

## **8.0 EAST SIDE VISION, OBJECTIVES, and GOALS**

The Public Participation Plan was developed so that residential input would steer the majority of recommendations for an East Side Revitalization Strategy. As additional information was obtained about what residents envisioned for their neighborhood, the planning process shifted toward a more traditional planning typology in which a series of specific revitalization goals and initiatives was developed. This project is incremental in that, as the effects of government investments are experienced, it is anticipated that private investment will increase to help complete the revitalization of this neighborhood. With sufficient government and private investment, the East Side of Binghamton could quite conceivably be on its way to a thriving neighborhood once again.

The purpose of a revitalization plan is to develop a strong and cogent sense of place and community that will attract new residents to the area and make existing residents proud to live here. In order to make such sweeping improvements in the existence and attitude of the East Side of Binghamton, a number of efforts and partnerships will be necessary. What follows are the elements of the proposed plan to introduce new fixtures and new investment to the East Side to help bring about the community's stated desire for neighborhood revitalization.

In conjunction with the East Side Neighborhood Assembly, the following vision statement was developed, which guided our work. From this, objectives and goals were developed aimed at achieving the vision. The recommendations that follow in this plan are all designed to work together to reach the goals and objectives. The focus is on the Robinson Street corridor because it is the most critical focal point of the East Side; changes there will serve as the impetus for changes throughout the neighborhood.

### ***8.1.0 VISION STATEMENT***

**The East Side of Binghamton is a safe, vital and attractive community that draws upon the history and diversity of its inhabitants to provide residents with access to a full range of goods and services.**

### **8.1.1 COMMUNITY GOALS AND OBJECTIVES**

Redevelopment within the East Side should be based on the needs of its residents, market and economic realities, existing natural and environmental features, and desired land uses. Priority goals associated with revitalizing and transforming the East Side are identified in the following section. Goals and objectives for the Robinson Street District are identified in Section 8.2.0. The success of such strategies, however, will be contingent on community support and activism at the neighborhood level, as well as support at all levels of government.

### **8.1.2 PRIORITY GOALS**

#### **Goal One: Quality of Life**

*Retaining the unique assets and character-defining features of the East Side neighborhood is critical to enhancing and improving the quality of life for East Side residents.*

Objectives:

- To initiate community activities such as recreational and educational programs.
- To create public gathering areas and facilities to bring residents together.
- To improve the quality, availability, and access to area parks and recreation
- To foster inter-generational relationships among residents.
- To celebrate diversity and strengthen neighborhood unity.

#### **Goal Two: Public Safety**

*Providing a sense of safety and security to all community members is necessary to encourage investment in the East Side and promote a good quality of life.*

Objectives:

- To work with public safety officials to identify areas of concerns for residents.
- To create a neighborhood watch program to fight against illicit activities.

#### **Goal Three: Economic Revitalization**

*A strong economic presence that provides jobs and opportunities to surrounding neighborhoods is critical to the long-term success of the East Side neighborhood. Improving the aesthetic character of key business areas such as Robinson Street, will make it a more inviting destination for neighborhood residents and other community members.*

Objectives:

- To foster public/private investments

- To partner with educational institutions to provide job-training and placement opportunities.
- To improve the appearance of existing and future businesses.
- To fill remaining storefronts and attract new businesses and retail uses.

#### **Goal Four: Smart Growth and Sustainability**

*Smart growth and sustainable development principles ensure a community is capitalizing on its existing resources and assets, while promoting a healthy and active environment for residents and workers.*

Objectives:

- To create a positive community identity and create a sense of place for the East Side.
- To improve the condition of existing housing stock and provide a mix of housing options.
- To enhance existing public open spaces and create green linkages.
- To utilize sustainable practices for upgrades to public infrastructure.

#### **Goal Five: Community Participation**

*Communities with high levels of citizen participation are more successful at bringing about positive change.*

Objectives:

- To empower residents to participate actively in the community.
- To educate community members on leadership opportunities.

### **8.2.0 ROBINSON STREET DISTRICT**

The Robinson Street District is generally located along the Robinson Street corridor between the railroad bridges west of Alice Street to the State Hospital, including the adjoining neighborhoods and portions of Court Street. Robinson Street is a collector roadway characterized by a mixture of commercial and office land uses and some residences. While many of the existing commercial operations serve adjoining neighborhoods, several of the properties are vacant or underutilized. Robinson Street is the primary roadway connecting East Side neighborhoods to points within the City, such as Binghamton Plaza and downtown. The district represents an opportunity to enhance the role of the Robinson Street corridor as a meaningful neighborhood focal point. By defining the commercial district with improved landscaping and pedestrian amenities, this district will help to stabilize adjoining neighborhoods. Thus, there are specific goals associated with this corridor which, again, will lead to achieving the goals listed above.

## **8.2.1 PRIORITY GOALS FOR ROBINSON STREET CORRIDOR**

### **Goal One: Walkable Community**

Objectives:

- To provide improved bike and pedestrian environment.
- To create access to and encourage use of public transportation and alternate methods of transportations.
- To implement traffic-calming measures and buffers.

### **Goal Two: Economic Revitalization**

Objectives:

- To reinvest in the Robinson Street Corridor
- To successfully market commercial and retail opportunities.

### **Goal Three: Parks and Recreation**

Objectives:

- To make improvements to existing parks.
- To create additional park space.