



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.*

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07/12/2024

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

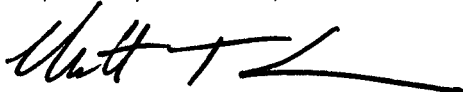
As Uptown Landing fills a significant need for housing in the community and conforms with the guiding principles of the Mixed-Use Development Subarea of the Uptown Form Based Code, and the value of the offered amenities significantly exceeds the value of the requested incentives, we respectfully request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