



HEUVELTON

LOCAL PLANNING COMMITTEE MEETING #2 SUMMARY

Purpose:	Local Planning Committee (LPC) Meeting #2
Date and Time:	Tuesday, August 11, 2026, 12:00 – 2:00 PM
Location:	Pickens Hall, 83 N State St, Heuvelton, NY 13654
Attendees:	See Below
Agenda:	1. Welcome & Preamble 2. Project Schedule Update 3. Community Engagement Update 4. Downtown Assessment Highlights 5. Vision and Goals Refinement 6. Project Evaluation Criteria 7. Successful Project Examples 8. Next Steps 9. Public Comment

1. Welcome & Preamble

Discussion

Daniel Madigan (MJ) welcomed the Local Planning Committee members, State Partners, and members of the public. LPC Co-Chair, Barbara Lashua read the Preamble aloud as follows:

PREAMBLE:

Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting. If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project. For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project. At this time, are there any recusals that need to be noted?

Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and then recuse yourself from discussion or voting on the project.



1. Welcome & Preamble

Discussion

As we continue through the planning process, recusal forms will be required from anyone with an identified potential conflict to be kept on file with the Department of State.

The following key items were revisited as several LPC members were absent from the previous meeting.

The MJ Team instructed members to use the Code of Conduct to guide service and actions while on the LPC and to remember **DAD**:

- **D**isclose conflicts of interest
- **A**ct in the public interest
- **D**isqualify as necessary
- Guidelines, standards and procedures for LPC members to follow throughout the planning process
- All LPC members are required to serve and act in the public interest
- LPC members will receive and must sign the Code of Conduct for Members of New York State Downtown Revitalization Initiative and NY Forward Local Planning Committees (Code of Conduct)

The MJ Team then explained that “**acting in the public interest**” means to:

- Avoid conflicts of interest
- No “unwarranted privileges” in which an LPC member should use or attempt to use their position to secure unwarranted privileges or exemptions for themselves or others
- No “improper influence” An LPC member shall exercise their duties and responsibilities so as to not exert improper influence over other members
- An LPC member shall exercise all duties and responsibilities for the primary benefit of the public and in a manner where any benefit to the member or a family member or relative is incidental
- If a benefit is more than incidental, a conflict of interest arises, and an LPC member should recuse themselves

The MJ Team finished by explaining the process for **documenting conflicts**:

- Members must identify if they have a potential conflict at the first meeting in which the matter giving rise to the conflict is discussed.
- When a potential conflict is identified, LPC members must complete and submit a formal Recusal Form.
- LPC members may not vote, or attempt to influence, a discussion or vote on any project(s), where a potential conflict of interest exists.
- The LPC co-chairs will remind members of their obligation to recuse at each meeting of the committee.
- A list of recusals together with the recusal form completed by each recused member will be maintained for each project for the duration of the NY Forward planning process.
- The recusal list will be updated at each meeting.



1. Welcome & Preamble
Discussion
Key Decisions & Outcomes
N/A

2. Project Schedule Update
Discussion
Daniel Madigan (MJ) presented the expected timeline for key milestones of the NY Forward Process, focusing on August/September. July: • LPC Kick-off • Vision, Goals, & Strategies • 1st Public Engagement August - September: <u>we are here!</u> • Draft Downtown Profile • Vision, Goals, & Strategies • Open Call for Projects September - October: • Final Downtown Profile • Project Development • The Call for Projects will close during this time October: • Preliminary Project List • Project Sponsor Coordination • Project Development • Draft Project Profiles November - December: • 2nd Public Engagement • Draft Strategic Investment Plan • Final Project Profiles • Kylie Peck (DOS) noted that between September and November 2026 that the Consultant Team will be working through project applications February: • Submit final NY Forward Strategic Investment Plan to New York State
Key Decisions & Outcomes

3. Community Engagement Update

Discussion

Melia Hema (MJ) provided an overview of the ongoing Community Engagement components

July 28, 2026:

- Public Open House
 - 5:00 – 7:00 PM
 - NY Forward Introductory Presentation
- Community Survey Launch
- Call for Projects Launch

July 29, 2026:

- Coffee with Consultants
 - 8:00 -10:00 AM
- Stakeholder Meetings
 - 12:30 – 1:30 PM
 - 2:00 – 3:00 PM
- Door-to-Door Business Survey

Community Survey:

- July 28, 2026, through **Thursday, August 13, 2026**
 - Short online survey
 - Paper copies are available by request at Village Hall
- As of August 10, 2026, **14** responses were collected
- Publicity
 - Project Website, Flyer, Village Periodical, Press Release, Email Blast, Heuvelton's Forward Focus Magazine

Open Call for Projects:

- July 28, 2026, through **September 2, 2026, at 4:00 PM**
- Office Hours on August 11, 2026, at the following times
 - 10:30 – 11:30 AM
 - 2:30 – 3:30 PM
- Virtual Informational Session on August 13, 2026
 - 12:00 – 1:00 PM
 - Registration information available on project website
 - Recording of the session will be available
- Publicity
 - Project Website, Flyer, Village Periodical, Press Release, Email Blast, Heuvelton's Forward Focus Magazine

Project Website (www.HeuveltonNYForward.com):

- As of August 10, 2026, the website had 242 site sessions (156 unique visitors)
- The following items can be found online:
 - What is NY Forward?, Heuvelton NY Forward Boundary, Call for Projects, Community Survey, Recent and Upcoming Meetings, Documents, and Comment Form



3. Community Engagement Update

Discussion

Open House Key Takeaways:

- There were 10 total stations, 6 boards were interactive!
- Downtown Walkability: Strong pedestrian environment
- State Street Calming: Need for slower, safer traffic flow
- Visitor Retention: Encouraging travelers to stop, shop, and recreate
- Heavy Vehicle Presence: Large trucks and carriages affecting circulation
- State Street Congestion: Certain segments experience heavy backups
- Boat Launch Upgrades: Improvements underway to support recreation
- Recent Investment: New development and funding activity
- Commuting Patterns: Many residents work outside the Village

Coffee with Consultants, Stakeholder Meetings, Door-to-Door Business Survey Key Takeaways:

- Village Charm: Close-knit character
- Improved Pedestrian Environment: Visitors and residents alike would benefit from pedestrian amenities
- Limited Rental Housing: Few options for renters and young families
- Signage Gaps: Lack of wayfinding and directional signage
- Signage could guide visitors to existing parking
- Façade Upgrades: Downtown businesses could benefit from curb-appeal improvements
- Variable Peak Hours: Business activity fluctuates across the day
- Winter Business Strength: Winter draws local shoppers who prefer staying close to home
 - Opportunity to attract and serve snowmobile riders
- Labor Day Parade: Major annual draw
 - Christmas and Halloween also bring visitors

Key Decisions & Outcomes

- The LPC agreed to extend the Community Survey deadline Friday, August 14, 2026.
- An LPC member sent an email to the School Board to promote the Community Survey via ParentSquare.

4. Downtown Assessment Highlights

Discussion

Melia Hema (MJ) then reviewed what the Downtown Assessment is and its purpose. According to DOS guidance, *“The Downtown Assessment tells a clear and concise story of the NY Forward community – where it is today, how it got there, and where it is going – and provides the logical basis for project recommendations.”*

Required Components:

- Study area/boundary description
- Downtown snapshot
- Historical and regional context
- Regional Economic Development Council (REDC) priorities



4. Downtown Assessment Highlights

Discussion

- Related recent plans and investments (as appropriate)
- Downtown character
- Key observations

Heuvelton at a Glance:

- The Village is experiencing modest population growth after earlier decline
- Housing occupancy is strong, and vacancies are low
- The community has a stable homeowner base
- Ages are balanced rather than an aging population
- While not experiencing rapid growth, the Village appears to have a **solid housing market, strong homeownership, and a slowly increasing population**, all of which are positive signs for long-term community sustainability

Downtown Snapshot:

- Workforce is concentrated in government and healthcare jobs
- High school attainment rates fall below the County average
- About 43% of households earn under \$50,000
- These factors indicate the need for expanded housing options, local economic growth, while building on the Village's stable employment base and growing population.

Historical & Regional Context:

- Village Location: Situated in northern St. Lawrence County along the Oswegatchie River, about 10 miles east of the City of Ogdensburg.
- Early History: Established in 1802 and renamed Heuvelton in 1832, the community reflects its heritage as one of St. Lawrence County's earliest settlements.
- Riverfront Development: The Oswegatchie River supported early mills, trade, and transportation, helping shape the Village's growth and economic activity.
- Rural Service Role: Evolving as a small rural service center, the Village has long supported nearby farms and the broader regional transportation network.
- Economic Influences: Local agriculture, small businesses, and proximity to major employers in Ogdensburg and across St. Lawrence County have historically guided community development.
- Residential Character: Today, Heuvelton remains a stable residential community with strong homeownership and lower housing vacancy rates than County averages.

Related Recent Plans and Investments:

- \$3.3M NYS 812 Bridge Replacement – 2009
- \$2.7M Pickens Hall and General Store Renovation and addition – 2010
- \$50K Boat Launch Site Improvements – 2016
- \$750K Boat Launch Park Expansion and Improvements
- \$5.5M Fish Ladder – 2017
- \$100k 81 State Street Renovation – 2020
- \$50K 25 Water Street Investment – 2022
- 2021 Oswegatchie River Local Waterfront Revitalization Plan (LWRP)
- 2024 NYSEDA Green Jobs Green New York Energy Study



4. Downtown Assessment Highlights

Discussion

- 2024 Comprehensive Plan

NY Forward Boundary:

- The Heuvelton NY Forward boundary extends along State Street, running both north and south to encompass the Village's primary commercial corridor.
- Boundary revised based on discussions and direction at LPC Meeting #1.

Key Decisions & Outcomes

- Village Staff clarified that Heuvelton was settled in 1802 and later incorporated as a Village in 1912.
- The LPC agreed on the revision to the NY Forward Boundary.
- The MJ Team will update the NY Forward website to reflect the most recent NY Forward Boundary version.

5. Vision and Goals Refinement

Discussion

Daniel Madigan (MJ) displayed the original vision included in the NY Forward application:

By 2034, Heuvelton aims to be a vibrant community featuring small businesses and activities for adults, children, and families. Key spaces such as the boat launch and Pickens Hall will serve as focal points for residents of all ages. Continued robust access to municipal services-including the public library, fire department, and post office - will remain a priority. Local childcare and medical centers will operate successfully, and the downtown area will evolve into a cultural center marked by new growth and development. Vacant properties will be repurposed to benefit the broader community and provide a diverse range of services.

Heuvelton envisions becoming a recreational destination, with enhancements including a new park and sports fields at the boat launch, increased engagement along the Oswegatchie River, and expanded trails within and surrounding the Village. Efforts to improve river water quality and reduce invasive species will unlock new recreational opportunities. Heuvelton Central School will continue to offer high- quality education and extracurricular programs, anticipate higher enrollment, and secure increased funding. The Village is committed to maintaining its small-town values while embracing cultural trends, aspiring to become a premier destination within the County.

Daniel Madigan (MJ) then displayed and read aloud the refined Vision for the Village:

Downtown Heuvelton is a walkable and welcoming riverside community. State Street serves as a commercial corridor and gathering place for all residents and visitors by honoring its rich history and supporting a lively mix of entrepreneurship, cultural activities, and community events. Heuvelton's thoughtfully revitalized downtown includes a diverse mix of housing and services to meet community needs and strengthen the local economy where visitors are drawn to the Village's nature-based recreation along the Oswegatchie River. Downtown Heuvelton is a cultural hub marked by its historic character, renewed vitality, and a shared sense of place.



5. Vision and Goals Refinement

Discussion

The LPC discussed the revised vision and provided some insight and suggestions. There was consensus among all LPC members that revisions to the draft vision should include:

Downtown Heuvelton is a walkable and welcoming riverside community. State Street serves as a commercial corridor and gathering place for all residents and visitors by honoring its rich history and supporting a lively mix of entrepreneurship, cultural activities, and community events. Heuvelton's thoughtfully revitalized downtown includes a diverse mix of housing and services to meet community needs and strengthen the local economy where visitors are drawn to the Village's nature-based recreation along the Oswegatchie River. Downtown Heuvelton is a cultural hub where historic character, economic vitality, environmental stewardship, and community pride come together to create a distinctive sense of place.

Daniel Madigan (MJ) emphasized that goals are a critical part in achieving the vision for downtown Heuvelton. These goals should be realistic, clear & well-defined, and aligned with & supportive of the community vision. The MJ Team made clear that the goals are not listed in order of priority. The revised draft Goals were then displayed to the LPC for discussion.

Draft Goals:

- Goal 1: Strengthen the downtown economy and support local businesses.
- Goal 2: Expand housing opportunities and enhance quality of life.
- Goal 3: Improve connectivity and activate shared downtown spaces.
- Goal 4: Create vibrant downtown destinations that reflect community historic identity and foster pride.

The LPC had several thoughts about highlighting environmental stewardship and for Goal 3 to reflect physical connectivity.

Key Decisions & Outcomes

- The MJ Team will revise the draft Vision and Goals based on feedback provided by the LPC. The revisions will be presented at the next LPC meeting.

6. Project Evaluation Criteria

Discussion

Daneil Madigan (MJ) then discussed how projects are evaluated throughout the NY Forward Process.

How are Projects Evaluated? The consultant team explained that the LPC will evaluate all submitted projects based on NYS NY Forward Program criteria and goals and local goals:

- Eligible Project
- Alignment with Local and State Goals
- Catalytic Effect
- Project Readiness
- Cost Effectiveness
- Co-Benefits
- Community Criteria



6. Project Evaluation Criteria

Discussion

NY Forward Goals:

- Create an active downtown with a strong sense of place
- Attract new businesses and provide job opportunities
- Enhance public spaces that serve those of all ages and abilities
- Reduce greenhouse gas emissions + enhance climate resiliency
- Provide quality of life amenities
- Cultivate a variety of housing opportunities
- Grow local tax revenue
- Local Goals to be defined at LPC #2

Project Evaluation

The LPC will use the State Evaluation Criteria in addition to Local Evaluation Criteria when discussing and evaluating proposed projects throughout the NY Forward planning process.

Potential local evaluation criteria:

- Public support
- Transformative potential – elements that improve downtown and how it is perceived
- Availability of alternative funding sources that are more appropriate than the NY Forward award

Project Evaluation Worksheet Example

Daniel Madigan (MJ) displayed example project evaluation worksheets, he then explained following:

- The MJ Team explained that all projects submitted through the Open Call will be presented at LPC #3. Following that, the LPC will begin evaluating the projects.

Key Decisions & Outcomes

- N/A

7. Successful Project Examples

Discussion

Kylie Peck (DOS) presented successful project examples to encourage LPC members to consider what might work well in Heuvelton.

Tupper Lake, DRI Round 5, Restore 70 Park Street:

- DRI Funding: \$110,00
- Total Project Cost: \$310,000
 - New Façade
 - New windows
 - Updated 1st floor commercial space
 - Upper Story Apartment

Massena, DRI Round 5, Modernize Historic 48 Main Street:

- DRI Funding: \$100,000
- Total Project Cost: \$250,000
 - New Façade



7. Successful Project Examples

Discussion

- Updated 1st floor commercial space (1 of 3)
- Upper Story Apartment improvements
- HVAC improvements

Massena, DRI Round 5, 20 Andrews Street (Small Project Fund):

- DRI Funding: \$38,505
- Total Project Cost: \$54,202
 - Permanent Equipment (Espresso Machine, dishwasher, coffee roaster)
- DRI Funding: \$38,778.24
- Total Project Cost: \$154,671
 - Building Renovation
 - 500 sq. ft. 2nd story apartment
 - *Façade and commercial improvements completed using own money*

Key Decisions & Outcomes

N/A

8. Next Steps

Discussion

Daniel Madigan (MJ) discussed the next steps for the LPC:

- Review, sign, and return the Code of Conduct
- Call For Project Office Hours – August 11, 2026
 - 2:30 – 3:30 PM at Pickens Hall
- Call for Projects Virtual Information Session – August 13, 2026
 - 12:00 – 1:00 PM (online)
 - Promote Open Call for Projects!
- Community Survey – Open until August 13, 2026
 - Promote Community Survey
- Downtown Assessment
 - Research, mapping, data collection
- LPC Meeting #3 – September 8, 2026
 - Pickens Hall 12:00 – 2:00 PM
- Community Survey Highlights

Visit the Heuvelton NY Forward website to follow along, view meeting summaries, and presentation materials and find out how to get involved!: www.HeuveltonNYForward.com

NY Forward Program resources can be found at: <https://www.ny.gov/programs/ny-forward>

Key Decisions & Outcomes

N/A



9. Public Comment	
Discussion	
No members of the public were in attendance.	
Key Decisions & Outcomes	
N/A	

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:

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

cc: Consultant Team, State Team, Local Planning Committee



Local Planning Committee

Name	Present
Barbara Lashua, Co-Chair	✓
Dr. Zvi Szafran, Co-Chair	✓
Becky Bailey	✗
Alexa Backus Chase	✓
Karen Cole	✓
Heather Dodds	✓
Mark Kerns	✗
David Kingsley	✓
Michelle McGraw	✗

State Partners

Name	Present
Kylie Peck	✓
Jennifer Voss	✓
Heather Tanner	✓

Planning Support

Name	Present
Becky Donnelly	✓

Consultant Team

Name	Affiliation	Present
Dan Madigan	M.J. Engineering	☒
Melia Hema	M.J. Engineering	☒