

JOHNSON



WHERE LIFE IS WORTH LIVING

Johnson City DRI: Agenda



Welcome

Code of Conduct

Schedule of DRI and Current Status

Public Engagement Plan Review

Goals & Strategies Discussion

Evaluation Criteria Discussion

Retail Data and Framework, Presentation

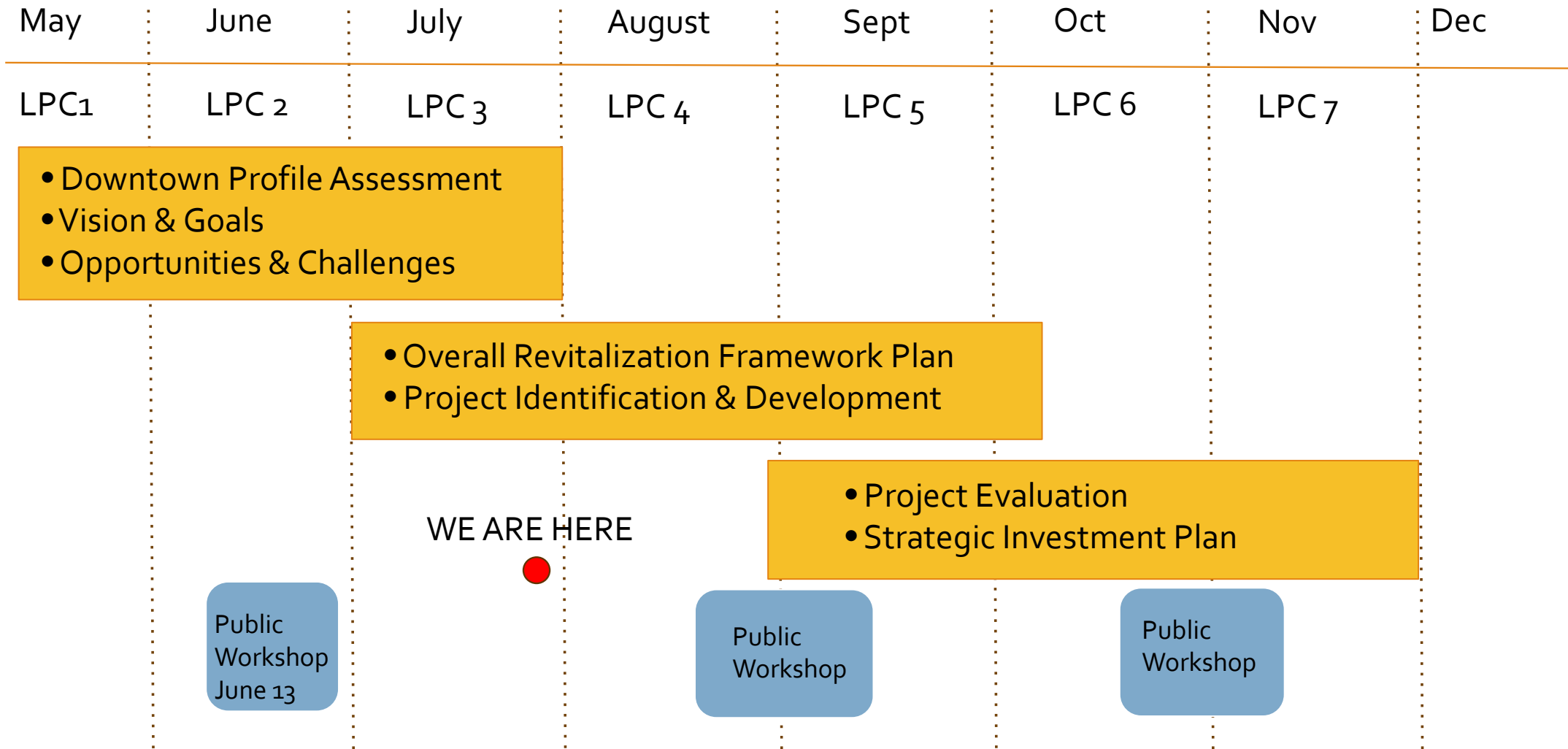
Side Streets and Green Infrastructure, Presentation

Next Steps

Public Comment



Johnson City DRI: Draft Schedule

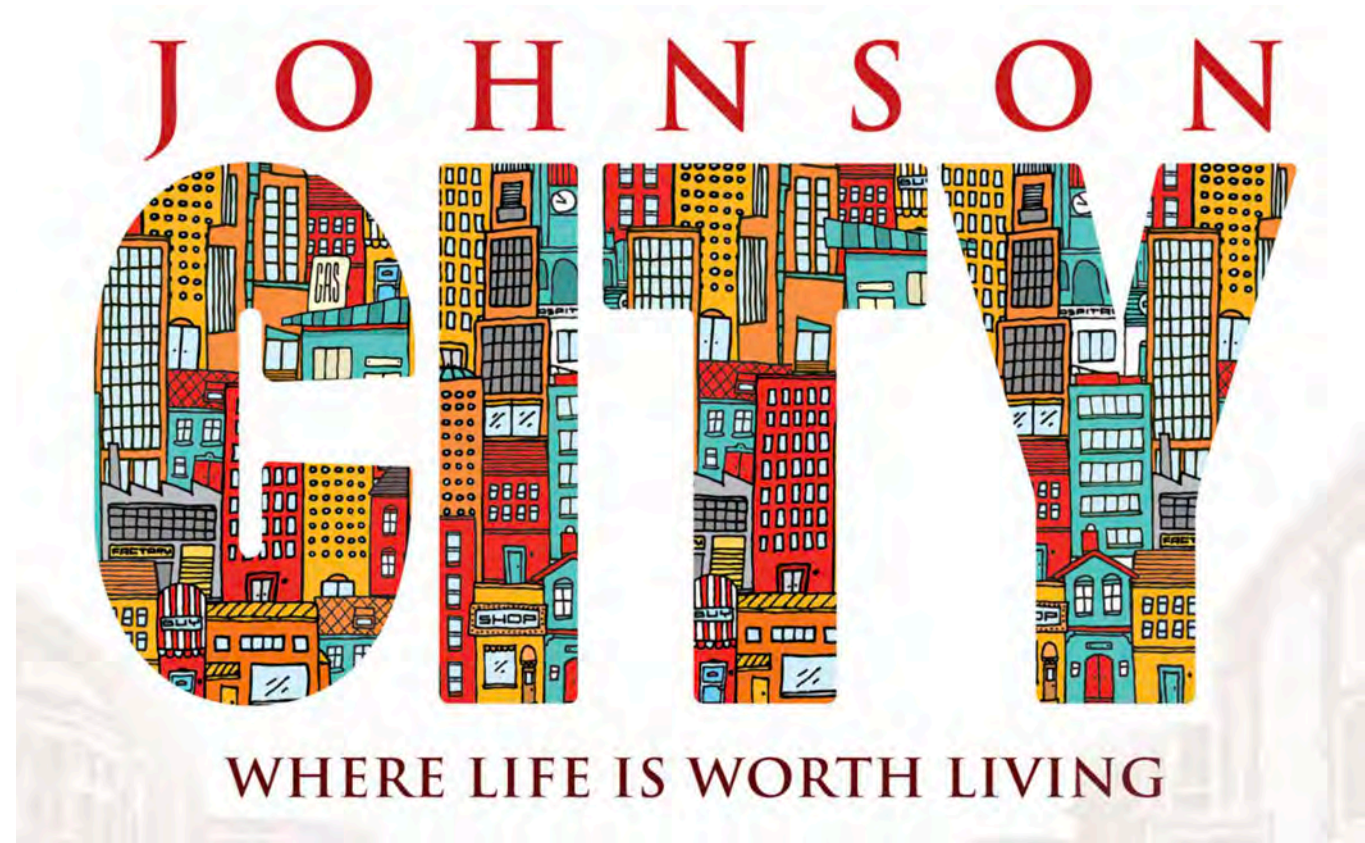


Johnson City DRI: Award Winning Application-Vision



"Downtown will espouse a fresh, artistic vibe while preserving and restoring its many historic assets and celebrating its ethnic and cultural diversity."

"The community will integrate the new Binghamton University and UHS anchors into the downtown core, develop new housing for students and residents, build its cultural infrastructure, and continue to develop the unique sense of place that is Downtown Johnson City."



Johnson City DRI: DRAFT GOALS



1 Goal: Maintain the heritage of Johnson City and its strong sense of local community.

2 Goal: Restore Main Street's historic character, pedestrian-oriented environment, and establish it as a regional center for a variety of shops and businesses.

➤ **(Combined 1&2)**

Maintain the heritage of Johnson City and its strong sense of local community, pedestrian-oriented environment, and establish it as a regional center for a variety of shops and businesses.

3 Goal: Increase housing opportunities for a diverse set residents and income groups.

4 Goal: Increase the variety of open spaces in Johnson City.

5 Goal: Grow Johnson City's reputation as a regional center of creativity, arts, entertainment, and culture.

➤ **(Combine 2 and 5)**

Restore Main Street's historic character, pedestrian-oriented environment, and establish it as a regional center for a variety of shops, businesses, creativity, entertainment, and culture.

6 Goal: Build upon Johnson City's successes in innovation, health, and culture.

7 Goal: Incorporate sustainable design practices in all aspects of the Village.

Johnson City DRI: GOALS & STRATEGIES



1 Goal: Maintain the heritage of Johnson City and its strong sense of local community.

- Protect and restore buildings that contribute to the historic character of the Village.
- Create a 24-hour community with mix of housing, retail, workplaces, and cultural venues.
- Create a walkable network of streets that link all parts of the downtown.

2 Goal: Restore Main Street's historic character, pedestrian-oriented environment, and establish it as a regional center for a variety of shops and businesses.

- Restore older buildings and fill vacant commercial spaces.
- Promote small businesses in the area.
- Create a walkable downtown.
- Improve signage and wayfinding.
- Establish an efficient parking strategy.
- Increase transit mobility by adding infrastructure for bike, bus, scooters.
- Accommodate people with disabilities.

Johnson City DRI: GOALS & STRATEGIES



(Combined 1 and 2)

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Johnson City DRI: GOALS & STRATEGIES



3 Goal: Increase housing opportunities for a diverse set residents and income groups.

- Increase workforce housing.
- Increase housing for students.
- Create affordable housing for low-income residents.
- Create market rate housing to serve a growing number employees, professionals, and retirees.
- Accommodate people with disabilities.

4 Goal: Increase the variety of open spaces in Johnson City

- Create outdoor social gathering, seating and dining spaces.
- Increase areas for recreational activities.

5 Goal: Grow Johnson City's reputation as a regional center of creativity, arts, entertainment, and culture.

- Grow capacity for events in downtown.
- Support venues for arts and culture.

Johnson City DRI: GOALS & STRATEGIES



(Combine 2 and 5)

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Johnson City DRI: GOALS & STRATEGIES



6 Goal: Build upon Johnson City's successes in innovation, health, and culture.

- Coordinate growth of Binghamton University and UHS with the heritage of Johnson City.
- Provide amenities that encourage quality of life and safety of employees and students.
- Provide opportunities for businesses aligned with the health and wellness sector.

7 Goal: Incorporate sustainable design practices in all aspects of the Village

- Incorporate energy efficiency strategies in building design
- Explore use of green infrastructure
- Create a transportation network that is less dependent on fossil fuel
- Increase electric vehicle charging stations

Johnson City DRI: Evaluation Criteria



- ① **Alignment with State and Local Goals**
- ② **Catalytic Effect**
- ③ **Project Readiness**
- ④ **Eligible Project Type**
- ⑤ **Cost Effectiveness**
- ⑥ **Co-Benefits**

① Alignment with State and Local Goals

DRI State Goals

1. Create an active downtown with a strong sense of place.
2. Attract new businesses that create a robust mix of shopping, entertainment and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries.
3. Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.
4. Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.
5. Grow the local property tax base.
6. Provide amenities that support and enhance downtown living and quality of life.
7. Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.

Local Goals

Johnson City DRI: Evaluation Criteria



② Catalytic Effect

The project is likely to have a **significant positive impact** on the revitalization of the downtown by attracting other public and private investment at a scale appropriate for the DRI/NYF community.

- Project Synergy: How project relates to other projects
- Public Support

③ Project Readiness

The project should **be well-developed and poised to proceed** in the near-term in a way that will jump start the redevelopment of the DRI/NYF area.

- Project Sponsors
- Matching Funds/ Leverage
- Site Control



④ Eligible Project Type

Eligible Activities

- Projects are mostly Capital Projects/ Physical Improvements
- New Buildings or Rehabilitation
- Small Project Fund
- Branding & Marketing

Ineligible Activities

- Planning Services
- Operations and Maintenance
- Pre-award Costs: Costs prior to SIP
- Property Acquisition
- Training and Programs



⑤ Cost Effectiveness

Investment of DRI/NYF funds in the project would represent an effective and **efficient use of public resources**.

- Project Size and Scale
- Financing / Estimated Budget
- DRI Funding Amount

⑥ Co-Benefits

The project will result in **secondary benefits to both the community and project developer**, beyond the primary goal of the project, which will generate additional economic activity.

- Project Synergy: How project relates to other projects
- Public Support
- Building Decarbonization/ Resiliency



\$50,236,301 Total Investment

\$10,570,068 DRI Funding Requested

\$39,666,233 Leveraged

22 Applications

- 4 from Johnson City
- 18 Private Applicants

Johnson City DRI: Project Requirements



- Alignment with Goals & Strategies
- Projects should be located within immediate proximity of DRI boundary.
- All projects must complete a form.
- Leverage a minimum of 25% requested public funding. Project that use greater amounts will be more competitive.

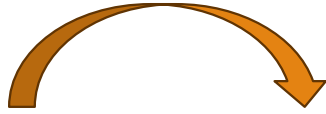
- Ability to comply with regulatory requirements
- Sponsor's history of prior code violations
- Current property tax status

What does the Process Forward Look Like?

Initial Assessment

Consultant team will review submitted applications and perform an initial assessment.

- Does the project meet the minimum eligible requirements?
- Is the application complete enough to discuss with the LPC?



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Categorize Projects

LPC will discuss the various submissions and identify set of categories and separate out the submissions to each category. These could look like:

1. Idea
2. In Formation
3. Fully Formed

1. Strong
2. Potential
3. Not Eligible/Not Ready
4. Small Project

1. Eligible
2. Likely Feasible
3. Likely Eligible
4. Feasibility TBD
5. Eligibility TBD



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Continued Project Review

- Consultant team will help sponsors refine submissions
- Project presentations may be made by sponsors
- LPC work sessions may occur (determined by LPC)
- Consultant team may provide evaluation worksheet if requested



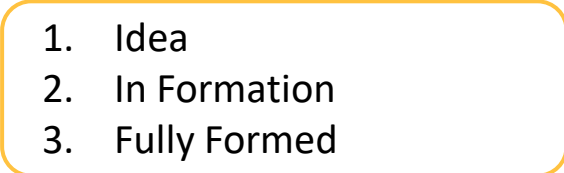
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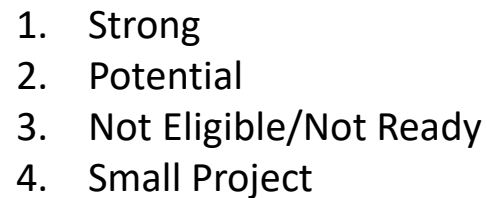
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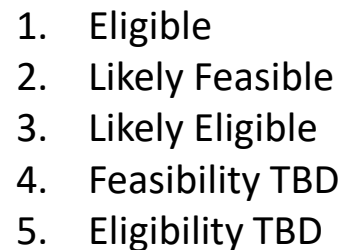
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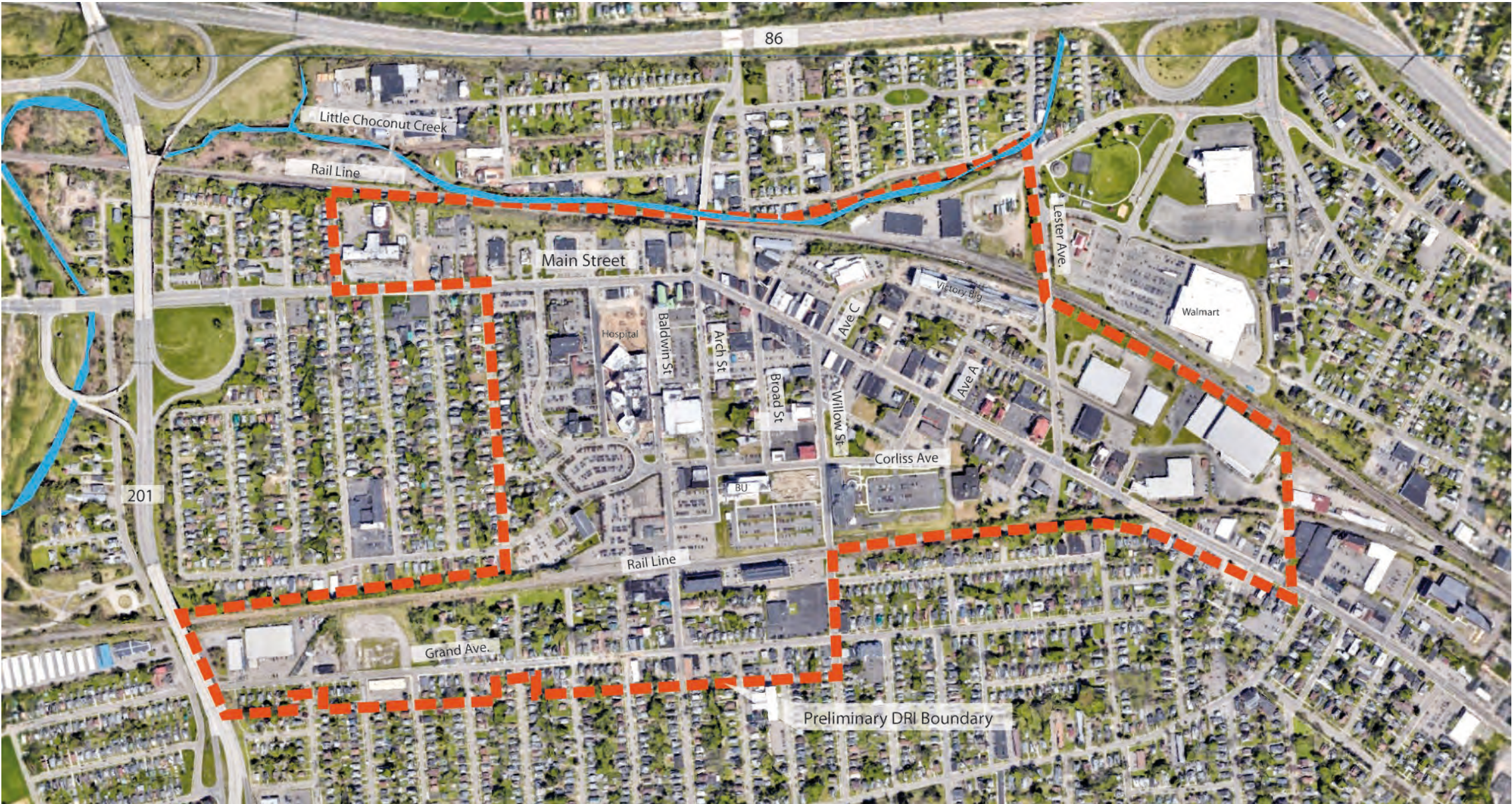
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Slate of Projects

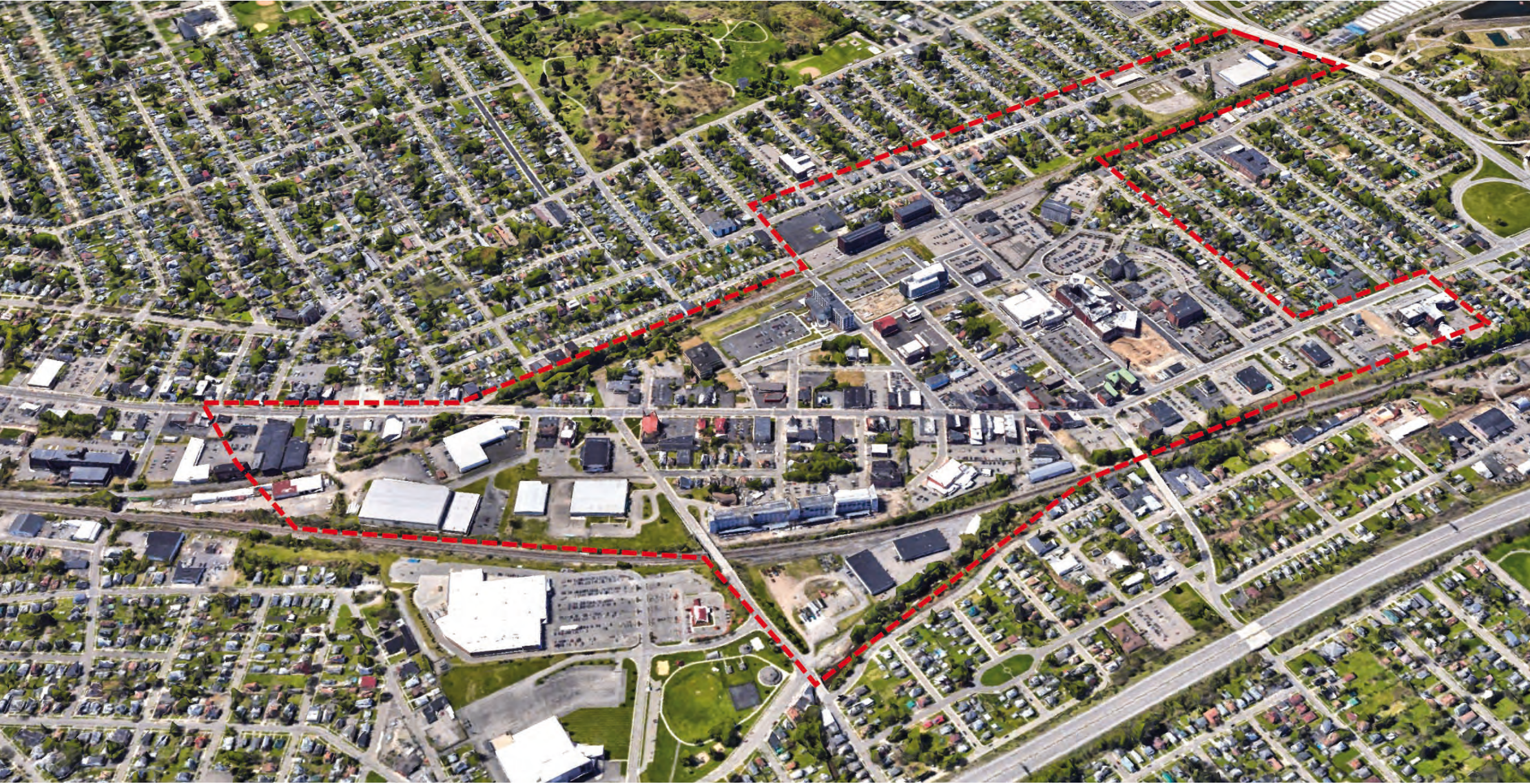
- At LPC 5, LPC members will examine Draft Slate of projects.
- Vote for the Slate of Projects to be recommended to the Department of State.



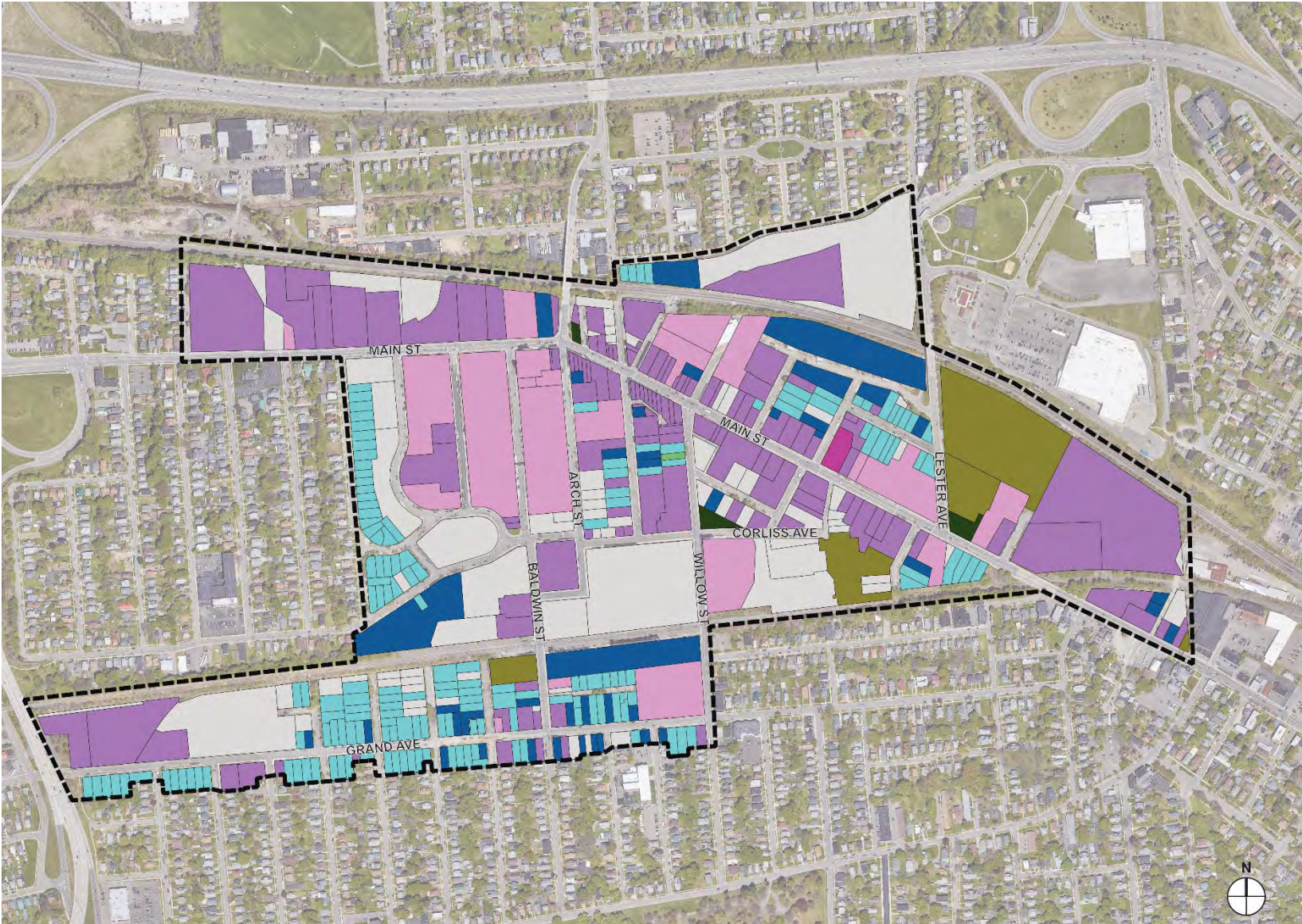
Johnson City DRI: Preliminary Boundary



Johnson City DRI: Preliminary Boundary



Johnson City DRI: Downtown Profile Assessment: Land Use



- LEGEND**
- COMMUNITY SERVICES
 - PUBLIC SERVICES
 - COMMERCIAL
 - INDUSTRIAL
 - MULTI-RESIDENTIAL
 - RESIDENTIAL
 - RECREATIONAL
 - WILD / FOREST
 - VACANT / PARKING / NO BUILDING

Johnson City DRI: Downtown Profile & Assessment-Retail



Demographics: Number of people in the area, income

- US Census Data
- Population 2022: approx.15,000
- Median Income 2021 approx. \$45,000
- Major Employers: Hospital, University

Size of Existing Main Street Retail

- Well over 100,000sf of ground floor retail space
- Currently population in area does not appear to support 100,000sf of retail
- Must rely on outside population to support local retail

Daytime population, employees, students

- Typically drive to parking lots adjacent to their facility
- Don't visit Main Street frequently



Johnson City DRI: Downtown Profile & Assessment-Retail



Trends in Brick and Mortar Retail

- Compete against malls and online sales by offering social/entertainment experiences
- Food, Bars, people watching
- High quality outdoor experience, tactile, good pedestrian environment
- Authenticity, 'personality'
- Walkable

Three Steps

A. BRAND: how people perceive Johnson City

- Locals, who believe in this place- positive image
- How do you want the outside world to perceive you
- How to attract visitors to Village everyday to go to Main Street?
- Branding is only part of the effort

B. FOOT TRAFFIC: Must generate walking from end to end of retail core

C. TIME. Your image needs to be 'progress' steady, organized

- The Villages prior investment create a positive perception
- Recommend that there be no long breaks investment



Johnson City DRI: Downtown Profile Assessment: Retail



Johnson City DRI: Downtown Profile Assessment: Retail



Johnson City DRI: Willbrow Alley



Alley Conversions



Johnson City DRI: Willbrow Gathering Place



Eric Peterson



WITH DRI FUNDS YEAR 2

- Fully Re-Paved
- Plantings
- Elaborate/ Creative Lighting
- Murals
- Drainage Systems Modified



Department of State

Downtown Revitalization Initiative

Johnson City DRI: Signage



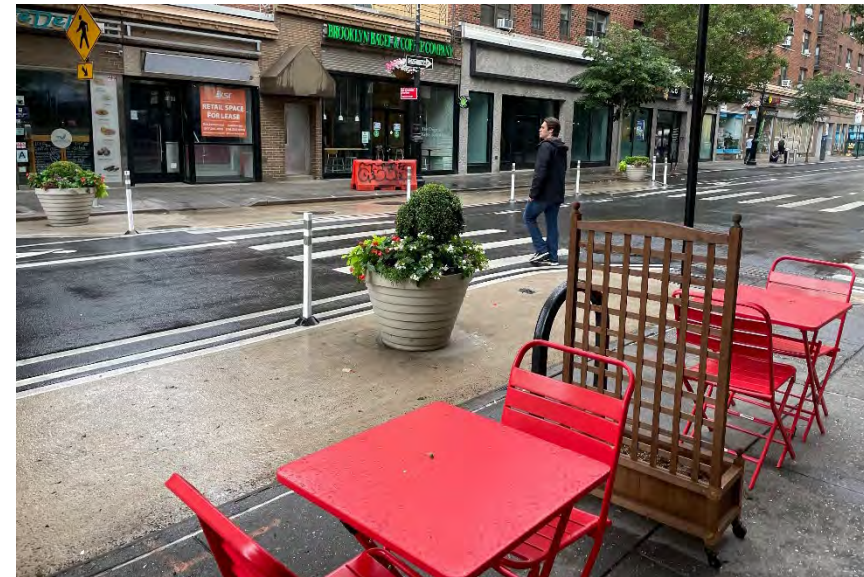
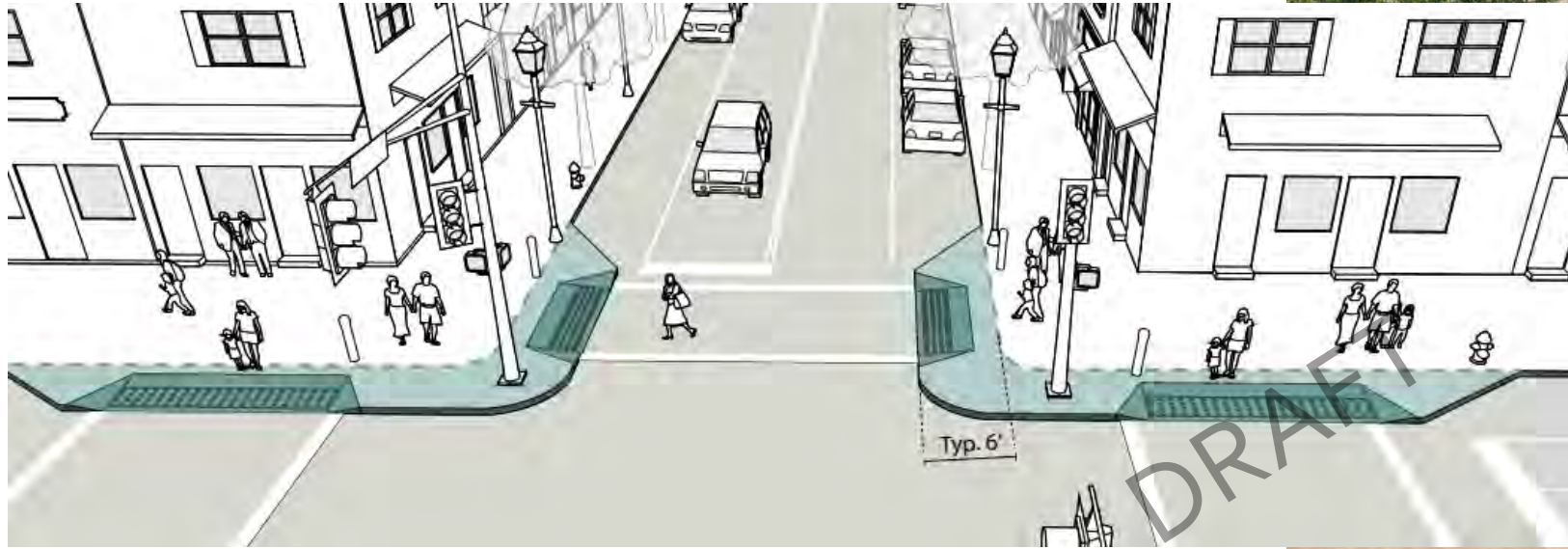
PUBLIC SIGNAGE



PRIVATE SIGNAGE



Johnson City DRI: Street Improvements, Curb Extensions



Johnson City DRI: Street Improvements



Improved Pedestrian Experience

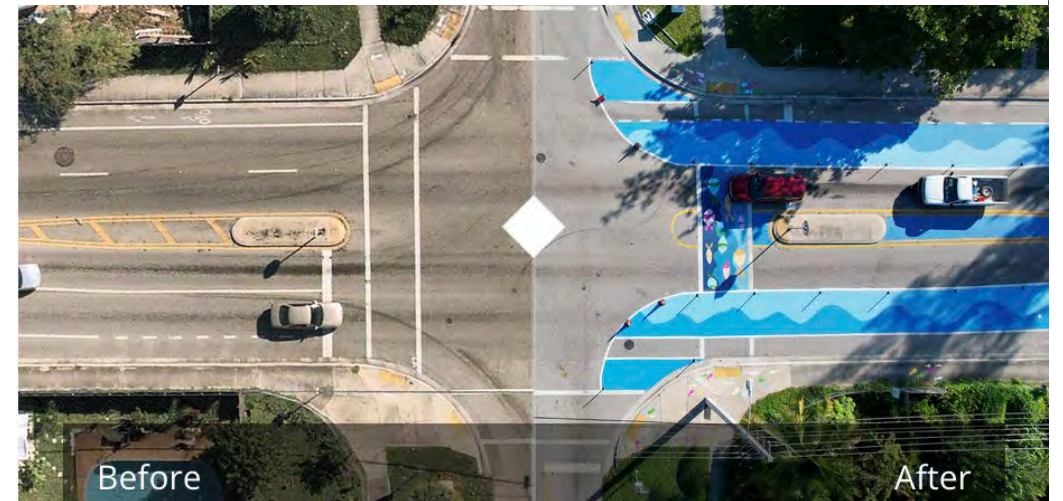
- Tactical Urbanism: Streets are transformed with paint.
- Low cost upfront, but requires maintenance.
- Can also be used to test ideas prior to implementation (short-term, inexpensive installation with an eye toward long-term change).
- Involves the community.
- Part of your Branding as Arts District.



Every city and every street are different. Not all the examples or processes in these pages will be relevant to every project, and not all streets are appropriate

Colourful Crossings, London, UK
(Case study on page 23)

Mural by Office for Crafted Architecture
Photo by Better Bankside



Before

After

Johnson City DRI: Downtown Profile Assessment- Drainage



Existing Flow of Stormwater over land

- Main Street is a ridge line
- Areas north and south of Main Street are sloped surfaces



Johnson City DRI: Downtown Profile Assessment- Drainage

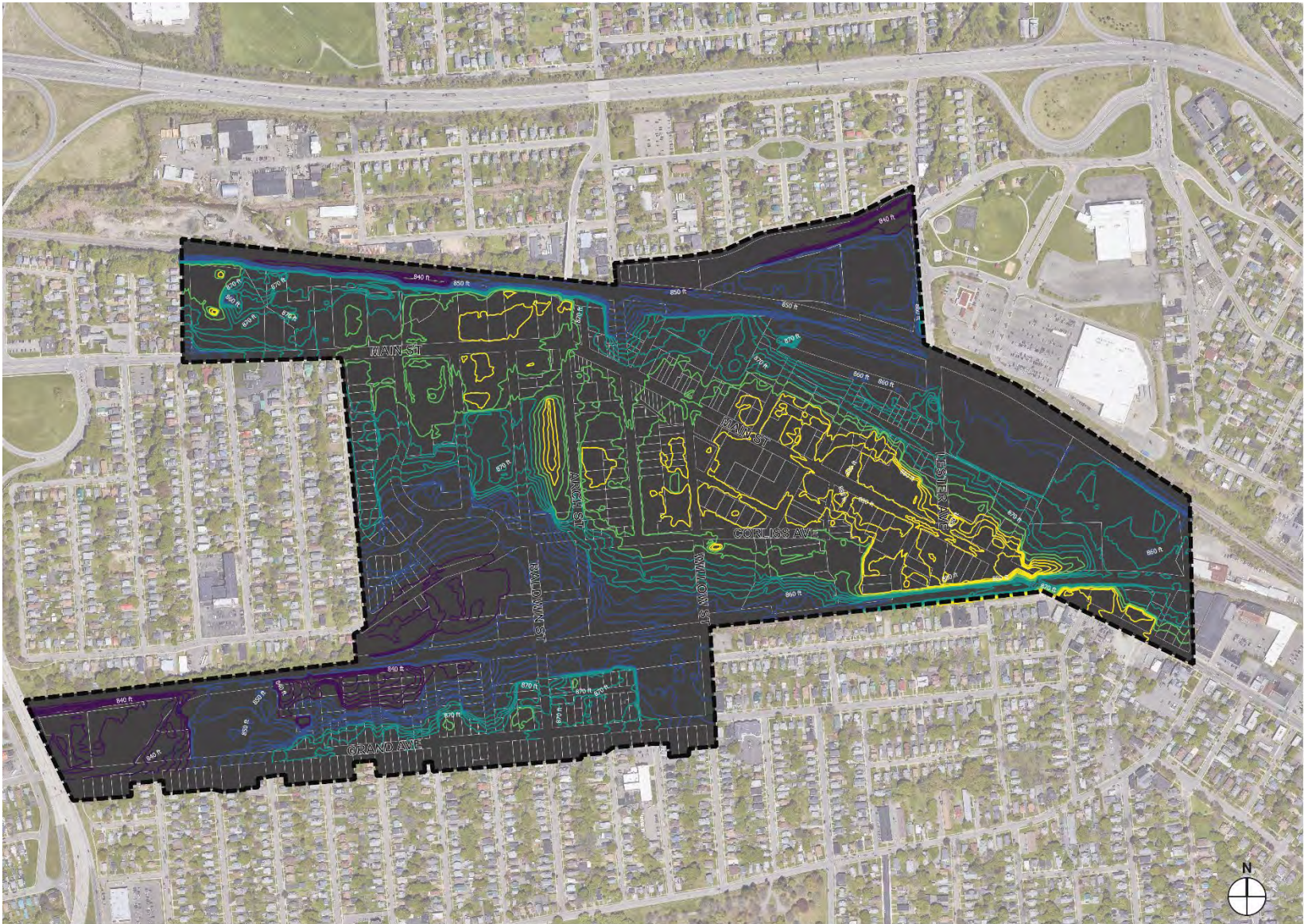


Flooding from lack of capacity to handle Stormwater

- Paved areas direct stormwater into pipes under street.
- The pipes often don't have capacity to handle all of the stormwater.
- The result is flooding.



Johnson City DRI: Downtown Profile Assessment: Drainage



- LEGEND**
- 832-846
 - 846-860
 - 860-870
 - 870-874
 - 874-882

Johnson City DRI: Street Improvements Long-term



GREEN INFRASTRUCTURE DOES TWO THINGS AT ONCE:

- Flood Mitigation
- Sidewalk Improvements
- Multiple Funding Sources

Johnson City DRI: Downtown Profile Assessment: Gateway



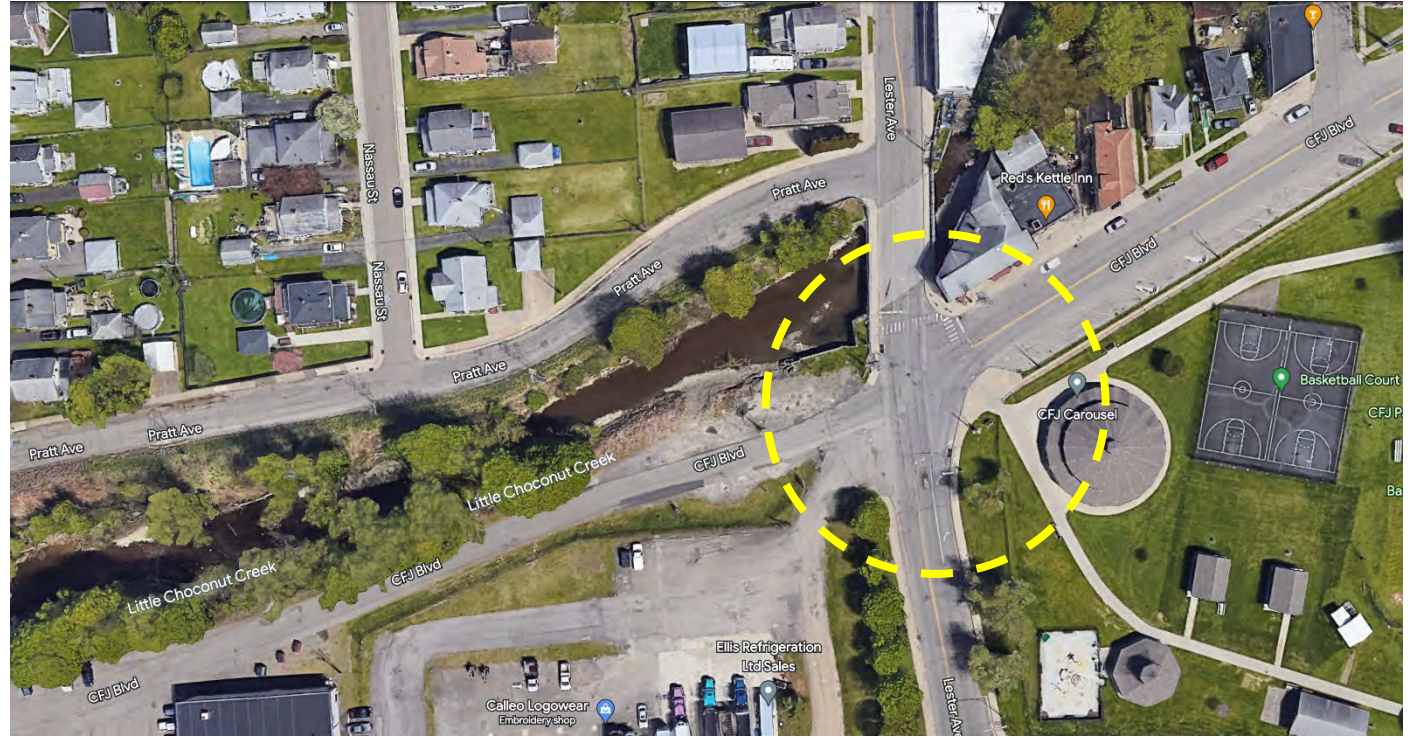
Intersection Near Carousel: CFJ Boulevard and Lester Ave is a gateway

Johnson City DRI: Downtown Profile Assessment: Gateway



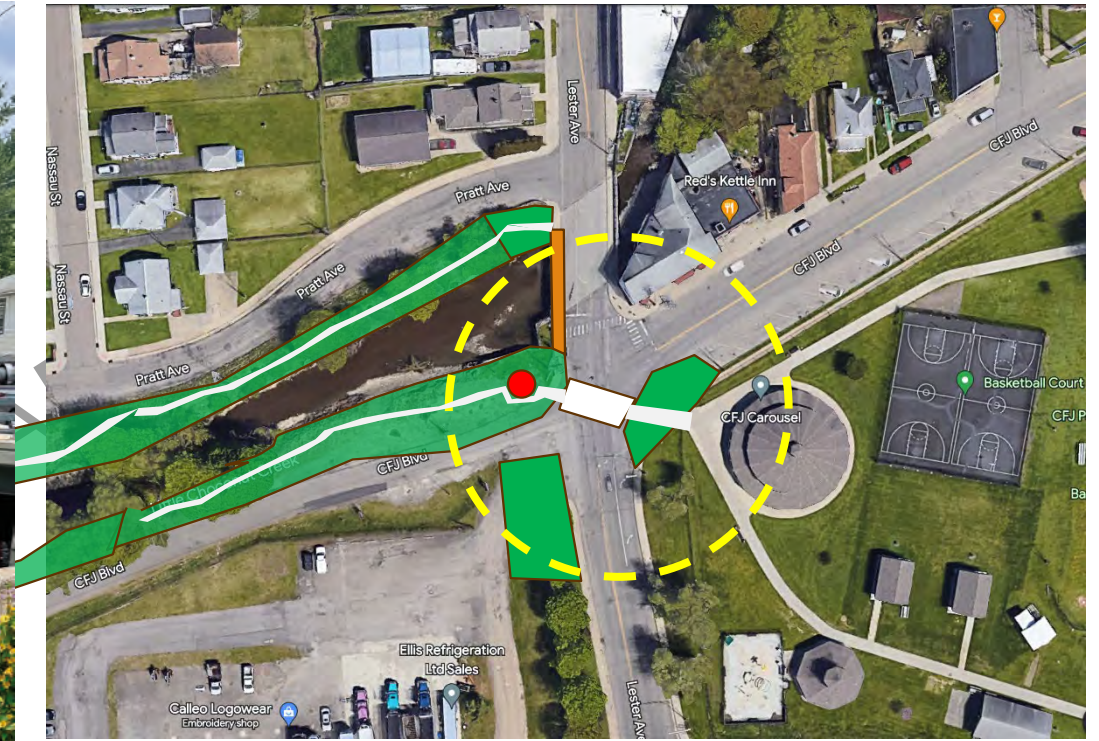
Intersection Near Carousel: CFJ Boulevard and Lester Ave is a gateway

Johnson City DRI: Choconut Creek Park/ Carousel Gateway



Intersection of CFJ Blvd and Lester Ave is poorly design for pedestrians
Intersection does not provide an appropriate visual context for the Carousel
Choconut Creek is not incorporated into the Village's public space plan

Johnson City DRI: Choconut Creek Park/ Carousel Gateway



Establish Creek Park with walk and benches
Improve intersection of Lester and CFJ Blvd to improve crosswalks.
Improve the visual setting of the Carousel and Gateway.



Johnson City DRI: Next Steps

Next Steps:

Review Open Call Project Proposals

Review Public Engagement Plan

Outreach to stakeholders and hard to reach communities

LPC 4: Aug 23rd 2-4pm

Public Workshop 2: September

www.DRIJC.ORG