

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 8-acre Health Sciences Campus being developed in Johnson City, NY, 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 380–400 students — 350 in the PharmD program and an additional 30–50 PhD students.
- Johnson City village, 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

H₀₋₁: The announcement of the new Health Sciences campus has had no effect on commercial vacancies in Johnson City.

H₀₋₂: The announcement of the new Health Sciences campus has had no effect 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 and 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 Tract data
- ACS Survey
- Property and Land Values

Study Area and Data Portrayal

Health Sciences parcel,
Johnson City, New York

Variable/Geography	New York State	Broome County	Johnson City	Study Area
Total Population	19,378,102	200,600	15,174	1,167
% White Population	64.6	86.9	78.6	73.3
% Black Population	15.6	5.4	7.1	19.8
Median Age	38.1	39.9	36.3	31.1
% Older than 65	14.3	17.3	12.1	6.6
% Owner Occupied	53.6	65.7	53.1	32.9
% Renter Occupied	46.4	34.3	46.9	67.1
Median Contract Rent	\$1,012	\$595	\$599	\$565
% Unemployed	8.2	7.8	7.1	15.3
% Below Poverty	15.7	17.9	18.8	35.2

Main St. Vacancies



- Parcel Changes Since Announcement:
- 258 Main Street
 - 177 Main Street
 - 250 Main Street
 - 147 Baldwin Street
 - 128 Grand Ave

- 258 Main St. was privately purchased in 2000 for \$1. In 2017, it was sold for \$165,000.
- 177 Main St. → Purchased in 2018 by "New Century Real Estate"



Vacant Victory Building: August 2017



"Ultimately this building was sold about two months ago to the developer [59 Lester Empire, LLC] for 250,000 dollars... I didn't think we could get a dollar for this building, so the fact that we got a quarter million dollars was good." –WBNG 1/2018

January 2018

\$50M project planned for former E-J factory in Johnson City

Vacant Endicott-Johnson Shoe Factory Building (2016)



Century Sunrise Apartments: 2018



Assessed Land Values



Percent Below Poverty



Unemployment



"Worried that [redevelopment] will chase low-income people out of the area because they won't be able to afford to live here anymore." – Aquita, JC Resident

Data Analysis

- Assessed property values in the study area are relatively low, as of 2017. The residential streets of Corliss Ave., Willow St., Broad St., and Arch St. contain parcels in the \$5,000-\$10,000 range. Examining this block, the commercial Main St. is seen to even have some parcels ranging \$0-\$5,000. **Main St. vacancies are a contribution to these low 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 ranges of poverty are concurrent with increased unemployment rates ranging from 10%-53% 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 a 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.** 250 and 177 Main Street have been privately purchased. 250 Main, 147 Baldwin St., and 128 Grand Ave. have been revitalized with public-private funds. **Commercial main street vacancies have been purchased at increased land values since the announcement of the new Health Sciences campus.** These changes in commercial vacancies and land values are of concern to black residents in the study area, who fear they may be displaced.

Student Renters, Gentrification and Displacement of Black Residents

- The City of Binghamton's overall student rents averaged \$299 in 2008; by 2018, \$494. Johnson City student rents averaged \$306 in 2008 and \$520 by 2018.
 - Determined by survey in *Off Campus Student Renters Report* – Binghamton Geography Department
- Johnson City's redevelopment is being invested in by the **Greater Binghamton Fund. This fund has spurred \$80.3 million dollars 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%, or 1/5 residents in the study area is black.** What will be the impacts of these changes on vulnerable populations? Aquita tells us her concerns [Resident Interview]

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 Science 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 value is depreciated 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 of 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 expect to see shifts in demographics and housing in both resident and new arrival populations.

References

- American Community Survey
- Broome County Planning Department
- Broome County Parcel Mapper: Real Property
- Our website: <https://jc-redevelopment.binghamton.edu/>