

CITY OF CANANDAIGUA
COMPREHENSIVE PLAN
2013 UPDATE

Adopted December 5, 2013

CONTENTS

1. Introduction

- 1.1 Planning Foundation
- 1.2 Current Process
- 1.3 Periodic Review

2. Overview

- 2.2 Location
- 2.3 History
- 2.4 Government
- 2.5 Demographics
- 2.6 Land Use

3. Vision

4. Goals

5. Citywide Concerns

- 5.1 Transportation
- 5.2 Housing
- 5.3 Parks and Recreation
- 5.4 Economy
- 5.5 Historic Preservation
- 5.6 Urban Forestry
- 5.7 Environment
- 5.8 Intermunicipal Opportunities

6. Focus Areas

- 6.1 Downtown
- 6.2 South Main Street
- 6.3 Lakefront
- 6.4 Vacant Lands in North East Quadrant
- 6.5 Vacant Lands in South East Quadrant

Appendices

- A.1 New York State City Law § 28-a. "City comprehensive plan"
- A.2 Charge of the Comprehensive Plan Review Committee, 2012
- A.3 Active Transportation Plan - Summary of Recommendations
- A.4 Canandaigua Regional Transportation Plan - Summary of Recommendations
- A.5 Strategic Economic Development Plan - Summary of Recommendations
- A.6 Recommendations of the Tree Advisory Board
- A.7 Recommendations from the Farmers Market
- A.8 Public Hearing Minutes
- A.9 Environmental Review
- A.10 Resolution Adopting The Plan

1. INTRODUCTION

1.1 PLANNING FOUNDATION

The City of Canandaigua has a solid history of comprehensive planning, with at least four plans on record, each completed at roughly ten-year intervals.

1958: City of Canandaigua Master Plan, Isadore Candeub & Associates.

1970: City of Canandaigua Master Plan, Herbert H. Smith Associates.

1981: City of Canandaigua Comprehensive Master Plan, City of Canandaigua

1993: City of Canandaigua Comprehensive Plan, Nutter Associates.

2002: City of Canandaigua Comprehensive Plan, City of Canandaigua

The latest Comprehensive Plan was adopted in 2002. This plan was developed over a two-year period by an ad hoc committee appointed by the City Council. That plan serves as the foundation for this update.

1.2 CURRENT PLANNING PROCESS

In May of 2012 the City Council appointed a Comprehensive Plan Review Committee with a charge to “review all aspects of the plan adopted in 2002 utilizing current data and initiatives underway in the community”. The committee members were:

Lynn Paulson - Chair

David Poteet - Ward 1

Adrienne Kantz - Ward 2

Kathy Rayburn - Ward 3

Scott Schauman - Ward 4

David Whitcomb - City Council

Cindy Wade - City Council

Jim Mueller - Planning Commission

Ryan Akin - Zoning Board of Appeals

Richard Brown, Staff Support

The review committee met several times over the course of one year, including a number of focus groups and a public hearing, before delivering a draft to the City Council in July of 2103.

The City Council made edits and amendments to the document over four months, held two public hearings, and completed the required environmental review. See Appendix A.8 and A.9

1.3 PERIODIC REVIEW

It is important that a Comprehensive Plan provide an accurate description of the physical, social and economic conditions of the community as well as providing an accurate reflection of the community’s current planning goals and objectives. Therefore, this plan should be reviewed within a period of five years from the date of adoption to ensure the accuracy and relevancy of the plan.

2. OVERVIEW

2.1 LOCATION

The City of Canandaigua lies near the geographic center of New York State, about 25 miles south of the City of Rochester at the northern head of Canandaigua Lake, in Ontario County.



2.2 HISTORY

The name Canandaigua is derived from the Native American word "Kanandarque", which means "chosen spot". It was the site of the principal village of the Seneca Indians and is the legendary birthplace of these "People of the Hills".

In 1788, following the Revolutionary War, Oliver Phelps and Nathaniel Gorham acquired six million acres of land extending from Seneca Lake to Lake Erie and from Lake Ontario to the Pennsylvania border. Phelps and Gorham then established the first land office in Canandaigua to sell homestead parcels to settlers from the east. The office was operated by William Walker, who is credited for constructing the first house in Canandaigua. On January 27, 1789, Canandaigua became the seat for Ontario County which then encompassed the entire Phelps-Gorham Purchase, an area that eventually became 13 counties.

Oliver Phelps is credited with laying out the city plan that exists today, a wide, tree-lined Main Street with elegant homes set behind deep front yards. A central public square was

retained with the first court house located on the site of the current Ontario County Court House. The second court house, constructed in 1824, is the current City Hall.

Originally organized as a district, Canandaigua became a township in 1791. The village of Canandaigua was incorporated within the town in 1815 and then became a city by act of the New York State Legislature in 1913. The City is currently bordered by the township of Canandaigua on the east, west, and north, and by Canandaigua Lake to the south.

2.3 GOVERNMENT

By City Charter adopted in 1966, The City of Canandaigua operates under the "Council-Manager" form of government. The legislative body is the City Council, composed of a mayor and eight council members who are elected by the people every two years. Four council members are elected as representatives of their respective wards, while the other four and the mayor are elected at large. The administration of the City government is the responsibility of the City Manager, who is appointed by and reports to the City Council.

2.4 DEMOGRAPHICS

| DEMOGRAPHICS Census 2010 | City of Canandaigua | Town of Canandaigua | Ontario County | New York State |
|--|------------------------|------------------------|-------------------|-------------------|
| Total Population (2010) | 10,545 | 10,020 | 107,931 | 19,392,283 |
| Land Area (square miles) | 4.6* | 56.9 | 644 | 47,214 |
| Persons/sq. mile | 2,292 | 176 | 168 | 411 |
| Median Age | 42.5 | 45.1 | 42.1 | 38.0 |
| < 5 yrs of Age (%) | 4.9 | 5.1 | 5.4 | 6.0 |
| < 18 yrs of Age (%) | 20.2 | 22.0 | 22.5 | 22.3 |
| > 65 yrs of Age (%) | 19.1 | 17.5 | 15.4 | 13.5 |
| % White | 95.1 | 96.1 | 93.7 | 65.7 |
| % Male | 47.0 | 48.9 | 48.9 | 48.4 |
| Average Household Size | 2.14 | 2.44 | 2.43 | 2.61 |
| % Family w/ No Husband Present | 11.2 | 7.2 | 9.1 | 14.8 |
| % High School Graduation | 92.3 | 93.7 | 89.7 | 84.9 |
| % College Graduation Inc Associates | 34.4 | 42.5 | 32.3 | 32.6 |
| | 47.5 | 53.6 | 43.0 | 40.8 |
| Median Household Income | \$43,776 | \$62,581 | \$53,567 | \$54,148 |
| Median Family Income | \$66,659 | \$74,779 | \$65,350 | \$65,897 |
| % Below Poverty | 13.5 | 7.8 | 9.9 | 14.9 |

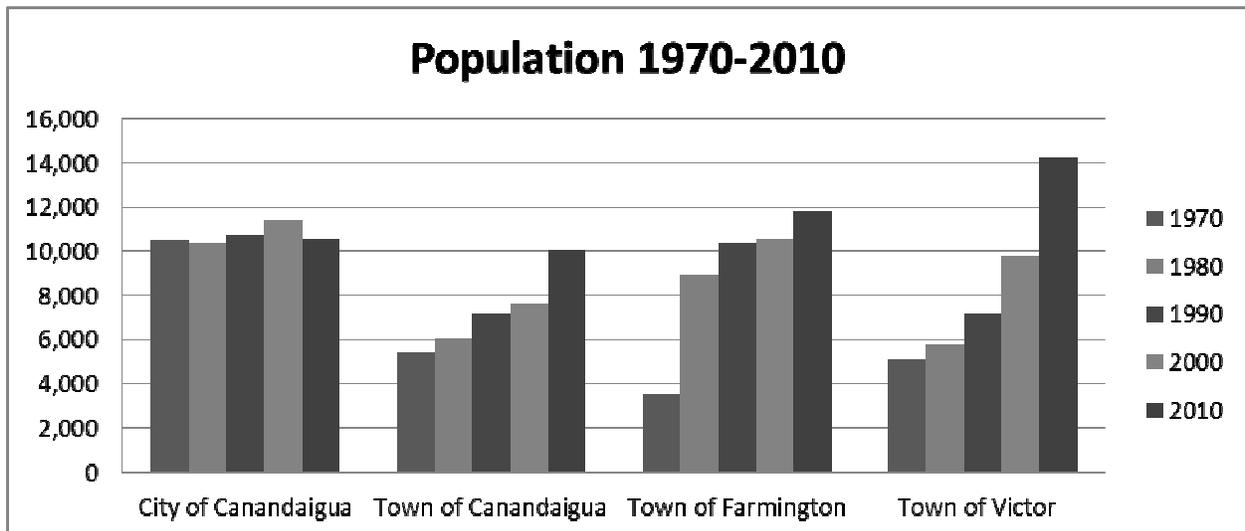
Source: 2010 US Census



The City of Canandaigua and Surrounding Municipalities

| POPULATION | 1960 | 1970 | 1980 | 1990 | 2000 | 2010 |
|----------------------------------|---------------|---------------|---------------|---------------|----------------|----------------|
| City of Canandaigua | 9,370 | 10,488 | 10,419 | 10,725 | 11,418 | 10,545 |
| Town of Canandaigua | 4,894 | 5,419 | 6,060 | 7,160 | 7,649 | 10,020 |
| Town of Farmington | 2,114 | 3,565 | 8,933 | 10,381 | 10,585 | 11,825 |
| Victor Town & Village | 3,295 | 5,071 | 5,784 | 7,191 | 9,823 | 14,275 |
| Manchester (incl Villages) | 6,242 | 7,840 | 9,002 | 9,351 | 9,258 | 9,395 |
| Town of Gorham | 2,505 | 2,839 | 3,450 | 3,296 | 3,776 | 4,247 |
| Town of Hopewell | 1,822 | 2,347 | 2,509 | 3,016 | 3,346 | 3,747 |
| East Bloomfield (Town & Village) | 2297 | 3151 | 3327 | 3258 | 3,361 | 3,634 |
| Town of Bristol | 1,002 | 1,307 | 1,802 | 2,071 | 2,421 | 2,315 |
| Ontario County | 68,070 | 78,849 | 88,909 | 95,101 | 100,224 | 107,931 |

| % POPULATION CHANGE | 1960 | 1970 | 1980 | 1990 | 2000 | 2010 |
|----------------------------------|-------------|--------------|--------------|-------------|-------------|--------------|
| City of Canandaigua | NA | 11.9% | -0.7% | 2.9% | 6.5% | -7.6% |
| Town of Canandaigua | NA | 10.7% | 11.8% | 18.2% | 6.8% | 31.0% |
| Town of Farmington | NA | 68.6% | 150.6% | 16.2% | 2.0% | 11.7% |
| Victor (Town & Village) | NA | 53.9% | 14.1% | 24.3% | 36.6% | 45.3% |
| Town of Manchester | NA | 25.6% | 14.8% | 3.9% | -1.0% | 1.5% |
| Town of Gorham | NA | 13.3% | 21.5% | -4.5% | 14.6% | 12.5% |
| Town of Hopewell | NA | 28.8% | 6.9% | 20.2% | 10.9% | 12.0% |
| East Bloomfield (Town & Village) | NA | 37.2% | 5.6% | -2.1% | 3.2% | 8.1% |
| Town of Bristol | NA | 30.4% | 37.9% | 14.9% | 16.9% | -4.4% |
| Ontario County | NA | 15.8% | 12.8% | 7.0% | 5.4% | 7.7% |



Source: 2010 US Census

2.5 LAND USE & ZONING

Over half the land area in the City is devoted to residential use, the large majority of that being detached single-family homes.

The city's industrial land is primarily limited to two large districts. An industrial district in Ward IV, in the northwest quadrant, covers approximately 150 acres and includes Canandaigua Winery. In Ward II, in the southeast quadrant of the city, is an industrial district that covers approximately 250 acres. This area is made up of a number of older manufacturing businesses and structures largely underutilized.

The City has almost 300 acres of parks, recreation and open space. Most of this is found in Ward II, in the southeast quadrant of the city and is associated with Canandaigua Lake and Muar Lake.

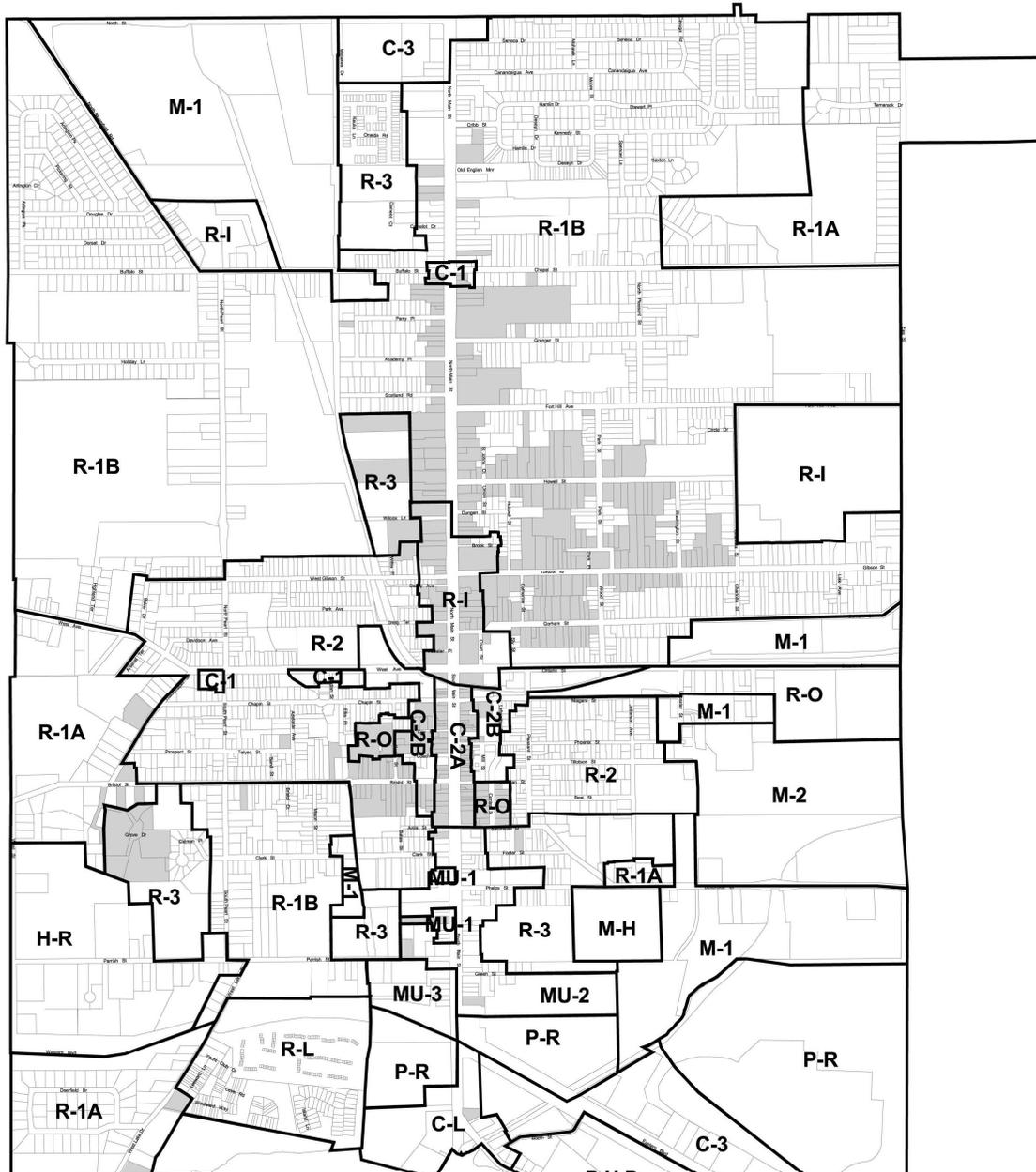
There are three primary commercial districts in the City: the historic downtown central business district, the Eastern Boulevard commercial strip, and the lakefront commercial area along Lakeshore Drive.

The downtown core is surrounded by districts that allow a mix of uses. North of downtown is a "Residential-Institutional" district, the home of City Hall, the County Court House and Office Building, the YMCA, Wood Library, a number of churches, and several homes that have been converted into professional offices. South of downtown is a district that includes a mix of heavy commercial, office, and residential use. The 110-acre Rosepark Planned Unit Development is a planned, mixed-use development on the lakefront.

With zoning changes in 1994, the city created a district restricted to health-related uses. The majority of this is occupied by the Thompson Health Care campus containing the hospital and nursing home. The district also includes a number of adjacent medical offices not directly associated with the hospital.

| LAND USE | AREA | Percentage |
|-------------------------------|--------------------|-------------------|
| Residential | 1,800 Acres | 58 % |
| Industrial | 400 Acres | 13 % |
| Parks & Recreation | 300 Acres | 10 % |
| Commercial | 300 Acres | 10 % |
| Mixed Use | 200 Acres | 6 % |
| Health Related | 100 Acres | 3 % |
| TOTAL | 3,100 Acres | 100 % |

Agricultural uses to the northwest and northeast and wetlands to the southeast provide a fairly continuous green belt along the city borders, providing a distinct edge to the urban center. The exception to this pattern is the development along NYS Rte 332 extending north and NYS Rtes 5 & 20 extending east, where the city-town line is less apparent.



- BH Boathouse District
- C-1 Neighborhood Commercial District
- C-2A Central Business District - Main Street
- C-2B Central Business District - Side Streets
- C-3 Heavy Commercial District
- C-L Commercial - Lakefront District
- HR Health Related District
- MH Mobile Home Park District
- M-1 Light Manufacturing District
- M-2 Heavy Manufacturing District
- MU-1 Mixed Use - Low Density
- MU-2 Mixed Use - Medium Density
- MU-3 Mixed Use - High Density
- P-R Parks & Recreational District
- P.U.D Planned Unit Development
- R-1A Single Family Residential District
- R-1B Single Family Residential District
- R-2 Two Family Residential District
- R-3 Multi-Family District
- R-I Residential/Institutional District
- R-L Residential-Lakefront District
- R-O Residential -Office District

Zoning & Historic Districts
City of Canandaigua

Last Amendment: February 2010

Regulated by Historic Zoning

Scale: 1 inch = 1200 feet



City of Canandaigua, Office of Development & Planning
 Richard E. Brown, AICP
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3. **VISION & MISSION**

Vision Statement

Canandaigua is a beautiful, historic, full service, economically vibrant, safe, lakeside community leading in culture, commerce, governance, education, and healthcare.

Mission Statement

As residents, city staff and appointed & elected officials of the City of Canandaigua, our decisions and actions will be guided by these Core Values: Responsive, Participatory Governance; Caring & Respect; Integrity; Heritage; Stewardship; and Continuous Improvement.

4. **GOALS**

1. Transportation

Provide for an efficient private and public traffic flow on city streets in a multi-modal design, while protecting the safety of both drivers and pedestrians.

2. Housing

Provide opportunities for a variety of residential uses that will integrate new development into existing neighborhoods by reflecting the architectural style and siting characteristics of those neighborhoods.

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, capitalize on the unique characteristics of the city 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 in the community.

6. Urban Forestry

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

7. Environment

Protect the natural environment to ensure the long-term health and economic vitality of the community.

8. Intermunicipal Opportunities

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

9. Downtown

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

10. South Main Street

Develop South Main Street as a mixed-use neighborhood that links downtown and the lakefront.

11. Lakefront

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, has open areas with courtyards, patios and alleyways.

12. Vacant Lands in the Northeast Quadrant

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

13. Vacant Lands in the Southeast Quadrant

Develop this area as a mixed-use district with a blend of high-density residential adjacent to Jefferson Park and contemporary industrial uses.

5. CITYWIDE CONCERNS

5.1 Transportation

5.2 Housing

5.3 Parks and Recreation

5.4 Economy

5.5 Historic Preservation

5.6 Urban Forestry

5.7 Environment

5.8 Intermunicipal Opportunities

5.1 TRANSPORTATION

5.1.1 Existing Conditions

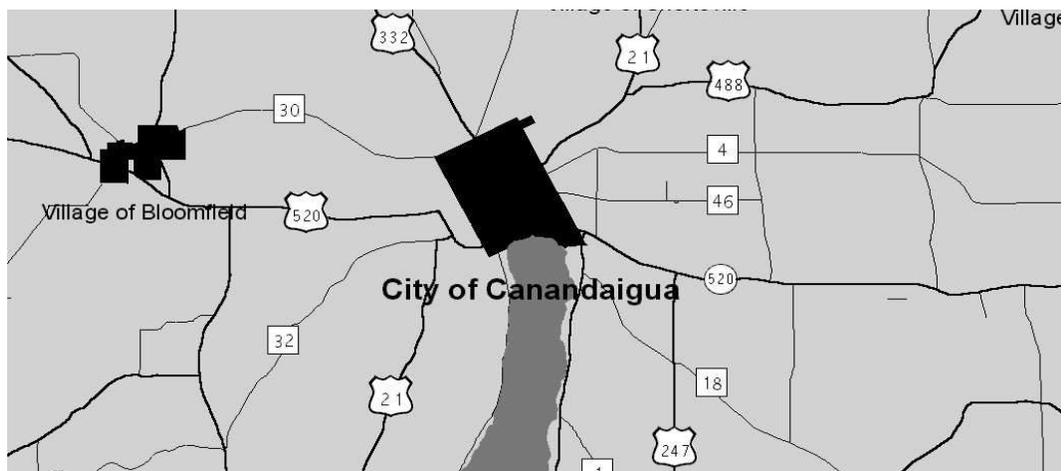
The City of Canandaigua road network is a traditional urban grid with a strong north-south axis along Main Street (NYS Rte 332), that divides the city into equal halves. Pearl Street provides a secondary north-south collector on the city's west side. There is no clear north-south collector on the city's east side. East-west collectors include Buffalo Street and Chapel Street, Gibson Street and West Gibson Street, Bristol Street, and Parrish Street. Eastern and Western Boulevard (NYS Rtes 5 & 20), a limited access highway, divides the city from its lakefront.

Traffic Counts from the 2006 “Canandaigua Regional Transportation Plan” indicate the following peak hour volumes on the busiest Canandaigua streets.

| Street | Cars per Hour |
|----------------------------|---------------|
| South Main Street (Rt 332) | 3,530 |
| North Main Street (Rt 332) | 2,930 |
| Eastern Blvd (5/20) | 2,550 |
| Western Blvd (5/20) | 1,230 |
| Parrish Street | 840 |
| Ontario Street | 760 |
| North Road | 730 |
| Buffalo Street | 610 |
| North Pearl Street | 590 |
| West Avenue | 540 |

The local grid network, with few closed loops or cul-de-sacs, aids traffic distribution and provides a distinct urban character.

The regional road network radiates outward from the city and therefore funnels the majority of regional trips through the City of Canandaigua. While the city's growth has been fairly stable for decades, the more dynamic development in the surrounding communities has resulted in increased traffic congestion within the city.



Ontario County's *Canandaigua Area Transit Service* (CATS) bus service provides a public transportation alternative.

In 2008 a volunteer group, Canandaigua Walkers & Cyclists (CWC) prepared an extensive **Active Transportation Plan**. In 2013 City Council adopted the Active Transportation Plan in its entirety (Resolution 2013-056). See Appendix A.3.

In 2013 the City Council adopted a **Complete Streets Policy** (Resolution 2013-46)

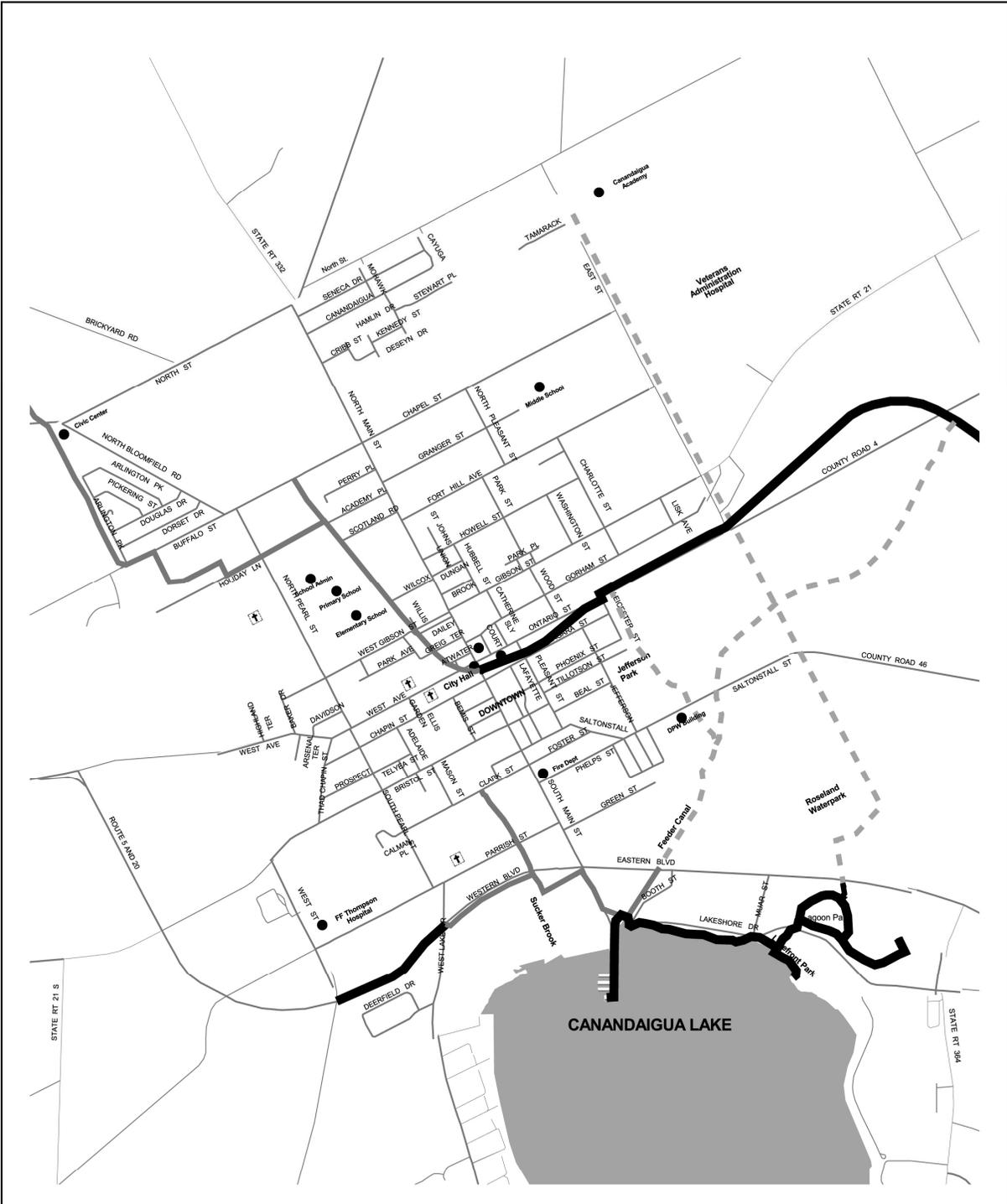
5.1.2 Goal

Provide for an efficient private and public traffic flow on city streets in a multi-modal design, while protecting the safety of both drivers and pedestrians.

5.1.3 Recommendations

- 1. Incorporate projects identified in the Active Transportation Plan into the Ten-Year Capital Plan.**
- 2. Develop a citywide network of bicycle trails and pedestrian pathways that link neighborhoods to activity centers in the city, as well as a regional system that links to other communities.**
- 3. Review the recommendations from the 2006 “Canandaigua Regional Transportation Plan”.**

In 2006, a committee of representatives from state, regional, county, and local municipalities conducted an extensive evaluation of transportation needs in the Canandaigua Region. This study included analysis of Main Street “bypass” alternatives, intersection improvements to Rte 332 & Rtes 5&20, and “segment improvements” to Main Street within downtown Canandaigua to improve pedestrian access. See Appendix A.4.
- 4. Study the feasibility of diverting undesirable truck traffic off Main Street via a truck route or alternate route.**
- 5. Work with NYS DOT to install traffic calming measures to reduce vehicular speed and improve pedestrian crossings on Main Street and Eastern Boulevard.**
- 6. Study the feasibility of providing convenient public transportation to link the Downtown to the Lakefront.**
- 7. Increase safety for bike and pedestrian access to the Lakeshore.**
- 8. Periodically review routes provided by Ontario County Area Transit System (CATS).**



City of Canandaigua Comprehensive Plan
TRAILS PLAN

-  Existing Trails
-  Short Term (3-5 years)
-  Potential Long Term Routes

Not to Scale 
 City of Canandaigua
 Office of Development & Planning
 Richard E. Brown, AICP Director

5.2 HOUSING

5.2.1 Existing Conditions

| HOUSING SUMMARY | City of Canandaigua | Town of Canandaigua | Ontario County | New York State |
|---|---------------------|---------------------|----------------|----------------|
| Total Housing Units | 5,201 | 4,545 | 48,667 | 8,119,804 |
| Built Before 1939 | 44% | 16% | 31% | 33% |
| Owner Occupancy | 56% | 78% | 74% | 54% |
| Median Value of Owner-Occupied Units | \$ 145,400 | \$ 201,300 | \$ 137,100 | \$ 285,300 |

Source: 2010 US Census

The housing stock in the City of Canandaigua is relatively old with nearly half the units constructed before 1939 and hundreds of 19th Century homes. The oldest homes are found on North Main Street as well as tree-lined, side-streets including Howell Street, Gibson Street, and Gorham Street.

There was a later wave of residential construction in the late 1960s and early 1970s with the construction of Holiday Lane, Dorset Drive, Douglas Drive, and Arlington Park in Ward 4; Seneca Drive, Canandaigua Avenue, Mohawk Lane and Cayuga Road in Ward 1 and Deerfield Drive in Ward 3. While these subdivisions retained a street grid similar to the city's historic development pattern, the street construction and homes themselves are more suburban in appearance. The roads are wider, without curbing and there are no sidewalks. The homes tend to be built with their longer axis parallel to the street as opposed to 19th Century homes that were built perpendicular to the street on deeper and narrower lots.

| NEW HOUSING STARTS: 2002-2012 | | | |
|-------------------------------|-----------|-----------|------------|
| | Detached | Attached | |
| 2002 | 7 | 22 | |
| 2003 | 10 | 9 | |
| 2004 | 8 | 19 | |
| 2005 | 12 | 13 | |
| 2006 | 3 | 4 | |
| 2007 | 6 | 12 | |
| 2008 | 9 | 0 | |
| 2009 | 4 | 0 | |
| 2010 | 7 | 0 | |
| 2011 | 10 | 0 | |
| 2012 | 4 | 0 | |
| Totals | 80 | 79 | 159 |

During the 1990s there were four major subdivisions approved in the city resulting in more than 300 building lots, with nearly half these being townhouse projects, indicating a strong demand for this type of housing within the city. By 2008, the last of these projects had been completed.

Since 2002, there has only been one new, major subdivision: “Covington Place”, which consists of 58 lots off Kennedy Street. There are two approved, but inactive subdivisions. In 2005, 66 lots were approved off Stewart Place and in 2010, 34 lots were approved off Bristol Street. Neither of these projects have advanced.

About half of the dwelling units in the city are owner-occupied, while the other half are rented. This rate of owner-occupancy is much lower than surrounding communities, indicating that the city fills much of the regional need for rental housing. The high percentage of rental housing has been seen as a concern as rented units are often not as well maintained by absentee landlords. To address this issue the city has developed a Minimum Housing Inspection program where all rental units are inspected once every three years.

There are about 2,500 rental units in the city; nearly half of these are located in large complexes, with the balance located in structures containing four or fewer units.

| Apartment Complex | Address | Units |
|---------------------------|-----------------------|--------------|
| Camelot Square Apartments | 374 North Main Street | 310 |
| Finger Lakes Manor | 190 Parrish Street | 153 |
| 80 Parrish Street | 80 Parrish Street | 131 |
| Wilcox Lane Senior Apts. | 40 Wilcox Lane | 120 |
| Lakeside Village | 275 Jefferson Avenue | 64 |
| Fort Hill Apartments | 235 North Main | 57 |
| Jefferson Square Apts. | 348 Jefferson Ave | 55 |
| Canandaigua Garden Apts. | 223 Bristol Street | 44 |
| Thompson Apartments | 120 North Main | 42 |
| Olde English Manor | 427 North Main | 36 |
| Chosen Place | 125 North Bloomfield | 36 |
| The Pines | 145 Buffalo Street | 32 |
| TOTAL | | 1,080 |

5.2.2 Goal

Provide opportunities for a variety of residential uses that will integrate new development into existing neighborhoods by reflecting the architectural style and siting characteristics of those neighborhoods.

5.2.3 Recommendations

1. Develop higher quality rental housing.

In several focus groups and interviews over the last 10 years, agencies, businesses and individuals have expressed a desire for higher quality rental housing within the City of Canandaigua. There have been no new rental projects built in the city in more than 30 years and more than half the rental units in the city are within older homes that lack many modern amenities.

2. Increase density in the remainder of the undeveloped residential districts.

There is less than 100 acres of available residential land remaining in the city. To maximize the potential of this land, and create traditional urban neighborhoods, an increase in residential density should be considered when subdividing this vacant land. While lots developed over the last 30 years have averaged 10,000 square feet, older neighborhoods in the city have been very attractively built with 6,000-8,000 square foot lots.

3. Create more affordable housing.

While the price of the average home in the City of Canandaigua is \$145,400, the price of newly constructed homes exceeds \$225,000. Efforts should be made to create housing in the city that is more affordable to a wider segment of the population.

4. Support the redevelopment of aging housing stock

With nearly half the dwelling units in the city being older than 70 years, the condition of this housing stock is becoming problematic. The City should implement a strategy of increased code enforcement with financial incentives for redevelopment.

5.3 PARKS AND RECREATION

5.3.1 Existing Conditions

The City of Canandaigua owns and maintains a number of public parks:

| City Parks | Area (acres) | Location |
|--------------------------|--------------|----------|
| Gibson Street Park | 1 | Ward 1 |
| Sonnenberg Park | 8 | Ward 1 |
| Jefferson Park | 8 | Ward 2 |
| Kershaw & Lakefront Park | 9 | Ward 2 |
| Lagoon Park | 30 | Ward 2 |
| City Pier | 4 | Ward 3 |
| The Commons | 0.1 | Ward 3 |
| Telyea Tot Lot | 1 | Ward 3 |
| Atwater Meadows | 16 | Ward 3 |
| Baker Park | 23 | Ward 4 |

Gibson Street Park is located at the intersection of Gibson Street and Park Street.

Sonnenberg Park features 8 acres of parkland and facilities on Howell Street. The facilities include an enclosed pavilion, a large athletic field, various courts, softball fields, play equipment, picnic area and seasonal restrooms. New playground equipment was donated in 2007 and a parking lot was constructed in 2012.

Jefferson Park is situated on Jefferson Avenue and includes 8 acres of parkland and facilities. Features of the park include an enclosed pavilion with a multi-purpose room that is heated during the winter, a lighted game field, play equipment, seasonal restrooms and parking. New playground equipment was added in 2007 and in 2010 a skateboard park was constructed.

Kershaw Park & Lakefront Park feature over 9 acres of parkland on the north shore of Canandaigua Lake. Redeveloped in 1996-1997, the park includes a small craft launch and a swim beach area with a bathhouse. A new public dock was donated to the city in 2012 and is equipped with a boat pump-out station.

Lagoon Park

Lagoon Park consists of 34 acres of wetlands with walking trails, bridges, and overlooks along the Canandaigua Outlet. There is a small craft launch on south side of Lakeshore Drive. It was completed in 2005.

City Pier located off Lake Shore Drive provides a view of Canandaigua Lake, fishing, seasonal restrooms and parking.

The Commons provides a setting for special events in the downtown area. It features a donated performance stage and a decorative water feature recalling the significance of the site in the development of the idea for the Erie Canal.

Telyea Tot Lot offers 1 acre of parkland and year round play equipment set in and away from the traffic on Telyea Street. New playground equipment was added in 2010.

Atwater Meadows is a 16-acre wetland site on Canandaigua Lake off West Lake Road, while designated as parkland, it is not currently developed for public use. This site provides some limited fishing access but has little development potential due to the topography and poor access to the site.

Baker Park consists of 23 acres of parkland and facilities on Buffalo Street. Features of the park include a jogging path, various game fields and courts, play equipment, space available to cross country ski, a covered pavilion, seasonal restrooms and parking. New playground equipment was added in 2005 and the tennis courts were reconstructed in 2008.

Other recreational uses in the City of Canandaigua include:

Northeast Park was developed as a collaborative effort between the City of Canandaigua, the Town of Canandaigua and the Canandaigua City School District. It opened in 2009 and consists of three soccer/lacrosse fields, along with a practice field and restrooms, used by the school district and local sports leagues. Future construction may include a playground, pavilion, and amenities for the playfields such as scoreboards, bleachers and lighting.

The New York State Marine Launch is a state-owned facility where approximately half of all boats on Canandaigua Lake are launched. More than 10,000 boats are launched from the site each year.

Greater Canandaigua Civic Center is a multi-use facility that includes an ice-skating facility that hosts numerous hockey leagues and ice-skating programs. The City of Canandaigua owns the property but leases it to a not-for-profit organization.

Ontario Pathways is a private, non-profit organization that owns and maintains a 23-mile rails-to-trails project open to the public free of charge for hiking, bicycling, horseback riding, and cross-country skiing. The western trailhead is located on Ontario Street, near Leicester Street.

Canandaigua Lake is the greatest recreational asset in the Canandaigua area. This seventeen-mile lake is a regional draw for boating, fishing, and water sports. Of a total 36 miles in shoreline, less than three miles are held in public ownership. Combined, the City Pier, Kershaw Park and Lakefront Park make up almost one mile of public lake access.

5.3.2 Goal

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

5.3.3 Recommendations

- 1. Expand public programs offered in existing city parks.**
- 2. Expand winter activities in the parks, specifically ice skating.**
- 3. Explore the feasibility of an intermunicipal sports complex.**
- 4. Continue to expand intermunicipal cooperation of parks and recreational programs.**
- 5. Maintain the defining characteristics of the city's historic parks.**

5.4 ECONOMY

5.4.1 Existing Conditions

Historically the City of Canandaigua has been the economic center of the region. While over the last 50 years significant development has taken place in the periphery, the city maintains a healthy economy that defines Canandaigua as a full-service community.

Ten Largest Employers in the City of Canandaigua (2012)

| | Employer | Business Sector | Employees Full Time / Part-Time and or Seasonal |
|----|----------------------------------|-----------------|---|
| 1 | Veterans Administration Hospital | Health Care | 1269 |
| 2 | Ontario County | Government | 1058 |
| 3 | Thompson Health | Health Care | 849 / 487 |
| 4 | Pactiv | Manufacturing | 800 |
| 5 | Canandaigua City School District | Education | 570 / 170 |
| 6 | Canandaigua Wine | Manufacturing | 476 |
| 7 | Finger Lakes Community College | Education | 340/400 |
| 8 | City of Canandaigua | Government | 95 / 92 |
| 9 | Wegmans | Retail | 50 / 500 |
| 10 | Inn on the Lake | Tourism | 80 / 70 |

Employment by Sector

| | City of Canandaigua | | Ontario County | |
|--|---------------------|-------|----------------|-------|
| Civilian employed population 16 years and over | 5,345 | | 53,459 | |
| Educational services, health care, and social assistance | 1,654 | 30.9% | 14,953 | 28.0% |
| Retail trade | 741 | 13.9% | 7,368 | 13.8% |
| Entertainment, recreation, accommodation, food service | 621 | 11.6% | 6,516 | 12.2% |
| Manufacturing | 570 | 10.7% | 4,546 | 8.5% |
| Professional, scientific, and management... | 451 | 8.4% | 4,386 | 8.2% |
| Other services, except public administration | 274 | 5.1% | 3,640 | 6.8% |
| Finance and insurance, real estate, rental and leasing | 271 | 5.1% | 2,477 | 4.6% |
| Public administration | 217 | 4.1% | 2,419 | 4.5% |
| Wholesale trade | 150 | 2.8% | 1,949 | 3.6% |
| Information | 144 | 2.7% | 1,590 | 3.0% |
| Construction | 134 | 2.5% | 1,382 | 2.6% |
| Transportation and warehousing, and utilities | 118 | 2.2% | 1,193 | 2.2% |
| Agriculture, forestry, fishing and hunting, and mining | 0 | 0.0% | 1,040 | 1.9% |

The economy in the City of Canandaigua is focused on institutional uses, specifically health care, education, and government. These uses occupy prominent facilities in the

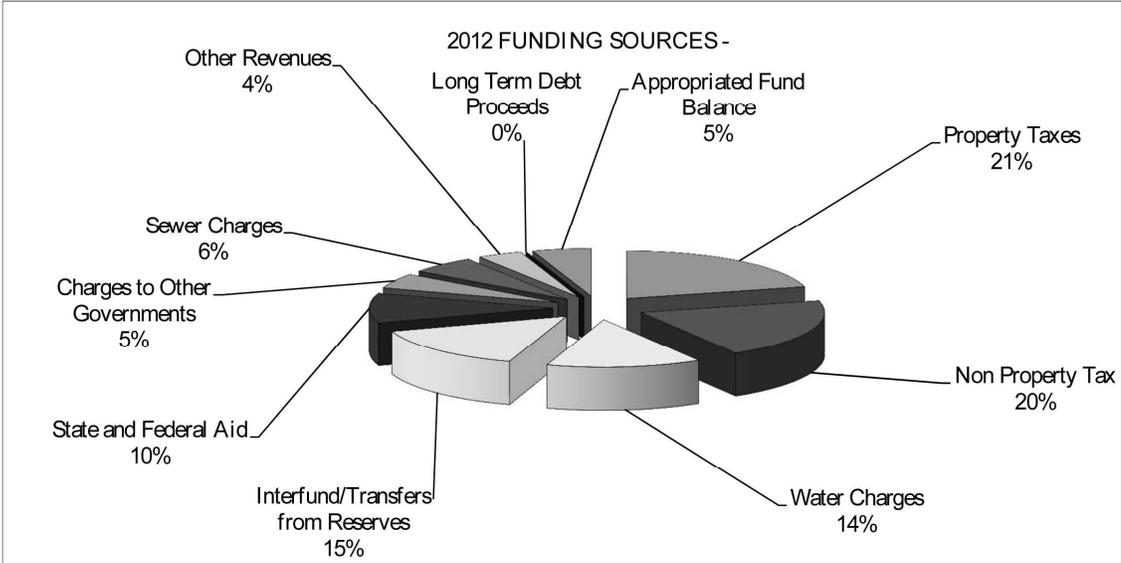
city and comprise several of the largest employers who provide hundreds of high wage, professional jobs. It is also these institutions that define the city within the region by providing important services to the greater Canandaigua area, bringing into the community thousands of people daily. Yet, while institutional uses provide excellent employment, these uses are often tax exempt and do not provide property tax revenues which are crucial to provide quality municipal services.

In the larger region, the greater Rochester area, the economy is more heavily focused on manufacturing. While manufacturing jobs have been decreasing nationwide, Ontario County has been very successful in maintaining and even increasing its manufacturing economy. In the City of Canandaigua, manufacturing provides high wage employment, including "blue collar" jobs that historically have been the lifeblood of middleclass America.

Tourism has played an important role in the local economy for more than 100 years. Tourism and retail also provide a great number of jobs locally, but many of these jobs tend to be low paying and seasonal.

In 2005 the City of Canandaigua repealed the local sales tax and instead opted to collect a portion of sales tax collected throughout Ontario County, as do the towns within the county. This act alters the way the City views economic development. With a local sales tax, the City was strongly encouraged to develop local businesses that generated sales tax revenues, but without a local sales tax, this aspect is no longer a significant concern.

The City of Canandaigua needs to maintain a balanced economy that provides varied employment, a wide range of services, and solid property tax revenues to continue to support a high quality of life for its residents.



Recent trends in the economy are placing a premium upon community character and quality of life. Companies are on the move and being drawn to communities that offer a good quality of life. They realize that their workers want to live in communities that offer reasonable commutes, a vibrant social life, environmental amenities, housing and transportation choices. To retain and attract their employees, companies must locate in such environments.

The emphasis on place presents enormous opportunities for communities to capitalize on their quality of life assets and to employ them as a tool for economic development. Canandaigua must think of quality of life as a commodity that can be cultivated and managed and make strategic decisions that improve rather than harm livability to make the city a more lucrative place for business and labor to locate.

The new economy values distinctive places that have the talent, technology and infrastructure to sustain competitive advantage. Talent is attracted to sociable communities—places with destinations, public and civic spaces, environmental amenities—where they can come together with colleagues and friends either through planned or chance encounters. It is no coincidence that these are many of the same elements that support what has already been identified as one of Canandaigua's most cherished commodities—small town character.

5.4.2 Goal

Promote economic development, capitalize on the unique characteristics of the city and develop a sound niche market in the regional economy in order to increase the property tax base, expand employment opportunities, raise household income levels and continue the expansion of the manufacturing and technological base of the community.

5.4.3 Recommendations

1. Implement the Strategic Economic Development Plan

In April of 2012, the City of Canandaigua adopted a Strategic Economic Development Plan (Res 2012-017) following a year-long planning process led by economic development consultant Peter Fairweather. The implementation of this plan should be a high priority. See Appendix A.4 for a summary of the recommendations.

2. Support workforce development

Many of the emerging jobs in health care, technology, and manufacturing are “middle skills” or “paraprofessionals”. Low skill jobs are being eliminated. There is a need to train people for these emerging jobs. This is being done at Finger Lakes Workforce Development and through newly developed degree programs at Finger Lakes Community College.

3. Create liaisons with major players

The City's Economic Development efforts should build relationships with the large and emerging employers in the region.

4. **Expand the Tourism Economy**
 - a. Create more lodging in the City
 - b. Create larger conference facilities (capacity of 350+)
 - c. Facilitate emerging niche markets and the creation of more tourist destinations (e.g., recreation, history, art, music, culinary)
 - d. Expand tourism in the spring and fall “*shoulder seasons*”
 - e. Promote winter tourism and transportation to local ski areas
 - f. Link lakefront and downtown area

5. **Capitalize on the expansion of local health care institutions, such as the recent growth at the Canandaigua VA Medical Center and Thompson Health’s affiliation with University of Rochester Medical Center.**
 - Encourage workforce development to fill the demand for new jobs locally
 - Explore related opportunities
 - Respond to impacts of
 - Housing
 - Traffic
 - Available real estate

6. **Identify opportunities and challenges of the airport expansion.**

7. **Take advantage of fiber optic ring**

Communities that prosper in the future must be “digital ready” for the future growth of the technology and telecommunication revolution.

8. **Consider higher and better uses for vacant and underutilized properties that would provide appropriate economic development and contribute to the improved character of the community and the surrounding properties.**

9. **Promote an FLCC satellite campus downtown.**

5.5 HISTORIC PRESERVATION

5.5.1 Existing Conditions

Canandaigua has a rich history. Many of the structures that provided the setting for this history are in current use today:

| | |
|------|---|
| 1790 | Pioneer Cemetery is mentioned in village minutes dating back to 1790 as the original "burying yard" for the settlers including Captain Caleb Walker, the first recorded death in Canandaigua. |
| 1795 | Canandaigua Academy is established as a private school, later becoming the public high school. The Academy building at North Main Street and Fort Hill Avenue was constructed in 1905. |
| 1812 | First Congregational Church constructed on North Main Street. |
| 1814 | The Granger Homestead is built on North Main Street as the home of Gideon Granger who served as the Postmaster General under Thomas Jefferson. |
| 1824 | The second County Court House is constructed on the southwest corner of the public square (now used as City Hall) |
| 1847 | City Pier is constructed as a steamboat dock for produce and later tourists traveling Canandaigua Lake. Soon after, a rail line was extended down Main Street and out onto the pier. |
| 1854 | Bemis Block is constructed downtown. Many of the current downtown structures date to this period. |
| 1855 | Brigham Hall was established off Bristol Street as a hospital for mental and nervous disorders. |
| 1857 | Current Ontario County Court House constructed on the northeast corner of the public square. |
| 1887 | Sonnenberg Mansion completed, gardens are finished over the next ten years. |
| 1890 | N.Y. Central R.R. Depot built by the Vanderbilt's near the intersection of Niagara & Pleasant Streets as a favor to Mary Clark Thompson. |
| 1903 | Methodist Church built on North Main Street. |
| 1904 | Original F.F. Thompson Hospital built at 120 North Main Street. |
| 1905 | Saint Mary's Church completed. |

In 1975, following an extensive survey process, the City of Canandaigua designated a number of historically significant structures, as well as establishing several historic preservation districts that included over 300 properties. These districts were later added to the National Register of Historic Places in 1984.

Properties designated locally are subject to a Historic Preservation Ordinance. The purpose of this ordinance is to "safeguard the heritage of the City of Canandaigua by preserving districts and buildings in the City which reflect elements of its cultural, social, economic, political and architectural heritage".

This ordinance is intended to:

- Stabilize and improve property values.
- Foster civic pride.
- Strengthen the local economy.
- Promote the use of historic districts, buildings and structures for the education, pleasure and welfare of the citizens of the City.

The historic zoning requires that all new construction or alterations to existing structures on subject properties be approved as "historically appropriate" by the City Planning Commission when such alterations are visible from a public street or way.

5.5.2 Goal

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 in the community.

5.5.3 Recommendations

- 1. Promote heritage tourism as a means of celebrating local history and rounding out the current tourism economy.**
Promote and package the community to visitors around themes such as historical events, places and personalities that define Canandaigua
- 2. Develop a series of plaques and historic markers throughout the community and publish self-guided walking tours of these sites utilizing technology where appropriate.**
- 3. Encourage incentives for the rehabilitation of historic structures.**
Maintaining a historic structure can be costly. To rehabilitate these structures in an appropriate manner that preserves and enhances the character of these structures can be even more costly. Property owners often cannot bear the full cost of this expense; yet the value of these structures is identified as a community resource. It is this finding that justifies the historic zoning that regulates these structures. Therefore, it is appropriate that the community identify incentives, especially monetary incentives that would make the appropriate rehabilitation of historic structures feasible and even beneficial for the owners.
- 4. Continue to support historic zoning**
- 5. Create more contiguous districts by including adjacent side streets, such as Dungan Street, Hubbell Street, Park Street, Catherine Street, and Wood Street.**

5.6 URBAN FORESTRY

5.6.1 Existing Conditions

As a historic community, the City of Canandaigua is blessed with many streets lined with large, old trees. Sidewalks are set back from the curb by ten to fifteen feet and on Main Street as much as thirty feet and stately homes are set behind lawns and framed with mature plantings. Local zoning protects the structures in these historic districts, yet it is often the landscaping that has a larger role in defining the visual environment.

Landscaping within the municipal right-of-way is also vital in creating an inviting public realm. Street trees and lawn between the curb and sidewalk, as well as plantings between the sidewalk and buildings, narrow the vehicular corridor and enclose a comfortable pedestrian environment on the sidewalk.

Since 1992, the City of Canandaigua has maintained the designation of being a “Tree City USA”. The Tree City USA program is a national program that provides the framework for community forestry management for cities and towns across America. Communities achieve Tree City USA status by meeting four core standards of sound urban forestry management: maintaining a tree board or department, having a community tree ordinance, spending at least \$2 per capita on urban forestry and celebrating Arbor Day.

5.6.2 Goal

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

5.6.3 Recommendations

1. Consider expanding the standards for landscaping within Site Plan Review.

The current Site Plan review regulations only require a landscape plan upon the request of the City Planning Commission. The city should consider expanding these standards to indicate when a landscape plan is necessary and the elements to be considered in developing a landscape plan. Requirements for landscaping within parking areas should also be developed.

2. Adopt the Recommendations from the Tree Advisory Board. See Appendix A.6

In 2011 the City appointed a Tree Advisory Board to work with the parks division of the Department of Public Works, educate the community regarding issues related to the urban forest, and to develop and recommend a Public Tree Management Plan.

3. Develop a park-like setting at the northeast corner of Routes 332 and 5/20.

5.7 ENVIRONMENT

5.7.1 Existing Conditions

Canandaigua enjoys a spectacular natural environment focused on Canandaigua Lake and surrounded by wooded hills and active farmland. Canandaigua Lake is invaluable to residents and visitors alike. Over 60,000 people depend on our clean water for drinking, nearly \$100 million is generated from tourism and recreation, and the value of the lake-influenced tax base is approaching \$1 billion.

Since its founding in 1996, the City of Canandaigua has been a member of the **Canandaigua Lake Watershed Council**, which consists of publicly elected representatives from each of the fourteen watershed and water purveying municipalities, and is the lead organization in the protection of the Canandaigua Lake watershed. The goal of the Watershed Council is to maintain and enhance the high water quality of the Canandaigua Lake watershed through education, research, restoration and regulation. The Canandaigua Lake Watershed Council employs a Watershed Program Manager to oversee the day-to-day operations of the organization.

In 2009, after extensive study, the City of Canandaigua adopted an **Integrated Pest Management (IPM)** Program, as recommended by New York State. Pests are managed using methods that minimize environmental, health, and economic risks. At this same time, the city passed a policy that largely eliminated the use of all phosphorus-containing fertilizers on City-maintained property.

In 2011 the city enacted a voluntary program to allow the use of larger **recycling** containers capable of being lifted by mechanical means with City equipment (i.e., “toters”) (Res 2011-02)

In 2012, the City of Canandaigua received a “**green innovation**” grant from the State Environmental Facilities Corporation to install a series of bioretention beds within the downtown sidewalks. Stormwater from the roadway and sidewalks will flow into the beds, reducing and filtering the runoff. This green infrastructure improvement will help protect the water quality of Canandaigua Lake.

In 2012, the City Council enacted a moratorium of all activities related to **hydraulic fracturing** to allow time to consider possible legislation related to the topic. Several informational meetings were held throughout 2012 and 2013.

5.7.2 Goal

Protect the natural environment to ensure the long-term health and economic vitality of Canandaigua.

5.7.3 Recommendations

- 1. Continue ongoing efforts to protect the water quality of Canandaigua Lake through the Canandaigua Lake Watershed Council.**
- 2. Promote increased recycling.**
- 3. Explore further municipal “green initiatives”.**
- 4. Prohibit all activities related to hydraulic fracturing including the exploration for, and the production or storage of, natural gas and petroleum within the City of Canandaigua.**

5.8 INTERMUNICIPAL OPPORTUNITIES

5.8.1 Existing Conditions

The City of Canandaigua has explored and taken advantage of many opportunities to partner with nearby communities and organizations. In some situations this has been to address issues that do not recognize municipal boundaries like traffic or watersheds. One shining success of this was the formation of the Canandaigua Lake Watershed Council in which thirteen municipalities jointly plan for the protection of this regional water body. In other circumstances services can be provided at greater efficiencies when they are shared. As an example, the City of Canandaigua and the Town of Canandaigua work cooperatively through a joint parks and recreational committee.

5.8.2 Goal

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

5.8.3 Recommendations

- 1. Explore state funding for intermunicipal cooperation and shared services.**
- 2. Encourage regional planning for issues that span municipal boundaries:**
 - Transportation
 - Economic Development
 - Marketing and Tourism
 - Watershed protection
 - Open space
 - Land use planning at municipal boundaries
 - Hydrofracking issues (e.g., traffic, water, wastewater)
- 3. Explore opportunities to share resources and revenues:**
 - Parks and Recreation
 - Code Enforcement
 - Police Protection
 - Fire Protection
 - Emergency Preparedness
 - Utilities: water, sewer, electricity, telecommunication

6. FOCUS AREAS

6.1 Downtown

6.2 South Main Street

6.3 Lakefront

6.4 Vacant Land in the Northeast Quadrant

6.5 Vacant Land in the South East Quadrant



City of Canandaigua Comprehensive Plan
DOWNTOWN SUBAREA

1 inch = 500 feet



City of Canandaigua
 Office of Development & Planning
 Richard E. Brown, AICP Director

6.1 DOWNTOWN

6.1.1 Existing Conditions

"Downtown" as a study area consists of about 100 properties within a 40-acre area bounded by

North: Railroad tracks just south of West Avenue and Ontario Street

East: Lafayette Street and Center Street

South: Saltonstall Street and Antis Street

West: Bemis Street (extended north and south)

From its earliest development in the late 1780's, downtown Canandaigua has been the commercial and civic center of a much larger community.

Historic images show the streetscape design largely as it is today: three story storefronts built along wide sidewalks. Features introduced with the reconstruction of Main Street in the 1970s include the creation of a second moving lane in each direction and parallel parking instead of diagonal parking. Street trees were also introduced at this point. Also, during this period Urban Renewal initiatives created public lots behind the Main Street storefronts. These lots currently provide 500 parking spaces. Another 100 spaces are provided in parallel parking on Main Street.

There are approximately 80 storefronts Downtown, about seven of these turn over every year, and a similar number remain vacant at any given time. This vacancy and turnover rate is not uncommon for similar traditional downtown districts.

Downtown consists of approximately 500,000 square feet of commercial space, with an average size of 3,000 square feet. About half of the uses are owner-occupied, while half rent space.

The majority of businesses are small, "homegrown" businesses. Yet these businesses are unique and individualistic. This creates an eclectic character and identity for the Downtown business district, unlike what is found in malls or plazas.

In 2005 the city enlisted a consultant to complete a study of the municipal lots downtown. This study made numerous recommendations regarding lot configuration, parking duration, signage, and landscaping. These recommendations are being implemented as funds allow. In 2008 the Mill Street Lot was renovated and the Farmers' Market pavilion was added. In 2012, the Antis Street Lot was reconstructed.

Pedestrian safety was studied extensively from 2003-2008. Crosswalk improvements were installed in 2005 and in 2009, Main Street was restriped to narrow the moving lanes and create a lane between the moving lane and on-street parking. This lane is only 4 feet wide, one foot less than what is required for official bike lane designation.

6.1.2 Goal

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

6.1.3 Recommendations

1. Continue to provide a mix of specialty retail uses and convenience services Downtown.

Downtown cannot and should not attempt to compete with regional malls and large retail suburban development. Downtown should continue to seek a niche market in providing unique specialty products as well as providing convenience goods and services to the surrounding working and residential population. Recruit franchises that fit the character of the community.

2. Permit no additional offices on the first floor of downtown structures.

Mixes of retail, service, and office uses are desired downtown. Current zoning does not permit offices on the first floor of downtown structures; therefore the mix of uses must be "vertical", with offices limited to the upper floors. There are a number of pre-existing, non-conforming office uses on the first floor of downtown structures. These uses have been "grandfathered" from previous zoning. The current mix of commercial uses is appropriate. It is felt that if zoning were changed to permit offices on the first floor of downtown structures, offices would quickly displace a large percentage of retail storefronts. This would have a negative impact on existing retail trade by reducing the "critical mass" that makes downtown a shopping destination.

3. Encourage more restaurants and gathering places downtown.

Instead of competing with larger providers of retail products in suburban plazas and regional shopping malls, downtown should focus on being a social center for the greater Canandaigua area, providing services, restaurants, and cultural attractions. Outdoor dining should be encouraged.

4. Develop quality offices and residential units on the upper floors of downtown structures.

A. Continue to provide incentives to rehabilitate downtown structures to provide access to upper floors.

B. Encourage high-tech and telecommunication offices.

Downtown does have access to high-speed Internet connections that are not available in outlying areas. These types of businesses, less dependant on location, might find Canandaigua attractive for the high quality of life.

C. Develop an incentive program to encourage relocation and support start-up businesses.

D. Promote the installation construction and use of shared elevators between adjacent buildings.

5. Improve Downtown Parking

A. Improve rear facades and entrances.

The majority of downtown parking is provided behind the Main Street structures, yet not all businesses are accessible from these rear lots. Many of the rear lots are not well maintained and have become unattractive. Where rear entrances are provided, they are often not well marked. Businesses should be encouraged to develop entrances from the rear lots and improve the appearance of these rear facades.

B. Improve the signage for downtown parking.

The need for more downtown parking may be more of a perception than a reality. While there is limited on-street parallel parking on Main Street, there is substantial off-street parking provided in municipal lots, behind downtown structures. However, these lots are not visible for the Main Street traveler. Clear signage should be developed that better identifies this parking.

C. Provide connections between parking lots.

The municipal lots on the east side of Main Street are linked by Mill Street that has become largely a travel lane between these lots. However, on the west side of Main Street the lots not linked, making through-traffic inconvenient. Easements should be acquired where possible to create better interconnections between these lots on the west side.

D. Increase overnight parking.

E. Create additional municipal parking

6. Install Traffic Calming Measures

The noise and safety concern created by the speed of traffic on Main Street has a significant adverse impact on the quality of the pedestrian experience Downtown. Crossing Main Street is difficult and outdoor dining is not pleasant. City officials need to work with the NYS Department of Transportation regarding acceptable methods of calming traffic.

7. Study the feasibility of diverting heavy truck traffic off Main Street via a truck route or an alternative route.

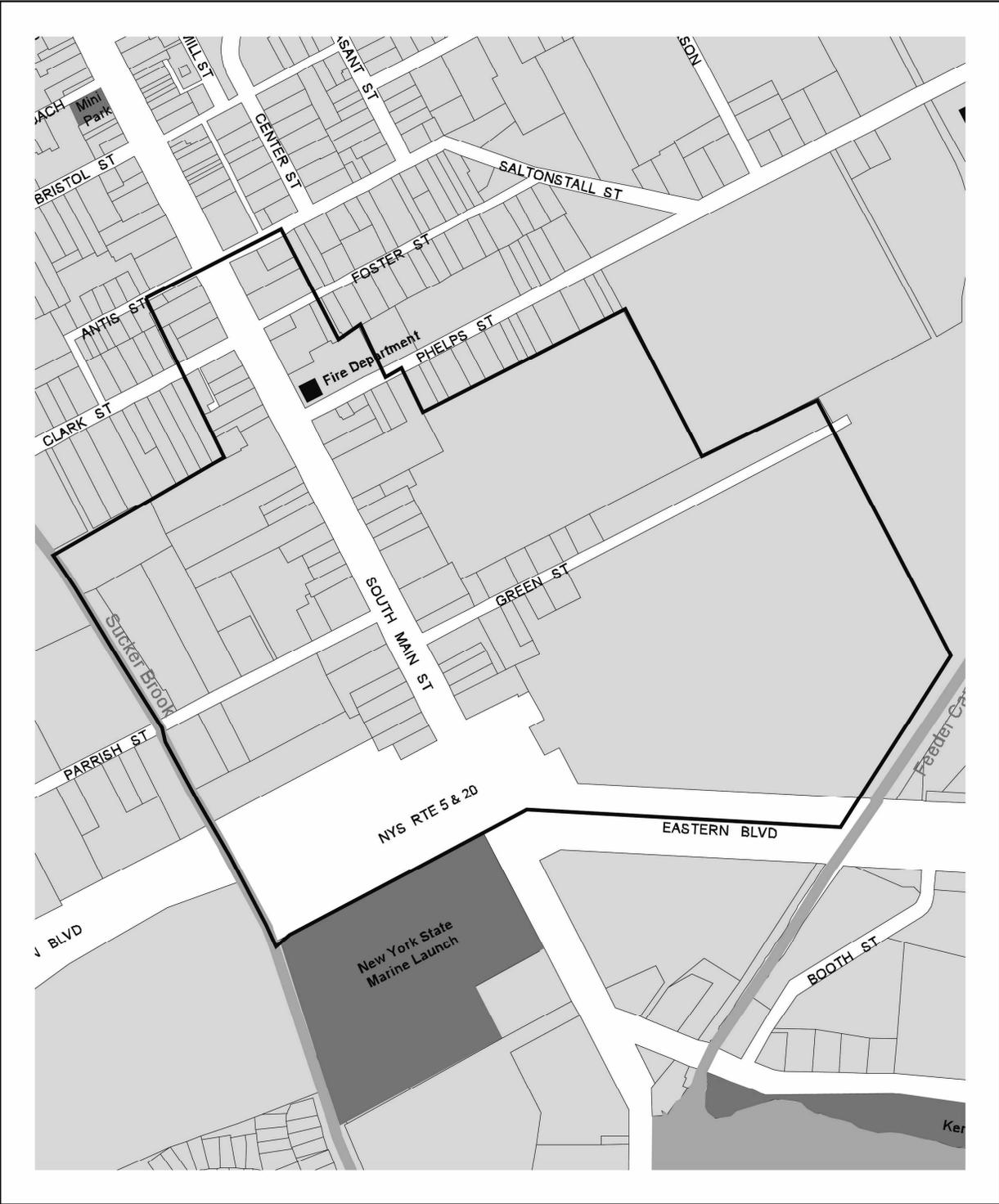
8. Complete Streetscape Improvements

In 2012 the Canandaigua City Council approved downtown streetscape improvements in association with a “Green Innovation Grant” that was awarded to the city. This project involves the installation of rain gardens and planting zones to assist in the collection and treatment of storm water runoff in this area along with beautifying the business improvement district.

- 9. Improve Lighting Downtown**
 - A. Increase illumination on sidewalks.
 - B. Install more attractive decorative pedestrian-friendly fixtures.

- 10. Improve Safety and Security Downtown**
 - A. Increase police presence downtown with a foot or bicycle patrol.
 - B. Install more cameras in high-risk areas.

- 11. Support recommendations from the Farmers' Market. See Appendix A.7.**



City of Canandaigua Comprehensive Plan
SOUTH MAIN STREET SUB AREA

1 inch = 500 feet 

City of Canandaigua
 Office of Development & Planning
 Richard E. Brown, AICP Director

6.2 SOUTH MAIN STREET

6.2.1 Existing Conditions

"South Main Street" as a study area 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. The community quickly realized the error in this decision as numerous homes were demolished to make way for simple commercial structures, many set back from the Main Street offering only parking lots to the streetscape. The final blow may have been the demolition of the Jasper Parrish Mansion, which made way for a gas station at the corner of Parrish Street. Soon after, the city conducted a historic needs survey and enacted a local Historic Preservation District. Unfortunately, it was too late for South Main Street, which didn't even retain enough character to fall into one of the city's several preservation districts.

Over the last twenty years Canandaigua has done well to preserve its historic homes on and off North Main Street and has done a fair job of preserving its historic downtown. However, the same cannot be said for South Main Street, which unlike the rest of the city does not exhibit a cohesive identity. It is neither Downtown nor Lakefront and due to the rezoning, it is neither residential nor commercial. It is a mix of turn-of the century homes and 1970s commercial boxes, it is structures built to the street line and structures set back behind parking lots.

Significant changes have occurred to the transportation system that supports this area of the city. These transportation changes have influenced the patterns of development and the viability of different types of uses along South Main Street.

Where once pedestrians and even a trolley traveled down South Main Street between downtown and the working waterfront, today 25,000 vehicles per day (AADT) move through this area on their way to or from Routes 5 & 20. Eastern and Western Boulevards (Routes 5&20) have evolved into major highway arterials with little accommodation for pedestrians. Eastern Boulevard has also been developed as a highway commercial district, generating significant traffic in this area. While the lakefront has transitioned from a working waterfront to a wonderful recreational and tourism amenity, the level of traffic and the physical barrier created by the arterial have effectively separated the lakefront from South Main Street and Downtown for pedestrians.

Perceiving growth pressures in the late 1990s the city studied South Main Street extensively from 2000-2002. In 2001 *EDR P.C.*, was commissioned to run a design charrette and Saratoga Associates was hired in 2002 to draft the original South Main Street chapter of the 2002 Comprehensive Plan.

In 2003, the majority of South Main Street was rezoned to encourage mixed use development while preserving the residential scale. However, since this time there has been no significant development in the district and the land use pattern remains largely unchanged from that of the 1980s.

6.2.2 Goal

South Main Street should be developed as a mixed-use neighborhood that links Downtown and the Lakefront.

6.2.3 Recommendations

1. Encourage Mixed Use

A wide range of mixed uses should be permitted. Ideally, active uses (retail and services) would occupy the ground floor and would help create an interesting and safe pedestrian environment linking the downtown and the lakefront districts.

Mixed use occurs in the first instance between different buildings and between different areas of the South Main Street Neighborhood. For example, along South Main Street a wide range of uses will be permitted. Behind South Main Street (to the east and west) uses will be limited to high density residential and office. Mixed uses occur in the second instance by allowing and encouraging mixed-uses within buildings (vertical integration of uses). For example, along South Main Street retail and service uses (active uses) will be encouraged on the ground floor of buildings and additional uses (residential and office) encouraged on the second and third floors.

2. Encourage high-density residential

The South Main neighborhood district should include a mix of high-density residential units that cater to persons and households who desire to live in close proximity to the activities of downtown and the lakefront. Lake views, small boating canals to the lake at the rear of this neighborhood, walkable streets, and neighborhood commercial services and activity will enhance the marketability of this new residential real estate product.

3. Develop a streetscape and architectural style, to unify the Downtown and Lakefront districts

In the South Main neighborhood, building placement and design will reinforce the notion of a walkable community. Buildings will be located close to the sidewalk with a consistent build-to line on each block. Closer to downtown, the build-to line will be close to the sidewalk in a more formal arrangement, while toward the south end of the neighborhood the buildings should step back from the street allowing for small front yards, outdoor seating, or landscaped gardens. Commercial activity, especially retail and services at the ground level, will ensure that the streets in this neighborhood feel active, interesting to walk along, and public.

Building height and scale should be compatible with the character of the community North of Routes 5 & 20. Developers requiring larger floor areas should be strongly encouraged to expand upward through the construction of a second or third story where upward expansion meets needs. All new construction should incorporate architectural design elements to improve character and break up long wall expanses in order to create the impression of a series of smaller buildings. Such buildings should have one or more primary entrances as well as windows on the front (street-facing) side of the structure. All new development should draw on the historic character of the community.

Large footprint retailers (“big boxes”) are not appropriate for this neighborhood (most would not select this area anyway due to inadequate land area). Medium-size footprint buildings exceeding South Main Street scale may be considered South of Parrish and Green Streets. However, wetlands south of Green Street will likely limit the size of building footprints in this area.

Residential structures currently existing South of Antis Street and North of Parrish and Green Streets should be encouraged to be used for residential, office, and small business purposes. Commercial single purpose buildings that are currently existing, should be given some modest zoning incentives to re-develop those parcels in an architecturally enhanced manner.

Off-street parking requirements for individual uses in the South Main neighborhood should be reduced. Instead the emphasis should be on shared parking arrangements.

Multiple-story buildings with commercial uses on the ground floor and commercial, residential, and/or office uses on the upper floors should be strongly encouraged for all new development. Developers should be encouraged to design any new single story buildings to create the appearance of a multi-story building.

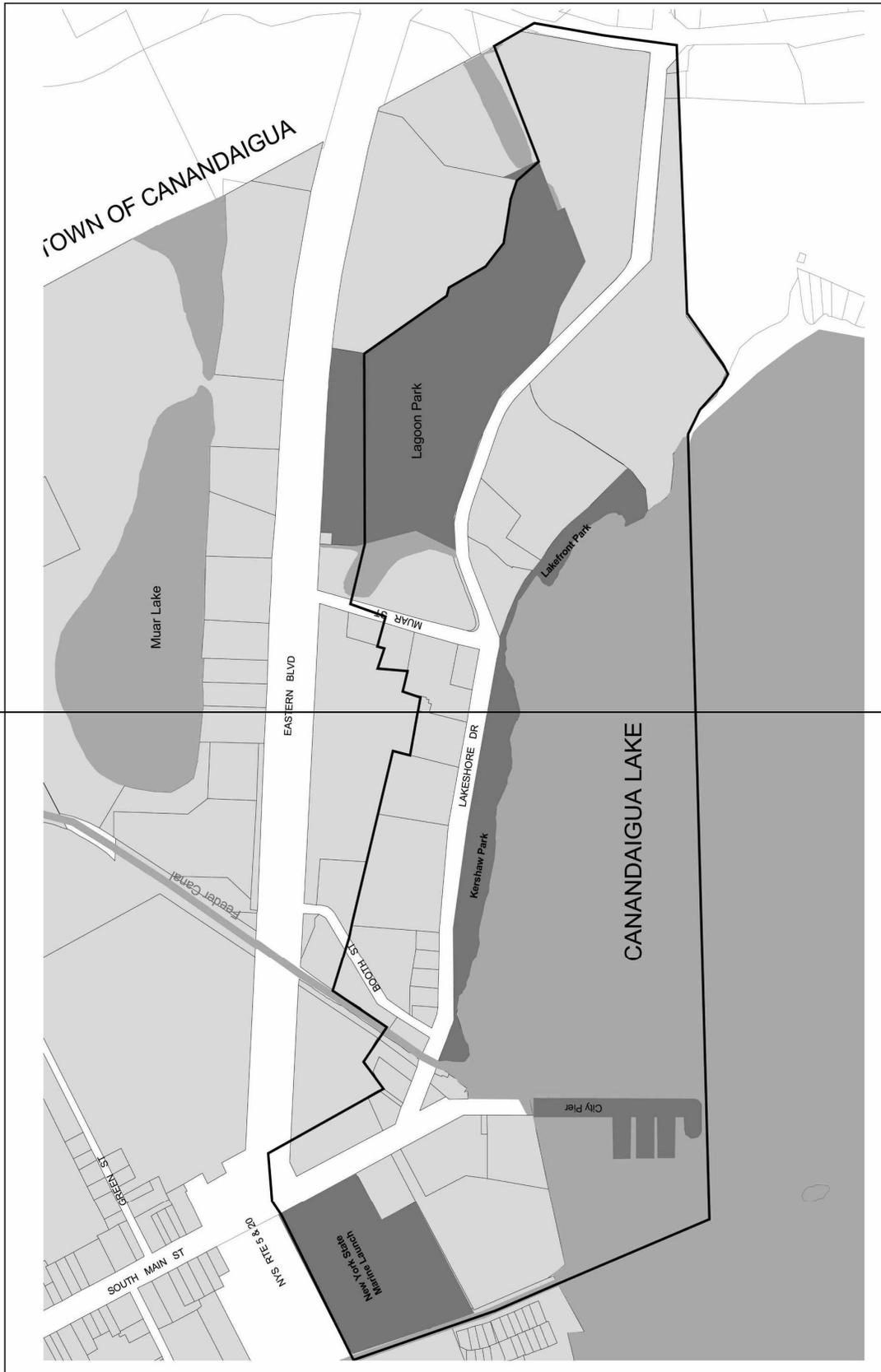
4. Improve the pedestrian environment at the Eastern Boulevard intersection.

Work with the NYSDOT to rebuild the intersection of Eastern Boulevard (Rtes 5 & 20) with South Main Street. This intersection creates a physical barrier between the Lakefront and the South Main and Downtown areas.

In the 1950s an overly wide right-of-way was acquired for a potential overpass and several homes to the north and south of eastern boulevard were demolished. This void now adds to the divide between Downtown and the Lakefront.

In 2008 the NYSDOT made improvements to the pedestrian crossings at this intersection and planted trees in the open space of the northwest corner.

The City has begun negotiations with the NYSDOT to “license” this northeast corner for semi-public uses. In 2013 a statue is to be installed here and more could be done to create a more park-like, pedestrian-friendly atmosphere.



LAKEFRONT SUB AREA

1 inch = 500 feet

Office of Development & Planning
Richard E. Brown, AICP Director

6.3 LAKEFRONT

6.3.1 Existing Conditions

"Lakefront" as a study area is defined as the properties along Lakeshore Drive from the intersection of South Main Street to East Lake Road (County Road 364). The Lakefront district extends approximately half the length north along both Booth Street and Muar Street towards NYS Rtes 5 & 20. This District includes more than 175 acres including 50 acres of public parks.

Currently the zoning of this sub-area is Commercial Lakefront (C-L), Parks and Recreation (P-R) and Planned Unit Development (PUD), some portions are zoned for Heavy Commercial (C-3).

While agriculture was the first industry of the lakefront, tourism followed closely behind. Much of the Canandaigua Lake watershed wasn't settled until the early 1800s and by 1880, 80% of the watershed had been cleared for farming. In 1827 steamboats began carrying crops from the southern port at Woodville. Rail and trolley lines extended to this working lakefront to gather the produce. In 1847 these lines were extended over the lake itself with the completion of the City Pier.

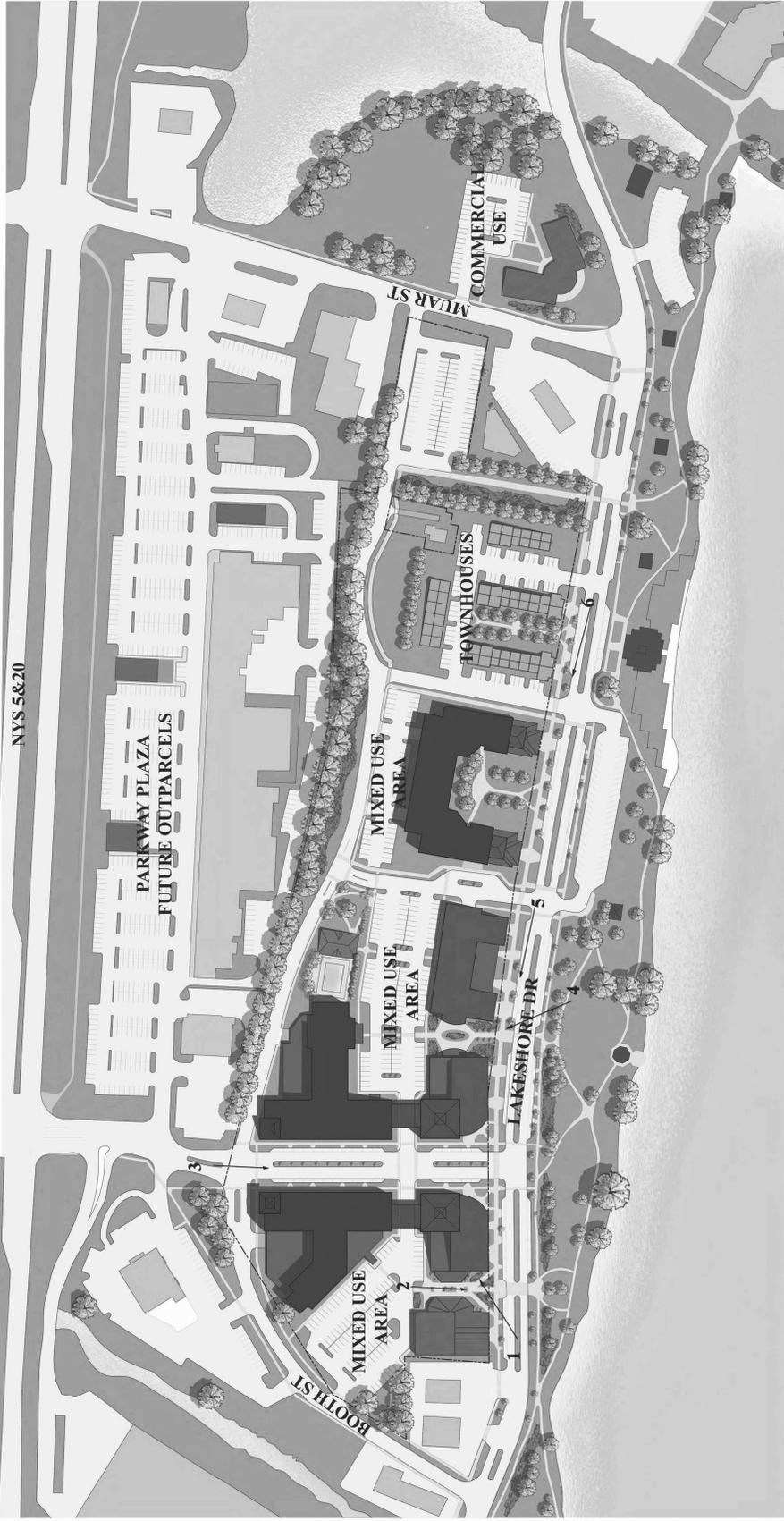
Wealthy families built summer homes on the lake and by 1900 there were several hotels, restaurants, and summer camps for children dotting the lakeshore. Kershaw Park was built between 1920 and 1936 to not only accommodate residents but also attract tourists. By this time the steamboats on Canandaigua Lake carried less produce and more sightseers.

Roseland Park, an amusement park, opened in 1925 and over its sixty-year history, shaped much of the Lakefront area. Roseland Park closed in 1985. The property was sold to *Rosewil Associates*, a development corporation of Wilmorite. In 1989, the City of Canandaigua approved a redevelopment plan called "Rosepark", a 110 acre, mixed-use Planned Unit Development (P.U.D.). The Rosepark plan includes a number of activity centers that have been built more or less according to plan over the last decade.

Lagoon Park was completed in 2005 and the remaining un-built component of this P.U.D. is the hotel to be associated with the Steamboat Landing. In 2010 a Final Site Plan was approved for this project. Construction is anticipated in 2013.

In 2007 the New York Wine & Culinary Center was opened at the intersection of South Main Street and Lakeshore Drive. This facility serves as a gateway for agritourism throughout the New York State, provides culinary courses, a wine tasting room, includes a restaurant that features locally-sourced ingredients.

In 2009 the City Council issued a Sketch Plan Approval for a Planned Unit Development referred to as "The Canandaigua Lakefront Redevelopment Project". In 2013 a revised plan was submitted (attached). This 34-acre project includes most of the property between Booth Street and Muar Street and between Lakeshore Drive and Eastern Boulevard. The mixed-use plan includes 457 dwelling units and 77,600 square feet of new commercial space, in addition to the existing Parkway Plaza. A Final Site Plan will need to be approved before the project can move to construction.



SKETCH SITE PLAN
 JULY 31, 2013



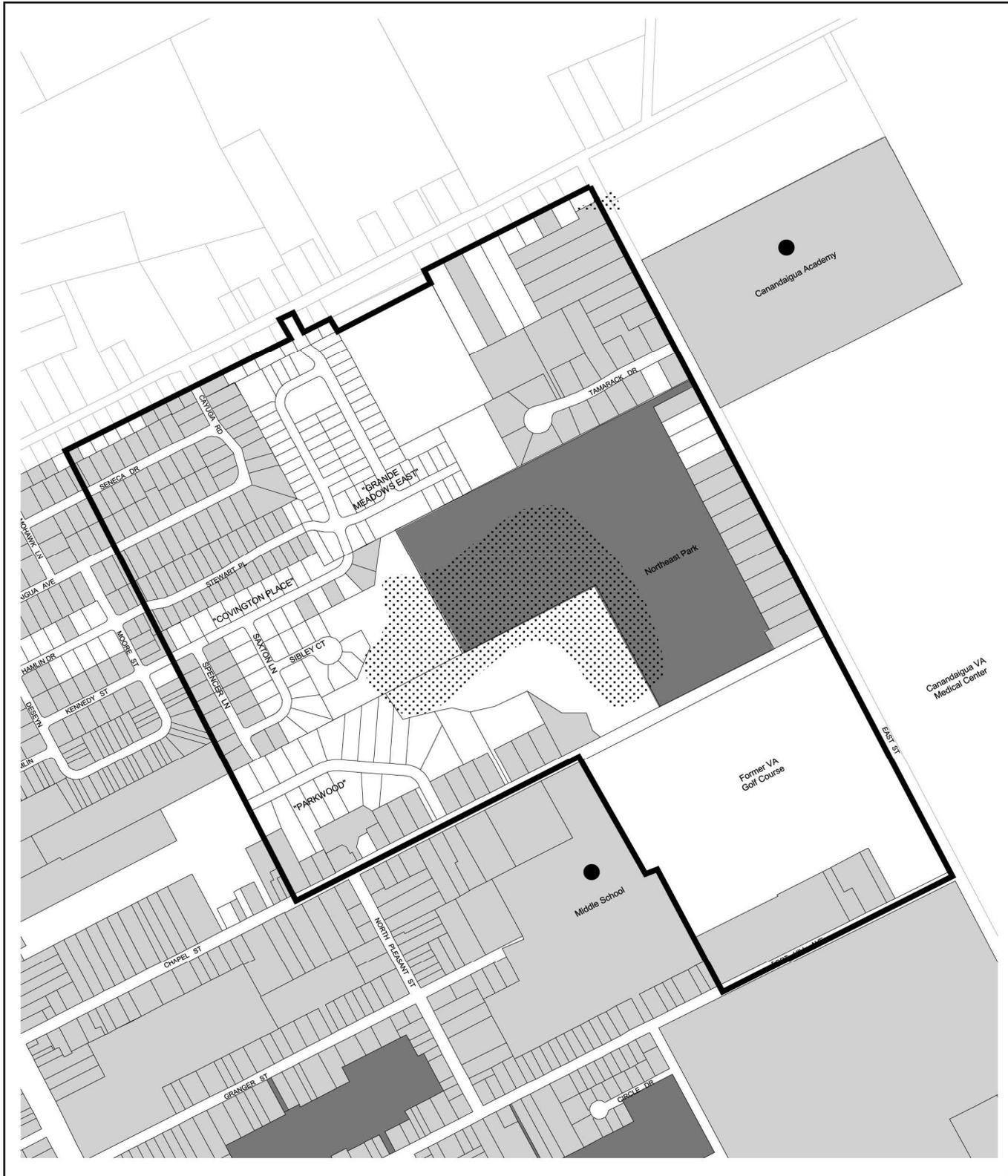
Morgan LeChase Development
 HANLON ARCHITECTS
 Stantec

6.3.2 Goal

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, has open areas with courtyards, patios and alleyways.

6.3.3 Recommendations

- 1. Monitor the completion of Steamboat Landing Hotel and Conference Center.**
- 2. Support the implementation of the Lakefront Redevelopment P.U.D. and consider integrating Parkway Plaza into the Lakefront district.**
 - A. Encourage a fine blending of mixed uses that are open to the public. Restaurants, shopping, hotels and other tourist and culturally-related development should be located within close walking distance of one another to create a lively, synergistic combination of activities. One use should not dominate.
 - B. Allow some retail-type offices typically used by the public (such as real estate offices) on Lakeshore Drive.
 - C. The height of multi-story buildings should not overwhelm the lakefront district.
 - D. Create additional parking behind the structures on the north side of Lakeshore Drive. Parking should be developed in association with the addition of new commercial development so that small Lakefront properties can be maximized, and curb cuts will be minimized. Parking should be located behind or within buildings. Other parking options should be evaluated such as shared parking, off-site parking with seasonal shuttle service, and municipal parking.
- 3. Evaluate the three-way intersection of South Main Street, Lakeshore Drive and the City Pier to accommodate increased development and traffic flow.**
- 4. Expand year-round cultural, recreational, and social activities in the Lakefront district.**



City of Canandaigua Comprehensive Plan

NORTHEAST QUADRANT FOCUS AREA

1 inch = 700 feet



City of Canandaigua
Office of Development & Planning

6.4 VACANT LAND IN THE NORTHEAST QUADRANT

6.4.1 Existing Conditions

The area referred to as the "Northeast Quadrant" consists of approximately 240 acres, mostly north of Chapel Street and east of Moore Street. About half of the land in this area remains undeveloped. It includes one active subdivision and two mapped, but un-built subdivisions. It also includes the Northeast Park and the former VA Golf Course. There is a large, protected wetland central to the district.

| | Acreage |
|--|------------|
| Developed residential land | 80 |
| Northeast Park | 40 |
| "Covington Place" Subdivision (58 lots) | 30 |
| "Grand Meadows East" Subdivision (66 lots: un-built) | 20 |
| "Parkwood" Subdivision (20 lots: un-built) | 10 |
| VA Golf Course | 40 |
| Wetlands | 20 |
| TOTAL | 240 |

Developed residential land includes single-family homes on Seneca Drive, Canandaigua Avenue, Chapel Street, East Street, and Tamarack Drive, as well as attached single-family dwellings on Stewart Place.

The "Covington Place" subdivision was approved in 2005. To date, 22 lots have been developed along Kennedy Street and Spencer Lane. Saxton Lane and Sibley Court have not yet been built, nor has the connection between Kennedy Street and Stewart Place. The subdivision also includes some wetlands and is slated to have a pedestrian trail leading to the Northeast Park.

The "Grand Meadows East" subdivision was approved in 2005 and was to consist of attached, single-family dwellings. Construction was never initiated.

The "Parkwood" subdivision was approved in the late 1980s but was never built. Provisions were made in the approval of the "Covington Place" subdivision to allow connection between these two projects.

During the planning in 2003-2005 efforts were made to establish interconnected streets between subdivisions in an effort to create a more traditional street network, improve traffic patterns, and provide access to Chapel Street as well as North Road. Currently, Stewart Place and the Covington Place subdivision is accessed primarily from Main Street via Cribb Street.

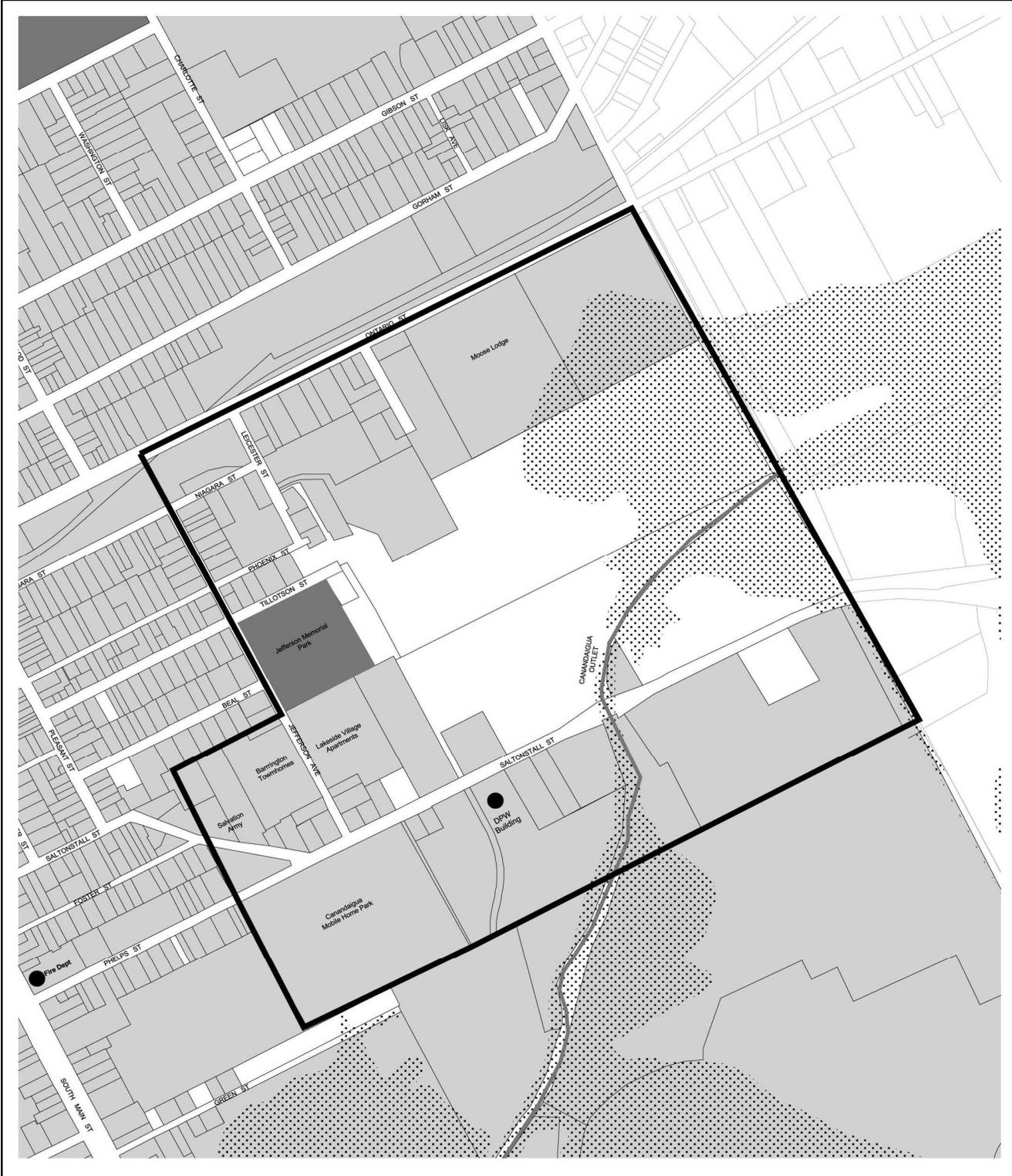
The Canandaigua VA Medical Center operated a private golf course on 40 acres west of East Street until the early 1990s. This land is retained by the federal government and as such it is not subject to local zoning or plan review.

6.4.2 Goal

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

6.4.3 Recommendations

- 1. Support development with residential lot sizes of 6,000 to 10,000 square feet.**
- 2. Consider alternative residential development patterns such as attached, single-family homes, patio homes, or zero-lot line development.**
- 3. Build traditional streetscapes with narrow roadways with curbs, street trees, sidewalks, and homes built close to the road.**
- 4. Create a network of interconnected streets.**
- 5. Provide pedestrian linkages to the Northeast Park.**
- 6. Explore the possibility of developing the wetland area as a regional stormwater retention area.**
- 7. Work with the VA to find compatible uses for the former golf course**



City of Canandaigua Comprehensive Plan
SOUTHEAST QUADRANT FOCUS AREA

1 inch = 700 feet



City of Canandaigua
 Office of Development & Planning

6.5 VACANT LAND IN THE SOUTHEAST QUADRANT

6.5.1 Existing Conditions

The area referred to as the "Southeast Quadrant" consists of approximately 230 acres, mostly south of Ontario Street, north of Saltonstall Street, and east of Jefferson Avenue. This area includes a mix of high-density housing and older industrial properties, as well as Jefferson Memorial Park.

Over 200 dwelling units are contained on three properties near the intersection of Saltonstall Street and Jefferson Avenue between the Lakeside Village Apartments, Barrington Townhomes, and the Canandaigua Mobile Home Park.

Central to the district are three large, vacant properties that comprise more than 75 acres, although the easternmost of this is hindered by wetlands and the flood plain of the Canandaigua Lake Outlet. These properties are zoned for heavy industrial and manufacturing operations.

6.5.2 Goal

Develop this area as a mixed-use district with a blend of high-density residential adjacent to Jefferson Park and contemporary industrial uses.

6.5.3 Recommendations

- 1. Rezone portions of vacant property adjacent to Jefferson Memorial Park to R-3 (Multi-family Residential).**
- 2. Develop the remainder as contemporary industrial uses and incubator space for technology, light manufacturing, and warehousing.**

