Applications for the Downtown Revitalization Initiative will be received by the Regional Councils. Applicant responses for each section should be as complete and succinct as possible. Applications must be received by the Capital Region Regional Economic Development Council by 4:00 PM on June 14, 2017. Submit your application as a Word Document to NYS-MohawkVal@esd.ny.gov.

**BASIC INFORMATION**

Regional Economic Development Council (REDC) Region: MOHAWK VALLEY

Municipality Name: City of Rome, NY

Downtown Name: Experience Downtown Rome

County: Oneida County

Vision for Downtown. Provide a brief statement of the municipality’s vision for downtown revitalization.

The time is now. The place is downtown Rome: the Mohawk Valley’s next DRI community.

Our City is resolved to take control of our future and realize our full potential as a sustainable, intelligent City. The DRI team envisions a re-energized urban nucleus through laser-focused investments. Our City will inspire innovation, facilitate residential repatriation, promote arts-based business, encourage alternative transportation, celebrate diversity, and create amazing places.

Justification. Provide an overview of the downtown, highlighting the area’s defining characteristics and the reasons for its selection. Explain why the downtown is ready for Downtown Revitalization Initiative (DRI) investment, and how that investment would serve as a catalyst to bring about revitalization.

Rome is on the very brink of structural, metaphysical change. $10 million will change the game – not just for Rome, but for the entire region.

The Rome DRI target area contains all the ingredients for success: Massive physical impact, leverages $32 million in new investment, nationally-acclaimed public spaces, sturdy partnerships, and the professional staff capacity to deliver projects. Success in Rome will augment and inspire continued transformation - already underway in Utica and Oneonta - as the western sentinel of the innovation economy.

The past decade of targeted investments in environmental design, placemaking, tourist destinations, entrepreneurial innovation, and transportation choices have brought Rome to the cusp of transformation. Urban renewal’s legacy is admittedly entrenched, betraying devastating weakness in the urban fabric. The rationale for our target area is to - in one master stroke - erase the weaknesses, showcase the strengths, and paint a masterpiece on this damaged canvas using the opportunity presented by the DRI.

And it’s for real. Real momentum. Real partnerships. Real leadership. Rome is a sure bet.
DOWNTOWN IDENTIFICATION

This section should be filled out with reference to the list of desired attributes for participation in the DRI as set forth in the DRI program description.

1) **Boundaries of the Downtown Neighborhood.** Detail the boundaries of the targeted neighborhood, keeping in mind that there is no minimum or maximum size, but that the neighborhood should be concentrated and well-defined. Core neighborhoods beyond a traditional downtown or central business district are eligible, if they can meet other criteria making them ripe for investment. Attach a map that clearly delineates the downtown neighborhood.

**Compact, distinctive, and walkable in five minutes or less from the City Green.**

The downtown district is distilled from the Erie Boulevard Brownfield Opportunity Area (BOA) Implementation Strategy. The district is bounded by Fort Stanwix National Monument in the east; to Madison Street in the west; the CSX railroad in the south; and Court and Liberty Street in the north. It includes the “urban renewal superblock” including City Hall, Liberty Plaza, the Neighborhood Center, the Capitol Theatre, two large public parking structures, Fort Stanwix, and a shopping mall. The total area of the target area spans only 150 acres (0.25 sq. miles) and includes both the Historic Gateway and the West Dominick Arts and Cultural District.

The target area radius is a **five minute walk** from the City Green. It is important that the investments be concentrated in an area that is accessible by humans on foot, not strictly vehicles. Business and service accessibility is an important factor in a strong central downtown. It can entice someone to explore through sensory interest. The area includes the intersection of State Highways 46, 49, and 69, and is the physical nexus of the surrounding neighborhoods, commercial main street districts, and the waterfront district.

Whether visitor or resident, people want to explore interesting places. The target area is rich with commercial, cultural, transportation, and recreational assets to support a 24 hour livable and vibrant place to experience the City and connect with one another.
2) **Catchment area.** Outline why the downtown, or its catchment area, is of a size sufficient to support a vibrant, year-round downtown, with consideration of whether there is a sizeable existing or increasing population within easy reach for whom this would be the primary downtown destination.

The City places a heavy emphasis on walkability, livability, and 4-season tourism opportunity. The catchment area contains all of the ingredients for a vibrant urban district to attract 5,800 Tech Park employees; 94,000+ regional and international tourists; and 32,000+ residents of the city. Regionally, this is the closest, most accessible, and fully-loaded downtown for Romans, Griffiss employees, and central and western Oneida county residents:

**Arts.** The Capitol Theatre, ArtisTree Studios, and the Paul Revere Mural anchor the West Dominick streetscape.

**Entrepreneurial Innovation Center.** The 28,000 sf Rome Entrepreneur, Arts, Culture, and History (REACH) Center.

**Public Transportation Hub.** CENTRO’s Rome Hub is strategically located to make 160,000 stops annually.

**Pedestrian & Bike Infrastructure.** Rome is fast-becoming known as the “Trail City.” The area incorporates the nexus of the in-City sections of the Mohawk River Trail and Erie Canalway (Empire) Trail making the City supremely bikeable.

**Diverse Housing Choices.** A spatially-efficient and unique blend of modern luxury market-rate apartments, affordable housing, historic homes, senior living, and compact single-family cottages – with room for more.

**Creative Public Places.** The Capitol Steps green streetscape, the multi-purpose Griffo Green at City Hall, the West Dominick SMART Walk, two historic parks, a farmer’s market, and a 20-acre great lawn at Fort Stanwix.

**Continuous Traffic Flow.** The confluence of Erie Boulevard and Black River Boulevard clocks more than 30,000 vehicles per day (NYS DOT) within the target area from Syracuse, Watertown, Binghamton, and Albany.

**National Park.** Fort Stanwix National Monument and the Marinus Willett Visitors Center anchors the target area, free and open to the public seven days per week, and attracting more than 94,000 visitors annually.

**Access to City, County, and Public Services.** Wholly contained in the area are Rome City Hall, Rome Police Department and City Court, County Courthouse, Oneida County Offices, child care, senior services, and banking institutions.

**Retail/Shopping.** Within a five minute walk from City Hall is a major retail shopping center (Marshall’s, JC Penny, Tops Markets, Rue 21, restaurants) as well as local family favorites like Engelbert’s Jewelers and Gary’s Music.

**Local Flavor.** Brenda’s Natural Foods, Boyz from Italy Pizzeria, Broaster’s Coffee Roasters, free Summer Concert Series with craft beverage tasting, and the Berkshire Farmer’s Market offer fresh, healthy, and locally-manufactured food and beverages.

**Employment Opportunities.** Different sectors include the professional careers and engineering field, public services, retail sales, government, fine arts, healthcare, and tourism.

**Did we mention that ALL OF THIS IS WITHIN A FIVE MINUTE WALK of the center of the target area?**
Rome has gained notoriety in Upstate New York as “small, gritty, and green.” Here’s how we did it.

The new Copper City has embraced sustainable design, collaborative placemaking, and public-private partnerships in and around the target area. Why is this important? Each of these projects lays the foundation for success in the DRI; concentrates significant dollars for maximum impact; and demonstrates a commitment to smart growth and quality of life for Rome’s citizens.

$22,000,000 in Brownfield Revitalization…and Counting. In terms of leverage, the City of Rome has one of the most successful BOA programs in New York. Remediation of the General Cable Site, Rome Cable Complex 3, five Environmental Restoration Program sites, the Rod Mill site, and improvements to underserved neighborhoods affected by brownfields have resulted in direct, lasting investment in the health and vitality of Rome’s urban core.

$5,000,000 in Green Infrastructure Investments. Downtown Rome is the original test-bed for Green Infrastructure as placemaking in Upstate New York. Since 2007, more than $5 million in GIGP, City, and CDBG funding has been invested in creative, sustainable streetscapes and public spaces such as North James Street, Capitol Steps, Race to the Harbor, Bellamy Harbor East, and Urban Canopy Restoration Project. The West Dominick SMART Walk is under design, and promises to marry street art with a pedestrian-focused stormwater-friendly streetscape in 2018.

$35,000,000 for Fair Housing. In addition to the luxury apartments at Old City Hall, Liberty Affordable Housing, Housing Visions, and Omni Development have invested more than $35 million in affordable housing, energy efficiency retrofits, and quality of life projects in the City. CRM Properties is ready to double down with the next big thing in downtown housing – squarely within the DRI target area – to the tune of $12+ million.

$2,000,000 Historic Preservation/Adaptive Reuse. Currently, the 14,000 sf 1892 Old City Hall structure – one of the most magnificent examples of red sandstone Flemish Revival in the Mohawk Valley – is undergoing adaptive reuse as luxury apartments with coffee roaster Broasters on the first floor. Our community has taken great care to restore the cupola, roofing, and copper (yes, 100% Revere Copper) architectural elements as part of the restoration and reuse project. This place is one of a kind and a foretaste of things to come.

$6,400,000 Regional & International Tourism. Fort Stanwix is the fulcrum of Rome’s tourism economy. The National Monument has demonstrated a total economic output of $6.4 million while adding $3.9 million in economic value to the local area in terms of lodging/camping, food, gas, souvenirs, and other items. In 2016, 94,000 people purchased tickets here, 68 local jobs retained, and approximately $2 million in local income has been generated.

$4,000,000 Bicycle Infrastructure. The Trail City originates at the nexus of the Mohawk River Trail and Canalway Trail system. Public amenities include Zagster bikeshare services at Fort Stanwix and one of the trailheads of the Mohawk River Trail. As the birthplace of the Erie Canal System, The Erie Canal Trail generates nearly 1.6 million visits per year (Parks and Trails New York 2014 Economic Impact Study). Trail users generate $253 million in sales, 3440 jobs, $78 million in labor income, and $28.5 million in taxes into the upstate economy each year. Businesses within a 1-mile radius uniformly cite a significant impact on business. Unlike virtually any other in the region, our trail network connects Rome’s downtown and waterfront to historic sites, retail, services, schools, parks, Griffiss, and neighborhoods. Rome is poised to capitalize further through the DRI.

$1,500,000 Entrepreneurial Development. The REACH Center, through intense collaboration with MVCC and the City, was born in 2010 as Rome’s first and only Arts-based business incubator. Today, the center is reaching for the sky, and vying to become the Mohawk Valley’s next Innovation Hot Spot.
4) Recent or impending job growth. Describe how recent or impending job growth within, or in close proximity to, the downtown will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.

Less than 30% of Griffiss Business and Technology Park's 5,800 workers live in Rome. Downtown Rome is taking aim at capturing a share of them by building a more attractive environment for STEAM workers.

Building the STEAM Ecosystem. Rome is a microcosm of the Mohawk Valley – embracing and experiencing growth in advanced manufacturing, cyber technology, Unmanned Systems, and craft food & beverage manufacturing. The focus of Rome's DRI investments are to build the ecosystem necessary to attract and retain talent in each of these sectors. In addition to opening new residential and recreation options for today’s workers, young professionals, and families; downtown Rome has its sights on Nano Utica and Marcy Nanocenter STEAM workers in the future.

10,000+ jobs within two miles of downtown. The City of Rome has enjoyed public and private investment in its downtown and downtown-adjacent areas. Informed conversation between large anchor industries and small creative enterprises has driven a majority of the investment. In addition to the 5,800 jobs at the Griffiss Park, top employers in Rome include Rome Memorial Hospital (1,081 employees), Rome City School District (821), Revere Copper (362), Varflex Corporation (124), and Worthington Industries (115).

Brewing small business growth. This complements innovative, small business startups, particularly in the food and beverage sector. Copper City Brewing has enriched the epicurean and cultural landscape of Rome. Opened in 2016, the brewery has enjoyed patronage of Romans and non-Romans alike and is already planning equipment purchases and facilities expansion. The brewery is the newest addition to an established food and beverage trail in the Mohawk Valley. Broasters Coffee, a commercial micro roaster, is setting up shop in the Old City Hall and scheduled to open fall 2017.

Adjacent to the region’s premier business park. Related investments include Griffiss Business and Technology Park, a redeveloped Air Force base that features 76 businesses with 5,800 employees. Griffiss is one of the premier business parks in the northeast with specific focuses in nanotechnology, cybersecurity and economic crime, and data analytics. The Park is also one of six FAA designated Unmanned Aerial Systems Test Sites in the United States. The Griffiss test site is leading research and development in this innovative emerging industry with partners like the FBI, NASA and the DOD. The Park is also home to the Griffiss International Sculpture Garden and Nature Trail, a regional cultural asset with art pieces from 22 globally-recognized sculptors.

Attracting talent for high growth industries. Just ten minutes away in Marcy, Danfoss, a partner with General Electric, has begun to occupy Quad-C at SUNY Polytechnic. Danfoss is establishing Advanced Power Electronics Packaging with five packaging lines and operations focusing on industrial and automotive markets. New York State is investing $100 million for tooling and facility modifications to attract 100+ new semiconductor and power electronics professionals.
5) **Attractiveness of physical environment.** Identify the properties or characteristics that the downtown possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown for a diverse population of varying ages, income, gender identity, ability, mobility, and cultural background. Consider, for example, the presence of developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikeability, healthy and affordable food markets, and public parks and gathering spaces.

**A Work in Progress...with Progress in the Works.** The downtown can currently be characterized as a work in progress with good amenities, local businesses, and enormous potential. The area includes historic structures such as the Zion & Saint Peter’s Church, Old City Hall, Rome Historical Society, and the Capitol Theatre. These buildings escaped the urban renewal process and have been preserved in their original constructed state. Remnants of urban renewal are still visible, including a large residential senior housing complex, two large public parking garages that once served the superblock, and a pedestrian shopping mall that has been opened up to vehicle traffic (West Dominick Street). Fort Stanwix National Monument was also constructed during the urban renewal period with hopes that tourism would be a driving force in sustaining the superblock and pedestrian mall.

The National Monument lands include a large open space area that is host to annual City events that pack the downtown with concerts and festivals. A well-connected corridor through City Hall’s Griffio Green, Zion Church’s newly developed LGBTQ Youth Center, the Capitol Theatre and the Capitol Steps plaza offers people with an easy and interesting walk into the heart of the West Dominick Street Arts corridor. From the west, this corridor explodes with public improvements including a funded streetscape project known as the West Dominick Stormwater Management Art Walk (SMART). The project will include amenities such as art work, rain gardens, creative swing benches, street trees, bike lanes, and a reinvigorated sense of place. The flexible lawn space of the Griffio Green can be utilized for intimate to large public gatherings and is planned to be a center of focus for seasonal fairs and events including a public skating rink in the winter and harvest festivals in the fall. Currently, the City holds bands and craft beverage tastings known as the Rome Summer Concert Series on select nights throughout the summer months on the green. The surrounding apartment complexes including the CRM Senior Apartments can enjoy ease of access to the concerts by simply walking out their front door.
The physical setting of the buildings within the downtown can be described as eclectic, with a blend of urban renewal architecture and timeless architecture of pre-1920 construction. The downtown invites an interesting conversation on the evolution of the American city and how trends and policies can affect entire neighborhoods.
More recent streetscape projects have helped to bring back human-scale interest through green infrastructure. The City has taken into consideration how the built and natural environments complement each other and provide people with a place that they want to explore, enjoy, and experience. A large public green infrastructure project was completed to help support the master plan and growth of the Capitol Theatre. This project provided gathering and parking space and was designed with details that mimic the architecture of the theatre. The Capitol Theater will host over 1,100 events this year between the main theater and two smaller theaters. They have created nighttime activity that has been missing on West Dominick Street for some time, and the public investments help leverage the private dollars and programming.
As the heritage anchor for downtown, the Fort Stanwix National Monument has played host to over 94,000 visitors in 2016 alone. A report from the National Park Service (NPS) indicates that those visitors spent nearly $5.2 million in communities near the park.

The downtown area is the center hub and spokes of the trail network throughout the city. The trails converge on Fort Stanwix National Monument as do the surrounding neighborhoods. In 2014, construction started to complete a gap section of Canalway Trail and allows urbanites and visitors to travel along Rome’s waterfront on a paved multi-use recreation trail. The final gap in the Canal Trail will be completed in the coming years through Governor Cuomo’s Empire Trail Initiative. This gap will connect the downtown area with the historic Erie Canal towpath and original canal at Erie Canal Village. The downtown is also connected directly to the Mohawk River Trail, which users can travel north to south following the Mohawk River to the Griffiss International Sculpture Garden and Nature Trail, ultimately leading to Delta Lake State Park. This trail connects a multitude of unique places throughout the City and allows people to ditch their cars for non-motorized. It also allows employees on the Griffiss Park to commute via foot or bike. It is not uncommon to see people traveling the trail with groceries or school books. As these systems are integrally connected to the downtown, unlimited opportunity exists to explore and enjoy the surrounding community from the central hub of the City. The community is also able to rent bikes from three key sharing stations along the trail systems. Unrivaled access to alternative transportation exists in the downtown, unique among upstate communities.
6) **Quality of Life policies.** Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, comprehensive plans, complete streets plans, transit-oriented development, non-discrimination laws, age-friendly policies, and a downtown management structure. If policies achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies.

**Comprehensive Master Plan (adopted 2004) – the Foundation for High-Value Development.** The central business district outlined in the 2004 Comprehensive Master Plan is the target area for this Downtown Revitalization Initiative and is seamlessly aligned with each other’s goals and objectives for:

- High-Value, high-density, sustainable residential and commercial development
- Expand tourism marketing efforts that build on the historic, recreational, cultural and natural resources
- Work with economic development partners to encourage a 21st century labor force
- Creative, collaborative placemaking
Urban Design (2007) – Form and Function. The comprehensive plan paved the way to a focused downtown and main street district plan known as the Urban Design Plan. Complementary to the urban design plan, a Storefront Design Manual and a Commercial Façade Improvement Program was created to help attract new businesses and strengthen established businesses within the target area.

Rome Main Streets Alliance (2007) – Taking it to the Streets. To assist in the implementation of the façade program and overall revitalization of the downtown and the main street corridors, the Rome Main Streets Alliance, a 501.C3, was formed. This organization, still operating today, helps business and district development progress, and keeps momentum building to enhance the downtown.

ReTooling Rome (2013) – Smart Growth Remastered. Rome recognized early that to stay competitive and remain relevant to new development updates to City policies and goals to align with Smart Growth practices are necessary. The city was awarded a Consolidated Funding Application to retool its zoning code, subdivision regulations, and sustainability updates to its comprehensive plan. The policies contained in the update include:

- Focus on smart growth, preserving open space and natural areas, utilizing existing infrastructure and resources
- Sustainable development techniques should be encouraged and/or required
- Economic development that balances the needs of the current and future economy with a high quality-of-life
- Preserve Rome’s green infrastructure and open space.
- Create an accessible, efficient, multi-modal, regional transportation system

These policies and zoning updates are slated for final adoption in 2018.
Brownfield Opportunity Areas – Shaking off the Rust. Focusing on a neighborhood level of community revitalization efforts, the city has been engaged with 2 Brownfield Opportunity Area Plans over the past 8 years. With the first Downtown Rome BOA nearing completion, a full form-based code has been developed and proposed for the waterfront district. The Erie Boulevard BOA is currently completing the nomination phase. As both BOA areas are included within the downtown target area, the adopted policies and zoning structure can be applied to the DRI framework.

Climate Smart Community (established in 2017) – Paris Accord commitment. As an official designated Climate Smart Community, Rome is acting locally and thinking globally through smart environmental and economic policy. Rome stands in solidarity and in action with New York State and global communities to exceed the promises of the Paris Accord:

- 40% of the City’s electrical demand is met with renewable energy, with two 3 MW solar farms and rooftop solar arrays on City Hall, Kennedy Arena, and the James Street Parking Garage.
- All new City streetscapes incorporate green infrastructure to capture, mitigate, and clean stormwater runoff before it enters the NYS Barge Canal and Mohawk Rivers. Each year for the past 10 years, the city has included a green infrastructure project including permeable surfaces in combination with vegetation and trees within the waterfront and downtown areas.
- Rome has been a Tree City USA since 2004, and continues to grow the urban forest canopy in downtown Rome to capture carbon emissions, mitigate pollution, absorb stormwater, and create attractive neighborhoods.
- Rome was the first City in the Mohawk Valley to install public Electric Vehicle Charging Stations downtown, and continues to expand its fleet of electric and hybrid vehicles.
Trail City (2014) – Walkable, Bikeable, Beautiful. The city has also been progressing the network of multiuse recreational trails including the Mohawk River Trail, Canalway Trail, and the Griffiss Sculpture Garden Trail. Over the past five years, the community has seen its public trail network grow by more than 10 miles. These trails are part of an interconnected in-city and nature trail system that is due to double in size in the next 2 years with the construction of an extension of all 3 trail networks. These networks are directly connected to the downtown area. The city even offers visitors and residents who do not own a bicycle the ability to rent one for the hour or the day through 3 bike share stations.

In addition to trails as use of alternative transportation, the downtown area offers a transit hub operated by CENTRO. Currently the hub is located within walking distance to the entire downtown. CENTRO is currently working on a new transportation center within the downtown area to allow a more market driven reuse of the current parking garage site. Their new location will be just as accessible, if not more, than what currently exists. A person can take a bus directly to Turning Stone Casino and Resort from the downtown hub with multiple time options daily. It is one of the most popular routes.
7) **Support for the local vision.** Describe the public participation and engagement process conducted to support the DRI application, and the support of local leaders and stakeholders for pursuing a vision of downtown revitalization. Describe the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan. Identify an initial local lead for the program that will work with outside experts to convene a local DRI Planning Committee to oversee the plan.

![LOCAL PLANNING COMMITTEE](image)

![SUPPORTING AGENCIES](image)
“I’ve worked in the area for 40 years and I enjoy being a part of the projects that improve the City of Rome.”
- Jim, RME NY No. 16

“Looking back on my educational career as I prepare to undertake graduate studies in the field of theoretical physics, I realize how fortunate I was to have been a part of the Rome City School District. The fantastic teachers I had gave me the foundation that I needed to be successful at the college level.”
- Michael, RME NY No. 4

“I’ve been bringing organic produce to this area for 17 years and I’m happy to have my brick and mortar location here in downtown Rome to offer a farm-to-table option to the public.”
- Brenda, RME NY No. 8

“Rome truly is a community. Everyone knows everyone and everyone works together to achieve common goals.”
- Tanya, RME NY No. 14
8) **Readiness:** Describe opportunities to build on the strengths described above, including a range of transformative projects that will be ready for implementation with an infusion of DRI funds within the first one to two years (depending on the scope and complexity of the project) and which may leverage DRI funding with private investment or other funds. Such projects could address economic development, transportation, housing, and community development needs. While such projects should have demonstrated public support, it is recognized that projects will ultimately be vetted by the Local Planning Committee and the State. Explain how the majority of projects proposed for DRI funding demonstrate their readiness for implementation.

**DRI PRIORITY PROJECTS 2018 – 2020**

1. **Liberty-George Transformation (2019).** Project involves demolition of a 40-year old parking structure on a 2-acre site and replacing with modern, sustainably-designed, mixed-income apartments. Situated on one of the most visible corners of the downtown catchment area, the Liberty George parking garage is structurally unsound and occupies valuable space. The City, in collaboration with a private developer, has initiated plans for demolition of the garage to prepare for construction of mixed income apartments and public parking. Cost: $14,000,000

2. **Capitol Theatre (2019).** The Capitol Theatre’s Master Plan includes enclosing an access corridor to reconnect the 3 distinct structures for seamless programming and events throughout the facility. It also includes the fit out of a black box theater and a backstage access management plan that will enhance meeting and event space. The addition of these ancillary spaces to the theater will be structured around the successful structure of Proctors Theater. Cost: $8,700,000

3. **City Green and City Hall Enhancement (2018).** The project capitalizes on the centrally-located, programmable City Green by constructing an outdoor skating rink and infrastructure for winter festivals to anchor the 4-season destination. The upgrades to City Hall will include a new entry atrium that is controlled and safe as well as ADA compliant and environmentally sustainable. Cost: $3,000,000

4. **Liberty-James Garage Upgrades (2018).** Installation of automated access & pay station to accommodate 24-hour access for new residents, including façade improvements to meet form-based aesthetic. Cost: $250,000

5. **West Dominick Infill Development Site Work (2018).** Engineering & Archaeological field work to facilitate infill development of xxx-square feet of mixed use development with Erie-level parking. The target area includes 3 main underutilized lots - perfectly situated for infill development. Housing market studies supporting specific uses have already been completed through the BOA process. Cost: $250,000

6. **City Center Apartments.** A longtime vacant structure that has contributed to the blight within the area, this structure will be completely renovated and include upper floor apartment units and a first floor meeting space. Cost: $2,500,000

7. **Arts-based Innovation Hot Spot @ REACH Center (2018).** Build-out of 10,000 square feet of co-working space for arts-based entrepreneurs, including a new Main Streets Café and Craft Beverage Exchange to feature locally roasted coffee, craft beverages, local bread and sweets and craft foods from Utica, Rome, and the Mohawk Valley. Cost: $500,000

8. **Streetscape Improvements & Trail Connectivity @Erie/James and @Erie/George (2018-19).** Crosswalks, traffic calming, gateway features, trail connections, signals to increase commerce across Erie Boulevard and connect downtown more effectively to underserved residential neighborhoods. Cost: $400,000

9. **CENTRO Hub (2019-20).** Centro is currently located in the Liberty George parking garage, nearing the end of its life span, and slated for redevelopment. Plans have begun for a permanent solution to the public transportation...
dilemma, CENTRO and Rome have committed to collaborate on a definitive relocation and facilities plan for the bus terminal to a 2,500 sf energy-efficient, safe, universally accessible, and central location. Cost: $2,000,000

10. Zion Church historic preservation and community center (2018-19). Rome Main Street Alliance (Main Streets) is partnering with the Vestry of the Zion Episcopal Church in order to develop the Vestry building and former school into a centralized service hub for non-profits with a focus on community outreach and interface. The building consists of a series of public meeting spaces, multiple offices and classrooms, a basement level recreation space and a comprehensive commercial kitchen. Historic preservation, co-working space fit-out, shelter build-out. Cost: $1,000,000

9) Administrative Capacity. Describe the extent of the existing local administrative capacity to manage this initiative, including potential oversight of concurrent contracts.

No other City our size has managed so much public investment. Rome’s success is a testament to fresh leadership and a young professional staff blessed with talent, bound by a common vision, and wired to succeed.

Ability. The City of Rome Staff has managed over 80 state and federal grant projects over the past 10 years. The grants have included both planning and capital projects and have led to true transformation of community and a stronger more vibrant place to live, work, and play. In addition to the grant projects, the city manages capital projects annually that are based around the municipal budget. In all, city departments across the spectrum have the ability to plan and deliver projects with intimate knowledge of the community and agencies alike.

Collaborative Approach. In addition to city staff, the Mayor and her Chief of Staff have shown true dedication to collaborating with all walks of life to create positive progression of the community. Having a strong commitment to the future with knowledge of past missed steps sets a solid foundation for undertaking a large downtown revitalization project. It is within the strength of leadership that the success of this project truly lies.

Strong Leadership. Strong planning committees have proven that these projects really do take a community to be raised properly. Through the Economic Development subcommittee of the Common Council and BOA steering committees, both current BOA plans have been extremely successful in gathering community involvement and educating the local citizens on the evolution of planning documents into implementation.

Energy From the Bottom Up. Even local community groups are rising up and engaging in the revitalization of Rome. These groups are moving forward on a linear path together, hand in hand, collaborating on community events and rallying to see the downtown revitalization initiative is a success. The Rome Main Streets Alliance, Rome Up and Running, and Positively Rome, all local non profits, will be ready to answer the call of establishing a planning committee, which will be comprised of actual brick and mortar businesses and community groups within the downtown area.

With all partners at the table, coupled with the capacity of paid city staff, this project will not only be the most successful downtown revitalization initiative, but the most transformation downtown project since urban renewal that sparks positive change for the future.
10) Other. Provide any other information that informed the nomination of this downtown for a DRI award.

The Rome DRI is exquisitely aligned with the MVREDC strategies for economic transformation, leverages significant (real) private investment, and strengthens a rebounding community. The Rome DRI creates a livable, workable, walkable mixed use district in the very heart of Oneida County.

**Build Vibrant Communities.** 100% of the proposed investments fit the bill. A series of Smart Growth infill projects result in greater housing density & diversity, universally walkable & bikeable neighborhoods, sustainable design, and engaging public spaces.

**Agribusiness and Craft Food & Beverage.** Proposed investments at REACH Center to expand craft food & beverage manufacturing market opportunities for local/regional craft food and beverage producers and artisans.

**STEM Industries.** Or should we say “STEAM” industries? The REACH Center is proposing 10,000 sf of versatile co-working space for arts-based entrepreneurs.

**Tourism.** Leveraging Fort Stanwix National Monument’s international draw, the Rome DRI intends to capture a larger share of the Fort’s 300,000 annual visitors through creative placemaking and boutique retail opportunities.

**Opportunity Agenda.** The REACH Center is coming into its own as downtown’s most modern and versatile startup environment for entrepreneurs. Across the City Green, Zion Ministries is committed to providing a safe haven for our local LGBTQ community as they strive for inclusion and respect.
Liberty/George Street Garage Transformation

Project Description

Located at the intersection of George Street and W. Liberty Street, the George Street parking garage was built as an urban renewal project. The 4-story garage is owned and operated by the City, and serves as the main transit center for Centro Rome. In recent years, the City has eliminated parking in certain sections of the garage due to structural safety concerns. The George Street garage provides an opportunity to move this vision forward with a diverse new development. The project will transform an underutilized 1960s-era parking structure into a vibrant mixed-use, sustainable development that will reknit the north end of the arts and cultural district and strengthen the identity of the corridor.

The City completed a structural analysis which concluded that the garage is unfit for reuse. Through the DRI funding, the structure will be demolished and site prepared for a new, appropriately scaled development that fits with the character of the district. The City is going to work with private developers to develop a detailed plan for the site that will include housing, retail, parking and Centro facilities.

Estimate Project Cost: $14,000,000
Capitol Theatre Expansion

Project Description

The Capitol Theatre’s Master Plan includes enclosing an access corridor to reconnect the 3 distinct structures for seamless programming and events throughout the facility. It also includes the fit out of a black box theater and a backstage access management plan that will enhance meeting and event space. The addition of these ancillary spaces to the theater will be structured around the successful structure of Proctors Theater.

Estimated Project Costs: $8,700,000
Project 3

City Hall + Griffio Green

Project Description

Rome City Hall building has been encountering issues related to its structural and environment conditions over the past decade and its been determined through a professional assessment that these issues need to be addressed. The municipality is seeking to take the project a step further than just simply repair of the structure. The city is seeking to create a sustainable year-round amenity for the community.

The upgrades to City Hall will include a new entry atrium that is controlled and safe as well as ADA compliant and environmentally sustainable. The project will include green building design with a green rooftop and stormwater downspout disconnections, and a large public meeting room for the community, as well as upgraded bathroom facilities for the public.

The parking garage and its covered walkways will receive attention, and a rooftop park will be designed to offer scenic overlooks of downtown and Fort Stanwix National Monument.

Outside of the building, the Griffio Square will be transformed into a year-round destination much like Rockefeller Center, with public art work, reflection space, and a skating rink in the winter months with seasonal lighting and Christmas displays to attract visitors to the downtown.

Estimated project Costs: $3,000,000
Project 4

Liberty/James Garage Enhancements

Project Description

The Liberty-James Street Parking Garage serves as the main parking facility for Fort Stanwix National Monument and the main public parking facility for the downtown area. Installation of automated access and pay stations will accommodate 24-hour access for new downtown apartments located within the Old City Hall building which are currently under construction, and for visitors to the National Monument and downtown businesses and events.

This project will include context sensitive façade improvements taking into account the proximity to surrounding historic structures like Old City Hall, St. Peters Church, and Fort Stanwix National Monument.

Estimated Project Costs: $250,000
West Dominick Infill Sites

Project Description

Developer interest has sprung up within the downtown corridor at several key infill sites. Currently these sites are utilized for public parking and are in poor condition. The city has enhanced a central infill site with green infrastructure, public parking, and passive reflection space for residents within the downtown to enjoy.

This project will include engineering and archaeological field work to facilitate infill development with mixed-use structures including boulevard level parking. Also included will be the request for development proposals on the 2 parcels to collect interest and begin the redevelopment process.

Estimated project Costs: $250,000
Project 6

Downtown Apartments

Project Description

A longtime vacant structure that has contributed to the blight within the area, this structure will be completely renovated and include upper floor apartment units and a first floor meeting space.

Engineering and architectural work has been completed for the project and the current owner has been entertaining multiple interests on the property. New market rate apartments will contribute to the vitality of the downtown and sustainability of the downtown businesses.

Estimated Project Costs: $1,500,000
Project 7

REACH Center Arts-based Innovation Hot Spot

Project Description

Build-out of 10,000 square feet of co-working space for arts-based entrepreneurs, including a new Main Streets Café and Craft Beverage Exchange to feature locally roasted coffee, craft beverages, and craft foods from Utica, Rome, and the Mohawk Valley.

Programmed by the Artistree Committee, the REACH Center is well-positioned as an important regional destination for people of all ages looking for art and cultural activities and is a catalyst for the growth of the evolving Rome ARTs District.

Providing opportunities for artists to give back to the community in interesting, impactful ways.

Enabling the community to support art entrepreneurs – an initial step in creating an arts incubator.

Helping to fight the underutilization and deterioration of a downtown building.

Assisting in recruitment efforts for agencies courting new companies and employees – as a quality of life amenity.

Driving more foot traffic to a once-fading downtown, enhancing Dominick Street’s position as an arts hub – and adding more excitement and activity to the street.

- Engaging diverse people across ages, abilities, identities, backgrounds and socioeconomic positions.
- Generating individual and collective creative capital – socially and economically.

Today, RUR is working with the City and is partnering with Utica area artists to implement its plan, including a funding framework for the third build-out phase which will improve an additional 10,000 square feet of space for an expanded regional arts incubator and other community uses on the Erie Boulevard ground floor.

Estimated Project Costs: $500,000
Streetscape Improvements and Trail Connectivity

Project Description

This project will include a focus on people and pedestrian rather than simply vehicle traffic. Emphasis will be placed on enhanced crosswalks and traffic calming measures to reconnect the north to south Erie Boulevard corridor, and a right-sizing approach to the main street. A parking strategy and reorganization will be included.

Estimated Project Costs: $400,000
CENTRO Relocation & Rehabilitation

Project Description

Centro is currently located in the Liberty George parking garage, slated for redevelopment. Conversations with Centro officials have proven fruitful, and plans have begun to relocate the hub. One proposed site is the former Eckerd Drugs building in the Freedom Plaza. Situated near amenities like Dollar General, retail shopping and local convenience stores, the proposed location would provide accessibility and convenience for Centro customers.

Estimated Project Costs: $2,000,000
Project 10

Historic Zion Church Preservation & Community Center

Project Description

Rome Main Street Alliance (Main Streets) is partnering with the Vestry of the Zion Episcopal Church in order to develop the Vestry building and former school into a centralized service hub for non-profits with a focus on community outreach and interface. The building consists of a series of public meeting spaces, multiple offices and classrooms, a basement level recreation space and a comprehensive commercial kitchen. The location is key; the building is directly across the street from City Hall Plaza and one block from the Capitol Theatre Complex, the REACH building and Fort Stanwix National Monument. Walkability figures prominently as the facility is located between the nascent ARTs District and the oldest, most historic neighborhood in the city.

The Richard Upjohn-designed church building and Vestry were built in 1850 and are on the National Registry of Historic Places. Both are in need of significant improvements to both exterior and interior structure and systems.

Main Streets plans to relocate its headquarters to the Zion vestry building in order to facilitate program implementation and management of the center. Planned programming includes:

- Alcohol and drug substance abuse counseling and treatment services
- Senior social services and event programming
- Youth outreach and GLBTQ safe house and social center
- Community event space
- Community meeting