

*Collectively*

# Canandaigua

Town of  
CANANDAIGUA

City of  
Canandaigua  
the Chosen Spot

CANANDAIGUA  
Local Development Corporation

»» DRI Round 5

»» Uptown



»» Downtown



»» Lakefront



propelling  
*Canandaigua*  
forward  
together

a joint application between the  
**Town of Canandaigua,**  
**City of Canandaigua,** and the  
**Canandaigua Local Development Corporation**





# Introduction to **Canandaigua**



# Introduction to *Collectively* Canandaigua

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**REDC Region:**

Finger Lakes

**Municipality Name:**

Town of Canandaigua,  
City of Canandaigua

**Downtown Name:**

Collectively Canandaigua

**County Name:**

Ontario County

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**>>> At a Glance**

This application is a joint submittal between the Town and City of Canandaigua, led by their collaborative management arm, the Canandaigua Local Development Corporation (CLDC). Recognizing the complementary relationship between the Town's Uptown and the City's Downtown and Lakefront, the Collectively Canandaigua DRI Area extends across both municipalities and is unlike any other community in the Finger Lakes region. We have everything from a scenic Lakefront to a historic Downtown and advanced manufacturing facilities in our growing Uptown mixed-use hub – all in one place and all connected along one 4-mile corridor.

Our incredible natural backdrop, unmatched quality of life, and history of active investment strategically position our community to realize significant returns from the State's \$20 million commitment to our communities. This infusion will allow us to unlock Canandaigua's full and unrivaled potential, to create a connected and inclusive community, and to implement projects whose benefits will be shared and realized by all existing and future residents, employers, and visitors to our unique and vibrant Collectively Canandaigua community.







# Canandaigua's **Vision**





# Canandaigua's **Vision for the Future**

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Provide a brief summary of the municipality's vision for downtown revitalization.

“ **Collectively Canandaigua** is a unique, evolving place bursting with a variety of assets from our Downtown Main Street to the lakefront, from residential to retail options, from large employers to small businesses, and from recreational to tourism opportunities; all of which contribute to a quality of life that is unparalleled in the Finger Lakes region. The connectedness of the Town and City of Canandaigua is what sets our community apart. We are one entity, “Collectively Canandaigua” – linked not only by our connected corridor, but by our inclusivity and partnership. We recognize the distinctiveness and interconnectedness of our character areas – Uptown, Downtown, and the Lakefront – and are actively working to unify these areas for all to enjoy. We believe in continuing to leverage these synergies and differences to unlock the economic potential we know is uniquely apparent here. In doing so, we hope to realize our shared vision of becoming an inclusive, connected, mixed-use community whose quality of life is enhanced by opportunities for business and employment, recreation, tourism, healthy living, and environmental stewardship.”







# Justification for **Canandaigua**





# Justification for *Collectively* Canandaigua

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Provide an overview of the downtown area nominated and the reasons for its selection.

The Collectively Canandaigua DRI Area sets itself apart from any other in the Finger Lakes region. It features a mixed-use commercial and industrial area, a vibrant Main Street, and a lakefront recreational and tourism destination all along the same 4-mile corridor. Each area has seen significant investment in recent years and all are experiencing residential and economic growth. Opportunities exist to strengthen the connections between the Uptown, Downtown, and Lakefront areas and to implement projects that capitalize on the strong synergies between them. These transformational projects can enhance quality of life and realize significant benefits for all Canandaiguans, residents and visitors included. With the unique opportunity to leverage this latent potential through the Town and City's proven ability to administer economic development programs and in combination with an infusion of State funding, Canandaigua has unquestionably positioned itself as the right choice for Round 5 of the Downtown Revitalization Initiative.

## »» Collectively Canandaigua Synergies

The DRI Area is emblematic of the "Collectively Canandaigua" mentality – the necessary and beneficial connection of the Town of Canandaigua and the City of Canandaigua, whose assets and resources benefit and support each other. Town residents visit City businesses, attend churches on Main Street, and receive fire protection for the City Fire Department. City residents make use of the open spaces and parklands in the Town, eat food grown in the Town, and may work in the Town. These interconnections reflect the strong synergies between the Town and the City and, by extension, between the Uptown, Downtown, and Lakefront Areas. Investment in the Uptown, Downtown, or the Lakefront Area will support and be supported by investment in the other areas, spreading successes across greater Canandaigua.



# Justification for *Collectively* Canandaigua

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## »» Established Downtown and Lakefront

The DRI Area includes one of the most recognizable downtowns in Upstate New York and arguably the premier destination on all the Finger Lakes. Downtown Canandaigua and the Canandaigua Lakefront provide a strong, established foundation for the DRI Area with regional recognizability that make them regional destinations for tourism and recreation. Investments in the DRI Area are supported by the Downtown and Lakefront Areas, whose existing base of assets will complement investment in Canandaigua wherever it is targeted.

## »» Growing Uptown

In recent years, the Town of Canandaigua has worked diligently to realize the long-stated goals for Uptown, and its potential as a regional commercial and employment hub have been recognized in recent Town plans and studies. With the assistance of New York State, funding was secured to upgrade the sewer infrastructure to allow it to handle the potential intensity of future development. The Town created a “Mixed-Use Overlay” zoning district to provide greater flexibility to land use decisions in this area. In 2018, the Town adopted a mixed-use and multi-modal transportation study of the Uptown Corridor, which identified a clear vision for the Uptown Area. The Town prepared and will be adopting a Form Based Code as recommended in the study in Fall 2021. The flexibility offered by the Form Based Code have already begun to attract developers to the area and the community has expressed a desire for increased residential density in this area. Uptown is growing and evolving, and would benefit from significant improvements to its streetscape and public realm. Investment as part of the DRI would leverage the many years of efforts already undertaken by the Town and propel Uptown to the next level.









# Justification for *Collectively* Canandaigua

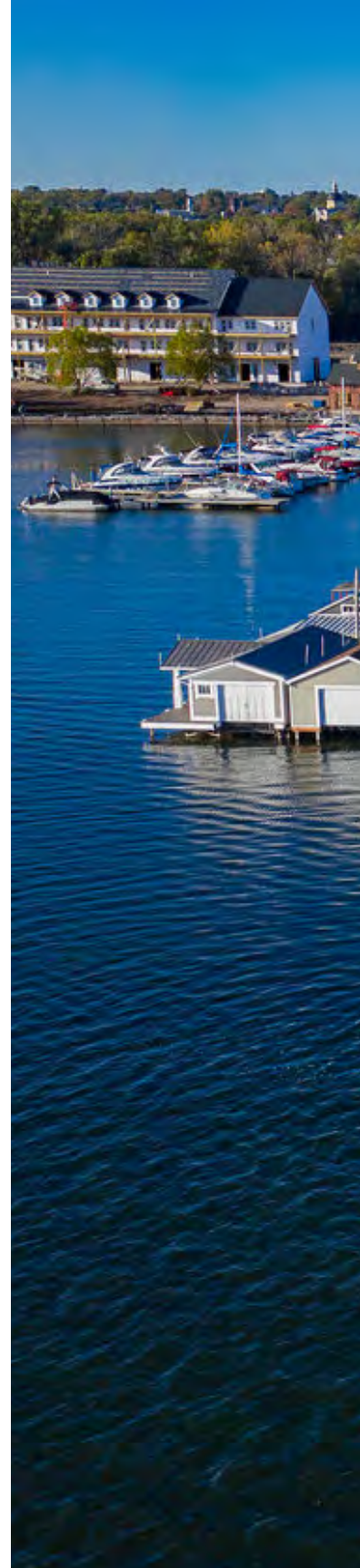
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## »» Recent and Ongoing Investment

Canandaigua is seeing a tremendous amount of public and private investment, with several major projects being recently completed and more coming on-line in the near future. More information about recent and ongoing investments can be found in **Section 2, Past and Future Investment**. Growing developer interest in Canandaigua is bolstered by its strong economic and tourism markets and by its quickly expanding residential and employment populations. An infusion of DRI funding will help leverage this investment and unlock the kind of once in a generation economic opportunities that would not be possible otherwise.

## »» Community Capacity and Commitment

The joint leadership of the Town of Canandaigua, City of Canandaigua, and the Canandaigua Local Development Corporation (CLDC) signal our team's strong and heightened capacity to administer this large grant request. Our capable partners, including the Ontario County Economic Development Agency, Canandaigua Chamber of Commerce, Canandaigua Business Improvement District, and the Downtown Canandaigua Merchant's Association are all jointly committed to the success of the Uptown, Downtown, and Lakefront. We have also worked diligently to cultivate community support and have ensured that the community vision set forth in this application is inclusive of the needs and desires of a broad range of stakeholders, such that the outcomes of the DRI can be equitably and deservedly realized by all Canandaiguans.







»» City Pier



»» Section 01

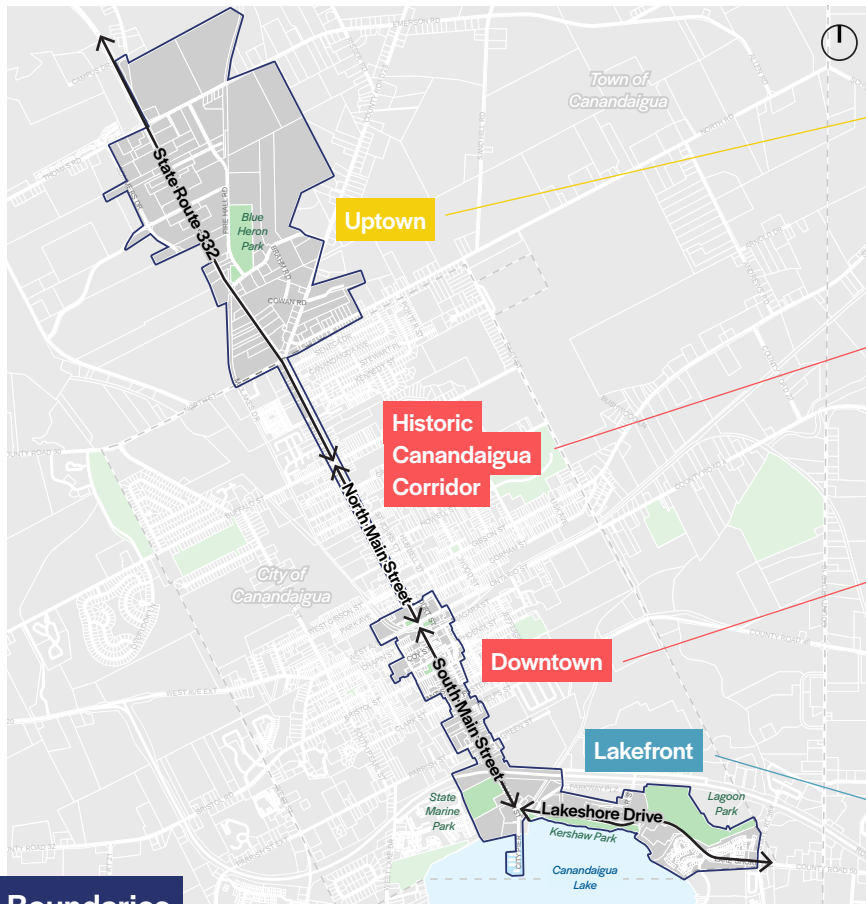
# Boundaries of **The DRI Area**



# Boundaries of The DRI Area

Detail the boundaries of the targeted downtown area or neighborhood.

The Collectively Canandaigua DRI Area includes Uptown in the Town of Canandaigua and Downtown and the Lakefront in the City of Canandaigua. These character areas are linked together by the State Route 332/Main Street corridor.



## »» Boundaries

The Collectively Canandaigua DRI Area combines Canandaigua's strongest assets: its growing Uptown residential, employment, and industrial hub, charming and active Downtown Main Street corridor, and scenic lakefront tourism and recreational destination into a single, connected, and dynamic area that features the best of what Canandaigua has to offer and to build on.



# Past and Future Investment





# Past and Future Investments

- Uptown Area
- Downtown Area
- Lakefront Area
- Entire DRI Area

Describe how this DRI area will be able to capitalize on prior private and public investment and catalyze future investments in the neighborhood and its surrounding areas.

In recent years, millions of dollars of public and private spending have surcharged growth throughout the Collectively Canandaigua DRI Area. These investments have been far-reaching, impacting everything from housing options, to infrastructure, to recreational offerings. Upcoming investments, including those as part of the DRI, will leverage these recent assets and build on the incredible momentum and excitement they have created.

## Collaborative Planning

The Town and City of Canandaigua have been actively investing in planning the future of the Collectively Canandaigua DRI Area for many years. In the past five years alone, the Town and City have collaborated on a number of planning initiatives including: both community’s comprehensive plan updates, the Canandaigua Waterfront Corridor and Middle Cheshire Road Corridor Active Transportation Plans, and the Canandaigua Parks and Facilities Assessment among others. More information about these plans can be found in **Section 5, Supportive Local Policies**. This level of investment and active planning exemplifies the Town and City’s joint commitment to the betterment of Collectively Canandaigua.

## Akoustis Technologies Expansion \$40 million

Akoustis Technologies, a chip manufacturer for 5G wireless, Wi-Fi, defense, and other mobile communications with a 122,000 square-foot manufacturing facility on Campus Drive in Uptown, is currently in the process of a \$40 million expansion that will help scale its production to approximately 500 million chips per year by the end of 2021. Akoustis is at the cutting edge of 5G technologies and is working to grow its market share in this budding industry. The company is actively recruiting over 65 positions at its Canandaigua facility and will look to add over 300 jobs to enable 24-hour manufacturing after the expansion.



# Past and Future Investments

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## »» Canandaigua Crossing \$8 million

Canandaigua Crossing is a new 6,200 square foot mixed-use development at the intersection of State Route 332 and Parkside Drive, with opening slated for Spring 2022. Several commercial, retail, and service tenants will occupy the building, creating 25 FTE jobs. The development utilized the recently adopted Uptown Form Based Code to inspire and guide its design.

## »» Canandaigua Civic Center Improvements \$500,000

The Canandaigua Civic Center recently received \$500,000 to expand and upgrade the facility located on N. Bloomfield Road. This center serves more than 45,000 visitors per year throughout the County.

## »» Canandaigua YMCA \$ 25 million

The Canandaigua Area YMCA will be vacating their existing location in the historic Post Office in the City of Canandaigua and relocating to the corner of North Street and N. Bloomfield Road in the Town of Canandaigua.

# Past and Future Investments

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## »» Motion Junction \$2 million

The Town of Canandaigua recently partnered with Dream Big! Inclusion in Motion – a local non-profit – to build a new and completely accessible playground that everyone can play on, including those with mobility devices and regardless of their level of ability. The playground will be located in Richard P. Outhouse Park, just outside of the Uptown Canandaigua area.

## »» Uptown Sewer Line Upgrades \$1 million

The Town and County recently invested \$1 million to upgrade new sewer lines on Fire Hall Road. This improvement will support additional development in Uptown, including the level of mixed-use development identified in the Uptown Study.

## »» Tennessee Gas Pipeline \$1 million

Tennessee Gas Pipeline recently invested in gas line infrastructure that crosses Brickyard Road in the Town of Canandaigua. These infrastructure improvements will help accommodate plans for the future build-out of Uptown.



# Past and Future Investments

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## »» University of Rochester – Thompson Hospital Expansion **\$11 million**

The University of Rochester (UR) has commenced work on a new ICU and Pulmonary Center on the F.F. Thompson Hospital campus. This project is in close proximity to Downtown and will generate new nursing and physician employment opportunities, with over \$1 million in new payroll.

## »» University of Rochester Investment **\$5.5 million**

The University of Rochester Medical Faculty Group is currently building a new Orthopedic Practice in the old Macri's Deli space at 699 South Main Street, with a targeted opening of April 1st, 2022. Together with the relocation of the UR Physical Rehabilitation Department to open in fall 2022, this project will expand services at the Former Wegmans Plaza, which is becoming a hub for medical office space.

## »» Hurley Building **\$5 million**

The City of Canandaigua recently renovated the Hurley Building at 205 Saltonstall Street, which now features a state-of-the-art local government facility, with public work headquarters, City Council chambers, and a public meeting space.

# Past and Future Investments

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## »» Factory 243 \$17 million

A development group has commenced work on a mixed-use development located at 243 Gorham Street, at the former G.W. Lisk Manufacturing site, which has been vacant for nearly two decades. The project proposes 88 market rate apartment units along with commercial space. The developer will demolish 40,000 square feet of the building and renovate 79,950 square feet.

## »» VA Hospital Campus Expansion \$144 million

Phase I of this \$300 million modernization project commenced in the spring of 2018. The Veterans Administration has enhanced its commitment to current and future veterans with this investment, as well as to the Canandaigua community. Phase I of the project represents a \$144 million redevelopment and enhancement of existing facilities and the development of a new outpatient clinic for our nation's veterans.

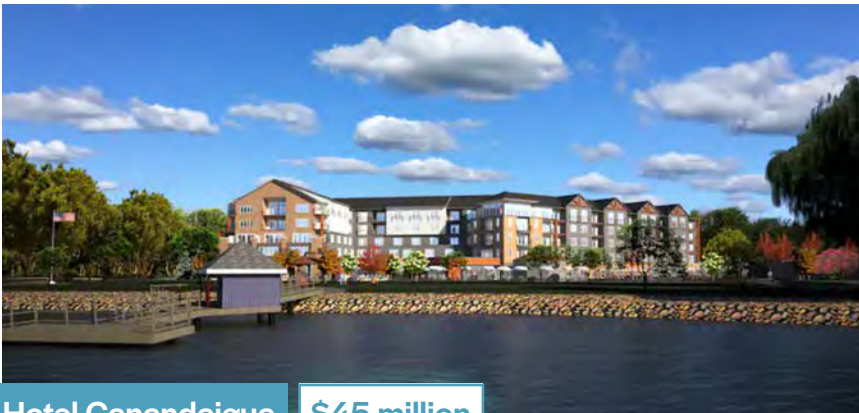


# Past and Future Investments

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## »» Pinnacle North Development \$38 million

The Pinnacle North redevelopment was completed in 2017, and now houses 135 market-rate residential units and a wide range of retail and service uses - including Young Lion Brewing and Abbott's Ice Cream. The project is an example of public-private partnership to address an environmentally-challenged site; with City, County, State, private, and non-profit partners all contributing to ensure the project's success. Future development of the adjacent property is currently being reimagined to include mixed-use development opportunities and a range of housing choices for residents.



## »» Hotel Canandaigua \$45 million

Hotel Canandaigua is slated to open on Lakeshore Drive adjacent to the Canandaigua Lady. The hotel offers visitors a unique all-season destination with a locally inspired restaurant, lakeside bar, and 15,000 square feet of event space.







# Past and Future Investments

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## »» The Lake House on Canandaigua \$48.5 million

The Lake House on Canandaigua is an award-winning 124 guest room luxury hotel that sits on the bank of Canandaigua Lake near the Canandaigua City Pier. The hotel recently opened in 2020 and features an outdoor pool, destination spa, wellness center and a upscale restaurant. A 110,000 square foot wedding and event space offers unique views of Canandaigua Lake for up to 500 people.

In September 2021, the Lake House was named the Best Resort Hotel in New York State by Travel and Leisure Magazine. The Lake House also placed as the second best resort hotel in the continental United States and 30th in the world.

# Past and Future Investments

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## »» Nolan's Restaurant \$1.7 million

In 2017, the wildly popular Nolan's Restaurant experienced a catastrophic fire at its regionally-significant Canandaigua location. The family overcame tremendous financial and organizational challenges to rebuild the site, which re-opened in 2018. This restaurant is now a popular tourist location on Canandaigua Lake.

## »» Vacant Parcels on Lakeshore Drive

There are several vacant parcels ripe for redevelopment on Lakeshore Drive adjacent to Pinnacle North. Prospective new site owners (confidential to the public) are interested and committed to redeveloping these parcels into a mixed-use development to infill this section of the DRI area and continue economic development goals of the community.



# Recent and Potential **Job Growth**



# Recent and Potential Job Growth

- Uptown Area
- Downtown Area
- Lakefront Area

Describe how recent or impending job growth within or near the DRI area will attract a diverse workforce and population, support redevelopment, and make growth sustainable in the long-term.

Canandaigua is a growing regional employment hub with several established major employers and growing increased from new businesses and developers. In the last five years, the City alone has seen over 500 jobs created while plans are in the works to bring upwards of 350 jobs to the Town in the next few years. This momentum is expected to continue and increase in coming years with planned expansions and new businesses that will bring hundreds of new job opportunities across a range of industries and skill levels to all three character areas in Collectively Canandaigua.



## Uptown Area Akoustis Technologies + 300 jobs

Akoustis Technologies, located in Uptown Canandaigua on Campus Drive, is a telecommunications software and hardware firm, which is currently in the middle of a \$40 million expansion. This expansion will enable the company to capture share in the \$2.2 billion market for 5G infrastructure, WiFi, and defense. Akoustis currently employs 70 people in the Canandaigua facility and is recruiting over 65 positions to expand its production capacity. With the proposed investment, the company plans to add over 300 new jobs to enable 24-hour manufacturing to expand its annual production capacity and to support back-end manufacturing, design engineering, and technical trade skill jobs.



# Recent and Potential Job Growth

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## »» Pactiv +35 jobs

Pactiv's 350,000 square-foot plant, spanning 220 acres with 1.2 million square feet of warehouse and technology space, is located in Uptown just off State Route 332. The company has reinvented itself as a sustainable manufacturer and is now producing the EarthChoice (Pactiv Evergreen) product line. It is also a founding member of the Foam Recycling Coalition. Pactiv continues to improve sustainability at its facility with energy efficient lighting and other eco-friendly technologies. Opportunities for expansion include additional shifts that could result in potentially hundreds of new jobs.

## »» Canandaigua Crossing +25 jobs

The Canandaigua Crossing development at the intersection of State Route 332 and Parkside Drive will create 25 jobs at its new commercial, retail, and service businesses.

## »» The Lake House on Canandaigua +350 jobs

The Lake House on Canandaigua recently opened in 2020 and currently has over 200 employees. By summer 2022, the hotel is expected to employ more than 350 people.

# Recent and Potential Job Growth

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## »» Veterans Administration Hospital +50 to 100 jobs

The Veterans Administration currently employs over 1,800 people in the greater Canandaigua region. A \$300 million project to construct new facilities and perform renovations was recently announced. This project will bring even more to job opportunities to this already-impressive economic engine in downtown Canandaigua.

## »» University of Rochester Health System +400 jobs

The City of Canandaigua is home to Thompson Health Center, the regional outpost for the University of Rochester. The University currently employs over 1,300 people in the Canandaigua area, and recently announced the impending addition of nearly 400 new professional staff to the center, located immediately adjacent to downtown.

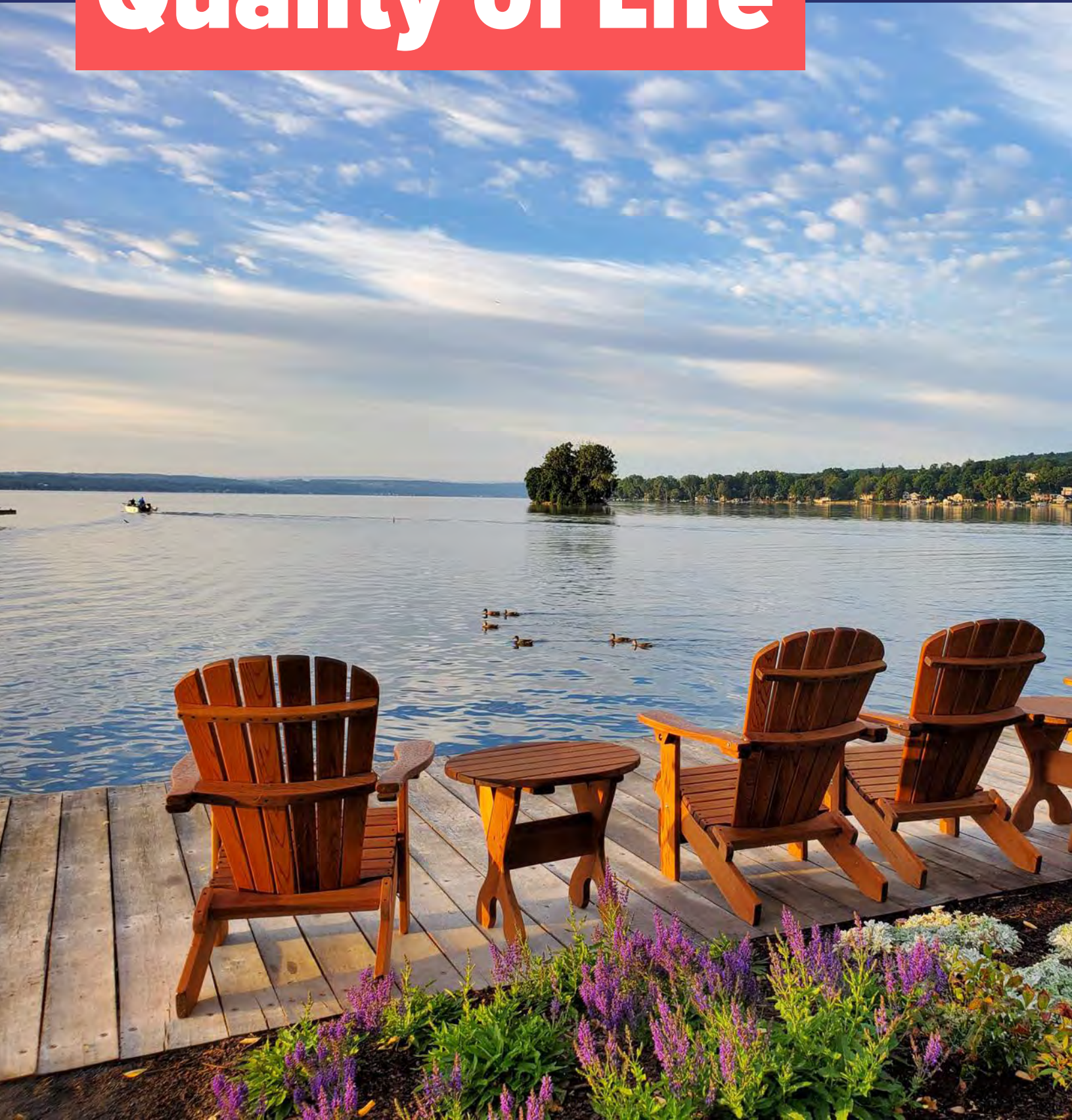
## »» Hotel Canandaigua +150 jobs

Hotel Canandaigua is slated to be open in 2021 and will add a premier lodging facility in the Canandaigua region.



>>> Section 04

# Canandaigua **Quality of Life**



# Canandaigua's Quality of Life

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Identify the properties or characteristics that the DRI area possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown.

**Canandaigua's quality of life is unmatched. Our budding population and sustained developer interest speak to Canandaigua's livability and viability as a center for business and tourism. Residents and visitors have access to top-of-the-line healthcare, quality education, numerous well-paying job opportunities, and other amenities that make Canandaigua a choice destination in the Finger Lakes to live, work, and visit.**

## »» Access to Healthcare

Canandaigua offers state-of-the-art healthcare services from a variety of excellent providers contributing immensely to the overall quality of life for area residents. Thompson Health includes a 113-bed hospital with a full scope of medical services, as well as specialized senior communities, and a Continuing Care Center. Thompson Health was named the 2014 recipient of the Pinnacle Award from the Healthcare Association of New York State and recognized for two consecutive years as a Top Performer on Key Quality Measures by the Joint Commission. In 2012, the organization became an affiliate of the University of Rochester Medical Center, allowing it to broaden the spectrum of services and bring more high-quality specialists to Canandaigua. Rochester Regional Health and Finger Lakes Health also provide medical services in the greater Canandaigua area.

The Veterans Administration Hospital provides a wide range of inpatient and outpatient medical services to veterans living in Upstate New York, and currently serves more than 6,000 veterans on a monthly basis. With a significant redevelopment of the VA Campus underway, the scope of services available and the number of veterans served monthly are due to increase.



# Canandaigua's **Quality of Life**

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## »» Access to Education

The Canandaigua City School District provides high-quality public education and serves students who live in both the Town and City of Canandaigua. The high school graduation rate of 91% is notably higher than the New York State average of 78%, while expenditures per pupil are 24% below average for Ontario County and almost 60% below the New York State average. In 2018, Canandaigua Academy received a Silver Medal from the US News Best High Schools in America and ranked in the top 10% of all high schools nationwide. In addition to a strong public school district, the Canandaigua area also hosts affordable, high-quality post-secondary education. Finger Lakes Community College (FLCC) – located just outside the City – enrolls over 6,500 students and offers over 50 areas of study.

# Canandaigua's **Quality of Life**

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## »» Access to Fresh, Affordable Food

The Canandaigua Farmers Market offers year-round access to fresh, affordable food with ready access to residents of downtown and the surrounding neighborhoods. This market, the only one in Ontario County run by farmers, offers produce from approximately 30 local vendors throughout the year. The market offers a wide variety of quality vegetables, fruits, flowers, meats, eggs, freshly baked goods, and other locally grown and produced products.



# Canandaigua's Unique Assets

»» Uptown Area

»» Downtown Area

»» Lakefront Area

Identify the properties or characteristics that the DRI area possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown.

The Collectively Canandaigua DRI Area is one-of-a-kind in that it has three distinct character areas connected by a central corridor (State Route 332/Main Street). Each character area supports the others, with growing residential, employment, and business opportunities in the Uptown Area, a traditional Main Street in the Downtown Area, and waterfront tourism and recreational opportunities in the Lakefront Area. Investments made as part of the DRI will strengthen the amenities and services already provided in these character areas and will work to promote connectivity and cohesiveness throughout the State Route 332/Main Street corridor.



## »» Uptown Land Use

The Uptown Area has a unique mix of uses in the DRI Area, ranging from commercial to industrial to residential space. It also has a number of prime, vacant, developable sites – including a 100-acre site which is one of the largest contiguous vacant sites in the Finger Lakes region. Recent form based code and other policy updates have positioned the Uptown Area as a strategic opportunity for investment, and several developers are already targeting the area.

# Canandaigua's **Unique Assets**

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## »» Historic Canandaigua Corridor

The Uptown Area and Downtown Area are connected by North Main Street in what is considered Old Canandaigua. This area is lined by historic homes, many of which are contributing properties to the Canandaigua Historic District. Other contributing properties include the Cobblestone Manor and Granger Homestead. This area is also home to important community services like Wood Library, the Ontario County Historical Society, the Fort Hill Performing Arts Center, and several religious institutions.

## »» Canandaigua Historic District

Main Street in Downtown Canandaigua (from Buffalo Street / Chapel Street to Antis Street / Saltonstall Street) is registered on the State and National Register of Historic Places. Over 350 properties built between the 1810s and the 1930s spanning a number of iconic architectural styles contribute to the Canandaigua Historic District, and help shape the unique and beautiful character of the Downtown Area.



# Canandaigua's Unique Assets

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## »» Downtown Main Street and Historic District

Canandaigua's Downtown Area is arguably one of the most vibrant and picturesque in the entire Finger Lakes region. Its beautiful historic building stock, dense and continuous streetwall, and inviting streetscape create a walkable and vibrant Main Street lined by restaurants, small businesses, and other services. Year-round programming make the corridor incredibly lively and dynamic and keep visitors coming back and its close proximity to the Lakefront Area make it a favorite stop for visitors to the lake.

## »» Streetscape and Amenities

The Downtown Area is compact and designed for walkability and bikeability. Dedicated bike lanes, ADA-accessible sidewalks and crosswalks, street trees and planters, and other amenities like pedestrian lighting and benches help make Main Street the intimate, walkable corridor that it is, with a backdrop of beautiful historic buildings. DRI funding will be used to extend these types of streetscape treatments throughout the entire DRI Area to create a cohesive and connected corridor from Uptown to the Lakefront and to promote safe, multi-modal accessibility between the three character areas.







» Main Street



# Canandaigua's **Unique Assets**

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## »» Lakefront Development

Canandaigua's Lakefront Area has seen significant investment in recent years, with several large developments that are bringing new residential, lodging, and tourism options to the lake. Newly completed projects include the Pinnacle North mixed-use development, Hotel Canandaigua, The Lake House on Canandaigua, Nolan's Restaurant redevelopment, and renovations at Canandaigua Sailboard. Additional projects are in the works to for the remaining vacant parcels on Lakeshore Drive.



## »» Boating Facilities

The Lakefront Area also features several facilities that support boating and waterfront recreation, including the City Pier, a number of marinas, docks, and launch spots, several watercraft rental and equipment shops, and public restrooms at Kershaw Park.







»» Pinnacle North



# Canandaigua's Recreation Assets

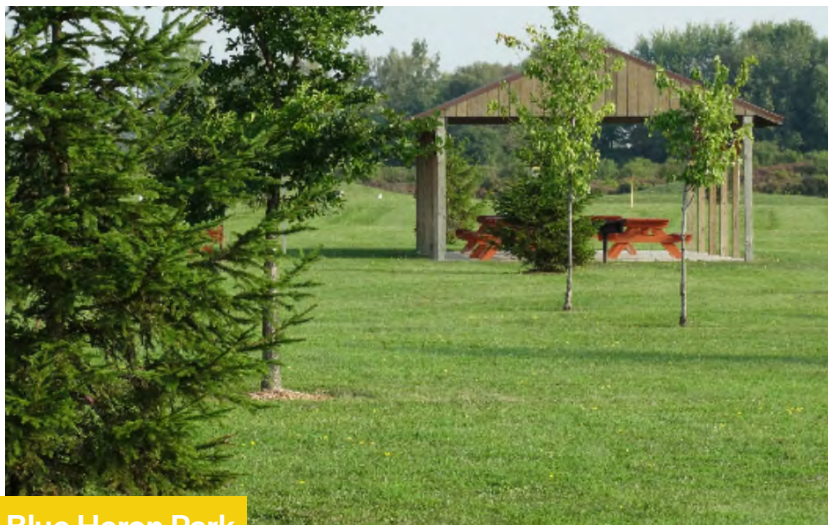
»» Uptown Area

»» Downtown Area

»» Lakefront Area

Identify the properties or characteristics that the DRI area possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown.

The Collectively Canandaigua DRI Area features a number of scenic parks and recreation areas, which are anchored by Canandaigua Lake. The lake and its recreational amenities are vital to the DRI Area, drawing thousands of visitors and driving significant private spending each year. Parks and trail systems throughout the DRI Area complement the lake and contribute to the unique natural environment of the Collectively Canandaigua DRI Area.



»» Blue Heron Park

Blue Heron Park is located just off State Route 332 in the Uptown Area. It features 20 acres of open space, with a looping trail around a stormwater pond complex and a backdrop of woodland. A disc golf course was recently added to the park. Other amenities include benches and a pavilion.

# Canandaigua's **Recreation Assets**

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## »» Trail Systems

The Downtown Area connects to several multi-use trails. A trailhead for the 26-mile Ontario Pathways Trail, which runs along an abandoned rail bed to Stanley and Phelps, is located right on Main Street. Access is also available to the Peanut Line Trail.

## »» Atwater Park and Ontario County Park

Atwater Park and Ontario County Park are located across the Main Street/West Ave/Ontario Street intersection from each other. They often host public events, like the Downtown Merchants Association's "concerts in the park" series.



# Canandaigua's Recreation Assets

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## »» Canandaigua Lake

The Collectively Canandaigua DRI Area is anchored by Canandaigua Lake, one of the Finger Lakes and often dubbed “The Chosen Spot.” The lake is an important recreational and economic resource and draws thousands of visitors to Canandaigua every year. It supports water-based businesses and tourism, creating synergies with and attracting businesses and residents to Downtown and Uptown. Significant investment over the years has built out the lakefront with many amenities, recreation options, boating facilities, businesses, and new developments that make Canandaigua one of the premier lakefront towns in the Finger Lakes.



## »» City Pier

The City Pier is a unique and prominent asset on the lake. The north end of the pier support several marinas, rental shops, and other businesses while the south end boasts 80 quaint boathouses that are unlike anything else in the Finger Lakes. The pier is a prime parking spot for visitors to the lake and also provides scenic views of the lake and other amenities like a seasonal restroom and small picnic areas.







# Canandaigua's **Recreation Assets**

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## »» Kershaw Park

Kershaw Park is prominently located at the head of the lake with panoramic views and beachfront access that make it a popular destination for visitors. The park includes a guarded swimming area with sand beach, a playground, a fishing pier, small craft launching areas, and a public restroom facility. Other amenities include a walking path, picnic areas, and a gazebo. Two public parking areas are provided with bike racks and bike repairs stations as well. A pedestrian bridge connects Kershaw Park to nearby Lakefront Park.

## »» Lakefront Park

Just east of Kershaw Park, Lakefront Park provides a public boat dock, small boat launch area, picnic tables, and a walking path.

# Canandaigua's **Recreation Assets**

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## »» Lagoon Park

Lagoon Park is the largest in the City of Canandaigua, with 34-acres of wetlands and walking trails. The unique ecosystem of the park is protected as a wildlife preserve. Its calm, sheltered waters are ideal for paddling, making it a popular spot for kayaking and canoeing. Fishing platforms and overlooks are also provided.

## »» Canandaigua Lake State Marine Park

Canandaigua Lake State Marine Park is a State Park and boat launch facility that provides public fishing and boating access to Canandaigua Lake. The park also has a large public parking area and restroom facility. It is located just south of the Routes 5 & 20 intersection.



# Supportive Local Policies



# Supportive Local Policies

- Uptown Area
- Downtown Area
- Lakefront Area
- Entire DRI Area

Articulate the policies in place that increase the livability and quality of life of the downtown.

Together, the Town and City of Canandaigua have many policies in place to promote livability and increased quality of life. They range from comprehensive plans, to form based zoning codes, to corridor studies. Each of these documents focuses on elements important to promoting livability, sustainability, and community resilience, including land use, the public realm, and transportation. These plans and policies are thoughtful, actionable, and far-reaching, promoting quality of life for all Canandaigua residents and visitors now and into the future.



## Canandaigua Local Development Corporation (CLDC)

The Canandaigua Local Development Corporation is a joint initiative between the Town and City of Canandaigua and the Canandaigua Chamber of Commerce. Established in 2019, the CLDC grew out of the importance of the Town and City’s working relationship and their shared stake in the advancement of Canandaigua. The CLDC acts as a collaborative management arm of both municipalities with a board made of Town and City representatives. Under the motto “Canandaigua Means Business,” the CLDC stewards investments in Canandaigua and works to promote business development with technical and financial support.



# Supportive Local Policies

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## »» Town of Canandaigua Comprehensive Plan Update

The Town updated its Comprehensive Plan in 2021, with a focus on balancing population growth with protecting the Town's scenic and agricultural character. Along with its growing population, the Town expects increases in demands for services like transportation, parks and recreation, water and sewer infrastructure, and health care. The number of cost burdened households is also expected to grow as a result of the COVID-19 pandemic so the Town has emphasized creating a variety of housing options for all income levels as one of its goals. Other goals include maximizing opportunities for commercial and industrial growth, encouraging multi-modal accessibility, promoting tourism, and supporting the City of Canandaigua in its efforts to revitalize Downtown.

## »» Uptown Study

The 2019 Uptown Canandaigua Corridor Study created a set of recommendations and development alternatives that have the potential to cultivate and sustain improved conditions within the corridor and throughout the surrounding area, recognizing the anticipated growth of the area. This study supports expanded mixed-use and infill development, stronger sense of place, and a range of pedestrian and bicycle facilities.

## »» Uptown Form Based Code

The Town is in the process of creating a Form Based Code for the Uptown area which is expected to be adopted in October 2021. These updated regulations will allow for the types of development recommended in the Uptown Study, including development closer to State Route 332 and infill in the larger, vacant parcels.

## »» State Route 332 Corridor Study

The Town of Canandaigua, in conjunction with the Towns of Farmington and Victor, completed the State Route 332 and Route 96 Corridor Plan in 2021. The study provides an updated analysis of the traffic, infrastructure and surrounding land uses, as well as strategies and recommendations for continued development and maintenance.

# Supportive Local Policies

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## »» Middle Cheshire Road Corridor Active Transportation Plan

With funding from GTC and in collaboration with the City of Canandaigua, the Town of Canandaigua completed the Middle Cheshire Road Active Transportation Plan in 2021 to increase connectivity to key destinations along the corridor – especially Thompson Hospital – and to enhance safety for all modes of transportation. The Middle Cheshire Road corridor from Wells Curtice Road to Bristol Street (just outside the DRI Area) has seen increases in all types of traffic in recent years and a resulting increase in accidents, as well. The Study recommended several treatments including enhanced crosswalks, ADA accessibility improvements, separated bike/pedestrian facilities, and accommodations for multi-modal users among others. This plan exemplifies the good working relationship and collaboration between the Town and City and highlights the importance of connecting assets between municipalities.

## »» Complete Streets Policy

In 2017, the Town Board adopted a Complete Streets Policy which prioritizes the needs and safety of pedestrians, cyclists and users of wheeled devices (wheelchairs and scooters) when considering new development projects. The policy supports the creation of a dense, mixed-use, walkable corridor, particularly in the Uptown area.

## »» City of Canandaigua Comprehensive Plan Update

In 2020, the City adopted a Comprehensive Plan Update to guide future land use and provide a specific vision for Downtown and the Lakefront. The plan goals include to expand tourism opportunities, increase mixed-use development, diversify housing options, celebrate historic assets, increase access to the lakefront, and promote multi-modal connectivity.

## »» Canandaigua Business Improvement District (BID)

Established in 1992, Canandaigua's Business Improvement District has grown to over 100 businesses ranging from specialty shops and clothing boutiques to ethnic restaurants and service providers. The BID works to create positive economic conditions to foster and supports business development Downtown.



# Supportive Local Policies

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## »» Commitment to Sustainability

The City and Town of Canandaigua have embraced and committed to an organizational and community emphasis on environmental stewardship, resilience, and sustainable practices. As a result, in 2019, the City earned the Bronze Certified Climate Smart Community recognition from the NYS Department of Environmental Conservation.

Other sustainability initiatives include:

- **Citizen Committee and Staff Coordinator:** Several citizen committees support the City's sustainability efforts. An executive level staff member was also assigned to support the Climate Smart Community effort.
- **Energy Audits, Fleet Assessment, and Benchmarking:** The City recently assessed nearly 85% of its building inventory and its entire fleet for issues surrounding energy consumption. Additionally, City Council has committed to participating in statewide benchmarking of municipal operations for energy consumption.
- **Solar Array Development:** In 2017, the City commissioned its first public solar array on a 21-acre brownfield site located in the Town, formerly a solid waste transfer station and landfill. The array generates enough power to offset nearly 95% of all City energy usage.
- **Composting Program:** City leadership built upon the results of a very successful pilot program to launch a full-scale food waste composting program in 2018. Within weeks, demand for composting outstripped the initial forecasts and the City continues to expand.
- **Electric Vehicle Charging:** In 2017, the City installed a two-port electric vehicle charging station in downtown to support alternative fuel vehicles and is looking to install more stations.
- **LED Street Lighting:** The City has taken advantage of progressive changes to State law in order to acquire streetlights throughout downtown and replace them with energy efficient LED lighting on decorative fixtures.



»» City's Public Solar Array





# Supportive Local Policies

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## »» Parking Analysis and Wayfinding Plan

During the development of the Active Transportation Plan, the need for a comprehensive analysis of on- and off- street parking in the downtown and lakefront areas was identified to better understand the occupancy and demand of existing spaces. A wayfinding plan, inclusive of a hierarchy of signage types and proposed locations to direct pedestrians, bicyclists, and drivers to key destinations and public parking spaces will also be developed. This initiative will result in a strategic plan for the City to implement and is anticipated to increase visitation to downtown Canandaigua.

## »» Canandaigua Parks and Facilities Assessment

The City will soon begin a city-wide park facilities study to assess park buildings and understand where upgrades can better serve the community.

## »» Canandaigua Waterfront Active Transportation Plan

The City, in collaboration with the Town of Canandaigua, recently completed the Canandaigua Waterfront Active Transportation Plan, which focuses on S. Main Street and Lakeshore Drive from Foster Street to Route 364. The plan sets forth a vision and strategy to enhance safe, multi-modal connections from the downtown to the lakefront and implement projects to improve the public realm, and increase sustainability.

## »» Waterfront Parks Master Plan

The City is in the process of contracting with a consultant to develop a Waterfront Parks Master Plan for recreational assets along Canandaigua Lake. The plan is intended to enhance public access to the lake shoreline for Town and City residents, and visitors.







# Canandaigua's **Public Support**



# Canandaigua's Public Support

- »» Uptown Area
- »» Downtown Area
- »» Lakefront Area
- »» Entire DRI Area

Describe the public participation and engagement process conducted to develop the DRI application, and the support of local leaders and stakeholders for pursuing a vision of downtown revitalization.

We recognize that the results of the DRI are ultimately to benefit our people – all those who call Canandaigua home, who make their living here, who visit here, and who play here. We believe all Canandaiguans – residents, employees, and visitors alike – should benefit from the results of the DRI and should guide the project development process. Our application was informed by public feedback from a DRI Visioning Session as well as from feedback collected in other recent planning processes. This feedback shows consistent desires and strong community support for additional developments and amenities across Canandaigua, from Uptown to Downtown to the Lakefront.



## »» DRI Round 5 Visioning Session

A public information and educational session related to the DRI application was held on September 9, 2021. At this virtual session, participants shared their thoughts on and support for downtown revitalization projects and community economic development goals.



# Canandaigua's Public Support

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## »»» Town of Canandaigua Comprehensive Plan

Feedback received as part of the Town's 2021 Comprehensive Plan Update had a strong focus on the growing Uptown Area. There is community desire to beautify Uptown and to extend the character of Downtown to the Uptown Area as well. Community members believe there is an opportunity to transform Uptown into a gateway for Canandaigua, a welcoming stop on the journey Downtown and to the Lakefront. They also want denser residential areas and a balance of development and preserved open space.

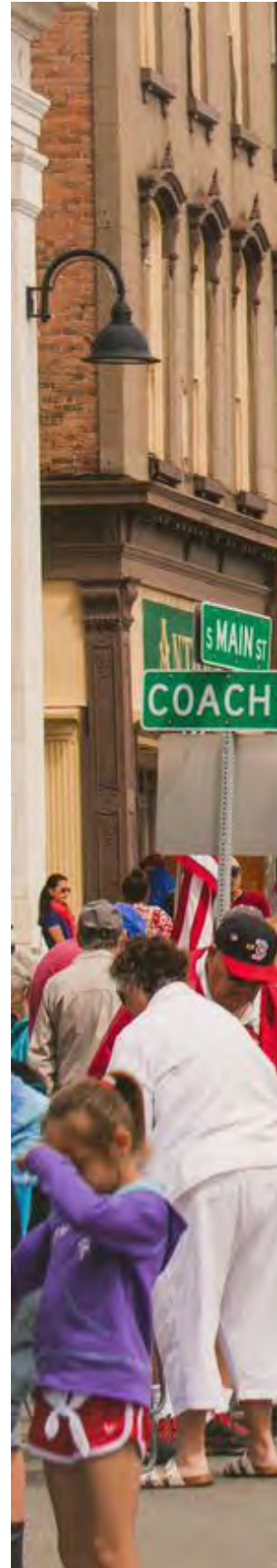
## »»» City of Canandaigua Comprehensive Plan

Engagement sessions completed as part of the City's 2020 Comprehensive Plan update revealed several important and broadly-supported community desires. These include: enhancing resident quality of life, supporting economic development and small businesses, and expanding recreational opportunities.

## »»» Canandaigua Waterfront Active Transportation Plan

The Canandaigua Waterfront Active Transportation Plan engagement process involved a number of public workshops extending from Fall 2020 through Fall 2021. Major themes from the feedback received are as follows:

- Enhance pedestrian and bicycle access to the waterfront, including ADA-accessibility and safety
- Provide dedicated and separated facilities for pedestrians and cyclists, where possible
- Provide additional pedestrian amenities
- Improve safety at the Routes 5 & 20 intersection
- Maintain parking, if possible



»» Main Street

# What We Heard

DRI Visioning Session

## »» Canandaigua's Greatest Assets

Main Street spirit  
Town/City cooperation **public realm**  
small businesses lake  
people

## »» Vision for the DRI Area in 5 Years

cooperation  
completed **vibrant**  
**thriving** friendly  
destination attraction  
dynamic



# Transformative Opportunities





# Transformative Opportunities

The identified projects are those that the Town and City believe will provide significant returns on investment and will help elevate Canandaigua to the next level. They represent a healthy mix of public and private investment and each project has been thoughtfully selected for inclusion in this application due to its strong, transformative potential. They will create synergies across and beyond the DRI Area with Uptown, Downtown, and Lakefront projects building off and leveraging each other's successes and catalyzing additional investment throughout the greater Canandaigua region.

## Uptown Projects

1. Uptown Gateway
2. Community Center
3. Driving Uptown Redevelopment
4. Blue Heron Park Public Enhancements
5. Uptown Landing
6. Uptown Streetscape Enhancements

## Downtown Projects

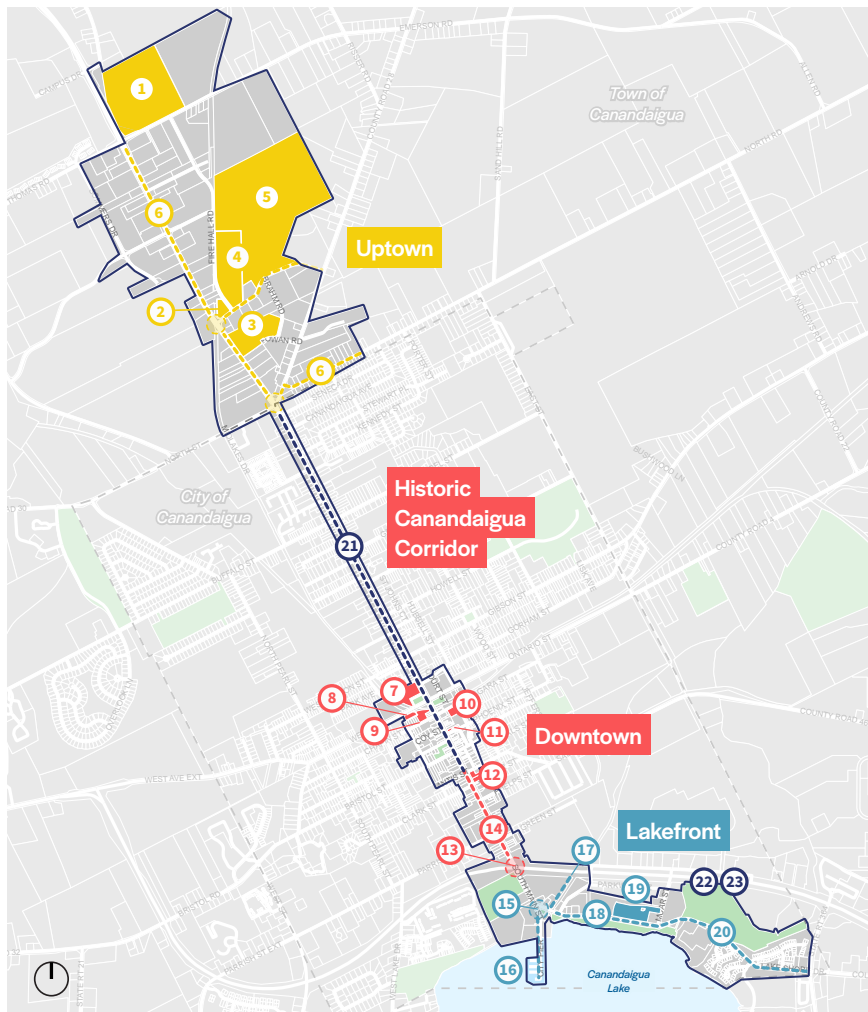
7. Historic Post Office
8. Main Street Parking Deck
9. Labelon Redevelopment
10. Elks Lodge Boutique Hotel
11. Studio 113 Co-Work Space
12. 267 Main Street
13. 5 & 20 Improvements
14. S. Main St. Bicycle Facilities

## Lakefront Projects

15. Canal Greenway
16. City Pier Roundabout
17. City Pier Improvements
18. Lakefront Ped/Bike Improvements
19. Lakeshore Development
20. Lakeshore Drive Sidepath

## Area-wide Projects

21. Uptown/Downtown Trail Connector
22. Small Project Grant Fund
23. Branding and Wayfinding





## »» Project #1

# Uptown Gateway



### Location:

intersection of  
State Route 332  
and Emerson Road

### Project Type:

Private

### Cost Estimate:

\$30,000,000

### »» Project Description

Uptown Gateway is a large, mixed-use development at the corner of the State Route 332/Emerson Road intersection – the highly-traveled northern gateway of the Collectively Canandaigua DRI Area. Placemaking enhancements here are critical to introduce Canandaigua’s unique identity to visitors. Once complete, Uptown Gateway will provide 100 new residential units and over 100,000 square feet of commercial space. These residential units will help diversify and expand Uptown’s housing stock to meet the demands of its growing residential population while the commercial space will bring new businesses and jobs to the area. A storage facility will also be developed on site. A developer is already on board for this project and is committed to building out this important gateway with denser uses, a variety of housing options, and complementary commercial offerings.

## »» Project #2

# Uptown Community Center



### Location:

Fire Hall Road and  
Parkside Drive

### Project Type:

Public

### Cost Estimate:

\$2,000,000

### »» Project Description

Fire services at the Fire Hall at the intersection of Fire Hall Road and Parkside Drive are being considered for relocation. The Uptown Study considered a range of options to adaptively reuse this building if fire services were to be relocated. Reuse as a community center was identified as the top choice, considering the site's close proximity to Blue Heron Park and surrounding residential neighborhoods. The Uptown Community Center would bring considerable social benefits and resources to the community and would create a unique amenity in the heart of Uptown for visitors and nearby residents.



## >>> Project #3

# Driving Uptown Redevelopment



**Location:**  
2555 State Route 32

**Project Type:**  
Private

**Cost Estimate:**  
Total: \$45,000,000  
Phase 1: \$2,000,000

### >>> Project Description

The Driving Uptown Redevelopment project is located at 2555 State Route 332, a 17-acre lot in a prime location with a property owner who is committed to pursuing mixed-use development. The Town has received interest from a national fast-food chain and is looking to build out the parcel with additional services, including a hotel, residential options, and possibly the relocation of its Public Safety building. Mixed-use development at this site will bring additional density and services to Uptown. The property owner and developer are willing and interested in installing EV charging stations as part of the development.

## »» Project #4

# Public Enhancements Blue Heron Park

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**Location:**

Blue Heron Park

**Project Type:**

Public

**Cost Estimate:**

\$200,000

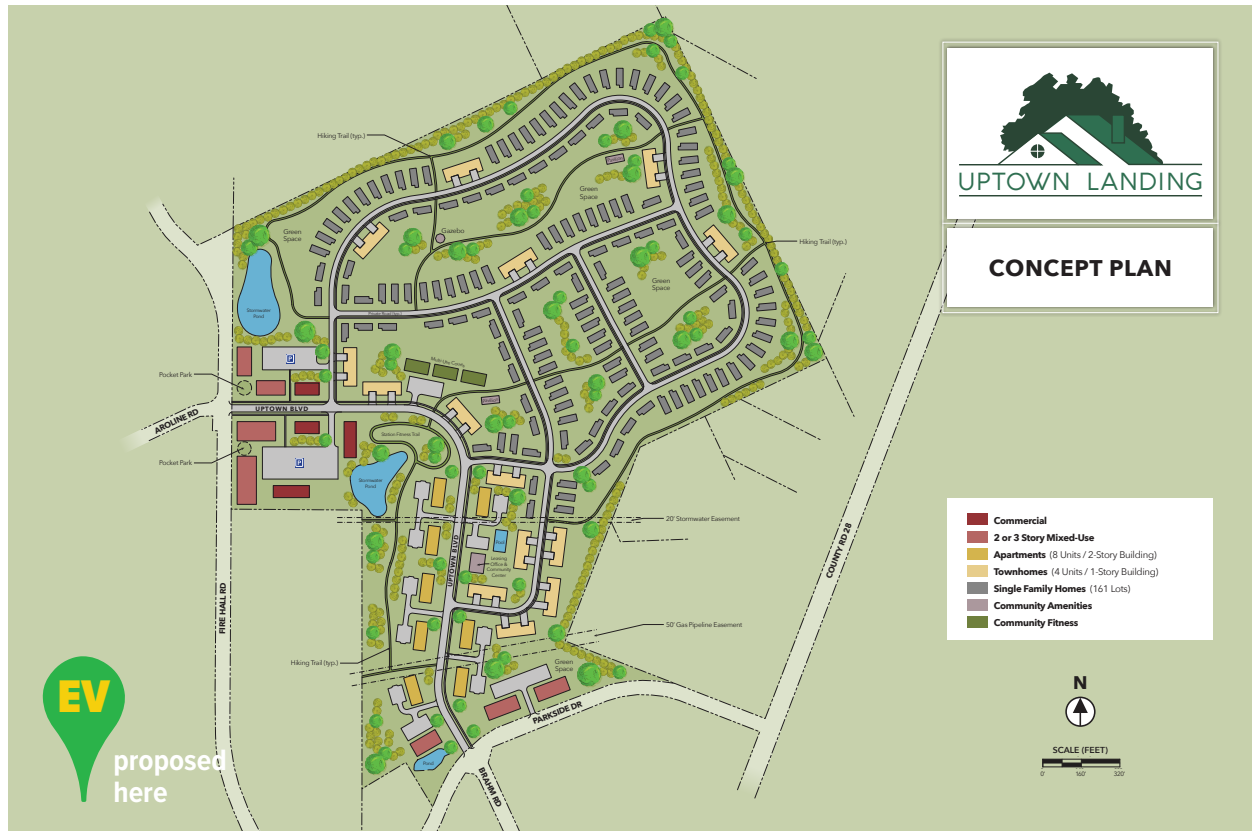
**»» Project Description**

Blue Heron Park is a well-utilized recreational asset in the Uptown area with over 3,500 feet of groomed trails and a recently completed 18-hole public frisbee golf course. Continued improvements at the park will include the construction of an ADA-accessible public facility with an outdoor covered seating area, internet access, and public restrooms for park visitors. The Town is interested in installing EV charging stations at this location.



## »» Project #5

# Uptown Landing



### Location:

Parkside Drive  
between Fire Hall Road  
and County Road 28

### Project Type:

Private

### Cost Estimate:

Total: \$250,000,000  
Phase 1: \$30,000,000

## »» Project Description

In alignment with the goals established in the Town's Uptown Canandaigua Mixed-Use and Transportation Corridor Feasibility Study, this project creates a walkable, mixed-use community and brings new units to market for Uptown's growing population. The project expands and diversifies Uptown's housing stock, with both single- and multi-family units, and with options affordable and attractive to a wide range of potential buyers. First-floor commercial uses and several mixed-use buildings will activate the community and create opportunities for new businesses. The project will be located on 100 acres of vacant land, recently acquired by the developer, just off State Route 332. The developer is interested and willing to install EV charging stations as part of the development.

# Uptown Landing

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MIXED-USE BUILDINGS



TOWNHOMES



APARTMENTS

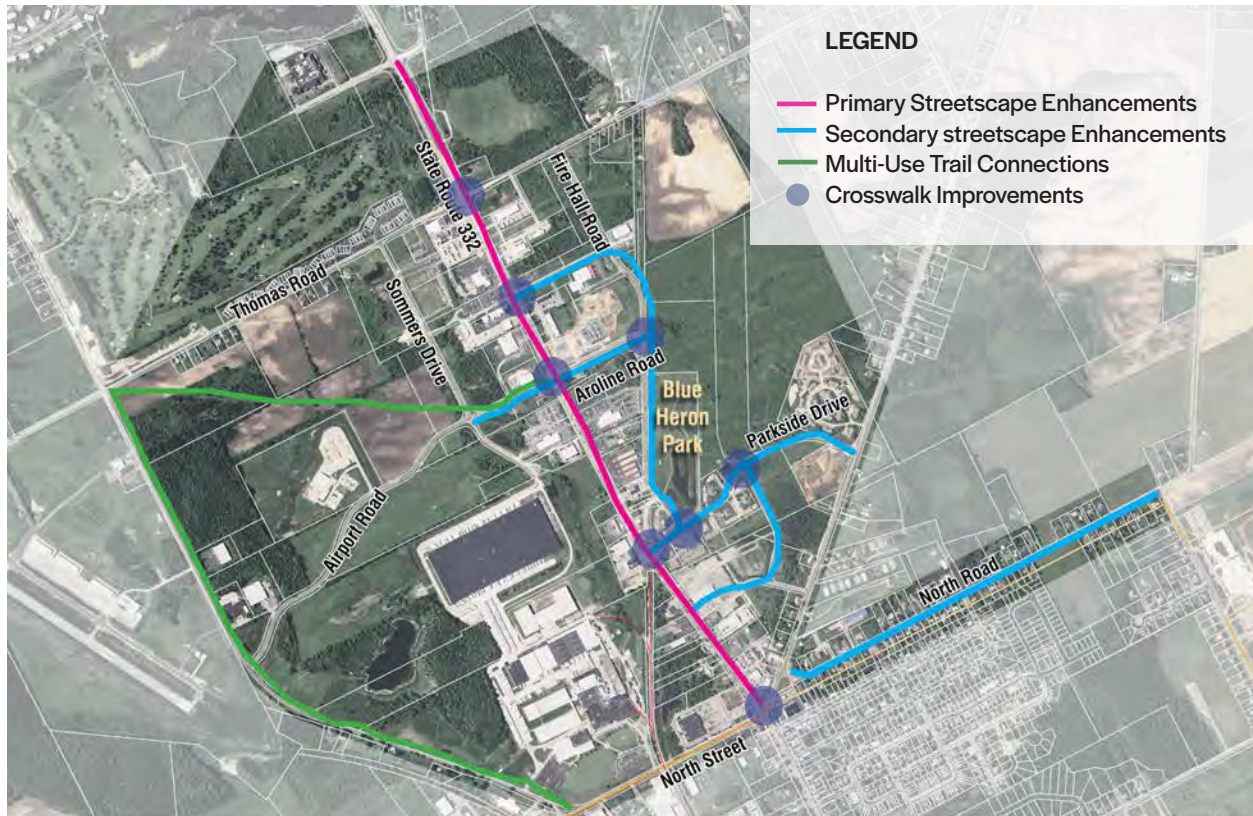


SINGLE-FAMILY HOME STYLE 2



## »» Project #6

# Uptown Streetscape Enhancements



### Location:

Uptown Area

### Project Type:

Public

### Cost Estimate:

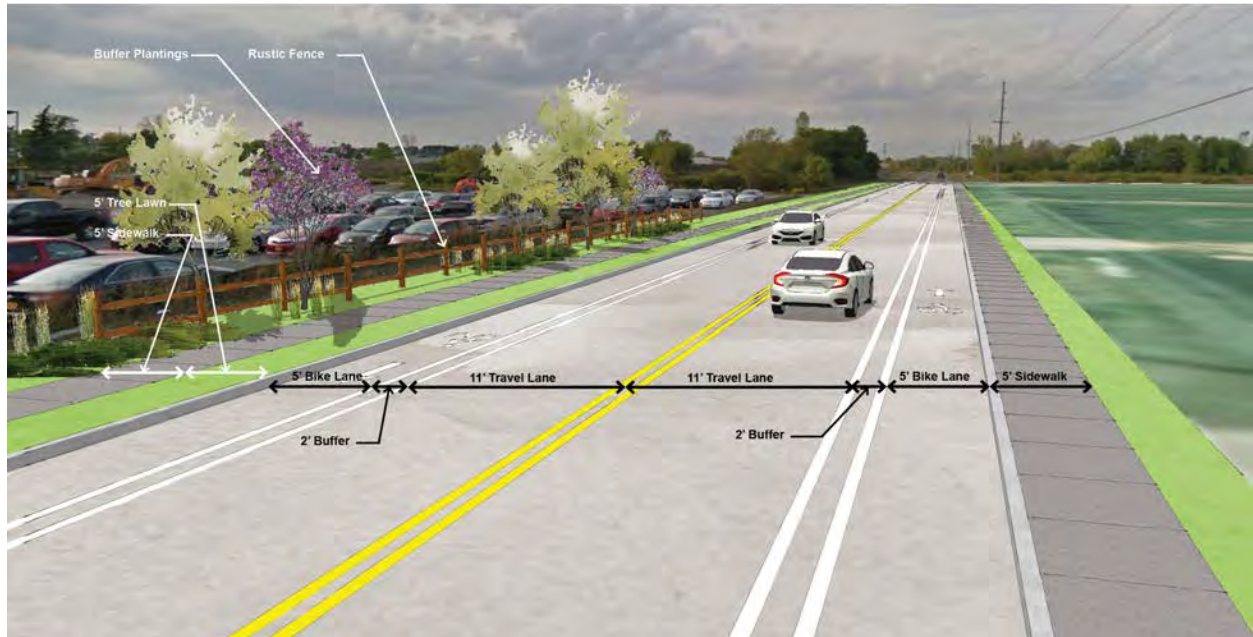
\$12,000,000

## »» Project Description

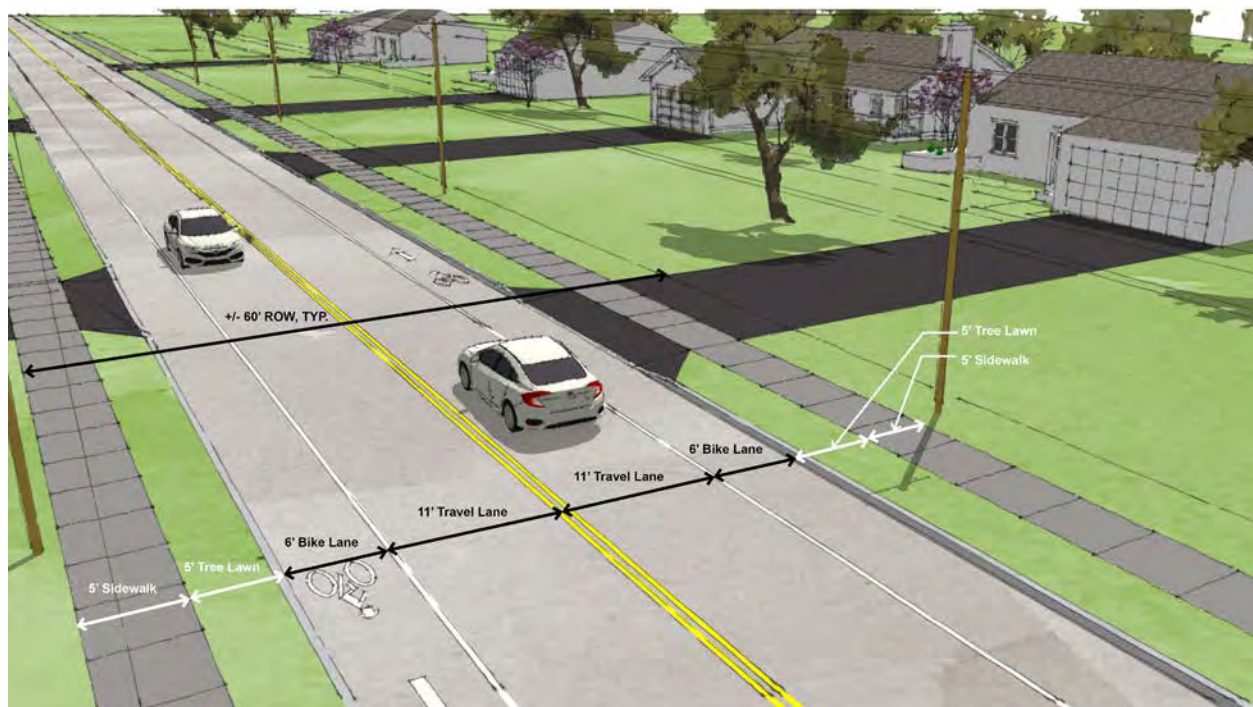
A priority for the community, as identified during the Uptown Canandaigua Corridor Study, was the need to enhance multi-modal connections throughout Uptown. This project involves the construction of pedestrian and bicycle amenities on primary roads in the area to increase safety and accessibility for all types of users. Proposed improvements include:

- Streetscape improvements along State Route 332.
- Pedestrian and bike facilities on Fire Hall Rd and Parkside Dr.
- New sidewalk connections on North Road, Aroline Road, and Brickyard Road.
- Expansion of Cowen Road to State Route 332.
- Crosswalk enhancements at major intersections.

# Uptown Streetscape Enhancements



»» Proposed pedestrian and bicycle facilities on Fire Hall Road.



»» Proposed pedestrian and bicycle facilities on North Road.



## »» Project #7

# Restoration of Historic Post Office

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**Location:**

North Main Street

**Project Type:**

Private

**Cost Estimate:**

TBD

**»» Project Description**

The historic Post Office on North Main Street is a landmark located on Main Street in downtown Canandaigua built in 1910. In summer 2021, the Canandaigua Area Young Men's Christian Association (YMCA) announced their intent to vacate the building, leaving this prominent structure open for reinvestment.

Capstone Real Estate Development, a leading real estate development firm in the Finger Lakes region, recently stated their intent to acquire and redevelop the building for conversion into a mixed-use redevelopment. The project will revitalize the historic structure to include residential units and retail storefronts. Restoring this structure will add to Canandaigua's rich, historic character and provide needed housing opportunities for residents.

## >>> Project #8

# Main Street Parking Deck

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**Location:**  
10 Chapin Street

**Project Type:**  
Public

**Cost Estimate:**  
TBD

### >>> Project Description

With the impending redevelopment of the Labelon Building on Chapin Street, and momentum enhanced by the DRI award, Downtown is expected to experience an even more acute parking shortage. The City is in the early processes of a parking demand study focused on Downtown and the Lakefront and has already identified a need for accessible parking. This project will re-purpose the land immediately adjacent to the Labelon Building to accommodate a mixed-use parking structure to help fulfill parking needs Downtown. Retail spaces are anticipated to be placed on the ground floor facing the street so pedestrians can actively interact with the mixed-use structure. This project will ensure that future residents and visitors to Downtown will have access to convenient, safe off-street parking options and commercial offerings in the Downtown area.



## >>> Project #9

# Mixed-Use Labelon Redevelopment

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**Location:**  
10 Chapin Street

**Project Type:**  
Private

**Cost Estimate:**  
\$12,000,000

### >>> Project Description

A 80,000 square foot facility, located at 10 Chapin Street in the heart of downtown, was formerly utilized for industrial uses resulting in a range of environmental issues and blight. This project includes a mixed-use redevelopment with commercial space on the ground floor and 50 residential units in the upper stories. This is a joint venture between Kulbacks Construction, whom recently purchased the building, and Savarino Companies, who is committed to developing this prominent downtown building. This project will leverage secured RESTORE NY funding, private investment, and anticipated DRI fundings to realize successful redevelopment of the property.

## >>> Project #10

# Elks Lodge Boutique Hotel

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**Location:**  
19 Niagara Street

**Project Type:**  
Private

**Cost Estimate:**  
TBD

### >>> Project Description

The historic Elks Lodge, located at 19 Niagara Street, will be a boutique-style hotel in the Canandaigua DRI area. The building is currently vacant with an opportunity to support up to 30 unique rooms, which will expand the type of hospitality options offered in the Canandaigua region. This project will also capitalize on the diverse culinary and craft beverage options in the DRI area, as well as the extensive retail shopping potential—all within steps of its front door.



## >>> Project #11

# Studio113 Co-Work Space

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**Location:**

10 Chapin Street

**Project Type:**

Private

**Cost Estimate:**

\$300,000

### >>> Project Description

The Chamber of Commerce, currently located at 113 S Main Street, plans to develop their existing buildings into a flexible co-working space for small businesses or individuals in the Canandaigua marketplace. This venture between the Chamber and its key partners, will provide safe, high-quality amenities, including a individual and common working space. Resources to be included for users include free parking, high speed internet, free photocopies and coffee/water service. The building renovation will also include a family-friendly public bathroom with an exterior entrance to support the Central on Main events and downtown as a whole. The Central on Main is a popular pop-up beer and wine garden hosted by the Canandaigua Business Improvement District and partnering businesses.

## »» Project #12

267 Main Street

# Mixed-Use Redevelopment

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### Location:

267 Main Street

### Project Type:

Private

### Cost Estimate:

TBD

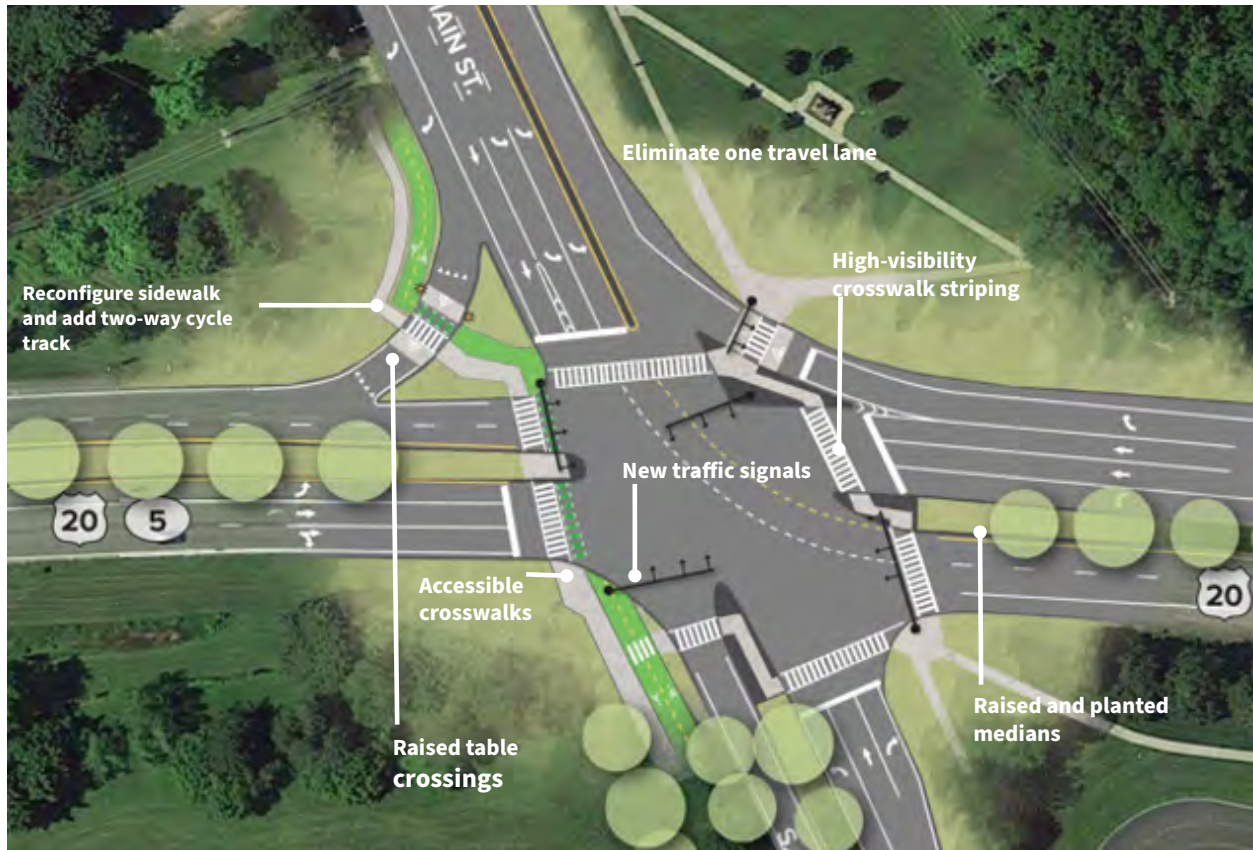
### »» Project Description

267 Main Street is a currently vacant property within the DRI area, which has been recently remediated and is ripe for reinvestment due to its strategic location as a critical link between the downtown and lakefront. This proposed project will redevelop the property to infill an entire block. The redevelopment will be a mixed-use building with office space, residential units, and recreational facilities. The project will also include renewable energy in the form of solar panels in the property rear to reduce greenhouse gas emissions.



## »» Project #13

# Improvements on Routes 5 & 20



### Location:

Routes 5 & 20 /  
S. Main Street  
intersection

### Project Type:

Public

### Cost Estimate:

\$2,000,000

## »» Project Description

The Routes 5 and 20 / South Main Street intersection is perceived as a barrier for pedestrians and bicyclists traveling from the downtown to the lakefront and vice versa. The existing configuration, number of travel and turn lanes, and lack of pedestrian infrastructure creates an daunting experience for those on-foot. Improvements for this intersection were identified during the Canandaigua Waterfront Corridor Active Transportation Plan and are needed to increase the visibility of pedestrians and bicyclists to drivers and encourage multi-modal use across the intersection from South Main Street to Lakeshore Drive.

# Improvements on Routes 5 & 20

## »» Project Description Continued

Intersection improvements will create a more comfortable experience for pedestrians and bicyclists, and improve vehicular patterns. These improvements include:

1. Elimination of one south-bound through lane on S. Main Street;
2. Installation of a raised table crossings on the southbound slip lane and east leg northbound right turn lane;
3. Installation of high-visibility painted crosswalks;
4. Addition of raised and planted medians on Routes 5 and 20 and the southern leg of South Main Street;
5. Widening of the pedestrian refuge area on the western side;
6. Reconfiguration of the sidewalk on the west side of S. Main Street to travel on the west side of the slip lane;
7. Installation of a two-way cycle track on the west side adjacent to the reconfigured sidewalk; and
8. Installation of a new traffic signal due to reconfiguration of the intersection, as well as safety and aesthetic improvements.

All improvements will require continued coordination with the New York State Department of Transportation.

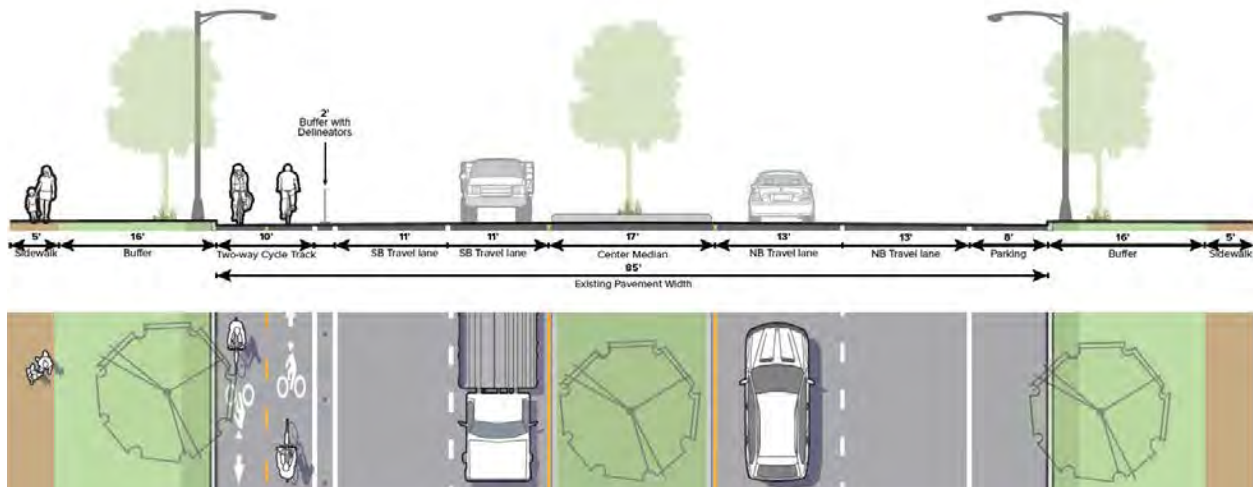


»» Existing conditions.



## >>> Project #14

# S. Main Street Bike Facilities



### Location:

S. Main Street from  
Antis Street to  
Green Street

### Project Type:

Public

### Cost Estimate:

\$950,000

### >>> Project Description

The majority of Main Street in the heart of downtown Canandaigua contains dedicated on-road bicycle facilities to support non-motorized transportation options; however, these facilities terminate at the intersection of Antis / Saltonstall Street. During the recent Canandaigua Waterfront Corridor Active Transportation Plan, continuation of these facilities were recommended. This project will provide enhanced bicycle facilities as a 10-foot two-way cycle track on the west side of Main Street from Antis Street to Routes 5 and 20. This treatment will increase safety of bicyclists in the DRI area due to the physical separation from vehicles. This project will also encourage sustainable transportation options for residents and visitors, thus reducing greenhouse gas emissions in the Canandaigua region. Transition treatments at the intersection of Antis Street and S. Main Street are also included in this project to ensure a functional and easy to navigate bike system from downtown to the lakefront.

## »» Project #15

# Canal Greenway



### Location:

Lakeshore Drive  
west of Booth Street

### Project Type:

Public

### Cost Estimate:

\$1,200,000

## »» Project Description

During the Canandaigua Waterfront Corridor Active Transportation Plan, there was an expressed public desire to increase pedestrian and bicycle opportunities and enhance off-road recreational opportunities. A water canal extends from Lakeshore Drive to Eastern Boulevard, creating a unique opportunity for a greenway connection. This project will create a 10-foot multi-use path following the existing creek, and extend from Lakeshore Drive just west of Booth Street to Eastern Boulevard. The project also includes: fishing access and a canal overlook, crosswalk improvements, retaining wall and railing for safety, trailhead and wayfinding signage, and construction of public parking area on a City-owned vacant lot. This project is anticipated to expand off-road multi-modal opportunities within the DRI area for residents and visitors.



## »» Project #16

# City Pier Roundabout

**Location:**

Lakeshore Drive /  
City Pier entrance

**Project Type:**

Public

**Cost Estimate:**

\$3,100,000

**»» Project Description**

The Lakeshore Drive / City Pier intersection provides access to the City Pier and Canandaigua lakefront. Due to the existing configuration, many drivers find this intersection confusing. Pedestrians and bicyclists do not feel comfortable utilizing the intersection due to lack of crosswalks and bicycle facilities.

This project will install a single-lane roundabout at this intersection to improve safety and accessibility for multi-modal users. This roundabout will include enhanced landscaping on Lakeshore Drive and City Pier entrance and high-visibility crosswalks on all roundabout approaches to ensure safe pedestrian access.

# City Pier Roundabout



## »» Project Description Continued

Benefits from this intersection configuration include:

1. More fluid traffic patterns for drivers traveling from downtown and vice versa;
2. Safer vehicle egress and ingress onto the City Pier;
3. Aid in traffic calming on South Main Street and Lakeshore Drive;
4. Provide a gateway opportunity through landscaping features and signage;
5. Accommodate large delivery trucks and boat trailers; and
6. Formalized vehicle ingress and egress between Murphy's Law Pub and Scoops Ice Cream.



## >>> Project #17

# Improvements at The City Pier



### Location:

City Pier

### Project Type:

Public

### Cost Estimate:

\$2,100,000

## >>> Project Description

The City Pier is an important and unique asset in the Canandaigua region and a prominent feature of the DRI area. The Pier supports businesses, including marinas and retail services, boathouses, and recreational and scenic viewing opportunities of the Lake. This project will implement improvements on the City Pier to enhance safe pedestrian access from Lakeshore Drive and along the Pier, provide improved greenspace and landscaping, and reconfigure space to accommodate programming, such as food trucks and festival events. The design improvements include: ADA-accessible ramp access to boating facilities, enlarged programming and picnic areas, permeable pavement and shade trees, wayfinding kiosks, raised crosswalks, and re-positioning of the existing roundabout to extend greenspace and pedestrian amenities.

## »» Project #18

# Lakefront Ped/Bike Improvements

**Location:**

Lakeshore Drive  
from Booth Street  
to Muar Street

**Project Type:**

Public

**Cost Estimate:**

\$3,800,000

**»» Project Description**

As identified in the Canandaigua Waterfront Active Transportation Plan, a safe, accessible pedestrian and bicycle treatment on Lakeshore Drive is necessary to ensure all users are comfortable and are able to travel from downtown to the lakefront. This project includes the removal of on-street parking on the south side of Lakeshore Drive to accommodate a 10' two-way cycle track and a 8-10' boardwalk. A 5' raised median buffer is proposed to separate cyclists from eastbound traffic. This treatment continues the proposed two-way cycle track on the west side of S. Main Street and provides separation of cyclists from both pedestrian and vehicles. This treatment also connects to the Lakeshore Drive sidepath at the bridge to Route 364.



## >>> Project #19

# Build-out on Lakeshore Drive



**Location:**  
Lakeshore Drive

**Project Type:**  
Private

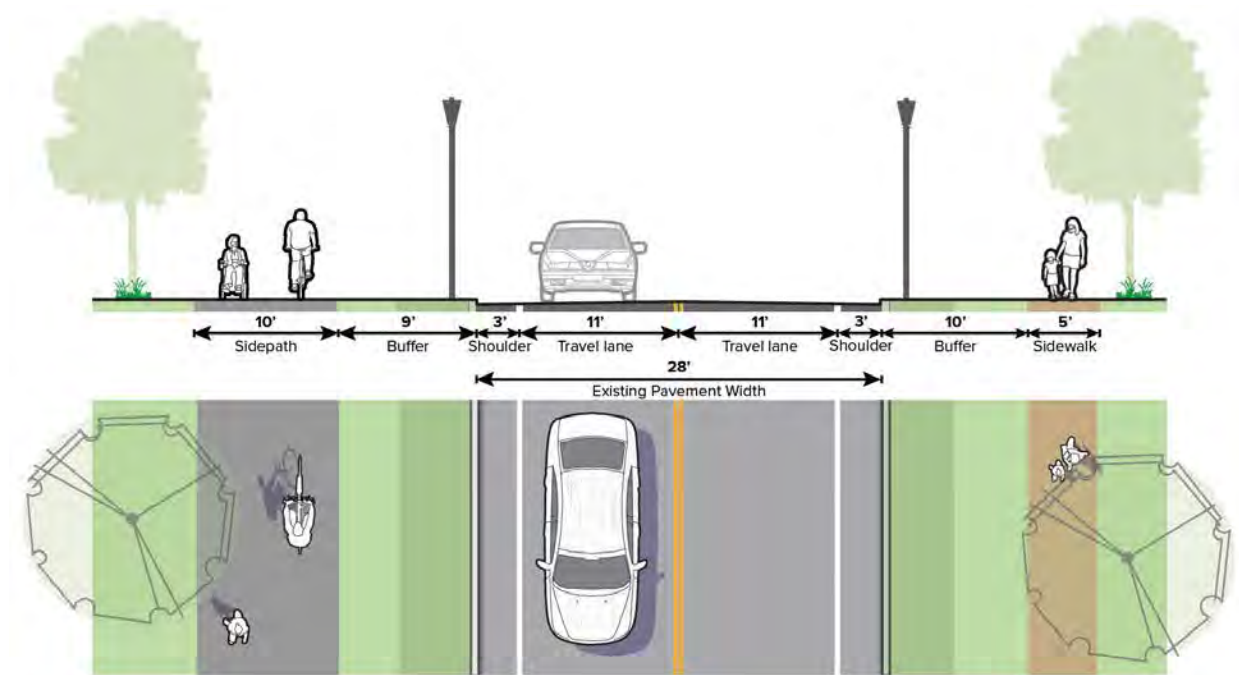
**Cost Estimate:**  
TBD

### >>> Project Description

The Pinnacle North development was completed in 2017, adding a transformational piece to the Canandaigua lakefront. The property adjacent to Pinnacle North is anticipated to fall under new ownership in the near future, of which the details are confidential to the public. The prospective site owners are committed to developing the currently vacant parcels with supporting mixed use development, including up to 150 new apartments and townhomes, and over 100,000 square feet in retail spaces and common areas. Infill development on these parcels will dramatically benefit the lakefront and add character to the area. Opportunities for affordable housing, a mix of retail and service establishments, and parking spaces will provide necessary amenities to support increased density and a higher quality of life for residents.

## >>> Project #20

# Sidepath on Lakeshore Drive



### Location:

Lakeshore Drive

### Project Type:

Public

### Cost Estimate:

\$1,300,000

## >>> Project Description

During the Canandaigua Waterfront Corridor Active Transportation Plan, a 10' sidepath was identified as a recommended pedestrian and bicycle treatment option on the south side of Lakeshore Drive, extending from the Canandaigua Outlet to Route 364 (East Lake Road). The treatment is intended to provide a continuous multi-use path from the Kershaw Park area to residential neighborhoods along Lakeshore Drive to Route 364. This treatment incorporates a 9' grass buffer between the sidepath and the roadway. The sidepath is permissible for all non-motorized users. This project will provide enhanced multi-modal connections from those traveling along the Canandaigua lakefront. This project will also connect users to the Constellation Brands-Marvin Sands Performing Arts Center (CMAC), a popular outdoor venue just outside of the City.



## »» Project #21

# Uptown/Downtown Trail Connector

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### Location:

Main Street

### Project Type:

Public

### Cost Estimate:

\$300,000

## »» Project Description

Uptown and Downtown are important sections of the Canandaigua DRI area, and there is an opportunity to enhance connections between these two areas. The proposed project involves the installation of streetscape amenities, including decorative light poles, banners, public art and historical markers on Main Street from approximately North Street/North Road into downtown Canandaigua. This artistic trail is intended to visually tie Uptown to Downtown in a way that is unique, intriguing and encourages walkability between the two areas. Public art and historic marker opportunities include pedestrian-scale sculptures, interpretive signage, murals, and artistic pavements and interventions.

## >>> Project #22

# Small Project Grant Fund

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**Location:**

throughout  
the DRI Area

**Project Type:**

Public

**Cost Estimate:**

\$1,000,000

### >>> Project Description

A Small Project Grant Fund is proposed to support business and property owners in the DRI area. This fund is intended to distribute small grants to interested parties located within the DRI area to support economic development and the public realm. There are a number of downtown buildings with vibrant uses; however, many property owners have expressed a need for funding to address accessibility and enhance the character of the rear of facades. Eligible activities through Small Project Grant Fund may include building and site improvements, land acquisition, new construction, and event programming. The City will create a committee to determine eligibility requirements, review individual applications, and award funding to applicants.



## >>> Project #23

# Branding and Wayfinding



**Location:**  
throughout  
the DRI Area

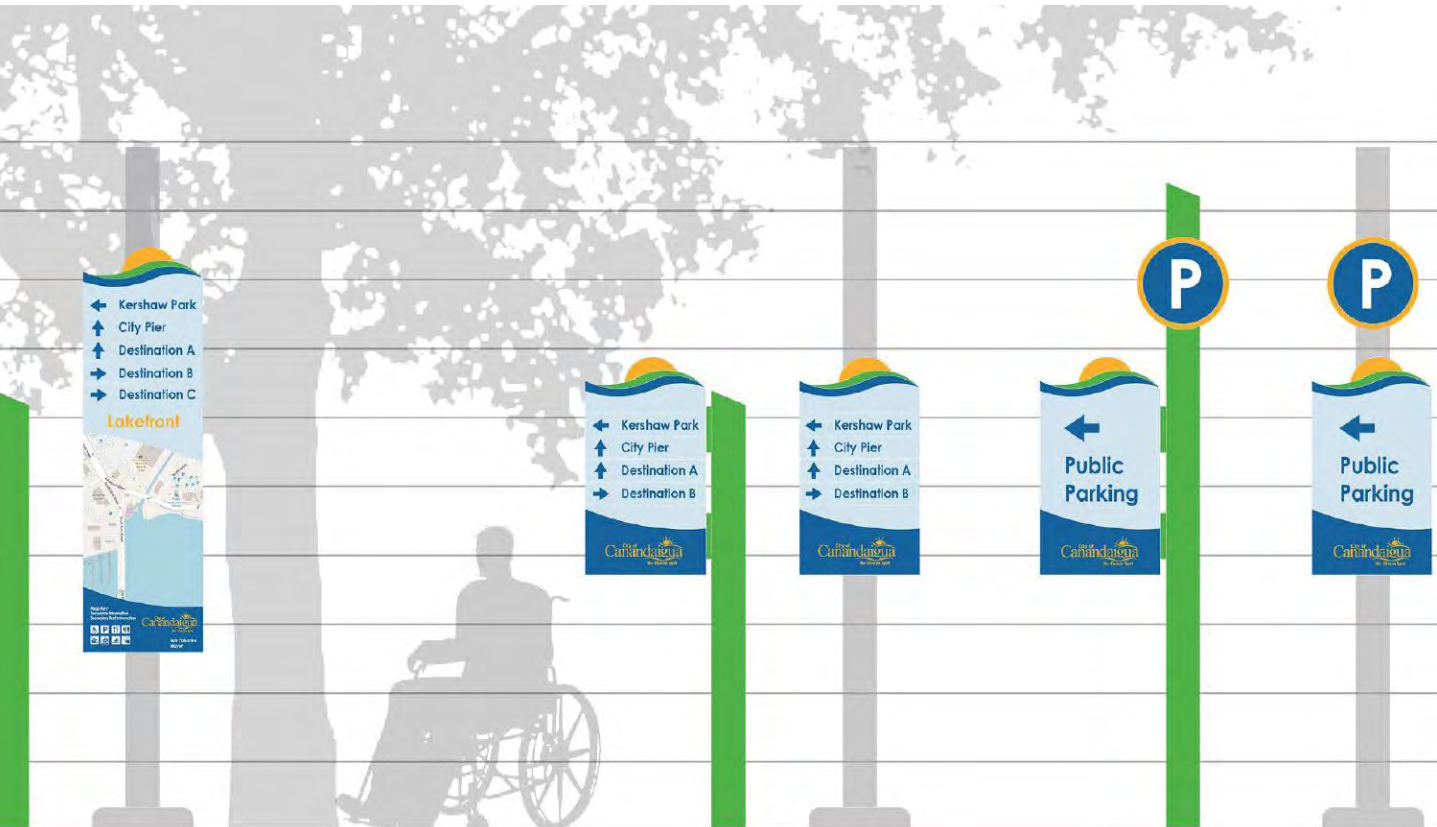
**Project Type:**  
Public

**Cost Estimate:**  
\$200,000

### >>> Project Description

Signage and wayfinding was identified as a critical component to enhancing the user experience for residents and visitors in the DRI area as part of the Canandaigua Waterfront Corridor Active Transportation Plan and Uptown Canandaigua Corridor Study. The DRI area has a number of assets and destinations, such as local business establishments, park spaces, public parking areas; therefore, the creation of a cohesive brand/design and placement of signage within the DRI area is recommended to ensure users are able to easily access these resources. The use of a consistent color scheme also helps to build brand awareness for this area of the city.

# Branding and Wayfinding





# Administrative **Capacity**



# Administrative Capacity

- Uptown Area
- Downtown Area
- Entire DRI Area

Describe the existing local administrative capacity to manage this planning and implementation initiative.

The Town and City of Canandaigua have a proven track record of successfully executing large, State contracts and are committed to continuing this success through the implementation of the DRI. Knowledgeable and experienced staff at the Canandaigua Local Development Corporation (a joint board of Town and City representatives) will lead the administration and execution of the DRI, with support from a number of partners who have technical expertise in community development and who share a vested interest in Canandaigua’s bright future.

## Capable Lead Agencies

The Collectively Canandaigua DRI will be collectively managed by the Town of Canandaigua and the City of Canandaigua, with the Canandaigua Local Development Corporation (CLDC) acting as the primary lead and the bridge between the Town and City. This team has a proven track record of stewardship in State investment and a strong record of performance in partnering with New York State on economic development, infrastructure, and public realm projects. The CLDC will be tasked with overseeing all DRI activities, including ensuring timely implementation of projects.

## Town Capacity

Over the past five years, the Town has leveraged approximately \$250,000 in grant funding to plan for future economic development, residential growth, and open space protection. This targeted planning has begun to create real change in Uptown, with over \$20,000,000 in investments to date. The Town’s staff is also capable of managing large contracts, with decades of combined service to local governments and experience in strategic planning and development efforts.



# Administrative Capacity

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## »» City Capacity

In the past five years, the City of Canandaigua has been awarded and successfully executed nearly \$4.7 million in State grant funding and has leveraged over \$12 million in additional public and private investment. Its contracts with New York State have been well-managed, delivering results within budget and on schedule. This funding has gone to transformative projects throughout Canandaigua and the City intends to build on this momentum with an infusion of DRI funding.

## »» CLDC Capacity

As a joint initiative of the City and Town of Canandaigua and the Canandaigua Chamber of Commerce, the Canandaigua Local Development Corporation (CLDC) works collaboratively to unlock economic opportunities in Canandaigua and steward investment that fosters an inclusive, vibrant, and sustainable community. The CLDC's Board of Directors includes representatives from the Town, City, and the Chamber.

# Administrative Capacity

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## »» Intermunicipal Cooperation

The Town and City of Canandaigua have a long history of sharing resources and working closely together for the benefit of the community. In 2017, the Mayor and the Town Supervisor launched an exploratory group to identify opportunities for shared resources and services between the two municipalities. The report found that sharing services saves almost \$12.5 million dollars between the municipalities and that further savings can be realized through increased cooperation. Current shared service agreements include fire service, with City firefighters on duty 24/7 in areas of the Town including Uptown, and recreational programs like Kiddie Camp and the Summer Day Camp. The Town and City worked cooperatively with the Chamber of Commerce to form and operate the CLDC. They also shared the cost of construction of the dog park and pickleball courts in the City. Their shared resources enhance their collective capacities and make it possible to efficiently and cost-effectively implement transformational projects that can broadly impact the entire Canandaigua community.

## »» Committed Partners

Town, City, and CLDC staff will be supported by several strategic partners in their administration of the DRI including, but not limited to:

- **Ontario County Economic Development Corporation:** The OCEDC and Ontario County IDA maintain the lead role for economic development in Ontario County, and have shepherded a period of unparalleled growth in the County as of late.
- **Canandaigua Area Chamber of Commerce:** The Chamber of Commerce has been a longstanding collaborator in advancing the community's economic vision, and has partnered with the City and Town on a new, regional economic development approach.
- **Canandaigua Business Improvement District:** The Business Improvement District (BID) is a steadfast partner to the City in downtown revitalization.



>>> Section 09

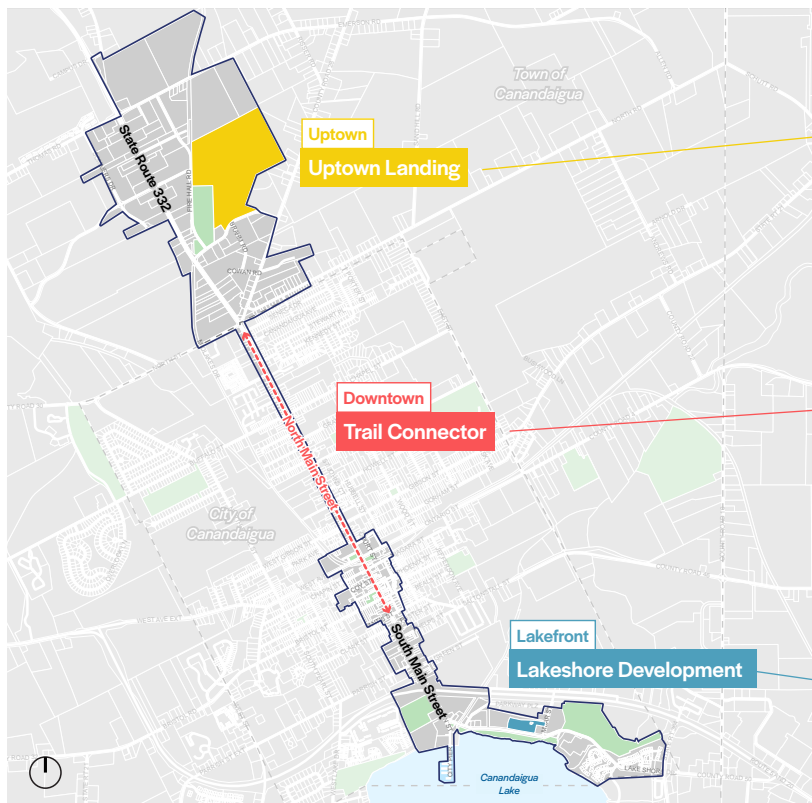
# Consideration for **\$20 Million**



# Transformational Large Projects

Identify large, transformational projects that will have a significant impact on the downtown and could be realized with a larger grant award.

The Canandaigua Local Development Corporation and the Town and City of Canandaigua request to be considered for \$20 million in Downtown Revitalization Initiative funding. We are uniquely positioned to and capable of leveraging this larger grant award to unlock generational economic development and to realize millions of dollars in returns on investment from the State's commitment. We have identified three, large-scale transformational projects that have the greatest potential to effectuate change in Canandaigua and are key elements of the community's vision. These projects, which are strategically distributed throughout the Uptown, Downtown, and Lakefront areas, have committed sponsors, favorable site control, are underwritten by private funding. The \$20 million grant will allow us to implement these projects to their fullest potentials and advance unmatched growth across Canandaigua.





# Transformational Large Projects

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**Location:**

Parkside Drive  
between Fire Hall Rd  
and County Rd 28,  
Uptown

**Project Number:** #5**Total Expected  
Investment:**

\$250,000,000

**Site Control:**

Owned by  
prospective  
developer

**Commitments:**

Project developer,  
Town and City of  
Canandaigua

**Other Funding:**

Private investment

**Regulations:**

Development is  
permissible under  
the Town's Form  
Based Code



## »» Uptown Landing

Uptown Landing will bring a long-awaited anchor institution to Uptown Canandaigua that will support the demand for residential options and create street-front commercial species. This is truly a transformational project for Uptown that has the potential to spur the additional complementary development that will help build out the State Route 332 corridor and strengthen the area's mixed-use identity. The project developer is committed and ready to begin the final design and construction process as soon as possible.

# Transformational Large Projects

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**Location:**

Main Street,  
Downtown

**Project Number:** #21**Total Expected  
Investment:**

\$300,000

**Site Control:**

All installations will be  
in the municipal right  
of way

**Commitments:**

Town and City of  
Canandaigua

**Other Funding:**

In progress

**Regulations:**

Permissible under  
Town and City codes

**Trail Connector**

The Uptown/Downtown Trail Connector is an important lynch pin in the DRI Area, creating a connective spine between Canandaigua's Uptown and Downtown/Lakefront anchors. This pedestrian- and cyclist-friendly trail will promote connectivity and safe accessibility and generate increased visitor traffic across all three character areas. Consistent design elements, including decorative light poles, banners, pedestrian amenities, and other streetscaping elements will tie Uptown, Downtown, and the Lakefront together and create a cohesive, unifying sense of place that is emblematic of the "Collectively Canandaigua" principle.



# Transformational Large Projects

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**Location:**

Lakeshore Drive,  
Lakefront

**Project Number:** #19**Total Expected  
Investment:**

TBD

**Site Control:**

Transfer of ownership  
currently underway

**Commitments:**

Project developer,  
Town and City of  
Canandaigua

**Other Funding:**

Private investment

**Regulations:**

Development is  
permissible under  
City Code

**>>> Lakeshore Drive Development**

The Pinnacle North development is a growing anchor in the Lakefront Area whose transformational potential has only just scratched the surface. Future phases of this development will build on the \$35 million investment that brought 135 new residential units and several new businesses to the lakefront in 2017. The prospective property owners are committed to building out the rest of the site with supporting mixed uses, potentially including 150 new apartments and townhomes and over 10,000 square feet of retail spaces and common areas. The fully realized development will create an additional activity hub in Canandaigua and generate significant visitation and private spending.







# Additional Justification

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Provide a clear but concise justification of why your community should be awarded \$20 million.

**Canandaigua is ready. Significant potential for generational change is on the horizon and DRI funding can make it a reality. Our committed and capable local partners, widespread community support, and the evident readiness of our transformational projects can stretch the State's dollar and generate returns that propel the Collectively Canandaigua DRI Area forward. Building on our existing base of assets and our regional reputation, \$20 million will arguably go further in Canandaigua than in any other Finger Lakes community.**

## »» Committed and Capable Partners

We recognize that our request for \$20 million in DRI funding will require heightened capacity on the part of our team. We believe that the shared expertise and resources and proven working relationship of our combined Town of Canandaigua, City of Canandaigua, and Canandaigua Local Development Corporation (CLDC) team will allow us to efficiently and effectively carry out the DRI program. The CLDC, as the legislative economic development bridge between the Town and the City, will be the lead agency in coordinating the implementation of the program and will ensure that project results are timely and on budget. The Town's, City's, and CLDC's partnerships with each other, with other local agencies and organizations, and with the business community are robust and secure. These partnerships have enabled leaders at both the City and Town to attract and collaborate with the private developers of the identified transformational projects. They are confident in these developers' abilities to realize the successes of these transformational projects within a two to three year timeframe, which could be accelerated by the award of DRI funds.

# Additional Justification

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## »» Unified, Community Support

The three transformational projects are widely-viewed as **anchors of economic success** and as the key to the evolution and growth of the Collectively Canandaigua DRI Area. They have complete buy-in from the local community and many Canandaiguans have been waiting years for these projects to come to fruition. Our local partners are also committed to the successful implementation of these projects and are willing to support in any way possible.

## »» Readiness of Transformational Projects

Leaders at the City and Town have been collaborating and communicating with the private developers of the identified transformational projects and are confident in these developers' abilities to realize the successes of these projects within a two year timeframe. These developments have been advancing through the planning stages over the last several months and DRI funding will provide the technical and financial assistance to accelerate the development process and leverage the committed-ness of the developers.

## »» Stretching the State's Dollar

The Collectively Canandaigua DRI Area is the ideal place for the State to invest. Its status as a premier lakefront tourism and recreation destination, its well-known and recognizable downtown, and its growing residential and employment population create a supportive framework for State investment to flourish and produce dividends. A dollar of investment in Canandaigua is arguably worth more than an dollar of investment in other places simply because of our immense concentration of assets and resources, attractiveness to potential developers, and regional reputation as an activity hub and travel destination.



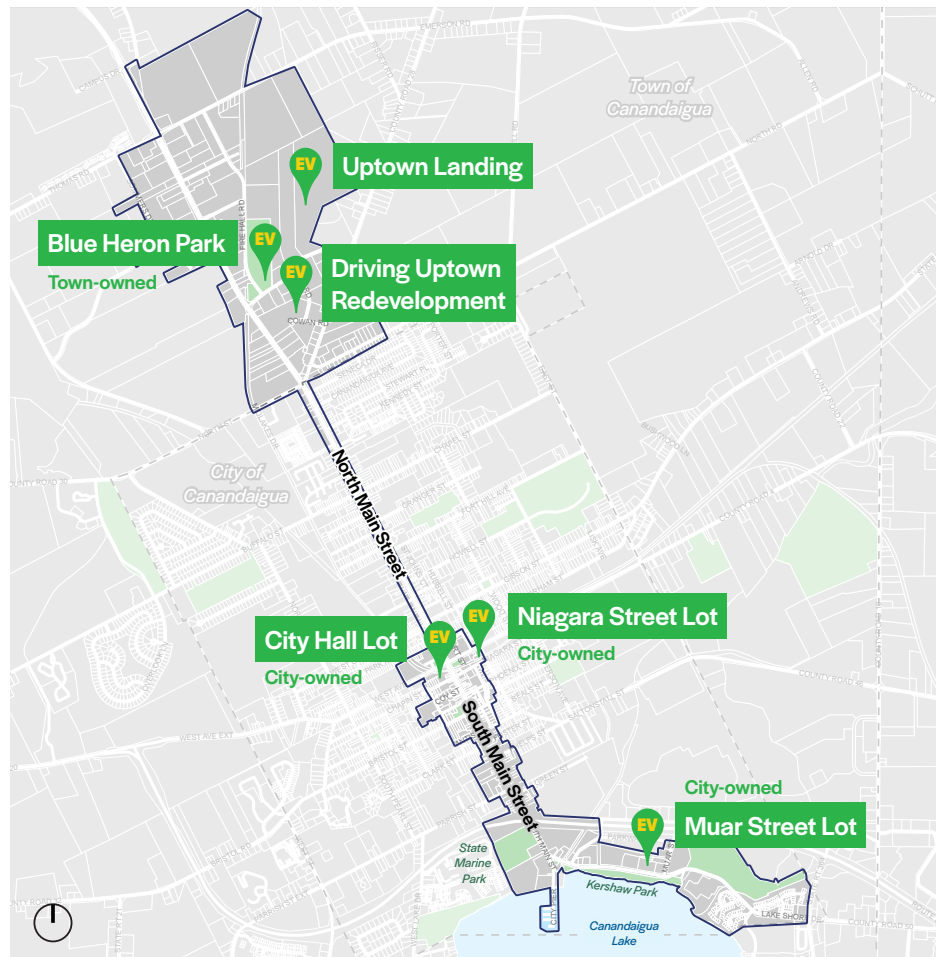
# Addendum: **EV Stations**



# Opportunities for EV Charging Stations

Indicate interest in installing charging stations within the proposed DRI boundary.

In alignment with our strong commitment to sustainability, the Town and City of Canandaigua are interested in installing electric vehicle (EV) charging stations throughout the Collectively Canandaigua DRI Area. Several Town- and City-owned lots have been identified as feasible locations for charging stations and several private property owners have also expressed interest in installing charging stations in their lots as well. These charging stations will be available for public use and will encourage the environmentally-friendly practices that the Town and City champion, while also promoting increased economic activity at nearby businesses.





»» Section 11

# Letters of **Support**





September 15, 2021

Mr. Vincent Esposito, Director  
Empire State Development – Finger Lakes  
400 Andrews St., Suite 300  
Rochester, NY 14604

James Terwilliger, President  
Canandaigua Local Development Corp.  
113 South Main Street  
Canandaigua, NY 14424

Dear Mr. Esposito & Mr. Terwilliger:

It is with great enthusiasm that we write to you today in support of the Canandaigua LDC's Downtown Revitalization Initiative (DRI) for Uptown, Downtown, and the Lakefront of our Canandaigua Community.

As the municipal managers of our communities, we are very committed to helping Canandaigua achieve long term goals of promoting a destination and region that is inclusive for everyone. Our joint DRI application (Collectively Canandaigua) through our Local Development Corporation (Canandaigua LDC) show cases our talents and opportunities when our communities come together to achieve results.

The ability for us to utilize the strengths of our individual municipalities to support each other and this application positions us to achieve great results for Canandaigua and serve as a model across the State of New York for the opportunities that are achievable when municipalities work together to implement their planning efforts.

Our community is positioned well through our municipalities and our joint economic development arm, the Canandaigua LDC to implement the Collectively Canandaigua DRI.

It is our privilege to offer whole-hearted support for this grant application for DRI funding by the Canandaigua LDC, and request full consideration for the entire \$20 million investment.

Sincerely,

A handwritten signature in black ink, appearing to read "DFinch".

**Doug Finch**, Town Manager  
Town of Canandaigua

A handwritten signature in black ink, appearing to read "JGoodwin".

**John Goodwin**, City Manager  
City of Canandaigua

Phone: (585)394-1120 ext. 2234  
Email: [dfinch@townofcanandaigua.org](mailto:dfinch@townofcanandaigua.org)

Phone: (585)337-2174  
Email: [John.Goodwin@canandaiguanewyork.gov](mailto:John.Goodwin@canandaiguanewyork.gov)





JEFF GALLAHAN  
Assemblyman, 131<sup>st</sup> District

THE ASSEMBLY  
STATE OF NEW YORK  
ALBANY

RANKING MINORITY MEMBER  
Racing and Wagering  
Committee

COMMITTEES  
Aging  
Children and Families  
Local Governments  
Tourism, Parks, Arts and  
Sports Development

September 10, 2021

James Terwilliger, President  
Canandaigua Local Development Corporation  
113 South Main Street  
Canandaigua, New York 14424

Dear Mr. Terwilliger,

I am writing to express my support for the Canandaigua Local Development Corporation's Downtown Revitalization Initiative grant application to the State of New York. The community of Canandaigua is well served through the regional economic development approach maintained by the Local Development Corporation.

As the representative for the 131<sup>st</sup> New York State Assembly District, it is my honor to represent the Canandaigua community in the Assembly. Together, the City of Canandaigua and the Town of Canandaigua, have a unique opportunity to re-shape their economic standing in the Finger Lakes Region due to their uptown, downtown, and lakefront districts. Residents and visitors will benefit greatly from a boosted economy resulting in more people traveling to the lakefront city.

This funding will provide Canandaigua the opportunity to develop more of the uptown portion of the City. Additionally, concentrating on the development around the urban center this funding would allow unifying economic development efforts between the City of Canandaigua and the Town of Canandaigua in order to benefit the entire Canandaigua community. With this investment in Canandaigua, small businesses and other local economic engines would begin to grow within our region creating many new opportunities.

For these reasons, I ask that full consideration is given to this application in accordance with all applicable rules and regulations. If I may provide further information, please do not hesitate to contact my office via email; [gallahanj@nyassembly.gov](mailto:gallahanj@nyassembly.gov) or by phone; 315-781-2030.

Sincerely,

Jeff Gallahan  
Member of Assembly  
131st District



CANANDAIGUA  
CHAMBER *of*  
COMMERCE

September 10, 2021

James Terwilliger, President  
Canandaigua Local Development Corporation  
113 South Main Street  
Canandaigua, New York 14424

Dear Jim:

Canandaigua Chamber of Commerce is pleased to support Canandaigua Local Development Corporation in its application for \$10 million in Downtown Revitalization Initiative funds from the State of New York. As a founding member of the LDC, we share the common goal of a vibrant and sustainable Canandaigua economy, driven by careful conservation, adaptive reuse, a focus on a walkable downtown and connecting our city center to our lakefront.

We share the belief that locally driven economic development efforts have the strongest chance for sustained success. Downtown and Uptown, connected by a corridor rich in history and reflective of the power of regional collaboration, is the “artery that pumps the blood” of what our community has to offer—a vibrant, bustling lakefront district, an historic and diverse central business district, and new mixed-use opportunities for small businesses, workforce housing, and thriving.

An investment in our community of the scale of a DRI grant will be truly transformative, and the investment would multiply the efforts and investments of others, time and time again. We meet new people every day – many who have chosen Canandaigua and the Finger Lakes as the place in which to grow their business, raise a family or enjoy an active retirement. Others visit because of our reputation for high quality craft food and beverage, our pristine environment, our storied history and our bright future. All of them invest – through the purchase of homes and businesses, sundries and souvenirs, meals and memories. And all of them become ambassadors for the next generation of investors.

As the voice of commerce in Canandaigua and a dedicated member of the LDC, we are proud to support the City’s pursuit of Downtown Revitalization Initiative funds and stand ready to assist in execution of our shared strategic pursuits.

Sincerely,

Ethan S. Fogg  
President



September 10, 2021

Oksana Fuller  
3971 County Road 16  
Canandaigua, NY 14424

Mr. Vincent Esposito, Director  
Empire State Development – Finger Lakes  
400 Andrews Street, Suite 300  
Rochester, NY 14604

Mr. James Terwilliger, President  
Canandaigua Local Development Corp.  
113 South Main Street  
Canandaigua, NY 14424

Dear Mr. Esposito and Mr. Terwilliger:

It is with great enthusiasm to write in support of the Canandaigua LDC's One Inclusive Canandaigua Downtown Revitalization Initiative (DRI) for Uptown, Downtown and the Lakefront of our Canandaigua Community.

The Route 332 Canandaigua gateway, from the rolling agricultural fields, through Uptown, Downtown to the Lakefront, showcases a unique community, whose businesses, residents and both municipalities are stakeholders in the economic revitalization of the corridor. We are a goal-oriented community, driven by the Vision of both City and Town Comprehensive Plans.

In 2014, a new committee was established in the Town, Citizens Implementation Committee (CIC), receiving an award from the NYS Planning Federation in 2018 for their work implementing the Comprehensive Plan's goals and action steps. Through the CIC, several other committees have been established with over 70 volunteer committee members working on projects to benefit our community.

In 2017, the Town's Economic Development Committee along with the City of Canandaigua and the Canandaigua Chamber of Commerce formed a "Group Concept Mapping" team to explore economic development for the Canandaigua-area community. In May of 2018 a final report was filed with a shared vision, priorities and the establishment of the Canandaigua Local Development Corporation.

Continuing with community-wide economic development, the Town received a grant from the Genesee Transportation Council to work on a plan for the area known as Uptown Canandaigua, which was adopted in March of 2019. We continue to move the plan along by working on a Form Based Code for the Uptown area.

The City and Town are linked through this corridor providing equal access, inclusion and cohesion, making Canandaigua a destination like no other.

We have done our due diligence, engaging both municipalities with planning for the future and are ready to proceed with implementing those plans. If the LDC is successful in receiving this award, the investment will benefit our special Canandaigua community, continuing its vibrant spirit for years to come.

Sincerely,  
Oksana Fuller  
Chair, Town Economic Development  
Citizens Implementation Committee  
Chair, Town Special Events  
Group Concept Mapping Team  
Uptown Study Team  
Former Town Board Member  
[lffemc@rit.edu](mailto:lffemc@rit.edu)

Mr. Vincent Esposito, Director  
Empire State Development – Finger Lakes  
400 Andrews St., Suite 300  
Rochester, NY 14604

James Terwilliger, President  
Canandaigua Local Development Corp.  
113 South Main Street  
Canandaigua, NY 14424

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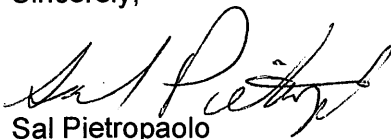
Canandaigua is a very unique community offering something for everyone including one of the greatest fresh water lakes in the world, the home of the world class destination the Lake House, the development of the lakefront, opportunities for a vibrant redevelopment of Downtown, and the up and coming Uptown.

The Canandaigua Local Development Corporation's (CLDC) proposed Downtown Revitalization Initiative (DRI) is designed to improve inclusivity and accessibility for all community members and bring cohesion to the corridor. If awarded the DRI, the CLDC's vision will be realized through a theme inclusion – making the corridor a destination for all members of the community and providing equal access to and brining a sense of cohesion between all three parts of the corridor from Uptown to Downtown and the Lakefront. I believe this application will spur economic development and help the greater Canandaigua community to achieve their goals of bringing the community together as a destination to live, work, and play – a trifecta that serves and includes all of Canandaigua.

If the CLDC is successful, this award will be a sound investment that will benefit the greater Canandaigua community and the Finger Lakes region for years to come. Canandaigua is a special community with a vibrant spirit. If it is selected for the DRI, there is a very strong foundation on which to build.

As a business owner in the community, it is my privilege to offer my whole-hearted support for this grant application for DRI funding by the Canandaigua LDC.

Sincerely,



Sal Pietropaolo  
4875 Bedford Drive  
Canandaigua, NY 14424  
Phone 585 396 1845



September 14, 2021

Mr. Vincent Esposito, Director  
Empire State Development – Finger Lakes  
400 Andrews St., Suite 300  
Rochester, NY 14604

James Terwilliger, President  
Canandaigua Local Development Corp.  
113 South Main Street  
Canandaigua, NY 14424

Dear Mr. Esposito & Mr. Terwilliger:

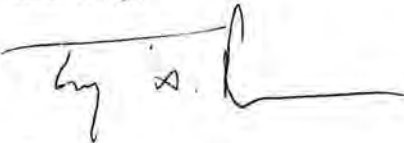
As long time business owners located in the City of Canandaigua, we are honored to be a part of the Uptown vision as we hope to expand into the Town of Canandaigua in the near future. We fully support the Canandaigua LDC's One Inclusive Canandaigua Downtown Revitalization Initiative (DRI) for many reasons.

As you may be aware, our primary location has been rooted in the City of Canandaigua on South Main St. for over 35 years and we fully endorse planning and development that creates/enhances inclusivity, accessibility, and cohesion for the Town / DownTown / Lake Front corridor.

We feel this initiative will benefit the community base, local economy, and will lead to attracting new residents and commerce to this incredible part of the Finger Lakes Region. Should the CLDC and the community be fortunate enough to be granted the award, it would surely act as a catalyst in accelerating investment and developer activity to the area, allowing the vision and its merits to become a reality.

Thank you very much for the opportunity to share our thoughts and support for the DRI and for your consideration of the CLDC's grant application and community-based initiatives.

Sincerely,

A handwritten signature in black ink, appearing to read "Tim A. Stone", with a long horizontal flourish extending to the right.

Timothy A. Stone  
Managing Partner  
City Mini Storage, LLC.  
493 South Main St.  
Canandaigua, NY 14424  
(585) 314-3021  
Tim@cityministorage.com

# Randall



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Cadillac

5375 THOMAS ROAD / CANANDAIGUA, NY 14424 / (585) 394-0050 / FAX (585) 394-6406 (OFFICE) OR 394-0828 (SALES)

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Mr. Vincent Esposito, Director  
Empire State Development – Finger Lakes  
400 Andrews St., Suite 300  
Rochester, NY 14604

James Terwilliger, President  
Canandaigua Local Development Corp.  
113 South Main Street  
Canandaigua, NY 14424

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As a business owner in the community, it is my privilege to offer my whole-hearted support for this grant application for DRI funding by the Canandaigua LDC.

Sincerely,

R. Randall Farnsworth, President  
Randall Farnsworth Chevrolet Buick GMC Cadillac  
Office: (585) 394-0050 x 320

Visit our website at [www.RandallGMC.com](http://www.RandallGMC.com)  
E-mail: [randall.sales@farnsworthgroup.com](mailto:randall.sales@farnsworthgroup.com)





Jeffrey Cook  
90 Air Park Dr Ste 400  
Rochester, NY 14624  
jeffcook@cookpropertiesny.com  
585-233-4699

Mr. Vincent Esposito, Director  
Empire State Development – Finger Lakes  
400 Andrews St., Suite 300  
Rochester, NY 14604

James Terwilliger, President  
Canandaigua Local Development Corp.  
113 South Main Street  
Canandaigua, NY 14424

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Sincerely,