

ELEVATE

downtown revitalization initiative

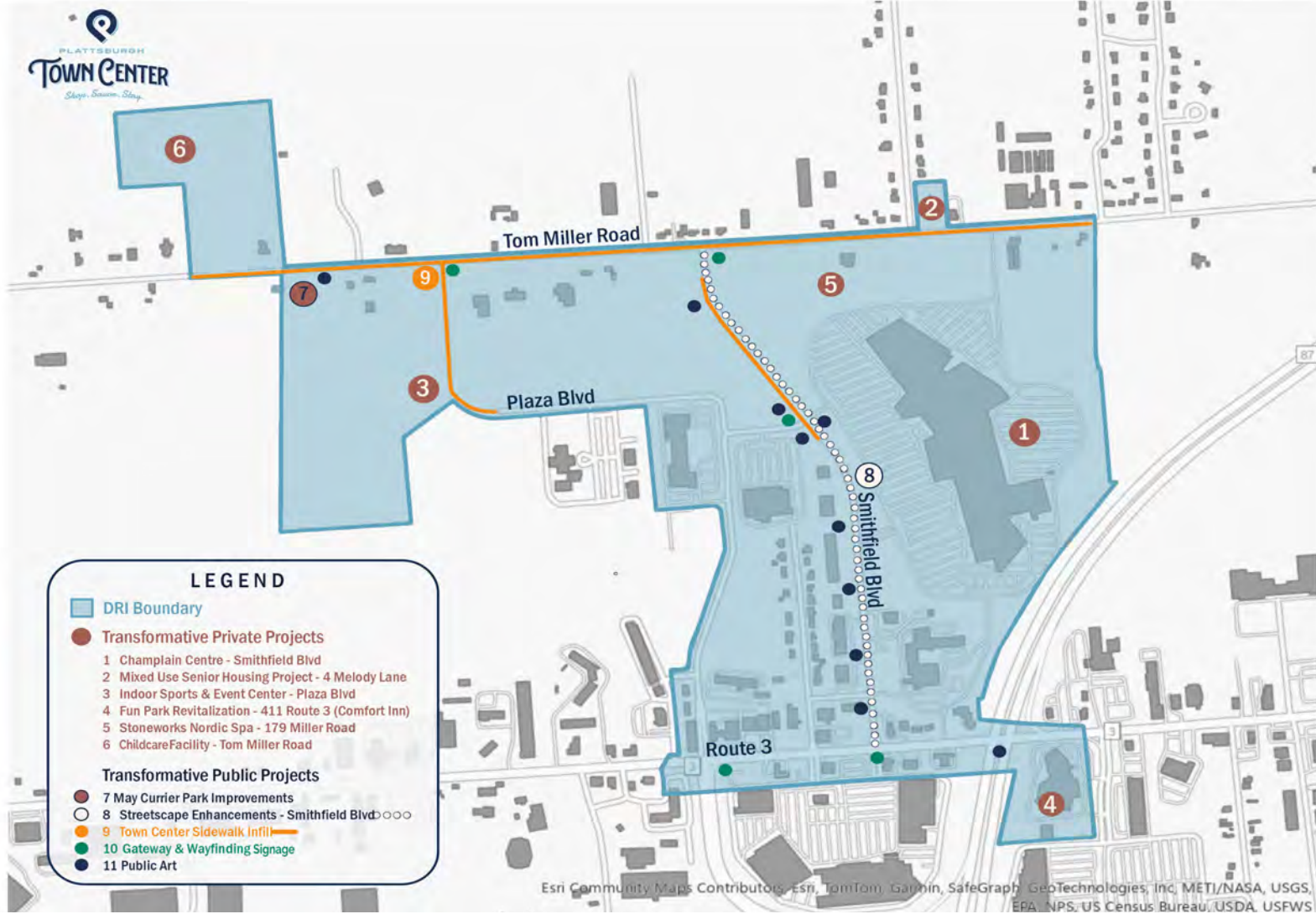
PLATTSBURGH



REDC REGION: NORTH COUNTRY
PROGRAM: DRI ROUND 8
MUNICIPALITY: TOWN OF PLATTSBURGH
DOWNTOWN NAME: TOWN CENTER
COUNTY: CLINTON



CONTACT: TREVOR COLE, AICP TREVORC@TOWNOFPLATTSBURGH.ORG
PRO-HOUSING COMMUNITY STATUS: CERTIFIED PRO-HOUSING COMMUNITY



GEOGRAPHIC AREA & JUSTIFICATION

DRI TARGET AREA

The Town of Plattsburgh is a gateway community nestled between the Adirondack peaks, Lake Champlain, and Montreal. The target area for the Town's DRI is Town Center, which is the regional hub of commerce and the gateway for local and international visitors. Smithfield Boulevard bisects the 301-acre target area, which is framed by NYS Route 3 on the south, Tom Miller Road on the north, I-87 and Champlain Centre to the east. The western boundary is defined by May Currier Park and vacant parcels along Plaza Boulevard. Interstate 87 Exit 37 brings thousands of visitors per day directly into Town Center, and there are over 25,000 vehicle trips per day at the Smithfield Boulevard/Route 3 intersection.

The target area contains a robust combination of retail, restaurants, hotels, health care, and recreation amenities, all within a 15-minute walk. The largest parcel (85.5 acres) is the recently purchased Champlain Centre Mall. Redevelopment of the 602,910 square foot mall and surrounding land is the centerpiece of the DRI application and key to completing the transformation of the target area from suburban retail to thriving mixed-use urban center.

JUSTIFICATION

The Town submitted a DRI application in 2021. It was a spirited attempt to implement the recently adopted Smart Growth Plan, but it was premature. The process was beneficial as Town leadership realized more preparation was required to develop the roadmap to unlock the potential of Town Center. Town leaders and the planning staff worked to implement several of the early action items of the Smart Growth Plan.

Since 2021, the Town has made significant investments in critical infrastructure, including water and sewer upgrades and extension of roads to support increased housing density and commercial growth in Town Center. The Town then overhauled the zoning code to create a new hybrid form-based code to encourage denser mixed-use, pedestrian-friendly development.

The Town also conducted a community survey collecting feedback from residents and visitors about the kinds of businesses, services, and activities they want to see in Town Center. Over 3000 responses were submitted! The Town leaders didn't stop there.

They created a Developer's Guide to highlight all of things that make Plattsburgh a great place to live and do business, and mailed the Guide to over 100 developers and site selectors, targeting the types of enterprises that were most desired from the community survey.

They also got to work on creating plans to improve public spaces, including a concept for transforming May Currier Park into the central park for Town Center and putting the Complete Streets Policy into practice by creating concepts for transforming suburban roads into multi-modal corridors. Small placemaking investments were made to kick-start the kind of changes envisioned in the Smart Growth Plan.

Acknowledging local housing needs, **the Town joined the first 20 Pro-Housing Communities in NY State** and was the first in Clinton County. It followed up by hosting the North Country Housing Symposium attended by 120 leaders from 6 Counties. All the while the Town leaders were building partnerships with developers and nonprofits to attract the kind of development envisioned in the Smart Growth Plan. And most recently, the Town completed a marketing and branding initiative to support the placemaking initiatives outlined in this application.

And now the vision is starting to become a reality! 80 new multi-family units were constructed, and six new restaurants have opened in Town Center. Many other businesses have relocated to the area and expanded to Town Center. The technology and manufacturing hub located at the former county airport has exploded with new businesses that continue to grow at a rapid pace.

The types of developers needed to truly transform Town Center have proposed projects that are featured in this application. Key projects include a new childcare center, mixed-use senior housing, an indoor athletics facility, a Nordic spa, and the crown jewel that will truly transform Town Center - revitalization of Champlain Centre mall to include housing, lodging, recreation and more.

These combined projects represent a total private investment of **\$116,300,000** in Town Center. In addition, the Town is proposing a series of public recreation, multi-modal and placemaking projects that when paired with the private projects will have a truly transformational impact on Town Center. All of the proposed projects align with the community needs identified in that community survey.

Transforming Town Center is truly visionary, and the pieces of the puzzle are finally coming together. The Town has laid the groundwork and is ready to maximize a \$10 million DRI investment.



PAST INVESTMENT & FUTURE POTENTIAL

The Town of Plattsburgh is exceptionally well positioned to capitalize on prior investments and catalyze future private and public investment in Town Center. The Town has a legacy of successful planning and implementation of projects to accommodate and promote smart growth, complete streets, energy efficiency, and general livability in Town Center.

The Town has taken an enthusiastic and collaborative approach to community development, with public engagement as a centerpiece of the planning process. The Town has laid the groundwork for growth by modernizing the zoning code, investing in infrastructure, and building a professional network of staff and partners.

The Town has been proactive in obtaining a variety of public and private funding to achieve planning goals. Multiple state grants have been obtained through the REDC's Consolidated Funding Application but the Town has also successfully leveraged private funding opportunities to complete projects. Over the past ten years the Town has secured over **\$7.2 million in grant funding which leveraged an additional \$9.9 million in local funds** for a variety of infrastructure, planning, transportation, accessibility, energy efficiency, and placemaking projects.



★ The Developer's Guide and Town Center Branding were both proposed as projects in our 2021 DRI Application. The Town chose to pursue these projects anyway, in order to further our goals for Town Center.



VISION STATEMENT

Plattsburgh's Town Center is positioned along the most powerful retail corridor in New York's North Country. Lying between our two greatest natural resources: The Adirondacks and Lake Champlain, located at the intersection of Interstate 87, NYS Route 3, and Smithfield Boulevard,

Town Center is the beating heart of the Town of Plattsburgh.

Being a major commercial corridor, the Town Center is also currently car-centric, and adjacent to significant industrial development. As the Town continues to develop, it is a priority to reshape Town Center in a manner that defines Smart Growth and places the needs of people at the center of each development decision.

The vision for Plattsburgh's Town Center DRI is to develop a host of sustainable, transformational, community-scale and community-supported projects that meet the goals of health and wellness, vibrant public spaces, increased housing opportunities, multi-modal transportation, high-quality affordable childcare, and strengthened local businesses.

These achievable projects will help the Town Center maintain, and significantly improve, its position as a major hub for commerce, healthcare, recreation, tourism, industry, and services in the North Country. So much planning and effort has been made to set this community up for success.

The Town of Plattsburgh is ready for it.

PAST INVESTMENT & FUTURE POTENTIAL (CONT.)

Notable public investments include:

- \$24 million investment in water and sewer upgrades and capacity expansion within Town Center and the surrounding neighborhoods to accommodate increased density.
- \$2.1 million for a new public well at May Currier Park that produces over 800 gallons per minute, significantly expanding water supply and growth opportunities within Town Center.
- \$90,000 investment in new playground equipment at May Currier Park.
- Over \$300,000 toward studies and planning for the projects noted above as well as the Town Center Smart Growth Plan (2019) and new zoning code (2021). The zoning code enables and encourages the type of development envisioned in the Smart Growth Plan.
- \$75,000 for branding and marketing to attract investment in Town Center.

These public investments have been complemented by private investments within and adjacent to Town Center. **Since 2019, over \$19 million has been invested within the DRI area.** This includes new construction, building rehabilitation, business expansion, and interior commercial renovations.

Key projects include:

- The 16,500 SF expansion of Hudson Headwaters medical clinic and a new pediatric center that opened in September 2024.
- \$24 million for new 80-unit multi-family development just west of the DRI boundary, including the expansion of Plaza Boulevard.
- LaQuinta facade rehabilitation and expansion of Holiday Inn.
- Six new restaurants along Smithfield Boulevard which helps activate Town Center in the evenings.



Private funding was used to reconfigure the intersection of Route 3 and Consumer Square Drive, which is immediately adjacent to the southeast boundary of the DRI area. The project relocated driveways, involved a complicated subdivision, and streamlined roadways to create new commercial parcels and pedestrian facilities. Two restaurants now occupy the new parcels alongside a signalized entrance to the Days Inn Hotel, demonstrating the private sector demand for infill development.

The Town's largest Industrial Park, located at the site of the former county airport, is just over a mile from Town Center, and recently received major federal, state, and local investment totaling more than \$8 million for infrastructure and planning to support additional economic growth. The businesses in the Industrial Park currently employ over 3,000 people which fuels increasing demand for services in Town Center.

The Industrial Park includes a number of companies that are growing and adding jobs, including Norsk Titanium, Michelin, W. Shonebek, CVES-BOCES, and Medisca. The estimated cost of newly proposed projects is over **\$120 million**. These projects would result in over **1 million SF of new buildings** and **500 new jobs** directly adjacent to Town Center. This growth increases the demand for housing and services in and around Town Center. According to the 2020 Census, the Town of Plattsburgh showed population growth while all surrounding communities decreased in population.

Recent Private Investment

New Commercial Construction	\$1,005,000
Commercial Renovations	\$14,080,125

Source: Building permit data

The town is starting to reap the rewards for years of planning and public investments.

The significant investments in planning and infrastructure combined with recent private investments have laid the foundation for change and captured the interest of both existing businesses and investors. Years of cohesive long-range planning has helped build consensus around the community's vision for Town Center, which is in direct alignment with the North Country REDC's priority pillars and goals.

The recent adoption of the new zoning code has sparked interest and enthusiasm from developers. The target area includes key underutilized and vacant parcels where developers are interested in building mixed-use housing, athletic facilities, and childcare centers - all of which have been identified by residents as community priorities. The recommendations from Town plans are reflected in the vision and the transformative project opportunities identified in this application. The revitalization of Town Center is well underway, however, commercial and industrial development has outpaced residential development and the establishment of transportation, recreation, and social infrastructure that is needed to support sustained job growth.

The Town intends to build on past and present planning initiatives focused on enhancing the streetscape aesthetics and walkability of Town Center while encouraging balanced commercial and residential growth in the DRI target area. The focus for future initiatives is on multimodal connectivity, arts and culture, recreation, entertainment, and expanded housing options in Town Center, all of which align with the Placemaking and Housing pillars from the REDC Strategic Plan.

The Town recognizes that social/cultural infrastructure combined with a supportive built environment makes the framework of a thriving community. The DRI program would be a comprehensive approach to boosting the Town's economy, furthering ongoing revitalization efforts, and completing the transformation of Town Center.

The Plattsburgh Developer's Guide (2023) was prepared as an initiative to inform the broader development community about the Town and the development potential of the Town Center. The guide outlines the Town's demographics, key factors contributing to quality of life, development incentives and demonstrates the Town's commitment to activating the area. Perhaps most importantly, the guide was used as a way for the Town to engage service sectors that are desired by the community, as identified in community surveys. The Town direct mailed the Guide to over 100 site selectors and businesses.



The Future is Bright!

Champlain Centre is now overseen by an industry-leading property management company which is ready to transform the mall and surrounding properties through a \$100 million revitalization project. In an era where the term "mall" has become synonymous with "decline," Pacific Retail Capital Partners is flipping the script by identifying properties with potential and reinvesting in them, creating vibrant mixed-use centers. The proposed project includes interior and exterior upgrades, improved interconnectedness, more green space, and redevelopment of peripheral parcels for future lodging, residential, and recreational use.

RECENT & IMPENDING JOB GROWTH

A thriving downtown relies on jobs within or near the area to ensure the viability, vitality and long-term sustainability of the commercial core. Perhaps the greatest strength of Town Center is the concentration of jobs and diversity of businesses, including health care, retail, and accommodation and food services. Anchor employers within the DRI area include Hudson Headwaters, UVM Health Network, Target, Comfort Inn, Hannaford, and Community Bank.



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 Town Center serve both the tourism and business communities.

The businesses located within the DRI area provide 948 jobs, plus 536 jobs at the mall, for a total of 1,484 jobs within Town Center. Approximately 208 of the jobs were added in the past year as new businesses opened or relocated to Town Center.

According to the most recent Census, the Town of Plattsburgh population is growing while neighboring communities have been experiencing population decline. Part of this growth can be attributed to the growing manufacturing cluster of businesses within the Industrial Park.

The Industrial Park and Airport Development districts have become major employment centers as a resurgent manufacturing hub that is home to a growing aerospace and transportation cluster. This group of businesses are expanding and anticipate adding 500 new jobs over the next five years, fueling demand for services and housing in the community.

The cluster of health services along Plaza Boulevard has also been a source of job creation. Hudson Headwaters has recently expanded their medical clinic by 16,500 square feet and recently opened a new pediatric center which created approximately 30 new jobs. The concentration of health services along Plaza Blvd has drawn smaller health-related businesses to Town Center, including dentists, chiropractors, radiologic imaging and massage therapists.

As Town Center transforms from a suburban retail district into a more modern urban center, the businesses within the area are also changing. Spaces formerly occupied by small retailers have been replaced by restaurants which employ more people than small retailers. The newer restaurants include more ethnic cuisine catering to a growing population of young professionals with more diverse entertainment and dining interests.

Moving forward, the new managers of Champlain Centre are planning a major renovation of the mall and the surrounding lands. Champlain Centre receives **3 million visitors a year and \$100 million is spent there annually**. This does not include Canadian visitor spending which is more difficult to track, however, approximately 25% of all Champlain Center business is Canadian, and likely represents another \$25-30 million in annual spending.

These impressive statistics support reinvestment and redevelopment. A \$100,000,000 revitalization project will be constructed in multiple phases and is anticipated to create over 200 jobs, and dozens of housing units, further enhancing the Town Center living experience. The diversity of business sectors and job opportunities in Plattsburgh is part of what makes the community **globally significant and regionally exceptional**. A legacy of strategic planning and public investment has created confidence for developers and entrepreneurs.



QUALITY OF LIFE

Town Center is located at the Gateway to the Town and City of Plattsburgh. Its strategic location with access to the region's transportation network makes Town Center a convenient location for visitors and residents to live, work and access essential services including convenient medical care, retail, restaurants, and recreation.



BUILT ENVIRONMENT

Town Center is home to major points of interest along the Clinton County Public Transit System. Residents and travelers have easy access to services, employment, and institutions located in the Town, City, and region. Town Center services the large student population from SUNY Plattsburgh and Clinton Community College. 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.

There are over 400 hotel rooms within Town Center, but the area lacks the bike and pedestrian infrastructure that would allow visitors to leave their cars and comfortably stroll the area. Investments in infrastructure and placemaking can remedy the situation. Further investments in recreation and consumer attractions will provide visitors reasons to stay and interact with the economy.

The Town Center DRI funding request proposes a series of placemaking practices focused on improving the pedestrian experience, improving safety and expanding multimodal choices.

This work builds on the Town's smart growth planning efforts and Complete Streets Policy. NYS Route 3, which forms the southern boundary of Town Center, is a key focus of the Town's Smart Growth Plan which proposes the addition of a multipurpose path that will link the target area with housing and employment hubs across the Town and City of Plattsburgh.

HOUSING & EMPLOYMENT

Plattsburgh serves as the employment engine for Clinton County and much of the surrounding region. The Town's resident population is about 11,000 people, but the population balloons to more than 50,000 during the workday. Town Center has seen a recent series of investments in housing and healthcare focused on expansion of housing choice and to assist in creating a home for the region's growing professional population. An increasingly diverse population is also gravitating to the expanding employment opportunities in Plattsburgh's burgeoning transportation and aerospace manufacturing hub.

Within walking distance or a short drive to Town Center are major industrial employers. Attraction and retention of a world class workforce hinges on creating a Town Center that is attractive to the changing needs and wants of a new generation. The Town completed a housing study that determined 4,000 new housing units are needed within Plattsburgh. The Town invested in the infrastructure needed to support dense housing development in the Town Center.

Housing to serve all income levels, a marketplace that serves international needs, and a place that caters to a four-season active lifestyle are all attributes that are building in the Town Center.

THRIVING BUSINESS DISTRICT

Town Center is brimming with both independent and national retailers and restaurants; there is something for everyone. Champlain Centre – the Town Center's anchor retailer – is home to major brands including Target, Dick's Sporting Goods, Kohl's, and Hobby Lobby. International visitors flock to the Centre for its diverse offerings. The new owners of the Centre acknowledge the changing retail market and have an ambitious plan to transform their campus to an Active Lifestyle Center with the addition of housing, lodging, and recreation facilities. This investment will have profound impact on the Town Center and catalyze further investment.

The Town Center is home to a mix of uses that provide residents with convenient access to retail, service, entertainment, and healthcare. While there are a unique and diverse set of retail and restaurant choices as well as services available, the local retailers recognize the need to transform their businesses to accommodate a changing marketplace by providing accommodations to aging/mobility challenged users and more outdoor dining areas.

Recent investments by Hudson Headwaters Health Network and UVM Health Network have helped create a diverse offering of general and specialty health care services to the Town Center and residents of Plattsburgh. Visitors to the Town Center have access to physicians specializing in kidney care and various laboratory services. Notably, Plattsburgh is No. 14 in the Top 25 Cities in the Americas for Direct Foreign Investment.

SUSTAINABILITY IS A PRIORITY

The Town of Plattsburgh became a designated Clean Energy Community by completing high impact actions that reduce energy costs, promote clean energy, and improve the environment. The Town is also participating in NYSEERDA's Just Transition Site Reuse Planning Program to help mitigate any negative impacts of future fossil fuel plant closures. As a component of the 2019 Smart Growth Plan, NYSEERDA performed an analysis of our potential Town Center build out and identified a major reduction in vehicle trips, thereby significantly reducing Town Center's carbon footprint.



Healthy Places

May Currier Park is the only public park within Town Center. It includes a variety of amenities that are well-used by residents, but there is a significant amount of space that is underutilized. Town Center includes a variety of health and wellness businesses, including private gyms, a spa, and a cluster of health-based personal services. Walking in the mall is a popular activity, especially during winter months. The mall also hosts a children's play center and movie theater. Access to indoor recreation facilities of any kind is rare in the North Country, but the mall alone does not address the strong community desire for indoor recreation and sports venues as well as additional open space, parklands, and public gathering spaces. The preliminary projects proposed in this application will help the Town meet this demand.

UNIQUELY PLATTSBURGH

The Town of Plattsburgh has had to reinvent itself by dealing with changes to the local/regional economy. Most memorably, the closure of the Plattsburgh Airforce Base. However, the Town has been successfully enticing international investment and rebuilding a manufacturing base. Both white collar and blue collar, Plattsburgh is a hardscrabble Town that perseveres and prides itself in its past. Recognizing that community development is about more than infrastructure, the Town of Plattsburgh has invested over \$75,000 in placemaking initiatives in recent years. Noteworthy projects include Hometown Heroes, Unlock the Parks, Holiday Lighting Contest, Battlefield Memorial Gateway, Saranac River Run Mini Triathlon, and the Home of the Michigan promotion. These projects promote community spirit and engagement, regional promotion and branding, and civic pride.

The Town of Plattsburgh is the Home of "the Michigan", a specialty hotdog that dates back locally over 100 years. The Michigan Dog is celebrated every year in the month of July with a passport program and t-shirt contest. This program has been wildly successful, seeing widespread community participation and enthusiasm from visitors from around the country. The limited-edition t-shirt, designed through a contest, sells out each year.



SUPPORTIVE LOCAL POLICIES

The Town of Plattsburgh has long acknowledged that a primary driver of economic development in the community is the quality of life. The Town has a long history of proactively developing plans and policies to enhance quality of life, with a particular focus on Town Center. Over the past 10 years, the Town has made significant investments of time and resources and adopted plans and policies aimed at transforming Town Center from a suburban retail hub into a complete urban neighborhood. The Town has been successful in attracting investment that offers a combination of retail, services, housing, recreation, and entertainment. Recent plans build on prior plans so that goals are complementary and synergistic.

The Town of Plattsburgh exemplifies a community dedicated to smart growth through an array of supportive local plans and policies aimed at enhancing the lives of residents and fostering sustainable growth. Key local initiatives include:

Pro-Housing Community (2024)

On February 7, 2024, the Town of Plattsburgh became the first community in Clinton County to receive Pro-Housing designation and one of the first 20 in the State.

Smart Growth Plan for the Former Clinton County Airport (2023) provides a vision for former Clinton County Airport that identifies appropriate smart growth principles targeted toward the specific characteristics and community goals for the area. This is essentially a smart growth strategy for economic development within the town's industrial park, which has experienced significant job growth. This has a direct impact on Town Center since the area provides goods and services for the thousands of employees.

Park Improvement Plan (2023) provides a framework for recreation planning and a methodology for making park improvements. An outcome of the planning process was the formation of the Parks and Recreation Advisory Committee.

Town Center Smart Growth Zoning Code and Town Zoning Ordinance (2021)

To achieve the vision of the Smart Growth Plan, the existing zoning within the town center, as well as the larger town overall, was overhauled to both enable and encourage the type of development which was envisioned in the Smart Growth Plan. The zoning code directly supports and enables many goals of the Smart Growth Plan, including Complete Streets roadway design, updated parking standards, diversification of housing types, and adoption of green infrastructure and sustainable design.

Route 3 Corridor Plan (2021)

The Town recognizes that implementing modern design principles along the Route 3 corridor is crucial for achieving the Town Center vision. The Route 3 Corridor Plan builds on the Complete Streets Policy and Smart Growth Plan by illustrating how the corridor can be transformed into a safer and visually appealing transportation route that compliments the mixed land use vision.

Smart Growth Plan (2019)

The Town prepared the "Elevate Plattsburgh Smart Growth Plan" to outline the vision for the Town Center. The plan built public support and laid out a course of action to bring the vision to reality. The plan envisions a Town Center composed of mixed uses, diverse housing types, commercial, office and light industrial space, including live-work opportunities, to support growth and entrepreneurship in the technology and transportation sectors. The Town subsequently developed an official map, Form Based Code and other measures to advance implementation.

The Town became a designated **Clean Energy Community** in 2017. The Town continued to complete High Impact Actions and subsequently achieved designation as an Advanced (v3.0) Community demonstrating a strong commitment to clean energy.

Water & Wastewater Capital Plan (2017)

The Town invested \$24,000 to create a capital plan that laid the foundation for a \$24 million investment in the water and sewer infrastructure within and directly adjacent to Town Center. This plan was completed with forethought for future growth and demand on Town infrastructure, which is now being borne out. This investment significantly increased capacity.

Complete Streets Policy (2013)

The Town adopted a Complete Streets Policy in 2013 demonstrating an early commitment to downtown revitalization principles.

Town of Plattsburgh Lake Champlain/Saranac River Waterfront Plan (2016)

The Town created a strategic waterfront plan that identifies 5 Key priority waterfront revitalization projects within the Town and emphasizes the importance of Hamlets. Since 2016, the Town has invested in 3 of the 5 projects, resulting in 2 new waterfront parks and enhancements to an existing boat launch.

PUBLIC SUPPORT

In the last five years, the Town has amplified efforts to transform Town Center into the thriving neighborhood envisioned in the Smart Growth Plan. A foundation of these efforts has been robust public engagement at every step along the way, ranging from public meetings and open forums to surveys, direct mailings, an interactive webpage, and extensive stakeholder outreach. The DRI vision and preliminary list of projects is a direct extension of local plans and public input. The Town and its partners worked collaboratively to conduct broad-based community engagement in preparation for the DRI application, including:

A **Public Workshop** was held on June 5, 2024 at Senior Planet at the Champlain Centre mall. Approximately 25 people attended this event that provided participants with information about the DRI program, promoted the open call for projects, and sought public feedback regarding the types of projects and investments that will establish a true mixed-use Town Center, what assets define the Town, and the types of services, improvements or experiences are desired in Town Center.



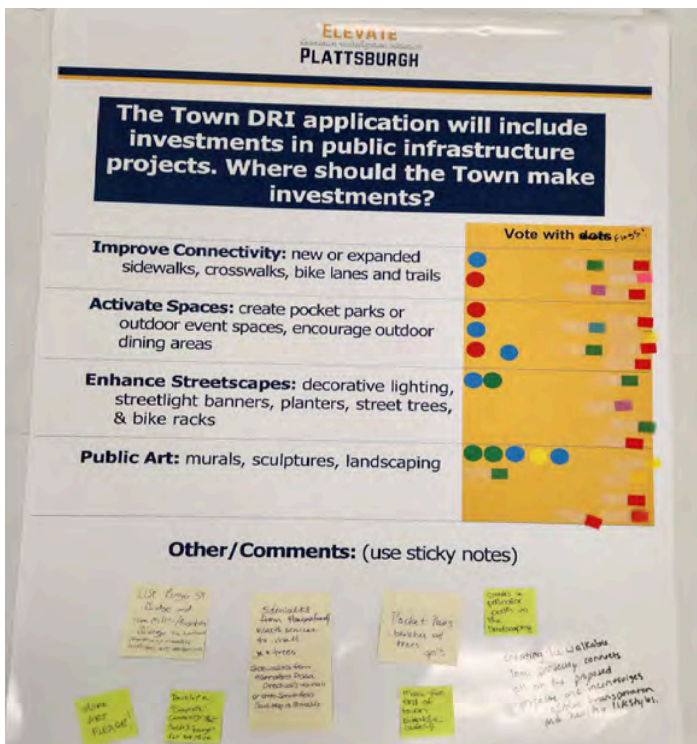
A **second Public Workshop** was held on September 24, 2024 at Town Hall. Over 40 people attended the event to learn about the proposed projects for the DRI application. All comments and feedback on the projects were positive and supportive. Many comments specifically mentioned how the projects meet a need that has been identified in the community.



Regular updates to www.elevateplattsburgh.com.

This interactive webpage serves as the landing page with information about the DRI and preliminary projects. The site went live in April 2024 and includes opportunities to provide feedback about community needs and comment on the proposed projects. Over 100 comments were submitted through the portal with 56 of the comments in direct support of the proposed indoor sports facility. Other comments expressed support for the Nordic spa, childcare, and mixed-use housing project. The site received approximately 300 visits per month since it went live.

Direct outreach. In May 2024, a letter was mailed to every property owner within and immediately adjacent to the DRI target area to solicit project proposals. Town staff conducted one-on-one meetings with potential sponsors to refine projects and ensure they were in alignment with the community vision. Meetings were held in-person in conjunction with the June 5th workshop. Additional meetings were held online.



Letters of Support. A total of 73 letters were submitted in support of the Town's DRI application. Some letters were submitted in support of specific projects, primarily the indoor sports facility.

Online Community Development Survey, August 2023. The purpose of the survey was to identify community needs and types of businesses desired by the community. More than 3,400 responses were submitted. The top 5 needs identified were: 1) Indoor/Outdoor Recreation; 2) Retail/Shopping; 3) Dining/Restaurants; 4) Children/Youth Activities; and 5) Arts/Culture. This feedback was used to identify and encourage preliminary projects that reflect community desires.

Letters of Support Received

General Public	24
Town Center Businesses	16
Neighboring Municipalities	15
Government Partners/Elected Officials	8
Community Organizations	18

Local media coverage. Press releases were sent to local media outlets. WAMC Northeast Public Radio ran a story and published an online article about the second public workshop and the proposed projects. Similar coverage was provided by WCAX, WPTZ, and the Press Republican and Sun Community News newspapers.

TRANSFORMATIVE PROJECT OPPORTUNITIES

DRI GOALS



Create an active downtown with a strong sense of place



Attract new businesses that create a robust mix of shopping, entertainment and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries



Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region



Build a diverse population, with residents and workers supported by complementary varied housing and employment opportunities



Grow the local property tax base

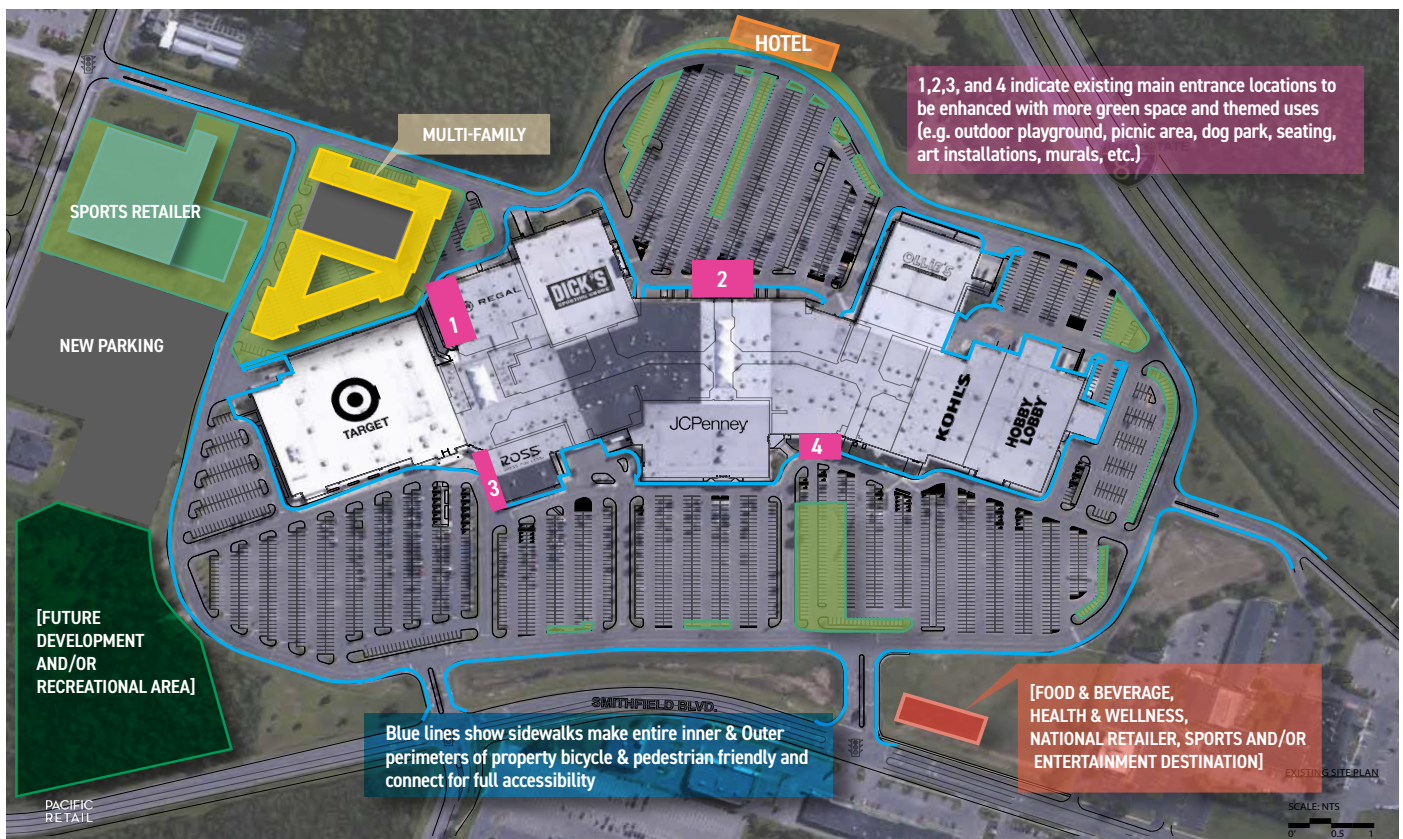


Provide amenities that support and enhance downtown living and quality of life



Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.

The Town has identified eleven public and private project opportunities that collectively would increase the Town's housing supply, expand access to childcare, improve connectivity and recreation, enhance community character, and diversify and grow local job opportunities. All of the proposed projects are supported by previous planning initiatives and various studies. Each private project sponsor has submitted a letter of intent and site plan, which are attached to the application with the letters of support. The combined impact of these projects would truly transform Town Center into a walkable, mixed-use neighborhood with room to grow and improve. **The eleven projects total \$119,953,000 with a total DRI request of \$15,025,000. These projects would leverage \$104,900,000 in private investment.**



CHAMPLAIN CENTRE REVITALIZATION

The Champlain Centre mall revitalization project aims to transform the traditional shopping center into a vibrant, mixed-use community hub. This ambitious plan addresses the challenges faced by many malls nationwide by reimagining the space to better serve the evolving needs of the Town of Plattsburgh and its visitors.

The importance of this project is underscored by its potential to rejuvenate a significant local asset, create new economic opportunities, provide a multi-functional space that serves both residents and tourists, and stimulate further development in Town Center. By adapting to changing consumer needs and urbanization trends, this revitalization effort positions the Champlain Centre to remain relevant and vital to the Town of Plattsburgh's future growth and development.

KEY FEATURES

1. **Enhanced Accessibility:** Addition of sidewalks to connect the mall campus with surrounding access points. Improved bicycle access for eco-friendly transportation.
2. **Green Initiatives:** Incorporation of more green spaces for aesthetic appeal and environmental consciousness.
3. **Interactive Outdoor Spaces:** Creation of engaging points of interest. Themed entrances with amenities like outdoor reading nooks, family-friendly play areas, and event spaces.
4. **Mixed-Use Development:** Parcelization for diverse uses including lodging (200-room hotel), residential (200-300 multi-family units), sports/entertainment complex, and additional retail/restaurant space (15,000 sq ft).
5. **Community Integration:** Collaboration with non-profit organizations. Spaces for community events, live music, and artistic displays.
6. **Aesthetic Upgrades:** Interior and exterior renovations to refresh the mall's appearance.

LOCATION: 60 Smithfield Boulevard

OWNER/SPONSOR: Champlain Centre

PROJECT COST: \$100 million

DRI FUNDING REQUEST: \$5 million

TIMELINE: Placemaking investments 1-2 years, Housing 2-3 years, Lodging 3-4 years, Site enhancements 3-5 years

READINESS: Site Control

DRI GOALS



ADIRONDACK COAST SPORTS FACILITY

Construction of a regional indoor field sports and events center to be located within the Town Center. This facility will host youth and adult sports programming, public and private events, shows, fairs, concerts, galas, conferences, and other regional community events. This project will be based off an ESD-funded project that yielded a favorable Market Study, Facility Business Plan and Strategic Analysis. There is currently no dedicated-to-the-public indoor facility, convention center, large meeting, or event space in the region. Hard evidence shows this facility will regularly service thousands of area youth and adults in a variety of sports activities, camps, and events.

LOCATION: Plaza Boulevard

OWNER/SPONSOR: Elevate 518, LLC

PROJECT COST: \$7 million

DRI FUNDING REQUEST: \$3 million

TIMELINE: 1 year for design and approvals and 1 year for construction of the indoor sports facility; phase 2 includes additional site amenities and outdoor sports facilities.

READINESS: Site Plan, Location Identified, Market Study & Business Analysis

DRI GOALS



STONEWORKS NORDIC SPA EXPANSION

Create a Nordic Spa Water Circuit that would include a sauna, Cold Water Plunge, Steam Room, and Hot Tub and an addition of a male locker room and female locker room. This would benefit the whole community in supplying additional health and wellness as well as preventative care opportunities. The project has potential to increase tourism to our community by creating a Destination Spa.

LOCATION: 179 Tom Miller Road

OWNER/SPONSOR: Stoneworks Massage & Skincare/Chad Hunkins & Rebecca Albright

PROJECT COST: \$800,000

DRI FUNDING REQUEST: \$600,000

TIMELINE: 1 year for design and approvals and 1 year for construction.

READINESS: Site Control, Site Plan

DRI GOALS



FUN PARK REVITALIZATION AT COMFORT INN

The project will redevelop a 19-hole miniature golf course, 5-unit batting cage and a 6-unit bumper boat pond that has not been used since a fire destroyed about two-thirds of the Comfort Inn Complex building on November 15, 2008. Mother nature recaptured the entire area, which along with the long span of disuse, caused significant damage. The project will redevelop 19-hole miniature golf course telling story of Battle of Valcour and the Battle of Plattsburgh via a plaque on each hole along with a reproduction of the spitfire or similar sized ship from one of those battles.

LOCATION: 411 Route 3/Comfort Inn

OWNER/SPONSOR: Comfort Inn & Suites/
Terry M. Meron

PROJECT COST: \$1 million

DRI FUNDING REQUEST: \$400,000

TIMELINE: 1 year for design and construction

READINESS: Site control, site plan, site prep complete

DRI GOALS



TINY LEADERS CHILDCARE CENTER

Construction of a new 10,000 square foot daycare center with 10 classrooms. The center will provide a safe and positive environment for 154 children to learn and grow. The facility will include a 1,000 square foot multi-purpose gym that will be used for birthday parties and other extracurricular activities for kids after hours and on weekends, creating a new family activity space in Town Center.

LOCATION: Tom Miller Road

OWNER/SPONSOR: Tiny Leaders Children's
Center/Broncie Burnell

PROJECT COST: \$4 million

DRI FUNDING REQUEST: \$1.4 million

TIMELINE: 1 year for design and approvals, and
1 year for construction

READINESS: Site control, business plan,
market study

DRI GOALS



MIXED-USE SENIOR HOUSING



Construction of 24 senior apartments with a community room plus office space and related site amenities. The project is in close proximity to essential services, including grocery stores and health care facilities.

LOCATION: 4 Melody Lane

OWNER/SPONSOR: 15 Champlian, LLC

PROJECT COST: \$3.5 million

DRI FUNDING REQUEST: \$1 million

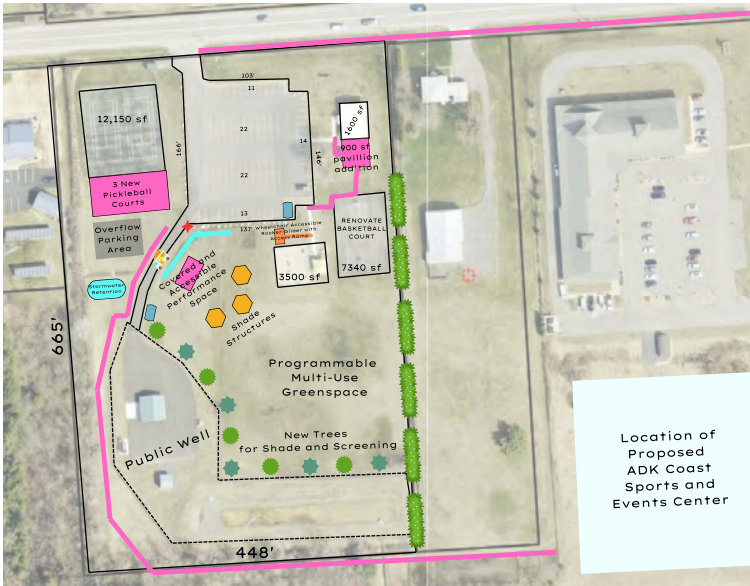
TIMELINE: 1 year for design and approvals, and 1 year for construction

READINESS: Site control, site plan, architecture & design complete

DRI GOALS



MAY CURRIER PARK IMPROVEMENTS



Location of Proposed ADK Coast Sports and Events Center

This is the only public greenspace in Town Center. As Town Center develops, the open space provided by this park will only grow in importance to its users. This project will transform an existing park into a "central park" in Town Center. May Currier Park is a well-used park with outdoor courts for tennis and basketball, multi-purpose green space, and a small building that is used for a variety of community functions and meetings. New playground equipment was recently installed by the Town. The proposed improvements include a covered performance space, wheelchair accessible playground structure, expanded picnic pavilion, shade structures, pickleball courts, accessible pedestrian connections, and landscaping enhancements.

LOCATION: Tom Miller Road

OWNER/SPONSOR: Town of Plattsburgh

PROJECT COST: \$1.1 million

DRI FUNDING REQUEST: \$1.1 million

TIMELINE: 1 year for design and construction

READINESS: Site control, concept plan

DRI GOALS



SMITHFIELD BOULEVARD STREETScape IMPROVEMENTS

Smithfield Boulevard is the heart of Town Center providing a connection between Route 3 and Tom Miller Road. It is the gateway to the Champlain Centre, health care services, grocery stores, and many restaurants. This project includes placemaking and connectivity improvements along Smithfield Boulevard to include creative landscaping, bike lanes, street furniture, bus shelters, and shade structures. As Town Center grows, Smithfield Blvd will likely be viewed as its "Main Street."

LOCATION: Smithfield Boulevard from Tom Miller Road to Route 3

OWNER/SPONSOR: Town of Plattsburgh

PROJECT COST: \$800,000

DRI FUNDING REQUEST: \$800,000

TIMELINE: 1 year for design and permitting, and 1 year for construction

READINESS: Concept plans and preliminary cost estimates

DRI GOALS



TOWN CENTER SIDEWALK INFILL

Construct approximately 6,300 linear feet of new sidewalk, including a new sidewalk along Tom Miller Road from May Currier Park to the mall entrance road; sidewalk infill on Plaza Boulevard providing a connection from Tom Miller Road to the recently constructed Northwoods Apartments; sidewalk infill on Smithfield Boulevard from Tom Miller Road to Pyramid Drive. The new sidewalks will connect key destinations in the heart of Town Center.

LOCATION: Tom Miller Road, Plaza Boulevard, and Smithfield Boulevard

OWNER/SPONSOR: Town of Plattsburgh

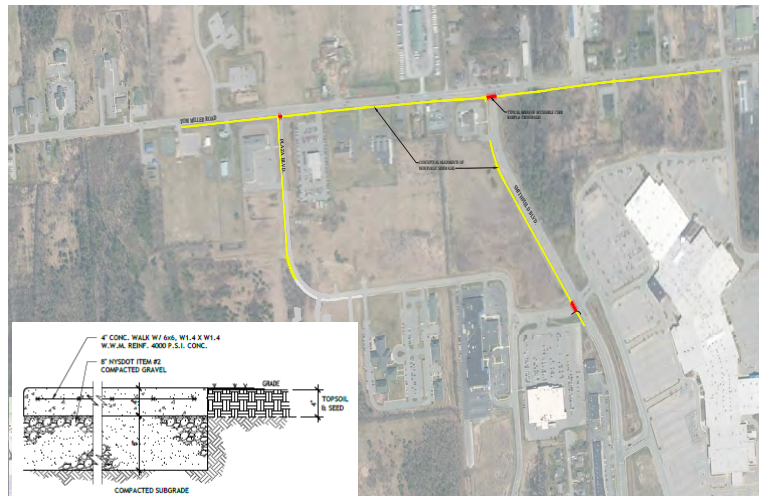
PROJECT COST: \$900,000

DRI FUNDING REQUEST: \$900,000

TIMELINE: 1 year for design and permitting, and 1 year for construction

READINESS: Site plan

DRI GOALS



GATEWAY AND WAYFINDING SIGNAGE

To enhance pedestrian movement and placemaking in Town Center, this project proposes the installation of 4 gateway signs at the entrances to Town Center and a series of wayfinding signs along public sidewalks. The gateway signs will feature the new Town Center logo and brand on creative signs designed to suit each unique entrance to Town Center. Every Visitor to Town center should know exactly where they are and be greeted with a sense of place. This will enhance the identity of Town Center and the Town of Plattsburgh overall.

LOCATION: Town Center

OWNER/SPONSOR: Town of Plattsburgh

PROJECT COST: \$500,000

DRI FUNDING REQUEST: \$500,000

TIMELINE: 6 months for design and 3 months for installation

READINESS: Site control, town center branding, concept design

DRI GOALS



PUBLIC ART FUND

The Town will partner with Outside Art, a local arts organization based in the City of Plattsburgh with experience completing public art projects. The Public Art Fund project will support the solicitation and installation of public artwork within Town Center through a series of competitive requests from local and regional artists. The project will help to visually brand Town Center and strengthen the sense of place. The funding will be used to install public artwork at key locations. Anticipated installations include a sculpture at May Currier Park and in the green space in front of Champlain Centre, a mural on the I-87 overpass, and mini murals on 6-8 utility boxes along Smithfield Boulevard. Public art will enhance the Town's cultural identity and create community pride. Outside Art has administered several successful community art projects in the region. Notably, the Jean Arthur mural and the Michael Anderson mural in the City of Plattsburgh.

LOCATION: Town Center

OWNER/SPONSOR: Town of Plattsburgh in partnership with Outside Art

PROJECT COST: \$325,000

DRI FUNDING REQUEST: \$325,000

TIMELINE: 6-8 months to identify artists and 2 years for design, fabrication, and installation

READINESS: Partnership with experienced public arts organizations

DRI GOALS



GATEWAY SIGN

POLE BANNER

MAP KIOSK



ADMINISTRATIVE CAPACITY

The Town of Plattsburgh boasts a strong administrative structure for overseeing grant-funded endeavors, having successfully managed and executed 50+ grants totaling more than \$17 million over the past decade. Plattsburgh's in-house team is well-versed in navigating various funding agency programs, including those of NYSDOS, NYSED, NYSEDA, NYSHCR, NYPA, NYSDEC, NYS Archives, DASNY as well as private organizations, and is supported by external consultants and local partners. Notable partners include Adirondack Champlain Valley REALTORS, Clinton County Industrial Development Agency, North Country Chamber of Commerce, Adirondack Coast Visitors Bureau, Adirondack North Country Association, Champlain Valley Education Services, Schluter Systems, Lake Champlain Lake George Regional Planning Board, and many more.

The Town of Plattsburgh has significant experience working with large-scale private development. Since 2019, the Town of Plattsburgh Planning & Community Development staff have reviewed 2.6 million square feet of new development, more than 100 new parcels via subdivision, and more than 300 units of Multi Family Housing. Additionally, our Codes and Zoning Department has issued more than 2,400 building permits since 2019, averaging nearly 500 permits per year, totaling over \$180 million dollars in investment. Town staff have also overseen large public infrastructure projects, including \$24 million in water and sewer upgrades and the expansion of Plaza Boulevard.



American Planning Association
New York Upstate Chapter

Creating Great Communities for All

Town of Plattsburgh Planning & Community Development Team was awarded a 2024 NY Upstate APA Award for Planning Implementation.



The Town's grants are managed primarily by the Town's Planning and Community Development Department with fiscal support from the Finance Manager. The Town Supervisor provides leadership and guidance for all major initiatives. This team has over 60 years combined experience with grants management. The Town's grant administration team includes:

Town Supervisor, Michael S. Cashman: Nine years as Supervisor, three additional years as Town Councilor and Zoning Board member, 20 years of management experience.

Senior Planner, Trevor Cole, AICP: 13 years of municipal planning experience, focused on comprehensive planning, zoning, site plan & subdivision review. 10 years of grant writing management, and project implementation. Three years of experience in construction trade consultation.

Senior Planner, Jessica Kogut: Seven years of municipal planning and community development experience, nine additional years of general municipal government experience, two years of private development and construction experience, nine total years of grant writing and administration experience.

Senior Typist, Michele Buckminster: 12 years of municipal administration experience, specifically in the planning and community development department. Additional experience in general municipal administration and finance.

Finance Manager, Patrick Bowen: 12 years of municipal finance experience with the Town of Plattsburgh. Seven years of experience in auditing and business management.

The Town has demonstrated that it is capable of administering a variety of grant programs. By leveraging experienced personnel, the Town of Plattsburgh will ensure the Downtown Revitalization Initiative will be completed on time and in full compliance with all program guidelines.

ATTACHMENTS: LETTERS OF INTENT AND LETTERS OF SUPPORT



September 6, 2024

Empire State Development
625 Broadway
Albany, NY 12245

Re: Town of Plattsburgh's Downtown Revitalization Initiative Round 8 Application

Dear Commissioner Knight,

Please consider this letter as our expression of possible participation in the Town of Plattsburgh's application for Round 8 of New York State's Downtown Revitalization Initiative ("DRI").

This letter is for discussion purposes only and not intended to be binding in any way, nor shall the details provided herein be construed as creating duty on the part of the property owner or any successor to undertake the same.

The current owner of the Champlain Centre is a REMIC trust which took title to the property by way of foreclosure. REMIC trusts are subject to Sections 860A through 860G of the Internal Revenue Code (the "Code"). Accordingly, these tax rules prohibit a REMIC from doing certain things, including but not limited to, engaging in new construction on foreclosure property, increasing the gross leasable area of its buildings, and creating any expanded new interests in real property during its period of ownership. Any agreement by the property owner to take part in any project in connection with the DRI will remain subject to additional approvals by various parties who have control over the actions of the property owner.

Furthermore, a REMIC is required under the Code to dispose of foreclosure property within a specified time period. Any binding nature of participation would impair the REMIC's rights in selling this property by requiring any subsequent purchaser to take part in this application or any project that may come from any award, which would be untenable.

Despite these restrictions, the current owner of Champlain Centre is willing to discuss possible involvement in the DRI to the extent allowed and has interest in potentially working with the Town of Plattsburgh to that end.

Champlain Centre is located directly in the heart of the Town of Plattsburgh's main commercial corridor, centered inside the four highest trafficked roads in the region (I-87, Route 3, Smithfield Blvd, and Tom Miller Road). The property is well-positioned as an easily accessible destination, drawing customers from the greater surrounding region, as well as northern Vermont, and Montreal, Quebec. With Plattsburgh being just a half-hour drive from

the NY-Quebec border, Canadian traffic has a major impact in this area. The Champlain/Lacolle border is the 2nd highest border crossing in the state of New York and the 5th highest traffic crossing in the country; an estimated 25%-30% of visitors at Champlain Centre are Canadian.

Champlain Centre has struggled to maintain full occupancy in recent years, particularly since losing many tenants (Best Buy, Victoria's Secret, Regis, MasterCuts, Foot Locker, Yankee Candle, Zales, and more) as a result of malls being shut down for several months in 2020 and the US-Canadian border being closed for nearly two years due to COVID-19. Additionally, the property went into foreclosure and was taken back by the lender in March 2024 when the original developer could no longer meet its mortgage obligations after significant rent reductions necessitated by the pandemic.

Despite these setbacks, the center continues to serve as a popular hub for the local community and remains a strong draw for cross-border shoppers. Now overseen by an industry-leading property management company (contracted by the mortgage holder), Champlain Centre is poised for new life, that with the help of DRI funds could encompass a refreshed look with interior and exterior upgrades, increased inter-connectedness with added foot paths and bicycle access, more green space, and redevelopment on peripheral parcels for future lodging, residential, and recreational use.

One of the goals is to make each main mall entrance more welcoming and tourist-friendly, by creating more usable outdoor space, incorporating points of interest, adding area maps, art installations, murals, seating, and other amenities that would enable collaboration with area organizations and better serve the community. Each could have a theme, such as:

An outdoor reading nook with benches, Little Free Library boxes, literary murals; the mall already works with the Childcare Coordination Council of the North Country giving out free books through a weekly "Journey Into Reading" event, which could tie in with this.

A family-friendly spot with a play area, picnic tables, and recreational opportunities for kids, perhaps collaborating with the Clinton County Health Department to promote healthy lifestyles and activities; Champlain Valley Family Services/Clinton-Essex-Franklin County Tobacco-free organization is a tenant in the mall, and would be a great partner on this.

A small dog park with a fenced in walking section, "take a stick, leave a stick" boxes, water bowls, and dog tunnels, ramps, etc. in a shaded location with added canopies and/or pavilion area. This will be especially useful and appealing for Canadians and tourists traveling with pets. Invite Elmore SPCA to post pics of adoptable animals.

An easily accessible outdoor venue where visitors could set up lawn chairs to enjoy live music, free outdoor events, entertainment, street performers, artists, food trucks, etc.

These spaces could offer interactive kiosks with brochures and information about nearby destinations; work with the I Love New York campaign in promoting other attractions throughout the state, since Plattsburgh draws many out-of-state visitors for major fishing tournaments on Lake Champlain, hikers coming to the Adirondacks, and is often the first stopping point for snowbirds and other Canadians from the greater Montreal area.

The larger goal is to activate peripheral parcel development opportunities, potentially encompassing a hotel (200 rooms), multi-family residential (200-300 units), a sports/entertainment complex and an additional exterior strip area for stand-alone retail, restaurant, and health/wellness uses (15,000 square feet) which could be achieved by the parcelization of the property and sale to developer(s) with less restrictions than the current owner.

With the assistance of a DRI grant, Champlain Centre will be in a stronger position than ever before to grow and thrive as part of the community and in serving visitors locally, regionally, and internationally, while also laying the groundwork for a variety of future development purposes that will benefit residents, draw more tourists, and create new jobs.

We appreciate your time and consideration.

Respectfully,



Lisa Getty
General Manager of Champlain Centre

cc: Michael S. Cashman, Town of Plattsburgh Supervisor

HOTEL

1,2,3, and 4 indicate existing main entrance locations to be enhanced with more green space and themed uses (e.g. outdoor playground, picnic area, dog park, seating, art installations, murals, etc.)

MULTI-FAMILY

SPORTS RETAILER

NEW PARKING

TARGET

ROSS
STORE

JCPenney

KOHL'S

HOBBY
LOBBY

OLLIE'S
BOUTIQUE

1

2

3

4

[FOOD & BEVERAGE,
HEALTH & WELLNESS,
NATIONAL RETAILER, SPORTS AND/OR
ENTERTAINMENT DESTINATION]

Blue lines show sidewalks make entire inner & Outer
perimeters of property bicycle & pedestrian friendly and
connect for full accessibility

[FUTURE
DEVELOPMENT
AND/OR
RECREATIONAL AREA]

PACIFIC
RETAIL

SMITHFIELD BLVD.

EXISTING SITE PLAN

SCALE: NTS

0 0.5 1



September 3, 2024

Supervisor Cashman
Town of Plattsburgh
151 Banker Road
Plattsburgh, NY 12901-7307

RE: Letter of Intent to Develop the Adirondack Coast Sports and Events Center as Part of the Town of Plattsburgh's DRI Application

Supervisor Cashman,

On behalf of Elevate518, LLC, I am writing to express our strong interest in developing the Adirondack Coast Sports and Events Center as part of the Town of Plattsburgh's application to the New York State Downtown Revitalization Initiative (DRI).

Project Overview

We propose, as a Priority Project, the construction of a regional indoor field sports and events center to be located within the Town Center. This facility will host youth and adult sports programming, public and private events, shows, fairs, concerts, galas, conferences, and other regional community events. As there are no other sizeable facilities for this purpose, it will fill a much-needed gap in our region. This project will be based off an Empire State Development (partially) funded project that yielded a completed favorable Market Study, Facility Business Plan and Strategic Analysis.

Alignment with DRI Goals

Our proposed project aligns closely with the DRI's goals of revitalizing downtowns and generating economic opportunity. Specifically, it will:

- Provide a dedicated youth and adult sports presence in the Town Center area, complementing the adjacent public park (May Currier)
- Create employment opportunities for youth and adults with many dozens of part-time roles and 6-8 full-time positions
- Produce and host regular and frequent large-scale events that support the arts, recreation, and the region's deep cultural values.
- Accelerate the development of ancillary properties that will serve the thousands of regional visitors which will directly impact the Town of Plattsburgh's tax base.

Project Details

- Estimated Total Cost: \$7,000,000
- Requested DRI Funding: We seek \$3,000,000 from the grant without which this project cannot happen.
- Proposed Timeline: Fall 2025 to Fall 2026, or concurrent with DRI processes
- Key Milestones and Current Status:
 - Completed an Empire State Development grant-funded Market Study and Business Analysis in 2022
 - Secured Partners: In collaboration with Todd McCarthy (Owner, Lenny's Shoe & Apparel) and Jared Jabaut (Owner, North Point Insurance), and Pat Leary (Owner, PM Leary), Elevate518, LLC will use Mr. McCarthy's Plaza Blvd property to construct the Indoor Sports and Events Center.
 - Spoken to financial institutions to secure financing for the balance of what is not covered by grant and investor contributions

Steveeters518@gmail.com

Community Impact

There is currently no dedicated-to-the-public indoor facility, convention center, large meeting, or event space in the region. Hard evidence shows this facility will regularly service thousands of area youth and adults in a variety of sports activities, camps, and events. This project will create employment opportunities for youth and adults with many dozens of part-time roles and 6-8 full-time positions. Additionally, this property can be potentially poised to preserve vital wetlands in collaboration with Town initiatives.

Qualifications

(Resume attached)

We are excited about the opportunity to contribute to the revitalization of downtown Plattsburgh and are committed to working closely with the Town and the State to bring this project to fruition.

Thank you for your consideration. We look forward to the possibility of further discussing our proposal.

Sincerely,

Steven Peters

Steve Peters

Owner, Elevate518, LLC

51 Lakeside Road, Peru, NY 12972





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TOWN OF PLATTSBURGH - DRI
PROJECT: ELEVATE518, LLC
PLAZA BOULEVARD, TOWN OF PLATTSBURGH, CLINTON COUNTY, NY

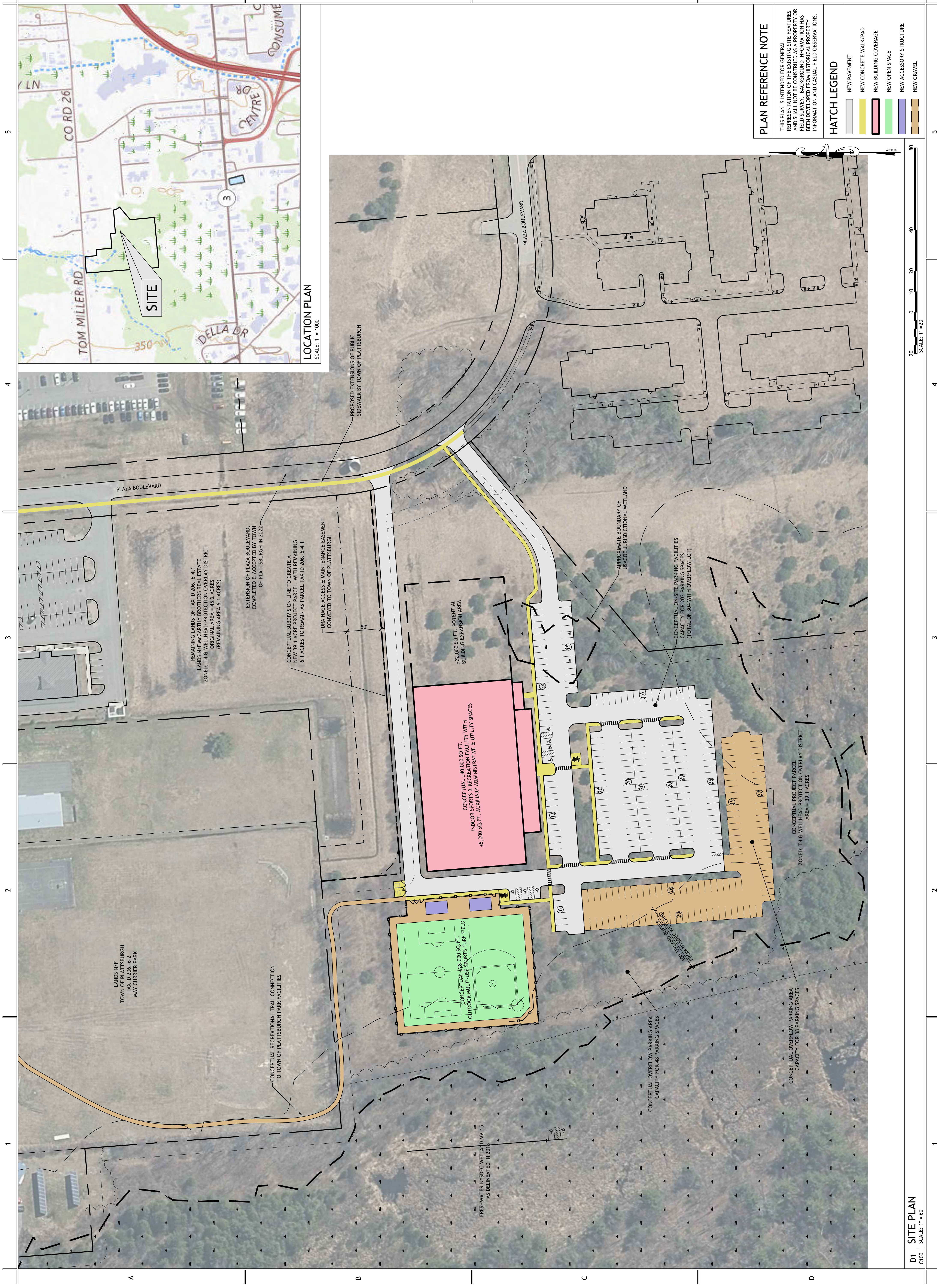
**SCHEMATIC
DESIGN PHASE
SERVICES 60%**

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ITE SKETCH LAN

PROJECT NO.	23025-002
DATE	09-23-24
DRAWN BY	MSC
CHECKED BY	JAA

C100



Stoneworks Massage & Skincare

179 Tom Miller Road

Plattsburgh, NY 12901

(518) 310-0172

Erin.Stoneworks@gmail.com

RE: Letter of Intent to Develop for Revitalize Town Center – Town of Plattsburgh

To whom it may concern,

On behalf of StoneWorks Massage & Skincare, I am writing to express our strong interest in expanding and developing a Nordic Spa Circuit as part of the Town of Plattsburgh's application to the New York State Downtown Revitalization Initiative (DRI).

Project Overview

StoneWorks Massage & Skincare is looking to add an additional building which would house the following:

Women's Locker Room

Men's Locker Room

Nordic Spa Circuit (Hot tub, Cold Plunge, Mineral Bath, and Sauna)

Relaxation Lounge

Alignment with DRI Goals

Our proposed project aligns closely with the DRI's goals of revitalizing downtown and generating economic opportunity. Specifically, it will:

- Create 1-3 positions of employment for the community
- Create a destination spa to pull in more tourism
- Create exercise, mobility, and movement opportunities for the aging and mobility impaired north country population
- Increase wellness opportunities for the community as a whole, eliminating the wait for provider availability.
- Increase the economy by attracting out of town visitors.

Project Details

- Estimated Total Cost: \$800,000
- Requested DRI Funding: \$600,000
- Proposed Timeline: Spring of 2026 to Fall of 2026
- Key Milestones and Current Status: We are currently working with Engineers and Contractors with the building plans for this project.

Community Impact

The addition of another building, which would house a Nordic Spa Circuit, men's and women's locker rooms, and an updated relaxation lounge, would have a positive impact on our community as a whole. It would increase job opportunities, create a destination spa, pulling in more out of town visitors, create more health and wellness opportunities for our mobility impaired community, and the additional building would open up more treatment rooms in our existing building which would allow for more hands-on therapies like massage therapy, stretching therapy, and facials to name a few. The addition would also allow for more health and wellness opportunities on a daily basis where the community would not need a provider appointment, such as a sauna, cold plunge and hot tub.

Our Qualifications

We are currently running a very successful and fully booked day spa. We have worked our way up from a 1 room rental to purchasing a 3 treatment room space and then again have expanded and moved to our current location which has 11 treatment rooms, an acupuncture room, nail therapy room, members sanctuary space, relaxation room, studio space, Therapy pool and large retail lobby. We have a continual working relationship with several contractors in the area and they are equally as excited for the project.

We are excited about the opportunity to contribute to the revitalization of downtown Plattsburgh and are committed to working closely with the town and the state to bring this project to fruition.

Thank you for your consideration. We look forward to the possibility of further discussing our proposal.

Sincerely,

Erin Soule
Spa Manager
Stoneworks Massage & Skincare
(518) 310-0172
Erin.stoneworks@gmail.com

Attachments (optional, but encouraged)

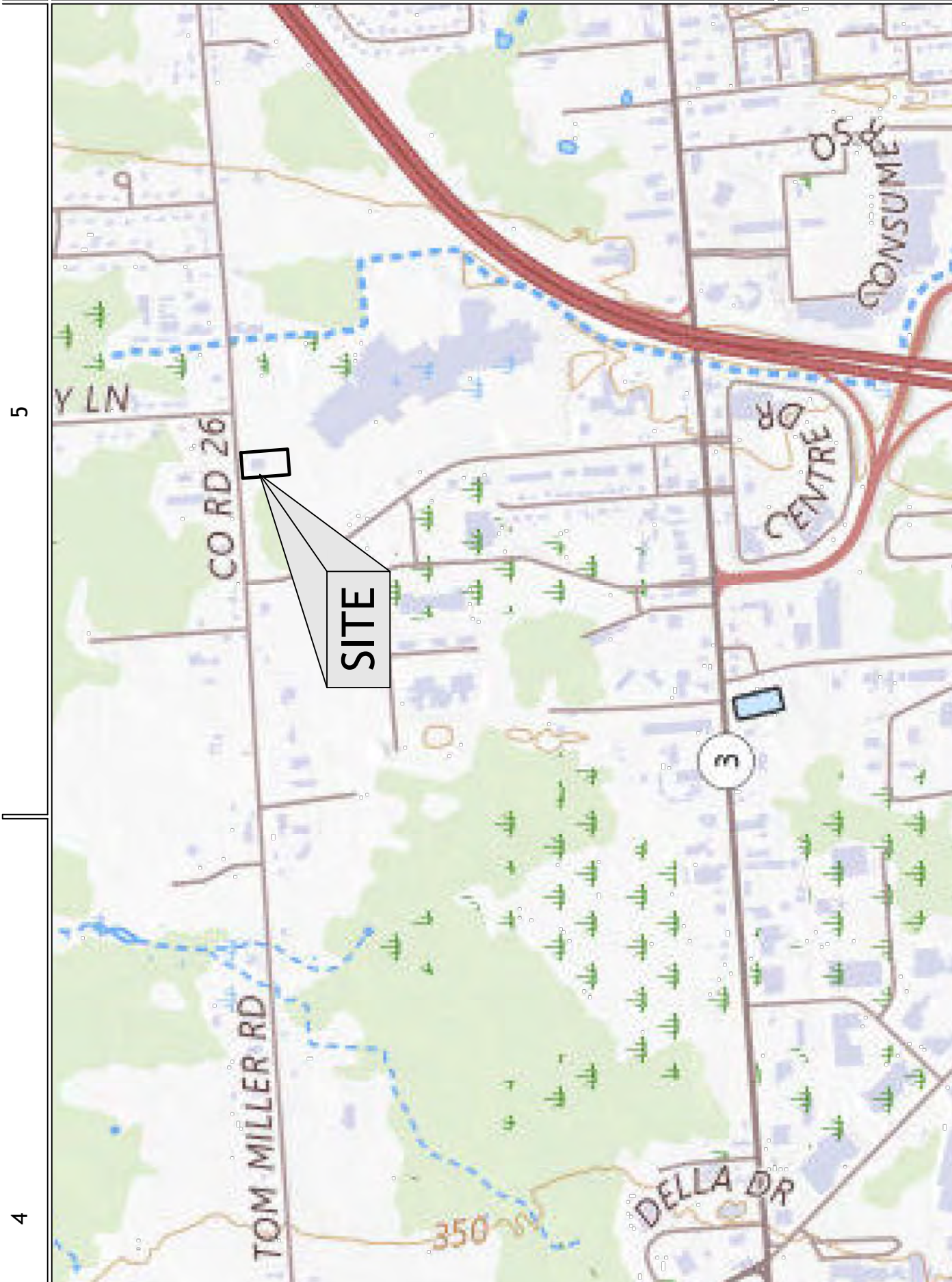
Concept Plan

Rendering (not the exact layout but gives a great idea of the water elements)

Photos



D1 SITE PLAN
SCALE: 1" = 30'




LOCATION PLAN
SCALE: 1" = 1000'

PLAN REFERENCE NOTE

THIS PLAN IS INTENDED FOR GENERAL REPRESENTATION OF THE EXISTING SITE FEATURES AND SHALL NOT BE CONSTRUED AS A PROPERTY OR FIELD SURVEY. BACKGROUND INFORMATION HAS BEEN OBTAINED FROM PUBLIC RECORDS, AERIAL INFORMATION AND CASUAL FIELD OBSERVATIONS.

HATCH LEGEND

- NEW PAVEMENT
- NEW CONCRETE WALK/PAD
- NEW BUILDING COVERAGE
- NEW OPEN SPACE
- NEW ACCESSORY STRUCTURE
- NEW GRAVEL



ARCHITECTURAL & ENGINEERING
DESIGN ASSOCIATES, P.C.
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E: JAA@AED-PC.COM

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TOWN OF PLATTSBURGH - DRI
PROJECT: STONEWORKS MASSAGE & SKINCARE

TOM MILLER ROAD, TOWN OF PLATTSBURGH, CLINTON COUNTY, NY

SCHEMATIC
DESIGN PHASE
SERVICES 60%

NOT FOR
CONSTRUCTION

REVISIONS		
#	BY	DATE

SITE SKETCH PLAN

PROJECT NO.	23025-002
DATE	09-23-24
DRAWN BY	MSC
CHECKED BY	JAA

C100



Terry Meron DBA Meron Properties
Christopher's Restaurant Inc DBA Comfort Inn and Suites
411 Route 3 Plattsburgh, New York 12901

Supervisor Cashman
Town of Plattsburgh
151 Banker Road
Plattsburgh, NY 12901-7307

RE: Letter of Intent to Redevelop for Outdoor Recreation Complex Town of Plattsburgh

Supervisor Cashman,

On behalf of Terry Meron, DBA Meron Properties, owner of the Comfort Inn Complex of Businesses, I am writing to express our strong interest in redeveloping the outdoor entertainment center as part of the Town of Plattsburgh's application to the New York State Downtown Revitalization Initiative (DRI).

Project Overview

The project is part of a parcel that has a Comfort Inn and Suites, a Perkins Restaurant, a Brewpub, a health club and indoor family entertainment center. We are located in front of the Wal-Mart/Sam's Club Power Center within the DRI District..

The project is a redevelopment of an outdoor 19 hole miniature golf course, 5 unit batting cage and a 6 unit bumper boat pond that has not been used since a fire destroyed about two-thirds of the Comfort Inn Complex building on November 15, 2008-so 16 years of disuse. Mother nature recaptured the entire area, which along with the long span of disuse, caused significant damage.

I strongly believe a person and a community should try to develop itself to be all it is capable of being. This is the reason why the miniature golf course will have the first 9 holes tell the story about the historic Battle of Valcour in the revolutionary war which was led by Benedict Arnold and which enabled the land victory by the Americans in the Battle of Saratoga, a turning point in the war. The next 10 holes will tell the story about the historic Battle of Plattsburgh in the War of 1812 which contributed to the end of that war. Both battles are very interesting stories and exemplify great naval strategy by the Americans.

Within the area of the miniature golf course, we will also build a replica of the gunboat Spitfire from the Battle of Valcour which sits at the bottom of Lake Champlain and is one of two of the oldest surviving American naval vessels (the other being the PHiladelphia in the Smithsonian's National Museum of American History in Washington DC).

We will also rehab an existing reproduction of a trolley car from the Plattsburgh Traction Company System that operated in Plattsburgh from June 28, 1896 until November 11, 1929. This structure will house a soft ice cream operation.

The primary objective is to create a recreational amenity for the local community and visitors, instill pride in our local community about our incredible history and promote historical tourism.

Alignment with DRI Goals

Our proposed project aligns closely with the DRI's goals of revitalizing downtowns and generating economic opportunity. Specifically, it will:

- Provide an amenity, in connection with our indoor family entertainment center which already draws local residents and outside visitors, that enhance entertainment options for both locals and visitors.
- Promote historical tourism and lay the foundation for future development of our rich history.
- Instill community pride in our role in history with the Battle of Valcour and the Battle of Plattsburgh being hugely impactful to our existence as a country.

Project Details

- Estimated Total Cost: \$1 Million
- Requested DRI Funding: \$400,000
- Proposed Timeline: April 2025 through June 2025
- Key Milestones and Current Status: I already own the property. We operate a successful indoor family entertainment center so we have an existing target demographic to market to that is substantial. We also operated this before the fire and it was a successful operation. We will enhance its appeal this time.

Community Impact

This project will enhance the Town of Plattsburgh's DRI by providing a significant recreational amenity for both locals and tourists and further the Town's goals of promoting the Battles of Valcour and Plattsburgh.

We will be the most visible example of the Battles with the Spitfire reproduction and a small scale reproduction of a star shaped stone fort.

Our Qualifications

I have extensive experience in the construction business building the Comfort Inn complex and rebuilding it after the fire. We have built and rehabbed many apartments and commercial buildings in Plattsburgh and elsewhere in New York for several decades.

We are excited about the opportunity to contribute to the revitalization of downtown Plattsburgh and are committed to working closely with the Town and the State to bring this project to fruition.

Thank you for your consideration. . We look forward to the possibility of further discussing our proposal.

Sincerely,



Terry Meron

Property Owner-Terry Meron DBA Meron Properties and

Sole Shareholder Christopher's Restaurant Inc, the Operating Company of the Comfort Inn Complex

411 Route 3 Plattsburgh, New York 12901

email: terrymeron@gmail.com

cell phone: 518-569-0639

business phone: 518-562-2730

Tiny Leaders Children's Center

16 Degrandpre Way

Suite 200

Plattsburgh NY, 12901

Supervisor Cashman

Town of Plattsburgh

151 Banker Road

Plattsburgh, NY 12901-7307

RE: Letter of Intent to Develop for Child Care Center – Town of Plattsburgh

Supervisor Cashman,

On behalf of Tiny Leaders Children's Center Inc., I am writing to express our strong interest in developing a new daycare center as part of the Town of Plattsburgh's application to the New York State Downtown Revitalization Initiative (DRI).

Project Overview

A new 10,000 sf daycare center that has 10 classrooms. The center will be a home away from home, a safe environment, and a positive place for 154 kids to learn and grow. We would include a gym space that is 1000 square feet to hold birthday parties and other extracurricular activities for kids after hours thus giving the community another opportunity for their children.

Alignment with DRI Goals

Our proposed project aligns closely with the DRI's goals of revitalizing downtowns and generating economic opportunity. Specifically, it will:

Build a Diverse Population:

1. **Inclusive Environment:** By welcoming children from various cultural, racial, and socioeconomic backgrounds, daycare centers promote inclusivity and diversity from an early age. This exposure helps children develop empathy and understanding toward others. They will step into our school systems better equipped with independence, life skills, social and emotional skills, and the ability to regulate their feelings from a young age. We are a second home to many foster children as well as children who are under preventative care.
2. **Cultural Programs:** Daycare centers often implement programs celebrating different cultures and traditions. These activities help children learn about and appreciate diversity, fostering a more inclusive community.
3. **Support for Diverse Families:** Offering flexible hours and culturally sensitive practices can make daycare centers more accessible to families from different backgrounds, contributing to a more diverse population. We will accept childcare subsidies that will support families who cannot

afford a center-based program to have the opportunity to give their children a positive environment to learn and grow that they may otherwise not be able to afford.

Creating Employment Opportunities

1. **Job Creation:** Daycare centers create a range of job opportunities, including positions for teachers, caregivers, administrative staff, cooks, and maintenance personnel. This can help reduce local unemployment and provide meaningful work for community members.
2. **Career Development:** Many daycare centers offer training and professional development for their staff. This can lead to career advancement and increased job satisfaction, contributing to a more skilled workforce. Tiny Leaders works closely with CVTEC programs, internship programs from CVTEC and SUNY Plattsburgh, nursing students, catholic charities, and more. We allow visitors to come and grow their knowledge and understanding of childcare and our educators' daily work.
3. **Economic Growth:** By providing reliable childcare, daycare centers enable parents to work or pursue education, which can stimulate local economic activity and increase household incomes. We work closely with the Department of Social Services to allow them to know when we have openings for community members who are unable to work due to a lack of childcare.

Enhancing Quality of Life

1. **Child Development:** Quality daycare centers offer early education and developmental activities that support children's cognitive, emotional, and social growth. This can lead to better long-term educational outcomes and well-being for the children.
2. **Parental Support:** By offering reliable childcare, daycare centers reduce stress and improve work-life balance for parents. This support can enhance family dynamics and overall quality of life. We offer community resources for the safety and well-being of parents as well as promote parenting groups in our local community.
3. **Community Resources:** Our daycare centers will provide additional amenities such as parent support groups, educational workshops, and community events. These resources can strengthen community ties and offer valuable support for families.
4. **Safe and Nurturing Environment:** High-quality daycare centers provide a safe and nurturing environment for children, giving parents peace of mind and contributing to their overall quality of life.
5. **Local Engagement:** Daycare centers often collaborate with local organizations, participate in community events, and engage in outreach programs. This helps build a stronger sense of community and fosters connections between families.

Project Details

- Estimated Total Cost: \$4 million
- Requested DRI Funding: \$1.4 Million
- Proposed Timeline: April 2025 to SEPT 2025
- Key Milestones and Current Status: Currently run a center in Plattsburgh licensed for 62 kids. We have a waiting list for over 350 kids and lease a space where rent far exceeds that of a mortgage

payment. The building is in disrepair and cannot be filled to maximum capacity per OCFS guidelines.

Community Impact

Opening a new daycare center would have a significant positive impact on communities in various ways:

1. **Support for Working Families:** By providing reliable childcare, daycare centers enable parents to work or pursue education, which helps sustain household incomes and contributes to local economic stability.
2. **Early Childhood Development:** High-quality daycare centers support early childhood education and development. This early learning can lead to better academic performance, social skills, and emotional well-being for children, benefiting the community in the long run.
3. **Socialization Opportunities:** Daycare centers offer children opportunities to interact with peers, helping them develop important social skills and emotional intelligence from a young age.
4. **Community Engagement:** Daycare centers often engage with local communities through events, partnerships, and outreach programs. This fosters a sense of community and collaboration.
5. **Job Creation:** Daycare centers create employment opportunities for caregivers, teachers, and support staff, contributing to the local economy and providing jobs for community members. Quality childcare availability assists the Clinton County IDA, TDC, and North Country Chamber of Commerce in attracting new business investment in the region

Our Qualifications

We have successfully opened and operated 2 licensed daycare centers. One that is licensed for 62 and one for 102 kids since 2017. We have a waitlist of over 350 children. We provide quality services by certified early childhood educators.

We are excited about the opportunity to contribute to the revitalization of downtown Plattsburgh and are committed to working closely with the Town and the State to bring this project to fruition.

Thank you for your consideration. We look forward to the possibility of further discussing our proposal and showing our current spaces.

Sincerely,



Broncie Burnell

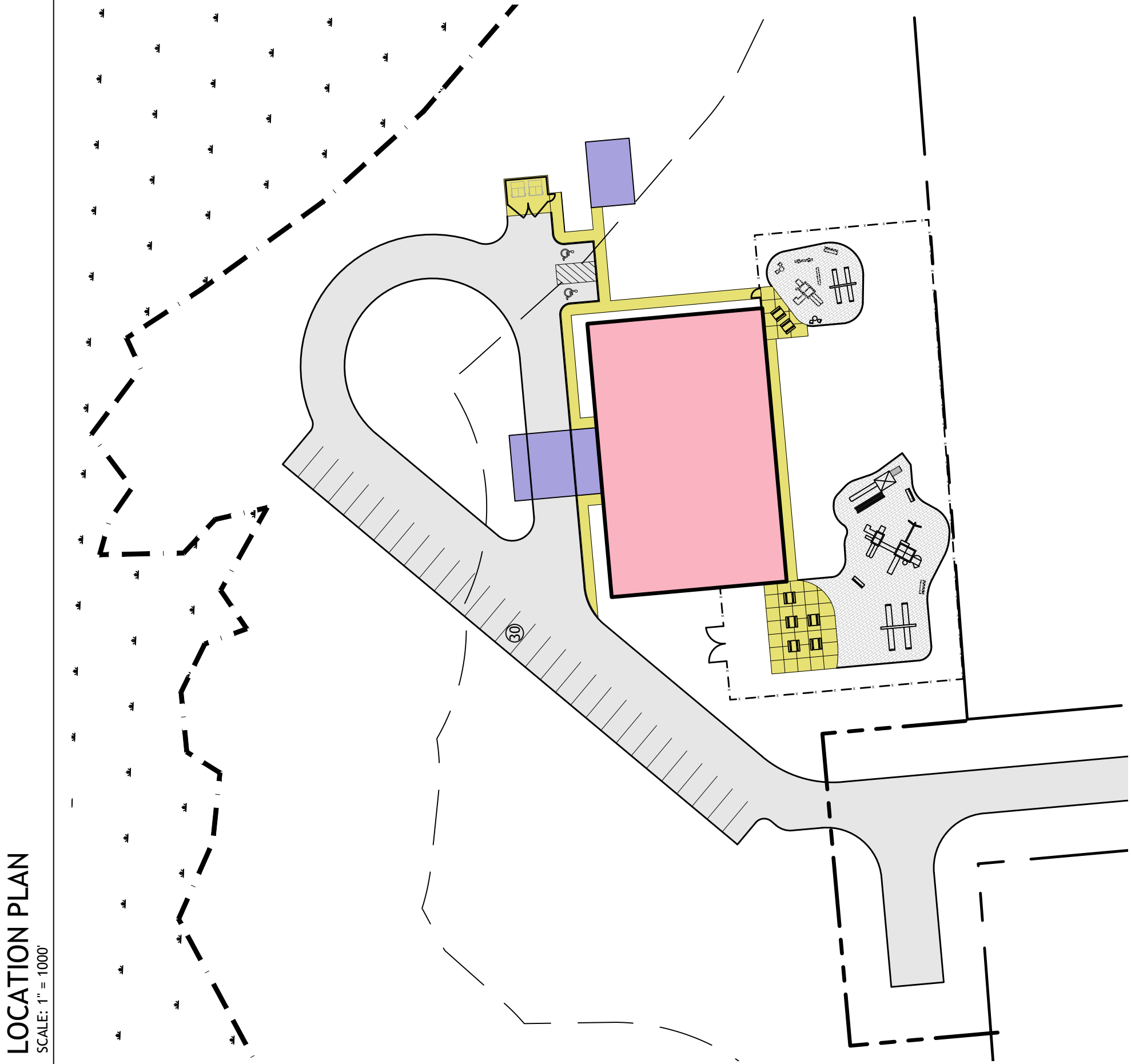
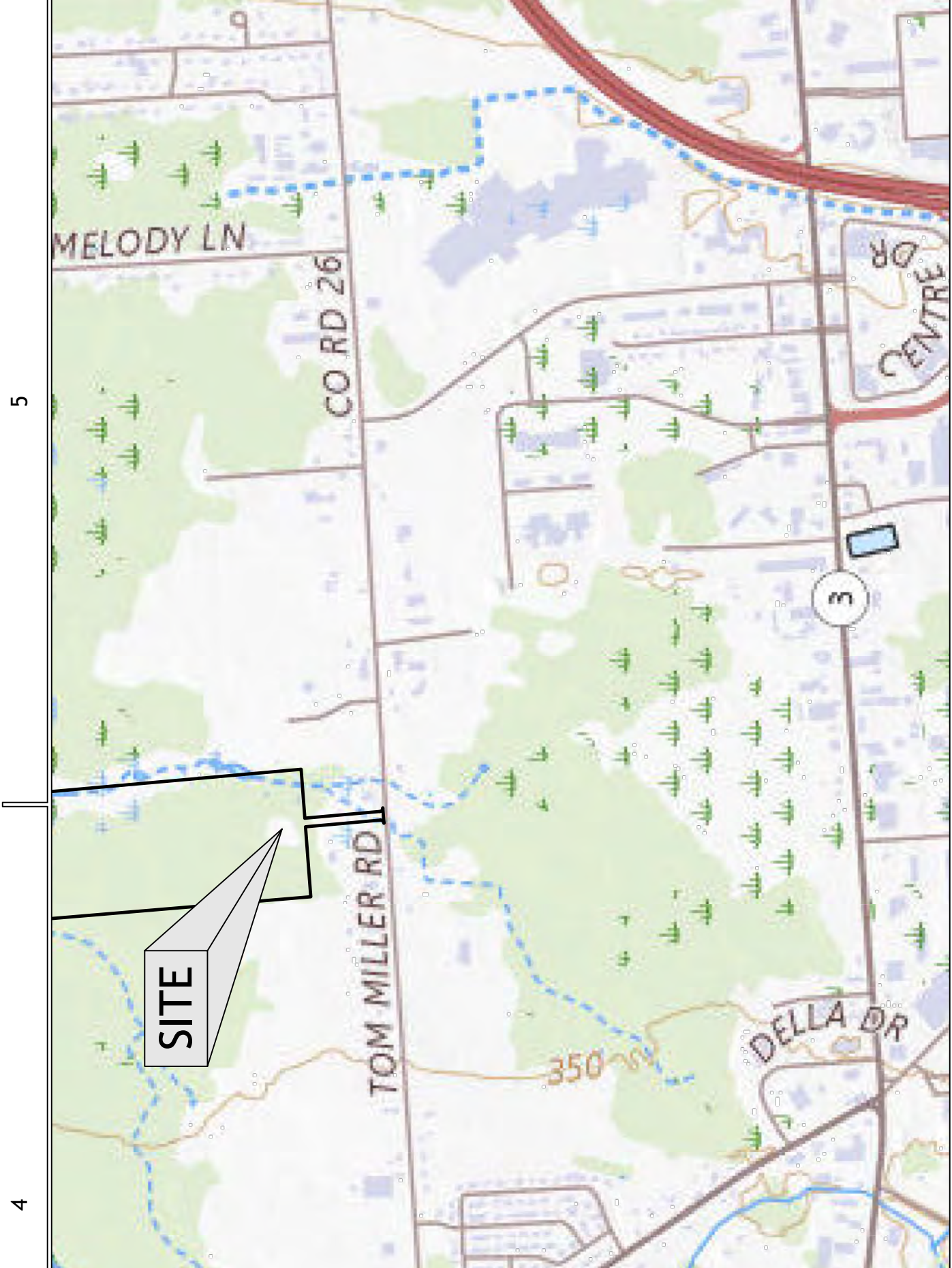
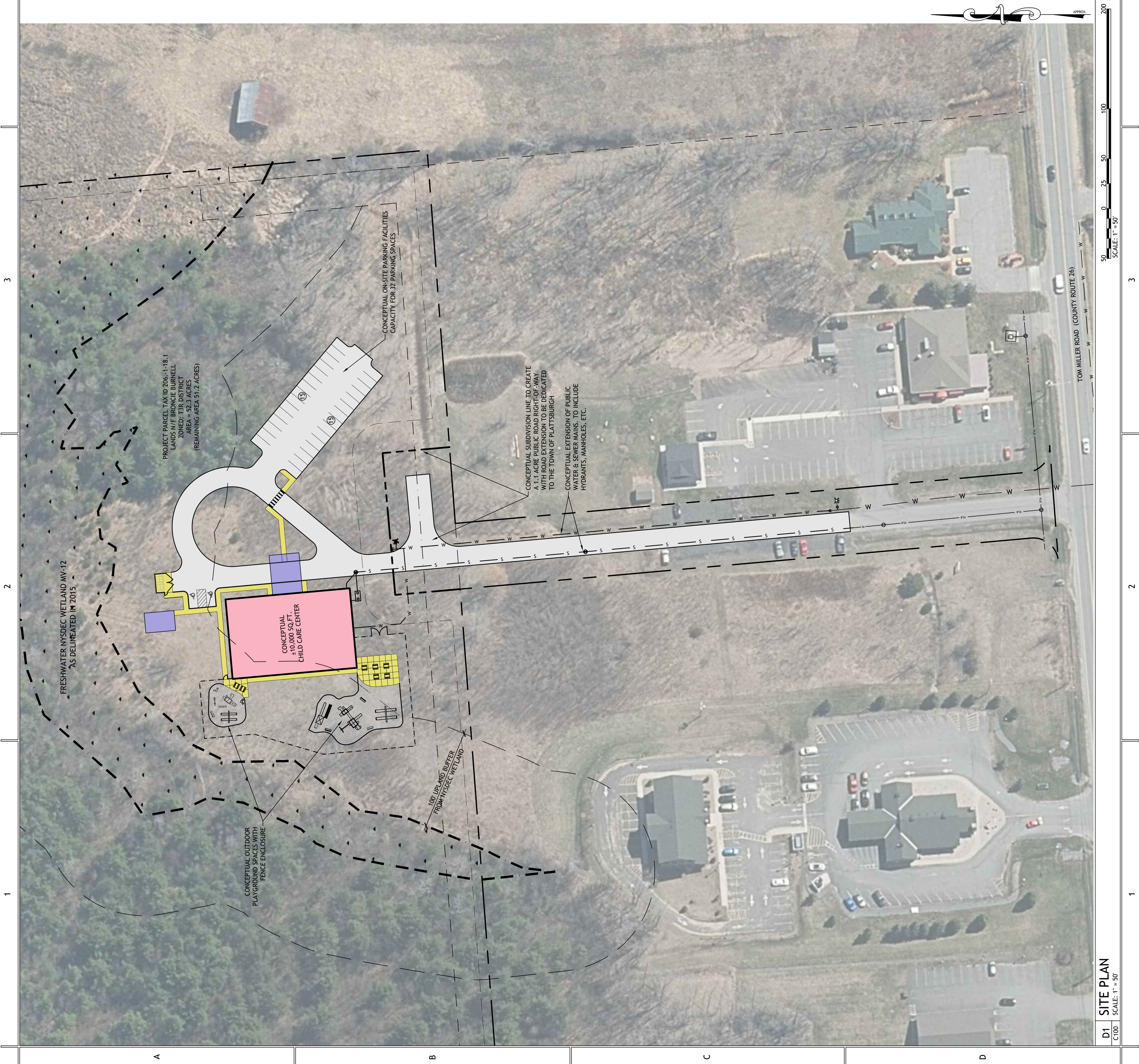
Owner/Operator

Tiny Leaders Children's Center

16 Degrandpre Way Suite 200

Plattsburgh NY 12901

(518) 324-5437



D4	C100	SCALE: 1" = 50'
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PLAN REFERENCE NOTE	
THIS PLAN IS INTENDED FOR GENERAL REPRESENTATION OF THE EXISTING SITE FEATURES AND SHALL NOT BE CONSTRUED AS A PROPERTY OR FIELD SURVEY. BACKGROUND INFORMATION HAS BEEN OBTAINED FROM PUBLIC RECORDS, AERIAL INFORMATION AND CASUAL FIELD OBSERVATIONS.	

HATCH LEGEND	
	NEW PAVEMENT
	NEW CONCRETE WALK/PAD
	NEW BUILDING COVERAGE
	NEW OPEN SPACE
	NEW ACCESSORY STRUCTURE
	NEW GRAVEL

SITE SKETCH PLAN	
-------------------------	--

PROJECT NO.	23025-002
DATE	09-23-24
DRAWN BY	MSC
CHECKED BY	JAA

C100

ARCHITECTURAL & ENGINEERING
DESIGN ASSOCIATES, P.C.
1544 RT. 31 - P.O. BOX 762
PLATTSBURGH, NY 12051
518.562.1702
E. JAMES@AECAD.COM

TOWN OF PLATTSBURGH - DRI
PROJECT: TINY LEADERS CHILDREN'S CENTER

TOM MILLER ROAD, TOWN OF PLATTSBURGH, CLINTON COUNTY, NY

SCHEMATIC
DESIGN PHASE
SERVICES 60%

NOT FOR
CONSTRUCTION

REVISIONS	
#	BY DATE

SITE SKETCH PLAN	
-------------------------	--

PROJECT NO.	23025-002
DATE	09-23-24
DRAWN BY	MSC
CHECKED BY	JAA

C100

October 13, 2024

Supervisor Cashman
Town of Plattsburgh
151 Banker Road
Plattsburgh New York 12901-7307

RE: Senior Housing Development with Senior Social Need Accommodation

Supervisor Cashman,

On behalf of 15 Champlain LLC, I am writing to express our strong interest in developing a new 24 Unit, 55 years old, Senior Housing Development with accessory space to provide much needed Senior Service counseling, Community and recreation space. We would like to submit our project in conjunction with The Town of Plattsburgh as part of the New York State Downtown Revitalization Initiative (DRI).

Project Overview

A new 22,000 sf, 24-unit residential development focused on senior living. The development would include space to provide community and recreational opportunity as well as program space to assist with meeting the needs of aging population within our development. The project consist of 1.4 acres of land, centrally located on the corner of the Tom Miller Road and Melody Lane, just North of Champlain Center. The site serviced by Public Water and Sewer and presently features a wood framed structure.

Alignment with the DRI Goals

Our proposed project aligns closely with the DRI goals of revitalizing downtowns and generating economic opportunity. Specifically this project will enhance the Towns movement to support our diverse population with supportive housing and employment opportunity.

Inclusive Environment

Developing The Town Center concept by supporting quality residential units for a diverse population, some with special needs and unique challenges by featuring accessible units.

New Housing

Our community is challenged to provide housing for all levels of affordability to meet the market need. This project is intended to meet the housing need while increasing the community tax base.

Creating Employment Opportunity

It's anticipated our project will create 3 new jobs while supporting our local tradesman during construction.

Economic Growth

Our residential project places permanent housing with a district which promotes walkability to a wide range of services such as eateries, premium retail, healthcare, recreation and entertainment.

Project Details

Estimated Total Cost: \$3.5 million

Requested DRI funds: \$1 million

Proposed timeline: April 2025-September 2025

Key milestones and Current Status: We currently own the property, have preliminary site plans and a business plan. The site was previously approved by The Town Planning Board for a similar residential use.

Our Qualifications

We have successfully constructed numerous housing development projects and presently our management team has a housing stock of 250 housing units.

Notable Projects

St. Peters Housing Development, 22 housing units, \$2.5 million

2 Pike St City of Plattsburgh, Historic Site renovation

Code complying renovation/modernization of greater than 180 housing units

Created 4 multi-lot sub-divisions

Various new construction projects, Single Family homes, Multi-Family housing and Commercial construction. We've successfully created housing stock with accessibility features and projects that meet the need for a Chemical Dependant population.

We are excited about the opportunity to contribute to the revitalization of Plattsburgh's premier initiative "Plattsburgh's Downtown Center." We are pleased and excited for the opportunity to work closely with the Town of Plattsburgh and the State of New York.

Thank you for considering our project in this initiative.

Sincerely,

DocuSigned by:
 10/14/2024

E4A645F810284D7
Thomas Latinville
15 Champlain LLC
PO Box 806,
Plattsburgh NY, 12901

Zoning Information:

LOCATION: - Melody Lane Town of Plattsburgh, Clinton County, State of New York			
ZONE: - Town Center Commercial T4			
USE: - General Residential			
ITEM	REQUIREMENTS	EXISTING	PROPOSED
MINIMUM LOT AREA (Multi-Family)	20,000 Sq. Ft.	60,984 Sq. Ft.	60,984 Sq. Ft.
MINIMUM LOT WIDTH	100'	321'	321'
MINIMUM FRONT SETBACK	40' min - 60' max	91.31'	40'
MINIMUM SIDE STREET FACADE SETBACK	20' min - 40' max	20.52'	20'
MINIMUM SIDE SETBACK	20'	130.67'	34.52'
MINIMUM REAR SETBACK	20'	166.02'	59.9'
MAXIMUM BUILDING HEIGHT	2 story minimum / 50' max	2 story minimum / 50' max	2 story minimum / 50' max
MINIMUM OPEN SPACE	25%	91.37%	55.38%

PARKING REQUIREMENTS:
TOWN OF PLATTSBURGH ZONING - TABLE 1: PARKING SCHEDULE

TOWNHOUSE: 1.5 SPACES PER UNIT

RESIDENT PARKING: (24 x 1.5) = 36 SPACES REQUIRED

PARKING SUMMARY:

TOTAL REQUIRED PARKING: 36 SPACES

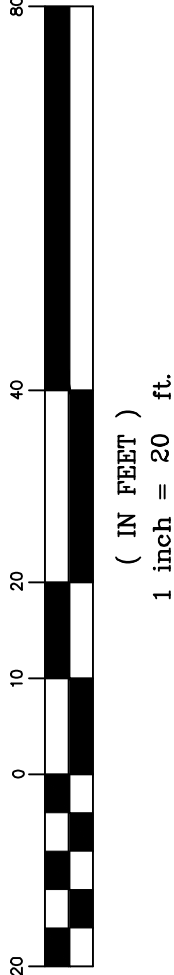
TOTAL PROPOSED PARKING: 36 SPACES

Legend:

- 5/8" iron rod w/ RMS survey cap (to be set)
- Found property evidence (as described)
- Computed corner
- Fire hydrant
- Manhole
- Water well
- Water valve
- Lamp post
- Utility pole
- Sanitary sewer line
- Water line
- Property line
- Overhead utility line
- Building setback line
- Stone wall
- X - Fence
- Edge of woods
- 418 - Existing contours



GRAPHIC SCALE





Supervisor Cashman
Town of Plattsburch
151 Banker Road
Plattsburch, NY 12901-7307

RE: Letter of Intent for Outside Art: Plattsburch Public Art Project to partner with the Town of Plattsburch

Supervisor Cashman,

On behalf of Outside Art, we write to express our strong interest in developing community-supported public art projects as part of the Town of Plattsburch's application to the New York State Downtown Revitalization Initiative (DRI).

Project Overview

Outside Art will partner with the Town of Plattsburch to identify ideal locations for public art projects such as murals, infrastructure beautification, and sculptures. We will work with the Town and public to secure appropriate artists. Outside Art will also develop a community-supported selection program for this process. Once artists and locations have been selected, Outside Art will consult on design and assist with the production of these public art projects.

Alignment with DRI Goals

Our proposed project aligns closely with the DRI's goals of revitalizing downtowns and generating economic opportunity. Specifically, it will:

- Support Place-making Initiatives
- Enhance Tourism and Visitation to Plattsburch Town Center
- Revitalize Derelict Structures or Unattractive Spaces

Project Details

- Estimated Total Cost: \$200,000.00
- Requested DRI Funding: \$200,000.00 (Public Project In Partnership with the Town)
- Proposed Timeline: 2025 to 2028
- Key Milestones and Current Status: We have begun to identify locations for public art such as the I-87 overpass and underpass, Champlain Centre, and Smithfield Boulevard. Outside Art also has assembled a pool of potential artists for these projects.

Community Impact

Plattsburch Outside Art's initiatives will help create a sense of place and regional identity in Town Center. Public art installations will help bring the existing auto-centric environment back to the human-scale and increase enjoyment for pedestrians and cyclists. Unattractive blank spaces (eg. Bridge



abutments, monotone block walls, utility panels) can be turned into a beautiful display of public art. Conscious choices for artistic content that involve the community, help create a more cohesive community identity, regional pride, and sense of destination for visitors.

Our Qualifications

Outside Art: Plattsburgh Public Art Project is a community organization that produces and creates public art for Plattsburgh. Outside Art works with local, regional, and national artists to animate public space to build community and make Plattsburgh a destination for art and a place for artists to settle and create. Founded by art advocates Julia Devine and Amy Guglielmo in January 2016, Outside Art has produced 19 murals in the past eight years. They have blazed a trail for public art acceptance in Plattsburgh. In 2018, they created the Plattsburgh Mural Map, an art walk for locals and tourists that features local artists, culture, and history.

We are excited about the opportunity to contribute to the revitalization of Plattsburgh and are committed to working closely with the Town and the State to bring this project to fruition.

Thank you for your consideration. We look forward to the possibility of further discussing our proposal.

Sincerely,

Julia + Amy

Julia Devine and Amy Guglielmo

Co-Founders

Outside Art: Plattsburgh Public Art Project

jdevi002@plattsburgh.edu/amyguglielmo@gmail.com

310-367-4199/ 917-601-5880



Examples of Public Art Projects:

Welcome to Plattsburgh Mural (July 2023) - 103 Margaret Street, Plattsburgh, NY



“What Brings Us Together” Keeseville Community Mural (July 2021)





“Reach for the Stars: The Michael Anderson Mural” 23 Durkee Street (September 2020)



“Dream like Jean: The Jean Arthur Mural” 30 Brinkerhoff Street (October 2019)

ELISE M. STEFANIK

21ST DISTRICT, NEW YORK

REPUBLICAN CONFERENCE CHAIR

2211 RAYBURN HOUSE OFFICE BUILDING
WASHINGTON, DC 20515
(202) 225-4611

stefanik.house.gov

Congress of the United States
House of Representatives
Washington, DC 20515-3221

HOUSE ARMED SERVICES
COMMITTEE

HOUSE PERMANENT SELECT
COMMITTEE ON INTELLIGENCE

HOUSE COMMITTEE ON EDUCATION
AND THE WORKFORCE

HOUSE SELECT SUBCOMMITTEE
ON THE WEAPONIZATION OF
THE FEDERAL GOVERNMENT

September 17, 2024

Mr. James McKenna and Dr. Kathryn Morris
North Country Regional Economic Development Council
61 Area Development Drive
Plattsburgh, NY 12981

Dear Mr. McKenna and Dr. Morris,

I am writing to express my strong support for the Town of Plattsburgh in its pursuit of grant funding through its eighth round application to New York State's Downtown Revitalization Initiative (DRI) program.

In recent years, the Town of Plattsburgh has made significant investment in infrastructure and Town policy in preparation for upcoming projects in the Town Center. Some notable projects include the Town-wide Water and Wastewater Capital Plan, the new Town Center brand and logo, Town-wide LED streetlight upgrades, the implementation of design-based zoning code, the Developer's Guide publication and online platform, and designations as both a Pro-Housing and Clean Energy community.

Additionally, the Town has successfully managed more than \$7M in grant funds over the last decade, leveraging more than \$10M in local match, demonstrating the effectiveness of thoughtful planning, community investment, and public participation in economic development.

It is for these reasons that I support the Town's application for funding. Please do not hesitate to contact Jonathan Carman in my Plattsburgh office at 518-561-2324 should you have any questions.

Sincerely,



ELISE M. STEFANIK
Member of Congress

ES/gl

EAST GREENBUSH
99 TROY ROAD
SUITE 312
EAST GREENBUSH, NY 12061
(518) 242-4707

OGDENSBURG
330 FORD STREET
SUITE B8
OGDENSBURG, NY 13669
(315) 541-2670

PLATTSBURGH
137 MARGARET STREET
SUITE 100
PLATTSBURGH, NY 12901
(518) 561-2324



BILLY JONES
Assemblyman 115th District

THE ASSEMBLY
STATE OF NEW YORK
ALBANY

September 16, 2024

North Country Regional Economic Development Council
61 Area Development Drive
Plattsburgh NY 12901

Subject: Town of Plattsburgh's Round 8 DRI Application

Dear Mr. James McKenna and Dr. Kathryn Morris,

As the elected representative of New York's 115th Assembly District, I am writing to offer my support for the Town of Plattsburgh's Downtown Revitalization Initiative Round 8 application. The Town of Plattsburgh has been, and continues to be, a regional leader in planning and economic development.

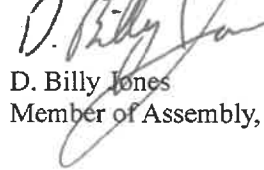
The Town of Plattsburgh has made significant investments in infrastructure, and made changes to Town policy, over the last several years to prepare for, and to catalyze, transformational projects in the Town Center. Notable projects include:

- Townwide Water and Wastewater Capital Plan (> \$25M investment)
- New Town Center Brand and Logo
- Design-Based Zoning Code
- Certified Pro Housing Community Designation
- Certified Clean Energy Community Designation
- Town-wide LED Streetlight Upgrade
- Developer's Guide Publication and Online Platform
- Adoption of Town Center and Highway and Stormwater Specifications

In addition to these special projects, the Town has successfully managed the expansion of its highway and utility infrastructure, hosted the first North Country Housing Symposium attended by representatives from 6 counties, and started implementation of the 2023 Parks Improvement Plan. The Town has also managed more than \$7 million in grant funds over the last decade, leveraging more than \$10 million in local match. The Town of Plattsburgh is demonstrating the effectiveness of thoughtful planning, community investment, and public participation in economic development.

Considering the progress they've made with prior funding through the State's Downtown Revitalization Initiative, I respectfully request you give the Town of Plattsburgh's application your full consideration. If you have any questions, please do not hesitate to contact my district office.

Sincerely,



D. Billy Jones
Member of Assembly, District 115

CHAIR
Subcommittee on
Agriculture Economic Development and
Farmland Protection

CHAIR
Task Force on
New York Canada Relations

COMMITTEES
Agriculture
Economic Development, Job Creation,
Commerce and Industry
Governmental Employees
Small Business
Tourism, Parks, Arts and
Sports Development
Veterans' Affairs

RANKING MINORITY MEMBER
ENVIRONMENTAL CONSERVATION
INTERNET AND TECHNOLOGY

COMMITTEES
EDUCATION
HEALTH
RULES
VETERANS, HOMELAND SECURITY
AND MILITARY AFFAIRS
SUBCOMMITTEE ON
NATIVE AMERICAN RELATIONS

EMAIL
STEC@NYSENATE.GOV

THE SENATE STATE OF NEW YORK



DANIEL G. STEC
SENATOR, 45TH DISTRICT

ALBANY OFFICE:
408 LEGISLATIVE OFFICE BLDG.
ALBANY, NY 12247
(T) (518) 455-2811
(F) (518) 426-6873

DISTRICT OFFICE:
5 WARREN STREET, STE. 3
GLENS FALLS, NY 12801
(T) (518) 743-0968
(F) (518) 743-0336

SATELLITE OFFICE:
48 COURT STREET, STE. B46
CANTON, NY 13617
(T) (315) 229-3195

Mr. James McKenna
Dr. Kathryn Morris
North Country Regional Economic Development Council
61 Area Development Drive
Plattsburgh NY 12901

Dear Mr. James McKenna and Dr. Kathryn Morris,

I am writing to express my support for the Town of Plattsburgh's Downtown Revitalization Initiative Round 8 application. The Town of Plattsburgh has been, and continues to be, a regional leader in planning and economic development.

The Town of Plattsburgh has made significant investments in infrastructure, and town policy, over the last several years to prepare for, and to catalyze, transformational projects in the town center. Notable projects include:

- Townwide Water and Wastewater Capital Plan (> \$25M investment)
- Design-Based Zoning Code
- Certified Pro Housing Community Designation
- Certified Clean Energy Community Designation
- Town-wide LED Streetlight Upgrade
- Developer's Guide Publication and Online Platform
- Adoption of Town Center and Highway and Stormwater Specifications

In addition to these special projects, the town has successfully managed the expansion of its highway and utility infrastructure, hosted the first North Country Housing Symposium and started implementation of the 2023 Parks Improvement Plan. The Town of Plattsburgh is demonstrating the effectiveness of thoughtful planning, community investment, and public participation in economic development.

I fully support this application and strongly recommend funding for this initiative.

Sincerely,

A handwritten signature in dark ink, appearing to read 'DGStec', written in a cursive style.

Daniel G. Stec
Senator, 45th District

Clinton County Legislature



Clinton County Government Center
137 Margaret Street, Suite 208
Plattsburgh, New York 12901
(518) 565-4600 - Phone
(518) 565-4616 - Fax

September 18, 2024

Mark R. Henry
Chairperson
Legislative Area 3

Robert E. Hall
Deputy Chairperson
Legislative Area 10

Francis J. Peryea
Republican Leader
Legislative Area 2

Patty A. Waldron
Democratic Leader
Legislative Area 6

Calvin T. Castine
Legislative Area 1

David G. Bezio
Legislative Area 4

Kevin J. Randall
Legislative Area 5

Rob B. Timmons
Legislative Area 7

Wendell K. Hughes
Legislative Area 8

Joshua A. Kretser
Legislative Area 9

Staff

Michael E. Zurlo
County Administrator

Kim M. Kinblom
Deputy County Administrator

Jacqueline M. Kelleher
County Attorney

Gary L. Favro
Assistant County Attorney

North Country Regional Economic Development Council
61 Area Development Drive
Plattsburgh, NY 12901

Subject: Town of Plattsburgh's Round 8 DRI Application

Dear Mr. James McKenna and Dr. Kathryn Morris:

I am writing on behalf of the Clinton County Legislature to offer our support for the Town of Plattsburgh's application for the Downtown Revitalization Initiative (DRI) Round 8. The Town of Plattsburgh has demonstrated a consistent and dedicated approach to economic development and planning, which has benefited the broader region.

The County recognizes the strategic value of the investments the Town has made in infrastructure and planning. Notable initiatives such as the Town-wide Water and Wastewater Capital Plan and the achievement of the Certified Pro-Housing and Clean Energy Community designations reflect a commitment to fostering sustainable growth. These efforts not only strengthen the Town of Plattsburgh's position but also contribute to the economic resilience of Clinton County as a whole.

The Town's work on expanding infrastructure, such as utility and highway improvements, and its regional collaboration through events like the North Country Housing Symposium, have been impactful. The successful management of over \$7 million in grant funds further demonstrates the Town's ability to leverage resources efficiently for community benefit. These actions have provided a foundation for continued growth, not only within the Town itself but across the county.

Clinton County looks forward to collaborating with the Town of Plattsburgh as a partner for many decades to come. We are hopeful that the North Country Regional Economic Development Council will give this grant request their full consideration. Thank you in advance and should you have any questions, please contact me.

Sincerely,

Mark R. Henry
Chairperson, Clinton County Legislature

MRH/mfr



Clinton County Health Department

133 Margaret Street, Plattsburgh, New York 12901-2926

"Working Together for a Healthier Community"

health.clintoncountyny.gov



Public Health
Prevent. Promote. Protect.

Administration Division

Phone: (518) 565-4840

Fax: (518) 565-4717

September 17, 2024

North Country Regional Economic Development Council
61 Area Development Drive
Plattsburgh NY 12901

Subject: Town of Plattsburgh's Round 8 DRI Application

Dear Mr. James McKenna and Dr. Kathryn Morris,

I am writing to you on behalf of Clinton County Health Department to offer our support for the Town of Plattsburgh's Downtown Revitalization Initiative Round 8 application. The Town of Plattsburgh has been, and continues to be, a regional leader in planning and economic development.

The Town of Plattsburgh has made significant investments in infrastructure, and Town policy, over the last several years to prepare for, and to catalyze, transformational projects in the Town Center. Notable projects include:

- Town-wide Water and Wastewater Capital Plan (> \$25M investment)
- New Town Center Brand and Logo
- Design-Based Zoning Code
- Certified Pro Housing Community Designation
- Certified Clean Energy Community Designation
- Town-wide LED Streetlight Upgrade
- Developer's Guide Publication and Online Platform
- Adoption of Town Center and Highway and Stormwater Specifications

In addition to these special projects, the Town has successfully managed the expansion of its highway and utility infrastructure, hosted the first North Country Housing Symposium attended by representatives from 6 counties, and started implementation of the 2023 Parks Improvement Plan. The Town has also managed more than \$7 million in grant funds over the last decade, leveraging more than \$10 million in local match. The Town of Plattsburgh is demonstrating the effectiveness of thoughtful planning, community investment, and public participation in economic development.

We urge you to capitalize on the investments the Town of Plattsburgh has made to date, with funding through the State's DRI Round 8.

Sincerely,

Jeffrey Sisson
Director of Public Health



"Persons who have any physical mobility or other needs, call the telephone number above to arrange for accommodations"



Molly Ryan
Executive Director
137 Margaret Street, Suite 208
Plattsburgh, NY 12901
E: molly.ryan@clintoncountygov.com
O: 518.565.4627
C: 518.593.3762
F: 518.565.4616

September 18, 2024

North Country Regional Economic Development Council
61 Area Development Drive
Plattsburgh, NY 12901

RE: Town of Plattsburgh's Round 8 DRI Application

Dear Mr. James McKenna and Dr. Kathryn Morris:

I am writing to express the Clinton County Industrial Development Agency's (CCIDA) support for the Town of Plattsburgh's application for the Downtown Revitalization Initiative (DRI) Round 8. The Town has established itself as a regional leader in strategic planning and development, contributing significantly to the economic vitality of both the town and the surrounding county.

The Town of Plattsburgh's investment in major infrastructure projects, such as the \$25 million Water and Wastewater Capital Plan, has laid the groundwork for sustainable growth. These initiatives, along with their designation as a Certified Pro-Housing and Clean Energy Community, show their commitment to fostering development in a way that aligns with broader economic and environmental goals.

From the perspective of the CCIDA, we have observed how these initiatives have enhanced the attractiveness of the Town for private investment and business development, which is critical to the long-term economic health of Clinton County. The Town's proactive approach to infrastructure expansion, grant management, and the implementation of its Parks Improvement Plan all underscore the potential for continued regional growth.

The CCIDA applauds the Town of Plattsburgh's dedication to creating a framework for sustainable and strategic development. Supporting the Town in this endeavor will not only benefit its residents but will have positive ripple effects across the region, strengthening Clinton County's economic future.

Again, on behalf of the CCIDA, I support the Town of Plattsburgh's DRI Round 8 application to the North Country Regional Economic Development Council via Empire State Development. Thank you in advance for your utmost consideration of this request and should you have any questions, please do not hesitate to contact me.

Sincerely,

Molly Ryan
Executive Director



CLINTON COUNTY PLANNING DEPARTMENT

135 Margaret Street, Suite 124, Plattsburgh, NY 12901
(518)565-4711 • planning@clintoncountyny.gov

16 September, 2024

North Country Regional Economic Development Council
61 Area Development Drive
Plattsburgh NY 12901

Subject: Town of Plattsburgh's Round 8 DRI Application

Dear Mr. James McKenna and Dr. Kathryn Morris,

I am writing to you on behalf of The Clinton County Planning Department to offer our support for the Town of Plattsburgh's Downtown Revitalization Initiative Round 8 application. The Town of Plattsburgh has been, and continues to be, a regional leader in planning and economic development.

The Town of Plattsburgh has made significant investments in infrastructure, and Town policy, over the last several years to prepare for, and to catalyze, transformational projects in the Town Center. Notable projects include:

- Townwide Water and Wastewater Capital Plan (> \$25M investment)
- New Town Center Brand and Logo
- Design-Based Zoning Code
- Certified Pro Housing Community Designation
- Certified Clean Energy Community Designation
- Town-wide LED Streetlight Upgrade
- Developer's Guide Publication and Online Platform
- Adoption of Town Center and Highway and Stormwater Specifications

In addition to these special projects, the Town has successfully managed the expansion of its highway and utility infrastructure, hosted the first North Country Housing Symposium attended by representatives from 6 counties, and started implementation of the 2023 Parks Improvement Plan. The Town has also managed more than \$7 million in grant funds over the last decade, leveraging more than \$10 million in local match. The Town of Plattsburgh is demonstrating the effectiveness of thoughtful planning, community investment, and public participation in economic development.

We urge you to capitalize on the investments the Town of Plattsburgh has made to date, with funding through the State's DRI Round 8.

Sincerely,

Shannon M. Thayer
Director of Planning



North Country Chamber of Commerce

The Power of Region

Home of:

Adirondack Coast

Visitors Bureau

North American Center

of Excellence for

Transportation

Equipment (NAMTrans)

North Country

Service Corporation

North Country

Industrial Council

Quebec - New York

Corridor Coalition

SCORE

Serving:

Clinton

Essex

Franklin

Warren

Hamilton

Akwesasne

Southern Quebec

North Country Regional Economic Development Council
61 Area Development Drive
Plattsburgh NY 12901

Subject: Town of Plattsburgh's Round 8 DRI Application

Dear Mr. James McKenna and Dr. Kathryn Morris,

I am writing to you on behalf of the North Country Chamber of Commerce to offer our support for the Town of Plattsburgh's Downtown Revitalization Initiative Round 8 application. The Town of Plattsburgh has been, and continues to be, a regional leader in planning and economic development.

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We urge you to capitalize on the investments the Town of Plattsburgh has made to date, with funding through the State's DRI Round 8.

Sincerely,

Garry Douglas
President and CEO



The Power of Region



September 16, 2024

North Country Regional Economic Development Council
61 Area Development Drive
Plattsburgh NY 12901

Subject: Town of Plattsburgh's Round 8 DRI Application

Dear Mr. James McKenna and Dr. Kathryn Morris,

I am writing to you on behalf of Adirondack Coast Visitors Bureau to offer our support for the Town of Plattsburgh's Downtown Revitalization Initiative Round 8 application. The Town of Plattsburgh has been, and continues to be, a regional leader in planning and economic development.

The Town of Plattsburgh has made significant investments in infrastructure, and Town policy, over the last several years to prepare for, and to catalyze, transformational projects in the Town Center. Notable projects include:

- Townwide Water and Wastewater Capital Plan (> \$25M investment)
- New Town Center Brand and Logo
- Design-Based Zoning Code
- Certified Pro Housing Community Designation
- Certified Clean Energy Community Designation
- Town-wide LED Streetlight Upgrade
- Developer's Guide Publication and Online Platform
- Adoption of Town Center and Highway and Stormwater Specifications

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We urge you to capitalize on the investments the Town of Plattsburgh has made to date, with funding through the State's DRI Round 8.

Sincerely,

Kristy Kennedy
VP, Marketing & Business Development
Adirondack Coast Visitors Bureau

Alyssa Senecal
Asst. Director of Tourism & Marketing
Adirondack Coast Visitors Bureau



LAKE CHAMPLAIN-LAKE GEORGE

REGIONAL PLANNING

BETH GILLES

DIRECTOR

PO BOX 765

LAKE GEORGE, NY 12845

518-668-5773

WWW.LCLGRPB.ORG

September 16, 2024

North Country Regional Economic Development Council
61 Area Development Drive
Plattsburgh NY 12901

Re: Town of Plattsburgh's Round 8 DRI Application

Dear Mr. James McKenna and Dr. Kathryn Morris,

On behalf of the Lake Champlain – Lake George Regional Planning Board, I would like to offer our full support for the Town of Plattsburgh's Downtown Revitalization Initiative Round 8 application. The Town of Plattsburgh has been, and continues to be, a regional leader in planning and economic development.

The Town of Plattsburgh has made significant investments in infrastructure, and Town policy, over the last several years to prepare for and catalyze transformational projects in the Town Center. Notable projects include:

- Townwide Water and Wastewater Capital Plan (> \$25M investment)
- New Town Center Brand and Logo
- Design-Based Zoning Code
- Certified Pro Housing Community Designation
- Certified Clean Energy Community Designation
- Town-wide LED Streetlight Upgrade
- Developer's Guide Publication and Online Platform
- Adoption of Town Center and Highway and Stormwater Specifications

In addition to these special projects, the Town has successfully managed the expansion of its highway and utility infrastructure, hosted the first North Country Housing Symposium attended by representatives from six counties, and started implementation of the 2023 Parks Improvement Plan. The Town has also managed more than \$7 million in grant funds over the last decade, leveraging more than \$10 million in local match. The Town of Plattsburgh is demonstrating the effectiveness of thoughtful planning, community investment, and public participation in economic development.

We urge you to capitalize on the investments the Town of Plattsburgh has made to date, with funding through the State's DRI Round 8.

Sincerely,

Beth Gilles
Director



Adirondack Champlain Valley REALTORS®
6 Pond Street, Ste 2
Plattsburgh, NY 12901

September 19, 2024

North Country Regional Economic Development Council
61 Area Development Drive
Plattsburgh NY 12901

Subject: Town of Plattsburgh's Round 8 DRI Application

Dear Mr. James McKenna and Dr. Kathryn Morris,

I am writing to you on behalf of the Adirondack Champlain Valley REALTORS® to offer our support for the Town of Plattsburgh's Downtown Revitalization Initiative Round 8 application. The Town of Plattsburgh has been, and continues to be, a regional leader in planning and economic development.

The Town of Plattsburgh has made significant investments in infrastructure, and Town policy, over the last several years to prepare for, and to catalyze, transformational projects in the Town Center. Notable projects include:

- Townwide Water and Wastewater Capital Plan (> \$25M investment)
- New Town Center Brand and Logo
- Design-Based Zoning Code
- Certified Pro Housing Community Designation
- Certified Clean Energy Community Designation
- Town-wide LED Streetlight Upgrade
- Developer's Guide Publication and Online Platform
- Adoption of Town Center and Highway and Stormwater Specifications

In addition to these special projects, the Town has successfully managed the expansion of its highway and utility infrastructure, hosted the first North Country Housing Symposium attended by representatives from 6 counties, and started implementation of the 2023 Parks Improvement Plan. The Town has also managed more than \$7 million in grant funds over the last decade, leveraging more than \$10 million in local match. The Town of Plattsburgh is demonstrating the effectiveness of thoughtful planning, community investment, and public participation in economic development.

We urge you to capitalize on the investments the Town of Plattsburgh has made to date, with funding through the State's DRI Round 8.

Sincerely,

Zachary Latinville
ACVRealtors® President Elect



PLATTSBURGH HOUSING AUTHORITY

4817 S. Catherine Street • Plattsburgh • NY • 12901-3778 • 518-561-0720 • fax: 518-561-1769 • www.phaplattsburgh.com

North Country Regional Economic Development Council
61 Area Development Drive
Plattsburgh, NY 12901

Subject: Town of Plattsburgh's Round 8 DRI Application

Dear Mr. James McKenna and Dr. Kathryn Morris,

I am writing to you on behalf of Plattsburgh Housing Authority to offer our support for the Town of Plattsburgh's Downtown Revitalization Initiative Round 8 application. The Town of Plattsburgh has been, and continues to be, a regional leader in planning and economic development.

The Town of Plattsburgh has made significant investments in infrastructure and Town policy over the last several years to prepare for, and to catalyze, transformational projects in the Town Center. Notable projects include:

- Townwide Water and Wastewater Capital Plan (>\$25M investment)
- New Town Center Brand and Logo
- Design-Based Zoning Code
- Certified Pro Housing Community Designation
- Certified Clean Energy Community Designation
- Townwide LED Streetlight Upgrade
- Developer's Guide Publication and Online Platform
- Adoption of Town Center and Highway and Stormwater Specifications

In addition to these special projects, the Town has successfully managed the expansion of its highway and utility infrastructure, hosted the first North Country Housing Symposium attended by representatives from six counties, and started implementation of the 2023 Parks Improvement Plan. The Town has also managed more than \$7 million in grant funds over the last decade, leveraging more than \$10 million in local matches. The Town of Plattsburgh is demonstrating the effectiveness of thoughtful planning, community investment, and public participation in economic development.

We urge you to capitalize on the investments the Town of Plattsburgh has made to date, with funding through the State's DRI Round 8.

Sincerely,

Mark T. Hamilton, PHM, MST, C3P
Executive Director, Plattsburgh Housing Authority
Executive Director, Plattsburgh Community Housing
President, Atlas Heights LP



State University of New York
CLINTON
Community College

Office of the President

North Country Regional Economic Development Council
61 Area Development Drive
Plattsburgh NY 12901

Subject: Town of Plattsburgh's Round 8 Downtown Redevelopment Initiative Application

Dear Mr. Jim McKenna and Dr. Kathryn Morris,

I am writing to you on behalf of Clinton Community College to offer our support for the Town of Plattsburgh's Downtown Revitalization Initiative Round 8 application. The Town of Plattsburgh has been, and continues to be, a regional leader in planning and economic development, a standing that is critical to the success of the college.

I have seen firsthand the great benefit of this program to communities across the North Country and can attest that the Town of Plattsburgh is as equipped as any regional entity to use the allocation wisely.

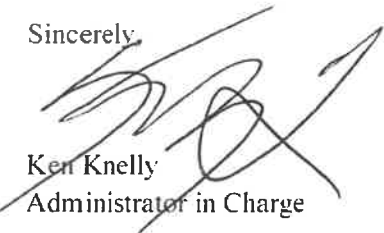
The town has made significant investments in infrastructure and its policies over the last several years to prepare for, and to catalyze, transformational projects in its Town Center. These include:

- Townwide Water and Wastewater Capital Plan (> \$25 million investment)
- New Town Center Brand and Logo
- Design-Based Zoning Code
- Certified Pro Housing Community Designation
- Certified Clean Energy Community Designation
- Town-wide LED Streetlight Upgrade
- Developer's Guide Publication and Online Platform
- Adoption of Town Center and Highway and Stormwater Specifications

Additionally, the town has successfully managed the expansion of its highway and utility infrastructure, hosted the first North Country Housing Symposium attended by representatives from six counties, and started implementation of the 2023 Parks Improvement Plan. The town has also managed more than \$7 million in grant funds over the last decade, leveraging more than \$10 million in local match.

Simply put, the Town of Plattsburgh consistently demonstrates the effectiveness of thoughtful planning, community investment, and public participation in economic development. We urge you to capitalize on the investments the town has made to date, with funding through the state's DRI Round 8.

Sincerely,



Ken Knelly
Administrator in Charge

CLINTON COUNTY DEPARTMENT OF SOCIAL SERVICES

13 DURKEE STREET
PLATTSBURGH, NY 12901



TELEPHONE: (518)565-3300
FAX: (518)561-8101

CHRISTINE G. PETERS
COMMISSIONER

September 16, 2024

North Country Regional Economic Development Council
61 Area Development Drive
Plattsburgh NY 12901

Subject: Town of Plattsburgh's Round 8 DRI Application

Dear Mr. James McKenna and Dr. Kathryn Morris,

I write you on behalf of the Clinton County Department of Social Services to offer support for the Town of Plattsburgh's Downtown Revitalization Initiative Round 8 application. The Town of Plattsburgh has been, and continues to be, a regional leader in planning and economic development.

Over the last several years, the Town of Plattsburgh made significant investments in infrastructure and Town policy to prepare for, and catalyze transformational projects in the Town Center. Notable projects include:

- Townwide Water and Wastewater Capital Plan (> \$25M investment)
- New Town Center Brand and Logo
- Design-Based Zoning Code
- Certified Pro Housing Community Designation
- Certified Clean Energy Community Designation
- Town-wide LED Streetlight Upgrade
- Developer's Guide Publication and Online Platform
- Adoption of Town Center and Highway and Stormwater Specifications

In addition to these special projects, the Town successfully managed the expansion of its highway and utility infrastructure; hosted the first North Country Housing Symposium attended by representatives from six (6) counties; and, began implementation of the 2023 Parks Improvement Plan. The Town also managed more than \$7 million in grant funds over the last decade and leveraged more than \$10 million in local match. The Town of Plattsburgh is demonstrating the effectiveness of thoughtful planning, community investment, and public participation in economic development. From an Agency perspective and as a proud member of this community, I can confidently state that the Town of Plattsburgh helps make Clinton County a wonderful place to live and work.

We urge you to capitalize on the investments the Town of Plattsburgh has made to date, and continue the momentum with funding through the State's DRI Round 8.

Sincerely,

A handwritten signature in black ink, appearing to read 'Christine G. Peters', written in a cursive style.

Christine G. Peters, Esq.
Commissioner, Clinton County Dept. of Social Services



Christopher C. Rosenquest, Mayor

41 City Hall Place
Plattsburgh, NY 12901
518-563-7701
mayor@cityofplattsburgh-ny.gov

September 16, 2024

North Country Regional Economic Development Council
61 Area Development Drive
Plattsburgh NY 12901

Subject: Town of Plattsburgh's Round 8 DRI Application

Dear Mr. James McKenna and Dr. Kathryn Morris,

I am writing to you on behalf of [insert name or organization] to offer our support for the Town of Plattsburgh's Downtown Revitalization Initiative Round 8 application. The Town of Plattsburgh has been, and continues to be, a regional leader in planning and economic development.

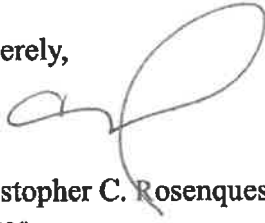
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We urge you to capitalize on the investments the Town of Plattsburgh has made to date, with funding through the State's DRI Round 8.

Sincerely,

A handwritten signature in black ink, appearing to be 'C. Rosenquest', with a large, stylized loop at the end.

Christopher C. Rosenquest
Mayor