

HEUVELTON NY FORWARD

COMMUNITY SURVEY OVERVIEW



A. SURVEY OVERVIEW

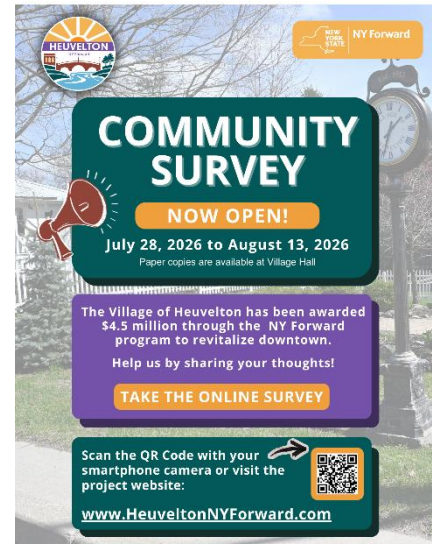
As part of the public engagement component of Heuvelton's NY Forward downtown revitalization efforts, a community survey was developed. The purpose of this survey was to gather input from community members, residents, visitors, business owners, and other stakeholders about perceived challenges and opportunities that exist in the community of Heuvelton. This information derived from the survey will help inform the Local Planning Committee (LPC) and project team in the preparation of the Heuvelton Strategic Investment Plan (SIP).

The online version of the survey was created and distributed using the Survey Monkey web platform and went live on **July 28, 2026**, to coincide with the first Heuvelton NY Forward Local Planning Committee (LPC) meeting and complement other in-person engagement activities. Paper copies were made available at **Village Hall**. The survey remained open until **August 14, 2026**, and received a total of 77 responses.

The survey was hosted on the project website at HeuveltonNYForward.com. Members of the public were informed the survey went live at the first LPC meeting, engagement activities and a press release. Informational flyers, which included a Quick Response (QR) code, were also distributed throughout Heuvelton during the survey period, allowing community members to access the survey directly from a mobile device.

Data Limitations

The survey is one of the numerous public engagement activities that help identify key themes throughout the community. Because the survey respondents are self-selecting, survey responses are not a statistically valid representation of the overall community. The survey alone cannot be used to find the "answer" or "solution", but it can help guide the community's long-term vision and identify the tools and actions needed to achieve that vision.



Community Survey Flyer

B. SURVEY TOPIC AREAS

The survey design covered several topic areas to focus and categorize the questions. The survey topic areas included Demographic & Background Information, Values, Opportunities & Business, and Ideal Vision. Below is a description of each survey topic area.



Demographic and Background Information (Q1-Q5 & Q12-Q13)

Questions to collect demographic and background information were included in the survey in order to provide an understanding of who is taking the survey. Getting a broad range of respondents from the local area is important to identify the varied needs of different demographics. Knowing age, relation to the Village, housing tenure, and values can help provide a fuller picture of the community's needs.



Opportunities and Business (Q6-Q7)

The survey also included questions to collect respondents' ideas about what they wish to see in Downtown Heuvelton. Information on how respondents perceive development opportunities can assist the Local Planning Committee and project team in determining how aligned project proposals are with community desires.



Ideal Vision (Q8-Q9)

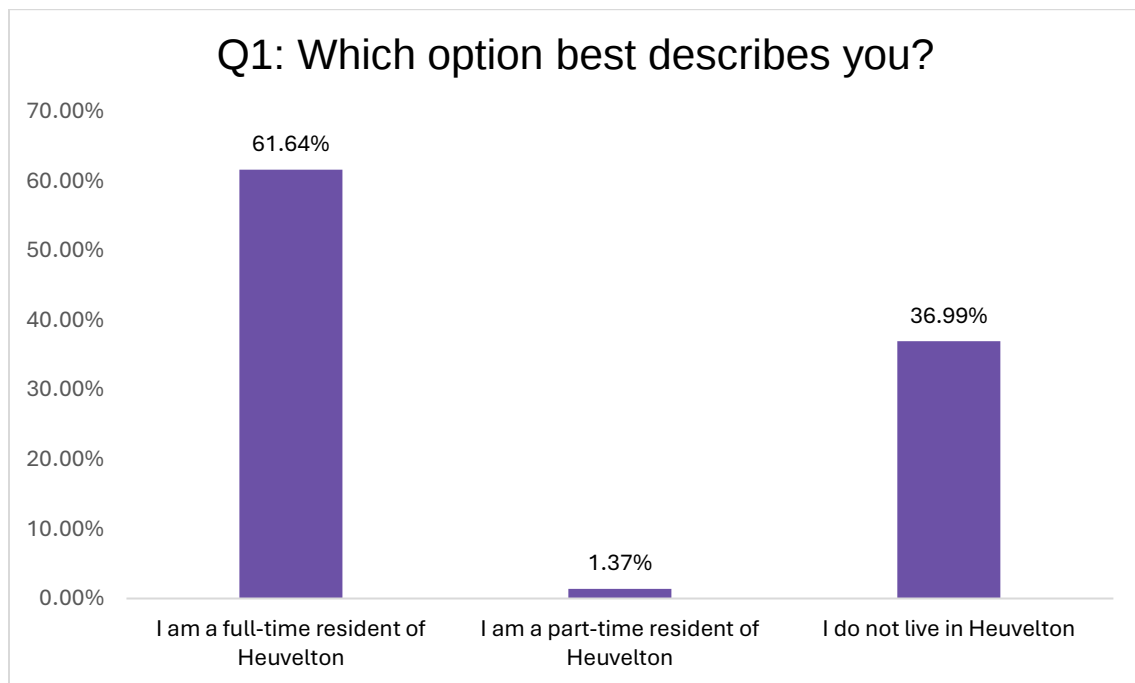
In order to help establish the general character and vision that respondents see for their community, the survey included questions to collect descriptions of an ideal future state of the community.

C. SURVEY HIGHLIGHTS

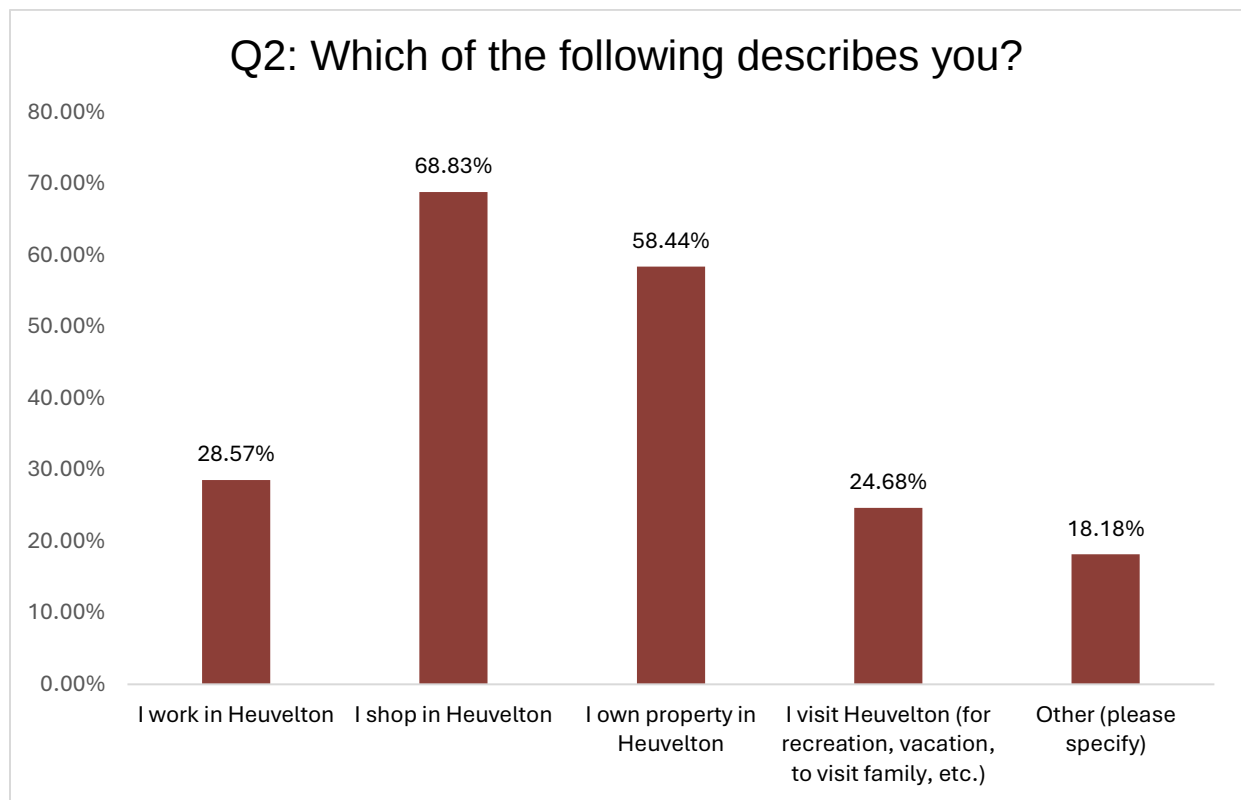
The following is an overview of selected survey findings from each section of the survey.

Demographic, Background Information, & Values (*Q1-Q5, Q12-Q13)

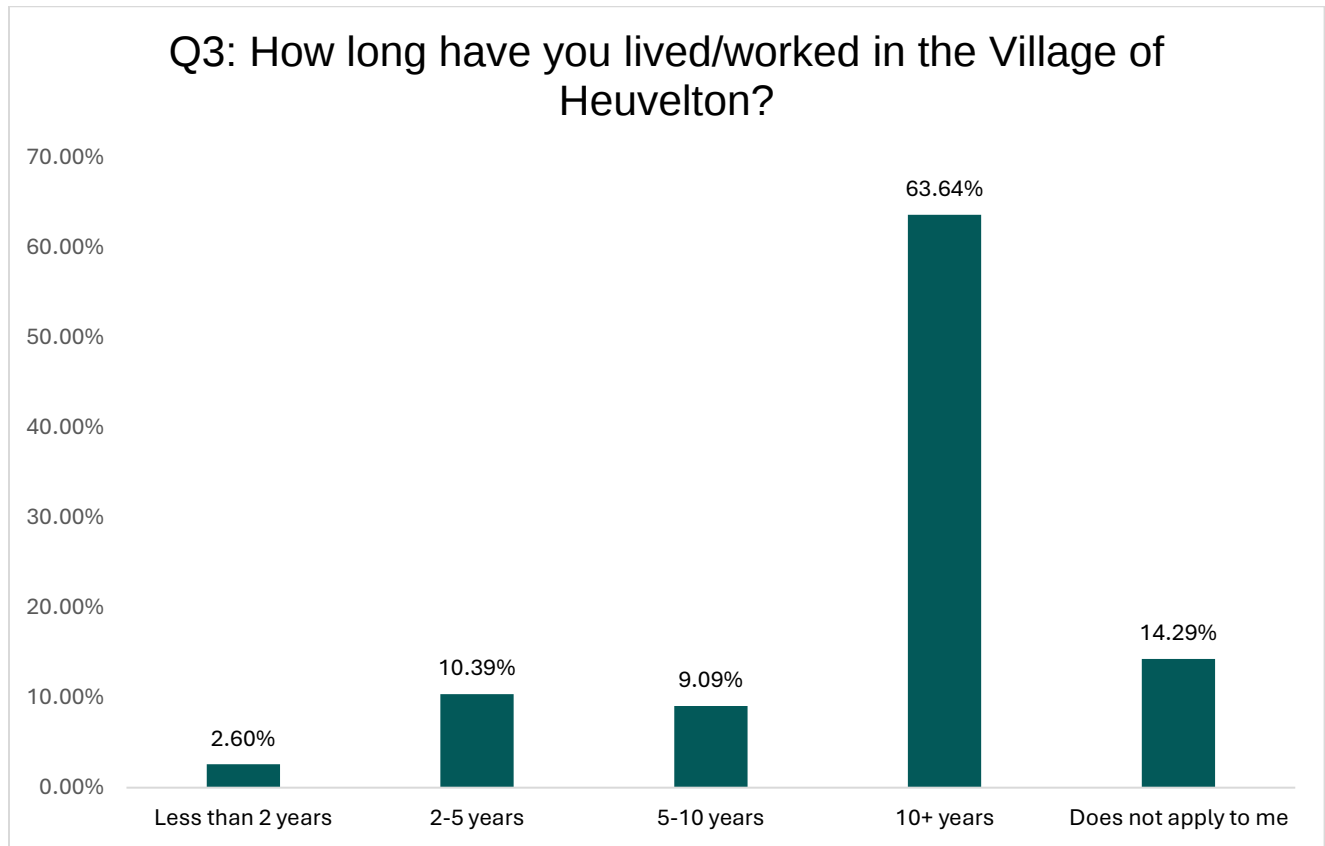
Question 1 (Q1) of the survey asked respondents to identify whether they are full-time, part-time, or non-residents of Heuvelton. Out of the 73 respondents who answered this question, the majority (61.64%) live in Heuvelton full-time. Approximately 37% of respondents self-identified as non-residents with other connections to the community, while 1.07% live in Heuvelton part-time.



Question 2 (Q2) of the survey asked the respondents to identify their connection to Heuvelton by checking one or more of the boxes relating to work, shopping, property ownership, and tourism. Of the 77 total responses, more than two-thirds (68.83%) shop in Heuvelton, and more than half (58.44%) own property in Heuvelton. 28.57% of respondents work within the Village. A small portion of respondents (24.68%) visit Heuvelton for recreational and/or to see family. Those that selected “Other” rent property in Heuvelton, live on the outskirts of the Village, or have children in Heuvelton Central School.



Question 3 (Q3) of the survey asked the respondents how long they have lived/worked in Heuvelton. Of the 77 total responses, almost two-thirds (63.63%) have lived/worked in Heuvelton for over ten years. 9.09% have lived/worked for five to ten years, 10.39% for two to five years, and 2.6% for less than two years. This question did not apply for 14.29% of respondents.

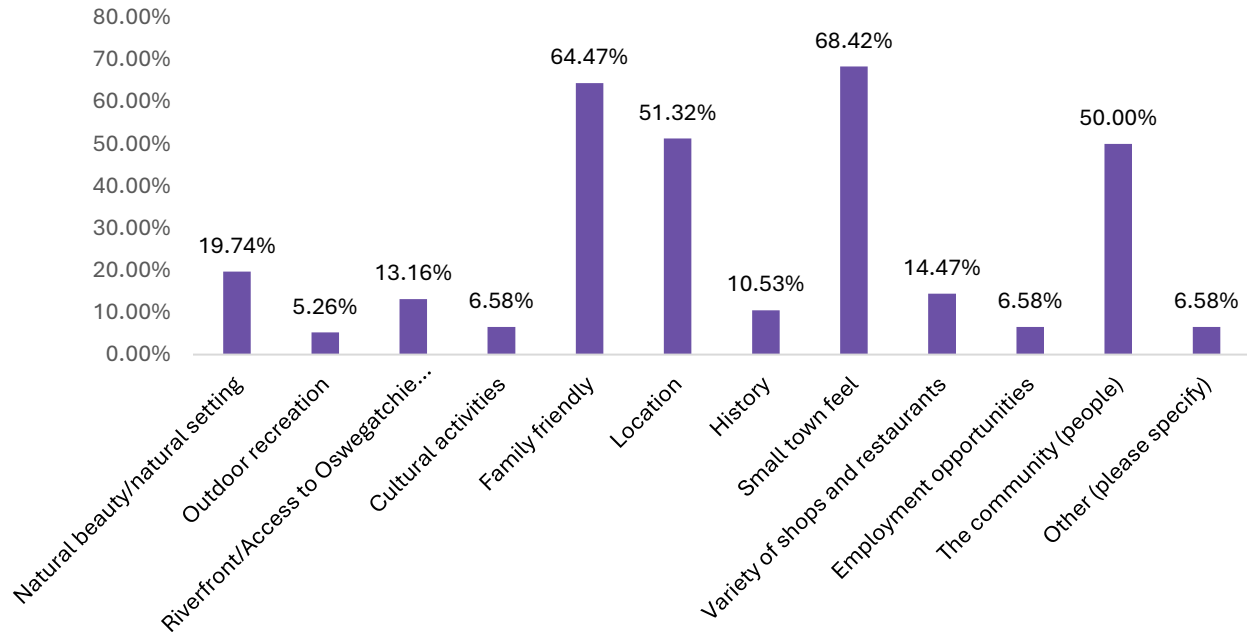


Question 4 (Q4) of the survey asked respondents to select their top three (3) reasons as to why they have chosen to live, work, visit or shop in Heuvelton. This survey question is important to understand the values and motivations of residents and visitors that utilize the services within Heuvelton. The most prevalent responses were the small-town feel (68.42%), family friendly (64.47%), and location (51.32%).

Respondents were given the option to contribute their own response in the “Other” category which made up 6.58% of responses. Some answers among respondents included:

- *Heuvelton Schools*
- *Gas Stations*
- *Salon*
- *I try not to stop*
- *More than what is in the border limits*

Q4: What are the top three reasons you choose to live, work, visit or shop in downtown Heuvelton?



Question 5 (Q5) of the survey was open ended and asked respondents to describe downtown Heuvelton. Many respondents stated that the downtown area is a quaint, beautiful, historic area that has seen a push to improve upon existing conditions in recent years. Respondents also advised focusing on building maintenance, sidewalks, and cross walks to maintain Heuvelton's safety and strong sense of community. Others observed the need for a variety of businesses, restaurants, and activities to create a family-friendly environment. These themes and concepts reflect the community's aim for an updated, historic and engaging downtown that can attract new development.

Responses include:

- *Some spots look very nice, others look run down. Could use some nicer sidewalks/crosswalks in certain areas*
- *Some great resources and options for unique shopping and places to get everyday needs fulfilled but could use a spruce up to come to life. Possibly adding a few more businesses*
- *Heuvelton has and will always be a beautiful, majestic town with old buildings, store fronts...but as time goes everything ages so now it needs a little face lift*

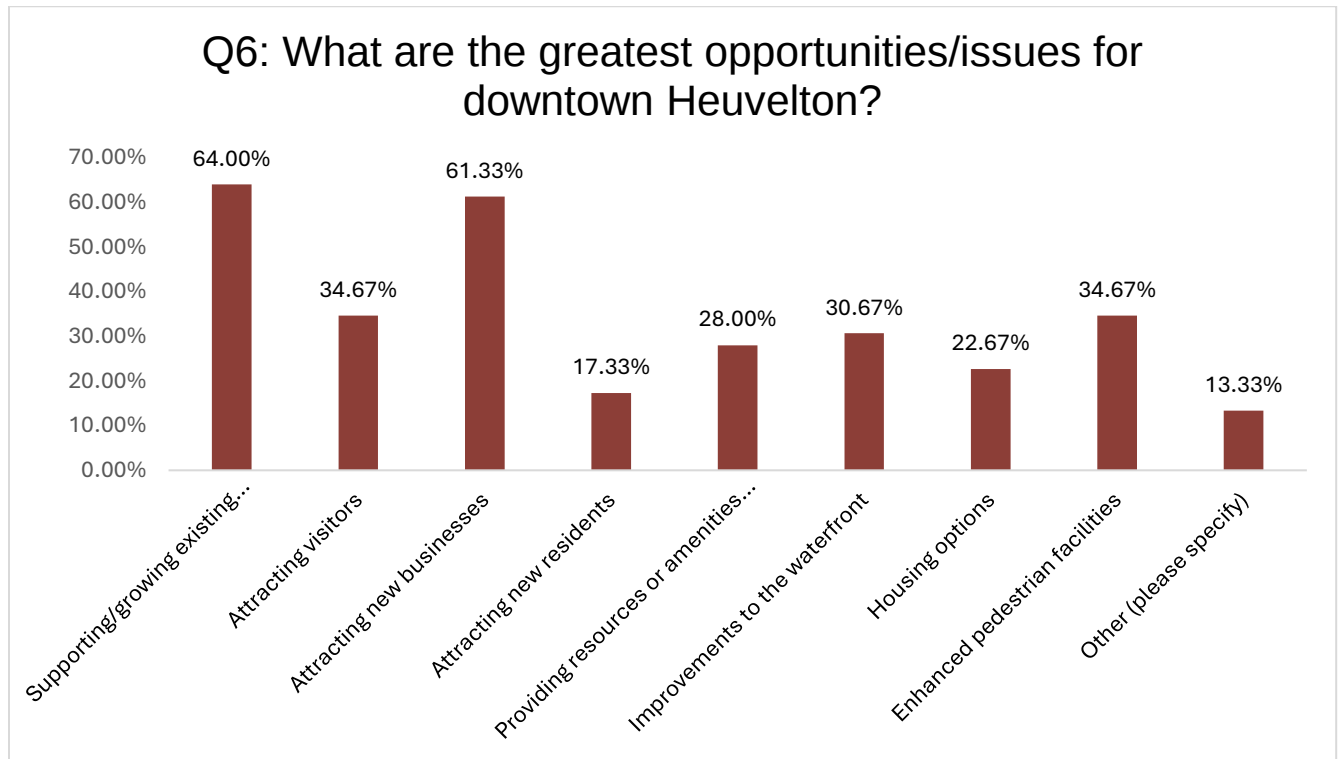
- *I would describe downtown Heuvelton as a small, quiet community with a lot of potential. It has a close-knit, hometown feel, but there are some vacant or underused buildings and limited businesses. I think it could benefit from more local businesses, activities, and improvements to make the downtown area more active and inviting*
- Common Themes:
 - *Small, Safe, peaceful, quaint, quiet, cozy, beautiful*
 - *Historic*
 - *Good people/sense of community/family-friendly*
 - *Growing/more business, good resources*
 - *Rundown, dated, bland, needs a variety of businesses, restaurants, and activities*
 - *Need for sidewalk and crosswalk improvements, building maintenance/revitalization*

Opportunities & Business (Q6-Q7)

Question 6 (Q6) of the survey asked respondents to pick their top three (3) greatest opportunities/issues for Downtown Heuvelton. Of the 75 respondents that answered this question, the top response was supporting/growing existing businesses (64%). The second most popular response was attracting new businesses (61.33%). Other significant responses included attracting visitors (34.67%) and enhanced pedestrian facilities (34.67%).

Nearly 14% of respondent's chose "other" with many recommending more opportunities/activities for children, teens, and young adults and improving street amenities:

- *Lack of opportunities for teens and children*
- *Street elements – sidewalks, trees, lighting, etc.*



Question 7 (Q7) of the survey was open ended and asked respondents to pick a downtown they enjoy and why. Many respondents thought that Canton has a beautiful downtown with a plethora of shops, food choices, and entertainment in a safe, walkable area. Potsdam was also among the more popular responses, citing the inclusive atmosphere, variety of activities for visitors and residents alike, as well as their beautiful streetscape. Respondents also indicated that Alexandria Bay and Clayton are vibrant downtown areas with an assortment of restaurants and small businesses, and a clear emphasis on walkability:

- *Canton – quaint downtown with small shops, village park, and plenty of eateries*
- *Potsdam – welcoming strip with a variety of businesses and things to do... coffee shops and farmers markets*
- *Alexandria Bay – beautiful waterfront development, with shopping, dining, and lots to do*
- *Clayton – well maintained, friendly, safe, and historical*
- *Other recurring locations: Ogdensburg, Waddington, Lake Placid, Brockville, Colton*

Ideal Vision (Q8-Q9)

Question 8 (Q8) of the survey was open-ended and asked respondents to submit any community needs, amenities, or other priorities for the Local Planning Committee to focus on. Overall, the common themes focused on creating spaces for families, teenagers, and adults to recreate and socialize. Some suggested facilities include a community center, recreation center, outdoor courts, water fountains, skate parks, and a village green. Many responses mentioned assisting current businesses and introducing a variety of new businesses downtown, while maintaining the historic feel. Other responses suggested making the downtown safer by restoring main street, improving building facades, bus shelters, and streetscape amenities.

Responses included:

- *I think investing in youth is one of the best ways to support our community for years to come. Not just sports fields and athletics. There needs to be other opportunities and programs to make them want to stay*
- *The store fronts overall could use updating/painting. We could use a water bottle station or water fountain in the small park across from Stewarts. Maybe more street lights in dead areas*
- *Enhance current local businesses by improving curb appeal while also focusing on safety*
- *Improve storefronts and align with a historical “feel”*
- *Bringing new business in, helping current business grow and also creating space for children*
- *Village green, maybe a small rec center for kids/teens that can be rented out for parties/gatherings etc.*
- *Common themes:*
 - *Keep the village safe*
 - *New gym/recreation center for community members / community center*
 - *Indoor skate park*
 - *Outdoor spaces to gather and recreate: Pickleball courts, ice rink, basketball courts, tennis courts, village green, water fountains/refill stations, walking paths, splash pads*
 - *Small, local business growth : coffee shop, restaurants, outdoor recreation store, something unique*

- *Help with current business growth*
- *Something for kids to do/ families / safe area for teens/ programs that will make the youth stick around*
- *Restore main street: street lights, building maintenance, curb appeal, sidewalks, seating, greenery, murals, bus shelters, PA system*
- *Waterfront access, maybe a bar/restaurant*
- *Lack of affordable housing*
- *Maintain the historic feel*

Question 9 (Q9) of the survey was open-ended and asked respondents to identify three (3) words that they would like to use in the next 15 years to describe downtown Heuvelton to their friends/children/grandchildren. Of the 69 respondents, 93 individual words were submitted; the word cloud below depicts the words with the most submissions. The size of the text in the word cloud indicates the frequency with which the word was submitted by respondents. The top five (5) words in order of highest frequency are as follows:

- *Friendly*
- *Safe*
- *Clean*
- *Beautiful*
- *Welcoming*



Question 10 (Q10) of the survey was open-ended and asked respondents to submit any comments or ideas they have relating to Downtown Heuvelton. Of the surveys submitted, 37 comments were submitted. The most prevalent themes among the comments submitted were:

Infrastructure and Beautification

- Respondents expressed a desire for improvements to the aesthetic of the downtown such as murals in alleyways, hanging flowers, and new signage for businesses and roads
- Create new green spaces throughout the downtown

Activities for the Community

- Invest money in an equitable manner to include other spaces outside of Pickens Hall such as Legendary Tattoos, Doug's Tavern, State St Deli, two Grandmas and a Diner, Lake Insurance, Heuvelton Library and Reflexions Salon



- Welcome new businesses and activities, like antique stores, bulk stores, coffee shops, art/pottery studios, fitness studios, and kayak tours, to generate more tax revenue
- Introduce new, safe amenities such as a pool, splashpad, or skate park to provide children and teenagers with local activities
- Maintain the Town's nostalgic feel and provide more opportunities to draw in visitors with big events including music, art or holiday festivities

Question 11 (Q11) of the survey provided an opportunity for respondents to upload their favorite pictures of Heuvelton. The community did not submit any photos.

Demographic, Background Information, & Value (*Q12-Q13)

Question 12 (Q12) of the survey asked respondents to select their age cohort. The largest respondent age cohort was the 40-64 age group (61.33%). Of the 75 total respondents that answered this question, 18 or 24.00% were in the 20-39 age group, 14.67% were in the 65-years and older age group, and there were no respondents in the under 20 age group.

Question 13 (Q13) of the survey as open ended and asked respondents to input their home zip code. The three most prevalent zip codes for respondents were:

- 13654 (52)
- 13669 (12)
- 13680 (4)