



ENⁱDICOTT

Revitalization Plan

i D i s t r i c t



BERGMANN
ASSOCIATES

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INTRODUCTION

Overview and Purpose

The Endicott iDistrict, like many New York communities, must contend with challenges resulting from the decline and closing of manufacturing businesses, out-migration, and the presence of legacy brownfield sites. With the downsizing of IBM, Endicott has experienced the compounding effects of job loss and building vacancy. Brownfields, like the Endicott Forging site, disrupt the urban fabric and exhibit declining conditions.

While some of these challenges may be faced by other communities, the opportunities and solutions identified in this Revitalization Plan are unique and tailored to Endicott's needs, history, and community vision. In combination with sound technical analysis and experience, the Endicott iDistrict Revitalization Plan will establish a framework for community transformation, ultimately creating an attractive, innovative, and welcoming environment to live, work, and play.

What is an 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.

By creating clusters of innovative people and companies, iDistricts focus and leverage investments to spur job creation and community transformation, build diverse and attractive housing options, and provide vibrant public spaces.

Goals for the Revitalization Plan

In accordance with the Village's vision for innovation and transformation, the Endicott iDistrict Revitalization Plan will make recommendations in order to achieve the following goals:



Define potential end uses for infill sites and catalyst redevelopment sites



Prepare a conceptual plan for the Endicott Forging site



Identify strategies for housing and mixed-use development



Improve streetscape and parking



Establish and implement design standards for commercial facade improvements



Create an environment to live, work, and play that attracts and retains young professionals

Endicott iDistrict Vision Statement

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

Rochester Downtown Innovation Zone

Cities and institutions across the state and across the country are actively supporting innovation districts to concentrate innovative development and foster economic growth. The Downtown Innovation Zone in Rochester, New York is anchored by a business accelerator, a center for entrepreneurship, and a photonics incubator. In combination, these anchors activate the downtown core, encouraging entrepreneurial activity, attracting the creative class, and transforming the city into the region's central hub for innovation and collaboration.



Project Location

The Endicott iDistrict is located in Broome County and includes the northeastern portion of the Village of Endicott as well as a small, western portion of the Town of Union. The iDistrict encompasses approximately 0.5 square miles (360 acres) and 2,250 residents. As of 2016, nearly 25% of those living within the iDistrict made under \$15,000 and over 11% were unemployed. Though the iDistrict has experienced job loss, deterioration, and disinvestment as a result of the substantial downsizing of IBM, it still has significant opportunity to capitalize on its proven record as a hub for innovation while also promoting itself as a progressive, tech-friendly area. Many post-industrial cities, like Buffalo, New York, have experienced revivals by targeting development to attract businesses, investors, and workers.

The iDistrict also has the potential to leverage many other assets including: easy accessibility via car, truck, train, and air, compactness and walkability, space availability at the Huron Campus, ample sewage treatment capacity, municipal electricity, proximity to elite higher education institutions, long-standing arts and culture, and name recognition. These competitive advantages make it possible for the iDistrict to become an advanced, economic driver for the Southern Tier, attracting both new jobs and investment. Holistically, the iDistrict's strategic location provides a foundation for fostering growth and revitalization, creating a premier downtown destination along Washington Avenue, making Endicott a choice destination for young professionals, and transforming the iDistrict into a hub for manufacturing and technology.



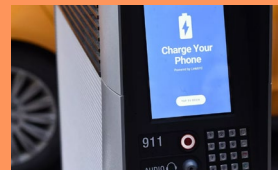
Triple Cities Collaboration

The Endicott iDistrict benefits from and contributes to iDistricts in both Binghamton and Johnson City. Collectively, these iDistricts create a concentration of innovation in the Southern Tier that is intended to draw businesses, developers, residents, and visitors to the breadth of opportunities, expertise, and amenities offered by these iDistricts. While the iDistricts undoubtedly benefit from shared resources and strengths, each iDistrict is also able to leverage its own unique capabilities. The Binghamton and Johnson City iDistricts focus on innovation in commerce and innovation in health and culture, respectively, while the Endicott iDistrict specializes in innovative manufacturing.

Endicott is uniquely capable to support manufacturing and technology companies at its Huron Campus, which boasts 2.8 million square feet of usable space as well as advanced infrastructure and utilities. Current tenants range from start-ups to established companies including BAE Systems, IBM, Xerox, Geodis, i3 Technologies, and Cadence. Binghamton University also operates a Center for Advanced Microelectronics Manufacturing (CAMM) at the Huron Campus, evidencing Endicott's strong relationship with the University. Together, Binghamton University students and Endicott residents create a diverse and talented workforce that is integral to Endicott's innovative, entrepreneurial spirit.

Smart Cities Innovative Technologies

iDistricts foster innovation not only through supporting and incubating entrepreneurial businesses but also by implementing advanced technologies and public realm improvements. In Endicott, these technologies would be attractive amenities to potential residents and developers and would also help cultivate and strengthen the iDistrict's cutting-edge, high-tech identity.



wifi/charging kiosks



bike sharing programs



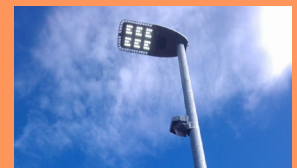
solar wifi benches



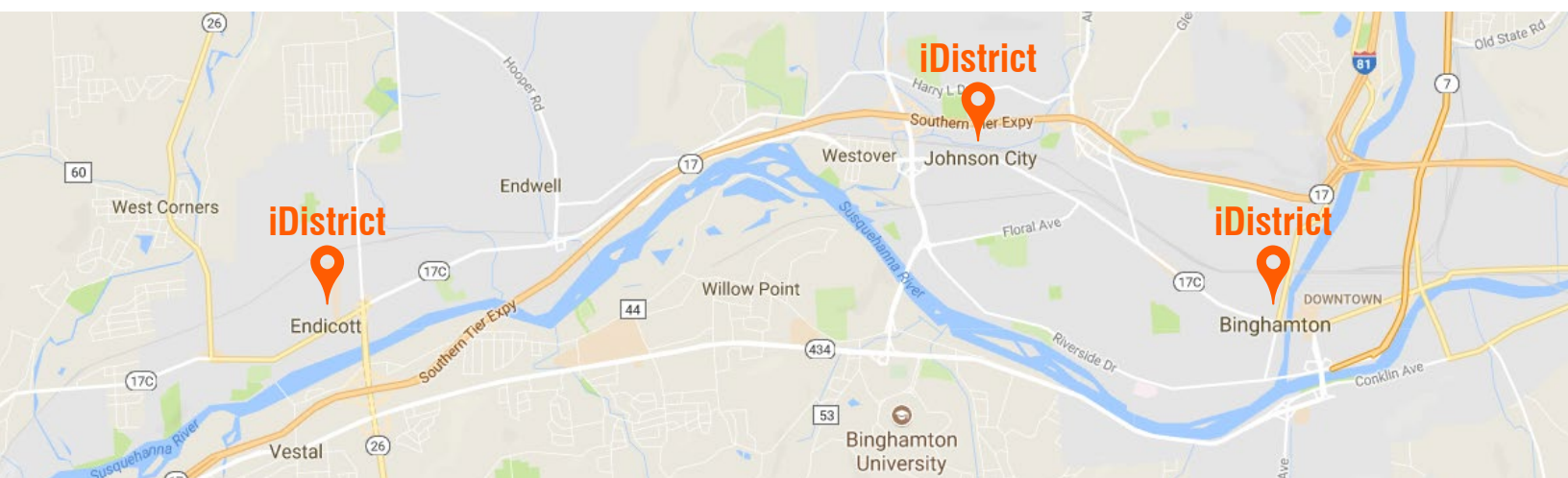
digital wayfinding



city guide/parking app



traffic sensing street lights





PUBLIC OUTREACH AND ENGAGEMENT

Introduction

Community engagement and support is critical to the long term success of the Revitalization Plan. 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 Plan 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 Plan. Stakeholders interviewed for this analysis include representatives from the Village of Endicott Police Department, North Brewery, Marchuska Brothers Construction, Huron Real Estate, and BAE Systems.

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 iDistrict, and to assist with public outreach.

Stakeholder Interviews

The project team conducted a series of interviews with key stakeholders on January 12, 2017 at the Endicott Visitor Center. Stakeholders were identified with assistance from Broome County, Town of Union staff, and Steering Committee members. Those represented included business owners, property owners, and residents. Stakeholders were asked about the challenges, strengths, and opportunities associated with living, working, or owning a business in Endicott.

Public Workshop

Broome County Planning held a public workshop on June 14, 2017 to gather feedback from the community related to visioning, prioritizing investments, and developing design guidelines (Appendix A). The feedback gathered at various activity stations was used to guide and inform the project team's recommendations.

Takeaways from Stakeholder Interviews

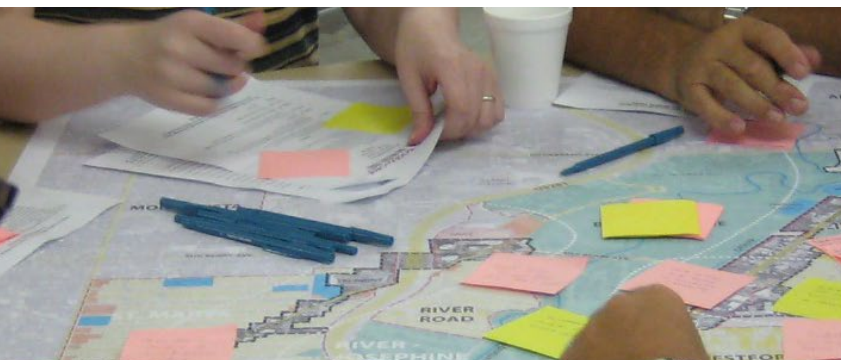
Stakeholders generally expressed positive sentiments about working and living in the Village of Endicott, noting a strong sense of community, thousands of employees at the Huron Campus, a well-designed urban fabric with historic architectural assets, and availability of parking.

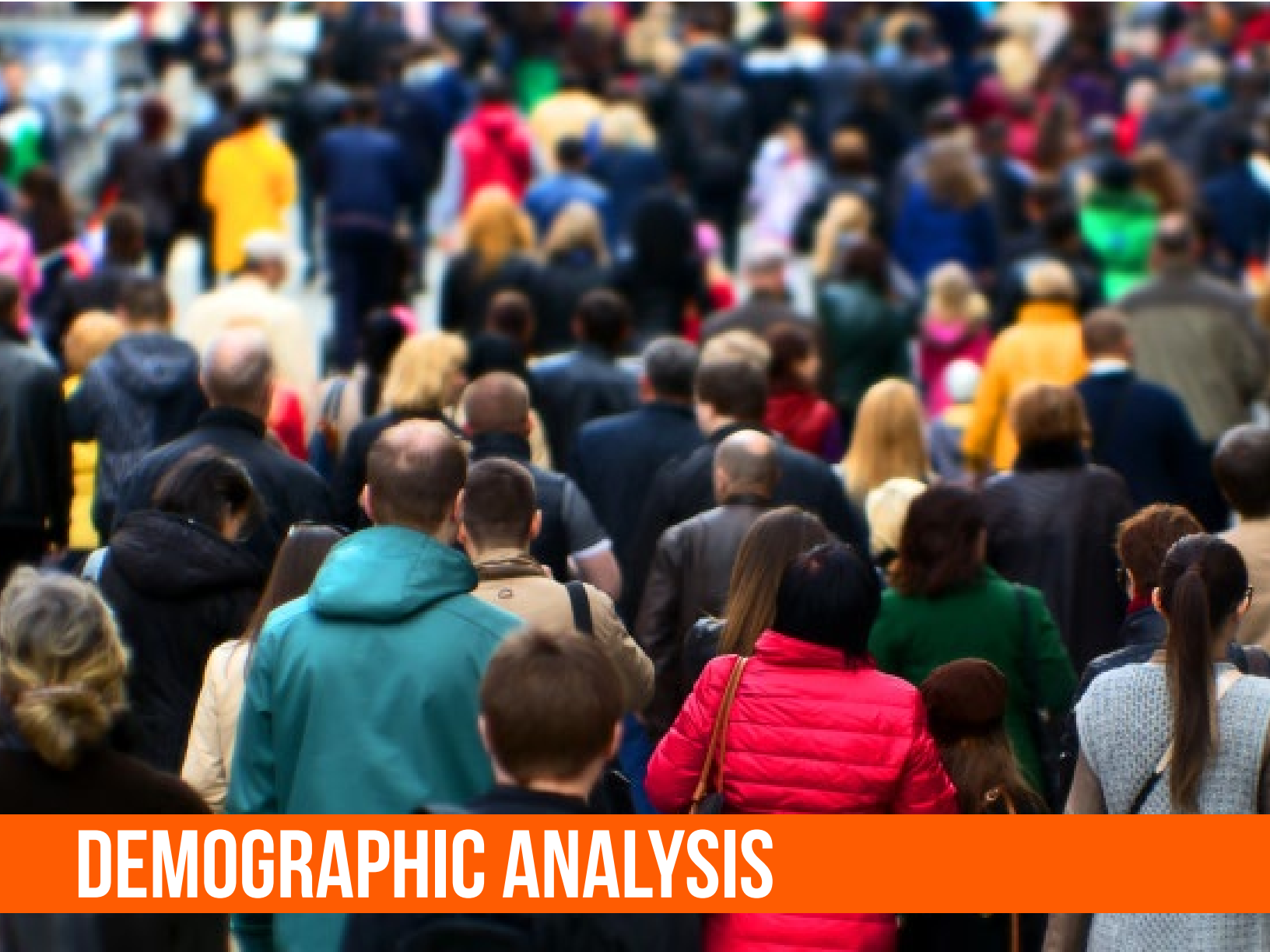
The biggest concerns mentioned during interviews included safety (both perception and reality), the condition and appearance of buildings, and the overall sense that there is not a welcoming atmosphere along Washington Avenue.

Takeaways from the Public Workshop

Much of the feedback from the public workshop was focused on reactivating the Washington Avenue corridor and improving downtown streetscapes.

Residents would like to see downtown Endicott become a progressive, tech-friendly area with vibrant, pedestrian-friendly streetscapes and niche dining and shopping options. In terms of investment, community members prioritized facade enhancements followed by security improvements, suggesting that better lighting and enhanced crosswalk features would benefit streetscapes, particularly Washington Avenue. In response to a visual preference survey, residents indicated that signage and awnings should be designed in a traditional yet contemporary manner, and public spaces should be well-landscaped.





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 Plan were informed by this analysis and tailored to the unique needs and vision of the Endicott iDistrict.

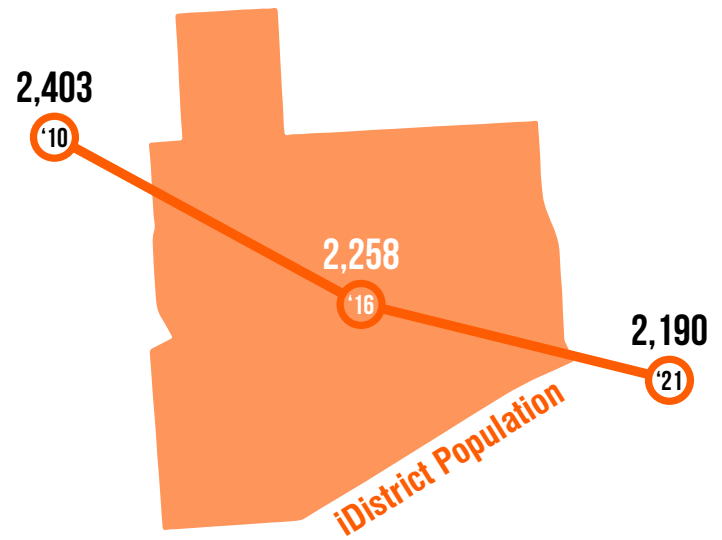
What is the Study of Demographics?

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 iDistrict has been steadily decreasing since 2010, with an estimated population of 2,258 in 2016. By 2021, the population of the iDistrict is projected to decline by 0.6%. This decline is consistent with projections for the entire Village of Endicott. New York State as a whole, however, is projected to experience a modest increase in population.

By supporting high-tech businesses and revitalizing its downtown, the iDistrict has the potential to spur job creation, attracting new workers and residents and reversing the downtrend in population.

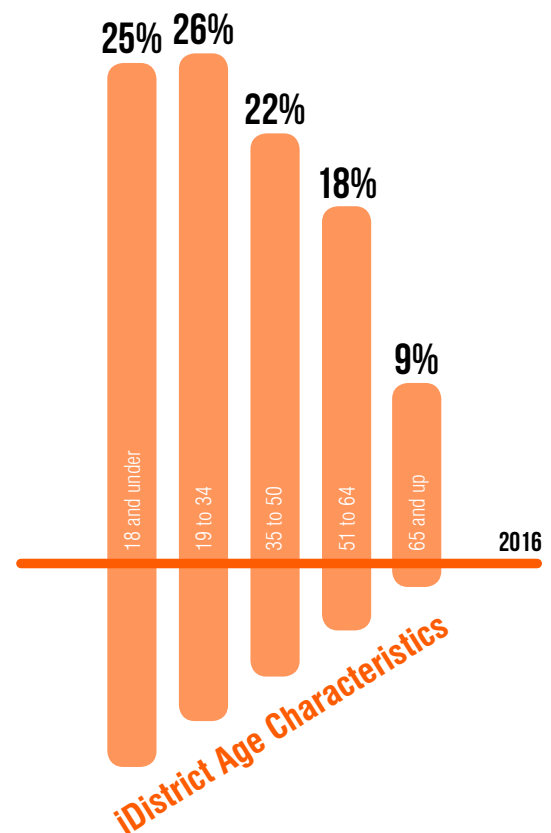


Age Characteristics

In 2016, the median age for the iDistrict was 34.6 years old, with nearly 20% of the population between the ages of 18 and 34. On average, the iDistrict is slightly younger than both the Village of Endicott and Broome County.

In the region as a whole, 15 to 24 year-olds comprise the largest percentage of the population, caused in part by the presence of Binghamton University. The second and third largest age groups are 45 to 54 year-olds and 55 to 64 year-olds.

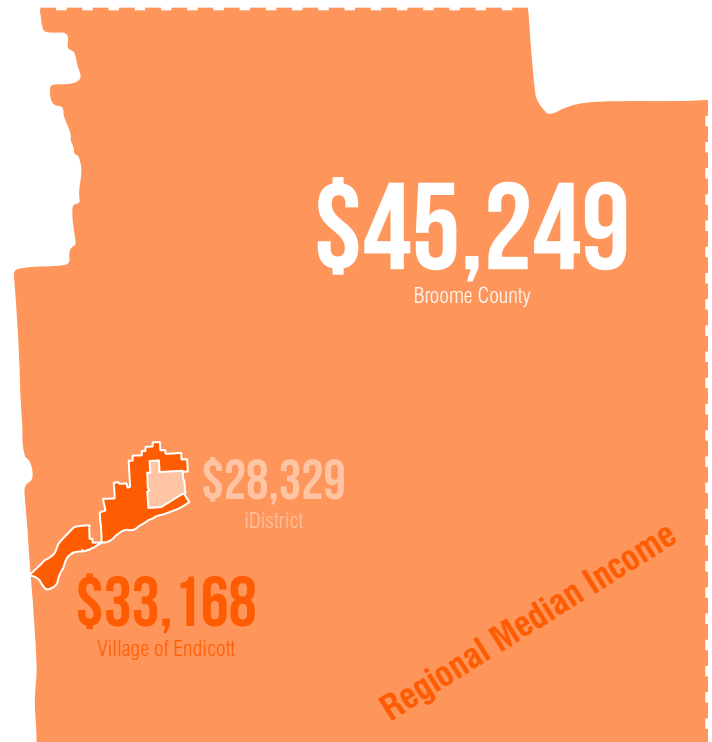
The iDistrict's concentration of young people and millennials aligns well with its vision for the future. Young workers are attractive assets to companies and they provide the creativity and entrepreneurial spirit necessary to sustain an innovation district.



Income and Education

In 2016, the median income in the iDistrict was \$28,329, with 10% of the population having a college degree. In the Village of Endicott, the median income was slightly higher at \$33,168 with 20% having a college degree, and even higher in the county which had a median income of \$45,249 with 27% having a college degree.

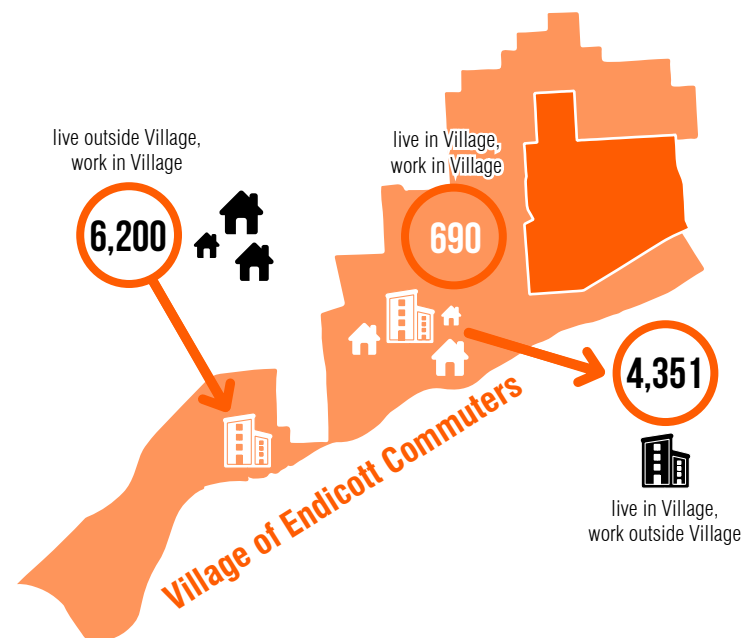
The influx of well-paid advanced manufacturing and high-tech jobs into the iDistrict will positively impact the median income and draw educated workers to the area. This job creation will also enable the iDistrict to attract recent Binghamton University graduates, many of whom are already integrated into the local community.



Employment and Commuter Trends

In 2016, a total of 2,634 people worked in – but did not necessarily live in – the iDistrict. Of all iDistrict residents, approximately 11% are unemployed. In the Village of Endicott, over 8,500 people are employed with an unemployment rate of 7.6%. About 690 people who live in the Village of Endicott also work within the Village. Another 4,351 people who live in the Village are employed outside the Village boundaries. An additional 6,200 people who live outside the Village travel into the Village for work.

The Village's large commuter inflow provides great opportunities to attract and retain commuting workers by providing desirable and affordable housing options. Additional job creation within the iDistrict may also draw those currently working outside the Village to new jobs within the Village.





HOUSING MARKET ANALYSIS

Introduction

Housing is a vital component of downtown revitalization and is integral to attracting a talented workforce. To determine housing market conditions in the iDistrict, a housing analysis based on Census Bureau data was completed (Appendix B). Using the findings from this analysis and considering demographic data, the project team was able to make thoughtful recommendations for future housing improvements.

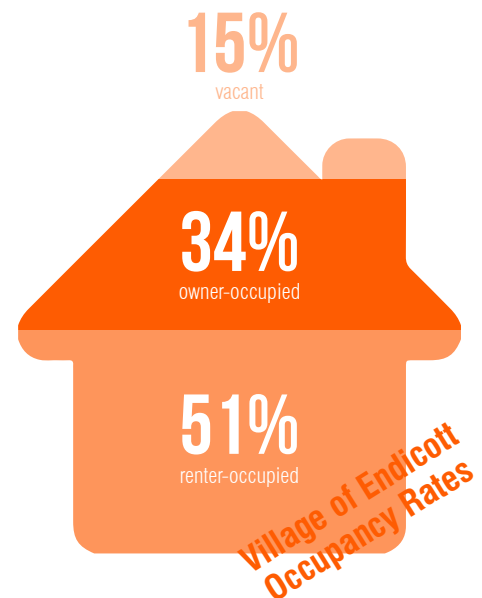
National Housing Trends

In recent years, property renters have shown strong and increasing demand for residential options that are integrated into the commercial, retail, and business districts of cities. Renters are less interested in living in concentrated residential areas, instead favoring the proximity to services and vibrancy associated with living in downtown centers or mixed-use urban areas.

Occupancy Trends

Over half of the Village's 12,646 housing units are renter-occupied, while another third are owner-occupied. The remaining 15% of units are vacant, meaning that the Village has a higher vacancy rate than the surrounding region and the state, which both average at 10%.

As the iDistrict spurs job creation, the influx of workers and their families will increase occupancy – so long as the area can provide attractive and affordable housing options – thereby alleviating vacancy trends.



Demographic Considerations

As determined in the demographic analysis, much of the iDistrict's population is under 24 or over 45 years-old, meaning that young professionals and seniors are target demographics. These populations also have similar preferences, including walkability, shopping options, and a vibrant community. In addition to attracting young professionals working at local institutions like the Huron Campus and students studying at Binghamton University, the iDistrict should also seek to attract some of the 6,200 commuters who work in the area but live in other places.

Attracting and retaining a diverse population of existing commuters, young professionals, and seniors could present opportunities for the iDistrict to create a vibrant environment along Washington Avenue, with entertainment, housing, and recreation activities that support a lively local economy.

Factors Driving Market Demand

As older millennials begin to enter the housing market, they face tighter lending policies, fast rising home prices, and student loan debts, making single-family homes often unattainable or simply undesirable. Millennials also consider the sense of community and the availability of amenities when searching for places to live.

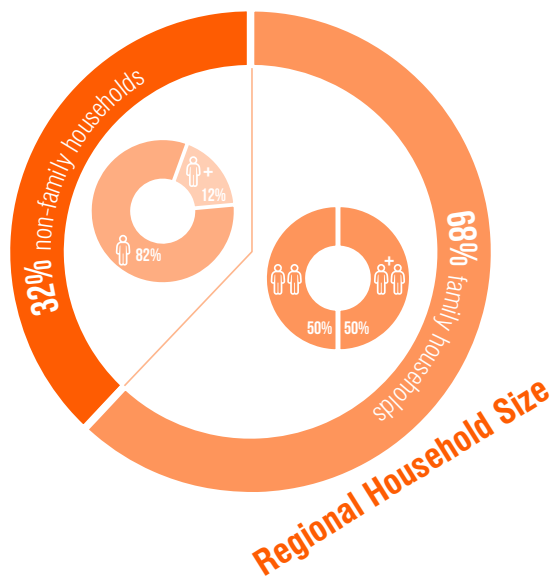
At a rate almost as rapid as millennials, baby boomers are seeking alternatives to single-family homes in order to continue living independently. Baby boomers increasingly prefer single-story apartment options and also share community and amenity desires with millennials.

Tailoring future housing developments to the needs of millennials and baby boomers presents an opportunity for Endicott to more effectively attract and retain these two target demographics.

Household Size

In the region, 62% of households are family households, with half of those households being 2-person. Of the remaining 38% of households that are non-family, nearly all are 1-person.

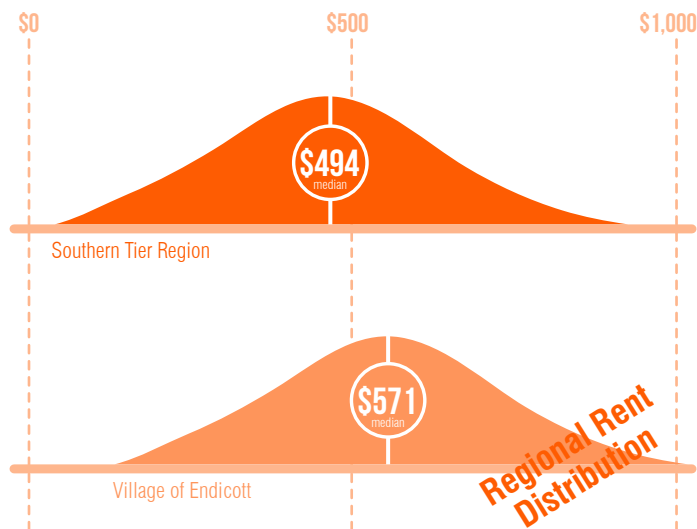
The Village of Endicott should prioritize developments with 1 to 2-person households, as this size captures the needs of the largest portion of the regional population.



Median Rent

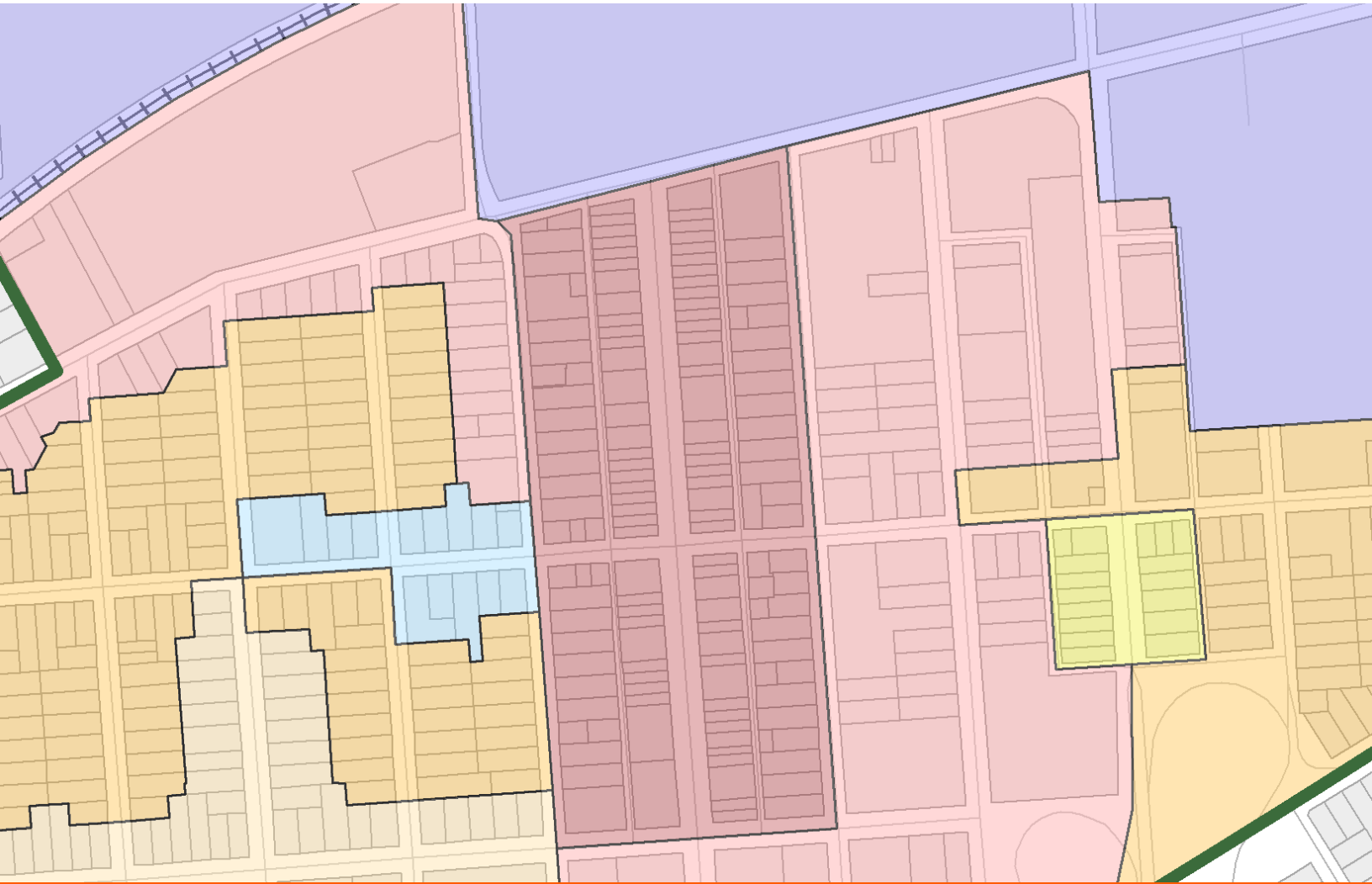
In the Village of Endicott, the median contract rent is \$571 per month. Overall, rents are highly concentrated in the \$500 to \$699 per month range. In the Southern Tier region, rents are generally lower by an average of \$70 per month.

It is important to consider that income in the Village is widely dispersed with approximately one-fifth of the population falling into each of the following income brackets: under \$15,000, from \$35,000 to \$49,999, and from \$50,000 to \$74,999. As such, it is imperative to provide housing options that cater to a wide range of earners, offering more affordable options for those with limited incomes while also providing medium to high-end options.



Key Findings: Housing

Endicott's housing stock provides a good foundation from which to make targeted improvements. The Village's stable, walkable neighborhoods and solid infrastructure are attractive qualities for new residents and developers.



LAND USE AND ZONING

Introduction

Understanding and evaluating land use patterns in the Endicott iDistrict 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.

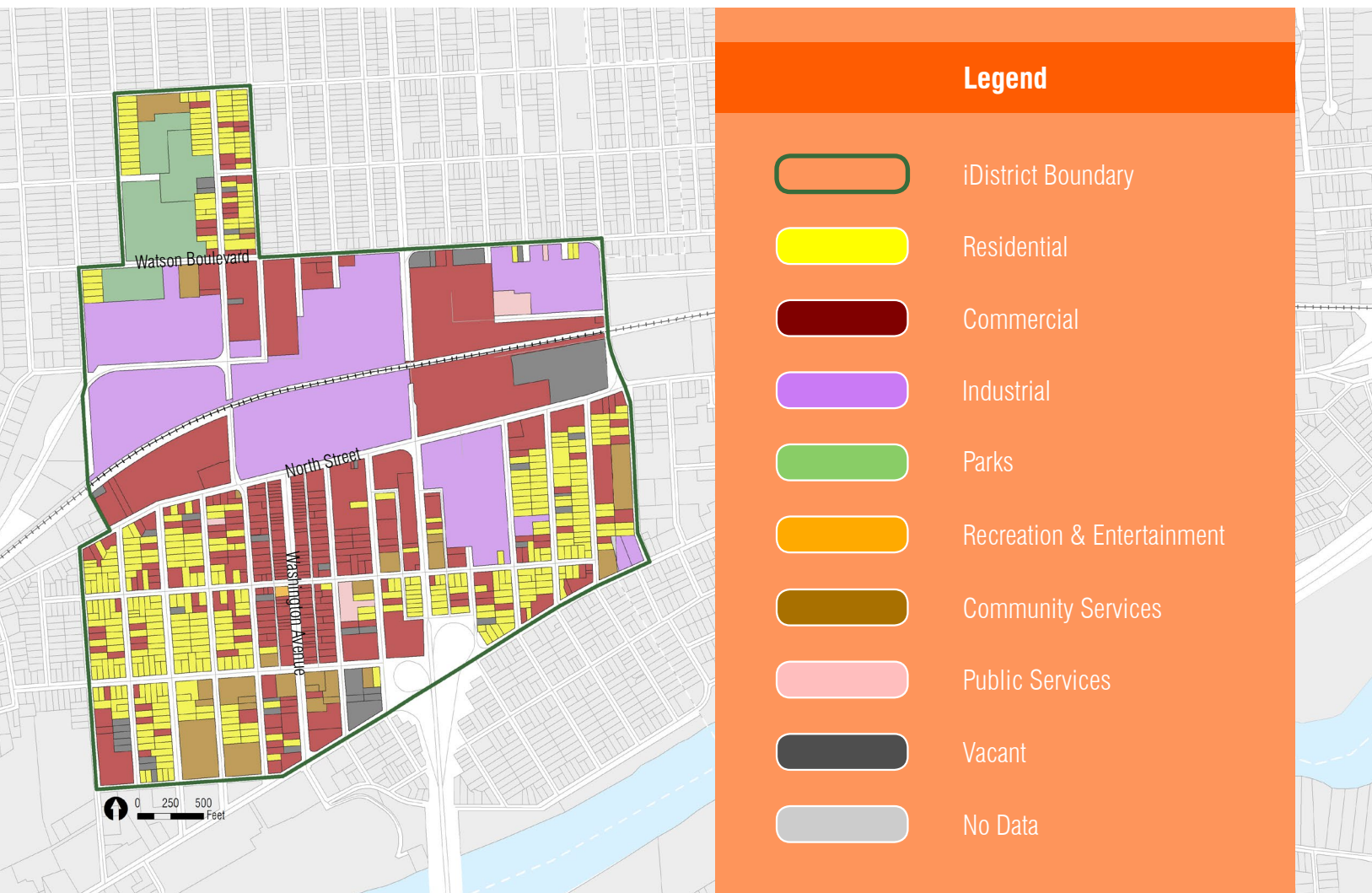
Existing Land Use

Land uses in the iDistrict are primarily industrial, commercial, and residential. Large areas of industrial and commercial land uses are located between Watson Boulevard and North Street. Much of this land was part of IBM's industrial park and is today known as the Huron Campus.

South of North Street, commercial uses are concentrated around Washington Avenue. With its densely-packed storefronts, compact nature, and level gradation, Washington Avenue has the potential to transform into a walkable, inviting, main street for the iDistrict.

East and west of Washington Avenue, commercial uses are interspersed in primarily residential areas. Industrial uses associated with the Huron Campus can also be found in the eastern portion of the iDistrict.

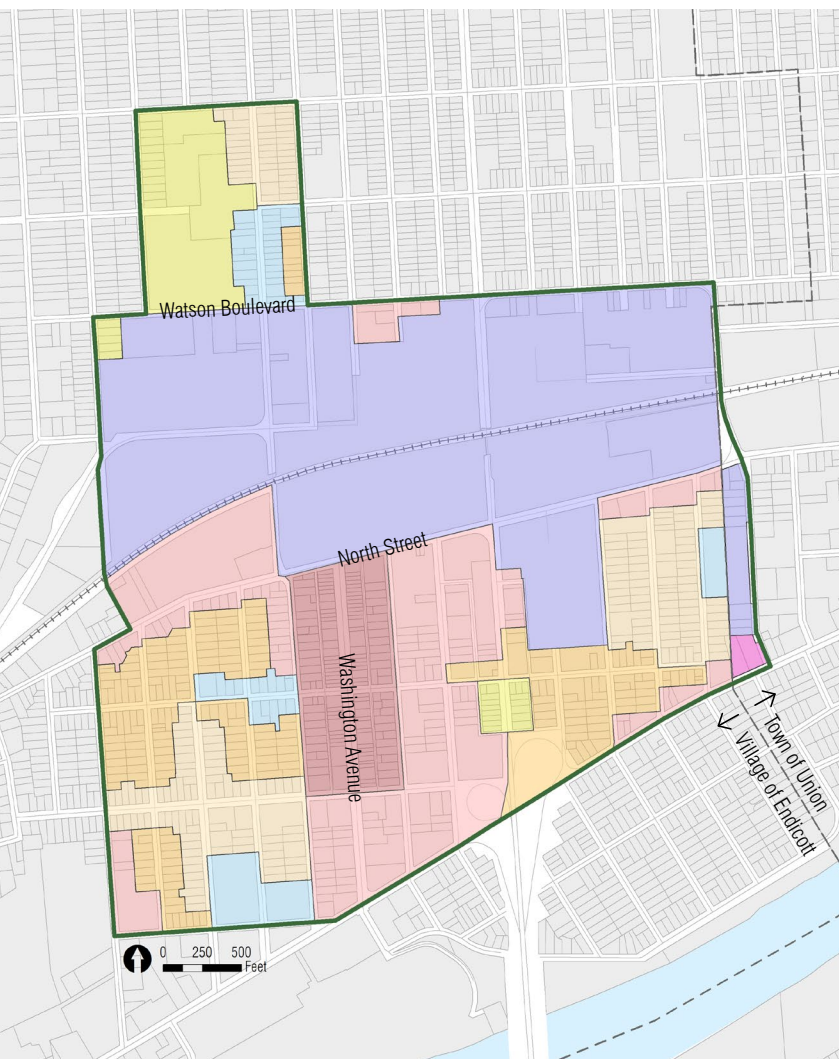
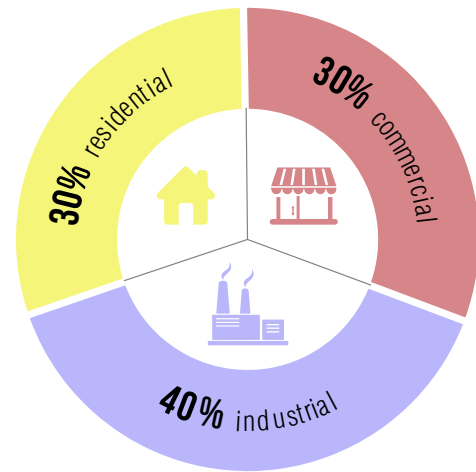
Uses north of Watson Boulevard are primarily recreational, with George W. Johnson Park, baseball fields, and a public swimming field. Residential and commercial uses are located in this area which is regionally known as the Little Italy district.



Existing Zoning

The Endicott iDistrict falls within the jurisdiction of two municipalities, meaning that it encompasses zoning districts from both the Village of Endicott and the Town of Union.

A large proportion of land within the iDistrict is zoned as industrial, including areas like the Huron Campus. The area around Washington Street is zoned as central business district, making it ideal for dense development and revitalization. In addition to some office space, the remainder of the iDistrict is zoned as either single, two, or multi-family residential.



Legend



iDistrict Boundary

Village of Endicott Zoning Districts



Central Business District



Commercial Industrial



Industrial



Nonresidential Commercial Office



Residential Single-Family



Residential Two-Family



Residential Multi-Family

Town of Union Zoning Districts



General Commercial



Industrial



PARKING ANALYSIS + RECOMMENDATIONS

Introduction

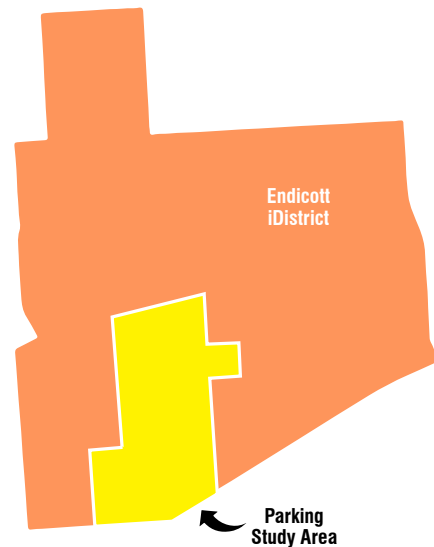
Adequately designed, managed, and accessible parking can contribute to an area's vitality and economic growth. On-street parking and municipal parking facilities provide access to businesses, residences, and other amenities and activities. The inclusion or exclusion of parking spaces can impact both real and perceived accessibility, either encouraging or discouraging business activity and thereby influencing economic development.

The Revitalization Plan includes this parking analysis in order to study on- and off-street parking in and around Washington Avenue, where future investment and development is expected to be focused. The subsequent recommendations are intended to ensure that the iDistrict's parking facilities will meet the needs of future growth.

Parking Analysis Study Area

The heart of downtown Endicott is located along Washington Avenue, from North Street to Main Street. The study area for this parking analysis is focused around Washington Avenue, including roughly 12 square blocks of commercial and residential uses.

Within this study area, both publicly- and privately-owned off-street parking lots were studied. On-street parking within one block on either side of Washington Avenue was also studied.



Methodology

To gauge existing parking conditions in downtown, a complete analysis of parking capacity and occupancy was undertaken using the following methods:



Existing Parking Inventory.

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



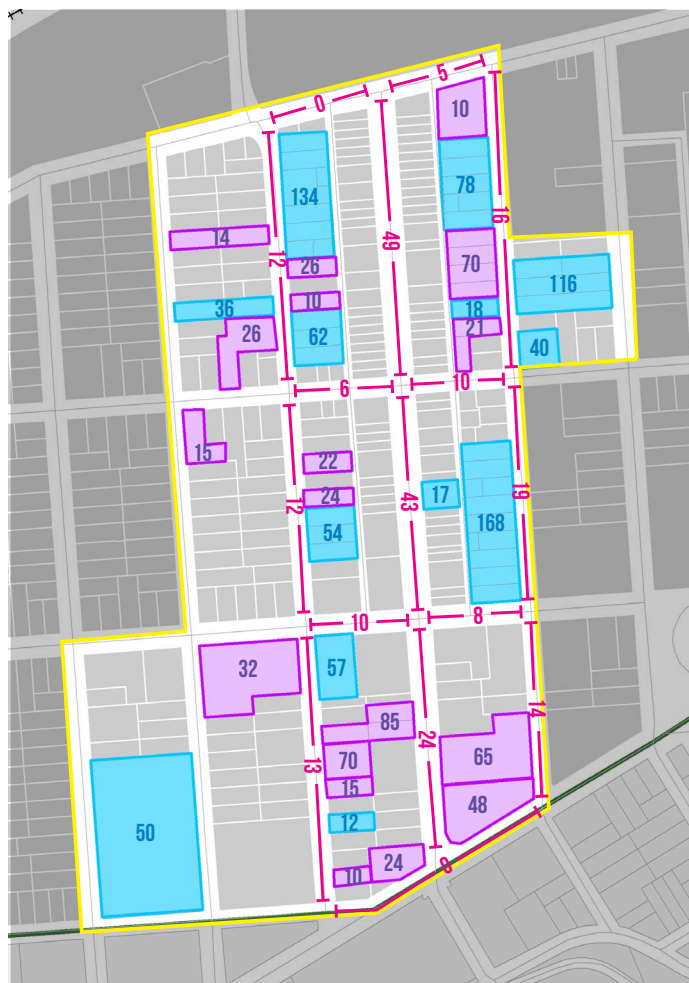
Occupancy Counts.

Field occupancy counts were tabulated during a representative weekday (Tuesday, December 13, 2016) 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.



Legend



iDistrict Boundary



Parking Study Boundary



Publicly-Owned Off-Street Spaces



Privately-Owned Off-Street Spaces



On-Street Spaces

Capacity

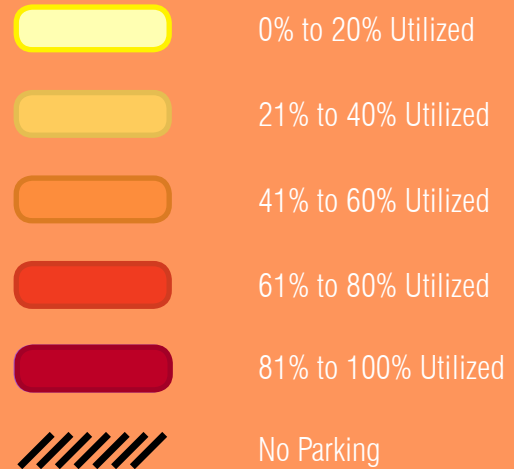
There are a total of 1,715 parking spaces in the study area, of which 842 (49%) are located in publicly-owned off-street parking lots, 587 (34%) are located within privately-owned off-street parking lots, and 286 (17%) are on-street spaces.

Occupancy

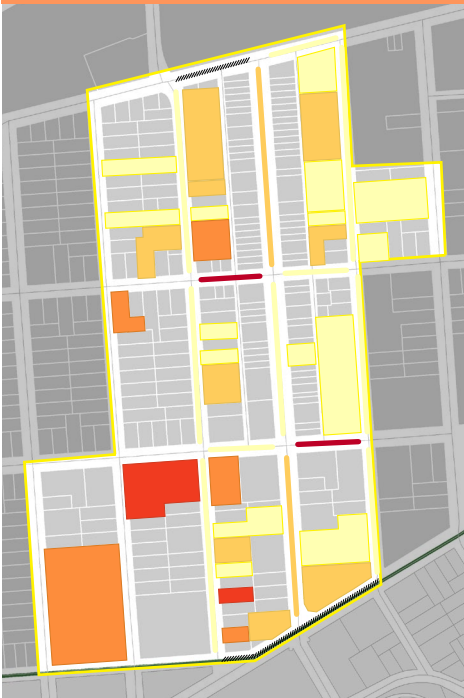
By comparing the number of vehicles observed utilizing the parking system throughout the day to the total capacity noted above, the project team determined the occupancy of the system for morning (8 AM), midday (12 PM), and evening (5 PM) periods.

Total occupancy (including both on- and off-street parking) was less than 50% for all three time periods, peaking during the midday time period and minimizing during the morning time period. In general, on-street spaces were more heavily occupied than off-street spaces, averaging 31% throughout the day while occupancy in both public and private off-street lots averaged around 25%.

Legend

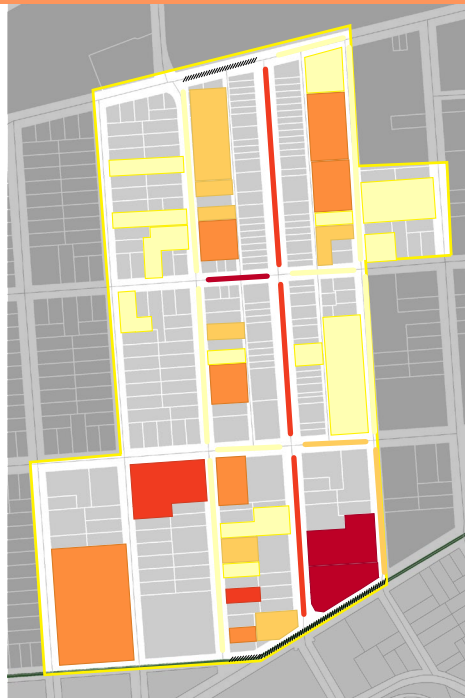


Morning (8 AM)



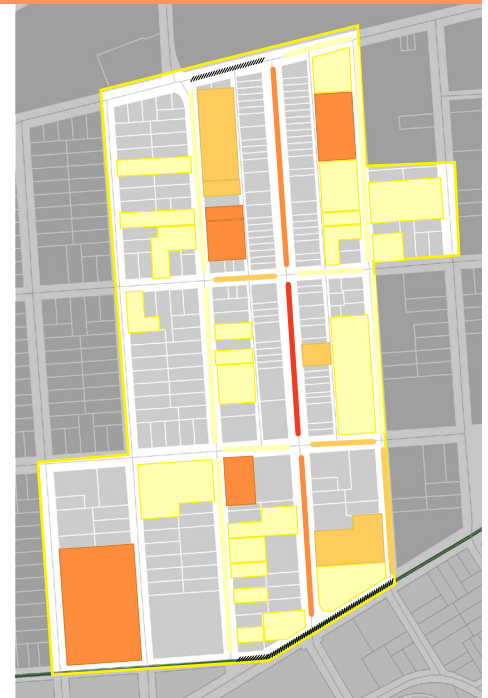
21%
total occupancy

Midday (12 PM)



34%
total occupancy

Evening (5 PM)



21%
total occupancy

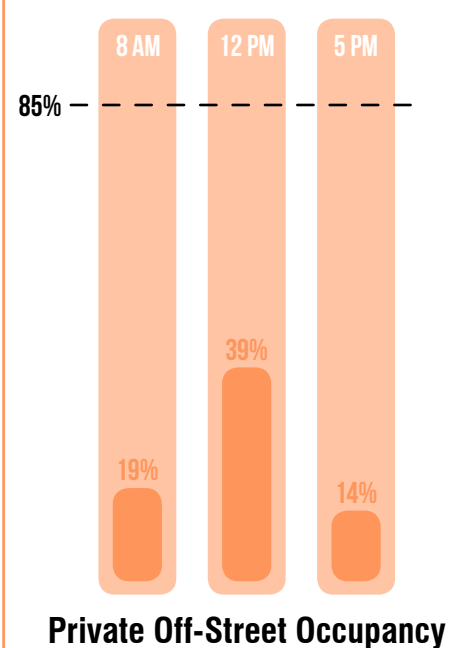
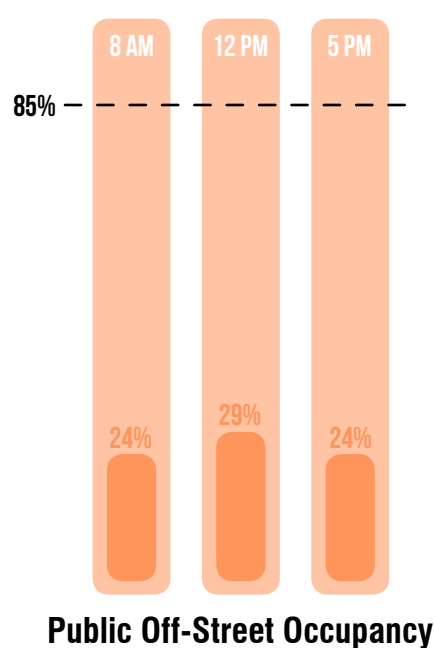
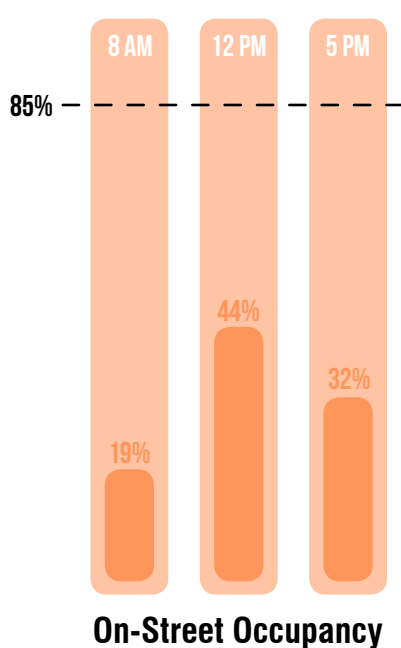
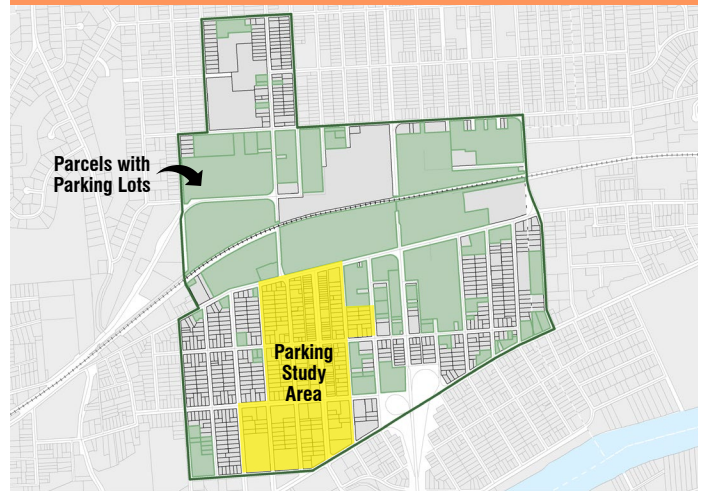
Key Findings: Occupancy

Occupancy data shows that parking is underutilized, both on- and off-street, during morning, midday, and evening time periods. This underutilization suggests that there is adequate parking availability in the downtown area, with room for significant additional growth.

As shown below, occupancy counts in downtown Endicott never approach or exceed the optimal 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 on-street 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.

Too Much Parking?

Contrary to popular belief, too much parking can actually be detrimental to a downtown's urban fabric, limiting the compact scale of the environment and hindering walkability. Outside the parking study area, over 35% of the iDistrict is composed of parcels with parking lots. Strategic zoning changes can alleviate over-supply issues.

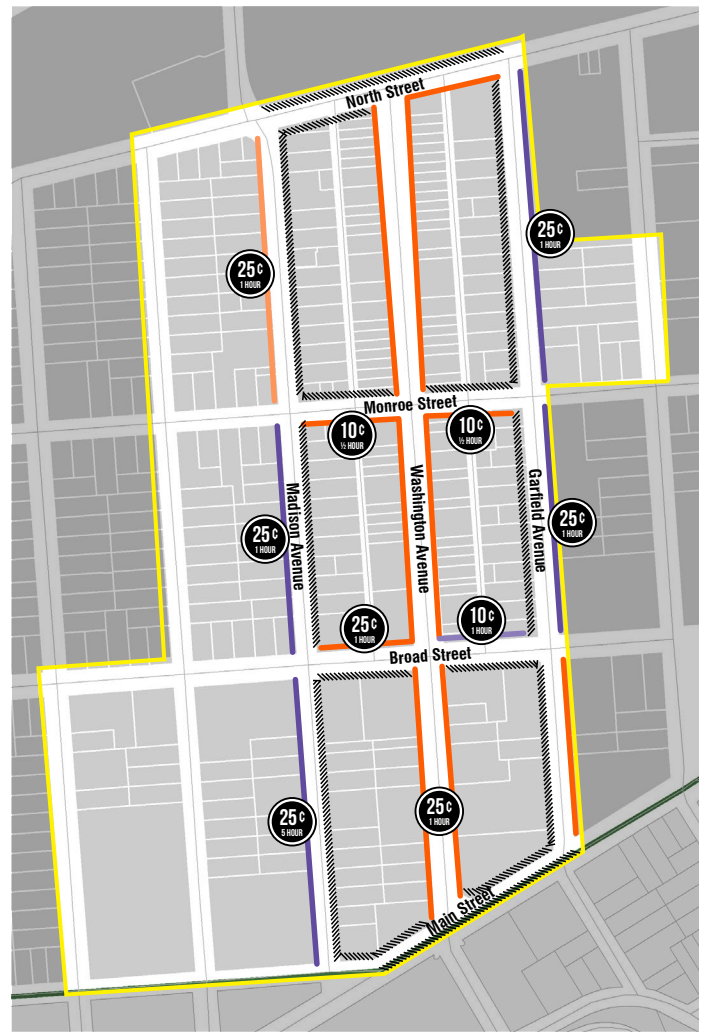


Restrictions and Pricing

Parking restrictions were studied within one block of Washington Avenue, since this area is where motorists would most likely park to patronize businesses along Washington Avenue. Parking restrictions vary by block, by street, and by parking lot. Most restrictions enact either 2- or 10-hour time limits. When priced, on-street parking is most often 10- or 25-cents per hour, while off-street parking is available free of charge.

Key Findings: Restrictions

Considering the relatively low utilization rates of Endicott's parking system, there is no need for priced parking downtown. Generally, when utilization rates begin to near or exceed the desirable 85%, pricing is implemented to mitigate excess demand and retain 85% occupancy. Priced parking in downtown Endicott 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.



Legend

	2-hour Parking
	3-hour Parking
	4-hour Parking
	10-hour Parking
	No Parking
	Cost of Parking

Parking Recommendations

As shown in the parking analysis, downtown Endicott has a large supply of parking already available within a one- or two-minute walk of any destination. Much of this parking is located in surface lots, meaning that large swaths of downtown are reserved for parking, thereby breaking up the urban fabric. Likewise, much of this parking seems to be underutilized, with total occupancy hovering between 20% and 35%.

The following recommendations attempt to mitigate excess parking availability, enhance the design and appearance of surface lots, and incorporate advanced technologies into the Village's parking management system.

Pricing Parking

Since there is presently an oversupply of parking in downtown Endicott, priced on-street parking is unnecessary. With ample off-street capacity just a short walk away, priced on-street parking may actually deter activity in the downtown core.

The Village should:

- **Provide free on-street parking in and around Washington Avenue to encourage utilization of these spaces.**
- **Remove parking meters in areas where on-street parking is no longer priced.**
- **Continue monitoring demand, and consider implementing priced parking if occupancy nears or exceeds the 85% target.**

Nationwide Parking Statistics

estimate of
total spaces

800,000,000

ratio of spaces
to vehicles

3.4 : 1

percent of off-
street spaces

33%



Supply

Parking supply in the Endicott iDistrict can comfortably accommodate existing demand and has additional capacity to support any future increases in demand. As such, no additional off-street, surface-level supply is recommended. Although unnecessary for supply purposes, it would benefit the iDistrict to allow on-street parking on east-west cross-streets within one block of Washington Avenue. Presently, North, Monroe, Broad, and Main Streets either allow parking on one side of the street or prohibit parking altogether. By allowing parking on both sides of these streets, the area around Washington Avenue will have more of a downtown feel, with activated side streets to complement the dynamic downtown corridor. Additionally, on-street parking could act as the first step towards complete streets.

Though people do value the ability to find parking within sight of their final destination, Endicott presently has an oversupply of surface lots on the blocks surrounding Washington Avenue. Redeveloping portions of these lots into green spaces or new developments would reduce the amount of pavement downtown. Similarly, limiting people's ability to park directly in front of their final destination will require them to park and walk, thereby increasing foot traffic and patronization of locations other than and in addition to their final destination.

The Village should:

- **Retain or reduce its existing supply of parking.**
- **Redevelop portions of surface lots as green spaces or new developments.**
- **Allow on-street parking on east-west cross-streets near Washington Avenue, in accordance with “complete street” ideals.**

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 Washington Avenue with sidewalks, bike lanes, and bus stops would therefore reactivate the corridor, transforming it into a truly main street.



Zoning Requirements

Endicott'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 repurpose existing buildings 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 Endicott 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. Reduced parking requirements will, in turn reduce development costs, which means that future residents and businesses in the downtown may benefit from more affordable rents. Freeing developers from the mandate to devote a large portion of their site to parking will also create more opportunities for open space.

The Village should:

- **Continue to encourage shared parking for nearby destinations with different peak operating hours.**
- **Continue to allow spaces in municipal lots to be counted against the on-site requirements for nearby uses.**
- **Consider cutting existing parking standards in half.**
- **Consider removing parking minimums altogether.**

Consider Reducing Parking Minimums



Multi-family Dwelling (2 and 3 bed):

2 spaces per dwelling unit



reduce

1 space per dwelling unit



General Retail:

4 spaces per 1,000 square feet



reduce

2 spaces per 1,000 square feet



Office:

5 spaces per 1,000 square feet



reduce

2.5 spaces per 1,000 square feet

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.

Residential Considerations

Revitalizing the iDistrict is intended to make the area a choice destination for young professionals to live as well as to cater to the needs of Endicott's aging population. As such, second-floor residential uses are envisioned for the Washington Avenue corridor. As such, it is essential to ensure that new residents have ample parking opportunities – especially in situations where some surface parking has been removed or minimums have been eliminated.

The Village should:

- **Implement a residential parking permit system, allowing residents to park in municipal lots or on-street for long periods of time.**

Case Studies: Residential Parking Permits

Albany, New York. The City of Albany implements a residential parking permit system that enables valid permit holders to park on designated streets for periods exceeding the posted time limit. Permits cost \$20 per year.

Bronxville, New York.

Village residents can purchase permits to park overnight in designated municipal lots. Residents also have the option to purchase a reserved space, rather than first-come, first served.

**3 HOUR
PARKING**

**8AM TO 6PM
Monday To Friday**

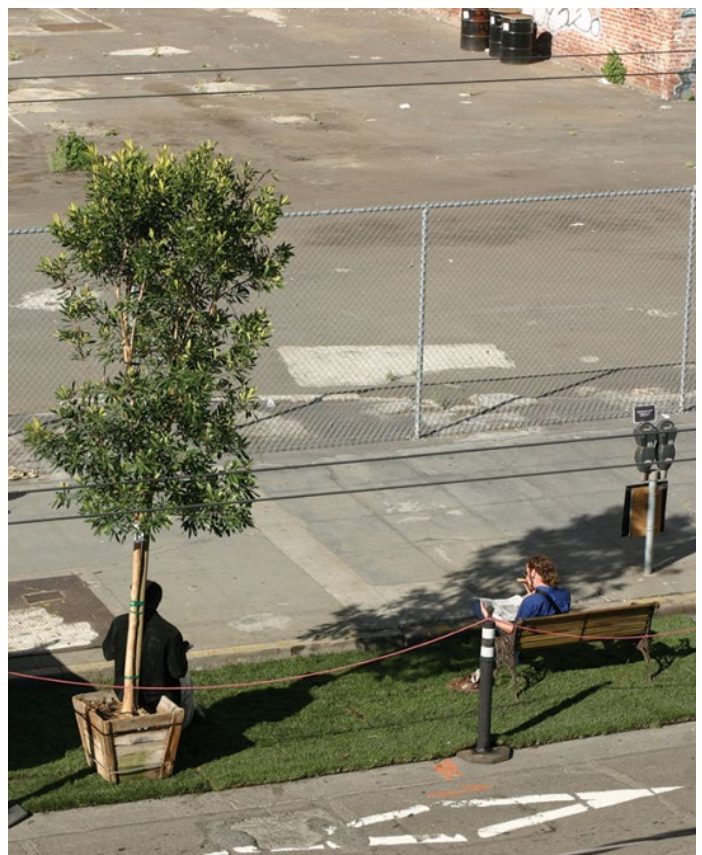
**EXCEPT BY
PERMIT**

Pop-up Parks

The Washington Avenue corridor is a key anchor for the entire iDistrict and its transformation into an attractive, walkable destination is essential to revitalization. In addition to streetscaping, facade improvements, and the creation of a “complete street,” temporary pop-up parks in the on-street spaces along Washington Avenue would create interest and activity throughout the corridor, providing for the kind of innovative creativity included in the iDistrict's vision.

The Village should:

- **Build the temporary use of on-street parking spaces for parks, open space, or seating into its existing regulations.**

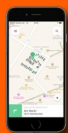


Innovative Technologies

To complement the iDistrict's innovative vision, the Village could consider high-tech approaches to parking management. A variety of mobile applications (apps) and web-based platforms exist to direct drivers to spots and allow them to pay for parking without using meters, while also providing municipalities with real-time data and analytics. These smart parking systems would act as physical manifestations of the iDistrict's vision, providing fresh, modern, and creative amenities for residents and visitors. Other technologies also exist to modernize streetscapes with eco-friendly alternatives for traditional parking facilities and street lights.

Cleverciti Systems Technologies

Cleverciti Systems offers vehicle detection sensors that can be mounted on existing facades or lampposts in order to remotely determine the availability of parking spaces and provide data that can then be integrated into other technologies. For instance, the driver's location can be used by the mobile app to automatically direct him to parking spaces, determine how much he should be charged per hour, and send reminders before his parking session is set to expire. A single sensor is capable of monitoring 100 parking spaces. In addition to the sensor, other components of Cleverciti Systems include:



mobile app directing drivers to spaces and enabling them to pay on their phones



digital parking signs showing availability in real time



parking usage and optimization data

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 iDistrict, the project team conducted a field assessment. Findings from this analysis were used to make recommendations included later in the Revitalization Plan.

Why are Streetscapes Important?

Whether driving, walking, or cycling, residents and visitors experience communities at street-level. 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.

Washington Avenue

Main Street to Broad Street Block

This segment of Washington Avenue is considered a transition zone between Main Street and the compact development north of Broad Street. In this area, building setbacks vary. Existing conditions are as follows:


Lanes.

One lane in each direction. *Fair condition.*


Parking.

On-street parking on both sides.


Cycling.

No bike lane.


Sidewalk.

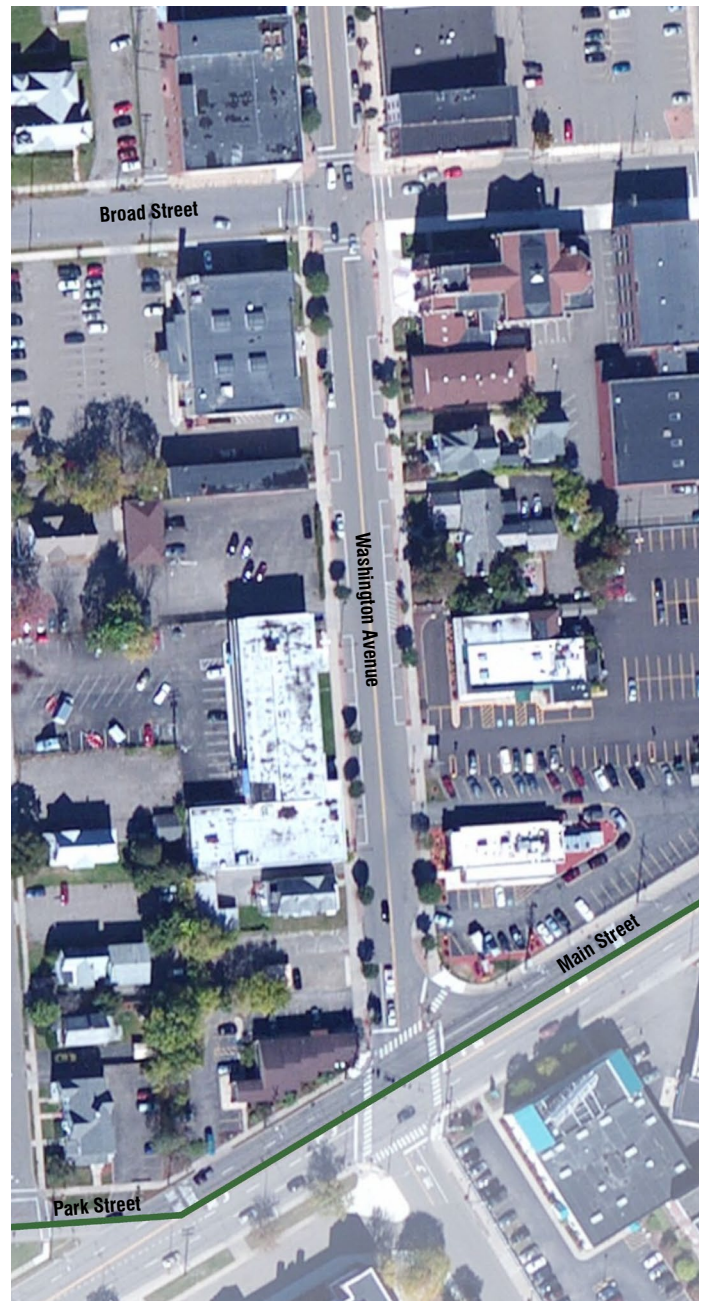
Approximately 8-foot concrete sidewalk on both sides with a brick paver verge and bump-outs at intersections. *Good condition.*


Crosswalks.

Painted crosswalks with brick handicap ramps at intersections.


Amenities.

Verge includes street trees, street lights of varying sizes, parking meters, benches, and trash receptacles. (As of April 2017, many of the street trees were removed due to blight.)



Washington Avenue looking south from Broad Street.

Broad Street to Monroe Street Block

This segment of Washington Avenue is considered a traditional downtown area, with buildings abutting the sidewalk, first-floor retail, and second-floor residential uses. Existing conditions for this segment are as follows:

**Lanes.**

One lane in each direction. *Fair condition.*

**Parking.**

On-street parking on both sides.

**Cycling.**

No bike lane.

**Sidewalk.**

Approximately 8-foot concrete sidewalk on both sides with a brick paver verge and bump-outs at intersections. *Good condition.*

**Crosswalks.**

Painted crosswalks with brick and concrete handicap ramps at intersections and mid-block crossings.

**Amenities.**

Verge includes street trees, street lights of varying sizes, benches, and trash receptacles. (As of April 2017, many of the street trees were removed due to blight.)



Monroe Street to North Street Block

This segment of Washington Avenue is considered a traditional downtown area, with buildings abutting the sidewalk, first-floor retail, and second-floor residential uses. Existing conditions for this segment are as follows:

**Lanes.**

One lane in each direction. *Fair condition.*

**Parking.**

On-street parking on both sides.

**Cycling.**

No bike lane.

**Sidewalk.**

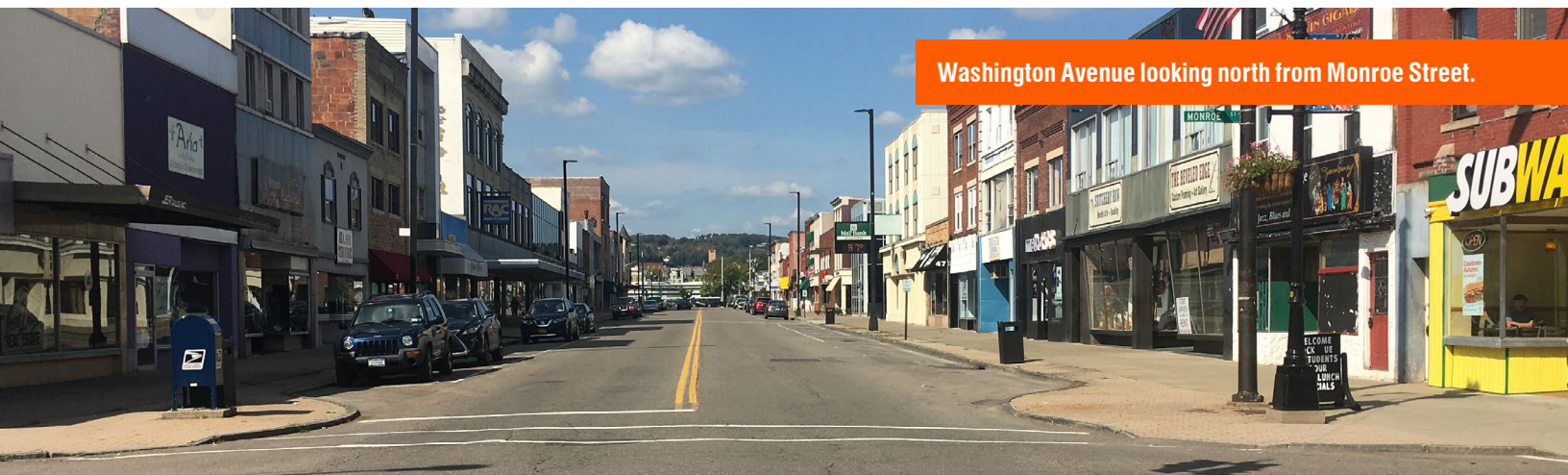
Approximately 8-foot concrete sidewalk on both sides with a brick paver verge and bump-outs at intersections. *Good condition.*

**Crosswalks.**

Painted crosswalks with brick and concrete handicap ramps at intersections and mid-block crossings.

**Amenities.**

Verge includes street trees, street lights of varying sizes, benches, and trash receptacles. (As of April 2017, many of the street trees were removed due to blight.)



Washington Avenue looking north from Monroe Street.

Rear Parking Lots

The parking lots adjacent to the rear facades of the buildings along Washington Avenue represent a significant portion of the land use in the downtown area and offer over 500 municipal parking spaces. Nearly 75% of those patronizing the businesses along Washington Avenue use these rear parking lots and entrances. As such, it is important that these lots are attractive and safe. Existing conditions are as follows:



Lots are underutilized and inefficient.



Lack of lighting.



Perception of lack of safety.



No trees or landscaping.



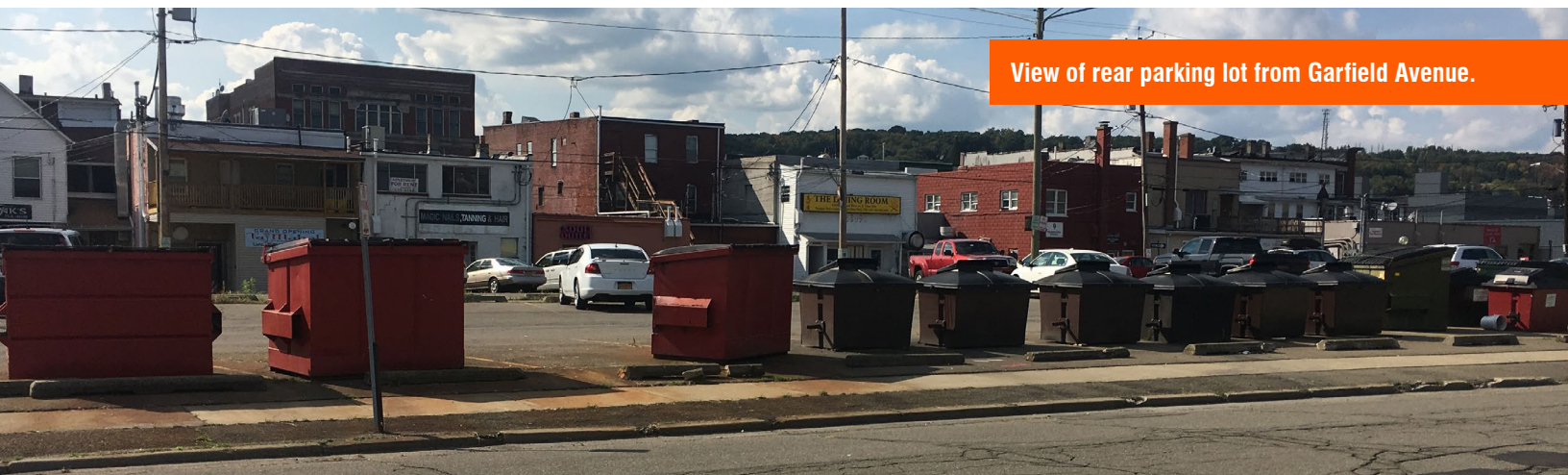
Visible dumpsters.



Unappealing rear building facades.



Rear facades of buildings along Washington Avenue.



View of rear parking lot from Garfield Avenue.

North Street

Washington Avenue to Garfield Avenue Block

This segment of North Street is considered a transition zone from the traditional downtown area of Washington Avenue to the more industrial area across the street. Existing conditions are as follows:

**Lanes.**

Two lanes westbound and one lane eastbound, with painted medians. *Fair condition.*

**Parking.**

On-street parking on the south side.

**Cycling.**

No bike lane.

**Sidewalk.**

Approximately 6-foot concrete sidewalk on both sides with brick and paver details. *Poor to good condition.*

**Crosswalks.**

Painted crosswalks at signalized intersections, with concrete handicap ramps.

**Amenities.**

Verge includes tall street lights, parking meters, and street trees on the north side.

North Street looking east towards Garfield Avenue.



Watson Boulevard

Oak Hill Avenue to Hill Avenue Block

This segment of Watson Boulevard is considered a transition zone from the Little Italy neighborhood to the Huron Campus. Existing conditions are as follows:

**Lanes.**

One lane in each direction. *Fair condition.*

**Parking.**

No on-street parking.

**Cycling.**

No bike lane.

**Sidewalk.**

Approximately 5-foot sidewalk concrete with 4-foot grass or paver verge.

**Crosswalks.**

Painted crosswalks at some locations.

**Amenities.**

Verge includes tall street lights and street trees on the north side.

Watson Boulevard looking east towards Hill Avenue.



Key Findings: Streetscapes

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

Washington Avenue

This street will be the nexus of transformation for the Village, creating a main street along which to live, work, and play. It is currently in need of:

- Bike facilities.
- Better lighting.
- Gateway elements.
- Public art and green space.
- Unifying design elements (banners, signage).
- Safer and more efficient access to parking lots.

Rear Parking Lots

Many of the parking lots adjacent to Washington Avenue are publicly-owned and must therefore reflect a positive and welcoming image of Endicott. Improvements are necessary to reactive the Washington Avenue corridor. These rear parking lots are currently in need of:

- Enclosures for dumpsters.
- Landscaping.
- Better lighting.
- Stormwater or green infrastructure.
- Safer access to Washington Avenue.

How Does the Community Feel?

Feedback at the public meeting focused heavily on streetscape enhancements along Washington Avenue including facade improvements, lighting, street trees, planters, signage, and awnings – all following design guidelines.

North Street

North Street will be a main entrance point or gateway to Washington Avenue and should be particularly inviting. It is currently in need of:

- Bike facilities.
- Better lighting.
- Gateway elements.
- Better crosswalks.
- Unifying design elements (banners, signage, consistent sidewalk verge features).
- Safer access to Washington Avenue.

Watson Boulevard

This street is an important transition from the southern industrial uses to the Little Italy district. A gateway should reflect the shift between these two areas. Watson Boulevard is currently in need of:

- Bike facilities.
- Better lighting.
- Gateway elements.
- Better crosswalks.
- Unifying design elements (banners, signage, consistent sidewalk verge elements).

Streetscape Recommendations

Based on visual field assessments, it was determined that many corridors within the Endicott iDistrict lack adequate streetscaping features and reflect poorly on the Village's overall identity as a hub for innovation and a choice destination for young professionals. As such, key locations for gateway features were identified and important streets within the iDistrict were classified into four typologies, each with different levels of improvement.

Gateways

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



Major
Gateways



Minor
Gateways

Innovative Gateway Designs

All revitalization efforts should parallel the iDistrict's goal to strengthen its status as a hub for innovation and technology. As such, gateway features should be designed with a modern, fresh aesthetic, incorporating both technological and creative, quirky features. Possible gateway designs include:

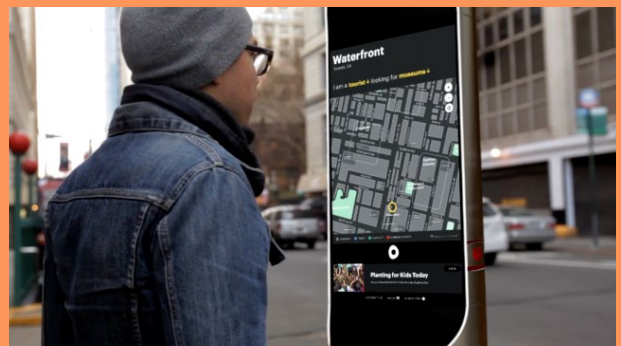
Illuminated gateway signs.



Technology-related public art.



Digital wayfinding signs.



Major Gateways

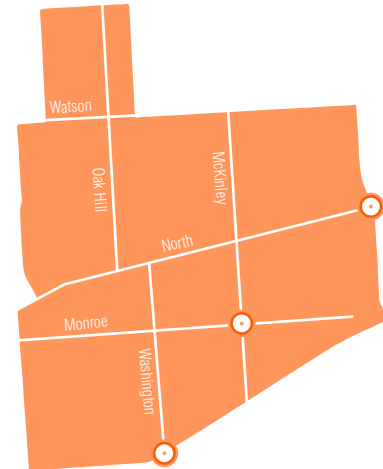
Major gateways are located at entry points into the iDistrict and include the intersections at:

- North Street and Kentucky Avenue.
- Main Street and Washington Avenue.
- McKinley Avenue and Monroe Street.

Major gateways 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 iDistrict and can be utilized to further its innovative vision.

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.**



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.



Example gateway monument sign.

Minor Gateways

Minor gateways are located at entry points into significant corridors or districts within the iDistrict. A gateway into the downtown business district along Washington Avenue was identified at the intersection of:

- North Street and Washington Avenue.

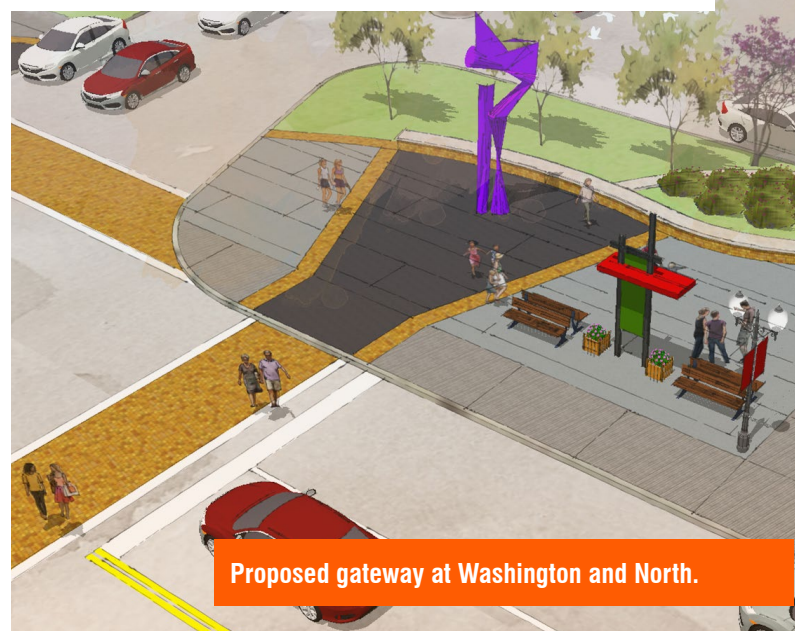
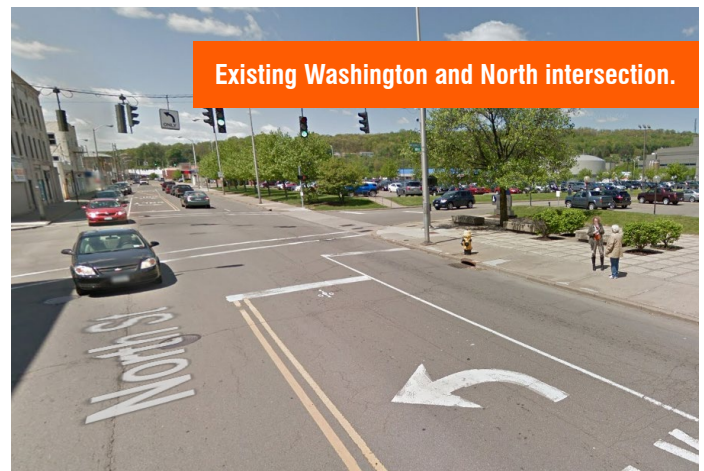
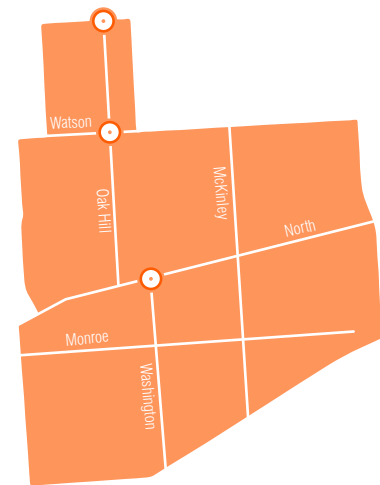
Gateways into the Little Italy district were identified at the intersections of:

- Watson Boulevard and Oak Hill Avenue.
- Jenkins Street and Oak Hill Avenue.

Much like major gateways, minor gateways may be strengthened through the use of enhanced crosswalks, intersection improvements, innovative paving materials, ornamental lighting, light pole banners, landscaping and wayfinding signage. Minor gateway improvements should be coordinated with all other gateway enhancements in order to create a cohesive aesthetic and image throughout the iDistrict, but can also include unique elements to foster a distinct sense of place for each district.

Minor gateway improvements should include:

- **Signage, intersection, and streetscape treatments that are subtler than major gateway improvements, but that still foster a unique identity for the district.**
- **Treatments that are cohesive with the overall image of the iDistrict.**



Streetscape Enhancements

Streetscape enhancements will contribute to the objectives of the iDistrict Revitalization Plan 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 iDistrict, recommendations were only made for the streets most critical to revitalization. Based on the existing conditions analysis, streets were categorized into four streetscape typologies:



Streetscape Typology A.
Corridors.



Streetscape Typology B.
Main Streets.



Streetscape Typology C.
Neighborhood Streets.



Streetscape Typology D.
Alleys.



Legend



Typology A: Corridors



Typology B: Main Streets



Typology C: Neighborhood Streets



Typology D: Alleys



Streetscape Typology A: Corridors

Corridors are the main roadways entering the iDistrict from the rest of the Village of Endicott. After passing through these gateways, the vocabulary of the streetscape will be clearly evident, creating a palpable sense of space. These corridors include:

- North Street
- McKinley Avenue
- Oak Hill Avenue from North to Watson

These corridors will be the first streets to introduce the design aesthetic of the iDistrict to visitors, meaning that corridor features should be integrated throughout the rest of the district to create a cohesive experience.

Corridor improvements should 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.**



Material Considerations

To achieve the modern aesthetic associated with innovation and technology, the Village should encourage the use of materials such as metal, steel, wood, and glass. Combined with other, more traditional materials such as brick and concrete, these materials will pay homage to the iDistrict's industrial past while also projecting its future as a hub for high-tech businesses.



Existing North Street building facades.



Facade and streetscape improvements along North Street.

Streetscape Typology B: Main Streets

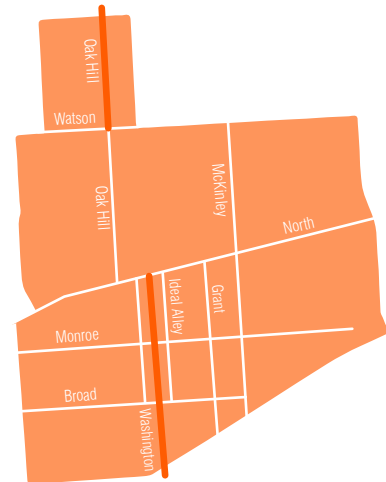
Main streets were identified for the two, major districts within the iDistrict:

- Oak Hill Avenue between Watson Boulevard and Jenkins Street in the Little Italy district
- Washington Avenue in the business district

Typology B includes many of the same improvements as Typology A, with the addition of in-ground and raised planters, pedestrian wayfinding, and the potential for public art installations. These improvements are intended to create a vibrant street life that will attract residents, workers, and visitors to these main streets for various dining, shopping, and entertainment options. Washington Avenue, in particular is envisioned to have thriving first-floor niche businesses, with a variety of mixed-income residences, in addition to diverse cultural venues and public spaces – all of which are supported by attractive, safe, and inviting streetscapes.

Main street improvements should include:

- **Crosswalk and intersection treatments, pedestrian wayfinding, street trees and planters, art installations, ornamental lighting, facade improvements, and site furnishings such as benches, bike racks, and trash receptacles.**



Streetscape Typology C: Neighborhood Streets

Neighborhood streets are predominantly residential in nature including:

- Monroe Street
- Broad Street
- Grant Avenue

The goal of neighborhood street improvements is to create a walkable and aesthetically pleasing environment which enhances quality of life for existing residents and attracts new residents to the iDistrict.

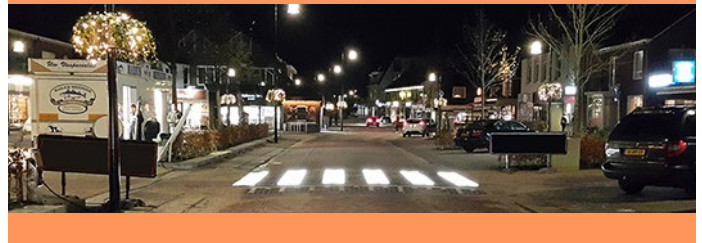
Neighborhood street improvements should include:

- **Subtle crosswalk treatments and sidewalk improvements or replacements.**
- **Street trees where feasible.**



Innovative Crosswalk Features

Some crosswalks can be illuminated either continuously or when pedestrians cross. These crosswalks increase safety by drawing drivers' attention to the crossing, especially at night.



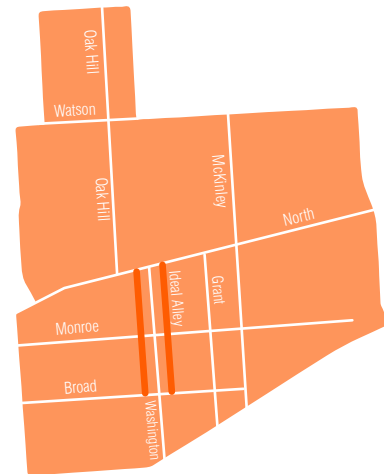
Existing North and Grant intersection.



Crosswalks treatments at Grant Avenue.

Streetscape Typology D: Alleys

Two alleys are located behind the buildings on either side of Washington Avenue. These alleys provide rear access to the buildings and are used by motorists entering the adjacent parking lots. Improvements to these alleys are intended to create a safe environment for pedestrians and vehicles while also fostering a functional space for daily business activities to occur. Improvements should also consider the flexibility of the space, enabling the alleys to be temporarily closed to vehicular traffic in order to host festivals or other events.



Alley improvements should include:

- **Aesthetically pleasing landscaping and pavement treatments.**
- **Updated rear facades.**
- **Pedestrian access between the parking lot and rear entrances.**

Temporary Street Transformations

Cities across the state and the country temporarily close streets to vehicular traffic in order to allow for events such as farmers markets, festivals, and block parties. Opening streets to pedestrians supports physical activity, encourages social interaction, strengthens communities, and can foster the development of a unique reputation and identity. For instance, Fairport, New York's annual "Canal Days" festival – which closes the Village's Main Street – makes the Village a destination for artisans, musicians, vendors, and visitors.



Existing conditions along Ideal Alley.



Streetscape improvements along Ideal Alley.

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.

A misconception exists that traffic signals always make intersections safer. In reality, unwarranted traffic signals can adversely affect safety for motorists, pedestrians, and cyclists. For instance, too many signals in a small area or too many signals in an area with insignificant traffic can cause excessive delays, leading drivers to become impatient and increasing the chances of improper driving maneuvers, collisions, and congestion. Compared to traffic signals, two- and four-way stops – especially those with raised crossings, noticeable lighting, and other pedestrian enhancements – slow vehicular traffic and make crossings for pedestrians and cyclists more comfortable and accessible.

BMTS (Binghamton Metropolitan Transportation Study) recently concluded that traffic volumes permit the removal of signals at various locations throughout the iDistrict. Along Washington Avenue, the signals at Monroe and Broad Streets can be removed and replaced with pedestrian enhancements. The removal of these signals is integral to the creation of a downtown feel, encouraging walkability and discouraging dangerous driving.



Intersection improvements should include:

- **Noticeable, speed-reducing crossings.**
- **Two- and four-way stops where feasible.**

Streetscape Design Elements

Modern, Fresh



Traditional



Modern, Fresh



Traditional



Modern, Fresh



Traditional



Modern, Fresh



Traditional



Modern, Fresh



Traditional





MASTER PLAN

Introduction

The Endicott iDistrict Master Plan includes recommended development and capital projects specifically designed to achieve the iDistrict's vision and goals. This plan was informed by the previous demographic, housing, parking, and streetscape analyses, and was also created with the guidance of the Steering Committee and with consideration for public feedback. In order to successfully implement the master plan, the Village will need to leverage existing partnerships and implement strategic policy changes, as described below.

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 Endicott iDistrict 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. The Village 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 to engender the greatest possible regional impact from the iDistrict's revitalization. The Village will also need to involve the Broome County Industrial Development Agency and the Huron Campus in promoting the advantages of and attracting businesses and developers to the iDistrict. The Downtown Endicott Business Association and the Avenue Revitalization Committee will also be integral partners in bringing businesses to and reactivating the Washington Avenue corridor. For projects that require the redevelopment or alteration of privately-owned parcels, the Village will need to discuss the possibility of acquisition or work together with the property owner to implement the Master Plan vision.

Changing Policies

Some of the following projects require changes to existing policies in order to realize the vision set forth in the master plan. The Endicott Forging site, for instance, would need to be rezoned in order to facilitate commercial or residential uses, thereby warranting a review of existing codes and the creation of a future land use plan. Parking recommendations, like reducing minimum parking standards, would also require alterations to the existing code. The Village might also want to work toward a "complete street" designation, which would entail the adoption of certain design principles. Aside from minor modifications to the zoning code, the Village should seek both public and private funding sources that can be utilized to implement the projects identified in the master plan as well as other advanced technologies.

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.

What is a Future Land Use Plan?

The purpose of a future land use plan is to identify how, in an ideal situation, lands within the Village of Endicott would be used in the near-future. A future land use plan is intended to:

- visually represent the desired land use
- identify where specific development patterns and types are most appropriate
- convey an overall vision for the future

While zoning and land use regulations are tied to specific parcels of land, a future land use plan is intentionally kept undefined as it is a general expression of the land use vision. A future land use plan would serve as the basis for the Village to update its zoning code, but the refinement of district boundaries, identification of specific permitted uses, and the accompanying regulations would be a function of a zoning code update.

Master Plan

Identified projects are intended to support three, distinct initiatives:



Welcoming Places.



Redevelopment and Rehab.



Gathering Spaces and Connections.



Legend

- 1** Gateways
- 2** Streetscape Improvements
- 3** Building and Site Design Improvements
- 4** Parking Lot Improvements (landscape, screening, green infrastructure)
- 5** Huron Campus (support business attraction and industrial revitalization)
- 6** Endicott Forging Site Mixed-Use Redevelopment
- 7** Roosevelt Avenue and Monroe Street Mixed-Use Redevelopment
- 8** North Street at Adams Avenue Mixed-Use Redevelopment
- 9** Main Street Mixed-Use Redevelopment
- 10** North Street Building Rehabilitation
- 11** Residential Neighborhood and Housing Stock Rehabilitation
- 12** Endicott Inn Redevelopment
- 13** Washington Avenue Gathering Space and Pedestrian Connections
- 14** Endicott Forging Open Space (landscaping, amenities, gateway)
- 15** George F. Johnson Park Beautification and Enhancements
- 16** Washington Avenue and Main Street Trail Connection
- 17** Little Italy Public Market

Welcoming Places

Welcoming places create an atmosphere that is inviting and exciting, critical to attracting new businesses, residents, visitors, and investment to the iDistrict.

1-2 Gateways and Streetscape Enhancements

The perception of the iDistrict can be influenced by the activities and visual quality of the streetscape environment. The recommendations included in the previous *Streetscape Analysis and Recommendations* section identify innovative, inviting, safe, and durable improvements to gateways and streetscapes throughout the iDistrict. These improvements are intended to enhance and reflect the identity of the iDistrict, to guide people to and through the iDistrict, and to foster walkable, activated environments.



3 Building and Site Design Improvements

To ensure that the iDistrict maintains a unique and cohesive image and brand, design guidelines were prepared for the Washington Avenue corridor (Appendix C). These guidelines educate the community and potential developers about the value of the iDistrict's historic architecture, implement standards to ensure desired character, identify methods to adaptively reuse old structures, and provide standards to control the physical and aesthetic development of the built environment. Design guidelines do not prevent change but rather manage and guide it, ensuring a certain character and creating a recognizable sense of place for the iDistrict.

Sample design guidelines.



4 Parking Lot Improvements

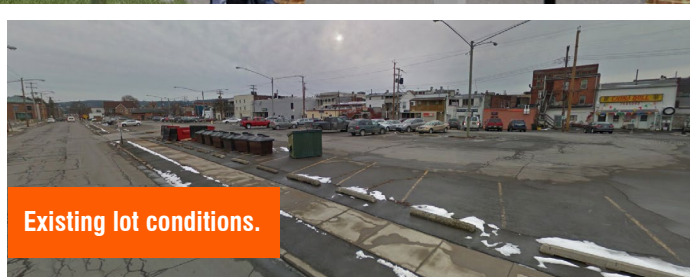
The availability of safe, accessible parking in conjunction with the removal of excess pavement is key to the success of the Revitalization Plan. Though overlooked, parking lots are important public spaces that provide access to businesses and, when programmed correctly, can provide opportunities for green space and stormwater management.

Some or all of the following improvements should be implemented in existing lots based on their current level of need:

- restriping
- landscaped screening buffers
- green infrastructure elements (i.e., permeable pavement, bioswales, rain gardens, planter boxes, vegetated islands)
- lighting
- innovative technologies

What is Green Infrastructure?

Green infrastructure elements absorb and filter stormwater runoff, preventing it from flowing into the sewer system. These features restore some of the natural processes required to manage water and create healthier urban environments. By minimizing runoff from impervious surfaces, green infrastructure can alleviate persistent flooding issues, especially in parking lots. Integrating green spaces into parking lots also helps break up the pavement area, thereby mitigating the heat island effect.



Redevelopment and Rehab

Revitalizing vacant and underutilized properties is imperative to attracting new development and investment in downtown Endicott. Eliminating blight, reducing vacancy, infilling properties, and mitigating contamination are essential components to improving livability. Downtown should strive to be human-scale, with transparent, inviting facades and flexible, mixed-use buildings and open spaces.

5 Huron Campus: Support Business Attraction and Industrial Revitalization

The Huron Campus has approximately 2.8 million square feet of rentable space and presently hosts over 20 companies including IBM, BAE Systems, Xerox, and i3 Technologies. Over the past several years, federal and state investment have recruited new businesses and expanded opportunities at the Huron Campus. To capitalize on the significant potential of the Huron Campus, strategies should be developed for:

- marketing the Huron Campus as an attractive destination for business relocation and expansion;
- cultivating entrepreneurial opportunities;
- supporting partnerships for the commercialization of emerging technologies;
- leveraging the area's existing capacity in advanced manufacturing; and
- capitalizing on public-private collaborations.

History of the Huron Campus

Endicott is the birthplace of the International Business Machines Corporation, whose factory complex was centered at North Street and McKinley Avenue. IBM's manufacturing business expanded rapidly in the early 1940s and continued to grow until employment in the area peaked at 16,000 in the mid-1980s. As manufacturing operations moved overseas, IBM sold the site to local investors and now leases space in the re-branded Huron Campus to house its remaining workers. Other companies operate out of the campus as well, which now houses 4,000 total employees. The iDistrict's revitalization is intended to attract more companies and investment to the campus, and transform it into an important gateway to downtown.



Gateway and gathering space at the Washington Avenue entrance to the Huron Campus.

6 Endicott Forging: Mixed-Use Redevelopment

The Endicott Forging site is a vacant, underutilized brownfield property at the corner of North Street and Hayes Avenue, one of the major gateways to the Endicott iDistrict.

The master plan includes four potential options for the site, with a variety of uses and levels of redevelopment. Some options include redevelopment on the entire block between McKinley and Hayes Avenues, as this area was of interest to the Steering Committee and the public during the planning process. For Options 1 through 3, the OBG building complex next to the Endicott Forging site would require significant demolition and expenditure, as well as possible remediation.

What is a Brownfield?

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. Remediation of existing brownfields can remove barriers to redevelopment, and can encourage investment at these sites.

Endicott Forging Brownfield Remediation

The former owners of the Endicott Forging site left it abandoned and contaminated with pollutants. To prepare for future development, the site was cleaned and rehabilitated with \$800,000 in funding provided as part of the State's Restore NY Communities Initiative. This grant, with an additional \$50,000 contribution from the Broome County Brownfield Cleanup Program, enabled the Village to clear the Endicott Forging site of its aging, dilapidated buildings. Such a project epitomizes how state and private dollars can be leveraged to revitalize distressed areas and catalyze economic growth. Now cleared of structures and remediated, this site is a prime location for development.



Abandoned Endicott Forging buildings.

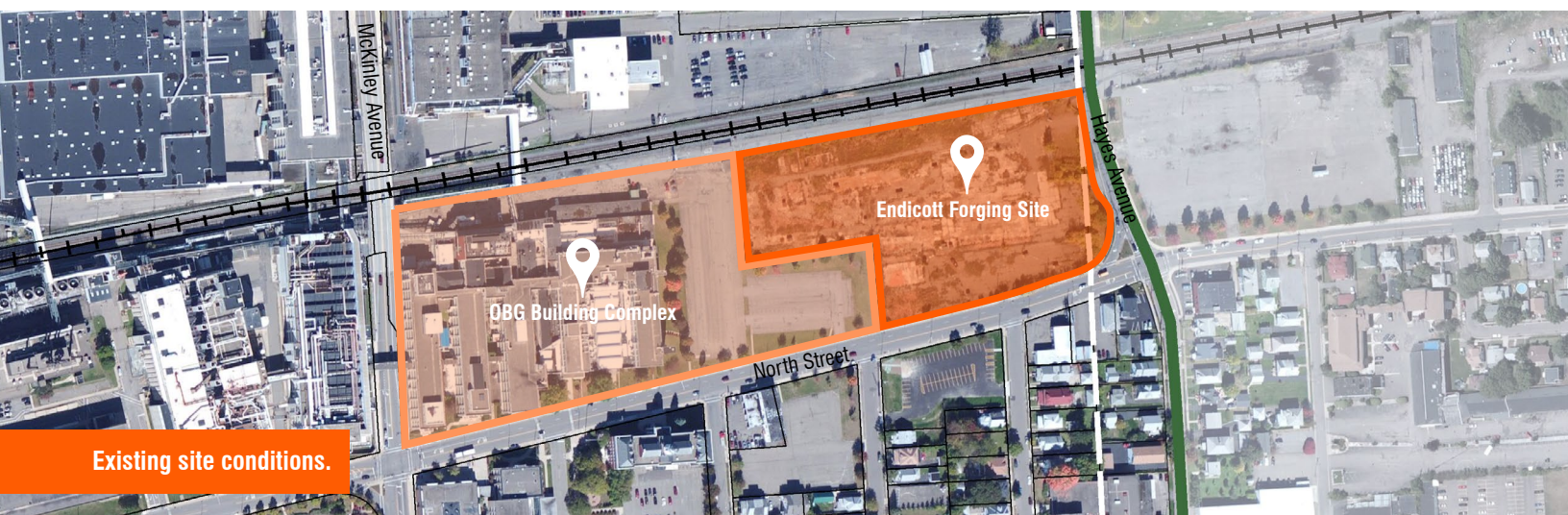
Option 1

Option 1 depicts redevelopment for the entire block from McKinley to Hayes and from North to the railroad tracks. This option includes a mixed-use development scenario with possibilities for hotel, retail, and office space. A large portion of the eastern side of the site is shown as a potential open space with trails, landscaping, and a green infrastructure pond area to aid the retention of storm water runoff.



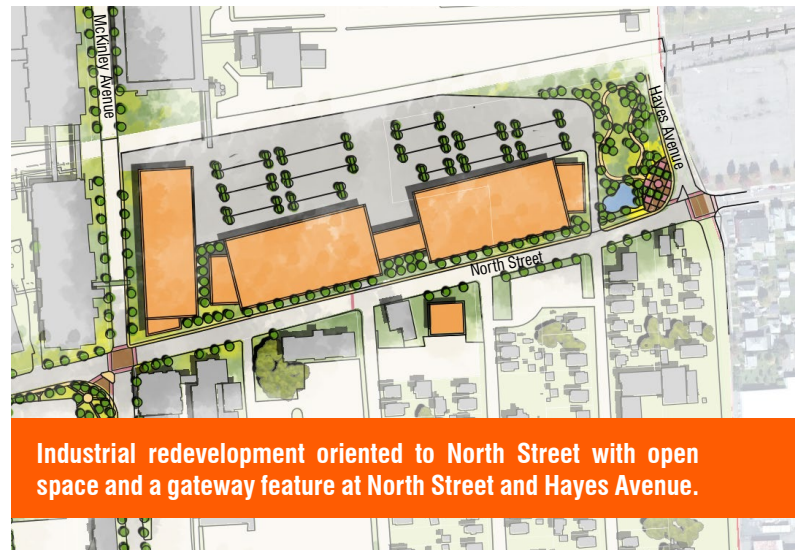
Option 2

Option 2 is similar to Option 1 in that it depicts mixed-use redevelopment for the entire block. However, this option orients the buildings to parallel North Street, creating a strong street front presence. Option 2 also includes more building development with less open space. In addition to trails, landscaping, and a pond, this open space includes a formal plaza at the corner of North Street and Hayes Avenue. The plaza is envisioned to host public art installations which will enhance this gateway into the iDistrict.



Option 3

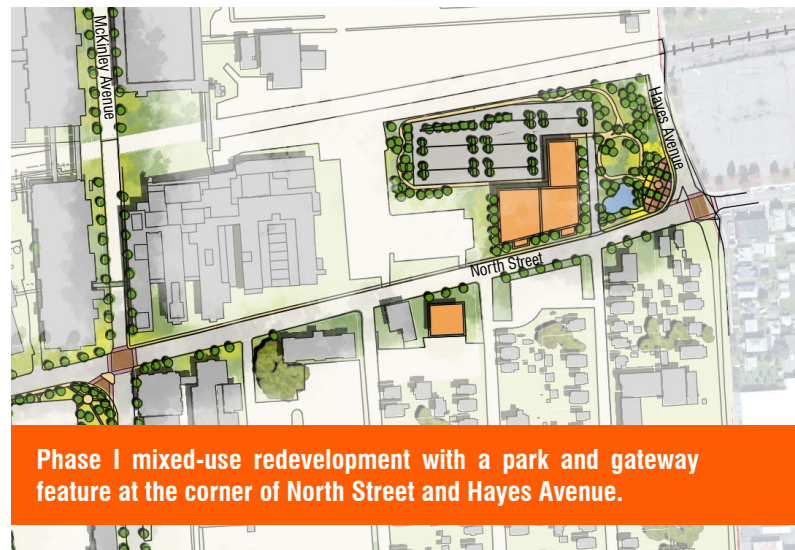
Option 3 depicts an industrial redevelopment for the entire block, with buildings oriented parallel to the North Street and rear parking lots and service areas. The open space in Option 3 is similar in size and amenities to that described in Option 2, and is envisioned as an outdoor space for employees working in the adjacent building and throughout the Huron Campus.



Industrial redevelopment oriented to North Street with open space and a gateway feature at North Street and Hayes Avenue.

Option 4

Option 4 depicts a phased approach to mixed-use development, with said development being constrained solely to the Endicott Forging site rather than the entire block. This option depicts street-oriented buildings, a small open space with trails and a retention pond, and a formalized plaza at the corner of North Street and Hayes Avenue. Because this project includes development only on the Endicott Forging site, it could be advanced quicker than Options 1 through 3.



Phase I mixed-use redevelopment with a park and gateway feature at the corner of North Street and Hayes Avenue.



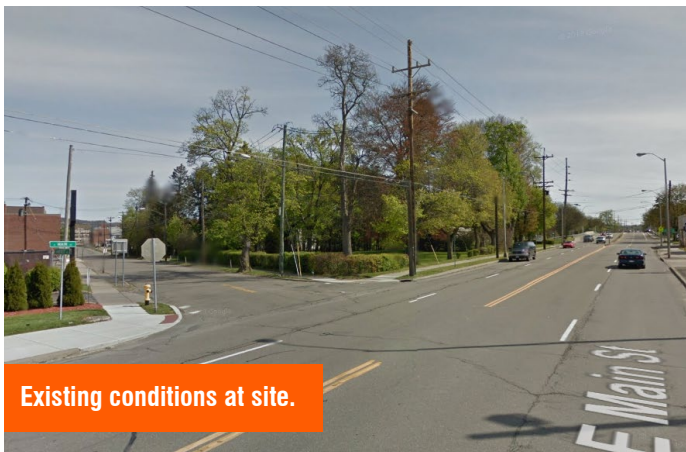
Former site.



Present Endicott Forging site.

7-9 Mixed-Use Redevelopment

Through the master planning process, several vacant or underutilized sites were identified for potential mixed-use redevelopment. Redevelopment will include some combination of retail, office, and residential space, providing opportunities to attract niche businesses and additional residential units – especially those targeted and young professionals and the aging population. Mixed-use redevelopment is targeted at the following sites: Roosevelt Avenue at Monroe Street, North Street at Adams Street, and Main Street between Garfield Avenue and Grant Avenue.



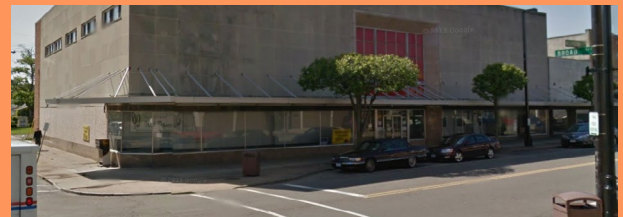
Existing conditions at site.



Proposed mixed-use development along Main Street.

Coming Soon: Downtown Cider Mill Playhouse

Cider Mill Playhouse, one of the region's preeminent theater companies, plans on expanding and relocating to downtown Endicott. The theater intends on redeveloping and renovating the building on the northwest corner of Washington Avenue and Broad Street to create a large performance space with ancillary set storage areas. Redeveloping this visible and prominent location along Washington Avenue will generate interest in the area and will complement the Endicott Performing Arts Center at the other end of the block, thereby creating a "theater district."



What is a Mixed-Use Development?

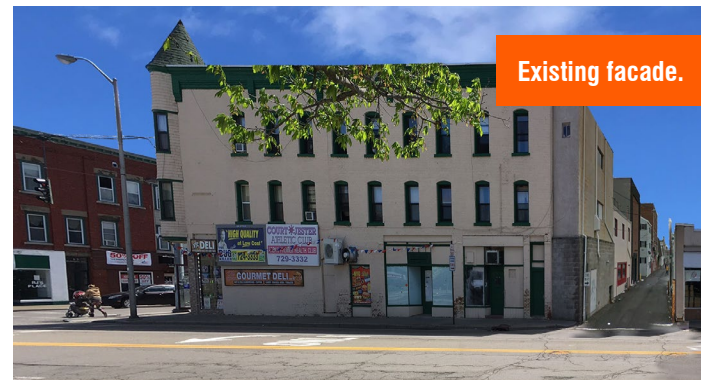
Mixed-use developments physically and functionally integrate residential, commercial, office, cultural, institutional, or industrial uses into a single building, property, or parcel. Oftentimes, mixed-use developments include first-floor retail, dining, or entertainment options with upper-floor residential 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. The style of community created by these developments is of particular interest to young people and seniors.

10 North Street Building Rehabilitation

The building on the corner of North Street and Washington Avenue, which currently houses a sandwich shop and other vacant storefronts, is in need of rehabilitation to strengthen its street presence. Such rehabilitation would include improvements to the building facade with emphasis on new window and door treatments for the first-floor storefronts. Improvements to this prominent building will create a refreshed feel at this gateway to Washington Avenue, potentially drawing employees from the nearby Huron Campus and encouraging through-motorists to stop in downtown Endicott.

11 Residential Neighborhoods: Rehabilitation of Existing Housing Stock

The rehabilitation of existing housing stock in residential neighborhoods is integral to providing new and varied housing options. As stated in the housing analysis, existing stock should be retrofitted to provide mixed-income 1 to 2 person apartments, thereby capturing the needs of a greater portion of the regional population. Additional housing options will attract both young professionals and seniors by creating a community in which they can live, work, and play.



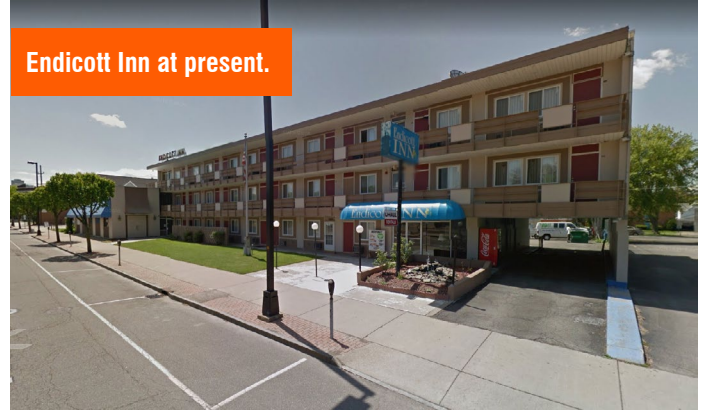
Existing facade.



Facade improvements at North Street and Washington Avenue.

12 Endicott Inn Redevelopment

The Endicott Inn was identified in the master plan as an integral site for redevelopment. This project includes upgrading the building and facade with modern materials and design features to create a state-of-the-art hotel and accompanying restaurant facility.



How does the Community Feel?

Multiple participants at the public meeting noted the need for a hotel, specifically a first-rate hotel, in downtown Endicott. Hotels are important for tourism, as they influence visitors' first impressions of a new place. Run down, outdated hotels do not project the same image that the Village envisions. High-end hotels are also important to business travelers, a subset of visitors which may increase substantially as new industries populate the iDistrict.



Gathering Spaces and Connections

Gathering spaces and connections are important elements of the public realm, encouraging social activities and walkability. Such features are important to a community's vitality and livability. Once implemented, the master plan will enhance existing park facilities, encourage public art, provide space for events and festival activities, and create connections to Washington Avenue and existing trails.

13 Washington Avenue: Gathering Space and Pedestrian Connections

On the east side of the 100 block of Washington Avenue exists a small parking lot where a building once stood. The master plan envisions turning this parking lot into a small park with gathering space and focal feature elements such as water fountains and public art. Landscaping will include trees and shrubs as well as benches, bike racks, and decorative fencing. The park will provide a comfortable, safe, and accessible pedestrian connection between Washington Avenue and the nearby public parking lots while also providing an intimate setting for public art and small downtown events.



Proposed Washington Avenue park.

14 Endicott Forging Open Space

As previously described in *Project 6*, the potential redevelopment of the Endicott Forging site should incorporate open space at the corner of North Street and Hayes Avenue. Open space would enhance this primary gateway into the Endicott iDistrict. Depending on the chosen alternative for the Endicott Forging site, this open space could also be complemented by a small, formalized plaza.



Existing parking lot.

15 George F. Johnson Park

Currently, George F. Johnson Park contains several ballfields, pools, and park amenities. The master plan calls for the enhancement of these existing facilities to create diverse and welcoming recreational opportunities. Potential improvements include upgrading existing ballfields, refurbishing or replacing park equipment, enhancing lighting, implementing wayfinding and park signage, and upgrading parking lots.

16 Washington and Main Trail Connection

As part of the intersection treatments at the corner of Main Street and Washington Avenue, the master plan envisions pedestrian and bicycle accommodations along with wayfinding signage to guide people to and from Washington Avenue and the Chugnut Riverwalk along the Susquehanna River. This connection will link neighborhoods and institutions like Union-Endicott High School to Washington Avenue and the riverfront. This trail may also link with the proposed bike lanes along Washington Avenue.

Who is George F. Johnson?

George F. Johnson co-owned Endicott-Johnson Co., a shoe factory, with Henry B. Endicott, for whom the Village of Endicott is named. Nearby Johnson City is named in honor of George F. Johnson. The park also pays homage to Johnson, who made a point to offer his employees a wide range of benefits, including parks, swimming pools, and carousels — one of which still operates at the park today.



The Chugnut Riverwalk

Presently, the Chugnut Riverwalk is a 0.7 mile recreational trail fronting the Susquehanna River, directly south of the iDistrict, that begins under the McKinley Avenue Bridge and ends at Bridge Street. Future plans for the Riverwalk extend the trail to other facilities such as Round Top Park, Grippen Park, En-Joie Golf Course, and the Tri-Cities Airport. Connecting the Riverwalk to Washington Avenue would provide an important link between the riverfront and downtown.



Trail along the Susquehanna River near UEHS.

17 Little Italy Public Market

At the intersection of Oak Hill Avenue and Watson Boulevard, the master plan proposes a public market. This project was previously identified as part of the *Oak Hill Improvement District: "Little Italy" Neighborhood Design Study and Plan*. The public market will be designed to reflect the feel and aesthetic of old world Italy, creating another culturally-identifiable destination in the Little Italy district. In addition, the public market will enhance connectivity to the George F. Johnson Park, improve walkability to and from the Huron Campus, and further the transition away from the industrial uses south of Watson Boulevard.

Existing streetscape.



The Importance of Public Markets

The most successful downtown districts have multiple functions, creating a diverse area that draws people for many different reasons. Public markets are essentially gathering spaces, bringing people together to buy and sell food and goods. Public markets can also grow the local economy and encourage community involvement.



Streetscape enhancements in the Little Italy district.

Rendering of Washington Avenue improvements.



IMPLEMENTATION PLAN

Introduction

In order for the projects proposed in this Revitalization Plan 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 Plan, 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 iDistrict 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 Endicott 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 Endicott iDistrict Revitalization Plan 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 Endicott iDistrict Revitalization Plan 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 multi-story mixed use structures. These projects have several components which may be eligible for funding via the CFA process.

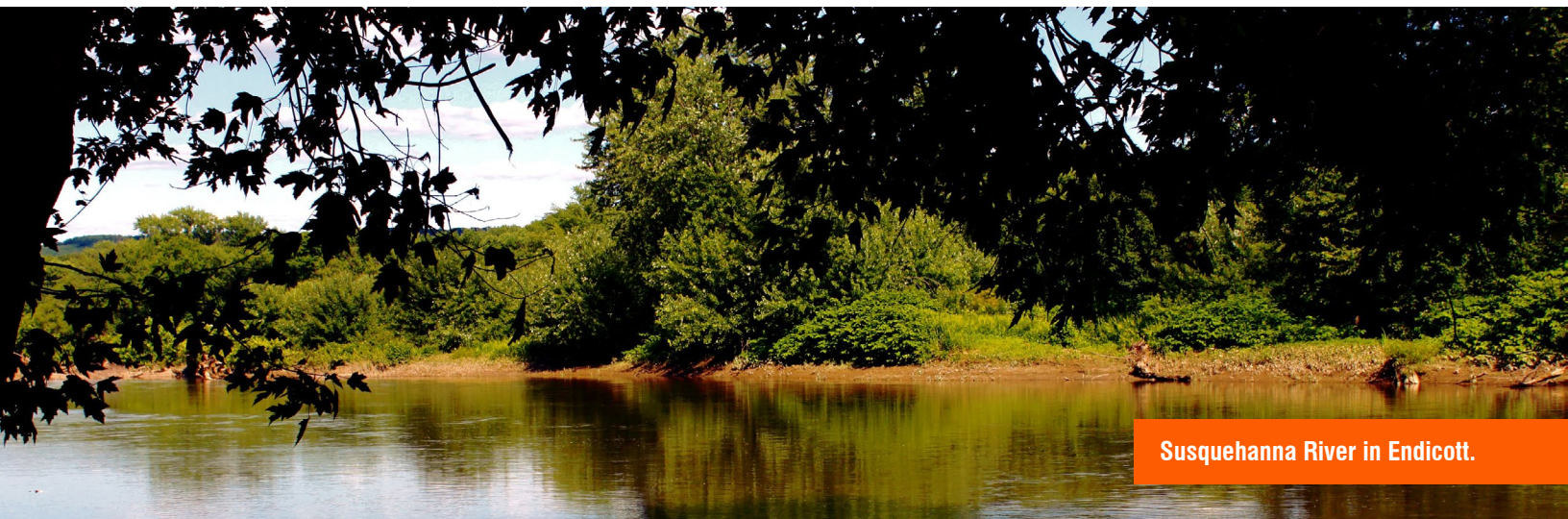
For 2016 and 2017, the Governor's Office announced a pool of funding from several sources, such as the Environmental Protection Fund (EPF), the Environmental Facilities Corporation (EFC), and the New York State Energy Research and Development Authority (NYSERDA), among others. Funding availability is 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.



Susquehanna River in Endicott.

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 off-road 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, multiuse 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.



Green infrastructure median.

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	\$ 5,000.00	GIGP, OPRHP, TAP	0 to 5	These estimates reflect the average cost per individual gateway. Since the master plan calls for 3 major gateways, total costs would increase to \$3,345,000.
		Design and Engineering	\$ 256,000.00			
		Construction	\$ 854,000.00			
1B	(1) Minor Gateways	Traffic Study	\$ 5,000.00	GIGP, OPRHP, TAP	0 to 5	These estimates reflect the average cost per individual gateway. Since the master plan calls for 3 minor gateways, total costs would increase to \$2,491,500.
		Design and Engineering	\$ 190,500.00			
		Construction	\$ 635,000.00			
2A	Streetscape Typology A: North Street	Design	\$ 760,000.00	GIGP, OPRHP, TAP	3 to 5	N/A
		Engineering	\$ 760,000.00			
		Construction	\$ 6,080,000.00			
2A	Streetscape Typology A: McKinley Avenue	Design	\$ 680,000.00	GIGP, OPRHP, TAP	3 to 5	N/A
		Engineering	\$ 680,000.00			
		Construction	\$ 5,440,000.00			
2A	Streetscape Typology A: Oak Hill Avenue (Watson to North)	Design	\$ 350,000.00	GIGP, OPRHP, TAP	3 to 5	N/A
		Engineering	\$ 350,000.00			
		Construction	\$ 2,800,000.00			
2B	Streetscape Typology B: Washington Avenue	Design	\$ 500,000.00	GIGP, OPRHP, TAP	1 to 3	N/A
		Engineering	\$ 500,000.00			
		Construction	\$ 4,000,000.00			
2B	Streetscape Typology B: Oak Hill Avenue (Jenkins to Watson)	Design	\$ 290,000.00	GIGP, OPRHP, TAP	3 to 5	N/A
		Engineering	\$ 290,000.00			
		Construction	\$ 2,320,000.00			
2C	Streetscape Typology C: Grant Avenue	Design	\$ 192,500.00	GIGP, OPRHP, TAP	3 to 5	N/A
		Engineering	\$ 192,500.00			
		Construction	\$ 1,540,000.00			
2C	Streetscape Typology C: Monroe Street	Design	\$ 391,300.00	GIGP, OPRHP, TAP	3 to 5	N/A
		Engineering	\$ 391,300.00			
		Construction	\$ 3,130,400.00			
2C	Streetscape Typology C: Broad Street	Design	\$ 223,600.00	GIGP, OPRHP, TAP	1 to 3	N/A
		Engineering	\$ 223,600.00			
		Construction	\$ 1,788,800.00			
2D	Streetscape Typology D: Alleys	Design	\$ 210,000.00	GIGP, OPRHP, TAP	2 to 4	N/A
		Engineering	\$ 210,000.00			
		Construction	\$ 1,680,000.00			
3	Design Guidelines	N/A	N/A	N/A	N/A	The design guidelines were completed as part of the master planning process, and need to be adopted by the Village.
4	Parking Lot Improvements	Traffic Study	\$ 5,000.00	GIGP, Private Investment	0 to 5	These estimates consider parking lot improvements for all lots included in the Parking Study Area.
		Design	\$ 776,000.00			
		Engineering	\$ 776,000.00			
		Construction	\$ 6,208,000.00			

#	Name	Phase	Anticipated Costs (all costs shown in 2017 dollars)	Potential Funding Resource	Time Frame in Years	Notes
5	Huron Campus: Business Attraction and Revitalization	N/A	TBD	N/A	ongoing	This project requires the Village to leverage its existing partnerships with the Huron Campus, the Broome County IDA, and the Downtown Endicott Business Association in order to attract businesses to the campus.
6	Endicott Forging: Mixed-Use Redevelopment	Phase 1 ESA	\$ 4,000.00	TBD	1 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. Costs for design and construction will vary based on the selected redevelopment option.
		Design	TBD			
		Construction	TBD			
7	Roosevelt and Monroe: Mixed-Use Redevelopment	Phase 1 ESA	\$ 4,000.00	TBD	4+	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.
		Design	TBD			
		Construction	TBD			
8	North Street at Adams: Mixed-Use Redevelopment	Phase 1 ESA	\$ 4,000.00	TBD	4+	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.
		Design	TBD			
		Construction	TBD			
9	Main Street: Mixed-Use Redevelopment	Phase 1 ESA	\$ 4,000.00	TBD	5 to 10	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.
		Design	TBD			
		Construction	TBD			
10	North Street Building Rehabilitation	Structural Analysis	\$ 5,000.00	TBD	5 to 10	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.
		Design	TBD			
		Construction	TBD			
11	Residential Neighborhood Stabilization	N/A	TBD	N/A	ongoing	This project should include strategies targeted at encouraging small-scale residential infill, exploring alternative uses for vacant lots, expanding existing code enforcement activities to improve property and building maintenance, pursuing strategic land acquisition, attracting housing developers, and securing investment and funding.
12	Endicott Inn Redevelopment	Structural Analysis	\$ 5,000.00	TBD	3 to 6	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.
		Design	TBD			
		Construction	TBD			
13	Washington Avenue: Gathering Space and Pedestrian Connections	Design	\$ 150,000.00	GIGP, OPRHP	1 to 2	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.
		Engineering	\$ 150,000.00			
		Construction	\$ 1,200,000.00			
14	Endicott Forging Open Space and Gateway	Phase 1 ESA	\$ 4,000.00	GIGP, OPRHP	1 to 3	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.
		Design	\$ 500,000.00			
		Engineering	\$ 500,000.00			
		Construction	\$ 4,500,000.00			
15	George Johnson Park Enhancements	Design	\$ 500,000.00	GIGP, OPRHP	2 to 4	N/A
		Engineering	\$ 500,000.00			
		Construction	\$ 4,500,000.00			
16	Washington and Main Trail Connection	Traffic Study	\$ 5,000.00	GIGP, OPRHP, TAP	3 to 5	N/A
		Design	\$ 10,000.00			
		Engineering	\$ 10,000.00			
		Construction	\$ 80,000.00			
17	Little Italy Public Market	Market Analysis	\$ 5,000.00	GIGP, OPRHP	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.
		Design	TBD			
		Construction	TBD			

Next Steps

Moving forward, successful implementation of the Endicott iDistrict Revitalization Plan 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 Endicott by improving its physical appearance and identity, spurring economic development and investment, attracting businesses, residents, and visitors, and improving quality of life.

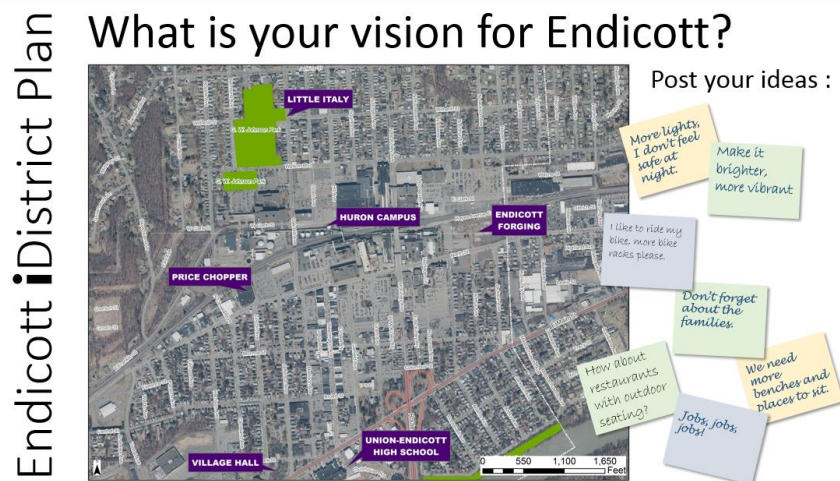
APPENDIX A: PUBLIC WORKSHOP

Endicott iDistrict Public Workshop

On Wednesday, June 14, the Broome County Planning Department, the Village of Endicott, and the Town of Union hosted a public workshop at the Village Rotunda in downtown Endicott. To encourage attendance, the event was promoted on social media/ the Village's webpage, and 483 postcards were mailed to property owners in the surrounding area. There were about 50 people in attendance who participated at the event. Various activity stations were created for the public to share their ideas, suggestions, and concerns for the future of downtown Endicott. A summary of the results is provided below.

Vision for Endicott

Participants were asked to describe their vision for the future of Endicott. There were a range of idea for the future of Endicott which focused on: family-friendly community, parks, events, attractions, improve infrastructure, create more jobs, increase accessibility, and attract new innovative industries to the Village. Individual comments are included below.



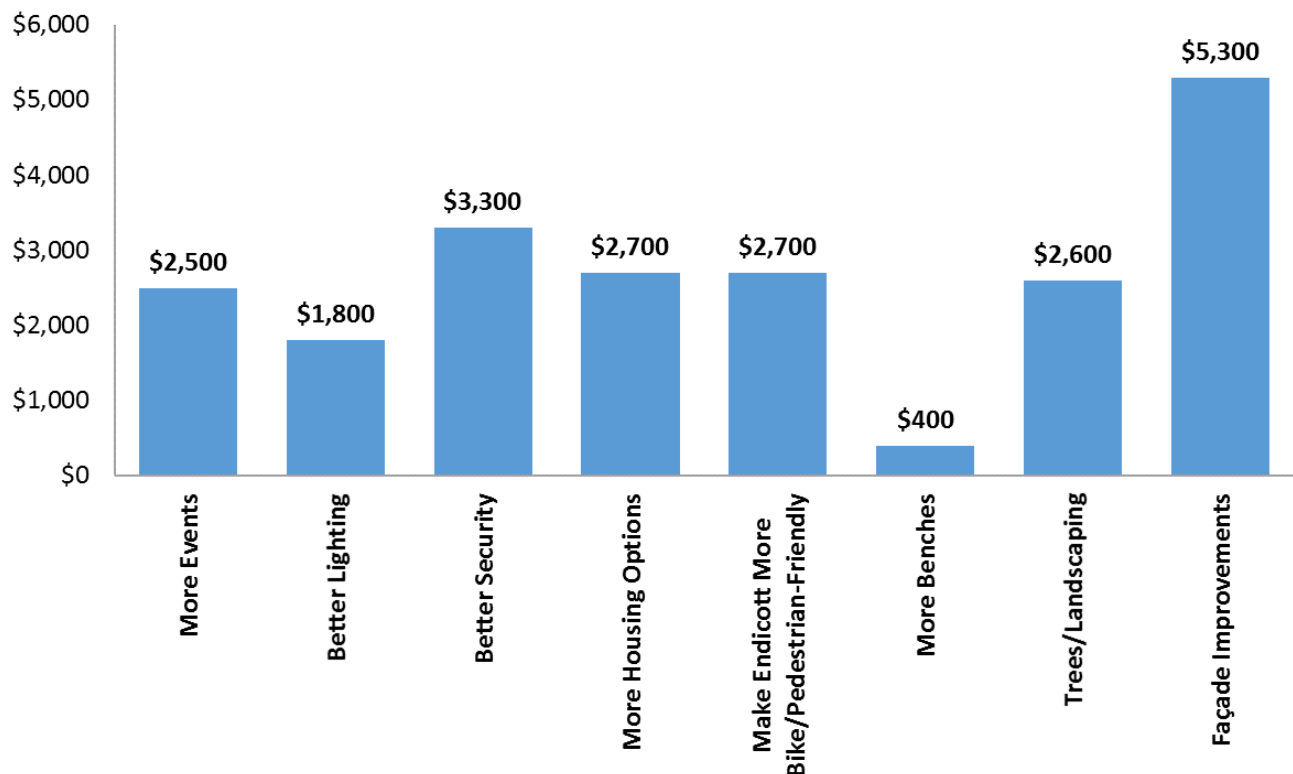
- Honest vision for Endicott- continued slum lord over taking and driving rent up for working people, increased crime
- Hopeful vision- make it a family community again, increase following of noise violation, arrest heroin users
- More parks (Jahira, Age 5)
- More for the Town of Endicott, NY- fairs, carnivals, circus, jobs, and better help for families
- If money can be invested into improving the neighborhood, a carnival should be brought yearly. It would draw attraction to the neighborhood, bring more money, also provide more summer jobs for the youth, location example (Kmart Plaza)
- Construction activities or programs for children and youth
- The condition of our streets combined with the deteriorating buildings on North Street and McKinley Ave, Endicott is beginning to look like Detroit
- More schools! (Jada, Age 9)
- Close down the Ave like Ithaca Commons. Close Ave one night per week for Bike Nite

- Market Place
- Upgrade the old IBM buildings that Huron owns. They are not very pretty to look at if I want to bring my company here. Also, roads on North Street in front of these buildings are a disgrace.
- Build a bridge extension from one end of Hooper Road over to Vestal to increase business opportunities
- We need a technology center
- Downtown Endicott needs to re-brand as progressive, tech-friendly area, not necessarily live in IBM's past
- The Huron Campus needs a complete clean-up. As the leading business in area, they should set an example
- We need to attract first-rate hotel to downtown area (maybe across from Dunkin Donuts), fix up entrances to Endicott: North Street, Monroe, Main Street
- Let's bring some of these great restaurants to Washington Ave.
- Make a Commons of first block (between North and Monroe) not all three blocks. Attract specialty shops- don't try to compete with big box stores like Wal-Mart. Widen sidewalks and make streets narrower

Prioritizing investments

Participants were given \$500 to spend on lighting, benches, security, bike/pedestrian improvements, façade improvements, events, housing, and trees/landscaping. This activity can inform decision makers how the public feels money should be spent on improvements in the downtown.

If you had \$500 to spend on public improvements, what would you spend it on?



Visual Preference Survey

A visual preference survey was used to determine which elements of community design should be integrated into the Endicott iDistrict plan. In this exercise, participants reviewed a series of images, and chose their preference of awnings, signage, crosswalks, and public spaces for Washington Avenue. The results of this exercise are included below.

Signage



24 Votes



16 Votes



0 Votes



0 Votes

Awnings



8 Votes



7 Votes



19 Votes



14 Votes

Crosswalks



18 Votes



3 Votes



21 Votes

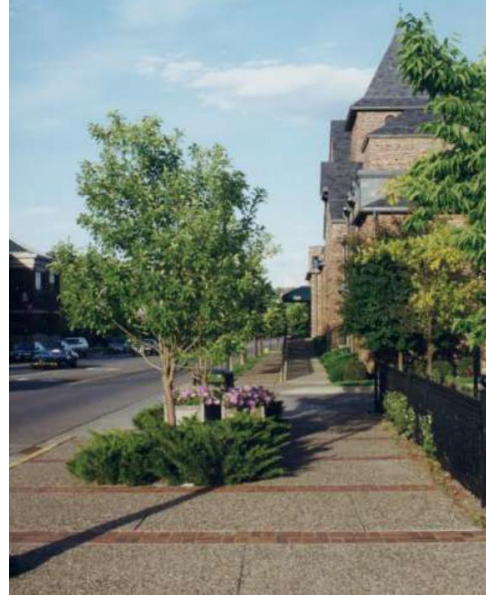


7 Votes

Public Spaces



15 Votes



13 Votes



6 Votes



15 Votes

Endicott Forging Site

The Endicott Forging site is a 5-acre vacant brownfield site located on North Street that has strong development potential. Participants were asked what type of development they would like to see there. Participants would like to see the Endicott Forging site developed into the following: hotel, retail, shopping, residential, mixed-use development, job training facility, industrial development, or park/recreational space. Individual ideas for new development of this site are included below

Endicott iDistrict Plan

What is your idea for the former Endicott Forging site?



What would **you** like to see there?

Use your imagination to tell us what you would like to see on the former Endicott Forging site.
Hotel? Apartments? Stores? Mixed Use? Manufacturing? A park? Something else?
Be sure to fill out a card to tell us what would be the best use of the site.

- Hotel- destination store (Trader Joe's etc.)
- A park with memorials for those who made Endicott
- Cabela's Sporting Goods
- Affordable housing, a park with picnic area, pond, and playground, more stores
- Low-income and senior housing
- Mixed-use with park, water (sculptures and fountains)
- Industrial and housing, Maines cash and carry, bulk shopping area
- Job training facility
- Tiny house village, dog park
- Dog and human park
- Businesses to accent Huron, rooftop gardens to support school lunches
- 3D manufacturing
- Susquehanna River Ecosystem special projects, Endicott Apprentice Program
- Mixed-use with a small park space
- Mixed-use development with park, landscaping, greenspace, walking trails, senior housing, a big retail store, park benches, historic lighting
- Mixed-use development with a park, nice housing, walking trail
- Susquehanna River Ecosystem: wildlife developments, wildlife protection and preservation-laws posted and upheld. Establishment of an Endicott Apprenticeship Program (carpentry, electrical, plumbing, welding, transportation device improvements)

- Return Washington Ave to the historic district with review guidelines
- What is the status of \$20 million state grant to be coming to Endicott for Advanced Technology?
- Washington Ave should be re-emphasized as a historic district

General Comments

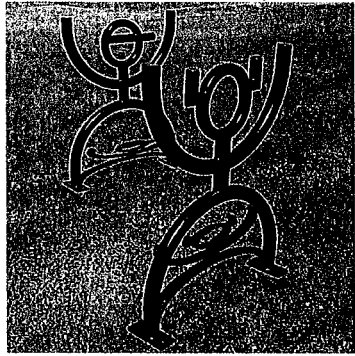
Participants had the opportunity to provide the committee with comments about additional questions, concerns, or suggestions they had. The results were as follows:

- Susquehanna River Ecosystem: detailed maintenance; wildlife protection and preservation, laws posted; soils and minerals (rocks) developments; tree developments; human behavioral rules posted; website development (nature and health)
- Endicott needs hotel, but it should be on or close to Huron. Business people probably will drive from Endicott Inn to Huron destination. Put hotel in parking lot area near McKinley and North. Put medium-sized park in one of the current Huron lots south of North Street. Put some greenery on Washington Ave, but don't line the street with a lot of bushes/trees- looks cluttered.
- Endicott Forging is near pharmacies, a grocery store, on bus lines, and can walk to library and other recreational spots. It would be nice to somehow connect walking/biking paths throughout city that lead from small park areas to another. Greenville, JC has a really near park along water with many paths and families, people exercising were using it quite a bit.
- We do not need HUD or DSS housing.
- I feel more effort to get SUNY to participate in the Endicott core would be great since Harpur College original started here (Colonial Hall). Also, zoning effort to keep properties from deteriorating. More effort for bringing industry to Kmart plaza and IBM, forging/works area. Free taxes for start-ups.
- Awnings and signs on Washington Ave? will there be grants for doing that? The three on my buildings cost \$1,200 each and two were vandalized the night after they were put up.
- Spruce up Washington Ave with streetscapes like planters, historical (throwback) light fixtures, cool signage requirements, for business districts. The Ave is very bland and could be popping. Bring back the clock tower!
- What happened to our trees on Washington Ave? Possible pedestrian only or very low speed zone on the Avenue... to increase slow pedestrian traffic who will frequent/support businesses there. Kmart plaza!! Would like to see a mixed-use space- residential, public park, some retail.
- Kmart plaza needs to be cleaned up and redeveloped with nice retail stores and greenspace, historic lighting. Coffee shops, small restaurants, retail needed in Endicott.
- Pave North Street
- Washington Ave needs to have façade improvements and a standard design review guideline for renovations in historic district! Little Italy needs historic lighting and façade improvements and storefronts.
- More jobs, more for kids. Housing. Help with functions, carnivals, fairs, for Endicott town.

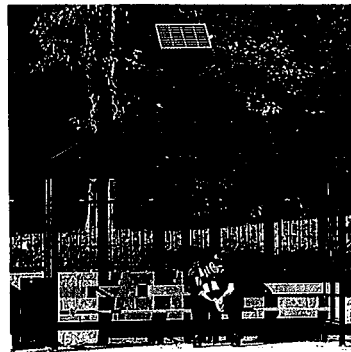
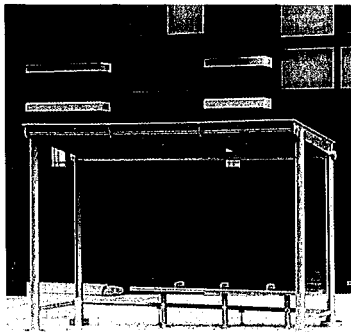
- Emphasize that Washington Ave is a historic district. Façade improvements that meet design review guidelines. Housing needs to change on the Avenue for the better. Loft apartments, reuse of second floor.
- Hotel! Near McKinley. On and off stores. Trader Joes- destination stores.
- Fix our potholed streets Monroe, Broad, North—All \$500 to infrastructure
- I would like to see more lighting for our streets. The kids are hanging out at night on corners and people cannot see what they are doing or about to do. The families of these kids should know where they are and what they are doing. I have purchased a building to get the kids (teens) off the street corners and to have a safe place to hang out with their friends.
- We need more lighting in our area so I can see where all these bats are coming from and people can feel safe in the neighborhood. They need more housing and jobs.
- Pave North Street attract new business to Washington Ave
- More often Village Board meetings; once in a while Village Board and School Board meet; Code Enforcement- multi dwellings; give more credit to current law enforcement

Suggestions for Washington Avenue:

- What is going to be done where the trees were cut down? Currently it is nice flat weed patches for dogs to use, but surely something more attractive and less odorous can be done.
 - How about putting concrete in them and mounting artistic bike racks? Streetscapes.biz has many attractive 'fun' designs, such as:



- Or possibly put out some tall planter boxes with lower growing plants if the trees were too tall. But please make them 2 or 3 feet high so the planters don't become the next place irresponsible dog owners let their dogs poop and just walk away.
- Could some covered bus shelters be put out? Right now when it rains or snows, those who ride the bus huddle under store awnings. If you are worried about graffiti, they have ones that are open walled and have clear sections in the roof so they are always highly visible. There are even some that have solar panels on the top to power lights so they are well lit at night:



- The municipal parking lots are a mess along Washington Ave. Beyond the many tree stumps and weeds, which are also wonderful spots for people to walk their dogs and not clean up since it is 'hidden' in the weeds, many of the concrete curbs by the alleys have been hit by plows or just moved by people. This creates many unauthorized entrances/exits that make it extremely confusing for people not familiar with the area. The alleys are one way, but the faded signs saying that are only at the ends, so at the lot on Madison closest to North St, people are

often leaving the lot and driving the wrong way out of the alley. Many of the doors from buildings to the alley are extremely close and people only look the one way for cars, not both ways, so the amount of wrong way driving in the alleys is dangerous.

- Can the signage for the alleys be replaced—the incredibly faded and worn one way arrow signs make the entire area look forgotten
 - Can maintenance crews put the concrete parking curbs back in place and pin them down?
 - Pavement is expensive, but can the striping and arrows for the parking lots be refreshed so it is more clear the correct way to drive around the parking lots?
 - Some places in Binghamton have had the medians and curbs in the parking lots replaced with rain gardens. Essentially instead of just the 6" concrete or granite curb, there is a 2 foot tall planter box. Most dogs can't use it for their toilet, and the ornamental grasses planted in it are only supposed to be cut once a year so look a lot better than the weeds in between of cracks in the concrete or where pavers are missing. Could Endicott try something like that to make the parking lots a bit prettier? We lose some snow storage, but they normally do not push it to the center median anyway.
- Washington Ave used to have several bulb outs to make crossing a shorter distance and thus safer for pedestrians. They also help slow cars down and discourage the illegal U-turns in the middle of the block by people driving vehicles. I understand that these are a challenge for snow plow drivers, but the number of days that the roads need to be plowed are much smaller than the number of days pedestrians try to cross the street. And when the snow banks are several feet high, like this last winter, it becomes very obvious that even then people are out walking and trying to cross the street. Quite frankly, bulb outs can be viewed as additional snow storage space and with proper management are an asset even in winter.
- Endicott also removed most of the street furniture (benches) that used to be on Washington Avenue. I realize there is a problem with people loitering, but removing the benches only moved the loiterers to sitting on the sidewalk under any awning or at store front window ledges and door stoops. Put another way, instead of having rough looking people sitting on benches near the road all day, now those rough looking people are sitting right next to the doors and windows of the businesses that are doing their best to look attractive. And if a business owner asks them to leave, they are told the sidewalk is public place (which it is). If the police walk by, they might move for a few minutes, but are quickly back. I wish we didn't have the rough looking people loitering on the Ave, but I'd rather have them out by the road than perched in businesses windows and doorways.

General Endicott comments:

- A hallmark of thriving downtowns is it being safe for people to walk around the streets. This isn't just from fear of crime, but fear of being hit by vehicles, especially trying to cross a street. Trying to cross North Street as a pedestrian near Oak Hill Ave during peak times—like after work when a business owner would like to have people deciding to walk from Huron Campus to downtown—it is near impossible to cross the street. You routinely see those who use the bus system waiting several minutes before drivers actually pay attention and do not make right turns on red so the pedestrians can cross.
- Most of the bicyclists in the area are seen riding on the sidewalks—this is very uncomfortable for bicyclists and the only reason they are doing it is because there is no safe spot for them on the road. There are rarely cars parked on North Street, so removing the parking there and making bike lanes would enhance the safety for all users. Watson Blvd and Nanticoke Ave could also lose the on street parking to provide safer routes for bicyclists.
- Many local communities are trying to increase opportunities for people to walk or bike places, especially public parks. Some of them are establishing multi-use paths or improving sidewalks and bike lanes in between of different parks to help encourage both the use of the parks and allow for more active transportation between them. Binghamton has the Chenango River Walk between Confluence Park and Cheri Lyndsey Park, and this year they are improving the sidewalks and bike lanes between Cheri Lindsey and Otsiningo, and with the 434 Greenway that system will also connect to Mac Arthur school and park. There is a start of a Riverwalk in Endicott—could it be extended so it connects a few more things? And could the village look at making it safe to walk or ride a bike from the library to the Z pool and ball parks on Oak Hill?
- Endicott needs a crossing guard at the high school for teenagers to be able to cross Main Street when going to school. I think when people old enough to get driver's licenses themselves need flashing lights and someone in reflective gear with a flashing stop sign to cross the road, that is a pretty good indication that it isn't safe to walk or try to cross Main Street in the village of Endicott. Perhaps the village could look into reducing the number of lanes (seriously, do we have so much traffic we need 2 lanes going both ways?) and putting in some traffic calming so it feels like a 30 mph roadway rather than a 4 lane highway where people should be doing 45 or 50. Perhaps if vehicles were not driving so fast to get through Endicott, they might notice some things that are worth stopping to visit rather than just try to weave in and out of the lanes so they can make it through Endicott 30 seconds faster.

Comments submitted by Susan Pitely, President of Pitely's Dream Inc, owner of 14 Washington Ave, Endicott, NY 13760.

It seems that money is pouring out of Albany and available to any Town/Village/City who has the initiative to just ASK for some of it...

A few years ago, the Southern Tier was awarded \$500Million...\$100M per year for 5 years...Called the Upstate Revitalization Initiative...Someone decided spending \$16Million for a 2.5-mile walkway from BU to Binghamton was a great idea (BTW, it is now up to \$20Million)...

In yesterday's Press, it was reported that Rich David is to get part of a \$10Million grant to address the blight problem in Binghamton...

Recently I read that Buffalo is to get \$650K TO RESTORE SOME STATUE in a park!!! MORE MONEY FROM ALBANY!!!

All of that begs the question; Why aren't the elected officials of Endicott and the Town of Union soliciting money for our improvements??? Are they blind to our road conditions like North St., Oak Hill Ave., and Pine St.??? Don't they see the IBM buildings deteriorating before our eyes??? Are they waiting for the pedestrian walkway over McKinley Ave. to collapse??? Do they avoid Page Ave in Endicott so they don't have to look at that old EJ building??? THE PLACE IS STARTING TO LOOK LIKE DETROIT!!!

Last year fifteen miles of Binghamton streets were upgraded under a \$5million plan. This included 9.2 miles of roads to be milled and paved at a cost of \$2.2million. (To be paid for through bonding and State and Federal aid)...This year Rich David announced another aggressive re-paving schedule...My God, they even had the money to re-pave the road to Ely Park...USED ONLY BY GOLFERS!!!

The Town of Union budget for road maintenance is something like \$1.5million for the year. The Village of Endicott is even less. So it's OK to spend \$20MILLION on a 2.5-mile walkway, but no money to fix our infrastructure...

It is apparent that our officials of the Town of Union, and the village of Endicott do not know how to get the available funds from Albany...Maybe they should talk to Rich David for some guidance...

APPENDIX B: HOUSING MARKET ANALYSIS

Introduction

Camoin Associates is part of the consultant team, led by Bergmann Associates, that has been retained by Broome County to establish a Revitalization Plan for the Village of Endicott's iDistrict. The iDistrict has been designated to host a technology hub where the latest expertise in advanced manufacturing will be harnessed to create equipment and components of tomorrow's high-tech gadgets. Camoin was tasked with assessing the existing population and housing market as it relates to residential opportunities that will complement the iDistrict. As housing is a vital component of downtown revitalization, and attracting a talented workforce, we examined opportunities for bringing more residential options to the Washington Avenue commercial corridor in the context of the larger revitalization plan. The steering committee for this project was particularly interested in the housing opportunities for young professionals and individuals aged 55+.

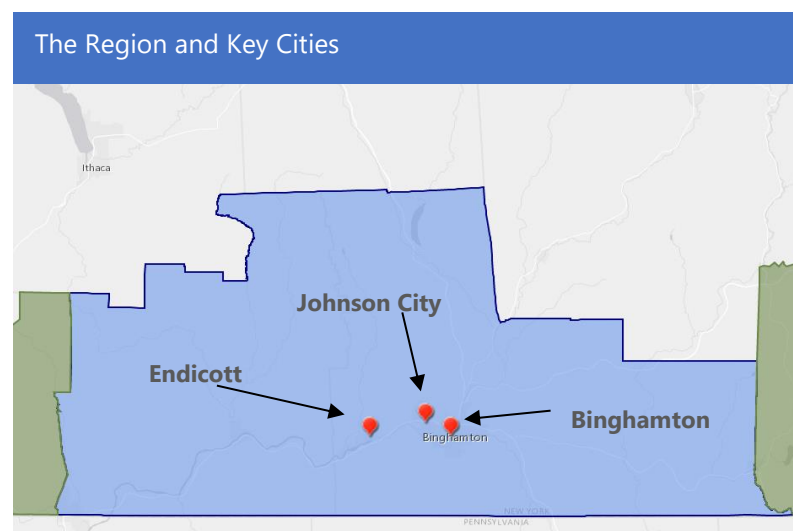
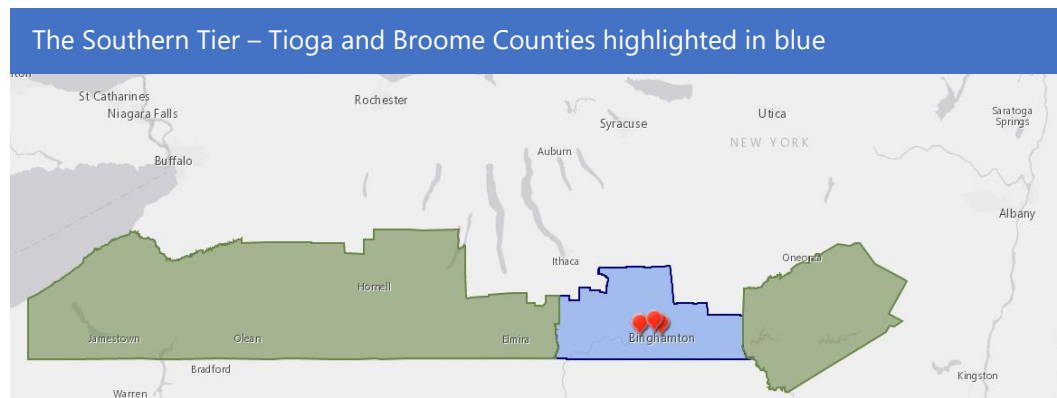
Revitalizing the Washington Avenue portion of downtown will take coordinated efforts in housing policy, economic development endeavors, community involvement, as well as support and interest from the private sector. Success will come by cultivating a larger quality of place to support the workforce of emerging technology related industries flourishing out of Binghamton University, work at the Huron campus and BAE.

This memo is divided into the following sections:

- Sociodemographic Profile
- Opportunities for Endicott
- Implementation

Analysis Geographies

Broome and Tioga Counties together make up the regional labor shed for businesses in the Village of Endicott. In other words, most employees of Endicott businesses live in one of the two counties. The map below shows Broome and Tioga Counties (identified as "the Region" throughout the report) in blue, while the remaining Southern Tier counties are highlighted in green. The next map offers a zoomed in view of Broome and Tioga counties, along with red pins marking (from west to east) the Village of Endicott, Johnson City and Binghamton. Socioeconomic conditions in the Region are summarized on the following pages and benchmarked to conditions in the Southern Tier and New York State.



Socioeconomic Profile

Endicott has a notable history in industrialization and is memorable for being the original home of IBM (International Business Machines). Once a commercial center of activity in the Northeast in the early 20th century, the Southern Tier steadily lost population as jobs shifted out of the area due to changes in workforce preferences, off-shoring of manufacturing jobs, and competition from other technology hubs in the United States. The table below shows that since 2000, population levels in the Region and Southern Tier have remained relatively flat; declining slightly whereas the State's population experienced modest growth.



Historic Population Changes						
	Region		Southern Tier		NYS	
	#	% Change	#	% Change	#	% Change
2000 Total Population	252,320		511,461		18,976,457	
2010 Total Population	251,725	-0.2%	499,968	-2.2%	19,378,102	2%
2016 Total Population	247,114	-1.8%	496,230	-0.7%	19,934,506	3%

Source: ESRI

Southern Tier - excludes Broome and Tioga Counties

The Region's median income in 2016 was \$47,170. This is about \$2,400 greater than the median income for the remaining Southern Tier counties, which totals \$44,758. The median income for New York State reaches over \$58,000.

The graph below shows that 19% of households in the Region earn between \$50,000 - \$74,999. Roughly 15% of households earn \$35,000-\$49,999 and another 15% earn <\$15,000. Together,

these three earning brackets make up about 50% of the households in the Region. The breakdown of incomes in the Region reflect the income distribution in the Southern Tier, while New York State earnings tend to lean towards higher income brackets.

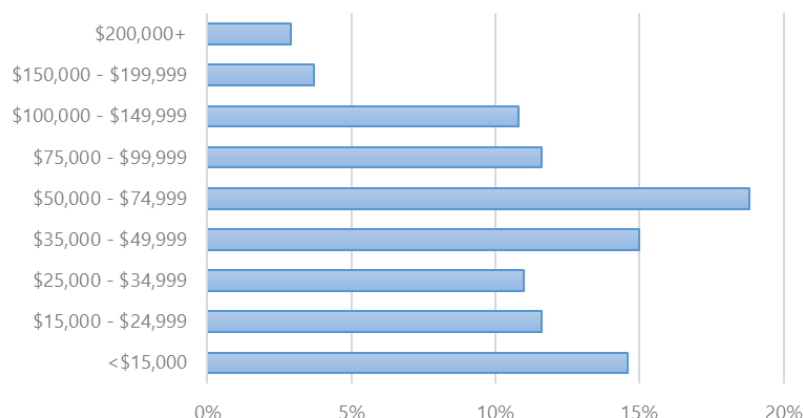
This income breakdown indicates that future housing options in Endicott will need to cater to multiple earners, offering more affordable options for those with limited incomes, while also providing higher-end options.

2016 Households by Income			
	The Region	Southern Tier	NYS
Household Income Base	100,586	201,287	7,508,778
<\$15,000	15%	15%	13%
\$15,000 - \$24,999	12%	13%	9%
\$25,000 - \$34,999	11%	12%	9%
\$35,000 - \$49,999	15%	15%	12%
\$50,000 - \$74,999	19%	20%	16%
\$75,000 - \$99,999	12%	12%	12%
\$100,000 - \$149,999	11%	10%	14%
\$150,000 - \$199,999	4%	3%	7%
\$200,000+	3%	2%	8%
Median Household Income	\$ 47,170	\$ 44,758	\$ 58,196

Source: ESRI

Southern Tier - excludes Broome and Tioga Counties

2016 Households by Income in the Region



Source: ESRI



The table to the right shows that the 15-24-year-old cohort makes up the greatest percentage of individuals in the Region, bolstered by BU's student population. This is followed by 45-54 year olds and 55-64 year olds. All three of these demographics will be key to retain for the downtown revitalization effort to be successful. With Endicott's proximity to established and emerging employment centers, catering housing options to students who have recently graduated and secured jobs with Endicott iDistrict companies will help build a residential base downtown. BU students have already become part of the local community and it will be more effective to retain individuals that are already in the area rather than trying to attract groups that are not as entrenched in the community. BU reports that 10,300 alumni live in Broome County, providing an opportunity for the village to capitalize on attracting alumni, especially as employment opportunities gear up in the iDistrict, is critical to building a strong live/work/play environment in Endicott.

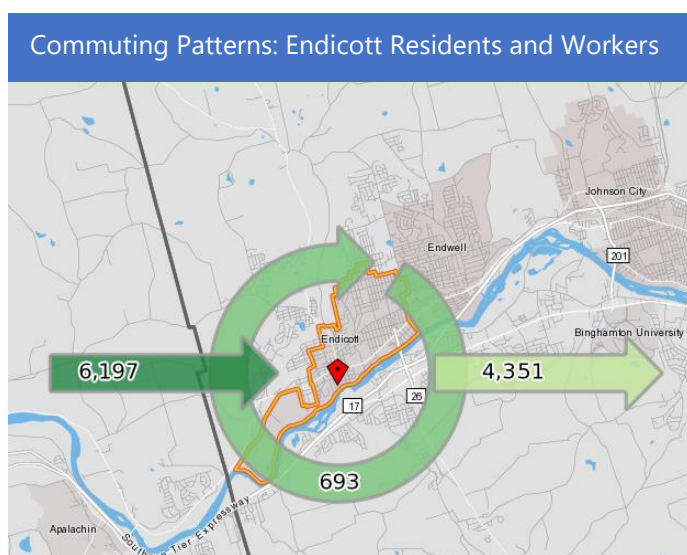
2016 Population by Age	
Total pop.	247,114
0 - 4	5%
5 - 9	5%
10 - 14	6%
15 - 24	15%
25 - 34	12%
35 - 44	11%
45 - 54	14%
55 - 64	14%
65 - 74	10%
75 - 84	6%
85 +	3%

Source: ESRI

Commute Patterns

The figure to the right shows that Endicott is a net importer of jobs. Nearly 6,200 people who live outside of the village travel into Endicott to work. Another 4,351 live in Endicott but are employed outside the village boundaries. About 690 people both live and work within Endicott.

The greatest opportunity for the village revolves around the 6,200 individuals that come into the village to work but leave at the end of the day. Attracting and retaining a portion of these commuters as residents could present opportunities for the village to create an environment around Washington Avenue with entertainment, housing and recreation activities, supporting a lively local economy by boosting sales tax and property tax revenue.



Source: On the Map, U.S. Census Data

The tables below display greater details about the commuting patterns of Endicott's workforce. Overall, Endicott's labor shed (where Endicott's workers live) is extremely disparate. U.S. Census data shows that 10% of individuals employed in Endicott also live in the village. Another 7% of Endicott employees live in each, Binghamton and Endwell. 93 employees, representing 1% of the total job count, live in New York City. The remaining 29% of employees are disbursed in segments smaller than 1% across the state.

In terms of commuter shed (where Endicott's residents are employed), about 18% of people that live in Endicott work in Binghamton, while the 693 jobs in the village comprise about 14% of all residents. Endicott residents also work in Johnson City, Endwell and New York City. Another 2,408 residents work in pockets around New York.



Labor Shed

Where People Employed in Endicott Live		
Jobs Counts by Place		
	2014	
	Count	Share
Endicott village, NY	693	10%
Binghamton city, NY	462	7%
Endwell CDP, NY	456	7%
Johnson City village, NY	302	4%
New York city, NY	93	1%
Total	2,006	29%
Total Primary Jobs	6,890	100%

Source: On the Map, U.S. Census Data

Commuter Shed

Where Endicott Residents Work		
Jobs Counts by Place		
	2014	
	Count	Share
Binghamton city, NY	907	18%
Endicott village, NY	693	14%
Johnson City village, NY	410	8%
Endwell CDP, NY	272	5%
New York city, NY	126	2%
Total	2,408	48%
Total Primary Jobs	5,044	100%

Source: On the Map, U.S. Census Data

Housing

Of Endicott's 12,646 total housing units, a majority are renter-occupied (51%), while another third are owner-occupied. The remaining 15% are vacant. The Region has a healthy vacancy rate of 10%, which compares favorably to the 21% vacancy rate in the remaining Southern Tier counties, and matches the vacancy rate for all of New York State.

Housing Market Summary				
	Endicott	Region	Southern Tier	NYS
2016 Housing Units	12,646	112,113	255,893	8,370,802
Owner Occupied Housing Units	34%	59%	54%	47%
Renter Occupied Housing Units	51%	31%	24%	43%
Vacant Housing Units	15%	10%	21%	10%

Source: ESRI

Southern Tier - excludes Broome and Tioga Counties

For the 6,449 renter-occupied units in Endicott, the median contract rent is \$571/month, which is comparable to the median rent for the Region as well. The median rent for the rest of the Southern Tier is slightly less than the comparison regions, at \$494. The table below shows that rental rates are more dispersed over rental properties in the Region and Southern Tier, as opposed to Endicott, where rents are highly concentrated in the \$500-\$699 range. To confirm this data with existing market realities, we scanned apartment finding website Zillow.com and found apartments for lease in Endicott with rents ranging from \$525-\$1,300 depending on the size of the unit. A one bedroom one-bathroom apartment rents for between \$525-\$650, while two bedrooms, with two recently renovated bathrooms reaches a rent of \$1,300/month.



Rental Rates Comparison (2016)			
	Endicott	The Region	Southern Tier
	%	%	%
With cash rent	98%	96%	93%
Less than \$100	0%	1%	1%
\$100 to \$149	0%	1%	1%
\$150 to \$199	1%	1%	2%
\$200 to \$249	1%	2%	4%
\$250 to \$299	1%	3%	3%
\$300 to \$349	1%	3%	6%
\$350 to \$399	5%	4%	8%
\$400 to \$449	11%	8%	11%
\$450 to \$499	6%	10%	11%
\$500 to \$549	16%	11%	10%
\$550 to \$599	14%	10%	8%
\$600 to \$649	13%	9%	7%
\$650 to \$699	10%	8%	5%
\$700 to \$749	7%	5%	4%
\$750 to \$799	3%	6%	2%
\$800 to \$899	2%	6%	4%
\$900 to \$999	2%	3%	2%
\$1,000 to \$1,249	2%	4%	2%
\$1,250 to \$1,499	2%	1%	1%
\$1,500 to \$1,999	2%	2%	1%
\$2,000 or more	0%	1%	0%
No cash rent	2%	4%	7%
Median Rent	\$ 571	\$ 576	\$ 494

Source: ESRI

Southern Tier - excludes Broome and Tioga Counties

The following table shows the existing composition of households in the Region. This helps frame the types of housing that Endicott could consider in attracting a portion of the 6,200 people that commute into the village for work. About 62% of all households in the Region are family households, and the remainder (38%) are nonfamily households.¹ Two-person households make-up nearly 30% of family households, and 3-person families make up the second largest segment, almost 15%. In nonfamily households, nearly all are 1-person. Village officials can work with developers to understand the greatest opportunities to house the cohorts that are most present in the region. Building units to accommodate 1-2 person households will capture the needs of the largest portion of the population (60%).

¹ Family Households consist of two or more individuals who are related by birth, marriage, or adoption. Nonfamily households consist of people who share their residence with unrelated individuals.



Households by Size in the Region		
Family Households	61,850	62%
2-Person	29,176	29%
3-Person	14,032	14%
4-Person	11,483	12%
5-Person	4,652	5%
6-Person	1,533	2%
7+ Person	974	1%
Nonfamily Households	37,766	38%
1-Person	30,782	31%
2-Person	5,613	6%
3-Person	737	1%
4-Person	380	0%
5-Person	94	0%
6-Person	48	0%
7+ Person	112	0%

Source: ESRI

While attracting young professionals working at the Huron Campus, Binghamton University, and BAE are key cohorts to attract and retain in the area, the aging population in Region also presents opportunities to keep seniors in Endicott. The director of the Broome County Office for Aging notes that older members of the community want to stay local and in an environment where they can walk and shop around the community.² These are similar demands to young professionals, presenting an opportunity of Endicott to capture two key demographics with the same desires. The table below shows a closer look at households for the population 65+. Households with individuals over the age of 65 account for almost 30%, (or 29,097) of total households in the Region. Of that total, 16,235 (16%) households contain 2 or more people in a family. Another 12,266 households (12%) are one person households. In households with individuals less than age 65, 2+ person families account for a majority of households.

Households by Population 65+ in the Region		
Households with Pop 65+	29,097	29%
1-Person	12,266	12%
2+ Person Family	16,235	16%
2+ Person Nonfamily	596	1%
Households with No Pop 65+	70,519	71%
1-Person	18,516	19%
2+ Person Family	45,615	46%
2+ Person Nonfamily	6,388	6%

Source: ESRI

² <http://www.twcnews.com/nys/binghamton/news/2017/01/9/office-for-aging-share-three-issues-seniors-face-in-broome-county.html>



Rental Housing Options in Endicott

There are residential complexes within the village that differentiate themselves from other rental options on the market by targeting their messaging towards older renters who want a range of amenities, with proximity to other attractions and on-site management. Two examples are listed below.

Summit Chase Townhomes & Apartment Homes – Offers floor plans with 1-3 bedrooms, ranging in rents from \$699-945/month. The complex offers apartment style units or townhomes that also include garages. The complex markets itself as offering a holistic, healthy environment with fitness center, pool, tennis courts and in close proximity to regional events and attractions. Each unit contains washers and dryers, dishwasher, garbage disposal, and depending on the unit, a garage. Amenities for the complex's inhabitants include on-site management, 24-hour emergency maintenance and snow removal with year-round landscaping.



The exterior of a Summit Chase townhome in Endicott, NY

Skye View Heights - A senior living complex in Endicott with residential units targeted at individuals aged 55+. The first units opened in January 2016 with Phase 2 currently under construction. Phase I sits on East Franklin Street, while Phase II units are being constructed on Overton and Groats Street. The model that is currently available covers 1,100 square feet with an attached garage. The unit contains stainless steel appliances, a washer/dryer and back patio. All outdoor maintenance, like snow removal and yard upkeep, is taken care of by the property management team. The existing model available to consumers begins renting at \$1,450/month, clearly targeting the higher end of the market. The newer models coming online in Phase II will be even higher-end, renting out at \$2,250/month.

Regional Housing Options

Other municipalities surrounding Endicott are responding to changes in market demand by pursuing the adaptive reuse of former industrial buildings and investing in mixed-use corridors. New housing developments have popped up in the form of student housing, apartments, and townhomes in surrounding cities and towns. Examples of new housing options currently on, or coming to the market in Binghamton or Johnson City, are listed below.

Upcoming Projects

Binghamton

Binghamton has seen a boom in luxury student housing developments over the last decade as developers responded to BU's University Downtown Center, which opened in 2007. Since then 5 apartment complexes have come on line, with those spaces now offering incentives to attract students. While the luxury student housing market is approaching saturation in downtown Binghamton, developers are turning to more market rate apartments for young professionals that are graduating from area schools who want to stay in the area.

³

³ <http://www.pressconnects.com/story/news/local/new-york/2017/02/17/student-housing-market-binghamton-university-vestal/97292370/>



The following list documents a sample of the units that will be coming to market in Binghamton in the next several years.

- A local developer will transform the Ellis Brothers Furniture Store, on Washington Street, into a multi-unit apartment building with 58 bedrooms. The city has also approved a proposal from the same developer to renovate the second floor of 60 Court Street into residential units to accommodate 19 bedrooms.⁴
- 1 North Depot Street recently received a \$1.5 million award to transform the building into housing units targeted at the young professional market. The building will house 70 units and start out at \$600/month, making them relatively affordable units. The building will also include commercial space for rent.⁵
- Two BU graduates are pursuing renovations to 75 Court Street, aiming to build market-rate luxury residential units. The two graduates noticed that while there were plenty of higher-end living options for students, their housing stock for young professionals was lacking.⁶
- A local developer aims to turn 50 Court Street, now a vacant hotel, into a mixed-used property with 100 units and 8,000 of commercial space.⁷



1 North Depot Street, Downtown Binghamton

Johnson City

With the announcement of BU's pharmacy school locating in Johnson City, there has been a buzz about how this could catalyze change downtown. One mixed-use development project already slated to capitalize on an influx of residents and aims to offer something different than what is available in the immediate area is Century Sunrise. The brick buildings targeted for renovations, located at 135-139 Baldwin Street are part of the former Endicott-Johnson Corporation industrial complex. The project is anticipated to accommodate a mid-high income crowd in its 104 units, comprised of 1-3 bedrooms. The developer hopes to entice workers from the hospital who are attracted to the sites central location.

⁴ <http://www.wbng.com/story/34035123/two-landmark-buildings-in-downtown-binghamton-set-to-be-transformed>

⁵ <http://www.twcnews.com/nys/binghamton/news/2016/12/9/housing-facility-project-receives--1-5-million-from-redc.html>

⁶ <http://www.pressconnects.com/story/news/local/2015/06/23/market-rate-housing-project-planned-downtown/29160689/>

⁷ <http://www.pressconnects.com/story/news/2015/11/25/land-bank-offers-sell-50-front-st-vestal-developer/76373360/>



National Trends in Downtown Development

Market demand has been increasingly strong for mixed-use development in downtown centers that offer residents the opportunity to “live, work and play” all within the boundaries of one community space. A range of sociodemographic shifts have been driving this trend, but the demand has taken off due to the increasing desire for properties that are in close proximity to services and transportation, are in walkable communities, and provide other quality of life factors. There is strong market demand from property renters, along with some buyers, for residential options that are integrated into the commercial, retail, and business districts of cities. The Federal Home Loan Mortgage Corporation reports that multifamily market (apartment style buildings) will remain robust in the coming year, with sustained building completions to meet market demand. As the multifamily supply grew in the last year, rent growth was tempered and vacancy rates are expected to rise slightly, although still remain healthy. Wage increases and a strong labor market have been beneficial to the market and will continue to push building starts, albeit at a slower rate than the previous years.⁸

Factors Driving Market Demand

Older Millennials are now entering the housing market, seeking to purchase or lease their first property. This new generation of homebuyers is faced with a variety of factors affecting their housing preferences, some of which include tighter lending policies, fast rising home prices, excessive student loan debts, and difficulty obtaining loans. As a result of these trends, a single-family home is unattainable or simply undesirable for many individuals, even if they have a stable full-time job. Another important factor for some in this demographic is finding a location that fits with their personal brand. This generation grew up during the rise of social media and the persistent attention to how you present yourself across your social media channels is never far from your mind. Therefore, finding a community that fits with their ethos plays a role in the housing search.

Baby Boomers have been a large force in the economy for over fifty years. This generation now has a substantial impact on the real estate market across the country because they are staying in the workforce longer than the typical retirement age and increasingly are able to live independently for a longer period of time. At a rate almost as rapid as Millennials, Baby Boomers are seeking alternatives to the single-family home to continue living independently. An apartment allows the independence Baby Boomers desire without the added maintenance efforts that a single-family house requires. Apartments may also offer a single story living space, which is ideal for aging individuals who may have trouble going up the stairs.

Opportunities for Endicott

Despite a challenging economic situation over the last several decades, influential economic drivers in Broome County are committed to expanding in the region, leaving the door open for Endicott to capitalize on changes to the area. First, Endicott’s Advanced Manufacturing iDistrict is set to house state of the art technology driving advanced manufacturing in the Southern Tier. The iDistrict will draw from the expansion of BU’s Center for Advanced Microelectronics Manufacturing on IBM Endicott’s Huron Campus. Second, Binghamton University’s School of Pharmacy and Pharmaceutical Sciences will be constructed at 96 Corliss

⁸ “Multifamily 2017 Outlook: Positioned for Further Growth,” *Freddie Mac*, January 2017, http://www.freddiemac.com/multifamily/pdf/mf_2017_outlook.pdf



Avenue in Johnson City, one block from Main Street and in the immediate vicinity of United Health Services (UHS), which is the Southern Tier's largest health care provider.

Given Endicott's central location to these expansions, the village has the opportunity to attract new residents who work at these institutions. Based on national reporting and many other market analyses that we have undertaken specific to this part of New York State, many of the new employees that will fill positions at new advanced manufacturing business are looking for residential areas that have animated downtowns that offer a variety of dining, shopping, and entertainment options. They specifically seek out amenities that highlight the strengths of local producers. For example, local food and beverage products. As other regional hubs like Johnson City and Binghamton start to build and market apartments in their downtowns, rents could increase based on demand, pricing out moderate earners on the cusp. Endicott is poised to capture this overflow of the market, with residents looking for the downtown lifestyle at a more affordable rate.

Additionally, with the Region's significant presence of population of 55+ individuals, retaining these individuals in the area will come down to making sure that their housing and service needs are met. This includes hospital and outpatient care facilities, a spectrum of senior housing options, including independent living communities to assisted care facilities. Local officials can work with potential developers to understand the local residential population and what type of development would best fit their preferences. The ultimate key to revitalization in Endicott will be retaining, and eventually attracting, young professionals and aging populations by addressing and then delivering on their market preferences.

Implementation

How does downtown redevelopment become a reality?

Local governments can enact policies, zoning codes and economic development initiatives that focus on incentivizing this type of project. In terms of where village efforts should be focused for downtown revitalization, market information and conversations with developers indicate that encouraging a live/work/play environment with an active streetscape would best be suited to Washington Avenue or Little Italy on the city's North Side. It is unlikely that a developer would be able to build a completely new building on vacant land and turn a profit based on the rents that they could collect. Therefore, demolition of dilapidated buildings, salvaging what is possible and rehabbing the rest of the building will be the most cost effective method of development on Washington Avenue. Another opportunity for adding desirable residential units to the housing market without major construction is in second and third floor units of commercial buildings on Washington Avenue. These units are already intertwined in the commercial activity of the street and may be the quickest way to offer new rental housing options downtown. However, a major consideration for many of these units would likely be asbestos contamination and may require special environmental remediation to bring the units up to building and health codes once renovation begins.

A challenge moving forward will be incentivizing developers to rehab buildings or build new construction units based on the existing rents collected in the village and the Region. A local developer acknowledged that new housing units would have to begin offering rents at moderate rates to be viable in the current market and allow room for substantial growth as other housing units come on line. Yet, with renewed interest in local urban environments in Johnson City and Binghamton, Endicott could offer something unique to its historical character that would appeal to market segments looking invest in a downtown with untapped opportunities.

There are several rehab and new build projects slated to begin in the Region in the coming years, but there are few comparable buildings to gauge what rents new units could potentially collect. This move towards an urbanized downtown core is still emerging in the Southern Tier. However, looking to Corning, NY in



Steuben County provides a picture of a market with a technology hub with a downtown core that has moved towards offering renovated residential units. Apartment rentals in renovated buildings around the Market Street commercial corridor collect between \$1,500-\$2,600, for one bedroom and two bedroom units, some furnished. While Endicott may not be able to command these rental rates, Corning provides an example of a housing market that capitalized on existing stock by retaining historical characteristics and upgrading amenities to the expectations of housing consumers in that area.

Strong public-private partnerships between the public, private and non-profit sectors are critical for successful projects that could eventually lead developers to be collecting rents of that caliber. Building synergies between local employers, regional assets and community partners, like Endicott Proud, will help build a network that is invested in improving Endicott and draw from collective strengths instead of working in individual silos. For many of these public and private actors, the downtown brand is something they can buy into and want to be a part of. They are attracted to downtown's historic characteristics and the opportunity to discover new places and people. It is a place they can put their stamp on, have an impact, and leave better than they found it. Developers interviewed for this market analysis were clear that while there are latent opportunities for change on Washington Avenue, a catalytic event is needed to progress Endicott's revitalization efforts.

Yet, housing is only one element in a larger quality of life context. The village should pursue a holistic view of revitalization, in terms of commercial, social and employment endeavors. Incremental change in housing policy, zoning regulations and other policy will gradually begin to form an environment that is attractive to the private sector. As the economic landscape and market demands are often flexible, the village should be amenable to an adaptive approach to adjust policies to better match market demand if necessary.

APPENDIX C: DESIGN GUIDELINES

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SECTION 1

INTRODUCTION



APPROACH + BACKGROUND

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 Endicott, and to improve Downtown's aesthetic character.

These guidelines are intended to manage change, not prevent it. As such, the guidelines describe methods to adapt old buildings to changing needs while preserving their historic character, and also identify ways to encourage new development while reflecting Endicott's historic roots. These guidelines will also help provide consistency and will establish a design framework for future development and redevelopment.

The guidelines reflect the policies and recommendations of the Village of Endicott. They should be shared with property owners and the development community. The Village of Endicott will have the opportunity to formalize the enforcement of these guidelines through the adoption of regulations as part of their zoning code.

The principles included in these guidelines are intended to be applied along Washington Avenue, but could also be applied to east-west cross-streets including North, Monroe, and Broad Streets.

CONTEXT

These Design Guidelines are intended to guide the development and aesthetic form of Washington Avenue, the Village of Endicott's main street. This half-mile corridor stretches from North Street to East Main Street, and is comprised primarily of two- and three-story buildings, with first-floor retail and upper-floor residential. These buildings front the sidewalk, creating a generally continuous streetwall. Many of the existing facades have historic architectural details though, in and among themselves, the facades do not appear particularly cohesive. The existing streetscape has many positive elements including on-street parking and wide sidewalks, though enhanced street furniture and crosswalk elements would be beneficial.

ORGANIZATION

Section 1: Introduction. 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: 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.

Section 3: 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.

CONTEXT AREA



AERIAL VIEW



HOW TO USE THE DESIGN GUIDELINES

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

These guidelines are an educational tool and resource for property owners. They are intended to educate property owners about the Village's historic character and familiarize them with the most appropriate tools and techniques to care for and maintain their historic structures. They enable property owners and developers to make informed and appropriate decisions regarding existing and proposed buildings and sites in downtown Endicott. The guidelines should be used to inspire innovative and sensitive solutions for addressing changes to historic buildings and properties.

It is important that downtown property owners, those considering renovations to an existing structure, and those proposing new construction for an infill development use the Design Guidelines. These guidelines should also be used by developers proposing any building modifications and/or site improvements in order to respect the existing character of the Village.

✓ GUIDELINES PROVIDE



Context



General information on architectural styles



Basic information associated with preservation principles



Flexibility for addressing needs of individual properties



Recommendations for appropriate design and material treatments



Recommendations for achieving design compatibility

✗ GUIDELINES DO NOT



Regulate use



Regulate interior changes



Dictate a single, absolute treatment

DESIGN OBJECTIVES

The design objectives presented below were derived from the Village's iDistrict Revitalization Plan, and should be used to interpret and administer the Design Guidelines.

- 1 Devote street level facades to retail, service, and office uses.
- 2 Maximize transparency between the sidewalk and building interior.
- 3 Design attractive and engaging buildings that address the public realm on all visible sides.
- 4 Provide urban-appropriate landscape and hardscape areas designed as integral features of the streetscape.
- 5 Improve the pedestrian experience and safety through the provision of public amenities such as sidewalks, landscaping, seating, public art, and crosswalks.
- 6 Promote multi-story buildings to improve the Village's historic form and street presence.
- 7 Locate parking behind, beneath, or within structures, and buffer parking areas to soften their edges.
- 8 Encourage shared parking facilities and cross access.
- 9 Provide pedestrian-scaled lighting proportional to the site and building served.
- 10 Design the scale and style of architecture to complement the existing historic form of Washington Avenue.

EXISTING CONDITIONS



FOLLOWING DESIGN GUIDELINES



GUIDING DESIGN PRINCIPLES

The following list provides a quick summary of the guidelines presented later in this report, and should be considered general guiding principles for design decisions.

- 1 Buildings must be consistent in form and mass with other Washington Avenue parcels.
- 2 Commercial and mixed-use buildings should allow for the mixing of uses in upper stories.
- 3 Residential buildings should have a distinct character compared to their commercial counterparts.
- 4 Windows should be used to add transparency, interest, and rhythm to the building facade.
- 5 Roofs and cornices are crucial components of building facades.
- 6 Entries should create an inviting and welcoming experience for building patrons.
- 7 Building materials should evoke character, style, and purpose.
- 8 Buildings should preserve the streetwall and define the boundaries of the streetscape.
- 9 Buildings facing Washington Avenue should be accessible from Washington Avenue.
- 10 Sidewalks should provide safe movement between the street and buildings, within parking lots, and from parking lots to buildings.
- 11 Pedestrians and motorists should be afforded safe, convenient, and efficient circulation.
- 12 Drive-through service facilities must not detract from the character of the structure or of Washington Avenue.
- 13 The use of shared drives and cross access improves corridor vitality, mobility, and safety.
- 14 Any new or reconstructed walls or fences should respect the community character in mass and form as well as in materials used.
- 15 Views of utility, loading, and refuse areas should be obscured from adjacent areas.

- 16 Streetscapes are key organizing elements within a neighborhood that define the area between the front facade of buildings and the roadway.
- 17 Sidewalk dining is a designated area on the public sidewalk located in front of the associated restaurant.
- 18 Stormwater management and green infrastructure facilities should be used to enhance aesthetic appeal.
- 19 Above-ground utilities should be a positive element within the overall design aesthetic.
- 20 Bicycle parking should be both amply supplied and conveniently located throughout downtown.
- 21 Parking areas should not be located in front yards.
- 22 Impervious areas should be minimized through the use of shared parking.
- 23 Land- and hard-scaping should both enhance and screen views.
- 24 Buffers should be used along parking lot edges to screen views.
- 25 Landscaping in parking areas should improve the quality of the experience and viewshed both internal and external to the site.
- 26 Signage should complement the character of the building and the Avenue.
- 27 Signage should not dominate the site, building, or corridor.
- 28 Site and building lighting should improve the safety and visibility of building entrances, parking lots, and pedestrian zones.
- 29 Signage and accent lighting should be used to complement and highlight unique architectural features.



DEFINITIONS

A list of common terms and definitions is provided on the following pages 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 the Design Guidelines.

DEFINITIONS I

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.

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 the perimeter of a courtyard, porch, balcony, or roof.

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 WINDOWS

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

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.

CONTEXT

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

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].

DEFINITIONS II

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.

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.

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.

ENGAGED

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

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 semielliptical window placed above a door.

FENESTRATION

The arrangement and placement of 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.

DEFINITIONS III

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.

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.

DEFINITIONS IV

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

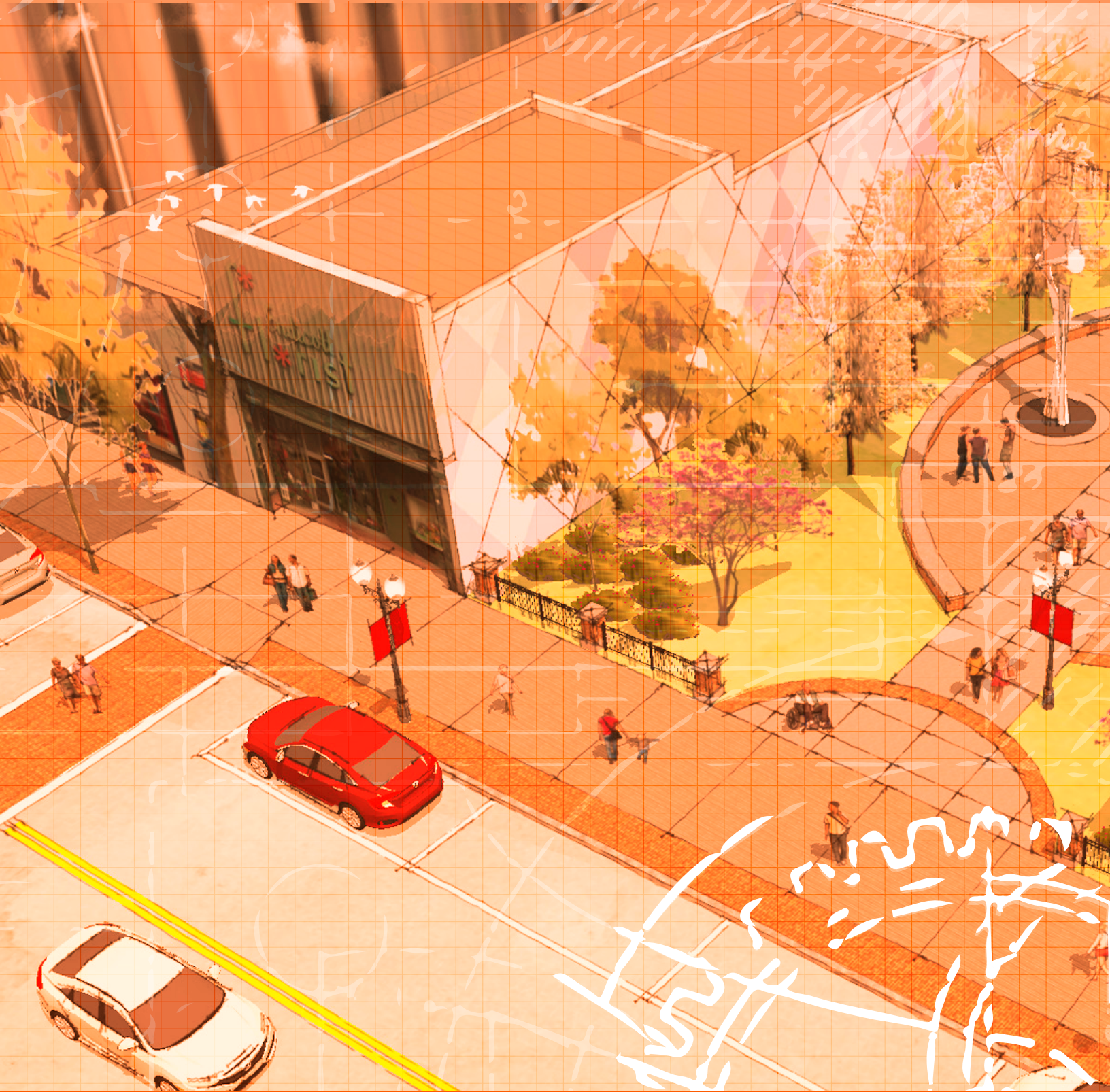
The chipping or erosion of masonry caused by abuse or weathering.

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.



2

SECTION

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 Washington Avenue corridor places structures close to the streetline 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.

BUILDING ORIENTATION + SETBACK

1 Buildings located on Washington Avenue should be oriented such that the façade facing the street be substantially parallel to the street.

2 Buildings on Washington Avenue should have a front setback within a range of 0 feet and 10 feet from the right-of-way 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 Washington Avenue, not including overhangs, be greater than 20 feet from the right of way line.

4 Buildings on streets other than Washington Avenue, 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.

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.

7 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 0 feet where permitted by NYS Building Code.

8 Accessory structures should not be less than 10 feet from any property line abutting a residential district boundary.

✓ ENCOURAGED



This corner building displays high quality facades on both streets.

✗ DISCOURAGED

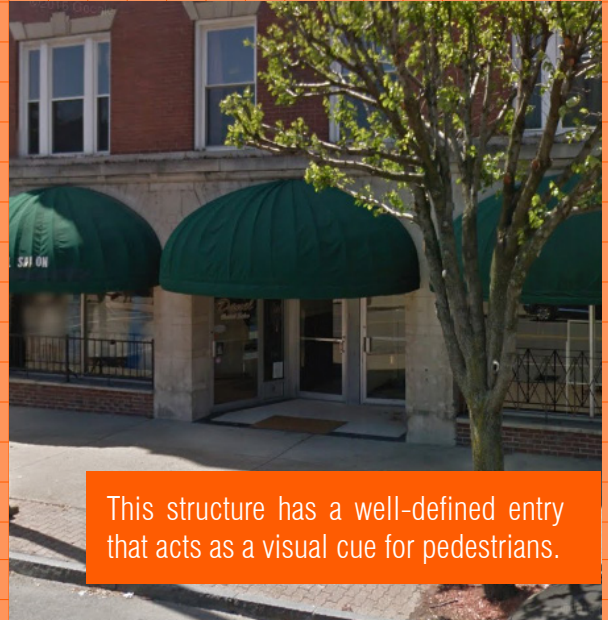


This building does not effectively address both adjacent streets.

BUILDING ENTRIES

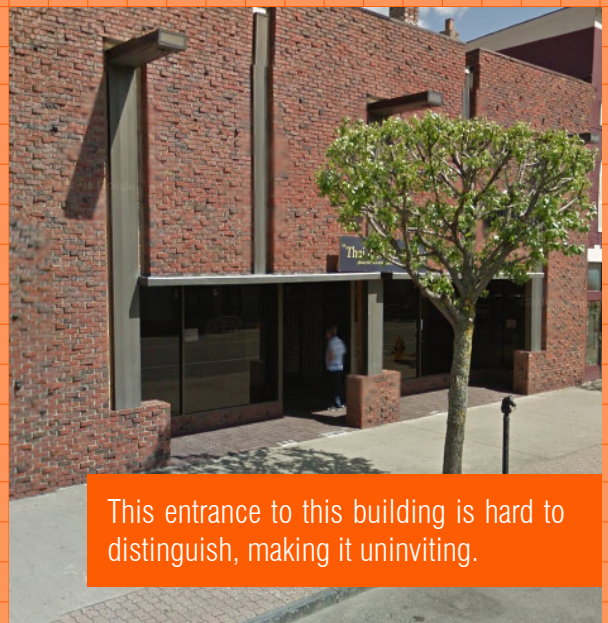
- 1 For buildings with frontage on Washington Avenue, a primary entrance should face Washington Avenue. A side or rear entry may also be permitted depending on the site layout.
- 2 The placement of building entrances should be of a similar rhythm and spacing to existing structures on the same street.
- 3 Buildings fronting on streets other than Washington Avenue should have a primary entrance located facing such street.
- 4 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).

✓ ENCOURAGED



This structure has a well-defined entry that acts as a visual cue for pedestrians.

✗ DISCOURAGED



This entrance to this building is hard to distinguish, making it uninviting.



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 Endicott include a main, commercial corridor in Washington Avenue, and side and parallel streets that consist of a mix of commercial and 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.

SIDEWALKS

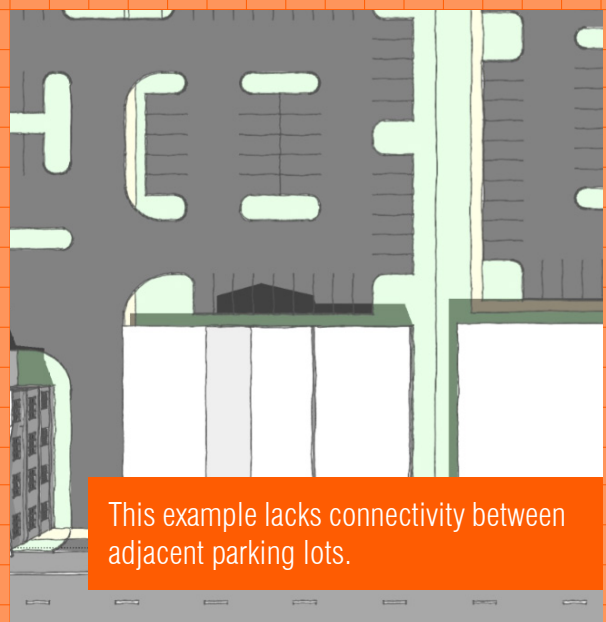
- 1 Sidewalks should have a minimum width of 5 feet, or wider at the discretion of the Village Board.
- 2 Sidewalks should be constructed to provide access from all principal building entrances to the sidewalk system and parking areas.
- 3 Sidewalks adjacent to streets, driveways, and parking lots should be curbed to separate pedestrians and vehicles.
- 4 As necessary, sidewalks should traverse parking lot medians, end islands and between buildings to permit safe and efficient pedestrian travel.
- 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 be permitted.

✓ ENCOURAGED



Sidewalk connections between and alongside buildings are required to facilitate rear-loaded parking.

✗ DISCOURAGED



This example lacks connectivity between adjacent parking lots.

PEDESTRIAN + VEHICULAR CONNECTIONS

- 1 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.
- 2 Pedestrian and vehicular circulation patterns should be designed to minimize potential conflicts between vehicles and pedestrians and to provide enhanced separation.
- 3 Safe, convenient, and efficient pedestrian circulation patterns should be provided between structures in a multiple structure development.
- 4 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.
- 5 Parking and vehicle circulation patterns should be designed to reduce speeds and increase pedestrian safety, efficiency, and convenience.

✓ ENCOURAGED



Pedestrian zones and vehicular circulation patterns should be separated for safety.

✗ DISCOURAGED



This connection does not effectively lead pedestrians through the parking lot.

DRIVE THROUGH FACILITIES

1 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.

4 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.

7 Decibel levels for drive-through operations and transaction processes should not exceed 60 dBA at any property line.

✓ ENCOURAGED



Drive-through facilities and service canopies should be placed behind the building.

✗ DISCOURAGED

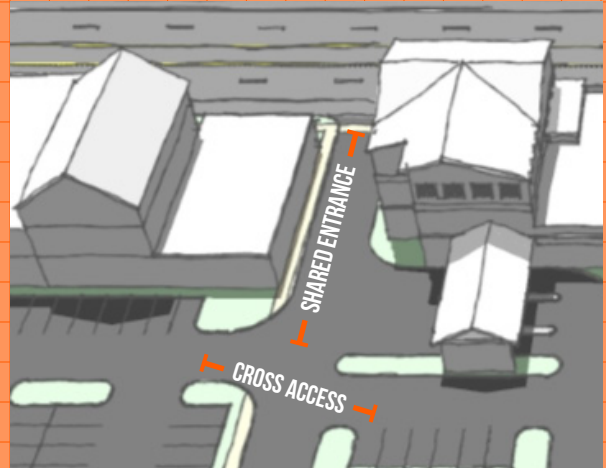


Side-loaded drive-throughs diminish connectivity of the building to the street.

DRIVEWAYS + 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 impracticability, the provision for cross access among adjacent properties should be required to internalize traffic and reduce turning movements directly onto Washington Avenue.
- 3 New construction or improvements should plan for, accommodate, and/or reserve land for future connections with adjacent properties to facilitate cross access.
- 4 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.
- 6 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.

✓ ENCOURAGED

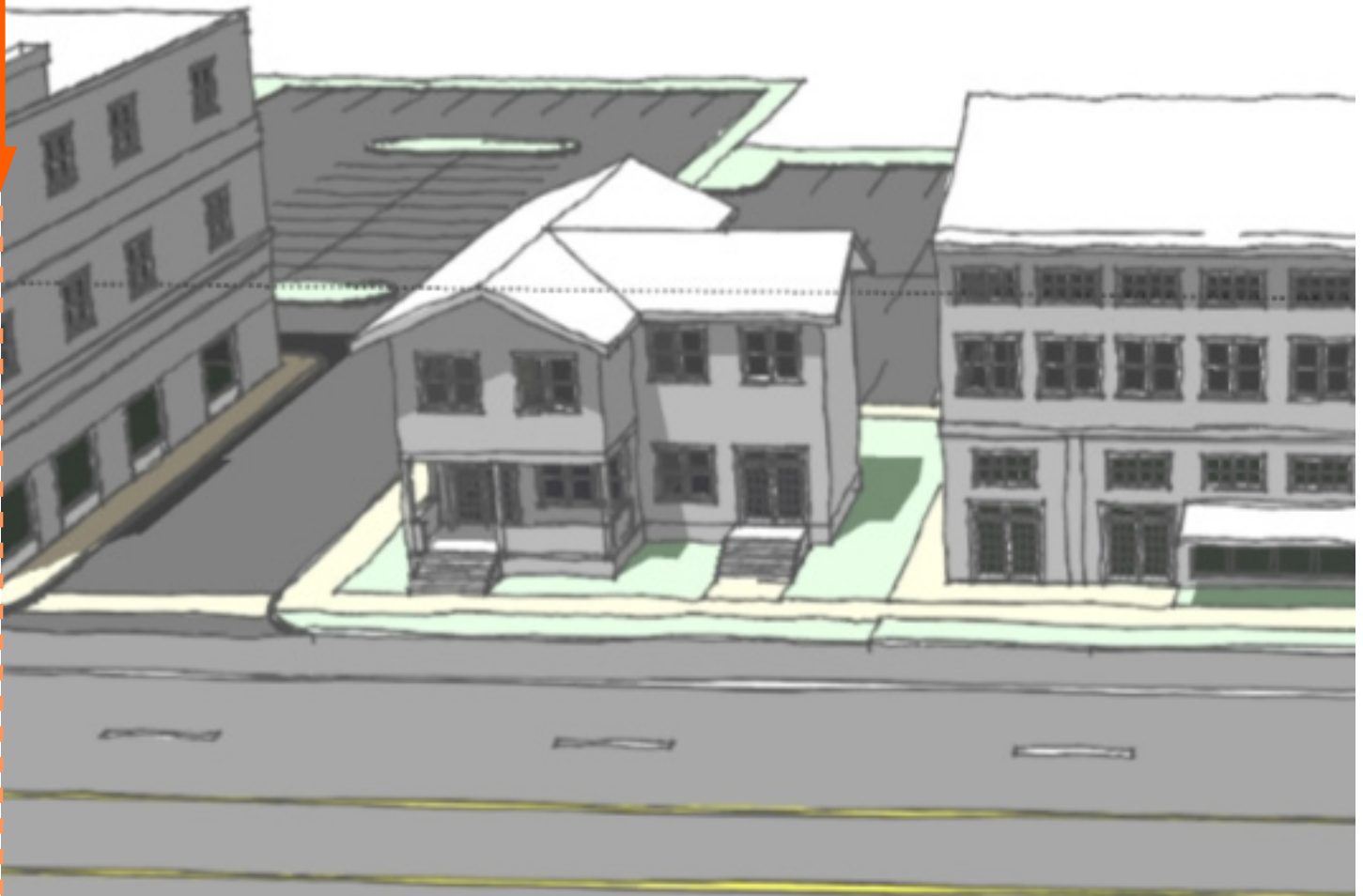


Shared entrances and cross access between parking lots can enhance internal circulation.

✗ DISCOURAGED



Adjacent parking lots that lack cross access result in excessive turning movements.



SITE INFRASTRUCTURE + 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.

DECKS, WALLS, + FENCES

1 Decks should not be constructed on the front of a building. Decks should only be constructed on rear elevations and should not be visible from the street.

2 Fences should not front Washington Avenue. Fences can be installed along other streets in accordance with the following guidelines.

3 When replacing a limited portion of a fence or wall, use in-kind materials and match height and detailing.

4 New walls and fences should be constructed of high-quality 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.

5 Chain-link fences and exposed standard concrete block walls should not be installed where visible from the public right-of-way.

✓ ENCOURAGED



Decks should be located behind buildings.

✗ DISCOURAGED



Chain-link fences should not be visible from public streets and sidewalks.

LOADING, SERVICE, REFUSE, + MAINTENANCE FACILITIES

- 1 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.
- 5 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.
- 6 All refuse appurtenances, equipment and containers should be located within a 4-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 1 foot above the height of all elements within the enclosure.
- 7 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.

✓ ENCOURAGED



This refuse enclosure is placed at the rear of the building and utilizes high quality materials.

✗ DISCOURAGED



Loading docks should not face primary streets.

STREETSCAPE FEATURES

- 1 Preserve major streetscape elements, including road width, tree lawn, sidewalks and setbacks.
- 2 Preserve the scale and massing of building forms that line the public right of way.
- 3 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.
- 4 Retain the pattern, organization, and rhythm of building entrances along the sidewalk.
- 5 Support ground level uses that contribute to the vitality of the street.
- 6 Retain historic pedestrian and vehicular circulation patterns.
- 7 Encourage street tree plantings where there is a reasonable expectation that their health can be sustained. Appropriate species include (but are not limited to): Crabapple, Eastern Redbud, Thornless Cockspur Hawthorn, Washington Hawthorn, Thornless Honeylocust, and Canada Red Chokeberry.
- 8 Ensure site furniture is designed and sited to promote and enhance the pedestrian experience and is an appropriate material.
- 9 Garbage cans, dumpsters, and similar elements should be located at the rear of the property.
- 10 Retain existing historic light fixtures where they are a character defining element of the neighborhood.
- 11 Pedestrian scale lighting, no greater than 9 feet in height, should be utilized along Washington Avenue and whenever possible. Provide the minimal street level lightings necessary for public safety while avoiding light pollution.

✓ ENCOURAGED



Streetscape features like those above enhance the pedestrian experience.

✗ DISCOURAGED



Vehicular-oriented streetlights are not appropriate for Washington Avenue.

SIDEWALK DINING

1 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 Sidewalk dining areas 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.

5 Food preparation should not be permitted in the sidewalk dining area.

6 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

✓ ENCOURAGED



Sidewalk dining areas create vibrant streetscapes that facilitate walkability.

✗ DISCOURAGED



Sidewalk dining areas should be formalized.

STORMWATER MANAGEMENT + GREEN INFRASTRUCTURE

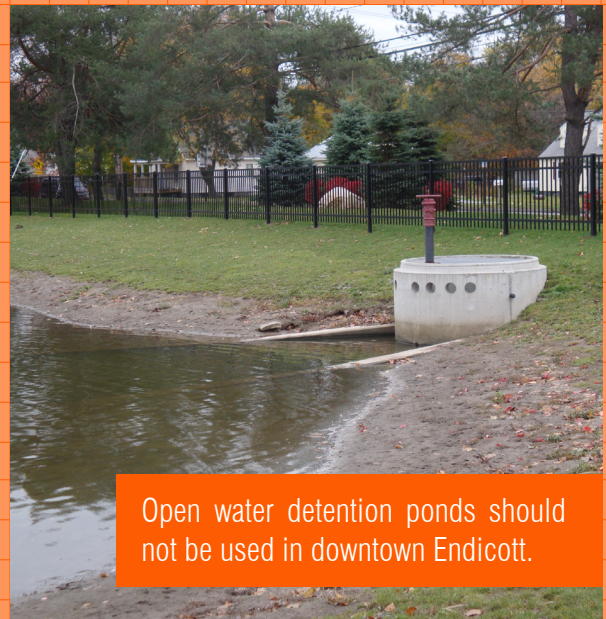
- 1 Stormwater management facilities should be integrated into the overall site design.
- 2 The use of subterranean storage for stormwater runoff is encouraged where practicable.
- 3 Where practicable, the use of green infrastructure design elements, such as, but not limited to, bioswales, rain gardens, bioretention areas, porous pavements, green roofs, and other measures which promote the infiltration, transpiration, and evaporation of stormwater runoff should be encouraged.
- 4 All stormwater management facilities and green infrastructure facilities should provide a pleasing aesthetic complementary to the character of the Washington Avenue corridor.
- 5 All green infrastructure design elements, including plantings and pavements, should be regularly maintained to promote their proper and intended function.

✓ ENCOURAGED



Stormwater management techniques should be integrated into areas adjacent to driveways and parking lots.

✗ DISCOURAGED



Open water detention ponds should not be used in downtown Endicott.

MECHANICAL EQUIPMENT

1 Where feasible, utility service connections from rights-of-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.

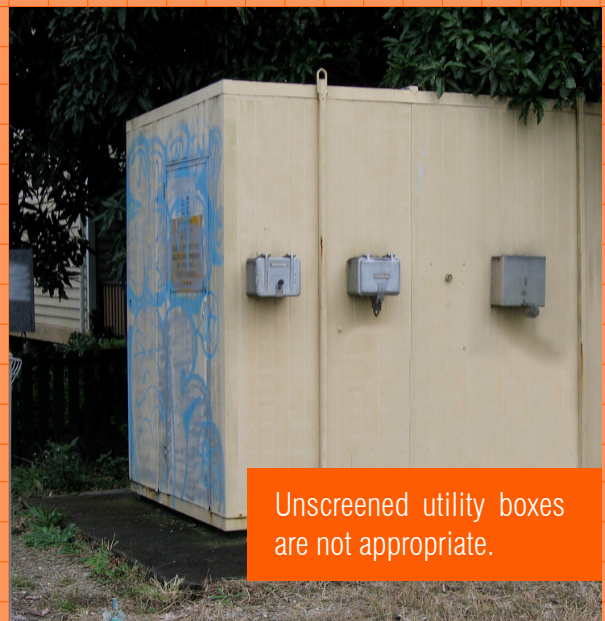
2 Above-ground utility service connections, appurtenances and fuel pumps should be located in side yards or rear yards and screened from view from the street as necessary. This includes, but is not limited to, generators, transformers, vaults, 'hot-boxes,' switch-gear, meters, valves, compressors, pumps,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

✓ ENCOURAGED



Ground-mounted utility boxes should be screened.

✗ DISCOURAGED



Unscreened utility boxes are not appropriate.

BICYCLE PARKING

1 The number of recommended 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 5,000 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 Bicycle racks must be in full view in a well-lit area and securely anchored.

4 Bicycle racks may not obstruct pedestrian traffic.

✓ ENCOURAGED

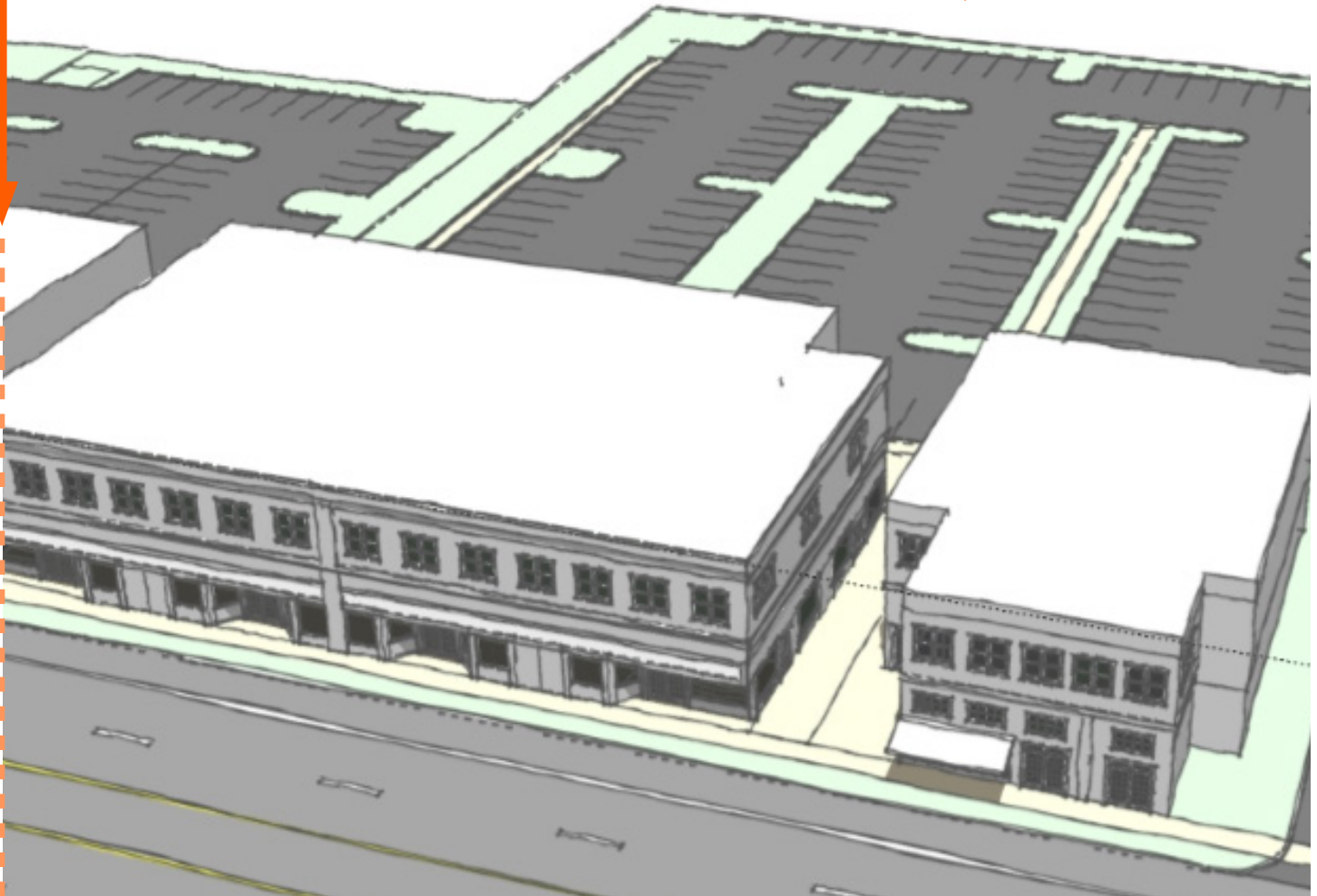


Bicycle racks should be both functional and aesthetically appealing.

✗ DISCOURAGED



Rack design should allow bicycles to be secured in such a way that they do not fall over.



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 Village 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 LOCATION

- 1 Front parking lots are never appropriate on Washington Avenue.
- 2 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.
- 3 Existing parking lots located in the front of a building should not be expanded.
- 4 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.
- 5 For corner lots, side yard parking should be allowed subject to all other applicable regulations governing side yard parking.
- 6 Side yard parking should require the installation of appropriate screening between the parking lot and street, as determined by the Village Board.
- 7 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.
- 8 For sites proposed with multiple structures, parking should be centralized and shared in parking rooms of no more than 50 cars.

✓ ENCOURAGED



Parking lots should be placed in the rear of the structure.

✗ DISCOURAGED

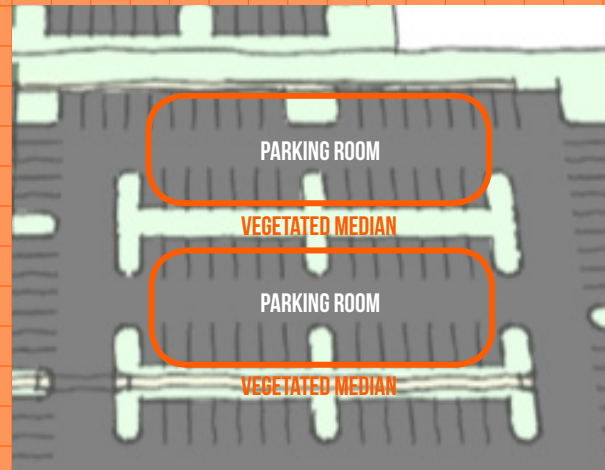


Front-loaded parking lots with deep setbacks are not appropriate for Washington Avenue.

ORIENTATION OF PARKING

- 1 Parking lots should be appropriately screened from adjacent streets with buffers of trees and shrubs. These buffers should be placed at the edges of the parking lot, along streets and the public right-of-way.
- 2 Buffers should include 1 tree for every 10 parking spaces. The number of shrubs (no more than 36 inches and no less than 18 inches in height as measured from the surrounding soil line) should equal the total number of trees multiplied by 10.
- 3 A minimum of 5 percent of the total interior parking lot area should be landscaped using vegetated medians 6 to 10 feet in width.
- 4 Vegetated medians should be planted between 'rooms' of parking spaces containing no more than 50 vehicles each.
- 5 Vegetated medians should include landscaped terminal islands to bookend each parking row. Terminal islands should contain at least 2 trees.
- 6 Pedestrian walkways within vegetated medians are encouraged.
- 7 Medians should not prevent cross lot access.
- 8 Parking facilities should be oriented such that drive aisles traverse perpendicular to the adjacent plane of the building.

✓ ENCOURAGED



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.

✗ DISCOURAGED

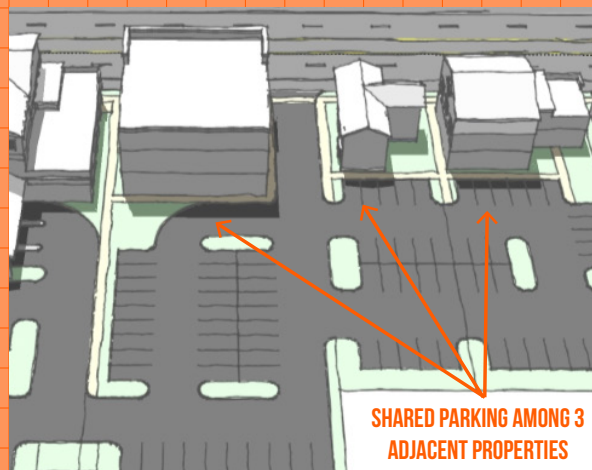


This parking lot does not have adequate visual buffers.

SHARED PARKING + OTHER CONSIDERATIONS

- 1 Shared parking among two or more adjacent businesses on Washington Avenue is encouraged, as provisioned in the Village of Endicott Code.
- 2 The total number of spaces provided in a shared parking area must not be less than the sum required of the various buildings involved in the agreement.
- 3 To be considered for shared parking, applicants must prove they have different peak parking demands or operating hours and that parking is located within 400 feet of all involved buildings.
- 4 Businesses within 400 feet of municipal parking lots can apply to count spaces in these lots against their on-site requirements.
- 5 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.

✓ ENCOURAGED



Shared parking should be explored to provide a more efficient and effective use of aggregated parking spaces along commercial corridors.

✗ DISCOURAGED



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



LANDSCAPING

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

This section provides standards for the following:

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

SITE LANDSCAPING

1 Site landscaping should be required along all property boundaries, except where side yards are less than 3 feet, where front yards are less than 10 feet, or where shared parking lots adjoin abutting properties.

2 Plantings should be limited to native species that are hardy, salt-tolerant, known to be non-invasive to the area, and deer-resistant. Appropriate species include (but are not limited to): Crabapple, Eastern Redbud, Thornless Cockspur Hawthorn, Washington Hawthorn, Thornless Honeylocust, and Canada Red Chokeberry. Significant deviations from this criteria must be supported by ample evidence by the applicant.

3 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.

4 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.

5 Properties with 90 percent or greater building coverage should be excluded from providing site landscaping.

✓ ENCOURAGED



This example depicts appropriate frontage landscaping with effective signage and lighting.

✗ DISCOURAGED



The plantings above are much too large for downtown Endicott.

PARKING LOT LANDSCAPING

- 1 All parking lot medians, end islands, and perimeters should be attractively landscaped.
- 2 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.
- 3 Parking in side or rear yards should be screened from streets or adjacent residential properties with attractive landscaping and fencing.
- 4 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.
- 5 Existing parking lots along front yard setbacks should be screened from streets or adjacent residential properties with landscaping and or attractive fencing.
- 6 Municipal lots should have perimeter buffers of at least 5 feet along streets and the public right-of-way.

✓ ENCOURAGED



This parking lot island acts as an effective circulation and design element.

✗ DISCOURAGED



This side-loaded parking lot lacks appropriate landscaping.

FOUNDATION LANDSCAPING

- 1 Front yards along Washington Avenue with building setbacks of less than 10 feet should be paved with hardscape materials to provide an extension of the sidewalk and pedestrian zone to the building façade.
- 2 Durable containers and permanent landscape planters should be used in front yards less than 10 feet in depth or in other instances where appropriate landscaping cannot otherwise be obtained given site constraints.
- 3 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.

✓ ENCOURAGED



Permanent planters enhance the streetscape and can also be used for stormwater management.

✗ DISCOURAGED



These planters are not appropriately sized for Washington Avenue.

BUFFERS + SCREENS

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

✓ ENCOURAGED



This structural screen provides a visual and physical buffer between sidewalk and parking area.

✗ DISCOURAGED



Buffers must include both trees and associated shrub plantings.



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 the following guidelines 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 Washington Avenue 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.

SIGNAGE TYPES, STYLES, + MATERIALS

- 1 Signage types permitted within Endicott should conform to the Village Code.
- 2 No sign shall flash or rotate, emit audible sounds or odor, nor include video or animation.
- 3 The design of signage within the downtown area should be in harmony with and complementary to the architectural style of the principal structure to which the sign is related.
- 4 All signage should be of professional quality and constructed of durable and weather-resistant materials.
- 5 All wood signage components should be sealed and protected from the elements. Unpainted or unfinished treated lumber should not be permitted.
- 6 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.

✓ ENCOURAGED



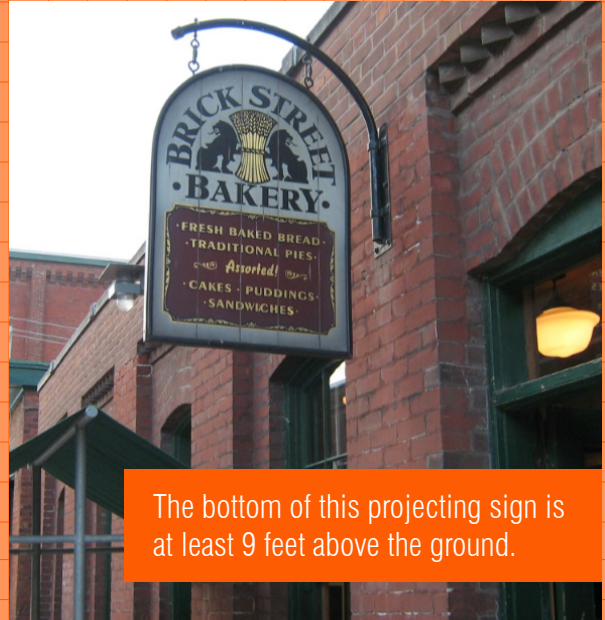
✗ DISCOURAGED



SIGNAGE HEIGHT, SIZE, + PLACEMENT

- 1 Signs should be consistent with the size, setback, and lighting requirements set forth in the Table of Sign Regulations included in the Village Code and on file in the Village offices.
- 2 No sign shall obstruct the view at an intersection or be confused with a traffic management sign.
- 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.
- 4 Businesses located along Washington Avenue are permitted one sandwich board (sidewalk) sign within the public right-of-way so long as it is unobtrusive to pedestrian traffic and is removed after business hours.
- 5 No sign shall exceed 72 square feet in surface area and no dimension shall be greater than 12 feet.
- 6 Signs projecting over walkways or sidewalks must have a minimum clearance between the bottom of the sign and the ground of 9 feet.
- 7 Wall signs should not project above the roof of any building and should not be a building height encroachment.

✓ ENCOURAGED



The bottom of this projecting sign is at least 9 feet above the ground.

✓ ENCOURAGED



This sign is placed in such a way to not obstruct pedestrian traffic.



LIGHTING

Lighting is a critical design element that provides safety, visual cues, and aesthetic appeal to the building and its surroundings. 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 Washington Avenue 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 illumination to only those areas intended. The prevention of light pollution spilling beyond property boundaries is of paramount concern to mixed-use corridors that support both commercial and residential uses.

This section provides standards for:

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

SITE LIGHTING

- 1 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.
- 5 Fixtures should be fully shielded and/or “Dark Sky” compliant. Light trespass into adjacent non-commercial areas should not exceed 0.1 footcandles in intensity.
- 6 Amber hue lighting, such as high pressure sodium fixtures and others of equivalent performance, should not be permitted.
- 7 Lighting fixtures should be directed away from adjacent structures and property boundaries.
- 8 Fixture mounting height, direction, and intensity should be determined based on the minimum requirements necessary to efficiently and safely illuminate the area.

✓ ENCOURAGED



Period lighting fixtures with banners or flower hangers are appropriate for downtown.

✗ DISCOURAGED

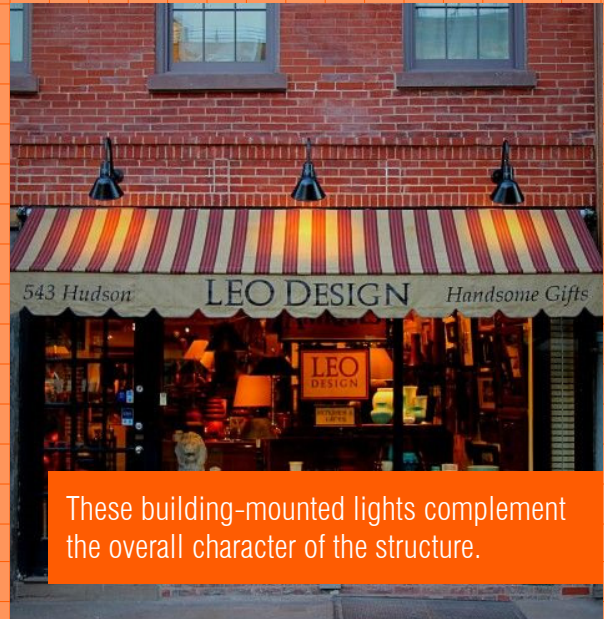


This light fixture is not appropriate in scale or height for pedestrian application.

BUILDING LIGHTING

- 1 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 Washington Avenue.

✓ ENCOURAGED



These building-mounted lights complement the overall character of the structure.

✗ DISCOURAGED

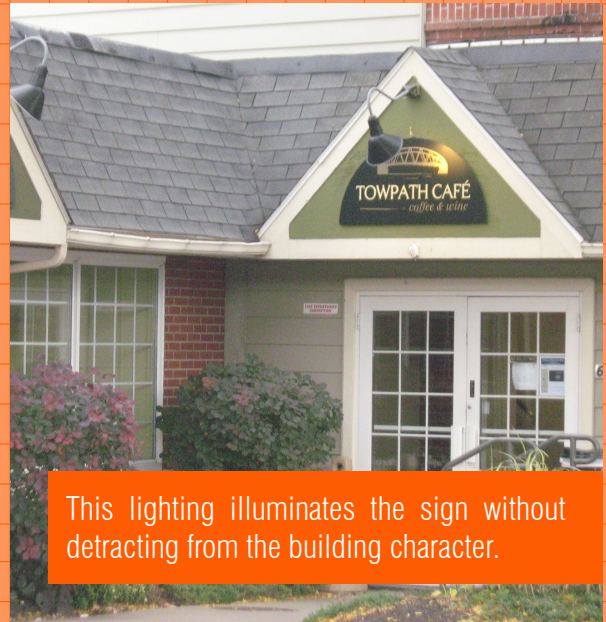


Wall-pack style lighting, as shown above, is not appropriate.

SIGNAGE + ACCENT LIGHTING

- 1 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.
- 3 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.
- 5 Single bar fluorescent tube fixtures are not recommended unless they complement 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.
- 7 Accent lighting should focus on highlighting architectural details or elements rather than the illumination of entire facades or walls.

✓ ENCOURAGED



This lighting illuminates the sign without detracting from the building character.

✗ DISCOURAGED



Signs along Washington Avenue should not be internally illuminated.



3

SECTION

BUILDING DESIGN GUIDELINES



ARCHITECTURAL CHARACTER

The Design Guidelines seek to preserve and enhance the architectural character of Washington Avenue, and ensure that development is consistent with the surrounding landscape of the Village. New construction, building additions, rehabilitations, renovations, and/or changes in use must complement the Village's traditional architecture and improve the experience for pedestrians and motorists. 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:

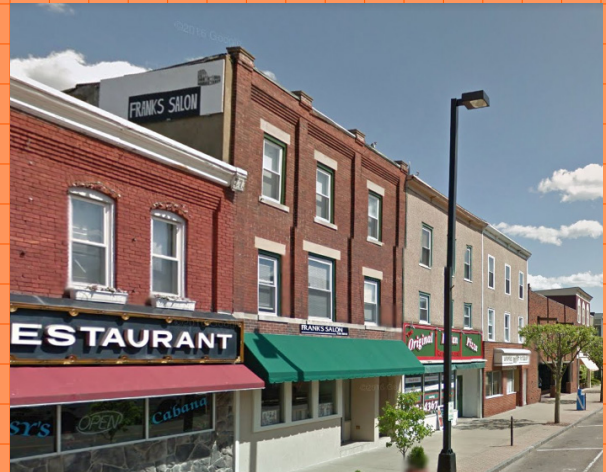
- building form and massing;
- commercial and mixed-use building character; and
- residential building character.

Adherence to these guidelines will provide a comfortable, enjoyable, and aesthetically pleasing environment within the Washington Avenue corridor. The use of familiar building forms, massing, architectural styles, and details is required to complement the Village's valued historic character.

BUILDING FORM + MASSING

- 1 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.
- 4 Structures should incorporate fascias, canopies, arcades, setbacks, recesses, projections or other design features to avoid large, undifferentiated walls.
- 5 New construction should be a minimum of 2 usable stories.
- 6 The height of building first floors should not be less than 15 feet.
- 7 For buildings with multiple storefronts, there should be a direct correlation between the delineations of interior tenant spaces and exterior façade treatments.

✓ ENCOURAGED



Buildings of appropriate height create a sense of prominence along the street.

✗ DISCOURAGED



This building is set too far back from the streetline and has front-loaded parking.

COMMERCIAL + MIXED USE BUILDING CHARACTER

1 New construction, building renovations, and building additions should complement the traditional architecture of the Village of Endicott.

2 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.

3 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 reduces transparency of first floors should not count towards the minimum transparency requirement.

4 Commercial buildings should provide visual distinction between the first floor and upper floors through the use of appropriate architectural elements, details, materials, and/or color.

✓ ENCOURAGED



This building uses effective architectural details to differentiate between the first and upper floors.

✗ DISCOURAGED



This structure would not complement Washington Avenue's architectural character.

RESIDENTIAL BUILDING CHARACTER

- 1 Residential buildings along Washington Avenue should maintain the style established by the other mixed-use and commercial buildings along the street, yet should have their own district character.
- 2 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.
- 4 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.

✓ ENCOURAGED



Residential buildings should maintain a distinct character yet complement the overall street.

✗ DISCOURAGED



This structure does a poor job of addressing the street, and creates a stark wall against the streetline.



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. When this is used too often, it 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:

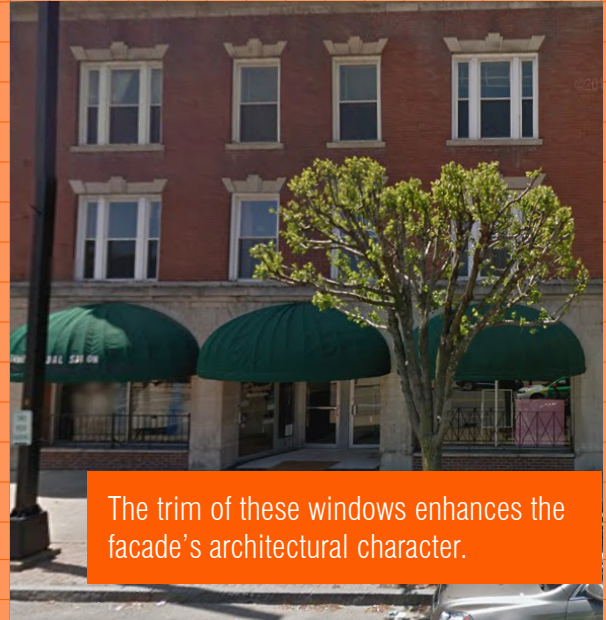
- building transparency;
- roofs, cornices, eaves, overhangs, and parapets;
- doors and entryways; and
- building materials.

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 Washington Avenue corridor.

BUILDING TRANSPARENCY

- 1 The transparency ratios of ground floor windows should be maintained wherever possible and replicate the style of the existing windows.
- 2 Window frames should not be altered to accommodate a different window type since it usually involves affecting the surrounding building wall.
- 3 Windows should be of a scale, proportion and extent appropriate to the overall architectural style of the building.
- 4 Window openings should be trimmed with an appropriate material (brick, stone, wood, wood-like, cementitious board) to provide added definition to the overall façade.
- 5 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.
- 6 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.

✓ ENCOURAGED



The trim of these windows enhances the façade's architectural character.

✗ DISCOURAGED



This structure lacks appropriate window rhythm and detailing.

ROOFS, CORNICES, + EAVES

- 1 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 throughout the region.
- 4 Cornices should be used to differentiate and enhance the vertical composition of the building façade.
- 5 To the extent practicable, building stories, cornice lines, and other horizontal trimlines for infill development should have continuity with adjacent buildings.

✓ ENCOURAGED



This building uses simple architectural features to define the roofline.

✗ DISCOURAGED



This building does not provide any meaningful architectural detail at the roofline.

AWNINGS, OVERHANGS, BALCONIES, + PARAPETS

1 The use of awnings, canopies, recessed entries, and other design elements is encouraged to define the first floor and provide shelter to entryways.

2 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.

3 The material for awnings shall be durable canvas or fabric, not high-gloss or plasticized fabrics, or bright colors that do not complement the streetscape. They should not be backlit or internally illuminated.

4 Overhangs and canopies should be architecturally consistent with or complementary to the remainder of the building.

5 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 Washington Avenue corridor or adjacent districts. The use of fencing, lattice, and similar materials to screen rooftop mechanical equipment should not be permitted.

6 Balconies should not be fully enclosed and should match the architectural design of the building, using similar details and materials.

✓ ENCOURAGED



The above awning effectively frames the entry to this building.

✗ DISCOURAGED



This awning is not appropriate because it is back-lit, plasticized, and brightly colored.

BUILDING DOORS + ENTRIES

- 1 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.
- 4 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.

✓ ENCOURAGED



This storefront is active and transparent, with a recessed entry.

✗ DISCOURAGED



This entrance is very nondescript and lacks adequate transparency.

BUILDING MATERIALS

1 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.

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.

✓ ENCOURAGED



This brick facade enhances the building character.

✗ DISCOURAGED



This building uses vinyl siding, which diminishes the overall aesthetic quality of the storefront.

