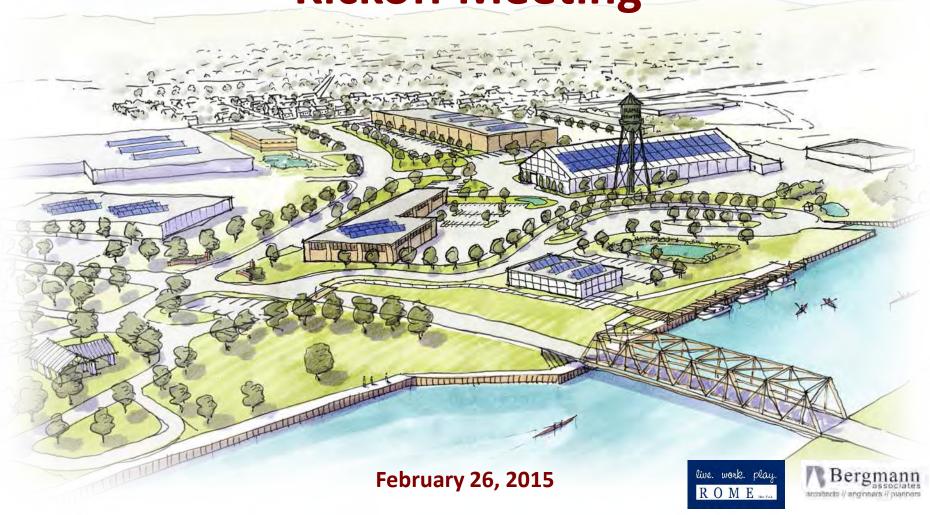
CITY OF ROME

Brownfield Opportunity Area Step 3
Kickoff Meeting



Agenda

- Welcome and Introductions
- Step 2 Recap
- Step 3 Project
 - Community Engagement
 - Scope of Work
 - Schedule
- Next Steps



The Project Team

- Bergmann Associates
- Subconsultant: Areas of Expertise
 - Marketing & Branding
 - Economics
 - Housing
 - Legal
 - Alternative Energy



Step 2 Recap "from brown to green"



WHAT IS THE BOA PROGRAM?

Financial and technical assistance to complete area-wide planning efforts to support neighborhood revitalization in areas that have been impacted by the presence of brownfields and underutilized sites.

THREE PHASE PROCESS

Step 1: Pre-Nomination Phase

Preliminary understanding of study area to identify opportunities / constraints.



Step 2: Nomination Phase

In-depth planning level studies and analysis aimed at furthering redevelopment/revitalization projects.



Step 3: Implementation Strategy

Detailed strategies for achieving vision of the BOA, including Site Assessments.

Timeline Overview

Project Kick-Off August 2008

Application for Additional
 Funding
 December 2009

Draft Nomination Plan
 September 2012

Implementation Kick-Off February 2015

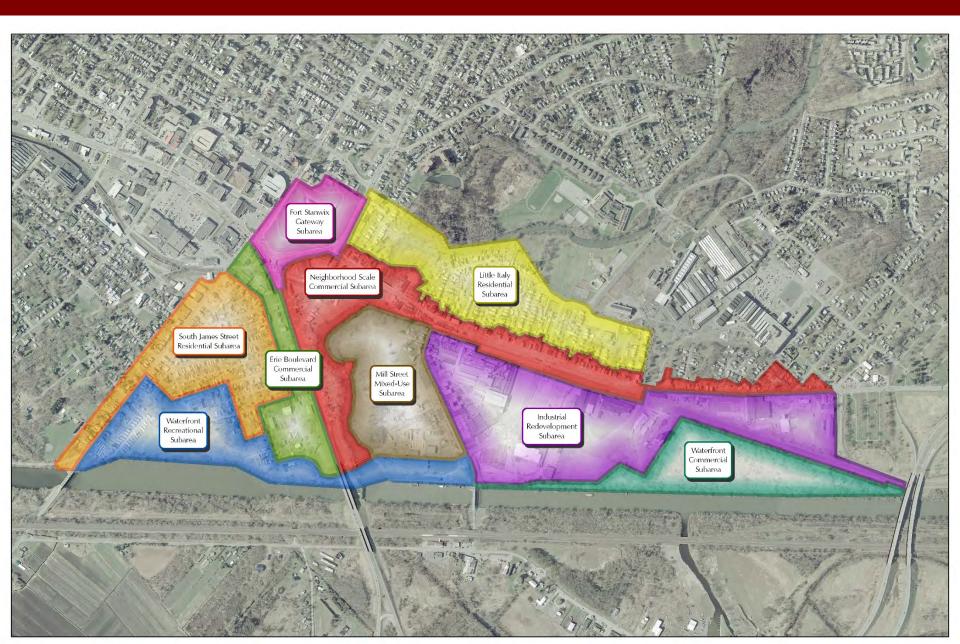
The Study Area



991 parcels covering 513 acres

The Downtown Rome BOA is a vibrant gateway and 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.

Subareas



Subarea Plans

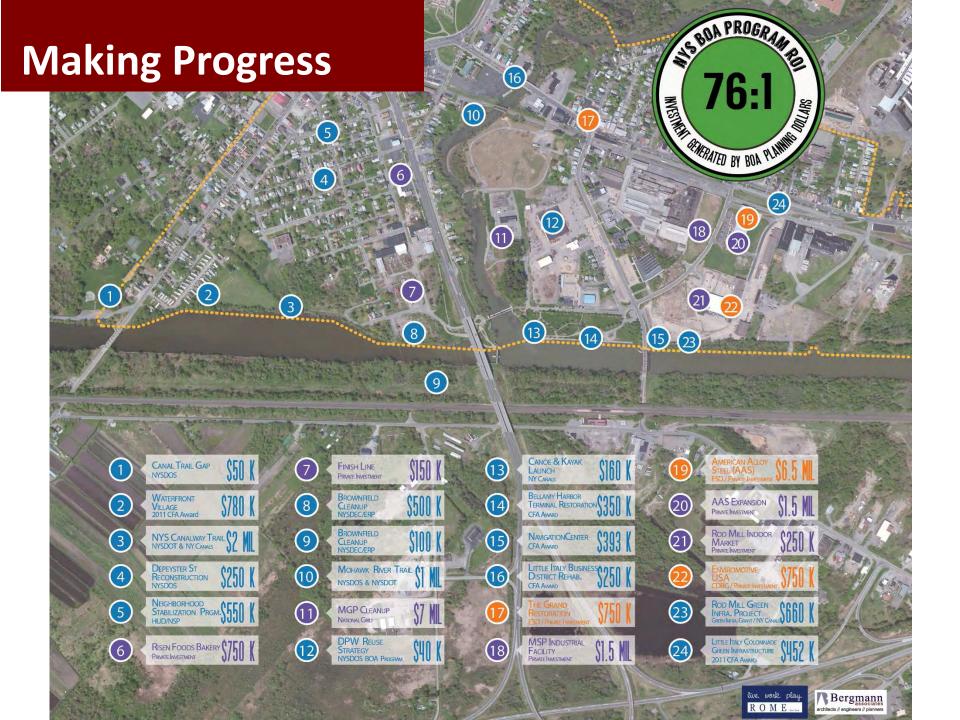
- Vision Statement
- Objectives
 (Live. Work. Play.)
- Existing Conditions
- Strategic Sites
- Recommendations
 - Land Use
 - Zoning
 - Capital Projects
 - Other Actions

SOUTH ROME RESIDENTIAL SUBAREA

IMPLEMENTATION STRATEGY

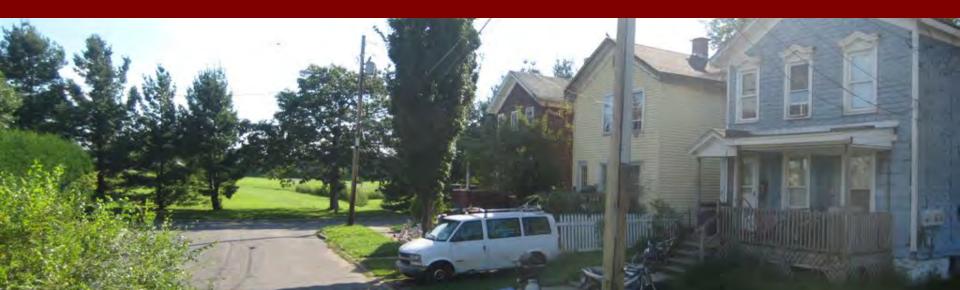
South Rome Residential Concept Map







STEP 3 BOA

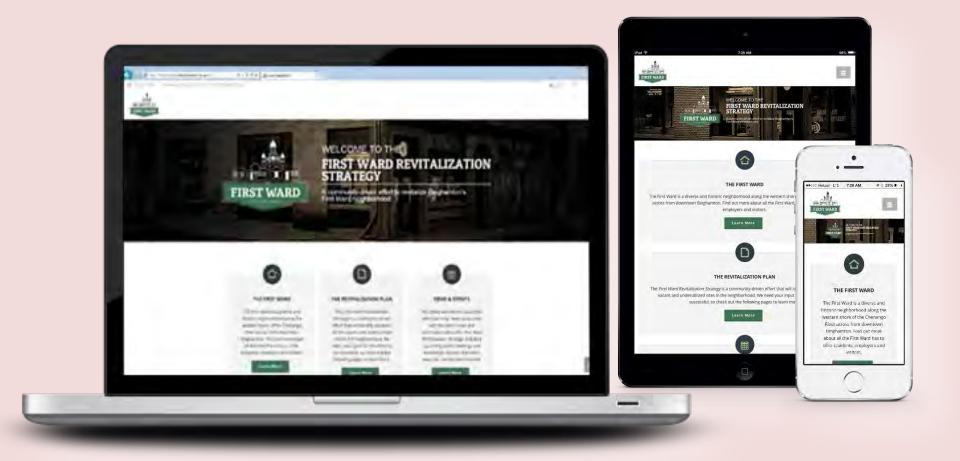


Scope of Work



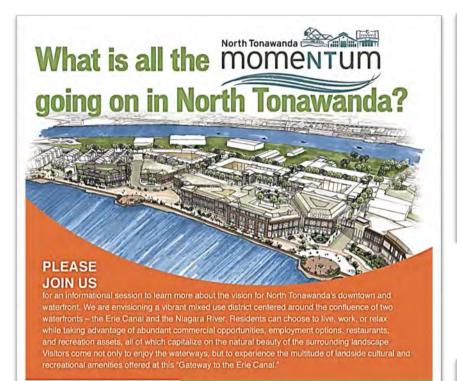


Project Website



SAMPLE: http://firstwardboa.binghamton-ny.gov/

Public Meetings & Outreach



MEETING AT A GLANCE

 Get Involved - Learn about our photo contest.

 See concepts dipicting the future vision of the waterfront and downtown

 Share your thoughts, ask questions, get involved and be part of the momeNTum.

 Enjoy some authentic theater popcorn and refreshments. This effort was made possible with the guidance and tinancial assistance provided by the New York State Department of State Brownfield Opportunity Area Program

WHEN: Monday, March 2nd, 2015

4:00 - 6:00 PM Open House - Stop In Anytime 6:00 - 7:00 PM Presentation, Questions & Answers.

WHERE: Riviera Theatre and Performing Arts Center

67 Webster Street · North Tonawanda, NY 14120

CONTACT: MICHAEL ZIMMERMAN

Executive Director, Lumber City Development

716-695-8580 ext 5515

mzimmerman@lumbercitydc.com

Like to 00 Facebook, www.facebook.com/facilit/lineaeand/dutementer

NTMOMENTUM.COM (UNDER CONSTRUCTION)









Steering Committee Meetings

Public Meetings and Workshops



Stakeholder Interviews



Commercial Building Inventory

- Database format
- Inventory for business attraction and investment



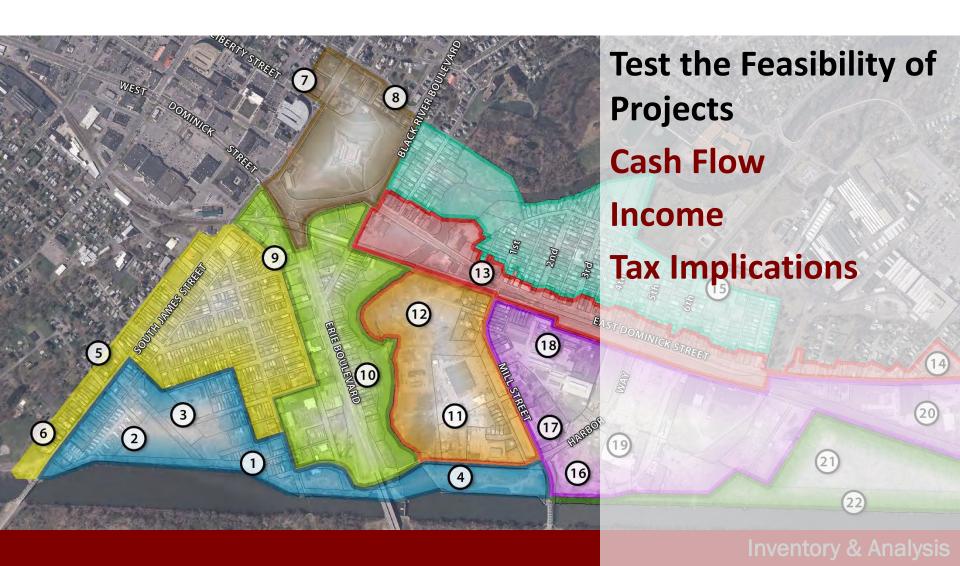
Housing Analysis

- South Rome and East Rome
- Identify needs and market demand
- Future housing opportunities (types, densities)
- Housing rehab and infill strategies



Cost-Benefit Analysis

Economic-based land use analysis



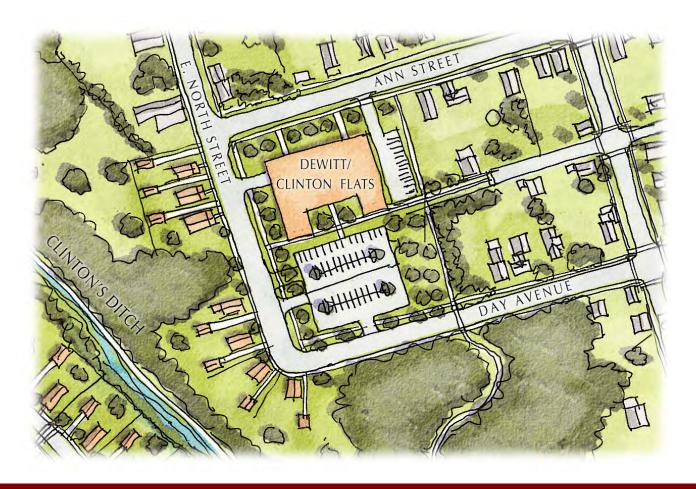
Relocation and Reuse Feasibility

 Relocation and reuse of strategic sites and buildings within the study area.



Adaptive Reuse Analyses and Map

 A range of adaptive reuse scenarios for strategic sites as a creative and viable option for redevelopment.



Land Assembly Strategies

- Historic Gateway and Waterfront Village subareas
- Focus on large-scale redevelopment opportunities
- Budgeting, cost estimating, financing, legal due diligence



Design Alternatives for Strategic Sites



Erie Boulevard Corridor

Landscaping & Streetscape Design





Pedestrian Safety & Access



Walkways



Gateway Enhancements

Bioremediation Strategy

 Feasibility of using bioremediation to address site contamination

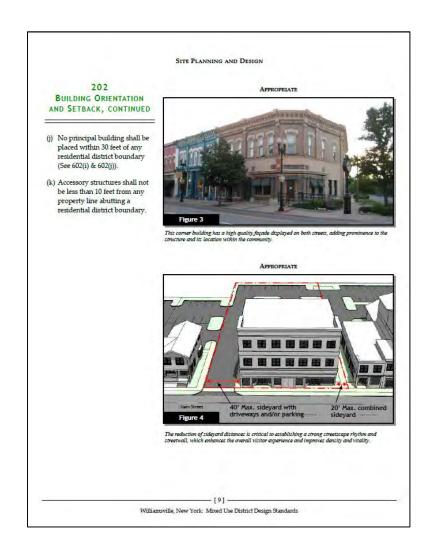


Future Land Uses & Zoning Updates



Design Standards / Guidelines

- Sidewalks,
- Site design,
- Green infrastructure,
- Building entryways,
- Parking,
- Landscaping, and
- Building orientation.



Land Use Incentives

Identify potential development incentives, such as green and brownfield incentives

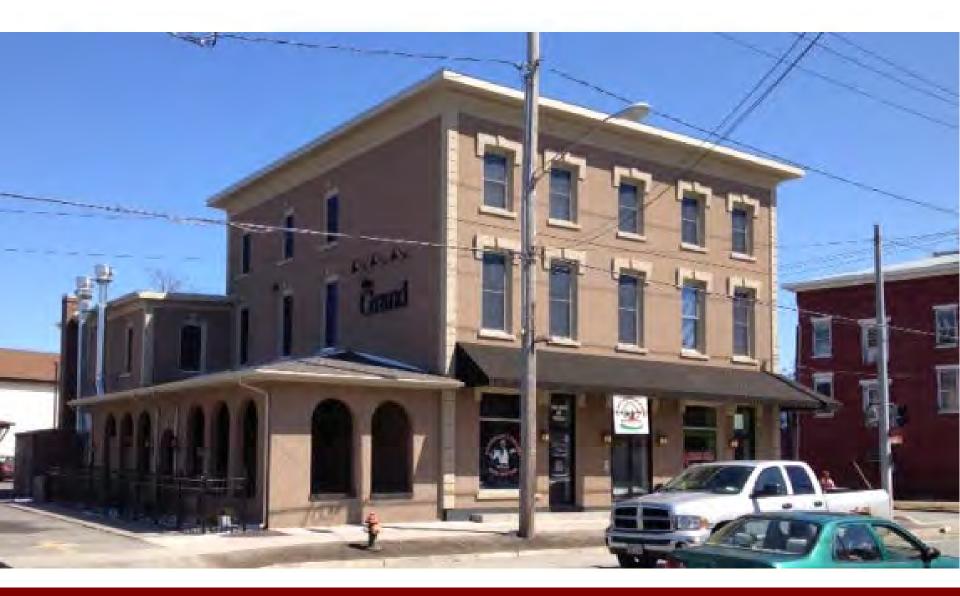




Marketing & Branding Strategy



Developer Requests for Proposals



Subarea Branding- Logos





city resurgence, from downtown to the waterfront



Brochures and Pamphlets



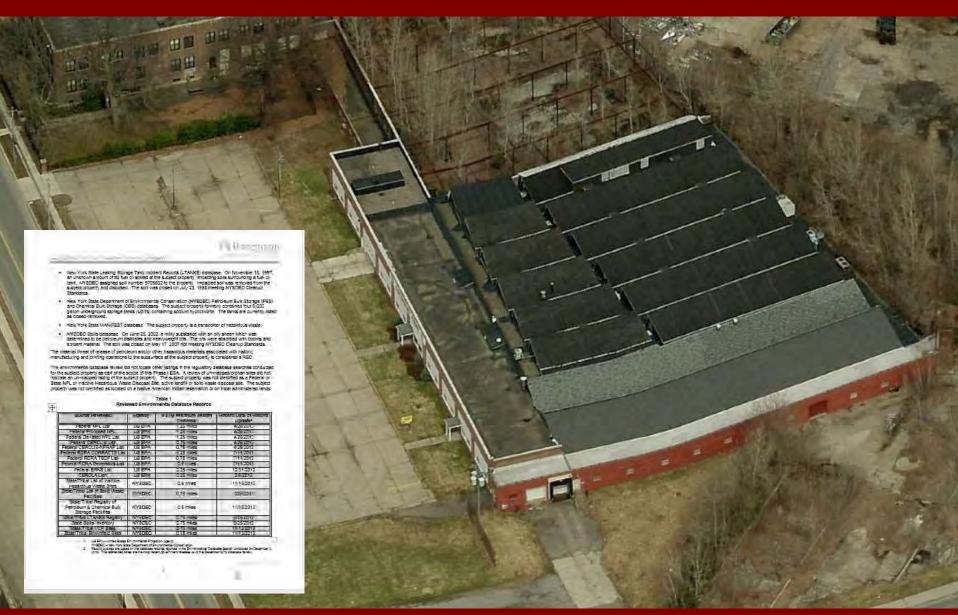




Site Profile Sheets



Site Assessments



What is the Process for An Environmental Impact Statement? (EIS)

- Scoping
- Draft EIS
- Public Comment Period (including a public hearing)
- Final EIS
- Findings Statement

EIS Advantages

- Presents in-depth disclosure of impacts and mitigation
- Provides for analysis of alternatives
- Allows the balancing of environmental impacts against the social and economic benefits of a project(s)
- Facilitates redevelopment a "carrot" to attract future investment – saves developer time and money

EIS Contents

- Proposed Action
- Purpose, Public Needs and Benefits
- Setting, Impacts, Mitigation, Alternatives, Development Parameters:
 - A. Geology, Soils and Topography
 - B. Water Resources
 - C. Vegetation and Wildlife
 - D. Aesthetic and Visual Resources
 - E. Parks, Recreation and Open Space
 - F. Historic, Cultural and Archaeological
 - G. Community Character, Land Use and Zoning
 - H. Floodplain
 - I. Wetlands and Invasive Species

- J. Transportation
- K. Utilities
- L. Community Facilities
- M. Use and Conservation of Energy Resources
- N. Solid Waste Management
- O. Temporary Impacts
- P. Unavoidable Adverse Impacts
- Q. Irreversible and Irretrievable Commitment of Resources
- Summary of site specific development parameters and conditions.

Next Steps and Questions

- Get started!
- Select subconsultants
- Public meeting #1

CITY OF ROME

Brownfield Opportunity Area Step 3



Steering Committee Meeting #2
Design Workshop



AGENDA

- Welcome and Introductions
- Project Updates
- Subarea Planning
- Design Character Exercise
- Small Group Exercise: Master Plan
 - Land Use
 - Priority Sites
 - Implementation
- Next Steps

PROJECT UPDATES

BELLAMY PARK CFA



WATERFRONT VILLAGE RFP



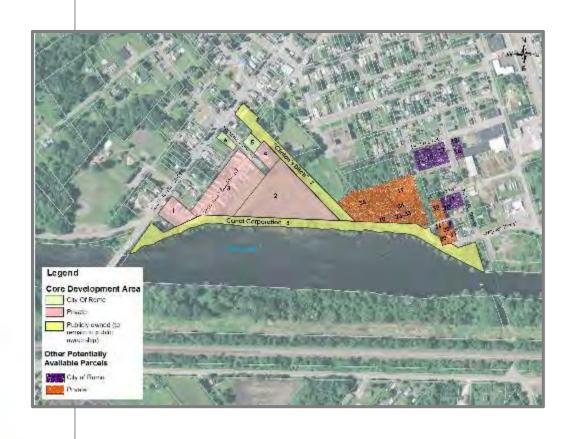
Rome, New York

Request for Proposals

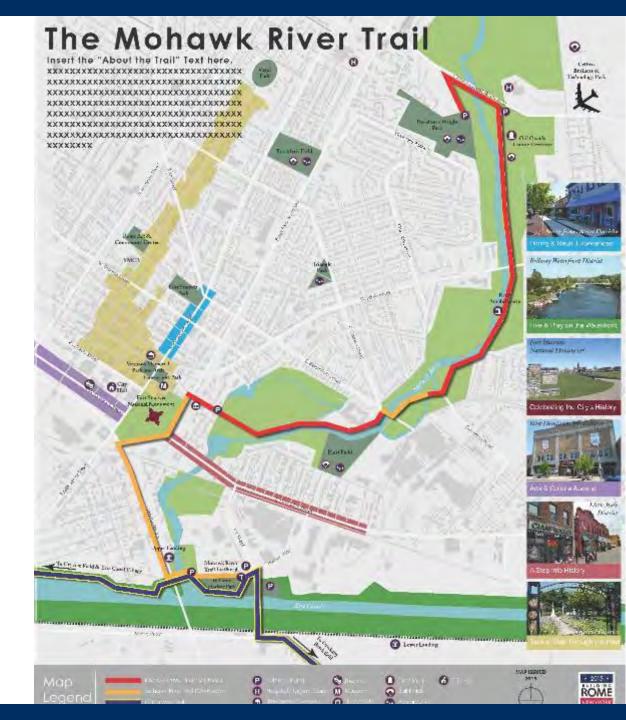
Creating a New Waterfront Village Along the Erie Canal



painwers Communis 1985 South Walterpair Source Prince of Development View, No. 1946-1977



MOHAWK RIVER TRAIL



PHASE 1 ESA

109 Canal Street – Rome Turney Site









PHASE 1 ESA

301 Mill Street - Canterbury Press









MARKETING & BRANDING

Morrissey Group

- Project Website
- Videos
- Story Maps
- Site Marketing and Promotion
- Business AttractionStrategies





SUBAREA PLANNING

Historic Gateway

There have been changes in the study area since completion of the Step 2 BOA

 Need to revisit subareas to align with needs / implementation activities

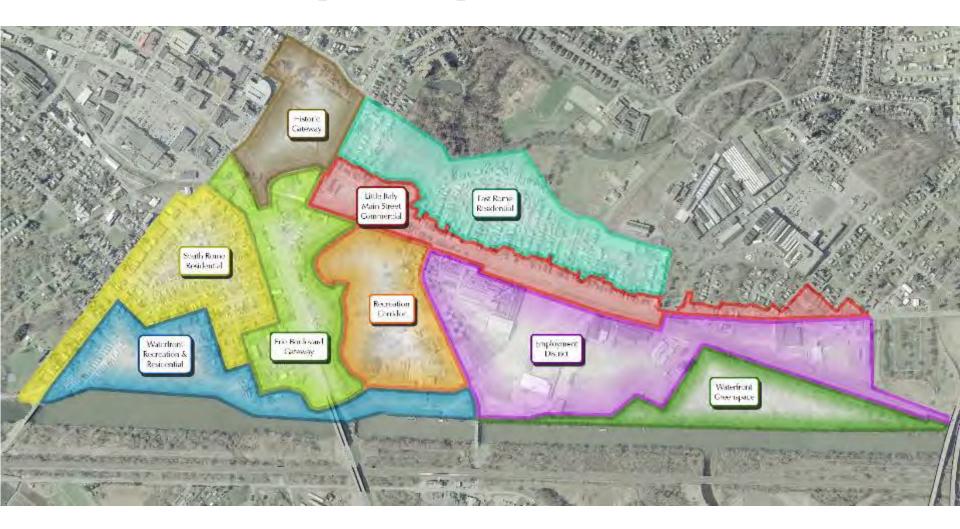
Corridor

eterfront reation &

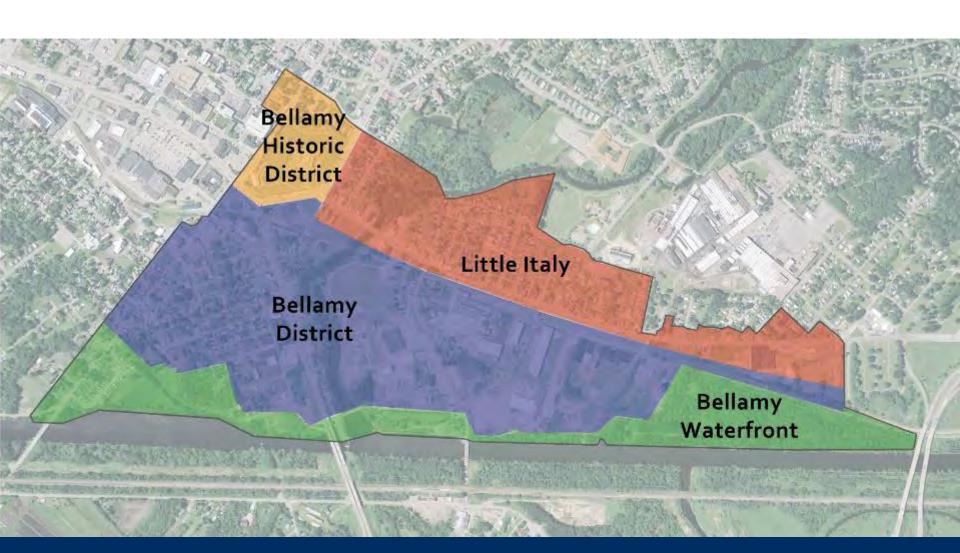
Employment District

> Waterfront Greenspace

SUBAREAS (2012)



REDEFINING THE SUBAREAS... DISCUSSION?



DESIGN CHARACTER EXERCISE

PURPOSE:

 Gather input on desirable and undesirable styles/character of development....

Allowing us to move from conceptual design to policy and zoning code development.

Example





Little Italy







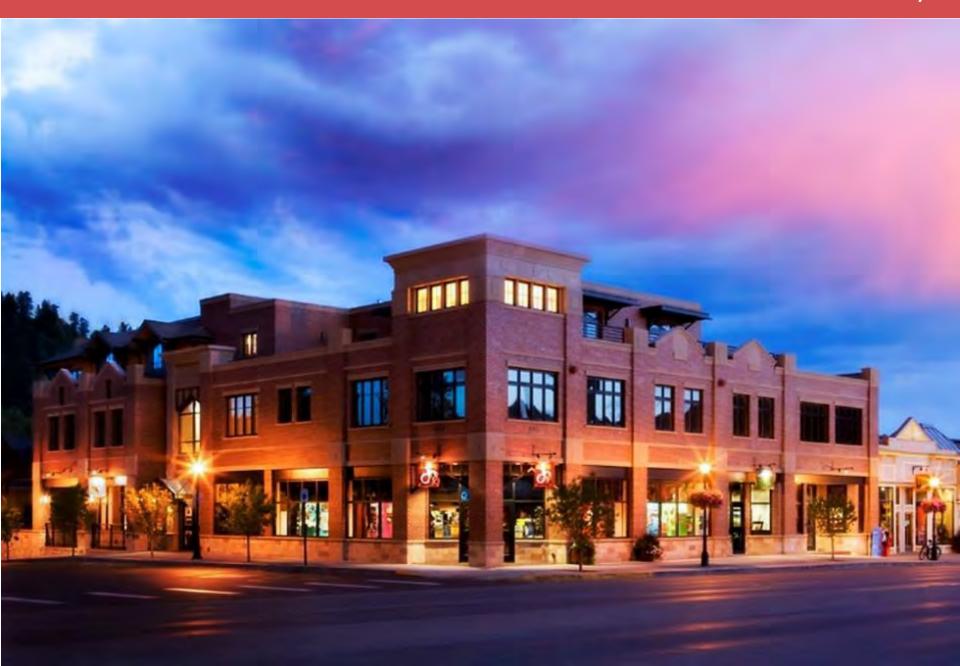












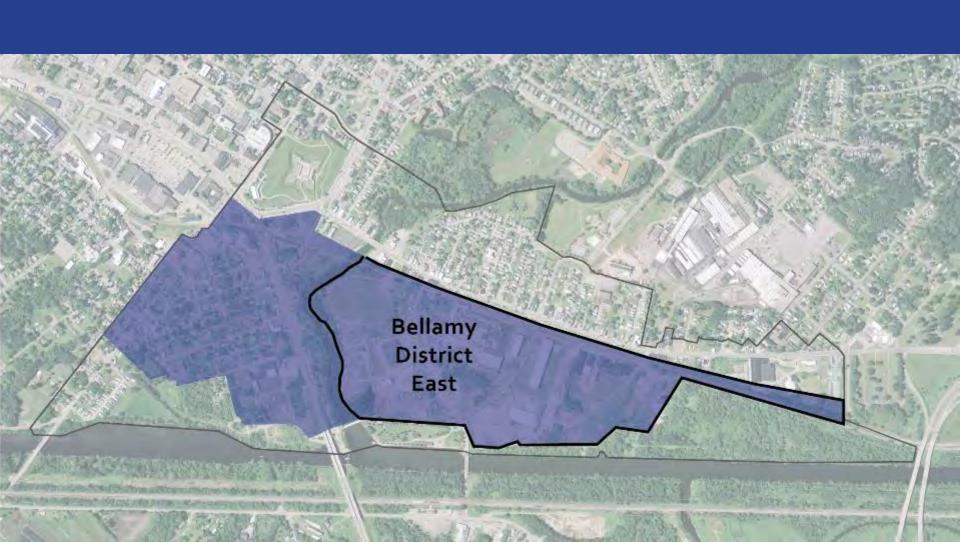








Bellamy District - East



















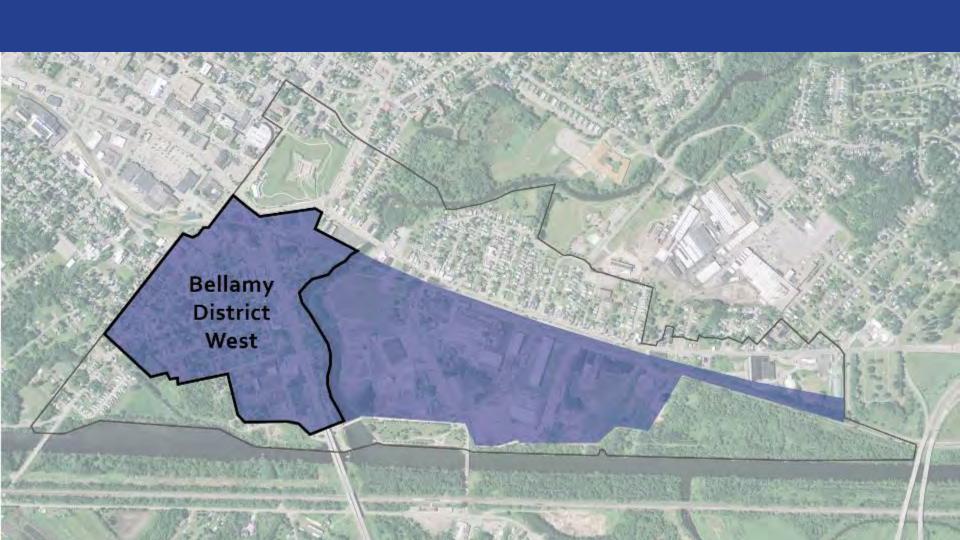


Bellamy District - East





Bellamy District- West





Bellamy District - West

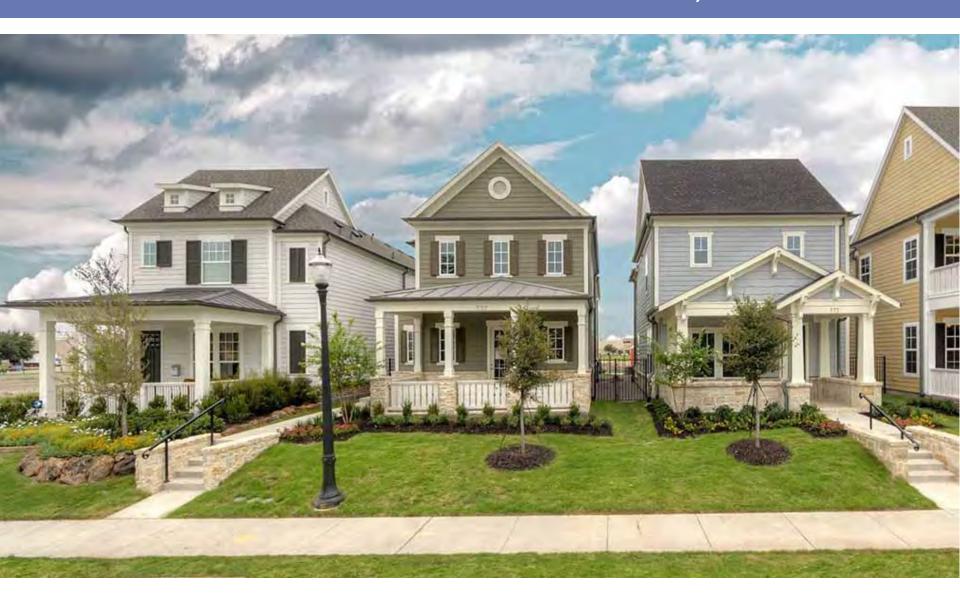






















Bellamy Waterfront



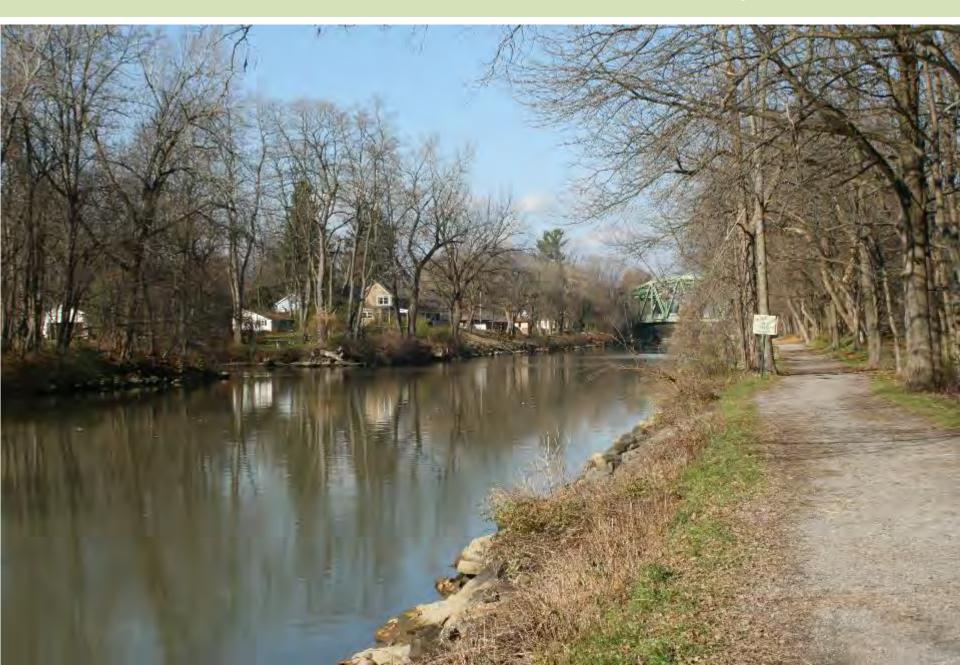






















MASTER PLAN UPDATE

DESIGN PRINCIPLES

- Create Usable Public Spaces
- Focus on Pedestrian Amenities
- Enhance Streetscapes and Connectivity
- Offer a Range of Uses *live, work, play*
- Consider Adaptive Reuse Opportunities
- Retain Scale and Character

2012 VISION PLAN



UPDATING THE VISION PLAN: CONSIDERATIONS

- Has our vision for specific areas or sites changed?
- Are there new projects that need to be reflected?
- What are the priority sites we need to focus on?
- What activities need to be undertaken to advance redevelopment?

GROUP EXERCISE

NEXT STEPS

- Modify Vision Plan
- Identify "Study Area" Branding
- Design Guideline / Form-Base Code Development
- Public Meeting #1

CITY OF ROME

Brownfield Opportunity Area Step 3



Steering Committee Meeting #3

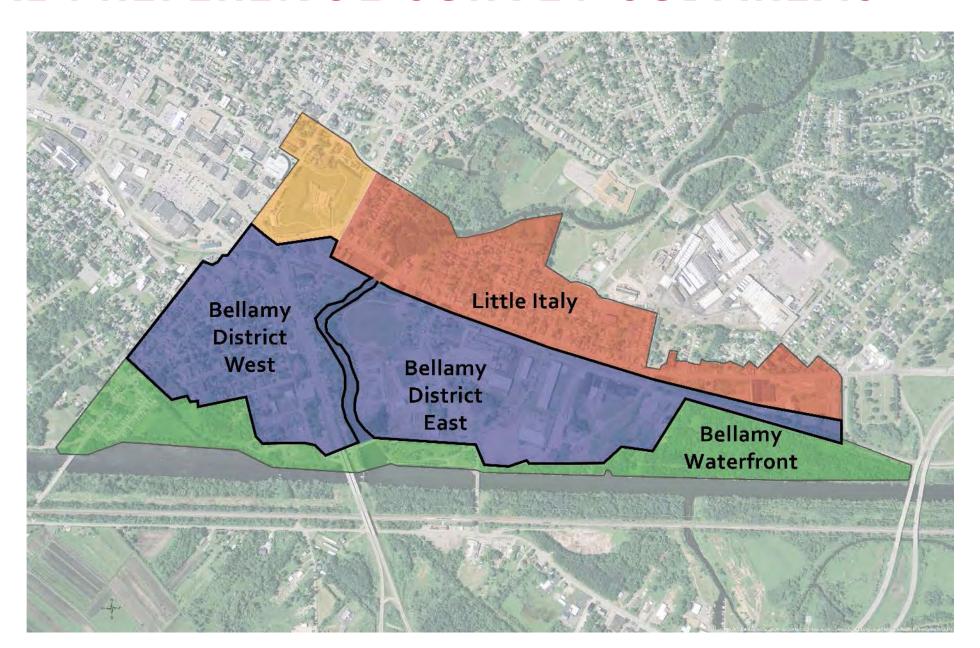


AGENDA

- Welcome
- Recap of Meeting #2
 - Visual Preference Survey
 - Master Plan
- 3D GIS
- Brand Development
- Next Steps

RECAP OF MEETING #2

VISUAL PREFERENCE SURVEY SUBAREAS



VISUAL PREFERENCE SURVEY RESULTS

- Design exercise intended to capture the desired aesthetic that would be used as a framework for moving from conceptual planning to design guidelines and code development.
- 48 images that included a range of uses, streetscape designs, building materials and architectural character for each subarea.

		Image Ranking				
		Not Appropriate (avoid)		Neutral		Very Appropriate (encourage)
Area	Image #	-2	-1	0	1	2
Little Italy	1	0	1	1	6	1
	2	0	0	1	6	2
	3		3	2	3	1
	4	4	1	0	1	3
	5	2	2	1	3	1
	6	1	2	3	1	2
	7	0	1	3	3	2
	8	0	3	2	0	4
	9	0	1	1	4	3
	10	1	3	1	1	3
	11	1	3	5	0	0
	12	3	4	1	1	0
	13	0	1	4	1	3
	14	0	1	1	3	4
	15	2	0	2	4	0

LITTLE ITALY

Most Favorable







Least Favorable





Preferred Design Attributes:

- $2-2\frac{1}{2}$ stories
- Strong architectural features
- Streetscape amenities
- Allow for uses to spill onto public sidewalks

BELLAMY DISTRICT: EAST

Most Favorable







Least Favorable





BELLAMY DISTRICT: WEST

Most Favorable









Least Favorable







BELLAMY WATERFRONT

Most Favorable







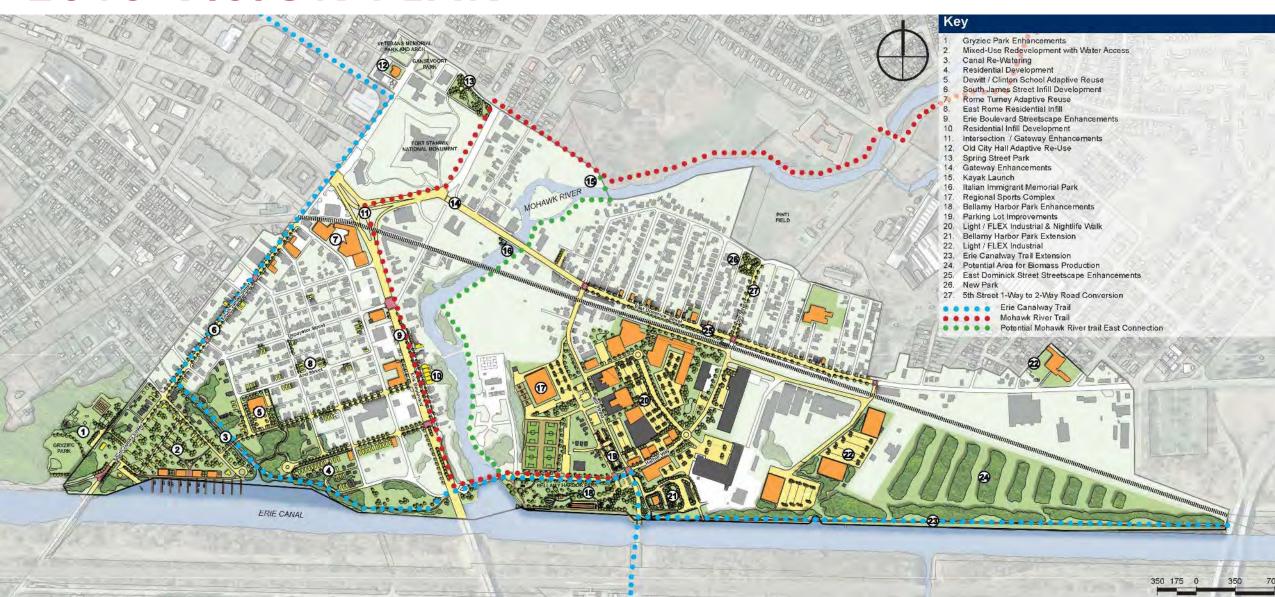


Least Favorable





2015 VISION PLAN



3D VISUALIZATION

HOW CAN WE USE 3D VISUALIZATION?

Visualization:

- Existing Conditions
- Master Plan
- Zoning Analysis
- Build-Out Analysis
- Marketing and Promotion

Analysis:

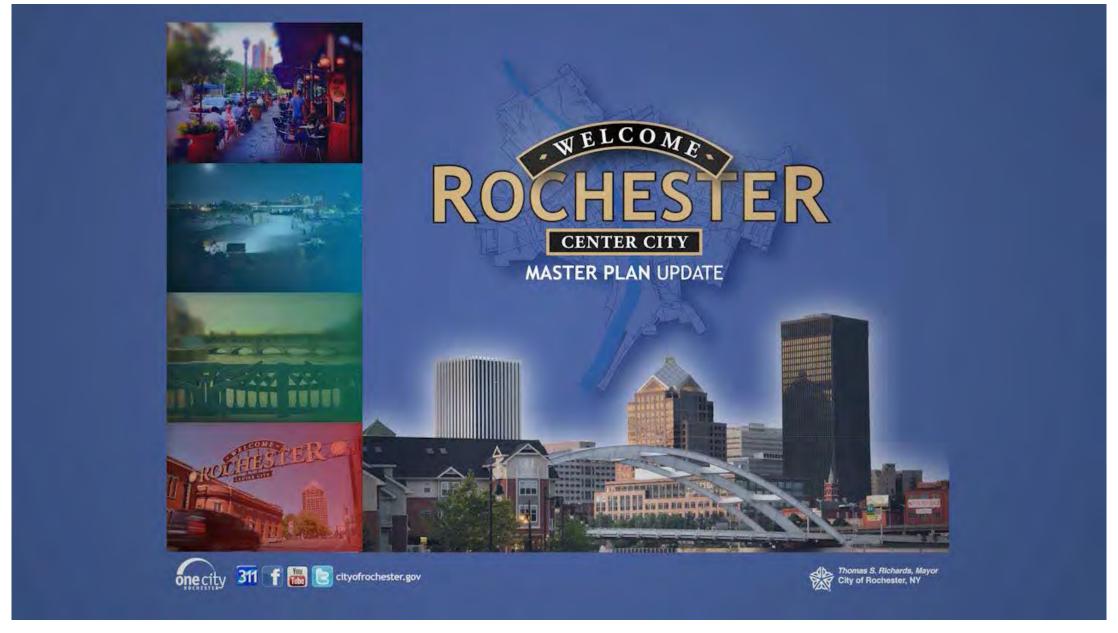
- Line of site
- Shadow impact
- Build-out impacts

3D Scene Components

- Terrain
 - Air photo
 - Planning graphics
- Building Models
 - LOD 1-4
 - Simple massing → realistic model
 - Transparent → photo textured
 - Parametric Models
- GIS Data
 - Trees, benches, signs
 - Any other vector data!
 - Zoning
 - Property class



MASTER PLANNING

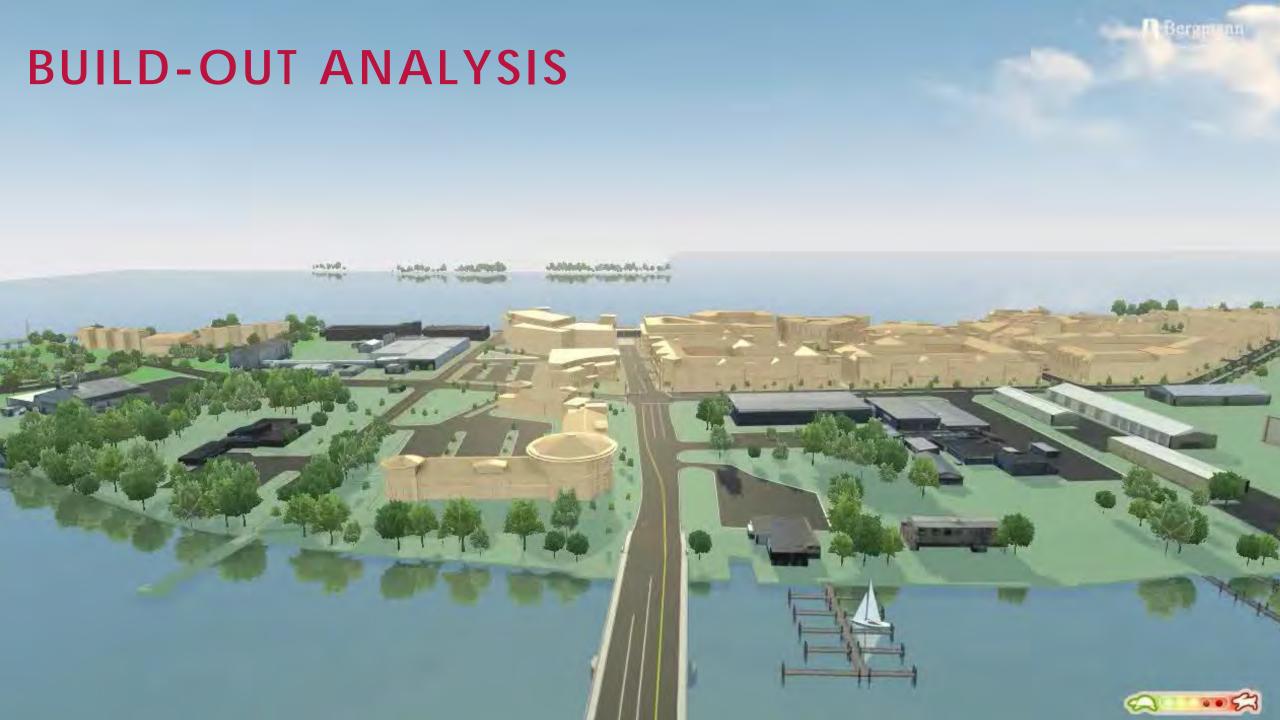


ZONING

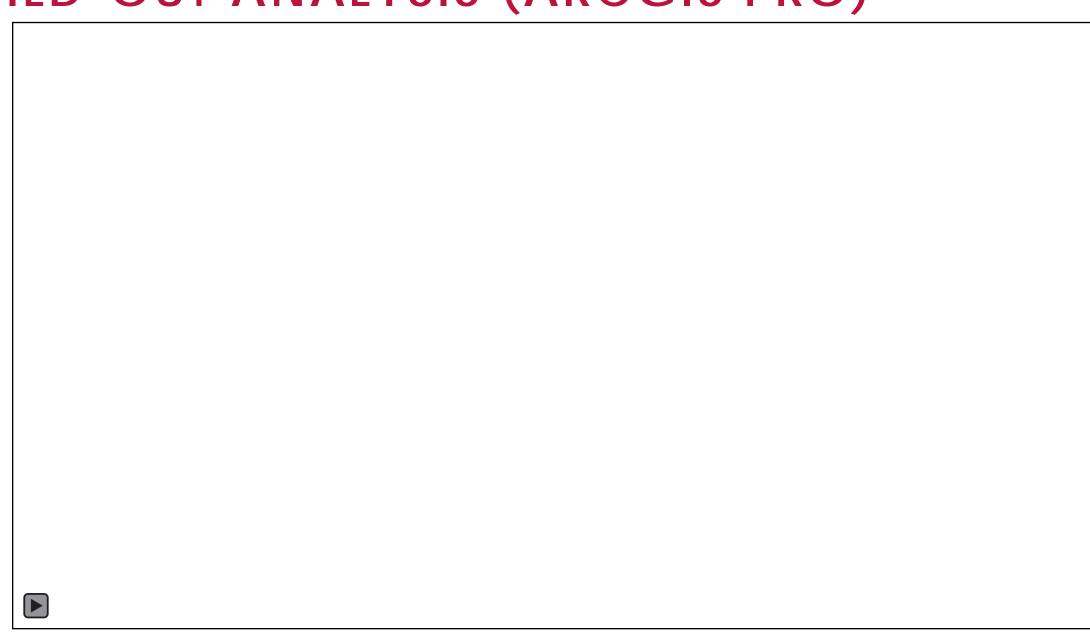
City Charlotte Comprehensive Zoning Ordinance Revision Services

North Brevard Street | Gantt Huberman Architects
A Division of Bergmann Associates Example





BUILD-OUT ANALYSIS (ARCGIS PRO)



MARKETING AND SITE PROMOTION



TYPES OF 3D VISUALIZATION

3D GIS

Benefits:

- Integration of existing GIS Data
- Supports Analysis
- Significant investment in Esri 3D
- Publish to Web

Limitations:

- Expert user to set-up
- Requires Esri Licensing

3D Simulation

Benefits:

- High fidelity rendering
- Simple to use
- Supports video production

Limitations:

- "Black box"
- Expert set-up
- Licensing (3D Studio Max)

INTERACTIVE MAPPING

Esri Story map Gallery: http://tinyurl.com/ppnwm37

3D Web Scene Geodesign: http://tinyurl.com/oyzfct6

All Purpose story map. http://tinyurl.com/lyf5jhw



- How would you like to see 3D Visualization utilized in the Downtown Rome BOA?
- What do you see as opportunities for utilizing 3D in Rome?
- What do you see as the limitations for utilizing in Rome?
- What's your Esri capability / Road map?

BRAND DEVELOPMENT







Awareness Understanding Value



I want it [meaningful]
Nobody else has it [ownable]
I believe it [credible]



HOUSE FOR SALE

Crooked Brook Lane

HOUSE FOR SALE

Flash Flood Drive





Buyers

Stakeholders



IDEAL LOCATION FOR LIGHT/HEAVY INDUSTRY & DISTRIBUTION

- Proven strategic Central New York location
- -Within 500 miles of 17 of the top 50 U.S. markets
- Large and small parcels, shovel-ready sites
- Distinctively designed development areas
- Compelling incentives for relocation and expansion
- Exceptional quality of life and recreation location

RARE COMBINATION OF PEOPLE, RESOURCES & SERVICES

- A stable high-quality work force with extensive advanced training and higher education opportunities
- Low cost, high voltage electric distribution system
- Unlimited municipal water supply
- Infrastructure includes rail, steam, gas and fiber ready

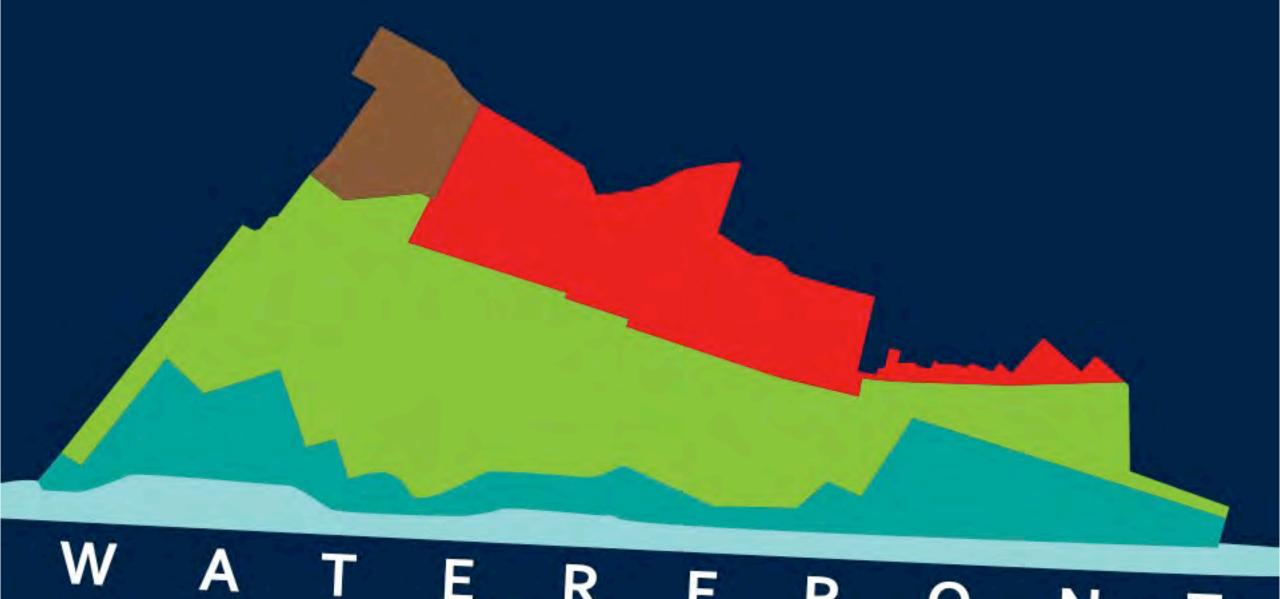
- Cost-effective airfield alternative to major metros
- Municipal sanitary sewer system
- Rail spur from CSX mainline
- Industrial port on the Erie Canal

We call that GRIFISS

High Tech Park

Military Installation





W A T E R F R O N



Expand the perceptual footprint





Something that makes meaning

Something we own

Something believable

FORT **STANWIX** HISTORIC AREA LITTLE ITALY **BELLAMY HARBOR** BELLAMY **HARBOR PARK**



513 acres of Responsible Waterfront Development

Industrial

Commercial

Residential





S ш S NDUSTRIA

• 2015 • BUILDING ROME DEPARTMENT OF COMMUNITY & ECONOMIC DEVELOPMENT

NEXT STEPS

- Project Website
- 3D Visualization Development
- Design Guideline / Form-Base Code Development
- Public Meeting #1

CITY OF ROME

Brownfield Opportunity Area Step 3



Steering Committee Meeting #4



AGENDA

- Welcome
- Summary of Survey Results
- 3D Model
- Implementation Activities
 - Priority Projects
 - Form Based Code Development
- Next Steps

Summary of Survey Results (Brand Development)

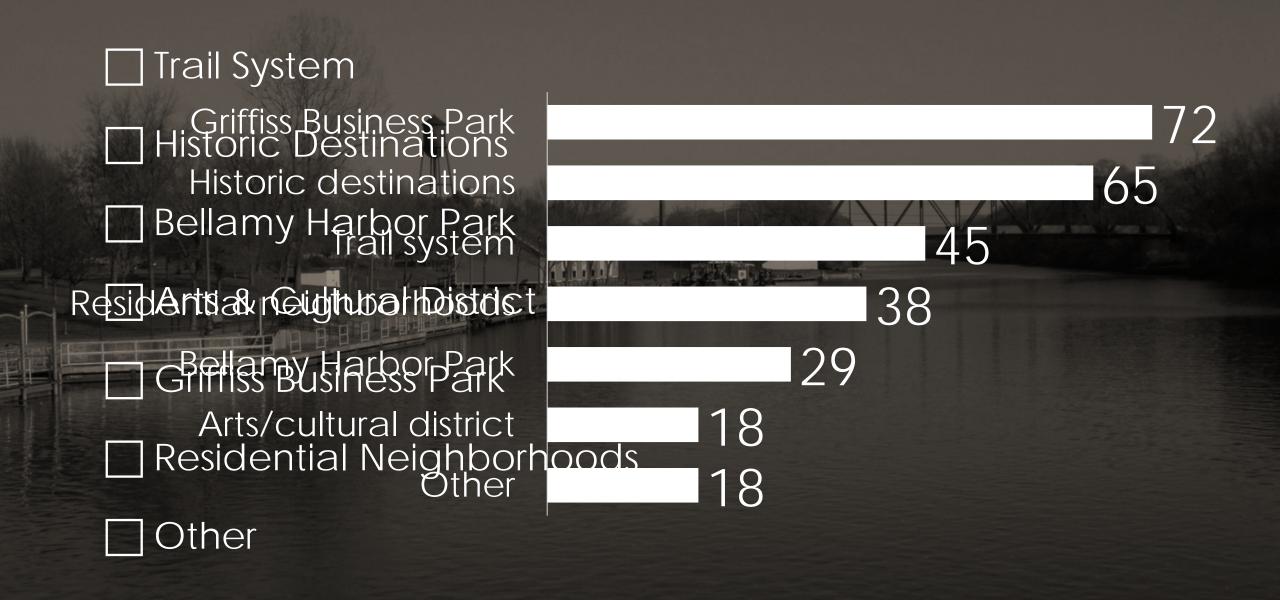
https://www.surveymonkey.com/r/RomeBOASurvey



Q1: Information about you:



Q2: What qualities best define Rome?



Q2: What qualities best define Rome?



- o Nothing sets it apart (4)
- o It's home (3)
- o The people (2)
- Quiet and not as progressive as other cities
- o Quality of life
- o Walkable in town
- o Safety, navigable, lack of traffic
- o Affordable real estate
- o Safe neighborhoods
- Future potential for development
- o Airway, railroad, highway, waterways are easily accessible
- o Erie Canal

Q3: Increasing Tourism – What area would you highlight first?

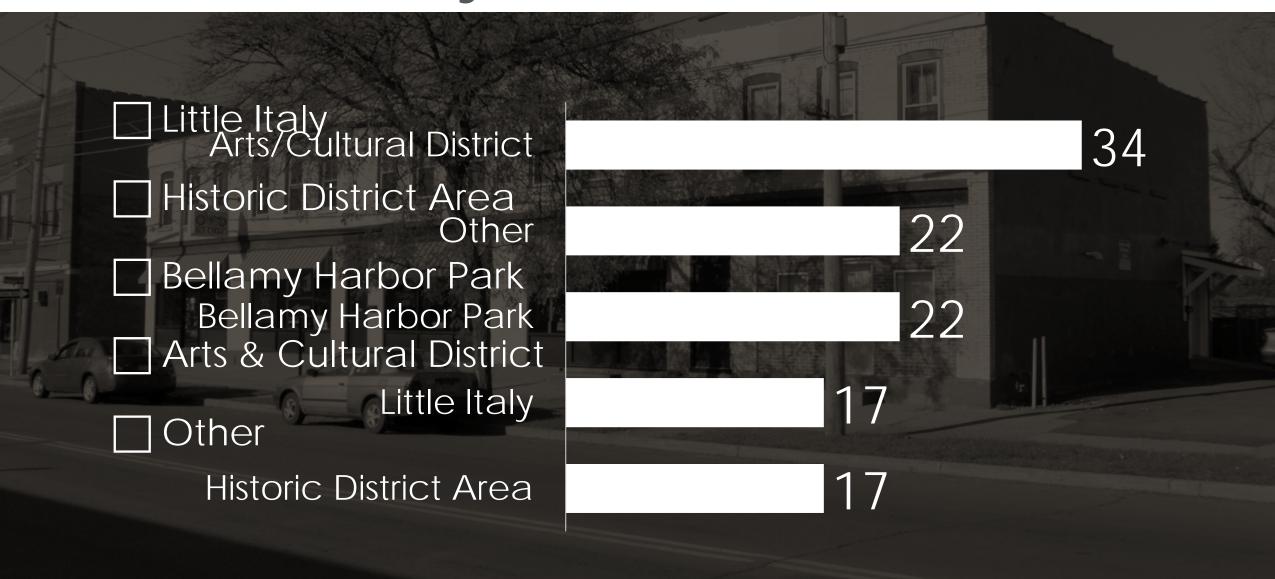


Q3: Increasing Tourism – What area would you highlight first?



- o Griffiss Air Force Base (2)
- o High traffic area where amenities can be seen and accessed
- o All of the City
- o Entertainment
- Promote Rome as a whole
- o Downtown Dominick Street near the Capitol Theater
- o The small town feeling of everyone being family
- o Turin Road headed into Lee area
- o Lake Delta

Q4: Small businesses zone-Where would you locate it?

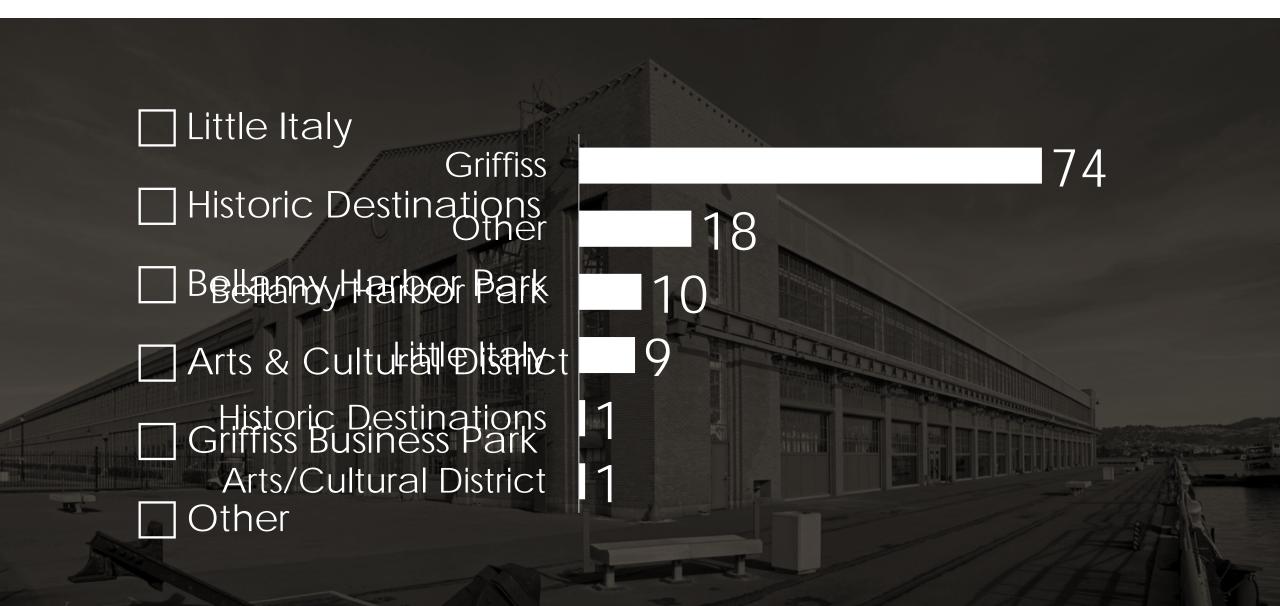


Q4: Small businesses zone– Where would you locate it?



- o Griffiss Park (4)
- o West or South Rome (3)
- o E. Boulevard (3)
- o Downtown (3)
- Not one particular location business dependent (3)
- o North Rome-Price Chopper (2)
- o Little Italy up to Fort Stanwix
- o Uptown
- o Upper Turin Road area
- o Suburbs

Q5: Large Manufacturing Business-Where would want to see it move?



Q5: Large Manufacturing Business– Where would want to see it move?



- o Redevelop vacant sites used and abandoned by manufacturing businesses (4)
- o West side (4)
- o Outside the subareas (3)
- o Former Woodhaven (2)
- o Martin Street- no large manufacturers should be near the river
- o Old Rome Cable area
- Currently vacant business commercial zones & buildings
- o Business dependent
- o Eastern side of Bellamy Harbor

Q6: Why do you visit Bellamy Harbor today?

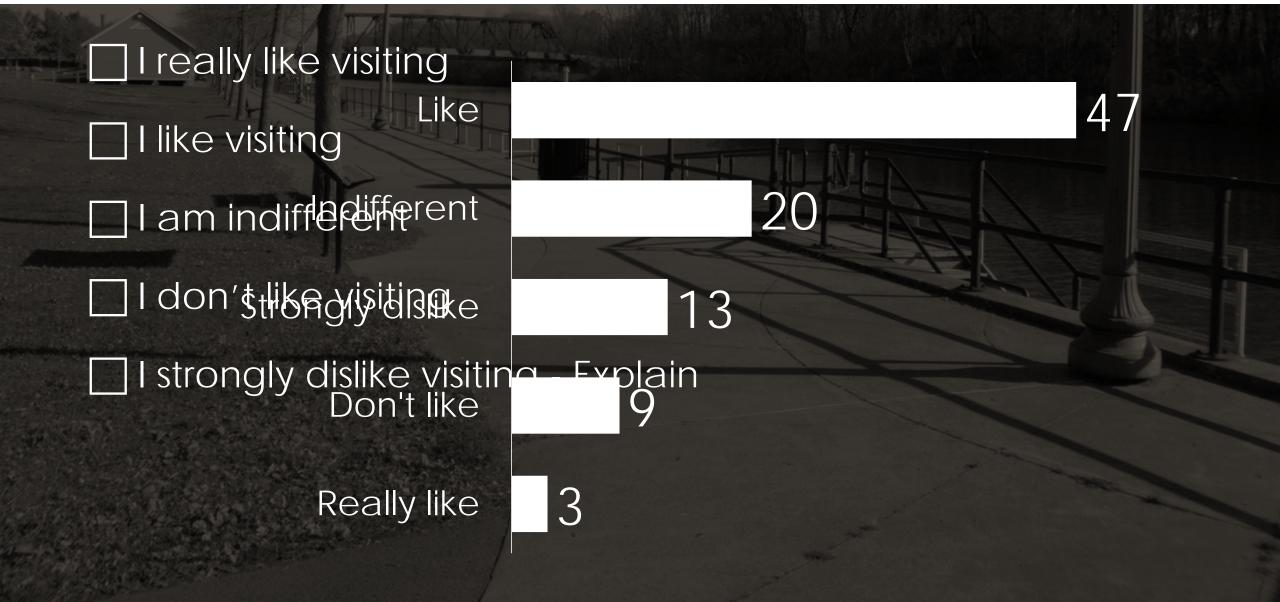


Q6: Why do you visit Bellamy Harbor today?

X I don't. Please explain:

- No reason to visit / nothing to do / limited motivation (27)
- o No time (2)
- o There needs to be additional attractions restaurants, activities (2)
- Empty buildings that need to be removed; depressed area (2)
- Only reason is for Canalfest (2)
- o Drive through only; look at ongoing progress
- No connection to the history or modern use of the canal

Q7: If you visit Bellamy Harbor – How do you feel about the area?



Q7: If you visit Bellamy Harbor – How do you feel about the area?

I strongly dislike B.H. Please explain:

- Could be used for more special events and more for families to do / restaurants
 / shops / amenities / develop as a tourism destination (13)
- o Wonderful as a start-strong infrastructure but needs to be more developed (6)
- Need to relocate City Yard- it is prohibiting the waterfront district from developing (2)
- Use for fishing access only
- o Disconnected uses
- Needs more parking for existing businesses
- Limited need / motivation to go there
- o Unfinished projects

Q8: Issues facing Bellamy Harbor District?

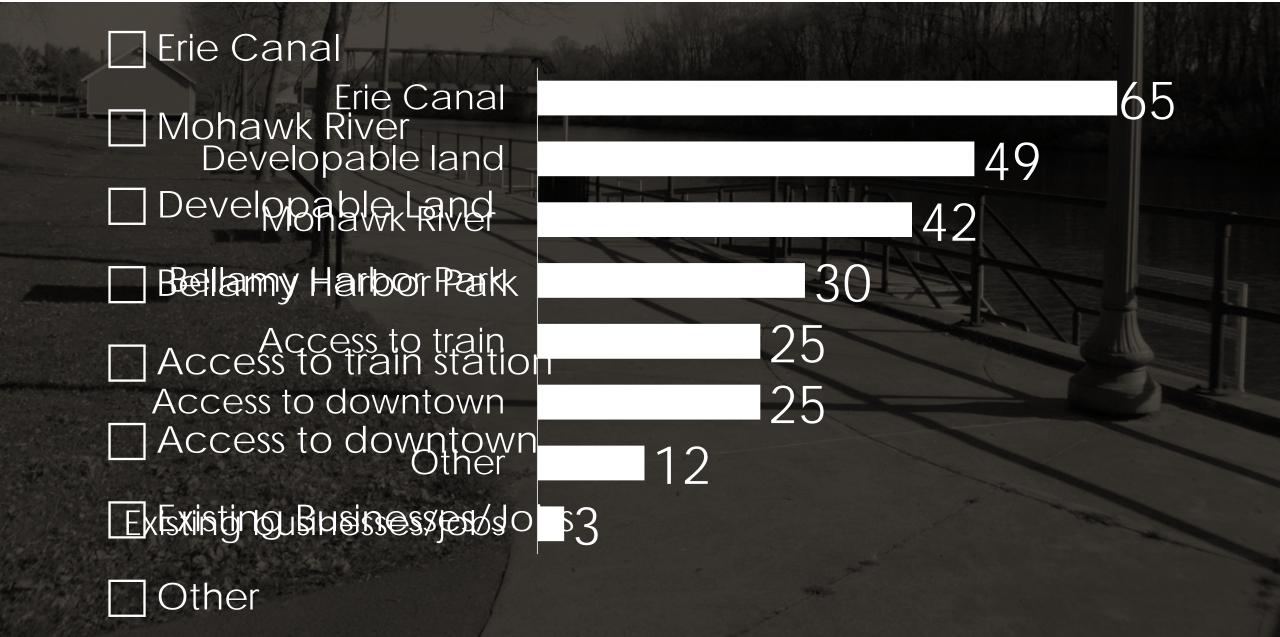


Q8: Issues facing Bellamy Harbor District?



- Lack of proper planning / not realistic (2)
- o Lack of commitment from the City
- Need for 4-seasons activities

Q9: Bellamy Harbor's biggest assets?



Q9: Bellamy Harbor's biggest assets?

Other:

- o All of the above (2)
- o Trail, location (2)
- o No big asset (2)
- o Area has the potential to be a catalyst for growth (2)
- o The park

Q10: What one project would change your perception of Bellamy Harbor?



Q10: What one project would change your perception of Bellamy Harbor?



- o All of the above (3)
- o Nothing (2)
- o Relocate DPW
- Utilize the General Cable Tower
- o Workable, beneficial ideas for improvement
- o Remove old vacant buildings
- o Complete bathrooms, retail space, restaurants, shop

Q11: What improvements would make you want to spend more time in Bellamy Harbor?



Q11: What improvements would make you want to spend more time in Bellamy Harbor?



- Develop it as a place where people want to go shopping / dining / social events / mixed-use (6)
- o All of the above (2)
- Senior housing
- o No opinion / interest in the area (3)
- o More commitment from the City
- o Recreational hub for the City
- o Better lighting

Q12: Why do you visit Little Italy today?



Q12: Why do you visit Little Italy today?



I don't visit Little Italy. Please explain:

- Nothing to do / no attraction / lack of amenities & commercial businesses (7)
- There are other places in Rome that need attention / name / designation of "Little Italy" is biased (3)
- o Drive through the area only (2)
- o Mazzaferro's
- o Church
- o The people
- o Limited knowledge of what is there
- o Access one business
- o Too much traffic
- o No parking

Q13: If you visit Little Italy– How do you feel about the area?



Q13: If you visit Little Italy– How do you feel about the area?

Other Comments:

- Needs to be more of a commercial district cafes / outdoor seating / businesses
 / amenities (9)
- Needs better parking / off-street parking (5)
- Run down / depressed / vacant land / abandoned buildings (4)
- Improvements being made are good (3)
- o Designation of "Little Italy" ignores other immigrant communities (3)
- o The people (2)
- o It's a pathway through Rome
- o Needs more Italian restaurants, bakeries, businesses

Q14: If you were to expand Little Italy, what would you add first?



Q14: If you were to expand Little Italy, what would you add first?



- o All of the above (3)
- o Mix of uses / Shopping (2)
- o Not much room for expansion (2)
- o Housing / condos
- o Thorough planning
- o Night life
- o Diversity

Q15: What are some issues facing Little Italy?



Q15: What are some issues facing Little Italy?

Other:

- Has the potential to be a walkable place / place to enjoy the outdoors /restaurants / entertainment (4)
- Run down housing / lack of attractive housing options (2)
- o Remaining blight (2)
- o The people (2)
- o Parking and safety
- Lack of funds by private businesses
- o It's designation (name "Little Italy")

Q16: What are Little Italy's biggest assets?

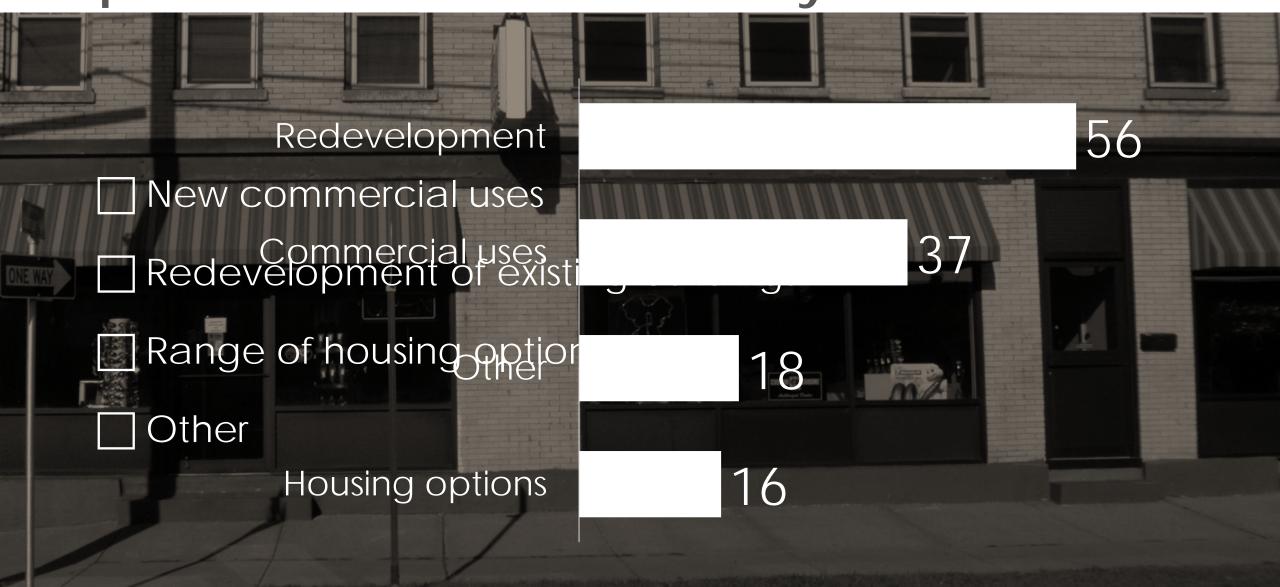


Q16: What are Little Italy's biggest assets?

Other:

- Good anchor restaurants / walking distance to culture & recreation / nice mix of businesses (3)
- o Proximity to Bellamy Harbor (2)
- o Mazzaferro's
- o Gualteri Market
- o All of the above

Q17: What improvements would make you want to spend more time in Little Italy?



Q17: What improvements would make you want to spend more time in Little Italy?



- o No improvements (5)
- Removal of low income housing / need more living options (3)
- o More diversity (2)
- Aesthetic improvements facades, properties, cleanliness (2)
- o The people
- o Development of the Erie Canal
- o More places to eat and shop
- o Redevelopment of existing buildings
- Larger stores
- o All of the above

3D Model

Implementation Activities

- Capital & Non-Capital Priority Projects
 - Waterfront Form Based Code



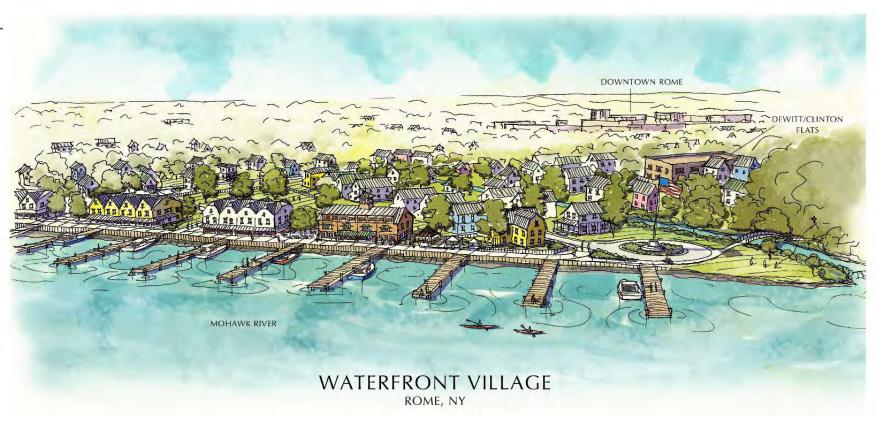
GRYZIEC PARK ENHANCEMENTS



- Park Master Plan
- o Site Design
- o Funding
- o Operations & Management

CREATE A NEW MIXED USE WATERFRONT DESTINATION

- Developer / Partner
- Easements & Acquisitions
- o Regulatory Process
- o Permitting



DEWITT CLINTON SCHOOL



- Economic Market Analysis
- Structural Analysis
- EnvironmentalAssessment
- Concept Plan & Reuse Strategy
- Attract Developer Interest

SOUTH JAMES STREET

- Concept and Final Design
 - Gateway enhancements
 - Streetscape improvements
 - Traffic calming
- o Funding



ROME TURNEY REDEVELOPMENT





- Environmental Assessment
- Economic Market Analysis
- Structural Analysis
- Concept Plan & Reuse Strategy
- Developer Interest

OWNER/RENTER OCCUPIED HOUSING



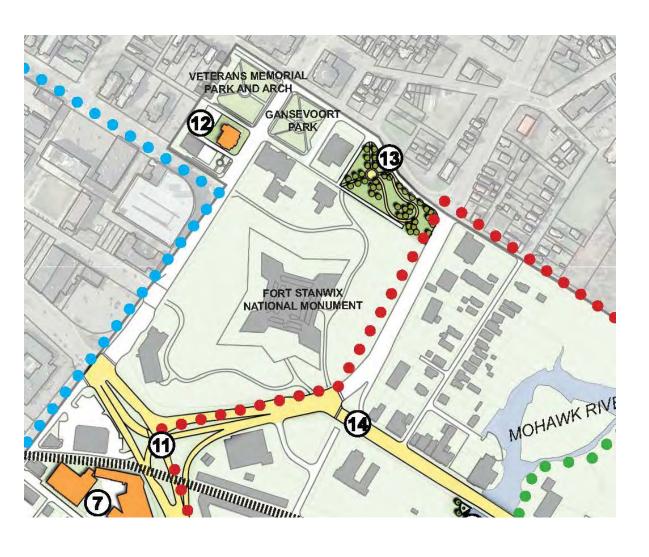
Identify Housing Needs and Programs to fill Existing Gaps

ERIE BOULEVARD IMPROVEMENTS

- Intersection enhancements
- New road connections to waterfront village
- o Gateways
- Spaghetti (Depeyster/Bouck) intersection



FORT STANWIX



- Historic Gateway
- Connectivity and Open Space
 Development
- o Easements & Acquisition
- Streetscape Improvements

CITY YARD

- Recreation Needs Assessment
- Building Reuse Assessment
- o Site Design
- Funding Identification



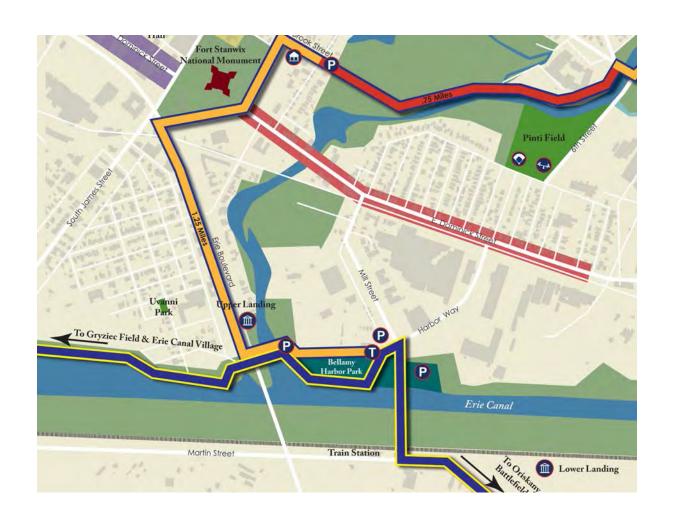


BELLAMY HARBOR PARK



TRAIL LINKAGES (CANALWAY)

- o Citywide Trail Master Plan
- Acquisition & Easements
- o Operations & Maintenance



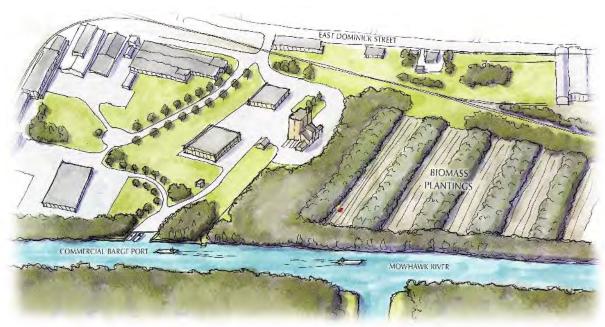
INDUSTRIAL SITE REDEVELOPMENT





- Environmental Assessments (as needed)
- o Economic Pro Formas
- Business Attraction Strategy
- o Marketing
- Funding / Incentives

BIOMASS OPPORTUNITIES



- o Feasibility Analysis
- Identification & Availability of Potential Biomass Resources
- o Partnerships
- o Funding



EAST DOMINICK STREET ENHANCEMENTS

- Funding for aesthetic improvements
- Business attraction strategy
- Building inventory



COLUMBUS AVENUE SCHOOL AND GROUNDS





- Market Analysis
- Structural & Reuse
 Assessment
- o Environmental Assessment
- Conceptual Plan & Site Design
- o Funding
- Partnerships / Developer Interest

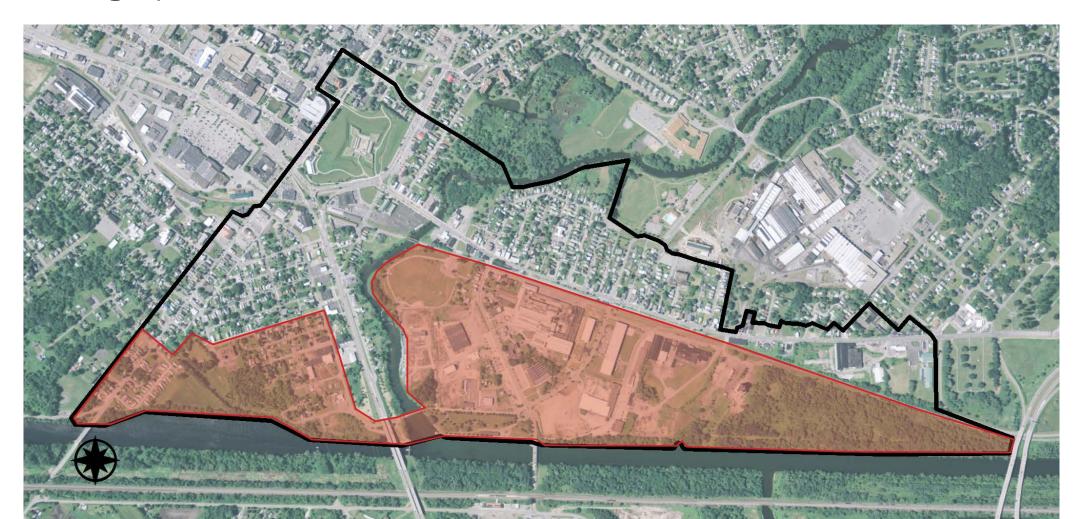
MARKETING & BRANDING

 Create a unified umbrella marketing & branding campaign for the Downtown BOA study area



OVERVIEW OF ZONING UPDATE

Develop Waterfront District zoning in tandem with the City-wide zoning update



HOW DO WE REGULATE DEVELOPMENT?

o Euclidean Zoning

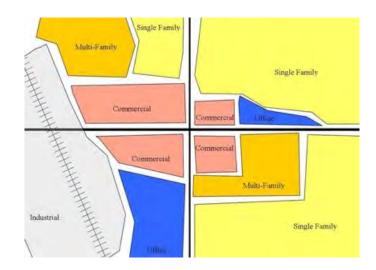
o Form-Based Code

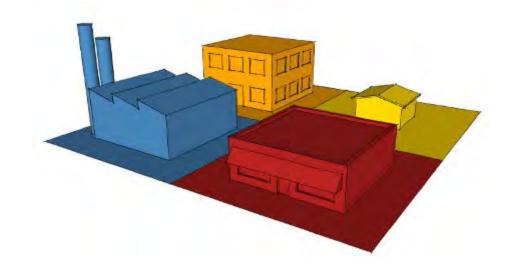
o Design Guidelines



EUCLIDEAN ZONING

- o Traditional district structure
- o Regulates uses within districts
- o Similar uses grouped together
- o Allows precision with definitions
- o Requires strong bulk and use tables
- o Limited design elements

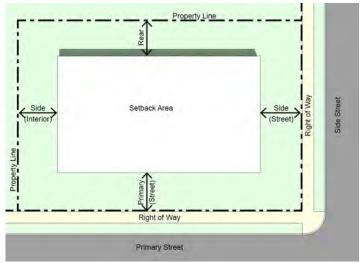




FORM BASED CODE

- Regulates the form of land uses, rather than the use itself
- o Strong focus on design and performance
- Often used to preserve or promote a certain development pattern
- o Flexibility
- Developers have clear set of expectations
- o Prohibits uses

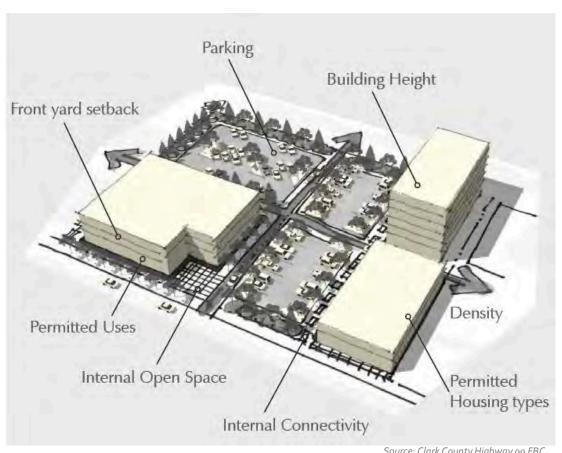






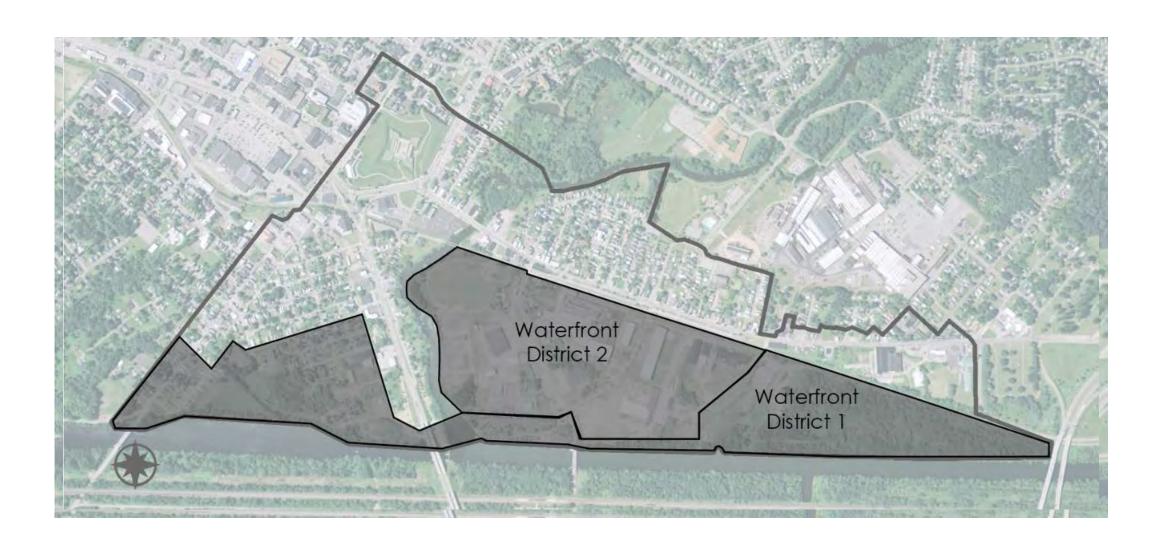
ELEMENTS OF A FORM BASED CODE

- o Regulating Plan
- o Building Form Standards
- o Site Standards
- o Public Space/Street Standards



Source: Clark County Highway 99 FBC

THE REGULATING PLAN



Building

Form

Building Height

Signage

Materials

Setbacks

Building Form Standards

Transparency





Outdoor Seating





Signage





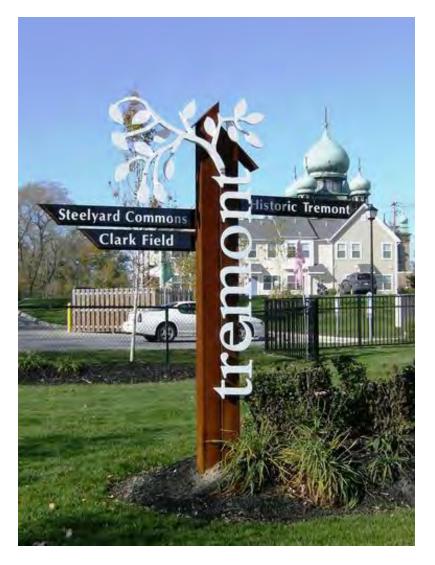
Signage







Signage





Site Landscaping & Buffers

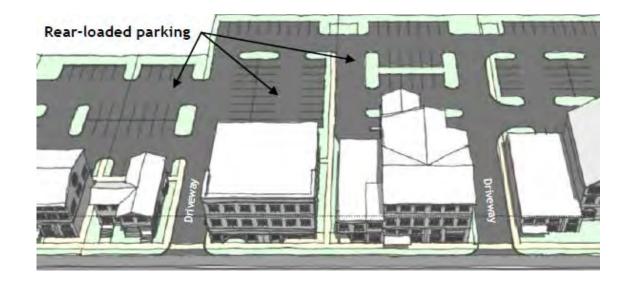




Parking Standards







Setback Encroachments









Public Space Standards



Street Trees

Street Lighting

Street Furniture

Crosswalks

NEXT STEPS

- Continue Branding Efforts
- 3D Model
- Waterfront Zoning
- Public Meeting #1

Remember to take the survey!

https://www.surveymonkey.com/r/RomeBOASurvey



CITY OF ROME

Brownfield Opportunity Area Implementation Strategy



Agenda

- Welcome and Introductions
- Project Overview
- On-going Implementation Activities
- Re-Examine Priorities
- Marketing and branding



The Project Team

- Bergmann Associates
- Subconsultant: Areas of Expertise
 - Marketing & Branding
 - Economics
 - Housing
 - Legal
 - Environmental







Step 2 Recap "from brown to green"

What is the BOA Program?

Financial and technical assistance to complete area-wide planning efforts to support neighborhood revitalization in areas that have been impacted by the presence of brownfields and underutilized sites.

Three Phase Process

Step 1: Pre-Nomination Phase

Preliminary understanding of study area to identify opportunities / constraints.



Step 2: Nomination Phase

In-depth planning level studies and analysis aimed at furthering redevelopment/revitalization projects.



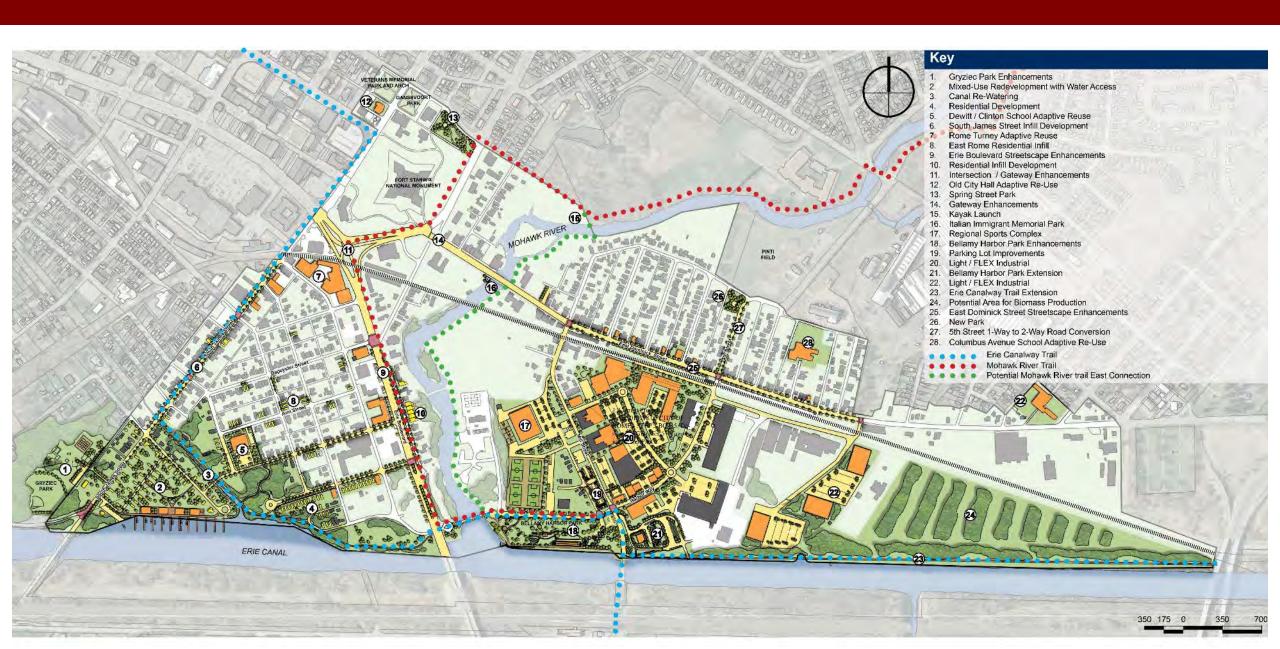
Step 3: Implementation Strategy

Detailed strategies for achieving vision of the BOA, including Site Assessments.

Study Area



Master Plan



Making Progress



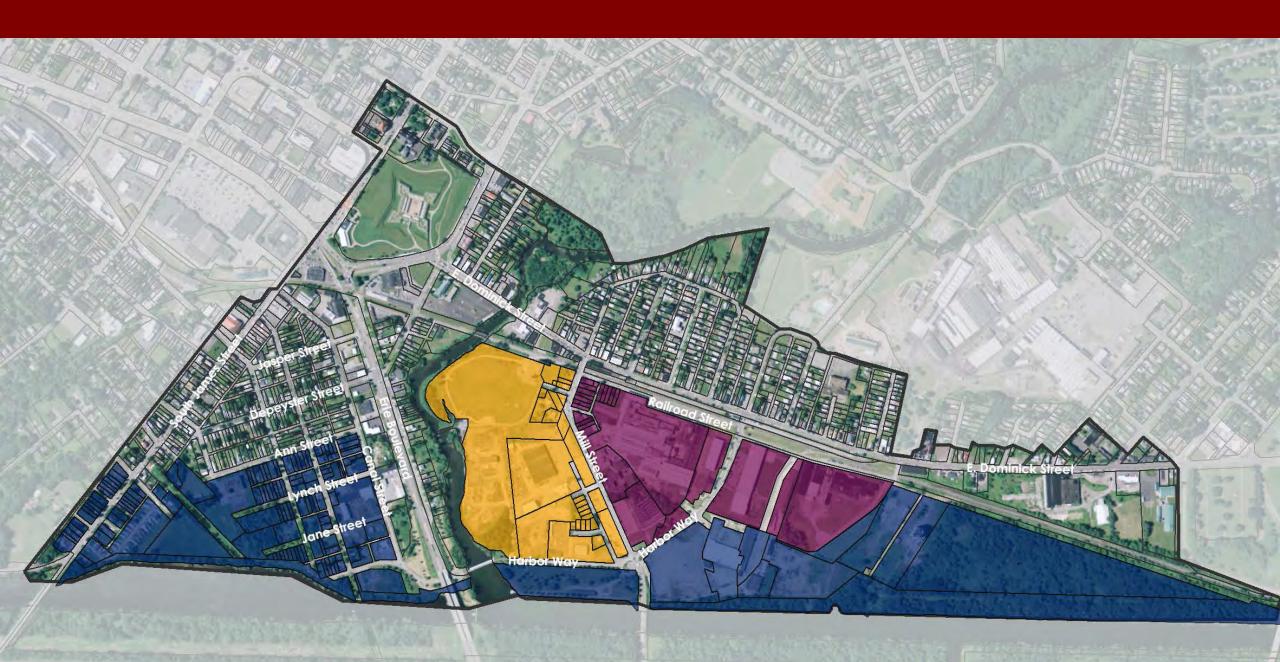


Mohawk River Trail Map





Form Based Code



Environmental Site Assessments





Rome Turney – EPA Grant



3D Model

Discussion: What features and interactive elements do we want to see incorporated into the visualization model?





3D Model





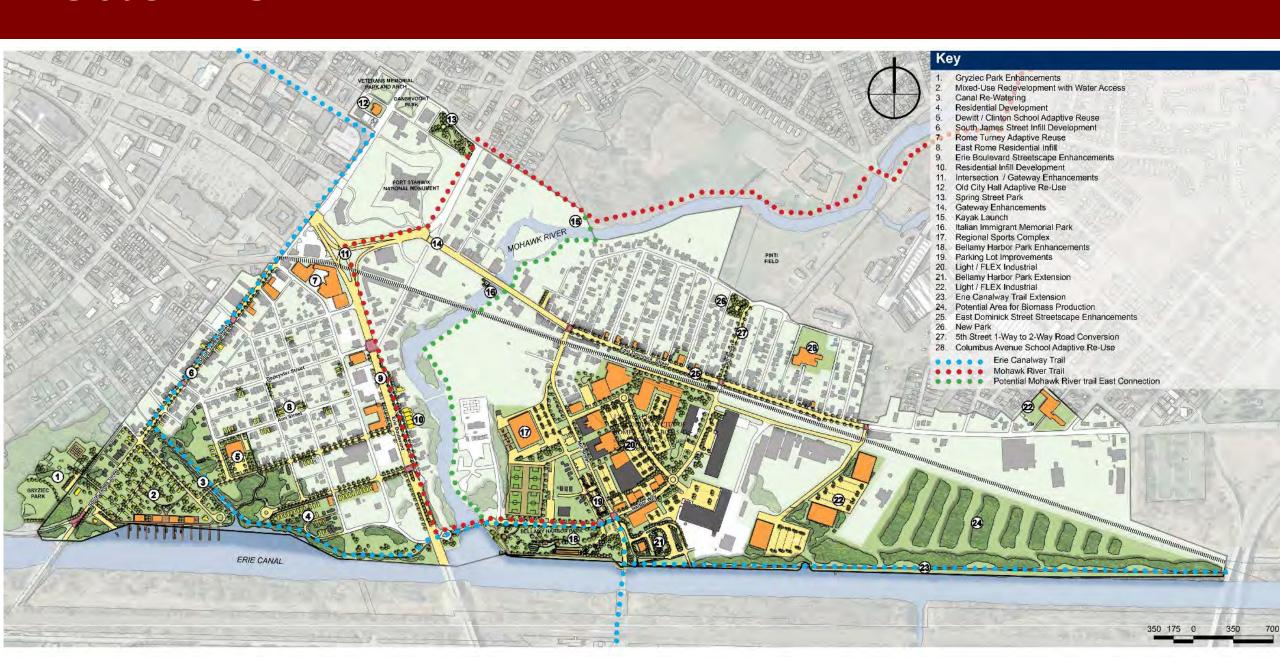


Re-Shaping the BOA

Goals for Our Discussion Today:

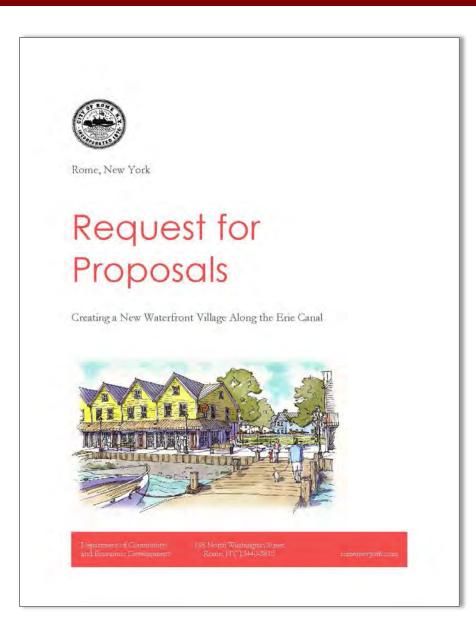
- Identify projects from the master plan that we want to advance.
- Identify other projects that have the potential to catalyze investment in the BOA.
- Note the specific tasks (ie. site proforma, detailed site plan, grant application, etc.) that we think will have the greatest ROI.

Master Plan



"TOP 5"

Mixed-Use Waterfront Development



- Grant writing
- Waterfront Zoning
- Site survey
- Infrastructure
- Financial analysis of land assembly
- Purchase alternatives analysis
- Funding gap analysis

Rod Mill Site / Indoor Market

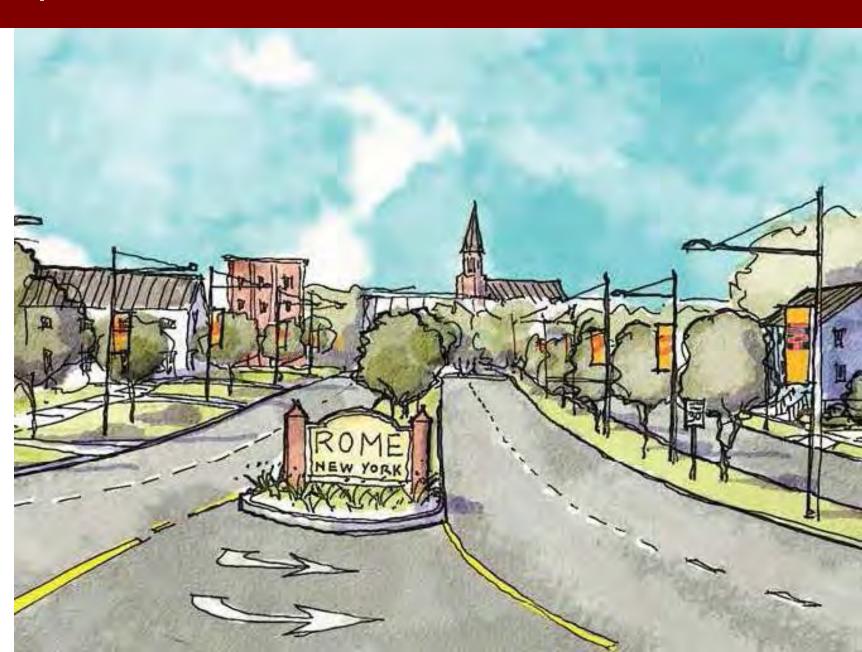




- Environmental Assessments
- Economic Pro Forma
- Business Attraction Strategy
- Business Plan
- Water Tower Enhancements
- Developer RFPs

Erie Boulevard Improvements

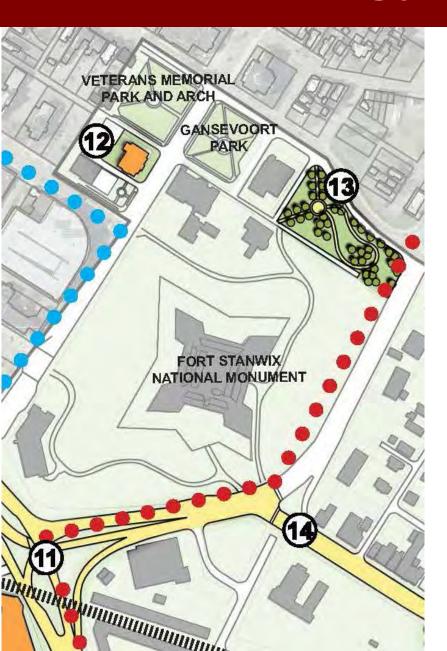
- Concept Design (to advance future grant applications, such as TIGER)
- Grant writing
- Wayfinding Strategy
- Zoning



Bellamy Harbor Park



Tourism Strategy

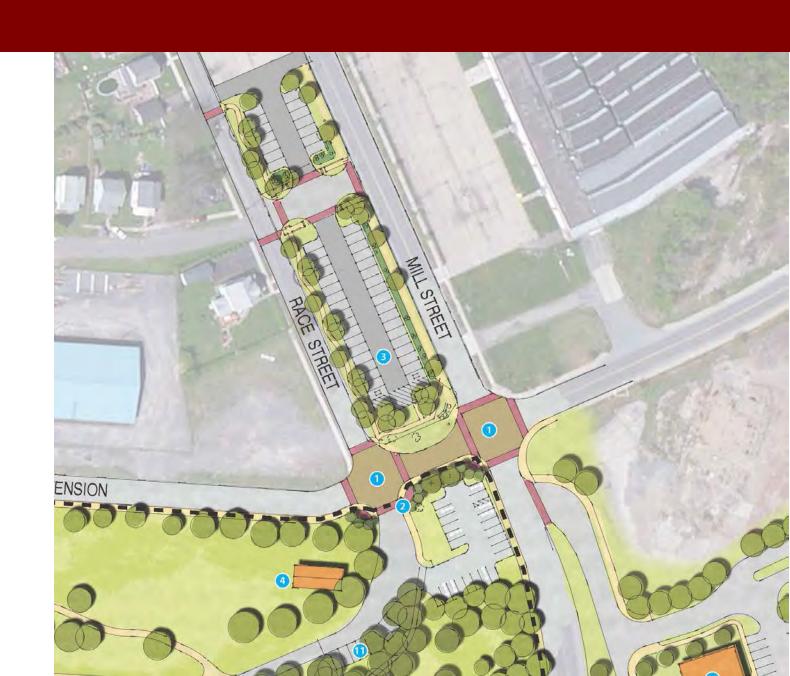


- Tourism Strategy
- Collateral
- Branding

OTHER INITIATIVES

Mill / Race Street

- Parking Demand Analysis
- Placemaking
- Wayfinding Design



Neighborhood Stabilization

- Housing Needs Assessment
- Economic Analyses?
- Concept Designs
 - James Street gateway
 - Streetscape improvements
- Grant writing



East Dominick Street Enhancements

- Business attraction strategy
- Commercial building inventory updates
- Collateral



Rome Turney Redevelopment





Completed

- Phase 1 and Phase 2 ESA
- Remediation Strategy
- EPA Clean Up Grant (Pending)

Future Efforts

- Market Analysis / Reuse Pro Forma
- Structural Analysis
- Site Design (Infrastructure, Improvements)
- Site Marketing
- Developer RFP

City Yard

Completed

DPW Relocation Analysis

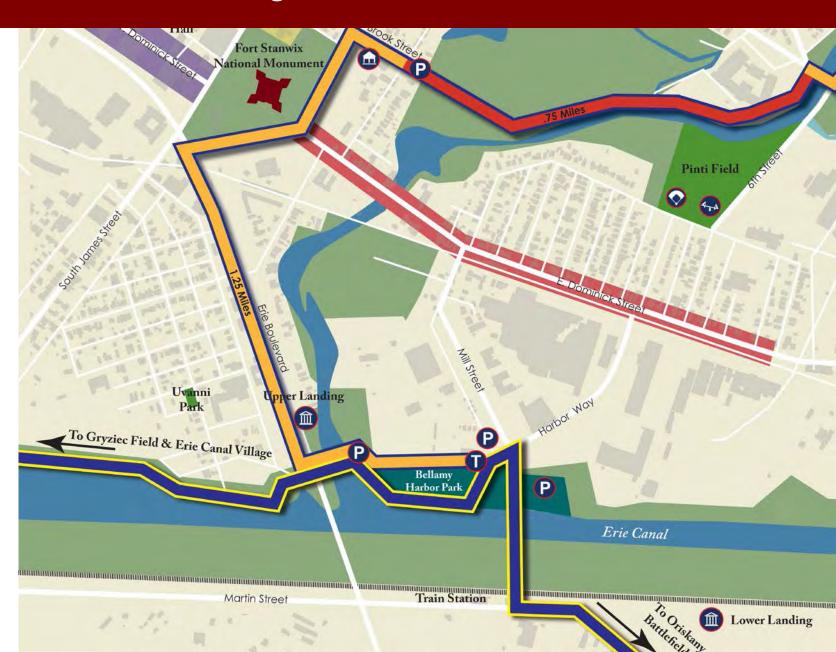
Future Efforts

- Recreation Needs Assessment
- Building Reuse Assessment
- Environmental Assessment
- Site Design
- Funding / Financing Strategy



Trail Linkages & Connectivity

- Citywide Trail Master Plan
- Acquisition & Easements
- Operations & Maintenance Strategy





Community-Wide Survey

- Quality of Life
- Tourism
- Business Location & Attraction
- Bellamy Harbor District
- Little Italy District



Quality of Life

What qualities best define Rome?

- 1. Griffiss Business Park (79)
- 2. Historic Destinations (71)
- 3. Trail System (51)
- 4. Residential Neighborhoods (41)
- 5. Bellamy Harbor Park (31)
- 6. Other central location, walkable, opportunities, safe, potential, Erie Canal (22)
- 7. Arts & Cultural District (18)







Tourism

If you were in charge of increasing Rome tourism, which area of the city would you choose to highlight first?

- 1. Bellamy Harbor area (56)
- 2. Historic District area (31)
- 3. Arts & Cultural District area (22)
- 4. Other (12) Erie Canal, promote Rome as a whole
- 5. Little Italy area (5)







Business Location & Attraction

If a large manufacturing business was relocating to Rome, where would you want to see it move?

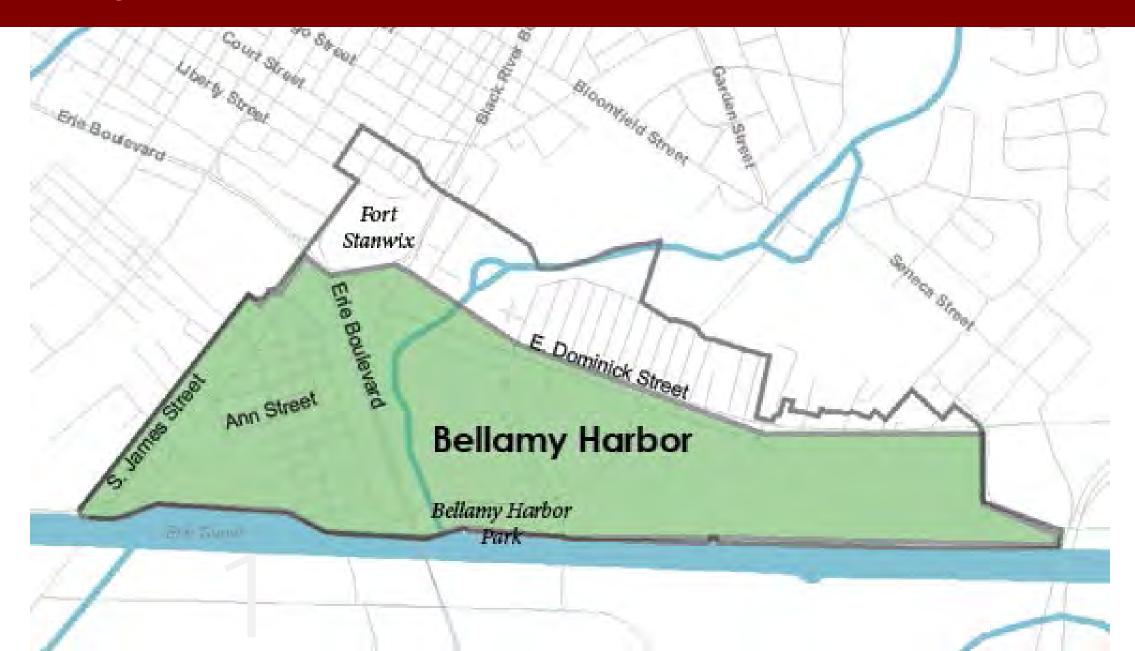
- 1. Griffiss Business Park (78)
- 2. Other (20) west side, Rome Cable area, Martin Street
- 3. Bellamy Harbor area (14)
- 4. Little Italy (11)
- 5. Historic District area (3)
- 6. Arts & Cultural District area (1)







Bellamy Harbor District



Bellamy Harbor District

If you visit Bellamy Harbor, how do you feel about the area?

- 1. I like visiting Bellamy Harbor, but it needs some improvement (54)
- 2. I am indifferent about Bellamy Harbor (22)
- 3. I strongly dislike visiting Bellamy Harbor. It needs significant improvements. (14)
- 4. I don't like visiting Bellamy Harbor. It needs some improvement. (9)
- 5. I really like visiting Bellamy Harbor. I doesn't need to change (5).

Little Italy District



Little Italy District

If you visit Little Italy, how do you feel about the area?

- 1. I like visiting Little Italy, but it needs some improvement (57)
- 2. I am indifferent about Little Italy (24)
- 3. I don't like visiting Little Italy. It needs some improvement. (11)
- 4. I strongly dislike visiting Little Italy. It needs significant improvements.
 (9)
- 5. I really like visiting Little Italy. I doesn't need to change (1).

NAME THAT WORD

TAREWRTFNO TRERIONACE

WATERFRONT RECREATION

AIHNERKEDTD

KINDHEARTED

TETLIL TILAY

LITTLE ITALY

IFAYLINI FCOEDSU

FAMILY FOCUSED

ICUTAAMNUFRG

MANUFACTURING

PROMOTING YOUR ASSETS & ADVANCING TOURISM OPPORTUNITIES







STEP 2 STRATEGIC PHASE

Brand Promise, Value Proposition, Segmenting Key Audiences



STEP 4

VISUAL IDENTITY...
THE FUN PART

Where are we now?

Just completed focused group creative sessions

4 out of 9 people responded



WE WANT YOUR INPUT AND FEEDBACK

Next Steps - Timeline

Name / Tagline Development

First Version Concepts
Second Version Concepts
By 4/15
By 4/22
Final
By 4/29

Logo Development (once Name/Tagline is approved)

First Version Concepts

Second Version Concepts

By 5/7

By 5/14

Final

By 5/21

Marketing Plan Tactics and Measurements

This process will determine what type of collateral for the project and the place

First Draft 4/29 – 5/8

Second Draft 5/8 - 5/15

Final 5/22



Next Steps

- Branding
- Website Development
- Market and Economic Analysis Scope
- 3D Visualization Interactive Tools
- Form Based Code integrated into Zoning Update
- Community Engagement Strategy
 - Refine Approach / Meetings / Format



CITY OF ROME Revitalization



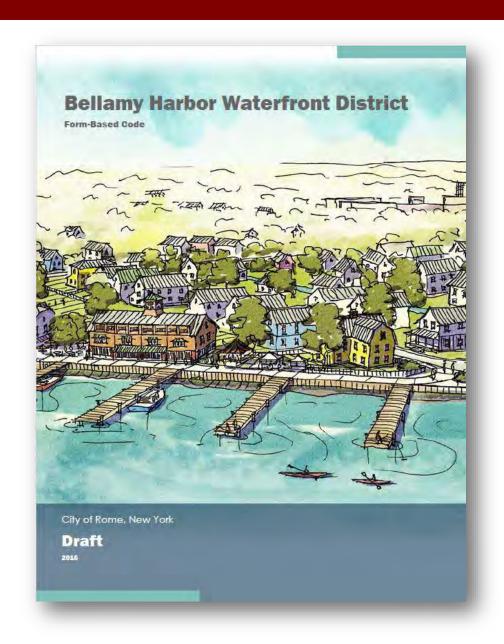
Agenda

- Welcome and Introductions
- On-going Implementation Activities
- Marketing and Branding
- Market Analysis
- Where do we go from here?



Form Based Code: Waterfront District

- Developing the code in tandem with the City's zoning update
- Developing policies and design guidelines specific to the waterfront area in the BOA



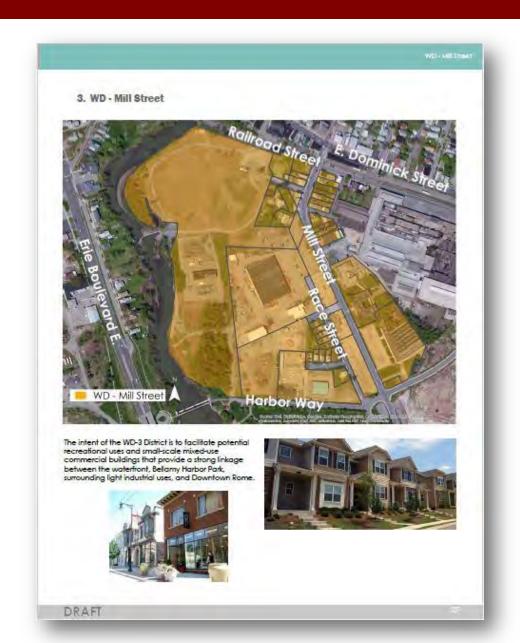
Form Based Code: Waterfront District

- Prohibited Uses
- Outdoor Amenity Areas
- Landscaping
- Bicycle Amenities
- Lighting
- Sign Regulations
- Nuisances

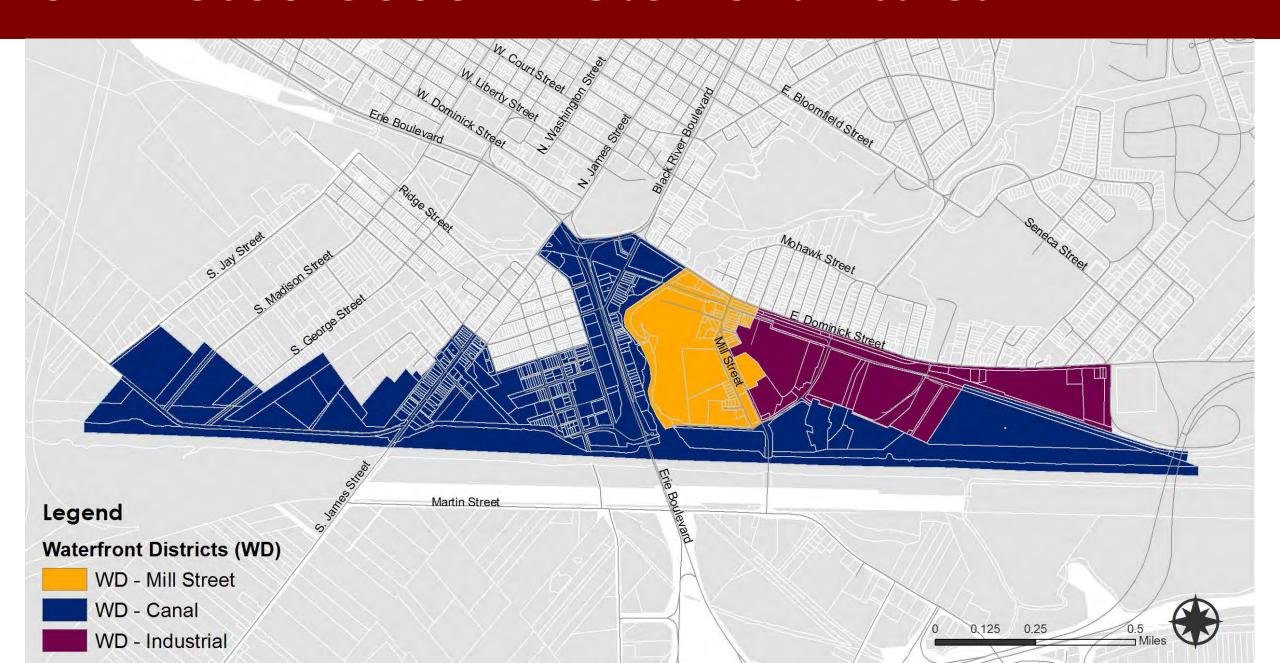


Form Based Code: Waterfront District

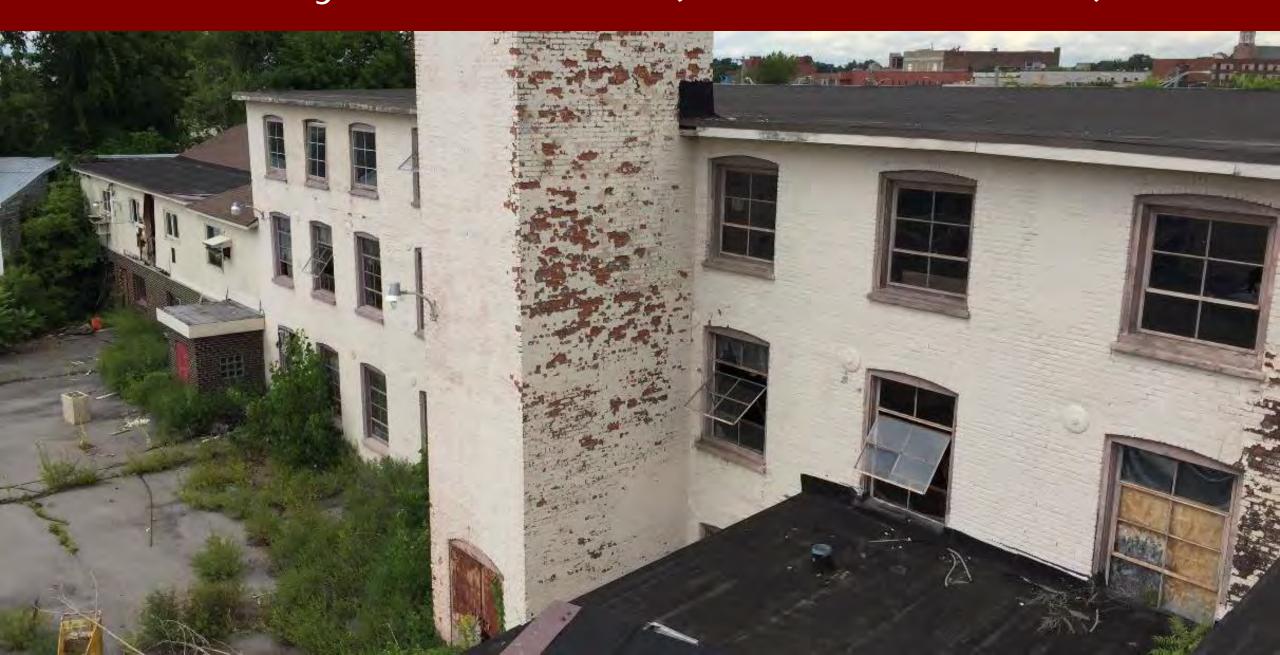
- Provisions for Waterfront subareas:
 - WD Mill Street
 - WD Canal
 - WD Industrial



Form Based Code – Waterfront District



Rome Turney -EPA Grant (Award \$200,000)



Downtown Revitalization Initiative (DRI)

project 1

ERIE BOULEVARD / SOUTH JAMES STREET CONNECTIVE WATERFRONT CORRIDOR

PROJECT DESCRIPTION

The Ene Boulevard corridor is a major vehicular gateway into the City Today. Ene Boulevard tacks a cohesive identity and remains largely disconnected from surrounding residential neighborhoods. The numerous east-west streets in this area lack direct connectivity to Erie Boulevard and South James Street, making the corridor predominantly vehicular oriented.

Streetscape enhancements and isdevelopment of the Erie Boulevard corridor remains a high priority for the City. Past plans including the Downtown Rome BOA, City of Rome Comprehensive Plan, Main Street Assessment, and Urban Design Plan identify the corridor as a key gateway needing significant reinvestment. Transforming the street into a lively, pedestrian-friendly center will help Rome become a regional draw and attract private-sector investment that supports new jobs, industry, and residential growth.

DRI funds will be used for the design and implementation of 'complete streets' treatments along the Ene Boulevard conidor from the Erie Boulevard Bridge to Lynch Street. Streetscape enhancements include new vegetated medians, gateway enhancements, traffic calming elements, and pedestrian oriented improvements including street lights, and sidewalk repair / replacement.

Funds will also be leveraged to extend Lynch Street to Erie Boulevard to the east, and Baptiste Street to the west, improving roadway connections into and out of the South Rome residential neighborhood, and increasing pedestrian thoroughtares.

Enhanced circulation and connectivity within the core of the South Rome residential neighborhood is necessary to allow residents to easily walk to employment, shopping and recreation destinations. Redevelopment of the streetscape will provide the economic acceleration needed to build momentum for future investment along the comdon:









City of Rome, NY

Downtown Revitalization Initiative

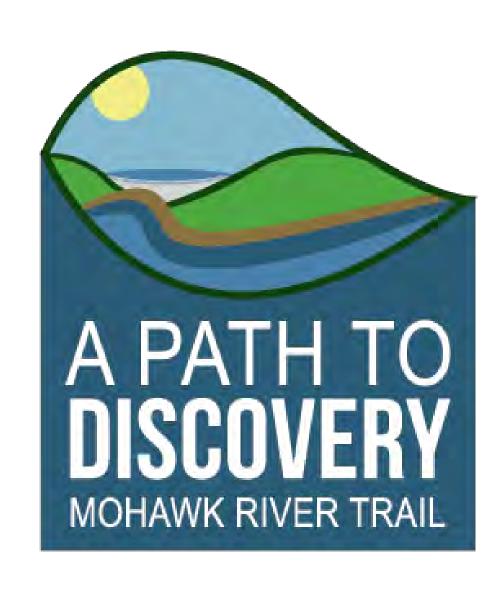


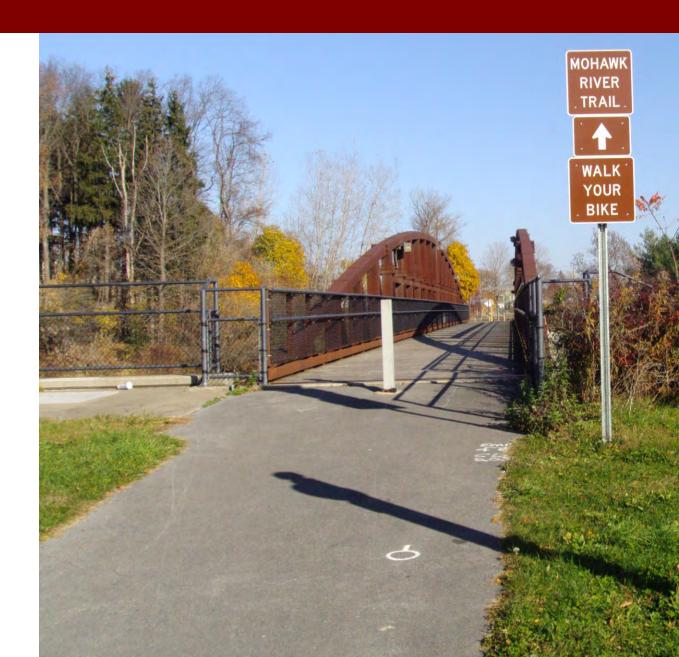
Project Website

www.RomeRises.com

Coming Soon!

Mohawk River Trail Logo





Rod Mill Renaming







PROMOTING YOUR ASSETS & ADVANCING TOURISM OPPORTUNITIES











Proud of the past. Forging into the future.

ROME RISES

Midtown

ROME RISES

Waterfront

ROME RISES

Art & Culture

ROME RISES

Residential

ROME RISES

Industrial



Proud of our past. Forging our future.

ROME RISES

Our Midtown

ROME RISES

Our Waterfront

ROME RISES

Our Art & Culture

ROME RISES

Our Residential

ROME RISES

Our Industrial



Proud of the past. Moving into the future.

ROME RISES

Midtown • Find it All

ROME RISES

Waterfront • Find your Peace

ROME RISES

Art & Culture • Find your Song

ROME RISES

ROME RISES

Residential • Find your Home

Industrial • Find your Job



Proud of the past. Shaping the future.

ROME RISES

In the Middle

ROME RISES

On the Water

ROME RISES

Dine and Dance

ROME RISES

Heart and Home

ROME RISES

Make and Manage



Proud past. Amazing future.

ROME RISES
CITY CENTER

Coffee & More

ROME RISES
WATERFRONT

Dining & More

ROME RISES
ARTS & CULTURE

Concerts e3 More

ROME RISES
RESIDENTIAL

Family & More

ROME RISES

Jobs & More



 Add slide about what comes next with marketing/branding...both short and long term over course of project

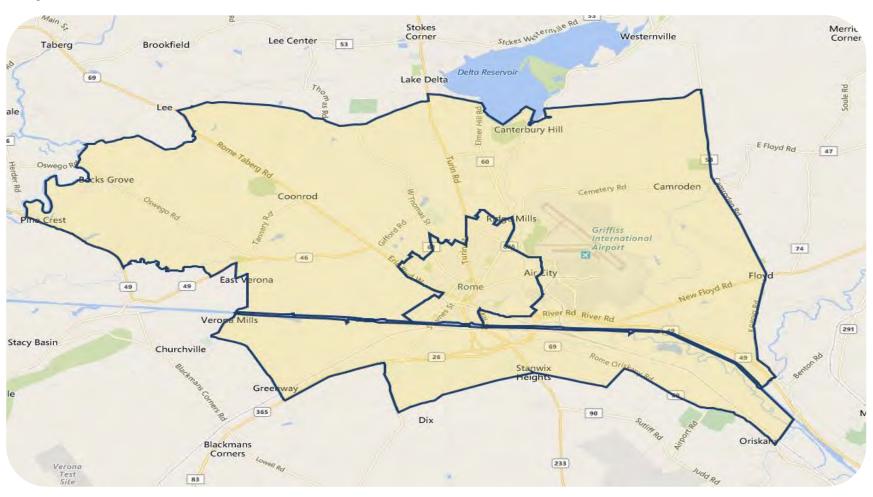
 Value-added, industry specific recruitment brochures / material



Market Analysis Overview

- City-Wide Market Analysis
- What are the Trends and Opportunities?
- Examined by Category:
 - Residential
 - Retail
 - Office
 - Industrial/Flex

Geographies: Greater Rome Market



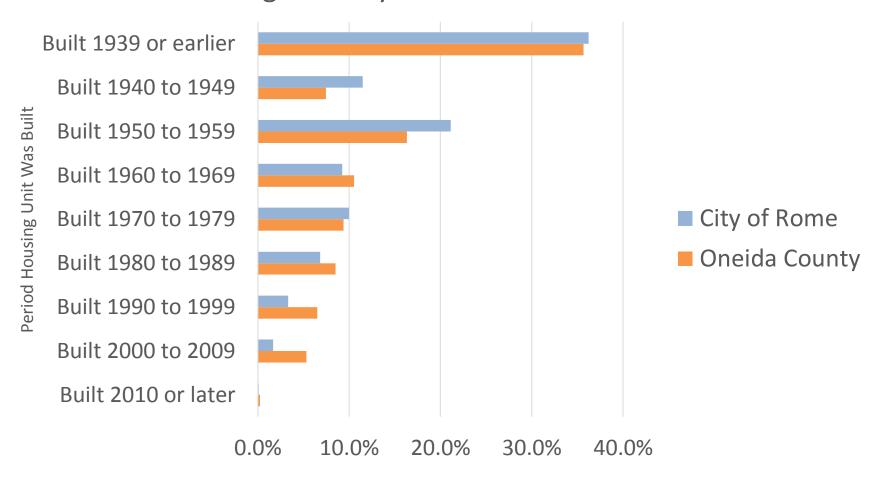
Housing Stock

Old Housing Stock

=

Need for Replacement Housing

Housing Units by Year Structure was Built



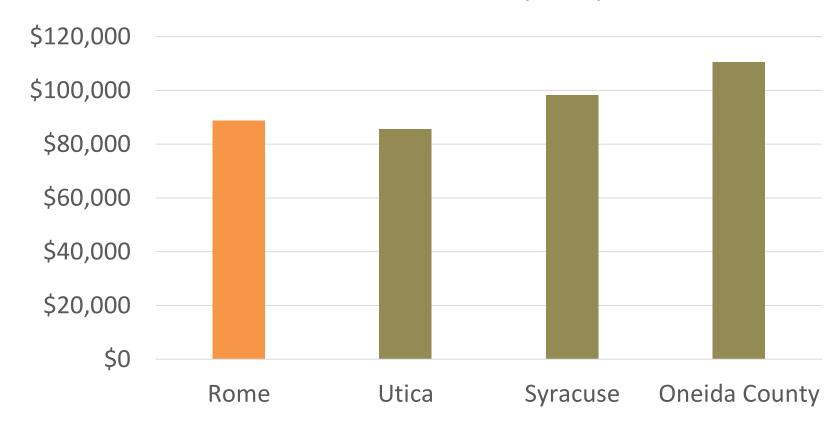
Housing Stock

Low Home Values

=

Need for Replacement Housing

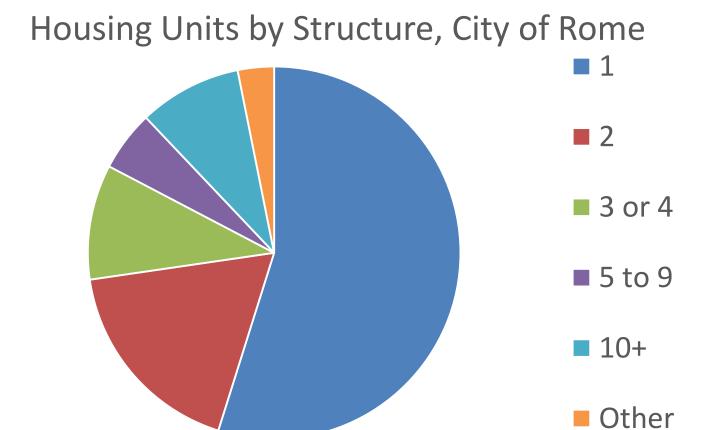
Median Home Value (2015)



Housing Stock

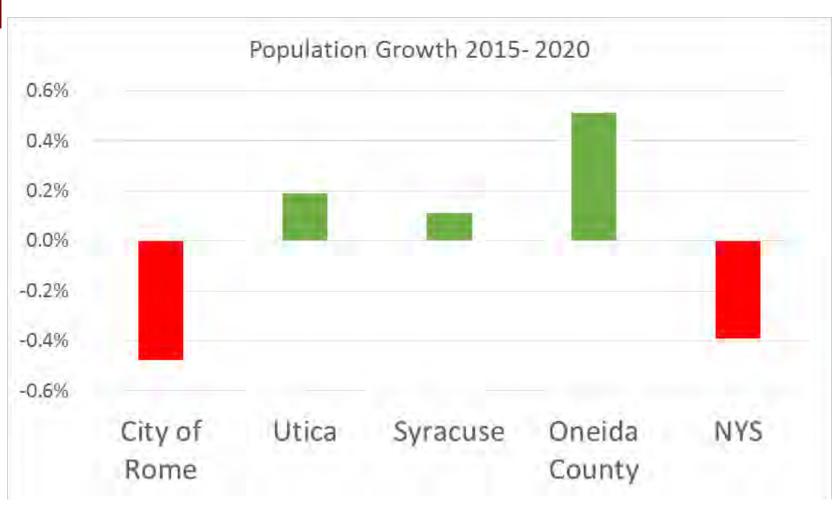
55% Single-Family

42% Multi-Family



Housing Demand

Projected population decline, but...





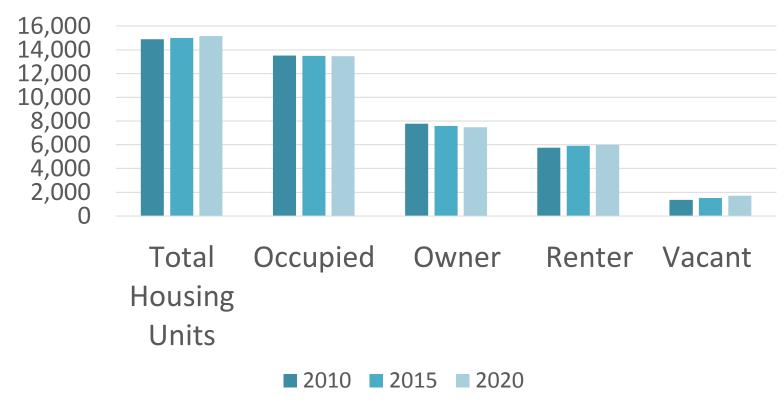
Owner vs. Renter-Occupied

2010 to 2020:

-310 Owner Occupied Units

+ 250 Renter Occupied Units





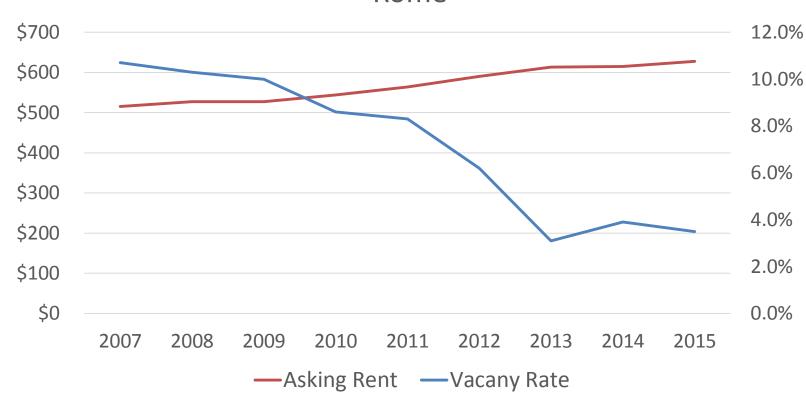
Owner vs. Renter-Occupied



=

Potential demand for new multi-family



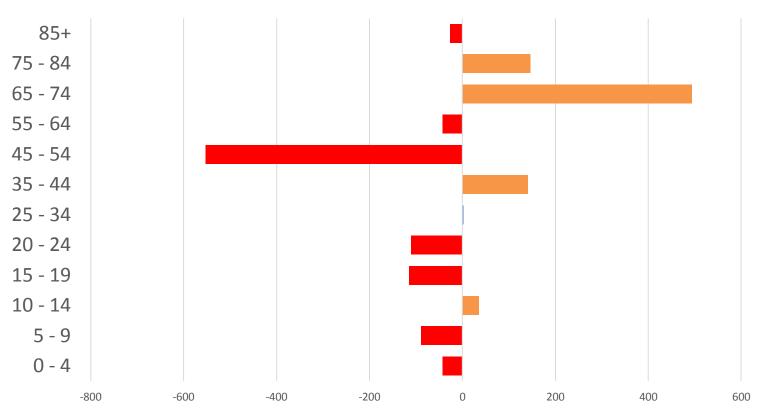


Large growth in age 65+
Bracket

=

Need for apartments, condos, and independent living facilities

Population Growth by Age (2015-2020)



Summary of Residential Opportunities

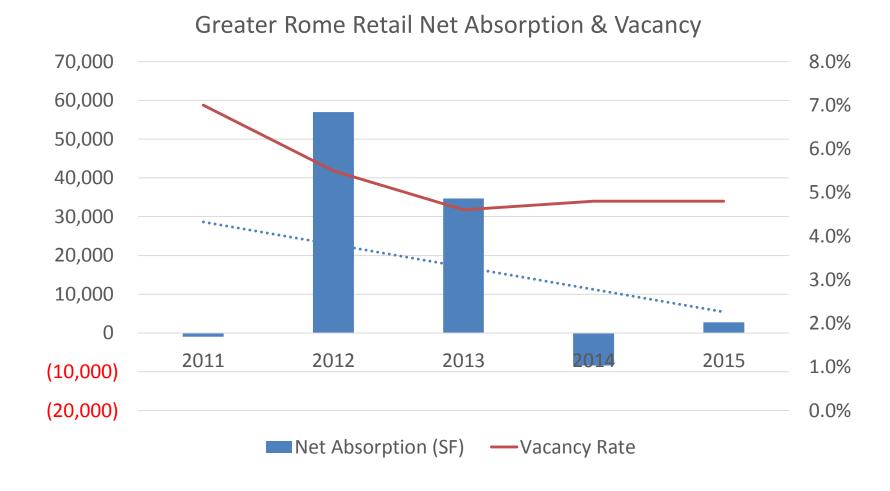
- 1) Mixed-Use Residential Multi-Family
 - Young Professionals & Empty Nesters / Retirees (changing preferences, Nano)
 - Ground Floor Amenities (shops, restaurants, café, coffee house)
- 2) Independent Living Facilities (Age 55+ housing)

Retail Market Trends

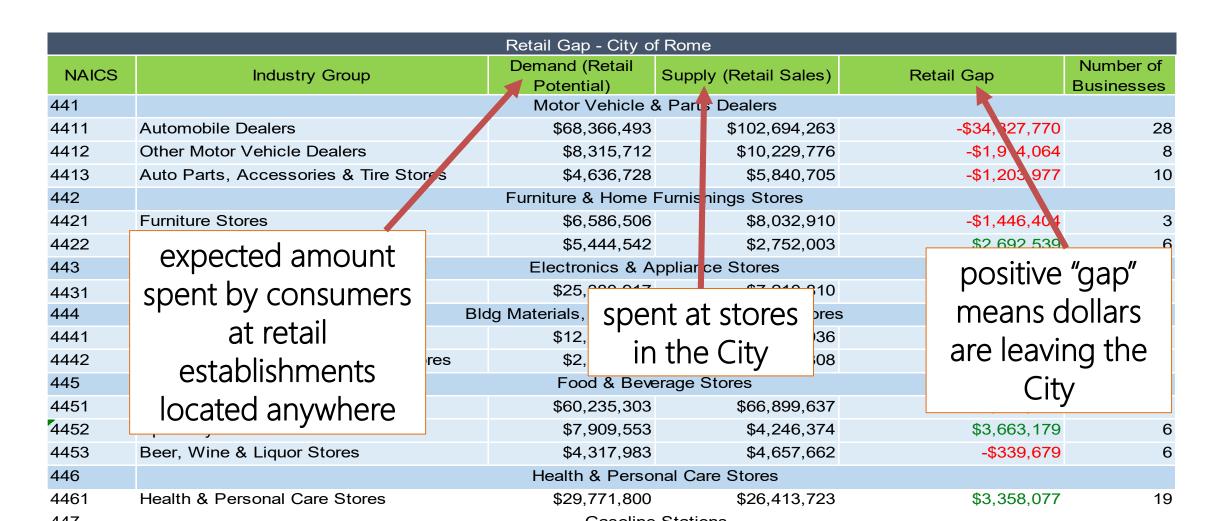
Declining net Absorption

Stabilizing vacancy rates

Little to no retail construction



Retail Gap Analysis



Spending Demand Analysis (Potential For New Retail Businesses in City of Rome)					
		Α	В	С	D
NAICS	Industry Group	Retail Sales Gap (i.e. unmet demand)	25% Leakage Recapture* (A.x.25%)	Avg. Sales per Business (Upstate New York)	Potential Businesses (B/C)
4431	Electronics & Appliance Stores	\$18,170,107	\$4,542,527	\$1,474,618	3
7221	Full-Service Restaurants	\$3,668,047	\$917,012	\$448,833	2
4481	Clothing Stores	\$7,974,475	\$1,993,619	\$1,019,927	2
4452	Specialty Food Stores	\$3,663,179	\$915,795	\$927,244	1
4483	Jewelry, Luggage & Leather Goods Stores	\$2,542,961	\$635,740	\$729,152	1
4422	Home Furnishings Stores	\$2,692,539	\$673,135	\$950,891	1
4539	Other Miscellaneous Store Retailers	\$2,427,000	\$606,750	\$1,031,530	1
4482	Shoe Stores	\$1,997,342	\$499,336	\$879,471	1
4533	Used Merchandise Stores	\$476,629	\$119,157	\$219,768	1
4442	Lawn & Garden Equip & Supply Stores	\$1,413,991	\$353,498	\$703,094	1
4461	Health and Personal Care Stores	\$3,358,077	\$839,519	\$1,880,583	0
4512	Book, Periodical & Music Stores	\$1,235,669	\$308,917	\$908,552	0
7223	Special Food Services	\$120,355	\$30,089	\$375,769	0

Source: ESRI; Camoin Associates

Color designates potential for at least 1 new retail business



Online shopping trend = limited potential

Retail Takeaways

- Retail market is generally stable but a few opportunities exist
- Restaurants have greatest potential
- Interviews: entertainment options & banquet facility
- Future housing development would induce retail demand

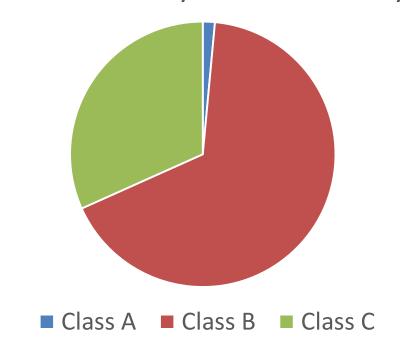
Office Market Analysis

Office Inventory





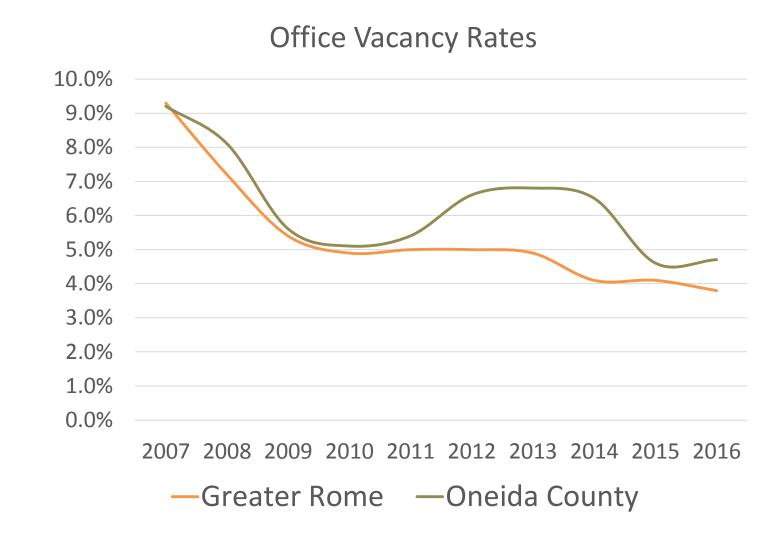
Oneida County Office Inventory



Office Market Analysis

Office Vacancy

Vacancy rates improving



Office Demand

	Oneida County Growth in Office Utilizing Occupations				
SOC Code	Title	2015 Jobs	2025 Jobs	Change	
	Counselors, Social Workers, and Other				
21-1000	Community and Social Service Specialists	2,305	2,559	254	
	Health Diagnosing and Treating				
29-1000	Practitioners	4,305	4,545	240	
29-2000	Health Technologists and Technicians	2,851	3,036	185	
31-9000	Other Healthcare Support Occupations	1,061	1,141	80	
11-9000	Other Management Occupations	1,389	1,440	51	
27-1000	Art and Design Workers	186	198	12	
15-2000	Mathematical Science Occupations	81	91	10	
19-3000	Social Scientists and Related Workers Supervisors of Building and Grounds	191	200	9	
37-1000	Cleaning and Maintenance Workers	231	240	g	

Office Demand

New Office-Utilizing Jobs **x** Average Sq. Ft. per Job = Demand for office space

Office Space Demand						
Geography	Annual New Employees	SF per Employee	Annual Demand for Office Space	5-Year Demand for Office Space		
Oneida County	(44)	200	(8720)	(43,600)		
Rome Zip Code Area	(2)	200	(380)	(1,900)		

Source: EMSI; Camoin Associates

Medical Office

Health care industry growth anticipated

Potential for medical office development

	Oneida County Health Indust	ry Growth (2	2015-2020)			
NAICS	Description	2015 Jobs	2020 Jobs	2015 - 2020 Change	2015 - 2020 % Change	2015 Establishments
6243	Vocational Rehabilitation Services	2,570	3,211	641	25%	18
6231	Nursing Care Facilities (Skilled Nursing Facilities)	3,993	4,257	264	7%	19
6241	Individual and Family Services	2,904	3,098	194	7%	46
	Continuing Care Retirement Communities and Assisted Living					
6233	Facilities for the Elderly	404	583	179	44%	11
6214	Outpatient Care Centers	576	754	178	31%	27
6211	Offices of Physicians	2,023	2,151	128	6%	174
	Residential Intellectual and Developmental Disability, Mental					
6232	Health, and Substance Abuse Facilities	660	693	33	5%	37
6212	Offices of Dentists	518	548	30	6%	75
6244	Child Day Care Services	548	568	20	4%	50
6219	Other Ambulatory Health Care Services	197	215	18	9%	6
6222	Psychiatric and Substance Abuse Hospitals	0	0	0	0%	0
	Specialty (except Psychiatric and Substance Abuse)					
6223	Hospitals	0	0	0	0%	0
6215	Medical and Diagnostic Laboratories	319	314	-5	-2%	19
6216	Home Health Care Services	483	478	-5	-1%	14
	Community Food and Housing, and Emergency and Other					
6242	Relief Services	122	113	-9	-7%	9
6239	Other Residential Care Facilities	37	17	-20	-54%	1
6213	Offices of Other Health Practitioners	340	320	-20	-6%	75
6221	General Medical and Surgical Hospitals	4,505	4,468	-37	-1%	4
	Total	20,198	21,788	1,590	8%	583

Source: EMSI

Office Takeaways

- Office market outlook is weak
- Some potential might exist for higher quality space
- Potential demand for medical office

Industrial Space

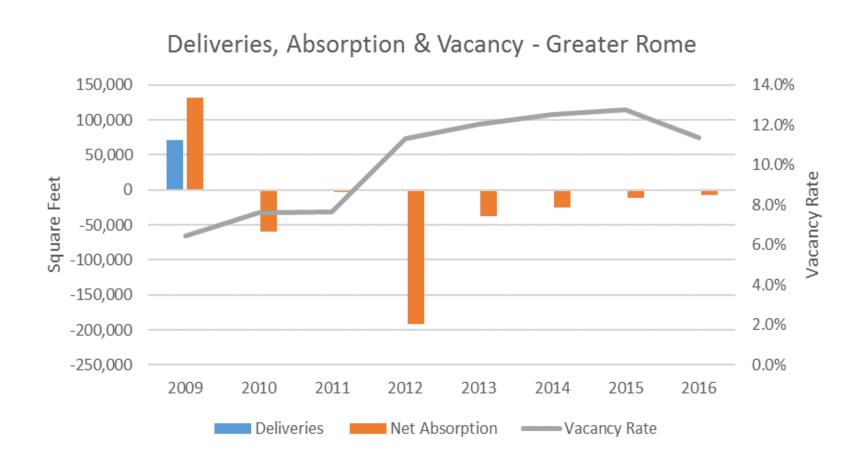
Manufacturing accounts for nearly 50% of all industrial space

Industrial Inventory - Greater Rome (2016)					
Type of Industrial	Buildings	Square Feet	Pct. Of Total SF		
Manufacturing	27	2,432,627	47%		
Distribution	5	1,443,339	28%		
Warehouse	21	790,750	15%		
Service	12	230,450	4%		
Truck Terminal	3	78,893	2%		
Refrigeration	1	94,000	2%		
Food Processing	1	7,400	0%		
Total	70	5,077,459	100%		

Source: CoStar

Industrial Space

Low absorption rates & medium-high vacancy



Flex Space

Little demand for new flex space

Flex Deliveries by Year - Oneida County						
Year	Deliveries (Buildings)	Deliveries (Square Feet)	Net Absorption			
2016	0	0	21,000			
2015	0	0	(29,703)			
2014	0	0	11,260			
2013	0	0	(23,881)			
2012	0	0	(2,564)			
2011	0	0	3,429			
2010	1	8,327	(3,621)			
2009	0	0	75,322			
2008	0	0	(91,309)			

Source: CoStar

Future Demand

Oneida County Regional Industrial Growth (2016-2026)							
NAICS	Description	2016 Jobs	2026 Jobs	2016 - 2026 Change	2016 - 2026 % Change		
485	Transit and Ground Passenger Transportation	769	899	130	17%		
335	Electrical Equipment, Appliance, and Component Manufacturing	581	690	109	19%		
311	Food Manufacturing	1018	1073	55	5%		
221	Utilities	259	311	52	20%		
334	Manufacturing	1075	1117	42	4%		
321	Wood Product Manufacturing	383	411	28	7%		
315	Apparel Manufacturing	112	134	22	20%		
484	Truck Transportation	877	886	9	1%		
324	Manufacturing	33	40	7	21%		
492	Couriers and Messengers	353	360	7	2%		
326	Manufacturing	94	98	4	4%		

Future Demand

Greater Rome Industrial Growth (2016-2026)					
NAICS	Description	2016 Jobs	2026 Jobs	2016 - 2026 Change	2016 - 2026 % Change
	Transit and Ground Passenger				
485	Transportation	378	417	39	10%
	Plastics and Rubber Products				
326	Manufacturing	62	95	33	53%
484	Truck Transportation	166	188	22	13%
321	Wood Product Manufacturing	38	48	10	26%
325	Chemical Manufacturing	23	31	8	35%
	Electrical Equipment, Appliance,				
335	and Component Manufacturing	102	108	6	6%
	Computer and Electronic Product				
334	Manufacturing	27	30	3	11%
	Furniture and Related Product				
337	Manufacturing	32	34	2	6%

Industrial Takeaways

- Griffiss Park likely to absorb most industrial demand in short-term
- There may be market potential as Park becomes filled and with new Marcy Nanotechnology Center development

Market Analysis Summary

Potential Opportunities

- Mixed-use residential
- Independent living options (age 55+ housing)
- New and/or improved housing stock
- Restaurants and other select retail categories
- Medical office
- Industrial....in the longer term



Economic Opportunities

Based on market findings, and past discussions, recommendations for advancing strategic sites based on priority and "bang for buck".....

Bellamy Harbor

Opportunities:

Recommended Next Steps:

Consolidated Funding Application (CFA; 2016)



Rome Turney

Completed:

- Phase I ESA
- Site Investigation Report (Phase 2 equivalent)
- Draft ABCA
- Draft Remedial Action Work Plan (RAWP)
- Brownfield Cleanup Grant (\$200,000)
- Hazardous Materials Survey

Recommended Next Steps:

- Demolition cost estimate (on-going)
- Demolition funding strategy
- Building demolition
- Site cleanup (remainder)
- Developer RFP



Rod Mill Development Site

Opportunities:

- Capitalize on the Navigation Center
- Meet the demand for recreation / entertainment-based amenities
- Access to the waterfront
- Soil Management Plan nothing can be taken off without testing
- Park connections plan

Recommended Next Steps:

- Economic Pro forma Analysis
- Tax Incentive Analysis
- Developer RFP
- Park information signage / monument signage
- Placemaking at intersection



Mill Street

Opportunities:

- Signage
- Wayfinding
- Placemaking

Recommended Next Steps:

- Conceptual Designs
- Consolidated Funding Application (CFA)



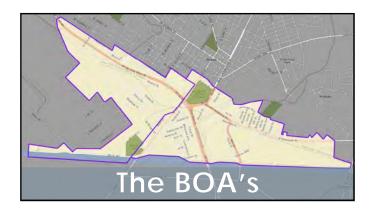
Next Steps

Tasks to be completed:

- Commercial space database
- Housing Inventory
- Design Illustrations for Strategic Sites
- Recruitment collateral



	Overview Project Updates Frie Boulevard BOA
agenda	Downtown BOA Waterfront Zoning Housing Analysis Wayfinding Strategy Strategic Site Financial Feasibility Combined Website Development Marketing Strategy Target Industries 3. Next Steps





project team	Bergmann Associates Camoin Associates Allieway Marketing Walker Parking

project elements	 Vision, Goals & Objectives Updated Inventory & Analysis Economic & Market Analysis Conceptual Master Plan Strategic Sites Advancement Implementation Strategy

defined	study area
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Build on previous planning & visioning efforts, while tailoring the $\mbox{vision to the Study Area} \\$

Aesthetically stimulating streets, vibrant waterfront recreational opportunities, and a dawntown filled with inviting storefronts and cultural amenities drow visitors to Rome from all over the region. Rome's residents see the benefits of better quality downtown housing, residential neighborhoods free of environmental and structural blight, and innovative manufacturing and commercial facilities.

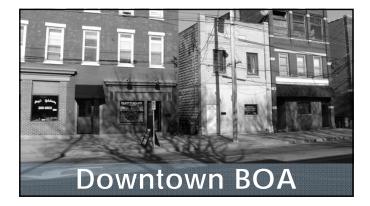
inventory & analysis - Existing Land Use - Zoning - Land Ownership Patterns - Parks & Open Space - Building Inventory - Historic / Archeological Sites - Transportation - Infrastructure - Natural Resources

economic & market analysis
Socio-economic analysis Real estate trends Strategies for redevelopment of
targeted brownfield and underutilized sites





Occupancy Counts Downtown Parking Model Evaluation for Overflow Parking Garage Assessment CENTRO Usage & Assessment



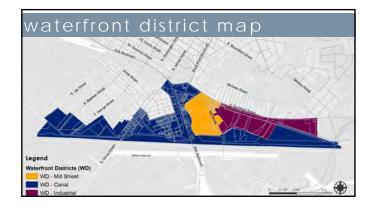


Strong focus on design and performance Often used to preserve or promote a certain development pattern Provides flexibility Developers have clear set of expectations

 Regulates the form of land uses, rather than the use itself

Clearly delineates accepted versus not accepted

chapter organization Introduction and Overview Regulations Applicable to All Districts Subarea Regulations Nuisances/Administration



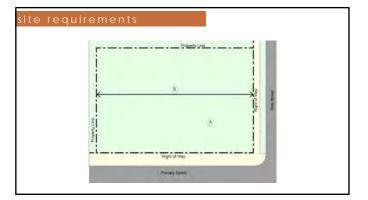
use regulations Prohibited uses:

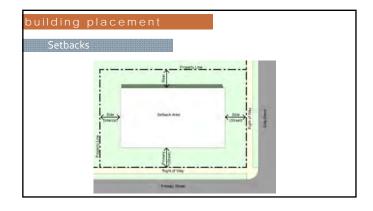
- Adult Entertainment Business Automobile junkyard
- Campground
- Commercial surface parking lots as the primary use on any property (unless publicly owned)

 • Drive-through establishments
- Golf courses
- Junkyard
- Motor vehicle sales, repair/service station
- · Self-storage facility

regulations applicable to all

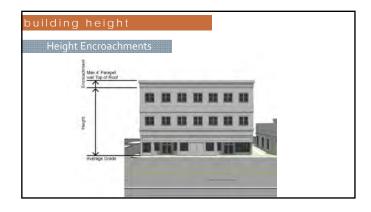
- Use Regulations
- Setback Encroachments
- Site Requirements
- Vehicle & Bicycle Parking
- Building Placement
- Landscaping & Screening
- Building Height
- **Building & Site Lighting**
- Façade Requirements
- Sign Regulations







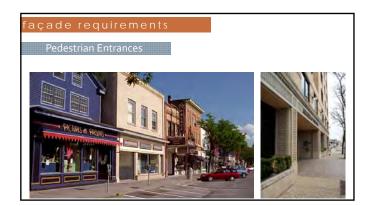
















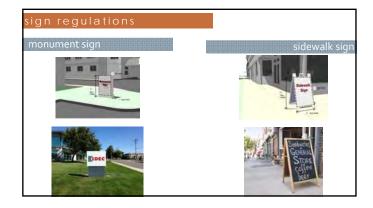














Performance Standards: • Vibration • Noise • Smoke • Odor • Fly, ash, fumes, vapors, gases and other forms of air pollution

administration

- · Applicability and Authority
- Variances
- Pre-Application Conference
- Application Requirements
- Completeness Review
- Planning Director Action
- Planning Board Hearing
- Approval Criteria
- Historic Preservation Commission
- Public Notice



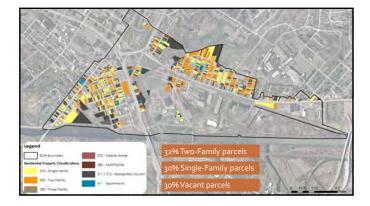




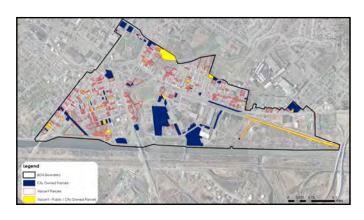


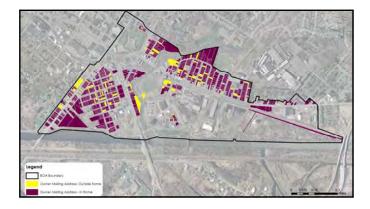
	1 Land Use Classifications
analysis	2 Ownership Patterns
	3 Housing Characteristics
	4 Housing Conditions
inventory	5 Recommendations



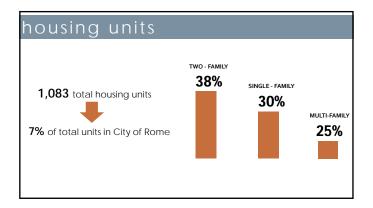


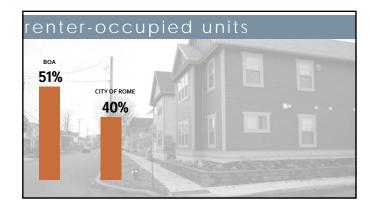




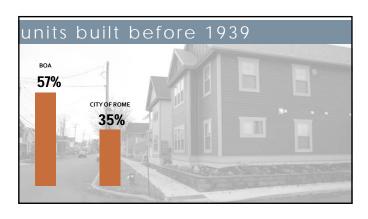






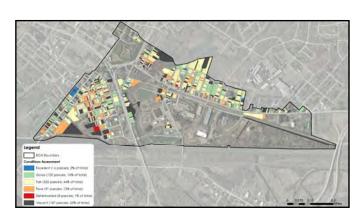












conditions criteria The second street of the seco

conditions criteria Poor / Fair: Depeyster Street Poor: 1st Street

preliminary recommendations more to come!!

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

housing needs	
Increase home ownership	
Increase home values	
Improve housing conditions	
Construct new multi-family units	1 11 11 11 11 11 11 11 11 11 11 11 11 1
	AV BOTHE
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nousing remedies	
Home ownership education and financial assistance	
Identify areas for assembly of vacant lands, pursue control	ol or acquisition
Home rehabilitation assistance and code enforcement	THE VE
Rehabilitation assistance, strategic demolition	
Attract developers to construct new multi-unit housing	
14 32	111 711 1111
La Carlo Car	and the Parket Street

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

pursue HOME investment Partnerships

Formula grant program available to cities:

- •Rental assistance
- •Home Ownership
- •Home purchase finance assistance
- •Housing rehabilitation





expand & build upon code enforcement activities

- "Targeted Walks"
- Landlord Education & Support
- Certificate of Occupancy/Inspections of Rental Units



7	7

encourage small-scale residential infill

- Potential regulatory barriers
- Zoning
- Expediting permitting process



pursue strategic land acquisition

- Work with future Land Bank
- Identify contiguous publicly-owned parcels
- Consolidate parcels into larger sites



explore alternative uses for vacant lots

- Urban agriculture
- Stormwater management
- Greenspace expansion
- Alternative energy
- Side lot sales program



leverage the city's RFP

- In partnership with Land Bank on publicly controlled/assembled lands
- More predictable process for developers
- Streamline development process
- Promote incentives
- Present financial feasibility assessments to identify potential return on investment



Wayfinding Plan (2006)

- Existing Conditions Analysis
- Wayfinding Perspectives
 - Signage coordination issues
 - · Wayfinding Reinforcement
 - Graphic Identity
- Recommendations



Wayfinding Plan (2006)

- Recommendations
 - Role of signage
 - Considerations & criteria for future signage
 - Schematic design alternatives for key signage categories
 - · Quantities & costs



2016 Plan • Improve navigation • Enhance the overall aesthetic of the streetscape • Create a dynamic and vibrant Downtown and Waterfront District Strategy

plan contents

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





inancial feasibility basics

Debt Service Coverage Ratio: Will the project be "bankable"?

- DSCR = Debt Service Payments / Net Operating Income
- Usually Must be greater than 1.25 Internal Rate of Return: Will the risk be worth it for the developer?
 - Typical minimum project IRR of 10% to 15% depending on variety of factors
 - Considers cash flows (expenses and revenues) over a 10-year period:

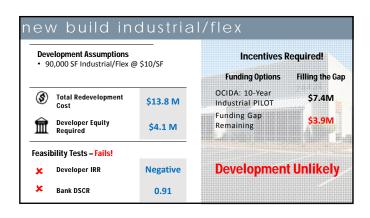
Rome Turney redevelopment

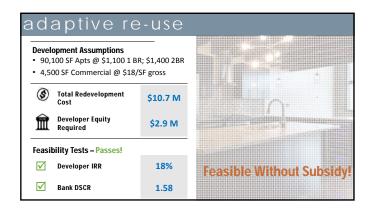
- 4 Redevelopment Scenarios:
- 1) New Build: Mixed-use residential
 - 110-120 High-end apartments
 - 5,500 SF Ground floor retail/commercial
- 2) New Build: 3 Commercial Buildings
 - 2 Restaurants (6,500 SF each) 1 Retail building (14,000 SF)
- 3) New Build: Industrial/Flex
 - 90,000 SF
- 4) Adaptive Reuse: Mixed-use residentia
 - 80-90 High-end apartments
 - 4,500 SF Ground floor retail/commercial



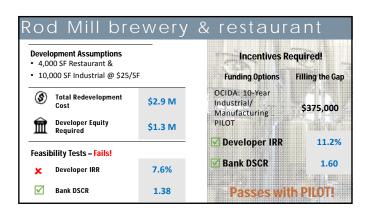
• 110,	pment Assumptions 500 SF Apts @ \$1,100 1 0 SF Commercial @ \$18		Incentives Re	quired!	
(A)	Total Dadayalanmant	-	Funding Options	Filling the Gap	
(3)	Total Redevelopment Cost Developer Equity Required	\$17.2 M	OCIDA: 10-Year Tier	\$2.9 M	
m		\$4.7 M	1 Housing PILOT	72.5 W	
			✓ Developer IRR	12.5%	
Feasib	ility Tests – <mark>Fails!</mark>		✓ Bank DSCR	1.50	
×	Developer IRR	6.4%	Jank Jook	1.50	
×	Bank DSCR	1.22	Passes with	PILOT!	

	ment Assumptions 0 SF Restaurants @ \$2	20/SF	Incentives Required!		
	0 SF Retail @ \$18/SF	-,-	Funding Options	Filling the Gap	
③ To	al Redevelopment	\$7.1 M	OCIDA: 5-Year Retail	\$264,100	
	veloper Equity quired	\$2.3 M	Funding Gap Remaining	\$2.8M	
Feasibility	y Tests – <mark>Fails!</mark>				
🗶 De	veloper IRR	Negative	Development	Unlikely	
🗴 Ba	nk DSCR	0.70			



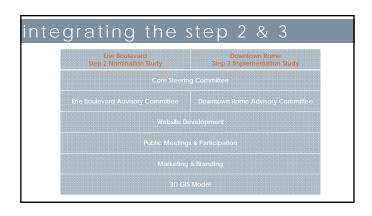














Website Contents • What is Rome Rises? • Live in Rome • Come Build With Us! • Share Your Ideas









Brand edit Key messaging Brochure design / Marketing Packet Website development Social media (Facebook Strategy) Email marketing

Brand Kit / Guide Guide that showcases the new logo, key messages and links to social media pages Sticker or window decal with the logo List of upcoming events Key contacts and their information Brand Launch / Press Conference





Market research identified 3 demographics to target for residential opportunities in Rome: • Young Professionals • Empty Nesters • Seniors

residential marketing tactics

- Segmented Marketing Piece
- Monthly Magazine
- · Relocation Guide



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4

businesses

business market opportunities

- · Amenities to support residential development
- Opportunities for medical office space
- · Opportunities for small businesses
- Industrial opportunities to fill Griffiss Business Park
- Opportunities at BOA sites
- Amenities needed to support tourism

business marketing tactics

- Segmented Marketing Piece
- Sell sheets for strategic sites
- Small business events
- Tradeshows and business events

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tourism assets

- The Canal
- Bellamy Harbor
- · Little Italy
- Historic Assets
- Arts & Culture
- Mohawk Trail



tourism marketing tactics

- Segmented Marketing Piece
- Target list
- Special events at key sites
- Visitors Guide sample visits
- Host a Taste of Little Italy
- Host a History Weekend



city-wide marketing plan

- · Establish a committee
- · Establish a tourism marketing budget
- Create and hire a position or department responsible for citywide tourism
- Develop and implement a tourism marketing plan

city-wide marketing plan

Tactics to include in the plan:

- Branding
- Key messaging
- Create a website or incorporate into existing
- Social media accounts specific to tourism
- Social media campaigns for specific events / attractions
- Events, such as local festivals
- Visitor's Guide
- Paid advertising campaign promoting the City
- Digital marketing strategy



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targeted studies & financial feasibility

☑ Complete

- 1) Marcy Nanocenter Spinoff Potential
- 2) Downtown Medical Office Building (MOB) Potential
- 3) Financial Feasibility Analysis
 - 3 Rome Turney Redevelopment Scenarios
 - Rod Mill Brewery-Restaurant

☐ To D0:

- 1) City Yard Site Analysis
- 2) Neighborhood Stabilization Recommendations
- 3) East Dominick Street Business Attraction Strategy



Marcy nanocenter spinoff

What spinoff business and development activity could be captured in the BOA?

- Semiconductor Supply Chain
- Economic Impact Analysis (measuring indirect effects)
- GlobalFoundries Case Study Malta, NY
- · Housing Implications



Marcy nanocenter spinoff

Key Findings

- Biggest Impact: Demand for High-End Apartments
- New People = New Spending
 Health Care, Retail, Entertainment
- Some Limited Supply Chain Activity, But Likely Captured Elsewhere
- Short-Term Office Space Potential



medical office building potential

Is there Market Potential for Medical Office Development?

- Medical Office Market Trends: Construction, Absorption, Vacancy, Rates, etc.
- Inventory of Downtown Medical Use Properties & Major Regional Facilities
- Health Care Industry Projections: City & County
- Underserved/Shortage Area Analysis



/1 2	arcy	na	and) (се	nter spinoff
	wntown cilities In	vento	ry			Map Local Health and Middeal Facilities
Map ID	Address	Health and Medics	Rentable Building Area (RF)	Building Class	Year Built	
1	1316 Black River Blvd	Medical Office	2.794	С	Unknown	A STATE OF THE PARTY OF THE PAR
2	1721 Black Blue Blut	Medical Office	19 115	8	1984	
3	1819 Black River Blvd N	Medical Office	5.629	С	1976	
4	107 F Chestrut St	Medical Office	23.887	8	1986	The state of the s
- 6	110 F Chestrut St	Medical Office	8.326	8	1973	
6	111 F Chestrut St	Medical Office	16.731	c	1975	the second secon
7	252 Dominick St	Medical Office	5.822	8	Unknown	1119
	209 W Embargo St	Medical Office	2.893	-	1950	
	1107 Floyd Ave	Medical Office	3 536	c	2002	0.00
	63 Geiger Rd	Medical Office	9,640		2005	
	405 N George St	Medical Office	6,682	Č	1890	The state of the s
	206 S George St	Medical Office	29,649	c	1960	2000
	1614 N. James St	Medical Office	8,400		1970	
	1617 N James St	Medical Office	22,000		1970	
	1617 N James St 1716 N James St	Medical Office	22,000	B	1968	
	1716 N James St 306 W Liberty St	Medical Office	23,399	B	1948	the state of the s
	306 W Liberty St 91 Perimeter Rd	Medical Office	9,082	В .	1970	7/1/4 PM
	114 W Thomas St	Medical Office	2.888	c	1992	911
		Medical Office Marinal Office	2,888	c		10.
	509 N Washington St				1888	1/4
	800 W Chestrut St	Senior Housing	68,898	NA	1974	Downtown BOA
	450 Geiger Rd	Senior Housing	78,474	NA	1970	
	801 N James St	Nursing Home	85,499	NA	1967	
23	1500 N James St	Hospital	202,440	NA	1990	

medical office building potentia

Key Findings

- Medical office market strong & health care industry expected to grow
- Need for more physicians, including mental health specialists and dermatologists, but difficult to attract
- Lack of modern, high quality space
- Utica & Syracuse will outcompete for major medical (major downtown Utica project)
- · Marcy Nanocenter = greater need
- · Potential for smaller-scale multi-tenant MOB in Downtown

