



**Village of Heuvelton
St. Lawrence County
2025 NY Forward Application**

The Heuvelton Catchment Area

The Heuvelton Core Downtown has always been the heart of the Village; drawing entrepreneurs, tourists and residents by way of its “Main Street” (NYS-812/State St.) and the Oswegatchie River.

When surveyed for development of the Comprehensive Plan, Village residents identified these assets as the highest priorities for revitalization.

And that’s exactly what our 2025 NY Forward program will achieve!



Heuvelton's Downtown
Commercial Zoning District
IS
the logical NY Forward
Core Downtown Area,
encouraging private and
public investment





Our Core Downtown historic architecture...

The vast majority of our historic Core Downtown 1800's-vintage buildings remain today.
8 building owners expressed intent to use the Small Project Fund Program.



...is centered around our fully rejuvenated 1858 Pickens Hall!



Yesterday's General Store has always been the hub of Heuvelton shopping!

The Opera House/Ballroom continues to be the Village's prime event center!


The second floor hosts our regional historical museum, with plenty of venue space for receptions, exhibitions, local club meetings & blood drives.

But we envision so much more...



Village Streetscape Improvements Will be Added to DOT Plans for NYS-812 Street and ADA Crossing Repair

- New sidewalk and street trees welcome shoppers
- Period bridge lighting extended both sides of the river draw residents to new HVFD Fire Station Community Center
- New local branding/logo business signage complement period SPF façade improvements



Village's Primary Stakeholder Heuvelton Historical Association (HHA) Will Expand Our Core Downtown Center

Renovating its 25 Water Street historic mixed-use building by adding a new apartment space, providing additional parking and enhancing the shared open space for public events, all offering a beautiful view of the Oswegatchie River.



Newly formed Heuvelton Volunteer Fire District Community Center Improvements

- \$4.5 M Heuvelton-based Fire Station Building Expansion & Renovation
- Existing Community Center Expansion and Technology Upgrade for Community Events and Activities



A two-story brick building with a flat roof and a prominent cornice. The ground floor features a white door with a small window, flanked by red awnings over the windows. The second floor has several windows with white frames. A utility pole stands in front of the building. The sky is blue with scattered white clouds.

Longstanding Local Gathering Spot Doug's Tavern Improvements

- New owners chose not to rename this downtown icon
- Adding ADA access for more local patrons
- Improve second floor for more seating
- Expanded kitchen for enhanced menu
- Additional employees to provide more services

Community Support to Continue Heuvelton's Transformation

- The Oswegatchie Development Corporation can address short-term financing needs, the biggest obstacle for our local business owners.
- 3 major projects are planned with public and private entities including the DOT, HHA and new Heuvelton Volunteer Fire District.
- 8 local business owners have expressed support for the Small Project Fund (SPF) program to improve their facade aesthetics and operational capacity for new jobs, e.g. M&M Grooming to add a second grooming station and HHA Pickens Hall to upgrade to a catering kitchen for higher value events.



Small Project Fund to Make a Big Impact

Pickens Hall Historic Preservation Architect Randy Crawford will once again provide conceptual design suggestions for historic façade restoration, as he did for 81 State Street, now desired by the owner of 87 State St. River's Edge Apartments.



Small Project Fund Improvements for 50% of Core Downtown Businesses



Heuvelton is Ready and Able!

Obtaining Pro-Housing Community Certification, updating our Comprehensive Plan and completing \$18M worth of upgraded municipal water and wastewater systems prepared Village staff, stakeholders, business owners and community members to take this next step.

The HHA, our strongest partner, and its \$2.7M revitalization of Pickens Hall sparked renewed interest in preserving our downtown. Its commitment to continue investing in more projects will make this next step attainable.

We are fortunate to have many stakeholders such as Brookfield Renewable Energy Power Company. Brookfield invested \$5.5M in the Oswegatchie River fish ladder at its dam site to support regional fishing and recreation.





Heuvelton is “Shovel Ready” for NY Forward Success!

- ✓ The **NYS-812/State Street Downtown Corridor** has **always been our core hub** for residents, businesses and tourists!
- ✓ DOT notes adding a **transformational streetscape** to its planned street project is **timely, feasible and attractive!**
- ✓ Heuvelton’s restoration of Pickens Hall architecture and space has been a **successful investment business model that others want to follow** for growth in local residence, business and jobs!
- ✓ HHA and the ODC, our strongest strategic partners, are **prepared to financially support growth!**
- ✓ Already **50% of our Core Downtown business owners are engaged in the SPF**; more potential exists with other local businesses and recent property turnover.
- ✓ Prior **Downtown Commercial District Zoning** and **Pro-Housing Community certification** have proactively resulted in commercial longevity and additional housing.
- ✓ Heuvelton is also **Infrastructure Ready!** \$18M in water and wastewater systems show the Village is serious about economic and community development.