



WELCOME PUBLIC OPEN HOUSE

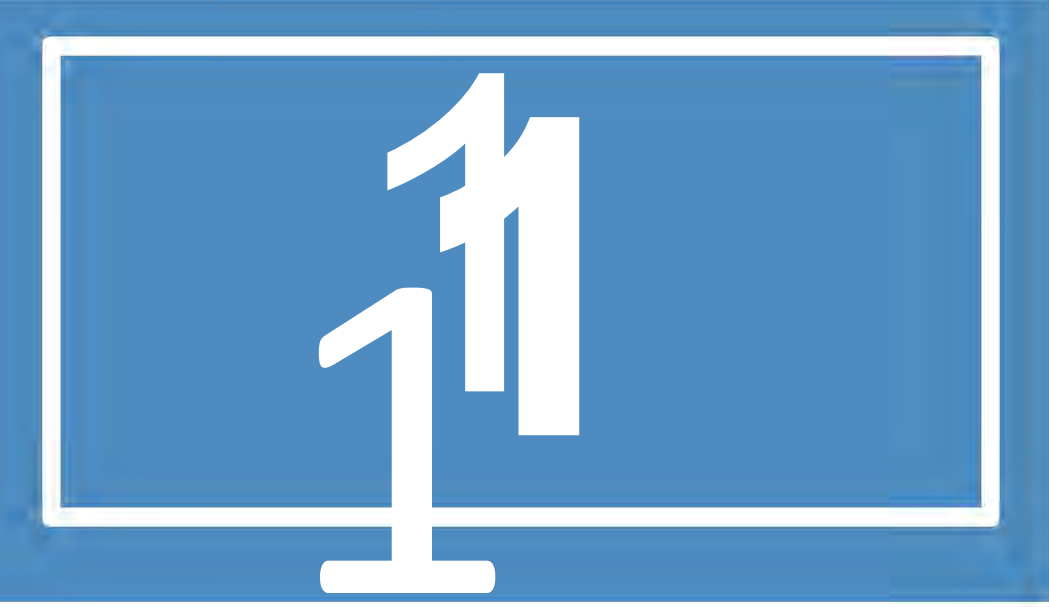
September 24, 2025

5:30 – 7:30 PM



NY Forward





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.

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



LOCAL PLANNING COMMITTEE	STATE PARTNERS	CONSULTANT TEAM
■ Co-Chair, Hon. Ronald McDougall, Village Mayor ■ Co-Chair, Dr. Zvi Szafran, REDC ■ Jacquelyn Kelly ■ Bart Kidwell ■ Clark Porter ■ Greta Schrader ■ David Spilman ■ Brooke Plowman	 Department of State  Empire State Development  Homes and Community Renewal  NYSERDA	 Engineering and Land Surveying, P.C.  E.M. Pemrick & Company Economic Planning & Development Services  Captain Consultants, LLC  HAMLIN DESIGN GROUP  ndropogon landscape architecture, ecological planning + design

PLANNING PROCESS

FROM START TO FINISH



APPLY

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



PLAN

April – December 2025

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



IMPLEMENT

2026 - 2031

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



Visioning

Refine the community's future 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

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

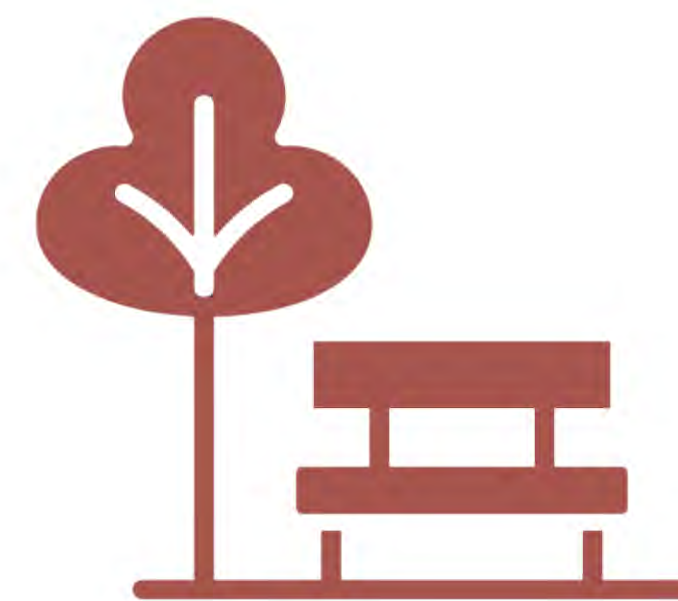


Provide diverse employment opportunities for a variety of skill sets and salary levels



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.

OUTREACH OVERVIEW

1



Held 4 Local Planning Committee Meetings open to the public.



Press releases for meetings and other engagement activities.



Interactive Public Open House and community pop-up at the Village Flag Day event.



Stakeholder Meetings



Office hours to assist with project applications or program questions.



Social Media Posts



Open Call for Projects Presentation



Community Survey
286 responses received!



Email Campaign/
Outreach



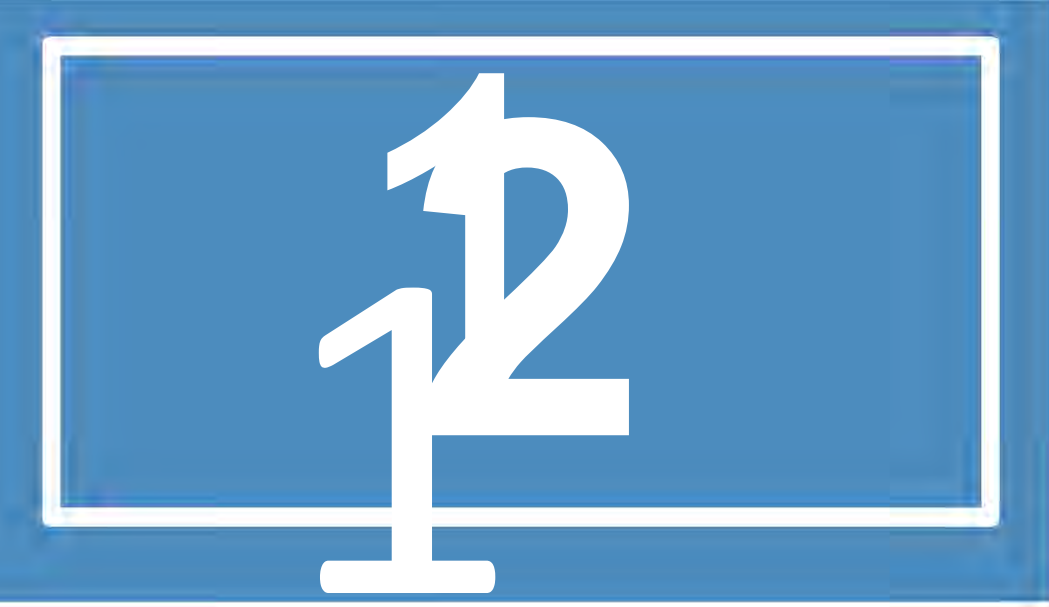
Flyers for Open Call and public meetings.



Door to Door Business Discussion/
Survey



Project Website and Project Cards



GOUVERNEUR NY FORWARD BOUNDARY

BOUNDARY

The Gouverneur NY Forward boundary is centered along East and West Main Streets, between North Gordon Street and the Oswegatchie River.

This is the key downtown business corridor that the NY Forward program is focused on.

The area outlined in red is the proposed boundary or study area for Gouverneur included in the community application.



GOUVERNEUR
NY Forward

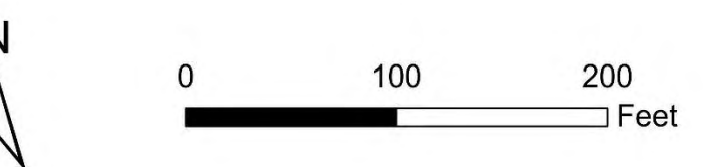
Project Area
May 2025

Legend

- NYF Boundary
- Village Boundary
- State Routes
- Village Streets
- Water Body



NEW YORK STATE
NY Forward



Sources:
Village of Gouverneur,
St Lawrence County,
USGS, NYS ITS, Esri

Engineering
Architecture
Landscape Architecture
and Land Surveying, P.C.



DOWNTOWN VISION



Why a vision?

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

Vision Based on LPC Discussion + Community Input:

“Nestled along the Oswegatchie River, downtown Gouverneur will be a safe, friendly and walkable environment, honoring its historical charm, vibrant and expanding downtown business community and its proximity to major regional employers. Through an enhanced quality of life, and increased opportunities for residents and visitors, the village will highlight its rich recreational, cultural, and retail assets, positioning the community as a regional destination.”

GOVERNEUR GOALS FOR DOWNTOWN



GOAL 1: STRENGTHEN & EXPAND THE LOCAL ECONOMY

Continue the momentum from the NY Forward grant awards and invest in downtown to bring all downtown storefronts into productive use by supporting building renovations, reducing barriers for small businesses, and enhancing/marketing the appeal and economic vitality of Gouverneur's historic downtown.



GOAL 2: ENHANCE QUALITY OF LIFE & COMMUNITY RESILIENCY

Improve public spaces, expand recreational opportunities, and strengthen downtown's role as a vibrant community hub.



GOAL 3: BECOME A REGIONAL DESTINATION

Attract visitors to downtown by promoting local businesses, cultural assets, and events.

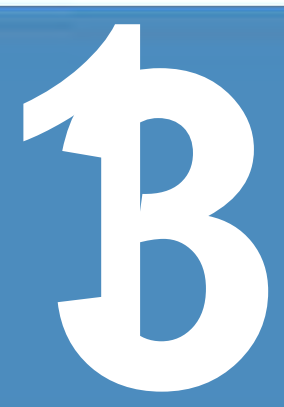


GOAL 4: IMPROVE WALKABILITY & CONNECTIONS DOWNTOWN

Create a safe, accessible, and connected network of sidewalks and walking paths that strengthen connections between key destinations.



Remember these goals when you visit Station #4 –you'll be asked which goals each project helps achieve, be ready to share your thoughts!

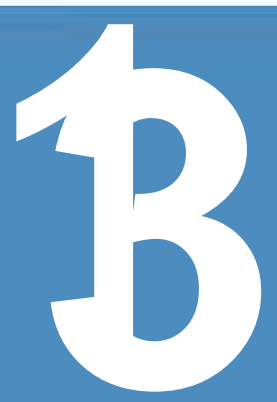


CALL FOR PROJECTS

The public was invited to submit project proposal for Local Planning Committee consideration. The Call for Projects was open from **June 17 to July 31, 2025.**

- Advertised via project website, press release and printed flyers
- Virtual office hours to answer questions and provided guidance on the NY Forward application process
- Introductory presentation and Q&A session held on June 17, 2025
- All potential projects had to complete a NYF project submission through the Open Call, even if submitted in the community's NYF application

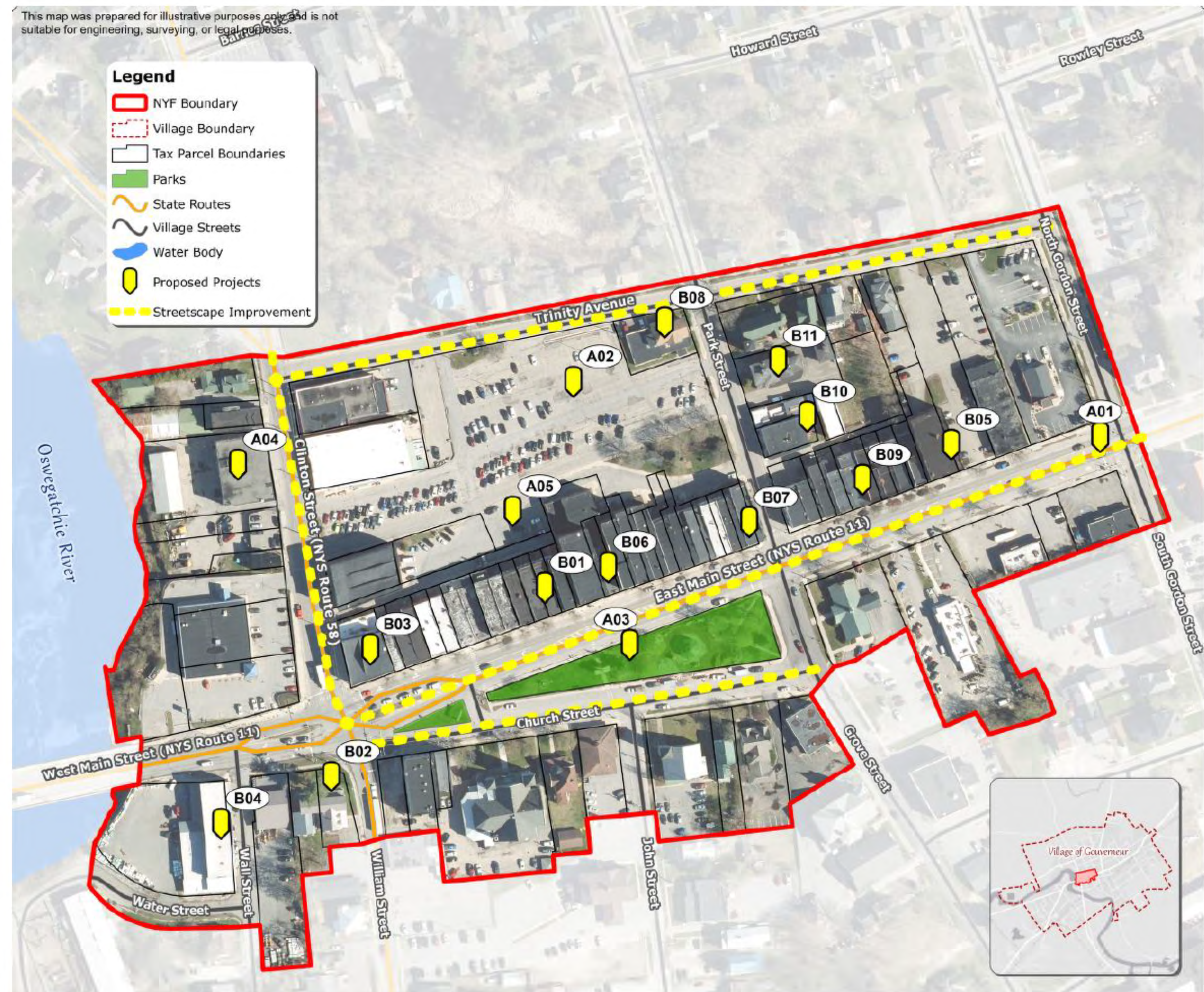




PROJECT PROPOSALS SUBMITTED

Thank you to all the project applicants!

- A01 – Streetscape Walkability Improvements
- A02 – Downtown Accessibility
- A03 – Village Green Improvements
- A04 – Municipal Office Building Façade Improvements
- A05 – Pedestrian Plaza
- B01 – Redevelopment of 43 & 47 Main Street
- B02 – W Main Street Apartment Renovation
- B03 – Energy-efficient Jumbo's Diner
- B04 – Small Town Supply Resiliency Hub
- B05 – Redevelopment of 127-135 E Main Street
- B06 – Modernization of 55 E Main Street
- B07 – 91 E Main Street Commercial Space
- B08 – Frary Funeral Home Improvements
- B09 - Office Renovation at 107 E Main Street
- B10 – Adaptive Reuse of 10-20 Park Street
- B11 – Adaptive Reuse of 22 Park Street
- C01 – Small Project Fund



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

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Small Project Grant Fund

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Branding and Marketing

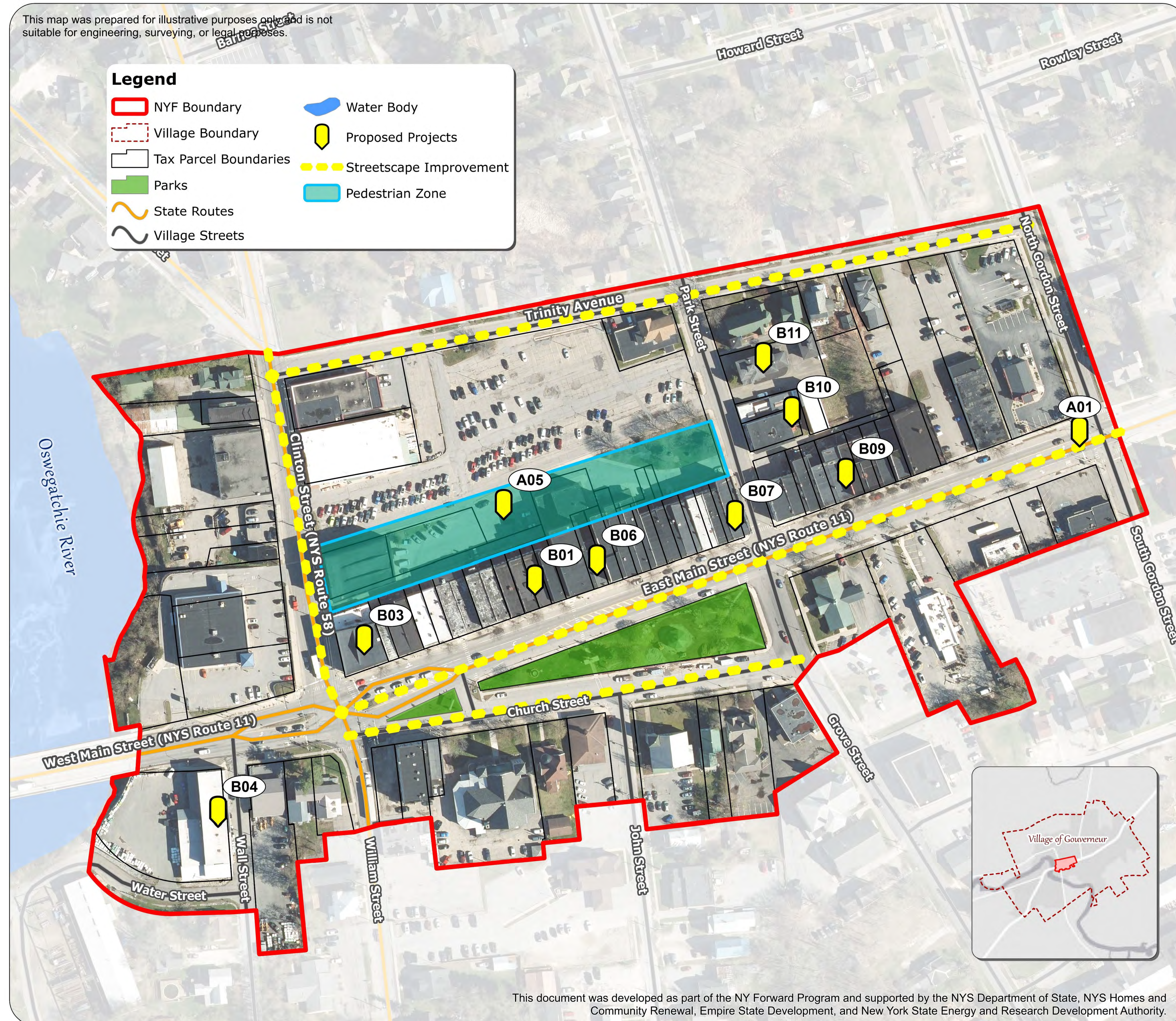
Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors.

INELIGIBLE PROJECT TYPES/ACTIVITIES

- **Planning Activities.** All NYF 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.** NYF funds cannot be used for property acquisition.
- **Training and Other Program Expenses.** NYF funds cannot be used to cover continuous costs, such as training costs and expenses related to existing programs.
- **Expenses related to Existing Programs.** NYF funds cannot supplement existing programs or replace existing resources.

The LPC has reviewed all proposed projects submissions using the NY Forward Program criteria and goals for downtown Gouverneur. Based on this evaluation, the projects listed below have been identified as recommendations to New York State for funding consideration. Final funding decisions will be made by New York State.

- A01 – Streetscape Walkability Improvements
- A05 – Pedestrian Plaza
- B01 – Redevelopment of 43 & 47 Main Street
- B02 – W Main Street Apartment Renovation
- B03 – Energy-efficient Jumbo's Diner
- B04 – Small Town Supply Resiliency Hub
- B06 – Modernization of 55 E Main Street
- B07 – 91 E Main Street Commercial Space
- B09 - Office Renovation at 107 E Main Street
- B10 – Adaptive Reuse of 10-20 Park Street
- B11 – Adaptive Reuse of 22 Park Street
- C01 – Small Project Fund



A01 Streetscape Walkability Improvements

Municipal Project



TOTAL PROJECT COST

\$2,358,000

TOTAL PROJECT COST

\$2,358,000

SPONSOR MATCH

Not Required

Description:

This Streetscape Improvements project will enhance pedestrian connectivity, safety, and accessibility throughout the downtown core of Gouverneur. The project includes the construction of new sidewalks and clearly marked crosswalks; installation of pedestrian-scale lighting to improve visibility and safety; planting of street trees; and placement of new street furniture, including benches, bike racks, and trash receptacles. The project also includes the installation of wayfinding signage to guide visitors and highlight downtown amenities.

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

Example:



Place Stickers Here

Q2. This project will improve downtown by...

Leave Comments Here

A05 Pedestrian Plaza

Municipal Project



TOTAL PROJECT COST

\$2,609,000

TOTAL PROJECT COST

\$2,609,000

SPONSOR MATCH

Not Required

Description:

This project proposes transforming the area behind the buildings on E. Main Street to a welcoming pedestrian zone/public space with the purpose of improving connections to businesses and providing opportunities for business expansion.

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

Example:



Place Stickers Here

Q2. This project will improve downtown by...

Leave Comments Here



B01 Redevelopment of 43 & 47 Main Street

Private Project

TOTAL PROJECT COST

\$535,000

TOTAL PROJECT COST

\$386,000

SPONSOR MATCH

28%

Description:

This project involves the redevelopment of 2 combined properties into a mixed-use building featuring 2 ground-floor commercial storefronts and 8 1-bedroom apartments across the 2nd and 3rd floors. Planned work includes the full design and construction of updated front and rear entrances, complete replacement of all interior flooring, wall finishes, plumbing, electrical systems, and HVAC. The project will also include the installation of new, energy-efficient windows on both the front and rear façades to improve building performance and enhance the appearance of the downtown streetscape.

LPC Member Recusal: Clark Porter

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

Example:



Place Stickers Here

Q2. This project will improve downtown by...

Leave Comments Here

B02 W Main Street Apartment Renovation

Private Project



LPC Member Recusal: Clark Porter

TOTAL PROJECT COST

\$189,000

TOTAL PROJECT COST

\$142,000

SPONSOR MATCH

25%

Description:

This project will create 3 new apartments in downtown – 1 at 3 W Main St. and 3 at 5 W Main St. Ongoing renovations at 3 W Main St. have already created 3 apartments currently with tenants and the proposed project will complete the renovations. 5 W Main St. is currently inhabitable and requires full replacement of plumbing, electrical, and heating systems. The project also includes upgrades to on-site parking and pedestrian access, and landscaping to better connect the property with surrounding downtown infrastructure.

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

Example:



Place Stickers Here

Q2. This project will improve downtown by...

Leave Comments Here



B03 Energy-Efficient Jumbo's Diner

Private Project

TOTAL PROJECT COST

\$344,000

TOTAL PROJECT COST

\$258,000

SPONSOR MATCH

25%

Description:

The proposed project will build upon prior improvements to create a mixed-use building that houses Jumbo's Diner and 4 apartments. The project includes replacement and upgrades to the 3,000 sf building's façade including new windows, entrance ramps and weather-protected entrance. It also proposes upgrades to the building's electrical, gas, and HVAC systems which would benefit the restaurant operation.

LPC Member Recusal: Clark Porter

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

Example:



Place Stickers Here

Q2. This project will improve downtown by...

Leave Comments Here



B04 Small Town Supply Resiliency Hub

Private Project

TOTAL PROJECT COST

\$386,000

TOTAL PROJECT COST

\$289,000

SPONSOR MATCH

25%

Description:

The purpose of this project is to improve Small Town Supply to be able to provide power and distribute supplies during emergencies. Planned improvements include the installation of emergency power systems (such as solar with battery backup or generators), enhanced interior and exterior lighting, and secure storage for emergency supplies. The project will also improve accessibility and safety through the construction of ADA-compliant entrances, clearly marked emergency access points, and expanded covered areas for outdoor staging and supply distribution.

LPC Member Recusal: Clark Porter

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

Example:



Place Stickers Here

Q2. This project will improve downtown by...

Leave Comments Here



B06 Modernization of 55 East Main Street

Private Project

TOTAL PROJECT COST
\$241,000

TOTAL PROJECT COST
\$173,000

SPONSOR MATCH
28%

Description:

This project aims to modernize 1,600 sf of mixed-use space downtown with energy-efficiency and accessibility improvements. Planned improvements include interior and exterior upgrades to the 1st floor, such as new windows, brick repairs, energy efficient lighting and HVAC, and replacement of sidewalk. 2nd floor improvements include a new HVAC system to allow for new commercial or residential space. The project also includes security cameras and a new gate for the courtyard.

LPC Member Recusal: David Spillman

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

Example:

Place Stickers Here

Q2. This project will improve downtown by...

Leave Comments Here

B07 91 East Main Street Commercial Space

Private Project



TOTAL PROJECT COST
\$100,000

TOTAL PROJECT COST
\$75,000

SPONSOR MATCH
25%

Description:

The proposed project will improve 2,500 sf of unfished space into 2 new commercial businesses. Planned construction includes the demolition and replacement of approximately 100 linear feet of deteriorated sidewalk, replacement of 21 windows, installation of new furnaces, completion of electrical and plumbing systems, insulation, ceilings, new flooring, and repair of stairs leading to upper-floor apartments. Exterior upgrades will include masonry repairs. The renovated commercial space is intended to house two separate businesses—massage therapy and a potential barbershop or barber school.

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

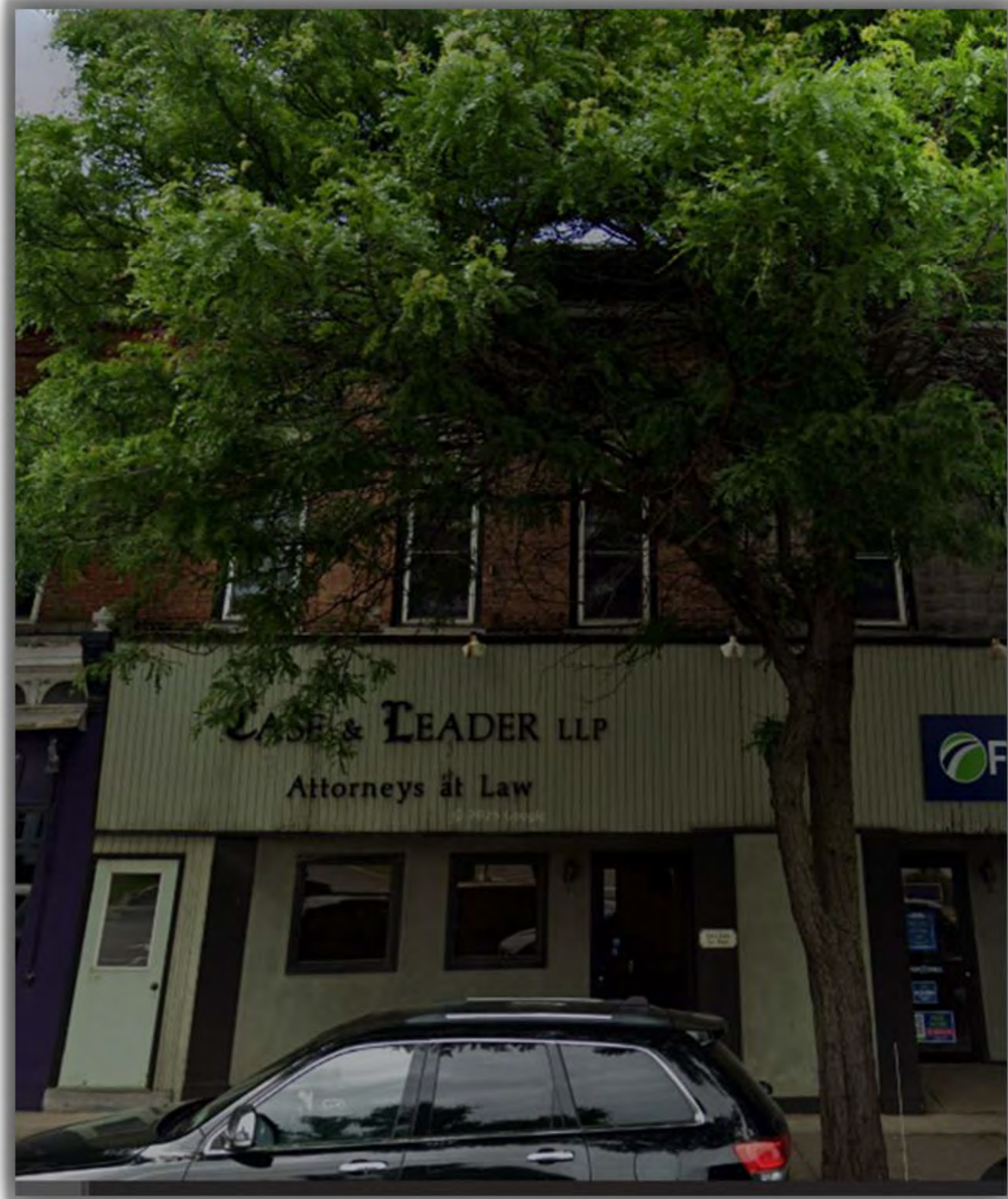
Example:



Place Stickers Here

Q2. This project will improve downtown by...

Leave Comments Here



B09 Office Renovation at 107 East Main Street

Private Project

TOTAL PROJECT COST	TOTAL PROJECT COST	SPONSOR MATCH
\$171,000	\$128,000	25%

Description:

This project will renovate the 3,800 sf building that currently houses Case & Leader Law Office, Freeway Insurance, and TLC Realty. Planned improvements include full façade restoration, renovation of the 2nd floor to create additional office space or a residential apartment, and replacement of the deteriorated rear concrete deck to ensure safe and functional access for all 3 businesses.

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

Example:



Place Stickers Here

Q2. This project will improve downtown by...

Leave Comments Here

B10 Adaptive Reuse of 10-20 Park Street

Private Project



LPC Member Recusal: Ronald McDougall

TOTAL PROJECT COST	TOTAL PROJECT COST	SPONSOR MATCH
\$200,000	\$150,000	25%

Description:

The proposed project involves the phased renovation and adaptive reuse of multiple connected properties to create 6,400 sf of refreshed commercial, office, residential, and storage space in downtown. 3 ground-floor retail units will be improved with new bathrooms, lighting, flooring, and finish work. The long-vacant 2nd-floor offices will be reused as loft-style residential/ office units with new bathrooms, HVAC, electrical, and wall/ceiling repairs. A connected, former machine shop, will be renovated into a storage structure including electrical, lighting, window, roof, and siding repairs. A new sidewalk will also be installed.

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

Example:



Place Stickers Here

Q2. This project will improve downtown by...

Leave Comments Here

BII Adaptive Reuse of 22 Park Street

Private Project



TOTAL PROJECT COST
\$105,000

TOTAL PROJECT COST
\$79,000

SPONSOR MATCH
25%

Description:

Involves the adaptive reuse of a 4,000 sf 1880s residential building, previously used as a doctor's office, to restore its function as a professional building. The scope includes planning, designing, and constructing interior modifications such as installing 3 walls and doors, removing an apartment staircase, refreshing the front portions of the 1st and 2nd floors, and completing phone, data, and cable installations. Exterior work includes repainting both the main and carriage houses, replacing the sidewalk, installing a new floor in the carriage house, and improving the wrap-around driveway, parking area, and undeveloped back lot.

LPC Member Recusal: Ronald McDougall

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

Example:



Place Stickers Here

Q2. This project will improve downtown by...

Leave Comments Here

C01 Small Project Fund

Public Project



TOTAL PROJECT COST

\$390,000

TOTAL PROJECT COST

\$300,000

SPONSOR MATCH

25%

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, business 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 Gouverneur.

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

Example:



Place Stickers Here

Q2. This project will improve downtown by...

Leave Comments Here

THINKING ABOUT PUBLIC SPACES

Imagine downtown as a place where people can walk, gather, shop, & celebrate community...

A01 Streetscape Walkability Improvements

Before



After



What would make you spend more time downtown?

Leave Comments Here

How could this space be made to feel more welcoming for all ages?

Leave Comments Here

How would you like to enjoy this space?

Leave Comments Here

THINKING ABOUT PUBLIC SPACES

Imagine downtown as a place where people can walk, gather, shop, & celebrate community...

A05 Pedestrian Plaza



Another perspective...



What would make you spend more time downtown?

Leave Comments Here

How could this space be made to feel more welcoming for all ages?

Leave Comments Here

How would you like to enjoy this space?

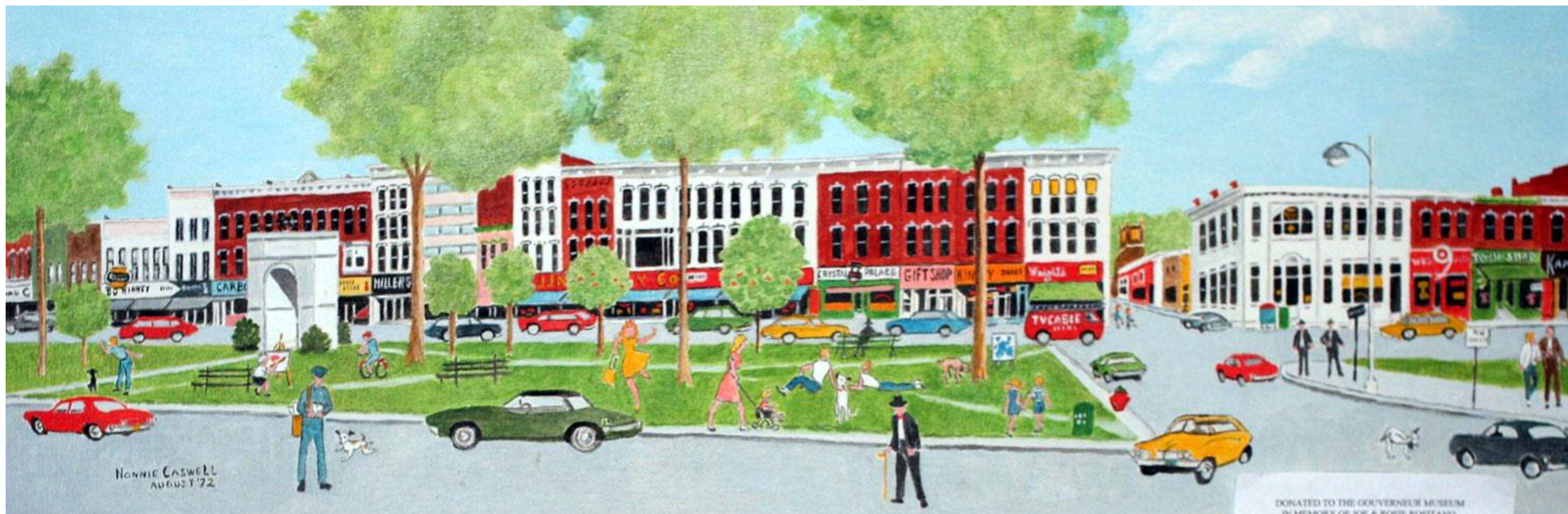
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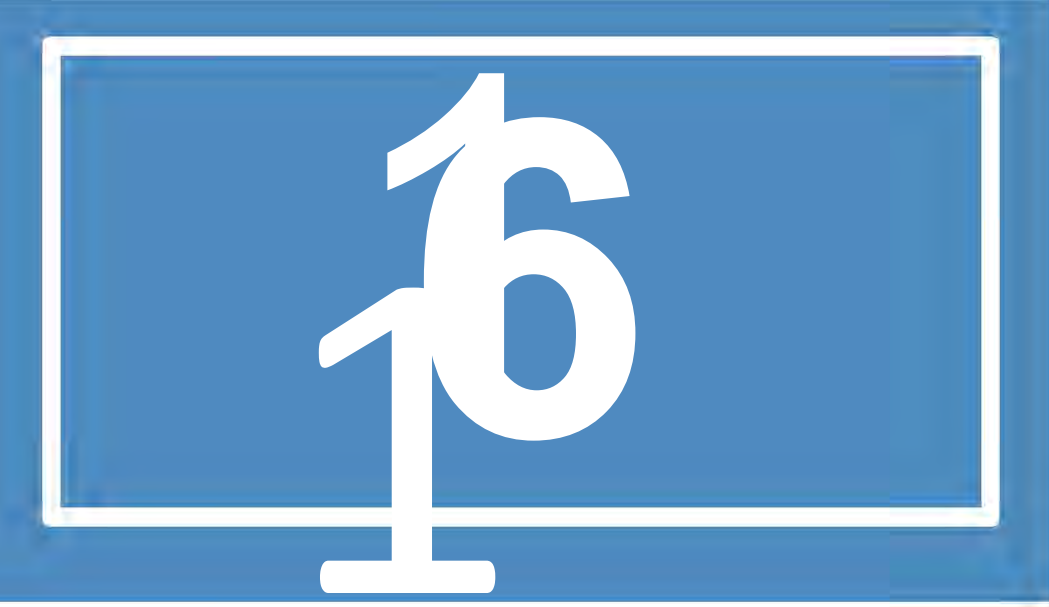
THINKING ABOUT PUBLIC SPACES

Imagine downtown as a place where people can walk, gather, shop, & celebrate community...

On the map:

Write or draw features you'd like to see on the street or in the proposed pedestrian zone.

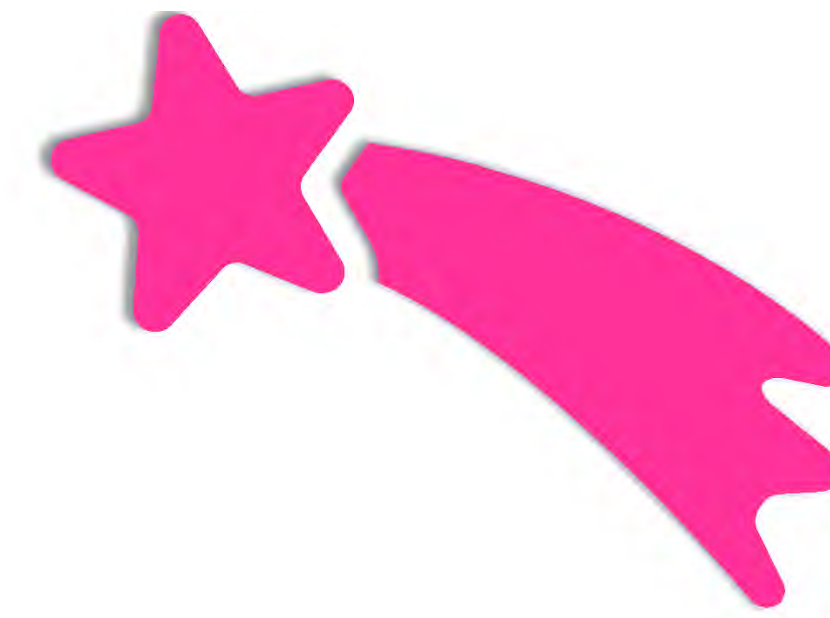




OTHER THOUGHTS AND IDEAS

Share any additional thoughts and ideas you have for Downtown here!

Leave Comments Here



KIDS TABLE