



# CANTON

**NY FORWARD**

## WELCOME PUBLIC OPEN HOUSE

SEPTEMBER 26, 2024

5:30 – 7:30 PM



**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 NYF 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.

**Canton will receive \$4.5 million to implement projects as one of the North Country recipients of NY Forward funding!**





LOCAL PLANNING COMMITTEE	STATE PARTNERS	CONSULTANT TEAM
<ul style="list-style-type: none"> <li>■ Co-Chair, Michael Dalton, Mayor</li> <li>■ Co-Chair, Kathryn Morris, REDC</li> <li>■ Josh Vink</li> <li>■ Brian Coakley</li> <li>■ Ariane Palmer</li> <li>■ Connie Jenkins</li> <li>■ Katie Berry</li> <li>■ Dave Nelson</li> <li>■ Kirk Davis</li> </ul>	 <p><b>Department of State</b></p>  <p><b>Empire State Development</b></p>  <p><b>Homes and Community Renewal</b></p>  <p><b>NYSERDA</b></p>	 <p><b>Engineering and Land Surveying, P.C.</b></p>  <p><b>E.M. Pemrick &amp; Company</b> Economic Planning &amp; Development Services</p>  <p><b>Captain Consultants, LLC</b></p>  <p><b>HAMLIN DESIGN GROUP</b></p>  <p><b>ndropogon</b> landscape architecture, ecological planning + design</p>

# NY FORWARD GOALS AND ELIGIBLE PROJECTS



**Provide enhanced public spaces that serve those of all ages and abilities**



**Grow the local property tax base**



**Encourage the reduction of greenhouse gas emissions**



**Create an active downtown with a mix of uses**



**Enhance downtown living and quality of life**



**Create diverse housing options for all income levels**



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



## **Public Improvement Projects**

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects.



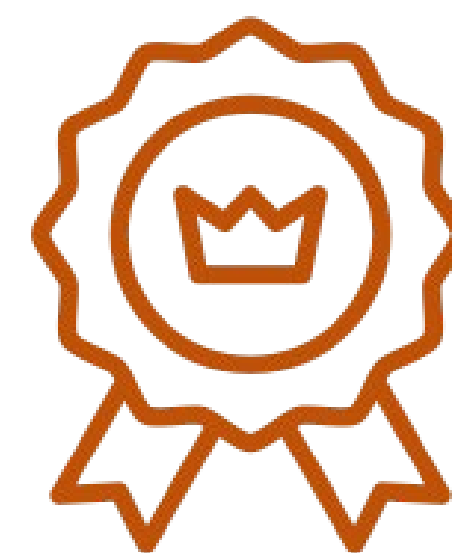
## **New Development and/or Rehabilitation of Existing Downtown Buildings**

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.

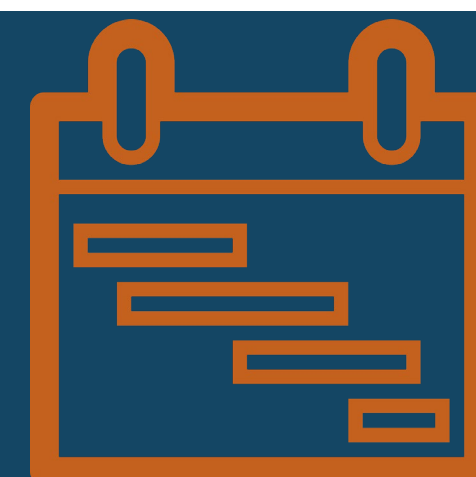


# PLANNING PROCESS FROM START TO FINISH



## APPLY

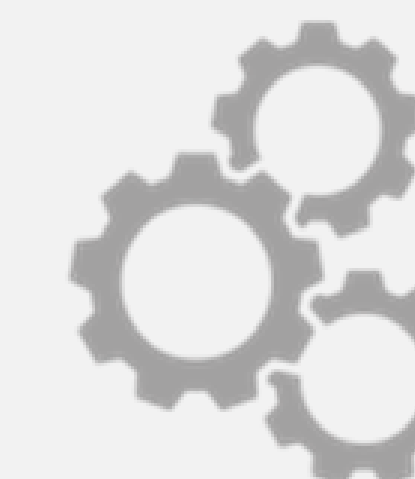
- Communities prepared and submitted applications to REDCs
- REDCs nominated communities
- State announced winners



## PLAN

April – December 2024

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



## IMPLEMENT

2025 - 2030

- 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

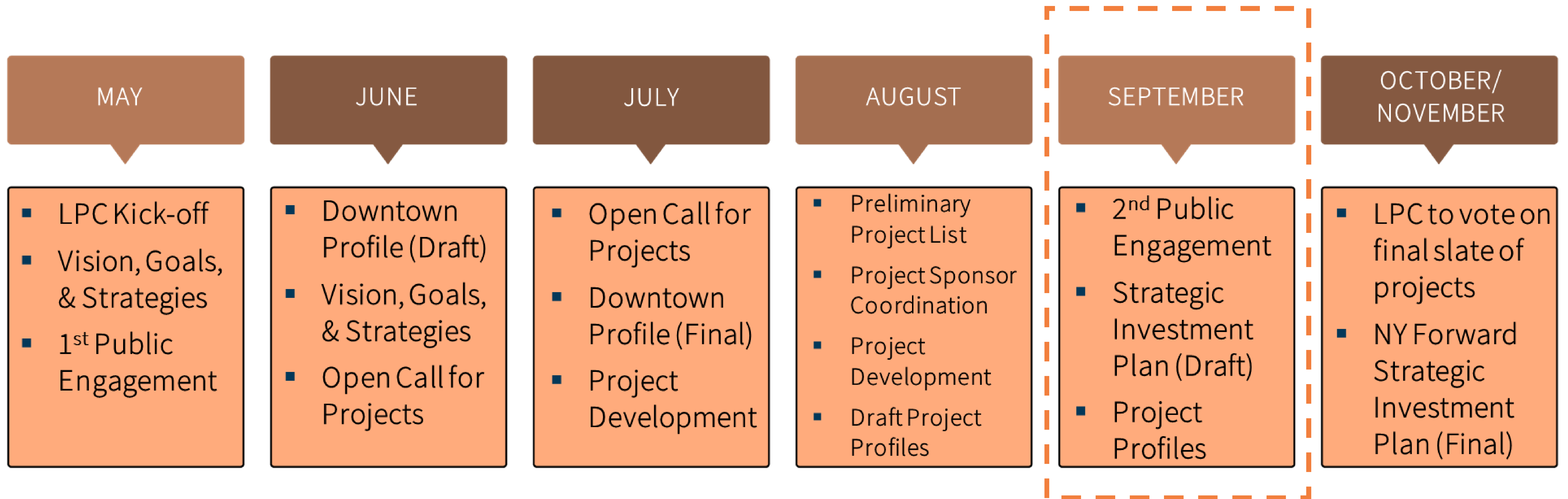
Identify, develop, and evaluate potential projects



### Project Recommendations

Recommend projects that align with the community's goals

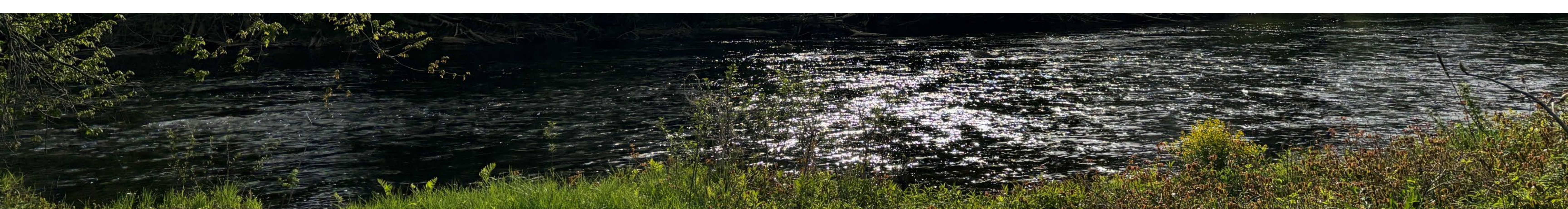






## DOWNTOWN CANTON VISION

**“Nestled along the Grasse River, Canton’s historic downtown is the crossroads connecting the St. Lawrence River Valley. As the heart of Canton, downtown is an accessible, year-round economic hub and regional destination centered around its walkable streets, diverse housing options, art and cultural attractions, variety of local businesses, recreational offerings and community events. Abundant educational opportunities and an active entrepreneurial spirit supports downtown Canton as a thriving, welcoming environment for all to live, learn, work and play.”**





**GOAL 1: ECONOMIC VITALITY**

Foster and preserve a strong, year-round economic environment with an interconnected, walkable downtown offering a mix of uses and amenities.

1. Foster a supportive business environment through inclusive and cooperative event and development planning.
2. Attract a variety of retail offerings (e.g., shopping and dining) along Main Street to create a strong, year-round market.
3. Encourage diverse business offerings in the downtown to welcome development beyond traditional retail.
4. Enhance the aesthetics of downtown by supporting improvements to existing buildings.
5. Establish consistent branding and a marketing approach reflective of the Village's culture and history.

**GOAL 2: SOCIAL INCLUSION & CONNECTIONS**

Enhance social inclusion and community connections through improved accessibility, expanded community collaboration, and varied housing options throughout downtown Canton.

1. Diversify the housing stock to attract and accommodate all abilities and a range of incomes through the activation of mixed-use buildings.
2. Improve connections to and within downtown by enhancing the pedestrian environment through the prioritization of streetscape, traffic control, parking, lighting, ADA accessibility enhancements, signage and wayfinding.
3. Enhance collaboration and coordination among educational institutions, businesses, community-based organizations and other community stakeholders.



**GOAL 3: RECREATION & ENTERTAINMENT**

Enhance community coordination and visibility for downtown events to create locally and regionally attractive entertainment and recreational opportunities.

1. Facilitate regular, year-round recreational and entertainment offerings to attract a wide range of audiences.
2. Design new or enhanced existing recreational and entertainment spaces to include various amenities, green spaces, functional areas (i.e., café seating or activity platforms) that are accessible to people of all abilities.
3. Utilize inviting streetscaping or design elements to connect recreational opportunities within downtown Canton.

**GOAL 4: HISTORY & CULTURE**

Celebrate and expand Canton's historic and cultural presence.

1. Develop and promote year-round arts and cultural events to increase local and regional tourism.
2. Encourage businesses to sponsor and participate in events to create a vibrant atmosphere.
3. Improve key gateways into downtown Canton to create a welcoming environment reflective of local history and culture.
4. Celebrate local history, natural beauty, and cultural heritage to establish a consistent aesthetic and identity for downtown.



# CANTON NY FORWARD BOUNDARY

## BOUNDARY

The Village of Canton NY Forward boundary is centered along Main Street between Park Place and Gouverneur Street, focusing on the primary business corridor within the downtown. The boundary encompasses the Canton Park, portions of the eastern and western banks of the Grasse River, as well as Heritage and Willow Island Park.

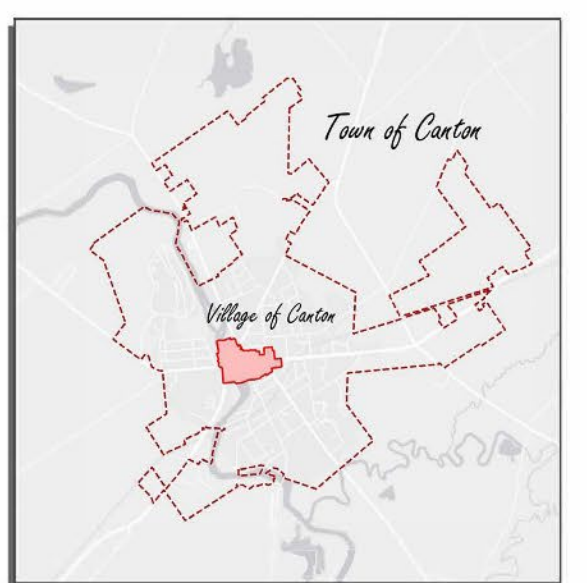
The area outlined in red is the proposed boundary or study area for Canton



## CANTON NY Forward

Project Area  
June 2024

- LEGEND
- NYF Boundary
  - State Routes
  - Village Streets
  - Waterbody



NEW YORK STATE OF OPPORTUNITY. NY Forward



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







### Projects included in the community NYF application

- 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



### Projects solicited through the Open Call for Projects

## Project Match Requirements & Decarbonization

- New construction, building additions over 5,000 SF and some substantial renovation over 5,000 SF will be required to meet decarbonization standards
- 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

## How are projects evaluated?

The LPC will evaluate all projects based on the NYS NYF Program criteria and goals and local Canton 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 (LPC #2 discussion)



## What Makes an 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

### PROPOSALS

- **15** Proposed Projects Received
- **\$41.3 Million** in Total Projects
- **\$14.2 Million** in Requested Funds
- **\$6 - \$8 Million** Target Funding Request

### FUNDING

The LPC will recommend a slate of projects, between \$6 - \$8 Million, to New York State for NY Forward funding consideration.

New York State will then select which projects are awarded NY Forward funding.



*Thank you to All Project Applicants!*

- A01 – Upgrade Riverside Drive Streetscape and Gouverneur Street Gateway Signage
- A02 – Enhance Park Amenities in the Village Green
- A03 – Enhancements to Willow Island Park
- B01 – Renovate 11 and 11 ½ Riverside Drive into a Commercial Fitness Center and Two Dance Studios
- B02 – Renovate 95 Main Street to Become Accessible, Historic, and Energy Efficient
- B03 – Redevelopment of the Former Midtown Plaza
- B04 – Nature’s Storehouse Expansion
- B05 – Renovate 51 Main Street to Make More Desirable for Customers and Provide Housing
- B06 – Upgrade the Frozen Spoon
- B07 – The Tick Tock Revival
- B08 – Renovations & Upgrades to the TAUNY Center
- B09 – Mix-Use Redevelopment of 15 Gouverneur Street
- B10 – Third Floor Renovation of 75 Main Street into 3 Apartments
- C01 – Establish a Small Project Fund
- D01 – Canton Branding and Marketing Initiative

*\*Project ID number is used for project tracking purposes only.*



- A01 – Upgrade Riverside Drive Streetscape and Gouverneur Street Gateway Signage
- A02 – Enhance Park Amenities in the Village Green
- B01 – Renovate 11 and 11 ½ Riverside Drive into a Commercial Fitness Center and Two Dance Studios
- B03 – Redevelopment of the Former Midtown Plaza
- B04 – Nature’s Storehouse Expansion
- B07 – The Tick Tock Revival
- B08 – Renovations & Upgrades to the TAUNY Center
- C01 – Establish a Small Project Fund
- D01 – Canton Branding and Marketing Initiative

*\*Projects must be located within the NY Forward boundary*



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



# Proposed Projects

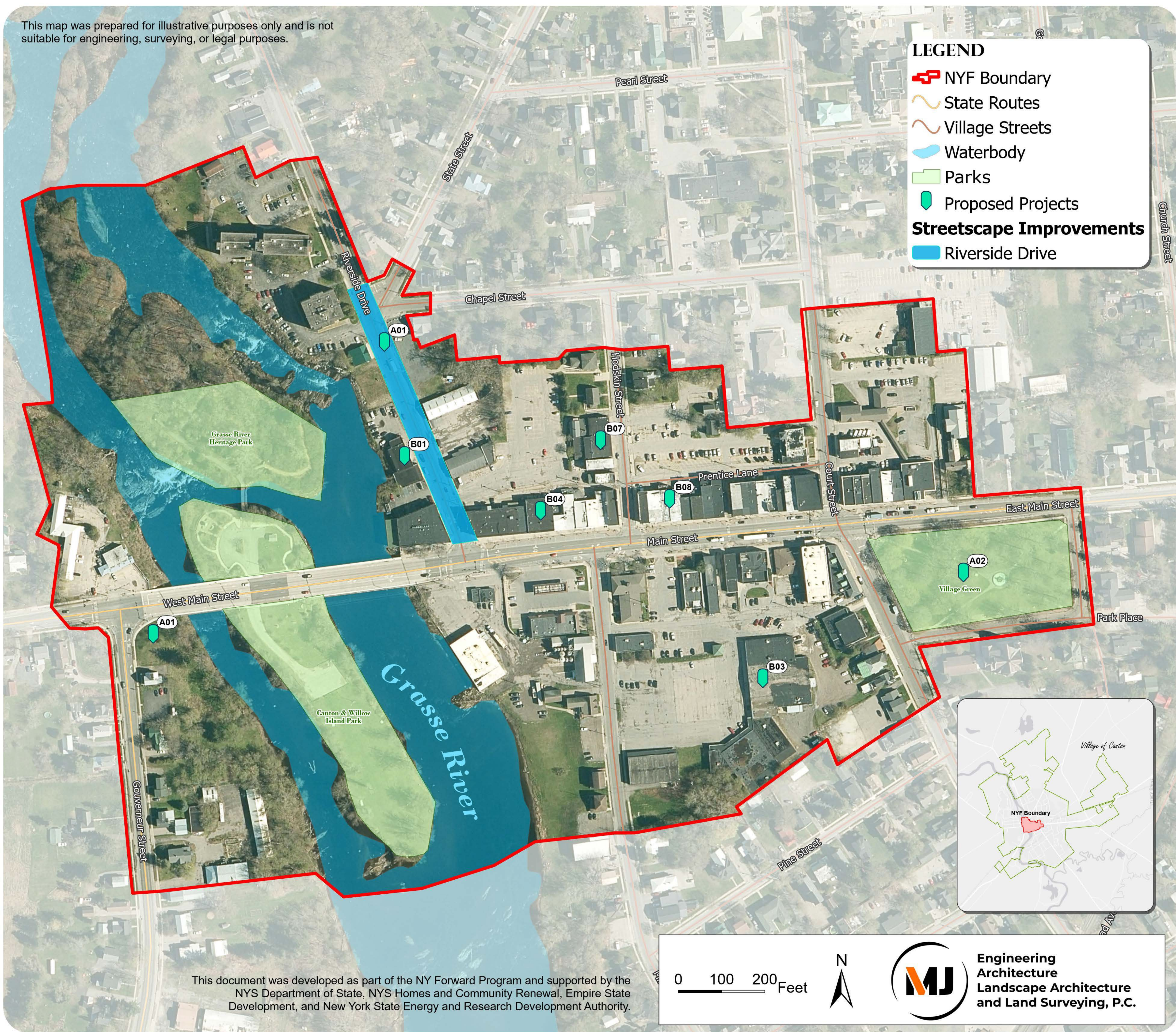
## September 2024

**LEGEND**

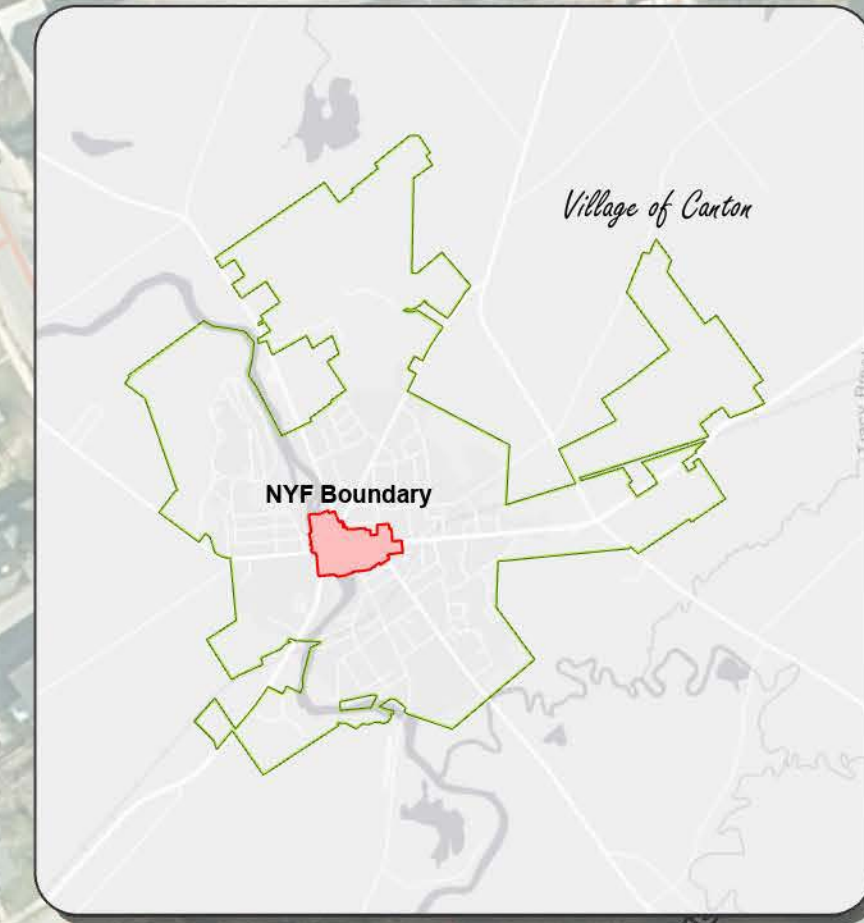
- NYF Boundary
- State Routes
- Village Streets
- Waterbody
- Parks
- Proposed Projects

**Streetscape Improvements**

- Riverside Drive



- Public Improvement Projects**
- A01 – Riverside Drive Streetscaping (No Address – See Location on Map)
  - A02 – Village Green Upgrades (17 Park St)
- New Development and/or Rehabilitation**
- B01 – 11 and 11 ½ Riverside Dr Fitness Center (11 and 11 ½ Riverside Dr)
  - B03 – Midtown Plaza Redevelopment (19 Miner Rd)
  - B04 – Nature’s Storehouse Expansion (19 & 21 Main St)
  - B07 – The Tick Tock Revival (9-11 Hodskin St)
  - B08 – TAUNY Center Upgrades: (53 Main St)
- Small Project Fund**
- \*C01 – Establish a Small Project Fund
- Branding & Marketing**
- \*D01 – Canton Branding and Marketing Initiative
- \* Not Site Specific - No label on map



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.

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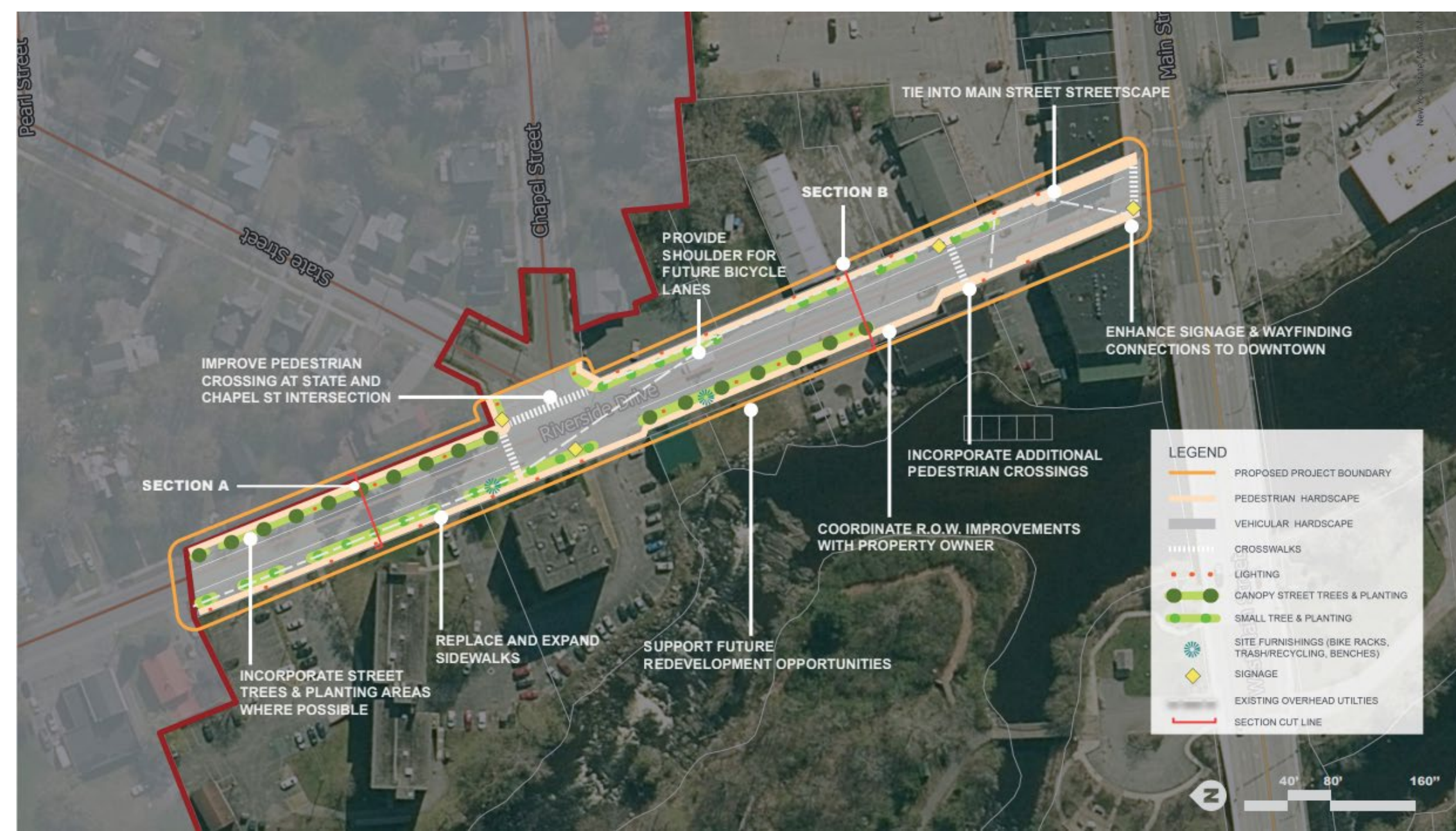
**Engineering  
Architecture  
Landscape Architecture  
and Land Surveying, P.C.**

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



**NY Forward**





## A01 Upgrade Riverside Drive Streetscape and Gouverneur Street Gateway Signage

**Description:** This project proposes to implement public streetscaping elements along the portion of Riverside Drive within the NY Forward boundary, pedestrian safety improvements to the Riverside, State and Chapel Street intersection, as well as gateway signage for Gouverneur Street. The goal of this project is to improve the pedestrian and vehicular experience and promote safe connections to downtown Canton by applying complete street principles.

**TOTAL PROJECT COST**  
\$1,664,000

**TOTAL NYF REQUEST**  
\$1,664,000



## A02 Enhance Park Amenities in the Village Green

**Description:** This project aims to renovate existing and incorporate new amenities to support existing and future programs within the Village Green. Spaces within the Green will have diverse types and scales to expand potential users and extend uses through the day and seasons. This project will also augment existing tree and lawn planting with a diverse perennial and low shrub palette that will support pollinators and create a soft edge at the street while preserving its existing historic character.

**TOTAL PROJECT COST**  
\$1,388,000

**TOTAL NYF REQUEST**  
\$1,388,000

How transformative do you think this project could be for Downtown?

Low

Medium

High

How transformative do you think this project could be for Downtown?

Low

Medium

High





### B01 Renovate 11 and 11 ½ Riverside Drive into a Commercial Fitness Center and Two Dance Studios

**Description:** This project proposes to renovate an existing building into a commercial fitness center and add a second-story that will house two leased dance studios

TOTAL PROJECT COST  
\$1,089,000

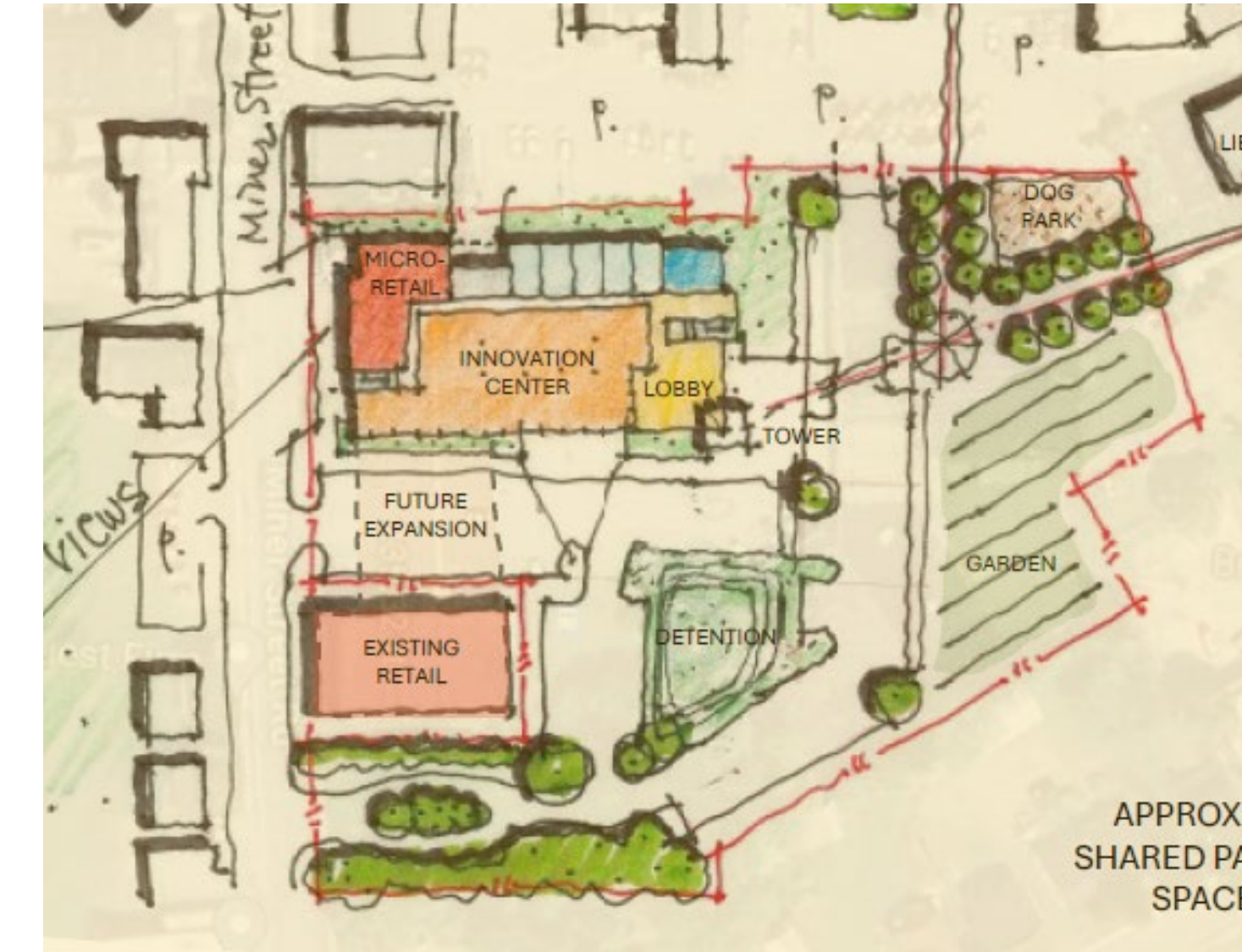
TOTAL NYF REQUEST  
\$807,000

How transformative do you think this project could be for Downtown?

Low

Medium

High



### B03 Redevelopment of the Former Midtown Plaza

**Description:** The proposed use and vision for the former Midtown Plaza is a 3-story mixed-use development to include 56 residential units, a 10,350 sf SUNY Canton Entrepreneurship Center, 2,500 sf of commercial space, and a community garden and dog park, with about 105 parking spaces for tenants, customers and the community at large.

TOTAL PROJECT COST  
\$27,673,000

TOTAL NYF REQUEST  
\$2,000,000

How transformative do you think this project could be for Downtown?

Low

Medium

High





### B04 Nature's Storehouse Expansion: Bridging Community & Commerce on Main Street

**Description:** The Nature's Storehouse Expansion project will unify the properties at 19 and 21 Main Street. The expanded space will feature an enhanced deli, coffee bar, and a diverse range of health supplements and natural remedies. The expansion will also include a dedicated space for customers to sit and enjoy meals. This project also plans to renovate the upstairs apartments, creating two additional modern, comfortable, residential units.

TOTAL PROJECT COST  
\$662,000

TOTAL NYF REQUEST  
\$497,000

How transformative do you think this project could be for Downtown?

Low

Medium

High



### B07 The Tick Tock Revival: Modernizing a Historic Downtown Landmark

**Description:** The project aims to restore and modernize the Tick Tock restaurant/bar, as well as develop four professional apartments, transforming it into a vibrant, multi-generational dining, entertainment, and living space.

TOTAL PROJECT COST  
\$1,510,000

TOTAL NYF REQUEST  
\$975,000

How transformative do you think this project could be for Downtown?

Low

Medium

High





### B08 Renovations & Upgrades to the TAUNY Center

**Description:** This project aims to implement renovations including window replacements, door upgrades, façade repairs, and interior enhancements to improve accessibility and functionality. This project builds on previous upgrades, ensuring the TAUNY Center better serves the public with enhanced arts and cultural programming.

TOTAL PROJECT COST	TOTAL NYF REQUEST
\$189,000	\$100,000

How transformative do you think this project could be for Downtown?

Low Medium High



### C01 Establish a Small Project Fund

**Description:** This project will establish a locally managed matching fund to undertake a range of smaller downtown projects including façade enhancements, building renovation to commercial or mixed-use spaces, business assistance, and public art. Applicants to this small projects 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 Canton.

TOTAL PROJECT COST	TOTAL NYF REQUEST
\$390,000	\$300,000

How transformative do you think this project could be for Downtown?

Low Medium High



### D01 Canton Branding and Marketing Initiative

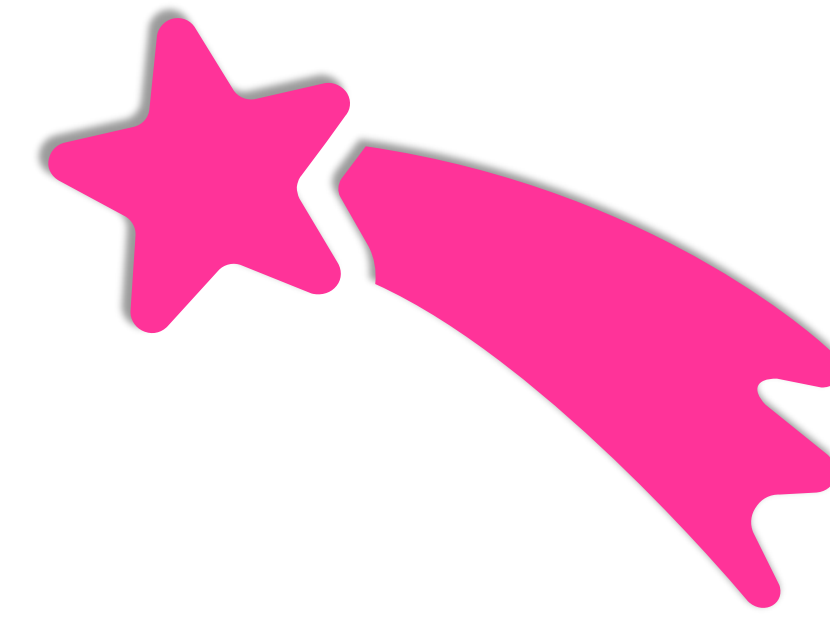
**Description:** The marketing and branding initiative for the Village of Canton is a comprehensive strategy designed to enhance the visibility and appeal of the Village as both a prime tourist destination and an attractive place to live. This project will be executed in three phases to develop a cohesive brand that celebrates and promotes Canton’s distinct identity.

TOTAL PROJECT COST	TOTAL NYF REQUEST
\$250,000	\$250,000

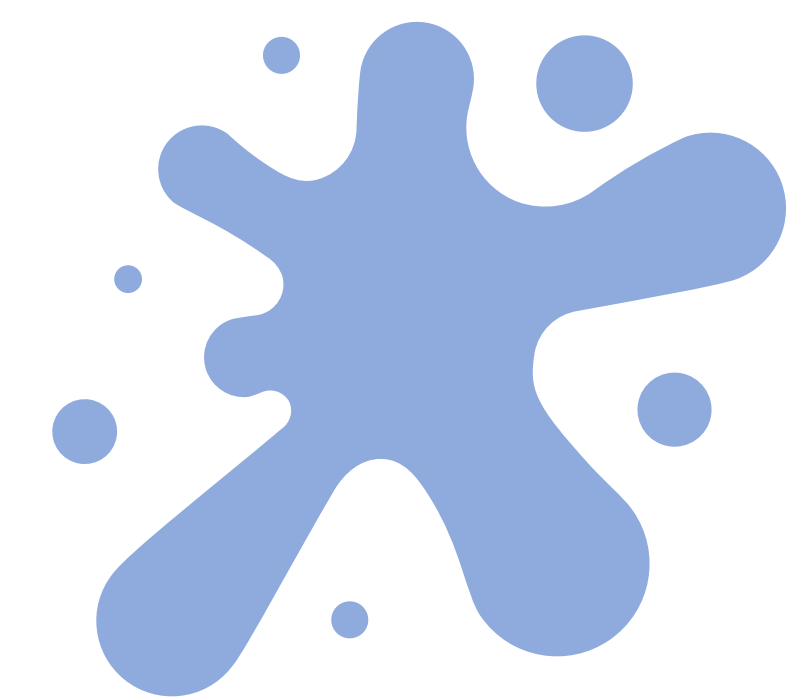
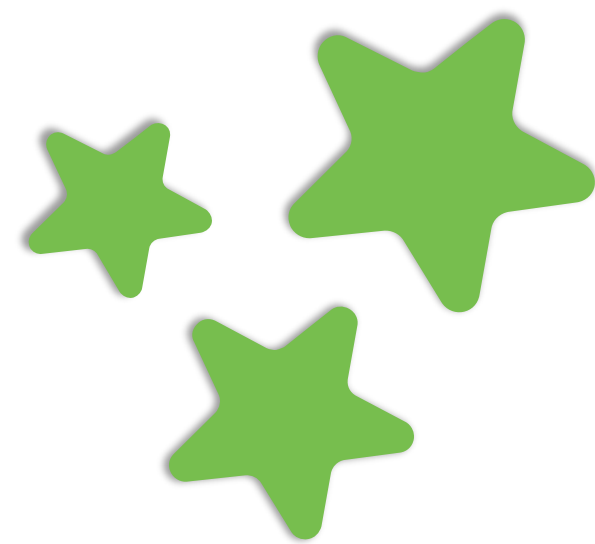
How transformative do you think this project could be for Downtown?

Low Medium High





# KIDS TABLE





Please share any other thoughts or ideas you may have on the projects displayed!

Post or write a comment here

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