

**City of Canandaigua**

**Downtown Revitalization Initiative (DRI)**

# **Local Planning Committee Meeting #2**



**Downtown  
Revitalization  
Initiative**

# Agenda

1. Code of Conduct
2. Engagement Updates
3. Highlights from the Downtown Profile & Assessment
4. Draft Vision & Goals
5. Evaluation Criteria (time depending)
6. Next Steps
7. Public Comment Period



# **Code of Conduct Refresher**

# Code of Conduct

*Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting.*

*If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project.*

*For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project.*

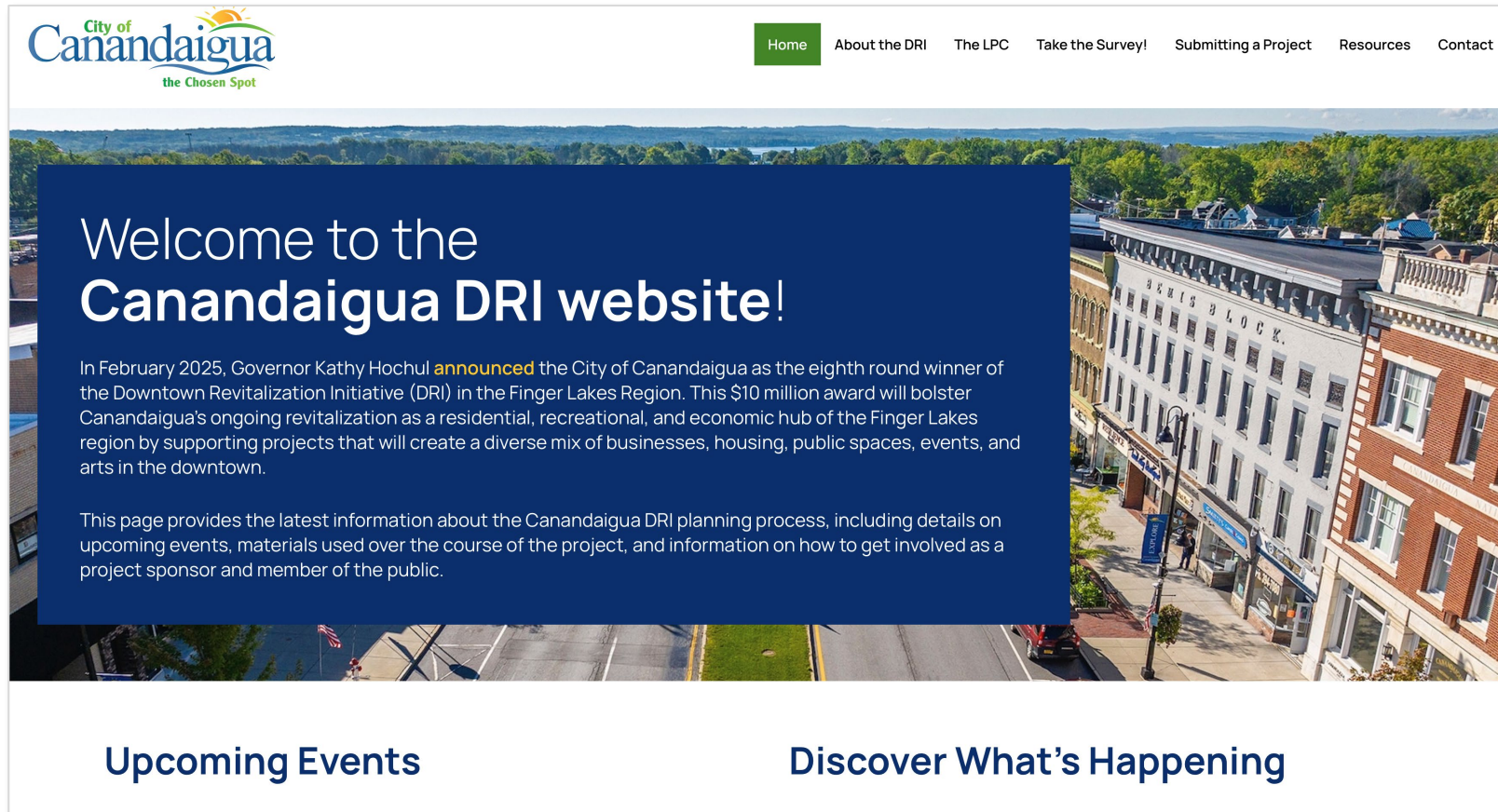
*Does anyone have a conflict to disclose?*

# Engagement Updates



# Since LPC Meeting #1

✓ The website was launched.



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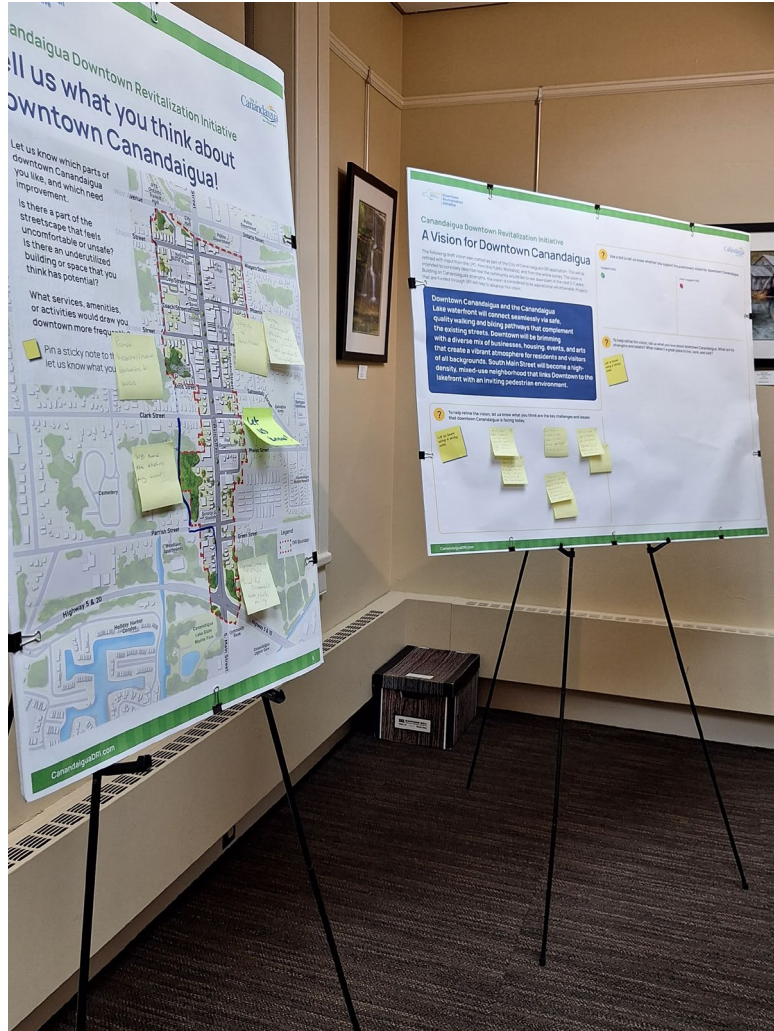
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- ✓ **We hosted the first Public Workshop and launched the survey.**



# Public Workshop #1



~10 members of the public, including prospective project sponsors

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- ✓ **We've continued meeting with stakeholders.**

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- ✓ **The Downtown Profile is underway (with highlights shared tonight).**

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- ✓ We've continued meeting with stakeholders.
- ✓ The Downtown Profile is underway (with highlights shared tonight).
- ✓ **We've prepared a draft vision and goals to share tonight.**



# **Highlights from the Downtown Profile & Assessment**

# Purpose of the Downtown Profile & Assessment

## The Downtown Profile & Assessment will:

- Tell a clear & concise story of Canandaigua
- Identify strengths, weaknesses, opportunities, and challenges
- Helps to provide a framework in which to insert or situate projects, which can hopefully mitigate challenges and seize opportunities





# Components of the Downtown Profile & Assessment

**The DPA will include the following:**

- Historic context
- Regional context
- Physical setting
- Recent plans and investments
- A socio-economic snapshot
- Economic context
- Housing assessment





# “The Chosen Place” – Sites of Seneca history and cultural heritage around Canandaigua Lake



Nundawao (Great Hill): Seneca Origin Story



Seneca village site west of the present city



Street plan and lot plan of Canandaigua:  
Based on topography, designed for an elegant Main Street



Phelps & Gorham Purchase



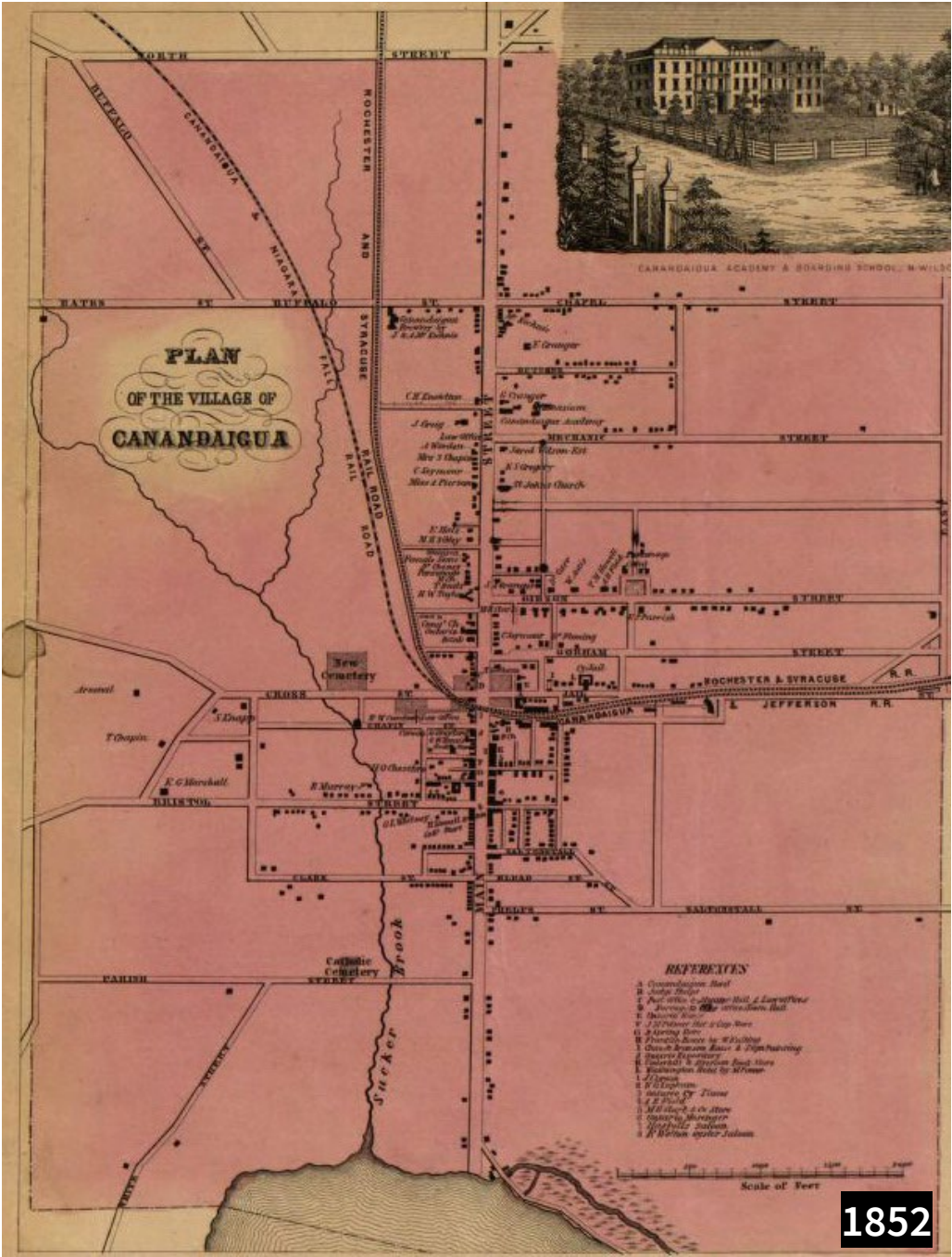
Range 3, Township 10



Street plan by Oliver Phelps



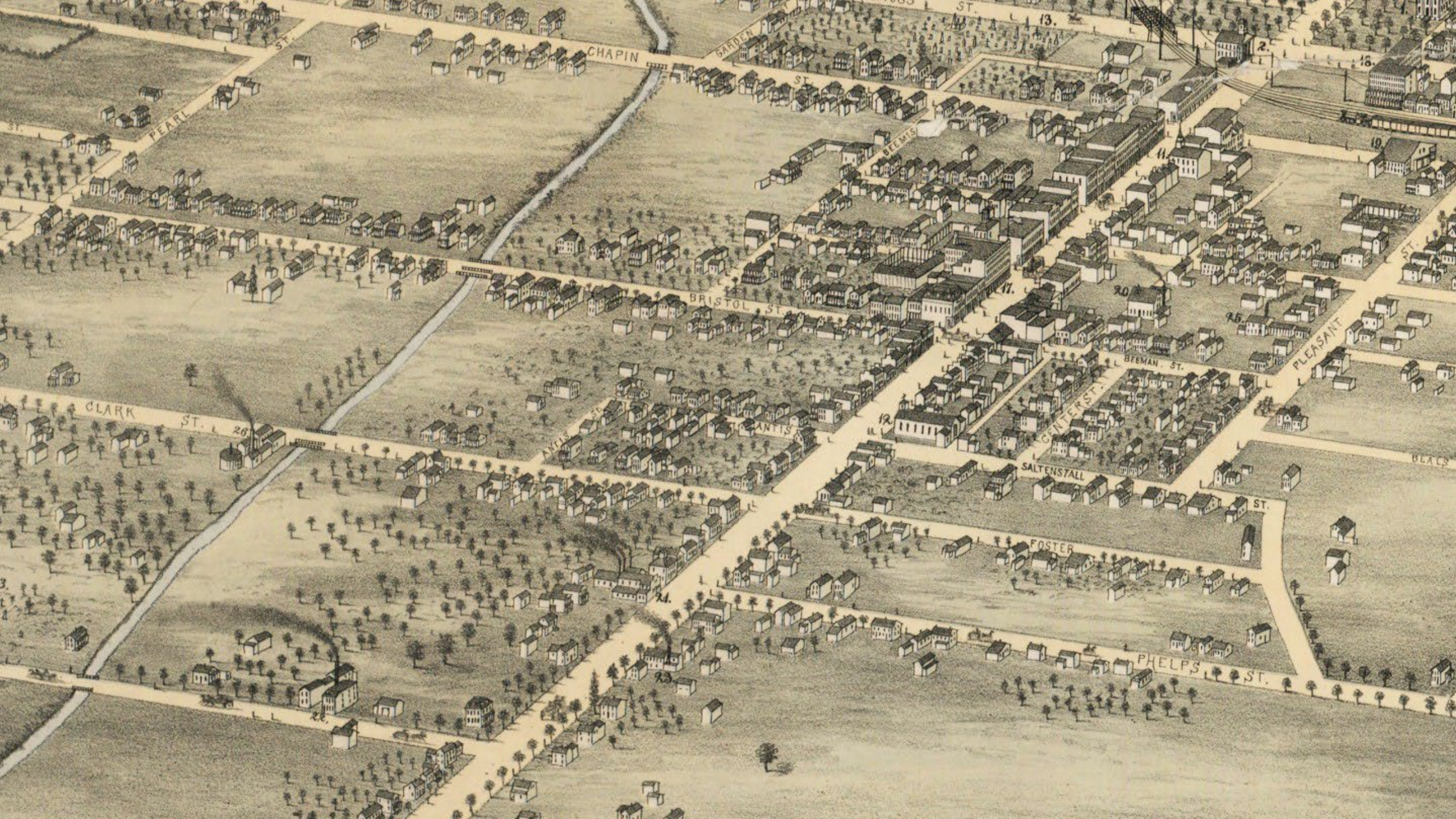
# Hub for early roads and railroads, although by-passed by the Erie Canal













# Multi-modal transportation hub served farmers and vacationers



*Canandaigua 1850-1930*



*West Lake Legacy*



*West Lake Legacy / OCHS*



# Adapting to the automobile





## The Weather

Cool with occasional showers today; Sunday fair and slightly warmer.

Single Copy, Five Cents

## A black and white photograph of a wide, multi-lane street in a city. On the left, there is a large, dark building with a prominent steeple. Several vintage cars are parked along the curb. On the right, there are more buildings, including a large one with many windows, and street lamps. The street curves slightly to the right in the distance.

**MAIN STREET IN 1950**—This view was taken, this week, from approximately the same position as that on the left. Note the railroad tracks in both photographs. All but the final stages of the asphalt paving was finished when this picture was taken. The street here consists of eight inches of concrete topped with two-and-one-half inches of asphalt in coarse and fine layers. Curbing is cut granite set in concrete. The cut-out in the mall at the left of center is to permit cars to pull out of the line of traffic when slowing for a left turn. The street is 64 feet wide at this point, with two lanes divided by a 14-foot mall. Parallel parking will be permitted, as indicated by the white lines at right. Installation of meters is unfinished. (Park Photo)

# 1955



# Eastern Boulevard and Parkway Plaza



*Images from MPNow*

# Route 332 Reconstruction, 2003

## Divided highway: Route 332 changes mean different things to different people

FROM PAGE 1A

going to be able to get to it once they build this divided road."

The project has drawn comparisons with the epic Can of Worms reconstruction of the early 1990s. That project cost about \$100 million and also eased horrendous traffic jams.

Others have likened it to the \$27.5 million Route 531 expansion on Monroe County's west side, which took traffic off Route 31 and created a bypass for those commuters.

Both projects generated passionate debate. But the Route 332 project, which has been discussed for 11 years, is different. The Can of Worms conglomeration of Interstate 490 and Route 590 and Interstate 590 was already heavily traveled. Route 531 was built to take traffic off a two-lane road.

In Ontario County, Route 332 planners are turning a two-lane country road into an expressway.

### Start date approaches

State engineers say they will start work in the spring of 1999 on the still-controversial plan to widen 6.9 miles of concrete in burgeoning Ontario County, where agriculture and tourism are still dominant industries.

Denizens of the road that passes through the towns of Canandaigua and Farmington are concerned because the most controversial aspect of the project — an unbroken median that will prevent left turns onto the new road from private driveways and business parking lots — is "cast in stone," according to Richard Twardokus, assistant regional design planner from the state Department of Transportation.

"That means that if I want to get to go north, I have to drive a mile south first" to an intersection where U-turns will be allowed, Pritchard said. "A lot of people on this road pay a lot to the state in taxes, and they're just not giving us a fair hearing on this."

All of the public hearings on the project have been held, and the plan will be submitted within the next two weeks to federal highway engineers for approval, Twardokus said.

Though criticized by many residents and business owners on the road, the plan has been endorsed by town planners and elected officials in both Farmington and Canandaigua.

Supporters say the "futuristic" road design will provide the safest, quickest thoroughfare for people who live in Ontario County and work in Rochester.

"Safety has to be paramount, and to me this limited-access highway provides the safest possible way to go," said Farmington Supervisor Larry Scott. "The only negatives that I can see in the plan are the unknowns — some existing businesses are fearful that they will lose their customer base. But people will just have to get used to a new kind of road there."

Canandaigua Supervisor-elect Sam Casella agrees.

"Our town Planning Board has worked hand-in-hand for years on this project with planners in

### NOW: Route 332, two lanes, at-grade crossings



### PLANNED: Route 332, four lanes, center median



Photo-simulations by Clark Patterson Associates based on aerial photographs by James Cavanaugh

**Project projections** Two views of Route 332, looking north at the intersection of Ontario County Route 41. On the left is the existing two-lane road. On the right is a photo-simulation of the proposed changes to a four-lane highway with a center median and turning lanes.

Farmington and state engineers," Casella said. "Not everyone will be pleased, but when it's finished, I think most of the people in the community will be happy with it."

That's because most of the people in the community today are commuters seeking the quickest way to and from jobs in Rochester and homes in northern Ontario County — those whose interests have come to dominate local politics in recent years, according to regional planning experts.

Still some commuters are also leery of the project because of its large scope. "I guess it's progress, but it just seems like the more they build the more people come and the more crowded it gets," said Mary Hanson, who travels Route 332 twice daily between her job in Rochester and her home in Vine Valley, south of Canandaigua. "My sense is that it will just lead eventually to more congestion."

### Accommodating growth

Since the 1960s, bedroom communities of residential housing tracts have proliferated in former farm fields around Thruway Exit 44 and the Route 332 intersection in northern Ontario County.

Populations have nearly doubled in the town of Canandaigua and in nearby Victor — and quintupled in Farmington.

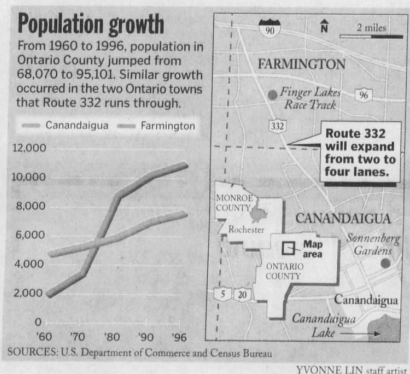


REED HOFFMANN staff photographer

**'Just not fair'** Edson Pritchard's house along Route 332. He has lived along the road since he was born 73 years ago. He even remembers it being first paved when he was 7.

Route 332 is only one example of such urban sprawl that has been explosive and "unplanned" as commuters have fled Rochester for less-crowded and supposedly safer rural environments, said Kent Gardner, an economist with the Center for Governmental Research in Rochester.

The economist compares the



highway interchanges would be put in and buying up that land.

"In any project such as this, businesses along the route will see tremendous changes in the patterns of purchasing."

### Investments threatened

That is what worries small businessmen, like Joe DiPietro, co-owner of Crystal Lakes Family Restaurant.

"We're on the west side of the road, and the traffic now flowing north won't be able to turn into my restaurant without driving a mile out of the way and making a U-turn," DiPietro said. "On the other hand, the Kentucky Fried Chicken and Pizza Huts down the road are where there will be no median, and that gives them an unfair advantage."

Rochester businessmen Elliott Mihom and Gary Farnsworth, developers of the Covington Commons, a 71-acre Route 332 complex of a restaurant, day care center, dance school, welding supply shop and planned housing development, say the DOT plans threaten their investment.

"We've got \$2 million invested on that road right now, and we're afraid this state road plan is going to take that investment away from us," said Farnsworth. "Safety is important, yes, but the state also needs to consider economic factors and development. Is anybody going to drive a half-mile and make a U-turn to come back to the restaurant in our development and get a hamburger? Think about it."

### At last, cold comfort

Despite the short-term economic impact, the DOT design is consonant with nationwide road-building practices that are proving themselves to be good for both the local economies and transportation needs, said Kristine Williams, a senior research associate with the Center for Urban Transportation Research at the University of South Florida in Tampa.

"Here in Florida, we have our jobs cut out for us with all the strip malls and low-density development we have to deal with."

"In this country, we haven't done a good job overall of coordinating land use and transportation. But you have the opportunity to avoid some of the problems we have here, and that's why this type of restrictive-access management is a good idea," Williams said.

That is small consolation to some. "This road construction is the first thing on my mind when I wake up every morning," said Sue Ellsworth. She and her husband, Rob, operate Five Seasons, an upscale gift boutique on Route 332 about a half-mile from Pritchard's farm.

"We are small-business people who over the past 11 years have built a very successful business here," Rob Ellsworth said. "This is our income. This was to be our retirement. Now, the state is just going to come in and build a road that will take all that we have worked for away."

# Grant helps plan how to grow with Route 332

■ Officials seek to retain rural touch when road opens as 4-lane highway.

BY STAFF WRITER

JACK JONES

CANANDAIGUA — Roads bring more than traffic.

To prepare for the new housing developments, population increase, shopping plazas, industry and commerce that will advance in coming years along the Route 332 superhighway, local officials have received a state grant to help plan the changing landscape.

Ontario County Planning Director Steven Finn said the county — along with the town, city and school district of Canandaigua; the town, village and school district of Victor; and the town of Farmington — have received an initial \$15,000 state grant.

Finn and others say that the nearby country roads and farmsteads that lay within about a quarter-mile of Route 332 are expected to undergo a dramatic transformation after next year, when the two-lane blacktop reopens as a four-lane divided highway linking Canandaigua to the New York state Thruway.

"Now that the road is nearing completion, people are starting to ask 'How is this going to affect me,'" Finn said.

"This grant is the first part of an effort to answer that question, to educate and empower the municipalities and school districts to plan for the changes that will come. The road is likely to have a bigger impact than people may now think on the school districts and municipal infrastructure."

Farmington Supervisor Ted Fafinski said his town began anticipating such changes before the Route 332 road widening project started two years ago.

"Water, sewer and other utility lines that had to be relocated along the roadside are being upgraded to handle increased demands that will come with future development, he said.

The new grant and other planning grants that local communities are expected to receive "will enable us to look deeper, at how the neighborhoods and communities along the road will de-



State grant given to the town of Canandaigua to help planning and development along Route 332.

Staff graphic

velop and plan the infrastructure accordingly," Fafinski said.

"This sort of thing gives us an outstanding planning tool. The key to good development is good planning. And this is an issue where everybody involved seems to be on the same page, looking toward the future in the same way."

Canandaigua town Supervisor Sam Casella said that access roads built parallel to Route 332 are designed to ease the visual and other impacts of development along the corridor.

"We don't want it to look like a Henrietta Road when it's done," said Casella, noting that the Genesee Regional Planning Council is also working with local officials to help shape the future of Route 332.

"New houses are already starting to go up along the road," Fafinski said.

Noting that area residents rank the region's rural character high on their list of reasons for living in the area, Finn said the study will advance "smart growth" concepts that will preserve the overall quality of residential life.

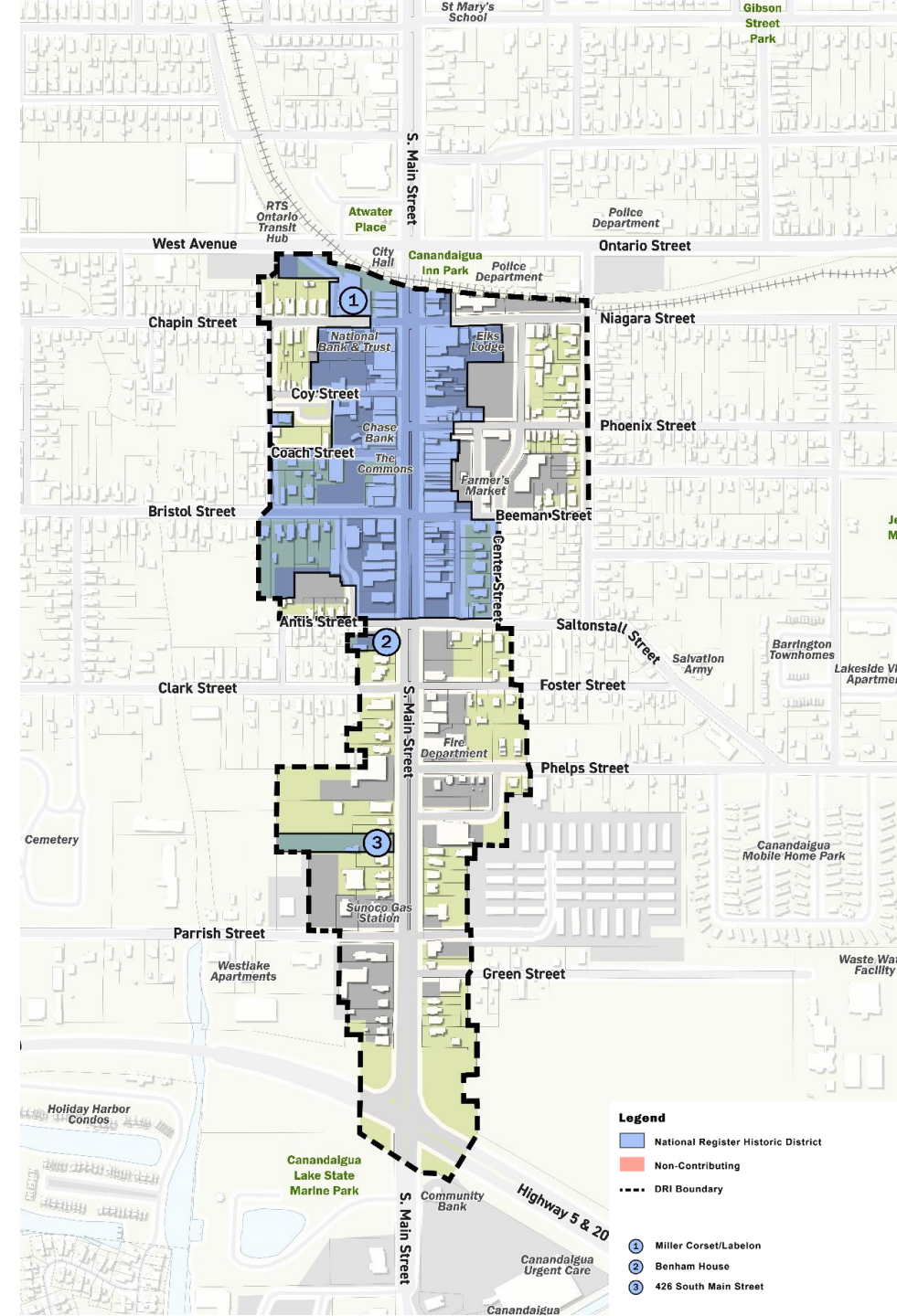
"This study will give us a chance to address issues that were not addressed earlier when the road widening project began, Finn said.

"It's an exciting opportunity to assure efficiency of transportation and promote rural character."



# Historic Designation

- **Two distinct processes:**
  - *Locally designated landmarks and districts*
    - Exterior alterations reviewed by Planning Commission
  - *National Register of Historic Places (NR)*
    - Eligibility for historic tax credits
    - No local, state or federal review of private projects
    - State and/or federal review of projects receiving grants, tax credits or permits
- Properties in blue are subject to Planning Commission review based on local designation
- NR district and individual listings in Canandaigua are almost identical to local designations
- Canandaigua also has Architectural Standards for the Downtown and South Main Street areas.



Strategically located within the Finger Lakes region and near the I-90, Canandaigua can capitalize on its access to larger urban centers for employment, visitors, and new residents.





Canandaigua is embedded within the NY SMART-I Corridor and, more generally, a cluster of research and innovation that circles Lake Ontario, a part of the world continues to shift towards knowledge-based economy.





Canandaigua is centrally located within an established tourism region. As a long-standing destination, Canandaigua has the tourism infrastructure and name recognition to compete in a competitive industry.





**First and foremost, visitors are drawn the area's distinct landscape of lakes, ridges, and valleys, which creates an ideal microclimate for wine production – an attraction in and of itself.**



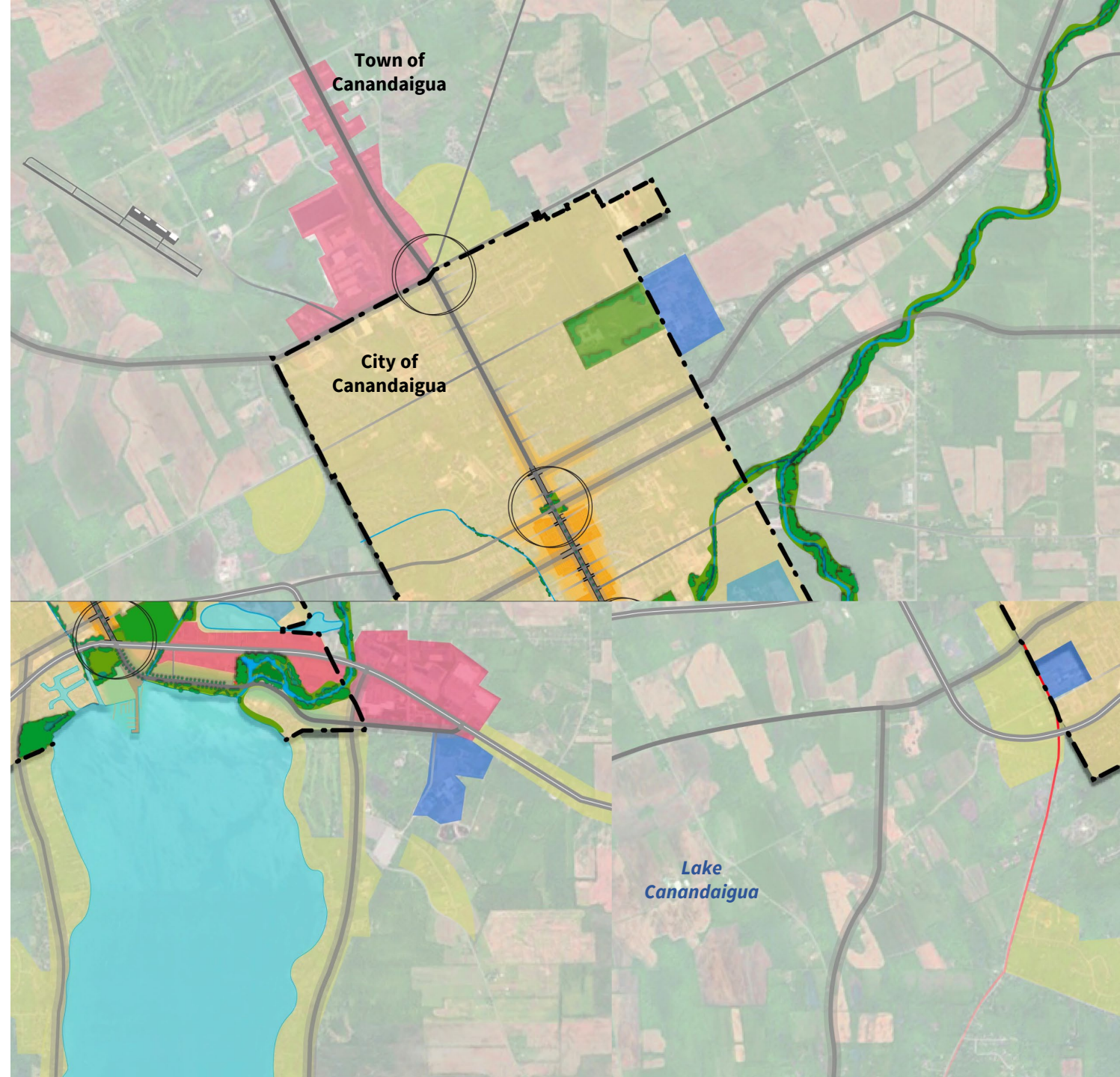






The City's urban structure is fairly typical: a largely residential land based focused around a traditional downtown, with areas of highway commercial development.

The City exists in relation to the Town. Differing approaches to land use planning can have impacts on downtown's vitality.





## Main Street consists of two distinct parts:

- The traditional commercial core, consisting of urban block buildings.
- South Main Street, consisting of individual and house-form buildings situated within a yard.

Residential areas shoulder downtown on both sides, though Urban Renewal efforts of the mid-20<sup>th</sup> century have disconnected these from Main Street.



# Let's take a walk

- **What's working well?**
- **What's could be improved?**
- **Where are the opportunities to reinforce and build upon downtown's strengths?**



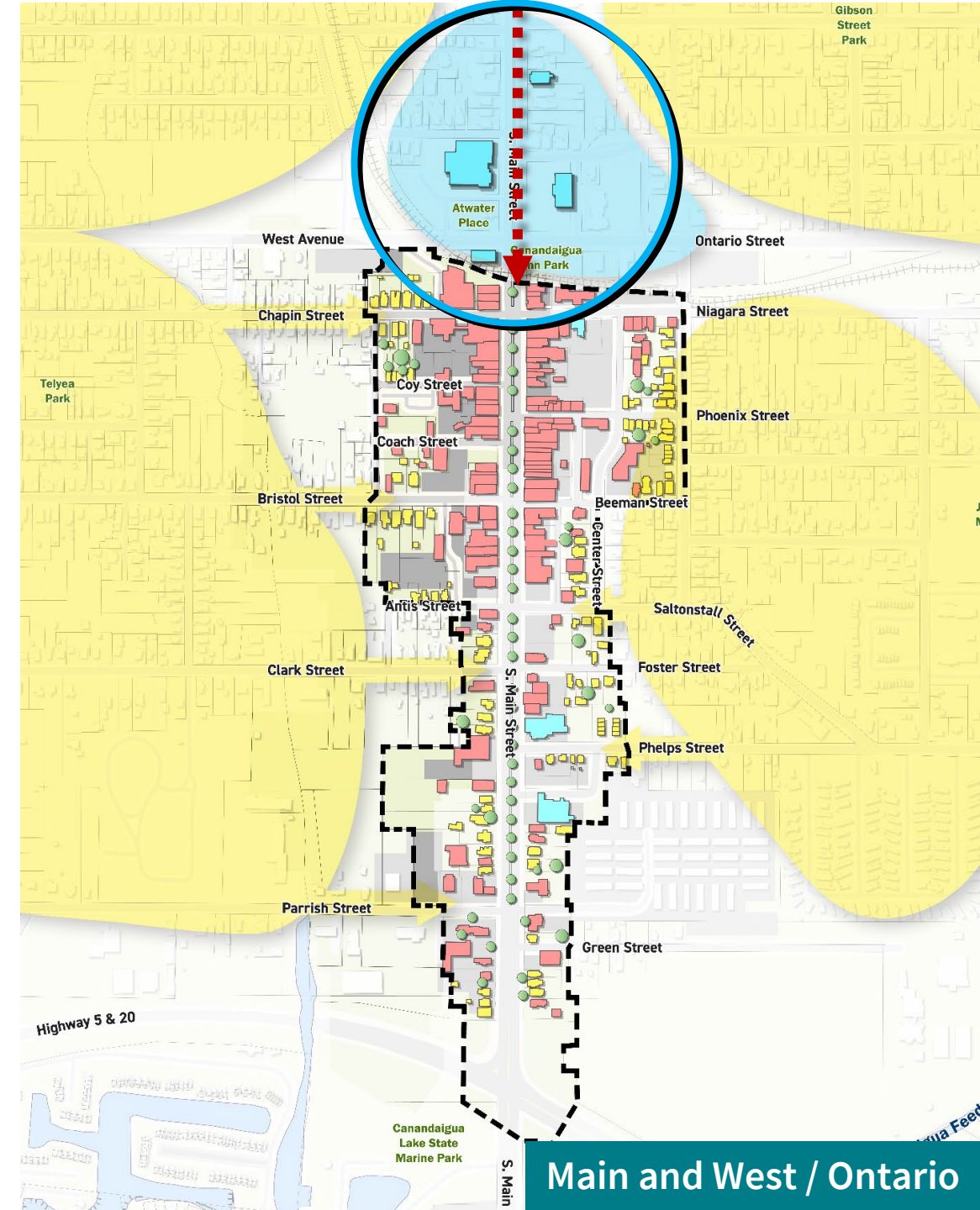


**Grand old houses and mature trees along North Main Street contribute to a strong sense of arrival as you enter downtown from the north.**





**A cluster of important civic uses and historic open spaces north of the tracks anchors downtown.**





**In addition to being landmark buildings, these institutions bolster downtown by providing employment and generating foot traffic.**



*Source: Canandaigua LDC*



# The County's Parks & Recreation Master Plan contemplates how these parks could be improved, and their history celebrated.

## PUBLIC SQUARE

Main Street, Canandaigua, NY

### Legend

- Existing Ontario Pathways Trail
- Proposed History Trail
- Original Public Square Boundary
- Current County Property in Public Square

### Recommendations

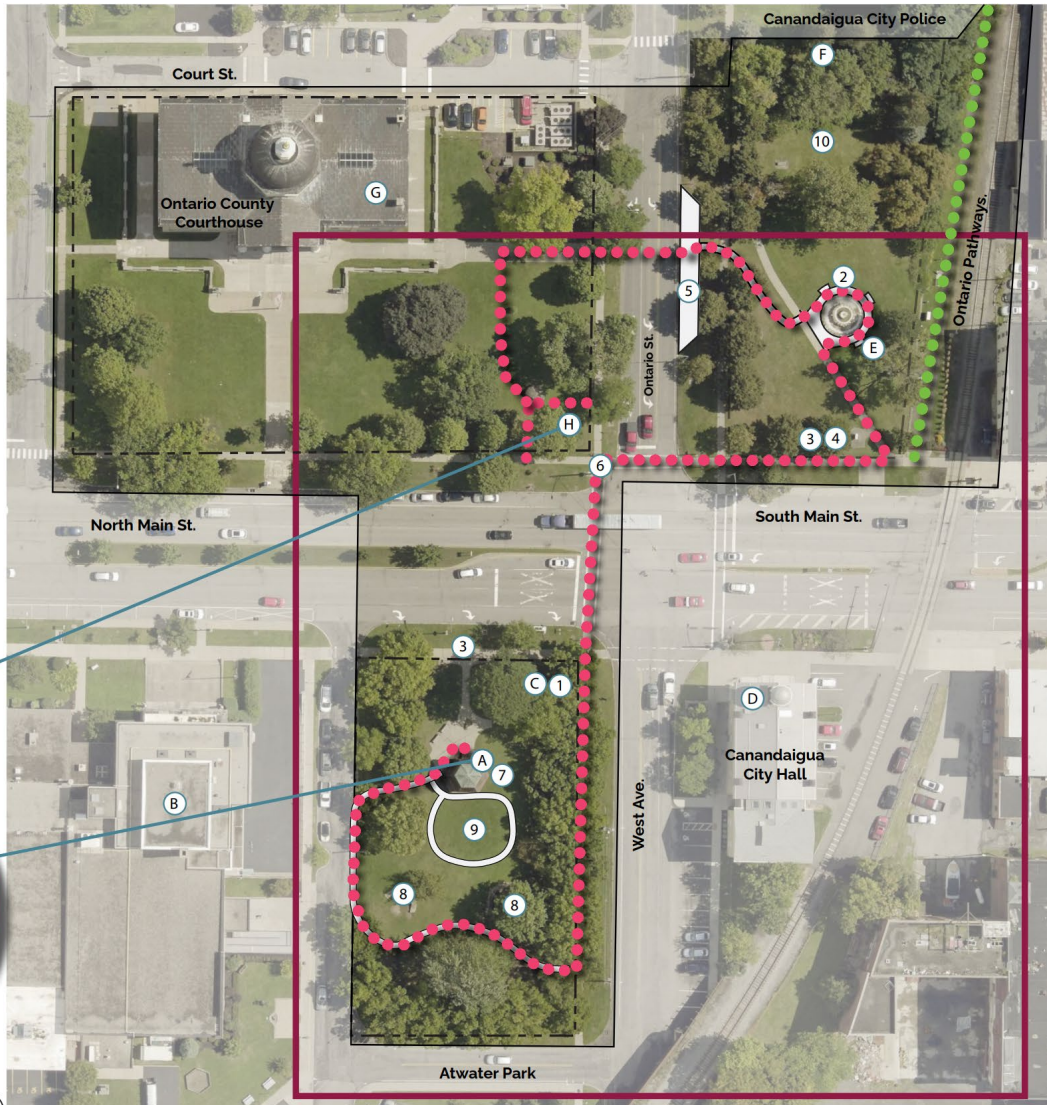
- 1 Restore existing fountain at Atwater Park
  - 2 Provide accessible path and seating around fountain
  - 3 Improve & supplement park identification signage
  - 4 Restore interpretive sign commemorating Canandaigua Public Square
  - 5 Provide ADA parking and access route to fountain
  - 6 Provide interpretive history trail
- A. Band Gazebo - constructed in 1912  
B. Former Post Office - constructed 1920  
C. Atwater Park Fountain - constructed circa 1910  
D. Canandaigua City Hall - constructed 1824  
E. Large Fountain - constructed circa 1888  
F. Blossom House & Canandaigua Hotel - 1814-1971  
G. Ontario County Courthouse - constructed 1857  
H. Council Rock - erected 1902
- 7 Provide power supply to gazebo
  - 8 Remove existing stone wall structures
  - 9 Provide picnic tables - Atwater Park & Canandaigua Inn Park



Proposed History Trail  
Interpretive Signage



Proposed History Trail  
Interpretive Signage  
SCALE 1"=70'





**Redevelopment of the Post Office could create a new local and regional destination just beyond the DRI boundary.**



*Source: Cleveland Prost*



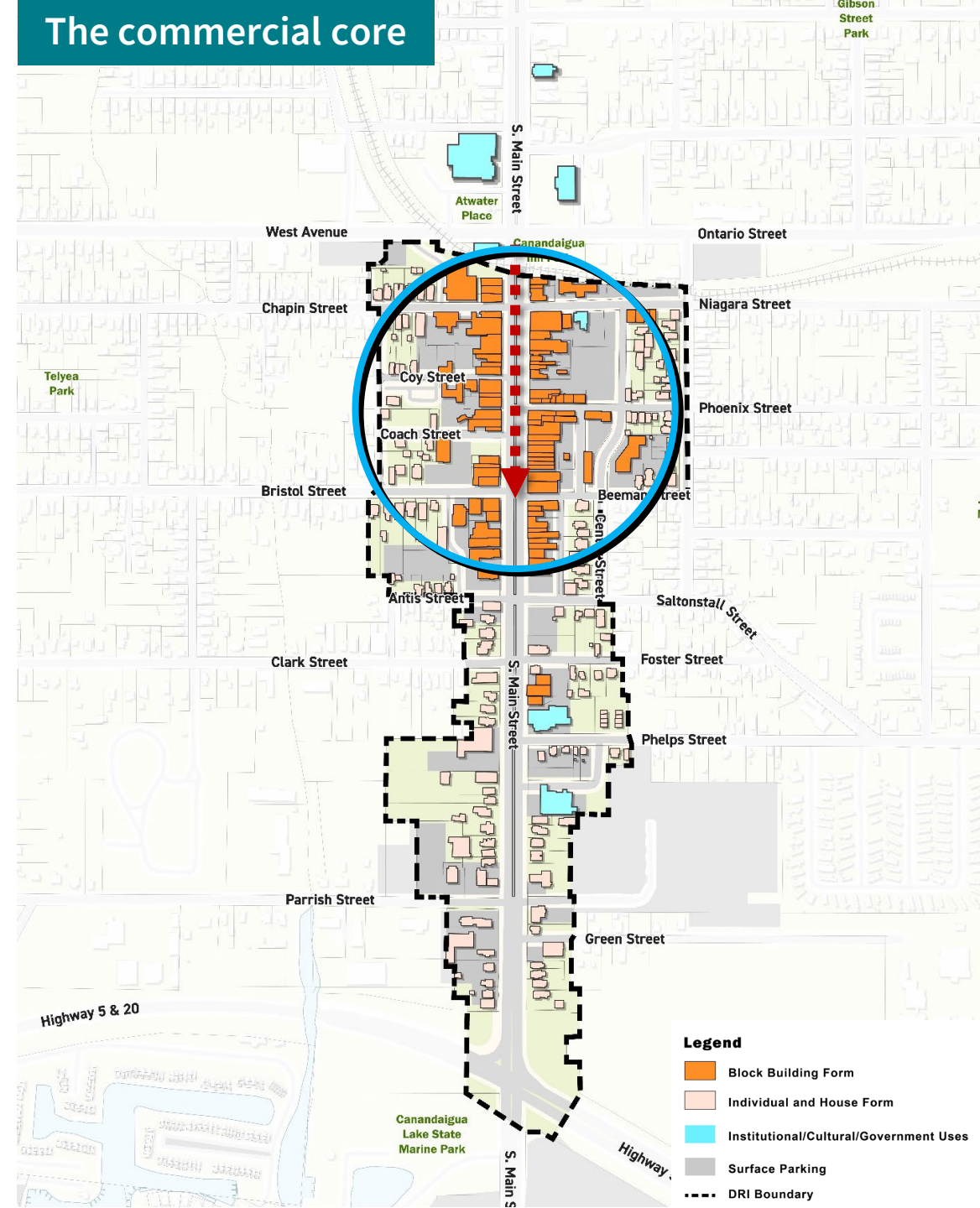
**The head of South Main Street offers a glimpse of Lake Canandaigua, but it's still quite a ways away.**



*Source: Reidman*



**The commercial core begins south of the railroad tracks. The urban fabric consists of block buildings built to the side property lines. Largely intact, it creates a cohesive urban character north of Saltonstall.**





**Two- to three-story buildings that are built from lot line to lot line create a well-defined Main Street.**





**While most of the retail spaces are occupied, there are many vacant upper stories that could be reactivated.**





**Some buildings have been replaced with new structures that deviate the height and mass of the traditional streetwall.**





**Many of the buildings on this segment of Main Street appear in good shape and have been improved. Others are in need of reinvestment.**





**Main Street itself is wide (~130'), but the median with mature trees makes it feel a bit more intimate, at least in the summer months.**



Source: Finger Lakes Visitors Connection



**The sidewalks on this segment of Main Street are generous, with space for patios/retail spill-out, walking, and street furniture.**



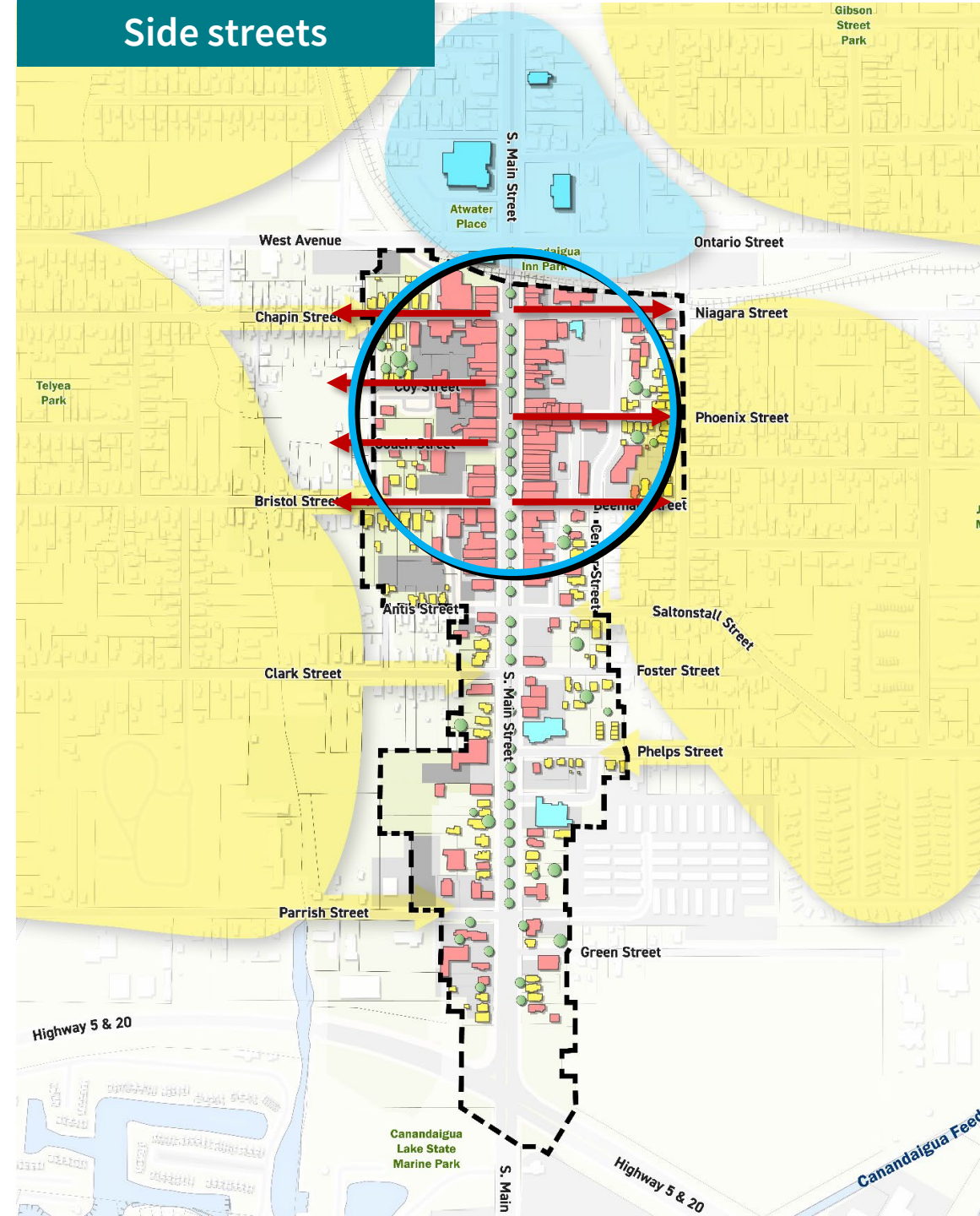


**There are only a few “gaps” in the building fabric of this segment of Main Street, but these have been transformed into public spaces.**





**Downtown's side streets connect to adjacent residential areas, but they also lead to other interesting things to see and do.**





**For example, bars / breweries, restaurants, distinctive architecture, the farmers' market, the train station, etc.**



*Source: Howard Hanna*



**For example, bars / breweries, restaurants, distinctive architecture, the farmers' market, the train station, etc.**



Source: Howard Hanna



Source: Democrat & Chronicle



**Some of these side streets have a strong urban character and are noticeably quiet compared to Main Street.**



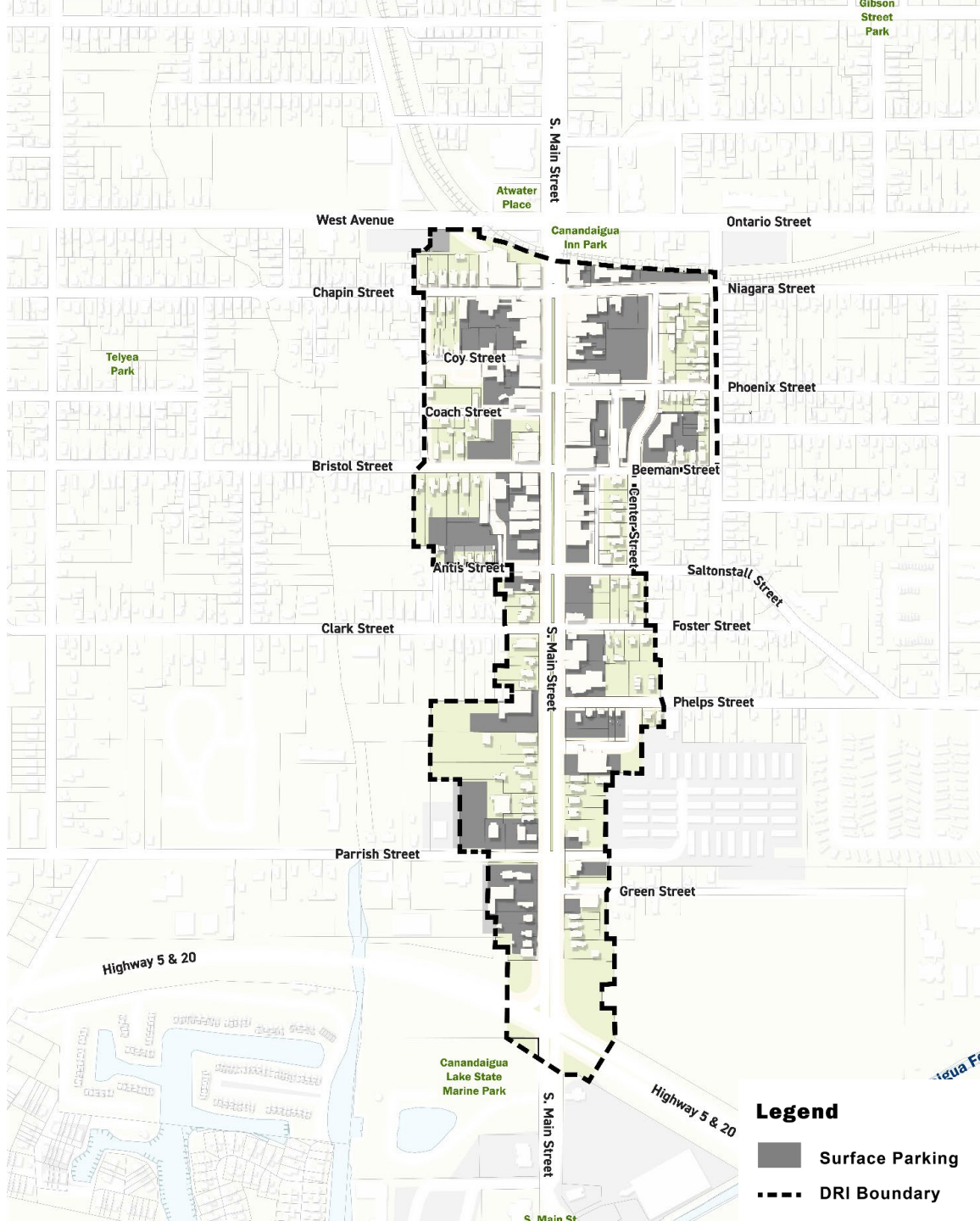


**Special landscape treatments, distinctive lighting, and restaurant / café patios can turn these streets into destinations for locals and visitors.**





Many streets lead to parking and vacant lots on the shoulders of downtown, disconnecting Main Street from its residential neighborhoods.

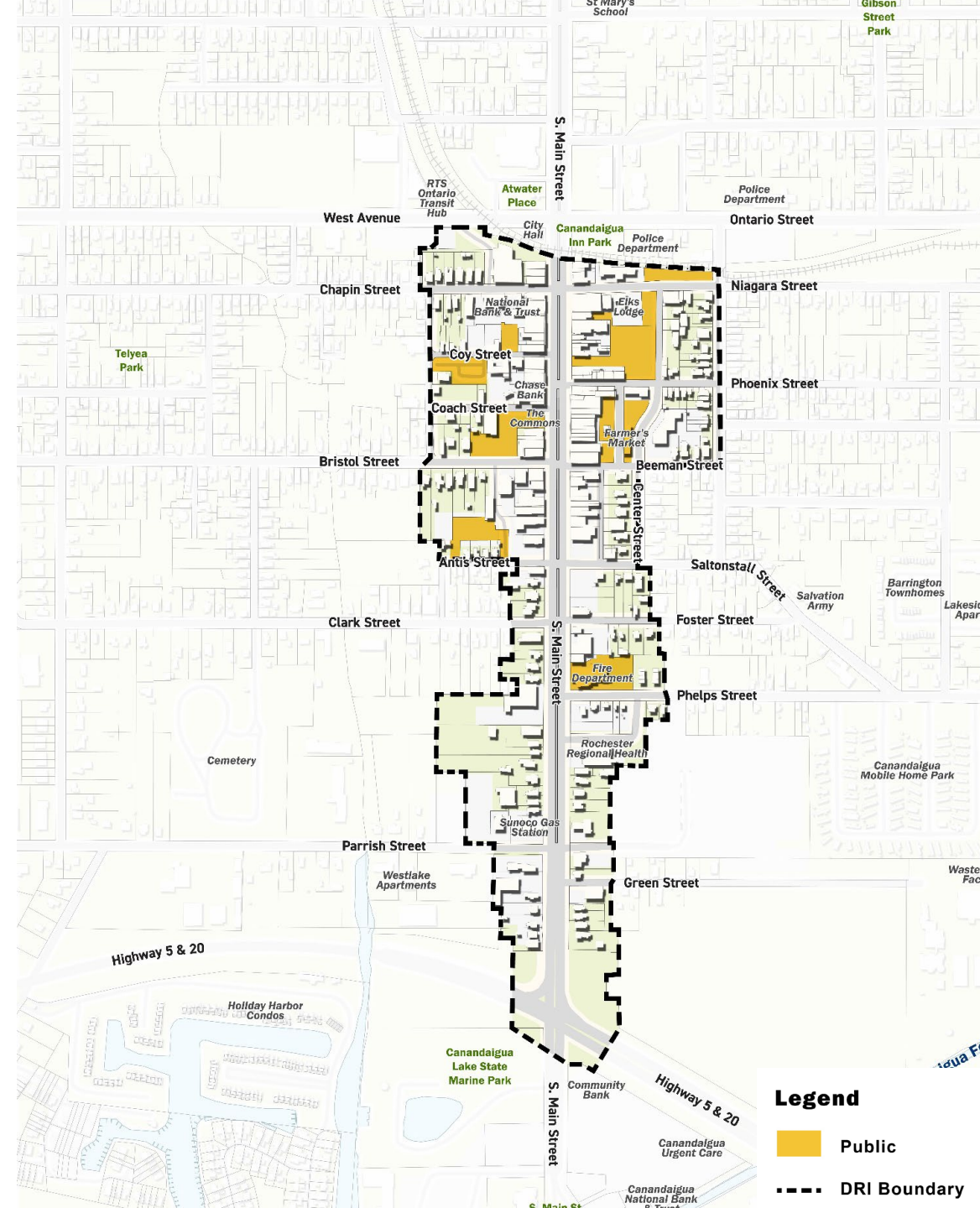




**Streetscape improvements, infill development, and wayfinding can enhance connections to Main Street and increase downtown vitality.**







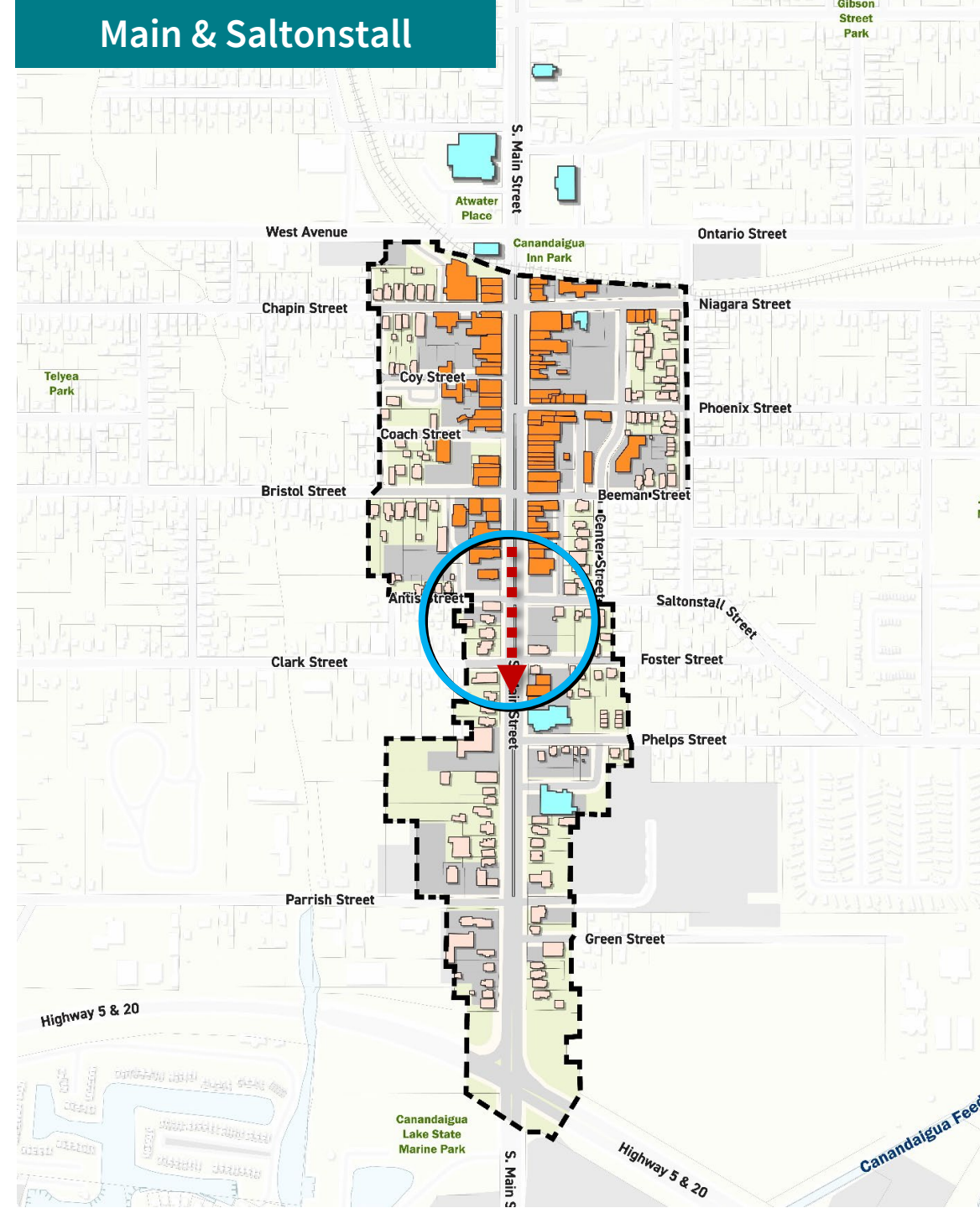


**Main Street feels wider as the lower-scale buildings do not frame the street the same way. It begins to lack a sense of enclosure.**





**Around Saltonstall, the character of Main Street begins to change from the urban block buildings to individual or house-form buildings situated within a yard.**





**There are gaps in the fabric, and newer development is more suburban: single-story, set back, and oriented to visible parking areas.**





**New development like this one has a more urban form, but its design could blend better with downtown's built form, which is more simple and rectilinear.**

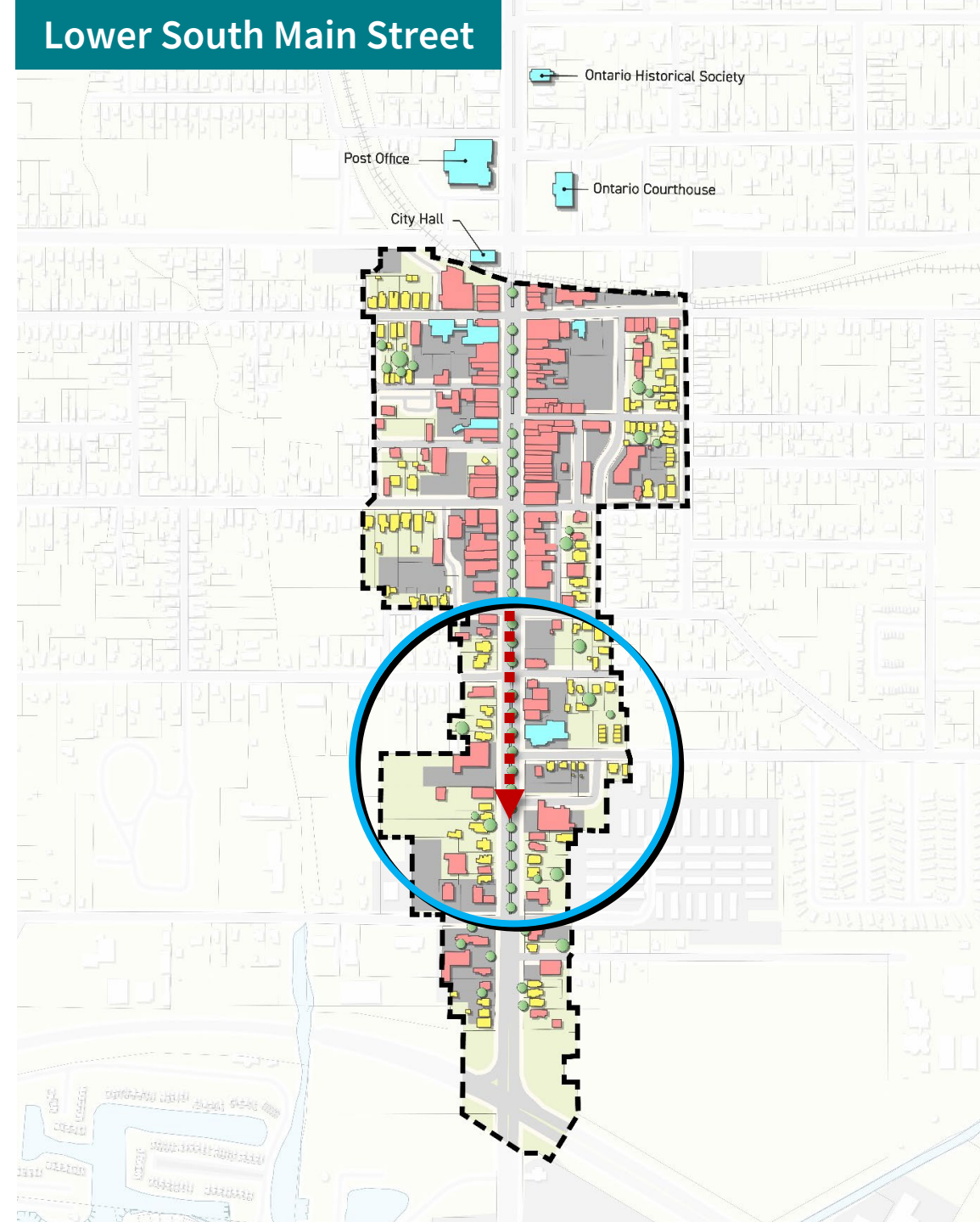




**Lower South Main Street was originally residential, similar to North Main Street, though more modest.**



## Lower South Main Street





**Zoning updates that have been undertaken recently are intended to prevent this type of suburban and automotive uses, which are not reflective of the historic character of the Main Street.**



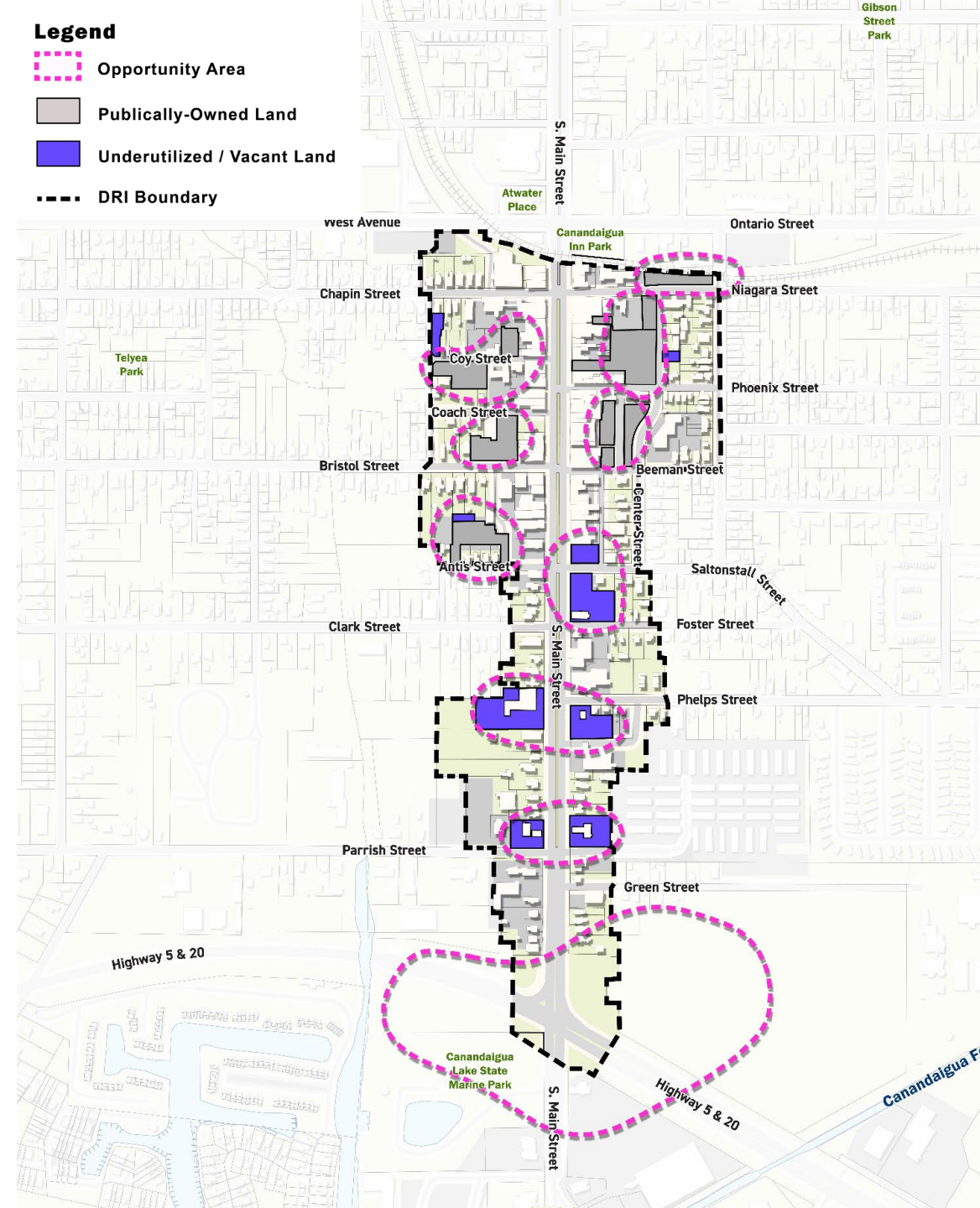


**Car-oriented uses that don't address Main Street make for a long and uninteresting walk to the lake. The median ends and Main Street gets wider, creating a more automotive and car-dominated environment.**



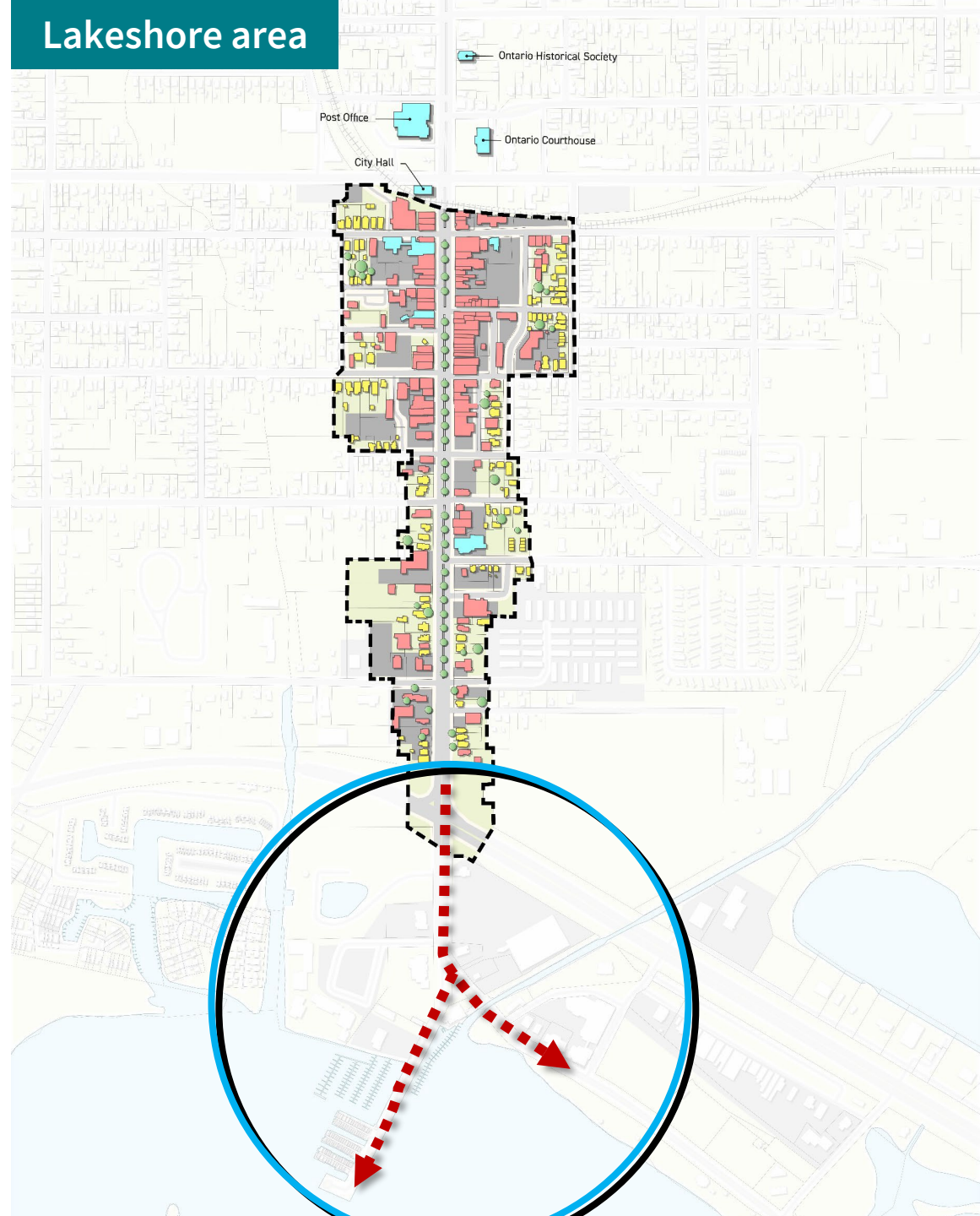


**In the long-term, vacant and underutilized sites can be redeveloped to create a more cohesive, urban environment that bridges downtown and the lake.**





**Main Street meets Highways 5 & 20 at an intersection that was designed to move traffic, though it handles fewer cars than some pedestrian-friendly intersections to the north.**





**Crossing the highway to the waterfront is a long, multi-step process that is inconvenient and uncomfortable at best, and at worst, it is unsafe.**





**Connecting downtown and the lakeshore is a good long-term planning goal and requires a theory not just about the roadway, but the built form and land uses along it.**





**But once you get there, there is lots to see and do. Filling in the gaps and connecting the waterfront and downtown is a good long-term strategy.**





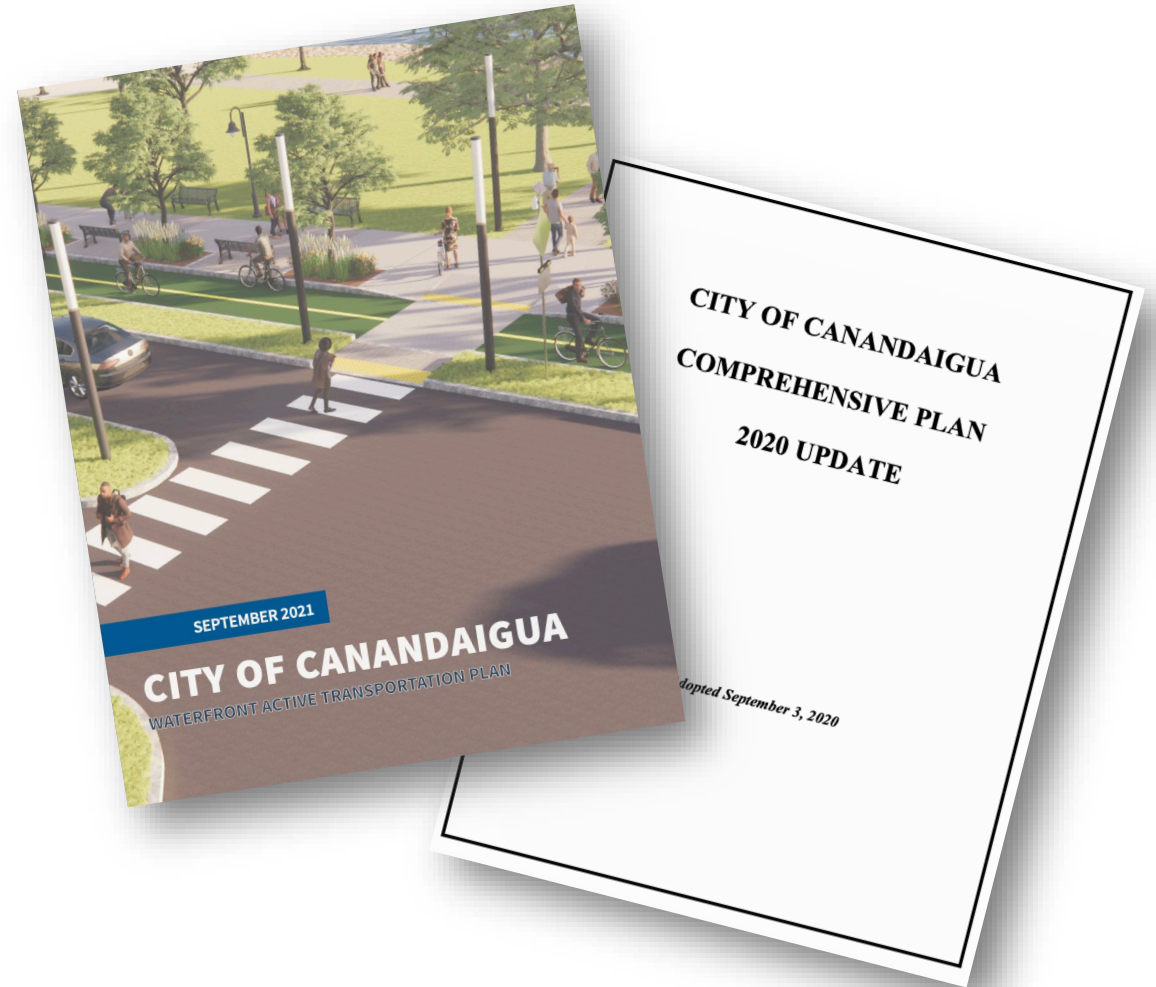
**The City's goal for the Lakeshore as a balanced, mixed-use area with a pedestrian friendly streetscape is slowly occurring. Carefully conceived buildings and landscapes can complement downtown and create more urban destinations.**





# Recent planning initiatives aim to understand downtown's challenges and opportunities and reinforce its role in the City

- Comprehensive Plan (2020)
- Waterfront Active Transportation Plan (2021)
- Architectural Standards (2017)
- Complete Streets Policy





**The Comprehensive Plan guides the long-term development of the City's built and environment. It's a tool to help the City make informed decisions over time.**

**Goal for downtown:**

1. Provide a mix of specialty and convenience retail/services.
2. Support *buy local* and *farm-to-table*
3. Permit offices only on upper floors and side streets
4. Encourage more restaurants and gathering places
5. Preserve and encourage institutional uses
6. Develop quality upper floors
7. Improve downtown parking





**The Comprehensive Plan guides the long-term development of the City's built and environment. It's a tool to help the City make informed decisions over time.**

**Goal for downtown:**

8. Work with transit provided to provide greater access
9. Study the feasibility of diverting truck traffic
10. Develop a distinct downtown character
11. Bury utilities
12. Support wider use of public spaces
13. Improve safety and security





**The Comprehensive Plan also provides direction for the evolution of South Main Street, which is “neither Downtown nor Lakefront”, and “neither residential nor commercial”.**

**Goals for South Main Street:**

1. Encourage mixed use
2. Encourage high-density residential
3. Develop a streetscape and architectural style
4. Improve the pedestrian environment at Main and 5 & 20
5. Consolidate the mixed-use zoning districts into one

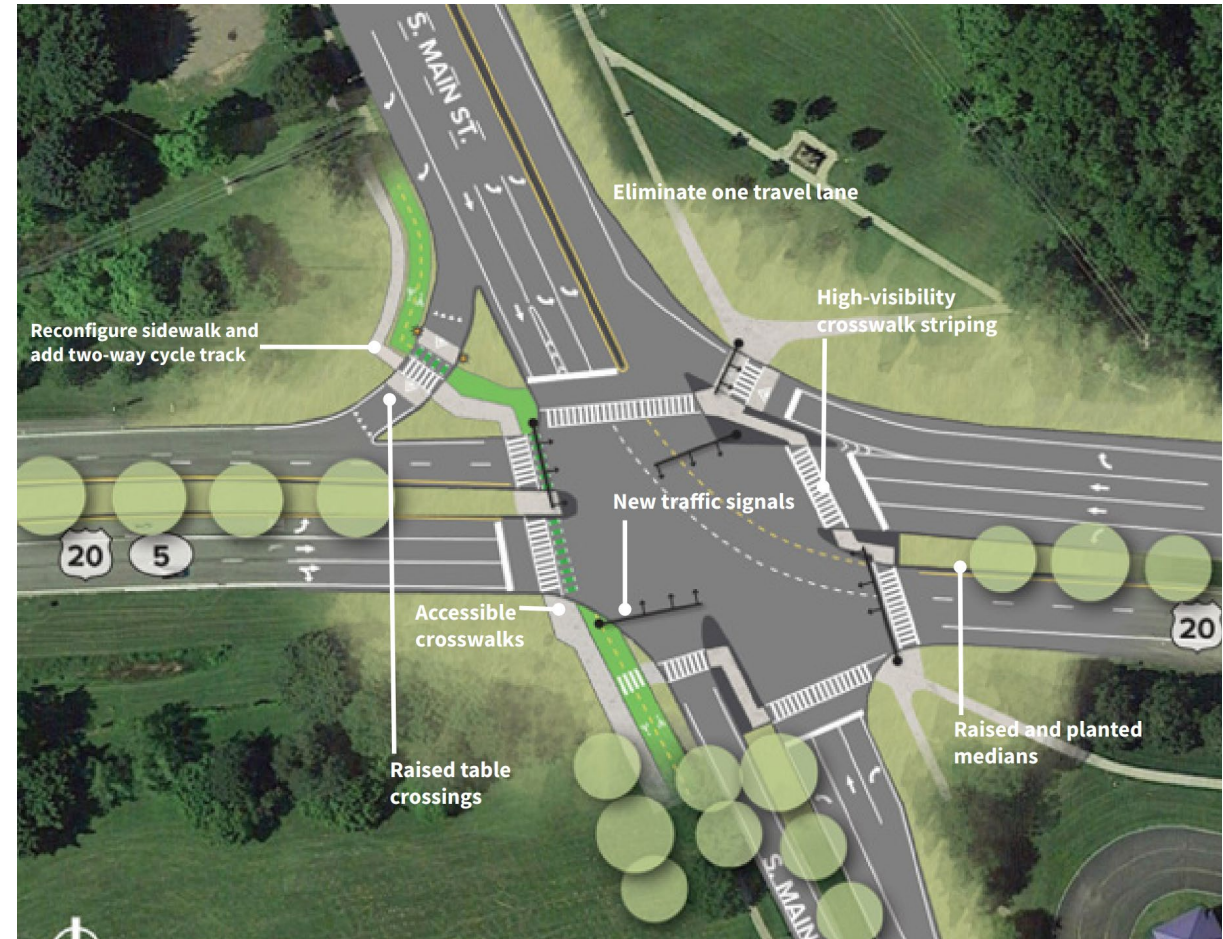




# The WATP (2021) identifies opportunities and challenges for pedestrian and bicycle access expansion and public realm improvements.





## As it relates to downtown, the Plan recommends:

- Two-way cycle tracks on the west side of South Main Street (from Saltonstall).
- Improvements to the Highways 5& 20 intersection.
- Cycle tracks & multi-use paths along the waterfront.
- Enhancements to City Pier.





# The FL REDC Strategic Plan identifies four core focus areas and includes specific strategies to improve the quality of life for individuals and communities and to support businesses, workers, investors and innovators

STRATEGY MAP								
VISION A future where the Region's knowledge-based economy enables all people, communities, businesses, and ecosystems to thrive at rates that lead the nation.					MISSION Be a state and national leader in sustainable and equitable economic development			
					PRIORITIES			
					<div><div>EFFECTIVENESS</div><div>INCLUSIVITY</div><div>ALIGNMENT</div><div>SUSTAINABILITY</div></div>			
TOPICS	TARGET AREAS	PEOPLE	COMMUNITIES	BUSINESSES	WORKERS	COMMERCIAL DEVELOPERS	STARTUPS	INNOVATION ECOSYSTEM
		<ul style="list-style-type: none"><li>Historically-excluded populations</li><li>Diversity (BIPOC, LGBTQIA+, Disability)</li><li>Socioeconomic mobility</li><li>Talent retention and attraction</li></ul>	<ul style="list-style-type: none"><li>Urban</li><li>Suburban</li><li>Rural</li></ul>	<ul style="list-style-type: none"><li>Optics, Photonics, and Imaging</li><li>Food Production and Agriculture</li><li>Next Generation Manufacturing</li><li>Healthcare and Life Sciences</li><li>Software and Information Technology</li></ul>	<ul style="list-style-type: none"><li>Ecosystem Alignment</li><li>Career Exposure and Advancement</li><li>Worker Supports</li></ul>	<ul style="list-style-type: none"><li>Residential</li><li>Industrial</li><li>Office/Healthcare</li><li>Retail</li><li>Brownfield/Historic</li></ul>	<ul style="list-style-type: none"><li>NextCorps</li><li>Luminate</li><li>Grow-NY</li><li>The Commissary</li><li>Cornell AgriTech</li></ul>	<ul style="list-style-type: none"><li>Federal Tech Hub Designation</li><li>DoD/DoE/NSF Award Clusters</li><li>Excell Partners</li><li>The REMADE Institute</li><li>SBIR Clusters</li></ul>
CORE FOCUS AREAS	QUALITY OF LIFE	Enhance access and availability to affordable "live/play" supports	Enhance community vibrancy through placemaking projects	Enhance and leverage community assets to attract new talent	Increase availability and access to affordable housing options	Encourage development with a focus on responsible and sustainable use	Leverage quality of life to attract, retain, and support early-stage companies	Leverage quality of life to attract, retain, and support world-class R&D talent
	WORKFORCE DEVELOPMENT	Expand access and availability of affordable skills attainment and career pathways	Increase integration between community assets (e.g. public libraries) and regional workforce initiatives	Connect and accelerate employers' recruitment, hiring, and retention through regional workforce supports	Ensure social supports to expand access to career and skill pathways	Invest in expanded career pathways for construction/building trades	Expand and diversify the talent pipeline and training resources available and affordable to startups	Unify high-demand skill sets across private, public, non-profit, and academic partners in the Region
	BUILT ENVIRONMENT	Regionalize infrastructure development to promote both expansion and cost effectiveness	Ensure community infrastructure meets current and future needs	Ensure regional infrastructure and local development can support critical requirements for attraction/expansion	Increase access to reliable, affordable broadband throughout the Region	Ensure regional infrastructure and local development can support critical requirements (time/cost)	Target and expand infrastructure and supports to aid early-stage growth requirements	Catalyze assets (e.g., UR LLE, RIT NanoLab, URMCI) with new investment to attract more R&D/commercialization
	INDUSTRY GROWTH	Enable more access and availability of high-quality jobs with career pathways to earn at and beyond a living wage	Support communities in development opportunities to foster attraction and expansion of strategic industries	Identify, activate, and support growth within Region's strategic industry sectors	Align workforce development priorities to the near- and long- term needs of Region's industry sectors	Optimize Region's consumer and industry pipeline to balance supply and demand of in-Region development	Maintain and augment alignment of startup opportunities to Region's strategic industry sectors	Improve tech transfer and IP development to yield greater commercialization



# **Demographic & Economic Profile & Market Opportunities**

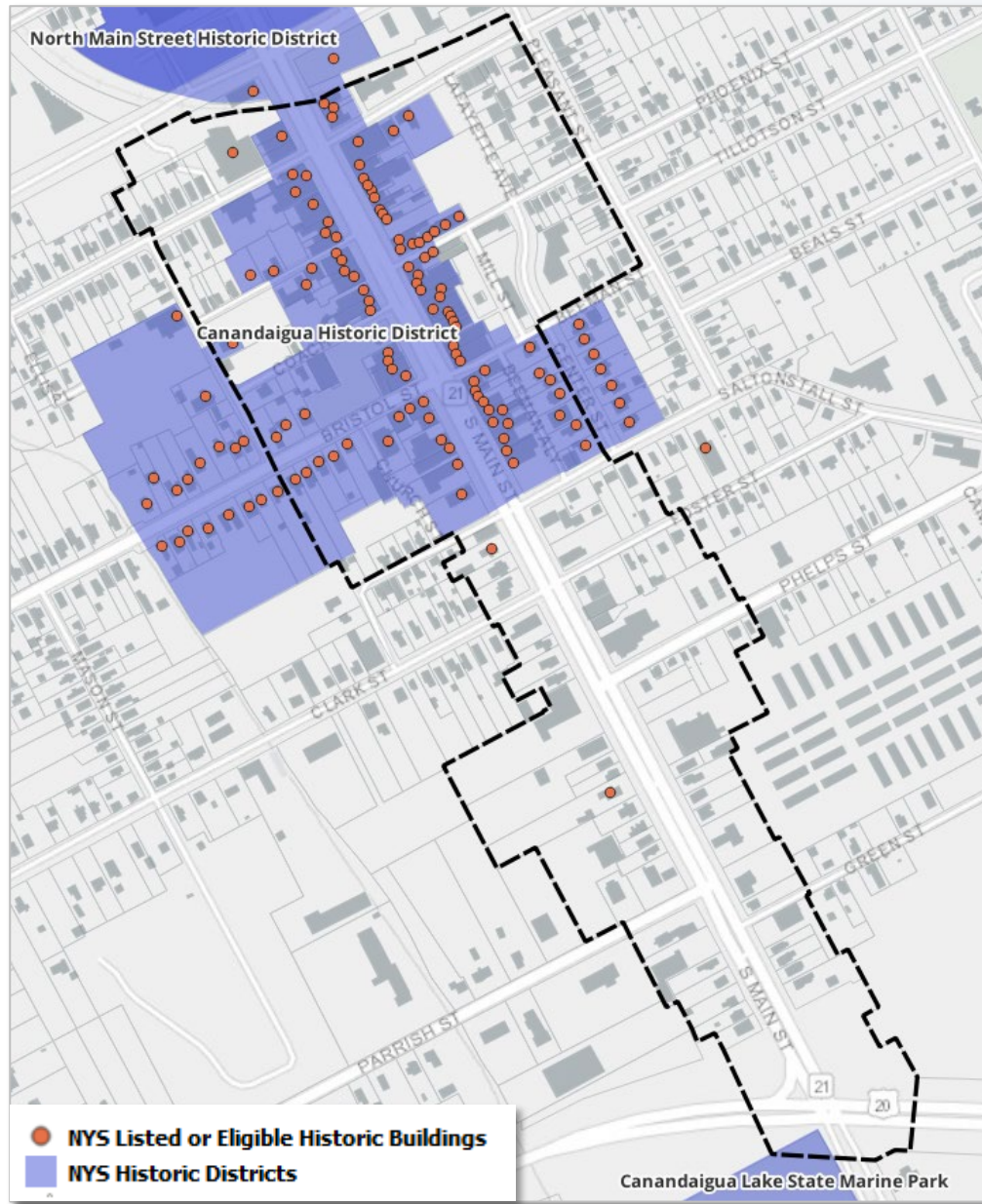


Accommodating rental housing units in downtown will assist in providing workforce housing, as well as increase the amount of discretionary income, benefiting local retailers, service businesses and restaurants.

An inventory of upper story apartment units should be performed and a determination made as to how many are vacant but suitable for occupancy.



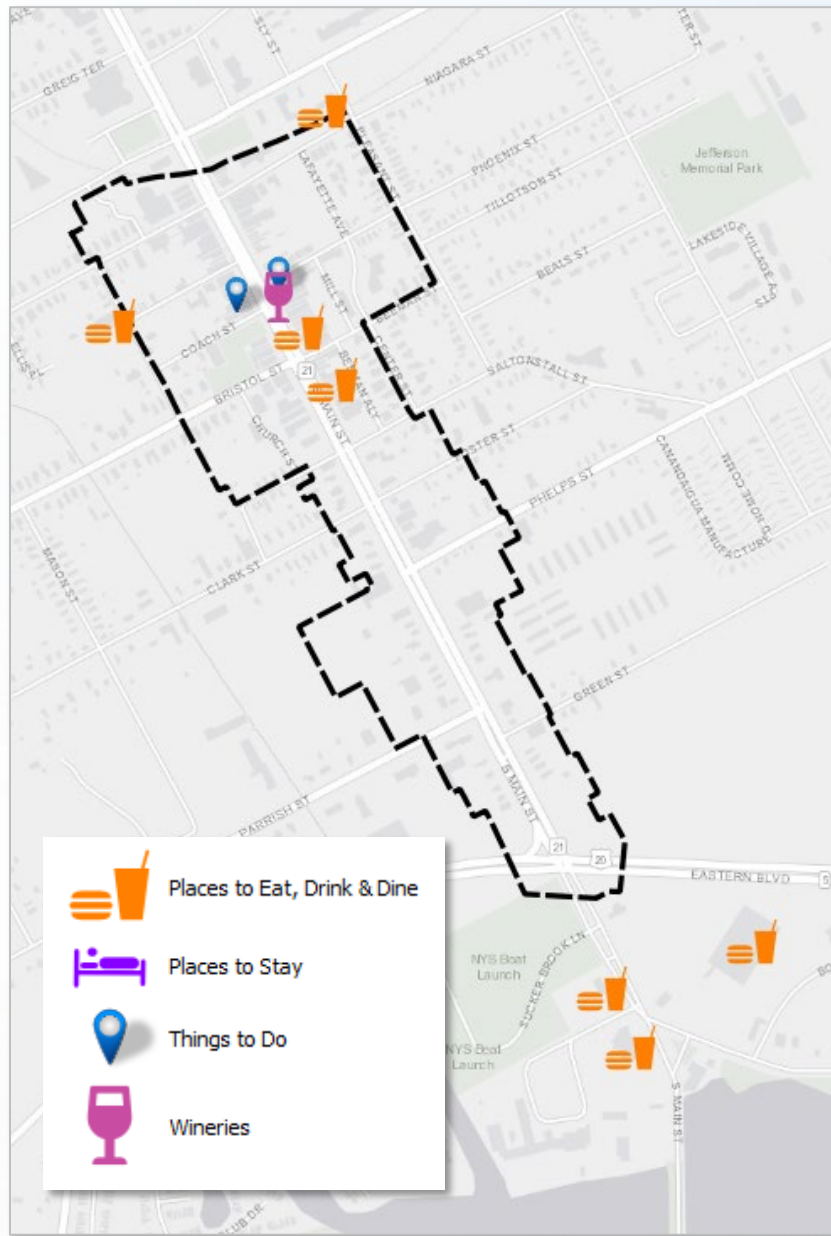




The Canandaigua Historic District should be leveraged to the greatest extent through year-round programming to attract both residents and area tourists; the increase in both will greatly benefit local businesses.

Programming during the offseason (from Labor Day through Easter) should be given consideration to help ameliorate the drop-off in spring and summer tourism.





Source: Canandaigua Lake Wine Trail

Leveraging the City's proximity to the waterfront and Finger Lakes tourism attractions is critical and can be accomplished through cross marketing with the events occurring in other small Cities in the Finger Lakes region.



The DRI Area is currently home to approximately 515 housing units and 260 households.

The DRI Area and the City are expected to experience relatively flat overall population and household growth through 2029.

The median age in the Canandaigua DRI Area (38 years) is much younger than that in the City (45 years), with the DRI Area having a lower shares of persons over 60 years old.

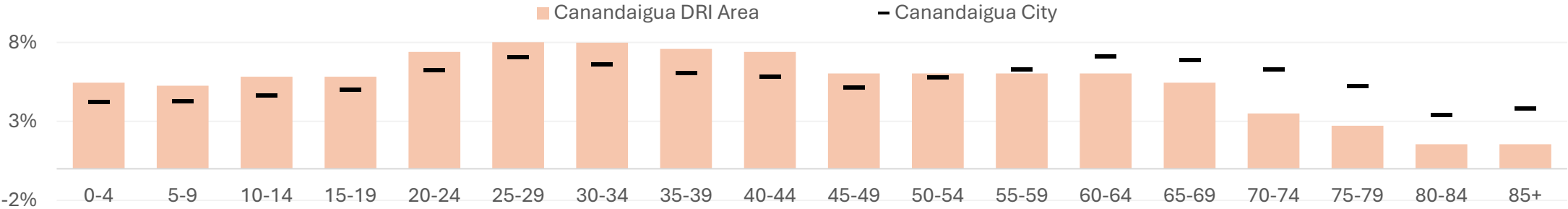
Population Estimates & Projections

Study Area	2024	2029	2024-2029
DRI Boundary	514	503	-11
Canandaigua City	10,963	11,145	182
Ontario County	113,170	113,454	284
Finger Lakes Region	2,004,158	1,984,353	-19,805

Household Estimates & Projections

Study Area	2024	2029	2024-2029
DRI Boundary	262	263	1
Canandaigua City	5,201	5,443	242
Ontario County	47,829	49,127	1,298
Finger Lakes Region	845,735	860,042	14,307

Population Distribution by Age, 2024



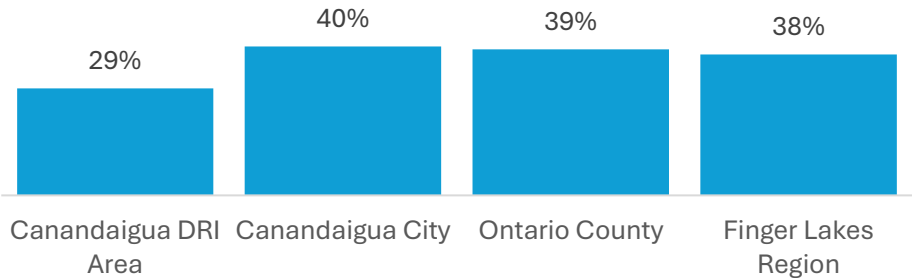


Educational attainment and income levels in the Canandaigua DRI Area are relatively low compared to those in the City, County, and Region.

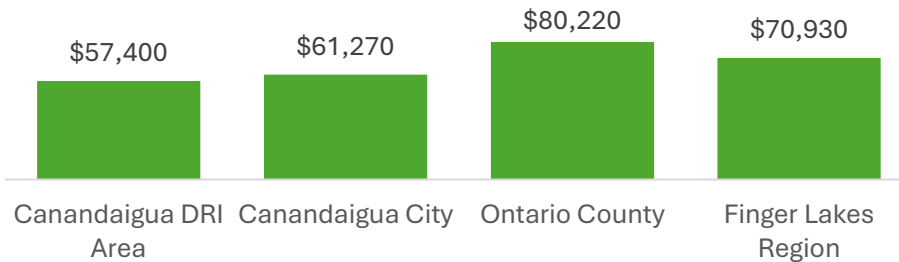
The median household income in the Canandaigua DRI Area (\$57,400) is \$22,820 less than that in the County (\$80,220).

The largest share of households in the Canandaigua DRI Area (26%) have household incomes between \$50,000 and \$75,000 per year.

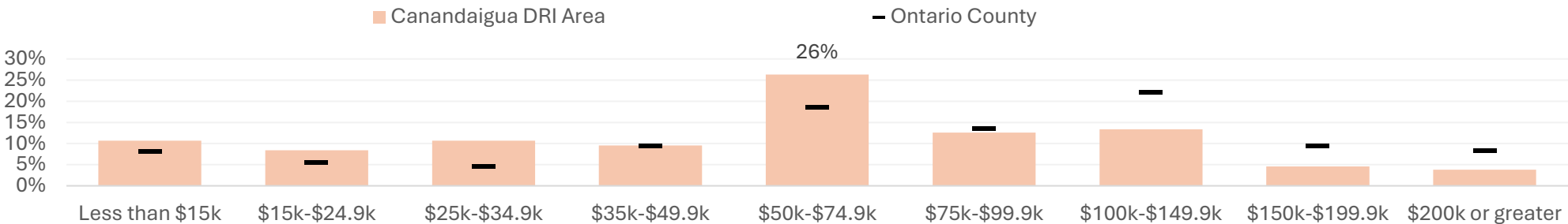
**Educational Attainment: Share of Adults with Bachelor’s Degree or Higher, 2024**



**Median HH Income, 2024**



**Median HH Income Distribution, 2024**

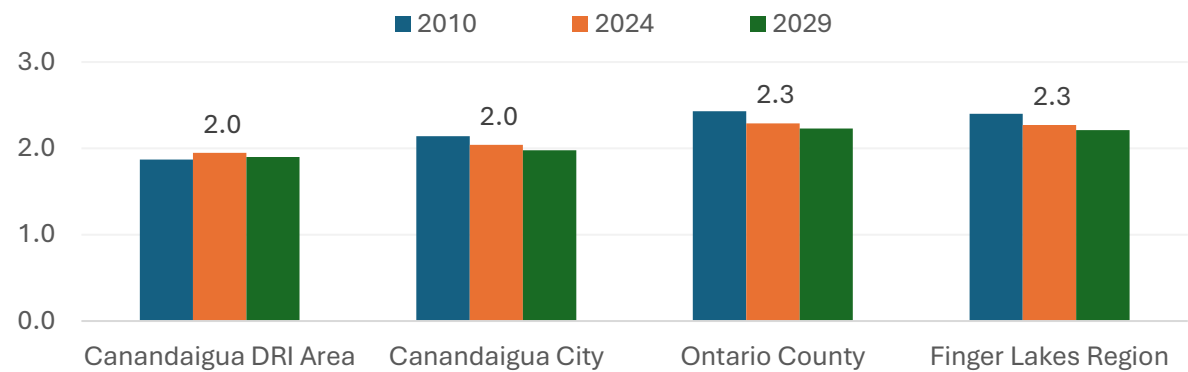




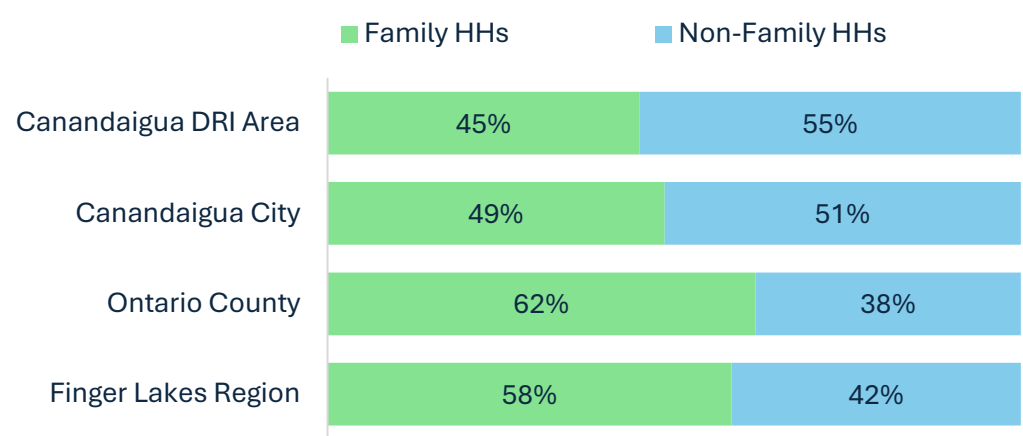
The median household size in the Canandaigua DRI Area (2.0 persons per household) is like that in the city with the median age among all geographies expected to declining slightly over the near term, largely due to stronger growth among non-family households.

Currently, in the Canandaigua DRI Area, non-family households represent 55% of all households, and family households represent 45% of all households.

Median Household Size Trends & Projections



Household by Family Type, 2024

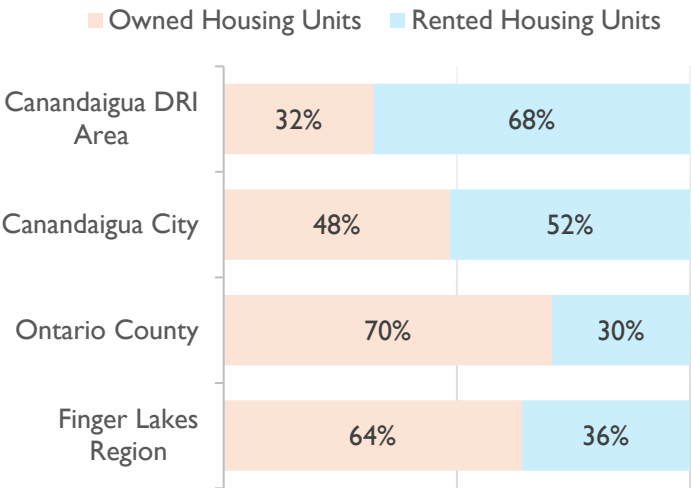




**Renters:** Approximately 68% of occupied housing units in the Canandaigua DRI Area are renter-occupied. In 2022, the average gross rent (includes rent and utilities) in the Canandaigua DRI Area was \$1,049.

**Owners:** Approximately 32% of occupied housing units in the Canandaigua DRI Area are owner-occupied. The median home value in the Canandaigua DRI Area (\$132,639) is 2.3 times its median household income (\$58,660), suggesting that housing is generally affordable for local households looking to purchase a home.

**Housing Tenure as Share of Total Occupied Units, 2024**



**Housing Costs, 2022**

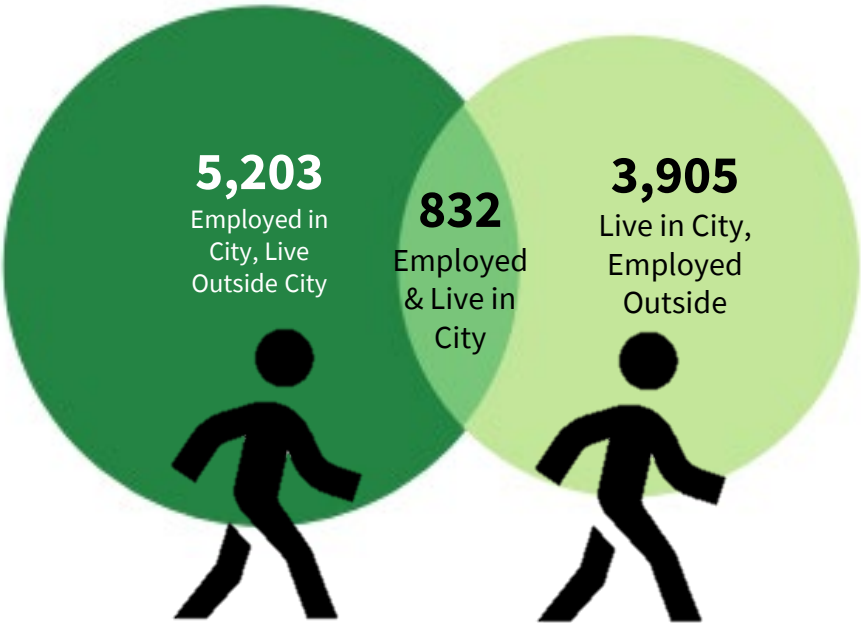
	Canandaigua DRI Area	Canandaigua City	Ontario County	Finger Lakes Region
Median Gross Rent	\$1,049	\$1,015	\$1,061	\$1,032
HHs w/Gross Rent 30%+ of Household Income	16.8%	14.3%	6.2%	7.1%
Median Household Income	\$58,660	\$59,144	\$76,603	\$69,392
Median Home Value	\$132,639	\$212,600	\$192,800	\$171,110
Median Home Value / Median HH Income	2.3	3.6	2.5	2.5



Total Primary Workers: In 2022, there were approximately 760 primary jobs located in the Canandaigua DRI Area. From 2012 to 2022, while the City of Canandaigua experienced a net loss of approximately 430 jobs, the Canandaigua DRI Area gained approximately 40 net new jobs.

Commuting Primary Workers: In 2022, approximately 5,200 workers commuted into City of Canandaigua for work, and approximately 1,300 primary workers commuted more than 25 miles into the City to work.

**Primary Jobs Inflow/Outflow:  
Canandaigua City, 2022**



**Recent Primary Job Trends, 2011-2021**

	Canandaigua DRI Area	City of Canandaigua	Ontario County	Finger Lakes Region
2012	725	6,466	47,288	862,718
2021	763	6,035	47,911	847,853
Change	38	(431)	623	(14,865)





# **Draft Vision, Goals & Evaluation Criteria**



# Preliminary vision from the DRI application

“

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.

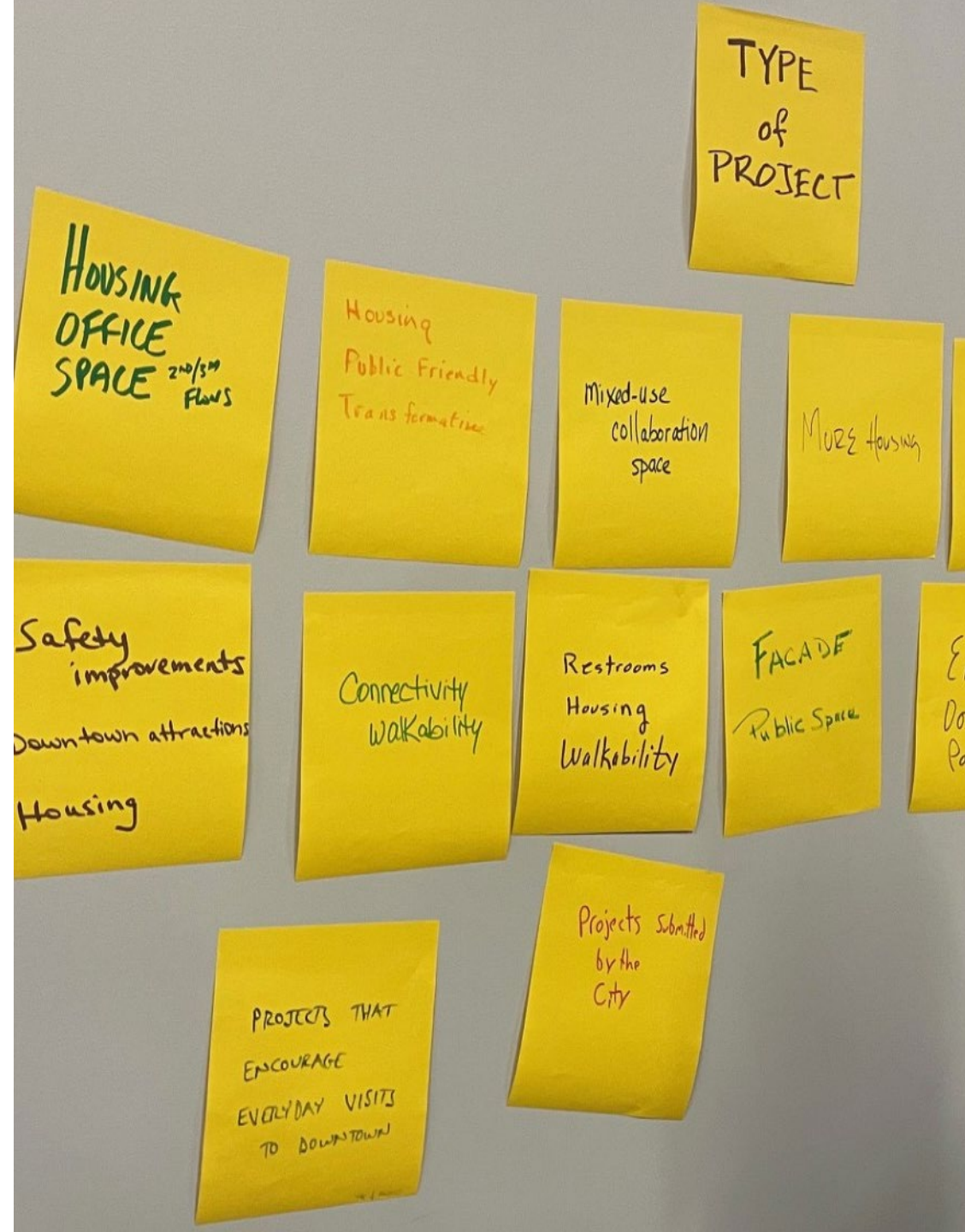
”



# Feedback from LPC Meeting #1

**At LPC Meeting #1, we did a  
visioning exercise to  
understand your thoughts on:**

- Downtown's challenges.
- The types of projects that are most needed.
- Desired outcomes for the DRI.





# Summarized feedback from LPC Meeting #1, the public workshop, and online survey

## Key challenges

Getting residents  
to shop local /  
everyday visits

Lack of  
housing

Limited  
opening  
hours

Parking can be  
difficult

Better  
integration with  
adjacent  
neighborhoods

Noise, traffic, and  
car culture

Walkability/ safety,  
including crossing  
Main Street

Under-utilized  
space (especially  
2<sup>nd</sup> and 3<sup>rd</sup> floors)

High cost of  
developing /  
improving  
buildings

Connectivity to  
Lakefront

Lack of  
destinations /  
activities to draw  
people, families



# Summarized feedback from LPC Meeting #1, the public workshop, and online survey

## Good outcomes

More things to  
do, places to go

Retain unique  
character &  
businesses

Buildings that are  
fully occupied,  
improved

More people living  
and shopping  
downtown

Beautiful,  
charming, quaint  
small city feel

A downtown that  
supports “multi-  
modal” activity

Enhanced parks  
(e.g., more attractive,  
landscaping, amenities)

Free  
flowing  
traffic



# Suggested refinements to the vision

“

Downtown Canandaigua will leverage its historic character and extraordinary location at the tip of Canandaigua Lake to reinforce downtown as a great place to live and visit.

Downtown and the lakefront will connect seamlessly via safe, quality walking and biking pathways and compact, mixed-use development along South Main Street. Downtown will be brimming with a diverse mix of local businesses, housing, events, and arts that create a vibrant atmosphere for residents and visitors of all backgrounds.

”

Introduced a broader, overarching statement



# Suggested refinements to the vision

“

Downtown Canandaigua will leverage its historic character and extraordinary location at the tip of Canandaigua Lake to reinforce downtown as a great place to live and visit.

Downtown and the lakefront will connect seamlessly via safe, quality walking and biking pathways and compact, mixed-use development along South Main Street. Downtown will be brimming with a diverse mix of local businesses, housing, events, and arts that create a vibrant atmosphere for residents and visitors of all backgrounds.

”

Notion of connectivity to the lakefront retained.



# Suggested refinements to the vision

“

Downtown Canandaigua will leverage its historic character and extraordinary location at the tip of Canandaigua Lake to reinforce downtown as a great place to live and visit. Downtown and the lakefront will connect seamlessly via safe, quality walking and biking pathways and compact, mixed-use development along South Main Street. Downtown will be brimming with a diverse mix of local businesses, housing, events, and arts that create a vibrant atmosphere for residents and visitors of all backgrounds.

”

Notion of mixed-use development on South Main Street brought up as a related idea.



# Suggested refinements to the vision

“

Downtown Canandaigua will leverage its historic character and extraordinary location at the tip of Canandaigua Lake to reinforce downtown as a great place to live and visit. Downtown and the lakefront will connect seamlessly via safe, quality walking and biking pathways and compact, mixed-use development along South Main Street. Downtown will be brimming with a diverse mix of **local** businesses, housing, events, and arts that create a vibrant atmosphere for residents and visitors of all backgrounds.

”

Based on feedback that one of downtown's strengths is its unique local businesses.



# Draft Goals

**Support the creation of diverse housing options and job opportunities through new development and the adaptive re-use of existing buildings.**





# Draft Goals

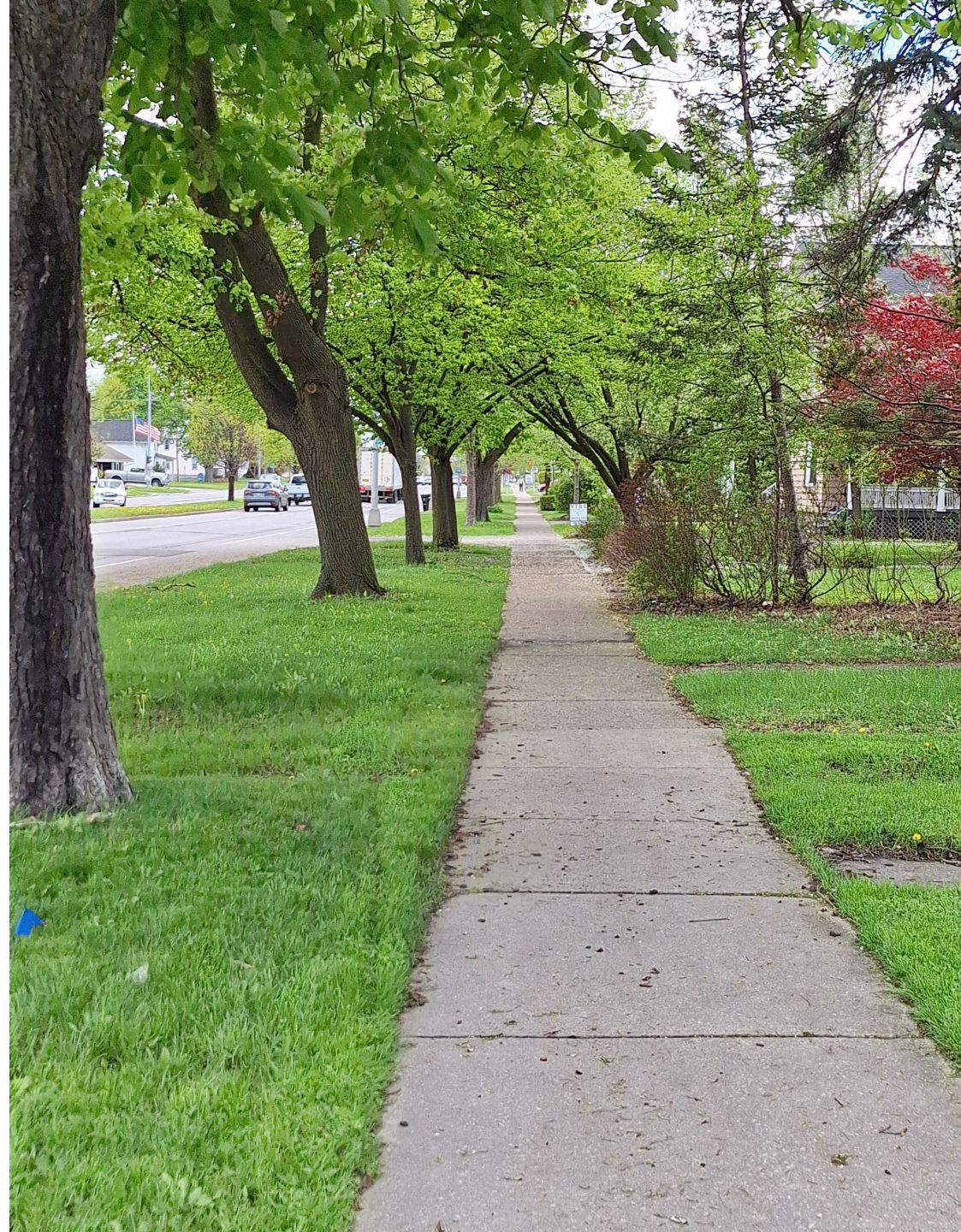
**Broaden downtown's appeal by providing retail, services, events, and other activities for residents and visitors of different ages and interests.**





# Draft Goals

**Promote active modes of transportation by improving connections between downtown, adjacent neighborhoods, and the lakefront.**





# Draft Goals

**Enhance the appearance of downtown through investment in public spaces and upgrades to building facades.**





# How will the LPC evaluate projects?

The LPC will evaluate projects using a worksheet or survey, like the example here.

The evaluation results are a useful starting point for discussion at LPC meetings, uncovering areas of strong alignment and shared concern.

Section 5 of 20

Project 4: Restore Kendig House as a Short-Term Rental

**Description:** This project proposes the rehabilitation of the second floor of the building at 16 North Virginia Street as a short-term vacation rental. Improvements include building upgrades to meet code requirements, full renovations of the second floor, and façade/exterior upgrades, including new windows, lighting, an accessible ramp, and painting. Improvements will create unique accommodations in the downtown and improve the appearance of the building.

**Note:** This project might be reduced in scope to renovate the exterior of the building only and be re-submitted as a Small Project Fund. This potential change is due to financing challenges. Until this is confirmed, please evaluate this as a stand-alone DRI project.

**Total Cost:** \$355,000  
**DRI Funding Request:** \$230,000 (65%)  
**Non DRI Funding:** \$125,000 (35%)  
**Project Sponsor:** Jazzy's Housekeeping Service (private)

Please find a link to all materials associated with this project here: [Project 4: Kendig House \(16 North Main St\)](#)

Photo of Kendig House (16 North Main St) and Conceptual Floor Plan



**Please indicate if you need to recuse yourself from evaluating this project.**  
If you recuse yourself from this project, please do not complete the evaluation for this project.

☐ I recuse myself from this project  
☐ N/A

**Alignment with DRI Vision**

Below is Waterloo's DRI Vision. How well does this project align with the DRI Vision?

"Downtown Waterloo will harness its remarkable location on the Erie and Cayuga-Seneca Canal and Route 20 to attract residents, visitors, and entrepreneurs. Well-maintained historic buildings, occupied storefronts, and a critical mass of residents living downtown will create vibrancy and prosperity. Downtown's unique range of shops, restaurants, and amenities will cater to residents while also enticing visitors to stop and explore. New and improved public spaces will make it easier to get around downtown and to Oak Island, which will be renewed as a recreation asset and focal point for community life."

Does Not Align      1      2      3      4      5      Strongly Aligns

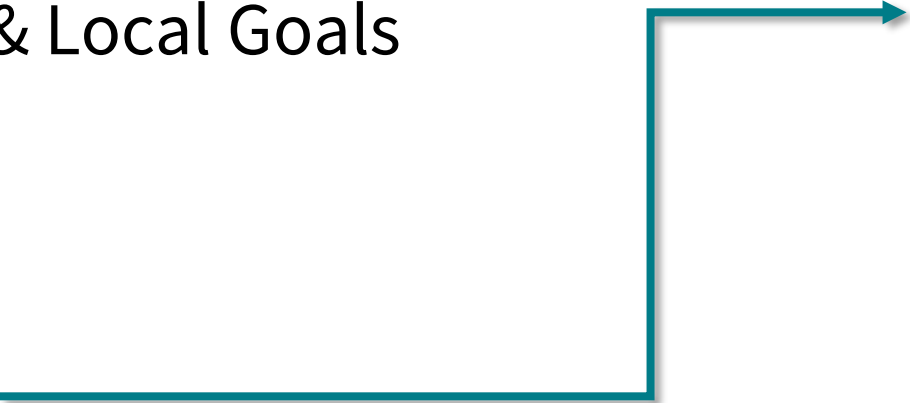


# How will the LPC evaluate projects?

**The LPC will evaluate projects using base criteria set out by the State and other criteria the LPC considers important.**

State Criteria:

- Alignment with State & Local Goals
- Project Readiness
- Catalytic Effect
- Co-Benefits
- Cost Effectiveness



*At our first meeting, you decided to evaluate cost-effectiveness on the basis of meeting the match requirement versus the match goal*



# What additional criteria should the LPC consider?

## How might these be defined?

### Examples include:

- Transformative potential
- Public support
- Community / economic benefits
- Market demand / feasibility
- Estimated project costs
- Need for DRI / ability to leverage other funds
- Job growth / tax base growth
- Sustainability (sustainable impact and/or maintenance)
- Capacity of the sponsor
- Local capacity to sustain the project / initiative





**What's Next?**



# Next Steps

- Ongoing discussions with project sponsors (until July 11)
- Circulation of written Downtown Profile & Assessment for review.
- Next LPC meeting – July 29<sup>th</sup>
  - Presentation of Open Call Submissions

**Program resources can be found at:**

**<https://www.ny.gov/programs/downtown-revitalization-initiative>**

**OR**

**[www.CanandaiguaDRI.com](http://www.CanandaiguaDRI.com)**



# Public Comment



# Public Comment

Please be respectful and follow these guidelines:

- State your name and affiliation (as applicable)
- Please limit comments to 3 minutes

**Program resources can be found at:**

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