



# ROME

*the copper city*

## ERIE BOULEVARD BOA

CITY OF ROME, NY  
MARCH 2020

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# ACKNOWLEDGMENTS

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# EXECUTIVE SUMMARY



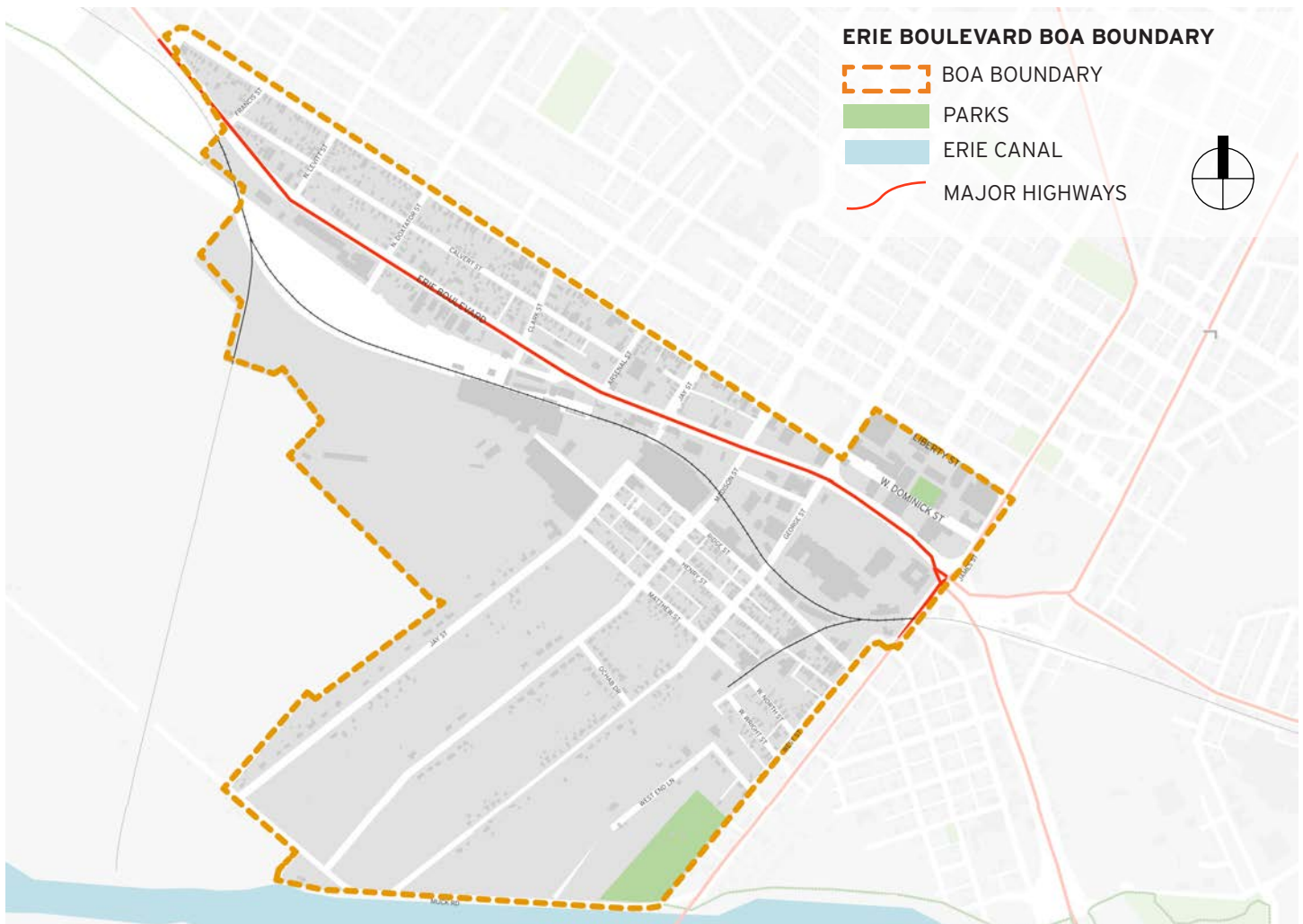


# PROJECT OVERVIEW

The City of Rome identified the Erie Boulevard BOA as an area for redevelopment planning to transform this area of the City into a place for business, recreation, and quality living. The City of Rome, in conjunction with the New York State Department of State, developed this Erie Boulevard Brownfield Opportunity Area (BOA) Nomination Study through the New York State Brownfield Opportunity Area Program.

This plan focuses on a 575-acre area in the City, encompassing the downtown core and lands along the Erie Canal, and includes a mix of residential, industrial, commercial, and recreational land uses. This area sits adjacent to the Downtown Rome BOA, which was recently completed in 2018.

The strategies and recommendations in this plan represent the culmination of several years of planning efforts, including the Downtown Rome BOA and the City of Rome Downtown Revitalization Initiative. This plan will be utilized by the City and local leadership to guide public and private investment within the study area. This plan also provides the City with an implementation framework to pursue funding and make the ideas formulated in this Master Plan a reality.



# COMMUNITY PARTICIPATION

Community input was integral to the BOA planning process. The engagement of stakeholders and community members from various sectors gave participants an opportunity to provide input on the overarching goals and master plan. Several creative and innovative engagement methods were utilized throughout the BOA process, including:

- Steering Committee Meetings;
- Public Workshops;
- Stakeholder Meetings; and
- Online Presence.

Due to multiple on-going initiatives in the City of Rome simultaneous to the Erie Boulevard BOA, such as the DRI, some Steering Committee meetings and public workshops were combined. The combination of these meetings allowed the community to voice their opinions on interrelated topics.

## PUBLIC PARTICIPATION

During the community involvement process, consistent themes for revitalization were identified. These themes provided the basis for the development of the vision, goals, and objectives, and the Master Plan.

# COMMUNITY VISION & GOALS

The City of Rome has invested tireless man-hours and money to prepare the Erie Boulevard BOA area for revitalization. The encompassing vision and goals reflect the desires of the community and provide a basis for the guidance of future investments with the City.

## VISION STATEMENT

**THE ERIE BOULEVARD BOA ENCOMPASSES WELL-CONNECTED CORE NEIGHBORHOODS, PROVIDING DIVERSE AND STABLE HOUSING OPTIONS, AND LINKS THE WATERFRONT TO THE DOWNTOWN EXPERIENCE BY WAY OF SAFE COMMUNITY GREENWAYS. THE VIBRANT AND ENGAGING COMMUNITY PARKS AND OPEN SPACES OF SOUTH ROME CONTINUE TO DRAW INVESTMENTS THAT IMPROVE NEIGHBORHOOD DESIRABILITY, QUALITY HOUSING, AND WATERFRONT DEVELOPMENT. THE DOWNTOWN IS COMPRISED OF A COLLECTION OF COMPLEMENTARY LOCAL BUSINESSES, CENTERED AROUND THE CAPITOL ARTS COMPLEX, THAT TOGETHER DRIVE A SUCCESSFUL AND SUSTAINABLE ECONOMY WHICH FOCUSES AROUND ARTS, CULTURE, HERITAGE, AND FOUR-SEASON QUALITY PUBLIC SPACES.**

## GOALS



### GOAL 1:

Create an expanded open space network and increased recreational opportunities for residents and visitors

- Increase accessibility to and along the Erie Canal
- Increase environmental education opportunities
- Enhance existing park space
- Improve signage and wayfinding to key destinations
- Encourage enhancement of public space through community gardens and public art



### GOAL 2:

Enhance the public realm and streetscapes along major thoroughfares and downtown corridors

- Improve pedestrian walkability and connectivity
- Encourage downtown facade improvements and infill development
- Improve placemaking and the installation of public art and streetscape amenities



### GOAL 3:

Leverage existing historic and cultural institutions to promote expanded tourism opportunities

- Support marketing efforts of local destinations and assets
- Encourage development and recreational opportunities along the Erie Canal
- Promote business growth and generate a social atmosphere around the Arts and Cultural District



### GOAL 4:

Enhance housing quality and options within the Erie Boulevard BOA

- Support rehabilitation of existing underutilized and vacant buildings for housing
- Encourage mixed-use development with infill development or adaptive reuse
- Improve the City's sense of place
- Implement City policies to encourage quality property maintenance



### GOAL 5:

Promote a diverse mix of businesses and employment opportunities within Rome

- Encourage the assessment and remediation of vacant and underutilized properties
- Support start-up business programs
- Foster public-private partnerships to enhance existing businesses and encourage development
- Create an environment that supports new job opportunities with business retention and attraction

## OBJECTIVES



# INVENTORY + ANALYSIS

An inventory of existing socio-economic and environmental conditions within the Erie Boulevard BOA was collected and analyzed. The following provides a brief summary and key findings that were utilized to develop the recommendations and proposed projects in the Master Plan.

KEY FINDINGS	OPPORTUNITIES/RECOMMENDATIONS
Approximately 40% of the BOA population is between 20 and 49 years old, typically when people are at prime earning potential and raising families.	<b>Opportunity to focus efforts on enhancing youth amenities and programming within the BOA.</b>
Compared to the City of Rome and Oneida County, the Erie Boulevard BOA has lower educational attainment levels.	<b>Opportunity exists within the Erie Boulevard BOA to create skilled working jobs for residents and attract new residents to the City of Rome.</b>
Many residents work outside of the Erie Boulevard BOA.	<b>Commuting patterns and existing market data show that there is an opportunity to attract workers to live in the Erie Boulevard BOA. Commercial and industrial development is recommended to increase employment opportunities.</b>
The Erie Boulevard BOA has an older housing stock compared to the City and County.	<b>Providing newer, modernized housing will provide residents with better options and create an attractive residential location for millennial, seniors and families.</b>
Multiple parcels throughout the BOA are owned by public entities, including the City of Rome, Oneida County and New York State.	<b>Public ownership of potential redevelopment sites will make proposed projects easier to implement.</b>
The BOA has an abundant amount of historic and natural resources and limited environmental constraints for redevelopment.	<b>Improved access to historic and natural resources for residents and visitors is recommended to improve quality of life and tourism options in the BOA.</b>
The BOA has a number of potential brownfield and vacant sites.	<b>These sites present an opportunity for redevelopment and infill development to increase economic development in the City.</b>
Sidewalk connections and pedestrian/bicycle amenities in the Erie Boulevard BOA are concentrated within the downtown.	<b>There is an opportunity to infill gaps in sidewalk connectivity in downtown Rome and within the Erie Boulevard BOA to provide connections throughout the area. Greenway connections and public realm enhancements are recommended.</b>

# MARKET ANALYSIS + OPPORTUNITIES

Existing market conditions and anticipated opportunities within the Erie Boulevard BOA are described below.



## RESIDENTIAL OUTLOOK

- + Housing is affordable, but quality is lacking
- + There is future demand for modernized housing, especially downtown
- + Mid- to upper-scale apartments will have the greatest demand for housing
- + New entertainment options are needed downtown to support the residential market
- + An aging population will require accommodations for 55+ housing



## RETAIL OUTLOOK

- + Rome's retail market has been relatively flat over the years
- + Young families and seniors may be an opportunity for select retail development
- + A number of businesses could be supported in the City of Rome, such as electronic stores, clothing stores, full-services restaurants, home furnishing stores, health and personal care stores, etc.
- + Mixed-use style retail has the greatest potential and feasibility in the City



## INDUSTRIAL AND FLEX OUTLOOK

- + There is currently an excess of industrial property on the market
- + Demand for industrial space has been weak
- + Flex space is in short supply
- + Regional industrial growth is expected in Transit and Ground Passenger Transportation, which includes chartered bus, school bus, and bus transportation services.



## OFFICE OUTLOOK

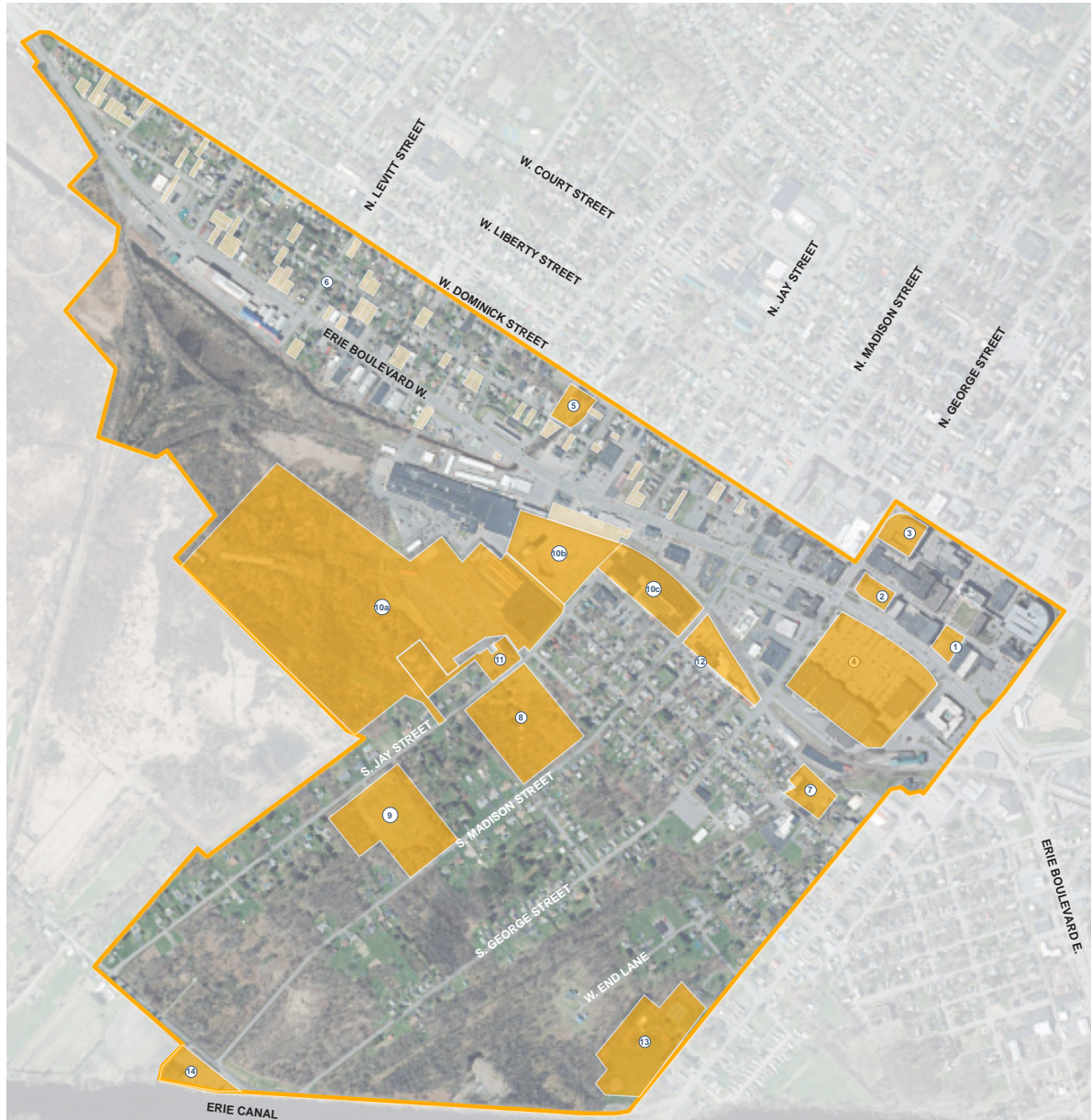
- + Existing office space in Rome is older in age and in need of modernization
- + The overall office market outlook in Rome is weak
- + Potential exists for specialized office space appears to have market feasibility in Rome ; market office space and short-

# STRATEGIC SITE REDEVELOPMENT

A total of 16 strategic sites were identified as important to the revitalization of the City of Rome and are considered catalytic since their redevelopment is anticipated to spur investment in nearby sites, as well as increase land values and tax revenues. Investment in these strategic sites could increase access to services and amenities for resident, thus improving quality of life.

## STRATEGIC SITES

- ① 163-187 W. DOMINICK
- ② 239-257 W. DOMINICK
- ③ 150 N. GEORGE ST
- ④ FREEDOM PLAZA
- ⑤ 601 W. DOMINICK
- ⑥ SCATTERED VACANT SITES
- ⑦ 119-203 RIDGE ST
- ⑧ 401-21 S. JAY ST
- ⑨ S. JAY STREET PROPERTY
- ⑩A FORMER ROME CABLE
- ⑩B 220. S MADISON ST
- ⑩C HENRY STREET
- ⑪ FORMER PAR TECHNOLOGIES
- ⑫ 328 RIDGE ST
- ⑬ GRYZIEC FIELD
- ⑭ BOAT LAUNCH SITE

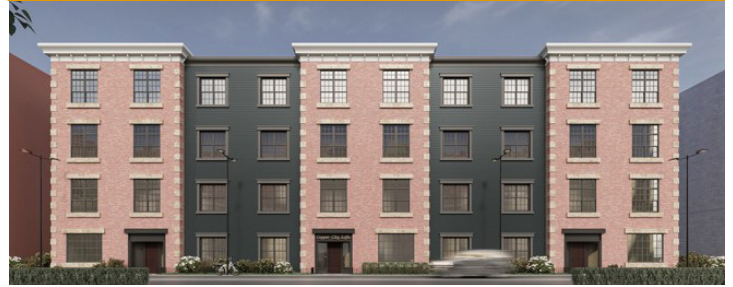




## STRATEGIC SITE #1 - 163-187 W. DOMINICK STREET

This 1.8-acre vacant site lies along West Dominick Street. This site is owned by the City of Rome and is located in downtown Rome surrounded by commercial and civic uses.

### REDEVELOPMENT POTENTIAL



### MIXED-USE REDEVELOPMENT

## STRATEGIC SITE #2 - 239-257 W. DOMINICK STREET

The property located on 239-257 West Dominick Street is a 0.8-acre vacant site within downtown Rome. This site is strategic due to its central location in downtown Rome and its public ownership (City of Rome).

### REDEVELOPMENT POTENTIAL



### MIXED-USE REDEVELOPMENT

## STRATEGIC SITE #3 - 150 N. GEORGE STREET

This property located at 150 N. George Street is a strategic site due to its downtown location. The site is currently redeveloped as greenspace and a surface parking lot.

### REDEVELOPMENT POTENTIAL



### MIXED-USE REDEVELOPMENT

## STRATEGIC SITE #4 - FREEDOM PLAZA

Freedom Plaza is located on Erie Boulevard between George Street and James Street. This plaza has approximately 198,000 square feet of retail space that is over 90% occupied. The majority of the retail stores in this plaza are national chains, including JCPenny's, Marshalls, Dollar Tree, and T-Mobile, among others. The plaza has a total of 702 parking spaces, which exceeds the plaza's parking needs and overwhelms the Erie Boulevard streetscape.

### REDEVELOPMENT POTENTIAL



### INFILL DEVELOPMENT

## STRATEGIC SITE #5 - 601 W. DOMINICK STREET

601 W. Dominick Street is a 1.10-acre site currently used for commercial purposes. The building is privately owned and currently operated by a convenient store for the neighborhood. Since the entirety of the building is not being used to its highest and best potential, redevelopment of this property is recommended.

### REDEVELOPMENT POTENTIAL



### MIXED-USE REDEVELOPMENT

## STRATEGIC SITE #6 - SCATTERED VACANT SITES

There are approximately 68 vacant sites throughout the Erie Boulevard BOA directly west of downtown Rome, along Erie Boulevard, West Dominick Street and Calvert Street. These vacant sites are small in size and have cast a shadow of blight on the neighborhood. Since these properties are not being utilized to their highest and best use, these sites should be targeted for reinvestment by the City of Rome.

### REDEVELOPMENT POTENTIAL



### DEVELOPMENT VARIES

## STRATEGIC SITE #7 - 119-203 RIDGE STREET

119-203 Ridge Street is a 1.5-acre, privately owned property just outside of downtown Rome. This property is currently occupied with two buildings; one dilapidated, vacant structure and a former storage facility. This site is strategic due to the site's location near downtown Rome and industrial uses. Since this property is not utilized to its highest and best use, redevelopment is recommended.

### REDEVELOPMENT POTENTIAL

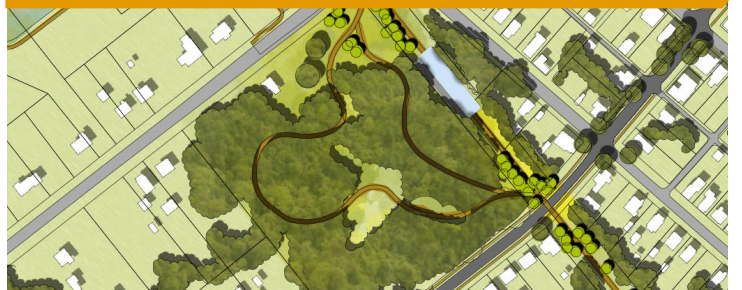


### LIGHT INDUSTRIAL / COMMERCIAL

## STRATEGIC SITE #8 - 401-21 S. JAY STREET

This site is a 8-acre parcel located within South Rome. This is a privately-owned site, but one of the largest sites within the Erie Boulevard BOA. This site is strategic due to its size, location, and clean environmental history. This site is well-suited for development as a recreational type use, such as an interpretive park

### REDEVELOPMENT POTENTIAL



### RECREATIONAL PARK



## STRATEGIC SITE #9 - S. JAY STREET PROPERTY

This site is an 8.2-acre property comprised of four parcels on S. Jay Street in South Rome. The majority of this site was formerly utilized for recreational uses and contains baseball fields and equipment that is largely in disrepair. This site is strategic due to the site's underutilization, ownership and ability to be redeveloped as residential infill development to support the existing neighborhood.

### REDEVELOPMENT POTENTIAL



### RESIDENTIAL INFILL DEVELOPMENT

## STRATEGIC SITE #10A - FORMER ROME CABLE SITE

This site is the location of the former Rome Cable Corporation that operated in Rome since the 1930's. The site is approximately 10 acres and is currently owned by the Oneida County Industrial Development Agency. This site is strategic due to its location, public ownership.

### REDEVELOPMENT POTENTIAL



### LIGHT INDUSTRIAL DEVELOPMENT

## STRATEGIC SITE #10B - HENRY STREET

This site is part of what was formerly known as the Rome Cable Corporation. The site is approximately 5.8-acres and owned by the Oneida County IDA. This site is strategic due to its redevelopment potential and on-going plans for revitalization. During the DRI process, the construction of a 50,000 square foot facility for Cold Point Corporation was identified as a priority project.

### REDEVELOPMENT POTENTIAL



### LIGHT INDUSTRIAL DEVELOPMENT

## STRATEGIC SITE #10C - S. MADISON STREET

The site located at 220 South Madison Street is an approximately 4.4-acre property owned by the Oneida County IDA. This site was formerly used for manufacturing as part of the former Rome Cable Corporation and is currently leased by Owl Wire & Cable. The site is currently part of the NYS Environmental Restoration Program and remediation is on-going. This site is strategic due to its location, public ownership and current use.

### REDEVELOPMENT POTENTIAL



### LIGHT INDUSTRIAL DEVELOPMENT



## STRATEGIC SITE #11 - FORMER PAR TECHNOLOGIES

The site is a 1-acre, privately owned property on South Jay Street. This site is located adjacent to the former Rome Cable site. This site is strategic due to its location and eligibility as a Brownfield Cleanup Site due to potential environmental contamination. The building's condition for adaptive reuse has not been assessed. This site could be redeveloped as part of the larger vision for the former Rome Cable business and technology park.

### REDEVELOPMENT POTENTIAL



### LIGHT INDUSTRIAL REDEVELOPMENT

## STRATEGIC SITE #12 - 328 RIDGE STREET

This is a 2.4-acre site on Ridge Street just outside of downtown Rome. This site is adjacent to railroad tracks and within an existing light industrial manufacturing area of the City, which makes this site ideally developable for light industrial use. Due to the site's location in close proximity to the former Rome Cable facility and age of the building, this site could possibly utilize brownfield incentives for redevelopment or improvements.

### REDEVELOPMENT POTENTIAL



### LIGHT INDUSTRIAL REDEVELOPMENT

## STRATEGIC SITE #13 - GRZYIEC FIELD

Gryziec Field is located at the corner of South Jay Street and Muck Road and is a prime recreational destination in the City of Rome and the Erie Boulevard BOA. Due to the City's ownership of this parcel, enhancements to make this park a more accessible amenity to its users is feasible and realistic. Improvements to this site have the potential to spur additional recreational opportunities for the community and draw additional visitors to the area.

### REDEVELOPMENT POTENTIAL



### ENHANCED RECREATION ASSETS

## STRATEGIC SITE #14 - BOAT LAUNCH SITE

This site is located on Muck Road adjacent to the Erie Canal. This site is a current water-based recreational amenity for the Rome community and provides a boat launch and pavilion for public use. This site is strategic due to the potential to enhance and improve access to the Erie Canal and other public amenities.

### REDEVELOPMENT POTENTIAL



### ENHANCED RECREATION ASSETS

# MASTER PLAN + RECOMMENDED PROJECTS

The Erie Boulevard BOA reflects the vision and goals of the local community established as part of this planning process. This Master Plan encompasses priority projects that fulfill key themes identified throughout the planning and engagement process. The projects are categorized based on key improvement themes, including development opportunities, enhancing the public realm, greenway connections, recreational enhancements and neighborhood uplift.

## DEVELOPMENT OPPORTUNITIES

Rome has seen increased investment and economic development activity over the last several years. A variety of development opportunities have been identified to leverage the recent upswing in the City's revitalization. Projects in this category are intended to diversify the types of land uses within the downtown and provide employment opportunities that will attract additional residents to the City.

### PROPOSED PROJECTS:

1. MIXED-USE INFILL DEVELOPMENT (187 W. DOMINICK STREET)
2. MIXED USE INFILL DEVELOPMENT (239-257 W. DOMINICK STREET)
3. 227 W. DOMINICK STREET
4. CAPITOL THEATRE APARTMENTS
5. LIBERTY / GEORGE MIXED USE
6. LIBERTY / JAMES GARAGE IMPROVEMENTS
7. FREEDOM PLAZA INFILL DEVELOPMENT
8. ROME INDUSTRIAL PARK DEVELOPMENT
9. COLD POINT DEVELOPMENT
10. INDUSTRIAL REDEVELOPMENT
11. INFILL DEVELOPMENT (328 RIDGE STREET)
12. INFILL DEVELOPMENT (119-203 RIDGE STREET)
13. INDUSTRIAL REUSE
14. RESIDENTIAL INFILL DEVELOPMENT



**Freedom Plaza Infill Development**



**Industrial Redevelopment - Former PAR Technologies**



**Business and Technology Park**



## IMPROVING THE USER EXPERIENCE

The public realm is an important asset, providing engaging experiences and a sense of place for residents and visitors. Projects in this category seek to tell the story of the City's unique history and progress through mobility improvements, public art installations, and social gathering space enhancements.

### PROPOSED PROJECTS:

1. CITY HALL / CITY GREEN IMPROVEMENTS
2. DOWNTOWN TRANSPORTATION
3. CAPITOL EXPANSION
4. W. DOMINICK STREET ART PLAZA
5. COPPER CITY COMMONS
6. FREEDOM PLAZA PEDESTRIAN IMPROVEMENTS
7. ROME CABLE TOWER RE-IMAGINING
8. ERIE BOULEVARD ENHANCEMENTS
9. ERIE BOULEVARD PEDESTRIAN CROSSING
10. GATEWAYS



**Erie Boulevard Enhancements**



**Downtown Transportation Enhancements**



**Rome Cable Tower Re-Imagining**

## GREENWAY CONNECTIONS

The Erie Boulevard BOA has significant anchor destinations, including downtown, the Erie Canal, residential neighborhoods, and employment centers. Utilizing greenway connections, these assets will be better linked and integrated with one another. These connections will benefit the City of Rome by increasing resident quality of life, expanding access to recreational assets, and improving pedestrian and vehicular transportation options throughout the City.

- PROPOSED PROJECTS:**
1. CLINTON'S DITCH TRAIL / INTERPRETATION
  2. S. MADISON STREET PEDESTRIAN IMPROVEMENTS
  3. S. GEORGE STREET PEDESTRIAN IMPROVEMENTS
  4. CLINTON'S DITCH INTERPRETIVE PARK
  5. NEW MULTI-USE TRAIL CONNECTION
  6. NEW MULTI-USE TRAIL - MUCK ROAD
  7. NEW RAIL-TO-TRAIL CONNECTION
  8. INDUSTRIAL PARK GREENWAY CONNECTION



**Clinton's Ditch Trail / Interpretation**



**S. George Street Pedestrian Improvements**



**New Multi-Use Trail Connection**



## RECREATIONAL ENHANCEMENTS

The recreational enhancements identified in the Master Plan are intended to provide additional recreational access for City residents and attract visitors to experience open space amenities and enhanced trail networks. These enhancements will provide increased opportunities surrounding the Erie Canal, increased resident health and quality of life, and increased visitation and use of the City's recreational facilities.



**Canal Landing Enhancements**

### PROPOSED PROJECTS:

1. GRYZIEC FIELD IMPROVEMENTS
2. CANAL LANDING ENHANCEMENTS
3. TRAILHEADS



**Proposed Trailhead Option**

## NEIGHBORHOOD UPLIFT

While downtown has seen recent growth, the neighborhoods to the west of downtown along Erie Boulevard, Calvert Street and West Dominick Street are in need of investment. This area lacks cohesiveness and is disconnected due to inconsistent development patterns, railroad tracks and property vacancy. The projects in this category are intended to leverage this area's proximity to downtown and accessibility to local trails and green spaces to uplift this neighborhood and create an attractive, vibrant district in the City that attracts new residential growth as well as commercial investment.



**Creekside Mixed-Use Development**

### PROPOSED PROJECTS:

1. CREEKSIDE MIXED-USE DEVELOPMENT
2. NEIGHBORHOOD INFILL DEVELOPMENT (VARIES)
3. W. DOMINICK STREET ENHANCEMENTS

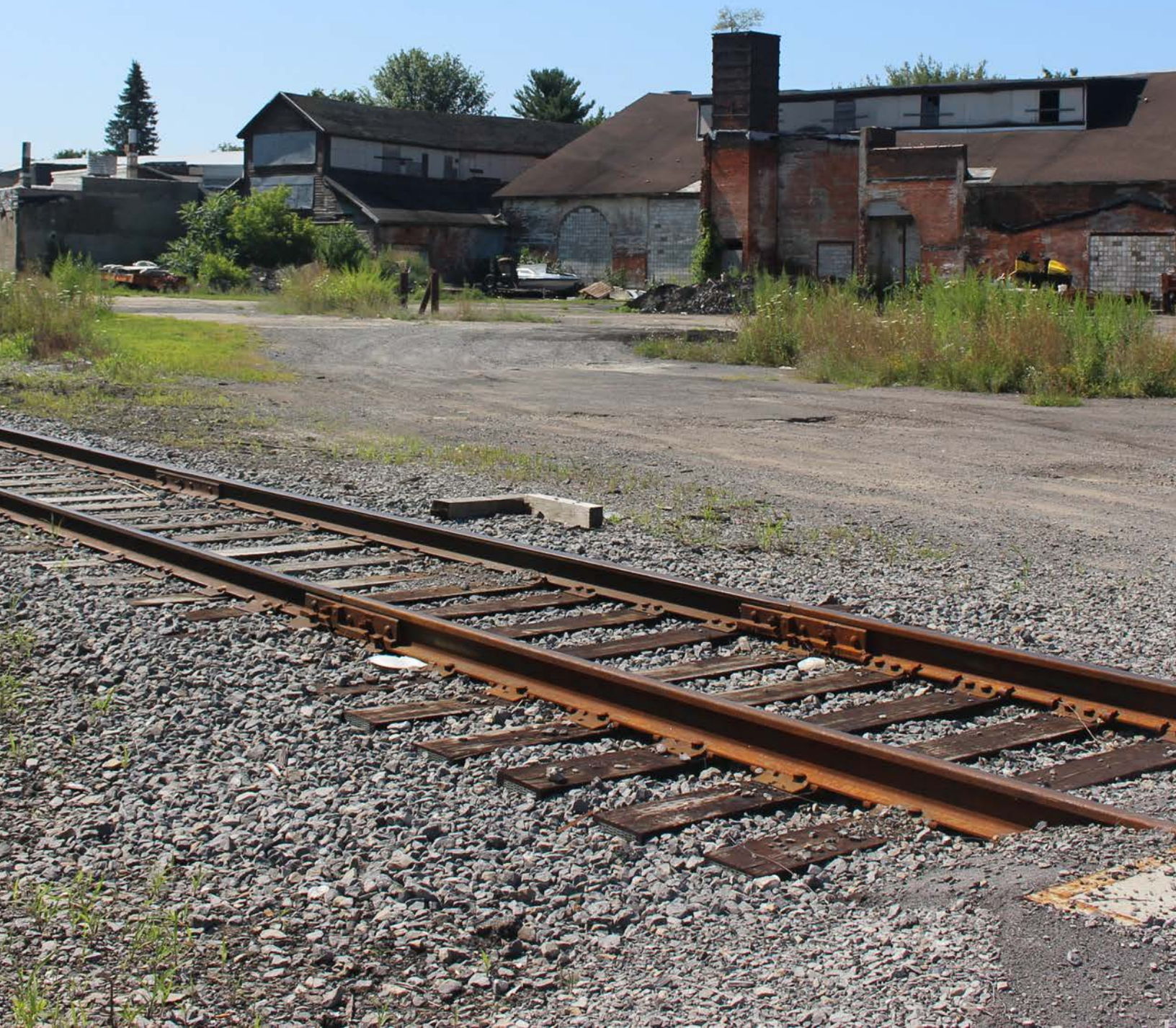


**W. Dominick Street Enhancements**





# SECTION I - PROJECT DESCRIPTION AND BOUNDARY





# WHAT IS THE BOA PROGRAM?

The BOA Program provides municipalities and community organizations with technical and financial assistance of up to 90% of the total eligible project costs, to complete area-wide planning approaches to brownfield redevelopment.

A primary objective of the NYS BOA Program is to address communities that have been negatively impacted by the presence, or perceived presence, of environmentally sensitive sites. The presence of these sites often has notable impacts on a community, including depreciation of property values and the discouragement of investment in surrounding properties. Through a community supported planning process, this program enables community leaders to establish a clear vision to revitalize and improve areas so they become economically and environmentally sustainable.

## BOA Nomination

The Nomination Study provides an in depth and thorough description and analysis:

- Establishment of community vision, goals, and strategies for revitalization
- Analysis of existing conditions
- Inventory of brownfield, abandoned, and vacant sites
- Establishment of partnerships with key stakeholders and initiation of public participation process
- Identification of strategic sites
- Master Plan development

## Pre-Development Activities

The Department of State accepts applications for funding for pre-development activities within a BOA designated by the Secretary of State. Eligible pre-development activities include:

- Development and implementation of marketing strategies
- Development of plans and specifications
- Real estate services
- Building conditions studies
- Infrastructure analyses
- Zoning and regulatory updates
- Environmental, housing and economic studies/analyses
- Public outreach

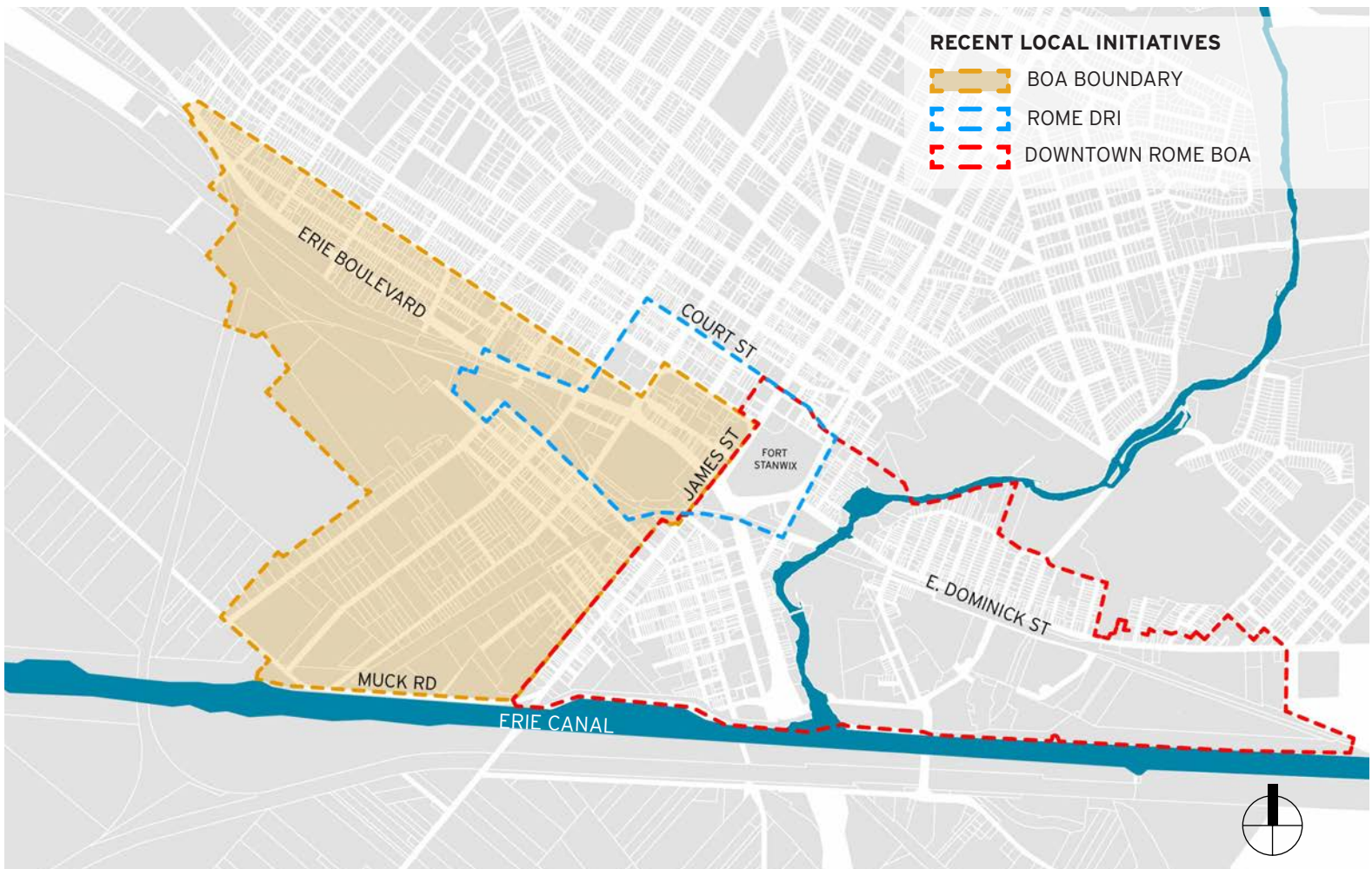


# PROJECT OVERVIEW AND DESCRIPTION

The Erie Boulevard BOA is an approximately 575-acre area located within the City of Rome, Oneida County, New York. The City of Rome is defined by its geographical features, including the Mohawk River and the Erie Canal, within Central New York.

The Erie Boulevard BOA encompasses the downtown core as well as lands along the Erie Canal, and includes a mix of residential, industrial, commercial, and recreational land uses. This area sits adjacent to the Downtown Rome BOA, which was recently completed in 2018.

This BOA provides the City of Rome an opportunity to continue the significant investment and development that has occurred in recent years. Initiatives, such as the Rome Downtown Revitalization Initiative (DRI) and Downtown Rome BOA have laid the foundation for redevelopment and revitalization within downtown and waterfront areas. This BOA aims to bridge these two areas to create a comprehensive revitalization strategy to increase the quality of life for Rome residents and draw additional visitors to the City.



## LEAD PROJECT SPONSORS

The City of Rome is the sponsoring municipality of the Erie Boulevard Brownfield Opportunity Area (BOA) Nomination Study. This program is funded, administered, and overseen by the New York State Department of State (DOS) with guidance from the Department of Environmental Conservation (DEC).

The Department of Community and Economic Development (CED) is leading the project for the City and has been proactive and involved in a wide range of planning initiatives within the City and downtown area.

In an effort to ensure the continued involvement of the community throughout the planning process, the CED has established a Steering Committee of interested individuals to guide the development of the Study. The Steering Committee represents a wide range of local interests representing various key aspects of the BOA, including economic development, recreation, neighborhood safety, community character, cultural assets, and business interests.

# ROME

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### PLANNING IN ROME

The Department of Community and Economic Development carries out strategic planning, neighborhood development, and revitalization throughout the City of Rome. The Planning Board provides community input and advice to the Department of Community and Economic Development, and reviews site plans and proposed zoning changes.





# BOA BOUNDARY DESCRIPTION AND JUSTIFICATION

The Erie Boulevard BOA is approximately 575-acres in size. This area encompasses downtown Rome, active and former industrial land uses along Erie Canal and residential neighborhoods. The boundaries of the Erie Boulevard BOA include:

- **Northern Boundary** - West Liberty Street and West Dominick Street serve as the northern boundary and encompasses the downtown and residential neighborhoods.
- **Eastern Boundary** - The study area is bounded by James Street and West Street to the east, which abuts Fort Stanwix.
- **Southern Boundary** - The study area is bounded to the south by the Erie Canal and Muck Road as well as former industrial and vacant lands.
- **Western Boundary** - The study area follows a transitional boundary of former industrial and vacant lands and includes several major brownfield sites.

The lands within these boundaries contain numerous brownfield sites that can contribute to revitalization when remediated and redeveloped. One such site includes the former Rome Cable site. Given this site's accessibility to downtown and adjacent residential neighborhoods, redevelopment of this parcel will have a profound impact on economic development initiatives within the City.

The Erie Boulevard corridor travels through the entirety of this BOA and contains a number of underutilized sites, and potential brownfield sites, including auto body shops, gas stations, dry cleaners, and former industrial properties. However, the proximity of these sites in conjunction to the vitality of downtown Rome and natural resources, such as the Erie Canal, present opportunities to improve and transform this area of the City.



# RELATED PLANNING INITIATIVES

The City of Rome has been actively and strategically engaged in multiple, inter-related planning activities over the past decade, focused on leveraging existing assets to create new opportunities within the City. Many of these foundational planning projects have created the framework for the City's revitalization goals.

## ROME MAIN STREETS ASSESSMENTS (2002)

The National Main Street Center, a division of the National Trust for Historic Preservation, worked with the City and stakeholders to develop a Comprehensive Main Street Approach for downtown revitalization. This approach provided technical assistance to establish the existing Rome Main Streets Alliance, a 501c-3 organization and a National Main Street recognition from the Trust. As part of the process, three "Main Street" commercial corridors were identified as priorities: East Dominick Street, West Dominick Street, and James Street. West Dominick Street and James Street are within the Erie Boulevard BOA.

## ROME COMPREHENSIVE PLAN (2005)

The Rome Comprehensive Plan was completed in 2005 and focuses on initiatives to spur economic development and increase quality of life. This plan established a community vision statement and encompasses an action plan to achieve this vision.

Several projects apply to the Erie Boulevard BOA:

- Gateway development initiatives, including the "spaghetti intersection" of Erie Boulevard and Black River Boulevard located in the BOA;
- West Erie Boulevard streetscape improvements;
- A downtown redevelopment plan that is intended to create a cohesive vision for the City, which includes the BOA.

The Plan also identified seven key goals for Rome:

- Provide a stable and productive tax base;
- Become the most business-friendly community in New York State;
- Train and educate a modern workforce;
- Offer higher quality, market-appropriate housing choices;
- Develop 21st century infrastructure;
- Support a healthy community and environment;
- Build and protect rich urban amenities.

## ROME URBAN DESIGN PLAN (2006)

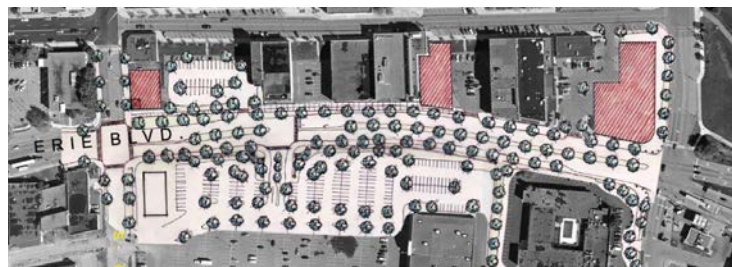
The Urban Design Plan was completed in response to recommendation from the National Main Street Center Downtown Assessment and the Comprehensive Plan. The West Dominick Street Center portion of the BOA, is slated to be developed into a downtown "Arts District" and proposed infrastructure improvements to West Dominick Street include landscaping and pedestrian-related changes. The plan also highlights the NYS Canalway Trail.

## MAIN STREET DESIGN GUIDELINES (2006)

As part of the Urban Design Plan development process, a series of design guidelines were prepared for the three designated Main Streets corridors. The Rome Main Streets Assessment (2002) helped identify Rome's three Main Street Commercial corridors, including James Street, East Dominick Street and West Dominick Street. The Guidelines are intended to restore streets as civic places, improve quality, preserve character, improve pedestrian safety, encourage economic development, and retain the character of historic structures.



URBAN DESIGN PLAN: PROPOSED IMPROVEMENTS ON W. DOMINICK STREET



COMPREHENSIVE PLAN: PROPOSED ERIE BOULEVARD IMPROVEMENTS



## **ROME RENTAL HOUSING MARKET SUMMARY (2014)**

The Rental Housing Market Report identified needs and opportunities for rental housing in the City. The plan determined that there is a need for rental housing at various levels of income and bedroom mixes due to numerous factors including population growth, declining vacancy rates, aging housing stock, expanding economy, and rising home sale prices.

## **ERIE BOULEVARD BOA STEP 1 PRE-NOMINATION STUDY (2016)**

In 2016, the City completed a Pre-Nomination Study for the Erie Boulevard BOA. Through this process, initial redevelopment opportunities were identified including:

- Enhancing key connections and gateways, such as Erie Boulevard;
- Strengthening the Erie Boulevard streetscape, including aesthetic and pedestrian safety improvements;
- Bringing more housing into the downtown;
- Leveraging the Capitol Theatre and Fort Stanwix as major cultural nodes;
- Stabilizing existing residential neighborhoods; and
- Identifying market-based end uses for vacant and underutilized sites.

## **HUD COMMUNITY NEEDS ASSESSMENT (2017)**

The City of Rome worked with the Department of Urban and Economic Development (HUD), Cornell Rust2Green Urban Studio and Federal funding to complete a Community Needs Assessment that identified several priorities including:

- Upgrade Infrastructure - Identify and coordinate actions and available resources for infrastructure upgrades to support the growth of existing businesses and to attract new economic activity;
- Revitalize Downtown - Engage stakeholders to design and implement programs to beautify streetscapes; enhance facades; fill vacancies; provide business incentives; and strengthen connections to the waterfront.

## **CITYWIDE ZONING UPDATE (2018)**

The City of Rome recently updated their zoning code in 2018. This zoning code includes form-based codes for the Woodhaven and Waterfront Revitalization Areas to ensure appropriate development for various areas throughout the City of Rome.

## **DOWNTOWN ROME BOA (2018)**

The Downtown Rome BOA combines planning, economic development, and marketing to rebuild the former industrial and manufacturing core into a sustainable community with high-quality neighborhoods, diverse job opportunities, and accessible recreation alternatives. The Downtown Rome BOA is a 513-acre site, divided into nine subareas, with the northwest corner of the BOA area, including Fort Stanwix. Within the nine subareas, strategic sites were identified based on community feedback, review of existing plans, field assessments, existing conditions, and the potential to catalyze further investment. As part of this study a wayfinding plan was created to direct residents and visitors to destinations within the City of Rome.

## **WOODHAVEN REVITALIZATION PLAN (2018)**

The Woodhaven Revitalization plan is a plan to revitalize the underutilized Woodhaven Site in Rome. It provides guidance and outlines specific actions necessary to realize the community's vision to become a diverse, sustainable and attractive mixed-use neighborhood. As part of this study a market analysis was completed to assess viable development types for this site.

## **CITY OF ROME DOWNTOWN REVITALIZATION INITIATIVE (2018)**

The Downtown Revitalization Initiative is a statewide effort to improve the urban vitality of city centers within New York State. In 2017, the City of Rome was selected as the Mohawk Valley Region \$10 million winner. During this process, projects were identified and evaluated to advance downtown Rome's revitalization goals. The selected committee recommended 12 priority projects intended to catalyze downtown development.

## DOWNTOWN REVITALIZATION INITIATIVE



THE DOWNTOWN REVITALIZATION INITIATIVE (DRI) IS A PROGRAM THAT WAS DEVELOPED TO IMPROVE THE URBAN VITALITY OF CITY CENTERS ACROSS NEW YORK STATE. EACH YEAR THE INITIATIVE INVESTS \$10 MILLION TO TRANSFORM DOWNTOWN NEIGHBORHOODS INTO VIBRANT COMMUNITIES WHERE THE NEXT GENERATION OF NEW YORKERS WILL WANT TO LIVE, WORK AND RAISE FAMILIES. THE CITY OF ROME WAS SELECTED FOR THIS FUNDING IN 2017.

WITH THE HELP OF A LOCAL PLANNING COMMITTEE, 12 PRIORITY PROJECTS WERE SELECTED FOR POTENTIAL FUNDING THROUGH THE DRI PROGRAM. FUNDED PROJECTS INCLUDE CITY HALL EXPANSION, CITY GREEN IMPROVEMENTS, LIBERTY/GEORGE REDEVELOPMENT, LIBERTY/JAMES GARAGE IMPROVEMENTS, 183 W. DOMINICK MIXED-USE REDEVELOPMENT, THE REACH CENTER, AND THE DOWNTOWN CENTRO TRANSPORTATION CENTER. THESE PROJECTS WILL SIGNIFICANTLY IMPROVE ROME'S DOWNTOWN CORE AND PROVIDE AN ENHANCED SENSE OF PLACE FOR RESIDENTS AND VISITORS.



### LEGEND

- ▬ DRI Boundary
- 1. Project Blue Crab
- 2. Capitol Theatre
- 3. Liberty George Garage Mixed-Use
- 4. 183 W. Dominick Street Mixed-Use
- 5. City Hall Programming Enhancements
- 6. Liberty James Garage Upgrades
- 7. Erie Boulevard Streetscape
- 8. City Hall Green Space
- 9. Business Retention and Public Art Fund
- 10. The REACH Center Arts Incubator
- 11. Downtown CENTRO Transportation Center
- 12. Wayfinding System Implementation
  - ☼ Kiosk
  - ☼ Vehicular Directional Sign
  - ☼ Parking Sign
  - ☼ Pedestrian Directional Sign

# COMMUNITY VISION AND GOALS

The local community was engaged in several visioning activities throughout the planning process in order to define a vision and goals for downtown revitalization. The vision statement and subsequent goals and objectives are reflective of the Erie Boulevard BOA future.

## VISION STATEMENT

**THE ERIE BOULEVARD BOA ENCOMPASSES WELL-CONNECTED CORE NEIGHBORHOODS, PROVIDING DIVERSE AND STABLE HOUSING OPTIONS, AND LINKS THE WATERFRONT TO THE DOWNTOWN EXPERIENCE BY WAY OF SAFE COMMUNITY GREENWAYS. THE VIBRANT AND ENGAGING COMMUNITY PARKS AND OPEN SPACES OF SOUTH ROME CONTINUE TO DRAW INVESTMENTS THAT IMPROVE NEIGHBORHOOD DESIRABILITY, QUALITY HOUSING, AND WATERFRONT DEVELOPMENT. THE DOWNTOWN IS COMPRISED OF A COLLECTION OF COMPLEMENTARY LOCAL BUSINESSES, CENTERED AROUND THE CAPITOL ARTS COMPLEX, THAT TOGETHER DRIVE A SUCCESSFUL AND SUSTAINABLE ECONOMY WHICH FOCUSES AROUND ARTS, CULTURE, HERITAGE, AND FOUR-SEASON QUALITY PUBLIC SPACES.**

## GOALS

**GOAL 1:** Create an expanded open space network and increased recreational opportunities for residents and visitors

- OBJECTIVE 1:** Increase recreational accessibility to and along the Erie Canal
- OBJECTIVE 2:** Increase environmental education opportunities for youth and public along the Erie Canal and public spaces
- OBJECTIVE 3:** Enhance existing park space within the Erie Boulevard BOA
- OBJECTIVE 4:** Encourage the establishment of grassroots efforts to enhance public space, including community gardens and public art projects

**GOAL 2:** Enhance the public realm and streetscapes along major thoroughfares and downtown corridors

- OBJECTIVE 1:** Improve pedestrian walkability and connectivity within downtown and residential neighborhoods through streetscape enhancements
- OBJECTIVE 2:** Encourage downtown façade improvements and infill development on West Dominick Street and Erie Boulevard
- OBJECTIVE 3:** Improve placemaking with the installation of public art and streetscape amenities
- OBJECTIVE 4:** Improve signage and wayfinding to downtown locations and recreational assets



### GOAL 3: Leverage existing historic and cultural institutions to promote expanded tourism opportunities

- **OBJECTIVE 1:** Support attraction and marketing efforts of the Capitol Theatre, Fort Stanwix, and the REACH Center
- **OBJECTIVE 2:** Encourage development and recreational opportunities along the Erie Canal
- **OBJECTIVE 3:** Promote business growth and generate a social atmosphere surrounding the Arts and Cultural District

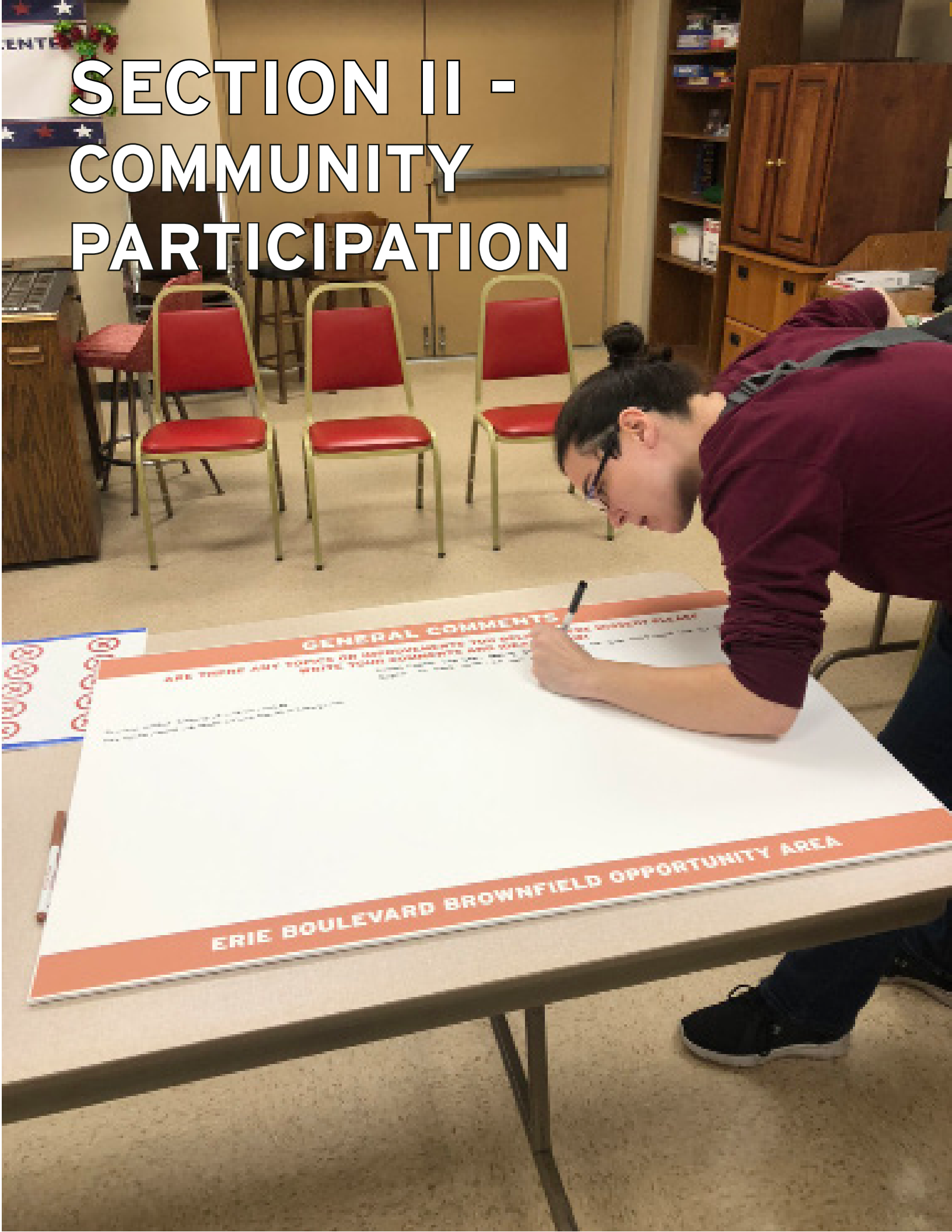
### GOAL 4: Enhance housing quality and options within the Erie Boulevard BOA

- **OBJECTIVE 1:** Support rehabilitation and renovation of existing underutilized and vacant buildings for varying housing options
- **OBJECTIVE 2:** Encourage mixed-use development within downtown with infill development or adaptive reuse
- **OBJECTIVE 3:** Improve the City's sense of place through landscaping, green infrastructure and public art
- **OBJECTIVE 4:** Implement City policies to encourage quality property maintenance

### GOAL 5: Promote a diverse mix of businesses and employment opportunities within Rome

- **OBJECTIVE 1:** Encourage the assessment and remediation of vacant and underutilized properties throughout the Erie Boulevard BOA
- **OBJECTIVE 2:** Support start-up business programs, such as those provided by Rome's REACH Micro Enterprise Center
- **OBJECTIVE 3:** Foster public-private partnerships to enhance the quality and vitality of existing businesses while encouraging development on vacant properties
- **OBJECTIVE 4:** Create an environment that supports new job opportunities with business retention and attraction strategies

# SECTION II - COMMUNITY PARTICIPATION



# OVERVIEW

Community input was integral to the BOA planning process. The engagement of stakeholders and community members from various sectors gave participants an opportunity to provide input on the overarching goals and master plan. Several creative and innovative engagement methods were utilized throughout the BOA process including:

- Steering Committee Meetings;
- Public Workshops;
- Stakeholder Meetings; and
- Online Presence.

Due to multiple on-going initiatives in the City of Rome simultaneous to the Erie Boulevard BOA, such as the DRI, some Steering Committee meetings and public workshops were combined. The combination of these meetings allowed the community to voice their opinions on interrelated topics.

## COMMITTEE MEETINGS

The City identified a Steering Committee comprised of government, business and resident representatives. The role of this Committee was to guide the planning process, gather input and review project deliverables.

### MEETING #1

The purpose of this meeting was to provide updates regarding the progress on both the Downtown Rome BOA and Erie Boulevard BOA. Discussion included the inventory and analysis findings as well as a marketing strategy for the projects.

### MEETING #2

During this meeting, Committee members discussed the integration of the Downtown and Erie Boulevard BOA's. A website specific to these initiatives was developed to ensure inclusive public engagement. Updates regarding the parking analysis and market analysis were also presented.





### MEETING #3

This meeting was held to provide an overview of the BOA program and review the work completed by the City since the Downtown Revitalization Program. During this meeting the Steering Committee participated in a visioning session to discuss the challenges, assets and opportunities for four focus areas in the Erie Boulevard BOA.

### MEETING #4

The purpose of this meeting was to review the status of on-going projects in the Erie Boulevard BOA in association with the DRI and other City initiatives, discuss branding and wayfinding options for the City and conduct a land use workshop. During this meeting the Steering Committee used large maps to draw and write specific improvements and developments they would like to see in the study area.

### MEETING #5

This meeting included a review of the draft Erie Boulevard BOA Master Plan and proposed projects throughout the study area. The project team and Steering Committee discussed each project in depth.

### MEETING #6

During this meeting, Committee members discussed revisions and updates regarding the draft Erie Boulevard BOA Nomination Study document. Format for the final public workshop was also discussed.



## STAKEHOLDER MEETINGS

Stakeholder meetings were conducted throughout the BOA and Downtown Revitalization Initiative (DRI) planning processes. The purpose of these meetings was to gather pertinent information from key community members, decision makers and developers in the City of Rome. Conversations with stakeholders, such as the Capitol Theatre, Oneida County Industrial Development Agency, and the REACH Center provided valuable information and direction to the project team about revitalization in the City of Rome.

## PUBLIC WORKSHOPS

Community-wide meetings were convened to provide residents, business owners, and visitors the opportunity to learn about the goals and objectives of the study as well as provide feedback and ideas.

### MEETING #1 | MARCH 20, 2017

The first public meeting was a joint meeting to discuss revitalization efforts in the City of Rome. Since the Downtown Rome BOA and Erie Boulevard BOA projects were simultaneously on-going, this public event invited the community to provide input on types of revitalization projects they would like to see using interactive stations.

### MEETING #2 | OCTOBER 18, 2017

The second public meeting was a combined public meeting for the Downtown BOA and Erie Boulevard BOA. At this meeting participants were asked to use voting boards to provide input on revitalization improvements including waterfront projects, complete streets and wayfinding. At this meeting, attendees said they would like to see more shops and restaurants downtown, more investment in arts and culture, and public realm improvements.

### MEETING #3 | DECEMBER 9, 2019

The final public workshop was held at the Rome Senior Center to present the Erie Boulevard BOA Master Plan and proposed projects to the public. Public attendees were asked to provide their input on proposed projects through the use of interactive boards. Approximately 50 people attended the event and said they would like to see infill development at Freedom Plaza, and enhanced public realm and expanded recreation activities.

## PROJECT WEBPAGE

A project webpage specific to the Erie Boulevard BOA was created. This webpage allowed the public to stay up to date on project status and inform community members of upcoming meeting dates and engagement opportunities. The webpage also gave the public an opportunity to provide input on the project and deliverables.

The website utilized the term “Rome Rises” to showcase the multitude of on-going planning projects and incoming investment in the City ([www.romerises.com](http://www.romerises.com))





# SECTION III - ANALYSIS OF THE ERIE BOULEVARD BOA





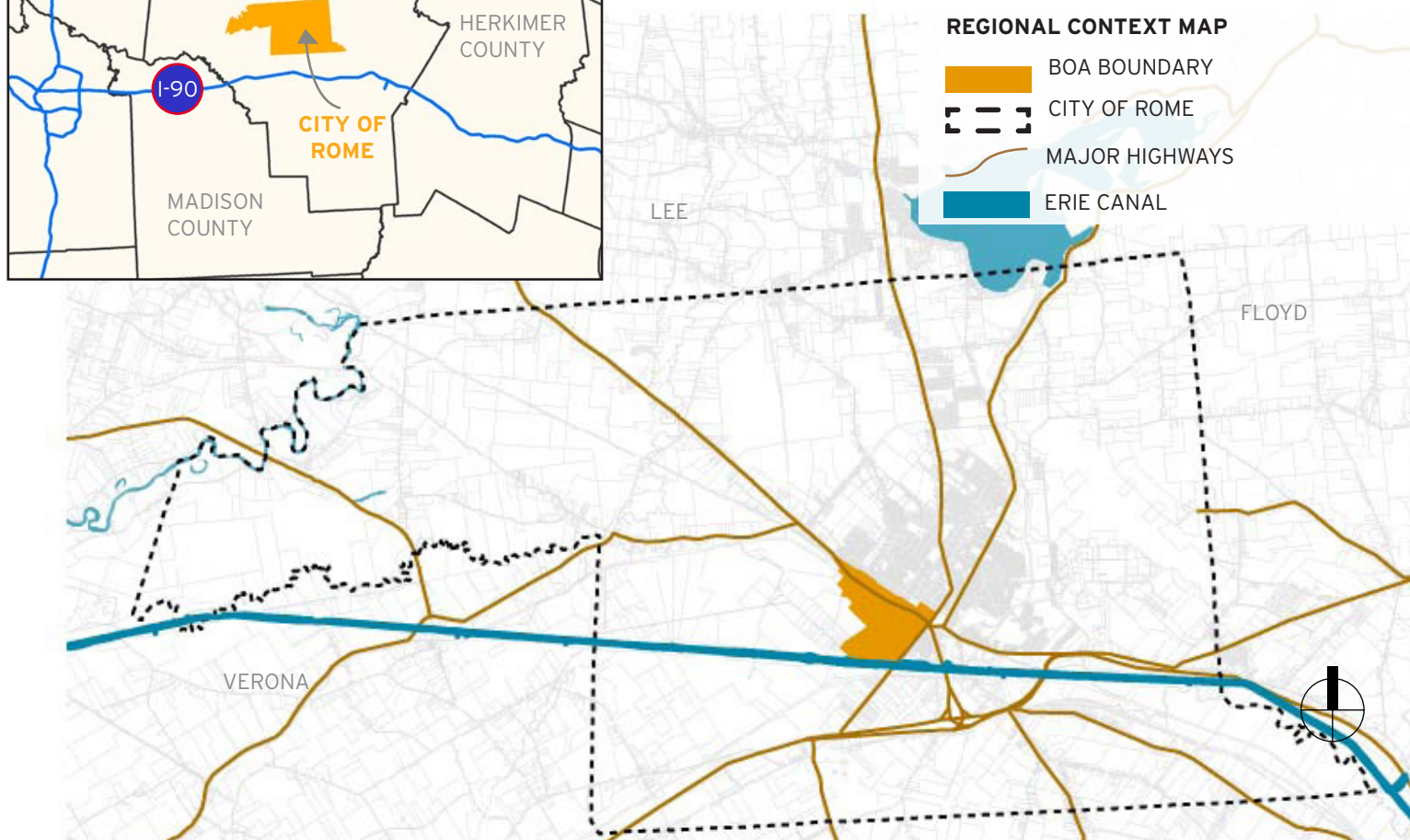
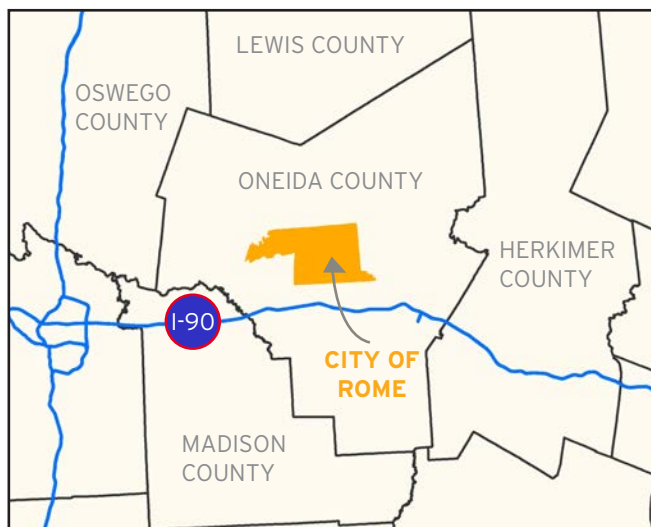
# COMMUNITY AND REGIONAL SETTING

The Erie Boulevard BOA is located in the City of Rome, which lies in Central New York along the western edge of the Mohawk Valley. This 75.6 square mile City has a population of approximately 32,589 while the Mohawk Valley Region is home to approximately 622,133 residents.

Rome was founded along an ancient Native American portage path then known as the Oneida Carrying Place. Rome is most well-known for the historic Fort Stanwix National Monument built during the Revolutionary War. The Erie Canal, which is located in the southern portion of the City, played a critical role in connecting New York City to the Great Lakes Region in the 1800's and Rome was one of the cities which benefited. Rome was coined the 'Copper City' due to the large presence of copper manufacturing in the City. Due to a large manufacturing base, Rome's

population peaked in 1960. Rome was home to Griffiss Air Force Base, which covers over 3,550 acres on the City's east side. This base closed in the early 1990's and led to a steady decline of job opportunities and residents. Today, this base is known as the Griffiss Business and Technology Park. This business park now employs thousands of people with a focus on technology, manufacturing, aviation, office, education and recreation.

Today, the City of Rome is known for its cultural and historic resources most notably Fort Stanwix National Monument which has international draw and its connections with the Erie Canal, proximity to I-90, Utica, Syracuse and Albany.



# SOCIO-ECONOMIC CHARACTERISTICS

Understanding socio-economic characteristics are essential to the planning process. Local and regional population trends, educational attainment, income and employment, and the housing market provide a contextual understanding of the community's needs and future opportunities.

## POPULATION

1,448 residents live in the Erie Boulevard BOA, which represents 4% of the City of Rome's total population of 32,589 residents. Based on past trends, the BOA and City's population is projected to decline by 2024. Past population decline may be due to the lack of housing options and job opportunities within the City of Rome; however, recent investment may reverse this trend.

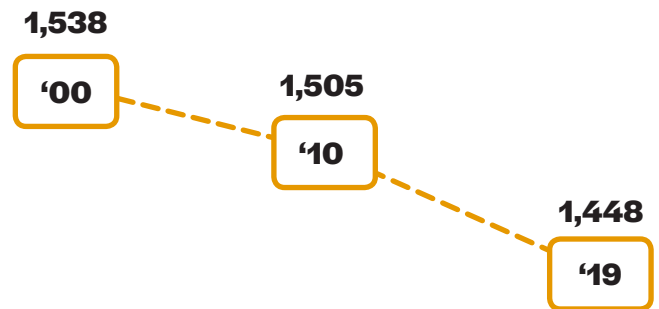
**On-going and planned investment as part of the Downtown Revitalization Initiative could reverse or reduce these downward trends.**

## AGE DISTRIBUTION

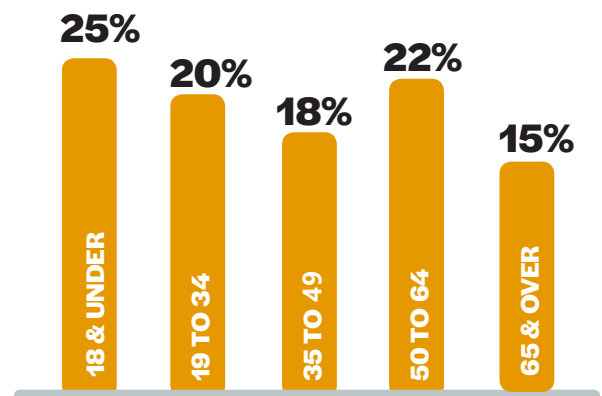
The Erie Boulevard BOA has a median age of 38.9, which is the youngest median age when compared to the City of Rome and Oneida County (41.2 and 42.2, respectively).

The age groups within the Erie Boulevard BOA are fairly evenly distributed. The largest age cohort are those 18 and under at one-quarter of the population. The second largest cohort range from 50-64 years of age. Projected trends suggest a slightly aging population in the Erie Boulevard BOA by 2024.

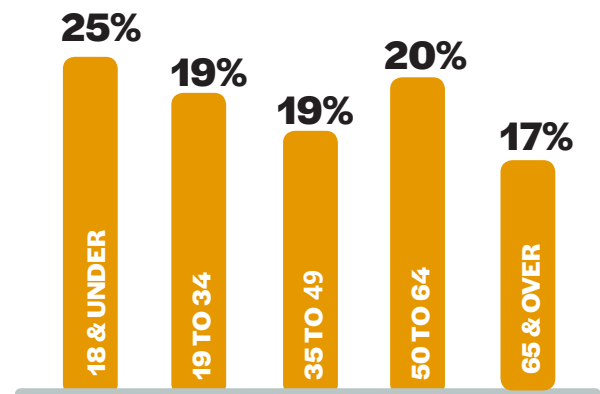
**Approximately 40% of the BOA population is between 20 and 49 years old, typically when people are at prime earning potential and raising families. This presents an opportunity to focus efforts on enhancing youth amenities and programming within the BOA.**



## BOA POPULATION TRENDS



2019

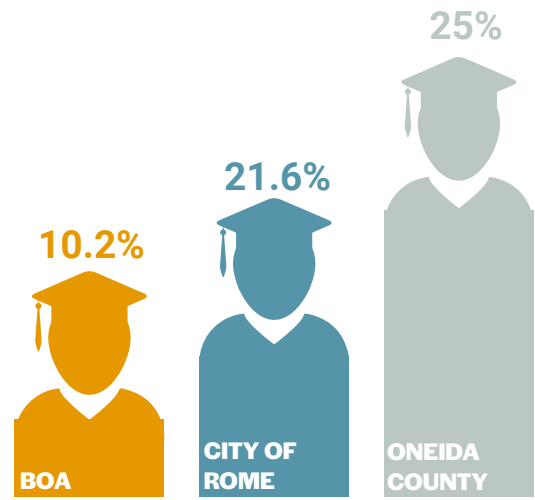


2024

## EDUCATION

Compared to the City of Rome and Oneida County, the Erie Boulevard BOA has lower educational attainment levels. 10.2% of Erie Boulevard BOA residents have a bachelor's degree or higher while attainment for the City of Rome is 21.6% and nearly 25% for Oneida County residents.

**Opportunity exists within the Erie Boulevard BOA to create skilled working jobs for residents and attract new residents to the City of Rome.**



## BACHELOR'S DEGREE OR HIGHER (2019)

### MOHAWK VALLEY YOUTHBUILD

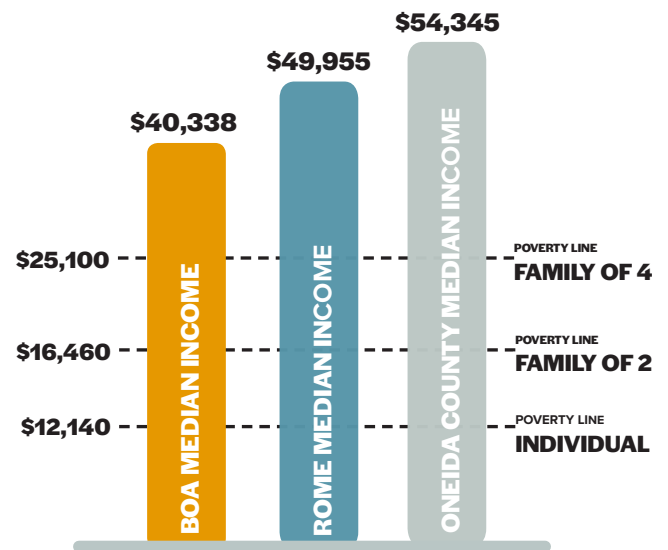
Mohawk Valley YouthBuild is a program that engages at-risk, low-income youth ages 18 to 24 who need to complete their high school education and develop career skills. The program prepares youth to earn a high school equivalence diploma, gain job skills, enter a college program, train in a construction and hospitality career and earn money through stipends and wages.

## INCOME

Income is considered a key economic indicator for measuring the well-being of a community and can indicate the population's spending power. The median household income for the Erie Boulevard BOA residents is \$40,338, which is lower than the income level of both the City of Rome and Oneida County (\$49,955 and \$54,345 respectively).

However, the median household incomes for all geographies is above the Federal Poverty Line (FPL) for an individual, family of two and a family of four. The FPL is used to determine eligibility for certain federal and state financial programs.

**The median household incomes enable both an individual and a family of two people to live above the poverty line.**



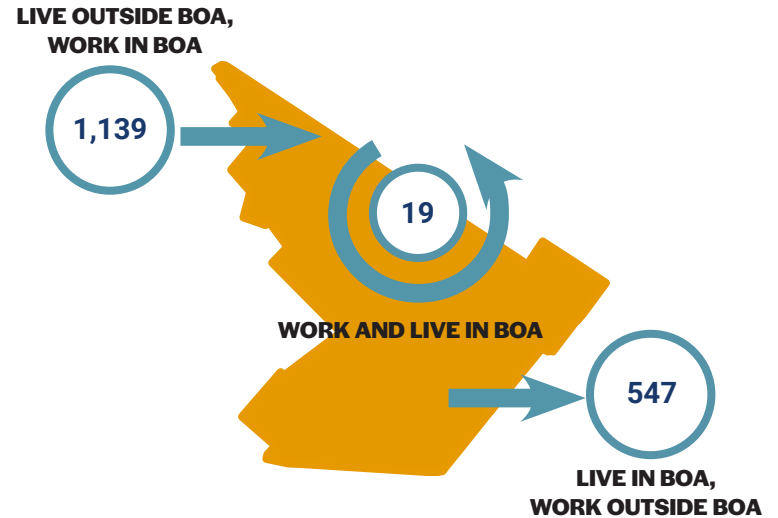
## 2019 INCOME + POVERTY LEVELS



## COMMUTING PATTERNS

Commuting patterns are helpful in understanding the linkages between a community and the surrounding region. Commuting patterns for the Erie Boulevard BOA indicate that the majority of people who work in the DRI area live outside of the DRI area. There is an influx of 1,139 workers to the DRI area for work on a typical day. Additionally, only 19 residents within the BOA work within the DRI, and 547 residents of the BOA work elsewhere.

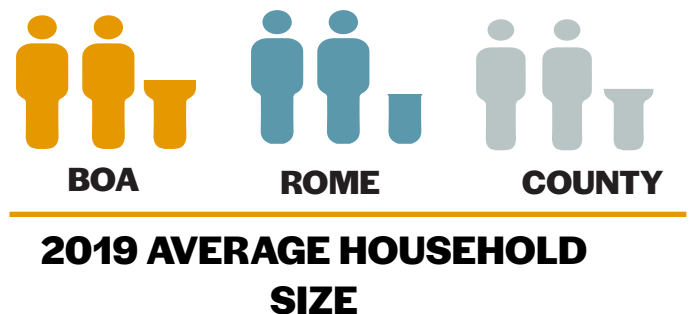
**Commuting patterns show that there is an opportunity to attract workers to live in the Erie Boulevard BOA.**



## HOUSEHOLD SIZE

The average household size (people per household) is calculated by dividing the total population by the number of households. The average household size in the Erie Boulevard BOA is 2.44 while the City of Rome is 2.29 and the County is 2.40. These figures are projected to remain unchanged over the next five years for the BOA, City and County.

**The similar average household sizes indicate a balance of single, two and family households within the Erie Boulevard BOA, City of Rome and Oneida County.**



## HOUSING TENURE

Housing tenure describes home ownership within a community. The Erie Boulevard BOA has a mix of home ownership with 40.7% owner-occupied homes and 45.4% renter-occupied homes. The home ownership percentage is lower than 47.1% of homes that are owner-occupied in the City of Rome and 55.6% in the County. Comparatively, the vacancy rates in the Erie Boulevard BOA (13.9%) are slightly higher than those in the City of Rome and County, with rates of 11.3% and 11.5% respectively.

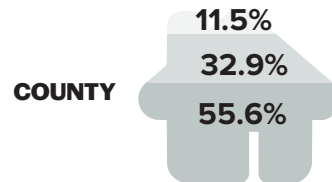
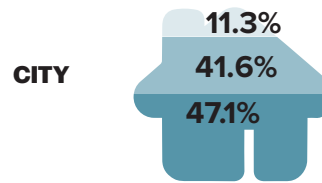
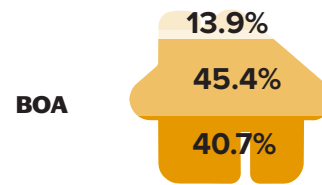
**Increasing housing options within the Erie Boulevard BOA will attract diverse residents to the City.**

## AGE OF HOUSING

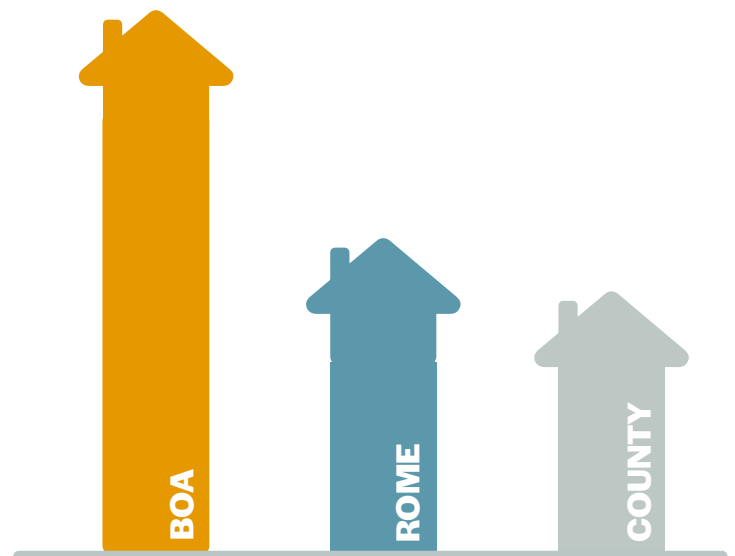
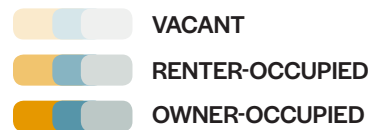
The age of an area's housing stock is an important indicator because it can provide a high-level estimate of the quality of the housing in an area. Although well-maintained older homes can contribute to the preservation of an area's local history and community character, older houses also tend to be costlier to maintain and have more structural and environmental concerns. In many communities, substandard older housing is often occupied by those residents that are least able to afford the regular maintenance that an older home requires.

The housing stock in the BOA is considerably older than options available in the City or County. Over half of the homes in the BOA are greater than 75 years old. Just over a third of homes in the City and one third of all homes in the County are of a similar age. Housing development in the last fifteen years was minimal, with only four units constructed in the BOA (+0.8%). With little new housing being added across the City, maintenance of older properties, including health and safety hazards will be key in ensuring adequate housing options for City residences.

**Providing newer, modernized housing will provide residents with better options and create an attractive residential location for millennial, seniors and families.**



## 2019 HOUSING TENURE



## PERCENT OF HOMES BUILT ON OR BEFORE 1939

# INVENTORY AND ANALYSIS

The following sections provide an inventory of existing conditions to assist in identifying opportunities and challenges within the Erie Boulevard BOA. This section, in combination with community defined vision, goals and objectives, serve as the basis for the area's redevelopment potential and recommendations.

## EXISTING LAND USE

The New York State Office of Real Property Services identifies land use categories based on their utilization. Based on this information, eight land use categories exist within the Erie Boulevard BOA.

### RESIDENTIAL

The Erie Boulevard BOA contains 453 residential parcels accounting for approximately 28% (127 acres) of the total land area. Residential properties are found throughout the study area; however, there are concentrations of residential neighborhoods in the northern and southern end of the BOA.

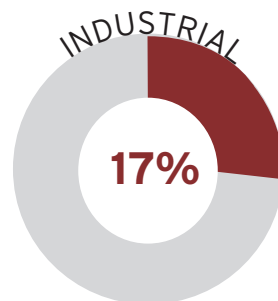
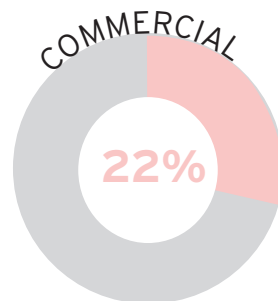
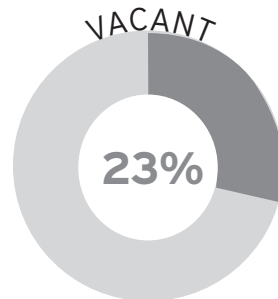
Existing residential land use in areas along Calvert Street, in the north side of Erie Boulevard, and the areas around the Rome Cable Site are near major thoroughfares, and manufacturing facilities. This results in high levels of noise from traffic and machinery, additional environmental contamination have caused stresses within these neighborhoods that are resulting in lower property values and vacancies. Residents in these areas have reported excessive noise from trucks and traffic, loud machinery and physical vibrations from factory operations.

### VACANT

Vacant land comprises 202 parcels accounting for approximately 103 acres in the Erie Boulevard BOA. Vacant and underutilized parcels exist throughout the BOA and are located in the northern residential neighborhoods, within downtown, and near the Erie Canal.

### COMMERCIAL

Commercial land use comprises 137 parcels accounting for 100 acres. Larger commercial parcels including shopping centers and national chain stores, department stores, restaurants, grocery stores, and fast food chains mainly located along the Erie Boulevard commercial corridor and within downtown Rome.



PREDOMINANT LAND USES IN THE ERIE BOULEVARD BOA



## INDUSTRIAL

Industrial land use comprises approximately 75 acres within the BOA. The largest of which are the vacant facilities of the former Rome Cable Corporation which are prominently located within the center of the study area. The other major industrial areas such as Owl Wire & Cable and storage facilities scattered through the South Rome residential neighborhood conflict with adjacent residential uses.

## RECREATION AND OPEN SPACE

Recreation and open space uses comprise approximately 18 acres within the Erie Boulevard BOA. These uses include baseball fields, Gryziec Park, and other recreation and entertainment venues.

## COMMUNITY SERVICES

Community services within downtown Rome comprise approximately two percent of the area. Uses include churches, Rome Hospital, and government buildings.

## PUBLIC SERVICES

Public services lands along the Erie Canal are utilized for water transportation and radio towers and are owned by New York State.

## AGRICULTURE

Two parcels within the BOA are indicated as agricultural land that crops such as potatoes, sugar beets, onions, snap beans and others. Based on site visits, these parcels appear to have single-family homes.

The BOA has a range of land uses. Major land uses are generally clustered in zones, including residential, commercial and industrial areas.

### LAND USE

- BOA BOUNDARY
- RESIDENTIAL
- COMMERCIAL
- COMMUNITY SERVICES
- RECREATION AND OPEN SPACE
- PUBLIC SERVICES
- INDUSTRIAL
- AGRICULTURE
- VACANT



# ERIE BOULEVARD BOA SUB AREAS

Land use characteristics throughout the Erie Boulevard BOA vary due to the large size of the area. For this reason, the BOA was divided into four sub-areas. These sub-areas are described below.

## DOWNTOWN CORE

This area has a plethora of assets, including historic character, arts/music culture, and small businesses. This area could benefit from development on underutilized sites, streetscape improvements, public art, and community gathering spaces.

## NEIGHBORHOOD MIXED USE

This area is comprised of small, underutilized/vacant lots. Opportunities within this area include a branding campaign, facade improvements, streetscape enhancements, and infill development.

## RESIDENTIAL/RECREATION

This area is located on the southeastern portion of the BOA. Its proximity to downtown, existing greenspace, and recreational opportunities are important to its residents. This area could benefit from enhanced greenway connections, housing options and increased recreational access.

## EMPLOYMENT DISTRICT

This area includes former industrial land, including the Former Rome Cable Tower site. Its proximity to downtown creates an opportunity for business and job employment growth.





## ZONING

Land uses within the Erie Boulevard BOA are regulated by the City of Rome Zoning Code. The zoning code was recently updated in 2018. There are nine zoning districts within the BOA, reflecting a wide range of land uses from single-family residential to general industrial.

### **SINGLE-FAMILY RESIDENTIAL (R-1-8)**

The Single-Family Residential District (R-1-8) is intended to provide for a neighborhood environment of single family detached and attached dwellings. Limited non-residential uses that are compatible with surrounding residential neighborhoods may be permitted.

### **SINGLE-FAMILY RESIDENTIAL (R-2)**

The Single-Family Residential District (R-2) is intended to provide for a neighborhood environment of single-family detached and attached dwellings, and two-family dwellings. Limited non-residential uses that are compatible with surrounding neighborhoods may be permitted.

### **LOCAL COMMERCIAL (C-1)**

The Local Commercial District (C-1) is intended to provide for small scale commercial and mixed-use development serves the local community.

### **GENERAL COMMERCIAL (C-2)**

The General Commercial District (C-2) is intended to provide for a broad range of commercial development including a full range of retail, office, and serves the local and regional market. Dwellings above the ground floor are encouraged to facilitate mixed-use development.

### **CENTRAL COMMERCIAL (C-3)**

The Central Commercial District (C-3) is intended to provide for commercial and select residential development within Rome's Central Business District that allows a broad range of uses to reflect the Central Business District's role as a cultural, office, and governmental Center. Dwellings above the ground floor are encouraged and multi-story development is required.

### **GENERAL INDUSTRIAL (I-G)**

The General Industrial District (I-G) is intended to accommodate industrial facilities, large -scale office development, and research and development facilities.

### **OPEN SPACE (OS)**

The Open Space District (OS) is intended to provide and protect open space and public recreational facilities, both outdoor and indoor. Larger regional open spaces/parks may include both active and passive recreation areas and certain ancillary commercial activities, such as cultural facilities, performance venues and restaurants.



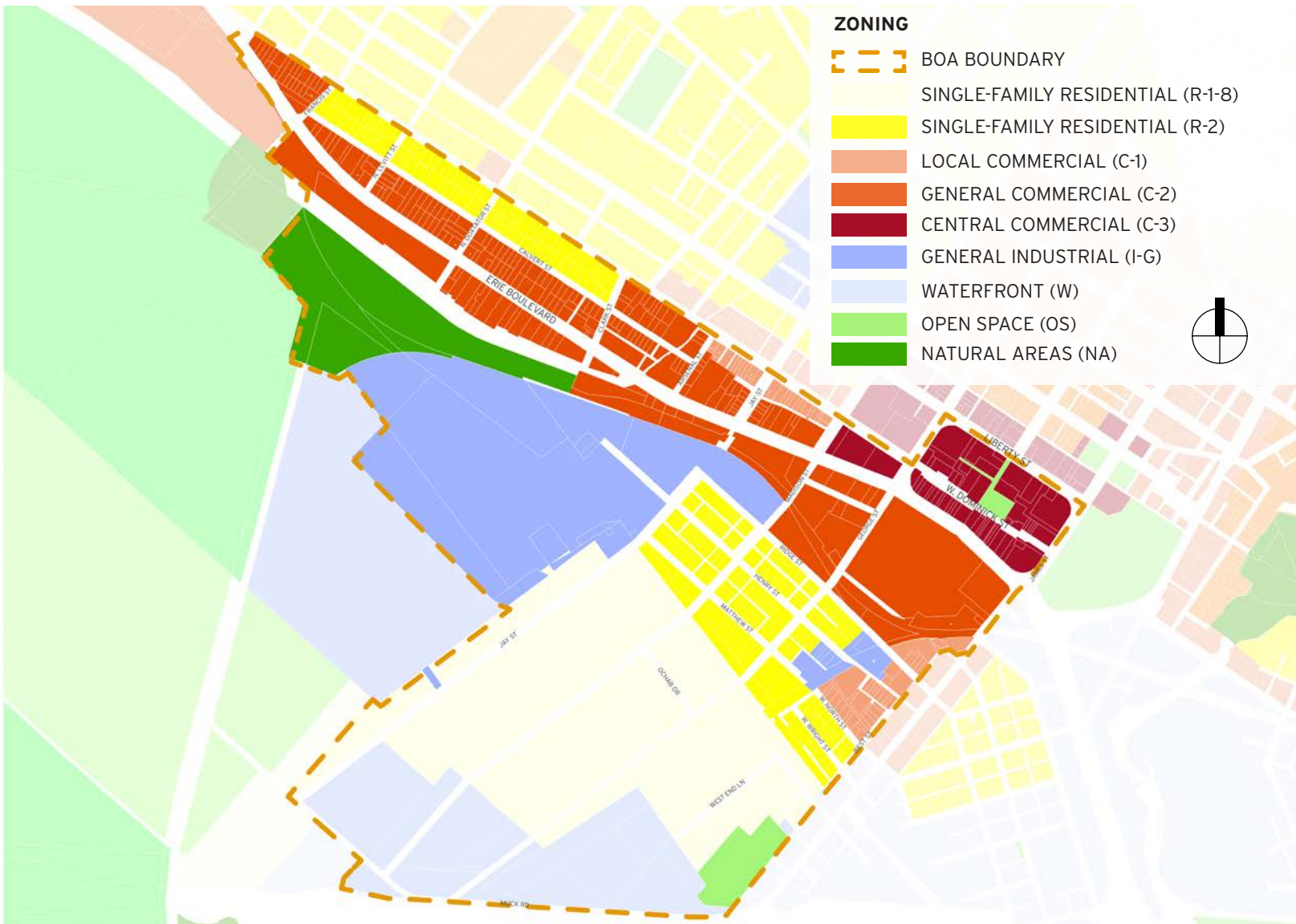
## NATURAL AREAS (NA)

The Natural Areas (NA) is intended to protect and preserve existing natural areas such as forest areas and waterways. Natural areas are maintained in a predominantly undeveloped state, though very limited development may be allowed for passive recreation and educational purposes, but must be compatible with and cause little impact to these areas.

## WATERFRONT (W)

The Waterfront District (W) is part of the Form-Based Code developed for the Bellamy Harbor Waterfront District. This district is intended to accommodate a mix of residential and commercial uses in buildings that do not exceed six stories in height. This area focuses on creating a vibrant, walkable area that prioritizes public access along the Erie Canal.

Recently updated zoning in the BOA allows a wide range of uses and development types.



# PROPERTY OWNERSHIP

Property ownership patterns can provide a better understanding of a community’s redevelopment potential. Private property ownership can sometimes be an obstacle to economic development initiatives, while public property can streamline efforts. Continued engagement of both public and private property owners within the Erie Boulevard BOA is imperative to facilitate implementation of recommended projects.

## PRIVATE OWNERSHIP

The majority of the Erie Boulevard BOA is privately-owned and accounts for approximately 427 acres and 795 parcels.

## PUBLIC OWNERSHIP

The City of Rome owns approximately 33 acres of land. These parcels are located within the downtown core on vacant lands in the western portion of the BOA, a public right of way (the former Clinton’s Ditch) and public parks.

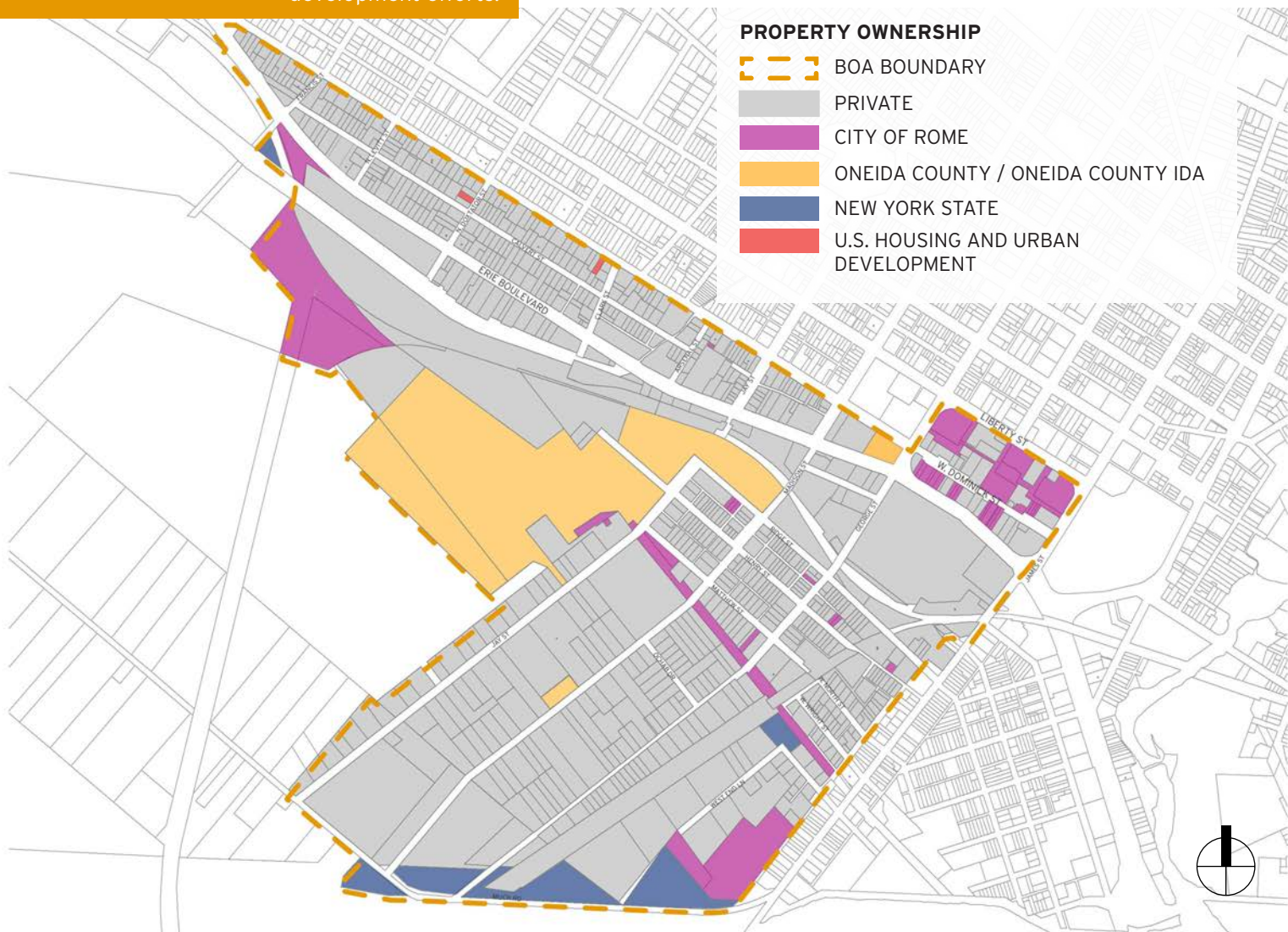
The State of New York owns six parcels within the BOA, which are primarily located along the Erie Canal.

Oneida County owns one parcel within the BOA, which is the NYS Department of Motor Vehicles within downtown Rome.

The Oneida County IDA owns four properties in the BOA including the former Rome Cable Site and surrounding sites as well as one vacant parcel in the South Rome neighborhood.

The United States Department of Housing and Urban Development own two residential parcels within the BOA on West Liberty Street and North Doxtator Street.

Much of the BOA is privately owned; however, several large parcels throughout the BOA are publicly controlled which can streamline development efforts.





## PARKS AND OPEN SPACE

The Erie Boulevard BOA contains parks and open spaces that serve residents and visitors.

### GRYZIEC PARK

Gryziec Park is public park that lies proximate to the Erie Canal. The park contains a baseball diamond, pool, and playground and is considered to be utilized by residents in the South Rome neighborhood. Gryziec Park also connects to the Erie Canalway Trail to the East which connects to the Mohawk River Trail.

### CITY GREEN

The existing green space adjacent to City Hall is planned to be enhanced as a four season public space called City Green. The intent is to have this as a central location in the downtown for seasonal events for residents and visitors.

### ROME LITTLE LEAGUE

The Erie Boulevard BOA has recreational space along South Jay Street that has two baseball fields.

This area was primarily utilized for the Rome Little Baseball League. Based on existing conditions, it appears that this site is no longer actively used.

### ERIE CANALWAY TRAIL

The Erie Canalway Trail is a 360-mile trail that travel between the cities of Buffalo and Albany in upstate New York. An on-road segment trail exists on W. Dominick Street and a portion of James Street in the BOA. Currently, there is a stone dust trail that terminates at South Charles Street and Erie Boulevard. A paved connection along the Erie Canal begins at South James Street near Gryziec Park.

### MOHAWK RIVER TRAIL

The Mohawk River Trail is a combination of off- and on-road trails that connects to Haselton-Wright Park to Bellamy Harbor Park along the Mohawk River. This trail traces the eastern side of Fort Stanwix near the eastern portion of the BOA. This trail also connects to the Erie Canalway Trail.



The City of Rome should leverage existing parks and open space to increase resident quality of life and tourism opportunities in the BOA.



# HISTORIC AND CULTURAL RESOURCES

The City of Rome was known historically as the industrial and manufacturing center of Oneida County and the construction of the Erie Canal had a profound effect on the area’s development. The Erie Boulevard BOA does not contain historic and cultural resources within its boundary; however, it is heavily influenced by these resources.

## GANSEVOORT-BELLAMY HISTORIC DISTRICT

This district lies adjacent to the Erie Boulevard BOA. Contributing structures include the Old City Hall building, the Post Office, Oneida County Courthouse, and St. Peter’s Catholic Church.

## ROME HISTORIC DISTRICT

This district is eligible for historic designation based on the historic character of its encompassing buildings. This is a City-designated district that is eligible for the State and National Registers.

## ZION CHURCH

Zion Church is a historic Episcopal church located on Liberty Street, just outside of the BOA. The church was designed and built in 1850 by architect Richard Upjohn, and was listed on the National Register of Historic Places in 1997. The building functions as a church and hosts community events.

## ARSENAL HOUSE

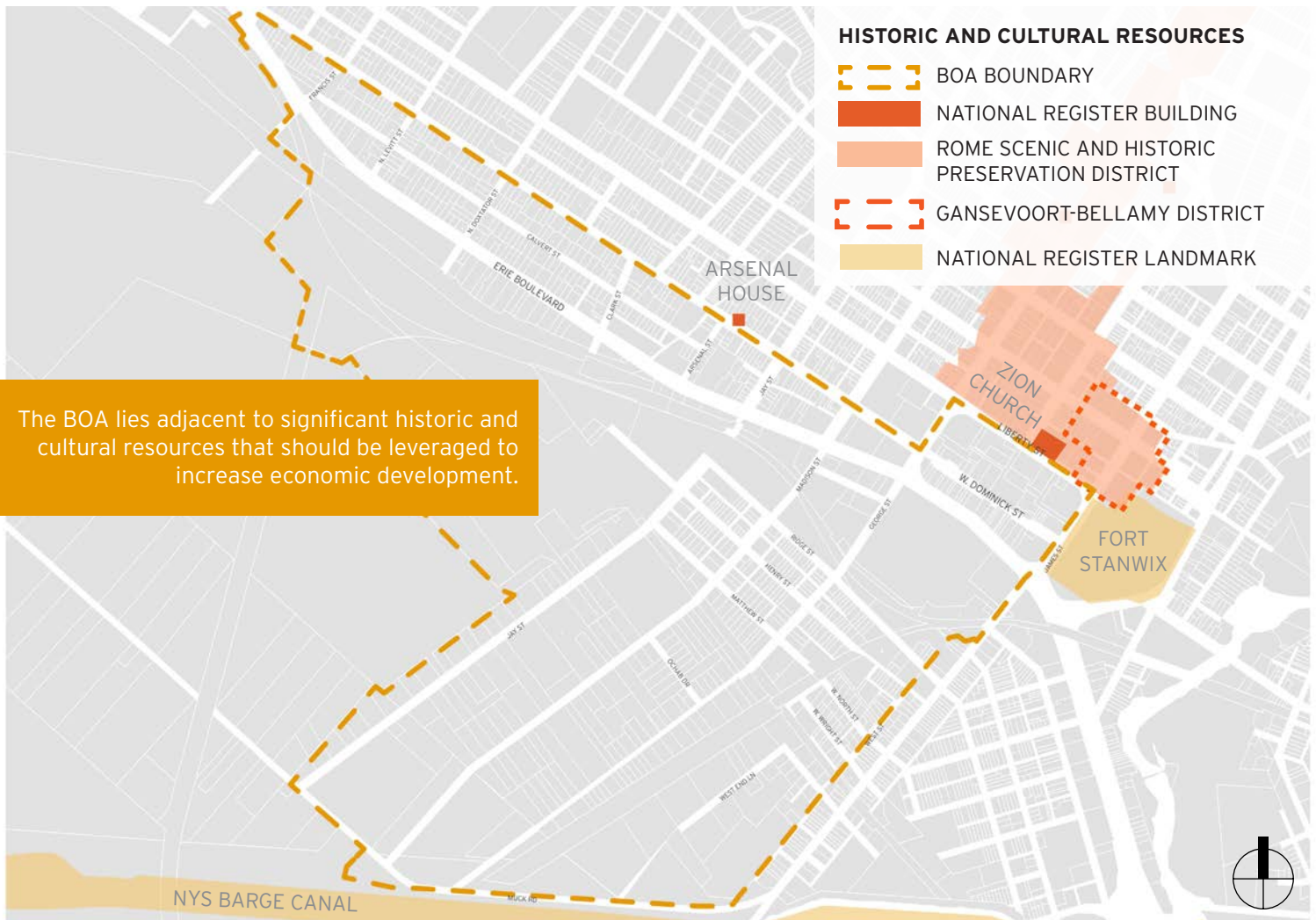
This structure, also known as Commandant’s House, is a historic home located on W. Dominick Street that was built in 1814.

## FORT STANWIX NATIONAL MONUMENT

Fort Stanwix is a 16-acre National Register Landmark. It is a reconstructed revolutionary war fort that has strong regional visitation and has national draw, with over 84,000 visitors annually.

## NEW YORK STATE BARGE CANAL SYSTEM

The New York State Barge Canal was designated as a National Register Landmark. This program recognizes historic properties of exceptional value to the nation and promotes preservation efforts. The New York State Barge Canal System designation spans 450 miles of navigation channels from Waterford to Tonawanda, New York.





# NATURAL RESOURCES

A majority of the Erie Boulevard BOA is urbanized, including the downtown core and residential areas. Lands immediate to the west of the Erie Boulevard Boundary provide the greatest access to natural resources.

## WATERBODIES

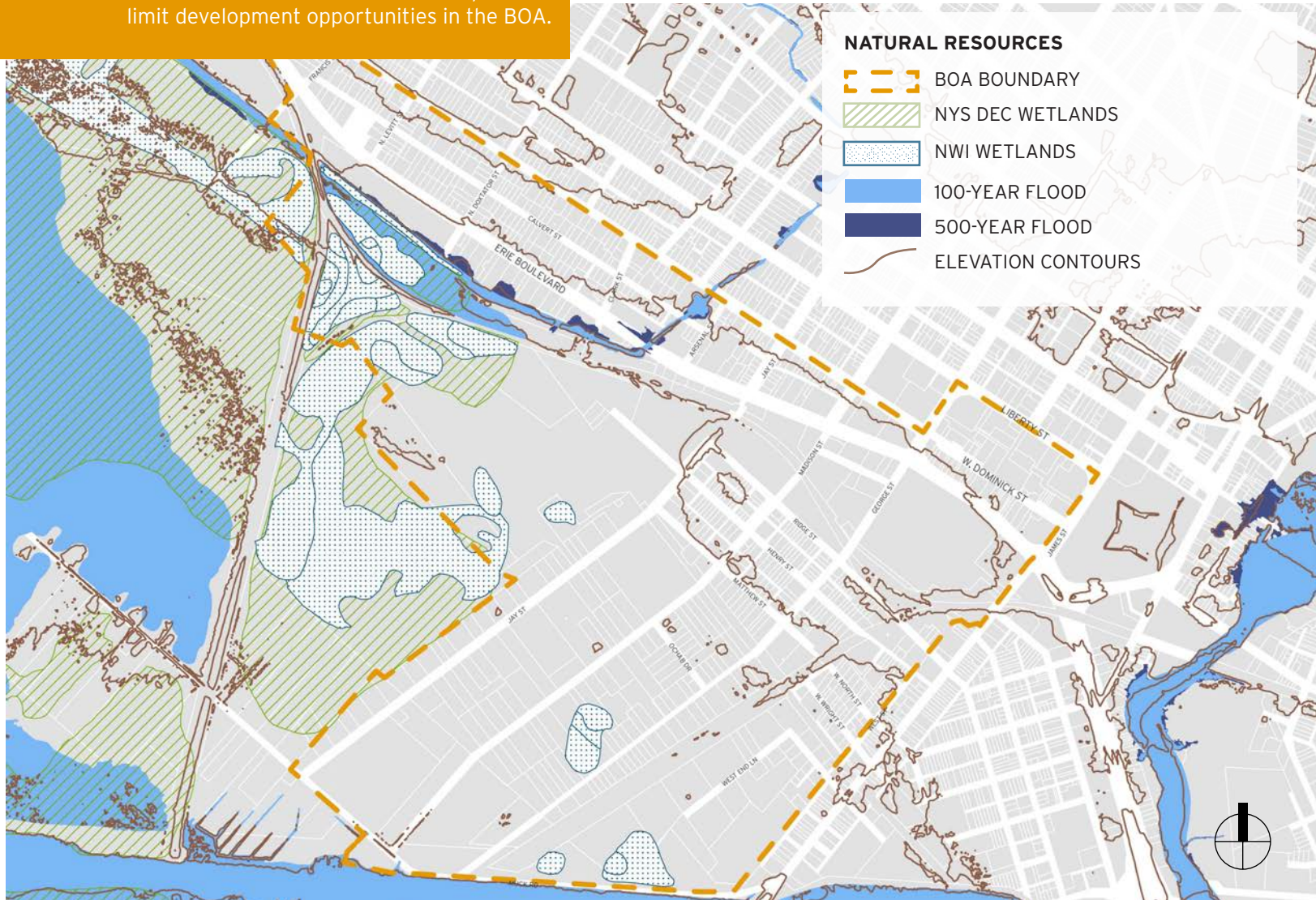
Significant waterbodies include Wood Creek and the Erie Canal. Wood Creek flows westward from the City to Oneida Lake and was formerly a critical transportation connection to the City of Oswego; however, the construction of the Erie Canal diminished the need for this connection and was eventually abandoned. Wood Creek now serves as a wildlife habitat for City residents.

The Erie Canal runs along the southern border of the Erie Boulevard BOA. The Canal was formerly utilized as a transportation corridor from Albany to Buffalo. This section of the Canal is now utilized for recreation and tourism use.

## WETLANDS

NYS DEC wetlands exist on small western portion of the BOA. This is a 2,334-acre Class I wetland that lies adjacent to Wood Creek. This Class I wetland provides habitat to wildlife species and could be subject to significant flooding damage if the wetland was modified, filled, or drained. Federal National Wetlands Inventory (NWI) wetlands also exist within the same area as the state wetlands and the southern area of the BOA. Wetlands within and adjacent to the BOA boundary include 40 acres of Freshwater Emergent wetlands, 84 acres of Freshwater Forested/Shrub wetlands, 1.7 acres of Riverine wetlands, and 3.8 acres of freshwater ponds.

Environmental constraints are not anticipated to limit development opportunities in the BOA.



## FLOODPLAINS

The Federal Emergency Management Agency provides flood insurance maps to locate areas of high flood probability. The majority of the BOA is located within Zone X, which indicates areas of minimal flood hazard. However, there are small areas of 100- and 500- year flood areas within the BOA. These are located on the northwestern section near Wood Creek. Given the 100-year flood area south of Wood Creek and the 500-year flood area north of the Creek (in a previously developed area) these areas are not anticipated to pose significant limitations to development.

## TOPOGRAPHY

Due to its urbanized nature, the BOA is relatively flat with few steep slopes. Elevations range from approximately 420 feet to 440 feet above mean sea level. There are no major topographic constraints to development within the BOA.

## SOILS AND SURFACE GEOLOGY

Soil properties influence land development, including site selection, building and site design, construction, and maintenance. A total of 10 soil types exist within the BOA. Major soil types include Urban Land, Canandaigua Silt Loam, Carlisle Muck, and Alton-Urban Land Complex (0 to 3 percent slopes).

These ratings are not site-specific within the Rome BOA and do not specifically address the development potential of a given property. This information does not eliminate the need for on-site investigation of the soils or for testing and analysis by personnel experienced prior to development.

## GROUNDWATER

The Erie Boulevard BOA underlies two NYS principal unconfined aquifers; one is alluvium and the other is lacustrine sand. These aquifers are “known to be highly productive or whose geology suggests abundant water supply, but not intensively used as sources of water supply by major municipal systems”. As a result of the potential to utilize this aquifer for domestic water supplies, the NYS DEC may require additional permitting and mitigation measures to protect groundwater, potentially restricting development. For example, land uses that store potentially hazardous materials may be required to supply additional containment measures, or may be generally prohibited. All industrial and manufacturing development projects should closely coordinate with the NYS DEC to minimize impacts to project budgets and schedules.





## TRANSPORTATION SYSTEMS

There is a range of transportation systems in the Erie Boulevard BOA including a street network, public transportation and railroads.

### ROADWAYS

The Erie Boulevard BOA is comprised of a well organized roadway network and is owned and maintained at two municipal levels; local (City of Rome) and State. Generally, state-owned roadways provide east-west access within the City and through the downtown. State-owned roadways are classified as principal arterial, major collectors, and a minor arterial roadways. The principal arterial is Erie Boulevard which travels throughout the BOA from west to east. This five-lane roadway is a major travel route within the BOA and City. This roadway lacks pedestrian connections throughout the downtown area. Major collectors include West Dominick Street, North George Street, and North Jay Street. North Madison Street is classified as a minor arterial. These roadways services the needs of the City; however, many are in need of improvement.

Erie Boulevard is the main transportation corridor through the BOA and downtown Rome. This roadway is a physical barrier due to its extreme width and lack of crosswalk infrastructure. Potential enhancements to this roadway and other major roadways within the downtown could include traffic calming methods, such as landscaping and street trees, as well as visually enhanced crosswalks. Enhanced crosswalk infrastructure is needed to improve the safety of pedestrians and increase pedestrian access within the City of Rome.

All other roadways, mainly south of Erie Boulevard, are City-owned and maintained. These roadways provide access to residential neighborhoods in the BOA. These roadways service the needs of the City; however, many sidewalks are in disrepair and in need of improvement, especially in the residential areas. Sidewalk improvements and enhanced landscaping is recommended on S. Madison Street, S. George Street, and S. Jay Street.

### Roadway Classifications

The U.S. Federal Highway Administration (FHWA) classifies roadways into three categories based on speed of travel and level of accessibility.

**Arterial Roads.** These roads are designed for long-distance travel, with high rates of speed, and limited access from neighboring roads.

**Collector Roads.** These roads provide connections between arterial and local roads, with more access but lower speeds than arterial roads.

**Local Roads.** These roads are designed for high accessibility, and are low speed. Local roads are the most common type of road, followed by collector roads.

## TRAFFIC COUNTS

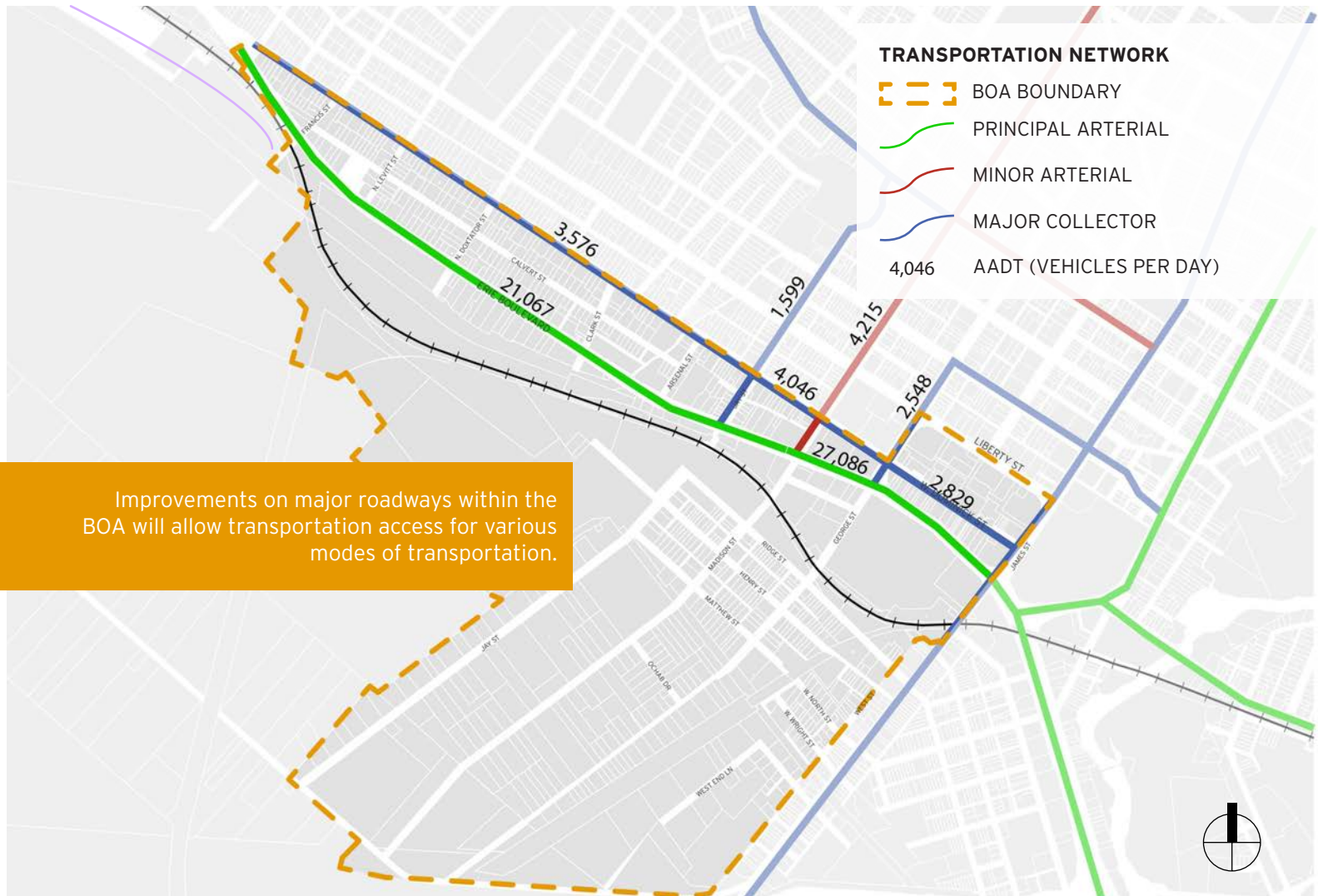
Traffic volumes are an indicator of safety and economic potential. Identifying a balance between safety and visibility in terms of traffic is key to future land use recommendations within the Master Plan.

Traffic volumes on major routes are collected by the New York State Department of Transportation. This volume is expressed as average annual daily traffic (AADT), which is the total volume of vehicle traffic of a highway or roadway for one year divided by 365.

According to this data, traffic on Erie Boulevard ranges from 21,067 to 27,086 AADT within the BOA study area. This indicates a high level of traffic since it serves as one of the primary entry and exit points in the City and BOA study area. Traffic on other roadways, including West Dominick Street, S. Jay Street and S. Madison Street ranges from approximately 1,500 to 4,100 AADT. This traffic volume represents a lower traffic volume; however, is indicative of the fact that these roadways are adequately servicing the City of Rome.

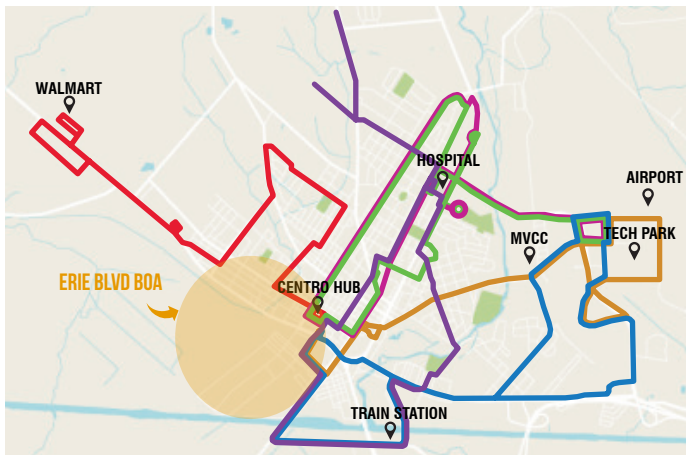
## WHAT IS AADT?

Annual average daily traffic (AADT) is a measure used primarily in transportation planning, transportation engineering and retail location selection. Traditionally, it is the total volume of vehicle traffic of a highway or road for a year divided by 365 days.



## PUBLIC TRANSPORTATION

CENTRO's 237-bus fleet serves Onondaga, Oswego, Cayuga, and Oneida Counties, transporting 33,000 passengers on a daily basis. The City of Rome is served by six routes, all of which make stops in the Erie Boulevard BOA; however, these are generally confined to the downtown area. CENTRO's former hub was located at the Liberty George Parking Garage. Due to the structure being demolished, the hub was moved outside of the downtown, to the Rome Train Station.










## ROME CENTRO BUS SHELTER

To enhance public transportation amenities within the City of Rome, a new CENTRO Bus Shelter will be built in Fall 2019. This bus shelter will be located on Liberty Street near Rome City Hall and will improve multi-modal options within the City and encourage additional public transportation usage.

Specifically, this 360-square foot shelter will provide a heated/cooled enclosed space and ticket kiosk for CENTRO bus riders. Combined with Liberty Street enhancements, this shelter will improve the public realm and provide a convenient transportation option for residents and visitors.



### PUBLIC TRANSPORTATION

-  BOA BOUNDARY
-  ROUTE 2 - WALMART
-  ROUTE 4 - JAMES STREET
-  ROUTE 5 - MOHAWK ACRES
-  ROUTE 6 - GRIFFISS
-  ROUTE 7 - FREEDOM PLAZA
-  ROUTE 9 - ROME HOSPITAL

The BOA has access to regional transportation options and destinations. Transportation access will allow the City to attract additional visitors to the area.

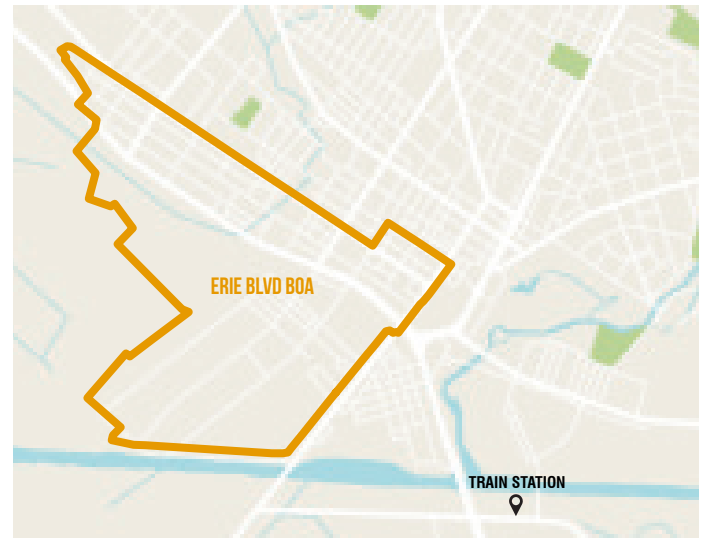




## RAILROADS

Passenger rail service is provided by CSX rail through Amtrak on the Empire and Maple lines, linking Rome with major regional and international cities, including Toronto, Niagara Falls, Buffalo, Rochester, Syracuse, Albany, and New York City. The refurbished station is located on the south side of the Erie Canal, just outside of the BOA.

The Mohawk, Adirondack and Northern (MHA) short-line railroad operates within the Erie Boulevard BOA. This line serves the Mohawk Valley and Adirondack region with a northern branch that connects to Newton Falls, NY. This rail line serves two companies within the City, including American Alloy Steel and Sovena, both of which are located outside of the Erie Boulevard BOA. Since these are the only two companies served on this rail line, no rail cars currently traverse through the Erie Boulevard BOA, though future potential exists.



The Rome Train Station is located on Martin Street just southeast of the BOA. It is an Amtrak station that is served by six trains daily. CENTRO recently relocated its hub to this station.



## PEDESTRIAN AND BICYCLE NETWORK

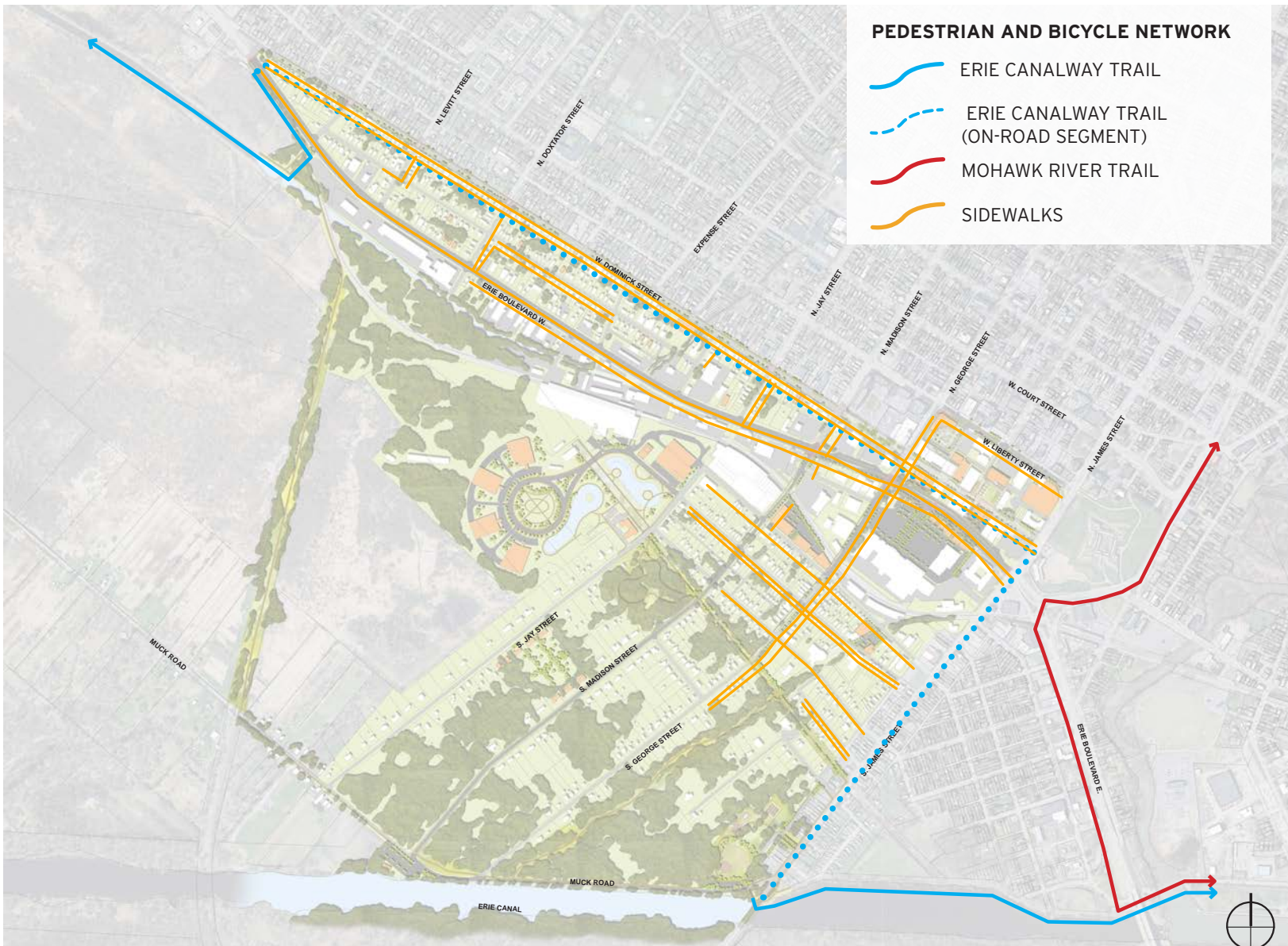
Pedestrian and bicycle connections are important to the quality of life for residents and ease of access for visitors. Pedestrian amenities, such as sidewalks, provide safety, mobility and an alternative mode of transportation.

The Erie Boulevard BOA contains sidewalks on the majority of the major roadways, including the downtown core; however, the existing sidewalks would benefit from repair and improvements. While some sidewalks within residential neighborhoods exist, there are areas that have missing connections or are in disrepair and in need of improvement.

## MULTI-USE TRAILS

The City of Rome is developing a network of trailway systems to enhance the recreation experience for residents and visitors. Two multi-use trails within the City include the Mohawk River Trail and the Erie Canalway Trail. These trails are located just outside of the Erie Boulevard BOA. There are significant multi-use trail gaps within the BOA and lack of connections to the Erie Canal from the South Rome neighborhood and downtown Rome. For example, opportunities exist to enhance the pedestrian network on S. Madison and S. George Street to formalize these pathways.

Sidewalks are concentrated on the northern end of the Erie Boulevard BOA. South Rome neighborhood streets including Jay, Madison, and George Streets lack these sidewalk connections.





# DOWNTOWN PARKING ANALYSIS

## (APPENDIX A)

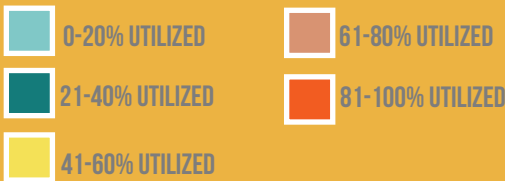
As part of the BOA process, a parking study was completed to document, analyze and address parking issues in Downtown Rome. The report will be utilized as part of a broader strategy for economic development, capitalizing on recent and planned investment in downtown. The study area boundaries consisted of W. Liberty Street, Erie Boulevard, N. James Street, and George Street. This analysis revealed similar trends and patterns to the overall downtown parking analysis. This specific area experiences higher utilization rates for on-street and off-street parking on the weekday as compared to the weekend; however overall utilization rates are well below the target occupancy rate of 85%.

During the weekend, all on-street and the majority of off-street parking have very low utilization, ranging from 0 to 20% utilization. The Rome Mall Apartment lot is the only off-street parking lot with a higher utilization rate of 25%. On- and off-street parking have varying utilization rates on weekdays. Off-street parking lots with a higher utilization rate on the weekdays include those shown in yellow and dark green. On-street parking areas with higher utilization include W. Dominick Street and Eilenberg Street.

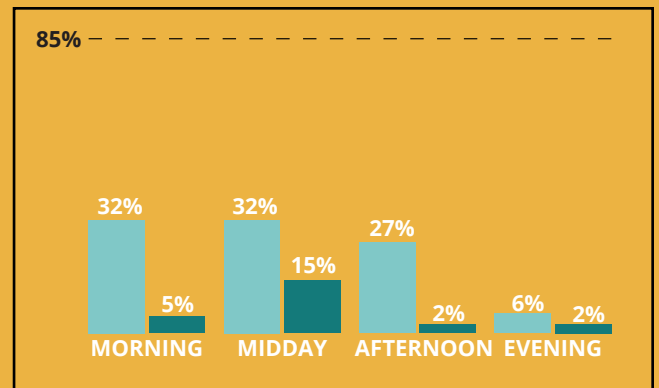
### AVERAGE WEEKDAY UTILIZATION



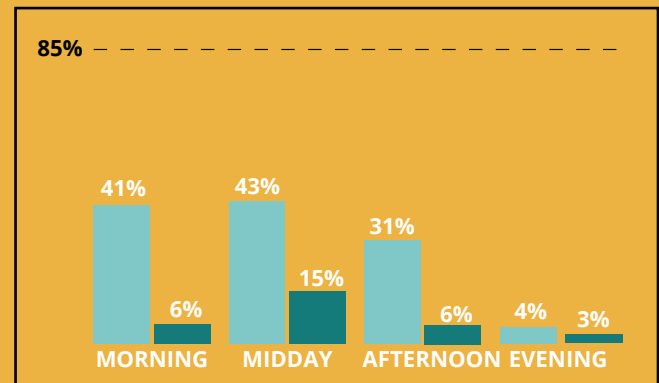
### AVERAGE WEEKEND UTILIZATION



### OFF-STREET UTILIZATION - PUBLIC



### OFF-STREET UTILIZATION - PRIVATE



WEEKEND

WEEKDAY



**Target Rate - 85% Occupancy**

A desirable target for parking utilization is a goal of 85% occupancy. At this rate, most spaces are full but arriving drivers can easily find a space. Utilization rates in the BOA indicate an abundance of available spaces.



# INFRASTRUCTURE

To better understand development potentials within the BOA, it is important to assess the existing infrastructure available within the area including water supply, wastewater disposal, and storm water management.

## SANITARY SEWER

The City of Rome operates a gravity sanitary sewer system which collects wastewater and delivers it to a treatment facility located on Wright Drive east of the City limits. While fluctuations in storm water infiltration between spring and summer vary the remaining capacity at the treatment plant, there is currently over one million gallons per day of excess capacity to service future development in the BOA. Sanitary sewer lines within the BOA contain numerous combined sanitary and storm sewers along all major roadways.

## Stormwater Management

Stormwater management is critical within the City of Rome due to the presence of waterways, such as the Erie Canal, Wood Creek, and the Mohawk River. To reduce stormwater runoff from impervious surfaces into the waterways, the City should encourage green infrastructure practices within the Erie Boulevard BOA. Green infrastructure practices can include increased landscaping, increasing canopy cover, bioswales, rain gardens, permeable pavements, and green roofs.



## WATER SUPPLY

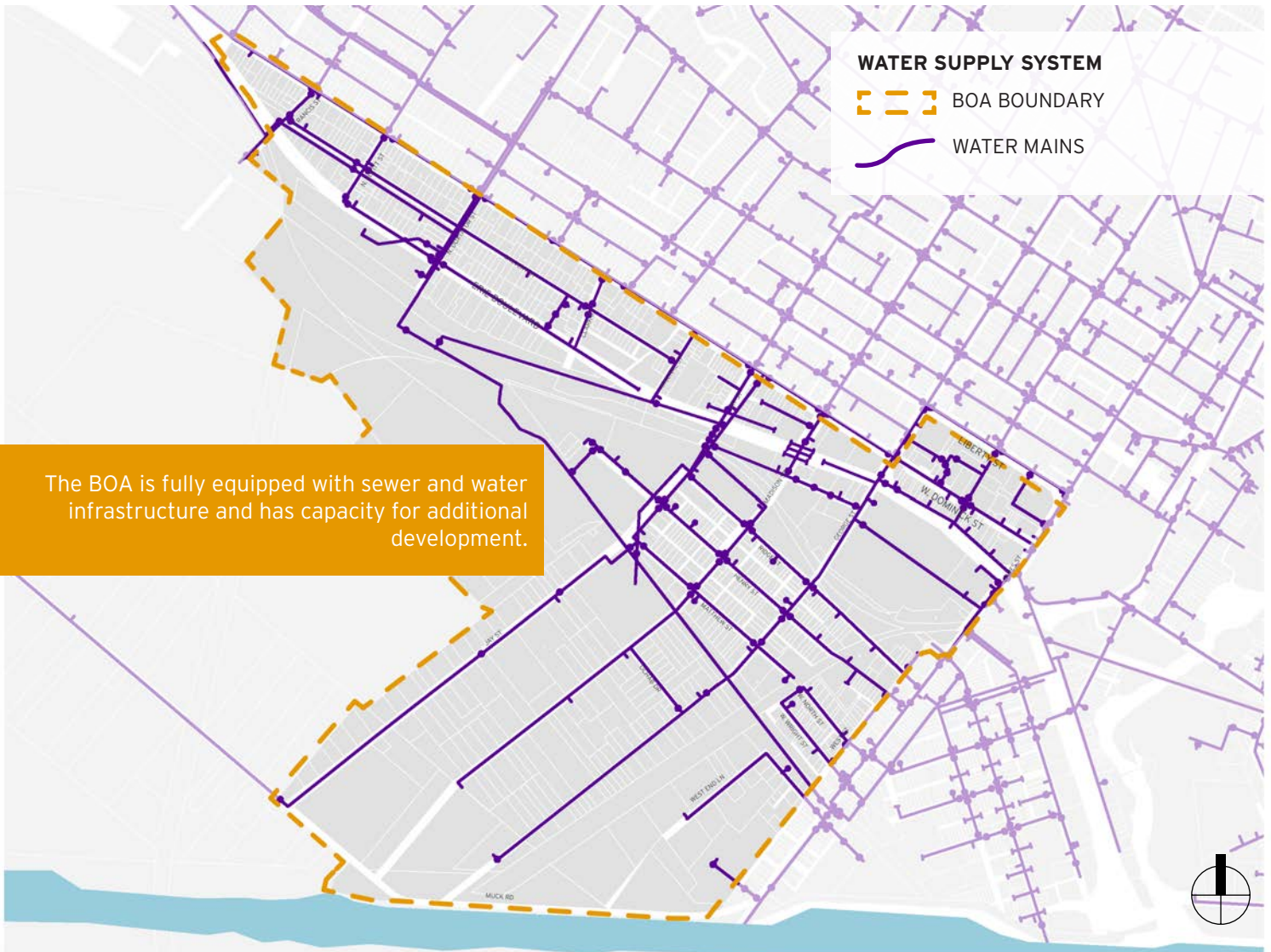
The current water supply is filtrated by the Rome Water Filtration Plant, just outside of the City in Lee, NY with a total capacity of 18 million gallons per day. This system provides adequate service to residents and businesses. The City's water supply originates from the Tug Hill area of Lewis County, 20 miles north of the City.

This system is capable of providing adequate pressures to the Erie Boulevard BOA. The current system supplies an average of approximately 8 million gallons per day to about 35,000 people in the City. The system has adequate remaining supply to support future development within the BOA.

## Rome's Water Filtration

In early 2015, the City of Rome rehabilitated the outdated Water Filtration Plant. This \$5.2 million project included a rehabilitation of nine filtration units, added a new filter backwash procedure, repainted filter tanks, and improved filter access for workers.

These rehabilitated filters exceed performance goals and have resulted in reduced maintenance and increased longevity of the filter system.





# ENVIRONMENTAL JUSTICE AREAS

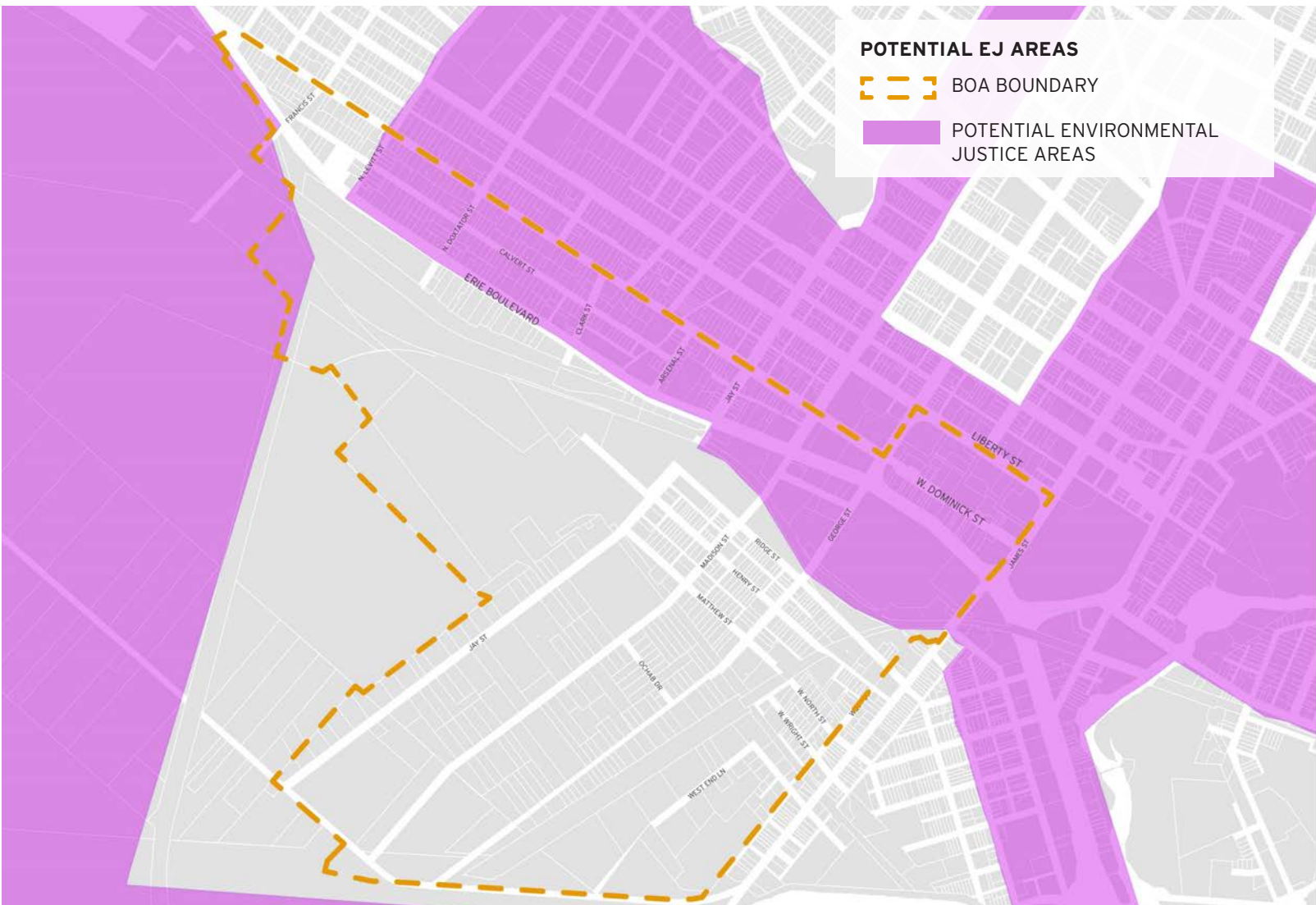
Environmental justice is the fair and meaningful treatment of all people, regardless of race, income, national origin or color, with respect to the development, implementation, and enforcement of environmental laws, regulations and policies. In some instances, residents can be disproportionately impacted by environmental factors, including potential brownfields and contaminated sites.

Potential environmental justice areas exist in the City of Rome and the Erie Boulevard BOA. These areas are located in the northern portion of the Erie Boulevard BOA within downtown and in the neighborhoods along West Dominick Street. These areas indicate that the residents within these areas may not have the same degree of protection from environmental and health hazards as populations outside of the environmental justice area.

## ENVIRONMENTAL JUSTICE AREAS

Potential Environmental Justice (EJ) areas are U.S. Census block groups of 250 to 500 households that have populations that exceed at least one of the following statistical thresholds:

1. At least 51.1% of the population in an urban area are of minority groups
2. At least 33.8% of the population in a rural area are members of minority groups
3. At least 23.59% of the population has a household income below the federal poverty level





# ECONOMIC AND MARKET ANALYSIS

An economic and market analysis was conducted for the Erie Boulevard BOA and considered the residential, retail, office and industrial markets to identify key trends and opportunities in the BOA and City. The full analysis is included as Appendix B.

## RESIDENTIAL

The residential market analysis compares existing conditions and projected trends in residential development in the BOA, City of Rome, and County. This analysis will help to identify potential development types that will serve currently unmet needs in the City of Rome area, as well as be feasible under current real estate market conditions.

## RESIDENTIAL VALUE & MARKET TRENDS

The housing market in the Rome area has remained stable, but has not appreciated greatly in value over the last decade. Median home values in Oneida County exceed home values in the BOA by nearly \$51,000, while the difference between the BOA and the City of Rome is nearly \$30,000.

Homes values in the County exceed those in the City and the BOA, rendering Rome an affordable location to buy a home compared to the rest of the region. Nearly a third of all owner-occupied housing units are valued at \$50,000 or less in the BOA. The same value segment totals 14% in the city and 11% in the County. The largest portion of houses, just over half, are valued between \$50,000 and \$100,000 in the BOA. This segment is also the largest in the City, while the next highest value segment, \$100,000-\$200,000 accounts for the largest portion of owner-occupied homes in the County.

## DEMAND OUTLOOK

While the City of Rome's population is projected to decline slightly based on current trends, there is an opportunity to capitalize on a mismatch between the current housing availability and current demand. There is also an opportunity to capture future regional growth, especially workers at existing and new businesses at Griffiss Technology Park and future workers at the Marcy Nanocenter site.

Additionally, the population age 65+ is expected to increase by 10% over the next five years. The largest increase will be in the age 70-74 cohort followed by the age 65-69 range. There is both current unmet demand, and future demand for age 55+ housing including quality apartment units that are walkable to shops and amenities, as well as independent living facilities. There has been an increase in demand for age-restricted housing in local communities.

## RESIDENTIAL DEMAND KEY FINDINGS

- + Housing is affordable, but quality is lacking
- + There is future demand for modernized housing, especially downtown
- + Mid- to upper-scale apartments will have the greatest demand for housing
- + New entertainment options are needed downtown to support the residential market
- + An aging population will require accommodations for 55+ housing

## RETAIL TRENDS

The retail market analysis provides insight into the local retail market and can help to identify whether the needs of local consumers within or in close proximity to the BOA are being met by existing businesses.

## RETAIL INVENTORY

The BOA's 813,159 square feet of retail space makes up just over 20% of total retail space in the Greater Rome region. Of the 186,655 vacant square feet of retail space in Greater Rome, about 14% of that space is found in the BOA. The vacancy rate in Greater Rome, 4.8%, is slightly higher than the BOA's, sitting at 3.1%. The BOA's average rate, \$9.60/SF, slightly exceeds the average rate of Greater Rome, which totals \$9.35/SF.

## RETAIL POTENTIAL ANALYSIS

The retail spending gap in the Local Trade Area and the City of Rome are compared with the retail categories that have sales leakage to the average sales of similar businesses in Upstate New York. This analysis identifies industries with sales leakage that have enough unmet demand to warrant opening a new store or expanding existing stores. Identified businesses could be supported in the trade area, assuming:

1. 25% of the sales leakage is recaptured (this is typical among various retail categories), and
2. New businesses have sales comparable to the average sales of all Upstate New York businesses in the same retail category.

In Rome, out of the thirteen retail categories that display leakage, ten could potentially be supported based on spending in these categories in Upstate New York. These types of retail stores include electronic and appliance stores, full-service restaurants, clothing stores, specialty food stores, jewelry stores, home furnishing stores, other miscellaneous stores, shoe stores, used merchandise stores, and lawn and garden equipment stores.

## RETAIL TRENDS KEY FINDINGS

- + Rome's retail market has been relatively flat over the years
- + Young families and seniors may be an opportunity for select retail development
- + A number of businesses could be supported in the City of Rome, such as electronic stores, clothing stores, full-services restaurants, home furnishing stores, health and personal care stores, etc.
- + Mixed-use style retail has the greatest potential and feasibility in the City

## OFFICE TRENDS

Overall office trends in the City of Rome were analyzed to provide insight in to the potential for additional office space in the Erie Boulevard BOA.

## OFFICE SUPPLY

There has not been any office development in the BOA in at least the past nine years. The average age of the office space buildings in the BOA is 43 years old. Nearly all of the office space is the lowest quality, Class C space which comprises 93% of the BOA's office space. The largest office building is on West Dominick Street and features 36,000 square feet of Class C office space home to Oneida County offices.

Class A makes up about 123,000 square feet of all inventory or about 1.5% of the total square footage. Class B space comprises about 650,000 square feet of the office inventory (45%) while the lower quality Class C space accounts for 810,000 square feet (55%). At the regional level, office space is skewed more towards higher quality space with Class B space making up 64% of the county's office inventory compared to 34% of the inventory falling into the Class C category.

## OFFICE DEMAND

Demand for office space is projected to be very weak. This is because the existing office space is antiquated and in need of modernization. In fact, based on employment projections of office-utilizing occupations, there will be a net decrease in office occupancy in both Oneida County and the immediate Rome area. Oneida County is projected to lose approximately 436 office-utilizing jobs over 10-years, representing an annual negative net absorption of over 8,000 square feet of office space.

Despite the overall negative projection, some specific office-utilizing occupations will see growth led by health-care and social service occupations. There may be demand for new office space if the existing and future vacant office space is insufficient to meet the demands of these groups. Typically, health care and medical professions prefer new and modern facilities so it is reasonable to believe that this type of office space could potentially be supported in the future.

## MEDICAL OFFICE SPACE

In the Greater Rome Market there are 19 medical office buildings representing nearly 250,000 square feet according to CoStar data. Current vacancy is only 3.8% or 9,500 square feet. Despite the relatively low vacancy rate, there has been no new medical office space built in the market in the past ten years. Medical office space at the County level shows a similar pattern with the inventory remaining relatively flat. Currently, the County has about 45,000 square feet of vacant medical office space on the market representing a vacancy rate of 4.4%. The vacancy rate saw a significant decrease in 2015 after being in the double digits from 2012 through 2014.

Future demand for medical office space can be projected based on employment growth in the healthcare industry. Nursing care facilities will see the greatest growth with 37 new jobs followed by continuing care retirement communities and assisted living facilities for the elderly.

### OFFICE TRENDS KEY FINDINGS

- + Existing office space in Rome is older in age and in need of modernization
- + The overall office market outlook in Rome is weak
- + Potential exists for specialized office space appears to have market feasibility in Rome ; market office space and short-term office space



## INDUSTRIAL AND FLEX SPACE TRENDS

Industrial and flex space trends were analyzed to determine potential growth in this market segment in the City of Rome and the Erie Boulevard BOA.

### INDUSTRIAL DEMAND

Future industrial demand for industrial and flex space can be better understood by looking at employment projections within the industry sectors likely to utilize this space. The most growth is expected in Transit and Ground Passenger Transportation, which will expand by 130 jobs over the next 10 years. There will also be demand for manufacturing space with Electrical Equipment, Appliance, and Component Manufacturing expected to grow by 109 jobs and Food Manufacturing predicted to grow by 55 jobs. Utilities, Computer and Electronic Product Manufacturing, Wood Product Manufacturing and Apparel Manufacturing are also expected to grow.

### FLEX SPACE DEMAND

Flex buildings are defined as a type of building(s) designed to be versatile, which may be used in combination with office (corporate headquarters), research and development, quasi-retail sales, and including but not limited to industrial, warehouse, and distribution uses. At least half of the rentable area of the building must be used as office space. Flex buildings typically have ceiling heights under 18', with light industrial zoning. Flex buildings have also been called Incubator, Tech and Showroom buildings in markets throughout the country. The data for flex space discussed in this section is not included in the industrial data section.

Oneida County has 170 Flex buildings constituting a combined total of 2.4 million square feet. The greater Rome area has 37 flex buildings constituting a combined total of 665,897 square feet. The average vacancy rates over the past five years have been about 3.4% and 1%, respectively.

## INDUSTRIAL AND FLEX TRENDS KEY FINDINGS

- + There is currently an excess of industrial property on the
- + Demand for industrial space has been weak
- + Flex space is in short supply
- + Regional industrial growth is expected in Transit and Ground Passenger Transportation, which includes chartered bus, school bus, and interurban bus transportation services.

# KEY BUILDING INVENTORY

Building information was compiled for key sites throughout the Erie Boulevard BOA. Key sites and buildings are defined as those that may be historic or are a significant site that their use or reuse could positively impact revitalization efforts in the City and Erie Boulevard BOA. Nine key buildings were identified in the study area. These buildings and their characteristics are provided below.

## KEY BUILDING INVENTORY

- |                           |                           |                                    |
|---------------------------|---------------------------|------------------------------------|
| ① LIBERTY/JAMES GARAGE    | ④ 328 RIDGE STREET        | ⑦ FORMER STORAGE SPACE             |
| ② ROME CITY HALL          | ⑤ FORMER PAR TECHNOLOGIES | ⑧ W. DOMINICK STREET STORE         |
| ③ CAPITOL THEATRE COMPLEX | ⑥ OWL WIRE & CABLE CO     | ⑨ W. DOMINICK STREET ROW BUILDINGS |





## BUILDING #1 - LIBERTY/JAMES GARAGE



- Address - 0 N. James Street
- Ownership - City of Rome
- Current Use - Parking Garage / Offices
- Original Use - Parking Garage
- Building Size (approx SF) - 200,000
- Condition - Good
- Reuse Potential - Aesthetic Enhancements

## BUILDING #2 - ROME CITY HALL



- Address - 198 N. Washington Street
- Ownership - City of Rome
- Current Use - Government Offices
- Original Use - Government Offices
- Building Footprint (approx SF) - 45,000
- Condition - Good
- Reuse Potential - Aesthetic and Open Space Enhancements

## BUILDING #3 - CAPITOL THEATRE COMPLEX



- Address - 218-224 W. Dominick Street
- Ownership - Capitol Civic Center Complex
- Current Use - Theatre / Studio Space / Retail
- Original Use - Theatre / Retail
- Building Size (approx SF) - 40,000 (total)
- Condition - Good
- Reuse Potential - Theatre Expansion and Aesthetic Enhancements



## BUILDING #4 - 328 RIDGE STREET



- Address - 328 Ridge Street
- Ownership - Cityscape Property Services
- Current Use - Industrial Use
- Original Use - N/A
- Building Size (approx SF) - 100,000
- Condition - Poor
- Reuse Potential - Infill Development

## BUILDING #5 - FORMER PAR TECHNOLOGIES



- Address - 0 S. Jay Street
- Ownership - 1 CLA Commercial NY LLC
- Current Use - Vacant
- Original Use - Light Industrial
- Building Size (approx SF) -
- Condition - Fair
- Reuse Potential - Flex Space / Infill Development / Office Space

## BUILDING #6 - OWL WIRE & CABLE CO



- Address - 220 S. Madison Street
- Ownership - Oneida County IDA
- Current Use - Light Industrial
- Original Use - Light Industrial
- Building Footprint (approx SF) - 300,000
- Condition - Fair
- Reuse Potential - Building Renovation and Modernization

## BUILDING #7 - FORMER STORAGE SPACE



- Address - 119 and 203 Ridge Street
- Ownership - 119 Ridge Realty
- Current Use - Vacant Storage
- Original Use - N/A
- Building Size (approx SF) -
  - Building 1 - 17,000
  - Building 2 - 5,000
- Condition - Fair/Poor
- Reuse Potential - Infill Development

## BUILDING #8 - W. DOMINICK STREET STORE



- Address - 601 W. Dominick Street
- Ownership - Kirk Spencer
- Current Use - Convenience Store
- Original Use - Brewery
- Building Footprint (approx SF) - 15,000
- Condition - Fair
- Reuse Potential - Mixed-Use Redevelopment

## BUILDING #9 - W. DOMINICK STREET ROW BUILDINGS



- Address - 242-268 W. Dominick Street
- Ownership - 242 W. Dominick Equities, Rome Memorial Properties, 266 West Dominick Street LLC
- Current Use - Commercial use (varies)
- Original Use - Varies
- Building Footprint (approx SF) - 30,000
- Condition - Fair
- Reuse Potential - Commercial Redevelopment (varies)

# BROWNFIELD, ABANDONED AND VACANT SITES

A primary objective of the NYS BOA Program is to identify sites that have been negatively impacted by the presence, or perceived presence, of environmental contaminants. This section provides an assessment of the BOA to understand which sites within the study area have been impacted by environmental contamination and their revitalization potential.

## BROWNFIELD SITES

Brownfields are often commercial or industrial properties where mismanagement or improper handling of hazardous chemicals may have jeopardized the environmental integrity and/or public health of the surrounding community. In order to better understand the environmental conditions and impacts within the BOA, facility and site information, maintained at the local, state and the federal level, was reviewed to identify preliminary site conditions. Information was obtained from the NYS Environmental Remediation Databases.

Sites listed in any of the five databases often warrant further attention because of historic contamination at the site, or because the nature of the facility has the potential for environmental contamination is greatly increased. Other sites may also be included due to site conditions and suspected contamination.

All relevant brownfield sites are presented in the summary table . A total of 54 brownfield sites were identified. Overall, there are a abundant number of sites that potentially have on-site contamination. These sites do not necessarily indicate a threat to public health or are a significant environmental concern.

Generally, the identified brownfield sites include potential volatile organic compound (VOC) contamination based on former uses and those with buildings on site may have asbestos and lead containing materials due to their age of construction. This type of contamination often acts as an incentive for redevelopment due to state programs that provide tax credits for remediation and redevelopment. Full descriptive profiles of each site is attached as Appendix C.

## RECOMMENDED BROWNFIELD ASSESSMENT

Based on potential brownfield site contamination as well as redevelopment potential, two sites were identified for Phase I Environmental Site Assessments (ESA). A Phase I ESA provides contextual and preliminary information on the potential environmental conditions of the site based on historical data and past uses. Sites recommended for Phase I Site Assessments include:

- 119-203 Ridge Street (Strategic Site #7)
- 401-21 S. Jay Street (Strategic Site #8)
- S. Jay Street Property (Strategic Site #9)
- 328 Ridge Street (Strategic Site #12)

During the Nomination Study process, two Phase I ESAs were conducted. These sites included 401-21 S. Jay Street (Strategic Site #8) and S. Jay Street Property (Strategic Site #9). These are located in Appendix D. The S. Jay Street Property did not reveal any recognized environmental conditions or past activities that require further environmental assessment. The Phase I ESA for 401-21 S. Jay Street revealed the presence of a recognized environmental condition and recommended removal and proper disposal prior to redevelopment of the site.

Additionally, during this study a Soil Vapor Intrusion Study was performed on 201-211 W Dominick Street. This study revealed the presence of chloroform and petroleum related compounds in the indoor air samples; however, these compounds do not suggest that further action is needed at the property. This report is attached as Appendix E.



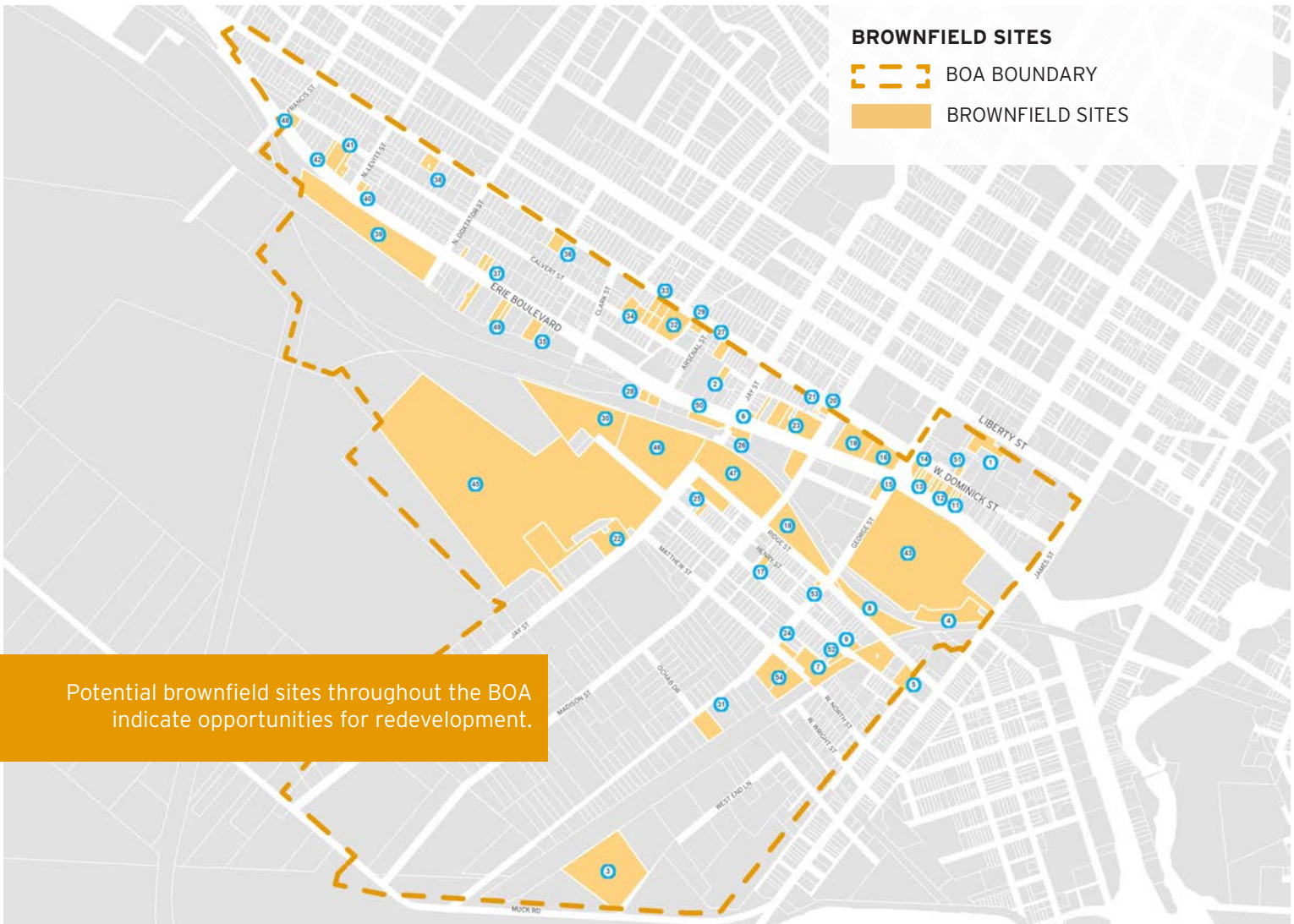
## PHASE I ESA FINDINGS (APPENDIX D)

### 401-21 S. JAY STREET

- The presence of various oils, anti-freeze and other liquids located in the building on-site represents a Recognized Environmental Condition and will require removal and proper disposal prior to redevelopment.
- There is a potential for friable asbestos and lead containing material within the building, which will require a pre-demolition survey.

### S. JAY STREET PROPERTY

- No Recognized Environmental Conditions, Historical Recognized Environmental Conditions, or Controlled Recognized Environmental Conditions were identified at the Site relating to activities at the Site or adjacent properties; therefore, no additional environmental assessment is required.



Potential brownfield sites throughout the BOA indicate opportunities for redevelopment.

## BROWNFIELD SITES SUMMARY TABLE

	ADDRESS	OWNERSHIP	ENVIRONMENTAL CONCERN
1	137-141 N. Washington	Verizon New York Inc	Potential VOC and SVOC contamination, asbestos and lead containing material
2	511 Arsenal Place	Gordon and Denise Holley	Potential VOC and SVOC, asbestos and lead containing material
3	0 Muck Road	Roy Campanero	Potential VOC and SVOC contamination
4	109 John Street and 218 S. James Street	DWS Dynasty Trust and Robert Austin Schwartz	Potential SVOC contamination and asbestos and lead containing material
5	111 Ridge Street	Transfiguration Church	Potential VOC and SVOC, asbestos and lead containing material
6	121 S. Jay Street	Jymar, Inc.	Potential VOC and SVOC, asbestos and lead containing material
7	200 Matthew Street	Baum's Castorine Co.	Potential VOC and SVOC, asbestos and lead containing material
8	200-220 Ridge Street and 229 S. George Street	James and Terry O'Brien; Skate-A-While, Inc., And Gene Tamburrino	Potential VOC and SVOC, asbestos and lead containing material
9	202 Henry Street	Joseph and Laura Fusco	Potential asbestos and lead containing material
10	752 Erie Boulevard West and 209-211 S. Doxtator Street	Light's Rental Properties, LLC	Potential VOC and SVOC, asbestos and lead containing material
11	213-223 W. Dominick Street	Rome Urban Renewal	Confirmed lead, mercury and arsenic contamination
12	227-235 W. Dominick Street	Ridge Street Warehouse and John Bear, LLC	Elevated levels of lead, mercury, and arsenic, potential asbestos and lead containing material
13	239-257 W. Dominick Street	City of Rome	Potential VOC and SVOC contamination
14	265 W. Dominick Street	Engelbert Jewelers	Potential VOC and SVOC contamination due to unknown status of former UST, and asbestos and lead containing material
15	301 Erie Boulevard West	409 Erie Boulevard Corporation and 411 Erie Boulevard	Potential asbestos and lead containing material
16	301 W. Dominick Street	County of Oneida	Potential VOC and SVOC, asbestos and lead containing material
17	324-326 Henry Street	Lizette Rodriguez	Impacted soil may be present on site, as well as asbestos and lead containing material
18	328 Ridge Street	Cityscape Property Services	Impacted soil may be present on site, as well as asbestos and lead containing material
19	333 W. Dominick Street	Rome Sentinel Co.	Potential asbestos and lead containing material
20	401 W. Dominick Street	Nieve Nunez, Hilaria Soto	Potential VOC and PAH contamination, as well as asbestos and lead containing material
21	401 1/2 W. Dominick Street and W. Dominick Street	Nieve Nunez, Hilaria Soto and the City of Rome	Elevated levels of tetrachloroethene were discovered on adjacent property
22	402-406 Jay Street	South Jay Street	Potential VOC and SVOC, asbestos and lead containing material
23	410-422 Erie Boulevard West and 106-110 S. Madison Street	Polka Dot Village , Niagara Mohawk Power Corp., And BK106 Venture, LLC	Chlorinated VOC impacted soil and groundwater were detected at 410 Erie Boulevard
24	415 S. George Street	Rome Polish Home, Inc.	Potential VOC and SVOC contamination

	ADDRESS	OWNERSHIP	ENVIRONMENTAL CONCERN
25	421 Ridge Street	Rome 421 Ridge, LLC	Soil vapor intrusion has been installed within the building. Asbestos and lead containing material may be present.
26	425 Erie Boulevard West	Joanne George	Impacted soil and groundwater may be present due to the railroad lines. Asbestos and lead containing material may be present.
27	517 W. Dominick Street	Anthony Pettinelli	Potential VOC and SVOC contamination, as well as asbestos and lead containing material
28	521-525 Erie Boulevard West	Worthington Steel Rome, LLC	Impacted soil and/or groundwater from the railroad may be present on the Site.
29	523-525 West Dominick Street	Joseph Fusco, Jr.	Potential VOC and SVOC contamination, as well as asbestos and lead containing material
30	530 Henry Street	Worthington Steel Rome, LLC	Investigation and remediation for this property is currently being conducted. Asbestos and lead containing material may be present.
31	533-537 S. George Street	Sears HP Oil Co.	Potential VOC and SVOC contamination
32	601 W. Dominick Street	Kirk Spencer and Leo Capoccia, III	Potential VOC and SVOC contamination, as well as asbestos and lead containing material
33	603-605 W. Dominick Street	City of Rome	Potential VOC and SVOC contamination
34	604-614 Calvert Street	Ryan Russitano, DeSalvo Properties, LLC, Anthony Pettinelli, JR, and James Siegel	Active NYSDEC spill on site and adjacent spills indicate potential impacted soil/groundwater.
35	713-715 Erie Boulevard West	Thrifty Enterprises, Inc.	Potential VOC and SVOC contamination, as well as asbestos and lead containing material
36	717-719 West Dominick Street	Thrifty Enterprises, Inc.	Potential VOC and SVOC contamination
37	740-744 Erie Boulevard West	Light's Rental Properties, LLC	Potential VOC and SVOC contamination, as well as asbestos and lead containing material
38	819-823 W. Dominick Street	GK Management	Potential VOC and SVOC contamination, as well as asbestos and lead containing material
39	829 Erie Boulevard West	Pall Real Estate, LLC	Potential VOC and SVOC contamination, as well as asbestos and lead containing material
40	830-832 Erie Boulevard West	Daryoosh Karimi Ardekani	Potential VOC contamination, as well as asbestos and lead containing material
41	904-906 Erie Boulevard West and 907 Calvert Street	904 Erie Boulevard of Rome, LLC	Potential VOC and SVOC contamination, as well as asbestos and lead containing material
42	914 Erie Boulevard West	Bryant Property Management, LLC	Potential PAH contamination, as well as asbestos and lead containing material
43	107-235 Erie Boulevard West and S. George Street	G&I IX Empire Freedom Plaza	Elevated concentration of metal in soil
44	0 Muck Road	New York State	The NYSDEC reports that the canal is highly contaminated with urban runoff, sediments, and possibly oil and gas.
45	Henry Street	Oneida County IDA	Remediation was conducted on site. Record of Decision was issued in 2011.
46	Henry Street and S. Jay Street (rear)	Oneida County IDA	Currently under remediation. Asbestos and lead containing material may be on site.
47	220. S Madison Street	Oneida County IDA	Cleanup at the Site is active and not yet completed.



	ADDRESS	OWNERSHIP	ENVIRONMENTAL CONCERN
48	931 Calvert Street	Hoke RJ and LA	Asbestos and lead containing material may be present. VOC impacted groundwater may be present due to former tanks on the site.
49	731-735 Erie Boulevard West	J&B Trust and Kelly Pope Sr	Based on the past use of the buildings as auto dealerships, impacted soil and/or groundwater may be present. Asbestos and lead containing material may also be present.
50	501 Erie Boulevard West	Casalunovo Realty	Based on the past use for auto repair and the close proximity to the railroad, there is a potential for impacted soils and groundwater to be present. Asbestos containing material and lead-based paint may be present due to the age of the building.
51	228-235 Erie Boulevard West	Capitol Civic Center, Inc.	Based on the past use for auto repair there is a potential for impacted soils and groundwater to be present. Asbestos containing material and lead-based paint may be present due to the age of the building.
52	203 Henry Street	Joseph Fusco	Based on the past use there is a potential for impacted soils and groundwater to be present. Asbestos containing material and lead-based paint may be present due to the age of the building.
53	302-304 S. George Street	WD Housing and Holdings	Impacted soil and/or groundwater may be present based on the past presence of a gasoline tank adjacent to the north of the property.
54	501-507 S. George Street	Baum's Castorine Co. Rome Polish Home, Inc	Impacted soil and/or groundwater may be present based on the past use and proximity to the railroad.

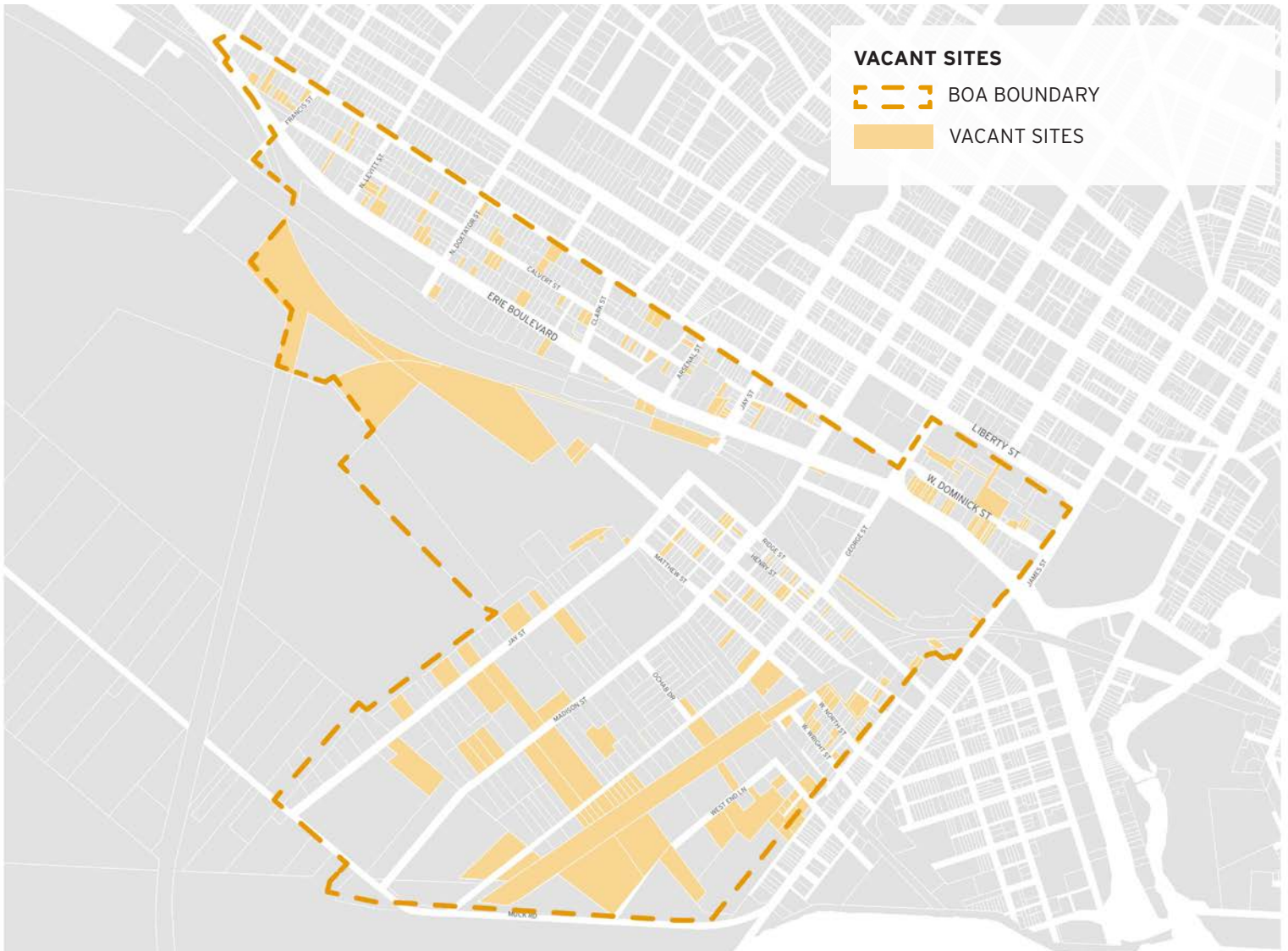
## VACANT SITES

There are a total of 202 vacant sites located throughout the Erie Boulevard BOA. While vacant sites can have negative impacts on a neighborhood they also provide opportunities for new development. These sites are attractive to developers because in many cases these sites have never been developed; therefore, potential for contamination is lower. Vacant sites typically do not require extensive site preparation, potential demolition of existing structures, or retrofitting of existing buildings. Vacant properties should be viewed as key opportunities for redevelopment in the BOA.

## INFILL DEVELOPMENT OPPORTUNITIES

While there are numerous vacant sites throughout the Erie Boulevard BOA, these sites present opportunities for infill development. The use of this infill development can vary depending on the uses in the surrounding area, including commercial, single- or multi-family, or mixed-use development. Infill development can also contribute to an enhanced sense of place.

Vacant sites throughout the BOA present an opportunity for redevelopment in the City of Rome.



# STRATEGIC SITES

Through an analysis of existing information as well as extensive public feedback, several strategic sites have been identified as being essential to the overall redevelopment of the Erie Boulevard BOA.

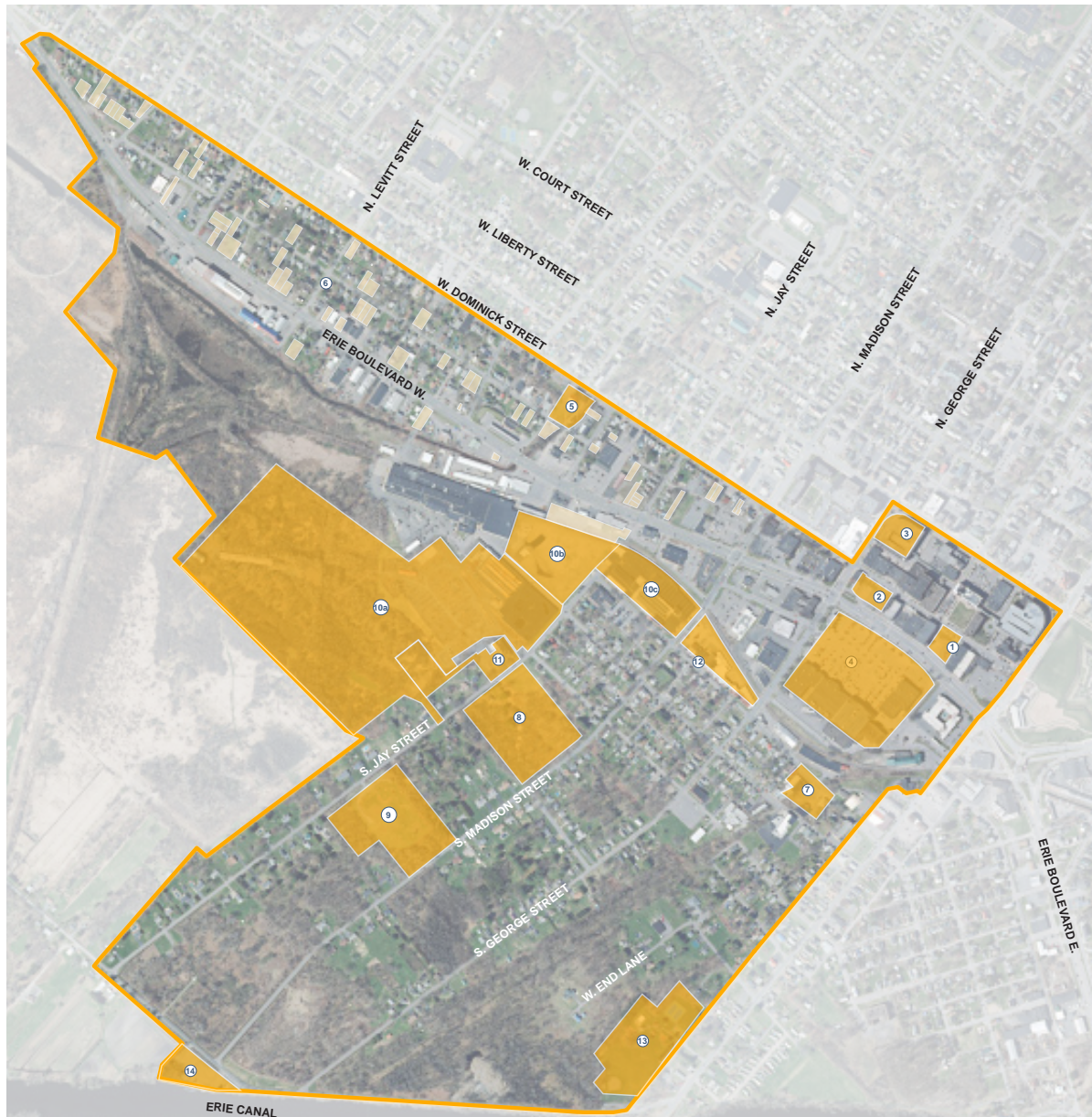
Each of these strategic sites are important to the revitalization of the City of Rome and are considered catalytic since their redevelopment is anticipated to spur investment in nearby sites, as well as increase land values and tax revenues. In addition, investment in these strategic sites could increase access to services and amenities for resident, thus improving quality of life.

**Strategic sites were selected based on the following criteria:**

- » Relationship to community vision and goals;
- » Potential for redevelopment and developer interest;
- » Opportunity for sustainable development;
- » Access and relationship to downtown and waterfront areas;
- » Willingness of property owners to sell or develop; and
- » Potential reuse.

## STRATEGIC SITES

- ① 163-187 W. DOMINICK
- ② 239-257 W. DOMINICK
- ③ 150 N. GEORGE ST
- ④ FREEDOM PLAZA
- ⑤ 601 W. DOMINICK
- ⑥ SCATTERED VACANT SITES
- ⑦ 119-203 RIDGE ST
- ⑧ 401-21 S. JAY ST
- ⑨ S. JAY STREET PROPERTY
- ⑩A FORMER ROME CABLE
- ⑩B HENRY STREET
- ⑩C 220 S. MADISON STREET
- ⑪ FORMER PAR TECHNOLOGIES
- ⑫ 328 RIDGE ST
- ⑬ GRZYIEC FIELD
- ⑭ BOAT LAUNCH SITE





## STRATEGIC SITE #1 - 163-187 W. DOMINICK STREET

This 1.8-acre vacant site lies along West Dominick Street. This site is owned by the City of Rome and is located in downtown Rome surrounded by commercial and civic uses. During the Downtown Revitalization Process, this site was identified for redevelopment as a mixed-use building due to its strategic location.



THE RECOMMENDATIONS FOR THIS SITE ARE DESCRIBED IN SECTION IV, PROJECT #3

## STRATEGIC SITE #2 - 239-257 W. DOMINICK STREET

The property located on 239-257 West Dominick Street is a 0.8-acre vacant site within downtown Rome. This site is strategic due to its central location in downtown Rome and its public ownership (City of Rome). Additionally, environmental research of this property indicated potential environmental contamination which make it a potential candidate for the NYS Brownfield Cleanup Program (BCP).



THE RECOMMENDATIONS FOR THIS SITE ARE DESCRIBED IN SECTION IV, PROJECT #4

### STRATEGIC SITE #3 - 150 N. GEORGE STREET

This property located at 150 N. George Street is a strategic site due to its downtown location. In 2019, a City-owned parking lot on this site was determined to be structurally unsound and was demolished using funding from the DRI. During the Downtown Revitalization Initiative process, a conceptual redevelopment plan was created for this site, which envisioned its end use as a mixed-use development. This mixed-use development will bring commercial and residential uses to downtown Rome.

The site is currently redeveloped as greenspace and a surface parking lot.



**THE RECOMMENDATIONS FOR THIS SITE ARE DESCRIBED IN SECTION IV, PROJECT #2**

### STRATEGIC SITE #4 - FREEDOM PLAZA

Freedom Plaza is located on Erie Boulevard between George Street and James Street. This plaza has approximately 198,000 square feet of retail space that is over 90% occupied. The majority of the retail stores in this plaza are national chains, including JCPenny's, Marshalls, Dollar Tree, and T-Mobile, among others. The plaza has a total of 702 parking spaces, which exceeds the plaza's parking needs and overwhelms the Erie Boulevard streetscape.



**THE RECOMMENDATIONS FOR THIS SITE ARE DESCRIBED IN SECTION IV, PROJECT #7**



## STRATEGIC SITE #5 - 601 W. DOMINICK STREET

601 W. Dominick Street is a 1.10-acre site currently used for commercial purposes. The building is privately owned and currently operated by a convenient store for the neighborhood. Since the entirety of the building is not being used to its highest and best potential, redevelopment of this property is recommended.



THE RECOMMENDATIONS FOR THIS SITE ARE DESCRIBED IN SECTION IV, PROJECT #36

## STRATEGIC SITE #6 - SCATTERED VACANT SITES

There are approximately 68 vacant sites throughout the Erie Boulevard BOA directly west of downtown Rome, along Erie Boulevard, West Dominick Street and Calvert Street. These vacant sites are small in size and have cast a shadow of blight on the neighborhood. Since these properties are not being utilized to their highest and best use, these sites should be targeted for reinvestment by the City of Rome.



Vacant Site on S. Charles Street

THE RECOMMENDATIONS FOR THIS SITE ARE DESCRIBED IN SECTION IV, PROJECT #37



## STRATEGIC SITE #7 - 119-203 RIDGE STREET

119-203 Ridge Street is a 1.5-acre, privately owned property just outside of downtown Rome. This property is currently occupied with two buildings; one dilapidated, vacant structure and a former storage facility. This site is strategic due to the site's location near downtown Rome and industrial uses. Since this property is not utilized to its highest and best use, recommended reuse of this property includes a light industrial or commercial use that is compatible with the surrounding neighborhood, such as a research and development company.



**Current Building Conditions**

**THE RECOMMENDATIONS FOR THIS SITE ARE DESCRIBED IN SECTION IV, PROJECT #12**

## STRATEGIC SITE #8 - 401-21 S. JAY STREET

This site is a 8-acre parcel located within South Rome. This is a privately-owned site, but one of the largest sites within the Erie Boulevard BOA. This site is strategic due to its size, location, and clean environmental history. This site is well-suited for development as a recreational type use, such as an interpretive boardwalk.

In December 2019, a Phase I Environmental Site Assessment was conducted on the property. According to this assessment, Recognized Environmental Conditions (RECs) were identified based on observed oils and liquids located in the structure as well as potential asbestos-containing materials of due to the age of the structure.



**THE RECOMMENDATIONS FOR THIS SITE ARE DESCRIBED IN SECTION IV, PROJECT #27**

## STRATEGIC SITE #9 - S. JAY STREET PROPERTY

This site is an 8.2-acre property comprised of four parcels on S. Jay Street in South Rome. Multiple owners of these properties include the Rome National Little League Association, Oneida County IDA and Niagara Mohawk Power. The majority of this site was formerly utilized for recreational uses and contains baseball fields and equipment that is largely in disrepair. This site is strategic due to the site's underutilization, ownership and ability to be redeveloped as residential infill development to support the existing neighborhood.

In December 2019, a Phase I Environmental Site Assessment was conducted on the property. Based on the assessment, no additional environmental investigation is warranted at the site; however, buildings located on the site may contain asbestos-containing material. Sampling and analysis of the building materials should be completed prior to demolition.



THE RECOMMENDATIONS FOR THIS SITE ARE DESCRIBED IN SECTION IV, PROJECT #14

## STRATEGIC SITE #10A - FORMER ROME CABLE SITE

This site is the location of the former Rome Cable Corporation that operated in Rome since the 1930's. The site is approximately 10 acres and is currently owned by the Oneida County Industrial Development Agency. This site is strategic due to its location, public ownership. This site is ideal for redevelopment as a light industrial business and technology campus that would increase employment opportunities and attract residents to the Rome area.



THE RECOMMENDATIONS FOR THIS SITE ARE DESCRIBED IN SECTION IV, PROJECT #8



## STRATEGIC SITE #10B - HENRY STREET

This site is part of what was formerly known as the Rome Cable Corporation. The site is approximately 5.8-acres and owned by the Oneida County IDA. This site is strategic due to its redevelopment potential and on-going plans for revitalization. During the DRI process, the construction of a 50,000 square foot facility for Cold Point Corporation was identified as a priority project.



THE RECOMMENDATIONS FOR THIS SITE ARE DESCRIBED IN SECTION IV, PROJECT #8

## STRATEGIC SITE #10C - 220 S. MADISON STREET

The site located at 220 South Madison Street is an approximately 4.4-acre property owned by the Oneida County IDA. This site was formerly used for manufacturing as part of the former Rome Cable Corporation and is currently leased by Owl Wire & Cable. The site is currently part of the NYS Environmental Restoration Program and remediation is on-going. This site is strategic due to its location, public ownership and current use.



THE RECOMMENDATIONS FOR THIS SITE ARE DESCRIBED IN SECTION IV, PROJECT #10



## STRATEGIC SITE #11 - FORMER PAR TECHNOLOGIES

The site is a 1-acre, privately owned property on South Jay Street. This site is located adjacent to the former Rome Cable site. This site is strategic due to its location and eligibility as a Brownfield Cleanup Site due to potential environmental contamination. The building's condition for adaptive reuse has not been assessed. This site could be redeveloped as part of the larger vision for the former Rome Cable business and technology park.



THE RECOMMENDATIONS FOR THIS SITE ARE DESCRIBED IN SECTION IV, PROJECT #13

## STRATEGIC SITE #12 - 328 RIDGE STREET

This is a 2.4-acre site on Ridge Street just outside of downtown Rome. This site is privately owned, adjacent to railroad tracks and within an existing light industrial manufacturing area of the City, which makes this site ideally developable for light industrial use. Due to the site's location in close proximity to the former Rome Cable facility and age of the building, this site is a potential candidate for the Brownfield Cleanup Program and could possibly utilize brownfield incentives for redevelopment or improvements.



THE RECOMMENDATIONS FOR THIS SITE ARE DESCRIBED IN SECTION IV, PROJECT #11

## STRATEGIC SITE #13 - GRYZIEC FIELD

Gryziec Field is located at the corner of South Jay Street and Muck Road and is a prime recreational destination in the City of Rome and the Erie Boulevard BOA. Despite the recreational assets of this park, the park is underutilized by residents and visitors. Due to the City's ownership of this parcel, enhancements to make this park a more accessible amenity to its users is feasible and realistic. Improvements to this site have the potential to spur additional recreational opportunities for the community and draw additional visitors to the area.



THE RECOMMENDATIONS FOR THIS SITE ARE DESCRIBED IN SECTION IV, PROJECT #33

## STRATEGIC SITE #14 - BOAT LAUNCH SITE

This site is located on Muck Road adjacent to the Erie Canal. This site is a current water-based recreational amenity for the Rome community and provides a boat launch and pavilion for public use. This site is strategic due to the potential to enhance and improve access to the Erie Canal and other public amenities.



THE RECOMMENDATIONS FOR THIS SITE ARE DESCRIBED IN SECTION IV, PROJECT #34



# SUMMARY ANALYSIS OF KEY FINDINGS

The data and analysis presented describes the current conditions and anticipated trends for the City of Rome. This analysis helps set the stage for the development of the Master Plan and the encompassing proposed projects. Key findings and opportunities that inform these recommended projects in the following section are detailed below.

KEY FINDINGS	OPPORTUNITIES/RECOMMENDATIONS
Population in the City of Rome is anticipated to decline by 2024.	Much of the population decline may be due to the lack of diverse and modern housing options in the Erie Boulevard BOA. This trend can be reversed by development mixed-use buildings in the downtown core and adding single-family housing in the residential neighborhoods.
Approximately 40% of the BOA population is between 20 and 49 years old, typically when people are at prime earning potential and raising families.	Opportunity to focus efforts on enhancing youth amenities and programming within the BOA.
Compared to the City of Rome and Oneida County, the Erie Boulevard BOA has lower educational attainment levels.	Opportunity exists within the Erie Boulevard BOA to create skilled working jobs for residents and attract new residents to the City of Rome.
The median household income level for the City of Rome is above the poverty line but below the State and County average.	Diversifying employment options and incentivizing small business in the downtown core is an opportunity to reverse this trend.
Many residents work outside of the Erie Boulevard BOA.	Commuting patterns and existing market data show that there is an opportunity to attract workers to live in the Erie Boulevard BOA. Commercial and industrial development is recommended to increase employment opportunities.
The Erie Boulevard BOA has an older housing stock compared to the City and County.	Providing newer, modernized housing will provide residents with better options and create an attractive residential location for millennial, seniors and families.
The Erie Boulevard BOA has diverse land uses, many of which are vacant and underutilized.	Vacant and underutilized sites in the downtown core and residential areas present opportunities for redevelopment and expansion of job and housing in the BOA.



KEY FINDINGS	OPPORTUNITIES/RECOMMENDATIONS
The City of Rome has recently updated its zoning code.	<b>Newer zoning regulations in the downtown core and beyond will allow a range of development options in the BOA that will benefit residents and visitors.</b>
Multiple parcels throughout the BOA are owned by public entities, including the City of Rome, Oneida County and New York State.	<b>Public ownership of potential redevelopment sites will allow for streamlined implementation of proposed projects.</b>
The BOA has an abundant amount of historic and natural resources and limited environmental constraints for redevelopment.	<b>Improved access to historic and natural resources for residents and visitors is recommended to improve quality of life and tourism options in the BOA.</b>
Environmental constraints, such as floodplains, are minimal in the Erie Boulevard BOA.	<b>Environmental constraints are not anticipated to limit development opportunities in the BOA.</b>
The BOA has a number of potential brownfield and vacant sites.	<b>These sites present an opportunity for redevelopment and infill development to increase economic development in the City.</b>
Sidewalk connections and pedestrian/bicycle amenities in the Erie Boulevard BOA are concentrated within the downtown.	<b>There is an opportunity to infill gaps in sidewalk connectivity in downtown Rome and within the Erie Boulevard BOA to provide connections throughout the area. Greenway connections and public realm enhancements are recommended.</b>
Housing is affordable in the Erie Boulevard BOA but quality of housing is lacking	<b>There is an opportunity and demand for newer, modernized housing within the Erie Boulevard BOA. Diverse housing options would attract new residents to the City.</b>
The retail and office market in the City of Rome has been relatively flat in recent years.	<b>Mixed-use style retail, office space and residential options has the greatest potential and feasibility to increase economic development in the City</b>
There are a number of confirmed and potential brownfields located within the Erie Boulevard BOA.	<b>Many of the suspected brownfield sites pose low environmental risks to the community. These sites have the potential to be remediated and redeveloped with incentives through the NYS Brownfield Cleanup Program.</b>

# SECTION IV - MASTER PLAN





# RECOMMENDED PROJECTS

Based on technical analyses, market opportunities and community input regarding the future of the study area, a Master Plan was created for the Erie Boulevard BOA. This Master Plan encompasses priority projects that fulfill key themes identified throughout the planning and engagement process. The priority projects and the key themes under which they fall are presented in the following section.



## DEVELOPMENT OPPORTUNITIES

Rome has seen increased investment and economic development activity over the last several years. A variety of development opportunities have been identified to leverage the recent upswing in the City's revitalization. Projects in this category are intended to diversify the types of land uses within the downtown and provide employment opportunities that will attract additional residents to the City.



## IMPROVING THE USER EXPERIENCE

The public realm is an important asset, providing engaging experiences and a sense of place for residents and visitors. Projects seek to tell the story of the City's unique history and progress through mobility improvements, public art installations, and social gathering space enhancements.



## GREENWAY CONNECTIONS

The Erie Boulevard BOA has significant anchor destinations, including downtown, the Erie Canal, residential neighborhoods, and employment centers. Utilizing greenway connections, these assets will be better linked and integrated with one another. These connections will benefit the City of Rome by increasing resident quality of life, expanding access to recreational assets, and improving pedestrian and vehicular transportation options throughout the City.





## RECREATIONAL ENHANCEMENTS

The recreational enhancements identified in the Master Plan are intended to provide additional recreational access for City residents and attract visitors to experience open space amenities and enhanced trail networks. These enhancements will provide increased opportunities surrounding the Erie Canal, increased resident health and quality of life, and increased visitation and use of the City's recreational facilities.



## NEIGHBORHOOD UPLIFT

While downtown has seen recent growth, the neighborhoods to the west of downtown along Erie Boulevard, Calvert Street and West Dominick Street are in need of investment. This area lacks cohesiveness and is disconnected due to inconsistent development patterns, railroad tracks and property vacancy. The projects in this category are intended to leverage this area's proximity to downtown and accessibility to local trails and green spaces to uplift this neighborhood and create an attractive, vibrant district in the City that attracts new residential growth as well as commercial investment.

Community engagement during the planning process was integral to the development of this Master Plan.

Multiple interactive sessions with the community during several City planning efforts allowed the public to generate ideas and comment on proposed projects.

The resulting proposed projects in this plan reflect a culmination of the desired improvements for the community, by the community.



# MASTER PLAN

## DEVELOPMENT OPPORTUNITIES

- 1 MIXED-USE INFILL DEVELOPMENT (163-187 W. DOMINICK STREET)
- 2 MIXED-USE INFILL DEVELOPMENT (239-257 W. DOMINICK STREET)
- 3 227 W. DOMINICK STREET RESIDENTIAL EXPANSION
- 4 CAPITOL THEATRE APARTMENTS
- 5 LIBERTY/GEORGE MIXED USE
- 6 LIBERTY/JAMES GARAGE IMPROVEMENTS
- 7 FREEDOM PLAZA INFILL DEVELOPMENT
- 8 ROME INDUSTRIAL PARK DEVELOPMENT
- 9 COLD POINT DEVELOPMENT
- 10 INDUSTRIAL REDEVELOPMENT
- 11 INFILL DEVELOPMENT (328 RIDGE STREET)
- 12 INFILL DEVELOPMENT (119-203 RIDGE STREET)
- 13 INDUSTRIAL REUSE
- 14 RESIDENTIAL INFILL DEVELOPMENT

## IMPROVING THE USER EXPERIENCE

- 15 CITY HALL / CITY GREEN IMPROVEMENTS
- 16 DOWNTOWN TRANSPORTATION
- 17 CAPITOL EXPANSION
- 18 W. DOMINICK STREET STORY WALK
- 19 COPPER CITY COMMONS
- 20 FREEDOM PLAZA PEDESTRIAN IMPROVEMENTS
- 21 ROME CABLE TOWER RE-IMAGINING
- 22 ERIE BLVD ENHANCEMENTS
- 23 ERIE BLVD PEDESTRIAN CROSSING
- 24 GATEWAYS

## GREENWAY CONNECTIONS

- 25 CLINTON'S DITCH TRAIL / INTERPRETATION
- 26 S.MADISONSTREET PEDESTRIAN IMPROVEMENTS
- 27 S. GEORGE STREET PEDESTRIAN IMPROVEMENTS
- 28 CLINTON'S DITCH INTERPRETIVE PARK
- 29 NEW MULTI-USE TRAIL CONNECTION
- 30 NEW MULTI-USE TRAIL - MUCK ROAD
- 31 NEW RAIL-TO-TRAIL CONNECTION
- 32 INDUSTRIAL PARK GREENWAY CONNECTION

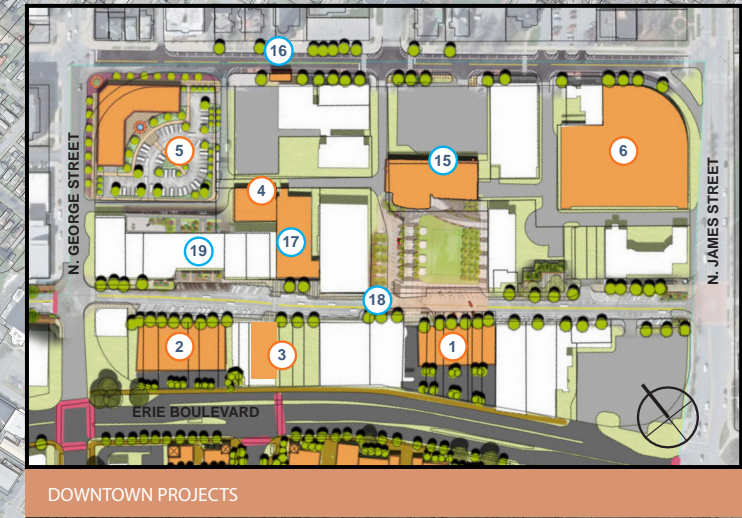
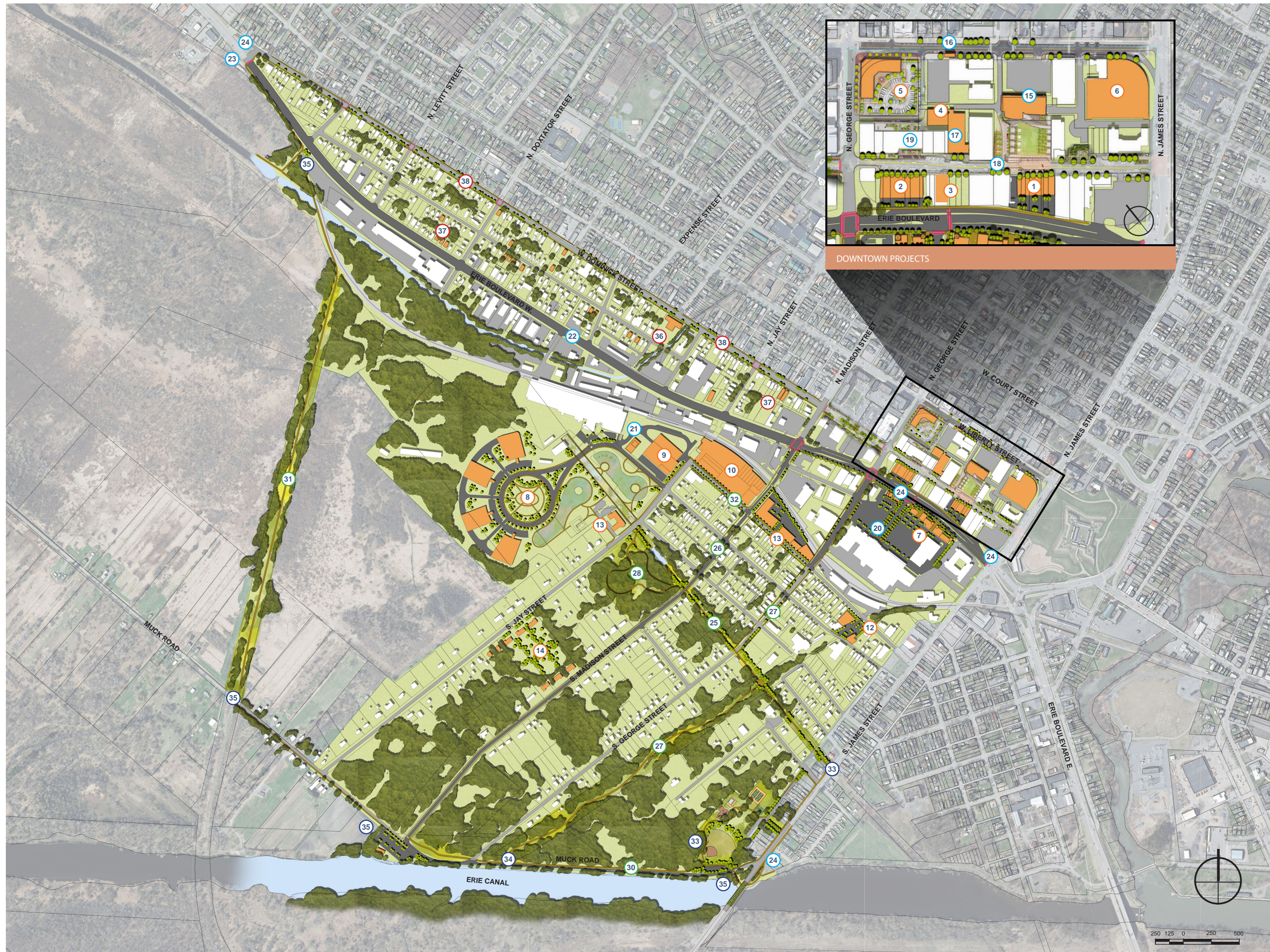
## RECREATIONAL ENHANCEMENTS

- 33 GRZYEC FIELD IMPROVEMENTS
- 34 CANAL LANDING ENHANCEMENTS
- 35 TRAILHEADS

## NEIGHBORHOOD UPLIFT

- 36 CREEKSIDE MIXED-USE DEVELOPMENT
- 37 NEIGHBORHOOD INFILL DEVELOPMENT (VARIES)
- 38 W. DOMINICK STREET ENHANCEMENTS

# ERIE BOULEVARD BOA





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# DEVELOPMENT OPPORTUNITIES

## 1 MIXED-USE INFILL DEVELOPMENT (183 W. DOMINICK STREET)

Downtown Rome has a number of vacant properties that are strategically positioned for redevelopment. 183 West Dominick Street is a vacant site owned by the City of Rome that was identified in the Downtown Revitalization Initiative for mixed-use development. The developer for this project has been identified and are in the site plan approval process. The mixed-use structure will be approximately 30,000 square feet. The building will include commercial uses on the first floor, approximately 17, one- to two-bedroom residential units, and common area space.

This project will introduce additional commercial space and housing options in downtown and help establish a strong, vibrant downtown core. Infill development within downtown will enhance Rome's sense of place and increase walkability and connectivity by creating a strong frontage on Erie Boulevard and West Dominick Street.



**Rendering of Proposed Mixed-Use Development**

## 2 MIXED-USE INFILL DEVELOPMENT (239-257 W. DOMINICK STREET)

The property located on 239-257 West Dominick Street is a currently vacant site. This site was identified for infill development based on its location in downtown and public ownership. Mixed-use development, including commercial and residential uses is desirable and would increase downtown density and help progress Rome's vision of creating a vibrant 24/7 downtown. Future buildings should include detailed design and architectural elements compatible with surrounding historic buildings and features within the downtown.

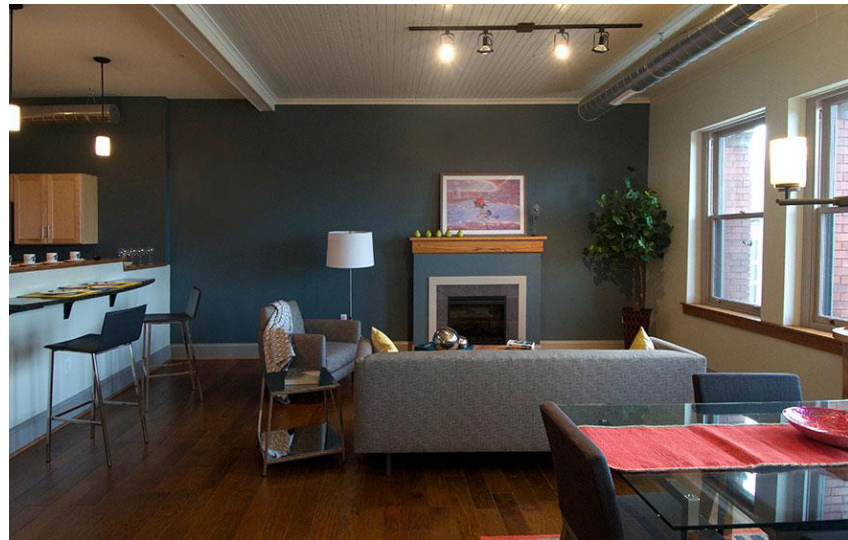


**Representative Image of Mixed-Use Development**

### 3 227 W. DOMINICK STREET - RESIDENTIAL EXPANSION

Downtown Rome has a number of underutilized buildings that can be leveraged to expand residential living. An example of one building includes 227 W. Dominick Street, which fronts both W. Dominick Street and Erie Boulevard. The building has existing commercial office space; however there is approximately 2,500 SF vacant space on the upper stories. The top two floors of this building are positioned for development.

This project includes the renovation of this vacant space into one- and two-bedroom apartments. The apartments are anticipated to be mid-to high end, which will attract additional residents to the area and introduce modernized residential units to the downtown core. The project may also include the conversion of the ground floor space into shared space for residents. A financial pro forma was also completed for this redevelopment and is included as Appendix F.



**Representative Image of Mid-High End Apartment**

### 4 CAPITOL THEATRE APARTMENTS

The Capitol Theatre is a major anchor institution within the downtown core and draws many residents and visitors to the area for arts and cultural performances. The Theatre currently owns a one-story building at the corner of Gigliotti Avenue and Boardman. To capitalize upon the strong arts and cultural vibrancy of the area, the Theatre is proposing the addition of two-stories above the existing one-story building into one-and two-bedroom artist lofts. These apartments are intended to be lower cost housing options for artists that are complemented with live/work spaces and galleries for its tenants. Providing dedicated housing to low-to mid-income artists and community members is anticipated to enhance the artistic community within the downtown and catalyze economic development. A financial pro forma was also completed for this redevelopment and is included as Appendix F.



**Representative Image of Artist Loft**



## 5 LIBERTY / GEORGE MIXED-USE

During the Downtown Revitalization Initiative, the parking garage at the intersection of Liberty Street and George Street was identified as a strategic site due to its central location within downtown Rome. A structural analysis of the garage concluded that the structure was unfit for reuse and a safety hazard. The structure was demolished in June 2019.

The proposed end use of this property is a mixed-use development to support the commercial and residential market of the City of Rome. Specifically, the reuse of the site should include:

- Commercial uses on the ground-level;
- Market rate residential units on the upper floors;
- On-site parking for residents;
- Value-add amenities for tenants such as fitness facility and business center.

Since a developer has not been identified to redevelop the site, an interim public use has been implemented. This interim use, a surface parking facility and public open space, has improved the physical character of the site while fulfilling a public need.



**Current Conditions of Liberty Street/George Street**



**Plan View of Liberty/George Future Improvements**

## 6 LIBERTY / JAMES GARAGE IMPROVEMENTS

The Liberty James Garage is the main parking facility for the Fort Stanwix National Monument and the primary public parking structure in downtown Rome. This proposed project, identified in the City's DRI, entails major aesthetic and structural improvements to the existing parking garage owned and operated by the City of Rome.

The project proposes:

- Removal of the existing enclosed elevated walkway connecting the Fort Stanwix Garage, Rome City Hall, and Rome Mall Apartments.
- Replacement of the storefront glazing, brick repair, and structural reinforcement.
- Installation of wayfinding signage, improved lighting, updated elevators, and stairwells to improve safety and accessibility.
- Repair of concrete decks, ramps, and drainage systems, and improved security camera monitoring in parking areas.
- Refacing of the facade to make the garage more inviting, tying into the context of the adjacent Fort Stanwix site, Old City Hall, Zion Church, and St. Peters Church.

The improvements will not only improve the aesthetics of the structure, but will also enhance its public accessibility for residents and visitors of the City.



**Proposed Parking Garage Enhancements**



# 7 FREEDOM PLAZA INFILL DEVELOPMENT

Freedom Plaza is located on Erie Boulevard between George Street and James Street. This plaza has approximately 198,000 square feet of retail space that is over 90% occupied. The majority of the retail stores in this plaza are national chains, including JCPenny's, Marshalls, Dollar Tree, and T-Mobile, among others. The plaza has a total of 702 parking spaces, which exceeds the plaza's parking needs and overwhelms the Erie Boulevard streetscape. Infill development along Erie Boulevard should include a mix of commercial offerings that complements the existing retail spaces.

Building frontage along Erie Boulevard will strengthen the sense of place and enclosure along the roadway, thus reducing traffic speeds. Infill development should utilize minimal setbacks from the street to create a more human-scaled environment. Buildings should also incorporate detailed design elements to enhance Erie Boulevard's character, including variability in building height, materials, window treatments, and window size.



**Infill buildings should be located adjacent to Erie Boulevard**

**SNOW REMOVAL SHOULD BE TAKEN INTO CONSIDERATION IN THE WINTER MONTHS TO ENSURE SAFE ACCESS ROUTES THROUGHOUT THE PLAZA.**



**Infill Development in Freedom Plaza**

## BENEFITS OF INFILL DEVELOPMENT

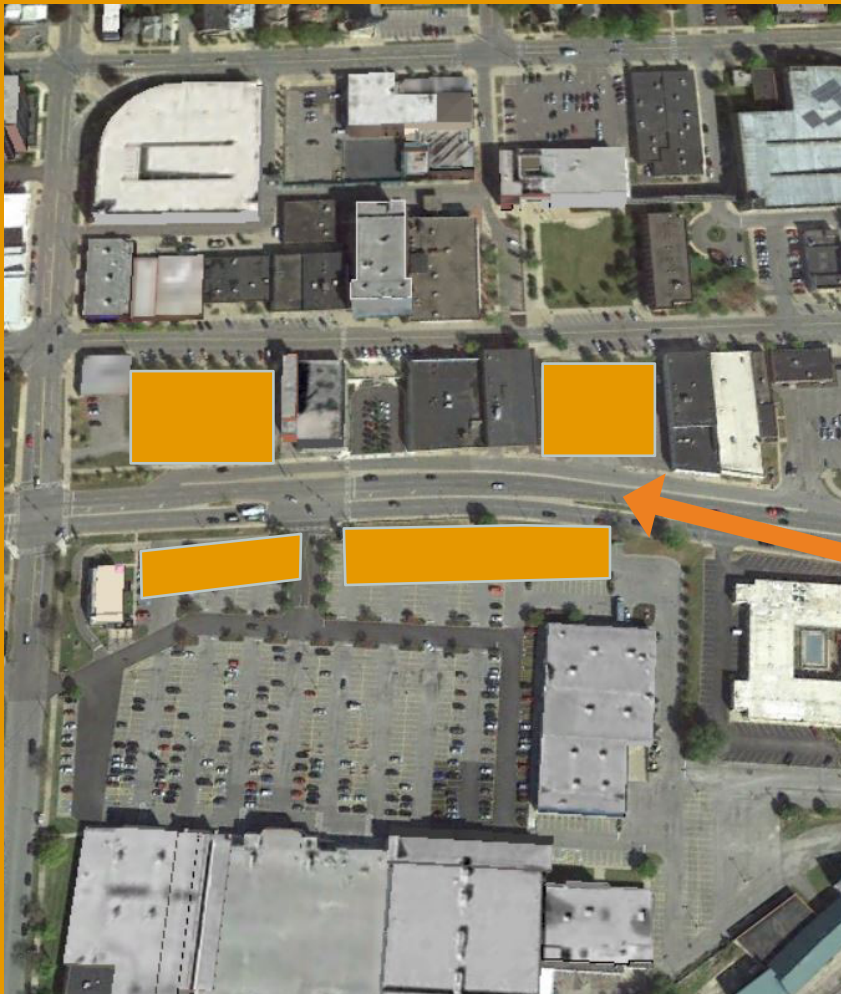
Infill development is the development or redevelopment of land that has been bypassed, remained vacant, and or is underutilized as a result of the continuing development process. Infill development can occur anywhere that a parcel of land is underutilized or misused compared to the surrounding land use activities, such as large urban areas. Developing on this vacant or underutilized land can fulfill the needs of the community, including providing needed housing, retail and community services.

Successful infill development allows for density high enough to support improved transportation choices as well as a wider variety of convenience services and amenities. It can enhance cultural, social, recreational and entertainment opportunities, gathering places, and bring vitality to neighborhoods. Attention to design of infill development is essential to ensure that the new development fits the existing context and character of the area.

Specific benefits of infill development include:

- Continued and efficient use of existing infrastructure;
- Creation of density to support walkable communities;
- Enhanced sense of place; and
- Increased tax base.

Closely related to infill development is the concept of **adaptive reuse**. While infill development focuses on the development of underutilized land or parcels, adaptive reuse more often addresses the issues of existing building design and building use. Implementation of both infill development and adaptive reuse can strengthen community function through the efficient use of existing infrastructure and buildings.



**Proposed infill development projects along Erie Boulevard and W. Dominick Street will positively impact the landscape by providing an enhanced sense of place in downtown Rome.**



## 8 ROME LIGHT INDUSTRIAL PARK

Light industrial development is needed to provide additional employment opportunities to attract new residents. The former Rome Cable site has continuously been targeted as a prime location for investment, job creation and productive reuse. Due to its strategic location near downtown Rome, proximity to existing neighborhoods and manufacturing companies, and the use of potential brownfield incentives, this site is ripe for redevelopment as a light industrial business park campus. The campus could potentially host approximately 160,000 SF of industrial business space which could attract significant jobs to the area.

The City has partnered with local and regional partners to create a long-term vision for this site as a business and tech campus and have continued their efforts to make this development a reality.

Due to former use of the property, environmental contamination exists on the former Rome Cable site. This site is part of the State Superfund Program as Site #633073. Cleanup activities are tentatively scheduled to begin in October 2019 and be completed in June 2020. The remediation will include demolition of site structures, excavation of soils, debris consolidation, off-site disposal of soil, import of clean backfill and the installation of permanent perimeter fencing.

The cleanup and redevelopment of this site will allow for productive reuse. Its redevelopment as a business and technology park will provide a synergistic relationship with the future Cold Point Corporation to be built just north of this site. Both projects will expand light manufacturing opportunities and spur job creation for the City of Rome.



**Conceptual Light Industrial Park Development**

## 9 COLD POINT DEVELOPMENT

Cold Point Corporation is a manufacturer of building heating and cooling equipment based in Rome. New manufacturing space for the company is needed due to the company's growth and expansion over the last several years. During the DRI process, the construction of a 50,000 square foot facility for Cold Point Corporation was identified as a priority project. The new facility, funded in part through the DRI, will provide the company an efficient industrial layout, add a manufacturing line, increase warehousing and distribution capacity, and create up to 15 new jobs within the City of Rome.

This project will expand job opportunities and further progress the light industrial market within the City of Rome. New construction and investment in the City will create momentum and increase economic growth in the region.



## 10 OWL WIRE INDUSTRIAL RENOVATION

220 South Madison Street is the location of a currently active business in the City of Rome known as Owl Wire & Cable Inc. This site is currently undergoing environmental remediation.

Since this company is a viable business in this City, continued industrial use is recommended. The age and condition of the existing building has hindered some of the production at the site; therefore, the modernization of the facility is recommended to support continued operations. Additionally, past feedback from stakeholders has suggested that due to the lower elevation of this site, stormwater management may be necessary to alleviate flooding issues at this location. Green infrastructure should be utilized to reduce stormwater runoff.



**Current Owl Wire & Cable Facility**



## GOING GREEN WITH GREEN INFRASTRUCTURE

Feedback from the Erie Boulevard BOA steering committee and community members indicate that the South Rome area is very wet and muddy, and often has incidents of minor flooding.

Green infrastructure can help mitigate these persistent issues! This type of infrastructure can help to protect water quality, reduce stormwater runoff, mitigate flooding, as well as provide an enhanced sense of place. By using specific vegetation and soils, green infrastructure can mimic nature by soaking up and storing water. Elements of green infrastructure can be easily incorporated as part of site designs to mitigate the effects of stormwater runoff. Some elements of green infrastructure can include:

- **Bioswales.** Vegetated open trenches designed to temporarily store and infiltrate stormwater.
- **Pervious pavements.** A porous pavement surface that lets stormwater percolate and infiltrate, rather than going directly into the public drainage system. In addition to reducing runoff, pervious pavements can trap solids and filter pollutants from the water. Installed in areas with solar access pervious asphalt accelerates snow melt and reduces the need for salt.
- **Wildflowers.** A diverse mix of low maintenance, deep rooting wildflowers and grass species can provide shade, stormwater infiltration, and a pleasant visual experience.
- **Rain Barrels.** A rain barrel is used to collect rain water. This water can then be used for watering lawns and gardens, washing cars, agriculture, etc. Rain barrels can be installed in residential areas and help reduce stormwater running into sewer systems.



Residential Area Bioswale



Bioretention and Pervious Pavement



Rain Barrels for Community Use

# 11 + 12 INFILL DEVELOPMENT (328 RIDGE STREET / 119-203 RIDGE STREET)

Several properties exist throughout the Erie Boulevard BOA that are in various states of disrepair and in need of investment. A concentration of these properties are located just outside of downtown in proximity to the former Rome Cable site. These properties present an opportunity for infill development to upgrade their use from underutilized parcels to thriving businesses.

328 Ridge Street contains several underutilized buildings and presents an opportunity to create a new use that provides employment opportunities and an aesthetically pleasing building suitable for a range of uses, including commercial or flex space that fulfills the needs of the residents and community.

119-203 Ridge Street is another property within the Erie Boulevard BOA that could benefit from infill development. This property has two buildings; one dilapidated and vacant structure and a former storage facility. Since this property is not utilized to its highest and best use, recommended reuse of this property includes a light industrial or commercial use that is compatible with the surrounding neighborhood, such as a research and development company. This type of company or flex space has the potential to attract innovative companies to the City of Rome and are highly desired proximate to residential uses due to their low-impact to the surrounding area.

The location of these Ridge Street properties presents a strategic opportunity to transition uses from a busy downtown environment to a calmer residential neighborhood. Proposed uses that are compatible with a residential area but also support employment opportunities near downtown include technology businesses. These businesses generally do not negatively impact residential areas and seamlessly in contextually. Types of businesses could include software and productivity, technology start-up companies, as well as research and development.



**Representative Images of Proposed Infill Developments**



# 13 INDUSTRIAL REUSE

As part of the light industrial business campus proposed on the former Rome Cable site, additional light industrial space could be supported on the corner of South Jay Street and South Matthew Street. This building, also known as the former Par Technologies building, is currently vacant. Adaptive reuse of this building into light industrial use at this location could provide employment opportunities for City of Rome residents and attract additional residents and visitors to the area.

## WHAT IS ADAPTIVE REUSE?

Adaptive reuse is the process of taking an old building or site, and reusing it for a purpose other than it was designed. It typically involves a level of historic preservation and conservation.



**Existing PAR Technologies Building**



**Proposed Reuse of the PAR Technologies Building**



# 14 RESIDENTIAL INFILL DEVELOPMENT

Newer, modernized housing options are needed in the Erie Boulevard BOA to attract a mix of new residents and support anticipated employment opportunities. As such, a mix of single-family and multi-family infill residential development is recommended in the South Rome neighborhood between South Jay Street and South Madison Street. This housing development should be consistent in design with the existing residential housing in the area, but offer updated amenities and housing mix.



**Existing Site Conditions**



**Representative Images of Proposed Residential Development**



## 15 CITY HALL / CITY GREEN IMPROVEMENTS

Improving public spaces for gathering is a top priority for the City of Rome. During the Downtown Revitalization Initiative process, projects were identified to enhance public spaces and allow for additional programming for community use. These projects include upgrades to City Hall and enhancements to the City Hall green space, known as 'City Green'.

The City is currently engaged in a detailed design process for City Hall and City Green with construction partially funded through DRI awards.

Improvements to City Hall include:

- Construction of a new one-story infill structure to additional programming space;
- Creation of a new secure entryway into City Hall to increase safety and security;
- Construction of new ADA-accessible restrooms; and
- Meeting space.

Specific components of the City Hall green space improvements include:

- Creation of a formalized concert stage for spring and summer events;
- Installation of a winter ice skating rink;
- Placemaking and art installations;
- Flexible programming areas for special events and themed activities; and
- Vendor support for planned events.

Upgrades to these spaces are intended to provide programmable space that the community can utilize for events and activities year-round. This project will increase utilization of the municipal green space, revitalize this centrally located public amenity, attract visitors to downtown, promote reinvestment in downtown, and reinforce downtown's sense of place and recreational offerings.



**City Hall Improvements view from City Green**



**Entry Improvements to City Hall**





Improvements to the City Green space adjacent to City Hall are intended to create a year-round public gathering space for residents and visitors of downtown. These improvements will allow for a variety of activities and placemaking near the City's municipal center.





## 16 DOWNTOWN TRANSPORTATION IMPROVEMENTS

The Central New York Regional Transportation Authority (CENTRO) is the public transportation provider for the Mohawk Valley region and the City of Rome. As part of the Downtown Revitalization Initiative, this project was identified to improve multi-modal options and public transportation efficiency for Rome residents and visitors.

Specific elements of this project include:

- Development of a +/- 360 square foot building along Liberty Street, including a heated/cooled shelter location with space for people waiting for buses; and
- Landscape improvements along North Washington Street and Liberty Street to create an attractive streetscape environment.

Enhancements along Liberty Street will also occur in conjunction with the implementation of the bus shelter to improve the public realm in front of City Hall. Liberty Street currently has two travel lanes in each direction. Recommended enhancements to this roadway include conversion of two of these travel lanes into a designated bus lane and an on-street parking lane.

The final design for this project has been completed. Construction of this project began in Fall 2019 with funding provided through the DRI. This project will offer bus riders a convenient transportation amenity, increase the number of on-street parking spaces on Liberty Street and improve the functionality of public transportation in downtown Rome.



Rendering of CENTRO Bus Shelter on Liberty Street



Existing Liberty Street Conditions



Proposed Liberty Street Enhancements

The combination of new bus shelter and Liberty Street configuration modifications will allow for improved public transportation services within downtown Rome. Public realm improvements, including additional streetscape amenities, will create a comfortable, convenient and safe location to utilize enhanced public transportation options for residents and visitors.



## 17 CAPITOL EXPANSION

The Capitol Theatre is a 1,788-seat auditorium opened in 1928 that is used for live stage performances and movie screenings. The theater has a 20'x40' movie screen, shows movies with carbon arc film projection (and also has digital capabilities), shows silent movies with live theater organ accompaniment, and has a full pit for live orchestras to accompany stage performances. In 2014, the Cinema Capitol was opened next door to the Capitol Theatre, with two smaller theaters, seating 51 and 73 people.

During the DRI process, this project was identified as a priority project, which ultimately received funding to continue on-going Capitol improvements. The proposed project will advance the restoration of the historic theater to the period of its most recent renovation, circa 1939, and improve the primary building electrical, mechanical, and plumbing systems. Improvements include the replacement of the front entry doors and storefronts, installation of a new marquee sign to match one from the original installation, seating restoration, and other decorative enhancements. Additionally, separate fundraising will be generated to improve landscaping around the theater, improve the electronics systems in the theater, purchase furniture, and renovate the back building (owned by the Capitol Theatre) to create a black box studio for rehearsals, performances, and community / private events.

This project will re-establish the Capitol Theatre as a premier venue for performances in the region and contribute to the revitalization and reactivation of downtown Rome.



**Rendering of Exterior Capitol Improvements**

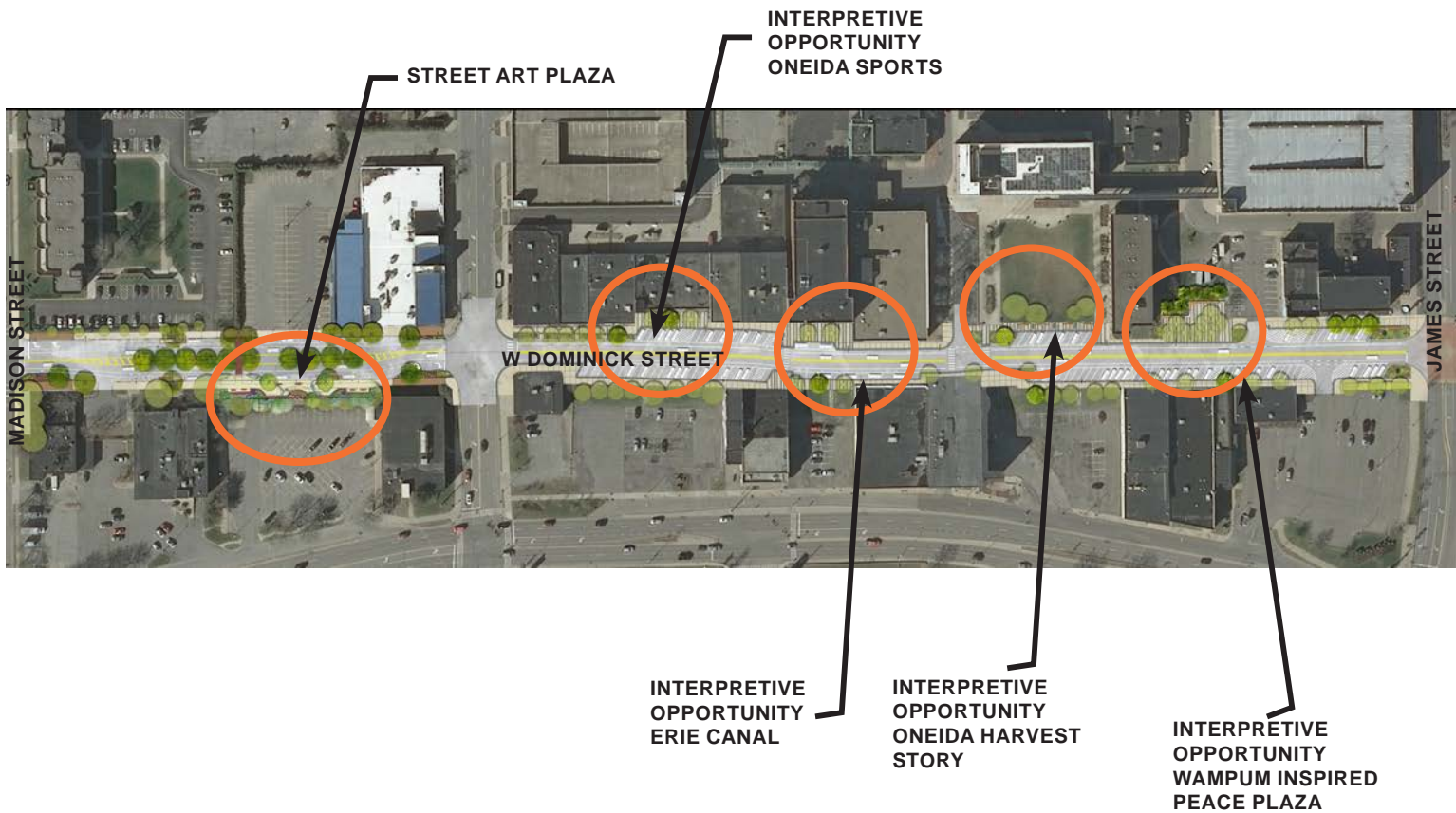


**Improved Alleyway adjacent to Capitol Theatre**

# 18 WEST DOMINICK ART PLAZA

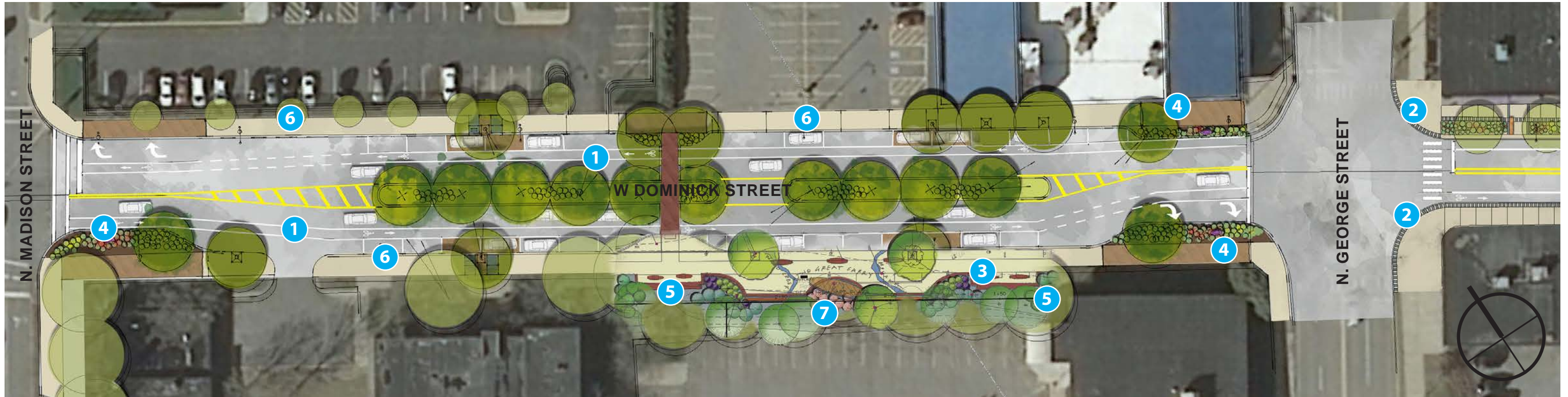
West Dominick Street is a major commercial corridor that is home to a number of small businesses and a vibrant art community within downtown Rome. This roadway provides residents and visitors access to the Capitol Theatre Complex, restaurants, cafes and art studios. Due to the large presence of the arts and cultural district, public art installations are recommended along West Dominick Street as a way to promote the art community and rich history within the City of Rome.

The West Dominick Art Plaza is a combination art installation and streetscape project to enhance the public realm. This project celebrates the Oneida Indian Nation and Rome's history with the incorporation of plantings, seating benches and public art sculptures extending from N. Madison Street to James Street.



**Aerial View of Proposed West Dominick Art Plaza**





LEGEND

- 1. BIKE LANES
- 2. STREET EDGE PAVEMENT INSPIRED BY ONEIDA NATION BEADING
- 3. STREET ART PLAZA
- 4. RAIN GARDENS
- 5. BENCHES
- 6. LIGHT POLES
- 7. NEW PLANTINGS SIGNIFICANT TO ONEIDA NATION

-  NEW TREE
-  EXISTING TREE







LEGEND

1. BIKE LANES
2. RAIN GARDENS
3. STREET EDGE PAVEMENT  
DETAIL INSPIRED BY ONEIDA  
NATION BEADING
4. PAVEMENT TREATMENT  
INSPIRED BY THE ONEIDA  
NATION WAMPUM
5. BENCHES
6. LIGHT POLES
7. NEW PLANTINGS SIGNIFICANT  
TO ONEIDA NATION
8. INTERPRETIVE OPPORTUNITY  
AREA- ONEIDA NATION SPORTS
9. INTERPRETIVE OPPORTUNITY  
AREA- ERIE CANAL HISTORY

INSPIRATIONAL BEADING AND  
BASKET WEAVING FROM THE ONEIDA  
INDIAN NATION



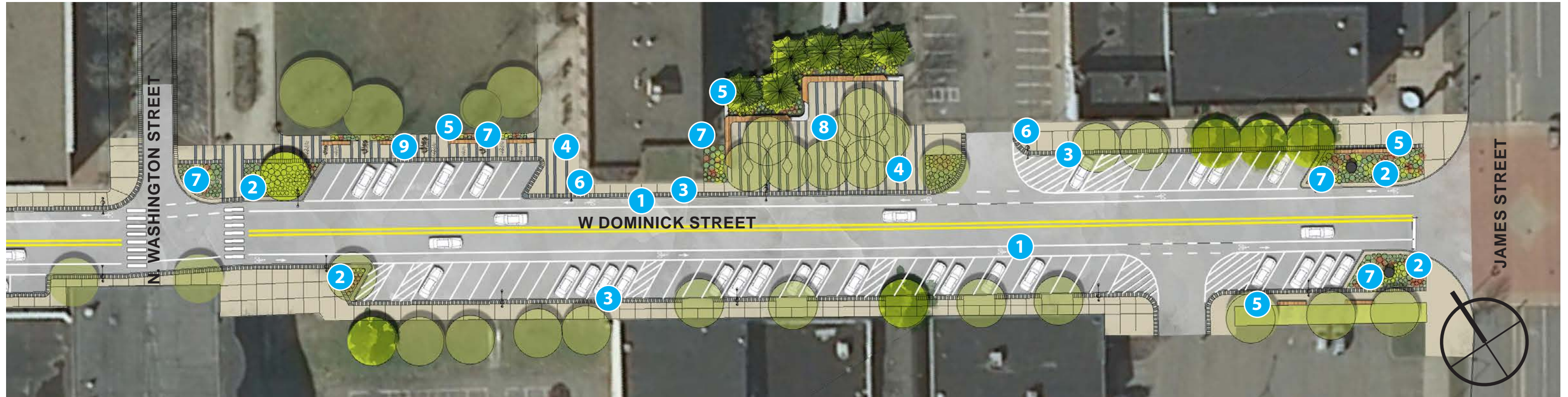
NEW TREE



EXISTING TREE







LEGEND

- 1. BIKE LANES
- 2. RAIN GARDENS
- 3. STREET EDGE PAVEMENT  
DETAIL INSPIRED BY ONEIDA  
BEADING
- 4. PAVEMENT TREATMENT  
INSPIRED BY THE ONEIDA  
WAMPUM
- 5. BENCHES
- 6. LIGHT POLES
- 7. ART SCULPTURE
- 8. PEACE PLAZA
- 9. INTERPRETIVE PAVEMENT



NEW TREE



EXISTING TREE





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# 19 COPPER CITY COMMONS

Placemaking is an important component to downtown revitalization. Utilizing placemaking techniques to create public gathering spaces that the Rome community can utilize is recommended on West Dominick Street and Gigliotti Avenue. Improvements are recommended to activate the rear facades on West Dominick Street and create an interesting experience for pedestrians. This area of downtown contains a number of storefronts and cafes and is in proximity to the City Hall. The Copper City Commons project proposes enhancing the existing public space through placemaking and streetscape elements, including:

- Outdoor tables and seating opportunities;
- Designated parking spaces on Gigliotti Avenue;
- Enhanced landscaping;
- New sidewalks and curbing;
- Public art installation.



Rendering of Proposed Copper City Commons





**These images reflect enhancements that could be made in the building rear of Coppercino's Coffee House. Creating a gathering space with seating opportunities across from the newly created public space at the corner of N. George Street and Liberty Street will create an enhanced and synergistic community space for residents and visitors.**



# STORYTELLING THROUGH PLACEMAKING

The implementation of the master plan and recent on-going investment means that there will be a significant amount of changes in downtown over the next several years. While there are design guidelines in place that relate to the downtown and its aesthetic appeal, ensuring a way to tell the story of Rome's history and create a cohesive sense of place is important. Storytelling and cohesive design throughout the downtown and Erie Boulevard BOA can take place through placemaking, whether it is derived from similar building materials, streetscape design, community spaces or public art features.

Several projects are proposed or already underway in the City of Rome that will begin this placemaking effort, including the West Dominick Art Plaza and Copper City Commons. These projects combine public art and pedestrian amenities to create an interesting, educational, and celebratory public space for both visitors and residents. Additional elements similar to this concept can be implemented throughout the City of Rome to visually and physically connect spaces to tell the story of Rome and its history. For example, streetscape design on West Dominick Street could include pedestrian and bicycle amenities, such as bike lanes and racks to help physically connect users to various destinations throughout the City, including Fort Stanwix.

The following pages contain a materials palette that can be referenced for future public realm features, including street infrastructure and defining public realm features.



Representative Examples of Placemaking

# STREETSCAPE MATERIALS AND AMENITIES PALETTE

## Hardscape Materials



Integral Color Stamped Concrete



Paver Bands - Cambridge Driftwood



Broom Finished Concrete

## Streetscape Amenities & Wayfinding



Maglin - 6' MLB 1200 Series with Arms, Metal Components to be Black



Maglin - MLWR200-32 Color to be Black



Wayfinding Signage



## Plantings



**Honey Locust**



**Red Maple**



**Switchgrass**



**New England Aster**



**Black-Eyed Susans**



**Salvia**



**Daylilies**



**Gro Low Sumac**



**Virginia Sweetspire**



## 20 FREEDOM PLAZA PEDESTRIAN IMPROVEMENTS

Freedom Plaza is located along Erie Boulevard in close proximity to the downtown core and small-retail establishments. Currently, this plaza has a large surface parking lot that caters to vehicular users. Improvements in and around Freedom Plaza are proposed to increase walkability and connectivity to the downtown core.

Recommended improvements include:

- Installation of sidewalks and landscaping from the plaza entrance to the existing storefronts;
- Installation of green islands within the parking lot;
- Streetscape enhancements, including planters and streetscape amenities along Erie Boulevard;
- Enhanced crosswalks on Erie Boulevard.

The proposed improvements will enhance the sense of place within the City of Rome. Safer crossings and streetscape amenities may encourage the patrons of Freedom Plaza to park and walk to downtown storefronts.

### SHARED PARKING

The inclusion of shared parking provisions may decrease the abundant parking that exists in downtown Rome. There are several instances of multiple, large parking lots adjacent to one another. Shared parking provisions and signage would allow property owners to combine parking facilities to reduce the amount of surface parking. This type of parking is effective within downtowns with mixed-use developments since parking demand for these uses varies throughout the day and would be suitable for the Freedom Plaza parking lot and proximate downtown parking lots.





# 21 ROME CABLE TOWER RE-IMAGINING

The Rome Cable Tower is a recognizable and iconic structure that signifies the City's industrial past. Since this cable tower no longer has a use for industrial purposes, re-imagining the structure in an artistic manner will preserve its historical integrity while also celebrating Rome's past.

This project proposes light projections or artistic paintings on the Rome Cable Tower to reuse the structure as an art canvas. This reimagining of the cable tower is anticipated to change the narrative surrounding the former industrial building and serve as an attraction and source of pride for the City. Light projections are versatile due to their ability to be changed and altered throughout the year. Projections could potentially promote specific events and activities throughout the City.

## BUFFALO'S GRAIN ELEVATORS REIMAGINED

On the Buffalo River, adjacent to downtown Buffalo, sits a former grain elevator, which influenced the City's industrial history. Since this structure is no longer functional, city planners have reimagined this space to draw visitors to the waterfront.

Every night from dusk until 11 PM, the grain silo at Canalside features a light show that transforms the structure into a contemplative artistic light installation. This installation can be enjoyed by those of all ages and acts as a tourist attraction for the City. The City has also reimagined the grain elevators as Labatt Blue Beer Cans.



**Existing Iconic Rome Tower Cable**



**Light Projection Rendering**



**Mosaic Rendering**

# 22 ERIE BOULEVARD IMPROVEMENTS

Erie Boulevard is a five lane roadway that travels through the entire BOA. This roadway is notorious for high traffic speeds and is a safety hazard for pedestrians and bicyclists. Improvements to this roadway are proposed to slow traffic and increase safety and encourage alternative modes of transportation. The character of Erie Boulevard changes significantly from west to east. As such, vehicular-oriented improvements are proposed on Erie Boulevard from the western BOA boundary to Madison Street, and pedestrian-oriented improvements are proposed from Madison Street to James Street.





## PEDESTRIAN IMPROVEMENTS

Erie Boulevard from Madison Street to James Street encompasses the area of Rome's downtown core; therefore, walkability and connectivity is desired on this section of the roadway to create an active and vibrant streetscape and strengthen the connection between the north and south sides of Erie Boulevard. Improvements include sidewalk enhancements, installation of street trees and landscaping, installation of streetscape furniture including benches, and bicycle racks, and creating a designated bicycle lane. These improvements will create enhanced connectivity throughout the downtown core and to surrounding residential neighborhoods.

## PEDESTRIAN-ORIENTED DESIGN

Pedestrian-oriented design encourages a dense mix of land uses including compact residential and commercial areas, smaller block sizes, design features that prioritize pedestrian safety, and local amenities such as parks, street trees and public art. Pedestrian-oriented design also helps to make places more walking friendly by providing a range of transportation options. Improvements such as clear, comfortable pedestrian pathways, bicycle connections, bicycle parking, access to trails, walkways, and transit options enhance the pedestrian experience.



The pedestrian improvements shown here are a shorter term solution to pedestrian access on Erie Boulevard. Additional pedestrian improvements within Freedom Plaza are representative of the longer-term walkability vision for this area in downtown Rome.

## INTERSECTION IMPROVEMENTS

As a component of the pedestrian improvements, intersection improvements are also recommended on Erie Boulevard to increase pedestrian safety and create a more comfortable experience for users when crossing this roadway. The proposed improvements to Freedom Plaza will draw additional visitors to downtown and the desire to create a seamless connection to and from the north and south side of Erie Boulevard is possible through these types of intersection enhancements. Creating visually enhanced crosswalks will place more focus on other types of users will encourage pedestrian and bicycle usage in this section of the City.



Proposed Intersection Improvements on Erie Boulevard and George Street



## VEHICULAR IMPROVEMENTS

The western end of Erie Boulevard is characterized by inconsistent building design, large building setbacks that comprise primarily service-oriented retail establishments.

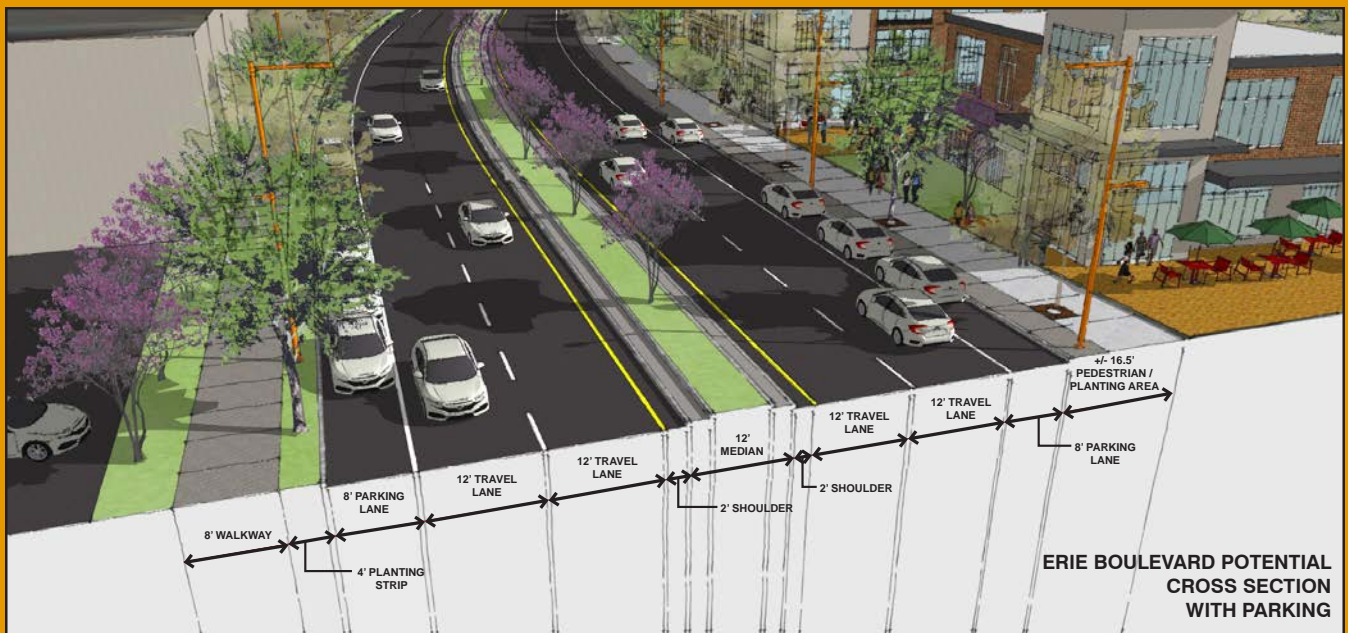
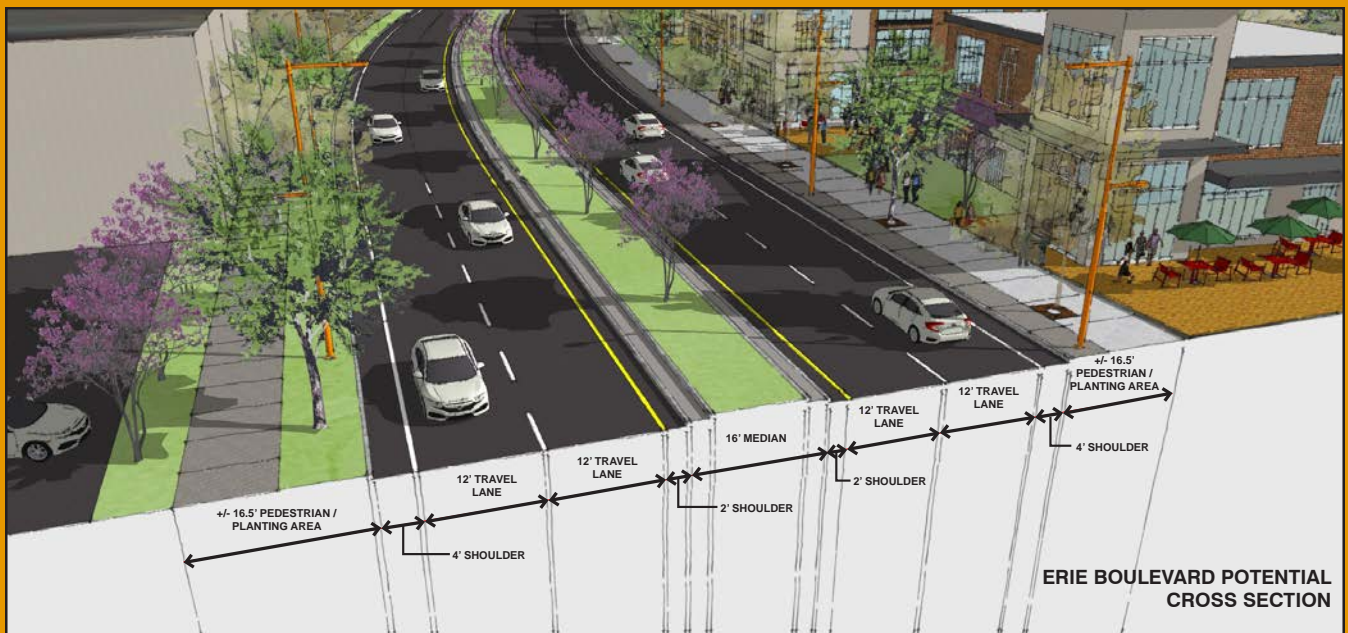
This section of the roadway is focused on vehicular traffic rather than pedestrians and bicyclists. Since this section is removed from the downtown core of Rome, improvements include enhancements for all users, but are more vehicular-oriented. Improvements include vehicular-scaled amenities, such as light poles, but will also include sidewalk enhancements and landscaping.



**Proposed Vehicular Improvements on Erie Boulevard**

# ERIE BOULEVARD REDESIGN

In 2005, the City of Rome adopted a Comprehensive Plan that contains initiatives and planned investments for the City. Within this plan, there are recommendations for the redesign of Erie Boulevard increase the functionality of the roadway for pedestrian, vehicular and bicycle access, improve the aesthetic appeal of the roadway and implement landscaping improvements. Two potential cross sections representative of the Comprehensive Plan's proposed improvements are shown below. There are a range of Erie Boulevard improvements that could be implemented to enhance the streetscape, improve multi-modal transportation, and create a visually appealing streetscape to catalyze economic development and downtown vitality.





## 23 ERIE BOULEVARD PEDESTRIAN CROSSING

In addition to Erie Boulevard streetscape enhancements, crosswalk enhancements are proposed for the Erie Boulevard and West Dominick Street intersection to improve connectivity throughout the BOA and enhance visibility. This improvement will allow a more seamless and safe connection to the enhanced trail network recommended throughout the Erie Boulevard BOA. Increasing visibility of this crosswalk could include colored and textured treatments, as well as high visibility paint. Treatments are intended to warn drivers of potential pedestrians and slow traffic, which will improve safety for all users.

### WALKABILITY AND ECONOMIC DEVELOPMENT

Is there a connection between street design, walkability and the economic vitality of a neighborhood or downtown? Urban planners across the country say "YES!"

The basic hypothesis is that changes in travel patterns, spending patterns and neighborhood desirability caused by changes in the street environment can impact the amount of activity businesses generate.

Improving access for all modes of transportation, including pedestrians and bicyclists, has been shown to increase the consumer base for local businesses who rely on street traffic. By creating a more comfortable, enjoyable public realm, people are more likely to spend more time on the street and travel further distances to arrive at a particular location.

Beyond potential impacts on retail traffic, an improved street environment might also affect other economic outcomes in a less direct way, such as retail and office rents and property values, by changing the perceived desirability of a street or neighborhood.



Representative Images of Enhanced Crosswalks

# 24 GATEWAYS

Signage is an important component of creating welcoming destinations. As part of the overall signage and wayfinding system, gateway signage is proposed in three locations within the Erie Boulevard BOA. These gateways are intended to designate entry into the City of Rome and downtown core and will serve as an identifiable feature to welcome residents and visitors.

These gateways are the “first impression” a visitor has of the City or downtown area; therefore, these signs should be consistent in design and reflect the desired design aesthetic for the overall system. These entryways can also be enhanced with lighting and landscaping to further define them. Plantings that may be incorporated include street trees, shrubs and greenery.



Examples of Gateway Signage



## GREENWAY CONNECTIONS

### 25 CLINTON'S DITCH TRAIL / INTERPRETATION

Rome has a rich history surrounding the construction of the Erie Canal in the early 1800's. What is now referred to as "Clinton's Ditch" was the first shovel in the ground to construct the Erie Canal. This spur of the Erie Canal is now filled in with soil; however, this area still carries significant history. To celebrate the history of the area and create a connected greenway network, improvements along Clinton's Ditch are proposed from South James Street to South Jay Street. Two options for the trail interpretation include constructing a multi-use trail, while the other includes re-watering of Clinton's Ditch. These improvements will provide enhanced connections for the overall trail network and proposed light industrial business park.





## 26 S. MADISON STREET PEDESTRIAN IMPROVEMENTS

Connectivity throughout the City of Rome is important for resident quality of life and visitor ease of access. The neighborhoods in the southern portion of the Erie Boulevard BOA and the Erie Canal are currently disconnected from downtown Rome. To provide more multimodal connections between these destinations, pedestrian improvements along South Madison Street are recommended. Improvements include greenway multi-use path construction on both sides of Madison Street from Erie Boulevard to Muck Road as well as a strengthened crosswalk connection at the intersection of South Madison Street and Muck Road. The installation of a painted crosswalk at this intersection will provide safer access to the proposed boat launch along the Erie Canal.



**Existing View of S. Madison Street from Boat Launch**



**Proposed Crosswalk Connection to Boat Launch**



# 27 S. GEORGE STREET PEDESTRIAN IMPROVEMENTS

Connectivity enhancements are also proposed on South George Street to connect the residential area and Erie Canal to downtown Rome. Improvements are recommended on South George Street adjacent to the proposed Clinton's Ditch enhancements to create an inviting and welcoming space and links destinations within the City. Crosswalk paint could include vibrant blue paint to represent the water elements of the Erie Canal and historic Clinton's Ditch.



Existing Conditions on S. George Street



Proposed Crosswalk Connection





**Providing separated and defined pedestrian pathways within the South Rome neighborhood will encourage walkability and exploration throughout the City of Rome. Residents and visitors alike will feel more comfortable and safe on these pedestrian networks and be more likely to spend more time visiting the Erie Canal and downtown Rome.**



## BENEFITS OF GREENWAY CONNECTIONS

Greenways are linear elements of our communities. Trails provide connections that tie communities together, link park and recreation opportunities, and serve as transportation routes. Greenways provide connections that tie natural systems together and conserve important natural resources and character. Although trails and greenways are primarily links in a large system, they can be destinations in their own right.

### Why are greenway connections important?

- + Greenways encourage physical activity
- + Greenways increase property values of adjacent properties
- + Greenways protect important natural resources
- + Greenways connect community assets and encourage tourism

### THE POSITIVE VALUE OF GREENWAYS | PITTSBURGH, PA

The City of Pittsburgh, PA recently constructed the Three Rivers Heritage Trail, which is a 24-mile multi-use riverfront trail system that connects Pittsburgh's three rivers; the Allegheny, Monongahela, and Ohio Rivers. This trail system provides access to city neighborhoods, business districts, and local attractions. The trail promotes a healthy lifestyle, is popular for recreation, and provides a safe route for commuters.

According to a study, this trail system has positively affected home prices and has benefited the local and regional economy in Pennsylvania. The study found that in 2014 the Three Rivers Heritage Trail received roughly 622,873 visits resulting in an economic impact of \$8,286,026. A total of 75% of these users were city residents, 15.5% lived in the county outside of Pittsburgh and 9% came from further away.



# 28 CLINTON'S DITCH INTERPRETIVE PARK

As part of the overall greenway plan for the Erie Boulevard BOA, an interpretive passive park is proposed. This passive and wild park will allow the opportunity for resident and visitors to experience the outdoor and natural areas within the City of Rome. These parks typically do not have programmed spaces other than benches and walking paths, so that users can observe wildlife and study nature. Elements of this park could include interpretive and educational elements focused on the surrounding natural landscape and wetlands, as well as scenic outlooks. Bat houses could also be installed throughout the park to mitigate the presence of mosquitoes in this area.

## MOSQUITO CONTROL THROUGH BAT HOUSES

South Rome has been known to have an abundance of mosquitoes due to its wet environment. Bat houses have become a popular and natural way to mitigate mosquitoes. A single bat can eat between 500 and 1,200 mosquitoes per hour! Bat houses can hold between 20 to 100 bats and can be mounted to buildings, trees or poles. These houses should be installed 15-20 feet above the ground, should not be exposed to bright lights and should face south to southeast to take advantage of the morning sun. Research shows that the bigger the bat house the better since bats prefer to live in large groups.

## MAKING RECREATION EDUCATIONAL

Interpretive and educational signage is often used to help create a narrative for park users. This type of signage narrates stories designed to stimulate the minds of visitors and present themes that allow visitors to clearly understand a location's history, environment, or culture. Rules of thumb for creating effective interpretive signage includes utilizing:

- Icons, imagery and illustrations;
- Short text and bullet points;
- Tactile elements; and
- Color variations.





## 29 NEW MULTI-USE TRAIL CONNECTION

Off-road trail connections are important to community cohesiveness since they provide recreational opportunities and allow community members to connect more readily to nature. Creating a cohesive trail network and linking important recreational destinations throughout the Erie Boulevard BOA can be achieved through a network of multi-use trail connections.

An opportunity exists to enhance an underutilized rights of way for public use. Niagara Mohawk Power currently owns a right of way that extends from Muck Road and intersects at a utility easement owned by City of Rome near Wright Street. A 10-foot wide multi-use trail (with two foot clear buffers on each side) along this right of way would provide a critical connection from the Erie Canal near Muck Road to the proposed Clinton's Ditch trail interpretation and other multi-use trail connections throughout the BOA to create a connected and linked pedestrian and bicycle network. This connection would also be ADA-accessible.



Naturalized paths and trailways, comprised of stone, gravel, or wood chips could be installed as a transition to a graded paved surface in the long-term.



**Multi-Use Trail with Kiosk Signage and Pedestrian Amenities**



## 30 MULTI-USE TRAIL - MUCK ROAD

Creating an interesting and unique trail network involves the use of varying types of trails throughout the system. For this reason, this proposed project involves the construction of a 10-foot wide naturalized trail connection. This trail connection extends from the proposed Canal Landing boat launch along the north side of Muck Road to Gryziec Field. This type of trail could be constructed with compacted stone to provide variability in the trail network. This trail network should be complemented with a wayfinding signage system to guide and provide context to users while on the trails. Direct linkage to Gryziec Field along with the proposed improvements to this recreational asset are anticipated to increase visitation to this park space and utilization of the trail system in Rome.



**Naturalized Trail with Wayfinding Signage**

## 31 RAIL-TO-TRAIL CONNECTION

An abandoned rail line on the western side of the Erie Boulevard BOA. The proposed project involves re-purposing this former rail line into a recreational asset as a multi-use trail. These paths are easily convertible to trail connections due to their flat or gentle slopes and generally straight configuration. This trail connection would connect Muck Road near the Erie Canal to Erie Boulevard and would serve a dual purpose as an alternative transportation and recreational amenity for residents, visitors and travelers.



**Representative Image of Rail-to-Trails Connection**

Once completed, these trailway connections would essentially be the Erie Canalway Trail that connects South Charles Street to James Street through the BOA area.



## 32 INDUSTRIAL USE GREENWAY CONNECTION

Cold Point Company will soon be constructing a light manufacturing facility in proximity to the former Rome Cable Site. A trail network connection extending from this site to Erie Boulevard will allow for a seamless greenway connection from the South Rome neighborhood and manufacturing centers to the Erie Boulevard Corridor. This greenway connection is envisioned as a multi-use trail, lined with greenery and pedestrian amenities to ensure a comfortable experience along Ridge Street, connecting to Erie Boulevard from both S. Madison and S. George Streets.



### ONEIDA RAIL TRAIL | CITY OF ONEIDA, NEW YORK



The Oneida Rail Trail (ORT) is a proposed 11.3-mile non-motorized, multi-use trail located in the City of Oneida. The purpose of the ORT is to create a cultural corridor along three abandoned rail lines: the New York Central, West Shore Division, and New York Ontario & Western. These former rail beds run through the heart of downtown Oneida and connect to the Village of Wampsville to the west and the City of Sherrill to the southeast.

When completed, the ORT will link three communities, businesses, offices, parks, tourist destinations, education facilities, and other trails including the Old Erie Canal Towpath to create a new economic engine in the area and source of community pride. While the entirety of envisioned greenway system has not been completed to date, much progress has begun on this trail. In 2018, two segments of the ORT were completed, along with landscaping improvements, sidewalk construction, and a new pedestrian plaza for the City Center. The City and Madison County continue to apply for funding to construct the remaining portions of the trail.



# RECREATIONAL ENHANCEMENTS

## 33 GRYZIEC FIELD IMPROVEMENTS

Gryziec Field is located adjacent to residential neighborhoods in South Rome. This park provides open play areas, ball diamonds, hard courts, a pool and playground equipment. The park is located just off of James Street with entrances on Gryziec Avenue and West Street and a parking area on Muck Road. The park is currently disconnected to the residential neighborhoods to the west and is in need of amenity improvements.

Recommended improvements to the park include an enhanced entryway and parking area near Gryziec Avenue, two basketball courts, and an improved ball field. These amenities will make the park more accessible for residents and visitors, strengthen community pride and increase recreational options within the City of Rome near the Erie Canal.

### PUMPTRACKS



Pumptracks, a structure that utilizes an up and down pumping motion to propel bikes and skateboards forward instead of peddling, are becoming more popular with today's youth. These pumptracks suit any type of terrain and can be made from a range of materials. They create a community environment by bridging the generational gap between parents and adolescents. An opportunity to install this type of low maintenance structure in Gryziec Field may give a new reason for neighborhood youth to frequent the park and connect to the overall greenway trail system.





# 34 CANAL LANDING ENHANCEMENTS

At the intersection Muck Road and South Madison Street, a boat launch and public space exists for the community to access the Erie Canal. This space contains a motor boat launch and scenic overlook and fishing area; however the public realm could be improved to increase use of this strategic space. Improvement to the proposed “Canal Landing” includes:

- A defined and landscaped parking lot area;
- Kayak and canoe boat launch;
- Upgraded scenic and fishing overlook;
- Public amenities, including benches, bicycle racks, picnic tables, horse parking station, and fish cleaning station;
- Upgraded lighting;
- Wayfinding signage elements, including light pole banners and kiosks.



Additionally, Hamilton College, which formerly utilized the boathouse recently vacated this space. There is an opportunity to reuse this building for a fueling station for boaters.

These improvements are intended to provide the public a safe and convenient space to enjoy the waterfront and attract additional visitors to the City of Rome for water-based recreational use.







**Aerial View of Canal Landing Enhancements**



**Perspective View of Proposed Public Amenities**



# 35 TRAILHEADS

Trailheads are important elements of a connected trail system since they designate critical points in the trail network and provide users locational context. Five trailheads are recommended throughout the Erie Boulevard BOA. The design of these trailheads could vary, depending on their location throughout the network, but would generally contain an information/wayfinding kiosk, benches, lighting, and ornamental plantings. The trailhead could also feature a unique gateway element that captures the essence of the City's history and tells the story of its past. These trailheads are proposed at the following locations:

- Erie Boulevard and Railroad Tracks near S. Charles Street;
- Muck Road and former railroad west of S. Jay Street;
- Muck Road east of S. George Street; and
- S. James Street and Muck Road.



**Representative Images of Trailheads**

## 36 CREEKSIDE MIXED-USE DEVELOPMENT

Several properties in the northwest section of the Erie Boulevard BOA are underutilized or blighted. With the ultimate goal of revitalizing this neighborhood and providing a diverse mix of uses in this area, mixed-use development is recommended as an anchor project for the neighborhood. A mixed-use development on 601 W. Dominick Street could potentially include a two- to three-story structure with first floor commercial space and upper story residential options. This development could leverage its location along Wood Creek with a water-based type use, such as a restaurant with outdoor seating along the creek. This development is anticipated to diversify the needed business mix within the Erie Boulevard BOA, attract additional residents to the area, and promote further investment in the City.



**Existing Conditions at 601 W. Dominick Street**



**Representative Images of Mixed-Use Development**



# 37 NEIGHBORHOOD INFILL DEVELOPMENT (VARIES)

The neighborhood area on the northwestern side of the Erie Boulevard BOA is comprised of many small, underutilized, vacant lots; many of which show signs of disinvestment and blight. Infill development on various parcels throughout this area, especially along Calvert and West Dominick Streets, is recommended. Varying types of infill development, including community gardens, a mix of commercial and retail uses, diverse housing options, and small-scale mixed-use development could transform this neighborhood by instilling a new sense of community pride and attract new investment and residents.

Since many of the existing vacant and underutilized parcels are small, their size may not be conducive for recommended development. In this case, land assembly could be an option whereby combining several lots together would be more attractive to a developer or investor. Land assembly will require consistent monitoring of the vacant and abandoned properties throughout the neighborhood and a strategic plan to acquire the land for development.

With the recently updated City zoning code, this area contains a mix of zoning, including Local Commercial, General Commercial, and Single-Family Residential. Specific guidelines related to building placement, design aesthetics, and landscaping for this area will allow for cohesive and appealing infill development for the neighborhood and enhance the area's sense of place.



**Housing Infill**



**Public Gathering Spaces**



**Community Gardens**

**Types of Neighborhood Infill Development**



**Location of Vacant Sites**



# A LOOK INTO NEIGHBORHOOD REVITALIZATION

## LOWER TOWN, KENTUCKY



Lower Town is a neighborhood adjacent to the historic downtown of Paducah, Kentucky. This neighborhood is comprised of Victorian and Greek Revival homes that had fallen into disrepair. In 2002, the neighborhood worked with the City's Main Street organization known as the Paducah Renaissance Alliance to acquire 80 properties via condemnation or foreclosure, it sold them to artists around the country for a token amount with the provision they rehab them into first-floor studios with second-floor living spaces. A local bank offered zero-down, low-interest loans for the full cost of upgrading the dilapidated properties. The city now has a critical mass of galleries, arts-related businesses and an arts school.

## CITY OF PADUCAH ARTIST RELOCATION PROGRAM



In an effort to revitalize the City of Paducah, a local artist created a program that offered local artists affordable real estate, financial incentives, relaxed zoning laws, and marketing support. The Artist Relocation Program began in March 2000 and seeks to foster an environment where artists and arts could flourish in a neighborhood environment. To date, Lower Town artists/residents, primarily through a generous and innovative financing arrangement offered by community partner Paducah Bank, have invested over \$30 million in restoring this model community to its previous glory. Paducah's historic downtown and Lower Town Arts Districts are now among the most charming and desirable neighborhoods in the country. The historic district offers the highest quality of life within walking distance of arts, culture, recreation and the riverfront parks.





# 38 W. DOMINICK STREET ENHANCEMENTS

Along with development opportunities in the Erie Boulevard BOA, streetscape enhancements are recommended to improve walkability, soften the streetscape, and enhance the overall aesthetic appeal of the neighborhood. Proposed streetscape enhancements include:

- Sidewalk repairs and construction on both sides of West Dominick Street;
- Enhanced plantings and landscaping, including street trees and shrubs; and
- Installation of pedestrian and bicycle amenities, including street benches, trash receptacles, bicycle racks, bicycle lanes, pedestrian-scaled lighting, and enhanced bus stops.

These elements will increase the aesthetic appeal of the neighborhood as well as improve pedestrian and bicyclist safety by providing increased connectivity throughout the City. Uniquely branded and identifiable streetscape elements are recommended to raise community pride and ownership.

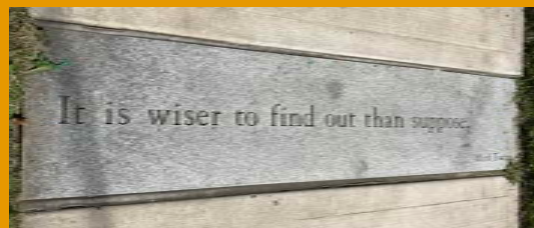


**Existing West Dominick Streetscape**



**Representative Image of Proposed Enhancements**

## UNIQUE STREETScape ELEMENTS AND INTERVENTIONS



# AREA-WIDE RECOMMENDATIONS

General recommendations for the improvement of the Erie Boulevard BOA are also proposed. These recommendations are less focused on physical improvements and are intended to attract visitors and residents to the City of Rome. Specific area-wide recommendations include:

- Signage and Wayfinding
- Business Attraction Strategy
- Programming and Activities

## SIGNAGE AND WAYFINDING

The incorporation of identifiable signage within Rome will help provide a level of comfort and safety for all visitors throughout the Erie Boulevard BOA and City of Rome. As such, the City has been developing a comprehensive signage program that includes detailed designs to help residents and visitors easily orient themselves. This effective signage and wayfinding system is geared toward pedestrians and vehicles and entice residents and visitors to explore the Rome area and introduce them to sites and assets they may not have been aware of.

The wayfinding system is made up of a hierarchy of signs, including:

- Gateway Signs;
- Directional Signs (vehicular and pedestrian);
- Kiosks;
- Parking Signs;
- Light Pole Banners;
- Park Identification Signs;
- Trail Identification Signs;
- Mile Markers; and
- Event Signs.

Wayfinding and directional signs should be consistent and create a cohesive system to ensure familiarity with the established branding of the City of Rome. The wayfinding plan for the Erie Boulevard BOA is shown on the following page.

## DRI IMPLEMENTATION PROJECTS

The installation of a wayfinding signage program was identified as a priority project through the Rome DRI planning process. This project was selected for DRI funding and will implement a wayfinding system to move residents and visitors through the downtown core in an active and engaging way. A variety of signs will be created based on a unified design and placemaking strategy that outlines standards for signage based on location, type, and intended user. Once implemented, the Downtown and Waterfront Wayfinding Strategy (created through the Downtown BOA) will improve navigation, improve overall aesthetics of the streetscape, and create dynamic and vibrant downtown and waterfront districts.



# WAYFINDING SIGN HIERARCHY

## Vehicular + Pedestrian Wayfinding Sign Palette



## Park + Trail Identification Sign Palette



# BUSINESS ATTRACTION STRATEGY

Downtown Rome has seen a great deal of investment in recent years and is home to a number of small-businesses; however, there is opportunity to expand upon the existing business base in the City. A business attraction strategy is recommended for the Erie Boulevard BOA, and specifically downtown Rome, to occupy vacant storefronts and enhance the vitality of the downtown core. This business attraction strategy could include:

- Expanded marketing and branding materials to promote Rome’s existing assets and opportunities;
- Small business assistance programs;
- Business relocation incentives; and
- Pop-up Business Programs.

These strategies, in combination with the proposed and planned projects to improve the public realm and community spaces, will enhance the overall appeal of downtown Rome to small-businesses and retail-oriented services.



As part of the Downtown Rome BOA, marketing and branding materials were created to attract new business and residents to the City through the promotion of existing resources and incentives.



## POP-UP SHOPS

Pop-up shops are smaller-sized temporary retail spaces that have the ability to sell merchandise of any kind. The retail market is shifting towards more flexible, transparent models, where direct customer experience is crucial for firms to create or revise products that meet the specified needs or desires of their consumers. Consumers are also looking for unique services, localized offerings and a fun experience.

Pop-up shops are a way to encourage small business development and drive activity to downtown. Pop-up shops have the potential to be successful in the downtown Rome.

A pop-up shop can be used in downtown Rome to create a temporary art space/gallery or assist a home-business transition to retail.

### QUEEN CITY POP UP | BUFFALO, NY



Queen City Pop-Up is an initiative, presented in partnership with Buffalo Urban Development Corporation and Buffalo Place Inc., that offers small, start-up retail oriented businesses the opportunity to join a collective of pop-ups, under one roof, at a strategic Downtown location. This pop-up shop is held in December each year and recently expanded to include a summer edition, due to popularity and success. Queen City Pop-up gives local businesses a change to sell their products while giving downtown residences and workers places to shop. The shop currently has eight local retailers that sell goods in this space, including clothing and apparel, home decor, and bakeries!



## PROGRAMS AND ACTIVITIES

The City of Rome is actively promoting its assets and taking initiative to enhance community gathering spaces for entertainment and passive use. The recent improvements and programming at the City Hall Green space, including the Downtown Market, is a solid base to build additional programming, both in downtown and in the City's parks.

### DOWNTOWN PROGRAMMING

Programming can come in a variety of forms including one-time pop-up events, a weekly downtown market, and public art installations. The City of Rome can build off of the on-going improvements to City Hall Green to organize and promote additional events and programming. Programming, such as Yoga in the Green, public art events, music festivals, and events of the like will bring additional activity to downtown. These events also provide an opportunity to display and celebrate the lively art community in downtown Rome.

Downtown promotion and marketing materials were prepared as part of this study and are attached as Appendix H.

### PARK PROGRAMMING

In addition to downtown-focused programming, park programming in parks throughout the City will engage Rome residents, increase park usage, activate underutilized spaces, connect residents and visitors to recreational and educational opportunities. Specific programming efforts should be focused on Gryzniec Park to increase park utilization and activate this existing asset. Types of programming in parks include:

- Movie nights;
- Community gardens;
- Music, art, and dance-themed events;



**Representative Images of Downtown and Park Programming**



# IMPLEMENTATION AND FUNDING

Maintaining the momentum initiated through this study is critical to ensuring that revitalization efforts take hold. The implementation tables of the following pages provide a road-map to move recommended projects in the Master Plan from planning to implementation. The tables take into account phasing, responsible parties, estimated costs and funding strategies.

Subsequent to these tables, funding resources are also provided. Funding for listed master plan strategies and redevelopment projects will come from a combination of public and private sources. The availability and costs of financing are major factors that dictate the extent and timing of private sector involvement. The following section provides a list and short description of potential funding sources to be utilized in order to make these projects a reality.



**Photo in Fall 2019 showing the first phase of implementation of the Liberty/George Parking Mixed Use Project**

# DEVELOPMENT OPPORTUNITIES

	PROJECT	PHASING	COST	TIME (YRS)	RESPONSIBLE PARTY	POTENTIAL FUNDING
1	MIXED-USE INFILL (183 W. DOMINICK ST)	CONSTRUCTION	\$3,400,000	1 - 3	CITY OF ROME KEARNY DEVELOPMENT	PRIVATE
2	MIXED-USE INFILL (237-257 W. DOMINICK ST)	DESIGN	\$200,000	1 - 2	CITY OF ROME	CITY OF ROME, ESD, PRIVATE
		FINAL DESIGN	\$200,000	2 - 3		
		CONSTRUCTION	\$3,600,000	3 - 5		
3	227 W. DOMINICK STREET RESIDENTIAL EXPANSION	CONSTRUCTION	\$795,000	3 - 5	PRIVATE	ESD, PRIVATE
4	CAPITOL THEATRE APARTMENTS	CONSTRUCTION	\$4,700,000	3 - 5	PRIVATE	ESD, PRIVATE, HUD
5	LIBERTY / GEORGE MIXED USE	CONSTRUCTION	\$4,000,000	1 - 2	CITY OF ROME	DRI, CITY OF ROME
6	LIBERTY / JAMES GARAGE IMPROVEMENTS	CONSTRUCTION	\$2,000,000	1 - 2	CITY OF ROME	DRI, CITY OF ROME
7	FREEDOM PLAZA INFILL DEVELOPMENT	DESIGN	\$150,000	1 - 2	CITY OF ROME PROPERTY OWNER	CITY OF ROME, ESD, PRIVATE
		FINAL DESIGN	\$800,000	2 - 3		
		CONSTRUCTION	\$14,000,000	3 - 5		
8	ROME INDUSTRIAL PARK DEVELOPMENT	FINAL DESIGN	\$950,000	2 - 3	CITY OF ROME OCIDA	CITY OF ROME, ESD, PRIVATE
		CONSTRUCTION	\$15,050,000	3 - 10		



	PROJECT	PHASING	COST	TIME (YRS)	RESPONSIBLE PARTY	POTENTIAL FUNDING
9	COLD POINT DEVELOPMENT	CONSTRUCTION	\$4,000,000	2 - 3	COLD POINT DEVELOPMENT	DRI, PRIVATE
10	ROME INDUSTRIAL PARK DEVELOPMENT	RENOVATION	\$8,000,000	2 - 3	OWL WIRE & CABLE	ESD, CITY OF ROME, PRIVATE
11	INFILL DEVELOPMENT (328 RIDGE ST)	DESIGN FINAL DESIGN CONSTRUCTION	\$200,000 \$200,000 \$7,600,000	2 - 3 3 - 5 5 - 10	CITY OF ROME	ESD, CITY OF ROME, PRIVATE
12	INFILL DEVELOPMENT (119-203 RIDGE ST)	DESIGN FINAL DESIGN CONSTRUCTION	\$200,000 \$200,000 \$3,600,000	2 - 3 3 - 5 5 - 10	CITY OF ROME	ESD, CITY OF ROME, PRIVATE
13	INDUSTRIAL REUSE	DESIGN FINAL DESIGN CONSTRUCTION	\$100,000 \$100,000 \$2,000,000	2 - 3 3 - 5 5 - 10	CITY OF ROME	ESD, CITY OF ROME, PRIVATE
14	RESIDENTIAL INFILL DEVELOPMENT	FINAL DESIGN CONSTRUCTION	\$250,000 \$2,400,000	2 - 3 3 - 5	CITY OF ROME	CITY OF ROME, PRIVATE

## IMPROVING THE USER EXPERIENCE

	PROJECT	PHASING	COST	TIME (YRS)	RESPONSIBLE PARTY	POTENTIAL FUNDING
15	CITY HALL / CITY GREEN IMPROVEMENTS	CONSTRUCTION	\$3,330,000	1 - 2	CITY OF ROME	DRI, CITY OF ROME
16	DOWNTOWN TRANSPORTATION IMPROVEMENTS	CONSTRUCTION	\$400,000	ON-GOING	CITY OF ROME	DRI, CITY OF ROME
17	CAPITOL EXPANSION	FINAL DESIGN CONSTRUCTION	\$250,000 \$3,750,000	1 - 2	CAPITOL THEATRE	DRI, CITY OF ROME
18	W. DOMINICK STREET ART PLAZA	FINAL DESIGN CONSTRUCTION	\$100,000 \$875,000	1 - 2 2 - 3	CITY OF ROME	CITY OF ROME, TAP
19	COPPER CITY COMMONS	CONSTRUCTION	\$600,000	1 - 2	CITY OF ROME	CITY OF ROME
20	FREEDOM PLAZA PEDESTRIAN IMPROVEMENTS	FINAL DESIGN CONSTRUCTION	\$50,000 \$500,000	2 - 3 3 - 5	CITY OF ROME FREEDOM PLAZA OWNER	PRIVATE



	PROJECT	PHASING	COST	TIME (YRS)	RESPONSIBLE PARTY	POTENTIAL FUNDING
21	ROME CABLE TOWER REIMAGINING	FINAL DESIGN	\$50,000	1 - 3	CITY OF ROME	CITY OF ROME
		CONSTRUCTION	\$500,000	3 - 5		
22	ERIE BOULEVARD ENHANCEMENTS	FINAL DESIGN	\$150,000	1 - 3	CITY OF ROME	TAP, CITY OF ROME, GIGP
		CONSTRUCTION	\$1,050,000	3 - 5		
23	ERIE BOULEVARD PEDESTRIAN CROSSING	FINAL DESIGN	\$30,000	1 - 3	CITY OF ROME	TAP, CITY OF ROME
		CONSTRUCTION	\$200,000	3 - 5		
24	GATEWAYS	FINAL DESIGN	\$50,000 EACH	1 - 3	CITY OF ROME	CITY OF ROME, ESD, TAP
		CONSTRUCTION	\$150,000 EACH	3 - 5		

# GREENWAY CONNECTIONS

	PROJECT	PHASING	COST	TIME (YRS)	RESPONSIBLE PARTY	POTENTIAL FUNDING
25	CLINTON'S DITCH TRAIL / INTERPRETATION	FINAL DESIGN CONSTRUCTION	\$150,000 \$1,150,000	1 - 5 5 - 10	CITY OF ROME	TAP, CITY OF ROME, RECREATIONAL TRAILS PROGRAM
26	S. MADISON STREET PEDESTRIAN IMPROVEMENTS	FINAL DESIGN CONSTRUCTION	\$350,000 \$3,350,000	1 - 3 3 - 5	CITY OF ROME	TAP, CITY OF ROME
27	S. GEORGE STREET PEDESTRIAN IMPROVEMENTS	FINAL DESIGN CONSTRUCTION	\$150,000 \$1,400,000	1 - 3 3 - 5	CITY OF ROME	TAP, CITY OF ROME
28	CLINTON'S DITCH INTERPRETIVE PARK	DESIGN FINAL DESIGN CONSTRUCTION	\$50,000 \$150,000 \$1,000,000	1 - 5 5 - 10	CITY OF ROME	TAP, CITY OF ROME, RECREATIONAL TRAILS PROGRAM
29	NEW MULTI-USE TRAIL CONNECTION	FINAL DESIGN CONSTRUCTION	\$150,000 \$1,150,000	1 - 5 5 - 10	CITY OF ROME	TAP, CITY OF ROME, RECREATIONAL TRAILS PROGRAM



	PROJECT	PHASING	COST	TIME (YRS)	RESPONSIBLE PARTY	POTENTIAL FUNDING
30	NEW MULTI-USE TRAIL - MUCK ROAD	FINAL DESIGN	\$150,000	1 - 5	CITY OF ROME	TAP, CITY OF ROME, RECREATIONAL TRAILS PROGRAM
		CONSTRUCTION	\$1,200,000	5 - 10		
31	NEW RAIL-TO-TRAIL CONNECTION	FINAL DESIGN	\$200,000	1 - 5	CITY OF ROME	TAP, CITY OF ROME, RECREATIONAL TRAILS PROGRAM
		CONSTRUCTION	\$1,900,000	5 - 10		
32	INDUSTRIAL GREENWAY CONNECTION	FINAL DESIGN	\$150,000	1 - 2	CITY OF ROME	TAP, CITY OF ROME, RECREATIONAL TRAILS PROGRAM
		CONSTRUCTION	\$1,000,000	2 - 5	PRIVATE	

# RECREATIONAL ENHANCEMENTS

	PROJECT	PHASING	COST	TIME (YRS)	RESPONSIBLE PARTY	POTENTIAL FUNDING
33	GRYZIEC FIELD IMPROVEMENTS	FINAL DESIGN	\$150,000	1 - 3	CITY OF ROME	CITY OF ROME, NYS EPF
		CONSTRUCTION	\$1,000,000	3 - 5		
34	CANAL LANDING ENHANCEMENTS	FINAL DESIGN	\$200,000	1 - 3	CITY OF ROME	CITY OF ROME, NYS EPF
		CONSTRUCTION	\$2,000,000	3 - 5		
35	TRAILHEADS (X5)	FINAL DESIGN	\$50,000	1 - 3	CITY OF ROME	CITY OF ROME, NYS EPF
		CONSTRUCTION	\$300,000 EACH	3 - 5		



# NEIGHBORHOOD UPLIFT

	PROJECT	PHASING	COST	TIME (YRS)	RESPONSIBLE PARTY	POTENTIAL FUNDING
36	CREEKSIDE MIXED-USE DEVELOPMENT	FINAL DESIGN	\$40,000	3 - 5	CITY OF ROME, PRIVATE	ESD, RESTORE NY, NY MAIN STREET PROGRAM
		CONSTRUCTION	\$400,000	5 - 10		
37	INFILL DEVELOPMENT (VARIES)	FINAL DESIGN	VARIES	VARIES	CITY OF ROME, PRIVATE	ESD, NY MAIN STREET PROGRAM
		CONSTRUCTION	VARIES	VARIES		
38	W. DOMINICK STREET ENHANCEMENTS	FINAL DESIGN	\$450,000	1 - 3	CITY OF ROME	TAP, CITY OF ROME
		CONSTRUCTION	\$4,100,000	3 - 5		

## NEW YORK STATE FUNDING

FUNDING SOURCE	DESCRIPTION	ELIGIBLE ACTIVITIES	AWARD
<b>RESTORE NEW YORK</b>	Funds the revitalization of commercial and residential properties as well as the elimination and redevelopment of blighted structures; however, this program has not been funded in recent years.	Demolition, deconstruction, rehabilitation and/or reconstruction of vacant abandoned, condemned and surplus properties	Up to \$5 million per project with 10% match
<b>STRATEGIC PLANNING AND FEASIBILITY STUDIES</b>	Aims to promote economic development by encouraging economic and employment opportunities in urban areas.	Strategic development plan preparation, feasibility study preparation	Up to \$1 million
<b>MARKET NEW YORK</b>	Grant program with funding available for eligible projects that will create an economic impact by increasing tourism throughout the state.	Projects that promote tourism destinations, attractions and special events, tourism facility capital improvement projects, promotion of craft beverage tourism	Up to \$5 million
<b>MANUFACTURING ASSISTANCE PROGRAM</b>	Provides financial assistance for manufacturers to improve their operations through investing in capital projects that enhance productivity and competitiveness.	Projects designed to achieve increased production, improved efficiency, quality control, new products, resource conservation, revenue enhancements, pollution prevention	Up to \$1 million
<b>JOB DEVELOPMENT AUTHORITY DIRECT LOAN PROGRAM</b>	Provides direct loans for the growth of manufacturing and other eligible businesses within NYS.	Bond financing program to cover a portion of the cost of acquiring/renovating existing buildings, constructing new buildings, and purchase of machinery/equipment	Up to 60% of project cost
<b>SMALL BUSINESS REVOLVING LOAN FUND</b>	Supports small businesses, targeting those that have had difficulty accessing regular credit markets.	Working capital, acquisition and improvement of real property/machinery, property improvement, refinancing of debt	Not to exceed 50% of principal amount, up to \$125,000
<b>CAPITAL ACCESS PROGRAM</b>	Provides matching funds to financial institutions for loan loss reserves as an incentive to increase small business lending to companies.	Financing for working capital, technology or facility upgrades, business startups and expansions	Up to \$500,000
<b>ECONOMIC DEVELOPMENT FUND</b>	Offers financial assistance for projects that promote NYS's economic health by facilitating job creation/retention or increased business activity in the state.	Real estate and land acquisition, demolition, construction/renovations, site and infrastructure, machinery and equipment, inventory, construction related planning/design, training, soft costs	Varies

EMPIRE STATE DEVELOPMENT



## NEW YORK STATE FUNDING

	FUNDING SOURCE	DESCRIPTION	ELIGIBLE ACTIVITIES	AWARD
DEC	<b>BROWNFIELD CLEANUP PROGRAM (BCP)</b>	Provides tax credits for the remediation and redevelopment of brownfield sites in NYS. Further enhanced within BOA areas.	Remediation and redevelopment of assessed brownfield sites in NYS.	Varies
OFFICE OF COMMUNITY RENEWAL	<b>NEW YORK MAIN STREET PROGRAM</b>	Provides financial resources and technical assistance to communities to strengthen the economic vitality of the State's traditional Main Streets and neighborhoods.	Facade renovations, interior commercial and residential building upgrades, interior and exterior renovations of anchor buildings, streetscape enhancements	Up to \$500,000
	<b>NEW YORK MAIN STREET TECHNICAL ASSISTANCE PROGRAM (NYMS-TA)</b>	Funds are used to implement projects that are intended to improve a community's readiness to administer a future NY Main Street building renovation program.	Evaluating commercial and neighborhood building conditions, identifying priority target areas, and developing a phased approach to downtown revitalization	Up to \$20,000
	<b>LOW INCOME HOUSING TAX CREDIT</b>	Provides a dollar-for-dollar reduction in state income taxes to investors in qualified low-income housing (where units must serve households with incomes at or below 90% of AMI).	New construction or adaptive reuse of non-residential property to affordable housing, or substantial rehabilitation of site-specific multifamily rental housing	Up to \$750,000
OFFICE OF PARKS REC & HIST PRESERVATION	<b>HISTORIC PROPERTIES TAX CREDIT</b>	Provides tax credits for residential home owners and commercial properties for the preservation of historic structures.	Rehabilitation, landscaping, fencing, facade improvement, etc.	Varies
	<b>RECREATIONAL TRAILS PROGRAM</b>	Funds the development and maintenance of recreational trails for motorized and non-motorized use.	Maintenance/restoration of existing trails, purchase/lease of trail construction equipment, acquisition of easements, construction of new trails, assessment of conditions	Up to 80% of total project cost, capped at \$200,000

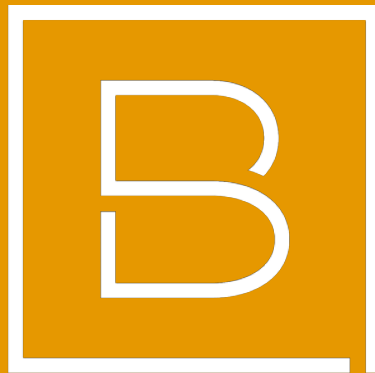
## NEW YORK STATE FUNDING

	FUNDING SOURCE	DESCRIPTION	ELIGIBLE ACTIVITIES	AWARD
ENVIRONMENTAL PROTECTION FUND	<b>LOCAL WATERFRONT REVITALIZATION PROGRAM</b>	Funds utilized for waterfront improvement projects in conjunction with approved LWRP document for community revitalization.	Program planning, feasibility, design, marketing of specific projects, watershed management plan, etc	25% local match of total project costs
	<b>ENVIRONMENTAL PROTECTION FUND (EPF) GRANT</b>	Funds may be used for the acquisition, development, and planning of parks and recreational facilities or to preserve, rehabilitate, or restore lands for park, recreation, or conservation purposes.	Construction or restoration of playgrounds, courts, rinks, community gardens, and facilities for swimming, boating, picnicking, hunting, fishing, camping, or other recreational activities	up to \$500,000
	<b>CLIMATE SMART COMMUNITIES PROGRAM GRANT</b>	Funds climate change adaptation and mitigation projects for municipalities to become Certified Climate Smart Communities.	Adaptation and non-power mitigation projects that reduce GHGs, assessment and planning activities	Implementation Projects - up to \$2,000,000 Certification - up to \$100,000
DOT	<b>TRANSPORTATION ALTERNATIVES PROGRAM (TAP)</b>	Funds projects that are expected to improve mobility, accessibility, and the community's transportation character such that the street network is more vibrant, walkable, and safer for all transportation mode users.	Construction, planning, and design of facilities for pedestrians, bicyclists, and other non-motorized forms of transportation; projects that enable children to walk and bike to school	varies, local match of 20%
	<b>CONSOLIDATED LOCAL STREET AND HIGHWAY IMPROVEMENT PROGRAM (CHIPS)</b>	Funds support the construction and repair of highways, bridges, highway-railroad crossings, and other facilities that are not on the State highway system.	Resurfacing, shoulder improvements, new drainage systems, sidewalk improvements, traffic calming installations, bus shelters	varies
ENVIRONMENTAL FACILITIES CORPORATION	<b>CLEAN WATER STATE REVOLVING FUND</b>	Provides interest-free or low interest rate financing for wastewater or water quality improvement projects.	Water quality projects, point source projects (such as wastewater treatment plants and sewers)	Short- and long-term financing
	<b>DRINKING WATER STATE REVOLVING FUND</b>	Provides financing for the construction of eligible public water system projects for the protection of public health.	Investments to upgrade or replace infrastructure needed to maintain or achieve compliance with federal or state health standards	Short- and long-term financing
	<b>GREEN INNOVATIONS GRANT PROGRAM (GIGP)</b>	Funds support projects that utilize unique stormwater infrastructure design and create cutting-edge green technologies.	Stormwater street trees, rain gardens, bioretention, permeable pavements, green roofs	Varies, local match between 10% and 60%
	<b>WATER INFRASTRUCTURE IMPROVEMENT ACT</b>	Provides grants to assist municipalities in funding water quality infrastructure.	Sewage treatment works projects for the replacement or repair of infrastructure	Varies



## FEDERAL FUNDING

	FUNDING SOURCE	DESCRIPTION	ELIGIBLE ACTIVITIES	AWARD
DEPT. OF TRANSPORTATION	<b>RECREATIONAL TRAILS PROGRAM</b>	Provides funds to states to develop and maintain trails and trail-related facilities. Includes hiking, bicycling, in-line skating, equestrian, snowmobiling, off-road motorcycling.	Construction and maintenance of existing and new trails	varies
	<b>TRANSPORTATION INVESTMENT GENERATION ECONOMIC RECOVERY PROGRAM</b>	Provides opportunity for DOT to invest in road, rail, transit, and port projects. Funding for multi-modal projects.	Projects focused on building and repairing freight and passenger transportation networks	varies
	<b>SURFACE TRANSPORTATION BLOCK GRANT PROGRAM (STBGP)</b>	Funds the expansion and enhancement of transportation.	Capital infrastructure investments	varies
EPA	<b>BUILDING BLOCKS FOR SUSTAINABLE COMMUNITIES</b>	Provides technical assistance to implement development approaches to protect the environment, improve public health, create jobs, expand economic opportunity, and improve quality of life.	Public engagement, consultation with relevant decision makers, outline of specific steps to implement projects	varies
DEPT. OF TREASURY	<b>BUILD AMERICA BONDS</b>	Provides local governments with direct federal payment subsidies and tax credits for a portion of borrowing costs on taxable bonds.	Capital projects	varies



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