

# FROM BROWN TO GREEN:

## *A Revitalization Strategy for the Downtown Rome Brownfield Opportunity Area*

### Step 2: Nomination Study



## INTRODUCTION & PROJECT OVERVIEW

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City of Rome, New York  
Department of Community & Economic Development





# **FROM BROWN TO GREEN:**

## *A Revitalization Strategy for the Downtown Rome Brownfield Opportunity Area*

### TABLE OF CONTENTS

#### **INTRODUCTION and PROJECT OVERVIEW**

Snapshot.....	1
Introduction and Overview .....	2
Past Planning Efforts.....	3
Community Vision.....	4
BOA Boundary Description and Justification.....	5
Subarea Overview and Discussion .....	6
Subarea Vision Statements .....	7
Community Involvement.....	8
Community and Regional Setting.....	9
Summary of Existing Conditions.....	10
Economic and Market Trends Analysis.....	12
Brownfield, Vacant and Underutilized Sites.....	14
Strategic Sites.....	15

#### **SUBAREA PLANS**

Waterfront Village.....	19
South Rome Residential.....	35
Erie Boulevard Gateway .....	51
Historic Gateway.....	67
Little Italy Main Street Commercial .....	81
East Rome Residential.....	95
Recreation Corridor.....	107
Employment District.....	121
Waterfront Greenspace.....	139

#### **SUMMARY ANALYSIS, FINDINGS AND RECOMMENDATIONS**

Snapshot.....	154
Overview .....	155
Key Opportunities for Growth.....	156
Future Land Use .....	158
Regulatory Updates .....	160
Capital Project Recommendations .....	166
Non-Capital Actions.....	172
High Priority Actions.....	178
Next Steps and Conclusion.....	182

**APPENDIX A:** Community Participation

**APPENDIX B:** Community Participation Materials

**APPENDIX C:** Analysis of the Brownfield Opportunity Area

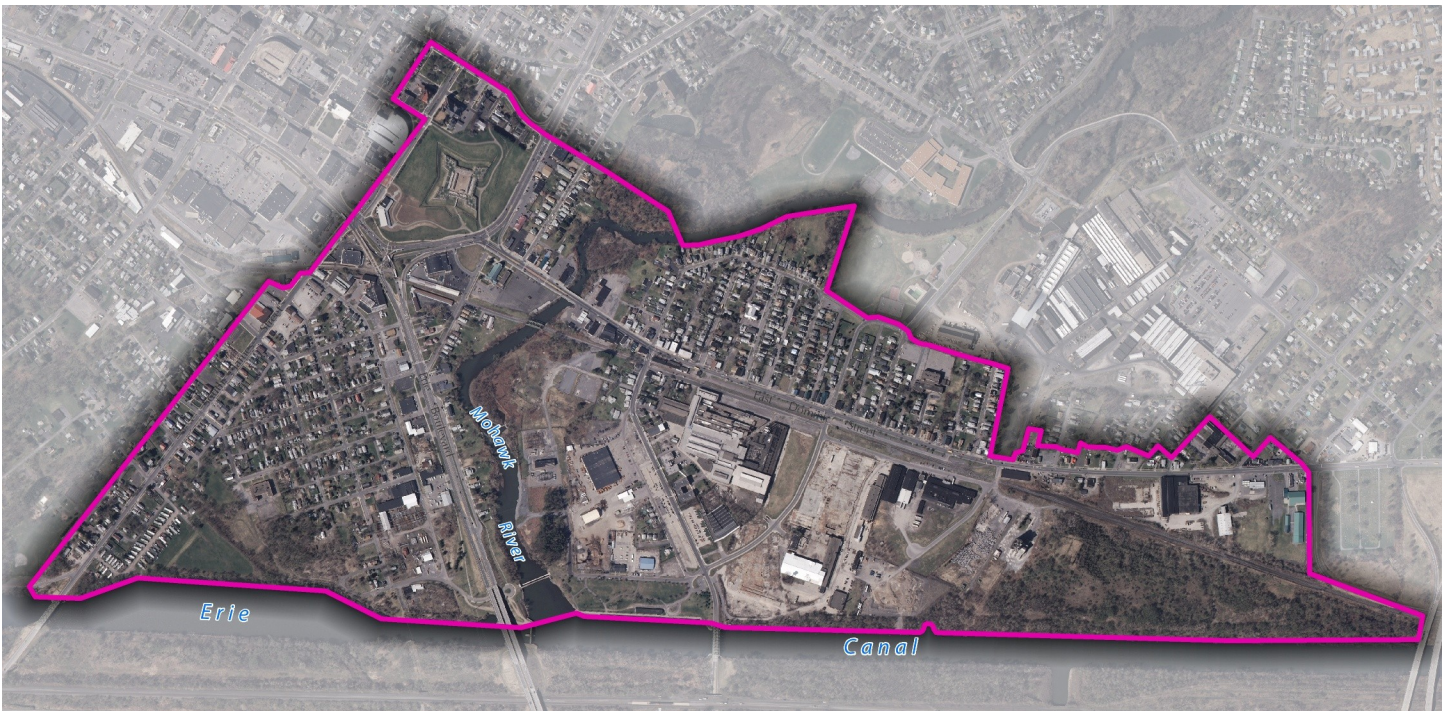
**APPENDIX D:** Market Analysis

**APPENDIX E:** BOA Maps

**APPENDIX F:** Descriptive Profile Data Sheets







## a snapshot

### 513 acres

- 24% community service
- 60% public services
- 78% in Investment Zone

### 991 parcels

- 516 residential
- 298 vacant
- 122 commercial
- 83 publicly-owned

### 92 brownfields

- 69 developed brownfields
- 23 vacant brownfields
- 272 underutilized properties

### 22 Strategic Sites

- 17 brownfields
- 9% of BOA parcels
- 29% of BOA acreage

## *“From **Brown** to **Green**...”*

Known historically as the industrial and manufacturing center of Oneida County, Rome is embracing a future based on sustainable activity. The Downtown Rome Brownfield Opportunity Area is a critical step forward as Rome redefines itself as a city of viable industry, high quality neighborhoods, and accessible waterfronts.

Rome is rehabilitating old housing and building new energy efficient homes. Rome is preparing brownfields for ‘green’ redevelopment. Rome is investing in renewable energy projects. Rome is supporting the development of alternate transportation systems. Rome is capitalizing on its water resources for recreation and economic development. Rome is a destination for sustainable living, working, and playing in New York State.

# INTRODUCTION & OVERVIEW

## Project Background

The City of Rome has undertaken numerous projects and planning activities to spur revitalization. The Downtown Rome Brownfield Opportunity Area (referred to as “From Brown to Green: A Revitalization Strategy for the Downtown Rome BOA”) is the City’s culminating effort, combining planning, economic development and marketing to rebuild its former industrial and manufacturing core into a sustainable community with high quality neighborhoods, diverse job opportunities, and accessible recreation alternatives. The BOA provides a roadmap for redevelopment within this classic American City.

### WHAT IS THE BOA PROGRAM?

The BOA program is funded, administered, and overseen by the New York State Department of State (DOS) and Department of Environmental Conservation (DEC). The program is devised to assist communities in the establishment of a community-based revitalization plan and implementation strategy to achieve brownfield redevelopment. At the completion of the program, communities will be designated a Brownfield Opportunity Area, increasing their competitive position for access to funding and incentives under the DEC Brownfield Cleanup Program and the Empire State Development Corporation’s economic development programs, among many others.

#### 3 Step Program

##### *STEP 1: Pre-Nomination study*

- Preliminary analysis of community and potential brownfields
- Identification of a manageable study area
- Establishment of partnerships with key stakeholders
- Initial summarization of opportunities for renewal

##### *STEP 2: Nomination study*

- Comprehensive analysis of study area and brownfield sites
- Analysis of economic and market trends
- Recommendations for revitalization

##### *STEP 3: Implementation strategy*

- Detailed individual environmental site assessments
- Creation of detailed reuse and redevelopment strategies
- Marketing strategies for individual sites

The DOS and DEC recognize the expansive detrimental impacts brownfield sites have on their surrounding neighborhoods, and that brownfield impacts are not limited to individual sites or adjoining property. The marketability and viability of entire neighborhoods are impacted by the presence, or potential presence, of contaminated sites by negatively affecting the psychology of residents and potential investors. The negative psychological effects of brownfields can lead to disinvestment and blight radiating outward far beyond individual sites.

## Overview of Downtown Rome BOA

The City of Rome’s first Brownfield Opportunity Area (BOA) is a 513 acre site that includes a mixture of residential, industrial, commercial and retail land uses. The BOA includes some of the City’s primary cultural resources, 529 residential properties, 200 retail businesses and miles of undeveloped land along the Mohawk River and Erie Canal that provide significant opportunities for revitalization and reinvestment.

The center of the BOA is an industrial area known as the East Rome Business Park, which includes 200 acres of public and private parcels. The former General Cable Corporation occupied approximately 17 acres in the Business Park until the mid-1960’s. The closure of General Cable left behind a series of large and very visible vacant manufacturing buildings with connected basements and acres of underground storage tanks in contaminated soil.

Nearly \$6 million in Federal, State and local funding has been leveraged during a 40-plus year period of investigative and cleanup processes for this property, leading to demolition, remediation and access improvements at the heart of the East Rome Business Park. An additional \$1.5 million in DOS RESTORE-NY Program funding was secured and utilized in 2008 to rubble remaining structures and bring much of the General Cable site to a “shovel-ready” condition. This investment resulted in the sale of six acres to American Alloy Steel (AAS) and the construction of the Business Park’s newest building, a 60,000 square foot steel manufacturing facility.

The BOA project provides Rome with an opportunity to build on the successes of recent years, including the AAS new construction and recent waterfront and downtown development within the target area. With a goal to create jobs and improve the quality of life in Rome and the Oneida region, the BOA will help coordinate and accelerate smart and innovative business and residential growth, both public and private, within the City’s core. Through the BOA study, the City will identify development opportunities and financial resources to enable residents to *live, work and play* within the Study Area.



## PAST PLANNING EFFORTS

### Rome Main Streets Assessment (2002)

The National Main Street Center, a division of the National Trust for Historic Preservation, provided Rome an assessment of its downtown in 2001. The project resulted in the identification and classification of three 'Main Street' commercial corridors: James Street; East Dominick Street; and West Dominick Street. The East Dominick Street corridor and parts of the James Street corridor are included in the BOA.

### Kingsley Avenue and East Dominick Street Revitalization Plan (2003)

The East Rome Family Merchants Association, in coordination with the City and Fort Stanwix National Monument, completed a revitalization plan for East Rome incorporating the East Rome Business Park, East Dominick Street, Kingsley Avenue, and areas along the Mohawk River and Erie Canal waterfront. The Study focused on areas central to the BOA, and included a market analysis to identify potential market segments, as well as a proposed plan to attract tourists and niche businesses. The Kingsley Avenue Study indicated an overwhelming consensus from the community to provide a large-scale recreational component along the waterfront. Three redevelopment concepts were proposed within the BOA as a result of this study:

- a business park district
- a mixed-use urban village along East Dominick, and
- a waterfront entertainment district.

### City of Rome Comprehensive Plan (2005)

The Plan identified seven key goals for Rome:

- 1) Provide a stable, balanced and productive tax base.
- 2) Become the most business-friendly community in New York State.
- 3) Train and educate a modern workforce
- 4) Offer higher quality, market-appropriate housing choices
- 5) Develop 21<sup>st</sup> century infrastructure.
- 6) Support a healthy community and environment.
- 7) Build and protect rich urban amenities.

At the core of the Plan are three detailed Catalyst Projects, each of which are pertinent to the Rome BOA: A) a proposed sports complex within the BOA Study Area, similar to that described in the Kingsley Avenue Study; B) gateway development initiatives; and, C) a focused plan for downtown development.

### City of Rome Urban Design Plan (2006)

The Urban Design Plan was completed in response to recommendations from National Main Street Center Downtown Assessment and the Comprehensive Plan. Urban Design Plan recommendations are specific to all or portions of the BOA Study Area and will be considered in the planning process. The Design Plan includes a recreation component within the BOA area and focuses on physical and conceptual plans for improved visitors and resident access to Bellamy Harbor Park, the Mohawk River and the Erie Canal.

### Main Streets Design Guidelines (2006)

As part of the Urban Design Plan development process, a series of design guidelines was prepared for the three designated Main Streets corridors focusing on both residential and commercial structures. 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. The Plan relates directly to the BOA, specifically to East Dominick and South James Streets, and will be considered further in the Implementation Strategy phase of the project.

### Rome-Utica Analysis of Impediments to Fair Housing Choice (2008)

The Analysis of Impediments report was completed as part of US Department of Housing and Urban Development requirements. The analysis aimed to identify issues which are facing residents of the City of Rome related to fair housing choices, difficulty receiving loans, housing discrimination and lack of safe housing conditions.



*The Rome Main Streets Design Guidelines offer a series of examples on best practices for the design of building facades along the primary thoroughfares within the City's downtown.*

## VISION

*The Downtown Rome Brownfield Opportunity Area is a vibrant gateway and viable node within the City of Rome where people can **live, work, and play**. The BOA is a sustainable and active mixed use urban neighborhood that offers a strong employment base, a variety of residential options, and a full spectrum of support services which enhance the quality-of-life and daily experiences for both residents and visitors.*

## MAKING IT HAPPEN

### Live.

Providing safe, enjoyable and accessible neighborhoods is a primary goal of the Downtown Rome BOA revitalization strategy. The two well-defined neighborhood clusters within the BOA are effectively located adjacent to centers of employment, service, and recreation. Recommendations range from identifying opportunities for redevelopment or new construction, to enhancing connectivity and accessibility of goods, services, and recreational opportunities. The residential components of the study area form the backbone for continued revitalization efforts to achieve the Downtown Rome BOA vision.



### Work.

Neighborhood revitalization begins with a strong employment base and good-paying jobs that support industries, retail establishments, and households. The Downtown Rome BOA has several nodes of employment, with the largest being the Employment District subarea that forms the core of East Rome's commercial and industrial activity. Recommendations range from providing incentives that attract and retain small businesses, to continued economic development efforts to spur the redevelopment of industrial areas. The support and promotion of viable employment opportunities will be critical to renewal efforts within the Downtown Rome BOA.

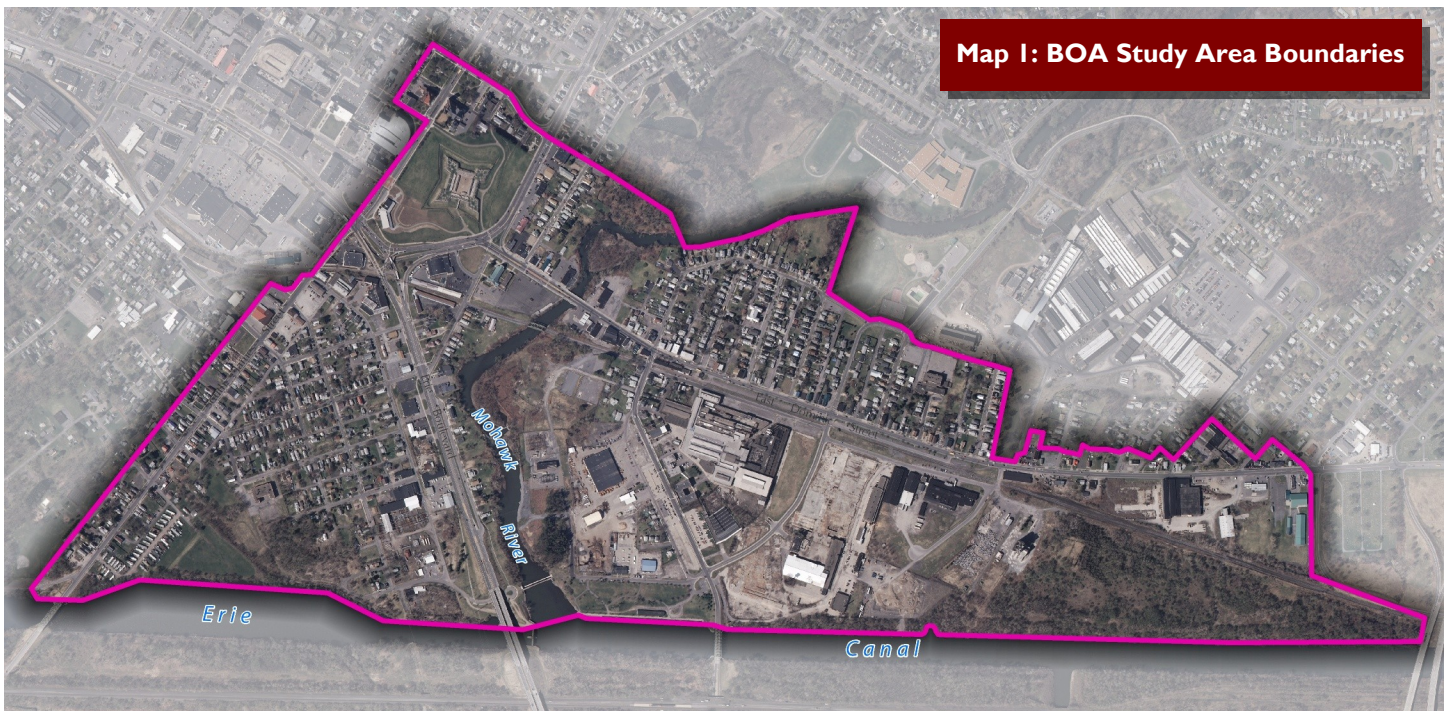


### Play.

A 'complete' community requires more than residential and employment options; leisure opportunities are necessary to enhance the overall quality of life for residents, employees, and visitors. Recreation alternatives abound within the Downtown Rome BOA, including numerous waterfront, park and historic alternatives. Recommendations include encouraging multi-use trail development, providing new and improved parks, and strengthening the link between federal, state, and local tourism efforts. The continued advancement of recreational and educational offerings within the Downtown Rome BOA will assist in promoting Rome as a destination for families, businesses and tourists in Central New York.







## BOA BOUNDARY DESCRIPTION & JUSTIFICATION

The BOA is bounded on the south by the Erie Canal, on the west by West Street, on the north by East Court Street and Mohawk Street, and on the east by the Route 49 interchange. The primary organizing features of the Study Area include the Fort Stanwix National Monument, the Erie Canal, East Dominick Street, Erie Boulevard, and South James Street. These elements define the project's study districts and establish a framework of interconnected neighborhoods, streets and nodes.

As shown in Map 1, the BOA is centered on an industrial area between East Dominick Street and the Erie Canal. The Study Area boundary leverages the canal as a primary community asset by maximizing potential canal frontage, terminating at logical boundaries at South James Street and the Route 49 interchange.

The South Rome and East Rome residential neighborhoods form the critical mass of residents necessary to provide a sustainable and full-functioning urban revitalization district, complete with employment centers, residential options, supporting services and recreational amenities.

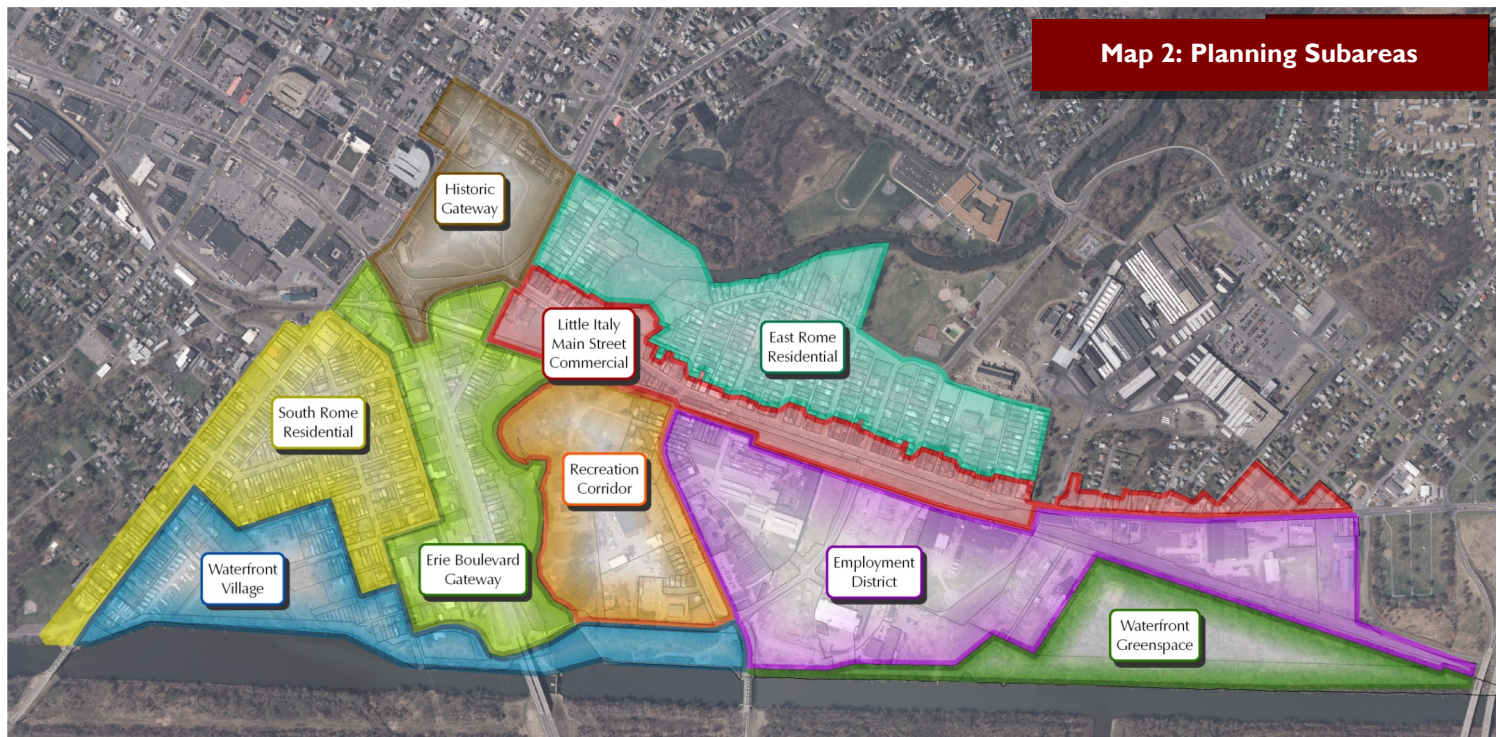
The City of Rome's brand identity of *'live. work. play.'*

further supports the inclusion of adjacent residential areas within the BOA to improve the likelihood of success in revitalization efforts.

The Fort Stanwix National Monument and the Marinus Willett Visitor's Center are important drivers of visitation and tourism within the City. Similar to the Erie Canal, these are recognized destination features within the BOA. The opportunity to link the Fort with the waterfront via a recreation corridor through the East Rome Business Park is a logical extension of the City's mantra, and are further supported by the Comprehensive Plan's goals to support a healthy community and build and protect rich urban amenities.

The adjacent commercial/retail corridors along East Dominick Street and South James Street are contiguous with the City's three primary Main Street corridors, the inclusion of which is critical to preserving continuity between the BOA and the City's past visioning and planning efforts.





## SUBAREA OVERVIEW & DISCUSSION

### Overview

The Rome BOA has been divided into nine subareas to assist with the completion of the inventory and analysis and to ensure that recommendations address neighborhood-specific issues and opportunities. The subareas were identified based on physical characteristics of both the built and natural environments, as well as the community's vision for future redevelopment. The boundaries of each of the planning subareas are depicted on the above map.

Separate reports have been generated that provide tailored and detailed information for each of the nine subareas. The reports include the following components specific to each subarea:

- an overview of existing conditions;
- a vision for future revitalization;
- description of strategic sites;
- an analysis of strengths and weaknesses;
- recommended future land use and zoning updates; and
- actions for implementation.

The separation of the BOA into subareas is a critical step towards developing and implementing targeted recommendations for renewal. Each of the nine subareas has a unique identity and role in revitalization. The East and South Rome Residential subareas provide the bulk of existing housing options within the study area, and represent the largest portion of the study area's daytime population. These residential districts are supported by the Erie Boulevard Gateway and Little Italy Main Street corridors, providing opportunities for employment, convenience retail and commercial services.

The Employment District provides significant opportunities to grow and expand businesses in the BOA, generating demand for goods and services that can partially be met within the existing commercial districts, and jobs that can be filled from residents within the BOA. The remaining districts provide opportunities for recreation and mixed-use development that can service area residents and tourists. Together, the BOA provides all the necessary functions of a complete community, with each component reliant on others for success.

The subarea visions on the following page provide a quick overview of their future role within the BOA.



# SUBAREA VISION STATEMENTS

## South Rome Residential

IMAGINE...South Rome Residential as a close-knit residential neighborhood offering diverse housing options in close proximity to neighborhood-scale establishments providing goods, services and open space.

## Waterfront Village

IMAGINE...Waterfront Village is a unique destination where the sights and sounds of the Erie Canal offer both residents and visitors an unrivaled waterfront lifestyle and experience.

## Erie Boulevard Gateway

IMAGINE...the Erie Boulevard Gateway serves as a principal entry welcoming residents and visitors from the south. The gateway provides services and employment opportunities within a safe, attractive and walkable environment - connecting the waterfront to the center city.

## Historic Gateway

IMAGINE...the rich legacy of Rome's historic core is preserved and on display to educate and entertain within a neighborhood of beautiful parks and greenspaces set amongst timeless architecture and a district shaped over the course of 250 years.

## East Rome Residential

IMAGINE...the East Rome residential neighborhood as one of the City's most desirable neighborhoods to live and raise a family thanks to its convenient proximity to jobs in the Employment District, culture and amenities in Little Italy, and easy access to amenities along the waterfront and in downtown.

## Little Italy Main Street Commercial

IMAGINE...the Little Italy Main Street Commercial subarea is a multicultural mixed use corridor that displays a full complement of retail, commercial, office and residential uses that link to the Employment District and Recreation Corridor, while functioning as East Rome's cultural and economic center.

## Recreation Corridor

IMAGINE...passive and active recreational opportunities along the Mohawk River at the center of the City that provide visitors, residents, and workers with a recreation-based retreat within walking distance of goods and services.

## Employment District

IMAGINE...that the Employment District offers a range of light industrial and commercial employment opportunities in a well-maintained and attractive business environment. The modern business park remains one of Rome's primary employment centers within close proximity to services and housing.

## Waterfront Greenspace

IMAGINE...the Waterfront Greenspace as a unique location in the downtown that provides a natural setting for passive recreation, environmental education, and opportunities for sustainable and renewable energy technologies to benefit the adjacent Employment District.

# COMMUNITY INVOLVEMENT

The City of Rome Department of Community and Economic Development (CED) is overseeing the preparation and projects associated with the Downtown Rome BOA Nomination Study and Implementation Strategy. They have actively engaged various stakeholder groups and members of the public, including BOA property owners and prospective developers, in conversations about the future of the study area.

A variety of consultation techniques have been used throughout the planning process to date, to inform project partners, local residents, and interested stakeholders and to gather their feedback regarding the planning effort. Examples of consultation methods that have been utilized include:

- Meetings between CED staff and property owners
- Meetings between CED staff and interested organizations, such as Chamber of Commerce
- In-person and conference calls between CED, consultant team, and DOS
- Presentations to interested groups / organizations
- Website with interactive comment page
- Project booth at local community event
- Stakeholder meetings with consultant team
- Public Meeting at Rome Air Force Research Laboratories

It is anticipated that public participation and involvement of additional local, regional, and state agencies will continue in subsequent project phases. The City would like to participate in a roundtable discussion with representatives from various state agencies to generate feedback on how they may be able to assist in the implementation phases of the project.

Community involvement efforts associated with the Study are summarized below. Further information can be found in Appendices A and B.

## Steering Committee Meetings

The City identified government, business and resident representatives to serve as the BOA Steering Committee which was tasked with gathering input, reviewing project deliverables and determining “next steps” in the planning process.

## Public Meetings

The first scheduled Public Meeting was held at Rome City Hall on November 17, 2008. The meeting focused on introducing the BOA concept to the public, and included a visioning session, with participants encouraged to provide ongoing feedback throughout the process. Additional public participation events will be scheduled at the conclusion of Phase 2, Draft Nomination Study to present the final plan and solicit feedback regarding the findings, strategic sites and summary analysis. It is expected that this meeting will be followed by other public outreach efforts addressing implementation projects.

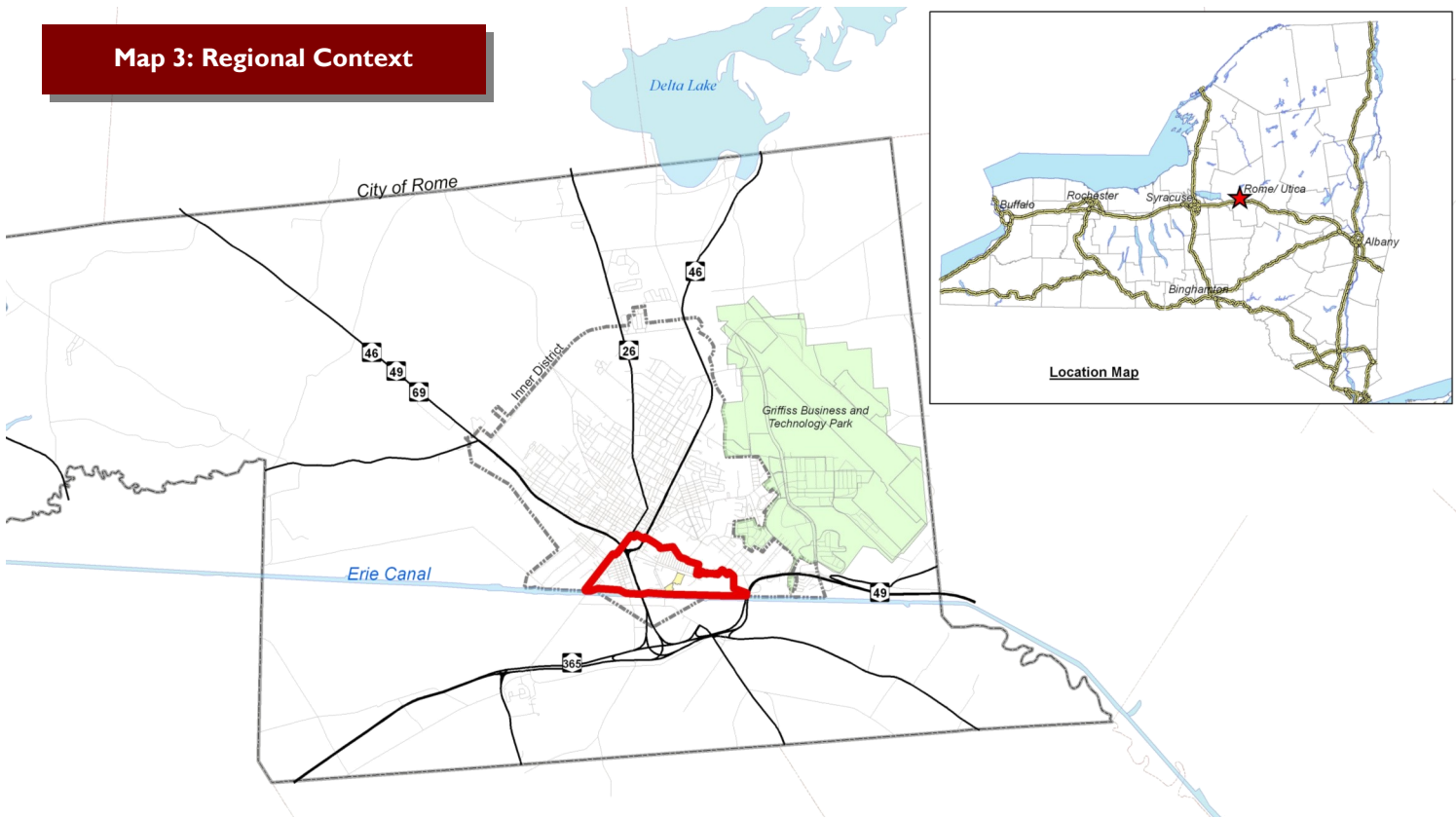
## Other Outreach Efforts

The City of Rome recognized early on that traditional public meetings may not be effective due to consistent low turnouts for such meetings. The City identified alternative means for soliciting input from the public.

- A **project website** was developed and updated to include a comment page that allowed viewers to look at subareas, view subarea descriptions, identify potential brownfield sites, and provide comments on the BOA or specific subareas.
- The CED and consultant team developed a **presentation booth** for the 2009 City of Rome Home Show. Consultant staff met with residents, shared information about the planning process, and solicited input. A community contact list was compiled based on resident interest in the process.
- A **public meeting** was held at the Rome Air Force Research Laboratory as part of an Earth Day forum, with attendees providing feedback on the BOA revitalization study.

## Stakeholder Meetings

The City of Rome identified project “stakeholders” and held formal and informal meetings to gather input. Residents from the South James Street and East Dominick Street neighborhoods were invited at various project phases to provide background information and identify issues and opportunities, as well as their vision for the BOA area.

**Map 3: Regional Context**

## COMMUNITY & REGIONAL SETTING

Rome's history is defined by geographic features, including the Mohawk River, the Erie Canal and its location in the "center" of New York State (NYS). Known as the "Copper City," Rome was home to numerous metal industries such as Revere Copper, Rome Cable and General Cable. From 1950-1995, Rome was the home of Griffiss Air Force Base which closed in 1995 causing Rome and the region to suffer notable economic and demographic declines. However, the departure of the Air Force provided the City an opportunity to rediscover and diversify itself, and identify a new course moving into the future.

Covering 72 square miles with 34,950 residents, Rome is one of two principal cities in the Utica-Rome New York Metropolitan Statistical Area (MSA). With three interchanges on the NYS Thruway System (I-90) and convenient access to Interstate 81, the City is ideally located within a day's drive of 25 percent of the US-Canadian population (less than five hours to New York City, Philadelphia, Boston, Toronto and Montreal). The County Airport at Griffiss Business and Technology Park features a 12,000-foot runway and provides commercial air service to Rome. Passenger air service is available at the Syracuse Hancock International Airport (50 minutes) and Albany Airport (90 minutes). Amtrak

provides passenger rail service from Rome to New York City, Niagara Falls, Boston, Chicago and Toronto via the City's newly-renovated historic train station. CSX and Susquehanna rail freight service is available to area businesses in Rome's downtown and at Griffiss Business and Technology Park.

More than 57 percent of Rome's parcels are classified as single-family residences, making it the predominant land use in the City. The former United States Air Force base, now known as the Griffiss Business and Technology Park, is home to 50 businesses and 5,500 employees on 3,506 acres of land. Considerable capacity for new commercial and industrial development remains at the complex. The Park's mix of uses includes light industry (e.g., research and development), health care, office space, the Rome Free Academy High School, and recreational amenities such as ball fields and a golf course.

The BOA is recognized and characterized by its industrial activity. Defining an appropriate mix of land uses and changing the common perception of the Downtown Rome BOA Study Area will be an important element and outcome of the planning process.

# SUMMARY OF EXISTING CONDITIONS

## Land Use

Land use within the BOA is mixed, with public services, residential, industrial, and commercial uses accounting for the greatest amount of land. Vacant properties account for one-quarter of the total Study Area. Although vacant lots may be viewed as potentially negative, they also represent opportunities for redevelopment. The Study Area land uses are well-rounded, with a high quality mixture of employment, service and residential opportunities. There appears to be a deficiency in recreation and entertainment uses to satisfy the needs of the residential and business populations. There are six public parks occupying 25.5 acres of land within the Study Area. In conjunction with a positive mix of land uses, the concentration of residential uses in two distinct neighborhoods provides a critical mass necessary to support future commercial, industrial, or recreational development within the BOA.

*Additional information about land use and a Land Use Map for the BOA can be found in Appendix C.*

## Zoning

Eight of the City's 13 zoning districts are present in the BOA Study Area, including 2 residential districts, 3 commercial districts, 2 industrial districts, and a preservation district. . The distribution of zoning districts across the BOA Study Area closely mirrors the pattern of existing land uses. Although current zoning permits a wide variety of development types, existing district regulations may prevent the full realization of the BOA vision.

For example, the proposed Recreation Corridor subarea is currently zoned as E-1 (Business and Industrial Park). This zoning classification does not permit residential land uses, and only permits commercial/retail land uses that are directly supportive of adjacent industrial development. Such limitations potentially limit options for the redevelopment of the subarea. Modifications to the existing zoning within the Rome BOA may be warranted to provide a greater level of flexibility in order to achieve the desired vision for the BOA and individual subareas.

*Brief descriptions of each zoning district within the BOA, as well an existing zoning map are included in Appendix C*

## Ownership

Revitalization within the Rome BOA is likely to include the rehabilitation and redevelopment of individual parcels and larger-scale projects across multiple parcels. Subarea's such as the Employment District are characterized by sizeable parcels that can accommodate large single uses or numerous smaller uses. Other subareas are defined by small parcels that would require land assembly prior to an extensive redevelopment project; a situation requiring time and resource intensive coordination efforts with multiple land owners. Understanding land ownership patterns and their potential implications is an important step in formulating future development scenarios.

Approximately 70 percent (280.4 acres and 910 parcels) of the land area within the Rome BOA is currently held in private ownership. Of the 81 parcels held in public ownership, 69 parcels are owned by the City of Rome. Although the City is the largest public landowner, its property's represent only 13 percent (51.8 acres) of total BOA land area.

In some instances, publicly-owned land has increased potential for redevelopment as the costs and timeline associated with acquisition and assembly can be greatly reduced. Additionally, more than 60 percent of the Mohawk River and Erie Canal waterfront is publicly-owned, which could facilitate land assembly in these valued locations and provide potential locations for water-dependent or water-enhanced development and recreation opportunities.

*Additional information about land ownership in the BOA can be found in Appendix C.*



*The iconic watertower from the former General Cable site is now owned by the City of Rome, with recommendations to paint and illuminate the structure.*



# SUMMARY OF EXISTING CONDITIONS

## Transportation

The BOA Study Area includes approximately 12.4 miles of local roads and 2.8 miles of State Routes. Traffic data is commonly utilized by the real estate development industry to determine appropriate locations for commercial and retail uses based on the amount of exposure a given site has to area travelers. Based on traffic count data provided by the NYS Department of Transportation, the average annual daily traffic for the state routes in 2006 was 17,882 vehicles. Traffic count data has not been collected for the local roads within the Study Area. In terms of public transportation, public bus service is provided to the City of Rome by Centro of Oneida, which operates six routes in the City. Centro Route 4 and Centro Route 7 service the Rome BOA Study Area, providing an easy and efficient means of transporting people to Study Area destinations and other important locations throughout the City (e.g., Griffiss Business & Technology Park).

The Erie Canal provides approximately two miles of waterfront property within the Rome BOA and is a valuable asset in terms of recreational opportunities, commercial potential, and cultural heritage. Promoting the Canal and providing greater opportunities for public access and use are key components of the BOA vision. Several proposed multi-use trails are located within the BOA, including the proposed NYS Canalway Trail and the Mohawk River Trail run, representing important linkages with adjacent neighborhoods and recreation destinations.

The Mohawk, Adirondack & Northern Railroad currently operates an industrial rail spur that services the Revere Copper facility and the current American Alloy Steel facility on East Dominick Street. Although passenger service has been discontinued along this portion of the corridor, the track does connect to the CSX Transportation, Inc. Chicago Line approximately two miles southwest of the Study Area.

*Additional information regarding transportation in the BOA can be found in Appendix C.*



*Existing railroad infrastructure running parallel to East Dominick Street and Railroad Street.*

## Infrastructure

To better understand development potential within the BOA, it is important to assess the existing available infrastructure, including water, sanitary sewer, and storm water management. The current water supply provides adequate service to residents and business, and is capable of providing adequate pressures to the study area without the need for booster pumps. The City of Rome operates a gravity sanitary sewer system which collects wastewater and delivers it to a treatment facility; there is currently over one million gallons per day of excess capacity to service future development in the City. Utilizing conservative rates determined by the NYSDEC, this equates to approximately 10 million square feet of additional retail and/or office space.

*Additional information regarding infrastructure conditions and capacity can be found in Appendix C.*

## Natural Resources

While there are some limitation to development in the BOA associated with existing natural resources they also present great opportunities. Appendix C provides a detailed overview of natural resources within the BOA, including soils, wetlands, floodplains, and topography, and details any limitations to redevelopment associated with these resources. The Mohawk River, Erie Canal, and remaining open space resources within the BOA study area should be viewed as valuable assets to the revitalization of the study area, with opportunities for enhancement incorporated into future redevelopment scenarios.

# ECONOMIC & MARKET TRENDS ANALYSIS

The Economic and Market Trends Analysis looks at the general economic outlook for the region, demographics, and an analysis of trends in real estate, consumer spending, office use and industrial activity.

The trade area was defined to provide a wide-range view of what is occurring within the region by looking at Oneida County as a whole. The BOA is a large area and has the potential to be redeveloped in numerous of ways and a variety of land uses. It was determined that the most successful redevelopment scenarios can be analyzed by utilizing Oneida County as the trade area. The finding at the County-level were translated and applied to the BOA study area, with specific trends identified on a more local basis. Quantitative findings were supplemented with anecdotal information provided through interviews and other source material.

The intent of this analysis is to provide a market-based perspective on the BOA and identify opportunities that warrant further study as part of the redevelopment and implementation plan. The full version of the Economic and Market Trends Analysis can be found in Appendix D.

## Demographic Characteristics

- The County population is decreasing very slowly, approximately 0.01 percent annually through 2013. In comparison, State's population is expected to grow approximately 0.30 percent annually and the National population is projected to grow by 1.23 percent annually between 2008 and 2013.
- The median household income is expected to increase at a rate of just over 3 percent annually through 2013 or a total of 14 percent by 2013, slower than both the state and the nation.
- The age distribution in the County is heavily skewed toward an older population as compared to the State average, with significantly more people age 80 and older in the County as percentage of the population.
- In the next five years, the population of 60-75 year olds is expected to increase substantially. At the same time, the 20-35 year old age group is also projected to rise, while other age groups will remain relatively stable.

## General Economic Outlook

- The economic base of Oneida County is heavily weighted towards government, services and manufacturing, with approximately two-thirds of the region's earnings attributed to these three sectors.
- Growth in the County will be modest, with total jobs projected to increase two percent by 2014 compared to the Upstate growth rate of four percent, the State rate of six percent and the National rate of nine percent.
- Growth in Oneida County is expected to include the creation of over 3,000 new jobs, primarily between 2008 and 2010 and then flatten out approaching 2014.
- The unemployment rate in Oneida County varies by industry sector. Most occupations in Oneida County show a lower unemployment rate than the State.
- The highest unemployment rate is in the 'construction and extraction' occupations, with 7.5 percent unemployment as a percentage of the total jobs in this category, lower than the State and National rates.
- The occupation with the lowest unemployment rate is 'healthcare practitioners and technical occupations' with only 0.5 percent unemployment, or 43 unemployed persons.
- The occupation with the highest number of unemployed is 'office and administrative support' occupations, with 1,195 unemployed, or a five percent unemployment rate.
- The health care industries and associated fields not only have low unemployment but are also expected to grow at one of the quickest rates in the next few years, adding over 400 jobs.
- The computer and mathematical occupations are expected to grow quickly as well, adding almost 3,000 jobs in the next six years. There is expected to be a large decline in production occupations, losing over 500 jobs in the next six years or a decrease of six percent.

# ECONOMIC & MARKET TRENDS ANALYSIS

## Residential Characteristics

- There are over 100,000 housing units in Oneida County, 60 percent owner-occupied, about 30 percent renter-occupied and the rest vacant.
- Vacancy rates (16%) within the BOA are similar to the County in 2008. The number of properties rented is expected to increase slightly in the next five years.
- Of the vacant properties, the largest percentages are 'for-rent' properties followed by 'other vacant' (abandoned and other). In the City itself, 16 percent of residential units are vacant with almost half of those categorized as 'other vacant'.
- Most of the residential units are single family detached structures, with the next most common being a 2 family house.
- Compared to Upstate New York, the County has a higher proportion of two family houses and a slightly lower proportion of single family houses.
- The value of owner-occupied homes increased dramatically between 2000 and 2008, jumping over 80 percent in the County. However, the projected increase between 2008 and 2013 is a much slower 2 percent. This is a similar trend for Upstate New York, the State and the Nation.
- The average monthly mortgage is approximately \$950 a month, while average monthly rent in Oneida County is lower than the Upstate average.
- The median value of owner occupied residential units in the BOA in 2008 was \$83,077 with a slight increases expected by 2013.
- As compared to the County, a significantly higher portion of housing units in the BOA are two-family structures. The average monthly rent in the BOA (\$327 without utilities, \$439 with utilities) is slightly lower than the Oneida County and Upstate New York averages.

## Retail Market Analysis

- The consumer spending index identified that households in the County spend proportionately more of their income on health care and utilities as compared to the National average and relatively less on other goods such as apparel.

- Part of this spending pattern compared to the National average may be explained by the high proportion of older residents with fixed incomes and higher health care needs.
- As unavoidable expenses such as health care and utilities continue to go up, County residents may have less money to spend on discretionary items such as travel and entertainment.

## Office and Industrial Real Estate Analysis

- The growth of industrial site-utilizing sectors is slow and in some cases negative. Forecasts anticipate a weak demand for "traditional" industrial space.
- Indications of unmet demand for special types of industrial uses, such as flex-industrial space and highly efficient warehousing space.
- There is going to be slow growth (4 percent) in the office space-utilizing industries, and there is more than enough existing available office space to absorb projected growth.
- The Griffiss Business and Technology Park has both available acreage suitable for development and existing available office space. Asking rents for office space are currently low relative to the cost of construction, making any new privately-funded speculative construction project unlikely.

## Summary Analysis

Continued population decline, an increase in average age, and relatively stagnant incomes provide significant challenges to growing the region's workforce and creating high paying jobs. The region will continue to face pressure in supporting the health of the aging population. Niche industries must be identified to retain youth and build a sustainable base of economic activity for future generations. The regional surplus of affordable housing alternatives should be a strong marketing tool to attract businesses and employees back to the region. As unavoidable expenses such as health care and utilities continue to go up, County residents may have less money to spend on discretionary items such as travel and entertainment. Development within the BOA should focus on flexible and niche industrial space to fill a market gap. Low asking rents and ample supply make new, privately-funded speculative office construction projects unlikely.



# BROWNFIELD, VACANT & UNDERUTILIZED SITES

## Overview

Based on a review of existing environmental databases, reports and property assessment data, 364 parcels encompassing approximately 229 acres were identified as potential brownfields, vacant sites, or both. These parcels comprise nearly two-thirds of the total land area within the Rome BOA boundary.

### What is a brownfield?

A 'brownfield' is real property whose expansion, redevelopment or reuse may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. These sites are typically former industrial or commercial properties where operations may have resulted in environmental impairment.

## Vacant Lands

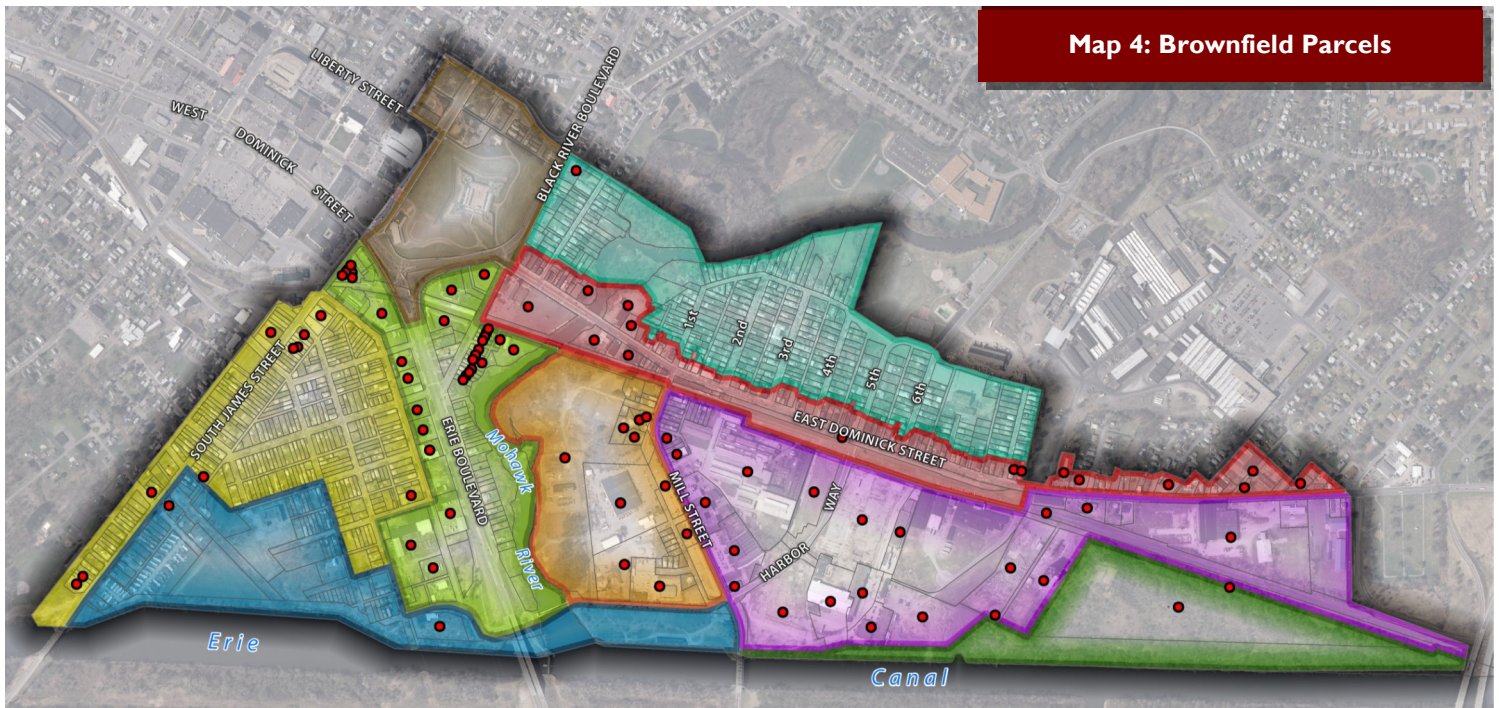
As noted in the *Existing Land Use and Zoning* section found in Appendix C, NYSORPS classifies vacant lands as "property that is not in use, is in temporary use, or lacks permanent improvement." As vacant sites can present substantial opportunities for redevelopment, it is important to note that any property located within the Rome BOA assigned to the *Vacant* category was included in this analysis to assist in the identification of strategic sites.

## Brownfields

- A total of 92 sites have been identified as potential brownfields occupying 181 acres (35% of BOA).
- Sixty-nine brownfield sites are in some form of active use, with the remaining classified as both potential brownfields and vacant sites (50 acres).
- There are currently 16 sites in some stage of remediation as part of the NYSDEC Environmental Restoration Program.
- Publicly-owned parcels account for 55 of the 364 categorized as potential brownfields and/or vacant parcels (15%).
- Only two publicly-owned parcels are vacant brownfield sites.

While most of the properties identified in the BOA as potential brownfields are commercial or industrial in nature, properties from which underground storage tanks (USTs) were removed have also been included, regardless of the property's land use classification (e.g., residential uses).

*Please see Appendix F for a map identifying brownfield and vacant sites, and Appendix G for information regarding primary pollutant concerns for each potential brownfield property.*

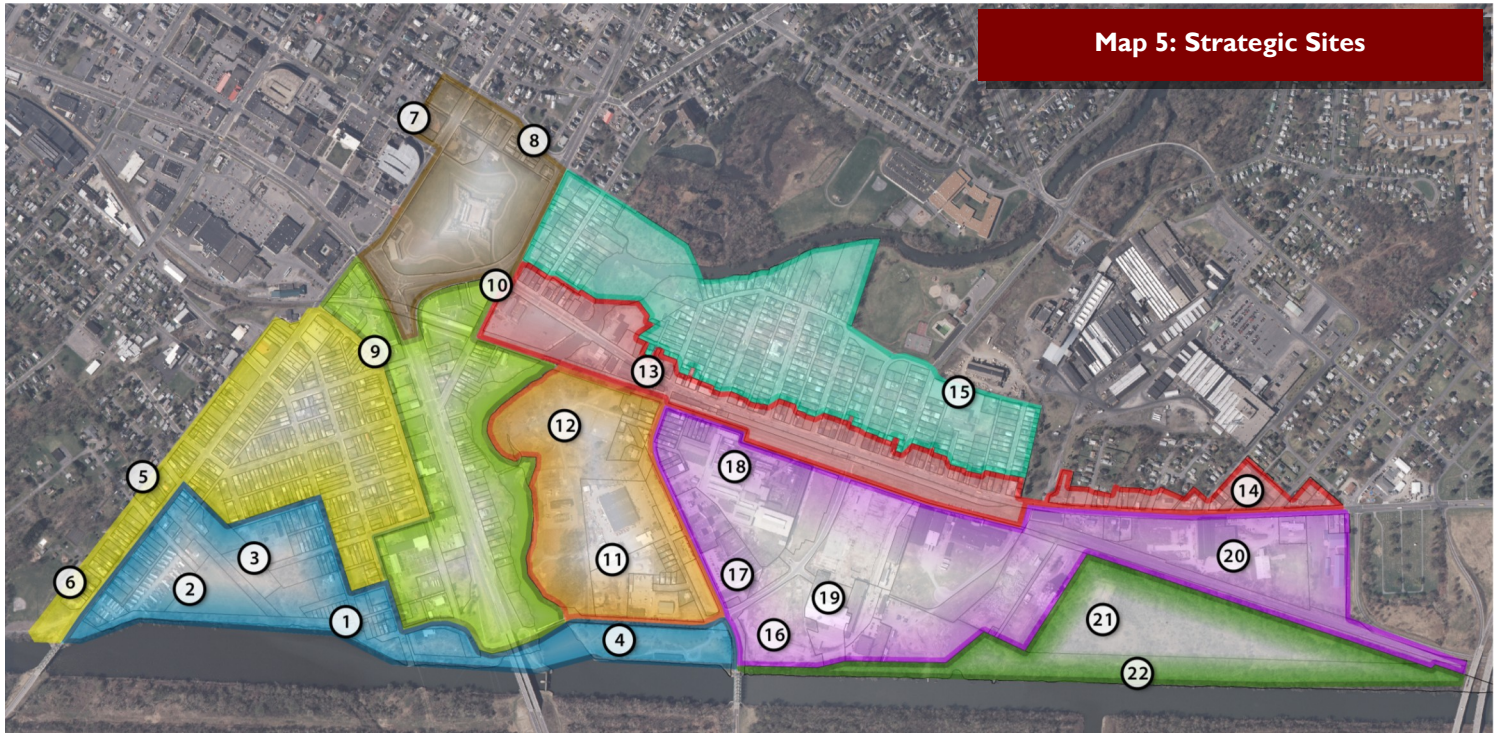


**Map 4: Brownfield Parcels**

Knowledge of the type and degree of contamination present on a site can be helpful to inform property owners of the potential financial costs and timeframes necessary for remediation, and provide insight into contaminant-specific government assistance funding that may exist.



## STRATEGIC SITES



### Overview and Methodology

A total of 102 properties were identified in the BOA as worthy of consideration as a strategic site based on their significance associated with achieving the overall redevelopment vision for the Study Area. This included the identification of not only primary catalyst sites, but also complementary sites that could ultimately play an important role in the revitalization of the Downtown Rome BOA. A ranking analysis was developed that considered environmental, planning, and infrastructure characteristics and resulted in the classification of strategic parcels as high, medium, and low priority.

Twenty-two Strategic Sites, encompassing 90 parcels on 150 acres, were identified within the Downtown Rome BOA based on the following information:

- feedback from community members, project partners and stakeholders;
- a review of recent planning documents and studies;
- an understanding of basic existing conditions; and
- field assessments.

Table 1 provides a complete summary of the BOA's Strategic Sites.

*Please see Appendix G for information regarding preliminary site assessments and pollutant concerns for each potential brownfield property.*

### Evaluation Criteria

#### Planning

- whether site has been identified in other plans
- ability of property to help implement vision and goals
- strategic or high-profile location
- location along the waterfront
- ownership status
- impact of property's condition on surrounding properties

#### Land Use / Environmental History

- whether site is a hazardous waste generating facility
- documented NYSDEC spill history
- site registered as a PBS or CBS
- visual evidence of abandoned waste or underground storage or historic use as a commercial dry cleaner, service station, or similar use
- site listed in NYSDEC remediation database
- previous level of environmental investigation

#### Infrastructure

- road accessibility
- water and rail accessibility
- transit accessibility
- size of site
- presence of existing structures

# STRATEGIC SITES

## Summary Analysis

Several evaluation criteria were established to prioritize sites based on land use and environmental histories, and existing infrastructure available for redevelopment efforts. Additionally, project partners were asked to identify any additional criteria that should be considered in the identification of Strategic Sites based on their ability to further the specific goals and objectives of the individual planning subareas and overall BOA study area. The inclusion of these planning criteria ensured that critical, non-brownfield sites were also provided adequate consideration in the determination of Strategic Sites. This additional outreach effort recognizes that the BOA program is intended to foster and facilitate neighborhood revitalization as it applies to both brownfield and non-brownfield sites. Several non-brownfield properties with a history of neglect or having significant potential to serve as catalysts for revitalization were also selected as Strategic sites.

The presence of known or potential brownfields was a heavily weighted criterion during the selection of Strategic Sites. The following provides a brief overview of brownfields within the 22 Strategic Sites.

- Fourteen of the 22 Strategic Sites contain at least one brownfield property (68%).
- Seventeen of the 90 potential brownfield parcels are located within a Strategic Site (20%).
- Brownfields account for 102 acres, or 67 percent of Strategic Sites by area.
- Brownfields within Strategic Sites account for 55 percent of all brownfields, by area.



*The Rod Mill and Echo Beach Industries Strategic Sites in the BOA.*

## Site Assessment Funding

A number of the target Strategic Sites have also been identified as potential candidates for site assessment funding. An expanded environmental site assessment provides sufficient information regarding contamination to assist in decision making regarding the redevelopment potential of a particular BOA property. The properties identified below are prioritized and require further site assessment in order to determine the best use, technically and economically, for the property as it relates to achieving the BOA vision.

The following criteria, established by the NYSDOS, have been considered for each of the target Strategic Sites to ensure they meet eligibility requirements for site assessment funding:

- Real property whose reuse may be complicated by the presence or potential presence of contaminants;
- Additional environmental information is necessary to determine an appropriate land use for the BOA;
- Must be owned by a volunteer or a municipality;
- Cannot be a Class 1 or 2 site on the Registry of Inactive Hazardous Waste Disposal sites in New York;
- Cannot be on the Federal National Priority List;
- Cannot be a permitted Resource Conservation and Recovery Act site;
- Cannot be subject to an order for cleanup under Article 12 of the Navigation Law or Article 17 Title 10 of the Environmental Conservation Law; and
- Cannot be subject to an enforcement action under State or Federal remedial program.



*Supplemental assessment funding should be sought for the Former Rome Manufacturing site.*



# STRATEGIC SITES

## Strategic Sites by Subarea

The Strategic Sites listed below are discussed in detail within each subarea plan, including a summary of key considerations and factors that contributed to the identification of the parcel as a target strategic site. Each subarea contains at least two Strategic Sites, with the Employment District and Waterfront Village accounting for nine of the 22 as a result of redevelopment potential and environmental contamination. Within the subarea plans, potential reuse strategies are explored for each Strategic Site, as are opportunities to leverage adjacent development activities.

The Strategic Sites are all considered potentially catalytic. Redevelopment, investment and reactivation of these sites has the potential for dramatic spill-over effects that will be essential to the sustained revitalization of Downtown Rome. An Implementation Strategy has been developed that outlines critical steps and the timing associated with the revitalization of the subarea, and the role of each Strategic Site in the process. Each subarea plan contains a tailored Implementation Strategy, while an overall strategy for the BOA can be found at the end of the document.

**Table 1: Strategic Sites**

M#	Subarea	Site Name	Parcels	Acres	ESA	Status	Priority
1	Waterfront Village	Undeveloped Land	12	2.6	N	V	M
2	Waterfront Village	Waterfront Development	3	7.3	N	D/U	H
3	Waterfront Village	DeWitt Clinton School - 423 Ann Street	1	3.7	N	D/U	H
4	Waterfront Village	Bellamy Harbor Park - Harbor Way	1	6.6	N	D/U/B	M
5	South Rome Residential	Underutilized Land	8	1.2	Y	D/U/B	L
6	South Rome Residential	South James Street Enhancements	5	1	Y	D/U/B	H
7	Historic Gateway	Old City Hall - 207 North James Street	2	0.6	N	D/U	H
8	Historic Gateway	Spring Street Area	10	0.6	N	D/U	L
9	Erie Blvd Gateway	Former Rome-Turney - 109 Canal Street	2	2	Y	D/U/B	M
10	Erie Blvd Gateway	Whitesboro Street	27	3.2	N	V/U	L
11	Recreation Corridor	City Yard - Race Street	2	10	Y	D/U/B	M
12	Recreation Corridor	National Grid - Kingsley Avenue	1	22.2	N*	V/B	L
13	Little Italy Commercial	Grand Hotel - 293 East Dominick Street	1	0.3	N	V	H
14	Little Italy Commercial	Nolan Building - 1333 East Dominick	4	2.3	N*	D/U/B	H
15	East Rome Residential	Columbus Ave School - 112 Columbus Avenue	2	2.8	N	D/U	H
16	Employment District	Former Rod Mill - Mill Street	1	6.5	N*	V/U/B	H
17	Employment District	Former Canterbury Press - 301 Mill Street	3	3.2	Y	D/U/B	M
18	Employment District	Former Rome Manufacturing – Railroad Street	1	12.6	Y	D/U/B	H
19	Employment District	Rod Mill Market – 540 Harbor Way	1	3.5	N	D/U/B	M
20	Employment District	1212 East Dominick Street	1	12.4	Y	D/U/B	M
21	Waterfront Greenspace	Vacant Land	1	24	Y	V/B	L
22	Waterfront Greenspace	Canal Corp	1	21.7	Y	V/B	L
<b>Totals</b>			<b>90</b>	<b>150.3</b>			

ESA = environmental site assessment funding candidate V = vacant D = developed U = underutilized B = brownfield

\* site is undergoing or has completed remedial activities





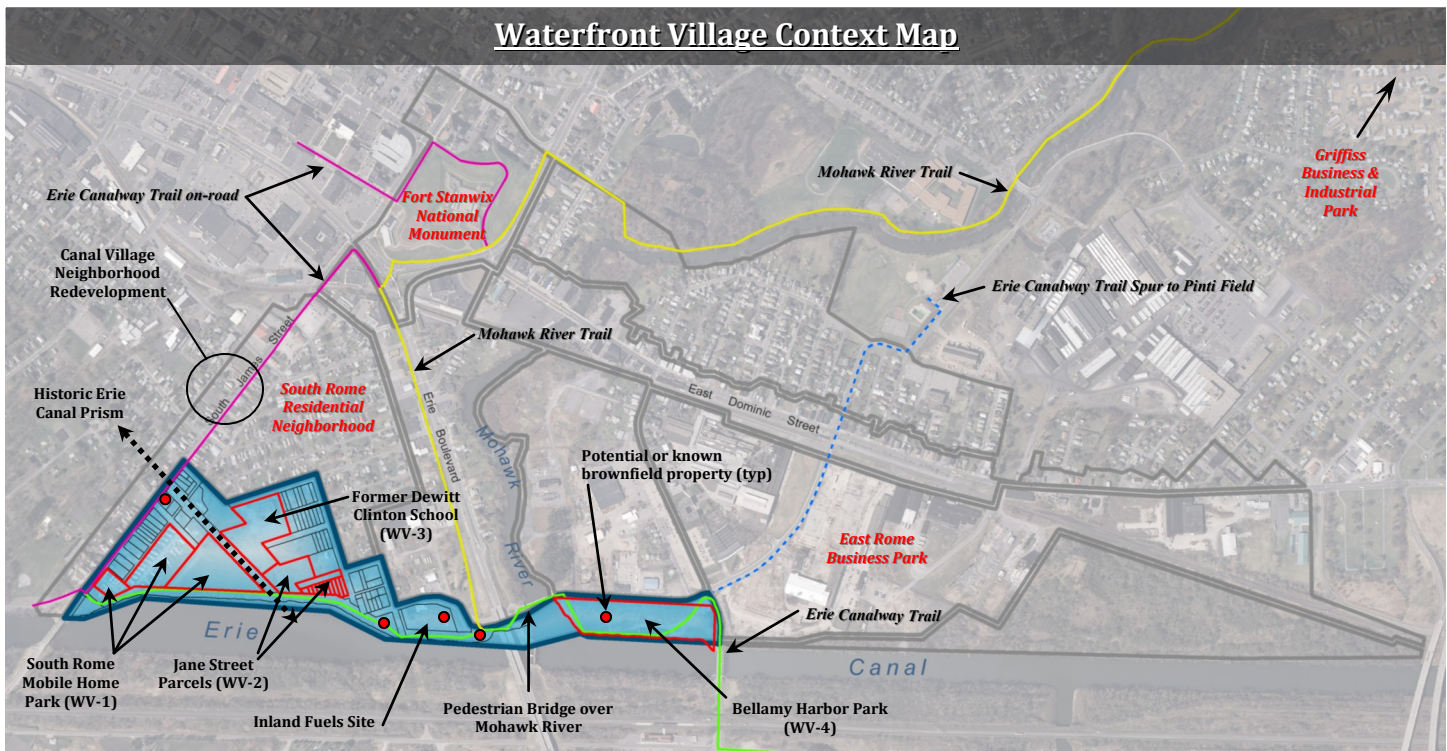


## WATERFRONT VILLAGE

**From Brown to Green:**  
**A Revitalization Strategy for the Downtown Rome BOA**  
City of Rome, New York  
New York State Department of State  
Brownfield Opportunity Areas Program







## a snapshot

**39.6 acres**

- 31% land area vacant
- 18% residential

**78 parcels**

- 39vacant
- 0.5 acre average

**5 brownfields**

- 4 publicly-owned on waterfront

**4 Strategic Sites**

- Bellamy Harbor Park
- Jane Street Parcels
- Mobile Home Park
- Dewitt Clinton School

**1 mile waterfront**

## *“Water, water everywhere...”*

As you enter the city across the Erie Boulevard Bridge, you catch a glimpse of Waterfront Village. Straddling the confluence of the Mohawk River and Erie Canal, this area boasts nearly a mile of waterfront development potential.

At the center of Waterfront Village is Bellamy Harbor Park, home to the City’s annual Canalfest and hub of waterfront recreation. The harbor provides the City’s only dockage along the Erie Canal, with fishing, boating, and mid-day escapes all within the heart of downtown Rome. Fifteen acres of under-developed waterfront property between the South James and Erie Boulevard Bridges offers opportunities for new housing, trails and leisure pursuits centered on a large unimproved natural harbor along the Erie Canal.

## IMAGINE...

**that Waterfront Village is a unique destination where the sights and sounds of the Erie Canal offer both residents and visitors an unrivaled waterfront lifestyle and experience.**

## MAKING IT HAPPEN

### Live.

- Recruit developers and create incentives for mixed use projects - homes, condos, commercial, office, and retail - along the Erie Canal.
- Work with NYS Canal Corporation to enhance the natural harbor as an amenity for future residents and business owners (public docks and private slips).
- Convert an abandoned brownfield to greenspace at the former Inland Fuels site, depicted on the Waterfront Village Context Map.

### Work.

- Enhance Bellamy Harbor Park to serve as a broadband base for the BOA Employment District.
- Develop living space that targets the “teleworking” industry and can be easily adapted to accommodate home office uses.
- Provide alternative transportation to and from home and work, including trail access and bike paths.

### Play.

- Construct a launch at Bellamy Harbor Park for canoes and kayaks.
- Develop a navigation center at Bellamy Harbor Park, including wireless access, maps and tourist information, complete with restrooms and a picnic pavilion.
- Construct the Mohawk River Trail from Bellamy to Delta Lake State Park.
- Construct the Erie Canalway Trail at Bellamy, connecting to Erie Canal Village and beyond.

### CASE STUDY: CORN HILL LANDING - ROCHESTER, NY

The land on which Corn Hill Landing sits was, not long ago, an undeveloped waterfront parcel along the Genesee River. The vision of a local developer turned this underutilized site into a “European Village” that has become a desirable place to live, visit, and relax within the Greater Rochester region. A combination of specialty shops, restaurants with waterside dining, and living quarters benefit from views of both the river and Rochester skyline. A harbormaster and access to boat launches offer recreational amenities in the heart of the City. A trailhead, promenade, and tour boat are other attractions incorporated into the site. This unique development has turned a vacant parcel of downtown land into a destination sought after and desired by individuals throughout the region.





## EXISTING CONDITIONS

### Land Use

Today, the four largest land uses in Waterfront Village are:

- **Public services** (34%), including Bellamy Harbor Park and greenspace along the Canal;
- **Vacant parcels** (31%), including the land area adjacent to the natural harbor;
- **Residential** (18%), typically single family homes on small lots, with the exception of the South Rome Mobile Home Park; and
- **Community services** (9%), including an abandoned school property, just under 4 acres.

In the future, the community hopes to see a greater diversity in land use, with a higher concentration of mixed uses, including commercial, residential, and public open spaces.

*See Appendix C for detailed land use tables.*

### Ownership

Property ownership has a significant impact on the ability to redevelop land. Privately owned land will require coordination with existing and future property owners and/or acquisition by the City in order to achieve the desired objectives.

- NYS Canal Corporation owns a contiguous strip of waterfront land within the subarea, in addition to Bellamy Harbor Park.
- Much of the property on the west side of the Mohawk River is largely undeveloped and is also privately owned. There are two primary individual private property owners.
- The City of Rome owns an abandoned and vacant 3-acre waterfront brownfield site (former Inland Fuels).

*See Appendix C detailed ownership information.*

### Zoning

To achieve the desired range of uses and provide flexibility in the future design and development of the subarea, modifications to existing zoning will likely be required as part of implementation efforts.

Zoning within the subarea ranges from Small-Lot Single Family to Light Industrial and also includes Mixed Commercial/Residential and Preservation zoning districts.

*See Appendix C for detailed zoning information.*



*Bellamy Harbor Park will be further enhanced and promoted as part of the BOA. A kayak launch and navigation center are planned for the Park.*

### Parks & Open Space

Bellamy Harbor Park is a key destination within the BOA and the Waterfront Village subarea. Current amenities at Bellamy in the park include benches, boat docks, a promenade, and fishing area.

Shovel-ready implementation projects include a kayak launch and navigation center which will provide basic amenities to park guests, including maps, traveler information, picnic area, and restrooms. The Erie Canalway Trail and Mohawk River Trail will be constructed to run through the park, offering linkages and connections to destinations and recreation resources throughout the city and region.

## EXISTING CONDITIONS

### Transportation

The Waterfront Village subarea offers significant and desirable alternatives to vehicular travel.

An extension of the NYS Erie Canalway Trail is proposed from Erie Canal Village (east) to Bellamy Harbor Park, along the canal. The southern terminus of the Mohawk River Trail will provide a north-south connection to Delta Lake State Park through the City of Rome and Griffiss Business and Technology Park (see Context Map).

Rome is well-positioned to take advantage of the full commercial and recreational travel via the Erie Canal. However, while the Canal is widely used throughout New York State, it has not reached its full potential in Rome. Waterfront Village is located less than a day, by boat, from Buffalo and Albany.

An Urban Design Plan, recent streetscape improvements, and a pedestrian bridge across the Mohawk River provide both residents and visitors with walkable and welcoming avenues into the downtown and Fort Stanwix.

The City of Rome has leveraged funding for the following transportation-oriented projects in Waterfront Village:

- Design of a navigation center
- Acquisition of property for public recreation
- Kayak launch at Bellamy Harbor Park
- Enhanced docking along the Canal



*The Erie Canal is a premier recreational attraction and natural resource in the City that has the potential to be used for expanded commercial use.*

### Natural Resources

The Erie Canal and Mohawk River are the greatest and most widely recognized natural resources within the subarea. At Bellamy Harbor Park, they provide a natural, peaceful escape from the built environment. However, much of the Canal frontage in the subarea is privately owned or overgrown vegetation that restricts viewsheds and physical access.

A small stretch of land adjacent to the canal is located within the 100-year floodplain. Any area within the floodplain would only be developed for public access, parks, and trails, as opposed to constructed buildings or facilities.



*The pedestrian bridge over the Mohawk River provides access between Bellamy Harbor Park and land to the west, including designated future redevelopment sites.*

### Infrastructure

The subarea benefits from existing infrastructure that can provide service for existing and future development. However, like most cities with aging infrastructure, improvements may be required to accommodate significant development.

### Historic Sites

The Erie Canalway Heritage Corridor encompasses New York's canal system and communities like Rome that grew along its banks. The National Heritage Corridor offers "*works of architecture to see, history to be learned, and hundreds of miles of scenic and recreational waterway and trail to explore.*"

## EXISTING CONDITIONS

### Brownfields, Vacant, & Underutilized Sites

Within the Waterfront Village subarea there are four potential brownfield sites, three of which are publicly owned and adjacent to the Erie Canal. Bellamy Harbor Park was identified as a potential brownfield due to possible petroleum contamination. The parcel is owned by NYS Canal Corporation and will continue to serve as an open space and recreational site. NYS Canal Corporation owns a contiguous strip of land that extends along the entire length of the canal. Potential petroleum impacts on the land have been identified. However, future redevelopment is targeted for trails and waterfront access; uses which should not be impacted by its potential brownfield status. The City of Rome is the current owner of the former Inland Fuels site on the west side of the Mohawk River, along the Erie Canal. The site has been identified as being contaminated and is undergoing remediation under the State's "ERP" Program. A fourth site, along South James Street, is privately owned and is identified as having potential petroleum contamination.

#### Bellamy Harbor Park - 242.0-1-30

Possible petroleum contamination

#### Canal Corp lands - 242.0-1-30

(2 parcels) Possible petroleum contamination

#### Inland Fuels Site - 242.082-1-31

Possible petroleum contamination

#### 607-609 South James Street - 242.073-1-24

2 historic USTs removed

*See Appendix C for brownfield data. See Appendix F for related Site Profile forms.*

Vacant and underutilized sites account for almost all of the land within the subarea west of the Mohawk River. This land is largely undeveloped with significant areas of grassland, overgrown vegetation, and abandoned properties.

The South Rome Mobile Home Park has been identified as an underutilized site given its size, prime waterfront location, and potential for



*The former Dewitt Clinton School is an important building that will be key to the redevelopment of the Waterfront subarea.*

The majority of the vacant and underutilized land is privately owned and will require coordination between the City and property owners to either acquire and/or develop the land in concert with the identified vision for the subarea.

### Key Buildings

A key building in the Waterfront subarea is the former Dewitt Clinton School building, which is now privately owned and vacant. The former school abuts a number of vacant properties along the Canal that are targeted for future mixed-use development.

The solid brick structure is historically important to the neighborhood and retains some architectural integrity. The condition of the interior of the building is unknown - the exterior has been boarded-up and cited for code violations.

If a building assessment determines structural integrity and rehabilitation feasibility, efforts should be made to rehabilitate the structure and identify a use that complements future waterfront development. Office space, housing, or community-oriented uses such as a community center, are potential considerations.



## STRATEGIC SITES

### SITE WV-1: WATERFRONT REDEVELOPMENT

Strategic Site 1 includes the 44-pad South Rome mobile home park and an adjacent vacant parcel with no identified environmental issues that might create obstacles for redevelopment. The partial vacant status, size (8.3 acres), proximity to the Erie Canal, and proximity to surrounding vacant sites provide opportunities for a large-scale redevelopment project, and contribute to these parcels being identified as a strategic site in the Downtown Rome BOA.

As envisioned, when considered and merged with adjacent sites, Site WV-1 would be important to creating a “waterfront village” along the Erie Canal. This area would include residential options, live-work opportunities, and small-scale office, commercial, and restaurant space, as well as access to the water and recreational amenities. Development potential exists to attract new residents and provide a new residential option for future business owners and executives located in the Employment District subarea. The use of portions of the site for a mobile home park is not considered the highest and best use as it does not engage or capitalize on its canal frontage.

Private ownership of the parcels and outstanding lease agreements associated with current mobile home tenants are factors that must be considered when identifying an implementation plan and phasing for the subarea.

These parcels are at the western extent of a large natural harbor, or widening of the canal. As a visitor destination, a mixed use development on this site could provide a respite for Canal travelers heading west to Sylvan Beach and beyond, with Rome serving as a rest stop, location to access information, or a place to stock up on food and other goods before continuing on their journey. Increasing visitation to the City by creating a destination along the Canal will help spur further economic development and waterfront revitalization efforts in the BOA.



**SITE LOCATION MAP**



*This parcel of land is fairly level with both maintained green lawn and areas of vegetation. The mobile home park can be seen bordering the property on the right side of this image.*



*The views of the canal's natural harbor are impressive and expansive.*



## STRATEGIC SITES

## SITE WV-2: NEIGHBORHOOD INFILL DEVELOPMENT



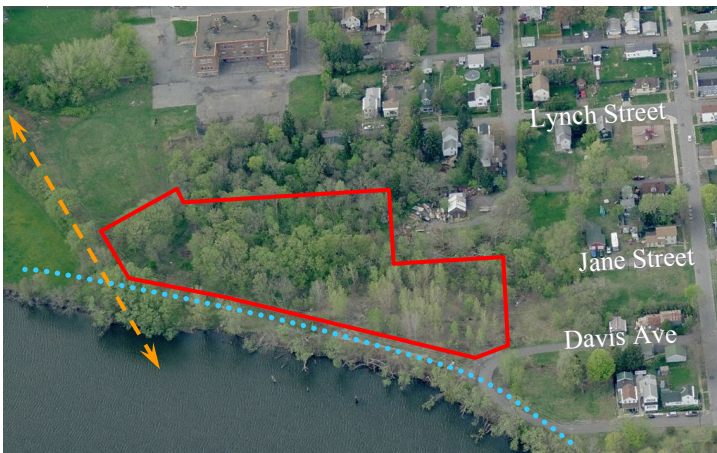
SITE LOCATION MAP

The 12 parcels that make up Site WV-2 are located at the end of Jane Street adjacent to Louisa Street and the Erie Canal, and occupy 2.62 acres with 500 feet of access to NYS Canal Corp waterfront. All 12 parcels are under a single owner which has expressed an interest to work with the City to redevelop the properties. These parcels are undeveloped and are currently wooded portions of the neighborhood grid that was laid out but never constructed.

With frontage along the Canal, the development possibilities for the Jane Street Site are significant, and could successfully demonstrate the potential for waterfront revitalization in Rome. A primary challenge to the development of these parcels is access; the area is relatively isolated and currently lacks improved roadway access from public streets.

However, together with Strategic Site WV-1, adjacent City-owned property and undeveloped street rights-of-way, the combined 11.7-acre waterfront site could accommodate a redevelopment project that would leverage their location along the Erie Canal, with the opportunity to capitalize and benefit from the Heritage Corridor's user base. Opportunities for redevelopment should consider both residential and mixed use alternatives.

The positive impacts of the redevelopment of this site, particularly when considered in conjunction with adjacent properties, is similar to what has been identified for Site WV-1, such as creating a visitor destination, attracting new residents and businesses, and improving quality of life for current and future residents.



As can be seen in this aerial photograph looking north, the site is undeveloped and wooded, with little improved access from City streets. The Site is also located at the eastern end of the natural harbor created by the Canal, creating the opportunity for docks and waterfront access. A proposed extension of the Canalway Trail would cross directly in front of the site (blue dotted line). The former Erie Canal prism (orange arrows) is located along the western boundary of the site, and offers interpretive opportunities for canal and trail users.



## STRATEGIC SITES

### SITE WV-3: FORMER DEWITT CLINTON SCHOOL SITE

The rehabilitation of the Dewitt Clinton School site is an important component of the overall redevelopment of the Waterfront Village subarea and the South James Street residential neighborhood. The site encompasses 3.7 acres and is privately owned.

Currently an abandoned site, the school building has become an eyesore to the surrounding residential neighborhood. The vacant nature of the building poses both safety and criminal activity concerns for the City and nearby residents.

Although the structural integrity of the building is unknown, its rehabilitation could be an important catalyst project both for its supporting relationship to waterfront redevelopment and the positive impacts it would have on the surrounding residential community.

Seeing positive change in the neighborhood would help to invigorate and breathe life into the South James Street residential neighborhood, with potential positive impacts including higher property values and improved property maintenance. Potential future uses for the site may include residential, office, or community-based uses.

If the property is not considered to be viable from an adaptive reuse perspective because of loss of structural integrity, cost, or health related issues, the existing building could be demolished and the site incorporated into a larger waterfront redevelopment scenario.



SITE LOCATION MAP



Top image shows the existing condition of the school building today.



The former High School in Pascagoula, Mississippi is undergoing renovation into 57 senior housing units. The 1939 built structure is very similar to the Dewitt Clinton school in architectural style.



## STRATEGIC SITES

### SITE WV-4: BELLAMY HARBOR PARK

Bellamy Harbor Park sits at the confluence of the Erie Canal and the Mohawk River. The 6.6-acre parcel acts as the water-based gateway into the City of Rome, and includes large open space, outstanding views of the Canal, and fishing and boating access. A proposed NYS Canalway Trail segment will be completed from Erie Canal Village to Bellamy Harbor Park where it will meet the Mohawk River Trail and head north through Rome to Delta Lake State Park (see page 2 for Waterfront Village Context Map).

Although already a destination and landmark within the BOA, significant opportunities exist for continued investment in enhanced amenities at Bellamy Harbor Park. A footbridge over the Mohawk River at its confluence with the Canal provides an important pedestrian linkage between the waterfront, downtown and residential areas.

Rome's Urban Design Plan recommends further development of Bellamy as a passive park. The plan encourages water-enhanced and water-dependent activities that leverage the myriad development and programming opportunities provided by canal-front property (i.e. kayak launch and navigation center). The site is situated along the route of the Great Carry, which provides heritage tourism opportunities at this site to connect with the Fort Stanwix National Monument in the center of downtown Rome.

Ownership of Bellamy Harbor Park by the NYS Canal Corporation limits the City's ability to unilaterally prescribe development and investment actions. The City has been coordinating with the Canal Corporation to obtain necessary permit and approvals to undertake improvements to the park that enhance public access consistent with the Corporation's vision for the Canal.

More detailed investigations of the site should be conducted, such as the preparation surveys that identify ownership, above and below ground infrastructure, topography and mature trees; soil borings; and identification of any archaeological resources.



SITE LOCATION MAP



The existing boathouse and public services structure at Bellamy Harbor Park..



The Erie Canal waterfront promenade offers shade cover, spectacular views of the Canal and seating for visitors.

# ANALYSIS, FINDINGS, & RECOMMENDATIONS

## Strengths

- Adjacency to the Erie Canal and Mohawk River provides opportunity for water-enhanced development.
- Proposed future multi-use trails through the site offer connectivity.
- Significant vacant and underutilized sites provide opportunity for large-scale redevelopment projects.
- Public ownership of some waterfront land can help accelerate desired improvements.
- Bellamy Harbor Park is an existing resource that can be capitalized on to create a regional destination along the Canal.
- Infrastructure is already in place to support desired development patterns.

## Challenges

- Private ownership of large redevelopment parcels will require acquisition or partnerships with private property owners.
- Adjacency to challenged residential neighborhoods will require large-scale marketing and phased redevelopment approach.
- Environmental status of existing sites may require participation in a remediation program, resulting in longer redevelopment timeframes and costs.
- Current economic climate has resulted in reduced public funding for projects, resulting in need for greater private commitment and/or creative approaches to public/private partnerships.



*The confluence of the Mohawk River and Erie Canal, as well as surrounding lands, provide an exceptional opportunity for the City of Rome's economic revitalization and rediscovery.*

## Key Objectives *(see Implementation Strategy section for additional information)*

- Provide additional water-dependent uses, such as enhanced docking facilities and kayak launch to take advantage of the waterfront location.
- Include a *variety* of residential types into future development projects that promote live-work relationships and intergenerational living opportunities.
- Enhance Bellamy Harbor Park and Erie Canal natural harbor as the waterfront gateway into the City of Rome by increasing both visual and physical access.
- Market key redevelopment sites to potential developers and work with existing landowners to identify funding sources for redevelopment or assist with selling of properties.



# ANALYSIS, FINDINGS, & RECOMMENDATIONS

## Future Land Use

The Waterfront Village subarea should develop a range of land uses that embraces and capitalizes on its prime waterfront location. Recommended land uses include:

- water-dependent uses, such as boat docks and fishing piers;
- water-enhanced residential uses such as condominiums with private docking slips;
- water-enhanced commercial uses such as waterfront dining and entertainment venues;
- non-waterfront parcels should support waterfront development, such as inland waterways;
- the Mohawk River Trail and Erie Canalway Trail should be constructed to provide alternative, zero-carbon transportation connections between the waterfront and downtown; and
- Bellamy Harbor Park should be enhanced with a pavilion, amphitheatre, dock, and bulkhead improvements, as well as improved waterfront access for boating and fishing.

## Regulatory Updates

The Waterfront Village subarea currently includes four zoning districts which allow for varying degrees of residential, commercial, and light industrial land uses. Understanding that regulatory updates will be necessary in order to implement the vision of the Plan, this subarea should be classified as a new zoning district to be called the Waterfront Mixed Use District.

The proposed Waterfront Mixed Use District should:

- allow for the range of uses as recommended within the Revitalization Strategy;
- incorporate specific design guidelines for architectural style and building heights;
- incorporate recommendations for preserving viewsheds;
- identify design guidelines that seek to protect and promote environmental quality and the condition of water resources; and
- include parameters for maximizing physical and visual access to the Erie Canal.

*See the Summary Analysis, Findings and Recommendations Section for more information on recommendations.*

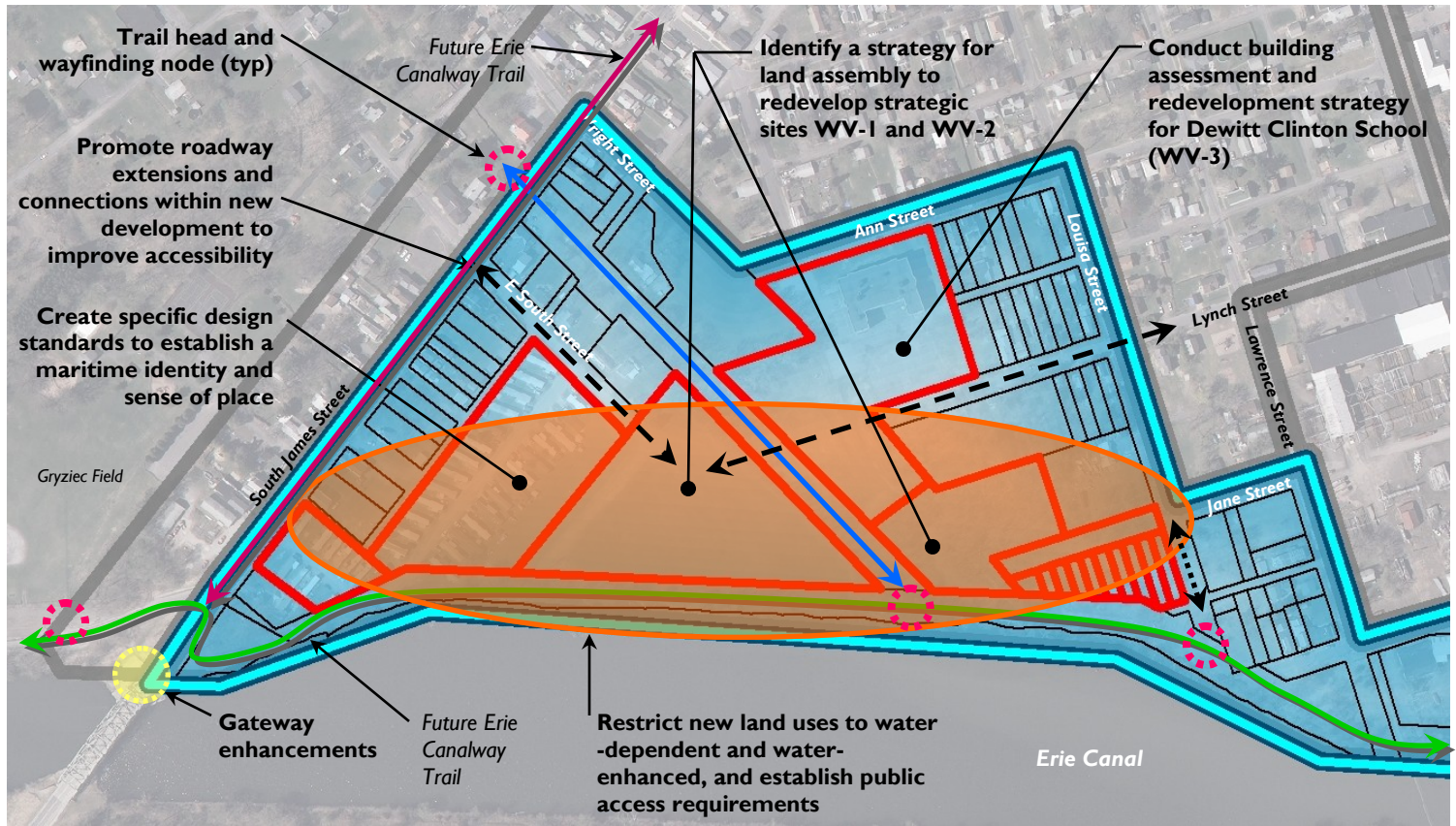


*Bellamy Harbor Park has a pleasant open and rolling landscape with sufficient area for programmed use, such as the Rome Rotary Canalfest and others. The City should seek programmatic opportunities during the winter months to make the park a 4-season destination.*

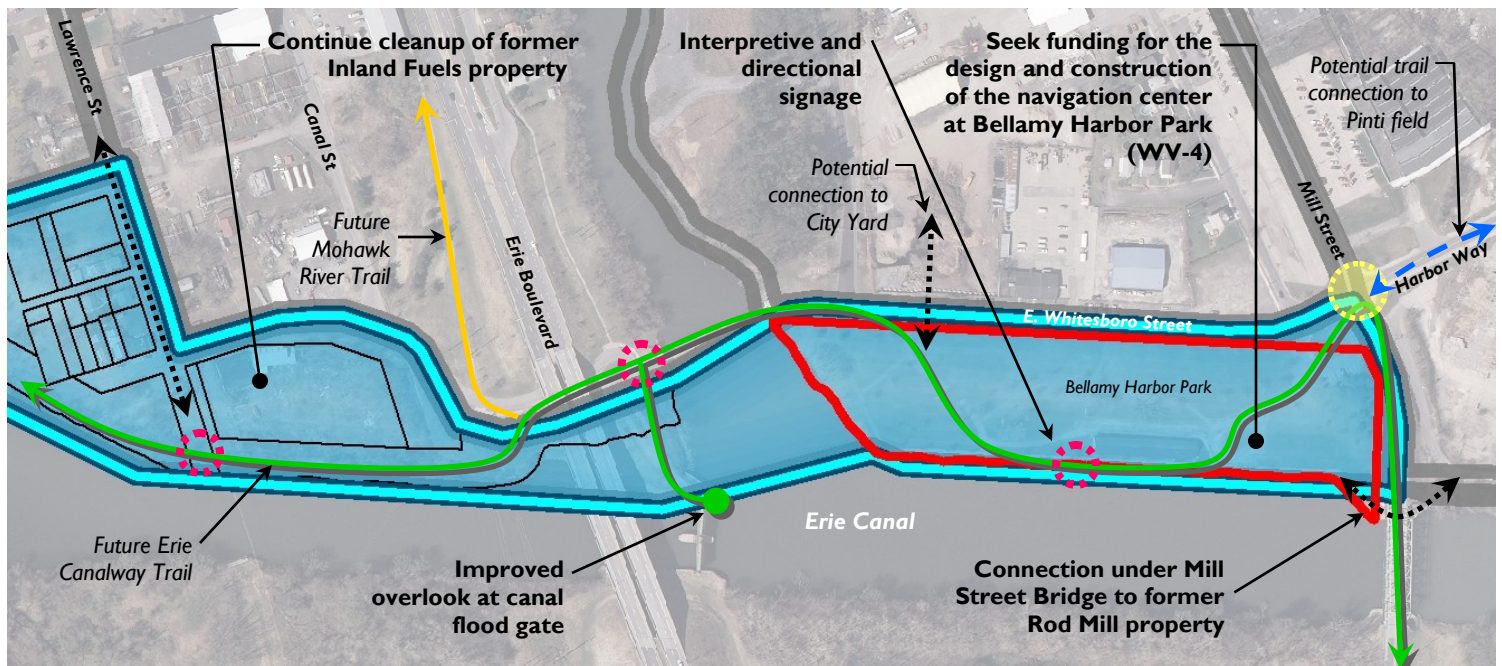


# IMPLEMENTATION STRATEGY

## Waterfront Village Concept Map - West



## Waterfront Village Concept Map - East



# IMPLEMENTATION STRATEGY

## Land Use & Zoning Recommendations

1. Create a mixed use zoning district along the canal for the Subarea to facilitate a range of uses along the waterfront.
2. Develop a specific set of standards for site design, architecture, and public access areas within the new mixed use district that foster a unique waterfront and maritime sense of place.
3. Restrict new land uses to water-dependent and water-enhanced residential, commercial-service and accommodations in an effort to tie the identity of this subarea with the Erie Canal.
4. Establish public access requirements for any new development that is adjacent to or with frontage on the Erie Canal or proposed trail networks.
5. Promote connectivity and accessibility through the establishment of roadway and trail extensions during new development projects, such as the continuation of Lynch Street or linkages between Bellamy Harbor Park and the City Yard property.

## Capital Project Recommendations

1. Construct the Mohawk River Trail from the pedestrian bridge north towards Center City.
2. Coordinate with the New York State Canal Corporation on the construction of the Erie Canalway Trail to provide trail heads, access points, and interpretive elements within the subarea.
3. Complete a detailed implementation funding strategy for the construction of the proposed Navigation Center at Bellamy Harbor Park (Strategic Site WV-4).
4. Continue to seek funding from public, private and philanthropic sources to implement the recommendations made for Bellamy Harbor Park as envisioned in the City's Urban Design Plan.
5. As part of a larger city-wide wayfinding strategy, develop and install a coordinated informational, directional and interpretive signage system at Bellamy Harbor Park and along the Canal.
6. Coordinate with the New York State Canal Corporation and Transportation Department on the construction of an improved overlook from the canal flood gate.

## Recommended Non-Capital Actions

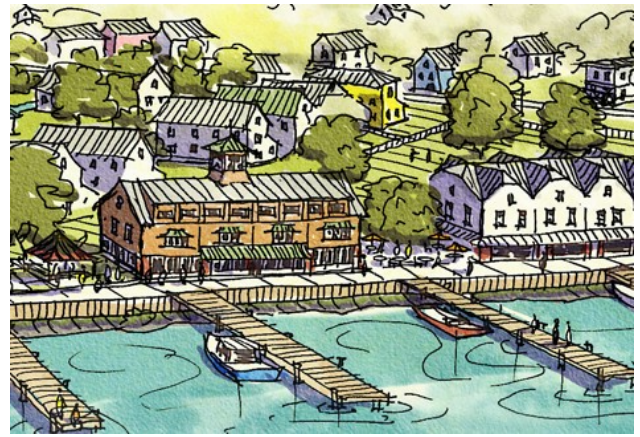
1. Seek funding for and conduct a building assessment and adaptive reuse strategy to determine the structural integrity and feasible reuse of the former Dewitt Clinton School building within Strategic Site WV-3.
2. Continue clean-up of former Inland Fuels site to facilitate the development of an additional public open space along the waterfront.
3. Develop and coordinate a series of investment forums for area developers to inform them of the opportunities within the Waterfront Village Subarea, as well as others within the BOA.
4. Complete a detailed strategy for land assemblage to hasten the redevelopment of Strategic Sites WV-1 and WV-2, and adjacent lands.

*See the Summary Analysis, Findings and Recommendations Section for more information on implementation.*



# IMPLEMENTATION STRATEGY

## Waterfront Development (WV-1)



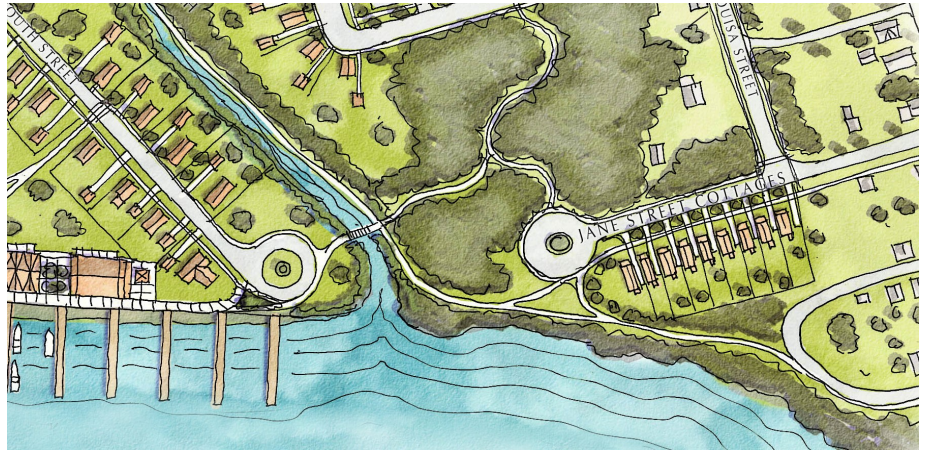
There is significant potential for waterfront development along the natural harbor of the Erie Canal within the Waterfront Village subarea. The above redevelopment scenario envisions a project which would include single family housing inland, and mixed use structures along the waterfront adjacent to a new marina. The four structures along the waterfront would be two to four stories in height, with restaurants and commercial businesses located on the ground floor, and office or residences on upper stories. Parking areas within this type of development should be minimal in scale, and located in multiple parking rooms of 75 or less vehicles to reduce the overall impact on the high quality, pedestrian-scaled environment to be created along Rome's Erie Canal waterfront. This concept also proposes to investigate the dredging and re-watering of portions of the former Clinton's Ditch to act as a centralized community space within the new neighborhood and call more attention to this important historic element within the Waterfront Village subarea.



# IMPLEMENTATION STRATEGY

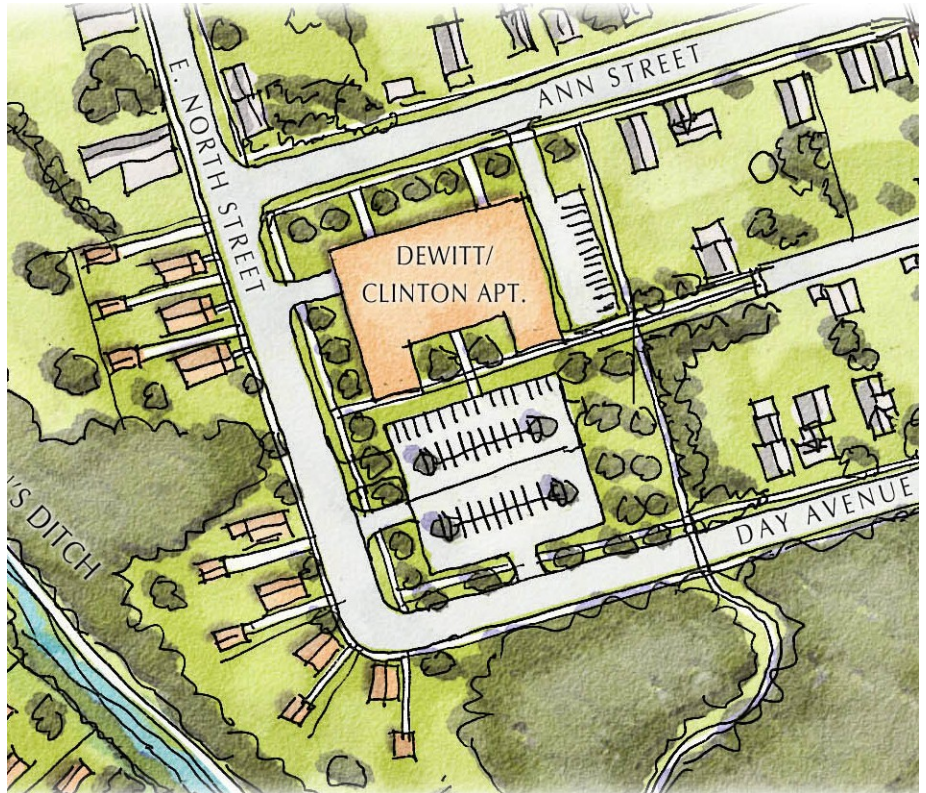
## Neighborhood Infill Development (WV-2)

The neighborhood's surrounding the Waterfront Village subarea have vacant and underutilized land available for infill development. One particular area is Jane Street, currently only recognized as a 'paper' street on tax maps. The numerous parcels along and adjacent to this public right-of-way are vacant, together representing a sizeable land area within close proximity to the Erie Canal. The concept at top right proposed to improve and extend Jane Street, and construct modest cottages similar to the sketch at bottom right. These cottages should be single family, detached homes with direct access to the proposed Canalway Trail system. Depending upon the timing of development, these cottages could also be sold with boat slips located within a short walk at the adjacent marina, or along new slips closer to the cottage development.



## Former Dewitt Clinton School (WV-3)

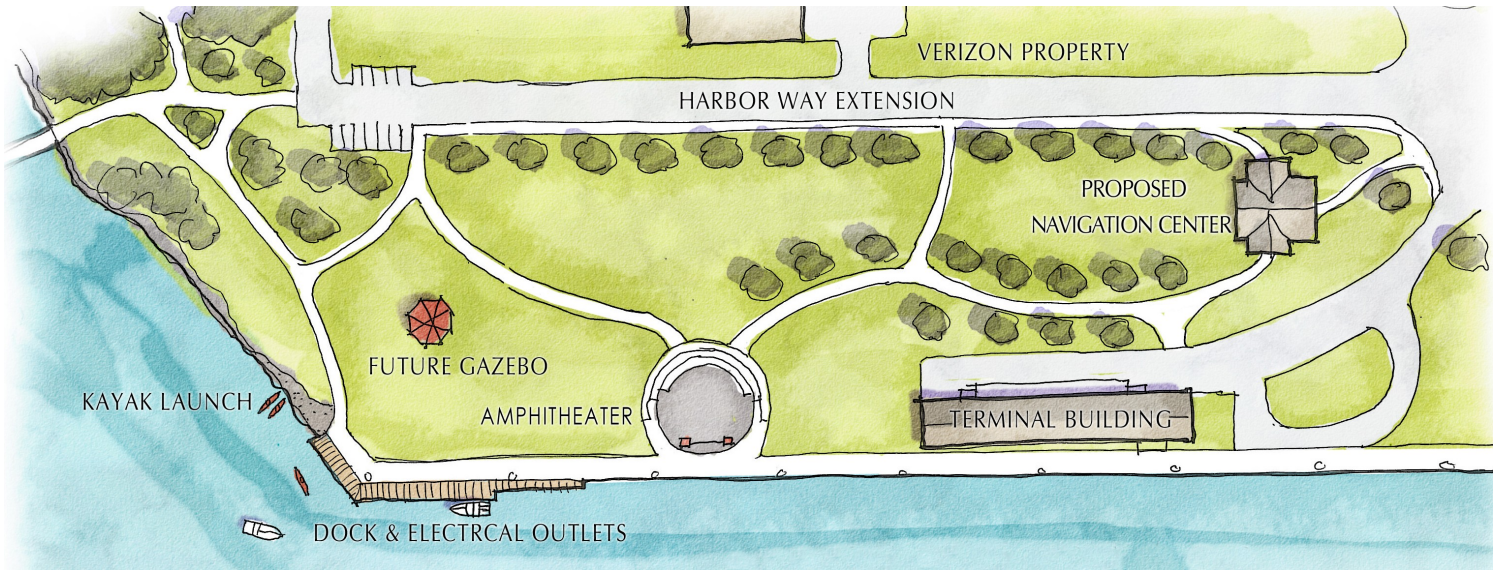
The large former Dewitt Clinton School and ample grounds provide sufficient opportunity for the development of a residential complex. The building has a gross area of approximately 28,000 square feet, and 3.8 acres of land available to support new development. The concept at right depicts the redevelopment of the school as housing, with additional single-family units surrounding the complex. The added density will bring vitality, activity and a new sense of place to this often forgotten portion of South Rome. The extension of Day Avenue and North Street provide a meaningful and necessary connection that will draw people further into the Waterfront Village subarea. In addition to this concept, the possible expansion of the structure should also be considered during the development of the reuse feasibility study.





# IMPLEMENTATION STRATEGY

## Bellamy Harbor Park (WV-4)



Bellamy Harbor Park is the City's single largest waterfront public access opportunity. The proposed addition of an amphitheater and Navigation Center would make Bellamy Harbor Park the City's waterfront gateway for visitors from around the world traveling the Erie Canal. The enhancement of the Terminal Building to include boater comfort services, such as bathroom/shower facilities, laundry, and telecommunications services would also complement the wayfinding and hospitality services provided at the Navigation Center. The park's ample open space could be upgraded with additional infrastructure, such as electrical and water hook-ups, at strategic locations to support various activities and events, making Bellamy Harbor Park a community waterfront destination.



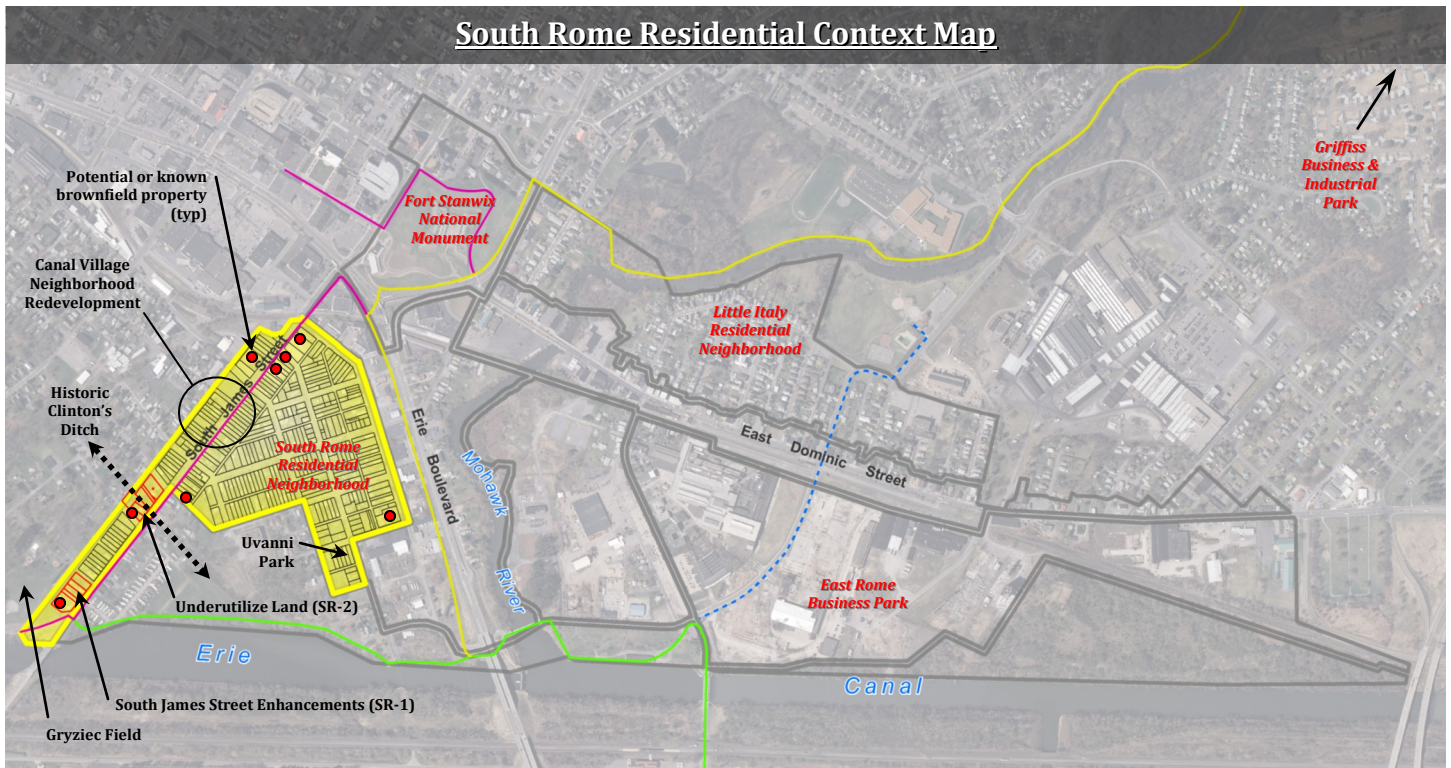


## SOUTH ROME RESIDENTIAL

**From Brown to Green:**  
**A Revitalization Strategy for the Downtown Rome BOA**  
City of Rome, New York  
New York State Department of State  
Brownfield Opportunity Areas Program







## a snapshot

### 35.9 acres

- 60% residential
- 29% vacant land
- 9% commercial

### 306 parcels

- 186 residential
- 92 vacant
- 14 parcels owned by City

### 8 potential brownfields

### 2 Strategic Sites

- South James Street
- Underutilized Land

### 33 New Housing Units

- Canal Village

## *"Evolution of a neighborhood..."*

The scale of the South Rome Residential neighborhood is inherently walkable - residents can easily walk to employment, shopping and recreation destinations. Its "Mom-and-Pops" character and scale reflect the small town appeal of the neighborhood.

The South James Street corridor has gradually evolved from owner-occupied factory worker housing to a mix of rental and owner housing and mixed use buildings. The new \$8 million Housing Visions Canal Village project has infused new life onto the corridor, with 33 new rental units and a public community center. The City seeks to replicate this effort to further support and enhance the local population.

The neighborhood's modest housing - most over 100 years old - provides opportunities for targeted neighborhood revitalization programs aimed at first-time home buyers.



## IMAGINE...

**South Rome Residential as a close-knit residential neighborhood offering diverse housing options in close proximity to neighborhood-scale establishments providing goods, services and open space.**

## MAKING IT HAPPEN

### Live.

- Recruit developers and partners to continue the investment in developing affordable housing along the South James Street corridor.
- Identify potential historic neighborhood districts in an effort to leverage the City's history in neighborhood revitalization.
- Continue to enforce property maintenance codes, while enhancing education and awareness on their importance to the vitality of the community.

### Work.

- Improve connections from the neighborhood core to Waterfront Village and the Employment District via walking trails along the canal.
- Attract small business development through incentives such as property tax rebates .
- Implement the recommendations in the Urban Design Plan to enhance the commercial portions of the South James Street Main Street corridor.

### Play.

- Promote the development of mixed use buildings and public spaces along South James Street through incentive zoning.
- Improve sidewalk connections to Uvanni Park and playground.
- Enhance the street presence and access to Gryziec Field Park.
- Construct linkages from South James Street to the proposed Erie Canalway Trail.

#### CASE STUDY: CANAL VILLAGE – ROME, NY

The 400 block of South James Street had recently suffered from increased instances of crime that further exacerbated blight and disinvestment within the neighborhood. Numerous vacant lots and abandoned or derelict structures line the streets, disrupting the urban form, decreasing property values and impacting on the residents' quality of life. In response, Housing Visions Consulting, Inc has constructed 33 units of affordable housing on South James Street between Henry and North Streets. The development demolished four derelict buildings, rehabilitated three buildings, and built eight new structures. An on-site management office with tenant community space and laundry facilities has been included in the revitalization scenario, which now provides quality housing choices for larger families, veterans, and individuals with mobility and vision impairments. The units are owned and managed by Housing Visions Consultants, and are a great example of successful urban-infill that addresses the needs of the community.



## EXISTING CONDITIONS

### Land Use

The South Rome Residential subarea consists of 306 parcels covering 35.9 acres. While residential parcels are the predominant land use classification, this subarea also comprises a large number of vacant properties. Residential infill development, similar to the on-going Canal Village project, will take advantage of the availability of vacant land and reestablishing historic levels of housing density.

- **Residential** (59%) land use is predominant, with 186 parcels. Single-family homes account for 53 percent of all residential land uses.
- **Vacant** (29%) land uses comprise 92 parcels on 10.5 acres
- There are 23 **commercial** properties on over 3 acres (9%), yet only one is classified as an apartment property.

*See Appendices C and E for detailed land use tables and maps.*

### Ownership

Only 14 parcels (5%) within the subarea are publicly controlled, all of which are owned by the City of Rome.

- City ownership will allow infill development on individual sites to be effective.
- There is an increasing neighborhood problem with absentee landlords and the general maintenance of private property. Of the 306 parcels within the subarea, 170 (56%) have a primary owner address in a zip code other than 13440.
- High levels of renter-occupied residences and property owners who live outside the City will continue to be an important issue in neighborhood revitalization and property maintenance discussions.

*See Appendices C and E for detailed ownership information and maps.*

### Zoning

Two zoning districts encompass portions of the South Rome Residential subarea – Mixed Commercial/Residential (C-2) and Small Lot Single-Family Residential (R-2). These zoning districts do not present any significant impediments to revitalization within the Subarea, though may require modifications to implement the future vision for the Subarea and the South James Street corridor.

*See Appendices C and E for detailed zoning information and existing zoning map.*



## EXISTING CONDITIONS

### Parks & Open Space

Uvanni Park is the only dedicated park facility within the South Rome Residential Subarea. Uvanni Park provides a small open area, seating and playground equipment at the corner of Lynch and Lawrence Streets. Community planning standards suggest one acre of parkland for every 1,000 residents. While the actual population of the neighborhood is unknown, there is a lack of small recreation spaces within the core neighborhood.

However, the City's Gryziec Field is directly adjacent to the neighborhood, providing open play areas, ball diamonds, hard courts, a pool, and playground equipment. These facilities are accessible from South James Street via Gryziec Avenue, via West Street and also from Muck Road along the Erie Canal. The City is embarking on a major initiative to reinvest in Gryziec Field, and intends to improve the park's connectivity and visibility from South James Street through access and gateway enhancements.

### Transportation

The South Rome Residential Subarea is adequately connected to the surrounding roadway networks. Typical to neighborhoods in Rome, numerous streets function as rear access alleys for adjacent residences. As a result, the perceived roadway network is dense, and provides multiple pathways to meander across the neighborhood. However, a notable level of isolation and discontinuity exists in portions of the neighborhood south of Depeyster Street. The numerous east-west streets in these southern areas lack direct connectivity with Erie Boulevard or South James Street. Future opportunities for connections through the Waterfront Village Subarea and enhanced connectivity between Canal Street and Erie Boulevard should be investigated.

The Centro Bus Line has numerous stops along South James Street, yet none along Eire Boulevard or internal to the subarea. However, nearly all properties are within 1/4 mile of a transit stop,



*Uvanni Park and future amenities should be made accessible via continuous sidewalk networks, providing a safe and easy-to-navigate path for children and families*

providing good accessibility to the transit network. Sidewalks are found throughout the South Rome Residential subarea, providing connectivity along most roadways. The roads functioning as rear access alleys (Cooke Ave, Avenue A, Avenue B, Day Ave) offer the opportunity for pedestrian and bicyclist connections. There are numerous gaps within the sidewalk network, either at individual properties or along portions of side streets. At a minimum, the City should seek to provide a continuous and uninterrupted sidewalk along a single side of most streets. Lawrence and Depeyster Streets should be targeted as primary pedestrian thoroughfares with sidewalks on both sides, if possible.

### Natural Resources

There are no substantial natural resources present within the subarea, with remaining open spaces comprised of abandoned or vacant lots.

### Infrastructure

The subarea has a full complement of water, sanitary sewer, storm sewer, and telecommunications infrastructure in place. This infrastructure was installed to match the build out capacity of the neighborhood. While there are

## EXISTING CONDITIONS

numerous opportunities for infill development it is not anticipated that existing infrastructure capacities would need to be upgraded to support the continued revitalization of the neighborhood.

### Historic Sites

The former first generation Erie Canal prism cut across South James Street between West Wright Street and West South Street. The historic waterway continues south towards the current day Erie Canal along a strip of City-owned land. This area has significant potential for interpretive elements; the crossing of the former canal on South James Street should be recognized and celebrated as a major component of Rome's history.

According to assessment data, there are 74 residential structures that were constructed prior to 1900, with the oldest structures dating to the 1830s. While none of these structures are on the state and national historic registers, they remain a significant part of the neighborhood's historic fabric, and should be considered an important asset during revitalization.

For instance, Depeyster Street between Avenue A and Louisa Street contains 17 structures that pre-date 1900. The City should investigate the significance of these structures as they relate to the City's vernacular architectural style, and consider this a potential focal point for revitalization, preservation and rehabilitation efforts.

### Brownfield, Vacant, & Underutilized Sites

There are ten sites within the South Rome Residential Subarea that can be considered to have the potential for environmental issues. These sites are largely confined to the commercial portion of South James Street at the northern and southern extremes of the corridor. They represent former gas stations, active restaurants, and active commercial properties. Concerns on these properties relate to the current/historic use of bulk storage tanks for fuel or waste oil, and does not indicate the presence of any wrong-doing, contamination, or imminent danger to the public.

Nor do these sites currently represent significant obstacles to redevelopment. These ten sites are:

#### 229 South James Street - 242.065-2-13

Parking lot. Contains 1 inactive UST.

#### 301 South James Street - 242.065-2-15

Currently an active restaurant. Two USTs removed.

#### 307 South James Street - 242.065-2-18

Parking lot. Former gasoline/service station.

#### 309 South James Street - 242.065-2-19

Parking lot. Former gasoline/service station.

#### 310-314 South James Street - 242.065-2-7

Currently a lumber yard. Two USTs removed.

#### 612 South James Street - 242.073-1-6

Vacant lot. Former gasoline/service station. Five USTs removed.

#### 736 South James Street - 242.018-1-43

Active commercial property. Four USTs removed. Contaminated soil removed.

#### 738 South James Street - 242.018-1-44

Active commercial property. Four USTs removed. Contaminated soil removed.

#### 103 East Wright Street - 242.073-2-2

Active commercial property. Four USTs removed. Contaminated soil removed.

#### 416 Canal Street - 242.074-1-25

Active commercial property. Four USTs removed. Contaminated soil removed.

*See Appendices C, E and F for brownfield maps and data.*

### Key Buildings

No buildings have been identified as catalysts for redevelopment within the South Rome Residential subarea. There are several small underutilized or vacant commercial structures scattered along the South James Street corridor, along with numerous vacant residential structures. As the subarea currently lacks a focal point or prominent landmark structure, future revitalization scenarios should strive to create a clear identity and center of activity within the neighborhood.



## STRATEGIC SITES

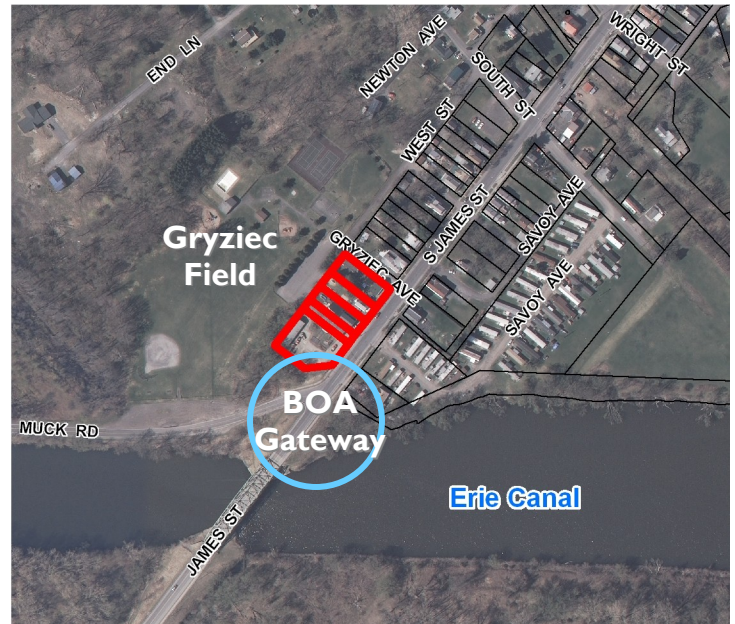
### SITE SR-1: GRYZIEC FIELD and SOUTH JAMES STREET ENHANCEMENTS

Strategic Site SR-1 includes properties along the west side of South James Street from Gryziec Avenue to Muck Road. These parcels have rear access to Gryziec Field, a recreational center the City is seeking to improve. The five parcels that make up Strategic Site SR-1 total one acre and are a mix of residential and commercial uses. This includes a property identified as a potential brownfield located at the gateway entrance to the BOA adjacent to the Erie Canal.

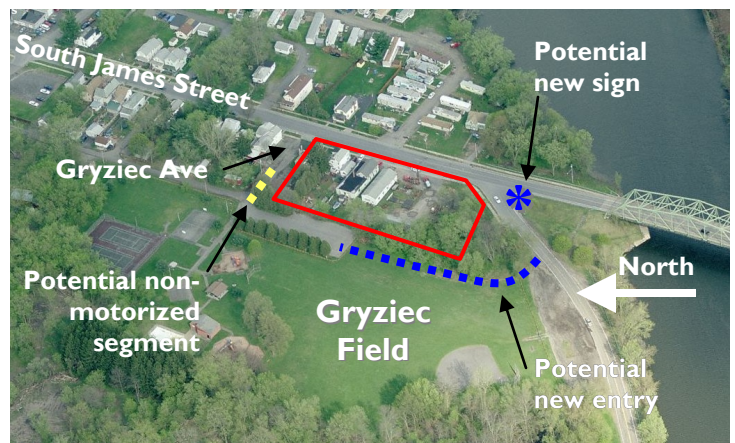
All five parcels are privately controlled by four separate owners, requiring close coordination between the property owner and City to facilitate redevelopment/rehabilitation projects. As part of the City's intent to revitalize Gryziec Field, a more prominent gateway and entry experience is envisioned along South James Street and Gryziec Avenue. The project's location at a major BOA Gateway also supports investments in the aesthetics, appearance and function of these properties to showcase the broader revitalization efforts taking place within the City.

The City should consider the development of a new entrance to Gryziec Field from South James Street or Muck Road. Gryziec Avenue could then become closed to through traffic with portions made into a pedestrian/bicycle-only entry that is improved with a strong delineation between the public right-of-way and adjacent private property. This access corridor could potentially include landscaping, decorative fencing and a dedicated sidewalk for pedestrians.

Streetscape improvements along South James Street should follow the general recommendations made in the Urban Design Plan, focusing on providing additional street trees and tree lawns. Upon development of the Erie Canalway Trail, a linkage to the sidewalk system along South James Street and into Gryziec Field should be developed to promote utilization of and access to this community recreational resource.



**SITE LOCATION MAP**



As depicted in this aerial, Gryziec Avenue is a narrow and difficult to find access point to Gryziec Field. Options include the development of an alternate entry from South James Street or Muck Road.



Existing street presence of Gryziec Field along South James Street is virtually non-existent and unwelcoming for visitors.

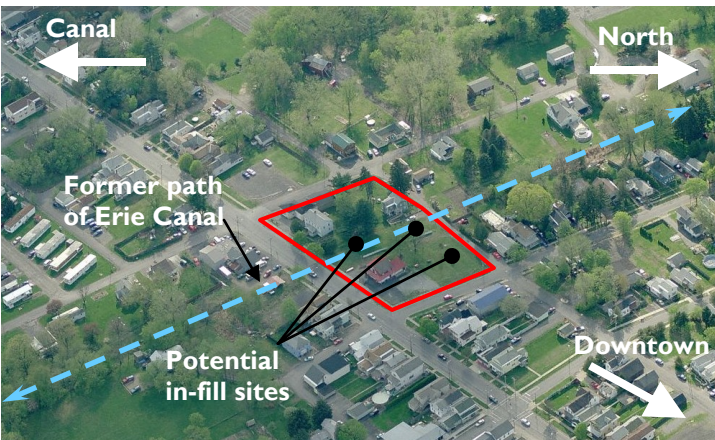


## STRATEGIC SITES

### SITE SR-2: UNDERUTILIZED LAND



**SITE LOCATION MAP**



The 600 block of South James Street is a short stretch between Wright Street and South Street, with just over 300 feet of road frontage and over a half acre of developable land.



A large parking lot dominates the corner of South James and Wright Streets.

Strategic Site SR-2 includes eight properties along the west side of South James Street from Wright Street to South Street. These parcels have rear access to West Street, and one is the former path of the original Erie Canal and is owned by the City. The 1.2 acres that make up Strategic Site SR-2 are a mix of residential and commercial uses, yet only 4 structures are located on these parcels. The lack of development diminishes the urban character found throughout the corridor. This stretch of South James Street would benefit greatly from investments in energy efficiency and façade improvements, as well as targeted infill or redevelopment. A project similar to the Canal Village investments made to the north along South James Street should be investigated for feasibility to continue the momentum generated by that residential project.

If infill development is not considered feasible, the City should focus efforts on improving the streetscape appearance of these properties consistent with the Urban Design Plan and the City's Main Streets Design Guidelines. Streetscape improvements should include a well defined tree lawn between on-street parking areas and the sidewalk, complete with street trees and shrubbery.

Additionally, the City should either seek to divest the former canal parcel between adjacent land owners, or improve the boundary definition between the public and private parcels. Although the City should continue focusing major investment efforts on nearby Gryziec Field, this parcel would benefit from simple green space improvements, including a few additional shade trees, to provide a place for open play or rest and relaxation mid-block along South James Street. If the City is to retain ownership as open space, a sign should be placed at the street line to inform the neighborhood that this is public land open for public use.



# ANALYSIS, FINDINGS, & RECOMMENDATIONS

## Strengths

- Established residential core can be strengthened through revitalization and infill programs.
- Existing housing stock can provide an affordable alternative for housing rehabilitation projects.
- South James Street corridor provides local, neighborhood based commercial options.
- Numerous opportunities for infill development on private and publicly owned sites.
- Proximity to Erie Canal provides opportunities to capitalize on linkages and public space improvements.
- Vacant land on north end of South James Street is opportunity for targeted reinvestment.

## Challenges

- Large number of multi-family residential units reflects low owner-occupancy rates.
- Lower owner occupancy rates have direct impact on property maintenance and values.
- Low owner occupancy indicates residents are less vested in the neighborhood.
- High levels of vacant structures in the neighborhood are centers for criminal activity.
- Industrial business located in southeast corner of subarea creates noise and detracts from the overall character of the residential neighborhood and Uvanni Park.
- In long-term development scenario, transition from working class neighborhood to high-end development on waterfront.

## Key Objectives *(see Implementation Strategy section for additional information)*

- Leverage the efforts associated with the Canal Village housing development by focusing future neighborhood investments in adjacent properties to further strengthen the critical mass of renewal along South James Street.
- Implement the Urban Design Plan which identifies a streetscape enhancement strategy for South James Street that focuses on maintaining the pedestrian-friendly character and buffering public spaces from adjacent parking areas and driveway entrances.
- Enhance existing intersections to improve connectivity and circulation. Treatments may include traffic calming measures and pedestrian oriented improvements, such as colored asphalt.
- Develop residential design standards that are considerate of existing scale and character of the residential neighborhood. Build on vernacular style developed as part of Canal Village.
- Improve sidewalk conditions to address trip hazards and deteriorating conditions.
- Focus residential rehabilitation projects and infill development on the 500 and 600 blocks of South James Street to complete street revitalization from Canal Village south to Gryziec Field.

# ANALYSIS, FINDINGS, & RECOMMENDATIONS

## Future Land Use

The South Rome Residential subarea should continue as a mixed use residential neighborhood that provides a variety of housing types and a strong neighborhood-scale commercial corridor. South James Street should remain a mixed use corridor that provides higher density residential units and limited-scale commercial/retail establishments to service the adjacent neighborhoods. The core residential neighborhood should remain mixed residential, yet should strive to increase levels of ownership and owner-occupancy via infill projects, housing rehabilitation programs, and ownership incentive programs as detailed in Actions 2.2 and 2.3 in the Comprehensive Plan.

The core residential area lacks adequate park facilities, and future land use strategies should identify appropriate locations for additional recreational space to meet Goals 1, 2 and 4 of the Comprehensive Plan relating to vibrant neighborhoods and high quality recreational opportunities. The industrial areas on the southeast corner should be buffered from adjacent residential uses with open space, vegetation, and other screening techniques.

Recommended land uses for infill and redevelopment projects include:

- market-rate single family residences;
- affordable single-family residences;
- townhomes and multi-family buildings;
- mixed use commercial and convenience retail; and
- parks and open space.

*See the Summary Analysis, Findings and Recommendations Section for more information on recommendations.*

## Regulatory Updates

The South Rome Residential subarea currently includes two zoning districts (Mixed Commercial/Residential [C-2] and Small Lot Single-Family Residential [R-2]) which allow for varying degrees of residential and commercial land uses. While current regulations permit a mix of land uses, the code lacks design guidelines or standards for development. The City should continue to implement appropriate development typologies for the South James Street corridor as outlined in the Urban Design Plan and the core residential neighborhood as outlined in the Downtown Residential Design Guidelines. This will prevent future development from eroding the identity of the neighborhood.

The City should strive to incorporate sustainable construction strategies through the provision of guidelines for environmentally responsible and sustainable development. Historically, the South Rome Residential neighborhood has suffered from significant levels of code violations by absentee property owners. Strategies should be created that mitigate repeat offenders through enhanced education, training, and enforcement activities through the Code Enforcement Office.



# IMPLEMENTATION STRATEGY

## South Rome Residential Concept Map





# IMPLEMENTATION STRATEGY

## Land Use & Zoning Recommendations

1. Develop design guidelines and an architectural pattern book for residential development based upon the historic vernacular architecture found throughout the neighborhood. The recently constructed housing visions project provides appropriate examples for new development.

## Capital Project Recommendations

1. Improve sidewalk connectivity within the core of the neighborhood by filling gaps, seeking to create contiguous runs of sidewalk on at least one side of the street.
2. Enhance connectivity and access to Uvanni Park by completing sidewalk segments within the neighborhood.
3. Coordinate the development of a trail head and connectivity with the future Erie Canalway Trail and Gryziec Field, Lawrence Street, Canal Street and East North Street.
4. Improve visual and physical connectivity between South James Street and Gryziec Field, and investigate an enhanced access point from Muck Road.
5. Continue to implement the recommendations made within the Urban Design Plan as redevelopment continues along South James Street.
6. Utilizing minimal public funds, convert the former Erie Canal corridor parcel in the 600 block of South James Street to a public greenspace, with an open lawn area, shade trees, bench seating and interpretive signage describing the historic use of the land.

## Recommended Non-Capital Actions

1. Complete an inventory and analysis of existing housing to identify the quality and quantity of the existing supply of owner-occupied and renter-occupied housing. The study should also identify opportunities for rehabilitation, new construction, land assembly, and demolition.
2. Work with housing developers to complete large-scale redevelopment and rehabilitation initiatives that build on the success of Canal Village. Continue targeted housing enhancements within the 500, 600, and 700 blocks of South James Street, including rehabilitation, infill development and selective demolition.
3. Work with neighborhood representatives to develop grassroots initiatives targeting neighborhood and property maintenance, including the creation of local tool libraries and the hosting of “how to” clinics.
4. Complete the redesign of the entry to Gryziec Field as a prominent gateway into downtown Rome along South James Street.
5. As part of a city-wide wayfinding strategy, enhance the gateway entrance at the canal bridge into Rome along South James Street, and consider extending gateway improvements from the railroad overpass south of the canal north to Muck Road.

*See the Summary Analysis, Findings and Recommendations Section for more information on implementation.*



# IMPLEMENTATION STRATEGY

## Gryziec Field Enhancements (SR-1)



The redevelopment of the South James Street frontage at Gryziec Field will improve the visibility and functionality of this important neighborhood recreational resource. This project would also highlight a significant downtown Rome gateway as motorists cross the Erie Canal and travel north into the core of the City. Improvements should include new sidewalks, decorative fencing, landscaping, lighting and street trees to enhance the definition of the park and it's identity as a major entry feature to the South Rome Residential Subarea.

## Underutilized Land (SR-2)



The continued revitalization of South James Street should include additional revitalization projects along targeted portions of the corridor. By concentrating investment efforts, a critical mass could begin to form at key locations within the neighborhood, leading to spin-off development and investment activity at the periphery. Vacant lots can become useful as locations for infill development, pocket parks or greenspaces, and modest off-street parking areas. The above lot was originally part of the original Clinton's Ditch, and could be improved with heritage and interpretive components along with minor improvements for seating and landscaping.



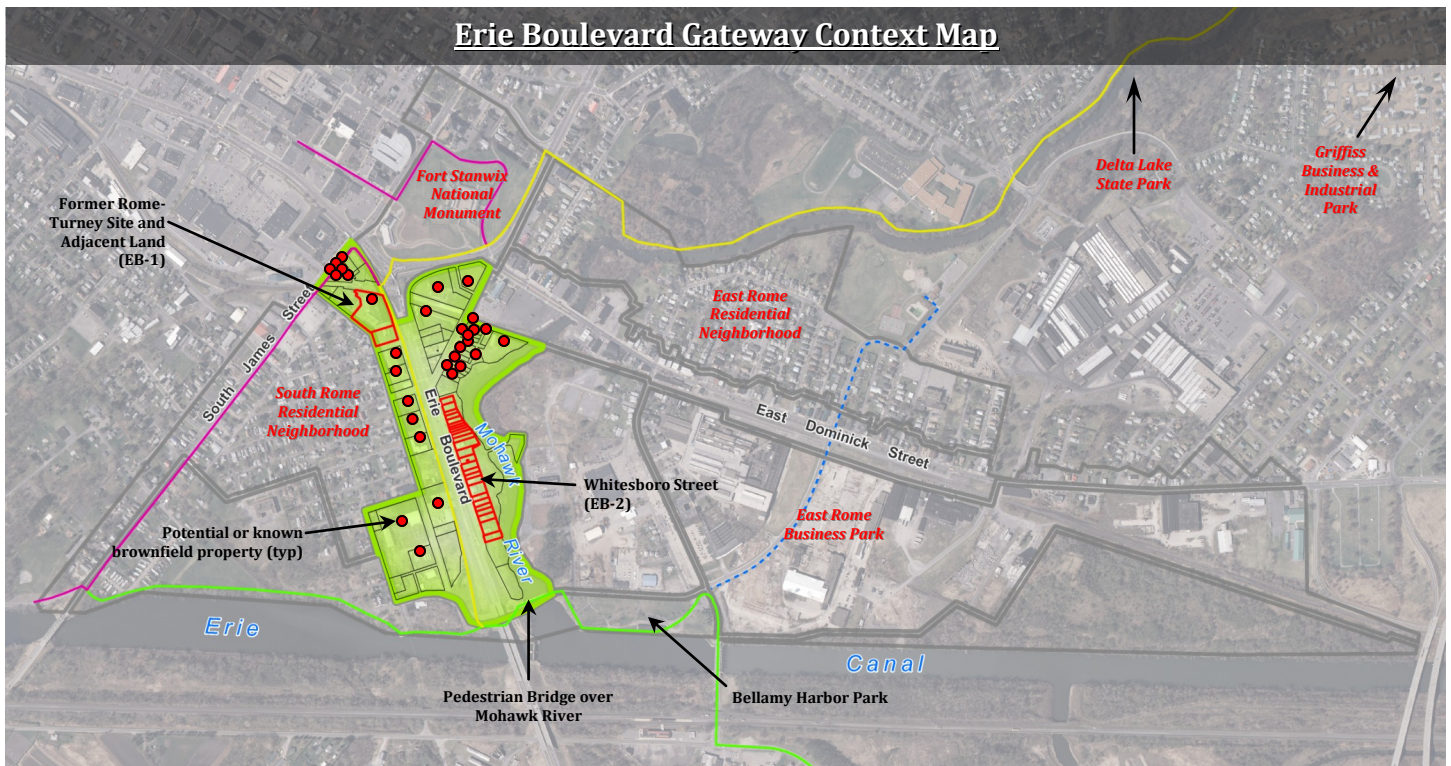


## ERIE BOULEVARD GATEWAY

**From Brown to Green:**  
**A Revitalization Strategy for the Downtown Rome BOA**  
City of Rome, New York  
New York State Department of State  
Brownfield Opportunity Areas Program







## a snapshot

### 31.9 acres

- 18% residential
- 29% vacant land
- 26% commercial

### 86 parcels

- 30 residential
- 10 publicly owned parcels

### 32 potential brownfields

### 2 Strategic Sites

- Former Rome-Turney
- Whitesboro Street

### 2,500

- feet of Mohawk River frontage

## *“Welcome to Rome...”*

As the primary gateway from the south and Turning Stone Resort, the Erie Boulevard corridor has a mix of housing and commercial uses along the Mohawk River. The gateway also connects residents and visitors from Bellamy Harbor Park to South Rome neighborhoods and Fort Stanwix National Monument. A well-lit Mohawk River spillway at the bridge emphasizes the corridor’s waterfront connection.

This underdeveloped corridor provides opportunity for business development and green infrastructure improvements. Streetscape enhancements, including landscaping, façade improvements, and signage - as well as traffic calming measures - are needed to create a positive first impression of the City.



## IMAGINE...

the Erie Boulevard Gateway serves as a principal entry welcoming residents and visitors from the south. The gateway provides services and employment opportunities within a safe, attractive and walkable environment - connecting the waterfront to the center city.

## MAKING IT HAPPEN

### Live.

- Encourage upper story residential in appropriate buildings.
- Promote and reinforce the business/commercial corridor's strong connections to surrounding residential areas.
- Investigate the potential to relocate industrial uses into the Employment District and replace with residential infill development.

### Work.

- Attract new service-based businesses that create employment opportunities for City residents.
- Encourage alternative forms of transportation via enhancements to the trail and sidewalk systems.
- Develop a façade improvement program to enhance the appearance of existing structures.
- Investigate opportunities to retrofit and reuse existing buildings where possible, such as the Rolerad building on Canal Street.

### Play.

- Develop and install a wayfinding system to direct pedestrians to trails, parks, and adjacent natural areas.
- Construct the Mohawk River Trail from Bellamy Harbor Park to Delta Lake State Park.
- Construct the Erie Canalway Trail and provide a strong pedestrian linkage from Erie Boulevard.
- Design and install traffic calming elements along the corridor to slow traffic and improve aesthetics as recommended in the Urban Design Plan.



### CASE STUDY:

#### PAWTUCKET - Rhode Island's Creative Community

Artisans and craftsman first made their home in Pawtucket, RI as they applied their artistic creativity and skills at to maintain the machinery which energized the textile mills along the Blackstone River. Today, hundreds of artists have relocated here to operate artist studios in the City's Arts District, a 307-acre district established by the State of Rhode Island which carries special tax incentives for artisans living, creating, and selling their works. The district is centered on a critical mass of abandoned and shuttered mills, with the aim of turning these structures and their surroundings into a thriving mixed use neighborhood that caters to the arts and artisans. The City has also developed a grant program whereby artists can apply for funding to contribute works for the enjoyment of Pawtucket residents. Over the past six years, nearly 1,000,000 square feet of former mill and industrial space has been purchased or converted into live-work lots or arts manufacturing space, leading Pawtucket to be known as Rhode Island's newest artist Mecca. In Rome, the former Rome-Turney building may have the potential to house artisan studios and gallery space, and begin to form the nexus of a creative community at the north end of the corridor.

## EXISTING CONDITIONS

### Land Use

Land use patterns suggest that there are significant redevelopment opportunities available within the Erie Boulevard Gateway subarea.

- **Commercial** and **industrial** (42%) properties occupy 13.5 acres.
- **Vacant** (29%) properties are scattered throughout the subarea on nine acres of land.
- **Residential** (18%) land uses are confined to East Whitesboro and Bouck Streets.

*See Appendices C and E for detailed land use tables and land use map.*

### Ownership

A total of 10 parcels (7 percent of land area) within the subarea are publicly controlled by the City, County, and State.

- The City is the largest public land holder by parcel count, yet the smallest by acreage.
- The City, while lacking a significant area of ownership, controls four consecutive parcels on Whitesboro Street, making this a prime opportunity for redevelopment.
- New York State has control over a significant portion of the Mohawk River frontage adjacent to the spillway north of the dam and pedestrian bridge. These lands are essentially undevelopable due to topography and configuration.
- Oneida County's holdings include a portion of the railroad bed, and a larger parcel at the southern end of Canal Street adjacent to the R&S Steel and former Inland Fuels properties.

*See Appendices C and E for detailed ownership information and maps.*

### Zoning

Four of the City's 13 zoning districts – Mixed Commercial/Residential (C-2), General Commercial (C-3), Central Commercial (C-4), and Light Industrial (E-3) – lie within the Erie Boulevard Gateway subarea. The Mixed Commercial/Residential (C-2) district is located along the central portion of Erie Boulevard and in the northwest corner of the subarea along South James Street. The General Commercial (C-3) district is the predominant district and is located along Erie Boulevard and South James Street. Central Commercial (C-4) parcels are located near the junction of Black River and Erie Boulevards. The Light Industrial (E-3) district is confined to the southwest corner of the Erie Boulevard Gateway subarea.

If development were to occur under current zoning, redevelopment would focus on commercial uses with the potential for some light industrial development. Modifications will be required to existing zoning to achieve the vision for this subarea.

*See Appendix C for detailed zoning information.*



## EXISTING CONDITIONS

### Parks & Open Space

There are no public or private parks within the subarea. However, the corridor is adjacent to Bellamy Harbor Park and the Erie Canal, which can be accessed from Whitesboro Street and the pedestrian bridge that crosses the Mohawk River.

### Transportation

The Erie Boulevard Gateway subarea is a vehicle dominated corridor that links the City of Rome to areas south via SR 365 and CR 233 with access to Verona, Oneida, and the NYS Thruway.

Erie Boulevard is extremely wide, with four 12-foot travel lanes and a 14-foot central turning lane, with a complete cross-section of over 65 feet.

Whitesboro Street is a one-way residential access road that travels parallel to Erie Boulevard to the east. Canal Street on the western boundary of the subarea is a two-way, two-lane roadway that provides primary and rear access to commercial and industrial properties.

The Centro Bus Line does not service Erie Boulevard. The closest transit stops are along South James Street, Mill Street, and East Dominick Street. Most properties remain within 1/4 mile of a transit stop, providing acceptable accessibility to the transit network.

Sidewalks are found on both sides of the Erie Boulevard corridor. However, numerous gaps within the sidewalk network, at intersections and

along connector streets, should be filled to provide a continuous and uninterrupted pedestrian connection to and across the Erie Boulevard corridor.

In addition to the improvement and enhancement of pedestrian safety at existing intersections, consideration should be given to the construction of an additional intersection along Erie Boulevard to provide enhanced connectivity with Canal Street and the commercial/residential properties to the west.

### Natural Resources

The Mohawk River borders the east side of the subarea, and provides a naturally defined break and visual buffer with the Recreation Corridor Subarea. The river banks are heavily vegetated and provide a sense of enclosure to the corridor that is evident from Erie Boulevard. There is a limited amount of open space along the waterfront, yet it is largely unusable for recreation due to slopes and configuration.

Potentially the subarea's greatest asset, and also one of the least utilized portions of the City, is the Luquer Street access point to the Erie Canal. A promontory that reaches out into the canal adjacent to the flood control gates provides one of the most breathtaking views of the canal. This area underneath the Erie Boulevard bridge could be improved for expanded use by the public.



View of the Erie Boulevard looking southeast towards Bellamy Harbor Park.



View of the Erie Canal from the promontory adjacent to the flood gates.

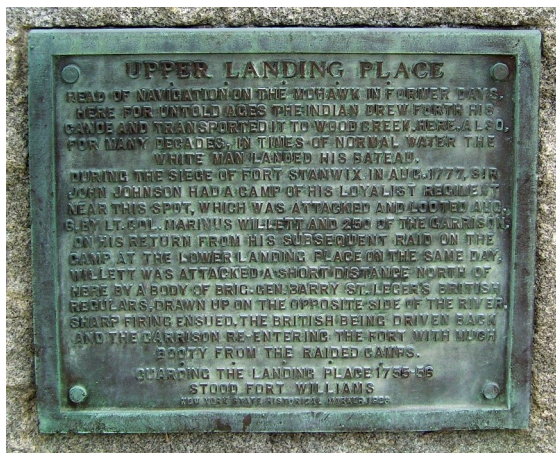
## EXISTING CONDITIONS

### Infrastructure

The capacity of exiting water, sanitary sewer, storm sewer, and telecommunications infrastructure is sufficient to support continued infill development along the corridor. It is not anticipated that existing infrastructure capacities would need to be upgraded to support the continued revitalization of the subarea.

### Historic Sites

There are no buildings on the State or National Registers of Historic Places within the Erie Boulevard Gateway subarea. However, this portion of the City was of significant importance during the French and Indian Wars and Pre-Revolutionary period because of its location along the Great Carry between the Mohawk River and Wood Creek. A historical marker along Whitesboro Street also tells of a series of skirmishes between Loyalist and Patriot fighters along the banks of the Mohawk River during the American Revolution in the 1770s. Historic United States Geological Survey maps dating back to 1895 depict that the former Erie Canal traveled along an approximate path between what is now Canal Street and Whitesboro Street. The Black River Canal joined the Erie Canal approximately at the location now known as 'Spaghetti Junction.' Together, the many historic eras of the City of Rome meet along this corridor, and should be considered and showcased during revitalization.



Upper Landing Place, the site of numerous Loyalist and Patriot skirmishes.

### Brownfield, Vacant, & Underutilized Sites

There are 32 properties that have been identified as being potentially impacted by environmental issues. These findings may be rooted in this corridor's adjacency to both the former Erie Canal and the Mohawk River, which made this area a logical location for industry.

Nearly all potential sites can be categorized as existing or historic manufacturing, including the properties along Bouck Street. Concerns on these properties relate to their current/historic land use, or their use of bulk storage tanks for fuel or waste oil. Inclusion in this discussion does not indicate the presence of any wrong-doing, contamination, or an imminent danger to the public. Currently, there are no findings that represent significant obstacles to redevelopment of these properties. The following is a select listing of properties grouped together according to their location and similar histories:

115 - 137 Bouck Street & 210 Railroad St  
(13 properties) Historic manufacturing - metalworking

105 Jasper Street & 152 Erie Boulevard  
(2 properties) Historic coal storage/use

Southwest corner S James St & Erie Blvd  
(6 properties) Historic manufacturing - woodworking

Former Rome-Turney - 242.066-1-1  
Two USTs removed

Former Revere Printing - 242.058-1-3  
Historic Printing

Econo Lodge - 242.066-1-3  
Historic coal storage/use

139 Bouck Street - 242.066-1-22  
(4 properties) Historic coal storage/use

600-608 Canal Street - 242.074-2-23  
(2 properties) Historic coal storage/use

244 Erie Boulevard - 242.074-2-22  
(2 properties) Historic coal storage/use

*See Appendix E for additional brownfield maps and data and Appendix F for related Site Profile forms.*



## EXISTING CONDITIONS

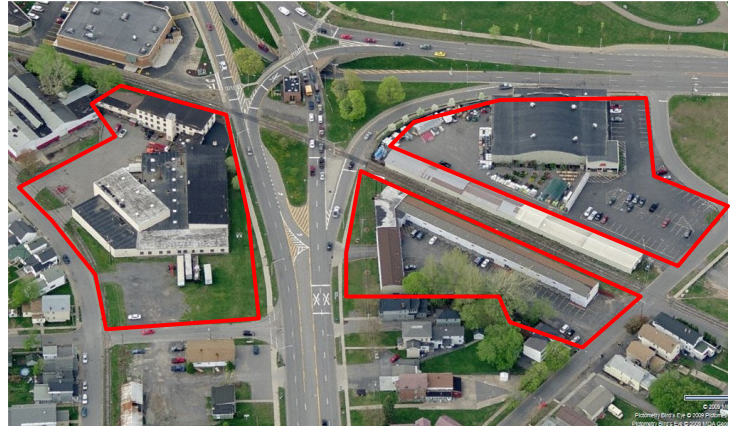
### Key Buildings

Two significant catalyst buildings have been identified within the Erie Boulevard Gateway subarea. These include the former Rome-Turney building located at 109 Canal Street and the Econolodge motel located at 145-147 East Whitesboro Street. The Canal Street property is currently available for reuse and sits across the corridor from the motel. These two properties have high visibility, and their redevelopment potential is significant based on their proximity to the Fort Stanwix National Monument.

A large vacant lot along Jasper Street with frontage onto Erie Boulevard is part of the former Rofin property, and possesses significant opportunities for redevelopment.

Additionally, the Ace Hardware Store located along Black River Boulevard occupies a significant portion of frontage adjacent to the Fort Stanwix monument. Together, these buildings comprise nearly five acres of prime real estate in the heart of the Erie Boulevard Gateway corridor.

There are several smaller underutilized or vacant commercial structures scattered along the Erie Boulevard corridor, along with numerous vacant or abandoned residential structures. The subarea currently lacks a focal point or prominent landmark structure. Recommendations for revitalization should strive to clearly define a strong center of activity within the corridor, preferably a nodal location at the Depeyster/Bouck intersection that would also provide some traffic calming and a sense of arrival to the City of Rome.



*The Rome-Turney building along Canal Street is the largest structure within the subarea that is currently available for reuse or redevelopment.*



*The Econo-lodge is located on the east side of the Erie Boulevard corridor, occupying a prime location at the City's gateway entrance to downtown.*



*The Ace Hardware property has good access from Bouck Street and Black River Boulevard.*

## STRATEGIC SITES

### SITE EB-1: FORMER ROME-TURNEY



**SITE LOCATION MAP**



*The former Rome-Turney Building has great street presence along Erie Boulevard, and is currently available for reuse or redevelopment.*

Strategic Site EB-1 includes two properties under the same ownership that contain warehouse/commercial space on two acres. Formerly Rome-Turney and now Rofin LLC, the property occupies a highly visible location near the intersection of Black River Boulevard and Erie Boulevard. The property includes several structures, with the site evolving and expanding over many years. This property is a primary corridor anchor along the north end. If current operations on the larger parcel should continue, activity should be focused in the courtyard and staging area on the north end of the property away from residential uses.

The secondary parcel along Jasper Street offers a significant opportunity for new development. Currently utilized for trailer staging and storage, this one-half acre parcel could be redeveloped as professional offices or the headquarters building for operations at the warehousing facility on the adjacent parcel. Future redevelopment of this parcel should continue to maintain a strong street presence with parking in the rear of the structure. The building could be pushed towards the right-of-way at the intersection of Jasper Street and Erie Boulevard.

This property is currently for sale and has been identified as a potential site for an arts manufacturing operation or live-work spaces for local artisans. A similar development and business model has been successful in the City of Rochester and elsewhere, with the Rochester model providing gallery space for the sales and exhibition of art work. This type of redevelopment scenario would be appropriate given the vision of the gateway corridor, and the desire to expand the City's cultural district.

Any redevelopment of this property should consider its appearance from both Erie Boulevard and Canal Street.



## STRATEGIC SITES

### SITE EB-2: WHITESBORO STREET

Strategic Site EB-2 is a 3.28 acre collection of properties along Whitesboro Street. Thirteen of the 27 parcels are vacant and four are City-owned. All property have rear frontage and views of the Mohawk River, though only two properties have direct access to the water. The properties are currently zoned C-2 (Commercial Residential), permitting a wide range of uses, yet potentially in conflict with the heavy commercial character of adjacent corridor properties.

The revitalization of this strategic site should concentrate on improving the condition of the historic row houses on the north end of Whitesboro. The future Mohawk River Trail is planned to travel down Whitesboro along the sidewalk. The potential exists to continue the removal of targeted derelict structures, and permit limited infill development that would preserve open space and views of the river from the trail. Appropriate infill development includes residential multifamily townhomes with frontage on the street and side or rear facing garages.

The enhancement of the median between Whitesboro Street and Erie Boulevard with large street trees would improve the visual character and spatial definition of the Erie Boulevard corridor. Such an improvement would also provide enhanced visual friction to slow traffic. These improvements should be included within Erie Boulevard Corridor design guidelines and streetscape enhancement recommendations.

The Mohawk River Trail should pay homage to the Great Carry path as it travels along Whitesboro Street. Interpretive and educational signage can help draw visitors between the canal and the Fort Stanwix National Monument along this important historical path.



**SITE LOCATION MAP**



*These historic row-homes are the anchor of the Whitesboro Street neighborhood and should be preserved and enhanced.*



*The median between Whitesboro Street and Erie Boulevard lacks significant vegetation. Improvements should be sought to strengthen the role of this areas as a visual buffer.*

# ANALYSIS, FINDINGS, & RECOMMENDATIONS

## Strengths

- Width of transportation corridor provides opportunities for gateway design elements and aesthetic enhancements.
- Connections to the Erie Canal and Bellamy Harbor Park can provide direct pedestrian linkage to the waterfront.
- Highly traveled corridor is desirable for businesses that benefit from high-traffic demand.
- Corridor has historical significance in the development of the City which can be highlighted and interpreted.
- Whitesboro and Canal Streets as access drives help to reduce curb cuts directly on the Erie Boulevard.

## Challenges

- Pavement width results in high-speed traffic.
- High-speed traffic is not conducive to fostering an environment that is considered desirable, safe, and inviting for pedestrians.
- Lack of strong pedestrian crossings across Erie Boulevard hinders pedestrian mobility and access.
- Lack of a cohesive land use pattern and character of building architecture.

## Key Objectives *(see Implementation Strategy section for additional information)*

- Encourage commercial redevelopment along Erie Boulevard by marketing this corridor as the gateway to the city.
- Promote the high traffic and visibility levels as an asset, while acting to minimize impacts through traffic calming improvements.
- Expand permitted land uses to include health, medical services, and other professional businesses.
- Incorporate streetscape enhancements along the corridor, including lighting, enhanced plantings, a raised central median with plantings, and a wayfinding system that integrates the corridor's historic importance within Rome.
- Strengthen existing intersections and make them more pedestrian friendly.
- Investigate the elimination and reduction of curb cuts directly onto Erie Boulevard, with businesses utilizing Whitesboro, Canal, Depeyster, and Jasper Streets as access drives.



# ANALYSIS, FINDINGS, & RECOMMENDATIONS

## Future Land Use

Land uses in the Erie Boulevard Gateway subarea should be primarily commercial oriented uses that are appropriate given the heavy use and faster travel speeds associated with Erie Boulevard. A range of commercial uses including restaurants, retail, lodging and accommodations, offices and business support services, and other small to mid-size professional offices such as medical and financial, are most appropriate in this subarea. The particular mix of land uses is less important than its overall appearance. Therefore, design guidelines should be developed that seek to improve the overall aesthetic character of this main gateway into the BOA and the City.

The land use pattern of the corridor should seek to create a node of activity at the Depeyster/Bouck intersection. The narrowing of the roadway cross section and an increase in activity at this location should be promoted to facilitate a central focal point within the gateway corridor. A gateway node at the halfway point will act to slow traffic down, and will improve motorist recognition that they are entering the City of Rome. The historical importance of this transportation corridor should also be included as a substantial design element in future corridor design guidelines and redevelopment efforts. This could include interpretive elements for historical events or structures associated with the gateway.

## Regulatory Updates

The Erie Boulevard Gateway subarea currently includes five zoning districts:

- Mixed Commercial / Residential (C-2);
- General Commercial (C-3);
- Central Commercial (C-4); and
- General Industrial (E-3).

A range of commercial and industrial uses are currently allowed within these areas, in addition to limited residential development.

Zoning could be simplified by expanding the General Commercial (C-3) zoning district.

As implied in the vision and future land use statements, the focus for this subarea should be less on the type of use, and more on the creation of an aesthetically appealing and welcoming gateway corridor into the BOA and City of Rome. The development and implementation of design standards would help achieve this desired outcome. Guidelines with a similar purpose and scope to the Main Streets Design Guidelines should be developed and included in zoning.

*See the Summary Analysis, Findings and Recommendations Section for more information on recommendations.*



# IMPLEMENTATION STRATEGY

## Erie Boulevard Gateway Concept Map





## IMPLEMENTATION STRATEGY

### Redevelopment of Former Rome-Turney Site (Strategic Site EB-1)



The former Rome-Turney property occupies a highly visible location within the corridor, acting as the northern anchor of the Erie Boulevard Gateway and the transition point with the Historic Gateway. Any new or re-development of the Rome-Turney property should be cognizant of its relationship with the adjacent districts by utilizing an architectural style, form and massing that is complementary and harmonious with the Historic District.

### Whitesboro Street (Strategic Site EB-2)



Whitesboro Street presents a significant opportunity to create a new neighborhood with a unique identity and sense of place. By replicating the form and style of the existing rowhouses, new development could add significant density to this street, while respecting the natural environment along the Mohawk River by keeping structures at the street line. Any development along this roadway should be accompanied by a significant improvement in buffering and screening within the median strip along Erie Boulevard.



# IMPLEMENTATION STRATEGY

## Land Use & Zoning Recommendations

1. Modify the City's zoning map to include the entire corridor within the C-3 General Commercial district.
2. Update permitted uses in the C-3 District to include an expanded range of professional businesses, including health and medical services, and to promote mixed use buildings.
3. Develop design guidelines for the corridor, similar to the Main Streets Design Guidelines, that create a unified and aesthetically appealing gateway into Downtown Rome.

## Capital Project Recommendations

1. Design a detailed streetscape enhancement program for the Erie Boulevard corridor, including the design for gateway features and pedestrian connectivity improvements.
2. As part of corridor-wide safety improvements, provide for traffic calming measures at the intersection with Depeyster/Bouck to narrow the roadway cross section and enhance pedestrian connectivity to Whitesboro Street.
3. As part of a larger streetscape program install a fully vegetated median between the bridge landing and Whitesboro Street to facilitate the entrance into Downtown Rome and improve the function of the corridor as a gateway to the City.
4. Improve pedestrian crossings of Erie Boulevard by enhancing striping, changing the color of the pavement, and changing the signal timing to allow for a pedestrian-only cycle.
5. Identify and implement aesthetic enhancements, including pedestrian scale lighting, colored and textured surface treatments, a highly visible wayfinding system, and interpretive elements that integrate the history of Rome within the corridor.
6. Fill gaps in sidewalks and crosswalks to provide for safe, efficient and effective pedestrian access across the corridor.

## Recommended Non-Capital Actions

1. Complete a feasibility study for the adaptive reuse of the former Rome-Turney building that would convert the property from light-industry to a use more compatible and consistent with the vision of the corridor and a location adjacent to Ft. Stanwix and the historic core of the City.
2. Complete a land assembly strategy for parcels along Whitesboro Street within EB-2 to facilitate redevelopment and revitalization.

*See the Summary Analysis, Findings and Recommendations Section for more information on implementation.*





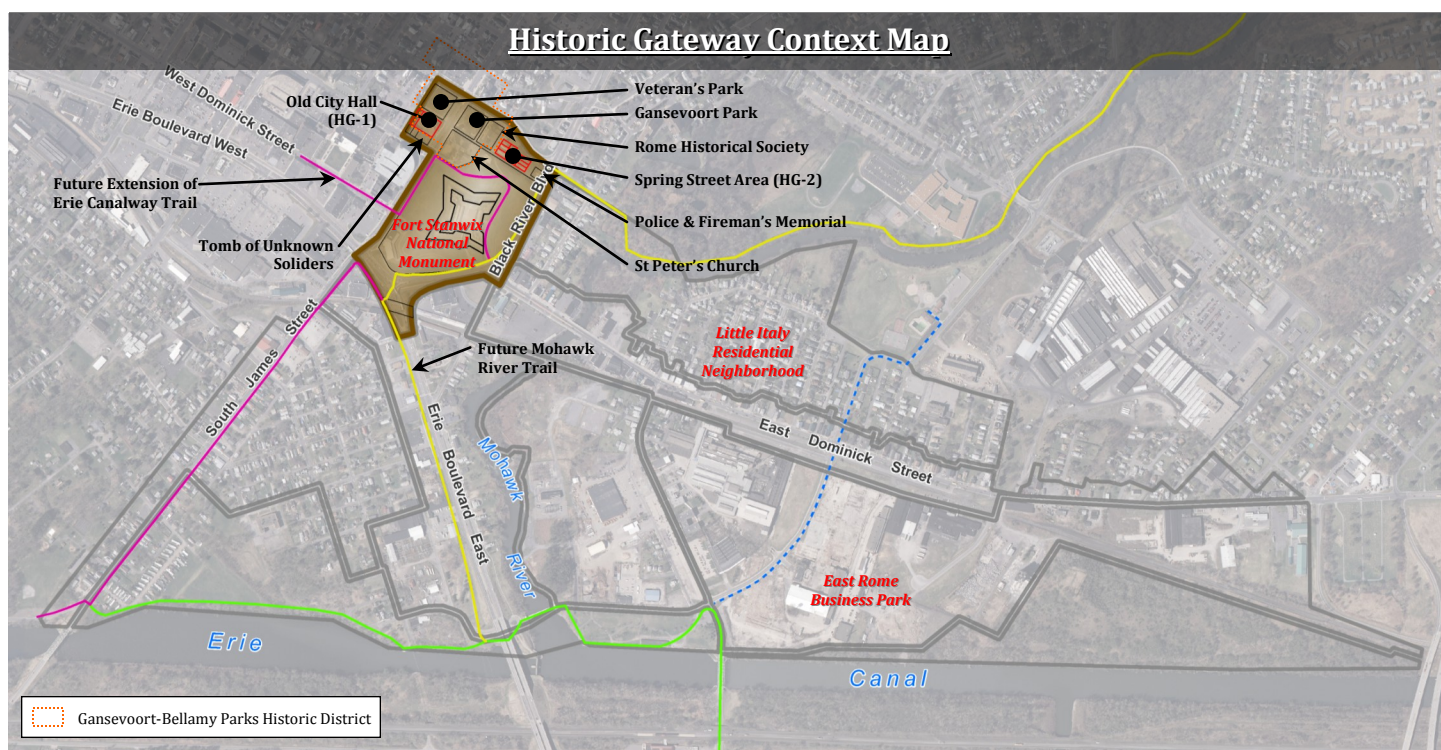


## HISTORIC GATEWAY

**From Brown to Green:**  
**A Revitalization Strategy for the Downtown Rome BOA**  
City of Rome, New York  
New York State Department of State  
Brownfield Opportunity Areas Program







## a snapshot

### 22.3 acres

- 88% public land
- 18.7 acres parkland

### 22 parcels

- 8 residential
- 8 publicly owned parcels
- 3 vacant parcels

### 2 Strategic Sites

- Old City Hall
- Spring Street Area

### 6 Landmarks

- Fort Stanwix
- Gansevoort Park
- Veteran's Park
- Police & Fireman's Memorial
- Tomb of Unknown Soldier
- Old City Hall

## *"Preserving history..."*

As a site of strategic importance during the American Revolutionary period, Rome became a destination within New York State for investment and manufacturing over the course of the next two centuries. The Historic Gateway embodies the breadth of history found in Rome, from events that shaped a Nation and innovations that shaped industry, to investments that shaped an economy.

The Historic Gateway offers a unique experience to become immersed in historic events at the local, state, and national levels. The subarea is home to the Marinus Willet Visitor's Center at the Fort Stanwix National Monument, the Rome Historical Society, and the Gansevoort-Bellamy Parks Historic District. The Historic Gateway continues to be at the confluence of activity, linking Rome's south and east sides to downtown through the Fort Stanwix National Monument and park.



## IMAGINE...

the rich legacy of Rome's historic core is preserved and on display to educate and entertain within a neighborhood of beautiful parks and greenspaces set amongst timeless architecture and a district shaped over the course of 250 years.

## MAKING IT HAPPEN

### Live.

- Rehabilitate Old City Hall for mixed use space utilizing RESTORE NY funding.
- Improve connectivity to surrounding residential neighborhoods.

### Work.

- Provide incentives, such as reserved parking spaces in the adjacent garage, for businesses that locate within the historic district.
- Promote a range of professional/commercial/residential uses.

### Play.

- Promote the use of the monument grounds as a public open space by programming community events and activities.
- Develop self-guided educational/interpretive walks geared towards adults and children.
- Enhance wayfinding to direct visitors into the historic district.
- Coordinate with the National Parks Service to cross-promote and advertise the tourism opportunities of Rome's History Gateway.
- Continue to support efforts of the Rome Historical Society in the preservation of other historic properties within and adjacent to the subarea.

### CASE STUDY: Tacoma WA, and Maquoketa, IA

Throughout the United States, aging municipal structures such as City Halls, Fire Stations and Police Stations are undergoing adaptive reuse, integrating these historic structures into the modern economy. In Tacoma, Washington, the former City Hall (top) was constructed in 1893, and has iconic status within the community. This structure was recently home to several artist spaces, mixed with general office use. The building is currently undergoing a transition to a restaurant and entertainment venue.



The former City Hall in Maquoketa, Iowa (bottom) is a small structure purchased by an artisan couple who run the building as an art gallery, while living on the upper floors. Originally a fire station and converted to municipal offices, the structure now houses artist studios.



## EXISTING CONDITIONS

### Land Use

The Historic Gateway is largely composed of **community service** (85%) land uses, consisting of parks, open spaces and the National Monument.

- The Fort Stanwix National Monument comprises 16.7 acres, or 75 percent of the Historic Gateway subarea.
- There are four additional **parks** (3 public, 1 private) that bring total **open space** within the district to 84 percent of the land area.
- The majority of the remaining land area consists of Old City Hall, St Peter's Church, and the Old Federal Post Office (currently the Rome Historical Society).
- A unique enclave of **residences** (2%) is tucked behind the Old Post Office, with many of these residences dating to pre-1900.
- **Vacant** (2%) land comprises two small residential lots and a narrow parcel behind Old City Hall, suggesting that there are limited redevelopment opportunities on readily available land within the Historic Gateway subarea.

*See Appendices C for additional land use information and detailed tables.*

### Ownership

Eight parcels (88% of land area) within the subarea are publicly-controlled, making this the largest publicly-controlled subarea in the BOA.

- National Parks Service is the largest public land holder by acreage (16.7 acres), with the City of Rome controlling 6 parcels on 2.5 acres.
- Oneida County IDA controls a small parcel along the railroad corridor that crosses Erie Boulevard.
- Private ownership is concentrated in the residential cluster along Steuben and Spring Streets.

*See Appendix C for detailed ownership information.*

### Zoning

The entire subarea is zoned Central Commercial, which is intended to provide for commercial and residential development within Rome's central business district, allowing a broad range of uses to reflect the district's role as Rome's cultural, office and governmental center.

### Excelsior Investment Zones

The only parcel with Investment Zone designation within the Historic Gateway subarea is controlled by the Oneida County IDA as part of the Mohawk, Adirondack and Northern Railroad right-of-way. There are no redevelopment recommendations for this parcel.



Monument marker along North James Street in honor of Fort Stanwix.



## EXISTING CONDITIONS

### Parks & Open Space

There are four public parks and one private park within the subarea. The City's Gansevoort and Veteran's parks are located in the Gansevoort-Bellamy Parks Historic District. At 0.8 and 0.9 acres, respectively, each of these parks is comprised of one square city block, and contain formalized plantings, mature trees, seating areas, historic monuments, and walkways. The Historic District includes the former City Hall building, St. James Church, the Onieda County Court House, and the Federal Post Office building.

The Fort Stanwix National Monument is an approximately 16.7 acre reconstruction of an historic colonial-era military installation that was also utilized during the Revolutionary War. The park land surrounding the enclosed portion of the monument is open for public use as a recreational space, and the monument itself has no admission fee. The newly constructed 13,700 square foot Marinus Willett Collections Management and Education Center is run by the National Parks Service and functions as a regional tourism center and interactive museum and exhibit space on the grounds of the Fort Stanwix monument.

The 0.15 acre Fire and Police Memorial Park serves as a memorial and gathering site to honor local and national fire and police services members lost in the line of duty. This park was enhanced in 2005 to include a memorial site for the terrorist attacks on September 11, 2001, and includes sculptures, flagpoles, and seating spaces. This park is located across Black River Boulevard from the City of Rome Central Fire Station.

The Rome Historical Society controls a small courtyard area to the south of the Old City Hall. The space commemorates the Tomb of the Unknown Soldiers of the American Revolution. During reconstruction of Fort Stanwix, the remains of several Revolutionary War soldiers were discovered and reinterred in this location.

### Transportation

The Historic Gateway subarea is flanked by North James Street on the west and Black River Boulevard on the east, and includes the mini-interchange at Erie and Black River Boulevards. The mini-interchange is the largest transportation area of concern, which experiences traffic volumes exceeding 22,000 cars per day. Visitors to the City can be confused by this complex interchange that makes wayfinding to the downtown core a significant challenge.

There is no single, primary entry into downtown when arriving along Erie Boulevard; motorists are not directed to take Black River Boulevard or to stay on Erie Boulevard. Visitors are provided few wayfinding cues beyond standard highway route shield signage. A high quality, clear and recognizable wayfinding system would alleviate much of the confusion, and would direct travelers to the most logical and straightforward route to their intended destination. North James Street should be utilized as the primary gateway into downtown, bringing visitors past the Marinus Willett Center and available parking into the core of the Historic Gateway Subarea at the intersection of North James Street and Park Street.

The Centro Bus Line provides good accessibility to all portions of the subarea, with routes from the surrounding areas of the city converging on North James Street and Black River Boulevard. Black River Boulevard has a small bus pull-off across from East Dominick Street that provides access directly to the front gate of the Fort Stanwix National Monument, as well as a pull-off in front of the Marinus Willett Center.

### Infrastructure

It is not anticipated that any major redevelopment within this subarea will take place. Therefore, existing infrastructure capacities should be sufficient to support anticipated revitalization efforts.

## EXISTING CONDITIONS

### Natural Resources

There are no natural resources within the subarea related to revitalization initiatives.

### Historic Sites

The City of Rome contains five properties and one district listed on the National Register of Historic Places. The Fort Stanwix National Monument is the only individually listed property within the BOA, and was placed on the Register in 1966. The Gansevoort-Bellamy Parks Historic District was added to the Register in November 1975, and includes numerous properties within the subarea, including St. Peter's Church, the Federal Post Office, the Old City Hall building, and Gansevoort and Veteran's Parks.

Fort Stanwix is one of only two sites in the nation recognized as a National Monument for its association with the French and Indian War. It is most well-known for its roles in the American Revolutionary War, and as a gathering place for American Indians. The original fort was built in 1758 and rebuilt in 1776. Today's Fort Stanwix is a reproduction built to near-original form in 1975. The Marinus Willett Collections Management and Education Center is a new addition to the site, serving as a National Park Service visitors' center and museum which includes exhibit and storage space.

Fort Stanwix is not only important to the BOA for its historic significance, but also for its potential to serve as a regional tourism and interpretive destination. Connecting the Fort to other redevelopment areas and destinations within the BOA, including the waterfront and Little Italy, is a key element associated with the City's continued revitalization.

### Brownfield, Vacant, & Underutilized Sites

There are no properties currently within the Historic Gateway that have been identified as having environmental concerns. The Old City Hall building is currently vacant and represents a significant opportunity for redevelopment. The City recently received RESTORE NY funding from the Empire State Development Corporation to rehabilitate the structure for reuse as commercial, office and residential space. The City also owns an adjacent building on West Liberty Street formerly housing the water department. This structure is currently underutilized and available for reuse.



*Marinus Willett Collections Management and Education Center presents a bold, yet complementary addition to the historic fabric of the subarea.*



*Fire and Police Memorial Park located at the corner of Black River Boulevard and Court Street.*



## EXISTING CONDITIONS

### Key Buildings

Three significant historic buildings provide the framework for the subarea's unique character.

The Oneida County Court House was erected in 1851, and it features a portico facing Gansevoort Park and a central dome. Oneida County has committed itself to continued use of this court facility. The four Ionic columns of the portico support a simple Greek Revival frieze, entablature and pediment. The structure is brick and the decorations are wood. The east wing of the courthouse was constructed in 1874 in order to provide rooms for the judge and jury, and washrooms. The dome was added to the courthouse in 1902. Although outside the BOA study area, this building sits across from Gansevoort Park along the northern boundary of the Historic Gateway subarea.

St. Peter's Roman Catholic Church stands opposite Old City Hall on the south side of North James Street. The Romanesque church was designed by Archimedes Russell of Syracuse, and constructed from 1895-1897 utilizing Medina sandstone with brownstone trim. The adjacent rectory building faced East Liberty Street until 1975, when the street was removed and the right-of-way incorporated into the Fort Stanwix National Monument.

The Federal Post Office building houses the Rome Historical Society, whose aim is to preserve and present the historical importance of Rome and Oneida County. This structure flanks the east side of Gansevoort Park, and provides a stately backdrop when visiting both historic parks.



*The Oneida County Courthouse*



*St. Peter's Basilica*



*Former Federal Post Office, now the Rome Historical Society*



## STRATEGIC SITES

### SITE HG-1: OLD CITY HALL



**SITE LOCATION MAP**

Strategic Site HG-1 consists of Old City Hall and an adjacent parcel, totaling 0.6 acres in the Gansevoort-Bellamy Historic District, a cluster of handsome nineteenth century public and private structures surrounding Gansevoort and Veteran's Parks. The District's sense of history contributes greatly to the aesthetic quality of downtown Rome.

Old City Hall was constructed in 1895 and was the home to city operations for over eight decades. With the construction of a new City Hall in the late 1970s, the Rome Urban Renewal Agency took ownership of the structure. Over the past 25 years, the building has housed a number of operations, yet currently sits vacant.

Old City Hall is a 20,000 square foot, three-story structure with a large attic and an elevator on the northwest side of the building providing handicapped access to all floors. The former city jail at the rear of the building was recently demolished to create additional parking.

Significant upgrades and rehabilitation are required to bring the building to contemporary

standards. Many of these improvements will be made under RESTORE NY program funding provided by the Empire State Development Corporation. Upon renovation, this structure holds significant potential for mixed use or office operations. The City announced a developer RFP in 2010 to solicit proposals for the buildings' reuse and rehabilitation. The City is actively considering all options for this structure, including an outright sale to private interests for redevelopment. This catalytic building has the potential to kick-start revitalization of the surrounding neighborhood.



*An archival view of City Hall from North James Street.*



*View of Old City Hall, St Peter's Basilica and the Tomb of the Unknown Soldiers along North James Street from the adjacent parking structure.*



# STRATEGIC SITES

## SITE HG-2: SPRING STREET AREA

The residential cluster along East Park Street has become isolated and disconnected from the surrounding neighborhood as a result of the realignment of Court Street and the reconstruction of Fort Stanwix. In its current form, this small grouping of residences does not create a critical mass necessary to sustain an individual neighborhood. Furthermore, the small lot sizes and proximity to Black River Boulevard does not provide a high quality environment for single family residences. However, proximity to the City's largest tourist destination provides the opportunity to revitalize the area and leverage its location within the Historic Gateway and adjacency to the Fort.

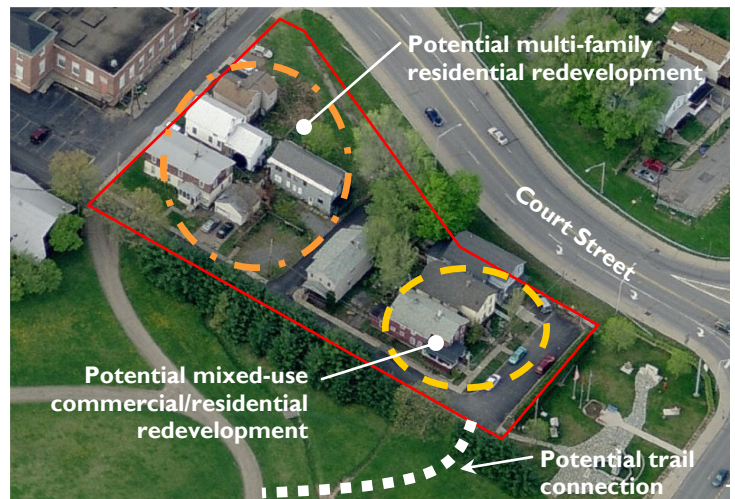
The Spring Street area is small at just 0.6 acres. To increase the viability of potential reinvestment, the City should identify portions of the Court Street right-of-way to expand the footprint of this potentially catalytic site.

The City should investigate the potential for the development of new townhomes, or the conversion of properties to support a mix of uses, including 1st floor boutique retail, restaurants and cafes, and upper story residential units. The identity of this subarea should retain the 19th century character of the current structures and be complementary to the remainder of the Historic Gateway. The uses within this area should largely cater to visitors to Fort Stanwix and the Historic District through improved signage, advertising, and pedestrian connections.

Standing at the eastern gateway to the Historic Gateway, this area's prominent location is of significant influence to the surrounding neighborhood, including areas north of Court Street. This location should be considered a secondary gateway into the Historic District, and redevelopment should be consistent with the architecture, form, and massing of the historic neighborhood.



**SITE LOCATION MAP**



*Although small in footprint, the Spring Street area has good potential for redevelopment as mixed use with residential components.*



# ANALYSIS, FINDINGS, & RECOMMENDATIONS

## Strengths

- The district has a strong sense of place and is extremely walkable, with transit linkages to surrounding neighborhoods.
- Ample available parking via adjacent garage (~700 spaces) and surface lot improves opportunities for increased density.
- Strong tourism potential from the Fort Stanwix National Monument and the Marinus Willett Collections Management and Education Center.
- Environmental contamination not a factor in redevelopment.

## Challenges

- Lack of signage results in difficult wayfinding through the Boulevard's interchange.
- Overpowering scale of James Street and Erie Boulevard intersection does not provide a welcoming entrance into the subarea.
- Lack of a coordinated experience between Fort Stanwix, the historic district, and neighboring subareas limits visitor interaction with the City.
- No clear sense of arrival and the transportation infrastructure dominates the landscape.
- Poor pedestrian connectivity.

## Key Objectives *(see Implementation Strategy section for additional information)*

- Retain the district's historic character and ambiance through the implementation of design standards for rehabilitation and new development projects.
- Encourage limited residential and small-scale commercial uses to occupy Old City Hall, with infill development located in adjacent areas to add vibrancy, foot traffic, and services for visitors.
- Create self-guided tours and cultural interpretive stations with interactive elements such as audio and video content available via wireless or cellular technologies.
- Right-size the transportation infrastructure to diminish its prominence in the landscape.
- Consider enhancing other areas, such as the southeast stair tower on the Liberty/James parking garage, to call attention towards the historic district.

## Future Land Use

The Historic Gateway subarea should be protected as publicly accessible open space that may include some or all of the following: historic memorial and park, small neighborhood parks, tourist center, limited residential, and small-scale business enterprises that complement the historic character and ambiance of the subarea.

Due to the large amounts of available parking in the Liberty/James parking deck, the City should prohibit the development of additional off-street surface parking to retain the character, density, and sense of place within the subarea.

## Regulatory Updates

The Historic Gateway subarea currently includes two zoning districts, Mixed Commercial / Residential (C-2) and Central Commercial (C-4). Based on the descriptions and purpose of the existing districts, the current zoning is appropriate and meets the objectives for this subarea as defined within this Revitalization Strategy. An overlay that addresses the historical merits and architectural integrity of buildings and landscape features would ensure the protection of the desired historic character, and should be considered during future regulatory updates to the City's Zoning Code.

*See the Summary Analysis, Findings and Recommendations Section for more information on recommendations.*



Expand Main Streets Design Guidelines to include a section specific to the Historic Gateway, and to include Liberty and Park Streets

Coordinate with NPS on development of self-guided interpretive/educational walks that connect the fort with surrounding destinations

Conduct feasibility study for redevelopment and land assembly for Strategic Site HG-2

Prohibit surface parking within 800 feet of parking garage, and encourage use of structure through incentives

Create developer RFP for adaptive reuse of Old City Hall (HG-1)

Sponsor design competition to light and paint the parking garage stair tower as new iconic feature

Engineering and streetscape improvements study for North James Street to reduce width and enhance aesthetics

Design and construct gateway and wayfinding improvements

Potential route of Mohawk River Trail

Potential route of Mohawk River Trail

Future Mohawk River Trail

Fort Stanwix National Monument

Liberty Street

Park Street

North James Street

Black River Blvd

East Dominick Street

Erie Blvd East

West Dominick Street

Erie Blvd West



# IMPLEMENTATION STRATEGY

## Land Use & Zoning Recommendations

1. Retain the historic character of the neighborhood during redevelopment and infill projects by expanding the City's existing Main Streets Design Guidelines to include a section specific to the Historic Gateway.
2. Prohibit the future development of surface parking lots within 800 feet of the Liberty/James Street parking garage to increase the density of development within the subarea.

## Capital Project Recommendations

1. Construct the Mohawk River Trail to connect with the trail system on the Fort Stanwix National Monument property.
2. Design and construct gateway improvements, including signage, striping, landscaping and lighting, at the Boulevard's mini-interchange and the North James Street intersection.
3. Sponsor a design competition and implement winning design to paint and light the southeast stair tower on the Liberty/North James Street parking garage as a new iconic element within the Historic District.

## Recommended Non-Capital Actions

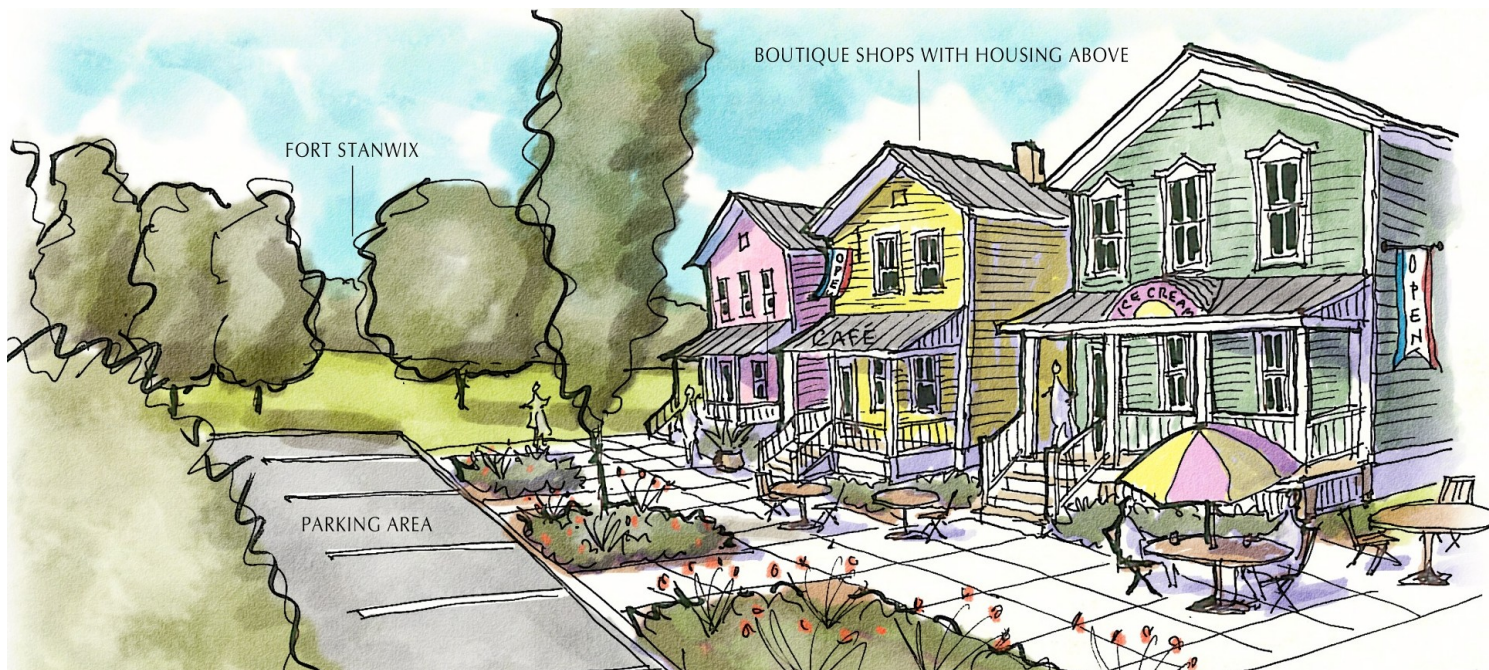
1. Create a developer request-for-proposal for the adaptive reuse of the Old City Hall building and that incorporates the requirements identified in the 2009 RESTORE NY application.
2. Conduct a feasibility analysis and implementation strategy for land assembly and the redevelopment of the Spring Street Area (HG-2).
3. Conduct an engineering and streetscape improvements study for North James Street to investigate reducing overall width and improving the aesthetics as experienced by visitors entering the Historic District.
4. Develop an incentive program that provides reserved parking spaces within the Liberty/North James Street parking garage for businesses that locate within the district, including businesses entering the district as part of the Old City Hall adaptive reuse.
5. Coordinate with the National Parks Service on the programmatic use of the parklands surrounding the Fort Stanwix National Monument to take advantage of this resource.
6. Enhance the Fort Stawix trail and surrounding Historic District through the provision of self-guided educational/interpretive walks geared towards adults and children, and to direct visitors to the numerous destinations within the subarea and adjacent neighborhoods.
7. As part of a larger downtown-wide wayfinding strategy, develop a high quality, clear and recognizable system for directional and locational signage.

*See the Summary Analysis, Findings and Recommendations Section for more information on implementation.*



## A watercolor illustration of a historic three-story building, identified by a sign as 'OLD CITY HALL LOFTS'. The building has a red-tiled roof and a small green cupola on top. It features multiple windows and a central entrance with a staircase. A sign in the foreground reads 'OLD CITY HALL LOFTS'. The scene includes a street lamp, a fire hydrant, and a small tree under a blue sky with clouds.

## Spring Street Area Revitalization (Strategic Site HG-2)



Page 80 • From Brown to Green: A Revitalization Strategy for the Downtown Rome BOA





## LITTLE ITALY MAIN STREET COMMERCIAL

**From Brown to Green:**  
**A Revitalization Strategy for the Downtown Rome BOA**  
City of Rome, New York  
New York State Department of State  
Brownfield Opportunity Areas Program







## a snapshot

### 31.6 acres

- 34% commercial land use
- 17% vacant
- 10% residential

### 115 parcels

- 48 commercial
- 97 parcels in Excelsior Investment Zone
- 15 publicly-owned parcels

### 15 potential brownfields

- 3 publicly-owned

### 2 Strategic Sites

- Grand Hotel
- Nolan Machinery

## *“The cultural heart of Rome”*

The East Dominick Main Streets Corridor, proposed as Rome’s Little Italy District, offers a variety of alternatives for food, drink and services for surrounding residences and workers. The corridor takes pride in its strong local heritage and the roots of past generations that settled in Rome from Italy, Poland, and Ireland.

The Little Italy Main Street corridor is flanked by a residential neighborhood and the City’s East Rome Business Park, providing demand for goods and services. St. John’s Church and the Mohawk River provide cultural and natural resources to complement the corridor’s mixed use character. There are numerous opportunities for rehabilitation and redevelopment that bolster the corridor’s Italian-American heritage theme and the numerous established eateries and businesses currently along East Dominick Street.



## IMAGINE...

the Little Italy Main Street Commercial subarea is a multicultural mixed use corridor that displays a full complement of retail, commercial, office and residential uses. The subarea is physically linked to the Employment District and Recreation Corridor, while functioning as East Rome's cultural and economic center.

## MAKING IT HAPPEN

### Live.

- Promote the use of upper stories for apartments and live-work units.
- Identify infill development opportunities for multi-use buildings.
- Encourage the inclusion of owner-occupied housing into infill and redevelopment projects.
- Continue to promote and brand this corridor as a complete neighborhood with a variety of commercial and residential options.

### Work.

- Encourage the development of upper story residential for live-work space.
- Encourage the formation of a business improvement district or merchants association to improve corridor advertising and promotions.
- Encourage businesses to offer outdoor seating to add vibrancy to the street.
- Post a developer-RFP for the redevelopment of the Grand Hotel with RESTORE NY funding.
- Continue to implement the City's Façade Improvement Program along East Dominick Street.

### Play.

- Develop a formalized cultural walk to promote the neighborhood's cultural heritage.
- Create strong linkages with the proposed Mohawk River Trail that will cross the corridor at the river and at 5th Street.
- Improve pedestrian connections between the corridor, the Employment District and the Recreation Corridor.

### CASE STUDY: ARTWalk - ROCHESTER, NY

The City of Rochester's Neighborhood of the Arts (NOTA) is the center of the local arts and cultural community. The Memorial Art Gallery and the George Eastman House International Museum of Photography and Film spawned a synergistic cluster for the arts in a small neighborhood only fifteen blocks long and just three blocks wide.

Functioning as a permanent urban art trail dubbed the ARTWalk, this 'arts and culture' promenade links the Memorial Art Gallery, the George Eastman House, and large 'public performance' spaces at the center of the project.

The City of Rome can actively transform the concept of an urban art trail into an urban cultural trail by incorporating heritage, history, and culture into the physical forms along the corridor. This will help transform the identity of East Dominick Street from a primary



## EXISTING CONDITIONS

### Land Use

Redevelopment in this subarea will likely build on the successes associated with Rome's Main Streets Program, including a focus on "Little Italy" promotions, and serving the needs of the anticipated growing workforce within the Employment District.

- **Commercial** (34%) land use is predominant, covering 10.8 acres.
- **Vacant** (17%) land uses comprise 34 parcels on just 5.5 acres
- **Residential** (10%) land uses account for 26 parcels on 3.3 acres.

*See Appendix C for additional land use information. .*

### Ownership

Fifteen parcels within the subarea are publicly controlled, 12 of which are owned by the City of Rome.

- Largest publicly-controlled parcel is a non-developable six-acre portion of the railroad right-of-way under the control of the Oneida County IDA.
- The City of Rome owns several critical properties within the corridor, including: the former Grand Hotel; the former Nolan Corporation property; and a linear strip of parking along the southside of East Dominick Street. Each of these properties possesses the potential for redevelopment.

*See Appendix C for detailed ownership information.*

### Zoning

Four zoning districts encompass the Little Italy Main Street Commercial subarea – Mixed Commercial/Residential (C-2), Business and Industrial Park (E-1), Light Industrial (E-3), and Small Lot Single-Family Residential (R-2). The majority of this subarea is zoned under the Mixed Commercial/Residential (C-2) district, which allows for a combination of land uses that are consistent with the BOA's overarching vision.

*See Appendix C for detailed zoning information.*

### Excelsior Investment Zone

Approximately 84 percent of the parcels in the subarea are located within the Rome New York Investment Zone. The revitalization of this subarea could be furthered by marketing and advertising the potential tax incentives associated with locating a business in an Investment Zone.

*See Appendix C for additional information.*

### Parks & Open Space

There are no public or private parks or open spaces within the subarea. However, the corridor is nearly equi-distant between Bellamy Harbor Park/Erie Canal to the south and Pinti Field to the north. A new, on-road multiuse trail is proposed to travel through the subarea that would connect these two recreational destinations.



*View south from East Dominick Street bridge over the Mohawk River.*



## EXISTING CONDITIONS

### Transportation

The Little Italy Main Street subarea is a transportation dominated mixed use commercial corridor. East Dominick Street is the primary artery serving East Rome, connecting downtown with points east including Utica and the State Route 365 and 12 corridors. On-street parking is prevalent throughout the East Dominick Street corridor, which provides a buffer to sidewalk areas while servicing area businesses.

The Mill Street intersection is very busy, providing access south to Martin Street on the south side of the Erie Canal. This intersection also offers the most dense development pattern in the corridor, with on-street parking consistently utilized for area businesses. The development of a strong gateway presence to the Erie Canal at the Mill Street intersection will need to take this location's existing activity into account during project development.

The Centro Bus Line has numerous stops along East Dominick Street, providing good accessibility to the transit network.

Sidewalks are found the entire length of the corridor on the north side of the street. The south side of East Dominick has sidewalks from Black River Boulevard to Mill Street, yet they come to an abrupt stop mid-block after Mill Street. The City should investigate further connections of the sidewalk system to the parking areas along East Dominick to enhance safe and effective connectivity along the corridor.

### Natural Resources

Although the Mohawk River crosses underneath East Dominick Street on its journey southward to the Erie Canal, the urban-commercial corridor lacks substantial natural resources.



*The width of East Dominick Street on the west end of the corridor allow for 2 lanes of traffic and a central median with on-street parking.*



*The definition between parking areas, the road, and sidewalks is indistinguishable at many curb cuts, and should be addressed as an issue of real and perceived safety.*



*On the south side of East Dominick Street, the sidewalks end mid-block, creating a confusing prospect for pedestrians.*

## EXISTING CONDITIONS

### Infrastructure

The subarea's numerous opportunities for infill development are not anticipated to exceed existing infrastructure capacities. Upgrades to in-place water, sanitary sewer, storm sewer, and telecommunications infrastructure should not be needed to support the continued revitalization of the neighborhood.

### Historic Sites

There are no listed sites on the State and Federal Historic Registers within the Little Italy Main Street Commercial subarea. However, history and culture remain a significant part of the neighborhood's fabric and identity, and should be considered an important asset during revitalization. For instance, the Grand Hotel at the corner of First and East Dominick Streets is an historic former hotel that has been redeveloped with upper-story residential units and first floor retail space. This property was awarded funding in the City's recent RESTORE NY rehabilitation application, and is currently under rehabilitation and redevelopment. Similar opportunities to reuse and rehabilitate landmark or critical structures should be investigated throughout the corridor.

### Brownfield, Vacant, & Underutilized Sites

There are 15 sites within the Little Italy Main Street Commercial subarea that have been identified as potential brownfields. These sites are scattered throughout the corridor, and primarily are the result of commercial activities such as gas stations. The corridor's largest industrial brownfield is the former Nolan Corporation building on Nock Street. This property is currently undergoing remediation through the DEC Environmental Restoration Program for spills and leads associated with above and below ground storage tanks. The Nolan property was also included within the City's 2009 RESTORE project to assist in deconstruction and rehabilitation activities to create unique and flexible commercial space.

The following is a listing of potential brownfields within the subarea:

**Nolan Building - 243.070-1-25**

Former industrial use, documented spills and subsurface contamination; ERP site under remediation

**200 East Dominick Street - 242.059-1-77**

Historic metal working site

**255-257 East Dominick Street - 242.059-1-66**

Former gas/service station

**267-261 East Dominick Street - 242.059-1-65**

Historic metal working site

**268-276 East Dominick Street - 242.067-1-1**

Former gas/service station

**273-277 East Dominick Street - 242.067-1-22**

Former gas/service station

**280-286 East Dominick Street - 242.067-1-3**

Former gas/service station

**612 East Dominick Street - 242.020-1-24.2**

Former gas/service station

**1001 East Dominick Street - 243.069-1-16**

Former gas/service station

**1009-1011 East Dominick Street - 243.069-1-17**

Former gas/service station

**1201-1207 East Dominick Street - 243.070-1-5**

Former gas/service station, documented spills and subsurface contamination; ERP site under remediation

**1025 East Dominick Street - 243.013-1-1.3**

Failed UST, Spill No. 9407227

**1027-1029 East Dominick Street - 243.069-1-18**

Former gas/service station

**1313 East Dominick Street - 243.070-1-24**

Former gas/service station

**1401-1405 East Dominick Street - 243.070-1-30**

Historic USTs, major petroleum storage facility

*See Appendix C for additional information on brownfields and Appendix F for detail property profile sheets.*



# STRATEGIC SITES

## SITE LI-1: GRAND HOTEL

Strategic Site LI-1 is a former hotel on the northeast corner of East Dominick and First Streets, and sits at a major internal gateway within the BOA. Currently under renovation, the 3-story structure sits on 0.3 acres of land and includes 11,700 square feet of future retail, commercial, and residential space. In 2009, the property was awarded \$400,000 in the third round of RESTORE NY funding for rehabilitation and design work. After award of the RESTORE grant, the City distributed a developer-RFP at the end of 2009.

The reuse of this property includes 4,600 square feet of first floor retail/commercial space, and over 7,000 square feet of high quality housing units (6 total) on the second and third floors.

The rehabilitation and reuse of this structure will be a catalyst for the redevelopment of the East Dominick Street corridor. Investment in this building will also begin to promote the adjacent intersection as a primary gateway to the Erie Canal and a central node of activity within the corridor. The former Grand Hotel sits prominently at the intersection, and offers views from the upper stories down Mill Street towards the Erie Canal.

The project will remove the blighting influence of this massive once-abandoned brick structure, and will promote foot traffic on the street, the use of upper stories, and will activate the building facades to bring life back to this historic neighborhood node. The redevelopment of the former hotel will also remove this property from City-ownership and place it back on the tax rolls to provide additional revenue to City coffers.

Future redevelopment activities surrounding this structure should also strive to bring above market-rate rental units to the corridor to supply the variety and tenant mix needed to support a vibrant mixed use neighborhood.



**SITE LOCATION MAP**



The former Grand Hotel is the anchor building for the intersection, and one of the largest buildings on the East Dominick Street corridor.



A view of the Grand Hotel during renovation into ground floor retail space and upper story residential units.



## STRATEGIC SITES

### SITE LI-2: NOLAN CORPORATION BUILDING



**SITE LOCATION MAP**



*The former Nolan Building occupies a prominent location at the corner of East Dominick Street and Gansevoort Avenue.*



*Portions of the City-owned structure, such as the brick columns surrounding the front of the building, are in need of significant repair.*

Strategic Site LI-2 includes four City-owned properties totaling 2.33 acres at the eastern end of the East Dominick Street corridor. The primary property is two acres and includes former operations of the Nolan Corporation which manufactured machine parts and equipment for the printing industry. The adjacent three parcels are small properties surrounding the primary lot that provide buffering to the site's main structure.

While most of the buildings sit at the rear of the property, the main structure retains good frontage and visibility from East Dominick Street, with a large front staircase that leads from the column adorned front entry to the sidewalk. Existing mature trees and a wrought iron fence with stone columns line the property boundary along Gansevoort Avenue and East Dominick Street, giving this building a strong positive presence in the neighborhood.

The site is currently undergoing remediation activities for contamination resulting from the failure of underground and aboveground storage tanks and asbestos abatement. At the completion of remedial activities the site is anticipated to provide 37,000 square feet of office and commercial space. The original building that fronts on East Dominick Street dates back to 1902 and offers unique spaces with tall ceilings and large windows. The rehabilitation of this building's façade consistent with the City's Main Streets Design Guidelines will make this property an anchor of the corridor's east end.

In 2009, the City successfully obtained funding under the RESTORE NY program to rehabilitate and selectively demolish portions of the property. The City is awaiting the completion of remedial activities, and has prepared a developer-RFP to facilitate the return of this site to the City's tax rolls and use as an active business.



# ANALYSIS, FINDINGS, & RECOMMENDATIONS

## Strengths

- Strong local identity around history and culture provides a solid foundation for continued investment.
- Viable business clusters cater to residents and local employees and promote a strong sense of place.
- Numerous infill sites provide opportunities for new business development.
- Accessibility to Employment District and Recreation Corridor.
- Visible signs of renewal and reinvestment throughout the corridor promote a stable economic environment.

## Key Objectives

*(see Implementation Strategy section for additional information)*

- Continue to promote the East Dominick Street corridor as a small-scale, neighborhood commercial use district to support adjacent residences and centers of employment.
- Ensure that regulations permit the development of health and medical services to support a well-balanced commercial corridor.
- New development should strive to be mixed use with multi-family housing on upper levels to add vibrancy and foot traffic for corridor businesses.
- Implement streetscape enhancements as stated in the Urban Design Plan, including a prominent pedestrian connection to Fort Stanwix.
- Develop a formalized branding campaign to support the identity of the corridor as the cultural heart of the City.
- Provide cultural and historic interpretation opportunities, to include a formalized cultural walk and more passive opportunities to learn about the history of the corridor and City.

## Challenges

- Corridor lacks consistency in scale and land use pattern, diminishing the urban form.
- Lack of sidewalks on majority of south side of street, a lack of adequate pedestrian safety measures (crosswalks, ramps, ped signals) diminishes accessibility and character.
- Roadway feels and functions more like an arterial and less like a neighborhood street, leading to higher traffic speeds.
- High levels of vacant land and gaps in the urban street frontage hamper the ability to visually and physically connect the corridor together.



A newly rehabilitated business on East Dominick Street. The property is consistent with the City's Main Streets Design Guidelines, and should become a model for future property owners seeking to reinvest.

# ANALYSIS, FINDINGS, & RECOMMENDATIONS

## Future Land Use

The Little Italy Main Street Commercial area should be promoted as a mixed use district with commercial and office uses occupying the street level and residential and office uses utilizing upper-story spaces. The existing character and cultural flavor of the East Dominick Street corridor should be preserved through the implementation of the City's Main Streets Design Guidelines for new development and redevelopment projects. There are significant opportunities for infill development along the corridor. The City should continue to promote the redevelopment of vacant and underutilized parcels to service adjacent population and employment centers.

The largest land use opportunity present in the corridor is a vacant strip of land along the south side of East Dominick Street. With a depth of approximately 45 feet, the land between the existing railroad line and East Dominick is currently utilized for public parking, yet is not deep enough to support traditional development of buildings. The proximity of the limited-use rail line also limits development potential. The City should consider the feasibility of townhouse style residential units in this area to provide a greater variety of residential options. Changes to the cross-section of East Dominick Street should also be investigated to facilitate the redevelopment and enhancement of this important street edge within the Little Italy Main Street corridor.

Recommended land uses include:

- mixed use commercial with upper story residential;
- Restaurants and bars;
- professional services, including medical, financial and real estate; and
- townhomes and multi-family buildings.

*See the Summary Analysis, Findings and Recommendations Section for more information on recommendations.*

## Regulatory Updates

The Little Italy Main Street Commercial corridor is currently comprised of four zoning districts including Mixed Commercial / Residential (C-2), Small Lot Single-Family Residential (R-2), Business and Industrial Park (E-1), and General Industrial (E-3).

The C-2 zoning designation is appropriate to achieve the desired mix of uses within this corridor. The City's Main Streets Design Guidelines should be implemented for the subarea to ensure that new development and redevelopment is consistent with the desired character and reflects the cultural and aesthetic authenticity of East Dominick Street.

The City should require sustainable construction strategies through the provision of guidelines for environmentally responsible development practices. Similar to the South Rome Residential subarea along South James Street, portions of the corridor have suffered from code violations by absentee property owners. Strategies should be created that mitigate repeat offenders through enhanced programs offering education and training for property owners through the Code Enforcement Office.

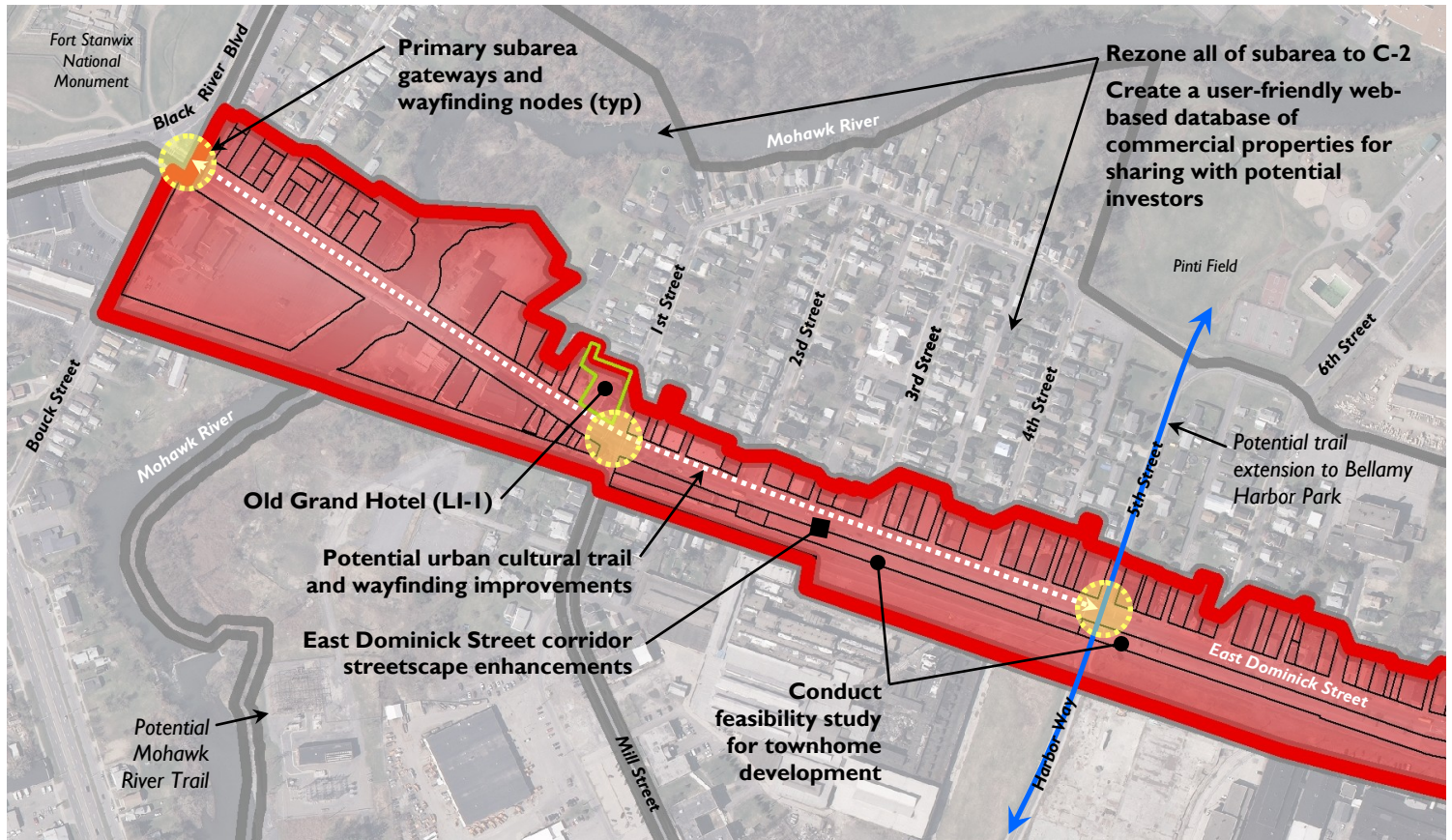


Stairs and lighting in the process of installation to connect the parking lot on the south side of East Dominick with businesses across the street.

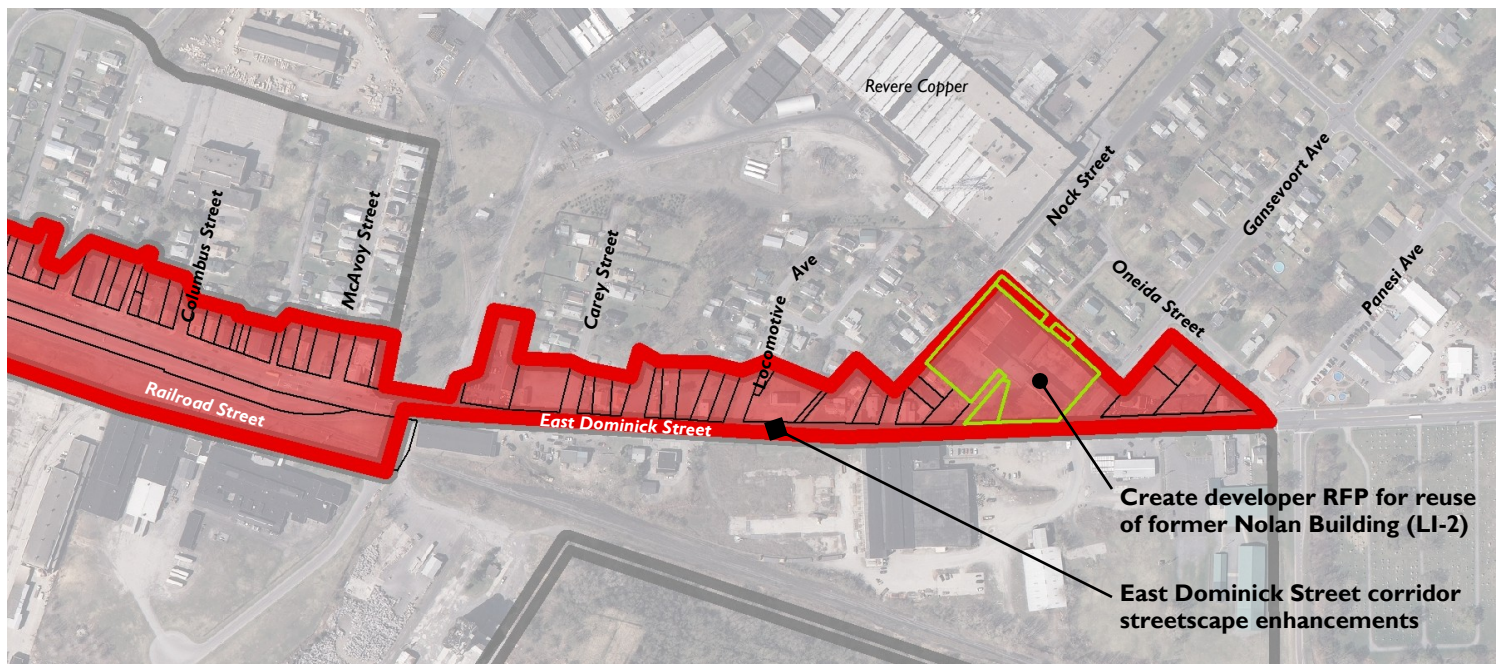


# IMPLEMENTATION STRATEGY

## Little Italy Main Street Commercial Concept Map - West



## Little Italy Main Street Commercial Concept Map - East





## IMPLEMENTATION STRATEGY

### Land Use & Zoning Recommendations

1. Rezone all of subarea to C-2 to achieve the desired mix of uses within the corridor.
2. The City should develop guidelines that promote environmentally responsible construction practices.
3. Continue to implement the Main Streets Design Guidelines.

### Capital Project Recommendations

1. Design and construct a corridor streetscape enhancement project which will narrow the cross section of East Dominick Street and improve aesthetics, landscaping, and lighting.
2. Enhance pedestrian safety at corridor crossings at intersections and from parking areas.
3. Design and construct a formalized cultural trail along the north side of East Dominick Street, with the first phase beginning at Black River Boulevard and Fort Stanwix and ending at 1st Street to begin the branding process for the corridor.
4. As part of the cultural trail and a larger downtown-wide wayfinding strategy, design and install directional, informational and interpretive signage at key intersections along the corridor to improve the movement of pedestrians and motorists throughout the subarea.
5. As part of the cultural trail and wayfinding improvements, install gateway features at the 1st Street intersection to highlight this prominent location in the corridor.

### Recommended Non-Capital Actions

1. Prepare a developer request-for-proposal to redevelop the former Nolan Building at 1333 East Dominick Street (LI-2) as flexible, energy-efficient commercial space.
2. Create a user-friendly, web-based database of commercial buildings and properties within the East Dominick Street corridor that can interface with the City's GIS system and share building information with the public and potential investors.
3. Gauge interest and assist in the formation of an East Dominick Street business improvement district.
4. Identify and implement a unique marketing campaign specific to the East Dominick Street corridor, complete with a new logo and slogan, to attract visitors and new investors to the corridor.
5. In consultation with property owners, conduct a market and design feasibility study for the development of townhomes on the narrow parcel of land (242.068-1-77) adjacent to East Dominick Street, including the City-owned parcel (242.020-1-24.1).

*See the Summary Analysis, Findings and Recommendations Section for more information on implementation.*



## IMPLEMENTATION STRATEGY

### Redevelopment of former Grand Hotel (Strategic Site LI-1)



The former Grand Hotel occupies a prominent location by anchoring the middle of the Little Italy Main Street corridor and functioning as a primary gateway entrance to the Recreation Corridor subarea. This building has recently undergone rehabilitation into four upper-story residential units and two ground-floor commercial spaces. The return of this long vacant building to an active, mixed-use structure will add 24-hour vibrancy and activity to the East Dominick Street corridor, while also providing area businesses with potential new customers for food, entertainment and services. The rehabilitation of this structure is a model for revitalization activities elsewhere along the corridor, including the several multi-story structures located opposite 1st Street at the same intersection.

### Redevelopment of former Nolan Building (Strategic Site LI-2)



The former Nolan Corporation building is currently vacant and undergoing remediation for limited environmental contamination which took place over the course of its 100 year history. The structure has great potential for flexible commercial and office uses, and ample space for parking to the rear of the property. The exterior rehabilitation of this structure should include façade cleaning, the replacement of windows and doors, and the rehabilitation of the decorative iron fencing and columns along the street line. The removal of overgrown vegetation along the foundation will highlight this structure as an important gateway feature within the East Dominick Street corridor. At full capacity, the 37,000 square feet of space available at the Nolan Building could equate to over 300 employees desiring services in the corridor.



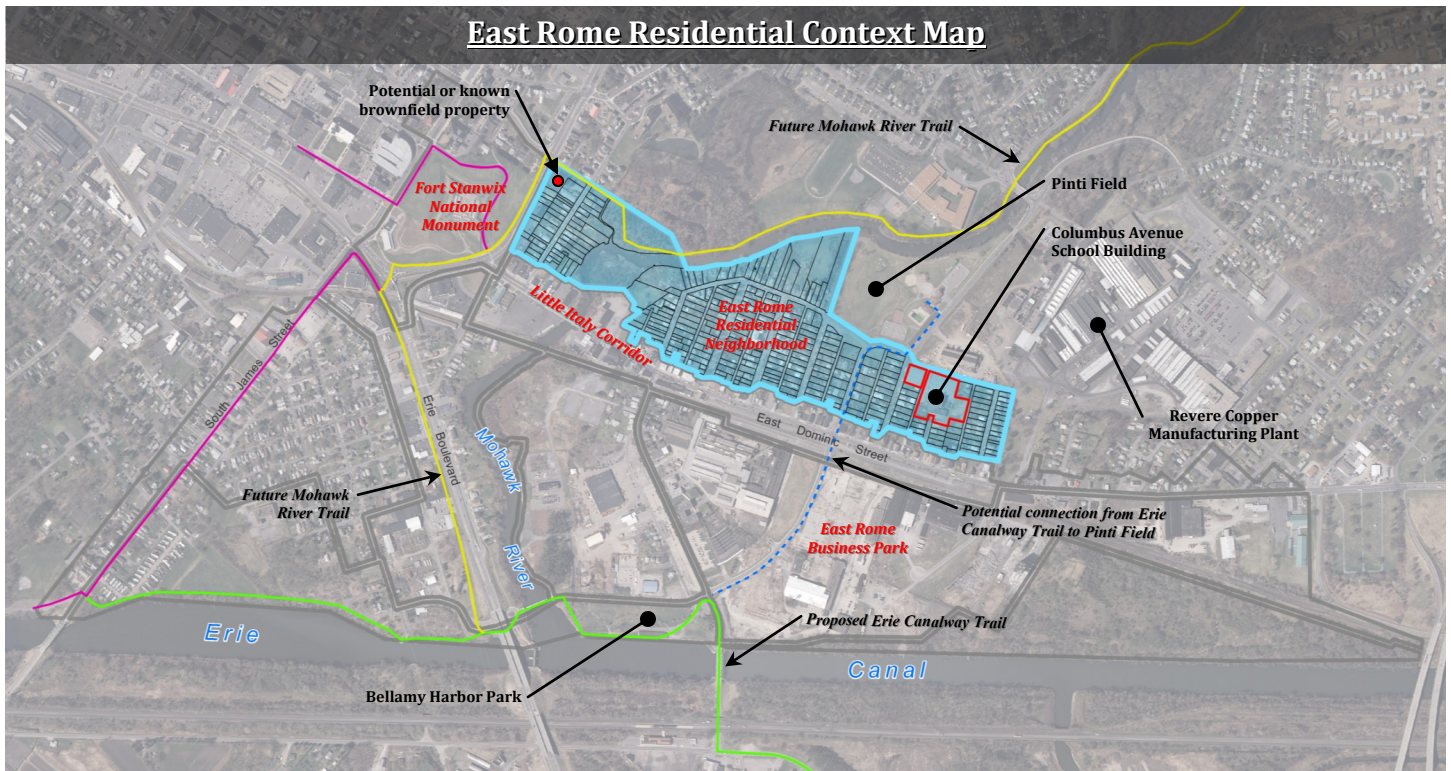


## EAST ROME RESIDENTIAL

**From Brown to Green:**  
**A Revitalization Strategy for the Downtown Rome BOA**  
City of Rome, New York  
New York State Department of State  
Brownfield Opportunity Areas Program







## a snapshot

### 51.7 acres

- 59% residential
- 28% vacant land
- 10% commercial

### 305 parcels

- 205 residential
- 12 parcels owned by City

### 1 brownfield

- 78 vacant properties

### 1 Strategic Site

- former school building

### 2,500 feet

- of Mohawk River frontage

## “Rooted in culture...”

The East Rome Residential neighborhood is defined by its diversity. For more than a century, successive generations of families have lived as part of Rome’s Little Italy. While the neighborhood retains a solid working-class character, a lack of continued investment over recent years has resulted in some poorly maintained and abandoned properties. The vacant Columbus Avenue School remains a reminder of the vibrant past of this residential enclave.

The location of the neighborhood continues to be one of its greatest assets which can be capitalized upon, with close proximity to East Dominick Street, the Mohawk River waterfront, downtown, and the Employment District.



## IMAGINE...

the East Rome residential neighborhood as one of the City's most desirable neighborhoods to live and raise a family thanks to its convenient proximity to jobs in the Employment District, culture and amenities in Little Italy, and easy access to amenities along the waterfront and in downtown.

## MAKING IT HAPPEN

### Live.

- Develop incentive programs for the rehabilitation of renter- and owner-occupied housing.
- Identify opportunities to follow the revitalization model created by the Canal Village project.
- Investigate the potential to redevelop the former Columbus Avenue school for senior housing or other compatible uses.
- Continue to provide affordable single- and two-family residential opportunities.

### Work.

- Foster safe and continuous pedestrian connections into the adjacent Employment District, East Dominick corridor, and downtown.

### Play.

- Identify vacant and underutilized lands to create a small pocket park within the neighborhood.
- Provide a clearly defined path for the Mohawk River Trail and provide connections from within the neighborhood.



### CASE STUDY: SENIOR HOUSING- BALTIMORE, MD

Howard Park Elementary School was built in 1907, and was abandoned by the Baltimore City School District in the 1970s as neighborhood populations declined. The school sat vacant, attracting criminal elements and activities. A private development company proposed an affordable housing development for senior citizens. The plan integrated the rehabilitation of the historic neighborhood icon with a newly constructed state-of-the-art addition. The project promotes the community's strong desire for inter-generational activity. With housing options available in the neighborhood, seniors are inclined to move out of homes for which they can no longer care, thereby creating housing opportunities in the neighborhood for the next generation of work-force families. The plan seamlessly integrates the original historic structure with a 77,000 square foot, three-story building that includes a multi-purpose community room, an exercise room, laundry facilities, computer room, and supportive services offices.

## EXISTING CONDITIONS

### Land Use

The East Rome Residential subarea consists of 305 parcels covering 51.7 acres, currently categorized as residential, vacant land, commercial, and recreation and entertainment, and community services.

- **Residential land use** is predominant, covering 59 percent of the land area.
- **Vacant land uses** comprise 78 parcels on 14.7 acres, with vacant lots present on all streets but 4th Street.
- There are 18 **commercial properties** on over 5 acres. Half (9) of these parcels are apartment properties.
- The remainder of the properties within the subarea are categorized as **recreation and entertainment and community services**, with 4 properties on just over 1 acre.

*See Appendix C for additional information on land use within the East Rome subarea.*

### Ownership

Of the 305 parcels within the East Rome Residential Subarea, only 12 are publicly controlled, seven of which are currently vacant.

- Ninety-six percent of the parcels within the subarea are privately owned, making large-scale redevelopment unlikely.
- The former Columbus Avenue school and the adjacent parking lot are privately owned and represent the greatest opportunity for a larger redevelopment project.
- Publicly owned vacant parcels should be considered for community gardens, neighborhood parks, or infill development.

*See Appendices C and E for maps and detailed ownership information.*

### Zoning

There are four zoning districts within the East Rome Residential Subarea –Mixed Commercial/Residential (C-2), Preservation Zone (P-Z), Small Lot Single-Family Residential (R-2), and Residential/Professional (R-P). The Mixed Commercial/Residential (C-2) district is primarily located along the southern boundary of this subarea in areas adjacent to East Dominick Street, as well as within the western portion of the subarea between River Street and Black River Boulevard. The Small Lot Single-Family Residential (R-2) district is the largest district in this subarea and is located east of the Mohawk River covering 33.1 acres.

*See Appendix C for detailed zoning information.*

### Parks & Open Space

There are no dedicated park facilities within the East Rome Residential Subarea. However, the City's Pinti Field is directly adjacent to the neighborhood, providing open play areas, ball diamonds, hard courts, a pool, and playground equipment. These facilities are accessible from 6th Street via a sidewalk.

A City-owned vacant property along the Mohawk River is currently unimproved, and preserves the vegetated character that defines the Mohawk River corridor throughout the BOA. This parcel should continue to remain undeveloped and in a natural state, with limited enhancements that will provide for pedestrian access to the waterfront.



*Pinti Field is within walking distance to most of the East Rome subarea.*



## EXISTING CONDITIONS

### Transportation

The East Rome Residential Subarea is well connected to the surrounding roadway network, including the east-west corridor of East Dominick Street and the north-south corridors of 6th Street and Black River Boulevard. The Centro Bus Line has numerous stops along East Dominick Street and 5th Street, providing good accessibility to the transit network.

The proposed Mohawk River Trail will have a terminus at Pinti Field just north of the subarea along 6th Street. The trail will travel along 5th Street and provide access south to Bellamy Harbor Park and the Erie Canal along Harbor Way. A second portion of the proposed trail will follow the Mohawk River from Bellamy Harbor Park north into the East Rome Residential Subarea on the west side of the river, ultimately connecting trail users to Delta Lake State Park and Griffiss Business and Technology Park (see page 97 for map). These trail connections provide subarea residents with access to multiple destination points for recreation and represent a significant open space asset for the neighborhood.



*A view of 2nd Street looking north.*

### Natural Resources

The Mohawk River is the greatest and most widely recognized natural resource within the subarea. The river provides a great diversity of habitat along its shoreline, and the largely vegetated banks provide a natural, peaceful escape from the built environment.

The City-owned parcel at the terminus of Brook Street is a forested upland portion of a larger wetland complex that extends from East Dominick Street north to Bloomfield Street. The significant stands of trees make this a highly valuable habitat and natural resource that also provides flood protection and mitigation for properties along River Street and Floyd Avenue. Public access and development of this parcel should be limited, yet the City should investigate the provision of a modest trail or boardwalk to enhance public enjoyment.

Beyond the Mohawk River, there are no significant natural resources that would impact the redevelopment and revitalization of the East Rome Residential Subarea.

### Infrastructure

The East Rome Residential subarea has adequate water, sanitary sewer, storm sewer, and telecommunications infrastructure in place. The subarea lacks significant opportunities for extensive new development, and it is anticipated that existing infrastructure capacities will support the continued revitalization of the neighborhood without the need for investment in additional infrastructure.



*The Mohawk River as it flows south through the East Rome Residential subarea.*

## EXISTING CONDITIONS

### Historic Sites

While the subarea is adjacent to the Fort Stanwix National Monument along Black River Boulevard, there are no known sites of historical importance within the East Rome Residential subarea.

### Brownfield, Vacant, & Underutilized Sites

Only one site within the East Rome Residential Subarea has been identified as having the potential for environmental issues. The City of Rome Central Fire Station is located along Black River Boulevard, and historically contained underground storage tanks. The potential for these structures to leak and fail makes this site a possible brownfield. Additionally, there were two documented occurrences of tank test failures at this site that resulted in a spill incident report being filed with the NYS DEC. This property is active and under public control as a fire station. There are no plans for a change of use on this site in the foreseeable future.

#### 154-160 Black River Blvd - 242.059-1-9

Two UST failures resulting in spills.

Of the 78 vacant properties located within the subarea, 73 are classified as residential based on assessment information. The most significant underutilized site is the vacant former school building on Columbus Avenue.

*See Appendices C and F for additional information on potential brownfields in the BOA study area.*

### Key Buildings

The Columbus Avenue school building is a large brick structure, predominantly two stories, with a large three story gymnasium at the rear of the property. This building is privately owned, and most recently served as the temporary headquarters for the Rome Police Department while their new facility was under construction.

The condition of this building for redevelopment is unknown. A building condition assessment should be completed to determine adaptive reuse feasibility.



*The site of the former Columbus Elementary School.*



*The former Columbus Elementary School as seen from the air, looking north.*



## STRATEGIC SITES

### SITE ER-1: COLUMBUS AVENUE ELEMENTARY SCHOOL

Strategic Site ER-1 is an abandoned former school building in the heart of the East Rome Residential subarea. The structure is tucked away at the northern terminus of Columbus Avenue, a short street with a handful of residential properties. Strategic Site 1 includes a second parcel under the same private ownership, forming a large parking area along Mohawk and 6th Streets behind the school building. While the property is accessible from Columbus, Mohawk and Frank Streets, the best access can be attained from 6th Street.

The existing building has an approximately 28,000 gross square feet of class room and administrative space on two stories, along with an approximate 9,500 square foot gymnasium. The main property consists of 2.41 acres, with the adjacent parcel bringing the total potential redevelopment area to 2.84 acres.

The structural and environmental conditions of the property are unknown, and a formal investigation into the reuse potential of the building, including potential asbestos abatement, should precede any detailed redevelopment scenarios that retain the existing structure.

Strategic Site ER-1 offers the largest contiguous developable parcel within the subarea. There are numerous options available for the use of these properties. One alternative is to rehabilitate and reuse portions or all of the existing structure. A creative approach will be required to reuse the building in its current form. The classroom layout



**SITE LOCATION MAP**

may present opportunities for reuse as office and meeting space for local not-for-profit corporations. The potential reuse as senior housing should also be considered, although the need for elevators may increase development costs. If the reuse of the City Yard facility for a recreation center does not take place, the gymnasium facility presents a potential secondary opportunity to provide an indoor recreational facility.

An alternative option includes the clearing of the site to prepare for redevelopment. Opportunities for redevelopment include senior or transitional housing and market-rate housing such as townhomes and single-family residences.



*This image is taken from the rear of the property looking towards the parking area. An adjacent warehouse can be seen on the north side of Mohawk Street.*

# ANALYSIS, FINDINGS, & RECOMMENDATIONS

## Strengths

- Adjacency to East Dominick commercial corridor offers easy access to goods, services, and cultural destinations.
- Relatively intact housing stock which can be enhanced through maintenance and upgrades.
- Opportunities for infill development of residential housing stock similar to Canal Village.
- Vacant public parcels provide opportunity for creation of neighborhood parks and community gardens.
- Connection to Pinti Field offers direct access to recreational amenities.
- Potential for strong connection to future Mohawk River Trail, which will provide linkages to destinations throughout City.
- Mohawk River frontage can be capitalized on as an asset for investment on waterfront properties.
- Redevelopment of former school can act as a catalyst for adjacent investment and function as a neighborhood anchor.

## Challenges

- Conversion of homes to multi-family residential units has reduced number of owner-occupied units which has impacted property maintenance and overall feeling of sense of community.
- Adjacent industrial development on northeast corner is not compatible with residences and should be screened and mitigated to ensure neighborhood is not negatively impacted.
- Confusing one-way street pattern complicates access and hinders neighborhood connectivity across 5th Street.

## Key Objectives *(see Implementation Strategy section for additional information)*

- Leverage the redevelopment efforts associated with the Neighborhood Stabilization Program.
- Promote a diversity of housing types that provide options for different income levels and age groups.
- Promote, encourage, and assist with the development of the Mohawk River multi-use trail linkage to Bellamy Harbor Park, Delta Lake State Park, and Griffiss Business and Technology park.
- Develop a neighborhood pocket park and/or community open space to enhance neighborhood amenities and stimulate local pride.
- Encourage owner-occupancy to increase the long-term vested interest residents have in neighborhood revitalization and make this a desirable area for nearby workers.



# ANALYSIS, FINDINGS, & RECOMMENDATIONS

## Future Land Use

The East Rome Residential subarea should retain its existing residential character with land uses limited to residential, community service, parks and open space. Single and two-family homes are desirable, including owner occupancy of multi-family dwellings. Opportunities for townhouse-style development should be explored to diversify the housing supply. Residential development which supports seniors and empty-nesters is also possible within the former school building on Columbus Avenue, as well as the large multi-unit property on 3rd Street.

Community service uses that complement residential neighborhoods, such as religious institutions, community centers, parks, and neighborhood gardens are also appropriate. The City should seek to identify key groupings of vacant or abandoned parcels to supply one or two small recreational areas within the neighborhood. Although Pinti Field is directly adjacent to the subarea, this park functions to serve a more City-wide population, and may be too far away to fully service the day-to-day recreational needs of East Rome residents.

The use of one or two vacant properties for community gardens would further enhance the quality of life for area residents. The frequent attention required by community gardens would bring more people outside, improving neighborhood vitality and likely safety. Local children can benefit through close work and mentoring with neighborhood garden caretakers, often senior, building intergenerational relationships, developing life skills, and improving the sense of community.

## Regulatory Updates

The intent of this subarea is to retain the single-family and two-family residences and neighborhood character while also supporting uses that improve quality of life in the neighborhood, such as parks, public open space, and community services. The most appropriate zoning designation for this subarea east of the Mohawk River is Small Lot Single-Family Residential (R-2), which allows for single-family residential uses and duplexes. West of the Mohawk River the character of the subarea is slightly more commercial and would be most appropriately zoned as Mixed Commercial / Residential (C-2).

The redevelopment of the former Columbus Avenue School into senior housing would require a change of permitted uses within the R-2 district or the creation of a Planned Development-Residential district (PD-R). Prior to revising permitted uses within the R-2 district, the City should carefully evaluate potential impacts upon other neighborhoods within R-2. The approval of any Planned Development districts within the East Rome Residential subarea should be mindful of buffering, setbacks, and screening requirements to protect the quality of life and privacy of adjacent residents, while providing an opportunity to expand investment opportunities within the neighborhood.

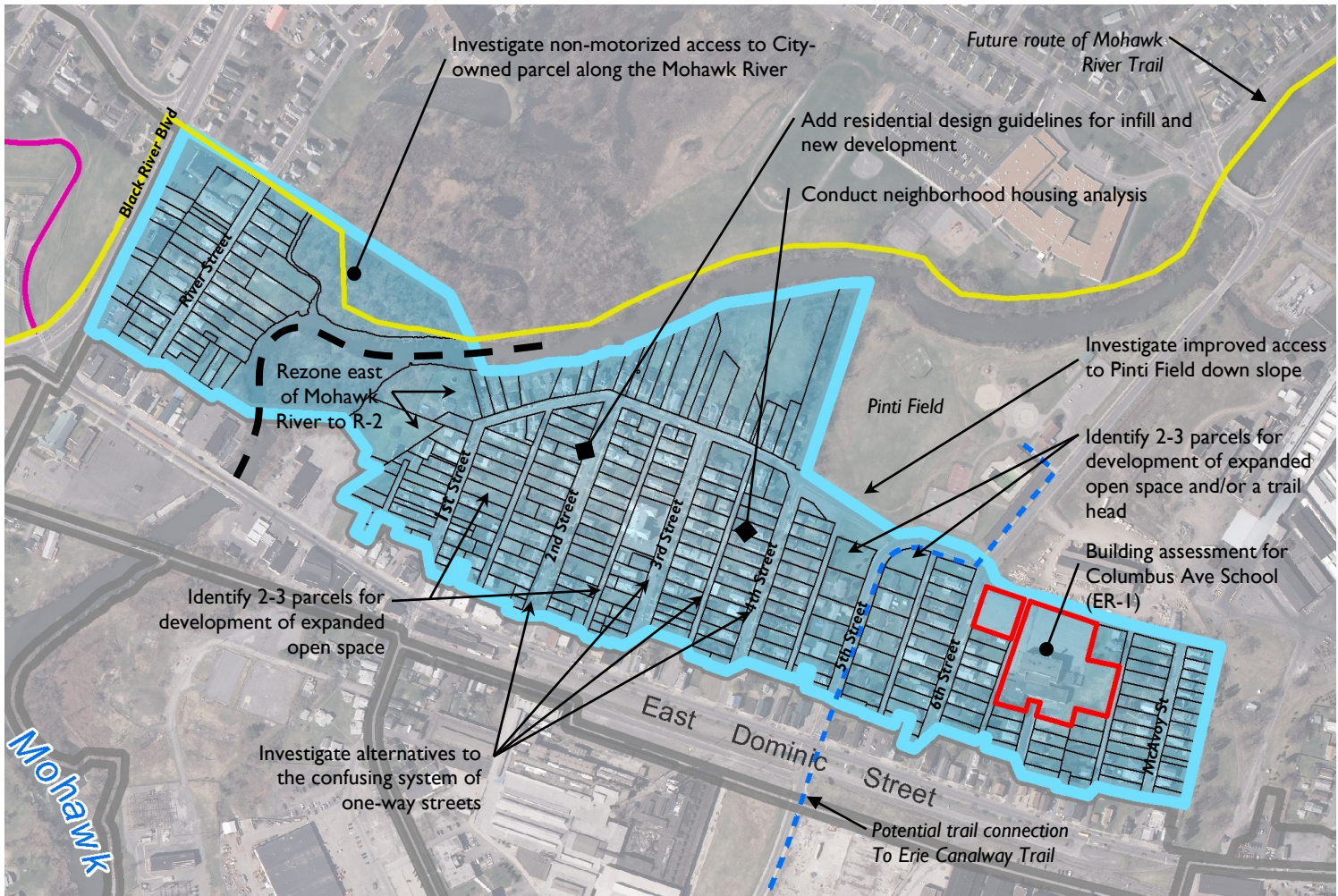
Zoning modifications would require minor adjustments to the City's zoning map with no significant changes needed to actual zoning district language.

*See the Summary Analysis, Findings and Recommendations Section for more information on recommendations.*



## IMPLEMENTATION STRATEGY

## East Rome Residential Concept Map



## Columbus Avenue School Redevelopment (ER-1)



A potential redevelopment scenario for the Columbus Avenue School includes the construction of several multi-story townhouse structures to provide increased density to the neighborhood. The sketch at left, from the viewpoint at the intersection of 6th and Mohawk Streets looking southeast, depicts several new buildings on currently vacant land. In this scenario, the school is rehabilitated and converted into residential units. The potential exists for this development to function as a single entity as part of a homeowners association, with residents having access to a gymnasium and other services within the rehabilitated school building.



# IMPLEMENTATION STRATEGY

## Land Use & Zoning Recommendations

1. Rezone all of Subarea west of Mohawk River to C-2.
2. Expand existing residential design guidelines to include an architectural pattern book for new residential development.

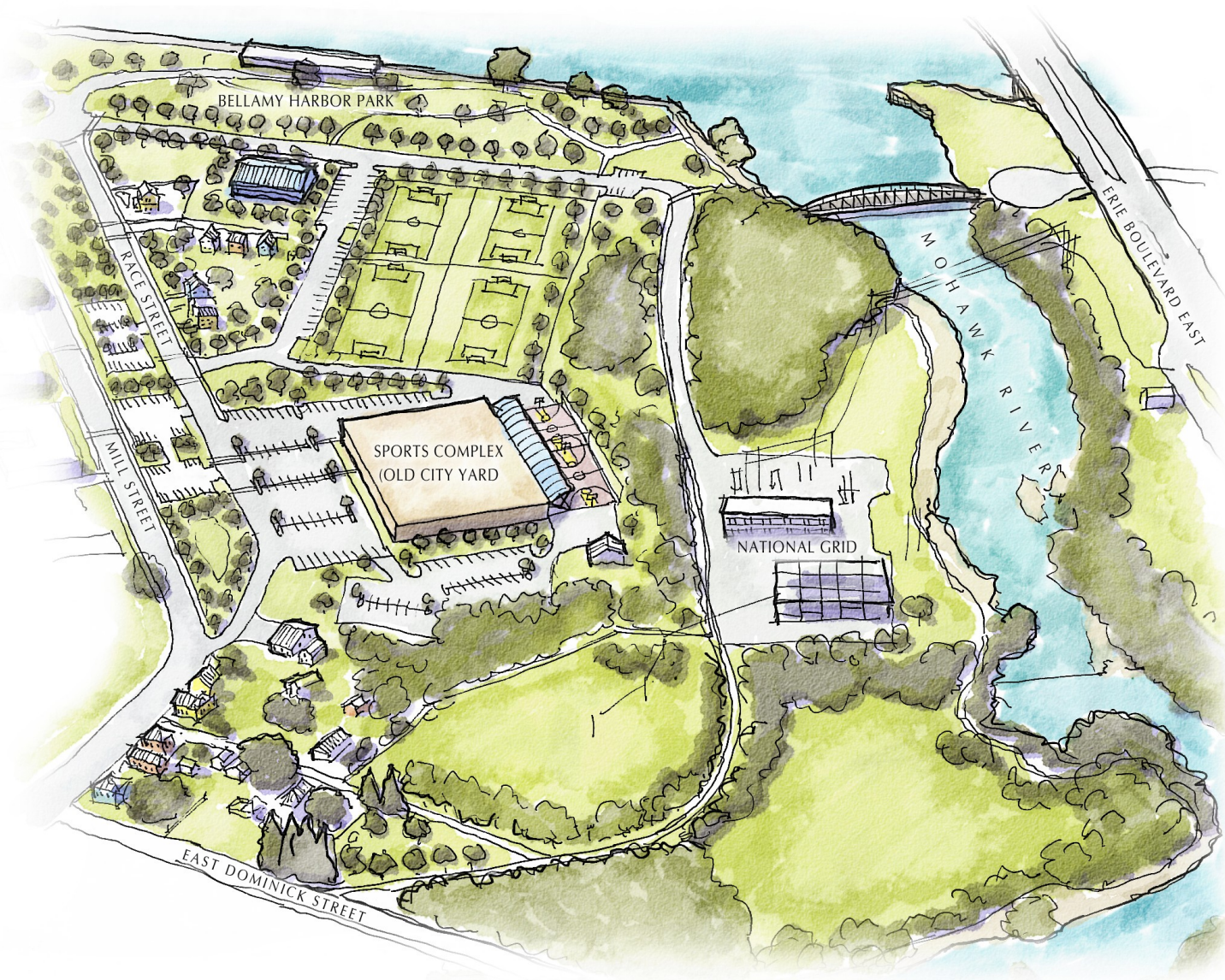
## Capital Project Recommendations

1. Identify 2-3 parcels for the development of expanded open space to improve neighborhood quality of life and recreational opportunities.
2. Investigate the provision of a non-motorized access trail into the City-owned parcel at the end of Brook Street along the Mohawk River and a small picnic area or other limited improvements.
3. Improve pedestrian connectivity to Pinti Field down the slope along Mohawk Street.

## Recommended Non-Capital Actions

1. Develop an incentive program to facilitate the rehabilitation of renter- and owner-occupied housing.
2. Investigate alternatives to the existing one-way traffic patterns to improve circulation and accessibility for neighborhood residents.
3. Perform a building assessment and adaptive reuse feasibility study for the conversion of the former Columbus Avenue School and grounds into senior housing or other appropriate uses. This study should also include anticipated costs for remediation, rehabilitation and demolition, as needed.
4. Investigate the ability of the reuse and reprogramming of the gymnasium at the former Columbus Avenue School to be utilized for City recreational programming.
5. Conduct a neighborhood housing analysis to understand the supply and demand for housing across a broad range of users and types, including single family, renter, senior citizen, apartments, townhomes, etc. This study should include an analysis of the marketplace for housing in the neighborhood.

*See the Summary Analysis, Findings and Recommendations Section for more information on implementation.*

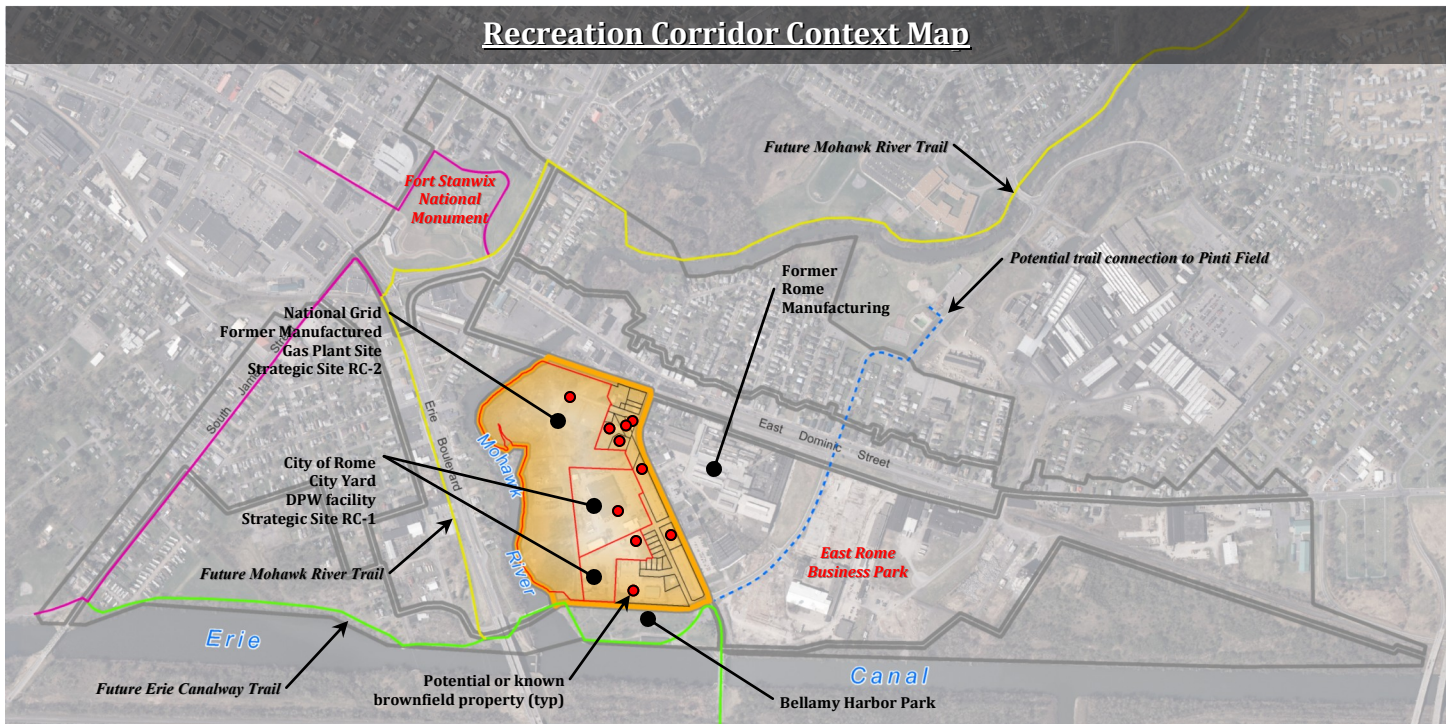


## RECREATION CORRIDOR

**From Brown to Green:**  
**A Revitalization Strategy for the Downtown Rome BOA**  
City of Rome, New York  
New York State Department of State  
Brownfield Opportunity Areas Program







## a snapshot

### 41.2 acres

- 24% community service
- 60% public services

### 29 parcels

- 14 residential parcels
- 2 City-owned parcels

### 10 brownfields

- 38 acres of potential brownfield

### 2 Strategic Sites

- City Yard
- National Grid

### 2,500 LF shoreline

## *“Come out and play...”*

The Recreation Corridor currently serves as the site of Rome’s Department of Public Works (DPW) facility and other commercial/industrial uses. Its location along the Mohawk River, adjacent to Bellamy Harbor Park, and the East Dominick Street corridor provide opportunities for greater public use of the site, particularly as a linkage for visitors arriving via the Erie Canal.

The City of Rome has been actively studying the feasibility of relocating the DPW facility to an alternate site to allow for the development of a regional recreational asset that builds upon the areas strategic location and utilizes existing infrastructure.



## IMAGINE...

passive and active recreational opportunities along the Mohawk River, centrally located in the City, that provide visitors, residents, and workers with a recreational retreat within walking distance of goods and services.

## MAKING IT HAPPEN

### Live.

- Enhance connectivity with adjacent neighborhoods via the Canalway Trail and Mohawk River Trail.
- Provide a variety of passive and active recreation opportunities to serve nearby residents, the City, and the region.

### Work.

- Allow for the development of support businesses, such as casual dining and sporting goods retailers, that can enhance the recreational value of this subarea.
- Seek grant resources and funding alternatives for the relocation of the City's DPW to allow for the development of a recreation hub.

### Play.

- As part of a larger Parks and Recreation Master Planning effort, create a focused master plan for the Recreation Corridor.
- Identify potential recreation-based reuse scenarios for the DPW building upon the relocation of City Yard facilities.
- Provide strong pedestrian connections to surrounding subareas via access to walking trails and pedestrian bridges.
- Enhance public access to the Mohawk River waterfront via a boardwalk, overlook, or other structure
- Develop historic interpretive elements within the corridor that recognize the importance of this area in the City's development (e.g. the former mill race between Race and Mill Streets).

#### CASE STUDY: Warehouse Athletic Facility, Spokane WA

The Warehouse Athletic Facility in Spokane, WA is located in a large building within an industrial park, and adjacent to Gonzaga University. The facility hosts indoor sporting events for baseball, basketball, soccer, and volleyball, with 5 full basketball courts and 6



regulation volleyball courts. The facility offers a variety of recreational activities for adults and youth, including camps, league play, and tournament hosting. This facility is very similar to what is possible through the reuse of the existing DPW facility at the City Yard site.

## EXISTING CONDITIONS

### Land Use

The Recreation Corridor subarea is located in the heart of the Rome BOA Study Area and covers approximately 41.2 acres on 29 parcels (see Context Map).

- **Public services** (60%) and **community services** (24%) are the primary land uses by area.
- The Rome Substation 22.3A, owned by National Grid, is the single largest parcel in this subarea, covering 22.1 acres along the eastern shore of the Mohawk River.
- The City's DPW facility (City Yard) includes 10 acres on two parcels.
- Together, the National Grid and City Yard sites comprise 85 percent of the subarea.
- **Residential** (6%) uses include two small clusters of 14 homes on 2.5 acres.

*See Appendix C for detailed information on land uses within the subarea.*

### Ownership

By area, property within the Recreation Corridor is largely controlled by two land owners (City and National Grid), yet the subarea's 41 parcels have 22 separate owners.

- Over 27 percent of the Recreation Corridor by acreage is under public control.
- The City of Rome controls four parcels covering 11.3 acres.
- The largest private land holder is National Grid, with 22.1 acres.

*See Appendix C for maps and detailed ownership information.*

### Zoning

Two zoning districts are located within the Recreation Corridor subarea – Business and Industrial Park (E-1) and Light Industrial (E-3). Of the 29 parcels located in this subarea, 27 are currently zoned as Business and Industrial Park (E-1). The two parcels zoned as Light Industrial (E-3) are located in the southeastern corner of the subarea, off of Essex Street. It is anticipated that changes in zoning regulations will be needed to achieve the vision of subarea.

*See Appendix C for additional information on zoning within the subarea.*

### Parks & Open Space

There are currently no formally recognized parks or open spaces present within the Recreation Corridor. However, the subarea is directly adjacent to Bellamy Harbor Park and the Erie Canal, and boasts over 2,500 feet of Mohawk River shoreline.



*View east along Harbor Way, with the Recreation Corridor subarea to the left, and Bellamy Harbor Park on the right.*



## EXISTING CONDITIONS

### Transportation

The Recreation Corridor subarea is bounded on the east by Mill Street - one of the City's primary gateways that was recently upgraded with sidewalks, landscaping and lighting. Mill Street provides access to East Dominick Street to the north and Martin Street to the south. Nearly all vehicular traffic from within the subarea must utilize Mill Street to access the remainder of the transportation network.

The subarea is bounded on the north by Railroad Street and the Mohawk, Adirondack & Northern Railroad. The peculiar alignment of these two segments is a challenge to enhancing connectivity between the Recreation Corridor and the East Dominick Street. The subarea is bounded on the south by Harbor Way which provides access to commercial businesses, the National Grid property, Bellamy Harbor Park and the pedestrian bridge over the Mohawk River.

The proposed extension of the NYS Erie Canalway Trail from Erie Canal Village to Bellamy Harbor Park will enhance pedestrian connectivity from this subarea to the remainder of the City.

The Centro Bus Line utilizes Mill Street, with several stops providing good access to the surrounding transit network.



*Mill Street looking south, with City Yard to the right.*

### Natural Resources

The Mohawk River is a significant natural resource within the subarea, and offers the potential for water enhanced land uses such as passive recreation. A large stand of coniferous forest is located west of the City Yard property on the National Grid site. This forest stand provides visual and noise buffering for the subarea from the Erie Boulevard corridor 250 feet to the west. This vegetation also provides a strong sense of enclosure, though it limits viewsheds and physical access to the Mohawk River.



*View from the pedestrian bridge over the Mohawk River to the north.*

### Infrastructure

The large National Grid property currently has limited sanitary and storm water sewer capacities. However, the projected use of this property for recreation decreases the likelihood that upgrades to on-site infrastructure will be needed. The remaining properties are well connected to the Mill Street corridor, and upgrades are not anticipated to meet the limited demands of associated future recreational uses as proposed. A more intense mixture of uses for this subarea may generate the need for further evaluation of infrastructure capacities.

### Historic Sites

There are no known sites listed on the State or National Registers of Historic Places located within the subarea.

## EXISTING CONDITIONS

### Brownfield, Vacant, & Underutilized Sites

Encompassing the western portion of the East Rome Business Park, the Recreation Corridor subarea has the second largest concentration of potential brownfield and vacant sites (97.1 percent of the subarea's total land area). This is expected based on the historical use of the area for industrial purposes since the mid-19<sup>th</sup> century and the current site uses.

There are 10 potential brownfields within the Recreation Corridor subarea and seven vacant parcels. The largest brownfield property is the 22.1 acre National Grid property. The site of a former Manufactured Gas Plant, this parcel is currently undergoing remediation in accordance with NYS DEC requirements, and is not likely to experience reuse other than recreation and open space. The City Yard facility is a potential brownfield due to the historic presence of underground storage tanks and several recorded spill incidents. Other potential brownfield properties are noted to have either a spill history or are sites with current/historic underground storage tanks.

#### Kingsley Avenue - National Grid - 242.020-1-1

Former Manufactured Gas Plant operated by National Grid

#### City Yard - 242.20-1-2 & 242.20-1-11.2

(2 properties) Documented petroleum spills.

#### 321 Harbor Way - Verizon - 242.20-1-11.1

Documented petroleum spills.

#### 116-120 Mill Street - 242.67-1-82

(4 properties) Documented petroleum spills.

#### 201 Mill Street - 242.20-1-16.2

(2 properties) Documented petroleum spills.

*See Appendices C and F for additional brownfield information.*

### Key Buildings

The most significant structure within the Recreation Corridor is the current DPW facility on the City Yard property. The City of Rome's Public Works facility (City Yard) currently occupies ten acres along the Mill Street corridor. The facility's 53,400 square foot primary structure is the most prominent building on the site. The building's high interior clear span would likely be good for a variety of warehousing and light industrial uses. Alternatively, the building was recently evaluated for a retrofitted use as an indoor soccer complex, which meets the long term vision of the subarea. Based on these findings, it is likely that this structure will be incorporated into City Yard redevelopment scenarios to complement recreation goals developed by the Comprehensive Plan, the Kingsley Avenue Study, and the BOA Plan.



A view of the primary City Yard building which houses vehicle maintenance and other activities.



View from Mill Street towards City Yard buildings.



# STRATEGIC SITES

## SITE RC-1: CITY YARD

The Department of Public Works site, known as City Yard, includes two parcels that were determined to be strategic sites based on their central location and their ability to be a catalyst for the overall waterfront revitalization efforts. These City-owned properties provide Rome with new opportunities to capitalize on a location adjacent to the Mohawk River, Bellamy Harbor Park, and the Little Italy Main Streets Corridor, as well as a connection between Downtown and the Erie Canal.

City Yard has been identified in numerous planning efforts undertaken over the past decade as an ideal location for one or more public recreation facilities, including the Kingsley Avenue and East Dominick Street Revitalization Plan and the City's Comprehensive Plan. The preferred vision for the Recreation Corridor subarea includes developing a series of active and passive recreation facilities, including parkland, play fields, and trails that link the subarea to surrounding destinations and land uses.

Preliminary research indicates the sites have been potentially contaminated from their use by the Department of Public Works. The site historically utilized underground and aboveground storage tanks for fuels, and several spill incidents over the past two decades have been reported to the NYS DEC. Additional study and analysis of the exterior yards, the building, and subsurface locations within the building for contamination will assist the identification of potential reuse scenarios and any redevelopment limitations. It is recommended that this property be considered for a site assessment grant.



**SITE LOCATION MAP**



*Centro of Oneida currently utilizes this building on the City Yard complex.*



*View from the Mill Street gateway at East Dominick Street towards the City Yard property.*



## STRATEGIC SITES

### SITE RC-2: NATIONAL GRID PROPERTY



**SITE LOCATION MAP**

The National Grid parcel is one of the largest sites in the BOA and ranked as a strategic site based on known contamination present on site and its location along the Mohawk River. This property is currently under remediation pursuant to the NYS DEC's State Superfund Program. The current owner has been engaged in discussions about the future of the site and has indicated that some remediation has taken place and that the site could be considered as a potential future location for open space, recreational uses, and trail development. The site will receive a soil cap to prevent contact with subsurface soils, as well as a barrier wall along the Mohawk River to prevent any groundwater infiltration off-site into the river. Given the liabilities associated with more formal development, such as commercial or residential uses, the potential for these uses are limited. However, the permissible future uses of the property are consistent with the vision for the property and would provide desirable connections, linkages, and access to the Mohawk River.

This property's location along the Mohawk River, its large size and contiguous reach from Harbor Way to Railroad Street are among the reasons it is considered a strategic site. It is recommended that dialogue with the current owner remains open to ensure that potential for redevelopment of the property as open space and trails remains a viable option.

The development of a recreational node in this location would help fulfill one of the City's three catalyst projects identified in the Comprehensive Plan.



*Kingsley Avenue looking east into the National Grid property.*



*The National Grid site during remediation, as seen from Railroad Street.*



# ANALYSIS, FINDINGS, & RECOMMENDATIONS

## Strengths

- Adjacency to the Mohawk River and Bellamy Harbor Park offer opportunities for green connectivity and linkages.
- National Grid site has potential to serve as a connective element for a waterfront trail system.
- Vacant and underutilized sites have potential to be redeveloped to uses that capitalize on strategic location. Public ownership of 10 acres of land make redevelopment options more feasible.
- Connectivity to Erie Boulevard, East Dominick Street, and the Employment District can help support revitalization of this subarea.

## Challenges

- Development limitations exist along Mohawk River waterfront due to contamination (only open space and trail development permitted on National Grid site).
- Current residential land uses, though limited, are not consistent with long-term vision for subarea.
- Significant number of privately owned parcels may hamper redevelopment efforts if property owners are not willing partners.
- Need to balance public uses and recreation-based enhancements with need for tax revenues.



A view looking into the City Yard site from Mill Street towards the principal DPW building.

## Key Objectives *(see Implementation Strategy section for additional information)*

- Provide connections to adjacent trails and greenways, such as the Mohawk River Trail and the Erie Canalway Trail and complete trail segments.
- Provide access to the Mohawk River waterfront via a boardwalk, viewing/fishing platforms, and a second pedestrian bridge south of Railroad Street.
- Identify desirable recreation support services and develop an implementation strategy to attract niche businesses that complement recreational services.
- In an attempt to provide a level of self-sufficiency, identify potential user-fee based programs that could be implemented within the Recreation Corridor.
- Provide for both spontaneous recreational opportunities and programmed spaces that are geared towards select, niche activities, such as soccer, bocce, street hockey, and a skate park.

# ANALYSIS, FINDINGS, & RECOMMENDATIONS

## Future Land Use

Land uses in the Recreation Corridor subarea should be largely comprised of recreation facilities and complementary support services for recreational uses, including:

- parks and playgrounds;
- active and passive recreation facilities;
- indoor field house;
- small restaurants and snack stands;
- recreation-oriented retail;
- office space associated with recreational uses ; and
- open space facilities.



The images above depict views from the area surrounding the City Yard facility., including a view into the site from Bellamy Harbor Park (top), and north along Race Street (bottom).

## Regulatory Updates

The vision for this corridor is to create a centerpiece and regional destination for recreation and open space activities. Land uses in this area are intended to focus on recreation, open space, and complementary support services. The desired vision for this corridor may not be fully achievable without the creation of a new zoning designation that identifies appropriate recreation uses and facilities and identifies appropriate types of support uses.

A Recreation Corridor Zoning District would help meet the desired goals for this subarea. This district should describe appropriate relationships between land uses, dictate required buffers, and allow for complementary uses along the periphery to provide support services and promote economic development amongst private enterprise.



A view from the Railroad Street bridge over the Mohawk River looking southwest along the river as it meanders towards the Erie Canal. The National Grid property is on the left-hand side. The homes in the distance front along Whitesboro Street and Erie Boulevard.

*See the Summary Analysis, Findings and Recommendations Section for more information on recommendations.*



# IMPLEMENTATION STRATEGY

## Recreation Corridor Concept Map



## IMPLEMENTATION STRATEGY

### Land Use & Zoning Recommendations

1. Modify current zoning to include a Recreational Corridor district that supports the range and diversity of uses proposed for this subarea.
2. Continue to further the recommendations made in the City Yard Relocation Study.
3. Identify alternative sites for residential, industrial and commercial for potential relocation from the Recreation Corridor upon full build-out.
4. Develop a Master Plan for the Recreation Corridor which includes a land use plan as well as specific programmatic improvements.
5. Create a prominent connection between Bellamy Harbor Park and any future recreational uses of the City Yard site.

### Capital Project Recommendations

1. Construct improved trail head access points at end of East Whitesboro Street.

### Recommended Non-Capital Actions

1. Investigate the economic impact of creating a multipurpose recreational facility within the Recreation Corridor.
2. Undertake a consolidated/shared services study, utilizing funding from New York State, with the City and other potential partners, including Rome City Schools and the Griffiss Business and Technology Park to identify and analyze municipal waste reduction, recycling, alternative energy development, vehicle/equipment maintenance, refueling, and other initiatives.
3. Determine the potential retrofit alternatives for the conversion of the City Yard facility to a recreation oriented building.
4. Conduct a Relocation and Reuse Feasibility Study for the Verizon property south of City Yard tht will identify alternative locations for existing uses, and develop potential programmatic improvements for the site.
5. Apply for Phase II environmental site assessment funding for strategic redevelopment sites within the subarea, including the City Yard site, to further understand areas of potential contamination.

*See the Summary Analysis, Findings and Recommendations Section for more information on implementation.*



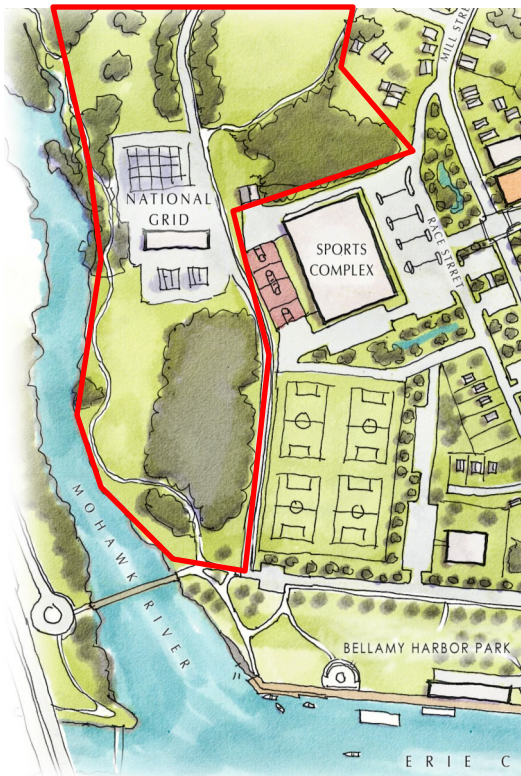
# IMPLEMENTATION STRATEGY

## City Yard Reuse (Strategic Site RC-1)



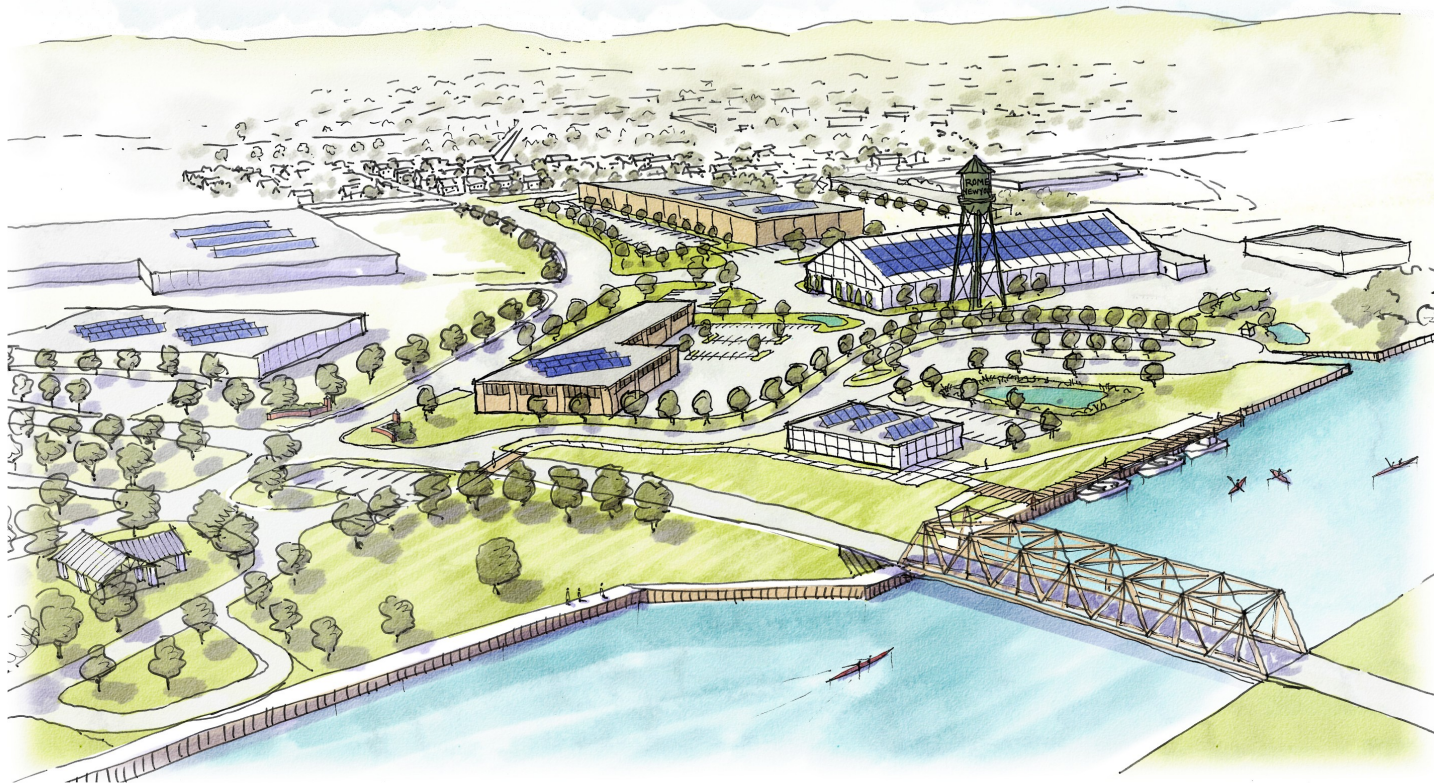
The City Yard site offers significant potential for reuse as a community destination for recreation within the BOA Study Area. The site's proximity to Bellamy Harbor Park, the Erie Canal, East Dominick Street and the Employment District provide support linkages to surrounding uses and recreational opportunities. A recent study identified the City Yard DPW structure as having potential for reuse as a multipurpose indoor field complex. Additional recommendations include the creation of active and passive playfields adjacent to Bellamy Harbor Park. The rear of the complex could also incorporate flexible/multipurpose program space that can accommodate a range of athletic and entertainment events underneath a covered/open-air structure, complete with bleacher seating.

## Strategic Site (RC-2)



The remediation of the National Grid property is nearing completion, and final uses are expected to include a public access trail that will connect the existing pedestrian foot bridge over the Mohawk River northward to East Dominick Street. The southern boundary of the site adjacent to Bellamy Harbor Park is a logical spot for a trail head that incorporates wayfinding and interpretive signage, as well as bench seating and a larger public space that takes advantage of the high quality views to the River and Canal. A future trail should be wide enough to support multiple users while also providing wayfinding, educational and interpretive elements to inform trail users about the historic importance of the Mohawk River in the development of the City. The trail should seek to provide connections to the waterfront via overlooks and sections that meander to and from the bank.



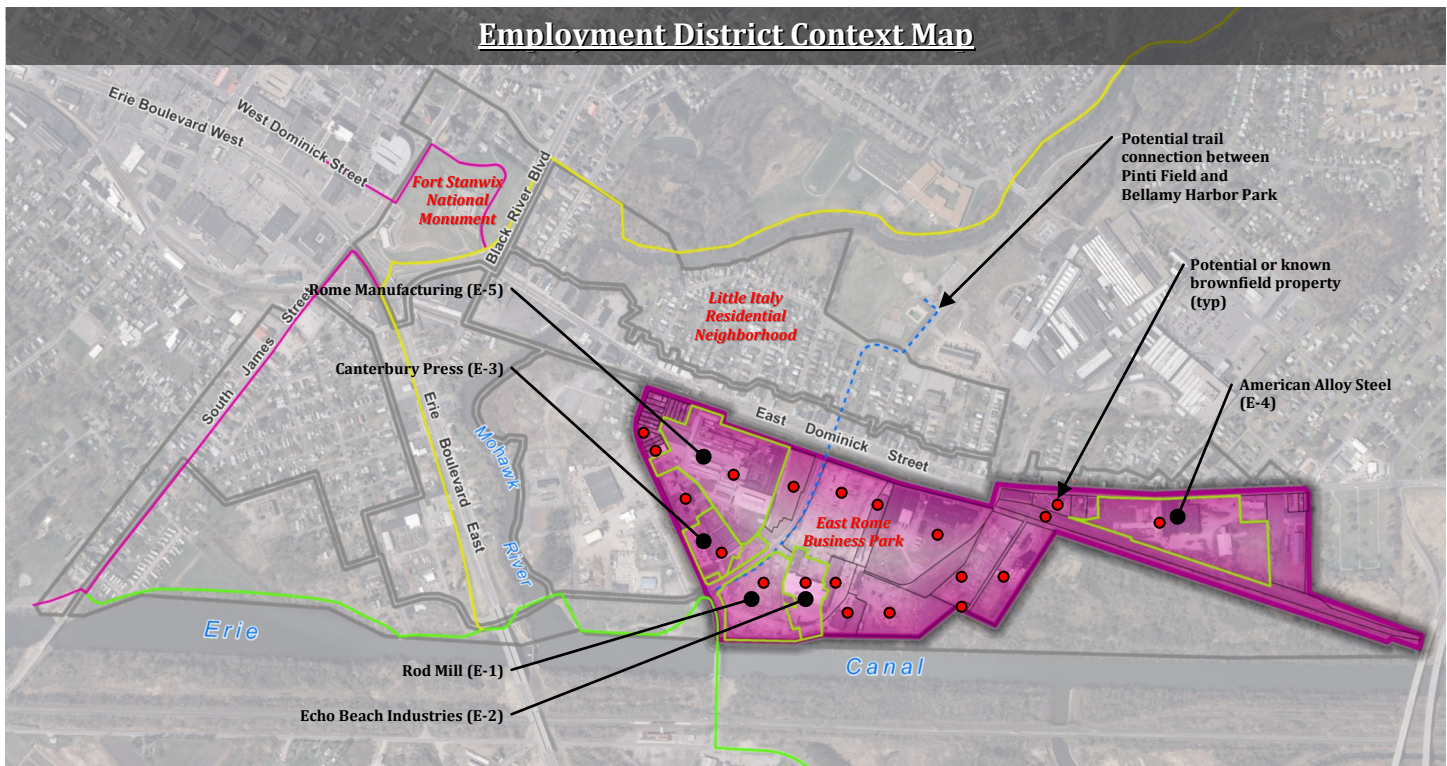


## EMPLOYMENT DISTRICT

**From Brown to Green:**  
**A Revitalization Strategy for the Downtown Rome BOA**  
City of Rome, New York  
New York State Department of State  
Brownfield Opportunity Areas Program







## a snapshot

### 98 acres

- 46% industrial land use
- 19% commercial
- 17% vacant land

### 46 parcels

- 15 residential
- 7 publicly-owned parcels

### 20 brownfields

- 16 non-vacant brownfields
- 4 vacant brownfields

### 5 Strategic Sites

- Rome Manufacturing
- 1212 East Dominick St.
- Former Rod Mill Site
- Canterbury Press
- Rod Mill Market

## *“Downtown employment...”*

The Employment District is transitioning to a fully appointed business park catering to the wide range of modern industry’s needs. The Employment District encompasses the East Rome Business Park, which was once the City’s center of employment. Many of the buildings that remain from former manufacturing giants - such as Rome Manufacturing and General Cable - remain undeveloped, while others have been redeveloped for new businesses and industries.

The City has worked to clear land of abandoned structures and prepare for redevelopment. These efforts have begun to pay dividends, with the recent construction of the American Alloy Steel northeast headquarters and fabrication facility in the heart of the Employment District. The district is bolstered by adjacent recreational opportunities provided and support services for businesses and employees within a short walk along East Dominick Street and Erie Boulevard.



## IMAGINE...

that the Employment District offers a range of light industrial and commercial employment opportunities in a well-maintained and attractive business environment. The modern business park remains one of Rome's primary employment centers within close proximity to services and housing.

## MAKING IT HAPPEN

### Live.

- Improve pedestrian connectivity with surrounding residential neighborhoods to provide opportunities for workers to live near their jobs.
- Complete waterfront trail network connecting Employment District to diverse residential options in the Waterfront Village subarea.
- Utilize the General Cable water tower as an iconic element, and improve with lighting, paint or ornamentation.

### Work.

- Finish site preparation activities on the Rod Mill site to permit redevelopment.
- Investigate environmental conditions at 201 Railroad Street and feasibility of its reuse or demolition.
- Identify potential uses for the former American Alloy Steel building at 1212 E. Dominick.
- Develop a unique brand identity for the East Rome Business Park

### Play.

- Strengthen connections with the Erie Canal and Bellamy Harbor Park.
- Construct boat docking facilities on Canal Corporation lands adjacent to the Rod Mill site.
- Redevelop a portion of the Rod Mill site for public open space and improvements.
- Connect internal trails and sidewalk systems to surrounding pedestrian infrastructure.
- Provide connections to the Mohawk River Trail along Harbor Way.

## EXISTING CONDITIONS

### Land Use

Industrial, vacant, and commercial land uses occupy a majority of property within the Employment District Subarea. There are considerable opportunities for industrial and commercial redevelopment given the amount of area these land uses cover.

- **Industrial** (46%), **vacant** (20%), and **commercial** (19%) land uses comprise 81.6 acres.
- **Residential** (4%) land uses are clustered near the intersection of Railroad Street and Mill Street.
- Significant **vacant** acreage exists along Harbor Way and the Erie Canal.

*See Appendix C for additional land use information.*

### Ownership

The Employment District is largely controlled by private interests, yet significant property holdings by the City of Rome and the Oneida County IDA present opportunities for immediate economic development.

- The City controls 4 vacant parcels along Harbor Way which could be available for redevelopment.
- The Oneida County IDA controls a linear swath of railroad right-of-way along Railroad Street.
- The City and State have invested significant resources in the preparation of various parcels for redevelopment, with over \$10,000,000 spent on acquisition, demolition, remediation, and construction activities.

*See Appendix C for detailed ownership information.*

### Zoning

Four zoning districts are located within the Employment District subarea:

- Business and Industrial Park (E-1);
- Light Industrial (E-3);
- General Commercial (C-3); and
- Small Lot Single-Family Residential (R-2).

The majority of this subarea is zoned as either E-1 or E-3. Combined, these districts encompass 34 parcels on 73.4 acres, representing more than three-quarters of the Employment District. All parcels zoned as General C-3 or R-2 are located north of Railroad Street and south of East Dominick Street.

*See Appendix C for detailed zoning information.*

### Parks & Open Space

There are no public or private parks or open spaces within the subarea. However, the Employment District is directly adjacent to Bellamy Harbor Park, and adjoins Canal Corporation lands along the Erie Canal to the south.



*The new, 58,000 SF American Alloy Steel project was completed in 2009, at a cost of nearly \$6 million.*



## EXISTING CONDITIONS

### Transportation

The Employment District is bounded on the north by portions of Railroad Street, on the west by Mill Street, and includes all of Harbor Way. These three roadways provide the subarea's connectivity to the surrounding transportation system. Harbor Way was constructed in 2000, and provides improved internal access to outparcels of the former General Cable industrial property.

In 2002, the City completed a study for the revitalization of Kingsley Avenue and East Dominick Street. It included recommendations for the construction of an additional roadway, similar to Harbor Way, to align with the intersection of 3rd Street and East Dominick Street. An additional roadway similar to this would expand the redevelopment opportunities for the large parcel currently occupied by the vacant structure at 201 Railroad Street.

The Centro Bus Line has numerous stops along Mill Street, providing good accessibility to the transit network. If warranted in the future, additional stops along Harbor Way should be considered to provide enhanced accessibility to the core of the Employment District.

Sidewalks are located along the entire length of Mill Street and Harbor Way, providing excellent connectivity to adjacent properties. The eastern portions of the Employment District lack sufficient pedestrian accommodations. Future improvements to Railroad Street and East Dominick Street (especially along the south side) should include sidewalks to connect nearby residential and commercial areas with the employment center.

### Natural Resources

The Employment District does not encompass any natural resources as it has, historically, been fully developed.



*West end of Railroad Street along former Rome Cable building.*



*Mill Street looking south. Employment District at left, Recreation Corridor at right.*



*View south along Harbor Way from East Dominick Street.*

## EXISTING CONDITIONS

### Infrastructure

During the construction of Harbor Way in 2000, new utilities were also installed to service the surrounding East Rome Business Park. At this time, redevelopment activities are not anticipated to exceed existing infrastructure capacities for onsite utilities. Individual projects that may consume large amounts of water or produce large amounts of waste water will be reviewed during the project planning process with the City's Engineering Department to ensure sufficient supply and capacity are in place to support activities.

### Historic Sites

There are no known sites on the state and national historic registers within the Employment District. This subarea has historically been a center of manufacturing and employment. However, several buildings of architectural significance remain within the subarea, serving as a reminder of the connection between the development of Rome as a city of industrial prowess in the late 19th and early 20th centuries. Opportunities to reuse and rehabilitate structures such as the Canterbury Press building and the adjacent Central NY Developmental Disabilities Services Offices buildings should be considered.

### Brownfield, Vacant, & Underutilized Sites

Activities and processes that utilized and/or created petroleum-based and other hazardous substances were common in the Employment District, resulting in areas of contamination. Encompassing the eastern portion of the East Rome Business Park, the Employment District subarea has the largest amount of acreage identified as potential brownfield and vacant sites (94.3 acres). Additionally, six parcels totaling approximately 42.7 acres have begun or completed the site remediation process.

The City and State have expended significant financial and personnel resources to investigate and remediate numerous sites within the district, the most significant of which is the now City-owned

former General Cable property. The East Rome Business Park Environmental Restoration Program investigated 31 properties within the Employment District. Over \$10 million has been spent on the investigation and remediation of the 17-acre campus. As part of these remediation and redevelopment activities, the City constructed Harbor Way and subdivided the former General Cable property into seven separate parcels. The relocation of American Alloy Steel to a portion of the General Cable complex was completed in 2009, and is the largest redevelopment effort to date.

Environmental remediation activities on the former General Cable complex are now complete, and the City is actively seeking to continue the redevelopment of these properties. However, several other remediation projects will need to be completed at individual sites to facilitate area-wide redevelopment activities.

The following is a select listing from the 20 known or potential brownfield sites within the subarea. Further information can be found in Appendices C and F.

#### Rome Manufacturing - 242.020-1-16.1

Historic manufacturing - metalworking; Historic petroleum use; Historic chemical storage/use

#### Canterbury Press - 242.020-1-15

Historic petroleum use.

#### Former Rod Mill Site - 242.020-1-18.1

Presence of USTs; Historic chemical storage/use; Soil contamination (chlorinated compounds, metals, PCBs). Remediation complete.

#### 530 Harbor Way- Echo Beach LLC - 242.020-1-23

Groundwater contamination (chlorinated compounds)

#### 1212 East Dominick Street - AAS- 243.070-1-46.2

Failed USTs; 3 tanks removed; contaminated soil removed.

#### 280-286 East Dominick Street - 242.067-1-3

Former gas/service station; Former industrial use, documented spills and subsurface contamination; ERP site under remediation

#### 1401-1405 East Dominick Street - 243.070-1-30

Historic USTs, major oil storage facility

*See Appendix E for brownfield maps.*



# STRATEGIC SITES

## SITE E-1: FORMER ROD MILL SITE

Strategic Site E-1, known as the Rod Mill property, is located within the East Rome Industrial Park and former site of General Cable. The 6.5 acre parcel is a known brownfield site that has already undergone remediation. The property is currently owned by the City of Rome, has Erie Canal access, and could be considered for expanded reuse in conjunction with the adjacent parcel to the east.

The Rod Mill site is located in a high priority planning subarea and is intended to be an early action development site that builds on the success of the American Alloy Steel project to the north. As a catalyst site, it also has the potential to spur additional redevelopment - creating employment options and increasing the local tax base. The site was identified as a high priority strategic site and also meets the additional target strategic site factors as summarized below:

- important to the BOA revitalization effort;
- located in a critical planning subarea;
- public ownership and adjacent to Erie Canal;
- property size is adequate for redevelopment;
- adequate infrastructure, including rail access, is available; and
- potential to incorporate additional public amenities and improve quality-of-life.

The site has already undergone a significant amount of remediation and is not recommended for site assessment funding. A study into potential reuse scenarios for this property has been completed. This study recommends that the reuse of the property include a single flexible industrial/warehouse building, a rowing center, and a public boat launch. The 24,000 SF single-story structure would be located with a shallow setback to both Harbor Way and Mill Street, and provide variable space configurations to meet the changing needs of the flex/warehouse marketplace. A 5,000 SF rowing center is envisioned to provide storage and meeting space, rest rooms, and an information



**SITE LOCATION MAP**



*A rendering of the preferred redevelopment scenario for the Rod Mill site.*

kiosk. A two-ramp boat launch and parking for 30 trailers is also recommended along the Erie Canal frontage.



## STRATEGIC SITES

### SITE E-2: ROD MILL MARKET



**SITE LOCATION MAP**

Strategic Site E-2, known as the Rod Mill Market (RMM), is particularly relevant when considered in conjunction with the adjacent former Rod Mill site. Together, the two properties could support a larger redevelopment scenario, increase options for access to the Erie Canal, and connect to the American Alloy Steel site to the north. The 3.5 acre property is privately owned, and there has been open dialogue between the City and property owner about future redevelopment opportunities. The property was identified as a high priority strategic site and has been identified as a potential brownfield. Similar to the target strategic site criteria met by the Rod Mill property, the RMM property increases the frontage along the Erie Canal and access to Harbor Way, and has additional benefits, including:

- 50,000 SF of useable warehouse space;
- more direct access to Harbor Way stub-out; and
- increases total property size to 10 acres.

The property has been identified as a potential brownfield that has not undergone any remediation. The site should be considered a candidate for site assessment grant funding in order to gain a better understanding of site conditions and redevelopment options.

Together with the Rod Mill property, these Strategic Sites present an opportunity for flexible light manufacturing space. While industrial and office space is available in the Griffiss Business Technology Park, there is a lack of available flex-industrial space which would allow for companies to reconfigure layouts as their needs change. With the close proximity of rail access, these sites could be utilized by companies which are looking for easy transportation and shipping access. These services are not ideal for the Griffiss Park (flex-industrial space and rail spur access), but they add to the competitiveness of the East Rome Business Park Site and enhance the local supply chain.



*The existing 42,000 SF warehouse includes an additional 30,000 SF of basement storage and usable space accessible via ramps.*



*To further improve access to Harbor Way, the owner (Echo Beach Industries) has recently removed this small structure to improve main structure visibility.*



# STRATEGIC SITES

## SITE E-3: FORMER CANTERBURY PRESS

Strategic Site E-3, known as the Canterbury Press site, currently consists of three parcels totaling 4.1 acres, including a vacant 52,000 SF building on a 3.2-acre privately-owned parcel currently for sale by the owner. While the private ownership of the primary parcel can be viewed as a constraint for redevelopment, there are opportunities to actively engage new owners to help determine the best future use for the total site. The completion of the BOA Plan and implementation of applicable zoning recommendations prior to sale of the Canterbury Press property will ensure that future land uses are in compliance with the vision for the Downtown Rome BOA.

The Canterbury Press site occupies a high profile location at the intersection of Mill Street and Harbor Way. A location in the Employment District indicates that the preferred future use of the site is light industrial, flexible industrial, warehouse, or office use. Given the preferred land uses for the property, the site has been discussed as a potential location for relocating active and viable businesses within the adjacent Recreation Corridor subarea that do not conform to the long-term vision for that subarea.

The City controls two small adjacent parcels that resulted from the completion of Harbor Way and the subdivision of the General Cable property. These two parcels could be combined with Canterbury Press to form a large site with significant frontage along Mill Street and Harbor Way. This would also assist in the redevelopment of these odd-shaped and sized parcels within a district intended for larger land uses.

The Canterbury Press site was identified as a strategic site and meets the following strategic site criteria:

- important to the BOA revitalization effort;
- located in a critical planning subarea;



**SITE LOCATION MAP**

- property size is adequate for redevelopment;
- significant capacity for redevelopment;
- potential to spur positive change;
- potential to incorporate additional public amenities and improve quality-of-life; and
- adequate infrastructure is available.

The parcel has been identified as a potential brownfield with no known environmental studies undertaken. The property is a candidate for further environmental study and analysis.



*The Canterbury Press building and adjacent parcels occupy a prominent position on the Mill Street gateway into the City of Rome.*

## STRATEGIC SITES

### SITE E-4: 1212 EAST DOMINICK STREET



**SITE LOCATION MAP**



As seen in the images above and below, 1212 East Dominick Street is a large, imposing structure located very close to the street. This building has significant industrial infrastructure, including two 20-ton cranes for lifting large, heavy objects.



Strategic Site E-4 is the former American Alloy Steel (AAS) property; AAS has now moved to the former General Cable site in the East Rome Business Park. The relocation of AAS leaves a significant vacancy on the site and creates an important opportunity to find an appropriate new tenant or new use for the site that is consistent with the vision, goals, and objectives for the BOA. The 12.4 acre parcel was identified as a strategic site based on its vacancy status and potential environmental contamination. The property is also a known brownfield that has undergone some level of remediation, though the extent of remediation efforts is currently unknown. The property owner has been willing to engage in discussions about redevelopment opportunities.

In addition, the AAS site also meets the following additional strategic site criteria:

- important to the BOA revitalization effort;
- located in a critical planning subarea;
- property size is adequate for redevelopment;
- significant capacity for redevelopment;
- potential to spur positive change;
- availability of adequate infrastructure; and
- potential to incorporate additional public amenities and improve quality-of-life.

The parcel is identified as a brownfield and some level of site remediation has been undertaken, yet additional study and analysis of environmental conditions on the site is warranted, including a site assessment.



# STRATEGIC SITES

## SITE E-5: FORMER ROME MANUFACTURING

Strategic Site E-5 is a large, 12.6 acre parcel that benefits from road frontage or access from Railroad Street, Mill Street, and Harbor Way. Formerly Rome Manufacturing, the site is occupied by a series of interconnected buildings that are largely vacant and are known to have structural and asbestos issues. A potential brownfield, the site has undergone limited remediation, but the extent of remedial activities that have taken place, and the current condition of the site remain unknown.

It is anticipated that there are still contamination and environmental issues associated with the property. This large, contiguous parcel is currently negatively impacting the aesthetic conditions of the neighborhood. Upon redevelopment, this site could play a crucial role in the successful revitalization of the East Rome Business Park. The reuse of this high profile site could have a positive impact on public perception of the BOA and other redevelopment and revitalization efforts.

The property was identified as a strategic site and meets the following criteria:

- important to the BOA revitalization effort;
- located in a critical planning subarea;
- property size is adequate for redevelopment;
- significant capacity for redevelopment;
- potential to spur positive change;
- adequate infrastructure; and
- potential to improve quality-of-life.

The property is identified as a potential brownfield and the level of remediation that has been undertaken is unknown. Gaining a better understanding of existing conditions on the site will be important to understanding the redevelopment options available. Therefore, this site is recommended for site assessment funding



**SITE LOCATION MAP**

based on the willing participation of the current property owner. The size of the building complex has made the prospect of demolition difficult due to cost. Therefore, the City should consider performing a cost-benefit analysis to determine the appropriate course of action for the reuse and redevelopment of this property.



Formerly Rome Manufacturing Company Division of Revere Copper and Brass, Inc., until its closure in 1986 this plant manufactured the Revere Ware line of cookware, including pots, pans and tea kettles.

# ANALYSIS, FINDINGS, & RECOMMENDATIONS

## Strengths

- Significant vacant and available property exists for redevelopment.
- Good infrastructure, is already in place with access to highway, rail, and the Erie Canal.
- General Cable water tower, when improved, has the potential to serve as a unique and iconic wayfinding element.
- Adjacency to recreation and open space along Erie Canal and surrounding subareas provides opportunities for workers.
- Businesses and workers will benefit from proximity to commercial services and restaurants located along East Dominick Street.
- Complementary uses to Griffiss Business and Industrial Park.

## Challenges

- Significant stock of vacant and deteriorating buildings.
- Real and perceived image of contaminated properties.
- Need to offer alternative building stock from Griffiss Business and Technology Park to fill niche industries.
- Incorporating or relocating existing residential uses.
- Majority of lands are privately owned and will require cooperation and buy-in from existing property owners.



*The idle and vacant former Rome Manufacturing plant speaks to the City's prominent manufacturing history. The redevelopment of this site would be a tremendous catalyst for renewal and revitalization within the City's Employment District and surrounding residential neighborhoods and commercial corridors.*

## Key Objectives *(see Implementation Strategy section for additional information)*

- Focus on attracting low-intensity manufacturing and assembly businesses that require both skilled and unskilled employees.
- Identify appropriate locations for industrial flex space to simultaneously accommodate office, warehousing and light-industry operations, including high bay warehouse and distribution space.
- Promote the availability of rail access and investigate opportunities to leverage the presence of the Erie Canal for commercial shipping.
- Investigate requirements for new high-bay warehouse and distribution space.
- Develop a business park master plan for the Employment District that incorporates public spaces, pedestrian and employee amenities, convenient access to nearby services and residential areas, high-quality landscaping and architecture.



# ANALYSIS, FINDINGS, & RECOMMENDATIONS

## Future Land Use

Land uses in the Employment District subarea should seek to create the desired employment base for residents throughout the BOA and the City. The district should concentrate on the development of industrial flex space to prevent the over investment in single-purpose structures.

Industrial flex space (IFS) is typically found in industrial and business parks, but also tucked in among more traditional business structures. The chameleon of commercial real estate, IFS can be office space, warehousing, or light industrial; and it can be all three at once.

The real estate industry generally defines IFS as single-story, industrial-type buildings with approximately 25-100 percent office space. Ceiling heights range from 14 to 16 feet and the parking ratio is set to accommodate the structure at 100 percent office space utilization. These structures are designed to accommodate the weight of extra air-conditioning units and to handle power demands that may be greater than the typical warehouse. The building frontage at the entry to office space can be designed to complement traditional streetscapes, with loading docks at the rear of the building.

Flex space is popular amongst companies that have less of a need to impress customers with higher-quality office spaces, require greater security and anonymity, or need the ability to quickly transition square footage between office, warehousing, and light industry without the expense of relocation.

Recommended land uses for the Employment District include:

- light industrial;
- office and research and development;
- warehousing and distribution; and
- industrial flex space.

## Regulatory Updates

The Employment District subarea currently consists of four zoning districts:

- Small Lot Single-Family Residential (R-2);
- General Commercial (C-3);
- Business and Industrial Park (E-1); and
- General Industrial (E-3).

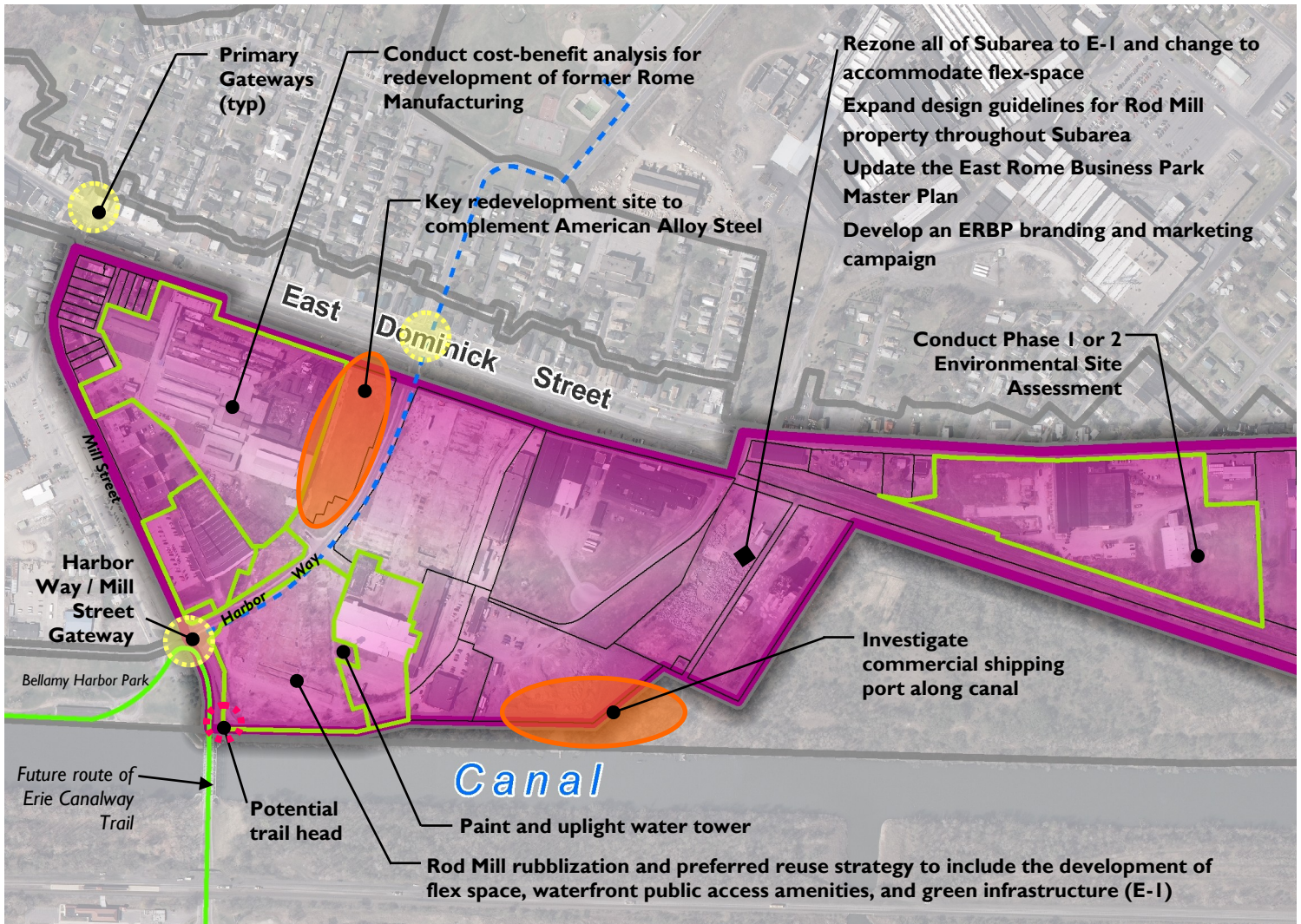
All parcels included within this subarea are targeted for future business, office, and light industrial use and should be re-zoned to Business and Industrial Park (E-1).

Design standards should be applied to new developments within the Employment District subarea to ensure that new development is considerate of surrounding land uses and promotes a high quality development environment.

*See the Summary Analysis, Findings and Recommendations Section for more information on recommendations.*

# IMPLEMENTATION STRATEGY

## Employment District Concept Map





# IMPLEMENTATION STRATEGY

## Land Use & Zoning Recommendations

1. Rezone all of Subarea to E-1; make necessary changes to E-1 designation to accommodate flexible manufacturing/light industry and high-bay warehousing.
2. Improve E-1 district language to permit accessory and complementary uses that would improve the quality of the East Rome Business Park (ERBP).
3. Expand the design standards created for the Rod Mill site for use throughout the ERBP to ensure a coherent and consistent design aesthetic for site and architectural design.

## Capital Project Recommendations

1. Complete the rubblization of the Rod Mill property and prepare the site for 'shovel-ready' status.
2. Design and construct green infrastructure improvements on the Rod Mill site consistent with the Rod Mill Reuse Strategy preferred alternative for Strategic Site E-1.
3. Design and construct a public boat launch on the Rod Mill property along the Erie Canal, as well as boat docks and access to Bellamy Harbor Park beneath the Mill Street Bridge.
4. Design and construct a rowing center through a public-private partnership on the Erie Canal, preferably on the Rod Mill site.
5. Design and construct gateway features at the Harbor Way - Mill Street intersection.
6. Upon construction of the Canalway Trail, provide connections to the Rod Mill site and future key pedestrian generators within the ERBP.
7. Determine final ownership of the former General Cable water tower; paint and uplight structure for marketing/branding purposes.
8. Support the redevelopment of the Rossi site to complement the adjacent American Alloy Steel site.

## Recommended Non-Capital Actions

1. Complete an updated master plan for the ERBP that incorporates significant public amenities, open spaces and connectivity to the Erie Canal.
2. Conduct an infrastructure assessment on existing rail lines within the ERBP to analyze reuse potential.
3. Investigate the feasibility for improved commercial shipping infrastructure along the canal for barge traffic.
4. Conduct a Cost Benefit Analysis for the reuse of the Rome Manufacturing property (E-5) to detail costs of acquisition, demolition, remediation, and redevelopment of the property.
5. Encourage industrial-based activity to locate within the Employment District, including incentives for building improvements, employee housing, energy efficiency improvements, and 'green' jobs creation.
6. Develop a branding and marketing campaign, including a unique logo, for the ERBP.
7. Conduct Phase 1 or 2 Environmental Site Assessment for 1212 E. Dominick Street properties.

*See the Summary Analysis, Findings and Recommendations Section for more information on implementation.*

## IMPLEMENTATION STRATEGY

## Flexible Industry/Public Open Space (Strategic Site E-1)



The redevelopment of the Rod Mill property includes private industrial space adjacent to Harbor Way, and public recreational space along the Erie Canal waterfront. The public boat launch and rowing center would accompany the construction of additional boat docks along the canal to include a connection with Bellamy Harbor Park underneath the Mill Street Bridge. The redevelopment project would be highlighted by expanded utilization of ecological storm water features and the creation of prominent gateway features at the entrance to the East Rome Business Park. This project is a strong candidate for NYS Environmental Facility Corporation Green Infrastructure Grant Program funding to construct the green stormwater infrastructure as part of initial phases of construction. The proposed uses within E-1 fall within existing and future zoning requirements.



# IMPLEMENTATION STRATEGY

## Rod Mill Market (E-2)



The Rod Mill Market is currently undergoing significant investment and renovation. The 40,000 square foot ground level includes several small businesses, including a machine shop, motorcycle repair and other commercial/industrial uses. The remainder of the ground floor includes an open hall for a covered marketplace, including produce, crafts and other wares. There is strong potential to link the basement storage capabilities within this structure to the proposed public boat launch to support boat storage and other marine uses to create a canal-based cluster of uses.

## 1212 E. Dominick St. (E-4)



Proposed improvements for 1212 East Dominick Street include an improved buffer condition between the street, building and parking areas. This could potentially include a decorative iron or aluminum fence similar to that found along Mill Street across from the City Yard facility. Adequately spaced brick columns would enhance the appearance of the corridor, and the buffer should include an improved tree lawn and green space.

## Canterbury Press (E-3)



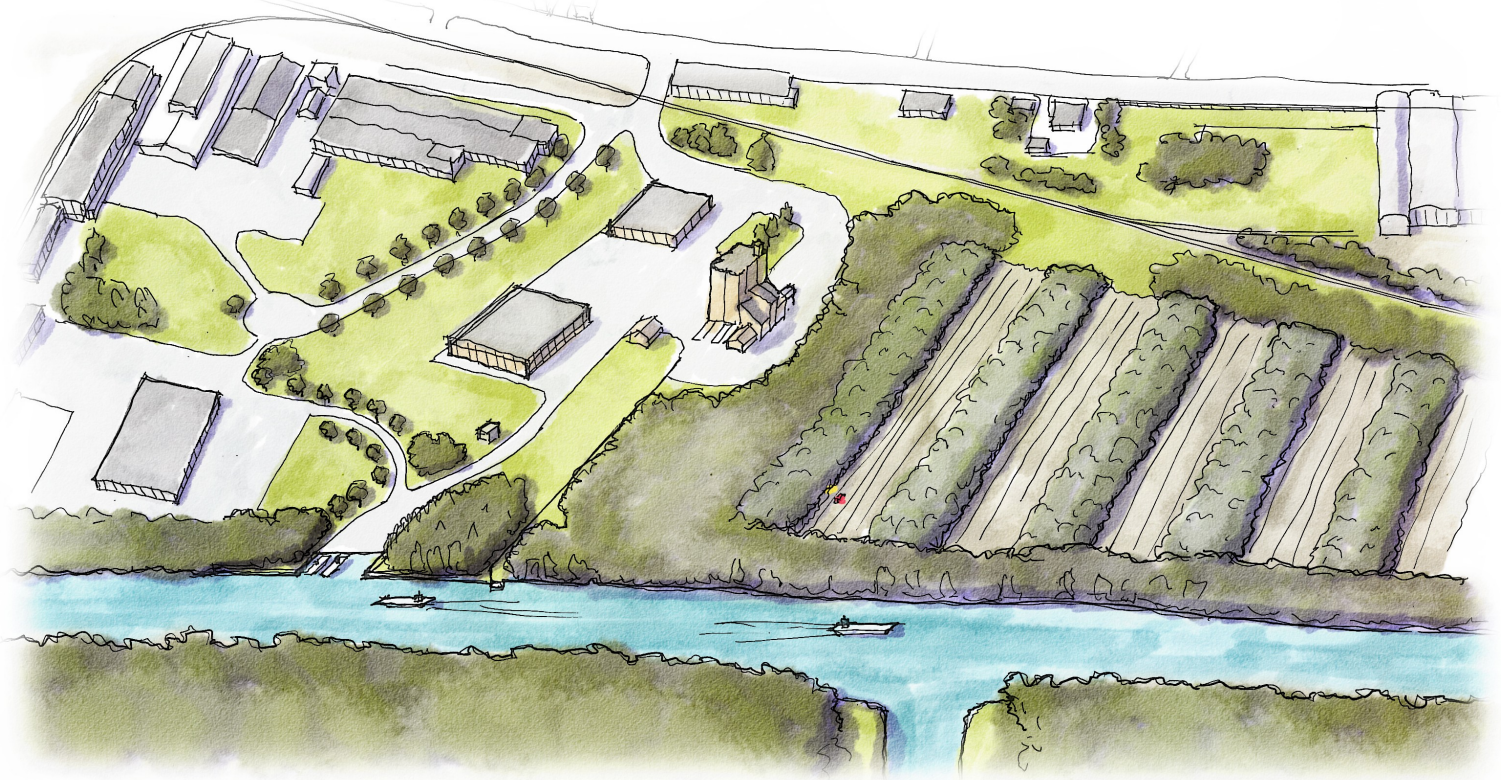
The potential reuse scenario for this site includes utilizing the building as a single tenant facility, or subdividing into several smaller spaces. The example above depicts a structure that has been subdivided internally, with shared entry features that have an updated and contemporary design aesthetic.

## Rome Manufacturing (E-5)



The Rome Manufacturing complex is proposed to be demolished and replaced with a phased series of limited footprint buildings to accommodate flexible space and high-bay warehousing, along with smaller structures improve the diversity and offering of industrial and light manufacturing space within the East Rome Business Park. The extension of 3rd Street from East Dominick to Mill Street is a central idea to the subdivision of this large parcel, and would bolster the creation of a unique identity for this redevelopment within the larger Employment District.





# WATERFRONT GREENSPACE

**From Brown to Green:**  
**A Revitalization Strategy for the Downtown Rome BOA**  
City of Rome, New York  
New York State Department of State  
Brownfield Opportunity Areas Program







## a snapshot

**45.7 acres**

- 100% land area vacant

**2 parcels**

- 22.9 acre average  
- 24 acres within Investment Zone

**2 brownfields**

- 1 privately owned  
- 1 property owned by NYS Canal Corp

**2 Strategic Sites**

- Canal Corp Lands  
- Former AAS utilized lands

**1 mile of waterfront**

## *“Green and open....”*

Nestled along the Erie Canal, the Waterfront Greenspace area includes more than a mile of canal frontage and is one of the few remaining undeveloped areas within the downtown.

The area retains significant value in an undeveloped state, with opportunities for recreational programming, environmental education, or alternative energy demonstration sites. With its direct proximity to the Employment District and nearby residential and commercial centers, its an asset that the City can still further explore. This area is also a suitable location for water access and the continuation of the Canalway Trail.



## IMAGINE...

the Waterfront Greenspace as a unique location in the downtown that provides a natural setting for passive recreation, environmental education, and opportunities for sustainable and renewable energy technologies to benefit the adjacent Employment District.

## MAKING IT HAPPEN

### Live.

- Work with NYS Canal Corporation to construct trail along length of Erie Canal, connecting surrounding waterfront residential neighborhoods and activity centers.
- Promote an enhanced quality of life for residents through the preservation of greenspace.

### Work.

- Provide alternative transportation to and from home and work, including trail access and bike paths.
- Seek partnerships with area institutions and companies to develop renewable energy projects.

### Play.

- Provide opportunities for recreation and enjoyment of the canal from nearby employment and commercial centers.
- Provide enhanced public access to the canal via the overlooks, fishing areas, boat launches or a boardwalk.

### CASE STUDY: BIOMASS from WILLOW

Short Rotation Woody Crops (SRWC) are being developed as a sustainable source of biomass for the production of bioenergy, biofuels and bioproducts. SRWC, such as shrub willow, are fast-growing hardwood species with the ability to regrow after each harvest. SRWC have been studied for more than 20 years at the State University of New York College of Environmental Science and Forestry (SUNY-ESF). The shrub willow cropping system involves establishing willow on marginal soils and growing it with low labor, machinery, fertilizer, or herbicide input relative to traditional agricultural crops. After establishment, the willow is cutback and harvested during the dormant season every 3-4 years, and produces a new crop for at least seven harvest cycles. As interest in woody biomass grows, there has been the need to increase outreach and education for numerous stakeholders, including: landowners, farmers, small businesses and biopower and biofuels companies. The development a SRWC demonstration installation to continue education and outreach efforts should be investigated to promote Rome as a City on the cutting edge of sustainability and renewable energy practices.



## EXISTING CONDITIONS

### Land Use

The Waterfront Greenspace subarea consists of two parcels covering 45.7 acres currently categorized as **vacant** land.

- Northern parcel is adjacent to the rail line and covers 24 acres consisting largely of wooded land and scattered clearings.
- Southern parcel consists of 21.7 acres of wooded land and steep slopes along the Erie Canal, with a total frontage of 5,300 feet within the subarea.

*See Appendix C for additional information on land use within the subarea.*

### Ownership

Property ownership has a significant impact on the ability to redevelop land. Privately owned land will require coordination with existing and future property owners and/or acquisition by the City in order to achieve the desired objectives.

- NYS Canal Corporation owns a contiguous strip of waterfront land within the subarea that extends approximately 5,300 feet from Mill Street to the Route 49 overpass.
- The larger parcel to the north is privately owned vacant land.

*See Appendix C for detailed ownership information.*

### Infrastructure

While the subarea does not contain internal utility infrastructure, stub connections provide service along Railroad Street for both water and sanitary sewer. Due to this subarea's proposed use as greenspace, upgrades to off-site infrastructure are not anticipated to meet the limited demands of associated recreational uses.

### Zoning

Modifications to existing zoning may be required as part of implementation efforts. There are two zoning districts represented in this subarea: Light-Industrial (E-3), and Preservation Zone (P-Z). The Industrial zoning classification retains this area for future development, though current market forces do not support greenfield development in this location over the redevelopment of previously disturbed sites elsewhere within the BOA.

*See Appendix C for detailed zoning information.*

### Parks & Open Space

The entire subarea consists of vacant open space with the potential for the incorporation of recreational and open space opportunities and amenities. The park and recreational opportunities are further expanded by this subarea's access to and significant frontage along the Erie Canal.

Additionally, the Canal Corporation parcel provides water access to adjacent properties in the East Rome Business Park, and the proposed Erie Canalway Trail will provide a direct linkage with Bellamy Harbor Park and adjacent areas.

### Natural Resources

The Erie Canal and large amounts of vacant open space are the most significant natural resources within the subarea. The canal corridor provides a great diversity of habitat along its shoreline, and the heavily vegetated banks provide a natural, peaceful escape from the surrounding built environment. The significant stands of trees and understory growth along the Canal and internal to the subarea provides a strong sense of enclosure, but also limit viewsheds and physical access. Due to the steep slopes along the Canal, none of the subarea is located within the 100-year floodplain. As a result of its vacant status, a lack of mapped wetlands, and an elevated position above the canal, this subarea does not contain any significant obstacles to development.



## EXISTING CONDITIONS

### Transportation

The Waterfront Greenspace subarea offers significant and desirable alternatives to vehicular travel. Vehicular access is provided via Railroad Street which connects to East Dominick Street. The northern parcel also benefits from frontage along approximately 2,700 feet of Class 1 rail operated by the Mohawk, Adirondack & Northern Railroad, which ultimately connects to the CSX Transportation, Inc. Chicago Line.

An extension of the NYS Erie Canalway Trail is proposed from Erie Canal Village to Bellamy Harbor Park and points east along the canal. Via a connection to Bellamy Harbor Park, subarea users can also access the proposed Mohawk River Trail that will provide a connection north from Bellamy Harbor Park to Delta Lake State Park through downtown and Griffiss Business and Technology Park (see Subarea Context Map).

Rome is well-positioned to take advantage of the full commercial and recreational travel potential offered by the Erie Canal. While the Canal is widely used throughout New York State, it has not reached its full potential in Rome. The Waterfront Greenspace subarea is a potential destination along the canal for recreational activity for local residents and workers, as well as tourists and canal users.



View from underneath the Mill Street Bridge towards the Waterfront Greenspace subarea.

### Historic Sites

Other than the Erie Canalway National Heritage Corridor, there are no sites on the State or National Registers of Historic Places in the Waterfront Greenspace subarea. The publicly-owned lands along the canal corridor offer the potential for the development of interpretive and educational elements that coincide with the historic status of the canal, its development, and the City of Rome.

### Brownfield, Vacant, & Underutilized Sites

Within the Waterfront Greenspace subarea there are two potential brownfield sites, one of which is publicly owned and adjacent to the Erie Canal.

- NYS Canal Corporation owns a contiguous strip of land that extends from Mill Street to the Route 49 overpass along the entire length of the canal. Potential chemical impacts on the land have been identified on directly adjacent lands, and aerial photography depicts the potential for contamination based upon areas of disturbance. Future redevelopment is targeted for recreation, trails and waterfront access; these uses should not be impacted by its potential brownfield status.
- A second parcel is privately owned and aerial photography also indicates the potential for contamination based upon areas of disturbance.

*See Appendices C and F for additional information on brownfield sites.*

### Key Buildings

There are no significant buildings within the Waterfront Greenspace subarea. Currently, the only structure is a small pump-house along the Erie Canal that was part of the former Rod Mill industrial operations on lands within the Employment District.

## STRATEGIC SITES

### SITE WG-1: VACANT PARCEL

Strategic Site WG-1 is vacant, yet based upon a review of site disturbances and aerial photography there is the potential for limited contamination. However, it is not anticipated that environmental issues will create significant obstacles in the utilization of this property for recreational or educational purposes. Its vacant status, size (24 acres), and proximity to the Erie Canal and adjacent recreational amenities provide opportunities for a large-scale greenspace and recreational destination for use by residents and visitors.

The property also holds the opportunity to become a demonstration and interpretive site for the alternative energy industry. Currently, the State University at New York College of Environmental Science and Forestry and other institutions have been undertaking research into the utilization of willow and other short rotation woody crops as a sustainable source of biomass for the production of biofuels, bioenergy, and bioproducts. The marginal soils on Strategic Site 1 make this a viable alternative. The concept for this property could include demonstration plantings, interpretive stations, and potentially small-scaled versions of the energy production technology to educate the public and promote Rome as a community at the forefront of sustainable, green technologies.

The location of a demonstration site adjacent to the Employment District may also have unique advantages in the production and use of bioproducts derived from the biomass generated within the Waterfront Greenspace subarea.

The use and development of this property should not preclude the potential for future expansion of the Employment District upon full build-out.



**SITE LOCATION MAP**

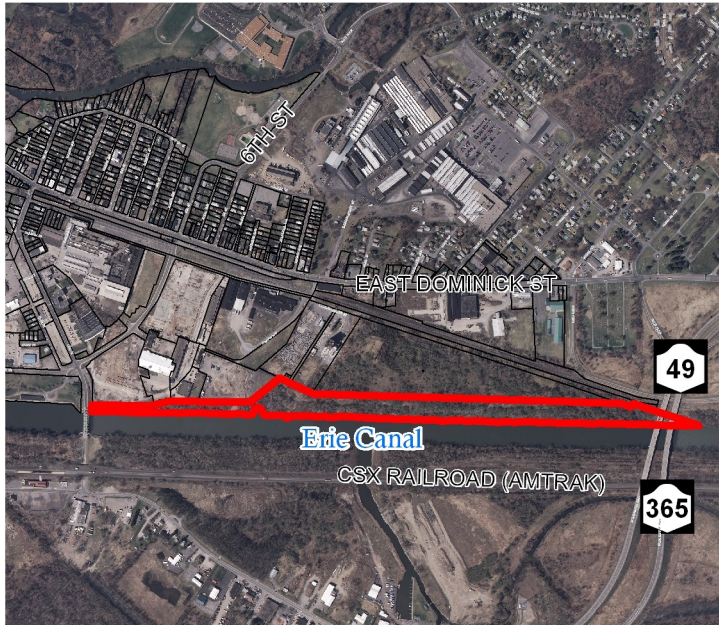


*The utilization of the large vacant parcel for alternative energy production can leverage its proximity to the Employment District (ED) as a potential demand for energy products. The large parcel can also be converted to a higher-value industrial use upon the full build-out of the ED, making alternative energy use a good interim land use strategy.*



## STRATEGIC SITES

### SITE WG-2: CANAL CORPORATION LANDS



**SITE LOCATION MAP**



*The City should investigate the potential for a commercial port facility along the canal to service the Employment District, as well as continue to promote the construction of the Canalway Trail through this property.*



The 21.7 acre strip of land along the Erie Canal offers a significant opportunity to provide public access to the canal and recreational amenities for area residents and canal users. This section of the Erie Canal, which is owned and maintained by the Canal Corporation, offers drastically different vegetation, landform, and views of the canal corridor than other segments within the BOA. The width of the property varies from approximately 75 feet to 210 feet.

The width of the Canal Corp lands provide the opportunity for a broad multi-use trail and amenity areas such as picnic pads, shelters, and other infrastructure including viewing platforms and a public boat launch along the canal. The boat launch is proposed at the far western end of the parcel, and is part of proposed redevelopment opportunities on the Rod Mill property (Strategic Site E-1) within the Employment District Subarea.

Recreational amenities in this location should not be designed to compete with Bellamy Harbor Park, yet should complement the offerings in a more rugged, natural setting. By contrasting the amenities provided between Bellamy Harbor Park and this property, area residents, workers and canal users will be afforded a complete range of recreation opportunities within close proximity, and will take full advantage of the Erie Canal as a primary resource within the community.

This stretch of canal frontage also offers the potential for a small commercial port facility from which materials and products could be off-loaded from barges for utilization by businesses within the Employment District.



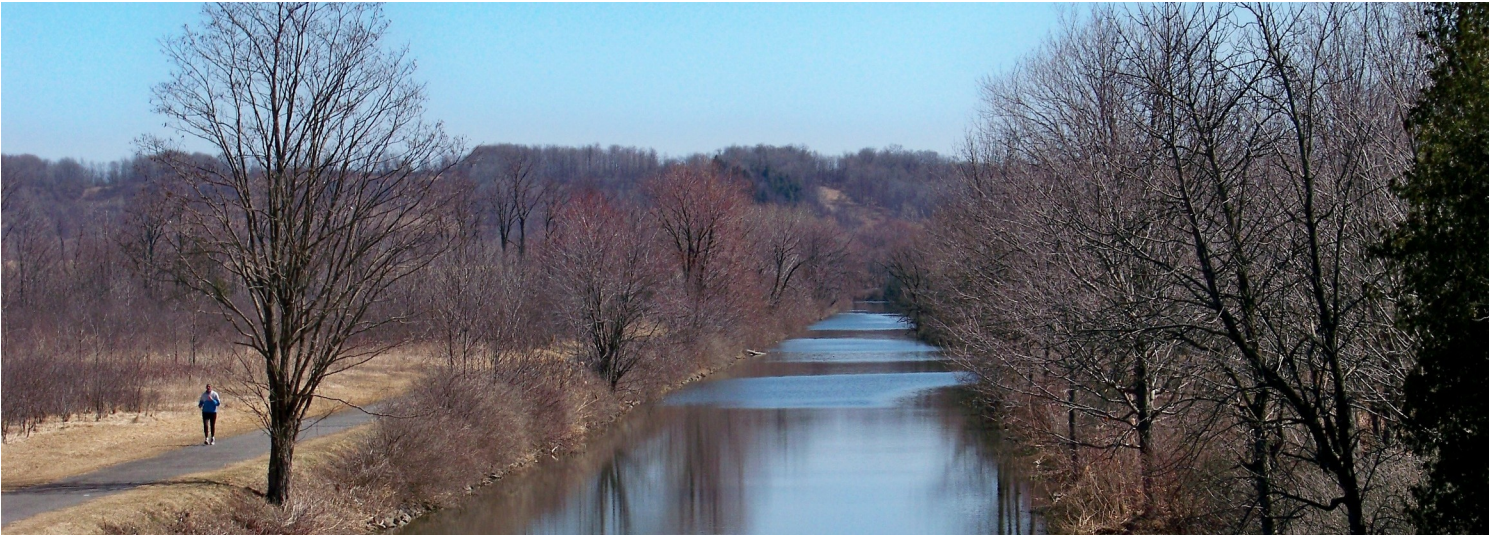
# ANALYSIS, FINDINGS, & RECOMMENDATIONS

## Strengths

- Adjacency to the Erie Canal affords opportunities to capitalize on waterfront access.
- Opportunity to connect with proposed Canalway Trail and Bellamy Harbor Park.
- Clean slate for preservation or development will allow City to consider the highest and best use for future of site.
- Opportunities for renewable energy production within close proximity to industrial end-users.

## Challenges

- Private ownership of land may impact redevelopment potential and vision of the City for the site.
- Unknown levels of environmental contamination.



*A typical view of the Erie Canal in the fall.*

## Key Objectives *(see Implementation Strategy section for additional information)*

- Promote, encourage, and assist the development of multi-use trail linkages with points east and west to improve connectivity.
- Consider recreational, educational, and interpretive programming on site to enhance as a natural resource and asset for the community.
- Investigate the development of interpretive and educational investments that focus on alternative energy and sustainable woody biomass production to establish the City of Rome as a model “Green Community”.
- Complete a Phase 2 Site Assessment to determine the level of contamination on site, if any, and a plan for remediation.



# ANALYSIS, FINDINGS, & RECOMMENDATIONS

## Future Land Use

The Waterfront Greenspace subarea should incorporate a range of recreational and educational land uses that embrace sustainability and capitalize on its prime waterfront location. Recommended land uses include:

- water-dependent uses, such as boat docks and fishing and viewing platforms on west side;
- water-enhanced uses such as picnic areas, park shelters, and multi-use trails;
- commercial dock, port or terminal facilities to enhance the viability of the Employment District;
- educational offerings such as habitat and sustainability interpretive stations; and
- alternative energy, technology, science and horticultural demonstration installations.

The City will need to balance the need for any future industrial expansion and the unique recreational and educational opportunities this land provides as they move forward with the implementation of land use recommendations .



## Regulatory Updates

The Waterfront Greenspace subarea currently includes two zoning districts which allow for varying degrees of recreational, commercial, and light industrial land uses. The City intends to promote the utilization of this area for open space and alternative energy purposes, along with limited commercial uses (e.g. port facility). Upon complete build-out of the Employment District, industrial uses may be allowed in portions of the subarea in the future. Current zoning would permit the development of this subarea as currently envisioned, and should be retained to promote continued flexibility in the use of this area.



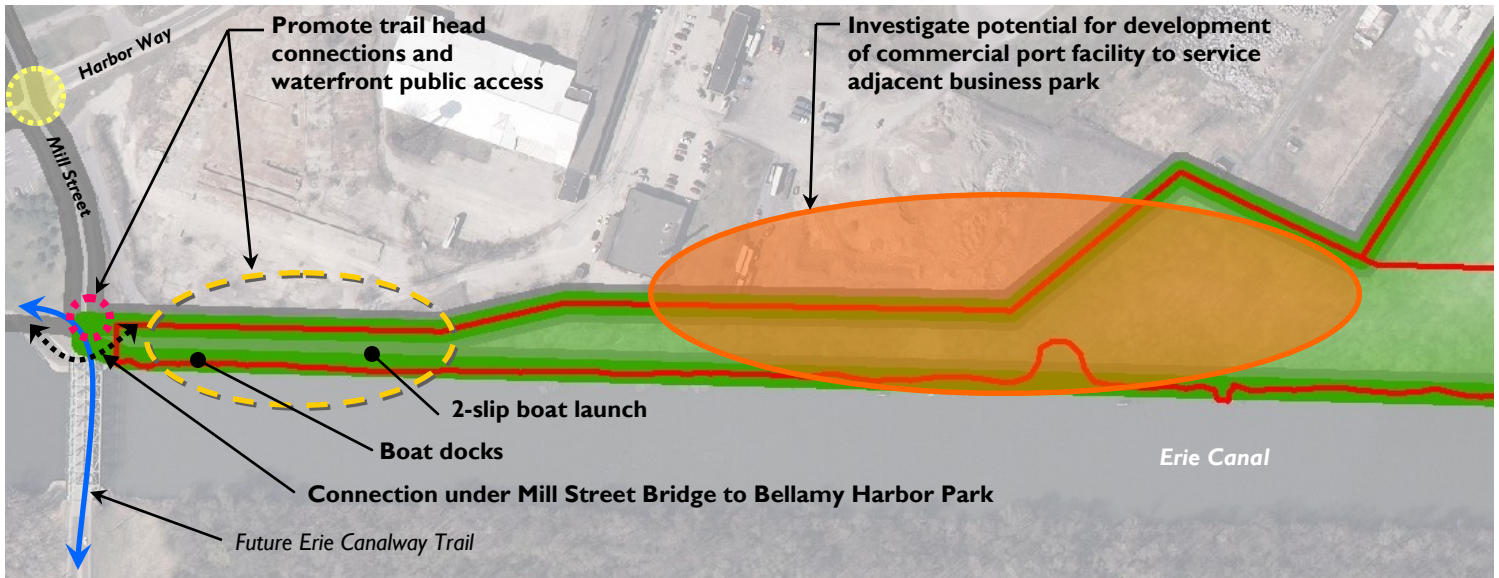
*These two images depict typical canal and natural area trails that provide enhanced connectivity and recreational opportunities for both residents and visitors.*

*See the Summary Analysis, Findings and Recommendations Section for more information on recommendations.*

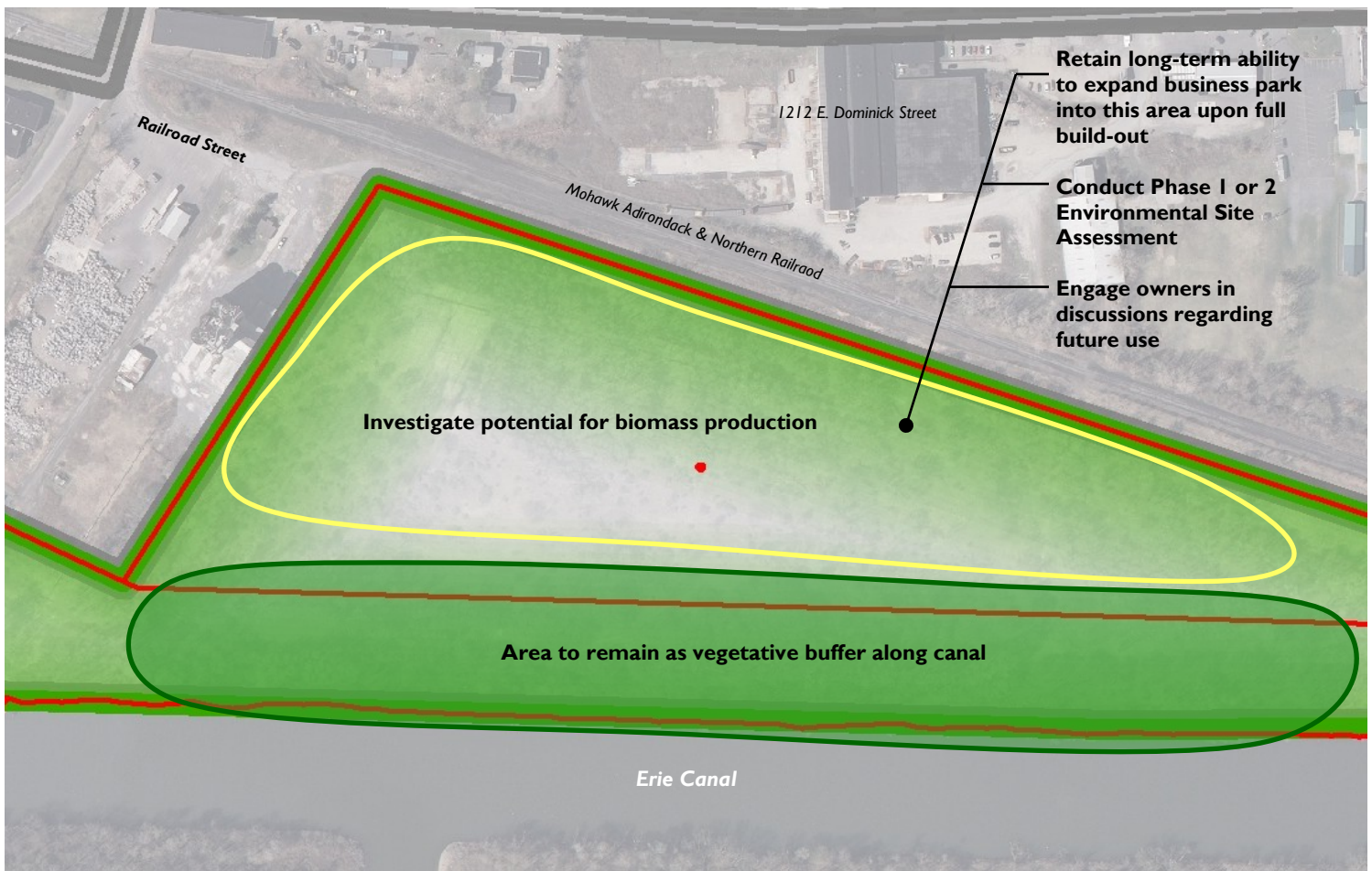


# IMPLEMENTATION STRATEGY

## Waterfront Greenspace Concept Map - West



## Waterfront Greenspace Concept Map - East





# IMPLEMENTATION STRATEGY

## Land Use & Zoning Recommendations

1. Promote the active use of lands for passive recreation, environmental education and interpretation, and/or alternative energy development, to include the growth, production, harvesting and processing of crops or forest products.
2. Retain long-term ability to expand industrial capacity upon full build out of Employment District.

## Capital Project Recommendations

1. Coordinate the construction of the Canalway Trail with the NYS Canal Corporation and ensure connectivity into the Waterfront Greenspace subarea as appropriate.

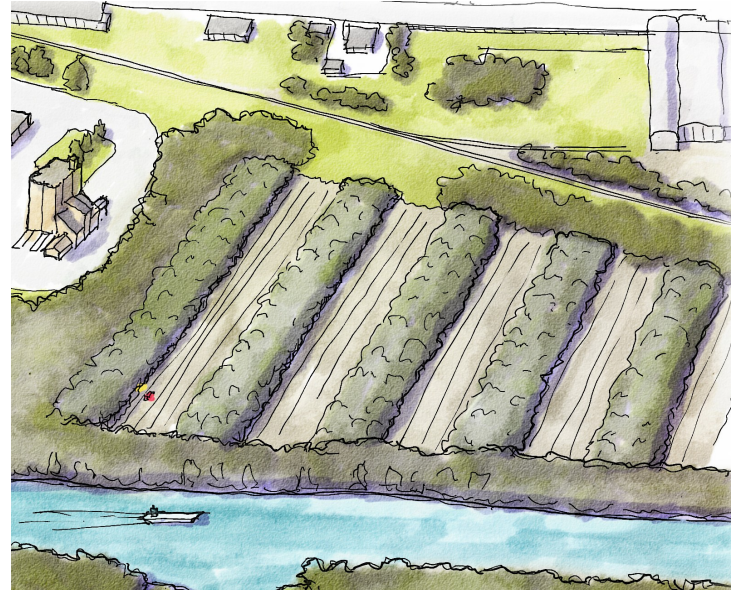
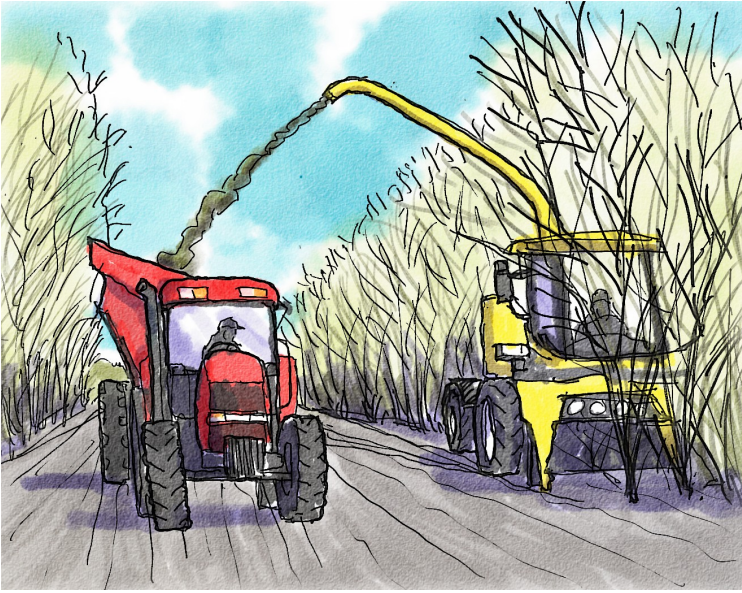
## Recommended Non-Capital Actions

1. Conduct a feasibility study for the development of commercial port facilities along the canal to supply products and materials to industry within the Employment District.
2. Conduct a detailed inventory and analysis of the biomass production capabilities present within the subarea, including the potential need and feasibility for bioremediation to address any contamination that may be on site.
3. Coordinate a partnership with regional institutions or private companies to investigate the feasible utilization of the area for sustainable energy demonstration or pilot programs, including the growth, harvesting and utilization of short rotation woody crops such as willow.
4. Conduct Phase I and or Phase II site assessments on each of the properties to confirm or eliminate possible environmental contamination.
5. Engage existing private property owner in discussion about future development plans for the site.

*See the Summary Analysis, Findings and Recommendations Section for more information on implementation.*

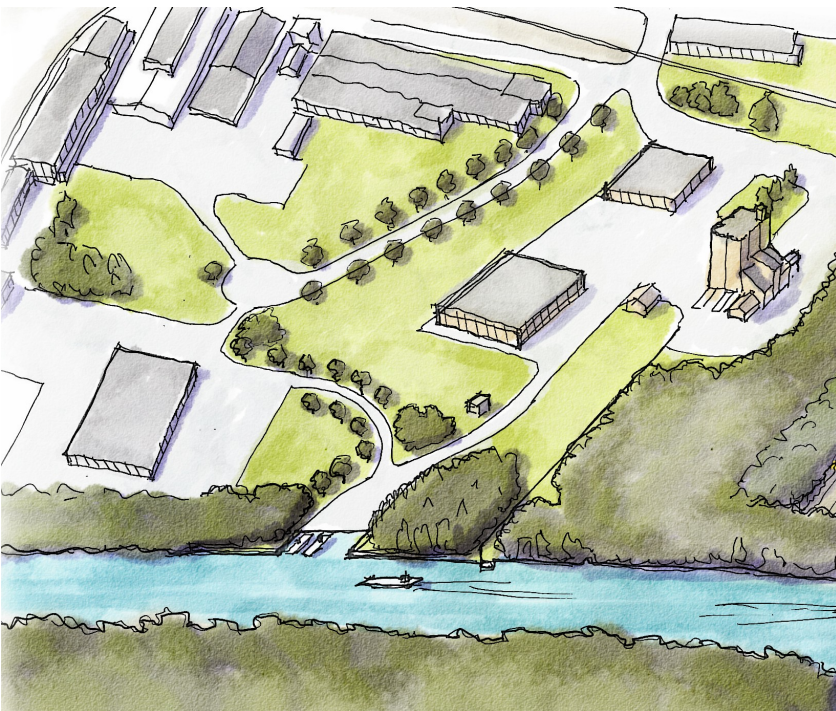
# IMPLEMENTATION STRATEGY

## Vacant Parcel (Strategic Site WG-1)



The growth and harvesting of biomass for energy production is a high quality interim use for this currently underutilized area. The annual potential energy contained in 20 acres of managed biomass would be enough to power the average 32,000 square foot warehouse for one year. Thus, the 25-acre plot of land within the subarea could realistically support or offset the energy needs of buildings within the adjacent Employment District. The successful use of these marginal lands could demonstrate the potential of biomass production, and serve as a model for additional biomass plantings within the City.

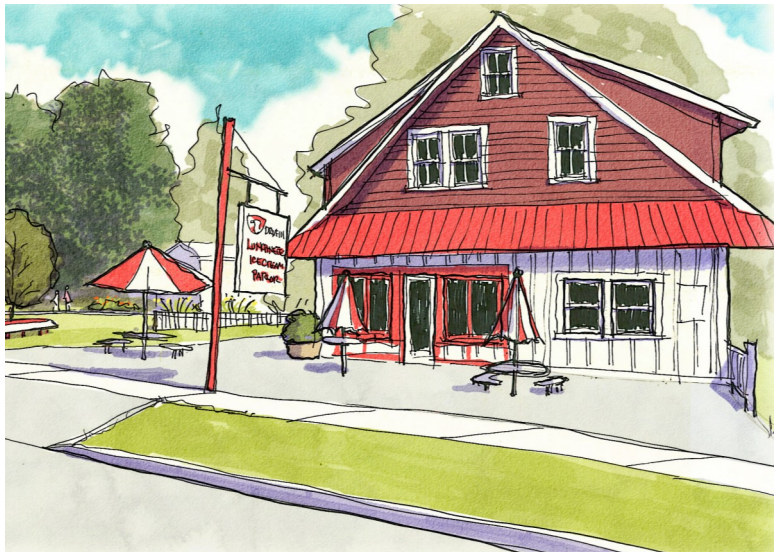
## Canal Corporation Lands (Strategic Site WG-2)



The subarea's narrow stretch of Canal Corporation property has limited usefulness for the purposes of traditional economic development. However, the construction of a commercial port facility on a portion of these lands would provide low-cost, bulk-goods/resource shipping access via barges for businesses in the Employment District. The development of this port facility would make Rome a strategically important inland site for industrial development offering high quality access to truck, rail, and barge shipping in central New York. A commercial port facility along the canal would provide businesses the ability to transport bulky and heavy goods from the East Coast and Upper Great Lakes into the City for processing, with finished good traveling quickly to major Northeast markets via rail and truck. The added flexibility and cost-savings of barge shipping may be exceptionally useful for Rome's current copper industries.





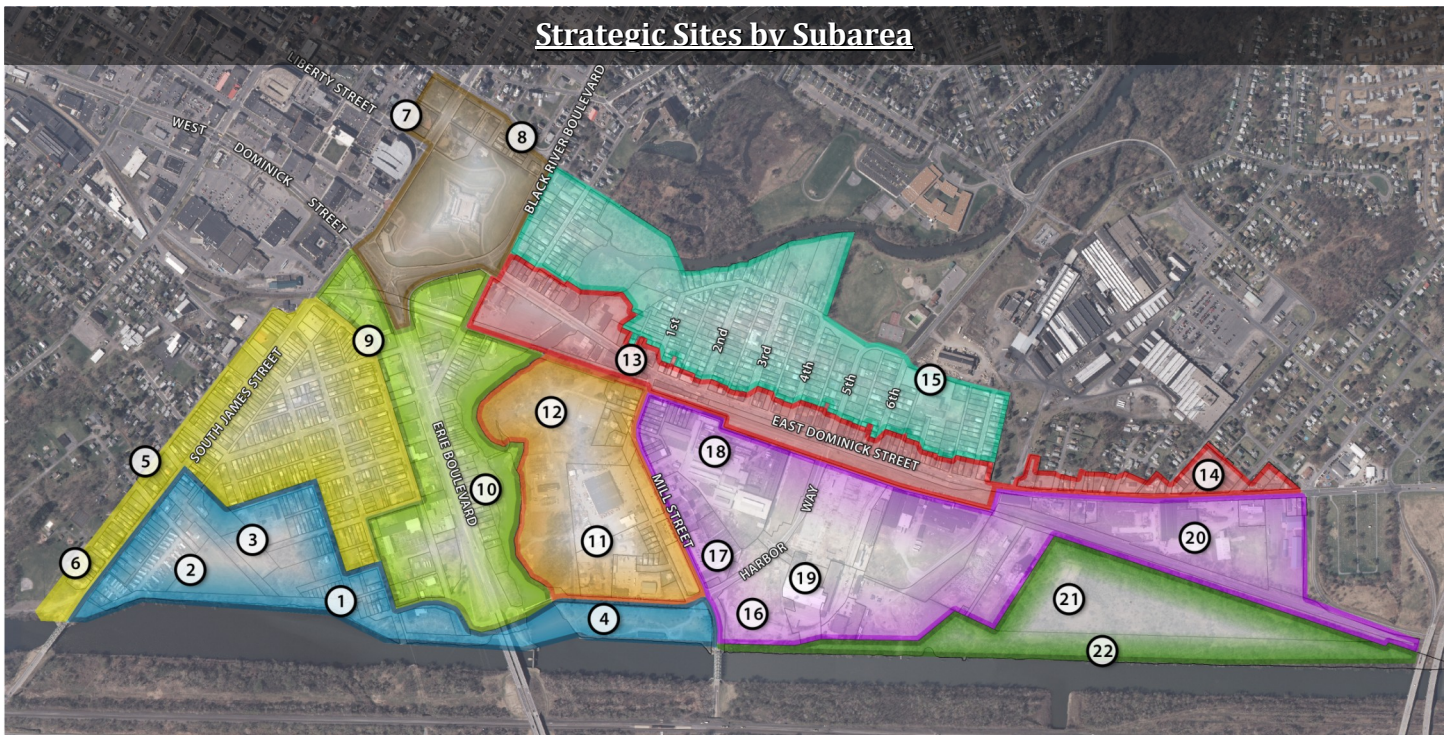


## SUMMARY ANALYSIS, FINDINGS AND RECOMMENDATIONS

**From Brown to Green:**  
**A Revitalization Strategy for the Downtown Rome BOA**  
 City of Rome, New York  
 New York State Department of State  
 Brownfield Opportunity Areas Program







## a snapshot

**9 Subareas**

**22 Strategic Sites**

**100 Recommended Actions**

- 24 Land Use & Zoning
- 36 Capital Projects
- 40 Non-Capital Actions

**33 High Priority Actions**

## *“Planning for Action...”*

The Downtown Rome BOA study area contains all of the components of a fully functioning community. Opportunities for reinvestment and renewal abound, as numerous vacant or underutilized properties exist that would allow for new development.

The recommendations provided in the Nomination Study mark the commencement of action activities. The Implementation Strategy formulates a comprehensive approach for renewal that addresses not only existing brownfield sites, but improves the City’s understanding of conditions required to promote investment.

By working together towards the goals and recommendations set forth in this and future plans, the City and community will continue as a place of opportunity, growth, and prosperity.



## OVERVIEW

The Summary Analysis provides a solid framework to guide future change and development within the Study Area. The preliminary identification of opportunities, future land use and zoning modifications, and capital and non-capital actions are based upon the careful examination of social, physical, and economic trends and characteristics of the Study Area and surrounding regions.

This section provides guidance on the various efforts that should be undertaken over the course of the next ten years, separated into six subsections:

- Key Opportunities for Growth;
- Future Land Use;
- Regulatory Updates;
- Capital Project Recommendations;
- Recommended Non-Capital Actions; and
- High Priority Actions

Actions and recommendations of highest priority were determined, and this subset has been pulled out and aggregated together to facilitate organization and implementation by City Departments and Staff. The following is a brief overview of each subsection:

### Key Opportunities for Growth

These recommendations focus on identifying four areas that will drive investment and revitalization within the BOA. Key opportunities include supporting mixed-use development in neighborhood centers, expanded housing options to allow 'aging in place', niche warehouse and industrial development, and leveraging the City's abundant waterfront resources.

### Land Use and Zoning Recommendations

These recommendations include proposed changes to the land use patterns within subareas, many of which will require changes to the existing zoning code. This category also includes recommendations to create master plans for properties or entire subareas within the BOA, as well as the formulation/modification of design guidelines necessary to achieve and implement the vision as set forth in the Nomination Study.

### Capital Project Recommendations

This category includes projects which are capital and investment intensive, such as the construction of trails and sidewalks, the reconstruction of a roadways and intersections, or the preparation/redevelopment of property to a new or expanded use. These recommendations also include enhancements to streetscape aesthetics, pedestrian safety, and general wayfinding within the study area to improve accessibility, navigability and visitor experience.

### Recommended Non-Capital Actions

Non-capital actions include recommendations for the further investigation or study of potential capital projects necessary prior to investment. This category includes recommended local-level policy changes, such as the creation of programs to incentivize desired development. Non-capital actions also include a call for public-private coordination efforts to facilitate investment and revitalization. Administrative actions, such as the creation of developer requests-for-proposal (RFP) and the formation of information databases are also key non-capital actions necessary to implement the BOA vision.

### High Priority Actions

This grouping of actions represent the most time-sensitive and significant recommendations necessary to kick-start the revitalization process. Also included are highly catalytic actions envisioned to spur further investment, such as site preparation activities, feasibility studies, and critical zoning code updates.

Together, these sections lay the framework for further study and discussion in Phase 3 of the New York Department of State BOA Process which will include the creation of a detailed Implementation Strategy for the Downtown Rome BOA.

## KEY OPPORTUNITIES for GROWTH

The following opportunities were identified for the Downtown Rome BOA to enhance the community and provide for economic growth through the attraction of new residents and creation of jobs and business investment. Opportunities identified for the BOA build upon the strengths of the City, including a strategic location in center of New York State with direct rail, roadway, and water access; a low cost of living; public waterfront access; and an educated workforce with specialized skills.

While the City can embrace and build upon their strengths and opportunities, there are also clear challenges that must be understood and overcome. The City is moving towards an economic renaissance and is proactively planning for change. However, reversing the impacts of urban renewal, a dwindling population base, high state taxes, the cost of doing business, and loss of major employers are not challenges that are easily or quickly overcome.

Focusing on the positive opportunities, while recognizing that there are still challenges, will help the City to capitalize on targeted areas with growth potential. Steering private investment into these areas and supporting efforts with public sector funding and assistance will help to smooth the way for further economic growth. Within the Downtown Rome BOA the following opportunities have been identified as potential development and economic opportunities:

1. Mixed-Use Development
2. Housing for Aging in Place
3. Warehousing and Industrial Development
4. Waterfront Development

Each of the identified opportunities will be assessed and examined in further detail in Phase 3, Implementation Strategy component of the project. Specific development programs and revitalization strategies will be tested against current market conditions and foreseeable trends to determine their long-term feasibility and how they will all fit together as one comprehensive redevelopment scenario.

### 1. Mixed-Use Development

Based on economic data and comments from local stakeholders, opportunities exist for mixed-use development that consists of multi-family housing units and some small scale neighborhood commercial uses.

Additionally, some employers have voiced a concern that there is a lack of available and attractive housing stock for young, well-educated employees who are moving to the area for professional and technical service sector jobs. This demand provides an opportunity to develop a type of housing in the Rome BOA and will encourage new employees to live within the City rather than moving to surrounding suburbs. Serving this demand would also help keep younger residents in the area, creating a more vibrant community and potentially reinvigorating the City.

A variety of housing options, targeted at different groups and for different income levels, could attract people into the City that might otherwise locate elsewhere. For example, new employees at the Griffiss Business and Technology Park may be young and looking for something other than a single-family owner-occupied housing option. The Waterfront Village, South Rome Residential area and “Little Italy” neighborhoods seem ideal for the development of such ‘alternative’ housing because of its proximity to the river and the canal, proximity to recreational options, the amenities at Bellamy Harbor Park, and easy access to transportation corridors. Development of this type should offer a product that is not currently available in the local market. Mixed-use development should create an environment and set of amenities targeted at a specific socio-demographic profile.

### 2. Housing for Aging in Place

With a population heavily skewed to older adults, there appears to be a growing opportunity to provide housing, services and facilities for this segment of the population. In the coming years, there will be an increased need for “retirement communities”, senior housing and assisted living facilities within Oneida County and the region. Elderly housing could be combined with other services needed for this population sector that are not currently being met in the City, such as medical services and transportation. The possibility for residents to “age in place” or remain in the City in which they have lived for so long is a popular movement. A facility could be developed that would allow older residents to maintain living in the City and also provide health and medical services as residents’ needs change. Proximity to everyday goods and services, as well as passive recreation, and walking trails is also appealing to the “active” senior community.



## KEY OPPORTUNITIES for GROWTH

### 3. Warehousing and Industrial Development

There may be an opportunity for different types of warehousing and industrial space to meet the needs of changing production techniques and distribution systems. While there is available industrial and office space in the Griffiss Business Technology Park (GBTP), there is a lack of available flexible industry space which would allow for companies to locate on the site and reconfigure layouts as their needs change. With the advantage of rail access, the BOA could be utilized by companies which are looking for easy transportation and shipping access. These services are not ideal at GBTP (flex-industrial space and rail spur access), but they may make the Rome BOA competitive in the market and enhance the local supply chain by acting as the manufacturing arm of the Park.

There is also the potential to develop high bay warehousing and distribution space with at least 20 foot high ceilings and easy access to multimodal transportation corridors. This type of space is not currently available in the City, but it could be created on the Rome BOA site and fulfill currently unmet demands of businesses. Again, the easy access to the rail spur would help market the space and provide a competitive advantage over other warehousing space. If planned correctly, this land use would not negatively impact other land uses which the City may want to locate within the BOA, allowing for a mix of land uses to achieve the vision of *live, work, and play*.

The possibility of commercial shipping-based industrial growth should be further explored in the next stage of the study. A tremendous asset would be a large port facility complete with smaller docking and loading sites on the canal. With increasing environmental consciousness and with pressure on industry to monitor energy and transportation expenses, the possibility of moving large freight loads cheaply via the canal may provide a unique attraction point for the BOA. In initial conversations with the Canal Corporation, existing public docks and other facilities may be available for commercial activities, and the Corporation is interested in increasing usage of the canal for all purposes. Furthermore, there is current DOT grant funding set up to support commercial use of port/rail facilities that the City may be able to leverage. Combined with rail access, the airport and the NYS Thruway, the BOA could offer all the major transportation options for movement of goods.

### 4. Waterfront Development

The location of the BOA on the Erie Canal and Mohawk River presents an opportunity to provide greater water access and increased waterfront amenities for residents and visitors to the City. Parks, trails, and waterfront facilities could provide needed amenities to make the City a destination for water users. Interpretative information on the history of the Canal, the role that Rome played during those years, and Fort Stanwix could also be incorporated and provide a physical connection and relationship to other locations in the City. By marketing the City, this access point could be a location to provide information to boaters and invite them to come for the day and experience what the City has to offer. This would increase activity throughout the City, creating benefits to new and existing businesses.

## FUTURE LAND USE

### Summary Analysis: Future Land Use

Successful future land uses in the Downtown Rome BOA will require the leveraging of locational and market advantages within the realities of the City's and region's marketplace. As the BOA grows and prospers, it will become easier to attract mixed-use style development that fosters the desired live, work, play relationship at the core of the City of Rome's revitalization efforts. The Downtown Rome BOA is projected to redevelop with a variety of complementary land uses that build upon existing building stock, physical conditions, and market realities and trends. As identified in the development of the subarea vision statements, subareas within the BOA are proposed to develop differently than others, with the various subareas working together to achieve a unified, cohesive redevelopment scenario.

A wide range of land uses currently exist within the BOA. It is expected that existing land use patterns will be refined over time, and a new arrangement will promote City's vision to support a live, work, and play environment. Analysis of existing conditions, market realities, and trends indicates that the following land uses will be supportable in the Downtown Rome BOA in the future:

- Single and two-family residential
- Multi-family residential
- Mixed-use residential / commercial
- Neighborhood-scale commercial
- General commercial
- Flexible industrial space
- Business park
- General offices
- Medical offices
- High-tech industrial
- Research and development facilities
- Recreation facilities, passive and active
- Parks, trails, and open space
- Cultural attractions
- Visitor services

Recommended future land uses for the Downtown Rome BOA are defined in greater detail for each planning subarea.

### Land Use Recommendations

Land use recommendations within the Downtown Rome BOA concentrate on three primary areas: waterfronts; the industrial core; and commercial corridors. Additionally, the creation of area-specific master plans and supporting design guidelines will be a necessary framework to guide implementation efforts.

The following provides a summary of the 24 recommendations made for these critical components. Specific recommendations for each subarea can be found within the Land Use and Zoning Recommendations table on pages 164-165 and corresponding Future Land Use Map.

#### Waterfronts

The Erie Canal and Mohawk River waterfronts will continue to play a vital role in the revitalization of the City of Rome. Currently, the lands along the City's waterfronts are underutilized. Vacant, industrial and low-value residential land uses represent the largest percentage by area. Significant changes to the City's waterfronts will be required to spur investment and attract development.

The most significant land use change is recommended for areas along the Erie Canal west of the Erie Boulevard Bridge within the Waterfront Village Subarea. Recommendations for this area focus on attracting a mix of uses, including water-dependent uses such as marinas, and water-enhanced uses such as townhouses, restaurants and niche-retail. The new area of mixed-use development along the canal is envisioned to become a major waterfront destination for both visitors and residents.

The portions of the canal east of Erie Boulevard will maintain existing land use patterns, with two notable exceptions. Portions of the canalfront adjacent to the City-owned Rod Mill property are recommended to be developed for recreation and public access, including the addition of boat docks, a public boat launch, and other access improvements. These investments are to be linked with Bellamy Harbor Park via a connection underneath the Mill Street Bridge (see Employment District Subarea, Strategic Site E-1).

The area immediately to the east of the proposed waterfront improvements is recommended to be utilized as a commercial port facility, whereby materials could be transferred between canal barges and the



## FUTURE LAND USE

adjacent industrial area within the Employment District. Commercial access to this small segment of canal frontage, approximately 1,000 feet or ten percent of total canal shoreline, is critical to the long-term flexibility and viability of the East Rome Business Park within the Employment District.

The BOA's Mohawk River frontage is also recommended to retain much of the existing land use pattern, except for the east side of the River between Railroad Street and Bellamy Harbor Park. This segment, along the National Grid property, is recommended to shift from community service/utility usage to recreation and open space as part of the Recreation Corridor Subarea.

### Industrial Core

Rome's industrial core, anchored by the East Rome Business Park within the Employment District, is recommended to be largely contained to the area east of Mill Street and south of East Dominick Street. Land uses within the industrial core should be modified to include complementary uses necessary for the development of a fully-functioning business park, such as restaurants, hotels, and other commercial/service uses.

Although there are no immediate plans to extend development into the adjacent Waterfront Greenspace Subarea, the private portions of this property should be maintained as future expansion space upon full build-out of the East Rome Business Park.

Opportunities to utilize this land for the growth and expansion of the alternative energy industry in Rome should also be investigated. A meaningful interim land use pattern for this area may include the growth, harvesting and production of sustainable biomass resources, which is complementary to the preservation of open space resources within the canal corridor.

### Commercial Corridors

The Rome BOA has three primary commercial corridors: South James Street; Erie Boulevard; and East Dominick Street. The Erie Boulevard corridor is recommended to provide more intense commercial development than South James or East Dominick Streets, which are proposed to continue as mixed-use corridors. The Erie Boulevard corridor is recommended to allow larger footprints and taller structures than found in the other commercial corridors.

The commercial mixed-use pattern recommended for South James and East Dominick Streets should include

both single and multi-family homes, as well as small commercial/retail buildings with active upper stories, including residential use.

Development in all three commercial corridors should include the placement of primary building entrances facing the street and directly connected to the sidewalk system. Active facades, such as entrances and windows, are encouraged along public rights-of-way to improve vibrancy and foot traffic.

### Master Plans

The Recreation Corridor and Employment District Subareas represent the largest opportunities for new development within the BOA. It is recommended that master plans for the development of these areas be completed to guide and facilitate capital improvements and the phasing of land development. These master plans should include: detailed land use plans; updated economic/market feasibility data; public and private investment projects; phasing schedules; and funding strategies. Design guidelines should be incorporated into each master plan to support the desired character for each subarea. It is possible that the creation of a single master plan encompassing both subareas could accommodate the need to improve the coordination between subareas, while improving the timetable for master plan creation and implementation.

### Design Guidelines

The preparation of form-based design guidelines is recommended for all subareas to promote high quality architecture, site design, and streetscapes. The City may wish to utilize its existing Main Streets guidelines as an overall framework or template. Enhanced recommendations specific to the Erie Boulevard corridor and the creation of a residential pattern book are of great importance, as well as the creation of maritime-oriented guidelines for the Waterfront Village subarea. Additionally, the design guidelines created as part of the Rod Mill Reuse Strategy can be tailored and modified for relevance throughout the Employment District. Regardless of approach, the design guidelines should provide a unified approach and outline basic principles that carry throughout the BOA and downtown Rome.

## REGULATORY UPDATES

### Summary Analysis: Zoning

The implementation of desired land use changes identified within the Revitalization Strategy will require modifications to the regulations that guide land use decision-making in the City. The following represents four options to address potential zoning modifications:

- (a) Update zoning based on existing zoning ordinance, identifying the most appropriate zoning modifications within the context of the existing framework.
- (b) Update zoning based on existing zoning ordinance, identifying the most appropriate zoning modifications within the context of the existing framework. Where an additional level of design review is necessary of desirable, incorporate design standards.
- (c) Update zoning based largely on existing zoning ordinance but incorporating new zoning designations in areas where existing zoning definitions may not be suitable for achieving desired vision.
- (d) Rezone the entire BOA study area and develop a new set of zoning regulations specific to the Downtown Rome BOA. This could include the creation of specific zoning districts based wholly on the subarea delineations with the incorporation of design and streetscape standards associated with new development.

The options above range from an easy implementation [Option (a)] - to more complicated [Option (d)]. The selected course of action can result in dramatic differences on the ground, as well. Limiting regulatory changes to the tools already established may hinder the City's ability to fully implement the plan as envisioned. On the opposite end, starting from scratch would require a greater time commitment and extended effort, but would allow the regulatory tools to be tailored to specifically address the needs and desires identified in the plan.

### Zoning Recommendations

A priority implementation step following the Nomination Study should be the revision of the City's zoning code to bolster redevelopment efforts and support the vision and objectives of the Downtown Rome BOA.

As part of the code revision process, the City should consider the development of a form- or performance-based code for areas within the BOA. Form and performance based codes differ from traditional zoning ordinances in that the *form* and *function* of a particular use take precedent over the *type* of use.

Traditional zoning may call for a Single-Family Residential District, a Neighborhood Commercial District and a Central Business District, each with a separate set of permitted uses and regulations. A hybrid form/performance-based ordinance, on the other hand, may identify a Traditional Neighborhood District for the same locations, where building form within the neighborhood is governed by a strict set of site and architectural standards, and the building's function (or performance) would be governed by thresholds regarding pollution, traffic generation, parking requirements, etc. The code would not necessarily regulate the types of uses. In essence, what happens inside 'the box' undergoes little regulation, with a focus on how 'the box' looks and functions within the community.

This type of code would function well within areas of the BOA recommended for mixed-use, including the waterfront areas, commercial corridors, and the Employment District. The creation of these form-based areas would coincide with the development of the previously mentioned design guidelines.

The Nomination Study makes several recommendations for zoning modifications within the Study Area. The most significant of these recommendations is the creation of a new Waterfront Mixed-Use district along the Erie Canal west of the Erie Boulevard Bridge to focus water-dependent and water-enhanced uses. In addition, the expansion of certain districts and language modifications are recommended to permit the desired range and diversity of uses in each subarea.

The following pages provide an overview of proposed zoning changes by subarea. Specific recommendations can also be found in the Land Use and Zoning Recommendations Tables on pages 164-165.



## REGULATORY UPDATES

### South Rome Residential

Two zoning districts encompass portions of the South Rome Residential subarea – Mixed Commercial/Residential (C-2) and Small Lot Single-Family Residential (R-2). The existing zoning designations are fairly consistent with the desired and proposed character of this subarea. The subarea is intended to be largely residential with neighborhood-scaled commercial uses in appropriate locations along South James Street. The existing zoning would allow the vision for the subarea to be achieved, however, the development of design principles for South James Street should be incorporated to ensure that the scale, character, and form of new projects is consistent with the existing and desired character of the South Rome neighborhood. The impact on the residential component of this subarea should be considered as any new commercial projects are proposed.

### Waterfront Village

Properties within the Waterfront Village subarea are currently regulated by requirements under four zoning districts, including Mixed Commercial/Residential (C-2), Light Industrial (E-3), Preservation Zone (P-Z), and Small Lot Single-Family Residential (R-2). The zoning districts currently allow for residential, commercial, and light industrial uses in specific portions of the subarea. The area along the Erie Canal, including Bellamy Harbor Park, is appropriately zoned Preservation, limiting its redevelopment as anything more than parkland and open space.

In order to simplify requirements and standards for new development to achieve the vision set forth in this plan, it is recommended that a single Waterfront Mixed-Use Zoning District be established and incorporated into the City's zoning code. The district should allow residential, park, and recreational uses, as well as limited commercial when developed in conjunction with residential or recreational development. Zoning regulations should focus on ensuring the environmental condition of the water resources are maintained, while retaining public access to these natural features.

### Erie Boulevard Gateway

The Erie Boulevard Gateway subarea currently includes five zoning districts, including Mixed Commercial / Residential (C-2), General Commercial (C-3), Central Commercial (C-4), Preservation Zone (P-Z), and General Industrial (E-3). A range of commercial and industrial uses are currently allowed within these areas, in addition to limited residential development. A simplified approach to allowing a variety of commercial uses could be applied to zoning for this subarea, such as with the General Commercial (C-3) zoning district. As implied in the vision and future land use statements, the focus for this subarea should be less on the type of use, and more on the creation of an aesthetically appealing and welcoming gateway and corridor into the BOA and City of Rome. The implementation of design standards would help to achieve this desired outcome.

### Historic Gateway

The Historic Gateway subarea currently includes two zoning districts, Mixed Commercial / Residential (C-2) and Central Commercial (C-4). Based on the existing descriptions and purpose of the existing districts, the current zoning is appropriate and meets the objectives for this subarea as defined within this Revitalization Strategy. An overlay that addresses the historical merits and architectural integrity of buildings and landscape features would ensure the protection of the desired historic character.

### Little Italy Main Street Commercial

The Little Italy Main Street Commercial corridor is currently comprised of four zoning districts including Mixed Commercial / Residential (C-2), Small Lot Single-Family Residential (R-2), Business and Industrial Park (E-1), and General Industrial (E-3). The intent of this district is to promote commercial and office uses on the street level and office and residential uses on the upper levels. Cultural uses and restaurants are also appropriate in this subarea. The C-2 zoning designation is appropriate to achieve the desired mix of uses within this corridor. Design standards should be implemented for the subarea to ensure that new development and redevelopment is consistent with the desired character and reflects the cultural and aesthetic authenticity of East Dominick Street.

## REGULATORY UPDATES

### East Rome Residential

Four zoning designations currently exist within the East Rome Residential subarea. They include Mixed Commercial / Residential (C-2), Residential / Professional (R-P), Small Lot Single-Family Residential (R-2), and Preservation Zone (P-Z). The intent of this district is to retain the single-family and two-family residences and neighborhood character while also supporting uses that better the neighborhood, such as parks, public open space, and community services – such as a community center. The most appropriate zoning designation for this subarea east of the Mohawk River is Small Lot Single-Family Residential (R-2), which allows for single-family residential uses and duplexes. West of the Mohawk River the character of the subarea is slightly more commercial and would be most appropriately zoned as Mixed Commercial / Residential (C-2).

### Recreation Corridor

The Recreation Corridor subarea is primarily zoned as Business and Industrial Park (E-1) with just one parcel zoned as Mixed Commercial / Residential (C-2) and two parcels zoned as General Industrial (E-3). The vision for this corridor is to create a recreation centerpiece for the BOA and City which offers a destination for recreation and open space activities. Land uses in this area intended to focus on recreational uses, open space, and complementary support services. The desired vision for this corridor may not be fully achievable without the creation of a new zoning designation that identifies appropriate recreation uses and facilities and identifies the types of support uses are appropriate. A Recreation Corridor Zoning District could help meet the desired goals for this subarea.

### Employment District

The Employment District subarea consists of four zoning districts: Small Lot Single-Family Residential (R-2), General Commercial (C-3), Business and Industrial Park (E-1), and General Industrial (E-3). All parcels included within this subarea are targeted for future business, office, and light industrial use and should be re-zoned to Business and Industrial Park (E-1). Design standards should be developed and applied to new developments within the Employment District subarea to ensure that new development is considerate of surrounding land uses and its context in an urban environment adjacent to the Erie Canal.

### Waterfront Greenspace

The Waterfront Greenspace subarea currently includes land zoned as General Industrial (E-3) and Preservation Zone (P-Z). The subarea should be rezoned as Preservation Zone (P-Z). As the only remaining greenspace within the BOA study area, development of this subarea should not be considered until a time in the future when all other subareas within the BOA have been built out and development pressure continues in the City to the extent that the properties are needed to satisfy developer and user demand. At such time, the property could be re-zoned to an appropriate zoning classification.





LAND USE and ZONING RECOMMENDATIONS

CED = City Dept. of Community & Economic Development      PW = City Dept. of Public Works      GBTP = Griffiss Business & Tech Park      CEO = Code Enforcement  
PR = City Dept. of Parks and Recreation      RCSD = Rome City School District      CC = City Common Council      RIDC = Rome Indust. Dev. Agency

No.	Location	Action Item	Time Frame	High Priority	Responsibility/ Potential Partners	Funding Resources/ Strategies	Notes
1	Waterfront Village	Create a mixed use zoning district within the Waterfront Village subarea to facilitate a range of waterfront uses.	Short-Term	X	CED, CEO, CC, NYS Canal Corp	NYS LWRP / BOA, Local	
2	Waterfront Village	Develop a specific set of standards for site design, architecture, and public access areas within the new mixed use district that foster a unique waterfront and maritime sense of place.	Short-Term		CED, CEO, CC, NYS Canal Corp	NYS LWRP / BOA, Local	
3	Waterfront Village	Restrict new land uses within the Waterfront Village subarea to water-dependent and water-enhanced residential, commercial-service, and accommodations in an effort to tie the identity of this subarea to the Erie	Ongoing	X	CED, CEO, CC, Planning Board	N/A	
4	Waterfront Village	Establish public access requirements for any new development that is adjacent to or with frontage on the Erie Canal or proposed trail networks.	Ongoing	X	CED, CC, NYS Canal Corp, Private Land Owners	N/A	The City should consult with Erie Canal frontage property owners.
5	Erie Boulevard Gateway	Modify the City’s zoning map to include the entire corridor within the C-3 General Commercial district.	Short-Term		CED, CEO, CC, Planning Board	Local	
6	Erie Boulevard Gateway	Update permitted uses in the C-3 District to include an expanded range of professional businesses, including health and medical services, and to promote mixed use buildings.	Short-Term		CED, CEO, CC, Planning Board	Local	
7	Erie Boulevard Gateway	Develop design guidelines for the corridor, similar to the Main Streets Design Guidelines, that create a unified and aesthetically appealing gateway into Downtown Rome.	Medium-Term		CED, PW, NYSDOT	NYS BOA	
8	Historic Gateway	Retain the historic character of the neighborhood during redevelopment and infill projects by expanding the City’s existing Main Streets Design Guidelines to include a section relevant to the Historic Gateway.	Medium-Term		CED, CC, Rome Historical Society	NYS BOA, NYS Council on the Arts	
9	Historic Gateway	Prohibit the future development of surface parking lots within 1,000 feet of the Liberty/James Street parking garage to increase the density of development within the limited available land areas of the subarea.	Ongoing		CED, CEO, CC, Rome Historical Society	N/A	
10	Little Italy Main Street Commercial	Rezone all of Subarea to C-2 to achieve the desired mix of uses within the corridor.	Short-Term		CED, CEO, CC	Local	
11	Little Italy Main Street Commercial	Develop guidelines that promote environmentally responsible construction practices.	Long-Term		CED, CEO, CC	Local	
12	East Rome Residential	Rezone all of East Rome Residential Subarea west of Mohawk River to C-2.	Short-Term		CED, CEO, CC	Local	

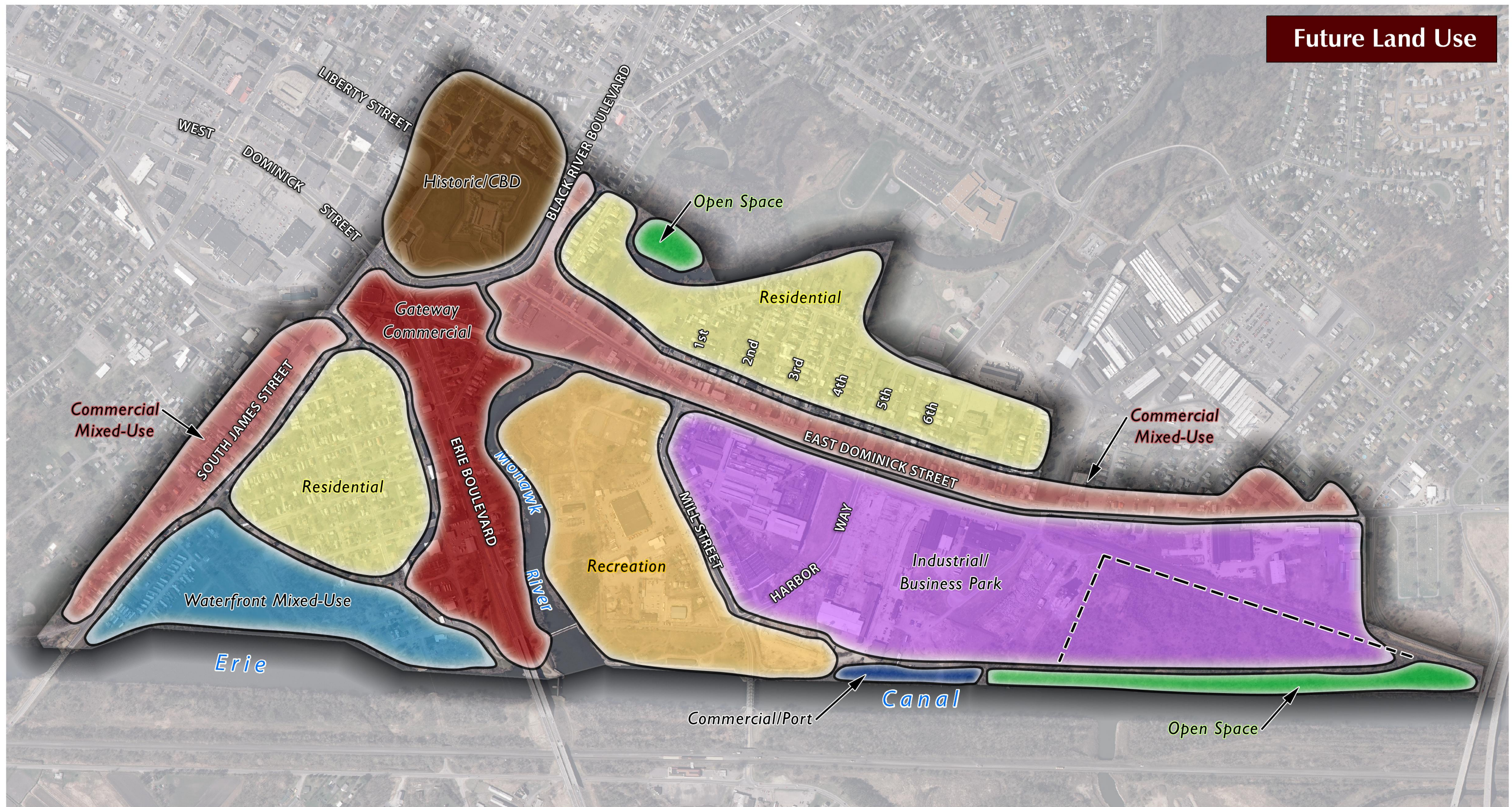


# LAND USE and ZONING RECOMMENDATIONS, continued

No.	Location	Action Item	Time Frame	High Priority	Responsibility/ Potential Partners	Funding Resources/ Strategies	Notes
13	Recreation Corridor	Modify current zoning to permit a district that supports the range and diversity of uses proposed for this subarea.	Short-Term	X	CED	NYSDOS BOA Program	
14	Recreation Corridor	Continue to further the recommendations made in the City Yard Relocation Study.	Medium-Term		CED, PW, PR, RCSD, GBTP	NYSDOS Local Government Efficiency Grants	Study the potential for a shared services agreement or a consolidation of services.
15	Recreation Corridor	Identify alternative sites for residential, industrial and commercial for potential relocation from the Recreation Corridor upon full build-out.	Long-Term		CED, RIDC, MV EDGE, Rome Housing Authority	Local	
16	Recreation Corridor	Develop a Master Plan for the Recreation Corridor which includes a land use plan as well as specific programmatic improvements.	Short-Term	X	CED, PW, PR, CC, RCSD	NYS BOA	
17	Employment District	Complete an updated master plan for the ERBP that incorporates significant public amenities, open spaces and connectivity to the Erie Canal.	Medium-Term		CED, RIDC, MV EDGE, Private Land Owners	USEPA, NYS BOA	
18	Employment District	Rezone all of Subarea to E-1; make necessary changes to E-1 designation to accommodate flexible manufacturing/light industry and high-bay warehousing.	Short-Term	X	CED, CEO, CC, RIDC, MV EDGE	NYS BOA, Local	
19	Employment District	Improve E-1 district language to permit accessory and complementary uses that would improve the quality of the East Rome Business Park (ERBP).	Short-Term	X	CED, CEO, CC, RIDC, MV EDGE	NYS BOA, Local	
20	Employment District	Expand the design standards created for the Rod Mill site for use throughout the ERBP to ensure a coherent and consistent design aesthetic for site and architectural design.	Short-Term		CED, CEO, CC, RIDC, MV EDGE	NYS BOA, Local	
21	Waterfront Greenspace	Promote the active use of lands for passive recreation, environmental education and interpretation, and/or alternative energy development, to include the growth, production, harvesting and processing of crops or forest products.	Medium-Term		PR, CED, NYS Canal Corporation	USDA, NYSERDA, USDoe	
22	Waterfront Greenspace	Retain ability to expand industrial capacity upon full build out of Employment District.	Long-Term		CED, RIDC, Mohawk Valley EDGE	N/A	
23	BOA-Wide	Update entire zoning code to reflect desired changes in land use patterns.	Short-Term	X	CED, CEO, CC, Planning Board	NYS BOA / LWRP, Local	
24	BOA-Wide	Amend the Main Streets Design Guidelines with an expanded section on residential that includes an architectural pattern book. The guidelines should also include a new section for the Historic Gateway, and the addition of the Rod Mill guidelines to be applied to all of the Employment District.	Medium-Term		CED, Rome Historical Society, CC	NYS BOA, NYSCA	

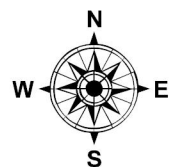


# Future Land Use

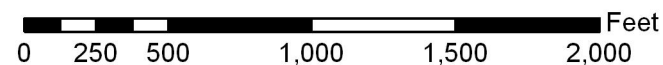


## CITY OF ROME

From Brown to Green:  
A Revitalization Strategy  
for the Downtown Rome  
Brownfield Opportunity Area



This map was prepared for City of Rome, the New York State Department of State and the New York State Department of Environmental Conservation with state funds provided through the Brownfield Opportunity Areas Program.



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# CAPITAL PROJECT RECOMMENDATIONS

## Summary of Capital Project Recommendations

Capital projects include infrastructure and other physical investments necessary to implement the recommendations set forth in the Downtown Rome BOA plan. The 36 recommendations made within this section can be generally categorized as *economic development-based* or *community development-based*.

The following will highlight key recommendations from each category, as well as overarching goals and objectives regarding capital projects. Specific recommendations can be found in the Capital Project Recommendations table on pages 170-173 which also coincide with the Capital Projects Map.

### Economic Development

Economic development-based recommendations are a loosely grouped set of projects which strive to improve the development potential of a property or subarea. Generally, these projects have the potential to expand upon existing investments, or can be utilized to leverage additional private investment and spur economic growth. Projects in this category include corridor-wide streetscape enhancements, infrastructure improvements along the Erie Canal, and shovel-ready activities for individual properties. For example, the rubblization of the Rod Mill Site is directly related to preparing the property for redevelopment, and can be classified as an economic development action.

The largest and most pervasive economic development-based recommendation is the design and installation of a BOA-wide wayfinding system. This project includes the design and siting of directional, informational and interpretive signage, gateway elements, parking signage, integrated public art and other wayfinding techniques to improve navigation and the sense of place within the BOA. This project should be undertaken in concert with a larger non-capital project involving the creation of a unified marketing and branding campaign for the BOA. A primary goal of the wayfinding system will be to unify and connect subareas to each other and to primary BOA destinations, such as the Erie Canal waterfront, the Fort Stanwix National Monument, the Little Italy commercial corridor, and the East Rome Business Park.

The design and construction of a formalized cultural trail along East Dominick Street is also a significant economic development project, which will seek to

solidify the Little Italy corridor as a BOA-wide destination for services and culture. This project should include significant displays of public art in both the traditional form and integrated into the landscape. The historical significance of the region should play a dual theme within this project to make strong connections between the Historic Gateway and Little Italy Main Street subareas.

### Community Development

In addition to capital projects that are directly tied to specific economic development objectives, community development-based projects concentrate on improving the overall quality of life for residents and visitors within the BOA. These projects include physical enhancements such as the construction of trails, sidewalk improvements, and the addition of open spaces for rest or recreation. Community development activities also include pedestrian safety and traffic calming projects, such as those recommended for the Erie Boulevard corridor which bisects the BOA.

The most significant community development projects are the design and construction of the Mohawk River and Erie Canalway Trails. These projects connect major destinations such as the Erie Canal waterfront and Bellamy Harbor Park with adjacent neighborhoods, commercial districts, and the Fort Stanwix National Monument. Interpretive opportunities based upon historical events and activities taking place within the BOA can play an important role in creating a linear destination within downtown Rome, and should be included within all trail segments.

Although the primary benefits of these trails are community development oriented, the successful implementation of this set of projects can also provide ancillary economic development benefits. Economic development activities resulting from the trails will likely be closely tied to major destinations such as the waterfront, Fort Stanwix, or the East Dominick Street corridor. The addition of high quality interpretive trail and pedestrian experiences to these locations can provide a unique element to set these destinations apart from others in the area and the region.





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CAPITAL PROJECT RECOMMENDATIONS

No.	Location	Action Item	Time Frame	High Priority	Responsibility/ Potential Partners	Funding Resources/ Strategies	Notes
1	Waterfront Village	Complete a detailed implementation funding strategy for the construction of the proposed Navigation Center at Bellamy Harbor Park (Strategic Site WV-4).	Short-Term	X	CED, Oneida Co Visitors & Convention Bureau, NYS Canal Corp, NY Empire State Dev	NY I Love NY Program, Private, Oneida Co Visitors & Convention Bureau	
2	Waterfront Village	Continue to seek funding from public, private and philanthropic sources to implement the recommendations made for Bellamy Harbor Park as envisioned in the City’s Urban Design Plan.	Ongoing		Rome Rotary, CED, PR, NYS Parks	Private, Local, NYS Parks EPF, NYS LWRP	
3	Waterfront Village	As part of future redevelopment, connect Lynch Street through the subarea to South James Street to improve accessibility to the waterfront and subarea for residents and visitors.	Long-Term		PW, Private Development, Planning Board, CED, CC	Private Development, Consolidated Highway Improvement Program	
4	Waterfront Village	Coordinate with the New York State Canal Corporation on the construction of the Erie Canalway Trail to provide trail heads, access points, and interpretive elements within the subarea.	Long-Term		CED, PW, PR, NYS Canal Corporation	NYS LWRP, NYS Parks EPF, Recreational Trails	
5	South Rome Residential	As part of a city-wide wayfinding strategy, enhance the gateway entrance at the canal bridge into Rome along South James Street, and consider extending gateway improvements from the railroad overpass south of the canal north to Muck Road.	Medium-Term		PW, NYSDOT, NYS Canal Corp	Dedicated Highway & Bridge Trust Fund, Surface Transportation Program, Transportation Enhancements Program	Improvements to be initiated upon resurfacing or reconstruction of roadway or bridge.
6	South Rome Residential	Coordinate the development of a trail head and connectivity with the future Erie Canalway Trail and Gryziec Field, Lawrence Street, Canal Street and East North Street.	Long-Term		CED, PW, PR, NYS Canal Corporation	NYS LWRP, NYS Parks EPF, Recreational Trails, CHIP, Congestion Mitigation & Air Quality	Improvements initiated upon trail construction or reconstruction of intersecting/terminal roadways
7	South Rome Residential	Enhance connectivity and access to Uvanni Park by completing sidewalk segments within the neighborhood.	Medium-Term		PW	CDBG Annual, CHIP, Local , CMAQ	
8	South Rome Residential	Improve sidewalk connectivity within the core of the neighborhood by filling gaps, seeking to create contiguous runs of sidewalk on at least one side of the street.	Ongoing		PW	CDBG Annual, CHIP, Local , CMAQ	
9	South Rome Residential	Continue to implement the recommendations made within the Urban Design Plan as redevelopment continues along South James Street.	Ongoing		PW, NYS DOT, Private Development	TEP, Private, Local, NY Main Street Program	
10	South Rome Residential	Convert the former Erie Canal corridor parcel in the 600 block of South James Street to a public greenspace, with and open lawn area, shade trees, bench seating and interpretive signage describing the historic use of the land.	Medium-Term		PW, Historical Society	TEP, Private, Local, NYS Parks EPF	This could be undertaken as part of a larger streetscape initiative.



CAPITAL PROJECT RECOMMENDATIONS, continued

No.	Location	Action Item	Time Frame	High Priority	Responsibility/ Potential Partners	Funding Resources/ Strategies	Notes
11	Erie Boulevard Gateway	Design a detailed streetscape enhancement program for the Erie Boulevard corridor, including the design for gateway features and pedestrian connectivity and safety improvements.	Short-Term	X	CED, PW , NYSDOT	Federal STP, TEP, CMAQ, Recreational Trails	Aesthetic enhancements should include pedestrian scale lighting, colored and textured surface treatments, a highly visible wayfinding system, and interpretive elements that integrate the history of Rome within the corridor.
12	Erie Boulevard Gateway	As part of corridor-wide safety improvements, provide for traffic calming measures at the intersection with Depeyster/Bouck to narrow the roadway cross section and enhance pedestrian connectivity to Whitesboro Street.	Long-Term		PW , NYSDOT	Federal STP, Highway Safety Improvement Program	
13	Erie Boulevard Gateway	As part of a larger streetscape program install a fully vegetated median between the bridge landing and Whitesboro Street to facilitate the entrance into Downtown Rome and improve the function of the corridor as a	Long-Term		PW , NYSDOT	Federal STP, Highway Safety Improvement Program	
14	Erie Boulevard Gateway	Improve pedestrian crossings of Erie Boulevard by enhancing striping, changing the color of the pavement, and changing the signal timing to allow for a pedestrian-only cycle.	Short-Term	X	PW , NYSDOT	Highway Safety Improvement Program, TEP	Fill gaps in sidewalks and crosswalks to provide for safe, efficient and effective pedestrian access across the high speed corridor.
15	Historic Gateway	Construct the Mohawk River Trail to connect with the trail system on the Fort Stanwix National Monument property.	Medium-Term		PW, NYSDOT, US National Parks Service	TEP, CMAQ, Recreational Trails, National Parks Service	
16	Historic Gateway	Design and construct gateway improvements, including signage, striping, landscaping and lighting, at the Boulevard’s mini-interchange and the North James Street intersection.	Medium-Term		PW, NYSDOT, US National Parks Service	STP, TEP	
17	Historic Gateway	Sponsor a design competition and implement winning design to paint and light the southeast stair tower on the Liberty/North James Street parking	Short-Term		Private Philanthropy, Not-for-Profit	Local, Private	
18	Little Italy Main Street Commercial	Design and install directional, informational and interpretive signage at key intersections along the East Dominick Street corridor to improve the movement of pedestrians and motorists throughout the subarea.	Short-Term		CED, PW, Rome Historical Society		Completed as part of the cultural trail and downtown wayfinding strategy. Key intersections include McAvoy, 6th, 5th, 3rd, 1st, and Black River Boulevard.
19	Little Italy Main Street Commercial	As part of the cultural trail and wayfinding improvements, install gateway features at the 1st Street and 5th Street intersections to call attention to these prominent locations in the corridor.	Short-Term		CED, PW,	CDBG Annual, NY Main Street, TEP, NYSCA	

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CAPITAL PROJECT RECOMMENDATIONS, continued

No.	Location	Action Item	Time Frame	High Priority	Responsibility/ Potential Partners	Funding Resources/ Strategies	Notes
20	Little Italy Main Street Commercial	Design and construct a corridor streetscape enhancement project which will narrow the cross section of East Dominick Street, enhance pedestrian safety when crossing the corridor at intersections and from parking areas, and improve aesthetics, landscaping, and lighting.	Long-Term		CED, PW, NYSDOT	TEP, STP	
21	Little Italy Main Street Commercial	Design and construct a formalized cultural trail along the north side of East Dominick Street, with the first phase beginning at the 1st Street intersection and ending at 5th Street to begin the branding process for the corridor.	Medium-Term		CED, PW, Rome Historical Society, Business Owners	TEP, CDBG Annual, NY Main Street, NYSCA, CMAQ, Recreation Trails	
22	East Rome Residential	Identify 2-3 parcels for the development of expanded open space to improve neighborhood quality of life and recreational opportunities.	Long-Term		CED, PR, PW	Local, Private, Philanthropy	
23	East Rome Residential	Investigate the provision of a non-motorized access trail into the City-owned parcel at the end of Brook Street along the Mohawk River and a small picnic area or other limited improvements.	Long-Term		CED, NYS DEC, NYS DOS	NYS LWRP, NYS Parks EPF, Local	
24	East Rome Residential	Improve pedestrian connectivity to Pinti Field down the slope along Mohawk Street.	Long-Term		PW	Local	
25	Recreation Corridor	Construct improved trail head access points at end of East Whitesboro Street.	Short-Term		CED, PW, National Grid	Recreational Trails, NYS LWRP, National Grid	
26	Employment District	Complete the rubblization of the Rod Mill property and prepare the site for ‘shovel-ready’ status.	Short-Term	X	CED, PW, EDSC, Future Owner	NYS ESD, CDBG, EPA	
27	Employment District	Design and construct green infrastructure improvements on the Rod Mill site consistent with the Rod Mill Reuse Strategy preferred alternative.	Short-Term	X	CED, PW, Environmental Facilities Corp, Future Owner	EFC Green Innovations Grant Program	
28	Employment District	Design and construct a public boat launch on the Rod Mill property along the Erie Canal, as well as boat docks and access to Bellamy Harbor Park beneath the Mill Street Bridge.	Short-Term	X	CED, PW, NYS DOS, NYS Canal Corp	NYS LWRP, Boating Infrastructure Grants,	



CAPITAL PROJECT RECOMMENDATIONS, continued

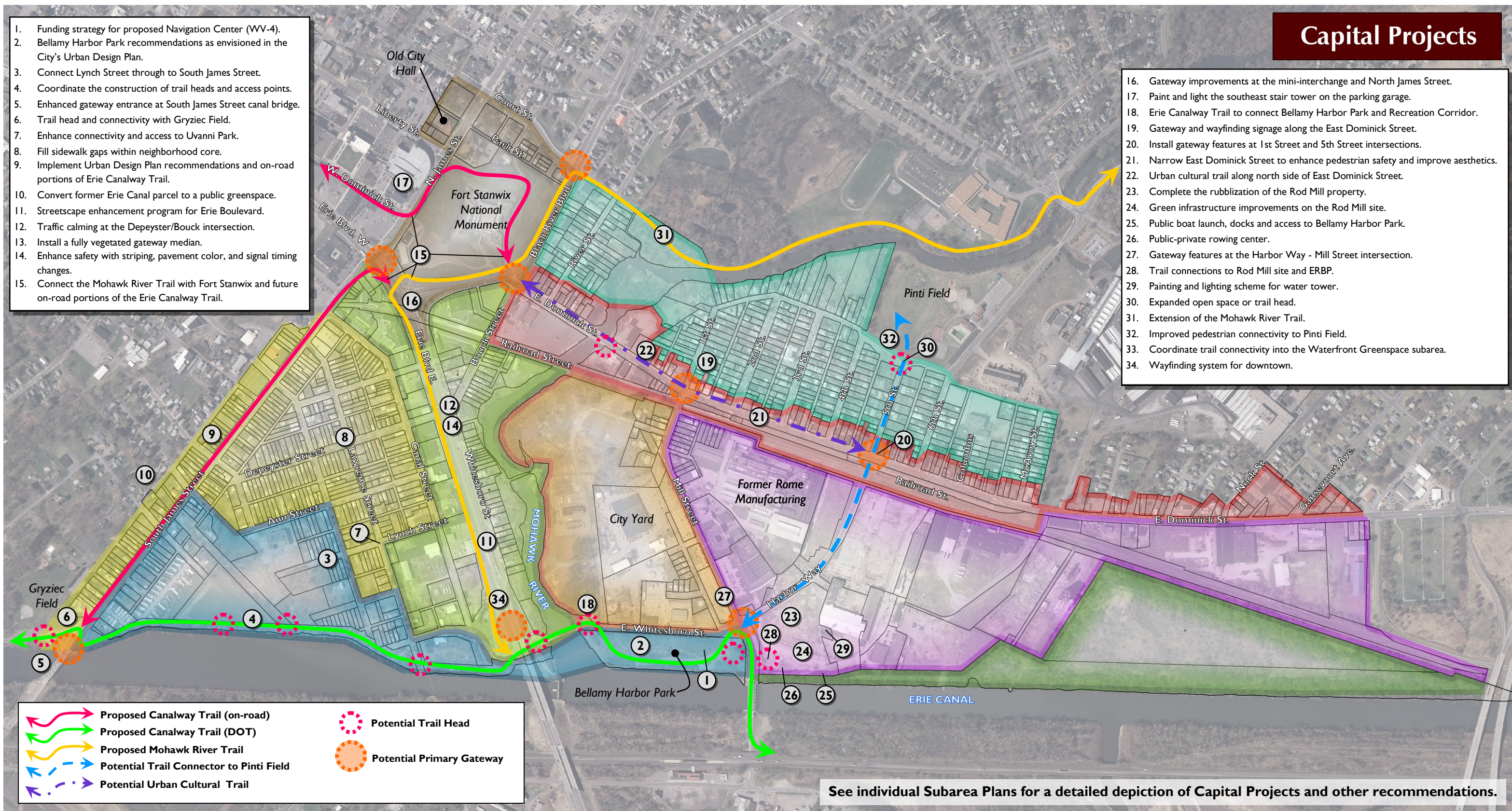
No.	Location	Action Item	Time Frame	High Priority	Responsibility/ Potential Partners	Funding Resources/ Strategies	Notes
30	Employment District	Design and construct a rowing center through a public-private partnership on the Erie Canal, preferably on the Rod Mill site.	Long-Term		CED, PW, NYS DOS, NYS Canal Corp, Rowing Club	NYS ESD, Private, Local	
31	Employment District	Design and construct gateway features at the Harbor Way - Mill Street intersection.	Medium-Term		CED, PW, NYS DOS	TEP, NYS LWRP, Private, Local	
32	Employment District	Upon construction of the Canalway Trail, provide connections to the Rod Mill site and future key pedestrian generators within the ERBP.	Long-Term		CED, NYS Canal Corp, PW	NYS LWRP, Recreational Trails,	Consider combining with the construction of gateway features at the Harbor Way - Mill Street intersection.
33	Employment District	Design and implement a painting and lighting scheme for the iconic water tower on the City-owned Rod Mill property.	Short-Term	X	CED, Future Owner	Local, Private	
34	Employment District	Support the redevelopment of the Rossi site to complement the adjacent American Alloy Steel site.	Short-Term		CED, Future Owner	Private	
35	Waterfront Greenspace	Coordinate the construction of the Canalway Trail with the NYS Canal Corporation and ensure connectivity into the Waterfront Greenspace subarea.	Long-Term		CED, PW, NYS Canal Corp	Recreational Trails, Private, Local, CMAQ	
36	BOA-Wide	Develop a wayfinding system for downtown Rome that includes the design and siting of directional signage, informational and interpretive signage, gateway elements and features, parking signage, integrated public art, and other wayfinding techniques to improve navigation and the sense of place within the BOA.	Medium-Term		CED, Rome Historical Society, PW,	CDBG, Local, NYS LWRP	This wayfinding system should subarea specific signage recommendations and design cues to differentiate the subareas. Critical areas, such as Bellamy Harbor Park and along the Canal should receive priority status for implementation.



# Capital Projects

1. Funding strategy for proposed Navigation Center (WV-4).
2. Bellamy Harbor Park recommendations as envisioned in the City's Urban Design Plan.
3. Connect Lynch Street through to South James Street.
4. Coordinate the construction of trail heads and access points.
5. Enhanced gateway entrance at South James Street canal bridge.
6. Trail head and connectivity with Gryziec Field.
7. Enhance connectivity and access to Uvanni Park.
8. Fill sidewalk gaps within neighborhood core.
9. Implement Urban Design Plan recommendations and on-road portions of Erie Canalway Trail.
10. Convert former Erie Canal parcel to a public greenspace.
11. Streetscape enhancement program for Erie Boulevard.
12. Traffic calming at the Depeyster/Bouck intersection.
13. Install a fully vegetated gateway median.
14. Enhance safety with striping, pavement color, and signal timing changes.
15. Connect the Mohawk River Trail with Fort Stanwix and future on-road portions of the Erie Canalway Trail.

16. Gateway improvements at the mini-interchange and North James Street.
17. Paint and light the southeast stair tower on the parking garage.
18. Erie Canalway Trail to connect Bellamy Harbor Park and Recreation Corridor.
19. Gateway and wayfinding signage along the East Dominick Street.
20. Install gateway features at 1st Street and 5th Street intersections.
21. Narrow East Dominick Street to enhance pedestrian safety and improve aesthetics.
22. Urban cultural trail along north side of East Dominick Street.
23. Complete the rubblization of the Rod Mill property.
24. Green infrastructure improvements on the Rod Mill site.
25. Public boat launch, docks and access to Bellamy Harbor Park.
26. Public-private rowing center.
27. Gateway features at the Harbor Way - Mill Street intersection.
28. Trail connections to Rod Mill site and ERBP.
29. Painting and lighting scheme for water tower.
30. Expanded open space or trail head.
31. Extension of the Mohawk River Trail.
32. Improved pedestrian connectivity to Pinti Field.
33. Coordinate trail connectivity into the Waterfront Greenspace subarea.
34. Wayfinding system for downtown.



See individual Subarea Plans for a detailed depiction of Capital Projects and other recommendations.



## CITY OF ROME

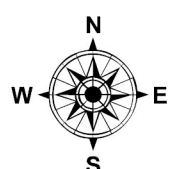
### From Brown to Green:

### A Revitalization Strategy

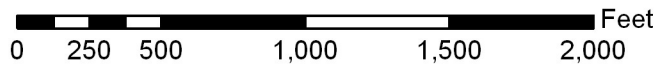
### for the Downtown Rome

### Brownfield Opportunity Area

- Legend
- East Rome Residential
  - Employment District
  - Erie Boulevard Gateway
  - Historic Gateway
  - Little Italy Main Street Commercial
  - Recreation Corridor
  - South Rome Residential
  - Waterfront Greenspace
  - Waterfront Recreation & Residential



This map was prepared for City of Rome, the New York State Department of State and the New York State Department of Environmental Conservation with state funds provided through the Brownfield Opportunity Areas Program.







## RECOMMENDED NON-CAPITAL ACTIONS

### Summary of Recommended Non-Capital Projects

Of the 100 recommendations included within the Implementation Strategy, the 40 non-capital actions constitute the portions of work and activity required prior to putting a shovel in the ground. As a result, 16 of the 40 actions are classified as short-term, high priority projects required to kick-start further implementation efforts. An overwhelming majority of high priority actions (73%) are found within this subset of recommendations, further underscoring the need for information to set the stage for capital project investments.

Non-capital projects can be loosely classified into four categories: development preparation activities; advanced planning and analysis; information collection, organization and marketing; and partnership and coordination opportunities. The following is a brief summary of each group of projects; more detailed information can be found in the Recommended Non-Capital Actions tables on pages 179-182.

#### Development Preparation Activities

Development preparation activities include actions required to begin the implementation and redevelopment process for specific projects. Actions within this group include the creation of developer requests-for-proposal for redevelopment projects that are essentially ready for action, yet require private interest and investment. This includes the former Nolan Building along East Dominick Street and the Old City Hall building on North James Street. Additionally, some properties require the completion of a building assessment to determine structural integrity, rehabilitation needs and reuse potential, including the two former school buildings and the Rome-Turney building. Strategies for the acquisition and assembly of land to effectuate a redevelopment plan also fall into this general category and are recommended for the Waterfront Village and Historic Gateway Subareas.

#### Advanced Planning and Analysis

Prior to advancing many redevelopment activities, further planning and analysis is needed to fully inform decision-makers and investors on potential opportunities and constraints. Advanced planning studies include the feasible development of commercial port facilities along the canal, the potential for biomass production within the Waterfront Greenspace Subarea,

and a cost-benefit analysis for the redevelopment of the former Rome Manufacturing property. Additionally, it is recommended that both the South Rome and East Rome residential subareas undergo a housing study to inventory existing housing and understand where each neighborhood fits within the broader marketplace. Future infrastructure investments into roadway and intersection construction and railroads are also included within this category.

#### Information Collection, Organization and Marketing

Additional information is required on the environmental condition of several properties, each requiring a Phase 1 or Phase 2 Environmental Site Assessment to ascertain the presence or extent of contamination. Additionally, recommendations call for the creation of easy-to-use databases for commercial properties along East Dominick Street, and the development of an interactive marketing platform to promote opportunities for investment throughout the BOA. The marketing strategy should become the product of an umbrella marketing and branding campaign that provides unified materials, logos, slogans and other information central to the promotion of the Study Area's new identity.

#### Partnership and Coordination Opportunities

The revitalization of the Downtown Rome BOA will only take place through the collective efforts of the City, its residents, and outside organizations. As part of the implementation process, partnerships and coordination efforts will need to be spearheaded within the neighborhoods, the business community, property owners, among developers and investors, and with regional and state agencies. These actions include grass-roots initiatives targeted at the development of 'how-to' clinics and tool libraries for use by property owners. The creation of a series of investment forums targeted at developers to inform them of opportunities within the BOA is also recommended. The location of these events could rotate throughout the BOA, with each concentrating on particular development types such as residential, commercial, industrial, and mixed-use.



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RECOMMENDED NON-CAPITAL ACTIONS

No.	Location	Action Item	Time Frame	High Priority	Responsibility/ Potential Partners	Funding Resources/ Strategies	Notes
1	Waterfront Village	Seek funding for and conduct a building assessment and adaptive reuse strategy to determine the structural integrity and feasible reuse of the former Dewitt Clinton School building within Strategic Site WV-3.	Short-Term	X	CED, Private Land Owner	NYS BOA	
2	Waterfront Village	Continue the clean-up of former Inland Fuels site to facilitate the development of an additional public open space along the waterfront.	Ongoing		CED, PW	USEPA	
3	Waterfront Village	Develop and coordinate a series of investment forums for area developers to inform them of the opportunities within the Waterfront Village Subarea, as well as others within the BOA.	Medium-Term		CED, RIDC, MV EDGE, Private Developers	Local, NYS BOA, Private/Corporate	
4	Waterfront Village	Complete a detailed strategy for land assemblage to hasten the redevelopment of Strategic Sites WV-1 and WV-2, and adjacent lands.	Short-Term	X	CED, Property Owner, CC	NYS BOA	
5	South Rome Residential	Complete an inventory and analysis of existing housing to identify the quality and quantity of the existing supply of owner-occupied and renter-occupied housing.	Short-Term	X	CED, NYS DHCR, Rome Housing Authority	NYS OCR, HUD	The study should also identify opportunities for rehabilitation, new construction, land assembly, and demolition.
6	South Rome Residential	Work with housing developers to complete large-scale redevelopment and rehabilitation initiatives that build on the success of Canal Village. Continue targeted housing enhancements within the 500, 600, and 700 blocks of South James Street, including rehabilitation, infill development and selective demolition.	Ongoing		CED, Developers, Business Owners	NYS OCR, NYS HOME, NYS RESTORE, NY Main Street, NY Access to Home	
7	South Rome Residential	Work with neighborhood representatives to develop grassroots initiatives targeting neighborhood and property maintenance, including the creation of local tool libraries and the hosting of “how to” clinics.	Ongoing		CED, Neighborhood Associations	N/A	
8	South Rome Residential	Complete the redesign of the entry to Gryziec Field as a prominent gateway into downtown Rome along South James Street.	Short-Term	X	CED, PR, PW	Local, NYS BOA	
9	Erie Boulevard Gateway	Complete a feasibility study for the adaptive reuse of the former Rome-Turney building that would convert the property from light-industry to a use more compatible and consistent with the vision of the corridor and a location adjacent to Ft. Stanwix and the historic core of the City.	Short-Term	X	CED, Property Owner, Potential Developers	NYS BOA	



# RECOMMENDED NON-CAPITAL ACTIONS, continued

No.	Location	Action Item	Time Frame	High Priority	Responsibility/ Potential Partners	Funding Resources/ Strategies	Notes
10	Erie Boulevard Gateway	Investigate the feasibility of an additional intersection on Erie Boulevard at an extension of Lynch Street.	Long-Term		PW, NYS DOT, HOCTS, CED	HOCTS	
11	Historic Gateway	Create a developer request-for-proposal for the adaptive reuse of the Old City Hall building and place the property back on the tax rolls.	Short-Term	X	CED	NYS BOA	This RFP should incorporate the pro-forma based on identified uses and funding received through the RESTORE NY program in 2009.
12	Historic Gateway	Conduct a feasibility analysis and implementation strategy for land assembly and the redevelopment of the Spring Street Area (HG-2).	Short-Term		CED, National Park Service, Property Owners, CC,	Local	
13	Historic Gateway	Conduct an engineering and streetscape improvements study for North James Street to investigate reducing overall width and improving the aesthetics as experienced by visitors entering the Historic District.	Medium-Term		Herkimer-Oneida Counties Transportation Study, PW, NYS DOT, NPS, Historical Society	HOCTS	
14	Historic Gateway	Develop an incentive program that provides reserved parking spaces within the Liberty/North James Street parking garage for businesses that locate within the district, including businesses entering the district as part of the Old City Hall adaptive reuse.	Short-Term		CED, PW, HOCTS	HOCTS, Local	Consider the development of a Circulation, Accessibility and Parking Study as part of this initiative.
15	Historic Gateway	Coordinate with the National Parks Service on the programmatic use of the parklands surrounding the Fort Stanwix National Monument to take advantage of this large and available resource.	Medium-Term		PR, NPS, CC	N/A	
16	Historic Gateway	Enhance the Fort Stawix trail and surrounding Historic District through the provision of self-guided educational/interpretive walks geared towards adults and children, and to direct visitors to the numerous destinations within the subarea and adjacent neighborhoods.	Medium-Term		PR, Historical Society, NPS	NPS, Local, Private	
17	Little Italy Main Street Commercial	Create a user-friendly, web-based database of commercial buildings and properties within the East Dominick Street corridor.	Short-Term	X	CED, East Rome Family Merchants Association	NYS BOA	This database should nterface with the City's GIS system and the web-based marketing strategy, while sharing information with the public and potential investors.
18	Little Italy Main Street Commercial	Gauge interest and assist in the formation of an East Dominick Street business improvement district.	Ongoing		CED, East Rome Family Merchants Association	N/A	
19	Little Italy Main Street Commercial	In consultation with property owners, conduct a market and design feasibility study for the development of townhomes on the narrow parcel (242.068-1-77) adjacent to East Dominick Street, to include the City-owned parcel (242.020-1-24.1).	Long-Term		CED, Private Land Owners	Private	

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RECOMMENDED NON-CAPITAL ACTIONS, continued

No.	Location	Action Item	Time Frame	High Priority	Responsibility/ Potential Partners	Funding Resources/ Strategies	Notes
20	Little Italy Main Street Commercial	Formulate a developer request-for-proposal to redevelop the former Nolan Building at 1333 East Dominick Street (LI-2) based on identified uses and funding received under the RESTORE-NY program.	Short-Term	X	CED	NYS BOA	
21	East Rome Residential	Develop an incentive program to facilitate the rehabilitation of renter- and owner-occupied housing.	Medium-Term		CEC, Rome Housing Authority, Private Investors	NYS DHCR, Local, Private	
22	East Rome Residential	Investigate alternatives to the existing one-way traffic patterns to improve circulation and accessibility for neighborhood residents.	Long-Term		PW, HOCTS	HOCTS, Local	
23	East Rome Residential	Perform a building assessment and adaptive reuse feasibility study for the conversion of the former Columbus Avenue School and grounds into senior housing or other appropriate uses. This study should also investigate the reuse and reprogramming of the gymnasium, and include anticipated costs for remediation, rehabilitation and demolition, as needed.	Short-Term	X	CED, Private Land Owner	NYS BOA	
24	East Rome Residential	Conduct a neighborhood housing analysis to understand the supply and demand for housing across a broad range of users and types, including single family, renter, senior citizen, apartments, townhomes, etc. This study should include an analysis of the marketplace for housing in the neighborhood.	Short-Term		CED, Rome Housing Authority	NYS DHCR	
25	Recreation Corridor	Investigate the economic impact of creating a multipurpose recreational facility within the Recreation Corridor.	Medium-Term		CED, MV EDGE	NYS EPF	
26	Recreation Corridor	Undertake a consolidated/shared services study with the City and other potential partners to identify and analyze creative solutions centered on municipal waste reduction, recycling, alternative energy development, vehicle/equipment maintenance, refueling, and other initiatives.	Short-Term		CED, PW, PR, RCSD, GBTP	NYS LGE	Potential partners include Rome City Schools and the Griffiss Business and Technology Park.
27	Recreation Corridor	Determine the potential retrofit alternatives for the conversion of the City Yard facility to a recreation oriented building.	Short-Term		CED, PW, PR,	NYS CDBG	
28	Recreation Corridor	Conduct a Relocation and Reuse Feasibility Study for the Verizon property south of City Yard tht will identify alternative locations for existing uses, and develop potential programmatic improvements for the site.	Short-Term		CED, MV EDGE, RIDC, Verizon Corp	NYS EPF, NYS BOA	
29	Recreation Corridor	Apply for Phase II environmental site assessment funding for strategic redevelopment sites within the Recreation Corridor, including the City Yard site, to further understand areas of potential contamination.	Short-Term	X	CED, Verizon Corp	NYS DEC, USEPA	



# RECOMMENDED NON-CAPITAL ACTIONS, continued

No.	Location	Action Item	Time Frame	High Priority	Responsibility/ Potential Partners	Funding Resources/ Strategies	Notes
30	Employment District	Conduct an infrastructure assessment on existing rail lines within the ERBP to analyze reuse potential.	Long-Term		PW, Private Land Owners, Mohawk, Adirondack & Northern Railroad	NYS CDBG, MA&NRR, NYS ESD	
31	Employment District	Conduct Phase I and or Phase II site assessments on 1212 East Dominick Street (243.070-1-46.2) to confirm or eliminate possibility of environmental contamination.	Short-Term	X	Private Land Owners, CED	NYS BOA	
32	Employment District	Conduct a Cost Benefit Analysis for the reuse of the Rome Manufacturing property (E-5) to detail costs of acquisition, demolition, remediation, and redevelopment of the property.	Short-Term	X	Private Land Owner, CED, MV EDGE, RIDC	NYS BOA	
33	Employment District	Formulate an incentive package for industrial-based activity to locate within the Employment District, including incentives for façade and building improvements, employee housing, energy efficiency improvements, and ‘green’ jobs creation.	Short-Term	X	MV EDGE, RIDC, CED, National Grid	Local, NYS ESD, National Grid	
34	Waterfront Greenspace	Conduct a feasibility study for the development of commercial port facilities along the canal to supply products and materials to industry within the East Rome Business Park.	Medium-Term		CED, Potential Industrial Users, RIDC, MV EDGE, NYS Canal Corp	NYS ESD, Private Industry, NYS Canal Corp, NYS DOS	
35	Waterfront Greenspace	Conduct a detailed inventory and analysis of the biomass production capabilities present within the subarea, including the potential need and feasibility for bioremediation to address any contamination that may be on site.	Short-Term	X	SUNY ESF, Private Land Owners, Potential Biomass Users	USDA, NYS ESD, NYSERDA Innovations in Agriculture, Private	
36	Waterfront Greenspace	Coordinate a partnership with regional institutions or private companies to investigate the feasible utilization of the area for sustainable energy demonstration or pilot programs, including the growth, harvesting and utilization of short rotation woody crops such as willow.	Medium-Term		CED, Potential Industrial Users, RIDC, MV EDGE, NYS Canal Corp , SUNY ESF, Private Industry	NYSERDA, USDA, NYS ESD	
37	Waterfront Greenspace	Conduct Phase I and or Phase II site assessments on properties (242.017-1-4 and 242.0-1-30) to confirm or eliminate possibility of environmental contamination.	Short-Term	X	Owner	NYS DEC, USEPA	
38	Waterfront Greenspace	Engage existing private property owners within the Waterfront Greenspace subarea in discussion about future development plans for the site.	Ongoing		CED, RIDC, MV EDGE, Private Land Owners	N/A	

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RECOMMENDED NON-CAPITAL ACTIONS, continued

No.	Location	Action Item	Time Frame	High Priority	Responsibility/ Potential Partners	Funding Resources/ Strategies	Notes
39	BOA-Wide	Develop a web-based, interactive marketing platform that promotes opportunities for investment within the BOA through the use of visualization and GIS technologies.	Short-Term	X	CED	NYS BOA	
40	BOA-Wide	Create a unified umbrella marketing and branding campaign for downtown and the BOA that includes subarea specific materials, logos, slogans, etc.	Medium-Term		CED, Historical Society, CC, Local Business Organizations	Local, NYSCA, NYS CDBG	This campaign should include individualized materials and logos for the East Rome Business Park, the Little Italy Main Street Commercial corridor, and the Waterfront Village subarea.





# HIGH PRIORITY ACTIONS

## Summary of High Priority Actions

Of the 100 recommendations, 33 have been classified as high priority and should receive attention in the next five years. Nearly all of these high priority projects coincide directly with furthering the implementation efforts among the BOA's 22 strategic sites, with at least one high priority action included in each of the nine subareas. The high priority action items were selected based upon their ability to become a catalyst for further investment and revitalization and the availability of funding to undertake the recommendation. Nearly half (16) of the 33 high priority action items can be funded through the New York State Department of State Brownfield Opportunity Area Program, and have been included in a request for Step 3 Implementation Funding.

Potentially the most significant high priority action item is an update to the City's zoning code. Zoning code updates and changes typically require several public meeting and hearings, and can take between 12 and 18 months to effectively complete the process. The long time frame associated with this action and its significance in support of revitalization should make it a priority for the administration to begin in earnest.

Many of the high priority action items can be completed in tandem, such as the completion of the developer requests-for-proposal, the Phase 1 and Phase 2 Environmental Site Assessments, the land assembly strategies, and the building assessment and feasibility studies for adaptive reuse. Combining similar projects together into single contracts takes significant burden off of City staff to manage the efforts, and also provides a level of savings and efficiency for the City, as well as consultants and contractors.

A few projects were given high priority status due to their ability to be implemented quickly in a highly visible fashion. A good example of this 'quick-win' type of project is the painting and lighting of the former General Cable water tower within the East Rome Business Park. Simple and relatively inexpensive improvements made to this highly visible landmark can restore its iconic status, and will send a strong message of activity and investment to the community. The City should continue to look for highly visible quick-win projects, even as small phases or subsets of larger projects, to continue to build momentum and community interest.



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HIGH PRIORITY ACTIONS

No.	Location	Type	Action Item	Responsibility/ Potential Partners	Funding Resources/ Strategies	Notes
1	Waterfront Village	Land Use & Zoning	Create a mixed use zoning district within the Waterfront Village subarea to facilitate a range of waterfront uses.	CED, CEO, CC, NYS Canal Corp	NYS LWRP / BOA, Local	
2	Waterfront Village	Land Use & Zoning	Restrict new land uses within the Waterfront Village subarea to water-dependent and water-enhanced residential, commercial-service, and accommodations in an effort to tie the identity of this subarea to the Erie Canal.	CED, CEO, CC, Planning Board	N/A	
3	Waterfront Village	Land Use & Zoning	Establish public access requirements for any new development that is adjacent to or with frontage on the Erie Canal or proposed trail networks.	CED, CC, NYS Canal Corp, Private Land Owners	N/A	The City should consult with Erie Canal frontage property owners.
4	Waterfront Village	Capital Projects	Complete a detailed implementation funding strategy for the construction of the proposed Navigation Center at Bellamy Harbor Park (Strategic Site WV-4).	CED, Oneida Co Visitors & Convention Bureau, NYS Canal Corp, NY Empire State Dev	NY I Love NY Program, Private, Oneida Co Visitors & Convention Bureau	
5	Waterfront Village	Non-Capital Actions	Seek funding for and conduct a building assessment and adaptive reuse strategy to determine the structural integrity and feasible reuse of the former Dewitt Clinton School building within Strategic Site WV-3.	CED, Private Land Owner	NYS BOA	
6	Waterfront Village	Non-Capital Actions	Complete a detailed strategy for land assemblage to hasten the redevelopment of Strategic Sites WV-1 and WV-2, and adjacent lands.	CED, Property Owner, CC	NYS BOA	
7	South Rome Residential	Non-Capital Actions	Complete an inventory and analysis of existing housing to identify the quality and quantity of the existing supply of owner-occupied and renter-occupied housing.	CED, NYS DHCR, Rome Housing Authority	NYS OCR, HUD	The study should also identify opportunities for rehabilitation, new construction, land assembly, and demolition.
8	South Rome Residential	Non-Capital Actions	Complete the redesign of the entry to Gryziec Field as a prominent gateway into downtown Rome along South James Street.	CED, PR, PW	Local, NYS BOA	
9	Erie Boulevard Gateway	Capital Projects	Design a detailed streetscape enhancement program for the Erie Boulevard corridor, including the design for gateway features and pedestrian connectivity and safety improvements.	CED, PW , NYSDOT	Federal STP, TEP, CMAQ, Recreational Trails	Aesthetic enhancements should include pedestrian scale lighting, colored and textured surface treatments, a highly visible wayfinding system, and interpretive elements that integrate the history of Rome within the corridor.
10	Erie Boulevard Gateway	Capital Projects	Improve pedestrian crossings of Erie Boulevard by enhancing striping, changing the color of the pavement, and changing the signal timing to allow for a pedestrian-only cycle.	PW , NYSDOT	Highway Safety Improvement Program, TEP	Fill gaps in sidewalks and crosswalks to provide for safe, efficient and effective pedestrian access across the high speed corridor.
11	Erie Boulevard Gateway	Non-Capital Actions	Complete a feasibility study for the adaptive reuse of the former Rome-Turney building that would convert the property from light-industry to a use more compatible and consistent with the vision of the corridor and a location adjacent to Ft. Stanwix and the historic core of the City.	CED, Property Owner, Potential Developers	NYS BOA	



# HIGH PRIORITY ACTIONS, continued

No.	Location	Type	Action Item	Responsibility/ Potential Partners	Funding Resources/ Strategies	Notes
12	Historic Gateway	Non-Capital Actions	Create a developer request-for-proposal for the adaptive reuse of the Old City Hall building and place the property back on the tax rolls.	CED	NYS BOA	This RFP should incorporate the pro-forma based on identified uses and funding received through the RESTORE NY program in 2009.
13	Little Italy Main Street Commercial	Non-Capital Actions	Create a user-friendly, web-based database of commercial buildings and properties within the East Dominick Street corridor.	CED, East Rome Family Merchants Association	NYS BOA	This database should nterface with the City’s GIS system and the web-based marketing strategy, while sharing information with the public and potential investors.
14	Little Italy Main Street Commercial	Non-Capital Actions	Formulate a developer request-for-proposal to redevelop the former Nolan Building at 1333 East Dominick Street (LI-2) based on identified uses and funding received under the RESTORE-NY program.	CED	NYS BOA	
15	East Rome Residential	Non-Capital Actions	Perform a building assessment and adaptive reuse feasibility study for the conversion of the former Columbus Avenue School and grounds into senior housing or other appropriate uses. This study should also investigate the reuse and reprogramming of the gymnasium, and include anticipated costs for remediation, rehabilitation and demolition, as needed.	CED, Private Land Owner	NYS BOA	
16	Recreation Corridor	Land Use & Zoning	Modify current zoning to permit a district that supports the range and diversity of uses proposed for this subarea.	CED	NYSDOS BOA Program	
17	Recreation Corridor	Land Use & Zoning	Develop a Master Plan for the Recreation Corridor which includes a land use plan as well as specific programmatic improvements.	CED, PW, PR, CC, RCSD	NYS BOA	
18	Recreation Corridor	Capital Projects	Construct the Mohawk River Trail along the National Grid property to connect south to Bellamy Harbor Park and north to East Dominick Street and beyond.	CED, PW, National Grid	Recreational Trails, NYS LWRP, National Grid	
19	Recreation Corridor	Non-Capital Actions	Apply for Phase II environmental site assessment funding for strategic redevelopment sites within the Recreation Corridor, including the City Yard site, to further understand areas of potential contamination.	CED, Verizon Corp	NYS DEC, USEPA	
20	Employment District	Land Use & Zoning	Rezone all of Subarea to E-1; make necessary changes to E-1 designation to accommodate flexible manufacturing/light industry and high-bay warehousing.	CED, CEO, CC, RIDC, MV EDGE	NYS BOA, Local	
21	Employment District	Land Use & Zoning	Improve E-1 district language to permit accessory and complementary uses that would improve the quality of the East Rome Business Park (ERBP).	CED, CEO, CC, RIDC, MV EDGE	NYS BOA, Local	
22	Employment District	Capital Projects	Complete the rubblization of the Rod Mill property and prepare the site for ‘shovel-ready’ status.	CED, PW, EDSC, Future Owner	NYS ESD, CDBG, EPA	

# HIGH PRIORITY ACTIONS

No.	Location	Type	Action Item	Responsibility/ Potential Partners	Funding Resources/ Strategies	Notes
23	Employment District	Capital Projects	Design and construct green infrastructure improvements on the Rod Mill site consistent with the Rod Mill Reuse Strategy preferred alternative.	CED, PW, Environmental Facilities Corp, Future Owner	EFC Green Innovations Grant Program	
24	Employment District	Capital Projects	Design and construct a public boat launch on the Rod Mill property along the Erie Canal, as well as boat docks and access to Bellamy Harbor Park beneath the Mill Street Bridge.	CED, PW, NYS DOS, NYS Canal Corp	NYS LWRP, Boating Infrastructure Grants,	
25	Employment District	Capital Projects	Design and implement a painting and lighting scheme for the iconic water tower on the City-owned Rod Mill property.	CED, Future Owner	Local, Private	
26	Employment District	Non-Capital Actions	Conduct an infrastructure assessment on existing rail lines within the ERBP to analyze reuse potential.	PW, Private Land Owners, Mohawk, Adirondack & Northern Railroad	NYS CDBG, MA&NRR, NYS ESD	
27	Employment District	Non-Capital Actions	Conduct Phase I and or Phase II site assessments on 1212 East Dominick Street (243.070-1-46.2) to confirm or eliminate possibility of environmental contamination.	Private Land Owners, CED	NYS BOA	
28	Employment District	Non-Capital Actions	Conduct a Cost Benefit Analysis for the reuse of the Rome Manufacturing property (E-5) to detail costs of acquisition, demolition, remediation, and redevelopment of the property.	Private Land Owner, CED, MV EDGE, RIDC	NYS BOA	
29	Employment District	Non-Capital Actions	Formulate an incentive package for industrial-based activity to locate within the Employment District, including incentives for façade and building improvements, employee housing, energy efficiency improvements, and ‘green’ jobs creation.	MV EDGE, RICD, CED, National Grid	Local, NYS ESD, National Grid	
30	Waterfront Greenspace	Non-Capital Actions	Conduct a detailed inventory and analysis of the biomass production capabilities present within the subarea, including the potential need and feasibility for bioremediation to address any contamination that may be on site.	SUNY ESF, Private Land Owners, Potential Biomass Users	USDA, NYS ESD, NYSERDA Innovations in Agriculture, Private	
31	Waterfront Greenspace	Non-Capital Actions	Conduct Phase I and or Phase II site assessments on properties (242.017-1-4 and 242.0-1-30) to confirm or eliminate possibility of environmental contamination.	Owner	NYS DEC, USEPA	
32	BOA-Wide	Land Use & Zoning	Update entire zoning code to reflect desired changes in land use patterns.	CED, CEO, CC, Planning Board	NYS BOA / LWRP, Local	
33	BOA-Wide	Non-Capital Actions	Develop a web-based, interactive marketing platform that promotes opportunities for investment within the BOA through the use of visualization and GIS technologies.	CED	NYS BOA	





## NEXT STEPS and CONCLUSION

### Next Steps

Upon completion and acceptance of the Downtown Rome BOA Nomination Study by the Department of State, the City can begin the third step of the BOA program to undertake implementation activities. The efforts outlined within this Implementation Strategy include those actions to be included in the final phase of the BOA process.

As part of a series of next steps, the City should begin as soon as possible to organize committees of select staff and stakeholders to undertake critical decision making regarding implementation projects. For example, a standing committee should be established that will take the lead on the revision of the City's zoning code. This committee should include representatives with involvement in the BOA process as well as other City initiatives to ensure broad support and to establish a consensus on approach.

The City must continuously analyze the recommendations made within the Implementation Strategy, and revise priorities for individual sites and entire subareas as conditions change. This will require consistent staff involvement and assignment to the implementation of the BOA Plan. As part of this process, the City should highlight a handful of projects at the outset of each year to undertake and effectuate in a calculated manner, beginning with the High Priority Action Items previously mentioned.

Additionally, the City should begin to utilize the Nomination Study as a marketing and public relations piece with residents, area investors, and other City, federal, regional and state agencies. Such an effort will help carry momentum forward into implementation projects, and may also provide additional opportunities for financial, technical and public support.

Finally, after a period of approximately five years, the City should revisit the BOA Plan and assess its findings and recommendations for continued relevance. The most effective planning documents are those that evolve to meet the needs of the present while retaining a core vision and achievement objectives.

### Conclusion

The Downtown Rome BOA study area contains all of the components of a fully functioning community: a core employment center connected to adjacent neighborhoods via commercial service corridors and ample infrastructure. Future actions should continue to support the concept of the study area as a complete community, and change the perceptions that have plagued the area.

Opportunities for reinvestment and renewal abound, as numerous vacant or underutilized properties exist that would allow for new development, highlighted by the strategic sites found in the Employment District. Likewise, significant numbers of residential and commercial structures are currently receiving the investment and care they require, such as the Grand Hotel. Multiple catalyst sites, such as the Rod Mill property, exist to leverage and promote continued investment by property owners and residents.

The recommendations provided in the Nomination Study should be considered the first of many steps towards the revitalization of Rome's industrial and cultural core. Taken together, the recommendations formulate a comprehensive approach to renewal that includes not only existing brownfield sites, but furthers the City's understanding of housing and infrastructure conditions, as well as regulatory weaknesses that have permitted decline.

Moving forward, both the City and residents will need to take ownership and responsibility for the rebirth of this classic American neighborhood. Neither the City nor the residents can tackle the myriad issues independently or singularly. However, by working together towards the goals and recommendations set forth in this and future plans, downtown Rome will rise again to become an area of opportunity, growth, and prosperity.