City of Plattsburgh Downtown Revitalization Initiative

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.” The Downtown Revitalization Initiative will allocate $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.

12-10-16

What We’ve Heard From You:

- Prioritize lake access & river front access
- Enhance pedestrian connectivity
- Tourism attractions are a part of the experience for multiple audiences
- Build an incubator and maker space
- Establish long term public/private partnerships
- Create an 18-hour downtown where people live, work, and play
- Market the Downtown with a cohesive identity
- Improve connections to the train station and offer multiple modes
- And many more comments...

SAVE the DATES

LOCAL PLANNING COMMITTEE MEETING
Friday, February 10, 2017 at City Hall, 1 City Hall Place, 5:00 PM-7:00 PM

FINAL COMMUNITY WORKSHOP
Saturday, February 11, 2017 at City Hall, 1 City Hall Place, 1:00 PM-3:00 PM

STAY INVOLVED!

plattsburghdri@cityofplattsburgh-ny.gov
https:// surveymonkey.com/r/PlattsburghDRI-SUNY-GENERAL-SURVEY

To arrange for accessibility accommodations, please contact Paul DeDominicas at 518-536-7509.
### Project Descriptions

**1. Enhance Public Access to the Saranac River** to leverage recreation and scenic potential. Build on funding for Trail expansion, and consider a revitalized boardwalk and access for recreation such as whitewater rafting, and a canoe launch near the Farmers Market.

**2. Strengthen Capacity to Care for the Saranac Riverfront and Trail**, identifying needs and potentially funding ongoing maintenance.

**3. Enhance the Downtown Pedestrian Experience** on a permanent or temporary basis on Durkee St, Protection St., and Clinton St., including the addition of bike lanes, flexible seating, raised planters, and shading and weather protective covers.

**4. Establish Downtown Historic and/or Arts District and Branding** that celebrates Plattsburgh’s heritage, culture, assets (including the Strand Theater), and appeals to residents and visitors. Survey historic sites and consider developing or modifying historic districts. Develop an Arts Corridor Strategic Plan to leverage momentum, add visual elements, and improve wayfinding to brand Downtown and add visitor appeal. Include walking tour signage, and “gateway” signs at the intersections at Durkee and Bridge St., the Marina and Dock St., and at Dock and Bridge St.

**5. Maintain and Improve Open Space** through a strategy for regular maintenance and physical improvements to parks and open spaces including Trinity Park, MacDonough Park, and the space between Margaret and Durkee St. near the Strand.

**6. Enhance Sidewalk Dining Bollards** to improve the appearance of Downtown and its streetscape.

**7. Improve Roads, Streetscape, & Trails Network** between Downtown and the waterfront with streetscaping on Bridge St., paving Dock St., and possibly creating a trail from the Waterfront Park to Bridge St.

**8. Establish Downtown Community Gardens.**

**9. Develop a Circulation Master Plan** to evaluate the function of one-way streets, enhance pedestrian and bicyclist safety, and make other strategic recommendations.

*Indicates non-location-specific project
DRI Implementation Strategy II. Build the Market

Project Descriptions

10. **Identify All-Season Events and Programming** and develop capacity to attract four-season visitors. Sponsor cultural events such as musical and arts performances. In the short term, use part of the Durkee St. Parking Lot as a public plaza with a reflecting pool/skating rink and river access near the Farmers Market shelter.

11. **Encourage Upper Floor Residential Use** by incentivizing redevelopment through financing, tax policy, or other measures.

12. **Expand Residential Revolving Loan Funds** to develop additional housing and rehabilitate existing affordable housing.

13. **Expand Façade Improvement Program** to encourage attractive rehabilitation of Downtown storefronts including awnings, signage, and window displays.

14. **Provide Resources to Redevelop Retail Spaces** and preserve their historic character.

15. **Study the Expansion or Modification of Local Public Transit Systems**, including potential expansion of bus routes, introduction of water taxis, buses, trolleys, and pedi-cabs.

16. **Expand or Modify Existing SUNY Shuttles to Bring Students Downtown**.

17. **Invest in Local and Healthy Food Access** including extending the Farmers Market's season and capacity, developing a market space that can be used for events and programming, supporting expansion of the Coop, exploring feasibility of an additional new grocery store, and creating a regional agricultural transportation hub.

18. **Support Small Food-Related Businesses** by developing a shared commercial kitchen for food prep by businesses and community organizations, a makers area where craft and food start-ups can access cooperative equipment, and a pop up market for businesses to market goods together.

19. **Invest in Coworking and Incubator Spaces** to catalyze investment and innovation by local start-ups.

20. **Update Zoning Ordinances to Be More Accessible and User/Business Friendly**, allowing for complete street design and sustainable design.

21. **Develop a Marketing Strategy to Attract Major Employers to the Downtown**. Expand the pipeline between SUNY and Clinton Community College graduates and local employers, emphasizing skills required by high-tech manufacturing and health care industries.

22. **Improve Public Wi-Fi Access** between the Marina and Downtown to support local businesses, residents, and international tourists.

23. **Establish Sustainable Design Guidelines** for new development, including LEED Certification of new buildings and accessible, sustainable design practices.

*Indicates non location-specific project
DRI Implementation Strategy III. Prepare for Catalytic Projects

Project Descriptions

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<td>24</td>
<td><strong>Conduct a Parking Needs Study for the Durkee Street Parking Lot</strong> by analyzing parking needs and potential for shared use parking areas, expansion of existing parking, and creation of multi-level parking.</td>
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<tr>
<td>25</td>
<td><strong>Develop the Durkee Street Parking Lot into a Mixed-Use City Center</strong> containing ground floor retail, and upper floor offices and residential units.</td>
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<td>26</td>
<td><strong>Study the Relocation of the Municipal Lighting Department Storage Yard</strong>, including cost estimates and market demand analysis to determine a new use for the site.</td>
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<td>27</td>
<td><strong>Develop Dock St. Landing into a Major Anchor Attraction</strong>, including potentially a hotel, retail center, banquet facility, and pier. Assess feasibility for the project and prepare a timeline for implementation.</td>
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<td>28</td>
<td><strong>Mitigate the Negative Impacts of the Wastewater Treatment Plant</strong> through previously identified strategies including adding vegetation, fences and other structural elements, odor control systems, and reactivating receiving stations.</td>
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<td>29</td>
<td><strong>Evaluate Waterfront Emergency Access</strong> between Downtown and the Marina and the impact of larger event programming such as boating and fishing tournaments on emergency access, which can be obstructed by trains stopped at the Rail Station. Potential measures include an underpass or bridge under or over the tracks, or improved access near Green St.</td>
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DRI Implementation Strategy IV. Build Capacity

**Project Description**

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<td>30</td>
<td><strong>Enhance the Capacity and Role of a Local Development Corporation</strong> to implement Downtown investments and programming by developing a strategic plan to expand its capacity for Downtown programming, manage development funding, and keep Downtown safe and clean.</td>
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