

Public Meeting – September 14, 2022

Clinton Street Neighborhood Business District Revitalization Plan



Prepared for the
City of Binghamton
Mayor Jared M. Kraham

In Partnership with:



Today's Agenda

- **Introductions**
- **Background & Context**
- **Analysis of Existing Conditions**
- **Public Outreach**
- **Needs & Opportunities**
- **Conceptual Ideas**
- **Project Timeline**

Meet the Team



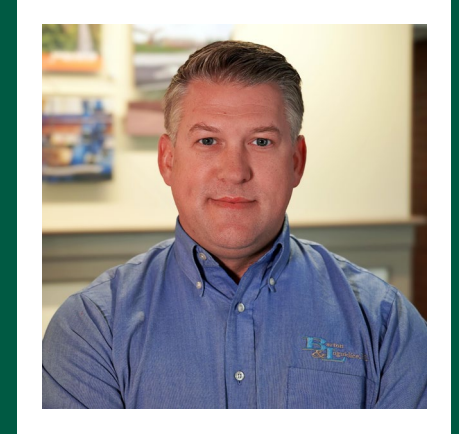
Sarah Glose,
City of Binghamton



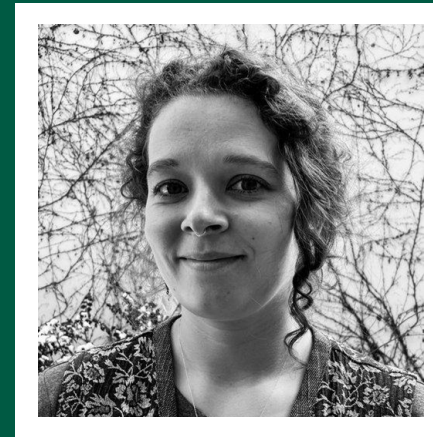
Todd Poole,
4ward Planning



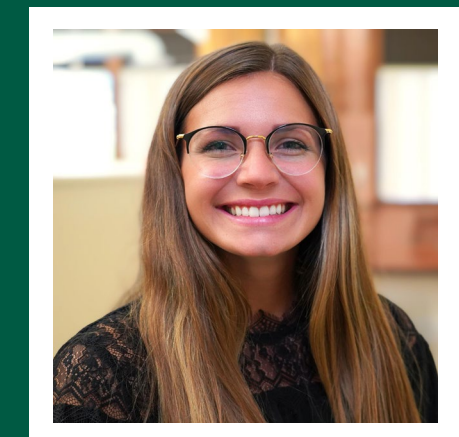
Scott Whitham,
WPD



Keith Ewald,
B&L



Claire Fisher,
WPD



Hanna Quigley,
B&L

Why are we here?

- Share the current findings and stakeholder input guiding a Neighborhood Business District Revitalization Plan
- Present a plan to guide potential improvements in the Neighborhood Business District
- Solicit public input on the Plan strategies, projects, and findings
- Discuss potential projects that would build on existing community and improve the economic future of the First Ward

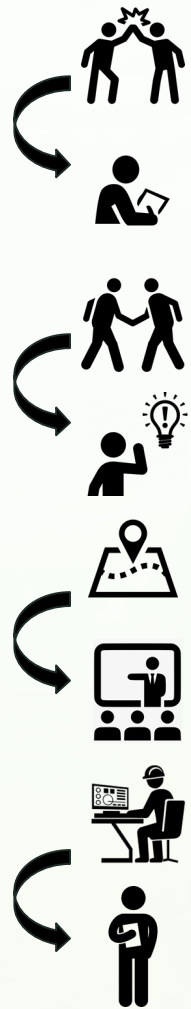
What is a **Neighborhood District Revitalization Plan**?

A planning document that:

- Sets forth a vision and goals supported by the community
- Provides recommendations about how to achieve those goals
- In the case of the Clinton Street Neighborhood District it:
 - Helps the City plan improvements to the neighborhood over time
 - Includes research and a streetscape design process
 - Identifies potential renovation or new construction projects
 - Supports a State DRI ask and other funding for implementation of projects in the district



How are we **developing the Plan**?



Collaboration with City Staff

Public input – survey, meetings

Stakeholder meetings – property/business owners, community partners

Research process

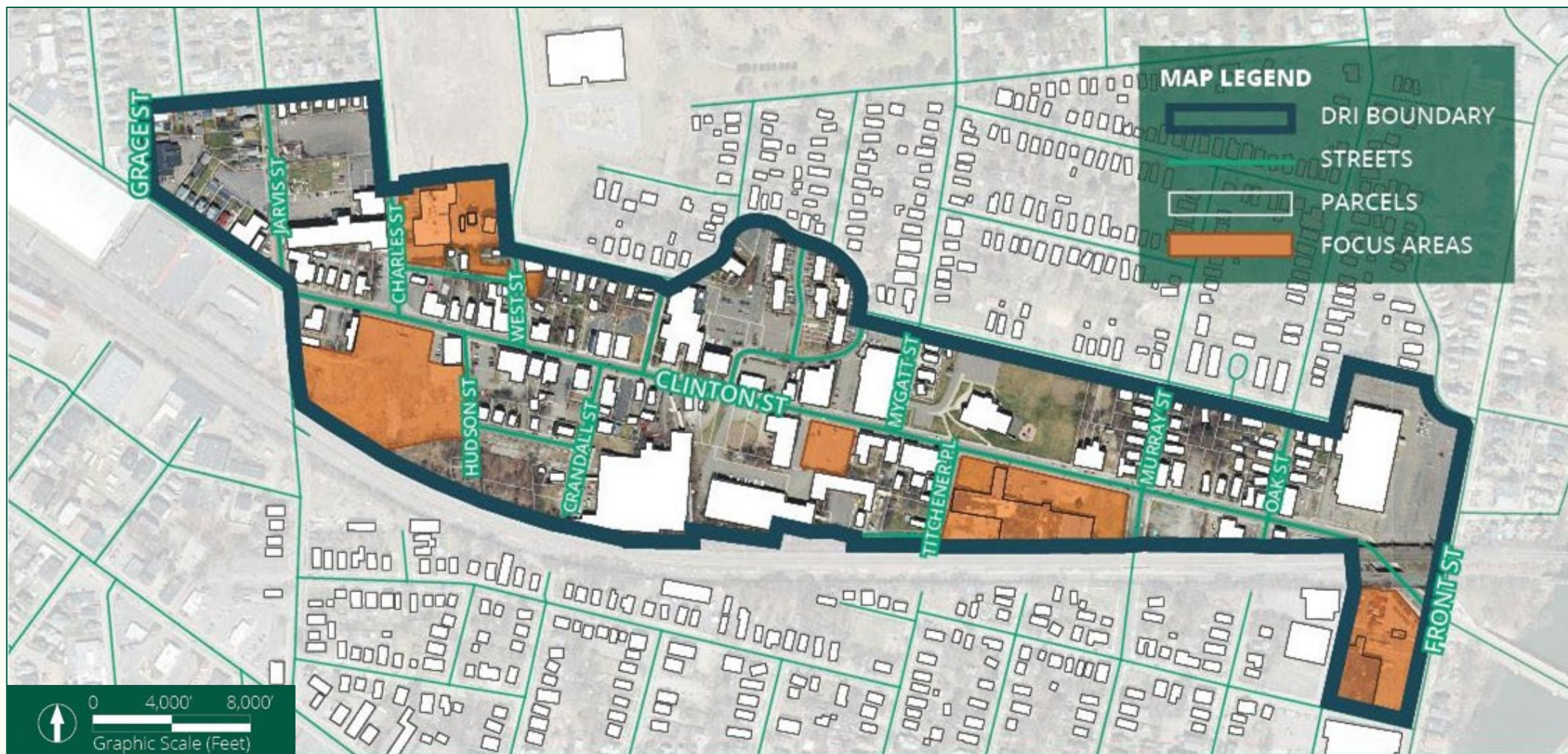
Design process

Present draft to public

Revise draft to reflect conversations

Finalize plan

Where is this taking place? Clinton Street Neighborhood Business Improvement District



History

- Immigration & Diversity
- Industry & Manufacturing
- Retail
- Entertainment
- Parlor City
- Walk to work



Vision Statement

- Reflects the community's vision for the Clinton Street corridor
- Complements goals and objectives
- Guides and informs planning process and recommendations

“The First Ward is a vibrant neighborhood with well-kept homes, active parks, historic churches, and thriving local businesses. The neighborhood welcomes a diversity of families, seniors, and students, who together celebrate the history and culture of the neighborhood. The area is home to businesses that provide high-quality jobs and offer employees a chance to follow in the footsteps of previous generations by walking to work. By continuing to offer beauty, affordability, and a sense of community for all residents and visitors, the neighborhood is now known for its strength, resilience, and prosperity.”

- Vision Statement, First Ward Revitalization Strategy



Vision Statement

- Build and maintain the strong community character and identity
- Quotes, sayings, input we have received to date from public feedback, stakeholder meetings, and First Ward planning documents

“Anchor institutions include antique row, the Boys & Girls Club, de Colores, Milk + Ice...”

“Residential + business (mixed-use) is what this street is and should continue to be”

“Funky”

“Quirky”

“Eclectic”

“Walk to Work”

“Parlor City”

“Bar Mile”

**“Backbone” of
the First Ward**

“A Center and Microcosm
of the First Ward”

Public Outreach

what we've heard



Public Outreach from Stadium District Master Plan, completed by the City of Binghamton in 2021 in partnership with Whitham Planning, Design, Landscape Architecture, PLLC.

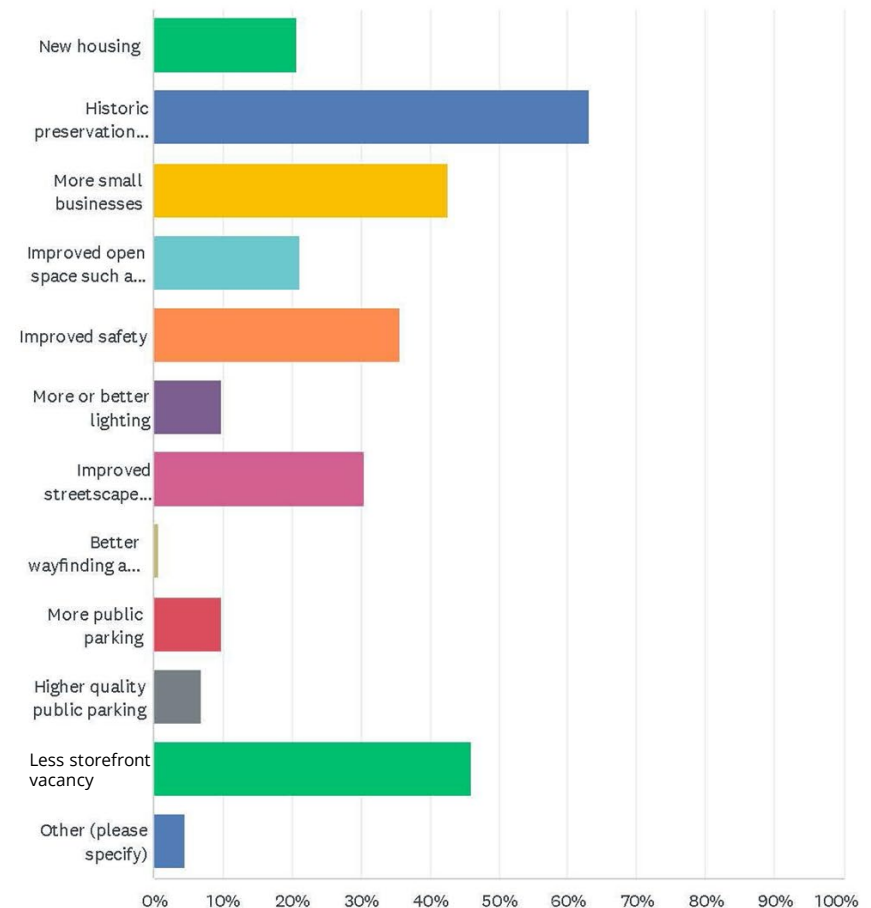
Outreach Survey

- We asked the public to give us their feedback about the Clinton Street Neighborhood
- We asked a range of questions related to what people do when they visit and what they would like to see as improvements in the neighborhood
- Questions posted online – publicized in media, press
- We've received over 290 responses to date

Stakeholder Outreach - Clinton Street Neighborhood Business District Revitalization Plan

Q19 What improvements would you most like to see in the Clinton Street Neighborhood Business District? Choose up to three.

Answered: 295 Skipped: 0



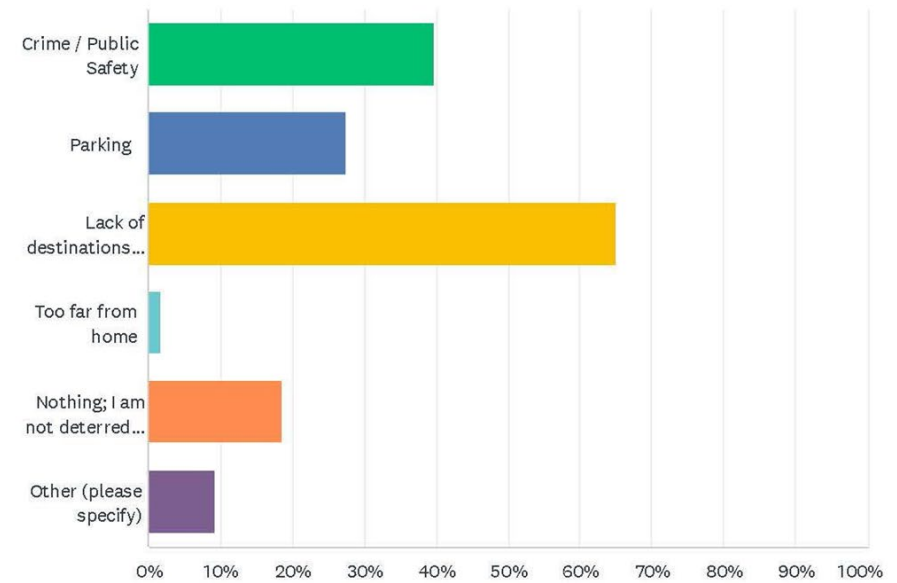
Outreach Survey

- Primary deterrents are lack of destinations and safety

Stakeholder Outreach - Clinton Street Neighborhood Business District Revitalization Plan

Q11 What deters you from visiting the Clinton Street Neighborhood Business District?

Answered: 295 Skipped: 0



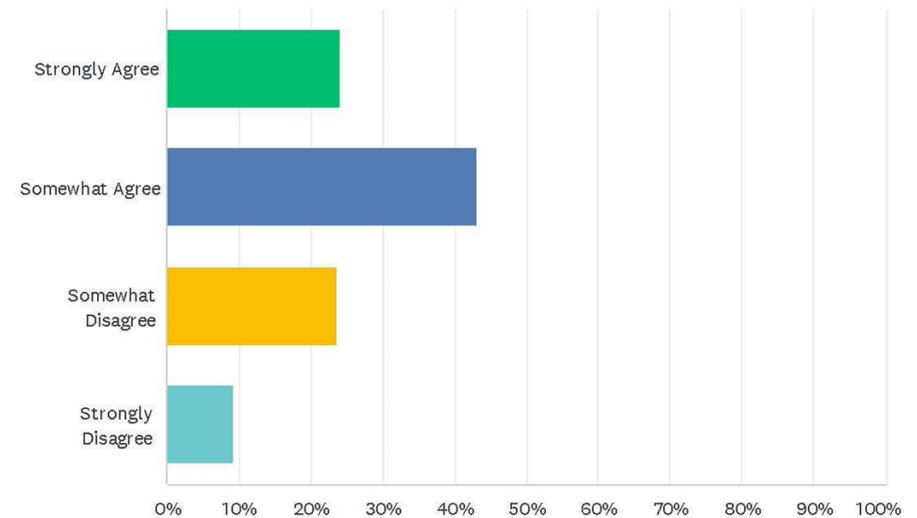
Outreach Survey

- Survey responses indicated that in general, the Clinton Street Neighborhood has its own unique identity and feel

Stakeholder Outreach - Clinton Street Neighborhood Business District Revitalization Plan

Q13 Do you agree or disagree with the following statement: the Clinton Street Neighborhood Business District has a strong identity and feel.

Answered: 295 Skipped: 0



Analysis of Existing Conditions

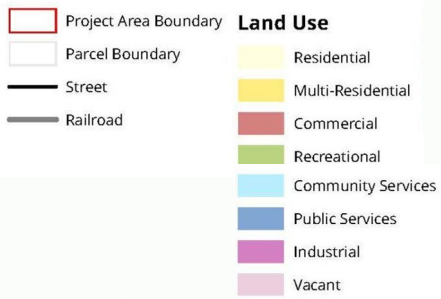
*what's here and why is it
important*



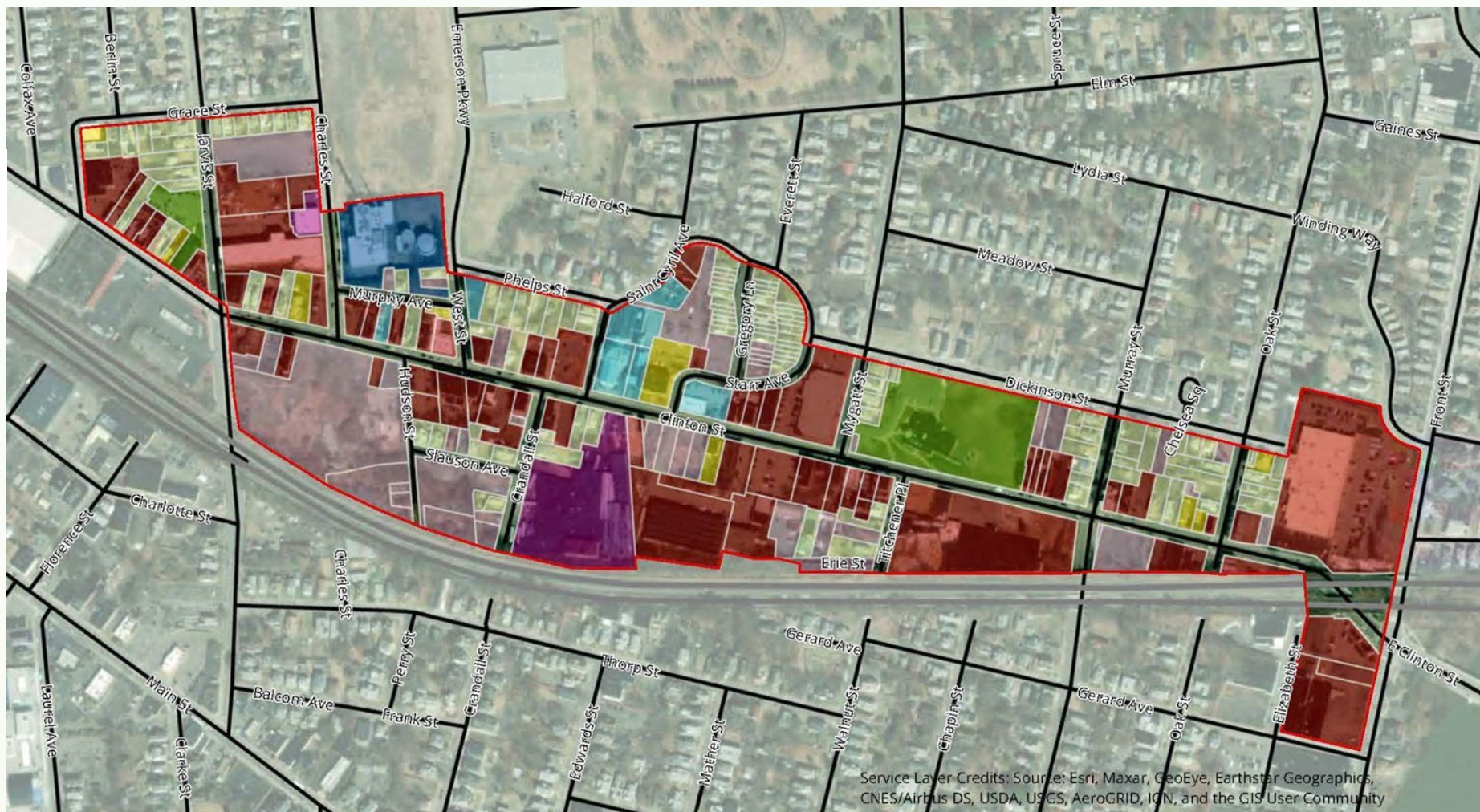
Land Uses

“The land use pattern in the First Ward is a key strength, as it provides flexibility for future redevelopment opportunities—i.e. a mix of uses, variety of lot sizes, a substantial supply of re-developable land (including large, contiguous sites) and existing infrastructure, such as streets, sidewalks, and water/sewer.”

- First Ward Revitalization Strategy



- 241 Total Parcels
- 69.5 Total Acres
- Parcels are predominantly residential, commercial, and vacant, but there are also industrial, multi-residential, and public service parcels



Market Analysis

People and Households Drive Markets for Goods & Services

Healthcare and Higher-Ed are Dominant Employers

Housing and Economic Development are Linked

Family Households



Non-Family Households

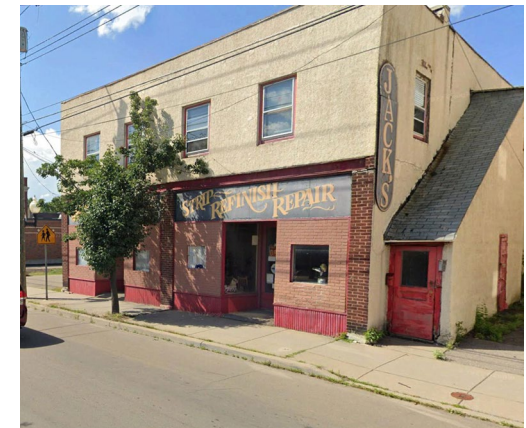


 +  = **1/3**

An inadequate housing supply will eventually undermine the local economy

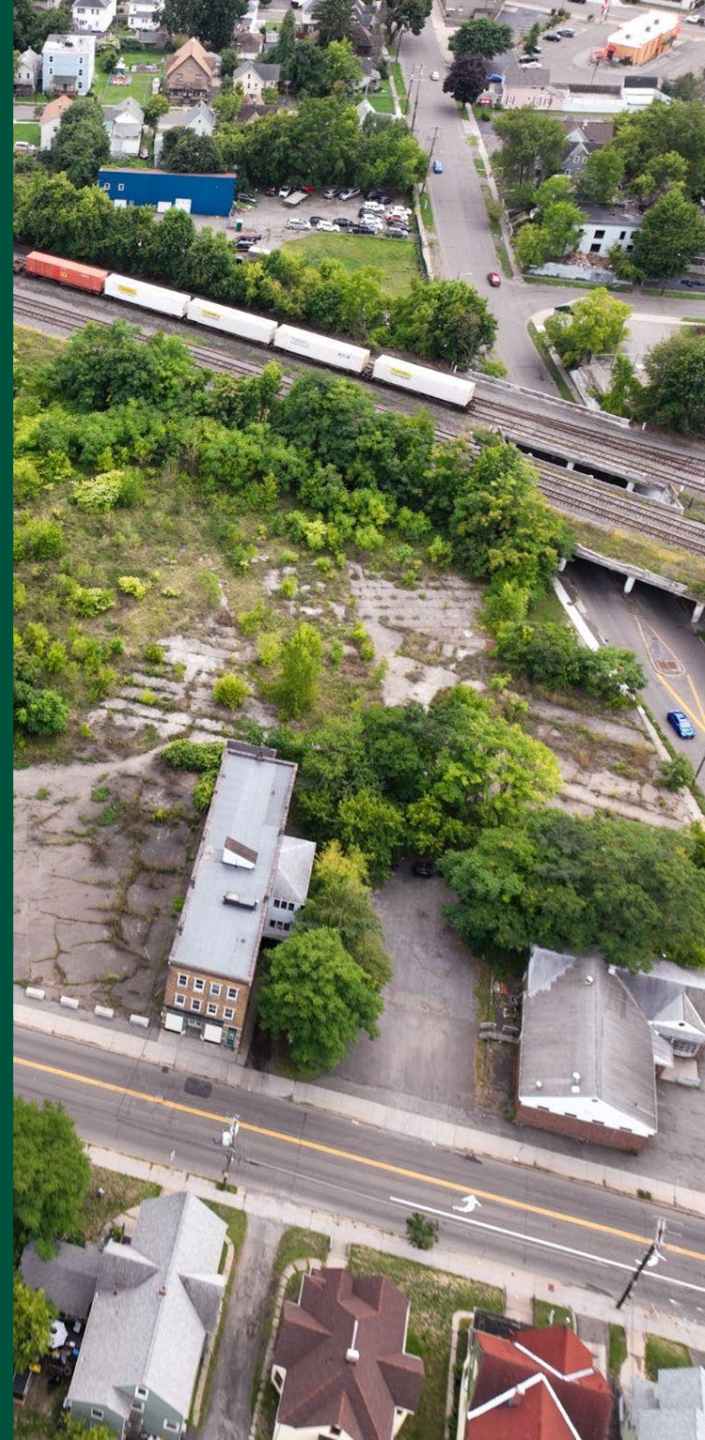
Market Identity

The eclectic mix of housing, light industrial buildings, destination retail shops, and small eateries found within the Clinton Street study area is the basis for the corridor's brand and should be celebrated



Needs & Opportunities

Setting the scene



Redevelopment Opportunities

- Like most areas of the country, there is an insufficient inventory of quality workforce housing
- The Clinton Street corridor offers opportunities to rehabilitate many buildings for various uses
- Rehab and redevelopment of certain properties in the Clinton Street corridor will facilitate new business investment and needed housing

“...there are approximately 850 housing units being proposed in the 15-Minute PMA. Based on a robust pipeline of pending housing in PMA, it is likely that more affordable housing will be developed in the project area in the near-term.”



Supportive Entrepreneurial Capacity

- Small Business Lending
- Start-Up Technical Support
- Assistance Finding Space

“The City of Binghamton has a robust network of technical and financial resources already in place to encourage and support small business development along the Clinton Street corridor.”

The Binghamton Local Development Corporation (BLDC)

U.S. Small Business Development Center (SBDC)

The Entrepreneurial Assistance Program

Greater Binghamton SCORE

Koffman Southern Tier Incubator

Types of Improvements *big picture*



Adaptive Reuse/New Construction

- Enhance existing businesses and allow for growth
- New, improved housing will provide places to live for moderate-income residents living and working in the neighborhood
- Encourage a variety of services
 - Businesses, professional services, health services, entertainment



Business Improvement / Attraction

- Tenant Improvement and Lease Stabilization Program
- Facade Easement Rehabilitation Program
 - Seek funding for façade improvements to make Clinton Street look more friendly
- Neighborhood Marketing



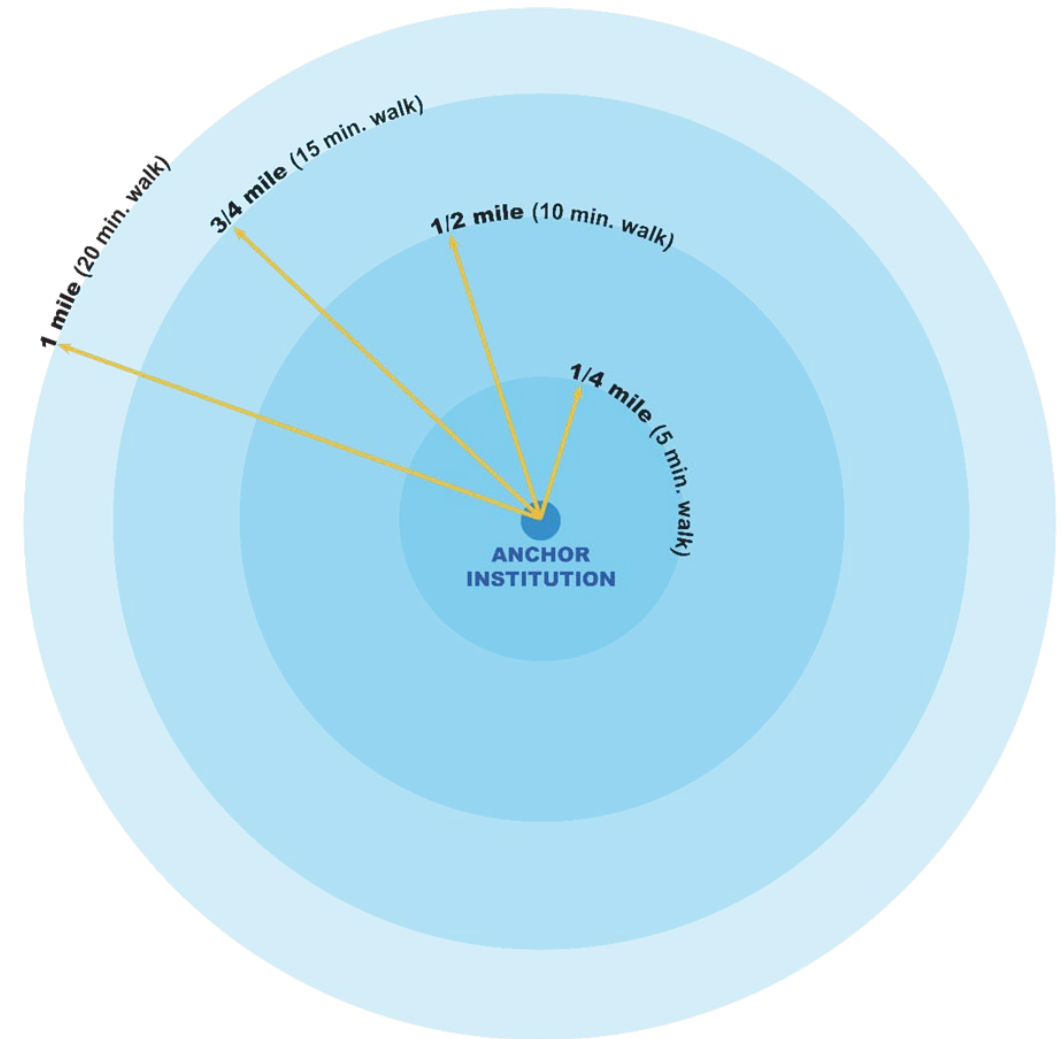
Streetscape Improvements

- **Complete Streets:** supporting safe use and mobility for all users
 - Multimodal uses: walking, biking, buses, cars
 - Signage
 - Green infrastructure
- **Amenities:**
 - Trees
 - Benches
 - Bus stops
 - Lighting



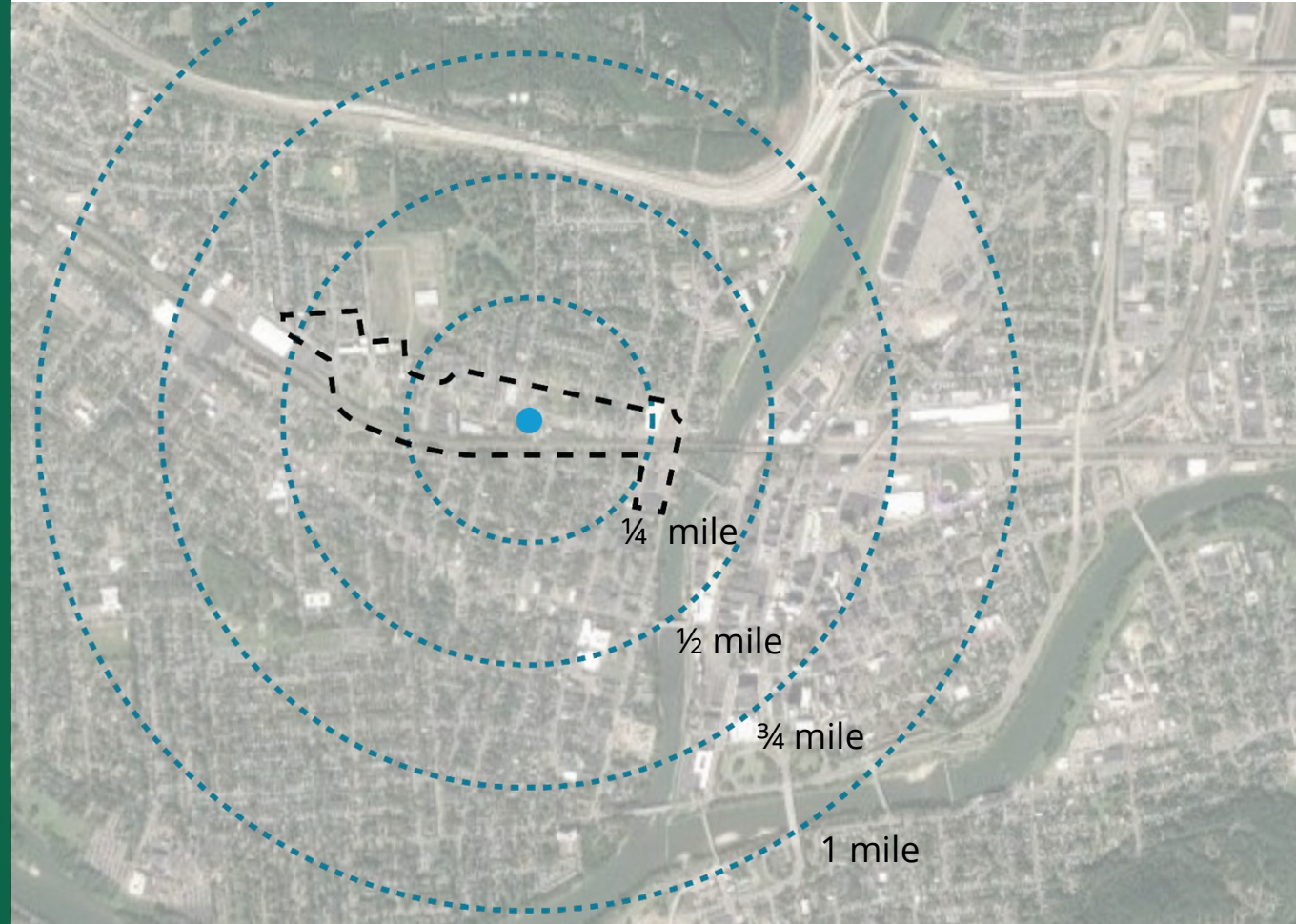
Walkability

- Walkability: a measure of accessibility to services and amenities
- More people walking in the neighborhood is good for:
 - Business
 - Tourism
 - Sense of Community
 - Health
 - Safety



Connectivity

- Relationship to downtown Binghamton and surrounding areas
- Strengthening connections while maintaining sense of place
- Means of travel
 - Walking
 - Biking
 - Car
 - Bus



Gateways

- Unique, identifiable entrance points
- Pedestrian as well as vehicular scale
- Informative, interesting
- Establishes the sense of place for the neighborhood



Green Infrastructure

- Water Management: protect, restore, or mimic the natural water cycle
- Stormwater infiltration, runoff reduction
- Decreases urban heat island effect
- Increases climate resiliency



Public Spaces

- Public lots – flexible spaces for events such as:
 - Farmer's markets
 - Pop-up vendors
 - Neighborhood festivals
 - Live music
- Public Art Opportunities:
 - Partnerships - local artists and businesses
 - Murals
 - Art walks
 - Craft fairs



Next Steps

where we go from here



Project Timeline & Next Steps



Questions?

- If you have not signed in, please do so
- Provide feedback on logo options on the board
- Fill out a notecard if you would like to provide additional feedback—we may include your card in our DRI Application!

“Very excited for this new direction”

“I love this initiative. Looking forward to having another area of the city to spend a day.”

**“This is
freaking
awesome
- keep
going!”**

“It's going in the right direction and we are here for it.”

“This is an area worthy of investment”

“I am excited to see what will be done with my neighborhood. Proud 1st Ward citizen.”