HEUVELTON

NY Forward

WELCOME

PUBLIC OPEN HOUSE

October 27, 2026 | 5:00 – 7:00 PM

NEW YORK STATE | NY Forward



MJ | E.M. Pemrick & Company Economic Planning & Development Services | Captain Consultants, LLC | HAMLIN DESIGN GROUP | Endropogon landscape architecture, ecological planning + design

1

WHAT IS NY FORWARD?

NY Forward was launched in 2022 and serves as a central component of the State's economic development efforts to accelerate and expand the revitalization of New York's downtowns. NY Forward communities are walkable, less dense areas that serve the immediate local community, and are more local in nature - focusing on the immediately surrounding residential or rural agricultural-centric development.

Through the NY Forward program, these smaller downtowns will receive planning and project implementation support needed to attract more businesses, residents, and visitors, while also providing a higher quality of life for all residents.

Heuvelton has been awarded $4.5 million to implement projects as one of the North Country recipients of NY Forward funding!







1

PROJECT TEAM

LOCAL PLANNING COMMITTEE	STATE PARTNERS	CONSULTANT TEAM
▪ Co-Chair, Barbara Lashua, Village Mayor ▪ Co-Chair, Dr. Zvi Szafran, REDC, SUNY Canton President ▪ Alexa Backus Chase ▪ Becky Bailey ▪ Karen Cole ▪ Heather Dodds ▪ David Kingsley	NEW YORK STATE OF OPPORTUNITY. Department of State NEW YORK STATE OF OPPORTUNITY. Empire State Development NEW YORK STATE OF OPPORTUNITY. Homes and Community Renewal NEW YORK STATE OF OPPORTUNITY. NYSERDA	MJ Engineering and Land Surveying, P.C. E.M. Pemrick & Company Economic Planning & Development Services Captain Consultants, LLC HAMLIN DESIGN GROUP Endropogon landscape architecture, ecological planning + design

1

Grow the local property tax base

Encourage the reduction of greenhouse gas emissions

Provide enhanced public spaces that serve those of all ages and abilities

Create an active downtown with a mix of uses

Create diverse housing options for all income levels

Provide diverse employment opportunities for a variety of skill sets and salary levels

Enhance downtown living and quality of life

NY FORWARD GOALS & ELIGIBLE PROJECTS

Public Improvement Projects

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects.

New Development and/or Rehabilitation of Existing Downtown Buildings

Development and redevelopment of real property for mixed-use, commercial, residential, not for profit, or public uses. Development / redevelopment should result in employment opportunities, housing choices or other community services.

Small Project Grant Fund

A locally managed matching small project fund for small downtown projects, such as façade improvements, building renovations, business assistance, or public art.

Branding and Marketing

Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors.

Visit the Heuvelton NY Forward Website to get involved!
Scan the QR code with your smartphone camera
or visit the project website: www.HeuveltonNYForward.com

NEW YORK STATE | NY Forward

1

OUTREACH OVERVIEW

- Held 4 Local Planning Committee Meetings open to the public.
- Press releases for meetings and other engagement activities.
- Interactive Public Open House Events
- Stakeholder Meetings
- Community Survey
- Social Media Posts
- Open Call for Projects Presentation
- Door to Door Business Discussion/ Survey
- Email Campaigns/ Outreach
- Flyers for Open Call and public meetings.
- In-person Office Hours for project application assistance
- Heuvelton NY Forward Periodical
- Coffee with Consultants
- Virtual Informational Session
- Project Website and Project Cards

Visit the Heuvelton NY Forward Website to get involved!
Scan the QR code with your smartphone camera
or visit the project website: www.HeuveltonNYForward.com

NEW YORK STATE | NY Forward

1

PLANNING PROCESS
FROM START TO FINISH

APPLY
September 2025 – March 2026

- Communities prepared and submitted applications to REDCs
- REDCs nominated communities
- State announced winners

PLAN
April 2026 – February 2027

- Local Planning Committees are established
- Community vision and goals are refined
- Projects are identified and refined
- LPC recommends projects to State

IMPLEMENT
2027 - 2032

- Final plans are submitted to the State
- Projects are selected and awarded

Visioning
Refine the community's downtown vision, establish priorities and gather input

Opportunities + Challenges
Understand the community's unique characteristics and key opportunities

Project Development + Evaluation
Identify, develop, and evaluate potential projects

Project Recommendations
Recommend projects that align with the community's goals

Visit the Heuvelton NY Forward Website to get involved!
Scan the QR code with your smartphone camera
or visit the project website: www.HeuveltonNYForward.com

NEW YORK STATE | NY Forward

2

HEUVELTON

NY FORWARD BOUNDARY



BOUNDARY

The area outlined in red is the Heuvelton NY Forward boundary which extends along State Street, running both north and south to encompass the Village's primary commercial corridor.

2

DOWNTOWN VISION

Heuvelton NY Forward Vision Based on LPC Discussion + Community Input:

"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."



A Vision:

- Unifies a community focus
- Provides guidance & direction for the downtown revitalization
- Metric for evaluating projects

3

HEUVELTON GOALS FOR DOWNTOWN

GOAL 1: Enhance Heuvelton's economic vitality by promoting a thriving downtown economy that supports local businesses, encourages entrepreneurship, and attracts new opportunities.

GOAL 2: Foster a livable, inclusive downtown with housing options that can meet the needs of all Heuvelton residents.

GOAL 3: Activate downtown Heuvelton by improving physical connections and shared spaces.

GOAL 4: Support community connections by celebrating vibrant downtown destinations that reflect Heuvelton's historic identity and shared sense of pride.

GOAL 5: Promote environmental stewardship and community well-being through Heuvelton's built environment, natural, recreational, and scenic assets.

Remember these goals when you visit Station #4

you'll be asked which goals each project helps achieve, be ready to share your thoughts!

Visit the Heuvelton NY Forward Website to get involved!
Scan the QR code with your smartphone camera
or visit the project website: www.HeuveltonNYForward.com

NEW YORK STATE | NY Forward

3

OPEN CALL FOR PROJECTS

The community was invited to submit project proposals for Local Planning Committee consideration. The Call for Projects was open from **July 28 to September 2, 2026.**

- Advertised via project website, social media, press release, and printed flyers
- Held Office hours to answer project sponsor questions and provided guidance on the NY Forward application process
- Virtual Informational Session and Q&A session held on August 13, 2026
- All potential projects had to complete a NY Forward project submission through the Open Call, even if submitted in the community's NY Forward application



3

PROJECT PROPOSALS SUBMITTED

Thank you to all the project applicants!

- A01 - NYS-812/State Street Streetscape Project
- B01 - Renovation of 25 Water Street
- B02 - Renovation of the Heuvelton Volunteer Fire Department
- B03 – Renovation of River’s Edge Apartments
- B04 – Refurbishment of Heuvelton AMVET Roof
- B05 – 94 N. State Street Renovation
- B06 – Krista’s Place (Doug’s Tavern)
- B07 – Upgrade to Heuvelton Free Library
- C01 – Establish a Small Project Fund in Heuvelton
- D01 – Create a Branding and Wayfinding Initiative for Downtown Heuvelton

3

LPC EVALUATION

ELIGIBLE PROJECT TYPES/ACTIVITIES

Public Improvement Projects

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects.

New Development and/or Rehabilitation of Existing Downtown Buildings

Development and redevelopment of real property for mixed-use, commercial, residential, not for profit, or public uses. Development / redevelopment should result in employment opportunities, housing choices or other community services.

Small Project Grant Fund

A locally managed matching small project fund for small downtown projects, such as façade improvements, building renovations, business assistance, or public art.

Branding and Marketing

Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors.

INELIGIBLE PROJECT TYPES/ACTIVITIES

- **Planning Activities.** All NY Forward funds must be used to implement projects.
- **Operations and Maintenance.** Funds cannot be used for on-going or routine expenses, such as staff salaries and wages, rent, utilities, and property up-keep.
- **Pre-award Costs.** Reimbursement for costs incurred before the completion of the Strategic Investment Plan and the announcement of funding awards is not permitted.
- **Property Acquisition.** NY Forward funds cannot be used for property acquisition.
- **Training and Other Program Expenses.** NY Forward funds cannot be used to cover continuous costs, such as training costs and expenses related to existing programs.
- **Expenses related to Existing Programs.** NY Forward funds cannot supplement existing programs or replace existing resources.
- **Stand alone parking projects.**

3

PROJECT EVALUATION

As part of the NY Forward project application, project sponsors were required to submit the following information and supporting materials:

- **Project Type**
- **Project Title**
- **Requested NY Forward Funding Amount**
- **Total Project Cost and Percentage of Costs being requested to determine private match requirements**
- **Project Description**
- **Project Location/ Address**

  Is the proposed project within the NY Forward Boundary?
- **Information about who owns the property and who is implementing the project**
- **Capacity**

  Describe the project sponsor's capacity to implement and sustain the proposed project
- **Budget Narrative**

  Explain how the cost estimate was developed and verified
- **Budget**
- **Describe how the project will impact the community**
- **Project Alignment with Vision and Goals**
- **Regulatory Requirements**

  What zoning and other requirements are needed for approval?
- **Images of Current Conditions**
- **Renderings for Proposed Conditions**
- **Timeline for Implementation**

  A general outline of project activities and milestones
- **Project Budget**

  A detailed and recent cost estimate that includes breakdown of funding sources and uses of funding.

4

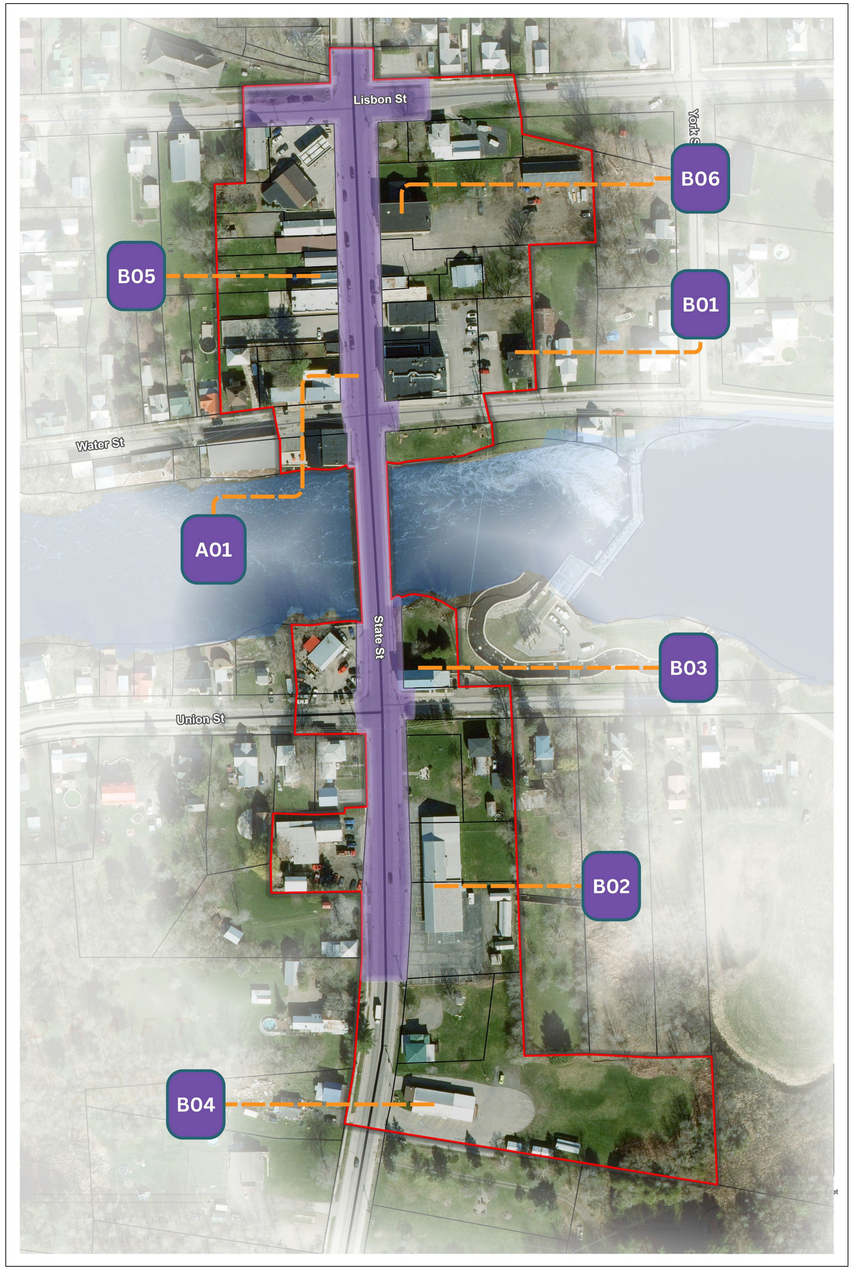
PROJECT GALLERY

Thank you to all the project applicants!

The LPC has reviewed all proposed projects submissions using the NY Forward Program criteria and goals for downtown Heuvelton. The following projects are currently being evaluated by the LPC for possible inclusion on the final list submitted to NYS for funding consideration.

- **A01 - NYS-812/State Street Streetscape Project**
- **B01 - Renovation of 25 Water Street**
- **B02 - Renovation of the Heuvelton Volunteer Fire Department**
- **B03 – Renovation of River's Edge Apartments**
- **B04 – Refurbishment of Heuvelton AMVET Roof**
- **B05 – 94 N. State Street Renovation**
- **B06 – Krista's Place (Doug's Tavern)**
- ***C01 – Establish a Small Project Fund in Heuvelton**
- ***D01 – Create a Branding and Wayfinding Initiative for Downtown Heuvelton**

*Projects are not site specific and may be implemented throughout the NY Forward Boundary.



Visit the Heuvelton NY Forward Website to get involved!
Scan the QR code with your smartphone camera
or visit the project website: www.HeuveltonNYForward.com

NEW YORK STATE | NY Forward

A01:NYS-812/State Street Streetscape Project



Conceptual rendering. Not for planning or construction purposes.

TOTAL PROJECT COST	NY FORWARD FUNDING REQUEST	SPONSOR MATCH
$3,983,000	$3,983,000	Not Required

Description:

The State Street Streetscape Improvements project will extend the bridge's historic character throughout the corridor with period lighting, historic plaques, horse and buggy parking, improved sidewalks, and a Public Address (PA) system for community events. These upgrades will create an attractive setting that supports ongoing facade improvements, new mixed-use residential units, and expanded commercial activity. Trees, benches, and upgraded marked crossings will enhance walkability while maintaining NYSDOT preferred pedestrian safety standards and encouraging use of nearby businesses.

Q1. Which goal(s) does this project help address?

Example:

Place Stickers Here

Q2. This project will improve downtown by...

Use the sticky notes provided to leave your thoughts here!

Leave Comments Here

Visit the Heuvelton NY Forward Website to get involved!
Scan the QR code with your smartphone camera
or visit the project website: www.HeuveltonNYForward.com

NEW YORK STATE | NY Forward

B01: 25 Water Street Renovation



Rendering provided by project sponsor

TOTAL PROJECT COST	NY FORWARD FUNDING REQUEST	SPONSOR MATCH
$495,000	$495,000	Not Required

Description:

Upgrade 25 Water Street to add an apartment to the mixed-used building. This proposed project will restore the façade to be compatible with local historic character, the installation of new heat pumps and the removal of asbestos siding shingles while maintaining its current use.

Q1. Which goal(s) does this project help address?

Example:

Place Stickers Here

Q2. This project will improve downtown by...

Use the sticky notes provided to leave your thoughts here!

Leave Comments Here

Visit the Heuvelton NY Forward Website to get involved!
Scan the QR code with your smartphone camera
or visit the project website: www.HeuveltonNYForward.com

NEW YORK STATE | NY Forward

B02: Renovation of the Heuvelton Volunteer Fire Department

TOTAL PROJECT COST
$522,000

NY FORWARD FUNDING REQUEST
$522,000

SPONSOR MATCH
Not Required



Rendering provided by project sponsor

Description:

The project aims to improve energy efficiency and improve interior and exterior aesthetics for the Heuvelton Volunteer Fire Department. This proposed project will replace the existing roof, doors, and windows, expand the truck bay, install a new fire alarm system, and upgrades to the restrooms.

Q1. Which goal(s) does this project help address?

Example:

Place Stickers Here

Q2. This project will improve downtown by...

Use the sticky notes provided to leave your thoughts here!

Leave Comments Here

Visit the Heuvelton NY Forward Website to get involved!
Scan the QR code with your smartphone camera
or visit the project website: www.HeuveltonNYForward.com

NEW YORK STATE | NY Forward

B03: Renovation of River's Edge Apartments



Existing conditions of building

TOTAL PROJECT COST	NY FORWARD FUNDING REQUEST	SPONSOR MATCH
$83,000	$62,000	0%

Description:

The aim of this project is to restore and upgrade the River's Edge Apartments. The project proposed will restore the façade, update signage, and replace the existing door, windows and concrete steps.

Q1. Which goal(s) does this project help address?

Example:

Place Stickers Here

Q2. This project will improve downtown by...

Use the sticky notes provided to leave your thoughts here!

Leave Comments Here

Visit the Heuvelton NY Forward Website to get involved!
Scan the QR code with your smartphone camera
or visit the project website: www.HeuveltonNYForward.com

NEW YORK STATE | NY Forward

B04: Refurbishment of Heuvelton AMVET Roof

TOTAL PROJECT COST

$300,000

NY FORWARD FUNDING REQUEST

$270,000

SPONSOR MATCH

10%



Existing conditions of building

Description:

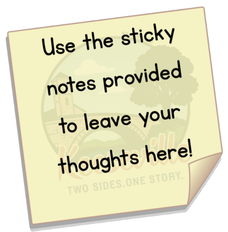
The project aims to rehabilitate the building roof and ceiling system to address deteriorated conditions and improve building functionality. Improvements include roof replacement, replacement or augmentation of insulation beneath the roof, updating or replacing existing electrical infrastructure located within the ceiling, installation of new ceiling lighting, and replacement of the existing ceiling with new ceiling tiles.

Q1. Which goal(s) does this project help address?

Example:

Place Stickers Here

Q2. This project will improve downtown by...



Leave Comments Here

Visit the Heuvelton NY Forward Website to get involved!
Scan the QR code with your smartphone camera
or visit the project website: www.HeuveltonNYForward.com

NEW YORK STATE | NY Forward

B05: 94 N. State Street Renovation



Rendering provided by project sponsor

TOTAL PROJECT COST	NY FORWARD FUNDING REQUEST	SPONSOR MATCH
$140,000	$105,000	25%

Description:

The project will improve a mixed-use building with commercial space on the first-floor and a one-bedroom apartment on the second floor. Improvements include reconfiguring the first-floor office and waiting area to increase waiting room space and improve functionality, as well as making the building's deck ADA accessible. Additional upgrades include replacing flooring, installing two energy-efficient front picture windows, replacing exterior siding, and upgrading the first-floor heating and air conditioning systems with more energy-efficient units.

Q1. Which goal(s) does this project help address?

Example:

Place Stickers Here

Q2. This project will improve downtown by...



Leave Comments Here

Visit the Heuvelton NY Forward Website to get involved!
Scan the QR code with your smartphone camera
or visit the project website: www.HeuveltonNYForward.com

NEW YORK STATE | NY Forward

B06: Krista’s Place (Doug’s Tavern)



Existing conditions of building

TOTAL PROJECT COST	NY FORWARD FUNDING REQUEST	SPONSOR MATCH
$690,000	$517,000	25%

Description:

The project aims to expand and improve the existing outdoor space at Doug’s Tavern to support year-round use. Improvements include façade enhancements, creating a four-season outdoor event space to accommodate dining, live entertainment, and private events in all weather conditions, reducing the need for temporary tents and the relocation of entertainment activities into the indoor dining area. The expanded space will support gatherings such as wedding receptions, birthday parties, banquets, and retirement parties.

Q1. Which goal(s) does this project help address?

Example:

Place Stickers Here

Q2. This project will improve downtown by...

Use the sticky notes provided to leave your thoughts here!

Leave Comments Here

Visit the Heuvelton NY Forward Website to get involved!
Scan the QR code with your smartphone camera
or visit the project website: www.HeuveltonNYForward.com

NEW YORK STATE | NY Forward

C01: Establish a Small Project Fund in Heuvelton



TOTAL PROJECT COST	NY FORWARD FUNDING REQUEST	SPONSOR MATCH
$300,000	$300,000	Minimum 25% match required for projects applying to the fund

Description:

This project will establish a locally managed matching fund to undertake a range of smaller downtown revitalization projects including facade improvements, interior and exterior building renovations for commercial or mixed-use spaces, permanent assistance, public art, permanently affixed signage and awnings, commercial interior fit-out, HVAC, mechanical, electrical, and plumbing. Applications to this small project fund will be required to provide a minimum of 25% of the overall project cost as a matching contribution, leveraging private funds to achieve an even greater transformative impact in downtown Heuvelton.

Q1. Which goal(s) does this project help address?

Example:

Place Stickers Here

Q2. This project will improve downtown by...

Use the sticky notes provided to leave your thoughts here!

Leave Comments Here

Visit the Heuvelton NY Forward Website to get involved!
Scan the QR code with your smartphone camera
or visit the project website: www.HeuveltonNYForward.com

NEW YORK STATE | NY Forward

D01: Create a Branding and Wayfinding Initiative for Downtown Heuvelton



TOTAL PROJECT COST	NY FORWARD FUNDING REQUEST	SPONSOR MATCH
$250,000	$250,000	Not Required

Description:

The Heuvelton branding and wayfinding initiative will develop a branding strategy designed to enhance the visibility and appeal of Heuvelton as a destination and distinct place in the region. The wayfinding signage will utilize the branding strategy to enhance access to, and user experience of Heuvelton's downtown by highlighting its assets.

Q1. Which goal(s) does this project help address?

Example:

Place Stickers Here

Q2. This project will improve downtown by...

Use the sticky notes provided to leave your thoughts here!

Leave Comments Here

Visit the Heuvelton NY Forward Website to get involved!
Scan the QR code with your smartphone camera
or visit the project website: www.HeuveltonNYForward.com

NEW YORK STATE | NY Forward

5

A ROADMAP TO CONTINUING REVITALIZATION

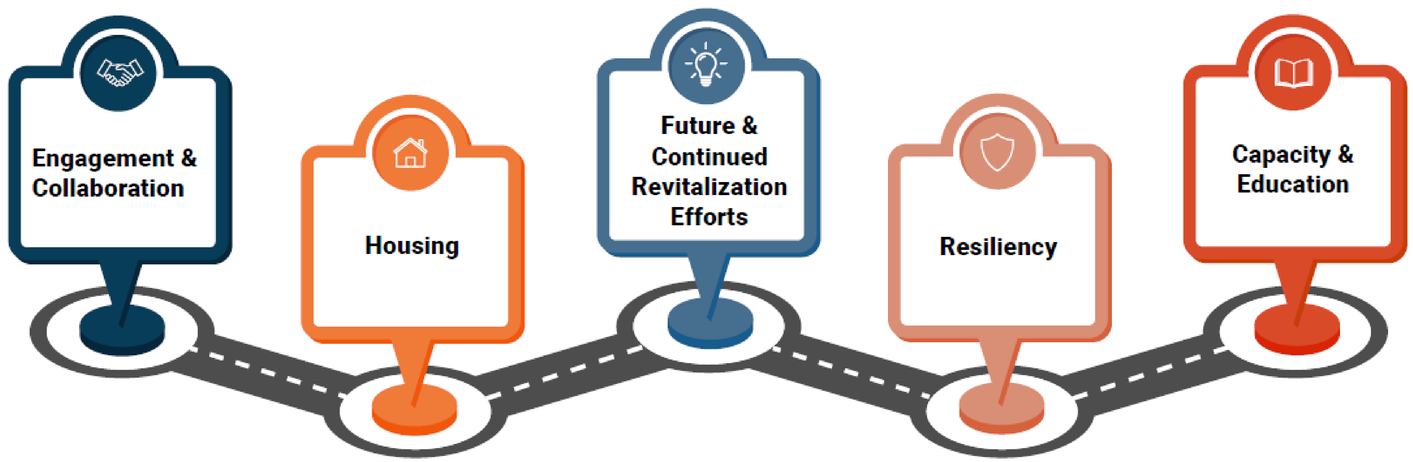
The **Downtown Roadmap** is a long-term action plan that looks beyond the NY Forward program to identify additional opportunities that can support Heuvelton's continued revitalization.

The Roadmap will:

- Identify projects and initiatives that advance the community's vision.
- Highlight potential funding sources and implementation partners.
- Provide a practical guide for turning ideas into future investments and community improvements.

Heuvelton Wants Your Ideas!

What *actions*, *projects*, or *partnerships* would help keep downtown Heuvelton moving forward?



Visit the Heuvelton NY Forward Website to get involved!
Scan the QR code with your smartphone camera
or visit the project website: www.HeuveltonNYForward.com

NEW YORK STATE | NY Forward

5

CONTINUING REVITALIZATION

Share your thoughts and ideas that would continue downtown revitalization!

KIDS

TABLE

Visit the Heuvelton NY Forward Website to get involved!
Scan the QR code with your smartphone camera
or visit the project website: www.HeuveltonNYForward.com

NEW YORK STATE | NY Forward