

PUBLIC MEETING # 2 SUMMARY

Public Meeting #2 – Monday, September 22nd, 2025, 6:00 PM – 7:30 PM Southern Tier Independence Center | 135 E Frederick St, Binghamton, NY 13904 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 42 flyers were distributed throughout key locations in the community to raise local awareness. Approximately 1700 postcards were direct mailed to property owners within and near the BOA.

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 Broome County's official Facebook pages.

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

MEETING OVERVIEW



Sarah Glose (Director of Economic Development at City of Binghamton) and Becky Timmons (Project Manager at Fisher Associates) welcomed attendees to the public meeting held on September 22nd 2025, at the Southern Tier Independence Center in Binghamton, NY¹. Becky Timmons led a presentation that recapped the Brownfield Opportunity Area (BOA) program and summarized outcomes from Public Meeting #1. She also reviewed the Brandywine study area boundary and existing conditions including stormwater and floodplain constraints,

¹Refer to Appendix C for full consultant team

circulation challenges, and market trends. The presentation also introduced a draft vision statement and six draft project goals for the Brandywine Growth District.

Following this overview, the meeting transitioned into an open house format where participants engaged directly with the goals that were displayed across the room. Attendees provided feedback on the draft vision and goals, allocated "budget dollars" across priorities, shared written notes and comments, and participated in a land use mapping exercise to suggest preferred future uses.

Overall, participants were engaged and thoughtful in their feedback, responding positively to the opportunity to shape the future of the Brandywine Growth District. Many expressed enthusiasm for revitalization and job creation, while also emphasizing that environmental cleanup and safe access must come first. The open house format encouraged candid conversations, and the written notes and dollar allocation exercise reflected a strong desire to balance industrial reuse with modern amenities, improved connections, and a more attractive, welcoming corridor.

THEMES AND PRIORITIES









Updated Vision Statement

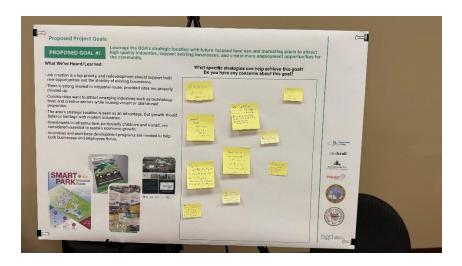
The Brandywine Corridor is an important gateway to the City of Binghamton and Broome County that is envisioned as a future-focused redevelopment district fostering sustainable economic growth through industrial preservation and revitalization, technological innovation, and workforce development.

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.

Participants generally supported the draft vision, noting its emphasis on industrial revitalization, technological innovation, and connectivity. Suggestions focused on ensuring that the vision remains grounded in realistic market opportunities and incorporates quality-of-life improvements for nearby neighborhoods.

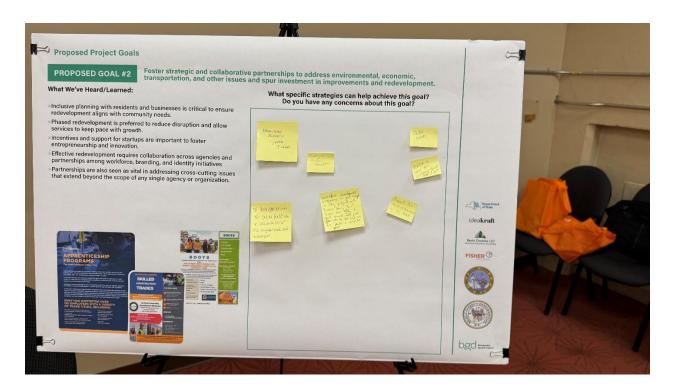
Goal 1: Leverage the BOA's strategic location with future-focused land use and marketing plans to attract high quality industries, support existing businesses, and create more employment opportunities for the community.



Goal 1 focused on using the Brandywine Growth District's strategic location to attract high-quality industries, support existing businesses, and generate new jobs. It highlighted opportunities for industrial reuse, emerging sectors like technology and creative industries, and the need to balance historic character with modern growth. The board also stressed that infrastructure, childcare, and workforce development are critical to sustaining long-term economic revitalization.

Feedback from the attendees supported industrial preservation and reuse, with calls for assistance in setting up sites. Participants emphasized the need for better access, especially improved highway links and connections from Brandywine Avenue and Bevier Street. Creative suggestions included using flood-prone areas for solar farms to supply energy to local businesses. Workforce development was also a major theme, with proposals to partner with BCC, BAE, and Binghamton University to train students and build pipelines into local industries. Several participants urged involving current business owners to ensure redevelopment reflects on-the-ground needs and realities.

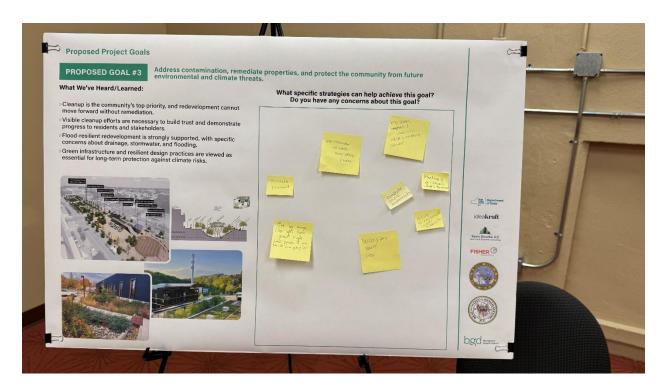
Goal 2: Foster strategic and collaborative partnerships to address environmental, economic, transportation, and other issues and spur investment in improvements and redevelopment.



Goal 2 emphasized the importance of fostering strategic and collaborative partnerships to address environmental, economic, and transportation challenges while spurring reinvestment in the Brandywine Growth District. It highlighted inclusive planning with residents and businesses, phased redevelopment to reduce disruption, incentives for startups, and cross-agency collaboration as key strategies for ensuring redevelopment aligns with community needs and maximizes resources.

Public feedback reflected strong support for collaboration, particularly in ways that connect workforce training with real opportunities. Notes suggested developing apprenticeship and internship programs and placing greater emphasis on skilled trades. Attendees also called for more structured opportunities for public input, reinforcing the need to engage both businesses and neighborhood residents throughout the process. Several comments pointed to the importance of workforce development programs that are realistic about future job availability, while others stressed supporting existing businesses in the BOA. Participants also noted that the location's proximity to transport and workforce resources makes it ideal for building these partnerships.

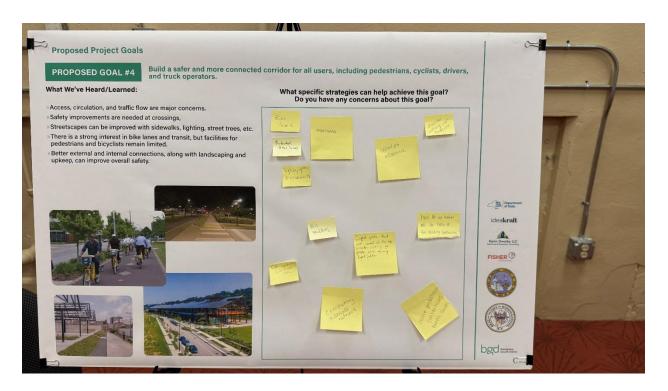
Goal 3: Address contamination, remediate properties, and protect the community from future environmental and climate threats.



Goal 3 emphasized that cleanup and remediation are essential prerequisites for redevelopment in the Brandywine Growth District. It communicated that visible remediation efforts are needed to build community trust and demonstrate progress, while also stressing the importance of flood-resilient design and green infrastructure. This goal positioned environmental protection and resilience against climate threats as fundamental to long-term viability and community confidence in the project.

Public input strongly supported these points, with notes underscoring the need for comprehensive environmental assessments and assurance that new industries comply with environmental regulations. Participants raised concerns about flooding and drinking water safety, signaling that environmental health is viewed as inseparable from redevelopment. Suggested strategies included implementing permeable pavement, expanding green infrastructure beyond NYSDEC programs, and exploring innovative features such as solar panels for shading in parking areas. Taken together, feedback revealed both a demand for visible remediation and a desire for resilient, forward-looking design that ensures the safety and livability of the area.

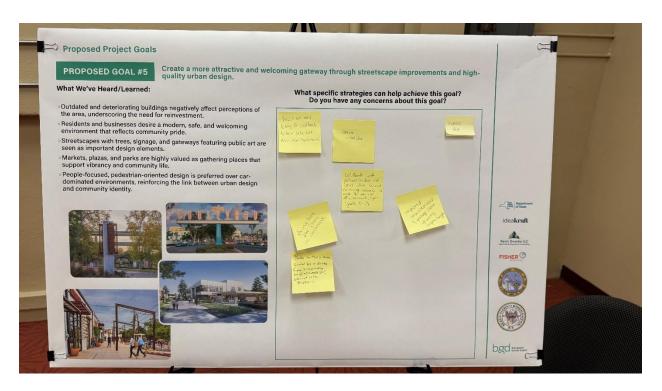
Goal 4: Build a safer and more connected corridor for all users, including pedestrians, cyclists, drivers, and truck operators.



Goal 4 highlighted the need to build a safer and more connected corridor for all users, including pedestrians, cyclists, drivers, and truck operators. It framed circulation, traffic flow, and crossing safety as ongoing concerns while pointing to opportunities for better sidewalks, lighting, landscaping, and streetscape design. The board emphasized that while there is strong interest in bike lanes and transit, the area currently lacks adequate facilities for non-vehicular users, making safety and connectivity central issues for redevelopment.

Public feedback reinforced these priorities with calls for bike lanes, including protected lanes, as well as broader investment in pedestrian and cyclist infrastructure. Several notes stressed the importance of lighting upgrades, with one comment calling for 24/7 visibility and another suggesting covered light posts for safety. Participants also highlighted the need for bus shelters and stronger pedestrian connections, especially linking the North and South sides. Other feedback pointed to completing the sidewalk network and ensuring the corridor reflects a cohesive story of existing and new connections. Overall, comments showed a strong appetite for infrastructure that improves safety, accessibility, and comfort for all users.

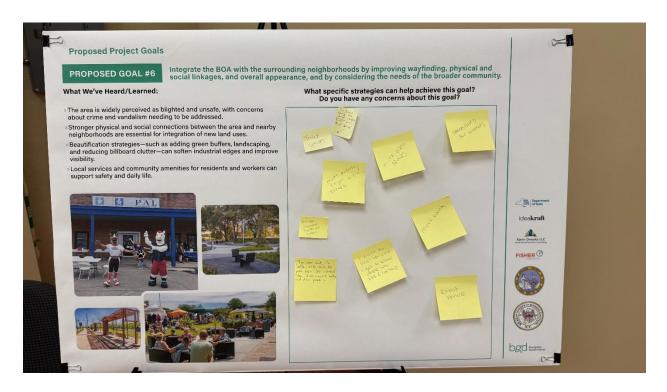
Goal 5: Create a more attractive and welcoming gateway through streetscape improvements and high-quality urban design.



The Goal 5 board focused on creating a more attractive and welcoming gateway into the Brandywine Growth District through streetscape improvements and high-quality urban design. It highlighted the role of design in shaping perceptions, noting that outdated buildings and neglected streets undermine community pride. The board emphasized streetscapes with trees, signage, and public art, as well as plazas and parks as important gathering spaces. It also underscored the preference for people-focused, pedestrian-oriented design as a way to strengthen community identity and vibrancy.

Public feedback echoed these ideas while offering specific suggestions. Several comments supported investment in signage and public art, with one note calling signs a "good idea" and another recommending murals and collaborations with schools and local artists to strengthen community connections. Attendees emphasized the value of parks and open spaces as regional draws, along with bringing back the anchor of a laundromat as a community amenity. Some stressed the importance of focusing on quick, visible improvements that can deliver early wins and build momentum. Others highlighted the need for improved maintenance and gateway cleanliness, particularly near the highways, to reinforce a sense of pride and welcome.

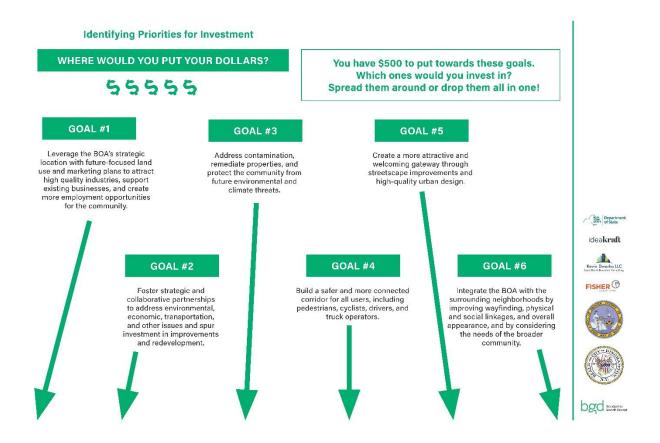
Goal 6: Integrate the BOA with the surrounding neighborhoods by improving wayfinding, physical and social linkages, and overall appearance, and by considering the needs of the broader community.



The Goal 6 board emphasized integrating the Brandywine Growth District with surrounding neighborhoods by strengthening physical and social linkages, improving overall appearance, and addressing community concerns. It presented ideas such as wayfinding, landscaping, and beautification strategies to soften industrial edges and reduce blight, along with investments in services and amenities to improve safety, livability, and the district's relationship with nearby residential areas.

Feedback strongly supported these intentions, with participants asking for more public spaces and third spaces that foster community interaction. Notes called for events and activity programming to bring more "eyes on the street" and create a sense of safety and vitality. Several participants highlighted the importance of greenery and beautification, with one noting that more plants would make the area feel less industrial and more welcoming. Others emphasized the desire to feel secure and connected to neighbors and coworkers, while additional comments requested amenities for workers and venues for community gatherings. Collectively, the feedback pointed to a strong desire for the district to feel safe, welcoming, and socially vibrant.

Goal Prioritization - BGD Bucks Exercise

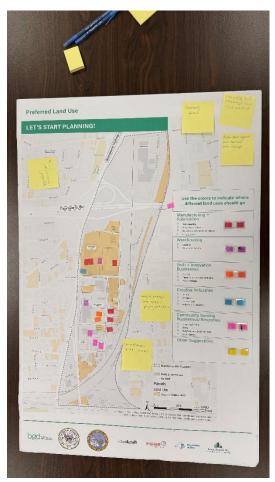


As part of the open house, participants were asked to allocate "BGD Bucks" across the six draft goals to indicate which priorities they valued most. A total of 14 attendees took part in this activity. The results were as follows:

- Goal 1 (Economic Revitalization & Industry Growth): \$1,800
- Goal 2 (Partnerships & Collaboration): \$900
- Goal 3 (Environmental Remediation & Cleanup): \$1,700
- Goal 4 (Safer, More Connected Corridor): \$1,400
- Goal 5 (Gateway & Design): \$700
- Goal 6 (Neighborhood Integration): \$500

The exercise highlighted clear priorities for participants: economic revitalization, site cleanup/remediation, and safer transportation and corridor improvements received the highest levels of support. While goals related to aesthetics and neighborhood integration were viewed as important, they ranked lower in comparison to the core issues of jobs, environmental health, and safe access.

Land Use Exercise



The Preferred Land Use board invited participants to shape a future land use plan for the Brandywine Growth District by placing colored stickers on a map to indicate where different types of uses should go. Categories included manufacturing and fabrication, warehousing, tech and innovation businesses, creative industries, and community-serving businesses and amenities. This exercise was designed to show how community members envision the balance of industrial, commercial, and neighborhood-supporting uses in the study area, while also surfacing ideas for alternative or complementary land uses.

Feedback showed a clear interest in maintaining a strong industrial and employment base, with many stickers placed for manufacturing, warehousing, and technology/innovation uses in the site's core areas. Participants also endorsed space for creative industries and community-serving businesses, such as grocery or dining, particularly in transitional zones along Robinson Street. Notes highlighted the importance of pairing redevelopment with property maintenance and ensuring vacant or underused parcels are activated. Suggestions included adding

community gardens, exploring affordable housing in appropriate locations, and ensuring redevelopment is paired with visible cleanup. Collectively, the comments reflected a desire to balance Brandywine's role as an industrial hub with amenities and land uses that benefit the surrounding neighborhoods.

APPENDIX A: PRESENTATION















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: Project Team

Department	of State
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Holly Granat Revitalization Specialist

Broome County Department of Planning & Economic Development

Stephanie Brewer Senior Planner, Primary Contact

Anthony Fiala, Jr. Commissioner Isabella Paullay Planner

City of Binghamton

Juliet Berling

Director of Planning Director of Economic Development Sarah Glose

Fisher Associates Prime Consultant

Becky Timmons Project Manager David Ge Project Manager Venkat Anirudh Planner II Frank Armento, AICP, CEP Tim Faulkner, PE Stephen Snell, PE, CPESC Project Advisor

Senior Transportation Manager Land Development Group Manager

Idea Kraft Subconsultant

Ewelina Zajac-Holdrege Founder & Creative Director Erinn Kovitch Art Director Ashley Depew Project Manager

Kevin Dwarka, LLC Subconsultant

Land Use & Economic Development Kevin Dwarka Consultant









ideakraft







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



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



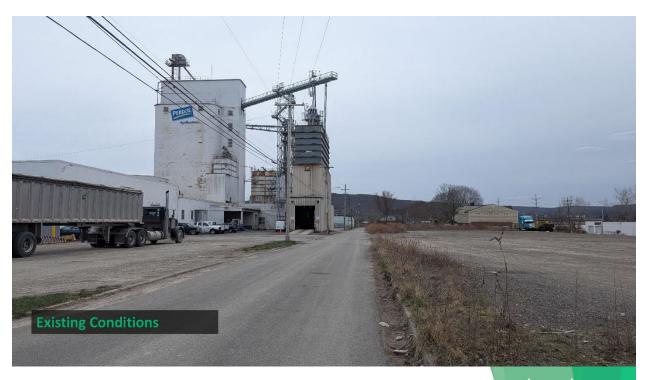


Public Meeting #1: What We Heard

bgd Brandywine Growth District

- 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.?





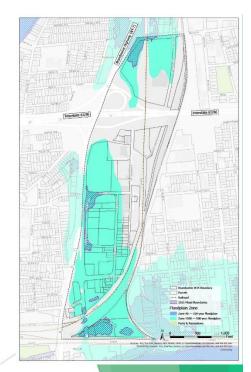
Existing Conditions Analysis

Brandywine Growth District

- 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

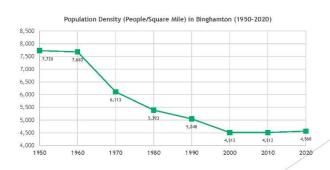
Potential Areas of Improvement:

- ➤ 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

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



- bgd Brandywine Growth District
- 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							

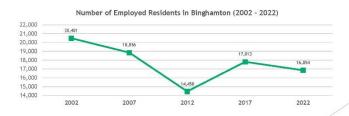
Market Analysis



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

BUT

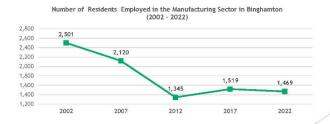
... the decline has stabilized in spite of the pandemic, and the city is **not losing people and jobs at the same rate** that it did in previous decades.



bgd Brandywine Growth District

The manufacturing sector is not growing...

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



Market Analysis



- 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:





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



Market Analysis

- > 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



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.

Draft Project Goals



➢ 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.

Draft Project Goals



➤ 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.

Draft Project Goals



➤ 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

bgd Brandywine Growth District

- 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



	W	inter 20	25	Sp	oring 202	25	Sui	nmer 20	025		Fall 2025	5	W	inter 20:	26	S	pring 202	6	Sui	nmer 2	026
Coordination & Project Management																					
		Community Engagement (Website Updates, PAC Meetings)																			
Community & Stakeholder Participation							PM#1				PM#2						РМиз			PM 64	
Existing Conditions & Assessment				D	raft Repor	ts		F	inal Repor	ts											
Branding & Marketing Strategy	Draft Logi Guide			o & Brand clines								Draft M	larketing \$	Strategy		arketing tegy		Marke	ting Mate	erials	
Draft Revitalization Master Plan											Draft Revita	ilization N	faster Pla	n							
NYS Environmental Quality Review																	NYS Envir	onmental	Review		
Final Revitalization Master Plan																	Final Rev	italization Plan	Master		
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Contact Information



Broome County

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City of Binghamton

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Consultant Team

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Venkat Anirudh

APPENDIX B: CONSULTANT TEAM IN ATTENDANCE

Becky Timmons

Project Manager, Fisher Associates

Venkat Anirudh

Planner, Fisher Associates

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 C: ATTENDEES

Name	Affiliation	Email	Phone	How did you hear about the meeting?
Jacob Kumpon	Klaw Industries	jacob@klawindustries.com	607-222-2291	Flyer/Postcard
Scott Strong	SLS Productions	Scott@scottstrong.com	607-722-3667	TV News
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Sandi Sullivan	Citizen	twiggi34@gmail.com	607-427-2679	Postcard
Ash Donovan	Citizen	ash.donovan@yahoo.com	607-727-5837	Flyer/Postcard
Joseph J Johnson	Citizen	onefurthem98@aol.com	607-759-3933	Flyer/Postcard
Margaret Vaughton	Citizen	mrsmegnificent@aol.com	347-299-2125	My Daughter
Devin Link	Broome County Health Dept	devin.link@broomecountyny.gov	607-778-2830	BMTS
Luke Meade	WBNG	luke.meade82@gmail.com	607-304-0136	News
Riccardo Monico	Press Connects	rmonico@gannett.com	607-798-1103	Press Release
Patricia Kenyon	Citizen	kenyonpatriciam@gmail.com	845-369-1296	Postcard
Ashley Depew	Idea Kraft	adepew@idea-kraft.com	570-951-7506	Becky (Consultant)
Mauron Johns	Neighbor		607-772-0268	Postcard
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Kurt Eschsach	Retired			
Conant Smith	Metro Interfaith	csmith@metrointerfaithhsg.org	302-772-6766	Flyer
Zephir Hill	Fox 40 News	zhill@wicz.com	607-778-9248	Press Release
Gary Priscott	NYSDEC			
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