



PUBLIC MEETING # 1 SUMMARY

Public Meeting #1 – Thursday, June 5th, 2024, 6:00 PM – 7:30 PM
Centenary-Chenango Street United Methodist Church
Prepared by Fisher Associates

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PUBLIC MEETING ADVERTISING AND OUTREACH

A comprehensive outreach strategy was implemented to encourage broad participation in the Brandywine public engagement process. A total of 75 flyers were distributed throughout key locations in the community to raise local awareness. Digital promotion also included a dedicated webpage posting and a press release shared with regional media outlets.

Social media played a key role in outreach, with announcements posted to Facebook and LinkedIn. Additionally, a targeted stakeholder presentation was made as part of the Breaking Down the Silos event to engage community leaders and partner organizations.

To further expand reach, email invitations were distributed via the Project Advisory Committee (PAC) and the Northside Assembly listserv, ensuring that institutional stakeholders and neighborhood residents were informed and encouraged to attend.

MEETING OVERVIEW



Sarah Glose (Director of Economic Development at City of Binghamton), Stephanie Brewer (Chief Planner with Broome County Department of Planning & Economic Development) and Becky Timmons (Project Manager at Fisher Associates) welcomed attendees to the public

meeting held on June 5, 2025, at the Centenary-Chenango Street United Methodist Church in Binghamton, NY¹.

Becky Timmons led a presentation introducing the Brandywine Growth District project—an effort focused on reimagining a long-underutilized brownfield site with deep industrial roots. The presentation outlined the project’s goals, summarized existing site conditions, and described the need for community input to help shape the future of this strategic redevelopment area.

Following the presentation, participants broke out into small groups to share their concerns, priorities, and aspirations for the site. A total of sixteen members of the public attended the meeting². Discussion boards stationed around the room included an inventory of existing conditions and a series of visual preference boards. These boards presented a range of development styles and aesthetics, and participants were invited to place stickers on the images that best reflected their vision for the site's future.

Participants expressed support for revitalizing industrial uses, particularly if environmental remediation of the site could be assured. Access and circulation emerged as a recurring concern, with many noting the lack of direct freeway access and the potential for increased traffic and safety issues. Overall, the community voiced strong interest in transforming the site into a modern, safe, and welcoming district that could serve both current and future employers and employees.

¹Refer to Appendix C for full consultant team

² Refer Appendix D for list of attendees

THEMES AND PRIORITIES FROM GROUP EXERCISE



Each group of 4-5 participants per table discussed three questions and wrote their answers on the posters:

- Do the “Project Vision” and “Preferred Development Scenario” from the 2013 Nomination study still resonate with you today?
- What is your visual preference regarding the quality and aesthetics of a desirable neighborhood? (Street Design, Building Facades, Gateway & Signage)
- What else is on your mind regarding the BGD? Any needs, desires, challenges, opportunities, etc.?

Themes from the responses to each of these questions are summarized below:

Do the ‘Project Vision’ and ‘Preferred Development Scenario’ from the 2013 Nomination study still resonate with you today?

The public had largely positive opinions about the project vision. Many participants were eager to discuss the specifics of access, pedestrian safety, traffic management, etc. and agreed that the project vision was a holistic capture of their expectations.

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

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?
new opportunities at Stau 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 Stau site
Importance of dealing with DOT regarding limited access to site at Frederick St. Also to floors, the left hand turn restriction which constrains commercial development to a great extent industrial development, especially truck traffic — need to consider the value of Stau property for redevelopment!
Yes
Rail-oriented businesses.
Battery Hub Businesses.

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?

Feel free to share your ideas on this map!

Community feedback throughout the meeting revealed a strong interest in revitalizing the Brandywine Growth District in a way that honors its industrial heritage while promoting innovation, safety, and long-term resilience. Several key themes emerged:

Access and Connectivity

Concerns about limited access to the site were raised across multiple tables. Participants highlighted the lack of direct freeway access and recommended new connections, particularly

from Frederick Street and Route 7, to improve circulation and reduce local traffic strain. Pedestrian infrastructure, safety at crossings, and better signage for local businesses were also recurring topics.

Environmental Remediation

Many attendees emphasized the importance of fully addressing environmental contamination before any new development occurs. There was clear interest in ensuring that floodplain-compatible and environmentally responsible redevelopment strategies are prioritized.

Economic Revitalization and Land Use

While participants expressed interest in continuing some industrial functions—such as recycling, manufacturing, and rail-oriented businesses; they also welcomed a more diverse land use mix. Ideas included creative industries, community-serving businesses, and even a convention center. Residents supported attracting U.S.-based industries and startups, with an emphasis on job creation and innovation.

Community Identity and Aesthetics

Visual preference boards helped capture what people want the area to look and feel like. Participants hoped for a safer, modern, and welcoming district. They advocated for thoughtful urban design, greenspace integration, and development that reflects the community's character. Several suggestions focused on making the area more attractive—such as addressing billboard clutter, enhancing street frontage, and beautifying key corridors.

Support for Existing Businesses and Services

Questions emerged about how current businesses will be affected and whether services—like transit, childcare, and other community infrastructure—will be in place to support both existing and new workers. Participants noted the importance of inclusive planning that helps both residents and local businesses thrive.

Below is a summary of each group's report out to the group:



Group 1 emphasized the need to expand street access to the north side of the site. They expressed support for integrating material recycling and energy production uses and suggested that future redevelopment should build upon the site's industrial heritage.

Group 2 focused on several infrastructures and access issues. They called for improved site access, especially considering current limitations, and noted the importance of pedestrian connectivity. They saw potential in rail-oriented and battery hub businesses and supported flood-resilient development. Concerns were also raised about traffic impacts and the need for a steady, phased approach to redevelopment.

Group 3 was particularly concerned with environmental contamination and emphasized that remediation must occur before any redevelopment moves forward. They reiterated the importance of access and expressed general support for the direction of the project.

Group 4 discussed the future of existing businesses and asked how they would be involved in the redevelopment process. They noted the

need for community services to support new workers and raised safety concerns about the Frederick Street/New York 7 highway crossing. Suggestions included making the site more attractive and visible, filling vacant areas like Robinson Street Plaza, promoting U.S.-based industries, and considering a convention center.

Group 5 focused on access and circulation, emphasizing the importance of improving Frederick Street access and overall movement around the site. Participants discussed how better connections could relieve pressure on surrounding neighborhoods. They raised concerns about internal circulation within the site, pointing out the need for clear routes and wayfinding to make the area navigable and to spotlight existing businesses and support their long-term viability during redevelopment.

What is your visual preference regarding the quality and aesthetics of a desirable neighborhood?



Street Design

Participants expressed clear preferences for street design that supports active transportation and a pedestrian-friendly atmosphere. A favored option was a two-way street with bike lanes and trees, receiving the highest number of stickers, indicating strong community support for safe, multimodal infrastructure. A minimalist industrial look with lighting and signage also garnered interest, followed by a shared street with pedestrian-friendly design and street furniture. Notably, wide roads with sidewalks and green buffers—typically more car-oriented—received no support, suggesting that participants preferred designs that prioritize people over vehicles.

Edge & Boundary

When it came to the desired edge or boundary between industrial and non-industrial areas, attendees overwhelmingly supported green buffers with trees and fencing, followed closely by shared-use paths with landscaping. These preferences suggest a strong interest in soft, natural transitions that visually and physically separate industrial uses from other areas while maintaining public accessibility. Artistic walls with murals and lighting received limited support, as did a mix of low-rise non-residential buildings acting as transitional zones. Overall, the feedback points to a community desire for environments that balance greenery, accessibility, and human-scale design.



Gateway & Signage

The second board focused on preferences for Gateway & Signage treatments in the Brandywine Growth District. Participants were asked to choose entry features or signage styles that felt most inviting and appropriate. Bold Lettering emerged as the most popular category, receiving a high concentration of stickers. This indicates a clear public preference for prominent, easily recognizable signage that announces a district with confidence and clarity. Public Art also received strong support, especially for installations with vibrant colors and sculptural lighting elements, suggesting that community members value expressive, artistic entrances that convey creativity and uniqueness. By comparison, industrial-style signage received moderate support, with most stickers clustering around a single image of a branded district archway, pointing to limited but focused appreciation for signage that blends with industrial aesthetics. Sculptural signage, which includes abstract or minimal forms, received the least interest overall. While some examples attracted a few dots, the general trend shows that participants leaned toward legible, expressive, and colorful treatments over more abstract or minimalist signage solutions.

Visual Preference - Place your dots below!

BUILDING FACADE

Which of these designs are most appealing to you?



Brick warehouse with large windows



Industrial building with green walls or planted facades



Modern industrial with clean lines and metal finishes



Large-scale manufacturing with a welcoming street presence



Mixed material facade



Building Facade

The third board asked attendees to express their preferences for Building Facade design by selecting the styles they found most appealing. The most popular option was the modern industrial design with clean lines and metal finishes, which received the highest number of stickers. This suggests that participants favored contemporary aesthetics that convey precision, professionalism, and visual simplicity. The industrial building with green walls or planted facades also received strong support, reflecting enthusiasm for incorporating greenery and sustainability into industrial architecture.

The brick warehouse with large windows garnered moderate interest, indicating some appreciation for traditional materials paired with transparency and light. The large-scale manufacturing building with a welcoming street presence had limited support, and the mixed material facade received no votes at all. Overall, these results highlight a community preference for modern, refined industrial buildings, especially those that incorporate sustainable design elements or those that incorporate nature, while eclectic or overly colorful facade treatments were the least favored.

APPENDIX A: PRESENTATION

Full presentation can be found at:

<https://broomecountyny.gov/sites/default/files/dept/planning/pdfs/BGD-Public-Mtg-1-Presentation-6.5.2025.pdf>



APPENDIX B: GROUP DISCUSSION POSTERS

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? *Reduce traffic to industry centers, new delivery routes*
"Existing enterprises" "Foundation of community"

TABLE 1

PREFERRED LAND USE & INDUSTRY

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- » 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?
- Continued use of existing heavy industry
o Build upon existing functional footprint of industry
Attract landmark industry adjacent to rails
- Microgrid energy within community (attract industry)
o Solar or geothermal
Major uses:
o Material Recycling
o Energy Production

What else is on your mind regarding the Brandywine Growth District? Leave a note about needs, desires, challenges and anything else...
Where should the main entrance fit best?
Env concerns of industry near river

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?

New main Entrance connected to New highway Connection

Long term plan

Non Residential Mixed Use with High Tech Industry

Brandywine Growth District

High Tech Industry

Industrial/Truck Service

Rail Oriented Business

Non Residential Mixed Use

Material Recycling

Feel free to share your ideas on this map!

bgd Brandywine Growth District

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Comments?

new opportunities at Stau side

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Comments?

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yes

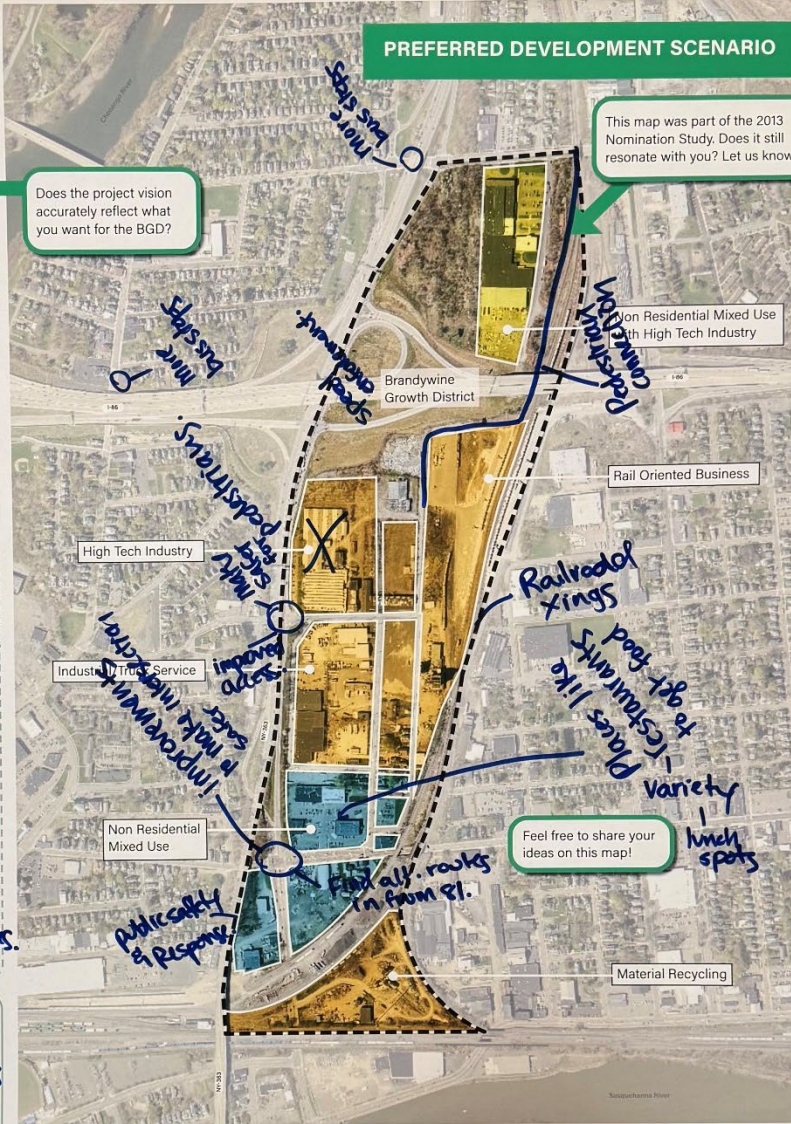
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Comments?

TABLE 3

PREFERRED LAND USE & INDUSTRY

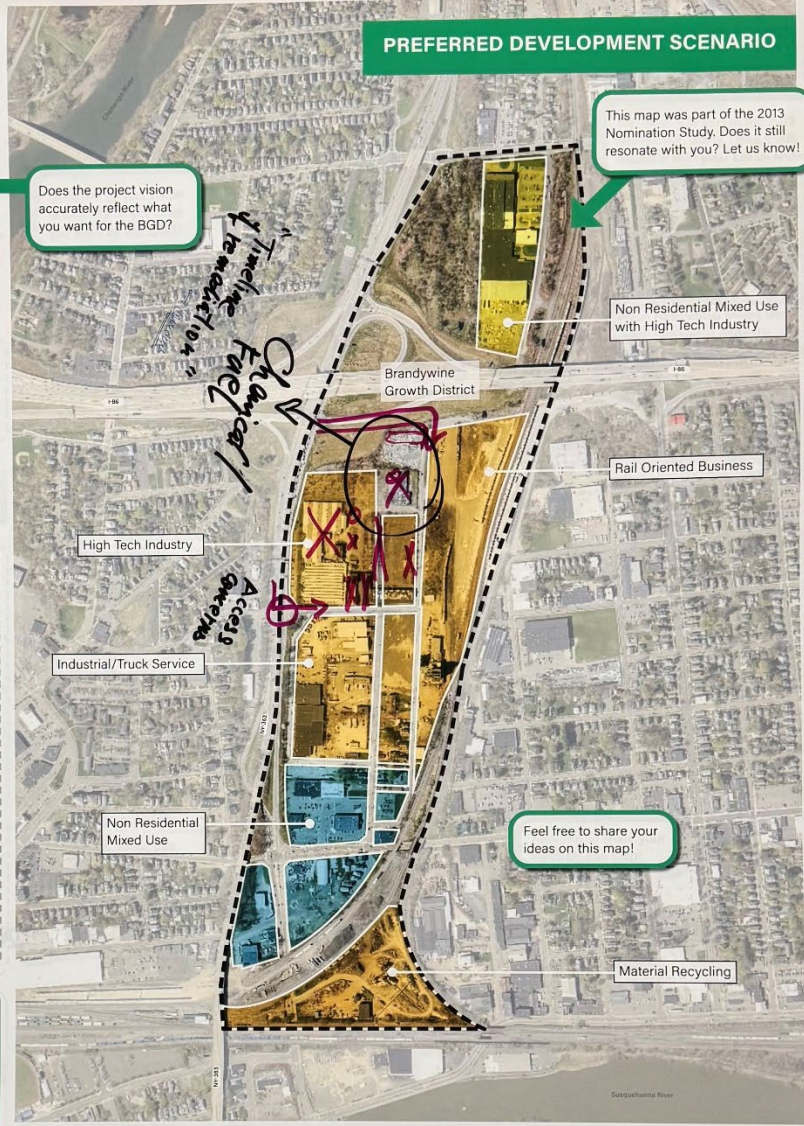
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Comments?

Comments: Encouraged to keep the area as a mix of uses

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Comments?

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Comments?

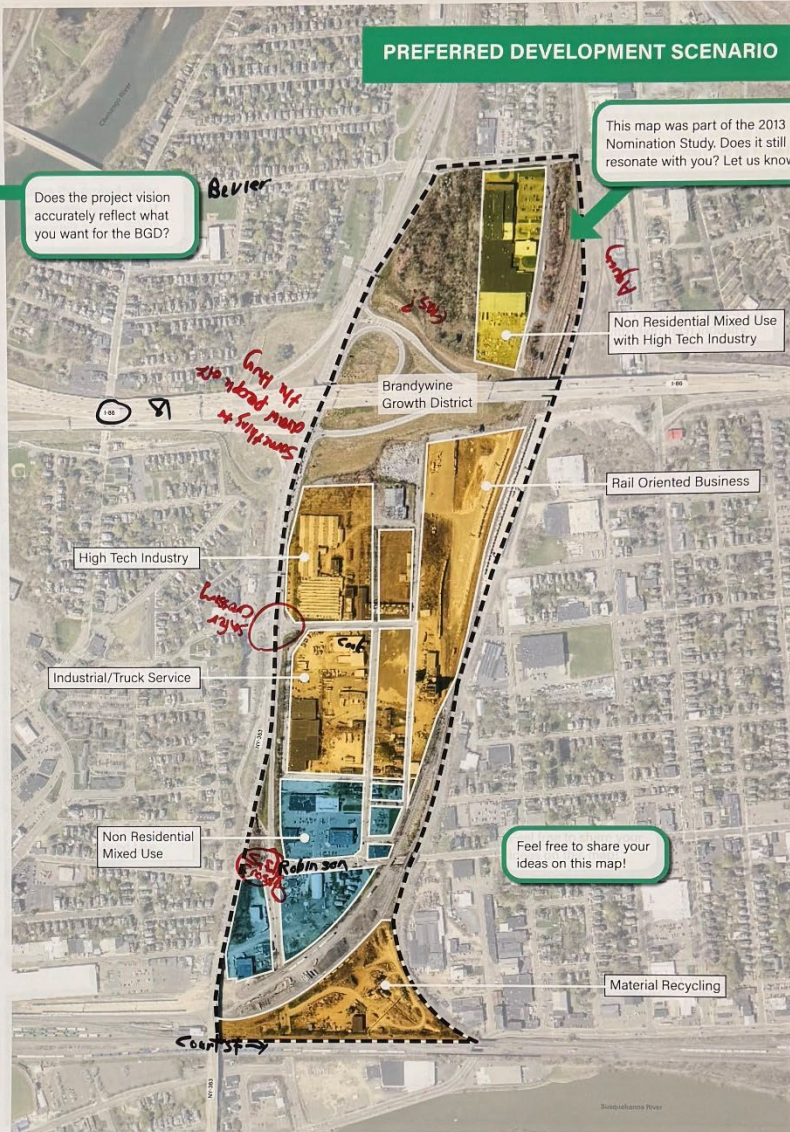
Old street names to map
Existing businesses? What happens if businesses come in where would they get food - shops/retailment?
Railroad bridges too low
No left turn from 343 to 2nd Street
Where get to attract employees
Available housing for employees
Safe walking @ intersections
E. Binghamton & Brandywine
Something to draw drivers off highway - gas station, food, coffee shop, walkway
Pilot: Binghamton/Brandywine - many issues
Looks good/attractive
Crime/drag issues
Bakery Manufacturing
US Based industry
No "Stinky" business (garage)
Convention center
Cheap store - Target, Home, Kmart, Pottery, etc.

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

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Comments?

TABLE 5

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Comments?

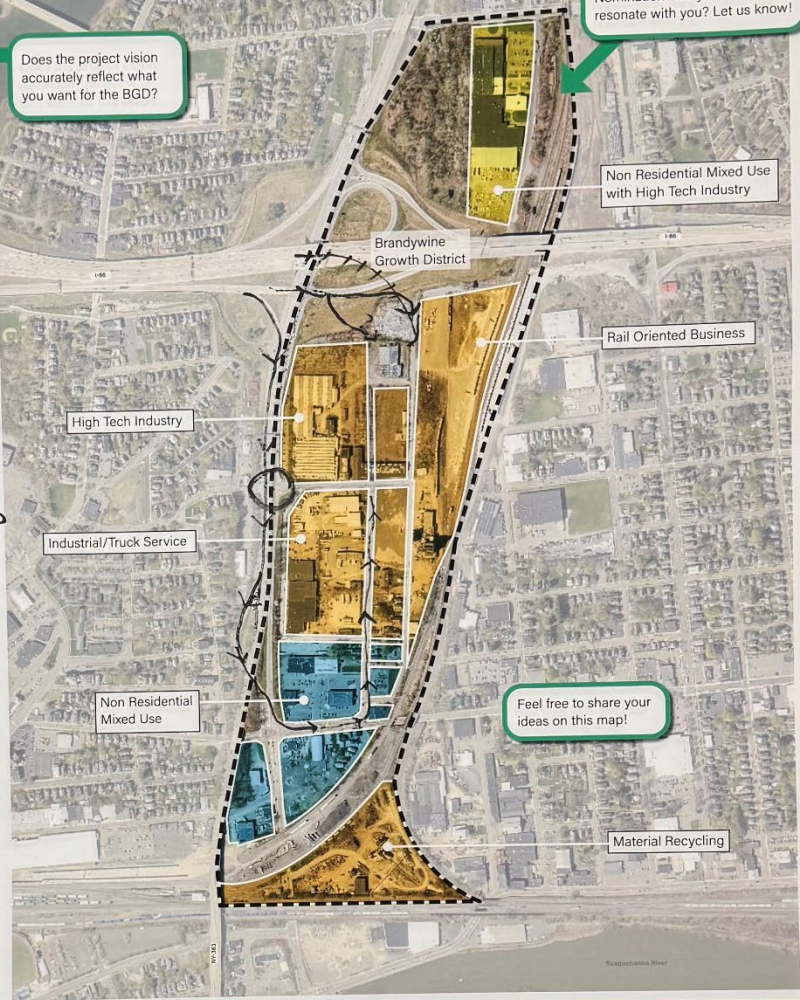
*Roundabout at
Frederick and
Rt. 7 ? Or Lepp
off ramp from 86?
Bump Road?
Billboards?*

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

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



bgd Brandywine Growth District

APPENDIX C: CONSULTANT TEAM IN ATTENDANCE

Becky Timmons

Project Manager, Fisher Associates

Venkat Anirudh

Planner, Fisher Associates

Kevin Dwarka

Land Use & Economic Development Consultant

Ashley Depew

Project Manager, Idea Kraft

Sarah Glose

Director of Economic Development at City of Binghamton

Stephanie Brewer

Chief Planner with Broome County Department of Planning & Economic Development

Juliet Berling

Director of Planning, Housing & Community Development, City of Binghamton

Isabella Paullay

Planner, Broome County Department of Planning & Economic Development

David Pulliam

Planner, Broome County Department of Planning & Economic Development

APPENDIX D: ATTENDEES

Sixteen (16) participants signed in at the meeting.

First Name	Last Name	Affiliation
Janet	McHenry	Northside Assembly
Jillian	Newby	New York State DOT
Peggy	Gaylord	ECS-UMC
Lauren	Wilson	Pyramid
Tony	Fiala	Broome County
Brian	Goodman	New York State DOT
Andrew	Sander	No affiliation

Bob	Talkiewicz	Energy Savers
Matt	White	No affiliation
James	Dobreski	Northern Assembly
Barne	Edwards	No affiliation
Luke	WBNG	WBNG
T.	Carey	No affiliation
LCP	—	LCP
Swen	Sherwood	TechWinx
Joyce	Reed	Centenary-Chenango Church