

# CITY OF CANANDAIGUA COMPREHENSIVE PLAN 2002 AMENDMENT

## SUMMARY OF GOALS AND RECOMMENDATIONS

### **1. SMALL TOWN CHARACTER**

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#### **Goal**

Maintain a "small town character".

### **2. TRANSPORTATION**

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#### **Goal**

Provide for an efficient traffic flow on city streets while protecting the safety of drivers and pedestrians alike. Improve public transportation.

#### **Recommendations**

1. Participate in a Regional Transportation Study.
2. Study the feasibility of diverting undesirable truck traffic off Main Street via a truck route or bypass.
3. Promote an attractive public realm within the North Main Street right-of-way.
4. Work with NYS DOT to install traffic calming measures to reduce vehicular speed and improve pedestrian crossings on Main Street and Eastern Boulevard.
5. Study the feasibility of providing convenient public transportation to link the Downtown to the Lakefront.
6. Promote the construction of residential streets built upon the traditional street grid.
7. Encourage new uses that would not significantly increase traffic volumes on local streets.
8. Consider installing sidewalks on both sides of all city streets.
9. Promote transportation that enhances pedestrian activities.
10. Study the feasibility of a north-south collector street on the east side.
11. Develop a system of bike paths and pedestrian trails.

### **3. HOUSING**

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#### **Goal**

Protect the quality of residential neighborhoods by keeping them quiet and attractive, yet promoting their unique characteristics and diversity of land use where it is present.

#### **Recommendations**

1. Increase percentage of owner occupancy
2. Promote opportunities to increase homeownership and expand home rehabilitation throughout the city.
3. Encourage owner occupancy of multiple family units.
4. Develop a policy regarding home occupations that encourages fledgling businesses with no impact on the residential character of neighborhoods, yet encourages use of commercial locations.
5. Improve city communications regarding availability of housing programs.

#### **4. PARKS AND RECREATION**

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##### **Goal**

Provide a wide range of active and passive recreational uses in a manner that features and complements the Canandaigua environment. Provide for a system of bike paths and trails. Promote a joint park system with the Town of Canandaigua.

##### **Recommendations**

1. Implement plans for Lagoon Park.
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. Reconstruct the Downtown Minipark in a design more appropriate for its downtown location, and in a manner that acknowledges the history of the site.
4. Create an additional neighborhood park in the northeast quadrant of the city.
5. Expand public programs offered in existing city parks.
6. Provide launches for non-motorized, small craft at the lakefront and appropriate points along the Canandaigua Outlet and Feeder Canal.
7. Explore the feasibility of an intermunicipal sports complex.
8. Continue to expand intermunicipal cooperation of parks and recreational programs.
9. Continue to maintain the high quality of public parks and park equipment.

#### **5. ECONOMY**

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##### **Goal**

It is a priority of the City to promote economic development and capitalize on the unique aspects of the community to develop a sound niche market in the regional economy to improve the local sales tax base, increase property tax base, expand employment opportunities, raise household income levels, and continue to encourage the expansion of the manufacturing base.

##### **Recommendations**

1. Conduct a citywide economic analysis.
2. Continue to use an economic development task force in order to explore economic development opportunities and promote dialogue between city government and the business community.
3. Pursue grants and other state and federal aid.
4. Promote commerce that meets the needs of the community.
5. Develop niche markets for arts, antiques, and healthcare.
6. Promote winter tourism and transportation to local ski areas.
7. Expand the tourism *shoulder season*.
8. Manufacturing and other employment producing development should be considered for the vacant areas of Ward 2.
9. Consider higher and better uses for vacant and underutilized properties that could provide appropriate economic development, contribute to the improved character of the community and the surrounding properties.
10. Be aware of the importance of high-speed access to the Internet. Communities that prosper in the future must be "digital ready" for the future growth of the technology and telecommunication revolution.

## **6. HISTORIC PRESERVATION**

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### **Goal**

Emphasize the history of Canandaigua in all aspects of daily life. Promote new development that complements designated historic buildings and architectural styles. Wherever possible, designated historic structures should be rehabilitated and returned to prominent uses in the community.

### **Recommendations**

1. Encourage incentives for the rehabilitation of historic structures.
2. Develop architectural guidelines and require architectural review for all new construction, with the exception of single-family and two-family residences.
3. Promote heritage tourism as a means of celebrating local history and rounding out the current tourism economy.
4. Continue to support historic zoning.

## **7. SIGNAGE**

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### **Goal**

Maintain signage that is attractive and inviting, effective in providing directional information and advertising for business.

### **Recommendations**

1. Consider including review of signage within Architectural Review or Site Plan Review.
2. Review the Existing Signage Regulations
3. Consolidate Route Signs and Directional Signage.
4. Improve the signage for public parking.

## **8. LANDSCAPING**

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### **Goal**

Maintain the attractive landscape of the community.

### **Recommendations**

Consider expanding the standards for landscaping within Site Plan Review.

1. Reestablish landscaping in the public right-of-way where adjacent property owners have been allowed to encroach with pavement.
2. Provide information to residents regarding the maintenance of street trees adjacent to their property.
3. Reconsider the city's biodiversity practice.
4. Review practices and policies regarding the removal of significant historic trees in the public right-of-way.

## **9. INTERMUNICIPAL OPPORTUNITIES**

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### **Goal**

Identify and maximize opportunities to provide increased efficiencies and a greater level of services for residents through multi-jurisdictional cooperation with adjacent townships, Ontario County, and the Canandaigua City School District. Through intergovernmental cooperation, share revenue and resources.

### **Recommendations**

1. Encourage regional planning for issues that span municipal boundaries:
2. Explore opportunities to share resources and revenues:

## **10. NORTHERN GATEWAY**

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### **Goal**

The Northern Gateway should continue to provide an important location for commercial activities, but should be reshaped to create an appropriate aesthetic gateway for the historic community.

### **Recommendations**

1. Create a new Residential-Institutional (R-I) zone district to buffer the single-family district (R-1B) from the heavy commercial zone (C-3).
2. Establish a distinctive "gateway" at the city line.
3. Non-residential development in the district should be sensitive to adjacent residential properties.
4. Promote an attractive public realm within the North Main Street right-of-way.

## **11. DOWNTOWN**

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### **Goal**

Make Downtown a bustling, vital place –a safe and inviting stage for community activity. Restore Downtown’s role as the social, cultural, and economic center of the region. The district should exude a festive atmosphere within a structure of architectural continuity and historic charm.

### **Recommendations**

1. Update the 1990 “Downtown Canandaigua Market Analysis”
2. Continue to provide a mix of specialty retail uses and convenience services Downtown.
3. Encourage more restaurants and gathering places downtown.
4. Develop office uses on the upper floors of downtown structures.
5. Improve Downtown Parking
6. Install Traffic Calming Measures
7. Improved Lighting
8. Sidewalk Improvements
9. Seek a post office satellite office downtown.

## **12. SOUTH MAIN STREET**

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### **Goal**

South Main Street should be developed as a distinct “in-town” neighborhood that links downtown and the lakefront. The South Main neighborhood district will consist of 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, and commercial uses (retail, service, and office).

### **Recommendations**

1. Zoning
2. Predictable and Streamlined Approval Process
3. Marketing
4. Investments
5. Time

### **13. LAKEFRONT**

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#### **Goal**

The Canandaigua Lakefront should continue to grow as a balanced, mixed-use area focused on public access to Canandaigua Lake. Year-round activities should be developed. The land use and streetscape design should be pedestrian friendly, with buildings approachable from all sides, with outdoor public places including courtyards, patios, and safe alleyways between buildings.

#### **Recommendations**

1. Complete planned elements of the Rosepark development including lakefront hotel and Lagoon Park.
2. Complete street improvements to Lakeshore Drive east of Muar Street in the same manner as the rest of Lakeshore Drive.
3. Encourage a fine blending of mixed uses that are open to the public.
4. Allow some retail-type offices typically used by the public (such as real estate offices) on Lakeshore Drive.
5. On the north side of Lakeshore Drive, allow residential uses on upper floors (or on the first floor not facing the lake).
6. Architectural review and site plan review should be continued in the district. The height of multi-story buildings should not overwhelm the lakefront district.
7. Create additional parking behind the structures on the north side of Lakeshore Drive.
8. Develop vacant and underdeveloped properties in a manner that takes greater advantage of this unique and economically advantageous lakefront setting.
9. Consider integrating the properties on the south side of Eastern Boulevard into the Lakefront District.
10. Expand public swim areas in Kershaw Park.
11. Evaluate the three-way intersection of South Main Street, Lakeshore Drive and the City Pier to accommodate increased development and traffic flow.
12. Consider hiring a consultant regarding the best use of the north side of Lakeshore Drive.

### **14. EASTERN BOULEVARD**

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#### **Goal**

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, there should be some provisions for the pedestrian and efforts should be made to improve the overall appearance of the district, especially within the street right-of way.

#### **Recommendations**

1. Seek improvements to the Eastern Boulevard right-of-way during the upcoming reconstruction.
2. Continue to apply Architectural Review and Site Plan Review for new construction and alterations to existing structures to ensure attractive and compatible construction.
3. Review lighting standards.
4. Review the list of permitted uses in the C-3 zone district.

### **15. SOUTHEAST INDUSTRIAL DISTRICT**

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#### **Goal**

Redevelop the Southeast Industrial district for contemporary industrial uses, including warehousing, high technology and light manufacturing to provide employment opportunities and increased property values.

#### **Recommendations**

1. Consider developing a new north-south road between Ontario Street (County Road 4) and Saltonstall Street (County Road 46) to provide improved truck access. Truck traffic should be routed away from residential neighborhoods.
2. Development in the district should be sensitive to adjacent residential properties.
3. Take advantage of recreational opportunities in protected wetland.