



LOCAL PLANNING COMMITTEE (LPC)

MEETING #4 | AUGUST 27, 2025



NY Forward





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.



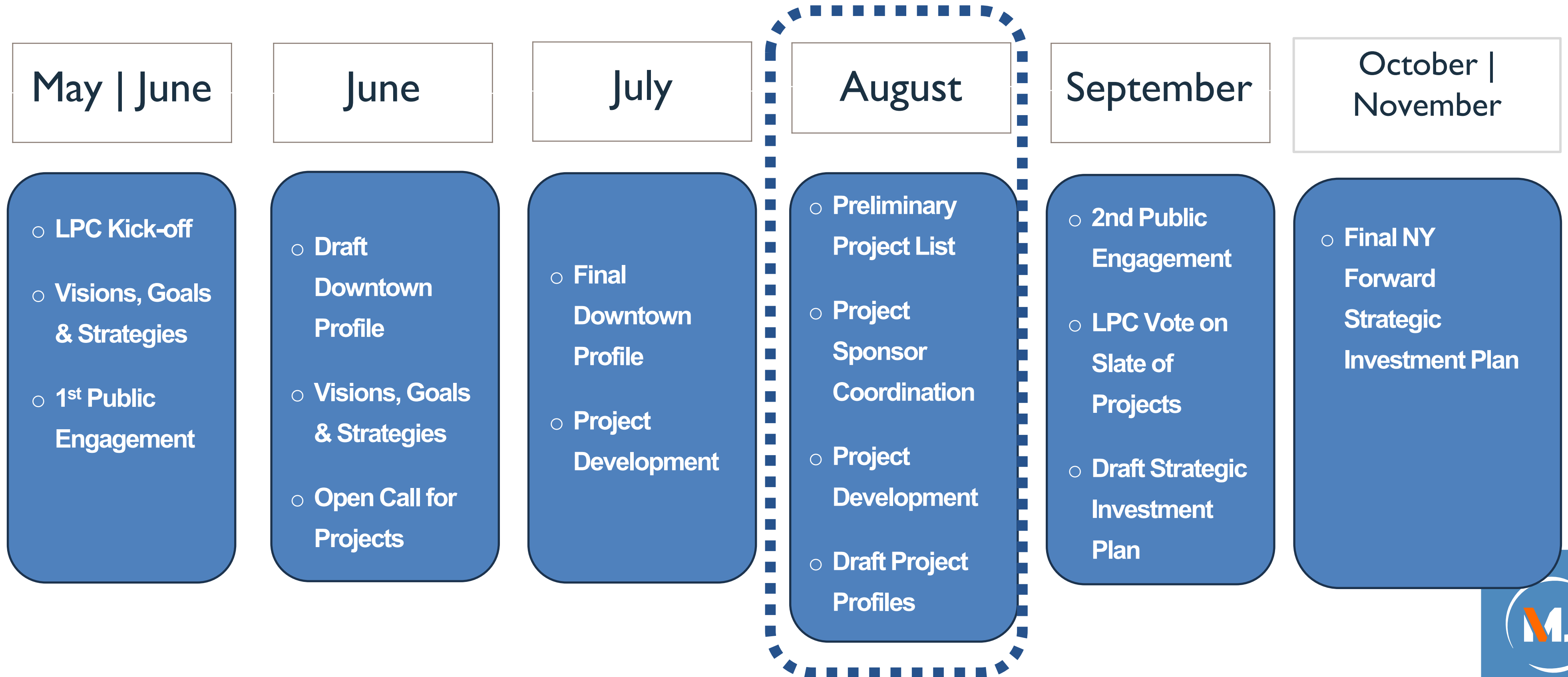
Agenda

- Welcome & Code of Conduct Reminder
- Project Schedule Update
- Refined Projects List Discussion
 - Projects Ready to Advance
 - Projects Needing More Information
 - Projects Not for NY Forward
- Next Steps
 - Public Engagement
 - LPC Meeting #5





Project Schedule





NY Forward Program Goals



Create an active downtown with a strong sense of place.



Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.



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.



Grow the local property tax base.



Provide amenities that support and enhance downtown living and quality of life.



Enhance public spaces for arts and cultural events that serve the existing members but also draw in visitors from around the region.



Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.



What Are Eligible Project Types?



Public Improvement Projects

Streetscape and transportation improvements, recreational trails, wayfinding signage, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects that will contribute to the revitalization of the downtown.



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. Project should have a visible and functional impact on the downtown, serving as catalytic or transformative projects that will provide employment opportunities, housing choices, and/ or services for the community.



Small Project Grant Fund

A locally managed matching small project fund (up to \$300,000) for small downtown projects, such as façade improvements, building renovation improvements to commercial or mixed-use spaces, business assistance, or public art.



Branding and Marketing

Downtown branding and marketing projects that may target residents, investors, tourists, and/or visitors. The costs eligible under this category must be one-time expenses, such as those to develop marketing materials.



Ineligible Project Types/Activities

- **Planning Activities.** Following the preparation of the Strategic Investment Plan, all NY Forward funds must be used for projects that directly implement the plan.
- **Operations and Maintenance.** Funds cannot be used for on-going or routine expenses, such as staff salaries and wages, rent, utilities, and property up-keep.
- **Pre-award Costs.** Reimbursement for costs incurred before the completion of the Strategic Investment Plan and the announcement of funding awards is not permitted.
- **Property Acquisition.** NY Forward funds cannot be used for property acquisition.
- **Training and Other Program Expenses.** The NY Forward program is a one-time infusion of funds and 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 be used to supplement existing programs or replace existing resources.
- **Stand alone parking projects.** Parking improvements may only be considered if they are part of a larger project that directly supports downtown revitalization goals.





Project Match and Decarbonization

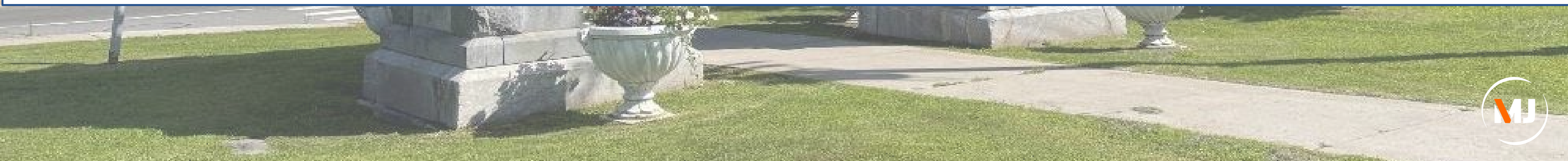
- 25% minimum project match for private projects (per NY Forward Program)
 - *Proposed projects with a greater sponsor match may be more competitive during the project evaluation process
- No match requirement for public or non-profit projects
- Total project cost must be a minimum of \$75,000 (except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





DOWNTOWN GOUVERNEUR VISION

“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.”





Gouverneur 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.

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

GOAL 2: ENHANCE QUALITY OF LIFE & COMMUNITY RESILIENCY

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

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





Gouverneur Goals & Strategies

GOAL 3: BECOME A REGIONAL DESTINATION

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

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

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.

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





What Makes a Project Idea Into A Viable Project?

- Eligible project activities
- A project sponsor that has the legal authority and capacity to implement the project
- Clear project scope and plans and a detailed budget
- Sufficient financing
- Site control or demonstrated ability to acquire the property or receive permission to implement a project
- Readiness and capacity to implement the project within two years of NYF funding



Completed/ Awarded Project Example:

DRI Round 5

C. RESTORE 70 PARK STREET



PROJECT TITLE	Restore 70 Park Street
DRI FUNDING REQUEST	Total DRI Funds: \$110,000 (35% DRI Ask) Total Project Cost: \$310,000
PROJECT DESCRIPTION	The Restore 70 Park Street project will bring life and energy to a longstanding gap in Uptown's commercial thoroughfare. Occupying a highly visible space in the street wall opposite the Village office building, 70 Park Street has been neglected for years. The project includes full restoration of the two-story building at 70 Park Street. The first floor will feature retail space for Mountain Gem & Jewelry, while the second floor will feature a short-term vacation rental unit. The scope of work includes interior remodeling of the first and second floors, as well as exterior façade, siding, windows, doors, and deck work.

PROJECT LOCATION

70 Park Street, Tupper Lake, NY 12986



OWNER/SPONSOR

Project Sponsor: Mountain Gem and Jewelry LLC, Rachel King and Brandon Cooke

Property Owner: The Project sponsor intends to convert sole proprietorship of Earth Girl Designs to Mountain Gem and Jewelry LLC upon taking occupancy of commercial space at 70 Park Street. The project sponsor has a purchase agreement for the property at 70 Park Street.

CAPACITY

The project sponsors are proprietors of two local businesses, Earth Girl Designs, and Gahwista-Lagah Artistry. The two businesses will become Mountain Gem & Jewelry, which will occupy the first-floor commercial space. Project sponsors have secured a term sheet from Adirondack Regional Federal Credit Union for both a Commercial Real Estate Loan and a Commercial Line of Credit to finance the building restoration.

PROJECT PARTNERS

Adirondack Regional Federal Credit Union

STRATEGIES

The project aligns with the following DRI Goals & Strategies:

- **Four-Season Destination:** Accelerate efforts to reinforce Tupper Lake as a welcoming, four-season Adirondack community and destination with a variety of year-round activities, amenities, shopping, lodging, and dining.

STRATEGIES (CONTINUED)

- Support a variety of businesses and organizations to offer year-round convenience and amenities for visitors and residents.
- Bolster tourism by diversifying lodging and recreational opportunities for visitors.
- **Environment & History:** Celebrate and interpret Tupper Lake's value for and connection to the natural environment and history.
 - Reinforce Tupper Lake as a model for environmental sustainability in the region by encouraging green infrastructure, energy efficiency, and decarbonization techniques.
 - Continue to support a variety of community and cultural activities for residents and visitors alike.
- **Energize The Economy:** Energize the Tupper Lake economy to attract and support businesses, entrepreneurship, and employment opportunities.
 - Provide new employment opportunities by attracting and cultivating a diverse range of new businesses
 - Retain existing and seasonal businesses and entrepreneurs by establishing a mechanism to provide supporting programs and resources.
 - Encourage the development of new and diverse housing opportunities to attract new employees, remote workers, and new consumers to Tupper Lake.
- **Quality of Place:** Enhance the "Quality of Place" in Tupper Lake to draw and retain residents, families, and businesses.
 - Encourage a variety of amenities, services, and digital infrastructure to support existing and future residents and businesses.
 - Enhance community gathering spaces to support local activities, events, and traditions.
 - Support expanded housing opportunities and enhance housing quality to provide for a range of income levels.

This project aligns with the following North Country

REDC Strategies & Visions:

Revitalize downtowns to create planned, vibrant, livable centers of commerce

Activate tourism as a driver to diversify our economies by creating demand to accelerate investment

DECARBONIZATION STRATEGIES AND BENEFITS

Decarbonization is not required for this project, as the building size does not meet the 10,000 square foot standard for substantial rehabilitation projects. However, the project includes energy efficient activities such as window and insulation upgrades to contribute to decarbonization.



Completed/ Awarded Project Example:

DRI Round 5

ANTICIPATED REVITALIZATION BENEFITS

Short-Term: Transform an unsightly empty property in the heart of the Park Street business corridor.

Medium-Term: Expand the options for overnight guests in Uptown Tupper Lake with the addition of a second-floor vacation rental unit.

Long-Term: Increase property and business tax revenue in the Village. Contribute to the development of local arts & culture economy.

PUBLIC SUPPORT

During a meeting in April 2022, local stakeholders identified addressing empty or abandoned properties as an important priority. Making aesthetic upgrades to the Park Street business corridor was consistently listed as a high priority among respondents to the DRI Project Questionnaire. A shortage of overnight accommodations in the Village has been emphasized during various public engagement efforts throughout the DRI process.

JOBS CREATED

No new jobs are anticipated to result from this project, although it will involve the creation of a brick-and-mortar storefront to house two existing businesses which operate out of Tupper Lake.

PROJECT BUDGET AND FUNDING SOURCES

Item	Cost	Source			Status of Funds
		Sponsor	Other Contribution	DRI Request	
Building	\$140,000		\$140,000		Secured
Front Façade	\$40,000			\$40,000	Requested
North Face Siding	\$30,000			\$30,000	Requested
Commercial Remodel	\$25,000		\$25,000		Secured
Residential Finishing	\$20,000		\$20,000		Secured
Rear Upper Deck	\$15,000		\$15,000		Secured
Garbage Removal and Cleanup	\$5,000			\$5,000	Requested
Labor Cost	\$35,000			\$35,000	Requested
TOTAL	\$310,000*		\$200,000*	\$110,000*	

*Rounded to the nearest \$1,000

* Combination of commercial real estate loan and commercial line of credit

FEASIBILITY AND COST JUSTIFICATION

The project sponsor provided itemized cost estimates from local building contractors for interior and exterior renovation work proposed at 70 Park Street. Overall construction cost estimates are reasonable and align with industry standards at the time of budget/cost preparation.

REGULATORY REQUIREMENTS

The project will require Village building permits for construction and occupancy.

IMAGES OF CURRENT AND PROPOSED CONDITIONS:



EXISTING CONDITIONS – VACANT 2-STORY BUILDING AT 70 PARK STREET



RENDERING OF PROPOSED RENOVATIONS TO 70 PARK STREET

TIMEFRAME FOR IMPLEMENTATION

Finalize purchase of property (Early Fall 2022)
Secure building permits (Fall 2022)
Begin building renovations (Fall 2022)
Finish Construction (Early Summer 2023)
Grand opening of Mountain Gem & Jewelry (Summer 2023)





LPC EVALUATION





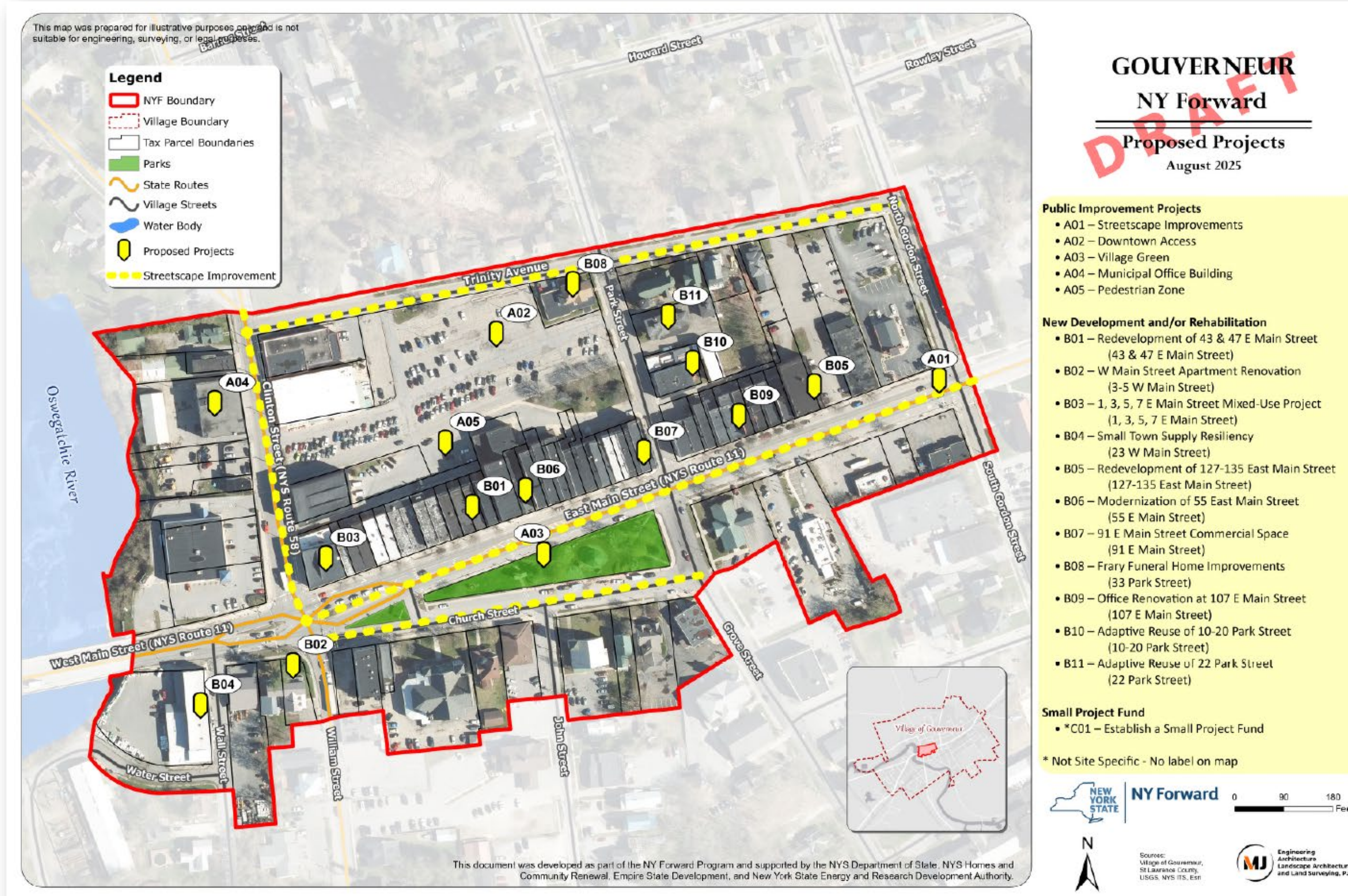
Preliminary Project List from LPC #3

- 17 Proposed Projects Received
- \$18,859,680 Million in NY Forward Funds Requested
- \$19,725,925 Million in Total Project Costs

- LPC to develop a slate of recommended projects for inclusion in the Strategic Investment Plan
- This slate of projects should represent a NYF request of between \$6-\$8 Million



Proposed Projects Map





Key Considerations for Discussion

- Does the project sponsor have capacity to implement the project?
- How do the project scope's compare in terms of downtown impact?
- Would the project be the best use of NY Forward Funding?
- Does a projects location make it more or less competitive?
- Does a project's budget clearly identify costs and estimates?
- Is the project ready to proceed?



LPC Work Session Recommendations

Projects Ready to Advance

- A01 Streetscape Walkability Improvements
- B02 W Main Street Apartment Renovation(3-5 W MAIN ST)
- B06 Modernization of 55 East 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

TOTAL NYF REQUEST

\$3,405,000



LPC Work Session Recommendations

Projects Need More Information

- A05 Pedestrian Zone
- B01 Redevelopment of 43 & 47 Main Street
- B03 Energy-Efficient Jumbo's Diner (1, 3, 5, 7 E Main St)
- B04 Small Town Supply Resiliency Hub (23 W Main St)

TOTAL NYF REQUEST

\$3,644,000



LPC Work Session Recommendations

Projects Not For NY Forward

- A02 Downtown Accessibility
- A03 Village Green Improvements
- A04 Municipal Office Building Façade Improvements
- B05 Redevelopment of 127-135 E Main St
- B08 Frary Funeral Home Improvements (33 Park St)

TOTAL NYF REQUEST

\$11,811,000



LPC Work Session Recommendations

- 8 Projects Ready to Advance
- 4 Projects Need More Information
- 5 Projects Not for NY Forward
- \$7,049,000 Million in Requested Funds
- \$7,628,000 Million in Total Project Costs

*Requested funds only include projects Ready to Advance and Need More Information

*Costs do not include Project Not for NY Forward



Next Steps





LPC Vote on Slate of Projects

- Voting Process (expected to take place at LPC #5)
- Completed ballots will be signed and submitted to MJ Team:
 - Mark box to recuse from individual project
 - Complete Recusal Form





Next Steps

- Outreach to project sponsors for additional information and materials (MJ)
- Consultant review of projects/ project sponsor coordination - **September**
- Public Engagement #2 – **September 24th 5:30 -7:30 PM**
- LPC Meeting #5 – **September 25th 12:00 – 2:00 PM**
- Draft Strategic Investment Plan – September - November

Visit the Gouverneur NY Forward website to stay up-to-date, view meeting summaries, presentations and materials, fill out a project form and get involved!

www.GouverneurNYForward.com







THANK YOU!



NY Forward

GouverneurNYForward.com

