

# INCENTIVES & AMENITIES REPORT

FOR

## Uptown Landing



Parkside Drive, Town of Canandaigua

Ontario County, State of New York

September 9, 2024

Prepared By:



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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 \$828,200.



## 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           | 70% 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/no max |
| Lot Width                  | 100' min/400' max | 100' min/no max |
| Building Coverage          | 70% max           | 70% 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/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 – 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/40' 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. (Primary Street setback is required due to RG&E easement along Firehall Road that does not permit building encroachment).*

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 in the apartments and mixed-use building 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<br>(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.

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. An additional portion of sidewalk was requested to be added in front of 5262 Parkside Drive (415 LF of 5' wide sidewalk) to complete the sidewalk connection of on-site sidewalks to the NYS Route 332 corridor. This has been added to the amenities figure and has an additional cost to the developer. This amenity routing totals ~2,915 LF of 5' wide sidewalk (shown in Figure 2) with a value of \$250,700.

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.



Another 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.

The final amenity offered is to provide a connection point to be provided for future development on the north or northwest portion of the project. Initial discussions with town staff and the town Highway Superintendent indicated no desire for a future connection point. Lands to the north and northwest portions of the project have frontage on Emerson Road and are currently used for agricultural purposes which indicates a limited value provided by a connection point. Providing a connection point would require removal of a single-family parcel valued at \$80,000. This has been added as a provided amenity with anticipated further discussion with Town staff through the approval process.

Below is a summary of the Developers Offered Amenities:

| Amenities Offered                              | Value            |
|--|------------------|
| Park Recreational Equipment                    | \$65,000         |
| Off-Site Sidewalks (~2,915 LF)                 | \$250,700        |
| New Public Restroom in Park                    | \$335,000        |
| Asphalt Pavement on Stone Dust Trails          | \$97,500         |
| Right-of-way Connection to north property line | \$80,000         |
| <b>Total Amenities Value Offered</b>           | <b>\$828,200</b> |

Several items requested by various involved parties and not included in the amenity package are:

- A 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. There appears to only be one undeveloped parcel that this main extension would provide service to.
- A request by the Planning Board for electronic vehicle parking stations, wastewater reclamation and solar energy to be installed at the restroom building provided as one of the amenities. The project will generate ~\$945,000 in parks and recreation fees (\$1,500/ unit x



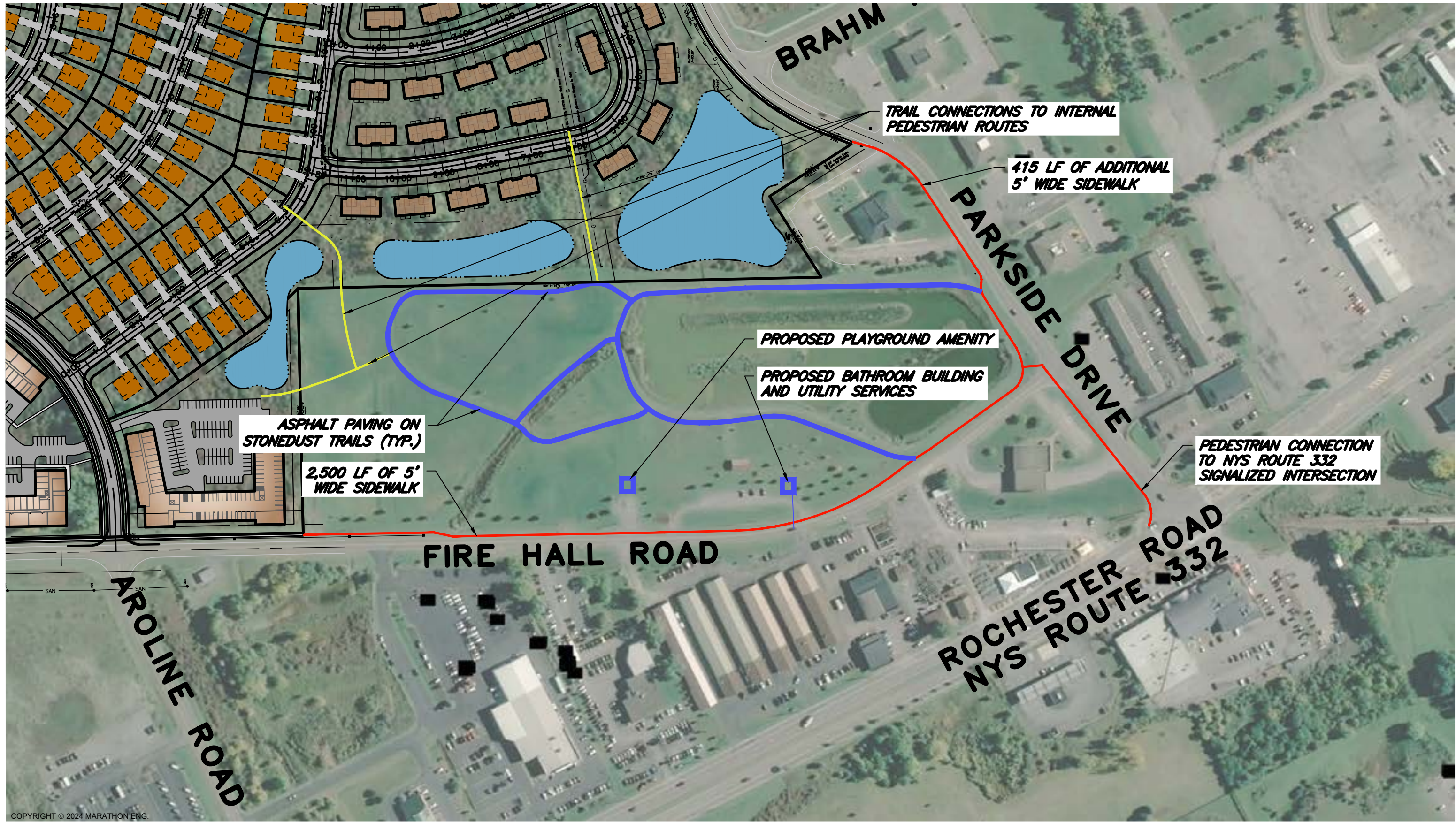
630 units), the town may elect to use a portion of these funds to install these items at Blue Heron Park in the future if they deem there is a demand for them.

- A request was made by the Planning Board for additional open space required throughout the project. Open space is provided around stormwater management facilities but is limited within the project limits. Significant investment is being made in the adjacent Blue Heron Park in order to provide recreational open space for both the development and existing town residents. Additional open space within the project would impact development density and reduce the available amenities to be offered.
- On-site trails for connectivity were requested by the planning board. Trails have been added to the north end of the park providing additional connection points from the development to the park trail system. Connectivity within the development is provided by sidewalks on one side of all roadways and on both sides of the boulevard (complete street). Small sections of trails are provided within the development for connection offsite to the sidewalk system only.

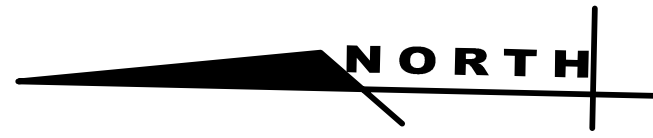


**FIGURE 1 – Park Recreational Equipment**





TITLE: **FIGURE 2**  
**UPTOWN LANDING  
 RESIDENTIAL COMMUNITY**  
 TOWN OF CANANDAIGUA    ONTARIO COUNTY    NEW YORK





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





# APPENDIX

## TYPICAL BUILDING ELEVATIONS

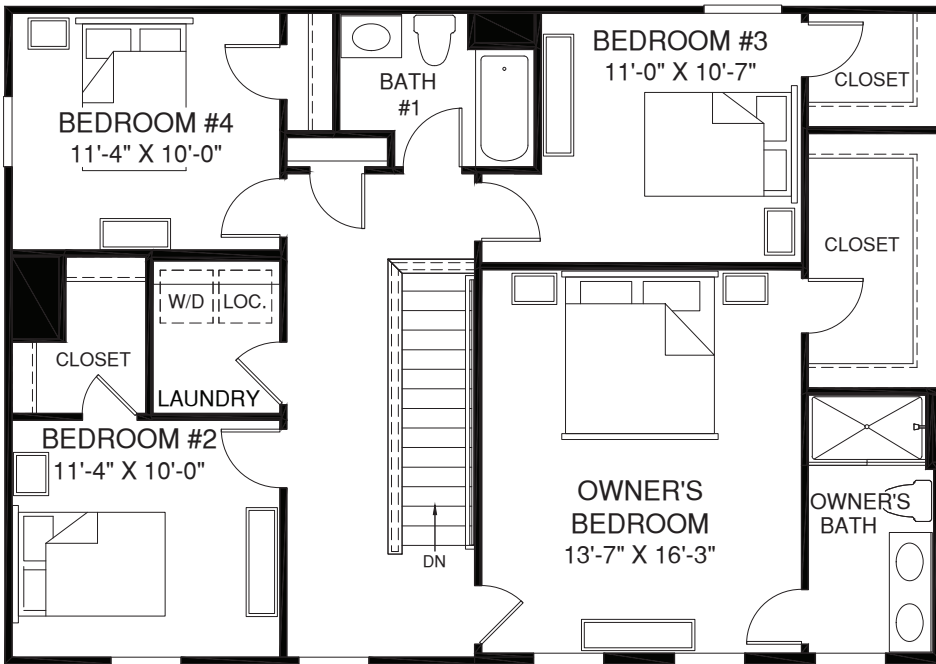
**ELEVATION K**



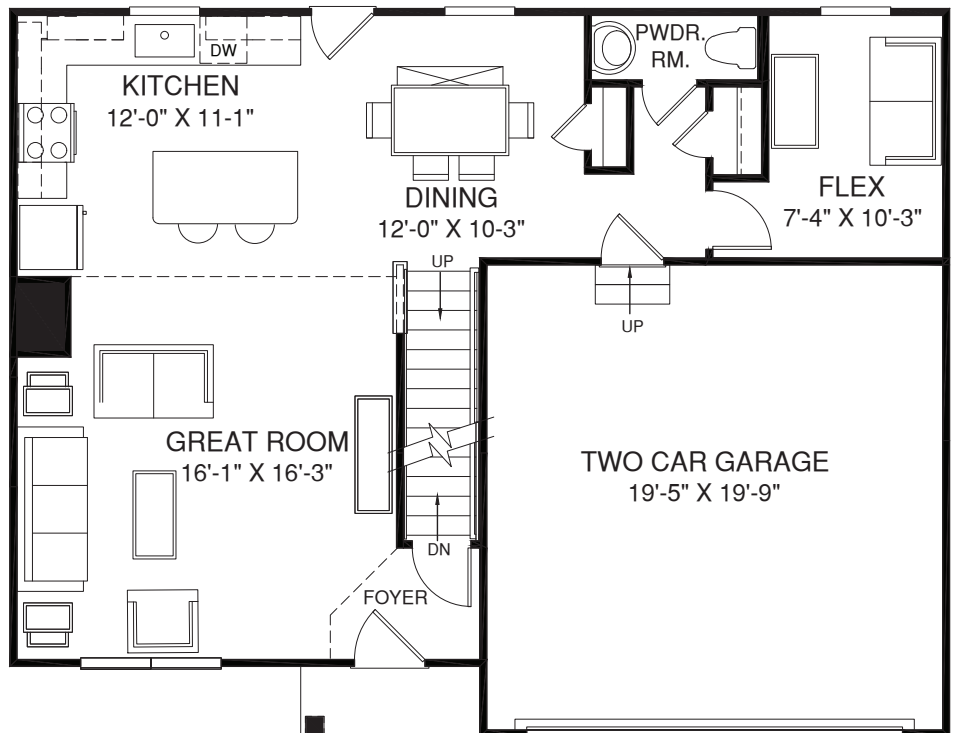
**ELEVATION L**



**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.





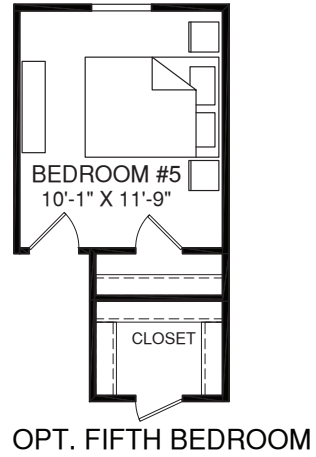
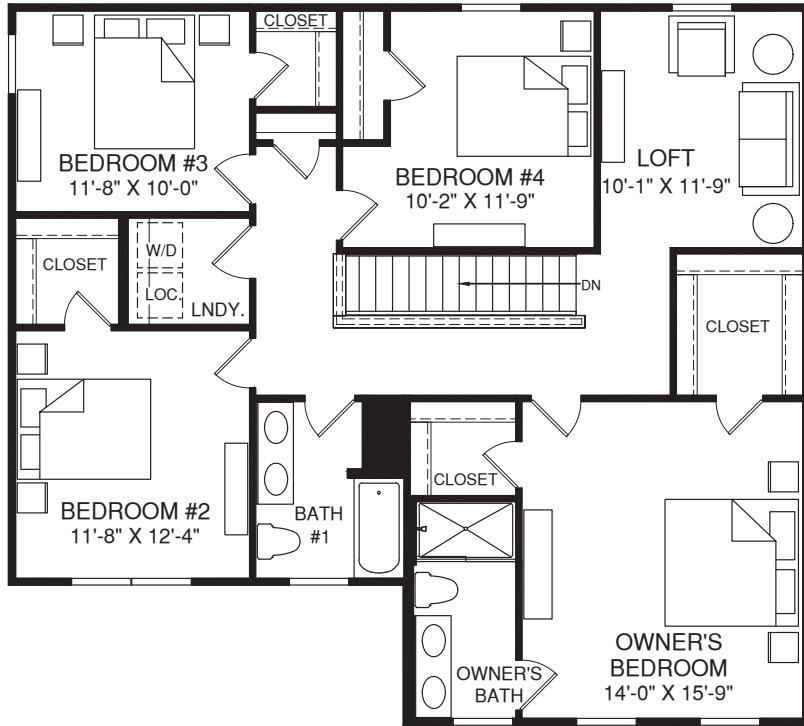
ELEVATION K



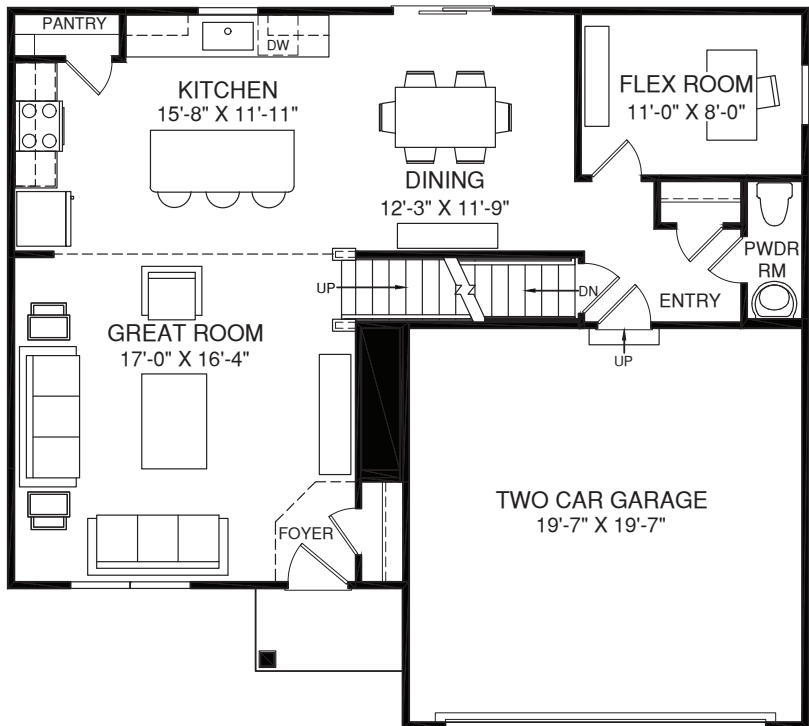
ELEVATION L



ELEVATION F



UPPER LEVEL



MAIN LEVEL

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# HAZEL

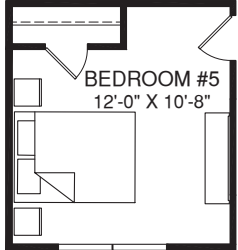
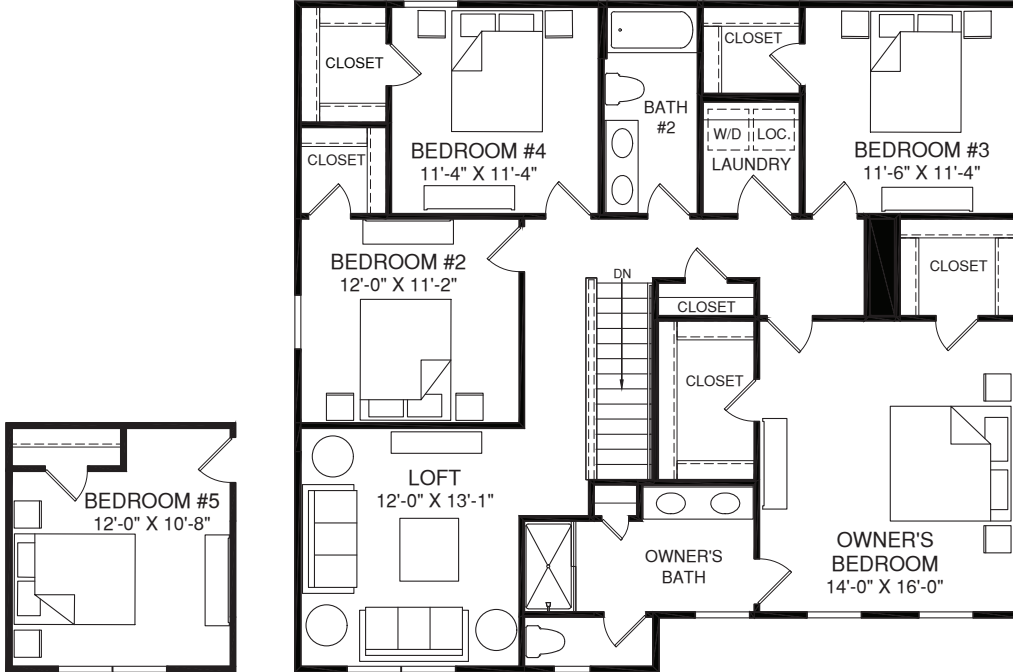
ELEVATION K



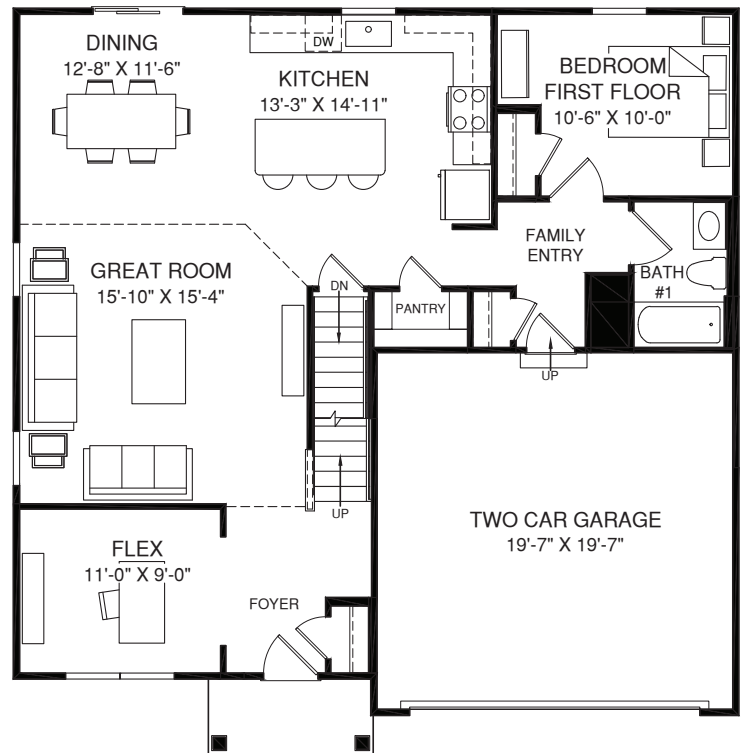
ELEVATION L



ELEVATION F



UPPER LEVEL



MAIN LEVEL

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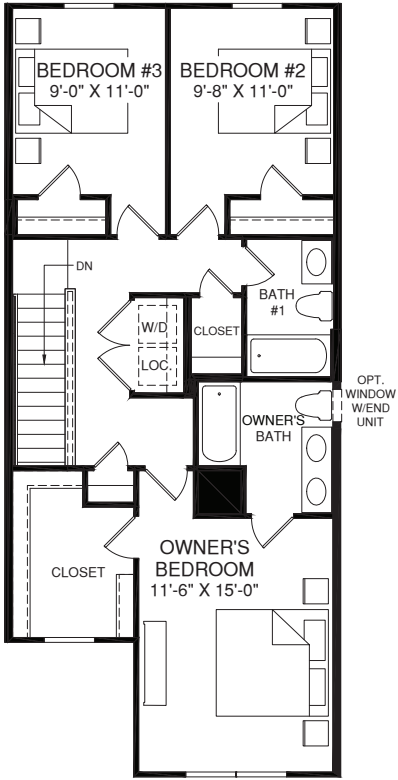
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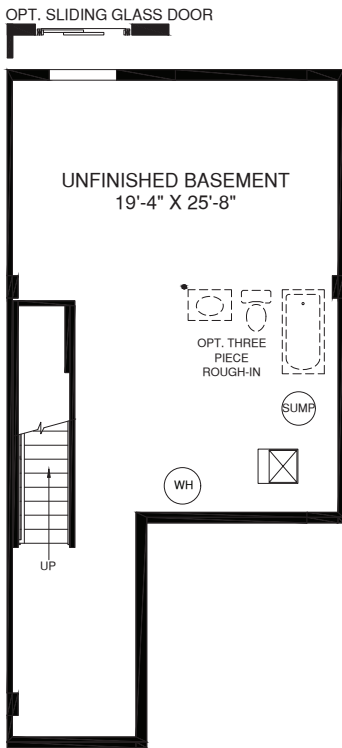
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LEVEL ENTRY

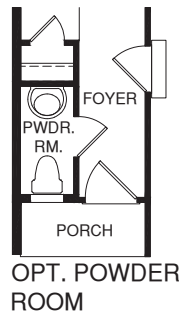
PINE



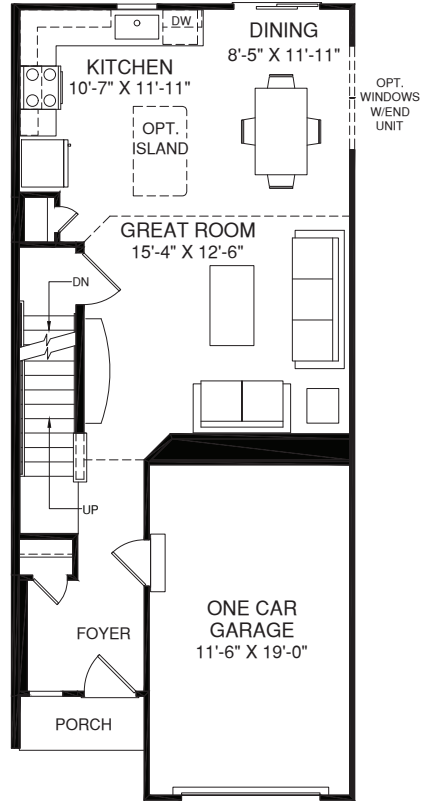
UPPER LEVEL



LOWER LEVEL



OPT. POWDER ROOM



MAIN LEVEL



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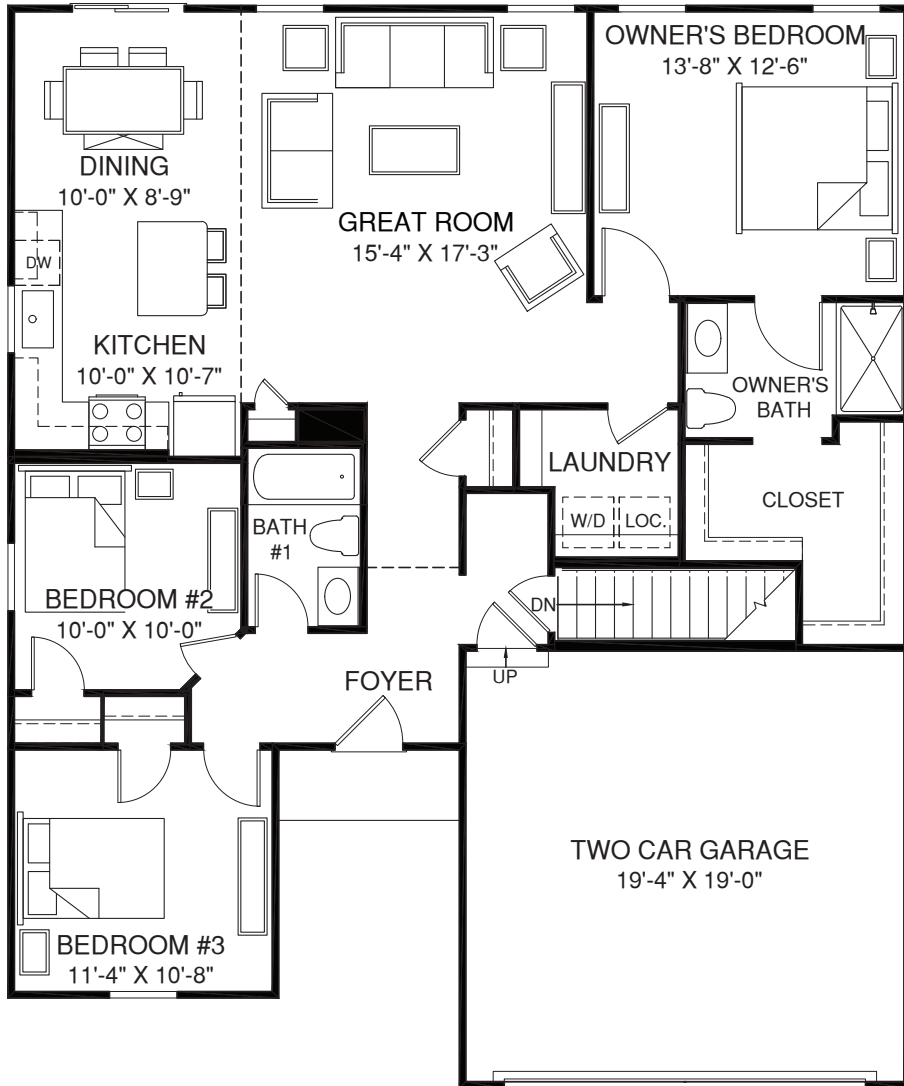
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# SPRUCE

ELEVATION K



ELEVATION L



MAIN LEVEL

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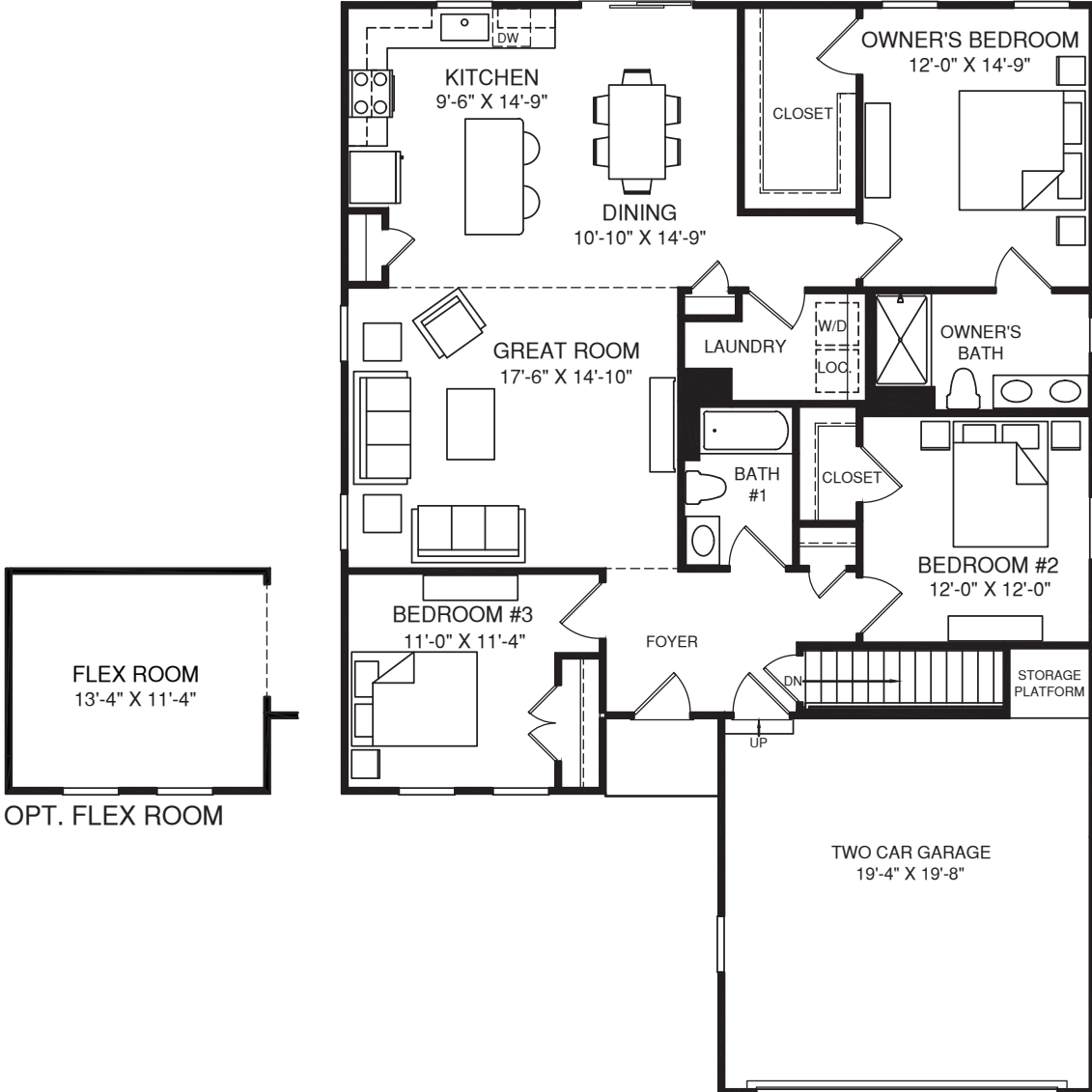
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# TUPELO

ELEVATION K



ELEVATION L



MAIN LEVEL

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