



# Hi, We're PLATTSBURGH

**TOWN OF PLATTSBURGH  
INVESTMENT OPPORTUNITIES**



# A unique Town in Northern New York where big things are happening.



We've created this document as a way to introduce ourselves to the development community. We want to meet partners like you that are growing businesses in retail, services, manufacturing, and all types of housing.

Our community has fostered significant growth in recent years, and we've been paying attention to what's working. We've invested in ourselves through infrastructure improvements, comprehensive planning, and revisions to our development regulations, so we can accommodate your growth in our Town.

This is an invitation to get to know us and discover what Plattsburgh is all about. Read on to learn about the opportunities for growth, and find out why so many others already call Plattsburgh home.



A special thank you to the National Association of REALTORS® for their continued support of the Town of Plattsburgh.



## Room to Grow



Plattsburgh is open for business: Our 2,000 acre **Town Center** is home to the busiest commercial corridor north of Albany, with over 320 businesses, 5000 jobs, and over 36,000 vehicle trips per day. With that said, we still have the capacity to grow tenfold with **over 1000 acres of land available** for your next project.

Here at the Town of Plattsburgh, we take a proactive and collaborative approach to development. We have laid the groundwork for growth by modernizing our zoning, investing in our infrastructure, and building a professional network of staff and partners. In the last decade, our community has invested over 26 million dollars into planning and infrastructure to support projects like yours.

With 130 years of combined experience in development, my team at the Town of Plattsburgh is here to help you every step of the way as you consider your investment in our Town Center. As the economic engine of New York's North Country and Montreal's American Suburb, we are well positioned to take on your project.

Thank you for choosing Plattsburgh!

**Michael S. Cashman**  
Plattsburgh Town Supervisor



# Globally significant. Regionally exceptional.

We are Plattsburgh: a gem nestled between the majestic Adirondack peaks, Lake Champlain, Montreal and New York State's Capital Region. Home to over 100 well-known national and international companies in the retail, restaurant, manufacturing, and service industries, and more than 700 local businesses.

As a resurgent manufacturing hub, this region is home to a growing aerospace and transportation cluster. Plattsburgh has over 50 manufacturing businesses employing approximately 9,000 people, and our industrial capabilities continue to expand.

Canadian interest is notable; promising growth in aerospace and transportation is slated to increase local employment by 32.2% by 2028. The economic impact of Montreal and Canada in Plattsburgh continues to grow annually, now totaling over \$1.5 billion a year.

**HomeGoods®**

**KOHL'S**

**MARKET**  
BY PRICE CHOPPER

sam's club

**MICHELIN**

**Chick-fil-A**

**TEXAS ROADHOUSE**

**STARBUCKS**

**TARGET**

**Schluter Systems**

**FASTENAL**

**LOWE'S**

**Panera BREAD**

**CHIPOTLE MEXICAN GRILL**

**HOBBY LOBBY**

**DUNKIN'**

**ULTA BEAUTY**

**Jersey Mike's SUBS**

**FUJITSU**

**We saved a spot for you.**



# A Small Town with Big Impact

The Plattsburgh economy serves **300k+** North Country residents in addition to thousands of visitors from around the world.

Clinton County generates over **\$600 million** in retail sales, with a significant majority coming from Plattsburgh's commercial core.

Plattsburgh boasts many notable rankings including:

- #14 in the Top 25 cities in the Americas for Foreign Direct Investment Strategy (*fDi Magazine, 2022*)
- #26 of micropolitan areas ranked nationally for economic strength (*Policom, 2020*)
- #8 of all micropolitan cities in North and South America, as a Micro City of the Future (*fDi Magazine, 2017*)
- #3 for Economic Potential (*fDi Magazine, 2017*)

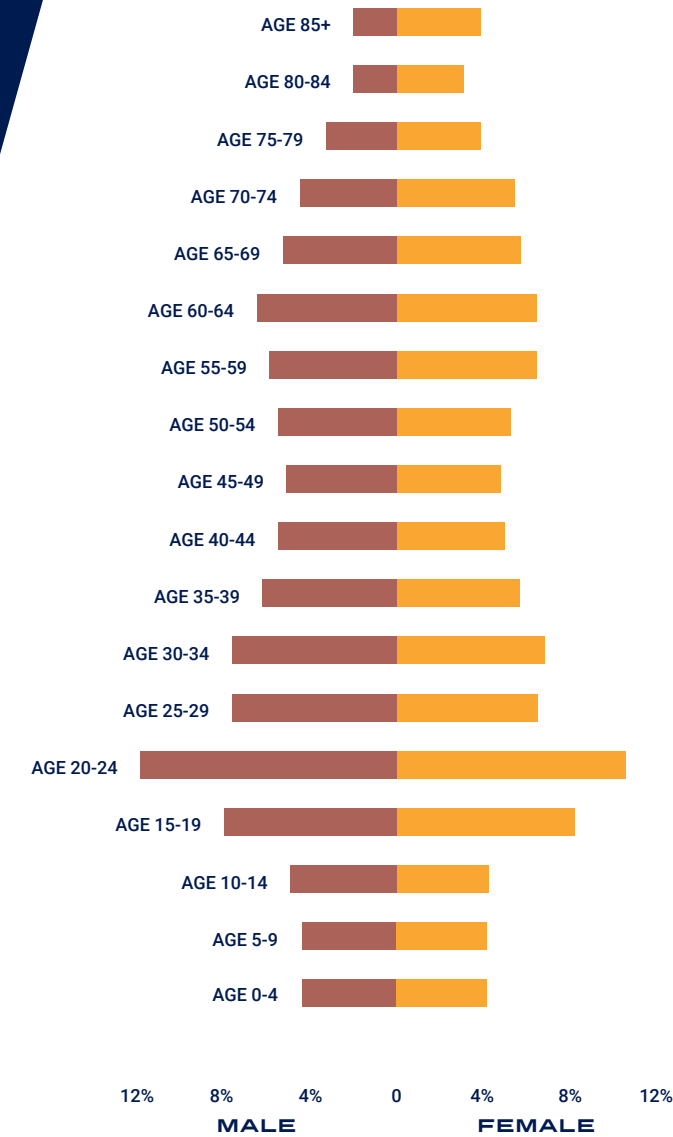
**11,663** Total Town Residential Population  
**78,874** Total County Residential Population

**\$92,562** Average Town Household Income  
**\$84,230** Average County Household Income

**3,806** Owner Occupied Housing Units  
**1,123** Renter Occupied Housing Units  
**21,465** County  
**10,931**

\*All figures represent 2022 data.

## Age Pyramid



## Cost of Living

Plattsburgh is affordable! An **overall cost of living index is 78.2** with low-cost housing, transportation, and utilities. Cost of living indices are based on a US average of 100. An amount below 100 means Plattsburgh is less expensive than the US average; above 100 means more expensive.

Cost of Living	Plattsburgh	New York	USA
Grocery	105	103.8	100
Health	109.4	120.7	100
Housing	53.9	127.9	100
Median Home Cost	\$173,900	\$413,600	\$338,100
Utilities	87	115.9	100
Transportation	65.1	140.7	100
Miscellaneous	107.8	121.8	100
<b>OVERALL</b>	<b>78.2</b>	<b>121.5</b>	<b>100</b>

The median age of Plattsburgh is 38 and 25% of the Town/City population is between the ages of 20-34. **Plattsburgh is young and poised for growth!**

The Town of Plattsburgh is home to **1000+** hotel rooms.

The Town of Plattsburgh has **\$2.1B** in assessed property value.



# We Love It Here, You Will Too.

Plattsburgh resides at the heart of the Adirondack Coast along the shore of majestic Lake Champlain. We are fortunate to live in a place of wild natural beauty where adventure is just outside the door.

Locals and visitors from around the world find Lake Champlain to be a source of year round recreation and entertainment. In the summer, our sandy beaches fill with families, and the Lake is dotted with sailboats. Anglers arrive from around the country to compete in our professional fishing tournaments, filling the hotels and marinas with new visitors. Keep an eye out for our most famous resident, Champy the Lake Monster. Take a picture if you see her, but don't touch! She was officially protected by the NY State Legislature in 1983.

The Town of Plattsburgh became the first Purple Heart Community in the North Country in 2018, honoring its veterans with special parking spaces for Purple Heart recipients.



The Town of Plattsburgh hosts 12 public parks, each with its own character. The park system offers disc golf, pickle ball, tennis, basketball, hiking trails, mountain biking and more. Our Parks & Recreation Department organizes an impressive array of youth sports programming as well as organized activities for all ages such as kayaking and guided hikes for seniors.

The Saranac River, which is a major leg of the 700-mile Northern Forest Canoe Trail, empties into Lake Champlain bringing with it paddlers from all over the world. The Champlain Valley is home to world-class cycling; large groups arrive from Quebec, Canada to tour the region and visit Plattsburgh along the way. We are also home to multi-generation, family-owned apple orchards and dairy farms, which support our emerging agri-tourism sector.

Plattsburgh was the site of historic and pivotal battles during the Revolutionary War and War of 1812. We have partnered with our local American Legion to develop the Battlefield Memorial Gateway, a military history and Veteran's park on Lake Champlain which is currently under construction. We also host a seasonal Hometown Heroes banner program, located in the heart of Town Center, which honors our Town's past and present military service members. Plattsburgh became a Purple Heart Community in 2018 through our dedication to our members of the Military.

Town Center is our urban core where hotels, shopping, restaurants, services and entertainment are located. The Route 3 Corridor and Interstate 87 conveniently intersect in Town Center. I-87, otherwise known as The Northway, connects the populations of NYC and Montreal, making us a convenient stop for travelers, offering over 1000 hotel rooms and other amenities. With four major shopping centers, two movie theaters, several museums, countless eateries, and endless recreational opportunities, **there is truly something for everyone.**



The Town of Plattsburgh is the Home of the Michigan, a specialty hot dog 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.



**MICHIGAN HOT DOG**  
THIS PLATTSBURGH SPECIALTY, A HOT DOG TOPPED WITH MEAT SAUCE, WAS ADVERTISED AS EARLY AS 1927. ORIGIN OF NAME IS BURIED IN LOCAL LORE.

WILLIAM C. POMEROY FOUNDATION 2022



# Quality of Life

The ability to make a living, access educational opportunities, and obtain quality healthcare are pivotal to a high quality of life. Plattsburgh residents have convenient access to two local Colleges and the region's largest health care system. Great local restaurants, theaters, and museums have proliferated, and Top-rated cultural experiences are available with Montreal only an hour away. The Adirondack High Peaks Region, Lake Placid's Olympic Facilities, and Lake Champlain all offer world-class recreational opportunities right in our backyard.

Visit [www.goadirondack.com](http://www.goadirondack.com) and [www.northcountrygoodlife.com](http://www.northcountrygoodlife.com) to discover all that this appealing area has to offer.



In 2018, the Town of Plattsburgh became the first Clean Energy Community in Clinton County.



## Education

### State University of New York (SUNY) Plattsburgh

SUNY Plattsburgh was founded in 1889 primarily as a teacher's college. Today, SUNY Plattsburgh educates over 5,000 students in 70 academic programs, including robotics and expeditionary studies. The school plays a vital role in shaping the community, as both an employer and educator of the region's workforce. 92% of graduates are employed or pursuing advanced degrees (2018).

### Clinton Community College (CCC)

CCC enrolls over 1,000 students on a conveniently shared campus with SUNY Plattsburgh, providing additional opportunities for educational attainment. This strong partnership provides multiple pathways to achievement and provides an affordable educational resource for our community. CCC boasts an impressive 20+ degree, certificate, and microcredential programs that also serve as a local hub of workforce development.

### CV-TEC (A division of Champlain Valley Educational Services) & CVES

CV-TEC is the premier provider of Career and Technical Education (CTE) and Adult High School Equivalency and Job Skills Training Programs in the region. CV-TEC provides workforce and Adult Education courses for the community and local businesses. CV-TEC has recently partnered with Clinton County to run the Institute for Advanced Manufacturing (IAM), which is known for its mechanical technology, wind and solar power program, and environmental sciences program. The IAM is a 30,000 sf state-of-the-art facility housing numerous manufacturing and technology labs. CVES has also undertaken a campus expansion of over 100,000sf to expand its educational services to the region. CVES provides career preparation, special education, instructional services, administrative support and professional development for educators.



## Healthcare

### Champlain Valley Physician's Hospital (CVPH)

CVPH is a major regional healthcare provider offering 300 in-patient beds, 190 physicians on staff, and over 700 registered nurses. CVPH is a major employer for Northern New York and Vermont. Services are comprehensive and include the Fitzpatrick Cancer Center, and the CVPH Heart Center. The network hosts 20 patient care sites and 10 outreach clinics in the area helping to keep care close to home.

### Hudson Headwaters Health Network (HHHN)

Hudson Headwaters Health Network is a nonprofit system of community health centers providing primary care to over 7400 sq. mi. of the North Country with a mission to provide care to everyone in the communities they serve, regardless of income or insurance.



# Come Build With Us

Plattsburgh is unique- with no urban centers within 1 hour (outside of Montreal). Its strategic location on a major transportation hub, access to international seaports and a home to an International Airport, make Plattsburgh an important center of commerce for a very broad geography. A diverse traveling population- seeking the Adirondacks, Montreal, or Burlington VT by ferry and home to a youthful, educated and growing population makes Plattsburgh a great place to live and grow a business.

The transportation aerospace hub and the strong manufacturing base offers employment opportunities to professionals and technically trained workforce. Twenty-two (22) percent of the workforce is employed in manufacturing, professional, scientific, technical and information technology fields. With a median age of 38 and 25% of the Town/City population between the ages of 20-34 – Plattsburgh is young and poised for growth.

Plattsburgh is investing in its future. The Planned Town Center is adjacent to the Air Industrial Park owned, leased and managed by The Development Corporation (TDC), a 26 acre park with 22 operating industries. Adjacent to the park is the planned investment in the conversion of the former Clinton County Airport to house additional manufacturing/industrial uses.



## Elevate Plattsburgh - Town Center Vision

The Town of Plattsburgh has a grand forward-looking vision to establish a true mixed-use Town Center. The Town Center Smart Growth Plan (completed in 2019) targets a 2000-acre area adjacent to I-87 and NYS Route 3; the primary entrance to the Town and City of Plattsburgh.

The Town rezoned this area in 2021, laying out future street grids, and a zoning plan that utilizes new urbanism practices and placemaking tools. Town Center is a collection of public and private land that allows and encourages upwards of 5 million square feet of mixed use development, including the potential for thousands of dwelling units in a variety of forms and styles.

This vision was borne out of a desire to create a dense, centralized community and provide diverse housing opportunities for Plattsburgh's growing workforce. The Town Center is home to over 5,000 jobs, and there is a strong desire to co-locate housing within walking distance of these employment centers and amenities. The demand for housing cannot be understated. A wide variety of development opportunities exist.



# Incentives, Partners & Resources



## North Country Chamber of Commerce

With more than 4,000 members, it is the largest business and economic development alliance in northern New York and one of the five largest chambers in the state, and proud to be among the top 1% of American Chambers, standing out as one of the 112 chambers nationwide to be proclaimed a "Five Star Chamber" by the US Chamber of Commerce.

## The Development Corporation (TDC)



TDC develops industrial parks, markets the region for new business, and works to retain and expand the local industry. In addition to leasing and maintaining premier industrial properties in Plattsburgh, NY, TDC works to connect your business with resources, suppliers, staff, and financial incentives.



## Clinton County Industrial Development Agency (IDA)

The Clinton County IDA leverages investments in the public and private sectors to offer financial benefits to new and existing businesses. The Clinton County IDA provides industrial revenue bond financing, sale-leaseback transactions, and tax/abatement opportunities.



## Adirondack North Country Association (ANCA)

ANCA is an independent, nonprofit corporation with a transformational approach to building prosperity across northern New York. Using innovative strategies for food systems, clean energy, small businesses, and equity and inclusion, ANCA delivers targeted interventions that create and sustain wealth and value in local communities.



## Adirondack Economic Development Corporation (AEDC)

AEDC provides training, lending and technical assistance to businesses and new development in Northern New York as well as to underserved populations. AEDC offers business loans and entrepreneurship training.



## NYS Empire State Development (ESD)

The Empire State Development Fund (EDF) gives financial assistance to those projects that drive job creation/retention and economic growth in the state. It invests in infrastructure, promotes women owned businesses, and offers early-stage support for new ventures, including R&D of new technology.

## ACV Adirondack Champlain Valley Board of Realtors (ACVR)<sup>®</sup>

Adirondack Champlain Valley Board of Realtors (ACVR)<sup>®</sup> is here to help you in your quest to purchase or sell property in Clinton County, NY. We are a much-diversified group of highly trained professionals who have chosen real estate as a career, and it is our mission to be the regional Voice for Real Estate.





## Call us, let's talk.

**Supervisor's Office (518) 562-6813**

**Planning & Community Development (518) 562-6850**

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