

TOWN OF CANANDAIGUA



2021 Comprehensive Plan Update

06/16/2021 DRAFT



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Cover Photos

Top Left: View looking South from Onanda Park

Top Right: West Lake School House Park

Bottom Right: Credit Andrew Simmons, Overlooking Woolhouse Road

Document Photos

All photos in this plan are provided by the Town of Canandaigua unless otherwise noted.

1) EXECUTIVE SUMMARY

The Town of Canandaigua is proud to present this update to its Comprehensive Plan. The Project Team tasked with this update was comprised entirely of diverse Town residents and stakeholders intended to best represent and understand the Town. The Project Team has considered the changes which occurred to the Town over the last 20 years within a broad range of categories as well as the input of hundreds of Town residents. The full plan consists of this executive summary; an introduction to comprehensive planning; an overview of the process; existing conditions analysis; the future vision and goals; and an appendices of relevant materials.

The Project Team prepared a robust Public Engagement Plan and early in the process held numerous meetings at locations throughout the Town totaling over 100 residents in attendance. They also prepared a public survey which received over 500 responses. Although the COVID-19 pandemic made public meetings very difficult and delayed the planning process, every meeting was open, accessible and advertised to the public.

Within the existing conditions, the population of the Town of Canandaigua is expected to continue increasing which will increase the demand for residential dwelling units. Additionally, the Town has seen a reduction in the acreage of land farmed and in open space. The Town will be challenged to accommodate this growing population within the framework of existing zoning regulations in a manner that minimizes development pressure on the Town's valuable and irreplaceable natural resources such as important ecological land cover, undeveloped open spaces, productive soils, and the water quality of our streams and Canandaigua Lake. In the history of planning for the Town of Canandaigua, these challenges are not new but the Town has improved its ability to manage it over the last 70 years and will continue to strive for a better bal-

ance between development and protection of our natural resources into the future.

With its growing population, the Town will see increasing demands for most services like transportation, parks and recreations, water and sewer infrastructure, and health care. Because the growing population is largely bolstered by an older demography, the Town may see increasing demand for ADA accessibility and health care services to improve quality of life.

Using publicly available data and information from prior projects, the Project Team evaluated the local economy of Canandaigua, Ontario County and the Rochester Metro area and found mixed trends with growing job numbers but lower annual wages. Although a market analysis in 2018 by Camoin Associates predicted a rise in office space demand, the COVID-19 Pandemic has fueled the remote work economy. While the long-term impact of COVID-19 remains to be seen, surely there will be increased demand for high-speed internet and potentially amenity rich residential areas like Canandaigua. Additionally, even prior to COVID-19, 32% of households within the Town of Canandaigua were considered cost burdened by housing; a pandemic induced recession may increase that number.

From the Public Survey which the Project Team prepared, respondents made clear that the character of the community is important to them. Between the wooded character of the southern portion of the Town, the agricultural lands of the north, and the historic character of neighborhoods like Cheshire, respondents found great value in the history of the Town and its natural, scenic character.

As a result, of these considerations, the Project Team has prepared this updated vision statement to guide the Town through the next 5 to 10 years:

VISION STATEMENT

The Town of Canandaigua will maintain its character and beauty through protection and enhancement of its natural, agricultural, rural, historic, and recreational resources. The Town encourages opportunities for balanced growth, economic development, and cultural events that create a welcoming environment for a diversity of residents, visitors, and businesses. The Town will work with stakeholders to protect Canandaigua Lake, the quality of life, and provide high quality community services.

From this broad vision, the Project Team identified 10 goal categories necessary to realize this vision. Listed not in order of significance or priority, they are:

AGRICULTURE

The community values its agricultural heritage and rural character and supports farming and the protection of valuable, irreplaceable soils. The Town will regulate and act in support of the preservation and continued development of agriculture by supporting economic endeavors within the agricultural industry, promoting the purchase of local produce and other local agricultural products, and keeping land in farming.

NATURAL RESOURCES

The Town will protect its natural resources and scenic views which benefit the Town and greater Canandaigua area, including Canandaigua Lake and its watershed. The Town will support the conservation and maintenance of the land that provides critical open space and creates a network of linkages for wildlife habitat, stormwater management, scenic views, and active recreational trails.

CULTURAL AND HISTORIC RESOURCES

The Town will promote the history of the Town of Canandaigua, support the protection of significant historic properties, and promote awareness of the influences of the Native American heritage on the evolution of the Town of Canandaigua and the greater Canandaigua area.

PARKS AND RECREATION

The Town will improve and expand the active and passive recreational resources within the Town to meet the needs of the community. The Town will encourage the use of existing and expanding recreation programs offered.

ECONOMIC DEVELOPMENT

The Town will promote development of sense of place and a diverse and sustainable tax base with a variety of employment options. It will maximize opportunities for commercial, industrial and service sectors development without compromising the town's natural, cultural and historic resources. The Town will contribute to and support the local and regional tourism industry by hosting new events in the area and supporting new destinations and amenities for tourists.

RESIDENTIAL & NEIGHBORHOOD CHARACTER

The Town will encourage the provision of residential development in a diverse range of housing types for a variety of age groups, family sizes and income levels. The Town will strive to create a welcoming community through cultural events and the creation of attractive public spaces.

HAMLETS

The Town will structure land use regulations, design standards and zoning code to improve and protect Town hamlets and gateways, especially the Hamlet of Cheshire.

TRANSPORTATION

It is the goal of the Town to facilitate a diversified transportation system that effectively serves motorists, bicyclists, pedestrians, transit users and farm equipment operators. Future transportation development should accommodate active, alternative transportation and be designed to maximize safety for all modes of travel. Transportation infrastructure should incorporate changing technologies such as electric vehicles and autonomous vehicles.

INFRASTRUCTURE

The Town will offer public water and sewer services in areas of the Town identified in Town plans for continued residential, commercial and industrial growth, and limit their expansion in the areas of the Town where increased growth is not encouraged. All residents of the Town will have access to high-speed internet and affordable, renewable energy options. The Town will plan for the replacement of aging infrastructure and public facilities and will create strategies for how best to manage stormwater. Solid waste diversion efforts will continue to grow and reduce the amount of waste sent to the Ontario County Landfill.

TOWN OPERATIONS

The Town will maintain efficiency of services and operations on behalf of the residents of the Town of Canandaigua through sound financial management and multi-year financial and capital planning while always exploring opportunities for shared services with neighboring municipalities and other entities.

The action steps provided within the document should provide a path towards furthering these goals. The plan also provides measurables so that when the Town updates this plan in 5 to 10 years, it may more easily measure its progress towards these goals.

2) INTRODUCTION

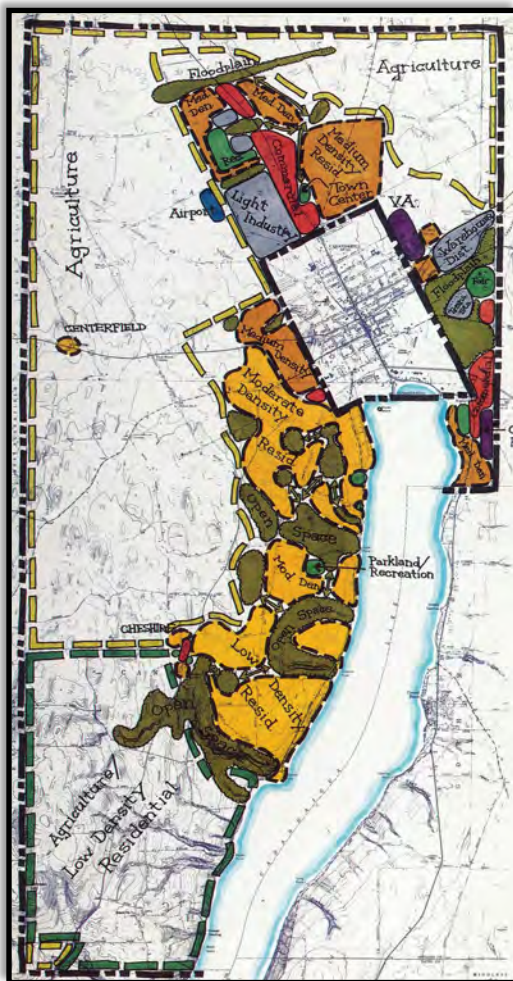
The Town of Canandaigua is a community within the western portion of NY State in the heart of the Finger Lakes region. Chartered in 1791, Canandaigua has a long and impressive history. This land was home to the Seneca Indians and the site of the Seneca's principal village in the area of Arsenal Hill. The name "Canandaigua" itself is a derivation of the Seneca word "Kanandarque" which means "chosen spot." The impact of the Seneca Nation lives on as many of our current roads follow previous Seneca trails, our crops are similar to those produced then, and our names many times refer to those used by the Seneca nation. During the Revolutionary War, General Sullivan conducted a scorched earth campaign against the Seneca Nation which destroyed the original village in Canandaigua.

Oliver Phelps and Nathaniel Gorham, the purchasers, founders, and salesmen of this land in 1788, created the first general land use plan. They created a unique arrangement of lots to showcase the beauty of Canandaigua Lake, as well as the Academy Tract – created to fund a public school – which they felt would make their land more attractive as they sought to develop and sell land.

Changes in transportation tell much of the history of Western NY. Unlike other communities in NY, Canandaigua missed out on the boom associated with the Erie Canal. However, with the advent of steamboats and railroads, Canandaigua finally experienced significant growth as shippers more easily transported goods from around Canandaigua and Canandaigua Lake to their regional markets. Additionally, as residents of nearby areas and larger cities like Rochester desired natural areas to escape to, Canandaigua grew as a resort community. With the tremendous growth of the personal vehicle, expansive road networks, and as the United States and global market advanced, Canandaigua experienced large residential growth.

Initially the Town of Canandaigua grew around a bustling village, incorporated in 1815. During the early 1900s, a movement picked up that resulted in the village being chartered as the City of Canandaigua in 1913. In 1961, the Town of Canandaigua adopted its first master plan and Town Code. This simple zoning code provided basic controls to a community looking to standardize. Over the next 30 years, the interstate system and State roads like Route 5, 364, and 332 saw major design changes which made commuting easier and promoted further growth in Canandaigua.

1985 Comprehensive Plan Land Use Map



ZONING ORDINANCE

TOWN OF CANANDAIGUA

INTRODUCTION

The Town of Canandaigua is an attractive rural community which has experienced a slow but steady growth in the past. At the present time about 20 new homes are being built in the Town every year. In the future it is expected that this growth rate will increase due to the increasing suburbanization of the area, to the additional development of homes overlooking the lakefront, and to excellent commuting which is being made possible by improved highways in the area. If the beauty and character of the Town of Canandaigua are to be preserved it is imperative that this new development be adequately controlled.

A detailed examination of Town also confirm this need for adequate development controls. Signs of haphazard development are increasingly evident, trailers are being located indiscriminately throughout the Town, the lake is being encroached upon with multi-story boat-houses and other structures, and inadequate side and front yards are being left at the sides and fronts of many new residential structures.

Properly used, zoning is the most important means which the Town of Canandaigua has at its disposal for controlling, and encouraging the desirable use of land within its Town limits. In addition, zoning, by promoting attractive development protects individual property values.

Excerpt from 1961 Zoning Ordinance

As residents could more easily drive from home to work and various amenities, the Town of Canandaigua saw tremendous growth as a residential community. In 1985, the Town prepared another Master Plan for the next 25 years. This plan's major goals have lasted to the present including: providing a variety of housing types; creating commercial corridors on State Rte. 332 and State Rtes. 5 & 20; and the protection of agriculture and the Town's natural areas such as its woodlands. The drafters observed a fast-growing population and realized that changes to land use were necessary to protect agricultural and rural character as well as provide new and better services for the residents.

In 2003 the Town prepared the most recent complete Master Plan. The planned land use locations were very similar to the plan of 1985; however, the action steps placed more focus on Agricultural protection and Smart Growth strategies. An update to that plan was adopted in 2011 with an even greater focus on Agricultural and historic preservation. In 2014, the Town formed the Citizen's Implementation Committee (CIC) made up of Board members and active citizens to foster citizen engagement and guide the implementation of the adopted comprehensive plan. In 2018 the Town received an award for the CIC's work and implementation.

NYS Town Law suggests comprehensive plans be updated from time to time, usually between 5 and 10 years. As the most recent update was completed in 2011, the Citizens Implementation Committee and the Town Board decided in 2018 to update its plan to ensure Town actions and regulations continue to be in keeping with the goals of the people and the condition of the Town.

COVID-19 Pandemic

The Comprehensive Plan Project Team and Citizens' Implementation Committee understand that this planning process has been disrupted by the COVID-19 Pandemic, and they understand that the lasting effects remain to be seen.

In 2020, the Town of Canandaigua and other local municipalities witnessed declines in tax receipts of varying degrees. Local employers had to completely modify their operations to deal with Emergency Mandates and, in many cases, had to cut payroll. Many employers were prompted to shift employees to remote work, and many have decided to keep this arrangement for the foreseeable future. At the same time, public parks were as busy as ever as residents and tourists sought opportunities to leave the house in socially distant fashion.

One lasting lesson of the COVID-19 pandemic is the need for businesses and municipalities to be flexible and open to changes. The CIC and Town Board will continue to pay attention to these long term effects of COVID-19 and make changes as necessary.

3) PLANNING PROCESS

In December of 2018, the Town Board passed a resolution directing the Town's Citizens' Implementation Committee (CIC)—the committee charged by the Town Board with implementing the Town's Comprehensive Plan—to create a project team to update the Town's existing Comprehensive Plan. The Comprehensive Plan Project Team held their kick-off in March 2019 and its members represent a cross-section of residents, Board members, and town staff including the Town Planner. Representatives from the City of Canandaigua were also invited to participate in Project Team meetings. The Project Team was to guide the update process from start to finish including drafting goals and action steps for the future. All of the meetings were open to the public, and the public was always welcome to comment.

As part of the first order of business, the Project Team created a Public Engagement Plan used to guide the process from beginning to completion. It provided goals for engaging residents as well as a projected schedule for completion. Input and feedback from residents, business owners, and other local stakeholders were received throughout the planning process to give additional background information. The Public Engagement Plan is included as [Appendix A](#).

Image from March 2019 Kick-Off Meeting



As noted in the Public Engagement Plan, the Project Team published a public survey from August 2019 until November 2019 to solicit input. This was advertised through water bills, through inclusion in various other mailings from the Town, E-mails, Facebook, and handing them out in person at events. This active marketing allowed us to receive 525 total responses. The results of that public survey are included as [Appendix B](#).



Photos from Community Meetings
Top: Cheshire Meeting
Bottom: Stryker Farms Meeting

The Project Team also held a series of five public meetings throughout the community during 2019 to facilitate dialogue on what residents wished to see in the new plan. These meetings were held throughout the Town and at various times so that different residents might be attracted to attend. Almost 100 people attended these meetings in total. The notes from those meetings are attached as [Appendix C](#).

Using that input and information from the existing conditions, the Project Team synthesized an overarching vision for the Town for the next 10 years, and from that vision, identified individual, narrowed goals as they relate to specific issues within the community. The Project Team then held a series of meetings open to the public where all attendees worked to identify the measurables by which the Town will test its success. With those measurables, they worked to identify partnerships, strategies and specific action items to achieve the Town's Goals.

By the fall of 2020, the Project Team had established a complete draft Comprehensive Plan and forwarded it to the CIC for review. The CIC then began a thorough review of the entire draft including the narrative, goals, and action steps that carried into 2021. Following their review, the CIC forwarded the plan to the Environmental Conservation Board, the Planning Board, the Agricultural Advisory Committee, the Planning & Public Works Committee, the Local History Team, the Economic Development Team, the Canandaigua Local Development Corporation, and various other stakeholders and partners. The CIC incorporated recommendations received from those groups into the draft plan and then resent the draft back out to each of those groups for approval of the changes.

Throughout this editing process, these meetings were posted to the Town's website and were held via Zoom, recorded, and then posted to the Town's public YouTube channel and available for further review. The draft document has also been placed on the Town's website for any who wish to review it.

A public hearing of the final draft of the Comprehensive Plan Update was held on XX/XX/XXXX. This event provided valuable information to the Project Team, the CIC, and the Town Board. The Team then prepared another draft to present to the Town Board for their review. The Town Board held a public hearing on the draft plan on XX/XX/XXXX. Again, the Project Team revised the plan from comments received and prepared a final draft for the Town Board which was adopted on XX/XX/XXXX. The notes from these meetings are included in [Appendix D](#).

COVID-19 Affect on the Planning Process

It should be noted that throughout 2020 and into 2021, New York was shaken and our planning process interrupted by the COVID-19 pandemic. The planning process was delayed and certainly the pandemic changed many of the conditions in which residents and the Town government operate. Some of the public meetings and public engagement goals that were initially planned had to be eliminated or altered for concerns of public safety. The Project Team has done its best to prepare a plan that will provide useful recommendations regardless of the continued fallout and that will help the Town address the permanent changes arising from the pandemic.

4) EXISTING CONDITIONS

This section will attempt to provide a profile of the Town and its various resources. It will use objective and available measurements wherever possible so that the metrics may be tracked over time. It will also focus on the changes from 2000 to 2021 in reference to the 2003 and 2011 Comprehensive Plans which the Town is updating. The hope is that by providing a proper evaluation of the Town as it exists, the action items derived from this information will more effectively guide the Town.

CANANDAIGUA LAKE AND NATURAL RESOURCES

The Town of Canandaigua is situated in a unique geographic region with abundant natural resources crafted through millennia of environmental actions. Residents and tourists enjoy spectacular scenery and abundant water for recreation and consumption. The Finger Lakes are a result of glacial action, as are the valuable farmlands of the northern portion of the Town. In an effort to better understand and promote sound management and preservation of these valuable and irreplaceable resources, the Town has in the last 5 years created an Agricultural Enhancement Plan, an Open Space, Scenic Views and Conservation Master Plan, and an updated Natural Resource Inventory. This section will explore the condition of those various resources which we steward.



Menteth Creek Waterfall

Canandaigua Lake

Canandaigua Lake is the third largest of the Finger Lakes in terms of volume, and it covers about 10,553 acres, making it the fourth largest in terms of surface area. Canandaigua Lake is the primary natural resource for the Town and a central feature in the region. Almost 75% of the respondents to the public survey stated Canandaigua Lake was the reason they choose to live in the Town.

The Canandaigua Lake Watershed Council (CLWC) is an inter-municipal agency charged with maintaining and enhancing the high quality of Canandaigua Lake through managing significant issues facing the lake, its watershed and all constituent communities bordering the lake. The CLWC completed the 2014 Comprehensive Update of The Canandaigua Lake Watershed Management Plan.¹ That Plan contains a wealth of information and goals that should be carefully considered and, if appropriate, incorporated into the Town's regulations.

Most of the water reaching the lake arrives from the surrounding watershed through the vast network of watercourses and is drained by two outlet channels – the Canandaigua Outlet and the Feeder Canal. Because of the large watershed area for Canandaigua Lake, characteristics of that hydrologic path will influence the health of the Lake. Particularly important is the poor Hydrologic soils of the watershed where over 75% of the land area has soils classified as “C” or “D” with slow infiltration rates and high run-off potential. Additionally, the Town of Canandaigua has many soils with high or very high erodibility in the watershed.²

In the Canandaigua Lake Watershed, “the vast majority of nutrients, bacteria and sediment entering the lake occurs during storm/melt events.”³ Within this past decade watershed staff has monitored water quality data and conducted inspections to identify drainage pathways causing water quality problems. Sucker Brook was identified as a main polluter of the lake, and, as a result, the Town of Canandaigua, City of Canandaigua, and CLWC partnered to construct two stormwater retention areas to reduce discharge into the Lake. Similarly, CLWC, FLCC and Ontario County are constructing a retention area to improve the Fallbrook sub-watershed.



Stormwater Detention Area on County
Road 30

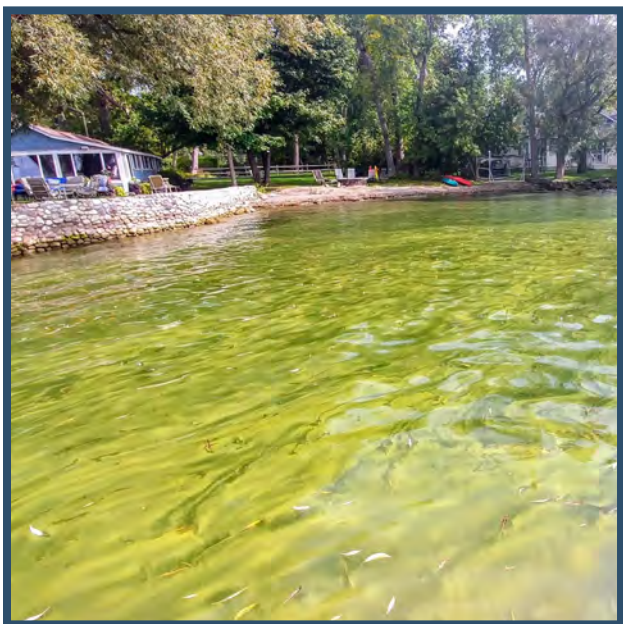
The Lake continues to be a major source of indirect revenue for the Town as people enjoy swimming, boating, fishing, and living on the lake. The northern half of the lake carries more recreational use (boating, swimming and fishing) than the southern portion. Currently, during peak use the boat density range is 10.8 to 15.9 acres per boat for the entire lake. The recommended carrying capacity for Canandaigua Lake is 15-20 acres per boat, thus currently, during peak use, the number of boats on the lake equals or exceeds the lake's carrying capacity.⁴

The lake's fisheries are important for ecosystem balance and recreational opportunities. The lake trout is the primary cold-water game fish in Canandaigua Lake and is supported almost entirely by stocking. Rainbow trout provide an excellent tributary fishery in Naples Creek and a fair to good lake fishery. The alewife and rainbow smelt populations have declined, due in part to the impact of invasive Zebra and now Quagga Mussels. Canandaigua Lake also has good populations of smallmouth bass, largemouth bass, chain pickerel, yellow perch, bluegills, sunfish, and rock bass.

Canandaigua Lake also provides drinking water to 70,000 area residents. The dominant threat to the lake's water quality is non-point source pollution. Land uses surrounding the lake fall under local municipal jurisdiction and thus are regulated by local land use regulations. Between development growing to cover a larger land area, development that encroaches on necessary buffer zones and run-off from farm operations, the cumulative effects of local land uses threaten the long-term lake quality.

Though it is important to focus on land uses on or near the shoreline, the quality of Canandaigua Lake also requires a concern for the health of its entire watershed. As illustrated in [Map 1: Water Resources](#), the Canandaigua Lake watershed covers a significant portion of the Town of Canandaigua. Consequently, development and activities within the watershed should be reviewed with an understanding of their potential impact on the lake. For this reason, the Town adopted Lot Coverage standards in 2015 to ensure that parcels within the Residential Lake District are limited in the amount of impervious space on their lot. With this rule, these lots will maintain green space that allows infiltration of stormwater before entering into the Lake. Additionally the Town has long maintained a 100 ft. setback from streams that allows infiltration of pollutants before entering a stream.

Recently Canandaigua Lake has experienced occurrences of harmful algae blooms that produce toxins and can pose a threat to human, pet and wildlife health when concentrations of toxins are high enough. Generally, nutrient loading from the surrounding watershed directly impacts algae levels including Phosphorous and Nitrogen, although research is ongoing about the specific conditions which trigger the development of toxins.



Blue Green Algae in Canandaigua Lake

The multiple human uses of the lake are an important catalyst to the local economy. The lake influenced tax assessed value is estimated to be over one-billion dollars. Almost half of the land immediately surrounding Canandaigua Lake is used for residential purposes. The precipitation in this land will directly enter Canandaigua lake and not be treated. It is estimated that runoff is a major source of pollution into the Lake. Studies done by the Keuka Lake Association document that 20% of the

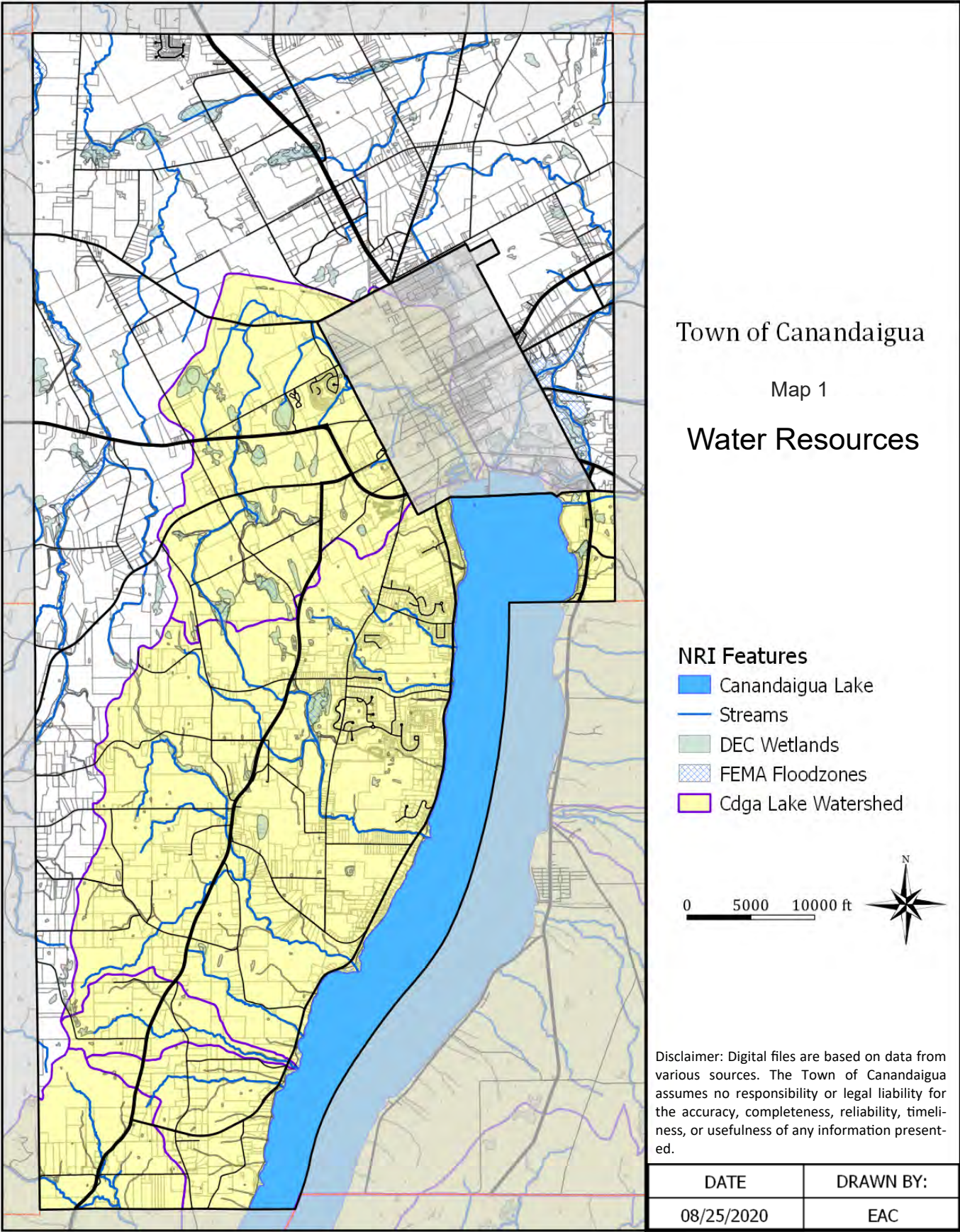
shoreline tax base would be impacted by reductions in water quality. Tourism and recreation that are associated with Canandaigua Lake bring in millions of dollars to the local economy each year.⁵ A further deterioration of lake health jeopardizes this local economy and adds to the urgent need to protect Canandaigua Lake.

The Town of Canandaigua works with and supports the missions of the Canandaigua Lake Watershed Council and Canandaigua Lake Watershed Association. Both agencies' websites have helpful resources and information concerning harmful algal blooms and what the community can do to help.

Streams and Riparian Corridors

There are more than 121 miles of mapped streams in the Town. These range from substantial streams that carry water year-round to intermittent drainageways. More than 65 linear miles of streams in the Town drain into Canandaigua Lake.

Riparian Corridors – natural vegetation adjoining these streams – provide food and shelter for many species and serve as critical corridors for wildlife movement. In addition, vegetation within riparian corridors helps to stabilize stream banks, filter pollutants, recharge groundwater and store flood waters.



Within the Canandaigua Lake watershed, maintaining high water quality in streams helps to protect the water quality of Canandaigua Lake. For example, blue green algae blooms can be caused by runoff of polluted water. Vegetation along streams helps to filter stormwater and prevent it from flowing into lakes.

The Town currently regulates the placement of structures within a 100 ft. proximity of a stream bed and land disturbance greater than 500 ft² within 500 ft of a stream. The 2018 Town of Canandaigua Open Space Plan recommended increasing the proximate distance of structures to 150 ft. but no code update has yet been completed.

Wetlands

Several types of wetlands are found in the Town. “Forested Mineral Soil Wetlands” typically have at least 50% canopy cover of trees and include seasonally flooded forests and permanently flooded or saturated swamps.

The two forested wetland communities found in the Town -- Floodplain Forest and Silver Maple-Ash Swamp -- are considered vulnerable in New York State. Based on the NY Natural Heritage Program’s Statewide ranking of S2 for Floodplain Forest and S3 for Silver Maple-Ash Swamp, there are fewer than 100 occurrences of these types in the State.

Delineation of wetlands in the field is based on analysis of vegetation, hydrology, and soils. Wetlands scientists look for certain types of vegetation that are typical of wetlands. The flow of water over and through the land (hydrology) also helps to delineate the locations of wetlands. Certain soil types, called “hydric soils,” are characteristic of wetland.

The Town has few regulations on the development in or near wetlands but defers broad judgment of development to the Planning Board and Environmental Conservation Board. Specific regulations of wetlands are provided by the Army Corps of Engineers and/or by the NYS DEC. In the recent history of the Town, wetlands have been protected during development.

Floodplains

Floodplains are the level lands adjacent to waterways, and are referenced according to the frequency of flood occurrence throughout a given area. The 100-year floodplain describes the geographic extent of inundation that is likely to occur once every 100 years. The Federal Emergency Management Agency (FEMA) produces a series of maps describing flood frequency for the purposes of administering the National Flood Insurance Program.



Flooding on Butler Road in July 2017

Development within floodplains can create an increased risk for property damage as well as downstream flooding. Such development can result in negative impacts to water quality during floods as well as the loss of unique plant life and wildlife habitats. In addition, flooding of developed areas can transport a wide variety of pollutants into adjacent waterways creating long term negative impacts to natural systems.

Floodplain vegetation and soils have evolved to accommodate periodic flooding, and in many cases, thrive because of it. This vegetation tends to be more diverse, providing a wider range of wildlife habitat. Floodplain vegetation stabilizes stream banks and provides a degree of flood mitigation through root storage, evapotranspiration, and increased levels of soil porosity and percolation.

Because of the unpredictability and destructive power of floods, the most effective means of mitigating the potential for negative environmental impacts is to simply place development well outside of known flood hazard areas. Limiting fill and soil disturbance within flood areas will minimize potential for increased impacts downstream.

Except for the land surrounding Canandaigua Lake, little development has occurred within floodplains of the Town. Most of the land within upland floodplains continues to be farmlands or woodlands. The Town of Canandaigua enforces local legislation (Chapter 115) which regulates development within flood hazard zones.

Woodlands

Two types of Forested Uplands are found in the Town: Hemlock-Northern Hardwood Forest and Successional Northern Hardwoods. Approximately 147 acres of Hemlock-Northern Forest community are found in the southern part of the Town. These forests are predominantly found on steep slopes along gullies in the Town. These trees provide ecological benefits by stabilizing steep slopes, moderating stream/habitat temperatures, and provide unique habitats for various species.

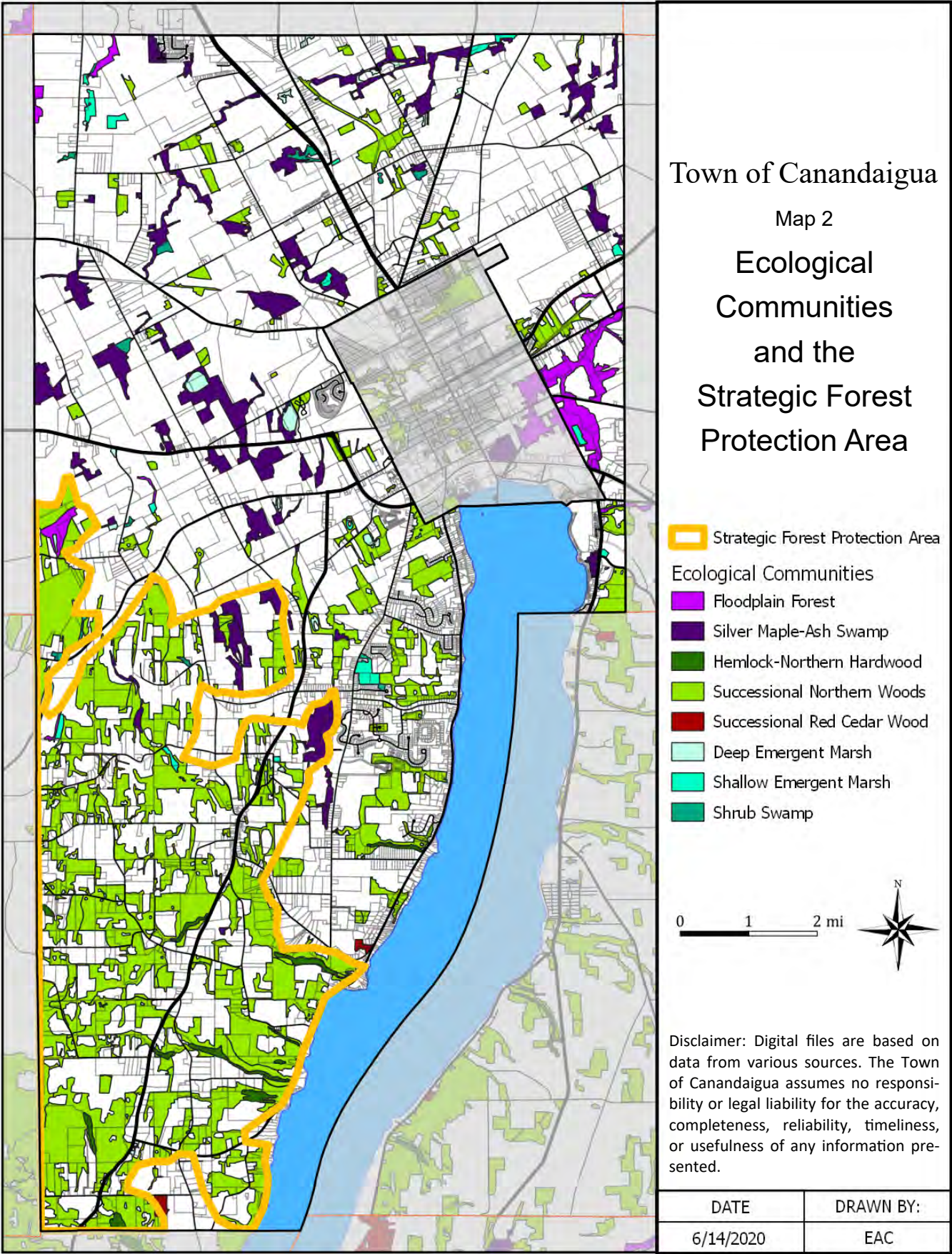
The Successional Northern Hardwood Forest is a hardwood or mixed forest that occurs on sites that have historically been cleared or otherwise disturbed. With 6,748 acres, this community represents the majority of forest found in the Town. Examples of this community are located predominantly in the southern part of the Town. Because the soils are less productive than farmland elsewhere in the Town, these lands became uneconomical to farm and were abandoned. Most of these successional northern hardwood forests are between 40 and 90 years old.

As part of the Open Space Plan adopted by the Town in 2018, the Town identified a Strategic Forest Protection Area, included as [Map 2: Woodlands](#). This map was created to show areas where conservation and land acquisition efforts would be most beneficial to forest and wildlife habitat.

Recently the Town and the Finger Lakes Land Trust partnered to purchase 90 Acres of land for preservation and parkland at the Canandaigua Vista property on Jones Road. Although the Town is active in preserving land where possible - of the 818 parcels within this area - 75 new homes have been constructed within this Protection Area since 2000 and 176 since 1990. Continued development leaves less and less land available for preservation and further segments forest lands in the Town. Fragmentation of woodlands is a serious concern for the future of Town woodlands and wildlife as parcels shrink and houses are constructed.

Photo Credit: Finger Lakes Land Trust
Future Public Access Conservation Lands





Invasive species and various diseases pose an additional threat to our woodlands. Around 2009, the emerald ash borer (EAB) began appearing in Upstate NY causing a devastating effect on our area ash trees. These ash trees, which comprise almost 8% of all trees in our region, will die within 2-4 years of being infected, and the spread of the EAB has led to significant cost for homeowners and municipalities to remove infected trees.

Around 2014, the hemlock woolly delgid (HWA) was identified in our region by the NYS DEC. These parasitic creatures feed on hemlock trees and can cause severe damage and death to these trees. Because of the ecological importance of hemlock trees, the spread of HWA has the potential to dramatically change these ecosystems. The Town hired an arborist to treat the hemlocks in Barnes Gully at Onanda Park to protect them as part of a NYS DEC grant program.

More recently in 2017, the DEC identified oak wilt in the Town and within our Strategic Forest Protection Area on Ketchum Road. This fungal disease spreads from root contact and movement of lumber/firewood and will usually kill the infected tree. The NYS DEC is also concerned about the possible spread of the spotted lantern fly in NYS which can feed on grapevines, hops, maple, walnut and many other trees. Although adult insects have been found within Ontario County, no confirmed infestation has been made.

In 2020 and 2021, the Finger Lakes region, including parts of the Town, experienced an explosive infestation of Gypsy moths. These invasive species are naturalized throughout the northeast and a similar infestation occurred in the late 1980s. Gypsy moth caterpillars can defoliate trees which may weaken or outright kill trees.⁶ In 2021, the Town contracted with an aerial sprayer to spray Bt over the uplands at Onanda Park to protect the trees from complete defoliation.



Invasive species that threaten
Town woodlands.

Top: Dying Ash Tree
Middle: Hemlock Woolly Adelgid
Bottom: Gypsy Moth Defoliation

Steep Slopes

Areas of steep slopes are susceptible to erosion which lead to instability and impact water quality. [Map 3: Steep Slopes](#) depicts those areas within the Town having slopes of at least 15%. These areas are located throughout the Town, with concentrations in the southern portion and along the lakeshore.

For many years the Town has seen development within steep slope areas usually within or adjacent to Canandaigua Lake. Although steep slope areas represent natural development constraints, continued growth and development of the Lake has left steep areas as the only remaining lands available to satisfy demand for new lakeside housing.

The Town of Canandaigua's Steep Slope Protection Law (Sec. 220-8 of the Town Zoning Code) is intended to minimize impacts of development in areas with slopes of 15% or greater. The law requires site plan review by the Town Planning Board for development in areas of steep slopes that exceed certain thresholds. Where the disturbed area exceeds a certain threshold, the Steep Slope Protection Law prohibits the "removal of existing ground cover and root systems except when related to a permitted use."

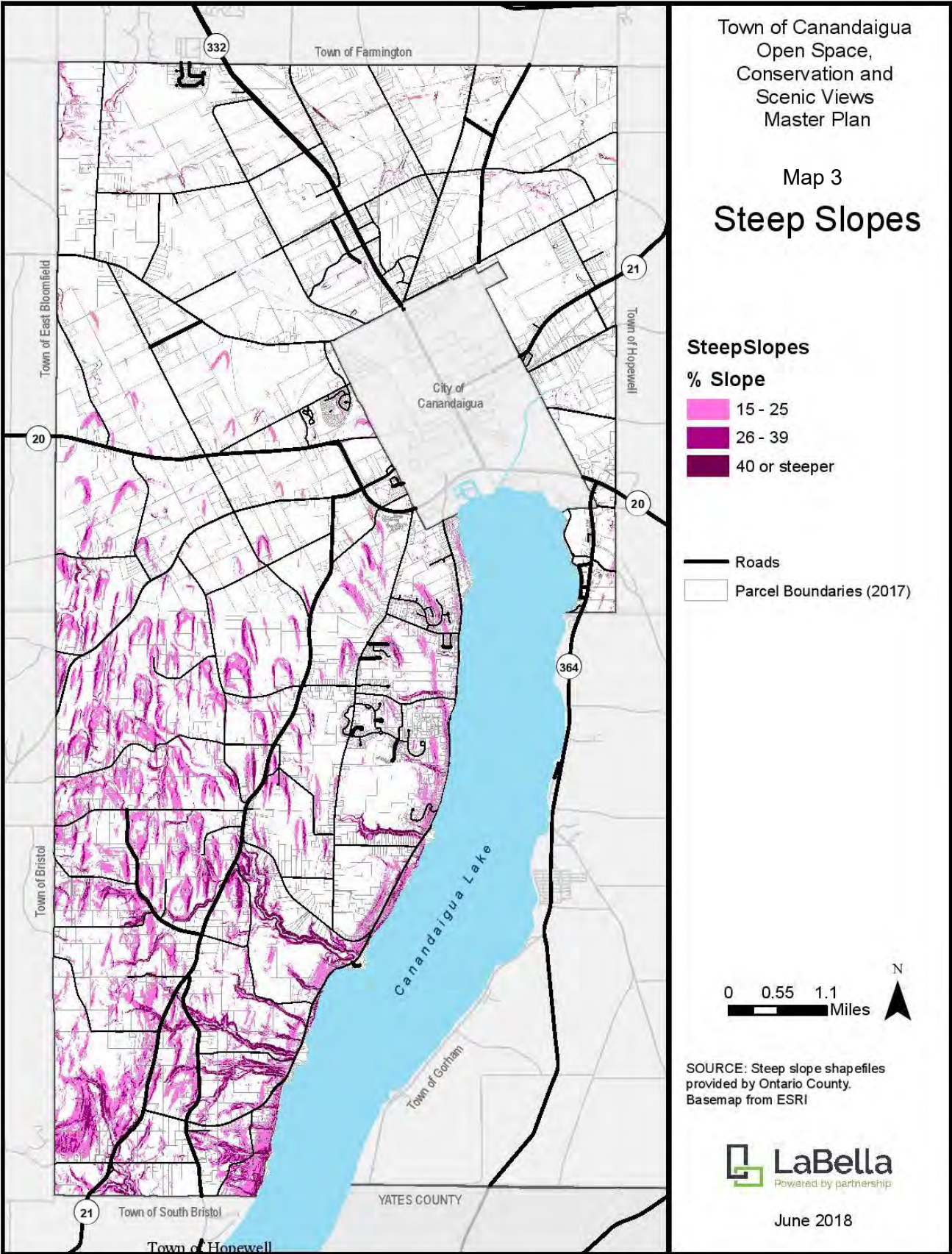
Because the Steep Slope Law was enacted very recently, it may be too early to evaluate its effectiveness. It is clear, however, that the Planning Board and ECB have incorporated it into their review of various projects and that applicants have made design decisions in consideration of this section and its intent.

Scenic Vistas

In almost every part of the Town of Canandaigua, residents enjoy beautiful views and aesthetics. These views can include the rolling hills of farmland in the North, to the woodlands of the South and numerous vistas of Canandaigua Lake. These diverse, scenic views provide value to the Town and help to create the rural character that survey respondents said they love about Canandaigua.



View of Canandaigua Lake North of Monks Road



The 2018 Open Space Plan documented many of these scenic views. This documentation is intended to guide the Environmental Conservation Board and other Town officials in review of proposals for land development and/or acquisition of land. [Map 4](#) shows lands visible from one or more of the scenic viewpoints. [Map 5](#) depicts those lands that are visible from Canandaigua Lake and the eastern lake shore.

Although no regulations exist in Town Code specifically referring to Scenic Views, the ECB and Planning Board take keen interest in these views when reviewing development applications. These Boards try to anticipate impacts and mitigate them through screening, building design, and changes to where development occurs on specific sites. The Town has adopted Lakeshore Development Guidelines and Ridgeline Development Guidelines to assist applicants and the Boards in mitigating negative aspects of development and, in some cases, repairing scenic views.

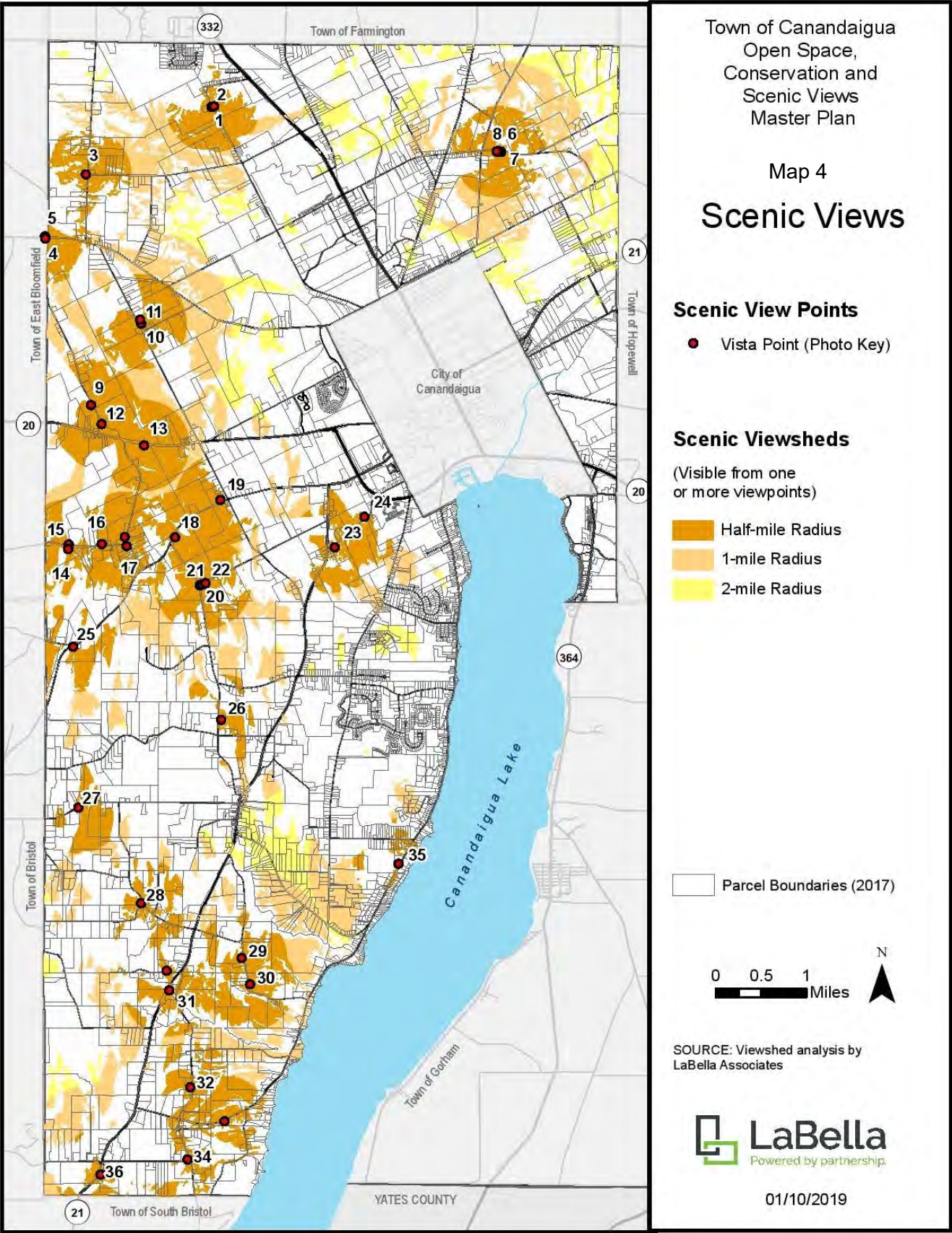
Climate Change

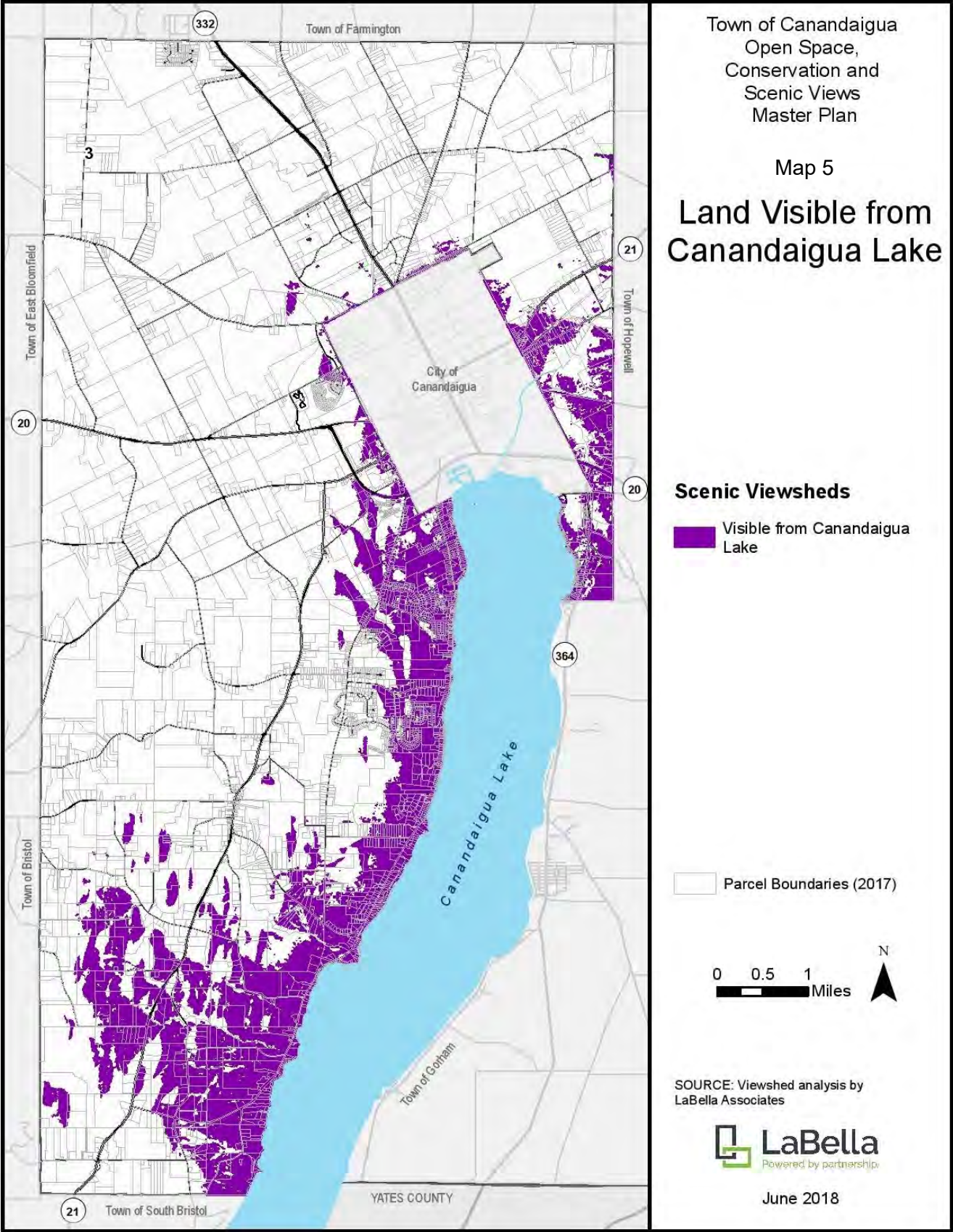
The following is from the New York State Energy Research and Development Authority (NYSERDA):

Across New York State, average temperatures are increasing. Heavy rain events and heat waves have become more frequent and longer. Along the coastline, sea levels are rising. Scientists predict that in New York State and elsewhere, these changes will continue and accelerate. Past climate experience is no longer a reliable guide to the future.

In New York State, climate change is already having a profound impact on society, the economy, and natural ecosystems. The agricultural growing season is fluctuating. Coastal and inland flooding is happening more often. Populations of plants and wildlife are changing. Catastrophic weather events are more likely, and their costs to human life and buildings is increasing.⁷

The Town of Canandaigua should be aware of local impacts from a changing climate. The Town has already witnessed issues associated with more frequent heavy rain events. More frequent droughts and higher temperatures will likely increase the proliferation of blue green algae, decrease the viability of farming, and encourage different types of invasive species.





AGRICULTURAL LANDS

The Town of Canandaigua economy and culture has for many years extended from agriculture. Only after millennia of glacial action and other natural occurrences was Canandaigua gifted with these extremely valuable, irreplaceable soils. As much as any wetlands or the lake, these natural resources of the Town must be protected to the greatest extent practicable.

In 2016, the Town of Canandaigua completed an extensive report on the agricultural lands and industry of the Town of Canandaigua entitled the Agricultural Enhancement Plan, prepared by LaBella Associates and adopted by the Canandaigua Town Board in December 2016. The Town quickly began to implement the recommendations by establishing an Agricultural Advisory Committee in March of 2017, and adopting code revisions as outlined in the Plan in March of 2020.

In the Town of Canandaigua, high quality soils comprise nearly 75% of the total land area, with 32.5% of that area being Prime Farmland or soils that have the best combination of moisture regime, temperature, permeability, pH levels, and subsoil content. However, only 41% of the Town's total land area is actively farmed. An additional 11% of the land is previous farmland currently fallow. [Map 6](#) shows the distribution of this quality farmland throughout the Town.

The Town has aggressively sought to protect farmland and the local farming industry by acquiring permanent conservation easements on active, productive farmland. As of March 2021, the Town has permanently protected approximately 2,145 acres of farmland with another 185 acres pending permanent protection. All of these lands were protected with perpetual conservation easements through the New York State Department of Agriculture and Markets' Farmland Protection Implementation Grant and its Purchase of Development Rights program. Most of these parcels lie within the northern portion of the Town classified

"I commend the Town for its initiative and effort in developing the plan."

- Richard Ball, Commissioner of New York State Agriculture and Markets



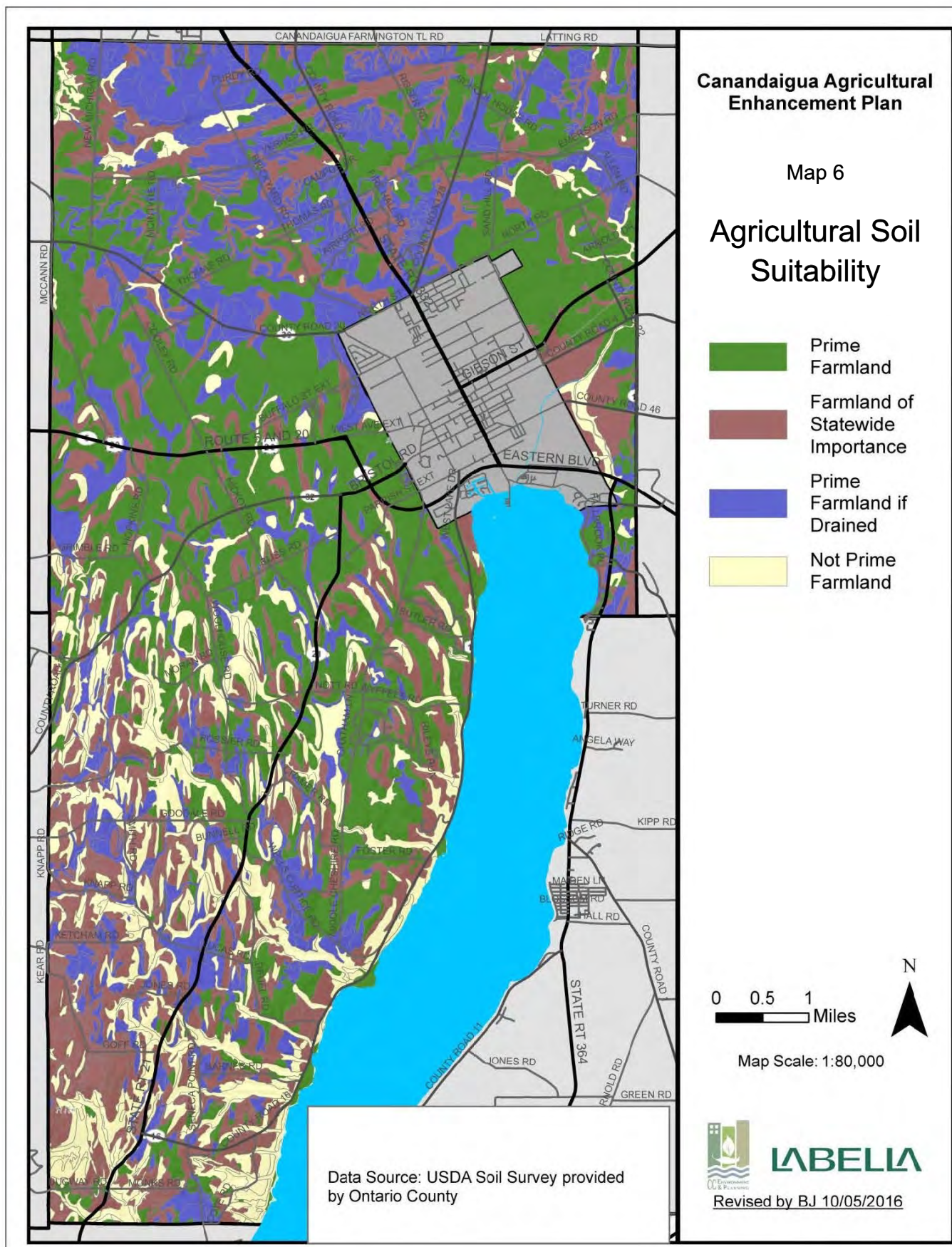
Fa-Ba Farm

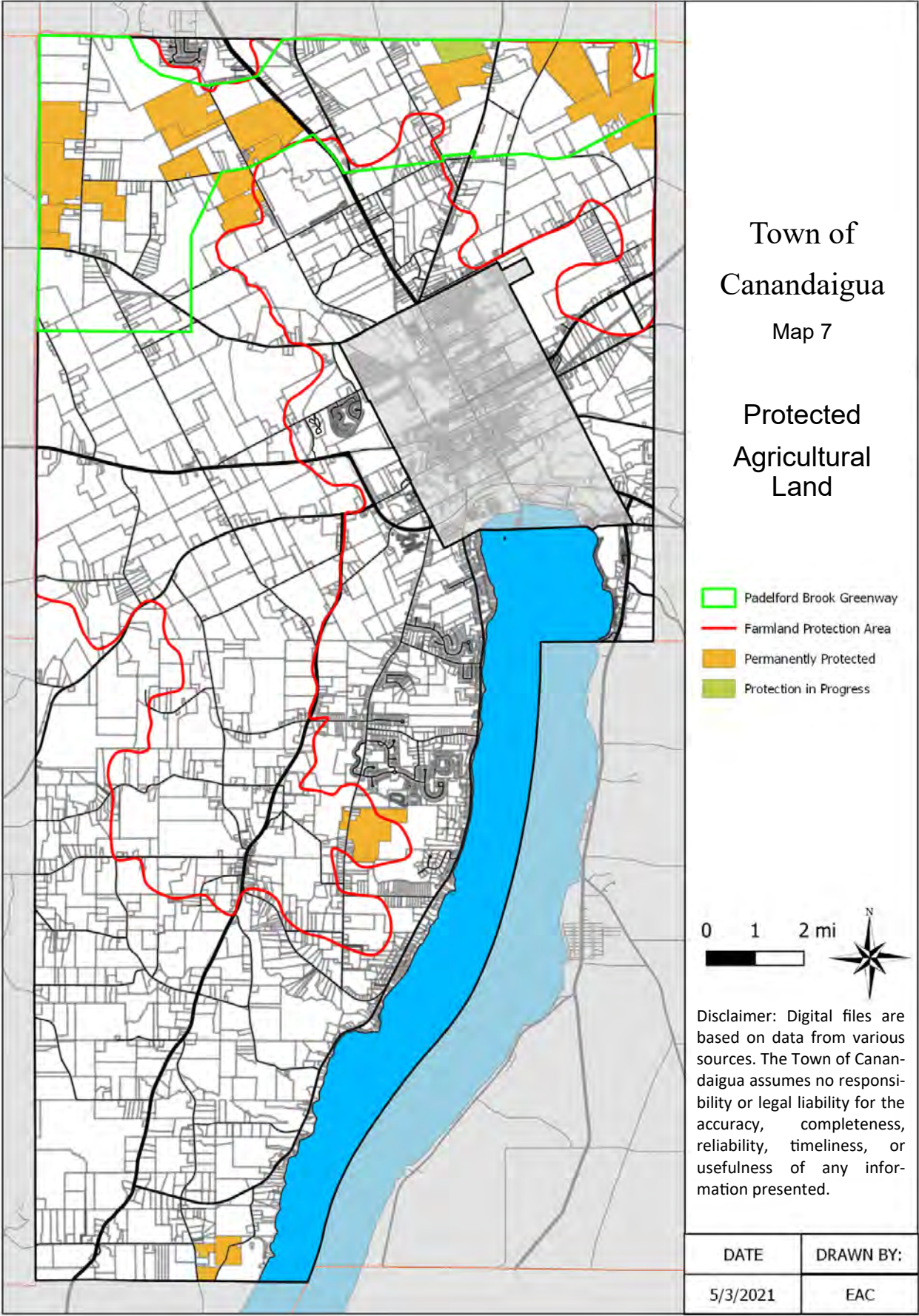
as the Padelford Brook Greenway and also fall within the Town's larger Strategic Farmland Protection Area. [Map 7](#) shows protected lands and the Town's planned agricultural areas.

TABLE 1: AGRICULTURAL LAND COVER BY TYPE		
Ecological Community - Agriculture	Acres	# of Total
Cropland	13,572.2	92.5%
Pastureland	997.9	6.8%
Flower/Herb Garden	17.8	0.1%
Nursery	24.8	0.2%
Orchard	6.0	0.0%
Vineyard	51.3	0.3%
	14,670.0	100.0%

Table taken from 2016 Agricultural Enhancement Plan

Agriculture remains a major industry in Canandaigua where farms produce a diverse set of products in just about every agricultural sector. Currently crop production consumes the most acres of farmland. The Town's distant proximity in relation to Agricultural processing facilities can limit accessibility to larger markets. However, a diverse set of marketplaces exist in or near the Town for farms looking to sell goods. These range from supermarkets, local stands, food hubs and the Finger Lakes Live-stock Exchange.





HISTORIC AND CULTURAL RESOURCES

The Town of Canandaigua has a wealth of historic and cultural resources stemming from the early occupancy of the Seneca Nation and from the post-Revolutionary War period, when Canandaigua was a central site in the settlement of the Western New York frontier. The Town Historian's Office and the past Historian, Ray Henry, have actively documented and distributed historical information about the Town.

Strategies for historic resources within the 2011 Plan included:

- Consider impacts on historic assets as part of the site plan review process
- Support the Town Historian's Office and other organizations preserving artifacts important to local history
- Create a local history trail utilizing existing trail networks and historical sites
- Strengthen cultural heritage education opportunities through brochures or historical markers

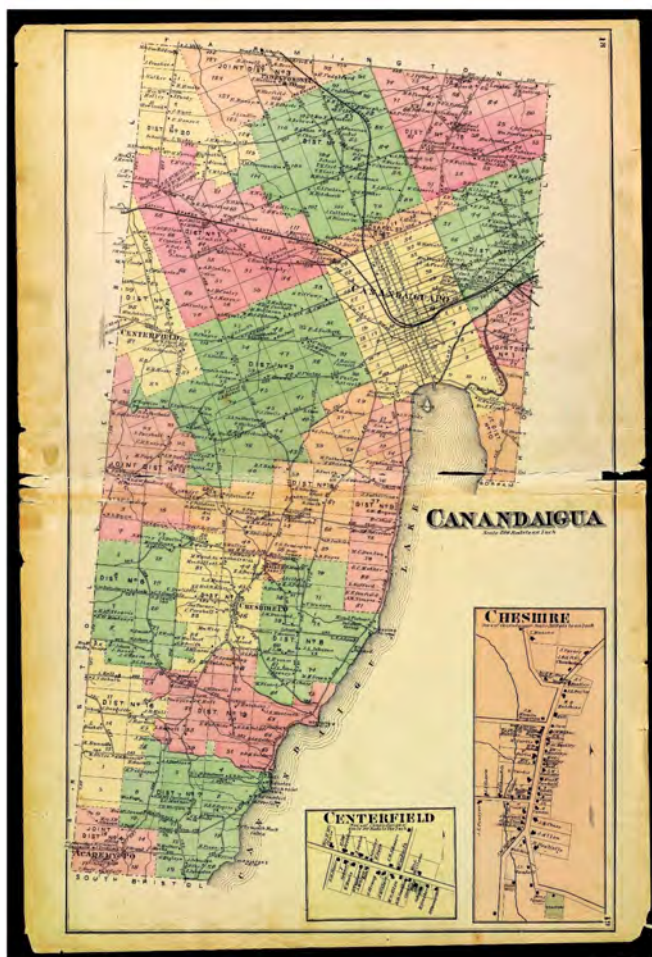
The 2011 Comprehensive Plan Update was the first of the Town's Comprehensive Plans to include sections relating to the history and cultural significance of the Town of Canandaigua. The Plan included a discussion of individual groups of resources such as hamlets, cemeteries, schools, Seneca sites, railroad related sites, and more. The 2011 plan provided goals relating to preserving and protecting significant historic properties and promoting awareness of the Town's cultural heritage. [Map 8](#) shows historic resources of the Town.

In 2018, the Town established the "Local History Team" as a sub-group of the Citizens Implementation Committee, with a focus on the historic resource goals within the 2011 Update. With the encouragement of the Local History Team, the Town secured a 2018 "Preserve New York" grant from the Preservation League of New York State. With this funding, the Town contracted with Bero Architecture, PLLC to undertake Part 1 of a Reconnaissance-Level Survey of the Town of Canandaigua. Part 1, completed in June 2019, provides an overview of the Town's development history and of the types of surviving historic resources. When completed, Part 2 will produce a detailed inventory of buildings, structures, objects, sites, parks and/or districts and a discussion of their relative significance to the Town's history.

Activities undertaken by the Local History Team in 2018-19 in support of the Town's goals include the following:

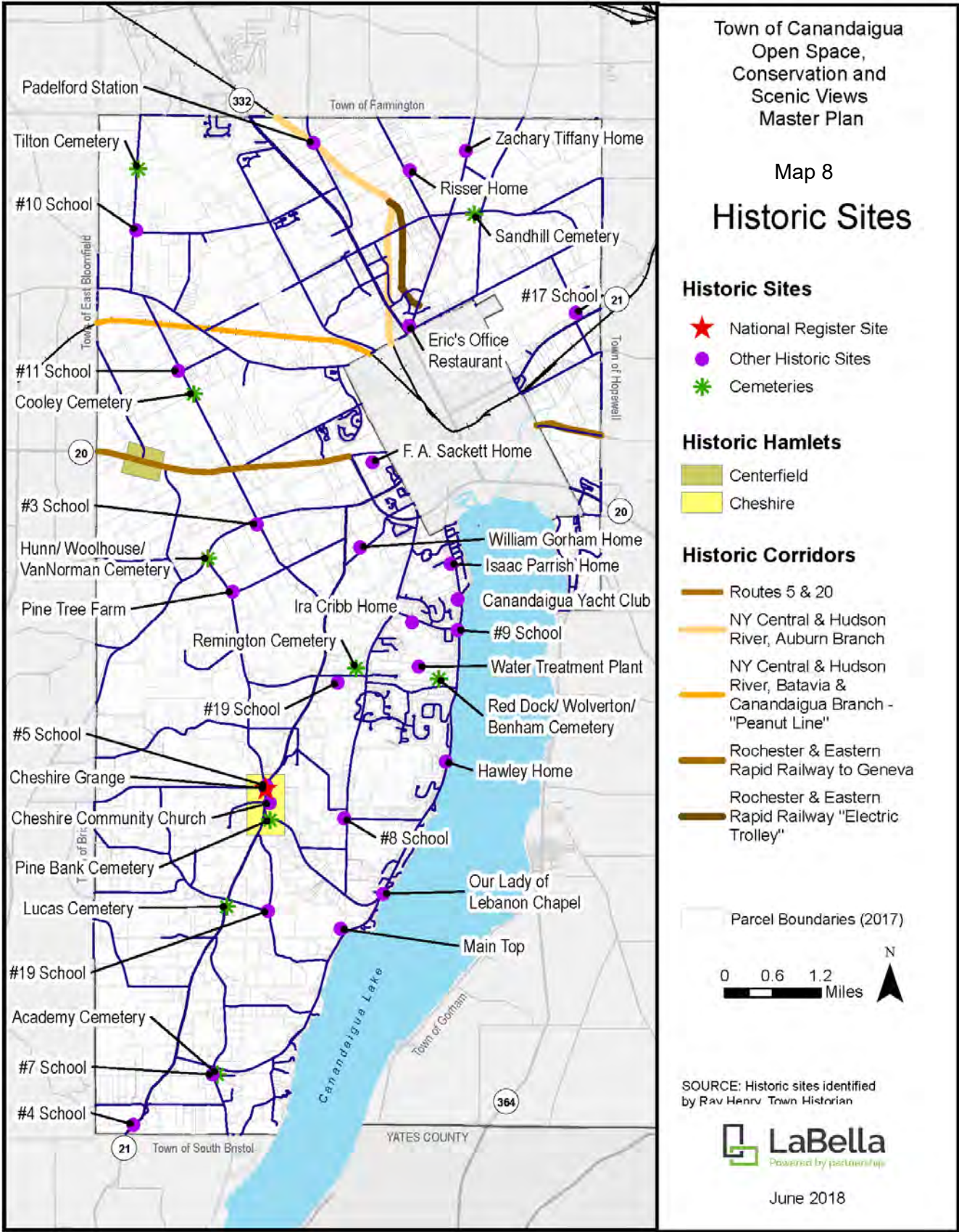


- Developed a series of historic map reproductions for use at public programs and on the Town's website
- Created a monthly series on local history in the Town's digital newsletter
- Developed reproductions of historic images and education labels of Canandaigua Lake Steamboats for use in the naming of the meeting rooms at Town Hall
- Presented a public program summarizing the Part 1 report findings of the Reconnaissance Level Survey
- Developed a Local History web page including video excerpts as well as other maps and articles
- Began an oral history project through which school students interviewed residents about their memories of Canandaigua
- Created detailed documentation of historically significant properties prior to demolition



The Local History Team plans to continue these and other initiatives including seeking grant funding for the completion of the Part 2 survey report, developing one or more walking and/or driving tours of historic sites, geocaching programs highlighting local history, support for the Historian's effort to enhance and interpret historic cemeteries, and a program of recognition for the Town's multi-generation farm families.

Top: The Steamboat, Canandaigua
Bottom: Historic Map of Canandaigua, dated 1874



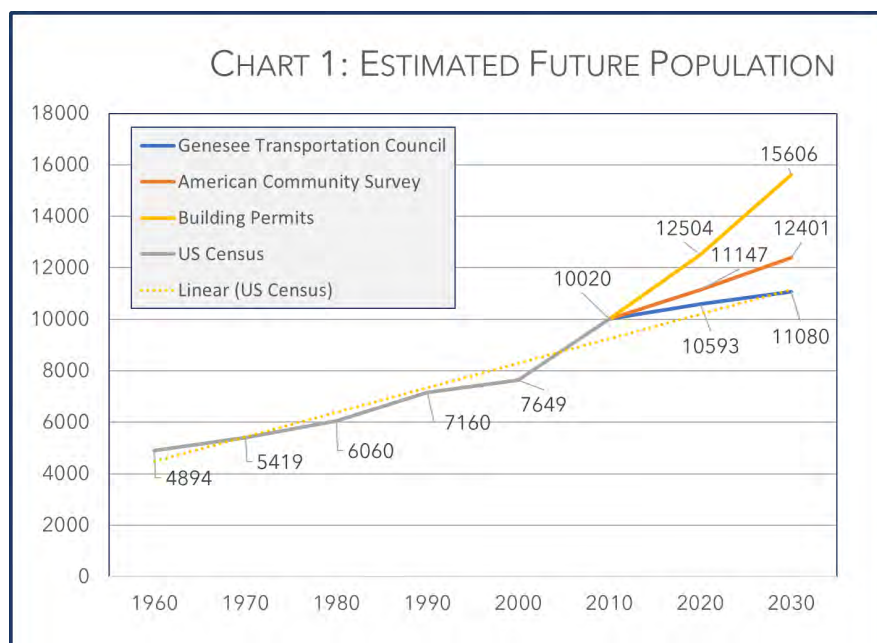
DEMOGRAPHICS

Population

Our baseline population will be the 2010 Census estimate of 10,020 residents. In 2013, the Genesee Transportation Council (GTC) projected the Town to grow at a rate of between 6% and 3% per decade. Their projections show the Town's population would be at 10,593 by 2020, at 11,080 by 2030, and to 11,875 by 2050.

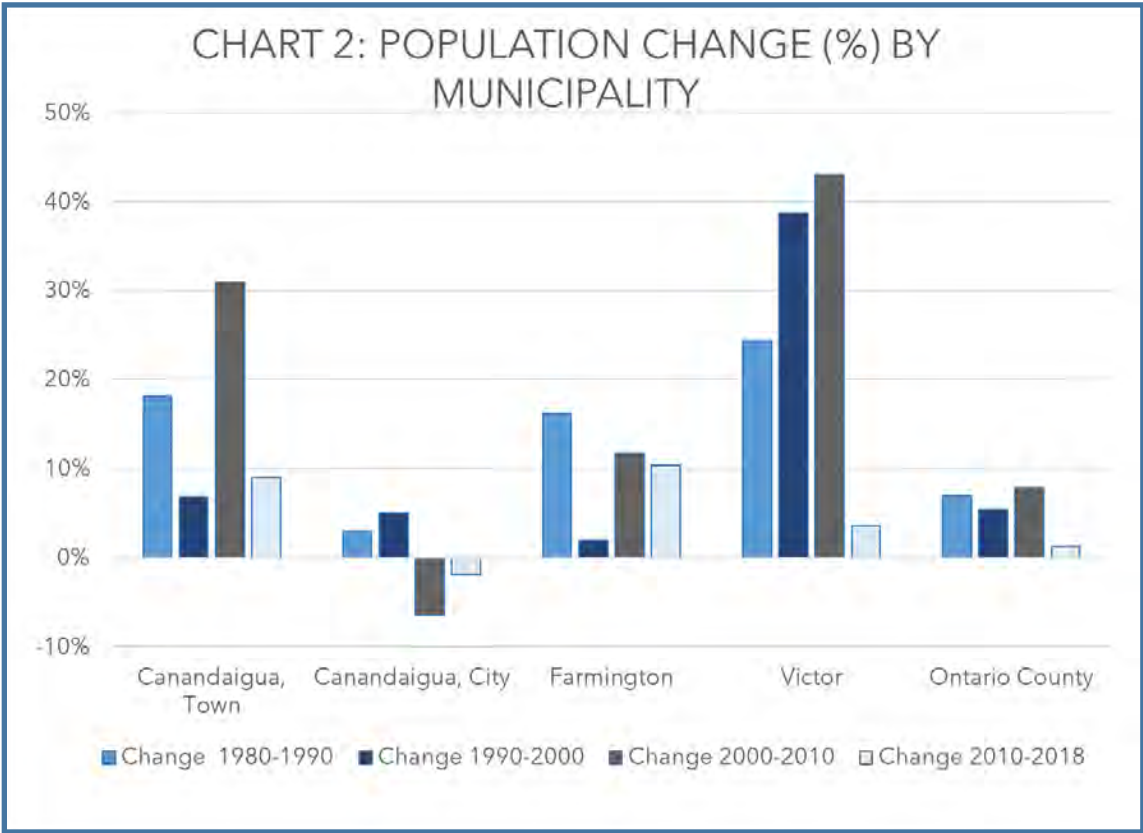
According to the Census Bureau's American Community Survey, the Town's 2018 population was estimated to be 10,922 persons. This would be an increase of 902 people (9%) from the 2010 Census population and would put us well above the GTC population projection for 2020. Where GTC projected a growth of 3% per decade, the ACS estimates a rate closer to 11.25% this decade. Extrapolating the growth rate of the ACS, we could see a total population of 11,147 residents in 2020 and 12,401 residents in 2030.

When estimating population growth by using building permits issued for new housing units, both estimates appear low. Using the 2010 population as our baseline, the Town issued permits for around 945 new dwelling units of any size from 2011 to the end of 2018.¹³ The ACS estimates the current, average Household size at 2.37 persons, quite smaller than 2.65 in 2000. At 2.37 persons per unit, the population of the Town may have increased by 2,240 since 2010 equating to 24.8% per decade. If we extrapolate this growth estimate, the Town may have 12,505 residents by 2020 and 15,606 by 2030.



In 2016 the Town of Canandaigua adopted a Sewer Master Plan that also provides estimates of population for the future. This plan provides similar estimates of up to 13,527 by 2030 and the potential for 1,323 new dwelling units.

We must acknowledge the difficulty of accurately predicting future population because of innumerable national and regional factors which influence actual rates. By any measure, the growth rate of the Town has been high from 2000 to 2020, but rates of historic growth cast doubt on its ability to remain so high into the future. Among our peers in Ontario County, the Town is growing the second fastest over the last 18 years. To be sure, demand for housing in Canandaigua will likely remain high, ensuring that the Town will continue as one of the fastest growing communities in Ontario County.



Age

As in previous years, the largest share of residents is in the 45-54 age bracket. Continuing the trends when the Town last updated the Comprehensive Plan in 2011, the Town's population has continued to grow older where the median age is up almost 10 years. From 2010, we have gained an estimated 603 residents over the age of 65. Additionally, the percentage of residents within their peak earning years of 35 to 64 years has gone up by 307 persons. Following a growth in the number of children under 9 years old between 2000 and 2010, there has been a decline in this same demographic by 369 children, meaning we may be witnessing a decline in new families in the Town.

Table 2: Age Distribution	2018		2010		2000	
	#	%	#	%	#	%
Total Population	10,922		10,020		7,649	
Under 5 Years	340	3.2	508	5.1	431	5.6
5 to 9 years	431	4.0	632	6.3	553	7.2
10 to 14 years	748	7.0	637	6.4	582	7.6
15 to 19 years	748	7.0	674	6.7	565	7.4
20 to 24 years	542	5.0	455	4.5	340	4.4
25 to 34 years	942	8.8	853	8.5	796	10.4
35 to 44 years	1,318	12.3	1,236	12.3	1,293	16.9
45 to 54 years	1,832	17.1	1,674	16.7	1,365	17.8
55 to 59 years	823	7.7	839	8.4	435	5.7
60 to 64 years	843	7.9	760	7.6	346	4.5
65 to 74 years	1,335	12.4	836	8.3	533	7.0
75 to 84 years	770	7.2	546	5.4	301	3.9
85 years and over	250	2.3	370	3.7	109	1.4
Median age	47.3	0.4	45.1	0.5	39.6	0.5
18 years and over	8,896	82.9	7,813	78.0	5,708	74.6
35 to 64 years	4,816	44.9	4,509	45.0	3,439	45.0
65 years and over	2,355	21.9	1,752	17.5	943	12.3

As shown in Table 3, there have been large changes in the type of housing our residents choose in relation to their age. The change is incredible in the 75+ and 35-44 age brackets where there has been increases of 20% in residents choosing to rent since 2000. The change is dramatic in the 85+ group where 77% owned their residence in 2000, where today it is estimated at 7%. This trend tracks similar national data. As we consider potential changes to housing and land use policy, the Town must be aware that renting has become much more attractive to residents, especially our growing population of older residents and remaining younger residents. It may also be beneficial to explore the underlying reasons for this swing.

Table 3: Housing by Age	Owner Occupied Housing			Renter Occupied Housing		
	2018	2010	2000	2018	2010	2000
Total Units	3161	2871	2268	1298	1103	618
15 to 24 years	0%	11%	10%	100%	89%	90%
25 to 34 years	44%	46%	54%	56%	54%	46%
35 to 44 years	57%	75%	79%	43%	25%	21%
45 to 54 years	89%	81%	85%	11%	19%	15%
55 to 64 years	85%	84%	91%	15%	16%	9%
65 years and over	78%	68%	88%	22%	32%	12%
65 to 74 years	91%	84%	91%	9%	16%	9%
75 to 84 years	67%	70%	86%	33%	30%	14%
85 years and over	7%	31%	77%	93%	69%	23%

Race and Sex

As shown in the Census estimates below, racially the Town of Canandaigua is still a large majority white community without much change over the last 20 years. With regards to sex, as a percent of population, the Town has become more female.

	2017		2010		2000	
	#	%	#	%	#	%
RACE						
White	10,236	95.4	8,917	93.1	7,428	97.1
Black or African American	153	1.4	247	2.6	56	0.7
American Indian and Alaska Native	0	0	38	0.4	18	0.2
Asian	69	0.6	198	2.1	59	0.8
Native Hawaiian and Other Pacific Islander	31	0.3	0	0	0	0
Some other race	69	0.6	0	0	21	0.3
Two or more races	175	1.6	182	1.9	67	0.9
SEX						
Male	5,110	48	4,896	48.9	3,784	49.5
Female	5,623	52	5,124	51.1	3,865	50.5

Nearby communities including the City of Canandaigua have begun a systematic exploration of racial and gender diversity within their communities. These communities generally understand that legacies of discrimination, whether in federal policies or private covenants, can have lasting impacts on communities. Although the Town does not have information at this time to understand this aspect of the Town's history, it may be something to explore at a later date.

Disability Status

Perhaps surprisingly, there has not been dramatic changes in the number of residents with disabilities, even with an aging population. Although there has been an increase in the number of disabled residents over 65 years old, they have shrunk as a percentage of the population.

Disability Status of the Population	2017		2012		2000*	
	#	%	#	%	#	%
Total Civilian Population	10,630		9,858		7,181	
-With a disability	1,376	12.9%	1,312	13.3%	995	13.9%
Under 18 years	2,023		2,075		1,688	
-With a disability	60	3.0%	121	5.8%	151	8.9%
18 to 64 years	6,302		5,894		4,551	
-With a disability	662	10.5%	638	10.8%	497	10.9%
65 years and over	2,305		1,889		942	
-With a disability	654	28.4%	553	29.3%	347	36.8%

* 2000 Census age ranges were "Population 5 to 20 years old" and "Population 21 to 64 years old"

Education

As most of us understand, the 21st century has become a knowledge based workforce. Much of the economic growth and improvement in services is driven by an educated workforce. In the Town of Canandaigua we have the High Tech manufacturer Akoustis. We also have a top quality hospital in F.F. Thompson. And we have two great educational institutions in the Canandaigua City School District and Finger Lakes Community College. The workforce of these industries and those that will grow from them is likely to be an educated one.

Educational Attainment	Total Population			Male			Female		
	2017	2010	2000	2017	2010	2000	2017	2010	2000
Population 18 to 24 years	797	702	518	346	370	261	451	332	257
Less than high school graduate	10.3%	7.1%	17.8%	21.4%	10.0%	21.8%	1.8%	3.9%	13.6%
High school graduate (incl. equivalency)	24.6%	32.8%	22.4%	30.9%	31.6%	28.0%	19.7%	34.0%	16.7%
Some college or associate degree	49.6%	52.6%	52.9%	39.6%	55.9%	40.2%	57.2%	48.8%	65.8%
Bachelor's degree or higher	15.6%	7.5%	6.9%	8.1%	2.4%	10.0%	21.3%	13.3%	3.9%
Population 25 years and over	7,907	6,761	5182	3,569	3,156	2,545	4,338	3,605	2,637
Less than 9th grade	1.9%	1.1%	1.9%	2.7%	1.7%	2.4%	1.2%	0.6%	1.4%
9th to 12th grade, no diploma	2.4%	4.4%	6.1%	3.3%	4.6%	6.0%	1.6%	4.3%	6.3%
High school graduate (incl. equivalency)	25.4%	22.1%	25.5%	28.3%	20.0%	25.7%	23.1%	24.0%	25.4%
Some college, no degree	15.4%	17.2%	18.6%	12.7%	20.0%	16.7%	17.7%	14.6%	20.5%
Associate degree	13.9%	13.8%	14.0%	9.9%	11.1%	12.2%	17.1%	16.1%	15.7%
Bachelor's degree	20.3%	21.8%	17.5%	26.1%	26.0%	19.7%	15.4%	18.2%	15.4%
Graduate or Professional degree	20.8%	19.6%	16.3%	16.9%	16.5%	17.4%	23.9%	22.3%	15.3%

Since 2000, the Town of Canandaigua has grown its educated population, most notably a growth in educated women under 24. From 2000 to 2017, an estimated 17.4% more women had a Bachelor's Degree and an estimated 8.6% more had obtained a graduate or professional degree. Contrasted with this, there does appear to be a leveling off amongst the men.

To be clear, it is not necessary for all people to obtain degrees and this is not the Town's position. There are many great jobs available within the building trades, the military and other fields that provide excellent income and opportunity without a degree, and the Town wishes to support those who choose to pursue those paths.

ECONOMY

Economic Trends

Generally, economic data is difficult to find on regions as small as a Town, so this section includes Town data when available and a Town-specific profile of commercial and retail development. Recent improvements in data access and management have allowed us to gain more localized economic insights. According to our public survey results, improving the local economy was the number two priority item.

The Town of Canandaigua sits within other larger “regions” that will assist in our review of the local economy. We can evaluate the economy of Ontario County, the Rochester Metropolitan Statistical Area, and the Finger Lakes Region. According to our public survey, 12% of respondents work within Rochester/Monroe County, 12% work in Ontario County but not Canandaigua, 14% work from home, and almost 25% work in the Town/City of Canandaigua. The highest percentage of respondents were retired at 32%.

According to the Finger Lakes Regional Economic Development Council - the strategic board for the greater Rochester region set up to take advantage of Governor Cuomo’s Regional Economic Development Grants - the Finger Lakes region is seeing general economic progress. In 2019, the Council notes rising home prices, a growing youth population, a declining unemployment rate, rising wages, and strong tourism rates as signs of good things to come. Additionally, they note 186 projects that have received \$150,000,000 Empire State Development Capital Fund awards to assist in improvements within the Finger Lakes Region.⁷

In the Rochester MSA, inflation adjusted GDP grew by \$5 Billion between 2011 and 2018 and Real GDP Per Capita grew from \$49,891 to \$53,489.⁸ Both are good indicators for the regional economy. Most industries’ GDP grew during that time, the largest being Finance, Insurance, Real Estate and Education/Health Care Services, but GDP shrank in Manufacturing and Information.⁹ For Ontario County, Real GDP grew by \$900 Million and Real GDP Per Capita grew \$7,000 to \$50,380. Most industries saw growth with the greatest in Manufacturing and Wholesale Trade, while GDP shrank for Agriculture, Retail and Professional services.¹⁰

The Bureau of Labor Statistics also provides wage data for these two regions. In the Rochester MSA, annual wages have risen \$1,800 dollars from 2015 to 2018. Rochester saw the largest wage reductions in Management of Companies and in Utilities, and the largest increase in wages in Construction, Health Care and Education. In Ontario County, however, annual wages were reduced almost \$4,000 from 2015. The highest growth in annual wages was in the Construction sector while professional services and management of companies saw the largest decline.^{[11](#)}

The Census Bureau's American Community Survey also provides localized estimates of full-time employment data for the Town. According to the ACS, the biggest sectors of full-time employment for Town residents are Manufacturing (17%), Education (15%) and Health Care (18%). Since 2012 the greatest total changes in employment have occurred in Construction (-115), Manufacturing (+212), Education (+367) and Public Administration (-71).^{[12](#)}

In May 2018, the Town commissioned Camoin Associates to prepare a market analysis for the Town of Canandaigua as part of the UpTown Feasibility Study. This analysis showed that the Town has potential opportunities in Industrial Uses, Rental Housing, Office Space, Retail Stores, and Recreation-oriented businesses and facilities. Additionally, the Tourism industry is expected to grow 6% from the period 2017 to 2022. The COVID pandemic may trigger changes in these industries, however, this remains to be seen for certain.

Also in 2018, the Town and City of Canandaigua and the Canandaigua Chamber of Commerce, prepared a joint economic development study to gain input from stakeholders to identify improvements beneficial to the Canandaigua area. As a result of this study the three entities gained a renewed vision and established the Canandaigua Local Development Corporation to partner on these shared goals.

Taken together, there are many positive signs for the Town and local economy. Full time employment is growing for Town residents. The regional economy is growing, although wages are relatively flat. There is high demand for real estate within the Town across various industries and the Tourism industry remains strong. However, some policies proposed at the state and national level may adversely impact the Town economy including a ban on Styrofoam and single use plastics. While Pactiv is currently researching and developing sustainable alternative packaging, as one of the largest employers in the region, policies such as this could be a serious blow to their business. Also, due to the COVID-19 pandemic and its generally catastrophic economic impact,

much of this data should be re-evaluated when a clearer picture emerges with upcoming data releases.

Income

Table 4 below shows the income characteristics of our population and the inflation adjusted (real) income over time. We can see in the chart that the Town does continue to gain high income households and, at the same time, gains lower income households. There does appear to be fewer middle income households than even in 2000.

Additionally, after adjusting for inflation, the median household income of Town residents has gone down slightly since 2010 but substantially since 2000. In relation to similar, local municipalities, the City of Canandaigua's 2017 median household income was \$54,652, Victor was \$98,167, Farmington was \$57,652, and Ontario County was \$66,004.

This somewhat surprising change could be a result of residents living in smaller households. It could also be related to the continued aging of the Town and a reduction in labor force participation. In total, 1,950 residents (16%) are not currently in the labor force which is an increase of 830 since 2010.

It is important also to remember that inflation erodes how much an income of \$25,000 may be. Lower income households are less and less able to survive due to rising costs, and we have growing populations within our lower income brackets.

Table 4: Household Income			
	2017	2010	2000
Households	4,530	3,985	2,885
Less than \$10,000	123	28	133
\$10,000 to \$14,999	158	151	64
\$15,000 to \$24,999	583	498	312
\$25,000 to \$34,999	483	315	289
\$35,000 to \$49,999	377	434	389
\$50,000 to \$74,999	702	988	716
\$75,000 to \$99,999	609	522	452
\$100,000 to \$149,999	880	602	331
\$150,000 to \$199,999	291	231	87
\$200,000 or more	324	215	112
Median Household Income (\$)	68,004	62,581	57,978
REAL Median Household Income (\$)	68,004	70,388	82,143

Housing Affordability

Families who pay more than 30 percent of their income for housing are considered cost burdened and may have difficulty affording necessities such as food, clothing, transportation and medical care.¹⁴ Understanding that health care costs, education costs, etc. continue to increase, a constant 30% of income devoted to housing does not account for rising prices in other goods and services.¹⁵ Nevertheless, we will use this standard, but we must keep this limitation in mind while reviewing the data.

Previous Comprehensive Plans have included goals relating to affordable housing, but data limitations have hindered an examination of how well the Town has achieved this goal. Using 2017 Census estimates, we can see that 77% of households making under \$50,000 are considered cost burdened. Even in the income bracket of \$50,000 to \$74,999 (the Town Median), around 30% of households are cost burdened. Cost burdened households make up 32% of all Town households (1,447 Total). In similar communities the rates are: 26.9% (1,289 Total) City of Canandaigua; 24.5% (275 Total) Town of Victor; 26.5% (1,446 Total) Town of Farmington; and, 20.5% (9,438 Total) Ontario County.

Compared to 2009 estimates, there was a slight improvement of total cost burdened households in the Town, shrinking from 35% to 32%. Additionally, cost burdened households making less than \$20,000 improved from 93% of the population to 90%.

Table 5: Monthly Housing Costs as a Percentage of Household Income	Total Housing Units		Owner-Occupied Housing Units		Renter-Occupied Housing Units	
	#	%	#	%	#	%
Less than \$20,000	412		199		213	
19 percent or less	9	2.2%	9	4.5%	0	0.0%
20 to 29 percent	33	8.0%	33	16.6%	0	0.0%
30 percent or more	370	89.8%	157	78.9%	213	100.0%
\$20,000 to \$34,999	780		291		489	
19 percent or less	88	11.3%	88	30.2%	0	0.0%
20 to 29 percent	78	10.0%	38	13.1%	40	8.2%
30 percent or more	614	78.7%	165	56.7%	449	91.8%
\$35,000 to \$49,999	377		231		146	
19 percent or less	53	14.1%	53	22.9%	0	0.0%
20 to 29 percent	100	26.5%	69	29.9%	31	21.2%
30 percent or more	224	59.4%	109	47.2%	115	78.8%
\$50,000 to \$74,999	702		493		209	
19 percent or less	251	35.8%	171	34.7%	80	38.3%
20 to 29 percent	247	35.2%	128	26.0%	119	56.9%
30 percent or more	204	29.1%	194	39.4%	10	4.8%
\$75,000 or more	2,104		1,853		251	
19 percent or less	1683	80.0%	1449	78.2%	234	93.2%
20 to 29 percent	386	18.3%	369	19.9%	17	6.8%
30 percent or more	35	1.7%	35	1.9%	0	0.0%

2013-2017 American Community Survey 5-Year Estimates

However, these percentages hide the increase in total number of households unable to find affordable housing. For example, the Town has almost 100 more cost burdened households making under \$20,000. In total, the Town is estimated to have almost 300 more households paying greater than 30% in 2017 compared to 2009.

EDUCATION SERVICES

Finger Lakes Community College

Finger Lakes Community College (FLCC) is the Town's local higher education facility. In the 2016-17 school year, FLCC had 6,520 total students. Of those, 2,587 were full-time and 3,933 were part-time.

FLCC has expanded their programming in recent years to provide education directed towards immediate employment. They recently opened their campus in Victor dedicated to Engineering, Instrumentation and other high-tech careers. They've also opened another Campus in Geneva dedicated to Viticulture to benefit and work within the local wine culture. Just within the last year, FLCC received a sizable grant to strengthen biotechnology education and encourage more students to pursue careers within that field.

In FLCC's most recent strategic plan, they place a high priority on innovation and collaboration within the Community. Many successful municipalities work together with their local institutions of higher education to create a welcoming environment and economy for the workforce of the future. The Town may wish to nurture these connections with FLCC.

While technically lying entirely within the Town of Hopewell, FLCC sits immediately adjacent to the Town of Canandaigua's eastern border. On the FLCC campus also sits the Constellation Brands-Marvin Sands Performing Arts Center, or CMAC. This center draws in over 100,000 attendees in a year and is a tremendous asset to the Canandaigua community. Many of these patrons will shop in Town businesses, stay in hotels or BnBs, and eat in local restaurants.



Photo Credit: Visit Finger Lakes
View of CMAC from "the Hill"

Public Schools

Three separate public-school districts serve Town residents. The Canandaigua City School District (CCSD) serves the majority of the Town, all of the City of Canandaigua, and parts of the Towns of Farmington and Hopewell. The Naples Central School District (NCSD) serves residents in the most Southern portion of the Town. Finally, the Western portion of the Town – generally Centerfield – is served by the Bloomfield Central School District (BCSD).

CCSD has a K-12 enrollment of approximately 3,500 students in 2019 which has changed from 3,889 in 2010. The school district also employs approximately 400 instructional staff and 350 support staff. CCSD continually achieves recognition as one of the strongest public-school districts in New York State and has even garnered national accolades. This past year, the district experienced an all-time high graduation rate of nearly 96%.

BCSD has a current, K-12 enrollment of 879, changed from 1,016 in 2010. School Superintendent Andy Doell is optimistic about the current state of the school and its relation to the Town. While District enrollment has declined somewhat, it has shrunk less than expected, and the District expects declines to flatten. Additionally, BCSD has maintained excellent communication with the Town and neighboring school districts with regard to weather, emergencies and pending road-work.

NCSD has a current, K-12 enrollment of 632, changed from 815 in 2010. The District has a proud tradition of preparing graduates for success down the road and around the world. The District provides a wide range of opportunities to engage the unique needs and interests of each child. Parents play a special role in school-related events, and many of them serve as classroom volunteers, members of the Parent Teacher Partnership (PTP), the Naples Sports Booster Club, or the Band Booster Club.

Cornell University's Program on Applied Demographics estimates the following enrollment data for each school district in 2028:

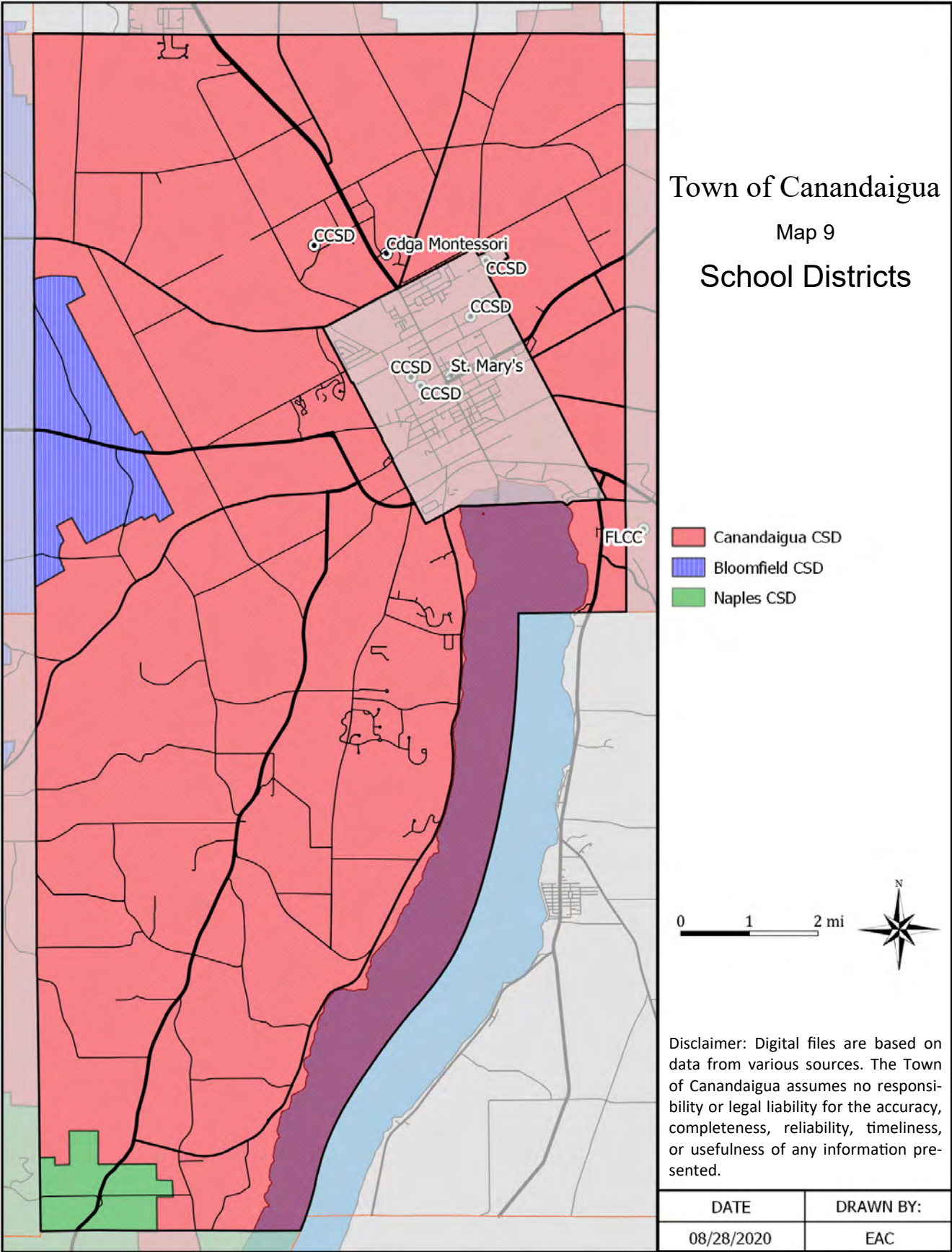
- CCSD - 2,953
- BCSD - 760
- NCSD - 614

NCSD attracts talented and dynamic educators who find the school a personally and professionally rewarding place to work.

Not unlike most schools in Upstate New York, each school has indicated they faced increased costs related to special education, mental health and early intervention, and difficulty finding certified, talented educators in specific fields. They have each also seen declines in enrollment, while increasing numbers of students are classified as “economically disadvantaged” and receive free and reduced price lunches.

Private Schools

Additionally, there are a two private school options within the community. The Canandaigua Montessori School serves 50 children from 18 months to 6 years old. The St. Mary’s School in the City of Canandaigua serves students from ages 3-4 through 8th grade. Founded in 1849 with a class of 23 children, student population peaked in the 1960s with 550, and today St. Mary’s teaches almost 200.



PUBLIC SAFETY & HEALTH CARE

Law Enforcement

Law Enforcement services in the Town of Canandaigua are provided by the Ontario County Sheriff’s Office and the New York State Police. The Ontario County Sheriff’s Office provides 24-hour emergency services. They also provide an Emergency Response Team (ERT) for high risk emergencies. The Sheriff’s Office Marine and Recreational Vehicle Division (MRV) responds to the needs of people on Canandaigua Lake or where traditional vehicles cannot reach.

The New York State Police operate most nearly out of the Troop E barracks in Farmington, NY. The State Police offer emergency services similar to the Ontario County Sheriff, and they also provide support services ranging from aviation/marine detail, bomb disposal, threats of terrorism, and dispatch of the Special Operations Team (SORT).

Despite the growing population of Ontario County, total crime rates are down since 2014.¹⁷ In 2019, the Canandaigua Town Board contracted with the Sheriff’s Office for enhanced road patrol on County Road 16 and Middle Cheshire Road due to known rates of speeding.

Year	Crime Total	Violent Crime Total	Property Crime Total
2014	2,182	130	2,052
2018	1,459	130	1,329

Fire Protection

The Town of Canandaigua has established a Fire Protection District which encompasses the entire Town. With the levy imposed, the Town contracts with 4 separate entities to cover specific regions of the Town as shown in [Map 10](#).

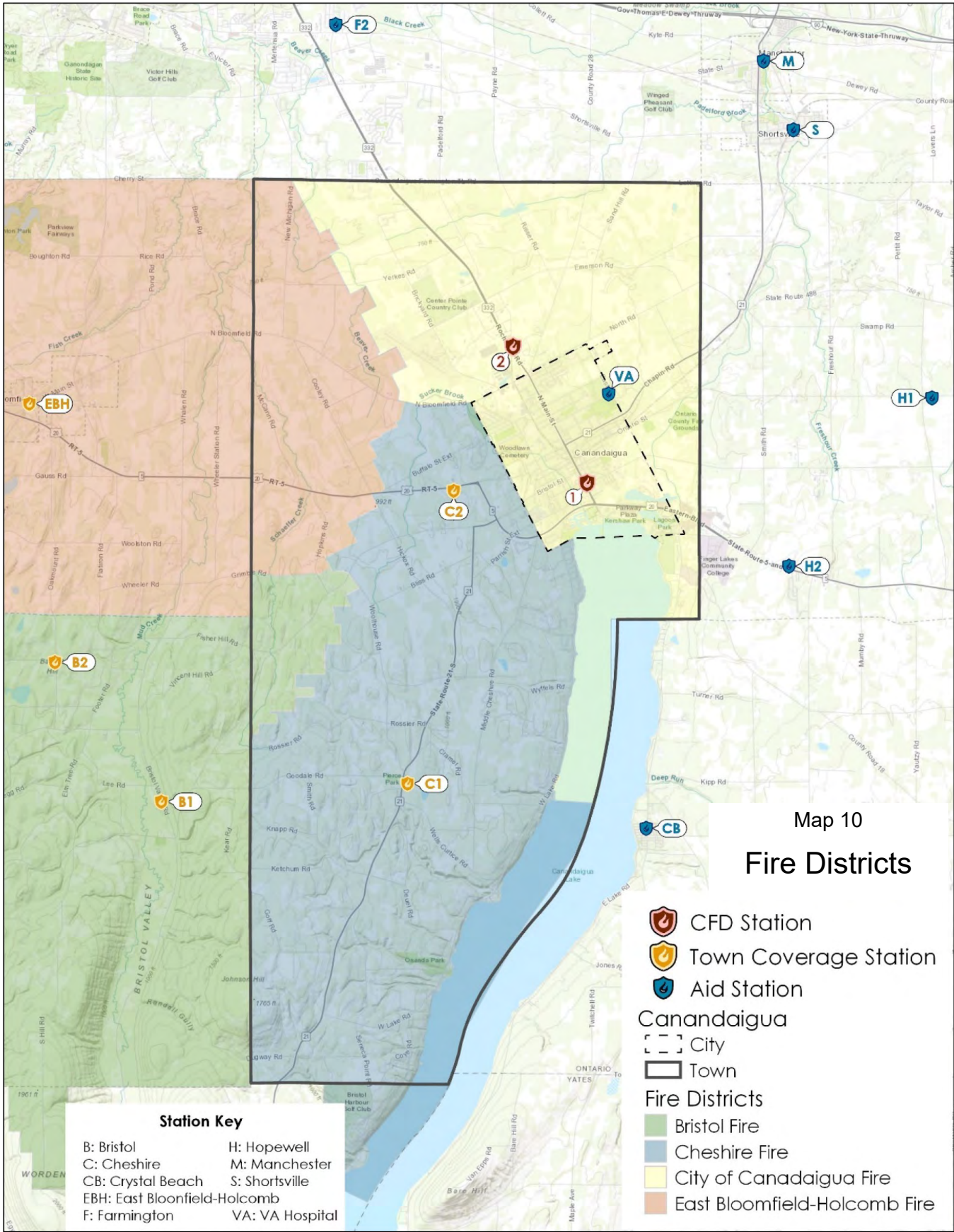
In 2018, the Town and City completed a joint Fire Operational and Analysis Report. This report details the specifics of the services provided by each contracted department and provides valuable recommendations to improve the safety and efficiency of emergency responses. As shown in this report, the Town averages 294 calls per year; the majority of which are within the Cheshire and Canandaigua Fire Department coverage area.

Since the acceptance of this report by the City and Town, both entities have begun implementing the recommendations of the report including the hiring of full-time fire-fighters for the Canandaigua Fire Department. As recommended in this report, the Town will begin reducing the number of contracted Departments to 3 in 2020 and 2 in 2021.^{[18](#)}

Emergency Medical Services

The Canandaigua Emergency Squad (CES) provides most EMS services to the Town of Canandaigua and to some neighboring communities. CES has full-time EMTs and paramedics, per-diem paramedics, as well as over 65 volunteer members. They respond to more than 4,000 calls annually, although not all within the Town of Canandaigua. Additionally, Finger Lakes Ambulance serves Ontario County for EMS services. On more severe Advanced Life Support (ALS) situations, the various fire departments may respond if within their service area.

Although not a provider of services solely to the Town, the Town of Canandaigua is also the home of Mercy Flight Central – a not-for-profit provider of air medical services to residents of New York State. Having this service available in the Town greatly increases chances of survival for the Town's most severe emergencies.



Health Care Facilities

The Canandaigua area is very fortunate to have Thompson Health facilities. F.F. Thompson Hospital is within the City of Canandaigua just along its western border with the Town of Canandaigua. Along with being a major employment center, it provides a variety of excellent services to patients.

University of Rochester medicine recently brought the Canandaigua Medical Group under its wing and completed a major renovation of their facilities on Parrish Street. Thompson Health continually looks to improve their services and facilities, and their mission has benefited greatly from the help of local philanthropists. Thompson Health has expressed that they constantly seek highly trained staff to join them. Their ability to recruit and retain these employees will, in part, depend on the quality of life in the Town, City, and surrounding area. According to President and CEO of Thompson Health, Michael Stapleton, Canandaigua Lake is a great asset for recruiting talent.¹⁹

Additionally, three separate Urgent Care facilities are now operating within the City.



Ferris Hills at West lake

F.F. Thompson Health provides:

- A 113-bed, recently renovated and expanded Hospital
- Independent senior apartments and enriched living residences at Ferris Hills at West Lake
- 24-hour skilled nursing care at the M.M. Ewing Continuing Care Center
- Primary care services at ten Thompson medical practices in the Finger Lakes area
- Family health and wellness services, with educational programs and support groups
- Cancer care at the Sands Cancer Center
- A full range of rehabilitative services
- Eight lab draw stations
- Two urgent care centers

RECREATIONAL FACILITIES & PARKLAND

The Town currently owns approximately 175 acres of parkland and 85 acres of open space. Recently the Town completed a Parks and Recreation Master Plan to identify improvements for the years 2018-2028. The recommendations of this Plan placed a large focus on ADA compliance in part to accommodate our more senior residents. Among many other recommendations, it proposed the significant construction of new fields and facilities referred to as Outhouse Park West.^{[20](#)}

Following the adoption of this plan, a renewed focus was placed on Town parks. The Town Manager's Office has overseen an aggressive implementation of the Plan. Miller Park was recently completed and dedicated, and ADA improvements have already been made to a number of parks. Proposed changes are also in the works for Onanda Park including infrastructure and facility improvements, as many of the buildings have been there since the early 1900s.

One of the largest projects is a planned inclusive playground proposed for Outhouse Park West. This playground will be the first Universally Designed and Certified playground in the US, thanks to a partnership with the local non-profit Dream Big! Inclusion in Motion and the University of Buffalo Center for Inclusive Design and Environmental Access (IDEA). The playground will be completely ADA compliant and the play structures will be accessible to those using wheeled devices for mobility,

"A truly Inclusive Playground is not just accessible, but it is an environment that facilitates parallel play. Parallel play is when children of all abilities are playing side-by-side, engaged in each other, and laying the groundwork for more complex social stages of play. The socialization that is fostered from a play environment carries over into the community between all abilities, all ages."

- Inclusion in Motion



Proposed Inclusive Playground at Outhouse West

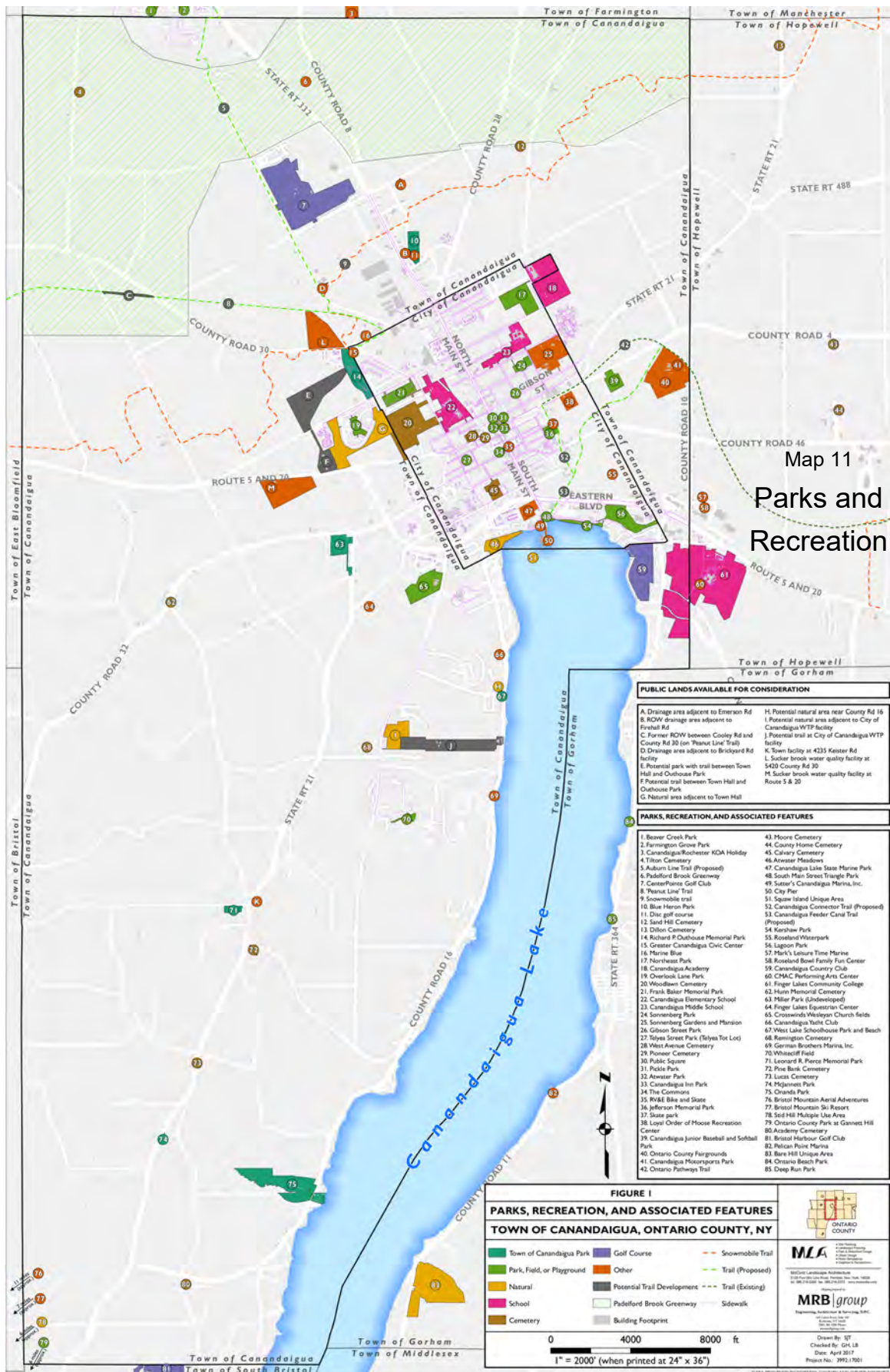
providing opportunities for children and adults of all abilities to play together.

Regarding trails, the Town has begun connecting Outhouse Park to the Auburn Trail. With the construction of a new water line along Brickyard Road, the Town will begin connecting to the existing sections in Farmington and Victor.

Additionally, the Town recently worked with the Finger Lakes Land Trust to permanently conserve the previously mentioned Canandaigua Vista property on Jones Road.

Recreation programs, some in partnership with the City of Canandaigua, have been expanded to include a senior program, pickleball, bocce, summer camp activities, movies in the park, and a Halloween party, among other activities. Many of these programs were temporarily suspended in 2020 and 2021 due to restrictions associated with the COVID-19 pandemic but these will be reinstated as restrictions allow.

Additional recreation activities and park events are in the planning stages and will be implemented as feasible. These include such things as winter activities, music in the park, fishing opportunities and more.



TRANSPORTATION

As expressed in the History Team's Phase 1 report, transportation infrastructure and technological changes greatly impact the paths of land development. In the past, shipping changes from canals and waterways, to railroads and to motor vehicles, has changed the course of development in Canandaigua. We must be cognizant of changes in transportation technology and demand when planning for the Town.

Transportation choices also impact public health and environmental resources in the Town. For example, walkable neighborhoods are correlated with increased economic mobility; energy used for transportation is the single largest contributor of greenhouse gasses; and, more infrastructure for cars – larger parking lots or wider roads – increases impervious surface area and negatively impacts water resources.^{[22](#)}

The Town of Canandaigua recently adopted a Complete Streets policy to show its commitment to multi-modal transportation. Accomplishing this goal will necessitate dedicated funding, incorporating complete streets design in development approvals, as well as changing existing town code to promote diverse transportation options.

Evaluation of existing transportation resources should include the physical infrastructure of travel like roadways and sidewalks, but also understanding what or whom is being transported and to where. How land use impacts transportation choices will be considered in a later section.



Personal Vehicle

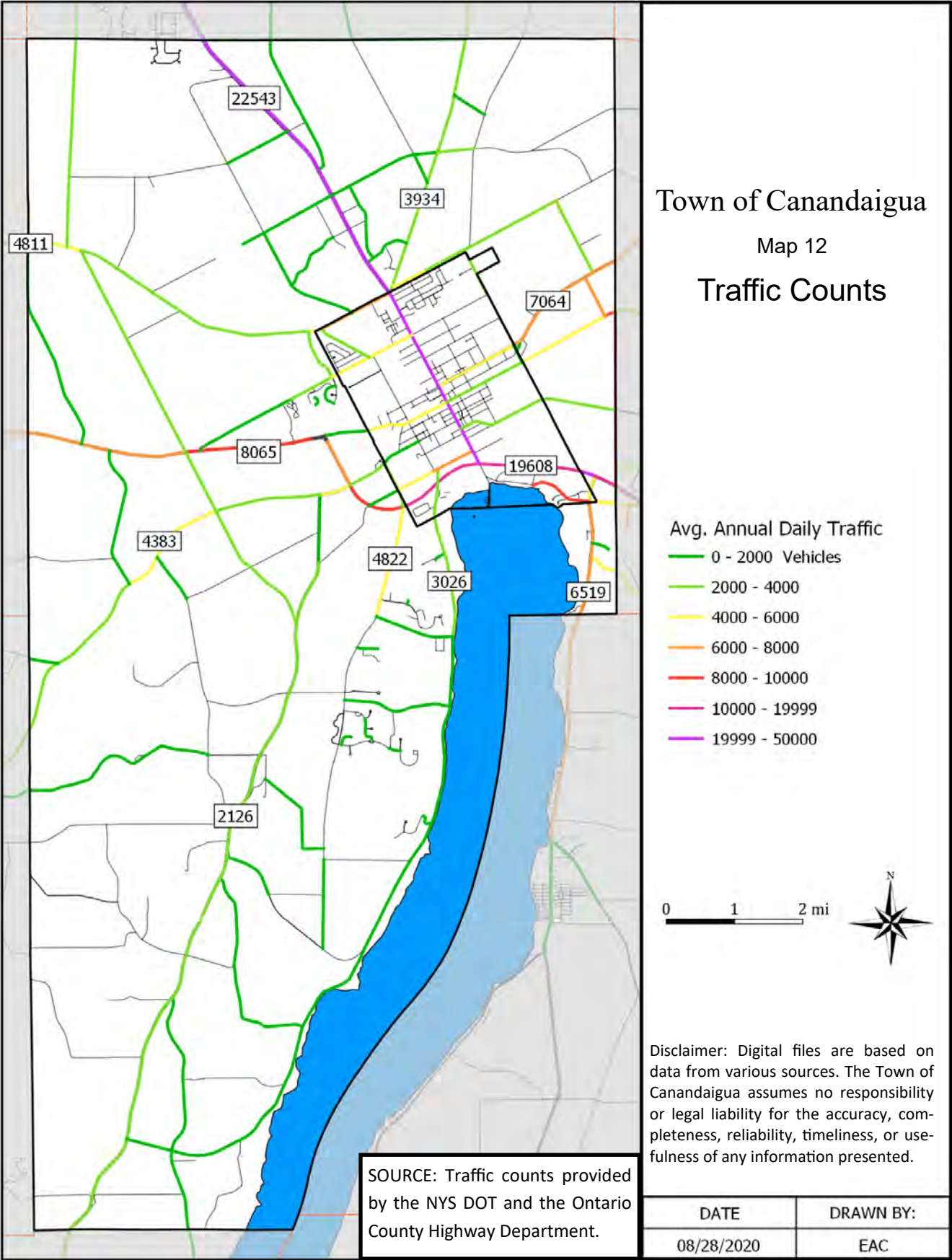
As it exists today, almost unanimously Canandaiguans use private vehicles for daily transportation. According to the ACS, 95.4% of Town of Canandaigua residents commute to work in a car, truck or van. Of the remaining residents, 4% of them work at home leaving less than 1% who commute by foot, bike, bus, and taxi. According to the Bureau of Transportation Statistics, the median Canandaigua Household will drive between 45 and 50 miles per day.^{[23](#)}

The Town of Canandaigua receives significant traffic through its borders on a typical day mostly through a few major directional routes. State Route 332 is the largest North/South corridor. Additionally, State Route 364 and State Route 21 provide routes around Canandaigua Lake. Route 5 and 20 is the Town's major East/West Corridor. Traffic counts suggest that much of the traffic on this road in the Eastern gateway to the Town also follows State Route 332. Importantly, there are also many vehicles heading between Victor and Canandaigua as Victor/Fishers has become a major population, employment and commercial center in the region. There is no direct route to Victor, so many of these vehicles take local roads like New Michigan and Brace Roads which has led to increased traffic.

During project reviews for any major development, the issue of vehicle traffic will arise. Based on comments received during Comprehensive Plan meetings, the amount of traffic is an issue to many residents along State Route 332/Main Street as well as State Routes 5 and 20. Curiously, although we hear many complaints, traffic counts on these roads are flat or decreasing. Alternatively, traffic on many local roads appears to be increasing.

Another traffic related issue expressed at public meetings is speeding. The Town's agricultural community is very concerned with the speed of vehicles sharing the road with their farm equipment and has specifically mentioned County Road 8, Cooley Road and New Michigan Road as problem areas. Our residential areas are also not immune to speeding. The Town is consistently notified of residents' displeasure with speeding on Middle Cheshire Road, County Road 16, and State Route 21 in Cheshire, among others.

One important secondary impact of our road network is the impact of road salt on the Waterways. Every year some streams register high in Chloride levels. Sucker Brook, in particular, has high Chloride partly because it has the greatest highway



mileage of any sub-watershed for Canandaigua Lake. Road salt can have a deleterious impact on aquatic and terrestrial biodiversity. Similarly, large expanses of parking lots create impervious areas that can carry pollutants to tributaries as opposed to filtering them into the ground.

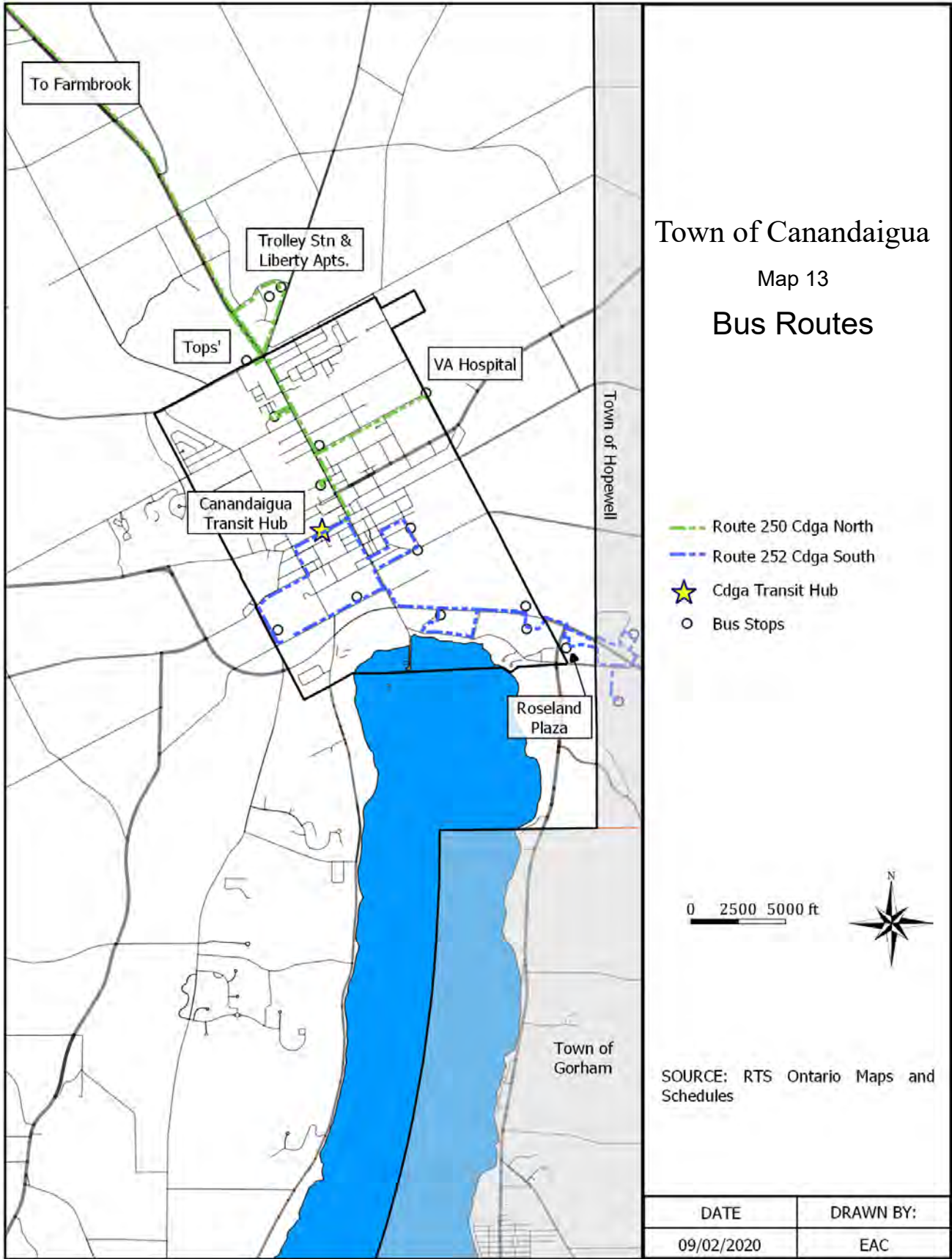
For the private vehicle users, the transportation system is good. From our public survey, highway maintenance and local road systems were well rated items and the lower rated priority items. However, for users impacted by others on the road – whether bicyclists, adjacent residences, or agricultural users – existing vehicular traffic is unsatisfactory.

Public Bus Service

The Town of Canandaigua mainly receives public transportation services from Regional Transit Services (RTS). The Rochester-Genesee Regional Transportation Authority (RGRTA) oversees RTS, and the Town has fallen under the Ontario region of RTS since 2014. Within the Town of Canandaigua there are 4 route stops: Tops; Liberty Apartments; Trolley Station Apartments; and, Roseland Plaza. There are numerous other stops in adjacent municipalities. The Route 250 North serves the Town of Canandaigua off the 332 corridor, while the Route 252 South serves the town off Route 5 and 20 by Hopewell. Generally, each stop will be serviced every hour except on weekends and after service stops at 7:30 pm. RTS Ontario claims a ridership of over 235,000 in 2019. The Town also receives some bus service from Finger Lakes Bus Service, a division of Ontario ARC, which is available for people supported by the agency.



RTS integrates different modes of transport with public transit by providing bike racks on the busses and through park-and-ride lots. The racks serve riders who might not otherwise incorporate bicycling into their commute. Park-and-ride lots across the RTS service area capture commuters to Rochester from outlying areas. The nearest park-and-ride location is just off the Thruway in Farmington.



Per the ACS, 0.3% of Town residents use public transportation to commute to work. This compares similarly to our survey, where 0.5% of respondents indicated that they used the bus to get around. Responses to our survey indicate that people are interested in improved bus service in the Town and Region. Additionally, in a meeting with residents of Town apartments, they discussed concerns related to RTS service including limited stops, service ending early in the evening, low frequency of service, and a limited capacity to hold handicapped riders on each bus.

RTS strives to provide the best transit service possible for the growing communities it serves and engages with businesses and organizations to identify solutions to their transportation needs. As the Town continues to grow, it must make sure to include RTS early in the planning and development process to properly serve the new residents and businesses.

Transit provision for many parts of the Town is difficult because of low residential densities and destinations. This can make routes prohibitively long for riders and prohibitively costly for the transit provider. Although RTS cannot provide specifics as to their future plans, the Town can assist their operations by following planning best practices including allowing greater density and destinations around existing routes, and improving pedestrian and bike facilities around routes to improve access to bus service.

Photo Credit: Rochester CITY Newspaper

Bicycling

With the exception of a small section of bike lane on Middle Cheshire Road, there is no dedicated bike infrastructure within the Town. Although plenty of bicyclists ride on the roads, generally these people are more advanced riders biking for recreation and not transportation. The ACS estimates that zero percent of local residents commute to work by bicycle, however, 14% of respondents to our survey indicated that they bicycled for transportation.

While bike transportation is limited today, the Town has taken steps to plan for its inclusion to the transportation network. To that end, the Town recent-



ly completed a multi-modal transportation study of the Uptown area. This plan will look to add bike infrastructure in the Uptown area to provide safe transportation alternatives to private vehicles. Within the proposed Uptown Form Based Code, bike parking spaces will be mandatory for certain development.

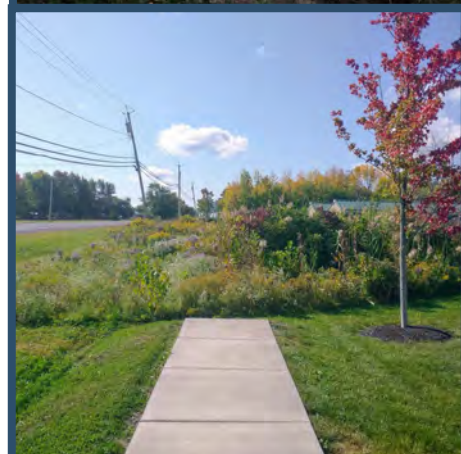
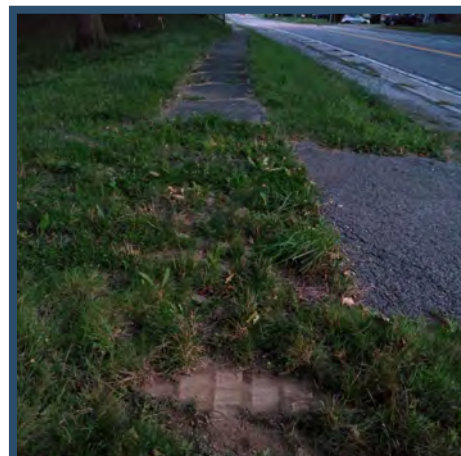
Additionally, the Town and County have completed a study of County Road 16 and State Route 364 with similar goals of improving conditions for bikers and other road users beyond private vehicles. The Town and City have also recently begun a multi-modal transportation study of the Middle Cheshire Road Corridor. The Town has begun emphasizing bicycling as a form of transportation, and, as these studies show, the Town must invest in the appropriate infrastructure in order to promote diverse transportation choices.

Pedestrian

Similar to bike infrastructure, limited dedicated pedestrian infrastructure exists within the Town. Generally speaking, pedestrian infrastructure has been incorporated in the Town to provide connections from parking lots to buildings.

Old Brookside and Brookside apartments are good examples of providing sidewalks and connections to neighboring amenities. Within the East Lake Planning area, the County has recently begun adding sidewalks to County Road 50, and the Creekview Apartments will be adding a sidewalk along a large portion of County Road 10. These improvements promote walking and also provide safety for those choosing to walk and drive.

In Cheshire and Uptown, sidewalks are provided in much of the planning area. However, sidewalks in Cheshire are in disrepair and lack crosswalks. While in Uptown, sidewalks are provided only along State Route



Top: Old Brick Sidewalk in Cheshire
Middle: Trolley Station
Bottom: State Route 332

332 and have not been maintained during the wintertime. The Town has recently begun policing this more strictly. Places like Trolley Station Apartments and Liberty Apartments have sidewalks along their property boundaries, but they do not connect through neighboring properties. These gaps in connectivity are unsightly and portray to users an unwillingness to invest in walkability.

The built design of an area can impact pedestrian usage in important ways and should be considered for future improvements. Large setbacks, expansive block lengths, high travel speeds; all these design elements disincentivize walking. Alternatively, people walk in areas with street trees, diverse destinations, and public art. The Uptown Plan recommends making many of these changes, and some of the Town's other neighborhoods may benefit from their consideration as well.

The Public Survey shows that 27% of respondents walk as a means of transportation. As with biking, the Town must invest in infrastructure. To promote walking, destinations – whether they be employment, commercial or transit stops – must be in a location near enough, safe enough, and interesting enough to entice a person to walk.

Boat

Historically, transportation by water was more diverse. Material and goods were transported from various points surrounding the lake to the North shore pier. Currently, the Lake is used mostly for recreation. However, there are many people who reside on the lake who visit the limited commercial areas or visit friends and family at other waterfront locations.

In 2010, the Canandaigua Lake Watershed Council completed a carrying capacity analysis to understand how many boats currently use the Lake and attempts to estimate what the maximum use of the Lake should be. Although boat usage is an inescapable aspect of being a lakefront community and certainly adds to the enjoyment for many of our residents, each additional boat will add marginally negative impacts to the Lake. This report estimated that in 2016 there would be a density of 9.7 to 14.8 acres per boat. As this report suggests a maximum carrying capacity for Canandaigua Lake of 15 to 20 acres per boat, the Lake may be already seeing adverse boat traffic.

Non-motorized boat travel is still very popular for recreational purposes. The Canandaigua Yacht Club provides an excellent experience for members looking to sail.

Additionally, the Towns surrounding Canandaigua Lake, the County and the Watershed Council have created a “water trail” around the Lake. This trail will hopefully promote the recreation use of Canandaigua Lake in low-impact canoes or kayaks.

Railroad

There is limited Railroad transportation within the Town. What is available is considered “short-line” and operated through the Finger Lakes Railway Corporation. Within the Town and City, railroads service Pactiv and the Canandaigua Wine Company. For Pactiv, the rail is the most cost-effective manner to bring raw materials and, without the Railway, it is possible Pactiv would have closed. There is vacant land along the rail corridor to the East of the City of Canandaigua that has the potential for expanded railway use or development.

A looming challenge for Pactiv and, by extension, the Finger Lake Railway are the calls for prohibiting polystyrene packaging products. As the primary product manufactured in Canandaigua with 90% of the output being sold within NYS, a prohibition would be devastating to their business and would also impact Finger Lakes Railway. However, Pactiv has recently begun producing more products with recyclable materials, including compostable materials, so they may be better positioned to accommodate potential prohibitions or restrictions on materials.

Despite a long history of rail transportation in Canandaigua, there is currently no passenger rail service in Canandaigua.



Photo Credit: Finger Lakes Railway

Airplane

The Canandaigua Airport is a public use airport situated on Brickyard Road, immediately east of Canandaigua's Uptown Corridor. In 2019, the airport's Master Plan was updated to include its goals for development over the next two decades. While the Plan contains no physical expansion of the airport's runway or overall size, enhancements with an eye toward modernization are delineated for the existing property.

The Canandaigua Airport supports flight operations 24 hours a day, featuring a 5,500-foot runway, which accommodates aircraft up to and including business jets. This capacity puts Canandaigua within one non-stop flight from much of the world.

Over 60 aircraft are based at the Canandaigua Airport. The airport is utilized for recreational flying, flight training, and stop-overs for utility helicopters, military aeronautical training, charter flights and medical transportation. Moreover, a steady stream of corporate jets and piston engines aircraft, operated by small and large businesses, perpetuate the airport's primary objective of supporting Finger Lakes Region economic development.

Onsite businesses include a flying school, a full-service aircraft maintenance and repair shop, aircraft sales, and a Fixed Base Operator (FBO) which provides essential services for aircraft and passengers, including ground transportation and lodging assistance for crewmembers.

The Canandaigua Airport endeavors to become the premier aeronautical gateway to the Finger Lakes Region. Community awareness of the airport as a destination in and of itself is vital to this venture. The success of the airport mirrors the success of the Finger Lakes Region.

A new terminal building is scheduled to open in 2021, along with expanding the size and number of available hangars. Appropriately, the airport terminal plans to actualize a multi-use building with a restaurant and other locally informed amenities to become a true destination for visitors, business and for those with enthusiasm for aviation.



Photo Credit: Bob Mincer

PUBLIC WORKS

In order to evaluate the potential for the Town to grow or change and to anticipate or promote changes within specific regions of the town, we must consider the critical infrastructure necessary for that growth. Public works refers to the amenities and services necessary to promote human habitation and comfort - like water lines or internet - and those services that most efficiently handle wastes - like sewer, stormwater and trash.



Raising the new water tanks in Cheshire, 2020.

Water

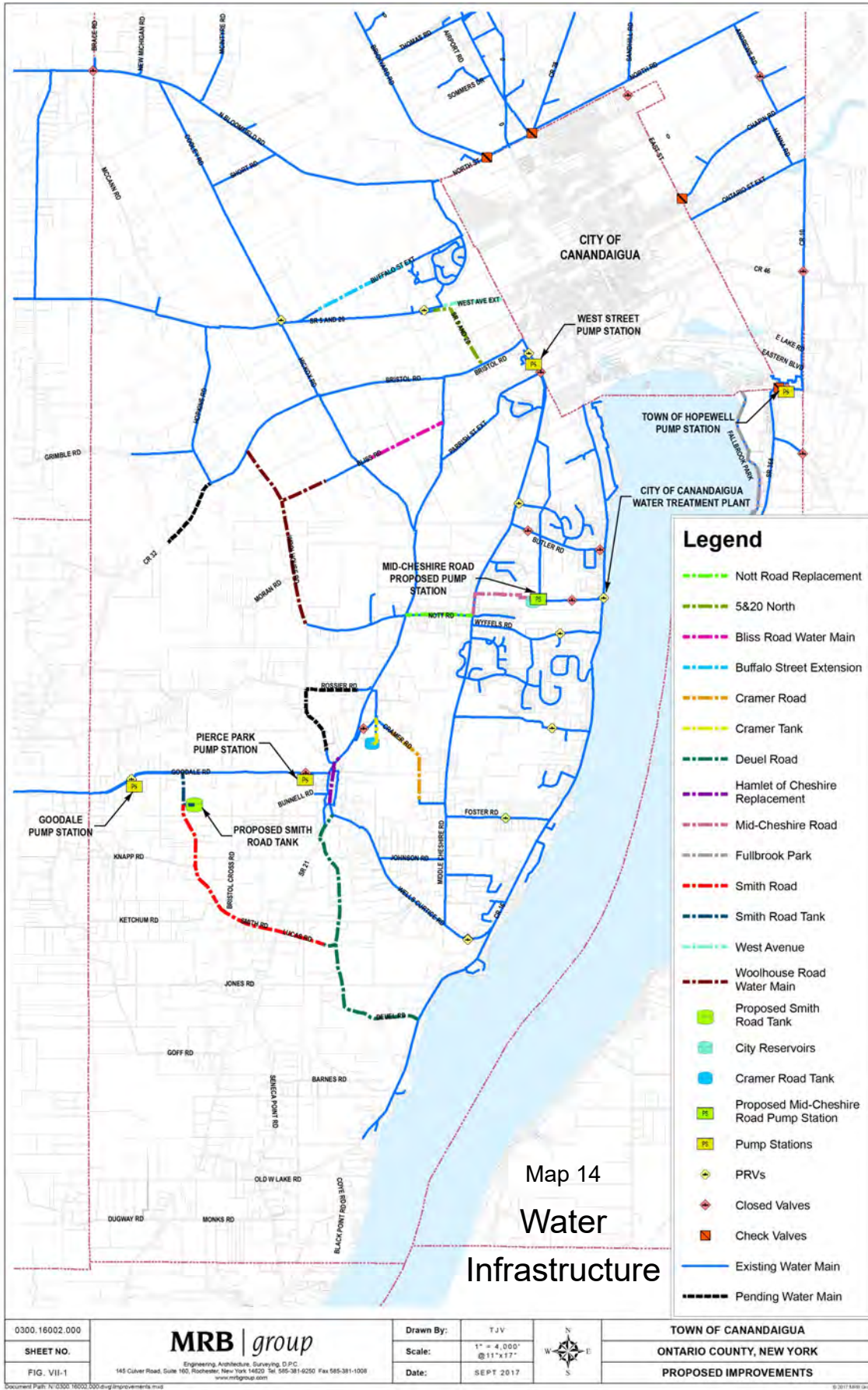
Water in the Town is provided by the Canandaigua-Farmington Water District, by the Canandaigua Consolidated Water District, and by the City of Canandaigua along a small portion of County Road 16. Homes not served by these districts utilize wells or haul water for their needs.

The 2011 Comprehensive Plan update recommended the Town limit the expansion of water services to only those areas of the Town where increased growth and development is most appropriate. The Town commissioned a Water Master Plan and in December of 2017 adopted the plan.²⁴ Existing water infrastructure is shown in [Map 14](#).

This document considered the needs of the water system, both system integrity and water quality, and considered the future growth of the Town. The Water Master Plan included a plan for infrastructure improvements, as well as a plan for the expansion of public water to areas currently unserved. During the public meetings for this comprehensive plan, the public expressed strong feelings about the benefit of expanding clean water service throughout the Town.

In Section X of the Water Master Plan, the report lays out recommended improvements including expansions. Some recommended improvements are:

- ◆ Install a watermain on Cramer Road to fill a gap in service;
- ◆ Upsize the watermain on Nott Road to Middle Cheshire;
- ◆ Install a water storage tank at a higher elevation than the Cramer Road Tank;
- ◆ Install watermain on Bliss Road from NYS Rt 21 to Hickox Road;
- ◆ Install watermain on NYS Rt 21 to County Road 16 along Deuel Rd;
- ◆ Install watermain on Routes 5/20 from Bristol Rd to Buffalo Road;
- ◆ Install watermain along Smith and Lucas Rd and connect to the proposed watermain on Deuel Rd;
- ◆ Install watermain along Woolhouse Rd from Nott Rd to County Rd 32 and connect to the existing watermain on Bliss Rd;
- ◆ Install watermain on Buffalo Street Extension from the existing watermain near Routes 5/20 and the existing watermain by Brookside Apartments.



Wastewater

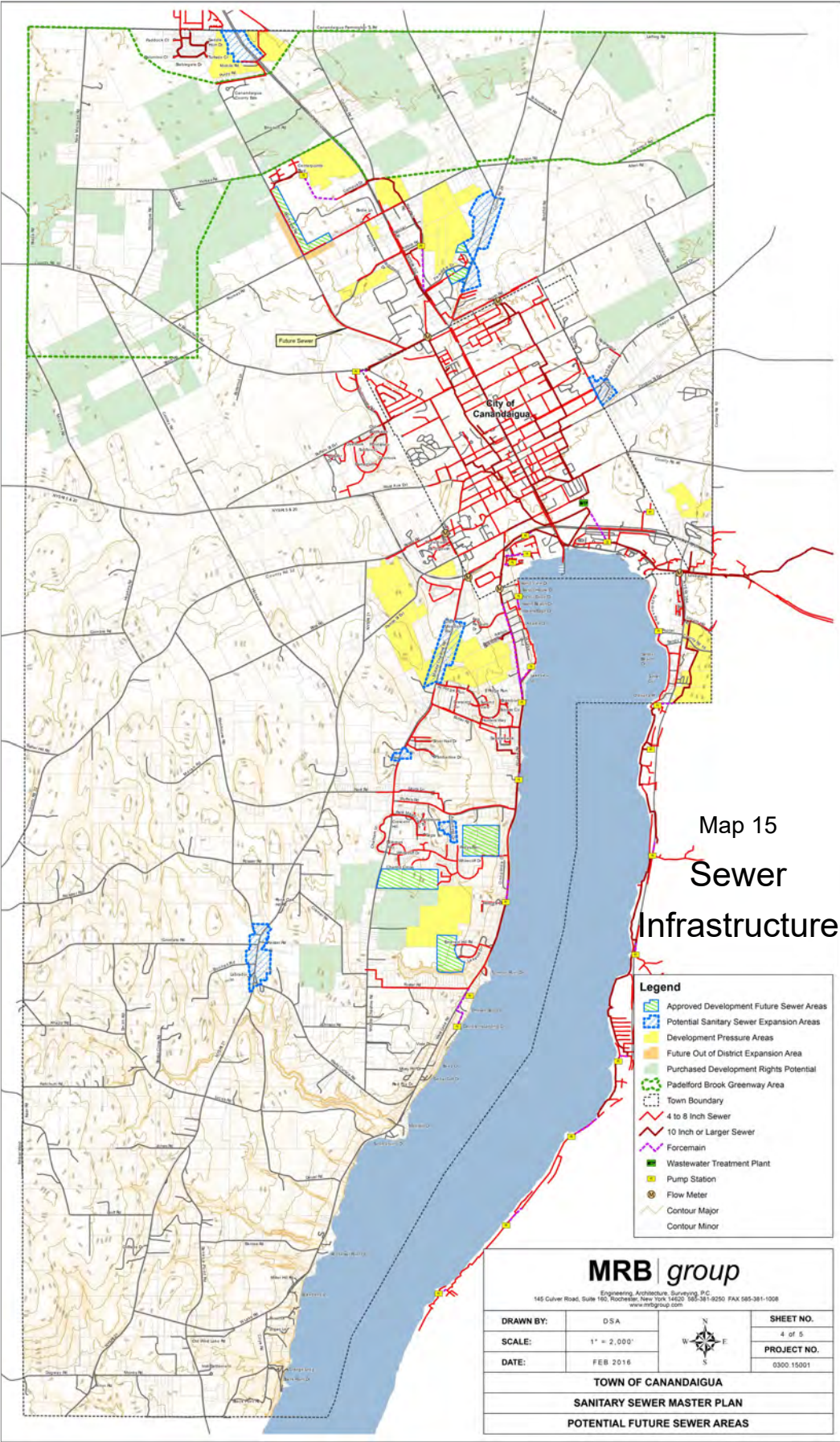
Sewer services in the Town are provided either through the Canandaigua-Farmington Sewer District or by the Canandaigua Lake County Sewer District. Homes and businesses that are not served by public sewer use on-site wastewater treatment systems for their wastewater disposal.

In 2017, The Town of Canandaigua added Chapter 202 “Wastewater Treatment Systems, On-Site” to Town Code to manage and improve the quality of the wastewater treatment systems. It was intended that this Chapter would benefit the health of Canandaigua Lake by identifying and repairing failing septic systems that otherwise would have polluted the waters. This Chapter provides minimum standards for inspections and inspectors and creates requirements for when inspection reports must be provided. So far, this Chapter has seen relative success and, as familiarity rises, compliance will follow.

As with water service, the 2011 Comprehensive Plan update recommended the Town limit the expansion of sewer services to only those areas most appropriate for growth and development. In furtherance of that goal, the Town adopted a Sewer Master Plan in December of 2016.^{[25](#)}

The Sewer Master Plan Project Team reviewed the Comprehensive Plan of 2011, existing Zoning districts and Town Code to determine where public sewer was or was not envisioned. The Project Team also reviewed where On-Site Wastewater Treatment System efficacy is limited, and where development pressure is relative to Town identified areas to protect. Based on these evaluations and from discussions with other relevant agencies, the Sewer Master Plan Project Team made recommendations to expand sewer service to Cheshire, Grandview Park, County Road 28 and unsewered gaps on Middle Cheshire Road and Acorn Hill. They also support PDR’s, lateral restrictions or sanitary sewer technologies to limit future expansion into unintended service areas.

Since adoption, the Town worked diligently to extend sewer to Cheshire. After preparing initial engineering, cost estimates and potential grant opportunities, the residents were generally unwilling to bear the significant costs of the extension. The Town also reviewed the Grandview Park sewer extension with similar results. Despite the potential benefits of sewer, the cost remains prohibitive to most affected residents. This problem must be solved before the full benefit of the sewer master plan can be realized.



Stormwater

The Town of Canandaigua natural drainage carries water to three watersheds: Canandaigua Lake, the Canandaigua Lake Outlet, and Hathaway Brook. A large majority of the Town is in the Canandaigua Lake watershed meaning that human activity throughout much of the Town will have a potential impact on the health of our Lake.

To mitigate negative impacts, the Town maintains a stormwater system which conveys flow from developed and undeveloped properties as well as runoff from agricultural and forest land. The system consists of a wide range of facilities, including natural channels, underground storm drain piping, roadside ditches, culverts, and constructed open channels. The Town also maintains stormwater management facilities that have been engineered to retain stormwater and infiltrate it in a controlled fashion.

Only a few roadways with roadside culverts and stormwater inlets are not directed through stormwater management facilities before entering the Town's waterways. They are mostly older developments such as Laura Lane, Saddleback Dr. and a few others. The remainder of the stormwater infrastructure exists within recent subdivisions and commercial developments.



Stormwater Facility at Lakewood Meadows

As a result of the 2010 Census, the Town of Canandaigua's population and density placed it under evaluation as an operator of a small Municipal Separate Storm Sewer System (MS4) by the New York State Department of Environmental Conservation. The Town of Canandaigua is a regulated traditional land use small MS4 located within an urbanized area. In March of 2013, the Town filed a Notice of Intent to operate and regulate under the guidelines of the State Pollutant Discharge Elimination Systems General Permit. From the years of 2013 to 2016, the Town documented and adopted all requirements of the permit and in March of 2017 fully implemented a Stormwater Management Program.

The Town of Canandaigua administers nine special drainage districts. These drainage districts, which largely relate to planned developments, were created in order to provide funds for maintenance of the stormwater management facilities. Traditional-

ly these facilities need to be cleaned out every 7-10 years. These drainage districts were never designed to fix newly occurring drainage issues but only for ongoing maintenance.

In October 2017, The Town Board established the Drainage Advisory Committee (DAC) to proactively address drainage issues throughout the Town and to provide a better, more streamlined way for residents to submit concerns and problems relating to drainage. Its creation was due in part to an inordinately wet year which brought attention to the need for a forward thinking view of stormwater. The DAC has identified a number of drainage issues within the Town that may require further review and potential remedy. That list is included as [Appendix E](#).

Appendix E describes the property of concern, the property owner, the drainage concern and any notes pertinent to the issue. This list will remain active and additional properties will be added and investigated as received. The Appendix is the committee's "scorecard" and it has enabled the DAC to locate, describe and track progress made on relieving the reported issues. Moving forward the DAC will use the spreadsheet as a resource to prioritize, design and seek public and private funding required to resolve these and any other issues that may develop.

Municipal Waste and Recycling

The Town of Canandaigua provides waste disposal to residents by means of a Transfer Station located at 5440 Route 5 & 20 West. The Town has been operating the Transfer Station since 1988. The Transfer Station is for use primarily by Town residents, with some limited access to City of Canandaigua residents. Town residents can obtain a Transfer Station permit from the Town Clerk's office at no charge.

Town residents can dispose of household trash, recyclables, organic waste, plastic bags, batteries, motor oil, used clothing, appliances, scrap metal, yard waste and some electronics at no charge. The Transfer Station will also accept residential construction and demolition debris, oversized items, and televisions/computer monitors for an additional cost. The Town does not accept any form of commercial waste. The Town is also not



able to accept any household hazardous waste, such as propane tanks, paint, or fuel. Beginning with December 2019, the food and organic waste collection service was extended to City residents as well at no cost to them.

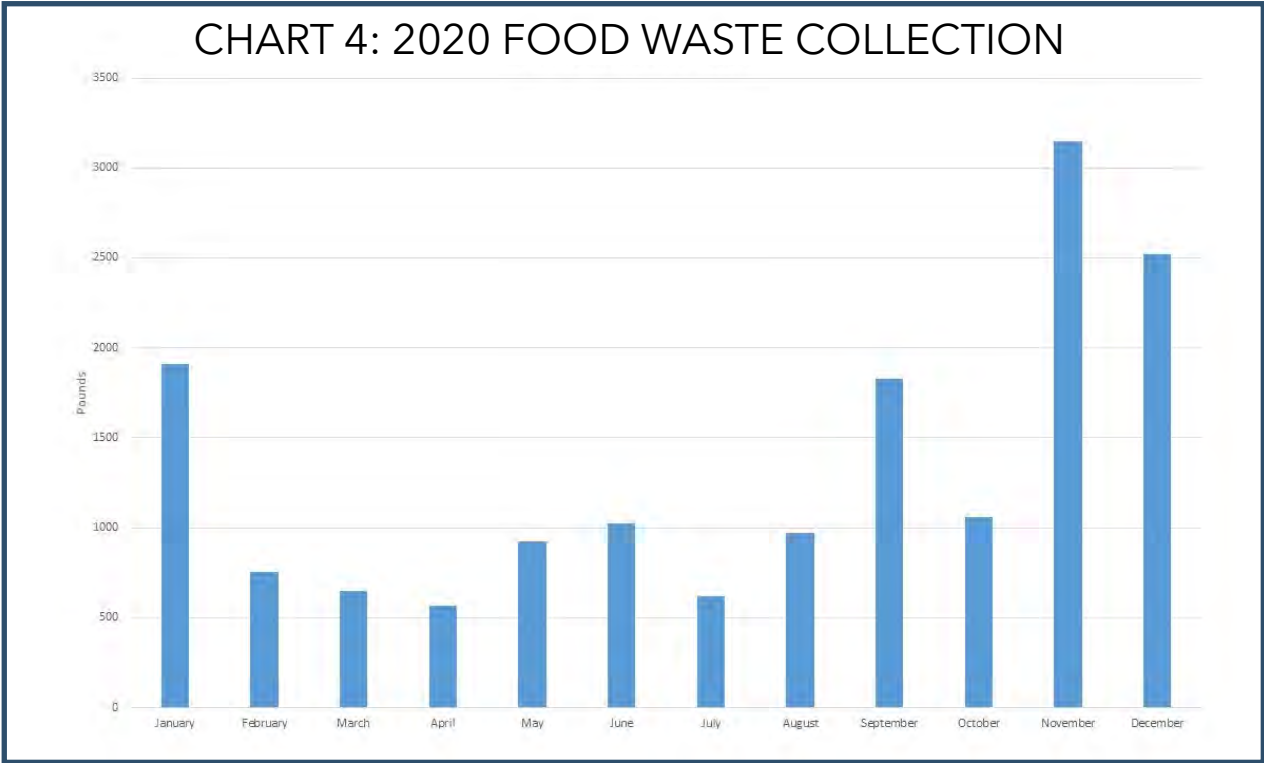
In 2020 the daily average for materials sent to the landfill was 5.99 tons. That means 11,980 pounds of trash was produced every single day in the Town of Canandaigua by Transfer Station permit holders in 2020. In 2020-2021 there was a total of 2239 Transfer Station permits issued to 1576 households. Households using the Transfer Station produce on average just under 8 pounds of trash every day, an increase from just over 6 pounds per day in 2019. Each week in 2020, households produced 53 pounds of trash.



Materials collected for recycling, municipal solid waste and construction debris are taken to a facility located in Stanley, NY and operated by Casella Waste Systems, Inc. Activities at the landfill are regulated by state & federal agencies. Historically there were over 20 landfills located throughout Ontario County, with two located in the Town of Canandaigua. These were not modern regulated and highly engineered landfills, but simply dumping sites. There are many colorful stories of landfills being lit on fire and the crowd that would attend such an occasion.

In 1969, Ontario County formed a new solid waste committee. Their initial findings

were that municipalities did not have adequate sites for solid waste disposal, costs were uneconomical, and sites were not meeting health and regulatory standards. This prompted the County to purchase a site and begin landfill operations in the early 1970s. In 2003, the landfill and recycling operations were leased to Casella Waste Systems, Inc. for a contract term of 25 years, which is set to expire in 2028. This contract keeps costs unrealistically low and, at the expiration of this contract, there will be increases in waste disposal costs with a significant budgetary impact.



With grant funding by Ontario County as part of the Local Solid Waste Management Plan and from the New York State Department of Environmental Conservation, the Town expanded its collection programs and education and outreach initiatives. The Town implemented a food and organics collection program beginning in 2018. This material is then transported to a compost facility by a third-party hauler. This program has seen a steady growth in collection since it was implemented, with significant growth in 2019.

The Town also implemented a backyard composting program, with 100 bins distributed to residents in 2018-2019, and began collecting plastic bags for recycling in 2019 as well. In addition to the new collection programs, the Town is undertaking an awareness campaign to help promote waste reduction and waste diversion among residents.

Internet

Entering the 21st Century, technology had begun to transform the world. The world experienced its first tech boom and bust, and computers expanded into all households. Technology has by now become paramount to our society. Phones are now computers, almost every person is connected to the internet at all moments, and new applications are created every day to make lives easier through technology.

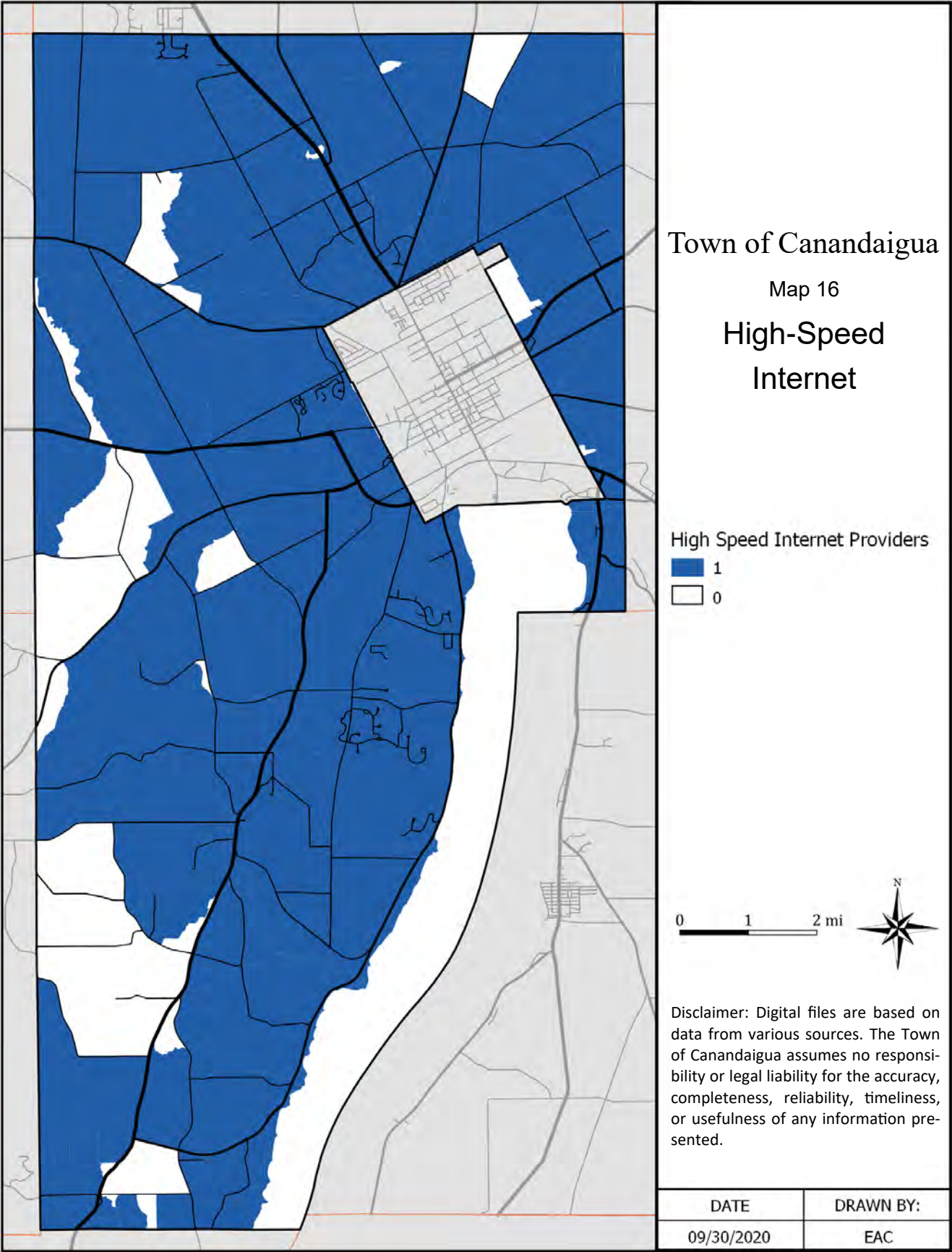
Households continue to expand their data usage and desired speeds, smart homes have entered the market, and consumers now receive all media directly from the internet. For businesses, telecommuting has become more desirable and effective; this was true even before the COVID-19 pandemic shifted many employees from in-office to in-home work situations. Manufacturing has shifted from low-wage labor to skilled technical maintenance. And, though Silicon Valley dominates the image of high tech, these advancements have been tremendously important to the success of agriculture and agricultural industries.

According to the public
survey, 15% of
respondents work
from home.
(survey was pre-pandemic)

The Comprehensive Plan Project Team recognizes that deployment of internet – specifically high-speed internet – is essential for the future of our Town. The FCC provides a speed benchmark of “advanced telecommunications capability” as 25 Mbps download/3 Mbps upload. The FCC has debated whether this speed is appropriately considered “high-speed” and concluded that, at this time, consumer demand is appropriate for that classification.^{[26](#)} However, the Town should aim for much

higher bandwidth for future service, especially considering that many consumers may continue to work from home even after COVID-19 restrictions are lifted.

The FCC provides data about service providers, numbers and speed available to residents. In most areas of the Town, there are few options to choose from, and, of those options, fewer that offer high speed above 25 Mbps. In the area of the Town which covers Akoustis, a high tech manufacturer, and the Uptown growth node, there is only one truly high speed provider of 100 Mbps.^{[27](#)}



REGIONAL PLANS

Decisions made by neighboring municipalities can greatly affect the Town of Canandaigua. As such, the Town must appropriately account for those communities' potential, future actions that might adversely impact Town goals. Additionally, the Town and its neighbors may choose to work together when the municipalities have opportunities to accomplish shared goals.

In previous Comprehensive Plans, the Town has an established goal to “coordinate planning efforts with other municipalities and agencies as appropriate.” This section will evaluate the goals of neighboring or regionally important municipalities that might impact the Town in the future.

Many of those goals noted in the following section represent areas of shared interest. As such, it may benefit each municipality to work together to reduce redundancy and increase economies of scale. However, some goals may potentially externalize negative impacts into surrounding municipalities. Hypothetically, a Town establishing a moratorium on residential growth may inadvertently increase development pressure within neighboring communities.

Uptown

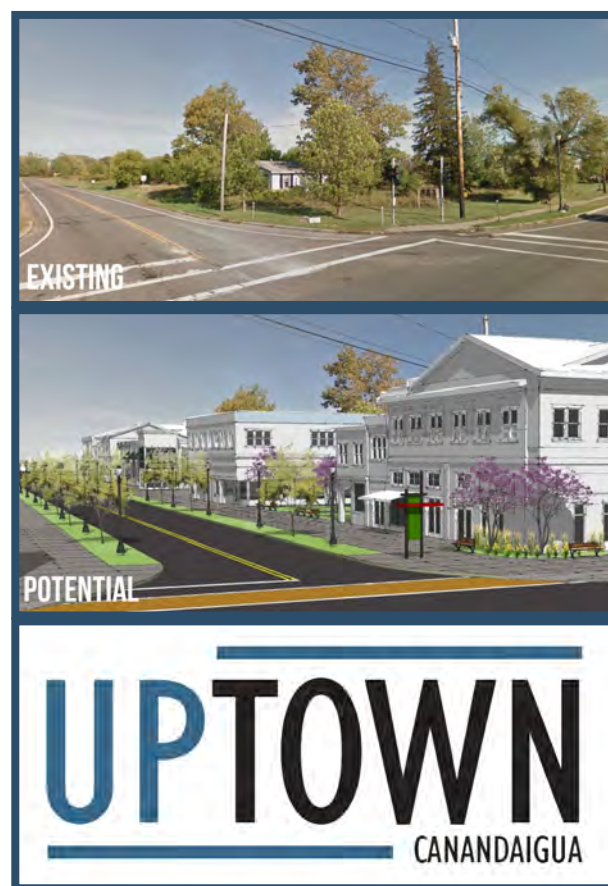
Since at least the 1986 Comprehensive Plan, the area of the Town north of the City border has been suggested as a development hub. In the 1985 Plan, it was called Town Center and in the 2003 and 2011 Comprehensive Plans it began to be reframed as Uptown.

The goals through that time have generally remained the same. The area would be a Town and region-wide commercial and employment hub where people would satisfy their need for various amenities and find gainful work. Although the Uptown area does include many shops and job opportunities, it has been viewed as an underutilized commercial strip with much vacant land beyond the immediate Route 332 border.

In recent years the Town has worked diligently to finally realize the goals for Uptown. With the assistance of the State of NY, 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 region.

In 2018, the Town adopted a mixed-use and multi-modal transportation study of the Uptown Corridor. This regional and very comprehensive look at Uptown included economic feasibility analysis, architectural review, a transportation assessment, and recommendations for improvement. Upon adoption, the Town quickly retained Bergman Associates to prepare a Form Based Code as recommended in the study and hopes to finish drafting by the end of 2021.

Even since creating the study and identifying a clear vision for the Uptown area, developers have become more interested in the opportunities the area has to offer. The Town hopes that its many years of efforts will begin to show dividends.



Images from Uptown Plan, Bergmann Associates

Hamlet of Cheshire

Within the Town of Canandaigua there are only a few distinct and historic character areas; one of the most prominent and remaining is the Hamlet of Cheshire. First settled in 1795 and more significantly in the 1820's and 1830's, Cheshire has long been a center for the community in the Town of Canandaigua. Cheshire was home to various mills, cideries, agricultural enterprises, schools, shops, and it served as a resting place for westbound stagecoach passengers providing all the necessary services.

In every iteration of the Comprehensive Plan, some deference has been paid to the importance of Cheshire to the Town. The 1986 Comprehensive Plan envisions it as an area of future residential and commercial growth. The 2003 Master Plan suggests goals to revitalize the Hamlet based on hamlet design guidelines. From the 2003 Master Plan, the Town prepared a Hamlet of Cheshire Master Plan adopted in 2004. This Plan clarifies the vision of the 2003 Master Plan with suggested zoning changes, pedestrian amenities, infrastructure investments, historic preservation and community programs. The 2011 Master Plan repeated the goals of updating the Cheshire Master Plan and developing design standards for the Hamlet. Most recently, in the Town's Sewer Master Plan, creating a Cheshire Sewer District was the number 1 priority. Clearly Cheshire is recognized in its importance to the Town as no other distinct neighborhood receives such attention.



Proposed Cheshire Meeting Hall Rendering

Unfortunately, many of the goals from these plans have not been accomplished. Although the Town has recently worked to extend sewer to Cheshire, the expense for low-income residents of Cheshire is a major hurdle. An updated Cheshire Master Plan or hamlet design standards has not been completed. However, a community group, the Cheshire Community Action Team has purchased and stabilized the historic Grange building. Also, the Town has provided clean-up days within the Cheshire community for residents to dispose of bulk trash.

During the Town's planning process for this Update, the Project Team held a meeting in the Hamlet. The Project Team heard a number of complaints and suggested improvements for the Hamlet including historic preservation grants, sidewalks, crosswalks, speed calming, junk vehicles and trash enforcement among many others. There is certainly opportunity for the Town to plan for and implement improvements within the Hamlet of Cheshire.



City of Canandaigua

As all residents of the City and Town of Canandaigua understand, there exists a necessary connection between the City and Town. Residents of the Town might patronize City businesses like Wegmans, attend the Churches on Main Street or receive Fire Protection from the City of Canandaigua Fire Department. Residents of the City might benefit from the open space lands and parks of the Town, the food grown in the Town or an employer in the Town. Both the City and Town will benefit if we can find appropriate avenues to work together.

Thankfully, representatives from the City and the Town are fully aware. In 2018, the communities commissioned a joint economic development study to gain input from stakeholders to identify improvements beneficial to the Canandaigua area. The Concept Mapping report identified the following 6 necessary improvements:[28](#)

1. Protect Canandaigua Lake
2. Focus on Downtown as a Destination
3. Create, Retain, and Expand Job Opportunities
4. Connect Downtown to the Lake
5. Promote and Protect Agriculture Operations
6. Optimize Lakefront and Lake Access

The responses also illustrated the value to stakeholders of the other community's asset. For example, City of Canandaigua residents placed a high value on protecting farmland and open space, while Town residents felt likewise about Downtown and the Lakeshore. As a result of this report, the City, Town and Chamber of Commerce established in 2019 a Local Development Corporation to focus on those six goals.

Additionally, the City of Canandaigua has recently completed its own Comprehensive Plan update. In an effort to improve communication and community planning, the City of Canandaigua invited the Town Planner to sit on its update committee. In this update that was approved by City Council in 2020, many of its goals are very similar to those of the Town.

South Bristol

South Bristol neighbors the Town of Canandaigua on its southern border. It easily connects to the Town of Canandaigua by the North/South State Route 21 corridor, and its highest concentration of residents lives just South of the Town of Canandaigua border at Bristol Harbor. South Bristol is very similar to the Rural Residential district of the Town of Canandaigua with ridgelines with fantastic viewsheds and important natural resources.

The Town of South Bristol contains numerous amenities of interest to Town of Canandaigua residents. Ontario County Park is a popular camping, wildlife viewing and mountain biking destination. Bristol Mountain is the largest winter-based recreation area in Ontario County and a major tourist attraction. The expansion of Bristol Mountain Aerial Adventures Park has brought many tourists and business groups to Bristol Mountain for warm weather excursion. The Town of South Bristol also has numerous natural parks like Stid Hill. Additionally, the natural viewshed of South Bristol from Canandaigua Lake is a benefit to all boaters.

In 2018, the Town of South Bristol completed an update of their Comprehensive Plan. Various goals relevant to the Town of Canandaigua include promoting its many recreational areas, raising awareness of South Bristol's heritage, protecting Canandaigua Lake, and preserving scenic vistas.

Bristol

The Town of Bristol most recently adopted a Comprehensive Plan in 2016 and provided a thoughtful analysis of the history and development of Bristol. Bristol's Plan develops a vision to preserve environmental and agricultural resources and to encourage planned economic development to enhance the Town's character.

Bristol's objectives in Economic Development partly relate to small-business development in the hamlets and in-home businesses similar to the Town of Canandaigua. They also wish to encourage tourism and outdoor family recreation. Regarding recreation, they explicitly suggest collaboration with adjacent communities for expanding parks and recreation resources which presents an opportunity for the Town of Canandaigua. The Town of Canandaigua currently provides Code Enforcement services for Bristol.

East Bloomfield

Much like the Town of Canandaigua, the Town of East Bloomfield has placed a priority on its rural character, history, and opportunities for residential and business development. The residential development foreseen in East Bloomfield will be focused within the Village in order to protect outlying agricultural lands and environmental features.

Similar to the Town of Canandaigua, East Bloomfield plans to increase internet speed and increase recycling and food-waste diversion. Their plan also points to a focus on multi-modal travel and reduced vehicular conflict with Ag users. They would like greater trails, open space, and recreation. Their Plan mentions "Define periodic review to explore consolidation of services & the sharing of resources among the Town, Village, School District and neighboring Towns." There does not appear to be anything suggested in their plan that would adversely impact the Town.

Victor

In 2015 the Town and Village of Victor completed a multi-year Comprehensive Planning process. Victor is very important to the Town of Canandaigua as it is the home for many of the region's growing businesses and major regional shopping facilities. As seen on the traffic counts of our local roadways, there is a lot of traffic heading to and from the Victor area.

Some of the goals from Victor's plan as they relate to the Town of Canandaigua include: the preservation of sensitive environmental, historic and cultural areas; the protection of agriculture and the agricultural economy; the management of the future growth of Victor; the provision of affordable and accessible housing; continued economic development; and the provision and maintenance of an efficient road network while reducing the reliance on private vehicles.

Manchester

The Town of Manchester sits kitty corner to the Town of Canandaigua at its North East Corner. Manchester has various Hamlets and Villages within its boundary that make it a unique and interesting place to visit with a vibrant history.

In 2018, the Town of Manchester completed a Comprehensive Plan and identified 7 goals very similar to Canandaigua's goals. They include Agriculture, Natural Resources, Economic Development, Downtown revitalization, residential opportunities, parks/recreation, transportation and infrastructure as broad goal categories for the Town of Manchester.

Hopewell

The Town of Hopewell completed a Comprehensive Plan in 2003 which was updated in 2013. The Towns of Hopewell and Canandaigua share a large border and our residents traverse the borders for various services including our local higher education facility in FLCC, many of the County Offices, and, until recently, provided water service to a portion of the Town of Canandaigua.

In Hopewell's 2013 update, they identified goals including: protecting active farm operations; protecting natural and scenic areas of the Town; extending sewer infrastructure to important areas; and encouraging growth within Hopewell's hamlets.

Gorham

The most recent comprehensive plan for the Town of Gorham was created in 2009, although the Town is currently in the process of updating that plan. The Town of Gorham is a large agricultural community covering a large portion of the shorefront of Canandaigua Lake and a large land area within the Canandaigua Lake watershed. In 2020 the Towns of Canandaigua and Gorham partnered with Ontario County to complete a transportation study of the State Route 364 corridor.

From the 2009 Town of Gorham comprehensive plan, the goals identified that are relevant to the Town of Canandaigua are: Coordinating planning efforts and services with neighboring municipalities; protecting Canandaigua Lake water quality and watershed; building economic opportunities for the agricultural community; increasing public access to Canandaigua Lake and other recreational improvements; and, protecting natural resources and open space.

Naples

Although the Town of Canandaigua and the Village of Naples are not geographic neighbors, the project team felt that Naples was an important part of the greater community as a cultural and environmental asset and as one of the communities within the Canandaigua Lake watershed.

In 2015 the Town and Village of Naples completed a joint Comprehensive Plan. This document provides a good history of Naples and its connections to the greater Canandaigua area. A number of their goals relevant to the Town include: promoting the Bristol Valley Theatre and Wine Economy; increasing the resources available to visitors and tourists; increasing access to health care and education in the region either through Satellite Campuses or public transportation; protecting the natural environment and watershed from development; and, protecting farmland and promoting agricultural endeavors.

Farmington

The Town of Farmington shares a northern border with the Town of Canandaigua. Farmington has experienced significant growth and is one of the fastest growing communities in Ontario County, and much of that growth has occurred right along this shared municipal border and Southeast of the Interstate 90 on/off ramp.

The Towns of Canandaigua and Farmington have a long shared history and, due to similar transportation infrastructure and shared public services, have long been connected. Many residents of the Town of Farmington attend or have children who attend the Canandaigua City School District. Similarly, many residents of Canandaigua and Farmington commute to work at similar destinations. For these reasons, the communities share many social bonds.

The Town of Farmington operates the Canandaigua-Farmington Water District which provides water service to most of the Town of Canandaigua North of the City line. One of the main transmission lines and water tanks resides within the Town of Canandaigua.

Also, the two Towns also work closely together to provide municipal services. During the reconstruction of Canandaigua-Farmington Townline Road, both municipalities provided Labor and Capital to complete the project to a high standard. This "Complete Streets" project includes new waterline, sidewalks, bike lane and street lights at intersections.

Throughout 2020, the two Towns have worked together with the Genesee Transportation Council to create a plan for the 332 Corridor from Campus Drive to I-90. This plan looks to improve mobility along the 332 Corridor in the Towns while protecting the valuable farmland within the Padelford Brook Greenway in Canandaigua.

Rochester

Currently the Town's relation to Rochester is partly one of a "home base" for a portion of the Rochester workforce. According to our public survey, around 14% of respondents work within the Rochester or Monroe County area, and the American Commu-

nity Survey estimates that around 30% of Town of Canandaigua residents work outside of the County, potentially in Monroe County. The Town may also provide a destination for Rochester residents for outdoor recreation on Canandaigua Lake. Rochester is also a cultural center to the Town of Canandaigua. Many Town residents attend the various arts festivals in Rochester. They may also attend shows at Geva Theatre or see the Rochester Philharmonic Orchestra, among many other opportunities.



Photo Credit: Kurt Brownell

The City of Rochester has recently completed a comprehensive plan, which provides excellent information about their robust goals and planning best practices. The City of Rochester will attempt to greatly expand housing options, population, and businesses. Transportation planning will focus on walkability, bike-ability and public transit. Rochester will look to promote Arts and Culture including public art spaces, live music, and local artists. Although not directly under the supervision of the City of Rochester, Plan 2034 will focus on improving the quality and outcomes of the Rochester City School District. Rochester will also put a focus on beautifying public spaces, improving public parks, and taking advantage of its natural resources.

The implications of success in this plan are mixed. Some of the demand for housing in Canandaigua is due to a quality public school. If RCSD improves significantly, we have a smaller competitive edge for incoming families. If commuting into Rochester for work begins to take more time and cost more money, living further outside of Rochester is less feasible. However, due to many people working from home as a result of the COVID-19 pandemic, that may not be as much of an issue in the short term, and potentially in the long term as well if the shift to remote work becomes permanent for some employees. Regardless, if Rochester's population significantly grows, we may gain a strong, local marketplace for locally produced agricultural products.

LAND USES AND ZONING

The consideration of the variables discussed above leads us to one of the main purposes of this Comprehensive Plan: Land Use. When the Town sets regulations on how land is used, it is also implicitly impacting the environment, the economy, the demographics and many other aspects of the Town. For example, requiring residential only uses on County Road 8 while the nearest grocery store or employment center is miles away necessitates driving as the sole form of transportation. The implicit transportation assumption can limit options for potential residents with mobility impairments or residents who can't afford vehicles.

This section will provide a brief overview of how land within the Town is actually used, and, briefly, what the regulations of the Town allow. It will also cover the fiscal impacts to the Town of various forms of land uses, and how different types of residential uses impact the Town given that we foresee future, continued residential growth.

With an understanding of the Town's past and current land use, the potential solutions to current issues may be found.

Zoning Districts

New York’s zoning enabling statutes require that zoning laws be adopted in accordance with a comprehensive plan. This comprehensive plan should provide the backbone for the local zoning law moving forward. To the extent that provisions of the zoning code conflict with the goals and recommendations of this plan, they should be revised to be in agreement. It is necessary that the Town’s Zoning Code provides regulations that further the goals of the Town.

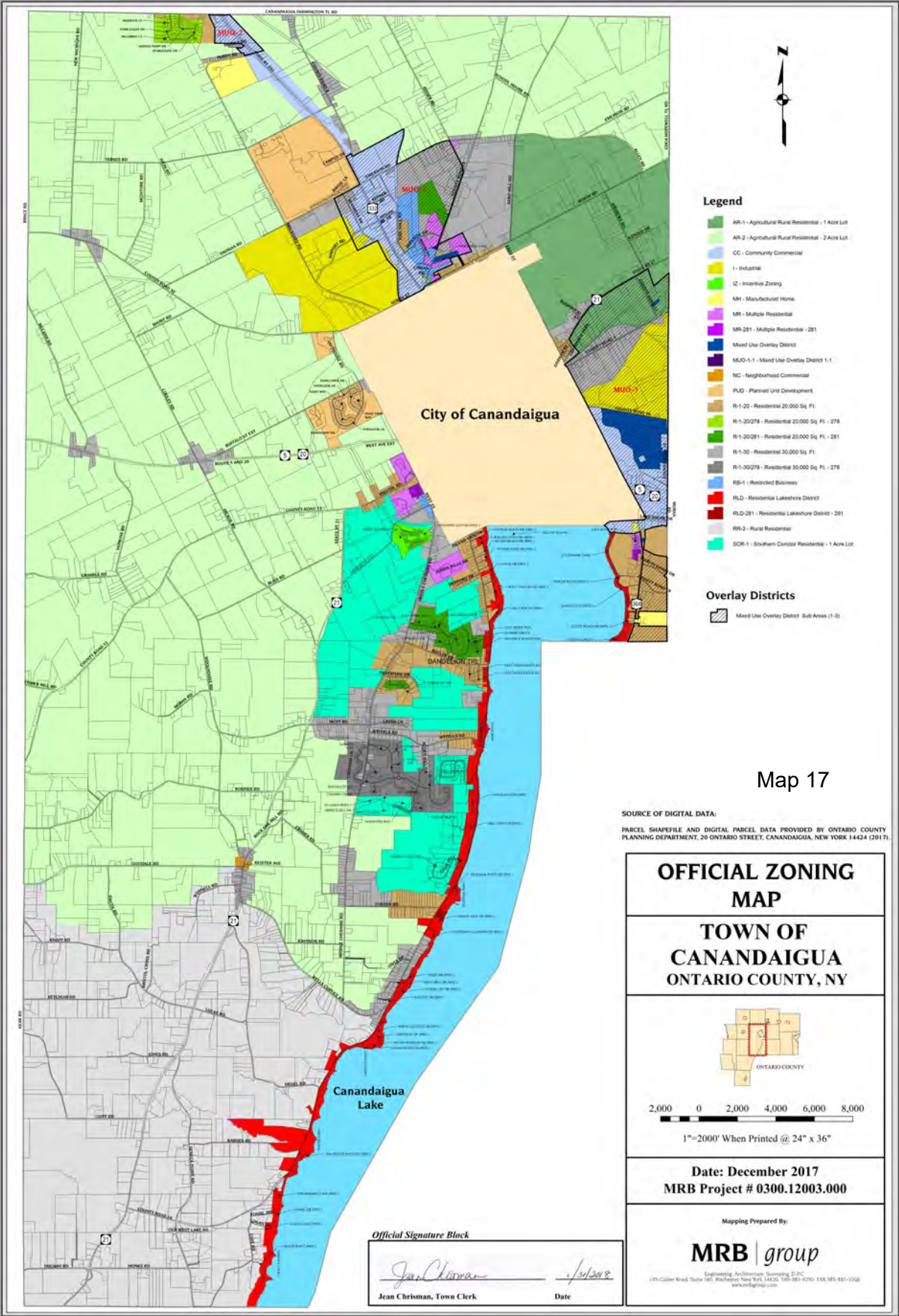
The purpose the Town’s Zoning Code is to promote the “health, safety, and general welfare of the people of the Town of Canandaigua.” It claims it is designed to “lessen congestion in the streets; to secure safety from fire and other dangers; to provide adequate light and air; to provide for solar access and the implementation of solar energy systems; to prevent the overcrowding of land and to avoid undue concentration of population; to facilitate the efficient and adequate provision of public facilities and services; and to provide the maximum protection to residential areas from the encroachment of adverse environmental influences.”

The Town of Canandaigua’s zoning districts are illustrated on the Existing Zoning map on the following page, last updated in January of 2018. One small change not yet shown on this map is the expansion of the three MUO Overlay. Table 10 breaks down how much land lies within each zoning district.^{[29](#)}

The large majority of land lies within our two largest lot zoning districts the AR-2 and RR-3. The remaining districts are dispersed throughout the Town and the RLD covers the entire border of Canandaigua Lake minus one parcel. Excluding consideration of specially permitted uses there are only four areas of commercial uses within the Town: The Uptown area (MUO-1), the Northern Gateway area (MUO-2), Eastern Gateway (MUO-3), and Cheshire. Only two large areas of industrial land exist on Brickyard Road and County Road 10.

Zoning District	Acreage	% of Total
RR-3	6745	18.52%
AR-2	19386	53.23%
AR-1	1689	4.64%
SCR-1	1684	4.62%
R-1-30	1870	5.14%
R-1-20	882	2.42%
R-1-20_278/281 and R-1-30_278	571	1.57%
RLD; RLD-281	558	1.53%
MR; MR-281	189	0.52%
MHD	118	0.33%
NC	8	0.02%
CC	768	2.11%
RB-1	104	0.29%
I	1020	2.80%
PUD; IZ	670	1.84%
MUO	158	0.43%
Total	36419	100%

Table 10: Zoning Districts



As is appropriate, many of the Town's provisions for zoning were intended to promote the previously stated purpose. However, over long periods of time, our understanding of the impacts which specific types of regulations have on our community has evolved and the Town must be sure to update its regulations accordingly.

For example, expansive minimum parking requirements were once recommended as the norm in communities throughout the United States. More recently, the impact of minimum parking regulations has been understood to generally overprovide parking to the detriment of walkable development, stormwater, affordable housing and economic development among many other adverse impacts.

The Town's zoning provisions effectively prohibit new construction of residential dwelling units more intense than single-family dwellings. Any development proposal for duplex, triplex or such "middle-housing" would have to be rezoned for such a use which would constrain their affordability and availability. Similarly, the absolute minimum lot size by right for all districts is 20,000 square feet. This fairly large lot size may have negative environmental impacts by encouraging sprawl and may also limit the efficiency of providing public services like water and sewer. The Town should be cognizant of the impact of these regulatory burdens and be sure to weigh the costs and benefits of its existing zoning regulations and make reforms as necessary. Even areas of the Town seen as desirable like Cheshire would be illegal to develop today. This should cause us to reflect on our zoning codes.



Photo of Cheshire, 1999. Credit to Cheshire Community Church

Existing Land Use

In terms of acreage devoted to land use, the Town of Canandaigua remains an agriculturally based community. However, that number has declined significantly, by almost 25%, since the 2003 Comprehensive Plan. Agricultural uses are prominent in the northern part of Town while the southern boundary of most agricultural land is Cheshire. Moving south from Cheshire the soils become much less productive. Most of this land has reforested since it stopped being used for farmland in the mid to late 1900s.

	2019		2009		2003	
	Acreage	%	Acreage	%	Acreage	%
Agriculture	13129	37.3	14777	42.1	17382	49.2
Residential	10497	29.8	10226	29.2	10036	28.4
Vacant	8749	24.9	6877	19.6	5477	15.5
Commercial	787	2.2	734	2.1	361	1
Recreation and Entertainment	552	1.6	557	1.6	650	1.8
Community Services	889	2.5	733	2.1	609	1.7
Industrial	109	0.3	202	0.6	329	0.9
Public Services	472	1.3	593	1.7	462	1.3
Total	35184	100	35082	100	35335	100

2019 Number provided by Town Assessor.

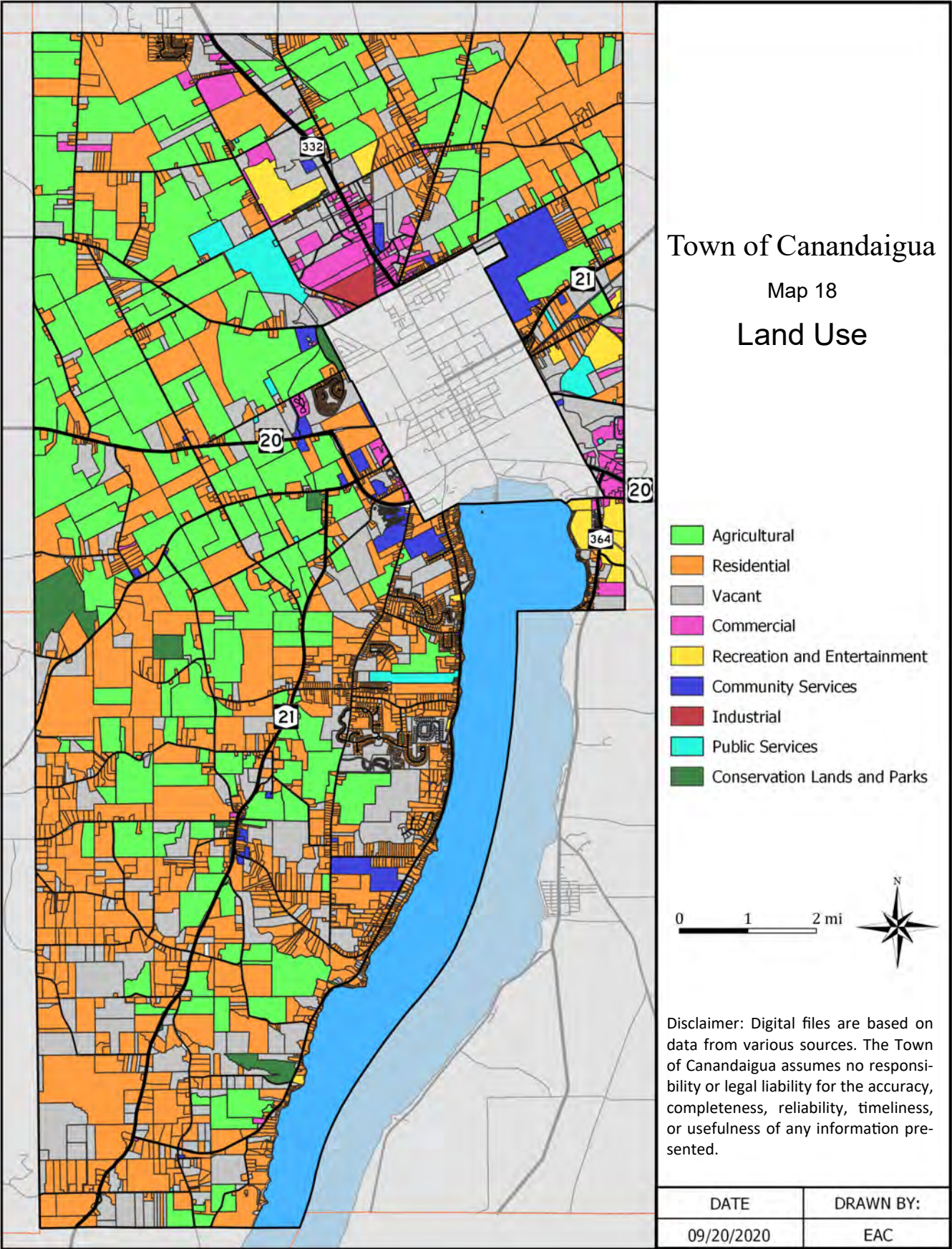
2009 Numbers from 2011 Comprehensive Plan Update.

2003 Numbers from 2003 Comprehensive Plan.

Residential lands are the next largest land use category with 10,497 acres. With a growth of 461 acres from 2003, this represents a growth of only 1.3% of the total land area. Certainly, much of this land area growth has occurred in the Middle Cheshire Road corridor as projects like Lakewood Meadows have been constructed.

The next largest and fastest growing category of land use is “Vacancy.” Increased vacancy appears to account for much of the reduction in Agricultural land. These vacant lands are dispersed throughout the Town.

Commercial and Industrial land uses exist primarily along Route 332, Routes 5/20 East, and Route 364 corridors. Land considered commercial has almost doubled since the 2003 comprehensive plan which is partly due to a growth in Apartments which are classified as commercial. On the other hand, industrially classified land has more than halved.



Vacant Lands

One indicator for how well zoning regulations help to achieve their various goals is to review areas of vacant land. For this consideration, it is important to note that parcels must be entirely vacant to be classified as vacant. A 10 Acre property with a 2,000 ft² commercial building is still classified as commercial though much of the property remains potentially developable. Additionally, vacant land may be a success in some contexts while a failure in other contexts. The table below provides details on vacant lands in the Town.

	Total Acreage	Acres Vacant	% of Total Acreage Vacant	Acres Vacant w/ H ₂ O + Sewer	% of Total Acreage Vacant w/ H ₂ O + Sewer
RR-3	6745	1855	28%	0	0%
AR-2	19386	1555	8%	11	0%
AR-1	1689	181	11%	0	0%
SCR-1	1684	632	38%	247	15%
R-1-30	1870	654	35%	393	21%
R-1-20	882	265	30%	260	30%
RLD	558	85	15%	42	8%
MR	189	51	27%	31	16%
NC	8	0	4%	0	0%
CC	768	368	48%	266	35%
RB-1	104	59	57%	56	54%
I	1020	204	20%	141	14%

Table 12: Vacant Acreage

Residential vacant land may be beneficial to the Town and its goals. The RR-3 and AR-2 zoning districts contain the highest amount and percentages of vacant land within the Town. Within the RR-3, vacant lands may be the result of open space resources on site that make a property more costly and less desirable to develop. For the AR-2, although vacant land is rural in character, the Town has also set goals to promote agriculture. To the extent that vacant land could otherwise be farmed, this is not ideal.

The Town should focus on understanding why areas zoned for more high intensity development like commercial, industrial and high-density residential uses remain vacant. These lands generally provide significant assessed valuation, so vacant lands represent lost revenue for the Town and, in turn, public services.

Within the CC, RB-1, I, and MR, vacant lands appear to be a potential problem. The RB-1 is significantly vacant at almost 60%. In the 2003 Comprehensive Plan, 77% of all land zoned RB-1 was classified as vacant. This reduction is largely related to rezoning a few larger parcels to MR which suggest these parcels may not have been zoned appropriately initially. Similarly, in the CC, almost 50% of the land is classified as vacant. This is a growth from 39% in 2003.

These changes show us that suitable developments may exist – in these cases high density residential – which may not be permitted in these districts or this region of the Town. If the Town can proactively identify similar changes to promote in-demand uses and reduce vacancy, the Town might promote beneficial development which could accomplish the goals of the comprehensive plan.

For additional consideration on the impact of vacant lands, consider sewer and water infrastructure. Sewer and water infrastructure depreciates and requires great expense to replace, so it is fiscally responsible to find tenants who will help pay this cost during its useful life. Table 12 shows that RB-1 and CC, even where sewer and water is available, have difficulty finding tenants with vacancy rates of 54% and 35% respectively. We also see that the R-1-20 and R-1-30 have a fairly high vacancy rate when accounting for sewer.

Residential Growth

One of challenges for the Town over the next 5 to 10 years will be accommodating new residential growth in the most appropriate manner. In order to properly characterize what is “most appropriate,” we must understand the impact of potential residential development within the Town’s current growth pattern. Based on the earlier population estimates, we will plan to see around 1,323 new units constructed by 2030.

US HUD analysis of the Rochester MSA housing market estimates total demand for new units at 4,700, but only 1,090 under construction.²⁰

Demands for types of residential living have shifted over the last ten years. From 2000 to 2010 we saw high demand for large lot single family homes, while more recently

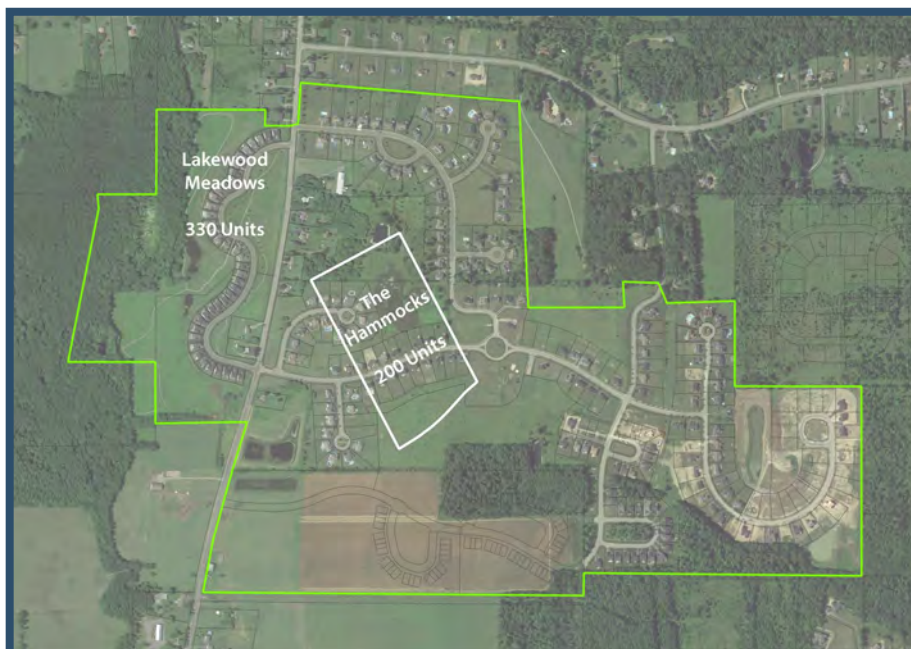
there is growing demand for smaller lot townhouses and multi-family units. According to the Market Analysis from Camoin Associates, the Town will see continued demand for owner and renter occupied housing although slightly more units demanded for rent. Additionally, it projected both owner and renter occupied housing are likely to increase in price.

If permitting 1,323 units, the Town should be concerned that these units do not adversely impact valuable resources like farmland or woodland, and ideally that they are a benefit to nearby uses.

For all lots in the Town with dwellings constructed after 1850, the median lot size is 0.71 Acres. For all lots with dwellings constructed after 2000, the median lot size is 0.46 Acres. When we include apartment buildings into the list built after 2000, our median lot size drops to 0.17 acres per unit. At these three density levels, adding 1,323 units would result in 939 acres, 608 acres or 225 acres of land converted to residential uses, respectively.

For the sake of illustration, consider Lakewood Meadows. The entirety of the Lakewood Meadows subdivision is around 375 acres and there are approximately 330 dwellings. The density of dwellings in this subdivision is 1.14 Acres per dwelling unit. At this density, adding 1,323 units would convert another 1,508 Acres to residential use.

Conversely, consider the Hammocks. The total project is 25 acres and it includes 200

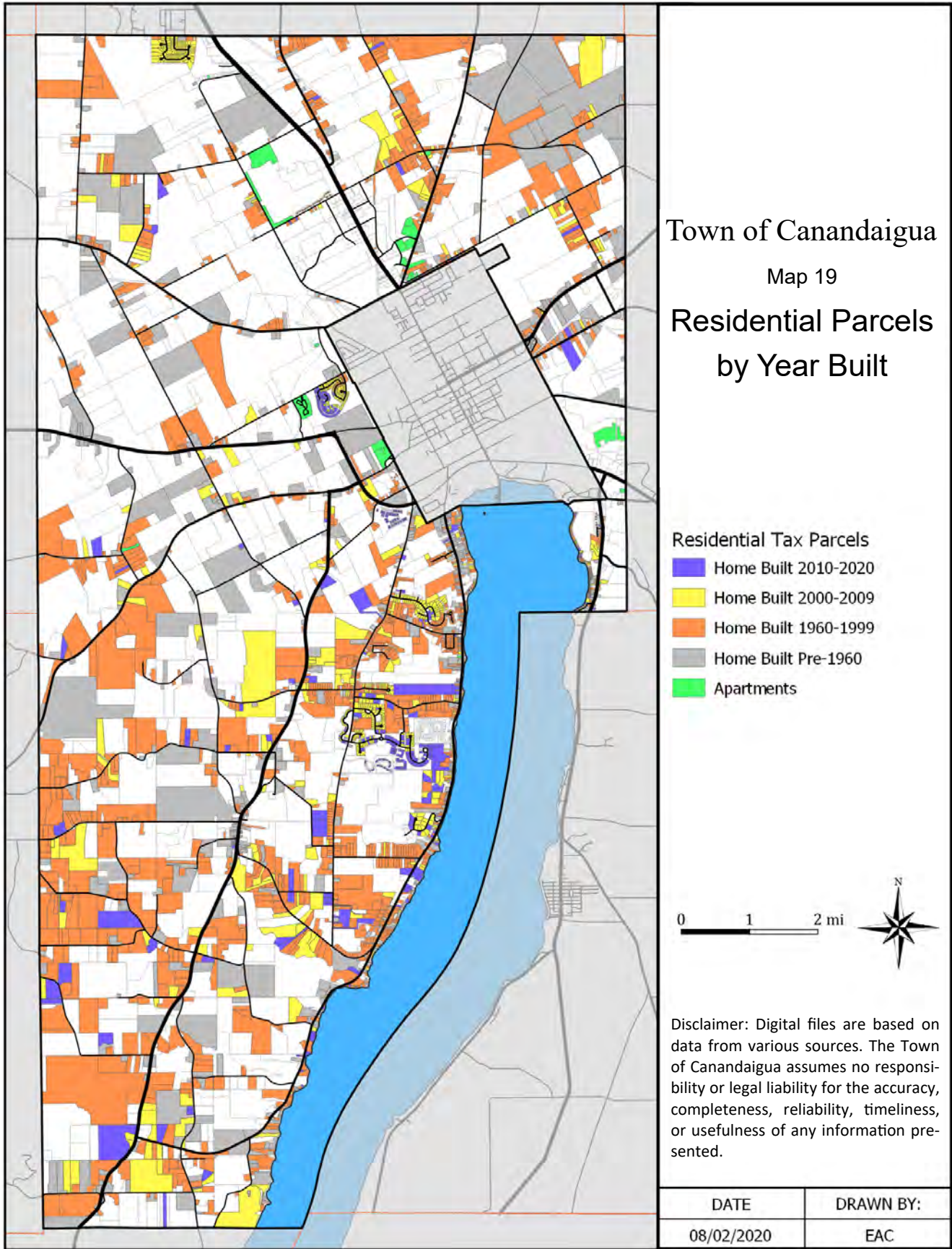


units spread over 8 buildings. The density of this development is 0.13 acres per dwelling unit. At this density, adding 1,323 units would convert 172 acres to residential use.



All of the Town's Comprehensive Plans have made the protection of scenic, agricultural, and open space resources a priority. If residential growth continues – as trends of the last 50 years show is likely – the Town must ensure that it grows in a manner that accomplishes its goals as laid out in the Comprehensive Plan. The Town must also be cognizant that land within the Town is a scarce, finite resource that cannot be reproduced, and in many instances cannot be reverted back to its previous state. The Town should be sure that land is not used inefficiently and that the Town Code does not promote wasteful development patterns.

[Map 19](#), below, shows the location of parcels where dwellings have been built distinguished by the time period constructed. We can see that during the period of the 1960s to 2000, the Town saw much of its residential growth occur in the rural parts of the Town. From 2000 to today, although more residential units have been constructed, that growth has been localized in larger planned developments like Lakewood Meadows, the Villas, Fox Ridge, Old Brookside, etc. These development patterns – while not perfect and in many instances publicly derided – do align with previous goals of the Town like promoting multi-modal transportation, protection of agricultural and natural resources, allowing a variety of housing types, and are generally more efficient when providing public services.

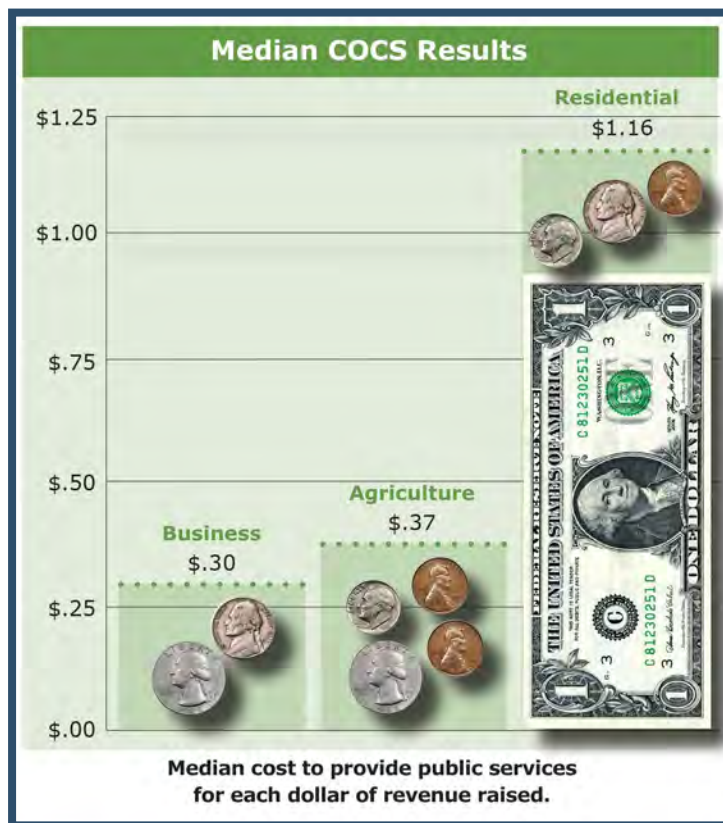


Fiscal Impacts of Land Use

Studies which calculate the cost of community services have shown that tax revenue generated by residential uses is less than the cost to provide public services (Parks, Planning, Fire Protection, Transportation, etc.). By comparison, commercial and agricultural/open lands typically require fewer public services and therefore have a greater return with tax revenue to the Town. The Town should consider that having a diverse property base is necessary for a sustainable and less economically risky budget.

Another informative consideration of property is the income per acre of land. In most instances this refers to assessed valuation, although some properties provide payments in lieu of taxes. The Town's land is scarce and so it can measure assessed value per acre to see how well it is economizing.

The Average assessed value/Acre is \$622,740 and the median is \$157,756. Unsurprisingly, the most valuable properties are those surrounding Canandaigua Lake. The most valuable is TM# 113.09-3-13.100, a .005 Acre parcel on County Road 16 which would be \$10.26 Million per Acre. Of the lots not within the RLD, the next 100 most valuable properties are townhouses scattered throughout the Town. There appears to be a correlation between the size of a non-vacant lot and the assessed value per acre. Generally, smaller lots are more valuable.



Graphic from the American Farmland Trust,
"Cost of Community Services Fact Sheet"

5) VISION AND GOALS

The central purpose of this Comprehensive Plan update is to provide a baseline understanding of existing conditions, proposed improvements based on the community vision, and a strategic outline how to achieve them. As a direct result of the 2011 Comprehensive Plan update, the Town adopted numerous planning documents, code changes, and organizational changes. The recommendations here seek to build upon them when necessary and make changes where improvement is needed.

The recommendations included in this update are accompanied by a series of action steps. Most of these steps fall into one of three categories: revisions to the Town Code or other regulations; the continued support of existing efforts; and the identification of new opportunities for collaboration, development, or improvement. These action steps will be updated frequently.

The Town will coordinate its efforts as necessary and appropriate with stakeholders, public agencies, and public officials throughout the region and at every level of government. As shown in the recommendation matrices, a series of proposed partnerships is suggested to assist the Town in achieving these goals. Where such arrangements are feasible, they may provide the basis for productive collaboration.

After the establishment of the Citizens' Implementation Committee in 2014, the Town gained a valuable voice and body to accomplish the goals. It is expected that this successful process will continue. This plan provides suggested priorities, and the CIC will oversee the implementation of the action steps.

The Town Board is ultimately responsible for achieving the community's common vision. Given adequate resources, creativity, commitment, and leadership, it is expected that the desired outcome can be achieved through the action steps below.

The following section is broken down into 4 parts to make implementation more manageable. It includes a Vision, Goals, Measurable and Action Items.

The Vision is the overarching ideal for the Town to pursue from which all other items are derived. It is a realistic characterization of the Town and attainable within the planning period.

The Goals are the necessary components of that vision. These are broad statements like the Vision, but more focused on a specific component. The goals may also include a direction to move towards such as “promote,” “develop,” “protect,” etc.

Measurables are the units by which the Town will measure future success of the plan. They are important components of the plan and provide the feedback to know whether actions are working. One measure universally applicable to each goal is the funding used towards that end.

Action Items are a more specific task recommended to be undertaken to achieve the broader goal. Each includes a suggested ranking of importance and entities that may be involved in the action.

Short List of Acronyms

(See Appendix F for a Complete List of All Acronyms Commonly Used by the Town)

Town Board / TM	TB	Development Office	DO	Local History Team	HT
Ordinance Cmte	OC	Special Events Cmte	SEC	Planning Board	PB
Planning Public Works	PPW	Town Historian	TH	Parks & Recreation Cmte	P&RC
Finance Cmte	FC	Highway Superintendent	HwS	Drainage Cmte	DrC
Environmental Cmte	EC	Economic Dev't Cmte	EDC	Town Clerk	TC
Citizens' Implementa- tion Cmte	CIC	Environmental Conserva- tion Board	ECB	Agricultural Advisory Cmte	AAC
Canandaigua Local Development Corp.	CLDC	Canandaigua Lake Watershed Council	CLWC	Finger Lakes Visitors Connection	FLXVC
Parks Department	PD	Ontario County IDA	OCIDA	Ont. Co. Workforce Development	OCWfD

5) VISION AND GOALS

Updating the comprehensive plan necessitated reviewing the community's vision for future sustainable growth. The Comprehensive Plan Project Team prepared the following renewed vision statement and goals with the input of the Citizens' Implementation Committee and participating residents. This vision guided the developing of recommendations and each goal listed below has an objective which clarifies how it relates to the overall vision for the Town.

The Town of Canandaigua will maintain its character and beauty through protection and enhancement of its natural, agricultural, rural, historic, and recreational resources. The Town encourages opportunities for balanced growth, economic development, and cultural events that create a welcoming environment for a diversity of residents, visitors, and businesses. The Town will work with stakeholders to protect Canandaigua Lake, the quality of life, and provide high quality community services.

From this broad vision, the Project Team identified 10 goal categories necessary to realize this vision. As listed, not in significance or priority, they are:

AGRICULTURE

NATURAL RESOURCES

CULTURAL AND HISTORIC RESOURCES

PARKS AND RECREATION

ECONOMIC DEVELOPMENT

RESIDENTIAL & NEIGHBORHOOD CHARACTER

HAMLETS

TRANSPORTATION

INFRASTRUCTURE

TOWN OPERATIONS

AGRICULTURE

GOAL:

The community values its agricultural heritage and rural character and supports farming and the protection of valuable, irreplaceable soils. The Town will regulate and act in support of the preservation and continued development of agriculture by supporting economic endeavors within the agricultural industry, promoting the purchase of local produce and other local agricultural products, and keeping land in farming.

MEASURABLES:

- ◆ Acres preserved in a PDR, TDR or similar conservation easement.
- ◆ Acres in agricultural production
- ◆ Variety, quantity, and dollar value of agricultural products
- ◆ Number and size of farm operations
- ◆ Number employed in agricultural operations

AGRICULTURE

Recommended Action Steps	Importance	Responsible Entity	
		Primary	Secondary
Implement the Agricultural Enhancement Plan.	Priority	AAC	ECB
Review and revise codes to lessen development pressure by concentrating development in growth nodes least impactful to agricultural.	Priority	DO	TB PB OC ECB CIC
Encourage continued agricultural use of viable farmland and discourage development of those parcels by directing developers to more appropriate locations within the Town such as the three identified growth nodes.	Priority	AAC	EDC
Continue to raise awareness of protection and conservation programs and find methods to assist farmers to ease application process.	Priority	TB	AAC ECB
Strengthen relationship with Cornell Cooperative Extension to benefit from their expertise.	Priority	AAC	ECB
Increase marketing of the Town as Ag-friendly including the promotion of agricultural businesses and agritourism within the Town.	Secondary	AAC	TB EDC SEC
Partner with the Finger Lakes Regional Economic Development Committee to develop a local agricultural economic development plan and possible grant opportunities.	Secondary	EDC	AAC TB
Hold periodic conversations with local farmers to include roundtable discussions, attendance at Committee meetings and mailing surveys.	Periodic	AAC	CIC
Communicate with and educate residents regarding local agricultural operations and farmer interactions with the community.	Ongoing	AAC	ECB

NATURAL RESOURCES

GOAL:

The Town will protect its natural resources and scenic views which benefit the Town and greater Canandaigua area, including Canandaigua Lake and its watershed. The Town will support the conservation and maintenance of the land that provides critical open space and creates a network of linkages for wildlife habitat, stormwater management, scenic views, and active recreational trails.

MEASURABLES:

- ◆ Acres and ecological value of land publicly owned or protected
- ◆ Ratio of land developed in growth nodes versus lower density zones
- ◆ Acres of land developed by ecological community type
- ◆ Water quality of Canandaigua Lake at points or tributaries within the Town as measured by the Canandaigua Lake Watershed Association
- ◆ Diversity of flora and fauna
- ◆ Acres of NRI resources and ecological community type
- ◆ Extent of sprawl
- ◆ Variances granted for lot coverage, stream setback and other environmental rules

NATURAL RESOURCES

Recommended Action Steps	Importance	Responsible Entity	
		Primary	Secondary
Work with organizations to improve biodiversity and efforts against invasive species.	Priority	ECB	EC AAC
Permanently protect lands with natural resource significance and support recreation on protected lands.	Priority	TB	CIC ECB
Review Town Code to identify regulations that may adversely impact natural resources.	Priority	DO	OC ECB EC
Promote housing and development growth within identified growth nodes and discourage development in environmentally sensitive areas. Revise ordinances as needed to achieve this goal.	Priority	EDC	DO PB ECB
Continue implementation of 2018 Open Space Master Plan and 2020 Natural Resources Inventory Update.	Priority	ECB	TB
Update the land cover mapping used for 2018 Open Space Plan.	Priority	ECB	CIC DO
Support regional and statewide programs to monitor and improve water quality.	Priority	TB	ECB
Support the Lake Friendly Farmer and Lake Friendly Lawn Care programs.	Secondary	ECB	AAC
Educate public on opportunities to reduce household carbon footprint and create a sustainability plan.	Secondary	ECB	CIC
Support the CLWC's implementation of Canandaigua Lake Watershed Master Plan.	Secondary	CLWC	TB
Explore local ordinances to protect wetlands and other sensitive resources.	Secondary	OC	ECB
Encourage planting and maintenance of trees on public and private lands.	Secondary	ECB	CIC

CULTURAL AND HISTORIC RESOURCES

GOAL:

The Town will promote the history of the Town of Canandaigua, support the protection of significant historic properties, and promote awareness of the influences of the Native American heritage on the evolution of the Town of Canandaigua and the greater Canandaigua area.

MEASURABLES:

- ◆ Number of historic properties
- ◆ Joint projects in partnership with other organizations
- ◆ Permits issued for historic buildings
- ◆ Number of events and attendees
- ◆ Grants obtained for historic restoration and preservation

CULTURAL AND HISTORIC RESOURCES

Recommended Action Steps	Importance	Responsible Entity	
		Primary	Secondary
Complete Phase II of Reconnaissance-Level Survey and implement recommendations.	Priority	HT	FC
Collaborate on programming for public education with other local history groups.	Priority	HT	HT TH
Support the designation of the “Finger Lakes National Heritage Area.” and ensure the Town has representation on the Finger Lakes Heritage Commission if/when it is successfully established.	Priority	EDC	HT
Pursue grants and funding for historic preservation	Secondary	HT	TB FC
Document and inventory all cemetery internments similar to Hunn Cemetery.	Secondary	HT	TC TH
Educate the community on the Native American history of the Town and region.	Secondary	HT	TH
Explore establishment of a special district to enhance the historic character of the Hamlet of Cheshire.	Secondary	HT	FC EDC
Document changes to historic buildings.	Ongoing	DO	HT TC
Convert to digital format all available local history documents	Ongoing	TC	HT TH
Support the office of Town Historian.	Ongoing	HT	TB
Encourage preservation and archiving of local history materials.	Ongoing	HT	TH
Preserve the character of historic hamlets like Centerfield, Padleford, and McMillans Corners.	Ongoing	CIC	HT

PARKS AND RECREATION

GOAL:

The Town will improve and expand the active and passive recreational resources within the Town to meet the needs of the community. The Town will encourage the use of existing and expanding recreation programs offered.

MEASURABLES:

- ◆ Summer & senior recreation program attendance
- ◆ Town Clerk rental and Onanda gatehouse data
- ◆ Number of programs offered and utilization
- ◆ Number of events held
- ◆ Number of community recreation leagues and membership including field usage
- ◆ Number of bike and pedestrian trails and mileage, including longest continuous trail/trail system
- ◆ Public park acreage including accessible lake frontage
- ◆ Public & privately owned but publicly accessible recreation opportunities
- ◆ Number of stops along the Water Trail
- ◆ Google reviews of parks

PARKS AND RECREATION

Recommended Action Steps	Importance	Responsible Entity	
		Primary	Secondary
Implement Parks and Recreation Master Plan and update the plan at its expiration.	Priority	P&RC	TB DO PD
Promote and encourage use of Town Parks and facilities for community-based activities including but not limited to senior activities, music & art events, informal sports leagues, outdoor challenges, hiking, fishing and boating.	Priority	SEC	P&RC
Increase access to waterfront through purchase, zoning or some other means.	Priority	TB	FC P&RC CIC PB
Identify opportunities to increase low impact enjoyment of Canandaigua Lake such as kayaking or fishing.	Priority	P&RC	TB
Expand senior recreation programming.	Priority	P&RC	TB
Create a user friendly mechanism for visitors to rate and provide feedback on parks.	Priority	P&RC	
Explore the creation of a Parks and Recreation Coordinator position so that park programming has staff dedicated to its success.	Priority	TB	P&RC FC
Create an online, interactive trail map which would included markings for distances and other valuable information.	Secondary	P&RC	DO
Partner with City of Canandaigua, Ontario County, NYS, and others local municipalities or agencies in the provision of parks areas and recreation opportunities.	Secondary	TB	P&RC

PARKS AND RECREATION

Recommended Action Steps	Importance	Responsible Entity	
		Primary	Secondary
Utilize technology like social media and/or QR codes to track and promote park usage.	Secondary	P&RC	TC
Explore the acquisition of access rights surrounding the Canandaigua Outlet and take advantage as a recreational asset.	Secondary	TB	P&RC FC
Develop partnerships w/area sports programs.	Secondary	P&RC	
Improve the quality of sport fields for further enjoyment of youth leagues.	Secondary	Parks	P&RC
Explore opportunities to connect and/or extend existing trails.	Secondary	P&RC	
Provide trails within new developments.	Ongoing	PB	DO P&RC
Put prime importance on accessibility for all ages and abilities.	Ongoing	P&RC	FC SEC
Continually identify and fill gaps in recreation, parks, arts, and music opportunities and be sure to consider different demographics.	Periodic	P&RC	SEC
As part of annual budget process, review park improvements to be consistent with Parks and Recreation Master Plan.	Periodic	TB	P&RC FC

ECONOMIC DEVELOPMENT

GOAL:

The Town will promote development of sense of place and a diverse and sustainable tax base with a variety of employment options. It will maximize opportunities for commercial, industrial and service sector development without compromising the town's natural, cultural and historic resources. It will contribute to and support the local and regional tourism industry by hosting new events in our area and supporting new destinations and amenities for tourists.

MEASURABLES:*

- ♦ Total assessed valuation
- ♦ Vacant acreage zoned for commercial, industrial and mixed-use
- ♦ Number and industry of employers or businesses
- ♦ Number, sector, and wages of jobs including positions open and unfilled
- ♦ Employment and unemployment rate
- ♦ Number of tourists to Canandaigua and Finger Lakes region
- ♦ Value of tourist spending and tourism economy
- ♦ Amenities available to tourists like lodging, food, museums and recreation

* Many measures of Tourism in the region are collected by the Finger Lakes Tourism Alliance, Finger Lakes Visitors Connection and other agencies. These agencies also are the primary actors supporting tourism initiatives in our region.

ECONOMIC DEVELOPMENT

Recommended Action Steps	Importance	Responsible Entity	
		Primary	Secondary
Continue to support the work of the Canandaigua LDC.	Priority	TB	EDC
Support the development of affordable housing options and affordable transportation options for the local workforce.	Priority	EDC	CLDC DO PB
Review and revise existing NC, CC, LI, IND, and MR zoning districts to allow for more accessible and more affordable development by reducing setback and minimum lot size requirements.	Priority	OC	EDC CLDC DO TB
Continue the implementation of the Uptown Plan and develop similar plans for the long-term buildout of MUO-2 and MUO-3.	Priority	DO	EDC CLDC TB
Support efforts to create breweries, wineries, distilleries, and food destinations within the Town.	Priority	CLDC	EDC
Support the City of Canandaigua in their efforts to revitalize Downtown and the Lakefront.	Priority	CLDC	EDC
Collaborate with neighboring municipalities, Ontario County, Chamber of Commerce and Finger Lakes Visitors Connection on all tourism initiatives.	Priority	FLXVC	EDC
Identify properties and market them to entrepreneurs.	Priority	CLDC	EDC
Advocate for the reform of NYS regulations that adversely and unnecessarily constrict development.	Priority	CLDC	EDC

ECONOMIC DEVELOPMENT

Recommended Action Steps	Importance	Responsible Entity	
		Primary	Secondary
Take advantage of the Finger Lakes Regional Economic Development Council to obtain funding for economic development and tourism initiatives in the Canandaigua Area.	Secondary	CLDC	EDC
Take advantage of funding from the Workforce Development Initiative for Training and Employment Incentives.	Secondary	CLDC	EDC
Survey employers on the needs of their business.	Secondary	CLDC	EDC
Facilitate school partnerships for skills training especially including skilled trades and agriculture.	Secondary	EDC	CLDC OCIDA OCWfD
Consider revision or elimination of the RB-1 Zoning district.	Secondary	DO	OC TB CIC
Accomplish the purpose of the NC Zoning district by better distributing the district throughout the Town and in proportion to the population.	Secondary	DO	EDC OC CIC TB
Ensure local regulations do not unduly restrict home based businesses.	Secondary	OC	EDC
Identify the appropriate locations and regulations to allow commercial uses on certain portions of Canandaigua Lake shoreline, but ensure that such uses provide reasonable accessibility to the public.	Secondary	DO	CIC EDC OC TB

ECONOMIC DEVELOPMENT

Recommended Action Steps	Importance	Responsible Entity	
		Primary	Secondary
Create a sense of place and welcoming environment through signage and/or design requirements.	Secondary	CIC	TB EDC
Support 4-season tourism destinations and amenities within or nearby the Town.	Secondary	CLDC	FLXVC TB
Support the creation and expression of arts and music within the Town.	Secondary	SEC	EDC
Ensure local regulations and programs support local businesses taking advantage of emerging products and markets.	Ongoing	EDC	CLDC DO OC
Support the development of the airport as a regional asset and the development of nearby complementary uses.	Ongoing	OCIDA	CLDC EDC
Provide opportunities for local businesses and stakeholders to connect.	Periodic	EDC	CLDC
Review fees and regulations to support redevelopment of vacant buildings and assets.	Periodic	EDC	CLDC FC
Establish a baseline of measurable items within the Town and region.	Periodic	CLDC	EDC

RESIDENTIAL & NEIGHBORHOOD CHARACTER

GOAL:

Support future residential growth of diverse housing types that makes Canandaigua livable for people of all ages, abilities, family sizes, and income levels. The Town will strive to create a welcoming community through events and the creation of attractive public spaces embedded in the neighborhoods designed to be inclusive, vibrant, sustainable, and accessible to all.

MEASURABLES:

- ♦ Demographic changes
 - ♦ Population, age, family size, income, education, etc.
- ♦ Number, type, size and characteristics of housing options
- ♦ Rent per sq. ft.
- ♦ % and # of residents paying greater than 30% of income
- ♦ Abandoned/foreclosed units
- ♦ Inventory of dwelling unit types such as single-family, duplex, triplex, apartment, etc.
- ♦ Town equalization rate
- ♦ Days units on market before selling

RESIDENTIAL AND NEIGHBORHOOD CHARACTER

Recommended Action Steps	Importance	Responsible Entity	
		Primary	Secondary
Review town code and remove restrictions to affordable, accessible, and age friendly housing.	Priority	OC	CIC DO EDC
Identify options to reduce the cost of housing and to accommodate affordable housing.	Priority	CIC	DO PB
Review the efficacy of existing dimensional standards of zoning districts.	Priority	DO	OC
Create a plan to accommodate the potential for 1,300 new dwelling units within the Town.	Priority	DO	EDC CLDC
Explore the potential of the “Naturally Occurring Retirement Communities” NYS Grant program.	Secondary	DO	EDC
Create plans for the MUO-2 and MUO-3 areas to more easily integrate development.	Secondary	EDC	CLDC
Promote Neighborhood groups that advocate for neighborhoods and provide a communication link between the Town.	Secondary	SEC	EDC CLDC
Encourage the development of elder-friendly residences and neighborhoods close to groceries, health care, and other necessary services.	Secondary	DO	OC EDC

HAMLET OF CHESHIRE

GOAL:

Improve and protect the historic character and quality of the Hamlet of Cheshire.

MEASURABLES:

- ◆ Permits issued within the hamlet
- ◆ Number of dwelling units and residents
- ◆ Amount of commercial space
- ◆ Assessed valuation of the hamlet
- ◆ Vacancy

HAMLETS

Recommended Action Steps	Importance	Responsible Entity	
		Primary	Secondary
Update then implement a Hamlet of Cheshire Master Plan.	Priority	DO	CIC
Invest in pedestrian infrastructure within Cheshire.	Priority	TB	HwS
Create Hamlet of Cheshire zoning districts.	Secondary	OC	CIC TB
Explore grant initiatives to support property maintenance within Cheshire.	Secondary	EDC	CIC DO
Explore creation of a historical Cheshire District and opportunities to preserve historic structures.	Secondary	HT	TH

TRANSPORTATION

GOAL:

It is the goal of the Town to facilitate a diversified transportation system that effectively serves motorists, bicyclists, pedestrians, transit users and farm equipment operators. Future transportation development should accommodate active, alternative transportation and be designed to maximize safety for all modes of travel. Transportation infrastructure should incorporate changing technologies such as electric vehicles and autonomous vehicles.

MEASURABLES:

- ♦ Miles of trail, sidewalk, and bike lanes
- ♦ Number, type and location of accidents
- ♦ Annual Average Daily Traffic count (AADT)
- ♦ RTS ridership, routes and stops
- ♦ Walk and bike score of planning regions
- ♦ Quality of local roads
- ♦ Number of charging stations

TRANSPORTATION

Recommended Action Steps	Importance	Responsible Entity	
		Primary	Secondary
Explore options for rural/farm road safety including roadway design.	Priority	P&PW	AC HwS
Invest in construction of roads, sidewalks and bike lanes.	Priority	P&PW	TB HwS
Support public and pedestrian transportation through denser, mixed-use development patterns.	Priority	PB	DO
Review Site Design Criteria and Zoning Code and eliminate impediments to alternative transportation.	Priority	PB	DO TB P&PW
Revise Town Code to allow dense residential, commercial, and workplace uses nearby existing RTS stops.	Priority	OC	DO EDC
Prepare a Complete Streets best practices manual for use by the Planning Board during new development.	Priority	PB	DO
Create multi-modal transportation plans for MUO-2 and MUO-3.	Secondary	EDC	CIC P&PW
Explore opportunities and collaborations to improve public transportation.	Secondary	CLDC	EDC P&PW
Complete construction and connections of the Auburn Trail.	Ongoing	P&RC	P&PW TB
Include RTS early in process for major developments and planning.	Ongoing	DO	PB CIC
Utilize emerging technology and operations to improve transportation safety.	Ongoing	P&PW	HwS
Seek grant assistance to complete traffic studies and mitigation for dangerous roads and intersections.	Periodic	DO	P&PW HwS

INFRASTRUCTURE

GOAL:

Offer public water and sewer services in areas of the Town identified in Town plans, such as the Sewer and Water Master Plans and the Agricultural Enhancement Plan, for continued residential, commercial and industrial growth, and limit their expansion in the areas of the Town where increased growth is not encouraged. All residents of the Town will have access to high-speed internet and affordable, renewable energy options. The Town will plan for the replacement of aging infrastructure and public facilities and will create strategies for how best to manage stormwater. Solid waste diversion efforts will continue to grow and reduce the amount of waste sent to the Ontario County Landfill.

MEASURABLES:

- ◆ Feet of new sewer and water main
- ◆ Achievement of goals within Sewer/Water Master Plans
- ◆ Location and number of high-speed internet options (>100 mbs)
- ◆ Amount of municipal solid waste and trends
- ◆ Amount of recycled and upcycled materials
- ◆ Properties which have inspected or replaced on-site wastewater systems

INFRASTRUCTURE

Recommended Action Steps	Importance	Responsible Entity	
		Primary	Secondary
Continue implementation of Water and Sewer Master Plans.	Priority	P&PW	DO
Create a Stormwater Master Plan to prepare for future events and identify practices to improve stormwater management.	Priority	DAC	DO
Increase and continue efforts to divert waste from the landfill.	Priority	EC	P&PW
Monitor the impact of extending infrastructure on farmland, open space, and development within the Town.	Secondary	DO	AAC ECB
Work with Ontario County, internet service providers, and cell-phone service providers to identify methods to proliferate high speed options.	Secondary	DO	OCIDA
Explore renewable energy options such as Community Choice Aggregation.	Secondary	CLDC	TB
Evaluate the capacity and condition of existing buildings and facilities and plan for their future needs and replacement.	Ongoing	P&PW	FC
Evaluate the impact of existing local zoning regulations on infrastructure finances.	Periodic	P&PW	DO
Request comments from the Agricultural Advisory Committee and ECB before water and Sewer infrastructure extensions.	Periodic	P&PW	DO HWS
Regularly explore available funding opportunities to expand sewer into identified areas of need.	Periodic	P&PW	FC

TOWN OPERATIONS

GOAL:

The Town will maintain efficiency of services and operations on behalf of the residents of the Town of Canandaigua through sound financial management and multi-year financial and capital planning while always exploring opportunities for shared services with neighboring municipalities and other entities.

MEASURABLES:

- ◆ Satisfaction survey of Town residents
- ◆ Interest income
- ◆ Bond rating
- ◆ Tax rate
- ◆ Tax cap compliance
- ◆ Annual audit
- ◆ Annual fund balance compliance
- ◆ Reserve fund balances

TOWN OPERATIONS

Recommended Action Steps	Importance	Responsible Entity	
		Primary	Secondary
Review and revise Town Code to accomplish the goals herein.	Immediate Priority	OC	TB
Continue work on emergency preparedness including as relates to COVID-19.	Priority	TB	Departments
Establish the baseline of measurables stated in this plan and create a data management program to track their progress. Revisit annually or as needed.	Priority	DO	Committees Departments
Explore opportunities to improve communications with residents and stakeholder groups using the website, social media, email, and other available means.	Priority	TB	Departments
Prepare a new Comprehensive Plan in 5-10 years.	Priority	TB	CIC DO
Explore opportunities for shared services with other municipalities or entities such as the school districts or fire departments.	Secondary	TB	Committees Departments
Perform financial conditional analysis.	Ongoing	TB	Departments
Continue multi-year financial planning.	Ongoing	TB	Departments
Complete an independent annual audit of the Town's finances.	Ongoing	TB	FC
Maintain fund balance within acceptable limits in accordance with fund balance policy.	Ongoing	TB	FC
Ensure timely filing of the Town's Annual Update Document.	Ongoing	TB	

TOWN OPERATIONS

Recommended Action Steps	Importance	Responsible Entity	
		Primary	Secondary
Ensure operations of the Town are in compliance with established adopted Town policies and procedures.	Ongoing	TB	Departments
Plan for scheduled equipment replacement through 15-year capital plan to avoid large tax rate swings.	Ongoing	TB	Departments
Continue to explore investment opportunities	Ongoing	TB	FC
Provide year end narrative reports on services shared.	Ongoing	TB	Departments

Notes

1) "2014 COMPREHENSIVE UPDATE OF THE CANANDAIGUA LAKE WATERSHED MANAGEMENT PLAN." *The Canandaigua Lake Watershed Council*. <https://www.canandaigualakeassoc.org/resources/watershed-management-plan/>

2) Ibid, pg. 12-13

3) Ibid, pg. 34

4) "WATER QUALITY REPORT HEALTH OF CANANDAIGUA LAKE AND TRIBUTARY STREAMS" *Gilman, Dr. Bruce and Olvany, Kevin*. https://www.hws.edu/fli/pdf/canandaigua_water_quality.pdf; and, "FINAL CANANDAIGUA LAKE PEAK USE BOAT INVENTORY AND CARRYING CAPACITY ANALYSIS" *Canandaigua Lake Watershed Council*. https://dce89561-713d-4cb6-9bcb-44b759ca4272.filesusr.com/ugd/a5c0cd_0d4e65cd7cd04e2591fcdf1731b4be46.pdf

5) "2014 COMPREHENSIVE UPDATE OF THE CANANDAIGUA LAKE WATERSHED MANAGEMENT PLAN." *The Canandaigua Lake Watershed Council*, pg. 42; and, "FINAL CANANDAIGUA LAKE PEAK USE BOAT INVENTORY AND CARRYING CAPACITY ANALYSIS" *Canandaigua Lake Watershed Council*, pg. 9

6) "Emerald Ash Borer," NYS DEC, <https://www.dec.ny.gov/animals/7253.html>; "Hemlock Woolly Adelgid," NYS DEC, <https://www.dec.ny.gov/animals/7250.html>; "Oak Wilt," NYS DEC, <https://www.dec.ny.gov/lands/46919.html>; and, "Spotted Lanternfly," NYS DEC, <https://www.dec.ny.gov/animals/113303.html>

7) "Climate Change," NYSEDA, <https://www.nyserda.ny.gov/All%20Programs/Programs/Environmental%20Research/Climate%20Change%20Research#:~:text=Across%20New%20York%20State%2C%20average,coastline%2C%20sea%20levels%20are%20rising.>

7) "New York: FINGER LAKES 2019 Progress Report" Finger Lakes Regional Economic Development Council. Pg. 12-15 <https://regionalcouncils.ny.gov/sites/default/files/2019-11/FLREDCProgressReport.pdf>; and, "Upstate Revitalization Initiative Plan October 2015," NYS ESD, https://esd.ny.gov/sites/default/files/FLREDC_URI_FinalPlan.pdf

8) Gross Domestic Product refers to the value of goods

created within a specific boundary or region. "Real GDP" adjusts GDP to account for inflation.

9) The Information sector comprises establishments engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data.

The main components of this sector are the publishing industries, including software publishing, and both traditional publishing and publishing exclusively on the Internet; the motion picture and sound recording industries; the broadcasting industries, including traditional broadcasting and those broadcasting exclusively over the Internet; the telecommunications industries; Web search portals, data processing industries, and the information services industries.

The Information sector groups three types of establishments: (1) those engaged in producing and distributing information and cultural products; (2) those that provide the means to transmit or distribute these products as well as data or communications; and (3) those that process data.

10) GDP and employment information from the United States Bureau of Labor Statistics

11) "Quarterly Census of Employment and Wages," United States Bureau of Labor Statistics, https://data.bls.gov/cew/apps/table_maker/v4/table_maker.htm?type=6&year=2018&qtr=A&own=5&area=36069&supp=0

12) 2018 American Community Survey

13) Permit Data 2011-2018, Town of Canandaigua Development Office

14) Schwartz, Mary and Wilson, Ellen. "Who Can Afford To Live in a Home?: A look at data from the 2006 American Community Survey," United States Census Bureau. <https://www.census.gov/housing/census/publications/who-can-afford.pdf>

15) "Rental Burdens: Rethinking Affordability Measures," US HUD. https://www.huduser.gov/portal/pdredge/pdr_edge_featd_article_092214.html

Notes - Continued

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- 17) "Criminal Justice Statistics," NYS Division of Criminal Justice Services. <https://www.criminaljustice.ny.gov/crimnet/ojsa/stats.htm>
- 18) "Fire Operational and Analysis Report: City and Town of Canandaigua, New York," Center for Public Safety Management, LLC. http://www.townofcanandaigua.org/documents/files/Canandaigua_Final%20Report_Fire%20Analysis_07232018_.pdf
- 19) Thompson Health CEO Michael F. Stapleton, Public Forum with Canandaigua Chamber of Commerce, June 14, 2019; and, "About Us," UR Medicine Thompson Health. <https://www.thompsonhealth.com/About-Us>
- 20) "Town of Canandaigua Parks and Recreation Master Plan 2018-2028," Town of Canandaigua. http://townofcanandaigua.org/documents/large_files/2018-02-06_Parks_Master_Plan_Draft.pdf
- 21) "Our Mission," Inclusion in Motion. <https://dreambiginclusion.org/mission>
- 22) Richard Florida, "Kids Raised in Walkable Cities Earn More Money As Adults," *Bloomberg City Lab*, October 24, 2019. <https://www.bloomberg.com/news/articles/2019-10-24/kids-from-walkable-cities-gain-economic-mobility>; "Inventory of U.S. Greenhouse Gas Emissions and Sinks," US EPA. <https://www.epa.gov/ghgemissions/inventory-us-greenhouse-gas-emissions-and-sinks>; and, "Transportation Cost and Benefit Analysis II - Water Pollution," Victoria Transport Policy Institute. <https://www.vtpi.org/tca/tca0515.pdf>
- 23) "Local Area Transportation Characteristics for Households (LATCH Survey)," US DOT Bureau of Transportation Statistics. <https://www.bts.gov/statistical-products/surveys/local-area-transportation-characteristics-households-latch-survey>
- 24) "2017 Water Master Plan for the Town of Canandaigua," MRB Group. http://www.townofcanandaigua.org/documents/files/dca-2017-Water_Master_Plan_11_15_2017%20PUBLIC.pdf
- 25) "Sewer Master Plan for the Town of Canandaigua," MRB Group. http://www.townofcanandaigua.org/documents/large_files/Canandaigua_Sewer_Master_Plan_Adopted_12.19.16.pdf
- 26) "2019 Broadband Deployment Report," Federal Communications Commission. <https://docs.fcc.gov/public/attachments/FCC-19-44A1.pdf>
- 27) "Fixed Broadband Deployment," Federal Communications Commission. <https://go.usa.gov/xs54j>
- 28) "Canandaigua Economic Development Group Concept Mapping," INSIGHTOVATON Consulting. [http://www.townofcanandaigua.org/documents/files/Proposed%20Recomendations%20ED%20Committee%20\(1\).pdf](http://www.townofcanandaigua.org/documents/files/Proposed%20Recomendations%20ED%20Committee%20(1).pdf)
- 29) Total land area shown on zoning map chart does not equal the land area of land use chart because zoning districts include road rights of way that are excluded from land use data.
- 30) "Comprehensive Housing Market Analysis: Rochester, New York," U.S. Department of Housing and Urban Development Office of Policy Development and Research, January 1, 2017. <https://www.huduser.gov/portal/publications/pdf/RochesterNY-comp-17.pdf>

6) APPENDICES

Appendix A. Public Engagement Plan

Appendix B. Public Survey

Appendix C. Public Meeting Notes

Appendix D. Notes from Public Hearings

Appendix E. Areas of Drainage Concern

Appendix F. List of Acronyms