



LOCAL PLANNING COMMITTEE (LPC)

MEETING #2 | JUNE 17, 2025



NY Forward



Agenda

- ✓ Welcome & Code of Conduct Reminder
- ✓ Project Schedule Update
- ✓ Community Engagement Update
- ✓ Downtown Profile Highlights
- ✓ Visioning & Goals Discussion
- ✓ Call for Projects Overview
- ✓ Next Steps
- ✓ Public Comment





Welcome & Code of Conduct





NY Forward Preamble

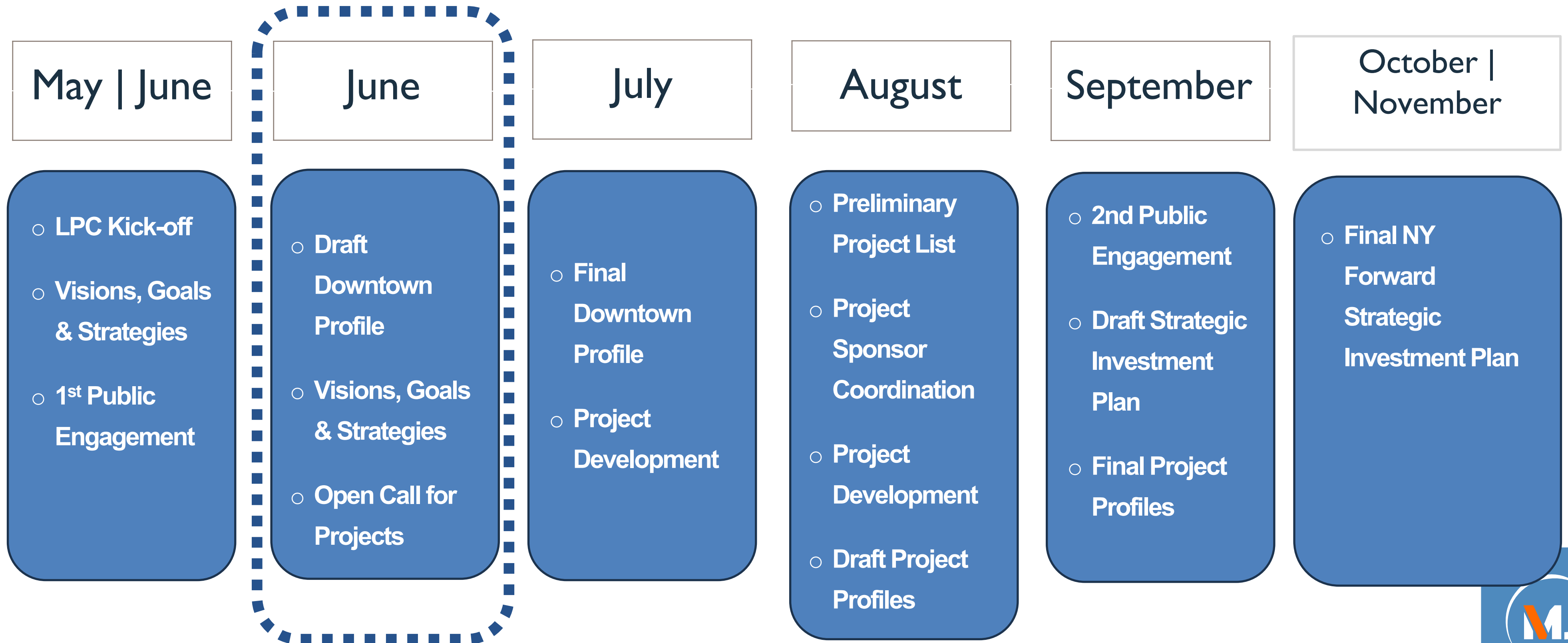
Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting. If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please 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.

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.



Project Schedule





Community Engagement

June 16 – 17

- Public Open House
- Stakeholder Meetings
- Open Call for Project Intro | Q&A
- Door-to-Door Business Survey

Community Survey

» May 21st – June 11th

» 280+ Responses

- NY Forward Website

» 900+ visits

» www.GouverneurNYForward.com

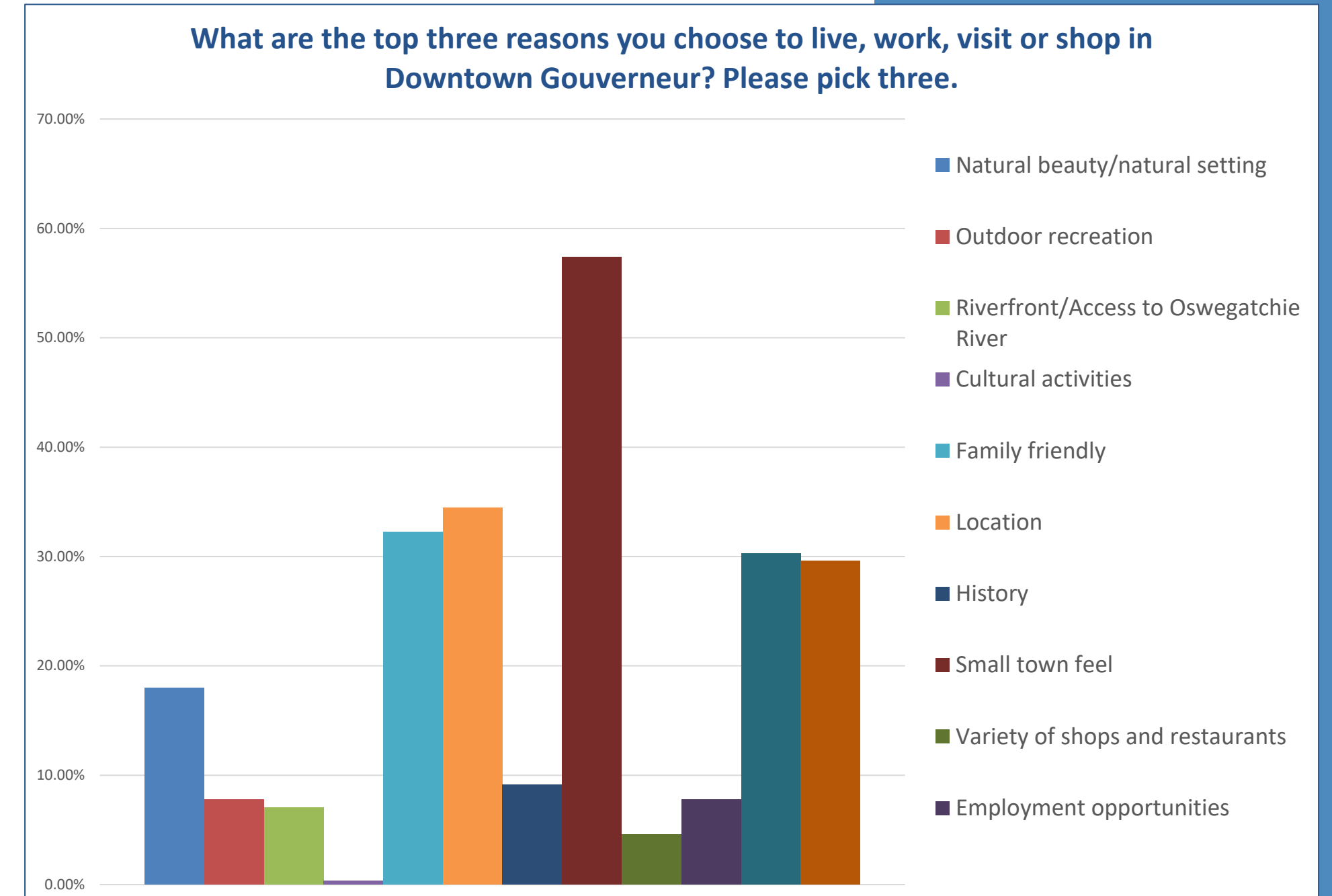




Key Takeaways

Community Survey Highlights

- 286 responses
- 90% of respondents are full-time residents of the Village
- 71% own property in the Village
- 72% shop in the Village
- Largest respondent age cohort was 40-64 (54%)





Key Takeaways

Community Survey Highlights

Opportunities

- Walkable downtown
- Quaint, historic, small-town feel
- Affordable housing
- Central location

Focus for the LPC:

- Focus on amenities and activities for families and teens
- Attract new businesses and support existing ones
- Improve walkability, parking, and overall safety



Key Takeaways

Open House

- A dozen attendees
- Street trees – sidewalk repair
- Expanding lighting across downtown
- Want to see a coffee shop
- Municipal parking lot repairs
- Modify park – move Lifesaver statue, expand useable space
- Improve public safety
- Activities for all generations



Key Takeaways

Stakeholder Meetings

- Bring more people downtown
- Improve pedestrian connectivity and pathways
- Façade improvement and housing repair across downtown
- Desire for public art
- Increased foot traffic
- Support for existing and new business
- Commercial rent assistance (i.e. Potsdam)



Key Takeaways

Door-to-Door Business Survey





Downtown Profile Highlights



Photo: Amy Cook





Downtown Profile Overview

“The Downtown Profile and Assessment tells a clear and concise story of the NY Forward community – where it is today, how it got there, and where it is going – and provides the logical basis for project recommendations.”





Downtown Profile Overview

Required Components in Strategic Investment Plan

- Description of the study area
- Demographic snapshot
- Regional and historic context
- Related recent plans and investments
- Physical setting
- Economic context
- Housing assessment
- Key observations



Downtown Profile Overview

GOUVERNEUR AT A GLANCE

The median age of residents in the Village of Gouverneur is **higher** than the median age of **St. Lawrence County**. Nearly **20%** of Gouverneur's population is **18 or younger**. Nearly **50%** of residents in Gouverneur are homeowners. The population of the Village of Gouverneur has **decreased** since the year 2000.

3,585

Residents

40.5

Median Age

49%

Homeowners



Downtown Profile Overview

Population & Age

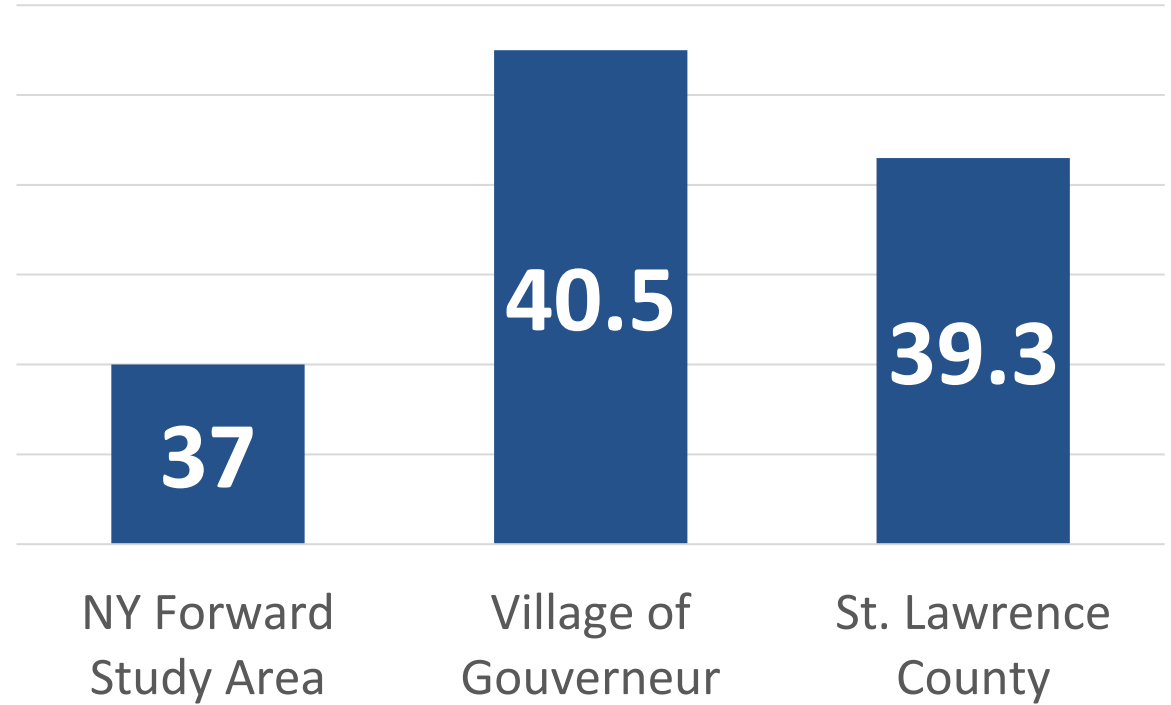


POPULATION CHANGE

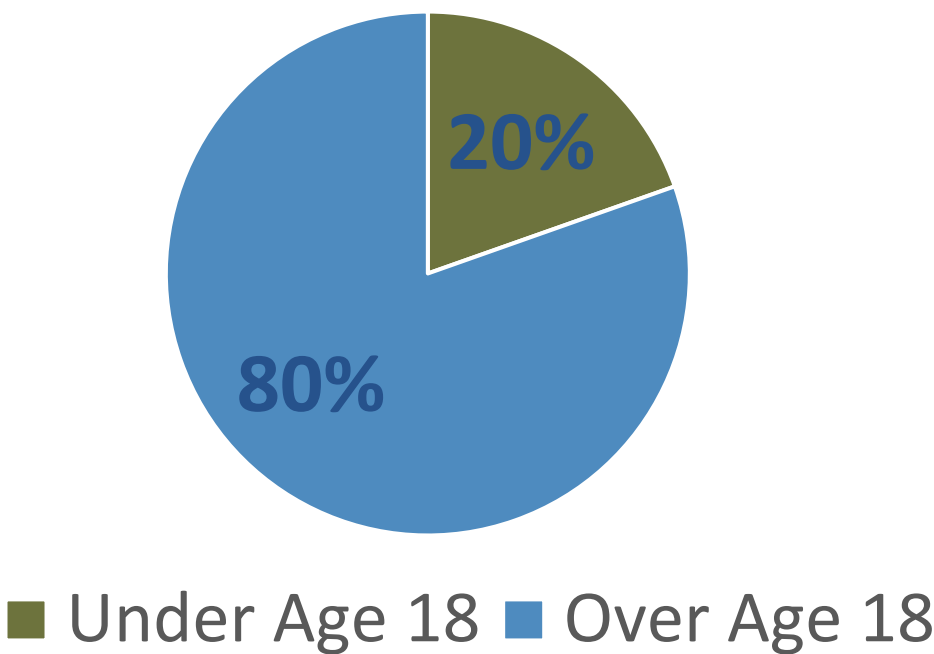
	NY Forward Study Area	Village of Gouverneur	St. Lawrence County
2024	61	3,585	106,370
2010	46	3,949	111,944
2000	NA	4,263	111,931
1990	NA	4,604	111,974



MEDIAN AGE



AGE COMPOSITION



Data Source: ESRI Business Analyst
(2024 American Community Survey Estimate)





Downtown Profile Overview

Housing & Income



HOUSING TENURE

	NY Forward Study Area	Village of Gouverneur	St. Lawrence County
Occupied Housing Units	26	1,727	41,399
Homeownership Rate	44.7%	49.2%	57.0%



INCOME

Median Household Income (in 2023 dollars)

NY Forward Study Area	\$50,000
Village of Gouverneur	\$50,138
St. Lawrence County	\$62,170

Data Source: ESRI Business Analyst
(2024 American Community Survey Estimate)





Downtown Profile Overview

Education

 EDUCATION

% with Bachelor’s Degree or Higher (Ages 25 years +)

NY Forward Study Area	19.5%
Village of Gouverneur	20.0%
St. Lawrence County	24.8%



Data Source: ESRI Business Analyst
(2024 American Community Survey Estimate)





Downtown Profile Overview

Employment

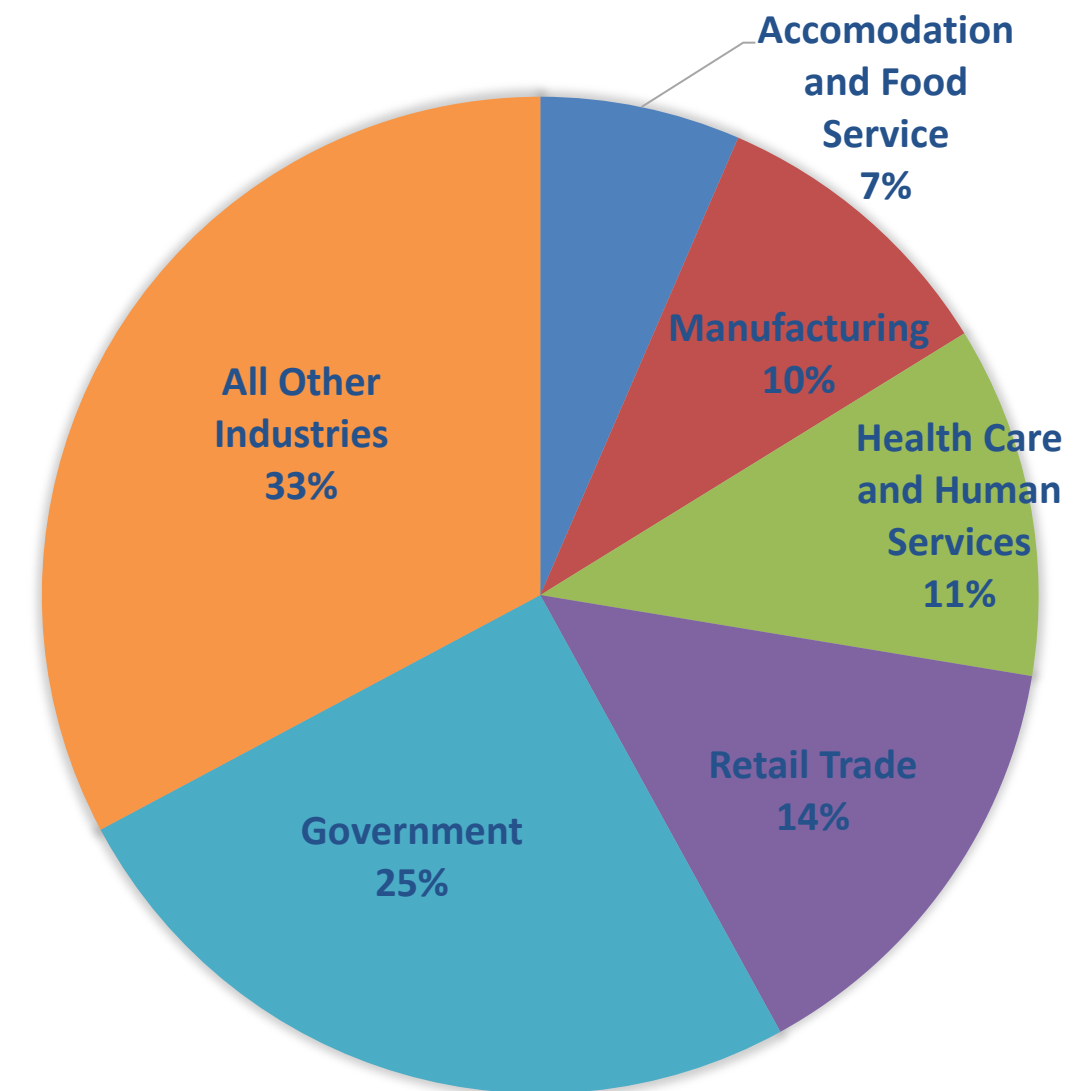


MAJOR EMPLOYERS WITHIN OR CLOSE TO THE NY FORWARD PROJECT AREA

- BiOrigin Specialty Products
- Cives Steel Northern Division
- Gouverneur Central School District
- Gouverneur Correctional Facility
- Gouverneur Hospital
- Kinney Drugs Corporate Office



VILLAGE OF GOUVERNEUR EMPLOYMENT



NYF Project Area



GOUVERNEUR
NY Forward

Project Area
May 2025

Legend

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

NEW YORK STATE | **NY Forward**

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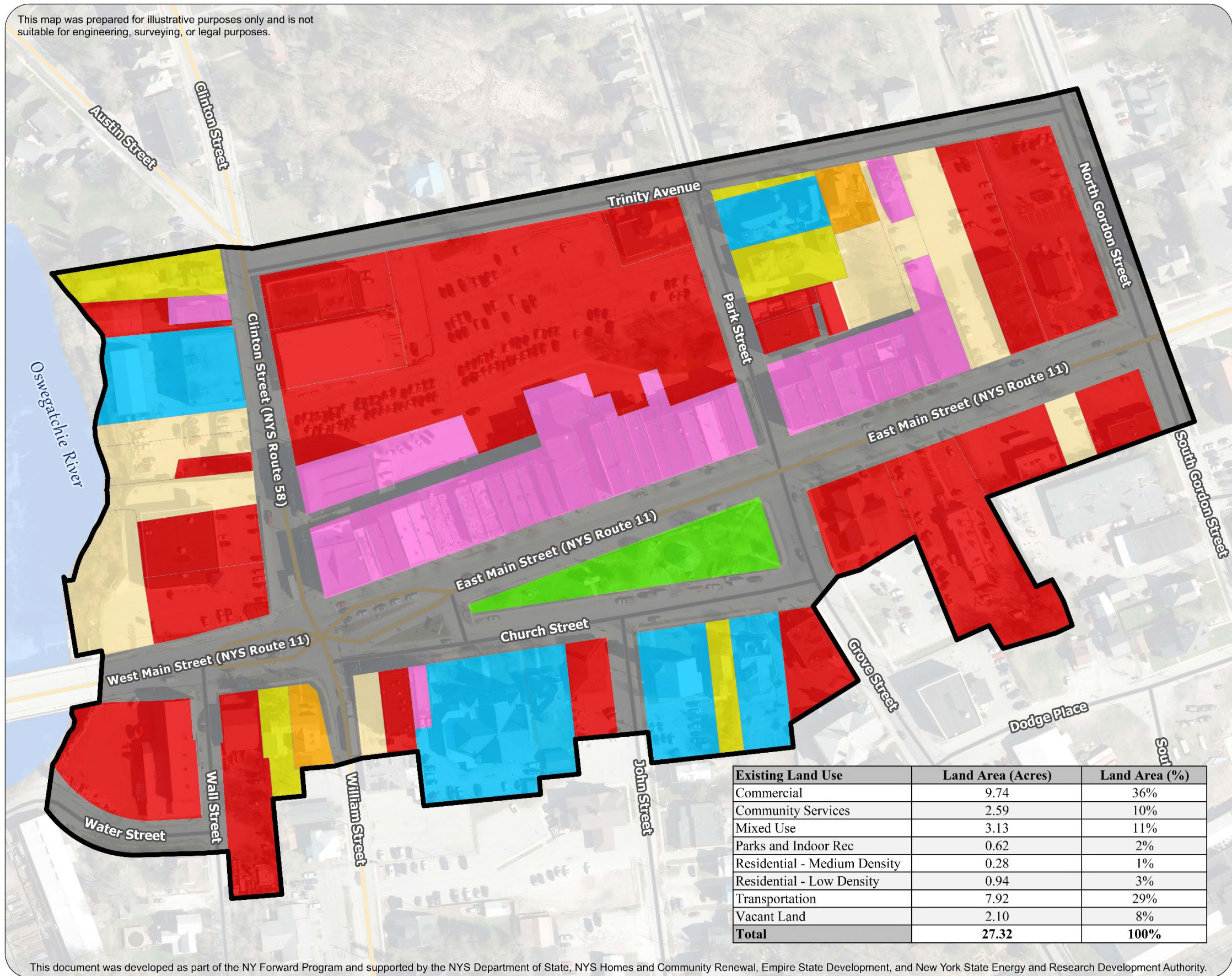
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Sources: Village of Gouverneur, St Lawrence County, USGS, NYS ITS, Esri

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

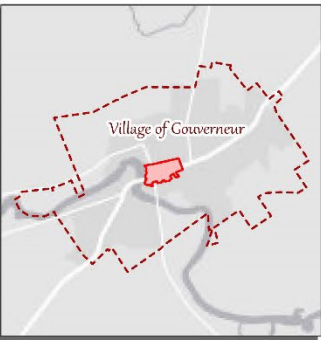
- The Gouverneur NY Forward boundary is centered along East and West Main Streets, between North Gordon Street and the Oswegatchie River. This is the key downtown business corridor.
- The area outlined in red is the proposed boundary or study area for Gouverneur included in the community application.

Existing Land Use



GOUVERNEUR
NY Forward
Land Use
May 2025

- Legend**
- NYF Boundary
 - Village Boundary
 - State Routes
 - Village Streets
 - Water Body
- Land Use Type**
- Commercial
 - Community Services
 - Mixed Use
 - Parks and Recreation
 - Residential - Medium Density
 - Residential - Low Density
 - Transportation
 - Vacant Land

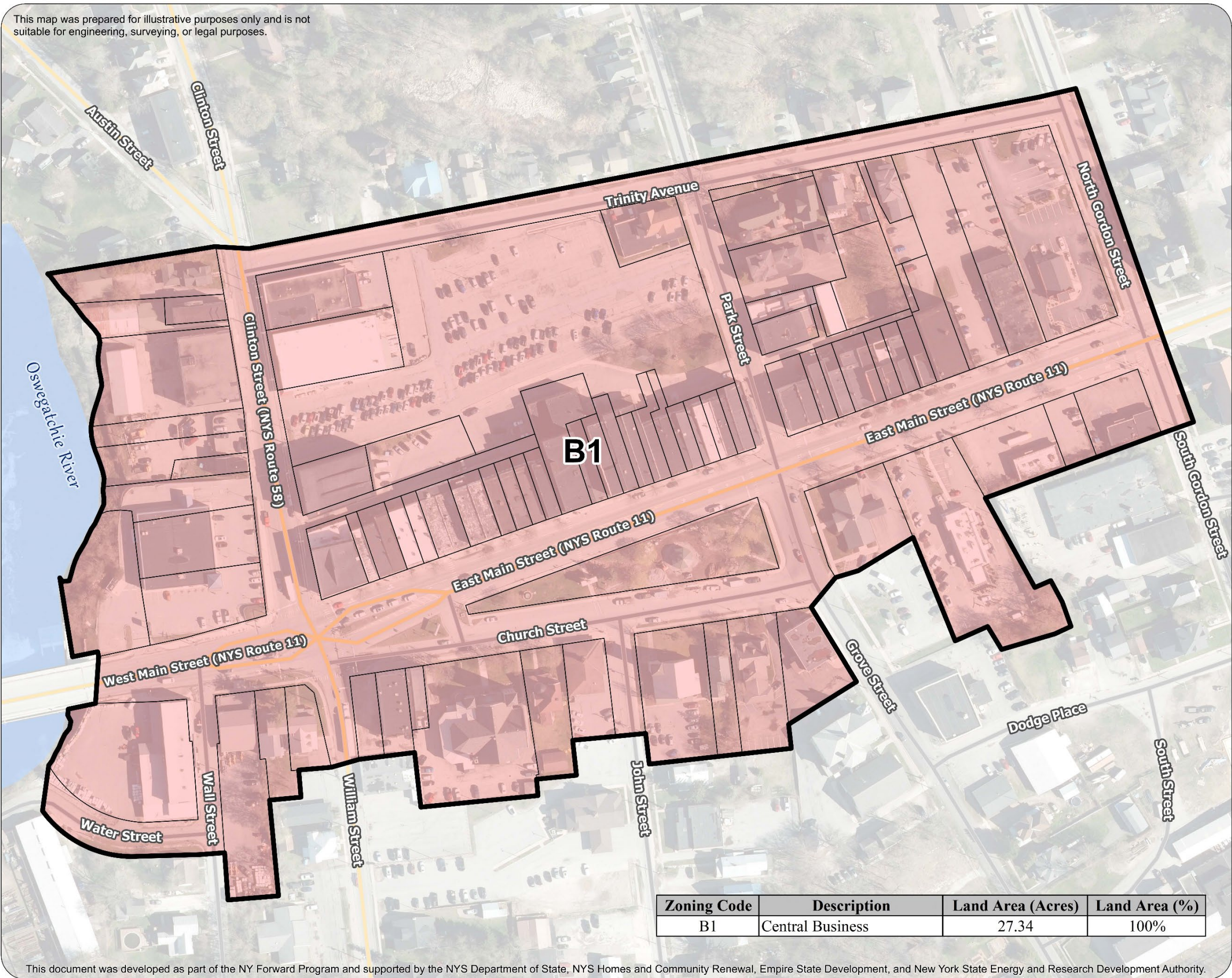


Sources:
Village of Gouverneur,
St Lawrence County,
USGS, NYS ITS, Esri

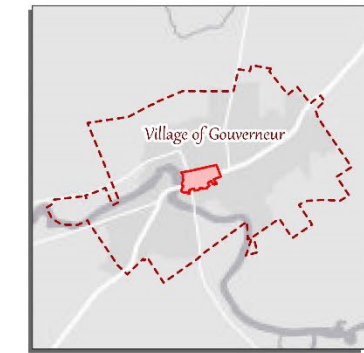
Engineering
Architecture
Landscaping
and Land Surveying, P.C.

- Commercial Land Uses account for over a third of the total land area within the NY Forward boundary. Parking lots and areas are designated as “commercial” in the land use data and appear to be a large part of the Commercial Land Uses.
- Other land uses include Transportation (29%), Mixed Use (11%), Community Services (10%), Vacant Land (8%), Residential (4%), and Parks (2%)

Zoning Districts



GOUVERNEUR
NY Forward
Zoning
May 2025



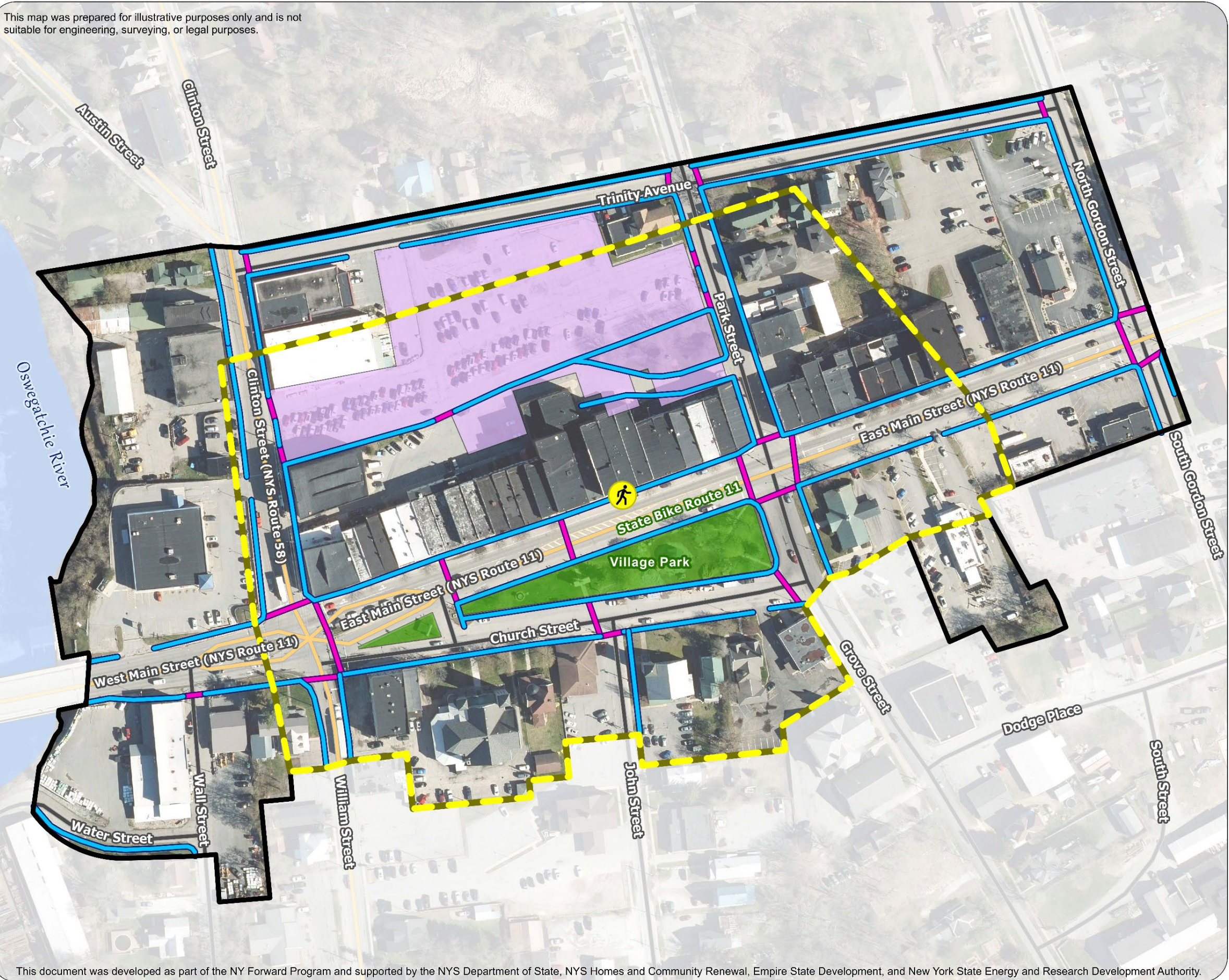
Sources:
Village of Gouverneur,
St Lawrence County,
USGS, NYS ITS, Esri

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

- The NY Forward Area falls entirely within the Central Business (B1) District.
- The Village’s Zoning Code sets rules to govern how land in parts of the community can be used.
- The Central Business District (B-1) is intended to support downtown businesses by allowing bigger buildings and more use of land, while controlling types of stores or land uses that are not compatible with a typical Village.

Transportation

This map was prepared for illustrative purposes only and is not suitable for engineering, surveying, or legal purposes.



This document was developed as part of the NY Forward Program and supported by the NYS Department of State, NYS Homes and Community Renewal, Empire State Development, and New York State Energy and Research Development Authority.

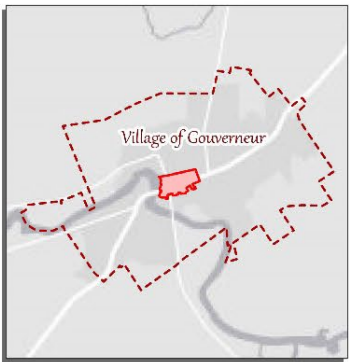
GOUVERNEUR NY Forward

Transportation

May 2025

Legend

- NYF Boundary
- Village Boundary
- State Routes
- Village Streets
- Water Body
- Walk Time Starting Point
- 1 Minute Walk Time
- Sidewalk
- Crosswalk
- Parks
- Public Parking



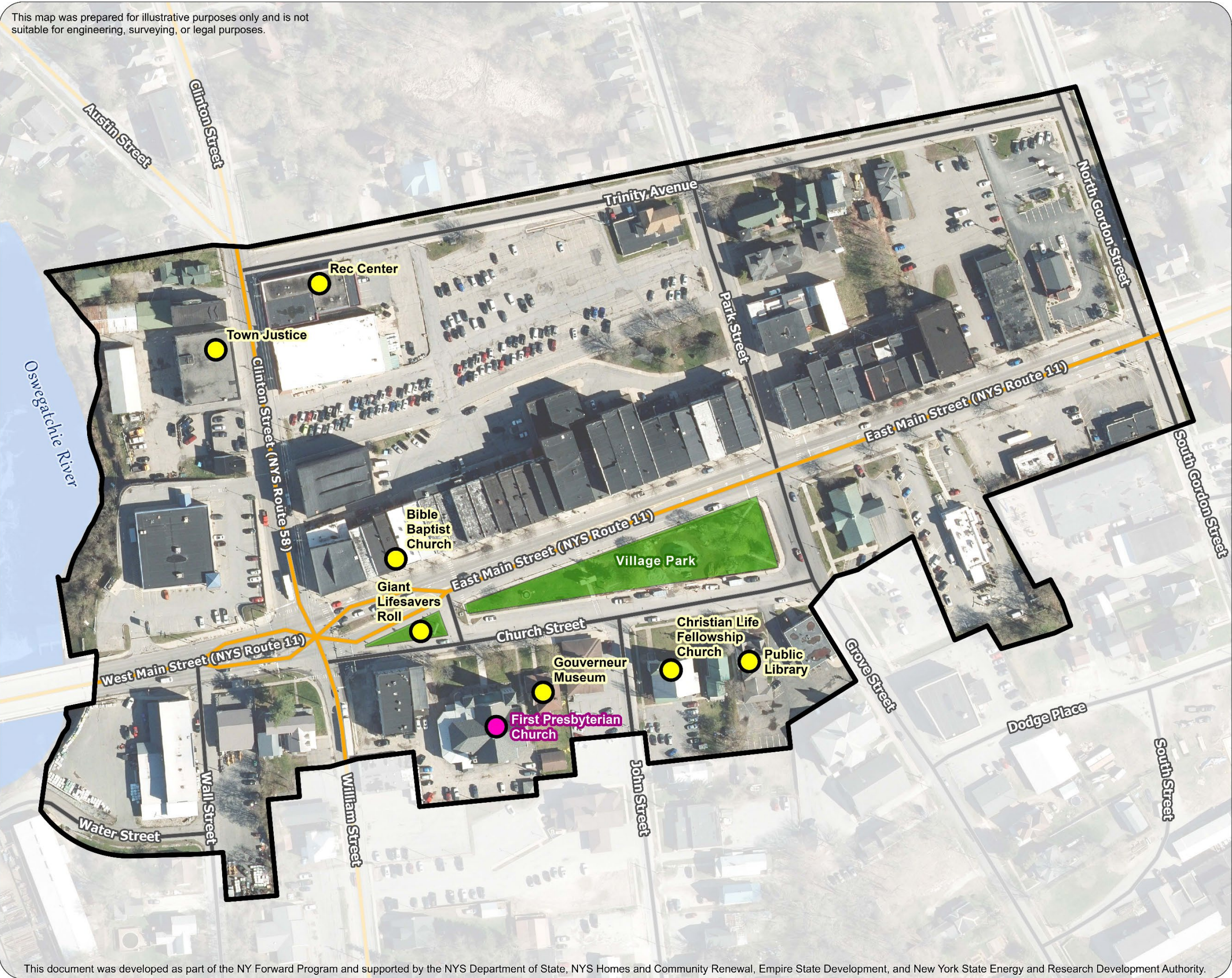
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Feet

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



- The NY Forward Project Area is very walkable!
- A significant portion of the downtown is currently dedicated to public parking.
- East Main and Clinton Streets are State Routes.

Historic, Cultural & Public Spaces

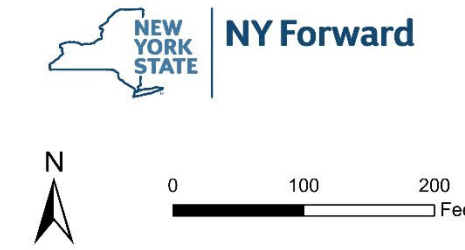
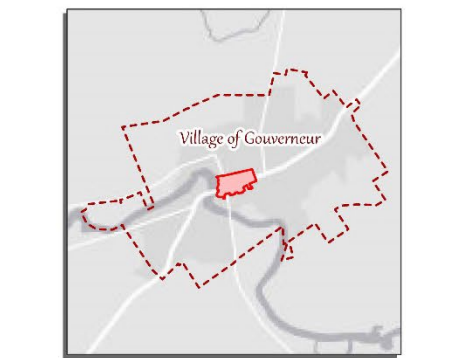


GOVERNEUR NY Forward

Historic, Cultural
and Public Places

May 2025

- Legend**
- NYF Boundary
 - Village Boundary
 - State Routes
 - Village Streets
 - Water Body
 - Parks
- Points of Interest**
- Historic Places (NRIS)
 - Cultural Places



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

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





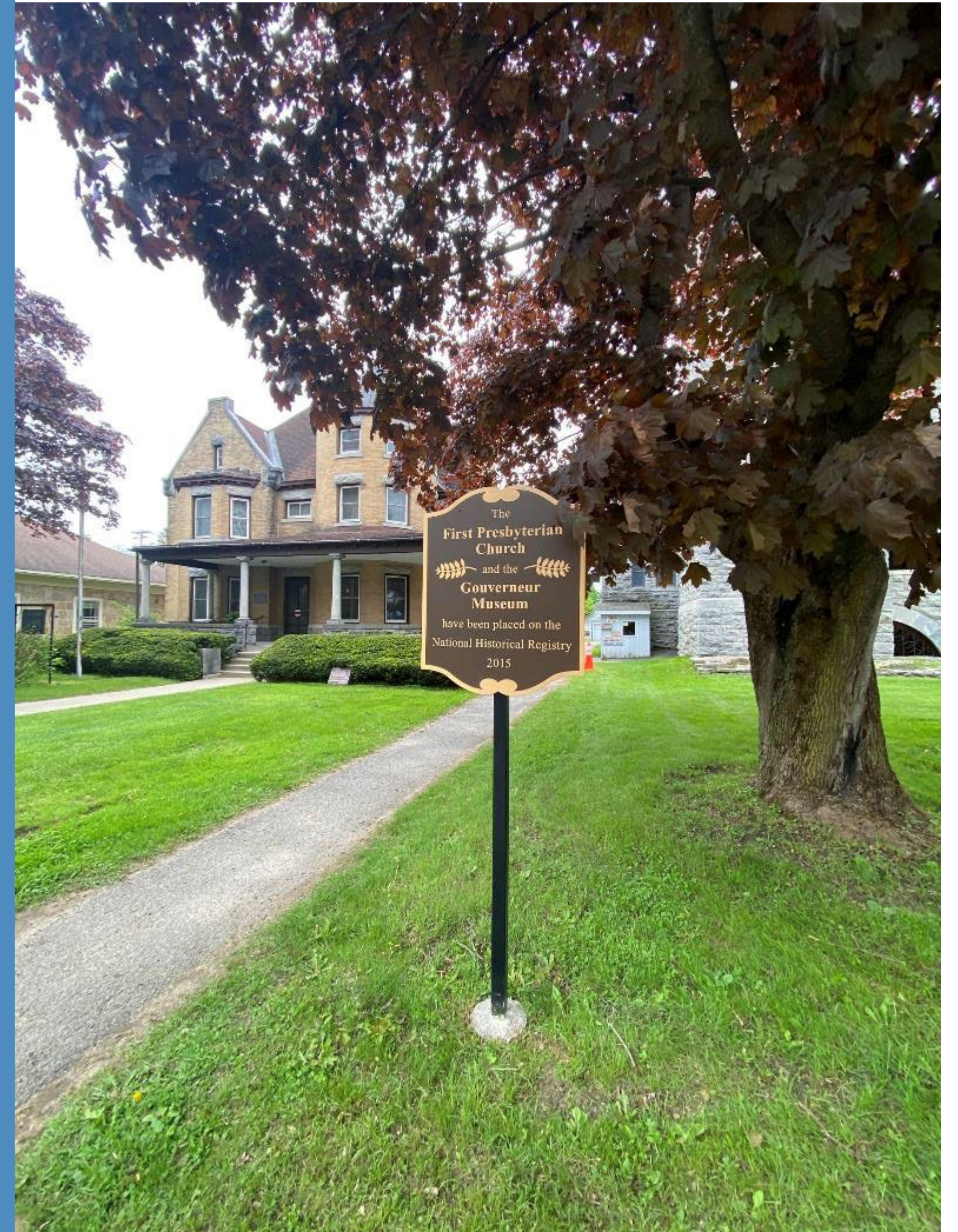
Vision & Goals Discussion





Original Vision

“Gouverneur will capitalize on its historical charm, its vibrant and expanding downtown business community, its safe, friendly, and walkable environment, and its proximity to major regional employers to enhance quality of life, strengthen resilience, and increase economic opportunities for both current and future residents. Nestled along the Oswegatchie River, the village aims to attract visitors to experience its rich recreational, cultural, and retail assets, positioning the village as a regional destination.”





Vision & Goals Discussion

What goals are important to achieve the Vision for downtown Gouverneur?

GOALS should be:

- Realistic;
- Clear and well-defined; and
- Aligned with and supportive of the community's vision.





Vision & Goals Discussion

STRATEGIES should be:

- Actionable statements that are specific with local context;
- Derived from opportunities and challenges;
- Relate to the proposed NY Forward projects;
- Clearly and concisely direct a type of action to help meet a specific goal; and
- Guide the community on how to continue revitalization beyond NY Forward projects.





Vision & Goals Discussion

Challenges in Downtown Gouverneur

- Empty or underutilized storefronts
- Lack of variety of shopping and dining options
- Sidewalk and public parking lot conditions limit accessibility and safety
- Few activities for families and teens downtown
- Difficult for visitors to navigate (signage and wayfinding needed)



Vision & Goals Discussion

Opportunities in Downtown Gouverneur

- Historic character and cultural assets (i.e. museum)
- Gouverneur Village Park
- Recently updated building facades
- Downtown amenities and assets can be activated for activities and programs for families and teens
- Compact and walkable, but needs accessibility upgrades
- Location – proximity to jobs and destinations



Draft Goals & Strategies

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.

STRATEGIES:

- Explore potential programs that can help attract new business opportunities to the downtown.
- attract new business opportunities to the downtown to enhance and expand offerings to the resident and visitors.
- Support the renovation of vacant or underutilized storefronts, especially historically significant buildings.
- Encourage upper-floor residential conversions and renovations that bring more people downtown to live, shop, and work.
- Create a more visually cohesive and appealing downtown that reinforces Gouverneur's identity, attracts visitors to downtown for shopping, dining, and events.





Draft Goals & Strategies

GOAL 2: ENHANCE QUALITY OF LIFE & COMMUNITY RESILIENCY

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

STRATEGIES:

- Invest in the visual appeal of downtown streetscapes and public spaces.
- Support and maintain existing storefronts as well as public spaces
- Create family-friendly activities and amenities that encourage families to spend time downtown.
- Partner with local schools and the library to engage teens in creating safe, welcoming spaces and activities that reflect their interests and foster sense of pride and ownership in their community.
- Promote a mix of housings types to serve a range of residents, with a focus on workforce housing.
- Market the benefits of living downtown, like walkability, proximity to businesses and jobs, parks, and community events, to attract new residents and investment.





Draft Goals & Strategies

GOAL 3: BECOME A REGIONAL DESTINATION

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

STRATEGIES:

- Activate downtown and its public spaces with more seasonal events to attract residents and visitors downtown, support downtown businesses, and celebrates downtown as a vibrant center of the community.
- Enhance wayfinding and signage to make downtown easier to navigate and highlight historic and cultural assets.
- Promote downtown businesses and cultural amenities to attract visitors to downtown.



Draft Goals & Strategies

GOAL 4: IMPROVE WALKABILITY AND CONNECTIONS DOWNTOWN

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

STRATEGIES:

- Improve wayfinding and signage to help people navigate to and between downtown destinations and public parking areas.
- Strengthen connections between key destinations.
- Promote accessibility by ensuring improvements to downtown sidewalks, street crossings, and public spaces are designed for all users.
- Activate storefronts and encourage building uses in downtown that engage pedestrians.



Call for Projects Overview





Call for Projects

- Open Call for Projects provides an opportunity for community members, property owners, and business owners to submit projects for consideration.
- All potential projects must complete a NYF submission form with required information through the Open Call, even if submitted in the NYF application
- The Open Call For Projects will run from June 17th through July 31st
- 25% local match for private projects required by the program
» Preferred local match – lets discuss!
- The total project cost must be a minimum of \$75,000 to submit a Project Form.
- Projects <\$75,000 should submit a Small Project Fund Interest Form to demonstrate support for the fund.
- Not all solicited projects will be selected





SCAN QR CODE
FOR MORE
INFORMATION
ON YOUR
MOBILE DEVICE



OPEN CALL FOR PROJECTS NOW LIVE!

Transform downtown Gouverneur with NY Forward!

To learn more about NY Forward, project eligibility requirements and to access an official Call for Projects Application form, visit www.GouverneurNYForward.com or scan the QR code above.

ACCEPTING PROJECT PROPOSALS UNTIL
JULY 31, 2025 AT 4:00PM





Consultant Office Hours

Virtual office hours (conducted via Zoom) are available for project sponsors to discuss application details with members of the consultant team.

Office Hours Dates and Times:

- ✓ Tuesday, June 17, 9:30 – 11:00 am
- Anticipate 2 more virtual sessions (noon and evening) in mid-July



Application Forms

HOW TO SUBMIT YOUR PROJECT

1. Review the Eligibility Criteria and Project Requirement

on pages 3-4 learn about requirements for projects and to make sure your project is eligible to be considered for NY Forward funding.

2. Review the Local Vision, Goals, and Evaluation Criteria

on pages 6-7 to learn about the vision and goals for the Village of Gouverneur's downtown and how the Local Planning Committee (LPC) and State will evaluate projects.

3. Fill out the Project Proposal Submission Form

on pages 8-9. Address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the Village of Gouverneur's Strategic Investment Plan.

4. Submit your Completed Application

Submit your completed application (and any supplemental materials) either electronically, in-person, or by mail to the Village Clerk, Gouverneur Municipal Building Offices, 33 Clinton Street, Gouverneur, NY 13642 no later than Thursday, July 31st at 4:00 PM.

To submit via email:

Email your completed application and any supplemental materials to: mhema@mjteam.com with the subject: "Gouverneur NY Forward Proposal"

Village of Gouverneur NY Forward Project Form

The Village of Gouverneur has been awarded funds through the [New York State NY Forward program](#) to fund catalytic projects in the downtown to spur revitalization. The Local Planning Committee (LPC) is seeking project proposals from the public for potential projects to be included in the Village of Gouverneur's Strategic Investment Plan. Projects included in the Strategic Investment Plan will be reviewed by New York State and may receive funding from a total allocation of \$4.5 million. Applicants are encouraged to consult the [NY Forward Program Guidebook](#) for details on project eligibility, selection criteria, and application requirements.

Project proposals must be received by:

Thursday, July 31st at 4:00 PM

Small Project Fund Interest Form

Do you own a business or property in the Village of Gouverneur's NY Forward program boundary (below)?

Do you have a building or business in need of smaller-scale improvements such as interior and exterior renovations or permanent equipment acquisition?

The Small Project Fund is a type of NY Forward project that could help fund a range of improvements in a downtown, such as building improvements (e.g., facades, interior fit-out, HVAC, etc.), business assistance (e.g., permanent equipment acquisition), or public art.





Project Evaluation Criteria

State Evaluation Criteria

Alignment with State DRI/NYF Goals.

- Create an active downtown with a strong sense of place.
- Attract new businesses that create a robust mix of shopping, entertainment and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries.
- Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.
- Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.
- Grow the local property tax base.
- Provide amenities that support and enhance downtown living and quality of life.
- Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.

Catalytic Effect. The project is likely to have a significant positive impact on the revitalization of the downtown by attracting other public and private investment at a scale appropriate for the DRI/NYF community.

Project Readiness. The project should be well-developed and poised to proceed in the near-term in a way that will jump start the redevelopment of the DRI/NYF area.

Cost Effectiveness. Investment of DRI/NYF funds in the project would represent an effective and efficient use of public resources.

Co-Benefits. The project will result in secondary benefits to both the community, which will generate additional economic activity and improve quality of life in the neighborhood.

Alignment with Gouverneur's vision and goals will be used to evaluate all submitted projects.

Potential Local Evaluation Criteria:

- Potential to leverage additional private and/or public funds.
- Public support.
- Transformative potential - elements that improve downtown and how it is perceived.
- Availability of alternative funding sources that are more appropriate than the NY Forward award.
- Others?





Sample LPC Evaluation Worksheet

Evaluation Criteria		Evaluation Assessment		
1	Alignment with NYF Vision	Yes___	No___	Need More Info___
2	Alignment with existing local and regional plans	Yes___	No___	Need More Info___
3	Alignment with ongoing activities	Yes___	No___	Need More Info___
4	Transformative potential: <i>Project contains elements that fundamentally change the downtown and how it is perceived</i>	High___	Moderate___	Low___
5	Catalytic potential: <i>The ability to make other things happen</i>	High___	Moderate___	Low___
6	Market demand and economic feasibility	High___	Moderate___	Low___
7	Ability to provide a sustainable <u>impact in the downtown</u> . <i>The longevity of the project & its impact</i>	High___	Moderate___	Low___
8	Estimated project costs: <i>Including cost to public and private sector partners and long-term operating or maintenance cost implications</i>	Discussion Points:		
9	Need for NYF funds to make the project feasible	Yes___	No___	Need More Info___
10	Potential to leverage additional private and/or public funds	High___	Moderate___	Low___
11	Availability of alternative funding sources that are more appropriate than the NYF award	Yes___	No___	Need More Info___
12	Anticipated community and economic benefits	Yes___	No___	Need More Info___
13	Estimated impacts on tax revenue	High___	Moderate___	Low___
14	Estimated job growth and retention	Yes___	No___	NA___

Evaluation Criteria		Evaluation Assessment		
15	Employment and workforce development potential	High___	Moderate___	Low___
16	Level of public support	High___	Moderate___	Low___
17	Project includes housing component(s)	Yes___	No___	Need More Info___
18	Project readiness / Ability to Implement quickly upon award <i>Anticipated timeframe for implementation acceptable for NYF</i>	High___	Moderate___	Low___
19	Site control issues <i>If yes, potential for resolution</i>	Yes___	No___	Need More Info___
20	Any regulatory challenges that may hinder implementation and need to be addressed?	Yes___	No___	Need More Info___
21	Capacity of responsible parties to implement the project or initiative	High___	Moderate___	Low___
22	Will ongoing maintenance or management be needed and can be realistically addressed?	Yes___	No___	Need More Info___
23	Existing local capacity to sustain the implementation of projects and initiatives	High___	Moderate___	Low___
24	Project includes decarbonization component(s)	Yes___	No___	Need More Info___
25	Does the project fall under one of these parameters? - New construction projects $\geq 5,000$ SF - Building addition projects $\geq 5,000$ SF - Substantial renovations $\geq 5,000$ SF & other renovation criteria	Yes___	No___	Need More Info___
26	Project Sponsor Match	Discussion Points: (privately sponsored projects)		

All projects submitted through the Open Call will be presented at LPC #3, then the LPC evaluation will begin.





Next Steps





Next Steps

- Open Call for Projects Available – June 17 at 9:00 AM
- Draft Downtown Profile – July
- Open Call for Projects Closes – July 31 at 4:00 PM
- LPC Meeting #3 – August 6, 12:00 – 2:00 PM
at the Gouverneur Community Center



Public Comment





THANK YOU!



NY Forward

GouverneurNYForward.com

