

bogd Brandywine
Growth District

PAC Meeting #3
October 20, 2025



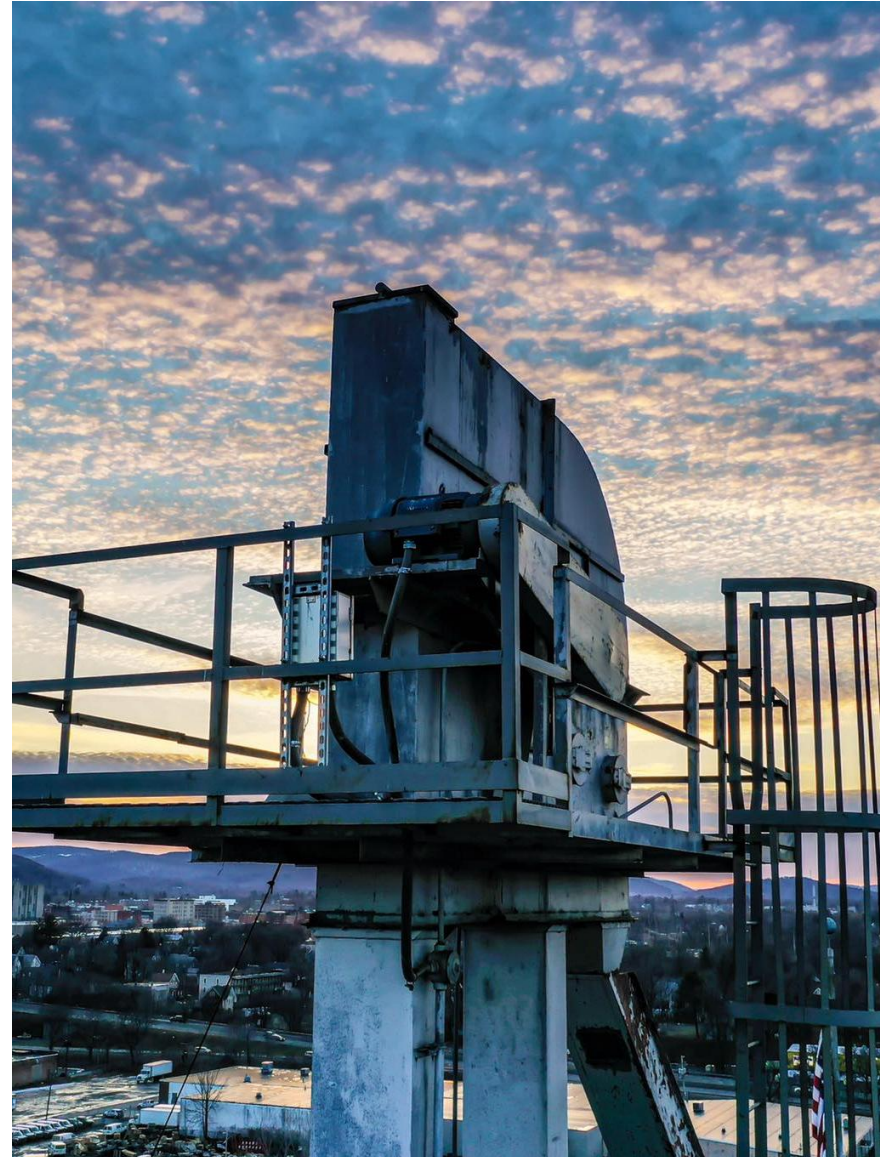
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Agenda

- Project Overview
- Inventory & Analysis Update
 - Connectivity & Streetscape Assessment
 - Market Analysis
- Community Survey Recap
- Public Meeting #1 Recap
- Public Meeting #2 Discussion
 - Updated Vision Statement
 - Draft Project Goals
- Revitalization Master Plan Strategy
- Next Steps/Project Schedule

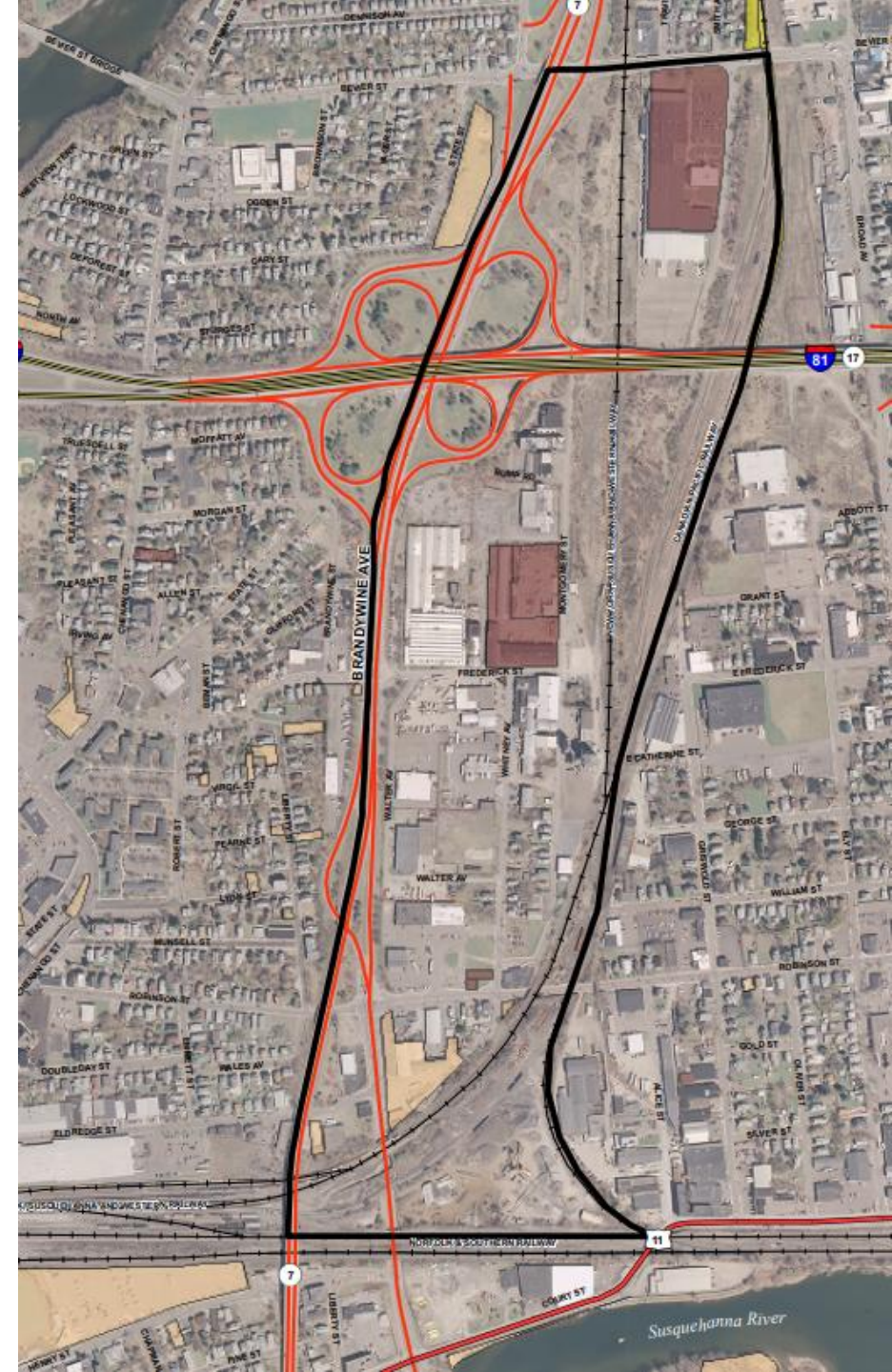
This project is funded through the NYS Department of State with funds provided under the Brownfield Opportunity Areas Program.



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
- **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**



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)



Connectivity & Streetscape Assessment

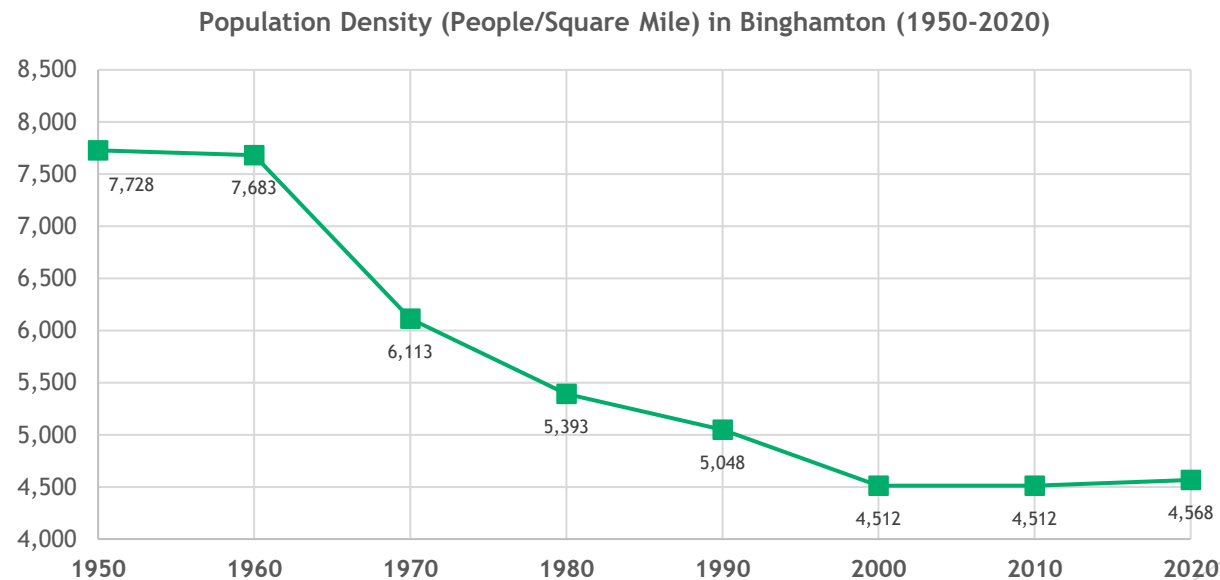
Opportunities

- 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



Market Analysis

- Population has remained stable at around **47,000** between 2000 and 2020.
- Job loss is a major factor: employment **declined 27%** (34,000 in 2002 → 25,000 in 2022).



Market Analysis

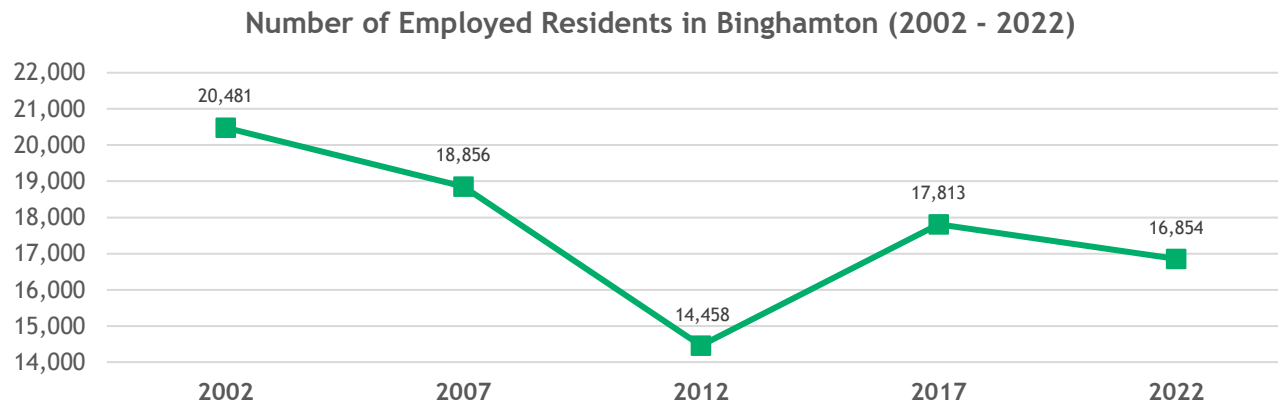
- Median household income: **\$44K** (71% of Broome County/regional average).
- Unemployment rate: **8.7%** vs. 5.4% in surrounding region.
- **27%** live below the poverty line (vs. 18% in Broome County; 16% region-wide).

Socio-economic Trends in Binghamton (1980 to 2020)				
Year	Median Household Income (Nominal \$)	Median Household Income (2020 \$)	Individual Poverty Rate (%)	
1980	\$16,227	\$50,600	~15-17	
1990	\$23,333	\$48,000	~20	
2000	\$32,212	\$50,200	~21	
2010	\$33,000	\$38,800	~30	
2020	\$34,487	\$34,487	31.5	

- Binghamton has experienced a post-industrial pattern of **shrinking population and reduced production...**

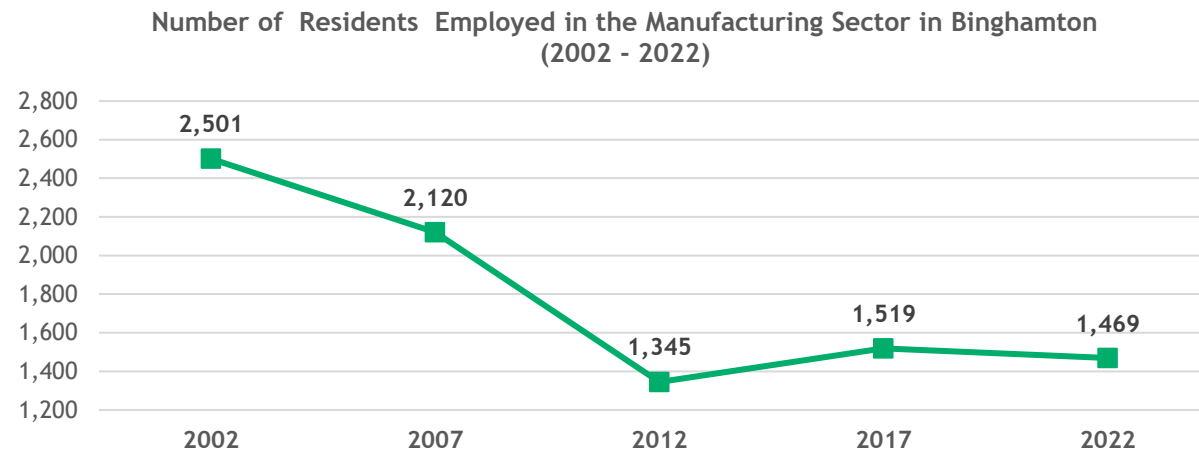
BUT

... the decline has stabilized in spite of the pandemic, and the city is **not losing people and jobs at the same rate** that it did in previous decades.



- The manufacturing sector is **not growing...**

BUT ... it remains the **5th largest employment sector** for Binghamton residents



- Economic stabilization can be attributed to:
 - Increased government funding
 - Growth of academic institutions (Binghamton University, SUNY Broome County Community College)
 - Partnerships with BAE to grow the battery sector
- The BGD is positioned to capture new industrial uses that advance the domestication of the regional supply chain
 - Heavy industrial zoning
 - Location at the intersection of two major economic development spines (I-81 and I-86)



➤ Sectors to pursue:



Transportation



Warehousing

(Uses with a high level of logistical & distribution needs that could be well-served by the BGD's proximity to road and rail)



- There is a regional shortage of sites for
 - Advanced manufacturing
 - Battery storage
 - Biotechnology
 - Clean-technology and renewable energy
 - Warehousing

➤ Why not residential?

- The real estate market for industrial & commercial uses is currently soft
- The market for residential housing (especially affordable rental units) is very high (while supply is very low)

BUT

- One of the strongest assets of the BOA is its industrial zoning in an area with minimal incompatible uses
- Introducing new residential uses to the site would undermine that asset, making it harder to attract job-generating land uses to the site



BGD Community Survey

Recap / Key Takeaways

- Maintain industrial character
- Top concerns to be addressed:
 - Vacant or abandoned properties
 - Environmental contamination
 - Outdated buildings
- Capitalize on central location, access to major roads/rail, and large development parcels
- Mobility improvements:
 - Safer sidewalks and crossings
 - Better street lighting and streetscapes
 - Landscaping/upkeep
- Investment priorities:
 - Job creation & workforce development
 - Cleaning up environmental issues
 - Space for new businesses and innovation





Public Meeting 1 Recap

Public Meeting #1

Recap / Key Takeaways

➤ Access and Connectivity

- Improve access to the site
- Improve connections within the site, particularly for non-vehicular users
- Improve pedestrian infrastructure, including better safety at crossings
- Incorporate signage for local businesses

➤ Environmental Remediation

- Address environmental contamination before any new development occurs
- Ensure redevelopment strategies are floodplain-compatible and environmentally responsible

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.

Comments?
See properties at site.

TABLE 2

PREFERRED LAND USE & INDUSTRY

- 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)

Comments?
Potential for commercial development at site.
Importance of dealing with dirt surrounding limited access to site at intersection. No to parking, also left hand turn restriction which constrains commercial development to a small extent industrial development, especially truck traffic.
Yes
Rail-oriented businesses.
Battery Hub Business.

What else is on your mind regarding the Brandywine Growth District? Leave a note about needs, desires, challenges and anything else...

Traffic implications of new types of businesses - traffic study
Unknown environ conditions
Floodplain compatible development.

PREFERRED DEVELOPMENT SCENARIO

This map was part of the 2013 Nomination Study. Does it still resonate with you? Let us know!

Does the project vision accurately reflect what you want for the BGD?

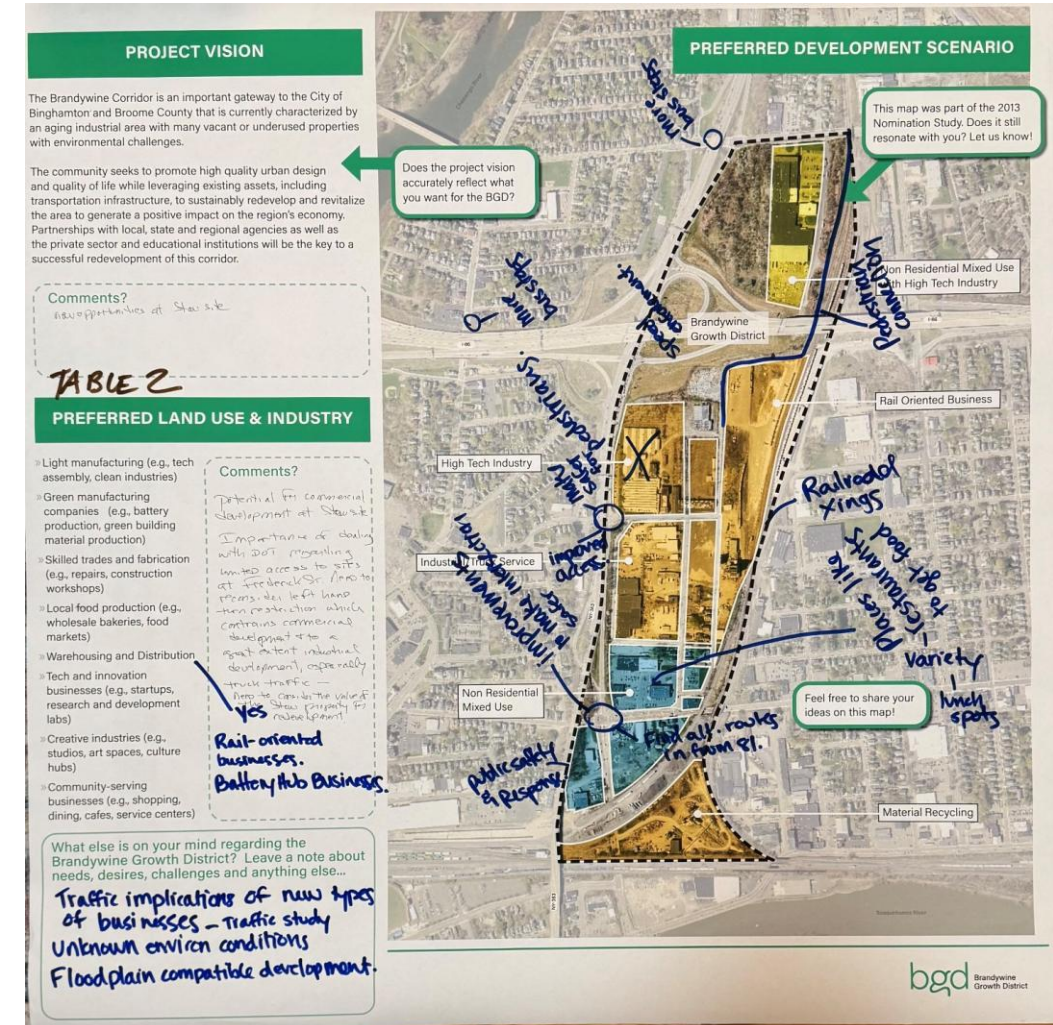
Handwritten notes on map:
- "Does the project vision accurately reflect what you want for the BGD?"
- "Railroad Xings"
- "Places like restaurants, variety lunch spots"
- "Public safety & Response"
- "Finally, routes in from Rt. 19"- "High Tech Industry"
- "Industrial/Trade Service"
- "Non Residential Mixed Use"
- "Material Recycling"
- "Rail Oriented Business"
- "Brandywine Growth District"

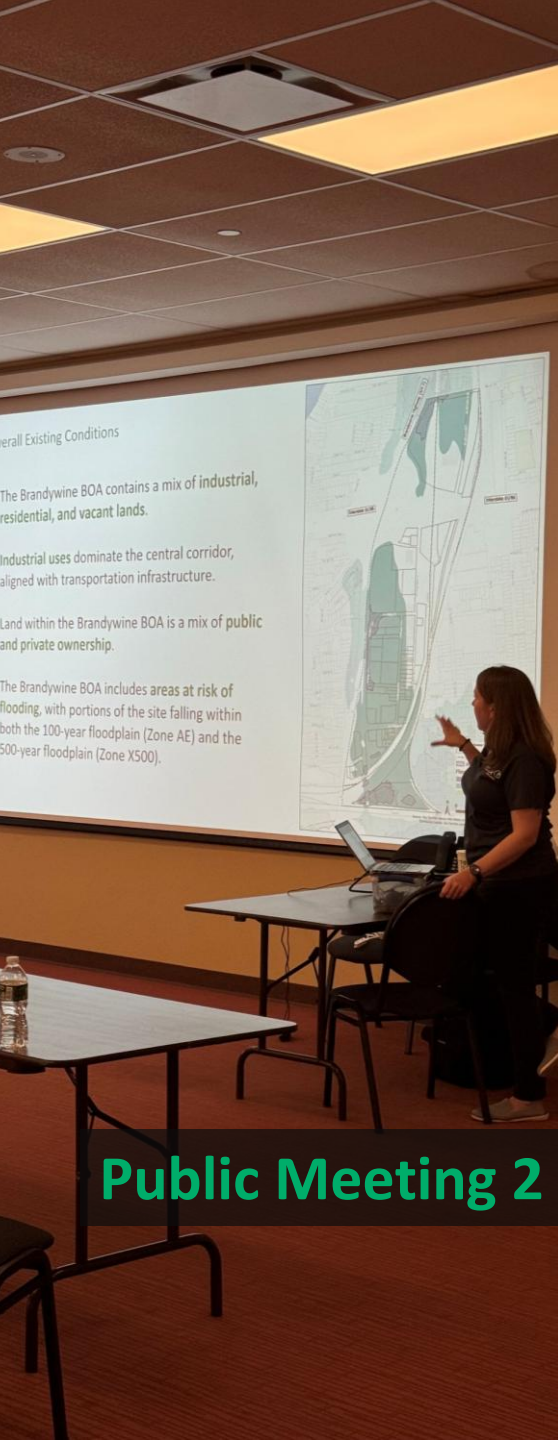
Public Meeting #1

Recap / Key Takeaways

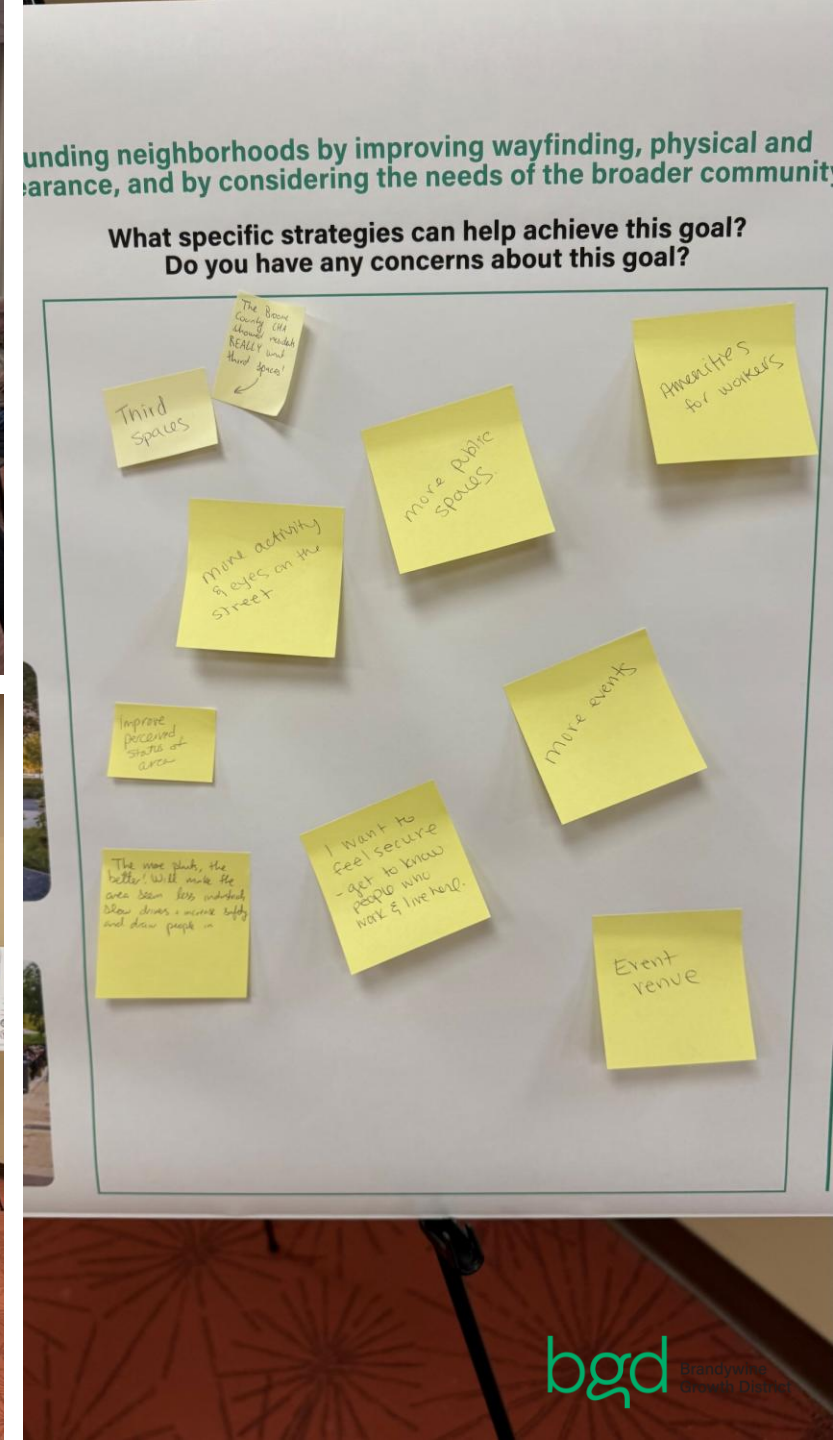
➤ Community Identity and Aesthetics

- Create a safer, modern, and welcoming district
- Incorporate thoughtful urban design, greenspace integration, and development that reflects the community's character.
- Make the area more attractive
 - Address billboard clutter
 - Enhance street frontage
 - Beautify key corridors





Public Meeting 2 Summary



Understanding neighborhoods by improving wayfinding, physical and appearance, and by considering the needs of the broader community.

What specific strategies can help achieve this goal?
Do you have any concerns about this goal?

- Third Spaces
- The Brandywine County OHM REALLY need third space!
- Americas for workers
- more public spaces
- More activity & eyes on the street
- More events
- Improve perceived safety of area
- I want to feel secure - get to know people who work & live here.
- The more shut, the better! Will make the area seem less isolated, show drives a more safety and draw people in
- Event venue

What We Need From The Community

- Comment on the updated Vision Statement
 - Did we get it right?
 - Did we miss anything?
- Comment on the Draft Goals
 - Do these six goals capture what you envision for the site?
 - Do you have any concerns?
 - What are some ways to achieve the goals?
 - Which of the goals would YOU prioritize for investment?
- Start to think about Land Use
 - What belongs where?

Updated Vision Statement

Brandywine Corridor is an important **gateway** to the City of Binghamton and Broome County that is envisioned as a **future-focused** redevelopment district fostering **sustainable economic growth** through industrial preservation and revitalization, technological innovation, and workforce development.

Existing assets, including transportation infrastructure and established industrial uses, will be improved and leveraged to **support existing businesses, attract new investment** and employment, and contribute to **improved quality of life** in the surrounding neighborhoods.

Partnerships with local, state, and regional agencies and employers as well as the private sector and educational institutions will be key to a successful redevelopment of this corridor and ensure that it generates a **positive impact** on the region's economy.

Updated Vision Statement

➤ Feedback:

- Emphasize industrial revitalization, technological innovation, and connectivity
- Ensure that the vision remains grounded in realistic market opportunities
- Incorporate quality-of-life improvements for nearby neighborhoods

Proposed Project Goals

PROPOSED GOAL #1

Leverage the BOA's strategic location with future-focused land use and marketing plans to attract high quality industries, support existing businesses, and create more employment opportunities for the community.

What We've Heard/Learned:

- » Job creation is a top priority, and redevelopment should support both new opportunities and the stability of existing businesses.
- » There is strong interest in industrial reuse, provided sites are properly cleaned up.
- » Communities want to attract emerging industries such as technology, food, and creative sectors while reusing vacant or abandoned properties.
- » The area's strategic location is seen as an advantage, but growth should balance heritage with modern industries.
- » Investments in infrastructure, particularly childcare and transit, are considered essential to sustain economic growth.
- » Incentives and workforce development programs are needed to help both businesses and employees thrive.



What specific strategies can help achieve this goal? Do you have any concerns about this goal?

- Support for industrial preservation and reuse
- Need for better access and connections from Brandywine Ave and Bevier Street
- Use flood-prone areas for solar?
- Partner with BCC, BAE, Binghamton University, etc. to train students and build pipelines to local industries
- Involve current business owners to ensure redevelopment reflects reality

Questions for the PAC:

- How can this project support businesses in the BOA?
- What is preventing investment in the BOA today?
- What types of businesses could help expand employment opportunities?
- What are the future plans for growth?
- What sites are most catalytic and should be prioritized for redevelopment?

Proposed Project Goals

PROPOSED GOAL #2

Foster strategic and collaborative partnerships to address environmental, economic, transportation, and other issues and spur investment in improvements and redevelopment.

What We've Heard/Learned:

- » Inclusive planning with residents and businesses is critical to ensure redevelopment aligns with community needs.
- » Phased redevelopment is preferred to reduce disruption and allow services to keep pace with growth.
- » Incentives and support for startups are important to foster entrepreneurship and innovation.
- » Effective redevelopment requires collaboration across agencies and partnerships among workforce, branding, and identity initiatives
- » Partnerships are also seen as vital in addressing cross-cutting issues that extend beyond the scope of any single agency or organization.



What specific strategies can help achieve this goal? Do you have any concerns about this goal?

- Connect workforce training with real opportunities
- Develop apprenticeship and internship programs
- Emphasis on skilled trades
- Engage businesses and neighborhood residents
- Support existing businesses in the BOA

Questions for the PAC:

- What partnerships can help achieve these goals?
- What types of stakeholders or institutions should be involved?
- What support and services are missing for businesses to invest and thrive?
- How can we engage businesses and neighborhood residents more throughout this process?

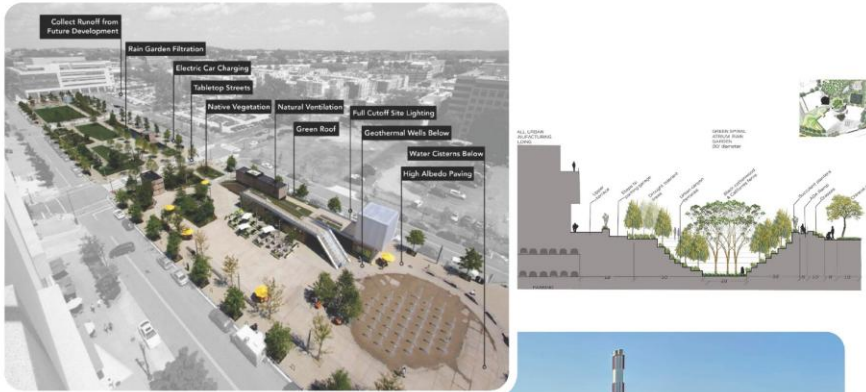
Proposed Project Goals

PROPOSED GOAL #3

Address contamination, remediate properties, and protect the community from future environmental and climate threats.

What We've Heard/Learned:

- » Cleanup is the community's top priority, and redevelopment cannot move forward without remediation.
- » Visible cleanup efforts are necessary to build trust and demonstrate progress to residents and stakeholders.
- » Flood-resilient redevelopment is strongly supported, with specific concerns about drainage, stormwater, and flooding.
- » Green infrastructure and resilient design practices are viewed as essential for long-term protection against climate risks.



What specific strategies can help achieve this goal? Do you have any concerns about this goal?

- Need comprehensive environmental assessments
- Ensure new industries comply with environmental regulations
- Concerns about flooding and drinking water safety
- Implement permeable pavement
- Expand green infrastructure
- Explore innovative features like solar panels to shade parking areas
- Need visible remediation and resilient, forward-thinking design

Questions for the PAC:

- What are the known environmental constraints?
- How do these constraints limit development?
- What are the highest priority contaminated sites?
- What do we need to do to get cleanup started?
- What kind of green infrastructure improvements, stormwater and eco-development practices should be explored?

Proposed Project Goals

PROPOSED GOAL #4

Build a safer and more connected corridor for all users, including pedestrians, cyclists, drivers, and truck operators.

What We've Heard/Learned:

- » Access, circulation, and traffic flow are major concerns.
- » Safety improvements are needed at crossings,
- » Streetscapes can be improved with sidewalks, lighting, street trees, etc.
- » There is a strong interest in bike lanes and transit, but facilities for pedestrians and bicyclists remain limited.
- » Better external and internal connections, along with landscaping and upkeep, can improve overall safety.



What specific strategies can help achieve this goal?
Do you have any concerns about this goal?

- **Need more investment in pedestrian/bicycle infrastructure, including bike lanes**
- **Need lighting upgrades**
- **Need bus shelters**
- **Need pedestrian link between north and south side of BOA**
- **Need to complete the sidewalk network**
- **Need to improve existing connections and add new connection**
- **Improve safety, accessibility, and comfort for all users**

Questions for the PAC:

- **What connections should we prioritize?**
- **What is the biggest traffic safety challenge that should be addressed?**
- **What other pedestrian/bicycle facilities should be incorporated?**
- **What improvements can we make for trucks/industrial vehicles?**
- **Are there any major conflicts with mixed truck/vehicular traffic that needs to be addressed?**

Proposed Project Goals

PROPOSED GOAL #5

Create a more attractive and welcoming gateway through streetscape improvements and high-quality urban design.

What We've Heard/Learned:

- » Outdated and deteriorating buildings negatively affect perceptions of the area, underscoring the need for reinvestment.
- » Residents and businesses desire a modern, safe, and welcoming environment that reflects community pride.
- » Streetscapes with trees, signage, and gateways featuring public art are seen as important design elements.
- » Markets, plazas, and parks are highly valued as gathering places that support vibrancy and community life.
- » People-focused, pedestrian-oriented design is preferred over car-dominated environments, reinforcing the link between urban design and community identity.



What specific strategies can help achieve this goal?
Do you have any concerns about this goal?

- Invest in signage and public art
- Collaborate with schools and local artists to strengthen community connections
- Consider parks and open spaces
- Consider some quick, visible improvements to deliver early wins and build momentum
- Improve maintenance and gateway cleanliness to reinforce sense of pride and welcome

Questions for the PAC:

- What are some “early wins” we can focus on?
- What types of improvements would increase your property value?
- What gateways should we prioritize?
- Should the BOA have an overall “theme”?

Proposed Project Goals

PROPOSED GOAL #6

Integrate the BOA with the surrounding neighborhoods by improving wayfinding, physical and social linkages, and overall appearance, and by considering the needs of the broader community.

What We've Heard/Learned:

- » The area is widely perceived as blighted and unsafe, with concerns about crime and vandalism needing to be addressed.
- » Stronger physical and social connections between the area and nearby neighborhoods are essential for integration of new land uses.
- » Beautification strategies—such as adding green buffers, landscaping, and reducing billboard clutter—can soften industrial edges and improve visibility.
- » Local services and community amenities for residents and workers can support safety and daily life.



**What specific strategies can help achieve this goal?
Do you have any concerns about this goal?**

- **More public spaces and “third spaces” that foster community interaction**
- **Program events and activities to bring more “eyes on the street” and enhance safety and vitality**
- **Incorporate greenery and plantings to soften the industrial feel**
- **Incorporate amenities for workers and venues for community gathering**
- **Create an area that feels safe, welcoming, and socially vibrant**

Questions for the PAC:

- **How can we build community/collaboration among existing/future businesses?**
- **How can we highlight the positive impacts of the BOA on the surrounding community?**
- **How can we make the BOA a true community anchor?**
- **What types of programming/services can be offered and which sites could accommodate those?**
- **What kind of amenities would benefit workers?**

Identifying Priorities for Investment

WHERE WOULD YOU PUT YOUR DOLLARS?

\$ \$ \$ \$ \$

You have \$500 to put towards these goals.
Which ones would you invest in?
Spread them around or drop them all in one!

GOAL #1

Leverage the BOA's strategic location with future-focused land use and marketing plans to attract high quality industries, support existing businesses, and create more employment opportunities for the community.

GOAL #3

Address contamination, remediate properties, and protect the community from future environmental and climate threats.

GOAL #5

Create a more attractive and welcoming gateway through streetscape improvements and high-quality urban design.

GOAL #2

Foster strategic and collaborative partnerships to address environmental, economic, transportation, and other issues and spur investment in improvements and redevelopment.

GOAL #4

Build a safer and more connected corridor for all users, including pedestrians, cyclists, drivers, and truck operators.

GOAL #6

Integrate the BOA with the surrounding neighborhoods by improving wayfinding, physical and social linkages, and overall appearance, and by considering the needs of the broader community.

Goal 1: \$1,800

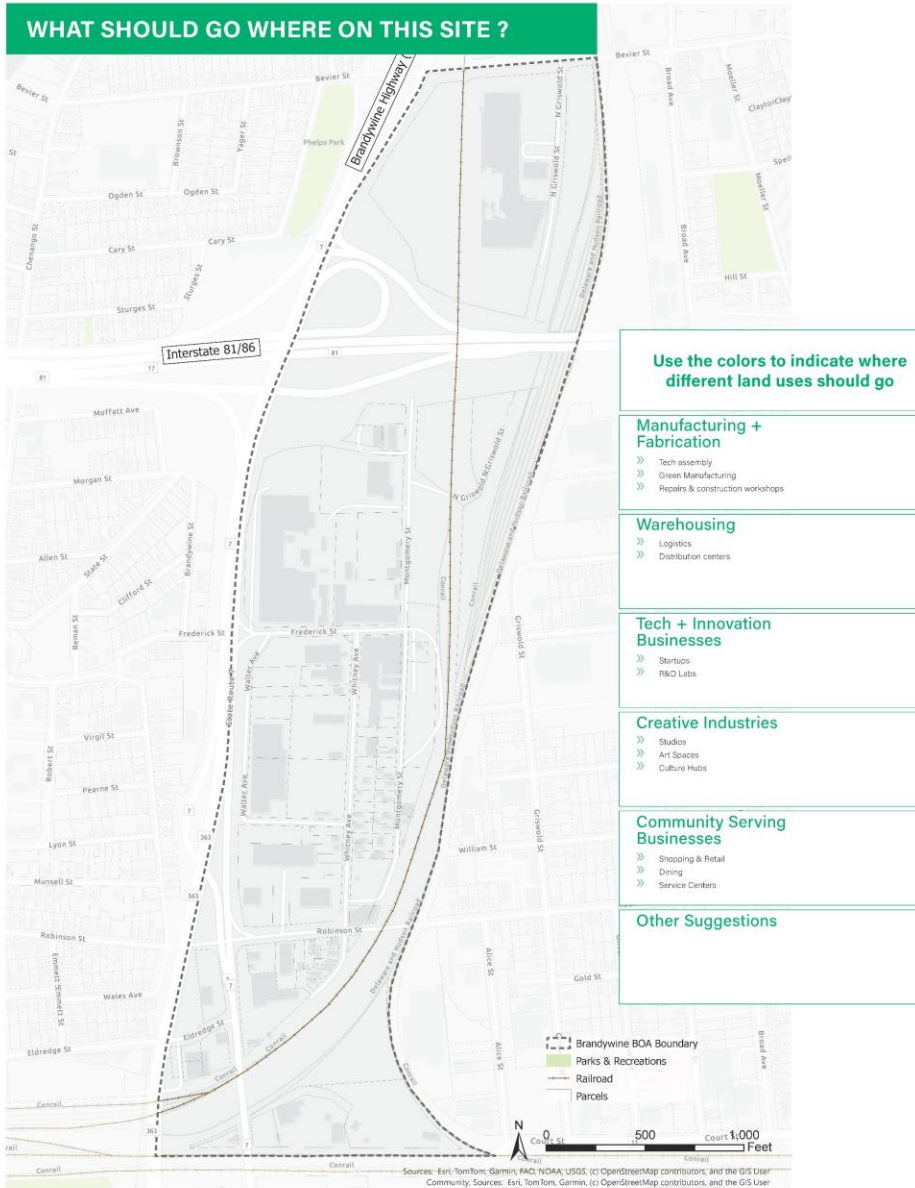
Goal 2: \$900

Goal 3: \$1,700

Goal 4: \$1,400

Goal 5: \$700

Goal 6: \$500



- Maintain a strong employment & industrial base
- Focus on manufacturing, warehousing, and technology/innovation
- Incorporate create industries and community-serving businesses (grocery, dining), particularly along Robinson Street
- Redevelopment must be accompanied by property maintenance and activation of vacant/underutilized parcels
- Ensure redevelopment is paired with visible cleanup
- Balance the BGD's role as an industrial hub with amenities and land uses that benefit the surrounding neighborhoods

Questions for the PAC:

- What kind of infrastructure and development site opportunities can help transform this into a 21st century industrial center?
- Where can we incorporate public or shared space?

A few last questions for the PAC:

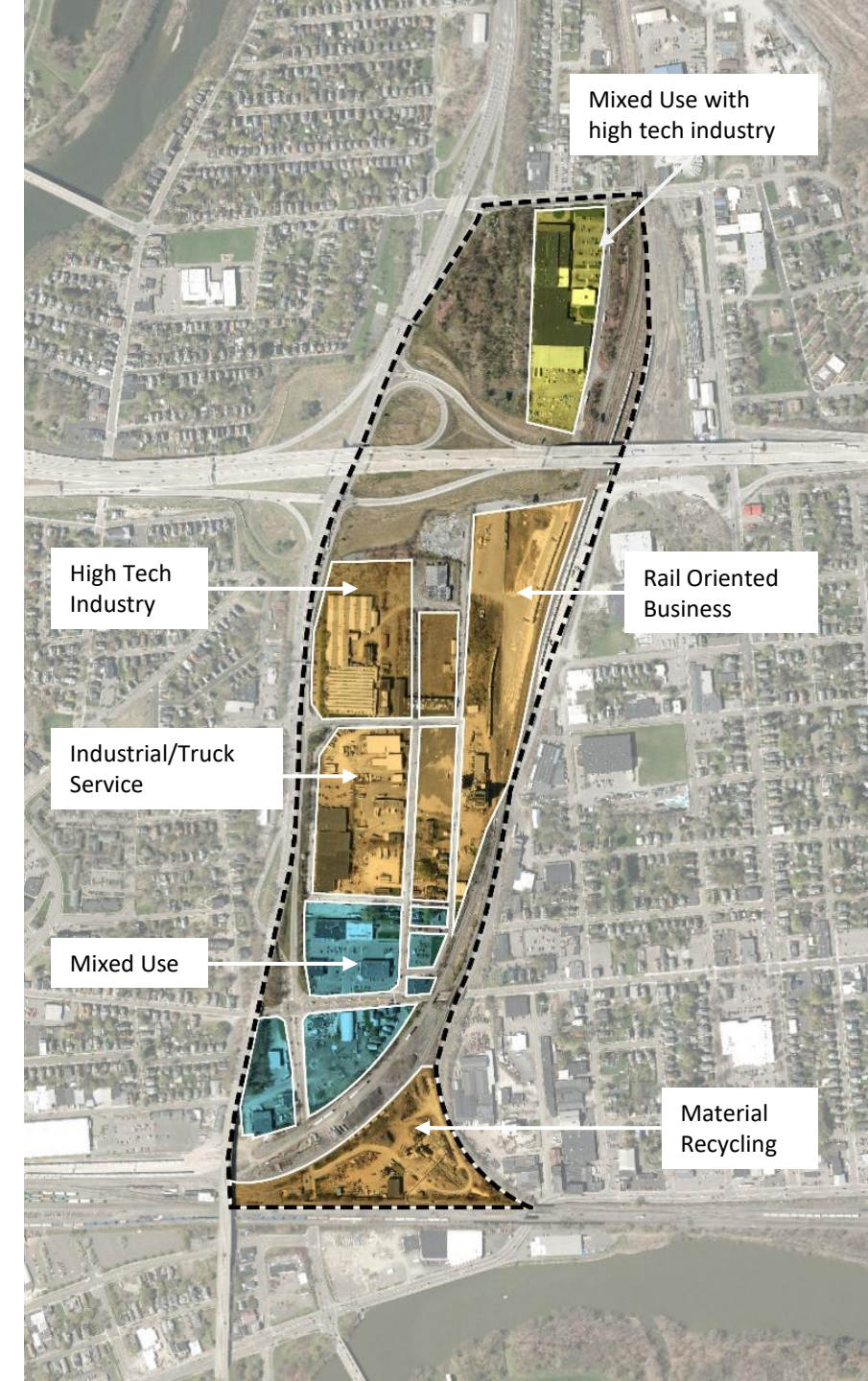
- **What happens if we don't address the issues discussed?**
- **How can we measure success?**
- **What resources can you contribute towards implementation in the future?**



Next Steps

Revitalization Master Plan Strategy

- Focus on community-serving improvements along Robinson Street (public services, retail, potential community space)
- Focus on industrial redevelopment north of Robinson Street plaza and south of I-86
- Maintain flexibility in industrial development scenarios, with the understanding that future development will be market-driven
- Enhance intersections, pedestrian crossings, and gateway appearance along Brandywine Highway, Bevier Street, and Robinson Street
- Provide City/County with recommendations for phased public realm improvements and strategies for development partnerships



Project Schedule

	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															NYS Environmental Review													
Final Revitalization Master Plan																	Final Revitalization Master Plan											

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