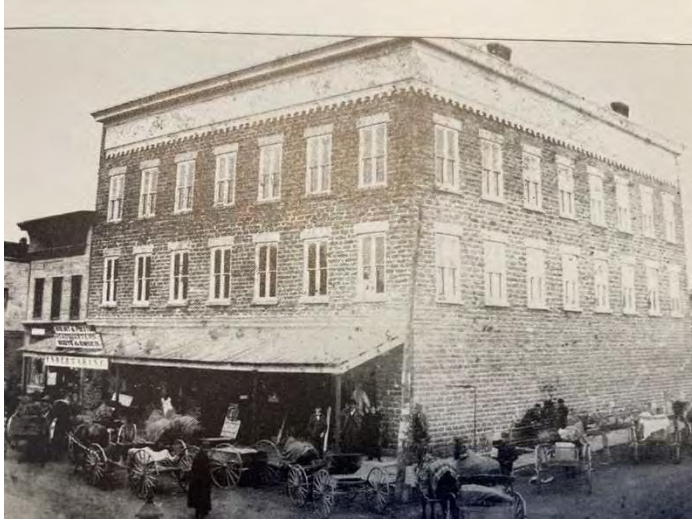


**2025 NY FORWARD PROGRAM ROUND 4 – CFA # 154436**

**NORTH COUNTRY REGION**

**REGIONAL ECONOMIC DEVELOPMENT COUNCIL**



**VILLAGE OF HEUVELTON, ST. LAWRENCE COUNTY**

**NYS HCR PRO-HOUSING COMMUNITY CERTIFICATION, APRIL 2024**

**PRIMARY CONTACT: Mayor Barbara Lashua**

**EMAIL: [villageclerk@heuveltonny.com](mailto:villageclerk@heuveltonny.com)**

## GEOGRAPHIC AREA AND JUSTIFICATION

The Village of Heuvelton is located in the central northwestern portion of St. Lawrence County, New York, within 8 miles of the scenic St. Lawrence River and 40 miles northwest of the Adirondack State Park.



Heuvelton is situated at the intersection of three important transportation corridors:

**NYS-812 (State Street):** This route runs through downtown, connecting Heuvelton with Ogdensburg, US-11, and major cities in New York and Canada. NYS-DOT reports a 2024 Average Annual Daily Traffic volume of 3,215 vehicles.

**Oswegatchie River:** This NYS DEC Designated Inland Waterway flows through the Village. It was historically vital for shipping goods to international trade via the St. Lawrence River. The current dam now produces hydroelectric power. The Village Boat Launch Park has been awarded \$500,000 in improvements funded by NYS OPRHP, with preliminary designs underway.



*Heuvelton's Core Downtown will be within attractive view from pending Boat Launch Park improvements*

**Former Ogdensburg and Lake Champlain Railroad:** Once a key commercial and military route, it provided access to state and international borders. Notably, USA President Franklin Delano Roosevelt and Canadian Prime Minister Mackenzie King met here before WWII to sign a mutual defense agreement.



These corridors converge in the Heuvelton Core Downtown Area (CDA), now also the Downtown Commercial District (DCD), which has seen significant revitalization and investment over the past two decades. These factors combine to make Heuvelton a particularly unique community that enjoys, and can further benefit from, transformational downtown development based on historic legacies.

### **The Pickens Family Legacy**

The Pickens family has played a significant role in the history of Heuvelton. In 1819, John Pickens and his family settled in the region and established their prominence over several decades. John Pickens acquired ownership of various local mills and became a notable figure in the timber, agriculture, and general commerce sectors, contributing to the economic development of the local community and surrounding areas.

In 1858, Mr. Pickens founded the Pickens Hall General Store on the ground floor of a three-story stone building located at the intersection of State Street (NYS-812) and Water Street. He later renovated the third floor into a ballroom and opera house, providing popular entertainment for the community and further enhancing the family's reputation. Notably, John Pickens' twin granddaughters, Bessie and Jessie, both achieved distinction as opera singers. Bessie (Pickens) Abbott performed with the New York Metropolitan Opera House, in Paris, and entertained royalty worldwide.



*John Pickens' granddaughter and Opera performer, Bessie, inspired the Pickens Hall 3<sup>rd</sup> floor Opera House.*



*Today, Wednesdays are “Cheese Curds Day” at Pickens Hall, featuring a fresh, flavored supply from Losurdo Foods, Heuvelton’s largest manufacturer, made just down the street.*

### **Heuvelton Historical Association**

Founded in 2001 by concerned citizens, the Heuvelton Historical Association (HHA) was established with the primary objective of acquiring and preserving Pickens Hall, a recognized landmark in the community. The HHA subsequently received certification from New York State as a 501(c)(3) non-profit charitable organization. The HHA has been a longstanding partner in bringing a renewed vigor to the community through millions of dollars in restoration to Pickens Hall and beyond.

### **VISION STATEMENT**

The Vision Statement below was developed by the St. Lawrence County Planning Office provided in the Draft Comprehensive Plan prepared for the Village of Heuvelton in 2024. This statement synthesizes feedback from 34 participants at three public meetings and 37 responses to an online community survey published on the Village website.

*“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.”*

Heuvelton looks forward to working collaboratively with planning consultants during the initial NY Forward Strategic Implementation Plan phase to refine the Vision Statement, establishing it as the definitive blueprint for the future of the Village.

## **PAST INVESTMENT AND FUTURE POTENTIAL**

### **Past Investment in the Heuvelton Core Downtown Area**

In 2010, the Heuvelton Historical Association (HHA) received New York Main Street Program funding to initiate restoration and renovation work on Pickens Hall, marking the first significant investment in the Core Downtown Area (CDA). This initial investment catalyzed over \$25 million in sustained, community-wide improvements, leveraging support from municipal, state, and federal sources, as well as private sector and non-profit contributions and extensive volunteer efforts.

Despite its status as a small rural village, Heuvelton's commitment to fundraising and sweat equity quickly distinguished the HHA. The organization attracted many long-term residents, municipal leaders, and volunteers, establishing itself as the Village's primary strategic partner for downtown revitalization.

#### **\$2.7M Pickens Hall and General Store Renovation and Addition – 83 State Street**

- Listed on the State and National Historic Registers
- Structural repairs including new HVAC, plumbing, electrical, fire detection, and alarm systems
- Exterior and interior historic preservation and restoration
- First-floor renovation, including opening the General Store as a source of HHA revenue
- Second-floor renovation for the Village Museum, meeting rooms, public displays, and event space

- Third-floor restoration of the 250-seat Opera House, reception kitchen, and venue space.



*Original artwork (right side of stage) discovered in tact during restoration was replicated on the left side of stage as an historic backdrop to a modern venue for concerts, plays and dance bands.*

- Construction of a visually subordinate addition providing elevator access, secondary stairs, and accessible restrooms

The Pickens General Store features Amish crafts, Sweet Pickens Chocolate made on-site, and locally produced cheese curds from Losurdo Foods Co., attracting steady patronage. The restored third-floor Performance Hall offers a year-round venue for concerts, plays, and other cultural events, showcasing replicated original stage art.

During the grand opening on April 30, 2016, Assembly Member Addie Jenne remarked that the project had “transformed a deteriorated historic building, one quite possibly headed for the wrecking ball, into a vibrant center for arts and culture,” demonstrating effective historic preservation.

### **Successive Significant Improvements**

Assembly Member Jenne’s vision was realized through consistent progress over six years, culminating in the beautifully restored Pickens Hall Opera House and inspiring further investment in the past 24 years, including:

\$18M - Water and Wastewater System Improvements: Beginning in 2005, the Village implemented two major utility projects, upgrading water and sewer infrastructure over a century old. These enhancements increased supply capacity, reliability, and environmental compliance, supporting both residential and commercial growth. Improvements included a new 250,000-gallon storage tank, updated pumping equipment, system looping, decommissioning of the wastewater plant, and redirection of waste to the Ogdensburg facility. When excavation unearthed undocumented human remains at the original tank site

(also the former Village cemetery), the Village ensured respectful reinterment in consultation with funding agencies, resulting in a 2023 NYS OPHRP Preservation Award.



*The Village has made significant investment in both water and sewer infrastructure for increased water supply and treatment, as well as increasing sewer capacity for new growth and efficient consolidation with Ogdensburg's state of the art, energy-efficient treatment facility.*

**\$3.3M – NYS-812 Bridge Replacement:** In 2009, the NYSDOT replaced the State Street Oswegatchie River crossing with a three-span decorative bridge, restoring Heuvelton's signature view and maintaining historic character. Projects included adjacent curb and sidewalk replacement as well as installation of period street lighting, reflecting public input and supporting downtown revitalization.



*The site of the original John Pickens family home now serves as a resting spot to ponder Village history in view of the graceful new Oswegatchie River bridge with improved sidewalks and historic period lighting.*

\$100,000 - Downtown Blight Demolition and New Parking: In 2012, a vacant property along State Street was demolished, resulting in a new parking lot with 15 spaces, including two for handicapped parking, enhancing visitor access to downtown.

\$50,000 - Boat Launch Site Improvements: In 2016, the Village added a floating fishing platform and an open pavilion near the Oswegatchie River boat launch, supporting public gatherings and seasonal activities such as ice skating.

\$750,000 – Boat Launch Park Expansion and Improvements – NYS OPRHP has awarded \$525,000 in EPF grant fund for athletic fields, an ADA-compliant kayak launch/fishing platform, restroom building and other amenities that will increase park access and use by disadvantaged residents, tourists, and other sports enthusiasts. Additional LWRP grant funds are pending award to add construction of a restroom building.

\$5.5M – Heuvelton Dam Fish Ladder: In 2017, Brookfield Renewable Energy (BRE) constructed a multi-level fish ladder, facilitating migration for American eel and sturgeon and promoting local fishing. BRE remains an engaged stakeholder and is exploring further investments via the NY Forward program.



*The BRE fish ladder is a sound stakeholder investment in maintaining good fishing stock for many municipalities upstream of its hydroelectric dam, a regional recreational passion benefitting tourism.*

\$100,000 – 81 State Street Building: Following the closure of the Village’s only bank in 2020, the HHA purchased and renovated the adjacent building to house a new St. Lawrence Federal Credit Union location and an upstairs apartment, generating ongoing revenue for property maintenance. The façade was designed for architectural consistency with Pickens Hall, setting a standard for future renovations.



*HHA renovated the building next to Pickens Hall, adding a commercial credit union on the first floor and a two-bedroom apartment above, in a style that matches the period architecture. Successful tenant income has encouraged other local building owners to also pursue mixed-use redevelopment as part of the Village's proposed NY Forward suite of stand-alone and Small Project Fund transformational projects.*

\$50,000 – 25 Water Street Property: In 2022, the HHA acquired this parcel, which includes a historic home with a leased salon and a rented apartment. Plans are underway for further improvements, leveraging NY Forward grant opportunities.

The execution of these projects was made possible through Village-wide collaboration, securing loans, grants, and direct funding from numerous government bodies, non-profits, and private sector partners, including but not limited to:

- USDA Rural Development
- NYS Environmental Facilities Corporation
- New York State Environmental Protection Fund
- Empire State Development
- New York State and Municipal Facilities Fund
- Development Authority of the North Country
- Brookfield Renewable Energy
- Sweetgrass Foundation
- North Country Community Foundation Rock Charitable Fund
- Oswegatchie Development Corporation
- Heuvelton Historical Association
- Dave McCadam (former resident and McCadam Cheese Co. owner)

- Crawford & Stearns Architects
- Continental Construction
- NBT Bank

The Village has engaged stakeholders in discussions regarding NY Forward Transformative Project Opportunities. For instance, terms are being established with the Oswegatchie Development Corporation to provide short-term financing for interested businesses under the Small Project Fund. The North Country Community Foundation Rock Charitable Fund provided a notable \$100,000 contribution to eliminate debt from the Pickens Hall renovation. The HHA is poised to seek further grants, aligning new projects with current funding priorities.

### **Planning for Future Potential Investment**

The Village and HHA have proactively invested in planning for continued improvements, serving as a foundation for future development:

2021 Oswegatchie River Local Waterfront Revitalization Plan (LWRP): Heuvelton participated in a regional assessment and vision for the Oswegatchie River corridor, identifying needs and priorities for preservation and enhancement. The plan was referenced in two grant applications through the 2024 NYS Consolidated Funding Application, seeking \$1.3 million for expanded boat launch amenities to serve local and regional users as well as tourists.

2024 NYSERDA Green Jobs Green New York Energy Study: HHA provided matching funds to commission a NYSERDA energy study across its properties. The study identified \$250,000 in recommended upgrades for building, electrical, lighting, and HVAC systems. Planned improvements to Pickens Hall and 25 Water Street will be integrated into the NY Forward Program grant.

2024 Comprehensive Plan: In partnership with the St. Lawrence County Planning Office, the Village has updated its Comprehensive Plan for the first time in nearly 20 years. The revised plan, completed in November 2024, will include an Implementation Matrix summarizing actions and projects required to achieve the seven goals outlined in the Village Vision Statement.

### **RECENT AND IMPENDING JOB GROWTH**

The recent decommissioning of the Village wastewater treatment plant enables Losurdo Foods, a major local employer, to expand its production and workforce. Increasing housing through grants will bring more people to local businesses. More catered events at Pickens

Hall will require additional staff. New businesses improving their storefronts and investing in energy efficiency are expected to hire more workers as foot traffic and savings rise. Upgrades to the boat launch could create jobs for kayak rentals, fishing gear sales, and related services.

## **QUALITY OF LIFE**

Feedback collected through the Comprehensive Plan survey and meetings indicates that Heuvelton offers a commendable quality of life. Nevertheless, respondents identified several areas for potential improvement. Supporting US Census and NYS demographic data aligns with local resident perspectives.

For instance, the Village of Heuvelton's population reached its apex in 1960 at 810 residents—a year when St. Lawrence County's overall population grew by over 12%. Thereafter, the village population declined, reaching a low of 714 in 2010. The 2020 Decennial Census recorded 722 residents, demonstrating relative population stability over the past 14 years. Furthermore, from 2018 to 2022, geographic mobility data shows that 93% of Heuvelton's residents continued residing in the same home as the previous year.

Supporting public sentiment, data suggests families prefer to remain in Heuvelton, citing attributes such as small-town values, strong community pride, frequent local events, the Oswegatchie River, comprehensive municipal services (such as trash collection), and the presence of Heuvelton Central School as notable strengths. However, suggestions for enhanced amenities—including increased river access and additional recreational trails—could further benefit current residents and attract new families and tourists.

The strength of primary and secondary education significantly contributes to quality of life in Heuvelton. The excellent reputation of Heuvelton Central School (HCS) was widely acknowledged in Comprehensive Plan feedback. Among residents aged 25 and older, only 3.5% did not complete high school, a figure considerably lower than the county average for the same period (2018–2022 ACS 5-year Narrative Profile).

Additionally, Heuvelton is situated within a census tract designated by the New York State Climate Justice Working Group as a “disadvantaged community.” This status reflects criteria such as cumulative environmental pollution, concentrations of low-income households, and vulnerability to climate change impacts. Such communities are expected to directly benefit from New York State's shift toward clean energy and expanded economic opportunity.

According to 2018–2022 American Community Survey data, 8.5% of village residents were living in poverty. Within the age cohorts of 18–64 and 65 and above, the rates were 9.6% and 11.1%, respectively. This period also revealed that 16.3% of households received Supplemental Nutrition Assistance Program (SNAP) benefits, previously known as food stamps. The estimated median household income in Heuvelton during 2018–2022 was \$61,429—a moderate figure which may still present challenges for residents and business owners seeking to invest in improvements to local businesses or housing stock.

Heuvelton is also recognized as an NYSDEC-designated Potential Environmental Justice Area, making it eligible for funding to support economic development initiatives tailored to address environmental and societal challenges faced by lower-income communities.

Despite various challenges highlighted in the data, Village residents report that local businesses meet many daily needs, offering goods (e.g., Dollar General, Pickens General Store, Stewart’s Shop), recreation (boat launch, bowling alley, HCS walking trail), and essential professional services (car repair, insurance, banking, salon, travel planning).

Consequently, the opportunities and recommendations outlined in the Comprehensive Plan form the foundation for the proposed NY Forward application.

While county and state officials continue efforts to enhance the broader regional economy and expand employment opportunities, Heuvelton stands out as a desirable place for residency and entrepreneurship. Village leadership remains committed to preserving and enhancing current assets through NY Forward, while expressing a proactive interest in developing affordable housing options to strengthen and diversify the community. The robust St. Lawrence County Public Transit system supports residents in accessing employment throughout the county; concurrently, local businesses aspire to expand and provide more opportunities within Heuvelton. This ambition is reflected in the substantial number of businesses seeking participation in the Small Project Fund.

## **SUPPORTIVE LOCAL POLICIES**

- The Downtown Commercial Zoning District (DCD), established in 2004 with the Pickens Hall renovation, regulates ground floor residential and commercial uses to support mixed-use development and downtown revitalization.
- Village boards continue to update and enforce zoning laws, including signage guidelines.

- In April 2024, the Village received NYS "Pro-Housing Community" Certification, reflecting its commitment to increasing affordable housing.

## **PUBLIC SUPPORT**

The Village allocated funds in its FY 2024-2025 budget to contract consultant planning services for the new Comprehensive Plan. The goal was to prioritize recommendations for inclusion in the anticipated NY Forward Round 3 Program application.

The St. Lawrence County Planning Office began the project at the April 4, 2024 Village Board meeting. The Village posted a Comprehensive Plan Public Survey on its website and included related information in the quarterly newsletter mailed with water and sewer bills.

The Comprehensive Plan Committee held three public meetings on May 1, July 17, and September 4, 2024. By the date of the third meeting, 37 surveys had been returned, and 34 individuals had participated in one or more meetings.

The Village also created and mailed a separate survey to 15 Downtown Commercial District businesses. This survey asked owners whether they were interested in applying to a Small Business Fund established by a NY Forward Program award, what improvements they would want to make, and what questions and concerns they had regarding participation in the program.

To date, 10 (67%) of the businesses indicated interest. Follow-up meetings and conversations addressed their questions and concerns, and recorded support for the Village's application and proposed improvement projects. Business owners were also informed about potential collaboration with the Oswegatchie Development Corporation (ODC) to secure short-term financing to begin projects while maintaining business operations.

## **TRANSFORMATIVE PROJECT OPPORTUNITIES (\$6,400,000)**

The following are key projects identified by residents, business owners, and stakeholders as most viable and aligned with the Village Vision Statement. Project sponsors contributed to final concepts, including planning, implementation, financial requirements, timelines, and funding strategies.

## **Village of Heuvelton - Branding Program, Logo Creation, and Wayfinding Signage - \$750,000**

Heuvelton aims to leverage grant funds to create a comprehensive branding program reflecting its heritage and community pride. This includes a new logo, signage, and integration of the Vision Statement into communications. Historic Preservation Architect Randy Crawford will oversee design elements and implement the brand in facade renovations and signage.



*Heuvelton has invested in signage for years but lacks a unified brand reflecting its heritage. A single logo and coordinated wayfinding signage will unify the image and encourage both residents and visitors to enjoy all it has offer.*

## **Village of Heuvelton – NYS-812/State Street Streetscape Project - \$3.5M**

The NYS Department of Transportation (DOT) Region 7 plans to rehabilitate a portion of pavement and ADA sidewalk ramps within the Heuvelton Village limits, along the 1.2-mile section of NYS-812 (a.k.a. State Street), the southern Village boundary and Lisbon Street. The project is currently scheduled to be performed over two construction seasons, the end of 2026 and summer/fall 2027. This segment also focuses on the Heuvelton Downtown Commercial District (DCD), which is the Village’s NY Forward target area. The Village wants to redevelop this pedestrian corridor to complement the other public and private transformational projects detailed further below.

The corridor extends both north and south of the picturesque Oswegatchie River Bridge. The primary goal is to extend the bridge’s attractive historic character with additional period lighting and safer, improved sidewalk surface as a consistent feature of the entire target area and a Public Address (PA) system for local events such as the Labor Day Festival “Block Party” just north of the bridge. The improvements will be a suitable backdrop for façade improvements, additional residential apartment units and supplemental commercial services.

Village branding incorporated into wayfinding signage and new commercial property signage done as part of Small Project Fund business improvements, will be complemented by the

same period bridge light poles. Trees will accompany benches for resting areas along the route. Marked street crossings will remain at existing locations, consistent with DOT preferences for safer pedestrian crossings, while also encouraging residents and visitors to enjoy and frequent the various commercial services along each side of the street.



*NYS-812/State Street, which is Heuvelton's "Main Street", has fared well over the years, but the streetscape has not changed much...*



*Streetscape improvements partnered with NYS DOT street repair will extend the character of the Oswegatchie River bridge to Target Area blocks north and south of the river. Improved sidewalks, continuing period lighting, adding street trees and providing a Village Public Address (PA) system for parades and Labor Day Festival block parties will be an attractive feature for the new residents expected by NY Forward mixed-use redevelopment projects.*

NYS DOT Region 7 Construction Representative Adam Roach and Designer Landscape Architect Alexandra Beck are assigned to the pending project. Discussions of the Village's proposed streetscape elements with them revealed the work complements the DOT project scope of work, as well as the DOT timing and implementation schedule. It is feasible that there is sufficient time to integrate the Village project into the design and construction process.

### **Heuvelton Volunteer Fire Department Community Center Improvements - \$500,000**

The Heuvelton Volunteer Fire Department (HVFD) has completed a Preliminary Architectural Feasibility Report with intent to apply for federal and state loan and grant funds to make many improvements to its Fire Station located in the southern segment of the Downtown Commercial District, Heuvelton's Core Downtown Target Area for NY Forward redevelopment. The project will seek USDA Rural Development loan funds to repair and expand the facility's structural and architectural needs. This will improve service to the Village and region within the newly established Fire District.



*The HVFD repairs and expansion will allow additional space to grow what little space has already been used for community events. NY Forward funds are sought to take the space to the next level for a wider variety of community events*

As part of its goal to expand service to the community, the HVFD would like to grow the project scope to specifically improve existing open, interior space to be a more robust and technologically enhanced Community Center. The space is envisioned to offer improved audio and visual equipment for community presentations, movie events and public speaking engagements. Restrooms will be made ADA-accessible. The kitchen space will be improved for more capacity and ability to cater events. The improved space would become a second Village “venue” for recreation, events and educational training.

### **Doug's Tavern Improvements - \$350,000**

New owners have purchased Doug's Tavern, the local hang-out near the northern end of the Downtown Commercial District. After decades of dedicated service and a well-established reputation, the new owners knew they had better not change the name, or character, of this local hangout. Rather, they want to build upon its heritage and contribution to the community through several improvements. Providing ADA-compliant access at the building's rear entrance will enable more disadvantaged customers to join the crowd.

Increasing the size and functionality of the kitchen to offer more substantial lunch and dinner meals. The owners also intend to improve access and capacity to the second floor for dining and other recreation. The improvements and expansion are expected to result in additional job opportunities.



*Under new ownership, Doug's Tavern, a decade's-old favorite hang-out will get improved access, more open space, and more dining options.*

#### **HHA 25 Water Street Mixed-Use Building and Site Renovation - \$400,000**

The HHA purchased this historic building for renovation, parking opportunities that would support the adjacent hair salon, credit union and Pickens Hall for its store and public events, energy efficiency improvements, and increased affordable housing with a new studio apartment. Planned site work includes relocating utility infrastructure, paving for parking, and installing an EV charging station, supported by grant match funds and energy study recommendations.



*The 25 Water Street building, adjacent to the Pickens Hall building, will include renovating vacant 2<sup>nd</sup> floor space into a new efficiency apartment. Site improvements will provide additional paved parking, buried primary electric service, which supports both building residents, employees, as well as visitors during downtown events using the new public streetscape space for the annual Labor Day "Block Party."*

## Small Project Fund - \$900,000

Eight (8) Heuvelton Downtown Commercial District (a.k.a. Core Downtown Target Area) businesses have expressed intent to utilize NY Forward Small Project Fund Program (SPF) grants.

All 8 of the properties are located along the two Core Downtown Area blocks of the Downtown Commercial District immediately north and south of the NYS-812/State Street Oswegatchie River Bridge. This centralizes small business improvements with other larger investment in stand-alone projects that will result in a dramatic transformation of our Village centered around our anchor of Pickens Hall and other HHA improvements.

The eight businesses offer a wide range of service types, as explained below. Participation demonstrates stakeholder commitment to invest in the community, whether they have operated in Heuvelton for most of their lives or are newer entrepreneurs passionate about continuing and expanding upon the longstanding legacy of prior owners.

The current business owners, and their Core Downton Area building locations, are noted below with the proposed improvements.

### Southwest Side of the Core Downton NYS-812/State Street Corridor



*Building owners of 98, 96 and 94 State Street properties, on the southwest side of NYS-812/State Street are planning period façade improvements. 86 and 84 State Street building owners also want to renovate 2<sup>nd</sup> floor space into new rental apartments.*

Brass Ring, 98 State Street – Restore the charm and curb appeal of their downtown historic boutique gift shop, upgrade the façade in period style and replace the aging storefront with new attractive windows.

Knot Just Donuts, 96 State Street – Renovate the 1<sup>st</sup> floor for a new bakery, convert the 2<sup>nd</sup> floor to a new apartment and renovate building façade for curb appeal and replace the door and windows, adding energy efficiency.

North Country Chiropractic, 94 State Street – The new owners are planning a complete repair and upgrade of the building exterior and interior including a 2<sup>nd</sup> floor apartment, signage, a new HVAC system, and rear-yard parking lot restoration.

Northeast Side of the Core Downtown NYS-812/State Street Corridor



*Directly across the street, three adjacent building owners of 75, 77A and 79 (left to right) that expressed intent to participate in the Small Project Fund program to make façade improvements. M&M Grooming also planning interior improvements. The 3 buildings sit southeast of Doug's Tavern, whose owners are planning higher investment in their own stand-alone project*

Mastrella's Barbershop and Salon – 75 State Street - Replace an aged heating/ventilation system and add air conditioning to improve the interior comfort level while reducing operating expenses and remaining competitive with expanded service offerings.

M&M Grooming, 77A State Street - Exterior painting, window replacement and new signage. Owner Morgan Topping believes the improvements will spread awareness and draw additional customers. She hopes to advance her business plan by add an additional grooming station staffed by another full-time employee within the next one to two years.

Jones Service Station, 79 State Street - façade improvements to replace his exterior business sign and old storefront windows.

Dave Jones has a chalkboard in his front window. He loves to update with comical statements and puts in one of the windows to brighten the day of residents and customers. He wants to “give back” to his beloved customers and Village by improving the curb appeal of the shop, and attract new residents with a modern, professional look to match the quality of his service. The value of his work ethic and service is immeasurable to his customers, keeping quality service local. This is what a 50+-year local business means to the Village.

Pickens Hall & General Store, 83 State Street - Expand food preparation capacity by installing a caterer's kitchen in the building's third floor compliant with State and National Historic Registry requirements. The upgrade serves the needs of professional caterers that will make the venue more attractive for rental requests and events of a higher quality. The work can increase the number and type of events held and increase HHA operating revenue.

River's Edge Apartments, 87 State Street – Fund additional renovation of the existing five rental apartments to achieve a consistent level of interior quality, install washer/dryer hookups in each unit, and restore the façade to create curb appeal consistent with the historic age of the building and its location along the attractive Oswegatchie River Bridge.



*The owner of River's Edge Apartments wants to renovate the exterior façade to remove incompatible treatments and install a more consistent appearance respecting the building's prominent location adjacent to the river. Interior improvements will include more functional improvements to meet the needs high-quality residents expect.*

The Village plans to retain the historic architect Randy Crawford of the firm Crawford & Stearns, who performed all professional services on the Pickens Hall projects, to assist local business owners, as requested. This will maintain the aesthetic consistency and integrity needed to coordinate the effort, so critically important to the program's success.

## **ADMINISTRATIVE CAPACITY**

The Village of Heuvelton has four staff members tasked with managing the planning, administration, and implementation of all village services and projects. These staff members have worked together for more than a decade, and their experience demonstrates the Village's ability to meet program requirements and carry out its objectives.

**Village Mayor Barbara Lashua** serves as the contracting agent authorized to manage state grants, professional service agreements, and construction contracts. She has held the

position of mayor for over 20 years, overseeing infrastructure, site, and facility improvement projects. Mayor Lashua has managed contracts with State agencies such as the Environmental Facilities Corporation, Dormitory Authority of the State of New York, and the Department of State. Her experience contributes to timely and thorough project completion. Additionally, she has participated in organizations including the Oswegatchie Development Corporation, Heuvelton Historical Association, and Heuvelton Free Library Board of Directors. She retired after 33 years of teaching and subsequently served as Executive Director of the St. Lawrence County Workforce Development Board.

**Rebecca Donnelly and Michele Smithers** are responsible for fiscal coordination and reporting to funding agencies. They have held primary and deputy roles as Village Clerk/Tax Collector for 10 and 20 years, respectively, supporting the fiscal administration of projects during Mayor Lashua's tenure. Their experience with village budgeting and state finance requirements allows for accurate monitoring and reporting of grant funds.

**Allan Spaman** oversees project planning, design, and construction to ensure compatibility with existing utility infrastructure and traffic patterns. He has worked in the Village of Heuvelton Department of Public Works for more than 10 years and has served as DPW Superintendent for the past 3 years. His knowledge of village assets supports the effective installation, operation, and maintenance of improvements.

## **LETTERS OF SUPPORT**

Enclosed are 10 letters of support that demonstrate stakeholder involvement and assurance in the anticipated outcomes of the NY Forward Program award, specifically in advancing downtown revitalization and fostering regional growth in Heuvelton.



# ST. LAWRENCE COUNTY INDUSTRIAL DEVELOPMENT AGENCY

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Brian Staples, CFA

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**Andrew McMahon**  
Massena Electric Department

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**Steven Morrill**  
Coburn Acres

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St. Lawrence County  
Industrial Development Agency

\*

**CHIEF FINANCIAL  
OFFICER**  
**Kimberly A. Gilbert**  
St. Lawrence County  
Industrial Development Agency

October 16, 2025

RE: Village of Heuvelton NY Forward 2025 Round 4 Program Application  
Letter of Support

To Whom It May Concern:

Please accept this letter in support of the Village of Heuvelton's application for the NY Forward 2025 Round 4 Program. The St. Lawrence County Industrial Development Agency commends the Village of Heuvelton for continuing its' efforts to revitalize and strengthen the Village of Heuvelton's economic future.

With projects such as the NYS-812/State Street Streetscape, the branding and wayfinding signage that will help identify the unique features of the Village's history, downtown business, and repair/improvements throughout downtown and renovating mixed-use buildings into new apartments, the Village of Heuvelton is clearly on a path to economic growth and development.

These goals and objectives, with the help of NY Forward grant funds, align well with the St. Lawrence County Comprehensive Economic Development Strategy ("CEDS"), and its priority to *maintain and enhance the County's physical infrastructure and make the communities of the County attractive and vibrant places for current and potential residents.*

Projects such as these will support the Village of Heuvelton and provide a proven, proactive approach to developing opportunities that could benefit area residents, tourists, and businesses. The St. Lawrence County Industrial Development Agency encourages you to look favorably on the Village of Heuvelton's application for the NY Forward 2025 Round 4 Program, as funding will allow for the means to strengthen and transform the community by implementing its vision for the future.

Sincerely,

Patrick Kelly  
Chief Executive Officer

St. Lawrence County  
**BOARD OF LEGISLATORS**  
48 Court Street, Court House  
Canton, New York 13617-1169  
(315) 379-2276  
FAX (315) 379-2463

**RUTH A. DOYLE**  
County Administrator

**DAVID FORSYTHE**  
Chair, Board of Legislators

To whom it may concern:

My name is Joseph Lightfoot. I am an elected member of the St. Lawrence County Board of Legislators representing residents of the towns of Oswegatchie, Morristown, and Canton, N.Y. The village of Heuvelton resides within the town of Oswegatchie and as such, I represent the village residents as well. I'm writing to express my support for the NY Forward 2025 Round 4 Program application and I do so without reservation or hesitancy.

Mayor Barbara Lashua, the village board, and the residents of the village have a history of bringing forward projects that have benefited all, environment included. From a local waterfront redevelopment program, a major \$18 Million water and wastewater infrastructure undertaking that resulted in the closing of the village wastewater treatment plant and transporting wastewater to the city of Ogdensburg's treatment facility, a win, win, for both the village of Heuvelton and the city of Ogdensburg. The village water tower, having provided decades of service to the village, has been demolished and replaced by a new tower. The village has partnered with the St. Lawrence County Planning Board to provide direction and a clear vision of what the village's future might look like. Mayor Lashua has set out, in significant detail, a more specific listing of accomplishments that have benefited not only the village but the town and county as well. The Mayor and the Planning Board have identified several other projects to improve existing downtown business facades and facilities, constructing new streetscape along the NYS-812/State Street downtown commercial district, and renovating mixed-use buildings to provide additional affordable apartments. These amenities along with several others could also do much to make visitors want to visit Heuvelton, along with all it has to offer. Economic benefits would surely follow.

The Village of Heuvelton is looking to maintain and move its forward-looking plans for the social, environmental, and economic well-being of a small but vibrant community. The successes of the Pickens Hall and General Store, and the village sewer system upgrade all point to well managed and thought-out projects. The sought after funding will help the village and St. Lawrence County to achieve our goals. Heuvelton has a history of bringing significant funding to projects that benefit all of its residents and those who work in or are visitors to Heuvelton. As a County Legislator, I look forward to continuing the relationship I have developed over the years representing the village and I look forward to seeing the village transform the community by implementing its vision for the future.

Sincerely,

  
Joseph Lightfoot

County Legislator, District 3

# Heuvelton Historical Association

Preserving the Past – In the Present – For the Future

**83 State Street  
Heuvelton, New York 13654**

**315.344.7950**

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October 8, 2025

Barbara Lashua, Mayor  
Village of Heuvelton  
51 State Street  
Heuvelton, New York 13654

Dear Mayor Lashua,

The Heuvelton Historical Association is strongly in favor of the Village's application for the New York Forward program.

Having partnered with the Village for decades in our efforts to revitalize the historic downtown, the Association views this application as our best opportunity to continue to encourage investment, growth and preservation in our business district.

The HHA, as a not-for-profit partner in the application, is hoping to support the community's revitalization efforts by addressing various issues brought forth by the newly minted Village of Heuvelton's Comprehensive Plan.

During public meeting sessions, residents and business owners expressed the need for more affordable housing, increased downtown parking, expanded restoration of key historic structures, and the revitalization of the storefronts in our largely intact, but beleaguered main street. The proposed new streetscape project will support small business façade renovations, interior enhancements to add jobs and enable business owners to expand their potential, and second floor renovations to offer more affordable housing opportunities and bring new residents to Heuvelton.

We feel strongly that the Heuvelton Historical Association's proposed improvements will address a great many of the concerns raised. We will be improving amenities at Pickens Hall for those attending performances and gatherings by adding a catering kitchen. At 25 Water Street, we will be increasing the number of quality housing units available to residents while completely restoring an existing historic building. The parking issue raised during discussion will also be alleviated while improving this same property. The HHA remains committed to making great strides toward preserving Heuvelton's rich past while ensuring its bright and sustainable future.

It has always been the focus of the HHA to lead the charge in making improvements in our downtown and encouraging others to do so as well. We believe that success brings enthusiasm. Heuvelton's successful NY Forward application will continue to fuel the enthusiasm necessary to help the community reach its fullest potential to the benefit of all who visit or call Heuvelton home.

Sincerely yours,



David H. Kingsley, President  
Heuvelton Historical Association



# LOSURDO FOODS, INC.

20 OWENS ROAD, HACKENSACK, N.J. 07601

(201) 343-6680 FAX (201) 343-8078

www.losurdofoods.com

November 7, 2025

Re: Village of Heuvelton NJ Forward 2025 Round 4 Program Application  
Letter of Support

To Whom it May Concern:

My name is Marc JX Losurdo. As President / CEO of Losurdo Foods, Inc. I am writing this letter to express my support for the Village of Heuvelton application for the NY Forward 2025 Round 4 Program.

I am most intrigued by what the proposed Branding and Wayfinding Signage, Proposed Street Scale and Small Project Funding Grant Program can do to sustain and improve what Heuvelton has to offer existing and/or future residents, existing and/or future visitors, existing and future businesses.

The objective(s) to improve and existing rental units, provide additional opportunities for more visitors, and promote more business opportunities the Village will achieve with the help of NY Forward grant funds align well with why Losurdo Foods, Inc. chooses to be a part of the Heuvelton community. The proposed improvements will also help us achieve our future goal(s) to grow as a company and offer more jobs, focusing on expanding our product or service offerings to meet market demands, increasing visibility and customer acquisition, and fostering a positive workplace culture to attract, retain and house talent.

I look forward to strengthening our working relationship with village to transform the community by implementing its vision for the future.

Sincerely,

Marc JX Losurdo  
President/CEO  
Losurdo Foods, Inc.



*"America's Leading Italian Food Specialists"*

**HACKENSACK, N.J. • AMSTERDAM, N.Y. • HEUVELTON, N.Y.**

**Distributors from Maine to Florida • Sales Nationwide**



# HEUVELTON

## CENTRAL SCHOOL DISTRICT

November 7, 2025

RE: Village of Heuvelton NY Forward 2025 Round 4 Program Application  
Letter of Support

To Whom It May Concern:

My name is Jesse Coburn and I am the Superintendent of Schools for the Heuvelton Central School District. I am writing this letter to express my support for the Village of Heuvelton application for the NY Forward 2025 Round 4 Program.

I am most intrigued by what the proposed NY Forward 2025 Round 4 Program grant can do to sustain and improve what Heuvelton has to offer to our residents, businesses and visitors, as well as those that will ideally become residents and business owners.

The objective to build and sustain a vibrant community with increased housing options and commercial space within the Village with the help of NY Forward grant funds aligns with our school district mission. We strive to support every learner in reaching their full potential, to capitalize on the opportunity to contribute to society. The objectives laid out in the grant application are to help build a more robust municipal hub, supported by necessary infrastructure and opportunities for both residents and business owners. In other words, our current and future graduates.

I look forward to strengthening our working relationship with the Village to transform the community by implementing its vision for the future.

Sincerely,

A handwritten signature in dark ink, appearing to read 'J. Coburn', written over a light blue horizontal line.

Jesse Coburn  
Superintendent of Schools



November 7, 2025

RE: Village of Heuvelton NY Forward 2025 Round 4 Program Application Letter of Support

To Whom It May Concern:

My name is Todd Amo, as CEO of United Helpers, I am writing this letter to express my enthusiastic support for the Village of Heuvelton's application for the NY Forward 2025 Round 4 Program.

I am most intrigued by what the proposed small project grant funding program and new downtown commercial streetscape can do to sustain and improve what Heuvelton has to offer. Small business is the backbone of our community and this fund will help many of Heuvelton's businesses make necessary repairs or upgrades to help continue the momentum Heuvelton's downtown has developed over the past several years.

The objective of this fund will help the village alongside the NY Forward grant program achieve its goals. United Helpers is proud to be a part of the Heuvelton community and is excited to see what the future has in store for this amazing little village.

I look forward to strengthening our working relationship with the village to transform the community by implementing its vision for the future.

Sincerely,

Todd R. Amo  
United Helpers CEO

United Helpers Management Company

8101 State Highway 68, Ogdensburg, NY 13669 • Phone 315-393-3074 • Fax 315-393-3083 • Toll Free 800-838-8558

[www.unitedhelpers.org](http://www.unitedhelpers.org)

October 8, 2025

To Whom It May Concern

RE: Village of Heuvelton NY Forward 2025 Round 4 Program Application  
Letter of Support

To Whom It May Concern:

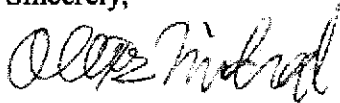
My name is Alexis Michael, and I am the Historian of the Village of Heuvelton and the Town of Oswegatchie. I am writing this letter to express my support for the Village of Heuvelton application for the NY Forward 2025 Round 4 Program.

A am most intrigued by what the proposed NY Forward Program can do to sustain and improve what Heuvelton has to offer the established businesses and organizations along the mile stretch of NYS Route 812/aka State Street that depends on us moving forward with improving our area.

The objective to support additional rental housing, restored period facades and downtown business restoration in the Village will align well with why the Heuvelton Historical Association chooses to be a part of the community. The proposed improvements will also help us to achieve our future goal of providing access to other historic buildings, sites, and businesses that position the Village's past, present, and future opportunities. What is already here can be improved upon, along with building new and better features in our town that will draw people that will help sustain our town's future.

I look forward to strengthening our working relationship with the Village to transform the community by implementing its vision for the future.

Sincerely,

A handwritten signature in black ink, appearing to read "Alexis Michael", written in a cursive style.

Alexis Michael

Heuvelton and Oswegatchie Historian



**Village of Rensselaer Falls**  
*Office of the Mayor*

[rfmayorhammond@gmail.com](mailto:rfmayorhammond@gmail.com)

315-276-0189

November 7, 2025

To Whom It May Concern,

**RE: NY Forward Program Application - Letter of Support Request**

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Village of Heuvelton Stakeholders and Supporters,

My name is Michael Hammond, and I am the Mayor of Rensselaer Falls. I am honored to offer my full support for the Village of Heuvelton's application to the NY Forward 2025 Round 4 Program.

I have worked alongside the Village of Heuvelton for nearly a decade and have witnessed firsthand the significant strides made in revitalizing the community. Recent accomplishments—such as the enhancements to Pickens Hall & General Store, the historic bridge reconstruction, and the development of the Oswegatchie River Local Waterfront Redevelopment Plan—have all greatly contributed to Heuvelton's resurgence.

The projects outlined in the Comprehensive Plan, including the NYS-812/State Streetscape, branding and wayfinding signage, downtown business façade renovations, and the conversion of mixed-use buildings into new apartments, align perfectly with Heuvelton's vision for a vibrant and sustainable future. These initiatives will not only enhance recreational facilities and community branding but also foster economic growth and strengthen local businesses.

The Village's progress, including its Pro-Housing Certification and substantial infrastructure improvements, demonstrates a strong and ongoing commitment to growth and development. I believe the NY Forward 2025 Round 4 Program grant will further strengthen these efforts and contribute to an even brighter future for Heuvelton.

I look forward to continuing our collaboration and supporting Heuvelton's vision for the community.

Sincerely,

Michael S. Hammond  
Village Mayor



THE ASSEMBLY  
STATE OF NEW YORK  
ALBANY

RANKING MINORITY MEMBER  
Committee on  
Tourism, Parks, Arts and  
Sports Development  
COMMITTEES  
Aging  
Alcoholism and Drug Abuse  
Energy  
Health  
Higher Education

To Whom It May Concern:

November 7th 2025

**Re: Letter of Support for the Village of Heuvelton's NY Forward 2025, Round 4 Program Application**

I am writing to express my enthusiastic and unequivocal support for the Village of Heuvelton's application for the NY Forward 2025, round 4 Program. As the Assembly Member representing the 116th District, I am deeply committed to the economic and sustainable development of our local communities.

The Village of Heuvelton has articulated a clear, transformative vision for its future. Should they secure the necessary funding of \$4.5 million, they intend to move forward with several critical projects aimed at boosting new businesses, enhancing existing ones, and improving the quality of life for residents and visitors alike.

The successful revitalization of key community assets—including the Downtown commercial district streetscape, wayfinding signage, and their Small Project Funding Grant Program is essential to the Village's ongoing success. These initiatives will not only transform the physical landscape but will also significantly improve the economic stability and well-being of the community.

The objectives the Village seeks to achieve with the NY Forward grant funds align perfectly with my commitment to serving the people of the 116th District. These proposed improvements are vital steps toward ensuring our constituents can thrive in all their pursuits.

I wholeheartedly recommend the Village of Heuvelton for this program. I look forward to strengthening our working relationship with the Village to help implement their comprehensive vision for a prosperous future.

Sincerely,

Scott A. Gray  
Member of Assembly  
116th District

**NEW YORK  
STATE  
SENATE**

ALBANY NEW YORK 12247



SENATOR MARK C. WALCZYK  
49<sup>TH</sup> SENATE DISTRICT

**ALBANY OFFICE**  
302 LEGISLATIVE OFFICE BLDG  
ALBANY, NEW YORK 12247  
TEL (518) 455-3438  
FAX (518) 426-6740

**DISTRICT OFFICE**  
317 WASHINGTON ST. RM. 418  
WATERTOWN, NEW YORK 13601  
TEL (315) 782-3418  
FAX (315) 782-6357

**FULTON COUNTY SATELLITE OFFICE**  
223 WEST MAIN ST., SUITE B10  
JOHNSTOWN, NY 12095  
TEL (518) 762-3733

E-MAIL: WALCZYK@NYSENATE.GOV

October 7, 2025

Mayor Barbara Lashua  
Village of Heuvelton  
51 State Street  
Heuvelton, NY 13654

Dear Mayor Lashua,

The Village of Heuvelton is a beautiful place to live, work, and play. Its agricultural heritage, proximity to the Oswegatchie River, and historic nature make it a destination for St. Lawrence County citizens and tourists alike. To ensure the Village stays strong and vibrant, I support its application for the NY Forward grant.

With this investment, the Village could undertake numerous projects. For example, it could create a new streetscape, which would revitalize its Downtown Commercial District (DCD). Other planned DCD improvements will improve the outlook of Heuvelton's many small businesses. These ideas complement other grants the Village is pursuing to provide more affordable housing for residents. When combined, these efforts will expand Heuvelton's tax base, provide more opportunities for businesses, and make sure the village succeeds for years to come.

Please reach out to my office if you would like to discuss this issue further.

Sincerely,

A handwritten signature in blue ink, appearing to read "Mark C. Walczyk".

Mark C. Walczyk  
Senator  
New York SD-49

MCW/jc