



Canandaigua Downtown Revitalization Initiative

Welcome to Public Workshop #1!



Canandaigua's historic Main Street (Source: Reidman.com)

The Canandaigua Downtown Revitalization Initiative (DRI) is underway!

Over the next seven months, a team of consultants will be working with the Canandaigua Local Planning Committee to recommend priority projects for implementation.

The overarching goal of the DRI is to continue the transformation of downtown Canandaigua into a healthy, attractive, and vibrant place.

We need your input!

You can help shape the future of downtown Canandaigua! Tonight's Public Workshop provides **an opportunity to learn more about the Downtown Revitalization Initiative**, meet the project team, and share your thoughts and ideas for downtown.

Please review the information on display, ask us questions, and tell us what you think!

The Agenda for Tonight

6:15 - 6:30 pm Sign-in

6:30 - 7:00 pm Presentation: About the DRI

7:00 - 7:15 pm Questions & Answers

7:15 - 8:30 pm Provide Your Feedback & Input!

A view along Main Street



Canandaigua Downtown Revitalization Initiative Background

What is the Downtown Revitalization Initiative?

Governor Hochul's Downtown Revitalization Initiative (DRI) is transforming downtown neighborhoods into vibrant communities where the next generation of New Yorkers will want to live, work, raise families, and visit. Participating communities are nominated by the State's 10 Regional Economic Development Councils based on their potential for transformation. One community per region is awarded \$10 million to develop a Strategic Investment Plan and implement catalytic projects that advance the community's vision for revitalization. In February 2025, Canandaigua was announced as the Finger Lakes region winner!

The Consultant Team

The State has hired a consultant team to help facilitate the DRI planning process. Led by Urban Strategies, the team brings expertise in planning, urban design, market research and economic development, architecture, landscape architecture, historic preservation, civil engineering, environmental planning, and cost consulting.

URBAN STRATEGIES INC

Urban Strategies is an award-winning urban planning and design firm with international experience in master planning and the revitalization of downtowns large and small.

4WARD PLANNING PLAN | EXERCISE | EXECUTE | REVIEW

4ward Planning, a planning firm with offices in New York City, Philadelphia, and Pittsburgh, will provide expertise in demographic and economic/market analysis.

FISHER ASSOCIATES

Fisher Associates provides landscape architecture services to transformative projects, including parks and public spaces, waterfronts, campuses, and infrastructure projects.

bero ARCHITECTURE

Rochester-based Bero Architecture provides a full range of architectural, preservation planning, and building evaluation, bringing a nuanced approach to historic preservation.

STC Design

STC Design has been providing architectural, engineering, and cost review services for more than 28 years, including on several DRI projects. =

Canandaigua Downtown Revitalization Initiative

Submit a Project!

We are looking for projects to support Canandaigua's ongoing revitalization!

The Open Call for Projects will officially be launched **May 22** and will remain open until **July 11 at 5:00 PM!**

Projects should have an immediate, positive, and transformative impact on downtown Canandaigua, which could include new development/additions, rehabilitation, public improvement projects, small building funds, or one-time branding and marketing projects.

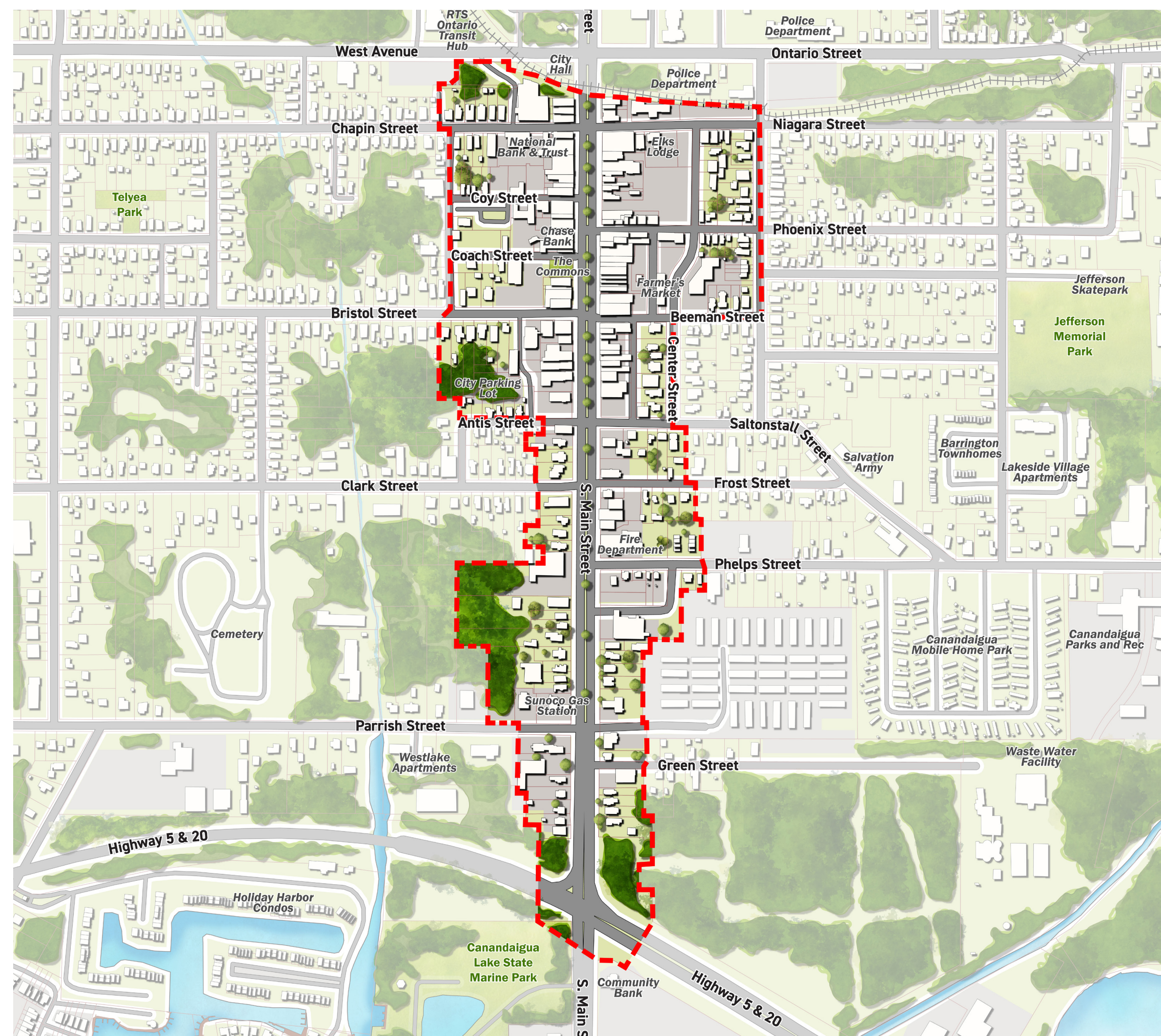
Are you planning to submit a project? Join us at the Open Call Info Session from 6-730 PM tomorrow evening at the Hurley Building (205 Saltonstall Street)



Project Requirements

To qualify for DRI funding, projects:

- Must be located within the Canandaigua DRI Boundary. (Exceptions for applications can potentially be made for projects just beyond the boundary).
- Must be able to break ground within two years.
- Should have financing commitments or a clear path of financing.
- Must be large enough to be transformative (min. \$75K). See note below about smaller projects!
- Must have an identified project sponsor with site control.
- Must meet the minimum match **requirement** of 30% of the total project cost. Sponsors are encouraged to meet the match **goal** of 40%, which will factor into a project's overall evaluation.
- Must comply with decarbonization standards, if applicable.



The Canandaigua DRI Boundary represents the city's compact, walkable and historic core, extending down towards the lake.



For more information on the Open Call for Projects, join us at tomorrow's **Information Session** or visit the project website at CanandaiguaDRI.com or use the **QR code**.



Are you planning a smaller project (less than \$75K), such as a building renovation or a facade improvement? Your project might be eligible for the Small Project Fund, one of the City's DRI projects submissions. Add your name to the **sign-in sheet** to receive updates on how to express interest in this fund!

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The Planning Process

The Downtown Revitalization Initiative involves four phases of work. Consultation with the Local Planning Committee and the public is currently helping the study team to refine the vision and develop goals and strategies for Downtown, which will provide the basis for evaluating potential projects for DRI funding. The public will have an opportunity to comment on potential projects at Public Workshop #2, which will be held in the Fall.



Ways to Stay Involved

Canandaigua's ongoing revitalization will be more successful if it is based on the needs, aspirations, and ideas of Canandaigua residents - your input is key to the process!

Get involved by talking with the project team today, visit the project website, and stay tuned for future events!



A second **Public Workshop** will be held later this year where we will seek your input on the projects that are submitted through the Open Call for Projects.

A **Public Comment Period** is held at the end of each LPC meeting where you can ask questions and share your thoughts.



Visit the **project website**, which will be routinely updated with the latest project materials for review, and with information on upcoming events.

Visit the site at CanandaiguaDRI.com



Add your name to the **sign-in sheet** to receive project updates and information on upcoming events.

You can also reach out to the project team directly at Info@CanandaiguaDRI.com

Canandaigua Downtown Revitalization Initiative

A Vision for Downtown Canandaigua

The following draft vision was crafted as part of the City of Canandaigua's DRI application. This will be refined with input from the LPC, from this Public Workshop, and from the online survey. The vision is intended to concisely describe how the community would like to see downtown in the next 5-7 years. Building on Canandaigua's strengths, the vision is considered to be aspirational yet attainable. Projects that are funded through DRI will help to advance this vision.

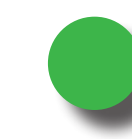
Downtown Canandaigua and the Canandaigua Lake waterfront will connect seamlessly via safe, quality walking and biking pathways that complement the existing streets. Downtown will be brimming with a diverse mix of businesses, housing, events, and arts that create a vibrant atmosphere for residents and visitors of all backgrounds. South Main Street will become a high-density, mixed-use neighborhood that links Downtown to the lakefront with an inviting pedestrian environment.

? To help refine the vision, let us know what you think are the key challenges and issues that downtown Canandaigua is facing today.

Let us know
using a sticky
note.

? Use a dot to let us know whether you support the preliminary vision for downtown Canandaigua.

I support this!



I don't support this.



? To help refine the vision, tell us what you love about downtown Canandaigua. What are its strengths and assets? What makes it a great place to live, work, and visit?

Let us know
using a sticky
note.

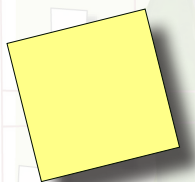
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Tell us what you think about downtown Canandaigua!

Let us know which parts of downtown Canandaigua you like, and which need improvement.

Is there a part of the streetscape that feels uncomfortable or unsafe? Is there an underutilized building or space that you think has potential?

What services, amenities, or activities would draw you downtown more frequently?

 Pin a sticky note to the map to let us know what you think!



Canandaigua Downtown Revitalization Initiative

Tell us what you think about downtown Canandaigua!

Use a sticky note to tell us more. What do you like? What needs improvement? Where downtown have you noticed change, either positive or negative?

Are there streets, parks and open spaces, buildings, and facilities elsewhere in New York or beyond that Canandaigua should look to for inspiration?

What would draw you and your family to spend more time in downtown Canandaigua (e.g., shops, amenities, events)?

Let us know
using a sticky
note.

Canandaigua Downtown Revitalization Initiative

Is there anything else we should know?

Beyond the materials presented today, is there anything else our team should know as we move forward?

Use this space to share your thoughts on the DRI, the planning process, downtown Canandaigua, or anything you think is worth noting!

If you don't have any thoughts now, but think of something later - let us know on the CanandaiguaDRI.com webpage!

Let us know
using a sticky
note.