ENDICOTT-JOHNSON

REVITALIZATION STRATEGY



Table of Contents

	INTRODUCTION		
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OVERVIEW AND PURPOSE	1
THE JOHNSON CITY IDISTRICT	2
STUDY AREA LOCATION	3
GOALS FOR THE REVITALIZATION STRATEGY	4
OUTCOMES OF THE REVITALIZATION STRATEGY	4

PUBLIC OUTREACH AND ENGAGEMENT5

INTRODUCTION	5
STEERING COMMITTEE MEETINGS	6
STAKEHOLDER INTERVIEWS	6
PUBLIC WORKSHOPS	6

DEMOGRAPHIC ANALYSIS7

7
8
8
9
9
10
10

LAND USE AND ZONING.....11

INTRODUCTION	11
EXISTING LAND USE	
EXISTING ZONING	13

INTRODUCTION	14
PARKING ANALYSIS STUDY AREA	15
CAPACITY	16
ON-STREET SUPPLY	16
OFF-STREET SUPPLY	16
OCCUPANCY	17
KEY FINDINGS: OCCUPANCY	18
RESTRICTIONS AND PRICING	19
KEY FINDINGS: RESTRICTIONS	19

PARKING RECOMMENDATIONS20
PRICING PARKING
SUPPLY
ZONING REQUIREMENTS
ON- AND OFF-STREET PARKING DESIGN
INNOVATIVE TECHNOLOGIES
PARKING ENFORCEMENT
SIRCEIJUARE ANALIJIS
IN I RODUCTION
WAIN STREET 20 VEV EINDINGS: STDEETSCADES 21
CTDEETCADE DEPOMMENDATIONS
CATEWAYS
STREETSGARE EMIANOEMENTS
INTERSECTION TREATMENTS
MASTER PLAN41
INTRODUCTION
LEVERAGING PARTNERSHIPS
MASTER PLAN43
TRANSFORMING STREETSCAPES
REDEVELOPMENT AND ADAPTIVE REUSE
LEVERAGING ONGOING SUCCESS
REJUVENATE OPEN SPACES AND TRAILS
PUBLIC WI-FI
IMPLEMENTATION PLAN 54
INTRODUCTION 54
FUNDING
IMPLEMENTATION TABLE 59
NEXT STEPS
APPENDICES62
APPENDIX A: PUBLIC MEETINGS
APPENDIX B: COMMITTEE MEETINGS
APPENDIX C: DESIGN GUIDELINES

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Overview and Purpose

The Village of Johnson City is generating remarkable momentum, as evidenced by the Village's designation as an Innovation District by the Upstate Revitalization Initiative, the completion of the Endicott-Johnson Industrial Spine Brownfield Opportunity Area (BOA) Nomination Study, and investments from Binghamton University, the Goodwill Theatre, and UHS Wilson Medical Center. This report will make recommendations for capitalizing on recent momentum. While the Village has experienced the effects of job relocation, population decline, and brownfield sites, significant opportunities exist to revitalize the Village and create a welcoming environment for residents, businesses, and visitors. The Endicott-Johnson (E-J) Industrial Spine Revitalization Strategy will establish a framework for transformation, with the ultimate goal of creating an attractive and innovative community in which to live, work, and play.

The Johnson City iDistrict

An iDistrict, short for Innovation District, is a geographic area where cutting-edge, high-tech anchor institutions and companies cluster and connect with startups, business incubators, and accelerators. These areas are physically compact, accessible by multiple modes of transportation, and contain a mix of uses including housing, office, and retail space.

In August 2017, Governor Cuomo announced the Greater Binghamton Fund (GBF) as part of the State's Upstate Revitalization Initiative (URI), which will provide \$20 million to support the implementation of projects in the area's three iDistricts: the Village of Johnson City, the City of Binghamton, and the Village of Endicott. The GBF is designed to encourage the development and execution of key projects strictly within the iDistrict boundaries. The goal is to transform the iDistricts into vibrant centers of commerce, innovation, and shared community spaces. The Johnson City iDistrict focuses on innovation in health and culture, while the Binghamton and Endicott iDistricts focus on commerce and manufacturing, respectively. While the E-J BOA Study Area encompasses a large portion of the Johnson City iDistrict, the two identified areas have distinct boundaries; with the Study Area extending into the City of Binghamton and north of the railroad tracks. The Study Area intentionally focuses on the downtown core and its immediate area.

The E-J BOA Study Area and the Johnson City iDistrict have both been recognized for their potential to once again provide economic and cultural benefits to the region and even beyond. The Study Area provides a foundation for the Johnson City iDistrict to build upon. This Revitalization Strategy will lay the groundwork for future development through the GBF and other initiatives.



Study Area Location

The E-J BOA Study Area is located in Broome County, and straddles the border between the Village of Johnson City and the City of Binghamton. The Study Area encompasses approximately 0.4 square miles (232 acres) and 1,083 residents. As of 2016, nearly 35% of those living within the Study Area made under \$14,000 and over 12% were unemployed.

The Study Area, located just off NYS Route 17 and a 15-minute drive from Greater Binghamton Airport, is easily accessible via car, truck, air, and train. Major destinations within the Study Area include UHS Wilson Medical Center, the Goodwill Theatre, and the Square Deal Arch. The Study Area also has a rich history, with both nationally and locally recognized historic districts and six buildings listed on the National Register of Historic Places.

Development projects are planned for the future Binghamton University Health Sciences Campus and the Century and Sunrise Apartments, both located on Willow Street. Additional opportunities for redevelopment exist at the vacant Victory Building and at various properties along Main Street. The revitalization of Main Street is integral to the success of the Study Area, and its transformation could attract students and young professionals to the area.

The Study Area's strategic location between and connections to the Endicott and Binghamton iDistricts also makes it an ideal location for businesses. Much of the Study Area is located within a START-UP NY Zone, allowing businesses to operate tax-free for the first 10 years. The Study Area's business climate – in combination with its accessibility, historic and cultural assets, and ongoing investment – provide a solid foundation from which to grow and capitalize on.



4

Goals for the Revitalization Strategy

This Revitalization Strategy builds off the Endicott-Johnson Industrial Spine Brownfield Opportunity Area (BOA) Nomination Study, which was completed in 2010. The Nomination Study identified the following goals:

- Focus on distressed properties while preserving viable sites and opportunities;
- Ensure the revitalization strategy is well-grounded in current market conditions;
- Realistically address environmental constraints;
- Provide connectivity;
- Encourage private investment;
- Create the Willow Street Business Park;
- Leverage the Goodwill Theatre District;
- Maintain momentum; and
- Foster partnerships between institutions and stakeholders.

Outcomes of the Revitalization Strategy

In order to achieve the goals identified in the Nomination Study, the Revitalization Strategy will complete the following actions:



Engage the public



Create a Master Plan for redevelopment



Create a marketing and branding strategy



Create design guidelines

Recommend streetscape and parking improvements

Vision Statement

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

What is the BOA Program?

New York State law defines a brownfield as a property whose redevelopment or reuse may be complicated by the presence of contamination. Brownfield sites are typically former industrial or commercial properties whose operations resulted in environmental impairment at levels exceeding the thresholds adopted by the Department of Environmental Conservation (DEC). The Department of State (DOS) and the DEC recognize the significant, detrimental impact that these sites have on adjacent properties and the community, and provide funding opportunities for remediation and planning through the Brownfield Opportunity Area (BOA) Program.

Multiple, vacant former manufacturing plants exist in Johnson City, and their remediation and redevelopment are important to re-activating the Study Area. In 2010, the study area was officially designated as a BOA, giving the Village priority access to technical resources, grant preference, and making the Village more attractive for private investment. This Revitalization Strategy will recommended redevelopment projects for these sites and identify methods for implementation.

PUBLIC OUTREACH AND ENGAGEMENT

Introduction

Community engagement and support is critical to the long term success of the Revitalization Strategy. Community members, landowners, stakeholders, officials, and regional organizations must have a vested interest in the success of the plan, and, most importantly, must become partners in its implementation. Public outreach for the Revitalization Strategy was conducted through a variety of means, including an advisory team, in-person interviews, and public workshops and events.

Who are Stakeholders?

Stakeholders are those in the community with a keen interest or concern in some component of the Revitalization Strategy. Stakeholders interviewed for this analysis include representatives from Binghamton University, Giblin's Pub, Binghamton Brewing, Vitali Auto, Avant Garde Salon, New York Styles Barbershop, and other property owners.

Steering Committee Meetings

A Steering Committee, made up of community leaders as well as local officials and staff, was created to provide feedback and guidance during the planning process. The Committee met regularly throughout the planning process to review and discuss findings and proposed plans for the Study Area, and to assist with public outreach (Appendix A).

Stakeholder Interviews

The project team conducted a series of interviews with key stakeholders on January 12th, 2017 at the Johnson City Village Hall. Those represented included business and property owners, institutional officials, and residents. Stakeholders were asked about the challenges, strengths, and opportunities associated with living, working, or owning a business in Johnson City.

Public Workshops

Open-house style public workshops were held on June 5th and November 14th, 2017 to gather feedback from the community related to visioning, prioritizing investments, and developing design guidelines (Appendix C). Important takeaways from this feedback are incorporated throughout this report, and were used to guide and inform the project team's recommendations (Appendix B).



Takeaways from Stakeholder Interviews

Stakeholders offered positive feedback about working and living in the Village of Johnson City and conveyed excitement about future opportunities related to Binghamton University investments. Stakeholders noted numerous assets and opportunities, including the pride of Johnson City's unique history, the value of having committed local business owners in the community, the potential for Main Street to be a vibrant and welcoming place, the presence of the hospital as a major employer, and potential to capitalize on future Binghamton University facilities. The biggest concerns mentioned during interviews included safety, the presence of drug activity, the condition and appearance of commercial and residential buildings in and around Main Street, and absentee landlords.

The following themes emerged during many interviews:

- Capitalize on influx of young professionals and millennials;
- Transform Main Street into a welcoming environment by enhancing facades, streetscapes, and lighting;
- Attract businesses that cater to young professionals such as coffee shops, restaurants, etc.;
- Identify strategies to ensure that absentee landlords maintain their properties;
- Create a Main Street business association
- Improve feeling of safety in parking lots;
- Address deterioration and drug activity along Broad Avenue; and
- Reconsider parking restrictions and fees, with the needs of the hospital and Binghamton University in mind.

DEMOGRAPHIC ANALYSIS

Introduction

Understanding local and regional population trends, age characteristics, educational attainment, and other demographic factors is necessary to make thoughtful recommendations for revitalization. The recommendations included in this Revitalization Strategy were informed by this analysis and tailored to the unique needs and vision of the Study Area.

What is the Study of Demographics?

Demographics uses statistical data such as age, race, and sex to study a certain population. Data for this analysis is derived from the U.S. Census Bureau and the American Community Survey. Demographic analysis is particularly important in planning since existing trends can be projected into the future, enabling decision makers to better account for the unknown.

Population Trends

The population of the Study Area has been steadily decreasing since 2010, with an estimated population of 1,083 in 2016. Through 2021, the population of the study area is projected to decline by 0.7% per year. The Study Area's population is declining at twice the rate of Broome County as a whole. New York State, however, is projected to experience a modest increase in population by 2021.

Coupled with the revitalization of Main Street, new developments such as the Binghamton University Health Sciences Campus have the potential to spur growth in the study area, attracting new workers and residents and reversing the downtrend in



Age Characteristics

In 2016, the median age for the Study Area was 31.4 years old, with over 20% of the population between the ages of 20 and 29. On average, the Study Area is younger than both the Village of Johnson City and Broome County, both of which have median ages around 40 years old.

The Study Area has a significant opportunity to capitalize on and cater to its population of young people and millennials. Transforming the study area into a choice destination could attract recent Binghamton University graduates and other young professionals, whose creativity and entrepreneurial spirit are important to sustaining an innovation district.



Existing Conditions

9

Income and Education

In 2016, the median income in the Study Area was \$19,298, with only 10% of the population having a 4-year bachelor's degree. In the Village of Johnson City, the median income was twice as high at \$38,420 with 15% having a college degree, and even higher in the county which had a median income of \$45,249 with 27% having a college degree.

The START-UP NY Zone that encompasses the Study Area and its concentration of healthcare services should attract well-paying jobs to the area, which may encourage well-educated, Binghamton University students to reside in the Study Area after graduation and may attract other young professionals.



Employment and Commuter Trends

In 2016, a total of 5,166 people worked in – but did not necessarily live in – the Study Area. Of the 1,083 who reside in the Study Area, approximately 12% are unemployed, while the unemployment rate in the Village of Johnson City is only 5%.

Many of those who work in the Study Area are commuters who do not live in the Study Area. In combination with revitalization, new housing developments could encourage commuters to reside in the study area. The Study Area's business climate could also attract new businesses which may provide additional employment opportunities for residents.



Occupancy Trends

Of the 666 housing units in the Study Area, about 68% of these units are occupied and, of those units, most are occupied by renters. Around 32% of the Study Area housing units are vacant, much greater than the percentage of vacant units in the Village of Johnson City and in Broome County, which both average at 10%.

Ensuring that the Study Area's housing stock is attractive and affordable is important to alleviating vacancy and drawing residents to the area. The large renter population also underscores the importance of proper maintenance by landlords.



Household Size

The largest proportion of households in the Study Area are 1-person. Of households with 2 or more people, most are families.

The Study Area should prioritize developments with 1 to 2-person households, as this size captures the needs of the largest portion of the population. In addition, housing for young families should also be a priority, as the future Binghamton University Pharmacy School will enroll graduate students who will want to live in the community.





Introduction

Understanding and evaluating land use patterns in the Study Area will help identify how redevelopment opportunities best fit into the existing built environment and where regulatory changes might be required to achieve a certain vision. Zoning districts also impact where and how future development and investment should occur. The purpose of reviewing zoning is to determine whether the existing regulations should be modified to better facilitate redevelopment.

What is Zoning?

Zoning is the regulatory tool by which municipalities control the physical development of land and the uses appropriate for each property. Typical zones include residential, commercial, industrial, and recreational. Aside from regulating land use, zoning can also be utilized to regulate building and streetscape design.

Existing Land Use

Land uses in the Study Area are primarily commercial, with large areas of industrial and community services as well. Commercial uses dominate Main Street while community services are clustered near UHS Wilson Medical Center. Industrial uses are generally located near one of the two railroad tracks that run through the Study Area. Residential uses and parks compose relatively little land area in the Study Area. Around 10% of the land area of the Study Area is presently vacant, and multiple, large parcels provide significant opportunities for redevelopment. The future Binghamton University Pharmacy and Nursing Schools will be constructed on the vacant parcels adjacent to Willow Street.





Commercial

Recreation & Entertainment

Vacant

Existing Zoning

The Study Area falls within the jurisdiction of two municipalities, meaning that it encompasses zoning districts from both the Village of Johnson City and the City of Binghamton.

The Study Area is mostly zoned as either commercial or industrial, with commercial zones straddling Main Street and industrial zones straddling the railroad tracks. A small area of residential zoning is located in the western portion of the Study Area, near Harrison and Baldwin Streets. The Planned Unit Development area in the northwestern corner of the study area provides flexibility in land use and other regulations to encourage







Study Area Boundary Industrial Light-Medium Industrial



General Commercial Service Commercial Neighborhood Commercial



Multiple Residential Conservation Area Planned Unit Development

PARKING ANALYSIS + RECOMMENDATIONS

Introduction

Adequately designed, managed, and accessible parking can contribute to an area's vitality and economic growth. On-street parking and municipal parking facilities provide access to businesses, residences, and other amenities and activities. The inclusion or exclusion of parking spaces can impact both real and perceived accessibility, either encouraging or discouraging business activity and thereby influencing economic development. The Revitalization Strategy analyzes on- and off-street parking along Main Street and surrounding the UHS Wilson Medical Center, as future investment and development are expected to focus in these areas. The subsequent recommendations are intended to ensure that the Study Area's parking facilities will meet the needs of future growth.

Parking Analysis Study Area

The parking study area is separated into two portions: the area around the hospital where patients and employee parking is permitted, and the area around Main Street where public parking is available. In the hospital area, concerns over supply predominate, especially when considering the new Binghamton University developments just south of the UHS Wilson Medical Center. In the downtown area, safety, regulation, and enforcement concerns exist.



Methodology



Existing Parking Inventory.

Visual field inspections and aerial imagery were utilized to determine the location, quantity, type, and restrictions associated with existing on- and offstreet parking facilities.



Occupancy Counts.

Field occupancy counts were tabulated during representative weekdays (Tuesday, January 3rd and Wednesday, January 4th, 2017) at peak times throughout the day (8 AM, 12 PM, and 5 PM) to observe the number of vehicles utilizing parking spaces within the study area.



Compilation of Results.

Parking utilization rates were determined by comparing the existing supply with the observed utilization of the parking system during various time periods.



Capacity

There are a total of 2,773 parking spaces in the parking study area, with half of these spaces being located in the downtown area and half located in the hospital area.

Most spaces (1,965) are provided in surface parking lots, with around 420 additional off-street parking spaces provided in a 4-level parking garage near the UHS Wilson Medical Center. 388 parking spaces are also available on-street.



On-Street Supply

There are a total of 388 on-street parking spaces in the parking study area, 88% (340 spaces) of which are located in the downtown area and 12% (48 spaces) of which are located in the hospital area. On-street spaces along Main Street are metered and clearly delineated with pavement markings. Pavement markings and meters on surrounding streets are either sporadic or not maintained. All on-street spaces are parallel to the street.



Off-Street Supply

In the parking study area, there are a total of 2,385 offstreet parking spaces, 42% (1,007 spaces) of which are located in the downtown area and 58% (1,378 spaces) of which are located in the hospital area. Most lots have striped spaces, and a few municipal lots are metered. In the hospital area, 420 off-street spaces are located in the UHS parking garage.



Occupancy

By comparing the number of vehicles observed utilizing the parking system throughout the day to the total capacity noted above, the project team determined the occupancy of the system for morning (8 AM), midday (12 PM), and evening (5 PM) periods.

From the occupancy maps, it is clear that spaces in the hospital area are most utilized, compared to those in the downtown area. Off-street parking in the hospital area peaks at 76% during midday and drops to a low of 45% in the evening. On-street parking in the hospital area is also heavily utilized, with Harrison and Baldwin Streets nearing or exceeding 90% occupancy at different times throughout the day.

Average off-street occupancy in the downtown area is less than 40%. Most on-street spaces are generally underutilized. Spaces along Main Street are the most utilized, especially during the midday and evening periods, but only averaging at 37%.





Key Findings: Occupancy

Overall utilization for the entire parking system in downtown Johnson City does not near nor exceed the optimal rate of 85%. On average, off-street facilities are utilized more (48%) than on-street facilities (25%).

Parking facilities in the hospital area were far more utilized than those in the downtown area, with both on- and offstreet utilization averaging around 71%. By comparison, in the downtown area, on- and off-street utilization averaged 18% and 27%, respectively. This suggests that there is ample parking in downtown, so much so that the existing supply could absorb any demand created by new developments. However, utilization rates in the hospital area suggest that new development in and around this area may result in additional parking needs.

85% Occupancy Target

Generally, 85% occupancy is a desirable target at which most spaces are full but arriving drivers can easily find an open space. For onstreet parking, 85% occupancy means about one open space on each block, allowing easy access to businesses but also creating a bustling downtown environment. At lower occupancy, there is more parking than necessary, taking up space that could be more productively used for other purposes. At higher occupancy, it is difficult for drivers to find an unoccupied space, causing them to circulate and generate excess traffic, or leave the area altogether. From this perspective, too much parking can be just as harmful as too little parking.





off-street

on-street

ENTIRE STUDY AREA



Restrictions and Pricing

Most unmetered streets do not allow on-street parking at any time. On-street parking is prohibited on metered streets from November through April from 2:00 AM to 6:00 AM to allow for snow plowing.

Off-street parking regulations vary by lot. Certain lots are restricted to residents, patients, or customers only. In the Broad Street municipal lot, motorists can park for free for 3 hours while overnight parking requires a permit.

Key Findings: Restrictions

In the downtown area, low utilization rates for on-street parking make priced parking unnecessary. Generally, priced parking is only implemented as a means of mitigating demand when utilization reaches or exceeds 85%. With utilization rates averaging around 20% in the downtown area, priced on-street parking may actually be deterring motorists from parking on-street in favor of non-priced, off-street lots. As a result, the vibrancy engendered from bustling streets of cars, pedestrians, and cyclists is lost.

In the hospital area, on-street parking is well-utilized and does near the 85% target during the midday period, making priced parking viable. It is particularly important for regulations and meters to be easy to understand and easy to use in the hospital area, as users will be of all ages and abilities.

How Does the Community Feel?

Some meters are broken or poorly marked, leading to confusion about on-street parking regulations. One resident noted that few people realize that parking is free for the first 3 hours because of this lack of clarity.

Attendees at the public meetings also noted that regulations are sporadically enforced, which may lead people to ignore or purposefully subvert the regulations.



Parking Recommendations

As shown in the parking analysis, downtown Johnson City has a large supply of underutilized parking, while the hospital area can handle current demand but may require additional supply to accommodate future developments.

The following recommendations are based on occupancy count data as well as feedback collected from public meetings. The recommendations attempt to address underutilization in the downtown area by adjusting pricing and zoning requirements, and attempt to improve aesthetics, safety, and ease of use in the hospital area by modernizing existing facilities. Additional supply in the hospital area is also recommended.

Pricing Parking

While parking in the downtown area is presently underutilized, parking in the hospital area may soon become overwhelmed by the additional demand created by new developments such as the Binghamton University Health Sciences Campus.

Some of the excess supply in the downtown area could be used to accommodate excess demand from the hospital area; advertising free parking downtown may encourage people to park in this underutilized area.

The Village should:

- Provide free on-street parking (with time limits) in the downtown area, and remove parking meters in this area.
- Continue pricing parking in the hospital area, and consider raising prices if occupancy begins to exceed the 85% target.

Parking Kiosks in Binghamton

In March of 2017, the City of Binghamton updated its old parking meters with new, digital, solarpowered kiosks. The kiosks allow parkers to prepay for the amount of time they need with cash or credit. As opposed to traditional meters, one kiosk can handle multiple parking spaces, meaning that the City could replace over 800 old meters with only 50 new meters and still get the same coverage. The project cost just under \$500,000 but the City expects to more than recoup this cost through increased parking revenues.

Below, a traditional meter is pictured next to a digital kiosk.



Supply

In the near future, additional parking supply in the hospital area may be necessary. Two, possible sites have been identified for a new parking garage.

Alternative #1:

This alternative proposes a 3-story parking garage on Main Street, between Harrison and Baldwin Streets. This site is currently a surface lot, directly adjacent to the UHS Medical Center.



The proposed parking garage would be wrapped on Harrison, Main, and Baldwin Streets by mixed-use buildings, with the parking deck located in the interior. The mixed-use buildings would include retail, office, and residential space.

This garage would provide approximately 213 parking spaces at a cost of \$6.4 million, plus an additional \$20 million for the surrounding mixed-use development.

Alternative #2:

This alternative envisions a 3-story parking garage on the existing surface lot bounded by Park Place and Corliss Street. The garage would provide 288 parking spaces at a cost of \$8.6 million.



The Village should:

• Further explore options for constructing an additional parking garage in the hospital area.

"Texas Donut" Style Parking Garages

Texas donuts are parking garages surrounding by mixed-use development, creating a donut shape. The primary intention of Texas donuts, as opposed to traditional parking garages, is to create an engaging streetscape, with attractive facades, storefronts, and pedestrian amenities. Texas donuts also allow for higher-density development, and reduce the need for surface and on-street parking. Because parking is located on the interior of the site, parked cars are at a lower risk of being vandalized or broken into.

Although Texas donuts are generally seen as an improvement over traditional parking garages, they do require a relatively large site and can disrupt cross-site circulation by creating continuous facades on all sides of the block.



Zoning Requirements

Downtown Johnson City's existing parking standards require a minimum of 2 parking spaces per dwelling unit within a multi-family development. Further, the zoning code also requires that parking be located on the same parcel as the use which it serves or, alternatively, within 400 feet of a municipal parking lot. The high number and close proximity required by the code may hamper efforts to re-purpose existing buildings in the downtown area since parking is typically a major cost of redevelopment within an established downtown environment. The high minimum requirements also risk the unintended consequence of encouraging the creation of new (but unnecessary) surface parking, thus negatively impacting the urban fabric and streetscape environment.

By reducing parking requirements and making them more flexible, it is possible to make downtown Johnson City more attractive to developers, and encourage redevelopment of existing buildings, rather than new development that tears down historic structures in order to add additional surface parking. Freeing developers from the mandate to devote a large portion of their site to parking will also create more opportunities for open space, and will prevent additional surface parking from breaking up the urban fabric of downtown.

The Village should:

- Reduce or remove parking minimums in the downtown area.
- Continue to encourage shared parking for nearby destinations with different peak operating hours. Explore opportunities for shared parking with the hospital and Binghamton University during their offhours.
- Continue to allow spaces in municipal lots to be counted against the on-site requirements for nearby uses.



Consider Removing Parking Minimums

Excessive parking requirements have significantly impacted the urban form of many American downtowns, resulting in huge gaps between buildings and reducing walkability. These requirements also promote driving, raise development costs, increase stormwater runoff, and create urban heat islands. Oftentimes, parking minimums reflect the number of spaces needed for the maximum parking demand, leaving a costly oversupply on all but a peak parking day. Many communities, like Spartanburg, South Carolina, are removing these standards altogether while other communities include an interim step of cutting existing standards in half.

Recommendations 23

On- and Off-Street Parking Design

When properly designed and constructed, parking areas can be attractive, safe, efficient, and easy-to-use. Though often overlooked, parking lots are important public spaces. Indeed, parking lots are often the first locations that visitors experience when arriving downtown, meaning that the appearance of and atmosphere conveyed to the user are particularly important. When programmed correctly, parking lots can project a positive image of the city and create a meaningful first impression.

Effective parking lot design elements include safe pedestrian walkways, easy access for wheelchairs, nighttime and safety lighting, and landscaping that offers shade, green spaces, and screening. Other improvements consider the environment, like parking lot islands which are small green spaces that break up the pavement area and reduce the heat island effect. Such treatments also provide the opportunity to implement green infrastructure which minimizes stormwater runoff from impervious surfaces like pavement and can alleviate persistent flooding issues.

Johnson City residents are particularly concerned with safety in off-street lots, and noted the need for increased lighting to enhance the perception of safety. Other safety features could include video monitoring in municipal lots. In regards to on-street parking, residents noted that bike lanes should be provided in addition to onstreet parking spaces. Implementing "complete streets" principles along Main Street would provide for safe, multimodal transportation.

The Village should:

- Prioritize enhanced safety features in parking lots, especially more lighting.
- Properly landscape parking lots.
- Implement bike lanes along Main Street, as a first step towards a complete street.

What is a Complete Street?

A "complete street" provides safe and convenient access and mobility for all users including pedestrians, cyclists, transit riders, and motorists of all ages and abilities. The inclusion of "complete" reflects a focus on supporting multimodal transportation, as opposed to encouraging motorists to drive everywhere. To that end, complete streets often include wide sidewalks, bike lanes, on-street parking, and transit stops among other streetscape and walkability improvements. Complete streets also involve safety and ADA accessibility enhancements in order to allow convenient access for all, regardless of age or ability.

By increasing safety, attractiveness, access, and walkability, complete streets also foster "park and walk" environments, encouraging people to park once and travel on foot or via public transit to multiple destinations throughout downtown. A "complete street" along Main Street with sidewalks, bike lanes, and bus stops would therefore reactivate the corridor, transforming it into a truly main street.



Innovative Technologies

To complement Johnson City iDistrict's innovative vision, the Village could consider high-tech approaches to parking management. These smart parking systems would act as physical manifestations of the iDistrict's vision, providing fresh, modern, and creative amenities for residents and visitors.

The Village should:

- Implement digital parking kiosks (similar to those in Binghamton) in the hospital area.
- Integrate mobile app functionality with the parking kiosks, so that users can pay from their smartphones.
- Provide electric vehicle charging stations throughout the Study Area.

Parking Enforcement

If parking regulations are to be properly followed, they must be easy to understand and consistently enforced. At present, confusion exists about regulations and they are only sporadically enforced.

The Village should:

- Ensure that parking regulation signs and meters are clearly marked with time limits and restrictions, and that parking regulation signs are abundant enough so that there is no confusion as to where restrictions do and do not apply.
- Consider hiring an additional parking enforcement officer to improve the consistency of enforcement.

Innovative Eco-Friendly Technologies

Solar power parking lot shades.



Solar power street lights.



Electrical vehicle charging stations.



Discrete and aesthetic wind turbines.





STREETSCAPE ANALYSIS + RECOMMENDATIONS

Introduction

Streets are oftentimes unfriendly to anyone other than drivers, creating an unwelcoming and unsafe feeling for pedestrians and cyclists. As such, transforming streetscapes is an integral component of revitalization. To determine deficiencies and potential opportunities along existing streetscape corridors in the Study Area, the project team conducted a field assessment. Findings from this analysis were used to make recommendations included later in the Revitalization Strategy.

Why are Streetscapes Important?

Whether driving, walking, or cycling, residents and visitors experience communities at streetlevel. An uninviting or inaccessible street creates a poor experience for users and impacts their image of the community. Vibrant, lively, accessible, and safe streets, however, encourage people to explore and keep them coming back.

Main Street

Hudson Street to Baldwin Street

On this segment of Main Street, the buildings are set back from the road giving it more of a suburban character. Existing conditions are as follows:



Lanes. One lane in each direction. *Fair condition.*



Parking. No on-street parking.



Cycling. Bike lane on both sides.



Sidewalk.

Approximately 8-foot concrete sidewalk on both sides. *Good condition.*



Crosswalks.

Painted crosswalks with concrete handicap ramps at intersections.



Amenities.

30-foot street lamps on north side of street. Street trees behind sidewalk on south side of street. Benches and trash receptacles also located on the south side.





Baldwin Street to Arch Street

On this segment, building facades transition closer to the sidewalk edge, leading to a more traditional downtown area with first-floor retail and second-floor residential uses. Existing conditions are as follows:



Lanes. One lane in each direction. *Fair condition.*



Parking. No on-street parking.



Cycling. Bike lane on both sides.

Sidewalk.

Approximately 6-foot concrete sidewalk on both sides with a brick paver verge. *Good condition.*



Crosswalks.

Painted crosswalks with concrete handicap ramps at intersections.



Amenities.

30-foot street lamps on north side of street. No street trees or furniture.





Arch Street to Jennison Avenue

This segment is considered a traditional downtown area, with buildings abutting the sidewalk, first-floor retail and second-floor residential uses. The building density is greater between Arch Street and Willow Street, while the segment east of Willow Street has multiple front-loaded parking lots which interrupt the continuous building line to the west. Existing conditions are as follows:



Lanes.

One lane in each direction. Fair condition.



Parking. On-street parking on both sides.



Cycling.

Combined bike/parking lane on both sides.



Sidewalk.

Approximately 6 to 8-foot concrete sidewalk on both sides with a brick paver verge. *Good to fair condition.*



Crosswalks.

Painted crosswalks with concrete handicap ramps at intersections.



Amenities.

Verge includes street trees in raised beds, old-fashioned street lamps, parking meters, and trash receptacles.





Jennison Avenue to Lester Avenue

Along this segment, building facades transition from being close to the sidewalk edge to farther back from the road, leading to a more suburban character. Existing conditions are as follows:



Lanes. One lane in each direction. *Fair condition.*



Parking. No on-street parking.



Cycling. No bike lanes.



Sidewalk.

Approximately 6-foot concrete sidewalk on both sides with grass verge. *Good condition.*



Crosswalks.

Painted crosswalks with concrete handicap ramps at intersections.



Amenities.

30-foot street lamps and street trees in the verge. No street furniture.





Lester Avenue to Glenwood Avenue

On this segment, building facades are set farther back from the road, creating a suburban feel as Main Street heads east towards the City of Binghamton. Existing conditions are as follows:



Lanes.

One wide lane in each direction. Fair condition.



Parking.

On-street parking on north side of street.



Cycling. No bike lanes.



Sidewalk.

Approximately 5-foot concrete sidewalk on both sides with grass verge. *Good to fair condition.*



Crosswalks.

Painted crosswalks with concrete handicap ramps at intersections.



Amenities.

Street trees behind sidewalk. No street furniture.





Key Findings: Streetscapes

Streetscape deficiencies exist across much of the Study Area. The deficiencies listed impact the way in which people experience main corridors throughout the Study Area, and should be addressed to ensure that Johnson City's public spaces project a fresh and compelling vision.



Wayfinding.

Wayfinding for pedestrians, cyclists, and motorists to and from Main Street and other key destinations is lacking.



Gateways.

Entrances to downtown Johnson City are presently unwelcoming and do not adequately differentiate it from the surrounding areas.



Streetscape.

The existing streetscape lacks site furnishings, landscaping, and other amenities.



Lighting.

Residents feel unsafe due to the lack of pedestrian lighting.



Cycling.

Bike lanes are not provided throughout the extent of Main Street, and are occasionally combined with on-street parking lanes, creating an inconsistent and un-friendly environment for cyclists.

How Does the Community Feel?

Feedback at the public meeting stressed the need for lighting, landscaping, and adequate bike lanes along Main Street. Residents also felt that the architecture of building facades is a unique asset to the Study Area.

Using Art to Create a Vibrant Streetscape

Public art can be effective in enlivening streetscapes and creating visual interest throughout the Main Street corridor. Art that has a consistent theme can also unify the three iDistricts by reflecting its vision. In Johnson City, this theme could be innovative solar art, for instance.

Numerous participants at the public meetings noted the need for public art, especially as a means to show that residents care about and are engaged in their community. Many residents suggested displaying public art in the windows of vacant storefronts. Public art can also include benches, lighting, sculptures, street pole banners, painted electrical boxes, and other media.

To create a sense of community ownership, the Village could hold an open competition for artists to submit designs for storefront murals and other public art pieces. Painting murals can also be a community event, with residents encouraged to



Streetscape Recommendations

Based on visual field assessments, it was determined that many corridors within Johnson City lack adequate streetscape features. In order to enhance the visual quality of the Village of Johnson City, key locations for gateway features were identified and important streets within the study area were classified into three typologies, each with different levels of improvements.

Gateways

Gateways help to define the entry into a place or district and signal the arrival at a destination. In the Study Area, major gateways were identified based on their location and surrounding uses.





Artistic Gateway Designs

A common theme from Steering Committee and public feedback was the preference for bright colors and artistic design features. Gateway signs and features provide prime opportunities to implement distinct artistic elements that can create a memorable entrance, project a unique brand, and draw visitors to the Study Area.


Recommendations **33**

Major Gateways

Major gateways are located at entry points into the Study Area and include the intersections at:

- Main Street and Arch Street.
- Lester Avenue and CFJ Boulevard.

With the overlap of the Johnson City iDistrict boundary, major gateways can act as the "welcome sign" to the iDistrict. In addition to physical signage, gateways can be effectively achieved by creating a sense of place. Changing materials – such as pavement treatments, lighting fixtures, light pole banners, and landscaping - at gateways will signal a shift or transition from one district to another. Residents and visitors will intuitively know that they have arrived someplace new. Techniques like pedestrian-safe, raised table intersections indicate to motorists that they have arrived in a new district by forcing them to slow down and take notice of their surroundings. Other techniques like the installation of public art can also help reinforce and draw attention to the entry into the iDistrict. All of these treatments will significantly improve recognizability of the Johnson City iDistrict and can be utilized to further its innovative vision and connection to the Village of Endicott and City of Binghamton iDistricts.

Major gateway improvements should include:

- Signage and materials that create a distinct sense of place.
- Crosswalk and intersection treatments that enhance the pedestrian experience.
- Art and other streetscape furnishings that provide visual interest and public amenities.



Streetscape Enhancements

Streetscape enhancements will contribute to the objectives of the E-J BOA Revitalization Strategy by creating a safe and welcoming environment for all modes of transportation.

The levels of improvement necessary for each street to achieve its desired form are based on its physical makeup as well as its existing and intended uses. Although it would behoove the Village to carry streetscape improvements throughout the Study Area, recommendations were only made for the streets most critical to revitalization. Based on the existing conditions analysis, streets were categorized into three streetscape typologies:







Streetscape Typology B. 📼 📼 📼 🥣 Local Streets.



Streetscape Typology C. 🗯 🖛 Suburban Main Street.



Streetscape Typology A: Downtown Main Street

Downtown Main Street is the central spine of the study area, running from Arch Street to Lester Avenue. As visitors pass through the gateway at Arch Street and traverse the improved intersections along Main Street, the vocabulary of the streetscape will become clearly evident, creating a palpable sense of space.

This corridor will introduce the design aesthetic of Johnson City to visitors, meaning that corridor features should be integrated throughout the rest of the Study Area to create a cohesive experience.

Downtown Main Street improvements include:

- Crosswalk and intersection treatments, street trees, ornamental lighting, facade improvements, and site furnishings such as benches, bike racks, and trash receptacles.
- Concentrations of the abovementioned improvements at large intersections, key destinations, bus stops, and public spaces.







Streetscape Typology B: Local Streets

Local Streets extend out from the central spine of Main Street into the study area. These streets connect to recent and ongoing investment projects such as the Binghamton University Pharmacy School and the Goodwill Theatre expansion, as well as future projects such as the redevelopment of the Victory Building. Improvements to local streets will follow the streetscape palette from Main Street, creating a walkable and aesthetically pleasing environment which enhances the quality of life for visitors and residents while visually creating a unified aesthetic to link the study area together.

Local streets within the study area include:

- Baldiwn Street;
- Arch Street;
- Broad Street;
- Willow Street;
- Corliss Avenue;
- Jennison Avenue;
- Ozalid Road;
- Avenue B; and
- Lester Avenue.

Local street improvements should include:

• Sidewalk and crosswalk treatments, street trees where feasible, ornamental lighting, light pole banners, and raised planters.





Streetscape improvements at the intersection of Willow and Corliss.

Recommendations 37

Streetscape Typology C: Suburban Main Street

Suburban Main Street connects Johnson City to the City of Binghamton. Traveling from Binghamton, Main Street between Glenwood Avenue and Lester Avenue is the first glimpse a pedestrian or motorist will have of the streetscape palette. At Lester Avenue, streetscape improvements will intensify, creating a sense of arrival and a sense of place for the Downtown Main Street area.

Suburban Main Street improvements include:

 Raised planters, scaled down crosswalk treatments, street trees where feasible, and light pole banners.



Public Meeting: Visual Preference Survey

At the public meeting, attendees were shown images of streetscape amenities and were asked which amenities they would like to see throughout the Study Area. This most popular responses for each streetscape typology are shown



Downtown Main Street: – enhanced crosswalks

- bike accommodations
- lighting
- wayfinding
- artistic elements



Local Streets:

- landscaping
- bike accommodations
- lighting



Suburban Main Street:

- enhanced crosswalks
- bike accommodations
- liahtina
- wayfinding
- planters



Streetscape Amenities

Streetscape amenities fill space with life, light, color, and texture and create streets that are comfortable, interesting, and usable. Streetscape amenities are functional and aesthetic items in pedestrian spaces that provide amenity and utility to street users.



Solar powered benches are an environmentally friendly option that provide innovative features for pedestrians such as lighting, Wi-Fi, data collection, and charging stations. Use of these benches further promotes the Johnson City iDistrict vision and brand.

Crime Prevention through Design

Ensuring that Main Street is safe and inviting will increase foot traffic, support businesses, and transform the corridor into an attractive destination for shopping and living. At present, concerns exist over the safety of Main Street, with attendees at the public meeting noting issues such as inadequate lighting, loitering, and vandalism. Attendees at the public meeting noted the prevailing perception of lack of safety along Main and other streets throughout the iDistrict.

Streetscape features can be designed to discourage crime and mitigate the effects of tampering, while also providing amenities that support vibrancy.



Planters

very heavy difficult to grip shape prevents flipping



Benches

mounted to pavement easy to clean can incorporate lighting





Trash Receptacles

mounted to pavement can incorporate smart technology

Bike Racks

mounted to pavement easy to clean

Native Tree Species

When landscaping and streetscaping in the Study Area, it is necessary to plant trees and shrubs that are native to the area, since these trees are well-suited to the environment and are generally cold-resistant.

Street Tress

Robin Hill Service Berry (20-25' Ht / 12-15' Sprd.) Freeman Maple (50-70' Ht / 10-15' Sprd.) Eastern Redbud (20-25' Ht / 20-25' Sprd.) Skyline Honeylocust (30-40' Ht / 25-35' Sprd.)

Robin Hill Service Berry



Eastern Redbud



Freeman Maple

Skyline Honeylocust



Tress for Larger Spaces

Red Maple (40-50' Ht / 30-50' Sprd.) Tulip Tree (60-80' Ht. / 30-50' Sprd) Linden Tree (50-80' Ht / 30-50' Sprd.) Northern Red Oak (50-60' Ht / 50-60' Sprd.) White Spruce (20-40' Ht / 10-15' Sprd.)



Linden Tree





Northern Red Oak



White Spruce



Intersection Treatments

Low-speed traffic and safe road crossings are important to creating a welcoming environment for pedestrians and cyclists, meaning that intersections should be properly designed with this purpose in mind.

The locations for intersection treatments include:

- Broad and Main:
- Willow and Main;
- Willow and Corliss:
- Avenue B and Main;
- Jennison and Main: and
- Lester and Main.

Much like the Major Gateway improvements, important intersections may be strengthened through the use of enhanced crosswalks, innovative paving materials, ornamental lighting, light pole banners, landscape and wayfinding signage. Intersection improvements should be coordinated with Major Gateway improvements in order to create a cohesive aesthetic and image throughout the Study Area, but can also include unique elements to foster a district sense of place for different areas within the Johnson City iDistrict.







Raised Table Intersections

Raised intersections are flush with the sidewalk. meaning that vehicles must traverse a small grade change. Such treatments reinforce slow speeds and encourage motorists to yield to pedestrians, thereby creating a more walkable environment.

After raised intersections were installed in Cambridge, Massachusetts, 55% of motorists yielded to pedestrians at the raised intersection, compared to only 10% of motorists at the original, street-level intersection.



Existing intersection at Main and Lester.



Introduction

This Master Plan includes recommended development and capital projects specifically designed to achieve the vision and goals of the Revitalization Strategy. The plan was informed by the E-J Industrial Spine BOA Nomination Study, the previous demographic, streetscape, and parking analyses, and was created with the guidance of a Steering Committee and with consideration for public feedback. In order to successfully implement the master plan, Johnson City will need to leverage existing partnerships and implement strategic policy changes.

What is a Master Plan?

A community's master plan provides a long-range vision for the built environment, guides land use, identifies suitable locations for development, improves public spaces, implements strategies for economic development, protects historical, and natural resources, and mitigates traffic issues – all in an effort to improve quality of life.

Leveraging Partnerships

The implementation of the E-J Industrial Spine Master Plan is a complex endeavor with far-reaching impacts that requires ongoing public-private partnerships and cooperation amongst multiple municipalities, agencies, businesses and community members. Johnson City will need to work collaboratively with the Town of Union and Broome County to ensure that revised policies are consistent with the existing regulatory framework and engender the greatest possible regional impact from the revitalization of the Village of Johnson City, the Village of Endicott and City of Binghamton iDistricts. Binghamton University, the Goodwill Theatre, and UHS Wilson Medical Center will also be integral partners in leveraging existing investment and momentum in Johnson City for future development and revitalization.

The Importance of Public-Private Partnerships

Public-private partnerships (PPPs) involve cooperation among public and private entities and, in the case of innovation districts, are specifically designed to share the risks associated with speculative and entrepreneurial development. By providing subsidies and tax incentives, the public partner encourages innovation that the private partner might find too risky to otherwise pursue, and this innovation often provides significant benefits to the public. PPPs are particularly important to innovation districts in that they provide the impetus for creative developments.



Binghamton University Investments

Binghamton University is committed to being a catalyst for development in Johnson City, and is currently investing in and developing properties in the Study Area. The University is creating a Health Sciences Campus at 96 and 48 Corliss Avenue, where it will build a Pharmacy School and adaptively reuse the former Endicott Johnson Co. building as a Nursing School. The Pharmacy and Nursing Schools are expected to open in 2018 and 2020, respectively. The multi-million dollar investment is expected to increase economic opportunity and attract new businesses to the newly established tax-free START-UP NY Zone. The Health Sciences Campus will also bring graduate students to the area, increasing demand for housing that is suitable for young families. The University anticipates that the new campus will bring roughly 700 people to Johnson City by the end of Phase 1 of construction.

43

Master Plan

Identified projects are intended to support four, distinct initiatives:



Transform Streetscapes.



Redevelopment and Adaptive Reuse.



Leveraging Ongoing Success.



Rejuvenate Open Spaces and Trails.



	Legend
	Gateways + Intersection Improvements
2	Streetscape Enhancements & Adaptive Reuse
3	Victory Building Adaptive Reuse
4	19 Avenue B
5	Book Depository Building Mixed-Use/ Residential Rehabilitation
6	Ozalid Road Building Commercial Reuse
7	Goodwill Theatre Block Redevelopment
8	Mixed-Use Redevelopment Site
9	42-46 Corliss Avenue Institutional Redevelopment
10	Flexible Redevelopment Site
1	Potential Parking Garage Location
12	Binghamton University Pharmacy School
13	Binghamton University Nursing School
14	Century Sunrise Mixed-Use Redevelopment
15	UHS Parking Garage Rehabilitation
16	Jennison Avenue Commercial/ Medical Redevelopment
1	Binghamton University Research and Development Facility
18	Future Trailhead for Proposed Johnson City Rail Trail
19	Jennison Park Improvements
20	CFJ Park Improvements
21	Future Multi-Use Trail
22	Public Wi-Fi Zones

Transforming Streetscapes

The perception of the Study Area can be influenced by the activities and visual quality of the streetscape environment. Creating welcoming, safe, and vibrant streetscapes is integral to revitalizing Main Street, activating cross streets, and attracting residents, visitors, and businesses to the Study Area.



Gateway and Intersection Improvements

Gateways are important for creating a distinct sense of place when entering the Village of Johnson City. These arrival points should use design elements, such as signage, banners, and public art, to communicate and emphasize the identity of the Johnson City and its iDistrict. Improvements to intersections along major corridors throughout the Study Area should also incorporate features that convey the innovative and creative vision of the iDistrict. Intersection improvements should also encourage walkability and enhance safety for pedestrians and cyclists.

2 Streetscape Enhancement and Adaptive Reuse

The recommendations included in the previous *Streetscape Analysis and Recommendations* section identify innovative, inviting, safe, and durable improvements to gateways and streetscapes throughout the Study Area and overlapping areas of the Johnson City iDistrict. Improvements to the streetscape should also incorporate façade treatments and upper story renovations. Buildings façades frame the street, and as such, greater detailing and care of the façade should be provided for the interest and comfort of the pedestrian. These improvements are intended to enhance and reflect the identity of Johnson City and its iDistrict, to guide people to and through the area, and to foster walkable, activated environments.



Redevelopment and Adaptive Reuse

Revitalizing vacant and underutilized properties is imperative to attracting new development and investment in Johnson City. The historic architectural character of the facades along Main Street provides significant opportunities to adaptively reuse these buildings. In order to improve the livability of the Study Area, it will also be important to reduce vacancy, eliminate blight, and redevelop properties. Downtown should strive to be human-scale, with transparent, inviting facades and flexible, mixed-use buildings and open spaces.



Victory Building Adaptive Reuse

The Victory Building, as the former Endicott Johnson Co. shoe factory, is emblematic of the history of Johnson City. Its reuse would symbolize the Village's transformation into an innovative hub, while also paying homage to its industrial history. The existing building is structurally sound and offers more than 340,000 square feet of usable space. Its redevelopment will most likely be mixed-use, with first-floor retail and restaurant space and upper-floor flex, office, and residential space. The roof is also envisioned to be a usable space, with a garden, fire pit, and possibly a swimming pool.

Green Innovation Model Facility Concept

One proposal for the reuse of the Victory Building is to redevelop the building based on the latest best-practices for sustainable design. This proposal was conceptualized at a public meeting led by Southern Tier Solar Works, Binghamton University, and LAGI design consultants, and is intended to align with goals espoused in the Cleaner, Greener Southern Tier Regional Sustainability Plan and by the Binghamton Regional Sustainability Coalition.

The proposed plan includes a:

- showplace for the latest in energy-related innovation;
- lab for new technology-based creative work;
- bio-medical technology commercial product development co-work space; and
- recreational and event space designed to foster collaboration and innovation.





19 Avenue B

The vacant building at the corner of Avenue B and Helen Drive is envisioned to be redeveloped as a commercial building. Possible restaurant or commercial uses are intended to complement the reuse of the Victory Building, which is expected to incorporate first-floor retail uses. In combination, these developments could turn this area of the iDistrict into a niche shopping district with an active nightlife scene.



Book Depository Building Mixed-Use/ Residential Rehabilitation

The Master Plan proposes the redevelopment of the Book Depository at the intersection of Corliss Avenue and Arch Street as a mixed-use space, with both commercial and residential uses. This building is in close proximity to the future Binghamton University Health Sciences Campus and could provide residential options for the large number of graduate students expected to pursue housing in Johnson City.

How Does the Community Feel?

The long-vacant Victory Building and other derelict downtown properties are seen as eyesores. However, residents value the historic architecture and legacy of downtown and would prefer to see these buildings be adaptively reused.

When asked to prioritize investments at the public meeting, attendees favored the following improvements:

Reuse of historic buildings
Better shopping and retail options
More parks and open space
More lighting
Trail enhancements
Bike racks
Benches



Existing conditions.



Ozalid Road Building Commercial Reuse

Redeveloping the existing building at the intersection of Ozalid Road and Corliss Avenue would provide additional commercial space near the future Binghamton University Health Sciences Campus.



Goodwill Theatre Block Redevelopment

The Goodwill Theatre is currently in the process of restoring three historic Endicott Johnson Co. buildings and constructing a new building to house its premier regional entertainment and performance arts training venue on Willow Street. Once complete, the redevelopment of this block will create three state-ofthe-art performance stages in addition to rehearsal halls, classrooms, and rental space.

As has been the case in other historic theatre renovation projects, the Goodwill Theatre redevelopment is expected to catalyze private sector investments in other downtown properties. The project is projected to attract approximately 100,000 visitors annually, generating \$1.5 million in the Triple Cities per year.

History of the Goodwill Theatre

The Goodwill Theatre is designated on the National Register of Historic Places and is located in the Johnson City Historic District, which is also recognized on the National Register. The building was constructed in 1920 as a gift to the Village from George F. Johnson, founder of the Endicott Johnson Shoe Company. Johnson also donated the C. Fred Johnson Park Carousel, another nationally recognized historic structure. These amenities were intended to provide enjoyment to Johnson's workers, epitomizing his paternalistic attitude toward industry.

Johnson also built a Municipal Building, meant to house the mayor's office, the court room, and the firehouse, and the Medical Building on the Goodwill Theatre Block. The theatre's redevelopment project will restore these buildings as well. A large infill project will be undertaken to connect the Goodwill Theatre to the Municipal Building, as shown in the rendering below.





Mixed-Use Redevelopment Site

The property at the corner of Corliss Avenue and Baldwin Street is envisioned to be redeveloped as a 3- to 4-story mixed-use building. Located near UHS Wilson Medical Center, this building could provide ancillary medical services.



42-46 Corliss Avenue Institutional Redevelopment

42-46 Corliss Avenue was recently donated to Binghamton University. The University intended to demolish the building and replace it with a surface parking lot. There are no current plans for future development.



Flexible Redevelopment Site

The Master Plan proposes that the property at the corner of Lester Avenue and CFJ Boulevard be redeveloped as a large-scale flexible commercial and event space.



Potential Parking Garage Location

As detailed in the *Parking Analysis and Recommendations* section, demand for parking in the hospital area may soon overwhelm demand, indicating the need for additional parking spaces in the future. Rather than creating another surface lot, the Village should consider constructing a parking garage on an existing surface lot. Two sites have been proposed in this plan, Alternative #1 located along Main Street between Harrison and Baldwin and Alternative #2 surrounded by Park, Hudson, and Corliss. Alternative #1 is envisioned to be a 3-story garage wrapped on Harrison, Main, and Baldwin Streets by mixed-use buildings. Incorporating mixed-use buildings into the garage design will provide 30 new parking spaces and create an active, pedestrianoriented street-level. Alternative #2 is envisioned to be 3-stories, providing 100 new parking spaces.

What is a Mixed-Use Development?

Mixed-use developments physically and functionally integrate residential, commercial, office, cultural, institutional, or industrial uses into a single building, property, or parcel. Oftentimes, mixed-use developments include first-floor retail, dining, or entertainment options with upper-floor residential or office space. These developments also emphasize pedestrian accessibility and are designed at a human-scale to foster walkability. Such developments allow users to live, work, and play in one place, meaning that they often become neighborhood and visitor destinations.

An example of a possible mixed-use plan for the redevelopment of the Victory Building is below:



Leveraging Ongoing Success

The recent influx of investment in Johnson City has created significant momentum in the Village, with should be leveraged to fully capitalize on the Village's potential for revitalization and transformation. Major investments in the educational, medical, and housing sectors can act as catalysts for additional private investment.



Binghamton University Pharmacy and Nursing Schools

Binghamton University is in the process of creating a Health Sciences Campus in Johnson City which will house its Pharmacy and Nursing Schools as well as a research and development facility. The University is committed to investing more than \$60 million in Johnson City, and the new campus is projected to attract over 1,000 students, instructors, and support staff to the area when complete.

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Century Sunrise Mixed-Use Redevelopment

The Century Sunrise project will redevelop two, longvacant Endicott Johnson Co. buildings at 135-139 Baldwin Street into a mixed-use complex, with 104 residential units, a restaurant, and a garden space. The apartment units vary from one to three bedrooms and are mixed-income, providing a range of housing options.







UHS Parking Garage Rehabilitation

The UHS Wilson Medical Center is in the process of rehabilitating a two-story parking deck on Baldwin Street that partially collapsed in 2015. Once completed, the newly-renovated, structurally-sound deck will re-open parking spaces that have been unavailable for the past two years, and may help alleviate supply issues in the hospital area.



Jennison Avenue Commercial/ Medical Redevelopment

Binghamton University purchased 27 Jennison Avenue and plans to construct a gerontology center on the site as part of its future Nursing School.

Binghamton University Research and Development Facility

In addition to the Pharmacy and Nursing Schools, Binghamton University is also constructing a stateof-the-art research and development facility on its Johnson City Health Sciences Campus. Space will be available for biotech companies and other start-ups to collaborate with faculty and students at the new campus. Construction on the 20,000 square foot building is expected to be completed by 2020, and a portion of its \$15 million cost will be funded by the State.

Health and Cultural District Plan

In 2013, the Goodwill Theatre collaborated with the Village of Johnson City to create a Health and Cultural District Conceptual Master Plan, with the intention of proposing an appropriate boundary for a Health and Cultural District and identifying projects to support this district. As a result of these efforts, the Southern Tier Regional Economic Development Council (REDC) designated the Village as a Health and Cultural District.

The district focuses on building re-use, sustainable building design, medical innovation, and cultural offerings. The existing concentration of health services in the district makes it an attractive location for pharmaceutical and medical businesses, start-ups, and entrepreneurs. Planned developments – like the Binghamton University Research and Development Facility – are also intended to act as important anchor institutions for the innovation hub being fostered in Johnson City. Cultural offerings in the district, including the Goodwill Theatre, CFJ Park Carousel, multiple nationally recognized historic buildings, and premier arts and theatre opportunities, also serve as significant attractions for visitors.



Rejuvenate Open Spaces and Trails

Aside from CFJ Park, the Study Area lacks green space. At the public meeting, the provision and enhancement of parks and open spaces was ranked as a top-three priority by attendees. Open spaces and trails are important not only to the health and well-being of the population, but also to the creation of a pleasing, aesthetic appearance and a safe, walkable environment



Future Trailhead for Proposed Johnson City Rail Trail

This project involves the creation of two trailheads to connect Lester Avenue and Ozalid Road to a future multiuse trail along the abandoned railroad corridor.



Jennison Park Improvements

To complement improvements to the Goodwill Theatre across the street, this project includes enhancements such as public art, landscaping, and streetscaping. As one of the few passive recreation spaces in Johnson City, making Jennison Park attractive and welcoming is important to improving the Village's open space system.

Rails-to-Trails

Since they are long and flat, abandoned railways often lend themselves to conversion into trails. This rails-to-trails conversion re-activates abandoned land and repurposes the railroad corridor by creating a multi-use trail that is suitable for walking, biking, and other uses.

Many communities throughout New York and the United States have rail trails, including the Town of Vestal, just 7 miles southwest of Johnson City. The Vestal Rail Trail is a combined 3.85 miles long, with a 12-foot wide paved path and 8-foot wide buffers of grass on each side. Walking, skating, running, and cycling are permitted on the path, and other amenities such as benches, a gazebo, a scenic overlook, and dog waste receptacles are provided.

Utilizing Johnson City's abandoned railbed as a trailway would create much needed open space in the Village, while also providing opportunities to establish a regional trail system with connections to nearby trails, such as the Vestal Rail Trail.





CFJ Park Improvements

This project includes enhancements to lighting features and restoration of the carousel.



Vestal Rail Trail.

Future Multi-Use Trail

The Master Plan envisions the conversion of the abandoned railroad bed along the southern border of the iDistrict into a multi-use recreational trail. Potential exists to connect this Johnson City Rail Trail to the existing Vestal Rail Trail, in effect creating a more than 8-mile regional trail system.

Benefits of Multi-Use Trails

Multi-use trailways have the potential to provide a total package of benefits, including public health, transportation and livability, environmental conservation, and even community pride and identity.

Health

Trails create healthy recreation and transportation opportunities by providing community members with safe, accessible, and attractive places to cycle, walk, run, or hike. They help people of all ages incorporate exercise into their routines by connecting them with places they want or need to go.

Transportation

Multi-use trails have the potential to function as viable transportation corridors that can create a localized or regional transportation system.

Conservation

Trails preserve greenspace and create opportunities to protect important natural habitats and resources.

Community Identity

Trails can be used as a way to highlight and provide access to Johnson City's historic and cultural resources. In doing this, they can create a stronger sense of community identity and pride.



Implementation 53

Public Wi-Fi



Public Wi-fi Zones

Technology has the ability to provide the means to achieve specific, community-developed goals. The master plan proposes the creation of public Wi-Fi zones throughout the Village. Wi-Fi is defined as a "popular technology that allows an electronic device to exchange data or connect to the internet wirelessly using radio waves." Wireless networks, as a basic form of digital infrastructure and access, provide a platform for communities to utilize technological tools, applications, and services to address a range of local needs and goals.

Public Wi-Fi zones can be used for a number of reasons that revolve around economic development, including the ability to promote local businesses, the attractiveness of free Wi-Fi to tourists, and the opportunity for those who might otherwise not be able to have the internet at home to access the internet from a broad area. Incorporating this type of technology within the community has the potential to indicate to visitors that this Village is smart and forward-thinking.

Not only can public Wi-Fi zones benefit economic development, but they can also promote resiliency. Wi-Fi zones can aid in emergency response in the event of an emergency or natural disaster. This type of technology can provide a community with the tools necessary to access information about where to volunteer or get help, what roads are closed, and where to get supplies that are needed. Because traditional communication lines typically fail during a natural disaster, Wi-Fi zones have the potential to become a key part of communication in a post-disaster situation.



Case Study: LinkNYC

LinkNYC is a communication network that provides free, fast Wi-Fi across all five boroughs of New York City. Is was implemented through public private partnerships to "...promote seamless user experience across public networks to create high-speed access across the boroughs." The Wi-Fi infrastructure used consists of digital kiosks that can withstand heat, cold, rain, snow, and potential vandalism. The kiosk were designed to also be used as platforms for several additional future services.

In addition to free Gigabit-speed Wi-Fi, LinkNYC also provides free domestic phone calls and emergency calls, touchscreen tablets for directory service, public and city service announcements, and charging stations for mobile devices. This initiative is fully funded by advertising, and has the potential to return an additional \$500 million to the City of New York over 12 years.

The City provided assets, right of way and support and maintained advertising rights. Their partner, CityBridge, provided the kiosks, networking and ongoing operations.





Introduction

In order for the projects proposed in this Revitalization Strategy to be realized, the Village will need to secure funding and investment sources and follow a detailed phasing schedule. The framework described below is designed to allow the Village to leverage existing partnerships, capitalize on State funding programs, attract private investment, and implement its vision in the immediate and near future. The implementation table at the end of this section summarizes the projects described in this Revitalization Strategy, identifies appropriate funding sources, provides a phasing schedule with cost estimates, and includes a time frame for project completion. The Village should strive to address short-term and on-going initiatives over the course of the next 5 years. Plans for mid- and long-term projects will continue to evolve as the Study Area experiences revitalization.

Funding

Funding for revitalization initiatives can come from a host of public and private resources. Timing and levels of public investment will be predicated on numerous issues including the disposition of State and Federal budgets and the regional, State and national economic outlook. Although near-term public involvement will be required to facilitate investment, the long-term sustainability and financial viability of development within the iDistrict will require the ability of projects to persist regardless of the acquisition of public subsidies.

Maintaining momentum developed during the implementation process is critical to ensuring that revitalization efforts take hold. The iDistrict should identify and execute on short-term projects and initiatives that can be accomplished with limited funding to provide maximum visibility and impact for the community.

Funding for lower cost, high impact projects can come from more traditional sources, such as the New York State Environmental Protection Fund and New York Main Street Program. The following provides an overview of available New York State funding resources and the recently enacted regional economic development policy approach promoted by the NYS Governor's Office.



NYS Regional Economic Development Councils

In 2011, New York State created ten regional economic development councils (REDC) and mandated that each develop a five-year strategy which identifies an overall economic development approach for the region. Each regional strategy is updated annually to promote priority public sector investments and compete for access to a pool of State funding and development support. The use of State economic development funding for public or private sector projects is now directly tied to the advancement and implementation of regional economic development strategies. Funding priority will be given to projects which meet or advance the strategies and goals identified by the corresponding regional economic development council. The Johnson City iDistrict is part of the Southern Tier Regional Economic Development Council. The Southern Tier REDC 's overarching goals are:



Build the Greater Binghamton innovation ecosystem.



Invest in advanced manufacturing industry.



Transform the food and agriculture industry.



Promote the Southern Tier's innovative culture.

Each Regional Economic Development Council has a Capital Fund for catalytic projects within the region. The alignment of the E-J BOA Industrial Spine Revitalization Strategy with the regional economic development strategy will be critical to accessing these and other funds for implementation projects.

Consolidated Funding Application Process

A significant amount of State funding is now procured through the Consolidated Funding Application (CFA) process, an initiative begun in 2011 in concert with the establishment of the regional economic development councils. The CFA process functions as a funding clearinghouse, whereby applicants can apply for multiple sources of traditional funding via a single application. Applications for CFA resources must be reviewed by both the funding agency and the REDC to be scored for compliance with agency and regional goals. The Johnson City iDistrict Revitalization Strategy will require a broad range of capital projects, including streetscape and roadway infrastructure, environmental remediation, building demolition, housing rehabilitation, park and recreational amenities, and the construction of multistory mixed use structures. These projects have several components which may be eligible for funding via the CFA process.

For 2016 and 2017, the Governor's Office announced a pool of funding from several sources, such as the Environmental Protection Fund (EPF), the Environmental Facilities Corporation (EFC), and the New York State Energy Research and Development Authority (NYSERDA), among others. Funding availability is typically announced once per year in late spring, with application deadlines in July or August.

Environmental Protection Fund (EPF)

The NYS Environmental Protection Fund (EPF) was created in 1996 as part of a statewide bonding initiative. This fund is utilized by two primary grant programs: the Local Waterfront Revitalization Program (LWRP) for which the Susquehanna River is eligible; and the Parks, Recreation and Historic Preservation Program (OPRHP). Grants from these programs can fund up to 50% of the total eligible project costs and up to 75% for projects located in high-poverty areas. Awards cannot exceed \$500,000.

Parks, Recreation, and Historic Preservation Program (OPRHP)

The Office of Parks, Recreation and Historic Preservation (OPRHP) administers a separate EPF grant program focusing on the acquisition, preservation and construction of park and historic preservation projects. This funding program supports the purchase of property and easements, the construction of public parks, and the preservation of historic resources and structures.



New York Main Street Program

The New York Main Street Program is funded by the NYS Housing Trust Fund and administered by the Office of Community Renewal. Eligible projects must be located in "target areas" which have experienced physical deterioration, vacancy, or were otherwise deemed eligible for a community or economic development program. The Main Street Program mainly supports investment in private property. Main Street funding is flexible, yet requires proof of committed investment by other state, federal, or private sources. Main Street is also a reimbursement program, with varying levels of match dependent upon project type.

Low Income Housing Tax Credit and NYS Home

The New York State Department of Housing and Community Renewal provides State Low Income Housing Tax Credits similar to federal HUD tax credits for qualified low to moderate income housing projects. In addition, the NYS HOME program leverages private investments for the construction of modern, affordable housing.

Brownfield Cleanup Program (BCP)

In 2004, the establishment of the Brownfield Cleanup Program (BCP) provided tax credits for the remediation and redevelopment of brownfield sites in New York State. These tax credits are further enhanced within Brownfield Opportunity Areas and areas the Empire State Development Corporation has designated as Environmental Zones (EN Zone). The BCP establishes four separate levels of remediation based on final permissible uses and the need for continued engineering controls to protect the public health, safety and welfare; projects that pursue more extensive levels of remediation are eligible for greater tax benefits. Credits cannot be issued prior to the issuance of a Certificate of Completion which certifies remediation activities have been completed per agreement with the NYSDEC.

Brownfield Redevelopment Tax Credit

The brownfield redevelopment tax credit consists of the sum of three separate credit components: (1) site cleanup, (2) groundwater cleanup, and (3) development on a brownfield site. The brownfield redevelopment tax credit is available to taxpayers who incur costs for the remediation or redevelopment of a brownfield site in New York State that is, or will become, a qualified site. Upon completion of the required remediation, the DEC will issue a written Certificate of Completion (COC) to the remedial party. The COC will include the applicable percentages used to determine the amount of the credit. The amount of the brownfield redevelopment tax credit is a percentage of the eligible costs paid or incurred to clean up and redevelop a qualified site. A greater percentage is allowed for sites that are cleaned up to a level that requires no restrictions on use, sites located in a designated EN Zone, and sites located in a BOA.

Remediated Brownfield Credit for Real Property Taxes

A developer who has been issued a COC for a brownfield site, or who has purchased or acquired all or part of a qualified site is allowed a remediated brownfield credit for real property taxes paid. The amount of the credit is 25 percent of the product of the taxpayer's employment factor (a percentage based on the number of persons employed on a qualified site) and the taxpayer's "eligible real property taxes."

Environmental Remediation Insurance Credit

This credit is available for premiums paid for Environmental Remediation Insurance up to the lesser of \$30,000 or 50 percent of the cost of the premiums.

Green Innovation Grant Program (GIGP)

This grant program, administered by the NYS Energy Research and Development Authority, identifies and funds projects that support stormwater and infrastructure design that uses cutting edge green technologies. Funded projects must be high visibility endeavors that protect and improve water quality, spur innovation in stormwater management, build capacity locally and beyond by inspiring others to build and maintain green infrastructure and lastly, facilitate the transfer of new technologies and practices to other areas of the state. Once a project is selected, the required local match will be between 10% and 60% of the total project cost.

Climate Smart Communities (CSC) Program

In 2016, Governor Cuomo announced \$11 million in Climate Smart Community grants available to municipalities that are striving to reduce greenhouse gas emissions as well as to prepare for and mitigate climate change, and have formalized this commitment by taking the CSC Pledge. Implementation grants are awarded to projects that support mitigation and adaptation projects ranging from \$100,000 to \$2 million. Once a project is selected for funding, the local match must be 50% of the total project cost.

Transportation Alternative Program (TAP)

The Transportation Alternative Program (TAP) authorizes funding for programs and projects defined as alternative transportation implementation, including on- and offroad pedestrian and bicycle facilities, infrastructure projects aim to improve non-driver access to public transportation and enhanced mobility. In 2011, the New York State Department of Transportation made available \$98.7 million in funding to support bicycle, pedestrian, multi-use paths and other projects alike that reduce congestion and help the State meet the requirements of the Clean Air Act. TAP funding requires a 20% local match that may be task or in-kind services.

Recreation Trails Program (RTP)

The Recreational Trails Program provides funding from the U.S. Department of Transportation to construct and maintain recreational trails. Each state must establish a State Recreational Trails Advisory Committee that represents both, motorized and non-motorized recreational trail users to distribute funds. Of funds distributed to the state, 30 percent must be used for motorized recreational trails, and the remaining 40 percent can be used for either type of trail.



Implementation Table

#	Name	Phase	Anticipated Costs (all costs shown in 2017 dollars)	Potential Funding Resource	Time Frame in Years	Notes				
1a	(1) Major Gateway	Traffic Study Design and Engineering Construction TOTAL TOTAL 2 GATEWAYS	\$ 5,000.00 \$ 192,000.00 \$ 650,000.00 \$ 847,000.00 \$ 1,694,000.00	GIGP, OPRHP, TAP, NYMS	0 to 3	These estimates reflect the average cost per individual gateway. Since the master plan calls for 2 major gateways at intersections of Main and Arch Street and Lester Ave and CFJ Boulevard, total costs would increase to \$1,694,000 .				
1b	(1) Intersection Improvements	Traffic Study Design and Engineering Construction TOTAL TOTAL 2 INTERSECTIONS	\$ 5,000.00 \$ 143,000.00 \$ 477,000.00 \$ 625,000.00 \$ 3,750,000.00	GIGP, OPRHP, TAP, NYMS	0 to 3	These estimates reflect the average cost per individual gateway. Since the master plan calls for 6 intersections to be improved at Main Street and Avenue D, Avenue C, Avenue B, Avenue A, and Lester Avenue, and Willow Street and Corliss Avenue. Total costs would increase to \$3,750,000 .				
2a	Streetscape: Main Street Downtown	Traffic Study Design Engineering Construction TOTAL	\$ 5,000.00 \$ 150,000.00 \$ 150,000.00 \$ 1,388,000.00 \$ 1,693,000.00	GIGP, OPRHP, TAP, NYMS,CSC	0 to 3	Total cost for streetscape enhancements may fluctuate based on final design.				
2b	Streetscape: Main Street Binghamton	Traffic Study Design Engineering Construction TOTAL	\$ 5,000.00 \$ 150,000.00 \$ 150,000.00 \$ 1,332,000.00 \$ 1,637,000.00	GIGP, OPRHP, TAP, NYMS,CSC	0 to 3	Total cost for streetscape enhancements may fluctuate based on final design.				
2c	Streetscape: Baldwin Street	Traffic Study Design Engineering Construction TOTAL	\$ 5,000.00 \$ 115,000.00 \$ 115,000.00 \$ 975,000.00 \$ 1,210,000.00	GIGP, OPRHP, TAP, NYMS,CSC	5 to 10	Total cost for streetscape enhancements may fluctuate based on final design.				
2d	Streetscape: Arch Street	Traffic Study Design Engineering Construction TOTAL	\$ 5,000.00 \$ 94,000.00 \$ 94,000.00 \$ 94,000.00 \$ 94,000.00 \$ 1,033,000.00	GIGP, OPRHP, TAP, NYMS,CSC	5 to 10	Total cost for streetscape enhancements may fluctuate based on final design.				
2e	Streetscape: Broad Street	Traffic Study Design Engineering Construction TOTAL	\$ 5,000.00 \$ 60,000.00 \$ 60,000.00 \$ 600,000.00 \$ 600,000.00 \$ 725,000.00	GIGP, OPRHP, TAP, NYMS,CSC	5 to 10	Total cost for streetscape enhancements may fluctuate based on final design.				
2f	Streetscape: Willow Street	Traffic Study Design Engineering Construction TOTAL	\$ 5,000.00 \$ 75,000.00 \$ 75,000.00 \$ 728,000.00 \$ 883,000.00	GIGP, OPRHP, TAP,CSC	0 to 3	Total cost for streetscape enhancements may fluctuate based on final design.				
2g	Streetscape: Corliss Ave	Traffic Study Design Engineering Construction TOTAL	\$ 5,000.00 \$ 75,000.00 \$ 75,000.00 \$ 728,000.00 \$ 883,000.00	GIGP, OPRHP, TAP, NYMS,CSC	5 to 10	Total cost for streetscape enhancements may fluctuate based on final design.				

60 Implementation Table

#	Name	Phase	Anticipated Costs (all costs shown in 2017 dollars)	Potential Funding Resource	Time Frame in Years	Notes
2h	Streetscape: Jennison Ave	Traffic Study Design Engineering Construction TOTAL	\$ 5,000.00 \$ 27,000.00 \$ 27,000.00 \$ 263,000.00 \$ 322,000.00	GIGP, OPRHP, TAP, NYMS,CSC	5 to 10	Total cost for streetscape enhancements may fluctuate based on final design.
2i	Streetscape: Ozalid Road	Traffic Study Design Engineering Construction TOTAL	\$ 5,000.00 \$ 19,000.00 \$ 19,000.00 \$ 195,000.00 \$ 238,000.00	GIGP, OPRHP, TAP, NYMS,CSC	5 to 10	Total cost for streetscape enhancements may fluctuate based on final design.
2j	Streetscape: Avenue B	Traffic Study Design Engineering Construction TOTAL	\$ 5,000.00 \$ 30,000.00 \$ 300,000.00 \$ 300,000.00 \$ 365,000.00	GIGP, OPRHP, TAP, NYMS,CSC	3 to 5	Total cost for streetscape enhancements may fluctuate based on final design.
2k	Streetscape: Lester Ave	Traffic Study Design Engineering Construction TOTAL	\$ 5,000.00 \$ 113,000.00 \$ 113,000.00 \$ 1,050,000.00 \$ 1,281,000.00	GIGP, OPRHP, TAP, NYMS,CSC	3 to 5	Total cost for streetscape enhancements may fluctuate based on final design.
3	Victory Building Adaptive Reuse	Design Engineering Construction TOTAL	\$ - \$ - \$ 49,000,000.00 \$ 49,000,000.00	esd, nyms	0 to 3	
4	19 Avenue B	Design Engineering Construction TOTAL	\$ 300,000.00 \$ 300,000.00 \$ 6,000,000.00 \$ 6,600,000.00	esd, nyms	3 to 5	
5	Book Depository Building Mixed-Use / Residential Rehabilitation	Design Engineering Construction TOTAL	\$ 300,000.00 \$ 300,000.00 \$ 6,000,000.00 \$ 6,600,000.00	esd, nyms	3 to 5	This project may require the Village to either acquire the site from a private owner or work collaboratively with the property owner to advance the master plan vision.
6	Ozalid Road Building Commercial reuse	Design Engineering Construction TOTAL	\$ 300,000.00 \$ 300,000.00 \$ 9,750,000.00 \$ 10,350,000.00	esd, nyms	3 to 5	This project may require the Village to either acquire the site from a private owner or work collaboratively with the property owner to advance the master plan vision.
7	Goodwill Theatre Block Redevelopment	Design Engineering Construction TOTAL	\$ - \$ - \$ 15,000,000.00 \$ 15,000,000.00	NYMS	3 to 5	Total estimated project cost is approximately \$24,000,000, with \$4,000,000 raised to date and \$5,000,000 in projected national grants.
8	Mixed-use Redevelopment Site	Design Engineering Construction TOTAL	\$ 300,000.00 \$ 300,000.00 \$ 4,875,000.00 \$ 5,475,000.00	ESD	3 to 5	This project may require the Village to either acquire the site from a private owner or work collaboratively with the property owner to advance the master plan vision.
9	42-46 Corliss Avenue Institutional Redevelopment	Design Engineering Construction TOTAL	\$ 300,000.00 \$ 300,000.00 \$ 11,250,000.00 \$ 11,850,000.00	esd, nyms	3 to 5	This project may require the Village to either acquire the site from a private owner or work collaboratively with the property owner to advance the master plan vision.

#	Name	Phase	Anticipated Costs (all costs shown in 2017 dollars)	Potential Funding Resource	Time Frame in Years	Notes					
10	Flexible Redevelopment Site	Design Engineering Construction TOTAL	\$ 300,000.00 \$ 300,000.00 \$ 16,000,000.00 \$ 16,600,000.00	TBD	3 to 5	This project may require the Village to either acquire the site from a private owner or work collaboratively with the property owner to advance the master plan vision.					
11a	Potential Parking Garage - Main Street between Harrison Street and Baldwin Street	Design Engineering Construction TOTAL	\$ - \$ 15,096,000.00 \$ 15,096,000.00	ESD	3 to 5	3 story parking garage with +/- 213 parking spaces (+/- \$6.4 Million). 3 story (96,000 SF) mixed-use wrap around development (+/- \$15 Million). Costs may vary based on footprint.					
11b	Potential Parking Garage - Lot bound by Park Place, Corliss Avenue and Hudson Street	Design Engineering Construction TOTAL	\$ - \$ - \$ 8,600,000.00 \$ 8,600,000.00	ESD	3 to 5	3 story parking garage with +/- 288 parking spaces. Costs may vary based on footprint.					
	Projects 12-17 on the Master Plan represent recent and ongoing projects										
18	(1) Trailhead	Traffic Study Design Engineering Construction TOTAL TOTAL 2 TRAILHEADS	\$ 5,000.00 \$ 38,000.00 \$ 38,000.00 \$ 80,000.00 \$ 161,000.00 \$ 322,000.00	GIGP, OPRHP, TAP	0 to 3	These estimates reflect the average cost per individual trailhead. Since the master plan calls for 2 trailheads, total costs would increase to \$322,000 . These projects may require the Village to either acquire the site from a private owner or obtain an easement with the property owner to advance the master plan vision.					
19	Jennison Park Improvements	Design Engineering Construction TOTAL	\$ 37,500.00 \$ 37,500.00 \$ 638,000.00 \$ 713,000.00	gigp, oprhp	0 to 3	N/A					
20	CFJ Park Improvements	Design Engineering Construction TOTAL	\$ 188,000.00 \$ 188,000.00 \$ 1,500,000.00 \$ 1,876,000.00	GIGP, OPRHP	0 to 3	N/A					
21	Future Multi-Use Trail	Design Engineering Construction TOTAL	\$ 113,000.00 \$ 113,000.00 \$ 675,000.00 \$ 901,000.00	GIGP, OPRHP, TAP,CSC	0 to 3	These projects may require the Village to either acquire the corridor from a private owner or obtain an easement with the property owner to advance the master plan vision.					

Next Steps

Moving forward, successful implementation of the E-J Industrial Spine Revitalization Strategy involves leveraging public and private partnerships, securing grants and private investment, gaining and maintaining public interest and support, and revisiting and revising the plan as necessary. Whether implemented in whole or in part, the recommendations and projects included in this Plan would serve to revitalize downtown Johnson

City by improving its physical appearance and identity, spurring economic development and investment, attracting businesses, residents, and visitors, and improving quality of life.



meeting summary

Endicott Johnson BOA - Step 3 Implementation Strategy

Advisory Committee Kick-Off Meeting November 30, 2016 2:00 PM

Attendees

See attached sign-in sheet.

Welcome & Project Team

Kimberly Baptiste of Bergmann Associates welcomed the group to the Kick-Off Meeting for the Advisory Committee for the Endicott Johnson BOA Step 3 Implementation Strategy. She gave a brief introduction of Bergmann and asked each of the attendees to introduce themselves and share their affiliation with the project. Kimberly then described the project team. The project is being led and administered by the Broome County Department of Planning and Economic Development. Funding and technical assistance is provided by the Department of State. Partners include the Village of Johnson City, the Town of Union Economic Development LDC, Binghamton University (SUNY), United Health Services, and The Agency. The consulting team is being led by Bergmann Associates, with additional support from subcontractor team made up of Allieway Marketing, Camoin Associates, and Ravi Engineering. She reviewed the agenda for the meeting, and gave a brief overview of the BOA Program and process.

BOA Step 2 Recap

Sue Hopkins of Bergmann Associates explained that the BOA program is a three step process. The Step 2 Study for the Endicott Johnson Industrial Spine was completed in 2010 and laid the framework for Step 3. She also mentioned the Upstate Revitalization Initiative (Southern Tier EDC) of 2015, in which the three iDistricts were identified, one being in Johnson City. The Step 2 BOA identifies the Study Area boundary, a vision and goals for revitalization, and identified Priority Sites for redevelopment. The Step 3 Implementation Strategy will build upon the Step 2, but will likely include significant updates to reflect changing conditions since 2010. The full version of the Endicott Johnson Industrial Spine Brownfield Opportunity Area Step 2 Nomination Study can be found here:

http://www.gobroomecounty.com/planning/pubs

The Step 2 Nomination included the following Key Goals:

- Focus on distressed properties
- Well-grounded in current market conditions
- Realistic approach to environmental constraints
- Connectivity
- Private investment
- Create the Willow Street Business Park
- Leverage Goodwill Theatre district
- Maintain momentum
- Partnerships

This document was prepared with the assistance of the New York State Department of State with state funds provided under Title 11 of the Environmental Protection Fund and the Brownfield Opportunity Area Program.





The Step 2 also identified five priority sites (listed below). Some of these sites are currently being redeveloped and the remainder will be evaluated during the Step 3 planning process:

- 59 Lester Street
- 48 Corliss Avenue
- 18 Park Street/25 Ozalid Road
- 96 Corliss Avenue
- 42/44 Corliss Avenue

BOA Step 3 Components – Scope of Work

Kimberly then described the Step 3 Scope of Work. A full copy of the Scope of Work is attached to this summary. The Step 3 for the Endicott Johnson BOA includes the following components:

- Engagement
- Land Use & Design Alternatives
- Reuse of Strategic Sites / Proformas
- Marketing and Branding
- Design Guidelines
- Parking & Streetscape Plan

Engagement

The community engagement process will include the Advisory Committee, one-on-one and small group stakeholder meetings, and wider community outreach, which could include several different types of meetings and an online presence. Kimberly highlighted the role of the Advisory Committee, which is to:

- Provide feedback and guidance
- Attend regular meetings held throughout the process
- Review the deliverables
- Assist with outreach

Land Use & Design Alternatives

As part of this planning process, the BOA Study Area will be evaluated and a Master Plan for redevelopment and revitalization will be prepared. Though this process, the strategic Sites list will be re-evaluated to reflect changing conditions and potential new sites will be identified. Design alternatives for these sites will be completed.

Reuse of Strategic Sites / Proformas

Based on the Land Use Master Plan and design alternatives, proformas for strategic sites will be completed. Camoin Associates will assist with this task, preparing financial feasibility assessments for potential end uses on identified strategic sites.

This document was prepared with the assistance of the New York State Department of State with state funds provided under Title 11 of the Environmental Protection Fund and the Brownfield Opportunity Area Program.

Marketing and Branding

Kimberly explained the purpose of the marketing and branding effort for this project, which is to attract investment, businesses, and residents to the Study Area. The team will prepare a marketing video as part of this task that highlights development opportunities in the Study Area. In addition, a logo and tagline will be developed and Site Profile brochures will be created to help market the sites in the BOA. The overall branding concepts developed will be used to create a consistent brand for all three iDistricts in Broome County.

Design Guidelines

Design Guidelines will be created for the downtown corridor. The purpose is to help shape and refine the built environment, create an attractive public realm and sense of place that will support ongoing redevelopment and economic development efforts: The design guidelines will address the following topics:

- Setbacks
- Massing
- Height
- Building facades
- Transparency
- Parking lot location & design
- Landscaping

Parking & Streetscape Plan

Ravi Engineering will assist in the parking Analysis and Streetscape Plan. The parking, both on and off street, will be inventoried, and a utilization analysis and strategy identification will be done, which will include:

- Enforcement
- Pricing
- Wayfinding & Signage
- Lighting
- Shared Parking
- Access

A streetscape plan for the downtown corridor will be prepared, which will address:

- Traffic
- Connectivity
- Pedestrian & Bicycle facilities
 - o Sidewalks
 - Crossings
 - o Bike Lanes

This document was prepared with the assistance of the New York State Department of State with state funds provided under Title 11 of the Environmental Protection Fund and the Brownfield Opportunity Area Program.

- Parking
- Lighting
- Signage & Wayfinding

Project Schedule

Kimberly explained that the project is expected to be completed in 12 months. The sequence of major tasks is illustrated below.

Timeline												
	2016	2017										
	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov
Work Plan Elements												
Review Existing Documentation												
Future Land Use & Design Alternatives												
Marketing & Branding												
Design Guidelines												
Parking Study & Streetscape Plan												
Community Engagement												
Website												
Advisory Committee Meetings		\star		\star			\star		\star		\star	
Stakeholder Meetings			*									
Public Workshops / Events						\star				\star		

Immediate tasks in the upcoming 1-2 months include the following:

Technical Work

- Data Updates
- Analysis

Engagement

- Stakeholder Interviews
- Next Advisory Committee Meeting at the beginning of January, 2017

Discussion

Kimberly facilitated a discussion with the group about opportunities, challenges, and potential projects within the Study Area. The following is a summary of the questions and responses:

This document was prepared with the assistance of the New York State Department of State with state funds provided under Title 11 of the Environmental Protection Fund and the Brownfield Opportunity Area Program.
What are the BOA's greatest **opportunities**?

- Binghamton University is a catalyst
 - the School of Pharmacy is currently being built
 - The University is looking at other properties
 - Other adjacent properties could be developed
 - Housing opportunities-like conversion of Century Sunrise-105 units
- UHS
 - Employees-housing
 - A magnet for young professionals
- Proximity to major highways
- Proximity to the airport
- Proximity to the hospital
- The area is walkable
- 3 public parks in BOA
- 5 National Historic Sites in BOA
- Complete Streets
 - Johnson City is adopting a Complete Streets Policy
 - Working with DOT on a Complete Streets Plan
- Code Enforcement Study has been done
- Strength of the area is its ethnically diversity
- Theater Complex-Goodwill Theater
- History/Legacy of Endicott Johnson Company
- Proximity of BOA to Binghamton University's main campus
- Main street already has redevelopment occurring. One developer controls 7 properties
- Many sites are still available for redevelopment
- Broad Street is close to Binghamton University and is prime for redevelopment
- The Square Deal Towns are "Authentic"
- Traffic counts show that the traffic is here for commerce
- Wegmans
- Second floor residential is possible
- Grocery Store in downtown
- Rail Trail potential
- Goudy Station-historic former coal-fired power plant
- Strategic Site: Victory Building-59 Lester Street
- Johnson City Health & Cultural District Plan Conceptual Master Plan

What are the BOA's greatest challenges we should be aware of?

- UHS
 - Conversion of buildings to parking lots
- Employees don't venture outside the building for lunch/happy hour/shopping Safety / Crime-real issue (not just perceived) along Broad Street and Main Street

This document was prepared with the assistance of the New York State Department of State with state funds provided under Title 11 of the Environmental Protection Fund and the Brownfield Opportunity Area Program.

- Lack of Identity-no "main street" identity
- Need to attract more businesses
- Main Street doesn't feel welcoming or "walkable"
- Rail Trail obstacles
- Aging Infrastructure
- BU sites are deserted at night
- The presence of BU and other non-profits affects the Village's tax base and demand on services
- Building stock looks old
- Development of a big box stores could negatively impact the fabric of Main Street
- Need to incentivize home ownership

If you could pick one project, regardless of cost of feasibility, what would it be?

- 59 Lester Avenue: Victory Building. Make it into an Artspace/MakerSpace
- Century Sunrise Area: create a public space with supporting retail
- Create a "Downtown"
- Connect BU site to Main Street

Kimberly thanked everyone for coming and adjourned the meeting at 3:45 pm.

Sign-in Sheet

Name	Email	Phone
Dai A. Newman	dain@villageofic.com	cell (864)593-5611
TOM SHEREDY	TSHEREDY 47 Claudicion	607-644-3859
Frank Evangelisti	E.	
Stephanie Brewer		
Beth Lucas	blucas Pco. broome. ny. us	607-778-2375
NICK Corcoran	Corcoran & binghamton .edu	607 - 777 - 3199
Julie Sweed	while sweet a dos wy ga	607-721-8752
Jue Mussely	i movely etourof union. con	607=786-2948
/		

meeting summary

Endicott Johnson BOA - Step 3 Implementation Strategy Advisory Committee Meeting #2 | January 18, 2017 2:00 PM

Attendees

See attached sign-in sheet.

Welcome & Project Team

Sue Hopkins of Bergmann Associates welcomed the group to the second meeting for the Advisory Committee for the Endicott Johnson BOA Step 3 Implementation Strategy. She reminded the group that the project is being led and administered by the Broome County Department of Planning and Economic Development. Funding and technical assistance is provided by the Department of State. Partners include the Village of Johnson City and the Town of Union Office of Economic Development. The consulting team is being led by Bergmann Associates, with additional support from subcontractor team made up of Allieway Marketing, Camoin Associates, and Ravi Engineering.

Project Scope Recap

Sue gave a recap of the scope elements for the Endicott Johnson Industrial Spine BOA project, which includes the following components:

Engagement

- Advisory committee meetings
- Project website
- Stakeholder interviews
- Public workshops/events

Strategic Site Marketing and Branding

- Video highlighting key opportunities for redevelopment
- Logo and tagline development

Parking Study and Streetscape Plan

- Analysis of on-street and off-street parking in the downtown area
- Recommendations to improve the street network and to accommodate future needs
- Graphic streetscape plan
- Wayfinding strategy

Design Guidelines

• Guidelines and associated graphics to shape and refine the desired built form and aesthetic





About the BOA

Sue provided an overview of the BOA Study Area, including physical and socio-economic characteristics. Detailed information can be found in the attached PowerPoint presentation.

Redevelopment Sites & Opportunities

Sue reviewed the previously identified strategic site, many of which are already being redeveloped, and discussed some of the properties along Main Street that could be identified as additional site for redevelopment. Committee members noted that 59 Lester, 44 Corlisse and Ozalid/Park Ave sites should remain on the list. In addition, 19 Avenue B and the site at the corner of Baldwin and Corliss should be considered.

Parking

Sue provided an overview of a parking analysis performed by Bergmann and Ravi Engineering within the area around the downtown, centered on Main Street. The parking analysis boundary is shown in the attached PowerPoint presentation. For the analysis, the team identified the total parking capacity, both on-street and off-street within the boundary (i.e. total number of existing spaces), and evaluated occupancy/utilization at three points during the day (on a normal business day).

Key findings form this analysis are noted below:

- Utilization is low-less than 50-60% occupancy for all three time periods;
- There is adequate supply for the current use, but future growth may need to be accommodated;
- Aesthetics, management, and shared parking opportunities should be revisited.

A detailed description of the analysis and recommendations will be included in the draft report.

Discussion

- Parking needs will increase as the Pharmacy and Nursing schools open;
- Goodwill Theater will need parking;
- There may be a need for a parking garage: private or public;
- BU should be involved and should help fund new parking facilities.

Streetscape & Design Evaluation

Pattie Guttenplan of Bergmann Associates provided an overview of the streetscape inventory that was completed for Main Street, identifying the following components:

- Number of travel lanes and parking in each direction and condition
- Size and condition of sidewalks and verges
- Presence or absence of bike lanes
- Presence, location, and material of crosswalks
- Presence and location of street trees
- Presence, location and height of street lights
- Presence and location of parking meters, benches and trach receptacles

This document was prepared with the assistance of the New York State Department of State with state funds provided under Title 11 of the Environmental Protection Fund and the Brownfield Opportunity Area Program.

Pattie shared the following preliminary recommendations:

- Wayfinding for pedestrians, bicycles, and cars
- Gateways to provide a sense of welcoming & identity
- Landscaping and street furniture
- Lighting for a sense of safety
- Bicycle facilities
- Gateways for the three following intersections:
 - Main and Arch Streets
 - Main and Broad Streets
 - Main Street and Lester Avenue

Bergmann will begin outlining recommended design standards based on this evaluation. Given the team's observations, the design standards will focus on signage, façade materials, transparency, awnings, encroachments, site lighting, and outdoor seating.

Discussion

- The committee would like to do a tactical urbanism-better block event;
- They liked the idea pf gateways-want us to investigate digital concepts for wayfinding;

Next Steps

Sue reviewed the next steps in the project, which are to complete a draft of the Parking and Streetscape Analysis report, to complete a Streetscape & Design Workshop (Steering Committee Meeting #3), and the iDistrict branding concept.

Sue thanked everyone for coming and adjourned the meeting.

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Bergmann

meeting summary

Endicott Johnson BOA - Step 3 Implementation Strategy

Advisory Committee Meeting #3 March 2, 2017 2:00 PM

Attendees

See attached sign-in sheet.

Meeting purpose and objectives

Sue Hopkins, of Bergmann Associates, provided an overview of the meeting's agenda, purpose and objectives.

Agenda

- Overview of future land use
- Overview of design, streetscapes, and buildings
- Future land use and design workshop
- Next steps

Purpose and objectives

- Discuss future land uses and opportunities for redevelopment
- Discuss the type and location of streetscape improvements
- Discuss desired future building design requirements

Design Workshop

Using large roll-out maps, the committee split into two groups to discuss future land use, redevelopment opportunities, and design considerations within the BOA study area. Below is a summary of the discussion:

Victory Building

- Need a WOW approach for reuse of the building. It is a centerpiece and is highly visible.
- Exterior needs to be high quality design
- Community conference center
- Residential on upper floors
- Flex work space
- Small retail
- Industrial chic atmosphere
- Something intergenerational
- Indoor recreational uses could be considered
- Restaurant or bar on second floor looking out over activities below





Streetscapes:

- Focus on trees, awnings, building design, and crosswalks for safety
- Need strong connections from Main Street to Victory Building
- Key gateway at Victory building
- Need to pay close attention to streetscape materials and durability.
- Maintenance costs and staff resources are important considerations for Village. Need to discuss this in the plan, including mitigation, solutions, and approaches.

Design Guidelines

- Interested in green infrastructure guidelines. JC is a MS4 community.
- Discuss materials
- Clearly define triggers for compliance.
- Signage is very important
- Village has funding for façade improvements. Need to promote the program. Having design guidelines in place would help.
- Design guidelines need to have two distinct sections. New construction and existing buildings
- Allow for some funkiness and creativity
- Don't be afraid of color
- Mae it vibrant
- Streetscape amenities should be unique/branded/colorful

Misc.

- Consider solar art installations
- Smart lighting- would like to add some
- Need something that reflects the Innovation district aspect
- Smart city case study?
- Contact Kevin Dukes at Verizon regarding fiber optics 607-432-9901

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meeting summary

Endicott Johnson BOA - Step 3 Implementation Strategy

Advisory Committee Meeting #4 April 19, 2017 2:00 PM

Attendees

See attached sign-in sheet.

Meeting purpose and objectives

Sue Hopkins, of Bergmann Associates, provided an overview of the meeting's agenda, purpose and objectives.

Agenda

- Draft Master Plan
- Discussion of upcoming public event

Purpose and objectives

- Present draft Master Plan
 - Get your feedback on overall plan and specific projects
 - Agree on needed modifications and additions to the Master Plan
- Discuss Public Event on May 9
 - Your ideas for the walking tour / open house
 - Assistance with promotion

Draft Master Plan

Sue Hopkins, of Bergmann Associates, presented the draft Master Plan. The draft plan is organized according to four key strategies:

- Transform Streetscapes
- Reimagine Historic Buildings
- Leverage Ongoing Success
- Rejuvenate Open Spaces and Trails

These four strategies and projects associated with them are outlined in detail in the attached powerpoint presentation.

Discussion

- The Master Plan should show the BU R&D facility at the corner of Corliss and Willow
- Would be good to show the trailhead improvements graphically on the master plan
- Show a senior housing development at the covner of Lester and CFJ Boulevard
- Move Lester Gateway to CFJ Boulevard
- Identify the white box next to the corner of the Trail and Baldwin
- Label the police station and UHS





- Smart Cities concepts noted in meeting should be included in the master plan document. Gateways, apps, signage, crosswalk treatments)
- Streetscape plantings identify low maintenance strategies
- Parking plan should include identification of new parking areas needed
- Identify streetscape treatments and green infrastructure recommendations
- 276 Main has plans to build vertical
- Senior housing/safe zones/ near police and goods/services
- Broad street is dangerous.

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meeting summary

Endicott Johnson BOA - Step 3 Implementation Strategy

Advisory Committee Meeting #5 August 1, 2017 2:00 PM

Attendees

See attached sign-in sheet.

Meeting purpose and objectives

Kimberly Baptiste, of Bergmann Associates, provided an overview of the meeting's agenda, purpose and objectives.

Agenda

- Public Workshop Recap
- Master Plan Updates
- Parking Recommendations
- Streetscape Recommendations
- Design Guidelines
- Implementation Strategy

Purpose and objectives

- Public Workshop Recap
 - Summarize input from Public Workshop
 - Discuss how this influences Master Plan
- Master Plan Updates
 - Review Key elements of Master Plan
- Parking Recommendations
 - Review Parking Study Elements
 - Discuss Findings
- Streetscape Recommendations
 - Review Streetscape Needs
 - Review Typologies and Elements
- Design Guidelines
 - Introduce Approach and Objectives
 - Examples of Details
 - Implementation Strategy

Meeting Presentation

Public Workshop Recap

Kimberly Baptiste, of Bergmann Associates, presented a recap of the public meeting that was held at the Binghamton Brewery on June 5, 2017, which include the following key items:



- Identified Opportunities
- Identified Issues
- Ideas for the Victory Building
- Parking Concerns
- Parking Opportunities
- Street Typologies
 - Downtown
 - Local Streets
 - Suburban Main Street
- Prioritizing Investments
- Want to reschedule Walking Tour

Master Plan Updates

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A brief update of the Master Plan was presented, which included details about the following:

- Transforming Streetscapes
 - Additional Intersection Improvements
 - Redevelopment and Adaptive Reuse Additional Projects
 - Multi-Family Senior Housing
- Leverage Ongoing Success
 - BU Research and Development Facility
- Rejuvenate Open Spaces and Trails
 - Multi-Use Trail

Parking Recommendations

Kimberly reviewed the parking findings and recommendations that had been shared previously, which included:

- Parking study areas
- Supply
- Utilization
- Residential vs. commercial considerations
- Zoning implications
- Price for parking downtown
- Parking lot design

Streetscape Recommendations

Pattie Guttenplan, of Bergmann Associates, reviewed the Streetscape findings and recommendations, which included the following elements:

- Gateways
- Intersection Improvements
- Elements for each Street typology
- Other innovative technologies

Design Guidelines

Pattie introduced the draft report of the Design Guidelines that were developed and prepared for downtown Johnson City. A hard copy was distributed to everyone and she discussed elements of the document, which included:

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- Objectives and Approach
- Building Design Guidelines
- Site Design Guidelines

The committee was asked to review and comment on the document by September 8, so that changes could be incorporated by the next Committee Meeting

Implementation Strategy

Kimberly wrapped up the presentation with a discussion of implementation strategies

The full presentation is outlined in detail in the attached PowerPoint presentation.

Discussion

- Parking garage locations as well as possible first floor retail
- The possible use of parking kiosks and how to fund them
- Parking fees and enforcement-where and when it is effective
- Binghamton has electric charging stations, and this is something to be considered for JC
- The Design Guidelines will be tweaked for personalization for JC
- Desire for some of the Design Guidelines to lead to design ordinances to control development downtown, especially for signs
- Frank mentioned that there is still grant money that could be used for this effort

Next Steps

- Allieway will be moving forward with Branding and will look to see if it should complement the branding already developed for the iDistrict "Southern Tier Soaring".
- Kimberly will set up next committee meeting and a Public workshop for late September/early October.

Kimberly concluded the meeting.

sign-in JC 8.1.17

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R Bergmann

meeting summary

Endicott Johnson BOA - Step 3 Implementation Strategy

Advisory Committee Meeting #6 November 14, 2017 2:00 PM

Attendees

See attached sign-in sheet.

Meeting purpose and objectives

Kimberly Baptiste, of Bergmann Associates, provided an overview of the meeting's agenda, purpose and objectives.

Agenda

- Public Workshop Recap
- Greater Binghamton Fund | URI
- Marketing and Branding
- Master Plan Implementation Strategy

Purpose and objectives

- Public Workshop Recap
 - Summarize input from Public Workshop
 - Highlight the streetscape preferences for each street typology
- Greater Binghamton Fund | URI
 - Overview of the Greater Binghamton Fund and its relationship to the Endicott Johnson BOA
- Marketing and Branding
 - Review the logo development progress
 - Discuss the next steps
- Master Plan Implementation Strategy
 - Review of the master plan and 21 priority projects
 - Review of prioritization of projetcs

Meeting Presentation

Public Workshop Recap

Kimberly Baptiste, of Bergmann Associates, presented a recap of the public meeting that was held at the Binghamton Brewery on June 5, 2017, which include the following key items:

- Identified Opportunities
- Identified Issues
- Ideas for the Victory Building
- Parking Concerns
- Parking Opportunities
- Street Typology preferences
 - Downtown
 - Local Streets
 - Suburban Main Street





Prioritizing Investments

Greater Binghamton Fund (URI)

A brief overview of the Greater Binghamton Fund was presented. Kimberly highlighted how the Endicott Johnson Industrial Spine BOA sets the stage for the URI.

Parking Recommendations

Kimberly reviewed the parking recommendations, which included:

- Two alternative sites for hospital parking
- Innovative parking technology recommendations

Streetscape Recommendations

Ted Liddell, of Bergmann Associates, reviewed the Streetscape findings and recommendations, which included the following elements:

- Suggested tree species
- Vandal resistant planters
- Benches
- Trash receptacles
- Bike racks
- Gateways
- Intersection improvements
- Other innovative streetscape elements

Branding Updates

Kimberly discussed the logo development progress. The committee expressed an interest in moving forward with a logo development for all three iDistrict communities (the Triple Cities).

Design Guidelines

Kimberly introduced the draft report of the Design Guidelines that were developed and prepared for downtown Johnson City. A hard copy was passed around to everyone and she discussed any additional missing pieces or changes that were needed.

Implementation Strategy

Kimberly wrapped up the presentation with a discussion of implementation table. A hard copy was distributed to everyone, and she discussed the 21 projects identified and their prioritization.

The full presentation is outlined in detail in the attached PowerPoint presentation.

Discussion

- The vandalism that occurs is people stealing trees and other plants, not the planters.
- Innovative trash cans are desired, but it is important to have garbage cans that are compatible with the trash removal companies' equipment.
- Dai asked if there were any garbage cans that look post-industrial rather than bright and modern. She noted that it is important to maintain the character and post-industrial heritage.
- Binghamton, Johnson City, and Endicott should all create a singular iDistrict brand (Triple Cities). Potential to set up a focus group with all three communities in December? Where will the funding come from for this?

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- Streetscape needs to be consistent with the iDistrict brand, yet unique to each community.
- Videographer should capture events during the holidays.
- Prioritization of the Goodwill Theater.
- 42-46 Corliss Avenue has been donated to Binghamton University.
- The Victory Building has applied for a separate application to received \$3 million in funds from the URI.
- Add total estimates for the implementation table.
- If 59 Lester Ave were to become senior housing, the Multi-Family Senior Housing project could have a better use, such as a neighborhood convention center.
- The Multi-Use Trail should connect with the CFJ Park. Improvements at the CFJ Park should be limited to improvements to the baseball field (lighting) and restoration of the carousel.
- Village-wide wifi discussions.
- Change the prioritization of the Streetscape Enhancement Projects:
 - o #1 Main Street Downtown
 - o #2 Lester Avenue
 - o #3 Willow Street
 - o #4 or #5 Main Street Binghamton (there was some disagreement about this)
 - Avenue B does not need to be top 5
 - o Other areas noted: Baldwin Street & Corliss Ave, Baldwin Street & Grand Ave, Grand Ave
- Design guidelines:
 - The Village code currently has guidelines for solar panels, not need to be in the design guidelines
 - Do not need stronger regulations, it is the Village's job to enforce this
 - Landscape materials

Next Steps

- Completion of the draft plan document.
- Revised and finalized design guidelines.

Kimberly concluded the meeting.

sign-in

Endicott Johnson Industrial Spine – Revitalization Strategy

Advisory Committee Meeting #6 | November 14, 2017 Please write you name, affiliation and email below.

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summary

Endicott Johnson Industrial Spine Revitalization Strategy

Public Workshop | June 5, 2017

A public workshop was held on June 5, 2017 to provide an opportunity for Johnson City community members to learn about the Endicott Johnson Industrial Spine Revitalization Strategy and provide feedback. The open-house style meeting featured 7 stations, each offering information and interactive opportunities to provide feedback. Each station and results are summarized below.



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Station 1: Project Overview

Station #1 showed the boundaries of the study area within Johnson City. Participants were asked to note issues and opportunities. Comments are illustrated (and summarized) below.



Summary of Station #1 Comments

- More social gathering and banquet facility options
- More upscale clean and comfortable restaurants
- Would like to see the "cruise ship" at 59 Lester. Become an indoor growing facility or senior housing
- A power washer this summer to clean Main Street store fronts
- Encourage more small business
- Bulldoze eyesores or renovate them
- Make people responsible for their properties
- Current condition of existing housing on Broad is deplorable. Hoping that block is to be bulldozed to make room for suitable student housing
- More community spaces
- Empty storefronts are desperately in need of repair. Need incentives on rent, etc. Place public art in windows

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- Bridge Street lights out
- Johnson City needs much more police presence. Show of force. Bicycles riding on sidewalks, dogs are lose all the time, poop all over Main Street
- (Response to comment above) I disagree. No police state. Community policing with more consideration for public trust
- A bakery with late hours
- DPA will give mural panels to any empty storefront. <u>deptofpublicart@gmail.com</u>
- Public art can attract tourism and look more interesting
- Demolish building at the corner of Corliss Ave and Zalid Road
- More care for a community makes more proud citizens = people take care of their neighborhood
- Public art shows the town cares. More public art is a great idea
- Repave side streets between Floral and Grand
- Address loitering on Main Street near rug store and Little Deli
- Unsafe Avenue C housing
- Green spaces
- Plans to make community art space on Avenue D. All ages, drug free, creative incubator. Access to equipment and supplies to anyone interested. More Info: <u>katie@habitatstudiobing.com</u>
- City center park with cell phone charging area
- Code enforcement for places around the village
- High speed Wi-Fi in the downtown area
- Isabella street traffic light is not in sync. Arch Street should only be enter and exit. No Main Street
- Code enforcement. Poorly maintained buildings
- Public art in vacant storefronts
- Fiber optic really high speed internet
- How can I rent my places if next door is a dump? Code enforcement even if not occupied
- Make downtown beautiful with public art on vacant/big buildings
- Make out of state building owners be accountable for their properties
- I would like to see the area between main street and 59 Lester (Ave a Ave B) become a public square with professional housing and retail plus an outdoor performing stage

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Station 2: Victory Building | What would you like to see?

Station #2 provided an opportunity for attendees to comment on what types of uses they would like to see in the Victory Building.



Station 2 Comments

- Factory outlets
- Village offices
- Farm market
- DPW
- Cafe with outdoor space
- UHS Doctor offices
- Café, coffee shop
- Book Store
- HUD Housing
- Clean energy technology incubator
- First floor housing, second floor office, third and fourth floors housing
- Mixed-use incubator and workshop
- Public art artist space
- Make retail shops in lower level, luxury apartments with roof top terrace and restaurants

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- Make it a solar model for the area
- 24 hour fitness gym
- Urban paintball
- Concept stages
- Outlets / cafes
- Recreation space
- Rock climbing gym
- Large scale recreation and a lazy river on ground floor
- Youth activities
- Business / recreation area to keep BU students in Johnson City
- R&D Pharmacy
- Senior Housing and retail

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Station 3: Parking

Station #3 asked participants to share their thoughts on parking in Johnson City. Participates were asked to place a sticker on a map of the study area to say where parking was an issue (red sticker), where new parking is needed (yellow sticker) and where parking is good (green sticker). The results are illustrated below.



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Station 3: Parking (Cont.)

Participants were also asked to share their concerns or opportunites related to parking in Johnson City. The comment board is illustrated below with the comments listed below.

SHARE ANY CONCERNS OR OPPORTUNITIES RELATED TO PARKING IN JOHNSON CITY ? CONCERNS OPPORTUNITIES



Station 3 comments | Concerns

- Not enough parking near the new EJ apartments being built
- Many people "loitering" near Main Street parking, breaking windows
- If you do diagonal parking on streets, don't make it "back-in"
- Enforcement of areas desinaged "no parking" at some local businesses is rarely ever enforced
- Safety after dark
- Living conditions on Main Street slum lords
- Safety
- Loading and unloading for business
- No safe bike lanes
- Street parking does not equal bike lanes
- Lack of code enforcement on blighted properties in the village (Ex. Ave C)
- Not enough lighting for off street parking
- Few people know parking is free for 3 hours, the meters are not marked
- Messy lots, weeds, tall grass, liter, unkept. Need more volunteers to help out. Complacency

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Station 3 Comments | Oportunites

- Charming turn of the century architecture on Main Street lends itself to boutique-type, specialty business. Example Health Bent, Grapevine Café, Jupiter Games and Fat Cat Comics. People travel significant distances to shop at these places
- New pay to park pay stations in Binghamton area are easy to use and allow more parking after meters were removed
- Most parking is street or behind the building which is more aesthetically pleasing
- Renewable energy prosecution and electric vehicle charging stations
- Parking garage will leave more room for bike lanes and more available parking opportunities
- Free parking for 1 hour or 30 min. in a few places / areas
- Flowers, trees, etc. really help
- Art in empty storefronts
- Shift Broome Transit stops Add BU pharmacy and Century Sunrise stops (700 students and 4 staff) and residents
- Make payments mobile (app)
- Have shipments at night to limit blocks

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Station 4: Streetscapes and Complete Streets

Station #4 provided background information describing the concept of complete streets. A second board asked what streetscape enhancements people would like to see downtown, on local streets and on Main Street in Binghamton. Participates were given stickers of streetscape amenities and asked to place them under which street typology they would like those enhancements to occur. Below is a photo of the presentation board with the stickers of the desired enhancements.



This document was prepared with assistance from the New York State Department of State with funds provided through the Brownfield Opportunity Areas Program.



Station 4: Streetscapes and Complete Streets (Cont.)

Below are the general themes for the amenities placed under each street typology.

Downtown

- Artistic elements
- Enhanced crosswalks
- Bike accommodations bike lanes and bike racks
- Lighting
- Wayfinding elements.

Local Streets

- Raingardens / Landscaping
- Lighting
- Bike accommodations bike lanes and sharrows

Main Street Binghamton

- Lighting
- Wayfinding Elements
- Planters
- Enhanced crosswalks
- Bike accommodations bike lanes and bike racks

This document was prepared with assistance from the New York State Department of State with funds provided through the Brownfield Opportunity Areas Program.



Station 5: Investment Priorities

At Station #5, attendees were asked to place "Johnson City Dollars" in jars that represented the topic areas where they felt future investment should be focused on in Johnson City. Based on the totals, investment in the reuse of historic buildings was most important, followed by shopping, parks and open space, lighting, trails, bike racks and benches.

Reuse of Historic Buildings	- \$65
Shopping	- \$45
Parks and Open Space	- \$36
Lighting	- \$29
Trails	- \$25
Bike Racks	- \$11
Benches	- \$7

COMMUNITY INVESTMENT INSTRUCTIONS



Help us prioritize future investments.

Please place your "Johnson City dollars" in the jar(s) that represent the topics you feel are highest priority for investment. (\$5 per person)



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Station 6: Design Guidelines

Station 6 provided background information about design guidelines and their purpose.

DESIGN GUIDELINES....WHAT ARE THEY?

The purpose of Design Guidelines is to manage change rather than restrict it. Design Guidelines seek to identify ways to adapt old buildings to changing needs while preserving their historic character and provide compatible high standards for new construction.

TOPICS TO BE COVERED IN DESIGN GUIDELINES

- Site Planning and Design
- Site Infrastructure and Facilities
- Parking
- Landscape
- Architectural Consistency
- Architectural Details
- Signage
- Lighting



OTENTIAL



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General Comments from Comment Box

- The whole downtown area is not safe and not clean. I believe this must be addressed first. Also the streets and sidewalks are in deplorable conditions. As a business owner I can assure you that no one is going to invest in downtown, until there is a serious effort to correct these issues.
- Whatever you do, power it with solar!
- It's exciting and giving us hope for our city. We moved back to NY 6 years ago from being gone 11 years in NC. Just to see the changes in Binghamton since we've been back shows the potential and hope for JC. The best thing about being gone and coming home is appreciating the sense of community Broome County offers. We've seen positive changes and tonight is exciting to see the potential. Keep sending out the invites we will keep attending!
- More public art! Mixed-use public space can be exciting and invigorating with creative expression. Renewable energy and art can incorporate STEM into that creative expression.
- I work at the Greater Binghamton Association of Realtors and would love to be included in future emails or communications, meetings, etc. etc. to help our members be informed as to how things are developing. I'd think you'd want our input and professional expertise as to what is happening in the markets. We are here to help!
- I would like to see the Main Street and parallel streets in the village go back to brick paved. The restoration of the buildings downtown should be done to period so that it keeps the integrity of the buildings. Rid Main Street of all the mini marts to help decrease the riff-raff that hang at them. Also start finding the slum lords and tenants at the source.
- Reuse of historic buildings, more police presence, better lighting, more restaurants and boutiques.
- What are we doing with our lo-income families? We can oust slumlord, but let's do something with family housing.
- There are lots of great ideas here. I love seeing the empty, old buildings being rebuilt and repurposed. Johnson City currently has many low-income and disabled (for many reasons) residents. I am concerned that what looks a lot like gentrification will simply push our most vulnerable residents somewhere else. What about some significant HUD housing projects including 3 and 4 bedroom units for families? Just one example of one possibility.
- Thank you, thank you, thank you!
- As a developer in downtown JC, it seems evident that without a thriving main street that tertiary developments will falter. JC needs significant investment into renovating downtown housing, re-doing commercial space and installing lighting, benches and other markers of a walkable livable community.
- I like how this was laid out. Johnson City needs more community spaces. It was sad to see makerspace leave to Binghamton from Johnson City. A rec area would be great to see as well as consideration for the community via public art.
- Crushing poverty, lack of jobs (not poorly paying service jobs). Loss of young people. How do the ideas on the boards help the real causes of local decline? I'd like to know!
- Nice event! Keep up the optimism and it will gradually outweigh the negativity.
- It is proven that more art, culture, and community in a neighborhood makes its citizens more prideful, happier to live where they do, and take care of their surroundings. Let's not gentrify let's bring the old and new together!
- Please send an email for future meetings like this....I don't do facebook.
- What about the horrid railroad tracks still going across Willow Street? Can they be moved / taken away?

This document was prepared with assistance from the New York State Department of State with funds provided through the Brownfield Opportunity Areas Program.



BERGMANN A S S O C I A T E S • Thank you! We are looking for ways to build momentum and hope people will start to live closer to the hospital and pharmacy nursing schools. There are a core group of businesses and a small group of landlords who are investing to attract students and employees. But there needs to be more. And high speed fiber optic internet, code enforcement and downtown police foot/bike patrols.

This document was prepared with assistance from the New York State Department of State with funds provided through the Brownfield Opportunity Areas Program.



BERGMANN ASSOCIATES

summary

Endicott Johnson Industrial Spine Revitalization Strategy Public Open House | November 14, 2017

A public open house was held on November 14, 2017 to provide an opportunity for Johnson City community members to learn about updates for the Endicott Johnson Industrial Spine Revitalization Strategy and provide feedback. The openhouse style meeting featured 8 stations, each offering information and interactive opportunities to provide feedback. Each station and results are summarized below.







Station 1: Help us Prioritize Future Investments for Intersections

Station #1 provided an opportunity for attendees to give feedback by selecting the two intersections that they think are the highest priority for improvements. Results and totals are illustrated below.



Summary of Station #1

Each attendee was given two stickers to place under the intersections they felt were the highest priority for improvements. The attendees identified the intersection at Main St and Avenue D as the top priority within the Study Area. The ranking for each intersection is listed below:

- **1**. Main St & Avenue D
- 2. Willow St & Corliss Ave
- **3**. Main St & Lester Ave
- **4**. Main St & Avenue C
- **5**. Main St & Avenue B
- 6. Main St & Avenue A





Station 2: What are your Favorite Redevelopment and Adaptive Reuse Projects?

Station #2 provided an opportunity for attendees to give feedback by selecting their top two favorite project. Results and totals are illustrated below.



Summary of Station #2

Each attendee was given a sticker to place under their favorite redevelopment and adaptive reuse project. The attendees overwhelming identified the Victory Building Adaptive Reuse project as their favorite. The rankings for each project is listed below:

- **1**. Victory Building Adaptive Reuse
- **2.** Commercial Redevelopment
- **3.** Book Depository Building
- **4**. Multi-family Senior Housing
- **5**. Ozalid Road Commercial Reuse





Station 3: Help us Prioritize Future Investments for Open Space & Trails

Station #3 provided an opportunity for attendees to give feedback by selecting the project that feel has the highest priority. Results and totals are illustrated below.



Summary of Station #3

Each attendee was given a sticker to place under their favorite open space and project. The attendees overwhelming identified the Future Multi-Use Trail project as their favorite. The rankings for each project is listed below:

- **1**. Future Multi-Use Trail
- 2. Jennison Park Improvements
- **3.** CFJ Park Improvements
- **4.** Trailheads



Station 4: Where Would you Invest \$5 Million?

Station #4 gave participants an oppoortunity to select the category they would like \$5 million invested in. Results and totals are illustrated below.



Summary of Station #4

Each attendee was given a sticker to place under the type of project they would like to invest \$5 million into. The attendees top categories were the Victory Building Project and Main Street Adaptive Reuse projects. The rankings for each project is listed below:

- **1**. Main Street Adaptive Reuse
- **2.** Victory Building
- **3.** Parking & Streetscapes
- **4**. Public Space & Trails





Station 5: Streetscape Recommendations

Based on existing conditions, the streets within the Study Area were categorized into three streetscape typologies: Main Street Downtown, Local Streets, and Main Street Binghamton. Station #4 provided an overview the amenities recommended for each streetscape typology including, crosswalks, façade improvements, trees, sidewalk treatments, and bike accommodations. It also identified the top 5 priority streetscapes.



STREETSCAPE RECOMMENDATIONS



BBERGMANN





Station 6: Are there any Key Projects Missing?

Station # 6 provided an opportunity for attendees to identify any projects that they felt were missing from the plan. Participants were asked to place a sticker on a map of the study area to show where the project and/or concern is located. Results are summarized below.



Summary of Station #6 Identified Projects/Concerns

- 258 Main commercial residential
- Smart Cities technology
- Assure Sarah Jane Johnson stays
- Develop Helen Drive into a real street and replace utilities
- Music pavilion
- Public art non-mural
- Public art mural
- Library expansion/upgrade
- Health and cultural district





Station 7: Design Guidelines

Station #7 provided background information about design guidelines and their purpose. It outlined the goals of the Design Guidelines and gave a preview of the types of recommendations that will be seen in the final draft. A hard copy of the draft version of the design guidelines was provided for attendees to review. The Design Guidelines board is illustrated below.







Station 8: Please Share your Ideas or Comments in the Space Below

At Station #8 participants were asked to share their ideas or comments in regards to the Johnson Endicott Industrial Spine BOA Strategy. The comment board is illustrated below with the comments listed below.

PLEASE SHARE YOURS IDEAS OR COMMENTS IN THE SPACE BELOW		
We Represent 258 Main (@BROAD) and are the 1st developers to Begin Construction / Renevation What is Multi-family Series housing? yes, what is Multi-family Sr. Honsing? Public Suttering Spaces. Local Code that restricts unhealthy item Sale (Smoking) Local Bug whilication Code - Pertaining to Signs, window treatments, Liter fires		
Design Review Committee - work w/ planning Board + Zoning Dept. (Adopt Resign Gnide lines & implement them) zmp hasis on safety - 1. e. more police precence + better lighting on Main st. Corridar		
ENDICOTT JOHNSON INDUSTRIAL SPINE BOA		

Summary of Station #8 Comments

- We represent 258 Main (at Broad) and are the first developers to begin construction/renovations
- What is multi-family senior housing?
- Local code that restricts unhealthy item sale (smoking) for public gathering spaces
- Local beautification code, pertaining to signs, window treatment, liter fines
- Emphasis on safety, i.e., more police presence and better lighting on Main St corridor





DOWNTOWN JOHNSON CITY DESIGN GUIDELINES





Table of Contents

APPROACH AND BACKGROUND 1

OVERVIEW	1	
CONTEXT	2	
ORGANIZATION	3	
HOW TO USE THE DESIGN GUIDELINES	4	
DESIGN OBJECTIVES	5	
GLOSSARY OF TERMS	6	

BUILDING DESIGN GUIDELINES 11

ROOFS, CORNICES, EAVES, AWNINGS, ETC	
BUILDING DOORS AND ENTRIES	
BUILDING MATERIALS	

SITE DESIGN GUIDELINES...... 25

BUILDING SITING	25
BUILDING ORIENTATION AND SETBACK	26
BUILDING ENTRIES	

CIRCULATION ELEMENTS	28
SIDEWALKS	
PEDESTRIAN AND VEHICULAR CIRCULATION	
DRIVE-THROUGH FACILITIES	3
DRIVEWAYS AND ACCESS	

SITE INFRASTRUCTURE AND FACILITIES	36
FENCING, WALLS, AND DECKS	
LOADING, SERVICE, MAINTENANCE, AND REFUSE FACILITIES	
STREETSCAPE FEATURES	40
SIDEWALK DINNG	
STORMWATER MANAGEMENT AND GREEN INFRASTRUCTURE	
MECHANICAL EQUIPMENT	44
BICYCLE PARKING REGULATIONS	45
PARKING	46
PARKING LOCATION	47
MASSING AND ORIENTATION OF PARKING	49
SHARED PARKING AND OTHER CONSIDERATIONS	5
LANDSCAPING	53
RECOMMENDED TREE SPECIES	54
SITE LANDSCAPING	56
PARKING LOT LANDSCAPING	
FOUNDATION LANDSCAPING TREATMENTS	59
BUFFERS AND SCREENS	60
SIGNAGE	61
SIGNAGE TYPES, STYLES, AND MATERIALS	62
SIGNAGE HEIGHT, SIZE, AND PLACEMENT	63
LIGHTING	64
SITE LIGHTING	65
BUILDING LIGHTING	65
SIGNAGE AND ACCENT LIGHTING	66

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APPROACH AND BACKGROUND

Overview

The purpose of these Design Guidelines is to educate the community on the value of its historic architecture, to guide the course of further development, to preserve the history of Johnson City, and to improve the aesthetic character of both downtown and the Johnson City iDistrict.

The mission of these Design Guidelines is to manage change, not prevent it. The guidelines will describe methods to adapt old buildings to changing needs while preserving their historic character and will identify ways to encourage new development while reflecting Johnson City's historic roots.

The guidelines reflect the policies and recommendations of the Village of Johnson City as well as the Town of Union and Broome County. These guidelines will help provide consistency and will establish a design framework for future development and redevelopment. They should be shared with property owners and the development community, and will be used to determine the appropriateness of proposals. The Village of Johnson City will have the opportunity to formalize the enforcement of these guidelines through the adoption of regulations as part of the zoning code.

Design Guidelines Provide:



× Dictate a single, absolute treatment



Context

The study area used for these Design Guidelines encompasses the heart of downtown Johnson City, which centers around Main Street, from Hudson Street to Lester Avenue, and is coterminous with the boundary of the iDistrict. The area is roughly 230 acres and consists of a mix of commercial and residential uses, and a wide range of zoning districts. The section of the study area west of Arch Street is used primarily by UHS Wilson Medical Center, a large regional hospital. The area south of Main Street along Corliss Avenue is the focus of infill and redevelopment in conjunction with the University of Binghamton's School of Nursing. The area north of Main Street is where the historic Victory Building is located, which has been the subject of recent redevelopment proposals.





Organization

The Design Guidelines are organized into three distinct sections as described below:

Section 1: Approach and Background.

This section includes background information on the guidelines themselves, as well as design objectives and a blueprint on how to use the guidelines. This section also includes a glossary of important terms.

Section 2: Building Design Guidelines.

This section includes the guidelines specific to buildings, such as form, massing, and architectural character. This section also addresses the elements found in the facade of a building, such as window, doors, and cornices.



Section 3: Site Design Guidelines.

This section includes the guidelines specific to site elements, such as building orientation, setbacks, circulation, and the relationship of these site elements to one another.



How to Use the Design Guidelines

The guidelines recognize that the style, condition, and issues associated with buildings and sites throughout Downtown Johnson City are different. Therefore, the guidelines are intended to be a flexible document that allows property owners to tailor treatments and approaches to meet and address their specific conditions and building features.

What are Design Guidelines?

The Design Guidelines are an educational tool and resource for property owners. They are intended to provide guidance for design decisions that will enhance and promote the quality, livability, and walkability of Downtown Johnson City and the iDistrict. They are provided to familiarize property owners with the most appropriate tools and techniques to care for and maintain their historic structures. They also enable property owners and developers to make informed and appropriate decisions regarding existing and proposed buildings and sites in Downtown Johnson City. The guidelines should be considered principles that are intended to inspire innovative and sensitive solutions for addressing changes to historic buildings and properties.

Who Should Use the Guidelines?

The Johnson City Design Guidelines should be used by property owners in the Downtown who are considering renovations to an existing structure or proposing new construction for an infill development. They should also be used by developers proposing any building modifications and/or site improvements so as to respect the Village's existing character. Village decision makers will use the guidelines during development proposal reviews in order to ensure that proposed design and construction aligns with the goals and visions of the Village.









4

5

Design Objectives

The design objectives presented below were derived from the Village's iDistrict Plan, and assist with the interpretation and administration of the guidelines.



Devote street level facades to retail, service, and office uses.

Maximize transparency between the sidewalk and building interior.



5

Design attractive and engaging buildings that address the public realm on all visible sides.

Provide urban-appropriate landscape and hardscape areas designed as integral features of the land use.

Improve pedestrian experience and safety through the provision of public amenities such as sidewalks, landscaping, seating, public art, and crosswalks.

Promote multi-story buildings to improve the Village's historic form and street presence.





Encourage shared parking facilities and cross access between privately owned parking facilities.



Provide pedestrian-scaled lighting proportional to the site and building served.

- Design the scale and style of architecture to complement the valued historic forms of the Village.
- Promote a "build-to" line that strengthens the streetwall, yet permits flexibility to expand the pedestrian realm and provide outdoor seating, as needed.



Favor pedestrian safety and experience while balancing the needs of the automobile.

Goals of the iDistrict Plan

- Improve the image of the Village
- Promote the Village as an ideal location for development
- Create a live, work, and play environment
- Increase activity downtown
- Attract workers and residents
- Spur job creation
- Encourage investment



Streetscape improvements along Main Street.

Glossary of Terms

A list of common terms and definitions is provided below as a reference for persons using this document. Included are terms and definitions that have specific meaning when used in the context of architectural design and historic preservation. Although this is not an exhaustive and all-inclusive list of terminology, it identifies many of the common terms used in this Design Guidelines document.

Addition

Any new construction that alters the exterior appearance of a property, site or building or that increases the size, floor area or height of any existing area.

Alignment

The linear placement of structures and/or primary facades along a row of adjacent properties or street.

Alteration

Any modification, rearrangement, or other work that cannot be defined as an addition, but still modifies the original exterior appearance of a property, site, building, or structure.

Bay

A portioning of a building created by columns, pilasters, or other vertical elements –or– A projection from the main mass of a building or structure, typically including fenestration.

Bulkhead

The section of a commercial storefront that forms the base for the first floor display windows.

Casement Window

A common window type, where the sash is hinged at its side.

Architectural Feature

A single, distinguishable part of the whole design composition of a building or structure.

Balustrade

A railing supported by balusters [short vertical posts] placed along perimeter of a courtyard, porch, balcony, or roof.

Character Defining

A distinctive quality or component of a property, site, building, or structure that comprises their historic nature and appearance. This includes, but is not limited to overall site layout, plantings, trees, civil improvements, overall mass of a building, materials, craftsmanship, style specific details, decorative details, interior spaces, interior features, and vernacular traditions.

Clapboard

Wood siding constructed of long, skinny, horizontal, overlapping boards.

Compatible

A material, element or feature that is harmonious with the historic materials, elements, qualities or features of the property, site, building, or structure and its surrounding context.

Dormer

A bay typically containing windows that projects from the slope of a roof.

Double Hung Window

A common type of fenestration where the window is comprised of two sashes that slide past each other vertically.

Context

The historic elements, features, landscape, buildings, structures, and cultural history that establishes the setting of a historic resource.

Elevation

A two-dimensional scale drawing of a face of a building or structure, where all features are shown without distortion, as if contained all on one plane.

Cornice

A decorative horizontal element which emphasizes the vertical terminus of an exterior wall –or– The projecting molding which crowns the elements to which it is attached [Typically placed above a classical frieze in the composition of an entablature.

Engaged

Attached to and/or partially embedded in a wall [Typically enacted upon columns].

Demolition

The partial or complete razing, destruction or dismantling of an existing property, site, building, or structure, and/or their features.

Demolition by Neglect

The slow destruction of a historic resource through failure to perform necessary maintenance over a long period of time.

Entablature

The band of horizontal elements carried by columns or pilasters. This element is comprised from top to bottom of a cornice, frieze, and architrave.

Facade

The exterior face of a building.

Fanlight

A semicircular or semi-elliptical window placed above a

Fenestration

The arrangement and placement windows, doors, and exterior openings of a building.

Gable

The top portion of an exterior wall directly underneath the end of a pitched roof.

Glazing

The clear/translucent material, typically glass, through which light passes into a building.

Height

A measurement from ground level to the vertical terminus of a building or element.

Hipped Roof

A roof that is sloped on all four sides, thus having no gable.

Historic Building

A building that is at least fifty (50) years old and meets the Secretary of the Interior's Standards for integrity and significance.

Historic Fabric

Any and all original materials, features and details used in the construction of a historic building.

Historic Resource

A property, site, building, object, or structure that is designated or has been determined eligible at the local, state, or federal level.

Lintel

The horizontal structural element which spans rectangular fenestration in a wall.

Materials

The physical matter that makes up the products used in the construction and ornamentation of a building.

Mass

The three-dimensional qualities of a building or structure that comprise its size, shape, and overall exterior presence.

Motif

A principal repeated element in the design and ornament of a building.

New Construction

Any construction that is not part of the original building or structure.

Orientation

The placement of a historic resource as it relates to the physical conditions of its site [e.g. geography, man-made features, boundaries, or cardinal direction].

Ornamentation

Any detail of structure, shape, texture, and color that is deliberately exploited or added to attract attention or define an architectural style.

Parapet

A low wall along the edge of a roof or balcony that extends above the roofline, and is often decorative.

Pattern

A repeating arrangement of form.

Pediment

The triangular face of a gable end above a horizontal cornice [typically placed above columns or pilasters].

Pilaster

A shallow engaged pier or column.

Portico

A small to large porch whose roof is supported by columns on at least one side.

Principal Facade

Typically the front, main entry, face of a building distinguished by the elaboration of architectural ornament and details.

Proportion

The comparative quantified relation between elements with respect to size, dimension, ratio and quantity.

Roof Form

The overall shape, outline, and composition of the roof of a building.

Roof Pitch

The steepness of a roof plane typically expressed as a ratio of the rise in feet over twelve-foot increments in horizontal span. [For example, a 4/12 roof, rises 4 feet in a 12 feet span.]

Section

The arrangement and design of spaces in a building seen as if cut by a vertical plane.

Scale

The proportional and measured relationship of buildings and elements to each other.

Scale Drawing

A proportionally exact computer or hand drawn visual representation of an object that has a defined ratio of size between itself and the object.

Setback

The distance between the extents of a building or structure and their respective site or lot boundaries.

Setting

The physical and cultural environment surrounding a historic resource.

Sill

The bottom horizontal cross piece of a window or door.

Spalling

The chipping or erosion of masonry caused by abuse or weathering.

Transom Window

A rectangular horizontal window placed above a residential doorway –or– The horizontal ribbon window directly above a commercial storefront.

Transitional

Used to describe a building that cannot be defined by one specific style, and instead encompasses two or three distinct styles that were present during its construction.

Void-to-Solid Ratio

The ratio of the sum of the areas of window and door openings to the gross area of an exterior wall of a building. A higher ratio is indicative of more windows and openings.





BUILDING DESIGN GUIDELINES

Architectural Constancy

These Design Guidelines seek to preserve and enhance the architectural character of Main Street while reflecting the innovative nature of the Johnson City iDistrict. New construction, building additions, rehabilitations, renovations, and/or changes in use should complement the Village's traditional architecture, but can also include innovative designs and technologies. The Village does not seek strict uniformity amongst structures, nor the precise re-creation of historic styles. However, sufficient care and attention must be provided to building design concerning proportion, massing, style consistency, solid to void ratios, rhythm, pedestrian scale, and detailing such that overall building composition is in harmony with itself, the site, and its surroundings.

This section provides standards for the following:

- building form and massing;
- commercial and mixed-use building character; and
- residential building character.

Adherence to these guidelines will provide an enjoyable and aesthetically pleasing environment within the Main Street corridor. The use of familiar building forms, massing, and architectural styles is encourage to complement the Village's historic character. New technologies and bright colors may also be used to express the creativity of the iDistrict.

Historic Preservation Principles

- Identify character-defining features and retain these features when repairing, maintaining, or altering a building
- Repair rather than replace whenever possible
 - Consider all alternatives when replacing building features
- Replace features deteriorated beyond repair with new features that match original
- Replace missing features with new features that match original
- Use contractors and craftspeople experienced in historic materials work

Innovative Design Techniques



ຸ |||

Integrate new technologies into the streetscape



Include accents of creative colors



Building Form and Massing Guidelines

- Infill and new construction must relate to the proportion, massing, and scale of surrounding forms.
- 2 Contemporary and historic interpretations in correct proportion, character, and style can be utilized to strengthen the identity of new buildings.
- 3 In instances where the front façade is greater than 50 feet in width, delineations and treatments, such as a recess or projection that varies the depth of the building wall, should be used to break up its appearance.
- Structures should incorporate fascias, canopies, arcades, setbacks, recesses, projections or other design features to avoid large, undifferentiated walls.
- New construction should be a minimum of 2 usable stories.
- The height of building first floors should not be less than 15 feet.
- For buildings with multiple storefronts, there should be a direct correlation between the delineations of interior tenant spaces and exterior façade treatments.

GUIDING PRINCIPLE

Buildings must be consistent in form and mass with other Main Street parcels.

Appropriate



The building on the right, although new infill construction, complements the rest of the block in form and massing as well as façade treatments.



This structure has many positive components, but is set too far back from the streetline and has parking in front of the building.



The added height of the first floors for these Main Street structures provides continuity and adds a sense of prominence to the lower levels of the buildings.



Although this structure is at the streetline, the height and lack of window rhythm and detailing is unappealing.



Commercial and Mixed-Use Building Character

- New construction, building renovations, and building additions should complement the traditional architecture of the Village of Johnson City.
- Buildings should have a solid to void ratio created by window openings and wall surfaces that is consistent with the valued historic forms found in the Village. A similar or complementary ratio should be provided or maintained on existing structures upon renovations or changes in building use.
- All new or renovated commercial and multi-use buildings with frontage on public streets should provide areas of transparent glazing equal to or greater than 70 percent of the wall area between the height of 3 feet and 10 feet from the ground. Tinted glazing that reduce transparency of 1st floors should not count towards the minimum transparency requirement.
 - Commercial buildings should provide visual distinction between the 1st floor and upper floors through the use of appropriate architectural elements, details, materials and/or color.

Exchange Street, Geneva, New York

GUIDING PRINCIPLE

Commercial and mixed-use buildings should allow for the mixing of uses in upper stories.



The above structures complement their surroundings, incorporate historically relevant design cues, maintain active storefronts, and displays aesthetic facade treatments.



These mixed use buildings complement the Main Street character. The placement of entrances, fenestration, and the use of materials also complement the streetscape.



Structures such as that found above do not relate to or complement the traditional architecture of Main Street.



This structure provides an appropriate example of new development that is in scale with its surroundings, successfully utilizes historic design cues from traditional architectural styles, and differentiates the first floor from upper stories.



These structures utilize subtle, yet effective architectural details to provide visual distinction between the first floor and upper stories while maintaining transparency.



Additions such as that depicted in this photo do not relate to the existing building, and should be avoided.



The elimination of windows on this building is not appropriate for the adaptive reuse of existing structures.



Residential Building Character

- 1 Residential buildings along Main Street should maintain the style established by the other mixed-use and commercial buildings along the street, yet should have their own district character.
- Fire escapes should be located on side and rear yards only.
- 3 The enclosure of existing front porches, other than through the use of transparent glazing, is not permitted. Window and door openings should not be filled in such that the resulting façade lacks a consistent solid to void ratio.
 - New construction should not create large, undifferentiated walls with few to no windows or door openings facing a street, drive or parking area.

- 5 Principal and shared pedestrian entrances for ground floor residential units should face the primary street and have a direct connection to the sidewalk system.
- 6 Individual residential units with principal entrances at ground level should have front porches or entryways that are covered, elevated above grade, or distinguished in other ways to provide visual separation from the street.

GUIDING PRINCIPLE

Residential buildings should have a distinct character compared to their commercial counterparts.



Residential buildings should maintain their distinct character yet complement the overall character of Main Street. Entrances should face the primary street and have a direct connection to the sidewalk system.



The structure does a poor job of addressing the street, does not evoke a residential appearance, and creates a stark building wall against the streetline. Its architectural style is also not appropriate for Johnson City.
Architectural Details

Architectural details should complement and enhance overall building composition, and should be appropriate to the style and character of the building, the site, and the surroundings. A lack of architectural detail and ornamentation leaves the building devoid of interest. Street level visual interest is particularly important for supporting walkability, cultivating a unique identity, and transforming Main Street into an attractive destination for residents, visitors, and businesses. However, too much detail creates a confusing and jumbled appearance. The use of details should be kept consistent with buildings of a similar architectural style, yet should also be utilized to supply a unique identity for the structure. For example, window and door trim should call attention to and accentuate openings without dominating or confounding the building façade.

This section provides standards for the following:

- building transparency (windows);
- roofs, cornices, eaves, overhangs, and parapets;
- doors and entryways; and
- building materials.

Property owners and developers should utilize the treatment of windows, entrances, awnings, storefronts, and building bases to ensure the structure makes a prominent statement without overpowering the Main Street corridor.



Architectural details such as cornice lines, pilasters, and recessed windows finish a building façade and are extremely important in developing a sense of place and strengthening the identity of the Main Street.



A lack of architectural detail coupled with the improper utilization of building materials and design proportions can reduce the visual appeal and economic value of structures within the Main Street corridor.



Building Transparency

Like doors, windows serve a functional purpose and also contribute to the overall character and appearance of a building, specifically as they relate to a building's proportion, mass, and rhythm. For buildings In Downtown Johnson City, that reflect the character of the Downtown. Property owners and developers should maintain the transparency ratios wherever possible and replicate the style of the existing windows. Window frames should not be altered to accommodate a different window type since it usually involves affecting the surrounding building wall.

- Windows should be of a scale, proportion and extent appropriate to the overall architectural style of the building.
- Window openings should be trimmed with an appropriate material (brick, stone, wood, wood-like, cementitious board) to provide added definition to the overall façade.
- 3 The rhythm and ratio of solids to voids for building additions and expansions should be similar to those of the region's valued historic forms.
 - At street corners, public spaces and along pedestrian walks, commercial building storefront windows should wrap the building corner and provide enhanced transparency and added architectural interest to the first floor.

GUIDING PRINCIPLE

Windows should be used to add transparency, interest, and rhythm to the building façade.



The wrapping of primary storefront windows around the corner of a building enhances the pedestrian experience and adds a higher level of architectural character and detail to the structure.



State Street, Auburn, New York

Roofs, Cornices, Eaves, Awnings, Overhangs, Balconies, and Parapets

- Elements that define the roof and the upper quartile of the façade should incorporate design details that provide an added level of detail and articulation to the architectural expression of the building.
- 2 The choice of design elements and their scale, height, proportion and mass should draw from design cues provided by the historical character of the Village.
- 3 Rooflines should be in character with the overall architectural style of the building and those vernacular to the southern tier of New York State. For example, gable, gambrel, mansard, shed, and hip roofs are common within the region.
- Cornices should be used to differentiate and enhance the vertical composition of the building façade.
- To the extent practicable, building stories, cornice lines and other horizontal trimlines for infill development should have continuity with adjacent buildings.
- 6 The use of awnings, canopies, recessed entries and other design elements is encouraged to define the 1st floor and provide shelter to entryways.
 - Overhangs and canopies should be architecturally consistent with or complementary to the remainder of the building.

- Awnings should be self-supporting with no poles encroaching in the right-of-way and in a fixed position. Breaks in awnings shall coincide with breaks in façade openings below; otherwise they should be continuous.
- 9 The material for awnings shall be durable canvas or fabric, not high-gloss or plasticized fabrics, or bright colors that don't complement the streetscape. They should not be backlit or internally illuminated.
- Parapets and false roofs should be utilized to obscure the view of rooftop mechanical equipment when viewed at ground level from the opposite side of the Main Street corridor or adjacent districts. The use of fencing, lattice and similar materials to screen rooftop mechanical equipment should not permitted.
 - Balconies should not be fully enclosed and should match the architectural design of the building, using similar details and materials. The use of awnings, canopies, recessed entries and other design elements is encouraged to define the 1st floor and provide shelter to entryways.

GUIDING PRINCIPLE

Roofs and cornices are crucial components of building façades.



Awnings are a high quality design element that define the purpose and volume of outdoor spaces. They also add visual variety and distinction to building façade components. The building above displays a significant amount of transparency and the successful use of a cornice to differentiate the 1st floor from upper stories.



The upper quartiles of these structures provide a high level of detail and ornamentation which caps the structures and also defines the break between the ground floor and upper stories.



This building does not provide any meaningful architectural detail at the roofline, nor does the scale and proportion of the existing design elements complement the surroundings.



West 1st Street, Oswego, New York

Building Doors and Entries

- All entries should be designed as an important feature and visual cue of the building façade.
- 2 Doors and entryways should be of a scale, proportion and coverage appropriate to the overall style of architecture of the building.
- 3 Commercial buildings should have a transparent primary entry that will be considered as part of the overall transparency requirement for the building frontage.
- Primary entries should be detailed and highlighted through the use of trim, moldings, overhangs and/ or other defining architectural features such that its purpose as the primary entrance is evident from the street. Similar treatment is encouraged for all entryways near parking locations.

GUIDING PRINCIPLE

Entries should create an inviting and welcoming experience for building patrons.



Although this entrance is located on the rear of the structure, it retains a sense of importance and draws visitors from parking areas into the structure. The lack of transparency into the structure is balanced by the level of architectural detail and selection of materials.



The active and transparent storefronts seen in this structure utilize a recessed entry to provide visual distinction and a visual cue on where to enter the structure.



Building Materials

- Along street frontages, all exterior building walls and structures should be constructed with durable materials such as masonry, stone, metal, brick, and finishing wood.
- 2 Changes in materials and color should occur at inside corners.
- 3 Primary façade materials should be wrapped onto secondary facades for a distance of no less than 10 feet or that which is architecturally consistent with building fenestration.
- 4 Decorative masonry materials such as split face and textured finish blocks are discouraged, but may be considered an acceptable façade material at the discretion of the Village Board.
- 5 Exterior finishing materials for renovations, additions, and rehabilitations should be consistent with those being retained on existing and adjacent traditional structures.

GUIDING PRINCIPLE

Building materials should evoke character, style, and purpose.

6 The following materials or systems should not be utilized on finished building or signage exteriors:

- exterior Insulation and Finishing Systems (EIFS);
- direct-Applied Finish Systems (DAFS);
- vertical aluminum or metal siding;
- vinyl siding;
- T111 siding;
- glass block;
- spandrel glass or glass; and
- standard masonry block.



The use of inappropriate materials and finishes, diminishes the visual quality of the structure and adjacent buildings. In this example, although the structure has a high quality storefront, the use of vinyl siding over what was likely masonry construction reduces the overall appeal of the building.



SITE DESIGN GUIDELINES

Building Siting

Site planning standards primarily address the organization of a project's components, such as building orientation, setbacks, circulation and the relationship of site elements. The location of buildings and site features and the organization of circulation patterns for vehicles and pedestrians are critical to the design and provision of a pedestrian-friendly atmosphere that is visually appealing, safe and convenient for all users. High quality site design along the Main Street corridor places structures close to the street line and parking areas to the rear, with a focus on creating a sense of place and an environment that fosters strong interaction between pedestrians, buildings and the street.

This section provides standards for the following:

- building orientation and setbacks; and
- building entry.



Site planning and design standards provide guidance on several topics related to the placement and orientation of buildings, entrances, parking, pedestrian connectivity and circulation patterns. When appropriately combined, these elements foster a vibrant and pedestrian-friendly environment.



Building Orientation and Setback

- Buildings located on a primary street should be oriented such that the façade facing the street be substantially parallel to said streets.
- 2 Buildings on Main Street should have a front setback within a range of 0 feet and 10 feet from the right-ofway line. The Village Board may allow an additional 10-foot setback to permit the construction of dedicated public realm amenities or the construction of building overhangs.
- 3 In no instance should the front plane of any principal structure on Main Street, not including overhangs, be greater than 20 feet from the right of way line.
- 4 Buildings on streets other than Main Street, should have a maximum setback of 20 feet from the right of way line, or the average setback of existing principal structures on adjacent parcels within 200 feet, whichever is lesser.

GUIDING PRINCIPLE

Buildings should preserve the streetwall and define the boundaries of the streetscape.

- 5 Buildings fronting on two or more streets should have appropriate façades facing each street.
- 6 Buildings on corner lots should be setback from each street the minimum distance practical to afford adequate sight distances for motorists and pedestrians as determined by NYS DOT highway standards.
- Lots without driveways should have a maximum side setback of 20 feet of combined width for both side yards. Side yard setbacks are encouraged to be zero feet where permitted by NYS Building Code.
- Accessory structures should not be less than 10 feet from any property line abutting a residential district boundary.

This corner building has a high quality façade displayed on both streets, adding prominence to the structure and its location.



Building Entries

- For buildings with frontage on Main Street, a primary entrance should face Main Street. A side or rear entry should may also be permitted depending on the site layout.
- 2 The placement of building entrances should be of a similar rhythm and spacing to existing structures on the same street.
- 3 Buildings fronting on streets other than Main Street should have a primary entrance located facing such street.
- Primary entries should receive design considerations, details, and treatments consistent with primary facades.
- 5 Primary entrances should be prominently designed and constructed to provide visual cues to pedestrians independent of site or building signage.
- 6 There should be a connection between all main building entrances and the closest sidewalk (or street if there is no sidewalk).

GUIDING PRINCIPLE

Buildings facing Main Street should be accessible from Main Street.



This structure has well-defined entrance along the primary street that provides a clear visual cue to pedestrians on where to enter.

Circulation Elements

Circulation elements address the site features associated with pedestrian and vehicular movement and circulation. Circulation elements include streets, alleys, parking areas, service areas, sidewalks, trails and walkways. Vehicular circulation networks define how buildings and properties are ultimately designed and configured. The streets in Downtown Johnson City include a commercial main street, and side and parallel streets that consist of a mix of busy commercial and quiet neighborhood streets. Similarly, pedestrian circulation includes trails and connectors as well as an urban sidewalk network. This section provides standards for the following:

- sidewalks;
- pedestrian and vehicular circulation;
- drive-through facilities; and
- driveways and access.



This Gateway along Main Street between Binghamton and Johnson City announces one's arrival to the Downtown. This historic Gateway was a gift to Johnson by his workers in 1920. It proclaims the sentiment that Johnson City was "Home of the Square Deal."



Sidewalks

- Sidewalks should have a minimum width of 5 feet, or wider at the discretion of the Village Board.
- Sidewalks should be constructed to provide access from all principal building entrances to the sidewalk system and parking areas.
- 3 Sidewalks adjacent to streets, driveways, and parking lots should be curbed to separate pedestrians and vehicles.
- Sidewalk curb ramps and crosswalks should be constructed in accordance with ADA standards.
- 5 Sidewalks abutting a public street should be constructed of poured concrete. Other sidewalks may be constructed of poured concrete, brick, or concrete pavers. Asphalt sidewalks should not permitted.

GUIDING PRINCIPLE

Sidewalks should provide safe movement between the street and buildings, within parking lots, and from parking lots to buildings.



Sidewalks are critical infrastructure required to establish a sense of place and a pedestrianfriendly environment. Sidewalk connections between and alongside buildings are required to make rear-loaded parking feasible.



This example depicts a lack of sidewalks from parking stalls to a primary entry; a missed opportunity for pedestrian connections to the street; and a lack of connectivity between adjacent parking lots.



Pedestrian and Vehicular Circulation

- When possible, streets should be designed to comply with BMTS's *Complete Streets Policy*.
- 2 Internal pedestrian routes should be provided between different areas within a site, such as parking areas, bicycle parking, common outdoor areas, and any pedestrian routes.
- 3 Pedestrian and vehicular circulation patterns should be designed to minimize potential conflicts between vehicles and pedestrians and to provide enhanced separation.
- 4 Safe, convenient and efficient pedestrian circulation patterns should be provided between structures in a multiple structure development.
 - Pedestrian routes should be hard surfaced and at least 4 feet wide. Where the route crosses driveways, parking, and loading areas, the route should be clearly identifiable through the use of elevation changes, paving materials, or other methods.
 - Parking and vehicle circulation patterns should be designed to reduce speeds and increase pedestrian safety, efficiency and convenience.

GUIDING PRINCIPLE

Pedestrians and motorists should be afforded safe, convenient, and efficient circulation.



Pedestrian zones and vehicular circulation patterns should be distinctly separated for safety. The use of appropriate paving materials can help to define the pathway from the parking area.



Drive-Through Facilities

- Drive-through facilities and appurtenances should be located, wherever possible, in the rear of the building, and in no case in front yards. Upon the demonstration by the applicant of both impracticality of locating such facilities in the rear of the building and a substantial need for such facilities, the Village Board may allow drive-through facilities in a side yard.
- 2 Areas or walkways, covered or uncovered, designed strictly for the drop-off of patrons to a building entrance should not be considered a drive-through. However, such facilities should not be located in front yards.
- 3 Drive-through menu boards should be a maximum of 20 square feet with a maximum height of 5 feet and should be shielded from any public street and residential properties with decorative treatments and screening.
 - Fifty percent of the total stacking area should be located at the rear of the property and should be shielded from view by the building, hardscape or landscape treatments, or other screening.

- 5 The capacity of the drive-through stacking lanes should be sufficient to prevent interference with overall parking lot traffic flow and the flow of traffic on and off the site and in the adjoining streets.
- 6 Each parcel with a drive-through facility should be limited to one point of shared ingress and egress. Where possible, cross access to the closest shared drive should be provided.
- Decibel levels for drive-through operations and transaction processes should not exceed 60 dBA at any property line.

GUIDING PRINCIPLE

Drive-through service facilities must not detract from the character of the structure or Main Street.



The placement of drive-through and service canopies behind the building as shown above is critical for reducing the sideyard distance between adjacent principal structures. Reduced side yards improve urban form, pedestrian experience, and strengthen the streetwall while reinforcing Main Street as a pedestrian-oriented environment.



This depicts the impacts of side-loaded drive-throughs, in this instance a dual drive-through which further isolates the building from its neighbors and the street. Side-loaded drive-throughs also place queuing and stack distances along the front of the building, diminishing the quality of the front yard and the connectivity of the building to the street.



Main Street, Geneseo, NY

Driveways and Access

- 1) Shared entrances and exits should be provided where determined appropriate and feasible by the village Board.
- 2 Absent a showing by the applicant of impracticality, the provision for cross access among adjacent properties should be required to internalize traffic and reduce turning movements directly onto Main Street.
- 3 New construction or improvements should plan for, accommodate, and/or reserve land for future connections with adjacent properties to facilitate cross access.
- Driveways outside the public right-of-way should be no more than 24 feet in width.
- 5 A designated 5-foot wide curbed sidewalk should be provided between the edge of entry drives and the principal building.

Driveways should be set back from the side lot line a distance of 5 feet, and from principal buildings a distance of no less than 5 feet, or as required for safe sight distances. Shared drives are not required to provide the 5-foot side yard setback.

GUIDING PRINCIPLE

The use of shared drives and cross access improves corridor vitality, mobility, and safety.



The provision of shared entrances rather than individual drives reduces the number of turning movements onto busy corridors, and can enhance internal circulation, especially when used in tandem with cross access between adjacent rear parking lots.



There are many issues associated with individual access points and a lack of cross access between properties along primary roadways included: excessive turning movements which reduce transportation safety and a constant break in the streetline that hinders the rhythm of the streetscape and degrades the pedestrian experience.

Site Amenity Design Elements

Site amenities fill space with life, light, color, and texture and create streets that are comfortable, interesting, and usable. When appropriately designed, they are functional and aesthetic items in pedestrian spaces that provide amenity and utility to street users. Streetscape amenities can be used to identify the Johnson City iDistrict, as well as other special and distinct places for shoppers, visitors, or residents.

For the purpose of these Design Guidelines, site amenity design elements should include, but is not necessarily limited to the following:

- benches;
- trash cans and recycle bins;
- bike facilities;
- wayfinding;
- lighting; and
- public art.

Site amenities should match the established streetscape character regarding lights, benches, trash cans, and public art.

All site amenities should be placed along streets in unobstructive locations.

GUIDING PRINCIPLE

Great site amenity design elements incorporate a holistic vision for the use of the street and take into account the need of all users.



Site Infrastructure and Facilities

The design and location of Site Infrastructure and Facilities should be complementary to and appropriate for the principal structure. Where feasible, utilities should be located in side or rear yards, buried underground, and/or screened from view. Those infrastructure elements which cannot be obscured from view should be designed as an integral and aesthetically pleasing feature of the landscape or building. The intent of these standards is to minimize visual, noise, and other associated negative impacts of site infrastructure and facilities.

For the purpose of these Design Guidelines, site infrastructure and facilities should include, but is not necessarily limited to the following:

- decks, walls, and fences;
- loading, service, maintenance, and refuse areas;
- streetscape features;
- stormwater and green infrastructure facilities; and
- mechanical equipment.



Efforts should be made to integrate storm water management into the numerous small greenspaces within the urban environment adjacent to driveways and parking lots, consistent with the most current New York State Stormwater Management Design Manual.



The use of open water detention ponds is not an appropriate stormwater management technique for the urban environment of Johnson City.



Fencing, Walls, and Decks

- When replacing a limited portion of a fence or wall, use in-kind materials and match height and detailing.
- 2 New walls and fences should be constructed of highquality materials, such as decorative blocks, stone, spilt-faced block, or other materials consistent with the associated building. Vinyl fences may be appropriate if they appear to be indistinguishable from wood or iron fencing from 2 feet away.
- Chain-link fences and exposed standard concrete block walls should not be installed where visible from the public right-of-way.
- Decks may be constructed on rear elevations where they are not visible from the street. Applicants may also seek permission from the Village Board to construct decks in front of buildings.

GUIDING PRINCIPLE

Any new or reconstructed walls or fences should respect the community character in mass and form as well as materials used. The fence above utilizes the original stone base in a historically accurate reconstruction of the original wooden fence.

× Inappropriate

The fence above, while using brick, is inappropriate due to its height, lack of transparency, and relation to the adjacent historic home.



Loading, Service, Maintenance, and Refuse Facilities

- Loading docks, bays, and staging and service areas should be located to the rear of the structure. Side loading areas may be approved at the discretion of the Village Board with approved screening.
- 2 When the rear of a structure abuts a street or residential zone, loading areas should receive appropriate screening.
- 3 Vehicle maintenance and service bays should not be located facing a street, and should be screened from view.
- 4 The staging, storage and parking of vehicles, equipment, or materials as part of a commercial enterprise such as, but not limited to, vehicle/ equipment rentals, automotive repair and construction, should not occur in front yards and should be screened from view from all streets and surrounding properties.
- The storage and/or staging of refuse should take place in the rear yard and should be buffered or screened from view from parking facilities, adjacent properties and all streets.

- All refuse appurtenances, equipment and containers should be located within a four-sided enclosure constructed of the same or complementary materials found in the principal structure. Such enclosure should be constructed to a height not less than one foot above the height of all elements within the enclosure.
- Gate access to the enclosure should be located out of direct view from principal building entrances and adjacent residences. Gates should remain in a closed position at all times other than during refuse pick-up or delivery.

GUIDING PRINCIPLE

Views of utility, loading, and refuse areas should be obscured from adjacent areas.



This depicts a loading and refuse area positioned at the rear of the building, just out of view of primary pedestrian and circulation routes.



This refuse enclosure is placed at the rear of the building and is composed of like materials as found in the principal structure.



Although this building is constructed to the street line, the loading dock is facing the primary street, presenting visual disruption.



Streetscape Features

- Preserve major streetscape elements, including road width, tree lawn, sidewalks and setbacks.
- Preserve the scale and massing of building forms that line the public right of way.
- Preserve historic site furnishings where they still exist, including street signs, furniture, and lighting. Limit the installation of street furniture to avoid over-cluttering the streetscape.
- Retain the pattern, organization, and rhythm of building entrances along the sidewalk.
- Support ground level uses that contribute to the vitality of the street.
- Retain historic pedestrian and vehicular circulation patterns.
- Encourage street tree plantings where there is a reasonable expectation that their health can be sustained and where there is historic precedent.
- Ensure site furniture is designed and sited to promote and enhance the pedestrian experience and is an appropriate material.

- Garbage cans, dumpsters and similar elements should be located at the rear of the property or along a secondary elevation that is not visible from the street.
- Retain existing historic light fixtures where they are (10) a character defining element of the landscape or neighborhood.
- Pedestrian scale lighting, no greater than 9 feet in (11) height, should be utilized whenever possible. Provide the minimal street level lightings necessary for public safety while avoiding light pollution. Direct light to the ground and away from surrounding properties. Lamps should be shielded from direct view.
- (12)
 - Provide public amenities such as bus stops, street furniture, planters, and public art wherever possible to encourage walkability and enhance the streetscape.

GUIDING PRINCIPLE

Streetscapes are key organizing elements within a neighborhood, and are integral to creating a sense of place.



These are good examples of both vehicular and pedestrian scaled lighting that enhance the streetscape composition.



In this example, the original street lights have been replaced by vehicular oriented lights.



Good streets make people want to walk along them. This street provides multiple public amenities including benches, planters, and trash receptacles.



Streetscapes that lack adequate public amenities and visual interest are uninviting and uncomfortable. They do not draw pedestrians, and reflect poorly upon adjacent properties.



Sidewalk Dining

- Sidewalk dining is a designated area of a public sidewalk where patrons may sit at tables while consuming food and beverage purchased from the associated eating establishment.
- 2 The sidewalk dining area should be located adjacent to the property of a lawfully operating eating establishment and should be under the control of the restaurant.
- 3 At least 5 feet of unobstructed corridor space should be maintained past the sidewalk dining area for sidewalk pedestrian traffic in order to ensure a clear pedestrian passageway along the sidewalk.
- 4 At least 44 inches of unobstructed space should be maintained between any restaurant doorway and the sidewalk.
- Food preparation should not be permitted in the sidewalk dining area.
- Loudspeakers should not be permitted in the outdoor eating area. Amplified sounds from inside the restaurant should not be audible in any dining area on the public right-of-way

GUIDING PRINCIPLE

Sidewalk dining is a designated are on the public sidewalk located in front of the associated restaurant.



Sidewalk dining areas create an active, vibrant streetscape that facilitate walkability and encourage business patronization.



Stormwater Management and Green Infrastructure

- Storm water management facilities should be integrated into the overall site design.
- The use of subterranean storage for storm water runoff is encouraged where practicable.
- 3 The provision of fencing around storm water facilities is prohibited, unless the Village Board determines that such fencing provides a positive design element.
- 4 Where practicable, the use of green infrastructure design elements, such as, but not limited to, bioswales, rain gardens, bioretention areas, porous pavements, green roofs, and other measures which promote the infiltration, transpiration, and evaporation of storm water runoff should be encouraged.
- 5 All storm water management facilities and green infrastructure facilities should provide a pleasing aesthetic complementary to the character of the Main Street corridor.
 - All green infrastructure design elements, including plantings and pavements, should be regularly maintained to promote their proper and intended function.

GUIDING PRINCIPLE

Stormwater management and green infrastructure facilities should be used to enhance aesthetic appeal.



Where appropriate, rain gardens, bioswales, and porous pavement may be used to promote the infiltration of storm water. These installations would be appropriate in parking lot medians or in linear strips along drive aisles or behind parking lots in lieu of large, unsightly retention facilities.



Main Street, Cortland, New York

Mechanical Equipment

Where feasible, utility service connections from rightsof-way or easements should provide subterranean connections to site structures and appurtenances, including, but not limited to, principal structures, garages, storage buildings, and site lighting.

Above ground utility service connections, appurtenances and fuel pumps should be located in side yards or rear yards and screened from view from the street as necessary. This includes, but is not limited to, generators, transformers, vaults, 'hotboxes,' switch-gear, meters, valves, compressors, pumps, control or service panels, or any heating, ventilation and cooling equipment.



When required to be placed within view of the public, ground-mounted utility boxes should be screened or designed as an integral element within the site.

GUIDING PRINCIPLE

Above ground utilities should be a positive element within the overall design aesthetic.



Ground-mounted utility boxes such as this should be placed in rear or side yards with appropriate screening.



Bicycle Parking Regulations

1

The number of required short-term bicycle spaces is as follows:

- Multi-family dwellings and Apartments: 1 bicycle space for every 5 dwelling units.
- Public Parking Lots: 4 bicycle spaces per every 20 vehicle parking spaces.
- Office, Retail and Restaurant: 1 bicycle space for every 1,500 square feet of building gross floor area.
- 2 Bicycle parking must be located outside the building and at the same grade as the sidewalk, within 50 feet of the main entrance to the building, as measured along the most direct pedestrian access route.
- 3 An area of 2 feet by 6 feet must be provided for each bicycle space. The bicycle should not be able to be pushed over or fall in a manner that will damage it.
 - Bicycle racks must be in full view in a well-lit area and securely anchored
 - Bicycle racks may not obstruct pedestrian traffic.

GUIDING PRINCIPLE

Bicycle parking should be both amply supplied and conveniently located throughout Downtown



Bicycle racks should allow for the bicycle frame and one wheel to be locked to the rack with a U-shaped lock even if both wheels are on the bicycle.

Parking

Parking areas should be integrated design components that do not detract from the character of the streetscape. Parking areas should be located to the rear of structures and away from the street, except where the placement in side yards may be determined acceptable by the Planning Board due to site constraints. These are intended to minimize visual, environmental, noise, safety and other associated impacts of parking facilities by regulating their placement, design, and buffering. These standards apply to any parking lot and associated driveways that are newly constructed, expanded, substantially modified, or substantially reconstructed.

This section provides standards for the following:

- parking location;
- shared parking;
- parking massing and orientation to buildings, streets and property boundaries; and
- other parking considerations.



Parking lots located in the rear of buildings connected to the primary street via dedicated walkways improve the vitality of the streetscape and preserve the appearance of the corridor.



Vehicular parking in front yards detracts from the overall character of the streetscape and the pedestrian experience.



Large, front-loaded parking lots and buildings with deep setbacks foster a development pattern out of scale with the Village.



Parking Location

- Vehicular parking, standing, loading and drop-off facilities should be located in rear yards whenever possible and not less than 10 feet from the rear property boundary or 5 feet from a side property boundary.
- 2
- Existing parking lots located in the front of a building should not be expanded.
- 3 Upon demonstration of significant site limitations by the applicant, the Village Board may allow side yard parking behind a line extending from the primary building façade parallel to the street. In no instance should side yard parking lots be less than 10 feet from a street right-of-way or 5 feet from a side lot line.
- For corner lots, side yard parking should be allowed subject to all other applicable regulations governing side yard parking. For corner lots fronting on Main Street, side yard parking should be located on the side yard fronting the street intersecting Main Street.

- 5 Side yard parking should require the installation of appropriate screening between the parking lot and street, as determined by the Village Board.
- 6 Parking lot screens should be composed of a structural screen and vegetation. Screen materials should be similar or complementary to those found on the primary building.
- For lots with side yard parking, the linear distance of parking at the front lot line of should not exceed 30 percent of the total lot width.
- 8 For sites proposed with multiple structures, parking should be centralized and shared in parking rooms of no more than 50 cars.

GUIDING PRINCIPLE

Parking areas should not be located in front yards.



Side yard parking screens should include a formalized structure that matches the character and materials of the primary building, along with vegetation to buffer the negative visual impacts of parked cars on the Main Street corridor.



Sideyard parking should not constitute more than 30 percent of the total lot frontage. The minimum front yard setback distance for sideyard parking is 10 feet, and the parking should be setback further than the leading edge of the building. When sideyard parking is permitted, a screen composed of fencing/wall and vegetation must be installed between the parking lot and public right-of-way.



Vehicular parking lots should be placed in the rear of the structure. In limited instances, side yard parking could be permitted subject to conditions and approval as determined by the Village Board.



Front loaded parking is not permitted for structures along Main Street. Projects with multiple structures, some of which may be located in the rear of the lot, may have front loaded parking on those rear-lot structures.



Massing and Orientation of Parking

- Parking lots should be arranged such that long uninterrupted views across large areas of parking are not visible from any street or adjacent properties. To achieve this, parking lots should be designed in 'rooms' containing no more than 50 vehicles each.
- 2 Multiple rooms should be broken up by vegetated medians 6 to 10 feet in width, and should be planted to provide visual buffering between 'rooms' to a density and arrangement deemed appropriate by the Village Board.
- Pedestrian walkways within the vegetated medians are encouraged. Vegetation throughout parking lots is required.
- 4 Parking facilities should be oriented such that drive aisles traverse perpendicular to the building.
- 5 Parking lots should be designed and oriented to allow for cross lot access.
- 6 Curbed end islands between 6 and 10 feet in width should be required for all parking configurations entirely surrounded by drive aisles, provided such configurations contain more than 5 spaces in a single row and 10 spaces in a double row.

- Circulatory drive aisles, medians, and/or curbed end islands should be installed such that no more than 10 parking stalls along the perimeter should go uninterrupted.
- 8 Upon the satisfactory presentation of significant site limitations by the Applicant, the Village Board may approve deviations from parking lot median and end island requirements.
- 9 The number of off-street parking spaces provided per structure should be in accordance with standards outlined in the Village's zoning code.
- 10
- Parking spaces should be no smaller than 19 feet in length and 9 feet in width.



The design of parking garages should be governed by current Village codes.

GUIDING PRINCIPLE

Impervious areas should be minimized through the use of shared parking. **50** Site Design Guidelines



Parking lots should utilize vegetated medians to establish parking rooms of not more than 50 cars. The purpose of this standard is to create visual and physical breaks in larger parking areas. The concept above also places a sidewalk along the median strip to facilitate safe pedestrian access from parking areas to building entrances. These median areas can also be utilized for stormwater management and the bio-filtration of runoff.



The above diagram illustrates the Design Standards. For lots with insufficient width or depth, the Village Board may approve deviations from these guidelines upon a satisfactory presentation of site limitations.



Parking lots without vegetation become a 'sea' of parking, with no visual interruptions or buffers to adjacent land uses. The pedestrian experience in these areas can also be confusing and uncomfortable.



Shared Parking and Other Considerations

- Where feasible, the provision for shared access and parking among adjacent properties along Main Street should be required to internalize traffic circulation and reduce turning movements onto the street.
- 2 Applicants are encouraged to investigate common or shared parking opportunities between adjacent principal businesses with differing peak hours.
- 3 All parking included under a shared parking agreement should count towards the numerical requirements for off-street parking.
- An applicant proposing to use a shared parking arrangement to satisfy off-street parking requirements should submit a shared parking analysis that demonstrates the feasibility of shared parking. A Shared Parking Analysis should address, at a minimum, the size and type of the proposed development, the anticipated use(s) of the property, the anticipated rate of parking turnover and the anticipated peak parking and traffic load, for all uses that will be sharing off-street parking spaces.
 - The Applicant should furnish sufficient evidence of a viable and legally binding shared parking agreement on behalf of all involved facilities to the Village Board prior to approval of a shared parking program.

- 6 Applicants approved for the use of shared parking within combined parking lots should not be required to provide the 5-foot side setback and buffer requirement along the shared property boundary.
- Adequate provisions should be made within the project site to accommodate the removal and storage of snow. Applicants must provide a plan for the location and removal of snow during snowfall events.
- 8 Electronic charging stations should be provided where possible to reflect the high-tech nature of the Johnson City iDistrict.

GUIDING PRINCIPLE

Parking should be amply provided in centralized locations, so that motorists have convenient access to nearby destinations. Parking should be shared among businesses when possible to reduce impervious surfaces.



A primary characteristic of mixed-use corridors is a staggered peak demand for parking spaces. Where the proper mixture and diversity of tenant and land uses permits, shared parking should be explored to provide a more efficient and effective use of aggregated parking spaces along the corridor.



Parking lot medians and islands dedicated for pedestrian movements should provide adequate separation to ensure safe and efficient circulation.



The individual assignment and isolation of parking lots complicates internal circulation for both motorists and pedestrians. The sharing of parking facilities potentially reduces the amount of pavement and other infrastructure. The above development would have benefited significantly with a site layout that grouped the buildings close together to enhance the synergy and vitality of pedestrian and outdoor spaces while also sharing parking.



Parking lots should not be overwhelmed by snow storage during the winter months.

Site Design Guidelines **53**

Landscaping

Urban appropriate landscaping and hardscaping should enhance and screen views along Main Street. The intent should be to maximize the visual, aesthetic, and pedestrian experience of Main Street corridor users through the use of appropriately scaled and designed landscaping. Properly designed landscaping should mitigate visual impacts through the buffering or screening of utilitarian site and building design elements. These guidelines are generally for new construction, but can reuse and infill properties.

This section provides standards for the following:

- recommended tree species
- site landscaping;
- parking lot landscaping;
- foundation landscape treatments; and
- buffers and screens.



The effective use of plant material helps define a sense of enclosure and volume in outdoor spaces. Plant material should not overpower the surrounding landscape or buildings, and should be of a similar scale and height to structures within the Main Street corridor at maturity.





Recommended Tree Species

When landscaping and streetscaping in Johnson City it is necessary to plant trees and shrubs that are native to the area, since these trees are well-suited to the environment and are generally cold-resistant.

- The selection of species of trees should provide for biodiversity, be salt-tolerant, and a USDA Plant Hardiness of Zone 5b or colder.
 - 2) Street trees should be placed in a continuous line with consistent spacing to establish a visual rhythm and canopy along the street.
 - The selection of species of trees should be appropriate to the local environmental conditions and the constraints of the planting location.

GUIDING PRINCIPLE

Tree species selection should make positive contributions to the environmental, aesthetic and heritage values of Downtown Johnson City.

Street Trees

Robin Hill Service Berry (20-25' Ht / 12-15' Sprd.) Freeman Maple (50-70' Ht / 10-15' Sprd.) Eastern Redbud (20-25' Ht / 20-25' Sprd.) Skyline Honeylocust (30-40' Ht / 25-35' Sprd.)

Robin Hill Service Berry



Freeman Maple





Skyline Honeylocust


Tress for Larger Spaces

Red Maple (40-50' Ht / 30-50' Sprd.) Tulip Tree (60-80' Ht. / 30-50' Sprd) Linden Tree (50-80' Ht / 30-50' Sprd.) Northern Red Oak (50-60' Ht / 50-60' Sprd.) White Spruce (20-40' Ht / 10-15' Sprd.)



Linden Tree



White Spruce





Northern Red Oak





This depicts appropriate tree selection and spacing for a downtown environment.



🗙 Inappropriate



When selecting a tree speicies, it is important to consider the tree size at maturity. The tree above is too large for its environment and not an appropriate species selection. When this occurs, trees live shorter lives and damages to the sidewalks and curbs can occur.





Site Landscaping

- Site landscaping should be required along all property boundaries, except where side yards are less than 3 feet, where front yards are less than 6 feet, or where shared-parking lots adjoin abutting properties.
- Plantings should be limited to species native, hardy, salt-tolerant, known to be non-invasive to the area, and deer-resistant. Significant deviations from this criteria must by supported by ample evidence by the applicant.
- Where a tree lawn is provided, major shade trees should be planted along the lot frontage, parallel to the street with a spacing not to exceed 50 feet or consistent with existing tree spacing.
- Consideration should be given during species selection to the mature form, habit, and size of vegetation to ensure plantings do not create safety hazards within the corridor.

Properties with 100 percent building coverage should be excluded from providing site landscaping.

GUIDING PRINCIPLE

Land- and hardscaping should both enhance and screen views.



This depicts appropriate frontage landscaping with appropriately scaled plantings, signage and lighting.



Plantings that overwhelm the location due to size or habit look unkempt, contribute to a decrease in pedestrian safety and an increase in property maintenance costs. The plantings above are much too large for front yards in the Main Street corridor.



Schoen Place, Pittsford, New York

Parking Lot Landscaping

- All parking lot medians, end islands and perimeters should be attractively landscaped, and such landscaping should count towards satisfying the planting unit requirements.
- Major and minor deciduous trees should be utilized in all end islands, medians and parking lot perimeters to a density that will provide adequate shade but that will allow each specimen adequate space to grow and thrive.
- The Village Board may require additional major and/ or minor tree plantings within parking areas beyond amounts specified in the Village Code.
- Parking in side or rear yards should be screened from streets or adjacent residential properties with attractive landscaping and fencing.

- (5) All side yard parking lots that abut the front yard setback should be screened from streets or adjacent residential properties with attractive landscaping and fencing.
- Existing parking lots along front yard setbacks should 6) be screened from streets or adjacent residential properties with landscaping and or attractive fencing.

GUIDING PRINCIPLE

Landscaping in parking areas should improve the quality of the experience and viewshed both internal and external to the site.



Parking lot islands and pedestrian medians should be planted with sufficient landscape material and trees to provide an attractive design element that diminishes the negative impacts associated with parking areas.



Landscaped medians and islands within parking areas should contain a variety of plantings, including trees, shrubs and grasses to provide adequate screening to adjacent land uses. The image above depicts a well-landscaped buffer that screens the adjacent buildings.



Main Street, Fairport, New York

Appropriate

Foundation Landscaping Treatments

- Front yards along Main Street with building setbacks of less than 6 feet should be paved with hardscape materials to provide an extension of the sidewalk and pedestrian zone to the building façade. Such front yard treatments may be required of other properties along Main Street at the discretion of the Village Board.
- 2 Durable containers and permanent landscape planters should be used in front yards less than 6 feet in depth or in other instances where appropriate landscaping cannot otherwise be obtained given site constraints.
- The design and material selection for containers and landscape planters should be complementary to the architectural style of the principal building. The use of plastic planters should not be permitted.
- At the discretion of the Village Board, plantings and mulches may be required to be installed along the foundation of the proposed structure in side or rear yards.

GUIDING PRINCIPLE

Foundation landscape treatments should be used to transition between the building and the site. <image>

Both of these photos show examples of the appropriate use of foundation treatments for building along Main Street. The top one uses tree wells for the street trees and the bottom one uses permanent landscape planters.





East Avenue, Lockport, New York

Buffers and Screens

- Buffer plantings of coniferous/deciduous trees and shrubs, with fencing where appropriate, should be provided along property boundaries adjacent to properties zoned or exclusively use for residential purposes to a density and height deemed appropriate by the Village Board.
- 2 Fencing should be consistent with primary building materials and no more than 4 feet in height.
- The use of individual coniferous trees without associated shrub plantings is not an approved buffer strategy.
- All shrub plantings should be contained within a defined and edged planting bed with mulch no less than 3 inches in depth.



The above structural screen utilizes masonry columns and fencing to provide a visual and physical buffer between a sidewalk and parking areas.

GUIDING PRINCIPLE

Both high quality and sensitive viewsheds should be preserved through appropriate buffering and screening.



Landscape screen vegetation should not be taller than the structure screen, and should provide added interest and visual buffering.

Site Design Guidelines

Signage

Signs are important components of the streetscape. The quality of signage has a significant impact on the character of a downtown district or neighborhood. Signs can either enhance or detract from a streetscape. They do more than communicate information. Through the quality of their design, signs can both contribute to and diminish the character or appearance of structures and urban corridors. The purpose of these design standards is to promote visual cohesiveness within the streetscape through signage that is harmonious with building architecture and the character of the surrounding area. Signs within the Main Street corridor should serve as attractive accents that inform visitors of the goods and services available, while promoting a higher standard of visual quality that protects, preserves, and enhances the economic and aesthetic value of the community.

This section provides standards for the following:

- signage types, styles, and materials; and
- signage height, size, and placement.

The images contained within this section constitute generally acceptable signage variations. These examples are not intended to provide a limited palette of design options, but rather to establish a baseline of acceptability



Appropriate signage is discrete, yet informative, and highlights the building architecture while complementing its surroundings.



The use of tall single-pole signs detracts from the historic character of the Village and is inappropriate for the Main Street corridor.

61



Signage Types, Styles, and Materials

- Signage types permitted within Johnson City should conform to the Village Code.
- 2 No portion of a wall sign should project above the roof line or parapet wall of a building or should cover windows or architectural features.
- 3 The design of signage within the Downtown should be in harmony with and complementary to the architectural style of the principal structure to which the sign is related.
 - All signage should be of professional quality and constructed of durable and weather-resistant materials.
- All wood signage components must be sealed and protected from the elements. Unpainted or unfinished treated lumber should not be permitted.
- 6 All wood signage components must be sealed and protected from the elements. Unpainted or unfinished treated lumber should not be permitted.

GUIDING PRINCIPLE

Signage should complement the character of building and corridor.

- Segmental block and/or non-mortared stone is permitted for signage base materials only if like materials are in use throughout the principal structure.
- 8 Window signs that are non-temporary signs adhered to the windows or doors should be made of transparent materials, including but not limited to transparent plastic with letters painted on or attached.





Signage Height, Size, and Placement

- All signs should conform to the height, size and placement restrictions provided in the Village Code.
- 2

No portion of a sign should be located at a height of more than 20 feet above grade.

- 3 All signs should be located on the same lot as the business to which it relates and be clearly incidental, customary, and commonly associated with the operation of the business. Signs should not be placed on accessory structures.
- Signs should not project above the roof of any building and should not be a building height encroachment.
- 5 Signs should not encroach onto any street or alley. Awning, projection, and sidewalk signs may encroach over the public sidewalk and must be located at a minimum of 18 inches inside the curb line or edge of pavement, whichever is greater.

Awning signs should not extend outside the awning and should be allowed on the ground floor only.

GUIDING PRINCIPLE

Signage should not dominate the site, building, or corridor.

- No portion of a projecting sign should be higher than the second floor or top of the building. Any portion that projects over a sidewalk should have a minimum height clearance of 10 feet.
- 8 Each ground floor tenant should be allowed one Sidewalk sign, which should be located at least 25 feet from another sidewalk sign, should not obstruct vehicular or pedestrian traffic, should comply with ADA accessibility requirements, and which should be place indoors when the business is closed.



This sign is placed against the building and other permanent streetscape features, such that it does not impede pedestrians.



This sign is placed in the middle of the sidewalk, and is an obstruction to pedestrians.

Lighting

Lighting is a critical design element that provides safety, visual cues, and aesthetic appeal to the building and its surroundings. Within the Mixed-Use District, lighting should be utilized to illuminate building entrances, signage, and parking areas, while also providing for subtle accents of building architecture and site landscaping. The scale and height of lighting fixtures have a significant impact upon their function and effectiveness. Within the Main Street corridor. street lighting should be pedestrian in scale and height, and appropriately spaced to provide sufficient illumination for the street and sidewalk. New development should follow this standard by keeping fixtures and poles in scale and character with the site and adjacent uses, while also providing the illumination to only those areas intended. The prevention of light pollution spilling beyond property boundaries is of paramount concern to mixed-use districts that support both commercial and residential uses.

This section provides standards for:

- site lighting;
- building lighting; and
- signage and accent lighting.



The use of period lighting fixtures with enhancements such as banners and flower hangers is appropriate for the Downtown.



The above light fixture is inappropriate in scale and height for this pedestrian application.



Site Lighting

- Lighting should be designed such that poles, fixtures, ornamentation and materials are of a pedestrian scale and height, and provide for a safe pedestrian experience.
- 2 Site lighting fixtures should complement the architectural style of the building and surroundings.
- 3 Fixtures within pedestrian areas, along sidewalks and walkways should be no higher than 8 feet.
- 4 Fixtures within parking lots should be no higher than 20 feet.
- Fixtures should be fully shielded and/or "Dark Sky" compliant. Light trespass into adjacent noncommercial areas should not exceed 0.1 foot candles in intensity.
- 6 Amber hue lighting, such as high pressure sodium fixtures and others of equivalent performance, should not be permitted.
 - Lighting fixtures should be directed away from adjacent structures and property boundaries.
 - Fixture mounting height, direction and intensity should be determined based on the minimum requirements necessary to efficiently and safely illuminate the area.

Building Lighting

- Building-mounted lighting should be of a style complementary to the architectural character of the building and surroundings, and should be fully shielded.
- 2 Building-mounted lighting should not be utilized as area lighting in place of pole-mounted lighting along public and private rights-of-way, sidewalk and pedestrian zones, and parking areas.
- 3 Building-mounted lighting should be utilized primarily for safety and security lighting at entryways, utility and loading areas, and other areas approved by the Village Board.
- 4 Building-mounted lighting should not be mounted higher than 15 feet above grade.
- 5 Wall-pack style lighting fixtures should not be placed upon primary facades facing Main Street.

GUIDING PRINCIPLE

Site and building lighting should improve the safety and visibility of building entrances, parking lots and pedestrian zones.



Signage and Accent Lighting

- Internally illuminated signs should only be permitted when it complements the character of the building.
- 2 External illumination fixtures must be shielded and directed such that a minimum of light pollution is created.



Signage accent lighting should be of a lesser intensity than the illumination for the sign panel itself.

- 4 Recommended signage lighting fixtures styles include lanterns, goose-necks, and shielded, architectural grade spot lights.
 - Single bar fluorescent tube fixtures are nor recommended unless it complements the character of the building.
- 6 Building accent lighting should be discrete in nature and of the same color and a lesser intensity than other building mounted lighting.
 - Accent lighting should focus on highlighting architectural details or elements rather than the illumination of entire facades or walls.

GUIDING PRINCIPLE

Signage and accent lighting should be used to complement and highlight unique architectural features as well as signage.



Signage lighting should illuminate the sign without detracting from the building character.

