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Introduction





What is the BOA Program?



The BOA Program helps communities develop strategic area-wide plans that attract investment and revitalize underutilized brownfield properties.

The Village of Endicott is participating in the BOA program to revitalize its downtown core and the Huron Campus by addressing environmental challenges and unlocking the redevelopment potential of key brownfields.

About the BOA Program

The Brownfield Opportunity Area (BOA) Program, administered by the New York State Department of State (NYS DOS), provides municipalities and community organizations with technical and financial assistance to assess redevelopment opportunities, build consensus around strategic reuse, and implement revitalization solutions.

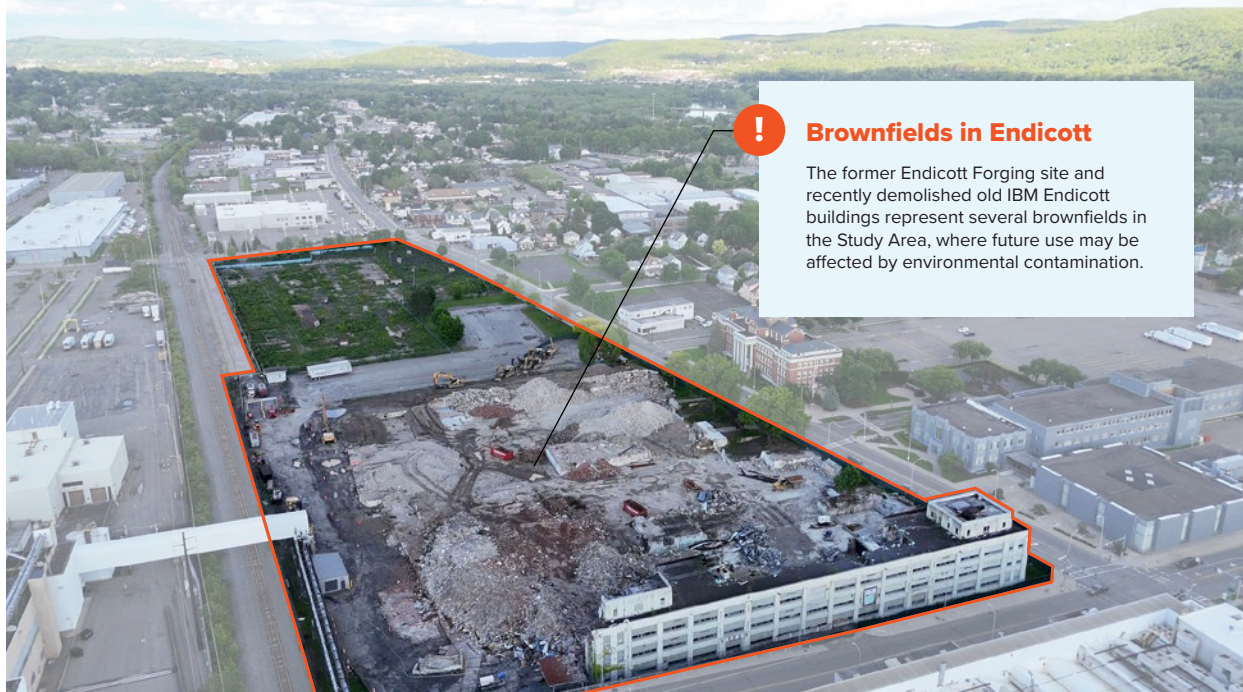
When remediated and redeveloped, brownfields can increase property values and tax revenues, reduce public health risks, address environmental justice concerns, and stimulate further community investment. The community-driven planning process enables residents and stakeholders to establish a clear vision for revitalization that is both economically viable and environmentally sustainable.

Following completion and formal designation of a BOA Plan, communities can apply for funding to support technical analyses and environmental investigations that advance specific plan recommendations. This creates a seamless pathway from vision to implementation, allowing communities to leverage initial planning investments into concrete redevelopment steps. Since its inception, the program has transformed hundreds of acres of underutilized land into vibrant community assets that contribute to local economic growth and improved quality of life.

BOA Process

This report represents the first step in the BOA process: the Nomination Study. This study provides thorough analysis of the Study Area, including community vision and goals, existing conditions, brownfield inventory, stakeholder partnerships, and public participation initiatives.

Upon completion of the Nomination Study, communities may apply for BOA Designation by the Secretary of State. This designation provides official recognition of the completed planning process and demonstrates the state's commitment to supporting the community's revitalization efforts. Designation also grants access to additional funding and technical assistance to advance implementation.



An aerial view of the old IBM buildings during demolition in 2025.

Following designation, NYS DOS accepts applications for pre-development funding within designated BOAs. Eligible activities include development and implementation of marketing strategies, project plans and specifications, building condition studies, infrastructure analyses, zoning and regulatory updates, and environmental and economic studies.

What is a Brownfield?

As defined by NYS Environmental Conservation Law Section 27-1405, “a brownfield site” or “site” shall mean any real property where a contaminant is present at levels exceeding the Soil Cleanup Objectives, other health-based criteria, or standards adopted by the New York State Department of Environmental Conservation (DEC) based on the reasonably anticipated uses of the property. For a description of real property excluded from this definition see NYS Environmental Conservation Law Section 27-1405 (Section 27-1405). More generally, brownfields are properties where expansion, redevelopment or reuse may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.

Within a BOA nomination or plan, the term “brownfield site” as defined in Section 27-1405 will be qualified by using “suspected” to include properties where evidence of contamination above threshold levels has not been confirmed. Known or suspected brownfield sites will be referred to as “brownfields” throughout this plan.

Brownfields typically include former industrial facilities, gas stations, or commercial properties affected by past operations. While presenting environmental challenges, brownfields offer significant economic opportunities when properly remediated.

Lead Agency

The Village of Endicott serves as lead agency for the BOA, with NYS DOS as project administrator and funding partner. For this project, the Village was supported by a Steering Committee that provided guidance throughout the planning process as well as a Project Team consisting of technical consultants in urban planning, economic development, and environmental engineering.

Endicott BOA Study Area

The Endicott BOA Study Area is centered on downtown Endicott and the Huron Campus.

The Study Area is bounded by Vestal Avenue, E. Franklin Street, and Bermond Avenue to the west; Jenkins Street and Watson Boulevard to the north; Hill Avenue and the Village boundary to the east; and E. Main Street to the south. The area represents over 1,000 parcels totaling 450 acres and overlaps significantly with the Endicott iDistrict and Downtown Revitalization Initiative (DRI) study areas. These initiatives aim to revitalize downtown Endicott, and with implementation actively underway for both, the Endicott BOA Study Area is well-positioned to benefit from and build upon that ongoing momentum.

The Study Area was selected for the BOA program due to its concentration of environmental challenges and redevelopment opportunities. The area's history of manufacturing and industry — particularly legacy operations from IBM, Endicott-Johnson Corporation, the Old Village Dump, and various petroleum and solvent facilities — has created complex contamination affecting both soil and groundwater across large portions of the Study Area.

Multiple properties were identified as potential brownfields where contamination complicates expansion, redevelopment, or reuse. Notable properties include much of the Huron Campus (the former IBM complex), the former Endicott Forging site, and several properties around the Old Village Dump site, including the currently vacant Kmart property. Additionally, numerous underutilized properties throughout the Study Area are either vacant, partially vacant, or not achieving their highest and best use, representing significant redevelopment potential.



How the BOA Program Will Benefit Endicott

Redevelopment and Investment:

The BOA program identifies targeted strategies for attracting businesses and catalyzing investment in the Study Area.

Advocacy: Support from NYS DOS and DEC connects the community to resources and funding from other state and federal agencies.

Predictability: BOA designation establishes clear remediation standards and implementation pathways for site cleanup and redevelopment.

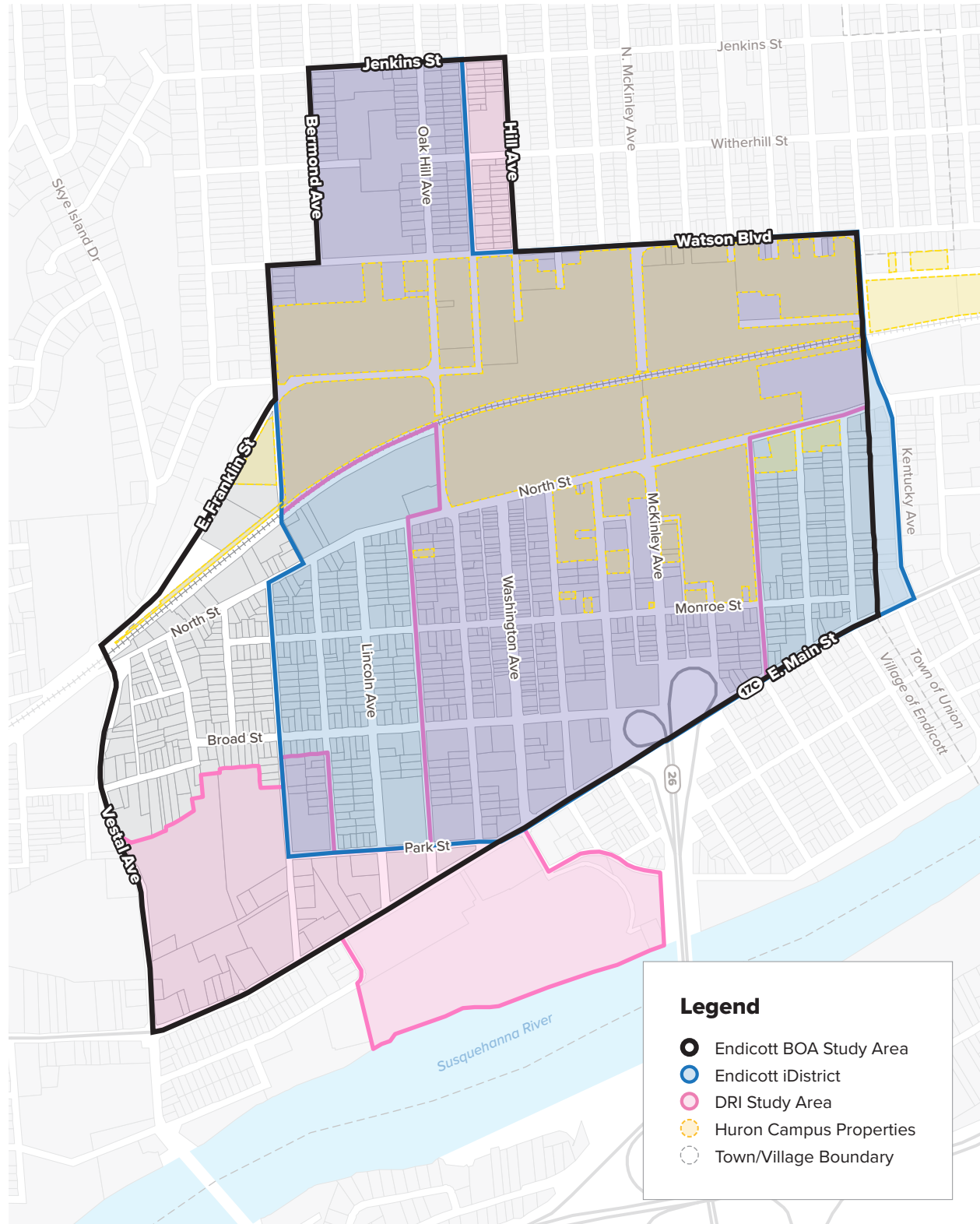
Priority and Preference: Designated BOAs receive priority consideration when applying for state grant and economic development programs.

Empowerment: The community-driven planning process ensures future development aligns with the vision established by local residents and stakeholders.

Tax Credits: Development projects within designated BOAs may qualify for enhanced Brownfield Cleanup Program (BCP) tax credits.

Endicott BOA Study Area Map

500 ft



Source: Broome County

Vision and Goals for Revitalization



An aerial view from Main Street looking north.

The Imagine Endicott Revitalization Plan is driven by a community vision for the future of the area.

Developed collaboratively by community members and Village of Endicott representatives, this vision articulates the overarching aspirations for downtown Endicott's revitalization and paints a picture of what the community hopes to achieve. The vision is supported by goals and strategies that provide a clear roadmap for implementation. Goals represent the broader objectives needed to realize the vision, while strategies offer specific, actionable recommendations for achieving each goal. The recommendations detailed in Chapter 3 are strategically designed to advance these goals and bring the community vision to life.

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Our Vision

Downtown Endicott will be rooted in innovation, with historic assets and high-tech amenities that attract businesses and investment, foster collaboration, and welcome residents and visitors of all ages to live, work, invent, create, and build the future of the region.”

Goals



Business Growth

Foster a high-tech environment in the downtown that attracts businesses, creates jobs, and grows the workforce to expand the local innovation economy.



Connectivity and Sense of Place

Strengthen connectivity between the Downtown Core and surrounding neighborhoods, and establish a strong sense of place to ensure that these areas function as an integrated downtown community.



Downtown Quality of Life

Provide downtown amenities such as improved urban design, recreational opportunities, and arts and cultural resources to attract young professionals to live downtown.



Mixed-Use Development

Create a mixed-use district that includes housing, retail, restaurants, and cultural and civic institutions that support an active and vibrant community.



Diverse Housing Options

Increase the diversity of housing options, appealing to a wide variety of potential residents, including affordable, workforce, and senior housing.

Strategies

1 Advance the establishment and expansion of new companies with facilities and infrastructure to invest and grow downtown Endicott.

2 Stimulate economic development by activating vacant or underutilized downtown properties.

3 Reposition legacy properties to be marketable to regional strategic industries.

1 Improve multi-modal connectivity with an emphasis on biking and walkability enhancements.

2 Invest in signage and wayfinding improvements to make downtown Endicott easier to navigate for residents and visitors.

3 Create a sense of place through the integration of landscaping, gateways, street furniture, branding, public art, and civic spaces.

4 Leverage technology and best practices to further a “Smart Downtown” and enhance the function of infrastructure.

5 Enhance connections between major employers and surrounding commercial and residential areas.

1 Improve downtown by supporting enhancements to the aesthetic appeal and character of public and private property.

2 Create additional opportunities for year-round recreation and activities that appeal to all ages.

3 Facilitate the location and expansion of shopping and dining opportunities.

4 Support the growth of arts and cultural attractions and events that celebrate community diversity.

1 Support mixed-use development that provides for downtown living opportunities.

2 Invest in buildings and uses that support community-oriented organizations and services.

3 Reimagine legacy properties for new types of uses and users.

4 Create attractions that encourage people to stay downtown and explore.

1 Invest in housing that will encourage employees to live where they work.

2 Identify opportunities for infill development or redevelopment to increase housing supply.

3 Create quality, affordable housing options that can serve the needs of the workforce.

4 Provide housing opportunities that allow the elderly population to age in place.

INTRODUCTION

Community Participation



Pop-up informational event at the Little Italy Farmers Market on July 17, 2025.

The Imagine Endicott Revitalization Plan is grounded in the voices of the people who live, work, and invest in downtown Endicott.

From the earliest stages of the planning process, meaningful community engagement was prioritized. Residents, business owners, and stakeholders were invited to share their experiences, identify challenges, and articulate a vision for Endicott's future. This input was used as the foundation upon which the Master Plan (Chapter 3) is built.

Engagement activities were designed to reach a broad cross-section of the community, including interactive workshops, pop-up events at neighborhood gathering spots, one-on-one stakeholder interviews, and an online survey that reached over 200 community members. Collectively, these efforts generated a rich picture of what downtown Endicott is today and what the community hopes it can become.

200 Public Survey Responses

15 Stakeholder Interviews

5 Committee Meetings

3 Public Events

Want to know more? You can find summaries of all community engagement activities in Appendix C.

Key Themes from Community Input

The following themes emerged consistently across all community engagement activities, underscoring their importance to Endicott's future. These themes were used as guiding principles to inform the vision of the Master Plan, Strategic Site recommendations, and the implementation priorities found later in this report.

History and Pride: Residents express deep pride in Endicott's industrial heritage, its historic architecture, and its small-town sense of community.

Walkability and Scale: Endicott's compact, pedestrian-friendly downtown is well-liked. Residents want improvements that enhance — not replace — this intimate character.

Safety and Maintenance: Property upkeep and public safety were cited as the most urgent neighborhood concerns, with calls for stronger code enforcement and a greater sense of safety.

Retail and Business Needs: Residents strongly desire everyday conveniences, like a small grocery store, café, or a department store, alongside support for local entrepreneurs.

Green Space and Recreation: There is consistent demand for improved parks, walking trails, dog parks, and active outdoor amenities.

Housing Renovation: Community members desire increased housing variety, and prioritize renovation of existing single-family homes and development of mixed-use buildings on main roads.

Priority Investment Areas: Across all engagement activities, several locations emerged consistently as the community's top priorities for investment: the former Kmart site, Washington Avenue, the Huron Campus, and George W. Johnson Park. These locations form the backbone of the BOA's Strategic Site framework and Master Plan direction.

Community Vision

When asked to envision Endicott a decade from now, community members emphasized:

1	Thriving Historic Downtown Vibrant center with preserved character	35%
2	Family-Friendly Community Safe, welcoming spaces for all ages	25%
3	Hub for Small Businesses Strong entrepreneurial ecosystem	20%
4	Place with Great Jobs Economic opportunity and quality employment	12%
5	Place Young People Want to Live Attract younger demographics	10%

Source: Community Input Survey

Top Priorities

Community members' top priorities include:



Source: Community Input Survey