

Appendix 1 – Goals and Objectives

Through dialogue with City representatives, community leaders and the community at large, the Local Waterfront Revitalization Program provides the City of Binghamton with a clear direction on how to enhance and improve its waterfront and surrounding areas. The goals and objectives of the plan are reflective of the determined needs and desires of the community, relevant both for today and for the future.

The following goals and objectives will provide the City with an important foundation and guidance in addressing specific waterfront issues, obstacles and concerns.

Waterfront Programming

Goal: To establish mixed-use waterfront facilities and programming that make the optimal use of the City’s waterfront

Objectives:

- To designate specific locations within the waterfront revitalization area for potential residential, commercial, office, open space and recreational development and encourage these where appropriate;
- To encourage upgrades, improvements and/or the redevelopment of existing structures, facilities and landscapes;
- To determine site programming, including trails, site amenities and landscaping that would enhance the overall visual appearance of the waterfront revitalization area;
- To determine specific activities that would be effective within the waterfront revitalization area, based on needs and desires of residents and users, and prepare recommendations to physically plan for them.

Access and Connections

Goal: To increase public access to the City’s waterfront, both physically and visually, and encourage connections between the waterfront and surrounding neighborhoods, businesses and nearby attractions.

Objectives:

- To establish more effective access points to the waterfront, opening up facilities and recreation opportunities to the general public, ensuring all residents have access to recreation and open space amenities within the City;
- To develop a system of travel along the waterfront that enables people to walk easily and safely along the water's edge and encourages this type of use;
- To create a cohesive trail system which provides connections between waterfront amenities and surrounding developments, allowing people to move freely and effortlessly from the waterfront to other key development areas within the City;
- To implement a way finding program that would clearly identify waterfront destinations, access points, pedestrian and bicycle routes and connections to surrounding uses.

Community Pride

Goal: To provide programs, activities and facilities in the waterfront revitalization area, this will instill feelings of community pride and encourage community involvement

Objectives:

- To create a public gathering area on the waterfront to celebrate small and large-scale community events;
- To encourage residents to spend more time partaking in passive and active waterfront opportunities;
- To improve safety and security measures along the waterfront, ensuring users of facilities and program participants feel comfortable and at ease;
- To ensure the on-going maintenance and upkeep of waterfront facilities and public open space areas for continued enjoyment by the public.

Economic Development

Goal: To strive for sustainable and feasible economic development that will have the greatest economic and social impacts on the City of Binghamton.

Objectives:

- To use the waterfront development as a catalyst for the expansion of the existing economic and employment base, stimulating retail, commercial and business development in the City's central business district core;
- To work with existing businesses and developers to implement the revitalization and development strategies of this plan;
- To maintain open communication with neighboring municipalities and plan for economic development on a regional basis;
- To develop educational programs aimed at increasing business skills and offering technical support for existing businesses, encouraging the expansion of existing businesses along the waterfront;
- To develop and maintain communications with Binghamton University, encouraging joint programs and the development of waterfront facilities.

Regional Cooperation

Goal: To establish and sustain long-term partnerships with neighboring communities and local organizations for the development and on-going maintenance of the waterfront

Objectives:

- To maintain contact with surrounding municipalities to ensure the City is aware of decisions that may affect their development plans;
- To develop relationships with local organizations and regional planning agencies in order to ensure the City is involved in decisions that could impact the quality of life and the condition of their waterfront;
- To work with surrounding municipalities and organizations on developing regional programs and activities;

- To coordinate water related activities with municipalities located along the Susquehanna River.

Tourism

Goal: To attract more visitors, both locally and regionally, to the City of Binghamton

Objectives:

- To highlight, protect and enhance the scenic, historic and cultural resources in the waterfront revitalization area;
- To work with neighboring communities and related organizations to promote waterfront activities and opportunities unique to the region, and tie those activities to other opportunities within the Central Business District;
- To attract interest and offer a wide array of recreation and educational opportunities not widely offered in other communities in the region.

Environment

Goal: To protect and enhance environmental resources along the waterfront

Objectives:

- To implement best management practices that will create minimal negative impacts on the environment and natural resources found within the waterfront revitalization area, while maximizing usage;
- To enhance natural areas, visually and physically, for additional public use and enjoyment;
- To ensure flood risks and concerns are considered in the proposed redevelopment plans for the waterfront;
- To protect significant environmentally sensitive areas from further development, resulting in natural areas which will continue to contribute to the existing character of the waterfront.

Education

Goal: To provide a natural, living educational resource for the community

Objectives:

- To develop facilities and programs which will provide a laboratory for learning on the waterfront;
- To care for and maintain the waterfront to a level that will allow for continued use and enjoyment by those seeking educational opportunities;
- To work with local school districts, local organizations and the Binghamton University to implement programs that will be beneficial and contribute to their educational goals.