



Regional Economic Development Councils



North Country Downtown Revitalization Initiative: Plattsburgh Awards



Office of Planning
and Development



Homes and
Community Renewal

Project Name	Project Description	Award
Durkee Street Site	Durkee Street Mixed-Use Development. Redevelop the centrally-located Durkee Street parking lot, increase residential and commercial activity, return the site to the tax rolls, and better connect the historic downtown with the waterfront. Development of the site will be accomplished through a public – private partnership, and may include approximately 45 residential units and almost 47,000 square feet of commercial space that will complement the character of downtown Plattsburgh. Develop the Durkee Street Site in partnership with a private developer.	\$4,300,000
Food Incubator	Create a small, “pop-up” or temporary kitchen and retail space connected to the resources and business expertise of the North Country Food Co-Op. The incubator will support new or growing prepared food businesses downtown by providing easy connections to the shared commercial kitchen and equipment, as well as access to a base of potential customers already patronizing the Co-Op. This project would create a small, “pop-up” or temporary kitchen and retail space connected to the resources and business expertise of the North Country Food Co-Op.	\$30,000
Shared Commercial Kitchen	Create a commercial kitchen space to support Plattsburgh's small food businesses and professionals to cook, process, and package food and bakery products. Suitable space will be located, renovated, and fit out with kitchen and commercial equipment for use by local organizations, farms, and others.	\$175,000
Riverfront Access	Improve riverfront access at key points to strengthen the connection to downtown, increase recreational opportunities, and highlight Plattsburgh's natural assets. Improvements will include the creation of a continuous Riverfront Walk, upgrades to MacDonough Park, creation of a new overlook that projects out into the river, and a kayak launch to create a formal access point to the river and provide room for a kayak service.	\$1,600,000
Dock Street Waterfront District	Prepare materials to invite private development in the Downtown Waterfront District. An RFEI/RFP will be issued to invite developers to propose new uses for the Dock Street Waterfront District that will connect residents and visitors at the waterfront with the city's historic core and that align with economic and community objectives in the DRI Strategic Investment Plan.	\$290,000
Downtown Streetscape Improvements	Improve the Downtown streetscape and pedestrian experience with investments to key streets and walkable areas. The project includes design and construction of streetscape improvements on five streets within the downtown, development of protected pedestrian and bike access on Veteran's Memorial Bridge which connects downtown Plattsburgh to neighborhoods on the east of the Saranac River, and transformation of an underutilized open space into an active downtown park.	\$1,300,000
Fund for Downtown Residential, Retail and Hotel Improvements	Provide a grant fund to incentivize downtown development and rehabilitation. Grants will be targeted at upper floor residential and commercial/hotel development, façade improvements, retail space redevelopment, and small business support.	\$1,000,000
Strand Center for Art & Innovation	Develop an Art & Innovation Studio at the Strand Cultural Center. Provide the physical space for students, creative entrepreneurs, and other community members. Install equipment and software that will encourage experimentation and support educational programming across multiple disciplines.	\$495,000
Marketing, Branding & Signage Strategy	Implement a cohesive marketing, branding and signage strategy. Targeted downtown marketing will strengthen Downtown Plattsburgh's identity and visibility, and improved wayfinding and signage will draw attention to historic and cultural assets, as well as visitor amenities.	\$250,000
Strand Center Capital Improvements, Marketing & Branding	Fund capital improvements at the Strand Center Theatre, and support strategic marketing and advertising efforts. A variety of indoor projects will be undertaken to complete restoration needed to increase the theater's ability to accommodate a variety of high quality live performances and increase the number of visitors it attracts to downtown Plattsburgh. Support for marketing and advertising materials will help build the Strand Center Theatre's audience.	\$260,000



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A Division of Empire State Development