



Brownfield Opportunity Area Nomination Study Brandywine Corridor Broome County, NY

Advisory Committee Meeting
August 6, 2010



the
Williams
group
Real Estate Advisors

HRP Associates, Inc.

ELAN
Planning / Design / Landscape Architecture PLLC

Agenda



- Project Status Update
- Review of Scenarios
- Presentation of Revised Scenario
- Discuss Public Meeting





Project Status Update

- ✓ Stakeholder Meetings – Completed
- ✓ Economic & Market Trends Overview – Completed
- ✓ Inventory & Analysis – Completed
- ✓ Site Profile Analysis – Completed
- ✓ Vision & Goals Statement – Completed
- Priority Matrix – In Progress
- Preliminary Scenarios – In Progress
- Public Participation – Ongoing



Draft Vision Statement - Revised



The Brandywine Corridor is an important gateway to the City of Binghamton and Broome County that is currently characterized by an aging industrial area with many vacant or underused properties with environmental challenges.

The community seeks to promote high quality urban design and quality of life while leveraging existing assets, including transportation infrastructure, to sustainably redevelop and revitalize the area to generate a positive impact on the region's economy.

Partnerships with local, state and regional agencies as well as the private sector and educational institutions will be the key to a successful redevelopment of this corridor.



Redevelopment Scenarios

- Task:
 - Prepare 3 redevelopment scenarios based on the analysis, investigation and feedback received to date.

- Approach:
 - Combined multiple parcels to create marketable site
 - Identified logical/existing infrastructure framework
 - Prepared 3 study models/scenarios depicting different blends and placement of uses



Project Study Area

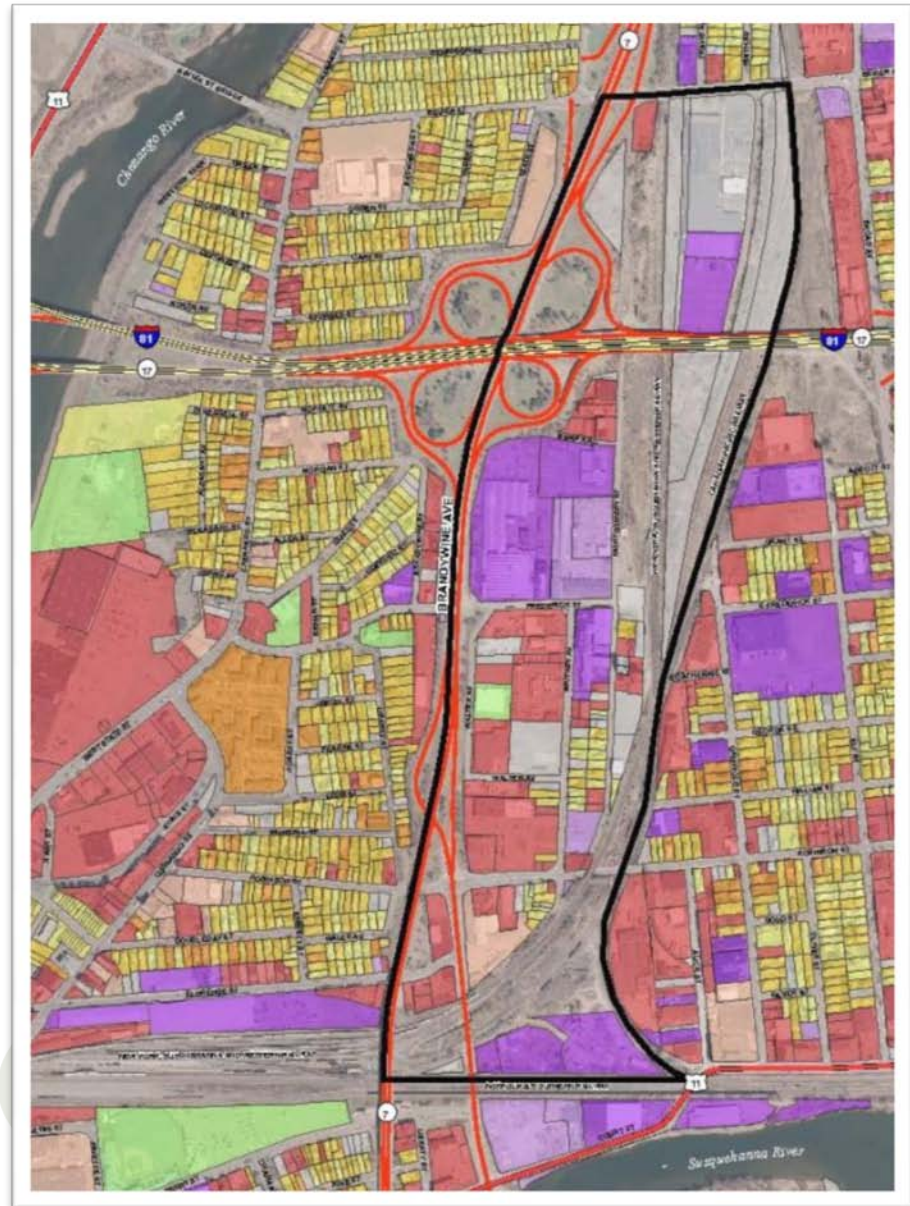
- Roadway Access
- Rail Connectivity
- Utility Infrastructure
- Project Acreage





Neighborhood Context

- Residential
- Industrial
- Commercial
- Rail
- Recreation



Neighborhood

- Study Area



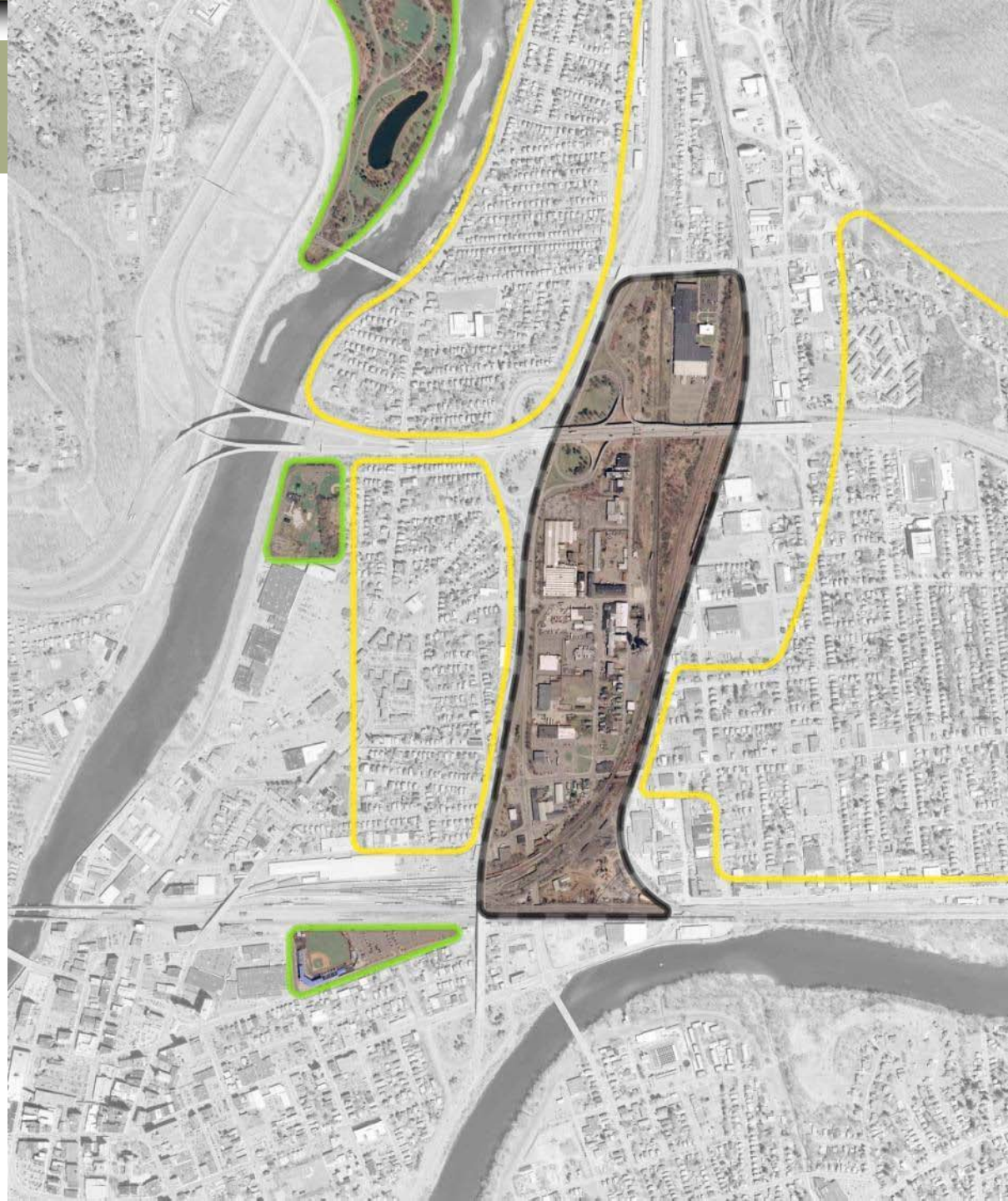
Neighborhood

- Residential Land Uses



Neighborhood

- Recreational Land Uses



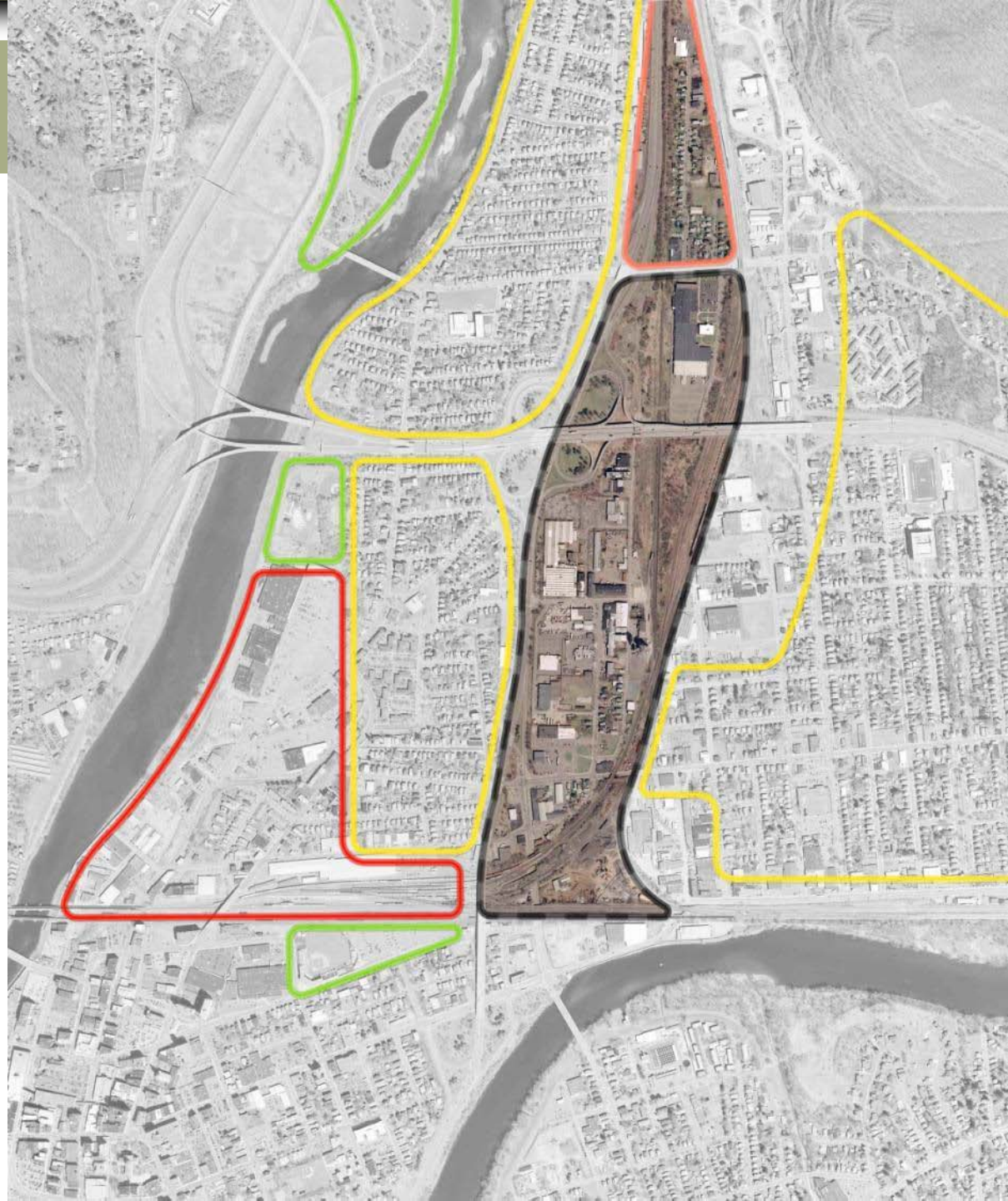
Neighborhood

- Commercial/Retail Land Uses



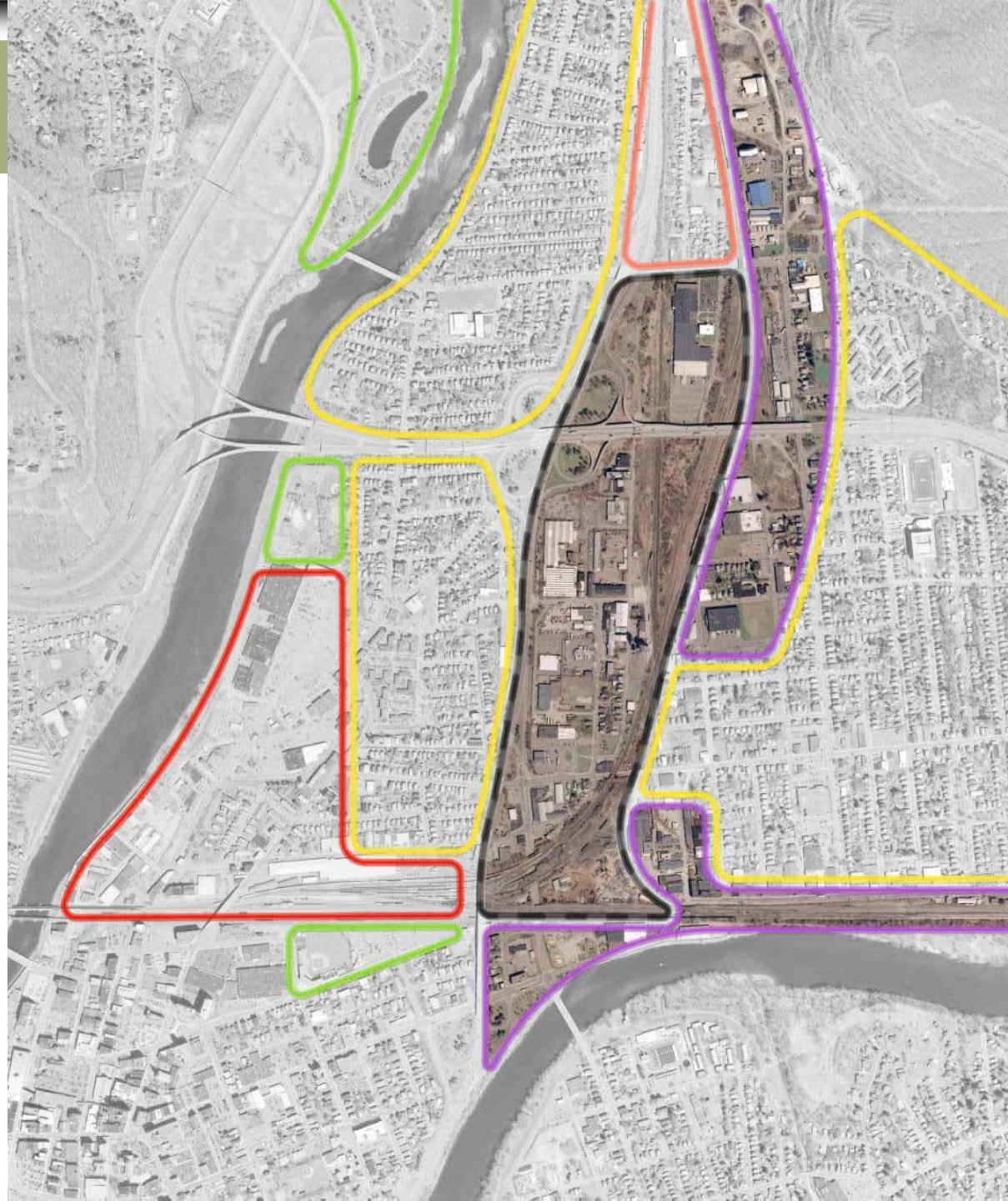
Neighborhood

- Mixed Use Land Uses



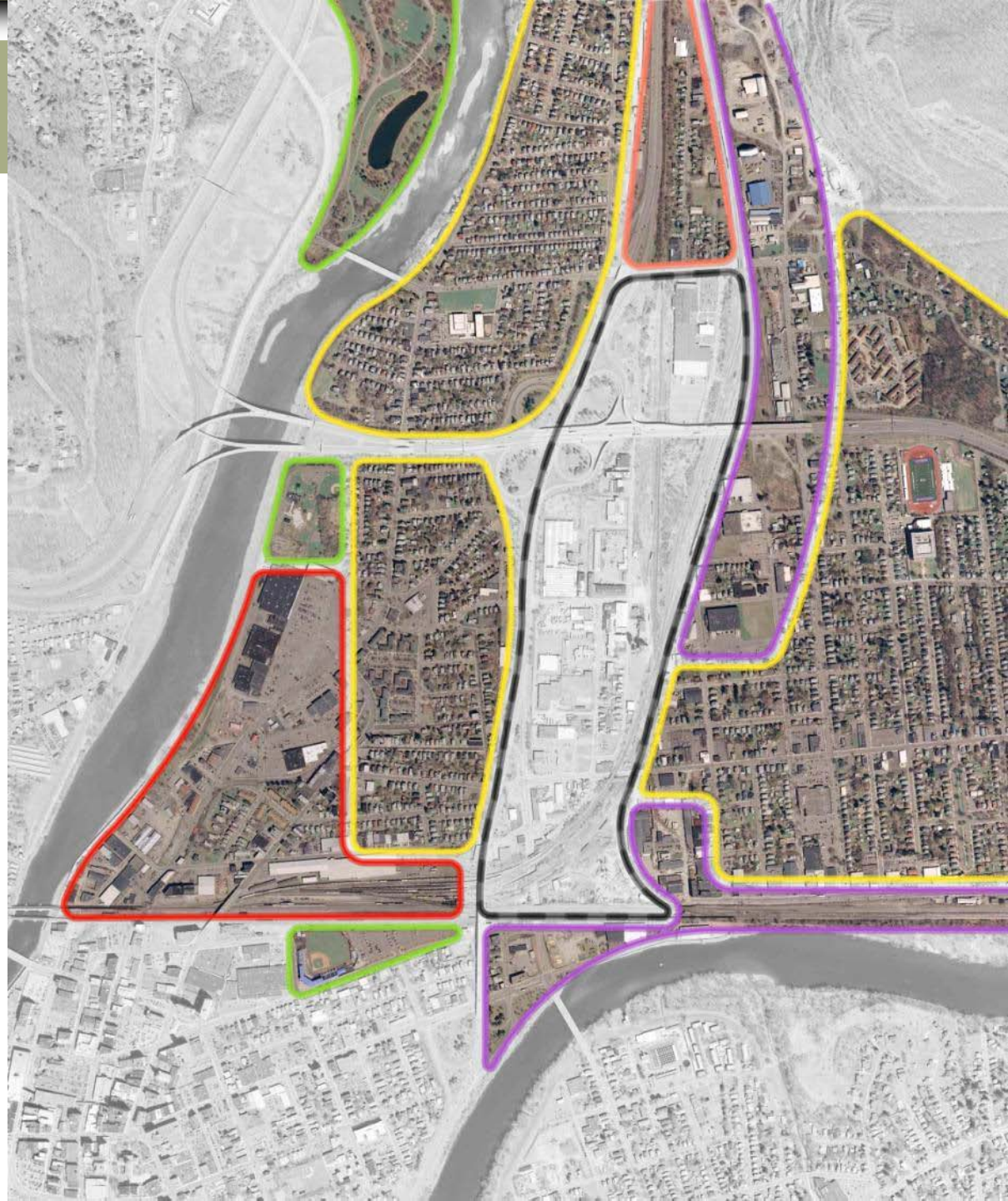
Neighborhood

- Industrial Land Uses



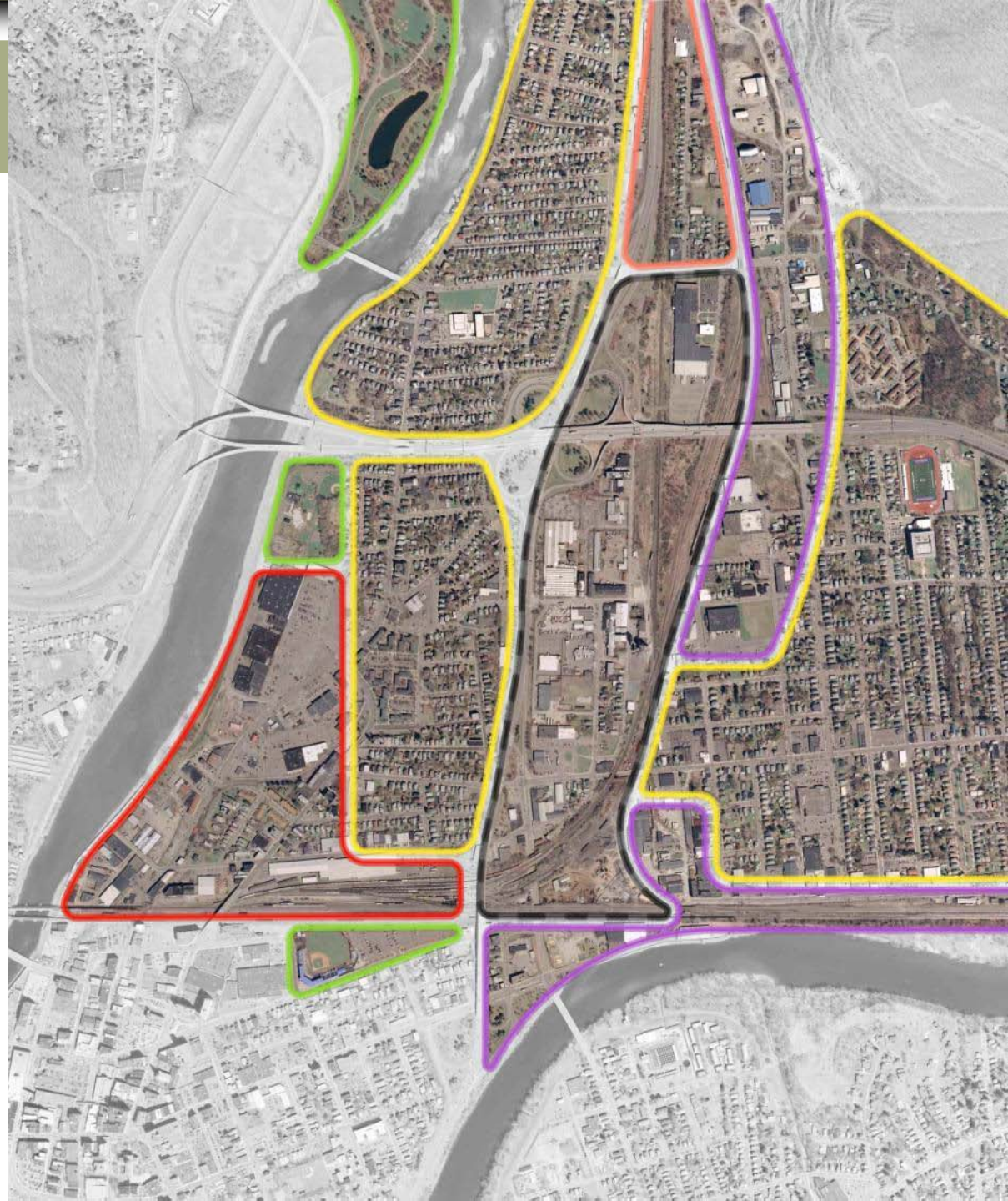
Neighborhood

- Role of Study Area

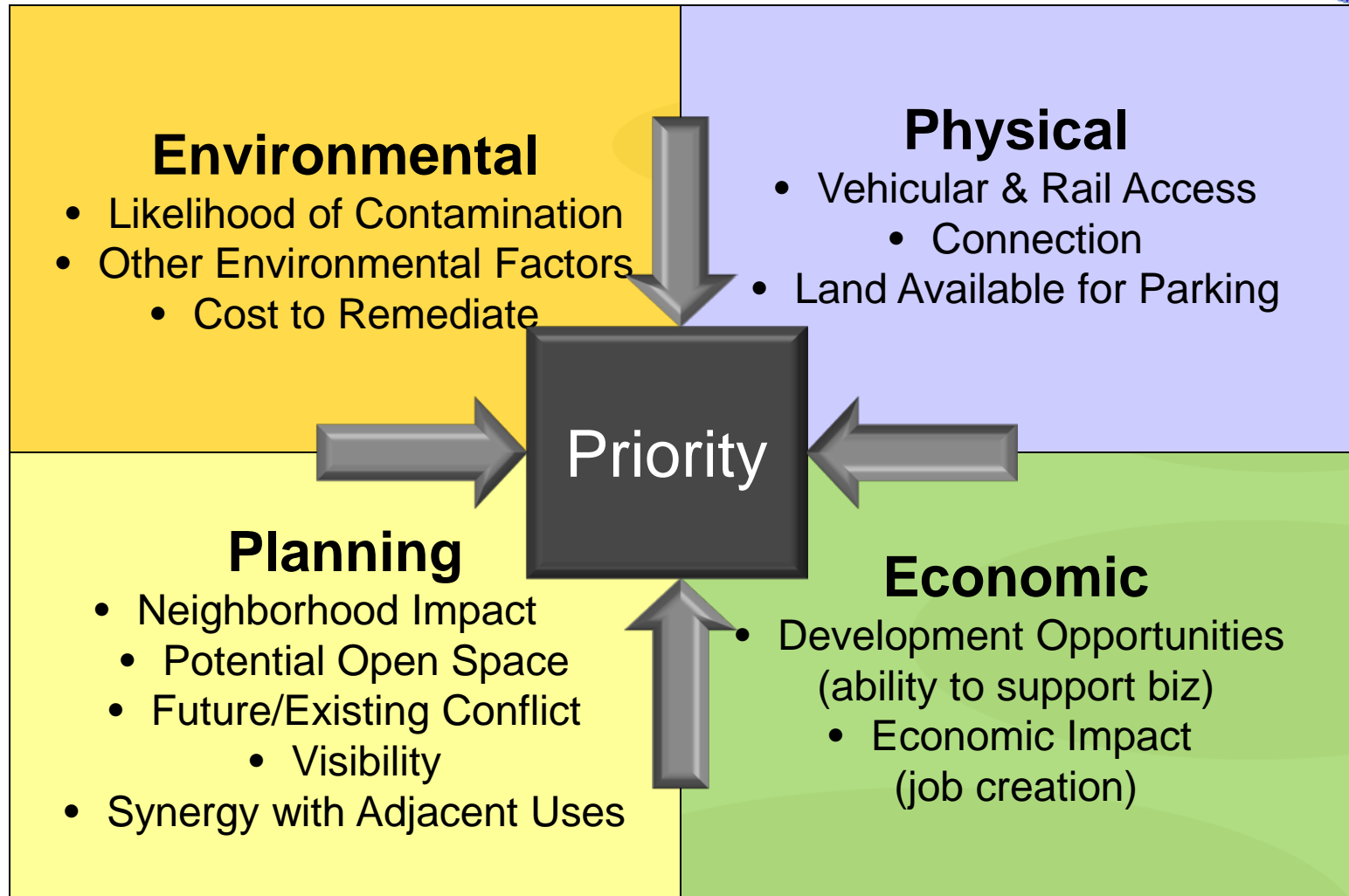


Neighborhood

- Role of Study Area



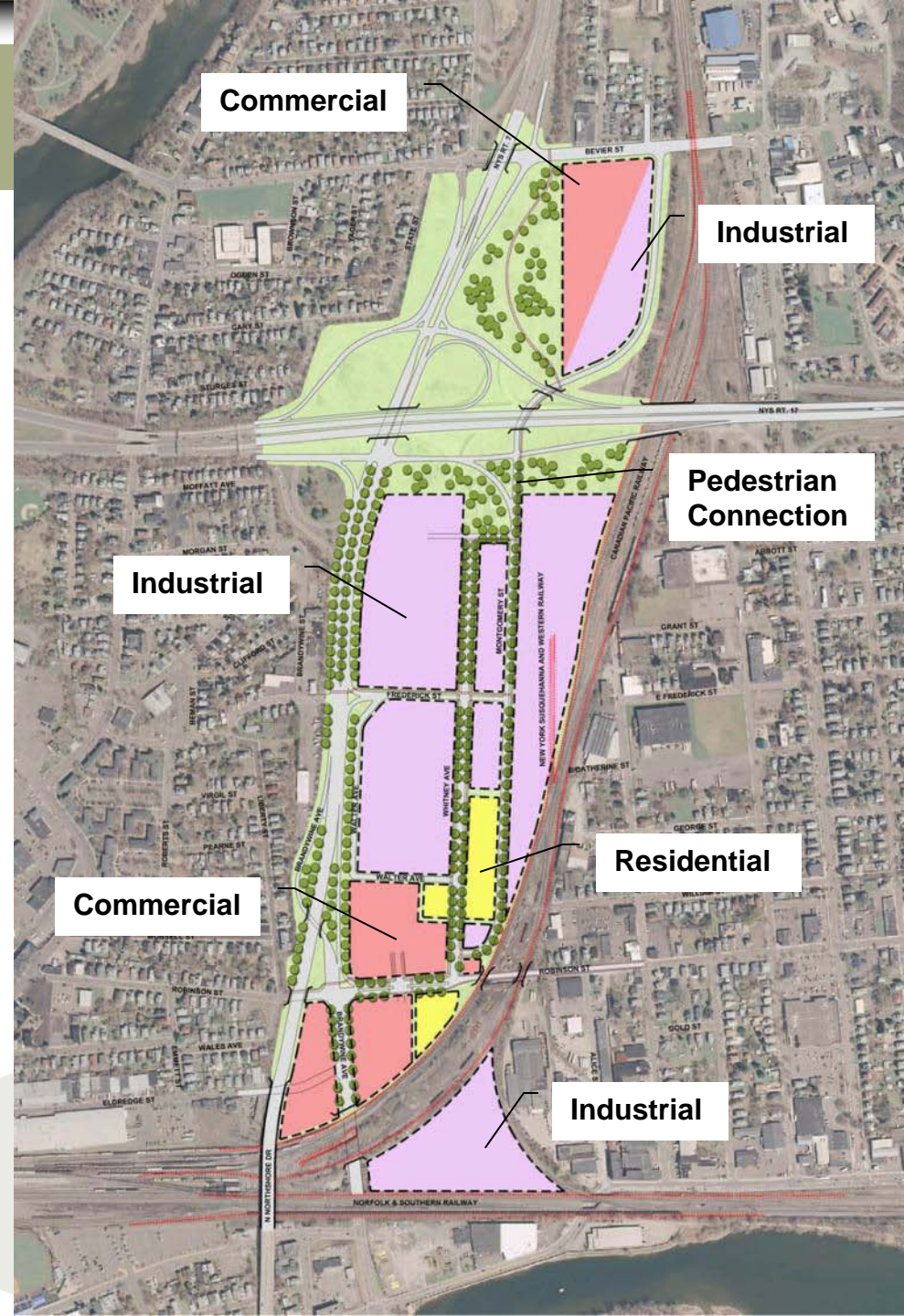
Priority Matrix Evaluation



Scenario #1

Defining Characteristics:

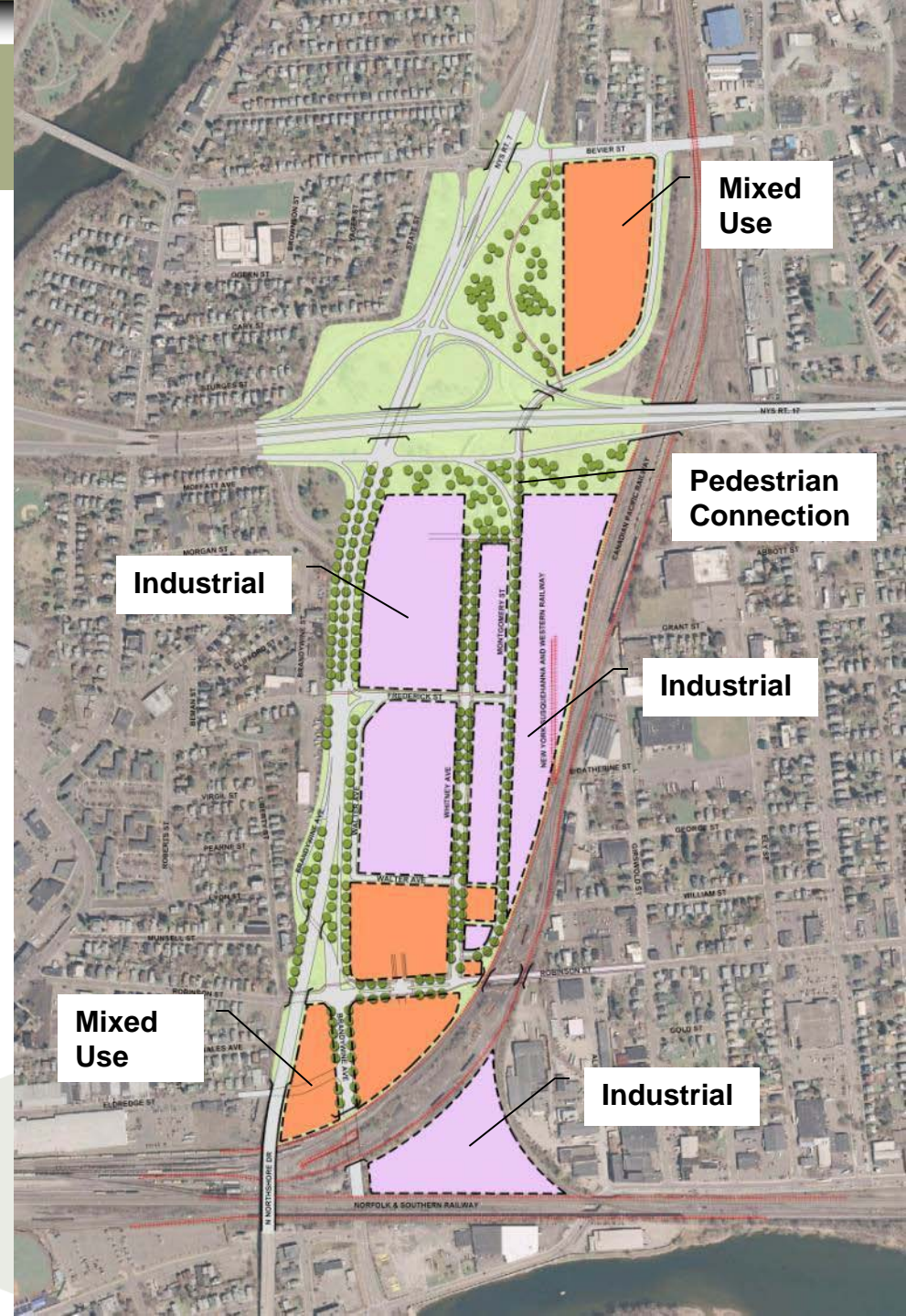
- Residential Remains
- Enhanced Commercial along Robinson St
- Commercial or Industrial along Bevier St
- Industrial located along rail
- Pedestrian / Bicycle Connections



Scenario #2

Defining Characteristics:

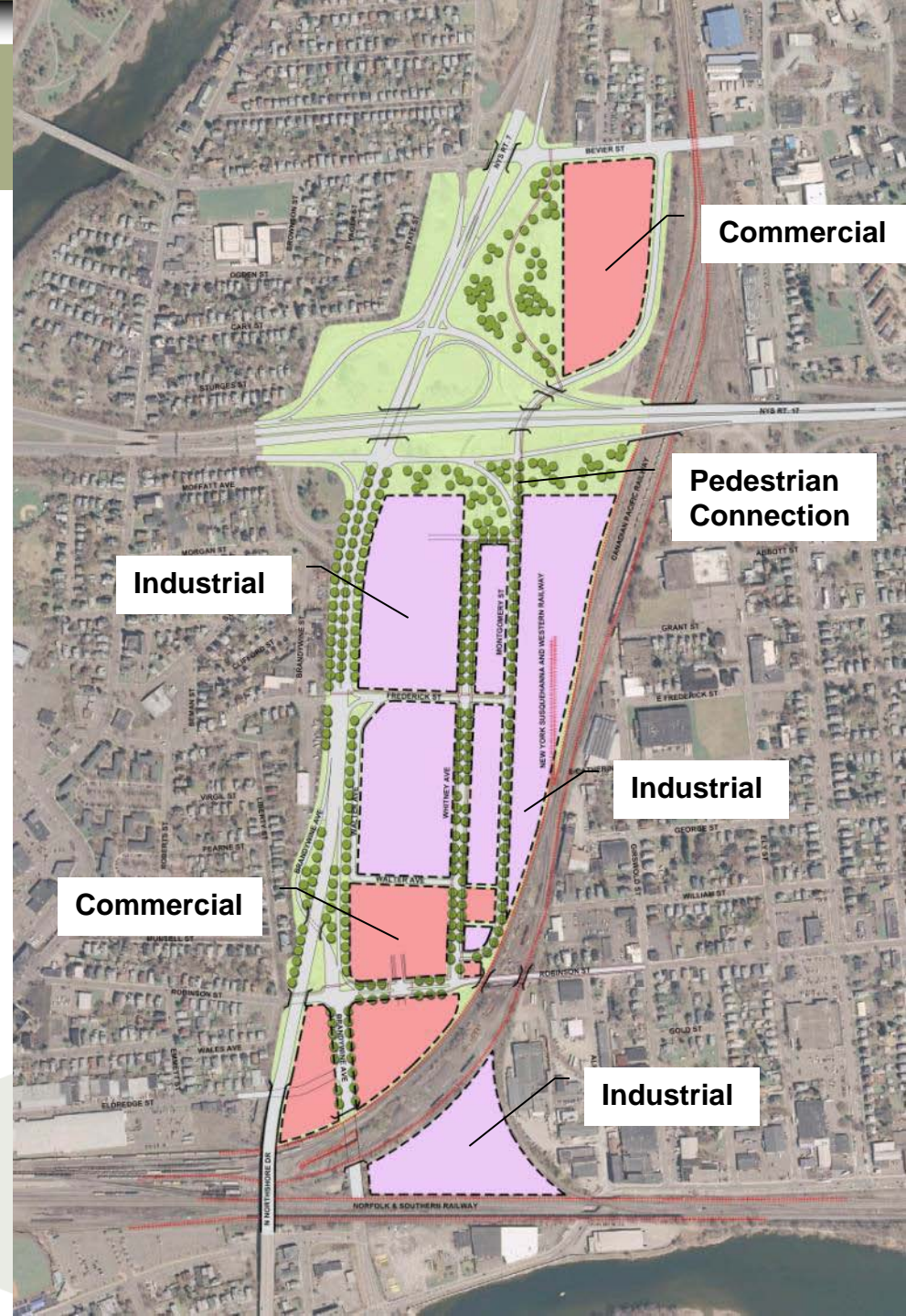
- Commercial & Residential Mixed Use along Robinson St & Bevier St
- Existing residential transferred to mixed use
- Industrial located near rail & expanded
- Pedestrian / Bicycle Connections



Scenario #3

Defining Characteristics:

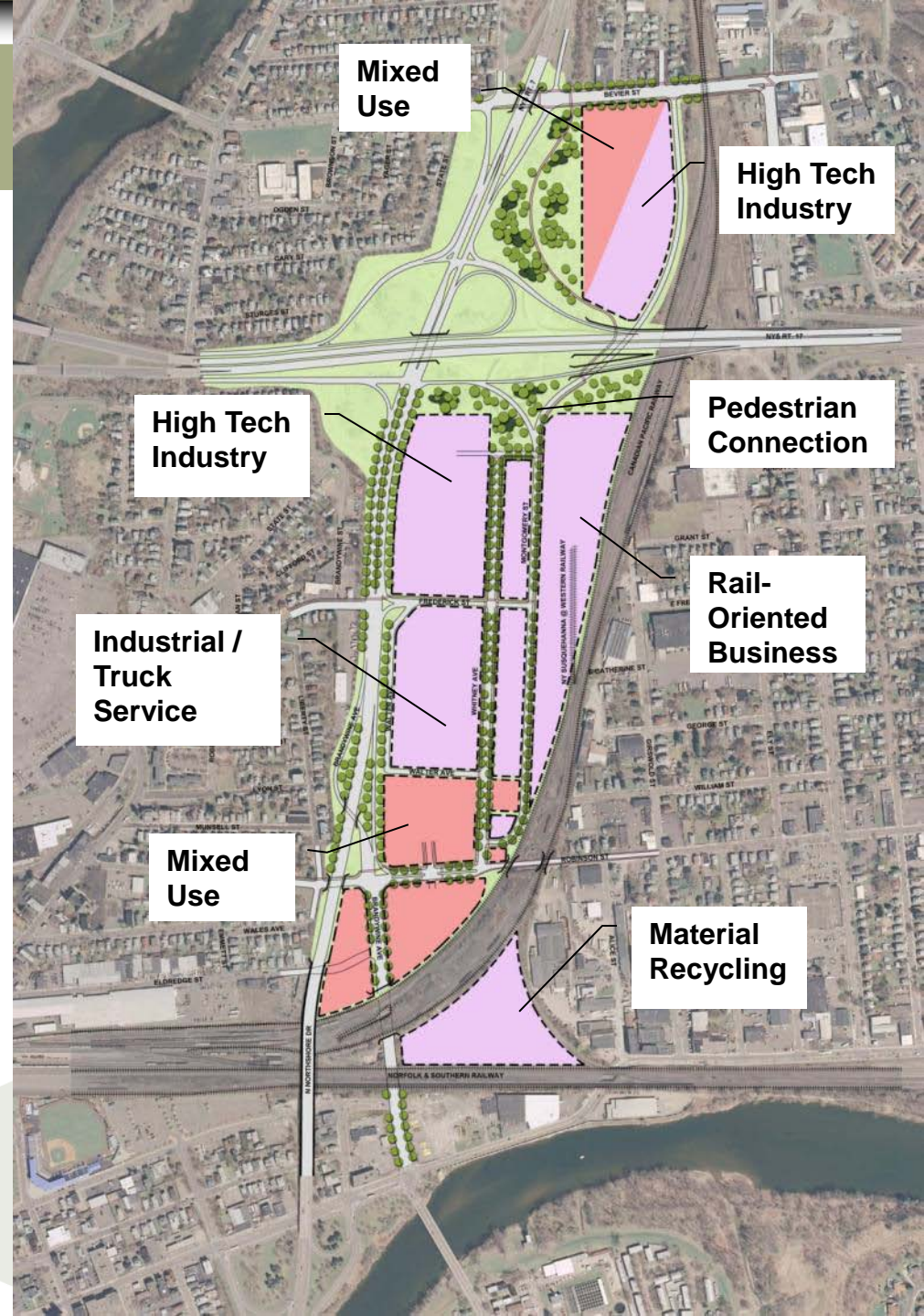
- Commercial enhanced along Robinson St & Bevier St
- Residential transferred to adjacent neighborhoods
- Industrial along rail & expanded



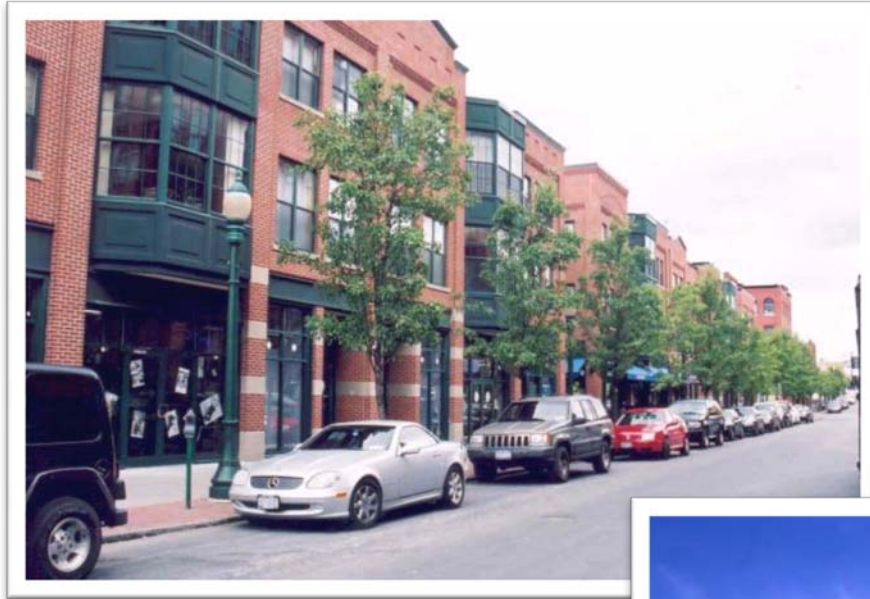
Preferred Scenario

Defining Characteristics:

- Retail & Residential Mixed Use along Robinson St & Bevier St
- Existing residential transferred to mixed use
- High Tech Industrial expanded
- Rail-oriented business near rail
- Additional Connections



Mixed Use Examples



Mixed Use Examples



Before



After

Commercial Examples



Industrial Examples



Public Meeting – Draft Agenda



- Welcome & Project Overview
- Tasks Completed
- Description of Preferred Scenario
- Public Comment
- Next Steps



Public Meeting Scheduling



- Possible Meeting Dates:
 - Week of September 13th
- Meeting Location?



Next Steps



- Public Presentation of Scenarios
- Preliminary Master Plan Concept
- Public Presentation of Master Plan Concept
- Draft Nomination Study

