HEUVELTON

LOCAL PLANNING COMMITTEE MEETING #3 SUMMARY

Purpose:	Local Planning Committee (LPC) Meeting #3
Date and Time:	Tuesday, September 8, 2026, 12:00 – 2:00 PM
Location:	Pickens Hall, 83 N State St, Heuvelton, NY 13654
Attendees:	See Below
Agenda:	1. Welcome & Preamble 2. Project Schedule Update 3. Public Engagement Update 4. Project Evaluation Criteria 5. Preliminary Projects List Discussion 6. Roadmap Discussion 7. Next Steps 8. Public Comment

1. Welcome & Preamble

Discussion

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

PREAMBLE:

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

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

1. Welcome & Preamble

Discussion

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

Key Decisions & Outcomes

N/A

2. Project Schedule Update

Discussion

The MJ Team presented the expected timeline for key milestones of the NY Forward Process, focusing on August/September.

July:

- LPC Kick-off
- Vision, Goals, & Strategies
- 1st Public Engagement

August - September:

- Draft Downtown Profile
- Vision, Goals, & Strategies
- Open Call for Projects

September - October: *we are here!*

- Final Downtown Profile
- Project Development

October:

- Preliminary Project List
- Project Sponsor Coordination
- Project Development
- Draft Project Profiles

November - December:

- 2nd Public Engagement
- Draft Strategic Investment Plan
- Final Project Profiles

February:

- Submit final NY Forward Strategic Investment Plan to NYS

Key Decisions & Outcomes

N/A

3. Public Engagement Update

Discussion

The MJ Team provided an overview of the ongoing Community Engagement components

Project Website (www.HeuveltonNYForward.com):

- As of September 7, 2026, the website had 617 site sessions and 402 unique visitors
- The following items can be found online:
    - What is NY Forward?, Heuvelton NY Forward Boundary, Call for Projects, Community Survey, Recent and Upcoming Meetings, Documents, and Comment Form

Community Survey:

- July 28, 2026, through Friday, August 14, 2026
    - Short online survey
    - Paper copies were available by request at Village Hall
- 77 responses were collected!
- Thank you to everyone who shared and promoted the survey.

Community Survey Summary:

- Survey Summary Components
    - Survey Overview
    - Topic Areas
    - Survey Highlights
- The Community Survey was available on the project website
- The survey results were used to refine the Draft Vision, Goals, and Revitalization Strategies

Community Survey Highlights:

- Demographic and Background Information
    - 61.6% of respondents are full-time residents
    - Majority of residents have lived in Heuvelton for 10 or more years
    - 68.83% shop in Heuvelton
    - 58.44% own property in Heuvelton
    - Overall, the small-town feel, family-friendly environment, and location were the leading factors identified for why people live, work and visit Heuvelton
- Opportunities
    - Supporting/ Growing Existing Business (64.0%)
    - Attracting New Businesses (61.33%)
    - Attracting Visitors (34.66%) and Enhanced Pedestrian Facilities (34.67%)
- What should be the focus for the Local Planning Committee for the NY Forward Area?
    - The community's desire for more recreational spaces and events, especially for teens and children.
    - Residents appreciate the idea of coordinated building improvements or façade updates that create a welcoming feel.
    - People value creating a walkable and attractive streetscape that support daily life and encourage visitors.
- Most used words to describe downtown Heuvelton in 15 years
    - Friendly, Safe, Clean, Beautiful, Welcoming

3. Public Engagement Update

Discussion

The MJ team emphasized that Community Survey highlights reinforced public feedback that was gathered from the first Open House, stakeholder meetings, and the business survey.

Key Decisions & Outcomes

- The Community Survey Summary can be found at www.HeuveltonNYForward.com

4. Project Evaluation Criteria

Discussion

The MJ Team then discussed how projects are evaluated throughout the NY Forward Process.

NY Forward Goals:

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

Eligible Project Types:

- Public Improvement Projects: Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects.
- Small Project Grant Fund: A locally managed matching small project for small downtown projects, such as façade improvements, building renovations, business assistance, or public art.
- 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.
- 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.

4. Project Evaluation Criteria

Discussion

- 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.

Project Match Requirements + Decarbonization:

- 25% minimum project match for private projects (per NY Forward program)
- **Proposed projects with a greater sponsor match may be more competitive during the project evaluation process*
- No match requirement for public or non-profit projects
- Total project cost must be a minimum of $75,000 (except small project fund)
- LPC can set higher match requirements at their own discretion
- New construction, building additions over 5,000 SF and some substantial renovation over 5,000 SF will be required to meet decarbonization standards

Projects Evaluation Criteria:

- The LPC will use the State Evaluation criteria in addition to Local Evaluation Criteria when discussing and evaluating proposed projects throughout the NY Forward planning process
- Alignment with Heuvelton's vision and goals will be used to evaluate submitted projects

Melia Hema (MJ) then walked through the revised draft vision, goals, and the new revitalization strategies.

Revised Draft Downtown Vision *(Refined based on LPC & public feedback)*:
"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."

Downtown Heuvelton Draft Goals:

- 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.

4. Project Evaluation Criteria

Discussion

Before addressing each goal and its corresponding revitalization strategies, the MJ Team clarified not every project will fully correspond to every goal or strategy when the LPC commences project evaluation.

Downtown Heuvelton Draft Goals & Revitalization Strategies:

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

Revitalization Strategies:

- Encourage infill development on underutilized parcels within the downtown core.
- Improve connections between and visibility of recreational assets, parks, waterfront areas, and downtown to increase visitation and support local businesses.
- Improve streetscapes, public spaces, and walkability to make downtown more attractive for residents, visitors, and investors.
- Foster long-term business vitality by supporting entrepreneurs through consistent assistance, mentorship, and access to resources that help new and existing ventures grow and thrive.

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

Revitalization Strategies:

- Encourage mixed-use development and adaptive reuse of existing downtown buildings that increase housing opportunities.
- Support residential additions to existing downtown buildings.
- Ensure that housing options can meet the needs of current and future Heuvelton residents.

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

Revitalization Strategies:

- Repaint and create new crosswalks and pedestrian signals at the Water Street and Lisbon Street intersection to promote safer connections downtown
- Incorporate streetscape improvements, including landscaping, lighting, seating, and wayfinding elements, to create inviting public spaces.
- Establish distinctive gateway and branding features that strengthen downtown's sense of place and visibility as a destination.

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

Revitalization Strategies:

- Encourage façade improvements and property enhancements that reinforce Heuvelton's historic identity.
- Support community events and programming that bring residents and visitors together.
- Celebrate Heuvelton's history and culture through placemaking, public art, and interpretive features.

4. Project Evaluation Criteria

Discussion

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

Revitalization Strategies:

- Implement wayfinding signage in the downtown showing the location of public parking, downtown circulation and pedestrian pathways to the Village's boat launches.
- Provide receptacles and shovels at carriage parking locations so that people can pick up horse droppings.
- Promote building upgrades that improve energy performance, resource conservation, and long-term sustainability.

Key Decisions & Outcomes

- The MJ team will revise the second revitalization strategy of Goal 5 for a more general approach for waste management.

5. Preliminary Projects List Discussion

Discussion

The MJ Team provided an overview of the Call for Projects and the Preliminary Projects received during the Call for Projects.

Call for Projects:

- The Open Call For Projects ran from **July 28, 2026, to September 2, 2026,** providing a five-week window for submissions
- All Project Sponsors are required to submit an application through the open call for projects to be considered for NY Forward funding
- Events Supporting the Call for Projects:
    - Coffee with Consultants:
        - July 29, 2026, from 8:00 to 10:00 AM
    - Office Hours with DOS and Consultant Team:
        - August 11, 2026, 10:30 to 11:30 AM
        - August 11, 2026, 2:30 to 3:30 PM
    - Virtual Information Session:
        - August 13, 2026, 12:00 to 1:00 PM
        - Presentation and recording available on Project Website
    - Email Reminder on August 26, 2026
- Project forms and information were available on Heuvelton NY Forward: HeuveltonNYForward.com

Preliminary Project List:

- 10 Proposed Projects Received
    - 3 Public Projects
    - 3 Private Projects
    - 4 Non-Profit Projects
- $7.3 Million in NY Forward Funds Requested

5. Preliminary Projects List Discussion

Discussion

- $7.5 Million in Total Project Costs
- Refined Project List:
    - Project ID
    - Sponsor
    - Project Name
    - Address
    - Description
    - Total Project Cost
    - NY Forward Request
    - % NY Forward Ask

The MJ Team explained that the Preliminary Projects List is intended only to introduce the projects received through the Open Call for Projects and is not meant for detailed project discussion. Subsequent LPC meetings will require recused LPC members to leave the meeting room while that project is being discussed.

A01: NYS-812/State Street Streetscape | Municipal Project
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, bump-outs 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 existing marked crossings will enhance walkability while maintaining NYSDOT preferred pedestrian safety standards and encouraging use of nearby businesses.
Total Cost: $4,351,000
NY Forward Request: $4,351,000
Sponsor Match: 0%
Decarbonization: Not Applicable
LPC Recusals: Not Applicable

B01: 25 Water Street Renovation | Non-Profit Project
The Heuvelton Historical Association (HHA) aims to upgrade the building at 25 Water Street and convert its use to a studio apartment. This proposed project will include the installation of new heat pumps and restore the façade to be compatible with local historic character with the removal of asbestos siding shingles.
Total Cost: $400,000
NY Forward Request: $400,000
Sponsor Match: 0%
Decarbonization: Not Required
LPC Recusals: David Kingsley, Barbara Lashua

It was noted that LPC member Karen Cole will be recused from review of B01 moving forward.

5. Preliminary Projects List Discussion

Discussion

B02: Renovation of the Heuvelton Volunteer Fire Department | Non-Profit Project
The project aims to improve energy efficiency and both interior and exterior aesthetics for the Heuvelton Fire Department. This proposed project will replace the existing roof, doors, and windows, expand the truck bay, and install a new fire alarm system.
Total Cost: $522,000
NY Forward Request: $522,000
Sponsor Match: 0%
Decarbonization: Not Required
LPC Recusals: None

B03: Renovation of River's Edge Apartment | Private Project
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.
Total Cost: $75,000
NY Forward Request: $75,000
Sponsor Match: 0%
Decarbonization: Not Required
LPC Recusals: None

B04: Refurbishment of Heuvelton AMVET Roof | Non-Profit Project
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.
Total Cost: $300,000
NY Forward Request: $270,000
Sponsor Match: 10%
Decarbonization: Not Required
LPC Recusals: None

B05: 94 N. State Street Renovation | Private Project
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, 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.
Total Cost: $140,000
NY Forward Request: $112,000
Sponsor Match: 20%
Decarbonization: Not Required
LPC Recusals: None

5. Preliminary Projects List Discussion

Discussion

B06: Krista's Place (Doug's Tavern) | Private Project
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.
Total Cost: $690,000
NY Forward Request: $517,000
Sponsor Match: 25%
Decarbonization: Not Required
LPC Recusals: Not Applicable

The MJ Team will contact the applicant of Project B06 to clarify which budget will be carried forward for consideration.

B07: Upgrade to Heuvelton Free Library | Non-Profit Project**
The project proposes expanding the existing Heuvelton Free Library building through the removal of an interior wall and construction of a 25-foot by 18-foot addition. Improvements also include installation of an ADA-compliant lift and construction of an ADA-compliant bathroom to improve accessibility.
Total Cost: $457,000
NY Forward Request: $457,000
Sponsor Match: 0%
Decarbonization: Not Required
LPC Recusals: Karen Cole
**Located outside of Heuvelton NY Forward Boundary

Both the MJ team and DOS representatives emphasized that projects located outside the designated boundary must provide a justification demonstrating their relevance to downtown Heuvelton and explaining how they support the stated goals of the NY Forward program. This justification was required in the application form.

C01: Establish a Small Project Fund in Heuvelton | Municipal Project
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.
# of Letters Received: 3 Total

- Total Project Cost: $182,000
- Total Small Project Fund Request: $151,900

Total Cost: $390,000
NY Forward Request: $300,000

5. Preliminary Projects List Discussion

Discussion

Sponsor Match: Matching requirements must be no less than 25% of the total cost per project
Decarbonization: Not Required
LPC Recusals: Not Applicable

The DOS representatives clarified that the discrepancy between the Small Project Fund total shown in the presentation and the amount listed in the Preliminary Projects Handouts was due to match requirements of the potential project sponsors.

D01: Create a Branding and Wayfinding Initiative for Downtown Heuvelton | Municipal Project
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.
Total Cost: $250,000
NY Forward Request: $250,000
Sponsor Match: Not Required
Decarbonization: Not Required
LPC Recusals: Not Applicable

Refining the Preliminary Project List:

- The LPC will develop a slate of recommended projects for inclusion in the Strategic Investment Plan
- This slate of projects should represent a NY Forward request somewhere between $6 and $8 million
- The LPC should consider the following while refining the preliminary project list:
    - Project Evaluation Criteria
    - Project Evaluation Worksheet
    - Consultant Team Technical Review
    - LPC Meeting Discussions

Project Profile Components:

- Title, Sponsor, Location
- Funding request, project cost
- Project description
- Capacity to implement
- Project partners
- Alignment with local and regional strategies
- Anticipated benefits
- Budget and funding sources
- Feasibility/cost justification
- Regulatory requirements
- Photos
- Proposed design, renderings, plans
- Implementation timeframe

5. Preliminary Projects List Discussion

Discussion

Project Evaluation Criteria:

- Examples:
  - Alignment with Heuvelton NY Forward Vision and Goals
  - Alignment with State and REDC goals
  - Transformative Potential
  - Sponsor Capacity
  - Project Readiness
  - Community Benefits
  - Site Control
  - Status of other funding (match %)

LPC Evaluation Guidance:

- Proposed project materials will be shared with the LPC
- Complete a Project Evaluation Worksheet for each proposed project
- Identify one of the following options for each project:
  - Project is Ready to Advance
  - Project Needs more Information
  - Project Not for NY Forward
- Share Evaluation Worksheets with MJ Team by the end of the day, **Thursday, September 24, 2026**
- LPC Work Session scheduled for Tuesday, September 29, 2026, 6pm at Pickens Hall
- LPC Meeting #4 – Tuesday, October 6, 2026
  - Identify Projects to Advance or that Need More Information
  - Discuss Refined List of Projects

The MJ Team concluded its discussion of the Preliminary Projects List by stating that all project-related communications will be conducted exclusively between the MJ Team and project applicants. LPC members were instructed to direct any inquiries from project sponsors to the MJ Team. LPC members that have recusals cannot evaluate the project submissions associated with their recusal.

Key Decisions & Outcomes

- MJ will review and resolve outstanding issues related to the Small Project Fund and certain applicant budgets
- Due to the Village Clerk's shortened office hours, LPC members completing paper copies of the Project Evaluation Forms were instructed to have them scanned at the Village Office by 2:00 PM on Thursday, September 24, 2026

6. Roadmap Discussion

Discussion

Melia Hema (MJ) provided an overview of the NY Forward Roadmap.

Downtown Roadmap Overview:

- Downtown revitalization is an ongoing effort that extends beyond the NY Forward award and planning process

6. Roadmap Discussion

Discussion

- The LPC will help develop a "roadmap" to guide continued progress
- The roadmap will outline key actions, projects, and programs to continue and support downtown revitalization efforts
- Focus will be on near-term (3–5 year) recommendations that build on the momentum created by NY Forward
- Additional revitalization components
- Community engagement strategies
- Community capacity and training
- Potential funding sources

Downtown Roadmap Examples:

- The downtown roadmap will identify specific projects, financial resources, and potential partners to progress the identified revitalization strategies.
- The downtown roadmap provides actionable next steps to progress a goal or revitalization strategy. Activities may be related to a proposed NY Forward project or may be independent actions.
- Example Roadmap Goals from previous NY Forward Communities:
    - Leverage the Village's NYS Pro-Housing Community designation to attract residential development
    - Create Small Business Support Programs
        - Building on the momentum of NY Forward Program investments, the Village can encourage entrepreneurs and property owners to invest in new businesses while supporting and retaining existing businesses

Key Decisions & Outcomes

N/A

7. Next Steps

Discussion

Jen Ceponis (MJ) discussed the next steps for the LPC:

- LPC Project Review & Evaluation
    - Evaluation worksheets due by the end of the day **Thursday, September 24, 2026**
- Consultant projects evaluation and project sponsor communication – MJ Team
- LPC Work Session
    - Tuesday, September 29, 2026 at 6:00 pm
- LPC Meeting #4:
    - Tuesday, October 6, 2026, at 12:00 pm
- Open House #2:
    - Tuesday, October 27, 2026, at 5:00 pm
- LPC Meeting #5:
    - Wednesday, October 28, 2025, at 1:00 pm
    - Potential vote on slate of projects to recommend for NY Forward

7. Next Steps

Discussion

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

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

Key Decisions & Outcomes

N/A

8. Public Comment

Discussion

Melia Hema (MJ) opened the meeting for public comment.

Key Decisions & Outcomes

No members of the public were in attendance therefore public comment was not collected.

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

Submitted by:
Daniel Madigan, MJ Engineering and Land Surveying, P.C.

cc: Consultant Team, State Team, Local Planning Committee

Local Planning Committee

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

State Partners

Name	Present
Kylie Peck	☑
Jennifer Voss	☑
Mary Barthelme	☒
Heather Tanner	☑

Planning Support

Name	Present
Becky Donnelly	☑

Consultant Team

Name	Affiliation	Present
Daniel Madigan	M.J. Engineering	☒
Jennifer Ceponis	M.J. Engineering	☑
Melia Hema	M.J. Engineering	☑