

Town of Canandaigua

5440 Routes 5 & 20 West • Canandaigua, NY 14424 • (585) 394-1120

Established 1789

Planner's Analysis (updated 11/4/2022)

PROPERTY OWNER: Uptowne Pointe, LLC

PROPERTY ADDRESS: 2435 Brickyard Road

TAX MAP NUMBER: 70.00-1-67.111

ZONING DISTRICT: I- Industrial

Reference Documentation

Petition to Amend the Official Zoning Map- Mixed Use Overlay District, dated 8/12/2022, received 08/12/2022.

Letter from Rocco Venezia, Venezia Group, to Town of Canandaigua Development Office, dated 8/08/2022, received 08/12/2022.

Conceptual Plan titled, "Uptowne Pointe Phase 1," prepared by Rocco A. Venezia, Land Surveyor, dated 8/12/2022, received 8/12/2022.

Resolution No. 2022-240: Authorization to Proceed with Mixed Use Zoning, Referral to Planning Board for Advisory Report.

Town of Canandaigua Uptown Canandaigua Mixed-Use and Transportation Corridor Feasibility Study, March 2019.

Town of Canandaigua 2021 Comprehensive Plan Update.

Letter from Rocco Venezia, Venezia Group, to Town of Canandaigua Development Office, dated 10/26/2022, received 10/26/2022. (new material)

Conceptual Plan titled, "Uptowne Pointe Phase 1," prepared by Rocco A. Venezia, Land Surveyor, dated 2/23/2022, received 10/26/2022. (new material)

Project Description

Applicant is proposing to rezone 2435 Brickyard Road (TM # 70.00-1-67.111) from Industrial to Mixed Use Overlay. Applicant is proposing to buildout a two phased residential project; Phase 1 at five (5) lots and Phase 2 at nineteen (19) lots.

Determination:

The plan, as presented, is a very basic sketch/conceptual plan. The plan, in its current form, does not warrant a full-scale site plan analysis but merely a determination as to how it meets the general intent of the MUO.

Ultimately, the following design standards will be applicable later, but should also be considered now;

1. A site plan that will continue to attract appropriate development in order to expand upon the economic and fiscal base of the Town in a manner that maintains the unique character of the respective growth node and contributes to maintaining a high quality of life within the community;
2. A site plan that encourages architectural and site design that is compatible with the site's surroundings;

3. A site plan that encourages buildings that provide an appropriate transition between adjacent sites within the growth nodes;
4. A site plan that encourages buildings that are protective of open space resources important to the Town;
5. A site plan that establishes a clear and consistent character for new structures with existing structures and sites;
6. A site plan that reduces delays and avoids confusion that developers, landowners, or business operators may encounter during the construction phase of the proposed project; and
7. A site plan that the Planning Board finds will minimize land use conflicts between adjacent sites and within the growth node area to the greatest extent practicable.

Considerations for the Planning Board:

Is it the intent of the applicant to request a rezoning of the entire parcel?

Phase 1 and Phase 2 are for a portion of a larger, 42-acre lot. Pieces of the parcel were recently subdivided into 4, three-acre, Industrial lots. The Planning Board has an active application for a mini-storage facility on one of the parcels.

How does this meet the intent of the Uptown Canandaigua study (2019)?

This proposal involves replacing industrially zoned land with residential which is not recommended. According to the Uptown Plan from 2019, the Town has just under 100 acres of industrial land use within the Uptown Corridor. Although only approx. 7 percent of land in the Town is zoned industrial, nearly all of Canandaigua's industrial facilities are located within Uptown. It is noted in the Uptown Plan and needs to be called out in this report, the importance of supporting both existing operations and accommodate future growth in the industrial sector in a way that positively contributes to the redevelopment of Uptown over time.

I have re-attached visuals, from Pages 85 and 86 of the Uptown Plan, and hash tagged the parcel in question. Recommendations keep over 90 percent of that parcel in the Industrial zone.

Residential areas, with a mix of different housing types, are better suited, and recommended for buildout along Thomas Road and Sommers Drive. A small portion of the parcel is in that area and could support residential. Page 148 of the Uptown plan details the Mixed-Use Residential area and purpose, and the applicant should address this.

How does this proposal meet the intent of the Town of Canandaigua 2021 Comprehensive Plan Update?

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. Additionally, we the Town, over time, has lost close to fifty percent of its industrial zoned property.

The Town's solar code is currently being updated to better reflect the changing nature of the solar industry as well as protect the Town. One of the recommendations is to keep basically all solar in the industrial areas of the Town. Being this is a 42-acre industrial parcel, are there implications on limiting alternative energy citing if it is rezoned?

Is this rezoning of 42 acres from industrial to residential warranted in maximizing industrial opportunities?

Connectivity?

Prior submissions to rezone this parcel addressed the Auburn Trail and a connection along the gas line near which cuts through the area. How will this proposal meet the interconnectivity and expansion of the Auburn Trail. In the updated materials, the applicant did state a trail will be provided along the gas easement.

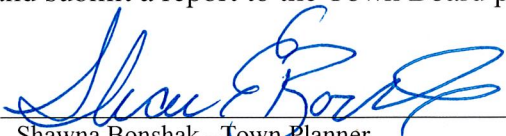
Justification from the applicant?

Has the applicant clearly addressed how this parcel rezoning meets the intent of the adopted land use plans for the Town of Canandaigua? The applicant did provide a more detailed plan of the entire parcel. Unfortunately, the justification, lacked the detail requested from Staff as well as the Planning Board. Questions like, how does this meet the vision for Uptown Canandaigua? Does it meet the intent of the Comprehensive plan? If residential is warranted in this area, where is the data that warrants that claim?

Referral to the Planning Board:

The Planning Board must review the application and submit a report to the Town Board prior to them making a recommendation.

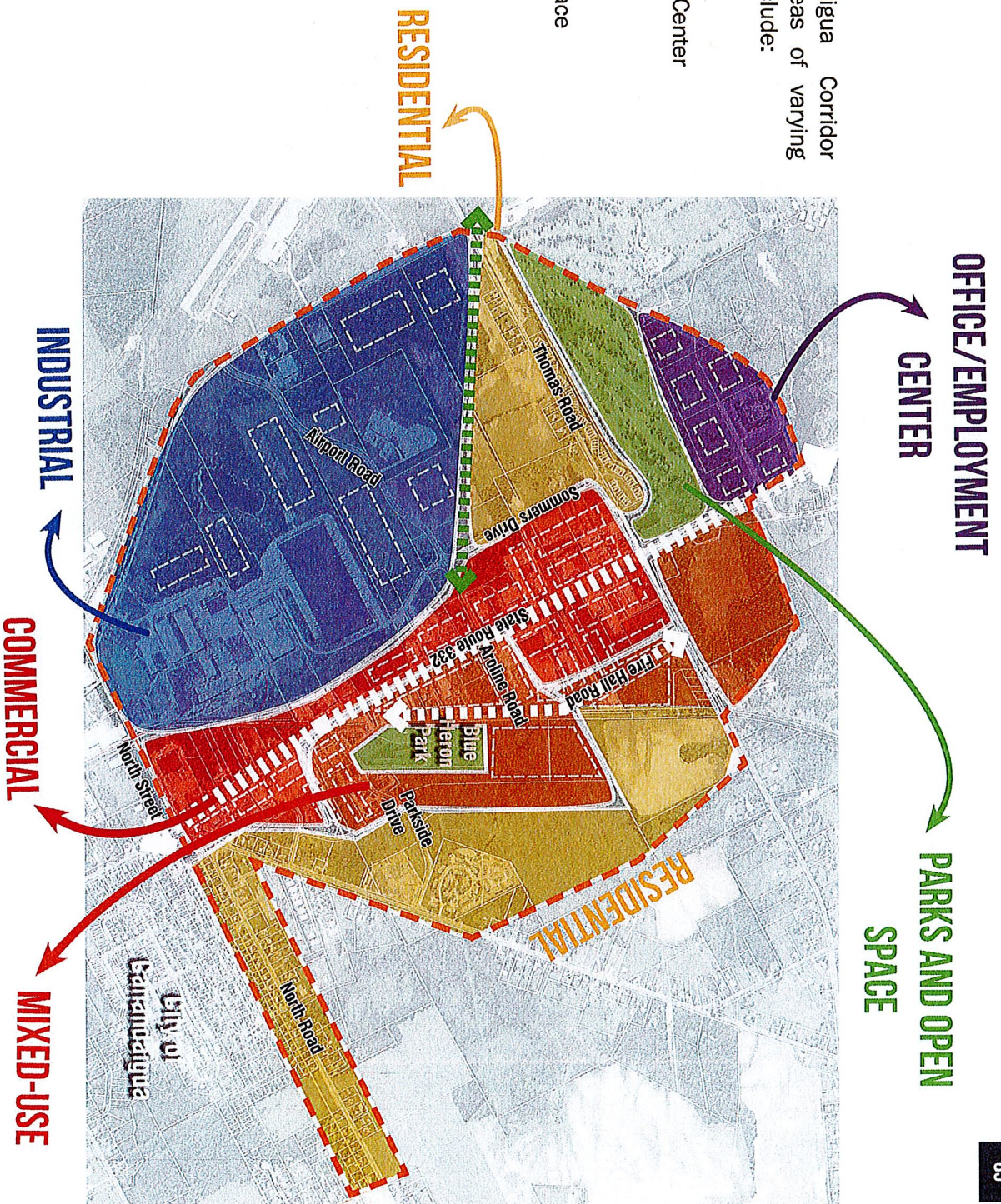
DATE: 11/4/22

BY: 
Shawna Bonshak – Town Planner

CHARACTER AREAS

The Uptown Canandaigua Corridor is comprised of six areas of varying character. These areas include:

1. Industrial
2. Office/Employment Center
3. Commercial
4. Mixed-Use
5. Residential
6. Parks and Open Space



INDUSTRIAL CHARACTER AREA

The Industrial Character Area lies on the western portion of the Uptown Canandaigua Corridor between North Street and Thomas Road. This area is primarily vacant land. Pactiv Corporation, the largest employer in Ontario County, comprises almost half of this land. Other industrial type uses in this district include the Canandaigua Bus Garage, Corsair Display Systems and Badge Machine Products.

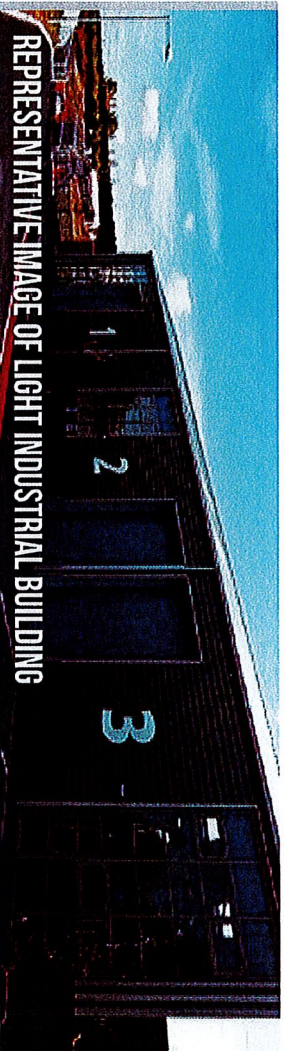
The Town of Canandaigua and the Uptown Canandaigua Corridor benefit immensely from the corporations that exist in this area due to the jobs that are supported. The industrial market has been strengthening in Ontario County and the Town; however, there remains a constrained supply of industrial businesses within the area. This industrial district is important to the future of employment opportunities within the Town.

The Canandaigua Airport, which lies just outside the Uptown area, has the ability to support additional light manufacturing, warehousing, and office space due to its proximity and load capacity.

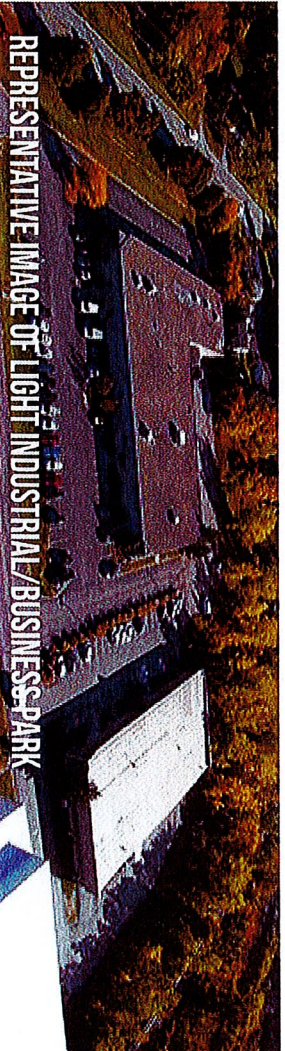
Additional light manufacturing, warehousing, business parks, and employment centers are expected over the next 20 years to foster additional tax base and employment opportunities for the Town and Uptown residents.



POTENTIAL BUILDING LAYOUT



REPRESENTATIVE IMAGE OF LIGHT INDUSTRIAL BUILDING



REPRESENTATIVE IMAGE OF LIGHT INDUSTRIAL/BUSINESS PARK