



Downtown Revitalization Initiative City of Plattsburgh

Project Kickoff | September 15, 2016

Agenda

1. Welcome
2. Introductions
3. **Downtown Revitalization Initiative**
 - Overview
 - Goals & Outcomes
 - LPC & Consultant Roles
4. **Project Context & Goals**
 - City Overview
 - Existing Efforts & Plans
 - DRI Application Priorities
 - Key Questions
5. Work Plan
6. Community Engagement Strategy
7. Discussion & Next Steps
8. Public Comment



Agenda

1. Welcome
2. Introductions
3. **Downtown Revitalization Initiative**
 - Overview
 - Goals & Outcomes
 - LPC & Consultant Roles
4. **Project Context & Goals**
 - City Overview
 - Existing Efforts & Plans
 - DRI Application Priorities
 - Key Questions
5. Work Plan
6. Community Engagement Strategy
7. Discussion & Next Steps
8. Public Comment

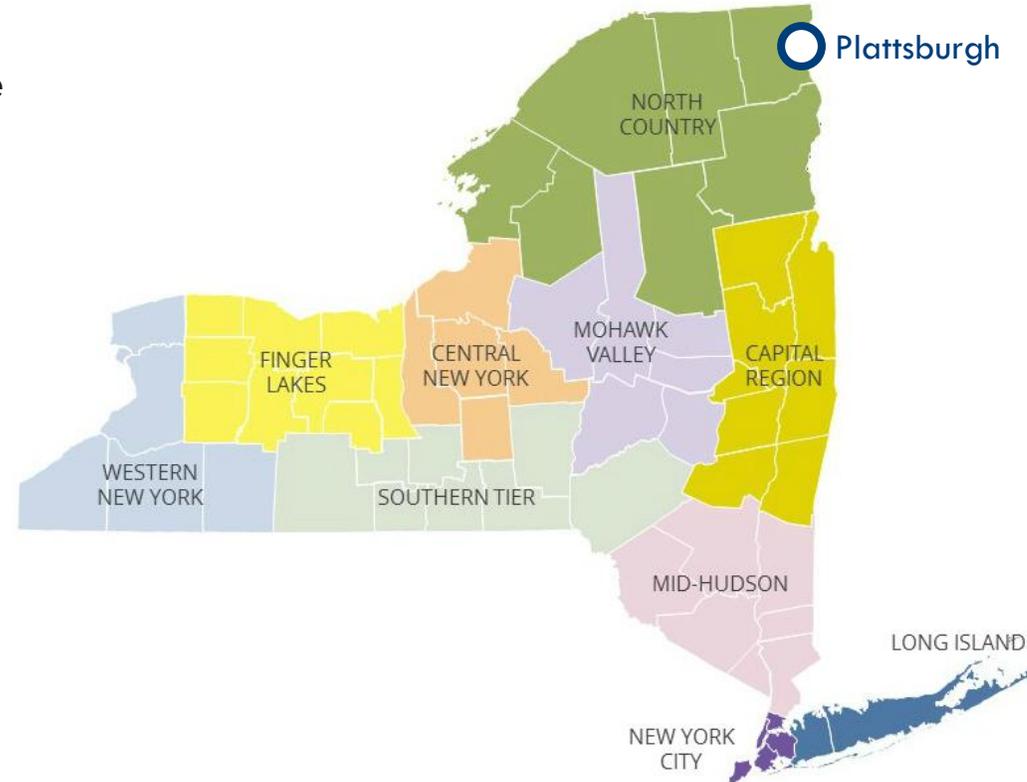


Downtown Revitalization Initiative: Overview

New York State's **Downtown Revitalization Initiative (DRI)** seeks to “transform communities ripe for development into **vibrant neighborhoods where the next generation of New Yorkers will want to live, work, and raise a family.**”

Selection Criteria

- Physical features that promote a livable, mixed-use downtown.
- Recent or impending job growth.
- Ability to leverage additional public and private investment.
- Commitment from local leaders.



DRI leverages years of local planning and visioning to advance strategic investments in the downtown core.

DRI allocates **\$10 million** to support the implementation of catalytic investment projects in Downtown Plattsburgh and the development of a longer-term strategy that will attract additional public and private investment to support downtown revitalization.



Downtown Revitalization Initiative: Project Leadership

Plattsburgh Local Planning Committee

First Name	Last Name	Title	Organization
John	Ettling	REDC representative; President	SUNY Plattsburgh
James	Calnon	Mayor	City of Plattsburgh
Keith	Tyo	Assistant to the President	SUNY Plattsburgh
Paul	Grasso	REDC Representative; President & CEO	Development Corporation
Victoria	Duley	Member	Development Corporation
Amy	Bonn	Owner	Finch Network Consulting
Rodney	Brown	Director of Planning	Clinton County Planning Dept.
Michael	Cashman	Supervisor	Town of Plattsburgh
Neil	Fesette	Broker and Owner	Fesette Realty, LLC
Katelyn	Imhoff	President	Downtown Business Association
Kristy	Kennedy	Vice President for Marketing	North Country Chamber of Commerce
Kim	Manion	Owner	Local business
Harry	McManus	Chairman	Clinton County Legislature
Leigh	Mundy	Chair	Strand Theater
Sam	Pirofsky	Owner	Ashley's Furniture
Karen	Stehlin	Regional Director	Small Business Development Ctr.
Jeremiah	Ward	Treasurer, Project Manager	North Country Food Co-op
Paul	DeDominicas	Community Development Director	City of Plattsburgh

State of New York

	Department of State	Andrew Labruzzo & Barbara Kendall
	Homes and Community Renewal	Crystal Loffler
	Empire State Development	Stephen Hunt & Erin Hynes
	Department of Labor	June O'Neill
	Governor's Office of Regional Affairs	Jeffrey Farrell

Consultant Team

HR&A Advisors + Partners

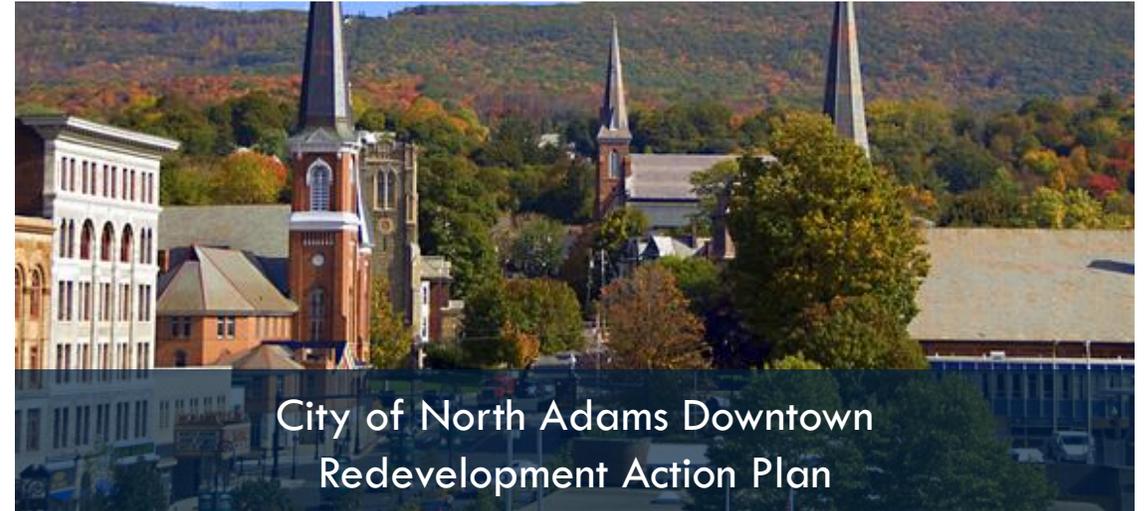
Downtown Revitalization Initiative: Consulting Team



HR&A and our partners specialize in priming revitalization concepts for implementation through planning and analysis.



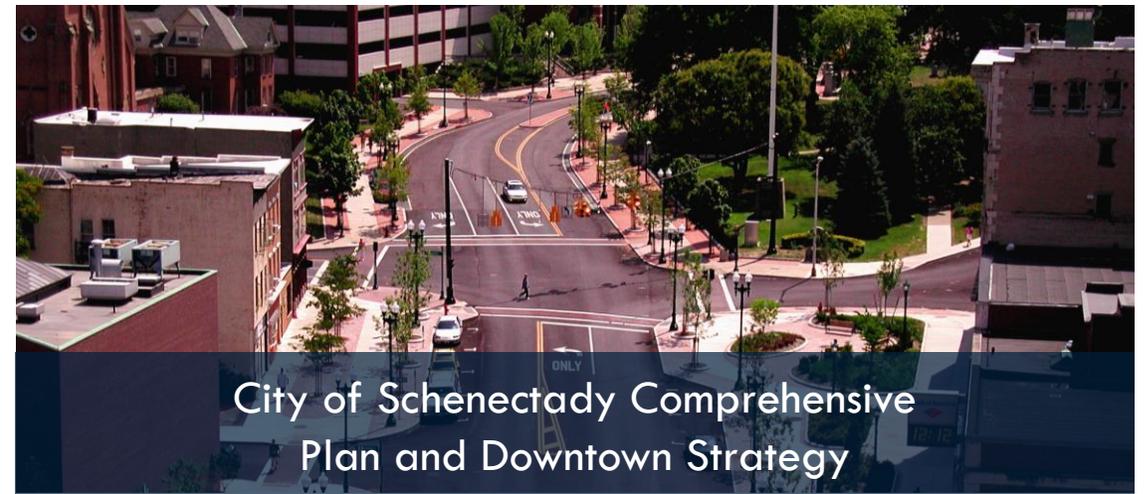
New York Rising Resiliency Planning



City of North Adams Downtown Redevelopment Action Plan



City of Troy Riverfront Park



City of Schenectady Comprehensive Plan and Downtown Strategy

Agenda

1. Welcome
2. Introductions
3. Downtown Revitalization Initiative
 - Overview
 - Goals & Outcomes
 - LPC & Consultant Roles
4. Project Context & Goals
 - City Overview
 - Existing Efforts & Plans
 - DRI Application Priorities
 - Key Questions
5. Work Plan
6. Community Engagement Strategy
7. Discussion & Next Steps
8. Public Comment



Driven by unique geographical and economic assets, the City of Plattsburgh has experienced growth in population and employment in recent years.

CITY OF PLATTSBURGH AT A GLANCE

The People

19,990 residents (6% growth, 2000-10)

5,700+ students

2/3rds of visitors from out of state

The Economy

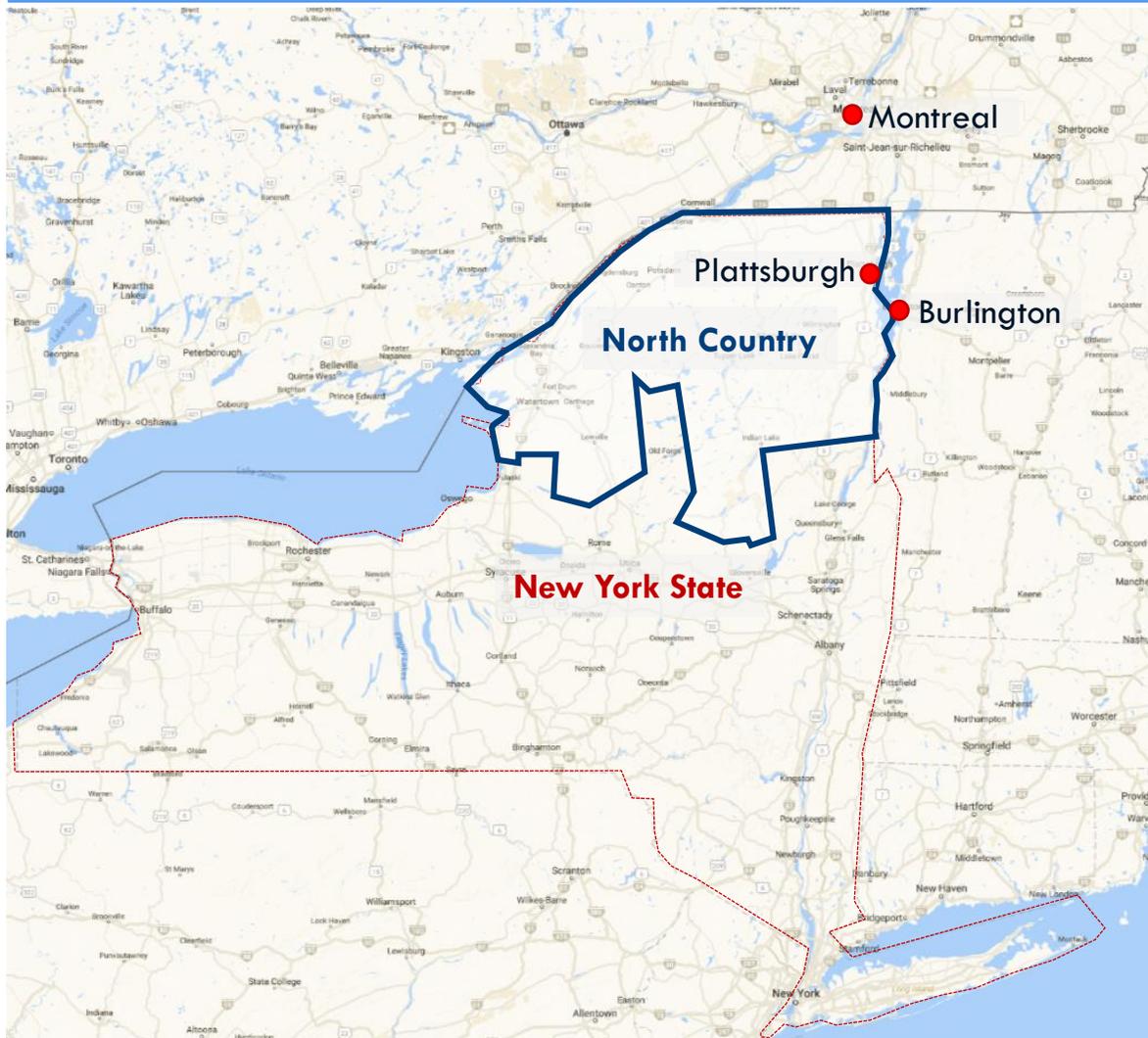
9,500 people employed within City boundaries

5.4% unemployment (5.7% statewide)

Thriving manufacturing and transportation center

- Bombardier Transportation (250 jobs)
- Mold-Rite Plastics (350 jobs)
- Norsk Titanium (400 jobs)
- *Laurentian Aerospace (tentative)*

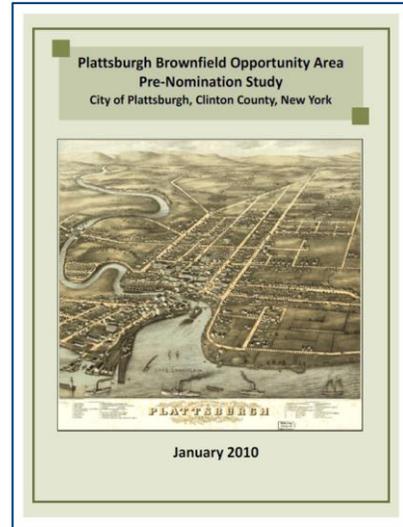
69 small businesses in Downtown



Amid this momentum, recent planning studies lay the groundwork for public and private investment.

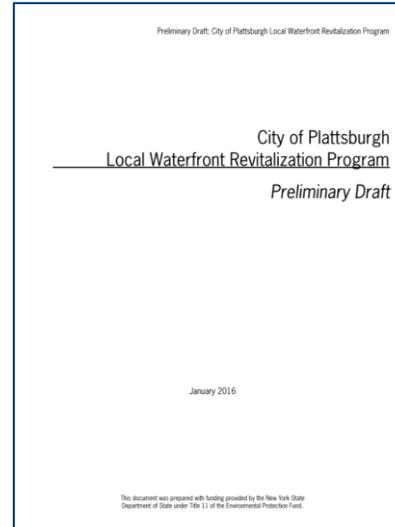
“Our inviting and vibrant city offers strong linkages to the rest of our region making it the **hub of the Adirondack Coast.**”

- 2016 Local Waterfront Revitalization Program



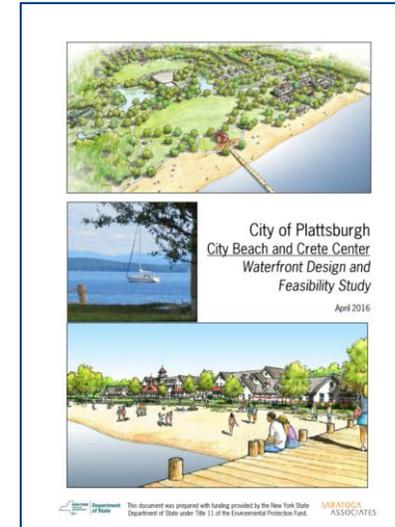
2010

Brownfield Opportunity Pre-Nomination Study



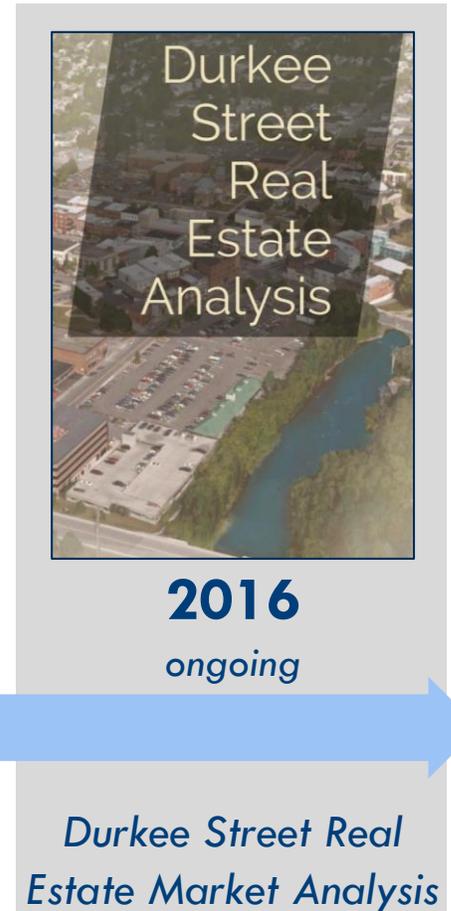
2016

Local Waterfront Revitalization Program



2016

City Beach & Crete Center



2016
ongoing

Durkee Street Real Estate Market Analysis

Through these studies, the City has articulated a set of strategies to catalyze downtown revitalization and local economic development.



Develop underused, centrally located sites, including City Center



Support cultural assets and establish a downtown arts corridor



Activate the waterfront with recreational and visitor-serving uses



Celebrate natural resources with increased access to beaches and trails

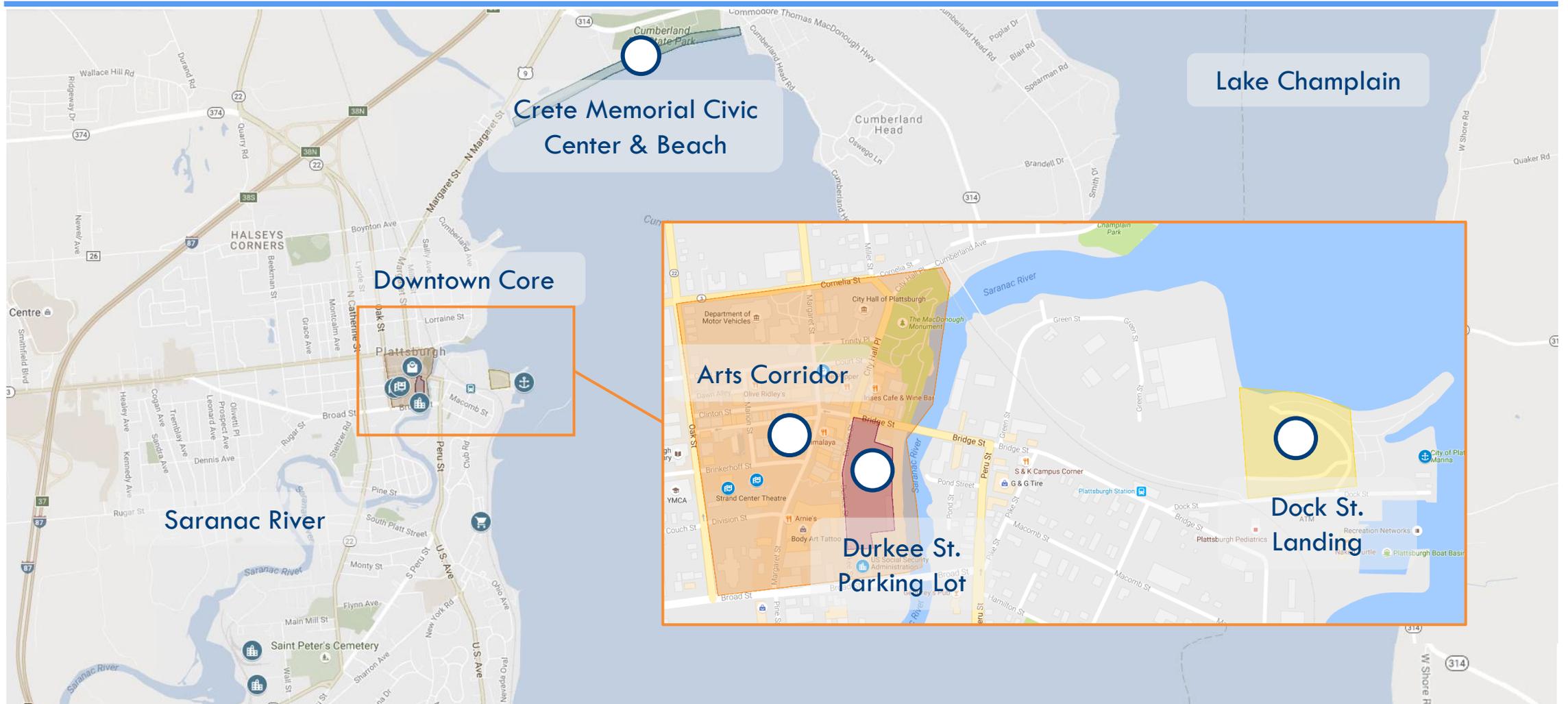


Strengthen the existing manufacturing and transportation cluster



Protect and raise awareness of historic assets

The City of Plattsburgh has identified a preliminary list of projects.



Discussion: Needs & Opportunities

1. Are there **additional key strategies** you would highlight from recent planning and visioning work?

2. Are there **additional potential projects** or impending investments we should be aware of?

3. What are **physical opportunities and challenges** to achieving the downtown vision?

Site Preparation

Streetscapes

Connectivity

Open space

Brownfields

Waterfront recreation

4. What are **market opportunities and challenges** to achieving the downtown vision?

Regional job growth

SUNY Plattsburgh students/staff

Tourism projections

Market demand and spending potential

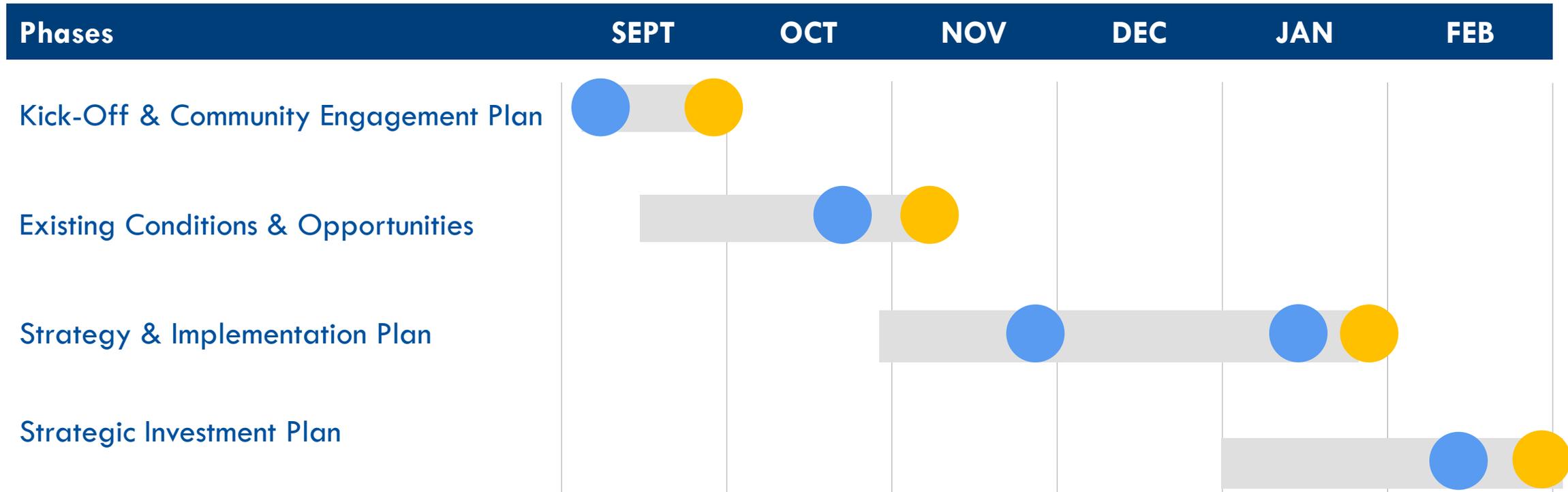
5. What is the **10-year vision** for Downtown Plattsburgh? The **30-year vision**?

Agenda

1. Welcome
2. Introductions
3. Downtown Revitalization Initiative
 - Overview
 - Goals & Outcomes
 - LPC & Consultant Roles
4. Project Context & Goals
 - City Overview
 - Existing Efforts & Plans
 - DRI Application Priorities
 - Key Questions
5. Work Plan
6. Community Engagement Strategy
7. Discussion & Next Steps
8. Public Comment



DRI Work Plan & Timeline



- Local Planning Committee Meetings & Work Sessions
- Key Deliverables

DRI Work Plan & Timeline

- Local Planning Committee Meetings & Work Sessions
- Key Deliverables



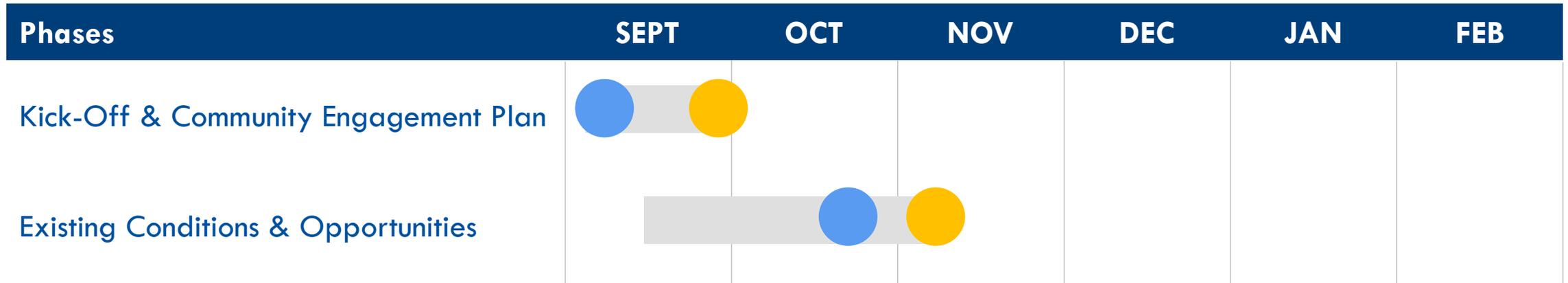
Meeting #1: Kickoff

Deliverable #1: Kickoff meeting notes and an updated project scope and timeline

Deliverable #2: Community Engagement Strategy to specify format and purpose of public input

DRI Work Plan & Timeline

- Local Planning Committee Meetings & Work Sessions
- Key Deliverables

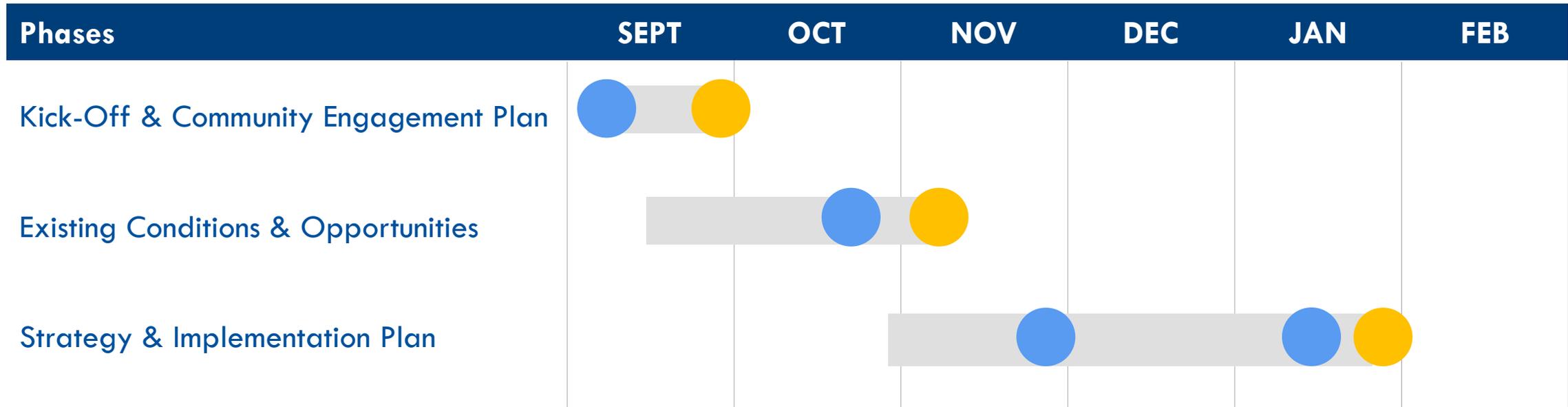


Meeting #2: Determine Downtown vision and goals, and identify potential Strategies and Projects in a design-focused work session

Deliverable #3: Strategic Investment Plan Outline to summarize existing downtown profile, establish a vision for the future, and identify goals and strategies to achieve that vision

DRI Work Plan & Timeline

- Local Planning Committee Meetings & Work Sessions
- Key Deliverables



Meeting #3: Review core strategies and potential Priority Projects

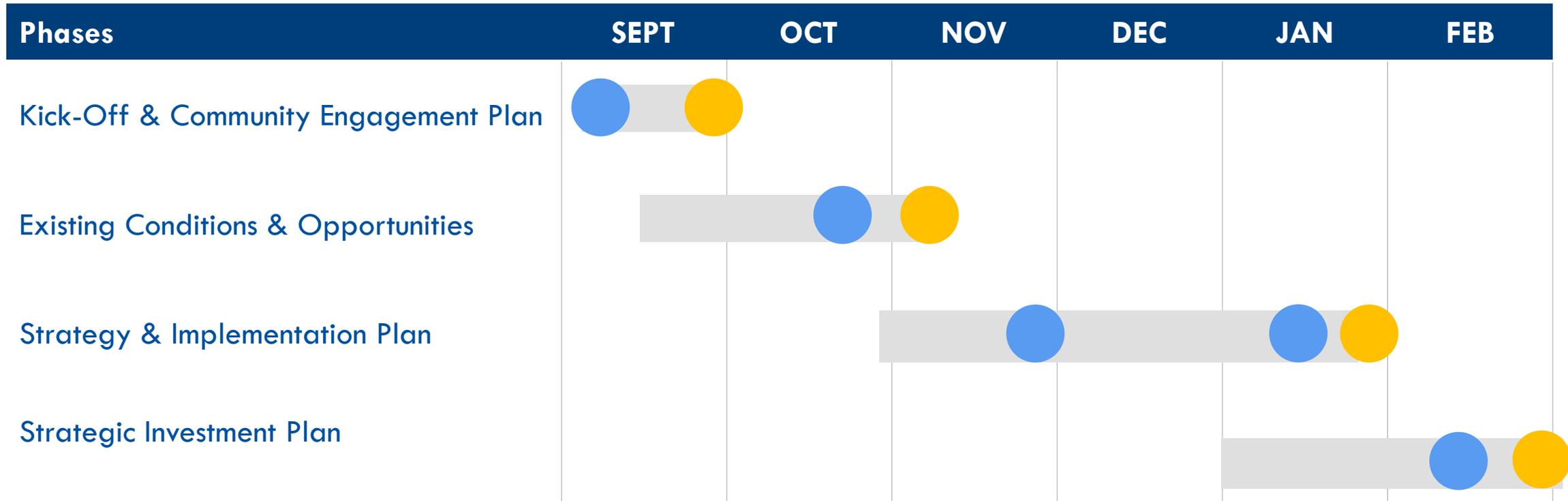
Meeting #4: Review draft Priority Project Profiles and implementation strategy

Deliverables #4 - #7:

- Revitalization Strategy and Action Plan to achieve downtown vision
- Priority Projects Briefing Book including alignment with goals and clear rationale for public investment
- Implementation Strategy, including timeline, responsible parties, initial funding guidance, and next steps
- Draft Management Report, including framework for project tracking and performance evaluation

DRI Work Plan & Timeline

- Local Planning Committee Meetings & Work Sessions
- Key Deliverables



Meeting #5: Present Draft Strategic Investment Plan

Deliverable #8: Draft Strategic Investment Plan

Deliverable #9: Final Strategic Investment Plan

Agenda

1. Welcome
2. Introductions
3. **Downtown Revitalization Initiative**
 - Overview
 - Goals & Outcomes
 - LPC & Consultant Roles
4. **Project Context & Goals**
 - City Overview
 - Existing Efforts & Plans
 - DRI Application Priorities
 - Key Questions
5. Work Plan
6. **Community Engagement Strategy**
7. Discussion & Next Steps
8. **Public Comment**



Community Engagement Overview

Local Planning Committee Meetings with Public Participation

Public Meetings

Interviews and Focus Groups

Presentation to the City Council

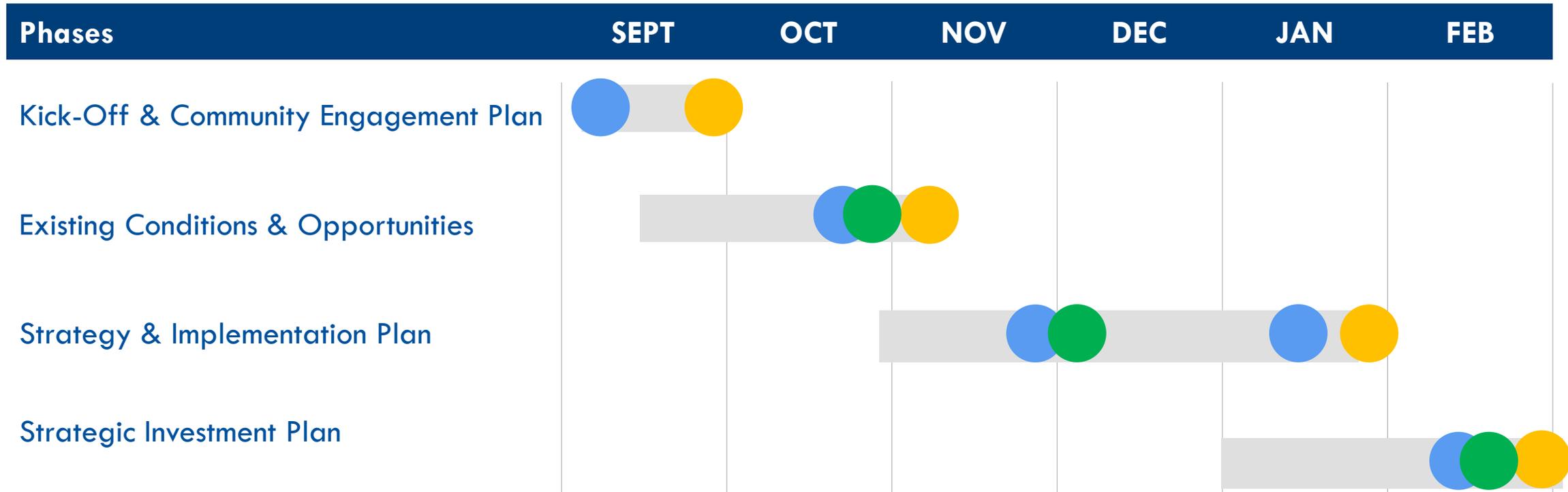
Ongoing Coordination with State Agencies

Public Presentation of Final DRI Plan

“Plattsburgh has a **strong history of successful public-private partnerships**, particularly with regards to the downtown corridor. There is **strong support at all levels** for the revitalization of downtown Plattsburgh. The Mayor and the City Common Council have worked towards building on the strengths of the area. The Council **held a public work session** to discuss the proposed downtown DRI project and downtown revitalization to gather public input on the potential direction of development.”

- *City DRI Application*

Community Engagement Timeline



- Local Planning Committee Meetings & Work Sessions
- Key Deliverables
- Community Meeting

Meeting #1: Community Workshop

Late October, 2016 to share:

- Findings from the Downtown Profile
- Emerging Vision, Goals & Objectives
- Preliminary list of strategies and potential projects

Large group presentation, discussion of findings, and brainstorming visionary ideas in a design-focused workshop to advance potential priority projects.

EVENT OUTREACH

- City website DRI page updates to present the DRI process
- Content provided for State DRI website
- Develop Email Contact List
- “Save the Date” Email
- Press Release
- E-mail Blast
- Social Media

Meeting #2: Community Open House

Late November/Early December, 2016 to share:

- Strategy outline
- Expanded recommendations for projects and actions

A series of Priority Project stations with data summaries and graphics could be used to gather pointed critique of the emerging ideas focusing on how the DRI investment might be used.

EVENT OUTREACH

- City and State website updates
- Core tools used for first workshop
- Graphic flyer or brochure suggesting potential priority projects distributed to generate discussion
- Media interviews with LPC members for feature story on emerging vision and goals

Meeting #3: Final Community Presentation

February 2017 community workshop to share:

- Final DRI Strategic Investment Plan
- Implementation strategy
- Next steps

Part education/part celebration, this event will be designed to solidify community buy-in and build momentum for implementation among municipal partners, residents, the business community, regional leaders and likely developers and funding partners.

EVENT OUTREACH

- City and State website updates
- Core tools used for earlier events
- Wide distribution of graphic flyer or executive summary of the DRI Strategic Investment Plan
- Media interviews with LPC members for feature story on emerging vision and goals
- Strong social media push
- Strong face-to-face invitation push

Agenda

1. Welcome
2. Introductions
3. **Downtown Revitalization Initiative**
 - Overview
 - Goals & Outcomes
 - LPC & Consultant Roles
4. **Project Context & Goals**
 - City Overview
 - Existing Efforts & Plans
 - DRI Application Priorities
 - Key Questions
5. Work Plan
6. Community Engagement Strategy
7. Discussion & Next Steps
8. Public Comment



Discussion: Needs & Opportunities

1. Are there **additional key strategies** you would highlight from recent planning and visioning work?

2. Are there **additional potential projects** or impending investments we should be aware of?

3. What are **physical opportunities and challenges** to achieving the downtown vision?

Site Preparation

Streetscapes

Connectivity

Open space

Brownfields

Waterfront recreation

4. What are **market opportunities and challenges** to achieving the downtown vision?

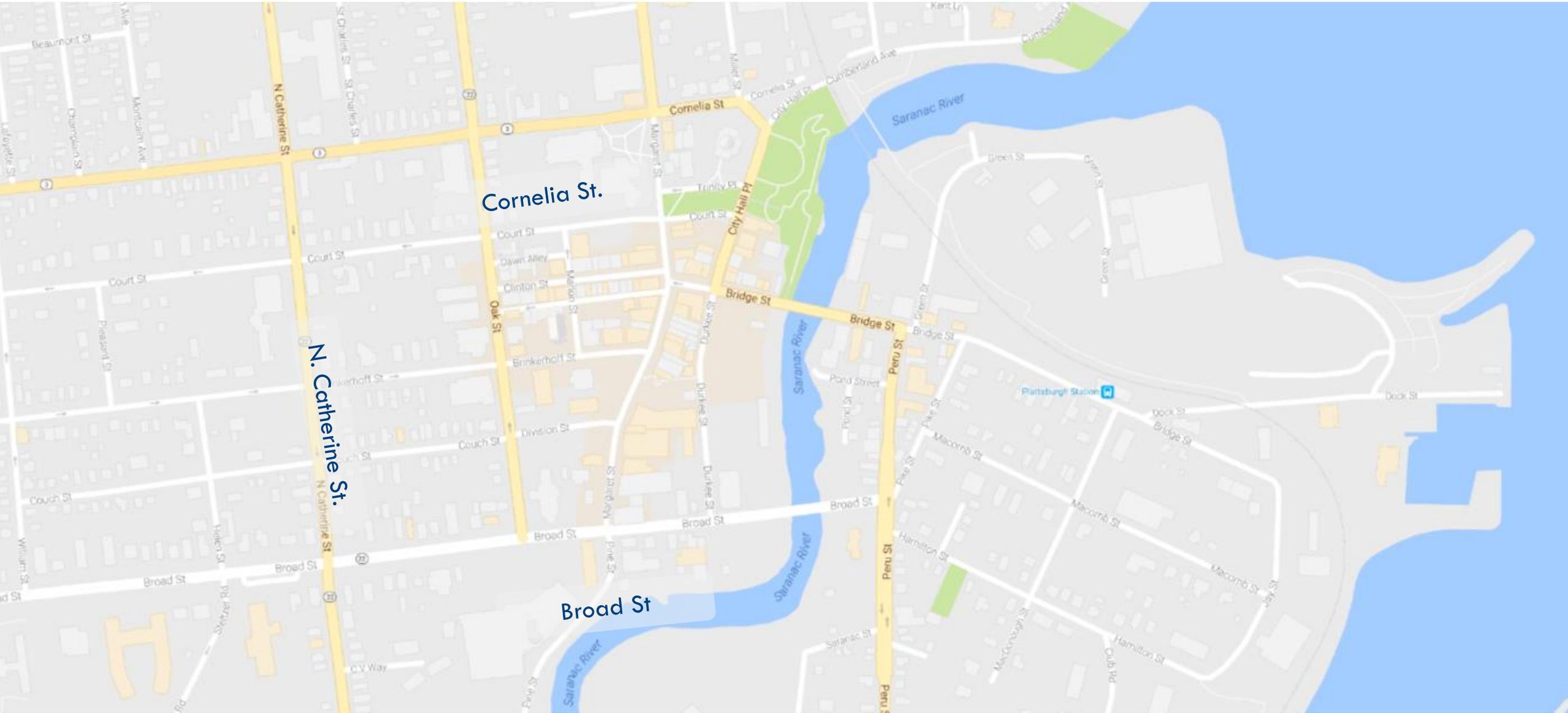
Regional job growth

SUNY Plattsburgh students/staff

Tourism projections

Market demand and spending potential

5. What is the **10-year vision** for Downtown Plattsburgh? The **30-year vision**?



Next Steps

- Refine project scope and timeline
- Confirm dates for committee meetings and public workshops
- Formalize Community Engagement Strategy
- Update project vision and existing conditions analysis

Agenda

1. Welcome

2. Introductions

3. Downtown Revitalization Initiative

- Overview
- Goals & Outcomes
- Roles: LPC & Consultant Team
- Work Plan

4. Project Context & Goals

- City Overview
- Existing Efforts & Plans
- Priority Projects
- Key Questions

5. Community Engagement Strategy

6. Discussion & Next Steps

7. Public Comment





Downtown Revitalization Initiative City of Plattsburgh

Project Kickoff | September 15, 2016