



# ENiD ICOTT

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.





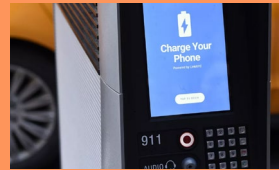
## Triple Cities Collaboration

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



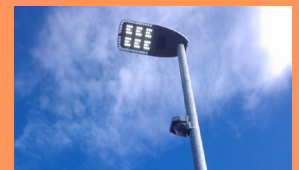
solar wifi benches



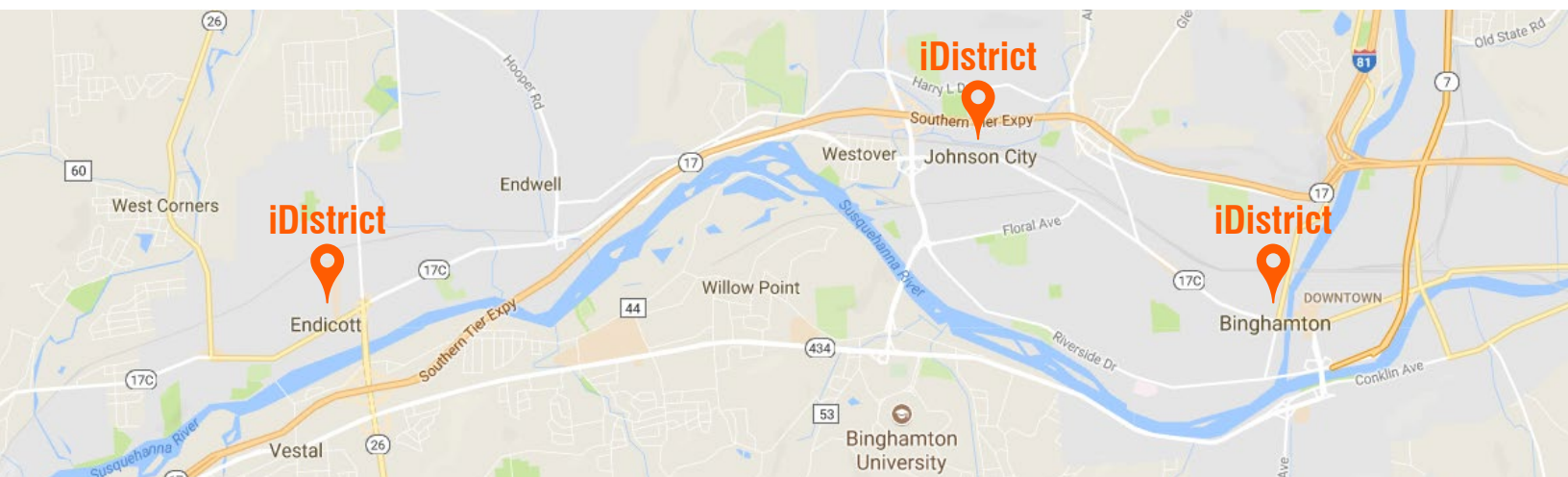
digital wayfinding



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

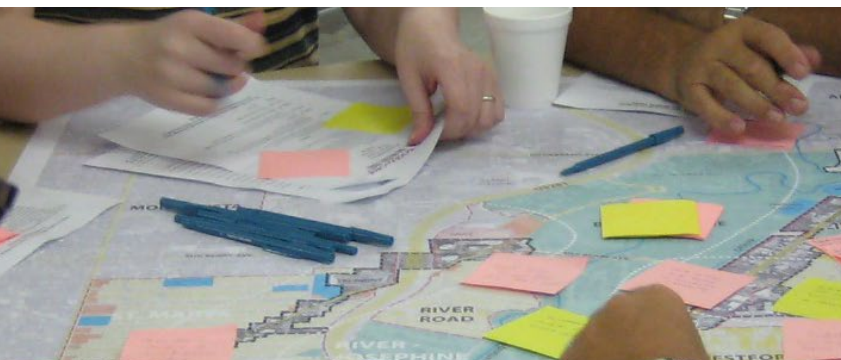
Stakeholders generally expressed positive sentiments about working and living in the Village of Endicott, noting a strong sense of community, thousands of employees at the Huron Campus, a well-designed urban fabric with historic architectural assets, and availability of parking.

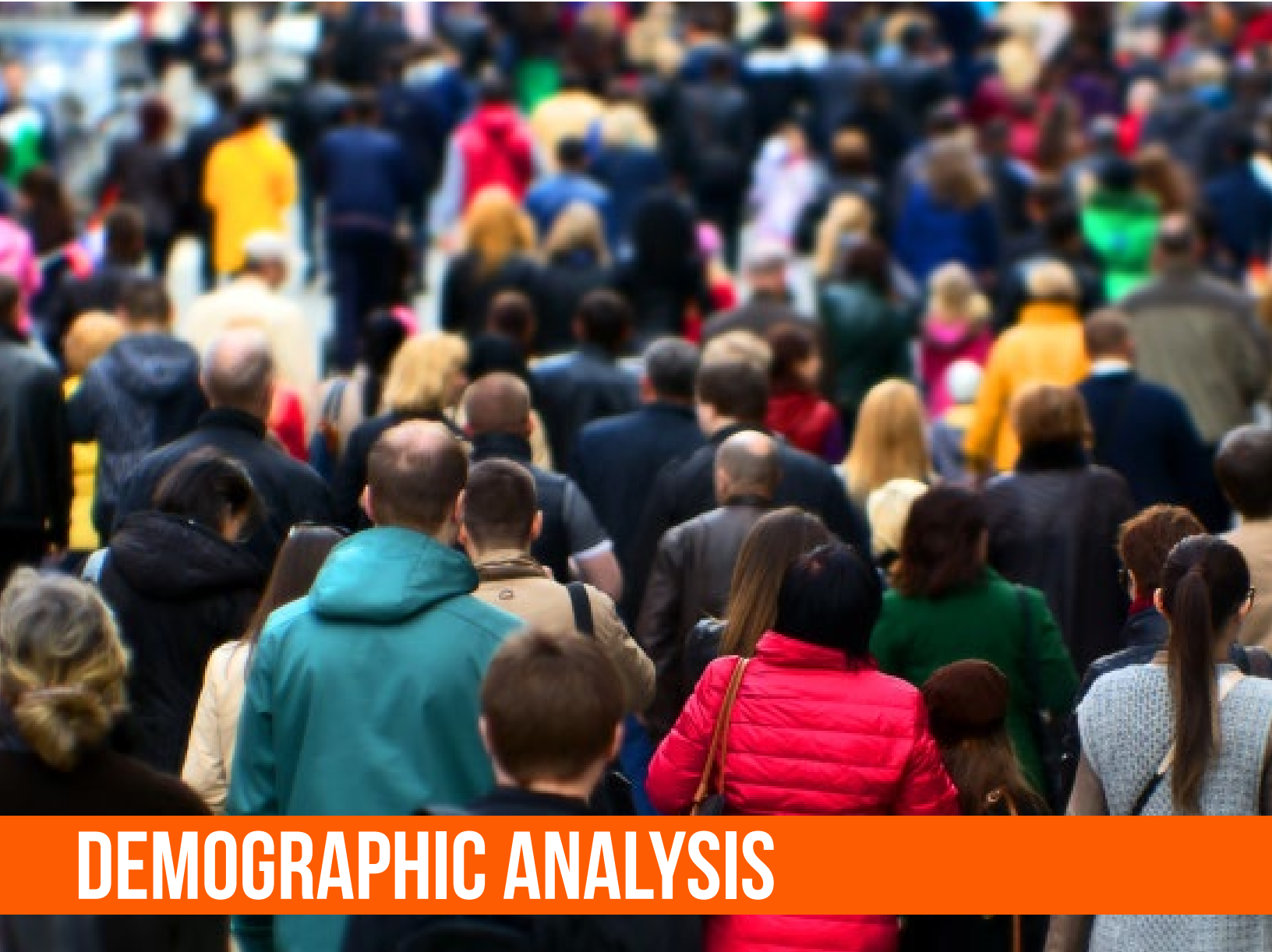
**The biggest concerns mentioned during interviews included safety (both perception and reality), the condition and appearance of buildings, and the overall sense that there is not a welcoming atmosphere along Washington Avenue.**

## 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.

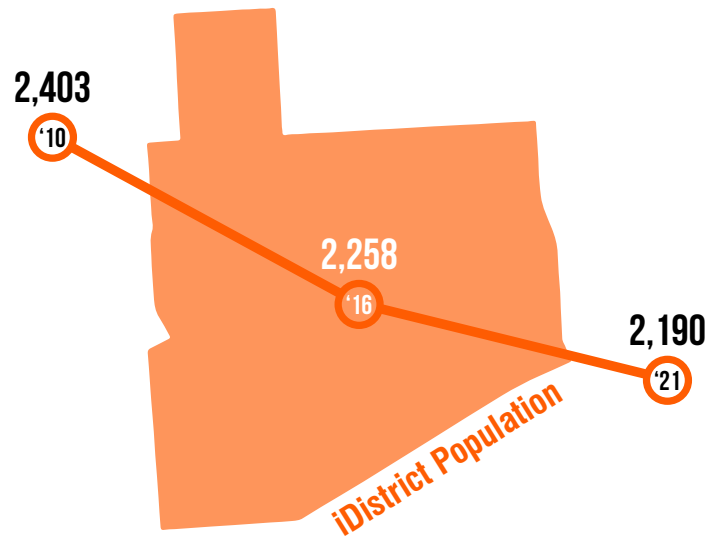
## What is the Study of Demographics?

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.**

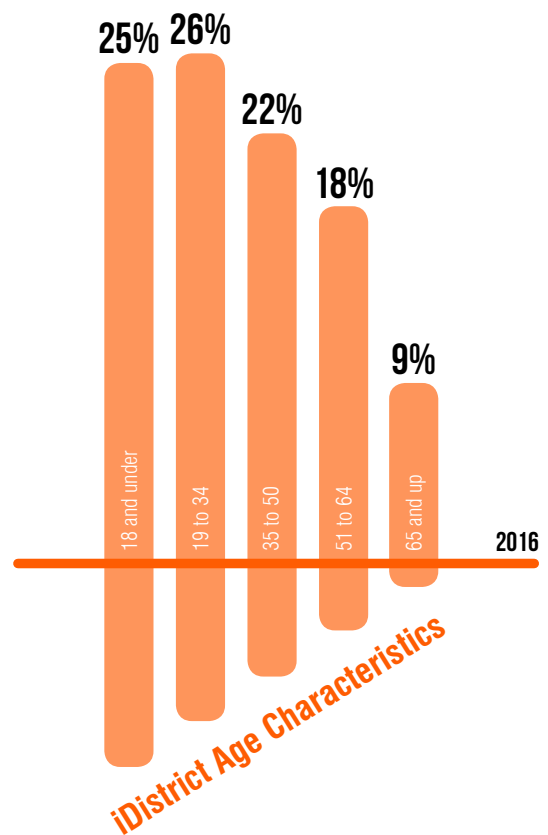


## Age Characteristics

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.

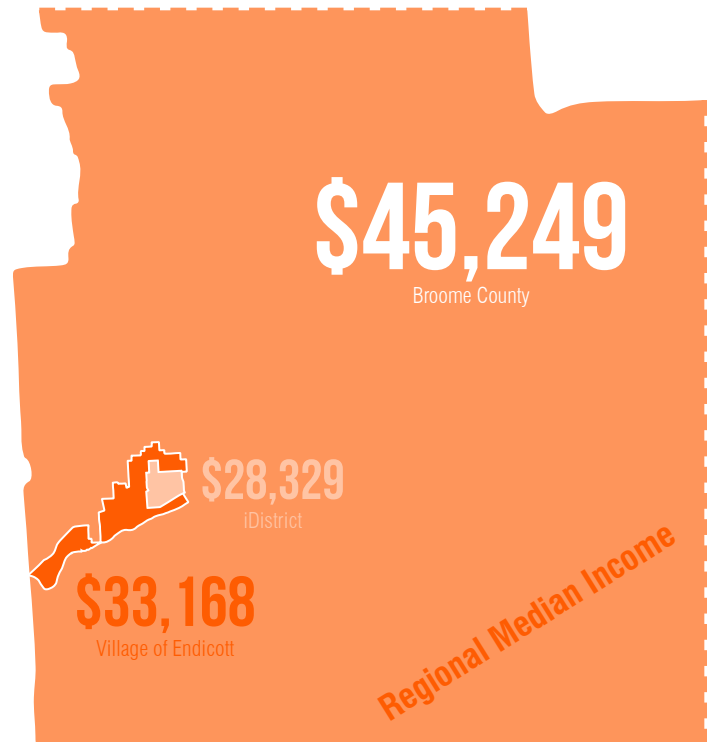
**The iDistrict's concentration of young people and millennials aligns well with its vision for the future. Young workers are attractive assets to companies and they provide the creativity and entrepreneurial spirit necessary to sustain an innovation district.**



## 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.

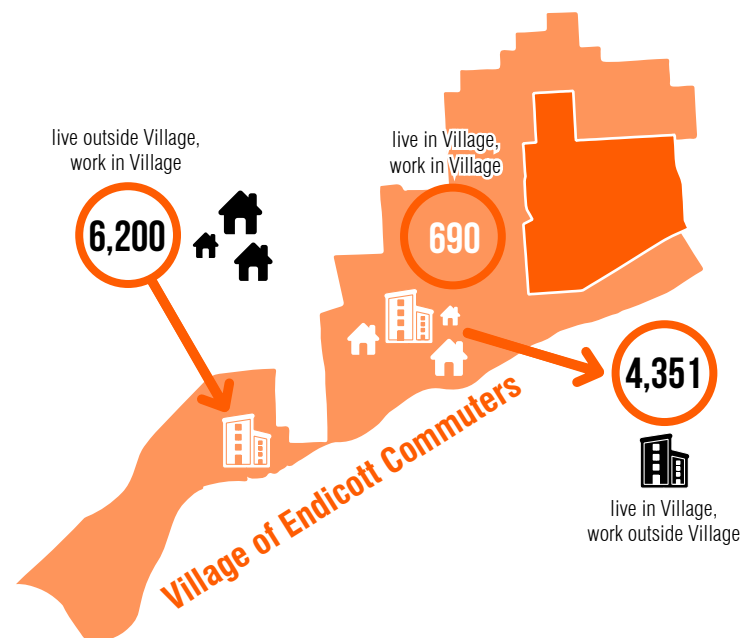
**The influx of well-paid advanced manufacturing and high-tech jobs into the iDistrict will positively impact the median income and draw educated workers to the area. This job creation will also enable the iDistrict to attract recent Binghamton University graduates, many of whom are already integrated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

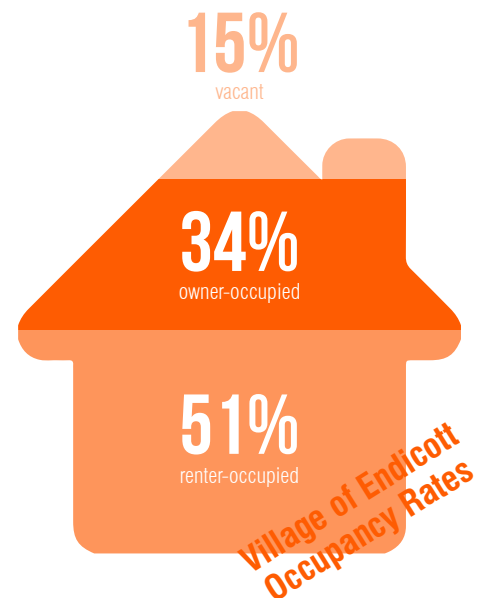
## National Housing Trends

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.

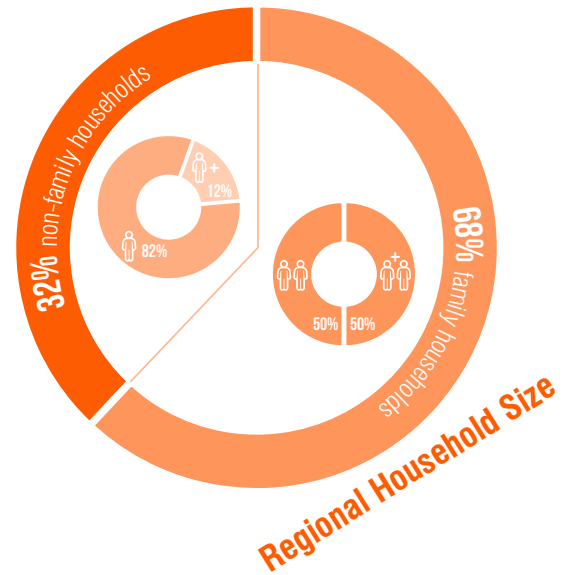
At a rate almost as rapid as millennials, baby boomers are seeking alternatives to single-family homes in order to continue living independently. Baby boomers increasingly prefer single-story apartment options and also share community and amenity desires with millennials.

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.

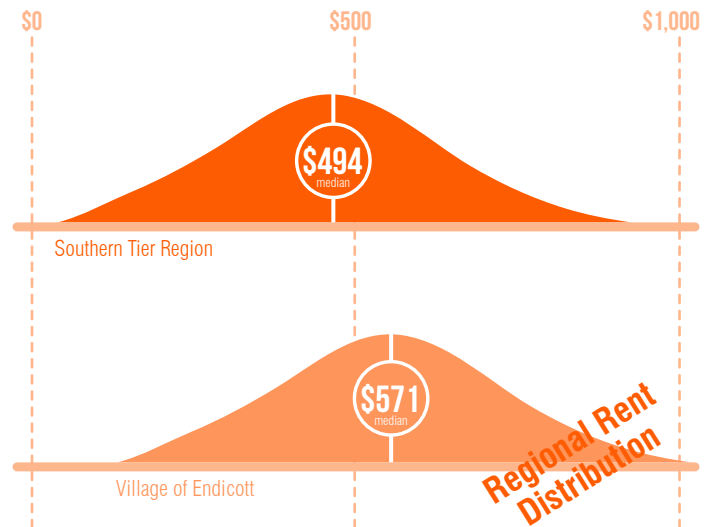
**The Village of Endicott should prioritize developments with 1 to 2-person households, as this size captures the needs of the largest portion of the regional population.**



## Median Rent

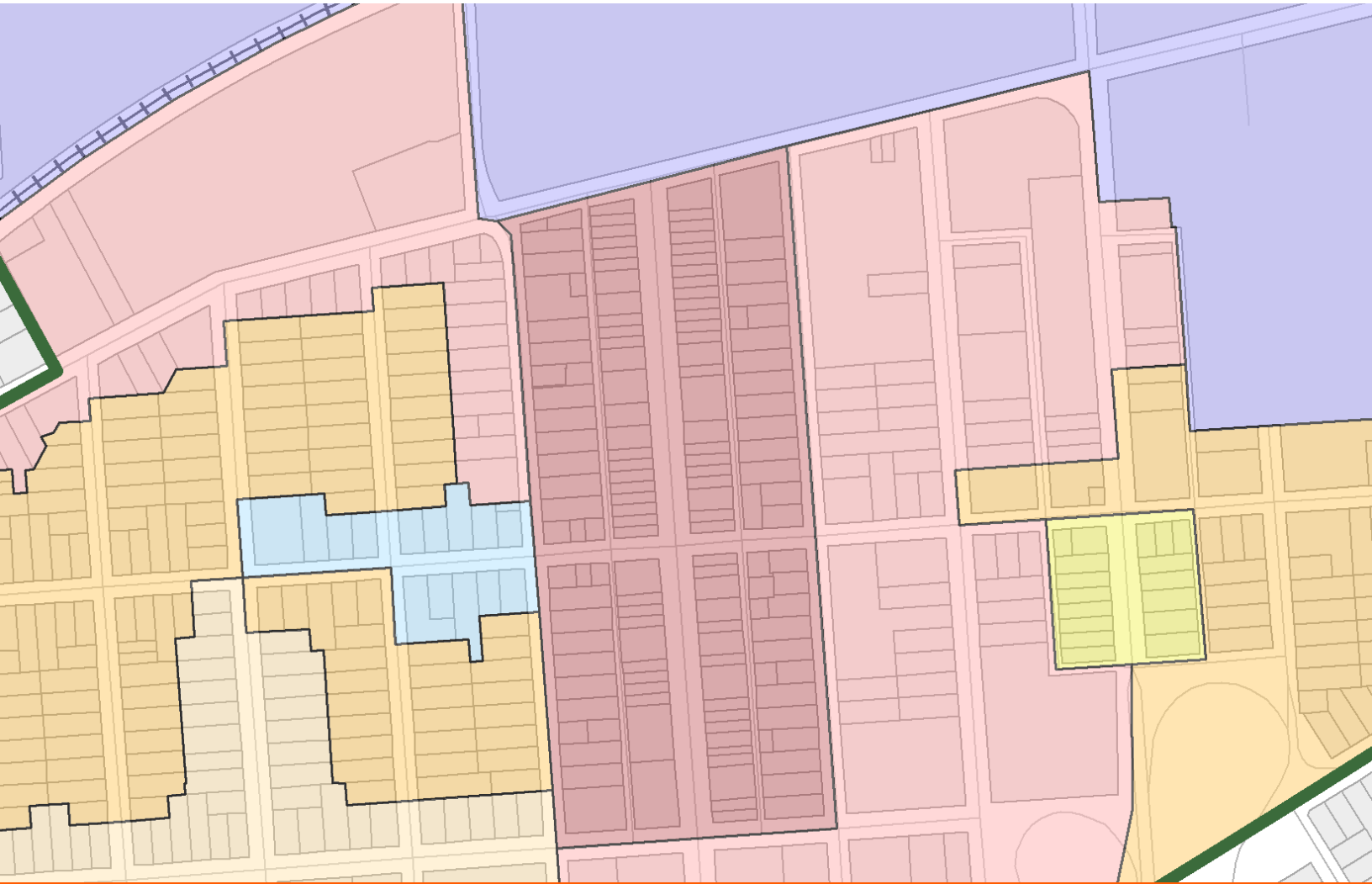
In the Village of Endicott, the median contract rent is \$571 per month. Overall, rents are highly concentrated in the \$500 to \$699 per month range. In the Southern Tier region, rents are generally lower by an average of \$70 per month.

**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.



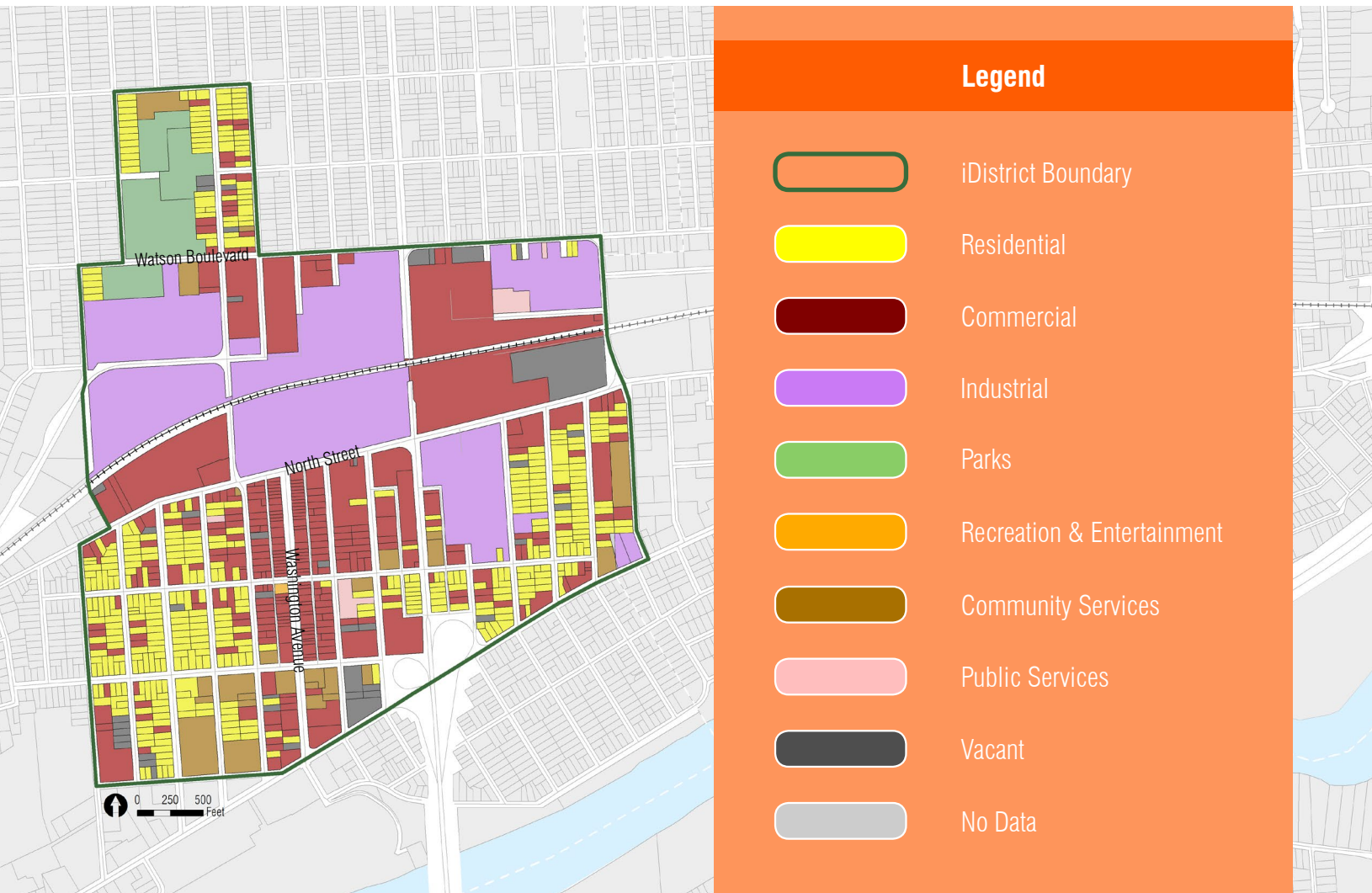
## Existing Land Use

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.

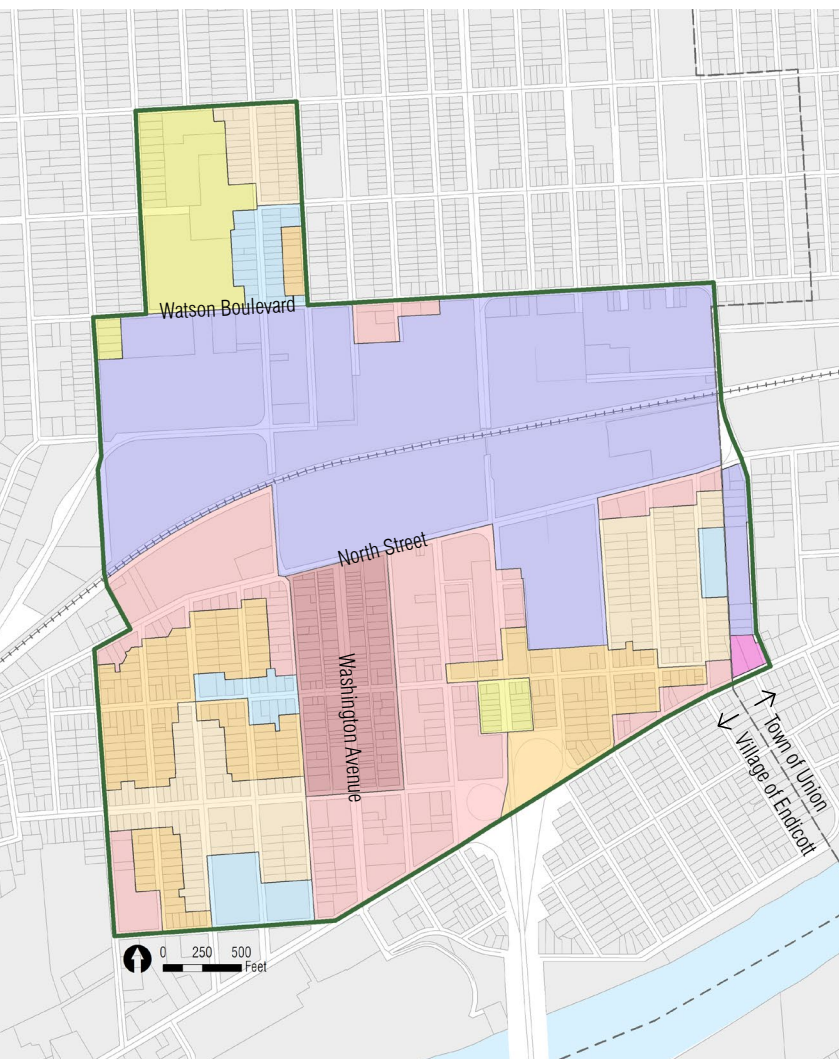
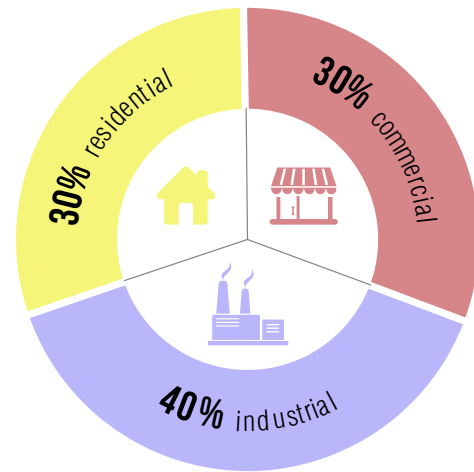
Uses north of Watson Boulevard are primarily recreational, with George W. Johnson Park, baseball fields, and a public swimming field. Residential and commercial uses are located in this area which is regionally known as the Little Italy district.



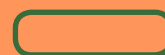
## Existing Zoning

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

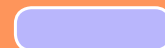


Residential Multi-Family

#### Town of Union Zoning Districts



General Commercial



Industrial





# PARKING ANALYSIS + RECOMMENDATIONS

## Introduction

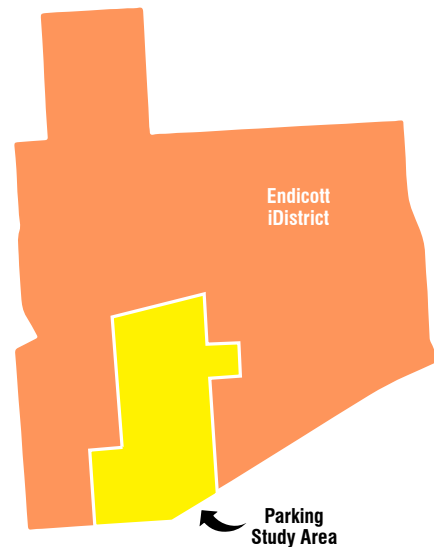
Adequately designed, managed, and accessible parking can contribute to an area's vitality and economic growth. On-street parking and municipal parking facilities provide access to businesses, residences, and other amenities and activities. The inclusion or exclusion of parking spaces can impact both 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.



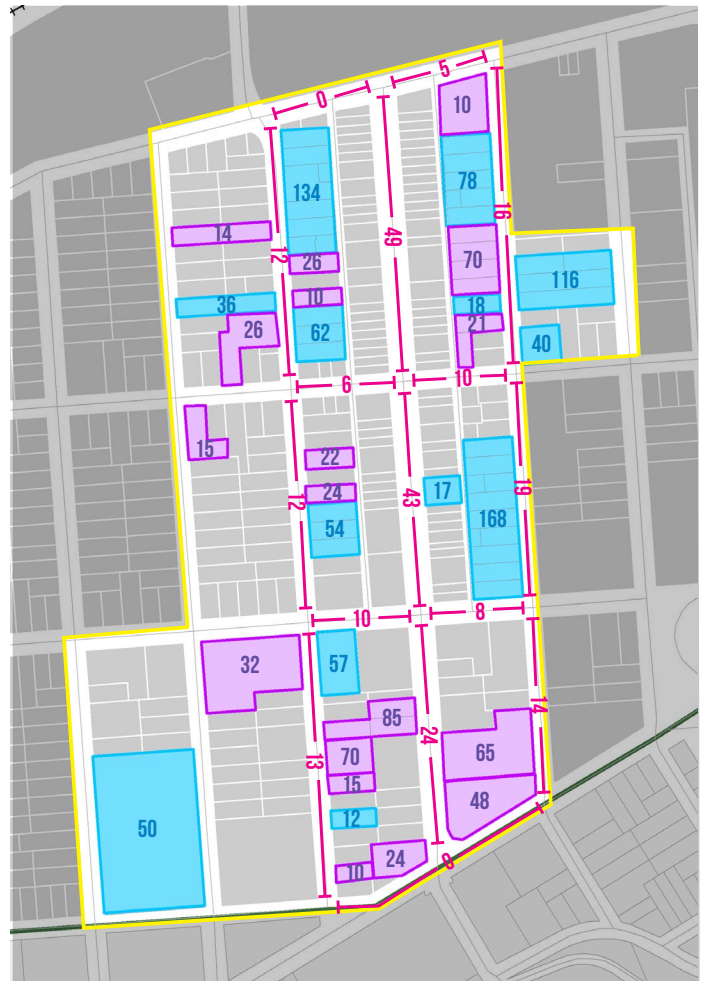
### Occupancy Counts.

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

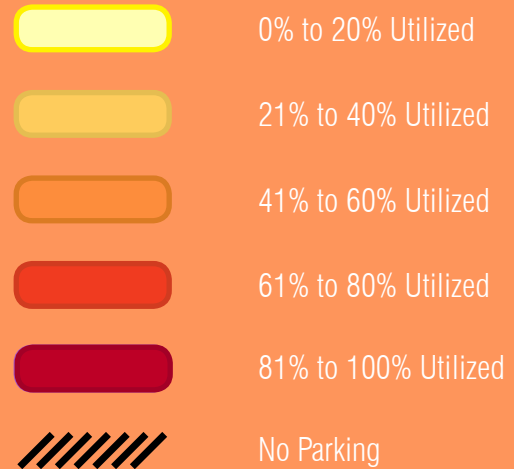
There are a total of 1,715 parking spaces in the study area, of which 842 (49%) are located in publicly-owned off-street parking lots, 587 (34%) are located within privately-owned off-street parking lots, and 286 (17%) are on-street spaces.

## Occupancy

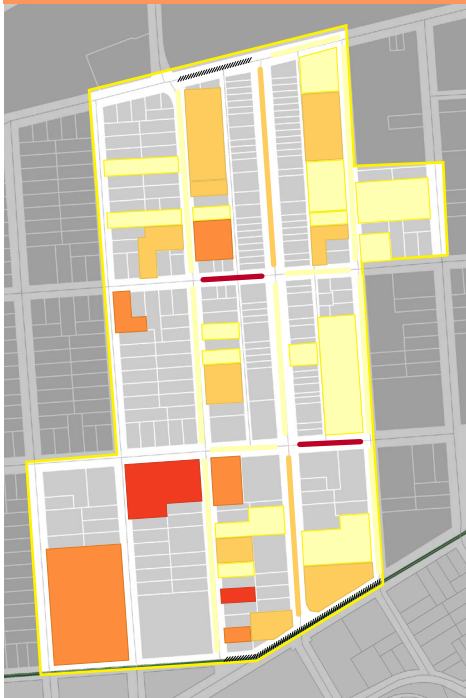
By comparing the number of vehicles observed utilizing the parking system throughout the day to the total capacity noted above, the project team determined the occupancy of the system for morning (8 AM), midday (12 PM), and evening (5 PM) periods.

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

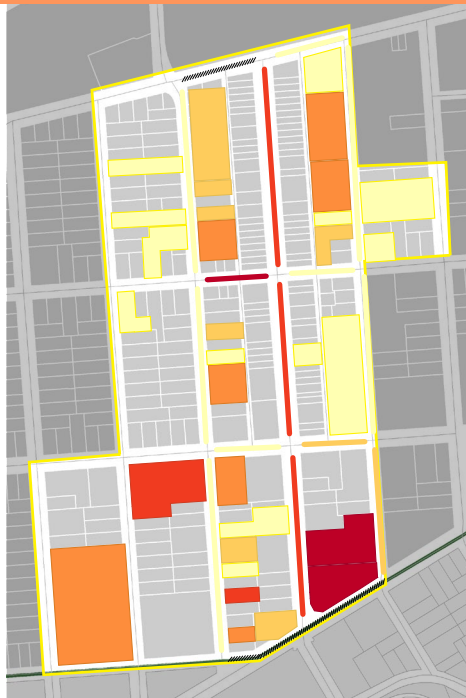


### Morning (8 AM)



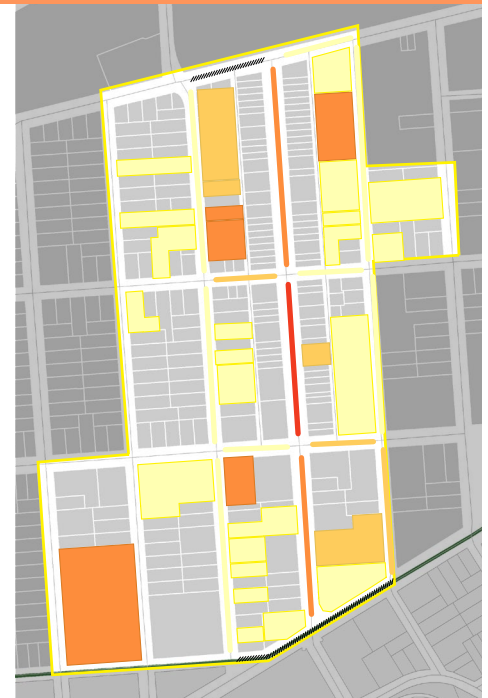
**21%**  
total occupancy

### Midday (12 PM)



**34%**  
total occupancy

### Evening (5 PM)



**21%**  
total occupancy

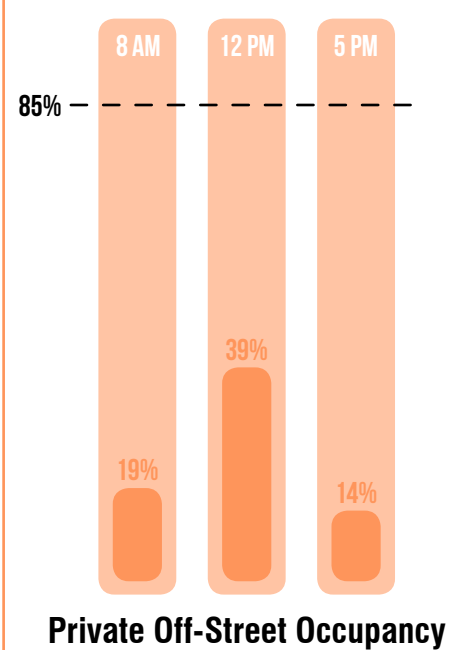
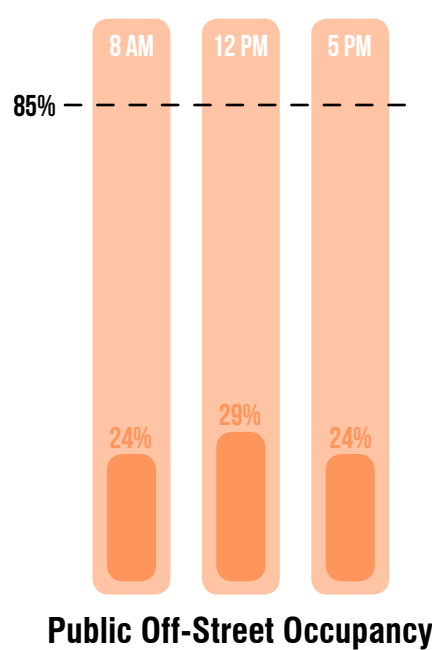
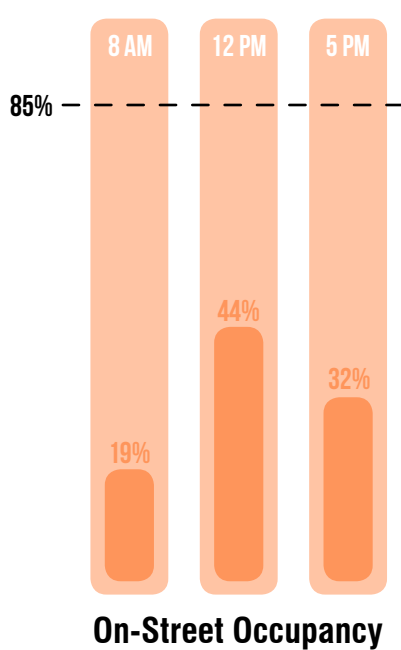
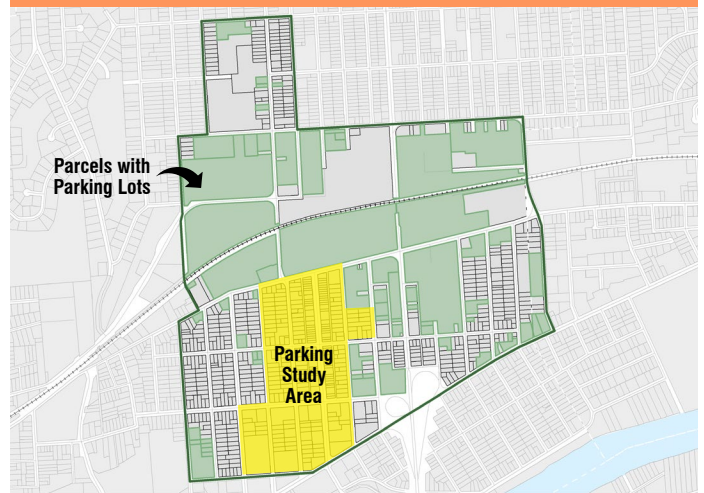
## Key Findings: Occupancy

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.



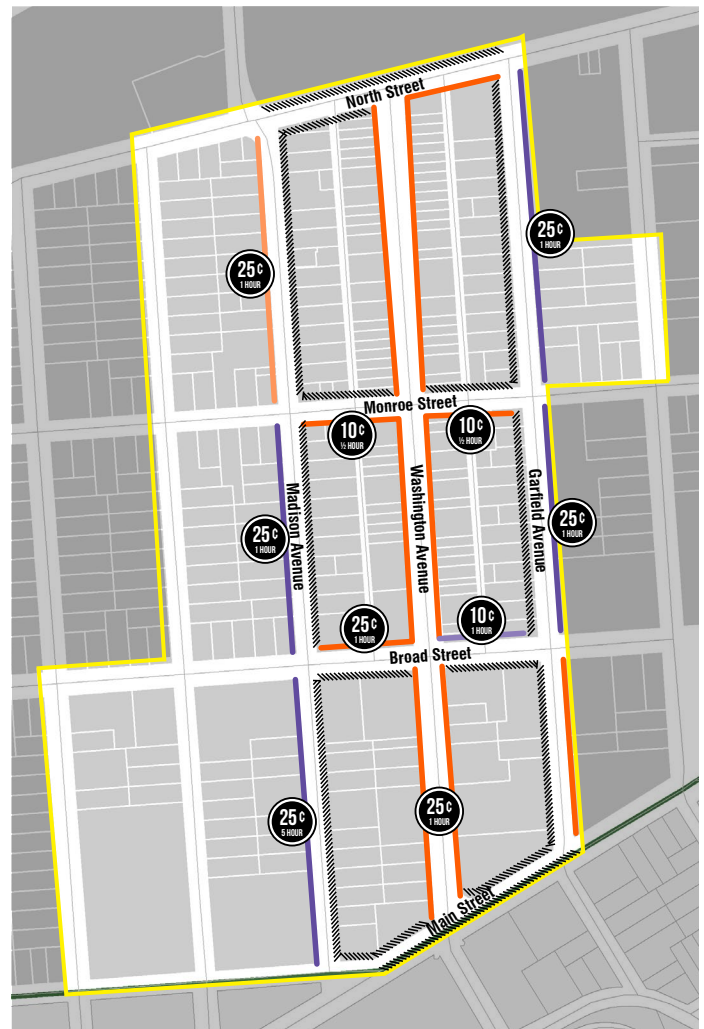


## Restrictions and Pricing

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**

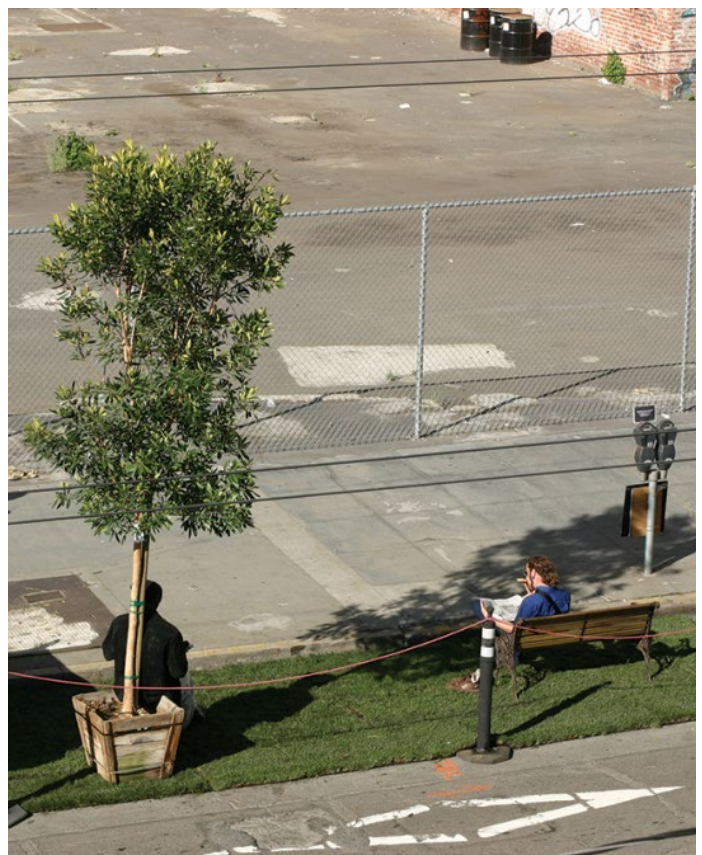
**EXCEPT BY  
PERMIT**

## 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.*



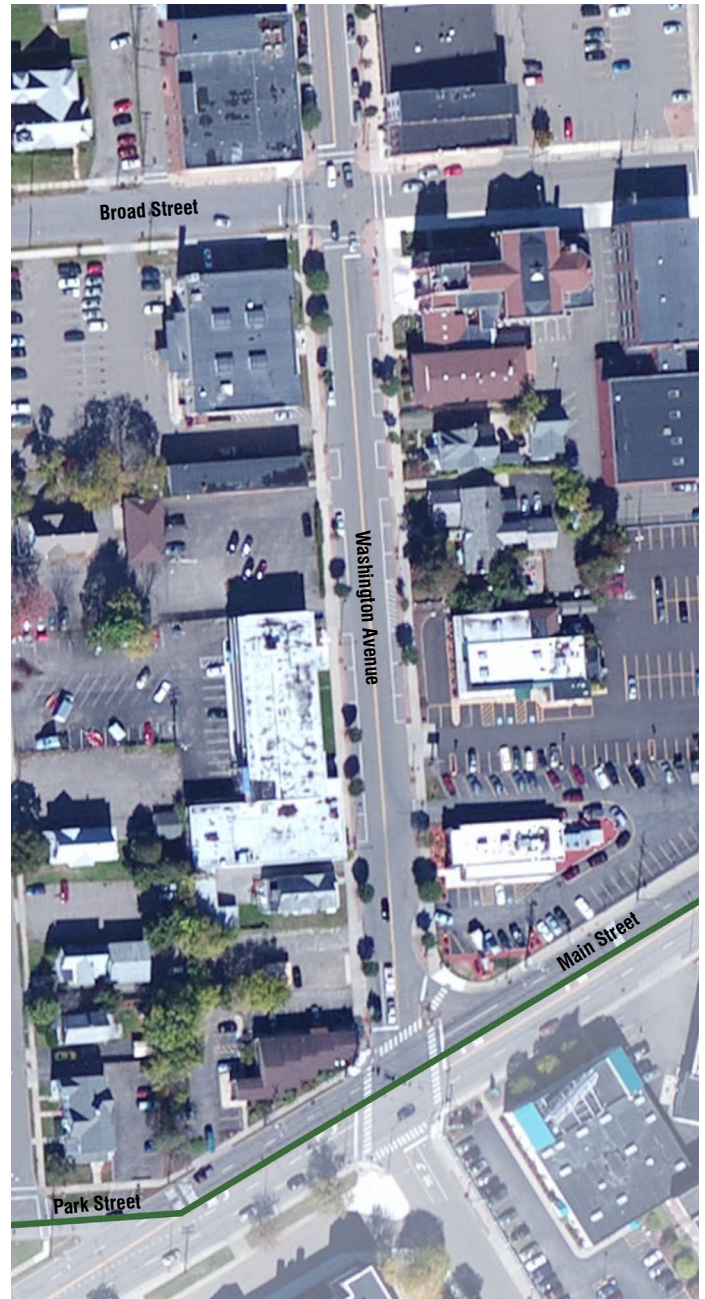
#### Crosswalks.

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.

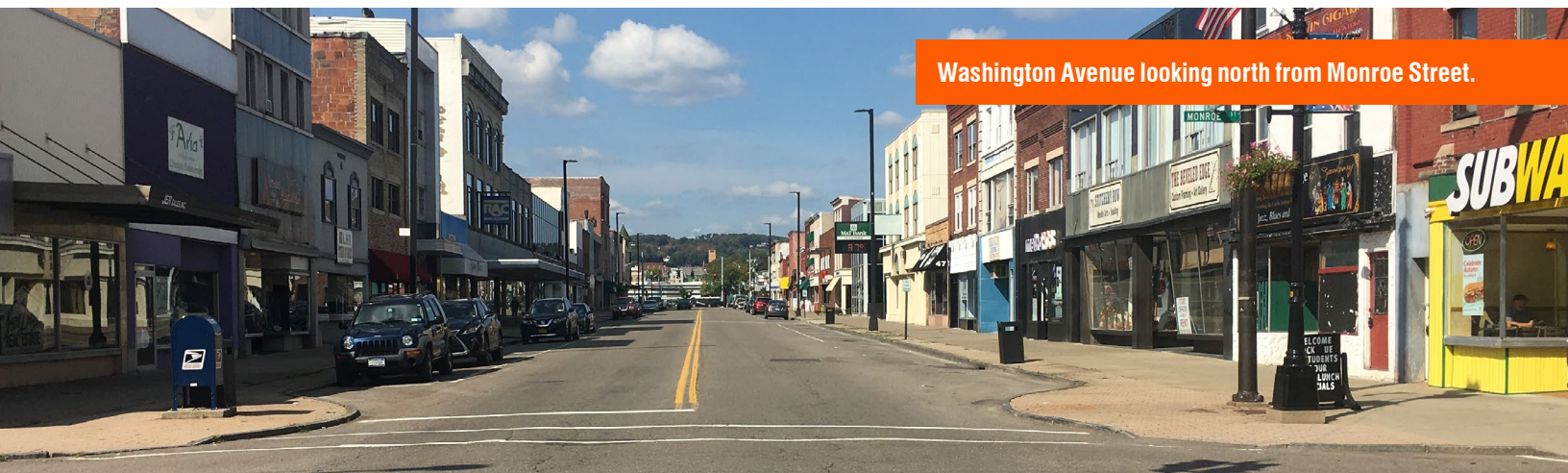


### Amenities.

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.

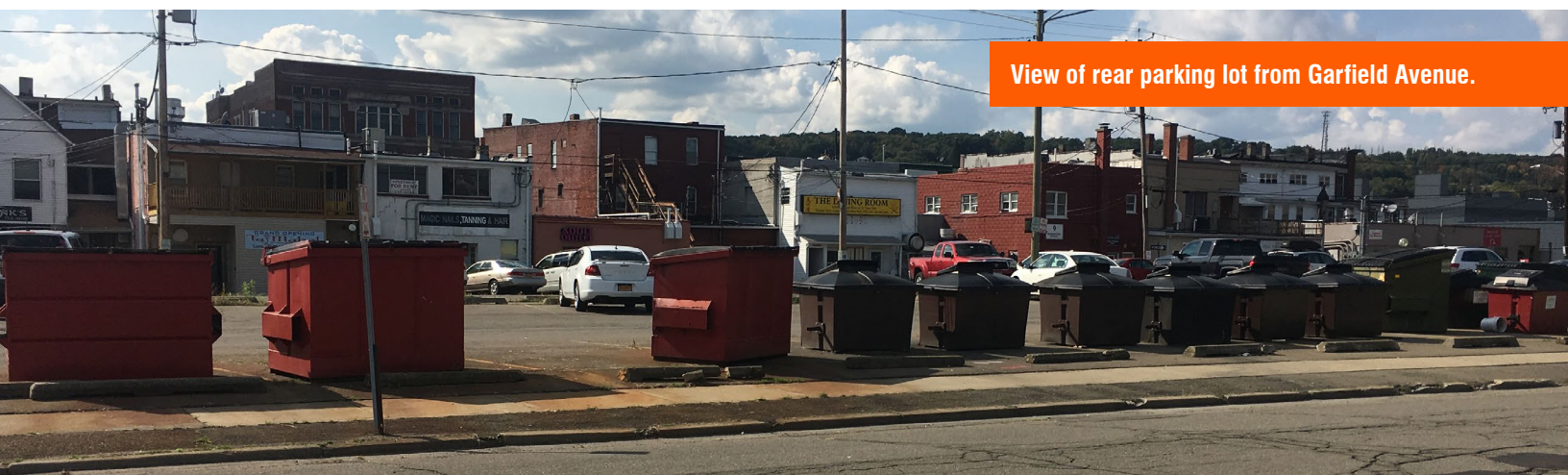




## Rear Parking Lots

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.**





## 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:

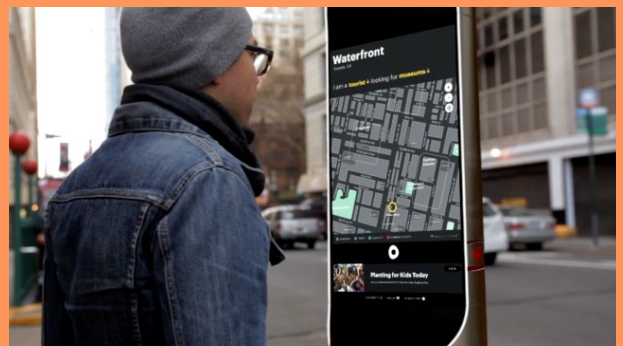
### Illuminated gateway signs.



### Technology-related public art.



### Digital wayfinding signs.





## Major Gateways

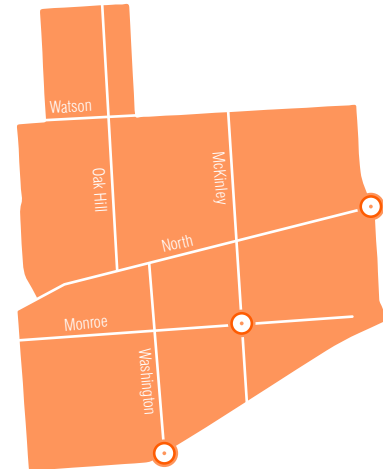
Major gateways are located at entry points into the iDistrict and include the intersections at:

- 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.

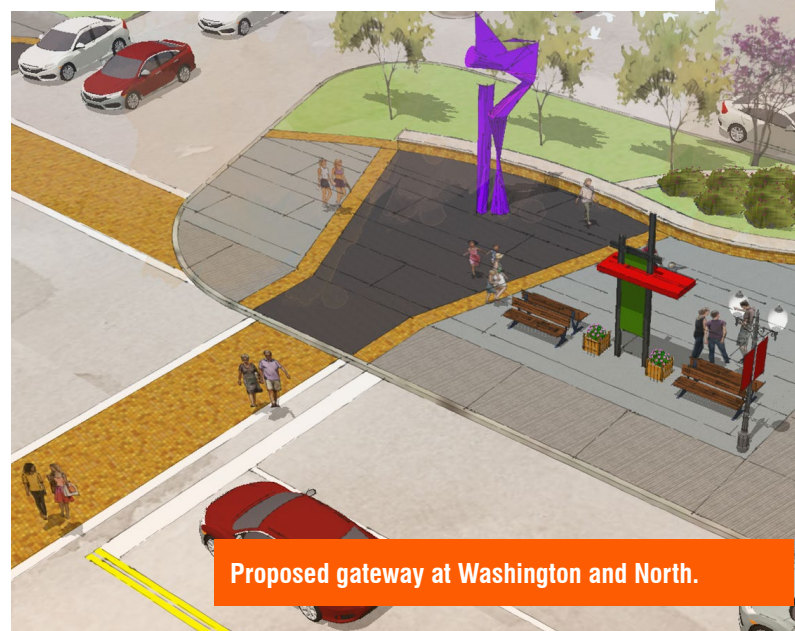
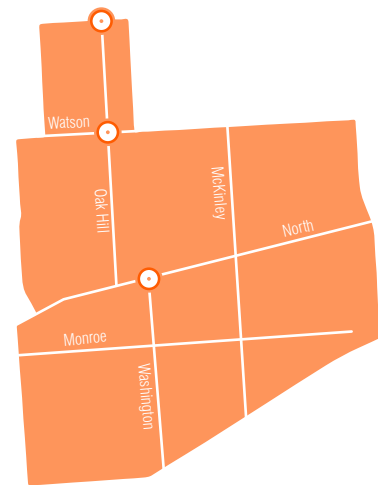
Gateways into the Little Italy district were identified at the intersections of:

- 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



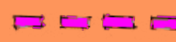
Typology A: Corridors



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.**

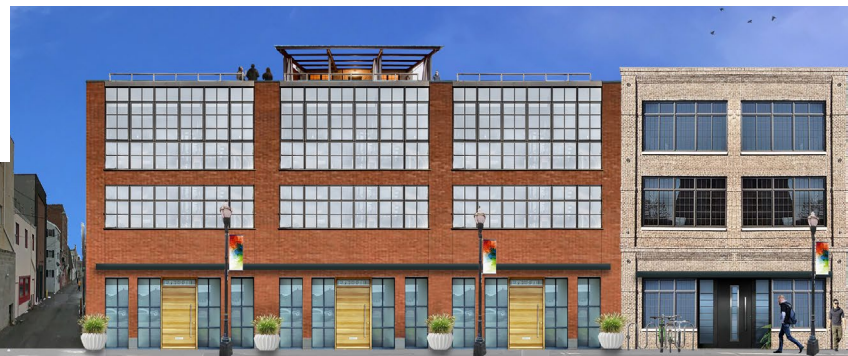


## Material Considerations

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

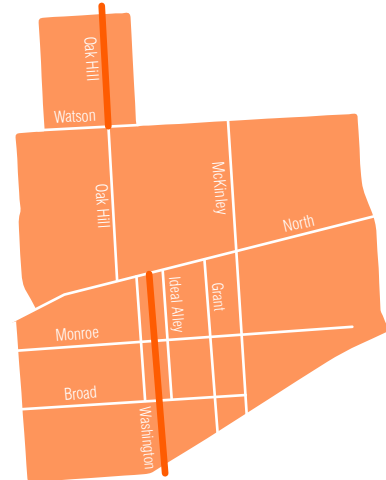
Main streets were identified for the two, major districts within the iDistrict:

- 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.**



Existing Washington Avenue streetscape.



Streetscape improvements along Washington Avenue.



## 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.

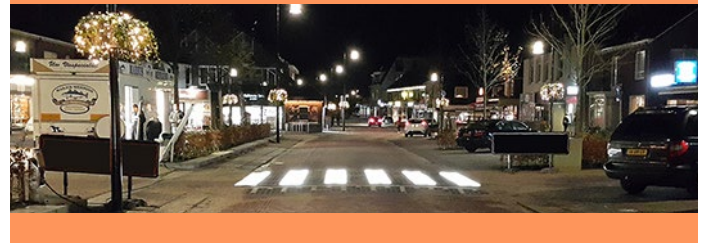
### Neighborhood street improvements should include:

- **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

