

An aerial photograph of a suburban neighborhood. A river flows along the top left. A major road with a bridge crosses the top. The area is filled with residential houses, some with large lawns, and several commercial or industrial buildings with large parking lots. A dark semi-transparent rectangle covers the bottom left portion of the image, containing white text.

BRANDYWINE BOA PREDEVELOPMENT ACTIVITIES

**PAC Meeting #1
April 3, 2025
DOS Contract #C1002313**

Meeting Agenda

This presentation was prepared for the New York State Department of State with funds provided under the Brownfield Opportunity Areas Program.

1. Project Team Introductions
2. Project Overview
3. Study Area Boundary
4. Roles and Responsibilities
5. Project Summary
 - Vision
 - Goals
 - Site Assets
 - Preferred Development Scenario
 - Desired Outcomes
6. Community Participation and Visioning Process
7. Data Collection and Existing Information
8. Analysis & Assessment
9. Key Deliverables
10. Project Schedule
11. Reporting Requirements
12. Next Steps
13. Project Contact Information

Project Team Introductions



ideakraft



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Project Overview

■ Scope

- Predevelopment activities for the 158-acre Brandywine Brownfield Opportunity Area (BOA) in the City of Binghamton
- Follows Brandywine Corridor BOA Nomination Study (2013) completed by Broome County & City of Binghamton
- Preparation of an Existing Conditions Assessment, Branding & Marketing Strategy, and BOA Revitalization Master Plan
- Comply with the NY State Environmental Quality Review Act (SEQRA)

■ Budget

- \$468,000 total budget
- 30% MBE/WBE allocation
- Funded by New York Department of State (DOS) Brownfield Opportunity Area Program Grant

Project Overview

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

Component 4: Branding & Marketing Strategy

Component 5: Draft Brandywine BOA Revitalization Master Plan

Component 6: NYS Environmental Quality Review

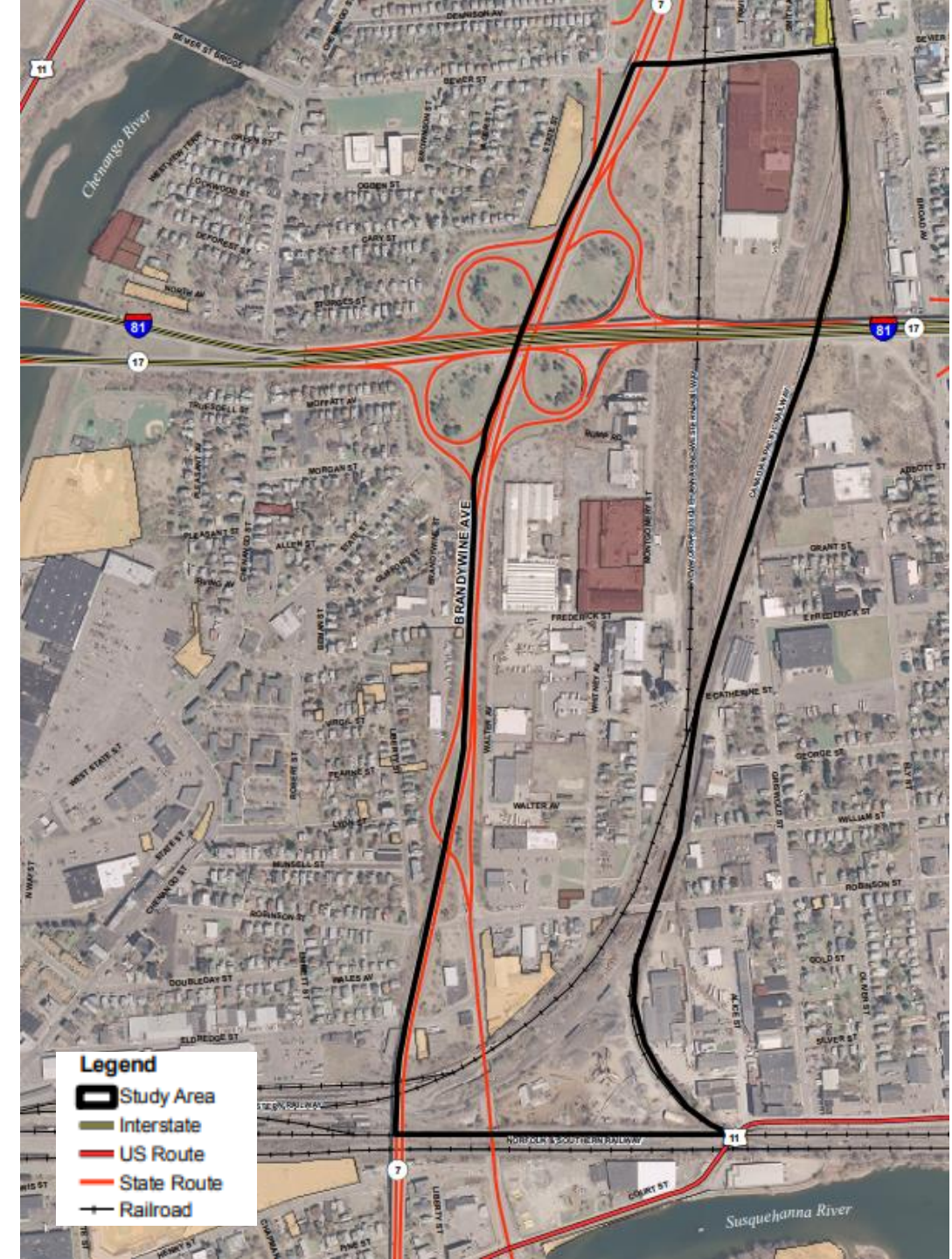
Component 7: Final Revitalization Master Plan

Component 8: Grant Administration

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



Roles and Responsibilities



Broome County Department of Planning & Economic Development (“Contractor”)

- Administer contract with NYSDOS and ensure the project is conducted in conformance with the DOS Work Plan (submit all products and payment requests, ensure NYS Contract # is on all products, obtain DOS approval of deliverables)
- Attend all meetings, including biweekly PAC meetings and public engagement opportunities
- Secure and/or provide event venue(s) for public meetings and spread the word through existing County media channels
- Provide all relevant data, maps, studies, reports, and information about pending development and/or investment in the BOA
- Disseminate information to various County departments, appointed and elected officials, Project Advisory Committee members, and stakeholders through a primary client contact
- Provide meeting notification to NYSDOS
- Review drafts and provide comments and feedback in accordance with the project schedule
- Ensure project objectives are achieved and all comments from state and local agencies and advisory groups are responded to and reflected in subsequent work

Roles and Responsibilities

City of Binghamton (“Co-Applicant”)

- Attend meetings, including biweekly PAC meetings and public engagement opportunities
- Assist with securing and/or providing event venue(s) for public meetings and spread the word through existing City media channels
- Provide relevant data, maps, studies, reports, and information about pending development and/or investment in the BOA
- Disseminate information to various City departments, appointed and elected officials, and stakeholders through a primary City contact
- Review drafts and provide comments and feedback in accordance with the project schedule
- Serve as lead agency on environmental reviews

Roles and Responsibilities

Department of State (DOS)

- Review and approve contracts and subcontracts
- Participate in initial project scoping and attend meetings that are important to the project
- Review all draft and final products and provide comments as necessary to meet project objectives



Department of Environmental Conservation (DEC)

- Review and comment on stormwater management/hazard mitigation analysis and recommendations.
- Will be kept apprised of all important meetings that occur for the duration of the project contract



Roles and Responsibilities

Consultant Team:



- Prime Consultant
- Project Management & Coordination
- Community & Stakeholder Participation
- Revitalization Master Plan
- SEQRA process



- Fiscal/Market Feasibility Analysis



- Logo & Brand Guidelines
- Marketing Materials

Roles and Responsibilities

Project Advisory Committee:

- Attend steering committee meetings (to be scheduled as-needed in conjunction with project milestones)
- Recommend existing plans and studies to review
- Recommend key stakeholders to engage
- Review project material drafts at key project stages
- Attend public meetings and encourage others to attend
- Share relevant information with the project team and share project updates with others to help spread the word



Project Vision

Vision Statement from 2013 BOA Plan:

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.

Project Goals

Four broad-based goals were established by the 2013 BOA Plan:

Environmental Constraints

Work with partners to address any real or perceived environmental contamination within the study area by assessing and quantifying the extent of and cost for remediation as well as the barriers to future redevelopment

Physical Conditions

Capitalize upon and improve the existing transportation and infrastructure assets serving the study area.

Economic Conditions

Enhance and expand economic development opportunities within the study area to support the redevelopment, not only of the study area, but of adjacent neighborhoods, the City and greater Broome County region.

Community Planning Elements

Foster high-quality urban design within the study area and at key gateways along the corridor as well as provide a variety of land use options that will serve as a catalyst to redevelopment in the City and greater region.

Site Assets

The Brandywine BOA has several assets making it ideal for revitalization:

LOCATION –
Highly visible site

LOCATION -
Accessible to
transportation
networks

Access to regional
customers &
employees

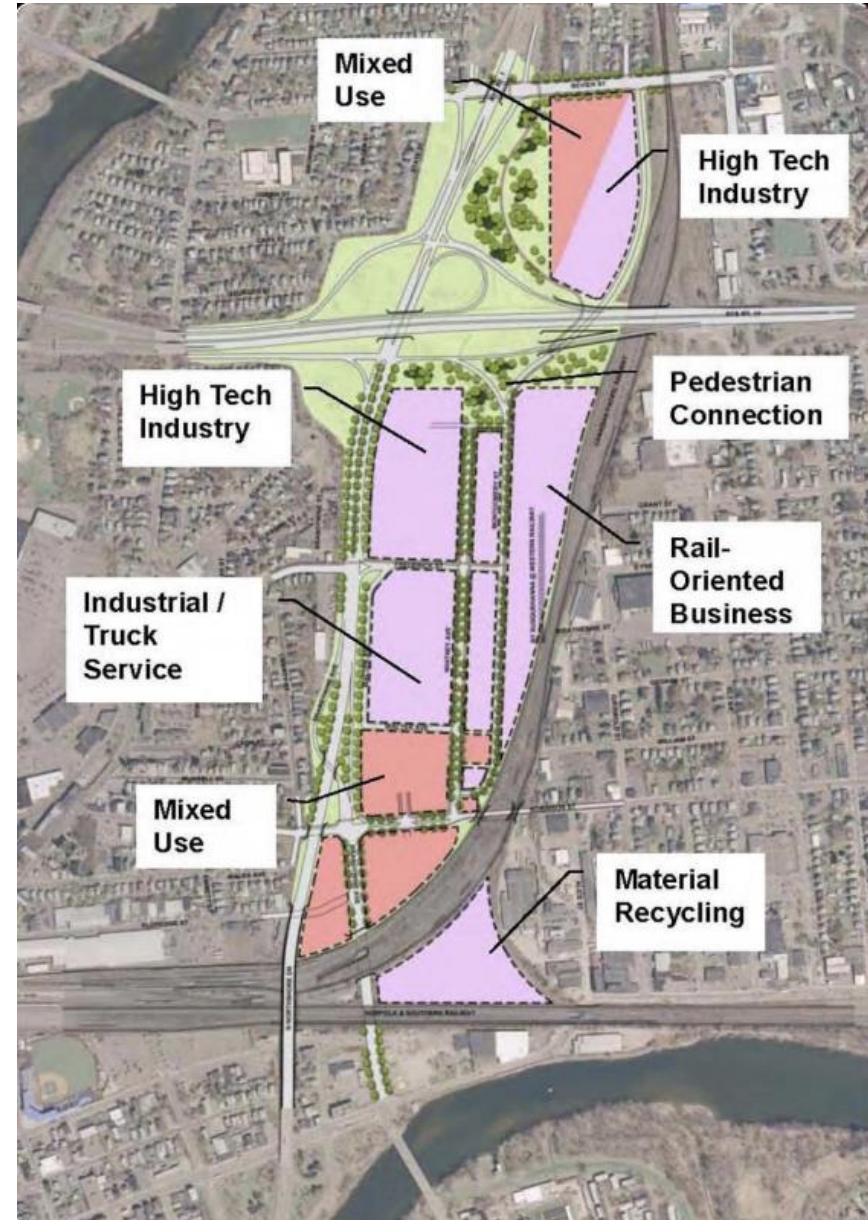
Skilled labor &
history of
technology
development

Significant vacant /
underutilized
property

Stable residential &
commercial
neighborhood

Preferred Development Scenario

- Mixed Use Development
- Industrial
- Residential
- Streetscape Elements
- Expanded Street Pattern



Desired Outcomes

Mitigation of
impacts of
floodplain
boundaries

Viable multi-modal
access to the site
including safe
pedestrian crossings

Streetscape &
gateway
enhancements

High-quality,
context-sensitive
urban design

Remediation &
cleanup of
contaminated sites

Partnerships with
railroad to improve
future opportunities

Community Participation and Visioning Process

To facilitate public input, the project team will:

- Prepare a Community and Stakeholder Participation Plan
- Engage a Project Advisory Committee (PAC) and meet as necessary in conjunction with project milestones
- Meet with the Client bi-weekly
- Prepare engagement materials including flyers, informational brochures, infographics, and website content
- Design a community survey to elicit input and guide vision and goals for the BOA
- Conduct focus group meetings and/or interviews with key stakeholders
- Conduct up to four public meetings:
 - Kick-off meeting & workshop to explain the BOA program and the project's purpose and scope and to solicit initial public input
 - Work-in-progress meeting to present findings and data, obtain feedback on the existing conditions assessment
 - Presentation of the Draft Revitalization Master Plan
 - Presentation of the Final Revitalization Master Plan

Community Stakeholder & Engagement Plan

PAC Comments?

Community and Stakeholder Engagement Plan

BRANDYWINE BOA PREDEVELOPMENT ACTIVITIES

Broome County, New York

April 2025

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APPENDICES:

Appendix A – Project Schedule

Appendix B – Public Meeting Guidelines

Project Branding





BRANDYWINE GROWTH DISTRICT

A future-focused redevelopment district fostering economic and community growth through industrial revitalization, technological innovation, and sustainable development.

Project Branding



**Brandywine
Growth District**





Brandywine
Growth District

[FAQ's](#)

[Resources](#)

[Our Team](#)

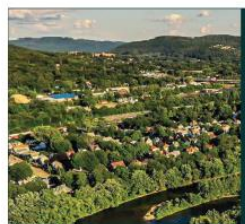
[News](#)

[Events](#)

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Brandywine Growth District

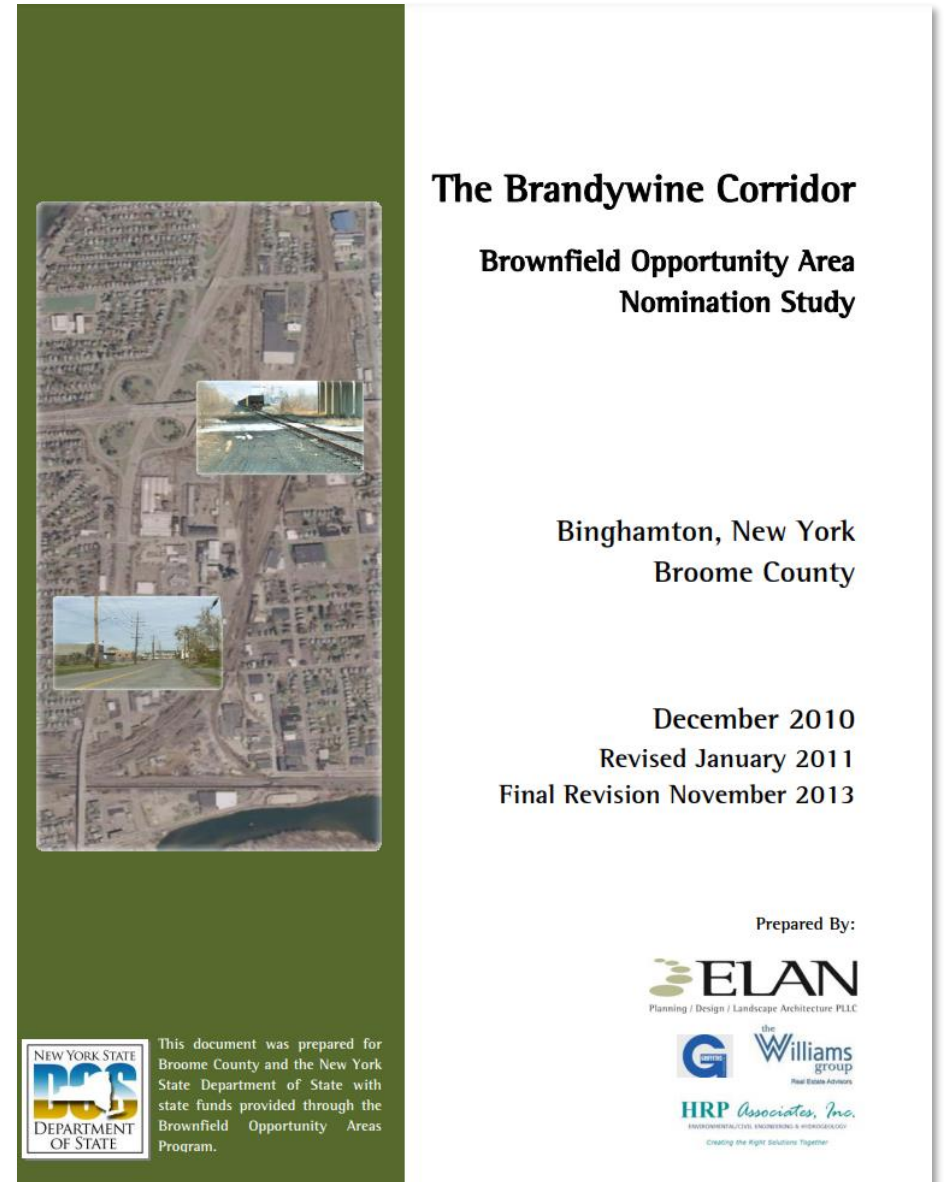
[Learn More →](#)



A future-focused
redevelopment district

Data Collection and Existing Information

- The Brandywine Corridor Brownfield Opportunity Area Nomination Study (2013)
- Broome County EMC Brownfields Inventory and Ranking Project Summary Report



Data Collection and Existing Information

- Comprehensive Plans:
 - City of Binghamton Comprehensive Plan (2014)
 - Broome County Comprehensive Plan (2013)
- Economic Development Plans:
 - Southern Tier 8 Regional Board Comprehensive Economic Development Strategy Five Year Plan 2023-2028
 - 2022 Southern Tier Annual Report (STREDC)
 - State of the Region: Southern Tier 2023 Strategic Plan (STREDC)
- Housing Plans:
 - Broome County Housing Needs Assessment & Strategy (2024)



Broome
County
Comprehensive
Plan



Final



2013

Data Collection and Existing Information

- **Transportation:**
 - Moving our Future Forward 2045 Binghamton Metropolitan Transportation Plan (2020) (BMTS)
 - Complete Streets Policy (2016) (BMTS)
- **Climate Action / Hazard Mitigation:**
 - City of Binghamton Climate Action Plan (2024)
 - City of Binghamton Energy Climate Action Plan (2011)
- **Infrastructure:**
 - Visual Safety Inspection Reports for City of Binghamton Railroad Bridges
- **Other Master Plans / Small Area Plans**
 - Stadium District Master Plan (2021)



Analysis & Assessment

- **Fiscal/Market Feasibility Analysis:**
 - Update opportunities related to cost of living, housing needs, income, and employment
 - Evaluate viability and demand of future development types: mixed-use, industrial, residential
- **Stormwater & Flood Mitigation Analysis:**
 - Identify stormwater management concerns
 - Review NYSDEC stormwater management regulations
 - Identify opportunities to mitigate flood risks

Analysis & Assessment

- **Connectivity & Streetscape Assessment:**
 - Identify multi-modal improvement opportunities and gateway enhancements (signage, lighting, street trees, sidewalk furnishings, bicycle & pedestrian amenities)
 - Identify opportunities to extend the existing street grid and enhance access to the study area
- **Marketing Assessment:**
 - Evaluate priority redevelopment sites in the study area
 - Identify strategies to market strategic sites to potential developers and/or businesses

Key Deliverables

- Component 2: Community and Stakeholder Engagement Plan
- Component 3: Existing Conditions Assessment
 - Draft/Final Overall Existing Conditions Assessment
 - Draft/Final Fiscal/Market Feasibility Analysis
 - Draft/Final Stormwater Management & Flood Mitigation Analysis
 - Draft/Final Connectivity and Streetscape Assessment
 - Draft/Final Marketing Analysis
- Component 4: Branding & Marketing Strategy
 - Project Logo & Branding Guidelines
 - Draft/Final Marketing Strategy
 - Marketing Materials



Key Deliverables

- Component 5: Draft Brandywine BOA Revitalization Master Plan
 - Introduction & Overview
 - Summary of Outreach Activities
 - Summary of Strategic Planning Initiatives and Key Findings
 - Community Vision and Goals
 - Performance Standards
 - Case Studies
 - Strategies and Recommendations
 - Visualizations
 - Implementation Plan



Key Deliverables

- Component 6: NY State Environmental Quality Review (SEQRA)
- Component 7: Final Revitalization Master Plan
- Component 8: Grant Administration
 - MWBE Reporting
 - Project Status Reports
 - Final Project Summary Report



Project Schedule

Component 1: Coordination & Project Management

JAN 2025

Component 2: Community and Stakeholder Participation

JAN 2025 – JULY 2025

Community Engagement Strategy

Late January to Early March

PAC Meeting #1

Early April 2025

Client/PAC Meetings

Bi-Weekly throughout project

Public Meeting #1 (Kickoff/Workshop Session)

June 2025

Component 3: Existing Conditions and Assessment

FEB 2025 – OCT 2025

Draft Reports (Overall Existing Conditions Assessment, Fiscal/Market Feasibility Analysis, Stormwater and Flood Mitigation Analysis, Connectivity and Streetscape Assessment, Marketing Assessment, Case Study Review)

March through May 2025

Client/DOS Review

June/July 2025

Final Reports

July through August 2025

Project Schedule

Component 4: Branding & Marketing Strategy

Draft Logo & Brand Guidelines

Client/DOS/PAC Review

Final Logo & Brand Guidelines

Draft Marketing Strategy

Client/DOS Review

Final Marketing Strategy

Marketing Materials

AUG 2025 – AUG 2026

January to February 2025

February/March 2025

March/April 2025

November 2025 to January 2026

January/February 2026

March to April 2026

April to August 2026

Project Schedule

Component 5: Draft Revitalization Master Plan

Draft Plan

Client/DOS Review

Component 6: NYS Environmental Quality Review

Component 7: Final Revitalization Master Plan

Component 8: Grant Administration

AUG 2025 – AUG 2026

May 2025 to February 2026

March/April 2026

APR 2026 – AUG 2026

MAY 2026 – JUNE 2026

Throughout project

Steering Committee Support Needed

Recommendations of existing
plans & studies to review

Recommendations of key
stakeholders to engage

Additional issues & opportunities
the team should be aware of

Best ways to engage the community

Where/when to hold
public meetings?

What are the community
“hot button” issues?

Next Steps

- Fisher/Kevin Dwarka:
 - Draft Existing Conditions Assessment
 - Develop Community Survey
 - Prepare for Public Workshop #1 (Thursday, June 5 at 6pm - Centenary-Chenango Street Church)
 - Brief presentation (10-15 minutes)
 - Exhibit boards showing mapping, inventory, project schedule, goals, etc.
 - Link to community survey (online)
 - Group engagement to confirm and refine the vision and goals for the BOA
- Idea Kraft:
 - Finalize logo and branding guidelines
- PAC:
 - Spread the word and plan to attend Public Workshop #1!
 - Share relevant information with the team
 - Attend future meetings

Contact Information

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