

Date	May 21, 2025 (6:30-8:30pm)
Project	Canandaigua Downtown Revitalization Initiative (DRI)
Location	Wood Library, Ewing Family Community Room, 134 N. Main Street, Canandaigua, NY
Attendees	Urban Strategies Inc., Department of State, Mayor and City of Canandaigua Councilmembers, members of the public (~10)
Purpose	To Launch Engagement Activities for the Canandaigua DRI

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### **Overview**

Two public workshops are planned as part of Canandaigua DRI process. Public engagement, along with other engagement activities, will ensure that the Strategic Investment Plan and the projects recommended for DRI funding are related to the community's needs and aspirations. Input from these events will factor into the DRI vision and goals, aspects of the Downtown Profile and Assessment, and the projects that are recommended by the Local Planning Committee (LPC).

### **Purpose**

*Public Workshop #1 was the official public launch of the Canandaigua DRI, providing an opportunity for the public to learn about the DRI, including the goals of the program, the overall process and timeline, and opportunities to get involved, and to and provide early input. Specifically, the event aimed to have people weigh in on the opportunities and issues that the downtown is facing today, and to solicit initial feedback on the vision that was put forward in the Village's initial application to the DRI program.*

### **Meeting Agenda**

- Team Introductions
- Brief Overview of the DRI – Goals, Process, and Public Engagement
- Draft Vision for Downtown Canandaigua
- Open Call for Projects
- Providing Your Input Tonight
- Questions & Answers

## ***Meeting Summary***

Below is a high-level summary of the presentation materials from the May 21 public workshop. Please visit [CanandaiguaDRI.com](http://CanandaiguaDRI.com) to view the presentation materials as well as the display panels.

- Urban Strategies provided opening remarks introduced members of the DRI team, including the DOS representative, and the members of the LPC who were present.
- Urban Strategies delivered a presentation, which included:
  - An overview of the DRI, touching on:
    - The goals of the program, with examples of DRI projects that have been implemented in nearby communities, including Seneca Falls, Geneva, and Batavia.
    - An overview of the overall DRI program, spanning the City's successful DRI application to the implementation of successful DRI projects.
    - The purpose of public engagement and the various opportunities for getting involved in the process, including public comment periods at LPC meetings, future workshops, and online surveys.
- Urban Strategies also provided an overview of the Open Call for Projects, covering:
  - The various ways that projects are identified.
  - The eligible and ineligible project types.
  - Project requirements (e.g., within the DRI boundary, match requirements, alignment with State goals, transformative potential, decarbonization).
  - How the LPC will evaluate projects.
  - How to learn more about the Open Call for Projects, including the Information Session that was going to be held the following evening, the [CanandaiguaDRI.com](http://CanandaiguaDRI.com) website, and one-on-one office hours with the Urban Strategies team.
- Urban Strategies shared the City's DRI vision and described how it would continue to evolve based on feedback from the LPC and engagement activities, including the public work.
- Last, Urban Strategies provided an overview of the how participants could provide their input at the event. Specifically, participants were asked to use dots and post-it notes to respond to the following questions on the display panels:

- What do you love about downtown Canandaigua? What are its strengths/assets?
- What are downtown Canandaigua's key issues?
- Are there parts of downtown that need improvement?
- What would entice you and your family to spend more time downtown?
- What types of projects would benefit downtown Canandaigua the most?
- A summary of the public input is provided at the end of this document.

## ***Questions and Discussion***

- A member of the public asked how they should prepare an application if the vision hadn't been finalized and the local goals hadn't been developed. The vision is only expected to be refined, and the local goals are intended to build on the State's goals for the DRI program and to make them more locally specific.
- A member of the public asked about State contracting requirements and any flexibility certain requirements given challenges in finding Minority/Women-Owned Business Enterprises (MWBEs). Projects would be subject to various State requirements, such as competitive procurement and MWBE goals. The exact details of these requirements would vary depending on the contracting agency. The MWBE goals are goals, and exceptions can be made if good faith efforts to retain MWBE consultants is documented.
- A member of the public asked how a DRI grant related to any necessary approvals. A DRI award doesn't override any required approvals (e.g., use/area variances, site plan approval, rezoning, State / Federal Historic Preservation approvals, SEQRA, rezoning, etc.). There is a section of the project application where project sponsors should identify necessary approvals, and the consultant team will help confirm this and whether the approvals present significant hurdles to project implementation or not.
- A member of the public asked about the timelines for project awards, contracting with the State, and being reimbursed by the State. Project awards are expected to be announced in early, 2026. The contracting process may depend on the nature / complexity of the project and state agency, but typically is complete within several months of the award. There is no standard timeline for reimbursement once a project is complete.
- A member of the public asked for clarification on the match requirement versus the match goal. The LPC set a match requirement of 30%, which private project

sponsors must provide. A match goal (optional) of 40% was established to encourage more private investment through the DRI. The criteria used by the LPC to evaluate projects will factor in whether a project sponsor meets the match goal or match requirement (as “cost effectiveness”).

### ***Input from the Public***

- The vision should consider not just biking and walking, but “multi-modal”
- How many people commute into downtown each day? How can you encourage those people to leave their cars at home?
- How can you market downtown as a place to live? What amenities are needed to encourage people to move downtown?
- Placemaking / wayfinding should considering “neighbourhood branding” e.g., identifying and naming certain areas.
- Downtown is attractive to older people, we need businesses to attract the 20-30 year olds.
- Car culture needs to change.
- Downtown is promising and has potential to be vibrant.
- More placemaking
- Parking limit on Main Street is too short for shopping & dining.
- Downtown has great character.
- Better integration of downtown and its adjacent neighborhoods.