

Public Survey

Summary Report



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1. Introduction

The Brandywine Growth District is a 158-acre area of mostly industrial land on the city's northeast side. The Revitalization Plan aims to transform this underutilized corridor into a vibrant, connected, and future-focused district centered on industrial revitalization, economic opportunity, innovation, and sustainability.

As part of the public engagement process, the consultant team created and conducted an online public survey to gather insights, ideas, desires and concerns from those who live in, work in, or care about the future of this vital part of Binghamton. The survey gave community members the opportunity to share their lived experiences, identify local priorities, and shape the direction of future investments. Questions covered a range of topics, from current perceptions of the area to ideas for improvement and desired future land uses. Demographic information was also collected on an optional basis to help ensure that a broad and diverse range of perspectives was heard.

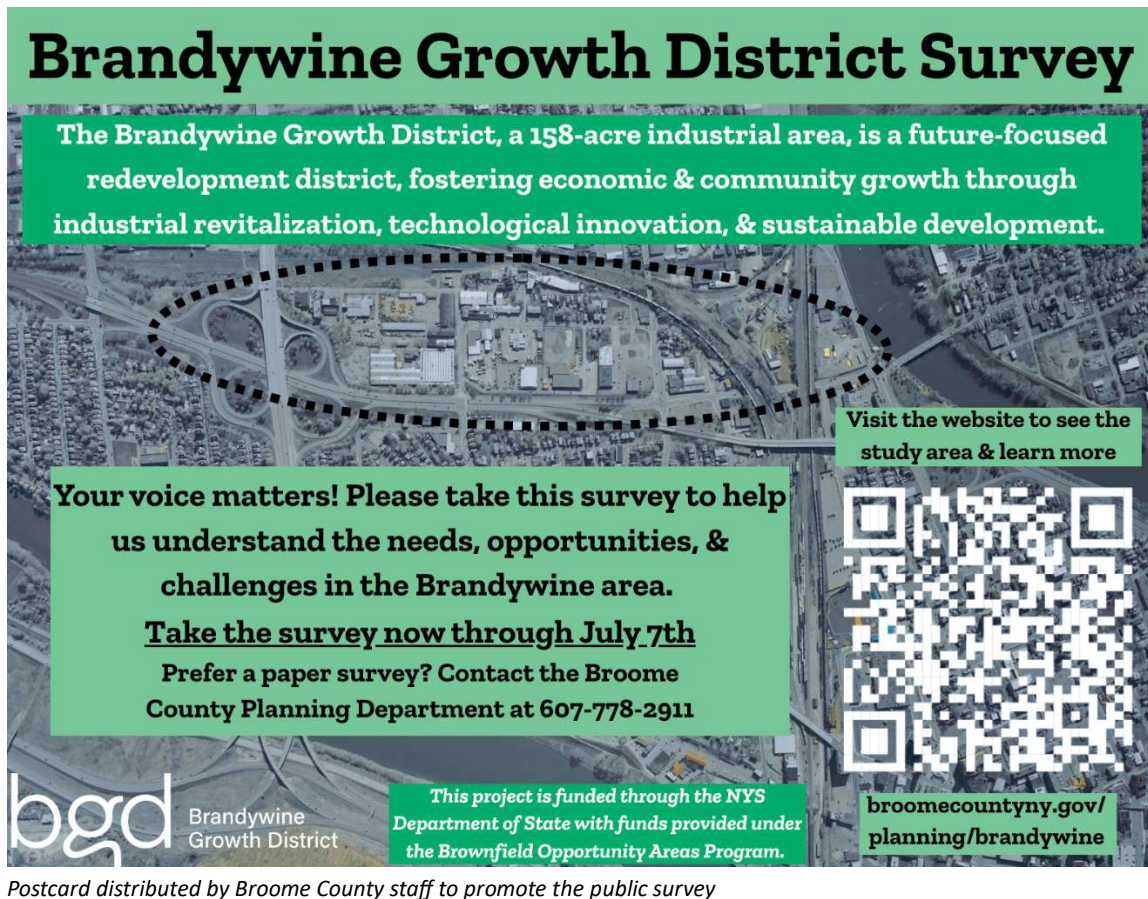
This summary report highlights the key findings from the survey and will directly inform recommendations and design strategies put forward in the BGD Revitalization Plan. Public input remains central to this process and this survey reflects the voices that are helping reimagine the Brandywine Growth District as a more inclusive, accessible, and economically resilient place for all.

2. Survey Methodology

An online public survey was developed to gather input from individuals who live in, work in, or have a connection to the district. The survey was designed by the consultant team with input from Broome County and City of Binghamton staff. The goal of the survey was to capture community perspectives, values, and aspirations to help guide the BGD Revitalization Plan.

a. Survey Distribution

The survey was promoted with a targeted postcard distribution campaign by Broome County. Postcards were mailed to property owners within and surrounding the BOA and shared with several organizations and businesses for distribution to their members and patrons. These included: PAL Family Resource Center, Broome County Council of Churches, Faith in Action Volunteers, CHOW, NOMA Center, Mirabito Stadium, Greater Good Grocery, and Broome County Library. The survey was also promoted through county and city social media channels, and through local news media coverage including WBNG 12 News, WICZ Fox 40, and WIVT Binghamton Homepage.



Postcard distributed by Broome County staff to promote the public survey

b. Survey Format

The survey was conducted online, with an optional paper version available if requested. The survey featured a combination of multiple-choice, image-based, and open-ended questions, structured in three main sections:

Part 1: Perceptions and Priorities

This section encouraged participants to share their current impressions of the BGD, including what they value about the area and what they would like to see improved. Respondents were asked to identify key issues, mobility priorities, types of public spaces, desired land uses, and overall goals for revitalization. These questions highlighted common concerns such as blight, safety, mobility, and economic opportunity.

Part 2: Visual Preferences

A second set of questions presented a series of images illustrating different aesthetic options for streetscapes, land use transitions, building facades, and gateway treatments. Participants selected their preferred images to help inform the character and design of

future development in the district. This visual preference approach allowed the project team to gauge public support for design elements that align with the community's vision for a modern, functional, and appealing industrial corridor.

Part 3: Demographic Information

The final section collected optional demographic information, including age, gender, race/ethnicity, housing situation, education, income, and connection to the BGD area (e.g., resident, worker, property owner). These questions were included to assess the diversity of the participant pool and to identify potential gaps in outreach. Respondents were also invited to join a project mailing list for future updates.

c. Survey Response

A total of 123 responses were received. While the sample size was modest, the responses captured a broad range of insights, including recurring themes and specific concerns related to the district's current conditions and future potential.

The survey findings provided valuable input for shaping the Revitalization Plan's recommendations, particularly in identifying priority improvements, gauging support for different land use and design approaches, and highlighting the importance of community-focused redevelopment strategies. Public feedback from this effort underscores the need for revitalization that enhances safety, visual appeal, economic vitality, and inclusivity—while retaining the area's core industrial identity.

3. Summary of Findings

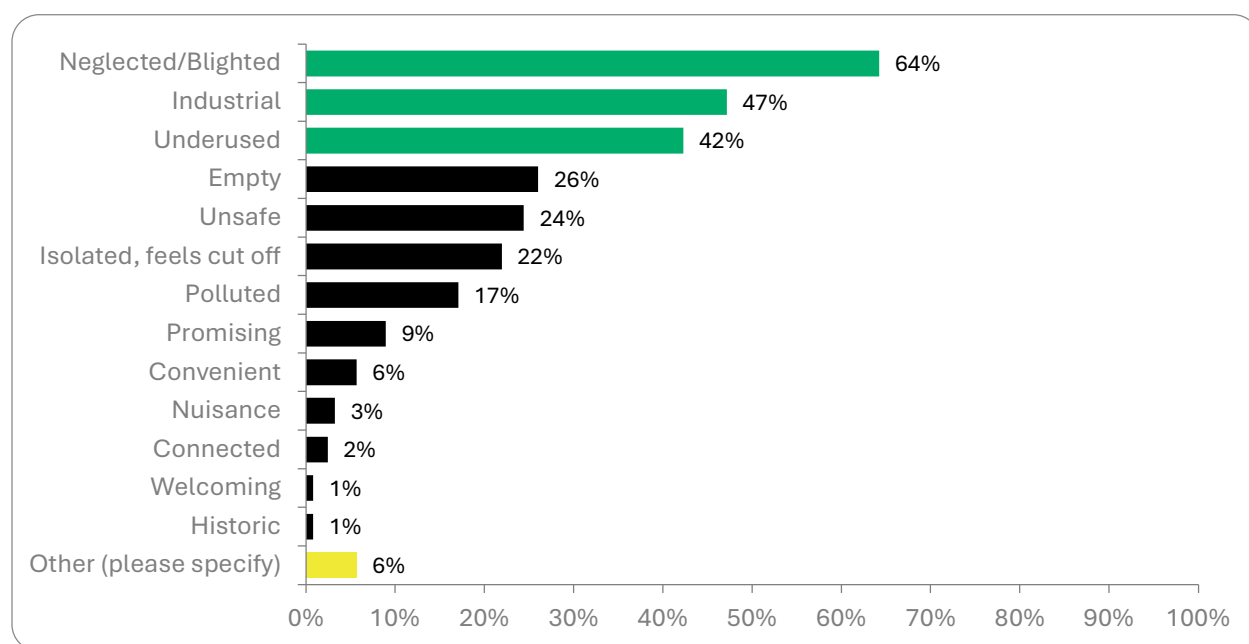
This section presents a summary of the responses gathered from this public survey.

Part 1: How do you see the Brandywine Growth District today?

The first section of the survey invited community members to share their current impressions of the area, including what they value, and what they would like to see change. These questions encouraged personal reflections on the district's existing conditions, helping gain community insights into the physical environment, perceived challenges, and untapped opportunities.

Q1. What words best describe the Brandywine Growth District (BGD) area today?

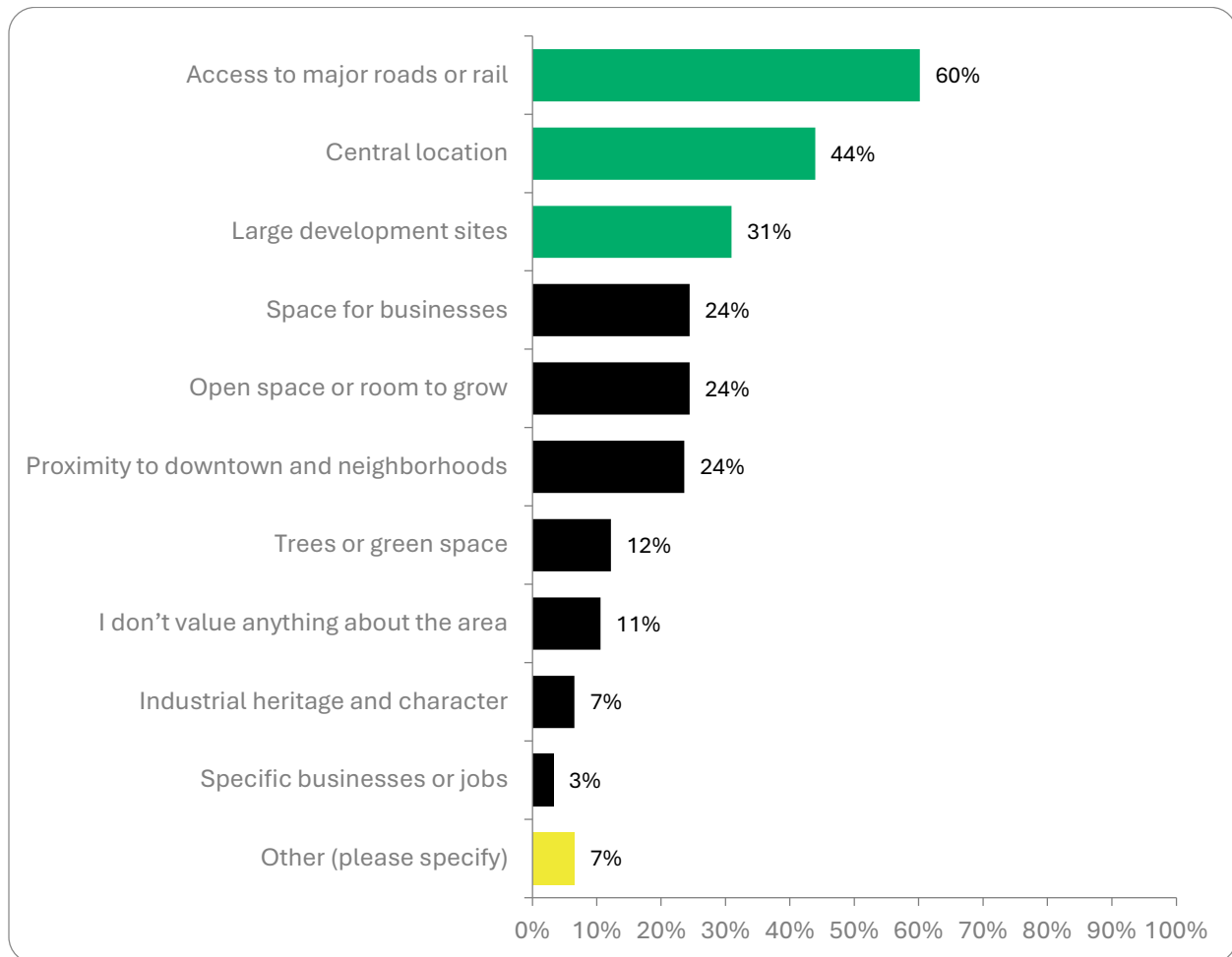
Respondents were asked to choose up to 3 words or phrases.



Other words used to describe the area included “secondary growth,” “urban forest,” “mixed use area,” “underused industrial,” “residential,” “retail,” and “a place for low-income residents.”

Q2. What do you value most about the BGD today?

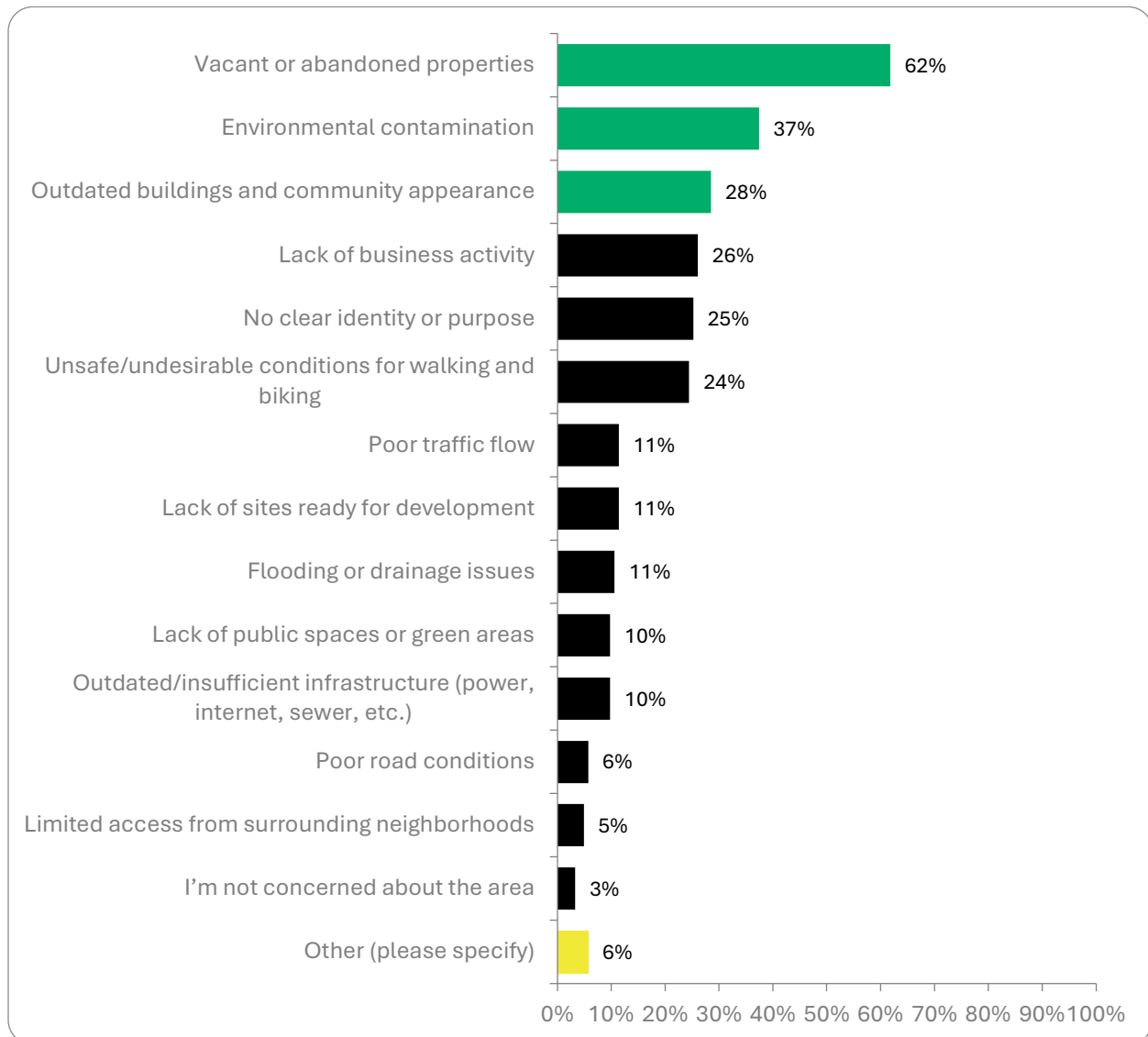
Respondents were asked to choose up to 3 options.



Respondents who selected “other” highlighted several additional qualities like the area’s role as a gateway that shapes first impressions of the city, and its significance as a place they proudly call home.

Q3: What are the top issues that should be addressed in the BGD?

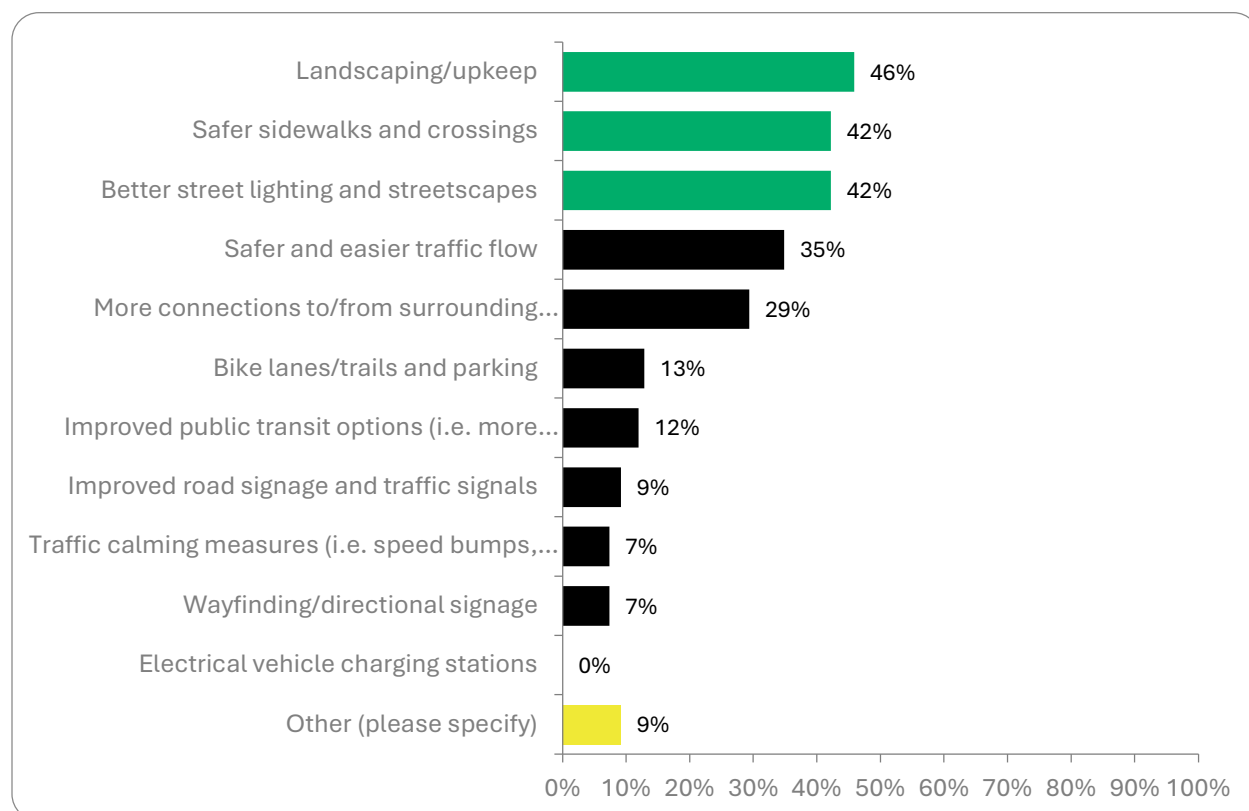
Respondents were asked to choose up to 3 options.



Respondents who selected “other” highlighted additional issues like crime, homelessness, poverty and the presence of squatters.

Q4: What kinds of mobility improvements should be prioritized to make the BGD easier to get around?

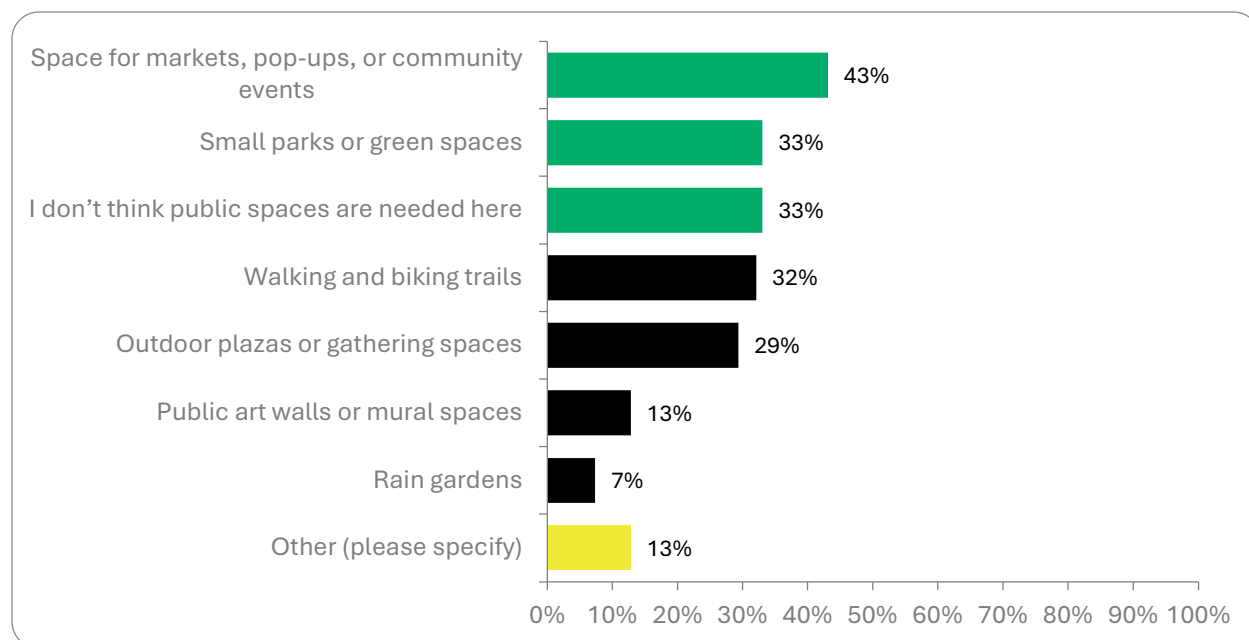
Respondents were asked to think about and select up to three changes that would make a difference for them if they were to imagine living, working, or traveling near the area.



Respondents who selected “other” noted ideas including providing access to and from the interstate, installing a safe pedestrian crossing at the railroad tracks, addressing homelessness, bringing in more businesses, improving public infrastructure and services, and addressing the challenges of high housing costs.

Q5: What types of public or community spaces would you like to see in the BGD?

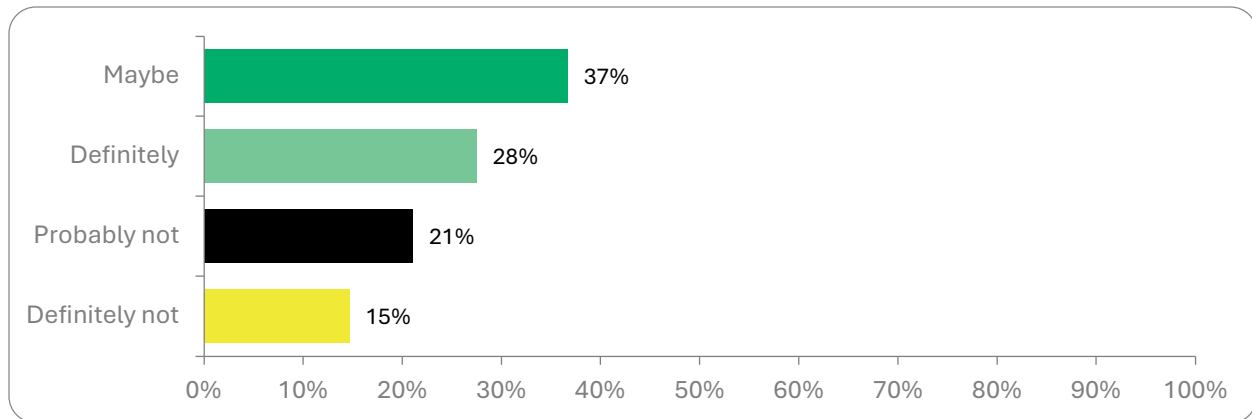
Respondents were asked to select up to three things that could bring people together.



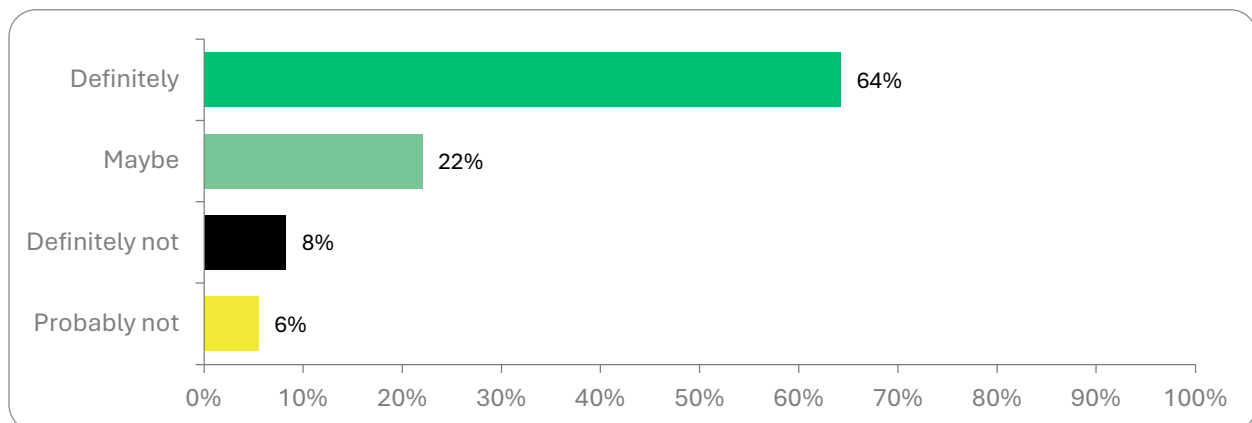
Other types of public and community spaces mentioned included creating a community center to support low-income residents, establishing businesses that feel welcoming and safe to visitors, and developing public attractions that appeal to both residents and highway travelers. Some participants proposed building a new arena, a travel plaza, or a grocery store. Additional suggestions included cleaning up unsafe debris and trash and prioritizing commercial development.

However, a few respondents expressed opposition to adding more green spaces, noting the area's proximity to Otsiningo Park as a reason it may not be necessary. Instead, they emphasized the importance of addressing pressing issues such as crime and drug activity in the district. These participants prioritized attracting businesses that would create a sense of safety and appeal to both residents and visitors, viewing this as a more urgent and impactful step toward revitalization.

Q6: If the BGD offered more jobs and business opportunities in the future, would you consider working there or starting a business?



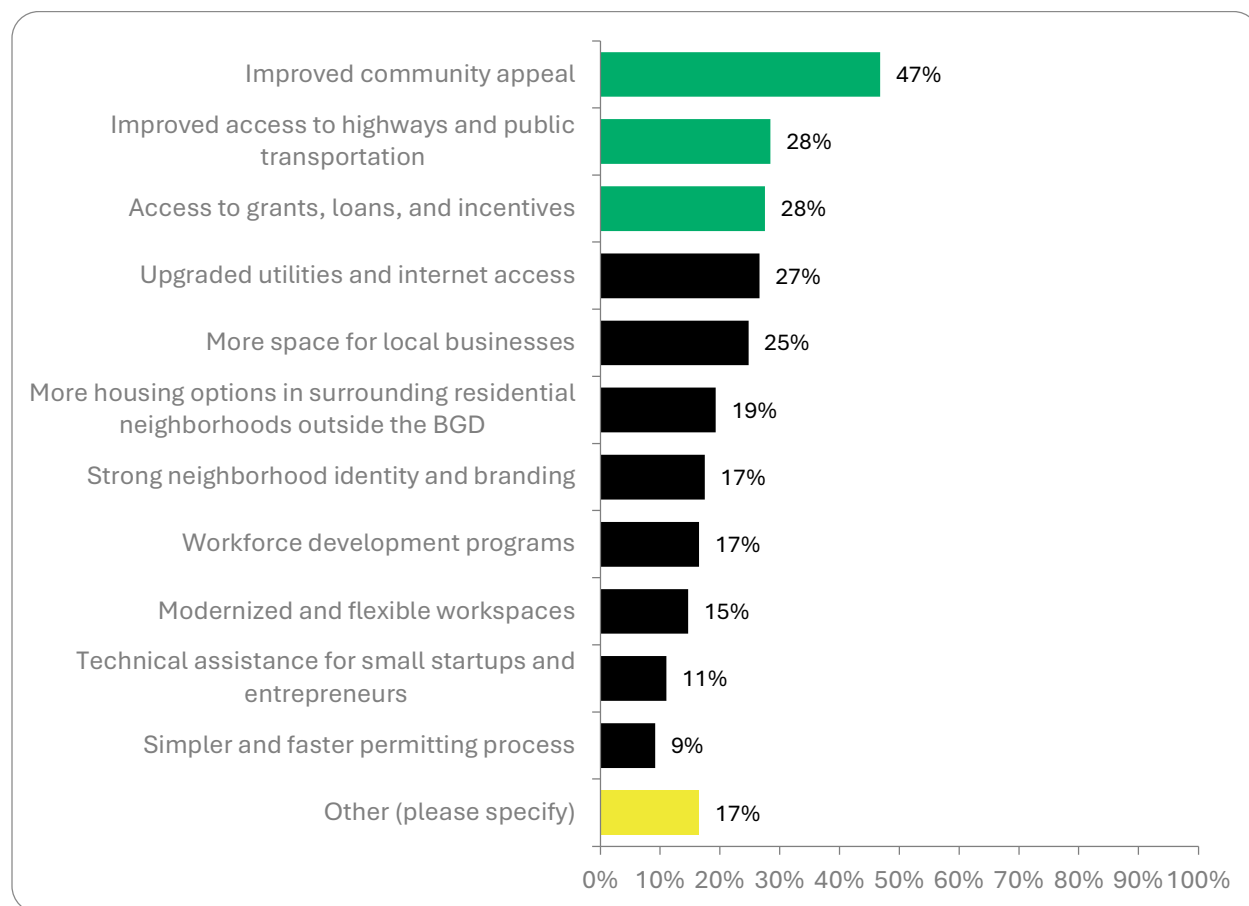
Q7: If the BGD added new shops, markets, restaurants/bars, trails, or gathering spaces, would you want to spend more time there for shopping, recreation, or community events?



A comparison of the responses to Questions 6 and 7 suggests that while the Brandywine Growth District is primarily an industrial area, there is community interest in incorporating complementary amenities that could support and enhance its overall appeal. Although relatively few respondents expressed interest in working or starting a business in the district, many indicated they would be more likely to visit the area if it included features such as shops, markets, restaurants, trails, or gathering spaces. These responses, which align with preferences expressed in Question 5 regarding desired public or community spaces, suggest opportunities to introduce ancillary uses that could make the district more inviting and accessible, while still maintaining its core industrial character.

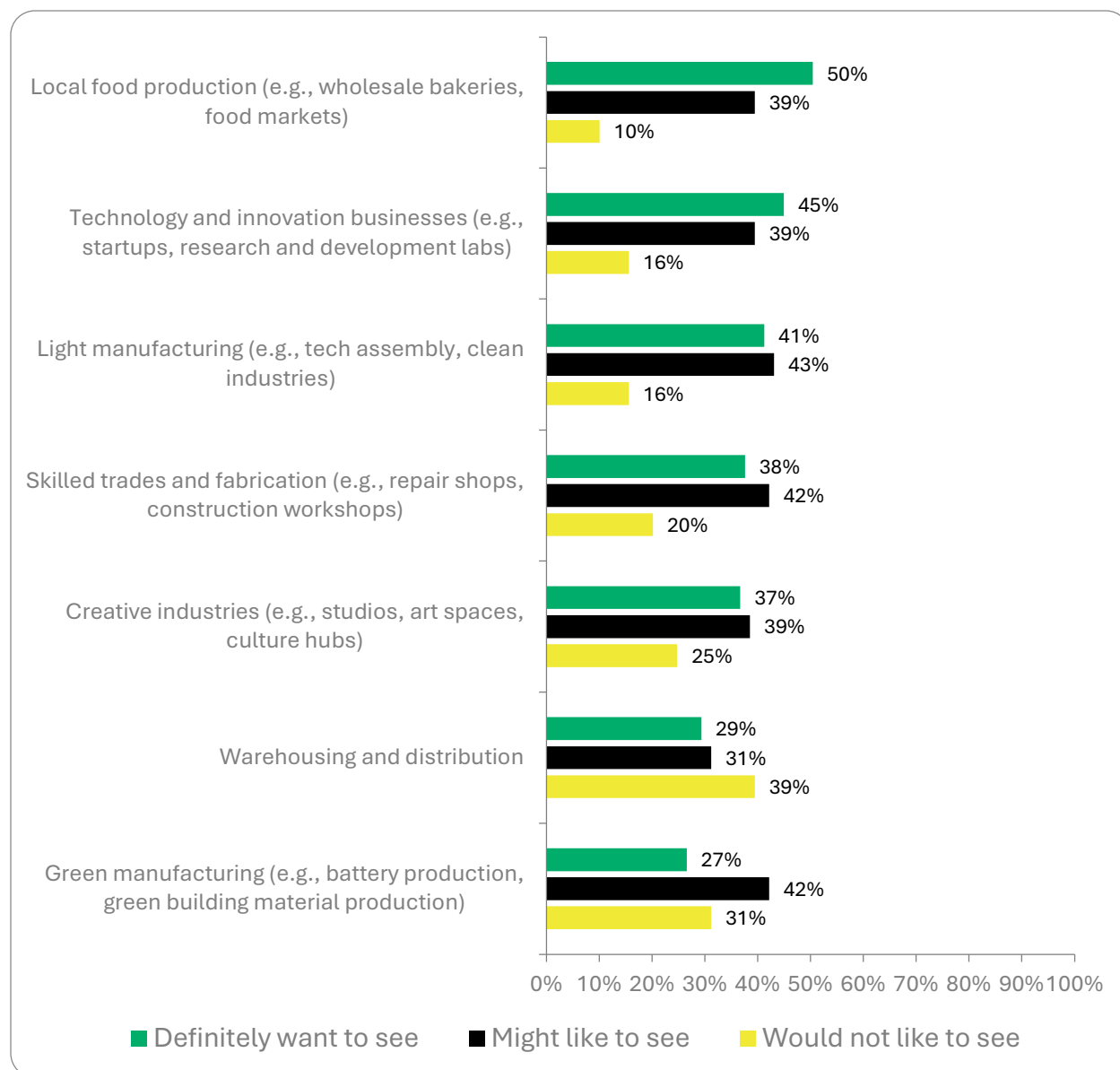
Q8: What would help the BGD become a better place for jobs, businesses, and community life?

As a prompt, respondents were asked to select up to three options that would make it easier for business and workers to succeed in the area.

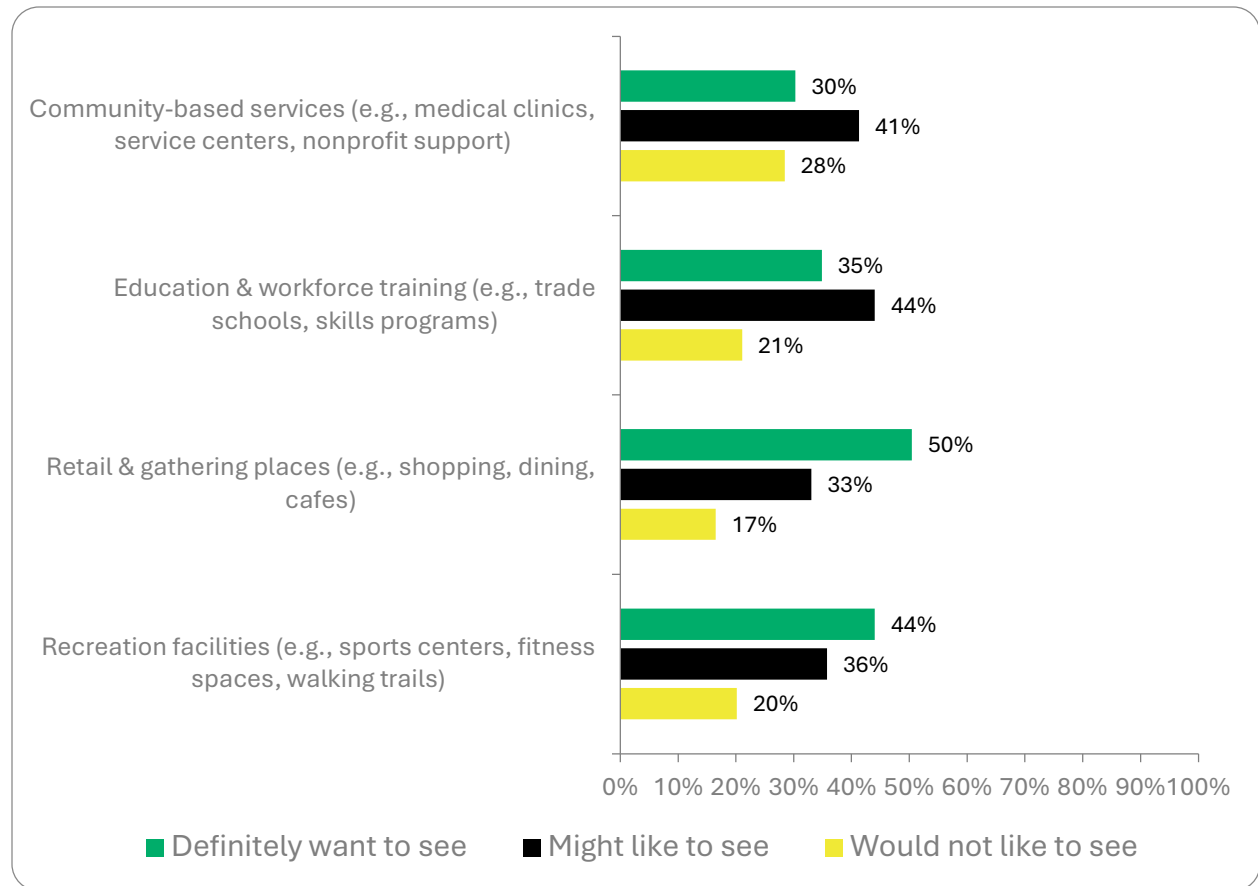


Additional responses included calls for more housing, particularly for seniors and low-income residents, along with the development of a large grocery store. Some emphasized the need to improve safety, reduce crime, and revitalize vacant buildings. Others advocated cleaning up the area, upgrading infrastructure, and incorporating modern buildings designed to attract business tenants. They also suggested offering incentives to workers in the area as a strategy to boost local investment and activity.

Q9: What kinds of industries would you like to see in the BGD that could serve the public and create jobs?

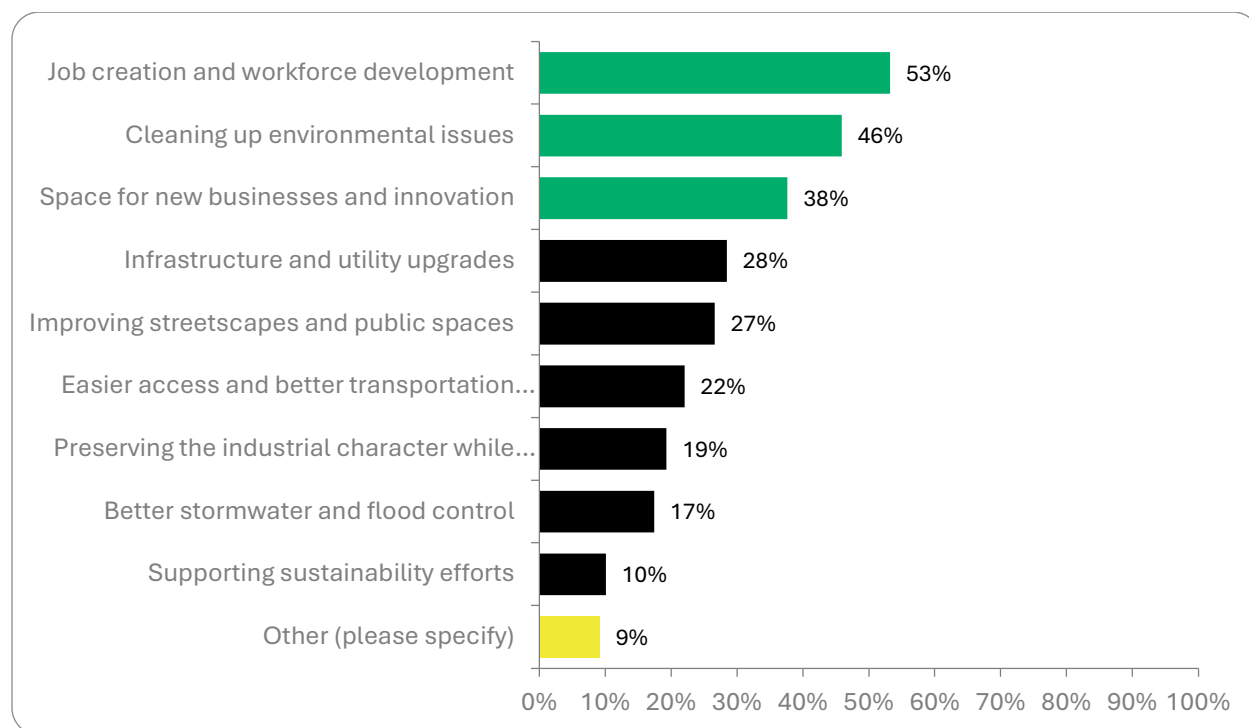


Q10: What other businesses or services would you like to see in the BGD that could serve the public?



Q11: Thinking about the BGD's future, what should the top priorities for investment and improvements be?

Respondents were asked to choose up to 3 options.

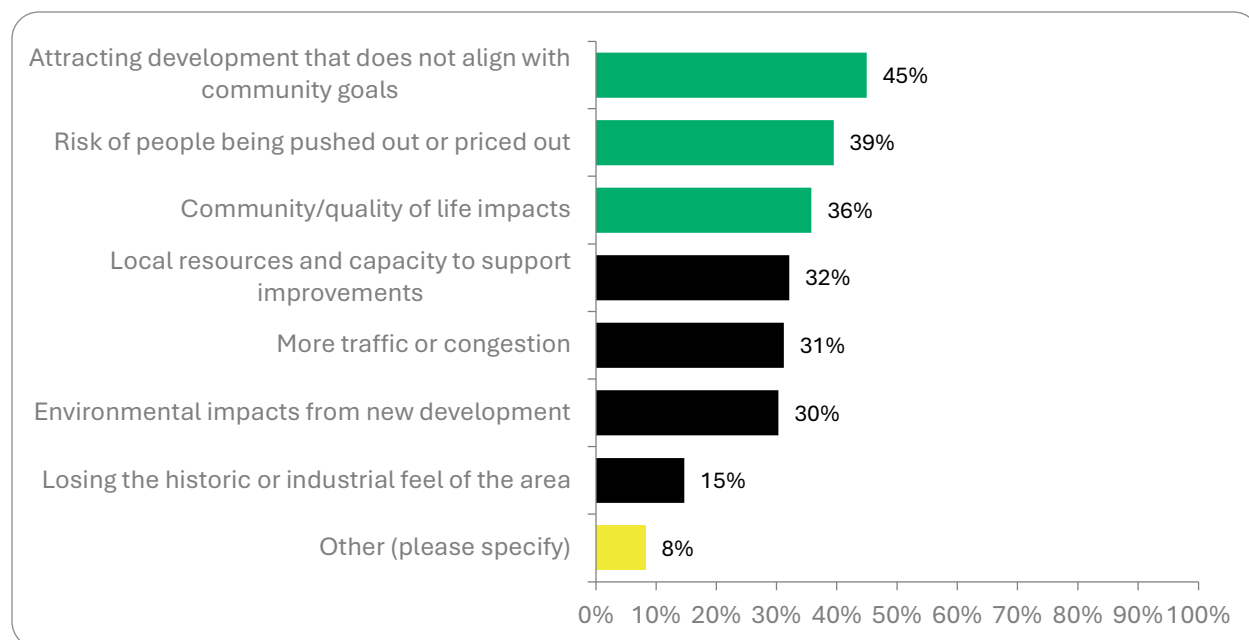


A notable observation is that, despite uncertainty around personally working in the Brandywine Growth District or starting up a business, reflected by 37% of respondents selecting “maybe” in Question 6, the majority still identified job creation and workforce development as top priorities for the district’s future. This suggests that while individuals may be hesitant about working or starting a business in the area, investing in employment opportunities and workforce infrastructure could shift perceptions and encourage greater economic engagement in the BGD over time.

Other responses emphasized the importance of prioritizing light manufacturing and improving the overall socioeconomic conditions of the area, including the need for supermarkets and restaurants to better serve Northside residents, and ensuring that redevelopment efforts accommodate the needs of low-income households.

Q12: What concerns or trade-offs should we be careful about as the area redevelops?

Respondents were asked to choose up to 3 options.



A few additional concerns and cautions were raised by respondents regarding potential trade-offs as the Brandywine Growth District redevelops. Some voiced strong opposition to further industrial development, while others emphasized the need to prioritize safety. Concerns were also expressed about offering tax breaks, with a preference for allowing private businesses to lead redevelopment efforts without public incentives. Respondents warned against short-sighted or minimal redevelopment projects that fail to fully realize the area's potential, stressing the importance of thinking big. Another respondent opposed adding market-rate housing.

Q13. In one sentence, how would you describe your vision for the BGD in 10 years? (optional)
Feel free to dream a little — what would you love to see here a decade from now? What kind of place would you want to live near, work in, or visit?

Respondents shared a desire for the BGD to be redeveloped in a way that is visually appealing, economically productive, and reflective of its strategic location. A common theme was support for industrial or business-focused redevelopment that generates jobs and tax revenue. Many responses urged the city to maintain the district's industrial character rather than shift toward recreational or residential uses. There was widespread concern about the area's current appearance (described as uninviting or blighted), and a shared interest in seeing it become a cleaner, safer, and more welcoming part of the city.

Recurring comments emphasized the importance of safety, both in terms of physical infrastructure and overall environment. Walkability and pedestrian access were mentioned frequently, though often with the caveat that traffic and road conditions must be addressed for these features to be viable. Visual design also came up often, with multiple respondents advocating for a modern, clean, and functional aesthetic, distinct from downtown's older or more traditional style.

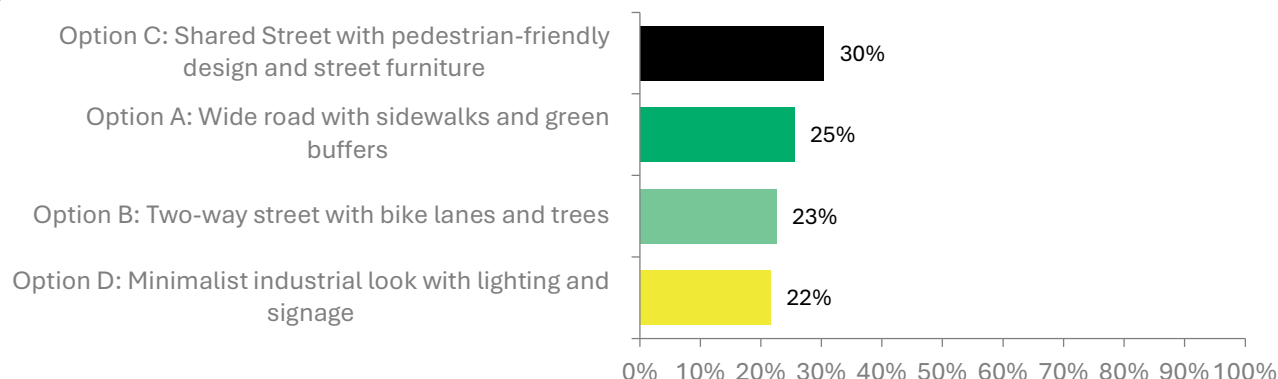
Many expressed a desire for accountability in redevelopment, particularly regarding property maintenance, developer responsibilities, and the use of public incentives. There was consistent skepticism around PILOT agreements and public subsidies, with repeated calls to ensure that any investment benefits the community over the long term. While a few respondents shared specific visions or suggestions, the strongest shared message was that the redevelopment should be bold, well-planned, and focused on restoring the BGD as a visible, high-value asset for the city and region.

Part 2: Help us understand what you'd like to see in the look and feel of the BGD

The second section of the survey invited community members to share their visual preferences related to land use buffers, building appearance, and gateway treatments. Each question presented 4-5 images or groups of images, each representing a different aesthetic character. These questions will help the project team identify appropriate precedents for the built environment and help inspire the community to envision what the BGD could look like in the future.

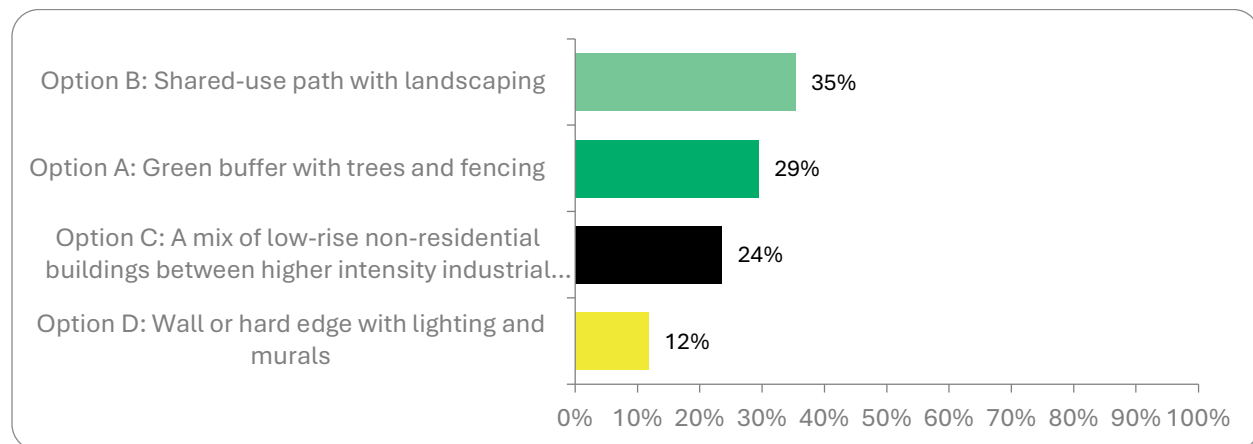
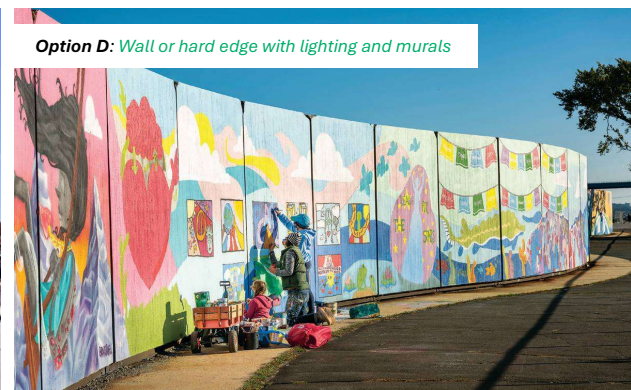
Q14: Which street design feels most appropriate for the BGD Corridor?

Participants were asked to imagine walking, biking, or driving in the BGD and select one photo that feels best to them. Below are the images respondents selected from.



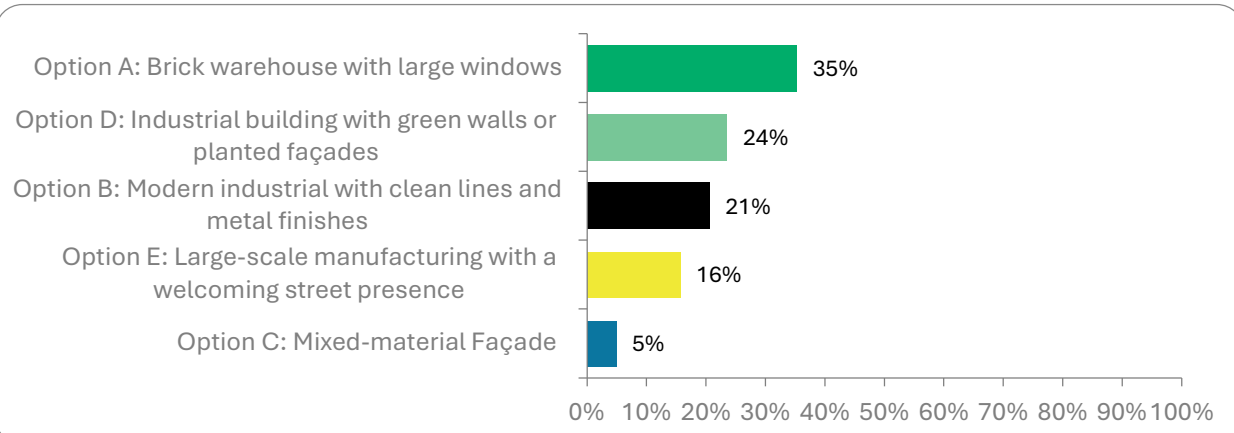
Q15: What kind of edge or boundary between industrial and non-industrial areas do you think works best?

Participants were asked to select one option that creates the most comfortable transition between industrial and non-industrial uses. Below are the images respondents selected from.



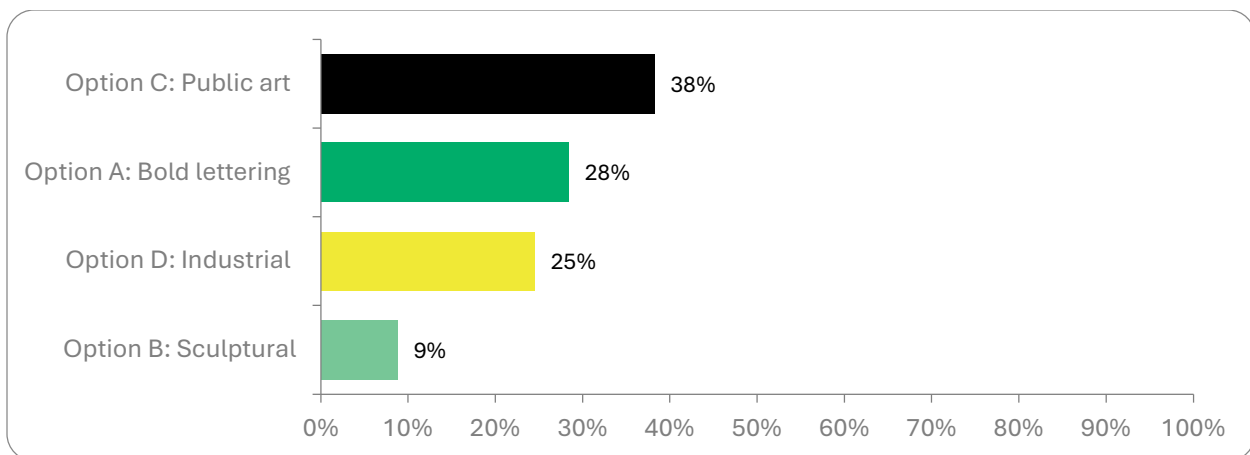
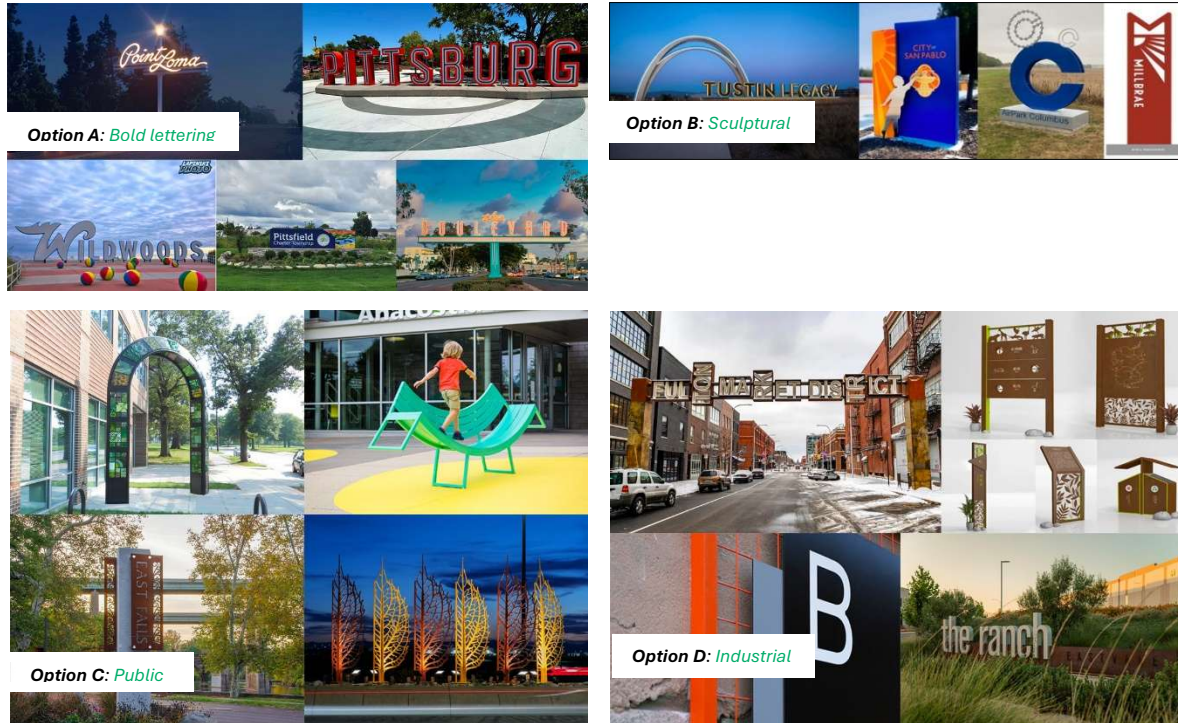
Q16: Which type of building façade is most appealing to you?

Below are the images respondents selected from.



Q17: How should the BGD welcome people at its gateways and key sites?

Participants were asked to select one grouping of images that feels most inviting and appropriate for the area.



Q18. Is there anything else you'd like to share about the future of the BGD? (optional) Any ideas, needs, desires, or concerns we didn't cover? Feel free to share!

Many respondents emphasized the need for the Brandywine Growth District (BGD) to be redeveloped in a way that is visually appealing, safe, and economically productive. A recurring theme was the importance of maintaining the area's industrial identity while also improving its appearance and infrastructure to attract investment and support long-term growth. There was strong interest in seeing the site become a center for business, with suggestions including incubators, research facilities, and space for light manufacturing or logistics. Several emphasized that redevelopment should promote job creation and economic sustainability, rather than focus on parks, trails, or housing.

Visual character and design were mentioned repeatedly, with preferences for a modern, clean, and functional look, often contrasted with the more historic or mural-heavy aesthetic of downtown. Some respondents stressed the need for safety and walkability, but only in ways compatible with the site's industrial nature and high traffic volume. Others pointed to the area's visibility from major highways and its potential as a gateway to Binghamton, urging decision-makers to prioritize quality and impact in the redevelopment effort.

There was also a shared concern about accountability, both for property owners and developers. Multiple comments urged the city to avoid tax incentives like PILOTs unless there are firm guarantees of long-term benefit. A few respondents emphasized the importance of flexibility in design to allow the area to adapt over time, while others expressed skepticism based on past failed or mismanaged projects. Lastly, several respondents expressed a desire for better access to basic services in the surrounding area such as grocery stores, healthcare, and transit highlighting the importance of making the district responsive to the needs of nearby residents while still serving as a broader economic asset.

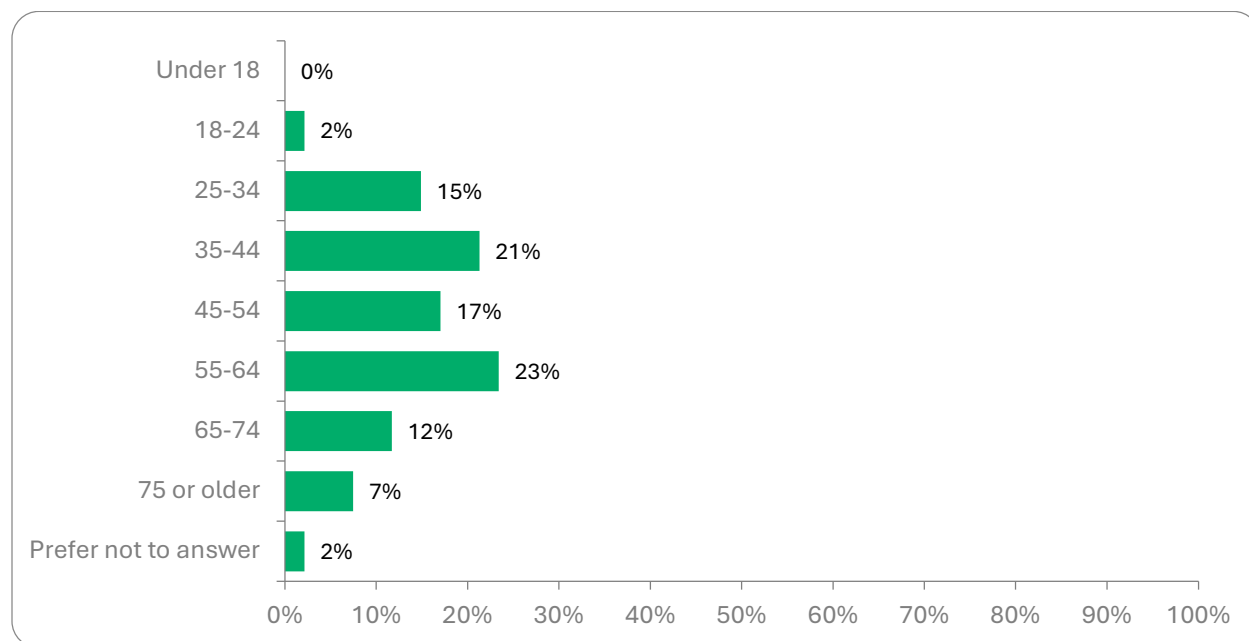
Part 3: Before you go: A little about you

The "Before you go: A little about you" section included optional questions aimed at gathering basic demographic information from participants. This data helps the project team better understand who is engaging with the planning process in terms of age, neighborhood, relationship to the Brandywine Growth District, and other relevant details. By collecting this information, the team can ensure that a diverse range of voices is represented and can identify any gaps in outreach or engagement as the project moves forward.

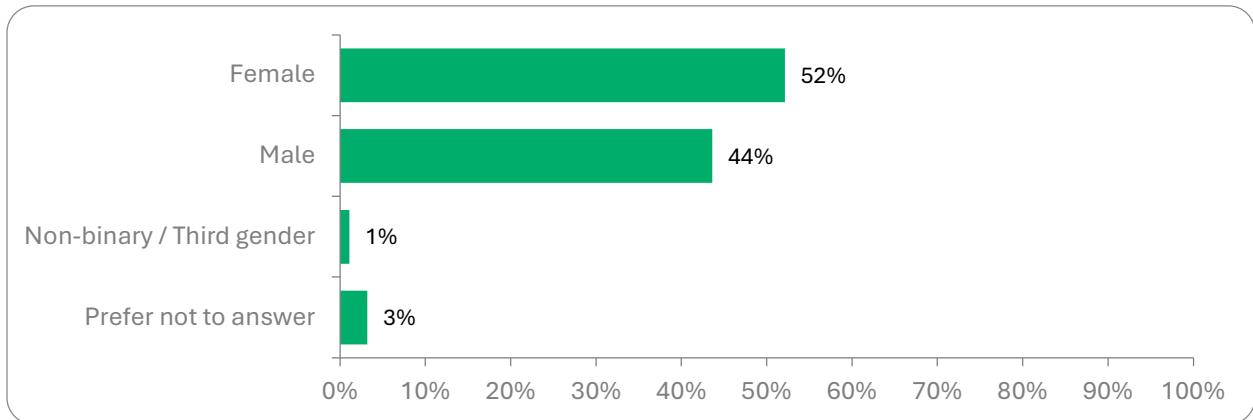
19. If you'd like to stay informed about the BGD or receive updates on future events, please provide your email address below. (optional)

A mailing list was created from the responses to this question and shared with the County to provide interested respondents with project updates and information about future events.

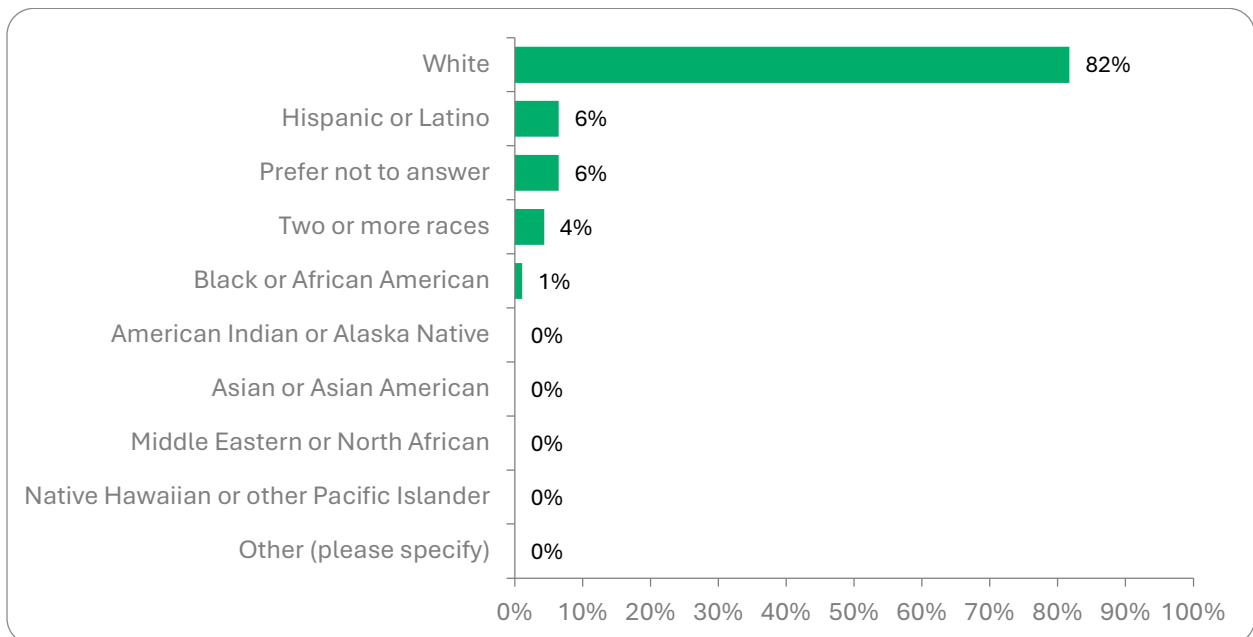
Q20: What is your age group? (optional)



Q21: What is your gender? (optional)

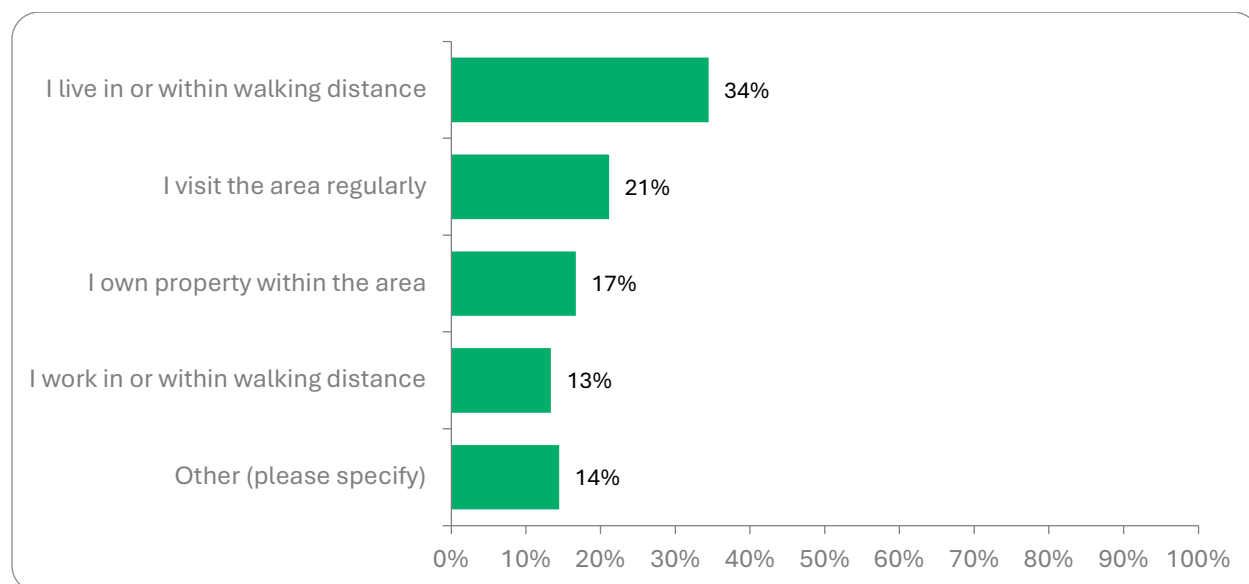


Q22: What is your race or ethnicity? (optional)



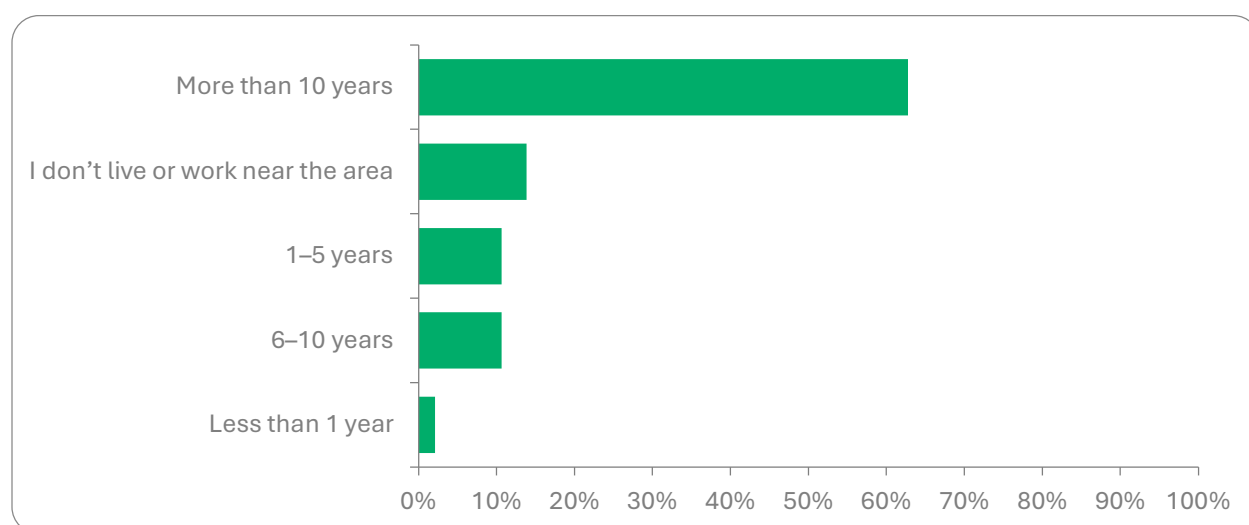
Q23: Do you live or work within walking distance of the BGD area? (optional)

Participants were asked to select how they are connected to the BGD with the help of a reference map that showed a walking distance boundary around the study area.

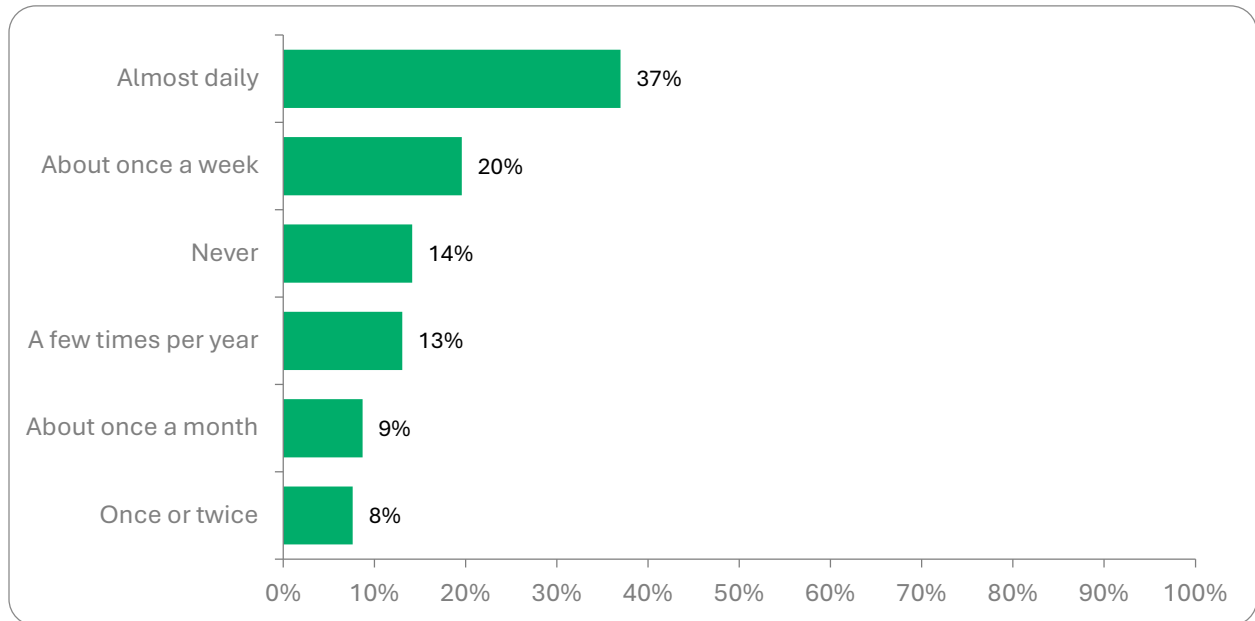


Other respondents regularly travelled through the BGD, or owned rental properties nearby, outside the walking distance.

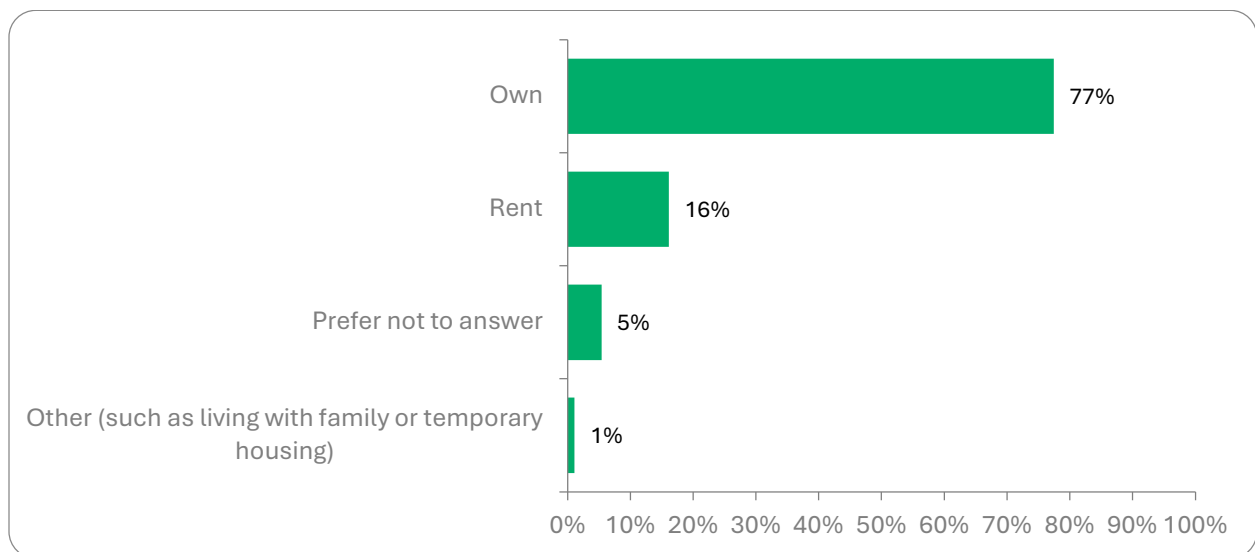
Q24: How long have you lived or worked in or near the BGD area? (optional)



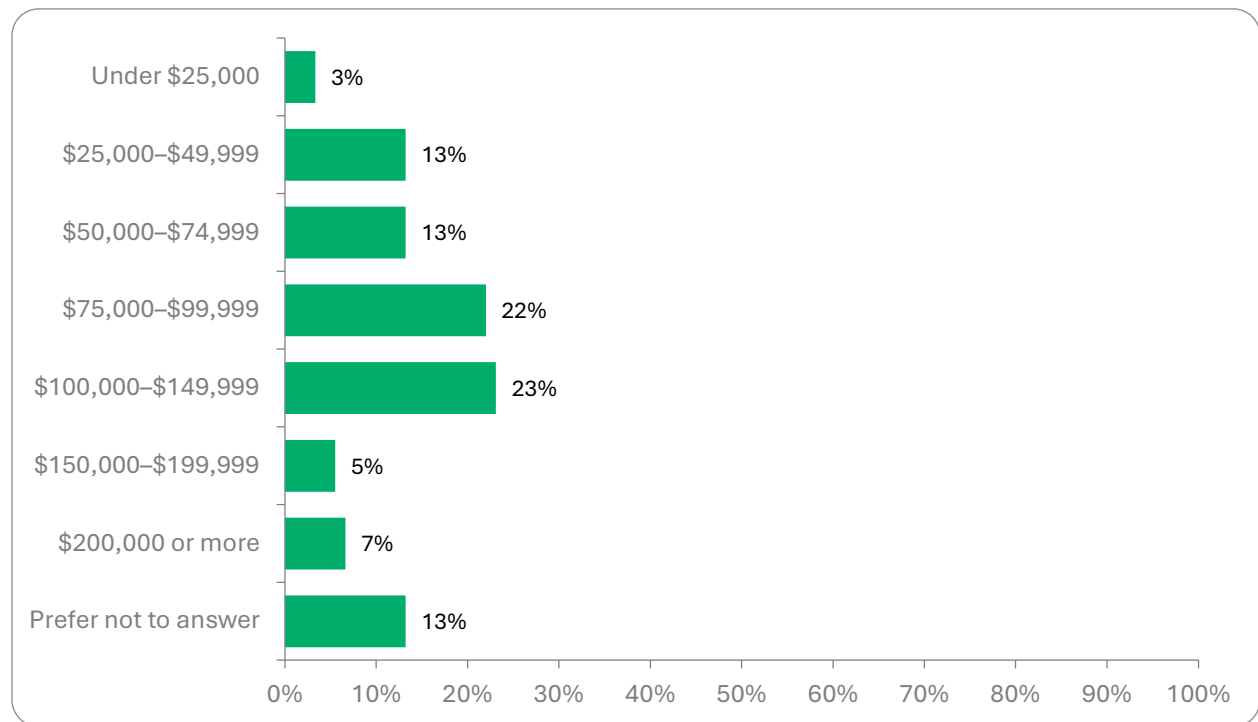
Q25: How often have you visited the BGD area in the past 12 months? (optional)



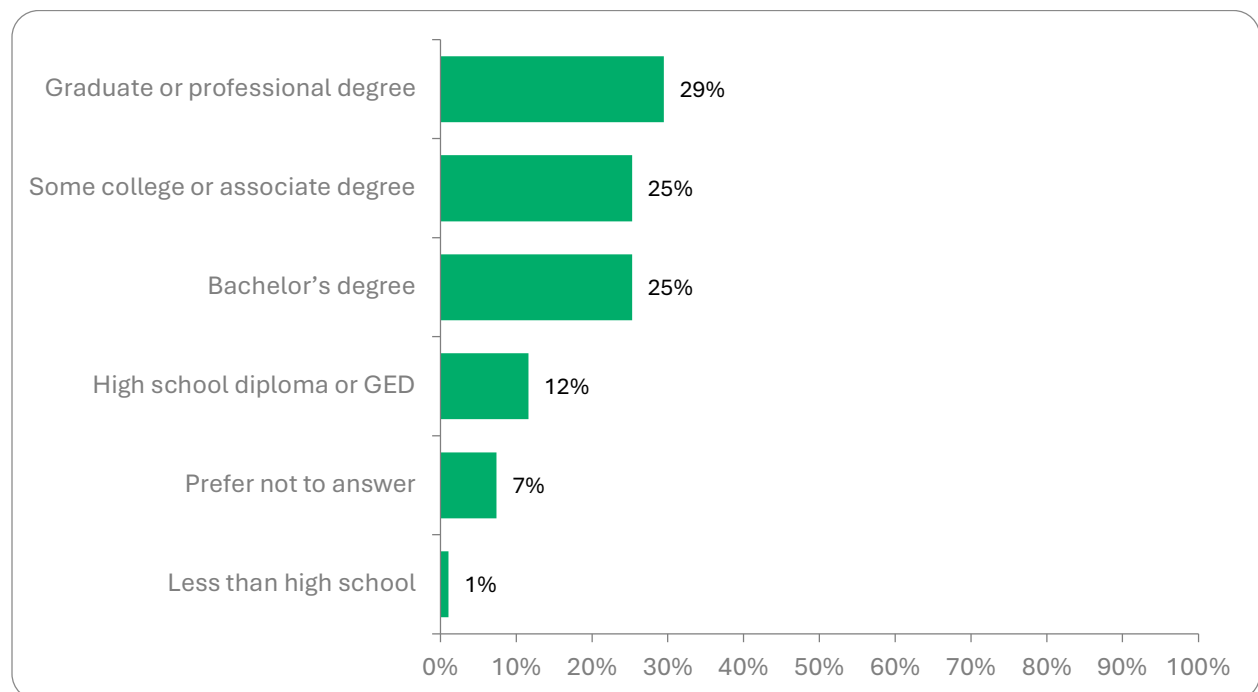
Q26: What is your housing situation? (optional)



Q27: What is your approximate annual household income? (optional)



Q28: What is your highest level of education? (optional)



4. Conclusion

The results of the public survey offer a snapshot of how residents, workers, and stakeholders currently perceive the area and what they hope to see in the future. Overall, respondents characterized the district as neglected, blighted, and underutilized, yet recognized its potential due to its central location, access to major transportation routes, and capacity for large-scale development.

Key concerns raised include the prevalence of vacant or abandoned properties, environmental contamination, and outdated buildings that negatively impact the area's appearance. Participants prioritized improvements in mobility and public safety, calling for better landscaping and upkeep, safer sidewalks and crossings, upgraded street lighting, and enhanced streetscapes. While many respondents supported the creation of new public spaces such as markets, community event areas, and small parks, others questioned the need for green space given the proximity to existing parks.

Importantly, while only a portion of respondents currently see themselves working or starting businesses in the BGD, many expressed a willingness to visit for shopping, dining, and recreation if the right amenities are introduced. These include restaurants, bars, local markets, retail shops, and other gathering places that would activate the district and draw a steady flow of visitors.

To support revitalization, respondents pointed to the need for improved community appeal, stronger transportation access, and financial incentives such as grants and loans. The most desired industries included local food production, technology and innovation businesses, and light manufacturing, alongside recreation and retail spaces that support community life.

When envisioning the future character of the BGD, participants emphasized job creation, environmental clean-up, and space for entrepreneurship and innovation as top priorities. Aesthetically, they imagined a pedestrian-friendly district with shared streets, green buffers between industrial and non-industrial zones, and building facades featuring bricks and large windows. A prominent gateway with bold lettering was the preferred visual identifier for the district.

This feedback reflects a strong and thoughtful vision for the Brandywine Growth District, one that balances economic opportunity, community identity, and high-quality design to create a more vibrant, inclusive, and connected part of Binghamton.