



Town of  
**CANANDAIGUA**

**UPTOWN CANANDAIGUA  
MIXED-USE AND TRANSPORTATION CORRIDOR  
FEASIBILITY STUDY**

**EXECUTIVE SUMMARY**

Financial assistance for the preparation of this report was provided by the Federal Highway Administration through the Genesee Transportation Council. The Town of Canandaigua, NY is solely responsible for its content and the views and opinions expressed herein do not necessarily reflect the official views or policy of the U.S. Department of Transportation.

## **GTC'S COMMITMENT TO THE PUBLIC**

The Genesee Transportation Council assures that no person shall, on the grounds of race, color, national origin, disability, age, gender, or income status, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. GTC further assures every effort will be made to ensure nondiscrimination in all of its programs activities, whether those programs and activities are federally funded or not.

## **EN ESPAÑOL**

El Consejo Genesee del Transporte asegura completa implementación del Título VI de la Ley de Derechos Civiles de 1964, que prohíbe la discriminación por motivo de raza, color de piel, origen nacional edad, género, discapacidad, o estado de ingresos, en la provisión de beneficios y servicios que sean resultado de programas y actividades que reciban asistencia financiera federal.

# EXECUTIVE SUMMARY

With joint funding provided by the Genesee Transportation Council (GTC) and the Town of Canandaigua, the Town has developed a multi-modal transportation plan coupled with an action-oriented economic development plan to identify a strategy to transform the Uptown Canandaigua Corridor. The purpose of this study is to present projects and actions that will facilitate the enhancement of Uptown Canandaigua into a vibrant, mixed-use corridor that is inclusive for all residents and visitors of all ages and abilities.

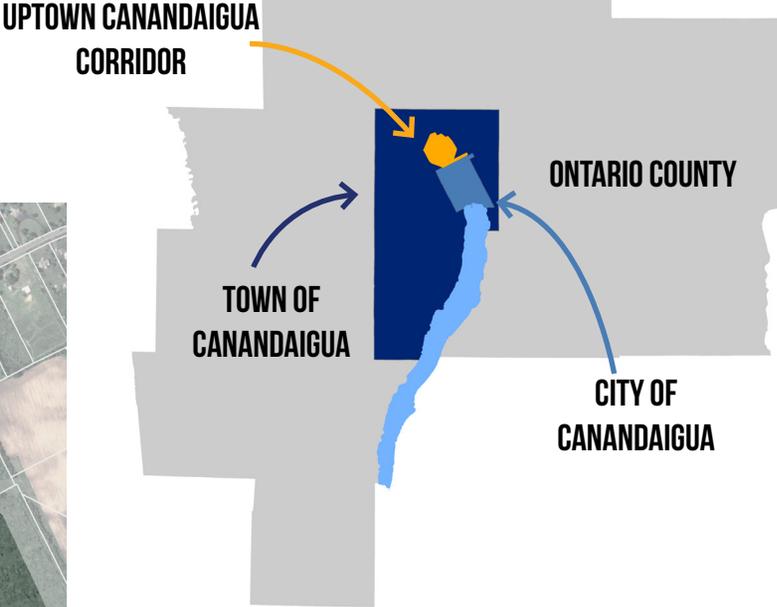
The Uptown Canandaigua Corridor comprises approximately 1,280 acres located within the Town of Canandaigua, just north of the City

of Canandaigua. The study area is focused on the area of State Route 332 (Rochester Road) extending from North Street to Campus Drive. The study area also includes Brickyard Road east to County Road 28 and North Road to Canandaigua Academy.

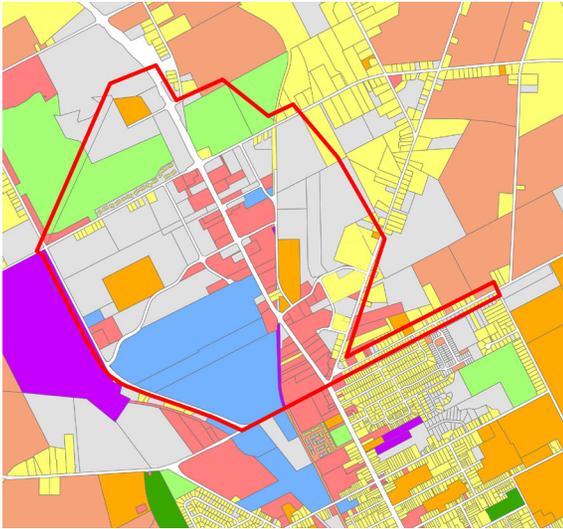
This study is comprised of the following components:

- Existing Conditions Analysis;
- Market Trends and Analysis;
- Needs Assessment ;
- Future Land Use Vision; and
- Action Plan.

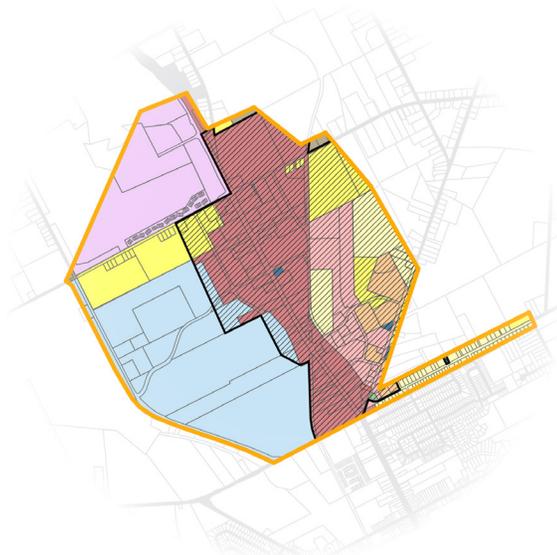
# UPTOWN CANANDAIGUA CORRIDOR STUDY AREA



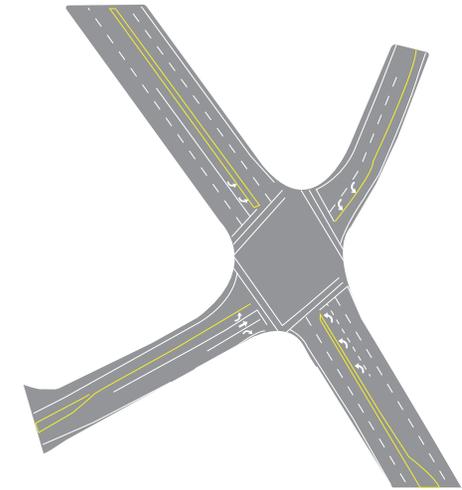
## EXISTING CONDITIONS - KEY FINDINGS



**UPTOWN IS PREDOMINATELY A COMMERCIAL CORRIDOR; HOWEVER, A RANGE OF RESIDENTIAL, OPEN SPACE AND INDUSTRIAL LAND USES EXIST**



**REVISIONS TO ZONING REGULATIONS ARE NECESSARY IN ORDER TO ACHIEVE A MORE WALKABLE AND LESS AUTOMOBILE DEPENDENT CORRIDOR**



**ENHANCEMENTS ARE NEEDED TO IMPROVE SAFETY OF PEDESTRIANS AND BICYCLISTS WITHIN UPTOWN**



**THERE ARE LIMITED ALTERNATE MODES OF TRANSPORTATION OPTIONS WITHIN UPTOWN**



**THROUGHOUT UPTOWN, THERE IS AN INCONSISTENT BUILDING PATTERN AND DESIGN**

## MARKET TRENDS - KEY FINDINGS



**STRENGTHENING INDUSTRIAL MARKET SUGGESTS  
UPTOWN COULD ACCOMMODATE ADDITIONAL  
MANUFACTURING AND WAREHOUSING**



**UPTOWN CAN ACCOMMODATE NEED FOR UPSCALE  
RENTAL HOUSING TO SUPPORT SENIOR POPULATION**



**UPTOWN COULD CAPITALIZE ON THE  
DEVELOPMENT OF CLASS A OFFICE SPACE**



**SALES LEAKAGE WITHIN THE TOWN INDICATES  
UNMET DEMAND FOR NEW AND EXPANDED RETAIL  
STORES WITHIN UPTOWN**



**TOURISM-RELATED BUSINESSES COULD CATER TO  
INCREASING VISITORS TO SURROUNDING SCENIC  
RESOURCES**

# COMMUNITY ENGAGEMENT

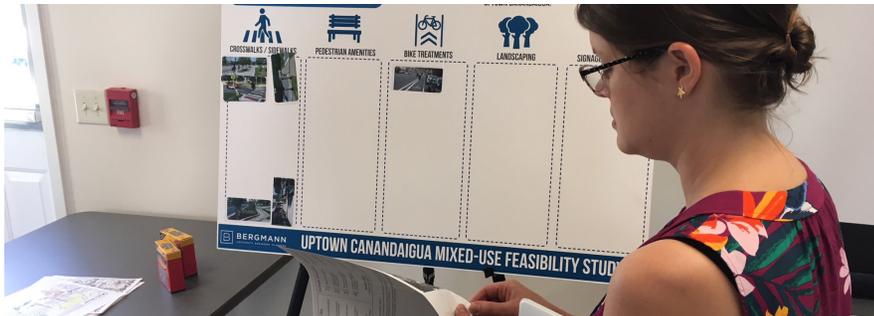
The project team utilized several methods of outreach throughout the study's duration to solicit input from community members and ensure long-term success of the future land use vision. These methods are summarized below.

## 1 STEERING COMMITTEE



A total of five steering committee meetings were held over the course of the study. This committee acted as an advisory group, guiding the future land use vision for the Uptown Corridor.

## 3 STAKEHOLDER INTERVIEWS AND BUSINESS OWNER SURVEY



The project team surveyed business owners within the Uptown Canandaigua Corridor. The purpose of these business “drop-ins” was to gather information from the business community about traffic issues and day-to-day business within the Corridor.

## 2 PUBLIC WORKSHOPS



A total of three public workshops were conducted, soliciting input from the community about desired improvements for the area. The project team utilized unique methods of engagement, including walking tours and interactive activities.

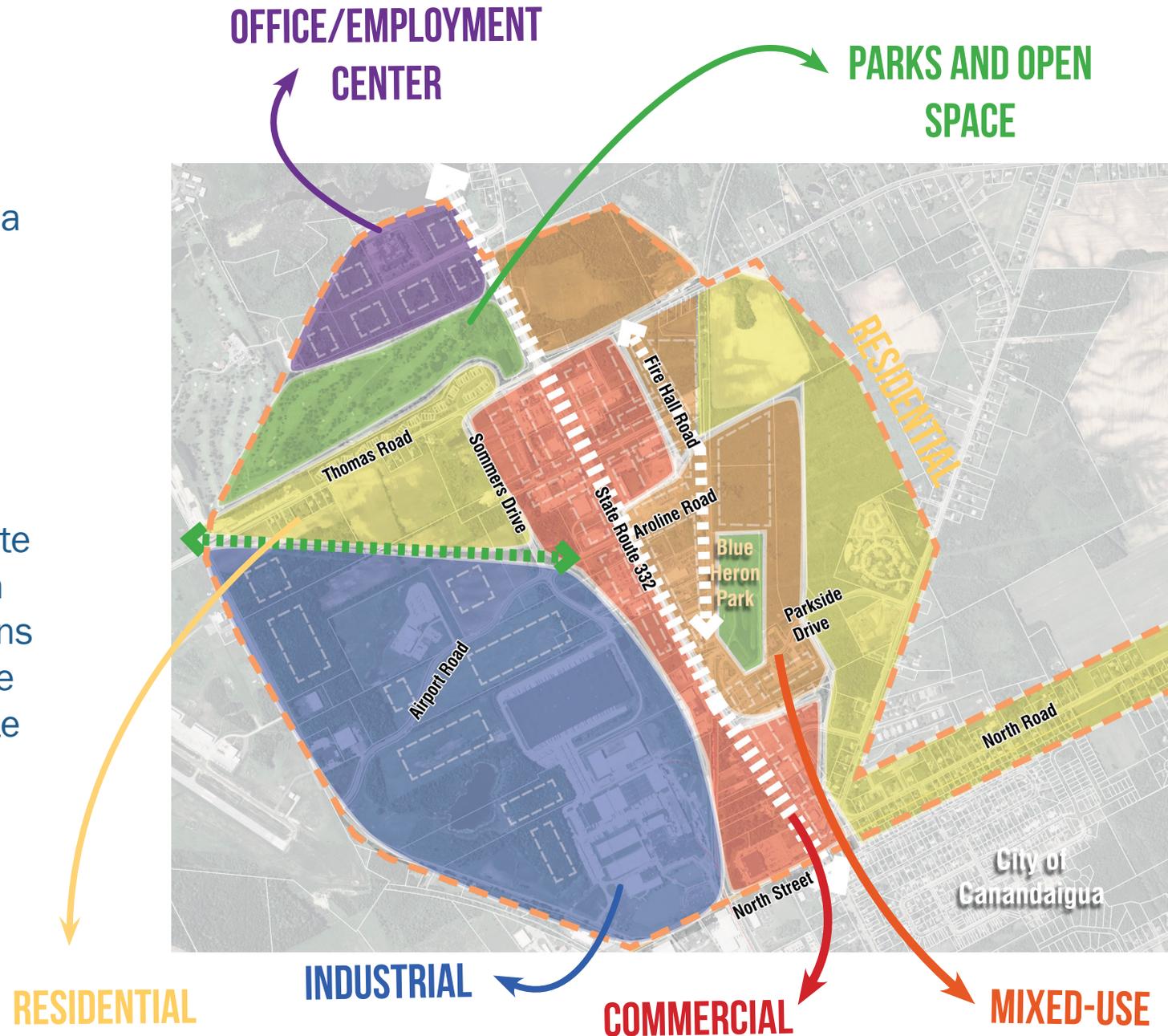
## 4 PROJECT WEBPAGE



A project webpage was created to feature study specific information. Interested residents were encouraged to visit the website for meeting information and share comments with the team to share their ideas.

## UPTOWN'S VISION

The Uptown Canandaigua Corridor will be a connected, mobile and walkable community within the Town of Canandaigua. Increased commercial and mixed-use development on State Route 332, coupled with expanded housing options and targeted streetscape improvements, will create an enhanced sense of place for residents and visitors.



# RECOMMENDED IMPROVEMENTS

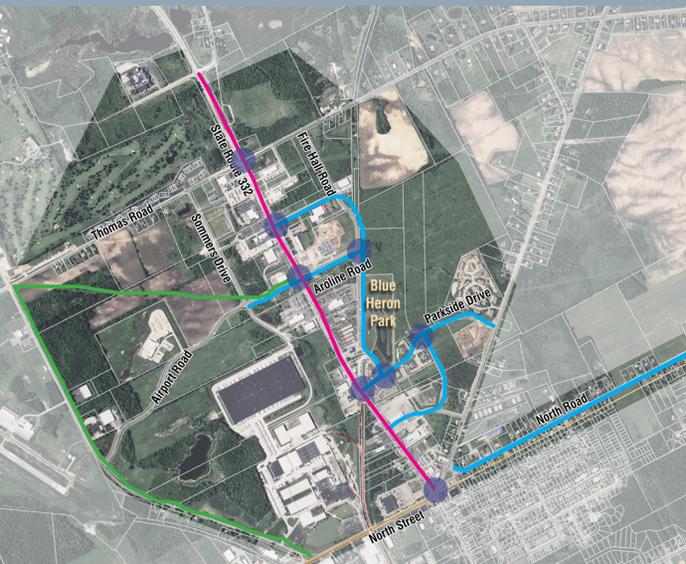
Extensive community input assisted the Town in identifying specific projects to advance the established Future Land Use Vision Plan. Recommendations for the Uptown Canandaigua Corridor include:

## 1 CORRIDOR-WIDE RECOMMENDATIONS | IMPROVEMENTS TO ENHANCE CONNECTIVITY & THE PUBLIC REALM

### STREETSCAPE ENHANCEMENTS

Targeted streetscape enhancements will improve aesthetics and connectivity throughout the corridor. Specific enhancements include:

- 1 CROSSWALK ENHANCEMENTS
- 2 PEDESTRIAN-SCALED LIGHTING
- 3 LANDSCAPING AND STREET TREES
- 4 STREET FURNITURE
- 5 CONVENIENT BUS STOPS
- 6 BURIAL OF OVERHEAD WIRES



### BRANDING & MARKETING

An identifiable brand unique to the Uptown Canandaigua Corridor will help to promote the area for development. Branding can also be used in marketing and promotion materials.

**UPTOWN**  
CANANDAIGUA

**UPTOWN**  
CANANDAIGUA

*UPTOWN*

### SIGNAGE & WAYFINDING

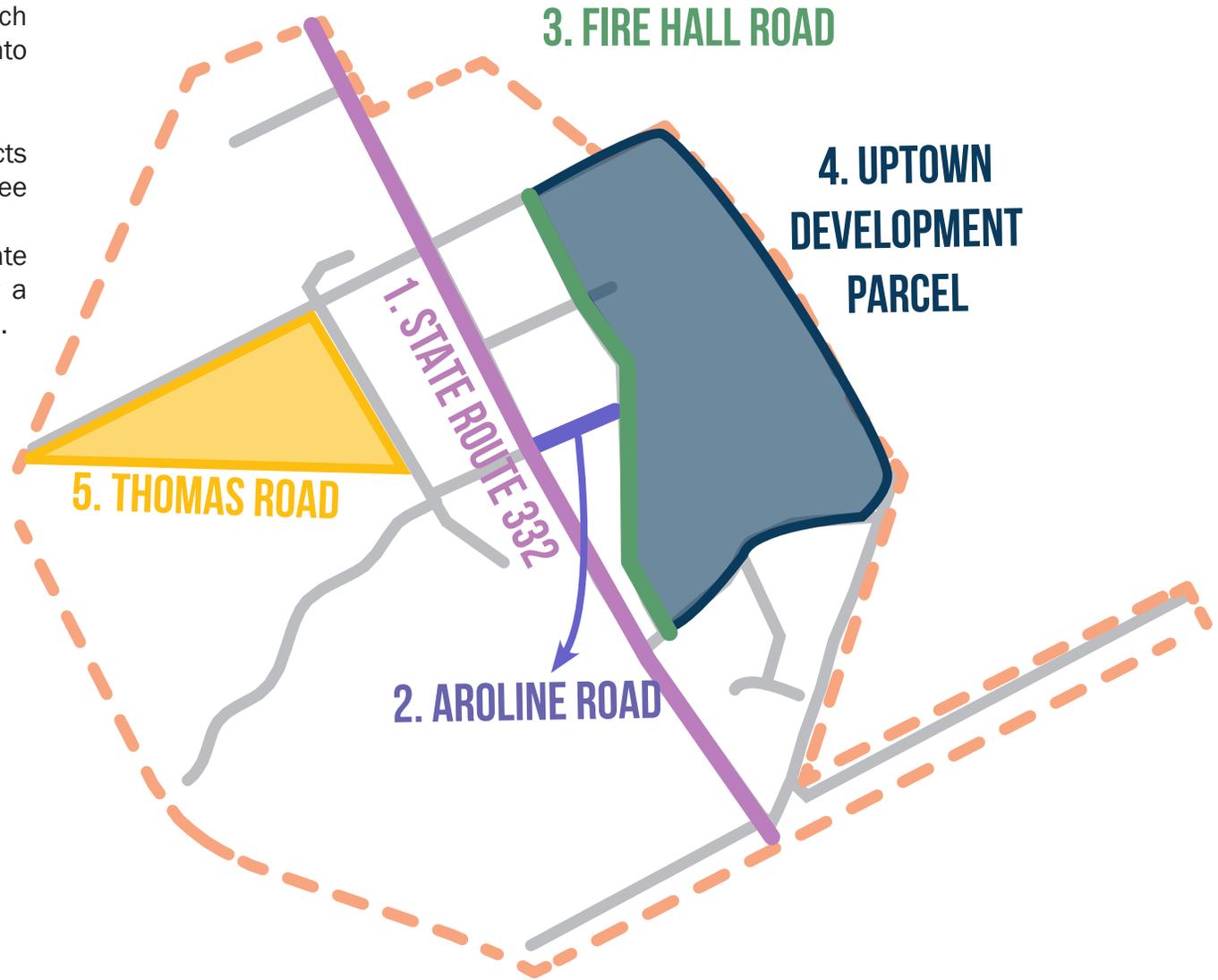
The incorporation of identifiable signage within Uptown will help provide a level of comfort and safety for all visitors to the area. As such, the Town should develop a comprehensive signage program that includes detailed designs to help residents and visitors easily orient themselves.



## ② PRIORITY AREAS | TARGETED IMPROVEMENTS WERE IDENTIFIED FOR FIVE AREAS WITHIN UPTOWN

The recommended development for each priority area is described and broken down into three phases.

- Phase I - immediate to short-term effects envisioned to occur over the next three years.
- Phases II and III - spearheaded by private investment, and intended to occur over a longer planning horizon of up to 20 years.



# STATE ROUTE 332 IMPROVEMENTS

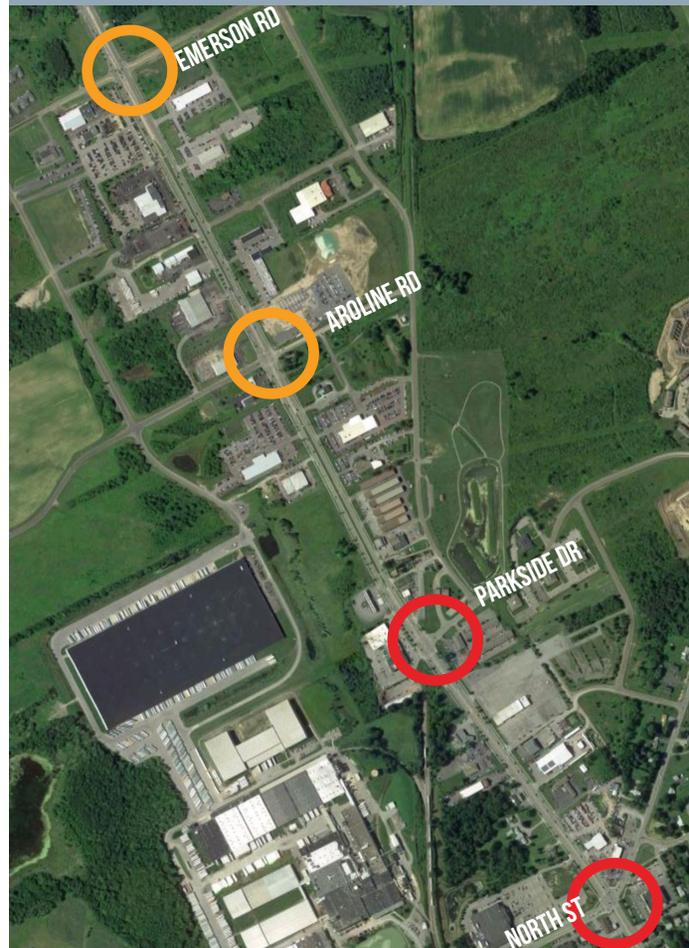
## INFILL DEVELOPMENT NEAR STREET EDGE

Development immediately adjacent to State Route 332 is recommended to create a more dense and attractive environment.



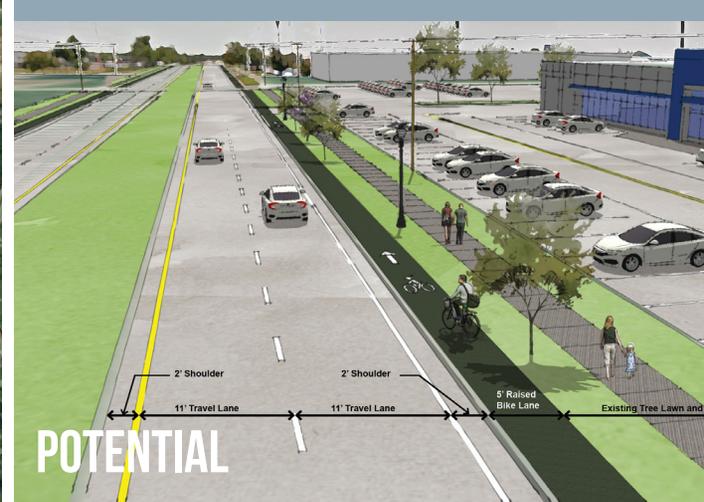
## TRAFFIC CALMING AT MAJOR INTERSECTIONS

Traffic calming is recommended at major intersection to slow traffic and enhance pedestrian safety along State Route 332.



## ENHANCED PEDESTRIAN AND BICYCLE AMENITIES

The incorporation of bicycle lanes and sidewalks on State Route 332 will allow multiple modes of transportation to move comfortably and safely.



# AROLINE ROAD IMPROVEMENTS

Aroline Road is a east/west roadway in the Corridor. New development should be focused on creating a sense of place from State Route 332. The addition of multiple buildings in variable heights and gateway elements will enhance density and pedestrian connectivity.



EXISTING



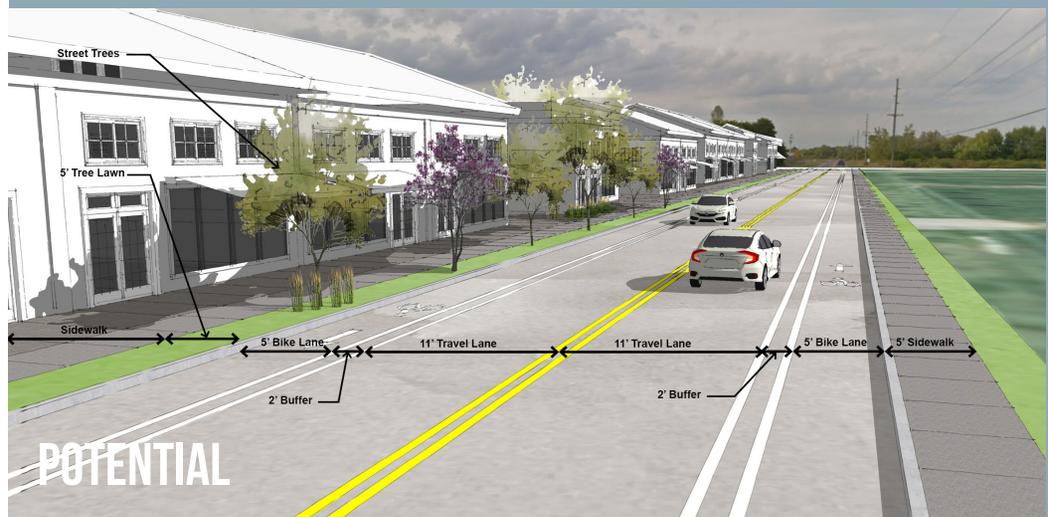
POTENTIAL

# FIRE HALL ROAD IMPROVEMENTS

Increased pedestrian and bicycle amenities (bicycle lanes and sidewalks) and additional development (one- to two-stories in height), is recommended for Fire Hall Road. Blue Heron Park is recommended as a centerpiece for future growth.



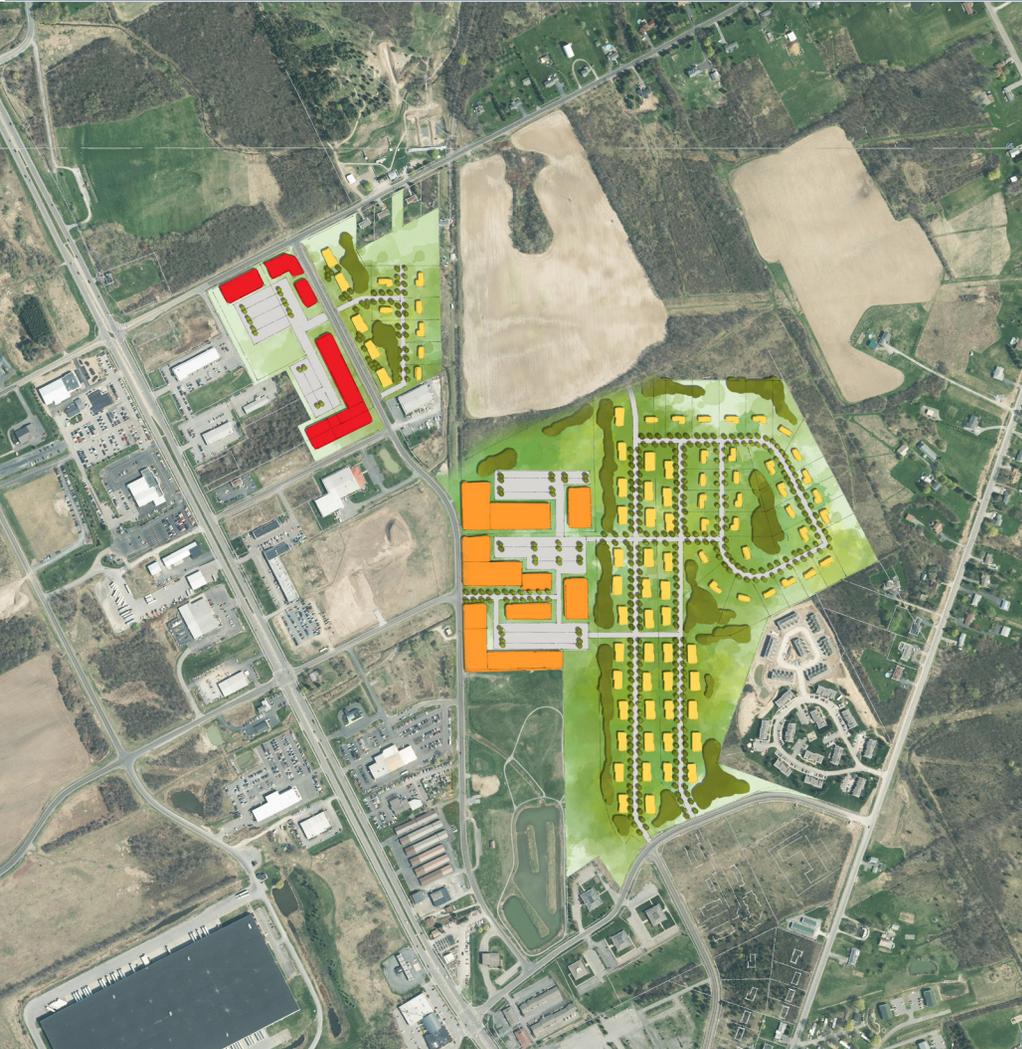
EXISTING



POTENTIAL

# UPTOWN DEVELOPMENT PARCEL

Several vacant parcels within Uptown make up one of the largest development sites within the Town. This site is shovel ready for development and envisioned for residential and mixed-use development.



# THOMAS ROAD AREA

Thomas Road is envisioned to provide additional locations for expanded residential options, within walking distance to employment centers, trails, and retail/services. This development would be well serviced by proximate greenway trails.



## **③ POLICY AND REGULATORY REVISIONS** | SPECIFIC AMENDMENTS TO THE EXISTING TOWN REGULATIONS WILL FACILITATE THE IMPLEMENTATION OF THE FUTURE LAND USE VISION

### **1 CORRIDOR-WIDE POLICY REVISIONS**

The implementation and augmentation of the Town's Complete Streets Policy, Transfer of Development Rights (TDR) District, and revisions to Town site plan review criteria will strengthen the Town's success in transforming Uptown.

### **2 REVISE THE EXISTING COMMUNITY COMMERCIAL DISTRICT FOR THE ENTIRETY OF THE STATE ROUTE 332 CORRIDOR**

By adjusting the CC District building and lot requirements, vacant and underutilized front yard space may be reclaimed for infill development as shown in the Future Land Use Vision. This will provide more opportunities for investment in Uptown and help to positively transform the streetscape.

### **3 DRAFT AND ADOPT DESIGN STANDARDS TO GUIDE BUILDING AND SITE DESIGN THROUGHOUT UPTOWN**

Specific design guidelines to establish a consistent, desirable standard for the pattern and character of development within Uptown Canandaigua will shape future infill and redevelopment opportunities. Design guideline recommendations are provided for buildings, parking lots, and pedestrian and bicycle accommodations.

### **4 ADAPT THE EXISTING MIXED-USE OVERLAY DISTRICT FOR THE UPTOWN DEVELOPMENT PARCEL AND OFFICE/EMPLOYMENT CHARACTER AREA**

Amending the current MUO District may enhance clarity in existing Town regulations and provide increased uses for the Uptown Canandaigua Corridor. Recommended permitted uses in this district as well as dimensional and bulk requirements are provided for the Town's guidance and use.

### **5 ESTABLISH A MIXED RESIDENTIAL ZONING DISTRICT FOR NEIGHBORHOOD DEVELOPMENT**

The creation of a Mixed Residential (MR) District is recommended to realize the Town's vision for newly created and expanded walkable neighborhoods with a wider variety of housing styles and densities. Recommended permitted uses, design standards, and dimensional bulk and use requirements are provided for the Town's guidance and use.

# ACTION PLAN

An action plan was created to ensure successful implementation of the Future Land Use Vision. Short term priority projects for the Town to progress in the next three years were identified, which will create a strong foundation for long-term projects, investments and initiatives.

PROJECT	ANTICIPATED COSTS	POTENTIAL FUNDING RESOURCES	NOTES
Uptown Regulatory Code Revisions	+/- \$10,000	Town	Cost to hire consultant for targeted code updates. Full code update cost would range from \$40,000 to \$75,000.
Prioritization and Conceptual Design of Crosswalk Enhancements	+/- \$10,000	Town, HSIP, STP, TAP	Costs are provided per intersection enhancement. Costs will vary on a project-by-project basis.
Corridor-Wide Streetscape Enhancement Phasing Strategy	+/- \$10,000	NY Main Street, Green Innovations Grant Program, NYS CFA	A phasing strategy should be developed consistent with new development. Town may require this as part of site plan approval.
Uptown Branding and Marketing	+/- \$15,000	Town, Market New York	The Town should identify a single branded logo and utilize for all webpage and promotional materials.
Corridor-Wide Wayfinding Plan	+/- \$10,000	Town, Market New York	A specific sign location plan should be completed.
Final Design of State Route 332 Intersection Improvements	\$300,000 - \$400,000	Town, TAP, STP	Cost includes final design and construction drawings. Further analysis of streetscape improvements should be completed with NYS DOT input and approval.
Design and Construction of Residential Greenway Trail	\$400,000-\$500,000	Recreational Trails Program (RTP)	Cost includes conceptual design, final design and construction.



**BERGMANN**

ARCHITECTS ENGINEERS PLANNERS