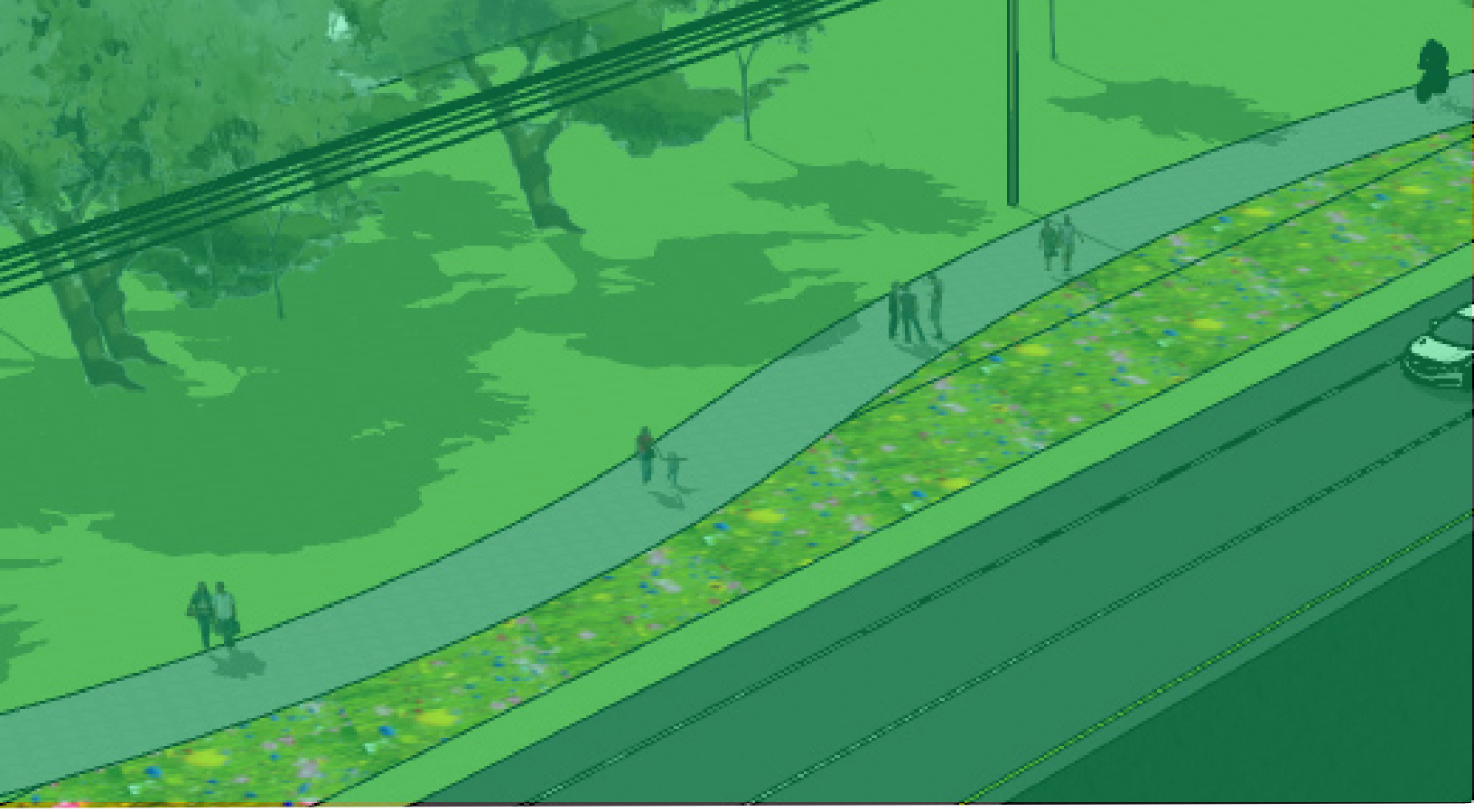
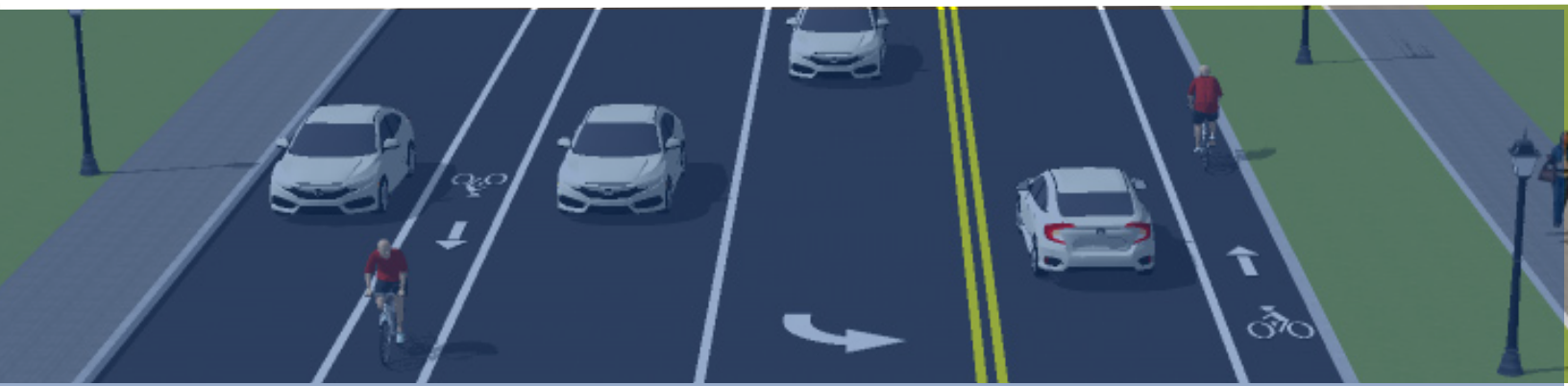


STATE ROUTE 332 AND ROUTE 96
SUB-AREA STUDY

TOWN OF CANANDAIGUA, NY
TOWN OF FARMINGTON, NY
ONTARIO COUNTY

DRAFT JULY 2021



ACKNOWLEDGMENTS

STEERING COMMITTEE

Jody Binnix ..... Genesee Transportation Council
Ron Brand ..... Town of Farmington
Eric Cooper ..... Town of Canandaigua
Doug Finch ..... Town of Canandaigua
Don Giroux ..... Town of Farmington
Peter Ingalsbe ..... Town of Farmington
Tim Jensen ..... Ontario County
Lora Leon ..... NYSDOT
Tim McElligott ..... Ontario County
Paul Spitzer ..... NYSDOT

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 de Transporte asegura que ninguna persona, por motivos de raza, color, nacionalidad, discapacidad, edad, sexo o situación económica, será excluida de participar en ningún programa o actividad, ni se le negarán los beneficios de los mismos, ni será objeto de discriminación de ningún tipo. El GTC, (por sus siglas en inglés) asegura además que se hará todo lo posible para asegurar la no discriminación en todas las actividades de sus programas, ya sea que esos programas y actividades estén financiados por el gobierno federal o no.

REPORT PREPARATION

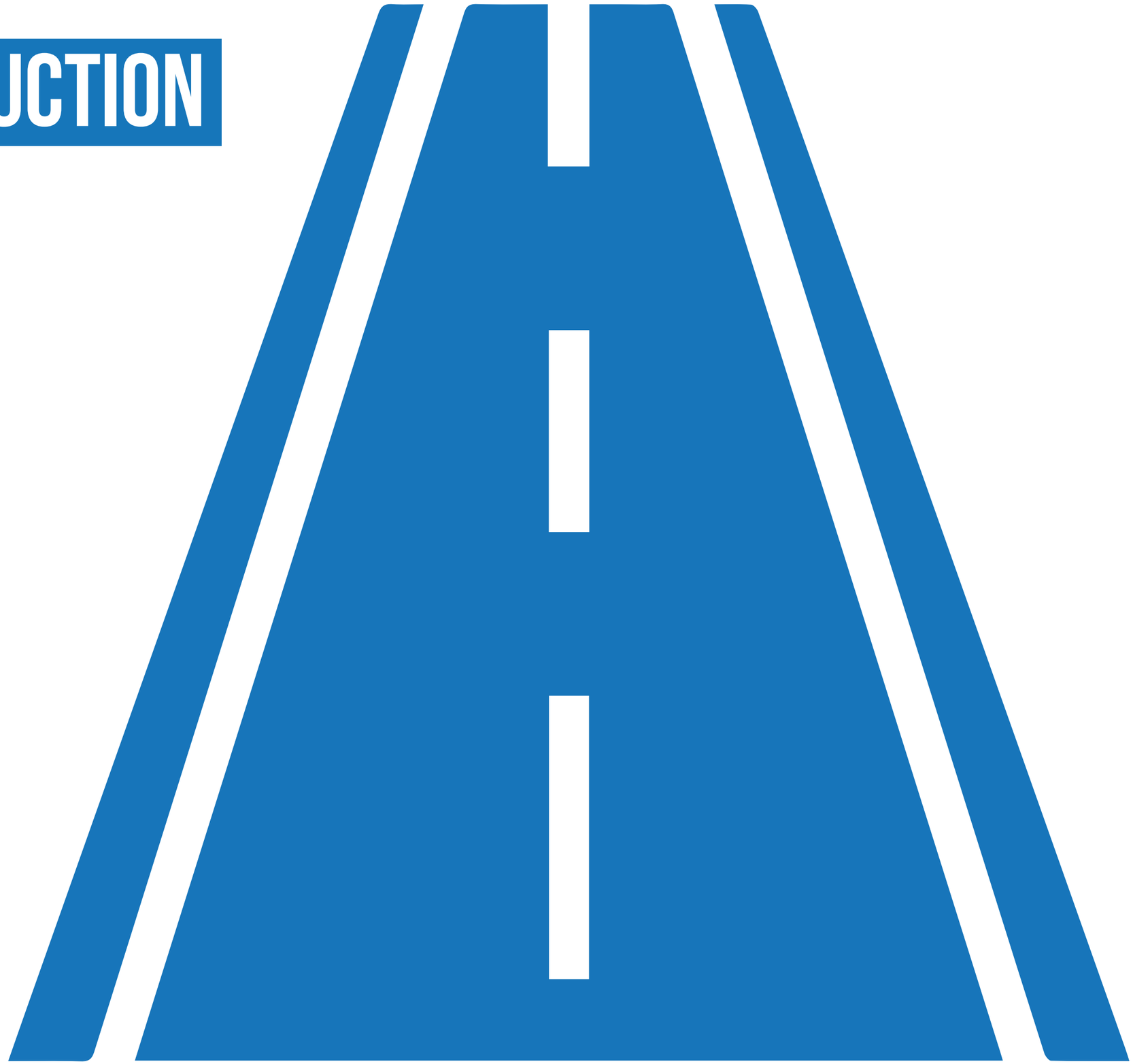
This report was prepared for the Genesee Transportation Council (GTC), Ontario County Planning and the Towns of Canandaigua and Farmington by Bergmann with assistance from Barton and Louguidice.

BERGMANN
ARCHITECTS ENGINEERS PLANNERS

Financial assistance for the preparation of this report was provided by the Federal Highway Administration through the Genesee Transportation Council. Ontario County 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.

TABLE OF CONTENTS

INTRODUCTION



OVERVIEW

Over the last 20 years, the area that is defined as the State Route 332 and Route 96 Sub-area (sub-area) has experienced significant development, a trend that is anticipated to continue. The sub-area is currently in a transition phase, as it moves from rural residential and agriculture to a higher density and intensity mix of land uses. This, combined with recent investments in public water and sewer infrastructure, has primed the sub-area for future growth. In order to facilitate sustainable development within the sub-area, a mix of scale and development and continued growth of the multi-modal transportation infrastructure is necessary.

The Towns of Canandaigua and Farmington have partnered with the Genesee Transportation Council (GTC) and Ontario County to initiate this study. The purpose of this study is to develop an access management plan for the sub-area that will preserve State Route 332 and Route 96 as safe arterials for all modes of transportation. This study will provide an updated analysis of the traffic infrastructure and surrounding land uses, as well as strategies and recommendations for continued development and maintenance.

KEY PROJECT GOALS

- CREATE AN ACCESS MANAGEMENT PLAN FOR NY 332 AND SURROUNDING DEVELOPMENT AREAS
- PRESERVE NY 332 AND NY 96 AS SAFE, EFFICIENT ARTERIALS WHILE ENHANCING MULTI-MODAL OPTIONS
- ENHANCE SAFETY FOR ALL USERS AT KEY INTERSECTIONS
- IDENTIFY CONNECTIONS TO SURROUNDING DESTINATIONS, NEIGHBORHOODS, AND BIKE/ PEDESTRIANS SYSTEMS

STUDY AREA

Located in the Towns of Farmington and Canandaigua, the State Route 332 and Route 96 Sub-area (sub-area) acts as a key corridor in the Finger Lakes region. The area has a long-standing history of agriculture, and while remaining true to its agricultural roots, it has also embraced its steady population growth and prosperous high-tech industries along the arterial corridors.

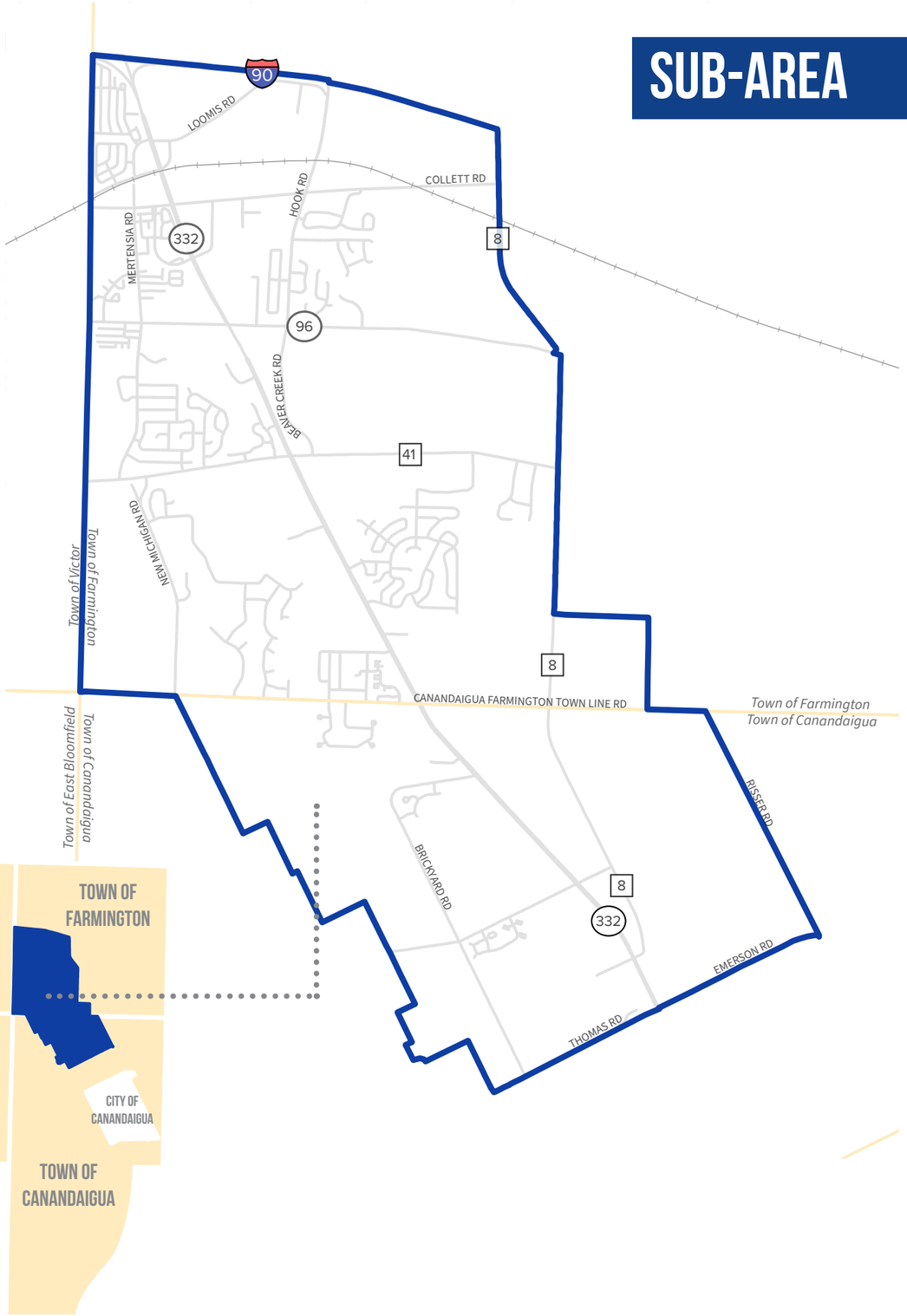
The sub-area is bounded by Interstate 90 to its north and Thomas Road and Emerson Road to its south, and is centered on State Route 332 and Route 96. It is comprised of key roadways, including a 5.7 mile segment of State Route 332, a 2.7 mile segment of Route 96 and a 2.7 mile segment of County Route 41. The sub-area is boarded by the Towns of Victor and East Bloomfield on its west, and is located just over 1 mile north of the City of Canandaigua. It is comprised of approximately 8,147 acres, with a total of 3,507 parcels. Nearly 70% of the total land acreage lies in the Town of Farmington (5,241 acres and 3,116 parcels), with just over 30% in the Town of Canandaigua (2,906 acres and 391 parcels).

BEST OF BOTH WORLDS

The sub-area acts as a key corridor in the Finger Lakes region, connecting the area to the City of Rochester to its north and the City of Canandaigua to its south. The sub-area's strategic location not only boasts affordable housing options for residents working in either of the neighboring cities, but it also provides convenient access to world class wineries, unprecedented scenery, outdoor activities and year-round festivals and events.

HOUSING SUBDEVELOPMENT IN FARMINGTON
PHOTO CREDIT: GOOGLE MAPS

SUB-AREA



COMMUNITY ENGAGEMENT

Community engagement and support is critical to the success of long-term planning for the sub-area. The engagement of stakeholders and community members from various backgrounds, provides opportunities for input on the sub-area's future.

At the onset of the planning process, a Public Participation Plan was developed to identify key participants and appropriate levels and methods of public engagement. Due to the COVID-19 pandemic, the planning team utilized various tools to transition meetings online and provide safe engagement opportunities.

ENGAGEMENT METHODS

4 STEERING COMMITTEE MEETINGS

2 PUBLIC WORKSHOP

ON-GOING COORDINATION WITH PROJECT PARTNERS

PARTICIPANTS AT PUBLIC WORKSHOP #1

STEERING COMMITTEE

Steering Committee meetings were held regularly throughout the planning process. Due to the COVID-19 pandemic, these meetings were held virtually. The Steering Committee, comprised of local leadership and key stakeholders, met to discuss the study's progress, review deliverables and provide guidance on the plan's recommendations.

PUBLIC WORKSHOP

Community-wide meetings were convened to give residents an opportunity to learn about the Sub-Area Study, share concerns, and provide feedback and ideas. This input helped inform the opportunities and recommendations for the sub-area.

MEETING #1 - SEPTEMBER 1, 2020
The public engagement strategy for this event involved three components; two open house workshops and one walking tour. The meeting was held this way in order to capture the largest audience, while also remaining socially distant per NYS COVID-19 guidelines. Community members were invited to share their thoughts and ideas on how to create an infrastructure network that promotes all modes of transportation and enhances safety. Approximately 50 persons attended the separate tours.

MEETING #2 - TBD
To be completed.

PROJECT PARTNERS

NYSDOT
State Route 332 and Route 96 are both maintained by NYSDOT, therefore, coordination is necessary for all roadway improvements. The planning team met with NYSDOT to review all recommendations. This meeting provided valuable insight for the proposed recommendations.

ONTARIO COUNTY DEPARTMENT OF PUBLIC WORKS
County Roads 8 and 41 are both maintained by Ontario County, therefore coordination is necessary for roadway improvements and maintenance.

PLACEHOLDER FOR PUBLIC WORKSHOP #2 IMAGE

PARTICIPANTS AT PUBLIC WORKSHOP #2

RECENT PLANNING EFFORTS

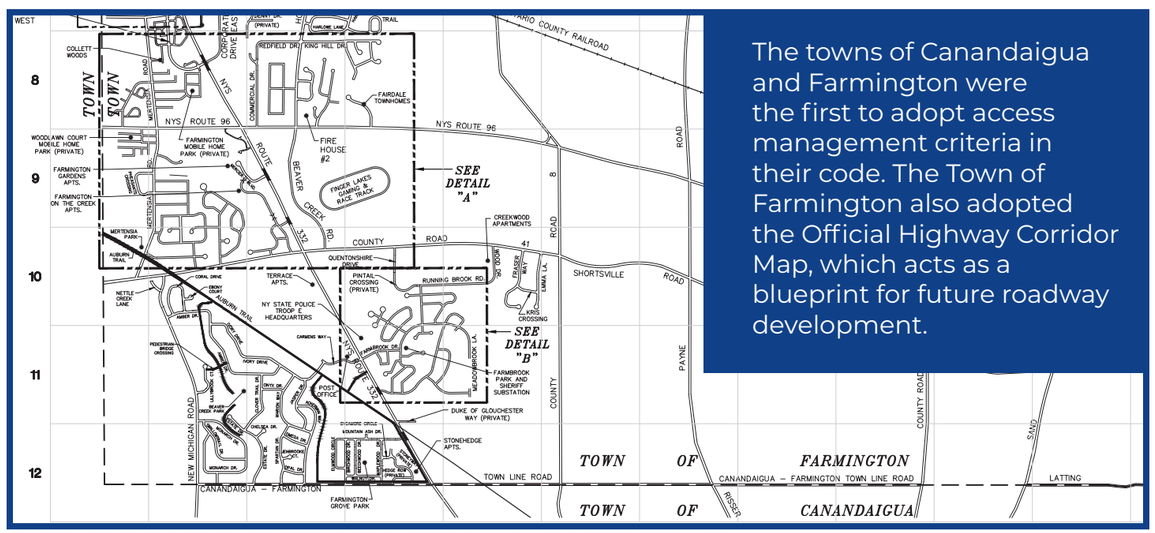
OVERVIEW

The Towns of Canandaigua and Farmington have both experienced significant growth over the last decade. In 2018, the Town of Farmington was ranked among the top 15 fastest growing communities in New York State. Much of this growth has occurred within the sub-area boundaries, and this trend is expected to continue. As a result of this growth, several planning initiatives have been undertaken in both municipalities, which have laid the foundation for sustainable and conscious growth. Both municipalities were the first in the region to adopt NYSDOT's recommendations for driveway spacing and intersection spacing regulations, as identified in the 1997 study "Best Practices in Arterial Management." This sub-area study will continue to build upon these past plans and leverage existing resources to advance each communities' priorities.

KEY THEMES FROM PAST PLANS

General themes from recent planning initiatives include:

- Desire to expand trail networks to link neighborhoods, parks and other destinations
- Desire to complete a regional trail network
- Desire to explore multi-modal connections throughout the Towns of Farmington and Canandaigua
- Importance of preserving agricultural land and rural character
- Desire to protect, promote and ensure safe roadways for all users



The towns of Canandaigua and Farmington were the first to adopt access management criteria in their code. The Town of Farmington also adopted the Official Highway Corridor Map, which acts as a blueprint for future roadway development.

SNAPSHOT OF THE TOWN OF FARMINGTON OFFICIAL HIGHWAY CORRIDOR MAP

TOWN OF CANANDAIGUA PLANNING INITIATIVES

Over the last several years, the Town of Canandaigua has completed several community planning initiatives that demonstrate the Town's commitment to creating and maintaining an environment that promotes safe and user-friendly streets. While some of these studies do not directly relate to the sub-area, they are still foundations to build upon. Since 2010, there have been five initiatives undertaken in the Town that relate to the sub-area study. The following section provides an overview of those five plans.

LAYING THE FRAMEWORK

The Town of Canandaigua has invested a significant amount of resources and time in efforts to promote conscious, sustainable growth. Many of the studies that have been completed overlap and share common goals. Although some studies may not directly relate to the sub-area, this study seeks to leverage all work competed to date, in an effort to advance and unify previous planning initiatives. Other recent planning studies the Town of Canandaigua has completed, include:

- Agriculture Enhancement Plan
- Sewer Master Plan
- Water Master Plan
- Open Space Plan
- Natural Resource Inventory Update
- Site Design and Development Criteria

TOWN OF CANANDAIGUA COMPREHENSIVE PLAN UPDATE (ON-GOING)

Due to significant growth over a span of 10 years, the Town of Canandaigua's 2003 Comprehensive Plan was updated in 2011. The Town's goal was to sustainably promote its growth while also protecting its unique and valuable natural resources. The plan highlighted seven key categories, including: agricultural protection, resource protection, recreation, economic development, community character, housing, and transportation networks.

The Town is currently in the process of updating its 2011 Comprehensive Plan. The 2020 plan intends to build upon and enhance the 2011 Comprehensive Plan's seven key recommendation categories. In 2019, the Town conducted a survey and developed an existing conditions report, both of which were used to create a draft of the 2020 Comprehensive Plan Vision and Goals. Eleven goals were established, with goal #9 directly related to this study:

> "It is the goal of the Town to facilitate a diversified transportation system that serves motorists, bicyclists, pedestrians and farm equipment. Future development should be designed to maximize roadway safety and accommodate all modes of travel. Transportation infrastructure should incorporate changing technologies such as electric vehicles and autonomous vehicles."

The eleven draft goals offer specific strategies to ensure the Town will maintain its character, while offering opportunities for balanced growth and economic development.

UPTOWN CANANDAIGUA MIXED-USE TRANSPORTATION CORRIDOR FEASIBILITY STUDY (2019)

The 2019 Uptown Canandaigua Mixed-Use Transportation Corridor Feasibility Study was developed to facilitate the enhancement of Uptown Canandaigua into a vibrant, mixed-use corridor. The Uptown Canandaigua study area boundary intersects the State Route 332 sub-area, with its northern edge running along Campus Drive. The study identified strengths and weaknesses for the corridor's market, business opportunities, and physical environment. General recommendations developed as part of the plan that could be extended to the sub-area include:

- Streetscape enhancements throughout the corridor to improve aesthetics and multimodal connectivity
- Utilizing branding and marketing to create a cohesive identity
- Incorporation of wayfinding and signage to help residents and visitors easily orient themselves
- Preservation of prime agricultural lands

PROPOSED INFILL DEVELOPMENT ON EMERSON RD
PHOTO CREDIT: UPTOWN CANANDAIGUA MIXED-USE TRANSPORTATION CORRIDOR FEASIBILITY STUDY

COMPLETE STREETS POLICY (2018)

In 2018, the Town Board passed Resolution #2017-287: Adopting a Town of Canandaigua Complete Streets Policy. The policy acts as a guiding principle for the improvement of the Town's transportation infrastructure, with a focus on improving and designing streets that enable safe access for all users.

TOWN OF CANANDAIGUA PARKS AND RECREATION MASTER PLAN (2018)

The 2018 Plan was developed as a working guide for the Town of Canandaigua and a tool to maintain and improve existing resources, as well as identify new recreational opportunities. The plan highlights the need for new parks and park amenities to support the anticipated population growth. This plan is an important component in the sub-area as both Towns seek to connect recreational resources and provide one-of-a-kind regional recreation destinations.

PADELFORD BROOK GREENWAY PLAN (2015)

Due to residential and commercial growth in the uptown area of Canandaigua, the Town Board, Planning Board, Environmental Conservation Board and Citizen's Implementation Committee came together to create a plan for the designation of a greenway area in order to preserve valuable natural resources. The greenway extends approximately 5.6 miles from west to east across the northern portion of Canandaigua. As a result of this plan, the Padelford Brook Greenway was added as an addendum to Town of Canandaigua's Comprehensive Plan by Town Board resolution #2015-278 on December 21, 2015. The southern portion of the State Route 332 sub-area contains approximately 10 acres of the designated Padelford Brook Greenway.

TOWN OF FARMINGTON PLANNING INITIATIVES

The Town of Farmington has undertaken multiple initiatives that have helped to direct decision making in the sub-area study. The following section provides an overview of those plans.

TOWN OF FARMINGTON SITE DESIGN GUIDELINES (2020)

In February 2020, the Town of Farmington adopted a revised version of the 2017 Site Design Guidelines for the Major Thoroughfare Overlay District (MTOD). The purpose of these guidelines is to provide developers and property owners guidance on building and site design.

TOWN OF FARMINGTON COMPREHENSIVE PLAN UPDATE (ON-GOING)

In 2011, the Town of Farmington updated its 2003 Comprehensive Plan. The 2011 Update provided a number of recommendations, with four of those recommendations related to the sub-area study, including:

- Creation of land use regulations to protect natural resources, while accommodating development
- Construction of the Auburn Trail
- Envision development of mixed-use residential neighborhoods
- Enact land use regulations to support the growing senior population

Currently, the Town is in the process of updating that 2011 Comprehensive Plan. As part of its planning process, community members were engaged through an interactive survey. The results of that survey identified a number of topics residents identified as priorities for the Town.

The following topics are applicable to the State Route 332 and Route 96 Corridor:

- Traffic is a key issue
- There is a need for better traffic controls
- Natural resources should be preserved
- Speed limits should be reduced at State Route 332 and Route 96
- Traffic calming is needed

STREETSCAPE DESIGN GUIDELINES - ROUTE 96 CORRIDOR (2019)

In 2019, the Town of Farmington developed streetscape design guidelines to provide criteria to design and construct visual and pedestrian oriented site improvements associated with all development along the Route 96 Main Street corridor. This criterion is essential in establishing a visually appealing and welcoming main street corridor within the Town of Farmington.

THE AUBURN TRAIL

TOWN OF FARMINGTON PARKS AND RECREATION MASTER PLAN (2017)

The Parks and Recreation Master Plan was created as a guide to develop an integrated system of parks and recreation facilities, with linkages throughout the Town. The plan outlined four goals, which relate to the sub-area study:

- Promote the creation of a diversity of active and passive recreation facilities within the Town for all age groups.
- Capitalize on unique scenic, historical, and cultural assets, and scenic ravines, for recreational and educational pursuits.
- Provide high-quality recreational lands, facilities and programs in a fiscally appropriate manner.
- Ensure that parks and recreational offerings are responsive to the needs and desires of the community.

MAJOR THOROUGHFARE OVERLAY DISTRICT (MTOD) OFFICIAL MAP (2017)

In 2017, the Town Board adopted a new Official Zoning Map, which incorporated the MTOD. The MTOD identities locations for controlled access points to State Route 332 and portions of Route 96, and provides a general alignment for the local collector road network. The establishment of the District paved the path for future roadway improvements, including the identification of future signalized intersections and connector roads to assist in diverting traffic off State Route 332. The MTOD also placed an emphasis on buffering incompatible land uses, such as commercial/industrial areas and residential neighborhoods.

MTOD SITE DESIGN GUIDELINES (2017)

Identified as an action item in the 2011 Farmington Comprehensive Plan, the Guidelines outline action items to help manage the built environment and enhance the appearance of development through the Town's site plan review process. The Guidelines function as an access management mechanism, aiming to promote a safe and efficient transportation network. The Guidelines focus on six general categories, including:

- Overall design objectives
- Relationship to surrounding neighborhoods and land use
- Architectural design characteristics
- Building and site lighting
- Site and building signage
- Site design characteristics

AUBURN TRAIL CONNECTION TO ONTARIO PATHWAYS FEASIBILITY STUDY (2013)

This study evaluated the feasibility of constructing the Auburn Trail connector, a multi-use trail that would extend the existing Auburn Trail and run through the Towns of Farmington and Canandaigua, and the City of Canandaigua. The trail originates in the Town of Pittsford, just west of Powder Mills Park. The Study determined that the project was feasible. A total of 17 preliminary alternatives were developed, with the preferred alternative ultimately being constructed in phases.

As of 2020, the current trail extends southeast to the Canandaigua Farmington Town Line Road. It is anticipated that the trail will continue to be developed south, ultimately connecting the existing Canandaigua Rail-to-Trail and Ontario Pathways.

OTHER LOCAL PLANNING INITIATIVES

Both Towns of Farmington and Canandaigua have experienced significant growth over the last decade, a trend that is also consistent with the adjacent Town of Victor and Village of Victor. The following section provides an overview of a specific plan that was developed to promote a comprehensive access management plan throughout the Town and Village of Victor.

VICTOR ACCESS MANAGEMENT PLAN (2019)

Completed in 2019, the Victor Access Management Plan was developed in response to the Town and Village of Victor's increased traffic congestion and accident rates. Access management is a tool used to balance access to individual properties, while also maintaining a safe and efficient roadway network. Property access is developed through the use of secondary streets and various route options, therefore reducing multiple direct access points off of major thoroughfares.

Since most development occurs in increments, the Access Management Plan creates a framework and specific recommendations to ensure access management is considered and coordinated between projects. While the plan developed town-wide recommendations, Route 96 was identified as a key corridor in need of access management, and thus specific recommendations were developed.

The Route 96 corridor runs east/west for an approximately 2.7 mile segment within the State Route 332 sub-area. It is essential to utilize the tools and recommendations developed through this Access Management Plan to maintain consistency throughout the Route 96 corridor. As State Route 332 intersects Route 96, it is also important to develop a comprehensive approach to access management along this corridor to ensure consistency, thereby promoting safety and efficiency through both roadway networks.

The plan provided a number of recommendations related to this sub-area study, including:

- Control the density of intersections, including driveways, on existing roadways so as to preserve existing speed limits and traffic mobility.
- Preserve the ability of Victor, Ontario County and New York State Department of Transportation to provide adequate and safe highway facilities to serve the general public.
- Provide for the proper location and limit the number of access facilities in order to regulate safe and reasonable access from roadways to abutting property, and provide sufficient spacing between access points to minimize interference with traffic using adjacent access facilities.
- Provide for the establishment of sufficient pavement, right-of-way and easement widths.

EXISTING CONDITIONS

CORRIDOR CHARACTERISTICS

This section provides a brief overview of the 8,147 acre area, south of Interstate 90, in the Towns of Farmington and Canandaigua. The summary identifies key characteristics of the population, the roadways, the land, and the applicable regulations. A review of these characteristics serves as a foundation for understanding the recommendations and next steps of the Sub-Area Study. An in-depth analysis of the sub-area can be found in **Appendix A.**

THIS SECTION IS ORGANIZED AS FOLLOWS:

- POPULATION + HOUSING
- THE ROADWAYS
- KEY FEATURES
- LAND USE + OWNERSHIP
- ZONING REGULATIONS
- INFRASTRUCTURE IMPROVEMENTS

POPULATION + HOUSING

THE SUB-AREA POPULATION IS GROWING AND IS EXPECTED TO CONTINUE TO GROW. THIS DEMOGRAPHIC TREND, AS WELL AS OTHER POPULATION AND HOUSING TRENDS, HELP TO IDENTIFY POTENTIAL NEEDS TO ADDRESS IN PLANNING FOR THE FUTURE.

DEMOGRAPHICS

The sub-area was home to 11,981 in 2020, an increase from 2010 population totals. This growth is expected to continue between 2020 and 2024, at an annual growth rate of 1.13%.

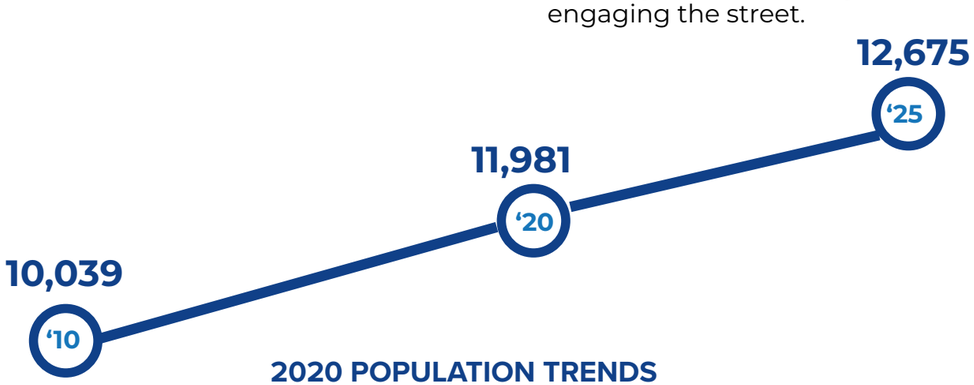
The socio-economic characteristics of the sub-area show:

- Residents of the sub-area are relatively young as compared to the surrounding region.
- Average household size indicates a concentration of families in the sub-area, rather than individuals or couples.
- At 57%, the majority of housing in the sub-area is owner occupied.

BUILDING PERMITS + STYLE

The large number of residential building permits issued in the Towns, including those for single-family and multi-family developments, reflect the growing population in the sub-area and the continued development pressure on the Towns.

- Over the last two decades, the Towns of Farmington and Canandaigua have consistently issued the second and third most building permits in the County.
- The sub-area is characterized primarily by a newer housing stock with nearly 70% built between 1950 and 2000 and approximately 30% built since 2000.
- Housing styles range from traditional farmhouses to sub-urban style single-family homes to multi-family dwelling units.
- The character of commercial uses is primarily single-story, single-use buildings with few design elements engaging the street.



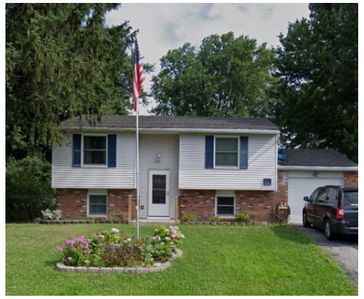
2020 POPULATION TRENDS

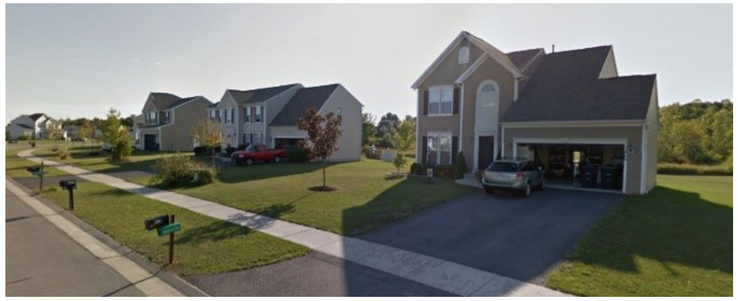
Data Source: **ESRI Business Analyst**

KEY CHARACTERISTICS

The sub-area's residential development is set within an agricultural landscape.

Residential styles vary by type and have a design typical of the period built.





Arterial corridors connect residential communities to the larger region.

Suburban-style commercial development is concentrated at arterial nodes.

THE ROADWAYS

THE ROADWAYS, INCLUDING STATE, COUNTY AND LOCAL ROADS, DEFINE CIRCULATION PATTERNS WITHIN THE SUB-AREA. THE FOLLOWING SUMMARY HIGHLIGHTS EXISTING TRAVEL LANES, SPEED, TRAFFIC, CRASH DATA, SIDEWALKS AND INTERSECTIONS CHARACTERISTICS TO DEMONSTRATE HOW EACH ROADWAY FUNCTIONS.

SUB-AREA ARTERIALS:

332	A Four-Lane Divided Roadway	Speed Limits of 55 MPH & 40 MPH	25,537 Vehicles Per Day*	Travel Direction N↕S

State Route 332 is the major corridor through the sub-area, classified as a principal arterial roadway. The roadway is just over 9 miles long and connects Interstate 90 with Routes 5 and 20. The northern 5.8 miles of the corridor are within the sub-area, where the roadway terminates at Exit 44 of Interstate 90. State Route 332 has six signalized intersections within the sub-area. Pedestrian features include a sidewalk along a portion of the western side of the roadway. Although below the statewide average, this roadway had the most collisions within the sub-area, as recorded over a 5-year period.

96	A Two-Lane Roadway	Speed Limits of 45 MPH & 55 MPH	16,344 Vehicles Per Day*	Travel Direction W↔E

Route 96 is classified as a principal arterial that transitions to a minor arterial east of State Route 332. The 2.7 mile segment of the roadway in the sub-area connects to the Town of Victor in the west and the Town of Manchester in the east. The corridor is part of a regional route through the Finger Lakes from Rochester to the Southern Tier Expressway. In addition to the signalized intersection with State Route 332, where the roadway widens to four lanes, the roadway has two signalized intersections. Pedestrian features include sidewalks along portions of the north and south sides of the roadway, approximately west of Hook Road. The crash rate along Route 96 was higher than the statewide average for similar facilities.

SUB-AREA COLLECTOR ROADS:

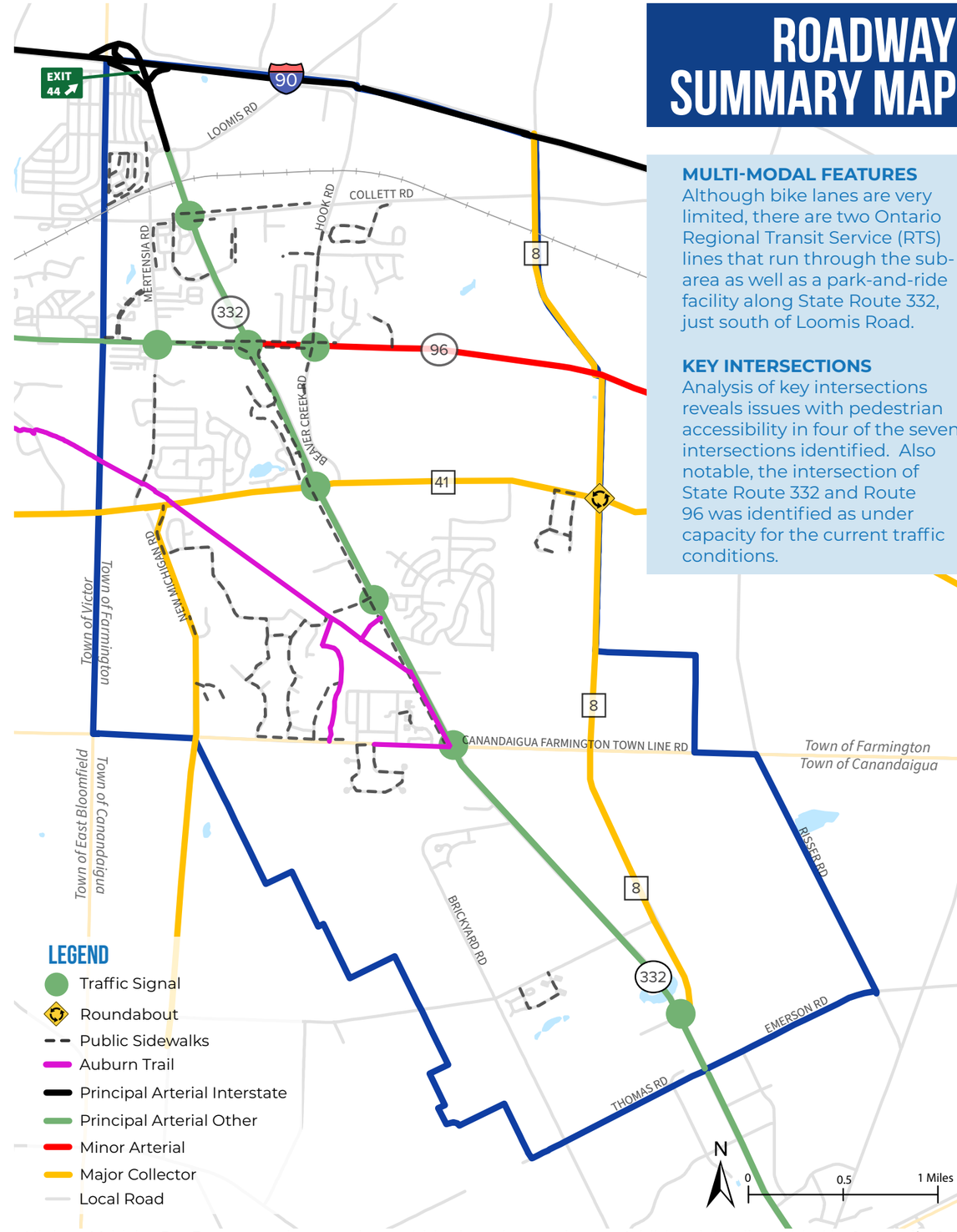
41	A Two-Lane Roadway	Speed Limits of 40 MPH & 55 MPH	6,510 Vehicles Per Day*	Travel Direction W↔E
8	A Two-Lane Roadway	Speed Limit of 45 MPH & 55 MPH	1,070 Vehicles Per Day*	Travel Direction N↕S
New Michigan Road	A Two-Lane Roadway	Speed Limit of 55 MPH	4,144 Vehicles Per Day*	Travel Direction N↕S

County Road 41, County Road 8 and New Michigan Road are classified as major collector roads within the sub-area. Intersections are generally stop-controlled along these roadways, except where they intersect with State Route 332. At the intersection of County Road 41 and County Road 8 there was a roundabout constructed in 2015 to address a high accident rate. Sidewalks along these roadways are not typical.

SUB-AREA LOCAL ROADS:

In addition to the arterial and collector roads, the sub-area is served by local roads, including those that connect to the residential areas. Sidewalks are provided on local roads in some of the residential areas, but they do not necessarily connect to a larger pedestrian network.

ROADWAY SUMMARY MAP



MULTI-MODAL FEATURES
Although bike lanes are very limited, there are two Ontario Regional Transit Service (RTS) lines that run through the sub-area as well as a park-and-ride facility along State Route 332, just south of Loomis Road.

KEY INTERSECTIONS
Analysis of key intersections reveals issues with pedestrian accessibility in four of the seven intersections identified. Also notable, the intersection of State Route 332 and Route 96 was identified as under capacity for the current traffic conditions.

* Highest Vehicles Per Day count along roadway within the sub-area shown. Additional detail provided in **Appendix A**.

KEY FEATURES

A VARIETY OF NATURAL AND BUILT FEATURES CHARACTERIZE THE PHYSICAL ENVIRONMENT OF THE SUB-AREA. THE FOLLOWING HIGHLIGHTS THE EXISTING AGRICULTURAL AND NATURAL RESOURCES, PARKS AND TRAILS, AND KEY DESTINATIONS.

AGRICULTURAL & NATURAL RESOURCES

Farming is a primary characteristic of the sub-area, with approximately 3,760 acres of land designated as part of a state regulated agricultural district. Much of this land is concentrated in the southern portion of the sub-area where State Route 332 is surrounded by agricultural lands. Environmental features include several large wetlands in the northern and southern portions of the sub-area as well as various creeks, such as Mud Creek and Padelford Brook. Generally, flood hazard areas surround the local wetlands and waterways. In 2015, the Town of Canandaigua adopted the Padelford Brook Greenway Plan, a long-term planning tool to preserve the natural resources across the northern portion of the Town. Plan implementation recommended the removal of the Mixed Use Overlay District from the Greenway area.

PARKS & TRAILS

Recreation and open space is provided in five existing or under-construction parks in the Town of Farmington, including:

1. Farmington Town Park
2. Mertensia Park
3. Farmbrook Park
4. Farmington Grove Park
5. Beaver Creek Park (Under-construction)

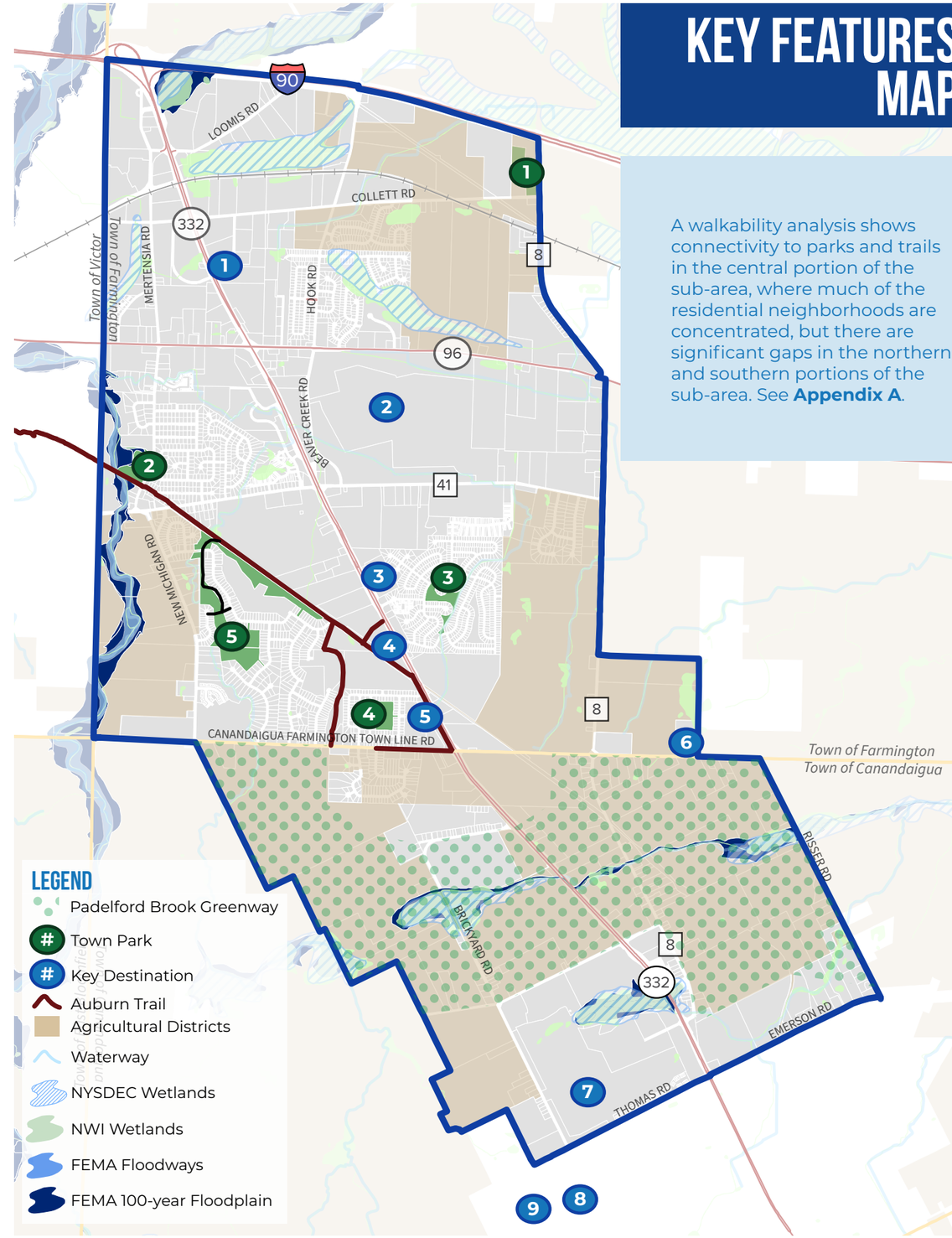
Farmington Town Park is the largest developed park in the Town and provides a variety of recreation facilities as well as a public restroom. Mertensia Park provides recreational facilities, a 1-mile nature walk trail and serves as a gateway to the Auburn Trail. The Auburn Trail is a former railroad bed turned multi-use trail that extends west into the Towns of Pittsford and Brighton and serves as a regional attraction. Other Town parks serve the surrounding residential communities, including Farmbrook Park, Farmington Grove Park and the new Beaver Creek Park, which is being developed as an active and passive recreation facility.

DESTINATIONS

Key cultural, recreational, social, and community facility destinations that draw residents and visitors are disbursed across the sub-area. These destinations include:

1. UR Medicine Urgent Care
2. Finger Lakes Gaming and Racetrack
3. Ontario Mall Antiques
4. Cobblestone Arts Center
5. Canandaigua / Rochester KOA
6. Centerpointe Golf Club
7. NYS Police Troop E Headquarters
8. Mercy Flight Central
9. Canandaigua Airport

KEY FEATURES MAP



A walkability analysis shows connectivity to parks and trails in the central portion of the sub-area, where much of the residential neighborhoods are concentrated, but there are significant gaps in the northern and southern portions of the sub-area. See **Appendix A**.

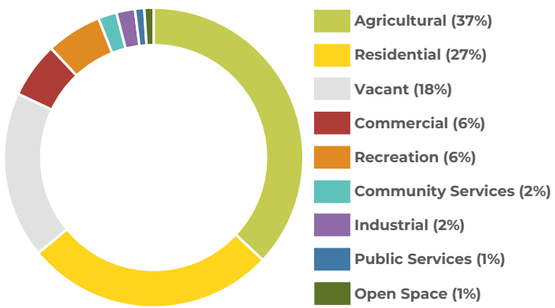
LAND USE + OWNERSHIP

LAND USE AND OWNERSHIP PATTERNS PROVIDE IMPORTANT INFORMATION REGARDING EXISTING AND POTENTIAL DEVELOPMENT WITHIN THE SUB-AREA. THE FOLLOWING HIGHLIGHTS KEY LAND USE AND OWNERSHIP CHARACTERISTICS THAT WILL INFORM FUTURE OPPORTUNITIES.

LAND USE PATTERN

The sub-area consists of primarily agricultural and residential existing land uses at 37% and 27%, respectively. Generally, agricultural uses are concentrated in the southern portion of the sub-area, particularly in the Town of Canandaigua. Commercial uses are clustered around the intersection of State Route 332 and Route 96 and are primarily auto-oriented service businesses with separate access drives. Also located within the sub-area is a small concentration of industrial properties south of Interstate 90, which benefit from close proximity and ease of access to Interstate-90 and an active rail line. Of particular note is that 18% of the sub-area is categorized as vacant land. This land use category is dispersed throughout the sub-area.

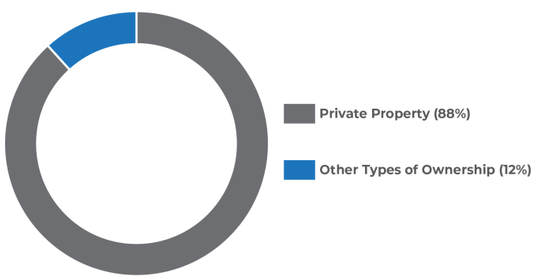
BREAKDOWN OF LAND USES



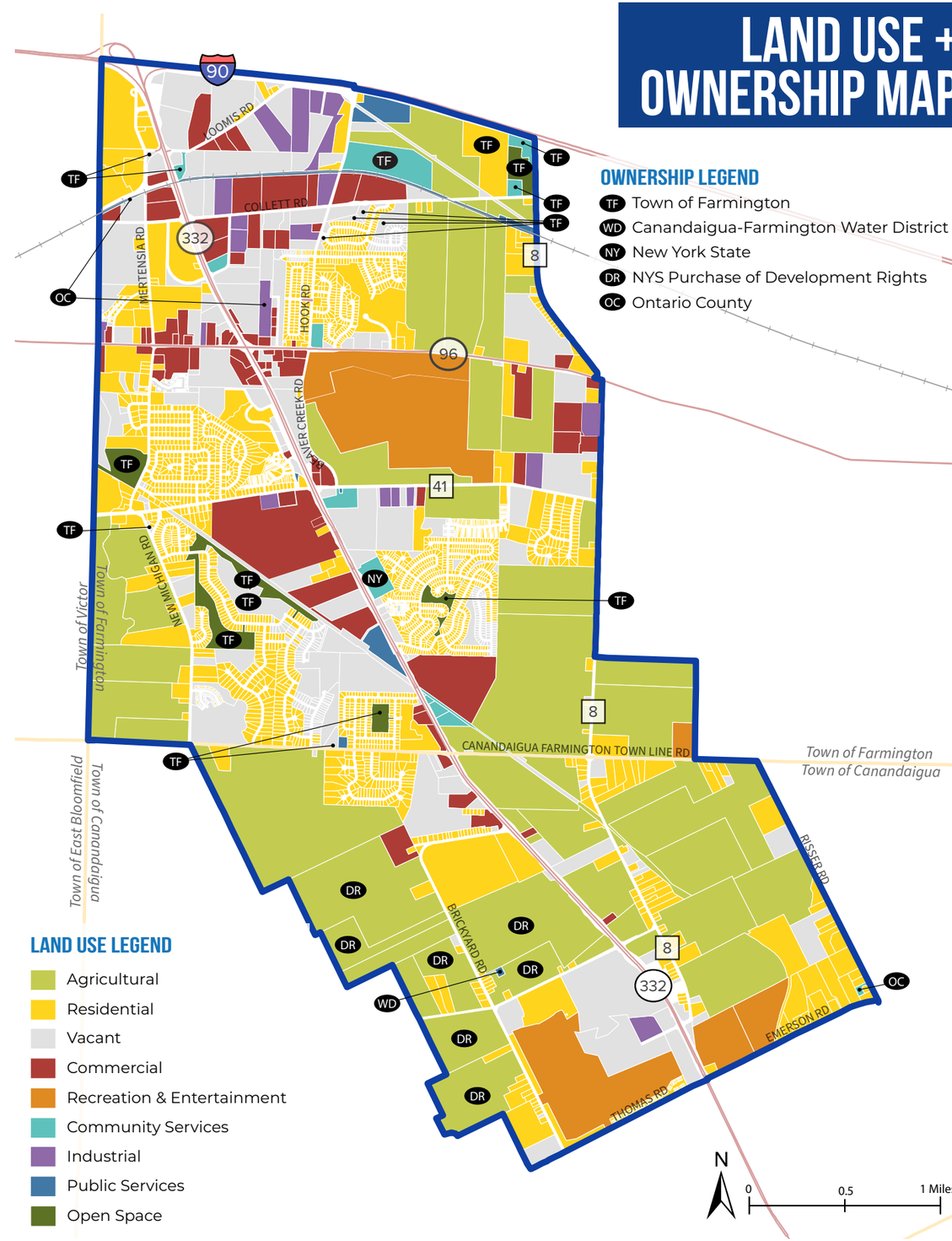
PROPERTY OWNERSHIP

At 88%, the large majority of the sub-area is privately owned land. Most of the public land is in the Town of Farmington and includes Town parks. In addition to the traditional land ownership categories, private land owners in the Town of Canandaigua have utilized a New York State Purchase of Development Rights program to permanently restrict nearly 600 acres land from development.

BREAKDOWN OF OWNERSHIP



LAND USE + OWNERSHIP MAP



ZONING REGULATIONS

WITH PROPERTIES IN BOTH THE TOWN OF FARMINGTON AND THE TOWN OF CANANDAIGUA, DEVELOPMENT IS REGULATED IN THE SUB-AREA BY TWO SEPARATE ZONING LAWS. TOGETHER, THIS ZONING OUTLINES 25 DIFFERENT DISTRICTS THAT APPLY LAND USE AND BUILDING REGULATIONS TO SUB-AREA PROPERTIES.

Zoning districts within the sub-area include two agricultural districts, 11 residential districts, four commercial districts and two industrial districts. In addition, several special districts apply to the sub-area, including cluster development districts, planned development districts and incentive zoning districts. Finally, there are two overlay districts that provide additional regulations to the underlying zoning district.

In addition to zoning regulations, town subdivision regulations direct development with requirements for the layout of new developments and parking requirements impact the design of commercial uses.

AGRICULTURAL DISTRICTS

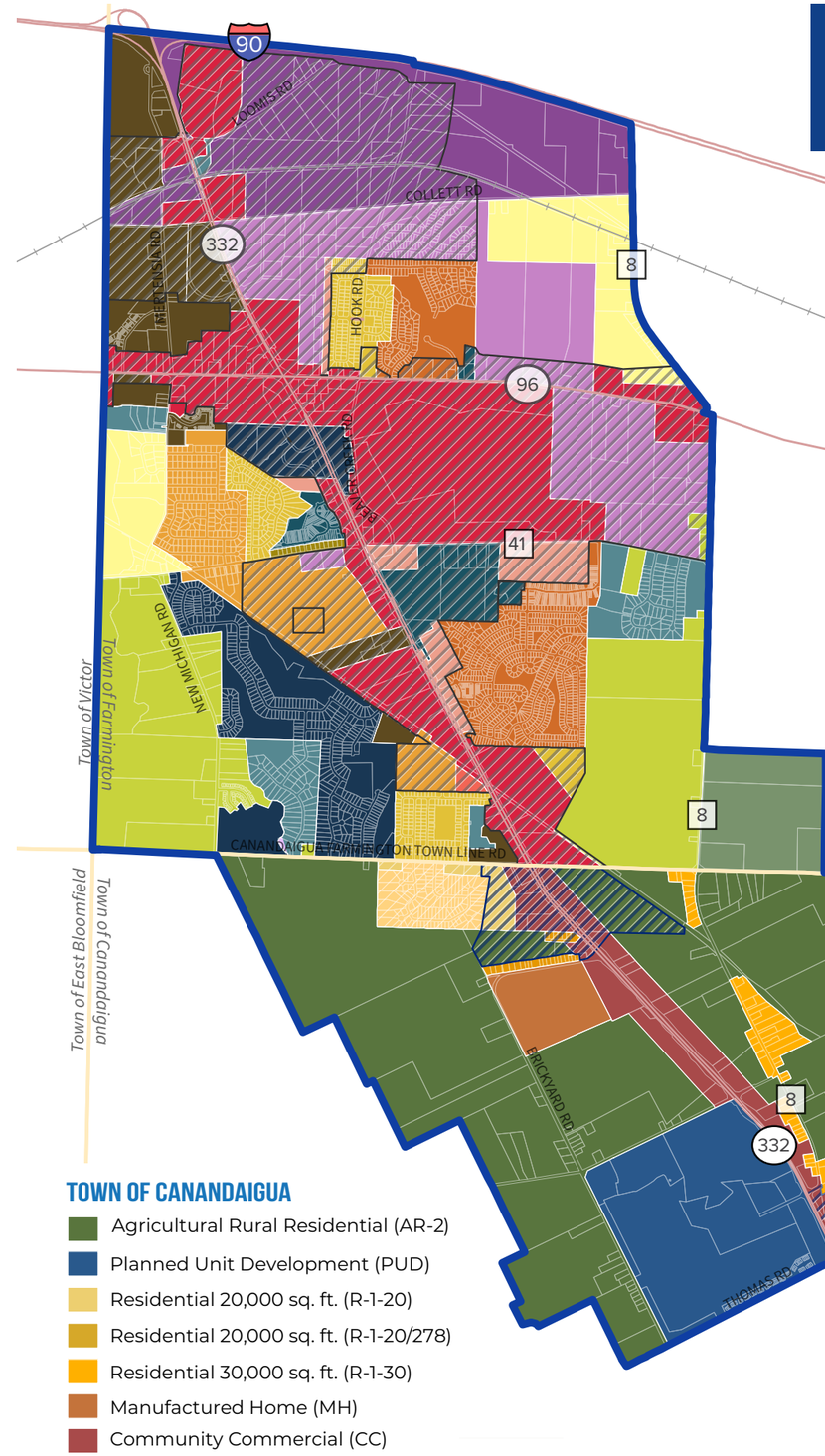
Area zoned as agricultural is within the southern portion of the sub-area, primarily in the Town of Canandaigua. In this area, the two agricultural districts focus on encouraging agricultural operations and preserving natural resources.

RESIDENTIAL DISTRICTS

Residential districts are dispersed throughout the sub-area and allow for different residential development patterns. Different dwelling types and dimensional requirements in each district allow for low density, medium density and mixed density residential development.

LOCAL FARM IN FARMINGTON
PHOTO CREDIT: FARMFLIP.COM

STUDY AREA ZONING MAP



TOWN OF FARMINGTON

- Agricultural (A-80)
- Rural Residential (RR-80)
- Residential - Suburban (RS-25)
- Residential Single Family (R-1-10)
- Residential Single Family (R-1-15)
- Planned Subdivision (R-7.2)
- Residential Two-Family (R-2)
- Residential Multiple-Family (RMF)
- Restricted Business (RB)
- Neighborhood Business (NB)
- General Business (GB)
- Limited Industrial (LI)
- General Industrial (GI)
- Cluster Development (T.L. Sect. 278)
- Planned Development (PD)
- Incentive Zoning (IZ)
- Major Thoroughfare Overlay (MTOD)

TOWN OF CANANDAIGUA

- Agricultural Rural Residential (AR-2)
- Planned Unit Development (PUD)
- Residential 20,000 sq. ft. (R-1-20)
- Residential 20,000 sq. ft. (R-1-20/278)
- Residential 30,000 sq. ft. (R-1-30)
- Manufactured Home (MH)
- Community Commercial (CC)
- Mixed Use Overlay District (MUOD)

COMMERCIAL DISTRICTS

Commercial districts are located primarily along the State Route 332 and Route 96 corridors, concentrating goods and services along these arterial roadways. Specific uses vary by district and include uses by special permit. The dimensional requirements, such as a minimum front setback of 75 feet or greater, fosters a low density commercial development pattern that is typical of auto-centric suburban areas.

INDUSTRIAL DISTRICTS

All Farmington industrial districts are located in the northern portion of the sub-area, with the General Industrial District in close proximity to Interstate 90 transitioning to Limited Industrial south of Collett Road. The General Industrial District provides for more permitted uses, including production and assembly operations, and a larger minimum lot size than the Limited Industrial District.

The Planned Unit Development (PUD) District located at the northwest corner of Route 332 and Thomas Road in the Town of Canandaigua also accommodates some light industrial uses, like Akoustis Technologies. The continuation of this PUD is important for supporting future investment as there are current plans to expand the manufacturing operations in this area.

SPECIAL USE DISTRICTS

Special use districts incorporated in both towns' zoning allow for an alternative to traditional zoning that provides flexibility for efficient land use and needed amenities.

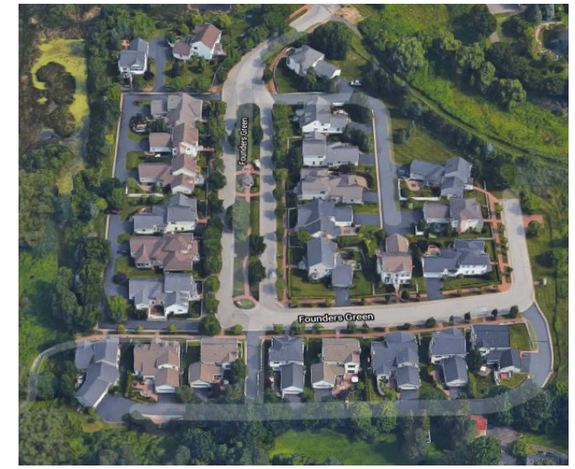
These districts include planned development, which allow for the mixing of uses, and incentive zoning, which may utilize certain development or density bonuses in exchange for the provision of community services and resources. In addition, cluster development in the Town of Farmington allows for an adjusted number of allowable building lots.

OVERLAY DISTRICTS

Within the Town of Farmington, the Major Thoroughfare Overlay District (MTOD) provides additional regulation to the underlying zoning districts in order to apply access management strategies to parcels directly abutting State Route 332 and Route 96, as well as portions of County Route 41. In 2021, the Town also adopted a Main Street Overlay District (MSOD) which implements the recommendations of the Streetscape Design Guidelines Route 96 Corridor Report. The MSOD applies to the Route 96 frontage from the Victor/ Farmington Townline to Fairdale Glen, encouraging the development of mixed-use buildings and pedestrian-friendly access along street fronts with bike lanes and access to public transit stops. To achieve this, the MSOD includes provisions addressing setbacks, signage, and streetscape design adapted specifically for this section of Route 96.

Within the Town of Canandaigua, the Mixed Use Overlay District (MUO) is intended to facilitate cluster development activity along the State Route 332 corridor, excluding the area that is part to the Padelford Brook Greenway. The district allows for a variety of uses to exist in closer proximity than the underlying district, but still prohibits vertical mixing of uses and mixing of uses within an individual parcel.

CLUSTER DEVELOPMENT IN CANANDAIGUA, NY - AERIAL



CLUSTER DEVELOPMENT IN PITTSFORD, NY - AERIAL


CLUSTER DEVELOPMENT IN CANANDAIGUA, NY


CLUSTER DEVELOPMENT IN PITTSFORD, NY

BENEFITS OF CLUSTER DEVELOPMENT

Cluster development is a land development design tool that provides a means for both preserving open space and allowing development to be redirected away from natural resources. Some benefits associated with cluster development include:

- energy conservation
- open space preservation
- environmental conservation
- preserve rural residential character
- lowered construction costs
- recreation opportunities

Within the Town of Canandaigua there is a cluster development located along Town Line Road, west of State Route 332. The purpose of the cluster development was to enable and encourage flexibility of design and development in a manner to preserve the natural and scenic qualities of open lands.

INFRASTRUCTURE + IMPROVEMENTS

AS THE SUB-AREA CONTINUES TO EVOLVE, SEVERAL DIFFERENT PLANNING EFFORTS AND PROPOSED PROJECTS HAVE BEEN INITIATED TO PRESERVE NATURAL RESOURCES AND IMPROVE THE BUILT ENVIRONMENT. THE FOLLOWING DESCRIBES KEY ELEMENTS THAT WILL INFORM AND DIRECT DEVELOPMENT IN THE FUTURE.

NEW SIGNALS AND ROADWAYS

New roadways and signalized intersections are proposed to connect town roads along principal arterials to the surrounding neighborhoods. These proposed improvements are part of the Town of Farmington's Major Thoroughfare Overlay District that was adopted in 2010 to restrict and control site access along State Routes 96 and 332, and County Road 41. The new roadways, trails and sidewalks are intended to allow vehicles, bicyclists and pedestrians avoid using primary arterials for local trips.

PRESERVATION

With continued development pressure, the Town of Canandaigua prepared the Padelford Brook Greenway Plan. The Plan identifies opportunities for conservation or protection. Plan implementation included the removal of the Mixed Use Overlay District (MUO) within the greenway area. Other implementation techniques used for the preservation of agricultural areas in the Town of Canandaigua include Purchase Development Rights, which permanently restricts development of the land. In 2017, this tool was used by the NYS Farmland Protection Implementation Program (FPIG) to protect 596 acres of prime farmland within the sub-area at Catalpa Farm.

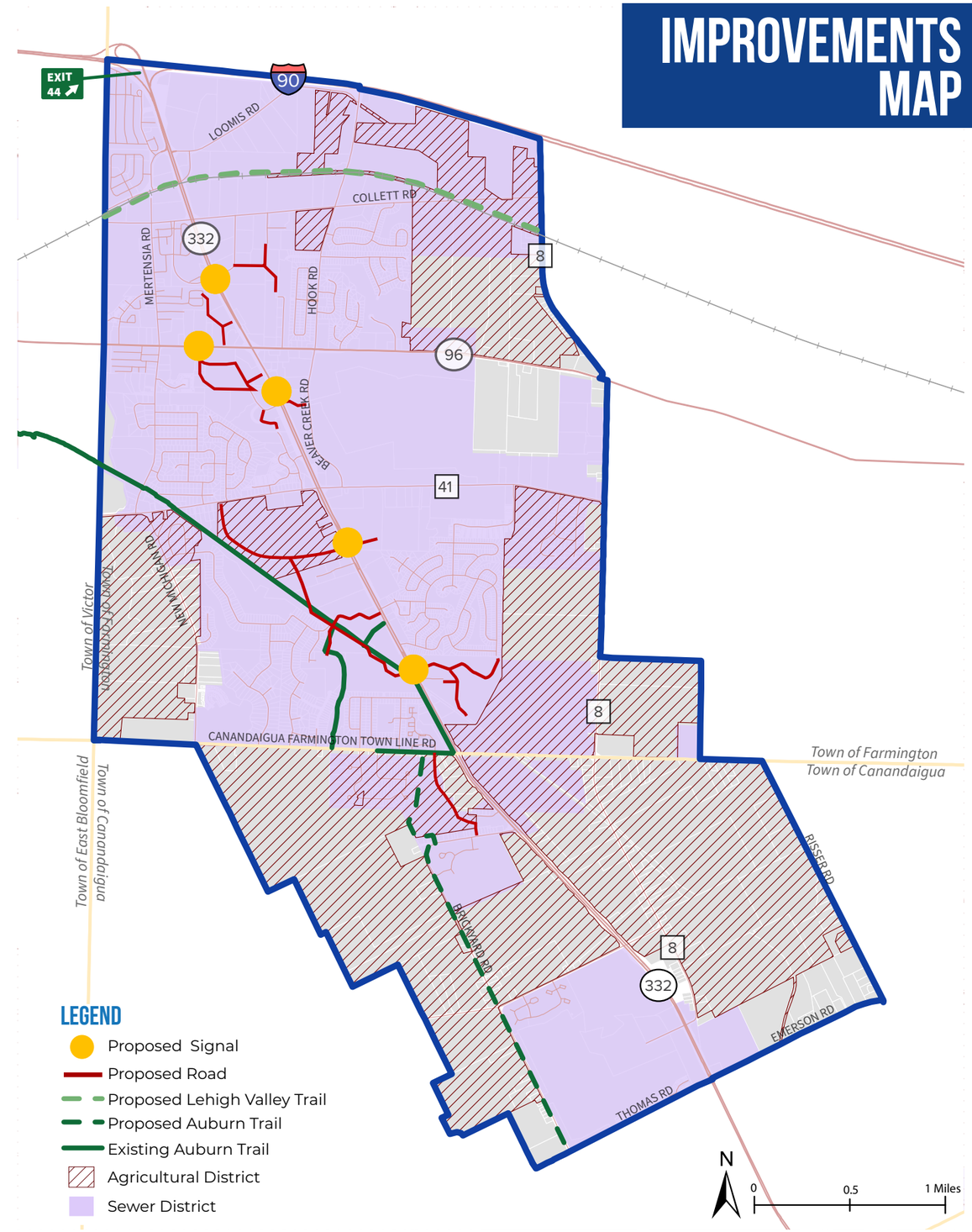
SIDEWALK DEVELOPMENT

As part of the new development being completed in the sub-area, new sidewalks will be developed, which will aid in connecting the currently disjointed network. In addition, the Town of Farmington is planning on developing a Sidewalk Master Plan to develop a comprehensive sidewalk network.

TRAIL DEVELOPMENT

Within the sub-area are two proposed trails that will improve the multi-modal connectivity in the region, including an extension of the Auburn Trail and the Lehigh Valley Trail. The Auburn Trail would extend south into the Town of Canandaigua, with the intention of connecting to the Canandaigua Rail-to-Trail and Ontario Pathways in the City of Canandaigua. The Lehigh Valley Trail follows the former LeHigh Valley Railroad, beginning in the Town of Victor and would extend across the northern portion of the sub-area in the Town of Farmington.

IMPROVEMENTS MAP



INFRASTRUCTURE

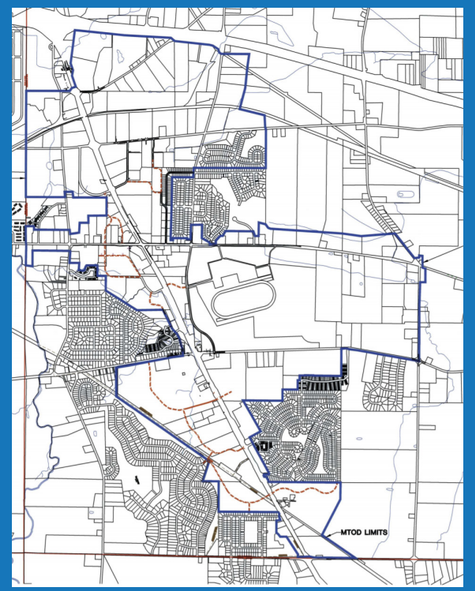
Access to infrastructure is essential to development. While much of the sub-area is within the sewer district, which has available capacity, some areas overlap with Agricultural District land where there are limitations on public utilities.

DESIGN STANDARDS & GUIDELINES

There are several different regulations that identify standards and guidelines for development. In the respective town subdivision regulations, design standards address development features such as street layout, sidewalk placement, traffic mitigation, and landscaping. In the Town of Farmington design guidelines are also provided for site design through the Major Thoroughfare Overlay District (MTOD) and streetscape design through the Streetscape Design Guidelines for the Route 96 Corridor. In the Town of Canandaigua, a Complete Streets Policy provides guidance for the design of safe streets. Review of these different standards and guidelines shows a need to align subdivision regulations, as well as the zoning district regulations, with the vision outlined in other town policies and guidelines.

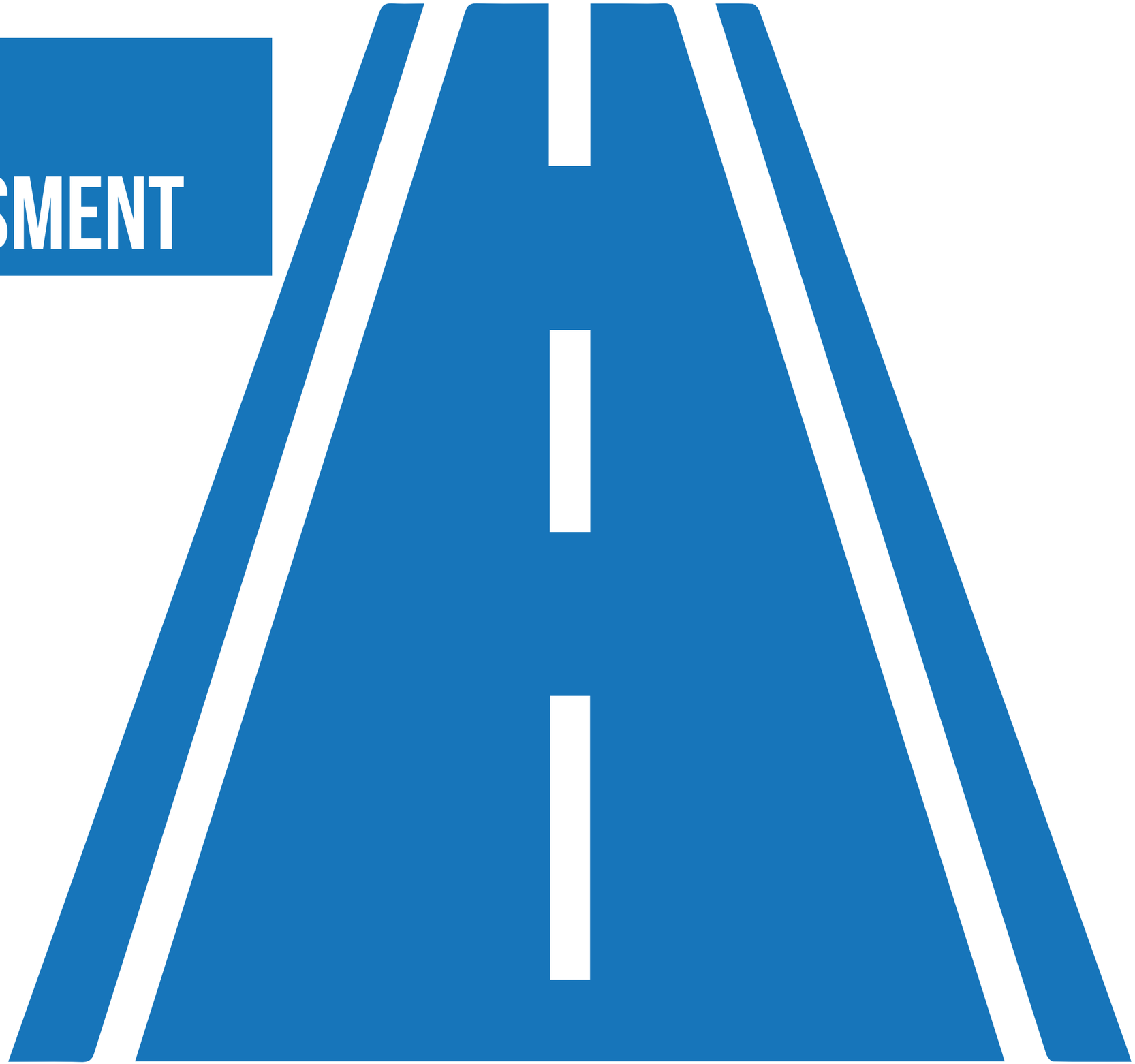
MAJOR THOROUGHFARE OVERLAY DISTRICT

In 2010, the Town of Farmington Town Board adopted a new official zoning map which contained the Major Thoroughfare Overlay District (MTOD). The MTOD is located entirely within the Town of Farmington, bounded by Interstate 90 to the north and Canandaigua Farmington Town Line Road to the south. The goal of the MTOD was to identify locations for controlled access points to State Route 332 and provide a general alignment for the local collector road network. The MTOD set a path for future development, including new signalized intersections and collector roads, with the goal of diverting local traffic off of State Route 332.



INTERSECTION OF STATE ROUTE 332 AND ROUTE 96

NEEDS ASSESSMENT



SUMMARY OF KEY FINDINGS

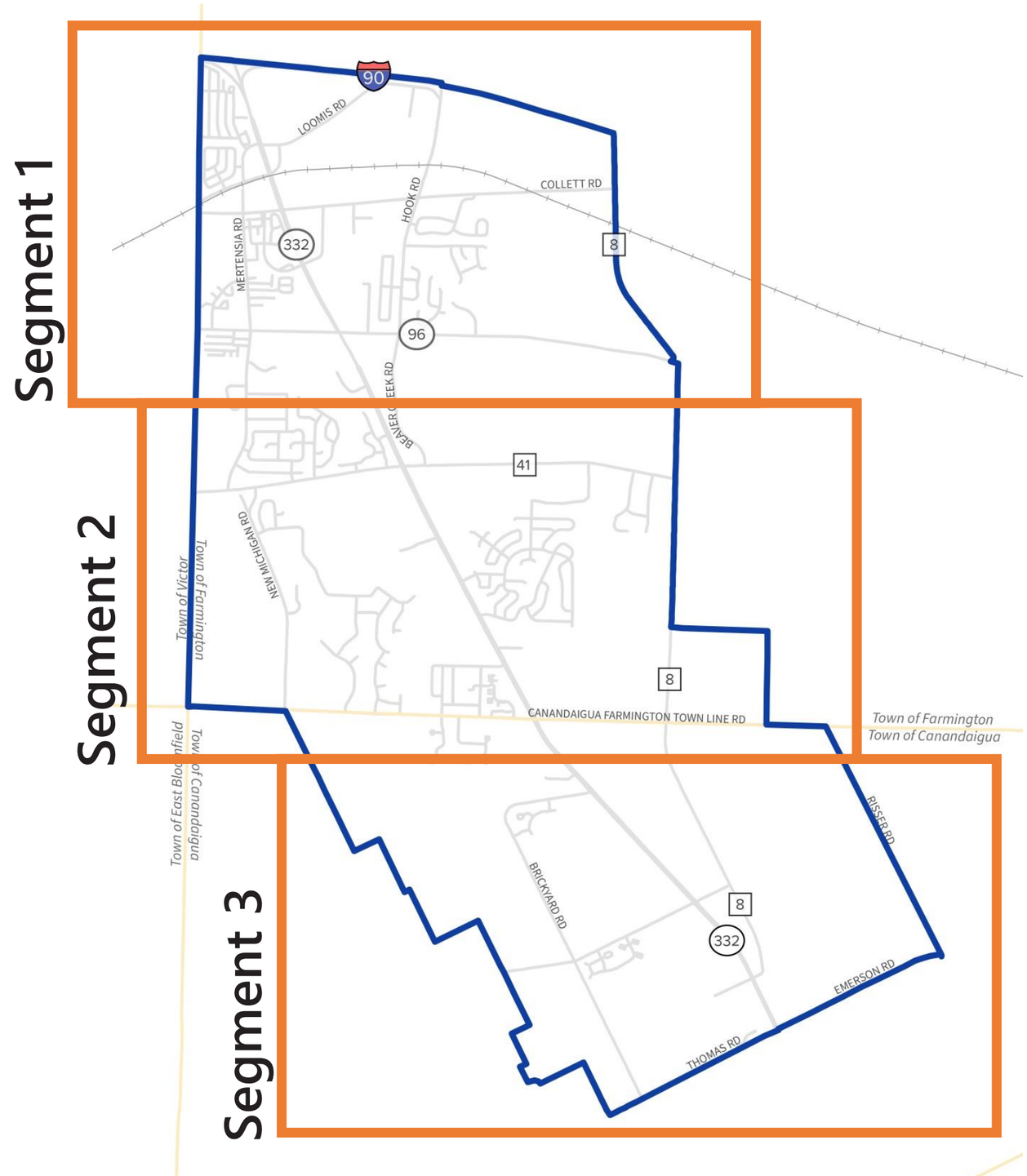
The Summary of Key Findings is presented as they relate to the three main segments of the sub-area, highlighting opportunities and challenges and providing key takeaways which lay the foundation for corridor recommendations.

THIS SECTION COVERS THE FOLLOWING SEGMENTS/AREAS:

SEGMENT 1 -
STATE ROUTE 332 FROM THE THRUWAY INTERCHANGE AT THE NORTHERN END, INCLUDING COLLETT ROAD, MERTENSIA ROAD, HOOK ROAD AND ROUTE 96

SEGMENT 2 -
STATE ROUTE 332 FROM NORTH OF COUNTY ROAD 41 TO TOWN LINE ROAD, INCLUDING MERTENSIA ROAD

SEGMENT 3 -
STATE ROUTE 332 FROM TOWN LINE ROAD TO THOMAS/EMERSON ROAD AT THE SOUTHERN BOUNDARY OF THE SUB-AREA



SEGMENT 1

STATE ROUTE 332 BEGINNING AT THE THRUWAY INTERCHANGE, INCLUDING COLLETT ROAD, MERTENSIA ROAD, HOOK ROAD AND ROUTE 96

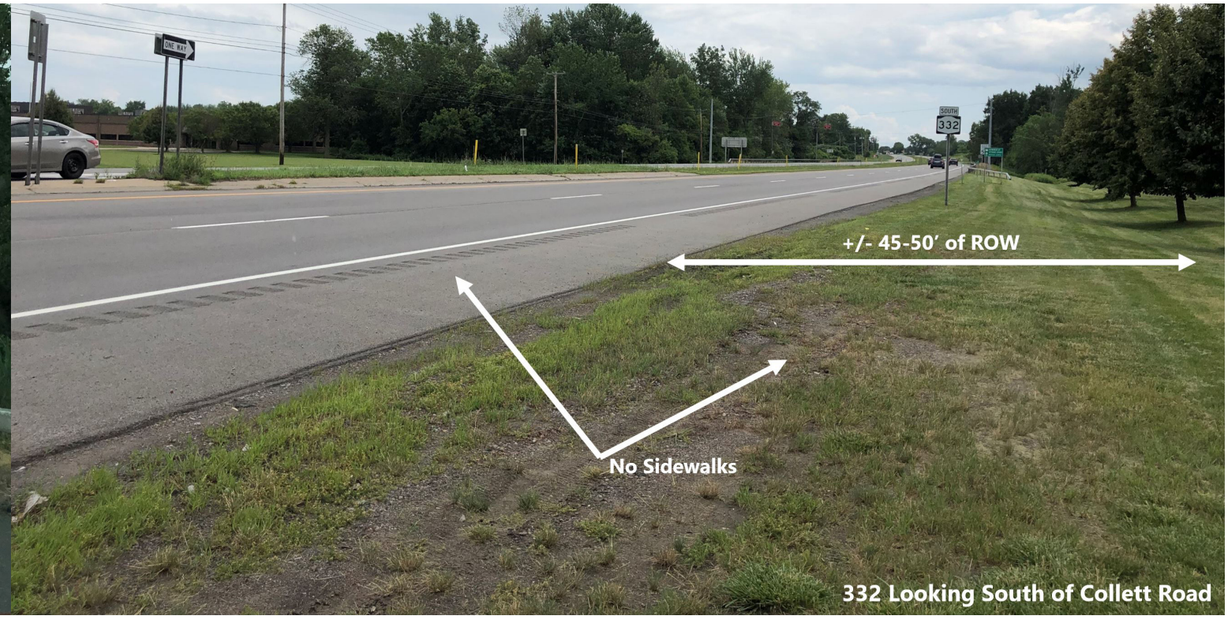
Key findings related to existing conditions along Segment 1 include:

- Cashless tolling went live on the New York State Thruway in November 2020. The existing toll booths at Exit 44 and State Route 332 will be removed, and the pavement will be restored to tie into the existing roadway cross section. The New York State Thruway Authority (NYSTA) anticipates these changes will be competed by Summer 2021. While the modifications will likely change the flow of traffic, there are no other improvements planned at this time.
- Pedestrians have been observed using the shoulder of State Route 332 between Gateway Drive and State Route 96 to access the southern portion of the sub-area, indicating a gap in pedestrian connectivity from the northern and southern areas of the corridor.
- North/south pedestrian accommodations do not exist at the State Route 332/Collett Road intersection.
- Crosswalk striping throughout the corridor is poor condition and faded.
- The existing posted speed limit on State Route 332 is 55 mph and 45 mph on State Route 96.
- This segment lacks traffic calming measures throughout.

332 at NYS Thruway Toll Booths

332 and Gateway Drive Intersection

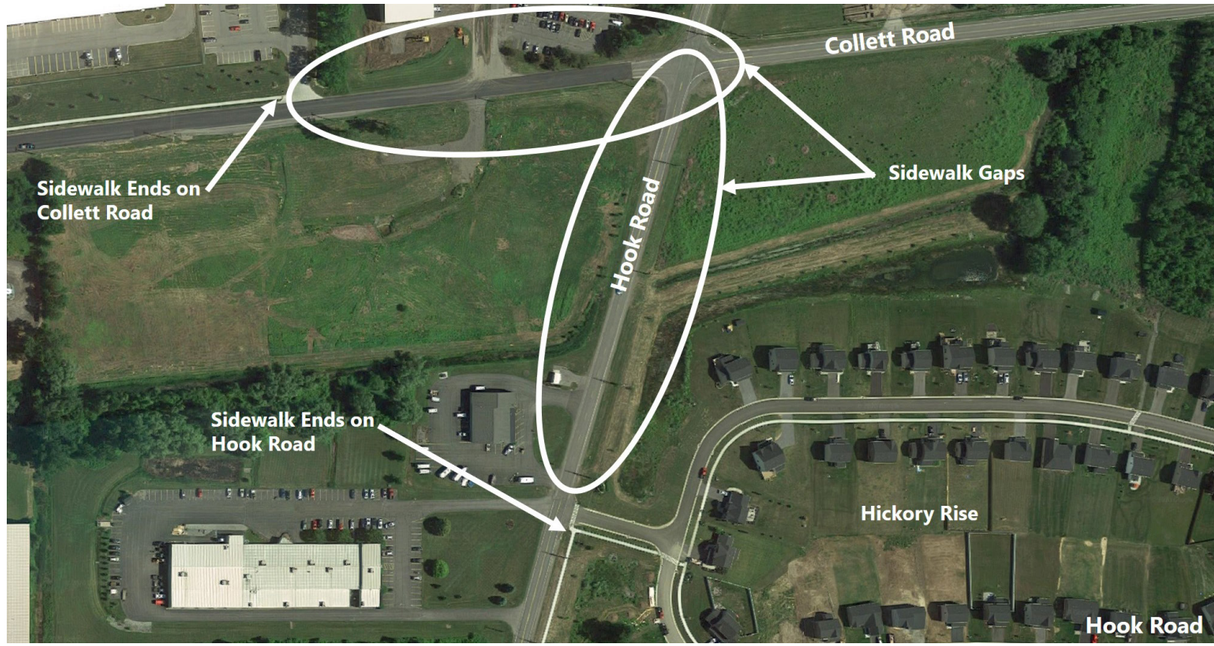
332 Looking South

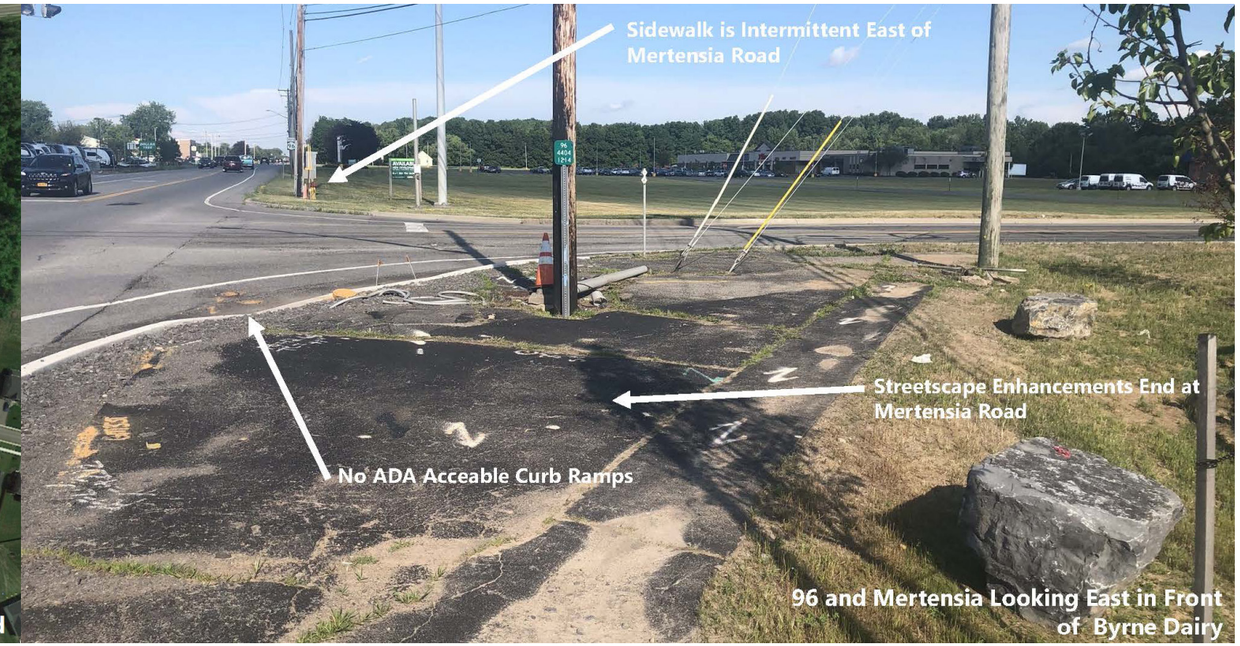


332 Looking South of Collett Road

332 and Collett Road Looking North East

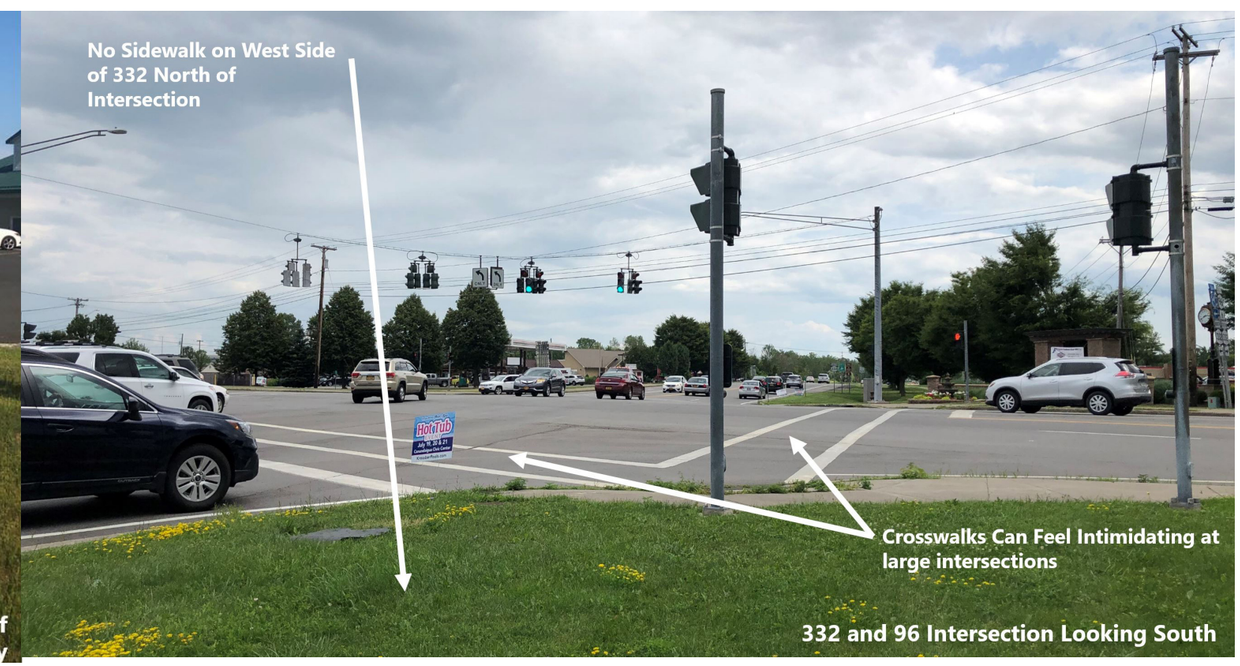
Mertensia Road Looking North of 96





96 and Mertensia Looking East in Front of Byrne Dairy

96 Looking East in Front of Byrne Dairy



332 and 96 Intersection Looking South

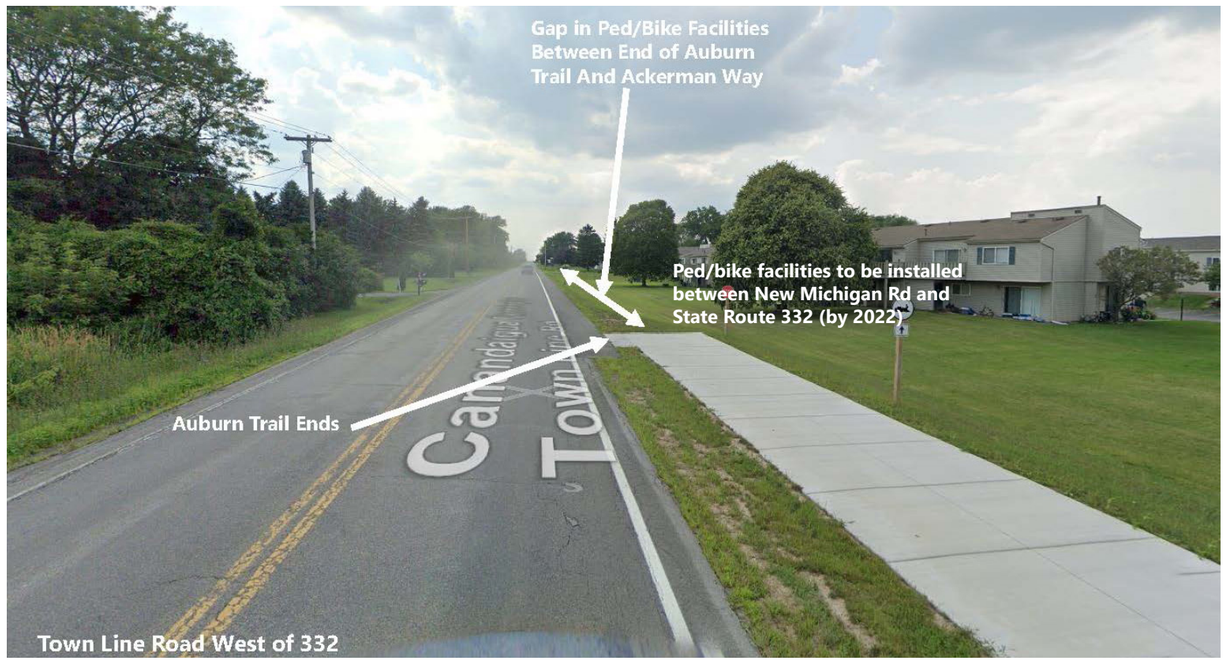
SEGMENT 2

STATE ROUTE 332 FROM NORTH OF COUNTY ROAD 41 TO TOWN LINE ROAD, INCLUDING A PORTION OF MERTENSIA ROAD

Key findings related to existing conditions along Segment 2 include:

- A 5' wide sidewalk exists on the west side of State Route 332 between State Route 96 to the north and the intersection of the Auburn Trail to the south. Available ROW width on the west side of State Route 332 is +/- 45'-50' presents an opportunity to expand the sidewalk to 10'-12' wide, creating a multi-use trail.
- Recent improvements were made to the intersection of State Route 332 and County Road 41 including new dedicated turn lanes, ADA-accessible curb ramps, a new pedestrian crossing on the north leg of the intersection, new crosswalk striping and pedestrian signal poles.
- Bike lanes were added to the intersection to the southbound lanes of State Route 332 and to the west leg of the intersection on County Road 41.
- The existing sidewalk system has missing segments, creating gaps in pedestrian accessibility throughout Segment 2.
- There are no sidewalks present on the east side of State Route 332.

SEGMENT 2



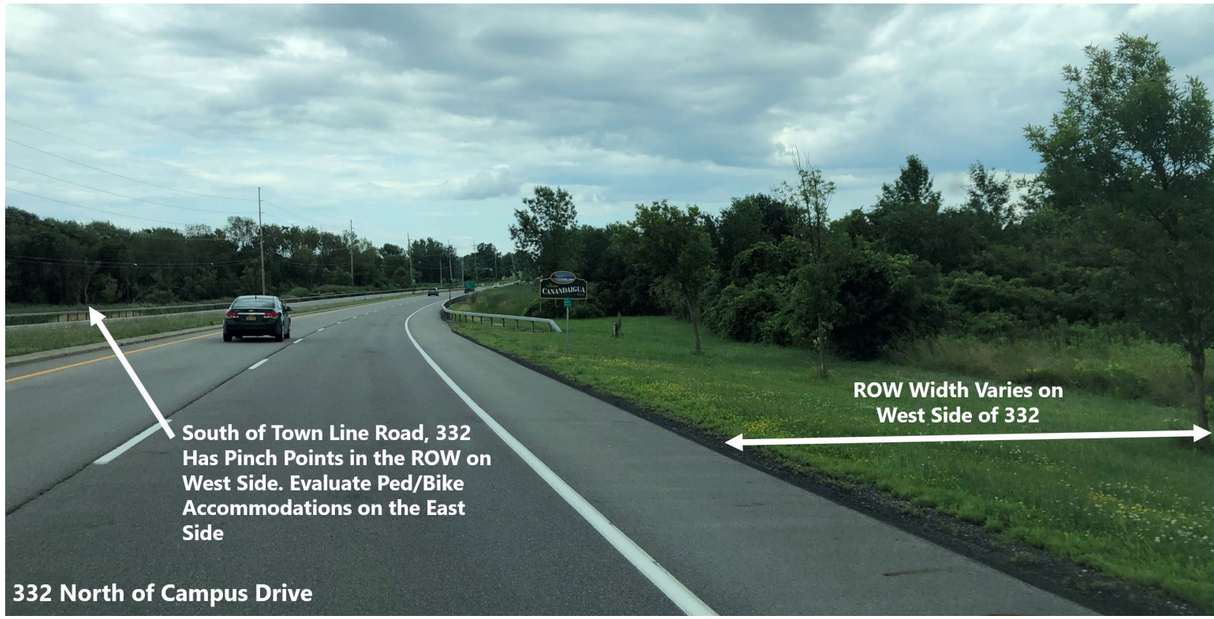
SEGMENT 3

STATE ROUTE 332 FROM TOWN LINE ROAD TO THOMAS/EMERSON ROAD AT THE SOUTHERN BOUNDARY OF THE SUB-AREA

Key findings related to existing conditions along Segment 3 include:

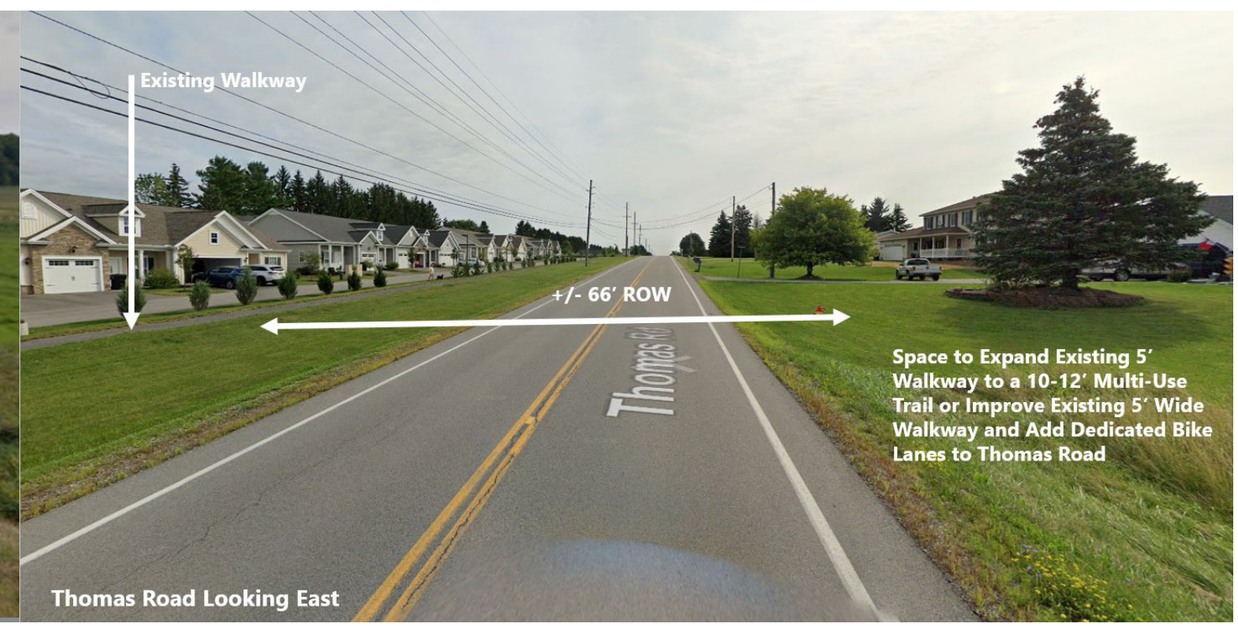
- Available ROW exists on both sides of State Route 332 which could accommodate potential sidewalks or multi-use path, providing multi modal transportation options for sub-area and connection the regional trail systems.
- The ROW width on Brick Yard Road is approximately 70' and provides the potential for the inclusion of pedestrian/bike infrastructure. Sidewalks, bike lanes and or multi-use paths can provide direct connection to planned extensions of the Auburn Trail to the north and to existing and proposed residential neighborhoods to the south.

SEGMENT 3


South of Town Line Road, 332 Has Pinch Points in the ROW on West Side. Evaluate Ped/Bike Accommodations on the East Side
ROW Width Varies on West Side of 332
332 North of Campus Drive


+/- 56' ROW
Yerkes Rd
Space for 8-10' Multi-Use Sidepath or Sidewalk and Dedicated Bike Lanes on Yerkes Road
Existing Sidewalk Into Multi-Family Complex
Yerkes Road Looking East


Evaluate Potential 8-10' Multi-Use Sidepath
Future Auburn Trail Extension to be completed by the Town of Canandaigua
No Sidewalk
+/- 70' ROW
Brickyard Rd
Brickyard Road Looking South


Existing Walkway
+/- 66' ROW
Thomas Rd
Space to Expand Existing 5' Walkway to a 10-12' Multi-Use Trail or Improve Existing 5' Wide Walkway and Add Dedicated Bike Lanes to Thomas Road
Thomas Road Looking East

OPPORTUNITIES AND CONSTRAINTS

SEGMENT 1
Key opportunities and constraints related to multi-modal improvements along Segment 1 include:

- Implement traffic calming measures to mitigate impacts associated with Exit 44 toll booth removal.
- Enhance pedestrian crossings at all intersections to create safe pedestrian connectivity throughout the sub-area.
- Provide safe pedestrian routes from the neighborhoods north of the railroad tracks south to the State Route 96 corridor and various goods and services.
- Complete the sidewalk network where gaps exist to provide cohesive pedestrian connectivity throughout the sub-area.
- Consider a variety of bike facility improvements to provide recreational loops throughout the sub-area.
- Widen existing sidewalk on State Route 332 to create a safe and welcoming north/south multi-modal facility.
- Implement sidewalks on the east side of State Route 332 to connect east side residential neighborhoods to the corridor.
- Improve ADA-accessibility, including curb ramps at key intersections throughout this corridor segment.
- There is an opportunity to implement streetscape enhancements, including ADA-accessible curb ramps, ornamental street lighting and street trees along Route 96.

RECORDED SPEEDS IN THE SUB-AREA

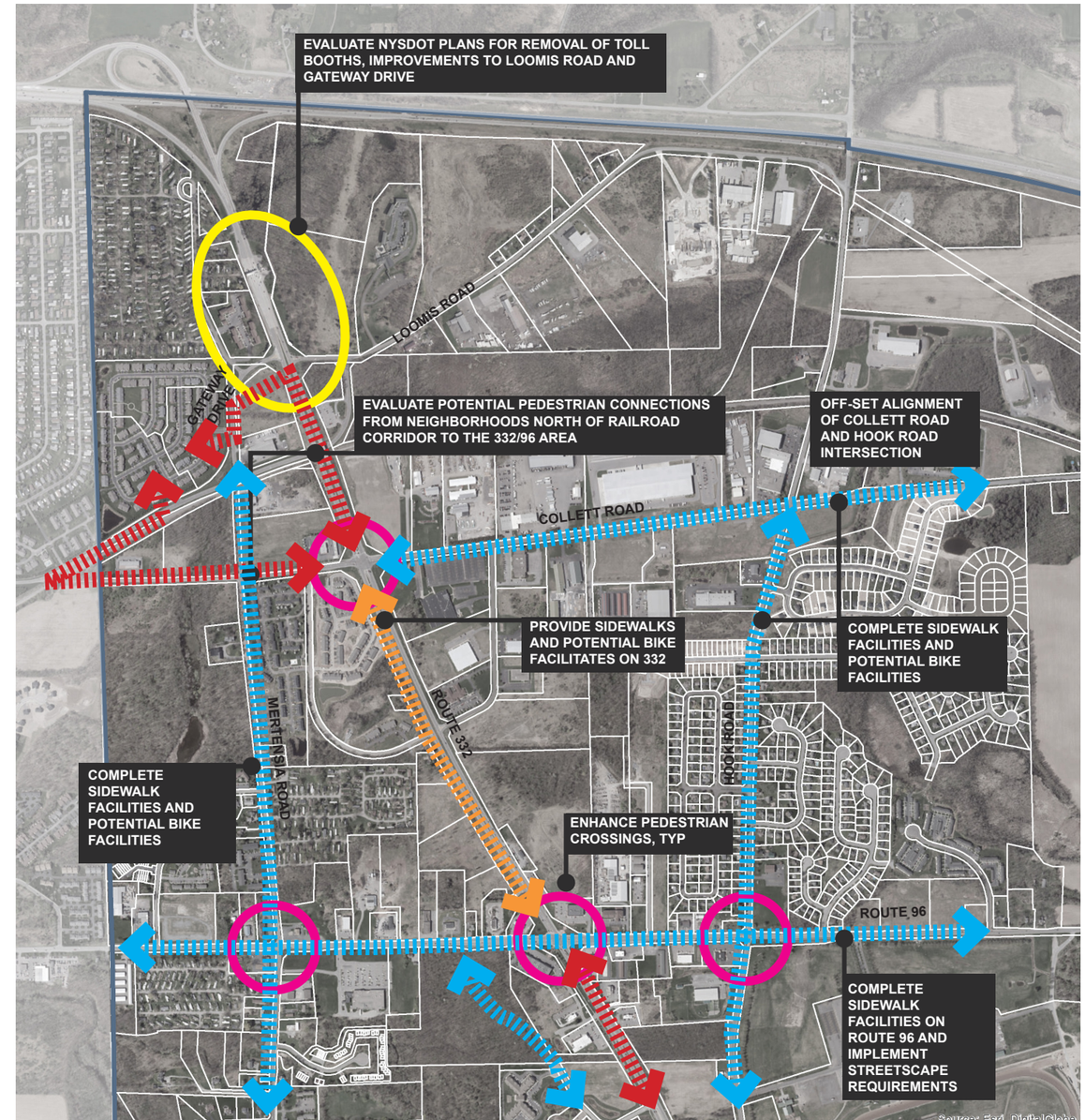
Although speeding was citied numerous times by the community and local officials along this segment, 2016 vehicle speed data obtained by automatic traffic recorders in this section were not excessively higher than the 55 MPH signed speed limit.

The recorded speeds were:

- **Northbound direction:** Average speed - 49.4 MPH; 85th percentile speed - 56.9 MPH
- **Southbound direction:** Average speed - 46.0 MPH; 85th percentile speed - 57.4 MPH

While traffic calming measures may be appropriate and could be installed at key locations, overall, excessive vehicle speeds appear to be somewhat of a perceived problem and reducing the signed speed limit does not appear to be necessary. Moreover, simply reducing the signed speed limit alone is very unlikely to have a significant impact on vehicle speeds without implementation of other, higher-impact measures.

SEGMENT 1 - OPPORTUNITIES AND CONSTRAINTS



LEGEND

- SIDEWALK AND BIKE FACILITIES - FILL IN THE GAPS
- EXPAND EXISTING SIDEWALK FACILITIES
- NEW SIDEWALK AND BIKE FACILITIES
- TOLL BOOTH REMOVAL AREA
- KEY INTERSECTION

OPPORTUNITIES AND CONSTRAINTS

SEGMENT 2
Key opportunities and constraints related to multi-modal improvements along Segment 2 include:

- Enhance pedestrian crossings at all intersections to provide safe pedestrian connectivity throughout the sub-area.
- There is an opportunity to enhance pedestrian and bicycle connections to the Auburn Trail.
- Fill in gaps in the sidewalk network to enhance pedestrian connectivity, including County Road 41 and Canandaigua-Farmington Town Line Road.
- New sidewalk accommodations and pedestrian crossings at key intersections should be considered to enhance connections between residential, commercial, and recreational assets along the corridor.
- Consider a variety of bicycle facility improvements to provide recreational loops throughout the sub-area and to the regional trail system.
- Strengthen pedestrian and bicycle connections to residential neighborhoods and parks.
- Widen existing sidewalk on State Route 332 to provide a safe north/south multi modal facility.
- Implement sidewalks on the east side of State Route 332 to connect the residential neighborhoods east of State Route 332 to the corridor and amenities.
- Evaluate narrowing travel lane widths on State Route 332 and State Route 96 to calm traffic and gain usable space for pedestrian/bike infrastructure and streetscape amenities.
- There is an opportunity to complete the Town's local collector road network and install signalized intersections, where necessary.

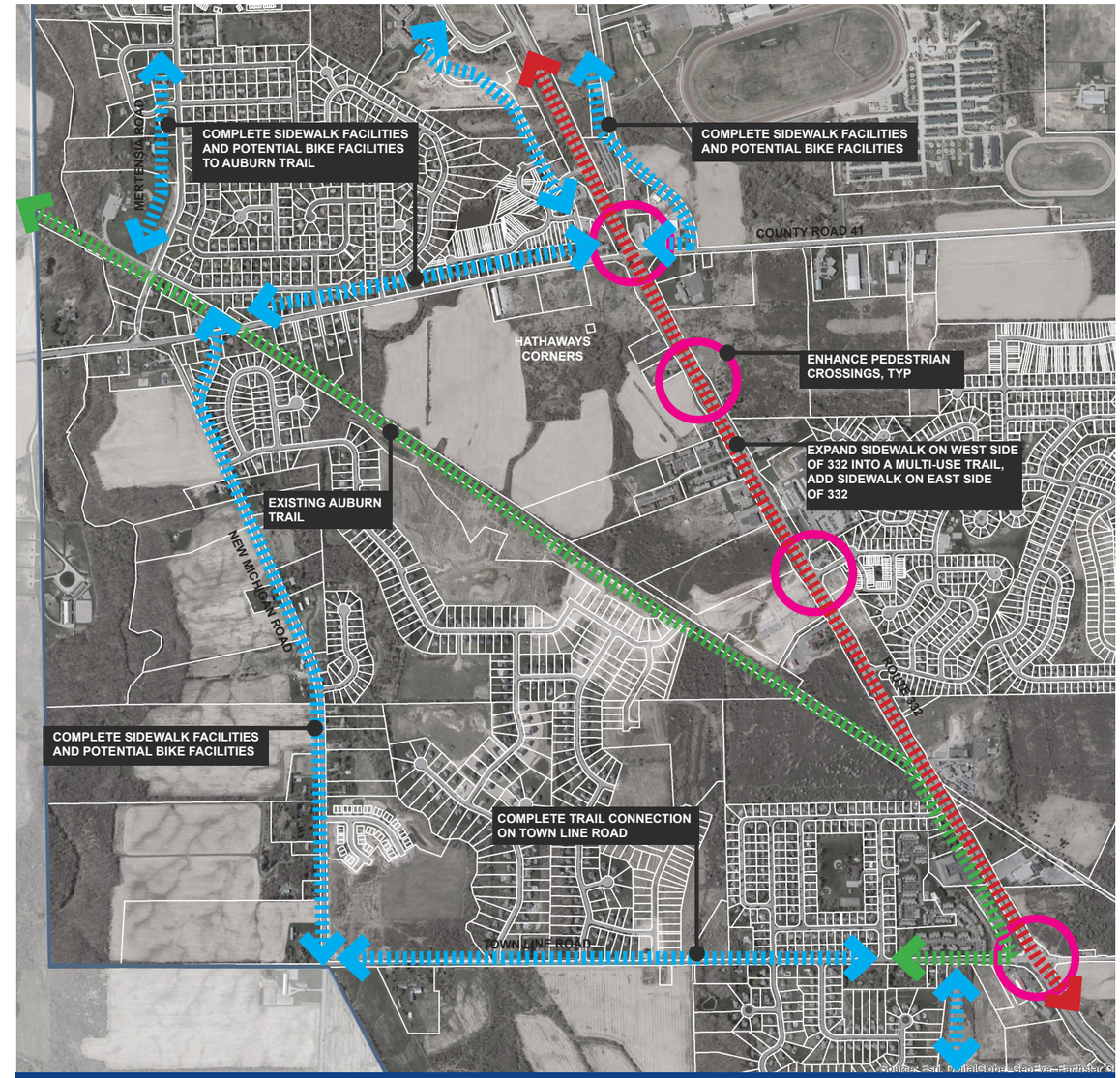
RECORDED SPEEDS IN THE SUB-AREA

Vehicle speeds along this segment were recorded in 2014. Vehicle speeds were slightly higher than Segment 1, but did not appear to be far in excess of the 55 MPH posted speed limit.

The recorded speeds were:

- **Northbound direction:** Average speed - 51.8 MPH; 85th percentile speed - 59.4 MPH
- **Southbound direction:** Average speed - 54.6 MPH; 85th percentile speed - 61.0 MPH

SEGMENT 2 - OPPORTUNITIES AND CONSTRAINTS



LEGEND

- SIDEWALK AND BIKE FACILITIES - FILL IN THE GAPS
- NEW SIDEWALK AND BIKE FACILITIES
- EXISTING AUBURN TRAIL
- KEY INTERSECTION

OPPORTUNITIES AND CONSTRAINTS

SEGMENT 3
Key opportunities and constraints related to multi-modal improvements along Segment 3 include:

- Provide off road pedestrian/bicycle accommodations extending the Auburn Trail from Canandaigua-Farmington Town Line Road to Purdy Road.
- Fill in gaps within the sidewalk network to provide cohesive pedestrian connectivity throughout the sub-area.
- There is an opportunity to connect residential areas through the implementation of pedestrian and bicycle accommodations.
- Pedestrian and bicycle facilities can be installed on the west side of State Route 332 to create a safe north/south multi modal facility.
- Expand and improve upon the existing ped/bike facilities on Thomas Road and Brick Yard Road to create greater connectivity in the study area.

RECORDED SPEEDS IN THE SUB-AREA

Vehicle speeds along this segment north of Emerson/Thomas Road were recorded in 2015. Speeds were higher than in Segments 1 and 2, but were still not greatly in excess of the 55 MPH posted speed limit.

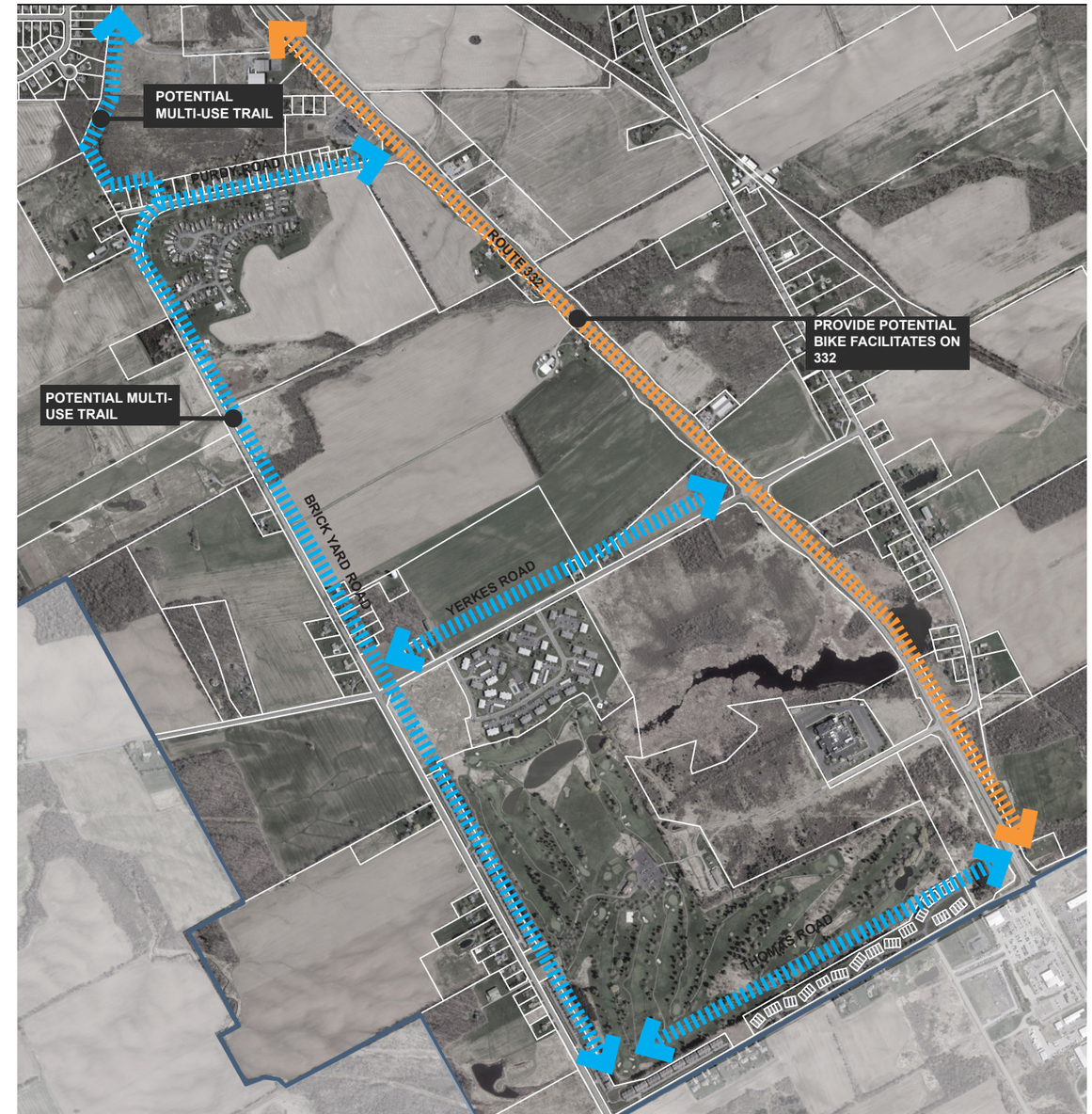
The recorded speeds were:

- **Northbound direction:** Average speed - 56.9 MPH; 85th percentile speed - 62.8 MPH
- **Southbound direction:** Average speed - 56.6 MPH; 85th percentile speed - 62.7 MPH

DESIGN CONSIDERATIONS

The intersection of Route 332 and Purdy Road is currently unsignalized. There is potential to develop a rear access road that would redirect traffic to the signalized intersection at NY 332 and Town Line Road. The Town of Canandaigua may consider adopting provisions similar to those articulated within the Town of Farmington's MTOD, which would identify locations for controlled access points to State Route 332.

SEGMENT 3 - OPPORTUNITIES AND CONSTRAINTS



LEGEND

- SIDEWALK AND BIKE FACILITIES - FILL IN THE GAPS
- EXPAND EXISTING SIDEWALK FACILITIES

CORRIDOR RECOMMENDATIONS

OVERVIEW

This section builds upon the key findings and opportunities identified in this report. There are a number of recommendations to enhance pedestrian and bicycle connectivity, transportation efficiency, and enhance the corridor's sense of place. These recommendations are categorized as follows:

- Roadway Improvements;
- Intersection Improvements;
- Pedestrian and Bicycle Connections;
- Access Management; and
- Land Use and Regulations.

ROADWAY IMPROVEMENTS

OVERVIEW

Roadway improvements are recommended for State Route 332 and Route 96 to provide safe accommodations for all users, including vehicles, pedestrians and bicyclists. Recommendations are also intended to improve traffic flow and ensure an efficient transportation system.

DESIGN CONSIDERATIONS

State Route 332 is classified as a principal arterial and is a designated Limited Access Highway. **Route 96** is classified as a principal arterial west of State Route 332 and a minor arterial east of State Route 332. Both roadways must be designed to accommodate tractor-trailer combinations greater than 65 feet and 53-foot trailers.

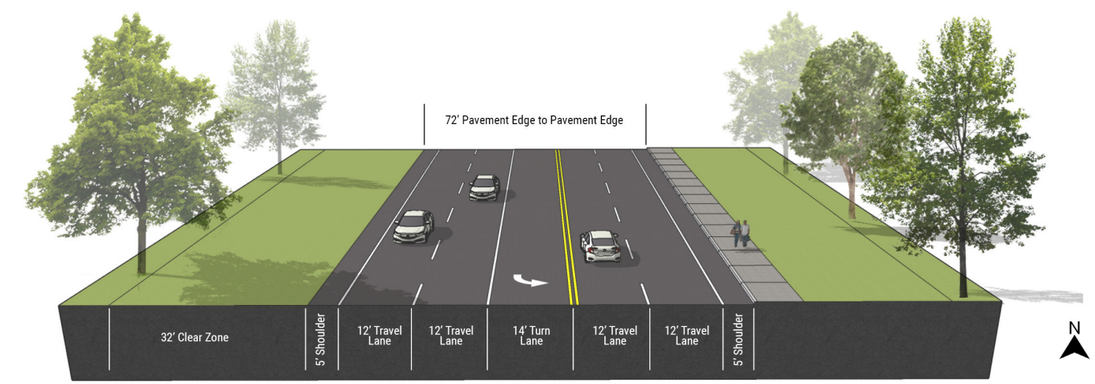
STATE ROUTE 332

State Route 332 currently contains two travel lanes in each direction, with a left turn lane in the southbound direction.

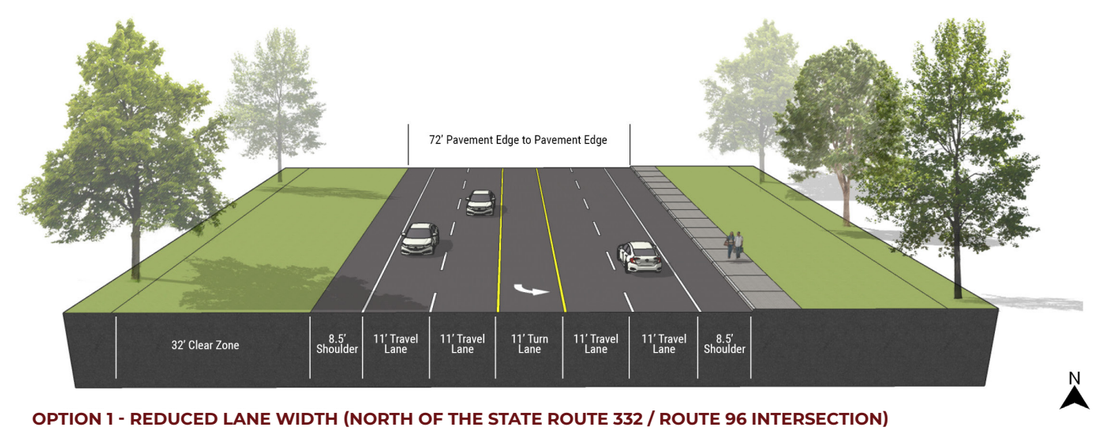
OPTION 1: REDUCED LANE WIDTH

Vehicular mobility along State Route 332 is generally very good, so only very minor changes are proposed to improve pedestrian and bicycle mobility along the corridor. The existing 12-foot lane widths and the 14-foot turn lane would be reduced to to 11-foot lanes in favor of wider, 8.5-foot shoulders. This increased shoulder width would allow safer and easier travel for cyclists, additional room for pedestrians in areas without sidewalks, and additional buffer room for pedestrians in areas with sidewalks. This option would also involve moving the longitudinal rumble strips, or Secondary Highway Audible Delineators (SHARDS), from their current locations to the new roadway edge lines.

REPRESENTATIVE CROSS SECTION:



EXISTING CONFIGURATION - STATE ROUTE 332 (NORTH OF THE STATE ROUTE 332 / ROUTE 96 INTERSECTION)



OPTION 1 - REDUCED LANE WIDTH (NORTH OF THE STATE ROUTE 332 / ROUTE 96 INTERSECTION)

ROUTE 96 OVERVIEW

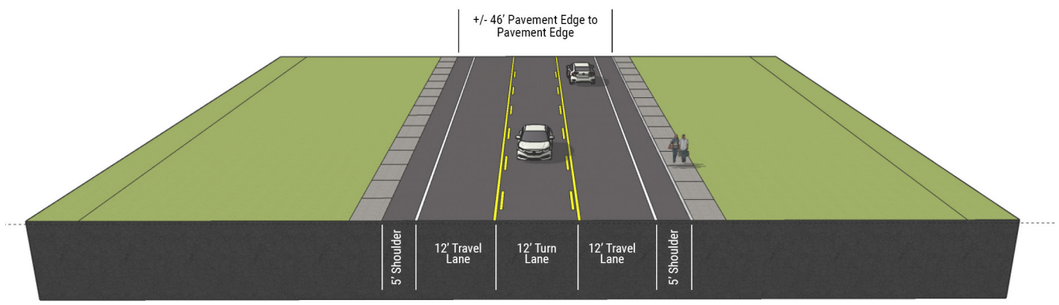
Route 96 is comprised of various character areas, ranging from a rural setting to the center of the Town of Farmington. Due this variety, recommendations for Route 96 have been broken into 3 sections – west of State Route 332, east of State Route 332 and near the State Route 332 intersection. As Route 96 approaches State Route 332 in both directions, it widens to four lanes (two in each direction) with left-turn lanes in each direction. Four options were examined along Route 96 near Route 332 that would accommodate enhanced pedestrian and bicycle facilities while maintaining efficient traffic flow along the corridor.

ROUTE 96 (EAST OF STATE ROUTE 332)

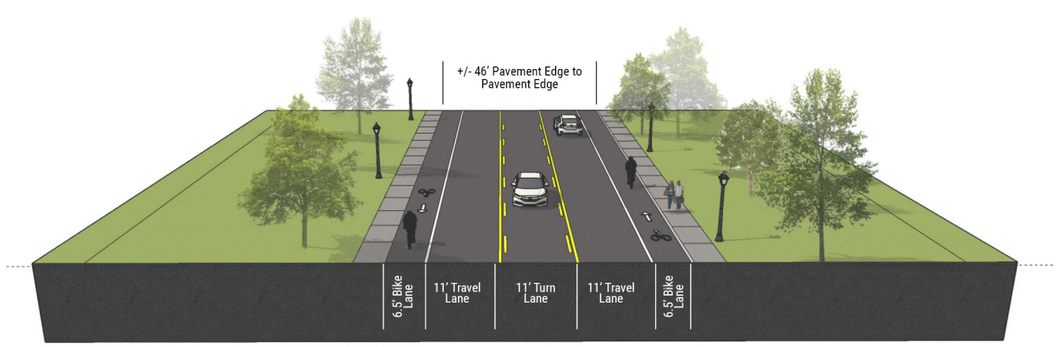
OPTION 1: REDUCED LANE WIDTH AND BIKE LANES

East of Route 332 to Beaver Creek/Hook Road, the roadway is a 3-lane roadway, with one 12-foot through lane in each direction, a 12-foot center-turn lane, and 5-foot shoulders, for a total with of 46-feet. This section of roadway would be re-striped with 11-foot travel lanes, maintain an 11-foot center-turn lane, and stripe in two 6.5-foot bike lanes. East of Beaver Creek, these bike lanes would give way to 10' bikeable shoulders.

REPRESENTATIVE CROSS SECTION:



EXISTING CONFIGURATION - ROUTE 96 (EAST OF STATE ROUTE 332)



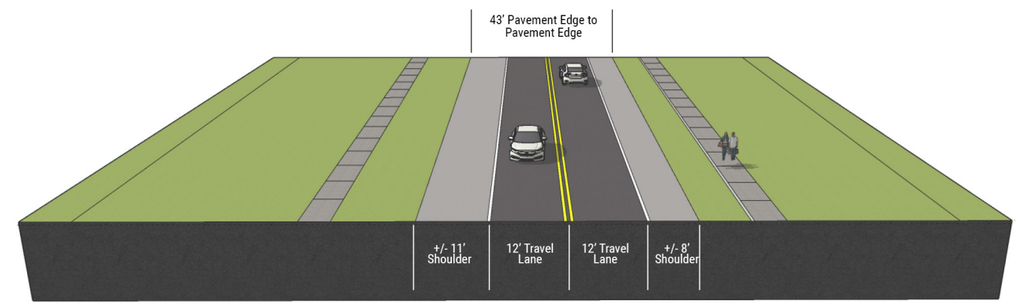
OPTION 1 - REDUCED LANE WIDTH AND BIKE LANES

ROUTE 96 (WEST OF STATE ROUTE 332)

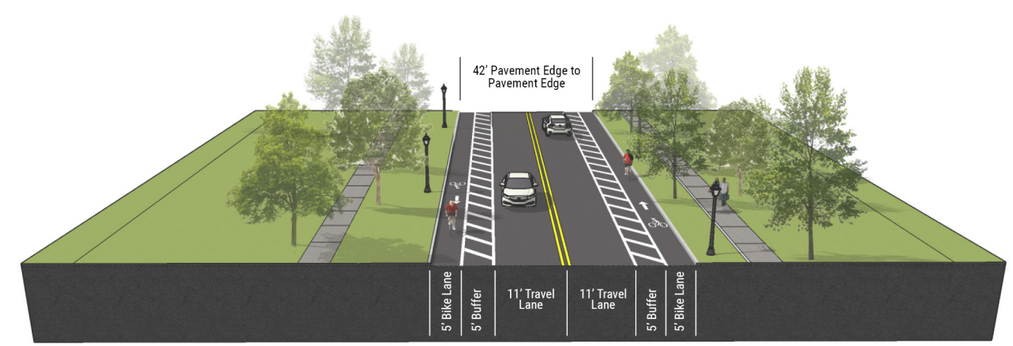
OPTION 1: REDUCED LANE WIDTH AND WIDEN BIKE ACCOMMODATIONS

Route 96 changes its cross-section several times through the sub-area. West of Route 332, Route 96 is a two-lane roadway, with one 12-foot travel lane in each direction and 6-foot to -11-foot shoulders and a total width of 42- to 43-feet. East of Mertensia, the roadway changes character slightly from a rural context to the hamlet center of Farmington. In order to highlight this change in context, encourage lower speeds, and promote multi-modal travel options, the roadway would be re-striped with 11-foot lanes. This would visually narrow the roadway for drivers and accentuate these bicycle lanes, making them more visible to drivers and encouraging more bicycle travel along Route 96.

REPRESENTATIVE CROSS SECTION:



EXISTING CONFIGURATION - ROUTE 96 (WEST OF STATE ROUTE 332)



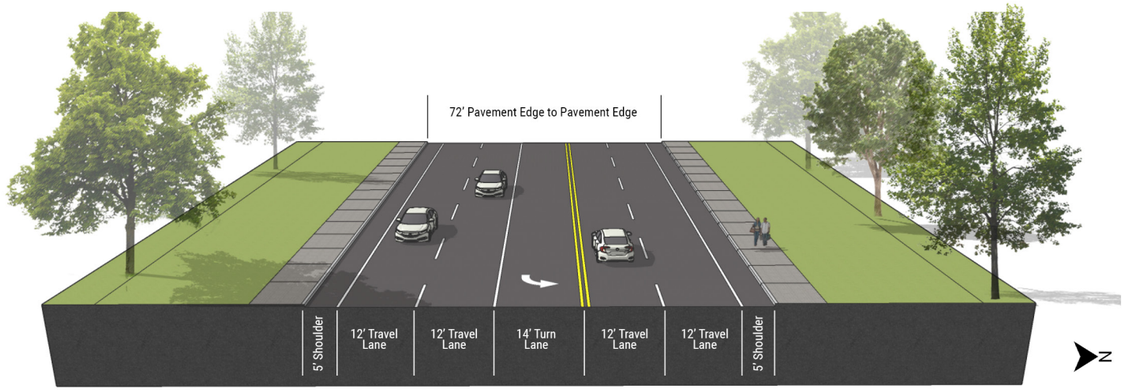
OPTION 1 - REDUCED LANE WIDTH AND BUFFERED BIKE LANES

ROUTE 96 (NEAR STATE ROUTE 332 INTERSECTION)

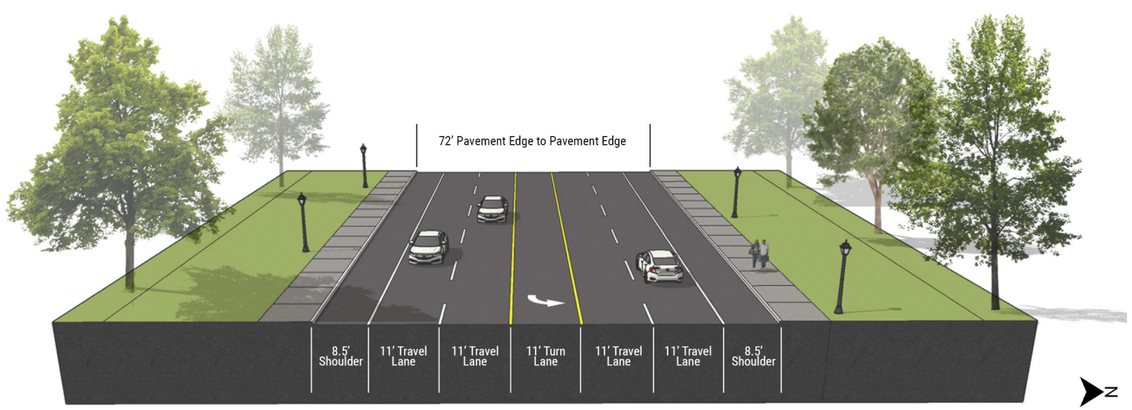
OPTION 1: REDUCED LANE WIDTH WITH BICYCLE LANES

This option reduces the 12-foot travel lanes and the 14-foot left-turn lane to 11-foot lanes and converting the existing 5-foot shoulders to 8.5-feet wide bike lanes. This provides a wide space dedicated for cyclists and a buffer for pedestrians for the adjacent sidewalks.

REPRESENTATIVE CROSS SECTION:



EXISTING CONFIGURATION - ROUTE 96 (NEAR THE STATE ROUTE 332 INTERSECTION)

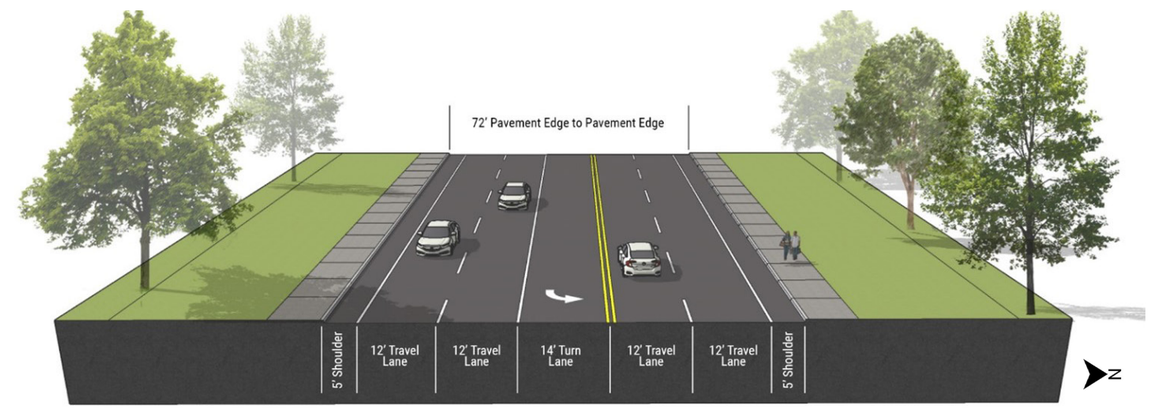


OPTION 1 - REDUCED LANE WIDTH WITH BICYCLE LANES (NEAR THE STATE ROUTE 332 INTERSECTION)

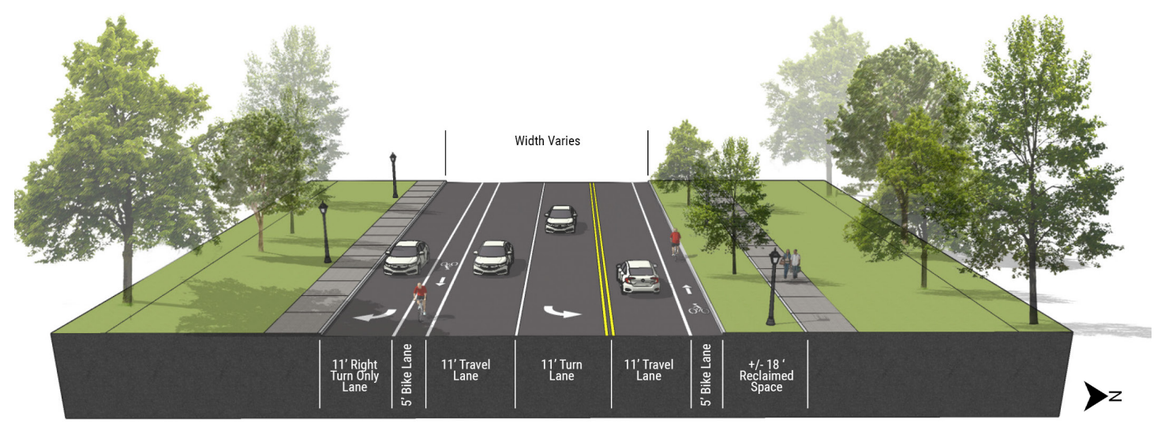
OPTION 2: REDUCED TRAVEL LANES WITH BICYCLE LANES

This option would convert the right-hand through lanes in each direction to right-turn lanes, and eliminate the receiving lanes, thus reducing the size of the intersection. A traffic analysis was performed for this configuration utilizing the 2025 traffic projections from the 2020 GLN Farmington Realty Development and yielded acceptable Level-of-Service. A full traffic study should be performed to determine the necessary queue lengths and to determine if a westbound turn lane into the developments west of the intersection would be required. 5' bike lanes would be maintained through the intersection.

REPRESENTATIVE CROSS SECTION:



EXISTING CONFIGURATION - ROUTE 96 (NEAR THE STATE ROUTE 332 INTERSECTION)



OPTION 2 - REDUCED TRAVEL LANES WITH BICYCLE LANES (NEAR THE STATE ROUTE 332 INTERSECTION)

INTERSECTION IMPROVEMENTS

OVERVIEW

Improvements are recommended at key intersections within the sub-area to enhance safety and access for vehicles, pedestrians and bicyclists, including:

- State Route 332 and Route 96;
- Route 96 and Mertensia Road;
- Route 96 and Beaver Creek/Hook Road;
- State Route 332 and Collett Road;
- State Route 332 and County Road 41; and
- State Route 332 and Canandaigua-Farmington Town Line Road.

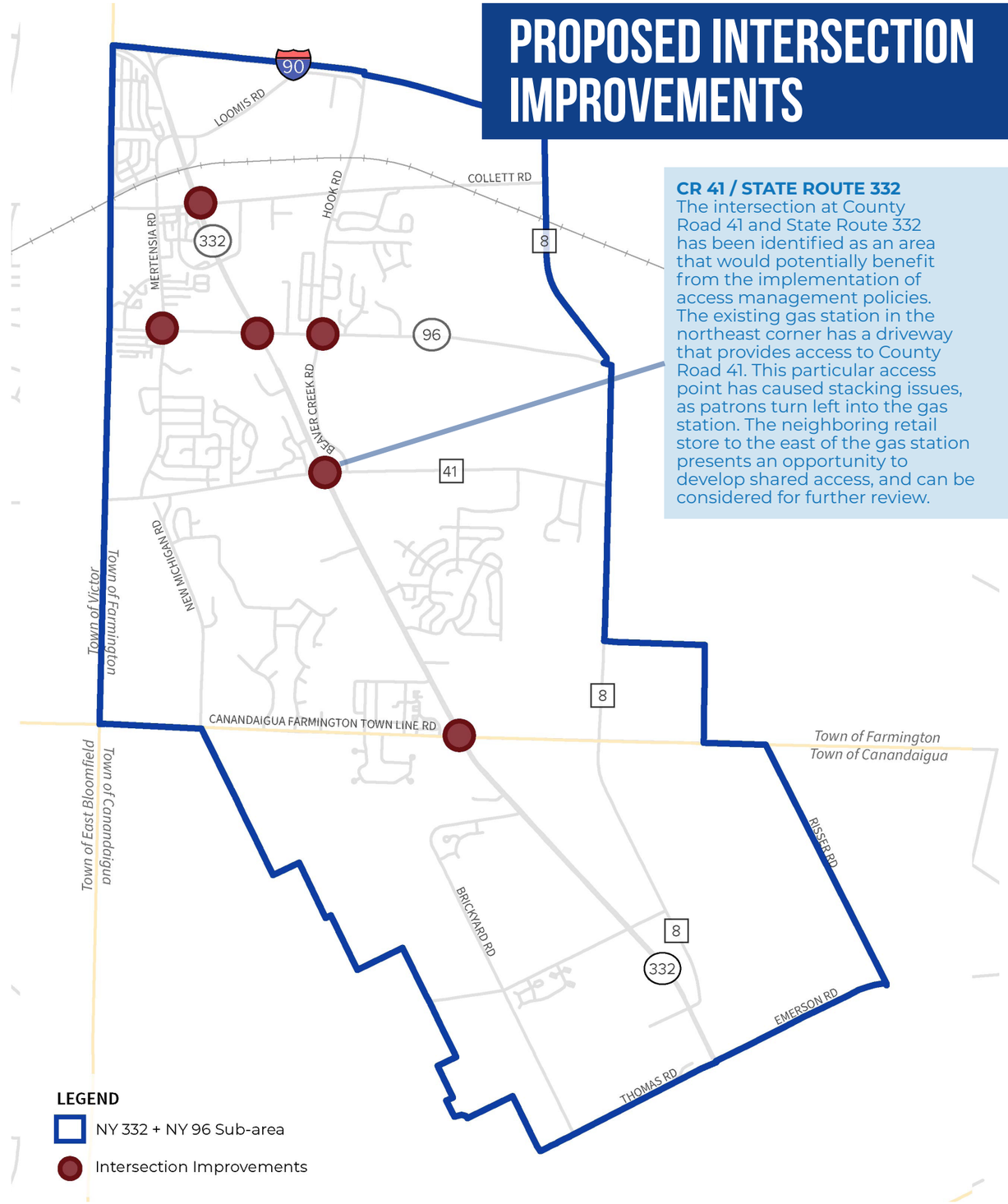
For several intersections, there are multiple recommended options. These options are intended to serve as a "menu" of options for the towns of Farmington and Canandaigua to consider. These improvements could also be seen as a phasing strategy, to implement improvements incrementally as funding and resources allow.

ADDITIONAL INTERSECTIONS TO CONSIDER

Recommendations were developed for the six key intersections within the sub-area. While these intersections have been identified as priorities, there are two additional intersections that should be examined further:

- County Road 41 and New Michigan Road: consider signalizing this intersection.
- Route 96 and County Road 8: consider an analysis of this intersection to determine if vertical profile can be adjusted to reduce existing hump, in order to accommodate larger vehicles associated with surrounding industrial uses.

PROPOSED INTERSECTION IMPROVEMENTS



CR 41 / STATE ROUTE 332
The intersection at County Road 41 and State Route 332 has been identified as an area that would potentially benefit from the implementation of access management policies. The existing gas station in the northeast corner has a driveway that provides access to County Road 41. This particular access point has caused stacking issues, as patrons turn left into the gas station. The neighboring retail store to the east of the gas station presents an opportunity to develop shared access, and can be considered for further review.

STATE ROUTE 332 / ROUTE 96

The State Route 332 and Route 96 intersection is the central node along the corridor, with a history of collisions involving motor vehicles, pedestrians and bicyclists. Proposed improvements at this intersection are intended to enhance pedestrian and bicycle safety and mobility, create a more human-scale environment, and reduce vehicular speeds. Key improvements within each improvement option include:

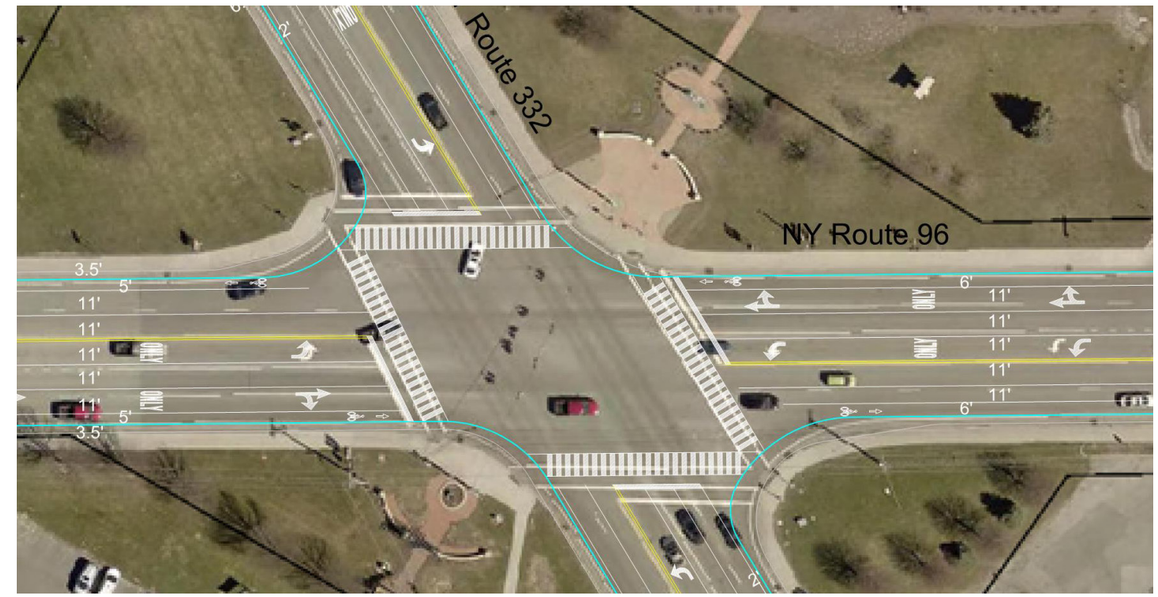
- **Reduce lane width and curb return radii, where possible:** Reducing lane width of travel and turn lanes to 11 feet and curb return radii will reduce the pedestrian crossing distance and intersection footprint.
- **Install countdown pedestrian signal heads where they currently do not exist:** Countdown signal heads provide pedestrians a signal timer for crossing the crosswalk.
- **Install high-visibility (ladder-style) crosswalks where they currently do not exist:** High-visibility crosswalks are more effective at alerting drivers to pedestrians, particularly at night or in poor weather conditions.
- **Add a Leading Pedestrian Interval (LPI):** A LPI will provide a lead 3-5 second phase for pedestrians prior to the vehicular green indication. This will allow pedestrians to enter the intersection before vehicles, making them more visible to turning vehicles thus improving pedestrian safety.
- **Restripe travel lanes and add bicycle lanes along Route 96:** Bicycle lanes will provide a dedicated space for cyclists and improve bicycle safety and mobility.
- **Install standard pole and mast-arm mounted signal heads in place of overhead span wires:** The current intersection configuration consists of strain poles and long span wires with the vehicular signal heads. This type of configuration focuses the driver's attention on the signal above the intersection, rather than ahead on the road. A configuration with signal poles and mast arms focuses driver's attention ahead and displays the pedestrian signal head more prominently. Signal poles and mast arms will create a more human-scale environment, improving pedestrian comfort and alerting drivers to crossing pedestrians.
- **Install pedestrian-scaled lighting:** Pedestrian-scale lighting will enhance the roadway's sense of place and character, as well as provide illumination at the pedestrian level.

IMPROVEMENTS OPTIONS

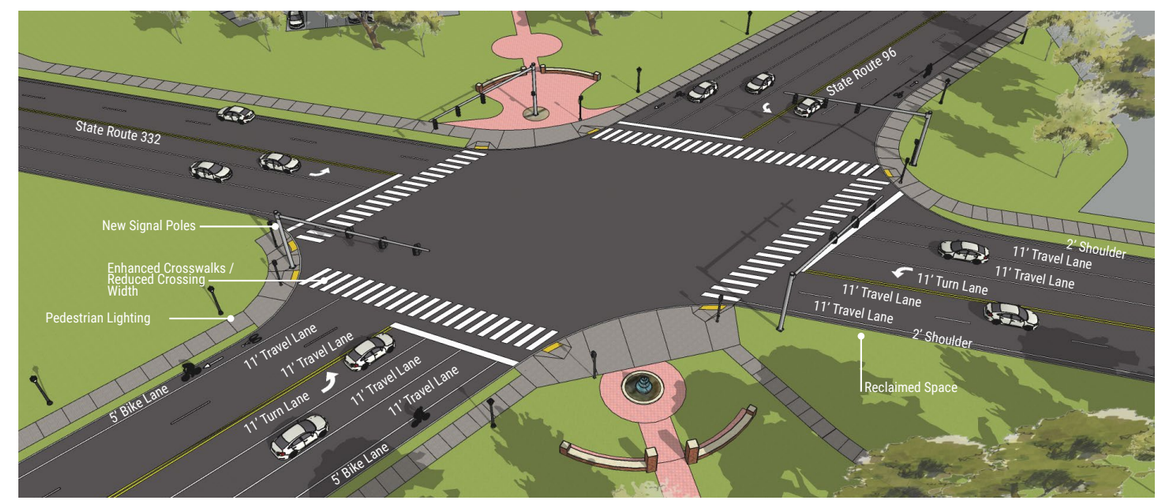
Two improvement options are presented to address safety and access concerns. Short-term improvements focus on lower cost, easily implementable options to enhance pedestrian safety, while long-term improvements present transformative solutions for the intersection. Improvements can be implemented incrementally over time as funding is available to gradually transform the intersection and the surrounding area.

OPTION 1: MAINTAIN TRAVEL LANES, REDUCE LANE WIDTH

Option 1 reduces the lane widths on State Route 332 and State Route 96, but retains the existing lane designations. This configuration slightly reduces the pedestrian crossing distances for pedestrians by modifying the curb radii at several corners while still maintaining turning radii to accommodate truck traffic.



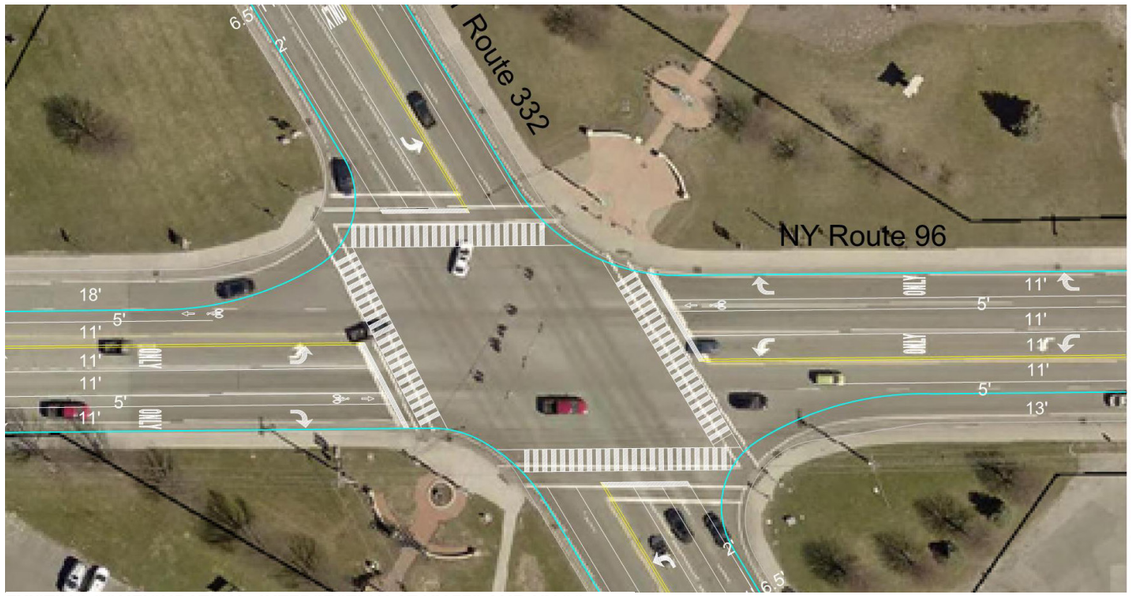
EXISTING CONFIGURATION - INTERSECTION AT NY 332 AND NY 96



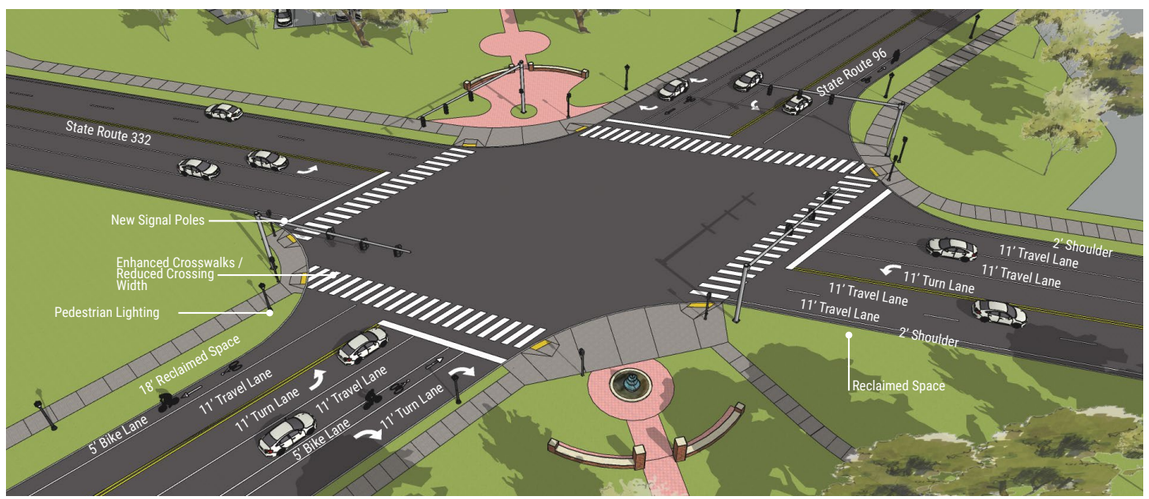
OPTION 1 - REDUCED LANE WIDTH WITH BICYCLE LANES

OPTION 2: REDUCE TRAVEL LANES, INCORPORATE BIKE LANES

Option 2 eliminates a through lane in each direction along Route 96. This modification greatly reduces the width of the intersection, allowing room for wider sidewalks or landscaping/streetscape features. This option reduces the pedestrian crossing distances more than Option 1 while still maintaining the necessary curb return radii for large vehicles.



EXISTING CONFIGURATION - INTERSECTION AT NY 332 AND NY 96



OPTION 2 - REDUCED TRAVEL LANES WITH BICYCLE LANES

ROUTE 96 AND MERTENSIA ROAD + ROUTE 96 AND BEAVER CREEK / HOOK ROAD

The intersections along Route 96 at Mertensia Road and Beaver Creek/Hook Road act as "bookends" to the Route 96 commercial area and serve as gateways to the sub-area. Improvements at these intersections should include similar treatments. An evaluation of the proposed treatment options for the intersections is provided below.

EVALUATION OF OPTIONS

	PROS	CONS
OPTION 1: SINGLE-LANE ROUNDABOUT	• Increase vehicular, pedestrian and safety • Reduce vehicle speeds • Welcoming gateway feature • Low maintenance cost	• Higher installation cost • Restricted geometry and potential property acquisition needed
OPTION 2: ENHANCED CROSSINGS WITH BIKE LANES	• Lowest cost alternative • Widened bike lanes provide continuous width through the intersection	• Limited vehicle speed reduction
OPTION 3: ENHANCED CROSSINGS WITH BIKE LANES AND BUMP OUTS	• Moderate speed reduction • Reduced pedestrian crossing distance • Opportunity for enhanced landscaping	• Evaluation of utility and drainage impacts for installation of bump outs • Narrowed bicycle lanes due to bump outs

DESIGN CONSIDERATIONS

Shoulder Audible Roadway Delineators (SHARDS), also known as rumble strips, or shards, are utilized to allow bicyclists to travel between the shoulder and the travel lane. They are a cost effective tool that can be installed in short stretches were there are higher levels of activity. They significantly reduce severe roadway departure crashes., by using both noise and vibration to alert drivers that he or she is departing the appropriate travel path.

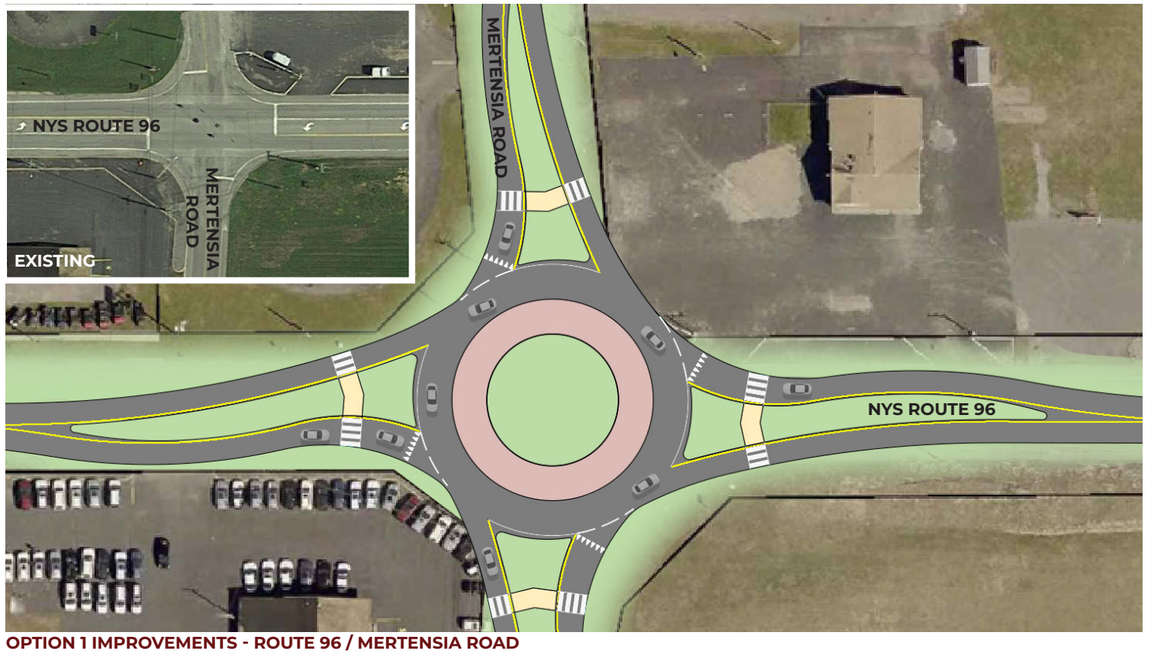
OPTION 1: SINGLE-LANE ROUNDABOUT

Option 1 recommends the replacement of both signalized intersections with a single-lane roundabout. The single-lane roundabout is intended to improve traffic flow, reduce vehicle speeds along Route 96 and serve as a gateway feature along the corridor. Based on existing traffic volumes, the roundabout can be accommodated at both locations.

Roundabouts at Mertensia Road and Beaver Creek Road would be logical gateways to the Farmington hamlet center. They could reduce vehicle speeds along the corridor and signal a change in character. Additionally, roundabouts are safe and effective treatments for pedestrians, as they utilize relatively short crossing distances and traffic speeds are lower. The NYSDOT would likely not provide funding for an intersection with low crash rates, however, they may be open to roundabout installation at these locations if funding can be obtained from another source.

ROUNDABOUTS IN THE AREA

Roundabouts exist in the Canandaigua-Farmington area. A single-lane roundabout is currently in operation within the sub-area, at CR Route 41 and CR Route 8. Roundabouts are higher-cost improvements; however they are effective in slowing traffic and improving pedestrian safety and access along busy thoroughfares.



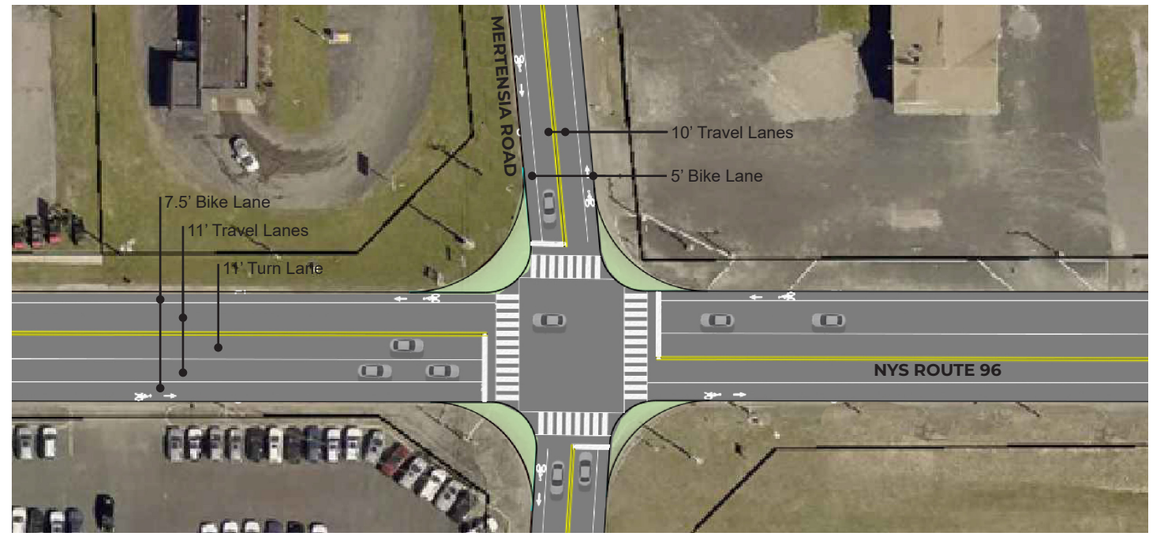
OPTION 1 IMPROVEMENTS - ROUTE 96 / MERTENSIA ROAD

OPTION 2: ENHANCED CROSSINGS WITH BIKE LANES

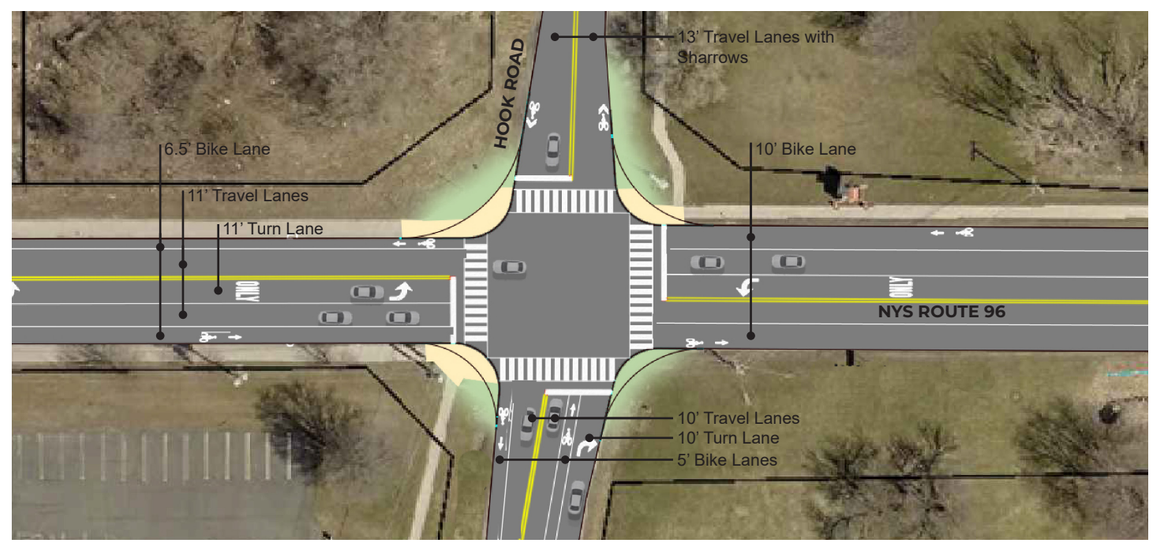
Option 2 includes improvements to increase awareness of potential pedestrians to drivers and reduce the pedestrian crossing distance, such as:

- Installation of ADA-accessible curb ramps at each corner;
- Installation of a countdown pedestrian signal head for all crossings; and
- Installation of standard pole and mast-arm mounted signal heads in place of overhead span wires.

This option also includes widening bike lanes along Route 96 and bike lanes or sharrows striped along Mertensia Road, Beaver Creek Road, and Hook Road.



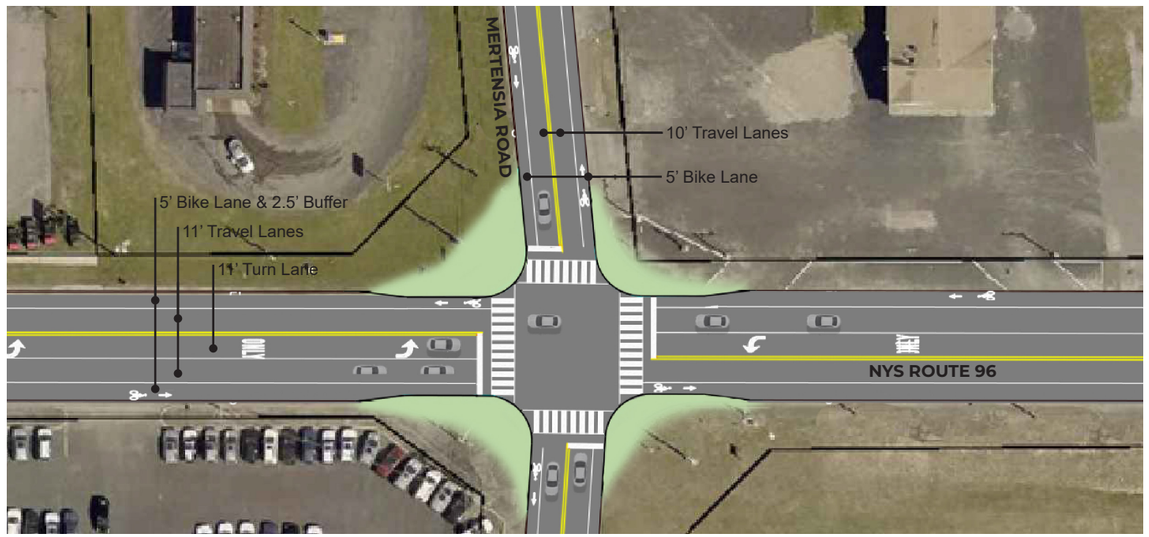
OPTION 2 IMPROVEMENTS - ROUTE 96 / MERTENSIA ROAD



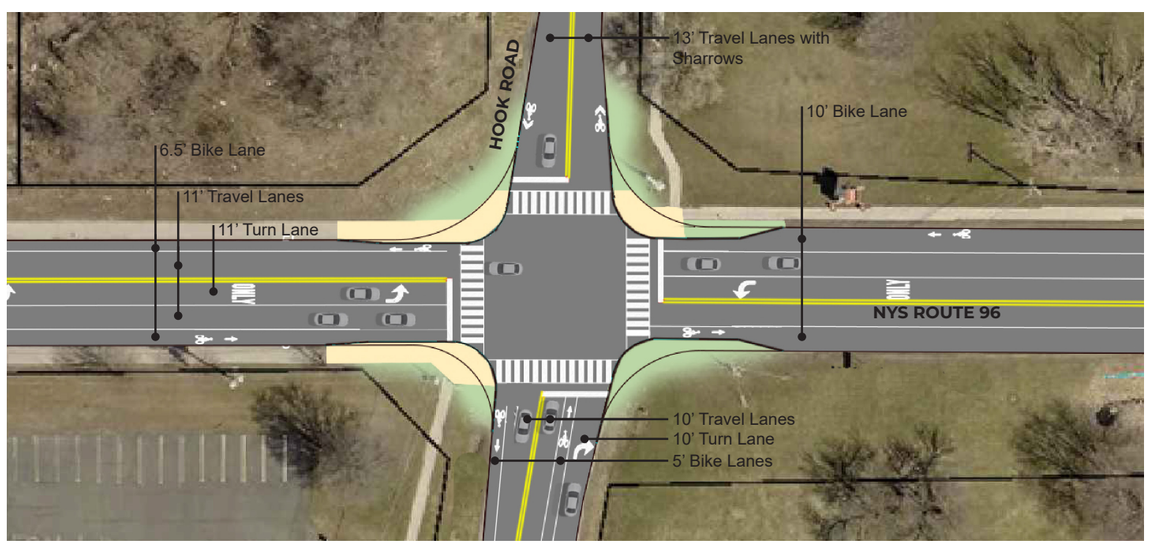
OPTION 2 IMPROVEMENTS - ROUTE 96 / BEAVER CREEK / HOOK ROAD

OPTION 3: ENHANCED CROSSINGS WITH BUMP OUTS

Option 3 includes the same improvements as Option 2, with the addition of bump-outs at each of the intersection corners. Bump-outs reduce pedestrian crossing distances, improve the visibility of crossing pedestrians for approaching vehicles, and provide a visual and a physical cue to drivers to reduce speeds. Bump outs and a reduction of curb return radii would need to designed in a manner to accommodate single unit trucks (delivery vehicles), however, these road would likely not need to accommodate multi-unit trailers.



OPTION 3 IMPROVEMENTS - ROUTE 96 / MERTENSIA ROAD



OPTION 3 IMPROVEMENTS - ROUTE 96 / BEAVER CREEK / HOOK ROAD

STATE ROUTE 332 AND COLLETT ROAD

The State Route 332 and Collett Road intersection is located approximately 0.5-miles from the New York State I-90 exit. With the upcoming removal of the toll plaza, many residents are concerned that the absence of this visual cue may encourage vehicles to travel at higher freeway speeds as they continue south along Route 332 towards Collett Road.

The improvements summarized below would alert drivers to the presence of the upcoming signal, improve the visibility and safety of the signal, enhance multi-modal connections, and could help slow southbound traffic.

INTERSECTION LOCATION

REPRESENTATIVE IMAGE	RECOMMENDATION
	Installation of 3-inch retro-reflective sheeting to signal backplates on the State Route 332 approaches. Installation of this sheeting will improve the visibility of the signal heads to drivers.
	Installation of ADA features at each intersection corner.
	Installation of high-visibility (ladder-style) crosswalks at all pedestrian crossings.
	Installation of countdown pedestrian signal heads for all crossings: Countdown signal heads are already in place on Route 96 and Beaver Creek/Hook Road.

STATE ROUTE 332 AND CR 41

From 2015 to 2019, there were 56 crashes recorded at the State Route 332 and CR 41 intersection. Proposed improvements at this intersection are intended to improve vehicular safety while accommodating multi-modal travel. This intersection has recently undergone some improvements and these recommendations are applicable to those areas where features are currently not in place. These improvements include:

- Installation of 3-inch retro-reflective sheeting to signal backplates. This will improve the visibility of the signal heads on both approaches.
- Installation of new signal heads and change the phasing along CR 41 from permissive left-turn phasing to protected-permissive lead left-turn phasing: This will provide a separate phase for left-turning vehicles.
- Installation of ADA features at each intersection corner.
- Installation of high-visibility (ladder-style) crosswalks at all pedestrian crossings where they don't currently exist.
- Installation of countdown pedestrian signal heads for all crossings.

STATE ROUTE 332 & CR 41 INTERSECTION LOCATION
AERIAL IMAGERY, JUNE 2018

STATE ROUTE 332 AND CANANDAIGUA -FARMINGTON TOWN LINE ROAD

The State Route 332 / Town Line Road intersection is located within close proximity to the Auburn Trail. As such, improvements at this intersection should include bicycle and pedestrian upgrades to provide access to this asset.

Proposed improvements at this intersection include:

- Installation of 3-inch retro-reflective sheeting to signal backplates to improve the visibility of the signal heads on both approaches.
- Installation of ADA features at the northwest and southwest intersection corners: ADA features should also be considered at the other corners to facilitate connections across State Route 332 after construction of the next Phase of the Auburn Trail.
- Installation of high-visibility (ladder-style) crosswalks at the western leg of the intersection. High-visibility crosswalks should be considered at the other crossings after construction of the next phase of the Auburn Trail.
- Installation countdown pedestrian signal heads at new crossings.

COUNTDOWN PEDESTRIAN SIGNALS

Pedestrian Countdown Signals (PCS) are signal heads with a numerical display indicating the amount of time left in the flashing "DON'T WALK" phase of the pedestrian cycle. This allows pedestrians to determine whether they have sufficient time to complete a crossing safely. Studies have shown decreased vehicle speeds when countdown signal heads are present at intersections.

ADA-ACCESSIBILE SPACES

The Americans with Disability Act (ADA) enacted in 1990 mandates that all public spaces accommodate users with disabilities. Several measures can be utilized to ensure users with disabilities are considered when implementing improvements to sidewalks and intersections, including curb ramps, detectable warning surfaces, pedestrian signals and crosswalk alignment. These measures ensure pedestrians in wheelchairs or other mobility restrictions are able to easily and conveniently traverse neighborhoods and corridors.

PEDESTRIAN + BICYCLE CONNECTIONS

OVERVIEW

Known gaps exist within the pedestrian and bicycle infrastructure network throughout the sub-area. Recent improvements, including the construction of the Auburn Trail and streetscape enhancements installed as part of the Byrne Dairy development, demonstrate that progress is being made to fill in the missing links. There is potential to create a multi-modal transportation network throughout the sub-area and beyond, connecting residential neighborhoods to recreation amenities and local goods and services. The following recommendations are intended to create a cohesive pedestrian and bicycle network throughout the sub-area to enhance multi-modal transportation options and access to recreational amenities.

COLLETT ROAD, HOOK ROAD & BEAVER CREEK ROAD

Recommended improvements on these roadways include the completion of the sidewalk network to provide a continuous pedestrian system. The ROW widths allow for expanding/formalizing the roadway shoulders and re-striping the road to provide 5' wide dedicated bike lanes.

MERTENSIA ROAD

Portions of Mertensia Road contain sidewalks and 5' wide dedicated bike lanes. Existing ROW widths allow for the installation of missing sidewalk segments and expanding/formalizing the roadway shoulders to provided well marked dedicated bike lanes. These facilities on Mertensia Road would connect users to the State Route 96 corridor, Mertensia Park and the Auburn Trail.

ROUTE 96

Recommended roadway improvements will allow for the inclusion of dedicated bike lanes along Route 96. Existing and planned development on the corridor will enhance the existing sidewalk system and incorporate streetscape improvements including ornamental lighting, street trees and site amenities recommended in the Streetscape Design Guidelines for the State Route 96 corridor developed in 2019.

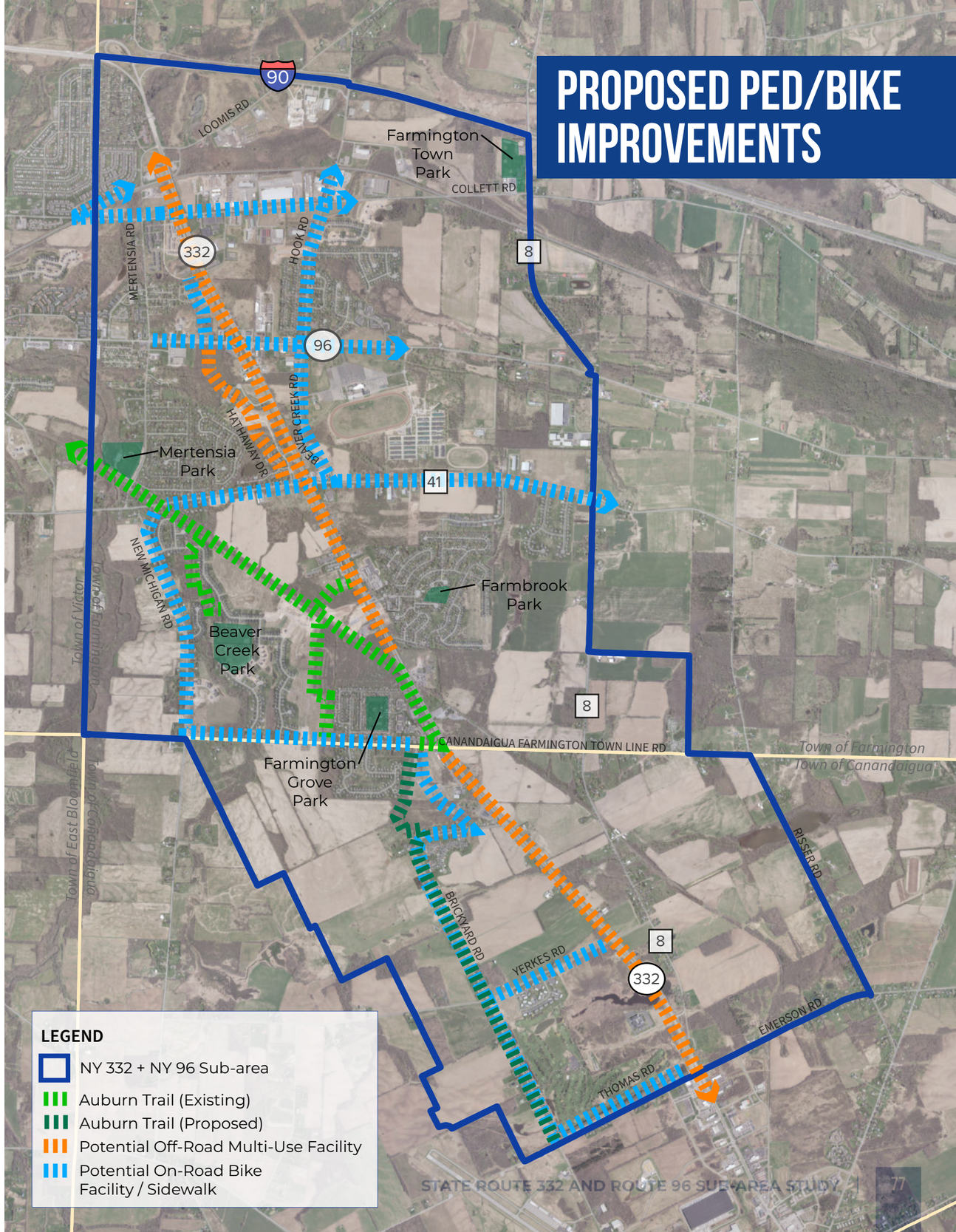
COUNTY ROAD 41

The area around the County Road 41 and State Route 332 intersection is evolving with the recently completed Lyons National Bank and the on-going development of Hathaways Corners including a mix of residential and commercial uses. Recent intersection improvements at this intersection include new sidewalks, dedicated bike lanes on three legs of the intersection, new pedestrian crossings including crosswalk striping and pedestrian signals.

Recommended improvements for County Road 41 build upon these recent investments and include completion of the sidewalk network along the entirety of County Road 41 and restriping of the road to provide 5' wide dedicated bike lanes. These improvements will connect the new residential and commercial developments directly to the Auburn Trail and existing residential neighborhoods.

TAP GRANT

As of July 2021, the Town of Farmington is in the process of applying for a Transportations Alternatives Program (TAP) Grant. The Town has identified 12 priority sidewalk sections for funding.



HATHAWAY DRIVE, MERCIER BOULEVARD AND LEFROIS DEVELOPMENT

The proposed LeFrois development on Route 96, includes a roadway connection from Route 96 to Mercier Boulevard and Hathaway Drive creating an additional north/south connection between Route 96 and County Road 41. Continuing the sidewalk system through the new development and filling in any gaps on Mercier Boulevard and Hathaway Drive is recommended to complete the sidewalk facilities on this north/south connection. Recommendations also include striping the vehicular travel lanes with sharrow symbols allowing bicyclists to share the road with vehicles.

NEW MICHIGAN ROAD

Recommended improvements include the installation of new sidewalk to fill in the existing gaps and widening/formalizing the shoulders to allow 5' wide dedicated bike lanes. These improvements would connect to County Road 41 and the Auburn Trail to the north and to the ongoing improvements to Canandaigua-Farmington Town Line Road to the south.

CANANDAIGUA-FARMINGTON TOWN LINE ROAD

Improvements to Canandaigua-Farmington Town Line Road are currently underway and include the installation of sidewalks, dedicated bike lanes between New Michigan Road and State Route 332. These improvements will provide a seamless ped/bike facility connecting to the adjacent residential neighborhoods, parks and trail facilities.

BRICKYARD ROAD

Brickyard Road has the potential to accommodate an additional north/south pedestrian/bike connection between Canandaigua-Farmington Town Line Road and Thomas Road with a planned 10' wide multi-use trail. These improvements would provide a multi-modal connection to the residential areas on Yerkes Road, Thomas Road and to the southern portion of the sub-area.

YERKES ROAD & THOMAS ROAD

Recommendations include the installation of 5' wide sidewalks on Yerkes Road to connect pedestrians to Brickyard Road and State Route 332. Sidewalks exist on Thomas Road in front of the residential development and should be improved and expanded upon to create a continuous connection between Brickyard Road and State Route 332. Both Yerkes Road and Thomas Road have sufficient ROW width to widen/formalize the shoulders of the road to include 5' wide dedicated bike lanes, providing multi-modal connections between Brickyard Road and State Route 332.

STATE ROUTE 332 PEDESTRIAN AND BIKE ACCOMMODATIONS

EXISTING

The west side of State Route 332 between State Route 96 and Canandaigua-Farmington Town Line Road has 5' wide sidewalks, with a 12' wide portion near Town Line Road installed as part of the Auburn Trail project. Sidewalks only exist on the east side in the immediate area of the State Route 332 and State Route 96 intersection.

There is an opportunity to expand the existing sidewalk to provide a multi-use facility and to fill in the gaps of missing sidewalk infrastructure along the corridor. Two options to expand pedestrian and bicycle accommodations along State Route 332 are presented.

DESIGN CONSIDERATIONS

While pedestrian and bike recommendations have been identified for **State Route 332,** the Town of Farmington may consider alternative roadways in the sub-area. **Mertensia Road** should be considered as it provides north-south connections from County Road 41 and Plastermill Road, and intersects Mertensia Park and the Auburn Trail. Additionally, with potential plans to decommission the railroad tracks and transform into a recreational trail, there is an opportunity to provide further connection to the residential area north of the railroad tracks. These connections would encourage pedestrian traffic from a principal arterial to a local road and off-road trail, providing a more hospitable environment.

EXISTING - JUST SOUTH OF STATE ROUTE 96 INTERSECTION

OPTION 1: EXPAND SIDEWALK WIDTH

Option 1 builds upon the existing sidewalk infrastructure on the west side of State Route 332 and proposes widening the 5' sidewalk to a 12' linear multi-use trail. Improvements including additional shade trees are proposed adjacent to the trail outside of the required highway clear zone. These trees will help provide separation between the trail and south bound traffic and also help define the trail user space, creating a more comfortable and enjoyable atmosphere.

This option proposes the continuation of the west side 12' multi-use trail south of Canandaigua-Farmington Town Line Road to the southern limits of the sub-area in the Town of Canandaigua. Expansion of this recreational amenity will connect to planned multi-modal transportation facilities south of the sub-area.

A 5' sidewalk is proposed on the east side of State Route 332 north of Canandaigua-Farmington Town Line Road to provide pedestrian connectivity between the residential neighborhoods, commercial areas and recreational amenities including the Auburn Trail. Recommendations for intersection improvements along the corridor will help facilitate safe pedestrian movement from east to west.

OPTION 1 - EXPANDED SIDEWALK WIDTH

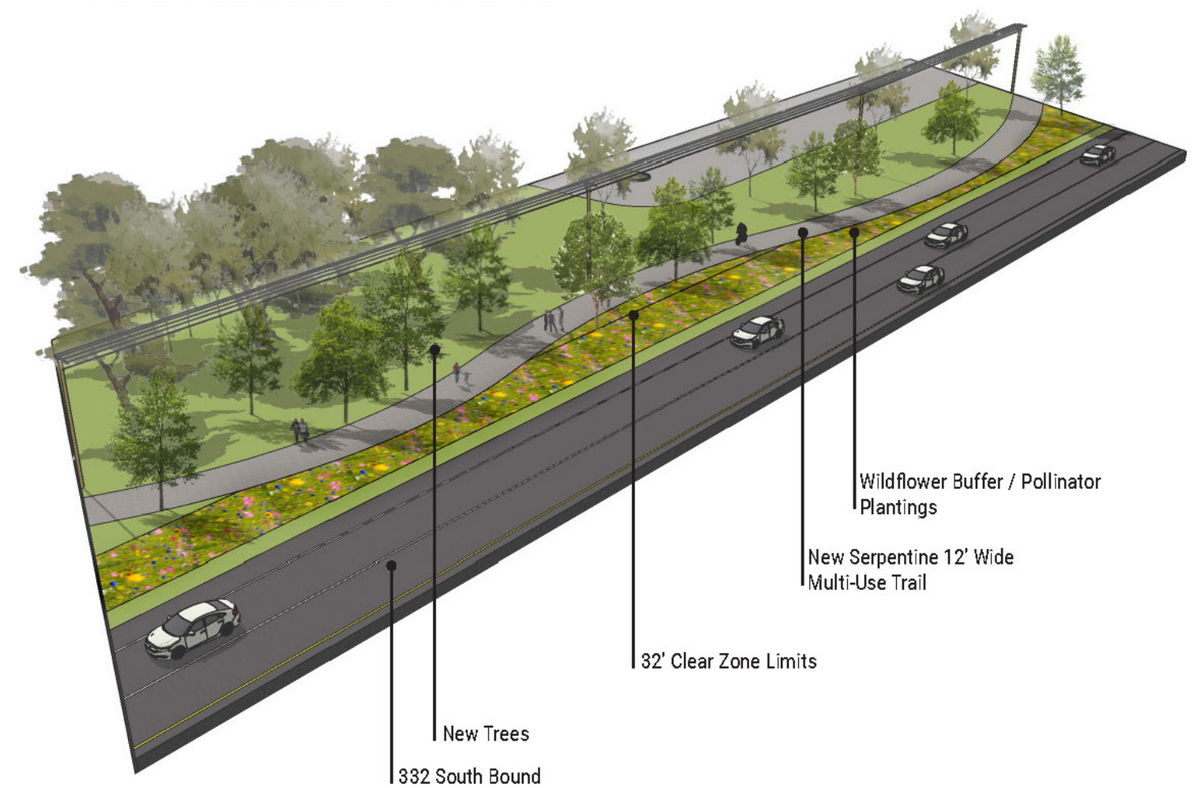
OPTION 2: EXPAND SIDEWALK WIDTH AND ALIGNMENT

In Option 2, the existing 5' sidewalk is not only widened to 12', but the alignment is adjusted to create a curvilinear trail providing additional visual and user interest. In addition to shade trees, the creation of landforms are proposed to strengthen the visual and physical separation between trail users and the vehicular traffic. Areas of wildflower plantings are proposed between the trail and vehicular traffic to act as a visual buffer. These wildflower plantings can also be incorporated between the expanded sidewalk and roadway in Option 1

Similar to Option 1, this option proposes the continuation of the west side 12' multi-use trail south of Canandaigua-Farmington Town Line Road to the southern limits of the sub-area. Expansion of this recreational amenity will connect to planned multi-modal transportation facilities south of the sub-area.

A 5' sidewalk is proposed on the east side of State Route 332 north of Canandaigua-Farmington Town Line Road to provide pedestrian connectivity between the residential neighborhoods, commercial areas and recreational amenities including the Auburn Trail. Recommendations for intersection improvements along the corridor will help facilitate safe pedestrian movement from east to west.

OPTION 2 - EXPANDED SIDEWALK WIDTH AND ALIGNMENT



REPRESENTATIVE IMAGE OF POTENTIAL 10-12' MULTI-USE TRAIL ON STATE ROUTE 332 NORTH OF ROUTE 96

DESIGN CONSIDERATIONS

State Route 332 is classified as a principal arterial. Due to the posted speed limit of 55 mph, clear zone requirements prohibit the inclusion of fixed objects including large shade trees within 32' of the edge of travel lane. Providing creative ways to shape the land or incorporate tall grasses will help to create a comfortable and welcoming pedestrian environment along the corridor.

Wildflower plantings act as a visual enhancement and provide habitat and food for pollinators and birds. Wildflower plantings also help reduce maintenance time and cost by requiring less frequent mowing in the summer months.

Typical wildflower plantings include familiar species such as Black-eyed Susan, Aster and Coneflower.

ACCESS MANAGEMENT

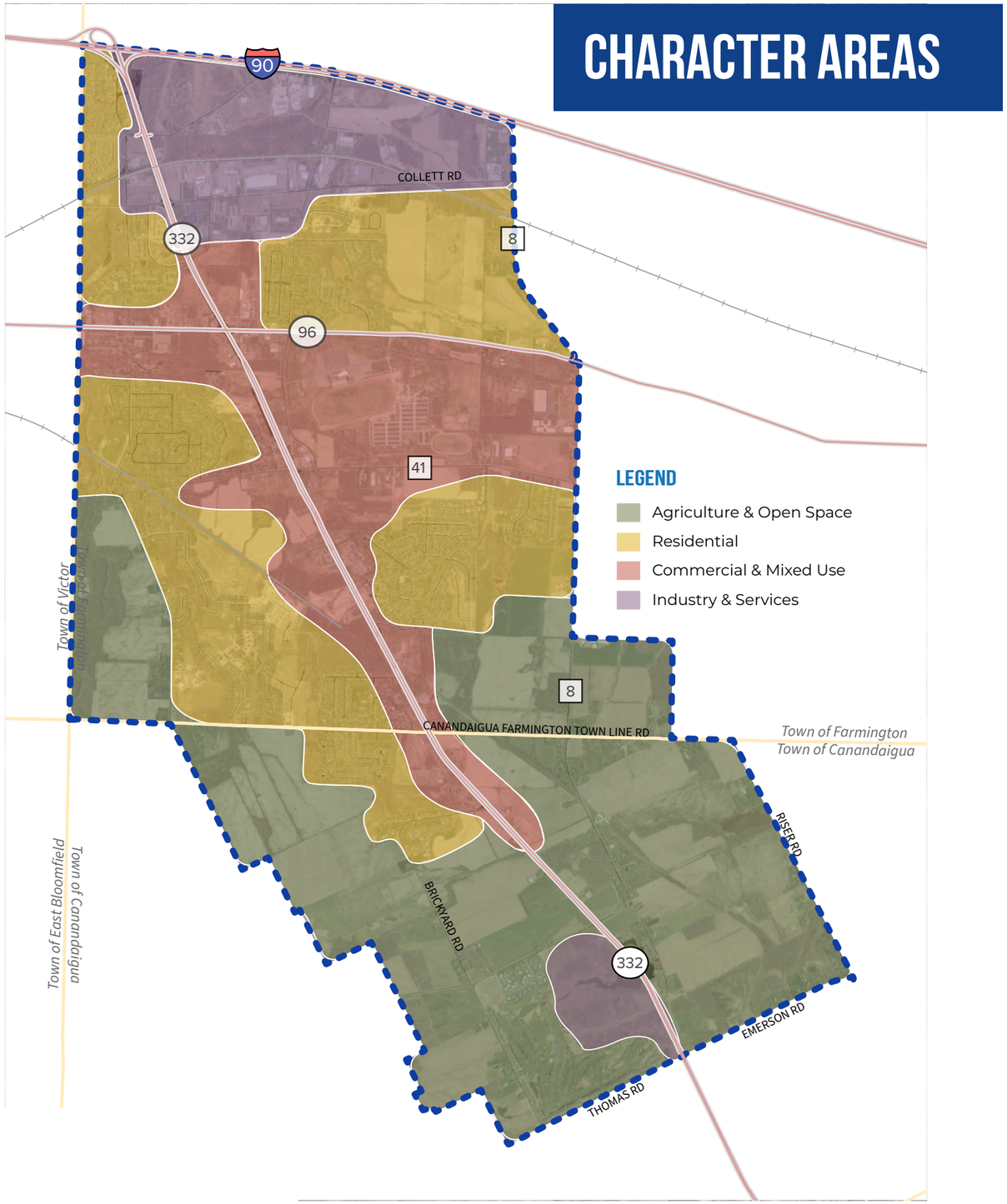
OVERVIEW

Farmington's and Canandaigua's collective land use vision for the Route 332 and 96 sub-area consists of balancing rural character, commercial and industrial development, and residential living opportunities. More specifically, the vision includes the following, as depicted in the Character Area Map:

1. Maintaining the rural character of southern Farmington and northern Canandaigua (shown in green).
2. Promoting commercial and mixed-use development in designated areas that abut Routes 332 and 96 (shown in red).
3. Accommodating industrial operations south of the NYS Thruway on lands that have access the Ontario Central Railroad as well as the area that surrounds the Akoustis Technology Campus (shown in purple).
4. Providing a variety of residential housing types in close proximity to jobs, retail establishments, and service providers (shown in yellow).

The Towns understand and acknowledge the arrangement and intensity of land uses can impact the traffic operations and safety of motorists and contribute to a multi-modal transportation network. As a result, each Town has taken a very proactive role in guiding private investment within this area through their local land use regulations, including the designation of the Major Thoroughfare Overlay District in Farmington and the Mixed Use Overlay District in Canandaigua.

The policy and regulatory recommendations contained in this report are intended to strengthen these districts' ability to guide decision-making surrounding the commercial and mixed use character areas along Routes 332 and 96. Additionally, they will ensure that future investment along the corridors will foster a cohesive, coordinated development pattern that protects the surrounding rural character while further establishing mixed use investment areas. The access management recommendations contained within this section seek to minimize adverse traffic impacts future investment may cause while maintaining both corridors' functionality as regional thoroughfares connecting activity centers across the Finger Lakes.



RECOMMENDATIONS

The Town of Farmington's Major Thoroughfare Overlay District (MTOD) was created, "to establish minimum driveway spacing standards to prevent the creation of potentially significant traffic congestion problems and to minimize vehicular and pedestrian conflict." In other words, this district is a legal mechanism used to control vehicular access to sites adjacent to State Routes 332 and 96 in order to promote safety and efficiency along these primary travel routes. It accomplishes this by regulating the number, location, and design of driveways along these corridors. Based upon the information gathered throughout this planning process, the following recommendations for the MTOD have been identified to bolster the District's effectiveness in providing safe and intuitive circulation patterns for both motorists and non-motorists traveling within and through the sub-area.

The cumulative impact of these recommendations will serve to limit turning movements, preserve the economic draw of the area, and better accommodate multi-modal travel options. This will be achieved through the reduction of curb cuts, the continued development of access roads, and the installation of a continuous pedestrian and bicycle network within the sub-area.

ACCESS MANAGEMENT RECOMMENDATIONS

1. Revise driveway spacing standards.
2. Promote the development of secondary access roadways.
3. Coordinate private pedestrian and bicyclist access with public pedestrian and bicyclist networks.
4. Extend MTOD principles to the Canandaigua commercial area.

RECOMMENDATION 1: CONTINUE APPLYING DRIVEWAY SPACING STANDARDS

Currently, the driveway spacing standards in Farmington's MTOD are based on the type of roadway and the estimated number of peak hour trips (PHT) that will be generated by a particular use. For state roads, the standard ranges from 220 feet between driveways for small development (0-150 PHT) to 550 feet between driveways for large development (301 PHT or more). These same standards are also applied to the Community Commercial District in the Town of Canandaigua's Zoning Code.

The neighboring Town of Victor utilizes an alternative approach to regulating minimum driveway spacing. Victor's driveway spacing minimums are determined by posted speed limit, rather than the size of development. This approach may be beneficial in cases where land use and development intensifies over time, affecting peak hour trips. A comparison of the Farmington and Canandaigua driveway spacing standards to the Town of Victor's is shown in the table below.

EXISTING AND ALTERNATIVE DRIVEWAY SPACING STANDARDS APPROACH

EXISTING DRIVEWAY SPACING STANDARDS		
Type of Development	**All State Roads**	**Local & County Collectors and Arterials**
Small Development (0-150 PHT)	220 ft	150 ft
Moderate Development (151-300 PHT)	330 ft	250 ft
Large Development (301 PHT or more)	550 ft	400 ft
ALTERNATIVE DRIVEWAY SPACING STANDARDS APPROACH		
Posted Speed Limit	**Arterial Roads**	**Collector and Through Local**
35 MPH or less	245 ft	125 ft
36 – 45 MPH	440 ft	245 ft
45 + MPH	660 ft	440 ft

Since the adoption of Farmington's standards in 1987, the peak hour trips approach has served the Town well in regulating driveway spacing and access for new development. It is recommended Farmington and Canandaigua continue to apply this standard and periodically assess the applicability of the peak hour trip approach as new development and investment occurs along the corridor.

RECOMMENDATION 2: PROMOTE INTERCONNECTION OF PARKING LOTS & DEVELOPMENT OF SECONDARY ACCESS ROADWAYS

The current MTOD in Farmington encourages the development of shared access and cross-access driveways, as well as interconnected parking lots. Within the Town of Farmington opportunities exist at the State Route 332 and Route 96 intersection to provide cross-access between existing and future parking areas (shown with pink dashed line on following page). By connecting these parking lots there is a reduced need for curb cuts providing access off of Route 96 or State Route 332. Over time, the reduction in the number of curb cuts will help to reduce conflict points along the major roadways and improve the pedestrian experience.

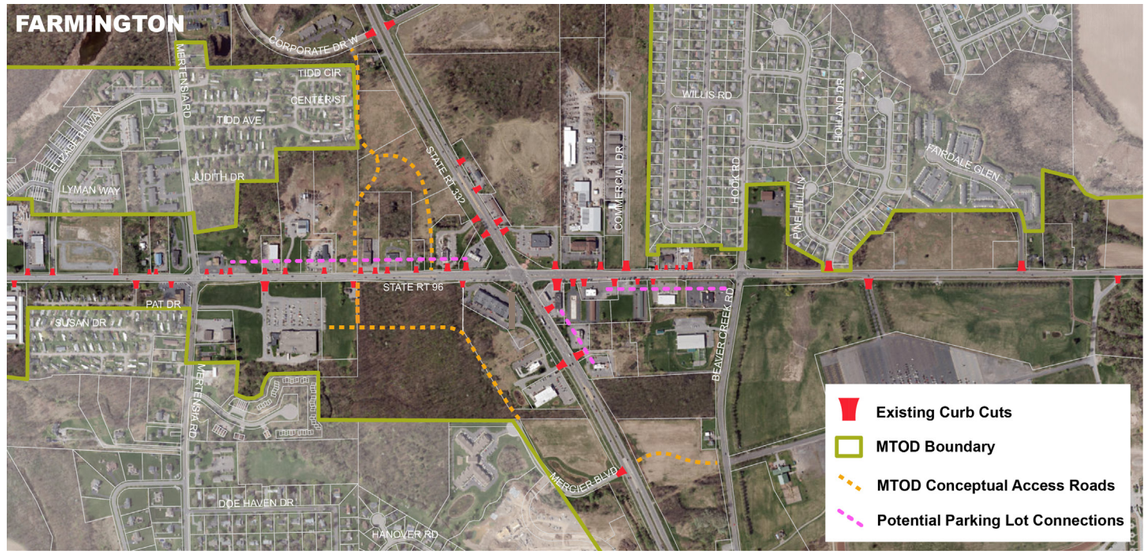
At the intersection of Town Line Road and State Route 332 in Canandaigua there is an opportunity to establish reverse frontage roads along the rear of certain parcels where feasible. The roadways could be implemented as new commercial and mixed use development occurs along the corridor (shown with blue dashed lines in graphic on the next page).

It should be noted that the proposed access road and parking lot connection alignments are intended to be conceptual. Any new access ways should be designed to meet the applicable design and construction standards of the respective Town.

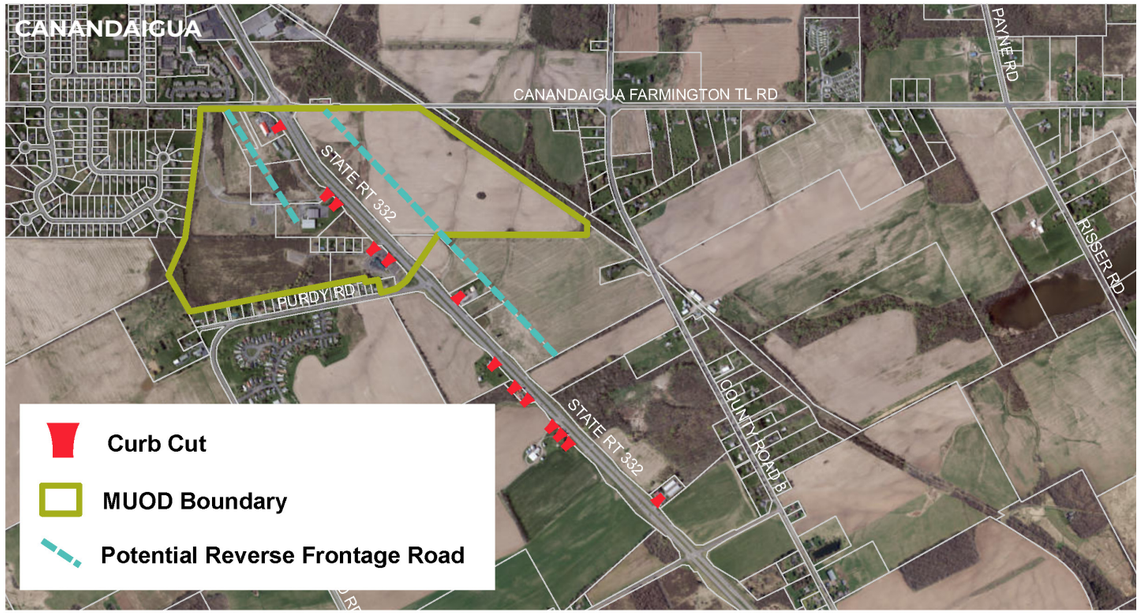
BENEFITS OF PROPOSED ACCESS ROADS

- Create the opportunity to reduce the number curb cuts and conflicts points along the state routes by providing the businesses along the frontage with alternative access to lower volume side roads or shared driveways. This will also increase the level of comfort for bicyclist and pedestrians along the corridor.
- Improve the accessibility to the interior of existing parcels which will help to maximize the development potential of the available land.
- Enhance the visual appeal and character of the roadway by allowing for additional development closer to the primary roadway and relocating parking lots to the rear.

POTENTIAL REVERSE FRONTAGE ROADS IN FARMINGTON

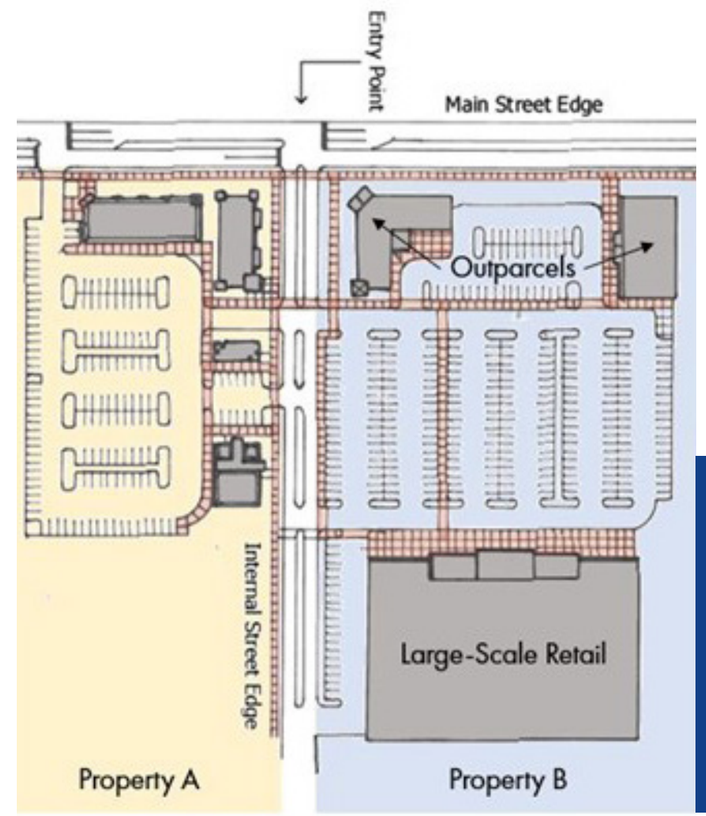


POTENTIAL REVERSE FRONTAGE ROADS IN CANANDAIGUA



RECOMMENDATION 3: COORDINATE PRIVATE PEDESTRIAN AND BICYCLIST ACCESS WITH EXISTING NETWORKS

The Route 96 Streetscape Design Guidelines require the development of a 5 foot sidewalk along the frontage of a property, as well as connecting sidewalks from the principle use to the main sidewalk. Expanding these requirements and incorporating them into the MTOD and MUO Districts is recommended to foster a consistent and comprehensive non-motorist circulation network along the entirety of State Route 332 and any secondary roads that may be constructed in the future.



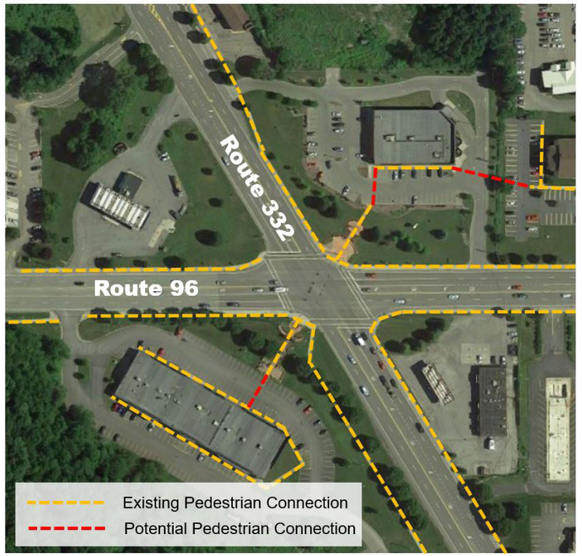
REPRESENTATIVE PEDESTRIAN CONNECTIONS

This graphic illustrates continuous pedestrian connections from the primary street to secondary roads and private developments. Pedestrian connections are shown in red and emphasize a safe, pedestrian accessibility network.

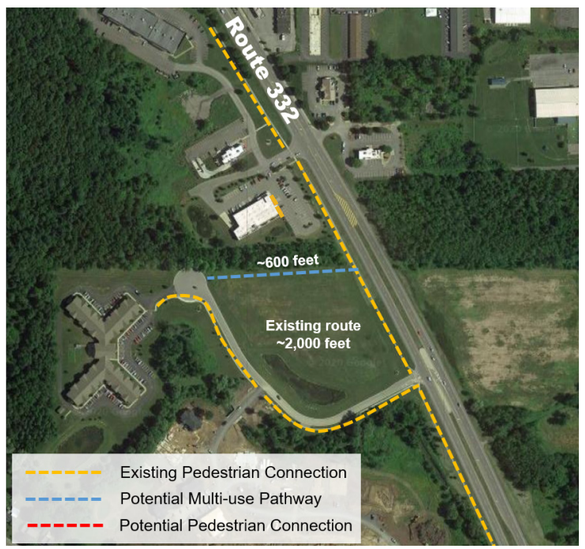
It is also recommended that both Towns require residential and non-residential development to create or extend on-site pedestrian and bicycle connections between properties. For example, the image to the right identifies walkways intended to ensure that two types of pedestrian trips are accommodated throughout the sub-area:

- **End of Trip:** Trips that occur once a motorist or bicyclist parks their car or bike and becomes a pedestrian between the parking area and the building.
- **Full Trip:** Trips that occur completely on foot, both along the roadway and within and between private developments; particularly from residential areas to nearby activity centers.

A continuous non-motorist transportation network can be realized by requiring pedestrian access on-site between parking areas and buildings, as well as requiring connections from the internal pedestrian network to adjacent private and public pedestrian networks. In addition, multi-use trail connections that could accommodate bicycle or pedestrian activity between residential and non-residential uses should be encouraged where appropriate (as shown in the lower image).



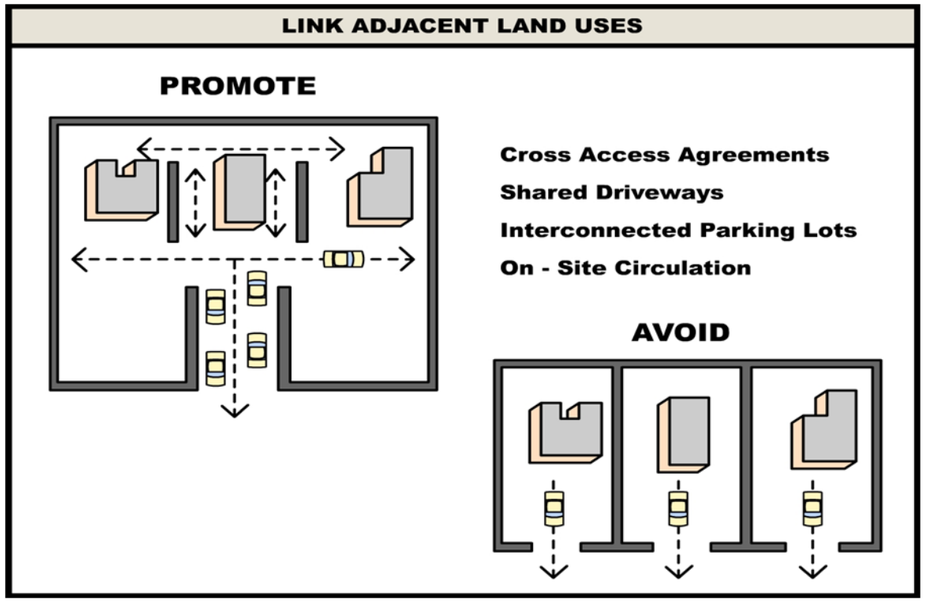
POTENTIAL PEDESTRIAN CONNECTIONS AT ROUTES 332 + 96



POTENTIAL PEDESTRIAN CONNECTIONS ON STATE ROUTE 332

RECOMMENDATION 4: EXTEND MTOD PRINCIPLES TO THE CANANDAIGUA MIXED-USE AREAS

The existing provisions articulated within the MTOD, as well the potential improvements identified in this study, should also be incorporated into Canandaigua's MUO to promote consistency in land use patterns and traffic circulation along the entirety of the State Route 332 corridor. Currently, the MUO's primary intent is to enable mixing of uses and to act as a receiving area for the Canandaigua's Transfer of Development Rights (TDR) program. However, the MUO's purpose could be expanded to also incorporate access management strategies within these areas. This would ensure that the desired mixed-use environment in these targeted areas along State Route 332 is supported by adequate and appropriate vehicular and pedestrian circulation networks that promote accessibility of commercial development along the corridor without hindering regional motor traffic flow.



REPRESENTATIVE IMAGE
PHOTO CREDIT: WISCONSIN DEPARTMENT OF TRANSPORTATION

LAND USE + REGULATORY RECOMMENDATIONS

OVERVIEW

In addition to controlling traffic flow and access management, Farmington's MTOD also acts as a regulatory tool to help promote appropriate intensity and placement of commercial development within the sub-area.

Additionally, improvements can be made to the MUO District in Canandaigua to ensure that its regulations are truly aligned with the District's intent to "enable a mix of land use." Based upon the information developed throughout the development of this study, recommendations related to land use and development are proposed.

This set of recommendations is intended to enable the Towns of Farmington and Canandaigua to increase their tax revenues by increasing the allowable total square footage of future development, and the revenue potential of adjacent properties along the Route 332 and Route 96 corridors. Additionally, implementing these recommendations will have the added benefit of creating a more attractive streetscape by fostering a denser development pattern that will increase the area's sense of place while naturally encouraging motorists to be more cautious while traveling along the corridors.

RECOMMENDATIONS

1. Reduce setback requirements.
2. Modify allowable building heights.
3. Minimize the visual impact of front yard parking.
4. Amend the existing zoning district regulations.

Proposed recommendations are intended to support a number of policies and initiatives currently underway in Farmington and Canandaigua. For example, Farmington's Site Design & Landscape Design Guidelines helps to foster high quality, attractive development in the Town, as described the following stated objectives:

- Fostering attractive building and site designs with enduring aesthetic appeal.
- Fostering attractive, inviting, pedestrian-friendly designs that are likely to evoke a strong 'sense of place'.
- Promoting and enhancing the interconnection of on-site pedestrian walkways with off-site pedestrian access ways.
- Promoting multi-modal travel between adjacent sites.

The cumulative impact of the recommended regulatory changes and the existing tools available to both Towns provide local decision makers with the ability to achieve the overall vision for the Routes 332 and 96 corridors.

RECOMMENDATION 1: REDUCE CANANDAIGUA MUO DISTRICT SETBACK REQUIREMENTS

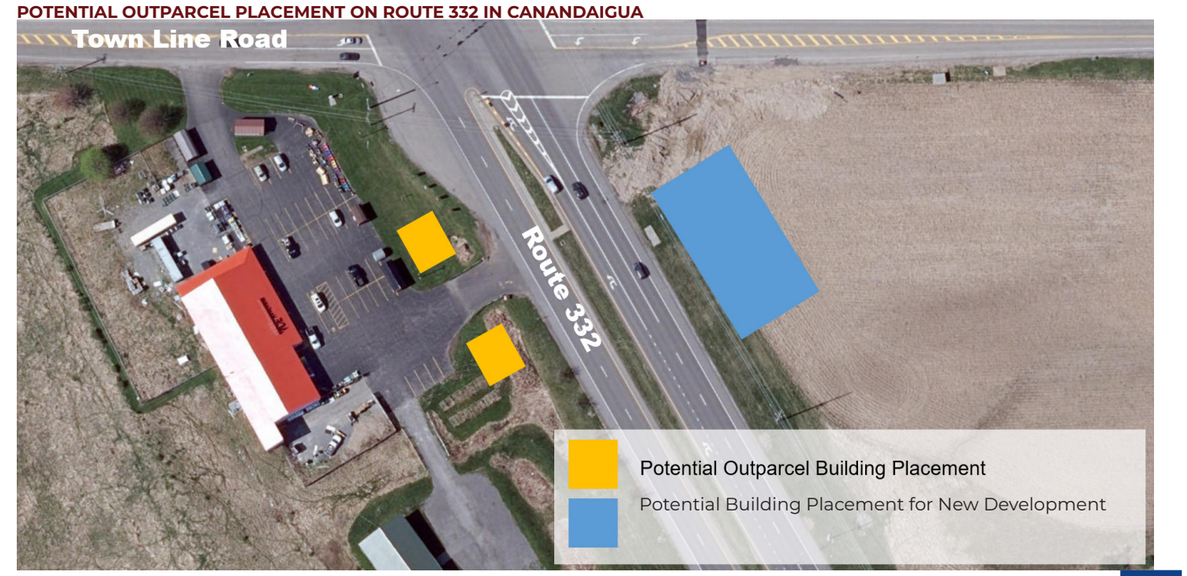
The existing setbacks within the Town of Canandaigua's MUO District is 150 feet. It is recommended that this minimum setback requirement be adjusted for buildings fronting State Route 332 to allow for new and infill development to be placed closer to the road. This may occur as outparcels associated with already developed parcels or as new primary uses. The suggested range for minimum front yard setbacks is 40 to 75 feet, depending upon the physical limitations of the parcel and/or additional setback requirements for desired streetscape improvements, such as street trees.

- Decreasing the front setback requirement has three significant benefits for the Town of Canandaigua and their property owners. The adjustment would:
- Maximize the potential use of the property and allow for more investment opportunities. This translates to increased economic return per acre for property owners, and increased tax revenue for the Towns.
- Serve as an additional form of traffic-calming, by bringing buildings closer to the street. This helps to narrow motorists' field of view and signals them to slow down as there is a greater sense of enclosure along the street.
- Enhance the visual appeal and character of the corridors. This is accomplished by reducing the dominance of parking within the landscape and emphasizes the architectural presence of buildings - improving visibility of local businesses, and contributing to a stronger sense of place at various commercial nodes.

EXISTING AND PROPOSED BUILDING SETBACKS

SETBACK FROM ROUTE 332 OR 96		
Zoning	Existing	Proposed
MUO District (Canandaigua	150 ft	40 to 75 ft

POTENTIAL OUTPARCEL PLACEMENT ON ROUTE 332 IN CANANDAIGUA



RECOMMENDATION 2: MODIFY ALLOWABLE BUILDING HEIGHTS

The allowable building height in the Town of Farmington's MTOD is determined by the underlying zoning district, General Business (GB). In Farmington, a majority of the parcels within the MTOD District are zoned as General Business (GB). In the GB District the allowable building height for parcels adjacent to Routes 332 and 96 is 80 feet, or 7 stories. Given that these corridors are mostly comprised of single-story structures, permitting buildings up to 7 stories in height would have a dramatic impact to the viewsheds and character of the area.

It is recommended that the Town of Farmington consider modifying the maximum building height in the GB District to a height of 35 to 45 feet, or 2.5 to 3 stories. This adjustment would be more consistent with the Town of Canandaigua's maximum building height for its Community Commercial (CC) and MUO Districts which apply to parcels fronting State Route 332. Although there may be gaps in development along the corridor, a consistent standard between the Towns would ensure that future development does not vary wildly in intensity and character or negatively impact Town viewsheds.

EXISTING AND PROPOSED BUILDING HEIGHT

DISTRICT	EXISTING	PROPOSED
GB District (Farmington)	80 ft (7 stories)	35 feet (2.5 stories) up to 45 feet (3 stories), where appropriate
CC District (Canandaigua)	35 feet (2.5 stories)	Same up to 45 feet (3 stories), where appropriate
MU District (Canandaigua)		

RECOMMENDATION 3: MINIMIZE THE VISUAL IMPACT OF FRONT YARD PARKING

Within the sub-area, the developed sections of the Routes 332 and 96 corridors are generally characterized by commercial establishments with front yard surface parking lots. These parking lots vary greatly in size depending on the size and intensity of the particular land use. Reducing the presence of parking along the corridors would be consistent with the MTOD and MSOD design standards, which are intended to create a more human-scaled environment. In tandem with multi-modal connectivity improvements, implementing screening requirements and restricting parking areas to the side and/or rear yard of parcels helps to decrease the auto-dominant land use pattern and foster a more inviting, comfortable environment for pedestrians and bicyclists.

- This may be achieved through the implementation of one or more of the following, as desirable by each Town, in their respective off-street parking regulations (§165-37 in Farmington; §220-73 in Canandaigua):
- Installing landscaping and screening to obscure the paved areas from the public rights-of-way.
- Requiring primary parking lots be located in the side or rear yards.
- Accommodating small scale (single row) convenience parking lots in front of the building.

In addition to the human-scale environment benefits, these practices foster a greater architectural presence and improved aesthetic along the corridor by encouraging the placement of buildings, rather than parking along the street frontage.

PROPOSED REPRESENTATIVE RENDERING FOR INFILL DEVELOPMENT ON STATE ROUTE 332 IN CANANDAIGUA

Infill development on State Route 332 is recommended to strengthen streetscape character. Development should utilize minimal setbacks from the street to create a more human-scaled environment and serve all users.

RECOMMENDATION 4: AMEND OFF-STREET PARKING REGULATIONS

MINIMUM PARKING SPACE REQUIREMENTS

Generally speaking, the parking requirements in both Canandaigua and Farmington are much higher than what is currently recommended for similar commercial corridors and activity centers. For example, both Towns require 1 parking space per 200 square feet of gross floor area for professional offices, whereas updated land use best practices suggest a requirement closer to 1 space per 400 square feet. Under the current code regulations, double the parking area would be required.

The table below provides examples of the range of existing minimum parking requirements for both Towns, each paired with the recommended reduction. Reducing the minimum parking requirements will help better manage stormwater run-off, increase green space, and foster a more pedestrian and bicyclist friendly environment. Further environmental benefits may be achieved by encouraging the use of permeable pavement and incorporation of green infrastructure.

MINIMUM OFF-STREET PARKING SPACE REQUIREMENTS

USE CATEGORY	EXISTING		RECOMMENDED
	FARMINGTON	CANANDAIGUA	
Single or Two Family Dwelling	2 per dwelling unit	2 per dwelling unit	1 per dwelling unit
Multifamily Dwelling	1 per bedroom	2 per dwelling unit	1.5 per dwelling unit
Retail	1 per 300 sf	1 per 150 sf	1 per 400 sf
Service	1 per 100 sf	1 per 150 sf	1 per 400 sf
Office	1 per 200 sf	1 per 200 sf	1 per 500 sf
Convention Halls, Community Spaces	1 per 100 sf	1 per 300 sf	75% of Maximum Occupancy
Restaurants	1 per 40-50 sf	1 per 100 sf	1 per 300 sf

The Town's should also consider regulations that limit the potential for the overprovision of parking. Through a maximum parking space restriction the Towns can prevent the development of unnecessarily large parking lots that use up desirable open space, create vast expanses of impermeable surface, and limit the land area available for a higher use.

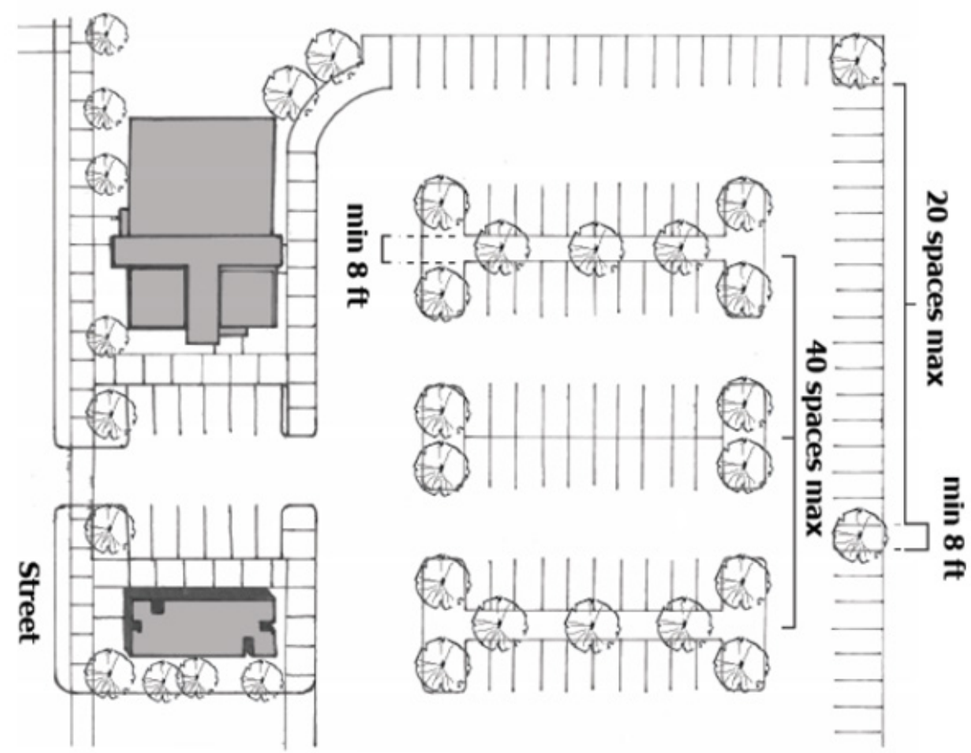
Regulatory provisions that could be used to achieve this include:

- Restricting the total number of off-street parking spaces for any given use to no more than 125% of the minimum requirement.
- Encouraging or requiring shared parking areas between uses on the same lot or within 1,000 feet of each other where the uses have differing peak parking demands or operating hours. Shared parking provisions should include requirements for shared access and maintenance agreements between the uses.

PARKING ARRANGEMENT & LANDSCAPING

To further reduce the environmental and visual impacts of large parking areas, the Towns may consider minimum arrangement and landscaping requirements. By breaking up vast areas of pavement into smaller parking sections the Towns can create more attractive and manageable parking areas.

The graphic below is an example of design requirements that break up large parking lots (Over 20 spaces) with the use of landscaped islands and medians with appropriate tree species and maximum parking "rooms" of 40 spaces. It is recommended that landscaped islands and medians have a minimum width of 8 feet to properly accommodate the growth and maintenance of trees and other vegetation.

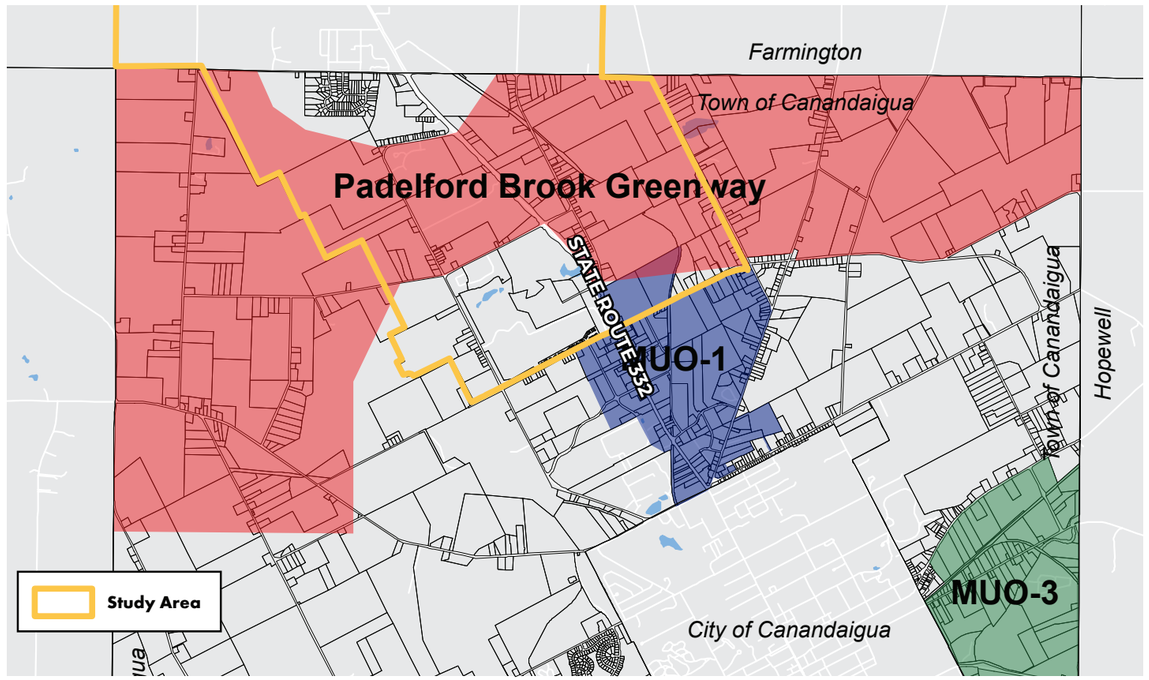


REPRESENTATIVE IMAGE
PHOTO CREDIT: BARTON & LOGUIDICE

RECOMMENDATION 5: IMPROVE CONSISTENCY BETWEEN THE TOWNS' ZONING DISTRICT REGULATIONS ALONG STATE ROUTE 332.

COMMUNITY COMMERCIAL (CANANDAIGUA)

The Town of Canandaigua has developed a policy to protect the Padelford Brook Greenway from future development. Currently, the Community Commercial (CC) Zoning District extends along one or both sides of the entire length of 332 in the Town. The presence of the CC District may be in conflict with the Town's desire to maintain the rural character of this portion of the Greenway. It is recommended that the Town consider re-zoning the portion of the CC District that extends from Purdy Road to Yerkes Road to Agricultural Rural Residential - 2 Acre Lot (AR-2), which allows for development that is compatible with agricultural operations. This may better align the Town's land use policy with its land use regulations. In the event that this re-zoning is not considered feasible or desirable, consideration should be given to re-zoning the CC District for a mix of land uses.



AGRICULTURAL RURAL RESIDENTIAL DISTRICT (CANANDAIGUA)

According to the Town of Canandaigua Zoning code, the purpose of the AR-2 District is to "encourage a proper environment to foster normal agricultural operations and land uses, to maintain an open rural character, to protect viable agricultural soils and areas, to conserve natural resources, and to assure compatible types of densities of residential development on lands where public sewers do not exist and are not envisioned in the future, and where public water service coverage is intermittent".

MIXED-USE DISTRICT (FARMINGTON)

Over the past decade, more and more Americans are purchasing items online rather than shopping in-person. This trend has increased dramatically during the COVID -19 pandemic and is not expected to return to pre-COVID levels once the pandemic is over. As a result, conventional zoning districts that emphasize commercial activity are becoming too restrictive and may not have the flexibility to respond to rapidly changing economic conditions.

As previously stated, the zoning districts that encompass the commercial activity along Routes 332 and 96 within the sub-area are General Business (GB) in the Town of Farmington and Community Commercial (CC) in the Town of Canandaigua. It is recommended that the GB and CC Districts be replaced with a standalone Mixed-Use District or Districts. These districts should explicitly permit the vertical or horizontal mixing of uses on a site. More specifically, the permitted uses should include a range of commercial activities (retail, office, hospitality, etc.), residential living opportunities, and live-work spaces.

It should be noted that the Towns do not have to adopt the same regulatory approach or district but they should be complementary to the greatest extent possible. The Towns should also work together as future infill development proposals are considered to balance the multi-story, mixed-use development potential of Canandaigua's Uptown Area and the northern sections of State Route 332 included in this report.

THE ECONOMIC BENEFIT OF COMPACT, MIXED-USE DEVELOPMENT

MAXIMIZE USE OF PROPERTY
Enabling buildings to be built with more stories closer to the street front creates the potential for more efficient land use and more investment opportunity over time.

INCREASE TAX REVENUES
There is a higher tax revenue potential for mixed-use, multi-story buildings. Taxes / acre may be also 7-14 times higher than single-story, single-use development.

UPTOWN CANANDAIGUA VISION

The Town of Canandaigua recently completed visionary future land use plan for an area referred to as Uptown Canandaigua - this land encompasses State Route 332 from approximately Campus Drive to North Street/ Road. This plan proposes a range of transportation and land use regulation recommendations to strengthen streetscape character, promote mixed-use development, and enhance pedestrian connectivity. To realize this vision, the Town is currently engaged in land use regulation updates, including a form-based code district along the State Route 332 corridor. The land use changes envisioned for this area of Canandaigua, south of the State Route 332 and 96 sub-area, aligns to the recommendations contained within this report.

RECOMMENDATION 6: MAXIMIZE COMMUNITY BENEFITS THROUGH CONTINUED USE OF INCENTIVE ZONING.

Both the Towns of Farmington and Canandaigua have adopted Incentive Zoning (IZ) District provisions in their zoning codes (Sections 165-34.1 and 220-31, respectively). Through these provisions the Towns have realized many community benefits and amenities with previous developments. For example, Farmington has approved projects through the IZ process that resulted in increased parkland, hiking trail connections to the Auburn Trail, two pedestrian bridge crossings over Beaver Creek, and extensions of Hathaway Drive connecting to Mercier Boulevard and Carmens Way. Improvements to local infrastructure have also been made under IZ projects, such as over-sized sanitary sewer connections to the trunk sewer line in Farmington, which has increased capacity at various development sites along Route 332.

With the great success each Town has seen under the IZ District, it is recommended that future development projects continue to be considered through IZ process. It is also recommended that the Towns expand the types of community benefits and amenities outlined in their respective IZ code sections to include multi-modal, non-motorist connections. This could include, but is not limited to, the construction or expansion of sidewalk networks, trails and trail connections, and on-street bike accommodations.

With the addition and authorization of these amenities, future projects (such as the pending Farmington Pointe Project along west side of Route 332), may be required to provide additional pedestrian and vehicular improvements that benefit both existing and future neighborhoods, as well as increase access at agreed-to signalized intersections along the Route 332 Corridor.

INCENTIVE ZONING AS A TOOL FOR PUBLIC PURPOSES

Incentive zoning is a tool utilized by municipalities to ensure new developments contribute to infrastructure investments in growing neighborhoods. It allows developers to create higher density in return for providing a feature(s) considered to be in the public interest. These public benefits could include providing privately-owned public open space, publically-accessible amenities, affordable housing, green development, and more. Benefits associated with incentive zoning include:

- provides an economic stimulus
- promotes public/private partnerships
- helps increase support for development projects by providing public amenities

MONARCH MANOR

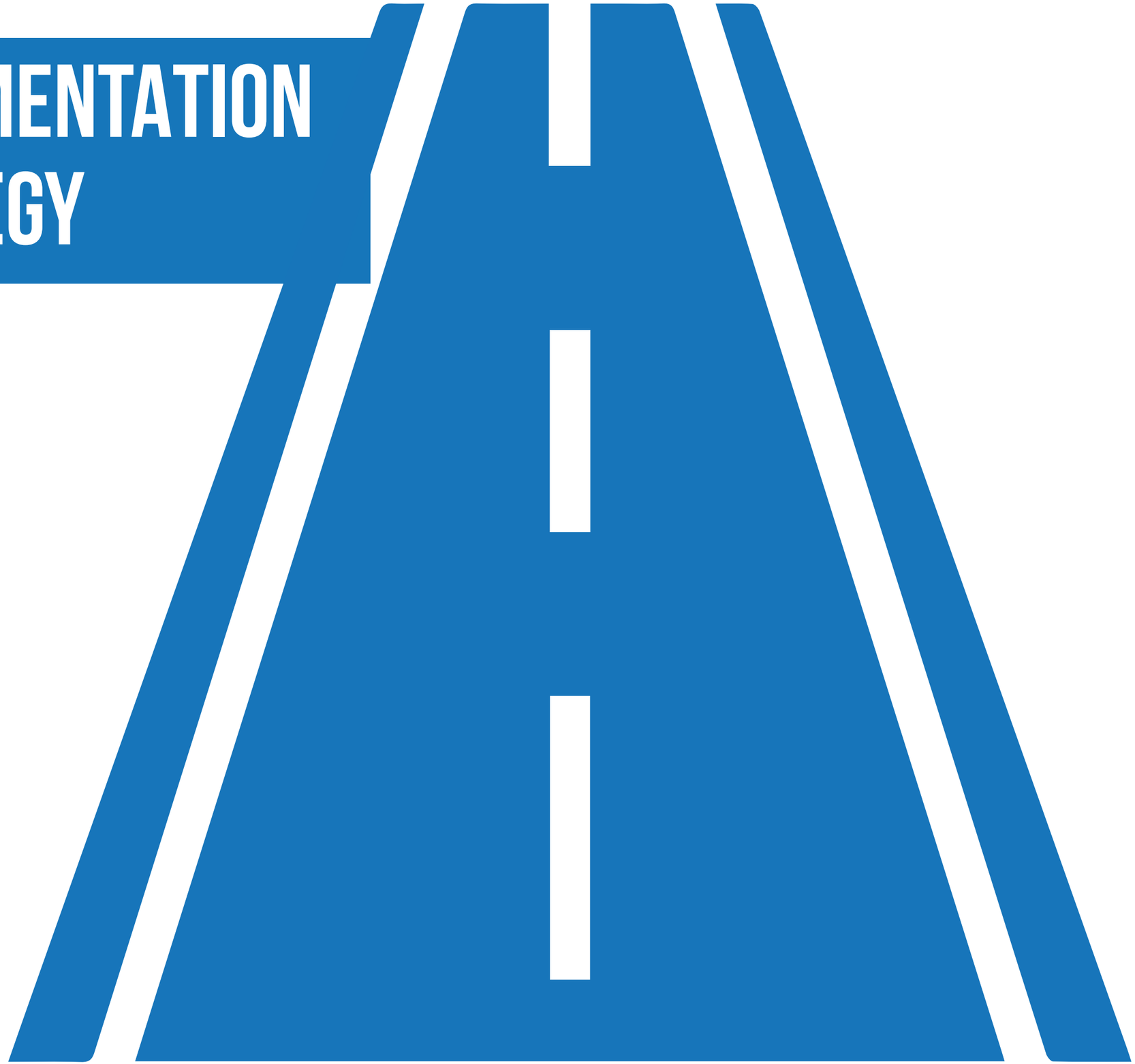
In 2015, the Town of Farmington unanimously voted to rezone a 56-acre parcel from rural residential (RR-80) to incentive zoning (IZ). The parcel was rezoned to allow for the construction of Monarch Manor, a 158-unit townhouse development.

The The Home Owners' Association (HOA) community is comprised of ranch style homes that are both affordable and accessible. The developer is also constructing a public walking path that allows access to the soon to be developed Beaver Creek Park.

MONARCH MANOR SITE PLAN. PHOTO CREDIT: SORINTO PROPERTIES

MONARCH MANOR MODEL HOME
PHOTO CREDIT: SORINTO PROPERTIES

IMPLEMENTATION STRATEGY



OVERVIEW

A matrix of actions, timeframe, costs, responsible parties and potential funding sources is identified to assist the Town of Canandaigua and Town of Farmington with budgeting and identifying potential funding sources for future improvements. Details describing the potential funding sources are described on **pages 111-112.**

The recommendations are broken down by the categories as follows:

- Short-term Priority Actions
- Roadway Improvements;
- Intersection Improvements;
- Pedestrian and Bicycle Connections;
- Access Management; and
- Regulatory Updates.

SHORT-TERM PRIORITY ACTIONS

Short-term priority actions are items that should be undertaken in the short-term to ensure cohesive, coordinated development within the sub-area. These activities can commence immediately, and when completed, would contribute to the overall vision of the sub-area.

COSTS

Where applicable, planning level cost estimates have been provided to inform budgeting and funding decisions. Design, construction, and construction inspection contingencies are included in these planning level cost estimates. Some actions, which will be led by the Towns of Canandaigua and/or Farmington, have no budget identified. All costs are based on 2021 dollars.

ENGINEERING DESIGN AND PERMITTING

Proposed recommendations in this report must be further refined through final design, and construction documents must be developed prior to implementation. Additional analyses, such as a traffic impact analysis, may be required.

In addition to the recommendations in this plan, the Towns of Canandaigua and Farmington should continue to collaborate with Ontario County, GTC and New York State DOT to monitor and facilitate these projects. The following short-term priority actions should be undertaken to jump start enhancements within the sub-area. These projects and actions are listed below.

	PROJECT	POTENTIAL FUNDING SOURCE	NOTES
SHORT-TERM PRIORITY ACTIONS	Complete final design of improvements at priority intersections	Local, TAP, HSIP, RAISE, CDBG	Priority intersections include: • State Route 332 and State Route 96 • State Route 96 and Mertensia, and • Beaver Creek and Hook Road • State Route 332 and Collett Road • State Route 332 and CR 41 • State Route 332 and Canandaigua-Farmington Town Line Road Estimated design and construction costs are provided by intersection in the implementation table.
	Complete final design for pedestrian and bicycle treatments for priority roadways	Local, TAP, HSIP, RAISE, CDBG, CMAQ	State Route 332 and State Route 96 have been identified as a priority roadways.

IMPLEMENTATION STRATEGY

ROADWAY IMPROVEMENTS

		RECOMMENDATION	COSTS	FUNDING SOURCE	RESPONSIBLE PARTY	NOTES
STATE RT 332		**Reduced Lane Width**	$68,000 / 1,000 SF	Local, TAP, RAISE	Town of Farmington, NYSDOT	Includes moving the longitudinal rumble strips from their current location to the new roadway edge lines.
RT 96 (EAST OF 332)		**Reduced Lane Width and Bike Lanes**	$25,000 / 1,000 SF	Local, TAP, RAISE, CMAQ	Town of Farmington, NYSDOT	East of Beaver Creek, these bike lanes would give way to 10' bikeable shoulders.
RT 96 (WEST OF 332)		**Reduced Lane Width and Widen Bike Accommodations**	$33,000 / 1,000 SF	Local, TAP, RAISE, CMAQ	Town of Farmington, NYSDOT	Roadway would be re-striped with 11–foot lanes and 10– to 11-foot bicycle lanes.
RT 96 (NEAR 332 INTERSECTION)	OPTION 1	**Reduced Lane Width with Bicycle Lanes**	$25,000 / 1,000 SF	Local, TAP, RAISE, CMAQ	Town of Farmington, NYSDOT	This option provides a wide space dedicated for cyclist and a buffer for pedestrians for the adjacent sidewalks.
	OPTION 2	**Reduced Travel Lanes with Bicycle Lanes**	$25,000 / 1,000 SF	Local, TAP, RAISE, CMAQ	Town of Farmington, NYSDOT	5' bike lanes would be maintained through the intersection. A full traffic study should be performed.

INTERSECTION IMPROVEMENTS

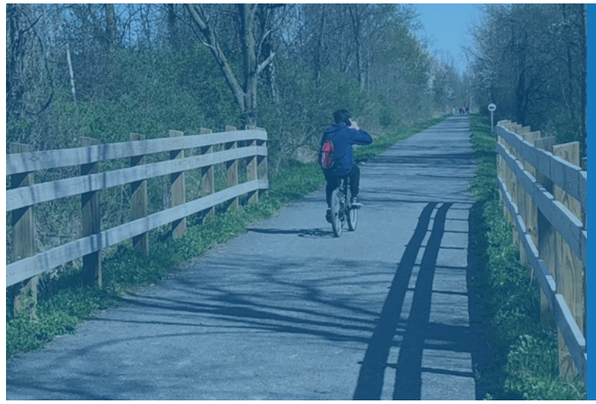
		RECOMMENDATION	COSTS	FUNDING SOURCE	RESPONSIBLE PARTY	NOTES
STATE RT 332 / RT 96	OPTION 1	**Maintain Travel Lanes, Reduce Lane Width**	$367,000	Local, TAP, HSIP, RAISE, CDBG	Town of Farmington, NYSDOT	This configuration slightly reduced the pedestrian crossing distances.
	OPTION 2	**Reduce Travel Lanes, Incorporate Bike Lanes**	$930,000	Local, TAP, HSIP, RAISE, CDBG	Town of Farmington, NYSDOT	This option reduced the width of the intersection, allowing room for wider sidewalks or landscaping/streetscape features.
RT 96 / MERTENSIA RD, RT 96 AND BEAVER CREEK / HOOK RD	OPTION 1	**Single-Lane Roundabout**	$2.3 million each (excludes ROW acq.)	Local, CDBG	Town of Farmington, NYSDOT	The single-lane roundabout is intended to improve traffic flow, reduce vehicle speeds along Route 96 and serve as a gateway feature along the corridor.
	OPTION 2	**Enhance Crossings with Bike Lanes**	$254,000 each	Local, TAP, HSIP, RAISE, CDBG, CMAQ	Town of Farmington, NYSDOT	This option also includes the widening of bike lanes along Route 96 and bike lanes or sharrows striped along Mertensia Road, Beaver Creek Road, and Hook Road.
	OPTION 3	**Enhanced Crossings with Bump Outs**	$270,000 each	Local, TAP, HSIP, RAISE, CDBG	Town of Farmington, NYSDOT	Bump outs and a reduction of curb return radii would need to designed in a manner to accommodate single unit trucks for local deliveries.

INTERSECTION IMPROVEMENTS CONT..

	RECOMMENDATION	COSTS	FUNDING SOURCE	RESPONSIBLE PARTY	NOTES
STATE RT 332 / COLLETT RD	**Visibility and Safety Improvements**	$65,000	Local, TAP, HSIP, RAISE, CDBG , CMAQ	Town of Farmington, NYSDOT	Includes installation of 3-inch retro-reflective sheeting to signal backplates, ADA features at each corner, high-visibility crosswalks, and countdown pedestrian signal heads..
STATE RT 332 / CR 41	**Vehicular Safety Improvements**	$65,000	Local, TAP, HSIP, RAISE, CDBG	Town of Farmington, NYSDOT	Includes installation of 3-icnch retro-reflective sheeting to signal backplates, ADA features at each corner, high-visibility crosswalks, and countdown pedestrian signal heads.
STATE RT 332 / CANANDAIGUA-FARMINGTON TOWN LINE RD	**Bicycle and Pedestrian Upgrades**	$35,000	Local, TAP, HSIP, RAISE, CDBG, CMAQ	Town of Farmington, Town of Canandaigua, NYSDOT	Includes Installation of 3-inch retro-reflective sheeting to signal backplates, ADA features at NW and SW corners, high-visibility crosswalks, and countdown pedestrian signal heads

PED & BICYCLE CONNECTIONS

		RECOMMENDATION	COSTS	FUNDING SOURCE	RESPONSIBLE PARTY	NOTES
STATE RT 332 PEDESTRIAN & BIKE ACCOMMODATIONS	OPTION 1	**Expand Sidewalk Width**	$11 million	Local, TAP, CDBG, GIGP, EPF, CMAQ	Town of Farmington, Town of Canandaigua, NYSDOT	Improvements including additional shade trees are proposed adjacent to the trail outside of the required highway clear zone. Additionally, this option would provide pedestrian connectivity between the residential neighborhoods, commercial areas and recreational amenities including the Auburn Trail..
		Expand Sidewalk Width and Alignment	$14.3 million		Town of Farmington, Town of Canandaigua, NYSDOT	In addition to shade trees, the creation of landforms are proposed to strengthen the visual and physical separation between trail users and the vehicular traffic.



DESIGN CONSIDERATIONS

Sidewalk and trail maintenance is a significant consideration when implementing any pedestrian and bicycle connection development. It is essential to determine who is responsible for maintenance issues such as vegetation management, signage and snow removal to ensure a safe and secure facility.

ACCESS MANAGEMENT

The following recommendations are applicable in both the Towns of Farmington and Canandaigua. They are intended to help achieve both Towns' collective land use vision for the sub-area:

1. REVISE DRIVEWAY STANDARDS
2. PROMOTE INTERCONNECTION OF PARKING LOTS & DEVELOPMENT OF SECONDARY ACCESS ROADWAYS
3. COORDINATE PRIVATE PEDESTRIAN & BICYCLIST ACCESS WITH EXISTING NETWORK
4. EXTEND MTOD PRINCIPLE TO THE CANANDAIGUA MIXED-USE AREAS

REGULATORY UPDATES

The following recommendations are applicable in both the Towns of Farmington and Canandaigua. They are intended to support and elevate a number of initiatives currently underway.

1. REDUCE CANANDAIGUA MUO DISTRICT SETBACK REQUIREMENTS (TOWN OF CANANDAIGUA ONLY)
2. MODIFY ALLOWABLE BUILDING HEIGHTS
3. MINIMIZE THE VISUAL IMPACT OF FRONT YARD PARKING
4. AMEND OFF-STREET PARKING REGULATIONS
5. IMPROVE CONSISTENCY BETWEEN THE TOWNS' ZONING DISTRICT REGULATIONS ALONG STATE ROUTE 332

FUNDING SOURCES

The implementation of proposed recommendations within the sub-area will likely require funding from multiple sources at the federal, state and local levels. The following section summarizes the most likely sources of funding to implement proposed recommendations.

	PROGRAM	DESCRIPTION	USES
FEDERAL	**Consolidated Local Street and highway Improvement Program (CHIPS)**	Funds support the construction and repair of highways, bridges and highway railroad crossings, and other facilities not in the State highway system.	Funds can be used for resurfacing, shoulder improvements, new drainage systems, sidewalk improvements, traffic calming installations, and bus shelters.
	Highway Safety Improvement Program (HSIP)	The Highway Safety Improvement Program (HSIP) to achieve a significant reduction in traffic fatalities and serious injuries on all public roads, including non-State-owned public roads and roads on tribal lands. The HSIP requires a data-driven, strategic approach to improving highway safety on all public roads that focuses on performance.	HSIP funds may be used for safety projects that are consistent with the State's strategic highway safety plan (SHSP) and that correct or improve a hazardous road location or feature or address a highway safety problem. Funds can be used for the installation of vehicle-to-infrastructure communication equipment, pedestrian hybrid beacons, roadway improvements that provide separation between pedestrians and motor vehicles, including medians and pedestrian crossing islands, and other physical infrastructure projects not specifically enumerated in the list of eligible projects.
	Rebuilding American Infrastructure with Sustainability and Equity (RAISE)	Previously known as the Better Utilizing Investments to Leverage Development (BUILD) and Transportation Investment Generating Economic Recovery (TIGER) Discretionary Grants, the RAISE grant is a federal, competitive funding resource that allows project sponsors at the State and local levels to obtain funding for multi-modal, multi-jurisdictional projects. The primary selection criteria are safety, environmental sustainability, quality of life, economic competitive-ness, and state of good repair. The secondary selection criteria are partnership and innovation.	Eligible projects for RAISE grants are surface transportation capital projects and planning projects.

	PROGRAM	DESCRIPTION	USES
NEW YROK STATE	**Transportation Alternative Program (TAP)**	This program is federally-funded and administered by the NYSDOT. Funds are used to support bicycle, pedestrian, multi-use path and non-motorized projects. Project must be related to surface transportation.	Construction of pedestrian and bicycle facilities, recreational trails, and safe routes to school, as well as community improvements such as historic preservation and projects that reduce congestion and gas emissions.
	Community Development Block Grant Program (CDBG)	This program provides funding to carry out activities which aid in revitalizing neighborhoods, economic development, and providing improved community facilities and services.	CDBG funds may be used for public improvements, including street, sidewalks, curbs and gutters, among others.
	Green Innovation Grant Program (GIGP)	Through Governor Cuomo's CFA process, the GIGP provides grants on a competitive basis for projects that utilize unique stormwater infrastructure design and create cutting-edge green technologies.	GIGP funds a range of green infrastructure-focused installation projects, including the installation of permeable pavements and stormwater street trees.
	Environmental Protection Fund Grans Program for Parks, Preservation and Heritage (EPF)	Funding for capital projects that protect the environment and enhance communities. Applicants can apply through the CFA program.	EPF funds projects that create or enhance public parks, open space and trails, among others.
	Congestion Mitigation and Air Quality Improvement Program (CMAQ)	This program is federally-funded and administered by the NYSDOT. Funds are used to invest in project that reduce emissions from transportation-related sources.	CMAQ funds a variety of transportation projects that encourage driving alone, improve traffic flow and help urban areas meet air quality goals.

CONGESTION MITIGATION AND AIR QUALITY IMPROVEMENT PROGRAM

The Congestion Mitigation and Air Quality Improvement Program (CMAQ) is a federal program that provides funds for transportation projects designed to reduce traffic congestion and improve air quality. CMAQ funds have been used to over 16,000 projects, and have played a an active role in slowing the growth of congestion, reducing emissions, and maintain viable and mobile communities. Eligible projects include, but are not limited to:

- pedestrian and bicycle facilities
- travel demand management and ride sharing
- congestion reduction and traffic flow improvements
- transit improvements
- freight intermodal improvements
- alternative fuel and clean vehicle projects

BERGMANN

ARCHITECTS ENGINEERS PLANNERS