



Public Meeting 2
September 22, 2025



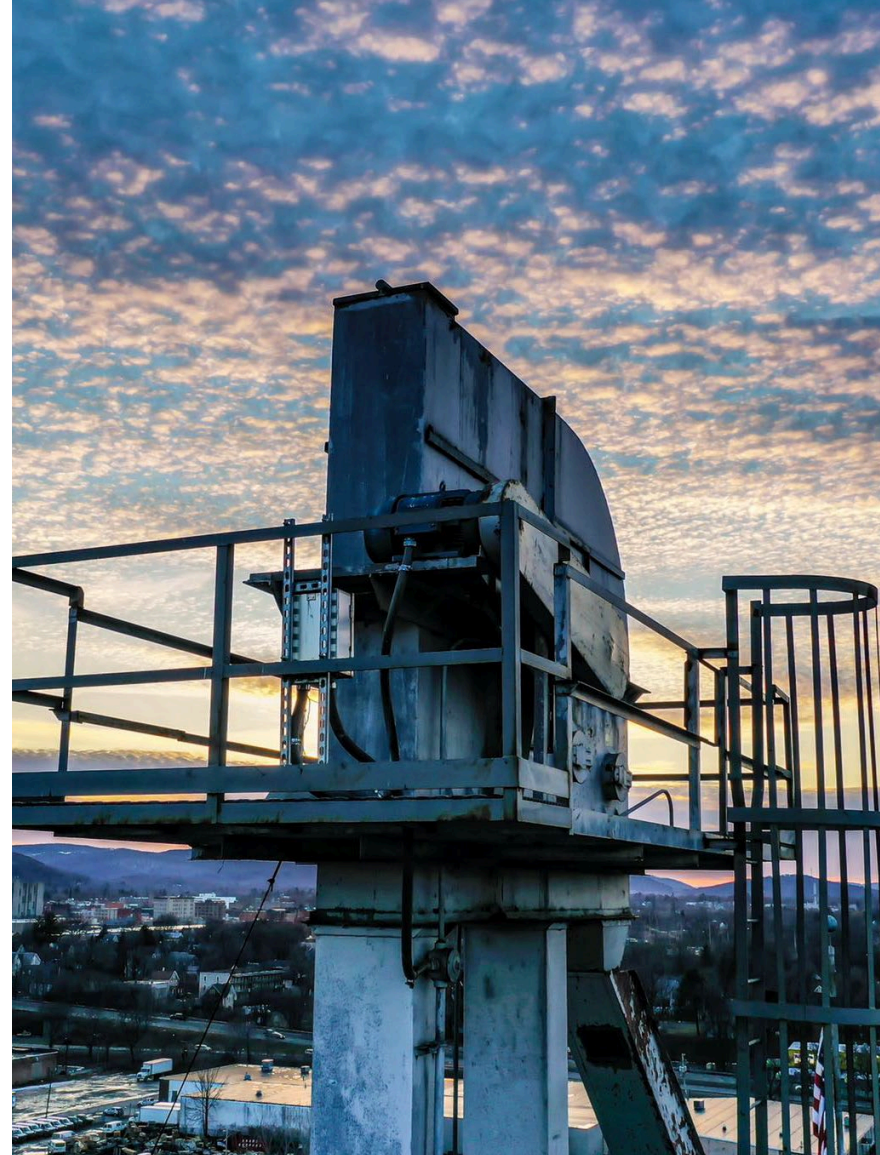
ideakraft



Agenda

- Public Meeting #1 Recap
 - Project Team
 - BOA Program Overview
 - Study Area Boundary
- Public Meeting #1 – What We Heard
- Existing Conditions Analysis
- Open House: Vision, Goals, and Strategies

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





Public Meeting #1 Recap

Public Meeting #1 Recap: Project Team

Department of State

Holly Granat

Revitalization Specialist

Broome County Department of Planning & Economic Development

Stephanie Brewer
Anthony Fiala, Jr.
Isabella Paullay

Senior Planner, Primary Contact
Commissioner
Planner

City of Binghamton

Juliet Berling
Sarah Glose

Director of Planning
Director of Economic Development

Fisher Associates

Prime Consultant

Becky Timmons
David Ge
Venkat Anirudh
Frank Armento, AICP, CEP
Tim Faulkner, PE
Stephen Snell, PE, CPESC

Project Manager
Project Manager
Planner II
Project Advisor
Senior Transportation Manager
Land Development Group Manager

Idea Kraft

Subconsultant

Ewelina Zajac-Holdrege
Erinn Kovitch
Ashley Depew

Founder & Creative Director
Art Director
Project Manager

Kevin Dwarka, LLC

Subconsultant

Kevin Dwarka

Land Use & Economic Development
Consultant



Department
of State



ideakraft



Kevin Dwarka LLC
Land Use & Economic Consulting

Public Meeting #1 Recap: BOA Program Overview

The BOA Program is a state program that provides funding to municipalities to complete area-wide plans to support community revitalization in neighborhoods that have been affected by the presence of **brownfield and underutilized sites**. This program transforms brownfields from **liabilities to community assets**.

Program goals include:



Assessing community
redevelopment opportunities



Building a shared community
vision for the reuse opportunities

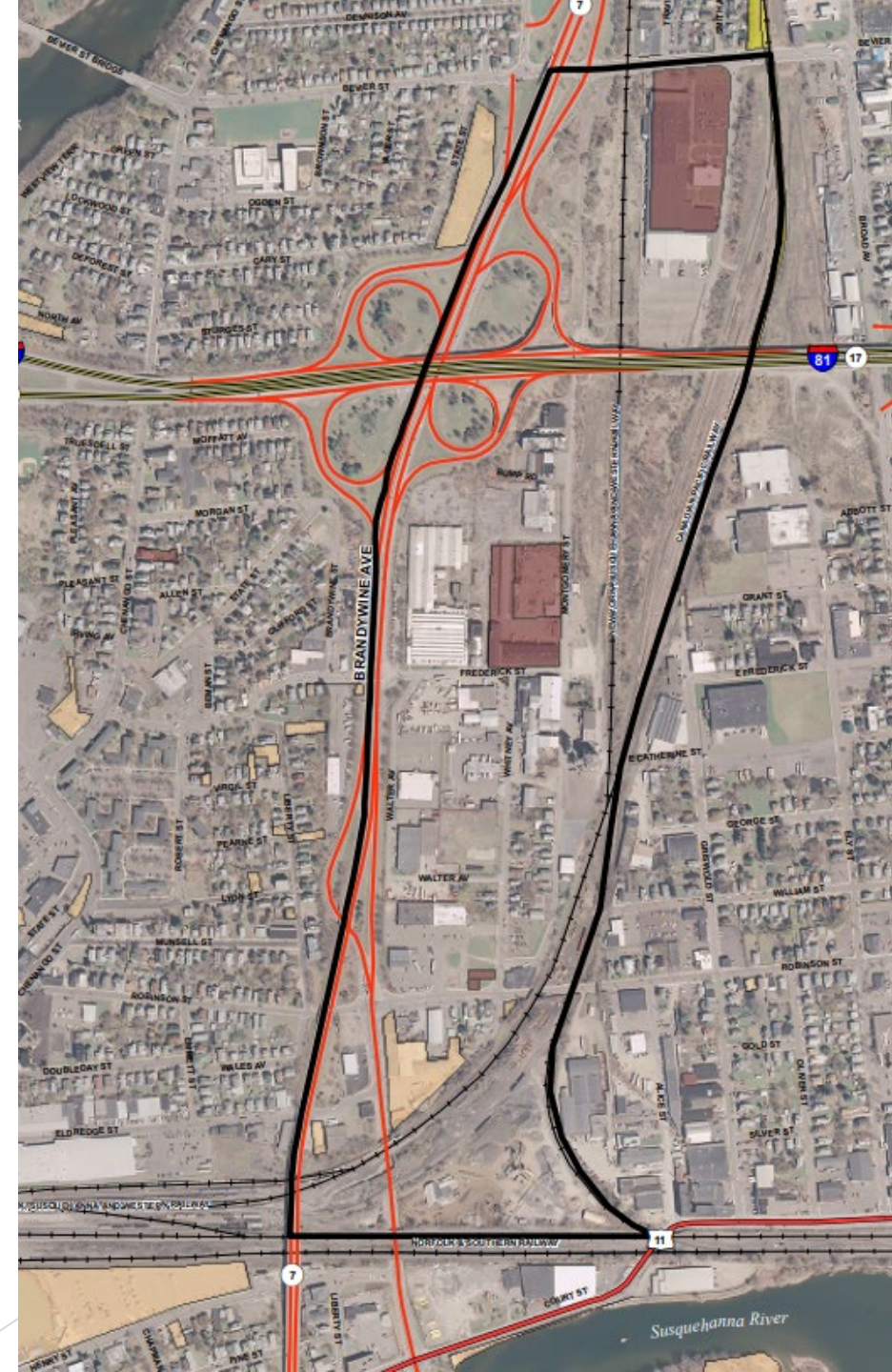


Collaborating with stakeholders to
identify and implement solutions

Public Meeting #1 Recap: Study Area Boundary

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





What We Heard From You

Public Meeting #1: What We Heard

- Meeting Details: Thursday, June 5th, 2024, 6:00 PM – 7:30 PM
| Centenary-Chenango Street United Methodist Church
- Meeting Format: Presentation introducing the Brandywine Growth District, followed by a small-group visioning workshop.
- Visioning Workshop Questions:
 - 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.?





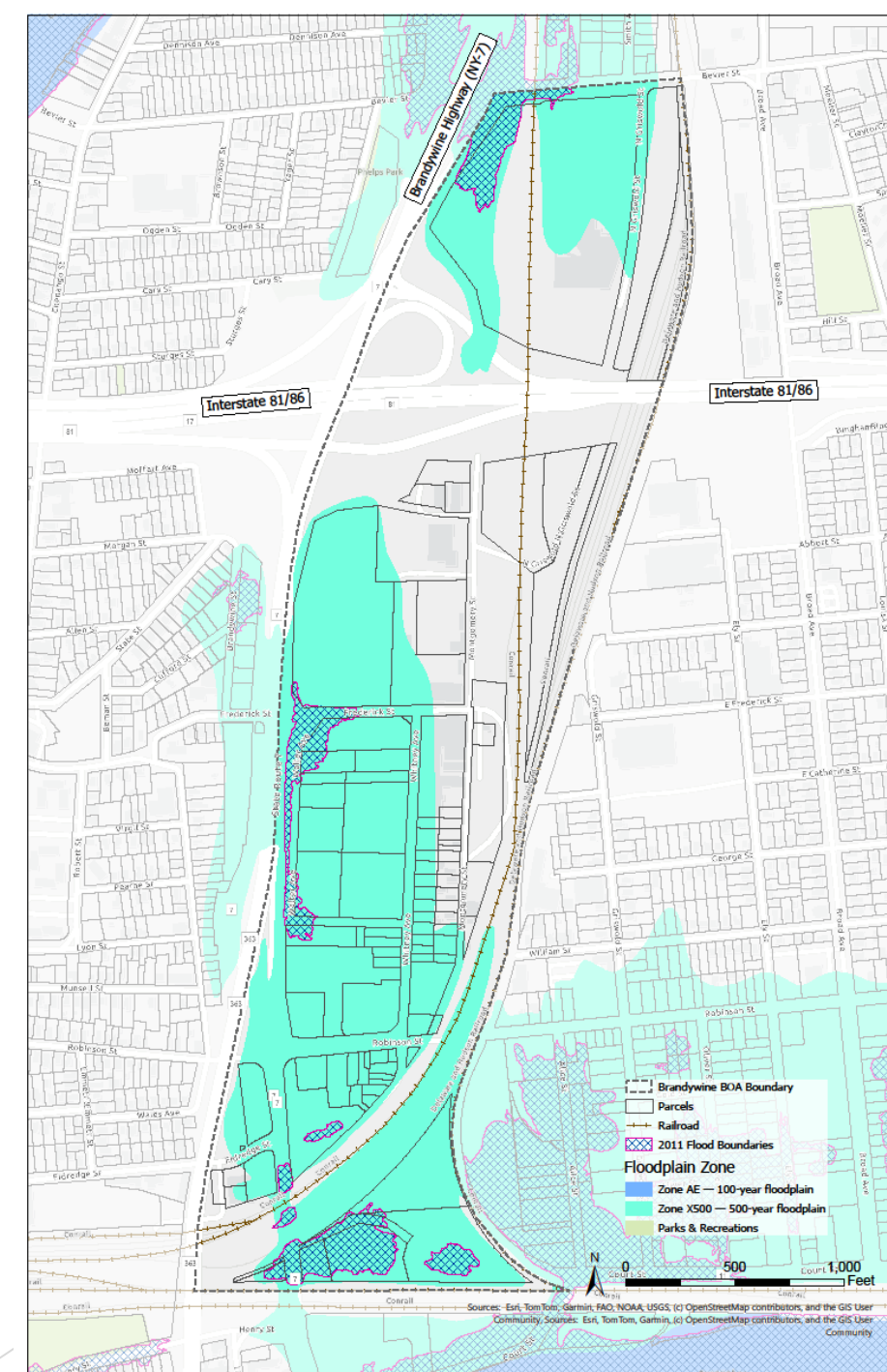
Existing Conditions

Existing Conditions Analysis

- Fiscal/Market Feasibility Analysis
- Stormwater Management & Flood Mitigation Analysis
- Connectivity & Streetscape Assessment

Overall Existing Conditions

- The Brandywine BOA contains a mix of **industrial, residential, and vacant lands**.
- **Industrial uses** dominate the central corridor, aligned with transportation infrastructure.
- Land within the Brandywine BOA is a mix of **public and private ownership**.
- 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).



Stormwater Management & Flood Mitigation Analysis

The Existing Conditions Analysis observed the following characteristics and drainage patterns:

- **Cut and fill material** is the predominant soil type throughout the study area
- Land uses throughout the study area include urban commercial, industrial, residential, wooded, impervious (e.g., pavement), and pervious (e.g. landscaped)
- There are **12 drainage areas** which drain to either the **Chenango River** to the west or the **Susquehanna River** located south of the study area

Connectivity & Streetscape Analysis

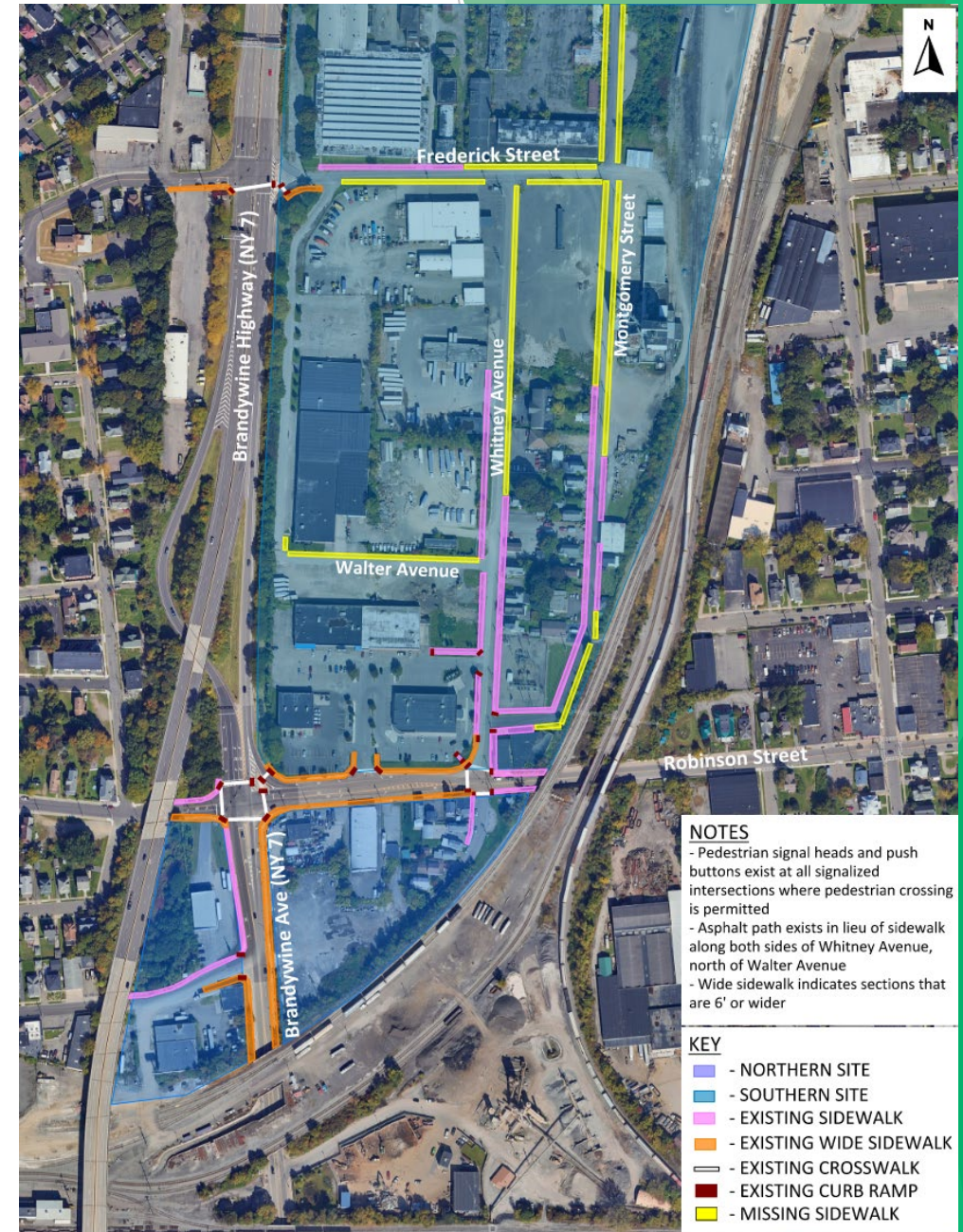
Challenges:

- Interstate 81/86 **divides the study area**, creating a **barrier** between the north/south portions
- **Limited access** to the site due to **restricted movements** at the intersection
- **Lack of signage** to direct traffic around the site and to inform vehicles of low-clearance restrictions
- Railroad tracks **cut off access** to areas east of the study area and limit connectivity
- Multiple low clearance (11') railroad bridges **limit truck traffic** from the east
- **Local roads** within observed to be in **poor condition**



Connectivity & Streetscape Analysis

- **Continuous sidewalks** exist along Robinson St, Bevier St, and Brandywine Ave (south of Robinson St). Sidewalks are reportedly in poor condition under Brandywine Ave railroad bridges.
- The **pedestrian/bicycle network is lacking** across the site, making it difficult to travel through it safely.
- There is no **pedestrian connection** between the northern/Bevier Street portion and the southern/Robinson Street portion of the site.
- Public outreach indicates that the majority of pedestrians are workers at nearby manufacturing business and people going to the Rescue Mission, who are **accessing the bus stops on Robinson Street**.



Connectivity & Streetscape Analysis

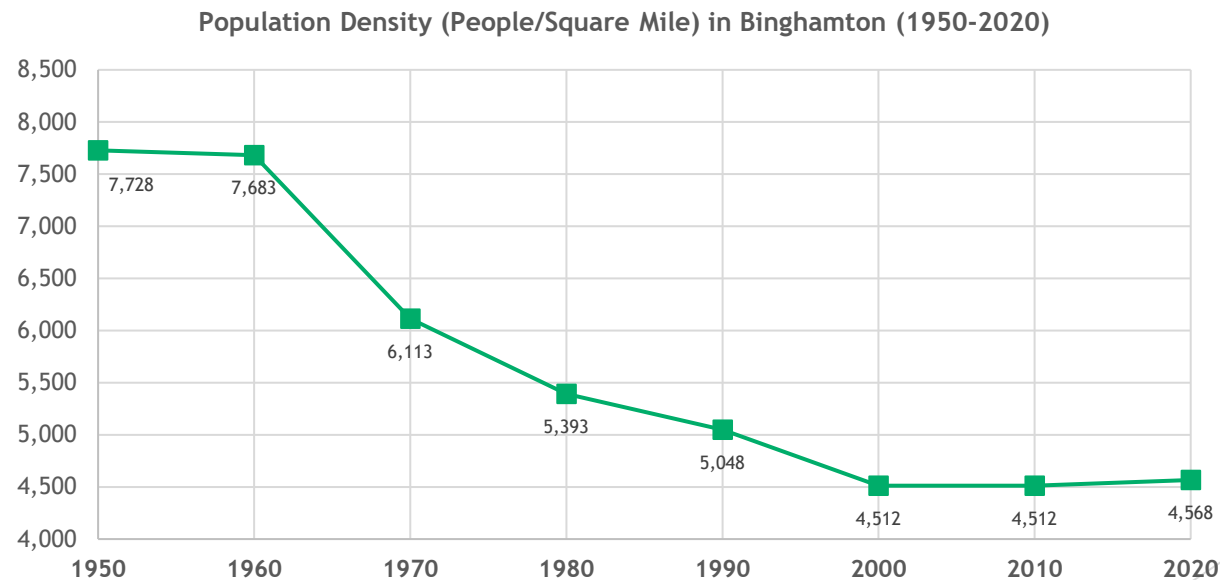
Potential Areas of Improvement:

- Multi-Use path to make north/south connection
- Internal streetscape improvements
 - Montgomery Street
 - Frederick Street
- Gateway streetscape improvements
 - Bevier Street
 - Robinson Street
 - Brandywine Highway
- Intersection improvements
 - Brandywine Highway & Frederick Street (ongoing conversations with DOT)



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

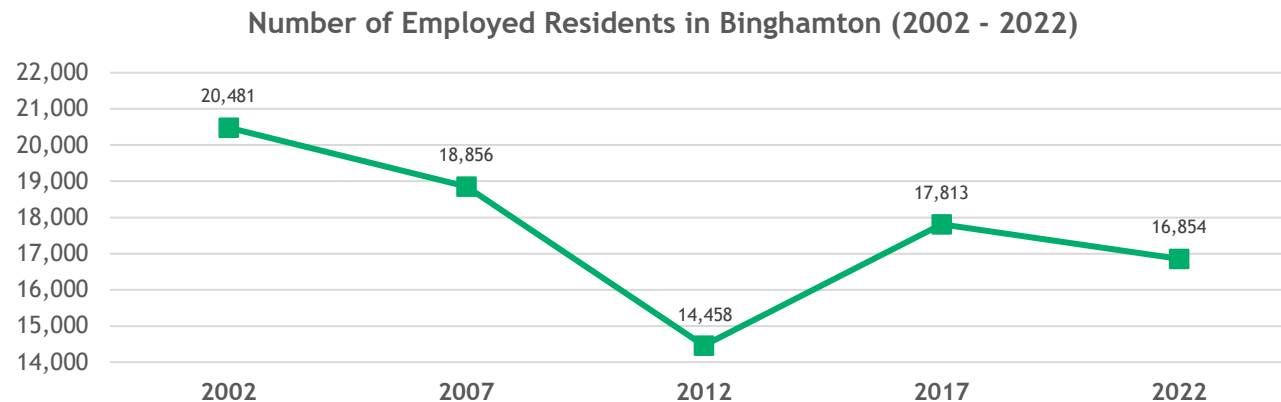
- Median household income: **\$44K** (71% of Broome County/regional average).
- Unemployment rate: **8.7%** vs. 5.4% in surrounding region.
- **27%** live below the poverty line (vs. 18% in Broome County; 16% region-wide).

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...**

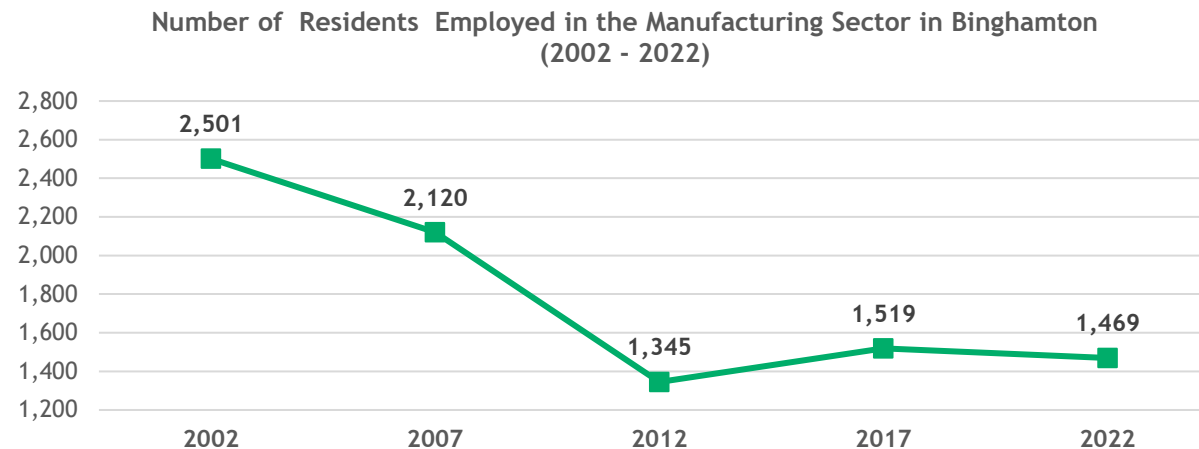
BUT

... 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





Public Workshop Activities

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.

➤ 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 #2:

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

➤ Goal #3:

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

➤ Goal #4:

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

➤ Goal #5:

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

➤ 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 Need From You

- 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?

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					

Contact Information

Broome County

Stephanie Brewer

Chief Planner, Broome County Department of
Planning & Economic Development

Email: stephanie.brewer@broomecountyny.gov
Phone: [\(607\) 778-2390](tel:(607)778-2390)

City of Binghamton

Sarah Glose

Director of Economic Development

Email: saglose@cityofbinghamton.gov
Phone: [\(607\) 772-7161](tel:(607)772-7161)

Juliet Berling

Director of Planning

Email: jmberling@cityofbinghamton.gov
Phone: [\(607\) 772-7028](tel:(607)772-7028)

Consultant Team

Becky Timmons

Fisher Associates
Project Manager

Email: btimmons@fisherassoc.com
Phone: (585) 334-1310 ext. 262

David Ge

Fisher Associates
Project Manager

Email: dge@fisherassoc.com
Phone: (724) 916-4250 ext. 416

Venkat Anirudh

Fisher Associates
Planner

Email: abodempudi@fisherassoc.com
Phone: (585) 334-1310 ext. 208