Public and Private Stakeholders in Redevelopment of a Rust Belt City: Johnson City Village, New York

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Introduction
- The new School of Pharmacy and Pharmaceutical Sciences will be located in a newly constructed building on a 32.8-acre Health Sciences Campus being developed in Johnson City, N.Y. as initially announced in September 2014.
- It is going to be an 84,000 square-foot building including premier research, teaching, office, and lecture facilities. When fully enrolled after 4 years, the school will have approximately 200-400 students — 350 in the PharamD program and an additional 30-50 PhD students.
- Johnson City, New York had close to a population of 20,000 back in the 1960s during the manufacturing era, but since companies like the Endicott-Johnson Shoe Factory and International Business Machines (IBM) have relocated jobs, the population has declined to 15,174 as of 2010.

Purpose
- The State University of New York (SUNY) is the largest public sector employer in New York State. SUNY Binghamton’s expansion into this declining rust belt village is being monitored by the Department of Geography at B.U. Important residential, commercial, and industrial changes are being documented on a yearly basis. The use of remote sensing, the American Community Survey (ACS), and personal interviewing has been utilized to analyze economic development patterns in Johnson City Village, New York.

Null Hypotheses
- H0: The announcement of the new Health Sciences campus has had no affect on commercial vacancies in Johnson City.
- H1: The announcement of the new Health Sciences campus has had an affect on black residents

Literature Review
- Gentrification results from both capital (financial) and people (social capital) flows (Zuk, 2015).
- Neighborhood meaning/image can be transformed by commercial gentrification but results vary about negative/positive impacts for existing businesses and residents.
- Relative location is important: proximity to parks, schools, highways, etc. positively influences home values.
- Previous research fails to establish a clear understanding of displacement: different definitions, different local population emphasis, use of short time periods, and lack of agreement on what a “significant effect” is.

Methodology
- Acquiring Qualitative Data
  - Spatial viewing
  - Recorded interviews with residents and community leaders on Website, with questions concerning campus expansion expectations.
- Acquiring Quantitative Data
  - US Census Data
  - Tax Parcel data
  - Census Track data
  - ACS Survey
  - Property and Land Values

Study Area and Data Portrayal

<table>
<thead>
<tr>
<th>Variable</th>
<th>New York State</th>
<th>Broome County</th>
<th>Johnson City</th>
<th>Study Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>15,378,102</td>
<td>200,000</td>
<td>15,174</td>
<td>1,167</td>
</tr>
<tr>
<td>% White Population</td>
<td>64.6</td>
<td>85.9</td>
<td>78.6</td>
<td>73.3</td>
</tr>
<tr>
<td>% Black Population</td>
<td>15.6</td>
<td>5.4</td>
<td>7.1</td>
<td>8.1</td>
</tr>
<tr>
<td>Median Age</td>
<td>38.1</td>
<td>39.9</td>
<td>36.3</td>
<td>31.1</td>
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<tr>
<td>% Older than 65</td>
<td>14.3</td>
<td>17.3</td>
<td>12.1</td>
<td>6.6</td>
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<tr>
<td>% Owner Occupied</td>
<td>53.6</td>
<td>65.7</td>
<td>53.1</td>
<td>32.9</td>
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<tr>
<td>% Renter Occupied</td>
<td>46.4</td>
<td>34.3</td>
<td>46.9</td>
<td>67.1</td>
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<td>Median Contract Rent</td>
<td>51,012</td>
<td>55,995</td>
<td>55,995</td>
<td>55,995</td>
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<tr>
<td>% Unemployed</td>
<td>8.2</td>
<td>7.8</td>
<td>7.1</td>
<td>15.3</td>
</tr>
<tr>
<td>% Below Poverty</td>
<td>15.7</td>
<td>17.9</td>
<td>18.8</td>
<td>35.2</td>
</tr>
</tbody>
</table>

Main St. Vacancies
- 268 Main St. was privately purchased in 2001 for $1. In 2017, it was sold for $165,000.
- 177 Main St. was purchased in 2018 by “New Century Real Estate”

Data Analysis
- Assessed property values in the study area are relatively low, as of 2017. The residential streets of Cortes Ave., Waldo St., Broad St., and Aern St. contain parcels in the $5,000-$15,000 range. Examining the block, the commercial Main St. is sawn to have some parcels ranging $50,000-$75,000. Mean residential values are a consequence of mass values. Low property values are key to bringing economic development to gentrifiable landscapes like post-manufacturing Johnson City Village.
- Residents living below the federal poverty line in the study area are of the highest in New York State, with block groups ranging from 25%-89%. The range of poverty is concurrent with increased unemployment rates ranging from 10%-25% among block groups. Economic development and new job opportunities could shift poverty rates in this region. Due to past manufacturing job loss, the area has had slow economic recovery.

Preliminary Findings
- Vacant properties are being redeveloped in the study area as a result of Binghamton University’s new Health Sciences campus announcement, and 268 Main St. and 177 Main St. have been privately purchased. 268 Main, 147 Baldwin St., and 128 Grand Ave. have been purchased and assessed values in the “200,000” range.
- Determined by survey, City of Campus Student Renters Report — Binghamton Geography Department.
- Johnson City’s redevelopment is being invested in by the Greater Binghamton Fund. This fund has spurred $80 million in public-private investment.
- Rental values are being established now in order to monitor change in land values as well as change in black population before the 2020 Census. 19.8% of residents are black. What will be the impacts of these changes on vulnerable populations?

Student Renters, Gentrification and Displacement of Black Residents
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Conclusion
- The announcement of the construction of the new Health Sciences campus has changed commercial vacancies in the study area and Johnson City, through public-private funds. Monitoring land values and black resident sentiment: as Health Sciences campus facilities begin to grow will show how significant of an impact they will have in the area. Data collection shows this area is fairly low-income and the housing market is depressed due to vacancies and blight. Initial evidence, the announcement of the new Health Sciences campus has increased the value and investment in commercial vacancies like 250 Main, 147 Baldwin, and 128 Grand Ave. This will be an ongoing project, and one that will allow us to refer back to this point in the research in order to see annual effects of various variables that we generated our data from. With Johnson City becoming an attraction for economic development again, we again see shifts in demographics and housing in both resident and new building populations.

References
- American Community Survey
- Broome County Planning Department
- Our website: https://jc-redevelopment.binghamton.edu/