

Canandaigua Lake Water Trail Action Plan

May 2019



**Department
of State**



**CANANDAIGUA LAKE
WATERSHED COUNCIL**
PROTECTING THE LIFEBLOOD OF OUR REGION



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ACKNOWLEDGEMENTS

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Funding / Contributors / Partners

An initial stakeholder workshop was held in April 2014. Many follow up meetings were held between 2014 and 2018 with individual owners of water trail locations and with paddling groups. Many of these groups are listed below:

NYS Department of State

National Park Service - Rivers, Trails & Conservation Assistance Program

Ontario County DPW

Finger Lakes Visitors Connection

Canandaigua Lake Watershed Association

Canandaigua Lake Watershed Council

Finger Lakes Land Trust

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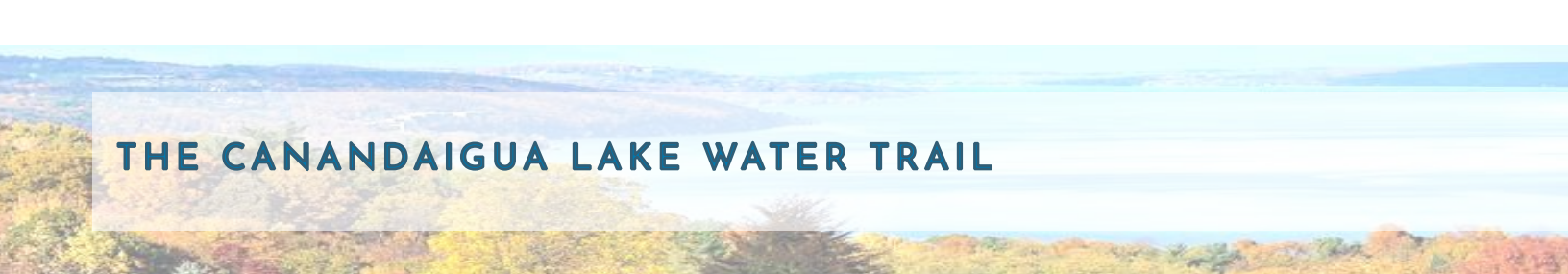
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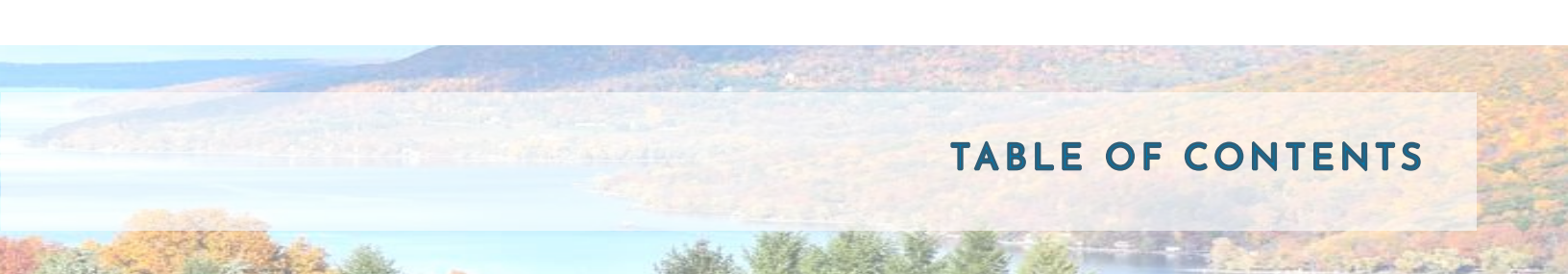


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THE CANANDAIGUA LAKE WATER TRAIL OPPORTUNITY



CHAPTER ONE



Introduction

Canandaigua Lake is located in the Finger Lakes Region of New York State. The lake is a water supply for over 70,000 people and is a major recreational destination for area residents and tourists alike. Canandaigua Lake is the fourth largest of the eleven Finger Lakes (after Seneca, Cayuga and Keuka Lakes), with a surface area of 10,553 acres. The lake's natural beauty is one of the main reasons that people live in and visit the area, and the lake provides recreational opportunities that bring millions of dollars to local communities, fueling the local economy. Specifically, it is known for its excellent fishing, motorized boating, sailing, paddling, swimming, and sightseeing.



Public access is a critical component to maintaining excellent recreational opportunities on Canandaigua Lake. The lake is 15.5 miles long, with 36 miles of shoreline. However, only 1.2 miles of shoreline (3%) offer public access, while the remaining 97% is privately owned. At the same time, the Canandaigua Lake region has a growing population and is in close proximity to Monroe County residents. Enhancing and increasing non-motorized public access to Canandaigua Lake will ensure that more local residents are able to utilize the lake for recreation and will help attract more tourists to fuel the local economy.



To maintain high quality recreation, public access must balance many critical factors. Public access should be designed to reduce conflicts amongst various user groups, to minimize the impact additional recreational users have on water quality and habitat value, and to maximize the number of recreational users without creating over-crowding on the lake. This third factor is especially relevant to the northern end of Canandaigua Lake, where a 2010 Watershed Council study found that peak boat use was at or slightly exceeding carrying capacity during busy summer weekends.

Improving canoeing and kayaking facilities on Canandaigua Lake is one way to increase public access to recreation without creating conflicts, negative environmental impacts, or overcrowding. Paddlers occupy small amounts of space, do not use fuel, and can access the nearshore areas, which the motorized boating community tends to avoid. Additionally, these users support local businesses.

THE WATER TRAIL OPPORTUNITY

Currently, Canandaigua Lake is utilized by many paddlers, but there are many opportunities to improve their facilities. For instance, the lake does not have a cohesive water-trail-designated launching site, emergency take-outs, itineraries, day use sites, or overnight locations for paddlers. Additionally, there is no centralized location for paddlers to get information on launching, services (e.g. bathroom facilities, potable water, etc.), natural and cultural attractions, or overnight accommodations located near paddling routes. This is a particular detriment for visitors, who may not be familiar with the area and must seek out this information on their own.

A water trail plan for Canandaigua Lake will enhance paddling opportunities on the lake by attracting, directing, and informing paddlers on ways to maximize their experience.

A water trail plan for Canandaigua Lake will enhance paddling opportunities on the lake by attracting, directing, and informing paddlers on ways to maximize their experience. The water trail will bring together information on existing launch, destination, service and emergency take-out sites, and will offer a framework for communicating boating safety, local regulations, and available services to paddlers. Maps and websites will make paddling trips easy to plan, and consistent signage along the water trail will allow paddlers to easily identify locations they are permitted to utilize while on the lake. Overall, creating a high quality paddling experience will provide many economic benefits to the local community by attracting new paddlers and encouraging repeat visitors to Canandaigua Lake.

The Water Trail Concept

A water trail, also known as a blueway trail, is a defined route on a navigable waterway, or system of waterways, intended for small non-motorized boats such as kayaks, canoes, rafts, or rowboats. The availability of multiple access points along a water trail make it suitable for point-to-point paddling. Most trips on water trails may last a single day or a part of a day, but longer trails may offer multi-day trips, and include opportunities for overnight stops.



CHAPTER ONE

There are typically three types of access points:

- **Launch sites:** for putting in or taking out boats
- **Day-use-only stopover sites:** for resting, picnicking, or visiting attractions
- **Overnight sites:** for camping or lodging

The National Water Trail System and the American Canoe Association both outline criteria for recognition as a recommended water trail. These criteria outline best practices for creating cohesive trails, and are described below:

National Water Trail Criteria (National Park Service)



- The trail must be in compliance with applicable land use plans and environmental laws.
- The trail and its access points must be open to public use and be designed, constructed, and maintained according to best management practices, in keeping with the anticipated use.
- The trail must be open for public use for at least 10 consecutive years after designation.
- The trail designation must be supported by the landowner(s), (public or private), on which access points exist.

In addition to the criteria above, the water trail must also incorporate best management practices, including recreation opportunities, education, conservation, community support, public information, trail maintenance, and planning. Water trail access points that demonstrate state-of-the-art design and management and are especially encouraged to apply for national water trail designation.

American Canoe Association Recommended Water Trail Qualifications



- The water trail must be a contiguous or semi-contiguous waterway or series of waterways that is open to human powered recreational paddling.
- The water trail must have public access points for paddlers.
- The water trail must be covered by a map, guide, signage or website of reasonable quality and be available to the public.
- The water trail must be supported and managed annually.

Benefits of Water Trails

Tourism and Economic Benefits

Studies from around the United States have shown that water trails can provide economic benefits to their host communities. However, spending rates by paddlers vary widely, depending upon factors including the type of waterway, the kind of paddling experience, the area of the country, and the degree to which the water trail is included in tourism promotion.

- A 2002 study found that paddlers in rural areas spend between \$27 and \$63 per day, on food, lodging, retail and various recreational services (Case Studies of Water Trail Impacts on Rural Communities, Lindsay Johnson, Univ. of Oregon. 2002)
- A study of the Northern Forest Canoe Trail, a 740-mile water trail that spans 5 states, found that the trail provides about \$12 million in overall economic benefits, and creates about 280 jobs.
- Florida, Iowa, North Carolina, Ohio, Oregon, Pennsylvania, and Wisconsin have established water trail programs at the state level that help create and manage water trails, and also actively promote water trails as part of their statewide tourism strategies.



The water trail concept creates a framework for marketing canoeing/kayaking on the lake. A water trail packages canoeing/kayaking information in an easily accessible, understandable and attractive way. Branding will help the water trail gain recognition and can be greatly helpful in promoting the water trail. The water trail creates a connection point between recreational users and businesses along the shoreline. Public events along the trail can cultivate awareness in local communities as well as the visiting public.



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Increased Diversity of Public Access

Recreational access to the lake is restricted to a handful of public launch sites and private marinas, as 97% of the Canandaigua Lake shoreline is privately owned. The lake contributes to a high quality of life for local communities, and increasing public access to the lake is a goal. The water trail will encourage canoeing/kayaking on the lake and increase use of public access points, while also helping to inform and direct that use in constructive/sustainable ways. The lake has one accessible kayak/canoe launch, but it is currently not a well known access point.

Motorized boat traffic is an issue on Canandaigua Lake, especially at the north end, where studies have projected that peak motorized boating is at or above the boating carrying capacity of the lake during busy summer weekends. A well planned water trail can attract additional recreational users to the lake without adding to the motorized boat traffic. Canandaigua Lake has a 5 mph speed limit within 200 feet of the shoreline or a dock. The water trail will encourage paddlers to utilize these speed-restricted areas to protect their safety and prevent additional boating traffic in mid-lake areas.

Boater Safety

Safety is a major concern of any water-based activity. A water trail can help deliver safety messaging and training that are already offered by groups such as American Canoe Association (ACA), US Coast Guard Auxiliary, and various clubs and organizations that promote boating and the outdoors. As an informational platform, a water trail can help inform and direct boater activity, encouraging personal safety and navigational skills, and helping boaters to recognize and avoid situations that contribute to problems such as user conflicts and overcrowding.

Education and Stewardship

A water trail can serve as an outdoor classroom, helping to promote awareness of the natural and cultural attributes of Canandaigua Lake, including its shorelines, tributaries and watershed. This type of experiential learning is known to be an effective and powerful educational tool. The creation of the water trail will encourage paddlers to remain in these speed-restricted zones which will increase boater safety as well as prevent additional boating traffic in congested mid-lake areas.

The water trail can provide a framework for cultivating stewards of the waterways, shorelines, vegetation, wildlife and other resources. Stewardship activities are diverse, and may include monitoring water quality, fish and wildlife or invasive species; maintenance and repair of access sites; or even habitat restoration projects.

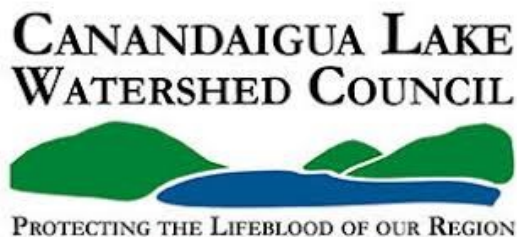
Conservation and Water Resource Protection

The water trail will encourage water resource protection. The “clean, drain, dry” message for invasive species management will be included in all of the water trail materials and invasive species disposal stations have already been installed at many of the launch sites. Non-motorized boating is less susceptible to water quality problems, as motor oils, fuels, and anti-fouling paints are not utilized. Publication of service locations will also discourage the use of the lake as a bathroom.

Creating the Canandaigua Lake Water Trail

National and Regional Support

- **The Finger Lakes Regional Economic Council** highlighted the Canandaigua Lake Water Trail in their 2011 Strategic Plan as part of their five-year projects and actions (page 46).
- **The Genesee Finger Lakes Regional Planning Council** identified Canandaigua Lake and its outlet as a high priority to build a Blueway Trail.
- **US Department of the Interior *America's Great Outdoors Program*** identified the Finger Lakes Water Trail system, including public access to the lakes, as one of two high-priority projects for New York State. The 2011 study recognized the Finger Lakes as unique natural and cultural resources accessible to major upstate New York metropolitan areas. The AGO program noted that the Finger Lakes receive up to 5 million tourists per year, bringing \$90 million on hunting, fishing, birding, and recreation to the region annually. The AGO report also noted that limited public access to some of the lakes limits the way many people, including local residents, can fully experience the region. However, it states that "once enough access exists, the Finger Lakes can be designated as a National Water Trail".
- **The Finger Lakes Land Trust** identified developing a Canandaigua Lake Water Trail as a priority item to implement in their 2010 document: "A Vision for the Canandaigua Lake Watershed."
- **The Canandaigua Lake Watershed Council** also identified the creation of a Canandaigua Lake Water Trail in the "2014 Comprehensive Update of the Canandaigua Lake Watershed Management Plan." The Watershed Council applied for a Department of State grant to develop the Water Trail Plan and begin implementing key components.



CHAPTER ONE

Canandaigua Lake Water Trail Partners

The Canandaigua Lake Water Trail Action Plan is the result of collaboration among many organizations and groups. Support from these groups is imperative for implementation of this project. Major partners for the Canandaigua Lake Water Trail include:

Canandaigua Lake Watershed Council	This is an inter-municipal agency of the 14 watershed and water purveying municipalities. The Council works to protect water quality in the lake and ensures the lake is a community asset. The Council will help coordinate the Water Trail Action Plan and assist in obtaining grant funding for implementation of the plan.
National Park Service	The National Park Service has provided invaluable guidance on this Action Plan and took the lead on site assessments for existing access sites.
Finger Lakes Visitors Connections	This is the tourism agency for the Finger Lakes Region and will play a vital role in helping to create branding and marketing the water trail.
Canandaigua Lake Watershed Association	This is a citizen's advocacy group on Canandaigua Lake. They have played an essential role in paddler education and have provided input to the plan from their membership.
NYS DEC, Ontario and Yates County Sheriff's Departments	These governmental agencies have the role of enforcing regulations on the lake and play an important role in protecting boater safety.
Finger Lakes Land Trust	This organization has provided access to multiple properties and has also provided insights for recreational opportunities around the lake.
Trail User Groups	These stakeholders provided invaluable input on conditions at access sites and on the water. The L.L. Bean Discovery School, Canandaigua Sailboarding, the Adirondack Mountain Club's Genesee Valley Chapter, and the Indoor and Outdoor Sports and Recreation Meetup each utilize Canandaigua Lake for paddling in different ways and their insight helped guide this document.

Vision for the Canandaigua Lake Water Trail

The Canandaigua Lake Water Trail will be a series of launch and destination sites focused on enriching non-motorized boating on Canandaigua Lake. These launch and destination sites will be organized into itineraries that can be customized to serve paddlers at various skill levels and accommodate various trip lengths. Signage at access sites, maps, and websites will provide the paddling community with the information needed to plan trips and communicate where paddlers are allowed access. The Water Trail Action Plan will serve as the guiding document for development of the Canandaigua Lake Water Trail, including short-term implementation and long term enhancement and expansion.

Goals for the Canandaigua Lake Water Trail

Establish new launch sites and destination points to reduce travel distances between sites and increase use of natural and cultural points of interest.

Organize existing launch sites, destination points, and overnight sites across Canandaigua Lake into a cohesive water trail for use by non-motorized boaters.

Identify emergency take-out sites for boater safety.

Establish a management, education and public involvement framework which addresses the 7 best management practices required by the National Park Service's National Water Trails System.

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EXISTING AND POTENTIAL WATER ACCESS SITES



EXISTING AND POTENTIAL WATER ACCESS SITES

Types of Sites

Access points are the places where paddlers can get on and off the water. Canandaigua Lake has two types of access points associated with the water trail - launch sites and destination sites. Later in this section we will also identify existing and potential emergency take-out sites.

- **Launch sites:** Places to put in or take out non-motorized water craft
- **Destination sites:** Stopover sites that are accessible from the water and are intended for day-use only activities, such as resting, picnicking, or visiting attractions
- **Emergency take-out sites:** Locations that are not to be utilized as launch or day-activity sites, but are available to water-trail users for emergencies, such as a medical issue or severe weather (high winds, large waves, lightning).



CHAPTER TWO

Guidelines for Access Sites

The Canandaigua Lake Water Trail seeks to make the transition from land to water as easy as reasonably possible at each access site, to accommodate various paddling and physical abilities, and to have an environmentally-sensitive design. The following list is a set of guidelines adapted from "Prepare to Launch!" (2014, National Park Service and River Management Society). It should be noted that these guidelines are ideal, and conditions such as topography, space limitations, or multiple users may prevent some access sites from achieving these guidelines.

Characteristic	Guideline
Slope	Below 8.33% and near 5% whenever possible
Cross Slope	Less than 2% whenever possible
Width	At least 5 feet wide, but whenever possible 6 to 12 feet wide
Length	Must be able to accommodate a typical boat using the launch
Loading Area	Designed to allow a dry entry, which usually requires boats to sit parallel to decking or shoreline. Whenever possible, this should be at least 5 ft by 5 ft.
Decking Gaps	No openings should be larger than 0.5 inches
Material	Utilize material that will not be too slippery when wet
Height Above Water	As close to the typical water level as possible, but incorporating water level fluctuations
Winter Plan	Can withstand winter conditions or can be removed for winter each year
Exposure to Elements	Located in a sheltered area whenever possible or designed to withstand exposure to wind and wave action
Compatibility with Other Users	Location minimizes potential conflict with motorized boating and swimming areas and promotes safety for all users

EXISTING AND POTENTIAL WATER ACCESS SITES

Assessment Criteria of Existing Access Sites

Each of the existing/ potential access sites was assessed based on the following criteria:

- Launch/landing area characteristics (material, slope, height above water, if a long carry is required, etc.)
- Site Maintenance
- Parking
- Restrooms
- Drinking Water
- Picnic Facilities
- Nearby Restaurants, Food Service, or Shopping
- Rentals
- Access Point signage
- Educational Signage
- Invasive Species Removal Stations
- Use as a Destination Point
- Boat Storage
- Entry Fee
- Challenges
- Recommendations
- Restrictions/Other Information
- Closest Emergency Take-out
- Distance to Next Site

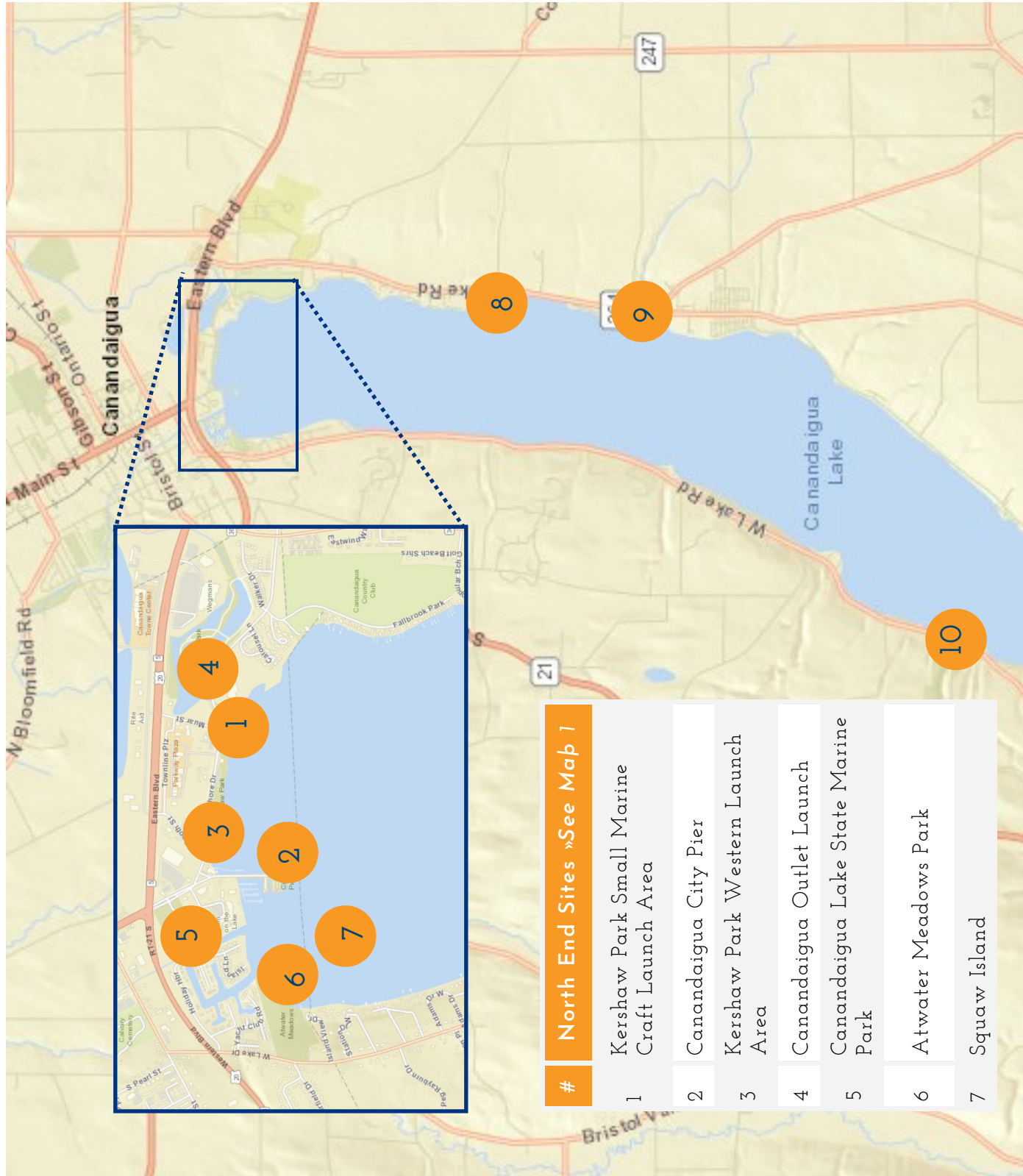


Existing and Potential Launch and Destination Sites

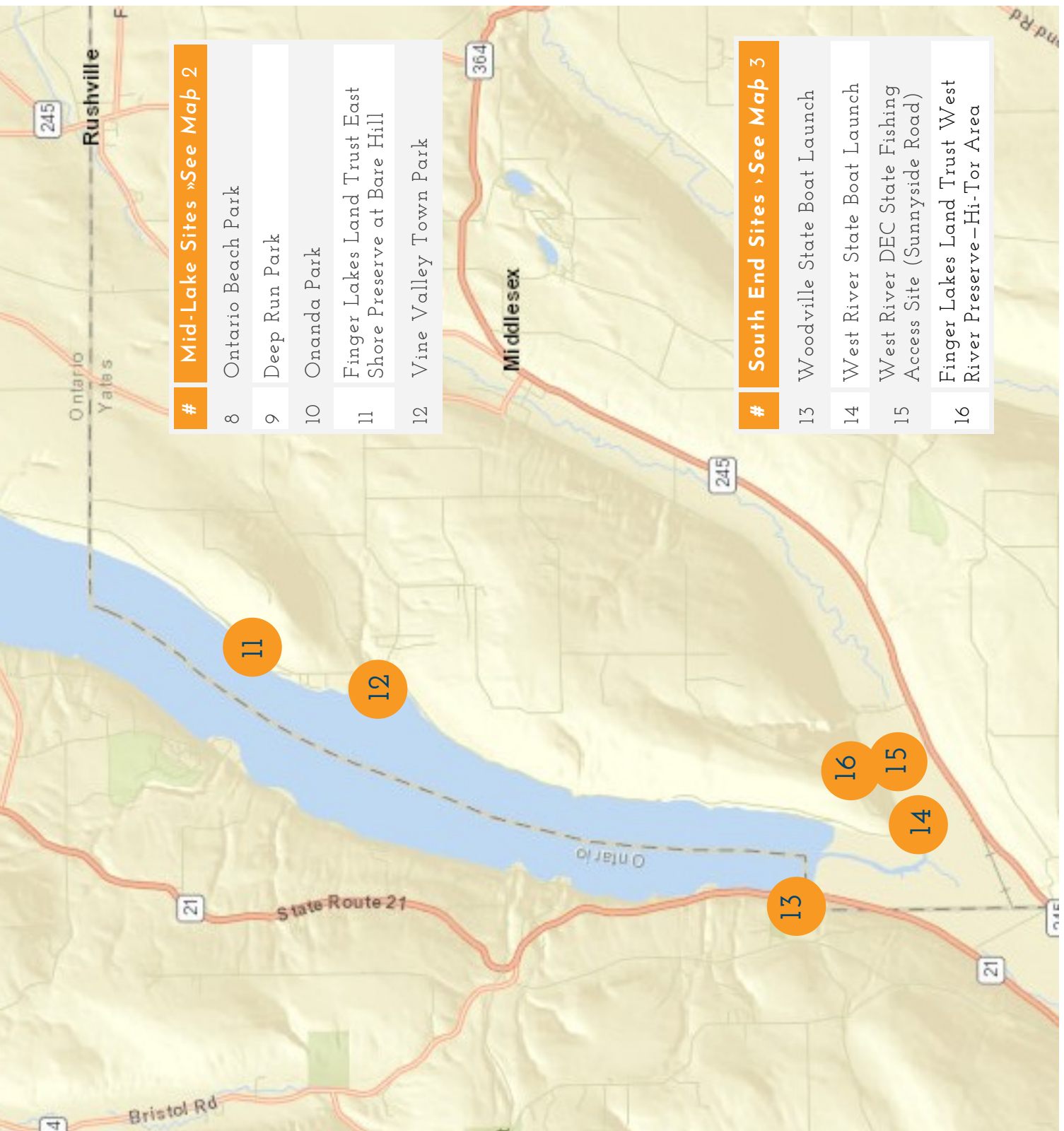
Canandaigua Lake has a number of existing and potential access sites and destination areas for paddlers to utilize. In the following section, each of these sites are reviewed in more detail, and are organized into three geographic areas: North, Mid-lake and South end. The existing access sites are concentrated at the north end and south ends of the lake, with a few strategic sites located along the shorelines on the east and west sides of the lake. As the lake shoreline is 97% privately owned, there are few options for expanding the number of access points; however, the focus is to enhance the existing access sites for paddlers. Section 5 will provide potential paddling routes along with approximate distances.

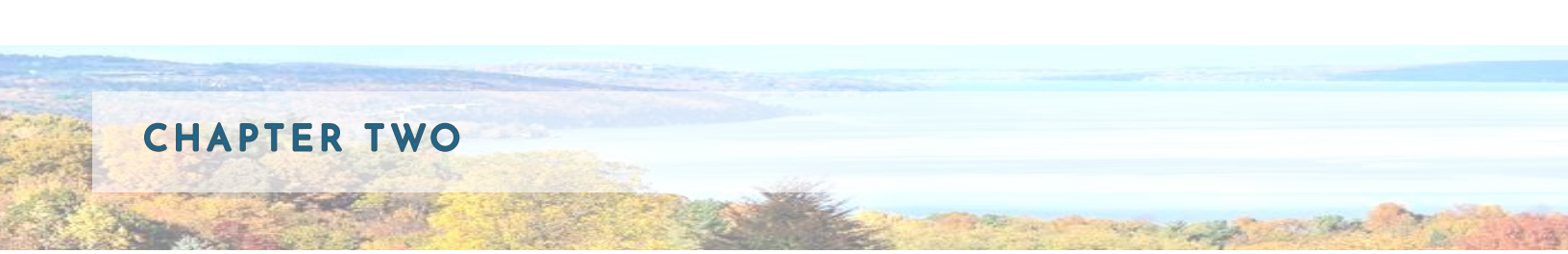
CHAPTER TWO

Overview Map: Launch & Destination Sites



EXISTING AND POTENTIAL WATER ACCESS SITES





CHAPTER TWO

The **north end** of Canandaigua Lake has numerous launching and destination sites. These sites provide access to bathroom and water facilities, swimming beaches, restaurants, ice cream shops, and overnight accommodations. There are at least two privately-owned rental facilities for stand up paddleboards and kayaks in this area. However, the area also faces many challenges for non-motorized boaters. This area is very congested during the weekend with motorized boat traffic. Currently, there is a 500 foot restricted area around Kershaw Park, so paddlers must navigate around this area and through the anchored boats. One of the major recommendations will be to consider allowing paddlers to be able to get closer to the shoreline area.

Lagoon Park forms the outlet of the lake and is a key piece to the north end paddling experience. This 34 acre area provides calmer waters that paddlers can utilize to avoid the boat traffic in the Lake. In the northwest corner of the lake, paddlers can also access the undeveloped beach area at Atwater Meadows Park along with Squaw Island.

The **mid-lake** sites encompass a large geographic area. The two county owned sites on the east side of the lake (Ontario Beach and Deep Run Beach) are being reviewed by Barton and Loguidice for possible use as launching and/or destination status sites. Onanda Park on the west side of the lake is in a strategic location for full day trip paddlers and provides a host of amenities that many of the other sites do not provide. The FLLT East Shore Preserve at Bare Hill site provides a good opportunity for paddlers to utilize as a destination point from a variety of launch sites. Vine Valley provides a low slope user friendly launching site with amenities.

The **south end** sites also provide tremendous opportunities for both in-lake and nature preserve style paddling in the Hi-Tor Wildlife Management Area. There are multiple sites that can be used both as launching and destination sites. The West River paddle leads to the Finger Lakes Land Trust's West River Preserve.

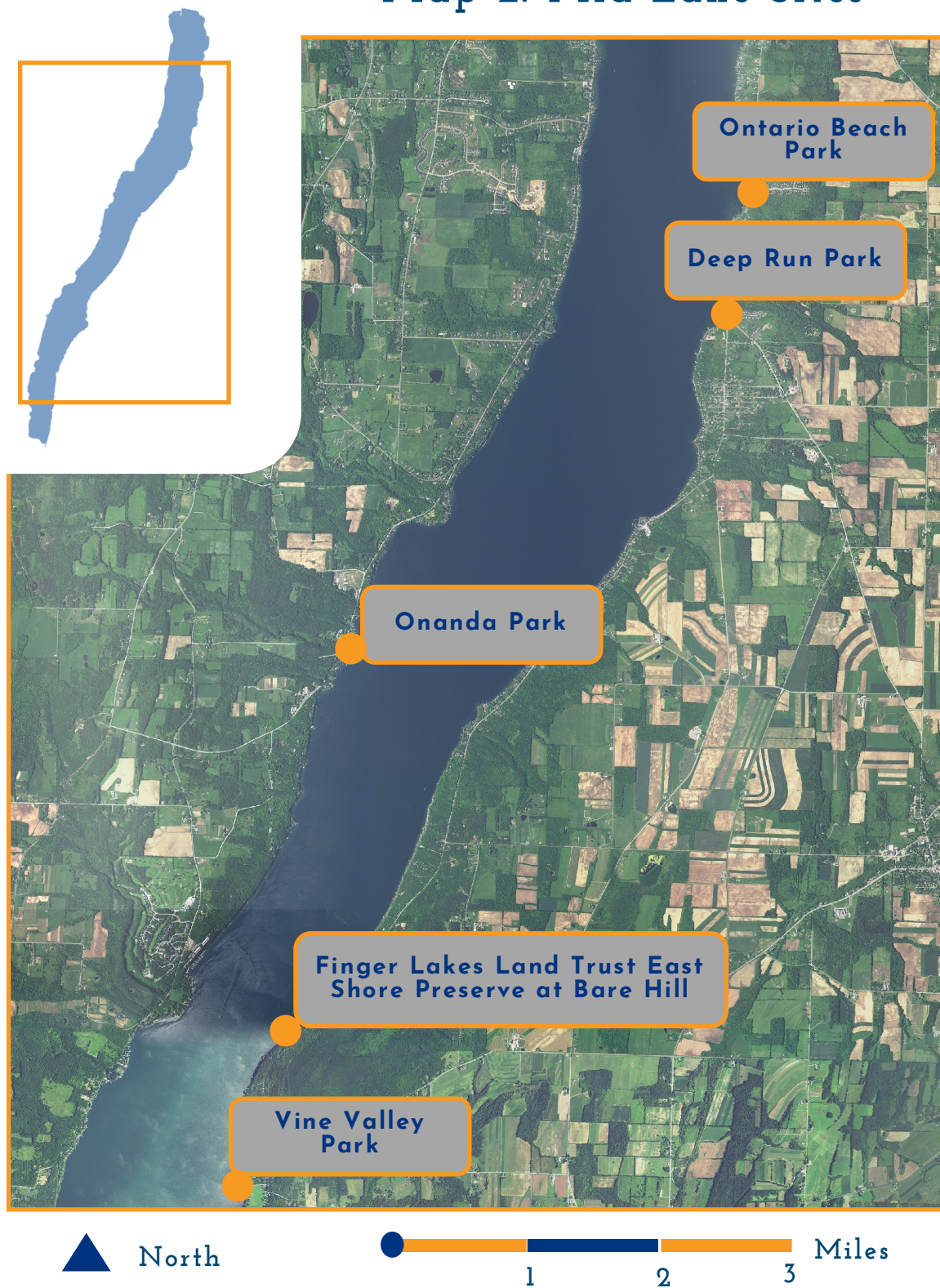
EXISTING AND POTENTIAL WATER ACCESS SITES

Map 1: North End Sites



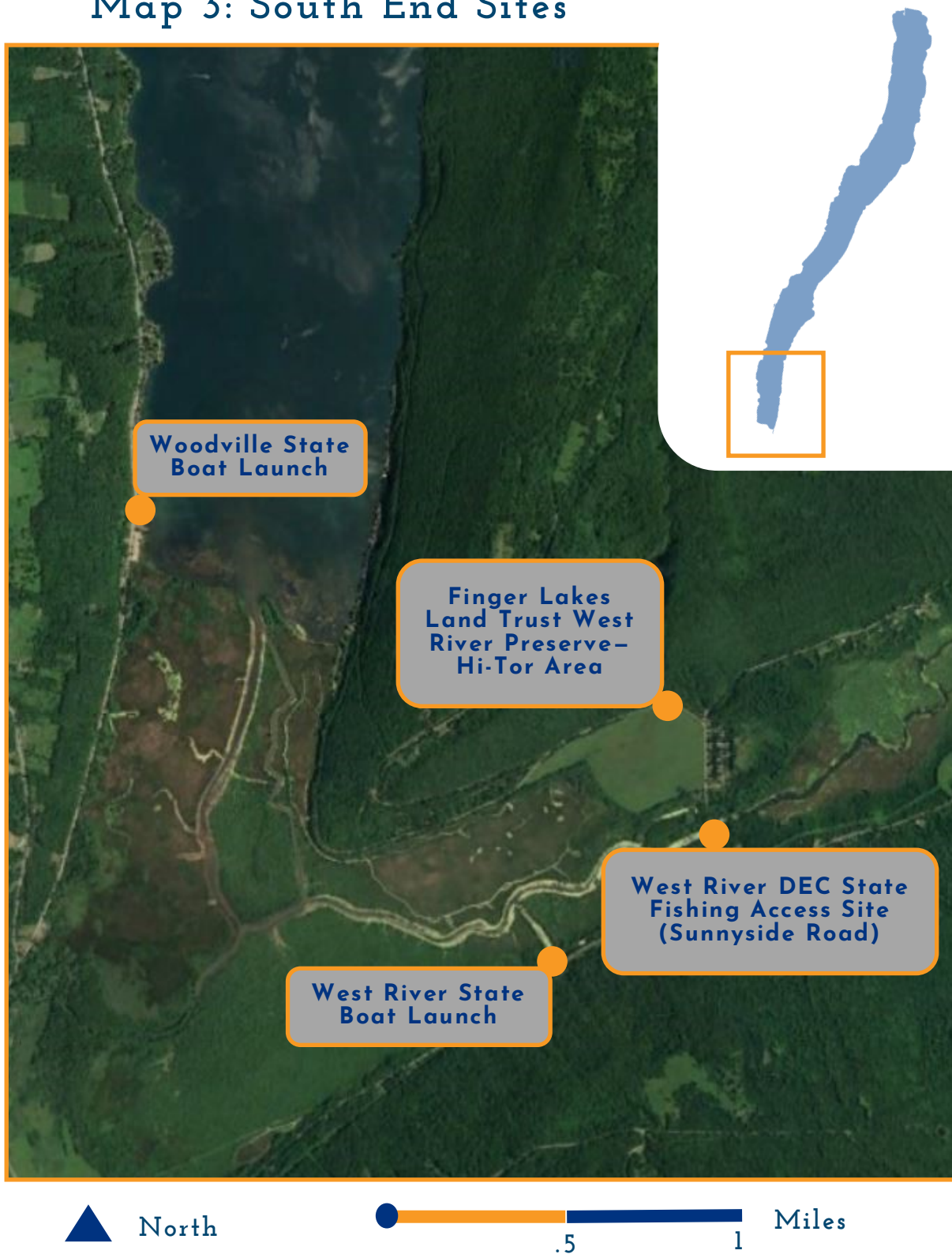
CHAPTER TWO

Map 2: Mid-Lake Sites



EXISTING AND POTENTIAL WATER ACCESS SITES

Map 3: South End Sites



3

LAUNCH AND DESTINATION SITES



Kershaw Park Small Marine Craft Launch Area

Location: Lakeshore Drive, across from Speedway station

Municipality: City of Canandaigua

Ownership: City of Canandaigua

Maintenance: City of Canandaigua

GPS coordinates: 42.874725, -77.263331



Launch Type

- Car top/hand launch with gradually sloped sandy/gravelly beach
- Boaters need to carry boats 100+ feet from parking to launch

Description

This site is located in Kershaw Park and is the main established launch site on Canandaigua Lake for a variety of hand-launch boats, including canoes, kayaks, sailboards and stand-up paddleboards. The launch site is located on Lakeshore Drive, just east of the Bathhouse. The site is marked with a sign designating it as a launch site and providing associated rules. The launching/landing area is approximately 75 feet wide with a gradual slope and is composed of a fine gravel/sand surface. The site has also been used as a dog beach for several years, so paddlers and dogs need to share this common area.

The surrounding shoreline area is armored with stone rip-rap to protect against erosion. The site is a walk-in site, requiring boats to be carried at a minimum of 100 feet from the parking lot down a gravel path and grass lawn to the shoreline. However, available parking can be limited in the area, as it is shared by a local restaurant as well as general parking for the public. There are nearby public parking locations along Lakeshore Drive and the Bathhouse.



CHAPTER THREE

Features

Parking	✓	40 public spaces located near the small craft launch Additional parking nearby
Restrooms	✓	Flush toilets available at the bathhouse from Memorial Day to Labor Day; Portable bathroom available in the off-season
Drinking Water	✓	Drinking fountain available at Bathhouse from Memorial Day
Picnic facilities	✓	Numerous benches, picnic tables, pavilions and grills available
Restaurants, food service, nearby shopping	✓	Near Lakeshore Drive ice cream shops and breweries; Walking distance to restaurants
Rentals	✓	Near Canandaigua Sailboard and LL Bean
Access point signage	✓	Signage
Educational signage	✓	Small signs with information on invasive species; Kiosk with information on the watershed
Invasive species removal stations	✗	None
Use as Destination Point	✓	Public bathing beach with lifeguards (for a fee), playgrounds, and picnic facilities
Boat storage	✗	None
Entry fee	✗	Only for swimming beach

Challenges

- °Parking is hard to find during busy summer days
- °Site is also used as a dog beach
- °Potential on-water conflicts with north end boating & swimming areas
- °Site is exposed to on-shore wind/wave action
- °Lack of boat storage may limit the use as a destination point

LAUNCH AND DESTINATION SITES

Recommendations

- Explore a location and facilities for boat storage so the site may be more effectively used as a destination point
- Consider expanding the width of the natural launching/landing area to reduce any potential conflicts of this dual use area
- Post map & information about paddling restrictions along Kershaw Park
- Post paddling map of Lagoon Park
- Refer to north end trail recommendation section for additional recommendations

Visitor Information

Directions: Small craft launch is located in Kershaw Park, east of the Kershaw Park Beach and Bathhouse and directly across from Muar Street. The closest parking is on Lakeshore Drive, just east of Muar Street and is shared with Twisted Rail Brewing Company.

Restrictions/other information: At present time, no paddlers are allowed within 500 feet of shoreline near the swim beach (Canandaigua City Code 519-17); restricted area is designated by buoys.

Closest Emergency Take Out: Canandaigua Outlet Launch - 205 Lakeshore Drive, Canandaigua, NY - GPS Coordinates: 42.875203, -77.261305

Phone Number and Website: (585) 396-5060 <http://www.canandaiguanyork.gov>



CHAPTER THREE

Kershaw Park Western Launch Area

Location: Lakeshore Drive, across from Booth Street

Municipality: City of Canandaigua

Ownership: City of Canandaigua

Maintenance: City of Canandaigua

GPS coordinates: 42.875363°, -77.271187°



Launch Type

- Car top/hand launch
- Gradually sloped sandy beach launch
- Paddlers must carry boats ~400 feet and cross Lakeshore Drive

Description

In addition to the small craft launch in the eastern portion of the park, a additional sandy-beach launch site is located at the western end of the park, across from Booth Street. The City recently worked with an eagle scout to build a canoe/kayak rack, which is now available for temporary but not overnight storage. The site currently does not have any signage designating it to be a launch site. However, Canandaigua Sailboarding uses this site to launch their rental paddleboards and kayaks. This site may be difficult for paddlers to access, because parking is approximately 400 feet away and paddlers must cross Lakeshore Drive.



LAUNCH AND DESTINATION SITES

Features

Parking	✓	Available in grassy area on north side of Lakeshore Drive to west of outlet Shared with other park users and is often full on summer days
Restrooms	✓	Flush toilets available at the bathhouse and City Pier from Memorial Day to Labor Day
Water	✓	Drinking fountain available seasonally at bathhouse and
Picnic facilities	✓	Numerous benches, picnic tables, pavilions and grills
Restaurants, food service, nearby shopping	✓	Near Lakeshore Drive ice cream shops and breweries; Walking distance to restaurants
Rentals	✓	Canandaigua Sailboarding rents kayaks, paddleboards, and sail boards. They use this site for all launches
Access point signage	✗	None
Educational signage	✗	None
Invasive species removal stations	✗	None
Use as Destination	✓	Public bathing beach with lifeguards (for a fee), playground, and picnic areas
Boat storage	✓	Temporary storage rack with metal loops for locking located just east of site Paddlers must bring own locks and may not leave boats overnight
Entry fee	✗	Only for swimming beach

CHAPTER THREE

Challenges

- Limited parking area is located across the busy street and approximately 400 feet away from the launch site
- Potential on-water conflicts with boating & swimming areas

Recommendations

- Discuss use for personal boats with private business and park
- “Clean/Drain/ Dry” practices for paddlers should be posted
- Map & information about paddling restrictions along Kershaw Park should be posted
- Paddling map of Lagoon Park should be posted



Visitor Information

Directions: This site is located on the western edge of Kershaw Park, west of the Kershaw Park Beach and Bathhouse and almost directly across from Booth Street. The closest parking is on the north side of Lakeshore Drive, approximately 150 feet west of Booth Street.

Restrictions/other information: At present time, no paddlers are allowed within 500 feet of shoreline near the swim beach (Canandaigua City Code 519-17); restricted area is designated by buoys.

Closest Emergency Take Out: Canandaigua City Pier - Lakeshore Drive, Canandaigua, NY. GPS Coordinates: 42.873543, -77.272499

Phone Number and Website: (585) 396-5060 - <http://www.canandaiguanewyork.gov>

LAUNCH AND DESTINATION SITES



Canandaigua Sailboarding – Rental Business

- Located at 11 Lakeshore Drive, Canandaigua, New York 14424
- Uses this site as main launching area
- Rents stand up sailboards, stand up paddleboards, kayaks and to the public. Rentals can be hourly, daily, or multi-day. They also offer windsurfing lessons and summer camps.
- More information is available at <http://www.cdgasailboard.com/>
- Latitude/Longitude: 42.875666°, -77.271858°

CHAPTER THREE

Canandaigua City Pier

Location: City Pier, extension of South Main St.

Municipality: City of Canandaigua

Ownership: City of Canandaigua

Site Maintenance: City of Canandaigua

GPS Coordinates: 42.872494, -77.272340

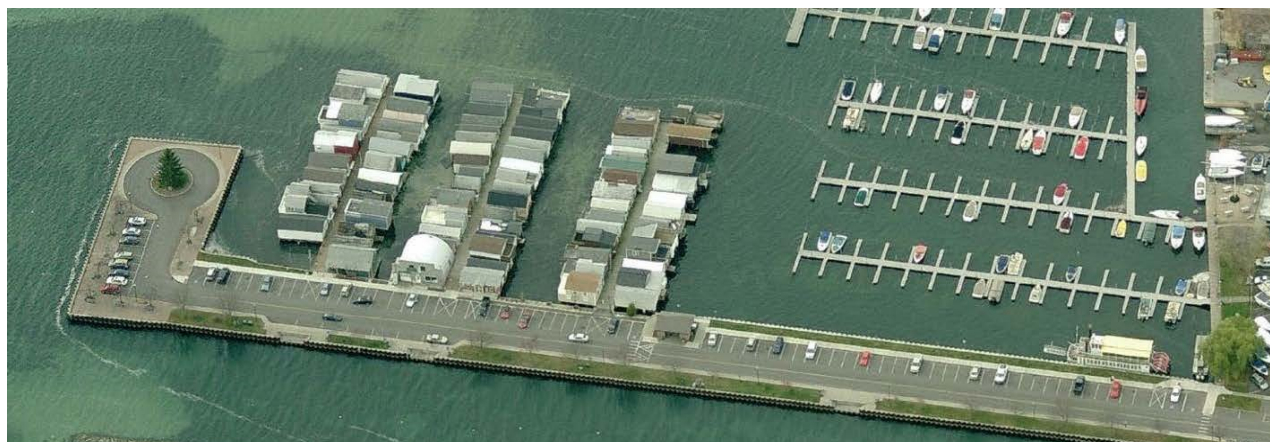


Launch Type

- Car top hand launch
- 4 steps down to a concrete platform, which is approximately 1 foot above lake levels

Description

The City Pier serves a wide variety of uses, and it is a major attraction for the community and tourists alike. Three staircases along the eastern side of the Pier descend to the water level from the road/ sidewalk offer potential hand launch sites for those who can negotiate stairs with their boats. Per City Code, non-motorized craft can use only the two most southern piers.



LAUNCH AND DESTINATION SITES

Features

Parking	✓	100 spaces located on pier; Fill up quickly in summer as parking is shared with other
Restrooms	✓	Available mid-May to mid-October; Located near boathouses
Water	✓	Available mid-May to mid-October; Located near
Picnic Facilities	✓	Picnic benches located along pier
Nearby Restaurants, Food Service, or	✓	Hot dog stand located on the pier; Walking distance to restaurants, breweries, and ice cream shops
Rentals	✗	None
Access Point Signage	✗	None
Educational Signage	✗	None
Invasive Species Removal Stations	✗	None
Use as Destination	✓	Colorful boathouses on pier are a favorite attraction for visitors
Boat Storage	✗	None
Entry Fee	✗	None

Challenges

- The pier is congested with vehicle & pedestrian use, especially on weekends.
- Parking areas on the pier are often full during the busy, warm-weather season.
- The concrete stairways & landings are not ideal for hand launching boats, so use may be limited to those who can navigate the stairs.
- Multiple private marinas are located in this area, which creates a potential conflict with motor boat use and safety concerns with on-water crowding

CHAPTER THREE

Recommendations

- Secondary access site for experienced launching due to site constraints
- Post information on “Clean, Drain, Dry” for paddlers if possible

Visitor Information

Directions: South Main Street turns into City Pier, just south of the intersection with Lakeshore Drive in the City of Canandaigua.

Closest Emergency Take Out: Kershaw Park Western Launch Area - Lakeshore Drive, across from Booth Street, Canandaigua NY - GPS coordinates: 42.875363°, -77.271187°

Phone Number & Website: (585) 396-5060; <http://www.canandaiguanyork.com>



Canandaigua Outlet Launch and Lagoon Park

Location: Mouth of Canandaigua Outlet; parking at 205 Lakeshore Dr.

Municipality: City of Canandaigua

Ownership: City of Canandaigua

Maintenance: City of Canandaigua

GPS Coordinates: 42.876023, -77.261206



Launch Type

- *Car-top/hand launch with two potential launching areas*
 - Wooden/composite platform with 1 step down above water level
 - Grassy/mud/gravel bottom area near the bridge
- Both sites are less than 50 feet from public parking

Description

This site is a small boat launch platform built on the east bank of the Canandaigua Outlet, about 400 feet from the lake. The launch consists of a wooden/composite dock along a grassy shoreline. Paddlers may also access the water from the gradually sloping mud/gravel bottom shoreline. The site provides paddling access to the open waters of Canandaigua Lake and the sheltered, calm waters of Lagoon Park.



CHAPTER THREE

Lagoon Park is a 34-acre park featuring a portion of the Canandaigua Outlet, wetlands, walking trails and fishing platforms. The sheltered waters of the Outlet in Lagoon Park create the perfect opportunity for novice paddlers, for times when the open lake waters are rough, or for those simply looking for a sheltered-water paddling experience. The route is an out-and-back through the northern and eastern branches of the Outlet in Lagoon Park, for a total of approximately 1.25 miles of paddling.

The City recently worked with an eagle scout to build a canoe/kayak storage rack. It is available for use temporary boat storage and facilitates use as a destination point. The paddling distance from the Kershaw Park Small Marine Craft Launch Area is approximately 700 ft. The public parking area for this site is not very visible to the public and shares an entrance with a private business. L.L. Bean seasonally stores kayaks for their kayaking courses and tours at this site and uses this launch site regularly.

Features

Parking	✓	Not highly visible and shares entrance with private business
Restrooms	✗	Closest restrooms at Kershaw Park
Water	✗	Closest water at Kershaw Park
Picnic Facilities	✗	Closest facilities at Kershaw Park
Nearby Restaurants, Food Service, or Shopping	✓	Near Lakeshore Drive ice cream shops and breweries; Walking distance to multiple restaurants
Rentals	✓	Available only through L.L. Bean's kayaking tours and courses
Access Point Signage	✗	None
Educational Signage	✗	None
Invasive Species Removal Stations	✗	None
Use as Destination Point	✓	Lagoon Park has walking paths and fishing platforms Great place for paddlers seeking sheltered, calm waters
Boat Storage	✓	Temporary storage rack with metal loops for locking Paddlers must bring own locks and may not leave boats overnight
Entry Fee	✗	None

LAUNCH AND DESTINATION SITES



Challenges

- Parking may be limited and affected by the hotel construction project

Recommendations

- Post "Clean/Drain Dry" practices for paddlers
- Post map & information about paddling restrictions along Kershaw Park
- Post paddling map of Lagoon Park

Visitor Information:

Directions: Parking is located in the public parking lot adjacent to the large hotel construction site. The parking lot entrance is off of Lakeshore Drive, approximately 0.2 miles east of Muar Street. Use the western entrance to reach the launch area.

Restrictions and Other Information: Paddlers should avoid the Outlet gates located on the east side of Lagoon Park; at present time, no paddlers are allowed within 500 feet of shoreline near the Kershaw swim beach (Canandaigua City Code 519-17) - restricted area is designated by buoys.

The City of Canandaigua Code, Chapter 519, Parks & Recreation Areas states that:

Boating is not permitted within 500 feet of the Kershaw Park shoreline, except that non-motorized vessels may operate within the Canandaigua Outlet and easterly therefrom, and both motorized and nonmotorized craft may access the public dock at Lakefront Park, provided that their approach to the dock shall be from the east or the south. The following vessels are exempt from this regulation but must be launched and used within the area designated by the Parks and Recreation Department and are not allowed within designated

CHAPTER THREE

swim areas: vessels used in accordance with Parks and Recreation Department programs and nonmotorized portable vessels that are transported on car-tops including only canoes, kayaks, sailboards, inflatable row boats, small one- or two-person sailboats and small cartop rowboats.

Closest Emergency Take Out: Kershaw Park Small Marine Craft Launch Area - 155 Lakeshore Drive, Canandaigua - GPS coordinates: 42.874725, -77.263331

Phone Number and Website: (585) 396-5060 - <http://www.canandaiguanewyork.gov>



LAUNCH AND DESTINATION SITES



CHAPTER THREE



Canandaigua Lake State Marine Park

Location: South Main Street, Canandaigua NY

Municipality: City of Canandaigua

Ownership: NYS Office of Parks, Recreation and Historic Preservation

Maintenance: NYS Office of Parks, Recreation and Historic Preservation

GPS Coordinates (boat ramp): 42.875964, -77.276631

GPS Coordinates (Sucker Brook shoreline near parking area):
42.876762, -77.277444



Launch Type

- Car top/hand launch with concrete ramp surface
- Shared with trailered, motorized boats

LAUNCH AND DESTINATION SITES

Description

This site is a large, full-service public boat launch operated by NY State Parks. The site is actually on Sucker Brook, with access to the lake only approximately 250 yards downstream. It has an abundance of parking (250 cars and trailers) and is seasonally very busy on the weekends. A parking fee is required at the entrance, but the Empire Passport (NYS Parks seasonal pass) is accepted. The main purpose of the site is motorized boat launching, for which there are 6 lanes, floating docks and a concrete ramp. The floating docks are removed for the winter. There are also benches and grills for picnicking on site.

Features

Parking	✓	250 parking spaces available Fill up quickly on busy summer weekends
Restrooms	✓	Flush toilets available at the pavilion near the motorized boat launch site Open from mid-May to mid-October
Drinking Water	✓	Water available at the pavilion near the motorized boat launch
Picnic Facilities	✓	Benches, picnic tables, and grills available
Nearby Restaurants, Food Service, or	✓	Located .4 –1.0 miles from Main Street businesses
Rentals	✗	None
Access Point Signage	✗	None
Educational Signage	✓	Kiosk with boating safety information; signage on invasive
Invasive Species Removal Stations	✓	3 disposal stations located near motorized boat launch areas
Use as Destination	✓	Often used as a destination point
Boat Storage	✗	None
Entry Fee	✓	New York State Parks fees (Empire Passport can be used)

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Challenges

- High volume of trailered, motorized boats may cause on-land conflicts with car-top/hand launching
- Potential on-water conflicts with motorized boats launching, landing & waiting for use of launch ramps
- Entry fee may dissuade car-top boaters
- Height of docks above water may not be best suited to kayakers
- Concrete ramp surface may damage canoes and kayaks



Recommendations

- Consider a suitable handicapped accessible hand launch on part of adjacent shoreline just upstream of the main launch area
- “Clean, Drain, Dry” practices for paddlers should be posted
- Information for motorized boaters on safety practices and etiquette when boating around paddlers should be posted



Visitor Information

Directions: Located just south of the intersection of South Main Street (Rt 332) and Rt 5&20 in the City of Canandaigua

Closest Emergency Take Out: Canandaigua City Pier - extension of South Main St. GPS Coordinates: 42.873543, - 77.272499

Phone Number and Website: (585)394-9420 - <https://parks.ny.gov/parks/3/details.aspx>

Squaw Island

Location: North end of Canandaigua Lake

Municipality: New York State

Ownership: NYS DEC

Maintenance: New York State

GPS coordinates: 42.870205, -77.275712



Type of Launch

- Destination site only

Description

Squaw Island is a small rocky island located in the northwest corner of Canandaigua Lake. At only a $\frac{1}{4}$ acre, it is New York's smallest wildlife management area. This site is a great place to paddle around, to stop to fish for sunfish or to see gulls and is located close to the north end launching site. Local legend says that the Seneca Native Americans hid women and children on the island to protect them from troops in the 1700's. The island is an active gull site, usually beginning at the end of May. The island is a NYS DEC Wildlife Management Area, so people should not enter the island when gulls are on the island. The site is not ideal for picnicking, but is a great place to paddle around.

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Parking	X	None
Restrooms	X	None
Drinking Water	X	None
Picnic Facilities	X	None
Nearby Restaurants, Food Service, or Shopping	X	None
Rentals	X	None
Access Point Signage	X	None
Educational Signage	X	None
Invasive Species Removal Stations	X	None
Use as Destination Point	✓	Only before the end of May, as no one is allowed on the island after that time to ensure gulls are not disturbed.
Boat Storage	X	None
Entry Fee	X	None



Challenges

- The island is an active gull site, so people need to be caution to not disturb the birds
- The island is located in the northwest corner of the lake, so paddlers may have to traverse areas with heavy motorized boat traffic to reach the island.

Recommendations

- Explore the need to post signage when people should not enter the island.
- Promote the island as a destination point for wildlife viewing

Visitor Information

Directions: This site can only be accessed by the water. Paddlers will find the island if they head to the north western corner of the lake.

Restrictions/other information: No paddlers are allowed on the island when gulls are there, which usually begins around late May. Paddlers should also avoid disturbing the gulls when paddling and fishing around the island.

Closest Emergency Take Out: Canandaigua Lake State Marine Park - 620 South Main Street, Canandaigua,

Phone Number and Website: (585) 226-5380 - <http://www.dec.ny.gov/outdoor/101178.html>

LAUNCH AND DESTINATION SITES

Atwater Meadows Park

Location: 767 West Lake Drive, Canandaigua, NY
On west side of Lake, about 1/4 mile south of Rt 5&20

Municipality: City of Canandaigua

Ownership: City of Canandaigua

Maintenance: City of Canandaigua

GPS Coordinates: 42.872328, -77.280068



Launch Type

- *Undeveloped car-top/hand launch* and *destitiúníóh póiríh*
- 1000-foot portage on a path down a hill from road to gradually sloped beach launch area



CHAPTER THREE

Description

Atwater is an 18-acre wooded, undeveloped park that receives little current use. Its main features are an attractive beach area and a turf-surfaced maintenance road/ footpath that provides access between West Lake Drive and the lakeshore. In 2018, the City of Canandaigua, with support from NYS DOS, constructed a parking area to provide a safer location for paddlers to load and unload canoes and kayaks. A 1000-foot portage is required to get boats from the road to the lakeshore. There is significant poison ivy along the path and down along the shoreline so users need to be careful where they walk.

Features

Parking	✓	6 spaces in gravel lot
Restrooms	✗	None
Drinking Water	✗	None
Picnic Facilities	✗	None
Nearby Restaurants, Food Service, or Shopping	✗	None
Rentals	✗	None
Access Point Signage	✗	None
Educational Signage	✗	None
Invasive Species Removal Stations	✗	None
Use as Destination	✓	Excellent location for rest or picnic
Boat Storage	✗	None
Entry Fee	✗	None



LAUNCH AND DESTINATION SITES

Challenges

- The long portage distance from roadside to shoreline makes this site difficult for car-top/ hand launching
- Access trail is minimally maintained
- Significant poison ivy along walk and shoreline

Recommendations

- Post "Clean/Drain Dry" practices for paddlers
- Consider posting information about Squaw Island and the importance of protecting it as a sensitive resource
- Post signs for paddlers to identify the site from the water

Visitor Information

Directions: The footpath is accessible from West Lake Drive, about ¼ mile south of Rt 5&20. A sign designates the park.

Restrictions/other information: The park is open from 6:00 am to sunset year round.

Closest Emergency Take Out: Canandaigua Lake State Marine Park - 620 South Main Street, Canandaigua, NY - GPS Coordinates: 42.875964, -77.276631

Phone Number and Website: (585) 396-5060 - <http://www.canandaiguanyork.gov>



CHAPTER THREE

Ontario Beach Park

Location: 3990 - 4024 State Route 364 (East Lake Road), Canandaigua, NY
East side of Lake, 3 miles south of Canandaigua

Municipality: Town of Gorham

Ownership: Ontario County

Maintenance: Ontario County

GPS Coordinates: 42.834149, -77.256658



Launch Type

- *Undeveloped car-top/hand launch with terraced large stones as like steep, uneven steps to water*

Description

Ontario Beach Park has the potential to be an important recreational site on the east side of Canandaigua Lake. Its primary intended use is picnicking and visual access to the Lake; there are no lifeguards and swimming is prohibited. The site is currently used informally as a launch site. There are terraced stones that lead to water level, which serve to protect the shoreline from erosion but also act as very steep steps down to the water.



LAUNCH AND DESTINATION SITES

Challenges

- Steep slope to shore makes accessibility difficult
- Site is exposed to wind, wave & ice action

Recommendations

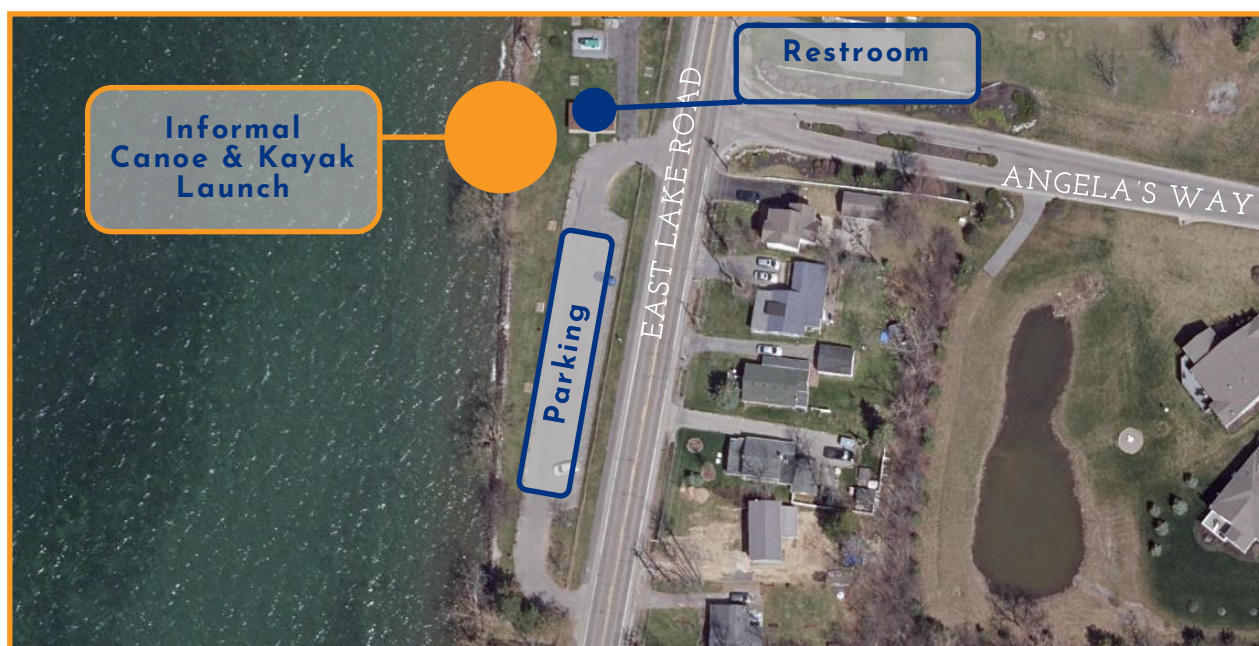
- Create canoe/ kayak access to shoreline that is accessible, without compromising other park features & uses
- "Clean/Drain Dry" practices for paddlers should be posted
- Install an invasive species disposal station after access is constructed

Visitor Information

Directions: The park is located off of Route 364, less than ½ mile south of Turner Road.

Closest Emergency Take Out: Deep Run Park - across from 4281 East Lake Rd (Rt. 364), Canandaigua, NY - GPS Coordinates: 42.820865, -77.259930

Parking	✓	18 paved parking
Restrooms	✓	Flush toilets
Drinking Water	✗	None
Picnic Facilities	✓	Picnic tables and grills available
Nearby Restaurants, Food Service	✗	None
Rentals	✗	None
Access Point Signage	✗	None
Educational Signage	✗	None
Invasive Species Removal Stations	✗	None
Use as Destination Point	✓	Excellent location to visit, rest, or picnic
Boat Storage	✗	None
Entry Fee	✗	None



CHAPTER THREE

Deep Run Park-

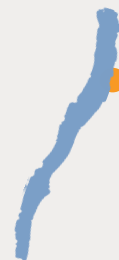
Location: Across from 4281 East Lake Rd (Rte 364)

Municipality: Town of Gorham

Ownership: Ontario County

Maintenance: Ontario County

GPS Coordinates: 42.820929 -77.260002



Launch Type:

- *Destination Site Only* with ramp, boat beach landing area

Description

Deep Run Park is a public swimming beach that offers swimming from Memorial Day to Labor Day with lifeguards. This is a very popular destination and is very crowded during the summer. Ontario County worked with a consultant in 2018-2019 to review the park's uses as part of a shoreline parks master plan. Due to its high use for swimming, the consultant recommended that the park be used only as a destination point by paddlers. To provide access to paddlers on the east side of the lake, the consultant recommended installing a canoe/kayak launch point at Ontario Beach Park, which is only approximately 1 mile north of Deep Run Park. Deep Run Park is an ideal location for paddlers to rest and go for a swim on the east side of the lake.



LAUNCH AND DESTINATION SITES

Features

Parking	✓	36 paved parking spaces; very crowded in summer; no launching
Restrooms	✓	Seasonal
Drinking Water	✓	Seasonal
Picnic Facilities	✓	Picnic tables and grills
Nearby Restaurants, Food Service, Shopping	✗	None
Rentals	✗	None
Access Point Signage	✗	None
Educational Signage	✗	None
Invasive Species Removal Stations	✗	None
Use as Destination Point	✓	Yes
Boat Storage	✗	None
Entry Fee	✗	None

Challenges

- This area is a popular public swimming area that becomes very crowded in the summer months.
- There is also only limited parking available on site.
- As part of a project to protect the beach, large stones were placed in the lake at the outlet of Deep Run, which borders the northern end of the park. Paddlers should be aware and avoid these large stones.

Recommendations:

Ontario County hired a consulting firm to complete a master plan for its two shoreline parks. Through this assessment, the consultant recommended this park as a destination only for paddlers. Ontario County Beach Park is located approximated 1 mile north of this site for launching.

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Visitor Information

Directions: Located on the eastern shoreline at the public swimming beach, which has a bathhouse and lifeguard chairs, and is approximately 1 mile south of Ontario County Beach.

Restrictions/other information: Paddlers must land their boats on the northern most section of the park, just south of where the stream enters the lake. Kayaks and canoes may not enter the designated swimming area. Paddlers should avoid the large stacked rocks at the mouth of the stream along the northern border of the park.

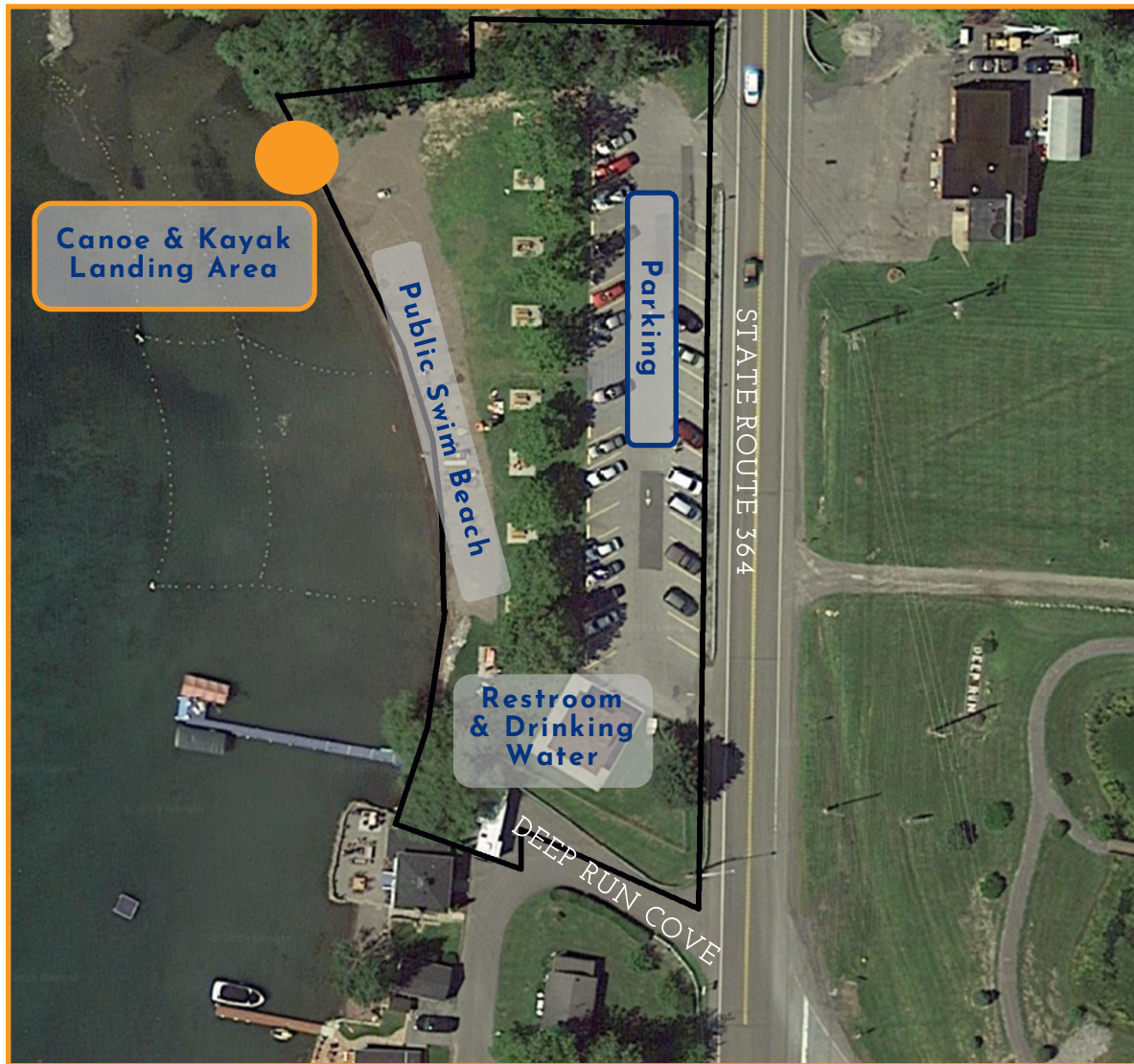
Closest Emergency Take Out: Ontario Beach Park, 3990 - 4024 State Route 364 (East Lake Road), Canandaigua, NY - GPS Coordinates: 42.834149, -77.256658

Phone Number and Website:

[\(585\) 396-4000](tel:5853964000)

<https://www.co.ontario.ny.us/Facilities/Facility/Details/Deep-Run-Beach-3>

LAUNCH AND DESTINATION SITES



CHAPTER THREE

Onanda Park

Location: Eight miles south of City of Canandaigua on West Lake Rd.
(County Rte 16 on West side of Lake)

Municipality: Town of Canandaigua

Ownership: Town of Canandaigua

Maintenance: Town of Canandaigua

GPS Coordinates: 42.782129, -77.313149



Launch Type

- *Car-top/hand launch*
- Gradually sloped, gravelly, natural beach area

Description

Onanda Park is a Town of Canandaigua park located near the midpoint of the lake on West Lake Rd. It offers cabins for overnight accommodations and is one of the only overnight sites on the lake. The park also has many other features, including picnic facilities, a swimming beach with lifeguard, hiking trails, and a fishing dock. The park also offers pavilions and halls for rental. This park is very busy during the summer months with park patrons and is used as a day-camp during the week. This park is an invaluable resource for swimming and general public access on the west side of the lake.



LAUNCH AND DESTINATION SITES

Canoes, kayaks and recreational sculling vessels are permitted to launch from the site between the concrete ramp boat launch and the fishing dock along the natural beach. Paddlers should be aware that parking is limited, so they may need to park in the upper parking lot and walk a good distance to the lake.

This site is an important resting point for more advanced and long-distance paddlers, as it is the only mid-lake access point on the western shoreline. Until February 2019, a Town law prohibited patrons from entering the park from the lake, which limited the park from being a destination site. The Town of Canandaigua Parks and Recreation Committee discussed changing the law to allow use as a destination site at multiple meetings and recommended that paddlers be allowed to enter the park from the lake. The revisions to the law were adopted by the Town Board in February 2019, which allow paddlers to enter the park from the lake and requires them to pay park fees.

This park only allows organized, multi-boat events if a Temporary Use Permit is secured from the Town Board. No trailered boats are allowed between April 15th and November 15th.



CHAPTER THREE

Features

Parking	✓	Approximately 25 parking spots are located 450 feet from the launch area, with additional parking across West Lake Road about 1/3 of a mile away from the launch site. This park is very
Restrooms	✓	Flush Toilets available seasonally
Drinking Water	✓	Potable water available seasonally
Picnic Facilities	✓	Picnic tables and grills available
Nearby Restaurants, Food Service, or	✗	None
Rentals	✗	None
Access Point Signage	✓	Yes
Educational Signage	✓	Yes
Invasive Species Removal Stations	✓	Yes
Use as Destination Point	✓	Park offers many amenities as a destination point - hiking trails located in the upland area across West Lake Road, a public swimming area with lifeguards, picnic facilities, fishing dock
Boat Storage	✓	Boats must be stored on or in vehicles or beside a park patron's rental cabin for those launching at the park; for destination site uses, boat must be neatly stacked in the designated area, which is currently on the shore between the boat ramp and the existing
Entry Fee	✓	Yes, for boats launching - \$5/vehicle during the week, \$7/vehicle on weekends and holidays, \$1/person for walk-ins; season passes are also available; for use as a destination site, visit the Town of

Challenges

- Potential conflicts with the many other users in the park (day camp activities, swimming area, etc)
- Organized, multi-boat events require a Temporary Use Permit from the Town Board
- Entry fees required, so must find a system to ensure compliance for destination site use

LAUNCH AND DESTINATION SITES

Recommendations

- Assist Town in creating boat storage facilities to protect the fields if the Parks Committee deems it necessary
- Find system that will ensure paddlers using the park as a destination point comply with paying park fees
- Create signage to ensure paddlers do not interfere with day camp, traffic or parking

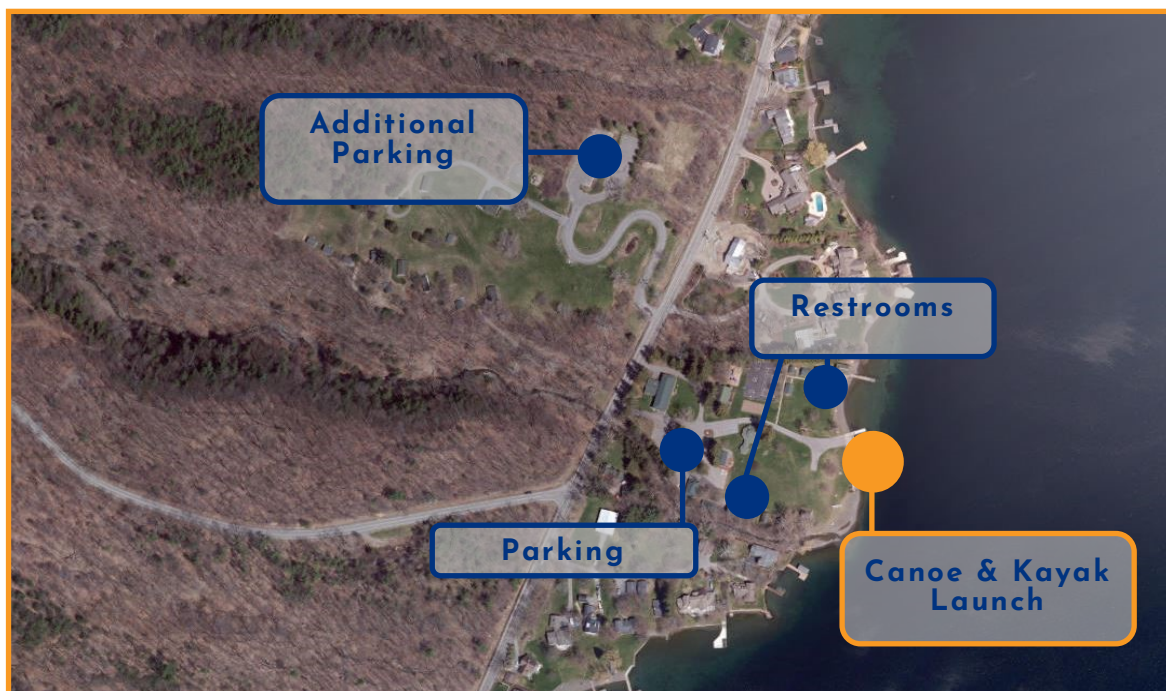
Visitor Information

Directions: The park is located off of West Lake Road, approximately 8 miles south of the City of Canandaigua. The park is south of Deuel Road and north of Barnes Road.

Restrictions/other information: Restrictions/other information: Boats must launch and land along the natural shoreline between the boat ramp and fishing platform. Paddlers landing at Onanda Park as a destination site must pay park fees and must neatly stack boats in the designated area, which is currently on the shore between the boat ramp and the fishing platform. When not in use, boats must be stored according to park rules. Organized, multi-boat events must secure a Temporary Use Permit by the Town Board to utilize the park as a launching or destination point. No trailered boats allowed between April 15th and November 15th. Cabins must be pre-reserved and require a 2-night minimum. No camping permitted. No alcohol allowed. Follow all park rules.

Closest Emergency Take Out: FLLT East Shore Preserve (trail under construction to access road)
GPS Coordinates: 42.740265, -77.321558

Phone Number and Website: <http://townofcanandaigua.org>



CHAPTER THREE

Finger Lakes Land Trust East Shore Preserve at Bare Hill

Location: East Lake Road – north of Vine Valley Road

Municipality: Middlesex, NY

Ownership: Finger Lakes Land Trust

Maintenance: Finger Lakes Land Trust

GPS Coordinates: 42.740265, -77.321558



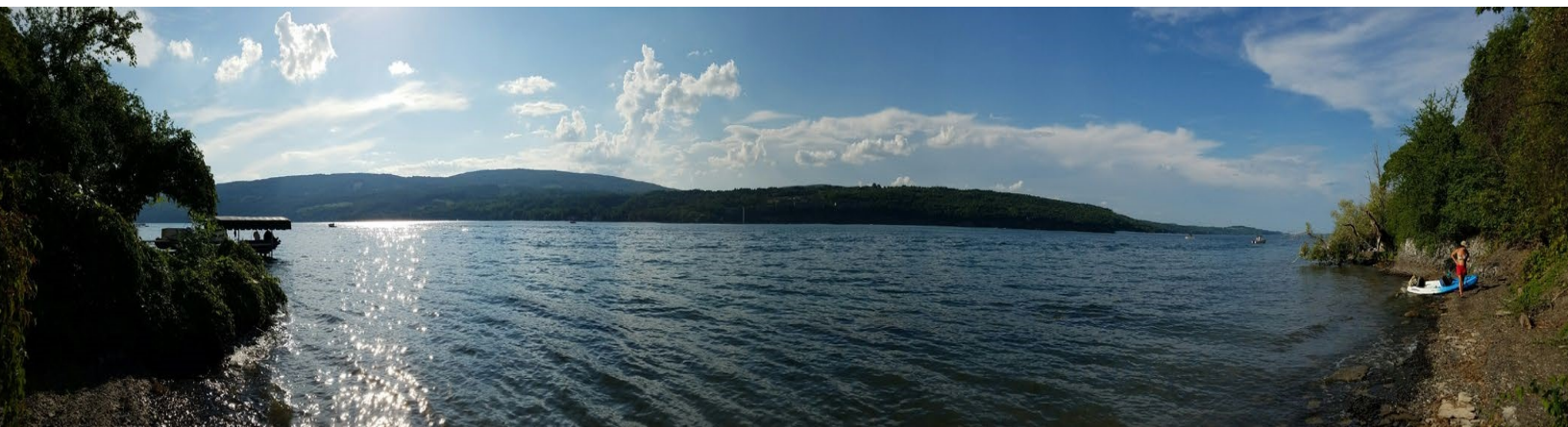
Launch Type

- *Destination Site Only*
- Gradually sloped gravel/sandy beach

Description

The Finger Lakes Land Trust owns and protects 390 linear feet of Canandaigua Lake shoreline in this 2.5 acre preserve that includes the shoreline and the adjacent hillside area. The site has a gravel/sandy beach landing with a gradual slope. The site is rustic and without any amenities, so it will attract paddlers who are looking for a quiet place to get off of the water or stop for a picnic.

The Land Trust is also developing plans for a trail to provide access from the shoreline to Bare Hill in the future. During the construction phase of the trail, a portion of the site may close, but the site is otherwise open to the public. After the trail is completed, this site will remain a destination site only. Parking is extremely limited at the site and the very steep terrain from the road to the shoreline is not suitable for launching.



LAUNCH AND DESTINATION SITES

Parking, Restrooms, Drinking Water, Picnic Areas	✗	None
Nearby Restaurants, Food Service, or	✗	None
Access Point Signage	✓	Signage designates boundaries of Land Trust
Educational Signage	✗	None
Invasive Species Removal Stations,	✗	None
Use as Destination Point	✓	Beach landing would be excellent destination
Boat Storage, Entry Fee	✗	None



CHAPTER THREE

Challenges

The site is currently open to the public. However, a portion of the site may close while the trail is under construction. Signage will be placed on-site to designate any restricted access during construction.

Steep slopes and limited parking make the site unsuitable for cartop launching

Recommendations

- Partner with the Finger Lakes Land Trust to create a combined sign for the Water Trail on the site to ensure paddlers know where they are permitted to go.
- After the trail to Bare Hill is completed, promote use of trail by paddlers

Visitor Information

Directions: The site is marked with signs for the Finger Lakes Land Trust and is approximately 1.3 miles north of the Vine Valley Boat Launch.

Restrictions/other information: No swimming is permitted from the shoreline. No motorized boats are allowed to land on the shoreline at this site.

Closest Emergency Take Out: Vine Valley Town Park - North Vine Valley Rd., Middlesex, NY - GPS Coordinates: 42.723490, -77.327455



LAUNCH AND DESTINATION SITES

Vine Valley Town Park

Launch Type

Location: Off of Rt. 364 - North Vine Valley Rd.
East side of Lake

Municipality: Town of Middlesex

Ownership: Town of Middlesex

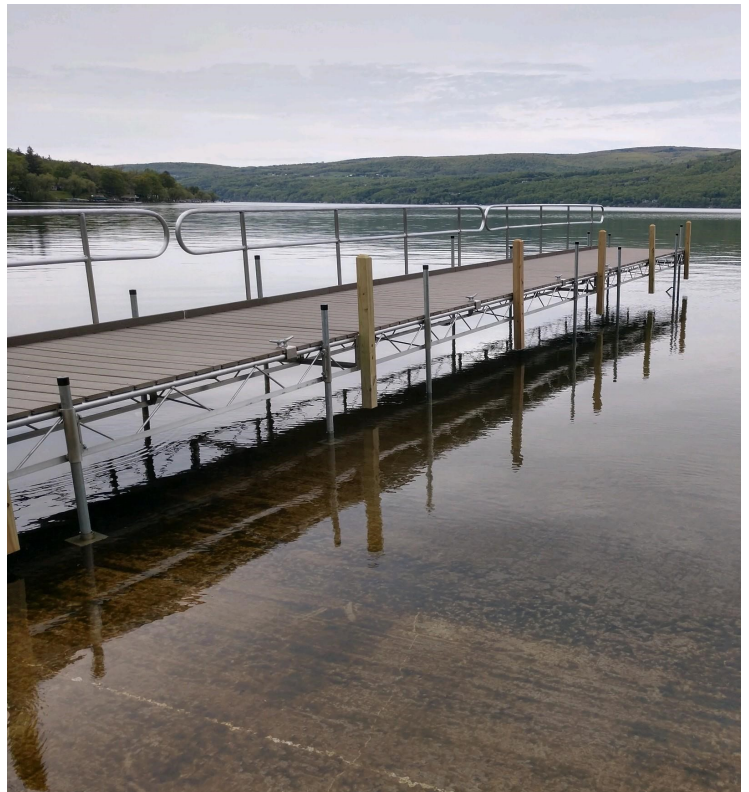
Maintenance (Launch): Yates County

Maintenance (Beach): Town of Middlesex

GPS Coordinates: 42.723490, -77.327455



- Car-top/hand launch
- Trailered launch suitable for motorized boats
- Gradually sloped concrete ramp



CHAPTER THREE

Description

Located two-thirds of the way down the lake on the East side, Vine Valley Town Park is an appealing launch site and destination point for paddlers. The site contains a trailered boat launch point, which can be used by paddlers. With grant funding support, the launch was stabilized in 2018 with concrete, so the launch is now a gradually sloped concrete ramp. The launch could be used by numerous paddlers at once. The public road leads right to the water's edge/launch area and contains on-street parking. The park also has a public swimming beach with lifeguards on duty. In 2018, a changing room/bathroom facility with drinking water was constructed at the Park, and the Vine Valley General Store was renovated and reopened, enhancing the amenities this site provides to paddlers.

Features

Parking	✓	Only on-street parking; Limited during summer months
Restrooms	✓	Available Memorial Day to Labor Day
Drinking Water	✓	Available at bathhouse from Memorial Day to Labor Day
Picnic Facilities	✓	Available at swimming beach
Nearby Restaurants, Food Service, or	✓	Vine Valley General Store reopened in 2018 and provides sandwiches, ice cream, and snacks seasonally
Rentals	✗	None
Access Point Signage	✗	None
Educational Signage	✓	Yes
Invasive Species Removal Stations	✓	Yes
Use as Destination	✓	Public swimming beach has lifeguards on duty; Vine Valley General Store is popular amenity
Boat Storage	✗	None
Entry Fee	✗	None

LAUNCH AND DESTINATION SITES

Challenges

- Limited parking on street and field that can become filled during busy summer weekends
- Conflict with motorized boat users

Recommendations

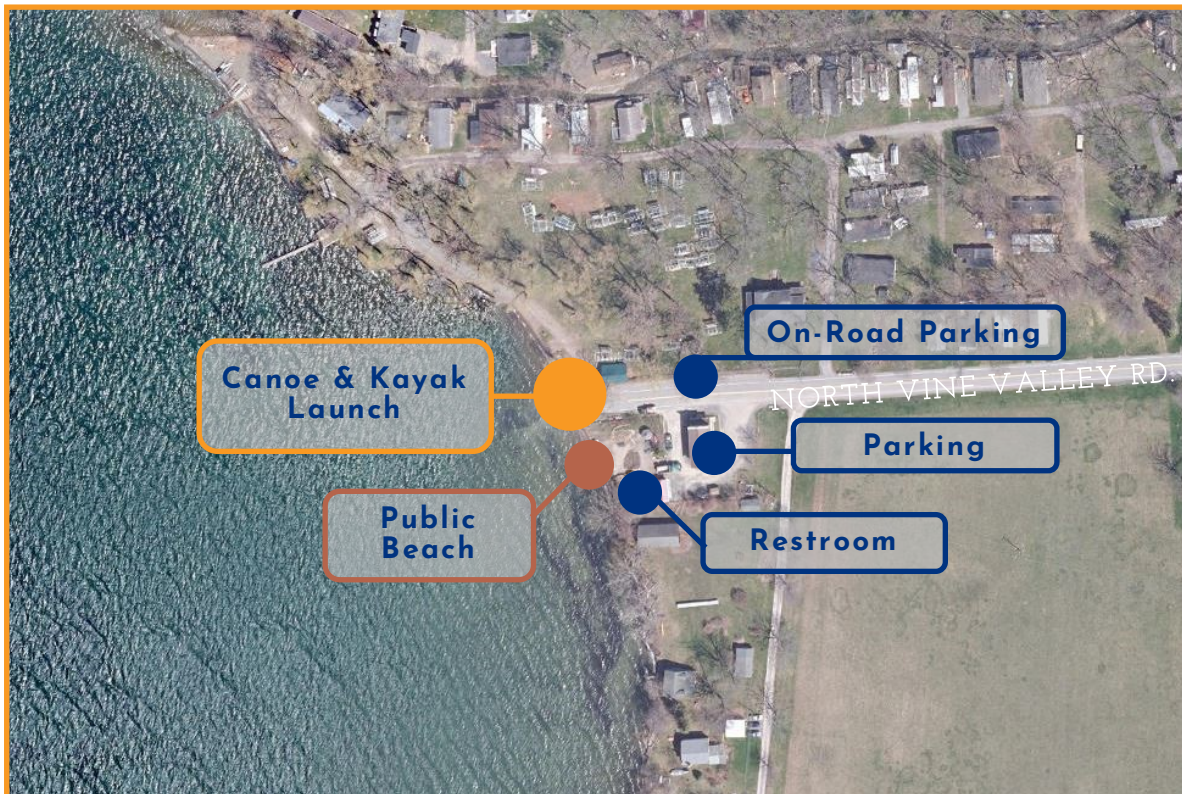
Promote shared use of improved launch area

Visitor Information

Directions: The park is located at the western most part of Vine Valley Road. Take North Vine Valley Road and turn right onto Vine Valley Road at the Vine Valley Community Center.

Closest Emergency Take Out: FLLT East Shore Preserve (trail under construction to access road) - GPS Coordinates: 42.740265, -77.321558

Phone Number & Website: <https://www.middlesexny.org/>



CHAPTER THREE

Woodville State Boat Launch

Location: 7121-7201 Rt. 21, Naples, NY

Municipality: South Bristol

Ownership: NYS-DEC

Maintenance: NYS-DEC

GPS Coordinates: 42.668427, -77.363717



Launch Type

- Seasonal *accesible chute laúich* with a composite dock
- Gravel shoreline *haúd laúich*
- Trailered paved boat ramp



LAUNCH AND DESTINATION SITES

Description

The Woodville State Boat Launch is the southernmost public launch site on the main body of Canandaigua Lake. The trailered boat ramp can be utilized by paddlers during times of low use by trailered boats. It is also the only site on Canandaigua Lake that also offers a canoe/kayak launch structure intended for people of all abilities. This launch is a floating E-Z Launch which is removed seasonally. A shoreline hand launch is also available on-site, located about 50 ft away, immediately adjacent to the parking lot. This consists of a gravel surfaced beach landing that is usable in all seasons.

Parking capacity is listed at approximately 80 cars and trailers in public information, although the striping visible in satellite photos makes capacity appear a bit less.

This is a major access site that provides access to the main body of the lake as well as to the West River marshland complex, enabling a choice of very different paddling experiences.



CHAPTER THREE

Features

Parking	✓	Approximately 80 car and trailered boat spaces
Restrooms	✓	Portable restrooms available
Drinking Water	✗	None
Picnic Facilities	✗	None
Nearby Restaurants, Food Service, or Shopping	✓	The Sawmill Restaurant is a very short walk from the launch. The Village of Naples has numerous restaurants and services- 3 miles south of the launch.
Rentals	✗	None
Access Point Signage	✓	Yes
Educational Signage	✓	Yes
Invasive Species Removal Stations	✓	Yes
Use as Destination Point	✓	Can access Sawmill Restaurant from this site
Boat Storage	✗	None
Entry Fee	✗	None

Challenges

- E-Z launch structures can launch only one boat at a time; this can be slow for groups; the added gravel-surfaced launch is a helpful addition for launching by groups
- Trailered boat launching

Recommendations

Consider consolidating kiosk and sign-based information into an expanded informational kiosk system
Promote this accessible site

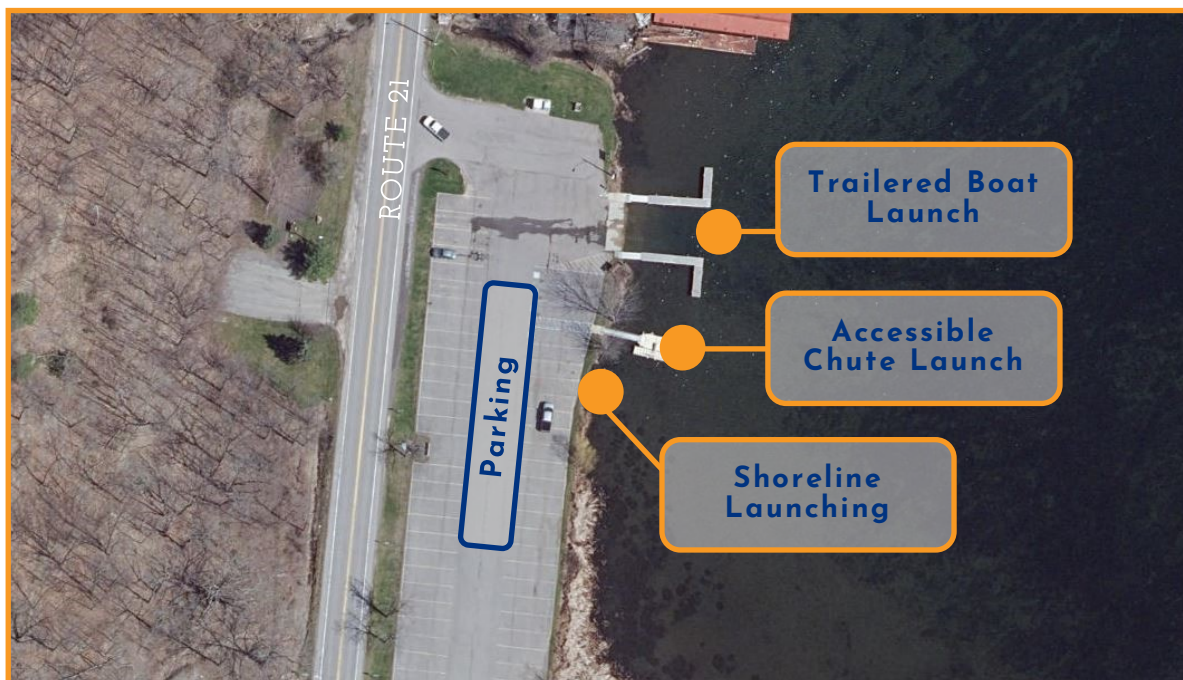
LAUNCH AND DESTINATION SITES



Visitor Information

Directions: Located off of Route 21 in Woodville approximately 3.5 miles north of the Village of Naples; it is only approximately ¼ south of Smith Boys Marina.

Closest Emergency Take Out: .7 miles to Finger Lakes Land Trust Great Hill Nature Preserve - eastern shoreline of Canandaigua Lake near the Sunnyside Road dead-end - GPS Coordinates: 42.670459, -77.349966



CHAPTER THREE

West River State Boat Launch

Location: 4934 Rte 245, Naples, NY

Municipality: Italy

Ownership: NYS-DEC (Part of High Tor WMA)

Maintenance: NYS-DEC

GPS Coordinates: 42.651461, -77.340529



Launch Type

- Accessible car-top/hand launch
- EZ Dock chute launch
- Trailered boat ramp

Description

The West River State Boat Launch is located in the heart of the extensive wetland complex of High Tor Wildlife Management Area, which extends from the south end of Canandaigua Lake. It is one of only two sites on Canandaigua Lake that offers an accessible canoe/kayak launch structure in addition to a trailered boat ramp. The accessible launch dock consists of a floating E-Z Launch that is removed seasonally. There is an additional informal location to launch on the turf banks of the boating channel.



LAUNCH AND DESTINATION SITES

It provides direct access to miles of natural and excavated channels that wind through the West River/ Naples Creek marshland complex of the High Tor Wildlife Management Area. It offers a sheltered-water paddling experience, but paddlers can also reach the lake from this site via a 1.75-mile paddle down West River. This access to the marsh provides for wildlife viewing, fishing and hunting.

Paired with the Woodville State Boat Launch, it provides the opportunity for point-to-point paddling trips between two similarly accessible launch sites with a paddling distance of approximately 2.5 miles.

Features

Parking	✓	Approximately 12 car and trailer spaces
Restrooms	✓	Portable bathroom available
Drinking Water	✗	None
Picnic Facilities	✓	Basic facilities
Nearby Restaurants, Food Service, or	✗	None
Rentals	✗	None
Access Point Signage	✗	None
Educational Signage	✓	Signage with information on invasive species
Invasive Species Removal Stations	✓	Yes
Use as Destination Point	✓	This site has connections to the Lehigh Valley Rail-Trail, with links to the West River Fishing Access site. The hike would be a great destination point activity.
Boat Storage	✗	None
Entry Fee	✗	None

CHAPTER THREE

Challenges

- E-Z launch structures can launch only one boat at a time; this can be slow for groups; Parking is limited at the site
- There are no services located nearby, as this is a natural site
- Conflicts with the trailered boat launch
- The West River has a water chestnut population, that is actively being managed. Paddlers need to take extra caution to clean boats after use in West River.
- When lake level is low, the West River can be weedy

Visitor Information

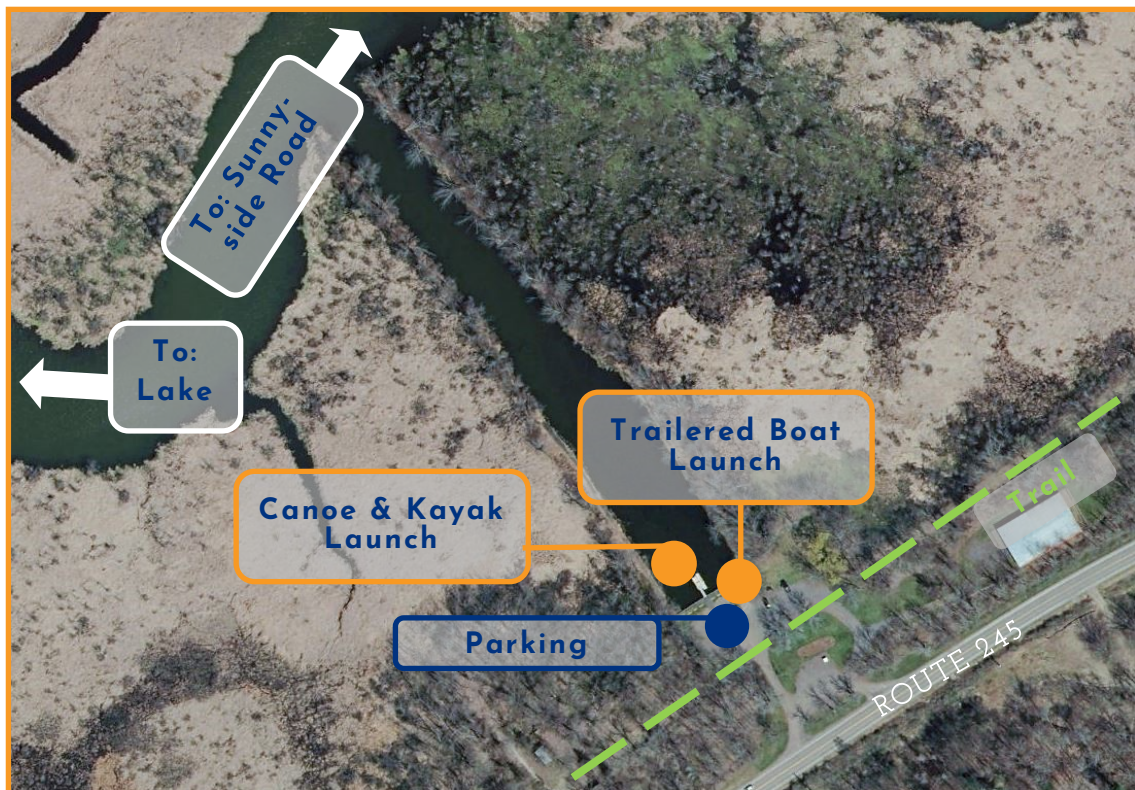
Directions: Located off of Route 245 approximately ½ mile southwest of Sunnyside Road in the Town of Italy.

Restrictions/other information: When lake level is low, West River can get weedy. Also, West River has a population of water chestnut, an invasive species, which is actively being managed. Paddlers should take extra care to inspect and clean their boats to prevent the spread of water chestnut.

Closest Emergency Take Out: West River DEC Fishing Access Site - 4830 Sunnyside Rd, off Rt. 245 north of Naples - GPS Coordinates: 42.656295, -77.331255



LAUNCH AND DESTINATION SITES



CHAPTER THREE



West River DEC State Fishing Access Site (Sunnyside Rd)

Location: 4830 Sunnyside Rd, off Rt. 245 north of Naples

Ownership: NYS-DEC (Part of High Tor WMA)

Maintenance: NYS-DEC

GPS Coordinates: 42.656295, -77.331255



Launch Type

- Car top/hand launch with grassy, natural shoreline



LAUNCH AND DESTINATION SITES

Description

The West River DEC State Fishing Access Site is located in the heart of the extensive wetland complex of the West River in the High Tor Wildlife Management Area, which extends from the south end of Canandaigua Lake. The site provides access to miles of winding channels, which are great for wildlife viewing, fishing and hunting.

This site is managed primarily for fishing access. It is located at the Sunnyside Road bridge crossing over the West River, about 0.8 miles upstream of the West River State Boat Launch. The launch site consists of a grassy shoreline adjacent to the gravel parking area.

Features

Parking	✓	5 Spaces
Restrooms	✗	None
Drinking Water	✗	None
Picnic Facilities	✗	None
Nearby Restaurants, Food Service, or	✗	None
Rentals	✗	None
Access Point Signage	✗	None
Educational Signage	✗	Signage on Invasive Species
Invasive Species Removal Stations	✗	None
Use as Destination Point	✓	<i>This site has connections to the Lehigh Valley Rail-Trail, with links to West River Fishing Access Site. This hike would be a great destination point activity.</i>
Boat Storage	✗	None
Entry Fee	✗	None

CHAPTER THREE

Challenges

- Parking is limited at the site
- There are no services located nearby, as this is a natural site
- The West River has a water chestnut population, that is actively being managed. Paddlers need to take extra caution to clean boats after use in West River.
- When lake level is low, the West River can be weedy

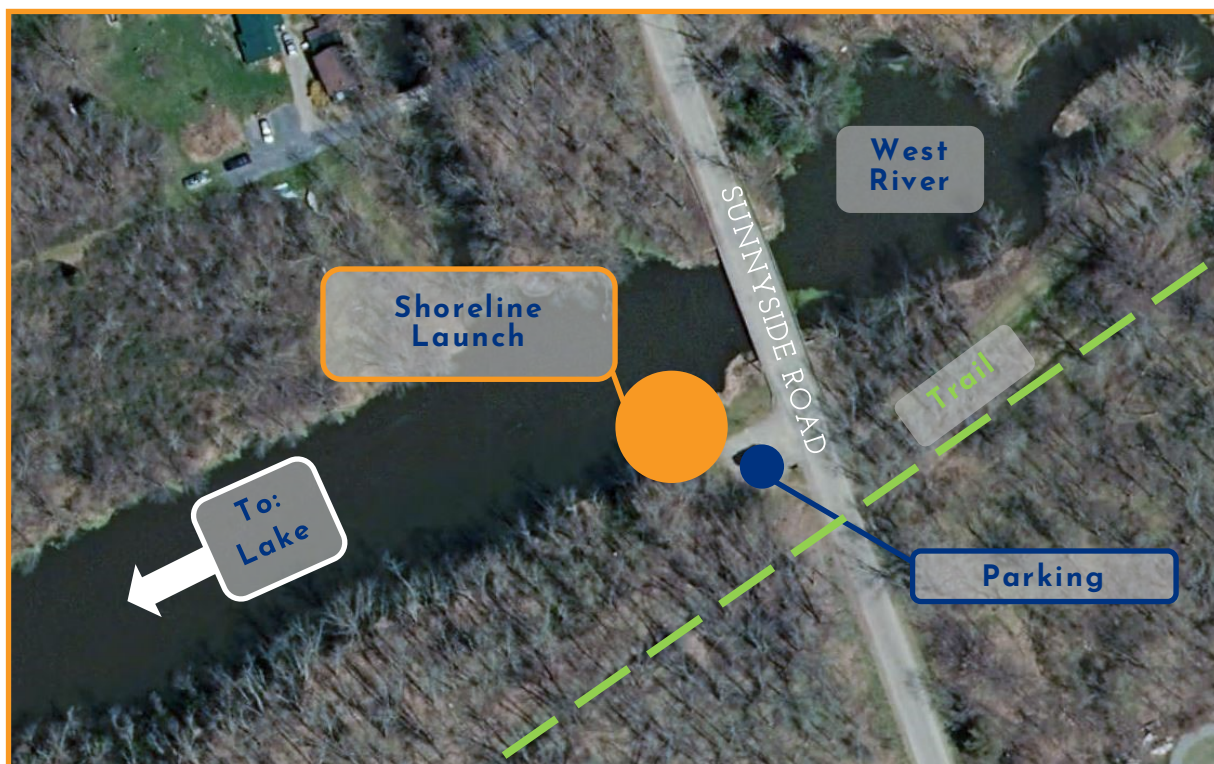


Visitor Information

Directions: Located off of Sunnyside Road just north of Route 245

Restrictions/other information: When lake level is low, West River can get weedy. Also, West River has a population of water chestnut, an invasive species, which is actively being managed. Paddlers should take extra care to inspect and clean their boats to prevent the spread of water chestnut.

Closest Emergency Take Out: West River State Boat Launch - 4934 Route 245, Naples, NY
GPS Coordinates: 42.651461, -77.340529



Finger Lakes Land Trust West River Preserve—Hi-Tor Area

Location: Sunnyside Road – approximately 0.5 miles north of West River

Municipality: Italy, NY

Ownership: Finger Lakes Land Trust

Maintenance: Finger Lakes Land Trust

GPS Coordinates: 42.665353, -77.357319



Launch Type

Destination Site Only

Description

The Finger Lakes Land Trust owns 64 acres of restored grassland habitat that borders the High Tor Wildlife Management Area and is located near the West River. This property is within an Audubon Important Bird Area. It offers a scenic overlook through the Naples Valley and interpretive signage for visitors. There are currently no trails on the site. This site is accessible to paddlers from the West River DEC Fishing Access Point and a 0.5 mile walk down Sunnyside Road.



CHAPTER THREE

Features

Parking, Restrooms, Water, Picnic Facilities, Nearby Food	✗	None
Access Point Signage	✓	Signage designates that this Finger Lakes Land Trust Property
Educational Signage	✓	3 signs at the overlook covering the "conservation context" of nearby protected lands, the Preserve and the species that benefit from the grassland habitat, the
Invasive Species Removal Stations	✗	None
Use as Destination Point	✓	Site provides a scenic overlook of the Naples Valley and grassland birdwatching, but does not contain any trails
Rentals, Boat Storage, Entry Fee	✗	None

Challenges

There is no direct water access or parking at the site, so paddlers will have to leave their boats at the access point and walk to the preserve.

Recommendations

Promote this site as a destination site.

**PHOTOS BY
NIGEL KENT**



LAUNCH AND DESTINATION SITES

Visitor Information

Directions: Land at the West River DEC Fishing Access Site at Sunnyside Road and walk north on Sunnyside Road approximately 0.5 miles. Just past the intersection with West Avenue, there is a clearing and educational signage for visitors.

Restrictions/other information: There are no trails on the property. Its primary use is birdwatching and as a scenic overlook.



4

EMERGENCY TAKE-OUT SITES



Canandaigua Yacht Club

Location: 3524 Co Ro 16, Canandaigua, NY

Municipality: Town of Canandaigua

Ownership: Private

GPS Coordinates: 42.856939, -77.279210



Type

- *Emergency Take Out Site Only*
- Boat ramp located at the south end of the walled shoreline

Description

The Canandaigua Yacht Club is a private sailing club located about 2 miles down the west side of the Lake. The Yacht Club has agreed to allow this site to be an emergency take out site only.

Finger Lakes Land Trust Great Hill Nature Preserve

Location: Sunnyside Road

Municipality: Middlesex, NY

Ownership: Finger Lakes Land Trust

GPS Coordinates: [42.670459, -77.349966](#)



Type

- *Emergency Take Out Site Only*
- No formal launch location, only shoreline area along the road

Description

The Finger Lakes Land Trust Great Hill Preserve has a small portion of shoreline near the dead end of Sunnyside Road. This shoreline area does not provide paddlers access to the rest of the preserve and does not provide any parking, so this site's use is restricted to emergency access to the shoreline. However, paddlers are welcome to access the preserve by driving to its main entrance on South Hill Road, where they can enjoy 1.6 miles of hiking trails through hardwood forest.

5

PADDLING ROUTE SUGGESTIONS



PADDLING ROUTE SUGGESTIONS

Canandaigua Lake offers paddling routes for a diverse set of paddlers, ranging from a novice paddler who would like to get out on the water for a couple of hours to very experienced long-distance paddlers. This document does not provide an exhaustive list of all of the paddling routes available, and the following routes are simply suggestions for paddlers.

1 North End Loop

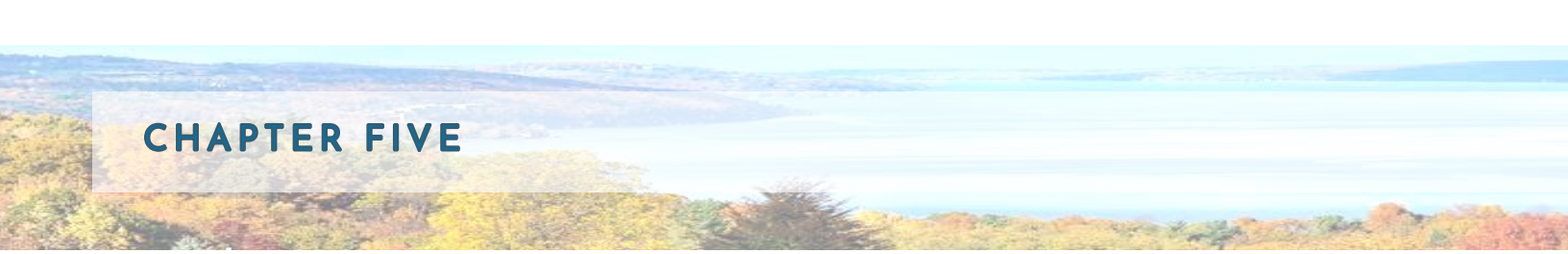
2 Vine Valley Paddle

3 South End & West River Paddle

4 Lake End to End Paddle

5 Lake Circumference Paddle





CHAPTER FIVE

The North End Loop

Loop with destination points

The northern end of Canandaigua Lake offers a concentration of launching and destination sites, including Lagoon Park, Kershaw Park, City Pier, Squaw Island and Atwater Meadows. Paddlers can access walking paths, a public swimming beach, a primitive shoreline park, and local eateries from this loop. Paddlers can start at any of the launching sites and complete the loop in either direction. This is a great paddle for those who want to be able to get on and off of the water, with numerous launching and destination locations to explore, stop for a rest, or access facilities.

Paddler Level: Appropriate for all paddling levels

Approximate Distance: 3.5 miles ($\pm$ depending on launching location)

Paddling Directions (see the map below):

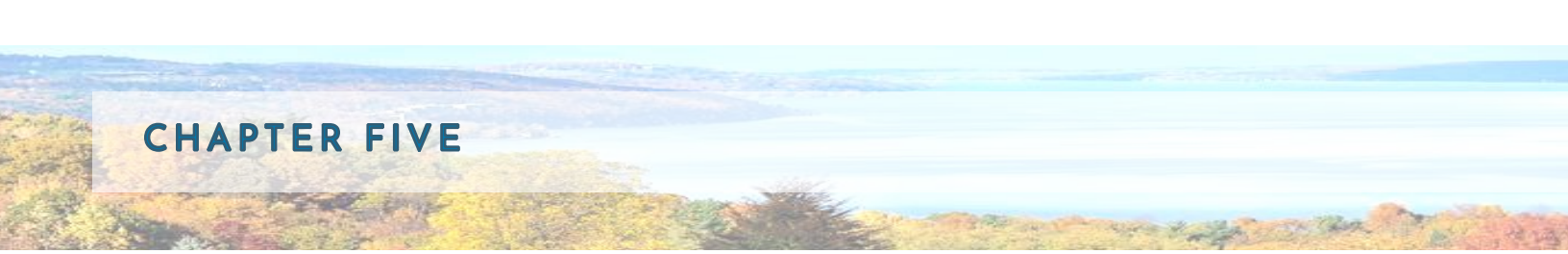
1. Launch at any of the north end sites and paddle east towards the Canandaigua Outlet
2. Paddle up the Canandaigua Outlet and into the calm waters of Lagoon Park. While paddling, stay away from the outlet gates on the eastern side of the park. Enjoy a walk along the Lagoon Park's trails (boat storage at the Canandaigua Outlet)
3. Paddle back to Canandaigua Lake
4. Head west past Kershaw Park and City Pier. Be sure to stay beyond the buoys near the swim beach. Use caution when crossing the channels near City Pier with the high motorized boat traffic through this area.
5. Paddle around the cultural site Squaw Island.
6. Paddle north east to Atwater Meadows Park and take a rest on the beach (unimproved area with no water or bathroom facilities).

Features

PADDLING ROUTE SUGGESTIONS

North End Loop Map





CHAPTER FIVE

The Vine Valley Paddle

Out-and-back with a destination point

The Vine Valley Paddle is excellent for those who want to spend an afternoon on the lake. This is an out-and-back paddle along the southeastern shoreline, starting at Vine Valley Town Park and ending at the primitive beach at the Finger Lakes Land Trust East Shore Preserve at Bare Hill. A trail is proposed on the Finger Lakes Land Trust property, so this area will be great for a paddle and hike in the future.

Paddler Level: Appropriate for all paddling levels

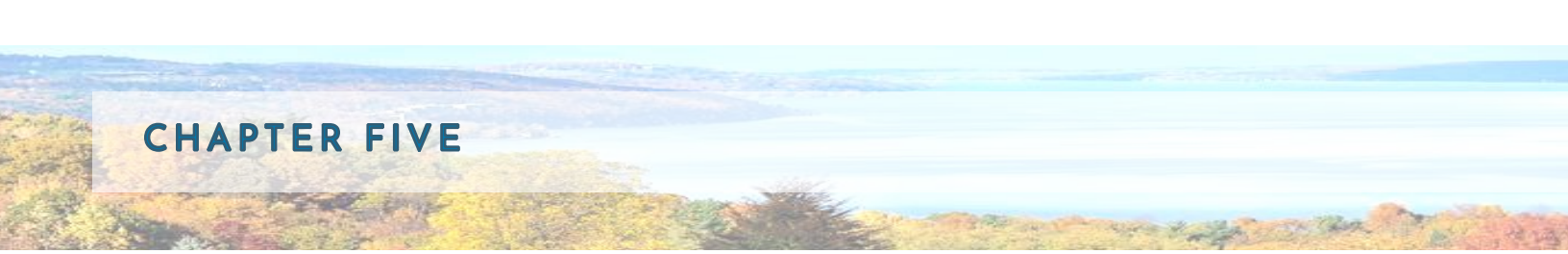
Approximate Distance: miles

Paddling Directions (see the map below):

1. Launch at the Vine Valley Town Park
2. Paddle north along the eastern shoreline of the lake
3. Stop for a rest and picnic at the Finger Lakes Land Trust East Shore Preserve at Bare Hill
4. Paddle south back to the Vine Valley Town Park launch

The Vine Valley Paddle





CHAPTER FIVE

The South End/West River Paddle

Out-and-Back Paddle

The South End/West River Paddle offers paddlers a variety of natural landscapes from the rolling hills to a natural wetland complex. This paddle includes both the open waters of the lake and the sheltered waters of West River.

Paddler Level: Appropriate for all paddling levels

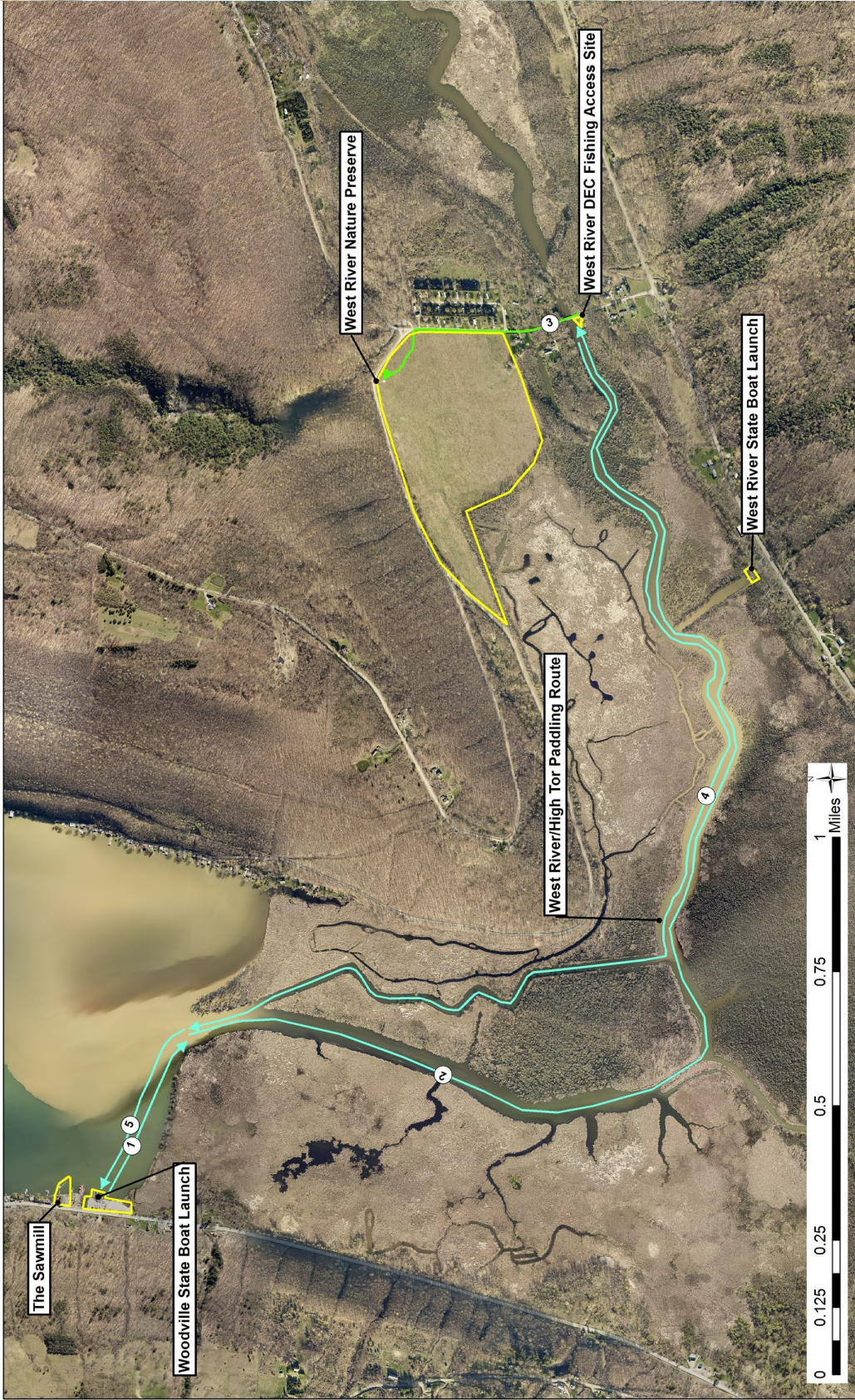
Approximate Distance:

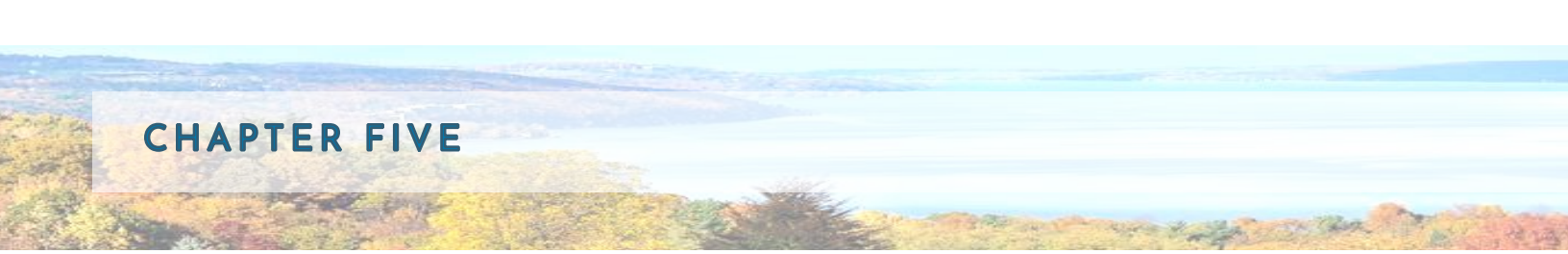
Paddling Directions (see the map below):

1. Launch at the Woodville State Boat Launch. Paddle southeast along the southern shoreline of the lake
2. Head south onto West River, paddling upstream on West River through the High Tor Wetland Complex to the Sunnyside Road bridge/ West River DEC State Fishing Access Site
3. Optional - Take out your boat and walk ½ mile north up Sunnyside Road to the Finger Lakes Land Trust West River Preserve, where you can enjoy bird watching in grassland habitat.
4. Paddle back down West River to Canandaigua Lake.
5. Head west to the Woodville State Boat Launch

PADDLING ROUTE SUGGESTIONS

South End/West River Paddle





CHAPTER FIVE

Lake End to End Paddle

Point to point paddle

The Lake End to End Paddle offers advanced paddlers a multi-hour paddle. Paddlers can choose to start at either the north or south end of the lake. The east side of the lake offers more options to rest than the west side of the lake, but paddlers can opt to paddle along either side of the lake.

Paddler Level: Advanced paddlers only

Approximate Distance:

Paddling Directions (see the map below):

1. Launch at north end of the lake shown in yellow (Kershaw Park Small Boat Launch, Kershaw Park Western Launch, Canandaigua Outlet Launch, or Canandaigua Lake State Marine Park)
2. Stop at any of the rest areas shown in blue. Paddling south along the east side of the lake, rest areas are available at Ontario Beach Park (potable water and restrooms), Finger Lakes Land Trust East Shore Preserve at Bare Hill (no amenities), and Vine Valley Public Boat Launch (portable toilet). Paddling along the west side of the lake, Onanda Park (potable water and restroom) is the only rest area.
3. Land at the Woodville State Boat Launch (shown in yellow).
4. This route can also be done south to north.

Lake Circumference Paddle

Loop paddle

The Lake Circumference Paddle offers advanced paddlers the longest distance paddle on the lake. Paddlers can choose to start at any of the launch points along the lake and paddle in either direction. This paddle is only for the most advanced paddlers given the distance and open water conditions.

Paddler Level: Advanced paddlers only

Approximate Distance:

Paddling Directions (see the map below):

1. Launch at north end of the lake shown in yellow (Kershaw Park Small Boat Launch, Kershaw Park Western Launch, Canandaigua Outlet Launch, or Canandaigua Lake State Marine Park)
2. Stop at any of the rest areas shown in blue. Paddling south along the east side of the lake, rest areas are available at Ontario Beach Park (potable water and restrooms), Finger Lakes Land Trust East Shore Preserve at Bare Hill (no amenities), and Vine Valley Public Boat Launch (portable toilet). Paddling along the west side of the lake, Onanda Park (potable water and restroom) is the only rest area.

Paddling Distances between Access Points

The paddling routes above are only a few of the potential options for paddling on the lake. Paddlers may find distances between access points useful when developing their own itineraries. The table below details distances between access points.

Canandaigua Lake Water Trail Perimeter Distances: Paddling Clockwise											
		Miles from previous waypoint	Start/finish point: (Read waypoint distances downward in each column, starting from zero point) (miles & tenths)								Atwater Meadows Park
			Canandaigua Lake State Marine Park	Kershaw Park small craft launch	Ontario Beach Park	Deep Run Beach County Park	FLLT Shoreline day stop	Vine Valley	Woodville State Boat Launch	Onanda Park	Squaw Island day stop
Waypoints, paddling clockwise	Canandaigua Lake State Marine Park		34.1 0	32.9	30.0	29.0	21.0	21.0	16.1	7.3	0.5
	Kershaw Park small craft launch	1.2	1.2	34.1 0	31.2	30.2	22.2	22.2	17.3	8.5	1.7
	Ontario Beach Park	2.9	4.1	2.9	34.1 0	31.9	25.1	25.1	20.2	11.4	4.6
	Deep Run Beach County Park	1.0	5.1	3.9	1.0	34.1 0	26.1	26.1	21.2	12.4	5.6
	FLLT Shoreline day stop	6.6	11.7	10.5	7.6	6.6	34.1 0	32.7	27.8	19.0	12.2
	Vine Valley	1.4	13.1	11.9	9.0	8.0	1.4	34.1 0	29.2	20.4	13.6
	Woodville State Boat Launch	4.9	18.0	16.8	13.9	12.9	4.9	4.9	34.1 0	25.3	18.5
	Onanda Park	8.8	26.8	25.6	22.7	21.7	13.7	13.7	8.8	34.1 0	27.3
	Squaw Island day stop	6.8	33.6	32.4	29.5	28.5	20.5	20.5	15.6	6.8	34.1 0
	Atwater Meadows Park	0.3	33.9	32.7	29.8	28.8	20.8	20.8	15.9	7.1	0.3
	Canandaigua Lake State Marine Park	0.3	34.1								
											34.1 0

6

IMPLEMENTATION PLAN



Based on the assessment of the existing access sites and paddling itineraries, the following are high priority recommendations that are broken down into these main categories:

Recommended Access Site and Paddling Path Improvements

Branding and Marketing the Water Trail

Water Trail Safety

Trail Stewardship and Maintenance

Environmental Protection and Education

Recommended Access Site and Paddling Path Improvements

The vast majority of the Canandaigua Lake shoreline is privately owned. Expanding the number of access points will be difficult, so the focus on access sites is to enhance the existing sites for use by paddlers.

1. **Increase canoe/kayak storage at busy existing launch sites and destination points.**

Currently, only two access sites or destination points have boat storage facilities. Boat storage is particularly important for busy destination points where boats are not permitted to be left onshore or onshore storage would create overcrowding issues. Boat storage facilities can be inexpensive and aesthetically compatible with sites. Onanda Park requires all boats to be stored in or on their vehicles, so a storage facility will be required before it can be utilized as a destination point. For boaters to utilize the north end of the lake as a destination point, the site will also require boat storage facilities.

2. **Explore the creation of a canoe, kayak and stand-up paddleboard zone within the 500 foot no-boating zone at Kershaw Park.**

The City of Canandaigua currently has a 500 foot no-boating zone from the shoreline at Kershaw Park to protect the safety of swimmers at the swim beach. Just beyond the no-boating zone, 200+ motorized boats can anchor on hot weekend days. Paddlers are required to stay beyond the 500 foot no boating zone, and novice users can have difficulty navigating the wake, boats and people in the water in the area. Water Trail collaborators will discuss options to create a canoe, kayak and stand-up paddleboard zone just inside the 500-foot no boating zone with compatibility for swimmers and paddler safety.

CHAPTER SIX

3. Improve access at Ontario Beach Park

Ontario Beach Park is a public access point on the east side of the lake. The primary purpose of the park is viewing the lake. Swimming is prohibited at this park, so it is less busy than many of the other public access points and provides an excellent opportunity for access for paddlers. Terraced uneven large rocks are currently used informally for a launch. Water Trail collaborators will work with Ontario County to explore options to formalize this site as a launching point.



ONTARIO BEACH PARK

4. Consider allowing Deep Run Park to be a destination site

Deep Run Park is a popular park on the east side of the lake used for swimming and picnicking. A portion of the beach is roped off for swimming. However, there is a section of beach that is not utilized for swimming and may offer the opportunity to act as a destination point. Water Trail collaborators will work with Ontario County to explore options to utilize the park as a destination site.



ONANDA PARK

5. Allow Onanda Park to also be a Destination Point

Onanda Park is currently utilized as a launching point, but local laws prohibit paddlers from entering the park from the lake. This site is a critical resting location for long distance paddlers on the west side of the lake. Water Trail collaborators will work with the Town of Canandaigua and their Parks Committee to allow Onanda Park to be utilized as a destination point.

Branding and Marketing the Water Trail

1. Create printed and digital maps for paddlers

The Water Trail will include both printed and digital maps for paddlers that feature launch, destination, overnight and emergency take-out sites. This will ensure paddlers understand where they are permitted to go, which will make trip planning easy and help reduce conflict with other users. This material will also include other important information, including paddling guidelines, safety information, and site specific restrictions and fees. These materials should be the one-stop shop for paddlers on Canandaigua Lake.

Many paddlers from the region do not know all of the amenities Canandaigua Lake has to offer. The Water Trail will provide a one-stop shop for paddlers to gain information on the launch sites,

IMPLEMENTATION PLAN

destination points, overnight accommodations, and safety information. Branding and marketing the Water Trail is essential to encourage paddlers to utilize Canandaigua Lake. This effort will help boost local tourism and support local economies. Pre-established itineraries, along with designated emergency take out locations, make trip logistics easy for paddlers. In addition, placement of a signature Water Trail logo at all access sites will assist those unfamiliar with the area and will help reduce conflict with private landowners.

2. Create a signature logo for the Canandaigua Lake Water Trail

The Water Trail collaborators will create a signature logo that will be easily recognizable by paddlers. The logo will be used on access points, websites and printed materials, so paddlers can easily identify Water Trail materials.



3. Place signature logo on a sign or flag at all designated Water Trail access sites for easy identification from the lake.

Many paddlers who are unfamiliar with Canandaigua Lake may not know the locations of the access points. Placing the signature logo on signage or a flag at each access point will allow paddlers to easily identify from the water where they are permitted to go. This will help reduce conflict with private landowners. It will also help ensure paddlers are accessing their designated areas at multi-use locations and are compatible with these multi-use areas.

4. Create a website featuring detailed information on the Water Trail

The Water Trail website will feature more detailed information than printed materials are able to include. It will contain links to access point websites, safe boating procedures and suggested route itineraries.



[Home](#) [About](#) [Maps](#) [Plan](#) [Safety](#) [Contact](#) [Search](#)

CANANDAIGUA LAKE WATER TRAIL

YOUR PADDLING GUIDE FOR CANANDAIGUA LAKE

5. Advertise the Canandaigua Lake Water Trail through local tourism agencies and businesses

Finger Lakes Visitor Connection reaches out to the public to promote tourism in the region. The Water Trail will be included in some of their promotional materials. We will also encourage local

CHAPTER SIX

businesses to promote the Water Trail on their websites. Reach out to businesses (local hotels, restaurants, outdoor oriented businesses to include brochures in welcome packets (hotels), near cash registers at restaurants and businesses).

6. Gain designation as a National Water Trail

The National Parks Service facilitates the National Water Trail System. They require implementation of best management practices to be part of their water trail system. Designation as a National Water Trail would bring much larger regional awareness to Canandaigua Lake and would promote the water trail nationally.

7. Consider paddling events to promote Canandaigua Lake and the Water Trail

Canandaigua Lake has recently began hosting a triathlon on the lake, and this has been a very popular event. A paddling race would be a great way to bring people to Canandaigua Lake and raise awareness of the Water Trail.

Water Trail Safety

Paddler safety is an essential component of the Water Trail. Canandaigua Lake is utilized for many recreational purposes, so paddlers are sharing the water with motorized boats, sailboats, fisherpersons, and swimmers. To ensure all users of the lake are safe, we will utilize a multi-tiered approach for safety to protect paddlers and help paddlers protect themselves.

1. Identify and publish emergency take out locations

Paddlers may need to exit the water quickly, due to inclement weather conditions or a medical emergency. Paddlers can utilize any of the launch sites or destinations points to seek shelter. In addition, a few private businesses have agreed to allow paddlers to utilize their property as



emergency take out locations. The emergency take out locations provide a place to seek shelter in areas that lack access points or are located close to roads and phones if a medical emergency takes place. These areas will be posted on all Water Trail maps and will have signage designating it an emergency take out location if the property owner allows it. The emergency take out sites include:

- Canandaigua Yacht Club
- Deep Run Beach
- Finger Lakes Land Trust Great Hill Nature Preserve

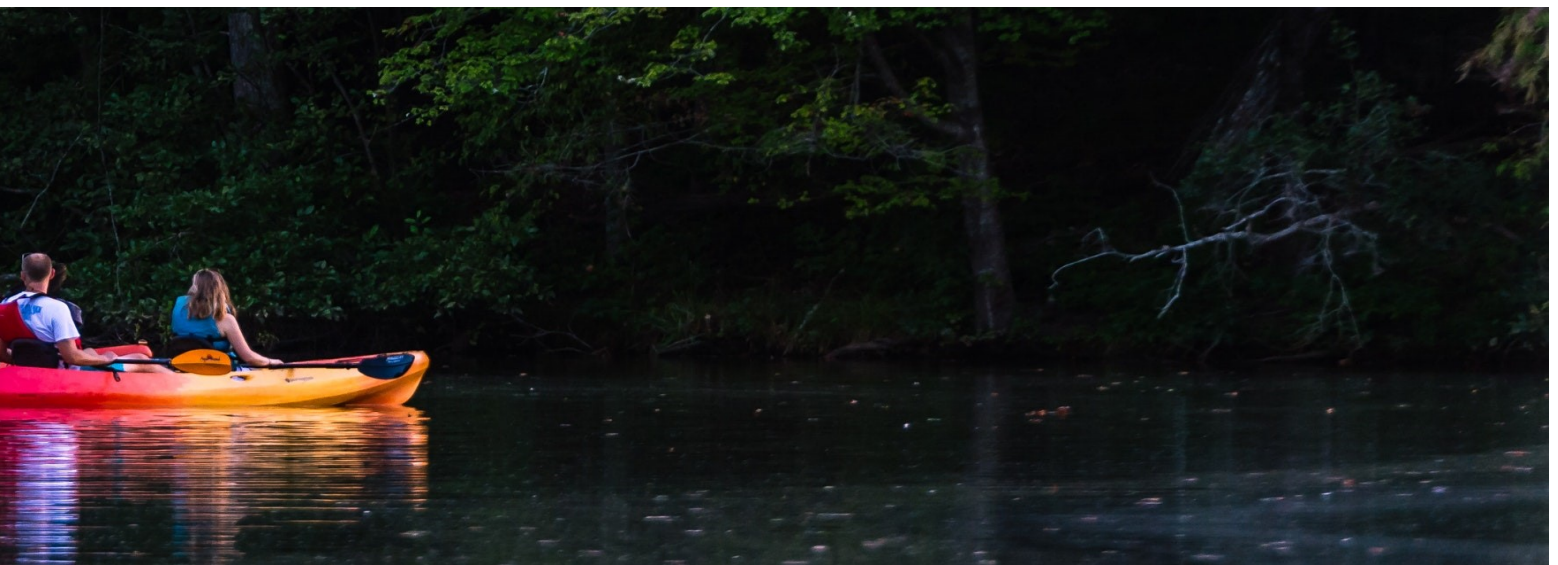
2. Emergency Contact Information

If a paddler has an emergency, they can call or text 9-1-1. In addition, the Ontario County Sheriff's office non-emergency line is (585) 394-4560. The Yates County Sheriff's office non-emergency line is 315-536-4438.

3. Create a "Share the Lake" campaign

In attempt to improve compatibility among lake users, explore a "Share the Lake" campaign. This will be modeled after the "Share the Road" campaign for bicycles on roads. The initial step would be to develop some tips for courteous boating techniques. The campaign could then use a variety of avenues to reach out to motorized boat users on courteous boating practices for paddlers. These could include:

- Targeted outreach at public trailered boat launches, marinas, and fueling stations
- Asking local news stations to run stories on Share the Lake practices.



Trail Stewardship and Maintenance of Sites

1. Establish a set of guidelines for paddlers for use of the lake and access sites.

The guidelines will help ensure paddlers are protecting the lake and access sites and are helping to reduce user conflicts on the lake. They will also help to promote user safety. Guidelines will be published on all Water Trail literature and will include the following:

WATER TRAIL RULES

USE OF THE CANANDAIGUA LAKE WATER TRAIL IS AT YOUR OWN RISK

- **Use Designated Sites Only.** Look for the Water Trail sign or flag to know where to land or launch. Respect private property.
- **Clean, Drain, Dry Boats.** Stop the spread of invasive species by cleaning, draining and drying boats before entering and when leaving the water. Clean vegetation and mud from boat. Drain water where it can't get into the lake. Allow boat to dry completely.
- **Be Courteous of Others.** Avoid paddling through swimming or fishing areas. Many sites are multi-use, so be aware of others and their safety.
- **Be Safe.** The lake has significant motorized boat traffic. Be visible and stay alert of boat traffic. NYS law requires a personal floatation device is in your boat and you must wear it from November 1 to May 1 if your boat is less than 21 feet long.
- **Wear shoes in Shallow Waters.** Zebra and quagga mussels are very sharp and can cut you.
- **Know the Rules.** Each site has its own rules, restrictions and fees. Store boats in designated area. Follow the rules, so paddlers are allowed in the future.
- **Don't Litter.** Take all trash, including food scraps, with you.
- **Use Public Restrooms.** Do not use the lake as a bathroom.

2. Establish responsible party for on-going maintenance at each access site.

Each site may require on-going maintenance of signs, docks, storage facilities, etc. In most cases, the property owner is responsible for maintaining the access sites and components. The responsible party is listed with each access site. If the property owner is unable to care for the site, a new responsible party may need to be designated.

3. **Explore an adopt-a-sign or adopt-an-access-site for local paddlers, businesses or community groups.** High use sites may require additional site maintenance that the property owner is unwilling or unable to complete. Local businesses, churches, paddler groups, or scout troops may adopt a sign or access site and help complete on-going maintenance.

Environmental Protection and Education

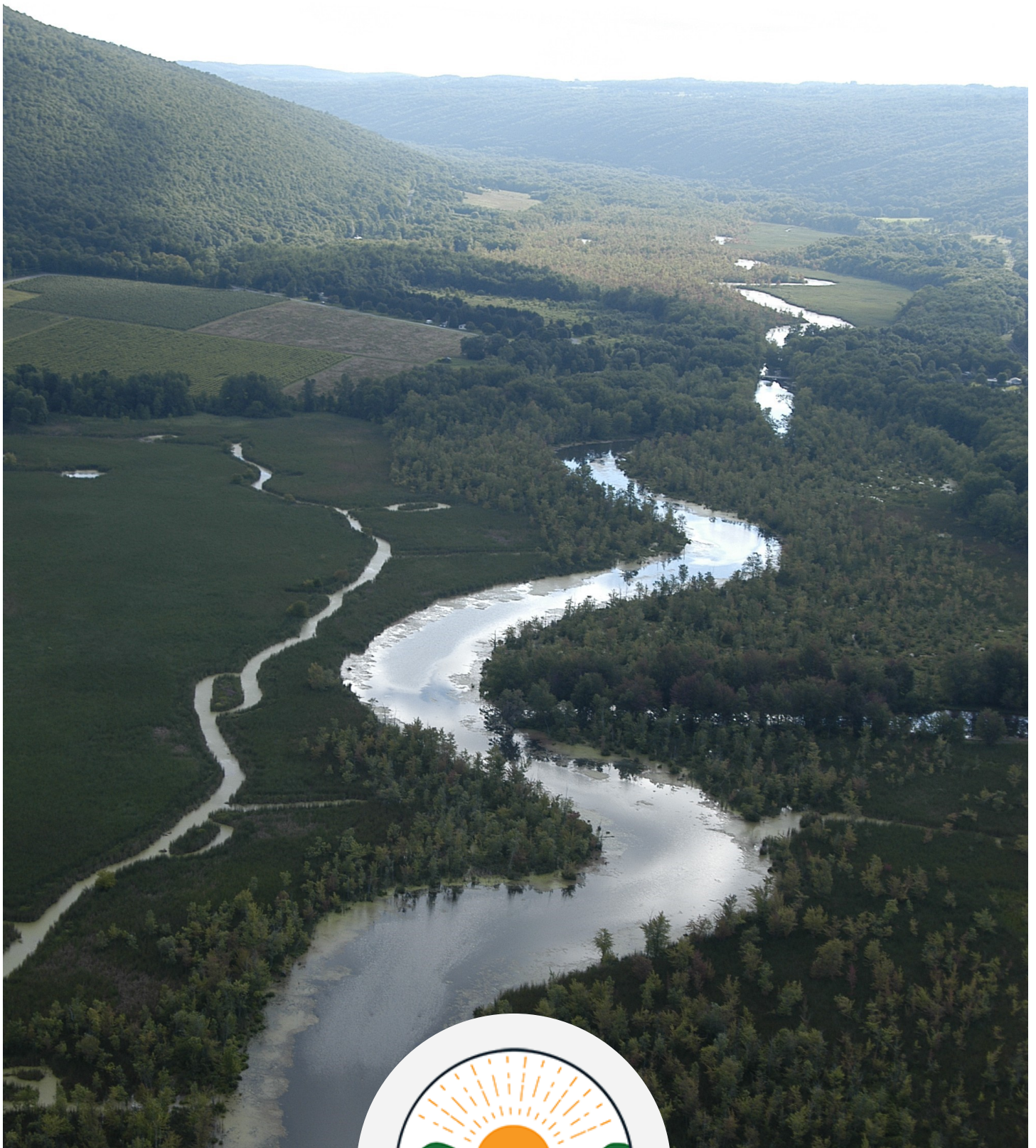
1. **Provide educational opportunities to paddlers to learn about the natural and cultural resources in the area.**

Canandaigua Lake provides Water Trail users with numerous opportunities to learn about water quality. These educational programs have financial support from their sponsoring institutions to continue into the future and are an integral component of the Water Trail. The education program connects recreational users of the lake to the role the watershed plays in water quality and recreational opportunities.

2. **Use the Water Trail to promote the health of local waterways and surrounding lands.**

Canandaigua Lake benefits from proactive municipal, non-profit, and stakeholder groups that partner for integrated watershed management. The 2014 Comprehensive Update of the Canandaigua Lake Watershed Management Plan is the guiding document for water quality protection on the lake. The Management Plan utilizes an integrated watershed management approach and employs techniques in research, education, restoration, open space protection and regulation. The Plan specifically calls for the creation of a water trail to help increase compatibility amongst recreational users.

Many conservation practices are completed each year throughout the watershed and it is beyond the scope of this plan to include all of the past and planned conservation activities. The following focuses on the organizations that implement conservation practices and their major activities. A few programs that take place directly on the Water Trail are also highlighted.



Canandaigua Lake
Watershed Council

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2019