



July 12, 2024

Mr. Jared Simpson  
Town of Canandaigua  
5440 Route 5 & 20 West  
Canandaigua NY 14424

Re: Incentive Zoning Approval – Uptown Landing  
Parkside Drive  
Town of Canandaigua, Ontario County, State of New York

Dear Jared,

On behalf of our client, Uptown Landing LLC, we are pleased to submit plans of the above referenced project for your review and request that this application be placed on the agenda for the Town Board meeting of July 22, 2024 for Incentive Zoning Approval.

Uptown Landing is a 100± acre mixed residential project in the northern portion of the Town of Canandaigua. The four parcels of land comprising the development area are bordered by Firehall Road to the west, Parkside Drive and Blue Heron Park to the south, agricultural lands to the north and a residential development to the east. The mixed-residential vision is to create a mix of for-sale townhomes (90± units) and single-family housing (230± units), and for-rent apartments (220± units) with a mixed-use retail/residential building (90± units and ~5,000 sf of commercial/retail). The development will proceed in 3-4 phases with ultimate build-out achieved in approximately 2035.

The project location has been slated for development for a number of years. The Town has implemented the Uptown Form Based Code in this vicinity with the project located in the Mixed-Use Development Subarea. The site has significant infrastructure available to support the project with County of Ontario owned sewer mains and pump stations, Town of Farmington owned water mains, and Town owned roadways connected to County Road 28 and NYS Route 332 in close proximity.

Uptown Landing requires incentive zoning approval to develop the mix of housing envisioned by the developer. While all uses proposed are permitted within the zoning, there are several requested modifications to the bulk requirements such as narrower lot widths for the single-family and townhome lots, lesser transparency requirements for the apartment buildings, etc. The requested relief does not provide a substantial monetary benefit to the developer as the form-based code permits significantly more dense development than is currently proposed. Rather, the modifications allow the developer to offer single-family and townhomes at a lower price point than what is typical to the market and results in a development that thoughtfully transitions from the apartment and mixed-use buildings along Firehall Road and Parkside Drive to the larger residential lots to the north and east.

As detailed in the attached Incentives and Amenities Report, the developer is offering amenities valued at \$750,000 in exchange for receiving incentives valued at \$689,500. The amenities offered include extending sanitary service and constructing a restroom at Blue Heron Park, providing asphalt pavement on the existing stone dust trails in Blue Heron Park, and providing a fenced area containing park

*Going the distance for you.*

Incentive Zoning Approval – Uptown Landing  
Parkside Drive, Town of Canandaigua  
07/12/2024

recreational equipment on a synthetic surface within Blue Heron Park, and installing 2,500± linear feet of off-site sidewalk.

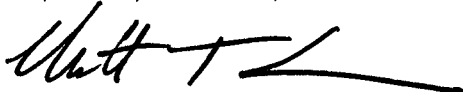
As Uptown Landing fills a significant need for housing in the community and conforms with the guiding principles of the Mixed-Use Development Subarea of the Uptown Form Based Code, and the value of the offered amenities significantly exceeds the value of the requested incentives, we respectfully request that the Town Board approve this Incentive Zoning request.

Enclosed is the following information to aid in your review:

- This Letter of Intent
- Full Environmental Assessment Form (FEAF)
- Expanded EAF Report
- Incentives and Amenities Report
- Uptown Canandaigua Form-Based Code Checklist
- Agricultural Data Statement
- June 2024 Traffic Impact Study
- Overall Concept Site Layout (11x17)
- Concept Elevations and Floor Plans (11x17)
- Check for the Incentive Zoning Application Fee in the amount of \$500

We look forward to presenting this project to the Town Board. In the meantime, if you have any questions, or require additional information, please do not hesitate to contact our office.

Respectfully submitted,

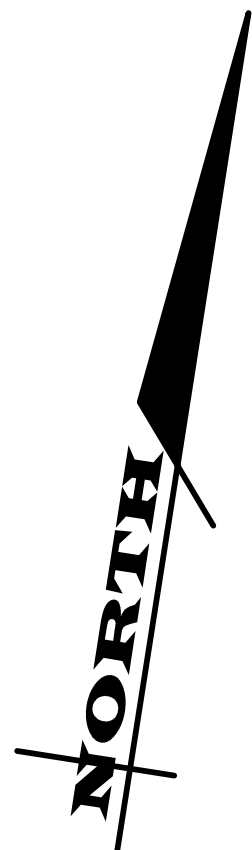
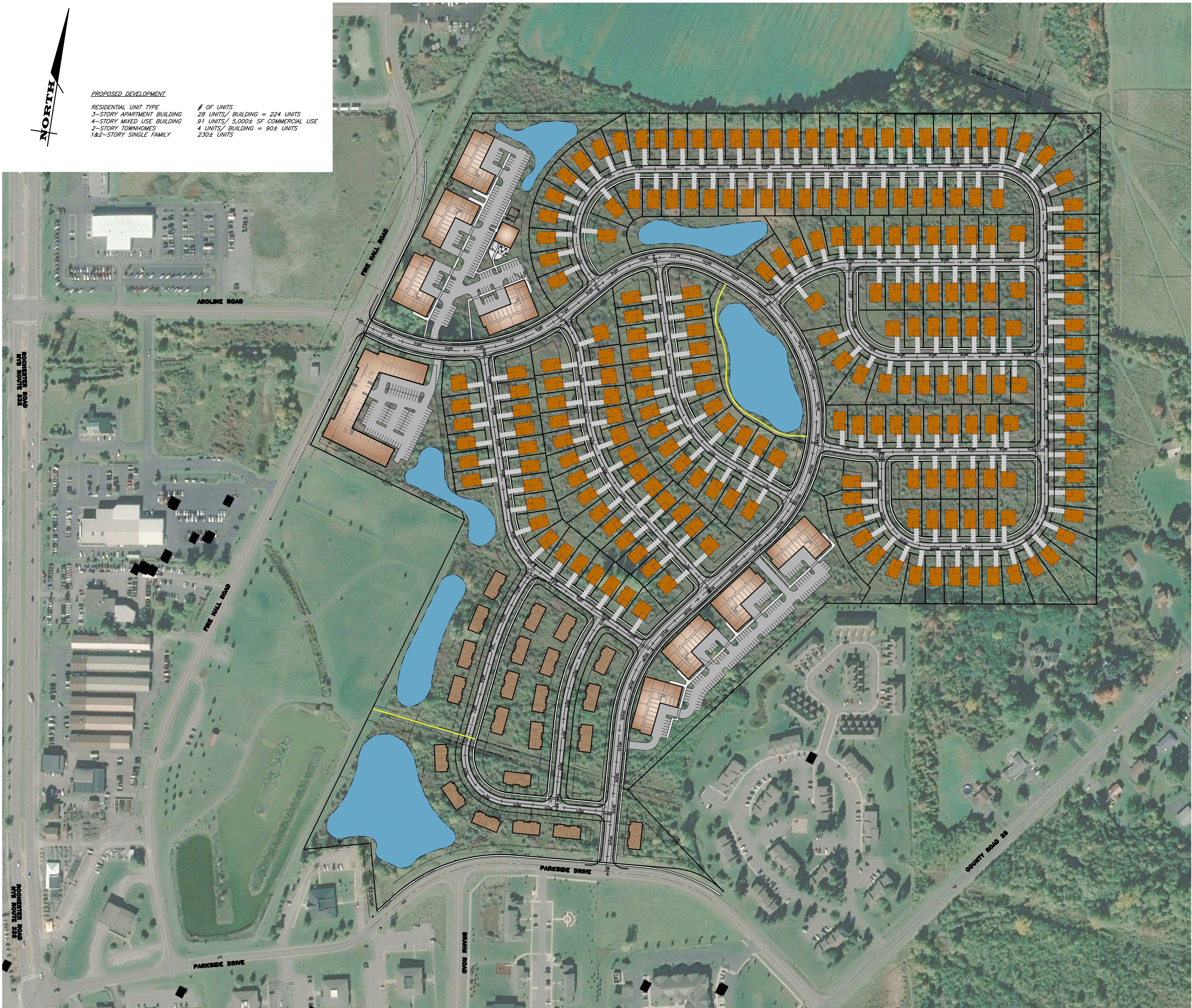


Matt Tomlinson, Partner  
MARATHON ENGINEERING

cc: Jeff Cook, Uptown Landing LLC



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**PROPOSED DEVELOPMENT**

RESIDENTIAL UNIT TYPE  
3-STORY APARTMENT BUILDING  
4-STORY MIXED USE BUILDING  
2-STORY TOWNHOMES  
1&2-STORY SINGLE FAMILY

# OF UNITS  
28 UNITS/ BUILDING = 224 UNITS  
91 UNITS/ 5,000± SF COMMERCIAL USE  
4 UNITS/ BUILDING = 90± UNITS  
230± UNITS

**INCENTIVE ZONING PLAN**  
for  
**UPTOWN LANDING**  
**RESIDENTIAL DEVELOPMENT**

TOWN OF CANANDAIGUA  
PARKSIDE AND FIREHALL  
ONTARIO COUNTY  
STATE OF NEW YORK

JOB NO: 1648-23  
SCALE: 1"=100'  
DRAWN: MT  
DESIGNED: MT  
DATE: 07/12/24

REVISIONS		
DATE	BY	REVISION

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DRAWING TITLE:  
**OVERALL SITE PLAN**

1 of 2  
SHEET No: **C1.0**  
JOB No: 1648-23  
DRAWING No:



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**PROPOSED DEVELOPMENT**

RESIDENTIAL UNIT TYPE	# OF UNITS
3-STORY APARTMENT BUILDING	28 UNITS/ BUILDING = 1092 UNITS
4-STORY MIXED USE BUILDING	273 UNITS/ 15,000± SF COMMERCIAL USE

**MARATHON ENGINEERING**  
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607-241-2917  
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**INCENTIVE ZONING PLAN**  
for  
**UPTOWN LANDING**  
**RESIDENTIAL DEVELOPMENT**

TOWN OF CANANDAIGUA  
PARKSIDE AND FIREHALL  
ONTARIO COUNTY  
STATE OF NEW YORK

JOB NO:	1648-23	
SCALE:	1"=100'	
DRAWN:	RJ	
DESIGNED:	MT	
DATE:	05/31/24	
REVISIONS		
DATE	BY	REVISION

**DRAWING TITLE:**  
**AS-OF-RIGHT**  
**OVERALL**  
**CONCEPT PLAN**

2 of 2	<b>C2.0</b>
SHEET No:	
JOB No:	
1648-23	DRAWING No:





SOUTH ELEVATION



EAST ELEVATION





NORTH ELEVATION



WEST ELEVATION





SOUTH ELEVATION



EAST ELEVATION





NORTH ELEVATION



WEST ELEVATION



## PROJECT REVIEW CHECKLIST

Use this checklist for the following actions on private property:

- New Development
- Expansion of a building over 50% of gross building square footage

**Property Owner**      Name: Jeff Cook, Uptown Landing, LLC  
Address: 90 Airpark Drive, Suite 400  
Phone: 585-233-4699      Email: jeffcook@cookproperties.com

**Applicant**  
(If not property owner)  
Name: SAME  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_      Email: \_\_\_\_\_

**Subject Property**      Address: 0 Parkside Drive  
Tax Map #: 70.00-1-65.10, 70.00-1-18.117, 70.00-1-18.115, 70.00-1-18.114  
Applicable Subarea:    ☐ State Route 332 Corridor      ☒ Mixed-Use Development

**Contractor Information**  
(if applicable)  
Name: N/A  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_      Email: \_\_\_\_\_

Is the Subject Property within 500 feet of a State or County Road or Town Boundary? (If yes, the Town may refer the application to the Ontario Planning Board.) ☒ Yes      ☐ No

Is the Subject Property within 500 feet of an Agricultural District? (If yes, an Agricultural District Statement must be completed and submitted.) ☒ Yes      ☐ No

**Scope of Work**      Including total square footage of the project, if applicable:  
630+/- unit mixed-residential development with for-sale townhomes, single-family housing, for-rent apartments, and a mixed-use retail/residential building.  
\_\_\_\_\_  
\_\_\_\_\_



## PROJECT REVIEW CHECKLIST

Use this checklist for the following actions on private property:

- New Development
- Expansion of a building over 50% of gross building square footage

	Compliant	Incomplete Information	Does Not Comply	Not Applicable	Notes
<b>SECTION IV: RULES FOR ALL SUB-AREAS</b>					
<b>B. BUILDING STANDARDS</b>					
Awnings	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Balconies	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>C. SITE STANDARDS</b>					
<b>1. Off-Street Parking</b>					
A. Location of Parking	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B. Massing and Orientation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
C. Access	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
D. Design and Construction	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
E. Parking Space Specifications	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
F. Loading Areas	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
G. Internal Pedestrian Routes	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
H. Cross-Access and Connectivity	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
I. Shared Parking	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
J. Landscaping	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
K. Lighting	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>2. Bicycle Parking</b>					
A. Required Parking Bicycle by Use	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B. Design Requirements	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>3. Landscaping</b>					
B.i. Screening and Buffers - Location	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B.ii. Design	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B.iii. Installation and Maintenance	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
B.iv. Recommended Plant Materials and Sizes	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
C.ii. Parking Lot - Perimeter Planting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
C.iii. Interior Planting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	



## PROJECT REVIEW CHECKLIST

Use this checklist for the following actions on private property:

- New Development
- Expansion of a building over 50% of gross building square footage

	Compliant	Incomplete Information	Does Not Comply	Not Applicable	Notes
<b>SECTION IV: RULES FOR ALL SUB-AREAS</b>					
<b>C. SITE STANDARDS</b>					
<b>4. Lighting</b>					
B. General Requirements	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
C. Prohibited Sources	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
D. Luminaries and Shielding	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
E. Building-Mounted Lighting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
F. Parking and Pedestrian Areas	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
G. Nonconforming Lighting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>5. Screening</b>					
B. Service Areas	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
C. Roof-Mounted Equipment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
D. Wall-Mounted Equipment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
E. Ground-Mounted Equipment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>6. Outdoor Amenity Space</b>					
B. Standards and Space Requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<b>7. Sidewalk Dining</b>					
A. Standards	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>8. Drive-Through Facilities</b>					
A. Standards	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	



## PROJECT REVIEW CHECKLIST

Use this checklist for the following actions on private property:

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	Compliant / Yes	Incomplete Information	Does Not Comply / No	Not Applicable	Notes
<b>D. SIGN STANDARDS</b>					
<b>Sign 1</b>					
Is the sign(s) prohibited (see Section IV.D.6.)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the sign(s) require a permit (see Section IV.D.2.)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
If 'yes' to above, does the sign meet all applicable regulations?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the sign(s) temporary? If so, does the sign meet all requirements (see Section IV.D.5.)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sign Placement (applicable to all signs)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sign Illumination (applicable to all signs)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sign Materials (applicable to all signs)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Sign 2</b>					
Is the sign(s) prohibited (see Section IV.D.6.)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the sign(s) require a permit (see Section IV.D.2.)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
If 'yes' to above, does the sign meet all applicable regulations?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the sign(s) temporary? If so, does the sign meet all requirements (see Section IV.D.5.)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sign Placement (applicable to all signs)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sign Illumination (applicable to all signs)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sign Materials (applicable to all signs)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Sign 3</b>					
Is the sign(s) prohibited (see Section IV.D.6.)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the sign(s) require a permit (see Section IV.D.2.)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
If 'yes' to above, does the sign meet all applicable regulations?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the sign(s) temporary? If so, does the sign meet all requirements (see Section IV.D.5.)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sign Placement (applicable to all signs)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sign Illumination (applicable to all signs)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sign Materials (applicable to all signs)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	



## PROJECT REVIEW CHECKLIST

Use this checklist for the following actions on private property:

- New Development
- Expansion of a building over 50% of gross building square footage

	Yes	Incomplete Information	No	Not Applicable	Notes
<b>SECTIONS V + VI</b>					
Is the proposed action a prohibited use?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
If the proposed site has frontage on State Route 332 and Fire Hall Road, does it meet the requirements for Primary Streets on both?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	

	Proposed	Compliant	Incomplete Information	Does Not Comply	Not Applicable	Notes
<b>SITE REQUIREMENTS</b>						
<b>LOT DIMENSIONS</b>	See attached Zoning Summary including relief requested for Incentive Zoning Application					
Lot Depth		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Lot Width		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Building Coverage		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Lot Coverage		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>BUILDING PLACEMENT</b>						
<b>BUILDING SETBACKS</b>						
Primary Street		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Side Street		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Rear		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>BUILD-TO-ZONE</b>						
Primary Street		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Side Street		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>BUILDING STANDARDS</b>						
Height		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Height Encroachments		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Transparency (Ground Story)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Transparency (Upper Story(ies))		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Materials		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Pedestrian Access		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Building Elements		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Signage		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	



# INCENTIVES & AMENITIES REPORT

FOR

## Uptown Landing



Parkside Drive, Town of Canandaigua

Ontario County, State of New York

July 12, 2024

Prepared By:



Prepared For:

Uptown Landing LLC  
90 Airpark Drive, Suite 400  
Rochester NY 14624





## TABLE OF CONTENTS

1.0	INTRODUCTION	1
2.0	PROJECT CODE ANALYSIS & IDENTIFIED INCENTIVES	3
3.0	PROPOSED AMENITIES	6

### FIGURES

FIGURE 1	PARK RECREATIONAL EQUIPMENT	9
FIGURE 2	UPTOWN LANDING RESIDENTIAL COMMUNITY	10
FIGURE 3	NEW PUBLIC RESTROOM IN PARK	11

### APPENDIX

TYPICAL BUILDING ELEVATIONS	A1
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## 1.0 Introduction

Uptown Landing is a 100± acre mixed residential project in the northern portion of the Town of Canandaigua. The four parcels of land comprising the development area are bordered by Firehall Road to the west, Parkside Drive and Blue Heron Park to the south, agricultural lands to the north and a residential development to the east. The mixed-residential vision is to create a mix of for-sale townhomes (90± units) and single-family housing (230± units), and for-rent apartments (220± units) with a mixed-use retail/residential building (90± units and ~5,000 sf of commercial/retail). The development will proceed in 3-4 phases with ultimate build-out anticipated in approximately 2035.

The project location has been slated for development for several years. The Town has implemented the Uptown Form Based Code in this vicinity with the project located in the Mixed-Use Development Subarea. The project has significant infrastructure available to support the project with County of Ontario owned sewer mains and pump stations, Town of Farmington owned water mains, and Town owned roadways connected to County Road 28 and NYS Route 332 in close proximity.

The proposed project will require incentive zoning approval to develop the mix of housing envisioned by the developer. While all uses proposed are permitted within the zoning, there are several modifications to the bulk requirements such as narrower lot widths for the single-family and townhome lots, lesser transparency requirements for the apartment buildings, etc. The relief requested does not provide a substantial monetary benefit to the developer as the form-based code permits significantly more dense development than is currently proposed. Instead, the modifications allow the developer to offer single-family and townhomes at a lower price point than what is typical to the market and provides a transitional design to fit within the surrounding neighborhood development patterns.

The proposed project fills a significant need for housing in the community and meets the guiding principles of the Mixed-Use Development Subarea (page 74 of the Final Uptown Form Based Code):





- *Expansion of lower density mixed-uses*

The proposed development includes 5-7 dwelling units per acre (total project) with a wide range of for-rent and ownership opportunities at a variety of price points.

- *Establish a combination of low density, multi-family homes in close proximity to commercial uses*

The west side of the project includes the commercial/retail mixed-use component and is immediately across the street from the State Route 332 Subarea on Firehall Road where a larger commercial presence is anticipated. The proposed residential housing is a mix of for-rent and for-sale with a multitude of options for community residents looking for new homes.

- *Expansion of mixed-residential uses in the Town*

The mix of apartments, single-family homes and townhomes fully complies with this guiding principle.

- *Encourage multi-modal mobility options*

The central boulevard is intended to be a complete street with additional pedestrian improvements and park connections included in the design. Offsite sidewalks for enhancing pedestrian connectivity to NYS Route 332 and existing commercial development are also incorporated in the incentives, discussed later in this report.

- *Ensure new development and site design does not negatively impact adjacent residential uses*

The proposed project thoughtfully transitions to the lower impact single-family homes adjacent to large-lot residential uses on the north and east with the apartments and mixed-use adjacent to the multifamily zoning and State Route 332 Subarea zoning to the south and west.

The following report provides additional details on specific requested incentives and amenities offered. In total the incentives requested that benefit the developer have a value of \$689,500 and the amenities offered have a value of \$712,500.





## 2.0 Project Code Analysis & Identified Incentives

The following summarizes the bulk code requirements applied to the project within the Town of Canandaigua Form Based Code Mixed-Use Development Subarea Zoning and Town of Canandaigua Site Design and Development Criteria. Items that the project is requesting relief from (Incentives) are denoted with a \* within each chart. A summary of all requested relief and amenities offered can be found in 3.0 below.

Lot Dimensions – Single Family Lots		
Category	Required	Provided
Lot Depth	100' min/400' max	100' min
Lot Width	100' min/400' max	60' min*
Building Coverage	70% max	50% max
Lot Coverage	80% max	80% max

*Lot sizes have no incentive to the developer as the project is significantly less dense than the code permits. Rather it is of value to the future homeowners and the town as it allows the housing to be offered at a lower price point than would otherwise be required.*

Lot Dimensions – Town House Lots		
Category	Required	Provided
Lot Depth	100' min/400' max	100' min/400' max
Lot Width	100' min/400' max	20' min/400' max*
Building Coverage	70% max	70% max
Lot Coverage	80% max	80% max

*Lot sizes have no incentive to the developer as the project is significantly less dense than the code permits. Rather it is of value to the future homeowners and the town as it allows the housing to be offered at a lower price point than would otherwise be required.*

Lot Dimensions – Apartments		
Category	Required	Provided
Lot Depth	100' min/400' max	100' min/400' max
Lot Width	100' min/400' max	100' min/400' max
Building Coverage	70% max	50% max
Lot Coverage	80% max	80% max

*No relief from the code is sought for these lots.*





Lot Dimensions – Mixed Use		
Category	Required	Provided
Lot Depth	100' min/400' max	100' min/400' max
Lot Width	100' min/400' max	100' min/400' max
Building Coverage	70% max	50% max
Lot Coverage	80% max	80% max

*No relief from the code is sought for these lots*

Building Setbacks – Single Family Lots		
Category	Required	Provided
Primary Street	5' min/20' max	25' min*/no max
Side Street	5' min/20' max	20' min*/no max
Side Interior	5' min/20' max	5' min*/no max
Rear	5' min/20' max	20' min*/no max
Façade within Build-to-Zone	75% min	30% min*/no max
Building Height	15' min/60' max	15' min/no max

*Building setbacks have no incentive to the developer as the project is significantly less dense than the code permits. Rather it is of value to the future homeowners and the town as it allows the housing to be offered at a lower price point than would otherwise be required and creates neighborhoods consistent with the product offered.*

Building Setbacks – Town House Lots		
Category	Required	Provided
Primary Street	5' min/20' max	20' min/40' max*
Side Street	5' min/20' max	No requirement*
Side Interior	5' min/20' max	0'*
Rear	5' min/20' max	10' min/no max*
Façade within Build-to-Zone	75% min	75% min
Building Height	15' min/60' max	15' min/60' max

*Building setbacks have no incentive to the developer as the project is significantly less dense than the code permits. Rather it is of value to the future homeowners and the town as it allows the housing to be offered at a lower price point than would otherwise be required and creates neighborhoods consistent with the product offered.*





Building Setbacks – Apartments		
Category	Required	Provided
Primary Street	5' min/20' max	5' min/40' max*
Side Street	5' min/20' max	5' min/no max*
Side Interior	5' min/20' max	5' min/no max*
Rear	5' min/20' max	20' min/no max*
Façade within Build-to-Zone	75% min	75% min
Building Height	15' min/60' max	15' min/60' max

*Relief requested permits additional greenspace separations for ground floor units and vehicular movements for garage parking spaces. This is an incentive to the developer and an amenity will be offered.*

Building Setbacks – Mixed Use		
Category	Required	Provided
Primary Street	5' min/20' max	5' min/20' max
Side Street	5' min/20' max	5' min/20' max
Side Interior	5' min/20' max	5' min./20' max
Rear	5' min/20' max	20' min/no max*
Façade within Build-to-Zone	75% min	75% min
Building Height	15' min/60' max	15' min/60' max

*Relief requested permits additional greenspace separations for ground floor units and vehicular movements for garage parking spaces. This is an incentive to the developer and an amenity will be provided.*

Notes: All permitted height encroachments (Pg 77 of the Final Uptown FBC 10.05.21) will remain in effect.  
Accessory structures are permitted in side or rear yards with 12' min. height and min. setback of 5'.

Façade Requirements				
	Min. Transparency Ground Story		Min. Transparency Upper Story	
	Required	Provided	Required	Provided
Single-Family	50%	10%*	40%	20%*
Town Houses	50%	5%*	40%	15%*
Apartments	50%	30%*	40%	25%*
Mixed-Use	75%	60%*	60%	25%*

*Reduced transparency is an incentive, and an amenity will be offered. Please note that standard wood frame construction does not permit transparency levels to the amount dictated by code which hinders development or requires all projects to obtain variances.*





Note: All allowed materials (Page 78 of the Final Uptown FBC 10.05.21) remain permitted. Vinyl siding is proposed to account for up to 80% of the primary façade for single-family and townhomes and up to 60% for the apartments where only 40% is permitted. No more than 40% of the façade will be permitted to be single orientation (e.g. shake, horizontal or vertical) – The vinyl allowance for the single-family and townhomes is not an incentive to the developer, rather it is of value to the future homeowners and the Town as it allows the housing to be offered at a lower price point than would otherwise be required. The vinyl allowance for the apartment buildings does have a benefit to the developer, is requested as an incentive, and an amenity offered.

### Miscellaneous Code and Design Standard Requirements:

Bike parking ratios required by code will be provided for the apartment and mixed-use buildings, not applicable to single-family and townhome portions of the site – no relief sought.

Driveways - Relief is sought to allow a 0' side setback for townhomes where 10' is required, and to allow a 5' side setback for single-family where 10' is required. Driveway setbacks are directly correlated to the building setback items discussed above and are included in the value of the amenities offered.

Sidewalks within the development on all streets (other than the boulevard complete street) are proposed on one side, 5' in width.

## 3.0 Proposed Amenities

The incentives identified above for Uptown Landing are somewhat difficult to assign values to. Primarily, the bulk requirement modifications do not benefit the developer as they do not increase available densities and are integral to providing a thoughtful overall design that provides several housing opportunities to the community. The incentives requested have a total estimated value to the developer of \$689,500 with the following breakdown:

Incentives Requested	Value
Reduction of transparency (apartments & mixed-use only)	~ \$239,500
Façade materials – larger percentage of vinyl proposed	~ \$450,000
Lot Sizes	\$0
Lot Setbacks	\$0





Proposed incentives are based on feedback from multiple parties within the Town of Canandaigua including Town Board members, Planning Board members, the Parks and Recreation committee, Town of Farmington Sewer and Water, and Ontario County DPW. Several items initially discussed as amenities such as: over detention for stormwater, frontage sidewalks within the project limits, trail connections to Blue Heron Park and cash payments to the Town Parks and Recreation fund were removed from the amenity list as they would be requirements of typical site plan approvals.

Amenities offered by the developer are selected from the full list of potential amenities from the various groups. Weight was given to common requests from the various groups as the highest and best value for the Town. An additional request by the Town of Farmington for water main extension along Parkside Drive is not being provided. The overall project will eliminate the dead-end condition of the main at Parkside Drive and Brahm Road by connecting through the project out to Firehall Road.

The first amenity offered is park recreational equipment placed on a poured synthetic surface. A representative design and material proposed with a value of \$65,000 is provided in Figure 1. Figure 1 represents what we envision at the park, but final equipment selection will be made by the Parks and Recreation Department.

The proposed project has limited commercial and retail components, therefore one of the amenities offered for the project and other neighboring properties is to provide off-site sidewalks on Firehall Road along the Blue Heron Park frontage and along Parkside Drive to the signalized intersection at Parkside and NYS Route 332. This route provides the most direct access to area businesses and the park. This amenity routing totals ~2500 LF of 5' wide sidewalk (shown in Figure 2) with a value of \$215,000.

There are currently no public restrooms within Blue Heron Park. The developer proposes to add the park to the sewer district, extend sanitary service to the restroom location, and install a public restroom building similar to the building shown in Figure 3 for the benefit of all park users. This amenity has a value of \$335,000. This is the value for an ADA Compliant men's (1x urinal and 1x stall) and women's (2x stalls) restroom and drinking fountain. The design and architecture of the restroom building will be based on the design of Hanlon Architects and Figure 3 is only shown to represent function, not design style or architecture.





The final amenity offered is to provide asphalt pavement on the stone dust trails within Blue Heron Park. This amenity will decrease required maintenance, increase accessibility through the park and allow for placement in the future of additional improvements along the trail such as benches, exercise routes etc., by the Parks and Recreation Department. Trail routing is shown in Figure 2 and the improvements have an estimated value of \$97,500.

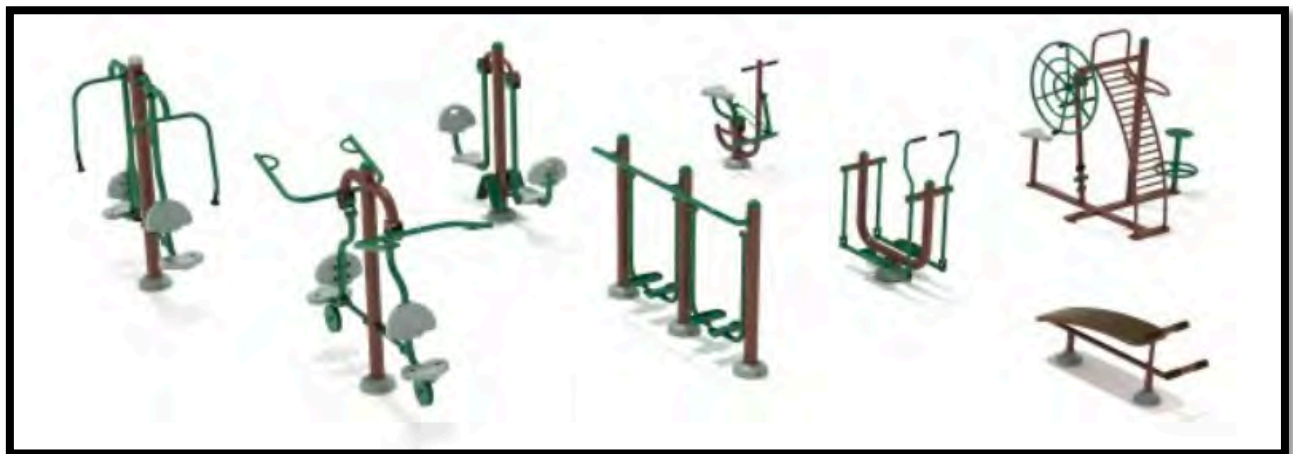
Below is a summary of the Developers Offered Amenities:

Amenities Offered	Value
Park Recreational Equipment	\$65,000
Off-Site Sidewalks (~2,500 LF)	\$215,000
New Public Restroom in Park	\$335,000
Asphalt Pavement on Stone Dust Trails	\$97,500



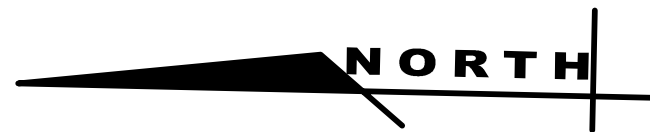
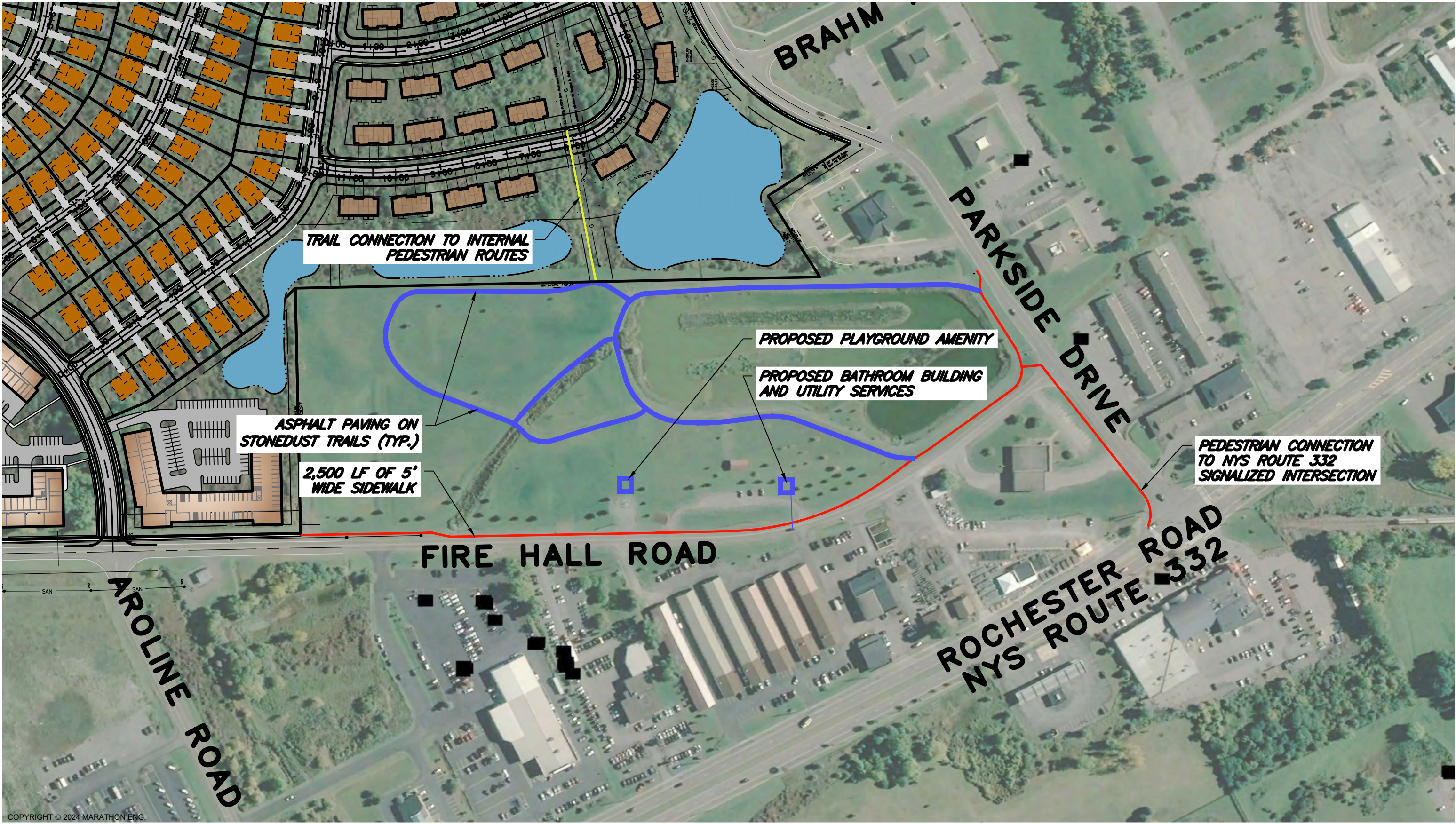


**FIGURE 1 – Park Recreational Equipment**





File: 1648-23 Overall Concept.dwg, Plot Date: 7/11/2024, By: MTOMLINSON



TITLE:

## FIGURE 2

### UPTOWN LANDING RESIDENTIAL COMMUNITY





**FIGURE 3 – New Public Restroom in Park**







# APPENDIX

## TYPICAL BUILDING ELEVATIONS



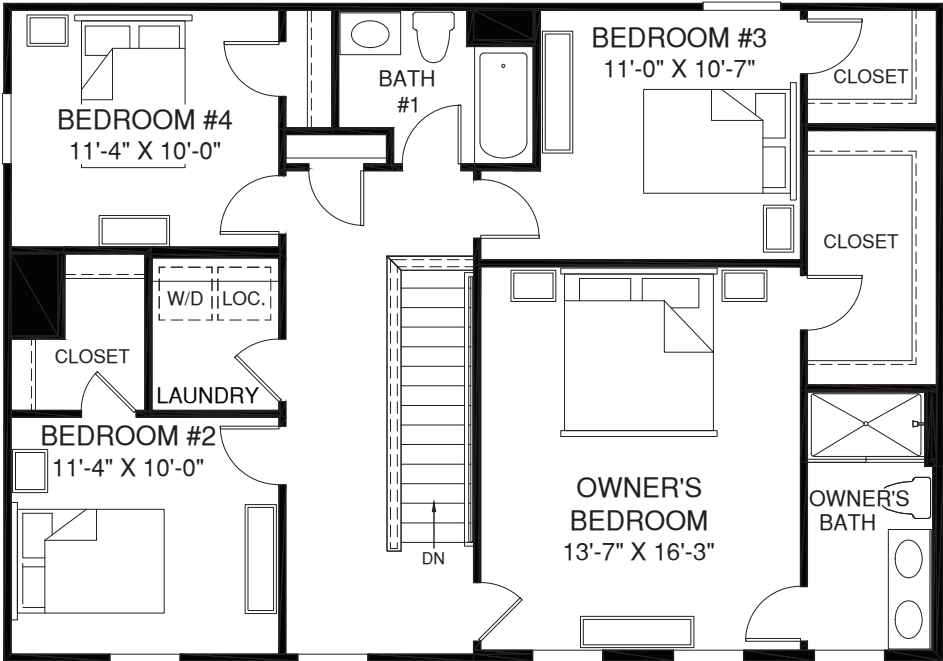
ELEVATION K



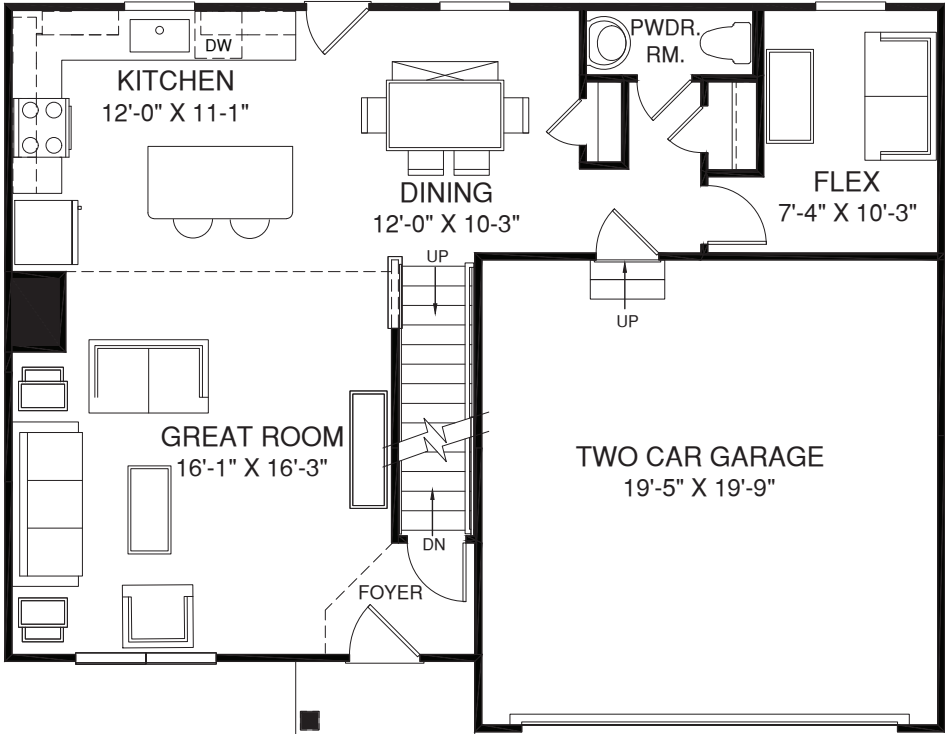
ELEVATION L



ELEVATION F



UPPER LEVEL



MAIN LEVEL

An unfinished basement is included. Please see brochure or online marketing material for details.

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Elevations shown are artist's concepts. Floor plans may vary per elevation. Ryan Homes reserves the right to make changes without notice or prior obligation.



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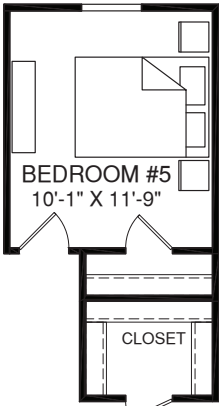
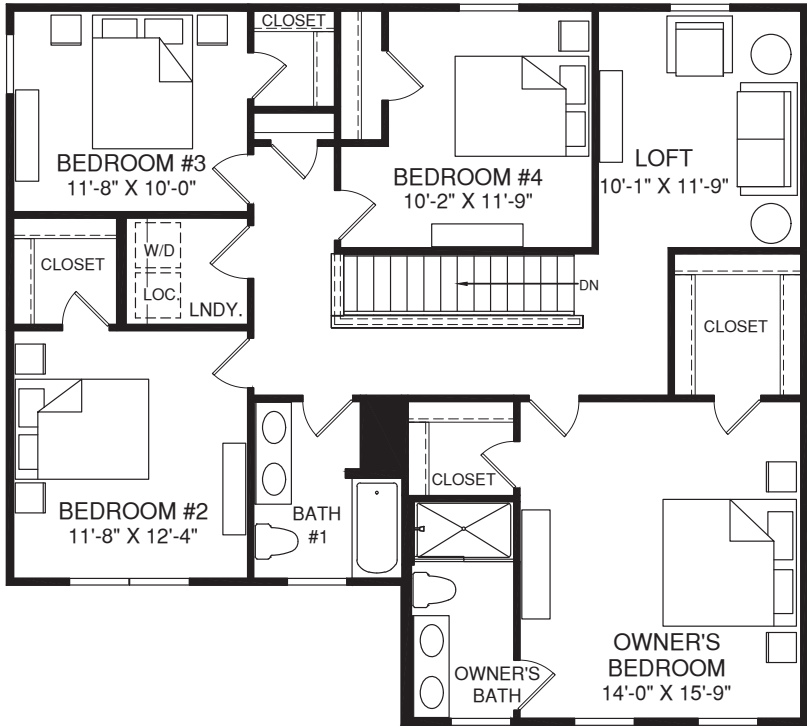
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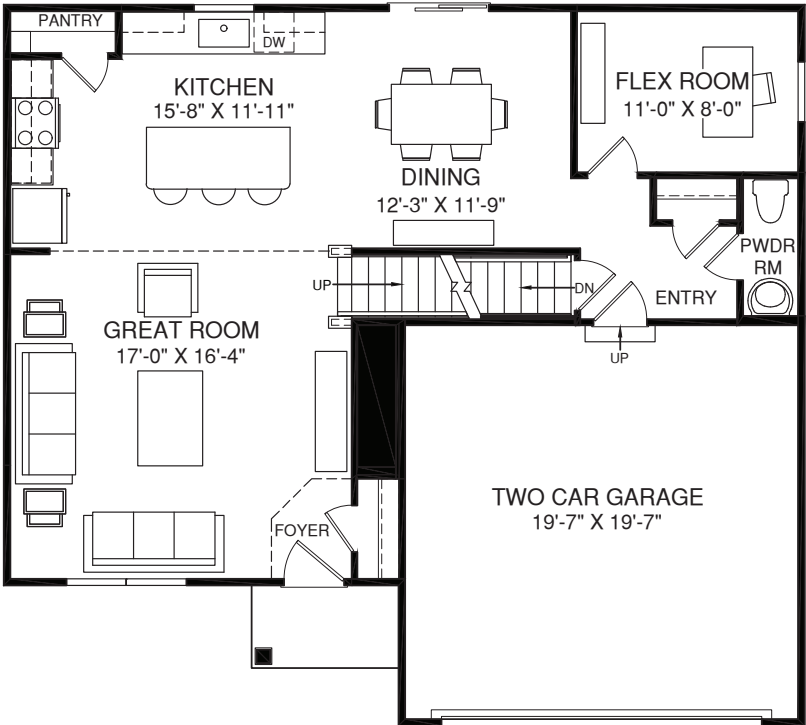
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ELEVATION F



UPPER LEVEL



MAIN LEVEL

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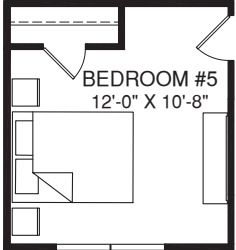
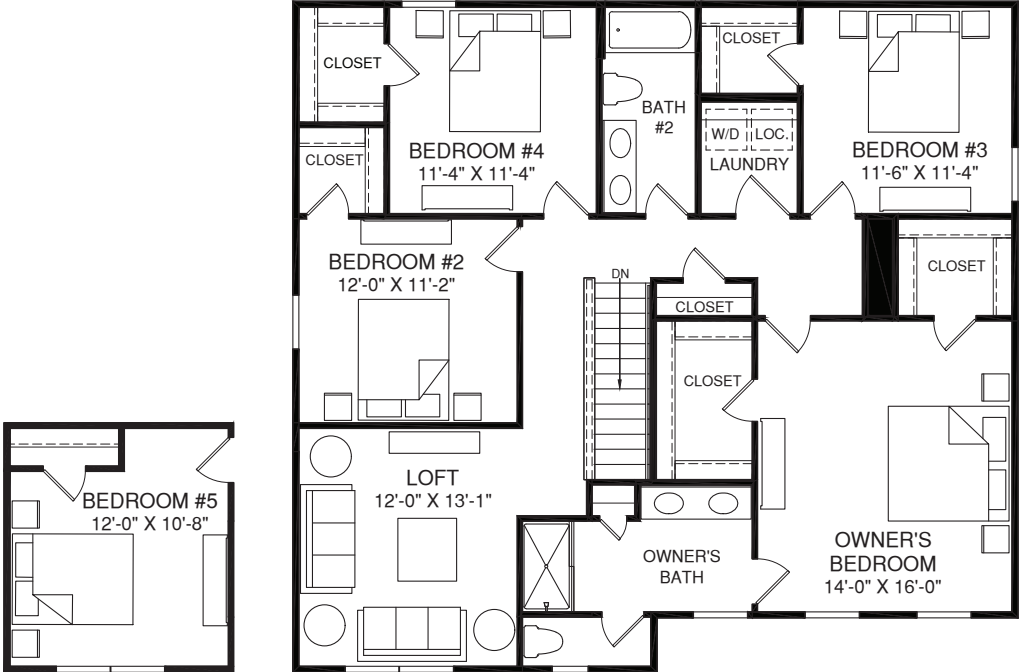
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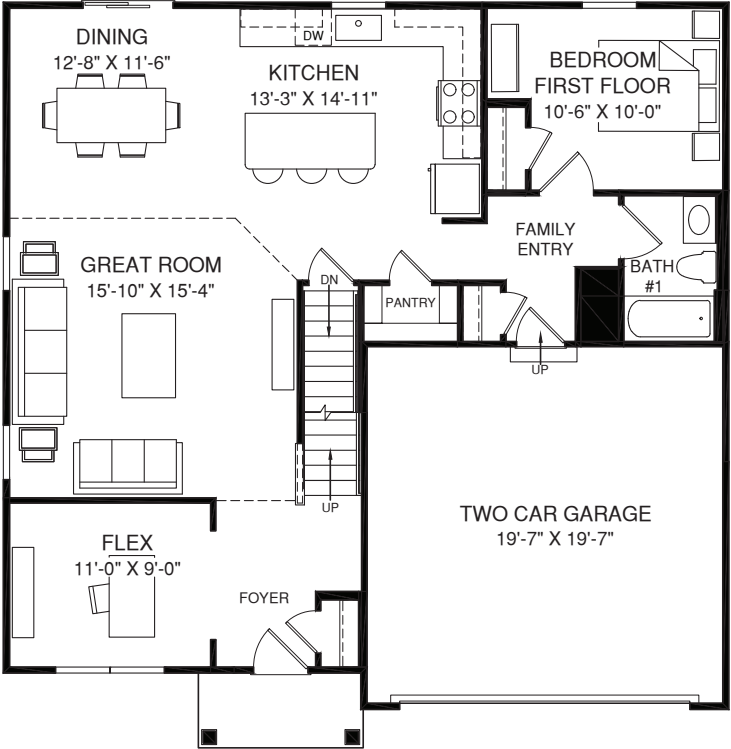
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ELEVATION F



UPPER LEVEL



MAIN LEVEL

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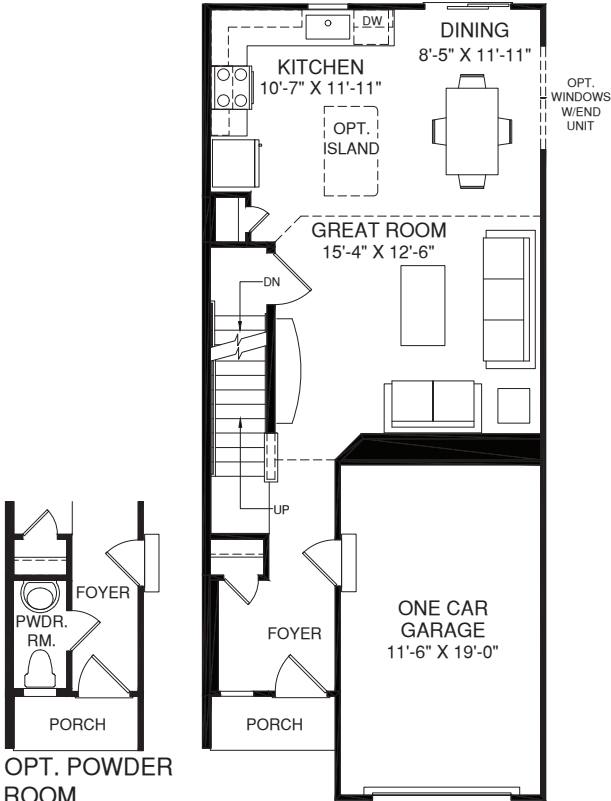
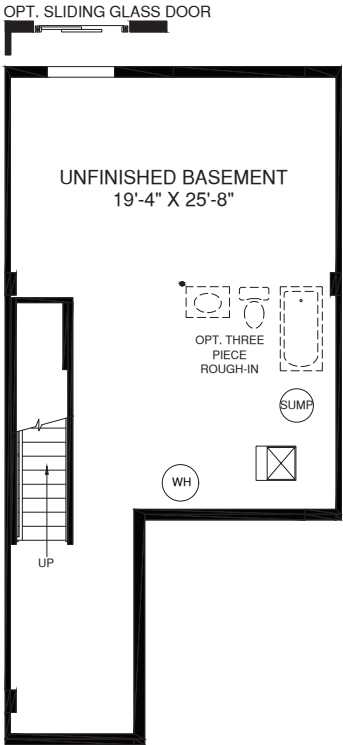
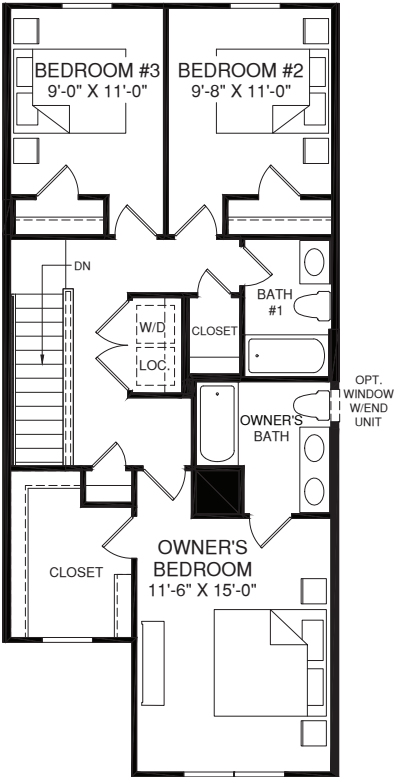
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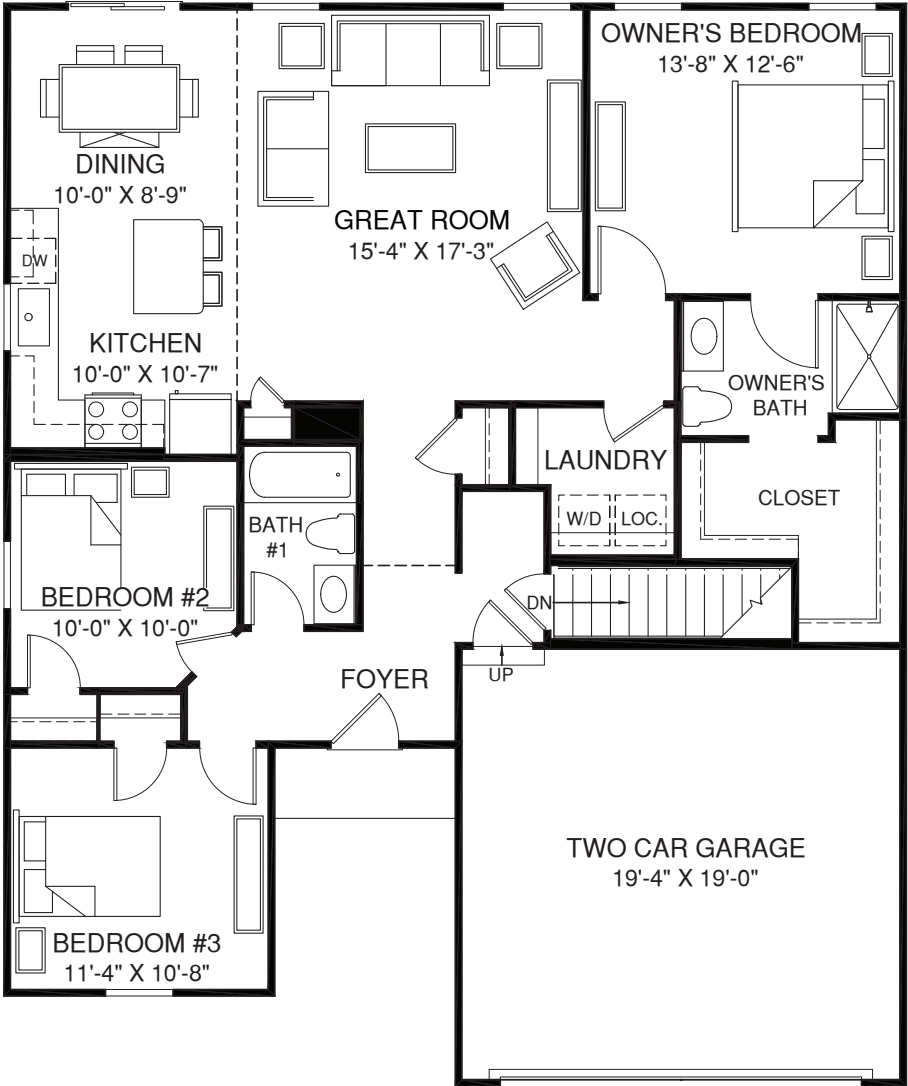




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ELEVATION L



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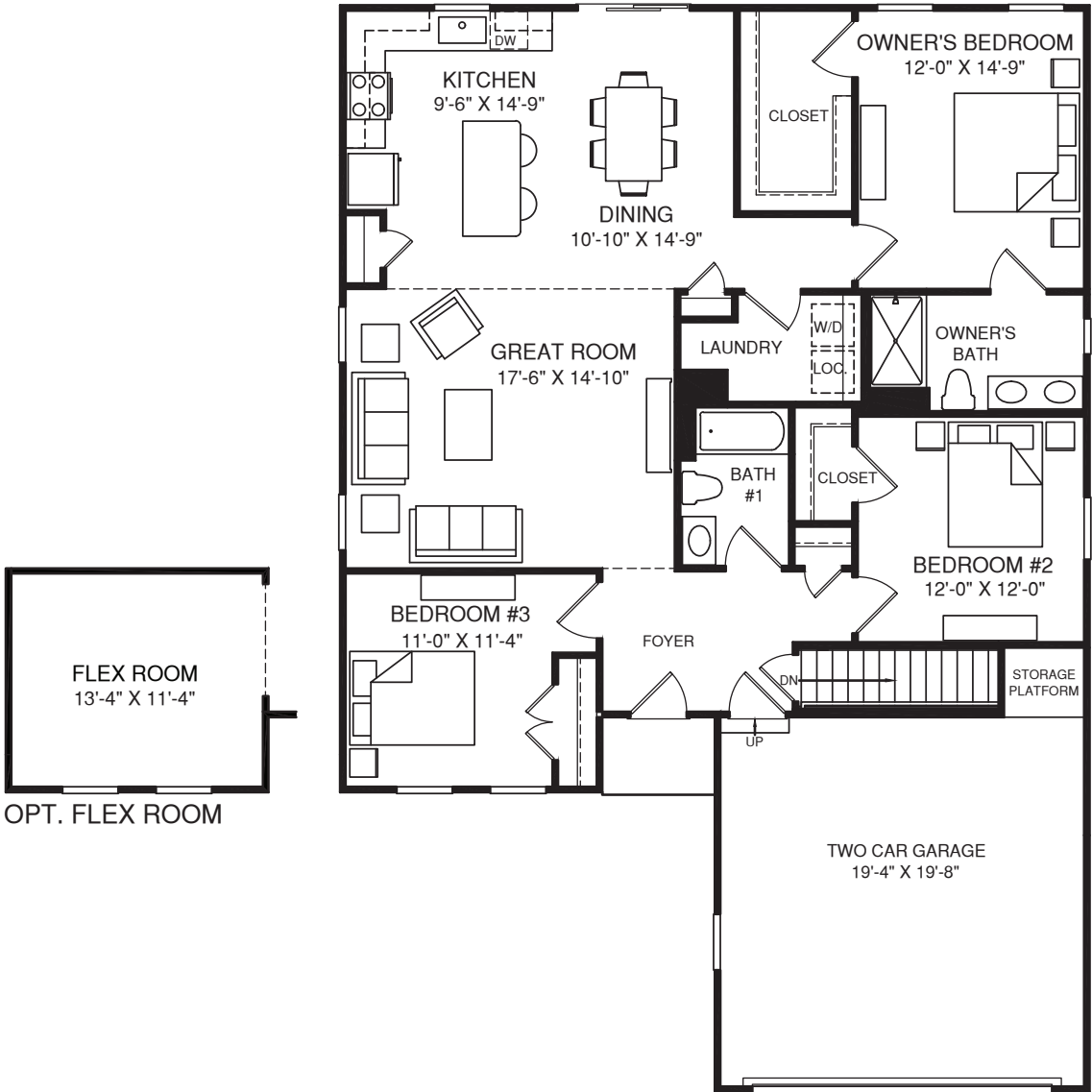




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