

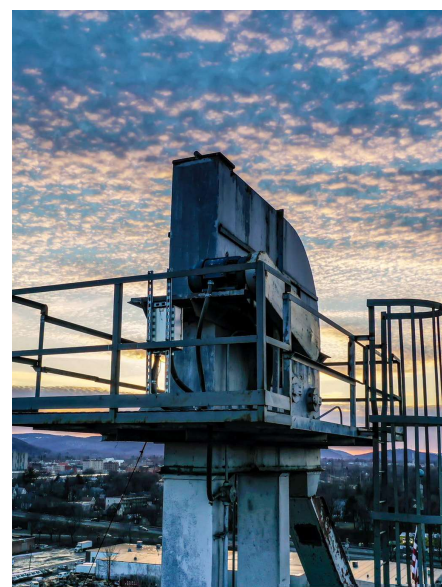


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## Agenda

- Key Tasks – Project Overview
- Site Tour
- Logo & Branding
- Inventory & Analysis
  - Overview
  - Connectivity & Streetscape Assessment
  - Market Analysis
- Preliminary Community Survey Results
- Preferred Development Scenario
- Visioning Workshop
- Next Steps/Project Schedule

*This project is funded through the NYS Department of State with funds provided under the Brownfield Opportunity Areas Program.*



**bgd** Brandywine Growth District

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## Brandywine Growth District

### Key Tasks

- **Component 1: Coordination and Project Management**
- **Component 2: Community and Stakeholder Participation**
- **Component 3: Existing Conditions Assessment**
  - Overall Existing Conditions Assessment
  - Description of Community Participation Process and Outcomes
  - Market Feasibility Analysis
  - Stormwater Management and Flood Mitigation Analysis
  - Connectivity and Streetscape Assessment



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## Brandywine Growth District

### Key Tasks

- **Component 4: Branding & Marketing Strategy**
- **Component 5: Draft Brandywine BOA Revitalization Master Plan**
- **Component 6: NYS Environmental Quality Review**
- **Component 7: Final Revitalization Master Plan**
- **Component 8: Grant Administration**



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## Site Tour

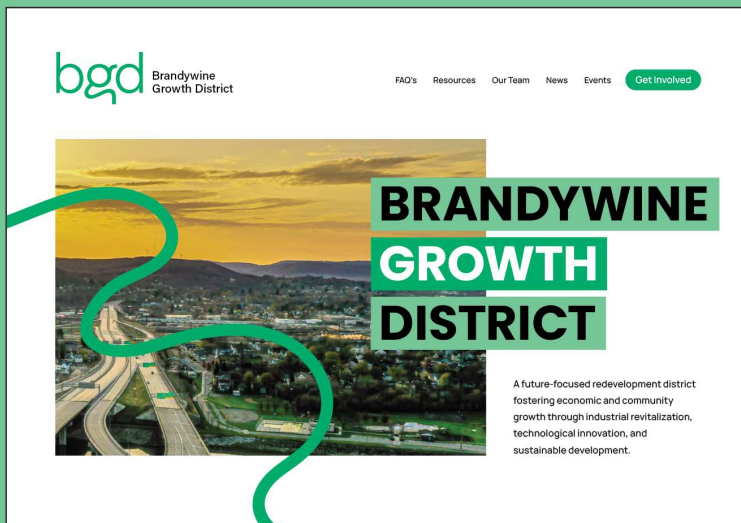
April 2025



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## Logo & Branding



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## Inventory & Analysis

### BOA Study Area

Approximately 158-acre study area in the Brandywine Corridor:

- Bounded by the Brandywine Highway (NYS Route 7) and NYS Route 363 on the west, railroad lines to the south and east, and Bevier Street to the north
- Includes industrial, commercial, and vacant or underutilized parcels with critical access by all transportation modes.
- Within City's only I-3 Heavy Industrial District

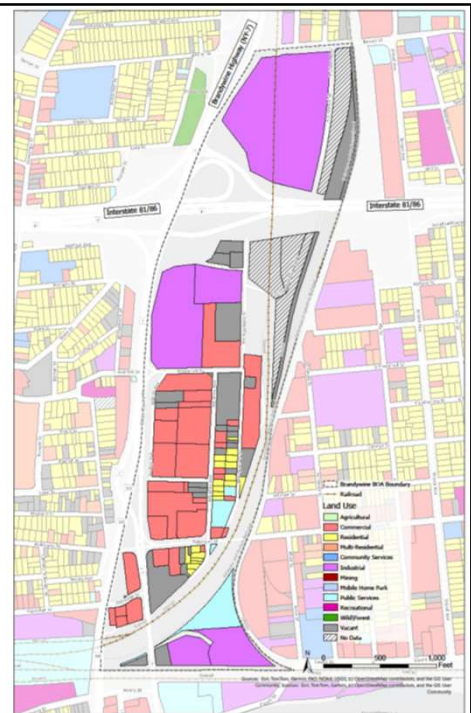


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## Inventory & Analysis

### Land Use Map

- The Brandywine BOA contains a mix of **industrial, residential, and vacant lands**.
- **Industrial uses** dominate the central corridor, aligned with transportation infrastructure.
- There is a **notable amount of vacant land** within the BOA, indicating redevelopment potential.
- Smaller areas of **commercial, community services, and public services**



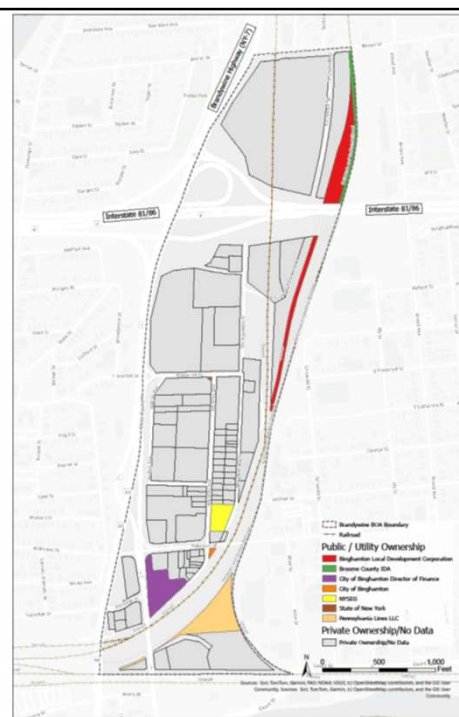
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## Inventory & Analysis

### Land Ownership Map

- Land within the Brandywine BOA is a mix of **public and private ownership**.
- Significant parcels are held by public entities, including the **City of Binghamton, Broome County IDA, and Binghamton Local Development Corporation**, indicating public control over key redevelopment areas.
- Utility-owned parcels (e.g., NYSEG) are also present, potentially tied to infrastructure. The remainder is largely privately owned or unclassified, suggesting a **need for coordination with multiple stakeholders for future redevelopment**.



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## Inventory & Analysis

### Floodplains Map

- The Brandywine BOA includes **areas at risk of flooding**, with portions of the site falling within both the 100-year floodplain (Zone AE) and the 500-year floodplain (Zone X500).
- Flood risk may **constrain development** in certain areas and **necessitate mitigation measures**, especially near waterways or low-lying parcels.

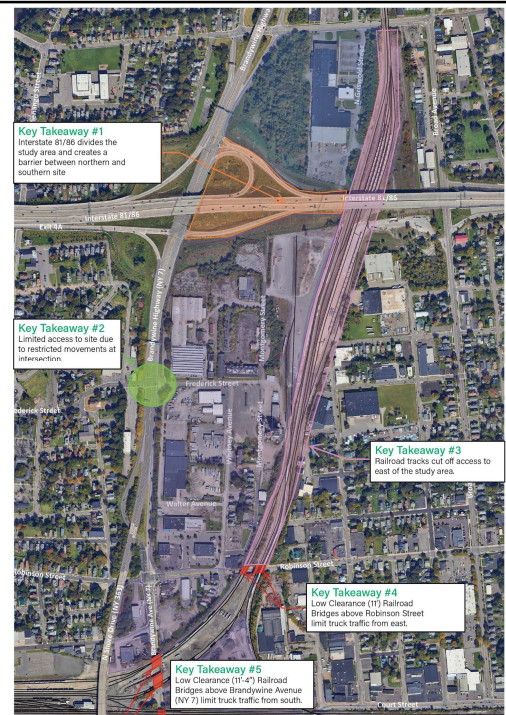


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## Connectivity & Streetscape Assessment

### Key Observations

- Interstate 81/86 **divides the study area**, creating a **barrier** between the north/south portions of the site
- **Limited access** to the site due to **restricted movements** at the intersection
- Railroad tracks **cut off access** to areas east of the study area
- Low clearance (11') railroad bridges above Robinson Street **limit truck traffic** from the east
- Lack of access & connectivity for **pedestrians & bicycles**

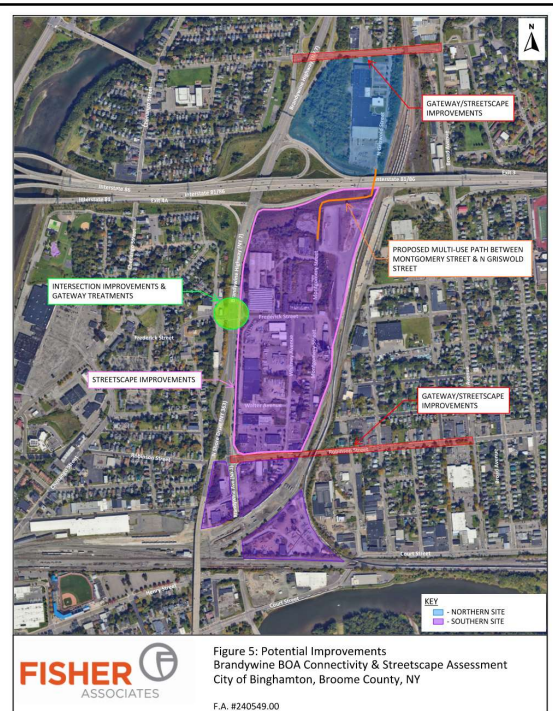


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## Connectivity & Streetscape Assessment

### Opportunities

- Gateway/streetscape improvements along Bevier Street and Robinson Street
  - Confirmation/replacement of ADA compliant ramps and push buttons
  - Sharrows and "Share the Road" signs for bicyclists
  - Covered bus shelters at bus stops
  - Landscaping
  - Northern/southern gateway signage
- Proposed multi-use path between Montgomery Street (south side) and N. Griswold Street (north side)
  - Can likely be built within the existing right-of-way
  - Would be much more feasible than a vehicular connection (due to railroad constraints, need for additional ROW, current operations to the north sensitive to traffic vibrations)



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## Connectivity & Streetscape Assessment

### Opportunities

- Intersection improvements & gateway treatments at Frederick Street
  - Best opportunity to improve access to the site
  - Exclusive southbound left turn lane and permitted eastbound through traffic would improve access – already been studied and determined feasible in the “Binghamton Travel Center Traffic Assessment”)
  - Opportunity for western gateway signage
- General streetscape improvements throughout the site
  - Repair/reconstruction of existing sidewalk
  - Sidewalk extensions throughout the roadway network



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## Market Analysis

### Demographics & Socioeconomic Challenges

- Population has remained flat at around **47,000** over the past decade.
- Job loss is a major factor: employment **declined 27%** (34,000 in 2002 → 25,000 in 2022).
- Median household income: **\$44K** (71% of Broome County/regional average).
- Unemployment rate: **8.7%** vs. 5.4% in surrounding region.
- 62% of households are renters
  - 2 bedroom rent rose 50% (from **\$800** in 2019 to **\$1,200** in 2025).
- **27%** live below the poverty line (vs. 18% in Broome County; 16% region-wide).



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## Market Analysis

### Industrial Sector & Market Demand

- Manufacturing jobs have declined **60%** since 2002 but around **1,600 jobs** remain.
- Manufacturing remains the City's **5th largest** sector.
- Regional shortage of sites for **advanced manufacturing, battery storage, biotech, clean-tech, and warehousing**.
- Despite strong anchors like the university and hospitals, Binghamton's economy remains weakened by **deindustrialization** and **decentralization**.



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## Market Analysis

### Identifying Strategic Opportunities

- Brandywine BOA offers a chance to **create jobs in the City core** and along a key industrial supply corridor.
- Growing **skilled employment** would also ease housing cost burdens.
- Team is continuing to **study demand from these sectors** to attract new jobs, businesses, and revenue.



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## BGD Community Survey

### Preliminary Results

- What words best describe the BGD today?
  - Industrial
  - Underused
  - Neglected
- What do you value most about the BGD today?
  - Central location
  - Access to major roads or rail
  - Large development sites



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## BGD Community Survey

### Preliminary Results

- What are the top issues that should be addressed in the BGD?
  - Vacant or abandoned properties
  - Environmental contamination
  - Outdated buildings
- What kinds of mobility improvements would you like to see in the BGD?
  - Safer sidewalks and crossings
  - Better street lighting and streetscapes
  - Landscaping/upkeep



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## BGD Community Survey

### Preliminary Results

- What would help the BGD become a better place for jobs, businesses, and community life?
  - Improved community appeal
  - Upgraded utilities
  - Improved access to highways
  - Access to grants, loans, and incentives
  
- What types of businesses would you like to see in the BGD?
  - Local food production
  - Light manufacturing
  - Technology & innovation



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## BGD Community Survey

### Preliminary Results

- What types of businesses and services in the BGD would help serve the community?
  - Retail & gathering places
  - Recreation facilities
  - Education & workforce training
  
- What should the top priorities for investment & improvements be?
  - Job creation & workforce development
  - Cleaning up environmental issues
  - Space for new businesses and innovation



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## BGD Community Survey

### Preliminary Results

#### ➤ How would you describe your vision for the BGD in 10 years?

- Commercial development
- No ugly eyesores
- Recreation
- A place people want to stop at
- More industry leaders in the area
- Safety for community
- Alignment with Binghamton University for start up businesses
- Factory outlet stores, food, and gas
- Modern
- Place that builds productive members of society
- A place to feel safe bringing kids to
- More accessible and utilized
- Green space



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## BGD Community Survey

### Preliminary Results

#### ➤ Is there anything else you'd like to share about the future of the BGD?

- "This is a once in a century change. Go as big as you can and don't screw it up."
- More facilities like the Koffman or other incubators
- Fresh and exciting, not like downtown
- Visually nice and appealing
- Return it to nature
- Flexibility in design to accommodate changing needs in the future
- "Don't keep dragging it out... get on with it."
- Space for health and wellness (parks, gyms, etc.)
- "Make this count and do it well and sustainable."
- Critical spot for potential industrial growth off the highway.
- Promote jobs through redevelopment



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## Preferred Development Scenario

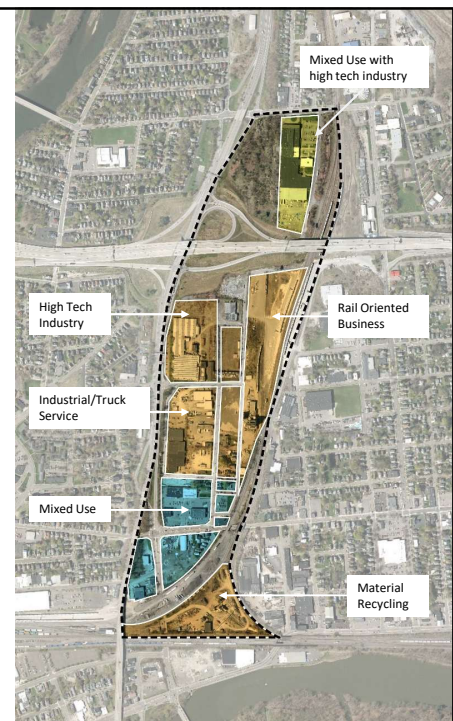
From the 2013 Nomination Study

### Project Vision

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.



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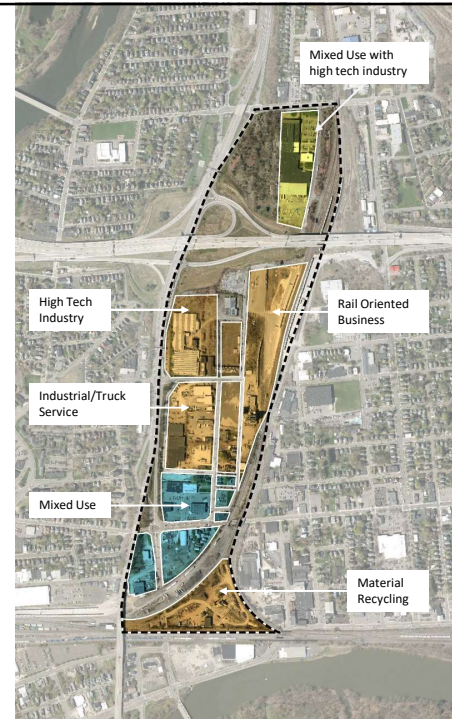


## Preferred Development Scenario

From the 2013 Nomination Study

### Potential Land Uses & Industries

- **Light manufacturing** (e.g., tech assembly, clean industries)
- **Green manufacturing** companies (e.g., battery production, green building material production)
- **Skilled trades and fabrication** (e.g., repairs, construction workshops)
- **Local food production** (e.g., wholesale bakeries, food markets)
- **Warehousing and Distribution**
- **Tech and innovation businesses** (e.g., startups, research and development labs)
- **Creative industries** (e.g., studios, art spaces, culture hubs)
- **Community-serving businesses** (e.g., shopping, dining, cafes, service centers)



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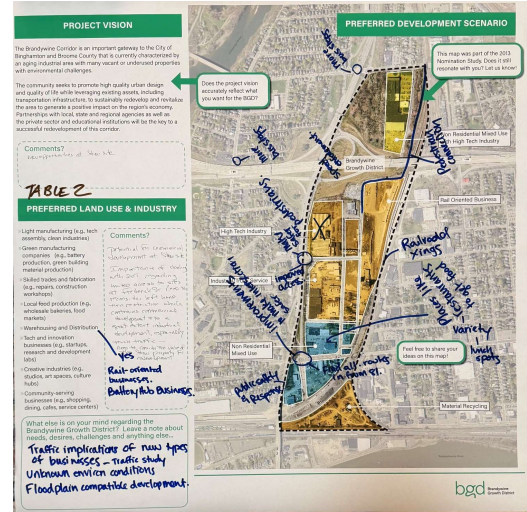




## What else is on your mind regarding the BGD? Any needs, desires, challenges, Opportunities, etc.?

### ➤ Community Identity and Aesthetics

- Participants hoped for a safer, modern, and welcoming district
- Thoughtful urban design, greenspace integration, and development that reflects the community's character.
- Making the area more attractive (addressing billboard clutter, enhancing street frontage, and beautifying key corridors)



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### Visual Preference - Place your dots below!

#### STREET DESIGN

Imagine walking, biking or driving.  
What street design feels most appropriate for the BGD?

Wide roads with sidewalk and green buffers

1 dot

Two way street with bike lanes and trees

3 dots

Shared street with pedestrian-friendly design and street furniture

2 dots

Minimalist industrial look with lighting and signage

3 dots

#### EDGE & BOUNDARY

What kind of edge or boundary between industrial and non-industrial areas do you think works best?

Green buffer with trees and fencing

5 dots

Shared-use path with landscaping

3 dots

A mix of low-rise non-residential buildings between higher intensity industrial uses and adjacent neighborhoods

1 dot

Wall or hard edge with murals and lighting

1 dot

Department of State

ideakraft

Kavin Dwanke LLC

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BRANDYWINE GROWTH DISTRICT

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**Visual Preference - Place your dots below!**

### GATEWAY & SIGNAGE

Select the types of entry features or signage that feel most inviting and appropriate for the BGD.

**Bold Lettering**

**Public Art**

**Sculptural**

**Industrial**



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#### Site Visit Key Takeaways

- **Stable industrial operations**
  - Existing businesses plan to stay
  - Existing businesses do not have plans for expansion
- **No obvious opportunities to expand supply chain links**
  - More research needed to identify specific opportunities to capture certain sectors
- **Barriers to business operations**
  - Labor challenges – aging labor force, difficulty finding younger workers
  - Property taxes
  - Regulatory process

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### Site Visit Key Takeaways – Specific Site Opportunities

#### ➤ Stow site

- Biggest opportunity for large-scale development (currently approx. 20 acres)
- Properties are currently being consolidated & some demolition has taken place
- Clean-up expected to take another year
- Owners contemplating a range of uses including recreation and hospitality

#### ➤ Cook Brothers

- Stable business, no plans to move
- Relies on/supports trucking
- Changes in road access (left turn lane) are desirable



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### Site Visit Key Takeaways – Specific Site Opportunities

#### ➤ Perdue Agribusiness

- Stable & profitable business
- No plans to expand or capture more of market share
- Challenges are lack of access to labor
- Operations would be impaired by non-compatible uses on adjacent properties
- Relies on trucking

#### ➤ Robinson Street Plaza

- Tenant changes currently underway – will soon be fully occupied
- Owner interested in additional commercial space
- Challenges are regulatory hurdles and property taxes

#### ➤ Trucking support

- Given the volume of trucking required to support deliveries to/from the site, support services for trucking could be helpful



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## Next Steps

- Share draft Connectivity & Streetscape Assessment
- Complete draft Stormwater Management & Flood Mitigation Analysis
- Complete draft Fiscal/Market Feasibility Analysis
- Complete overall Existing Conditions Assessment
- Collect & analyze Community Survey responses (closes July 7<sup>th</sup>)
- Begin developing strategies & recommendations
- Schedule Work-In-Progress Presentation

	Winter 2025				Spring 2025				Summer 2025				Fall 2025				Winter 2026				Spring 2026				Summer 2026																			
Coordination & Project Management																																												
Community & Stakeholder Participation	Community Engagement (Website Updates, PAC Meetings)																																											
								PM #1						PM #2												PM #3					PM #4													
Existing Conditions & Assessment			Draft Reports						Final Reports																																			
Branding & Marketing Strategy	Draft Logo & Brand Guidelines		Final Logo & Brand Guidelines												Draft Marketing Strategy				Final Marketing Strategy		Marketing Materials																							
Draft Revitalization Master Plan								Draft Revitalization Master Plan																																				
NYS Environmental Quality Review																																												
Final Revitalization Master Plan																																					Final Revitalization Master Plan							



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