

Canandaigua Waterfront Active Transportation Plan

Scope of Work

A. Objective

To study current conditions and develop a multi-modal, active transportation plan for the area including Main Street (Route 332) and the intersection State Route 5 & 20 into the City of Canandaigua. The transportation network around the north shore of Canandaigua Lake, including two hotels currently under construction and mixed-use housing and retail space, will also be studied.

The study and resulting plans will include recommendations for new and/or improved transportation facilities, as well as recommendations for enhanced connectivity, efficiency, safety, and accessibility for all users of the road; with special attention to improvements dedicated to safe travel through and around the intersection for pedestrians, cyclists, and users of other wheeled devices like wheelchairs, scooters, and strollers.

The 2013 City of Canandaigua Comprehensive Plan includes the goal of improving the pedestrian environment in the proposed project area. That Comprehensive Plan is currently under review, and will include this goal if the recommended plan is adopted in 2020. Due to the current public health crisis, the Comprehensive Plan is stuck at the “Public Hearing Phase” for the time being. Once the hearing has been held, however, it’s anticipated that the revised Comprehensive Plan will be approved by City Council. If the study identifies other potential zoning or transportation-land use changes after the Comprehensive Plan has been approved, the City will revisit the Comprehensive Plan to consider including those updates and assist in implementing the project's recommendations.

B. Background

Main Street is traveled by approximately 25,000 cars daily, and runs north to south connecting the City of Canandaigua to the Thruway. It is a developed urban area with a substantial historic

district, vibrant downtown & scenic lake views. Despite the picturesque facade, it also includes two federal Opportunity Zones and housing for both low-income residents & senior citizens.

Routes 5 & 20, also an extremely busy thoroughfare utilized by 20,000 vehicles daily, intersects with Main St. just north of the lake creating an eight-lane barrier between the Historic Downtown and Lake Shore districts. The area is mostly developed with a variety of retail and restaurants, as well as marinas, a State park providing public boat access, and Kershaw Park. The area will continue to see increased use due to seasonal lake use, active development of the north shore and the construction of two hotels currently underway. The intersection of Main Street and Routes 5 & 20 can be dangerous for motorists and is hazardous for pedestrians, cyclists, and users of other wheeled devices like wheelchairs, scooters, and strollers. This makes accessing the Lake Shore District from Downtown, or vice versa, both difficult and potentially dangerous. Creating a link between the two districts has been part of the City's Comprehensive Plan for years, but determining the safest, most efficient option has been challenging. Many residents and visitors have stated a desire to have a safe and efficient route connecting these two distinct districts. The potential for additional residential development and the pending completion of two new hotels in the Lake Shore District make finding the best solution a more difficult task.

The pending completion of two lake-front hotels will increase the volume of both motorized and non-motorized traffic in the proposed project area. While both the City and Town experience higher volumes of traffic and visitors during the summer months, when the Inn on the Lake and the Canandaigua Lake Front Resort & Conference Center open in summer of 2020, they will attract more traffic and visitors to the area year-round. Not only will this add to the 25,000 cars that travel Main Street daily, but it will also make it more difficult for non-motorized users to access one district from the other. The implementation plan associated with this study should identify a plan to address the increased volume of both motorized and non-motorized users. Additionally, the plan should identify new potential active transportation alternatives to connect the Downtown and Lake Shore districts where connections are either currently inadequate or non-existent. Cohesively connecting the Downtown and Lake Shore districts for non-motorized users presents a massive economic development opportunity. Creating additional routes across a heavily traveled, 8-lane barrier for non-motorized users connects Downtown's businesses, retail shops, and restaurants with the breweries, retail, parks, and soon to be completed hotels

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offered by the Lake Shore District. Considering that many surrounding municipalities view the City's Downtown as a regional center view as their Downtown too, this project could strengthen economic development regionally as well as locally.

In 2006, the City participated in a regional Transportation Study that looked at several areas of concern. Many of the recommendations, including round-a-bouts at several County intersections, were implemented. This study, however, is now outdated and the recommendations are obsolete due to changes in the area in the last 14 years. The recommendations from an updated study would provide applicable guidance for how to address the project area, and create a foundation for public engagement to ensure any decisions made include resident feedback and match the wants and needs of the community.

C. Tasks

Anticipated project tasks are as follows:

1. Contract w/ GTC – Public Hearings & Resolution from the City approving Scope of Work.
2. The formation of a Project Advisory Committee (PAC) consisting of identified key stakeholders, likely including, but not limited to:
 - a. City of Canandaigua
 - b. Town of Canandaigua
 - c. Canandaigua LDC
 - d. Genesee Transportation Council
 - e. New York State Department of Transportation
 - f. Ontario County Planning
 - g. Canandaigua BID
 - h. Watershed Organizations
 - i. Regional Transit Service (RTS)
 - j. Relevant Citizen Groups
3. In collaboration with the Genesee Transportation Council, an RFP will be created and advertised publicly. The City and select members of the Project Advisory Committee will review the submissions and engage the services of a consultant with expertise in multi-modal transportation planning.
4. Develop a Public Participation Plan including all relevant stakeholders

5. Convene an initial meeting to clarify roles, responsibilities, expectations (scope of work), deliverables, and project schedule between the consultant, project sponsor, and the PAC.
6. Inventory existing and planned pedestrian, bicycle, and other active transportation infrastructure within the study area.
 - a. Review and reference municipal policies/zoning and standards as well as past active transportation studies and/or programs pertinent to the study area. Further assess motor vehicle traffic volume and direction, safety/crash data, destinations and activity centers, typical origin-destination pairs for all modes, and the presence, condition, and usefulness of any active transportation amenities.
 - b. Determine physical and programmatic needs as well as resource gaps for the study area based on the existing conditions inventory.
7. Conduct a PAC meeting to present inventory and needs assessment findings. Conduct a public meeting and survey to determine the perceived importance and level of concern of discovered needs.
8. Identify opportunities to enhance active transportation activity within and connecting to the study area based on the determination of needs. Identify priority projects and design alternatives as well as potential program and policy changes.
9. Conduct a PAC meeting to present concept plans, strategies, and regulatory recommendations. Conduct a second public meeting to verify and properly assign relative levels of public support to enhancement opportunities/alternatives.
10. Develop and draft a Final Report including narrative, graphics, analysis, and other content describing the study process and conclusions. The Final Report should include an Implementation Plan that presents a phased temporal approach and a relative cost understanding for implementing recommended strategies.
11. Conduct a public hearing/informational meeting.

D. Products

The following are products expected to be delivered as part of this study:

- 1) Intermediate deliverables and Draft Final Report with maps and appendices in electronic Portable Document Format **(PDF)**.
 - a) Existing Conditions Analysis and Needs Assessment
 - b) Concept Plans, Strategies, and Regulatory Recommendations
- 2) Maps, handouts, meeting notes and agendas, public meeting presentation materials, sign-in sheets; all other ancillary materials needed for the project.

- 3) A standalone, printable executive summary of the project report and its findings and recommendations in PDF format.
- 4) Final report, incorporating full-color version of executive summary, with maps, applicable sketches, and appendices in electronic PDF format; consultant providing all hard copies needed for Advisory Committee.

E. Public Participation Plan

Outreach efforts regarding the proposed project began in 2018, a concept mapping study was conducted by the City, Town, and Chamber focusing on economic development in the greater Canandaigua Area. The study was a 4-phase, facilitated process that identified & ranked economic development priorities based on the feedback provided by survey respondents, which included residents, business owners, community organizations, and other community stakeholders. The results yielded 6 strategic areas of focus to guide economic development, and one of those six was connecting Downtown to the lakefront. Overall, 95.5% of respondents saw this as important to economic development with 61.4% of respondents viewing it as extremely important to future economic development.

Due to the importance of this project, there will be extensive outreach efforts to residents, businesses, stakeholders, and underrepresented groups. Opportunities for public input will include, but are not limited to, public hearings, informational sessions, committee meetings, as well as outreach through the internet and social media outlets. In addition to these, interested parties will be able to submit their feedback via phone, mail, e-mail, and in-person during business hours. The City, Town, and LDC recognize that any potential solutions or recommendations generated by this project must include this feedback to ensure any solutions or decisions represent the needs of the entire community.

F. Schedule

The anticipated schedule is as follows

Present Scope of Work, Obtain GTC Approval	May 2020
City of Canandaigua Resolution Approving Scope of Work	June 2020
RFP Released	June 2020
Consultant Selected	July 2020
Contract Completed and Signed	August 2020
Initial Project Meeting	September 2020
Existing Conditions Analysis and Needs Assessment Finalized	November 2020
Concept Plans, Strategies and Recommendations Finalized	March 2021
Draft Final Report	June 2021
Final Report Finalized	July 2021

G. Project Budget

Sources of Funds		Uses of Funds	
	FY 2020-21		FY 2020-21
<u>Federal Funds</u>		<u>GTC</u>	
FHWA	\$75,000	Staff	\$0
FTA	0	Contractual	0
Subtotal	\$75,000	Subtotal	\$0
<u>Matching Funds</u>		<u>Other Agency</u>	
State (In-kind)	\$0	Staff	\$0
Local (In-kind)	\$5,000	Contractual	\$95,000
Local (Cash)	\$20,000	In-kind Exp.	\$5,000
Subtotal	\$25,000	Subtotal	\$100,000
<u>Total</u>	<u>\$100,000</u>	<u>Total</u>	<u>\$100,000</u>