

A stylized, light gray map background featuring several roads and location pins. At the top, a horizontal road is labeled "Tom Miller Road". On the left, a vertical road is labeled "Plaza Road". At the bottom, a horizontal road is labeled "Route 3". A diagonal road on the right is labeled "Northway". There are three location pins: a blue one on the left, a yellow one near the top center, and an orange one near the bottom center.

Tom Miller Road

ELEVATE

downtown revitalization initiative

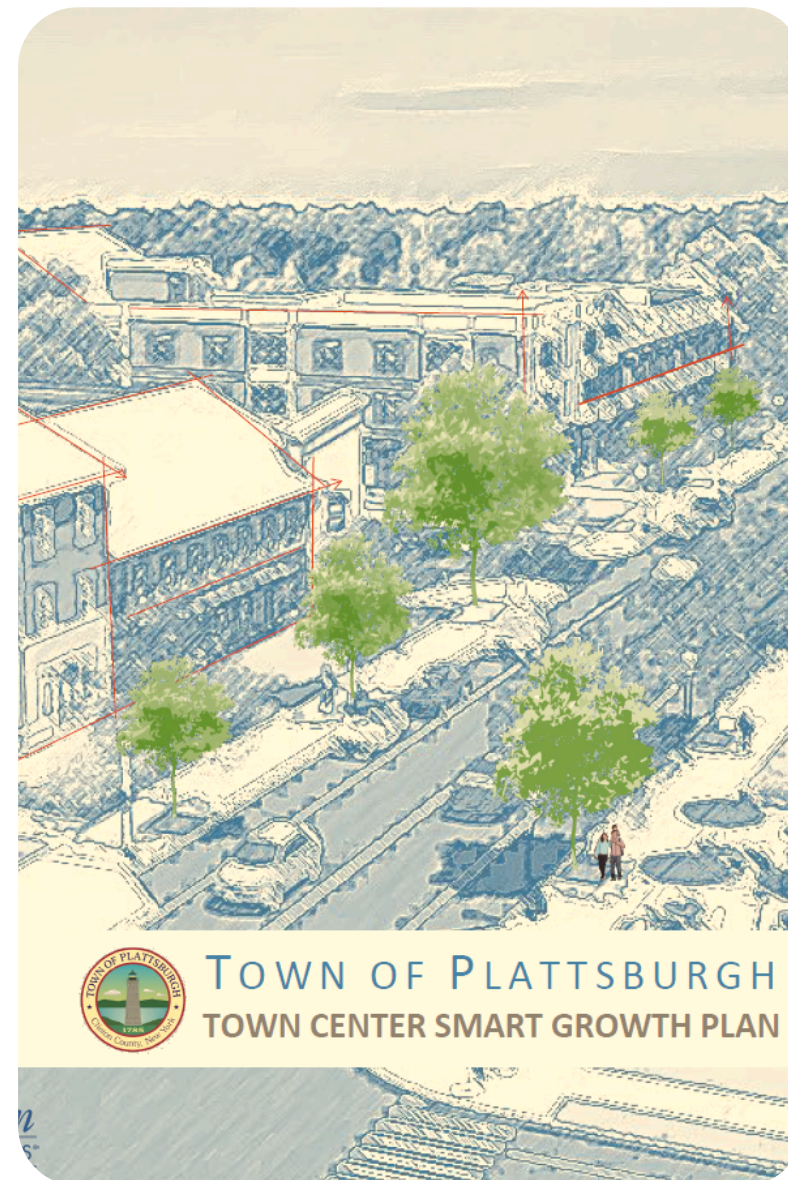
PLATTSBURGH

WHAT IS THE DRI?

The Downtown Revitalization Initiative (DRI) was launched in 2016 to accelerate and expand the revitalization of downtowns so that they serve as centers of activity and catalysts for increased local investments. The purpose of the program is to provide funding for a mix of public and private projects that helps transform downtown neighborhoods into vibrant centers that offer a high quality of life and become magnets for redevelopment, business growth, job creation and economic and housing diversity.

The DRI is led by the NYS Department of State. Communities receive support from private sector experts and a team of state agency staff led by the Department of State in close partnership with Empire State Development, and NYS Homes and Community Renewal.

2019 Town Center Smart Growth Plan

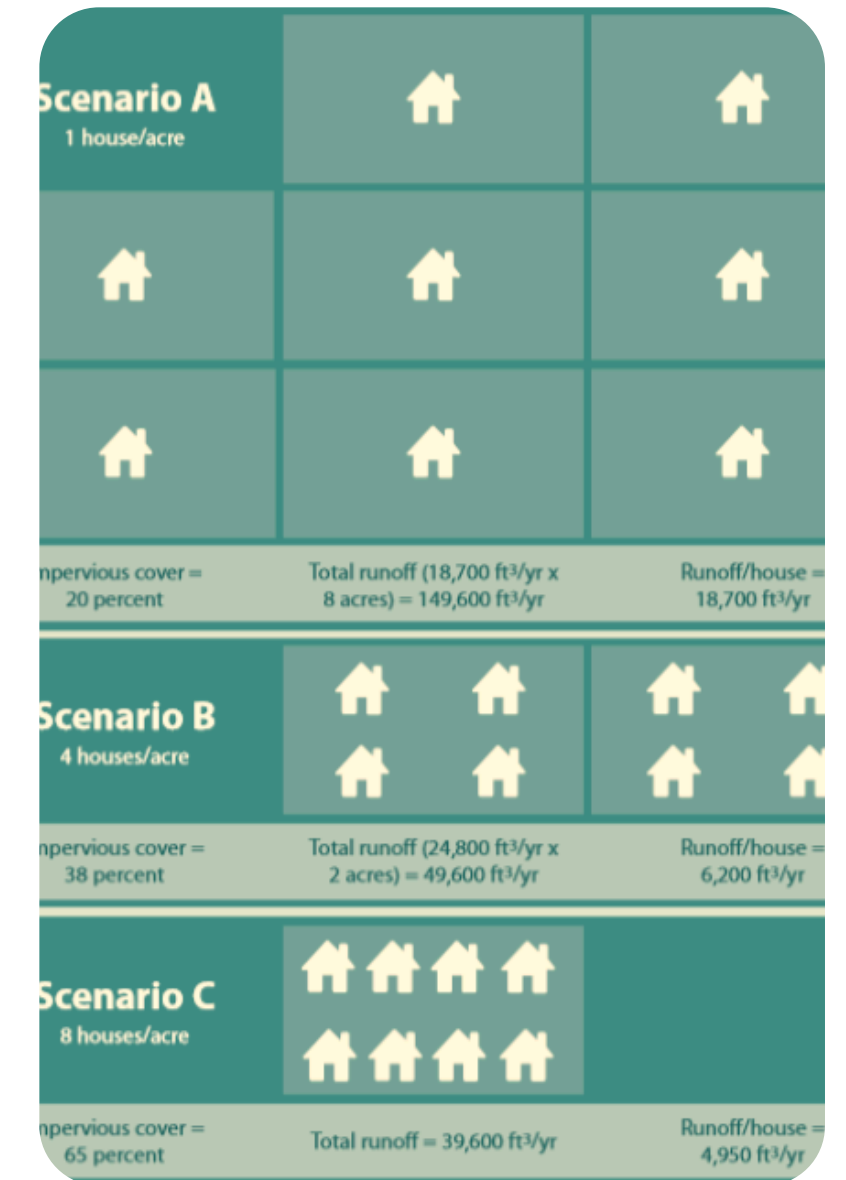


Analysis

We conducted extensive stakeholder engagement, and our consultants did the heavy lift on existing land use and market analysis

Design

Complete streets, attractive front yards, architectural requirements, added value



Environment

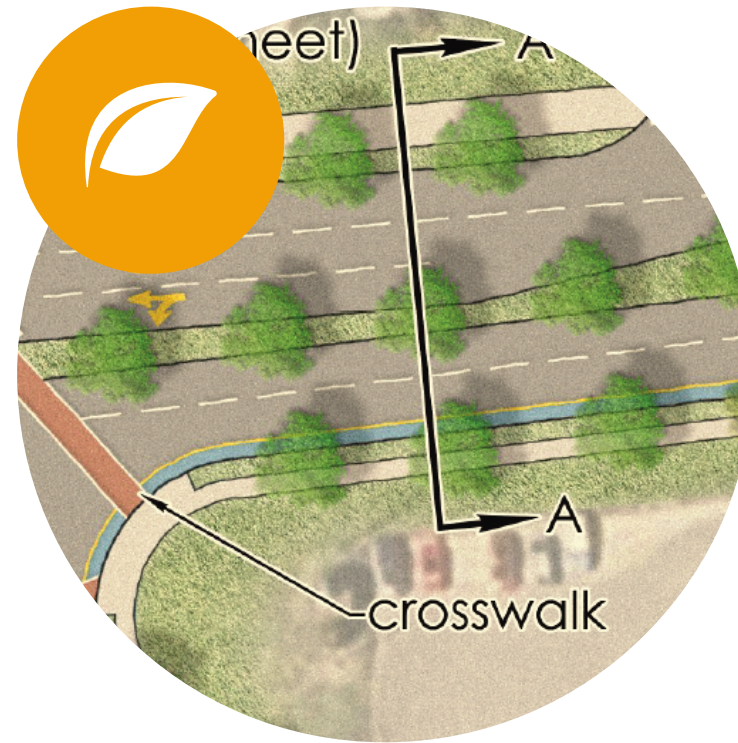
Densifying Town Center results in better stormwater management and less vehicle trips resulting in a cleaner lake and lower Carbon emissions

Route 3 Corridor Plan

A Complete Streets Plan for Our Busiest Thoroughfare



Multi-Modal



Green



Safe

Implementation

Comp Plans and Zoning Amendments



01

Comp Plan Amendment

Adopt Town Center Smart Growth Plan as amendment to Town's overall comp plan

02

Zoning Process

Staff and committee review and revision of the zoning ordinance and consultant creation of design guidelines

03

Zoning Amendment

Adopt changes to the Zoning Ordinance and map

04

Active Development

New development required to adhere to these changes in order to achieve the vision



2019 Smart Growth Plan Progress

The Town has worked diligently over the past 4 years to implement the goals of our Smart Growth Plan, and we have seen tremendous success.

1. Add Smart Growth Plan as Amendment to the Comprehensive Plan ✓
2. Adopt a future roadways map ✓
3. Expand water and wastewater infrastructure to accommodate development ✓
4. Update zoning to a hybrid form based code for Town Center ✓
5. Create a Route 3 Corridor Plan ✓
6. Identify opportunities for diverse housing development
7. Site community facilities and attractions in Town Center
8. Advance catalyst redevelopment projects

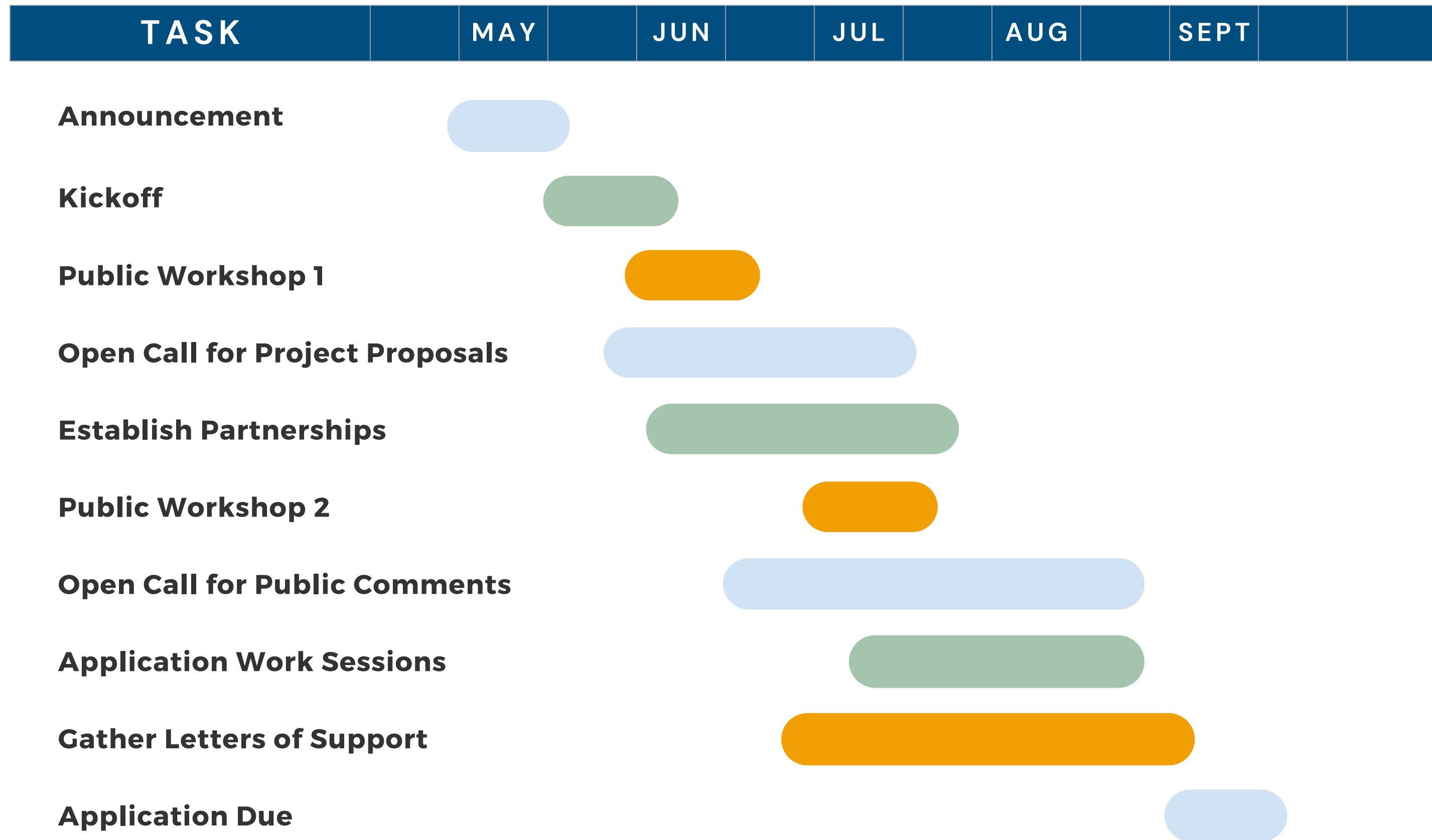
**The DRI is the key
to accomplishing
these last 3 goals**

What has occurred since our 2021 DRI Application?

Alongside our significant work on reaching our Smart Growth goals, we have also been working hard on projects that we identified in our previous application and new projects to reach our development goals.

1. Added street trees to enhance Smithfield Boulevard
2. Northwoods Supportive Housing, 80 units of mixed income housing on Plaza Boulevard
3. Plaza Boulevard extension, part of future road network installed
4. Developer's Guide, launched in July 2023 to attract development to Town Center
5. Community-Wide development survey launched in August 2023, with 3300+ responses
6. New Town, and Town Center, logos and branding for placemaking & marketing
7. Became a NYS Pro-Housing community
8. New well for drinking water at May Currier park in Town Center, 800+ gal/min
9. Active Community Concept Plan
10. New Town website for more effective public engagement and communication
11. Managed over \$2 million in grants

2024 TOWN CENTER DRI APPLICATION TIMELINE



FAQs

Did Plattsburgh already get a DRI award?

The City of Plattsburgh received a DRI award several years ago, but the Town of Plattsburgh has not received a DRI award yet, and is eligible to apply.

How long is the process?

The application process will run through Fall 2024. Winners are notified around January of 2025. If awarded, the Town enters a state-coordinated planning process that lasts 12-18 months. Then implementation begins once the state selects specific individual projects for funding.

How do we know what projects are going to happen?

The state of NY will choose which projects they want to fund. Once that happens, the Town will announce which projects were selected for funding. The projects then have the responsibility to construct/implement, and seek reimbursement.

How much funding is available and how is it allocated?

The DRI program awards up to 10 million dollars to be shared among private and public projects. Each project, if selected, will receive a portion of this funding.

QUESTIONS?