



WELCOME PUBLIC OPEN HOUSE

JUNE 16, 2025

5:00 – 7:00 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

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

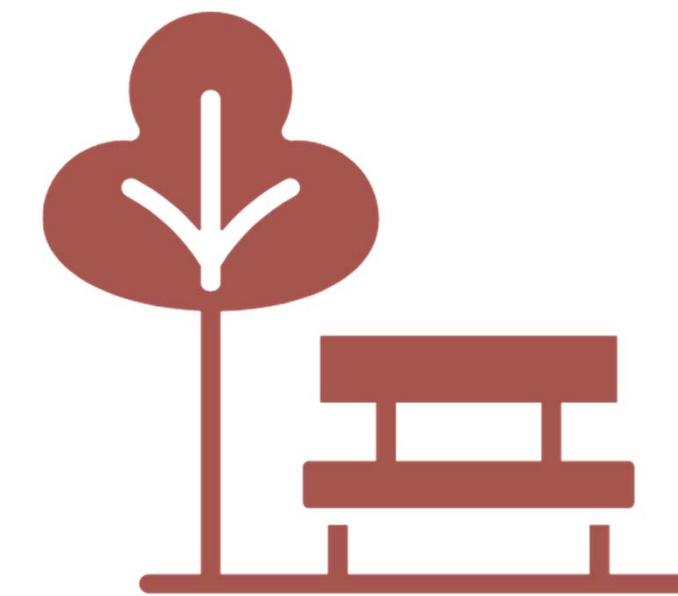


Provide diverse employment opportunities for a variety of skill sets and salary levels



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.

PLANNING PROCESS

FROM START TO FINISH



APPLY

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



PLAN

April – December 2025

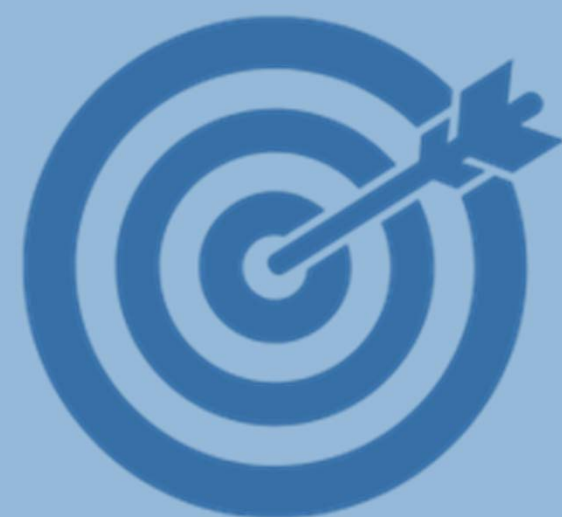
- Local Planning Committees are established
- Community vision and goals are refined
- Projects are identified and refined
- LPC recommends projects to State



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

GOUVERNEUR

DOWNTOWN PROFILE

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 **18 or younger**. Nearly **90%** of residents in Gouverneur are homeowners. The population of the Village of Gouverneur has **decreased** since the year 2000.

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

3,585
Residents

40.5
Median Age

49%
Homeowners

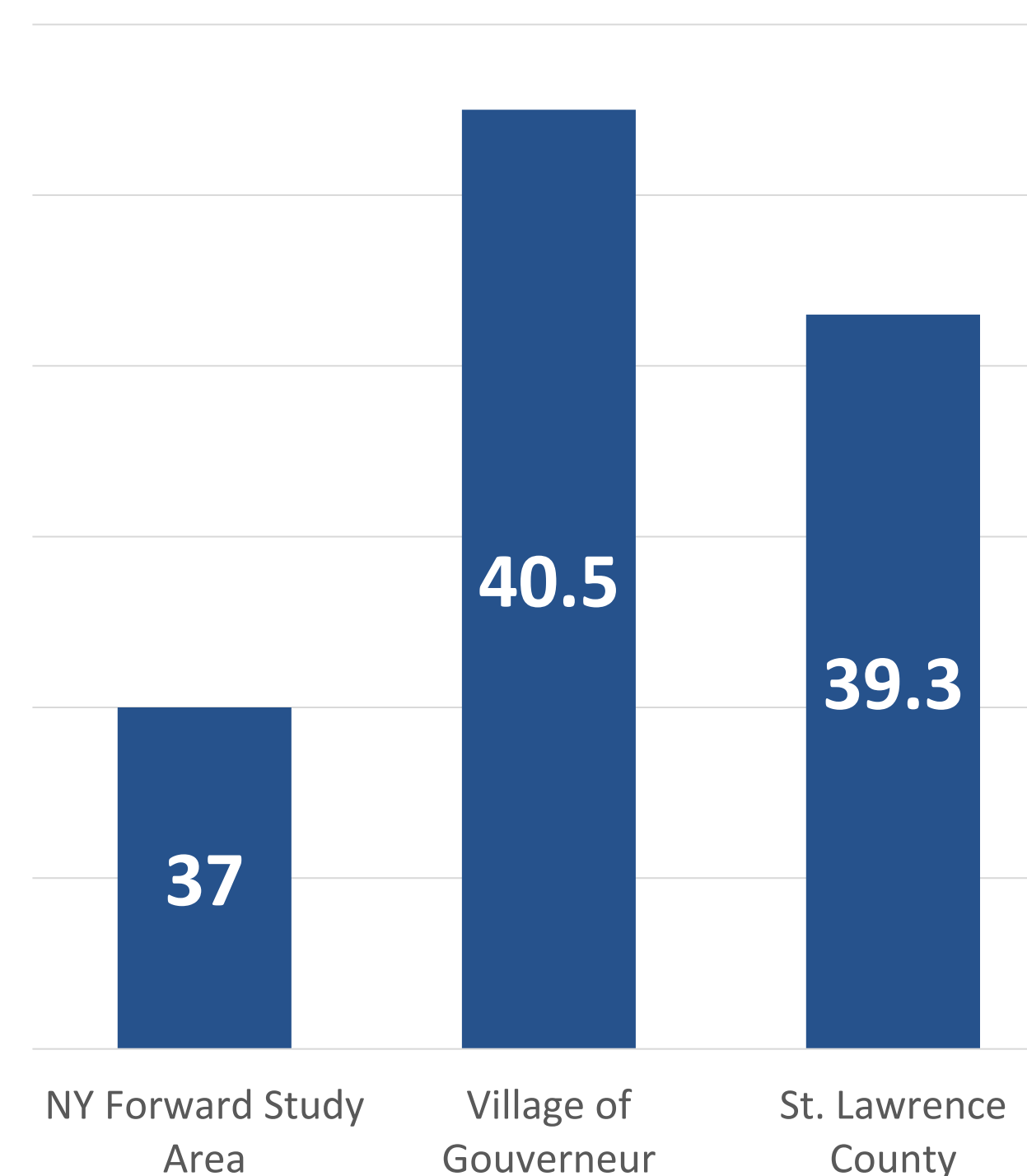
POPULATION CHANGE

	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

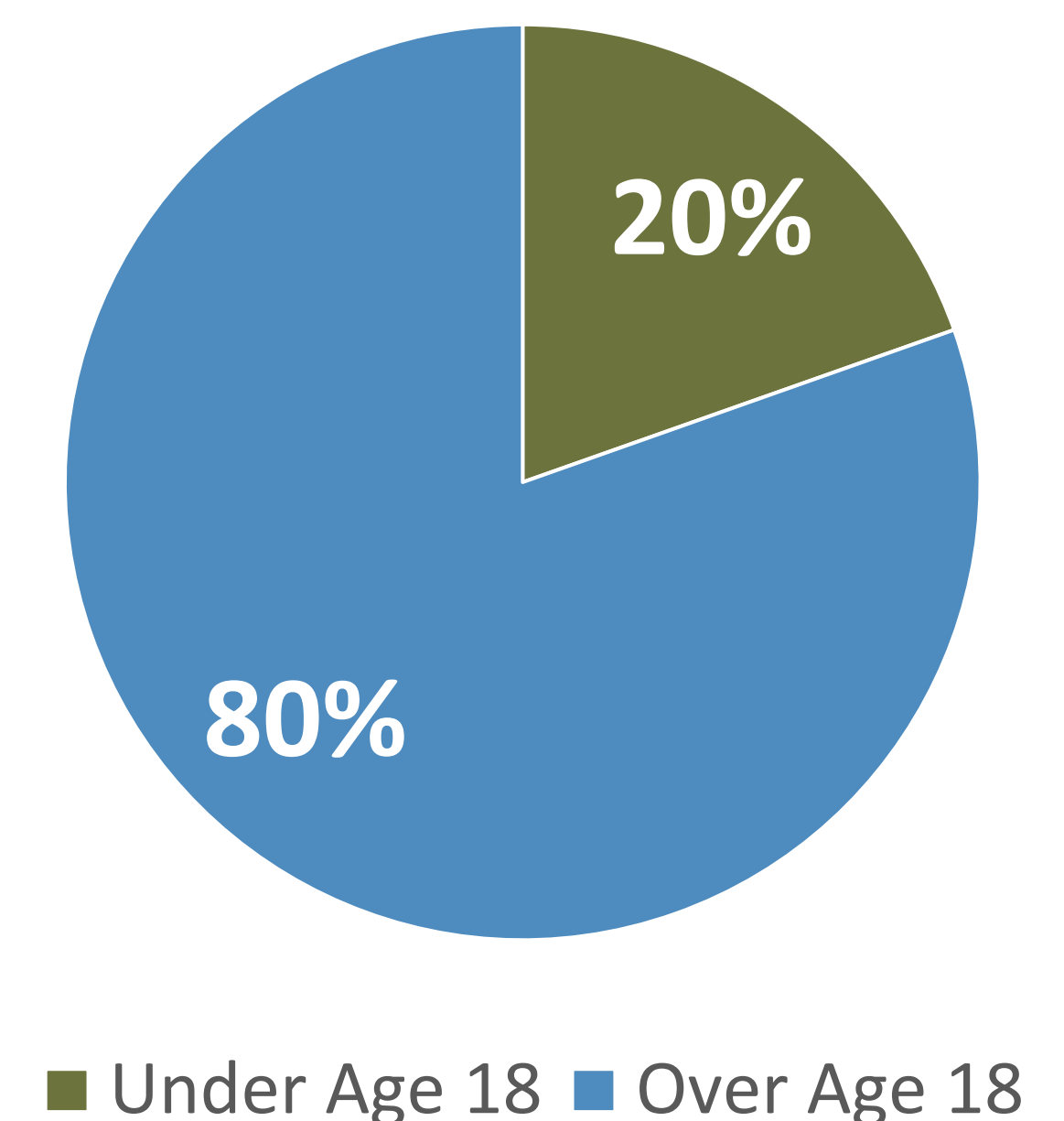
HOUSING TENURE

	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%

MEDIAN AGE



AGE COMPOSITION



DOWNTOWN PROFILE



INCOME

Median Household Income (in 2023 dollars)

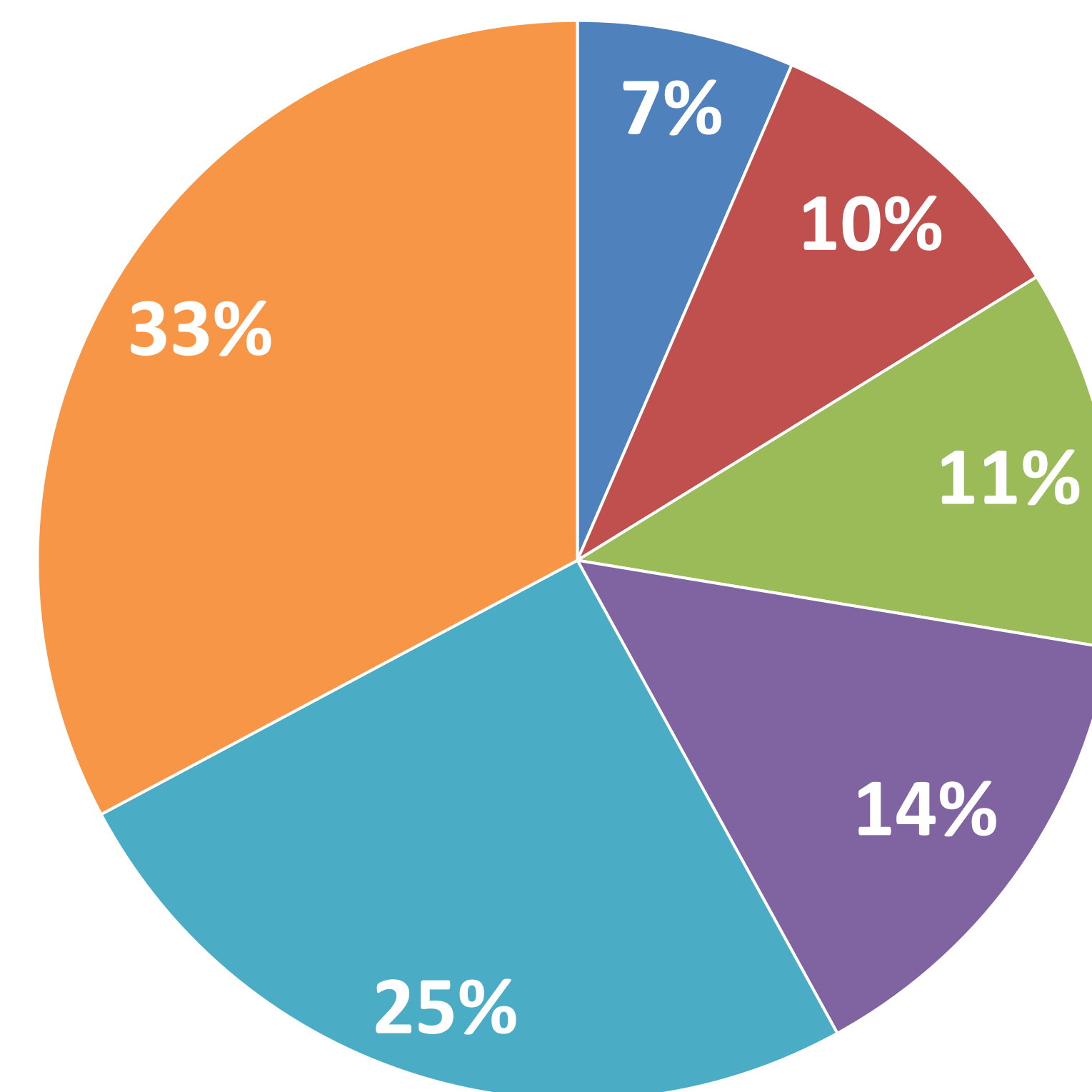
NY Forward Study Area	\$50,000
Village of Gouverneur	\$50,138
St. Lawrence County	\$62,170



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%

VILLAGE OF GOUVERNEUR
EMPLOYMENT

WORK CLASS

- Accommodation and Food Service
- Manufacturing
- Health Care and Human Services
- Retail Trade
- Government
- All Other Industries

BOUNDARY

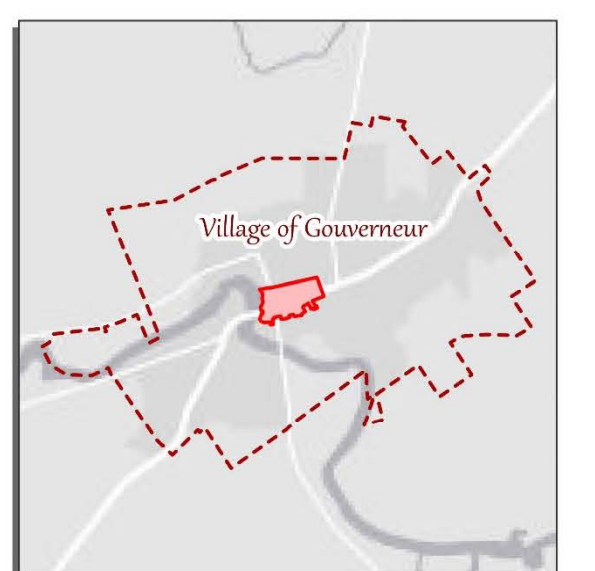
The Gouverneur NY Forward boundary is centered along East and West Main Streets, between North Gordon Street and the Oswegatchie River. This is the key downtown business corridor.

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

GOUVERNEUR
NY ForwardProject Area
May 2025

Legend

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



NEW YORK STATE | NY Forward

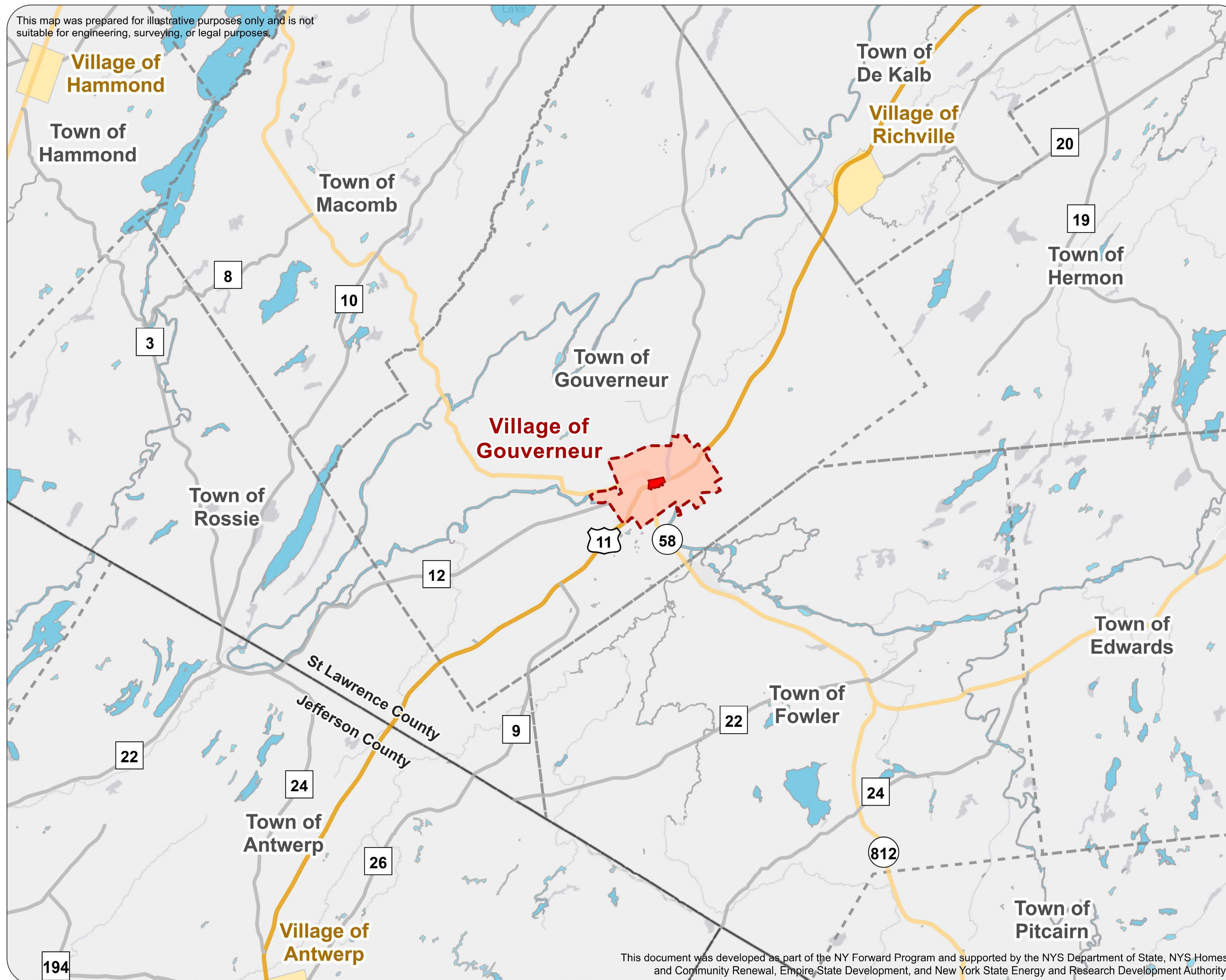


Sources:
Village of Gouverneur,
St Lawrence County,
USGS, NYS ITS, Esri

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

GOUVERNEUR

REGIONAL CONTEXT



GOUVERNEUR NY Forward

Regional Context
May 2025



NEW YORK STATE | NY Forward



0 1 2 Miles

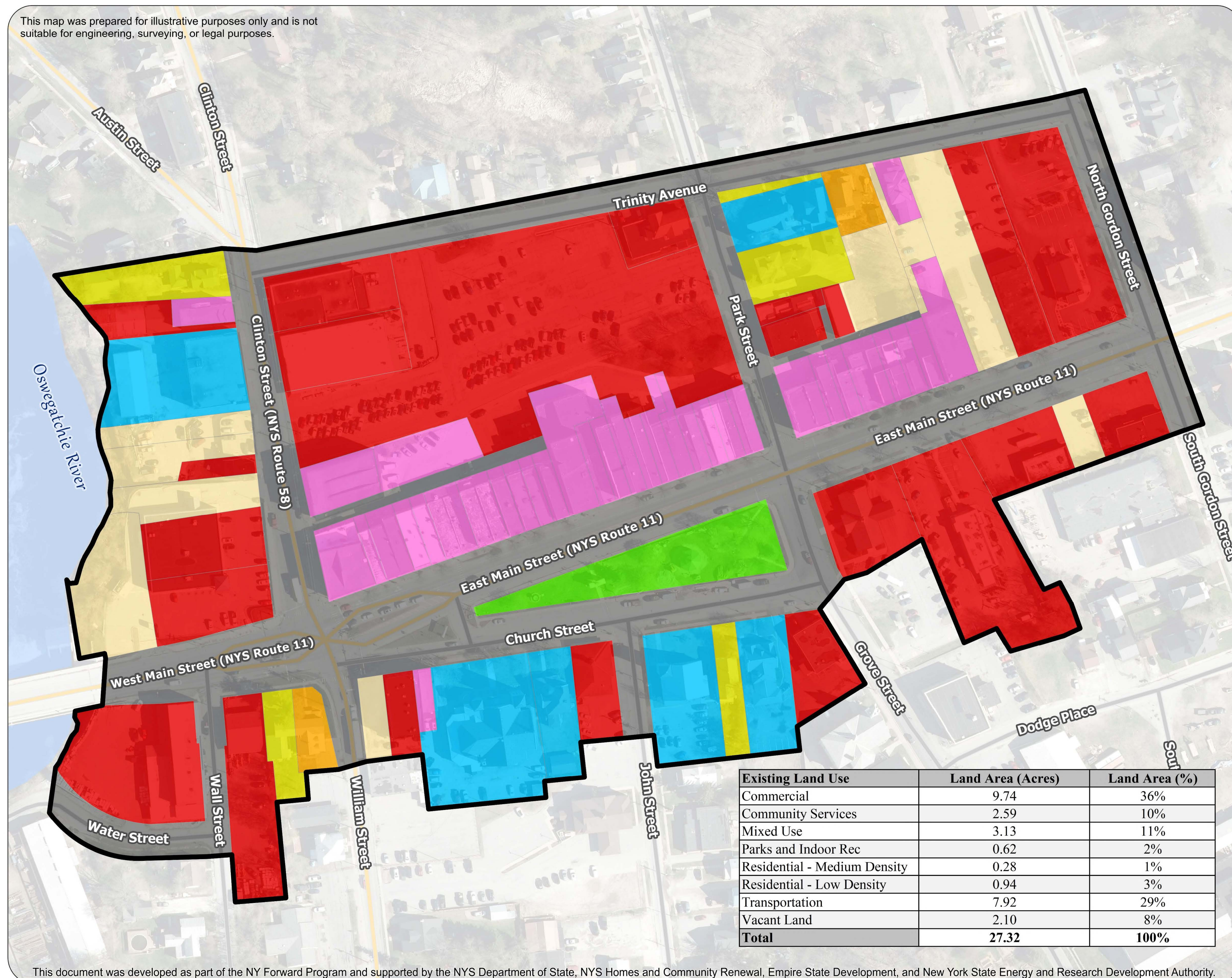
Sources:
Village of Gouverneur,
St Lawrence County,
USGS, NYS ITS, Esri

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

GOUVERNEUR

LAND USE

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

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



NY Forward



0 100 200 Feet

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

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

GOUVERNEUR ZONING

GOUVERNEUR NY Forward

Zoning
May 2025

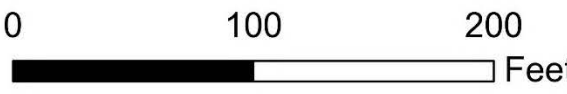
Legend

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

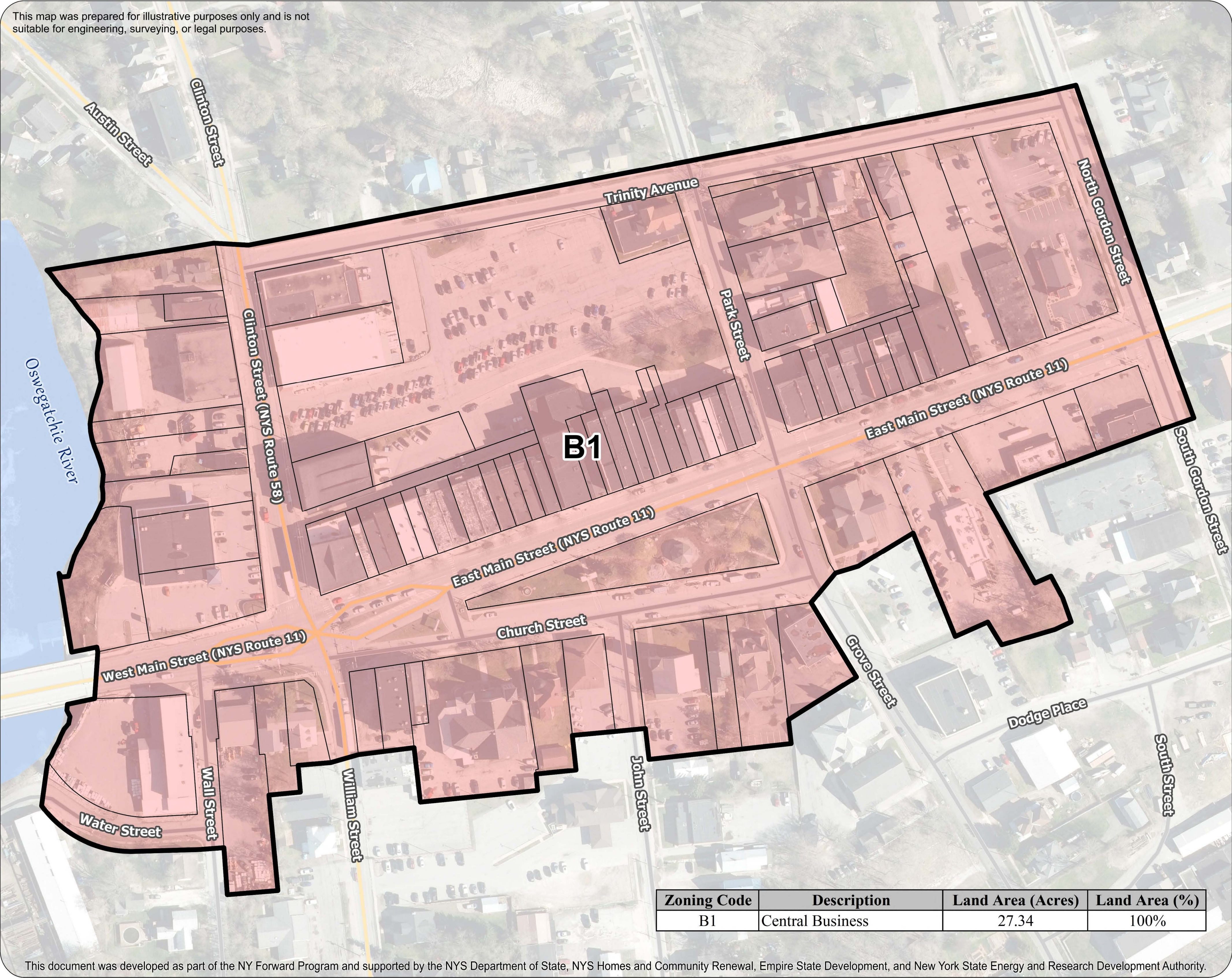
Zoning Type

- B1 - Central Business

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.

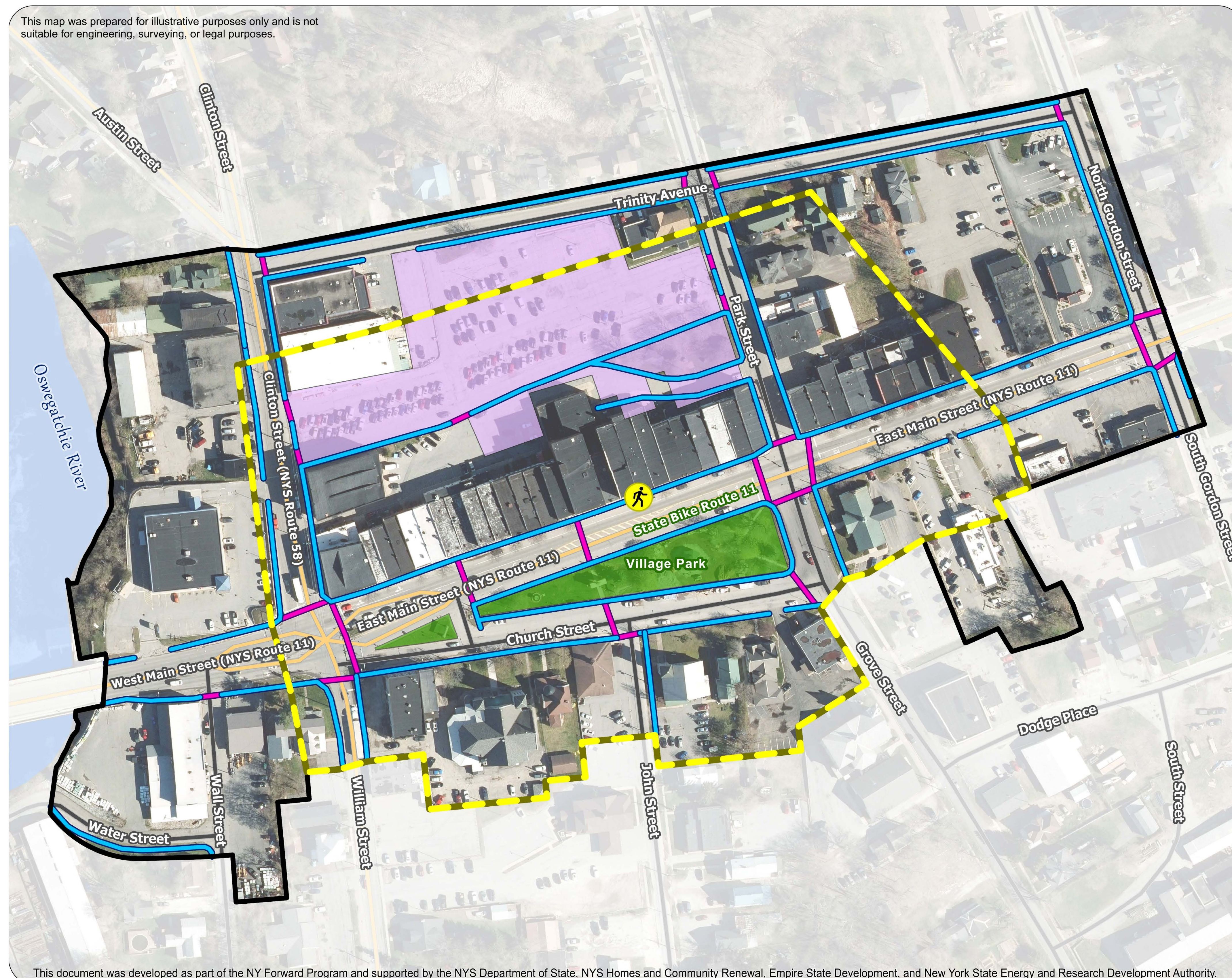


Sources:
Village of Gouverneur,
St. Lawrence County,
USGS, NYS ITS, Esri



GOUVERNEUR 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



NY Forward



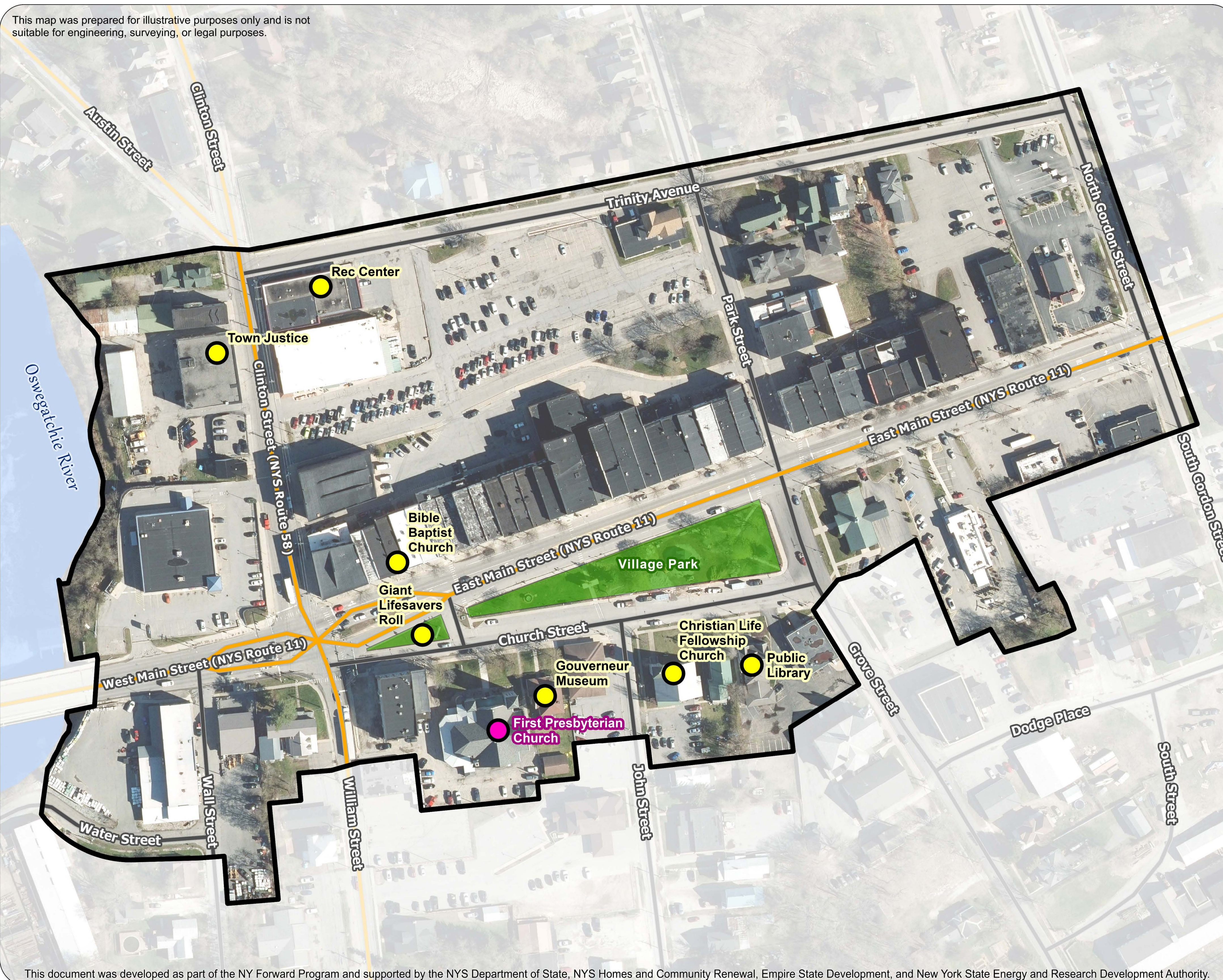
0 100 200 Feet

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

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

GOUVERNEUR

HISTORIC, CULTURAL & PUBLIC PLACES



GOUVERNEUR NY Forward

Historic, Cultural and Public Places

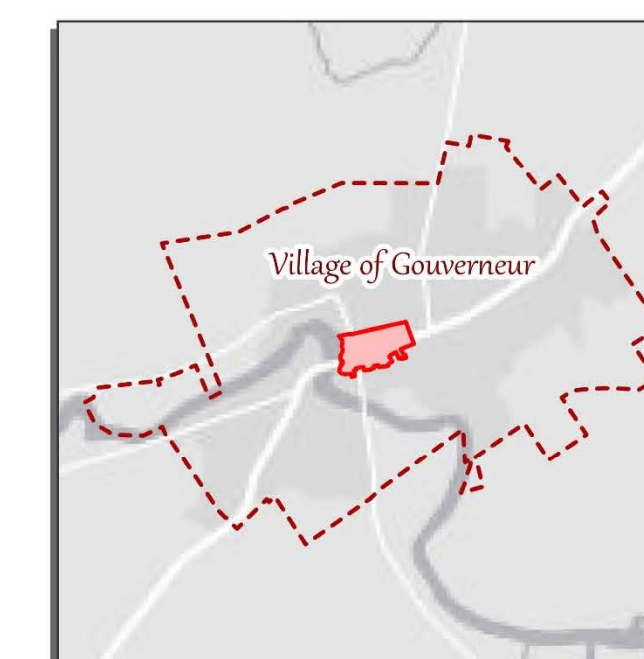
May 2025

Legend

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

Points of Interest

- Historic Places (NRIS)
- Cultural Places



0 100 200
Feet

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

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



“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. Additionally, Gouverneur aims to attract visitors to experience its rich recreational, cultural, and retail assets, positioning the village as a regional destination.”

- Gouverneur NY Forward Application



A Vision:

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

DRAFT DOWNTOWN VISION

WHAT DO YOU WANT DOWNTOWN TO
LOOK LIKE IN 5-7 YEARS?

WHAT OTHER DOWNTOWNS DO YOU ENJOY
VISITING? WHY?

CHALLENGES AND OPPORTUNITIES

CHALLENGES

Are there particular barriers or obstacles you think must be overcome for our vision to be achieved?

OPPORTUNITIES

What are trends and opportunities you think will shape your downtown over the next decade?

Public spaces like parks, sidewalks, and streetscapes help bring people together and shape the character of downtown Gouverneur. As part of the NY Forward program, the Village has the opportunity to propose projects to enhance these spaces making them more welcoming, accessible, and attractive for residents and visitors.



 **ACTIVITY:** On the **map**, identify **your ideas** for **public spaces** in downtown. What improvements would you like to see and where (ex. outdoor seating, public art, trees, signage helping you find destinations)?

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

OPEN CALL FOR PROJECTS

- All projects must submit a project form to be considered for NY Forward.
- Open Call for Projects provides an opportunity for community members, property owners, and business owners to submit projects for consideration.
- Applicants must complete a submission form with required information (available online or in hard copy at accessible locations) by **July 31, 2025 at 4:00 PM**.
- Simpler, parallel process for Small Project Fund.
- Be sure to check the project website for Open Call for Project details, dates and project forms: GouverneurNYForward.com.

We are looking for projects that are ready to be implemented in the near-term, are transformational, and are feasible!

Open Call For Projects

Opens: June 17, 2025

Closes: July 31, 2025 @ 4 PM

Join us tomorrow!

June 17, 9:30 – 11:00 AM

Gouverneur Community Center

Call for Projects Intro: 9:30 – 10:00 AM

Q&A: 10:00 – 11:00 AM

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 included in the community NYF application



Projects solicited through the Open Call for Projects

- All potential projects must complete a NYF project submission through the Open Call, even if submitted in the NYF application
- The LPC will evaluate all projects based on the NYF Program criteria and community goals
- Not all solicited projects will be selected

How are Projects Evaluated?

The LPC will evaluate all projects based on the NYF Program criteria and goals and local Gouverneur goals:

- **Eligible Project.** Projects must be one of the eligible project types.
- **Alignment with Local and State Goals.** Projects must advance the goals established by the LPC and the State for the NYF community.
- **Catalytic Effect.** Projects must have a significant positive impact on downtown revitalization
- **Project Readiness.** Projects should be well-developed and ready to proceed as soon as possible upon the award of funding.
- **Cost Effectiveness.** Projects must represent an effective and efficient use of public resources.
- **Co-Benefits.** Projects must result in benefits to the community, beyond just the project developer, such as: additional economic activity and improved quality of life.
- **Community Criteria.** The LPC may set additional criteria for their review

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**

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.

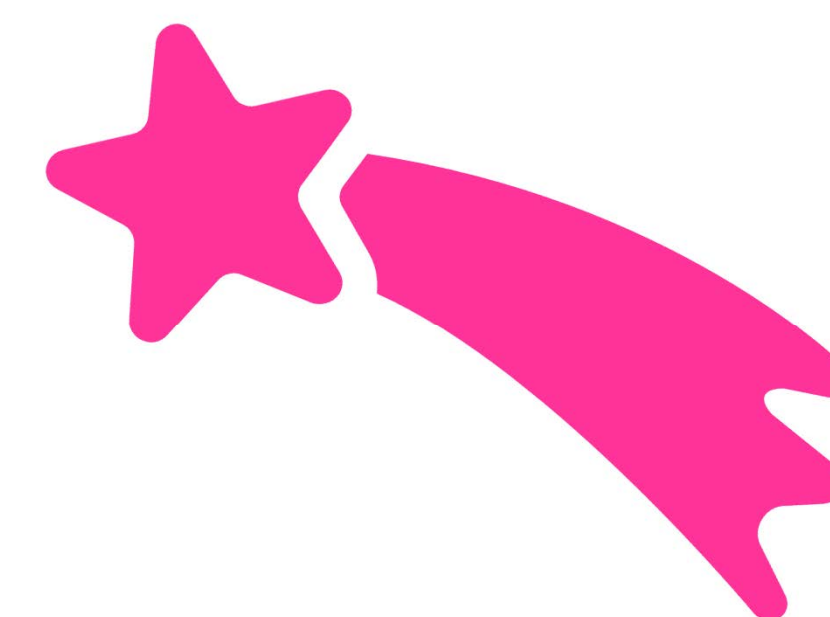
**Branding and Marketing**

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

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.
- **Stand alone parking projects.**

8



KIDS TABLE

