

For Immediate Release

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Town of Plattsburgh Pursuing Downtown Revitalization Initiative

(PLATTSBURGH, NY) The Town of Plattsburgh has been laying the groundwork to establish a true mixed-use Town Center. *Elevate Plattsburgh – The Town Center Smart Growth Plan* was completed with robust public input in 2019. The Town subsequently modernized its zoning code in 2021, and then launched the Developer’s Guide Initiative and Community Development Survey in 2023 to encourage a diversity of housing types, attract land development to the Town Center, and achieve a walkable pedestrian friendly streetscape.

The Town of Plattsburgh is now seeking \$10 million in funding from the NYS Downtown Revitalization Initiative (DRI), a program specifically designed to transform communities into vibrant activity centers that offer a high quality of life and catalyze sustainable economic development bringing residential, social, and environmental benefits.

The NYS DRI Program funds both public and private projects. The Town is actively seeking input from the public, stakeholders, and the investment community to create a competitive and compelling application. A public workshop is scheduled for **Wednesday June 5th from 6-8PM at Senior Planet** at the Champlain Centre Mall and we want your input: What makes a great place? Do you have a project that you want to propose? How should public dollars be invested to transform the area? What is your Vision for the Town Center? Please attend the workshop and share your input. If you are unable to attend, please utilize our public comment form on www.elevateplattsburgh.com to share your thoughts with us.

If you are looking to invest in Town Center, and you have a project proposal idea, please fill out a project interest form available on www.elevateplattsburgh.com and reach out to the team at DRI@townofplattsburgh.org , (518)-562-6850.

For more information on Plattsburgh’s DRI Application visit our website at www.elevateplattsburgh.com

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- Quotes:

- **Trevor Cole, AICP Senior Planner**

“The Town’s emergence as the economic center of the North Country is not just good luck. It is the result of careful planning, a dose of vision, and the political will to implement plans with progressive ideas. Cultivating a great place to live starts with focusing on what makes it great for the lives of everyday residents. Visitors and businesses want to be where the people are healthy and happy. Economic success follows strong communities and those communities are guided by the vision of meaningful comprehensive plans. Our plans don’t sit on a shelf gathering dust; we actively implement the objectives of each plan. We now have the opportunity to bring these objectives to fruition through the Downtown Revitalization Initiative.”

- **Michael S. Cashman, Town Supervisor**

“Through careful and diligent planning initiatives, the Town of Plattsburgh has positioned itself to be prepared for any implementation funding opportunities that become available, and the DRI is no exception. The Town’s vision and goals for a thriving Town Center closely aligns with the goals, purpose & intent of the New York State Downtown Revitalization Initiative. The DRI program is the obvious next step for us. We have invested in our Town Center infrastructure, we have invested in our Town Center planning, we have invested in strong public-private partnerships, and we believe that now is the time to invest in implementation. The demand is high for missing middle housing, complete streets upgrades, and place-making. The Town has a proven track record of getting things done, and we are ready to take on this incredible opportunity.”