



Downtown Revitalization Initiative



ELEVATE PLATTSBURGH↑



BASIC INFORMATION

REDC REGION: North Country Regional Economic Development Council

MUNICIPALITY NAME: Town of Plattsburgh

DOWNTOWN NAME: Town Center

COUNTY NAME: Clinton County

APPLICANT CONTACT NAME AND TITLE: Michael Cashman, Town Supervisor

APPLICANT CONTACT EMAIL ADDRESS AND SECONDARY EMAIL ADDRESS: michaelc@townofplattsburgh.org

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VISION FOR DOWNTOWN (TOWN CENTER)

EXCERPTED FROM THE 2019 TOWN CENTER SMART GROWTH PLAN

- Community members take an active and informed role in shaping the future of the area.
- Collaboration between residents, local government, and private developers has resulted in a unique, authentic, high-quality built environment that serves as a destination for visitors and a wonderful place to live, work and play.
- Housing, employers, shopping and public spaces are located close to one another, allowing a sense of place and community to thrive.
- Quality housing options accommodate residents of various ages, lifestyles, and incomes, filling the ‘missing middle’ in the local housing supply.
- Transportation options extend beyond the private automobile and include safe walking, biking and the ability to utilize public transportation.
- Well-designed buildings and public spaces reflect the unique identity of the area and its residents while enhancing Plattsburgh’s community character.
- Development has been guided- not forced- by both the market and community interests.
- Balanced growth has avoided sprawl and complements the City of Plattsburgh, as well as the Town’s growing industrial center and the rural outreaches of the community.
- Well-defined neighborhoods and key areas of open space have been created or preserved for their environmental, agricultural, scenic and recreational value.
- The Town’s proximity to, and views of, the Adirondack Mountains and Lake Champlain contribute to the area’s sense of place.
- Energy is used efficiently and produced sustainably.
- Resiliency considerations have made the area strong and flexible enough to handle changing and unanticipated conditions.

JUSTIFICATION

Commercial, Industrial, and Service Sector development has out-paced affordable residential development and the establishment of transportation, recreation, and social infrastructure to support sustained job growth. The importance of the Town Center from an economic development standpoint cannot be underestimated. Primarily commercial in nature and comprised of approximately **2,000 acres**, the Town Center is a major regional retail destination, drawing shoppers from the immediate area, the Adirondacks, and Canada; providing a wide array of services and generating significant sales tax revenues. The various lodging and accommodations within the area serve both the tourism and business communities. The Industrial Park and Airport Development districts have become major employment centers as well. Combined, the approximately 320 businesses in the area **employ nearly 5,000 people**. It is important to note the proximity to major educational institutions including SUNY Plattsburgh, Clinton Community College, and Champlain Valley Educational Services. These schools represent a major population that is served by the Town Center.

According to recent real property data, 40 percent of the land area is commercial, 29 percent is residential (primarily single-family housing), and 24 percent is vacant. The balance consists of community services, industrial, public services, and park lands. As a result of traditional euclidean zoning, which has since been revised, the area is defined by a relatively low density of development, with the exception of the NYS Route 3 corridor. It is worth noting that **the cumulative building**



Route 3 Corridor Looking East from Consumer Square

footprint within the area is approximately 7.7 million square feet, or eight percent of the total land area. We believe this statistic shows that Town Center is underbuilt relative to the available public water, sewer and road networks, and can host myriad opportunity.

Several major routes intersect within the Town Center including Interstate 87, NYS Route 3, Military Turnpike (190), and Tom Miller Road. Exit 37 provides direct access to the Town Center, contributing a major percentage of the Route 3 corridor traffic. As a large, regional employment and shopping center, the Town Center's roadway network experiences relatively high volumes of traffic. According to NYS Department of Transportation (DOT) Annual Average Daily Traffic (AADT), **segments of Route 3 within the Town Center have an Average Daily Traffic volume of 28,675**, which is considerably high. Portions of Tom Miller Road and Military Turnpike have AADT volumes of approximately 10,000, which are relatively high as well. Because of the existing roadway network, many noted during the planning process the need for additional connector roads between these major thoroughfares, particularly between Route 3 and Tom Miller Road.

The Town is bisected by NY Highway 187, a major conduit for visitors and those passing through. The area of Town Center near exit 37 has historically developed around the automobile, catering to drivers and traveler's needs. **There are 10 hotels located in Town Center with nearly 1000 rooms for visitors. Due to the auto-centric development pattern and earlier standards of the NYSDOT, Rte. 3 and Town Center lack the pedestrian and bicycle infrastructure that would allow visitors to leave their cars and comfortably stroll the area, which leads to increased commerce, incidental experiences, and a sense of place.**

According to the US Census Bureau and ESRI data, the **Town Center, which provides nearly 5000 jobs, has a population of only around 300 people** with a median age of 48. There are approximately 130 households. The median household income is \$52,901 and the median home value is \$164,000. In comparison, the **Town population is approximately 11,800** with a median age of 42.3. There are approximately 4,700 households. The median household income of \$57,202 and the median home value is \$138,700. **Almost 30 percent of these jobs are in retail, 20 percent are in accommodation and food services,** over 16 percent are in

manufacturing, 11 percent are in health care and social assistance, seven percent are transportation and warehousing. It is worth noting, that preliminary results of the 2020 census are showing that the Town of Plattsburgh may be the only community in Clinton County that has seen population growth since 2010.

The balance of workers are employed in such industries as wholesale trade, finance and insurance, construction, and professional and technical services. Over a third of these individuals are 30 years of age or younger, nearly 25 percent have



Route 3 Corridor Looking East

some college education, and almost 25 percent earn more than \$40,000 annually. It is worth noting that 99 percent of the people commute to the area for work. Based on public input that was obtained during the planning process, many expressed the desire for a more diverse choice in housing options, more choices in dining and entertainment, and additional services like daycare.

In 2018, the Town of Plattsburgh sought to develop a vision for a more sustainable future for the core commercial area of the town and adopted the "Town Center" designation for this area. Funding for this effort was provided by the New York State Department of State and NYSERDA. Town officials, with the assistance of a dedicated advisory committee and planning consultants, worked to imagine how this new commercial center could evolve over time with redevelopment into an attractive mixed-use center of activity with more sustainable growth patterns. The goal was to create a rich atmosphere which was pedestrian and bicycle friendly and the "heart" of the community. Two public workshops were held to invite local residents, business

owners and landowners to discuss what they would like to see. The results of this planning effort were used to shape an important guidance document titled **The Town of Plattsburgh Town Center Smart Growth Plan, which was adopted in 2019.**

Building upon the success & popularity of the Town Center Plan, **the Town acted swiftly to amend the town zoning regulations to both enable and encourage the type of development identified as being desired by the community and stakeholders.** This hybrid design-based code allows for flexibility, density, visual appeal, walkability, access to community services, and transformative development. Major highlights of these new zoning regulations include complete streets provisions, reduced parking, updated highway and stormwater infrastructure specifications, mixed uses, and design guidelines that will create a cohesive architectural identity.

A general overview of each new Town Center Zoning District is provided below, and a full copy of the new regulations can be found [here](#):

Town Center District (T5):

1. **Focus on the Buildings.** The architecture of the building should be the most prominent visual feature of the site, with clearly visible entryways, while parking areas and utilitarian functions hidden or screened from view.
2. **Design with the Pedestrian in Mind.** Always create attractive, shaded and safe routes for people to walk and relax which link to surrounding buildings and properties. Limit the visibility of parking areas and wide expanses of sun-drenched asphalt which make it uninviting for pedestrians.
3. **Keep Things Green.** Design emphasis should be in providing green lawns, robust landscaped areas and plenty of shade trees wherever possible to soften the look of the site.
4. **Create a Local Identity.** The architecture of the Town Center should reflect the vision of Plattsburgh. Avoid or minimize corporate chain architectural styles. Many major chain corporations are willing to abandon their standard franchise look to fit in with the community and be welcomed.

Town Center Commercial District (T4):

1. **Attractive but Convenient Front Yards.** Some front yard parking may be provided, but should be limited in favor of a well landscaped and pedestrian friendly environment, with shaded and safe routes for people to walk and relax which link to surrounding buildings, properties and parking areas.
2. **Keep Things Green.** Design emphasis should be in providing green lawns, robust landscaped areas and plenty of shade trees wherever possible.
3. **Create a Local Identity.** The architecture of the Town Center should reflect the vision of Plattsburgh. Avoid or minimize corporate chain architectural styles.

Town Center Residential District (T3):

1. **Small Scale / Simple Massing.** The desired residential neighborhood character here is best created by the joining together of a few simple massing elements, clearly defined and differentiated from each other, with changes in depth to create shadows.
2. **Small Scale Commercial.** Although primarily a residential district, some small scale commercial uses are permitted. Commercial uses should try to blend in with the residential character of the surrounding area.

3. **Emphasis on Front Yards.** Parking for commercial properties is kept to the side or rear of the lot to maintain an attractive front lawn area. Residential properties should keep their garages in the rear of the lot, set back from the front of the house to minimize its visibility from the street.

Special Development District (TD):

1. **Attractive Front Yard Buffers.** Recognizing that larger industrial / technology buildings often have large areas of blank facade, care should be taken to leave natural vegetation along the roadway where it would screen or buffer these more utilitarian building surfaces from the main road, while providing openings for visibility as needed to identify the building and see the main entry or administrative areas.
2. **Design Emphasis on Entries / Offices.** Recognizing that the utilitarian function of industrial/warehouse buildings does not lend itself easily to attractive architectural design, special design emphasis should be focused on the primary entry and administrative office sections of the buildings, where an enhanced design and use of materials should be used.
3. **Showcase Technology.** The buildings of the Special Development district are encouraged to showcase their industrial and technological character with design elements—placing solar panels on display, or using clerestory windows which harken back to the days of old industrial buildings—that celebrate their function.
4. **Technology in the Park.** The SD District should try to maintain a park-like feel, with attractive wooded areas, trails and paths in between the development pods.

The proposed Town Center design guidelines include infill development strategies for existing shopping plazas. Because these shopping centers are often a single piece of property, there is less complexity when it comes to redeveloping them should the owner decide to do so. Based on public input, some property owners indicated that they may be interested in redeveloping their site in a manner that is consistent with the Town Center vision. Given the scale of these sites, these types of infill redevelopment projects would serve as a catalyst that can help establish the form and architectural character of the Town Center. One of the key goals of the Town Center is to provide a wide-range of housing options. The suburban housing model has effectively limited the traditional urban mix of housing that once accommodated varying incomes, family situations, and ages. However, due to a national trend towards more urban living, particularly among baby boomers and millennials, such housing options are steadily increasing. In response, housing values have increased in growing or revitalizing urban areas and new mixed-use developments, leaving a portion of society priced out of the market.

In addition to the major renovation of Plattsburgh's zoning regulations, several other key projects were identified in the Town Center Smart Growth Plan. Many of these projects are contained in **the Route 3 corridor plan** which identifies opportunities for Complete Streets improvements in Town Center. This redevelopment of the Route 3 corridor is crucial to the Town Center vision. While the roadway volumes are significant, and dictate the need for multiple travel lanes, there are many aspects of the corridor that can be redeveloped to incorporate a series of proposed improvements. With an already sizable right-of-way (ROW), these improvements include the **narrowing of travel lanes, the reduction of curb cuts, new sidewalks and a multimodal trail network, bike lanes, mass transit stops, improved & new crosswalks (including a midblock crosswalk), public dwelling spaces, native landscaping and street trees (that take snow removal and salt tolerance into consideration), appropriately scaled lighting, wayfinding signage and gateway enhancements.**

There is a strong community desire for additional open space, parklands (in conjunction with increased residential housing), recreation opportunities, and public gathering spaces. At full Town Center buildout, the need for neighborhood-scale, pocket parks will be significant. This includes plazas, outdoor dining, “incidental” public spaces, pocket parks, and the like. Spaces such as this are vital to urban design and for fostering a sense of place. It is also worth noting that the in public forums the public has expressed the desire to have more outdoor recreation opportunities, particularly year-round facilities (e.g., additional parkland with winter uses and events like snowshoeing, cross-country skiing, and ices skating).

A large NYSDEC wetland complex that is surrounded by undeveloped lands is located within Town Center. Based on property owner feedback, this land is likely to remain undisturbed (in part, due to state and federal wetland regulations). Specifically designating the area as open space, recreation, and conservation land , and allowing a number of related uses will help to establish a defacto “central park” within the Town Center. This may include trails, boardwalks, event space, and new or improved recreation facilities. As previously noted, there is a desire for winter recreation opportunities, which could be included in this area as well.

The Town Center vision, based on Smart Growth planning principles, is also intended to advance the Town of Plattsburgh’s climate smart and sustainability goals which also advance New York State’s energy goals. **Plattsburgh was the first municipality in Clinton County to become a NYSERDA certified Clean Energy Community.** A portion of the award funds were used to enhance the Town Center Plan with an energy/environmental analysis. **Included in the appendices is a related New York State Energy Research and Development Authority (NYSERDA) evaluation of the proposed Town Center.** The evaluation of the project included several analyses related to alternative transportation and reduce vehicle miles, reduction in energy demand and greenhouse gas emissions, and conservation of land and natural resources. More specifically the evaluation found that mixed-use development, as compared to the separation of uses associated with the current zoning, allows for codependent uses to be in close proximity to each other, thus shortening trips and allowing what might otherwise have been external personal vehicle trips to become internal trips and, in turn, reducing VMTs, as compared to if the same uses were to be separated in single-use development.

Using the redevelopment of the Champlain Center as an example, there would be a reduction of 169 daily weekday, 6,896 Saturday, and 260 Sunday trips, respectively, compared to existing conditions (this assumes a 25 percent linked trip credit). Assuming the national average vehicle trip length of 9.72 miles this translates to a 4,044,025 VMT reduction per year, compared to existing conditions, which results in **an approximately 403,750 KG reduction in annual CO2 emissions.** Again using the redevelopment of the Champlain Centre site, the estimated average energy consumption per square foot would decrease by approximately 36 percent from 0.22 MBtus/SF to 0.14 MBtu/SF. It should be noted that the above energy and GHG estimates are based on average energy use rates and do not reflect the reduced energy demand resulting from energy-efficient design measures, such as the use of LED fixtures and shading.

With respect to land conservation, the redevelopment of an area comparable to the Champlain Centre mall would accommodate 1,818 apartments and 454,560 non-residential development. However, to accommodate this same number of housing units within the Residential District 2 (R-2) would require 230 acres, which is approximately 2.7 times more land consumption than under the newly adopted Town Center Zoning Code.

The Town of Plattsburgh has created a solid foundation of planning, public engagement, statistical analysis, and ongoing investment that has resulted in a Town Center perfectly poised for revitalization and transformative development. The Town continues to be globally significant and regionally exceptional in its efforts to create a vibrant and healthy community; ecologically, socially & economically. **The Downtown**

Revitalization Initiative program is an appropriate and timely strategy to accomplish the goals for Town Center.



Route 3 Corridor Looking West

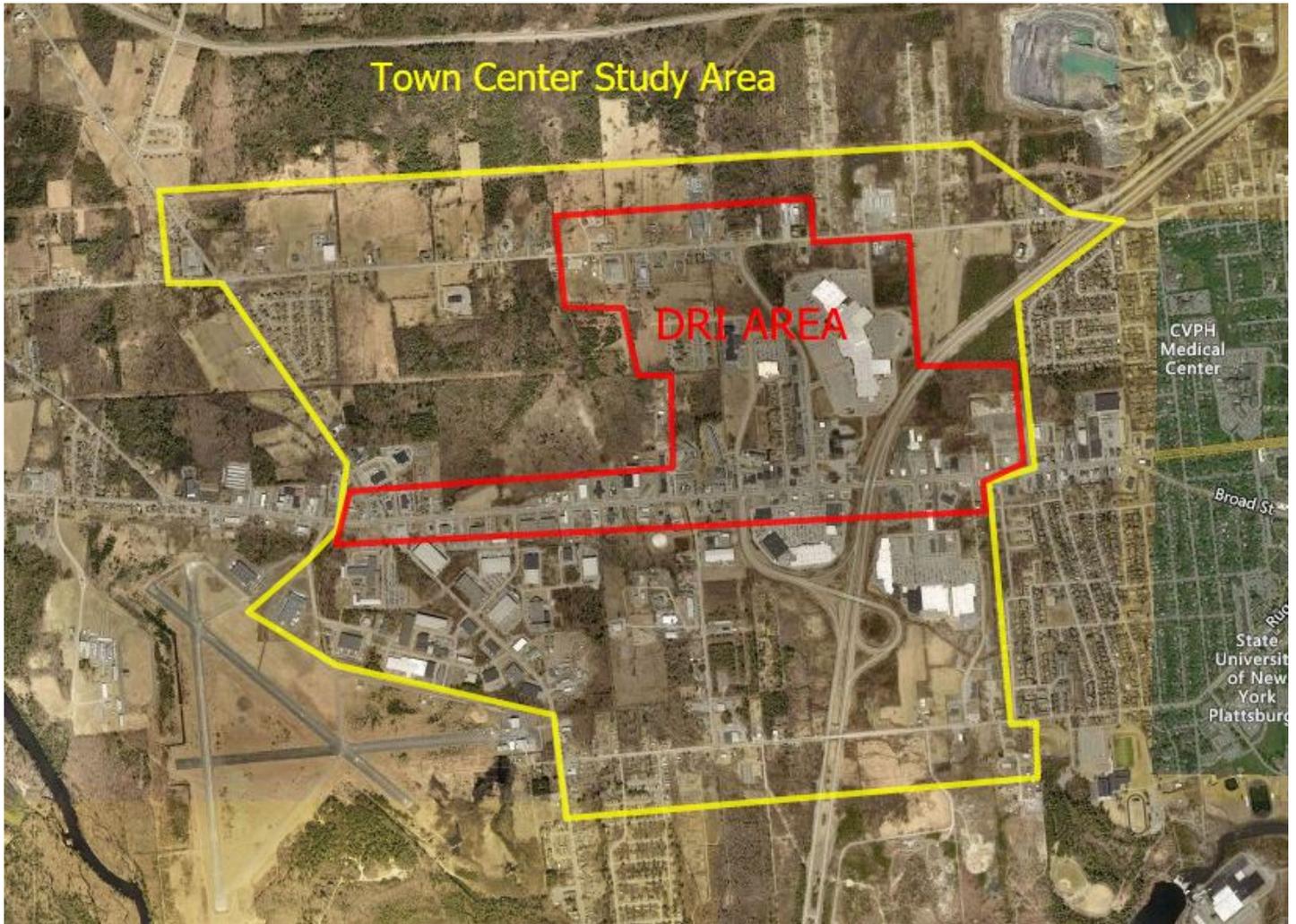
COVID-19 RESPONSE & FUTURE PREPAREDNESS

The Impact of the Covid-19 Pandemic in New York has highlighted the importance of outdoor public spaces and the role they play in public health. Millions of New Yorkers have sought refuge out-of-doors after months of quarantine and advisories to avoid indoor crowds. Public parks, streets, beaches, and plazas have become increasingly important places for safe peer interaction, commerce, dining, and reconnecting with social life. Covid-19 is likely to be an impactful part of our lives for some time, and is a reminder that other challenging communicable diseases are likely to emerge in coming years. This reinforces the Town’s resolve to create vibrant streetscapes and public spaces that will serve multiple health and economic outcomes far into the future.

DOWNTOWN IDENTIFICATION

1. BOUNDARIES OF THE PROPOSED DRI AREA:

The proposed boundaries for the DRI are located within the heart of the Town Center. The general boundaries of the Town Center (outer line) are Tom Miller Road to the North, Military Turnpike to the West, Rugar Street to the South, and the City of Plattsburgh boundary to the East. The primary focus for the DRI (inset line) centers on the Route 3 corridor, Tom Miller Road, and Plaza & Smithfield Boulevards, being primarily the T4 and T5 districts. (See Map)



*Town Center Smart Growth Plan Study Area = **Yellow** *Proposed DRI Focus Area = **Red**

2. PAST INVESTMENT & FUTURE INVESTMENT POTENTIAL

- a. **Public:** The Town of Plattsburgh has a legacy of successful planning and implementation. Over the last decade, the Town has invested in the following improvements and planning efforts in order to accommodate and promote Smart Growth, Complete Streets, and general livability of Town Center.
 - i. **Capital Improvements:** The Town of Plattsburgh has invested \$24,092,808.00 over the last 11 years in Capital Projects. These projects include Water system upgrades and capacity expansion, Sewer system upgrades and capacity expansion, and Highway upgrades that include paving, streetlights, and stormwater upgrades. **Approximately \$16 million of that total directly benefited Town Center.** (See attached spreadsheet) In August of 2021 the Town issued bid requests and has since executed a contract for the rehabilitation of the Rugar St./Ampersand Dr. intersection, which includes the installation of a new timed traffic signal. **The project is estimated at approximately \$770,000.00 and will vastly improve traffic conditions at an important commercial intersection in Town Center.**

ii. Planning and Zoning Efforts: The Town has embraced the recommendations of New York’s administration to establish well considered, community supported comprehensive plans. The following plans (together, comprising the ‘Comprehensive Plan’) have allowed the Town to envision the type of development best suited to the community, guide the development that is occurring, and to prepare for increased development in the very near future. This process has allowed for more controlled and sustainable development in recent years, and for the Town to pursue and manage major developments that would accompany and follow a DRI award. **These plans represent more than half a million dollars in public investment, and establish the environment where many millions in private investment in Town Center can occur.**

1. 2010 Comprehensive Plan: \$79,229.00
2. 2011 Recreation Master Plan: \$19,485.00
3. 2013 Economic Development Plan \$14,640.00
4. 2013 Complete Streets Policy: In House Staff
5. 2016 Local Waterfront Revitalization Plan: \$49,949.00
6. 2018 Rugar-Ampersand Intersection Plan: \$77,593.00
7. 2017 Water and Wastewater Capital Improvement Plan: \$19,678.00
8. 2019 Town Center Smart Growth Plan: \$113,410.00
9. 2021 Town-Wide Rezoning, Stormwater Specifications, Streets Plan: \$94,052.00
10. 2021 Former Clinton County Airport Smart Growth Plan: \$25,000.00

iii. Community Development: The Town of Plattsburgh has also invested more than \$75,000 in Community Development projects in the last three years. Notable projects include Hometown Heroes, Unlock the Parks, Holiday Lighting Contest, Battlefield Memorial Gateway, the Saranac River Run Mini Triathlon, and the Home of the Michigan promotion. These projects carry a lower cost, but come with an incredible return on investment by way of community spirit & engagement, regional promotion and identity branding, and positive mental attitudes that result from civic pride. These items are essential to a healthy community.

b. Private: Since 2010, in the Town Center alone, there has been approximately **127.2 million dollars in commercial development**. Town-wide, there has been approximately 216.7 million dollars in commercial development. Notable projects include multiple TDC industrial spaces, Lenny’s Shoe & Apparel, Della Toyota, Della Kia, Dannemora Federal Credit Union, FW Webb, Fairfield Inn, Huttig Nissan, SeaComm, Hudson Headwaters Health Network, and Surgical Pain Center of the Adirondacks. We have also seen the very recent construction of Northwoods Supportive Housing, more than **10.7 million dollars of investment in Multi-Family housing** in the heart of Town Center.

c. Future Potential: In response to local successes, we have received recognition by the global development industry. fDi Magazine, a publication of **the Financial Times of London**, placed **Plattsburgh and the North Country Chamber of Commerce among the 2021/22 Top 25 Americas Cities of the Future for Foreign Direct Investment (FDI) Strategy**. **Plattsburgh ranked 14th among other North and South American cities, like Montreal, New York City and San Jose**. We know

that our industrial sectors are growing faster than the community can supply the workforce, and increasing our housing diversity is one obvious way that we can support that need. Considering the growth we have experienced in the last 5 years, and framed with the supportive structure our new Smart Growth regulations, the Town Center is poised for continued and increasingly rapid development. **The Former Clinton County Airport property has hosted recent industrial/technology development (including Norsk Titanium, a SUNY POLY project). Additional pending development, currently in the design phase, would result in approximately 1 million sq. ft. of buildings and 500 new jobs directly adjacent to Town Center. The estimated cost of these developments is projected to be more than 120 million dollars.** The Town, and region, lack the affordable housing options, especially Missing Middle housing, that will support this pending growth. We have optimized the Town Center to respond to these demands by investing in our infrastructure and our plans. Currently, TDC (formerly known as the The Development Corporation), the foremost industrial developer in Clinton County, is experiencing a 100% occupancy rate for their industrial warehouse facilities which includes 17 buildings and 18 tenants. In 2020, TDC constructed a new 60,000sf facility for lease which was immediately occupied by a single tenant. TDC is already developing plans to build additional leasable space at the Former Clinton County Airport property, while receiving regular inquiries for 30,000-80,000 sf buildings.

3. RECENT OR IMPENDING JOB GROWTH

Plattsburgh is currently experiencing a workforce shortage, much like the rest of the country. However, this shortage predated the COVID-19 pandemic. We can attribute much of this to the housing shortage. Not only are we missing affordable and rental type properties, we are currently lacking in general supply. Companies in Plattsburgh report that filling vacant positions sometimes requires hiring workers with an hour's commute, and some have even relied on shuttle or rural route public transportation to bring workers to the area. Plattsburgh's many employers continue to see growth and the need for more employees as demand for their products increase. For example, many of our transportation cluster companies see large and immediate demand for workers when they are awarded major contracts from customers, usually the transportation authorities from major cities around the world. **Below we have listed approximately 700+ new or recent jobs**, and these are based solely on new development that the Town has hosted or reviewed within the last few years.

- a. Monaghan Medical**
 - i. 65,000sf New Facility
 - ii. Projected 10+ new jobs
- b. Schluter**
 - i. 1 million sf New Warehouse
 - ii. Projected 100+ new jobs
- c. Vapor Stone Railways**
 - i. 60,000 sf New Facility
 - ii. Projected 52 new jobs
- d. Della Kia**
 - i. 13,500sf New Car Dealership
 - ii. Projected 10 new jobs
- e. Huttig Nissan**
 - i. 23,420 sf New Car Dealership

- ii. Projected 20+ new jobs
- f. **SterX**
 - i. 60,000sf New Facility
 - ii. Projected 30+ new jobs
- g. **NovaBus/Prevost**
 - i. 50+ New jobs since Fall 2020 and growing
- h. **Norsk**
 - i. 70,000sf New Facility
 - ii. Projected 400 new jobs
- i. **UPS**
 - i. 13,500sf expansion
 - ii. Projected 20+ new jobs
- j. **FedEx**
 - i. 300,000sf New Facility
 - ii. Projected 50+ jobs
- k. **Bailey Ford**
 - i. New 35,600sf Car Dealership
 - ii. Projected 20+ new jobs

4. QUALITY OF LIFE

Though Town Center provides approximately 5,000 jobs to regional employees, it hosts only 300 residents. This scenario does not yet achieve the highest and best use standards set by Town residents in their development of the Town Center Plan. As the commercial and service hub of the region, many amenities are readily available in Town Center. This area is a popular choice for these businesses to locate, as it is already served by robust public utilities and highways. It is also a convenient area for businesses who like to co-locate. The primary amenities missing from this area of town that would be greatly enhanced through a DRI award are housing and transportation options. **Specifically, diverse affordable and rental options for housing and pedestrian-centered streetscape improvements will better allow for residents to affordably and conveniently access and enjoy these businesses and services.** These improvements to Town Center would also expand the duration of hours that the area is economically activated, as residents would be able to access services like dining and shopping into the evening hours.

a. **Public Space and Recreation**

- i. May Currier Park (town-owned public recreation park)
 - 1. Playground
 - 2. Sports Fields
 - 3. Tennis Courts
 - 4. Multi-Purpose Building
- ii. Champy's FunCity (privately-owned arcade)
- iii. Champlain Centre Mall

1. Lake City Hobbies
2. Regal Cinemas

b. Housing

- i. Northwoods Supportive Housing
- ii. Heritage Heights Subdivision
- iii. Homesteads on Ampersand

c. Healthcare

- i. Hudson Headwaters Health Network
- ii. 8 Dental Care Providers
- iii. 3 Eye Care Providers
- iv. WellNow Urgent Care
- v. Surgical Pain Center of the Adirondacks
- vi. Plattsburgh Medical Care
- vii. Nearby Healthcare Providers
 1. Champlain Valley Physicians Hospital
 2. Meadowbrook Healthcare
 3. Clinton County Nursing Home
 4. Plattsburgh Rehabilitation & Nursing Center
 5. Samuel F. Vilas Home Assisted Living
 6. Pine Harbour Assisted Living

d. Special Services

- i. Behavioral Health Services North
- ii. Advocacy and Resource Center
- iii. Champlain Valley Family Center
- iv. Clinton County Department of Social Services
- v. MHAB Life Skills Campus
- vi. Clinton County Mental Health Services
- vii. United Way of the Adirondack Region
- viii. North Country Center for Independence
- ix. Alliance for Positive Health
- x. Joint Council for Economic Opportunity of Clinton and Franklin Counties

e. Food

- i. Hannaford
- ii. Price Chopper
- iii. Walmart
- iv. Target
- v. Sam's Club
- vi. More than 20 restaurants

f. Financial Institutions

- i. Glens Falls National Bank
- ii. Community Bank
- iii. Dannemora Federal Credit Union

- iv. UFirst Federal Credit Union
- v. Key Bank
- vi. NBT Bank
- vii. TD Bank
- viii. Adirondack Bank
- ix. Adirondack Federal Credit Union

g. Childcare

- i. Tiny Leaders Child Center
- ii. Maria's Group Childcare
- iii. Plattsburgh YMCA

h. Emergency Services

- i. Plattsburgh Fire District #3
- ii. Morrisonville EMS
- iii. CVPH Ambulance

i. Retail

- i. Champlain Centre Mall
- ii. Champlain Centre South
- iii. Consumer Square
- iv. Sporn Plaza
- v. Innumerable stand-alone stores and services

j. Physical Fitness

- i. Planet Fitness
- ii. Eclipse Fitness
- iii. Plattsburgh YMCA
- iv. Town of Plattsburgh Recreation Programs

k. Developable Mixed-Use Space

- i. As was previously mentioned, the cumulative building footprint within the area is approximately 7.7 million square feet, or eight percent of the total land area.
- ii. 24% of parcels in the Town Center are also assessed as vacant.
- iii. Champlain Centre Mall has expansive underutilized parking lot space that could easily be infilled with housing and mixed use development.
- iv. Tom Miller Road also has large swaths of vacant land that is available for development.

l. Education

- i. Champlain Valley Educational Services
- ii. Beekmantown Central School District
- iii. Nearby Educational Institutions
 - 1. SUNY Plattsburgh
 - 2. Clinton Community College
 - 3. Plattsburgh City School District
 - 4. Seton Catholic Schools

m. Transportation

- i. Clinton County Transportation Buses

- ii. Proposed Sidewalk Improvements
- iii. Proposed Bike Lanes
- iv. Proposed Route 3 Mixed Use Path
- v. Nearby
 - 1. Plattsburgh International Airport
 - 2. Amtrak Station
 - 3. Lake Champlain Ferries

5. SUPPORTIVE LOCAL POLICIES

a. Town Center Smart Growth Plan

- i. Adopted as an amendment to the Comprehensive Plan December 2019
- ii. Identified opportunities for Infill Development
- iii. Created recommended design guidelines for future zoning
- iv. Suggested a Route 3 Corridor Plan for streetscape improvements
- v. Included an environmental performance analysis using NYSERDA grant funds

b. Town Center Zoning Code

- i. Adopted July 2021
- ii. Adopted Smart Growth Plan Design Guidelines and new Town Center Districts
- iii. Created a map and design guidelines for new and existing roadways
- iv. Adopted the Route 3 Corridor Plan for streetscape improvements
- v. Adopted modern stormwater and utility specifications for Town Center

c. Comprehensive Plan

- i. Adopted December 2010
- ii. Progress Report 2015
- iii. 18 out of 21 objectives have been met as of 2021
- iv. Key Accomplished Comprehensive Plan Goals
 - 1. Planned Business Parks
 - 2. Rezone Former Airport
 - 3. Allow workforce housing in business areas
 - 4. Reduce industrial zoning
 - 5. Develop Commercial Design Guidelines
 - 6. Develop Complete Streets Policy
 - 7. Open Space Protection
 - 8. Develop Environmental Education Opportunities
 - 9. Prepare a Recreation Master Plan
 - 10. Improve Waterfront Access
 - 11. Develop Town-Wide Green Initiatives
 - 12. Promote Town Historic Resources
 - 13. Promote energy efficient development
 - 14. Encourage Cooperation between City and Town
 - 15. Develop Local Waterfront Revitalization Plan
 - 16. Amend Zoning Regulations

17. Emergency Preparedness Planning

- v. Comprehensive Plan Goals that Can be Supported by the DRI
 - 1. Housing Affordability
 - 2. Senior Housing
 - 3. Infrastructure Improvements
 - 4. Gateway Beautification
 - 5. Improve Transportation Links
 - 6. Develop a Community Center
 - 7. Improve Waterfront Access

d. Complete Streets Policy

- i. Adopted August 2013
- ii. Requires all Town Highway projects to consider
 - 1. Mobility
 - 2. Access
 - 3. Connectivity
 - 4. User Diversity
- iii. Includes
 - 1. Sidewalks
 - 2. Roadways
 - 3. Pedestrian Control Signalization
 - 4. Bus Pull Outs
 - 5. Curb Cuts
 - 6. Raised Crosswalks
 - 7. Ramps
 - 8. Traffic Calming Measures

e. Clean Energy Community

- i. Designated in 2017
- ii. Awarded \$100,000 in grant funds
- iii. Funding used to purchase Electric Vehicle, LED Lighting, Variable Frequency Pump Drivers and Smart Growth Plan energy analysis

6. PUBLIC SUPPORT



a. 2019 Smart Growth Plan Public Engagement Events

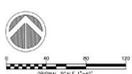
- i. Kickoff Meeting 5/7/2018
 1. 19 attendees
 2. Discussed: Increased density of housing, place-making, transportation improvements, business diversity, housing diversity, connectivity, infrastructure improvements, affordability
- ii. Visual Preference and Mapping Exercise 7/18/2018
 1. 15 attendees
 2. Discussed: need for public spaces, need for pedestrian safety, need for art, need for events, aesthetic improvements, need for greenspace and landscaping, need for connectivity, need for higher quality and quantity of housing
- iii. Stakeholders and Market Analysis 10/18/2018
 1. 10 attendees
 2. Stakeholders: support the vision, share transportation concerns, support the need for workforce housing, emphasize importance of visitors and tourism, also see opportunities for infill development, also see need for additional public spaces
- iv. Stakeholder Interviews

1. Recurring Themes: Clear Vision, Transportation Improvements, Housing Needs, Regional Tourism, Canadian Influence, Infrastructure Needs, Workforce Needs, Retail, Aging Population, Brain Drain, Public Space
2. Stakeholders
 - a. Clinton Community College
 - b. Comfort Inn
 - c. Consumer Square
 - d. Ground Round, Best Western
 - e. Perrywinkles
 - f. Rugar Park
 - g. TDC
 - h. Northeast Group
 - i. UFirst Credit Union
 - j. Clinton County Health Department
 - k. Adirondack Coast Visitors Bureau
- v. Master Plan Workshop 12/6/2018
 1. 500 invitations sent, 30+ Attendees
 2. Public Comment Topics:
 - a. Resiliency
 - b. Affordability
 - c. Complete Streets
 - d. Zoning Changes
 - e. Parks and Community Space
- vi. Master Plan Review and Design Guidelines 3/12/2019
 1. 17+ Attendees
- vii. Master Plan Review 6/6/2019
 1. 9 attendees
- b. 2021 DRI Application Public Outreach**
 - i. September 1st, 2021- Public meeting & presentation at Town Hall, 151 Banker Road. Town staff presented the DRI application opportunity to the public at an in-person event. The event was publically noticed in the local newspaper and on social media. The presentation highlighted the Town's recent planning and community development efforts and offered multiple potential projects for consideration. The event was attended by several members of the public, local media, and various Town board members and volunteers. The presentation culminated with an extended question/answer session and open dialogue among the public and staff. Presentation and public notice included in the appendices.
- c. 32 Letters of Support**
 - i. Included in the Appendices

7. TRANSFORMATIVE OPPORTUNITIES AND READINESS

a. Implementation of the Route 3 Corridor Plan (Transportation & Place-making)

- i. **Estimated Project Cost:** \$3.5 Million
- ii. **Project Description:** The portion of NYS RTE 3 traversing Town Center is the single busiest commercial corridor in Northeastern NY. The Town Center Smart Growth plan includes a Rte 3 corridor schematic which re-imagines the corridor as a pedestrian and bicycle friendly route with attractive landscaping, gateway treatments and traffic calming features that slow vehicles and enhance safety. Street trees, safe crosswalks, sidewalks, and a dedicated non-motorized multi-use path through the heart of the T5 district are the primary features of the plan.
- iii. **Applicable DRI GOALS:** Creating an active desirable downtown (Town Center) with a strong sense of place, enhancing public spaces, draw visitors, provide amenities that support and enhance town center living and quality of life, Reducing GHG emissions and creating compact, walkable development patterns with diverse transportation opportunities that promote de-carbonization.
- iv. **Applicable Town Planning Goals:** 2013 Complete Streets, 2019 Town Center Rte 3 Corridor Plan, 2019 Town Center Smart Growth Plan, 2016 Saranac River Trail Feasibility Study, 2013 Economic Strategic Plan, 2011 Recreation Master Plan



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PLATTSBURGH SMART GROWTH PLAN

Route 3 Corridor

CHAZEN PROJECT NO: 91804.00 04.19.19 Plattsburgh, New York

sp.3

b. Smithfield Boulevard Shopping District Corridor Improvements (Transportation & Place-making)

- i. Estimated Project Cost: \$1.5 Million**
- ii. Project Description:** Smithfield Blvd is the nexus point at the heart of Town Center. This street is the north-south connection between Rte 3 to Tom Miller Road. It is home to the Champlain Centre Mall, many independent small retailers, health care services, a large grocery store, hotel, several restaurants, and financial institutions. The street is lacking sidewalks for nearly half of its length and has no bike lanes or bus stops/shelters. The landscaping is primarily limited to what has been installed on private property. The Town seeks to improve the public streetscape with sidewalks, crosswalks, and bike lanes as well as install benches and street trees. Additionally, this is an ideal location for Town Center place making efforts including arched “Town Center” gateway signs and Plattsburgh-centric branding.
- iii. Applicable DRI GOALS:** Creating an active desirable downtown (Town Center) with a strong sense of place, enhancing public spaces, draw visitors, provide amenities that support and enhance town center living and quality of life, Reducing GHG emissions and creating compact, walkable development patterns with diverse transportation opportunities that promote de-carbonization, attracting new and diverse businesses providing service options for residents & visitors.
- iv. Applicable Town Planning Goals:** 2013 Complete Streets, 2019 Town Center Rte 3 Corridor Plan, 2019 Town Center Smart Growth Plan, 2013 Economic Strategic Plan, 2011 Recreation Master Plan

c. Town Center Mixed Use Commercial/Residential Anchor Development (Housing, Business/Economic Development, Place-making)

- i. Estimated Project Cost: \$7.5 Million (\$2M DRI/\$5.5M Private)**
- ii. Project Description:** in July 2021, The Town adopted new design based zoning for Town Center which accommodates more dense and diverse ranges of development, promoting the mixing of residential and commercial uses to foster livable neighborhoods and a strong sense of place. The new code also has strong design requirements to ensure development in the Town Center is attractive, designed for pedestrians, safe, and enjoyable for all users. The design standards and community features in this district are meant to attract visitors and retain residents. The Town recognizes the power of precedent when it comes to development. The Town seeks to attract a developer who is compatible with the community’s values, who will develop or re-develop within the Town Center, an appropriately scaled, mixed-use project that provides substantial housing opportunities as well as new commercial/retail/service space. The Development will adhere to the T5 district zoning standards and set the precedent for other developers, and the community at large for new projects in Town Center. This project will highlight and draw attention to the growth and community development that has occurred in Plattsburgh in recent years, and attract further investment from others.
- iii. Applicable DRI GOALS:** Creating an active desirable downtown (Town Center) with a strong sense of place, enhancing public spaces, draw visitors, provide amenities that support and

enhance town center living and quality of life, Reducing GHG emissions and creating compact, walkable development patterns with diverse transportation opportunities that promote de-carbonization, attracting new and diverse businesses providing service options for residents & visitors.

- iv. **Applicable Town Planning Goals:** 2013 Complete Streets, 2019 Town Center Rte 3 Corridor Plan, 2019 Town Center Smart Growth Plan, 2013 Economic Strategic Plan, 2017 Water & Wastewater Capital Improvements Plan



d. Plaza Blvd/Pyramid Drive Improvements (Traffic Circle & Streetscape Improvements)

- i. **Estimated Project Cost:** \$2 Million
- ii. **Project Description:** NY Highway I87, Exit 37 intersects Rte 3 at Plaza Blvd. Plaza Blvd delivers drivers to the middle of Town center at a nexus point of Smithfield Blvd, Pyramid Drive and Plaza. This location, flanked by Hannaford Grocery store , Hudson Headwaters Health Center, La Quinta Hotel, and adjacent to an 80-unit multifamily housing development still under construction, is under increasing traffic pressure. In concurrence with the housing development, Plaza Blvd is being extended to Tom Miller Road to the North. This should be open to the public in the fall of 2021. The site is already host to numerous vehicular 0.accidents yearly. The existing intersection design is not ideal. The 3-way intersection would greatly benefit from the installation of an appropriately designed traffic circle and associated pedestrian/bicycle infrastructure. It is anticipated that the road extension, pending developments, and those likely to occur in the near future will exacerbate the existing traffic concerns. The Town desires to make the necessary improvements to this location for the safety of all users. This location, due to its centrality & proximity to exit 37, make it ideal for place-making enhancements and beautification. The Town would like to place a sculpture or other public art of regional significance in this location to celebrate the areas rich history and culture.



- iii. **Applicable DRI GOALS:** Creating an active desirable downtown (Town Center) with a strong sense of place, enhancing public spaces, draw visitors, provide amenities that support and enhance town center living and quality of life, Reducing GHG emissions and creating compact, walkable development patterns with diverse transportation opportunities that promote de-carbonization.
- iv. **Applicable Town Planning Goals:** 2013 Complete Streets, 2019 Town Center Rte 3 Corridor Plan, 2019 Town Center Smart Growth Plan, 2013 Economic Strategic Plan.

e. May Currier Park Improvements, Town “Central Park” and Natural Area

i. Estimated Project Cost: \$1 Million

- ii. **Project Description:** May Currier Park is a public Town park located in the Middle of the Town Center on Tom Miller Road. It is the only park and public greenspace in the busy commercial core of Town. As the Town develops further and open space is replaced with new commercial and residential development, the demand for quality outdoor recreation opportunities and interaction with healthy natural spaces and ecosystems will ever increase. In an effort to preserve the limited public open space and enhance the value of this property for public use, the Town desires to renovate this “central” park. Enhancements could include substantial re-forestation, topographical features like berms and ponds, walking trails, mini-putt golf, unique multi-age playground equipment and beautiful places to dwell, picnic and play. The Town Parks & Recreation Department has indicated a desire to develop a “music park” themed area that encouraged the creation and enjoyment of music. The park would be enhanced to ensure accessibility by individuals of all abilities. This parcel is adjacent to a large privately owned wetland complex. The Town would seek ways to collaborate with this private partner to enhance recreation experiences and protect the wetlands. One of the Town’s public water wellheads is also located on this parcel. Protection of this resource could be enhanced through reforestation and preservation of the open space.

- iii. **Applicable DRI GOALS:** Creating an active desirable downtown (Town Center) with a strong sense of place, enhancing public spaces, draw visitors, provide amenities that support and enhance town center living and quality of life, Reducing GHG emissions and creating compact, walkable development patterns with diverse transportation opportunities that promote de-carbonization.
- iv. **Applicable Town Planning Goals:** 2013 Complete Streets, 2019 Town Center Rte 3 Corridor Plan, 2019 Town Center Smart Growth Plan, 2013 Economic Strategic Plan, 2011 Recreation Master Plan

f. Marketing Package to Brand Town Center & Attract Desired Forms of Development

- i. **Estimated Project Cost: \$150,000**
- ii. **Project Description:** Develop a data driven marketing package that will attract diverse developers and diverse development proposals that can help the Town continue to meet its Smart Growth goals through private investment. This package would include land inventory/availability analysis, market study, in-fill opportunities analysis, examples of desired development and clear explanation of how the Town’s revised zoning regulations benefit both the developer and the community. The marketing package will provide developers with workforce data and recruitment resources, list service districts and utilities available by use area, and local real property market statistics. This goal would also include developing the town’s “brand” with an emphasis on authenticity and durability.
- iii. **Applicable DRI GOALS:** Creating an active desirable downtown (Town Center) with a strong sense of place, enhancing public spaces, draw visitors, provide amenities that support and enhance town center living and quality of life, Reducing GHG emissions and creating compact, walkable development patterns with diverse transportation opportunities that promote de-carbonization, attracting new and diverse businesses providing service options for residents & visitors.
- iv. **Applicable Town Planning Goals:** 2019 Town Center Rte 3 Corridor Plan, 2019 Town Center Smart Growth Plan, 2013 Economic Strategic Plan, 2017 Water & Wastewater Capital Improvements Plan

8. AUXILLIARY OPPORTUNITIES AND SUPPORTIVE PROJECTS

- a. **Visitor/Welcome Center**
- b. **Public Art/Murals**
- c. **Bus Shelters**
- d. **Childcare**
- e. **Rugar Street Sewer Capacity**

9. ADMINISTRATIVE CAPACITY

a. Staff/Boards

i. Administration: Town Supervisor, Town Board

1. The Town of Plattsburgh Supervisor & Town Board have overseen many of the major projects that have occurred over the last several years, including both the Smart Growth Plan and Zoning, Water & Wastewater Capital Plan, Solar Local Law, Redevelopment of the former Clinton County Airport, COVID-19 Emergency Plan, Rugar-Ampersand Intersection Plan and Implementation, and most notably the ongoing planning and implementation of the \$6 million Battlefield Memorial Gateway park. This board also secured the Town's first bond rating in over 20 years which was AA3. The Town Board has proudly not shied away from complex projects or investing heavily in critical planning. The Town Supervisor is an Executive Board Member of the New York Association of Towns and the Chair of the Clinton County Supervisor's Association. In collaboration with the Planning and Community Development Department, the Town Board has also elected to retain a recurring two-year service contract with several planning and engineering firms, which has greatly increased the Town's planning agility and allowed for rapid progress in preparing for major projects. The Town Board recognizes the need to take a comprehensive approach to managing the town and addressing community needs.

ii. Planning & Community Development: Sr. Planner, Planner, Secretary, Planning Board

1. With a combined 24+ years of land use and community development planning experience, the Town of Plattsburgh Planning and Community Development Department has a distinct track record of successful and efficient project management and project review. This department has conducted review of all of the plans and zoning amendments that have occurred over the last decade. Planning & Community Development is responsible for the initiation, development and implementation of the Town's comprehensive plan and supplemental plans that comprise the Town's development and conservation strategy. They are also responsible for site plan and subdivision review in concert with the Planning Board. This department has managed more than \$585,000 in grant funds over the last 5 years, and reviewed more than 490 development projects since 2015. The Planning & Community Development Department has also successfully implemented the following projects: Hometown Heroes, Unlock the Parks, Holiday Lighting Contest, Battlefield Memorial Gateway, T.O.P. Dog Contest, Clean Energy Community Designation, Saranac River Trail Greenway Extension, LaPierre Lane Riverway Park, Smart Stones, Saranac River Run Mini Triathlon, and Home of the Michigan celebration. A DRI award would be primarily managed by the Planning & Community Development Department.

iii. Codes and Zoning: 3 Codes Enforcement Officers, Secretary, Zoning Board of Appeals

1. The Codes and Zoning Department has a combined 40+ years of experience in Codes and Zoning Enforcement. They review and inspect a diverse array of development ranging residential accessory structures to major industrial

manufacturing plants. This department is responsible for reviewing building design and permits, inspection of new and existing properties, fire code enforcement, zoning code enforcement, as well as staff support to the Zoning Board of Appeals. The ZBA reviews applications for variances. The Codes and Zoning Department works very closely with the Planning and Community Development Department to ensure that development in Plattsburgh is safe, efficient, and successfully completed. This includes Pre-Application meetings with developers, site inspections, and project reviews.

iv. Water and Wastewater: Superintendent, Deputy Superintendent, Administrators, Operators

1. The Water and Wastewater Department is a regional water supplier, providing high quality drinking water to the towns of Plattsburgh, Schuyler Falls, and Beekmantown. The Town also shares emergency interconnections with the City of Plattsburgh. Perhaps the most robust department in terms of staff is the Water and Wastewater Department with a combined 50+ years of experience, and extensive knowledge of the Town's system and capacity. This department works closely with the Town's engineer, Laberge Group, on all capital projects. The Water and Wastewater Department leadership has overseen \$13 million dollars of capital investment over the last ten years. The Town is a regional water supplier, providing high quality drinking water to the towns of Schuyler Falls and Beekmantown. The Town also shares emergency interconnections with the City of Plattsburgh.

v. Business Office: Finance Manager, Senior Account Clerk, Account Clerk

1. While the other departments managed the logistics and implementation of dozens of projects, the Business Office has managed the tens of millions of dollars in investment that the Town has made. The Business Office played a major role in the new Town Bond Rating, and has successfully managed the Town budget in order for the Town to continue its legacy of self-investment and planning. The Planning and Community Development Department works closely with the Business Office to ensure the successful management of our many grant projects. Both departments have experience working with DASNY, ESD, DOS, and other state grant programs.

b. Partnerships

- i. The Town of Plattsburgh prides ourselves on our ability to foster partnerships, both public and private. One is the partnership between Clinton County, TDC, and the Town of Plattsburgh to extend a new public road and utilities into the former county airport property in order to enable redevelopment of this large tract of land. Another example of partnership is between the Town and the Clinton County Board of Realtors for the application and execution of two National Association of Realtors Smart Growth grants. The Town also recently partnered with the City of Plattsburgh to create the City-Town Compact that outlines a mutually beneficial boundary line adjustment as well as the potential for shared services and programs. The Town of Plattsburgh is proud of its record of successful community collaboration.

10.OTHER

a. Proposed Representation for the Local Planning Committee

- i. Town of Plattsburgh
- ii. City of Plattsburgh
- iii. TDC
- iv. North Country Chamber of Commerce
- v. Clinton County Board of Realtors
- vi. Clinton County Economic Development
- vii. Clinton County Health Department
- viii. SUNY Plattsburgh
- ix. CV-TEC
- x. Clinton Community College
- xi. Hudson Headwaters Health Network
- xii. Northeast Group/ MHAB
- xiii. Clinton County Department of Social Services
- xiv. Town Center Business Owners
- xv. Town Center Property Owners
- xvi. UFirst Federal Credit Union
- xvii. United Way of the Adirondack Region
- xviii. Plattsburgh Housing Authority
- xix. Champlain Centre Mall/Pyramid
- xx. Plattsburgh YMCA