

// Greater Binghamton Fund Strategic Investment Plan

September 2018



Southern Tier
SOARING

Greater Binghamton Work Group

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Greater Binghamton Work Group Charge

In 2011, Governor Cuomo launched the Regional Economic Development Councils (REDC's) and established an economic development approach that is driven at the local and regional levels. To support this local and regional approach to economic development, five work groups were formed to focus on targeted strategies identified in the Southern Tier Upstate Revitalization Initiative (URI) plan, "Southern Tier Soaring." The creation of the work groups charged with implementing the REDC's economic development plans allowed for more regional stakeholders from industries, communities and other groups to be involved and provided an extended forum for sharing ideas and information. The Greater Binghamton Work Group (GBWG) was charged with advancing projects and initiatives associated with one of the four pillars of the Southern Tier Soaring Plan, "Building the Greater Binghamton Innovation Ecosystem." One of the implementation steps identified in the plan was to establish the Greater Binghamton Fund. In August 2017, Governor Cuomo announced the creation of the Greater Binghamton Fund, a financial incentive program to encourage targeted public and private investment in Greater Binghamton's downtowns in order to create an environment for businesses to expand and grow. Beginning in December 2017, the GBWG undertook an extensive community outreach effort including a public call for proposals, focus groups, public meetings, and stakeholder interviews in order to help identify transformative projects.

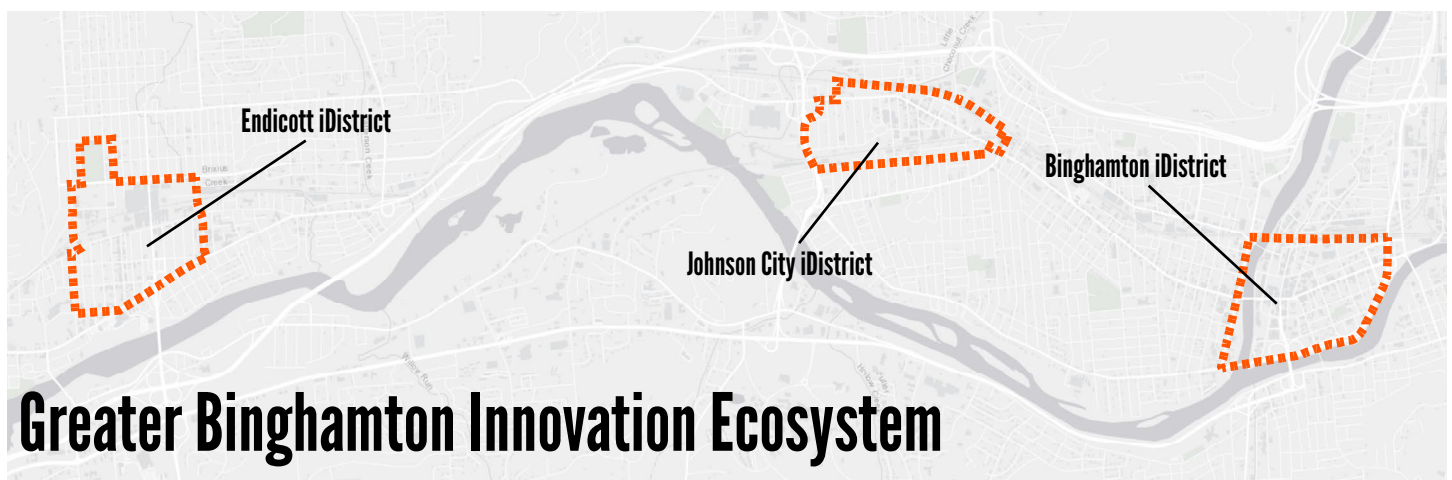
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Introduction

In 2015, the Southern Tier Regional Economic Development Council (REDC) was awarded \$500 million as part of Governor Cuomo's Upstate Revitalization Initiative competition to strategically focus on the economic development of Upstate New York, as part of a long-term regionally-based plan for economic growth. The Southern Tier REDC identified "Building the Greater Binghamton Innovation Ecosystem" as one of the four priorities in their Upstate Revitalization Initiative Plan. In order to achieve their vision, the REDC outlined five strategies, including "Establish the Greater Binghamton Fund" and establishment of three Innovation Districts, or iDistricts, in the City of Binghamton, the Village of Endicott, and the Village of Johnson City. After its identification as an economic development strategy in the Southern Tier Upstate Revitalization Initiative Plan, the Greater Binghamton Fund was established by Governor Cuomo in 2017, creating a financial incentive program to implement transformative projects and to encourage public and private investment in Greater Binghamton's Innovation Districts.

The concept of iDistricts complements existing New York State economic development strategies supporting Placemaking and Downtown Revitalization. iDistricts, placemaking and downtown revitalization are centered on the idea that where investment occurs matters and that in order to attract a talented workforce, the built environment must emphasize creating accessible job centers, sustainable infrastructure and livable communities. The Innovation District strategy recognizes that the new knowledge-based economy supports companies that are trading in suburban office complexes to locate and invest in downtown areas. In these new locations, companies form clusters of innovative, collaborative, and creative firms and people; these are known as "iDistricts." These are urban environments where job opportunities, vibrant neighborhoods, mixed-use developments, walkable/bicycle-friendly streets, multiple transportation options, public spaces, and small and large businesses come together to revitalize the city center.

The three distinctive Greater Binghamton iDistricts are anchored by significant economic drivers including the Southern Tier High Technology Incubator (Binghamton), the Binghamton University School of Pharmacy and Pharmaceutical Sciences (Johnson City), and the Huron Campus (Endicott), which is the site of Binghamton University's Center for Advanced Microelectronic Manufacturing (CAMM). These facilities anchor their respective iDistricts, in turn drawing other innovative businesses, startups, and commercial activity to the area. Funding from the Greater Binghamton Fund is intended to facilitate economic development projects within each iDistrict, helping to make Greater Binghamton an attractive place for businesses to relocate and expand.



Vision

Each of the iDistricts has recently undertaken community planning efforts aimed at addressing challenges resulting from the region's declining manufacturing base, out-migration and disinvestment, particularly in the downtown cores. Through a variety of community engagement efforts, each of the iDistricts has established community vision statements that reflect the unique attributes of their downtowns, while also recognizing their continuity and connection with the larger, regional vision. Each of the projects reflected in the Strategic Investment Plan can be directly tied back to supporting regional and local goals for growth, revitalization and investment.

In 2012, the City of Binghamton undertook a community-driven effort to develop Blueprint Binghamton, a comprehensive plan developed to guide future growth and development in the city. Public involvement was a central component throughout the planning process, including more than 450 community surveys and 1,500 attendees of community workshops, focus groups and open houses. The vision that was developed is a collective representation of thousands of people who live, work, and play in Binghamton.

***Binghamton is...** Thriving, resilient and sustainable, healthy, proud and alive.*

The Endicott iDistrict Revitalization Plan was created to act as a framework for community transformation. Public outreach was a key component to ensure the long-term success of the Revitalization Plan, including a public workshop and a series of stakeholder interviews. Community members, property owners, stakeholders, and elected officials all participated in developing the village's iDistrict vision.

***Endicott is...** A community rooted in innovation, with a creative, progressive vision for the future that encourages advanced technologies, attracts businesses and investment, fosters collaboration among start-ups, established companies, and government, and welcomes residents and visitors.*

Throughout the planning process for the recent Endicott-Johnson Industrial Spine Brownfield Opportunity Area Step 3 Implementation Strategy (EJ-BOA Revitalization Study) in Johnson City, there was significant community outreach to understand community goals and objectives for the downtown and surrounding neighborhoods. Two open-house style public workshops, as well as a series of stakeholder interviews were held to gather feedback from the community related to visioning, prioritizing investments, as well as challenges, strengths and opportunities in Johnson City. With significant input from community members and stakeholders, a vision statement was developed to promote an innovative and forward-thinking community.

***Johnson City is....** A strong and cohesive community of academic and healthcare anchor institutions, healthcare-related businesses, cultural amenities and residents that will transform its urban core into a magnet that attracts inter-professional education, enhanced healthcare, internationally recognized research and opportunities for healthcare-based, high-tech industry.*

Public Involvement

Community engagement is critical to the long-term success and revitalization of Greater Binghamton. Community members, businesses, elected officials and local organizations are partners in implementing the projects included in this Strategic Investment Plan. The GBWG engaged the three municipalities and Broome County to ensure proposed projects aligned with existing strategies and planning documents.

Key elements of the public involvement strategy are summarized below:



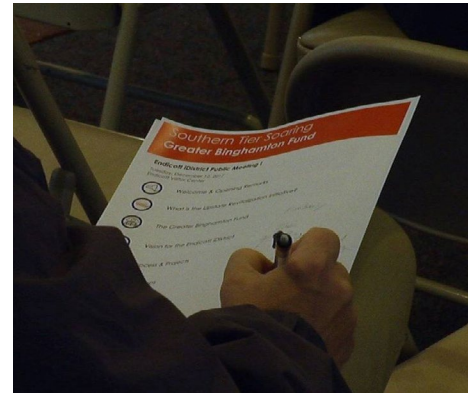
GBWG MEETINGS:

The GBWG met five times over the course of the planning process. The GBWG acted as ambassadors, guiding the identification and prioritization of projects and engaging with stakeholders through the public engagement process.



PUBLIC MEETINGS:

Three public meetings were held at each of the three iDistricts to engage members of each community and provide information about the Greater Binghamton Fund.



FOCUS GROUPS:

Focus group were held with key Greater Binghamton industry leaders.



STAKEHOLDER MEETINGS:

Dozens of stakeholder meetings were held from November 2017 through April 2018. The purpose of these meetings was to identify potential applicants and projects.



Impact

The Greater Binghamton Fund will result in sustainable development and economic growth in each of the iDistricts. Key economic impacts include:

\$80.3
million in public +
private investment

- 139,000 SF of renovated or new commercial space
- 12 streetscape or public realm projects
- Renovation of 4 historically significant properties
- 30 public art installations
- 3 demolitions
- 20 facade renovations
- Adaptive reuse of 9 vacant buildings



152 net new permanent, full-time equivalent jobs in industries including beverage, food and agriculture, hospitality, and property management.

870 temporary direct and indirect construction jobs.

145
new housing
units



affordable housing
units



market-rate
units

GBWG Selected Projects

A total of 50 eligible projects were received through the Greater Binghamton Fund open call for project proposals. After an extensive review process, the GBWG identified 32 priority projects recommended for funding through the Greater Binghamton Fund. Each project identified is considered to be a catalytic project that can jump-start investment in the iDistricts and make an immediate impact on the surrounding community.

For each project, the GBWG considered specific criteria to determine priority for funding through the Greater Binghamton Fund. Below are key criteria the GBWG considered during each project evaluation.

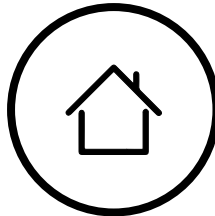
- **Catalytic potential** - Does the project have potential to catalyze other investment?
- **Community and economic impact** - Will the project make an immediate, positive impact?
- **iDistrict programming** - Is the project consistent with desired programming in the iDistrict?
- **Sustainability** - Will the project include green technology/infrastructure? Is it timeless?
- **Project financing** - How much private and non-state funding is leveraged?
- **Site control and regulatory challenges** - Are there any regulatory challenges?
- **Readiness and timeline** - Is the project timeline feasible in the near and/or mid-term?
- **Capacity of responsible entities** - Can the responsible party effectively complete the project?
- **Feasibility** - Is the project economically feasible?
- **Public Support** - Has this project been included in a prior planning document? Has the public voiced support for the project?

GBF Funding Tracks

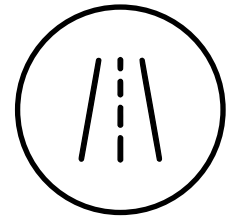
The selected projects will be funded through one of the three funding tracks offered by the Greater Binghamton Fund. The funding tracks were developed with guidance from the GBWG, as well as placemaking, downtown revitalization and iDistrict strategies identified in the Southern Tier Soaring Upstate Revitalization Initiative plan. By investing in innovative and creative projects, including mixed-use and commercial development, housing rehabilitation, the Greater Binghamton Fund program will stimulate new investment and catalyze targeted downtown redevelopment.



**Commercial + Mixed-Use
Property Revitalization**



**iDistrict Housing
Rehabilitation**



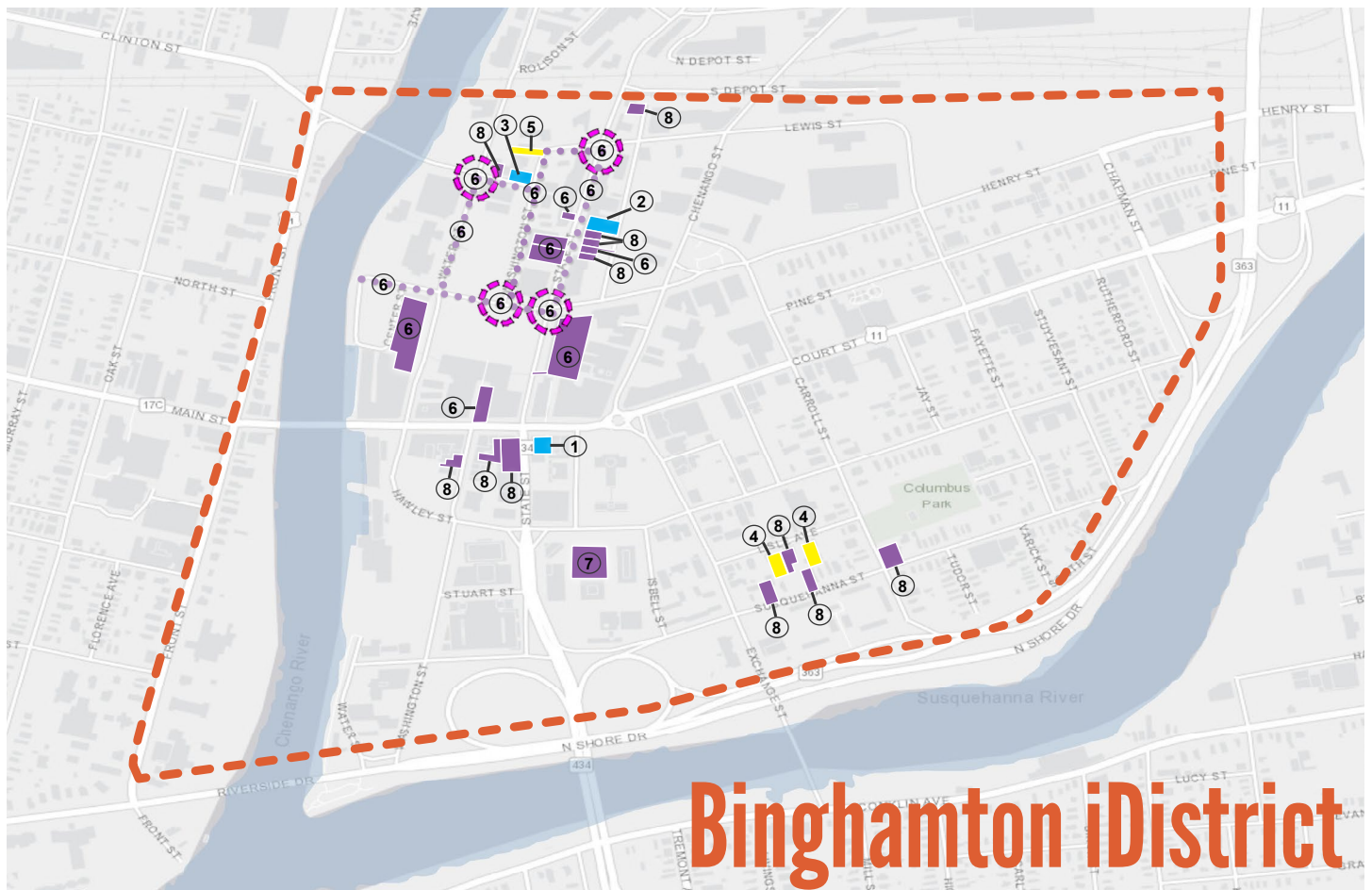
**Streetscape
Improvement**

List of Awarded Projects

	Project	iDistrict	Total Project Cost	GBF Award
Commercial + Mixed-Use Property Revitalization	Satico's Improvements	Endicott	\$ 69,850	\$ 24,450
	EPAC Marquee Sign	Endicott	\$ 150,000	\$ 135,000
	250 Main Street Mixed-Use Project	Johnson City	\$ 156,663	\$ 54,830
	The Club on Washington	Binghamton	\$ 175,000	\$ 50,000
	Renovation of JC's Mixed-Use Buildings	Johnson City	\$ 240,978	\$ 165,696
	Spool Contemporary Arts Space	Johnson City	\$ 248,396	\$ 86,930
	The North Brewery Expansion	Endicott	\$ 300,000	\$ 75,000
	The Armory Lofts	Binghamton	\$ 511,700	\$ 179,090
	Revitalization of the JB Building	Johnson City	\$ 658,390	\$ 230,430
	15 Avenue B - Firehouse Brewery	Johnson City	\$ 874,150	\$ 305,950
	Huron Campus Advanced Manufacturing Hub	Endicott	\$ 1,300,000	\$ 455,000
	Building Expansion for HCA	Johnson City	\$ 1,407,000	\$ 492,444
	Broad Street School Adaptive Reuse	Endicott	\$ 1,943,700	\$ 291,550
	Washington Avenue Infill Development	Endicott	\$ 2,500,000	\$ 538,840
	70-72 Court Street Mixed-Use Housing	Binghamton	\$ 4,750,000	\$ 500,000
iDistrict Housing Rehabilitation	New Hotel in the Endicott iDistrict	Endicott	\$ 7,978,531	\$ 1,595,700
	Southern Tier Ag Revitalization Transformation	Endicott and JC	\$ 11,741,598	\$ 1,949,000
Streetscape Improvement	North Shore Apartment Homes	Binghamton	\$ 2,060,000	\$ 500,000
	The Kenmore	Binghamton	\$ 2,525,500	\$ 500,000
	Redevelopment of Henry B. Endicott School	Endicott	\$ 23,864,566	\$ 3,000,000
	Johnson City Stormwater Mitigation Gardens	Johnson City	\$ 30,000	\$ 20,000
	Johnson City Wi-Fi Hot Spots	Johnson City	\$ 75,325	\$ 65,500
	Johnson City Park Improvements	Johnson City	\$ 170,000	\$ 135,000
	Johnson City Streetscape Improvements	Johnson City	\$ 235,000	\$ 151,000
	iDistrict Murals + Mosaics	all	\$ 273,000	\$ 240,000
	Johnson City Gateways	Johnson City	\$ 575,000	\$ 138,750
	Johnson City Rail Trail	Johnson City	\$ 591,560	\$ 514,400
	Ideal Alley Improvements	Endicott	\$ 762,211	\$ 457,320
	Washington Avenue Streetscapes	Endicott	\$ 2,179,937	\$ 1,307,960
	Endicott Gateway Improvements	Endicott	\$ 3,319,077	\$ 1,991,440
	DECO District	Binghamton	\$ 3,617,659	\$ 1,725,120
	iDistrict Art Parks	all	\$ 4,669,000	\$ 1,320,000

Project Locations

The maps on the following pages highlight the location of funded projects within each iDistrict and show how these projects relate to each other geographically. The concentration of projects in close proximity is intentional, as it provides synergistic opportunities to maximize community investment and revitalization.

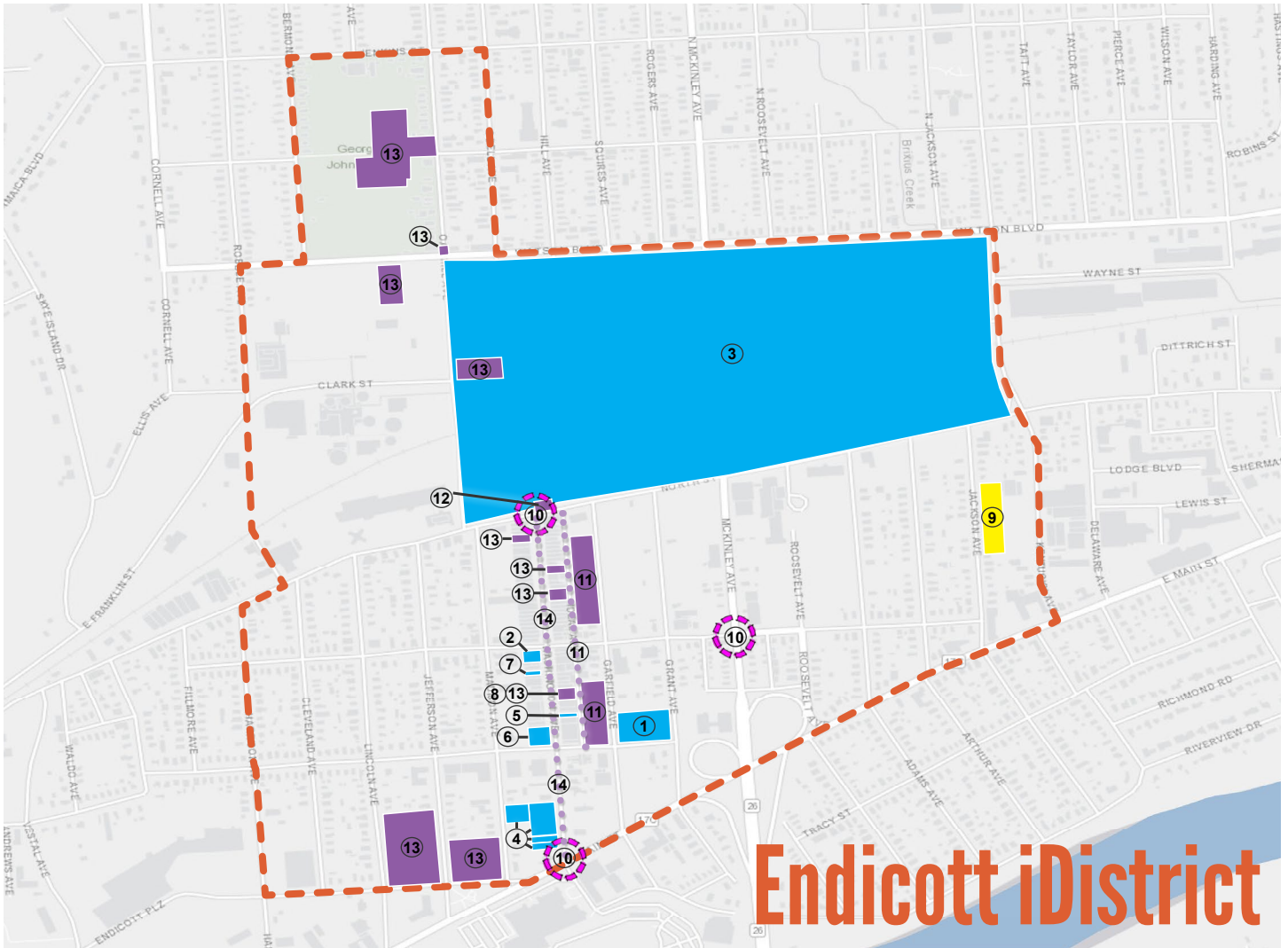


Projects

- | | |
|--|------------------------------|
| ① 70-72 Court Street Mixed-Use Housing | ⑦ iDistrict Art Parks |
| ② The Armory Lofts | ⑧ iDistrict Murals + Mosaics |
| ③ The Club on Washington | |
| ④ North Shore Apartment Homes | |
| ⑤ The Kenmore | |
| ⑥ DECO District | |

- Binghamton iDistrict Boundary
- Streetscape Improvements
- Public Realm Improvements
- Commercial & Mixed-Use Revitalization
- iDistrict Housing Rehabilitation
- Gateway

Project Locations



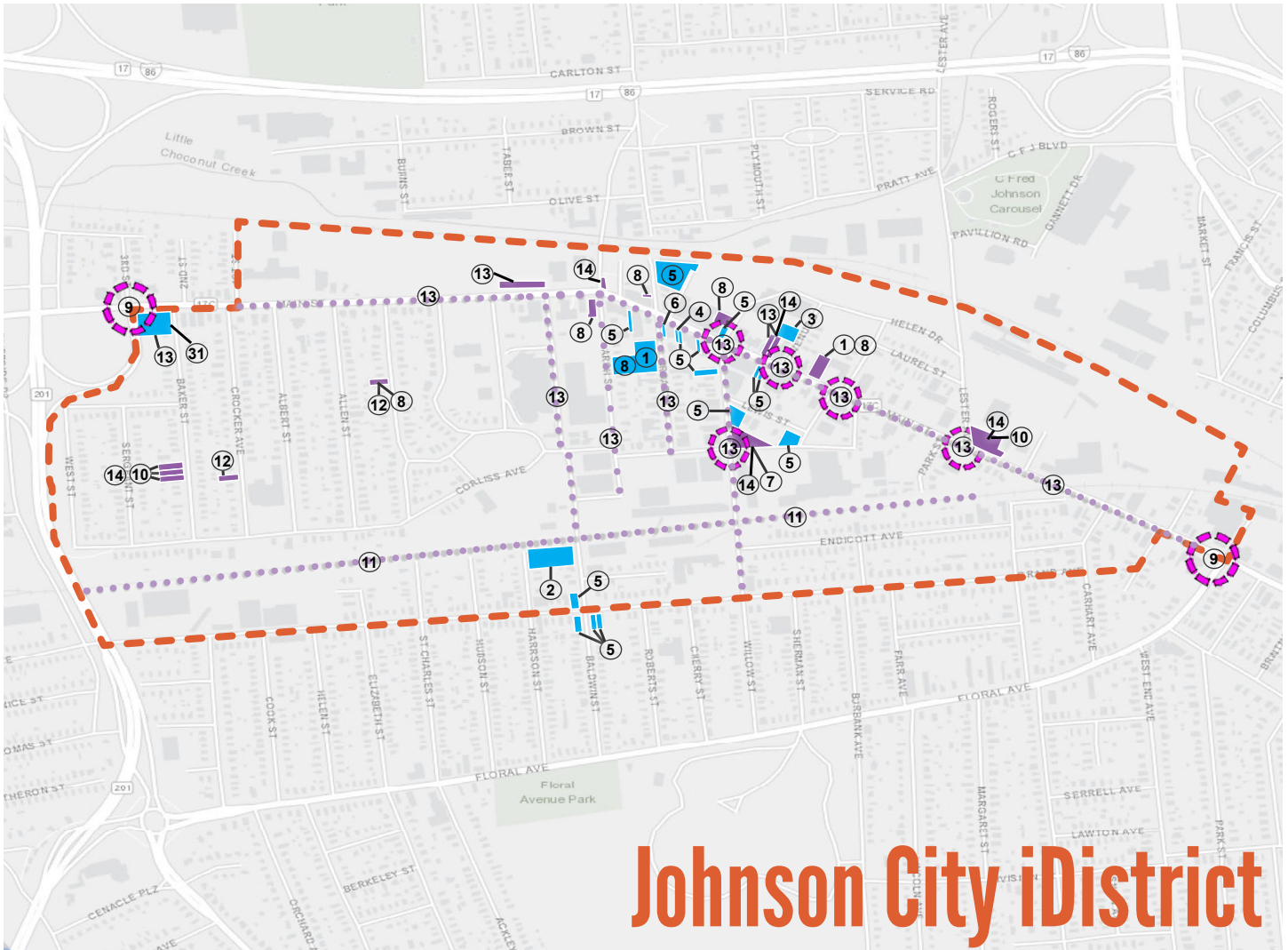
Endicott iDistrict

Projects

- | | |
|--|---|
| ① Broad Street School Adaptive Reuse | ⑨ Redevelopment of Henry B. Endicott School |
| ② EPAC Marquee Sign | ⑩ Endicott Gateway Improvements |
| ③ Huron Campus Advanced Manufacturing Hub | ⑪ Ideal Alley Improvements |
| ④ New Hotel in Endicott iDistrict | ⑫ iDistrict Art Parks |
| ⑤ Satico's Improvements | ⑬ iDistrict Murals + Mosaics |
| ⑥ Southern Tier Agriculture Revitalization | ⑭ Washington Avenue Streetscapes |
| ⑦ The North Brewery Expansion | |
| ⑧ Washington Avenue Infill Development | |

- Binghamton iDistrict Boundary
- Streetscape Improvements
- Public Realm Improvements
- Commercial & Mixed-Use Revitalization
- iDistrict Housing Rehabilitation
- Gateway

Project Locations



Projects

- | | |
|--|--|
| ① Southern Tier Agriculture Revitalization | ⑧ iDistrict Murals + Mosaics |
| ② SPOOL Contemporary Arts Space | ⑨ Johnson City Gateways |
| ③ 15 Avenue B – Firehouse Brewery | ⑩ Johnson City Park Improvements |
| ④ 250 Main Street Mixed-Use Project | ⑪ Johnson City Rail Trail |
| ⑤ Renovations of JC's Mixed-Use Buildings | ⑫ Johnson City Stormwater Mitigation Gardens |
| ⑥ Revitalization of JB Building | ⑬ Johnson City Streetscape Improvements |
| ⑦ iDistrict Art Parks | ⑭ Johnson City Wi-Fi Hot Spots |

- Binghamton iDistrict Boundary
- Streetscape Improvements
- Public Realm Improvements
- Commercial & Mixed-Use Revitalization
- iDistrict Housing Rehabilitation
- Gateway

Commercial + Mixed-Use Property Revitalization Program

Why It Matters:

The Commercial and Mixed-Use Property Revitalization Program provides funding for commercial projects that will improve the urban vitality of city centers in Greater Binghamton. Projects funded through this program have demonstrated significant ability to create the kinds of jobs and cultural amenities that will attract talented workers and visitors to the area. By reinvesting in our communities and leveraging private-sector investment, these projects will also help to transform Greater Binghamton's iDistricts into vibrant communities where the next generation of New Yorkers will want to live, work, and raise families.

Funded Projects:

A variety of adaptive reuse and infill capital projects that encourage job creation and regional tourism were recommended for funding. These projects, detailed on the following pages, include:

- Rehabilitation and adaptive reuse of existing buildings
- Facade improvements
- Revitalization of brownfields and vacant property
- Land or building acquisition as part of a larger redevelopment project
- New commercial or industrial constructions
- Investments into community anchors

By the Location

\$7M

in funding

17 projects funded

7 in Endicott

6 in Johnson City

3 in Binghamton

1 in Endicott +
Johnson City

17

projects
funded

Satico's Improvements

iDistrict: Endicott
Applicant: Satico's

Project Description

This project proposes the complete renovation and restoration of the exiting Satico's retail store. Improvements include:

- Replacement of all storefront and rear windows, three sets of entrance doors, and replacement of window showcase lights with LED lights.
- Repainting of the exterior front and rear facades and masonry repairs on both facades.
- Replacement of the 3,000-square-foot roof.
- Replacement of air conditioning system, originally installed in 1975.

Strategies

This project is consistent with the Southern Tier REDC's Goal to Promote the Southern Tier's Innovative Culture by strengthening the region's tourism and community assets. Creating welcoming places and revitalizing properties to attract new development and investment in the downtown district was identified as a primary goal in the Endicott iDistrict Revitalization Plan.

Total budget: \$ 69,850
GBF Award: \$ 24,450

Public Support

Satico's is an anchor in the Endicott business district recognized for its economic and historic value. The Village of Endicott fully supports this project and believes that it will help to transform the business district and encourage new business and activity downtown.

Revitalization Benefits

Satico's is the Southern Tier's largest family-owned retail dealer of educational materials and school supplies for both teachers and parents, bringing in visitors from throughout the region. However, its facade is deteriorated and contributes to a lack of vitality in the Endicott iDistrict. Renovation and restoration of the facade will result in an overall net benefit to the Village through an increase in property tax revenues, rental income, customer spending, residential occupants, and increased spending by new residents.

Project Impacts

- Improved physical character of Washington Avenue
- Sustainability of Satico's to provide custom educational products
- Increased sales
- Increased foot traffic in downtown



Existing Conditions



Proposed Rendering

Commercial and Mixed-Use Projects

EPAC Marquee Sign

iDistrict: Endicott

Applicant: Endicott Performing Arts Center

Project Description

This project proposes upgrading the Endicott Performing Arts Center's (EPAC) outdated marquee sign with a new, digital marquee sign. The marquee sign will include an LED digital message center for promoting EPAC events, advertising local businesses, and displaying other public information. By improving EPAC's facade, the marquee sign will serve as one component of the larger vision to improve the streetscape along Washington Avenue.

Strategies

This project is consistent with both the Southern Tier REDC's Goal to Promote the Southern Tier's Innovative Culture and the Endicott iDistricts goals to create welcoming places. Promoting cultural and arts amenities within the iDistricts is a key strategy supported by this project.

Public Support

Facade improvements were ranked as the most highly prioritized project by participants at public meetings held as part of the Endicott iDistrict planning process. Community members specifically emphasized facade improvements along Washington Avenue and noted the need for design guidelines to ensure a consistent aesthetic along the corridor.

Total budget: \$ 150,000

GBF Award: \$ 135,000

Multiple local officials and stakeholders have provided letters of support for this project. These letters consistently identify EPAC as an important community amenity, and note that the marquee sign will improve the building's facade and, more broadly, the streetscape along Washington Avenue.

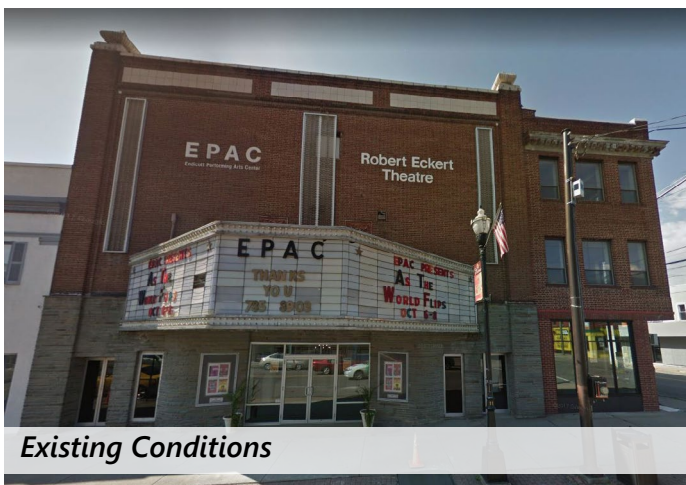
Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Enhancing the Washington Avenue Streetscape
- Furthering iDistrict Technology usage and initiatives
- Promoting cultural and arts amenities
- Contributing to economic development

Project Impacts

- Improved public realm
- Increased number of people visiting EPAC events
- Increased revenue for EPAC
- Increased foot traffic downtown
- Increased patronization of businesses along Washington Avenue



Existing Conditions



Proposed Rendering

250 Main Street Mixed-Use Project

iDistrict: Johnson City

Applicant: Thomas + Kathryn Sheredy

Total budget: \$ 156,663

GBF Award: \$ 54,830

Project Description

This project proposes the rehabilitation of an existing three-story brick building, consisting of a community space in the basement, a café and artisan shop on the ground floor and two market-rate residential units on the upper levels. Formerly known as the “Endwell Cigar Building”, 250 Main Street is listed on both the National and State Register of Historic Places.

The GBF award is specific to Phase I of the project. Phase I will consist of the renovation of the 1st floor to a commercial space as well as creating a community space in the basement level. Phase II will include the renovation of the 2nd and 3rd floors into residential units to provide housing for young professionals or empty nesters.

Strategies

This project is consistent with the Broome County Comprehensive Plan's goals to create vibrant and welcoming places to make Broome County an inviting place to live, work, and play. Identifying distressed properties while preserving viable sites, as well as encouraging private investment are key strategies identified by the EJ-BOA Revitalization Study.

Public Support

Throughout the recent BOA planning process in Johnson City,

the importance of investing in Main Street was rated as the single most important project for the Village to spearhead. There was a strong desire to transform Main Street into a welcoming environment through facade, streetscape and gateway improvements.

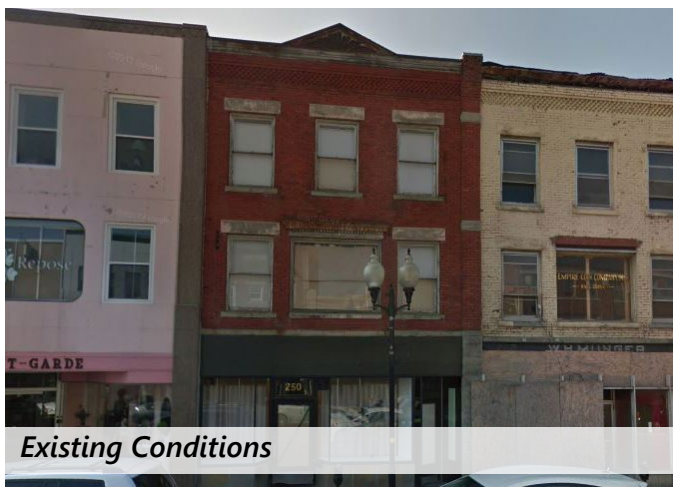
Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Better utilization of land by transforming a vacant structure
- Housing options in downtown core
- Catalyzing investment in other properties throughout the downtown

Project Impacts

- Adaptive reuse of a vacant and historically significant property
- Renovation and rehabilitation of a mixed-use building
- 2,300 SF of renovated commercial space
- 2 new jobs created
- Increased foot traffic in downtown
- Increase in new business development in downtown core



Commercial and Mixed-Use Projects

The Club on Washington

iDistrict: Binghamton City

Applicant: OCSH Binghamton Holdings, LLC

Total budget: \$ 175,000

GBF Award: \$ 50,000

Project Description

This project proposes completing the redevelopment of an existing building into a place for artists to live, work, and exhibit their pieces. The first floor of the development will include an art gallery that is open to the public and flexible “maker-spaces” – small studios where artists can produce their work. The upper level of the development, not included as part of this GBF award, will include apartment units.

Strategies

This project is consistent with the Southern Tier REDC's Goal to Promote the Southern Tier's Innovative Culture. Creating a vibrant, welcoming space where art-related entrepreneurs may develop and grow is a key strategy supported by this project to spur economic activity and create a dynamic, interesting environment for residents and visitors.

Public Support

Memorandums of community support were provided by the applicant, including residents and employees of nearby businesses. Local residents expressed their support for the project deeming it a “natural fit” and extension to Artist's Row on State Street. The nearby businesses expressed support of revitalization to enhance the quality, culture, aesthetics and spirit of the art-influenced area.

Additionally, the operational plan for the project brings together multiple stakeholders from around the City to create a vested interest in the success of the project.

Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Neighborhood beautification
- Enhanced downtown vibrancy
- Increased tax revenues

Project Impacts

- 2,500 SF of renovated commercial spaces
- Adaptive reuse of a vacant space in an existing mixed-use building
- Increased number of new residential tenants in the building and iDistrict
- Increased number of gallery visitors
- Increased business sales of tenants



Existing Conditions



Proposed Rendering of Artist Space

Renovation of JC's Mixed-Use Buildings

iDistrict: Johnson City iDistrict
Applicant: Village of Johnson City

Total budget: \$ 240,978
GBF Award: \$ 165,696

Project Description

This project proposes using public-private partnerships to drive facade restorations and retrofits throughout the Johnson City iDistrict. The project will focus on mixed-use buildings, aimed at supporting business retention, business growth and downtown residential living.

Fourteen individual sites have been identified to participate. Each property has been identified based on the need for investment assistance that will have a direct impact on the long-term success of the Johnson City iDistrict.

- | | |
|-------------------------|------------------------|
| 1) 214 Main Street | 8) 30 Lewis Street |
| 2) 220 Main Street | 9) 36 Jennison Avenue |
| 3) 280 Main Street | 10) 208 Grand Avenue |
| 4) 207 Grand Avenue | 11) 204 Grand Avenue |
| 5) 22 Broad Avenue | 12) 200 Grand Avenue |
| 6) 233 Main Street | 13) 238 Main Street |
| 7) 14-16 Willow Street | 14) 248 Main Street |

Strategies

This project is consistent with the Southern Tier REDC's Goal to Build the Greater Binghamton Innovation Ecosystem. Strategic facade improvements will act as a catalyst towards enhancing urban living, improving quality of life, bolstering economic activity, as well as raising property values. Identifying distressed properties and encouraging private investment are also key strategies identified by the EJ-BOA Revitalization Study. Transforming the aging facades throughout Johnson City will attract and support economic investments in the Greater Binghamton area.

Public Support

Throughout the recent Step 3 Brownfield Opportunity Area process in Johnson City, there was significant community outreach to understand community goals and objectives for the downtown and surrounding neighborhoods. Previous but related public engagement efforts indicated that stakeholders have concerns regarding the condition and appearance of commercial and residential buildings in and around Main Street and fully support all efforts associated with improving the appearance of the public realm.

Revitalization Benefits

The anticipated benefits of revitalization will be dependent on the exact nature of the adaptive reuse projects ultimately selected but may include:

- New jobs (both from the construction phase and jobs in new commercial spaces)
- Increase in downtown residents
- Increase in tax revenues and downtown spending

Project Impacts

- 14 facade renovations
- Increased downtown visitation
- Increased foot traffic in the downtown
- Improved quality of life for Johnson City and area residents
- Improved quality of commercial and residential offerings

SPOOL Contemporary Arts Space

iDistrict: Johnson City
Applicant: Spool Contemporary Art Space

Total budget: \$ 248,396
GBF Award: \$ 86,930

Project Description

This project proposes a combination of interior and public realm improvements to the existing SPOOL building. Known as the historic Lestershire Spool + Mfg. Co. building, it was added to the National and State Register of Historic Places in 2011. The proposed project includes three phases that will result in increased use and visitation to the site, providing a unique community amenity and contributing to economic development in the iDistrict. The project phases include:

- **Phase I:** Facade renovation, signage, and streetscape enhancements
- **Phase II:** Roof replacement and installation of roof-mounted solar system
- **Phase III:** Essential upgrades to interior gallery space and project documentation and publicity

Strategies

This project is consistent with the Southern Tier REDC's Goal to Build the Greater Binghamton Innovation Ecosystem, as it strengthens the region's tourism base and assets. Enhancing the community's arts and cultural assets as well as improving the public realm are key strategies promoted by this project.

Public Support

During the preparation of the EJ-BOA Revitalization Study, community members stressed the importance of leveraging the community's arts and cultural assets and implementing additional arts opportunities throughout Johnson City. They expressed interest in transforming the iDistrict into a premier arts and cultural destination, supported by unique offerings such as SPOOL, the Goodwill Theatre, and Dancescapes among others.

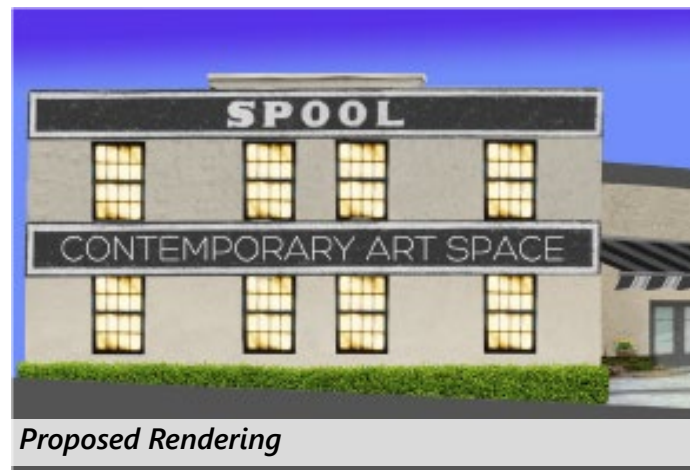
Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Increased engagement with community members
- Increased tourism spending, spurring complementary development at nearby locations
- Placemaking

Project Impacts

- Renovation of a historically significant property
- 21,000 SF of renovated commercial space
- Increased number of people visiting SPOOL
- Increased number of events held at SPOOL
- Increased number of artists utilizing studio space
- Improved attractiveness of the Johnson City iDistrict
- Improved quality of life for area residents



The North Brewery Expansion

iDistrict: Endicott

Applicant: The North Brewery, LLC

Project Description

The North Brewery is a nano-production brewery that produces both classic and extreme beer styles. The brewery currently operates on a 1 barrel (bbl) and 5 bbl brewing system. The project proposes the renovation of an existing building and the purchase of equipment for The North Brewery to expand their production. The equipment purchased will include a new 10 bbl system and new canning lines. The additional capacity will allow for a wider range of distribution to restaurants and retail outlets, will create employment opportunities, and will continue to enhance the Washington Avenue downtown corridor.

Strategies

This project is consistent with the Southern Tier REDC's Goals to Transform the Advanced Manufacturing Industry and Promote the Southern Tier's Innovative Culture. The brewery expansion supports the economic development principle of placemaking by providing a unique destination in downtown Endicott.

Public Support

Public outreach for the Endicott iDistrict Revitalization Plan was conducted through a variety of means, including an advisory team, in-person interviews, and public workshops and events. Throughout the public outreach process, feedback from the

Total budget: \$ 300,000

GBF Award: \$ 75,000

public was focused on reactivating the Washington Avenue corridor. Additionally, the 2017 Southern Tier Progress Report identified the North Brewery Expansion as a priority project.

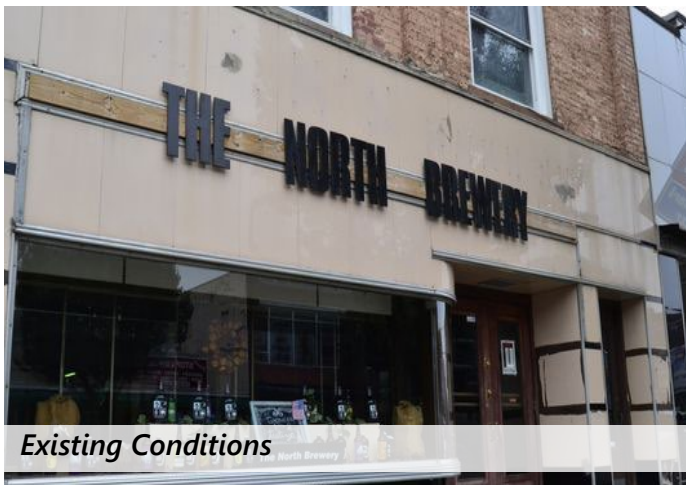
Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Supporting a business that leverages tourism spending
- Increased spending at restaurants and other local businesses from the increased traffic in the area

Project Impacts

- 5 new jobs
- 2,000 SF of renovated commercial spaces
- Increased in number of barrels produced per year
- Increased number of people visiting downtown
- Increased foot traffic in the Endicott iDistrict



The Armory Lofts

iDistrict: Binghamton

Applicant: Renkan Holdings, LLC

Project Description

This project proposes the addition of three market-rate residential units on the upper levels of the existing Armory Lofts mixed-use structure. Two of the apartments will be two-bedroom units and one will be a one-bedroom unit. The apartments will be approximately 850-1,000 SF and will boast high-end kitchens and baths. The property, located at 202-204 State Street, is on the City of Binghamton Local Landmark Properties list.

This project includes facade improvements, roof replacement, construction of an elevator, interior updates, and the creation of a courtyard space. Exterior preservation work includes: replacement/replication of decorative metal chimney caps and tall boys, new low slope roof system with coping, new coping to match existing profile and color, repainting of brick, repair of existing decorative mullions, brick moldings and multi-lit transoms, and the addition of a new exterior door in the original arched opening at the courtyard into the stair lobby.

Strategies

This project is consistent with the Southern Tier REDC's Goal to Promote the Southern Tier's Innovative Culture. By providing more diversified housing options, new residents will be attracted to the Binghamton iDistrict; acting as a catalyst for further investment and growth. Providing diversified housing

Total budget: \$ 511,700

GBF Award: \$ 179,090

options as well as preserving existing historic buildings was also identified as a goal in the Binghamton Blueprint Comprehensive Plan.

Public Support

The Binghamton Blueprint Comprehensive Plan was developed through extensive public engagement and informed the recommendations for housing within the City of Binghamton. Some of the major themes identified by the public which are supported by this project include: preserving existing buildings, increasing downtown housing options for professionals and increasing loft housing for non-students.

Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Diversified housing options
- Improved mixed-use neighborhood
- A catalyst for future investment

Project Impacts

- Addition of 3 market-rate housing units
- Adaptive reuse of a vacant and historically significant property
- Improved quality of life for area residents



Existing Conditions



Proposed Rendering

Revitalization of the JB Building

iDistrict: Johnson City

Applicant: Main & Broad Associates, LLC

Total budget: \$ 658,390

GBF Award: \$ 230,430

Project Description

This project proposes the revitalization of an existing 6,000-square-foot building into a mixed-use development. The building will offer approximately 2,000 SF of ground level commercial space for a restaurant and ten (10) furnished studios apartments on the 2nd and 3rd levels for student housing.

Strategies

This project is consistent with the Southern Tier REDC's Goal to Promote the Southern Tier's Innovative Culture. This project is also consistent with the EJ-BOA Revitalization Study goal of identifying distressed properties and encouraging private investment. The project supports the strategy of providing greater housing diversity to attract new residents and act as a further catalyst for investment and growth.

Public Support

Throughout the recent EJ-BOA Revitalization Study process in Johnson City, there was significant community outreach to understand community goals and objectives for the downtown and surrounding neighborhoods. There was a strong desire, as indicated in the Step 3 Implementation Strategy, to transform Main Street into a welcoming environment through facade, streetscape and gateway improvements.

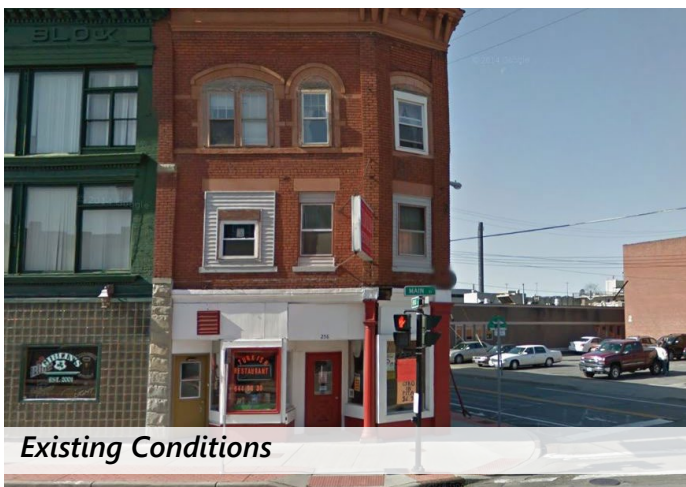
Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Better use of an underutilized building
- Offering a variety of housing options in the downtown
- Reciprocal benefits for nearby properties and businesses

Project Impacts

- Adaptive reuse of a vacant, mixed-use building
- 2,000 SF of renovated commercial space
- 8 new jobs created
- Addition of 10 market-rate housing units
- Improved attractiveness of downtown
- Increased foot traffic in the downtown



Existing Conditions



Proposed Rendering

15 Avenue B - Firehouse Brewery

iDistrict: Johnson City
Applicant: Firehouse Holdings, LLC

Total budget: \$ 874,150
GBF Award: \$ 305,950

Project Description

The proposed project will involve the restoration and renovation of 15 Avenue B in Johnson City. The building was originally constructed in 1916 as the first Endicott-Johnson Fire Station. The project will address various exterior and interior elements of the property, allowing for the creation of a mixed-use facility showcasing residential apartments, state of the art commercial space outfitted specifically for craft beer brewing operations, and restaurant space that will serve as a destination and gathering place for consumers. The project will also involve the purchase and installation of brewing, canning, and kitchen equipment for Binghamton Brewing Co.

Strategies

This project is consistent with the Southern Tier REDC's Goals to Transform the Advanced Manufacturing Industry and Promote the Southern Tier's Innovative Culture. This project will help transform the brewery into a unique regional destination. Promoting the Southern Tier's agricultural industry as well as investing in existing assets are key strategies supported by this project

Public Support

This project involves the restoration of the historic Endicott-Johnson Fire Station, which aligns with community feedback received as part of the EJ-BOA Revitalization Study. Residents noted that the architecture of building facades in the downtown area is a unique asset, and emphasized the importance of retaining and restoring these historical facades. In fact, residents ranked "adaptively reusing historic buildings" as the top priority for the Village to address in the near future.

Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Supporting business that leverage tourism spending
- Improved small-scale, urban housing options

Project Impacts

- 7,000 SF of renovated commercial space
- 13 new, full-time equivalent jobs created
- 5 jobs retained
- Increased number of people visiting the Firehouse Brewery and downtown
- Increase number of barrels produced per year



Existing Conditions



Proposed Rendering

Huron Campus Advanced Manufacturing Hub

iDistrict: Endicott

Applicant: Huron Real Estate Associates, LLC

Total budget: \$ 1,300,000

GBF Award: \$ 455,000

Project Description

This proposed project is comprised of two components:

- **North Campus Entrance Lobby.** The project proposes the acquisition and demolition of two existing buildings to construct a new corporate entrance on the north side of the industrial park near Squire and Watson Avenues, including a lobby and common use areas.
- **North Campus Renovation.** The project proposes the partial demolition of Building 53 and Building 250. The project will consist of clearing out walls, ceilings, and miscellaneous mechanical and electrical support systems in order to prepare the space to be outfitted by future tenants.

Strategies

This project is consistent with the Southern Tier REDC's Goals to Build the Greater Binghamton Innovation Ecosystem and Invest in the Advanced Manufacturing Industry. The project is also consistent with the Endicott iDistrict Revitalization Plan's goal of marketing the Huron Campus as an attractive destination for business retention. Strengthening the advanced manufacturing ecosystem is a key strategy supported by this project.

Public Support

The Huron Campus has been identified by the Southern Tier REDC as an anchor institution within the Endicott iDistrict. Globally competitive manufacturing firms focused on high-tech materials and high-value electronics for the commercial, defense and aerospace industry continue as a dominant feature in the Southern Tier economy.

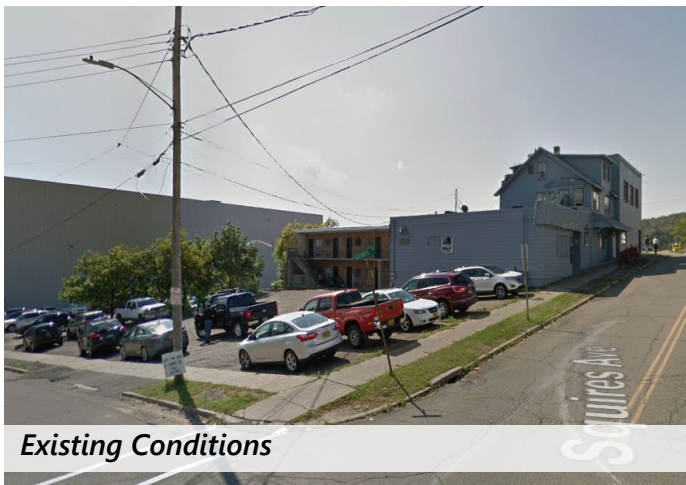
Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Increased utilization and longevity of the site
- Development of a modern campus that will attract advanced manufacturing and technology-based companies

Project Impacts

- Demolition of 2 blighted buildings
- 54,000 SF of new and renovated commercial space
- Increase in new jobs created
- Increased number in leased commercial spaces
- Increased revenue
- Increased foot traffic in the downtown area



Existing Conditions



Proposed Representative Rendering of new Entrance

Building Expansion for Handicapped Children's Association (HCA)

iDistrict: Endicott

Applicant: The Handicapped Children's Association of the Southern Tier

Total budget: \$ 1,407,000

GBF Award: \$ 492,444

Project Description

This project proposes the expansion of HCA's Building Blocks Preschool located at its Broad Street location to allow for increased enrollment in the Universal Pre-K program. Due to limited space at the Broad Street location, the program is currently unable to meet the growing enrollment demands of the community. In addition to allowing for the expansion of the program, this space could also potentially provide a space for training programs for employees, community meetings, parent support group meetings and activities, graduation, and other monumental ceremonies. The one story addition will be ADA accessible and include a gross motor, an integrated preschool classroom, a treatment room, kitchen area and restroom facilities.

Strategies

This project is consistent with the Southern Tier REDC's Goal to Promote the Southern Tier's Innovative Culture. Enhancing quality of life and promoting community development are key strategies that this project supports.

Public Support

The Southern Tier Soaring URI Plan emphasizes the need for programs that help people gain the skills, confidence and work ethic needed to seek, secure, and retain employment. In order to build a skilled and competent future workforce, it is essential to invest in high quality education for today's children.

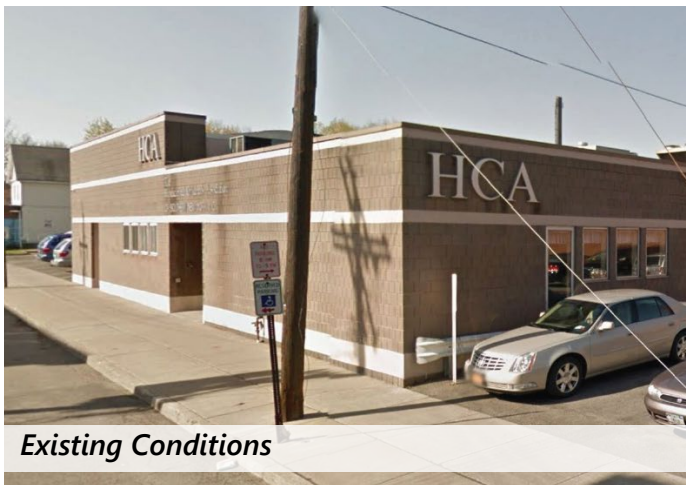
Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Enhancing quality of life for all persons
- Promoting economic development through education and quality of life

Project Impacts

- 3,600 SF of renovated commercial space
- Increase in number of jobs created
- Increase in the number of participants in the Pre-K Program



Proposed Floor Plan

Broad Street School Adaptive Reuse

iDistrict: Endicott

Applicant: Tangent Development, LLC

Total budget: \$ 1,943,700

GBF Award: \$ 291,550

Project Description

This project proposes the transformation of a vacant 100-year old school building into commercial office space. Located adjacent to the Washington Avenue central business district, the facility will provide upscale office space and competitive lease rates with high-quality amenities.

The project includes the addition of an elevator, a cupola at the top of the elevator, redeveloped lobby entrances and reconstruction of the parking lot. With on-site parking for over 100 vehicles, the half block site will add more activity to the area and draw new businesses to the iDistrict. The reconstruction of the front parking lot includes a new drainage system, exterior landscaping and lighting.

Strategies

This project is consistent with the Southern Tier REDC's Goal to Build the Greater Binghamton Innovation Ecosystem. Creating an environment to live, work, and play was also identified as a goal in the Endicott iDistrict Revitalization Plan. Identifying additional job opportunities and workforce development are key strategies promoted by this project.

Public Support

The development of an upscale complex will help to further the vision of the Endicott iDistrict and Greater Binghamton. This development would also complement the mixed-use redevelopment located just across Broad Street, as proposed in the Endicott iDistrict Revitalization Plan. The public was supportive of adaptive reuse and job creation initiatives.

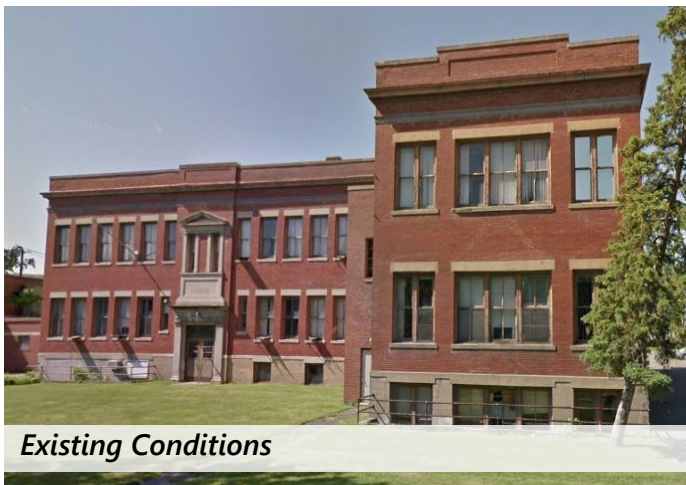
Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Increased utilization of the site
- Economic returns through job creation and employment
- Community revitalization

Project Impacts

- Adaptive reuse of a vacant and historically significant property
- 21,000 SF of renovated commercial space
- New jobs created
- Increased foot traffic in the downtown area



Washington Avenue Infill Development

iDistrict: Endicott
Applicant: Village of Endicott

Total budget: \$ 2,500,000
GBF Award: \$ 538,840

Project Description

This project proposes redeveloping an underutilized lot along Washington Avenue into a mixed-use commercial and residential property. This development would infill the existing parking lot at the site – which currently disrupts the urban fabric in this area – and would provide ground-level commercial space to extend the existing streetwall along Washington Avenue. The Village of Endicott is the existing owner of this property and is issuing a Developer Request for Proposal (RFP) to solicit interested development parties to undertake the preferred development scenario for a mixed-use project.

Strategies

This project is consistent with the Southern Tier REDC's Goal to Promote the Southern Tier's Innovative Culture. The project is consistent with the Endicott iDistrict Revitalization Plan's goals to define potential end uses for infill sites and create welcoming places to attract and retain young professionals. Identifying new, diversified housing and mixed-use development opportunities are key strategies promoted by this project.

Public Support

Public outreach for the Endicott iDistrict Revitalization Plan was conducted through a variety of means, including an advisory team, in-person interviews, and public workshops and events. Throughout the public outreach process, much of the feedback from the public was focused on the desire to reactivate the Washington Avenue corridor.

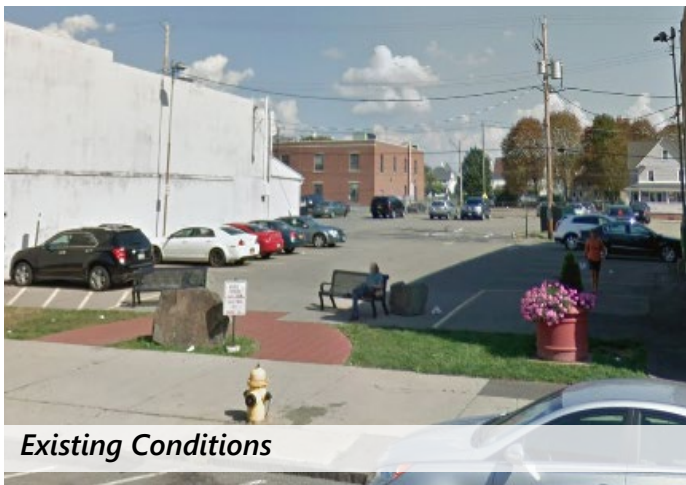
Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Restoring urban fabric
- New, modern commercial space
- Providing housing options to attract new residents

Project Impacts

- 7,000 SF of new commercial space in mixed-use development
- Addition of 12 market-rate housing units
- New jobs created
- Increased foot traffic in the downtown area
- Increased patronization of businesses along Washington Avenue



70-72 Court Street Mixed-Use Housing

iDistrict: Binghamton

Applicant: M.B. Yonty Development, LLC

Project Description

The proposed project includes the construction of a new mixed-use structure on an existing, vacant site. The five-story building will be approximately 26,400 SF and contain 3,345 SF of rentable commercial space on the ground floor and 14 residential rental units on floors two through five.

Strategies

This project is consistent with the Southern Tier REDC's Goal to Promote the Southern Tier's Innovative Culture. Developing new market-rate housing with a variety of units plans was identified as a goal in City of Binghamton's Comprehensive Plan, Blueprint Binghamton. Diversifying housing options aligns with strategy to attract young talent as well as to live, work and play in the downtown area.

Public Support

The development of 70-72 Court Street has garnered public support in favor of the project. Supporters noted that the development of 70-72 Court Street into mixed-use commercial and residential building is in harmony with the Southern Tier's URI plan. As such, the project has the potential to further the advancement of the Binghamton iDistrict and facilitate a more sustainable local economy by providing new opportunities for

Total budget: \$ 4,750,000

GBF Award: \$ 500,000

investment, creating jobs, and enhancing the quality of life for the surrounding neighborhood.

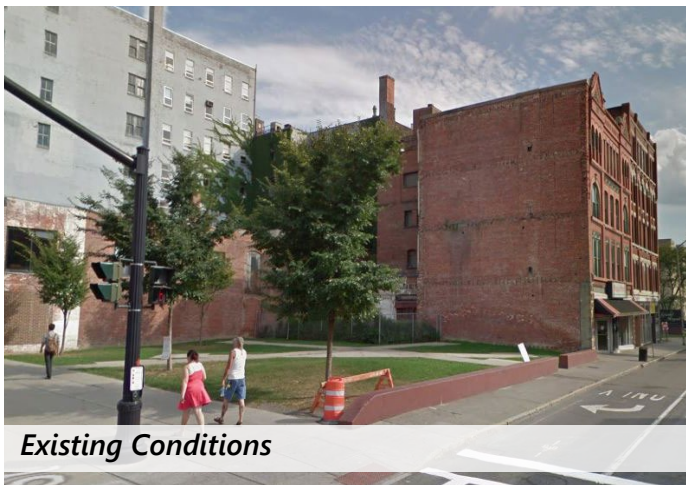
Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Better utilization of vacant land
- Diversified housing options
- Catalyst for investment at nearby properties
- Creation of new jobs, dependent on the final use of the commercial space

Project Impacts

- 3,300 SF of renovated commercial space
- Construction of a new, mixed-use building
- Addition of 14 market-rate housing units
- New jobs created
- Improved quality of life for Binghamton and area residents



Existing Conditions



Proposed Rendering

New Hotel in the Endicott iDistrict

iDistrict: Endicott

Applicant: Ramco Development & Holdings, LLC

Total budget: \$ 7,978,531

GBF Award: \$ 1,595,700

Project Description

This project proposes the demolition of the existing Endicott Inn, a structure of deteriorated condition that is not currently serving as an adequate lodging option for visitors, but is occupying valuable space on the primary commercial corridor in Endicott. The project involves the construction of a 76-room hotel with a conference center that will serve as a gateway to the Endicott iDistrict. The new hotel will be approximately 35,235 SF, with 76 rooms, two conference rooms, a workout room, a possible roof top terrace, and retail/office spaces within the hotel. The hotel will help to create a community center, which will improve sense of place and attract business, visitors, and resources to Endicott's downtown.

Strategies

This project is consistent with the Southern Tier REDC's Goals to Build the Greater Binghamton Innovation Ecosystem and Promote the Southern Tier's Innovative Culture. The project also aligns with both the Broome County Comprehensive Plan and the Endicott iDistrict Revitalization Plan's goals of revitalizing vacant and underutilized properties to eliminate blight and enhance the public realm. This project supports the strategy of promoting economic development throughout the Greater Binghamton ecosystem.

Public Support

The project was identified as a need in the Endicott iDistrict Revitalization Plan and was a recommended project in Endicott's DRI application. The public has expressed the desire for a new hotel in the downtown area. In addition, broad support has been expressed for the project from both public and private entities, including Huron Campus, as major employers will utilize the property for business meetings and guests.

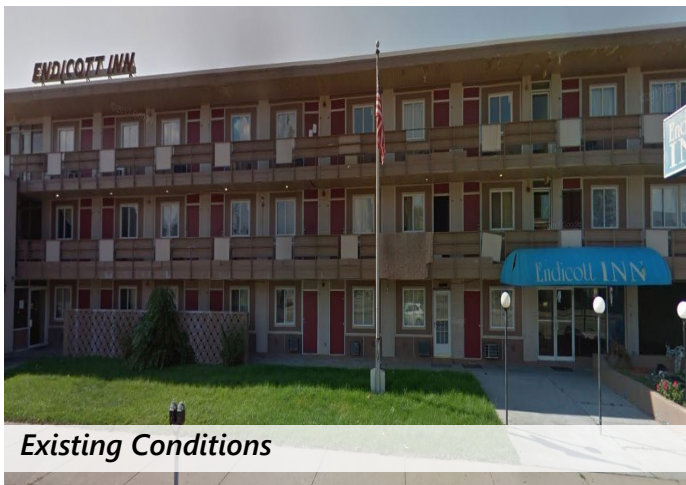
Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Elimination of blight
- Expanded downtown activity
- Improved sense of place
- Increased fiscal sustainability
- Improved tourism assets

Project Impacts

- 35,000 SF of renovated commercial space
- 38 new jobs created
- 50 temporary construction jobs created



Existing Conditions



Proposed Rendering

Southern Tier Ag Revitalization Transformation (START)

iDistrict: Endicott and Johnson City
Applicant: AgZeit, LLC

Project Description

This project proposes the expansion for AgZeit, LLC, a local, Southern Tier sustainable, indoor agriculture startup company that grows organic produce year-round utilizing the 24:45 Organics technologies. The monies requested via the GBF grant will be used to acquire two properties, improve these properties, and procure the necessary equipment for the expansion of AgZeit indoor growing operations.

Strategies

This project is consistent with the Southern Tier REDC's Goals to Build the Greater Binghamton Innovation Ecosystem, Invest in the Advanced Manufacturing Industry and Promote the Southern Tier's Innovative Culture. The project aligns with the strategy to leverage R&D capability in the agriculture industry to promote growing technology.

Public Support

Historically, the food and agricultural industry has been a focal point of the Greater Binghamton area. The project has received nine letters of support from public and private agencies and individuals within the Greater Binghamton community. These letters of support highlight the strong level strong level of excitement for the START project.

Total budget: \$ 11,741,598
GBF Award: \$ 1,949,000

Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Increased local spending
- Beautification of downtown Johnson City and Endicott
- Increased tax assessment
- Increased support of local businesses
- Increased business activity

Project Impacts

- Adaptive reuse of 2 vacant buildings
- 83 new jobs created
- Extended length of growing seasons, resulting in higher yield
- Increased customer base
- Potential increased annual gross income
- Increase in the provided education programs
- Expanded market base



Existing Conditions: Johnson City



Existing Conditions: Endicott



Concept: Indoor Growing Facility

iDistrict Housing Rehabilitation Program



\$4M

in funding

By the Location

3

projects funded

1

in Endicott

2

in Binghamton

3

projects funded

Why It Matters:

The iDistrict Housing Rehabilitation Program provides funding for projects that promote increased housing rehabilitation, responsible multi-family ownership, and the enhanced vitality of neighborhoods in Greater Binghamton. Increasing the quality and breadth of Greater Binghamton's housing options is important for attracting new residents and businesses to the area – many of whom consider housing one of the most important factors when deciding where to relocate. The projects funded by this program have demonstrated the ability to address blight in residential areas and to attract and capture new residents.

Funded Projects:

The i-HRP provides funding for a variety of building renovation, enhancement, and construction projects that improve and diversify the available housing stock in the Greater Binghamton area. These projects, which are detailed in the following pages, include:

- New and rehabilitated multi-family housing development
- Selective demolition directly linked to a larger housing rehabilitation project
- Mixed-income housing projects
- Market-rate housing projects

North Shore Apartment Homes

iDistrict: Binghamton

Applicant: Community Potential Inc

Total budget: \$ 2,060,000

GBF Award: \$ 500,000

Project Description

North Shore Apartment Homes, on Lisle Avenue in the City of Binghamton, includes the construction of eight market-rate apartments in one of two possible forms: two four-family apartment buildings, or four town houses with two apartments each. The targeted capture audience is young professionals, retired couples seeking a more urban lifestyle, and small families.

Strategies

This project directly addresses an identified need for modern, market-rate rental housing in the City of Binghamton. This project also aligns with goals stated in the City of Binghamton's Comprehensive Plan including making Binghamton's neighborhoods competitive in the market for housing young professionals and empty nesters, as well as reinvesting in blighted areas and stabilizing neighborhoods.

Public Support

This project will inject new energy and activity in a neighborhood with a concentration of low income and mostly elderly residents. Elderly residents at the Binghamton Housing Authority (BHA) have expressed delight with the renewed

energy fostered by the opening of the Incubator, and are excited about the prospect of revitalizing the neighborhood with new homes and a more diverse population. Community members involved in Binghamton's comprehensive planning process also strongly supported projects that have the potential to retain Binghamton University students and attract other talent and young professionals to the area.

Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Providing new housing options
- Revitalizing the neighborhood
- Complementing and enhancing character
- Activating community pride
- Increasing tax revenue

Project Impacts

- 8 market-rate rental units
- Increased vibrancy of the neighborhood
- Diversified resident base



iDistrict Housing Rehabilitation Projects

The Kenmore

iDistrict: Binghamton

Applicant: Philmar Holdings, LLC

Project Description

The project proposes the complete renovation of an existing building, The Kenmore, into 26 modern studio apartments, and the addition of an elevator to make all units ADA-compliant. Apartment features include unit-specific Wi-Fi, 100% LED lighting, high-end Murphy Beds, energy efficient stainless steel appliances, moveable kitchen islands, open stainless steel shelving, garbage disposals, quartz counter tops, moveable wall partitions (where appropriate), custom closets and storage. This project complements the proposed public realm improvements outlined in the DECO District, included as part of the GBF.

Strategies

Housing was identified as a key strategy to revitalize the Binghamton iDistrict. This project aligns with the Blueprint Binghamton goals to eliminate residential blight, preserve and rehabilitate historic buildings, and diversify housing options.

Public Support

The Binghamton Blueprint Comprehensive Plan was developed through extensive public engagement and informed the recommendations for housing within the City of Binghamton.

Total budget: \$ 2,525,500

GBF Award: \$ 500,000

Major themes members of the public identified, which are supported by this project, include: preserving existing buildings, increasing downtown housing for professionals and increasing loft housing for non-students.

Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Elimination of blight
- Preservation of a historic building
- Expansion of housing choices

Project Impacts

- Renovation and adaptive use of a historically significant building
- Addition of 26 market rate rental units
- 3.5 new jobs created
- 56 temporary construction jobs created



Redevelopment of the Henry B. Endicott School

iDistrict: Endicott

Applicant: Housing Visions Consultants, Inc

Total budget: \$ 23,864,566

GBF Award: \$ 3,000,000

Project Description

This project proposes the adaptive reuse of the former Henry B. Endicott School into a residential development called Endicott Square. The Endicott Square project will create 71 quality, affordable housing units in the existing 75,000-square-foot building with a newly constructed addition. There will be approximately 42 one-bedroom rental units, and 29 two-bedroom rental units. The units will be targeted to families with incomes at or below 60% Area Median Income (AMI). The preliminary plans contemplate participating in both the Enterprise Green Communities program and the NYSEDA Multi-family Homes programs. Additionally, the project will install and utilize solar power to minimize the building's impact on the environment.

Strategies

This project is consistent with the Southern Tier REDC's Goal to Promote the Southern Tier's Innovative Culture. By providing more diversified housing options, new residents will be attracted to the Endicott iDistrict. The project also aligns with the Endicott iDistrict Revitalization Plan's goals to provide affordable housing. Providing high-quality housing options is a strategy supported by this project.

Public Support

The Broome County Housing Study has identified adaptive reuse of properties as a strategy to meet the increasing demand in rental housing. This strategy will not only address the lack of affordable, quality housing in the Endicott iDistrict, but will also be an important tool for attracting and stimulating investment and increasing the number of residents downtown.

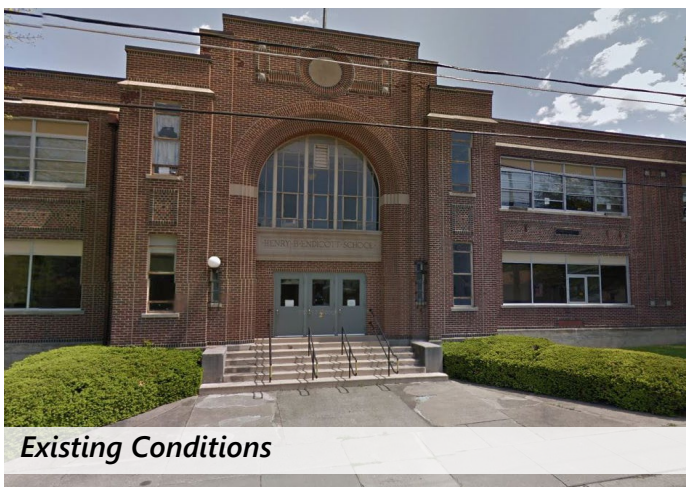
Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Job creation/preservation
- Attraction of new residents and visitors
- iDistrict beautification

Project Impacts

- Adaptive reuse of a vacant property
- 71 affordable housing units
- 3.5 new jobs created
- 56 temporary construction jobs created
- Decreased number of families at risk for homelessness



Existing Conditions



Proposed Concept Site Plan

Streetscape Improvement Program



\$8M

in funding

By the Location

12 projects funded

6 in Johnson City

3 in Endicott

2 in all iDistricts

1 in Binghamton

12

projects
funded

Why It Matters:

The Streetscape Improvement Program (SIP) provides funding for projects that improve the streetscape and create a high-quality public realm in Greater Binghamton's iDistricts. Enhancing the public realm is an important element of placemaking, by which the iDistricts create, cultivate, and celebrate their unique identities. Streets, sidewalks, parks, and other public spaces are often used by visitors, making their attractiveness, safety, and accessibility important to the reputation of the entire community. Projects funded by this program have the capacity to improve public spaces, promote walkability, and celebrate community character.

Funded Projects:

The SIP provides funding for streetscape improvement projects that will enhance the public realm. These projects, which are detailed in the following pages, include:

- Bicycle and pedestrian amenities
- Sidewalks and pedestrian walkways
- Landscaping, concrete pavers, lighting, or other streetscape improvements
- Shared community spaces that promote a live / play / work environment
- Purchase and installation of street furniture, trash receptacles, and / or signs
- Public art

Streetscape Improvement Projects

Create a Downtown Entertainment & Cultural Organizations (DECO) District

iDistrict: Binghamton
Applicant: City of Binghamton

Total budget: \$ 3,617,659
GBF Award: \$ 1,725,120

Project Description

The DECO District will establish a unified arts and culture mixed-use district in downtown Binghamton. By strengthening existing arts anchors, creating dynamic and attractive public spaces and streetscapes, and redeveloping existing properties, this project will invite and attract new residents, businesses, artists, and arts patrons to downtown Binghamton. The DECO District concept is rooted in the arts-led trajectory of a revitalized downtown Binghamton and seeks to strengthen the eclectic, creative, and pioneering arts community, which in turn stimulates the development of complementary commerce. The following improvements are proposed as part of the DECO District project: 1) Renovations to the Forum Theatre 2) State Street and Water Street parking garage improvements and 3) enhancements to streetscapes, gateways, and intersections.

Strategies

This project is consistent with the Southern Tier REDC's goal to strengthen the region's tourism and community assets. The project also supports the Broome County Comprehensive Plan's goal to use vibrant public spaces as a way to make the area a more inviting place to live, work, and play. Blueprint Binghamton encourages large-scale public art to promote local arts and culture and to support downtown revitalization.

Public Support

The DECO District would help to meet the identified need of fostering the arts and heritage industry and would serve to further promote local economic development. The project earned public support from a variety of local arts and cultural organizations, as well as nearby businesses.

Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Strengthening downtown Binghamton's identity as an entertainment and arts and cultural district
- Complementing and supporting the Forum Theatre as an anchor institution
- Installing art to improve the public realm

Project Impacts

- Increased ability to attract tourists to downtown Binghamton, especially high-spending arts and cultural tourists
- More attractive, safer, and more interesting downtown environment
- Enhanced quality of life for residents



Proposed Rendering



Proposed Rendering

Endicott iDistrict Gateway Improvements

iDistrict : Endicott

Applicant: Village of Endicott

Total budget: \$ 3,319,077

GBF Award: \$ 1,991,440

Project Description

This project proposes improvements that will transform three, currently nondescript intersections into identifiable entrances – or “gateways” – into the Endicott iDistrict. The intersections proposed for improvement include those at: McKinley Avenue and Interstate 86 Exit 67, Washington Avenue Gateway South (Main and Washington), and Washington Avenue Gateway North (Washington and North). Improvements at these locations will include a combination of signage, pavement treatments, enhanced crosswalks, lighting, landscaping, and public art – all of which will be implemented in an effort to define entry and establish a unique sense of place within the iDistrict.

Strategies

This project is consistent with the Southern Tier REDC's goals of promoting the region to visitors, since the gateways provide opportunities to implement local and regional branding and can help identify the iDistrict as a unique destination to stay and explore, rather than just as a place to pass through. By making these gateways more welcoming and enhancing street-level pedestrian experiences, this project also aligns with two strategies included in the Endicott iDistrict Revitalization Plan: implementing gateways and addressing streetscape deficiencies.

Public Support

The three gateways identified as part of this project were specifically targeted for improvements in the Endicott iDistrict Revitalization Plan and the Endicott Downtown Revitalization Initiative application, both of which were informed by significant community engagement and support. These plans recommended better defining the gateways as more welcoming and memorable entrances into the iDistrict and into the downtown businesses district.

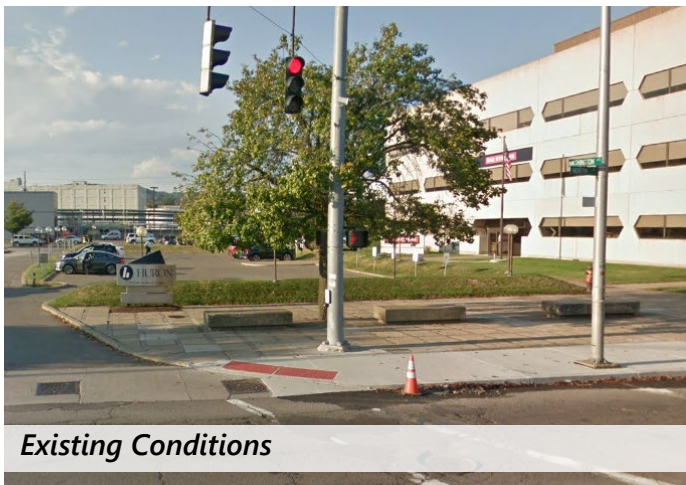
Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

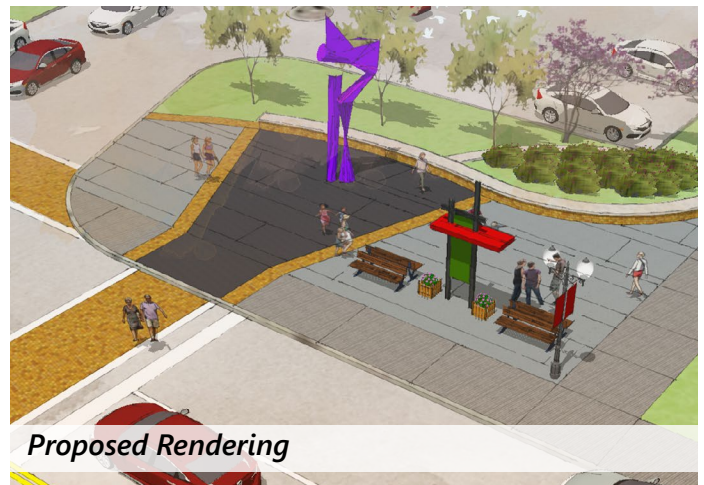
- Providing a visible and strong identity for the iDistrict and furthering its placemaking efforts
- Reinforcing to visitors that the iDistrict is a technologically-progressive hub for innovation

Project Impacts

- Increased ability of residents and visitors to distinguish the iDistrict from the Village
- Enhanced reputation of the iDistrict in terms of safety, quality of life, and desirability to visit
- Improved pedestrian safety at the gateway intersections



Existing Conditions



Proposed Rendering

Endicott iDistrict Ideal Alley Improvements

iDistrict : Endicott

Applicant: Village of Endicott

Project Description

This project proposes streetscape improvements to Ideal Alley – an unwelcoming access road in downtown Endicott that runs parallel to Washington Avenue, which is the Village's "Main Street." Ideal Alley connects a large public parking lot to the rear entrances of buildings along Washington Avenue, meaning that visitors must cross Ideal Alley to get to the retail offerings along Washington Avenue. Visitors whose first impressions of the iDistrict include Ideal Alley may perceive the Village as uninviting, inaccessible, and unsafe since road, landscape, and building conditions along the alley are deteriorated.

In order to complement Washington Avenue, aesthetic and pedestrian improvements including curbing, landscaping, lighting, walkways, decorative fencing, signage, and other amenities are proposed along the length of Ideal Alley. This project also includes using planted buffers to screen the parking lot to the east of the alley and improving the aesthetic character of this large parking lot.

Strategies

This project is consistent with the Southern Tier REDC's goal of strengthening community assets, as it enhances the public realm in downtown Endicott and improves a derelict streetscape that is heavily-used by residents, business owners, and visitors.

Total budget: \$ 762,211

GBF Award: \$ 457,320

Public Support

The Endicott iDistrict Revitalization Plan, which was informed by community feedback, specifically identified Ideal Alley as a streetscape in need of improvements. The plan noted that the appearance of Ideal Alley reflects poorly on the overall identity of the iDistrict and contributes to a lack of vitality.

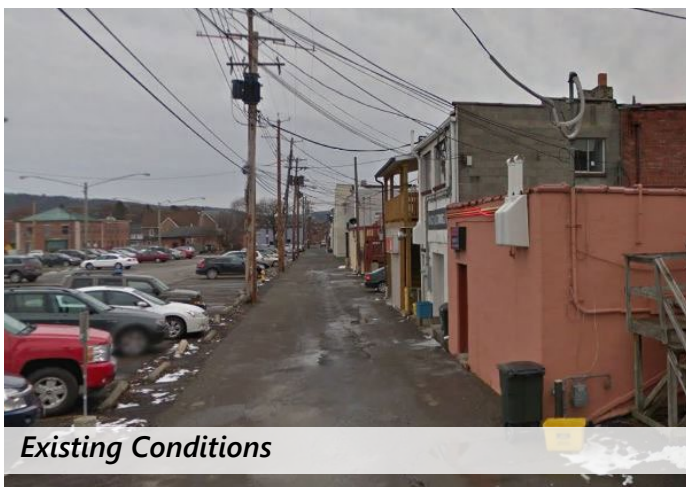
Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Improving walkability along Ideal Alley, and strengthening pedestrian connections between the adjacent parking lot and Washington Avenue
- Creating a vibrant, more accessible, and safer environment in the downtown area, and encouraging people to visit

Project Impacts

- Increased patronage of businesses along Washington Avenue
- More patrons using the rear entrances of buildings along Washington Avenue and more people parking in the lot between Ideal Alley and Garfield
- Reduced speed of motorists driving along Ideal Alley and fewer pedestrian collisions



Existing Conditions



Proposed Rendering

Development of Three iDistrict Art Parks

iDistrict: Binghamton, Endicott, and Johnson City
Applicant: Broome County

Total budget: \$ 4,669,000
GBF Award: \$ 1,320,000

Project Description

This project proposes the creation of three "Art Parks" located at 1701 North Street in Endicott, 55 Willow Street in Johnson City, and 60 Hawley Street in Binghamton. To embrace the concept of "Innovation Districts," each Art Park will incorporate interactive installations. These "smart cities"-type features will be used to engage visitors, inform them about the history of the site, and provide interpretive signage for the art works.

Strategies

The Art Parks will create unique amenities with the iDistricts and will strengthen their tourism and community assets, as encouraged by the Southern Tier REDC. This project also aligns with the Broome County Comprehensive Plan which recommends creating vibrant public spaces in order to enhance quality of life and improve community vibrancy in the region. This project is also consistent with iDistrict-specific plans including the Endicott-Johnson Revitalization Strategy for the Johnson City iDistrict – which encourages rejuvenating open spaces and using public areas to create vibrant streetscapes – and the Endicott iDistrict Revitalization Plan – which encourages the installation of public art and the creation of gathering spaces that facilitate social activity.

Public Support

Throughout the planning processes for the Binghamton Comprehensive Plan, the EJ-BOA Revitalization Study, and the Endicott iDistrict Revitalization Plan, community members voiced their support for public art and "smart cities" technologies. The Art Parks will serve to effectively combine public art and technology, creating unique public spaces that reflect the ambitions of the iDistricts.

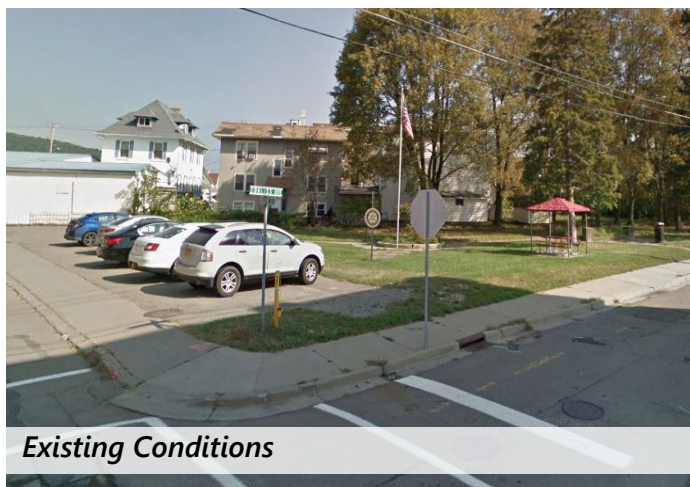
Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Re-purposing underutilized open spaces
- Increasing nearby property values and catalyzing development at nearby sites, since people prefer to live and work near parks
- Installing art to improve the public realm

Project Impacts

- Enhanced quality of life for Greater Binghamton area residents
- Improved sustainability facilitated by the planting of trees and other shrubs and the installation of green infrastructure technologies
- Better ability to attract arts-related tourism



Existing Conditions



Proposed Rendering

Development of 28 Murals and Mosaics Throughout the iDistricts

iDistrict: Binghamton, Endicott, and Johnson City

Applicant: Broome County

Project Description

This project proposes the creation of a network of 28 innovative public art installations – primarily low-cost murals and mosaics – throughout each of the iDistricts. Each piece will be commissioned by a professional artist and will be custom designed to celebrate its location. To embody the true intent of the "Innovation District" concept, artists will be encouraged to integrate "smart cities" technologies, like augmented reality or smartphone interactivity, in their pieces.

Strategies

The installation of these innovative and technologically-progressive art pieces is intended to reflect the iDistricts' status as a hub for innovation and to further the goal of strengthening the Greater Binghamton innovation ecosystem, as identified by the Southern Tier REDC. By improving the public realm, this project will also make Broome County a better place to live, work, and play – a goal that was included in its Comprehensive Plan. This project is also consistent with iDistrict-specific plans including the Endicott-Johnson Revitalization Strategy for the Johnson City iDistrict – which encourages using public areas to create vibrant streetscapes – and the Endicott iDistrict Revitalization Plan – which encourages the installation of public art and the creation of gathering spaces that facilitate social activity.

Total budget: \$ 273,000

GBF Award: \$ 240,000

Public Support

Throughout the planning processes for each of the iDistricts, community members consistently noted the need for more public art. Participants in the Endicott iDistrict planning process were interested in the possibility of technology-related public art as a means to further the iDistricts' innovative visions. The augmented reality art pieces proposed as part of this project are consistent with the "smart cities" and technologically-progressive recommendations included in both the Endicott and Johnson City iDistrict plans.

Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Activating streetscapes with unique amenities
- Installing art to improve the public realm
- Promoting the iDistricts' technological innovation

Project Impacts

- Increased ability to attract tourists, especially high-spending arts and cultural tourists
- More attractive, safer, and more interesting downtown environments
- Enhanced quality of life for residents



Example: Mural District in Wynwood Walls, Miami



Example: Interactive Mural in Wynwood Walls, Miami

Improve Gateways into Johnson City

iDistrict: Johnson City
Applicant: Village of Johnson City

Project Description

This project proposes improvements to two primary entrances into the Johnson City iDistrict, and includes rehabilitating the existing Square Deal Arch gateway and installing a new "Welcome to Johnson City" sign at the intersection of Main and Baker Streets.

In addition to improvements to these gateway signs, design features – such as pavement treatments, banners, landscaping, and public art – will also be incorporated into these gateways. When completed, these memorable and welcoming gateways will make the iDistrict more attractive to visitors, investors, and potential businesses.

Strategies

This project is consistent with the Southern Tier REDC's goals of promoting the region to visitors, since the gateways provide opportunities to implement local and regional branding and create a memorable entrance that signals to visitors that they have arrived at a destination that is worth exploring. This project also aligns directly with the strategies included in the Endicott-Johnson Revitalization Strategy, which encourage transforming streetscapes and improving gateways and intersections as a means to enhance the perception and aesthetic appearance of the iDistrict.

Total budget: \$ 575,000
GBF Award: \$ 138,750

Public Support

During the planning process for the Endicott-Johnson Revitalization Strategy, residents were intrigued by the possibility of creating gateways that reflect the Village's history of technological innovation. They were particularly interested in gateway features that incorporated technology, such as digital wayfinding maps. They also preferred colorful gateway features, as these would distinguish Johnson City as a unique and intriguing destination.

Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Rehabilitating the iconic Square Deal Arch, which is in need of repair and structural stabilization
- Providing a visible and strong identity for the iDistrict and furthering its placemaking efforts
- Reinforcing to visitors that the iDistrict is a technologically-progressive hub for innovation

Project Impacts

- Increased ability of residents and visitors to distinguish the iDistrict from the Village
- Improved pedestrian safety at the gateway intersections



Existing Square Deal Arch



Existing Main and Baker Streets Intersection

Revitalize Parks in the Johnson City iDistrict

iDistrict: Johnson City
Applicant: Village of Johnson City

Total budget: \$ 170,000
GBF Award: \$ 135,000

Project Description

This project proposes improvements to two existing parks within the Johnson City iDistrict: the EJ Theme Park (115 Main Street) and the Baker Street Park (96-104 Baker Street). Both parks would benefit from better formalization and upgraded equipment.

At the EJ Theme Park, proposed improvements include:

- repairs to the amphitheater
- installation of benches, bike rack, and a bus shelter
- replacement of bollards around the memorial
- potential installation of a public art piece

At the Baker Street Park, proposed improvements include:

- the planting of a rain garden and perennials
- installation of benches, dining tables, and bike rack
- repairs to damaged fencing

Strategies

This project is consistent with the Southern Tier REDC's goal of strengthening the iDistricts' community assets since it enhances the public realm and makes the Johnson City iDistrict more attractive to existing and potential residents, businesses, and investors. The project also aligns with the EJ-BOA Revitalization Study, which noted that Johnson City lacks formalized green space and recommended enhancing existing parks and open spaces.

Public Support

During the planning process for the EJ-BOA Revitalization Study, residents ranked "creating more and better parks and open spaces" as the third most important priority for the Village to address. The Village has also established an "Adopt-a-Park" program for community members to contribute to beautification by landscaping and maintaining their adopted park. Both parks identified for improvements by this project are expected to be adopted in the near future, signaling their importance to the community and the level of community support for their improvement.

Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Rejuvenating underutilized open spaces
- Increasing nearby property values and catalyzing development at nearby sites, since people prefer to live and work near parks
- Creating a more walkable and attractive downtown

Project Impacts

- Improved community health and quality of life
- Enhanced community pride and sense of ownership over the public realm



Existing EJ Theme Park



Existing Baker Street Park

Facilitate Regional Linkages with Trail Connection

iDistrict: Johnson City iDistrict
Applicant: Village of Johnson City

Total budget: \$ 591,560
GBF Award: \$ 514,400

Project Description

This project proposes transforming the underutilized Norfolk-Southern Railroad spur into a multi-modal trail. Abandoned railways, since they are long and flat, often lend themselves to conversion into trails. This rails-to-trails conversion reactivates abandoned land and re-purposes the railroad corridor by creating a multi-use trail that is suitable for walking, biking, and other uses. The proposed rail trail in Johnson City will reconnect the Floral Park and Central Village neighborhoods, which are currently separated by the railbed, and will enhance pedestrian and cyclist connectivity between these neighborhoods and downtown.

Strategies

The Southern Tier REDC promotes strengthening the region's community and tourism assets – rail trails serve both purposes; they draw locals and visitors who want to go for a jog, ride bikes with their kids, or walk their dogs. They also serve to make use of underutilized infrastructure, rejuvenating this open space and using it to improve walkability as encouraged by the Endicott-Johnson Revitalization Strategy. The Revitalization Strategy also specifically identifies transforming the Norfolk-Southern Railroad spur into a multi-use trail and considers it a priority project. The Revitalization Strategy also proposes two other complementary projects: trailheads at Ozalid Road and Lester Avenue to act as access points to the rail-trail.

Public Support

Throughout the planning process for the Endicott-Johnson Revitalization Strategy, residents and stakeholders continually noted the potential to create a rail trail along the existing Norfolk-Southern Railway spur. Trail enhancements were also ranked by community members as one of the top five priorities for the Village to undertake in the near future.

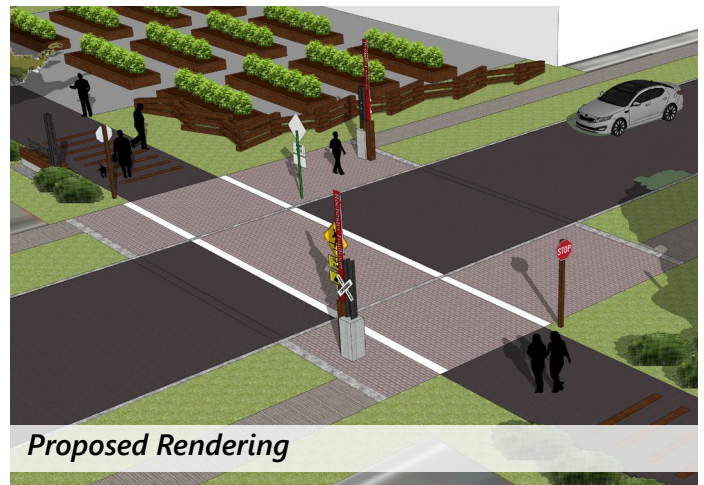
Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Re-purposing an unused and unkempt rail spur
- Facilitating walkability and bike-ability between residential areas in Southern Johnson City and downtown anchors like the Binghamton University Health Sciences Campus
- Providing opportunities to create a regional trail system by linking the trail to the Vestal Rail Trail
- Conserving the open space and wildlife habitats in the existing railway easement

Project Impacts

- Improved walkability and bike-ability
- Enhanced community health and quality of life
- Improved local and regional connectivity



Rebuild Vacant Lots into Stormwater Mitigation Gardens in the Johnson City iDistrict

iDistrict: Johnson City
Applicant: Village of Johnson City

Total budget: \$ 30,000
GBF Award: \$ 20,000

Project Description

This project includes improvements on two Village-owned sites located at 78 Crocker Avenue and 38 Saint Charles Street. The Village acquired these sites and demolished the structures due to their dilapidated state and nuisance. The small size of these lots, however, limits their redevelopment potential, leaving the Village with an unattractive and costly space. Developing the lots as stormwater gardens will diminish maintenance needs, and dramatically improve the attractiveness of the lots.

The Crocker Avenue site will act as visual relief from the large parking lots across the street and will be transformed into a community wellness garden with stormwater mitigation plantings, solar-powered lighting, a sculptural element, and other low-maintenance amenities. The Saint Charles Street site will include a permeable pavement path, green infrastructure, and murals on the existing retaining wall.

Strategies

This project aligns with the Endicott-Johnson Revitalization Strategy, which emphasized focusing on and rejuvenating distressed properties and underutilized lots. The Revitalization Strategy also identified using public areas and open spaces as a way to active the streetscape and create a more welcoming community.

Public Support

As part of the Endicott-Johnson Revitalization Strategy planning process, community members and local stakeholders noted concerns about underutilized properties within the iDistrict and emphasized the importance of public realm enhancements.

Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Re-purposing underutilized lots
- Stabilizing neighborhoods by developing underutilized lots into permanent and more positive uses
- Protecting Johnson City's water supplies by using green infrastructure to filter out pollutants

Project Impacts

- Decreased stormwater outflow and reduced pressure on the stormwater management system
- Improved sustainability facilitated by the installation of green infrastructure technologies
- Enhanced community health and quality of life



Existing 38 Saint Charles Street Lot



Existing 78 Crocker Avenue Lot



Concept Stormwater Garden

Enhancing Streetscapes in the Johnson City iDistrict

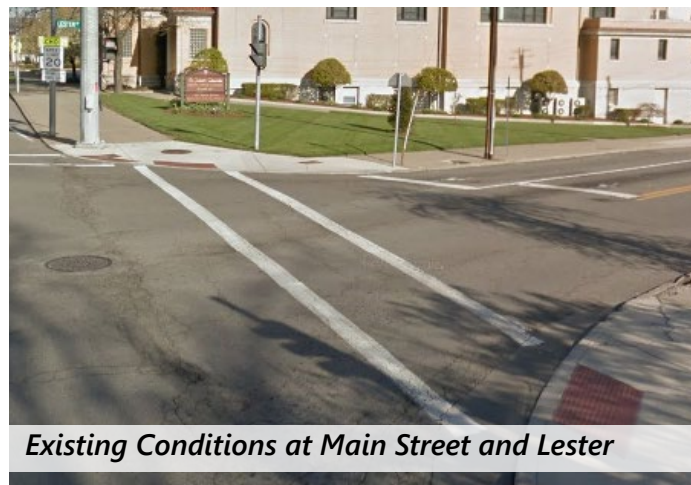
iDistrict: Johnson City
Applicant: Village of Johnson City

Project Description

This project proposes a comprehensive set of improvements to enhance the aesthetic appearance, functionality, and safety of streetscapes and intersections throughout the Johnson City iDistrict. These improvements include streetscape enhancements (along Main, Baldwin, Arch, Corliss, and Willow Streets within the boundary of the iDistrict), crosswalk improvements (at Corliss and Willow, Main and Avenue A, Main and Avenue B, Main and Avenue C, as well as Main and Lester Avenue), and the creation of transit hubs (at 215, 219, and 325 Main Street as well as at the intersection of Baker and Main Streets).

Strategies

This project aligns with the EJ-BOA Revitalization Study, which recommends enhancing the iDistrict's streetscapes to improve its perception and aesthetic appearance. The Revitalization Study found that streetscape deficiencies exist across much of the iDistrict and specifically recommends streetscape improvements along Main, Baldwin, and Willow Streets. It also recommends intersection improvements at locations that are consistent with those included in this project, such as Corliss and Willow, Main and Avenue A, Main and Avenue B, Main and Avenue C, as well as Main and Lester Avenue.



Existing Conditions at Main Street and Lester

Total budget: \$ 235,000
GBF Award: \$ 151,000

Public Support

A consistent theme that emerged from the stakeholder interviews conducted as part of the EJ-BOA Revitalization Study was a desire to transform Main Street into a welcoming environment by enhancing facades, streetscapes, and lighting. In a visual preference survey, community members also ranked enhanced crosswalks, bike accommodations, pedestrian lighting, wayfinding signage, and artistic elements such as planters or public art as their most highly-preferred streetscape amenities.

Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Revitalizing Main Street into a vibrant corridor
- Improving the reputation and livability of the Johnson City iDistrict, since Main Street is its "face"

Project Impacts

- Improved walkability and pedestrian safety
- Reduced vehicular and pedestrian collisions
- Increased desirability and promotion of public transit, and reduced vehicular emissions as a result
- More attractive, safer, and more interesting downtown environment



Potential Improvements

Development of Public Wi-Fi Hot Spots in the Johnson City iDistrict

iDistrict: Johnson City

Applicant: Village of Johnson City

Project Description

This project proposes creating six Wi-Fi hot spots at public parks and bus stops throughout the Johnson City iDistrict. At these hot spot locations, anyone with a smart phone or smart device would be able to access the internet at no charge. Providing this technologically-advanced amenity would contribute to quality of life in the iDistrict and would further its reputation as a hub for innovation.

The proposed Wi-Fi hot spot locations are:

- EJ Theme Park – 115 Main Street
- Bus Stop – 219 Main Street
- Veteran's Park – 238 Main Street
- Jennison Park – 55 Willow Street
- Baker Street Playground – 96-104 Baker Street
- Bus Stop – 500 Main Street

Strategies

By providing a unique, technologically-advanced amenity, this project aligns with the REDC's goal of strengthening the Greater Binghamton area's reputation as a hub for innovation and technological progress. The project also aligns with the Endicott-Johnson Revitalization Strategy which advocated the use of "smart cities" technologies throughout the iDistrict.

Total budget: \$ 75,325

GBF Award: \$ 65,500

Public Support

During the planning process for the Endicott-Johnson Revitalization Strategy, community members were very interested in "smart cities" technologies, or those that allow the city to function better and provide more amenities to residents and visitors. One amenity that stimulated particular interest among public meeting participants was the idea of a publicly accessible (and free) Wi-Fi system in the downtown area.

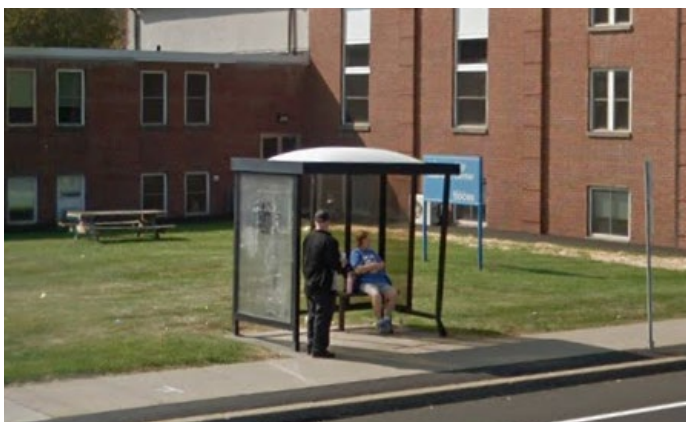
Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Making the iDistrict a modern, 21st century place to live, work, and visit
- Providing services for under-served communities who may not have access to the internet at home

Project Impacts

- Better ability to attract and retain innovative and entrepreneurial businesses and workers
- Improved public realm



Existing Conditions at 500 Main Street Bus Stop



Potential Improvements

Washington Avenue Streetscape Improvements

iDistrict: Endicott iDistrict
Applicant: Village of Endicott

Total budget: \$ 2,179,937
GBF Award: \$ 1,307,960

Project Description

This project proposes enhancements to revitalize Endicott iDistrict's "main street" – Washington Avenue. Proposed improvements include accessible curb ramp replacement, detachable warning at curb ramps, enhanced crosswalk treatments, new shade trees, installation of pre-cast concrete planters, bicycle racks, trash receptacles, new ornamental benches, new ornamental streetlights for roadways and pedestrians, exposed aggregate concrete salt strips, and artistic installations.

Strategies

Although Washington Avenue is the iDistrict's "main street," its character is more that of a struggling, post-industrial community rather than a technologically progressive and innovative hub. The proposed streetscape improvements would help Washington Avenue become more reflective of the iDistrict's vision to be an attractive place to live, work, and play, and would align with the Southern Tier REDC's goal of strengthening community assets in the Greater Binghamton area. The project also aligns with the Endicott-Johnson Revitalization Strategy, which specifically identified Washington Avenue as a target improvement area, noting that potential improvements could include intersection treatments, pedestrian wayfinding, street trees and planters, art installations, ornamental lighting, facade improvements, and site furnishings.

Public Support

Washington Avenue is the spine of the downtown Endicott iDistrict. Streetscape improvements to Washington Avenue were recommended in both the Endicott iDistrict Revitalization Plan and the Endicott Downtown Revitalization Initiative application as necessary to improve the physical character and sense of place in the downtown district.

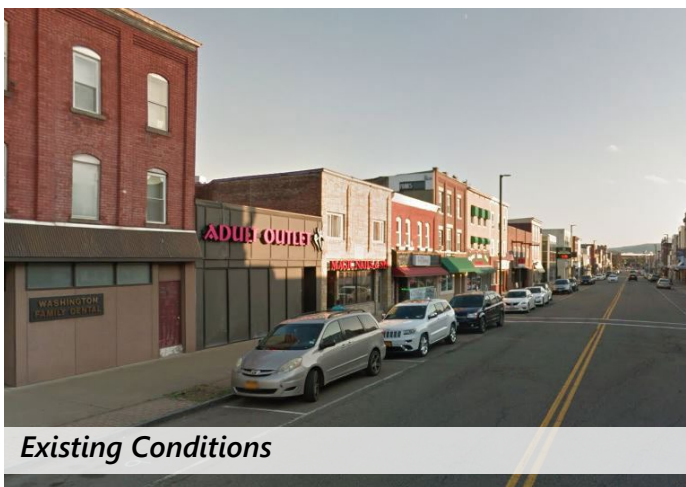
Revitalization Benefits

Anticipated revitalization benefits associated with this project include:

- Revitalizing the iDistrict's "main street" into a vibrant corridor
- Promoting businesses development along the corridor
- Strengthening Washington Avenue's identity as a unique and niche shopping corridor, and encouraging out-of-the-area visitors

Project Impacts

- Improved walkability and increased foot traffic along the Washington Avenue corridor
- Enhanced pedestrian safety and accessibility
- Increased patronage of businesses along Washington Avenue



Existing Conditions



Proposed Rendering

