

ZONING

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*850 Attachment 3*

**City of Canandaigua**

**Architectural Standards**

- I. General Architectural Standards
- II. Architectural Standards for Downtown Central Business District
- III. Architectural Standards for South Main Street
- IV. Architectural Standards for Northern Gateway

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### **I. General Architectural Standards [Adopted by Res. No. 2002-175]**

#### **Applicability.**

The Planning Commission shall use these standards in administering § 850-19C of the Municipal Code relative to "Architectural Review." The general standards are intended to apply to districts for which there are no unique standards. Additional standards shall be applied to unique districts as they are defined herein: Downtown, Northern Gateway, and South Main Street.

#### **Statement of Philosophy.**

This document establishes architectural standards for new construction and the adaptive reuse, alteration, expansion or modification of existing buildings in Canandaigua that fosters a blend of the best of traditional and contemporary design. Architecture should represent the best match between the needs of human users, the architectural heritage and character of the City and surrounding areas, and the natural constraints of the land and existing architecture and engineering.

Site plans should reflect a comprehensive proposal integrating lighting, planting, parking, and site amenities such as fountains, sculpture and street furniture. Screening of utilities and services should be incorporated. Where architectural design is based upon a theme, site development schemes should relate to the theme and be consistent regarding materials and design elements.

Sensitivity to development demands, vehicular and pedestrian traffic patterns, and the needs of residents, merchants, visitors, owners and tourists alike have been considered in the development of these standards.

Images are attached and made part of these standards for illustrative purposes only.

#### **Statement of Purpose.**

The purposes of these architectural standards are:

- To provide standards for the determinations of the Planning Commission, which is charged with the responsibility for Architectural Review in commercial districts, in order to minimize decisions based on individual tastes and preferences in the review and approval of plans;
- To establish clear and easily understood design criteria to guide property owners and their architects in the appropriate design of new construction and building alterations in the commercial districts;
- To promote a cohesive image of the community as a whole, while allowing for architectural innovation. It is not the intent of these standards to limit new construction or building alterations to one particular architectural style, but to create and enhance an aesthetic whole.

#### **Relation to Municipal Code.**

This document is intended to provide standards for the Planning Commission for its administration of Architectural Review pursuant to § 850-19C of the Municipal Code. If any provision of these standards is found to conflict with the Municipal Code, the Municipal Code shall take priority.

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## NEW CONSTRUCTION

### Architectural style and design quality; form and mass

#### *Recommended*

Designs that respect, reflect, reference, adapt and interpret the local commercial, industrial, and governmental architectural styles of the 1800s and design themes found in Ontario County and contiguous counties.



#### *Not Recommended*

Designs which are inappropriate in relation to the traditional, local architectural heritage and character in terms of size, scale, design motifs, and relationships between buildings, streetscape and landscape features.



Design details that are consistent with the overall style and proportion of the building design.



Standard "stock plan" buildings unless consistent with these standards.



**Building orientation and placement on site**

*Recommended*

Buildings oriented to the street respecting both pedestrian and automobile traffic, with front and rear access where possible.

Buildings that respect and relate to the siting of adjacent structures.

Front lawns should be maintained in districts where front yards are traditional.



*Not Recommended*

On-site vehicular traffic patterns which conflict with pedestrian traffic patterns

Buildings sited without regard to the site placement of neighboring buildings.



**Buildings on properties adjacent to water**

Buildings on properties adjacent to water should be oriented to both street and water and designed to encourage public access to both, where practical.



Parking, service entrances, loading docks, dumpsters and ground-level mechanical equipment located between the building and the water.



**Rooflines and height**

*Recommended*

Pitched roofs, or the appearance of pitched roofs, which overhang the wall plane, unless inconsistent with the historic design upon which the building is based.



Articulation at roof edge: cornices, overhangs, balustrades, bracketed eaves, parapet walls.

*Not Recommended*

Flat roofs or the appearance of flat roofs on one- or two-story buildings.



Simple, straight intersection of roof and wall planes.

**Impact on public views, natural features of the site, surrounding environment**

*Recommended*

Service entrances, loading docks, dumpsters and ground-level mechanical equipment located away from public entrances and screened from public views and scenic views.

Rooftop mechanical equipment and structures screened and disguised by roof features, and set back from roof edges.

Generous and extensive landscaping, including landscaping within parking areas



Underground utilities, if possible.

*Not Recommended*

Building placement that disregards scenic views from the site or adjacent sites or public places.

"Rooftop clutter:" HVAC units, satellite dishes and antennas, and other rooftop structures which are visible from the street or other public places.

Parking areas without generous and extensive landscaping.



Utility poles

**Line, configuration, and arrangement; rhythm and proportion, fenestration - size and arrangement of windows, doors, porticos, and other openings**

*Recommended*

Building features are in balanced proportion to the building as a whole.

Large buildings use of interruptions and variety in wall plane, example include but are not limited to: offsets, recessed entrances, arcades, covered walkways, awnings and canopies, multiple entrances, roof overhangs, shadow lines, courtyards, balconies, etc.



A rhythm of door and window openings, which reflects the integrity of the architectural design of the building.



Vertical emphasis in window openings.

*Not Recommended*

One element or design feature dominates the building design.

Large, uninterrupted expanses of wall surface; long areas of unrelieved, monotonous wall surface adjacent to the street. Flat wall planes, especially for front facade.



Irregularly spaced or randomly placed openings that are primarily related to internal functions rather than exterior design considerations.



Horizontal windows on upper stories.

**Building Facades**

**Street level - storefront design**

*Recommended*

Permeable facades that promote pedestrian activity.

First floor facade is differentiated from upper stories and oriented toward pedestrians, with large window areas facing the sidewalk.



*Not Recommended*

Long, blank walls facing the public sidewalks or water.

First floor undifferentiated from upper stories in terms of window size, etc.



**Windows and Doors**

*Recommended*

Windows and doors that are consistent with the architectural design.

Projecting sills, lintels and/or crowns that define window openings.

Individual window openings, separated by areas of building wall.

Any large areas of glass are broken up by vertical design elements such as mullions, columns, framing members.

*Not Recommended*

Horizontal windows on upper stories.

Reflective or mirrored glass.

**Entrances (front and rear)**

*Recommended*

Front and rear entrances, the front as the primary pedestrian and street entrance, and the rear as the entrance from the parking area, where rear parking is used.



*Not Recommended*

Rear entrances that are located directly adjacent to loading docks, dumpsters, etc., thus discouraging public use.



**Decks, balconies, and porches, if any**

*Recommended*

Balconies, decks, and porches oriented toward the street or water.



Railings made of turned spindles, posts & rails, consistent with the design of the building.

*Not Recommended*



Railing elements (other than square spindles) made of stock dimensional lumber

## ALTERATIONS TO EXISTING STRUCTURES

### Recommended

Updating, renovation, and expansion of existing buildings in a manner compatible with the design standards for new buildings and consistent with the subject building's architectural style.



Expansions or additions that include renovations that result in a building that more closely embodies the standards for New Construction.

### Not Recommended

Alterations to an existing structure which are inappropriate to the age and style of the building, or incompatible with the designs of surrounding buildings.



Expansion or additions of existing structures that do not embody standards for New Construction unless compatible with existing structure.

## NEW CONSTRUCTION OR ALTERATIONS TO EXISTING STRUCTURES

### Materials - Kind, Texture

#### Recommended

Natural materials, including stone, brick, wood clapboards, cedar shingles, smooth or lightly textured stucco, or synthetic materials that present the appearance of these materials.

Building materials differentiating design elements, consistent with the rhythm and proportion of the building design.

Roofing materials: Architectural-grade composition shingles, wood shingles, slate or slate composite, standing seam metal roofs.

#### Not Recommended

Synthetic materials that are obvious imitations of natural materials.

Rustic or crude siding materials such as logs, bark, rough-sawn wood planks, coarse-textured stucco, unfinished or split-face concrete blocks, etc.

Inappropriate mixing of materials for the sake of variety alone; or monotonous use of a single building material

Clay tile roofs, corrugated or vertically ribbed metal siding materials, or metal roofing installed with exposed fasteners.

Glass walls; shiny, mirrored or reflective wall surfaces.

**Colors**

*Recommended*

Colors that are complementary in range and intensity, with attendant trim colors and accents.

Colors that are complementary to those of surrounding buildings and signs.



*Not Recommended*

Colors which call attention to themselves by their color alone (hue, intensity, tone, contrast), whether used as base color, trims, or accent stripes.

Fluorescent or iridescent colors.



**Awnings and Canopies**

*Recommended*

Fabric awnings scaled and proportioned with building facade elements.

Arched awnings over individual windows and as door canopies.

Signage on valance of awnings.

Functional use of awnings to provide shade.



*Not Recommended*

Shiny or plastic fabric awnings.

Awnings that are a dominating feature of the building facade.

Arched awnings with a long vertical surface ("waterfall") spanning the facade.

Backlit (internally illuminated) awnings.



**Signage**

*Recommended*

Signs that are integrated with the architecture of the building and site on which they are displayed



*Not Recommended*

Internally illuminated signs, except for individually illuminated channel letters or for properties with frontage on Eastern Blvd.



**Lighting**

*Recommended*

Lighting, attached or detached, soffit, up light or down light, including tree lighting, selected for appropriate lumens or foot-candles, and complementary to the architecture through shadowing, highlight and flooding. Parking area lighting directed downward. Illumination from multiple light sources.

Light fixtures that are compatible with the architectural style and other features of the building.



*Not Recommended*

Harsh or excessively bright lighting, inconsistent with lighting levels along the street and sidewalks and in the public parks; or site or building lights that spill light onto adjacent sites; spotlighting, "hot" or "dark" spots in site lighting.

Strip accent lighting or fluorescent tubes used as decorative elements on external building walls; portions of facade that are continuously internally illuminated.



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### **II. Architectural Standards for Downtown Central Business District [Added 6-2-2016 by Res. No. 2016-045]**

"Downtown Central Business" is defined as the portion of South Main Street within a forty-acre area bounded by the following:

North: Railroad tracks just south of West Avenue and Ontario Street  
East: Lafayette Street and Center Street  
South: Saltonstall Street and Antis Street  
West: Bemis Street (extended north and south)

The purposes of these standards are:

1. To safeguard the heritage of the City of Canandaigua by preserving the character of South Main Street and thereby:
  - Stabilize and improve property values.
  - Foster civic pride.
  - Strengthen the local economy.
  - Promote the use of historic districts, buildings and structures for the education, pleasure and welfare of the citizens of the City.
2. To guide rehabilitation and construction in order to improve and protect the buildings within South Main Street through historically appropriate restorations and renovations which allow for the individuality of the business owners, yet promote a cohesive positive image of the district as a whole. The cohesive positive image shall include the overall streetscape which is defined as the combination of features along the street such as buildings, signs, awnings, landscaping, and street furniture.
3. To set up clear rules and easily understood criteria in order to minimize decisions based on individual tastes and preferences in the review and approval of plans for historic structure alterations.
4. To act as a supplement to the Secretary of Interior's Standards and Guidelines for Rehabilitation.

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**Secretary of Interior's Standards for Rehabilitation**

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

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### DOWNTOWN STANDARDS

#### **A. General.**

1. The historic architectural character of a building shall be maintained and restored. Building shall be rehabilitated to reveal their historic materials and details. Any proposed changes shall be historically appropriate to either the building's original type and style or to the type and style of any historically significant later appearance. Any missing architectural elements shall be recreated wherever feasible. Existing materials shall be retained wherever possible, by stabilizing, repairing or matching them with compatible new materials as required.
2. No building shall be altered to appear older than its true construction or of another historic period.
3. Block buildings shall be treated as one structure, whether the building has a single owner or has been subdivided. The entire facade shall be treated as a single element.

#### **B. Primary Facade.**

1. The primary facade shall not be fully covered or screened with materials which obscure any of the building's original materials and details.
2. The facade of block buildings shall not be divided to appear as more than one building. All features of a block building shall correspond in shape, size, and color across the facade. It is not recommended that the retention of any later changes attaining historical significance take precedence over restoring the unitary appearance of a block building.
3. It is recommended that wall material be maintained or restored to the original texture and color.

#### **C. Roof.**

1. Any roof visible from the public right-of-way shall be maintained or replaced in its original shape.
2. Replacement of roofing material should be compatible in material and color to the original roofing material.
3. It is recommended to restore, replace or preserve any existing or previously existing decorative features of a roof. These features may include balustrades, brackets and chimneys.
4. Any ducts, antennas, satellite dishes, or air conditioners shall be installed in locations which create the least disturbance to the historical appearance of the building, and which involve the minimum alteration to its structural integrity.

#### **D. Masonry.**

1. Masonry walls shall be maintained or restored to a serviceable and visually acceptable state by replacing missing masonry units and mortar with matching elements, and repointing and stabilizing using proper techniques and materials.

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2. Cleaning shall be accomplished using the gentlest effective means possible, so as not to damage either the masonry unit or the mortar joints. Cleaning will be done with pressurized water at a maximum pressure of 350 pounds per square inch (psi) at the tip using at least a nine-inch tip at a distance of one foot from the surface.
3. Removing paint from masonry to restore the masonry color is generally not recommended.
4. Unpainted masonry shall not be painted. Sandblasting or water blasting is prohibited.

#### **E. Cornice.**

1. It is not recommended to remove or cover an original cornice. It is recommended to restore and maintain the original cornice. Any repairs shall be made with a compatible material and match in size, shape and color.
2. It is recommended that any missing cornice be restored to its original size, shape and profile to match any physical, photographic or written documentation. Where no documentation exists, the cornice should be replaced to match the historic style of the building.
3. The cornice or continuous lintel on a block building shall appear as one unit across the facade.

#### **F. Doors and Windows.**

1. Original or historically significant window configuration, size, shape, material and light configuration shall be restored and maintained. Original window openings shall not be infilled or made smaller.
2. Any original window frames and sashes shall be restored and maintained. Replacement of frames and sashes shall be of a compatible material and match in profile the original design or be of a profile appropriate to the building's style.
3. Storm windows shall be installed on the interior of the window.
4. The original size, shape, details and material of the window lintels, crowns and sills shall be restored and maintained. Any missing crowns shall be recreated wherever feasible or replaced to match the building's style.
5. It is recommended to restore and replace any upper story missing shutters where shutters are historically appropriate to the building type and style. Shutters should be installed with appropriate operable hardware and at the correct size to cover the full opening of the window. Shutters should not be directly mounted flush to the front of the building.
6. Transom windows shall be maintained and preserved. It is recommended to uncover, restore or replace any covered or missing transom windows to their original configuration and material. Transom windows should not be covered with paint or other materials.
7. Infill above and below windows and doors shall be historically appropriate to the building's type and style. It is recommended to remove any inappropriate infill and restore the panel with historically appropriate material.
8. It is recommended to provide a rear customer entrance to any commercial establishment whenever feasible.

**G. Signs.**

1. Location and size of signs
  - (a) Signage shall be placed where historically appropriate to the building's type and style.
  - (b) Sign placement shall not dominate the facade or obscure any architectural details on the building facade such as arches, transoms, sills, moldings, cornices, windows.
  - (c) The size of signs and individual letters shall be an appropriate scale for pedestrians and slow-moving traffic.
  - (d) Signs on adjacent storefronts should be coordinated in height and proportion. Signs on individual storefronts on block buildings should be coordinated across the facade in size, shape, and color.
  - (e) Wall signs shall generally be located no higher than the window sill line of the second story.
  - (f) Signs on awning valances only is permitted.
2. Design of signs.
  - (a) Messages should be simple and as brief as possible.
  - (b) Letter fonts should be compatible with the style of the building. No more than two different font styles should be used on the same sign. Letters should be carefully formed and properly spaced, to be neat and uncluttered. It is recommended to use simple, plain style letters.
3. Sign color.
  - (a) Colors of signs shall be historically appropriate to the building's type and style.
  - (b) Colors should be chosen to complement the facade color of the building
  - (c) Signs should not normally contain more than three different colors.
  - (d) For all buildings, dark backgrounds and light-colored letters on signs are recommended.
4. Sign materials and illumination.
  - (a) Signs shall be made of an historically appropriate material or a material conveying the appearance of historic materials.
  - (b) Signs shall not be internally illuminated. In general, any illumination used shall be external and directed downward toward the sign.
  - (c) External neon wall signs or LED signs are not recommended.

5. Sign brackets and hardware.
  - (a) Supporting brackets for projecting signs should complement the sign design, and not overwhelm or clash with it. They must be adequately engineered to support the intended load, and generally should conform to a 2:3 vertical-horizontal proportion. Screw holes must be drilled at points where the fasteners will enter masonry joints, to avoid damaging bricks, etc.
  - (b) It is recommended to remove any previously installed hardware or materials no longer utilized for the mounting and installation of a current sign. Original sign hardware such as hooks or metal brackets attached to a masonry surface shall be an exception and should be preserved.
6. Portable signs.
  - (a) Portable or "A-frame" signs should be wooden or metal. Plastic signs are not recommended.
7. Window signs. [**Added 12-19-2017 by Res. No. 2017-154**]
  - (a) Window signs should fill less than 25% of any single window.
  - (b) Window signs should be open lettering, affixed to the interior window glass.
  - (c) Window signs should be located in the top 25% of the window or lower 25% of the window, keeping the center 50% open.
  - (d) Window signs, when displayed in addition to wall signs, should contain more detailed information about the business or service and designed to be read by the pedestrian. Letters should be less than six inches high.
  - (e) Window signs should not be handwritten.

**H. Awnings.**

1. Awnings shall be installed where historically appropriate to the building's type and style.
2. Awning shape, fabric and color shall be historically appropriate to the building's type and style.
  - (a) Shed type awnings are recommended, retractable shed type are preferable.
  - (b) Canvas fabric is recommended. Shiny or plastic fabric is not appropriate.
  - (c) Awnings may be either solid or striped in color and shall coordinate with the body and trim colors of the building
3. Awnings shall not be backlit or internally illuminated.

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### **I. Color.**

1. Architectural features shall be restored with colors and finishes appropriate to the nature of the materials and to the character of the original building. Where original colors are not to be used, historic colors within the spirit of the period may be substituted.
2. Color schemes on block buildings shall be consistent across the entire front facade.

### **J. Exterior Illumination.**

1. No building facade shall be illuminated by exterior floodlights.
2. Generally, exterior lighting shall be limited to illumination of signs except for security lighting in the rear or alley.

### **K. Fences.**

1. Fences shall be of a simple, utilitarian design. Simple board fences are recommended. Chain-link fences are inappropriate.
2. Gates shall be a simple, utilitarian design. They shall not obscure, detract, or dominate from the building's features and details. Chain-link gates are inappropriate.

### **L. Infill Construction.**

1. Infill construction shall be defined as any structure built fronting a street and constructed between two existing structures. Infill structures shall maintain the architectural character along the street. The following guidelines apply to infill structures.
2. Building height, setback and width.
  - (a) Infill structures shall generally contain at least two stories above street level and relate very closely to the height of the adjacent downtown buildings.
  - (b) Infill structures shall conform to the street setback parameters established by adjacent buildings.
  - (c) Infill structures shall extend the entire width of the lot between the existing structures.
3. Infill structures shall respect the proportion and rhythms of neighboring facades. The amount of window area to surrounding wall area on neighboring facades shall be considered in comparison to a proposed facade. The height and width of windows and doors on neighboring facades shall be considered in comparison to a proposed facade. Introducing incompatible building facades in the downtown central business district shall be prohibited.
4. Facades of infill buildings shall be brick. Secondary facades shall be masonry.
5. Colors chosen for infill structures shall respect the surrounding structures.

**M. New Construction.**

1. New construction shall be defined as any addition to an existing structure or any structure not fronting a primary street.
2. New construction shall respect the architectural character of the surrounding structures.
3. It is recommended that any new construction be of masonry.

**III. Architectural Standards for  
South Main Street  
[Added 6-2-2016 by Res. No. 2016-045]**

"South Main Street" is defined as the portion of Main Street south of the Downtown district (Antis Street on the west and Saltonstall Street on the east) and extends to the south to NYS Routes 5 & 20. For the most part, the district is limited to parcels that have frontage on South Main Street but does include land-locked parcels behind that could be consolidated with frontage property.

Historically, Main Street south of downtown was a residential district similar to North Main Street, and, while the homes were more modest, a number of notable residences were found here as well. Yet as downtown evolved into the 20th Century, it pushed against its southern boundaries, which ultimately led to a rezoning in the 1960s that permitted commercial construction on South Main Street. In 2003, the majority of South Main Street was rezoned to encourage mixed-use development while preserving the residential scale.

The South Main Street District is intended to be a lively, pedestrian-friendly, mixed-use neighborhood similar to traditional neighborhoods where living, working and shopping are in close proximity to one another. The stated goal for the area, as stated in the Comprehensive Plan, is that "South Main Street should be developed as a mixed-use neighborhood that links Downtown and the Lakefront."

The purposes of these standards are:

1. To safeguard the heritage of the City of Canandaigua by preserving the character of South Main Street and thereby:
  - Stabilize and improve property values.
  - Foster civic pride.
  - Strengthen the local economy.
  - Promote the use of historic districts, buildings and structures for the education, pleasure and welfare of the citizens of the City.
2. To guide rehabilitation and construction in order to improve and protect the buildings within South Main Street through historically appropriate restorations and renovations which allow for the individuality of the business owners, yet promote a cohesive positive image of the district as a whole. The cohesive positive image shall include the overall streetscape, which is defined as the combination of features along the street such as buildings, signs, awnings, landscaping, and street furniture.
3. To set up clear rules and easily understood criteria in order to minimize decisions based on individual tastes and preferences in the review and approval of plans for historic structure alterations.

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#### **SOUTH MAIN STREET STANDARDS**

##### **A. Site Plan.**

1. Buildings should be located close to the sidewalk with a consistent build-to line on each block. Closer to downtown, the build-to line is close to the sidewalk in a more formal arrangement, while toward the south end of the neighborhood, the buildings step back from the street allowing for small front yards, outdoor seating, or landscaped gardens.
2. Front lawns shall be maintained and parking should be located in the side and rear yards.
3. Shared parking and interconnected parking between properties is encouraged.

##### **C. Renovations.**

1. Renovations to former residential buildings should maintain the residential character of the structure.

##### **D. New Construction.**

1. New buildings should be compatible with the size, scale, color, material and character of the district.
2. New construction should incorporate architectural design elements that are compatible with the residential structures of the district.
3. Windows and doors should be placed in a manner that is harmonious with the established rhythm of the district. Primary entrances should face the street and be accessible from the public sidewalk.
4. All mechanical equipment, trash containers, and loading areas, shall be screened from public view. Utilities shall run underground.
5. Two-story construction is recommended or new single-story buildings designed to create the appearance of a multistory building.
6. Larger buildings should incorporate architectural design elements to break up long wall expanses and maintain a pedestrian friendly scale.

##### **E. Signs.**

1. Wall signs are discouraged on former residential buildings. Ground signs are preferable.
2. Internally illuminated signs are not recommended.

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**IV. Architectural Standards  
for Northern Gateway**

The "Northern Gateway" is defined as the properties along the most northern part of North Main Street (NYS Route 332), an area that extends south about 1/3 mile from the city-town line at the North Street intersection. The district includes about 30 properties on a total of 30 acres.

The area is divided into two zone districts with the northern portion zoned for heavy commercial (C-3), but the southern portion zoned for single-family residential (R-1B). This creates a planning challenge in creating an appropriate transition from one district to the next. On the west side of North Main Street, the transition is more gradual, with two larger institutional uses (Cornell Cooperative Extension and the American Legion) providing a suitable buffer between the commercial and residential uses. Also on the west side, a number of homes have been converted to offices that aid the commercial to residential transition. In both cases the nonresidential uses maintain a streetscape compatible with the residential district: the buildings are built to the residential setback line, there is limited parking in front of the structures, and the lawns are maintained. On the east side of North Main Street, the transition is more abruptly divided at Seneca Drive.

The Northern Gateway should be a pedestrian-friendly, mixed-use neighborhood similar to traditional neighborhoods where living, working and shopping are in close proximity to one another. As the primary entry to the City of Canandaigua, it is important that this district portray an appropriate "first impression" of the community.

The purposes of these standards are:

1. To safeguard the heritage of the City of Canandaigua by preserving the character of the Northern Gateway and thereby:
  - Stabilize and improve property values.
  - Foster civic pride.
  - Strengthen the local economy.
  - Promote the use of historic districts, buildings and structures for the education, pleasure and welfare of the citizens of the City.
2. To guide rehabilitation and construction in order to improve and protect the buildings within the Northern Gateway and through historically appropriate restorations and renovations which allow for the individuality of the business owners, yet promote a cohesive positive image of the district as a whole. The cohesive positive image shall include the overall streetscape, which is defined as the combination of features along the street such as buildings, signs, awnings, landscaping, and street furniture.
3. To set up clear rules and easily understood criteria in order to minimize decisions based on individual tastes and preferences in the review and approval of plans for historic structure alterations.

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#### **NORTHERN GATEWAY STANDARDS**

##### **A. Site Plan.**

1. Buildings should be located close to the sidewalk with a consistent build-to line on each block.
2. Front lawns shall be maintained and parking should be located in the side and rear yards.
3. Shared parking and interconnected parking between properties is encouraged.

##### **C. Renovations.**

1. Renovations of former residential buildings should maintain the residential character of the structure.

##### **D. New Construction.**

1. New buildings should be compatible with the size, scale, color, material and character of the district.
2. New construction should incorporate architectural design elements that are compatible with the residential structures of the district.
3. Windows and doors should be placed in a manner that is harmonious with the established rhythm of the district. Primary entrances should face the street and be accessible from the public sidewalk.
4. All mechanical equipment, trash containers, and loading areas, shall be screened from public view. Utilities shall run underground.
5. Two-story construction is recommended or new single-story buildings designed to create the appearance of a multistory building.
6. Larger buildings should incorporate architectural design elements to break up long wall expanses and maintain a pedestrian friendly scale.

##### **E. Signs.**

1. Wall signs are discouraged on former residential buildings. Ground signs are preferable.
2. Internally illuminated signs are not recommended.

