bgd Brandywine Growth District

Public Meeting 1
June 05 2025

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Kevin Dwarka LLC
Land Use & Economic Consulting

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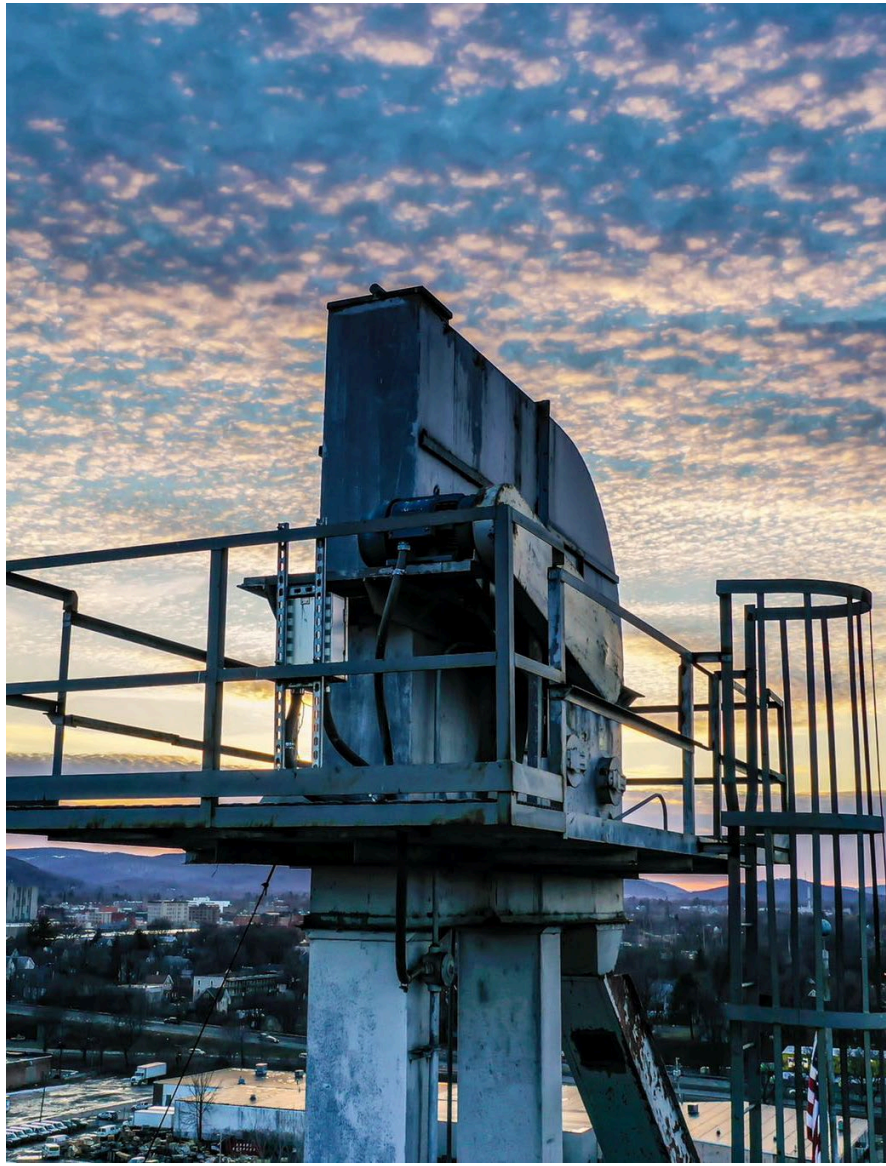
Agenda

- Project Team
- Brownfield Opportunity Program Overview
- Study Area Boundary
- Project Overview
- Inventory Review
- BOA Examples
- Preliminary Opportunity Sites
- Visioning Workshop



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

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Project Team

Department of State	
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*
Sarah Glose	*Director of Economic Development*
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Becky Timmons	*Project Manager*
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Frank Armento, AICP, CEP	*Project Advisor*
Tim Faulkner, PE	*Senior Transportation Manager*
Stephen Snell, PE, CPESC	*Land Development Group Manager*
Idea Kraft	**Subconsultant**
Ewelina Zajac-Holdrege	*Founder & Creative Director*
Erinn Kovitch	*Art Director*
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Kevin Dwarka, LLC	**Subconsultant**
Kevin Dwarka	*Land Use & Economic Development Consultant*

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What is a Brownfield Opportunity Area Plan?

What is a BOA?

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.

Brownfields are neighborhoods or areas within a community negatively affected by real or perceived environmental conditions.

These properties often are underutilized because the contamination (or perception thereof) has impeded investment and redevelopment.

Through this program, brownfields are transformed from liabilities to community assets that generate and support new businesses, jobs, and revenues for local economies, as well as provide new housing and public amenities.

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Program Goals & Outcomes

The intent of DOS's BOA Program is to develop an area-wide plan and spur investment focused on the redevelopment opportunities of potential brownfield and underutilized sites. Uses may generate and support new business, create new housing or public amenities, and stimulate the local tax base.

Goals of the program:

Assess the full range of community redevelopment opportunities posed by a concentration of brownfields.

Build a shared community vision for the reuse of strategic sites and actions to achieve community revitalization.

Coordinate and collaborate with local, state, and federal agencies, community groups, and private sector partners to identify and implement solutions and leverage investments for community improvement.

The BOA Process

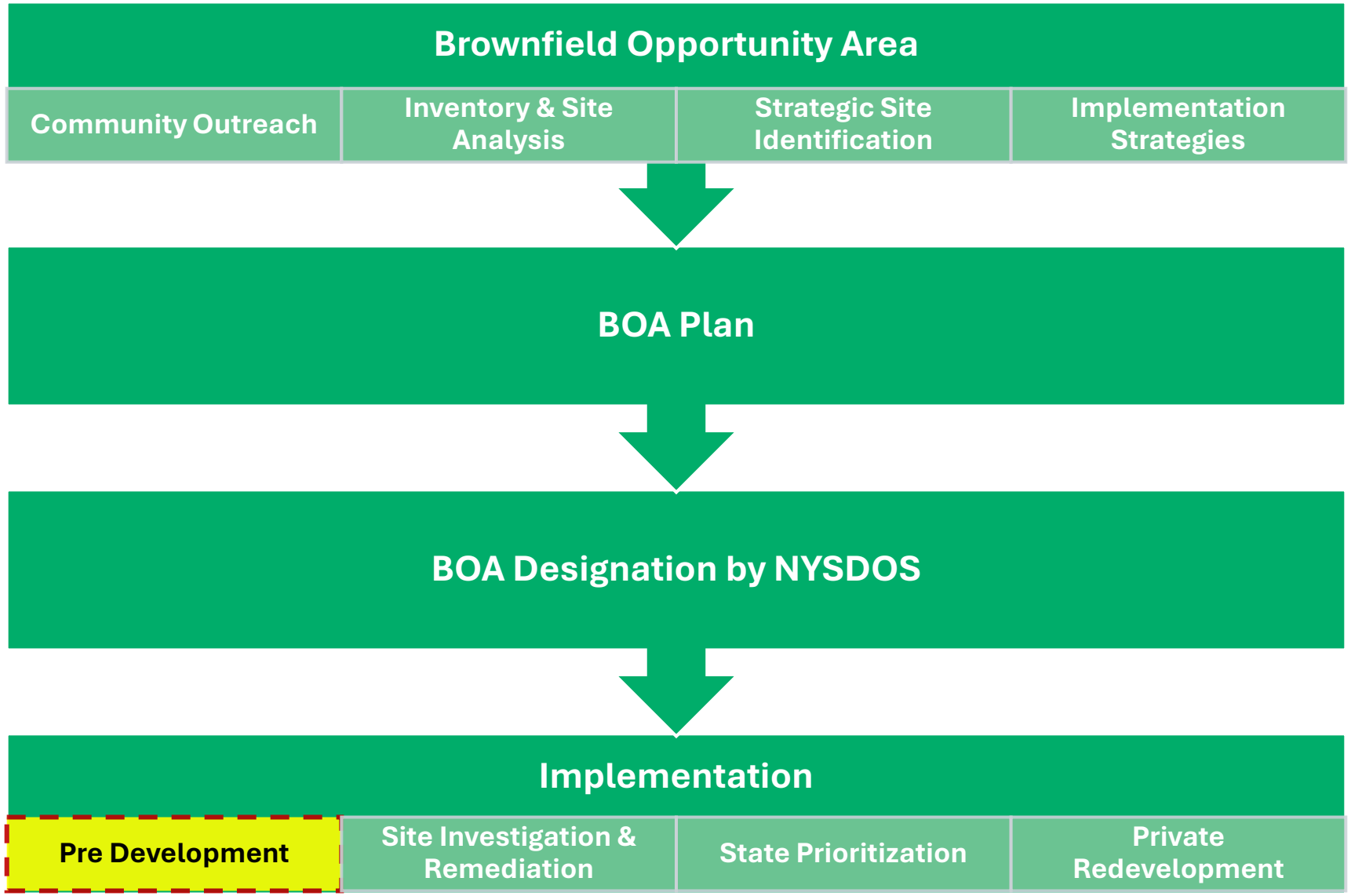
Benefits of a BOA Designation

- Redevelopment/Investment
  - Private development
  - Infrastructure improvements
  - Public services and community spaces

- Advocacy
  - DOS – Ongoing support to pursue implementation
  - Local – Unified vision from residents, stakeholders, and local government on future vision for the BOA

- Financial incentives
  - Tax incentives for property development (BOA Bump-up)
  - Pre-development funding
  - Environmental Site Assessment funding

- Priority for other funding programs
  - State
  - DEC Environmental Restoration Program
  - NYS Downtown Revitalization Initiative (DRI)
  - Federal
  - EPA Brownfields Program



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Key Tasks

- **Component 1: Coordination and Project Management**
- **Component 2: Community and Stakeholder Participation**
- **Component 3: Existing Conditions Assessment**
  - Overall Existing Conditions Assessment
  - Description of Community Participation Process and Outcomes
  - Market Feasibility Analysis
  - Stormwater Management and Flood Mitigation Analysis
  - Connectivity and Streetscape Assessment

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Key Tasks

- **Component 4: Branding & Marketing Strategy**
- **Component 5: Draft Brandywine BOA Revitalization Master Plan**
- **Component 6: NYS Environmental Quality Review**
- **Component 7: Final Revitalization Master Plan**
- **Component 8: Grant Administration**

Project Schedule

	Winter 2025		Spring 2025		Summer 2025		Fall 2025		Winter 2026		Spring 2026		Summer 2026	
Coordination & Project Management														
Community & Stakeholder Participation	Community Engagement (Website Updates, PAC Meetings)													
						PM #1				PM #2				PM #3				PM #4	
Existing Conditions & Assessment			Draft Reports				Final Reports												
Branding & Marketing Strategy	Draft Logo & Brand Guidelines		Final Logo & Brand Guidelines								Draft Marketing Strategy		Final Marketing Strategy		Marketing Materials				
Draft Revitalization Master Plan							Draft Revitalization Master Plan												
NYS Environmental Quality Review														NYS Environmental Review					
Final Revitalization Master Plan															Final Revitalization Master Plan				

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Site Tour

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Logo & Branding

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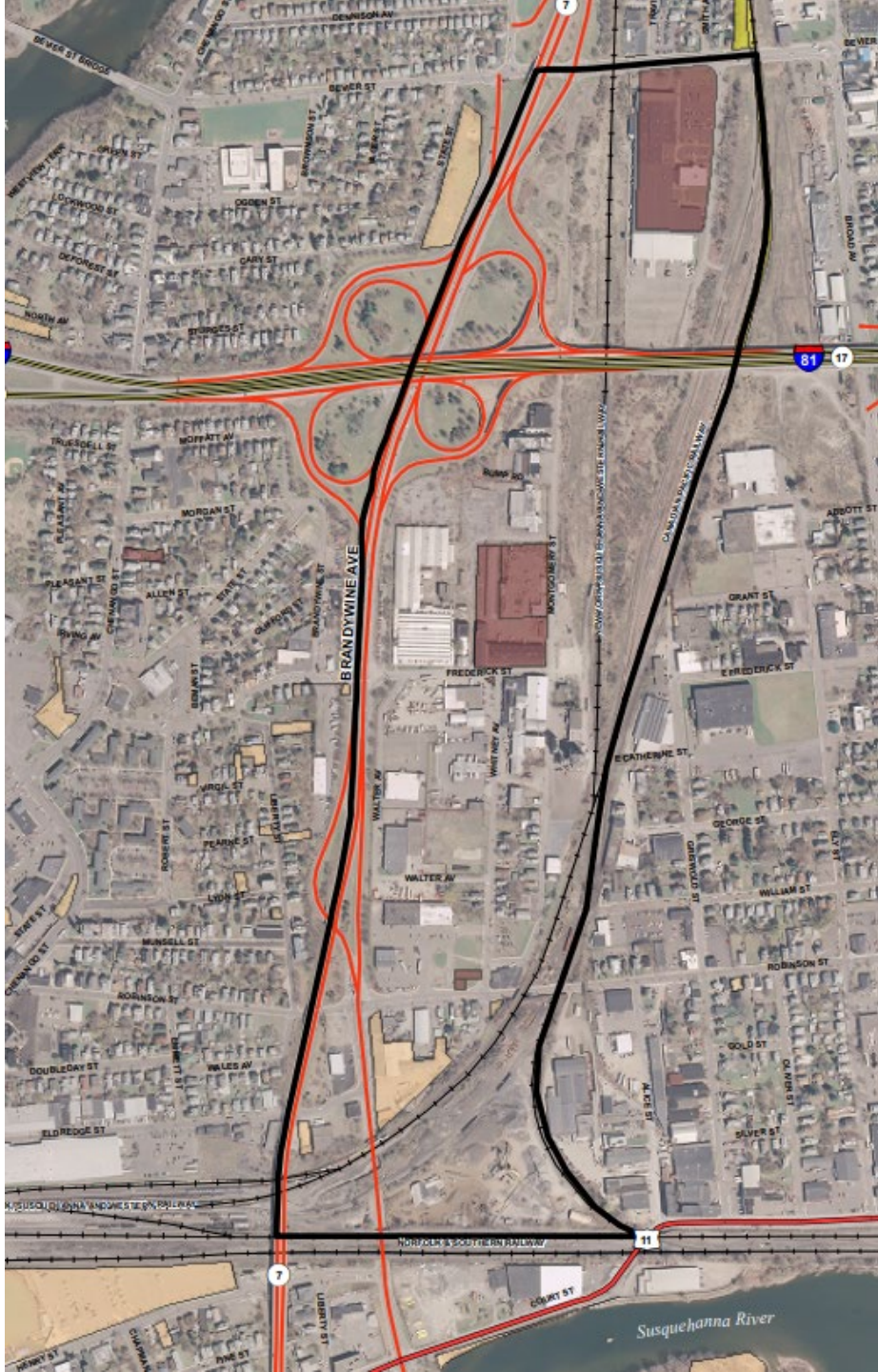
BOA Study Area

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



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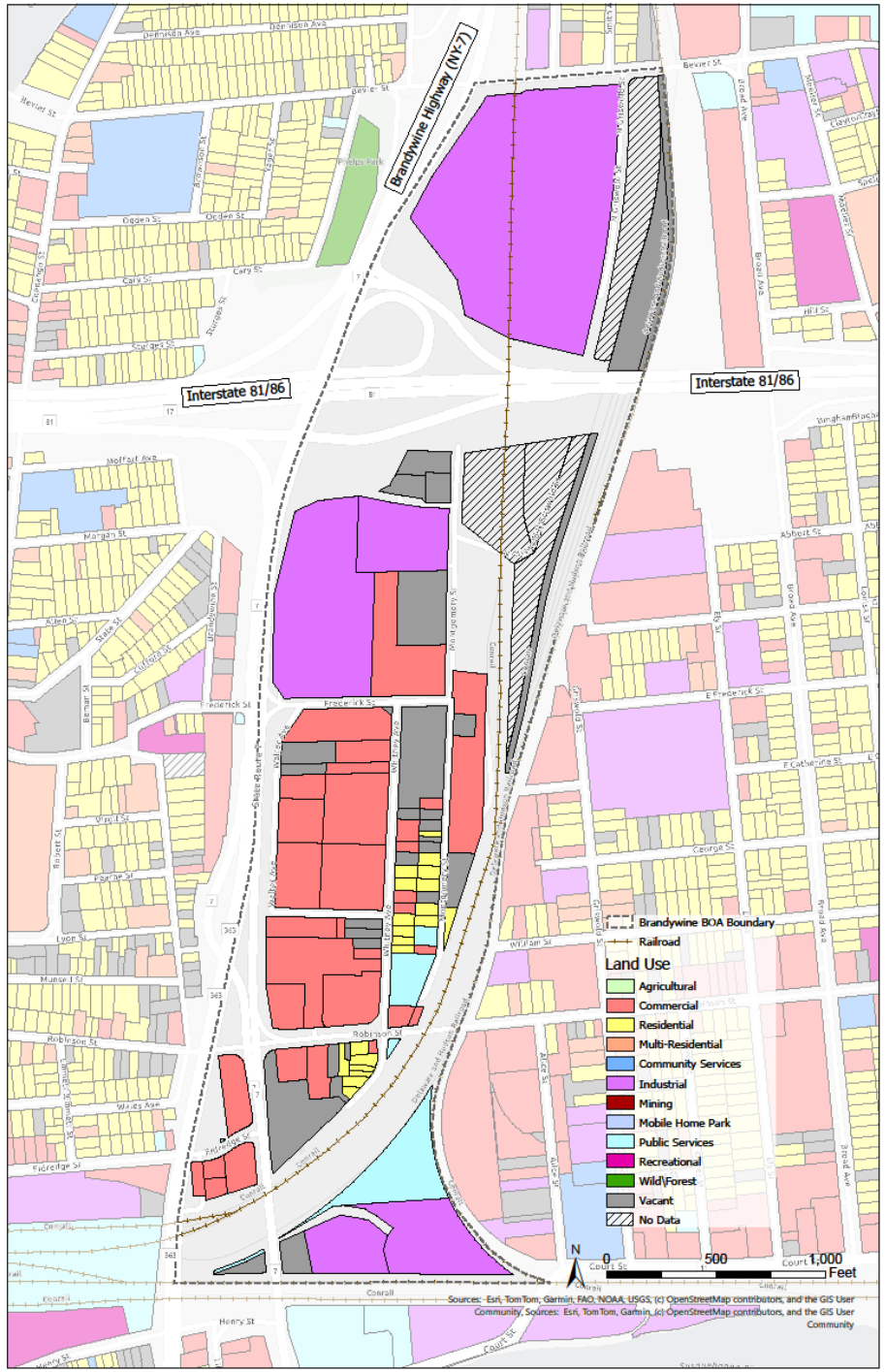
Land Use Map

- The Brandywine BOA contains a mix of **industrial, residential, and vacant lands**.
- **Industrial uses** dominate the central corridor, aligned with transportation infrastructure.
- There is a **notable amount of vacant land** within the BOA, indicating redevelopment potential.
- Smaller areas of **commercial, community services, and public services**



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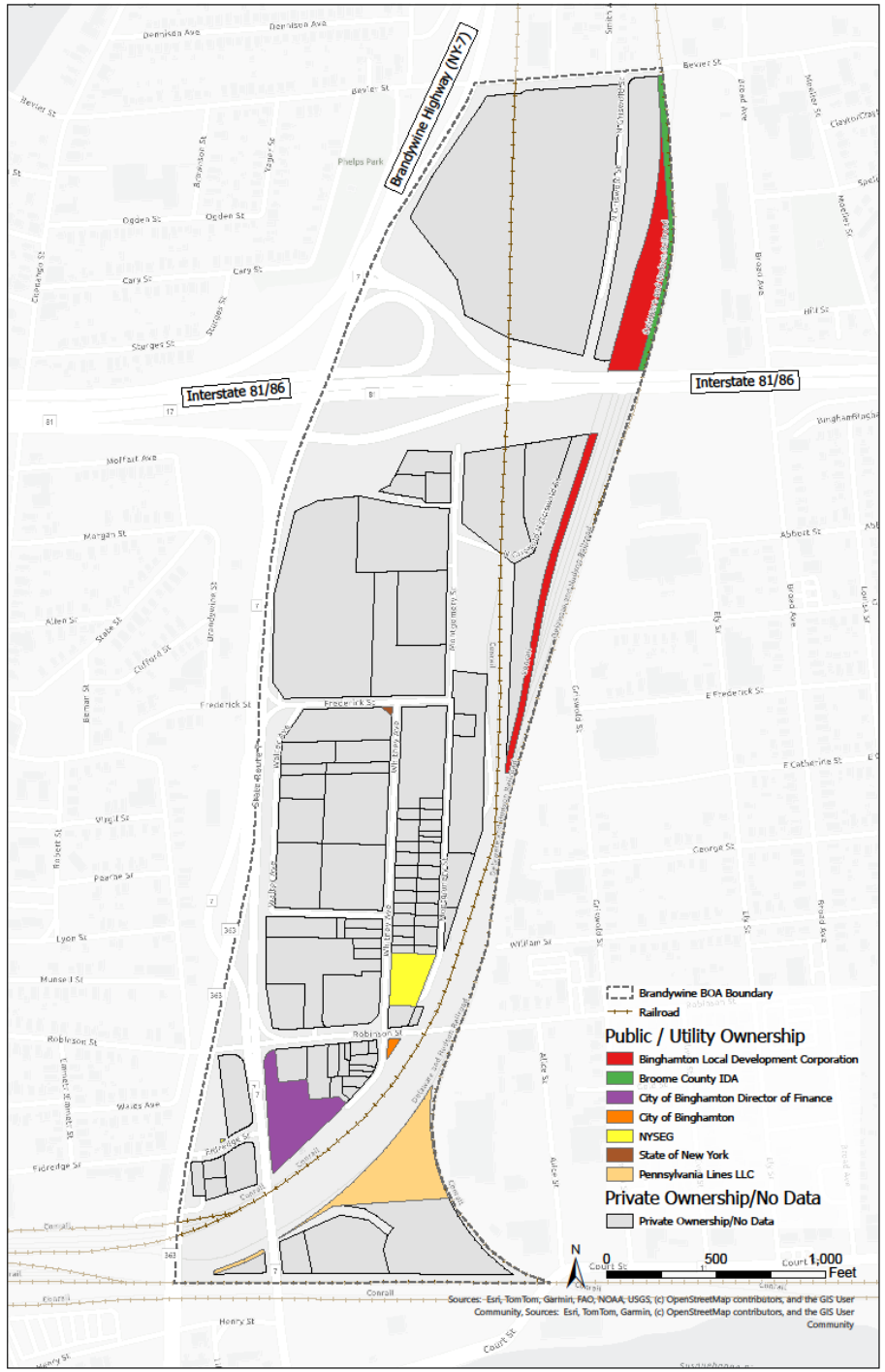
Land Ownership Map

- Land within the Brandywine BOA is a mix of **public and private ownership**.

- Significant parcels are held by public entities, including the **City of Binghamton, Broome County IDA, and Binghamton Local Development Corporation**, indicating public control over key redevelopment areas.

- Utility-owned parcels (e.g., NYSEG) are also present, potentially tied to infrastructure. The remainder is largely privately owned or unclassified, suggesting a **need for coordination with multiple stakeholders for future redevelo**pment.



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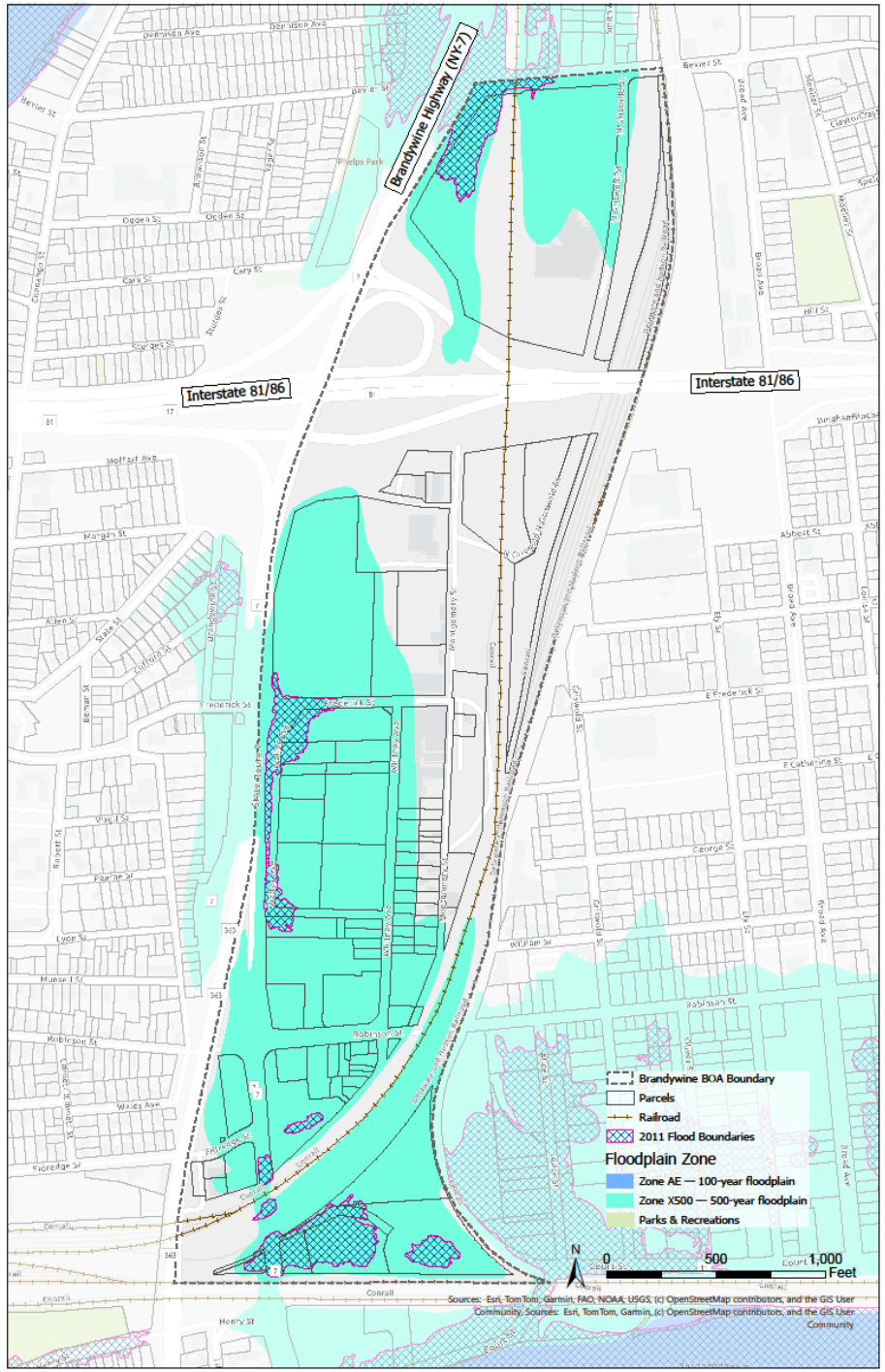
Floodplains Map

- 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).

- Flood risk may **constrain development** in certain areas and **necessitate mitigation measures**, especially near waterways or low-lying parcels.



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Drainage Analysis

Watershed Area within the study boundary = 133.1 ac that includes the following:

- **99.6 ac of urban commercial/industrial area**
- **6.9 ac of woods**
- **9.2 ac pavement**
- **17.4 ac grass cover**

Soils within the study boundary are Hydrologic Soil Group Type A and C, which indicates high to low infiltration within the study area.

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Drainage Analysis

There are 2 storm sewer discharge locations that include:

- DP-1: North/South storm sewer along Brandywine Highway
- DP-2: East/West 78” storm sewer that crosses N Griswold St and continues west to the Chenango River

Discharge Location	Contributing Drainage Area (ac)	1 Yr Peak Runoff (cfs)	10 Yr Peak Runoff (cfs)	100 Yr Peak Runoff (cfs)
DP-1 (66” Brandywine Highway storm sewer)	98.4	95.05	273.87	505.83
DP-2 (78” storm sewer)	34.7	2.99	42.15	108.75

Summary of the peak runoff rates to each of the discharge points from the study area

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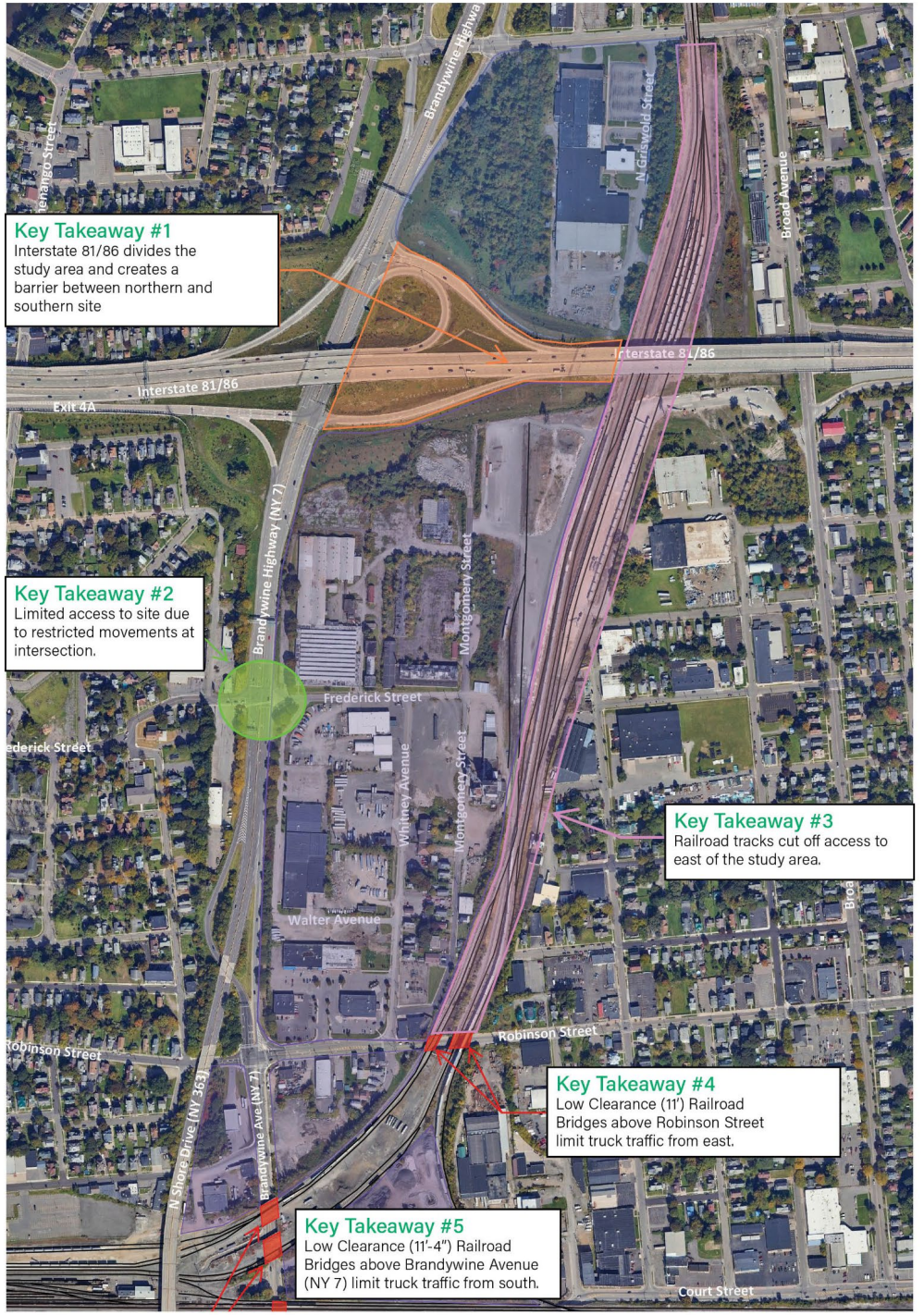
Transportation Study

- 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
- Railroad tracks **cut off access** to areas east of the study area
- Low clearance (11’) railroad bridges above Robinson Street **limit truck traffic** from the east



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Market Analysis

Demographics & Socioeconomic Challenges

- Population has remained flat at around **47,000** over the past decade.
- Job loss is a major factor: employment **declined 27%** (34,000 in 2002 → 25,000 in 2022).
- Median household income: **$44K** (71% of Broome County/regional average).
- Unemployment rate: **8.7%** vs. 5.4% in surrounding region.
- 62% of households are renters
  - 2 bedroom rent rose 50% (from **$800** in 2019 to **$1,200** in 2025).
- **27%** live below the poverty line (vs. 18% in Broome County; 16% region-wide).

Market Analysis

Industrial Sector & Market Demand

- Manufacturing jobs have declined **60%** since 2002 but around **1,600 jobs** remain.
- Manufacturing remains the City's **5th largest** sector.
- Regional shortage of sites for **advanced manufacturing, battery storage, biotech, clean-tech, and warehousing**.
- Despite strong anchors like the university and hospitals, Binghamton's economy remains weakened by **deindustrialization** and **decentralization**.

Market Analysis

Identifying Strategic Opportunities

- Brandywine BOA offers a chance to **create jobs in the City core** and along a key industrial supply corridor.
- Growing **skilled employment** would also ease housing cost burdens.
- Team is continuing to **study demand from these sectors** to attract new jobs, businesses, and revenue.

Completed BOAs

Completed BOAs

Endicott-Johnson Industrial Spine (E-J) BOA, Johnson City, NY

Catalytic Investments

- Binghamton University Health Sciences Campus ($160M)
- UHS Wilson Medical Center Expansion ($132M)

Adaptive Reuse Projects

- Century Sunrise Apartments – 105-unit mixed-income housing with retail
- Victory Lofts – 100-unit mixed-use redevelopment
- ANSCO Lofts – Loft apartments and creative office space using BOA tax credits

Public Realm & Strategy

- $364M+ in combined public-private investment
- Supported by a Step 3 BOA Revitalization Plan with design standards, park improvements, and a planned rail trail

- 33 Harrison Street
- 183,375 sf expansion
- $132 million
- In-Progress

UHS Wilson Medical Center Expansion

- Corliss Avenue: multiple locations
- 237,290 sf / 15.7 acres
- $160 million
- In-Progress

Binghamton University Health Sciences Campus

- 135 – 139 Baldwin Street
- 105 housing units & retail space
- $33 million
- Completed in 2018

Century Sunrise Apartments

- 59 Lester Avenue
- 100 housing units & retail space
- $30 million
- Planning Phase

Victory Building Multi-Use Redevelopment

Comparable Typology

South Side Industrial Corridor – Syracuse, NY

Catalytic Investment

- $24 million investment by JMA Wireless to redevelop the former Coyne Textile site into a 5G manufacturing and training campus
- Created hundreds of skilled jobs and serves as a cornerstone of revitalization in Syracuse's South Side

District Characteristics

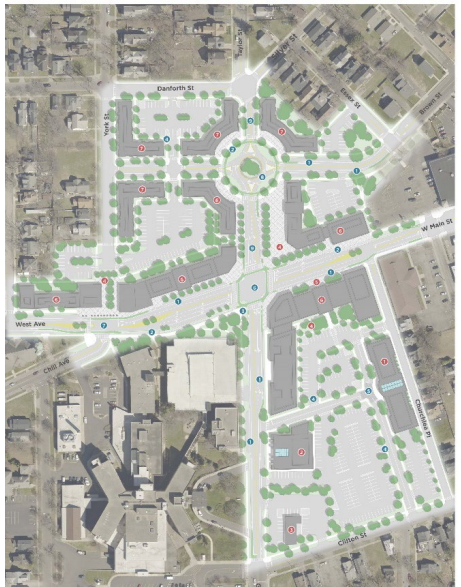
- Legacy industrial parcels near residential neighborhoods
- Strong regional access via I-81 and freight rail
- Physical barriers and fragmented streets similar to conditions in the Brandywine BOA

Completed BOAs

Bulls Head, Rochester

Transformative investments over vast area:

- Focus on transportation infrastructure to facilitate mixed-use development
- Transportation Improvement Program (TIP) Award - $14 million for streets infrastructure project (in design)
- $350 million mixed use redevelopment project in design



Preferred Development Scenario

Preferred Development Scenario

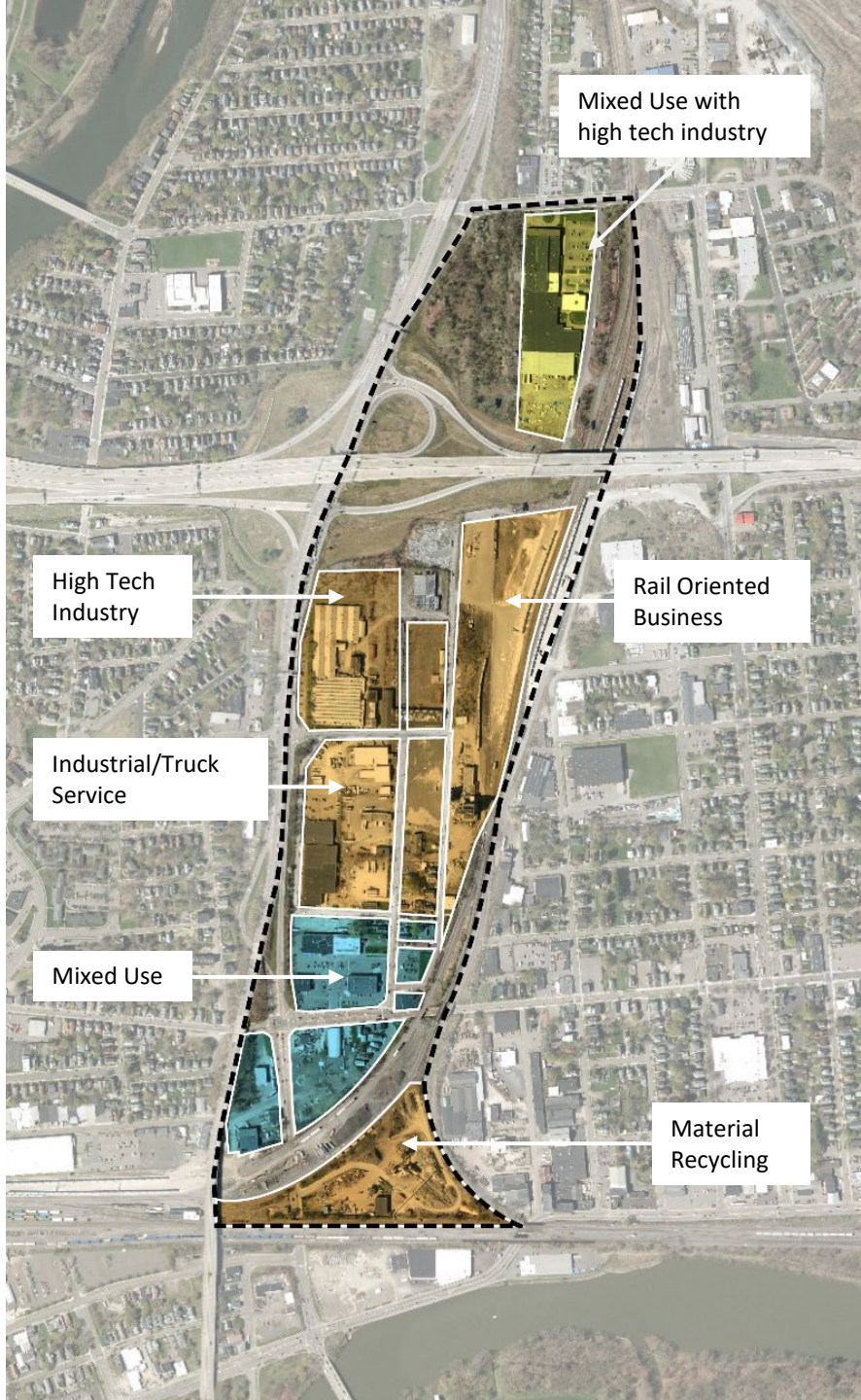
From the 2013 Nomination Study

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 redevelopmen**t of this corridor.

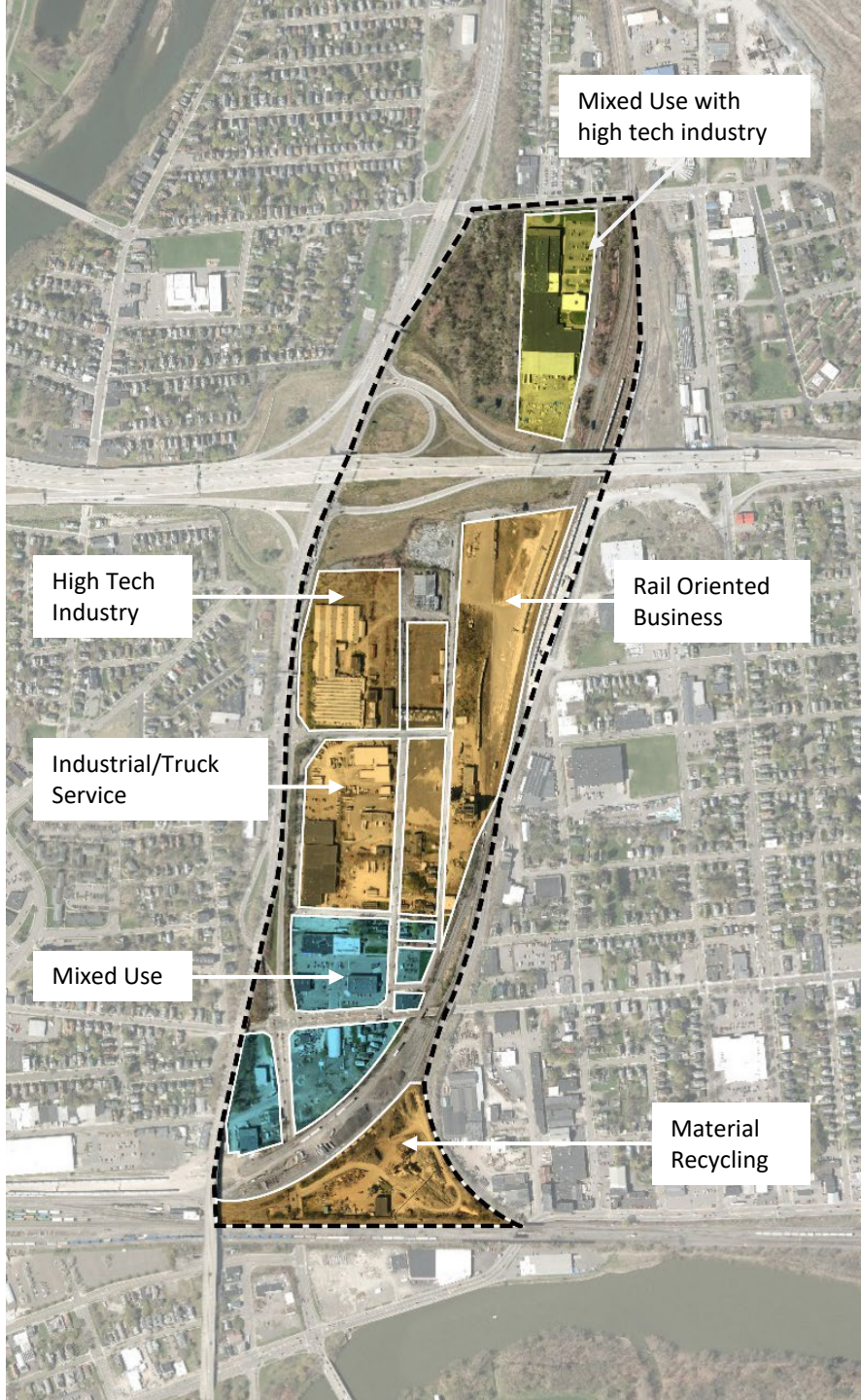


Preferred Development Scenario

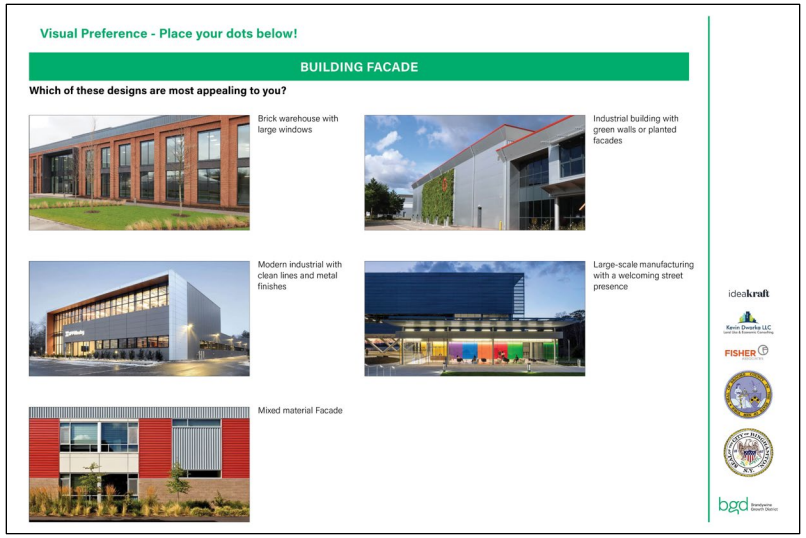
From the 2013 Nomination Study

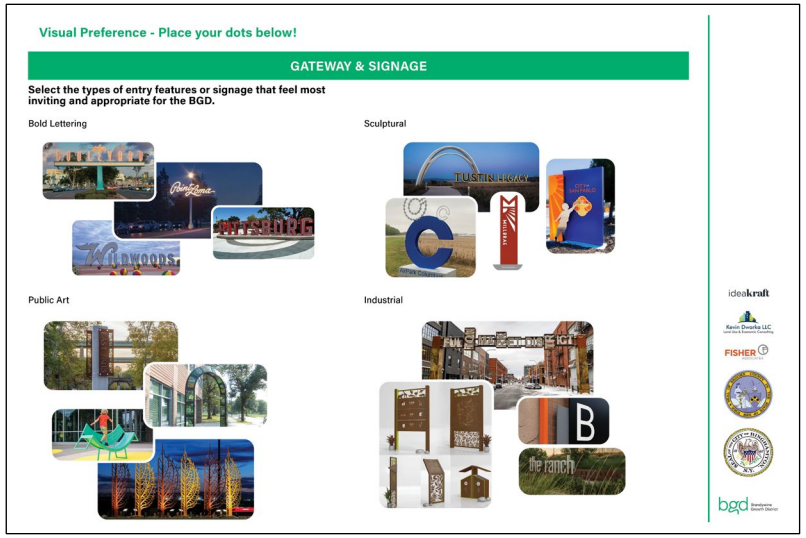
Potential Land Uses & Industries

- **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)



Interactive Workshop





Interactive Workshop

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.

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

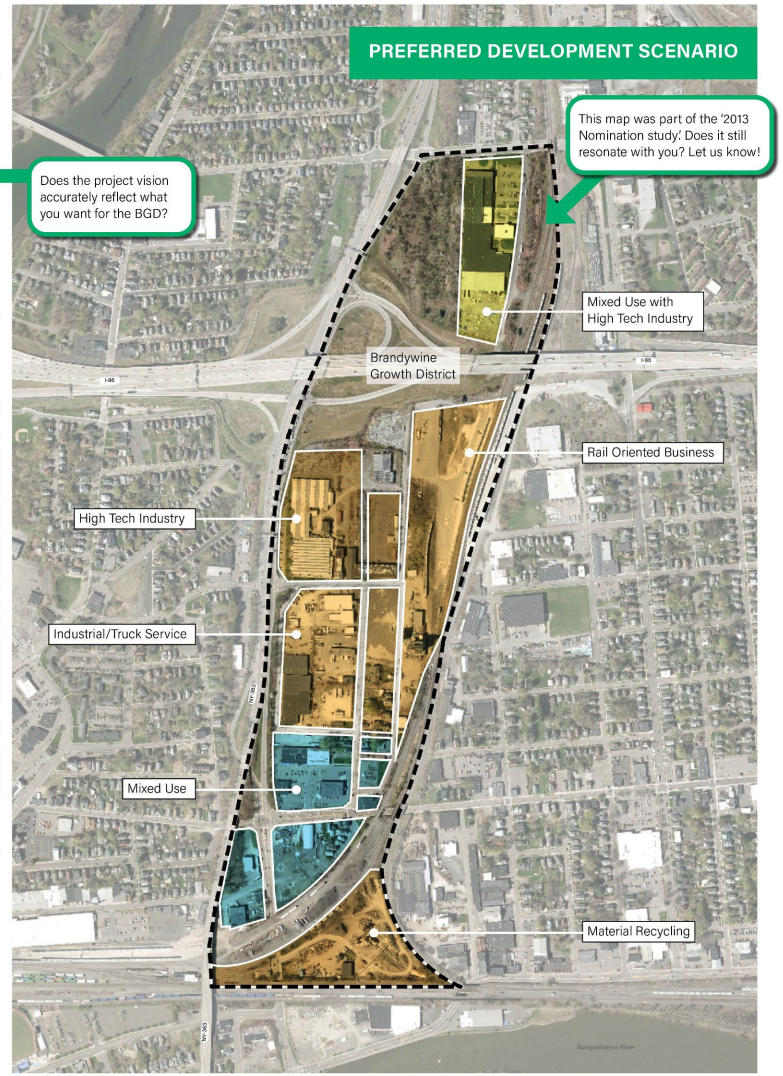
POTENTIAL BUSINESS

- 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?

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

PREFERRED DEVELOPMENT SCENARIO



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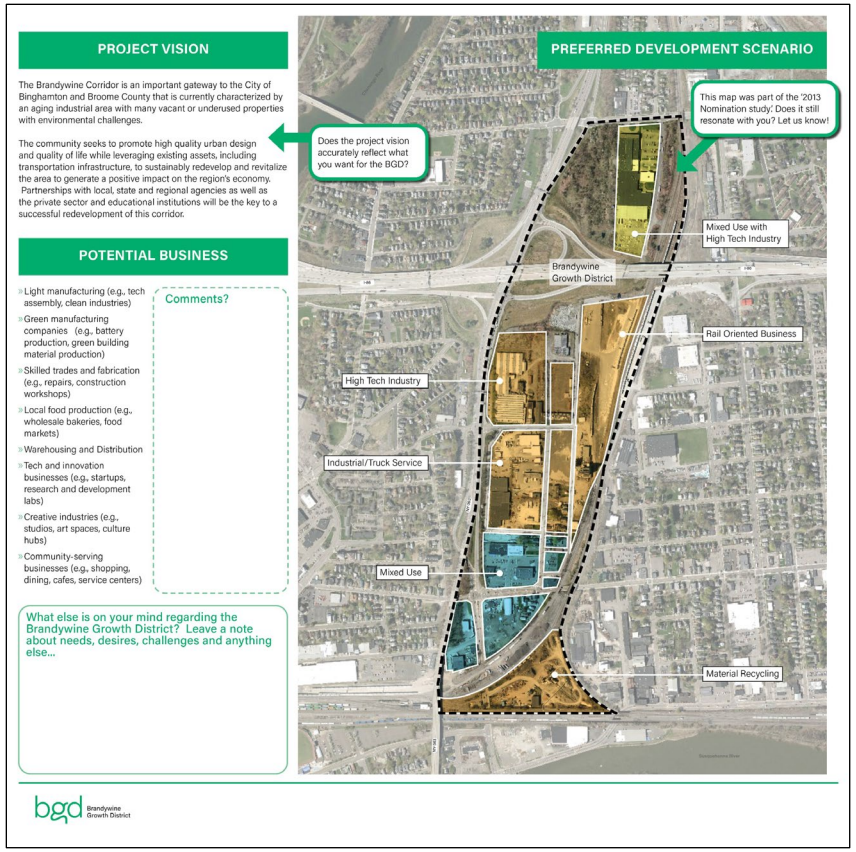
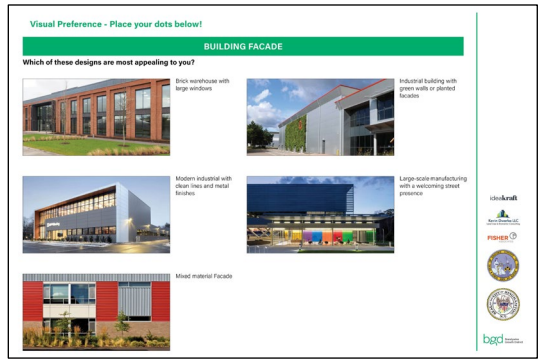
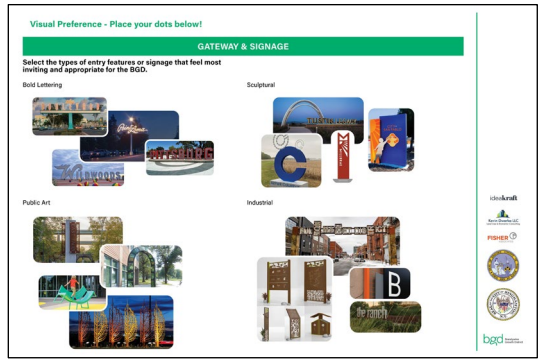
Reporting Back







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