

WHERE LIFE IS WORTH LIVING

Local Planning Committee 2

Welcome 2:00

- Introductions

Code of Conduct 2:10

Presentation 2:15-2:45

- Review of Open Call
- Review of Public Workshop 1
- Specific Topic Areas for Discussion

Discussion of Vision, Goals and Strategies 2:45-3:10

Next Steps 3:10

Public Comment 3:15

Johnson City DRI: Local Planning Committee



Co-Chairs

Martin Meaney: Mayor Village of Johnson City

Dr. Karen Jones: VP of Diversity, Equity, and Inclusion, Binghamton University

Joe Moody: Director, Town of Union Economic Development

Tina Dolan: Director, Public Policy and Program Development UHS Medical Center

Mary Beth Curtin: Director of Special Projects, Binghamton University

Brendan O'Bryan: Director of Community and Economic Development, The Agency

Beth Lucas: Director, Broome County Planning Department

Mary Jacyna: Trustee, Village of Johnson City

Janet Ottman: Historian, Village of Johnson City

Ben Lainhart: Executive Director, Your Home Public Library

Elisa Eaton: Assistant Superintendent, Johnson City School District

Sue Paredez: Chair, Johnson City Senior Center

Thomas Murphy: Owner, The Reveille Restaurant

State

Julie Sweet: NYS Department of State (DOS)

Agencies

Omar Sanders: Empire State Development (ESD)

Ian Benjamin: Homes and Community Renewal (HCR)

Harris Weiss: Governor Hochul's Regional Representative

LPC Meetings are 4th Wednesday of Month 2pm-3:30pm: Open to the Public



Johnson City DRI: Overall Process



1



Vision + Goals

Refine the community's future vision, establish priorities and gather input

2



Opportunities + Challenges

Understand the community's unique characteristics and key opportunities

3



Project Identification + Evaluation

Identify, review and evaluate potential projects

4



Project Recommendations

Recommend projects that align with the public's goals

Don't fret! We aren't starting over!

- Each community is led by a consultant team to guide the planning process, develop projects to recommend to the State, and document in a Strategic Investment Plan
- This process helps ensure all voices are heard and projects are carefully considered.

Summary of Key Steps in the Planning Process

All deliverables associated with each step will be developed by the consultant team, with guidance from the LPC.

Step 1.

Public Engagement Plan

Step 2.

Downtown Profile and Assessment

Step 3.

Community Vision, Goals, and Revitalization Strategies

Step 4.

Project Development

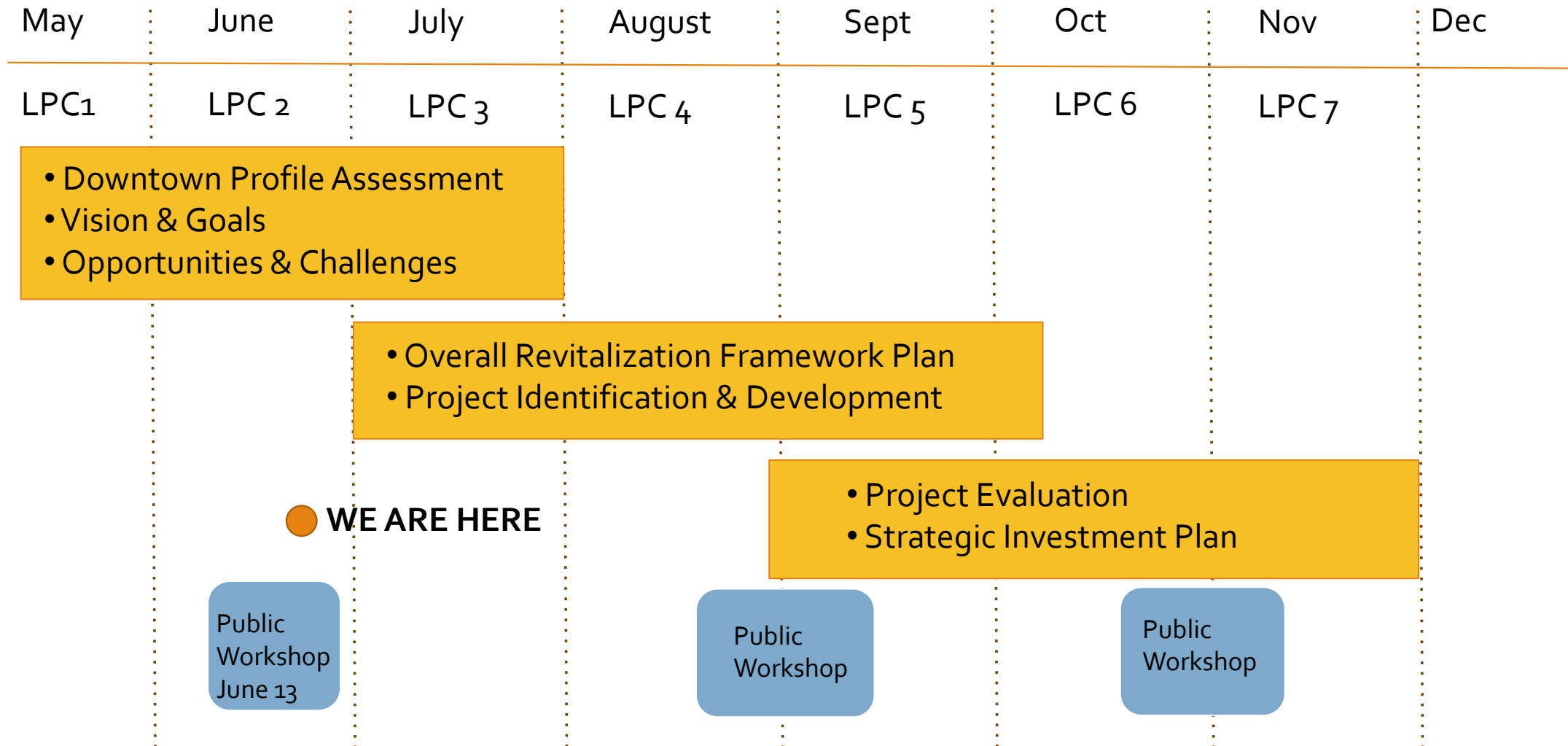
Step 5.

Strategic Investment Plan Compilation

Final Strategic Investment Plan Submitted to the State

Public Engagement Throughout Planning Process

Johnson City DRI: Draft Schedule



Johnson City DRI: Open Call for Projects, Update

Open Call for Projects:

- Members of the community can submit projects for possible inclusion in DRI process
- Projects should meet general DRI project requirements
- Projects should be located within immediate proximity of DRI boundary
- It is strongly encouraged that all projects, especially private projects, use non-DRI funds that leverage a minimum of 25% requested public funding. Project that use greater amounts of non-DRI funding sources will be more competitive for funding Awards.
- All projects must complete a form
- Form is on website: www.DRIJC.org
- Online presentation July 12th at 6pm. Register on the website www.DRIJC.org
- Due July 26 at 5pm



Johnson City DRI: Public Workshop Results



Following a presentation, the assembly was divided into groups of between 8 and 10 people. Each group was presented with maps to identify places they liked and places for investment. Groups were asked to discuss their selections and assemble a list of 5 places they liked and 5 places for investment. At the conclusion of the exercise, each group reported back. The below outlines a list of locations and how many tables mentioned these locations.

Rail Trail	6 tables
Green Space	6 tables
Main Street	5 tables
Library	5 tables
High School	5 tables
Firehouse Stage/ Goodwill	4 tables
Outdoor dining/ Eating	3 tables
Parking	3 tables
BU	2 tables
UHS Hospital	2 tables



Johnson City DRI: Preliminary Questionnaire Results

At the engagement meeting, participants were asked to provide thoughts about Johnson City and what they like and would like to see in the DRI area. The most common responses for what community members would like to see in the DRI area included:

- Renovate Buildings, Protect Historic Character
- Main Street Enhancements
- Housing: increase workforce and well-appointed housing types
- Parking
- More restaurants, breweries, outdoor dining
- More outdoor space, gathering space, seating
- Rail Line/ Rail Trail
- Theater, entertainment, events
- Support the Library
- High School renovation
- Improve walking and biking

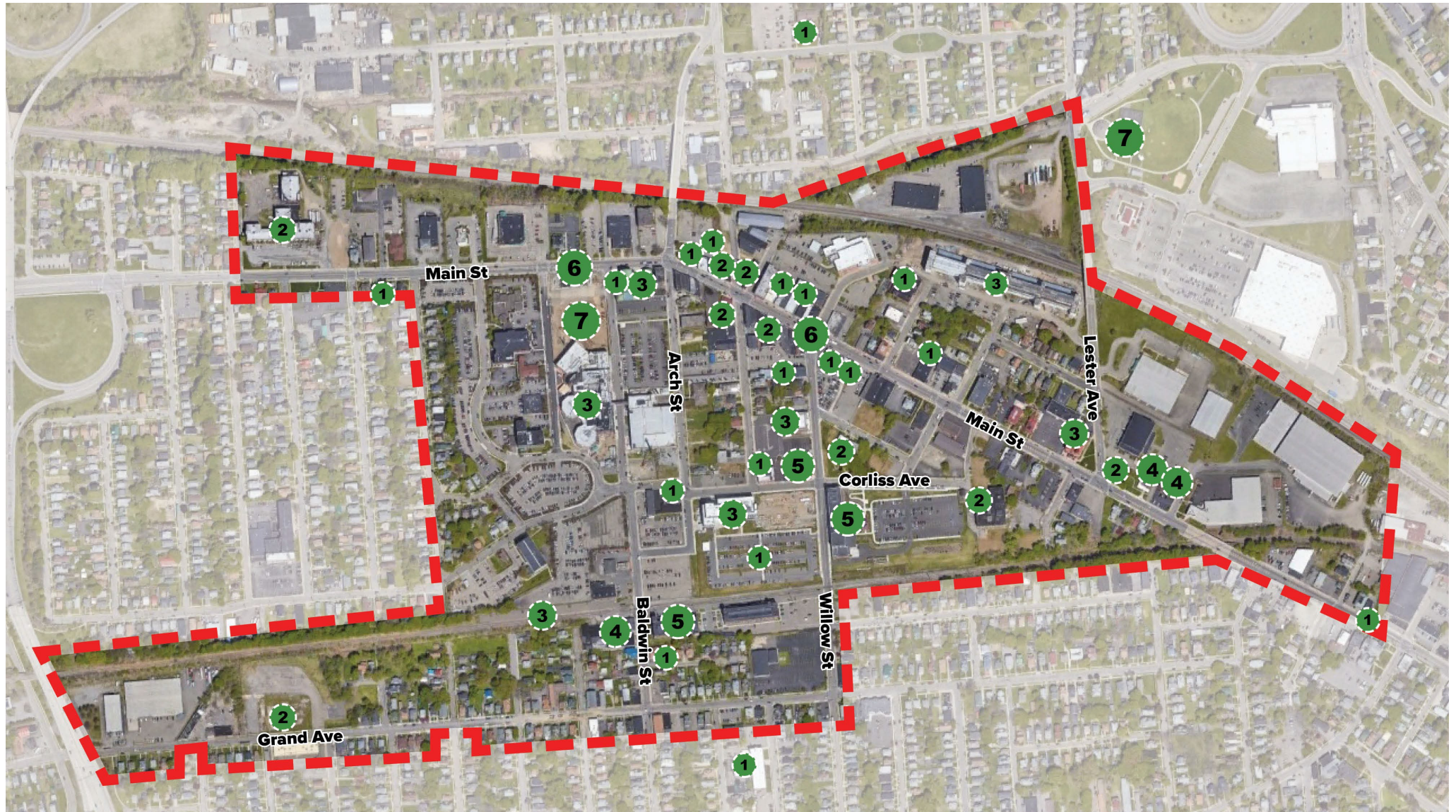


Johnson City DRI: Public Workshop Results



As each group discussed places they valued, each person placed **GREEN** dots on these locations. Maps were then collected and tabulated.

This map is a compilation of the dots from all 6 tables.



Johnson City DRI: Topic Areas for Discussion

Housing

Retail

Parking

Street Enhancements

Branding

(optional 5 minute History of Soho)



Johnson City DRI: 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 area does not appear to support 100,000sf of retail

Foot traffic

- One important component of Brick-and-Mortar Retail is how many people are walking by
- Usually comes from a major regional draw, attraction
- Currently, few people walk along Main Street



Johnson City DRI: 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

Destination/ Branding

- Incorporate major regional draws, attractions
- Signage

Parking

- How you get to retail from parking is important
- Shared Parking
- Strategically Locate Parking (don't lock up opportunity)
- Signage

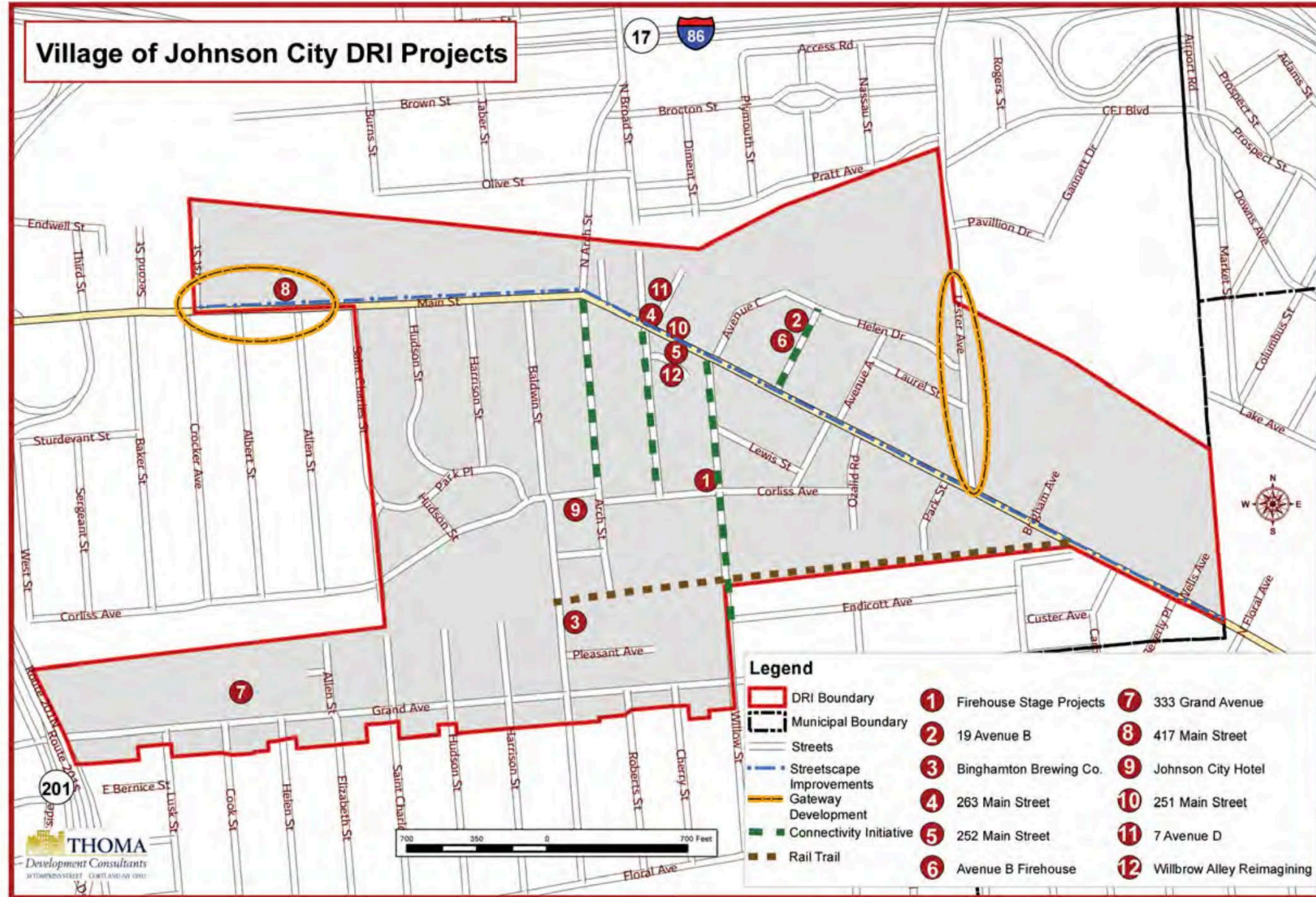
(optional 5 minute History of Soho)



Johnson City DRI: Retail



Johnson City DRI: DRI Boundary & Preliminary Projects



Department of State

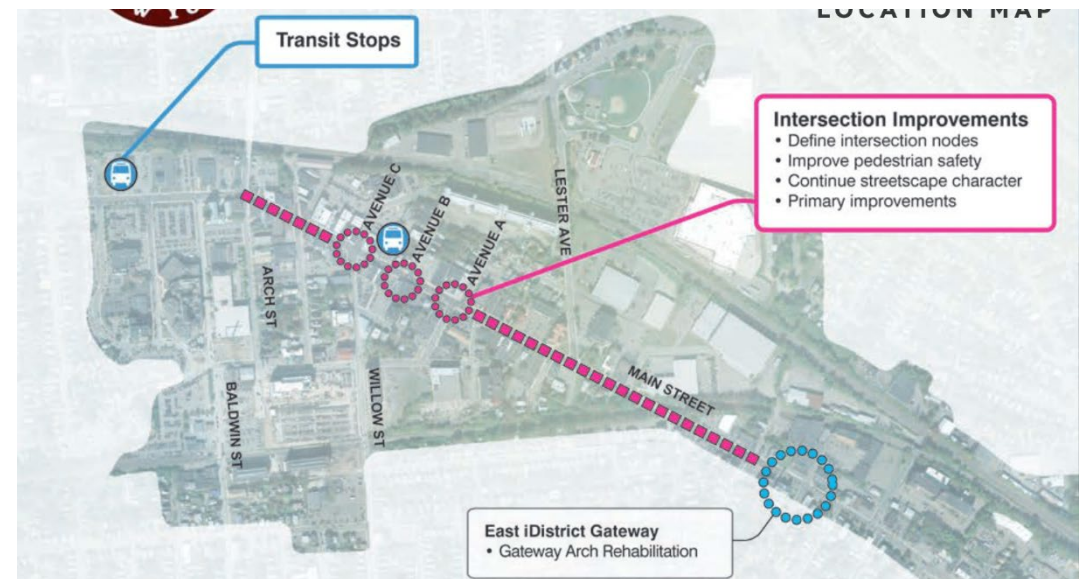
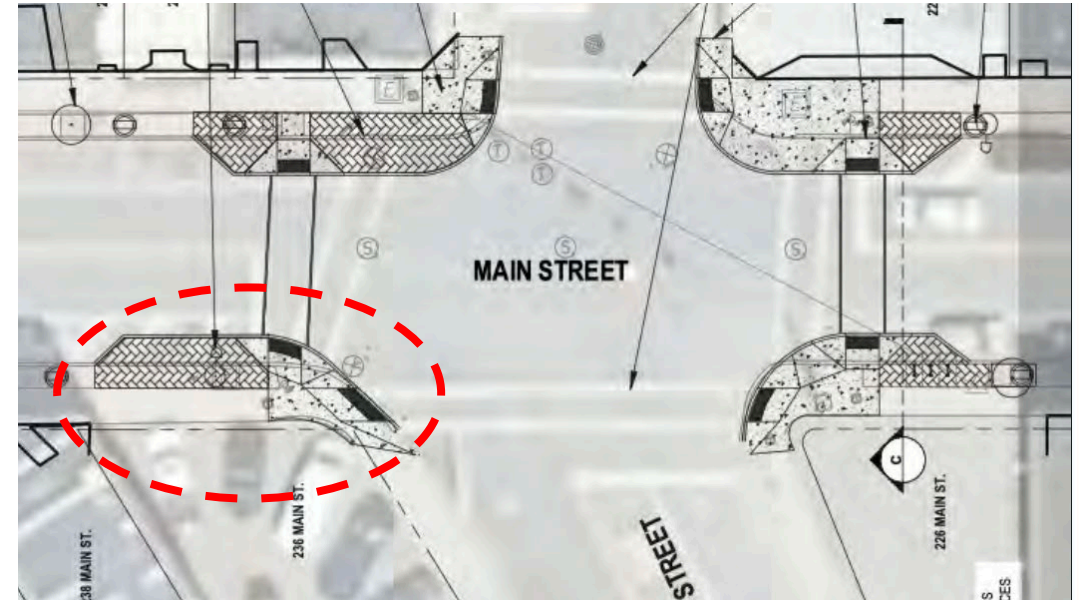
Downtown Revitalization Initiative

Johnson City DRI: Street Improvements



Main Street Enhancements

- Drawings largely complete
- Several Blocks of Main Street
- Curb extensions to improve pedestrian crossings



Johnson City DRI: Street Improvements



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)
- Involve the community



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

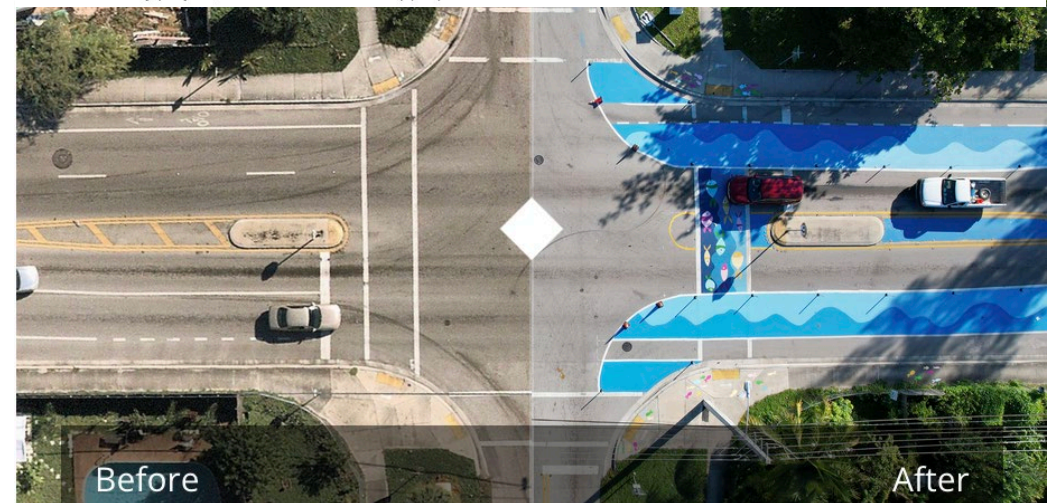
Colourful Crossings, London, UK
(Case study on page 23)

Mural by Office for Crafted Architecture
Photo by Better Bankside

Destination/ Branding

- Incorporate major attractions

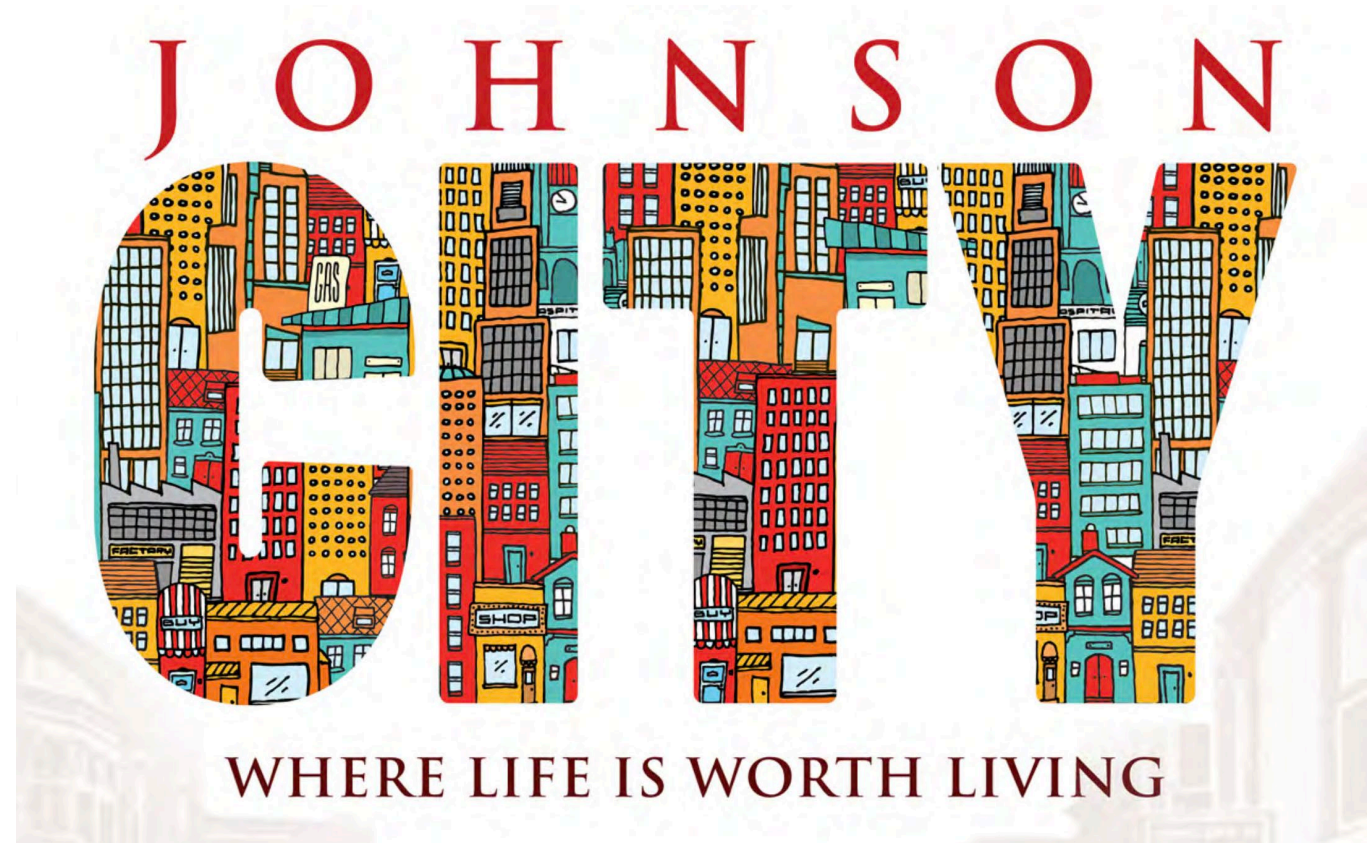
(optional 5 minute History of Soho)



Johnson City DRI: Vision of Discussion

"Downtown will espouse a youthful, 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."



What do you think of this Statement?
Would you modify it?

Johnson City DRI: Discussion Vision & Goals



9. Below is the Vision Statement from Johnson City's DRI Application. Does this reflect your vision? Tell us how you might modify it.

"Downtown will espouse a youthful, 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."

*a vision to connect, a European feel, walkability
Spool Contemporary Art Space →
Binghamton Brewery → Firehouse Stage →
Coburn Theatre → Main Street Downtown
Rail & Rail*

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."

THIS IS PERFECT!

9. Below is the Vision Statement from Johnson City's DRI Application. Does this reflect your vision? Tell us how you might modify it.

"Downtown will espouse a youthful, artistic vibe while preserving and restoring its many historic assets and celebrating its ethnic and cultural diversity."
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The theme I heard from all groups is that we have various resources we value (architecture, services, parks) that we want to double down and invest in. So I offer an emphasis on "investing to leverage the resources we have"

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Overall this reflects the vision for Johnson City, but although BU + UHS are anchors it would be pertinent to focus on the small business owners that will support the anchors and provide a reason for people to come & spend time downtown.

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It's not inclusive of people with disabilities

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provide housing for students & residents of all income levels

Johnson City DRI: Discussion Vision & Goals, and Strategies



**GOALS: HOW WILL THE COMMUNITY ATTAIN ITS VISION
CLEAR STATEMENTS OF WHAT NEEDS TO BE ACCOMPLISHED**

EXAMPLES OF GOALS AND STRATEGIES FROM OTHER DRI'S:

Goal | Improve the vibrancy of commercial and residential real estate in the Southwest Gateway.

- Redevelop properties to maximize utilization of vacant or outdated structures and create additional commercial activity throughout the Southwest Gateway.
- Invest in new development, particularly infill development, to support a diverse array of uses that would help residents (e.g., pharmacies, wellness facilities) and attract people from outside the areas (e.g., food and music venues).
- Support facade improvements to buildings along the Southwest Gateway's primary commercial corridors.

Goal | Help small business retain and attract new customers.

- Invest in small mom and pop businesses eager to upgrade their buildings / facades that contribute to the vibrancy of the district.
- Promote small businesses in the Southwest Gateway, helping customers to identify and visit related businesses in the area.

Johnson City DRI: Discussion of Draft Goals



HERE ARE SOME ROUGH DRAFTS: WHAT DO YOU THINK?

Provide housing to accommodate a diverse set of income groups

Leverage growth of UHS and BU

Accommodate current residents with stable and affordable housing

Revitalize Main Street businesses

Preserve and restore historic character

Provide open spaces for gathering and recreation

Create a walkable, bikeable community

Build its cultural infrastructure, Increase opportunities for arts and entertainment

Create a unique sense of place that is Downtown Johnson City

Create 'third spaces' where people can get to know each other

Johnson City DRI: Next Steps



Next Steps:

Open Call for Projects Online Information Session July 12, 6pm

Open Call Due July 26 at 5pm

LPC 3: July 26th 2-3:30pm

Public Workshop 2: August /September

www.DRIJC.ORG



Public Comments & Questions