Susquehanna Heritage Area Management Plan Amendment

Final Draft Plan • December 2009

JMA architects archaeologists planners
JOHN MILNER ASSOCIATES, INC.

Bergmann associates

SUSQUEHANNA HERITAGE AREA MANAGEMENT PLAN AMENDMENT

Final Report • December 2009

Prepared By:

Bergmann Associates • John Milner Associates, Inc.

For The:

Broome County Department of Planning and Economic Development

Barbara J. Fiala, Broome County Executive

Rita M. Petkash, Commissioner of Planning & Economic Development

Gail L. Domin, Project Coordinator and Economic Development Planner

And In Association With The:

Susquehanna Heritage Area Commission

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Susquehanna Heritage Area (SHA) Management Plan Amendment Steering Committee

- Gail Domin, Project Coordinator and Economic Development Planner, Broome County
- Daria Golazeski, Planning Director, Village of Johnson City and SHA Commission Chair
- LaVon Hausamann, Village of Endicott
- Elaine Jardine, Planning Director, Tioga County
- H. Peter L'Orange, Preservation Planner, City of Binghamton
- Caroline Quidort, Senior Planner, City of Binghamton
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- Susan Sherwood, Center for Technology & Innovation, Inc.
- Judy Snedaker, Village of Johnson City
- Kathy Utter, Director of the Endicott Visitor Center and SHA Commission Vice-Chair
- Lora Zier, Senior Planner, Broome County and SHA Commission Secretary

Susquehanna Heritage Area Commission

- Daria Golazeski, Village of Johnson City
- LaVon Hausamann, Village of Endicott
- H. Peter L'Orange, City of Binghamton
- Rita Petkash, Broome County
- Caroline Quidort, City of Binghamton
- Judy Snedaker, Village of Johnson City
- Kathy Utter, Village of Endicott
- Lora Zier, Commissioner Representative

Susquehanna Heritage Area Advisory Board

- Patti Blishak, Town of Union
- Joel Boyd, City of Binghamton Economic Development Planner
- Jane De Hawkhurst, Preservation Association of the Southern Tier
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The Susquehanna Heritage Area Management Plan Appendices is available through the Broome County Department of Planning and Economic Development. An electronic version of the document is available on-line at www.gobroomecounty.com (select Planning Department link and then select "publications" from menu options).

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FOREWORD

The proposed Susquehanna Heritage Area is an enduring and distinctive place in south central New York State that is unified by a shared history; geography; cultural resources; a common vision for the future. The Susquehanna River flows through the Heritage Area and is the defining natural feature, both physically and conceptually. The region is also known for its contributions to progressive, industrial-based businesses as it is for its fertile farmlands, unique range of agricultural uses, and recreational opportunities.

Originally recognized through the Urban Cultural Park program in 1980, the Susquehanna Heritage Area encompassed portions of the Triple-Cities communities: the City of Binghamton, Village of Endicott, and Village of Johnson City. In 2006, after a series of administrative and budgetary changes, the Susquehanna Heritage Area Commission recognized the need to consider expanding the geographic boundary of the Heritage Area, as well as the underlying interpretive themes and stories that unify Heritage Area communities and sites.

Although Broome and Tioga County have faced their share of challenges over the past two decades with the loss of significant industries and employers, a decreasing population base, and an economic recession, there are areas of the region that remain unchanged. Four season recreational opportunities are second to none. Natural resources are plentiful and thriving, from the rivers that continue to ebb and flow through numerous communities to the rolling hills and valleys that offer scenic views and vistas. The fertile valley lands have proved to be particularly beneficial to farmers and the region has enjoyed an agricultural renaissance. While farming has always been an important factor in local economies, today its diversity and prominence is as noteworthy as ever. Small villages and hamlet centers, though sometimes lacking the revitalization desired by local residents, have benefited from this continuity – their character and architectural building stock stand as a testament to their roots.

The Susquehanna Heritage Area Management Plan Amendment celebrates all of the history and heritage of Broome and Tioga Counties that can be easily overlooked or forgotten. The Plan Amendment recognizes the many great attributes and resources that remain. It identifies a positive path forward to help communities regain a sense of pride, understand how partnerships and collaboration can be one of the drivers needed for revitalization, and most importantly, that they are an integral part of something larger. They are part of the Susquehanna Heritage Area.

A summary document of the Susquehanna Heritage Area Management Plan Amendment and an Appendices document with supplemental information are available through the Broome County Department of Planning and Economic Development or on-line at www.gobroomecounty.com.

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1.0   INTRODUCTION AND OVERVIEW

1.1.   Project Purpose

The Susquehanna Heritage Area Management Plan Amendment builds and expands upon previous planning efforts that have been developed and implemented since the Susquehanna Heritage Area was first recognized by the New York State legislature in 1982. The current planning effort, the 2009 Management Plan Amendment, has been undertaken to further identify, promote, and develop the historic, cultural, recreational, and natural resources of an expanded Susquehanna Heritage Area which is proposed to encompass Broome and Tioga Counties in their entirety.

The Plan Amendment, prepared for the Susquehanna Heritage Area Commission and Advisory Board, identifies a series of strategies for communities in Broome and Tioga Counties associated with the preservation and enhancement of their unique resources. This Plan identifies appropriate partners and establishes options for a management structure for the Heritage Area to guide the implementation of programs and projects which seek to foster economic revitalization and enhance quality-of-life throughout the region. As stated in the enabling legislation, heritage areas are intended to "reflect the cultural themes of the State's development and will provide educational, inspirational, economic and recreation benefits for present and future generations."

The goal of the Susquehanna Heritage Area is to use the historic, cultural and natural resources of Broome and Tioga Counties to strengthen regional identity, enhance local quality-of-life, support the local economy, and promote stewardship. This goal is achieved through the partnership and coordinated activities of a wide range of local and regional organizations with technical support from the New York State Heritage Area Program.

The expanded project boundary has been identified as a means to further tell the compelling stories of the region associated with its industrial and cultural heritage, rural landscape evolution, and natural history. The Management Plan Amendment documents the resources in the proposed boundary which can strengthen visitors experience in the area and also help to support the economic revitalization of local communities.

1.2.   Organization of the Plan

The organization of the 2009 Susquehanna Heritage Area Management Plan Amendment is markedly different than the previous two versions of the Plan. Significant changes occurred in the Heritage Area program from the time the Susquehanna Heritage Area was designated by the New York State legislature in 1982, the 1986 Management Plan was written, and the 1996 Update Plan was developed. Most notably, a change in the program from the Urban Cultural

Park system to the Heritage Area system occurred at the State level, resulting in updated goals and philosophies for the State's heritage areas and their guiding management plans.

The 2009 Management Plan Amendment incorporates the themes and ideas encompassed in preceding Management Plans and identifies new themes and a recommended boundary that encompasses a larger, more diverse geographic area. The recommended boundary identified in the Plan Amendment incorporates lands outside of the traditional, populated urban centers which were a focus of the Urban Cultural Park system. The recommended boundary expansion required additional changes to the Management Plan Amendment in order to address the unique histories, qualities, and attributes of all of the communities identified in the proposed boundary.

The 2009 updated Heritage Area Management Plan Amendment is organized into six sections that lay the framework for the plan, identify a vision and goals, provide a historical framework, identify existing conditions, recommend projects for the future, and define a roadmap for achieving success. Brief descriptions of each section of the Plan are provided below:

The Introduction and Overview to the document lays the groundwork for the Plan Amendment, providing an overview of the New York State Heritage Area program, summarizing how the Susquehanna Heritage Area has evolved over time, identifying the physical boundaries of the Heritage Area, and describing the community outreach that was conducted in association with the Plan Amendment.

The Vision, Goals and Objectives section presents a vision statement which defines how the Heritage Area sees itself in the future. Goals and objectives for the broad categories of preservation, education, recreation, and economic development were developed.

The Heritage Area Communities section provides a brief overview and introduction to each of the communities within the proposed Heritage Area boundary and identifies the heritage resources and features that contribute to the Heritage Area.

The Heritage Area Resources section identifies existing heritage resources in Broome and Tioga Counties. This section identifies key destinations, cultural, historical, recreational, and programmatic resources. The resources included in this section of the report provide the framework for recommendations and action items.

The section on Interpretive Themes explores the unique history associated with the region's development and considers relevant stories that can be promoted and integrated into educational and marketing strategies for the Heritage Area. The recommended themes have expanded upon previously identified themes for the Heritage Area in order to more fully depict the histories associated with the proposed new boundaries, particularly as they relate to the rural, outlying areas throughout Broome and Tioga Counties.

The Implementation Strategy defines and organizes the vision of the Heritage Area with reality-based recommendations and actions for achieving Plan Amendment goals at the local community level. This section identifies key projects for communities within the proposed Heritage Area boundary, actions associated with plan objectives, and funding opportunities.

The general organization of the Susquehanna Heritage Area Management Plan Amendment is presented below:

Figure 1: General Organization of the Susquehanna Heritage Area Management Plan

INTRODUCTION AND OVERVIEW
Project Purpose
Geographic Scope
Evolution of the SHA
New York State Heritage Areas
Benefits of Heritage Development

VISION, GOALS, AND OBJECTIVES

HERITAGE AREA COMMUNITIES

HERITAGE AREA RESOURCES
Strengths and Challenges
Heritage Resources
Programming
Special Events
Visitor Services
Stewardship

INTERPRETIVE THEMES

THE IMPLEMENTATION STRATEGY
Key Projects for Heritage Area Communities
Actions to Achieve Plan Objectives
Funding Opportunities

1.3.   Geographic Scope of the Susquehanna Heritage Area

Originally developed as part of the NYS Urban Cultural Parks (UCP) program, the boundary of the Susquehanna Heritage Area included specific designated historic districts within the City of Binghamton, Village of Johnson City, and Village of Endicott. This boundary was consistent with the conceptual framework of the original program which focused primarily on documenting and protecting historic sites, buildings, and resources in more urbanized areas of the state and did not intentionally promote a broader, regional framework. A series of maps showing the Urban Cultural Park boundaries as revised in 1996 are included in Appendix 3.

Figure 2: Proposed Susquehanna Heritage Area Boundary – Broome and Tioga Counties

Source: Bergmann Associates

As envisioned, the recommended boundary encompasses a notably larger area than the existing legislated boundary, as Broome and Tioga Counties in their entirety are considered to be integral to telling the story of the Susquehanna Heritage Area. Both counties possess significant potential with respect to preservation, education, recreation, and economic revitalization. The proposed boundary encompasses a myriad of geographies which range from a densely populated urban center defined by converging rivers, to rolling hills and open spaces interspersed with farmsteads and crossroad villages. Within the proposed boundary there are 25 towns, 13 villages, and one city. The recommended boundary of the Susquehanna Heritage Area is depicted on the map above.

The individual communities identified for possible inclusion within the proposed Susquehanna Heritage Area boundary are listed below under their respective counties.

Figure 3: Proposed Susquehanna Heritage Area Communities

BROOME COUNTY	TIOGA COUNTY
City of Binghamton	Village of Candor
Village of Deposit	Village of Newark Valley
Village of Endicott	Village of Nichols
Village of Johnson City	Village of Owego
Village of Lisle	Village of Spencer
Village of Port Dickinson	Village of Waverly
Village of Whitney Point	Town of Barton
Village of Windsor	Town of Berkshire
Town of Barker	Town of Candor
Town of Binghamton	Town of Newark Valley
Town of Chenango	Town of Nichols
Town of Colesville	Town of Owego
Town of Conklin	Town of Richford
Town of Dickinson	Town of Spencer
Town of Fenton	Town of Tioga
Town of Kirkwood	
Town of Lisle	
Town of Maine	
Town of Nanticoke	
Town of Sanford	
Town of Triangle	
Town of Union	
Town of Vestal	
Town of Windsor	

As expanded boundaries for the Susquehanna Heritage Area were considered, the relationship and history that Broome and Tioga Counties share with other surrounding communities was noted by the Steering Committee, particularly with regards to the industrial heritage shared with Elmira to the west and Cortland to the north. The Endless Mountains region in Pennsylvania, directly to the south of the Susquehanna Heritage Area has a similar quality of development, relationship to the Susquehanna River and other natural resources, and shares stories of migration, immigration, and early settlement. There may be opportunity to broaden the geographic scope of the Susquehanna Heritage Area in the future to encompass these other

regions and tell the unique and compelling stories of south-central New York and north-central Pennsylvania.

1.4.   Benefits of Participation in the Susquehanna Heritage Area

A primary purpose of the Heritage Area is to assist local communities in enhancing quality-of-life through the stewardship of local resources and support for local projects, programs, and economic development initiatives. Through the Heritage Area, communities can partner on a regional basis with other communities, Broome and Tioga Counties, and a range of organizations to plan initiatives, leverage funding, and accomplish goals. By including local projects in a larger regional program, it is more likely that they can be successfully implemented.

Individual communities benefit from inclusion in the Susquehanna Heritage Area in three primary ways. First, they can receive technical assistance from state, county, and other local organizations for projects they may wish to undertake. Projects may range from the revitalization of historic villages (a primary goal of the Heritage Area); to the creation of trails and parks; to the preservation of open space; to support for local businesses; to preservation of individual buildings and sites, in addition to others. Second, communities can be included in regional marketing and promotional initiatives to support local businesses, organizations, and downtowns. Third, projects and initiatives can receive grants and other forms of leveraged funding.

The past history of the Heritage Area demonstrates how initiatives can be undertaken. Since the Susquehanna Heritage Area's designation, over 50 successful grants totaling more than $4.7 million dollars have been awarded to projects within the Heritage Area communities of Endicott, Johnson City, and Binghamton. When considering total project investments and other funding awards, total investment in these communities in association with the Heritage Area jumps to over $14 million. Highlights of some of the projects that received grant funding in association with Susquehanna Heritage Area designation include, but are not limited to:

*   Skateboard Facility at Cherie Lindsay Park ($58,400)
*   Roberson Museum Front Portico Restoration ($260,000)
*   Confluence Park & River Trail projects ($440,000)
*   Clinton & Sullivan Campaign Exhibits ($47,750)
*   Goodwill Theatre Complex Acquisition and Restoration ($950,000)

A more detailed list of past Heritage Area projects is included in Appendix 4. In addition to specific project oriented grant awards, the Susquehanna Heritage Area has had other positive impacts on the local economy. For example, in 2003, the SHA Commission led the effort to host the National Carousel Association & American Carousel Society Convention in Binghamton.

The event was estimated to have resulted in an approximately $200,000 investment to the local economy based on the number of visitors and the length of their stays.

Since its inception, the Heritage Area has been responsible for a series of special programs and events that help foster and promote local pride, educate the community about its unique history and assets, and stimulate local economies. Some past and current Susquehanna Heritage Area led programming and events include:

- Greater Binghamton "Ride the Carousel Circuit"
- Candlelight Mansion Tour
- Triple-Cities "Trolley Tours"
- Home for the Holidays "Show Case Trees"
- Holiday Open House at Endicott Visitor Center
- Triple Cities "I Spy"
- "Places Matter" program for school groups at Roberson Museum

Additional programs and special events undertaken by the Heritage Area and individual communities are identified in Sections 4.8 and 4.9 of the Management Plan Amendment.

1.5.   Evolution of the Susquehanna Heritage Area

Following a 1980 study to determine the feasibility of making the Triple Cities (Binghamton, Johnson City and Endicott) part of the State's Urban Cultural Park system, a Management Plan for the "Susquehanna Urban Cultural Park" was subsequently developed and then approved by the state and local communities in January 1986. The 1986 Management Plan defined park boundaries, set forth objectives and recommendations, and included an administrative format for operation of the three-community UCP. At the time, the Management Plan served as a guide for public and private actions aimed at the preservation, interpretation, development and use of the area's cultural, historic, natural, and architectural resources. As originally defined, the Susquehanna Urban Cultural Park encompassed historic areas bordering the north side of the Susquehanna River in the City of Binghamton, Village of Johnson City and Village of Endicott. This area of New York State was selected to demonstrate and describe the historic and cultural themes of *Immigration and Migration* and *Labor and Industry*.   Specifically, the themes were focused on the late nineteenth and early twentieth century industrial development of the area and the immigration and migration that resulted from that development.

In 1986, an Executive Director was appointed and charged with the responsibility of administering, marketing, promoting, programming, and coordinating the various activities of the Susquehanna Urban Cultural Park. The Executive Director position was established through an inter-municipal Agreement among the two Villages and the City. The Executive Director was provided an office in City Hall and a budget that included contributions from each community. The City of Binghamton agreed to be the designated "host agency" and set up the

joint activity budget within their Department of Planning, Housing and Community Development.

The Susquehanna Urban Cultural Park (now called Heritage Area) Commission, which has voting authority, was also established as part of the inter-municipal planning agreement. The original and acting Susquehanna Heritage Area (SHA) Commission includes seven members consisting of two appointments each by the mayors of each designated community and one from the Broome County Executive. There is also a twelve member non-voting Advisory Board consisting of three member-at-large appointments made by each of the mayors (total of nine appointments) plus three members-at-large appointed by the SHA Commission. Advisory Board appointments are for three-year staggered terms, with a two term consecutive appointment limit.

Pivotal to the ongoing success of the Heritage Area was the opening of the Binghamton Visitor Center in November of 1996. Constructed as an addition to the Roberson Museum and Science Center, the Binghamton Visitor Center was funded primarily through NYS Environmental Quality Bond Act grants with some additional local funding. The exhibits at the Visitor Center highlight local architecture, the industrial development of the region, and immigration. The office of the SHA Executive Director was moved to the Visitor Center in 1996. At this time, the SHA Executive Director was charged with overseeing the Heritage Area and operations of the Visitor Center. Since the resignation of the SHA Executive Director in 2005, the City has been considering alternative operational arrangements with the Museum to address the continued operations of the facility.

By 1996 it was clear that while the original Management Plan developed for the Heritage Area remained conceptually strong, there were some operational weaknesses. After ten years of using the 1986 Management Plan as a decision-making guide, it became clear there was the need for new approaches to public facilities planning in the Susquehanna Heritage Area and the identification of improved techniques for analyzing economic impact. The Management Plan was amended based on a review of each component of the initial plan. The Management Plan Update process commenced with a detailed evaluation of the objectives, recommendations and management structure set forth in the original plan. The Update identified proposed modifications based on experience, changes that had occurred over the ten years in the SHA, and the current needs of the communities. Modifications to the Plan in 1996 included minor boundary changes, recommendations related to Visitor Centers, and an increased focus and implementation strategy related to the region's historic carousels.

The Endicott Visitor Center opened in 2003 and is located in Old Colonial Hall, an historic home and former site of Triple Cities College. The use of the building for a Visitor Center, as well as the construction of an attached Community Meeting Hall were made possible by a combination of New York State grants (NYS Environmental Quality Bond Act, Urban Cultural Parks, and other NYS Heritage Area awards) and from local businesses, service organizations, and the Village of Endicott. Exhibits at this site focus on the legacy of Endicott-Johnson, IBM, and the

communities that grew and thrived around their factories. The operational costs and salaries associated with the Visitor Center are paid directly by the Village.

In 2005, a significant change occurred in the management and oversight of the Heritage Area. The Executive Director accepted a position with the Broome County Department of Planning and Economic Development. Broome County agreed to a 3-year planning services agreement with the participating communities to continue the administration of the Heritage Area and to ensure continuity while considering the expansion of the SHA into other contiguous communities in the region. In 2006, an award was procured from the NYS Department of State (DOS) Quality Communities Program to develop this SHA Management Plan Amendment.

In 2008, the SHA Management Plan Amendment revision project was underway within the region to broaden the idea of the local heritage area, both geographically and conceptually and to be in concert with evolving national and statewide heritage development thinking and practice. The 2009 Management Plan Amendment completes the transition of the Susquehanna Heritage Area from the concept of the NYS Urban Cultural Park system to the proposed regional Susquehanna Heritage Area Program.

1.6. New York State Heritage Areas

1.6.1. OVERVIEW OF THE PROGRAM

The New York State Heritage Area Program, originally called the Urban Cultural Park Program, was created by state legislation in 1982 with the goal of advancing preservation, recreation, interpretation, and economic development. Responsibility for administering the program was delegated to the New York State Office of Parks, Recreation, and Historic Preservation (OPRHP). In 1994, the Legislature recognized the benefits of the program and amended the original legislation to include regional settings, in addition to urban areas as defined in the 1982 legislation. Recognizing the broader scope now permitted with the addition of regional settings, the program name was officially changed from the NYS Urban Cultural Park Program to the NYS Heritage Area Program.

The Heritage Area Program is successful in New York State because it is a locally driven grass-roots effort driven by participating communities and local partners. It is larger than the preservation of an individual building or site; it preserves living communities, resulting in an improved quality-of-life for local residents while also generating outside dollars for community revitalization.

In addition to the Susquehanna Heritage Area, there are currently 19 other state-designated Heritage Areas representing various aspects of our nation's history. The Heritage Areas are located throughout New York State and include:

- Albany
- Buffalo Theatre District
- Concord Grape Belt (Lake Erie)
- Harbor Park (New York City)
- Kingston
- Michigan Street African American Heritage Corridor (Buffalo)
- Mohawk Valley
- Niagara Falls
- North Shore (Long Island)
- Ossining
- RiverSpark (Hudson-Mohawk)
- Rochester High Falls
- Sackets Harbor
- Saratoga Springs
- Schenectady
- Seneca Falls
- Syracuse
- Western Erie Canal
- Whitehall

1.6.2. HERITAGE AREA LEGISLATION

Article 35 of the NYS Parks, Recreation and Historic Preservation Law identifies the purpose of heritage areas; recognizes approved heritage areas; requires the completion of a management plan for every heritage area; discusses the roles, responsibilities, and relationships of state agencies; discusses grants; and identifies guidelines for resource preservation.

All heritage areas designated by the New York State Legislature are required to have management plans in place that define the heritage area boundaries; incorporate a collective vision; define realistic goals and objectives; identify strategies for preservation, interpretation, and promotion; and outline a strategy

New York State Heritage Area System Goals

When the New York State Heritage Area System was established, it identified four overarching goals to provide a consistent approach to all of the state's heritage areas. The goals, embodied within the Susquehanna Heritage Area Management Plan Amendment, include preservation, education, recreation, and economic development.

Preservation
protecting historic places, sites, and buildings which portray the state's rich history.

Education
providing opportunities for the public to learn about the history and significance of the state's special places.

Recreation
providing opportunities for people to use these places for active and passive recreation.

Economic Development
using the unique resources and attributes associated with a heritage area to spur investment and sustainable economic development.

for implementation and management. As identified in the state legislation for the New York State System of Heritage Areas, a management plan must include, at a minimum, the following components:

- Justifiable boundaries of the heritage area;
- Inventory and designation of resources;
- Statement of goals and objectives;
- Identification of uses and linkages to the Statewide system;
- Identification of properties, if any, to be acquired;
- Description of interpretive and educational exhibits and programs;
- Description of programs for encouraging visitation;
- Economic assessment of short- and long-term costs;
- Description of techniques for the preservation and protection of cultural and natural resources;
- Description of organizational structure; and
- Identification of a strategy for the planning, development, and management of the heritage area.

There are other benefits for a heritage area to be officially designated by the Legislature, including: requiring projects and actions undertaken by New York State agencies to be reviewed for consistency with the recommendations and goals outlined within the SHA Management Plan; and providing for greater funding opportunities and assistance to municipalities and community organizations that undertake projects consistent with the recommendations and goals defined within the Management Plan.

1.6.3. ROLES, RESPONSIBILITIES AND ADMINISTRATION

There are a number of key partners associated with the successful administration of the NYS Heritage Area System.

NYS Heritage Area Advisory Council

The NYS Heritage Areas Advisory Council was established in Article 33 of the Parks, Recreation, and Historic Preservation Law. The Council was originally established as a 21-member body which included representatives from nine state agencies as well as representatives appointed by the Governor, NY State Senate, and NY State Assembly.

Designated members of the Council include the commissioner of OPRHP (NYS Office of Parks, Recreation, and Historic Preservation), the Commissioner of Economic Development, the Commissioner of Education, the Secretary of State, the Commissioner of Transportation, the President of the New York State Urban Development Corporation, the Commissioner of

Environmental Conservation, Chairman of the State Board for Historic Preservation, Commissioner of Housing and Community Renewal, Chairman of the Thruway Authority, the Commissioner of Agricultural and Markets, and ten additional members – three representing local governments and seven professionals in a related field, including at least one heritage area director.   On August 11, 2009 Bill A7342/S5483 was signed into law by Governor Paterson as Chapter 317 of Parks, Recreation and Historic Preservation law.   This law increases the membership of the New York State Heritage Advisory Council from 21 persons to 26 persons and provides that the Advisory Council elect its chair from amongst its membership.   New membership will include a representative from the State Heritage Area Association and one each from the four national heritage areas in the state.

According to the legislation (Article 33), which created this body, the responsibilities of the NYS Heritage Areas Advisory Council include: meeting at least twice a year to review activities; assist in coordination of related state actions; review complaints made by local governments; submit annual report on implementation progress to the governor; and perform other duties as requested by the commissioner of OPRHP. The NYS Heritage Areas Advisory Council role is to advise and assist OPRHP and the individual Heritage Areas in implementing the policies and programs of the State system.

OPRHP's Heritage Area staff members were charged with the day-to-day administration and implementation of the State Heritage Areas Systems policies and programs. Responsibilities of OPRHP included: marketing and promotion, coordination with individual heritage areas, providing technical assistance, facilitating development of visitor centers, assisting in the development of educational and interpretive programming, networking with local, state, federal, and not-for-profit organizations, and serving as a liaison between the NYS Advisory Council and the Heritage Areas Association of New York State.

New York Heritage Area Association (NYHAA)

The Heritage Areas Association of New York State is an independent organization that was created to represent the interests of the individual heritage areas. The organization is another tool available to the individual state heritage areas, serving as a forum for information exchange and coordination among the heritage areas. The NYHAA is an independent, not-for-profit organization chartered by the New York State Department of Education. Each Heritage Area recognized by New York State is entitled to be a member of the Association.

The activities of the Association include, but are not limited to:

- Providing opportunities for sharing information among the State's Heritage Areas.
- Providing opportunities for coordination among the Heritage Areas and other heritage-related programs.
- Advising NYS OPRHP and the Advisory Council about issues and matters of particular relevance to the Heritage Areas.

- Promoting the development and implementation of heritage programs.
- Advocating for increased support to ensure the long-term success and sustainability of individual heritage entities.

Individual Heritage Areas

Each of the designated Heritage Areas has its own administrative structure, whether run by a paid director, a coordinator, volunteers, or staff, that is responsible for the administration and management of programs. There have been a wide variety of entities that have been involved in the administration of heritage areas in New York State, including designated municipalities, not-for-profit organizations, preservation groups, Convention and Visitor Bureaus, inter-municipal commissions, volunteer groups, and paid staff from existing municipal departments – such as parks, planning, or economic development.

Ideally, the work of a director or coordinator is enhanced by additional staff or volunteers that provide assistance in managing daily operations, including operating the visitor centers, special events, marketing, and programming.

The operational structure of heritage area visitor centers must be approved by the State and are supported by their respective local governments. However, the State does not have to approve the actual management structure for individually-designated Heritage Areas.

1.7. Benefits of Heritage Development

A heritage area is a place where unique qualities of geography, history, and culture create a distinctive identity that becomes the focus of preservation, education, recreation, and economic revitalization efforts.[1] The State Heritage Area Program was developed in New York to recognize that the State has a unique and compelling history worth preserving and promoting. It recognizes that, in addition to built resources, the State also has a diverse and interesting landscape, a landscape that is tied to early development patterns and historic events.

According to the New York State Heritage Area Program,

> "*heritage development* is a revitalization strategy that incorporates smart growth principles to promote sustainable development and enhance quality of life through programs and activities in historic preservation, resource conservation, recreation, interpretation, and community capacity-building that demonstrate respect for the people, the place, and the past."[2]

As identified in current marketing for the Susquehanna Heritage Area, heritage development begins by informing residents and visitors about community history while simultaneously

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[1] New York State Heritage Area Program, informational brochure
[2] New York State Heritage Area Program

providing opportunities for tourism, recreation, and the promotion of historic and cultural resources.

The fields of heritage development, preservation planning, cultural tourism, and historic preservation have all evolved over the past three decades. People have developed a greater understanding and respect for the history and significance of the cultural and natural resources within our landscapes, towns, and cities. The loss of so many resources during the 1960's and 1970's, due in large part to urban renewal and suburbanization, has resulted in an increased level of attention and awareness. People now recognize that once a resource is lost, it is not possible to get it back. As a population, we have grown to understand that decisions have implications and we need to be mindful of how these decisions impact our built environment today, and how they will impact our children's world tomorrow.

As a result of this philosophical transition, places highlighting history, culture, and recreation are among the fastest growing visitor destinations in the country, resulting in a boom in the cultural heritage tourism industry. Cultural heritage tourism is defined as travel which focuses on experiencing the places and activities that authentically represent the stories and people of the past, including cultural, historic, and natural resources.[3] While increasing visitation is not the only impetus and purpose for creating and maintaining a Heritage Area, it is an important opportunity that can directly contribute to the revitalization and economic sustainability of the communities and individual attractions, within a region.

According to information compiled by the Travel Industry Association of America three of the top five tourism activities – outdoor sites (2nd), historic sites and museums (3rd), and cultural events (5th) – are directly associated with the goals and purpose promoted by the heritage area program. Travel Industry Association statistics clearly show that heritage and cultural based tourism is an important part of the local, state and national economies.

> *Travelers incorporating heritage in their travels typically stay longer (4.7 nights versus 3.4 nights) and spend more money (average of $623 per trip versus $457 per trip).*

In the last decade, more than two-thirds of American adult travelers included heritage or culture as part of their trip. This is important when considering the impacts of visitation within the heritage area. Heritage travelers tend to be older and more educated and when looking for dining and shopping options, they tend to look for unique restaurants and shops that have a local flavor and character.

Each of the local communities within the Susquehanna Heritage Area has the opportunity to benefit from the ideas and principles laid out in the Management Plan that go beyond increased

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[3] National Trust for Historic Preservation, Cultural Heritage Tourism Fact Sheet, 2008,
http://www.culturalheritagetourism.org/documents/2008CHTFactSheet.pdf

tourism. Implementation of the Management Plan can bolster local economies through increased visitation, but it also seeks to enhance local quality of life by promoting a deeper preservation interest and instilling, through education and special programming, thoughtfulness and sensibility with respect to future decision-making. Preservation has proven to be a successful economic stimulus as it relates to future planning.

The Susquehanna Heritage Area is a desirable visitor destination because of its natural landscapes, scenic beauty, urban amenities, and quaint villages that reflect the days of long ago. A concentration of historically significant buildings that reflect the residential, industrial, and commercial history of the region, remnants of the New York State canal system, multi-generational farmsteads, and structures that stand as representative of the region's technological innovation highlight the cultural landscape. Opportunities for taking advantage of the natural resources of the region – kayaking on the river, hiking in a state forest, bicycling along winding rural roads, or driving along scenic byways – are plentiful. The contrast of the open hills and scenic villages, like Owego, to the urban character of the Triple-Cities (Binghamton, Johnson City, and Endicott) offers something which can appeal to everyone. Whether a visitor is looking for a place to get away from the rush of everyday life and enjoy the region's peaceful tranquility, or to learn about and experience history and culture, the Susquehanna Heritage Area has something for everyone.

1.8. The Planning Process

In August 2008, the Steering Committee designated for overseeing the development of the Susquehanna Heritage Area Management Plan Amendment selected the team of Bergmann Associates and John Milner Associates to assist with the planning process. Leading the effort as the Grant Administrator on behalf of the Heritage Area was former Executive Director and current Economic Development Planner for Broome County, Gail Domin. The following section summarizes the community involvement and participation that was vital to the completion of the Management Plan Amendment.

1.8.1. STEERING COMMITTEE

Steering Committee Composition

A Steering Committee was created for the project that included a core group of individuals representing the existing Heritage Area communities as well as potential expansion areas. Steering Committee members are identified below:

- Gail Domin, SHA Management Plan Project Coordinator and Economic Development Planner, Broome County
- Daria Golazeski, Village of Johnson City and SHA Commission Chair
- Elaine Jardine, Planning Director, Tioga County

- H. Peter L'Orange, Preservation Planner, City of Binghamton
- Rita Petkash, Commissioner of Planning and Economic Development, Broome County
- Caroline Quidort, Senior Planner, City of Binghamton
- Kathy Utter, Director of the Endicott Visitor Center and SHA Commission Vice-Chair
- Lora Zier, Senior Planner, Broome County and SHA Commission Secretary

Throughout the planning process other individuals were asked to participate in Steering Committee meetings to represent various interests and communities when an original committee member was unable to participate. The following individuals were very informative and contributed significantly to the planning process:

- LaVon Hausamann, Endicott Visitor Center
- Ruth Lewis, Town of Vestal Representative
- Janet Ottman, Village of Johnson City
- Stella Reschke, Tioga County Tourism
- Susan Sherwood, Center for Technology and Innovation
- Judy Snedaker, Village of Johnson City, Mayor's Office

Summary of Committee Meetings

The first committee meeting of the consultant and steering committee was held on October 1, 2008 at the Broome County Office Building in Binghamton. The purpose of this meeting was to familiarize the Steering Committee with the scope of services, timeframe for completion of the plan, and lines of communication. Background information on the Heritage Area and other communities in each county was requested by the consultant team. The meeting concluded with a discussion about the goals and opportunities associated with the project and the expanded study area boundary.

The second Steering Committee meeting was held on November 13, 2008 at Broome County's Department of Planning and Economic Development. This meeting included a presentation by the consultant team, with the focus of the meeting being a visioning session to help identify a vision for the heritage area, places of special interest, and individuals and organizations that could play an important role in future heritage area activities and programming. The Steering Committee meeting was part of a two-day project event that also included a visioning session with a larger representative group and an extensive windshield survey of Broome and Tioga Counties.

The third Steering Committee meeting was held on January 29, 2009 at the Johnson City Village Hall. The purpose of the meeting was to solicit feedback from committee members on work completed to date. The consultant team presented a concept plan that recommended an

expanded study area boundary and included a conceptual framework for organization. The group also discussed heritage area resources, themes, and draft vision and goal statements.

The fourth Steering Committee meeting was held on February 26, 2009 at the Endicott Visitor Center. The purpose of the meeting was to review the draft, in-progress Heritage Area Management Plan, focusing on completion of the existing conditions and revised goals and objectives.

The fifth Steering Committee meeting was held on March 26, 2009 at the Endicott Visitor Center. The purpose of the meeting was to review the updated interpretive themes and discuss the framework for the implementation component of the plan, including the strategic plan, interpretive plan, and action plan.

The sixth Steering Committee meeting was held on May 12, 2009 at the Endicott Visitor Center. Steering committee members were provided a copy of the draft plan prior to the meeting. The purpose of the meeting was to review the draft plan, solicit comments from committee members, and identify areas of the plan for further refinement. The Steering Committee also discussed the continued refinement of Susquehanna Heritage Area themes.

The final Steering Committee meeting was held on October 21, 2009 at the Broome County Library. The purpose of the meeting was to review final edits to the draft plan and discuss next steps, including the approval process.

1.8.2. VISIONING COMMITTEE

Visioning Committee Composition

A second working committee was formed as a Visioning Committee to allow for participation from each of the interested communities in Broome and Tioga Counties, as well as key organizations and attractions. The role of this committee was to provide the project team with additional information and feedback regarding the development of the plan and to ensure information on outlying communities was accurately integrated into the plan update. A second, but equally important, goal of the Visioning Committee was to identify potential stakeholders and collaborative partnerships that could play a role in the implementation and administration of the Heritage Area.

Summary of Visioning Meetings

The first meeting with the Visioning Committee was held on November 13, 2008 at the Firehouse Stage on Willow Street in Johnson City. The meeting began with a short introduction to the project and planning process by the consultant. This was followed by an open discussion that focused on the opportunities, issues, strengths, and limitations of the communities within the Heritage Area. Potential themes, partners, and unique community features were also

discussed at this meeting which was attended by sixteen people representing various facets of the Heritage Area.

The second meeting of the Visioning Committee was held on February 26, 2009 at the Town of Owego Town Hall. Six members of the committee attended the meeting and were presented with an overview of all existing conditions data collected to date, as well as a review of the conceptual framework and organization for the Heritage Area.

The third Visioning Committee meeting was held on May 12, 2009 at the Endicott Visitor Center. Twelve members of the committee attended the meeting and were presented with a powerpoint highlighting preliminary recommendations and strategies and next steps in the planning process. The Visioning Committee also discussed the interpretive themes associated with the Susquehanna Heritage Area.

The final Visioning Committee meeting was held on October 21, 2009 at the Broome County Public Library. Approximately 15 people attended the meeting which included an overview of the entire plan, from project kick-off thru next steps in the process. A question and answer period followed the presentation by the consultant team.

2.0   VISION, GOALS, AND OBJECTIVES

2.1.   Vision Statement

The vision statement for the Susquehanna Heritage Area, developed by the involved communities and partners, is intended to define how the region sees itself, both today and in the future.

> ### THE VISION FOR THE SUSQUEHANNA HERITAGE AREA:
> ### OUR HISTORY, OUR COMMUNITIES, OUR FUTURE
>
> The Susquehanna Heritage Area region is a landscape highlighted by small cities, crossroad villages, meandering river valleys and rural farmlands that reach into rolling hills. The Susquehanna Heritage Area is a series of interconnected and interwoven places and events that celebrate the heritage of Broome and Tioga Counties. More than just specific sites and destinations, the Heritage Area links together special events, annual festivals, and local organizations that explore the ethnic and geographic diversity of this region. Together, our communities will continue to capitalize on our strengths, including special places, civic pride and local history, in order to support the economic sustainability of the region. Today and in the future, the Heritage Area is a place where residents and visitors can use and explore the unique historic, cultural, and recreational resources which the region affords.

2.2. Goals and Objectives

Heritage area development goes beyond the traditional approach to preservation of historic buildings, sites, and monuments. Heritage development promotes a broader concept of preserving and enhancing historic communities and landscapes while encouraging economic development that takes advantage of and strengthens historic community character.

The goals and objectives for the Susquehanna Heritage Area, listed below, are provided to help guide future decision-making, programming, funding, activities and projects within the Heritage Area.

- Goal 1: Preservation and Stewardship
- Goal 2: Interpretation and Education
- Goal 3: Recreation and Natural Resources
- Goal 4: Economic and Community Revitalization
- Goal 5: Marketing and Promotion
- Goal 6: Partnerships and Collaboration

The goals and objectives provide a framework for decision making and satisfy the State legislative intent of the heritage area program, including preserving historic settings which portray the State's heritage; educating the public about the history and significance of buildings and sites; providing active and passive recreation opportunities; and using these resources to spur economic revitalization.

A framework for measuring progress in achieving the goals and objectives is included in the Implementation Strategy of the Susquehanna Heritage Area Management Plan Amendment.

GOAL 1:
PRESERVATION AND STEWARDSHIP

Implement strategies for the preservation and revitalization of the Susquehanna Heritage Area's natural landscapes and historic, cultural, and recreational resources.

Objectives:

1. Survey and identify the resources within the Susquehanna Heritage Area so that they may be recognized and protected into the future.

2. Actively support programs and initiatives that protect and enhance the historic, cultural, and recreational resources within the Susquehanna Heritage Area.

3. Preserve and protect historic buildings, structures, districts, and landscapes within the Susquehanna Heritage Area.

4. Assist local government and interest groups in developing and implementing resource management tools, identified in the Management Plan, aimed at protecting the character of historic resources.

5. Continue to identify and seek local, state, and national designation of historic resources.

6. Restore, promote, and operate vintage carousels as an important legacy for the region, as well as other primary attractions that have historic significance.

7. Encourage the use of design guidelines in Heritage Area communities to ensure compatibility with neighboring historic structures and sites.

GOAL 2:
INTERPRETATION AND EDUCATION

Develop, coordinate and implement an education and interpretive program that strengthens regional identity within the Susquehanna Heritage Area based upon the region's historical development.

> *Objectives:*
>
> 1. Promote public awareness through the thoughtful interpretation of the themes of the Susquehanna Heritage Area which tell the stories of the diverse people, places and events associated with the region.
>
> 2. Develop a coordinated regional system of gateways, wayfinding and interpretive signage to help visitors experience the Susquehanna Heritage Area.
>
> 3. Interpret and share the histories of the region's peoples and communities through guidebooks, exhibits, films, websites, and brochures.
>
> 4. Coordinate educational goals with local educational institutions and implement programs and materials that can be incorporated into school curriculum.
>
> 5. Develop audio/visual programs, newsletters, and other media for use in local schools and visitor centers to foster public awareness about the Heritage Area.

GOAL 3:
RECREATION AND NATURAL RESOURCES

Enhance recreational opportunities, linkages, and access within the Susquehanna Heritage Area and build upon the community spirit and pride generated by existing special events and festivals.

Objectives:

1. Create an inventory of natural areas, scenic landscapes, and viewsheds to ensure they are protected.

2. Integrate recreational resources and opportunities into the overall Susquehanna Heritage Area experience.

3. Establish and promote pedestrian, bicycle, and vehicular routes along designated scenic roadways and along corridors linking the historic, recreational, and cultural resources within Broome and Tioga Counties.

4. Create enhanced access, usage, and recreational opportunities along the Susquehanna and Chenango Rivers.

5. Continue improvements and enhancements to multi-use trails, promenades, plazas, parks, streetscapes, and other pedestrian-oriented spaces within the Heritage Area.

6. Promote and support existing recreational opportunities afforded by municipal, county, and state parks within the Heritage Area.

GOAL 4:
ECONOMIC AND COMMUNITY REVITALIZATION

Identify strategies for the Susquehanna Heritage Area that support community revitalization efforts, strengthen historic communities, and bolster the regional economy through the identification, promotion, and development of historic, cultural, and recreational resources throughout Broome and Tioga Counties.

Objectives:

1. Use heritage resources to promote and stimulate economic activity in village centers and to promote entrepreneurial activity and small business development.

2. Strengthen the historic community centers through community revitalization initiatives, such as the Main Street program.

3. Identify public and private partnerships that will enhance long-term economic growth and stability in Broome and Tioga Counties based upon historic community character.

4. Identify funding and investment opportunities within the Heritage Area that help to further the vision of the Management Plan Amendment.

5. Support local communities in their efforts to promote cultural tourism as a powerful economic catalyst for community improvement and revitalization.

6. Support efforts aimed at the successful implementation of regional and local fairs, festivals, and special events.

GOAL 5:
MARKETING AND PROMOTION

Develop a marketing program that promotes the region's unique historic, cultural, recreational, and natural assets to a wide audience, in order to increase visitation to the Susquehanna Heritage Area.

Objectives:

1. Develop an identity that captures the vision of the Susquehanna Heritage Area and that can be used consistently in marketing and promotional efforts.

2. Coordinate promotional activities of the Susquehanna Heritage Area with local, regional, and state organizations and marketing campaigns.

3. Develop marketing materials and a cohesive signage and wayfinding program specific to the Heritage Area, including a website that highlights the historic context, interpretive themes, and resources within the Susquehanna Heritage Area.

4. Identify programming, such as themed tours, that will guide visitors through the Heritage Area in a manner that is both educational and entertaining.

GOAL 6:
PARTNERSHIPS AND COLLABORATION

Identify and foster long-term partnerships between municipalities and organizations to ensure the vision of the Susquehanna Heritage Area is implemented on the foundation of community collaboration.

Objectives:

1. Expand the existing management entity to include representatives from new communities and work to ensure the continued successful implementation of the Susquehanna Heritage Area Management Plan Amendment.

2. Promote on-going and regular communication, collaboration, cooperation, and commitment among Heritage Area communities to implement strategies and programs.

3. Form partnerships with local, regional, state, and national organizations, agencies, and stakeholders to support the implementation of Management Plan Amendment strategies.

3.0   HERITAGE AREA COMMUNITIES

3.1.   Introduction

The communities of the Heritage Area play a significant role when considering the history of the region and why, when, and where certain types of development occurred. Geography, landscape features, transportation routes, and economic opportunities have played an integral role in shaping the settlement and later development patterns within the region. The historical evolution of the built environment is still identifiable in the proposed Heritage Area boundary today. A larger percentage of population, development, and activity focused along the Susquehanna River corridor, while farmsteads and open spaces define areas to the north and east of the river corridor. The revitalization of existing communities is the primary means by which Heritage Area strategies and recommendations are implemented. The proposed Heritage Area will provide a structure, incentives, and professional assistance, but revitalization decisions and efforts will be initiated and implemented through local action. Understanding the history, character, and defining features within each of the communities will help to identify opportunities, and to some extent limitations, for interpretation and implementation of the Heritage Area Management Plan Amendment.

The Concept Plan map (on page 33) highlights key Heritage Area communities and graphically depicts the hierarchy and relationships between identified primary, secondary, and tertiary resource areas, as well as communities situated along proposed heritage corridor connections. The purpose and characteristics of each of these resource areas is summarized below.

- Primary Resource Areas within the Susquehanna Heritage Area include the communities along the Susquehanna River corridor that have historically, and continue to be, the regional centers for employment, culture, and housing within Broome and Tioga Counties. Physically connected by both the river and State Routes 17 and 17C, these communities have experienced the benefits of growth and prosperity, while also facing the reality of urban decline and the loss of industries, jobs, and population. Today, these communities are rebounding and revitalizing by building upon their individual and cumulative strengths and finding ways to capture and market the essence of what makes them great places to live, work and visit.

  Primary Resource Area communities include:

  - City of Binghamton
  - Village of Johnson City
  - Village of Endicott
  - Village of Owego
  - Village of Waverly

- Secondary Resource Areas within the Susquehanna Heritage Area include established crossroad villages that have a framework and the resources in place to support the implementation of the goals and strategies of the Heritage Area. For the most part, these resources include an established village core with historic buildings, commercial potential, character, and interesting interpretive stories. Scenic roads and identified bike routes connect these locations, including State Route 17 east of Binghamton, State Route 11 north from Binghamton to State Route 79, the loop of State Route 79 from Windsor to the Town of Richford, and County Route 38 from Richford to Owego. A number of natural, recreation, historic, and cultural resources will surprise and excite visitors along the way as they travel identified secondary roadway linkages. Each village within the secondary resource areas should be encouraged to prepare a revitalization plan that taps potential markets, adaptively reuses historic buildings, improves the character of the streetscape, and interprets the history of the place. Some villages have already taken significant steps in this direction. The Heritage Area should provide the structure, technical assistance, and incentives for revitalization in accordance with the character of each village.

  Secondary Resource Area communities include:

    o Village of Newark Valley
    o Village of Lisle
    o Village of Whitney Point
    o Village of Windsor
    o Village of Deposit

- Tertiary Resource Areas are small villages and hamlets that contribute to the Heritage Area's thematic and interpretive structure and include individual contributing resources and attractions. Tertiary areas tend to lack the necessary visitor infrastructure to support increased visitation. Tertiary resource areas have the potential to be more fully developed, from an interpretive perspective, through implementation of the Heritage Area Management Plan Amendment. Fostering community revitalization and local economic development efforts in conjunction with Heritage Area development in these areas will be mutually beneficial.

  Tertiary Resource Area communities include:

    o Hamlet of Maine
    o Village of Candor
    o Village of Spencer
    o Village of Nichols

- **Primary Corridor Communities** are the Towns along State Routes 17 and 17C that are adjacent to the Susquehanna River and riverfront villages. These Towns have unique qualities and characteristics that contribute to the overall Heritage Area framework.

  Primary Corridor Communities include:

  - Town of Dickinson
  - Village of Port Dickinson
  - Town of Union
  - Town of Vestal
  - Town of Owego
  - Town of Tioga
  - Town of Nichols
  - Town of Barton

- **Secondary Corridor Communities** are the Towns that are bisected by identified secondary corridor connections and may include a secondary resource area / village. These Towns are notable for their individual heritage resources, their scenic qualities and landscape attributes, and the linkages they provide to resource areas.

  Secondary Corridor Communities include:

  - Town of Newark Valley
  - Town of Berkshire
  - Town of Richford
  - Town of Lisle
  - Town of Triangle
  - Town of Barker
  - Town of Chenango
  - Town of Fenton
  - Town of Colesville
  - Town of Sanford
  - Town of Windsor
  - Town of Conklin

- **Tertiary Corridor Communities** are the Towns that are bisected by identified tertiary corridor connections and may include a tertiary resource area / village. These Towns may have individual heritage resources and have landscape characteristics and histories that are directly related to the overall interpretive themes and stories identified for the Susquehanna Heritage Area.

Tertiary Corridor Communities include:

- o Town of Binghamton
- o Town of Spencer
- o Town of Candor
- o Town of Maine
- o Town of Nanticoke
- o Town of Kirkwood

3.2. Overview of Heritage Area Communities

Summaries of Primary, Secondary, and Tertiary Resource Areas, as well as Corridor Communities, are intended to provide a framework for understanding the Heritage Area on an individual community level, in addition to the regional level. Local governments, organizations, attractions and citizens will review, shape, and further develop the profiles of their communities in order to identify revitalization strategies and actions. Communities that have achieved revitalizations successes will serve as models and test cases for others.

Susquehanna Heritage Area
BROOME AND TIOGA COUNTIES, NY

CONCEPT PLAN

Legend

- Primary Resource Areas
- Secondary Resource Areas
- Tertiary Resource Areas
- Primary Corridor Connections
- Secondary Corridor Connections
- Tertiary Corridor Connections
- County Boundaries
- City Boundaries
- Town Boundaries
- Village Boundaries
- U.S. Interstates
- U.S. Highways
- State Roads
- Local Roads
- State Parks
- County Parks
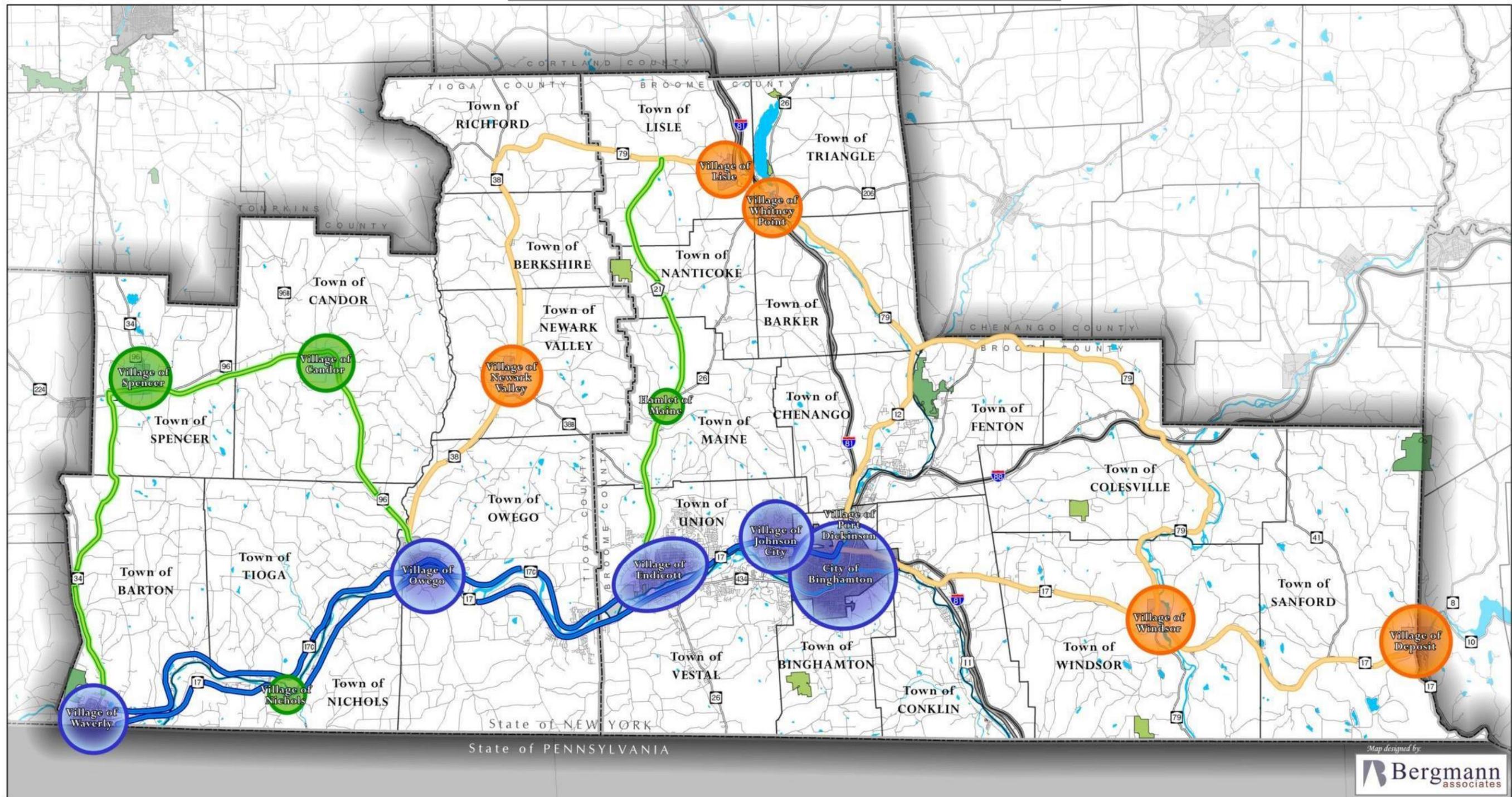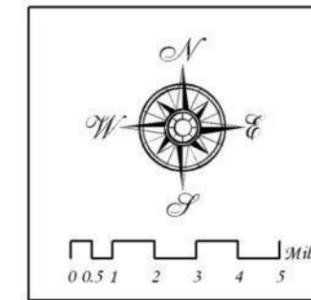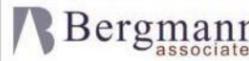
3.2.1. PRIMARY RESOURCE AREA COMMUNITIES

City of Binghamton

Binghamton is the only city in Broome County, situated at the confluence of the Chenango and Susquehanna Rivers. Binghamton's position as the county seat and its industrial base has ensured some level of continued development. Beginning in the 1860s with the coming of the railroad, Binghamton rose to prominence as a manufacturing center for cigars and other products. The prosperity of these industries resulted in the development of downtown

Historic South Washington Street bridge in the City of Binghamton.

Binghamton's factory complexes, rail yard, industrial loft buildings, commercial district and multi-story office buildings. Industrial districts were located at the confluence of the Susquehanna and Chenango Rivers in the 19th century, expanding along the railway sidings in the 20th century, to the west (Erie Street, First Ward), north (Brandywine), and east (Robinson and Main Streets, toward Kirkwood and Conklin). In the mid-20th century industry spread broadly across the two county region, with electronics and metal forming industries located from Owego to Kirkwood. Factory workers occupied dense urban neighborhoods near the factories, while the wealthy lived in large houses on nearby tree-lined streets.

Today Binghamton has a large downtown retail, cultural, and government district clustered around the Broome County Courthouse, with residential neighborhoods preserved around the outer perimeters of the downtown. Binghamton boasts a concentration of historic, cultural, and recreational resources and is home to one of the

Confluence Park is an existing open space asset in the City that highlights the Chenango and Susquehanna Rivers. There are opportunities for enhancements and interpretation within the Park.

Heritage Area Visitor Centers, as well as a number of other key attractions for visitors, including two historic carousels in Recreation Park and Ross Park. Art and cultural opportunities abound, ranging from live theatre productions at the Forum Theater to more than a dozen art-oriented businesses along Artists Row to the Gold Dome churches which represent the ethnic diversity of the local community.

Aggressive revitalization measures have been undertaken in Binghamton over the past forty years to revitalize downtown in the face of declining industries and the loss of jobs. These efforts have had mixed results but have been important to the future of the City and efforts should be continued. The Urban Cultural Parks Program that is the predecessor to the Heritage Area Program focused largely upon urban Binghamton. Historic buildings and districts were

identified, themes related to Binghamton's early industries were developed, and interpretation and adaptive reuse programs were implemented and encouraged.

Other revitalization initiatives within the City have included the demolition of portions of downtown and their redevelopment with government and cultural facilities. Urban parks and riverwalks were implemented along the Susquehanna and Chenango Rivers, greatly improving and enhancing the downtown pedestrian experience. The historic metal truss bridge at Confluence Park, which extends South Washington Street across the Susquehanna River, is a National Register of Historic Places structure.

Streetscape improvements have been implemented with great impact as evidenced along "Gorgeous Washington Avenue." Antiques Row along Clinton Street has enjoyed success as regional destination for antique shoppers. Artists Row, also the center of the very successful First Fridays event, has become a popular location for public programming and also attracts a regional audience from throughout the Heritage Area.

The Broome County Performing Arts Center (The Forum), Veteran's Memorial Arena, the Binghamton University Downtown Center, and new hotels have added pedestrian life to downtown. While not yet wholly successful in revitalizing Binghamton's urban core, these efforts are the base upon which Heritage Area initiatives can contribute until the downtown critical mass is achieved and Binghamton is once again a thriving and revitalized urban core.

Village of Johnson City

The Village of Johnson City is located at the east end of the Town of Union. It was still a rural area when the Lester Brothers Boot and Shoe Company relocated there from Binghamton. In 1892, a village was incorporated as the Village of Lestershire. Lester Brothers soon became the Endicott-Johnson Company and continued to manufacture shoes and boots. Lestershire was renamed Johnson City in 1916. Endicott-Johnson employed thousands of new immigrants from Italy and Eastern Europe.

In a quest for reformed labor practices and quality of life, the company provided its Johnson City employees with community amenities, such as parks, swimming pools, and a merry-go-round (carousel). Your Home Library offered classes and places for residents to socialize. Suburban-style company-built housing developments also developed. These neighborhoods contained blocks of similar sized homes built in popular styles of the day

The Endicott-Johnson Arch is a prominent gateway in the Village of Johnson City, representing the history of the community and legacy of the Endicott-Johnson Company.

with deep lots to accommodate a backyard garage and large garden. Today, Johnson City retains a commercial district along State Route 17C and residential neighborhoods dating from the 1890s to the 1950s.

Johnson City has a uniquely vibrant story related to Endicott-Johnson's brand of community building and welfare capitalism. While residential neighborhoods remain, many industrial buildings have been lost, and the Village's commercial district, along with State Route 17C, is in need of revitalization. The Wilson Memorial Regional Medical Center provides a level of activity to the Village core while the Goodwill Theatre Complex adds to the supply of cultural resources within the Triple Cities. Opportunities for interpretation may be identified as the Village core is rehabilitated. However, few other visitor experiences are available today. Revitalization of Johnson City's commercial core and State Route 17C should be a priority facilitated and encouraged by the Heritage Area.

Village of Endicott

The Village of Endicott is the westernmost of the Triple Cities along the Susquehanna River. It began as two villages, which grew rapidly toward one another. Union Village, near the intersection of Rt. 26 and Rt. 17C, was incorporated in 1892. The Village of Endicott, along Washington Avenue and North Street, was incorporated in 1906. In 1921, the two villages merged into the present Village of Endicott.

Endicott is home to IBM's Plant #1, a large Art-Deco factory complex north of the business district. Its predecessor, International Time Recorder Company, moved to Endicott in 1906/7, changing its name to International Business Machines in 1924. Endicott's rapid early twentieth century growth is in large part due to waves of immigrants arriving to work in local industries, particularly Endicott-Johnson. Endicott-Johnson expanded to Endicott in the early twentieth century, locating tanneries here in the early 1900s and later shoe making factories and offices along North Street, adjacent to the IBM complex. The company's reform-minded "Square Deal" labor policies included providing community amenities, health care, a 40-hour work week, and company-sponsored housing in both villages, much of which is evident today. EnJoie Golf Course and EnJoie Park, which offered a regular schedule of concerts during

The Endicott Visitor Center is the center of interpretation and information dissemination for the Heritage Area within the Village of Endicott. The Visitor Center and attached Community Meeting Hall are housed in an historic structure known as "Old Colonial Hall."

the summer months, were some of the recreational amenities provided to the community. Endicott's ethnic diversity can be seen in its Eastern Orthodox gold-dome churches and historically immigrant neighborhoods like Little Italy. The village has a grid plan and discrete commercial and industrial areas, surrounded by dense residential neighborhoods.

Endicott is internationally significant both as a factory town related to Endicott-Johnson and as the home of IBM. The Village is the location of the second Heritage Area Visitor Center, which is a significant community facility with excellent exhibits. Other than the Visitor Center, however, there is little interpretation of the Village. A great interpretive asset exists in IBM's History and Heritage Center. This is a 5,000 square foot facility that displays a century of information technology from late nineteenth century time clocks to mainframes with high density electronic circuitry. However, this facility is only open to the public by appointment and advance reservation. The Center for Technology and Innovation offers guided tours upon request. The Olde Village of Union Historical Society Museum is also an interpretive facility located in Endicott though it does not have regular public hours.

Endicott's downtown commercial district along Washington Avenue has active businesses but its streetscape lacks pedestrian appeal. Ethnically settled neighborhoods in the Village are well-established and vital, but are not easily accessible to visitors. The significant down-sizing of IBM left industrial buildings that are now mostly used by another technological company and opportunities remain for clean-up and future revitalization of other former industrial sites. However, there is significant underground contamination that exists under the commercial and residential core of the Village that will be studied for years to come. Comprehensive revitalization of the Village core and surrounding neighborhoods, and increased interpretation of IBM's significant legacy are opportunities that could be encouraged by the Heritage Area. Future Heritage Area efforts could be locally facilitated through a number of groups, including the Visitor Center Advisory Committee, the Center for Technology & Innovation, Service Clubs of Western Broome County, Village Beautification Committee, Endicott Merchants Association, Little Italy's Oak Hill Avenue Improvement Corporation, and the Sons of Italy.

Village of Owego

The Village of Owego was founded in 1787 and is situated on the Susquehanna River at the western edge of the Town of Owego. The completion of the Owego-Ithaca Road in 1808 and the presence of a ferry crossing and later a bridge across the Susquehanna made Owego a prosperous trade center during the nineteenth century. Later, manufacturing and industry created more wealth,

Image of the streetscape in downtown Owego that includes a successful mix of retail, restaurants, and small businesses.

resulting in construction of elaborate new homes and commercial buildings.

In the fall of 1849, much of Owego's business district was destroyed by a fire in which 104 buildings were lost. Between 1850 and 1890, the downtown area was rebuilt with new brick buildings, and the commercial district today reflects this construction period. Today, Owego is the second largest village in Tioga County and serves as the county seat. The Village Courthouse Square, with the 1872 Courthouse and county buildings bordering a sloping green and facing the river, forms an impressive gateway to the town center. Owego's streets are lined with an impressive array of residences, public buildings, and churches, including numerous high-end examples of the most popular architectural styles of the nineteenth century.

The Village of Owego boasts distinctive streetscapes that include landscaping, pedestrian amenities, and sidewalk signage.

View from bridge to downtown public activity area and the gateway to the Historic Owego Marketplace.

Owego is the local model of success that can be achieved through a comprehensive and sustained downtown revitalization program. The Village core and surrounding neighborhoods are appealing in character. The adaptive reuse of historic buildings along several commercial streets has created a lively commercial area with a number of fine shops and restaurants. To an extent, the task of revitalization was easier in Owego than in the Triple Cities because of its smaller size and balance of commercial, manufacturing, and residential neighborhoods.

The active involvement and participation by community members has also helped to sustain the Village. Tioga Council on the Arts, Historic Owego Marketplace, Owego Historic Preservation Commission, the Historical Society, and the Tourism Office have all been instrumental in the Village's revitalization. The revitalization programs that have worked in Owego should be supported and used as a model for the revitalization of other villages within the Heritage Area. Further evidence of the success of Owego is its 2007 designation as a "Preserve America" community by the White House and its 2009 designation by Budget Travel Magazine as "America's Coolest Small Town."

Village of Waverly

Waverly began during the eighteenth century as a factory town and was originally believed to lie in Pennsylvania, until a resurvey indicated it was in New York. The arrival of the Erie Railroad in the 1840s spawned considerable development and prosperity in the village, with as many as seven hotels at one point. Manufacturing was also important from the 1800s well into the twentieth century. Located along the Susquehanna, Waverly is laid out in a grid plan and boasts a well-developed downtown retail district with Romanesque and Italianate historic commercial buildings. Residential streets are lined with historic homes dating from the nineteenth and early twentieth century, including some high-style examples of Queen Anne and other residential architecture. Within the residential area are several historic churches and a large village green with a bandstand and adjacent Tudor Revival school.

Waverly has the same kind of small town appeal as Owego, but has not been as successful in implementing revitalization programs. Two and three story historic brick buildings along the Village's primary commercial street are appropriate for revitalization and adaptive reuse, with pleasant and prosperous residential neighborhoods located within walking distance of downtown. A comprehensive revitalization program, similar in design to that which was implemented in Owego, is recommended. A potential partner to further revitalization of the Village in tandem with the Heritage Area could be the Waverly Business Association.
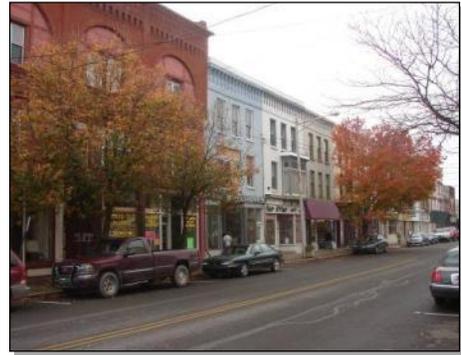
The Village of Waverly boasts a business district with a strong architectural presence and significant opportunities for revitalization.

The Village of Waverly also has an abundance of historic residential neighborhoods lined with high- style examples of residential architecture, such as Queen Anne.

3.2.2.   SECONDARY RESOURCE AREA COMMUNITIES

Village of Newark Valley

The Village of Newark Valley is a small rural community situated at the center of the Town of Newark Valley.   The area was first settled during the 1790s, and the town's name changed multiple times until it became the Town of Newark Valley in 1862.   Early settlers farmed and engaged in small industries.   The arrival of the railroad during the nineteenth century spurred considerable growth around the Newark Valley depot.   The Village of Newark Valley was incorporated in 1894.

The Village has a linear layout with a large park square surrounding the village green and bandstand at the center. At the top is a magnificent brick former free academy that now serves as a post office and town hall.   The tiny Renaissance Revival Tappan Spaulding Memorial Library also stands nearby.   The main street is lined with an array of historic frame commercial buildings, churches, and homes.   An industrial area is sited near the bridge at the north end of the town center and a number of high-style residences are intact at both ends of the Village.

The core of Newark Valley includes the renovated free academy and public gathering space across from town hall.

Newark Valley is a charming crossroads village, and its residents take pride in its historic character as evidenced in the historic railroad station that has been rehabilitated by the Newark Valley Historical Society.   A small number of historic commercial buildings along County Route 38 have the potential to provide high quality adaptive reuse projects provided the right uses are found and market conditions can be improved.

The Bement Billings Farmstead just north of the village is a regional attraction providing historical interpretation and living history programs.   Newark Valley is an ideal candidate to receive technical assistance and support from the Heritage Area toward its continued revitalization.

An active Newark Valley Historical Society manages the activities of the Newark Valley Depot.

Village of Lisle

The Village of Lisle, located within the Town of Lisle northwest of Whitney Point, is situated at the junction of a major road and a railroad line. The area was first settled around 1791 and the town was created in 1803. The area's economy was initially based on lumbering and the harvesting of hemlock bark for tanneries, but has evolved to be primarily agricultural. The Village of Lisle is the only official village within the largely rural Town. The village downtown along State Route 79 contains a green, several historic wood-frame commercial buildings, a well-preserved brick Colonial Revival library built in 1924, as well as two churches. Within the core and along the outskirts are numerous houses of nineteenth-century vintage, including examples of Queen Anne and Italianate architecture.

The Colonial Revival library is an important historic structure in downtown Lisle.

Lisle's location along State Route 79 to Ithaca and near State Route 11 and Interstate 81 suggest that the Village could be revitalized with appropriate commercial uses. A series of wood framed historic commercial buildings are located in the center of the Village and have strong potential for adaptive reuse. These buildings should be the focus of a community-based revitalization effort. Appropriate uses must be found that will take advantage of the customer base along the busy roadway as Lisle has the framework in place to be a strong historic commercial village.

Revitalization efforts in Lisle should focus on the adaptive reuse of existing commercial buildings on State Route 79.

Village of Whitney Point

The Village of Whitney Point is the primary settlement within the Town of Triangle. Its name derives from the confluence of the Tioughnioga and Otselic Rivers, which form a point of land on which the village is situated. The village was originally called Paterson Point, and was renamed Whitneys Point in 1824. It incorporated in 1871 and its name was changed to Whitney Point in the 1940s. Whitney Point suffered two major disasters: a fire in 1897 that destroyed much of the Main Street business district and the Flood of 1935. The flood led to the construction of the Whitney Point Dam and Reservoir and a protective dike around the village. The rebuilt business district survives largely intact, with many distinctive Queen Anne, Second Empire, and Italianate buildings from the late 1800s and early 1900s. The town has an oblong

plan with a central main street, flanked by a narrow grid of residential streets and truncating at the bridge.

Like Lisle, Whitney Point is located in proximity to a busy regional road network. Unlike Lisle, Whitney Point's commercial center is comprised largely of buildings of brick construction, a result of the fire, giving the small village an urban feel. The Main Street business district is located off of the busy roads reducing the negative impacts of traffic. Whitney Point represents the diversity of villages within the Heritage Area; it is similar to Owego and Waverly in character and has strong potential for the adaptive reuse of its historic buildings. Some buildings,

Like other small villages in the Heritage Area, Whitney Point should focus on attracting new small businesses to its downtown.

however, have been inappropriately treated, diminishing their historic character. Design guidelines and creative marketing could turn Whitney Point into a small commercial center.

Village of Windsor

The Village of Windsor was established in 1830 as a commercial and industrial center, and is located near the site of Ouaquaga, one of two major locations of Native American villages in what is now Broome County. The villages were destroyed during the Revolutionary War. The Village of Windsor began with a few stores and grew to include saw mills, as well as manufacturers of wagons, carriages, rakes and whips. The Village was incorporated in 1896, by which time it was a thriving small agricultural town.

The Windsor business district does have a variety of small businesses, including a chain fast food restaurant that has been retrofitted into an existing historic commercial building.

Windsor's main street, part of a very intact National Register district, now boasts over a dozen historic frame or brick commercial buildings and former factories. Two former hotels and a town hall contribute to a well-defined downtown core. Slate sidewalks line the street.

At the edge of the commercial area is the spacious village green with its Tudor Revival bandstand. Two white clapboard churches overlook the green from the rear, and three more are located elsewhere in the Village. The main road and a network of small streets behind the green contain several dozen houses, many of which are excellent examples of Greek Revival and other architectural styles.

The Village green is a centralizing feature with an historic bandstand and two clapboard churches that overlook the Village.

Windsor has taken significant steps to preserve its historic character and to use that character for community revitalization. As Owego is a model for larger villages, Windsor should be considered a model for the revitalization of the Heritage Area's small, historic villages. Support, assistance, and incentives should be provided to ensure Windsor's continued success. The Windsor Partnership Association could be a local organization that helps to facilitate efforts through the Heritage Area program.

Village of Deposit

The Village of Deposit straddles two towns: the Town of Sanford in Broome County, and the Town of Deposit in Delaware County. In 1811, the Village of Deposit was incorporated, at which time it had only twelve houses. In 1851, the village charter was revised, increasing the village's acreage and making the provision that the village belonged to both counties. The name Deposit references the early period when harvested lumber was deposited at the site, awaiting springtime high waters when the logs were floated downstream to market. Lumbering and manufacture of wood byproducts, bluestone quarrying, and farming have remained the primary economic focus.

Image of the Deposit central business district shows an active streetscape with cars parked on the street. Appropriate façade treatments should be encouraged.

Deposit is located in a remote location at the far eastern edge of the Heritage Area and is laid out in a grid plan with a well-developed historic downtown core of commercial buildings along Front Street. Churches, a school, a library, an historic theatre, and numerous historic homes border the commercial zone. Its well-defined main street has a number of historic buildings. However, many of the buildings have been treated inappropriately, diminishing their historic character. Residential areas adjacent to the commercial center are quite charming, and a number of historic residences have

The Village of Deposit has a number of historic residential neighborhoods.

been appropriately rehabilitated. The Heritage Area should support local efforts to improve the character of the downtown corridor and create a stronger connection to the geographic core of the Heritage Area through interpretation and story-telling.

3.2.3. TERTIARY RESOURCE AREA COMMUNITIES

Hamlet of Maine

The Hamlet of Maine is a small linear settlement along State Route 26 within the Town of Maine, north of Endicott. The Town of Maine was formed from the Town of Union and incorporated in 1848, though settlement of the town by Europeans had commenced 50 years earlier. The Hamlet of Maine includes a post office, churches, stores, a tavern, a former high school, and a village green with a historic bandstand.   Numerous examples of well-preserved nineteenth-century houses line both Rt. 26 and several small side streets, with more rural properties on the outskirts of the hamlet. The hamlet is spread out, without a strong center, and suffers from the speed of traffic along State Route 26. The hamlet is charming, however, with historic buildings of high character and adjacent residential streets. The Heritage Area should support efforts of the Town and the Nanticoke Valley Historical Society to strengthen and build upon the hamlets existing character.

The Hamlet of Maine should build upon its historical character and rural assets.

Village of Candor

The Village of Candor is the central settlement within the rural Town of Candor. It was established in 1794 and developed into a crossroads community with a small downtown core of brick and frame commercial buildings constructed during the 1800s and early 1900s. Numerous houses and a church of the same period surround the core to make up the remainder of the village.

High-quality historic structures remain largely intact through the center of Candor.

Candor is located at the intersections of State Routes 96 and 96B. Route 96B extends north from Candor to Ithaca, and State Route 96 extends south to Owego. The road is heavily traveled and very busy, with many contemporary commercial enterprises.   Candor's numerous historic

buildings are of high quality and are spread out, located in several groupings, each distinctive. They include some exquisite historic residences that have been adaptively reused as offices. A large brick structure, uncharacteristic of the village, is on verge of collapse. Candor appears to be an economically stable community and local interests in preservation and appropriate development should be supported by the Heritage Area.

Village of Spencer

Established in 1886, the Village of Spencer occupies a crossroads within an agricultural valley. It has a small downtown area with a handful of historic Italianate-style brick commercial buildings as well as a few newer business properties. The architecture of the village homes, churches, and businesses is predominantly late nineteenth – early twentieth century, with a few earlier residential examples.

Image of commercial area in Village of Spencer.

Spencer's historic buildings are spread out and lack a strong central core. However, it is apparent to visitors that the Village takes pride in its historic character as evidenced by street banners and brochures. A number of significant buildings have been appropriately rehabilitated. Spencer is the location of the Frisbie Homestead, a local museum with hands-on exhibits for children, and the museum and archive of the Spencer Historical Society. The Heritage Area should support the Village and work with existing Heritage Area sites and organizations to further revitalization efforts.

Banners reflect local pride in the history of the Village of Spencer.

Village of Nichols

Historic building renovations are currently underway in the Village of Nichols.

The Village of Nichols is located south of the Susquehanna River in the Town of Nichols. The town was settled beginning in the 1790s and incorporated in 1824. Situated at the crossroads of River Road and County Route 282, the village developed during the nineteenth century as a busy shipping point. A bridge was constructed across the Susquehanna in 1831 and the arrival of the Erie Railroad across the river made Nichols a prime location to accumulate lumber and agricultural products from the surrounding area. The Village got its own railroad depot

in 1881 when the Delaware, Lackawanna & Western Railroad was built.

The Village of Nichols was a busy and thriving place with hotels, taverns, retail, and service businesses. During the twentieth century, shipping and local business dwindled off, and Nichols became more of a bedroom community for nearby towns like Owego. The Village of Nichols today retains a downtown core of wood-framed commercial buildings, a village green and church, a town hall housed in a historic barn, and a number of fine nineteenth-century homes, including a magnificent Greek Revival house that now serves as the town's Cady Library, a strong cultural asset. Nichols is reached by bridge from scenic State Route 17C, north of the river.

3.2.4. PRIMARY CORRIDOR COMMUNITIES

Town of Dickinson

The Town of Dickinson is located in Broome County north of the City of Binghamton and was established in 1890. The former Chenango Canal passed through the Town with the Village of Port Dickinson serving as a key port within the Town. Today, the Town is a suburban community of the City of Binghamton and is home to heritage resources including Cutler Botanic Garden and the regionally significant Otsiningo Park. The Town is heavily developed along the river and is bisected by Interstate Routes 81 and 88.

Cutler Botanic Garden is a heritage-area recognized destination in the Town of Dickinson.

Village of Port Dickinson

The Village of Port Dickinson was incorporated in 1876 and became an important port on the Chenango Canal. Today, the Village is still situated along major transportation corridors, including the beginning of Interstate 88 and the end of State Route 7. The Village has a potential National Register District and is located along the historic canal route. Heavily developed, the Heritage Area should support the efforts of the Village in recognizing and protecting their remaining historical assets and landscape resources.

View of Chenango Street in the Village of Port Dickinson.

Town of Union

The Town of Union is located along the northern bank of the Susquehanna River just west of the City of Binghamton. It includes the villages of Johnson City and Endicott and the surrounding western suburbs of the city. In addition to the villages, Union is also home to the hamlet of Endwell. The Town of Union was established in 1791 and was originally located in Tioga County. When Broome County was formed, Union became known as the "mother town" of the county. During the Revolutionary War, Union was the location where patriot forces under Generals Sullivan and Clinton met in their campaign to remove the Iroquois presence in the region and prevent further raids upon patriot settlements. The Town derives its name from this meeting. Following the Revolution, Union was opened to settlement and experienced a period of growth between 1800 and 1850 with the development of grist mills along streams and an expanding lumber and timber industry.

Washingtonian Hall is a prominent historic resource in the Town of Union.

The Town remained largely agricultural until the late 1800's when the Lestershire Boot and Shoe Company came into the Town and brought with it many newcomers interested in related business opportunities. Stores, small factories, churches, schools, and a fire department all emerged during the 1890's. Into the early 1900's the town continued to grow with factories and workers as the Endicott-Johnson company began to grow. As time moved on, the delineation between villages and the town was harder to define. Union is significant for the story of its early development as well as for being the location of Johnson City and Endicott, with their significant resources and neighborhoods that are central to the industrial story of the region.

Town of Vestal

The Town of Vestal, located along the Susquehanna River to the south of Union, was established in 1823 and remained largely rural and agricultural for its first century with a small number of industrial mills. A primary commercial hub of the town formed along Front Street, and five hamlets developed: Ross Corners, Tracy Creek, Vestal Center, Willow Point, and Twin Orchards. The primary settlement of Vestal and the hamlets had stores, churches, mills, and concentrated clusters of residents.

A historic structure serves as the gateway to the successful Rails to Trails project in the Town of Vestal.

In the mid-20th century, Vestal became a bedroom community for employees of large industries in the Triple Cities. Numerous residential subdivisions were built on what had been farmland, giving the town its present suburban character. Vestal's historic downtown core was destroyed by fire in 1927 and rebuilt, giving it a twentieth century appearance. Harpur College, now Binghamton University, built its new main campus in Vestal in the 1950s, attracting more residents. The Vestal Parkway was enlarged to a four-lane road and attracted commercial and light industrial developments along its length, including several large shopping centers. Vestal is now the primary retail center for Broome County and continues to function as a suburban college town.

Vestal's population exploded in the 1950s and 1960s with the construction of residential developments on the hills rising south from the Susquehanna River and Parkway. IBM's Airborne Laboratory was located in Vestal until 1957, when a major facility was built for the Apollo program effort in Owego, now the site of Lockheed Martin Systems Integration.

These changes dramatically altered the once rural community, and the original center of the Town at Five Corners south of the river from Endicott is barely recognizable to visitors. The railroad, Vestal Parkway, State Route 17, and late 20th century commercial development now dominates the character of the landscape. Nonetheless, Vestal has taken significant steps to preserve aspects of its heritage, including establishment of the Vestal Museum, a relocated and restored railroad station, and creation of the Vestal Rail Trail. These and other resources contribute to the character of the community and provide the opportunity to interpret its history. The Heritage Area should support these community efforts and promote improvement of the design quality in the commercial corridor.

Town of Owego

The Town of Owego is located in the southeast corner of Tioga County and is bisected by the Susquehanna River. The Town was originally settled in the 1780's on the site of an Iroquois Indian village. Early growth of the town was directly associated within its riverfront location,

water-based transportation, and its lumbering industry. By the mid-nineteenth century local industries in the Town had expanded to include cigar manufacturing, piano manufacturing, and farm equipment manufacturing.[4]

Hiawatha Island is located in the center of the Susquehanna River across from the Town's Hickories

The Waterman Center is an educational, interpretive, and recreation facility in the Town of Owego.

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[4] Town of Owego Comprehensive Plan, page 4

Park. Hiawatha Island is recognized for its historical value as the site of the peace conference that founded the Iroquois Confederation in the 1400's; the former home of John D. Rockefeller; and the site of a popular resort and hotel in the late 1800's and early 1900's. During this time steamboats carried tourists to the area and the Island and surrounding lands became a popular destination for summer resorts and visitors to the southern tier. The development of the railroad also impacted the town and contributed to its presence as a transportation hub. In the 1880's, a railroad bridge was constructed across the Susquehanna River.[5]

While the village was the center of development and industry, the town remained largely rural and agricultural until after World War II when suburbanization and growth began to result in a greater amount of residential and business development. The Town of Owego is home to a number of regional employers, including Lockheed Martin Systems Integration, Ensco, and Tioga County Government.[6] The Town is recognized with a number of distinct neighborhood areas, including Campville, Crestview Heights, and Apalachin which have a more suburban character in contrast to the rural outlying areas and more urban form of the Village of Owego. The town has a rich assortment of agritourism resources and recreation resources and is bisected by the proposed Susquehanna Heritage Byway (State Routes 17 and 17C).

Town of Tioga

The Town of Tioga is centrally located in Tioga County with the Susquehanna River forming its southern border. The primary industry in the Town has historically been agriculture and the Town remains a strong farming community today. Tioga's scenic character is among its most

valuable assets, both along the river and in the hills and narrow valleys north of the river. Many of the hilltops are wooded. The Town of Tioga includes several distinct hamlets, including Tioga Center, Smithboro, Halsey Valley, and Straits Corners. Tioga Center is the most developed of the hamlet areas along State Route 17C. The Tioga Centre General Store, on State Route 17C, is reminiscent of the earlier town and now specializes in antiques and collectibles.[7] The town, and particularly State Routes 17 and 17C, provide a strong linkage between the Villages of Owego and Waverly and offer scenic views of the River and natural landscapes of the region.

Image of creek in the Town of Tioga is representative of the valuable natural and scenic resources within the Susquehanna Heritage Area.

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[5] Ibid

[6] www.tiogacountyny.com/towns_villages/owego.php

[7] www.tiogacountyny.com/towns_villages/tioga.php

Town of Nichols

The Town of Nichols, established in 1824 from part of the Town of Tioga, is located west of Owego and south of the Susquehanna River along the New York-Pennsylvania border. The Town includes the incorporated Village of Nichols, as well as the hamlets of Briggs Hollow, Hoopers Valley, Litchfield, and Lounsberry.[8] Historically, and continuing through the present,

Image of the Nichols Town Hall.

agriculture and mining are two of the major industries within the town. One of the most recent and major changes to the town landscape was the construction of Tioga Downs racetrack and casino in 2006. Located on State Route 17, Tioga Downs is a major tourist draw, particularly in the summer months during horse race season. The Town of Nichols contributes to the Heritage Area because of its historic rural character, prominent location along the river, the presence of the Village of Nichols, individual heritage resources, and the connections provided along State Route 17.

Town of Barton

The Town of Barton is located in the southwest corner of Tioga County and borders the Susquehanna River, Pennsylvania, and Chemung County. The Village of Waverly is located in the southwestern corner of the town at the confluence of the Chemung and Susquehanna Rivers. Waverly is the center of development within the town with outlying areas retaining their rural character and agricultural industries. Historic Waverly, the scenic landscapes of the town, the presence of Two Rivers State Park, and the State Route 34 linkage between Waverly and Spencer justify the inclusion of the town within the proposed Heritage Area.

Image of Two Rivers State Park shows the southern pond that is known for its excellent kayaking conditions.

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[8] En.wikipedia.org/wiki/Nichols_(town),_New_York

3.2.5. SECONDARY CORRIDOR COMMUNITIES

Town of Newark Valley

The Town of Newark Valley is located north of Owego and is characterized by its scenic rural landscape. The West Branch of the Owego Creek forms the western boundary of the town and is one of the most prominent and scenic agricultural valleys within the region. The East Branch of the creek bisects the town and is a historic road and railroad corridor. The East Branch valley is highlighted by the concentration of historic buildings and services along State Route 38 in the Village of Newark Valley. Primarily rural in character, there are some areas in the southern portion of the town that have taken on more of a suburban character for residents that commute to jobs in Owego and the Triple-Cities area.

Historic sites have been a source of visitation to the town, most notably to Bement Billings Farmstead. There is a significant concentration of historic resources, including National Register listed sites and buildings, throughout the town and along the State Route 38 corridor. State Route 38 is an important north-south connector within the Heritage Area linking the Village of Owego to the south to the Villages of Newark Valley and Lisle to the north.

Image of Bement Billings Farmstead in the Town of Newark Valley.

Town of Berkshire

The Town of Berkshire in Tioga County is named after Berkshire County in Massachusetts and was originally known as "Browns Settlement." The town was established in 1808 from the Town of Union and became part of Tioga County in 1822. The Town of Berkshire is located immediately north of Newark Valley. Like Newark Valley, the town's western boundary is along the West Branch of Owego Creek, and the town is bisected by scenic State Route 38, which serves as a proposed heritage corridor. The town has a significant number of historic buildings and sites which are recognized by designation on the National Register of Historic Places, as well as the designation of the Berkshire National Register Historic District.

Berkshire United Method Church is an extant structure in the Town dating to 1889.

Berkshire has retained its rural character and still has a vibrant mix of agricultural uses including dairy farms. Other industries present in the town today include a growing hardwood processing and distribution company, retail seafood business, agricultural support services and "cottage industries" interspersed with residential development. Many of these industries contribute to the contemporary agribusiness themes of the Heritage Area. The hilly and open landscape offers both spectacular views and opportunities for recreational activities.

Town of Richford

The Town of Richford is centered near the intersection of State Routes 38 and 79 in northern Tioga County and provides an important connection between Heritage Area communities in Tioga and Broome Counties. Approximately one-fifth of the land area in the town is identified as part of a state forest. With the strong state forest presence and some of the highest elevations in Tioga County, Richford is notable for both its rural landscape and its recreational opportunities. The town is also recognized as the birthplace of John D. Rockefeller.[9]

Image from Richford looking toward Michigan Hill and Griggs Gulf State Forests exemplifies the rural, scenic beauty of the Heritage Area.

Town of Lisle

The Town of Lisle was first settled by Europeans in the 1790's and officially became incorporated in 1800 at which time it included the land area of the present day towns of Lisle, Triangle, Barker, and Nanticoke. In 1831 each of the Towns were separated forming their current boundaries. The early economy of Lisle relied on logging and timber which was supported by an active saw mill industry within the town. Tanneries were also active in Lisle until the 1920's. Other small industries also supported a diverse local economy, including gristmills, creameries, blacksmiths, doctors, lawyers, and grocers. The stories of these early industries and their legacies are significant Heritage Area themes. Today, the Town of Lisle is home to the historic Village of Lisle, various agritourism resources, and the State Route 79 scenic corridor. Lisle is a significant gateway to the Heritage Area, with the Route 11 and Interstate 81 corridor providing access from the north and as the first developed portion of Route 79 providing access from Ithaca to the west.

Winding rural roadways, scenic viewsheds, and farmland are defining features of the landscape in the Town of Lisle.

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[9] www.tiogacountyny.com/towns_villages/richford.php

Town of Triangle

The Town of Triangle was originally known as the "Chenango Triangle" because of the triangular shaped formed by its location at the confluence of the Tioughnioga and Otselic Rivers. The Town was officially formed in 1831 and includes the Village of Whitney Point and the Hamlets of Triangle, Hazzard Corners, and Upper Lisle. The Town was once covered by dense forests that were valuable for lumbering and provided a source of income for early settlers. By the mid-1800s lumber supplies had declined and the community slowly transitioned to an agricultural economy that was recognized for its high concentration of dairy farms. These early industries represent key themes of the Heritage Area's rural landscape.

A view of one of the proposed "Local Heritage Byways" through the Town of Triangle.

The physical development of the Town was impacted by two major events in 1897 and 1935. The Great Fire of 1897 burned most buildings on the Main Street in the Village of Whitney Point and the Flood of 1935 washed away buildings and bridges and caused numerous drownings. Following the fire, the village was rebuilt with brick buildings, in contrast to other small historic villages and hamlets in the Heritage Area. Following the flood the US Army Corps of Engineers constructed the Whitney Point Dam, forming the Whitney Point Reservoir which now serves as a summer recreation destination for fishing, swimming, and boating.[10] The Town is also recognized as the home to Dorchester Park and the Broome County Fairgrounds which was held for the first time in 1858.

A meandering creek in the Town of Barker exemplifies the natural beauty and resources of the Heritage Area.

Town of Barker

The Town of Barker is one of the oldest communities in Broome County, established on April 18, 1831. Historically, the town has been a small agriculture-based community. As in many rural communities, the mid-twentieth century saw unprecedented levels of growth due to rapid suburbanization and an influx of urban dwellers interested in residing in attractive, rural communities. The town is characterized by rolling hills, a narrow river, and a stream valley with few suburban style residential developments. Many of the rural attributes and agribusinesses in the town

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[10] Town of Triangle Final Comprehensive Plan, 2004, pages 3-1 and 3-2

have been retained. The Tioughnioga River bisects the town flowing south from Whitney Point to the Chenango River. The Route 11/Interstate 81 corridor and State Route 79 corridor along the river are key transportation routes. Route 79 is a proposed byway within the Heritage Area. [11]

Town of Chenango

The Town of Chenango is located northeast of Binghamton and is one of the original towns of Broome County from which other towns were later formed. The town includes the hamlets of Castle Creek, Chenango Bridge, Nimmonsburg, Chenango Forks, and Kattelville. The town has good transportation access via State Route 12 and Interstate 81. Route 12 is designated as a proposed local scenic byway within the Heritage Area. Historically, the town never embraced manufacturing enterprises but focused on agricultural industries. The picturesque character of the community has been largely preserved with the rolling hills of the Chenango River valley to its west and the rural landscape and farming communities that extend to the north.

The Chenango Schoolhouse Museum is an important historical resource in the Town of Chenango.

Town of Fenton

The Town of Fenton was officially formed in 1855 and was originally named Port Crane after an engineer involved in the construction of the Chenango Canal. The town prospered in the 1800's with the opening of the Chenango Canal and its location on the Chenango River. The town became a principal trade center and was a depot for lumber for many years. Boat building and repairing were also important industries. The town's pinnacle was in the mid-nineteenth century but the region declined along with related small towns and villages when the Chenango Canal closed in 1878. The original hamlet of Port Crane includes two churches, a schoolhouse, and three general stores, though few of these original structures still exist today. As the town evolved, after the canal closed, the

An historic home and farm in the Town of Fenton is a reminder of the importance of the farming industry, both historically and today.

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[11] Town of Barker Master Plan, John Frazier and Joseph Missavage, November 1986

primary industry transitioned from lumbering to farming. Today, farming is still an important aspect of the local community, though residential growth has also occurred, as the town has become a bedroom community for nearby Binghamton.[12]

The presence of Chenango Valley State Park has a positive impact on the community and is a significant asset for local residents, both from a recreational and historical perspective. The park is key interpretive resource within the Heritage Area. The town has taken important steps to

Chenango Valley State Park is a significant historical destination and attraction within the Susquehanna Heritage Area.

preserve aspects of its history, including preserving portions of the stone aqueducts, locks, and other structures along its original route near the park and partnering with park staff to develop trails along the towpath. The Methodist Church, built in 1832, and the Port Crane Community Baptist Church, built in 1870 are also standing remnants of the original Port Crane community. These resources, as well as others, contribute to the character of the community and future efforts associated with the Town's remaining historic resources and Chenango Valley State Park should be supported by the Heritage Area.

Town of Colesville

The Town of Colesville is a rural community located on the eastern end of Broome County. The town has become a bedroom community for nearby Binghamton and has experienced growth associated with its proximity to the city and its easy access to Interstate 88. The Town of Colesville is bisected by the upper Susquehanna River and State Route 79 which serves as an important scenic connection through Broome County, affording scenic views and linking Heritage Area resource areas. Colesville is home to Nathaniel Cole Park, a county park offering recreational opportunities, a number of agritourism businesses, and Harpursville United Methodist Church, a historic building listed on the National Register of Historic Places.

Nathaniel Cole Park is an established and popular recreation site in Broome County.

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[12] Town of Fenton Comprehensive Plan

Town of Sanford

The Town of Sanford is the easternmost town in Broome County, formed in 1821. The town includes the Village of Deposit which is partially located in Broome County and partially located in neighboring Delaware County, as well as a number of hamlets, including Danville, Gulf Summit, Howes, McClure, North Sanford, Sanford, and Vallonia Springs. Unlike other towns within the Heritage Area, Sanford is within the Delaware River watershed, and its creeks drain to east to the West Branch of the Delaware River, which forms its eastern boundary. The Town is hilly, wooded, and largely undeveloped. Oquaga Creek, Oquaga Lake, and Oquaga Creek State Park are key features within the town, providing both natural beauty and recreational opportunities. There are also a number of publicly accessible state forests within the town.

Sunset image from Oquaga Creek State Park captures the scenic beauty found in the region.

Town of Windsor

The Town of Windsor was formed in 1807 from the Town of Chenango and includes the incorporated Village of Windsor and unincorporated villages of Damascus, East Windsor, and West Windsor. The Susquehanna River flows north-south through the Town of Windsor before turning west toward Binghamton. The river is a primary natural and scenic resource within both the town and the Heritage Area. This stretch of river valley was the location of a series of well-developed Iroquois settlements before the American Revolution. During the war, they were a center of British support. From these settlements, Mohawk leader Joseph Brant led raids against patriot settlements to the north and east, resulting in retaliatory campaigns that destroyed the villages.[13]

Windsor is one of the oldest towns in Broome County, created only one year after the official birth of Broome County in 1806. The town was a popular homesteading location for many Revolutionary War veterans when the land was opened for settlement after the war. By the late 1890's, Windsor

The Ouaquaga Bridge is an excellent example of a lenticular truss bridge. The bridge is one of few of this style still standing throughout the United States.

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[13] www.windsorny.org/historic_windsor.html

was the buggy whip manufacturing capital of New York State with three factories within the Town boundary.[14] One of the most recognizable features in the town today is the Ouaquaga Bridge, one of the few lenticular truss bridges still standing (www.HistoricBridges.org). In 2003, the bridge was placed on the National Register of Historic Places. Built in 1888 by the Berlin Iron Bridge Company, the 341-foot bridge traverses the Susquehanna River.

State Routes 79 and 17 meet in the Village of Windsor and are picturesque connections through the Town, connecting Heritage Area resource areas to the north, west, and east. State forests, Hawkins Pond Nature Area County Park, and agritourism businesses also contribute to the town's identification as part of the proposed Susquehanna Heritage Area.

Town of Conklin

The Town of Conklin forms part of the southern boundary of Broome County and was first settled in 1788 and officially established in 1824. The Town of Conklin includes a number of unincorporated hamlets, including Corbettsville, Conklin, Conklin Forks, Conklin Station, and Conklin Center. Conklin is located west of Windsor, with the Susquehanna River running south-to-north through the town. The river is the primary geographic feature within the town, with significant roads and development along the river valley. The physical characteristics of the town have historically been impacted, most recently in 2006, by massive flooding. The 2006 flood isolated the center of the town and resulted in tens of millions of dollars in damages to homes and businesses.[15] State Route 17 runs through the northern portion of the town.

An extant commercial structure in the Hamlet of Corbettsville showcases the history still present in the Town of Conklin.

The Town community center is housed in the circa 1900 castle-like home of Alpheus Corby, a local resident. "The Castle" was built by Alpheus after visiting England and admiring the country's unique architectural style. The building was purchased after Corby died by George F. Johnson who turned the building into a home for underprivileged children. Johnson donated the castle in 1940 to the Town for use as a community center.

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[14] Ibid.

[15] En.wikipedia.org/wiki/Conklin_New_York

3.2.6. TERTIARY CORRIDOR COMMUNITIES

Town of Binghamton

The Town of Binghamton is located in south-central Broome County. The northern portion of the town includes the confluence of the Susquehanna and Chenango Rivers and the City of Binghamton. In 1786 William Bingham bought more than 32,000 acres of land in this area, including the location of the present day city. Also included was land identified as the Town of Chenango. The Town was divided in 1855, effectively creating the Town of Binghamton. The Town was further reduced in size to its present boundaries in 1890. The Town of Binghamton has transitioned from dense forest land, to dairy farming, to a residential community with easy access to nearby urban centers. South of the Susquehanna River to the state border with Pennsylvania, the landscape is characterized by small hills with wooded hilltops and open land along the historic roadways. Agritourism resources continue to have a strong presence in the town today.

Lone Maple Farm is one of the many agritourism businesses located within the Town of Binghamton.

Town of Spencer

The Town of Spencer was organized in 1806 from the Town of Tioga. Historically, and today, the Town consists largely of agricultural and undeveloped lands and has a strong relationship to the City of Ithaca and Cornell University to the west. The Town is characterized by the broad valleys along the Route 34 and 96 corridors. Spencer lies at the juncture of these valleys, which have some of the most significant farmlands within the region. In addition to the incorporated Village of Spencer, a number of distinguishable hamlets are located within the Town including Cowells Corners, Crum Town, North Spencer, and West Candor.

The scenic landscape in the Town of Spencer is similar to other outlying, rural areas in Tioga County.

Identified tertiary corridor connections run through the Town and create important linkages between the Village of Waverly, Village of Spencer, and Village of Candor. The rural landscape of the Town is also home to a diverse number of agritourism resources that should be integrated and promoted as part of the Susquehanna Heritage Area Program.

Town of Candor

The Town of Candor, located in north-central Tioga County, has historically been an agricultural community. The Village of Candor is the primary center of activity in the town, though there are a number of distinct hamlets including Catatonk, Willseyville, Weltonville, Fairfield, and Gridleyville.[16] Route 96 is a major north-south roadway linking Owego to Ithaca with significant roadside development. Much of this development supports agribusiness within the region. Agritourism resources in the town are plentiful and serve as visitor attractions, particularly through the fall harvest season. Iron Kettle Farm on Route 96, Fallow Hollow Deer Farm, and Side Hill Acres Goat Farm are exemplary examples of the unique agricultural industries present in the proposed Heritage Area boundary.

View along Route 96 in the Town of Candor showcases scenic linkages between Heritage Area nodes.

Town of Maine

The Town of Maine was settled in 1794 but was not fully incorporated until 1848 when it separated from the Town of Union. Maine is located north of Union and east of Newark Valley. The town grew to a highpoint through the mid 1800's as an agriculturally based community. That early growth was followed by a steady decline through the early 1900's. The population of the town began to once again grow rapidly after World War II. The most notable change to the town's landscape was the construction of the Greater Binghamton Airport between 1945 and 1951.[17] The early history of the community is preserved and displayed for the education of the community at the Nanticoke Valley Historical Museum on State Route 26. The Finch Hollow Nature Center is an important natural, educational, and recreational resource that should be highlighted as part of the Heritage Area.

Existing farmstead located on Route 21 in the Town of Maine.

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[16] www.tiogacountyny.com/towns_villages/candor.php

[17] Town of Maine Comprehensive Plan 2008, page 3-1

Town of Nanticoke

The Town of Nanticoke is located on the western boundary of Broome County, north of the Town of Maine. The Nanticoke-Maine valley was originally settled by the Nanticoke Indian tribe in the late eighteenth century. Today's town boundaries were officially established in 1831. The population of the town grew into the late 1800's when it prospered with the presence of a strong farming industry and commercial and industrial sectors, including flour and lumber mills. By the mid twentieth century, the population of the town declined due to job losses associated with over-lumbering, changing technology, and increased competition from surrounding communities.

Sunny Hill Farm is one of the agritourism businesses located in the Town of Nanticoke.

However, the population of the Town steadily increased between 1960 and 1990 due to an increase in the amount of land available for small lot residential development, some of which is attributable to the subdivision and selling of former agricultural lands.[18] Even with residential growth, the town has retained its rural character and offers scenic viewsheds, cultural landscapes, and agritourism resources to visitors. The town provides a charming linkage between highlighted Heritage Area communities and is home to Greenwood Park, a Broome County park facility.

Town of Kirkwood

The Town of Kirkwood located in south-central Broome County, is named after James P. Kirkwood, an engineer responsible for constructing the local railroad network. The Town was first settled in 1781 when a small gristmill was built and the Town was officially formed from the Town of Conklin in 1859. Due to its location along the Susquehanna River, the Town has been impacted by flood events, most recently in 2006 when riverfront areas of the Town were damaged when the river overflowed its banks. The Susquehanna River valley is one of the most prominent defining features of the Town's landscape today. The Town is well positioned from a transportation and accessibility perspective, adjacent to both the

The Kirkwood Schoolhouse is an important local historic resource and is home to the Kirkwood Historical Society.

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[18] Town of Nanticoke Comprehensive Plan, Planning Board, February 1991

Susquehanna River and major vehicular transportation routes including State Route 17, US Route 11, and Interstate 81. The Town has six hamlet areas, including Brookvale, Five Mile Point, Kirkwood, Kirkwood Center, Langdon, Popes Ravine, and Riverside. In addition to the river, the Town is also home to a number of local parks, including Valley Park and Veterans River Park, which contribute to the recreational importance of the Heritage Area.