



April 14, 2022

Trevor Cole, AICP
Senior Planner, Department Head
Planning & Community Development
Town of Plattsburgh
151 Banker Road
Plattsburgh, NY 12901

RE: *Town Center Developers' Guide*

Dear Mr. Cole:

We are pleased to provide this proposal to assist the Town with preparing a Developers Guide for the Plattsburgh Town Center Smart Growth area.

The Developer's Guide will serve multiple purposes. As a marketing piece it is intended to inform the broader development community about the Smart Growth Town Center development opportunities. It will provide general information about the Town's demographics and market area metrics. We will utilize information available from our prior efforts as well as ESRI Business Analyst to describe the Town and the region. It will also describe the Town's vision and intent.

As an informative piece it will describe and summarize the land use tools established with the Form Based Code (FBC). It will briefly describe the physical characteristics of the focus area and available infrastructure. The document will outline the involved agencies and land use approval process in the Town with text and flowcharts. It could include a listing/index of available technical resources and local incentives.

We will work collaboratively with the Town Staff and identified stakeholders to develop content that meets the Town's overall objectives and consistent with the region's strategic economic development initiatives. All materials will include robust graphics/imagery and our efforts will be supported by a Marketing/Graphic Communications firm (Sidekick Creative).

Our budget to produce the product in \$25,000 exclusive of printing and distribution costs.

If desired, we can assist with developing a direct mail campaign or this may be performed by the Town and its partners. We envision the documents would be distributed to key targets/users including site selection professionals, major design firms, commercial/residential brokerages, design/build firms and the broader real estate development community. This work could be performed as additional services

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If you have any questions, please feel free to contact me directly at CRound@LaBellaPC.com or (518) 824. 1938.

Sincerely
LaBella Associates

Chris Round
Sr Planner, VP Planning