

## SUMMARY

### Public Workshop #1

#### Village of Endicott BOA Nomination Study

November 13, 2025

## What is Imagine Endicott?

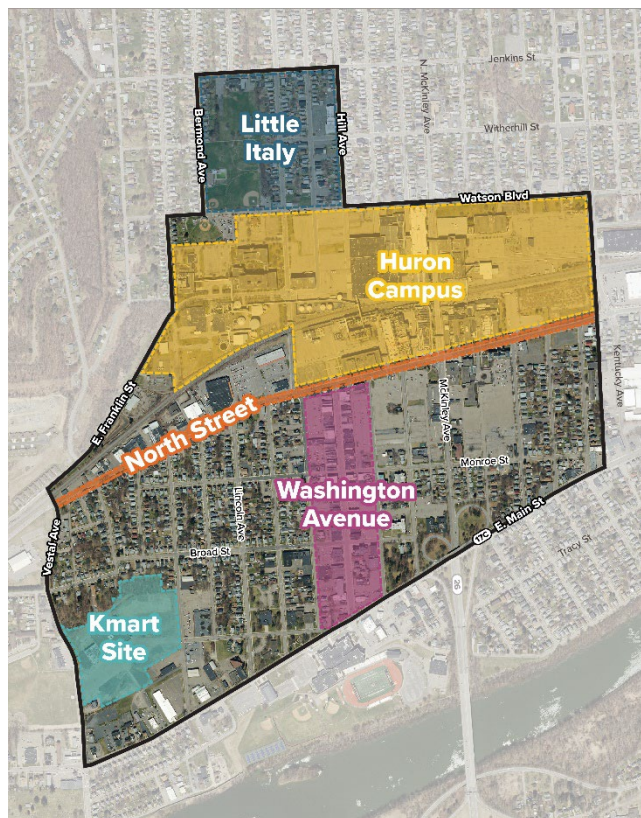
### BOA Program Overview

Leigh Ann Kimber, Project Manager with Colliers Engineering & Design (CED), explained that the Brownfield Opportunity Area (BOA) program is a New York State program that provides communities impacted by the presence of brownfields or underutilized sites with grant funding and technical assistance to develop area-wide plans for revitalization and redevelopment. “Brownfields” are abandoned, idled, or underutilized properties, including properties where future redevelopment may be complicated by the real or perceived presence of environmental contamination. There are several brownfield and underutilized sites in the Village of Endicott, including the Huron Campus, the former Kmart site, and the Endicott Forging site.

Communities involved in the BOA program develop a plan, known as a Nomination Study, to generate a vision for the affected area, identify redevelopment opportunities and strategies, and develop a master plan for strategic redevelopment sites. The Nomination Study is then submitted to the Department of State (DOS) in order to officially designate an area as a BOA. State designation helps jumpstart the redevelopment process and provides several benefits including priority and preference for state funding programs and tax credits for developers working on eligible projects.

### Study Area

The Study Area for the Village of Endicott’s BOA is 429 acres, bound by Vestal Avenue to the west, the Village boundary to the east, Main Street to the south, and Watson Boulevard and Jenkins Street to the north.



Department  
of State



## Synergy with the DRI

Leigh Ann explained that the Village of Endicott is uniquely positioned to leverage synergies between the BOA and the Downtown Revitalization Initiative (DRI) programs. In 2022, the Village of Endicott was awarded \$10 million in funding from New York State to revitalize a target area that largely overlaps with the Study Area for the BOA program. The influx of investment from both programs into this concentrated downtown area produces synergies that will promote revitalization, increase development interest, and drive additional investment.

## Planning Process

### Overview

Leigh Ann reviewed the steps involved in the BOA planning process, which is expected to take a little over one year. The process begins with an initial **inventory and analysis** of the Study Area, which examines current physical, social, market, and environmental conditions. Early in the process, a set of **vision and goals** will be developed with Steering Committee and community feedback to outline the community's vision for the future of the Study Area. Based on the community vision and the opportunities and constraints identified in the inventory and analysis, a **master plan** will be developed for the Study Area. The master plan is not intended to be prescriptive, but rather to be a visual representation of potential redevelopment opportunities and long-term projects and goals. As a companion to the master plan, an **implementation strategy** will be developed to outline how the vision in the master plan can be realized, including cost estimates, potential funding sources, timeframes, and potential partners for identified projects. The final deliverable of the process is the **BOA Nomination Study document**, which will be submitted to DOS as part of the Village's application to designate the Study Area as an official BOA. Official BOA designation unlocks several benefits, including technical and financial assistance.

### Community Engagement

Leigh Ann explained that community engagement is an important element of the planning process. A number of opportunities for community members to get involved will be provided throughout the planning process, including public workshops, pop-up events, stakeholder meetings, and a project website.

At this point in the planning process, the Project Team has conducted:

- 15 stakeholder interviews
- Meeting with Endicott Rotary
- Design charrette with Phoenix Investors
- Pop-up event at the Little Italy Farmer's Market
- Community Input Survey



Department  
of State



## Community Feedback

Several key themes have emerged from previous engagement activities. Community members value the area's strong sense of history, convenient location, compact walkable neighborhoods, and recent investments that create excitement for future development. However, challenges include high vacancy rates, housing stock that doesn't attract new residents, lack of public space, and difficult connections between neighborhoods. The community recognizes that successful revitalization must look forward while honoring Endicott's historic legacy.

Survey respondents identified preserving historic buildings, improving public parks, and maintaining walkable scale as top priorities. Preferred new housing includes renovated single-family homes, mixed-use buildings, and townhouses or duplexes. Needed businesses include a small grocery store, department store, local food vendors, cafes, and bakeries.

## Strategic Sites

A central component of the BOA planning process is identifying strategic sites—properties that, once redeveloped, are most likely to spur area-wide investment and revitalization. Sites were selected based on location, ownership status, readiness for redevelopment, potential to spur investment and improve quality of life, community support, and historical significance. Strategic site designation provides access to additional BOA funding, priority for other state funding programs, and tax incentives when coupled with state cleanup programs. The strategic sites include are listed below, with an accompanying map.

1. **Kmart** 219 Vestal Ave, 216 Harris Ave
2. **South Washington Ave Infill** 204-220 Washington Ave, 207 Madison Ave
3. **Former Broad Street School** 1401 Broad Street
4. **Huron South Infill** 11 Garfield Ave/1506 North Street
5. **The McKinley/Building 32** 22 Adams Ave and Huron Buildings 32, 33, 40, 42
6. **Adams and Monroe** Southeast corner of Adams Ave and Monroe Street
7. **Huron East Redevelopment** 1803 & 1901 North Street (Recently Demolished Buildings)
8. **Huron Northeast Campus** 1901 & 1804 Clark Street, 50 Adams Ave N. (Huron Buildings 45, 47, 250, 256, 273)
9. **Huron Oak Hill Ave Infill** 4 Oak Hill Ave
10. **Northside Park** 1101 Watson Blvd
11. **Park Gateway** 121-127 Oak Hill Ave



## Design Workshop

Workshop participants engaged in interactive exercises focused on three key areas: the former Kmart Plaza site, Northside Park, and downtown streets. The goal of the design workshop was to understand how residents experience public spaces in downtown Endicott, identify amenities and enhancements that should be included, and develop a design direction for key strategic sites. Feedback from the design workshop is summarized below.

### Northside Park

#### Current Park Usage

Visitors come to Northside Park primarily for **community events and family recreation**. The most popular activities include:

- **Concerts and special events** (particularly the summer concert series)
- **Sports activities** (baseball, softball games)
- **Family attractions** (carousel, playground, pool)
- **Casual recreation** (walking, picnics, Italian ice visits)
- **Community gatherings** (Little Italy Farmer's Market)

#### Greatest Park Assets

Workshop participants identified the park's open space and community gathering areas as its most valuable features:

- **Green space and open areas** (most frequently cited) – valued for flexibility and expansiveness
- **Carousel** – beloved family attraction and historic icon
- **Concert/event space** – important community gathering venue
- **Location** – convenient and central to the neighborhood
- **Variety of amenities** – playground, pool, sporting fields, and creative play areas

#### Top Priority Improvements

When asked about the highest priority enhancement, visitors ranked improvements as follows:

1. Walking trails – strongest demand
2. More things to do
3. Lighting
4. Landscaping
5. Renovated Entrance



Department  
of State



## Improvement Recommendations

Through an interactive mapping exercise, workshop participants identified a number of suggestions to improve Northside Park:

### Pathways & Connectivity

- Install walking paths with integrated lighting for safety and evening use
- Enhance street edges along Watson Boulevard and Bermond Avenue to improve park accessibility and visual appeal

### Aquatic & Water Features

- Add splash pad adjacent to Z-Pool for family recreation
- Construct pavilion near Z-Pool for shade and gathering space
- Relocate existing playground closer to Z-Pool to create a centralized family activity zone

### Parking & Access

- Expand parking capacity near existing Oak Hill Avenue lot
- Add street parking along Bermond Avenue

### Courts & Recreation Areas

- Repurpose existing basketball courts with two options suggested:
  - Convert to terraced seating area
  - Convert to pickleball courts

### Amenities & Infrastructure

- Install electrical outlets near existing amphitheater to support community events
- Add restroom facilities in lower park area
- Place additional benches throughout park
- Designate dog park area for off-leash recreation
- Create defined picnic areas with tables, grills, and shade

### Landscaping & Environment

- Plant additional trees for shade and environmental benefits
- Install landscape beds to enhance visual appeal

### Winter Programming

- Keep sledding area on existing hillside
- Install tow-rope system for sledding hill
- Construct seasonal ice rink
- Build warming room for winter activities



Department  
of State





## Former Kmart Site

When asked to consider the redevelopment of the former Kmart site, workshop participants provided the following suggestions:

### Open Space & Connectivity

There was strong community consensus for incorporating significant green space as part of site redevelopment. Additional amenities to support the green space were suggested including:

#### Pathways & Landscaping

- Create organic walking path network connecting Middle School to Park Street
- Install pedestrian lighting along all pathways for safety and evening use
- Plant trees throughout site for shade, environmental benefits, and visual appeal

#### Gathering Spaces

- Develop flexible picnic areas with tables and grills
- Design spaces to accommodate community gatherings and informal recreation
- Commission public art installations to establish site identity and community character

### Active Recreation Facilities

A number of active recreation facilities were suggested including:

- Tennis and multi-sport courts
- Skate park for youth recreation
- Dog park
- Splash pad for summer family activity

### Building Adaptive Reuse Options

Several reuse options were suggested for the former Kmart building, including:

#### Community & Recreation

- Recreation center with fitness facilities and programming space
- Indoor farmer's market for year-round vendor space
- Indoor pickleball courts for all-season play

#### Economic Development

- Office space for small businesses and startups
- Retail spaces for local entrepreneurs
- Artist studios and creative workspace
- Flexible-use space adaptable to evolving community needs



Department  
of State



## Streetscape Improvements

### Little Italy District

Participants suggested the following streetscape improvements for the Little Italy District:

#### Gateway & Wayfinding

- Install Little Italy gateway signage at Watson Boulevard and Oak Hill Avenue intersection
- Include neighborhood map highlighting Northside area attractions and businesses
- Commission public art installation at Northside Park entrance to establish district identity

#### Public Spaces

- Develop piazza at Odell Avenue and Witherill Street intersection to create gathering space and enhance pedestrian experience

#### Parking & Infrastructure

- Construct public parking lot on Strategic Site at southeast corner of Watson Boulevard and Oak Hill Avenue
- Design parking area to serve Little Italy business district with landscaping, pedestrian lighting, and public art elements

### Oak Hill Avenue Corridor

Participants suggested the following streetscape improvements for the Oak Hill Avenue corridor:

- Plant street trees for shade, visual appeal, and pedestrian comfort
- Install pedestrian-scale lighting along corridor
- Prioritize enhanced lighting at railroad overpass for safety and visibility

### Alley Improvements

Participants suggested the following streetscape improvements for the Ideal Alleys:

#### Safety & Security

- Upgrade lighting throughout alley network for visibility and crime deterrence
- Increase police presence and patrols in alley areas
- Install security camera systems at strategic locations

#### Maintenance & Aesthetics

- Place trash receptacles at regular intervals to address litter concerns
- Improve and maintain rear facades of Washington Avenue buildings facing alleys
- Establish regular cleaning and maintenance schedule



Department  
of State



## Next Steps

Leigh Ann concluded the workshop by outlining next steps in the BOA planning process:

- **Master Plan Development:** The Project Team will develop a comprehensive master plan for the Study Area incorporating community feedback.
- **Implementation Framework:** An implementation strategy will be created to guide realization of the master plan vision.
- **Public Open House:** Additional opportunities for community engagement will be provided, with dates to be determined.

Community members were encouraged to stay involved and visit [www.ImagineEndicott.com](http://www.ImagineEndicott.com) for updates.



Department  
of State

