Street	5,009
Buffalo Street	4,511
South Pearl Street	3,857
Saltonstall	3,728
North Road	3,165

Source NYDOT Traffic Data Viewer v2015

Housing

HOUSING SUMMARY	City of Canandaigua	Town of Canandaigua	City of Geneva	Town of Victor	Town of Farmington	Ontario County
Total Housing Units	5,223	5,103	5,300	5,987	5,350	50,074
Built Before 1939	45.7%	13.8%	64.6%	11.4%	6.0%	30.2%
Built After 2014	1.3%	3.0%	0.0%	3.4%	1.3%	1.2%
Owner Occupancy	56.3%	68.4%	49.1%	81.7%	72.4%	73.2%
Vacant Units	8.3%	11.2%	10.2%	4.9%	1.9%	11.6%
Cost of Home ownership >30% household income	10.6%	17.1%	22.8%	17.0%	15.3%	13.7%
Cost of Rent > 30% household income	42.6%	60.1%	51.8%	49.4%	54.8%	49.6%
Median Value of Owner-Occupied Units	\$161,300	\$225,900	\$93,700	\$258,200	\$158,800	\$156,500

Source: US Census American Fact Finder v2017

NEW HOUSING STARTS: 2012-2019			
	Detached	Attached	Total
2012	4	0	4
2013	7	0	7
2014	9	0	9
2015	6	0	6
2016	11	0	11
2017	10	135	145
2018	6	0	6
2019	8	0	8
Totals	61	135	196

Between 2015 and 2019 four additional multifamily and condo developments have been approved (Canandaigua Finger Lakes Resort, former Labelon, Phase 2 Pinnacle North, Factory 243) putting an additional 342 housing units in the queue, which is more units than the past 10 years combined.

Economy

Employment By Sector	City of Canandaigua		Ontario County	
Civilian employed population 16 years and over	5,062		54,398	
Educational services, health care, and social assistance	1,628	32.2%	15,320	28.2%
Entertainment, recreation, accommodation, food service	698	13.8%	5,214	9.6%
Retail trade	629	12.4%	6,809	12.5%
Manufacturing	485	9.6%	7,671	14.1%
Professional, scientific, and management...	322	6.4%	4,484	8.2%
Public administration	300	5.9%	2,171	4.0%
Construction	275	5.4%	2,976	5.5%
Other services, except public administration	225	4.4%	2,384	4.4%
Finance and insurance, real estate, rental and leasing	195	3.9%	2,519	4.6%
Transportation and warehousing, and utilities	104	2.0%	1,617	3.0%
Wholesale trade	83	1.6%	1,277	2.4%
Information	71	1.4%	1,037	1.9%
Agriculture, forestry, fishing and hunting, and mining	47	0.9%	919	1.7%

Source: US Census American Fact Finder v2017

Comprehensive Plan Main Points

- 1. Prioritize implementation of prior plan recommendations**
 - Active Transportation Plan, Blue Zone Strategy, Parks Master Plan, Strategic Economic Development Plan
- 2. Identify gaps in existing planning knowledge**
 - Comprehensive Housing Affordability Strategy(CHAS), Tourism Needs Assessment and Market Analysis, design study for 5&20/332 intersection
- 3. Permit higher density and housing alternatives particularly in undeveloped areas of NE and SE of the City, and near Downtown**
 - Reduce lot minimum to 5,000 SF
 - Consider attached, duplex, multiplex, rowhouse, infill, adaptive reuse, mixed-use
- 4. Promote walkability and connectivity throughout the community**
 - Expand and enhance existing bike lanes and walking paths
 - Discourage dead-end streets in new development
 - Ensure sidewalks are free of debris, vehicles, and snow
- 5. Direct grants and public incentives to support projects that clearly advance the goals of the Comp Plan**
 - Historic housing rehabilitation
 - Small business development fund
 - Adaptive reuse and infill
- 6. Support our natural beauty and enhance our environment.**
 - Parks and street tree maintenance
 - Explore 'green initiatives'
 - Protect lake water quality

Comprehensive Plan Implementation

The 2020 Census will be publically available by the next review of the Comprehensive Plan, which should provide detail needed for long-range planning. To address the goals, vision and concerns of this comprehensive plan it is important to engage residents, staff, elected officials, and service partners in continuous efforts to prioritize and review this and subsequent planning documents. To that end the City should:

1. Establish a Comprehensive Plan Implementation Committee to provide ongoing strategic input.
2. Conduct a comprehensive review and revision of zoning throughout the City.
3. Conduct a Community Survey before next full comprehensive review.