



Downtown Revitalization Initiative City of Plattsburgh

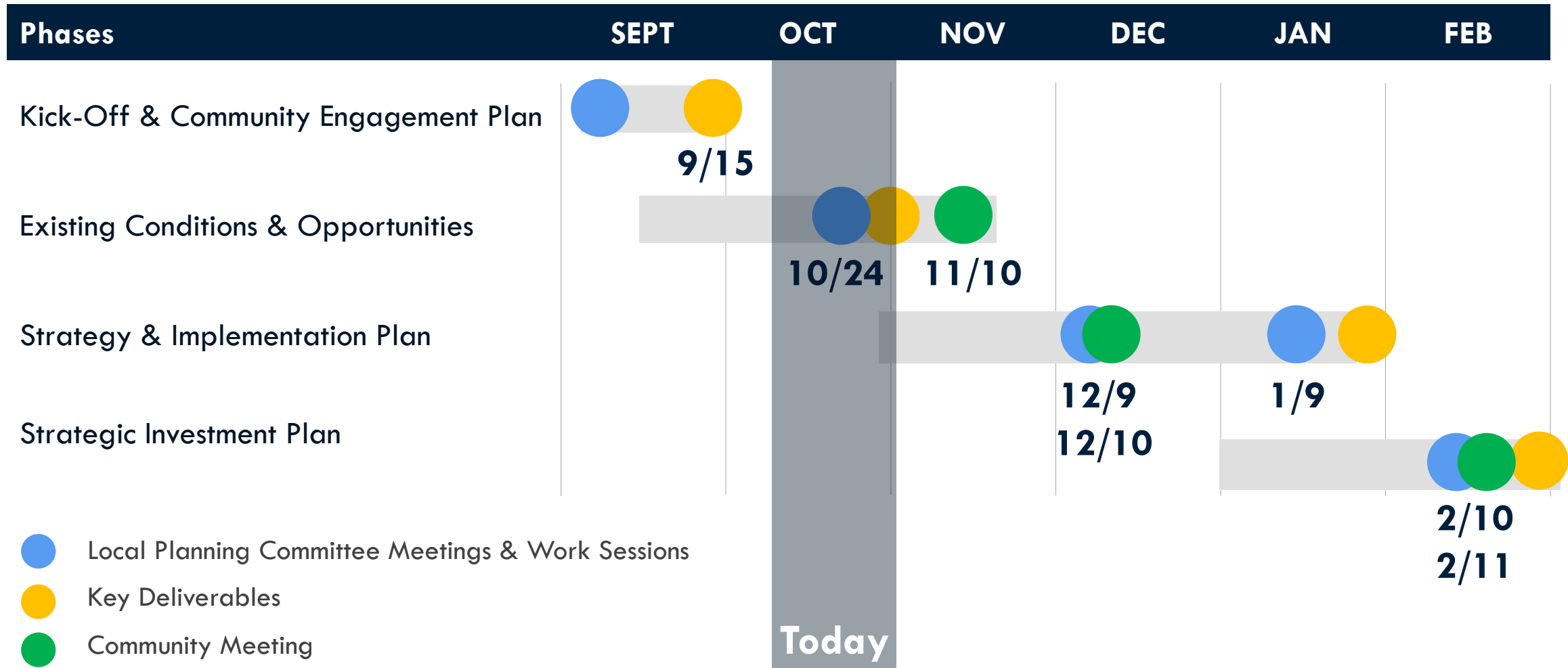
Local Planning Committee Meeting #2 | October 24, 2016

Agenda

1. Announcements
2. Overview & Context
3. Downtown Profile, Vision, Goals & Strategies
4. Potential Project Categories
5. Discussion
 - Vision
 - Goals & Strategies
 - Project Categories
 - Evaluation Criteria



DRI Work Plan & Timeline



Upcoming DRI Events and Meetings



Public Meetings

- November 10th – Plattsburgh Public Library 5:30PM
- December 10th – TBD
- February 11th – TBD

Local Planning Committee Meetings

- December 9th – TBD
- January 9th – TBD
- February 10th – TBD

Movie Nights and Community Discussion

- “Urban Century: America Returns to Main Street”
- Strand Theatre (11/4) SUNY Plattsburgh: Yokum Hall (11/14)

Intercept Surveys and Outreach

- General Public and Families
- SUNY Plattsburgh Students and Alumni

Agenda

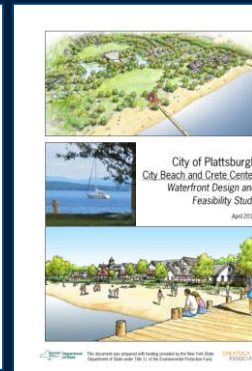
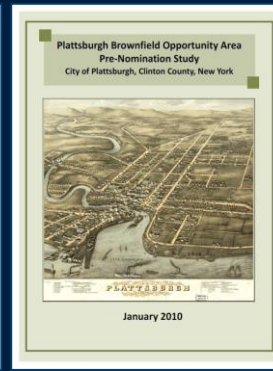
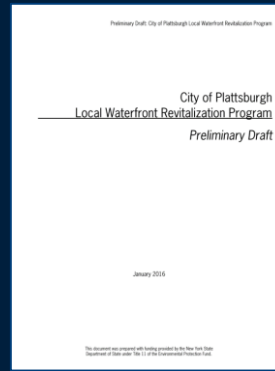
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Previous plans provide the foundation for a Downtown Profile that will establish a common baseline for evaluating priority projects to receive DRI funding.

Downtown Revitalization Initiative

- Previous Planning Efforts
- Data Collection
- Interviews
- Public Outreach



Downtown Profile

While the focus for DRI is on Downtown Plattsburgh, context from the City and Town, Clinton County, and broader North Country region will guide DRI investment opportunities.



The ambitions for a revitalized Plattsburgh are aligned with North Country REDC goals.



- Leverage the **regional gateway to Canada**
- Build on growth in **high-tech manufacturing and R&D industries**
- **Elevate the region** as a place to visit, live, work and study
- Attract and nurture **entrepreneurs through innovation**
- Use **tourism as a driver to accelerate private investment**



There are a number of organizations working to advance the future of Downtown Plattsburgh.



THE DEVELOPMENT
CORPORATION



Image Source: Getty Images

Investments in Downtown Plattsburgh support regional economic development.



Plattsburgh serves as a key node on the Adirondack tourist network that is an important part of the regional economy



The City's urban environment can attract young talent, and tomorrow's workforce



The appeal of Downtown is essential to the future growth of the region

Downtown population has grown over the past 10 years, with more households moving to the city center.



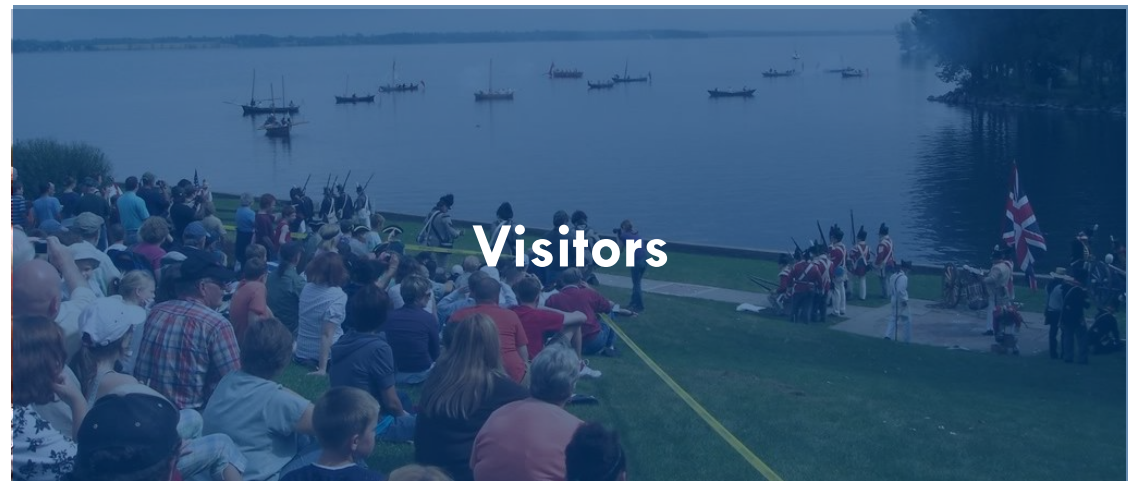
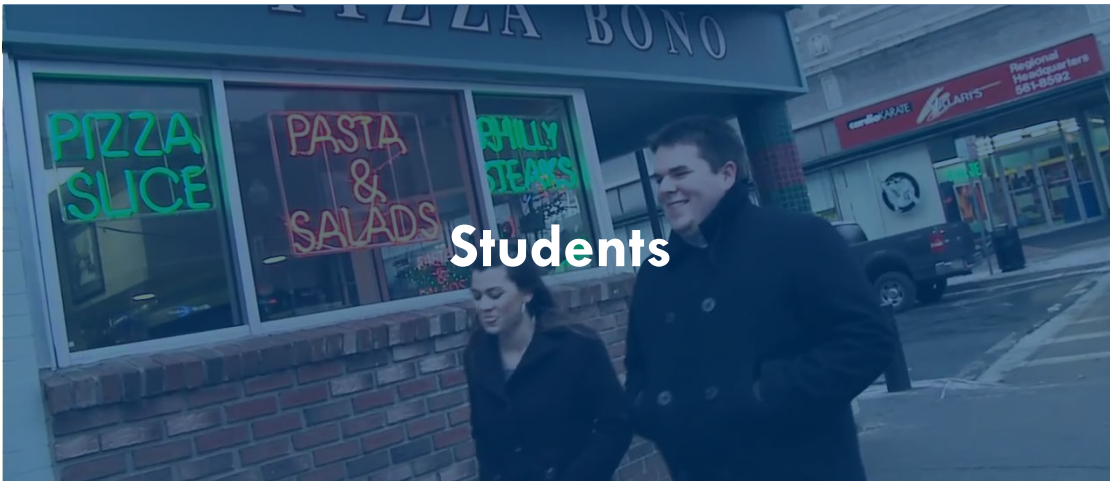
13%	-1%	0%
Downtown	City	County

34 years	32 years	40 years
Downtown	City	County

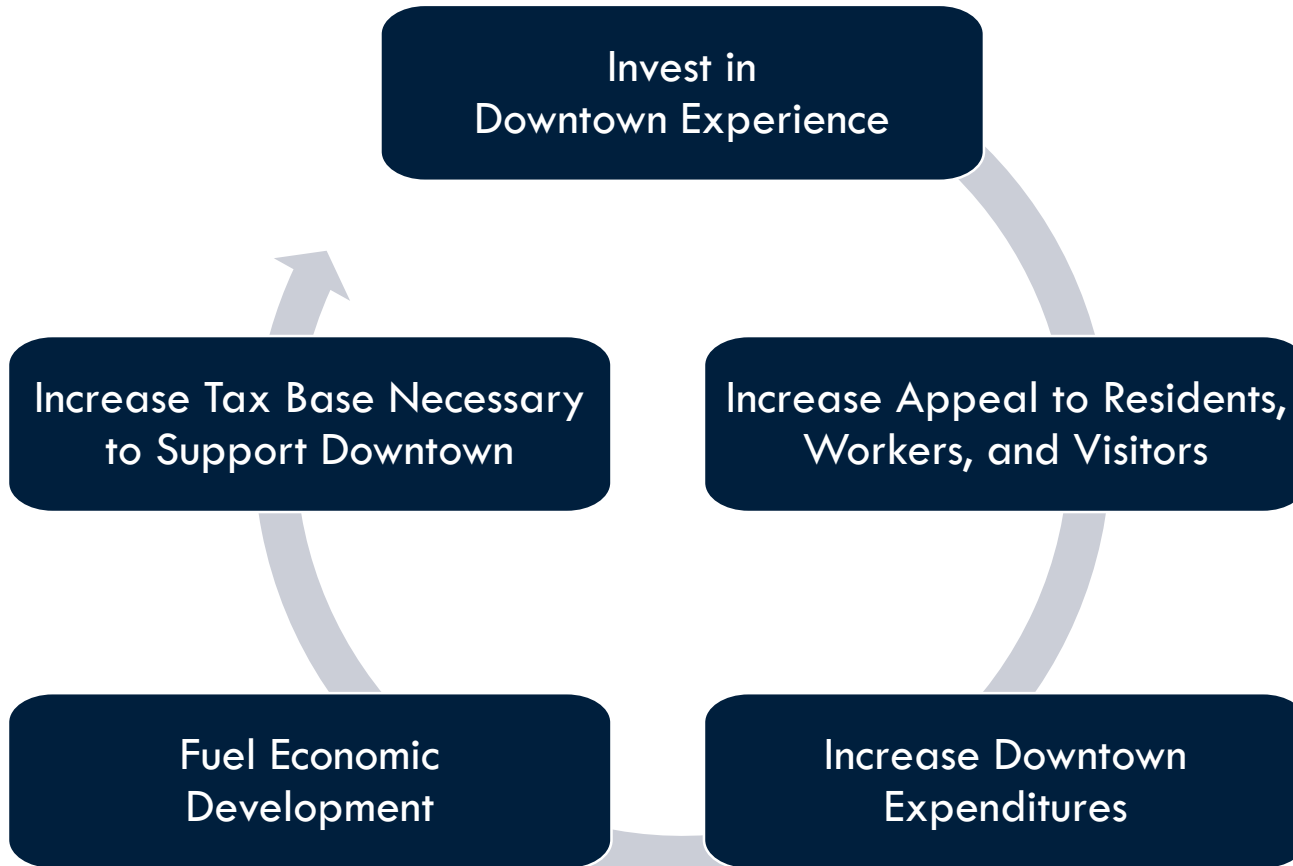
**Population growth
since 2010**

**Median
age**

Downtown Plattsburgh serves four key audiences.



Investments in Downtown catalyze economic growth.



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Proposed Vision for Downtown Plattsburgh

The Downtown Revitalization Initiative will promote investment that fosters Downtown Plattsburgh's educational, cultural, artistic, recreational, dining, and retail opportunities - and will link existing local and regional assets to enhance the downtown experience for residents, workers, students and visitors.

- Based on 2015 Local Waterfront Revitalization Program

Plattsburgh Downtown Revitalization Initiative Goals

Strengths & Challenges	Major Assets are Disconnected	Historic Fabric but High Vacancy	Regional Economic Center with Limited Downtown Workforce
Goals	CREATE A VIBRANT DOWNTOWN THAT ENHANCES THE EXPERIENCES OF MULTIPLE AUDIENCES	PROVIDE DIVERSE HOUSING & SHOPPING OPTIONS	ATTRACT AND RETAIN BUSINESSES AND JOBS WHICH SUPPORT ECONOMIC DEVELOPMENT

Major Assets are Disconnected

Plattsburgh is home to many significant cultural, historical, recreational, environmental, and community assets, but has limited interconnectivity.



As a community with extraordinary historical significance, the City of Plattsburgh's Downtown is home to major regional assets.



1. City Hall
2. MacDonough Monument
3. Trinity Episcopal Church
4. Old Court House
5. Margaret Street
6. First Baptist Church
7. Charles Durham House
8. Strand Center for the Arts
9. Strand Center Theatre
10. First Presbyterian Church
11. Hayes Homestead
12. St. John's Roman Catholic Church
13. SUNY Plattsburgh
14. Saranac River
15. Arts Corridor
16. Plattsburgh Marina
17. Plattsburgh Boat Basin

Civic Institutions ●

Environmental/Recreational ●

Cultural and Historic Assets ●

Educational ●

The City's assets help to activate key corridors of retail and pedestrian activity.



Margaret Street

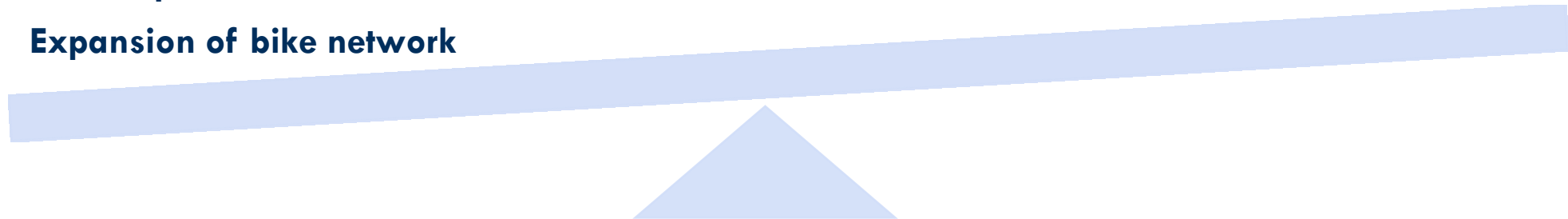
While a number of investments have been made in the public realm, Downtown Plattsburgh lacks a cohesive identity that links its assets and attractions.

Strengths

- **Compact** downtown area
- Emerging **Arts Corridor**
- Access to **Lake Champlain Waterfront**
- **Saranac Trail** will link a number of assets upon completion
- Existing **open space assets** like McDonough Park
- Improved **restaurant patios and storefront improvements**
- **Expansion of bike network**

Areas for improvement

- Long/unpleasant walking experience that **isolates Downtown from waterfront and university**
- Limited **public transportation**
- **Disconnect with Saranac Riverfront**
- Vacant parcels and underutilized space Downtown
- **Discontinuous retail corridors**



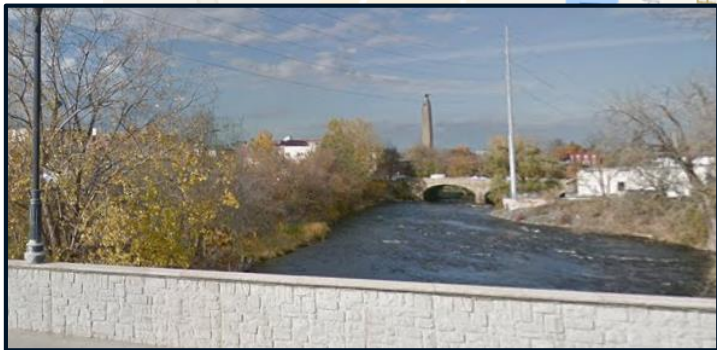
The activation of the waterfront could catalyze development and create opportunities for Downtown if significant barriers are addressed.



Distance and Lack of Commercial Activity



Treatment Plant



Limited Riverfront Access



Train Tracks

Barriers between Downtown and Waterfront

- The **distance** of the waterfront and the marina to the downtown, coupled with the **lack of continuous activation, wayfinding, or commercial activity** limit awareness and connectivity
- **Train tracks** create an infrastructural barrier
- The **wastewater treatment plant's** aesthetics and odor deter potential visitors from extending stays along stretches of waterfront

Vacant land and parking lots in the central corridor disrupt Downtown activation and the pedestrian flow.

12 Vacant Land parcels
+
Durkee Street Parking Lot
Dock Street Parking Lot
Marina Parking Lot





DRI STRATEGIES

- Provide activities that appeal to residents, workers and visitors
- Strengthen a cohesive identity
- Leverage and connect to the waterfront

Historic Fabric, but High Vacancy

High rates of vacancy & disinvestment paired with a small downtown residential population impede the restoration of Plattsburgh's unique historic urban fabric.



Downtown contains historic buildings; but owners, residents, and developers struggle with an aging housing stock that is expensive to maintain with a limited market for renovations.

50%

Downtown residents qualify as
“rent-burdened”

35%

Downtown apartments
built before 1940

- Condition of housing stock can require \$15k-\$30k per unit to renovate.
- With rents steady at ~\$800/month, property owners struggle to finance repairs.
- There is very limited stock available for residents seeking larger, newer apartments

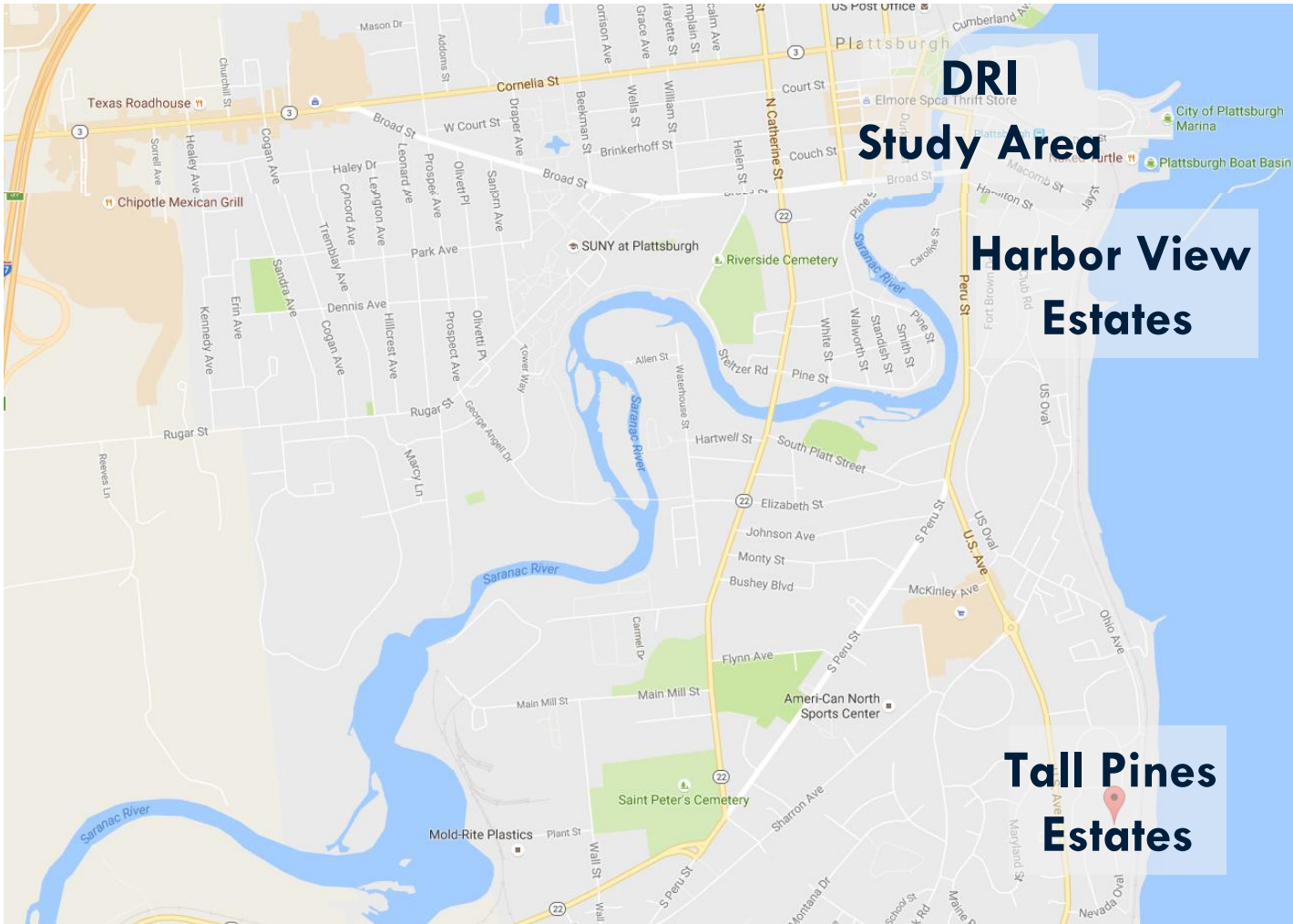


Clinton Street



Catherine Gardens

Downtown residential opportunities must compete with nearby new construction – often targeted at the higher end of the market.



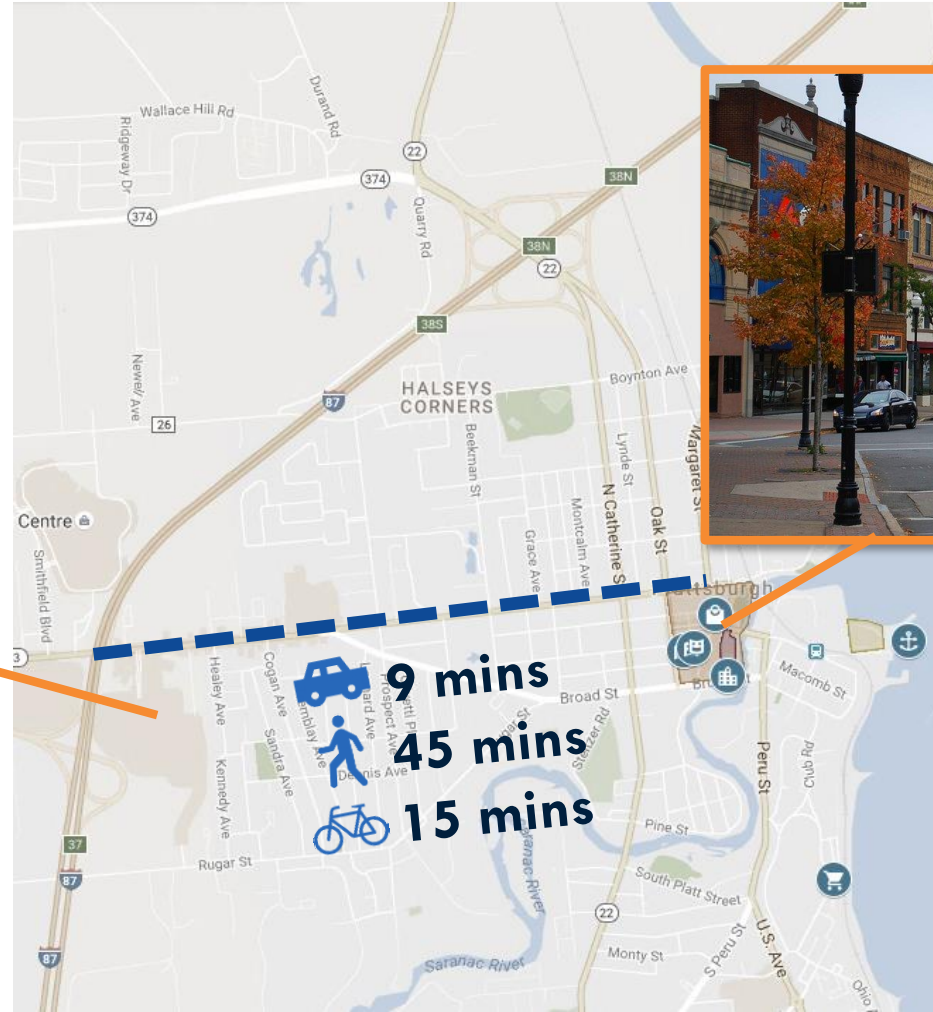
Harbor View – 54 Units; \$1,800/mo



Tall Pines Estates – 56 Units; \$1,500/mo

Suburban, auto-oriented retail near the highway is a source of competition for Downtown stores and businesses.

- Convenient to commuters
- Easy parking
- Known brands
- Big-box value appeal



- Lack of 7-day customer base
- Lack of foot traffic
- Regional competition

Unique retail offerings can be competitive, and may offset the impact of low Downtown rents that make renovation challenging and have left many storefronts vacant.



\$10/GSF

Typical Downtown
storefront rent

\$15/GSF

Required Spending for
New Construction

- The Downtown has **~60 small businesses**, representing a variety of food/beverage and boutique shopping options
- **Specialty retailers**, such as the Food Co-Op, have proven successful and there are opportunities for entrepreneurs if well-managed.

Future retail growth can appeal to a wide variety of audiences, including students and tourists who are major spending forces in Plattsburgh.



8,000+

**Students at SUNY Plattsburgh and Clinton
County Community College**

>\$60M

total annual student expenditures

Source: Regional Impact of the State University of New York (SUNY) Plattsburgh 2013-2014
DRI Application; ACVB Visitor Survey
HR&A Advisors, Inc.



\$128M+

**Clinton County tourism
spending (2015)**

\$1,450

**average
per visitor spending**



DRI STRATEGIES

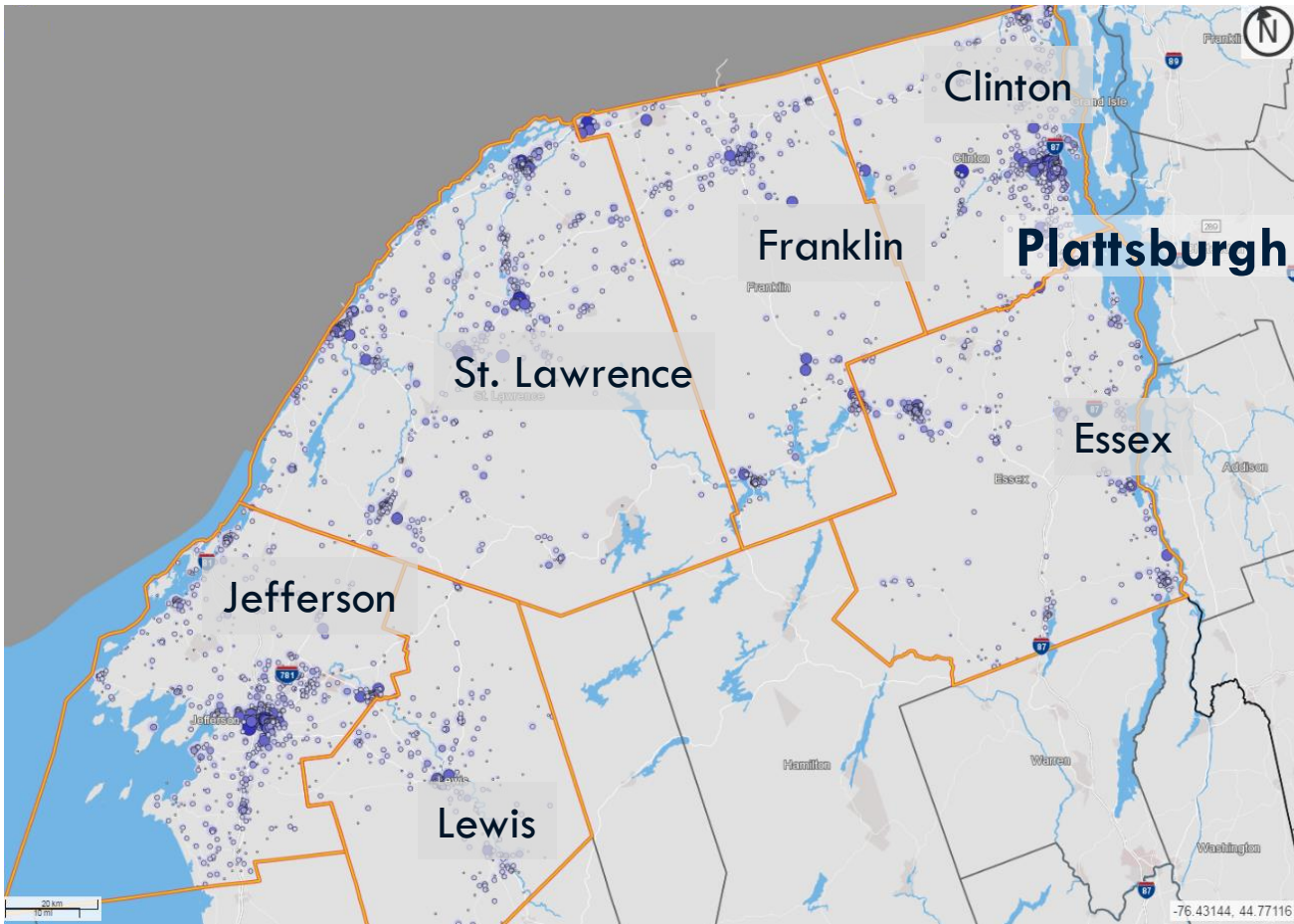
- Support investment in existing residential assets to preserve historic character
- Support investment in existing retail to improve occupancy and diverse offerings
- Leverage underutilized assets to produce new residential and retail products

**Regional Economic Center, but
Limited Downtown Workforce**

*Plattsburgh stands as the heart of the
region's economy, but growing sectors
are not located in the Downtown*



Within the North Country, the City of Plattsburgh is one of the largest employment centers.



~45%
Clinton County jobs

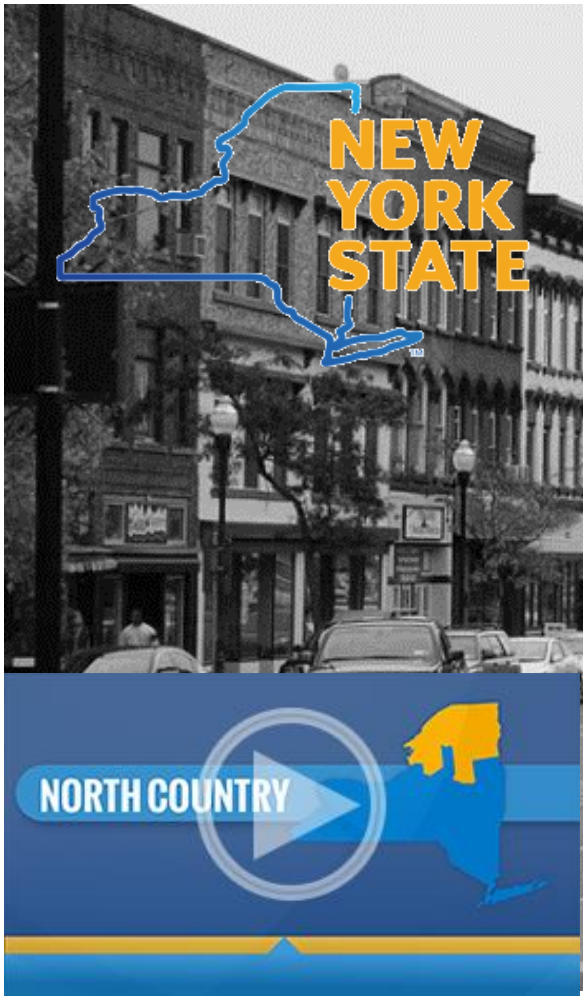
10%
jobs in the North Country

- 1 - 4 Jobs
- 5 - 58 Jobs
- 59 - 293 Jobs
- 294 - 925 Jobs
- 926 - 2,259 Jobs

Source: LEHD On the Map

HR&A Advisors, Inc.

Plattsburgh economic growth aligns with regional goals developed by the North Country Economic Development Council.



- Build on growth in the **aerospace, transit equipment, defense, biotech, energy, and manufacturing industries**
- Leverage our **gateway to Canada**, the nation's largest trading partner, to lead the State in global investment
- **Attract and nurture entrepreneurs** through innovation to catalyze the highest per capita rate of small business start-ups and expansions in the state
- **Invest in community development infrastructure** that expands opportunities and capacity

In greater Plattsburgh, recent investments and expansions have bolstered established sectors and may provide additional employment opportunities for residents.



MANUFACTURING

- **High tech manufacturing** investments have brought high-wage jobs to Plattsburgh:
 - **Bombardier Transportation:** 250 jobs (expansion in progress)
 - **Mold-Rite Plastics:** 350 jobs (current)
 - **Norsk Titanium:** ~400 jobs (planned)
 - **Schluter Systems:** \$20m investment in expansion of facilities (planned)



HEALTHCARE

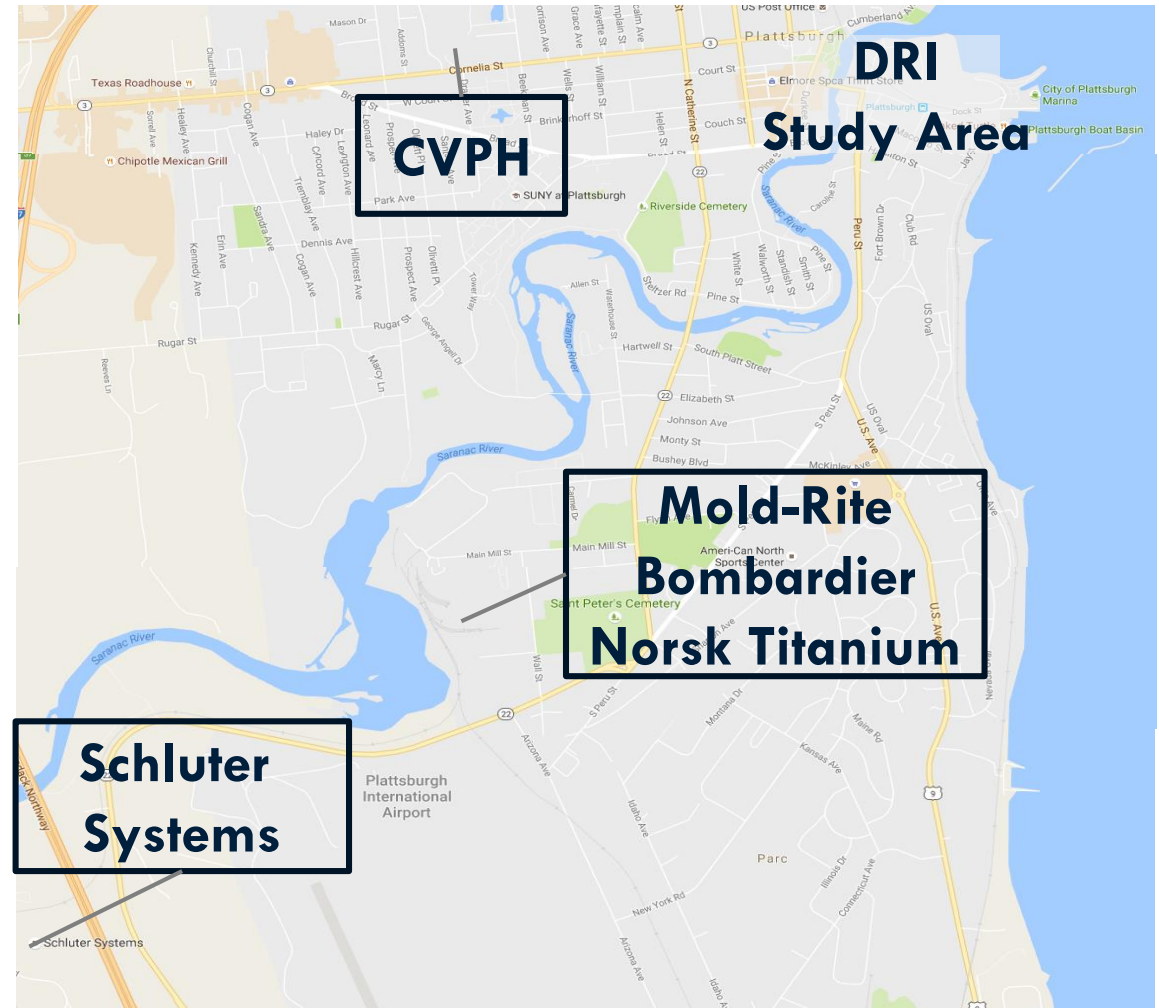
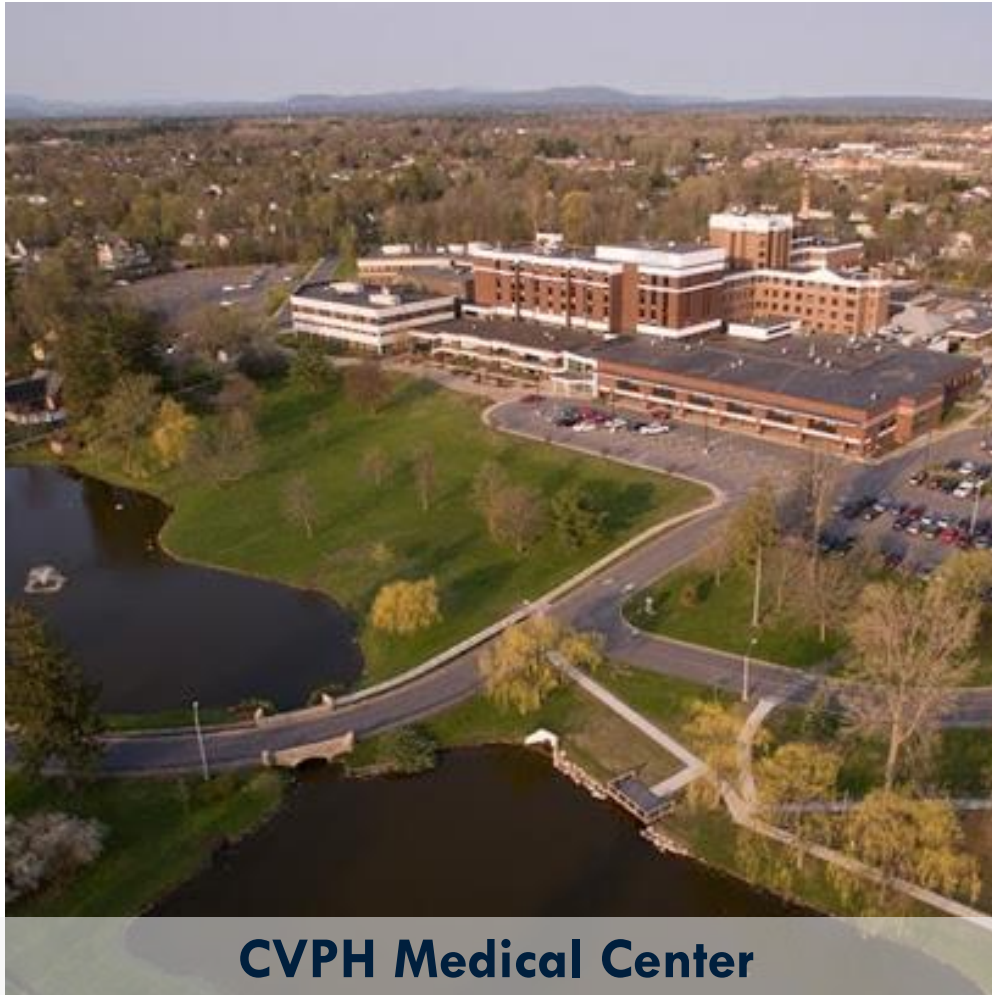
- **CVPH Medical Center, employing over 2,500 workers**, is now part of University of Vermont Healthcare Network, which has created **a new residency program for Plattsburgh Hospital.**



TOURISM

- A newly constructed **Hampton Inn** and **New Fairfield Marriott** that is under construction provide regional competition to Burlington, VT
- Investment in the **Strand Theatre** has bolstered Downtown's cultural capital

Growth industries, including health care and office space for high-tech manufacturing, have required larger floorplates or higher quality spaces.

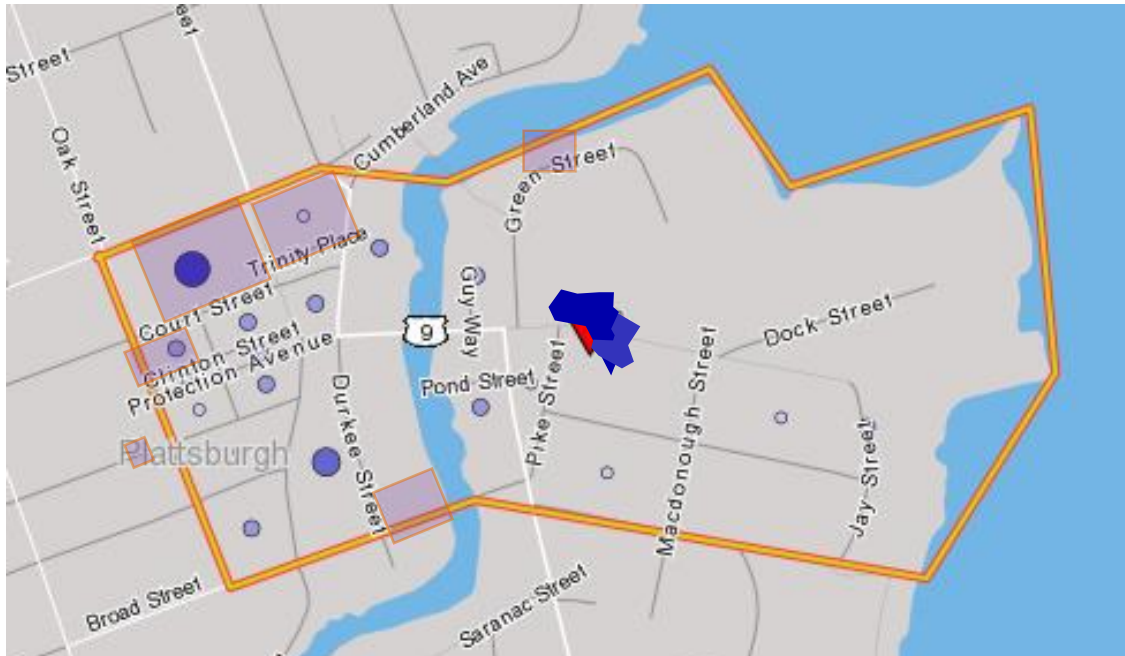


Downtown Plattsburgh has not seen any recent deliveries of new office space, which may reflect a mismatch of regional dominant industries to available space.

- Many Canadian-based companies moving to the region **keep headquarters and back-office support functions in Canada**, and require only a small office-using presence that can be accommodated at manufacturing facilities.
- **There have been no new recent office deliveries in the downtown**, and local stakeholders have commented that a lack of quality office space stems demand for new space Downtown associated with high-tech manufacturing.



1,800 downtown workers are largely concentrated in the public administration and education sectors. The majority of Downtown workers commute into the City from nearby.

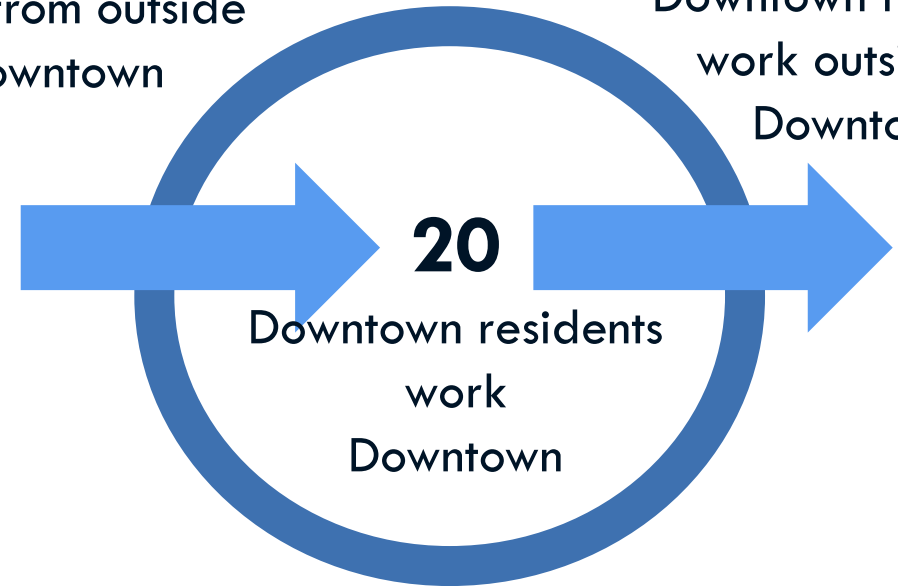


Downtown clusters of employment

- Public administration facilities
- 1 - 2 Jobs
- 3 - 23 Jobs
- 24 - 113 Jobs
- 114 - 357 Jobs
- 358 - 871 Jobs

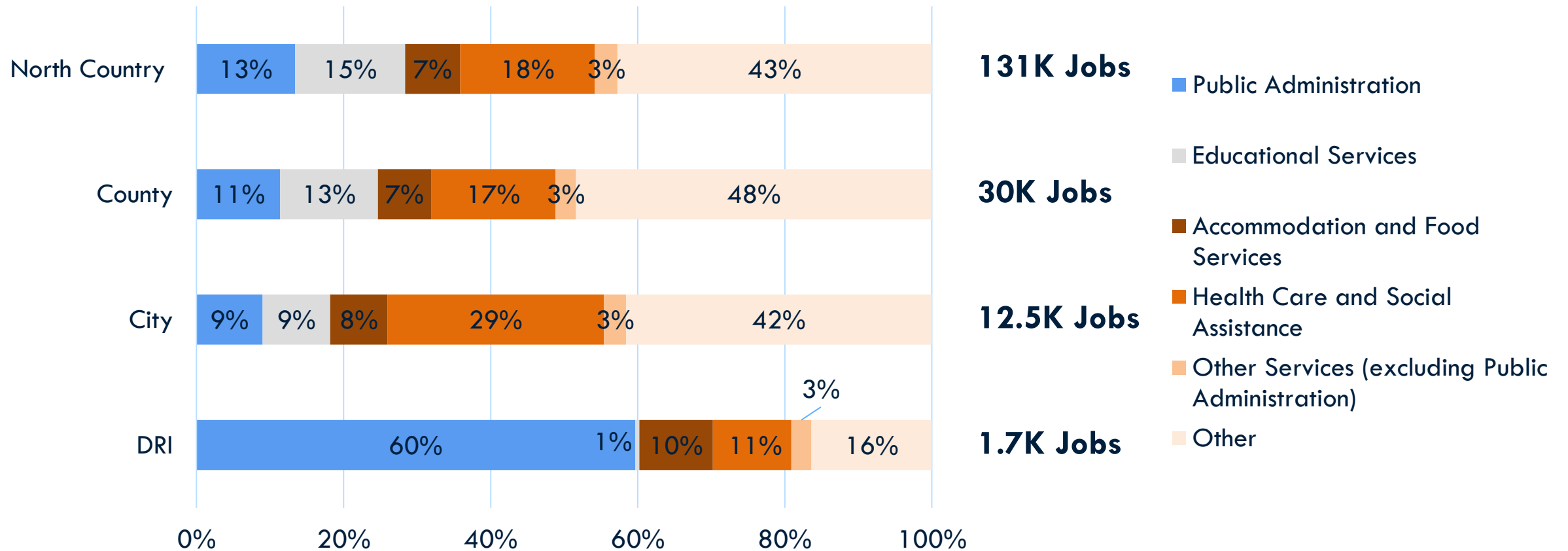
1,700+
workers from outside
of Downtown

410
Downtown residents
work outside of
Downtown



Downtown employment sectors differ from the surrounding region and are dominated by public administration – providing opportunities for future diversification.

Industry Share by Study Area



Educational investments that support the development of a talent pipeline can improve student retention and attract the next wave of high-wage jobs.



- **Clinton Community College** (Clinton) will receive \$12.7 million in state funding as part of the SUNY 2020 Challenge Grant Program to construct the **Advanced Manufacturing Institute (AMI)** on college's main campus.



- New and expanding businesses can locate in StartUp NY zones and operate **100% tax-free for 10 years.**
- **8,000 SF of office space on the SUNY Campus** has been made available for StartUp NY
- Other properties at the **Plattsburgh International Airport** and throughout **Clinton County** may be StartUp NY Zones.



**ATTRACT AND RETAIN
BUSINESSES AND JOBS
WHICH SUPPORT
ECONOMIC
DEVELOPMENT**

DRI STRATEGIES

- Support regional job growth strategies that attract business downtown
- Provide quality space downtown suited to today's employers

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CREATE A VIBRANT DOWNTOWN THAT ENHANCES THE EXPERIENCES OF MULTIPLE AUDIENCES

STRATEGIES

- Provide activities that appeal to residents, workers and visitors
- Strengthen a cohesive identity
- Leverage and connect to the waterfront
- Support connectivity between existing cultural and natural assets with trails, bike paths, bridges, wayfinding and signage
- Create distinct arts, government, waterfront districts
- Increase local programming & quality of open space
- Improve streetscape
- Invest in new gateways and attractions (City Marina, Strand)
- Mitigate Wastewater Treatment Plant
- Create downtown wifi hotspots

Blue Collar PROVIDE DIVERSE HOUSING & SHOPPING OPTIONS

STRATEGIES

- Support investment in existing residential assets
- Support investment in existing retail
- Leverage underutilized assets to produce new residential and retail products
- Develop Durkee Street lot into mixed-use City Center
- Expand funding to help subsidize additional redevelopment of existing housing and retail stock
- Support and expand local institutions (e.g. Food Co-Op)
- Build funding partnerships with local and State organizations

ATTRACT AND RETAIN BUSINESSES AND JOBS WHICH SUPPORT ECONOMIC DEVELOPMENT

STRATEGIES

- Support regional job growth strategies that attract business downtown
- Provide quality space downtown suited to today's employers
- Partner with SUNY, local employers to create business pipelines to retain student talent
- Invest in flexible, coworking and incubator spaces to support local entrepreneurs
- Develop commercial marketing strategy to attract businesses and headquarters

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Discussion - Vision

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- Based on 2015 Local Waterfront Revitalization Program

Discussion – Goals and Strategies



CREATE A VIBRANT DOWNTOWN

- Provide activities that appeal to residents, workers and visitors
- Strengthen a cohesive identity
- Leverage and connect to the waterfront



PROVIDE DIVERSE HOUSING & SHOPPING OPTIONS

- Support investment in existing residential and retail assets
- Leverage underutilized assets to produce new residential and retail products



ATTRACT AND RETAIN BUSINESSES AND JOBS

- Support regional job growth strategies that attract business downtown
- Provide quality space downtown suited to today's employers

Discussion – Potential Project Categories



CREATE A VIBRANT DOWNTOWN

- Support connectivity between existing assets
- Create downtown districts
- Increase local programming & quality of open space
- Improve streetscape
- Invest in new gateways and attractions
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PROVIDE DIVERSE HOUSING & SHOPPING OPTIONS

- Develop Durkee Street lot into mixed-use City Center
- Support redevelopment of existing housing and retail stock
- Support and expand local institutions
- Build funding partnerships with local and State organizations



ATTRACT AND RETAIN BUSINESSES AND JOBS

- Create business pipelines to retain student talent
- Invest coworking and incubator spaces
- Develop commercial marketing strategy

At our next meeting, potential projects will be evaluated in greater detail across a matrix of considerations.

Potential Categories

Impact



- Alignment with strategic goals
- Economic, employment, and fiscal benefits & catalytic potential

Cost



- Total funding need
- Ability to leverage other public and private funds

Feasibility



- Project viability
- Timeframe for implementation
- Clarity and capacity of responsible implementation entities

	Project 1	Project 2	Project 3
Impact	○	◐	●
Cost	◑	◐	◐
Feasibility	●	●	◐

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Join us for the first Downtown Revitalization Initiative
COMMUNITY MEETING

5:30 - 7:00 pm

*Share Your Vision
for Downtown!*

Thursday, November 10th

Plattsburgh Public Library
19 Oak Street
Plattsburgh, NY 12901

