



VILLAGE OF HEUVELTON NY FORWARD

SUMMARY

Purpose:	Public Open House #1
Date and Time:	July 28, 2026, 5:00 PM – 7:00 PM
Location:	Pickens Hall, 83 N State St, Heuvelton, NY 13654

Station #1. Project Overview

Discussion

This Public Open House began with a 15-minute introductory presentation followed by an open-house format including interactive activity stations which provided an overview of the NY Forward Process, Area Boundary, Existing Conditions, Goals, Vision, Opportunities and Challenges, and where to find further information. Following the presentation, attendees were encouraged to review the various informational and interactive stations.

New York State Department of State (DOS) representatives and NY Forward Consultant team were available to answer questions and discuss ideas with the public. Attendees were provided with a participant guide outlining the following ten (10) activity stations.

- **Station #1 - Project Overview:** The what, why, who and how of NY Forward
- **Station #2 – Imagine Downtown:** Explore the fundamentals of downtown revitalization and discover how it can strengthen the community, support local businesses, and enhance quality of life
- **Station #3 – Downtown Snapshot:** Highlights of existing conditions
- **Station #4 – Downtown Vision & Goals:** Use the sticky notes to share what you want downtown Heuvelton to look like in 5-7 years, and which downtowns you enjoy and why.
- **Station #5 – Challenges & Opportunities:** Share your concerns for downtown Heuvelton and identify opportunities.
- **Station #6 – The Places We Gather:** Using the stickers and map, identify where you go, what you do there and how you get there
- **Station #7 – Thinking About Public Spaces:** What improvements would you like to see and where? How are these spaces used already? What can be added?
- **Station #8 – Other Thoughts and Ideas:** Have more to share? Write it down at this station!
- **Station #9 – Call for Projects:** The open call for projects is coming soon. Get information about the steps to propose a project for funding consideration.
- **Station #10 – Kids Table:** This is a place for kids to be creative and share their ideas.

Station #2. Imagine Downtown

Discussion

This station provided an overview of what Downtown Revitalization entails, how we get there, and an opportunity for participants to share their hopes and idea for downtown. Participants were able to identify what 'Ingredients of a Thriving Downtown' are a strength and what they consider to be missing in downtown Heuvelton.

Common themes from "Imagine downtown as a place where...":

- Abundant restaurants and business for residents and visitors to enjoy
- A well connected and safe network of transportation options
- Events and activities on evenings and spaces for celebrations

Ideas identified by participants (in no particular order):

- Every storefront is occupied and businesses are thriving
- Family gather for a meal and enjoy shops + businesses
- People go on Friday night
- Walk & park safely, gather w/friends, coffee house
- Where people go for celebrations. Where people go to on Saturday night

Common themes from Main Street "ingredients" that are a strength or missing:

- Diverse restaurant options and places to gather within the downtown
- Limited housing options along downtown Heuvelton
- Aspiration for improvements to the transportation network to benefit bike, pedestrian, and vehicle traffic

Which "ingredient" is a strength:

- Places to Gather: 5
- Local Restaurants: 8
- Housing Options: 0
- Complete Streets: 0
- Public Parks & Spaces: 0
- Historic Character: 2
- Community Events: 4
- Public Art: 0

Which "ingredient" is missing:

- Places to Gather: 0
- Local Restaurants: 0
- Housing Options: 4
- Complete Streets: 4
- Public Parks & Spaces: 3
- Historic Character: 3
- Community Events: 1
- Public Art: 1

Common themes of additional suggestions or "ingredients":

- Additional improvements to public infrastructure including storm drains

Station #2. Imagine Downtown

Discussion

- Reactivating the riverfront

Ideas identified by participants (In no particular order):

- Infrastructure – storm drains
- Flashing yellow Lisbon/State St w/ cross walk sign
- Snowmobile parking downtown
- Riverwalk
- Small local market

Station #3. Downtown Snapshot

Discussion

This station provided an overview of the Village of Heuvelton's demographics, population growth trends, income, education, and employment in comparison St. Lawrence County. Village population, population growth, and age group percentages were displayed in tables and graphs. Income, education, and employment data were also displayed in tables and graphs, accompanied by a brief narrative highlighting notable data.

- The following demographic highlights were presented: The median age is 38.4 years old; this is lower than the median age of St. Lawrence County.
- 75% of Heuvelton's population is 18 and older
- The population is 744, most of which are homeowners, and the population has decreased since 2000
- More than a quarter of Heuvelton's residents have a bachelor's degree or higher
- The Heuvelton NY Forward boundary is centered along State Street, between Lisbon Street and the Heuvelton Fire Department

A map of the Heuvelton NY Forward Boundary was displayed at this section. The LPC expanded the NY Forward Boundary south to include the AMVETS parcel at LPC meeting #1

Station #4. Downtown Vision & Goals

Discussion

At Station 4, the Draft Downtown Vision that was proposed in the Heuvelton NY Forward Application was presented. At this station, attendees were given the opportunity to share what they want downtown Heuvelton to look like in 5-7 years and what other downtowns they enjoy and why.

Common themes included:

- Leveraging the Village's current identity in fostering a revitalized downtown
- Improvements to the streetscape through period lighting and seasonal decorations
- Establish a vibrant downtown similar to those in Clayton and Sackets Harbor

Station #4. Downtown Vision & Goals

Discussion

Ideas expressed through this exercise include (in no particular order):

- Kind of “the same” keep our identity, but be the best version of Heuvelton
- Some businesses on State St are non-descript – better signage would help & face-lifts for some. Appreciate safe, adequate parking spaces & walking opportunities
- Safe parking
- Period lighting, better holiday decorations
- Clayton – no power lines
- Sackets Harbor – cool vibes, good bones, stuff to do

Station #5. Challenges & Opportunities

Discussion

This station encouraged participants to share their insights about challenges and opportunities for downtown Heuvelton.

Themes in challenges and concerns raised included:

- Clear communication between the community and leadership
- Equal disbursement of funding across the study area

Challenges identified by participants (in no particular order):

- Upfront funding – waiting for reimbursement
- Transparency between the community and leadership
- Funds need to be spread throughout the target area and not put into Picken’s Hall that has been already redone

Themes in opportunities and strengths raised included:

- Expanding on the specific desires of the public

Opportunities and strengths identified by participants include (in no particular order):

- Keeping pace with what people want – coffee shops

Station #6. Places We Gather

Discussion

This station included a board and large Village boundary map enabling participants to identify areas of public activities. Including where you gather, how you get there and what activities you take part in.

Common themes from the ‘Places we Gather’ activity:

- **Historic spaces** identified throughout the Village boundary map are concentrated within the Study Area
- **Traffic patterns** that were identified included heavy truck traffic, bike routes along State Street, Carriages along Lisbon and State Street, and walking paths surrounding school campus

Station #6. Places We Gather

Discussion

- ***Shopping and dining, as well as places to socialize***, that were identified were Dollar General Agway Farm Center, Feed Store, and several restaurants in the Study Area

Station #7. Thinking About Public Spaces

Discussion

This station included a board and large boundary map allowing participants to identify ideas regarding public spaces within downtown Heuvelton. Including what improvements, the participants would like to see and where.

Themes in public space improvements:

- Improve the beauty of State Street by incorporating streetscape amenities such as period lighting, seasonal decorations, and seating
- Expand pedestrian infrastructure to encourage those who walk and bike to traverse surrounding roadways
- Leverage the River by transforming park space to enhance foot traffic and usage

Map comments (written as presented, in no particular order):

- "Period" lighting along State St
- Brookfield collab & coordination
- Wasted public space. Maybe fishing spots /park
- Pedestrian crossing like Canton as a possibility
- "Pickens campus"
- Lit up by building owners around x-mas
- Bank w/ apartment
- Mixed use buildings like the deli
- Benches would be great, unofficial bus stop (Amish)
- Park that never gets used
- Flashy cohesive + classy business sign
- 4 way stop a state and water street
- Uniform sidewalks through our corridor
- Flashing yellow -maybe a red light
- Trees can be a barrier to plowing / disrupts sidewalks
- Children walk along corridor
- Improve store fronts on State Street
- Some ppl walk here to avoid busy state st (*Water Street*)
- Flashing crosswalks
- Tight traffic congestion carriages / trucks
- New bridge creates blind spots- how to address
- Amenity stormwater drainage

Station #7. Thinking About Public Spaces

Discussion

- Good nucleus of energy / business
- Boat launch has grant pending now
- Street parking issues
- Overflow parking for BBQ
- Roof replacement
- Parking extension

Station #8. Other Thoughts and Ideas

Discussion

This station included an opportunity for any additional thoughts and ideas. The thoughts shared are listed below:

- Public Square/Farmers Market (like a European Christmas market)
- PA system – Labor Day Parade, Holiday music, impt. Announcements
- More walking along the water
- Decorative street lights like in Canton (solar)
- We need some green on the main drag
- Cohesive signage
- Planned theme – Logo
- Safe places for Amish parking

Station #9. Call for Projects

Discussion

Participants were able to discuss the Open Call for Projects with the DOS representatives and the NY Forward Consultant Team. DOS Guidance books were available for reference and the following information was on display:

- The submission period for projects will be open to the public for at least 4 weeks
- Open Call for Project opens July 28, 2026
- Applicants must complete a submission form with the required information (available online or in hard copy at Village Hall by September 2, at 4:00 PM)
- Similar, parallel process for Small Project Fund

Station #10. Kids Table

Discussion

This was a place for kids to be creative and share their ideas.

This meeting summary conveys our understanding of the items discussed and agreements reached at this meeting. Please forward any additions, corrections and/or questions to my attention.

Submitted by:

Dan Madigan, MJ Engineering and Land Surveying, P.C.

cc: Consultant Team, State Team, Local Planning Committee

DRAFT



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IMAGINE DOWNTOWN

Downtown revitalization is about investing in places people use everyday. It builds on a community's unique character while making downtown a better place to live, work, shop, visit, and gather!

Finish this sentence: "Imagine Downtown Heuvelton as a place where..."

every store front is occupied and businesses are thriving.
family gather for a meal and enjoy shops + businesses.



People go
on Friday
night

• Walk of Park today
• Gather of friends
• With music

• Walk of Park today
• Gather of friends
• With music



Take the Community Survey and get involved!
Scan the QR code with your smartphone camera
or visit the project website: www.HeuveltonNYForward.com



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IMAGINE DOWNTOWN

Use the handout "Ingredients of a Thriving Downtown" to better understand the characteristics of downtown spaces

Place a sticker by the Main Street "ingredient" that is missing in Heuvelton



Places to
Gather



Local Shops &
Restaurants



Housing
Options



Complete
Streets



Public Parks
& Spaces



Historic
Character



Community
Events



Public Arts



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NY Forward



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IMAGINE DOWNTOWN

Use the handout "Ingredients of a Thriving Downtown" to better understand the characteristics of downtown spaces

Place a sticker by the Main Street "ingredient" that is a strength in Heuvelton

 Places to Gather	 Public Parks & Spaces
 Local Shops & Restaurants	 Historic Character
 Housing Options	 Community Events
 Complete Streets	 Public Arts



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IMAGINE DOWNTOWN

Have another suggestion or "ingredient"? Share your thoughts below!

- infrastructure - storm drains
- flashing yellow Lisbon/ state st w/ cross walk sign
- snowmobile parking downtown
- RIVERWALK
- SMALL LOCAL MARKET



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DRAFT DOWNTOWN VISION

What do you want downtown to look like in 5-7 years?

Kind of "the same" keep our identity, but be the best version of Heuvelton

Some businesses on State St are non-descript - better signage would help; face-lifts for some
Appreciate safe, adequate parking spaces & walking opportunities

Safe parking

period lighting
better holiday decorations

What other downtowns do you enjoy visiting? Why?

Clayton ^{no power lines!}
Sacketts Harbor } Cookville. Good bones. stuff to do.



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CHALLENGES AND OPPORTUNITIES

CHALLENGES

Are there particular barriers or obstacles you think must be overcome for our vision to be achieved?

upfront funding - waiting for reimbursement

Transparency between the community and leadership

There need to be special members who have and are not just the police. Mainstream business.

OPPORTUNITIES

What are trends and opportunities you think will shape your downtown over the next decade?

Keeping pace with what people want - Coffee shops



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OTHER THOUGHTS AND IDEAS

Share any additional thoughts and ideas you have for Downtown here!

PUBLIC SQUARE/FARMERS MARKET
(LIKE A EUROPEAN CHRISTMAS MARKET)

Decorative
street lights
like in Europe
(2000)

PA system - Labor Day Parade
holiday music
impt. announcements

- We need some green on the main drag
- Cohesive signage
- Branded theme - LOGO
- Safe places for Amish parking

More walking
along the water

Show
your
thoughts



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