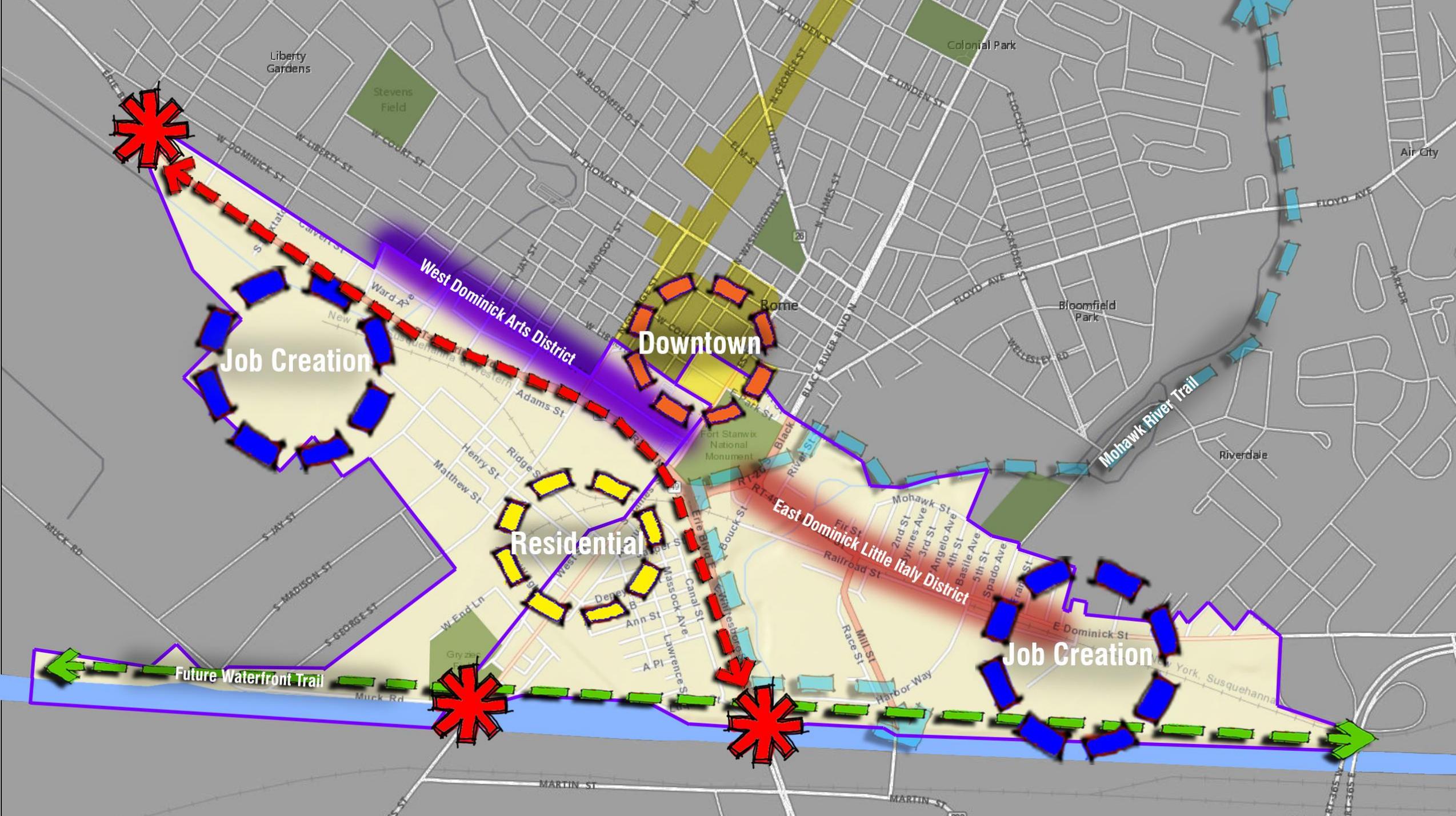




# ROME RISING

Enhancing Downtown and the Waterfront

**ROME**  
the copper city



Job Creation

West Dominick Arts District

Downtown

Residential

East Dominick Little Italy District

Job Creation

Future Waterfront Trail

Mohawk River Trail

**Many exciting projects are  
completed or underway.....**

**.....with others positioning to  
transform Rome in the years to come**

A photograph of a commercial street scene. In the foreground, a wide, light-colored concrete sidewalk runs along the street. To the right, a two-story building with a light-colored facade and dark shutters is visible. A large, white, scalloped-edge awning extends over the sidewalk. A sign hanging from the building reads "BIG DADDY SANDWICHES". To the left, another building with a sign that says "DRY CLEANERS" is partially visible. The sky is overcast with grey clouds. The overall scene depicts a well-maintained commercial corridor.

# Commercial Corridors

# East Dominick Street – *From Grey to Green*



**\$350,000**  
DOT Transportation  
Alternatives Grant

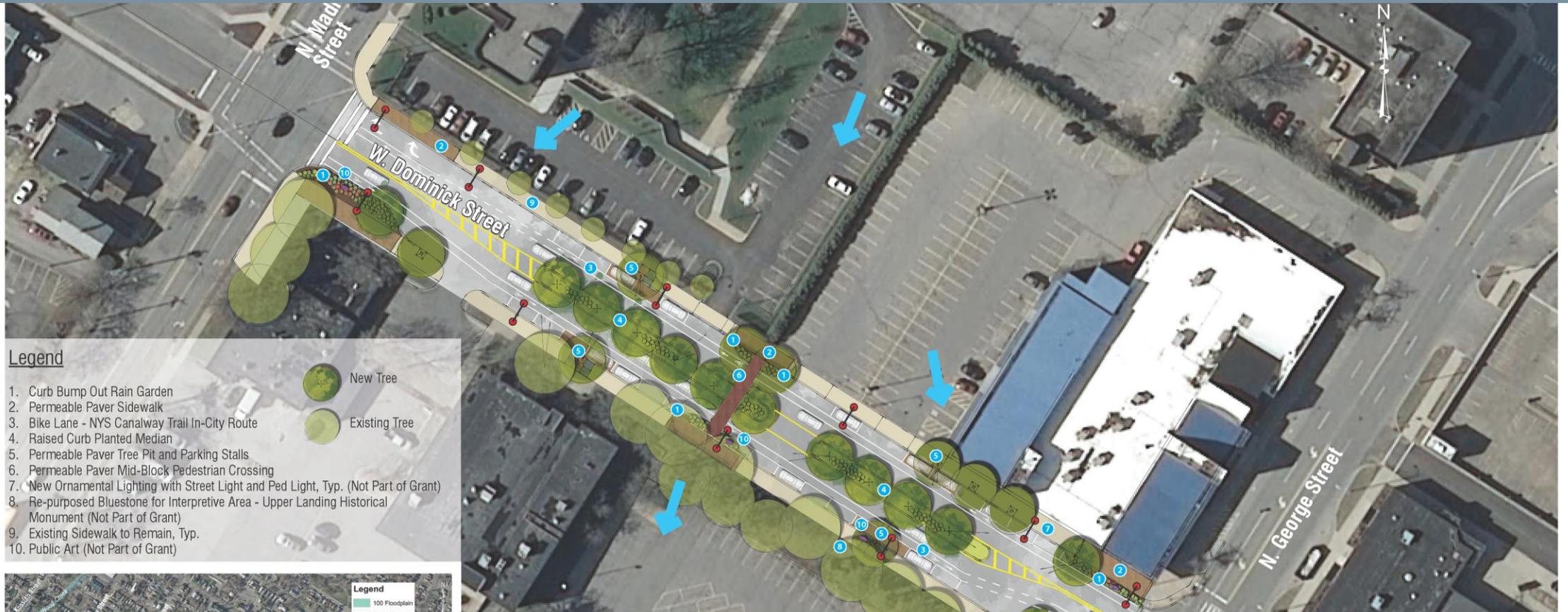
# East Dominick Street – *From Grey to Green*



# East Dominick Street – *From Grey to Green*



# West Dominick Street SmartWalk

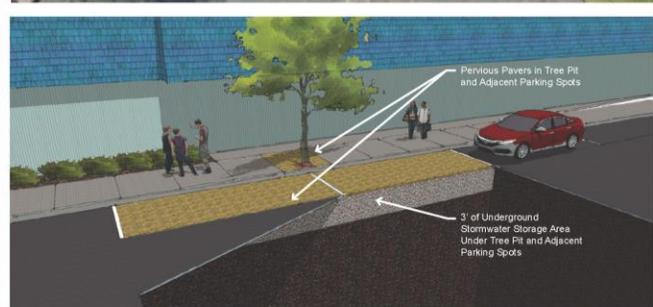


## Legend

1. Curb Bump Out Rain Garden
2. Permeable Paver Sidewalk
3. Bike Lane - NYS Canalway Trail In-City Route
4. Raised Curb Planted Median
5. Permeable Paver Tree Pit and Parking Stalls
6. Permeable Paver Mid-Block Pedestrian Crossing
7. New Ornamental Lighting with Street Light and Ped Light, Typ. (Not Part of Grant)
8. Re-purposed Bluestone for Interpretive Area - Upper Landing Historical Monument (Not Part of Grant)
9. Existing Sidewalk to Remain, Typ.
10. Public Art (Not Part of Grant)



Location Map



Permeable Paver Tree Pit and Parking Stalls



Rain Garden Art

# Erie Boulevard Complete Streets

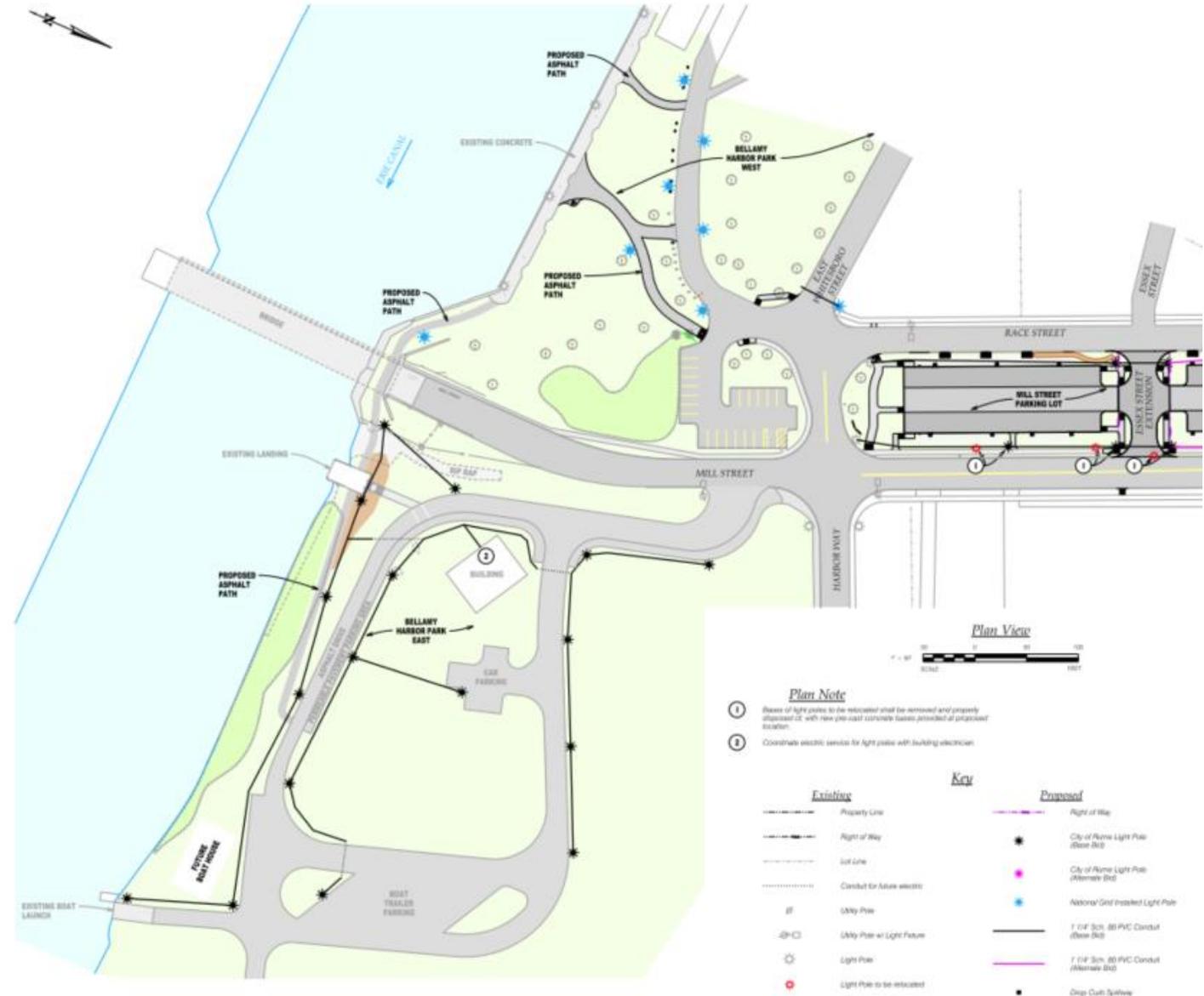




# Waterfront Improvements

# Creating A Cohesive Waterfront Destination

Over one million dollars of grant funding and investment in last five years



# Race to the Harbor

**\$450,000 EFC Grant**

**Connectivity & Green Infrastructure**



## Legend

- |  |   |
|--|---|
| 1. Proposed Intersection Pedestrian Enhancements                         | 12. Proposed Walkways                                     |
| 2. Proposed Gateway Features   | 13. Existing Dock   |
| 3. Improved Parking Lot with Green Infrastructure Elements               | 14. Proposed Dock Extension                               |
| 4. Proposed Picnic Pavilion (Phase 2)                                    | 15. Existing Kayak Dock                                   |
| 5. Proposed Retaining Wall   | 16. Existing Beach  |
| 6. Terminal Building Enhancements  | 17. Proposed Vehicular Turnaround and Kayak Drop-Off Zone |
| 7. Deck Space for Kayak and Ice Cream Vendors                            | 18. Expanded Park Parking                                 |
| 8. Pedestrian Walkway with Limited Vehicular Access for Service Vehicles | 19. Proposed Adult Swings                                 |
| 9. Proposed Boardwalk Extension to Bridge Abutment                       | 20. Proposed Amphitheater (Phase 2)                       |
| 10. Proposed Pavilion with Restrooms (Phase 1)                           | 21. Existing Navigation Center                            |
| 11. Proposed Trees   |   |

# Navigation Center



**\$394,000 in 2014 from NYS DOS**

**\$125,000 in 2016 from NYS Canal Corp**

# Connecting Investment to the Water

**\$20,000,000**  
in Private Investment

- Former Dewitt Clinton school
- DePaul Properties
- 60 units
- 3 story building





# Strategic Redevelopment Opportunities

# Rome Turney



## Redevelopment Scenarios

- 1) **New Build:** Mixed-use
  - 110 high-end apartments
  - 5,500 SF retail/commercial
- 2) **New Build:** 3 Commercial Buildings
  - 2 Restaurants (6,500 SF each)
  - 1 Retail building (14,000 SF)
- 3) **New Build:** Industrial/Flex
  - 90,000 SF
- 4) **Adaptive Reuse:** Mixed-use
  - 90 high-end apartments
  - 4,500 SF retail/commercial

**\$200,000 from EPA in 2015 | \$500,000 in RESTORE funds in 2017**

# George Street Parking Garage

## Opportunity Available!

### Efforts Underway through the BOA Program:

- Parking Analysis to identify need – today and projected
- Demolition cost estimate
- Site prep / funding options
- Market Analysis to identify end uses
- Site Specific Pro Forma



# Rod Mill Site



## 3.4 Acres Available

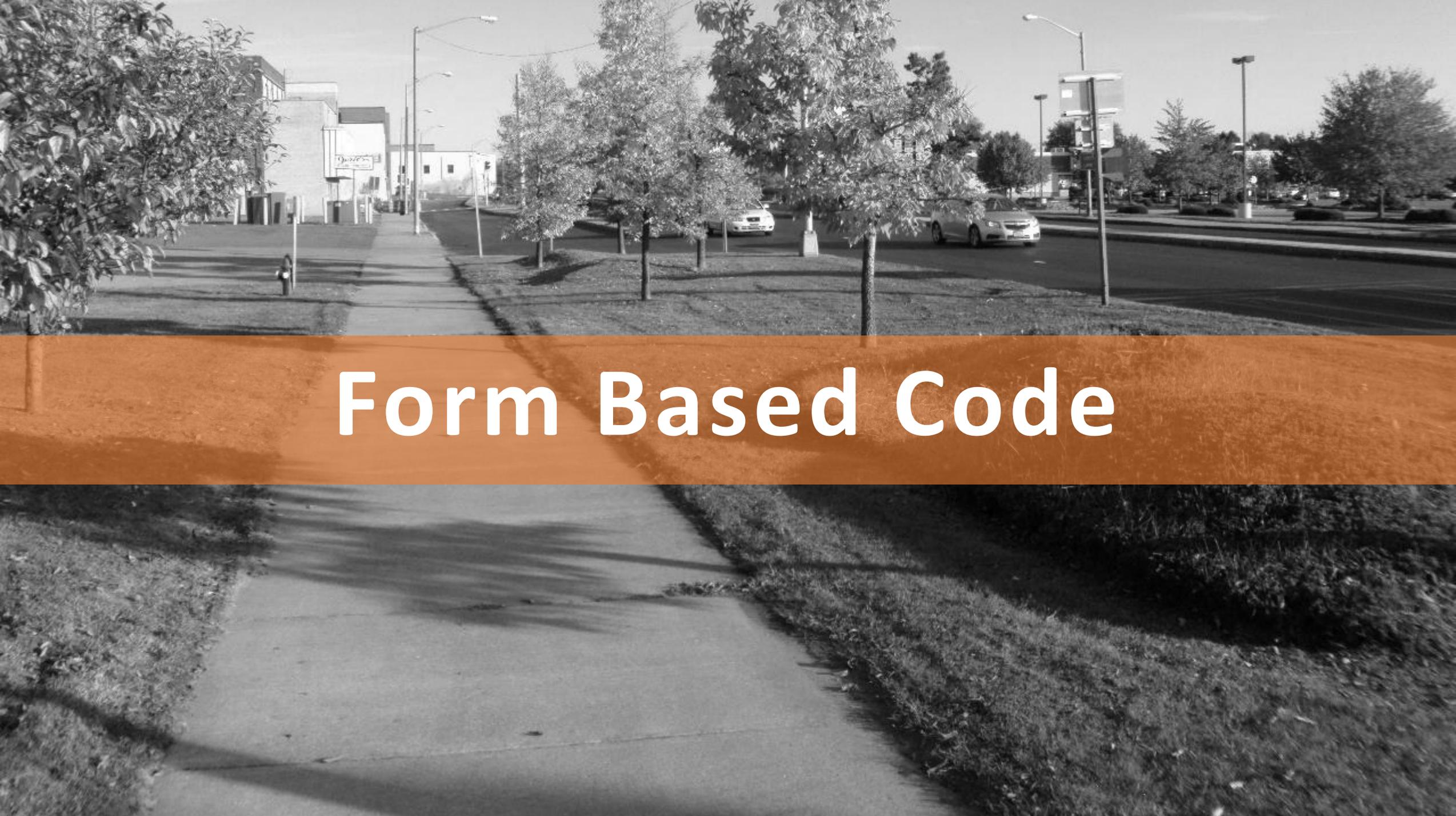
## Market Analysis

- 4,000 SF Restaurant
- 10,000 SF Industrial





# Strategic Planning & Regulatory Initiatives

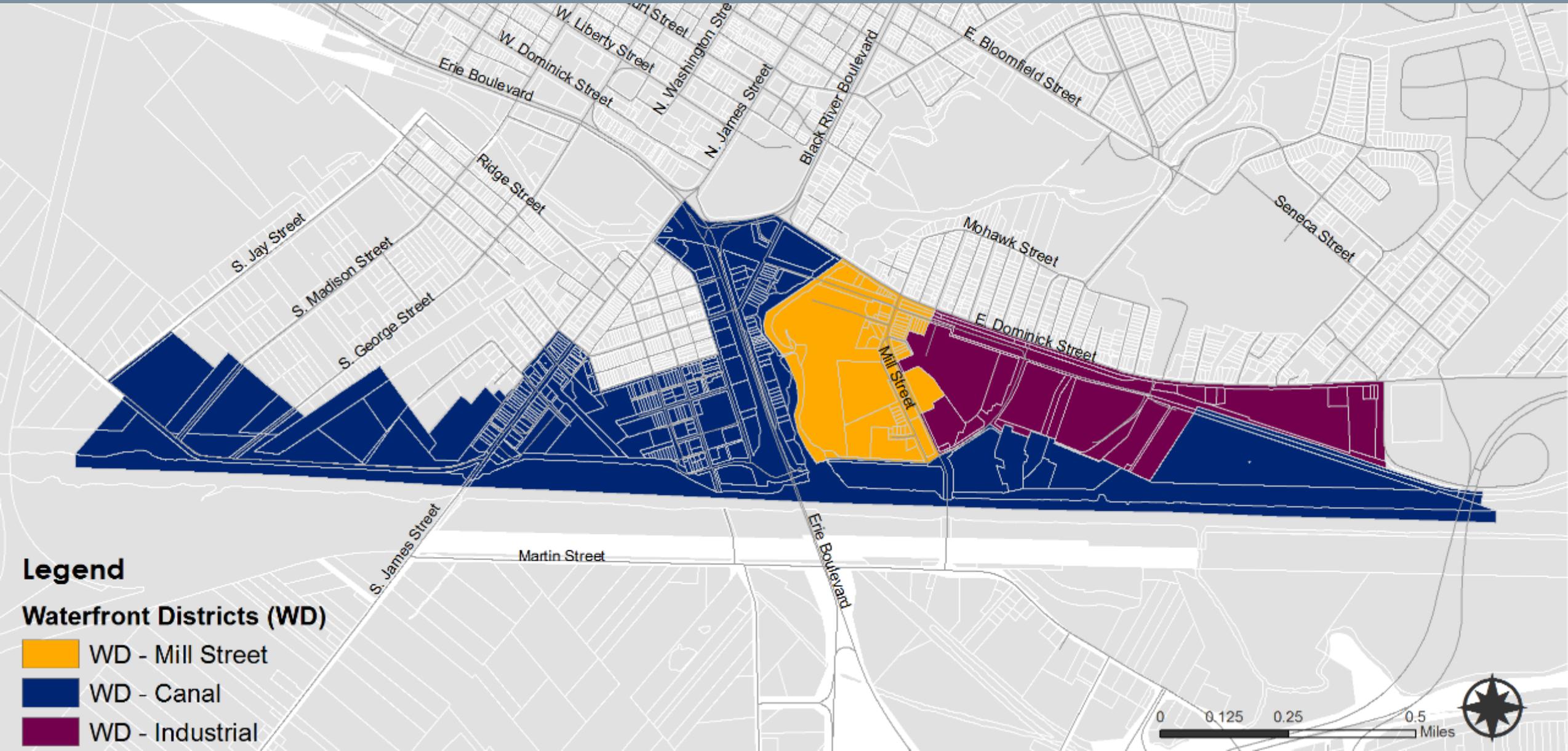


# Form Based Code

# What is a form-based code?

- Regulates the form of land uses, rather than the use itself
- Strong focus on design and performance
- Often used to preserve or promote a certain development pattern
- Provides flexibility
- Developers have clear set of expectations
- Clearly delineates accepted versus not accepted

# where is the waterfront district?



# sample requirements

Transparency



Landscaping



Signage





# Wayfinding Plan

# Wayfinding Study and Sign Design

## WORK IN PROGRESS

- Inventory & Existing Conditions Analysis
- Best Practices
- Circulation Analysis and Location Recommendations
- Sign Design & Messaging
- Implementation Master Plan
- Cost Estimates



# DOWNTOWN & WATERFRONT SIGNS

## LEGEND



### INTENDED SIGN VIEWER

Indicates the **percentage** of signs intended for the vehicular or pedestrian viewer.



### SIGN TYPE

Indicates the **percentage** of signs that are informational or wayfinding.

**Informational Signs** identify current location and do not provide information to navigate beyond that location, this includes: historic/interpretive, gateway identifiers, destination identifiers, and parking.

**Wayfinding Signs** provide information to navigate beyond current location and may identify current location, this includes: directional signs, trail markers, and maps.



### SIGN CONDITION

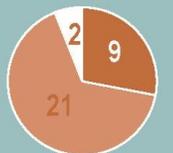
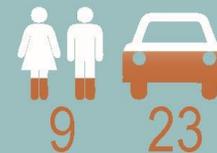
Indicates the **percentage** of signs that are in excellent, good, and poor condition.

- Excellent Condition**  
Sign information is legible, materials are in new or like-new condition.
- Good Condition**  
Sign information is legible, materials indicate normal wear and weathering.
- Poor Condition**  
Sign information may not be legible or materials are in disrepair. Need replacement or repair.

	SYSTEM	# NUMBER	VIEWER	TYPE	CONDITION
16%	Historic Site Sign	5	100% Pedestrian	Informational	25% Excellent, 75% Good
16%	Mohawk River Trail	5	100% Car	Informational	20% Excellent, 80% Good
13%	Erie Canalway Trail	4	100% Car	Informational	25% Excellent, 75% Good
13%	Train Station Directional Sign	4	100% Car	Wayfinding	25% Excellent, 75% Good
9%	City Gateway Sign	3	100% Car	Informational	33% Excellent, 67% Good
9%	Scenic Byway	3	100% Car	Informational	33% Excellent, 67% Good
6%	Parking	2	100% Car	Informational	50% Excellent, 50% Good
3%	Capitol Theatre Directional Sign	1	100% Car	Wayfinding	100% Good
3%	MVCC Directional Sign	1	100% Car	Wayfinding	100% Good
3%	State Park Directional Sign	1	100% Car	Wayfinding	100% Good
3%	Fort Stanwix National Monument Sign	1	100% Car	Informational	100% Good
3%	Hospital	1	100% Car	Informational	100% Good
3%	Park Sign	1	100% Car	Informational	100% Good

TOTAL QUANTITY

32 SIGNS





# Housing Analysis

Snapshot of existing housing stock / conditions

Assessment of existing challenges

Strategies and programs to overcome challenges

# Sample Analysis



## EXCELLENT

Recently built in new condition

Structure & grounds well maintained

## GOOD

Limited wear and tear evident

Structure appears to be safe and is not an eyesore

## FAIR

Evident wear and tear

Structure and property in need of improvements, though does not appear to be unsafe

## POOR

Significant surface wear is noticeable.

Paint is blistered and windows, steps, etc. may need to be replaced

## DETERIORATED

More than 2 substantial defects such as a sagging roof, missing materials, crumbling stairs, sagging porch & boarded windows



# Key Findings

- High proportion of renter-occupied units & cost burdened households
- Vacant property
- Aging housing stock and maintenance needs
- Deteriorated conditions
- Future Housing Demand
  - *multi-family housing for 55+*
  - *young professionals*

## Homes Valued at \$50,000 or less

BOA

**39%**



CITY OF ROME

**17%**



# housing strategies



- **Pursue HOME Investment Partnerships**
- **Encourage Small-Scale Residential Infill**
- **Expand and Build Upon Existing Code Enforcement Activities**
- **Pursue Strategic Land Acquisition**
- **Explore Alternative uses for Vacant Lots**
- **Leverage City's RFP Process**

THANK YOU

**ROME**  
NY  
*the copper city*

9.29.16