

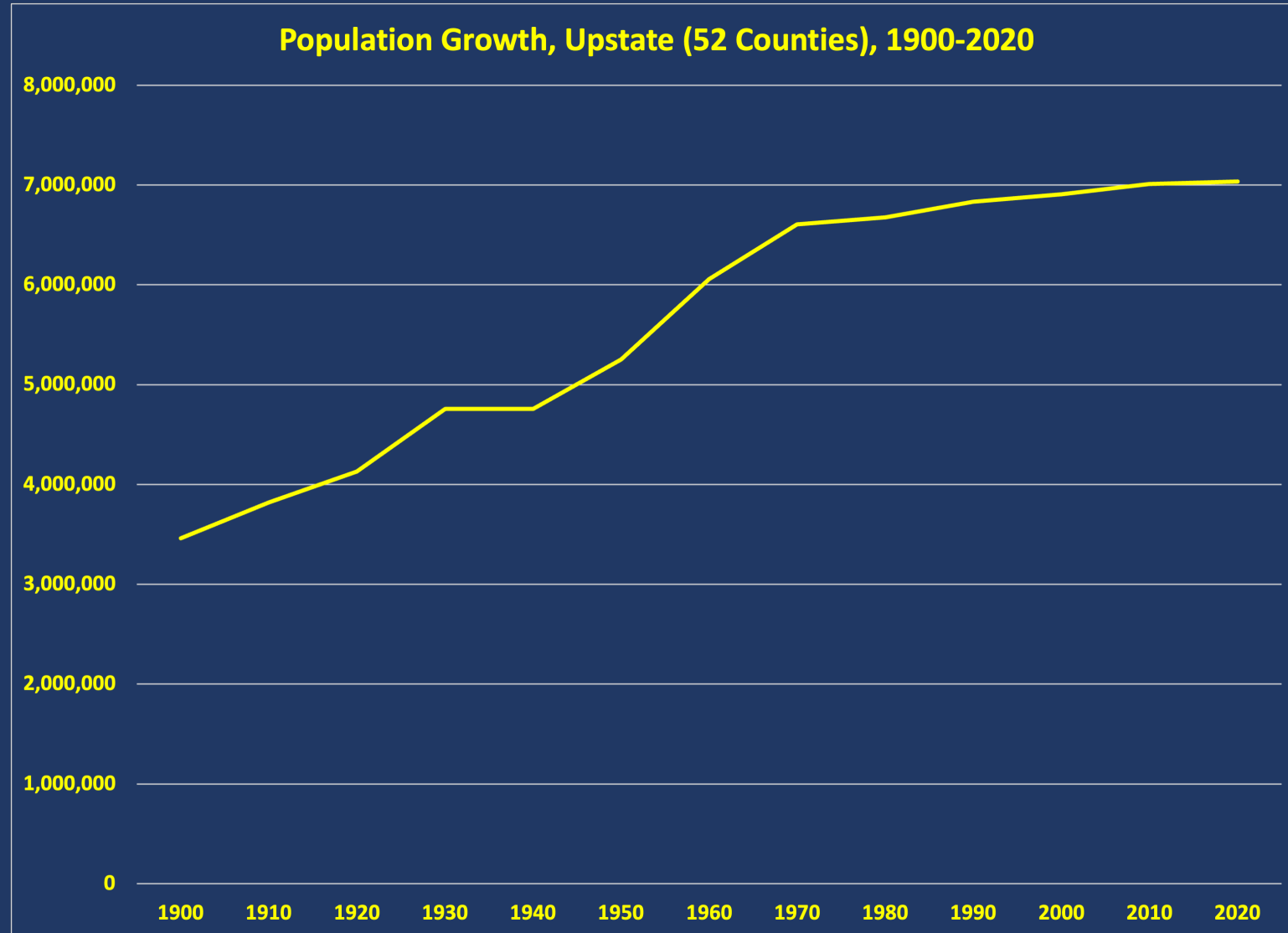
# Managing The Unexpected Boom

An aerial photograph of a large industrial complex, likely a semiconductor manufacturing plant. The central focus is a large, multi-story building with a white roof. The word "Micron" is printed in large, blue, stylized letters across the middle of the roof. The building is surrounded by other industrial structures, parking lots, and roads. The surrounding area includes some greenery and a body of water in the distance.

Bill Fulton, FAICP  
Tug Hill Conference  
April 20, 2026

# Upstate Has Been Stagnant for 60 Years

*(Basically, My Whole Lifetime)*



# And it shows

Former Bombardier  
Factory, Auburn:

- In continuous operation, 1885-2006
- Vacant since 2006



# Now the potential of a boom is real

B

Election '24 U.S. Economy International Affairs Technology & Information Race in Public Policy Topics Regions



RESEARCH

## In Central New York, a test of the CHIPS and Science Act's promise for economic revitalization

Joseph Parilla, Xavier de Souza Briggs, and Mark Muro  
January 12, 2023



**NYSMART**  
I-CORRIDOR



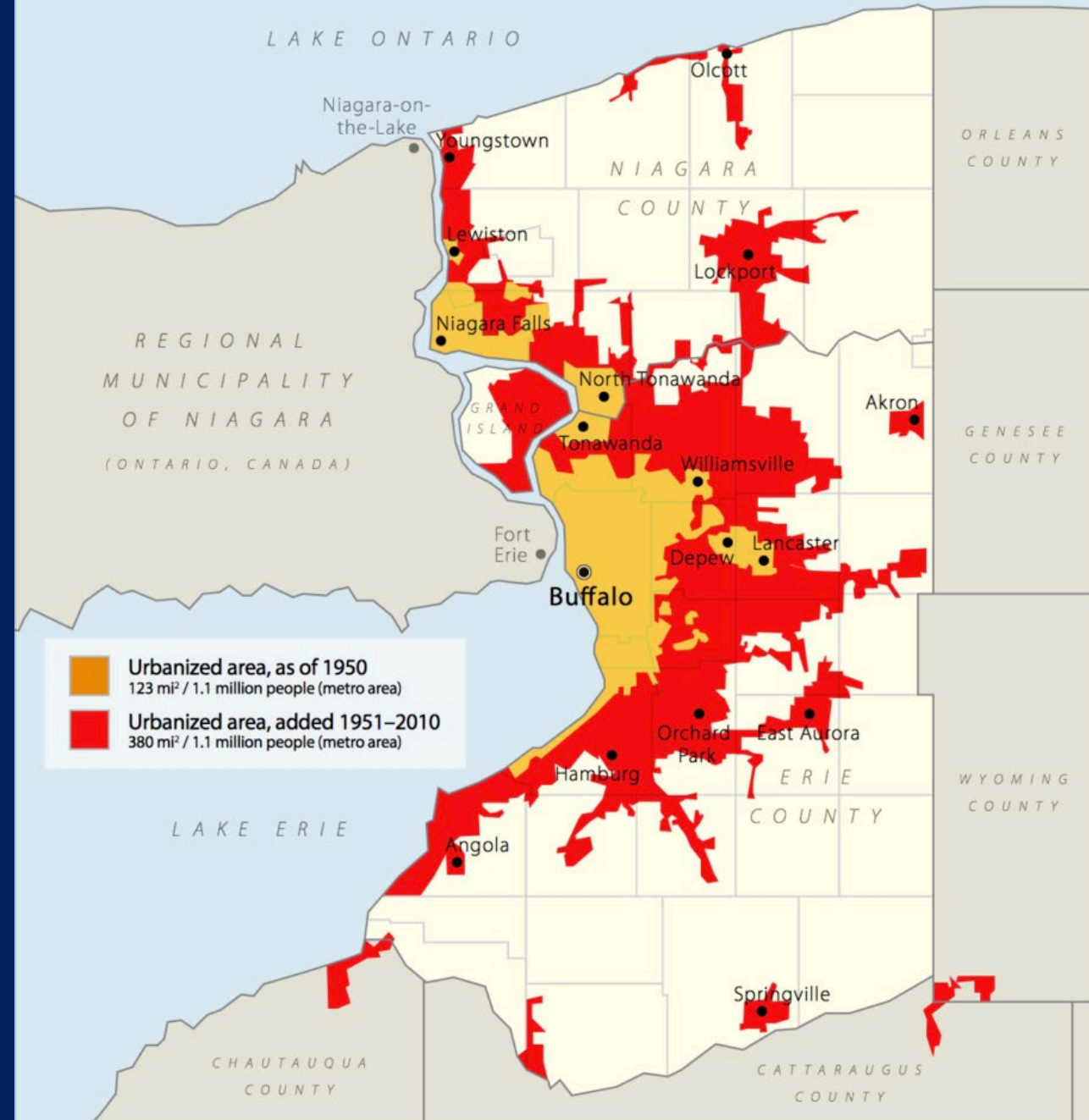
And this is  
really, honestly,  
happening



But bad times  
have led to bad  
land use habits ...

The urbanized area has  
grown a lot

... even while the  
population has not ...



Urbanized area within Metropolitan Buffalo, 1950–2010

# Throwing away old neighborhoods ...



# And wasting land along the way



So here are a few things to think about  
for handling a booming Upstate New York

1. Don't underestimate what might happen

[Products](#)

[Recipes](#)

[Where to buy](#)

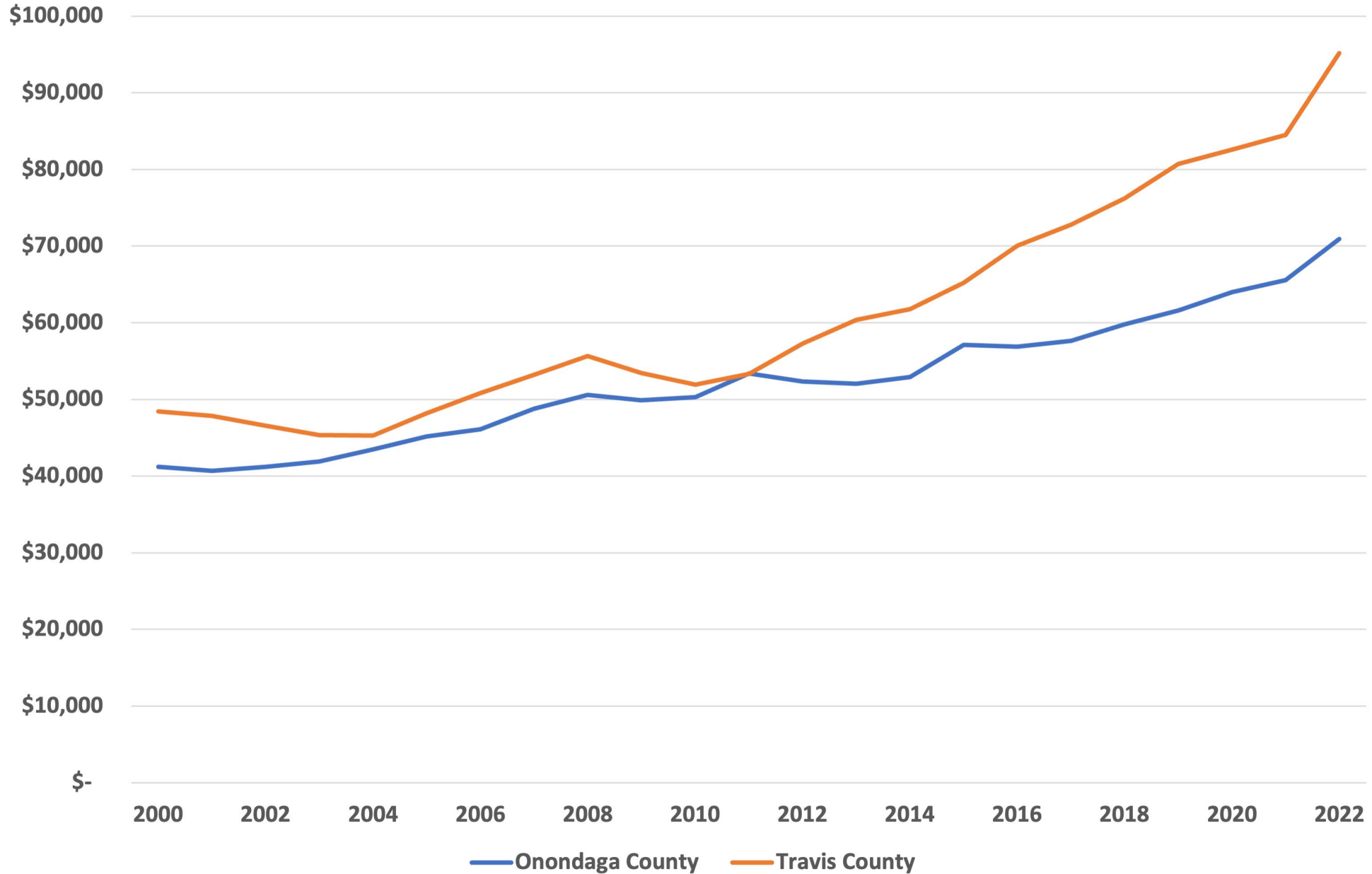
**Chobani**<sup>®</sup>

**April 22, 2025**

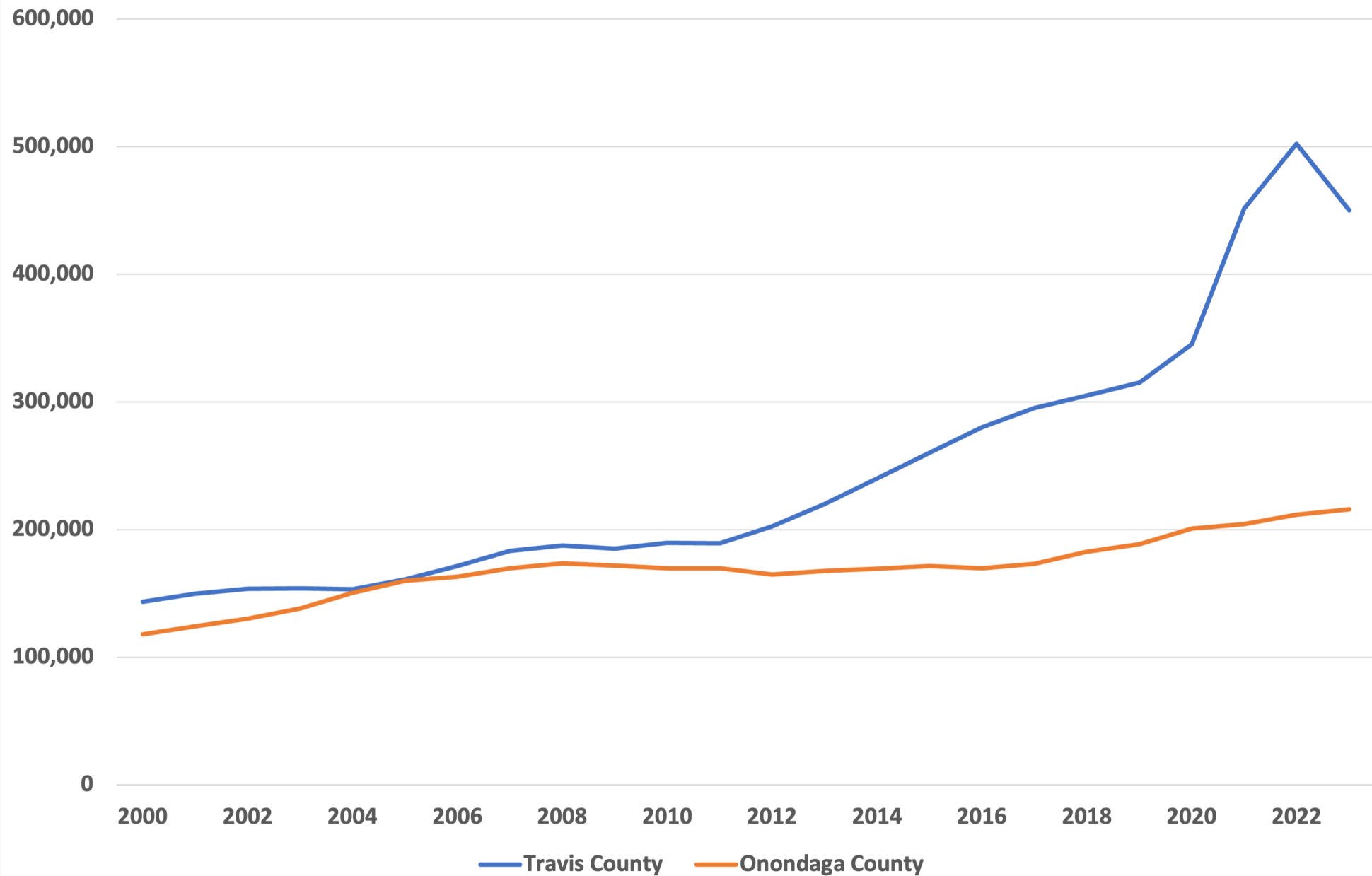
# Building for the Future: Chobani Invests \$1.2 Billion in Upstate New York to Build Third U.S. Dairy Processing Plant

New facility is expected to create over 1,000 new jobs and make nutritious, natural food more accessible

# Median Household Income, Travis County TX and Onondaga County NY, 2000-2022



# Median Home Price, Travis County TX and Onondaga County NY, 2000-2023



2. Be Prepared For Something Different  
... But Be Careful!



Set weather ▾

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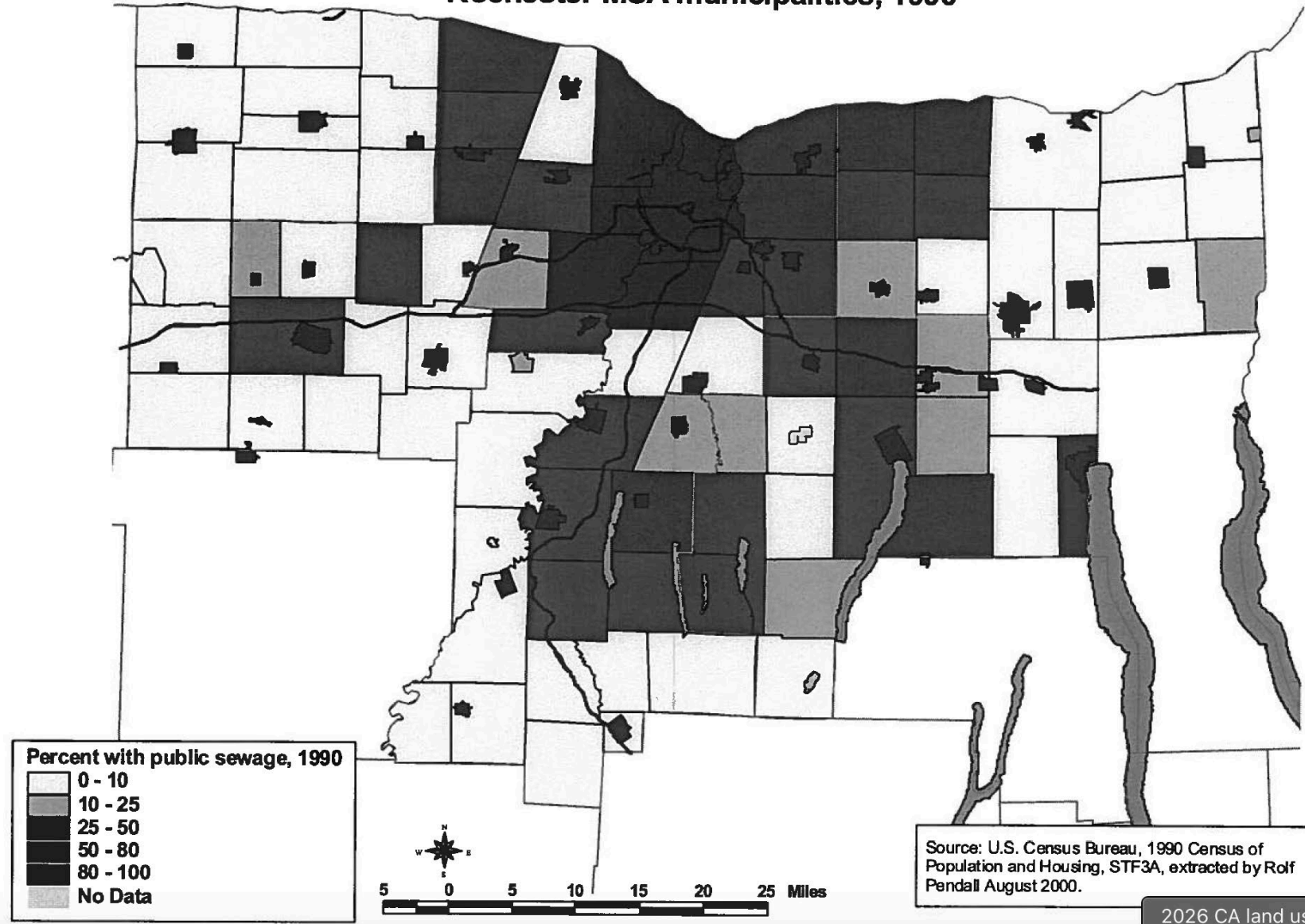
MICRON

# Oswego County plans to open 30,000 acres for development of housing, businesses near Micron

Updated: Mar. 19, 2026, 10:54 p.m. | Published: Mar. 19, 2026, 6:00 a.m.



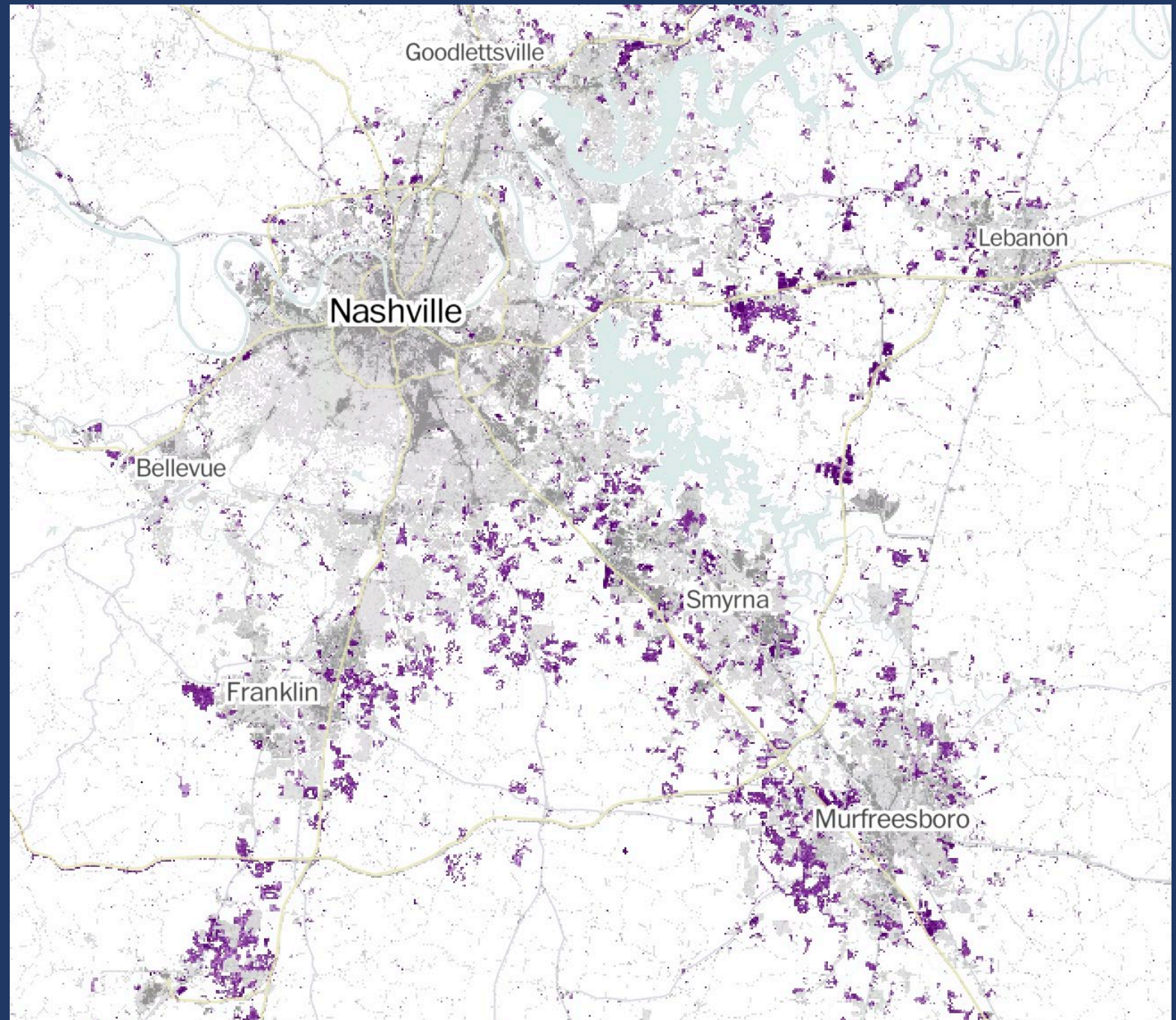
**Map 18. Percent of dwellings with public sewage disposal,  
Rochester MSA municipalities, 1990**



3. Don't blow through your land supply too fast

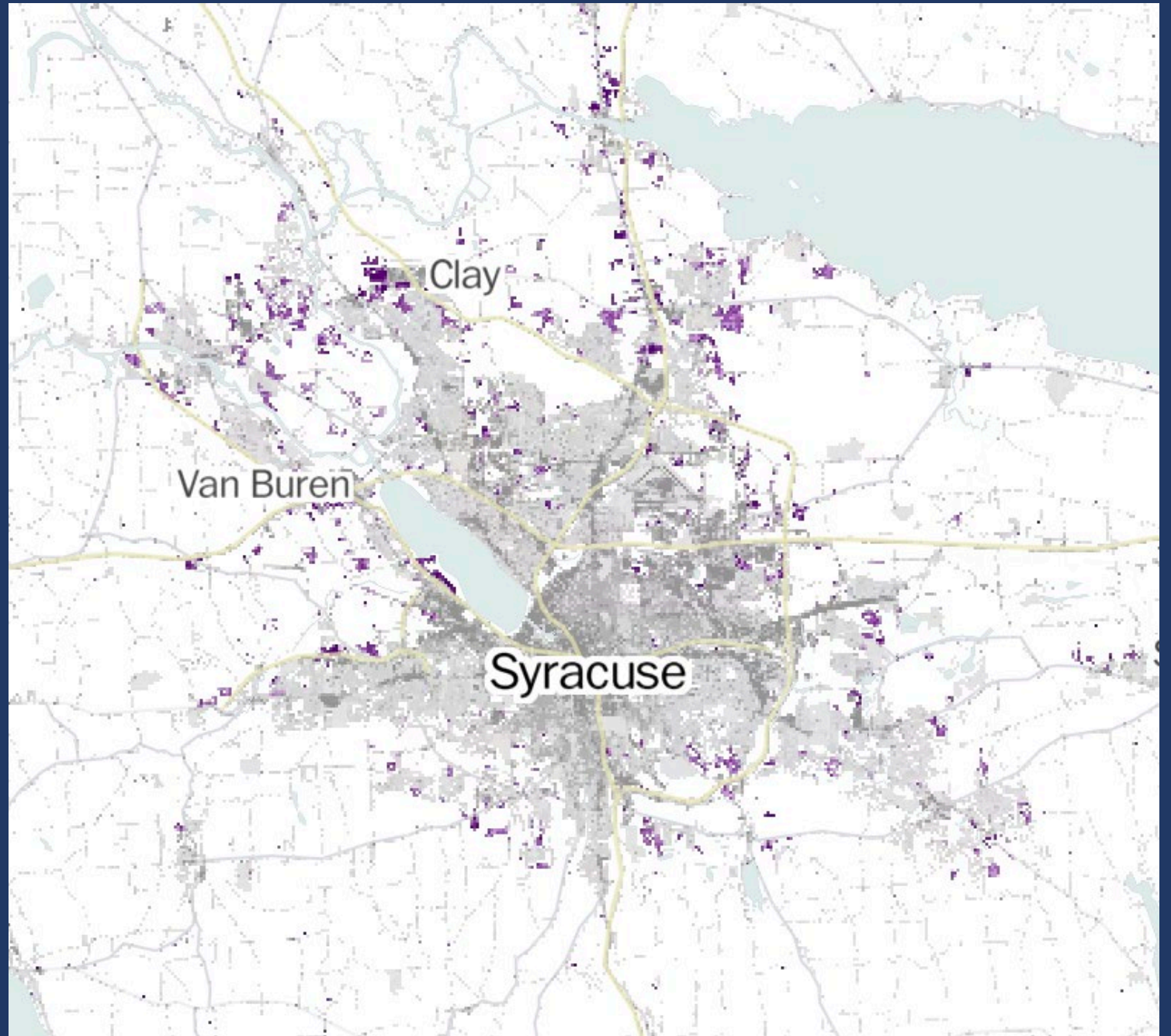
# Metro Nashville, 2001 and 2019

*Washington Post*



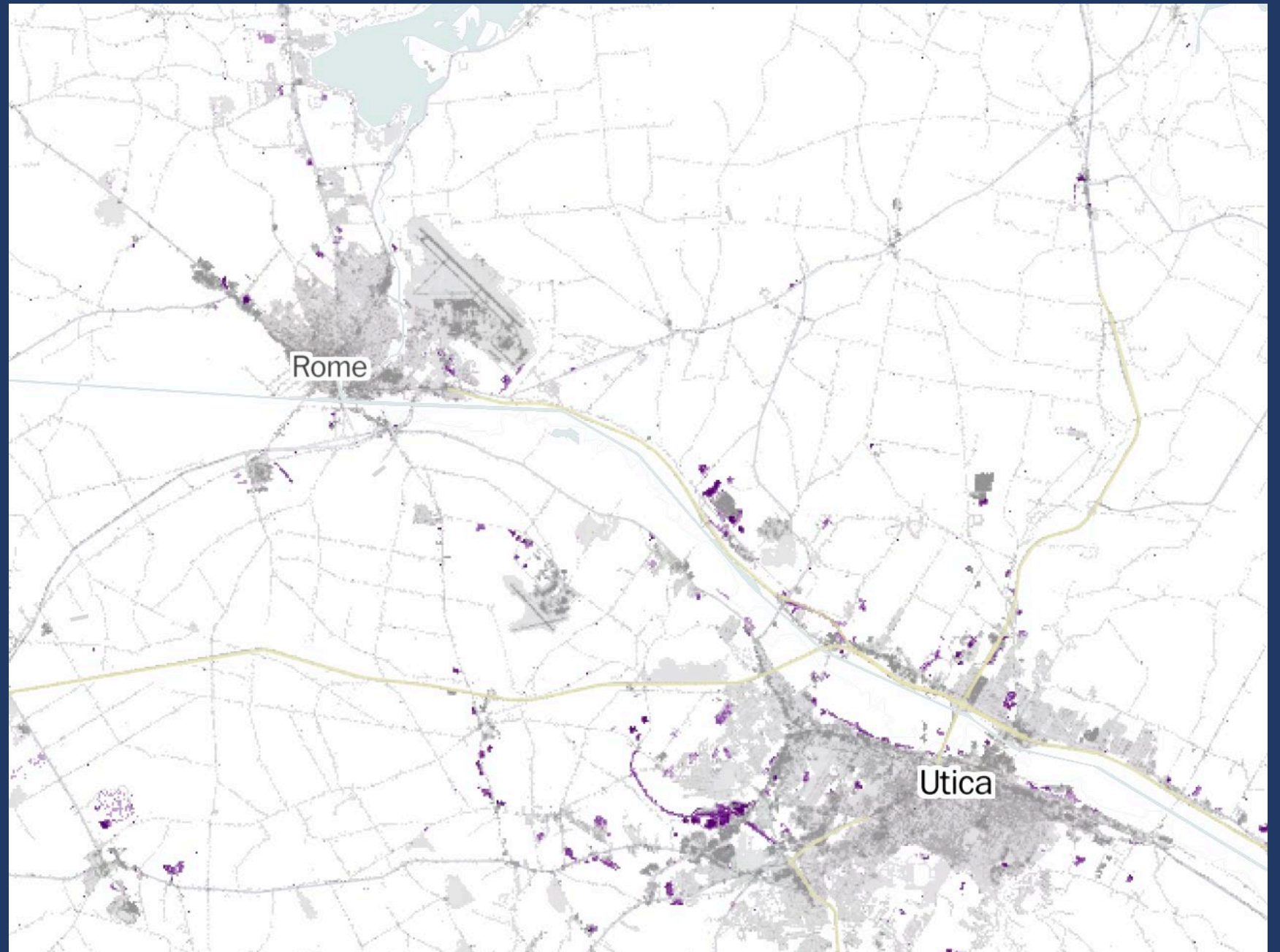
# Metro Syracuse, 2001 and 2019

*Washington Post*



# Utica- Rome, 2001- 2019

*Washington Post*



4. Don't bankrupt yourself with sprawl

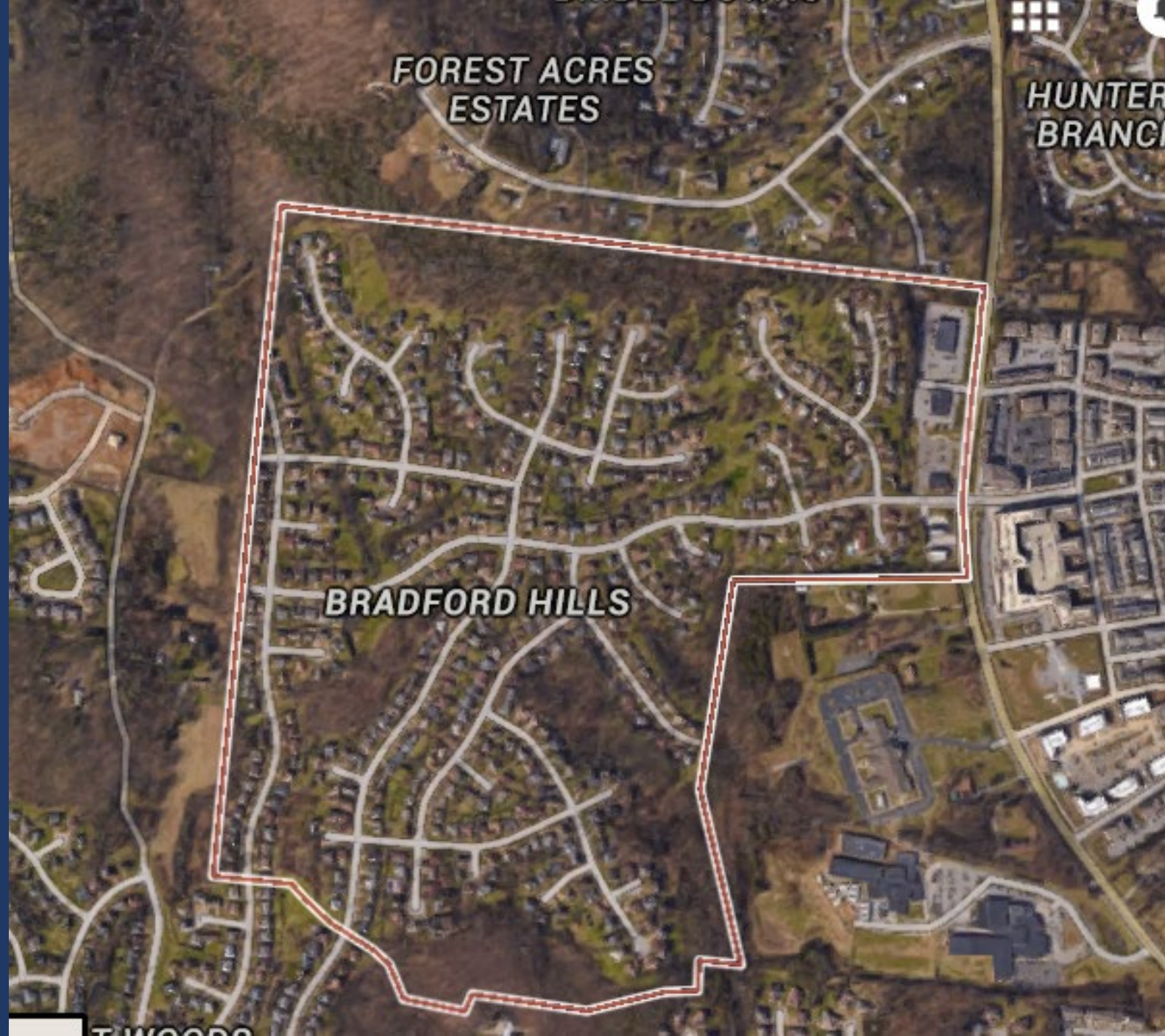
# A lesson from suburban Nashville



# Bradford Hills



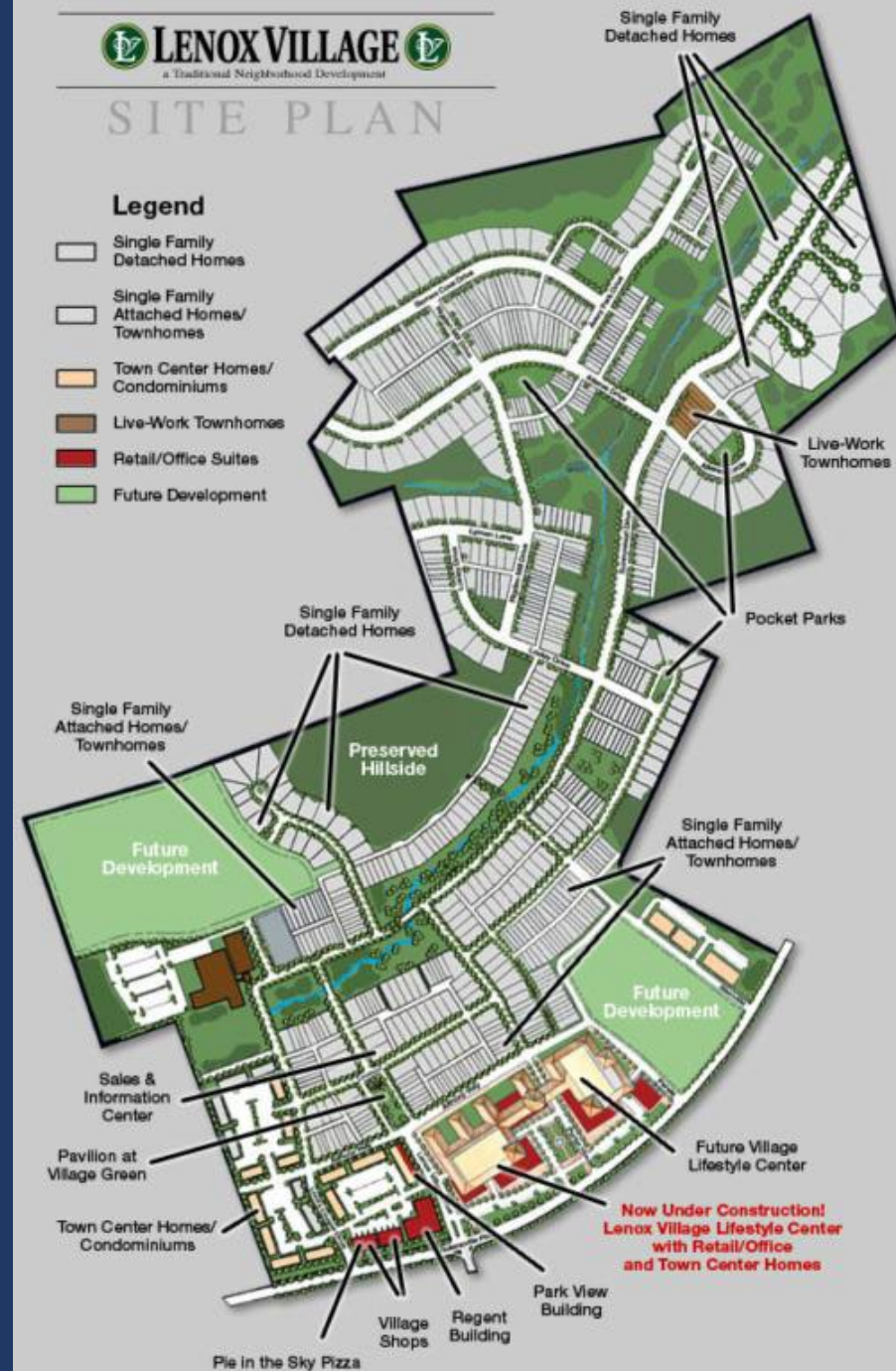
A typical  
subdivision in  
Davidson  
County north  
of the City



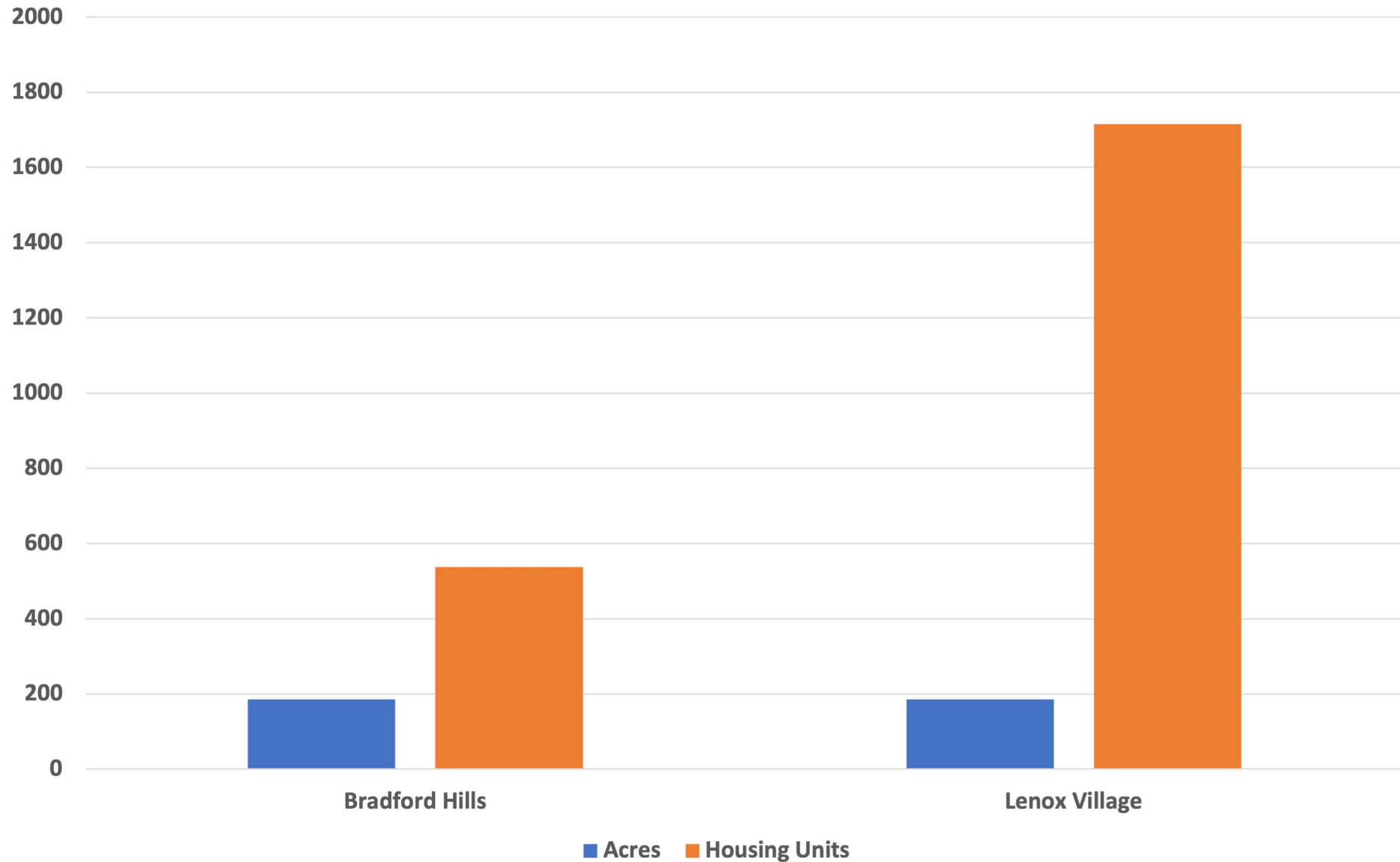
# Lenox Village



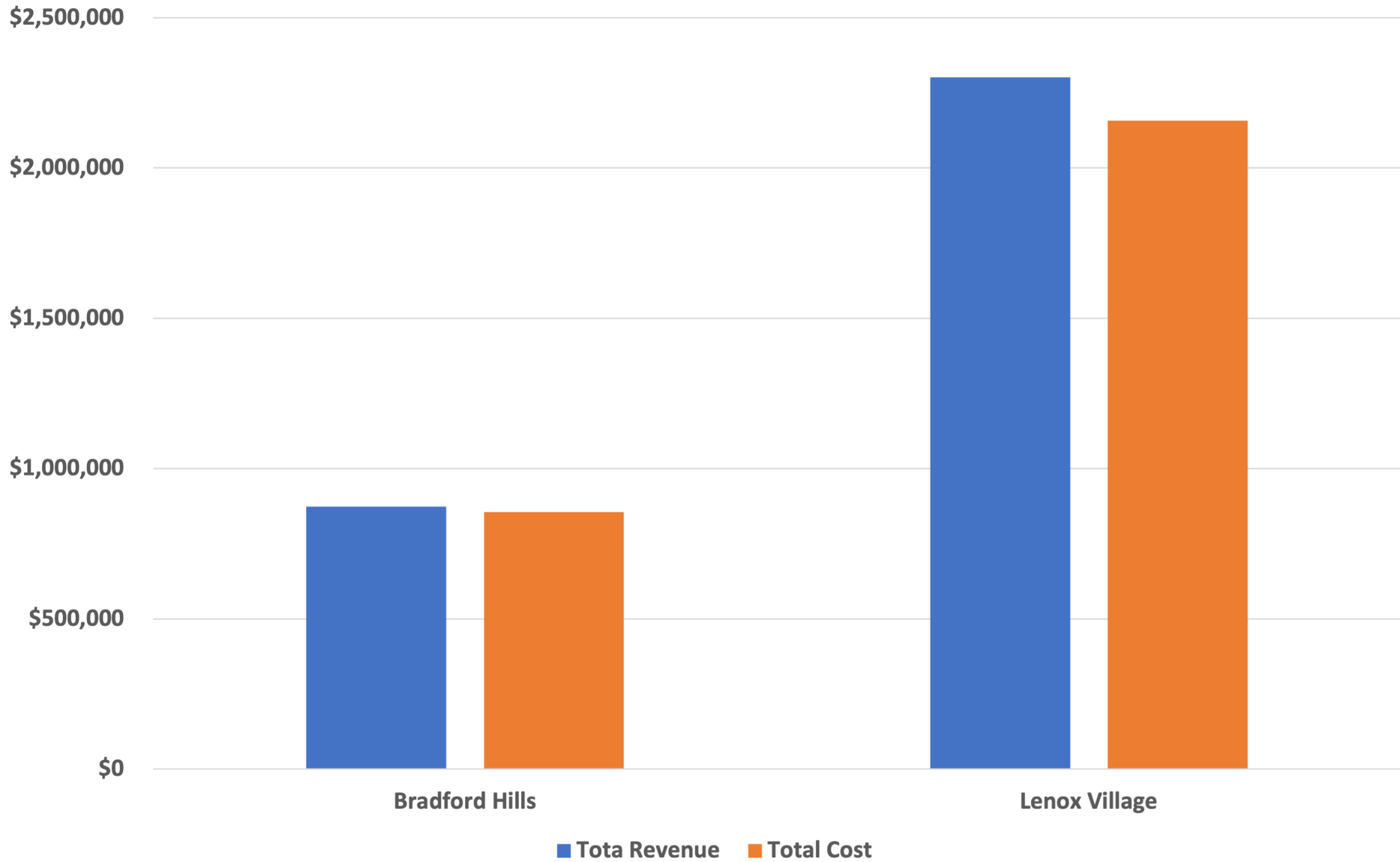
A "Smart Growth" subdivision across the street from Bradford Hills



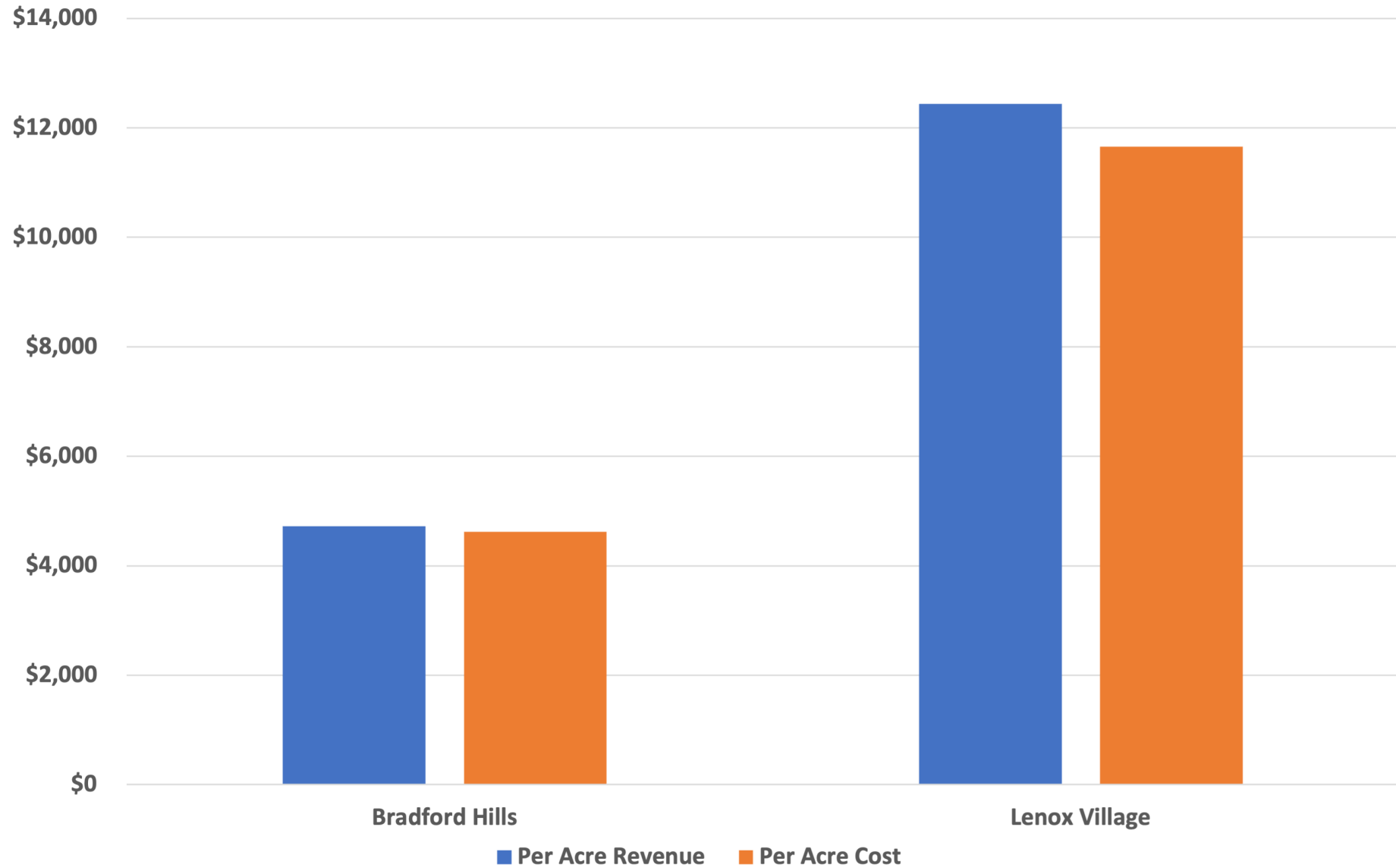
# Acres and Housing Units



# Revenue and Cost



# Revenue and Cost Per Acre



5. Don't assume everybody wants to spend all weekend on a riding mower

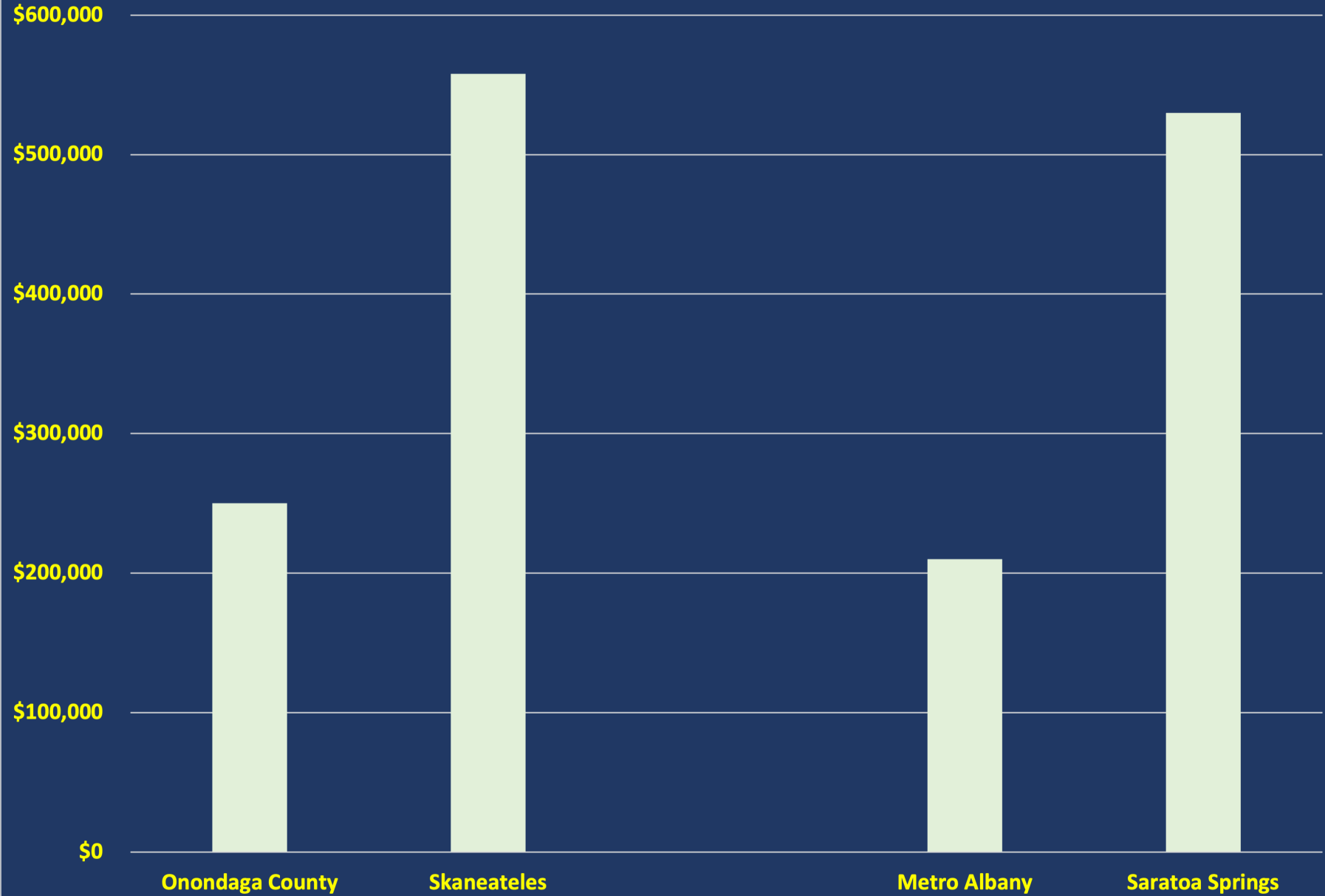
# The exurban default in Upstate New York



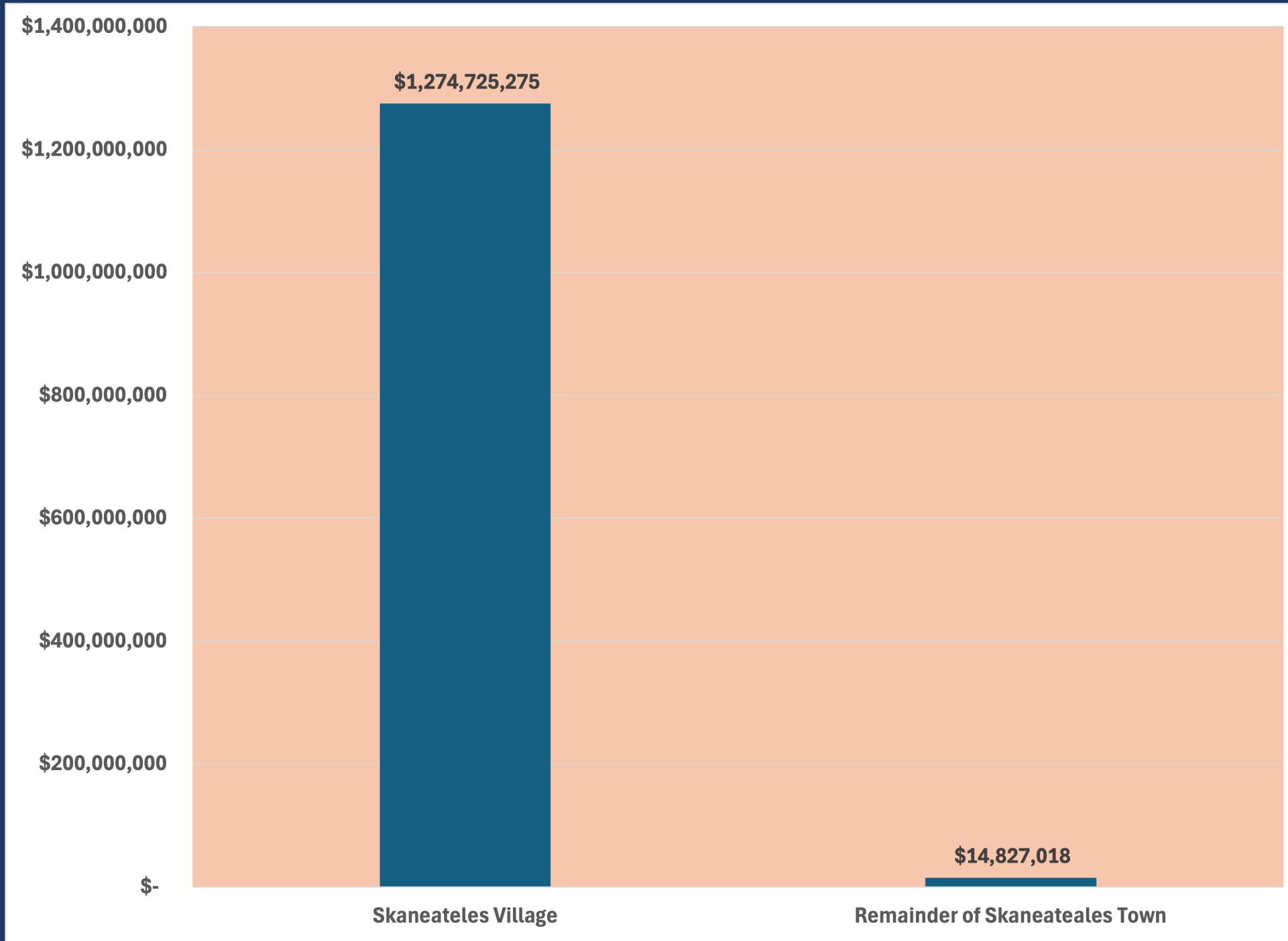
The reality: Villages like this are thriving



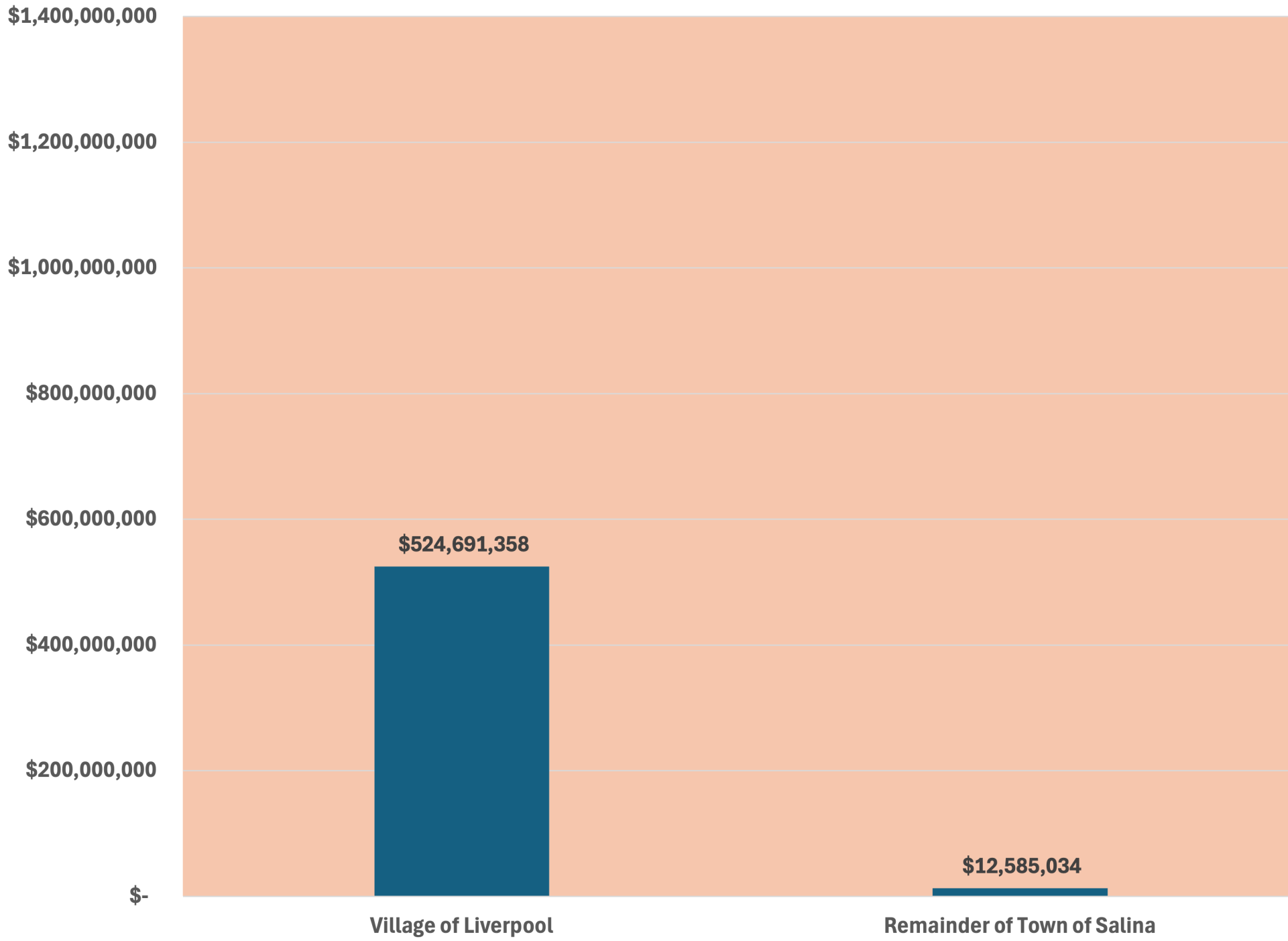
## Median Home Price



# Assessed value per square mile: Skaneateles Village v. Town



Assessed  
value per  
square  
mile:  
Liverpool  
v. Town of  
Salina



# Does this mean everybody needs to live in one of the villages?

- No, but it does mean
  - There is a demand for village-type lifestyle
  - Village-style development makes fiscal sense for towns



6. Don't accept whatever comes along

After 70 years, you don't have to settle for whatever



You can demand more!



So good luck!



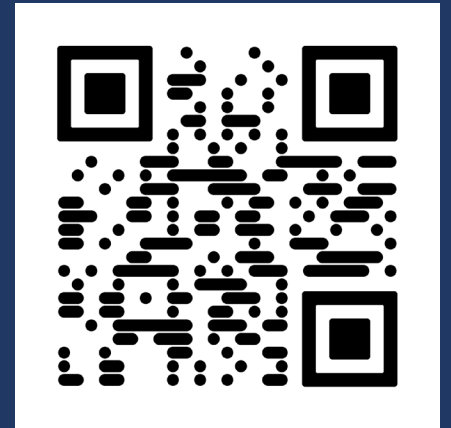
# But don't forget! [FIX THIS]

1. Don't underestimate what might happen
2. Be prepared for something different  
... but be careful!
3. Don't blow through your land supply too fast
4. Don't bankrupt yourself with sprawl
5. Don't assume everybody wants to spend all weekend on a riding mower
6. Don't accept whatever comes along

# Thank You



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- Bill Fulton's Substack newsletter, *The Future Of Where*

