

ROME RISES

DOWNTOWN REVITALIZATION INITIATIVE



May 23, 2016

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DOWNTOWN REVITALIZATION INITIATIVE – DOWNTOWN TEMPLATE

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BASIC INFORMATION

Regional Economic Development Council (REDC) Region: Mohawk Valley Region

Municipality Name: City of Rome

Downtown Name: Rome Rises

County: Oneida

Downtown Description - Provide an overview of the downtown and summarize the rationale behind nominating this downtown for a Downtown Revitalization Initiative (DRI) award):

The City of Rome historically served as the industrial and manufacturing center of Oneida County. Strategically located at the confluence of the Mohawk River and the Erie Canal, the City of Rome was once considered one of the most important transportation hubs for moving goods and services from New York City and the Atlantic Seaboard to the Great Lakes. During the Industrial Revolution, Rome gained the reputation as the "Copper City" and was home to many significant metal industries such as Revere Copper, Rome Cable and General Cable. From 1950-1995, Rome was the home of Griffiss Air Force Base, a former United States Air Force installation, that served as a significant regional employer.

Much of Rome's industry was concentrated in the downtown core, as well as along the Erie Canal. Many of these industrial areas were directly adjacent to residential neighborhoods. As Rome's manufacturing industries collapsed from the late 1960s through the early 2000s, the City was left with a number of vacant and abandoned industrial sites, including Griffiss Air Force Base. With the loss of industry, the city's core declined as a strong retail and commercial center.

The City recognizes that these former industrial sites are opportunities for new investment and development in downtown. Although the City has lost residents and tax base over the past two decades the desire to re-establish itself as a regional destination that attracts new employers, residents and visitors is stronger than ever.

Over the past decade, the City of Rome has a successful track record of bringing brownfield and underutilized sites back into productive use. The City has successfully participated in the New York State Department of Environmental Conservation (DEC) Environmental Restoration Program to remediate a number of sites throughout the community. In 2006 the City was one of the first communities in New York State to receive Brownfield Opportunity Area (BOA) funding through the Department of State to develop a community-based revitalization plan for a 513-acre area, including the downtown, former Rome Cable site and the Rome-Turney property. The Downtown Rome BOA (Step 2 - Nomination Study) was completed in 2013 and the City is currently completing implementation strategy activities in accordance with funding from the BOA

for Step 3 of the three-phase program. The City has received funding to develop a plan for the Erie Boulevard Brownfield Opportunity Area. This BOA includes much of the South James Street neighborhood, Rome Cable site, and the Arts & Cultural district. Adjacent to the Downtown Rome BOA, Rome will have a strong, cohesive plan for revitalizing downtown to make it a vibrant and exciting place to live and work.

Through these planning efforts, the City recognizes the potential for the downtown to be a great, livable community. Through an extensive branding and marketing effort as a part of the BOA projects, the City has branded the downtown as Rome Rises to reflect the increasing momentum to revitalize the corridor and pride the City and its residents feel towards their community. The Rome Rises project area includes lands surrounding the Erie Boulevard corridor – the main artery of downtown Rome that impacts all other surrounding land uses.

The City has identified five City-owned strategic sites in the Rome Rises Project Area, a 180-acre target redevelopment area, that will catalyze future investment and build on the momentum to revitalize downtown. These sites include:

1. Erie Boulevard / South James Street Connective Waterfront Corridor;
2. City Yard Connectivity and Regional Recreation Destination;
3. Rome-Turney Redevelopment;
4. George Street Transportation Hub Redevelopment;
5. Rome Cable Demolition and Shovel Ready.

Each site is an integral part of the urban core and located immediately adjacent to the City's greatest economic development assets, including the Erie Canal and Mohawk River, the Mohawk River and Canalway Trail network, Arts & Cultural district, and a number of significant local and national historic sites. The realization of the Rome Rises projects will leverage these assets, transforming downtown Rome into a thriving, active and attractive urban environment.

The DRI funding will support a piece of each project that will prepare the site for private investment and implementation, and be a significant step in reshaping the future of Rome. This funding will offset the costs associated with demolishing, remediating, and enhancing strategic redevelopment sites in the City so that they can be repurposed into economically viable and sustainable destinations. These necessary improvements will further serve as an incentive to private developers, streamlining the development process and providing a shovel-ready site that is prime for redevelopment. This funding is critical to move the redevelopment process forward, so that downtown Rome can be a healthy environment and quality of life for residents now and in the future.

DOWNTOWN IDENTIFICATION

This section should be filled out with reference to the criteria set forth in the DRI Guidelines.

- 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 compact 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.

The Rome Rises Project Area (Attachment A) is a 180-acre connective corridor that is bordered by the NYS Canal to the south and the West Dominick Street Arts and Culture district to the north. At the southern end of the corridor, the project area is bordered by Mill Street to the east and South James Street to the west. The five main project sites are connected through the existing transportation network of Erie Boulevard as it stretches linearly approximately 1.3 miles.

- 2) **Size.** 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.

At its southern end, the project area presents a tremendous opportunity with over 15 acres of undeveloped waterfront property (known as Waterfront Village) for new housing, trails and leisure pursuits centered on a large unimproved natural harbor along the NYS Canal. A number of vacant underutilized parcels of land along the West Dominick Street Arts and Culture district are available for redevelopment including downtown housing and commercial use. As identified in a housing market study commissioned by the City of Rome, it was identified that the area could reasonably project a capture rate of new housing (varying bedroom sizes) of around 50 units per year, taking into account the Marcy nanotechnology project.

Currently, the target area is host to the surrounding neighborhoods and offers great public amenities such as waterfront trail networks, large open space parks, direct canal access for boating and other water related activities, Fort Stanwix National Monument, Arts and Cultural anchors, commercial businesses and shopping, hospitality, and dining and drinking establishments. The scale of the downtown area is inherently walkable and bikeable where residents can easily walk to employment, shopping and recreation destinations.

Strengthening the existing neighborhoods and districts with new housing opportunities for mixed income levels and ages would enhance the synergy of all developments to support the vibrant downtown through each season.

- 3) **Past Investments & Future Investment Potential.** Describe how this downtown will be able to capitalize on prior, and catalyze future, private and public investment in the neighborhood and its surrounding areas.

The project area has experienced significant public and private investment in recent years (**Attachment B graphic**). Increasing the vitality, function and aesthetics of the public realm in the downtown and waterfront district has been a major priority to help attract new business and development projects. Large scale, comprehensive streetscape improvement projects continue to be capitalized each year throughout the downtown, and waterfront enhancement projects are making headway for private development interests to construct year-round housing along the water.

In combination with the Brownfield Opportunity Area planning areas efforts (\$1 million), more than \$10 million in public funding has been invested into streets, connectivity, and other public enhancements. A combination of both private and public/private investment further total more than \$22 million within the downtown area.

Public assets that have been created, improved and strengthened include streetscape and connectivity improvements throughout the main streets areas, a new waterfront park, new boat launch and waterfront Navigation Center, upgrades to the historic Canal Terminal

building, handicapped kayak access and launch, new green infrastructure parking areas, and the NYS Canalway and Mohawk River Trail networks. Each of these projects was completed as an investment into the future of the city and to establish the trend of investment for both public and private interests. A number of development sites exist within the target area as shown on **attachment C**. You can see that the opportunities are tremendous for new urban housing, unique waterfront housing, small and large scale commercial and industrial projects, and an endless supply of recreational and cultural assets.

Currently multiple public projects are underway including the East Dominick Streetscape project (\$1 million), Mill Street and Bellamy Harbor green infrastructure project (\$500,000), Navigation Center Phase II (\$500,000), Smart Growth Zoning and Comprehensive Plan updates (\$100,000), and waterfront form-based code updates (\$50,000).

Within the catchment area, the private sector has steadily been investing into the downtown through both small scale business developments and large scale capital investments. As shown in **attachment B**, small businesses have contributed to a main street façade and building rehab program that totaled nearly \$500,000.

- The REACH Center located within the Arts and Culture district has invested over \$1.5 million in the bricks and mortar building to support business incubation and small business development.
- The Capitol Theatre has invested \$1.6 million into capital improvements with another \$4.9 million of additional investments to be made over the next few years to improve the facility, black box theatre expansion, and marketing.
- The Oneida County Department of Social Services and the NYS Office for People with Developmental Disabilities Services Organization have relocated their offices to the corridor and have both renovated large commercial spaces.
- The Main Streets Alliance of Rome has partnered with the city to support main street businesses, existing and new alike. Their mission is to stabilize and enhance the main corridors of the downtown through design standards, organization, economic restructuring, and promotion.

This partnership with the non-profit explains a bit how there has been such a dynamic change in appearance and spirit throughout the main streets and downtown areas. With continued investment into the downtown, continued support will come from the Main Street Alliance.

The city's comprehensive master plan includes an urban design plan and façade improvement plan for the downtown which has been chipped away at each year over the past decade. The city will continue to see the vision of the downtown through until the visual appearance and functionality of all the corridors work in harmony and are known as great places to enjoy.

The Rome Cable area has witnessed dynamic change over the past years with deconstruction as well as industrial investments made to directly adjacent sites. Worthington Steel recently purchased the former Rome Strip Steel Corporation for the sum of \$55.5 million. This investment sets the stage for additional attraction of manufacturing opportunities. The neighboring Owl Wire and Cable LLC is underway with a \$1.8 million capital investment into their existing facility and are possibly looking to attract a supply chain

business to the former Rome Cable site. To date, the former Rome Cable complex has been provided over \$8.3 million in investments to demolish existing structures and site remediation to bring the site to shovel ready status.

Planned investments into the downtown and waterfront areas over the next years include a large mixed income housing project that will be located along the waterfront area and act as a catalyzing agent to spur additional investments and new construction throughout the area. As recently as spring of 2016, DePaul Properties, Inc. has indicated that they are looking to acquire and redevelop a large tract of land to provide new housing for a mix of income levels and provide the opportunity for all levels of social status to live and enjoy the water and downtown assets and amenities. Along with the large housing project, a private developer is looking to reclaim a once contaminated brownfield that directly fronts the waters of the NYS Canal and construct between 15 and 25 market rate rental units at a total project cost of approximately \$4 million to \$5 million. This project will include a communal boathouse for storage of rowing and skull boats. In combination with the boat house, programs are anticipated to be established that include veteran rehabilitation rowing programs, as well as autism and visual impaired therapy rowing.

Both of these projects will establish a development and investment presence along the waterfront and downtown area and could be thought of as the spark that ignited the vibrancy throughout the districts. Along with these new construction projects, enhanced connectivity and expanded transportation options need to be implemented in order to see these projects successfully completed and cohesively connected to the surrounding existing neighborhoods and identified supporting districts. The city will be utilizing a Department of State LWRP planning grant (\$786,000) to see the public infrastructure is developed in line with smart growth and low impact development principles while acknowledging the history of the adjacent NYS Canal system. New residents of these projects will enjoy the new trails, parks, dining, entertainment, and shopping opportunities within the downtown target area.

The public infrastructure portion to this project will involve the planning, design and construction of the main waterfront corridor connector between South James Street and Erie Boulevard and a complete streets redesign of the entire Erie Boulevard corridor including stormwater management improvements. Currently, there is a limited capacity for stormwater management along the Erie Boulevard corridor that has been compounded with poor system capacity, large paved areas throughout the corridor, lack of green infrastructure, and stressed with development pressures. Coupling smart growth, green infrastructure, and completes streets design the city can take a massive leap forward and implement sustainability measures as indicated within the regional sustainability plan while setting the groundwork for continued and sustained investments along the corridor.

The George Street parking garage and transportation structure has crept toward the end of its useful life. Constructed during the Urban Renewal period in the 1960, this structures only functions are vehicle parking and bus service while occupying an entire city block of the downtown. Through the BOA planning process, it has been identified as an opportunity to create a mixed-use parking, transportation and housing structure that would add to the 24/7 presence of activity within the downtown area. There is serious interest from developers to construct between 20 and 40 residential units in combination with the parking facility. Demolition costs along would total \$1 million with predevelopment and development costs totaling around \$11 million. A project as centrally located within the downtown as this would certainly enhance the quality of life for businesses and residence of the area and feed into

the investments into the Arts and Culture district, Fort Stanwix National Monument and the Capitol Theatre. Work has already commenced on the structural evaluation, parking demand analysis, and the BOA planning within the immediate area.

- 4) **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.

The City of Rome has been experiencing growth in the manufacturing, technology, and light industrial sectors that have been a driving force behind the City's momentum to revitalize downtown. The City recognizes they need to provide a variety of housing options, services, and recreational amenities to attract these skilled workers to live within the City limits.

Examples of recent job growth include:

- Once a national Superfund site, **Griffiss Business and Technology Park** is a 3,500 acre employment center with specific focuses in technology, manufacturing, aviation, office, education and recreation. The business and technology park is considered one of the most successful parks in the United States, employing thousands of people associated with public and private enterprise, and will continue to draw in international recognition for innovative research, products and services.
- In the adjacent community of Marcy, NY, a 450-acre site is being developed for a **semiconductor manufacturing facility in partnership with SUNY Polytechnic Institute**. The site was specifically chosen for this campus due to the area's quality of life, including short commutes and nearby recreation amenities. The impact of this facility will have significant impacts on the region. National and international employees will be relocating to the area, and employees will be earning approximately two-times the national average for the industry, making downtown Rome an attractive community for young professionals and researchers to live, work and play.

These facilities will attract a new wave of professionals, including temporary research and limited-term positions. Opportunities to develop short- and long-term housing, studios, and live-work space will emerge as the demand for non-traditional housing options increases. With an influx of new housing, the downtown will require supporting amenities, including walkable, pedestrian-friendly environments and local destinations, including retail and entertainment establishments.

Additional regional employers, including their corresponding current employee count, who would benefit with having their employees centrally located and enjoying the area amenities include:

<u>Employer</u>	<u>Employees</u>
Rome Labs	750
Revere Copper	352
Oneida County	1000
Indium Corporation	346
Oneida Indian Nation	4,500
Birnie Bus	923

DFAS	950
MVCC	433
Family Dollar	350
UTC Aerospace	240
Rome Memorial Hospital	791
Upstate Cerebral Palsy	1,145

- 5) Attractiveness of the Downtown.** Identify the properties or characteristics the downtown possesses that contribute or could contribute, if enhanced, to the attractiveness and livability of the downtown. Consider, for example, the presence of developable mixed-use spaces, housing at different levels of affordability and type, healthy and affordable food markets, walkability and bikeability, and public parks and gathering spaces.

The City of Rome's downtown, although underutilized today, possesses all of the attributes associated with a renewed interest in City living. The vacant and underutilized sites that speckle the landscape today, are opportunities for new uses that will leverage existing assets and position the City for success long into the future. How many locations can boast a downtown that is less than a 5 minute walk from the Erie Canal, a nationally recognized historic fort, a 4-mile trail system and direct access to housing, jobs and services? All of these assets will be bolstered through the DRI, with a specific focus on five sites that will serve as catalysts for continued investment within the catchment area.

Supporting market studies have helped the City identify the highest and best use for these sites and the necessary steps to move the project to implementation. Through these City-owned redevelopment projects outline below, the City of Rome will become a regional destination with a strong identity, an attractive community that creates a sense of pride for residents, and an unparalleled quality of life.

Erie Boulevard / South James Street Connective Waterfront Corridor

At the center of the DRI project area, the Erie Boulevard corridor serves as an important node of activity and gateway to the downtown (Project Profile 1). The 65-foot wide corridor is largely auto-oriented in design and remains disconnected from the surrounding neighborhoods, particularly the South James Street residential community. New gateway treatments, landscaped medians, and attractive signage at the Erie Boulevard Bridge will define the City's edge and alert motorists that they have arrived in the community. An interconnected street network and landscaped streetscapes will allow residents and visitors to walk to nearby destinations, such as the Erie Canal, and improve safety for all users regardless of age or ability. Targeted investment of the Erie Boulevard / South James Street corridor to improve the public realm will lay the groundwork for creating a great walkable downtown that is both a job center and central social district.

City Yard Connectivity and Regional Recreation Destination

The City is committed to connecting residents and visitors to the City's rich waterfront, outdoor recreation opportunities, and natural resources. City Yard, which is currently housing the City's Department of Public Works and Centro, is strategically located between the Erie Canal and the East Dominick Street Little Italy corridor. Adjacent to the newly developed Navigation Center, this site has been a target for redevelopment to capitalize on its unique and valuable location. The redevelopment of the site as a recreation center with supporting retail and residential uses will contribute to the City's efforts to increase out-the-

door recreation opportunities and create unique gathering spaces that encourages user interactions and camaraderie amongst neighbors (Project Profile 2)

Rome-Turney Redevelopment

The Rome-Turney Redevelopment site is centrally located at the intersection of the Black River Boulevard and Erie Boulevard corridors. The City has identified the former manufacturing site as a future mixed-use development that will contain residential and retail uses. The redevelopment of the property will provide an important anchor along the corridor with appropriately scaled architecture, attractive landscaping and streetscape design, and a range of housing opportunities that will support the demand for urban quality living. (Project Profile 3)

George Street Transportation Hub Redevelopment

George Street garage, a 4-story parking structure, was developed as a 1960s urban renewal project that has been determined as unfit for reuse. Located at the edge of the arts and cultural district, the structure encompasses an entire city block that is out of character with the scale and intent of the neighboring districts. The redevelopment of the garage will enhance the visual aesthetic of the corridor, and provide unique housing opportunities that will allow residents to live in a growing and thriving entertainment destination. (Project Profile 4)

Rome Cable Demolition & Shovel Ready

The vacant and underutilized Rome Cable site has resulted in a diminished quality of life for surrounding neighborhoods. The City has successfully removed all but one remaining building, Rome Complex #4, that when demolished will provide future investors with a 40-acre developable site that can support industrial, manufacturing, or mixed-use development that will compliment surrounding land uses, and have a positive impact on nearby residential neighborhoods. (Project Profile 5)

- 6) Policies to Enhance Quality of Life.** 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, complete streets plans, or transit-oriented development. If policies achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies.

The City of Rome has been proactively identifying and implementing policies to improve the livability and quality of downtown. Since 2004, the City of Rome has taken steps to see that there is a strategic plan in place to focus the direction of the main streets, downtown, and waterfront area revitalization efforts. In 2004, the city adopted the Comprehensive Master Plan that outline visions and goals for the entire city and focused areas such as the downtown. Three main catalyst project were identified; the Rome Family Recreation Campus (city yard location), Central Business District Improvements (super block/ Erie Boulevard/ Rt. 49/69 intersection/ Fort Stanwix), and the Main Street Corridors. Along with the Comprehensive Plan came the Urban Design Plan that outlined the strategies and visions for the downtown and waterfront areas. Accompanying the design plan was the Downtown Façade Grant program and the Wayfinding plan.

The Rome Recreation Campus was slated to be located along the waterfront at the current City Yard site. Through several market studies, it was determined that a sports complex was a viable reuse, but the market at the time did not support the construction of such a project and the city had and has limited resources for the implementation of relocating the

city yard to a more appropriate site. At this time the market is right for new housing that has been identified as a need within the city as more and more high salary technology jobs are being created in the region and right next door at Griffiss Park. Everyone can agree that the highest and best use of the land is not for municipal services, but a use that will last long into the future and set the stage for the downtown area to be a unique, desirable, and vibrant place to live and enjoy.

The Central Business District Improvements have been steadily implemented with the construction of the Willet Center, and streetscape and transportation alternative improvements to West Dominick Street Arts and Culture district. The major action indicated in this plan (Erie Boulevard gateway and corridor improvements) has still yet to be taken by the horns and started due to a lack of funding and complexity of the project. The project would include reorganizing the Rt. 49/69 intersection into an at grade intersection that provides a better level of pedestrian and bicycle connectivity. The project would also create a living streetscape system of greenspace to better manage stormwater and enhance the visual appeal and pedestrian amenities. Currently, the corridor is dominated by motor vehicles and lacks connectivity to the surrounding neighborhoods. Surrounding projects would benefit greatly from a more complete streets approach to the Erie Boulevard corridor that would connect people to places of employment, recreation, and commerce in an enjoyable manner. Complete streets implementation has demonstrated a much higher level of private investment in the surrounding areas as compared to a vehicle dominated network.

The Main Street Corridors catalyst plan outlines the standards for pedestrian friendly improvements in the neighborhood commercial districts of the downtown. The Main streets corridors are shown on **attachment D**. The central goal of the main street corridor project is to promote a long-term, coordinated program of public and private investment in the streetscape environment that enhances the area's role as a lively neighborhood commercial activity center. A massive amount of time, energy, and capital has been infused into the main streets areas over the past decade with stunning results and continued private sector investments as shown on **attachment B**. Community Development Block Grant funding supplements most of the public facility improvements as the annual allocation allows. This funding allows for sidewalk and pedestrian improvements to be completed throughout the corridors.

Continuing the strong planning and policy implementation, the NYS Brownfield Opportunity Area program has provided further focus and direction for strategic planning of the downtown and waterfront areas. Currently, there are two very active BOA studies that encompass all lands within the target area. The Downtown BOA implementation phase has provided the opportunity for developers to understand how brownfield tax credits can enhance their projects or take them from dream to reality as well as providing clarity on strengths, weaknesses, issues, and opportunities for development. The BOA plan has led to millions of dollars in public and private funding and investments (**see attachment B**) into identified capital projects to better the quality of life for the community.

A major challenge in attracting high quality development lies within local land use regulations. Through NYSERDA's Cleaner Greener Communities program, a city-wide comprehensive and sustainability zoning revision commenced in 2015, with completion anticipated by Fall 2016. Within the update, district consolidation, bicycle routing, alternative transportation requirements, a major reduction and policy on vehicle parking requirements, landscaping requirements, a complete streets policy, and a form-based waterfront district approach will raise Rome to a regional leader in sustainable zoning and development policy. The updates will also include a main streets district overlay zone with design guidelines and

a storefront design manual to establish minimum standards for building siting and design to protect the district's character and ensure consistency with other public/private investments.

- 7) **Local Support.** Set forth the local and community support that exists for the revitalization of this downtown and the commitment among local leaders and stakeholders to building 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.

See attachment E (Support Letters).

- 8) **Other.** Provide any other information that informed the nomination of this downtown for a DRI award.

See all attachments.

PROJECT PROFILES

ERIE BOULEVARD / SOUTH JAMES STREET CONNECTIVE WATERFRONT CORRIDOR

PROJECT DESCRIPTION

The Erie Boulevard corridor is a major vehicular gateway into the City. Today, Erie Boulevard lacks 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 redevelopment 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 Erie Boulevard corridor 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 thoroughfares.

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 corridor.



CITY YARD RELOCATION & TRAIL CONNECTION

PROJECT DESCRIPTION

City Yard is a 6-acre site currently used by Centro and the City's Public Works Department. The site is bounded by Bellamy Harbor Park to the south, a decommissioned electric substation to the west, a light industrial area to the east and Downtown Rome to the south. City Yard's most significant assets are its waterfront access, located near the junction of the Mohawk River and Erie Canal, and proximity to Bellamy Harbor Park and the Little Italy Main Street Corridor.

With surrounding residential neighborhoods, a direct connection between downtown and the Erie Canal, and proximity to the Mohawk River Trail network, the City is committed to finding the highest and best use for the property. A recent relocation study was completed to find alternative sites for Centro and the Public Works department, citing opportunities to develop the site as a mixed- recreation and residential development.

DRI funds will be used to relocate Centro and the DPW to a more preferred site, and redevelop City Yard as a series of active and passive recreation facilities, including parkland, play fields, and multi-family residential with supporting retail services. A new segment of the Canalway Trail will connect from Harbor Way through City Yard north, terminating at East Dominick Street. This trail connection will improve access to the downtown and support residential development.

City-wide efforts to connect residents and visitors to the downtown, Erie Canal, and outdoor recreation opportunities are evident throughout the DRI project area. Adjacent to City Yard, the newly developed Navigation Center will provide pedestrians and boaters with a destination that capitalizes on the City's strongest assets. As a future recreation and residential corridor, City Yard will contribute to the City's efforts to make downtown Rome a regional destination for healthy and active living.



ROME-TURNEY REDEVELOPMENT

PROJECT DESCRIPTION

Located at the intersection of Erie and Black River Boulevards, in close proximity to the City's cultural district, the 1.4-acre Rome-Turney site is the largest site along the Erie Boulevard corridor that is currently available for reuse. The site includes several structures dating back to the 1930s that were once used as a manufacturing plant for radiators.

The City-owned property is a central focus of the community's redevelopment efforts. Past planning studies, including the Downtown Rome BOA and Comprehensive Plan, identify Rome-Turney as a strategic site that will act as a catalyst for the redevelopment of Erie Boulevard corridor and downtown Rome. Future streetscape improvements, new traffic calming measures, as well as increased commercial, industrial and residential uses will help meet the demand for a walkable, urban lifestyle centered around nearby amenities.

A Market Analysis was completed to determine the highest and best use of the property. Given its prime location, the City is committed to developing the Rome-Turney site as a potential arts and manufacturing operation (such as maker space), low intensity industrial, or live-work space for young professionals and artists.

The City has made significant progress on preparing the site for redevelopment. A Phase I and Phase II Environmental Site Assessment (ESA) has been completed, and an EPA Brownfield Cleanup application is pending that will provide \$200,000 to complete the cleanup process.

Funds from the DRI will be allocated towards demolition and site preparation. The City will work with private investors to move the project to implementation.



GEORGE STREET TRANSPORTATION HUB REDEVELOPMENT

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 is strategically located next to the West Dominick Arts District, including the Capitol Theatre and historic district to the north. The arts and culture community is a well established and integral part of the City, offering residents and visitors opportunities to visit galleries, attend performances, and participate in creative programming. The City is committed to providing opportunities that will allow the arts and cultural dynamic to grow with the goal of driving regional tourism and creating an entertainment destination that attracts new residents, visitors and artists to this unique location.

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 transit-oriented, 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.



ROME CABLE DEMOLITION & SHOVEL READY

PROJECT DESCRIPTION

Located on S. Jay Street, Rome Cable Complex #4 is the last vacant building on the Rome Cable site in need of demolition. The site is in the heart of the Erie Boulevard Corridor Brownfield Opportunity Area (BOA) and consists of over 40 acres of underutilized land.

The dilapidated structure of Complex #4 impedes with the expansion and operations of surrounding commercial and light industrial businesses, such as Rome Strip Steel and Owl City. A lack of visual buffer has negatively impacted the character of the adjacent residential neighborhood. Surrounding neighborhoods suffer from the lowest residential property values in the City.

The publicly-owned Rome Cable site remains a high priority for redevelopment due to its central location along the Erie Boulevard corridor, access to the railroad, and visibility along the highway. DRI funding will be used to complete the demolition of Complex #4 and prepare the site for redevelopment. The removal of the dormant and underutilized structure will allow private investors to start from the ground-up; creating a new industrial, manufacturing or mixed-use development that can compete nationally as an employment and innovation hub.

The City of Rome embraces its strong industrial heritage. New light industrial and manufacturing businesses, such as the Griffis Business & Technology Park, have helped Rome transform derelict properties into thriving employment centers. The Rome Cable site has the potential to capitalize on these successes and redevelop as a vibrant corridor that will increase employment, compliment adjacent businesses, and provide stabilization for nearby residential neighborhoods.



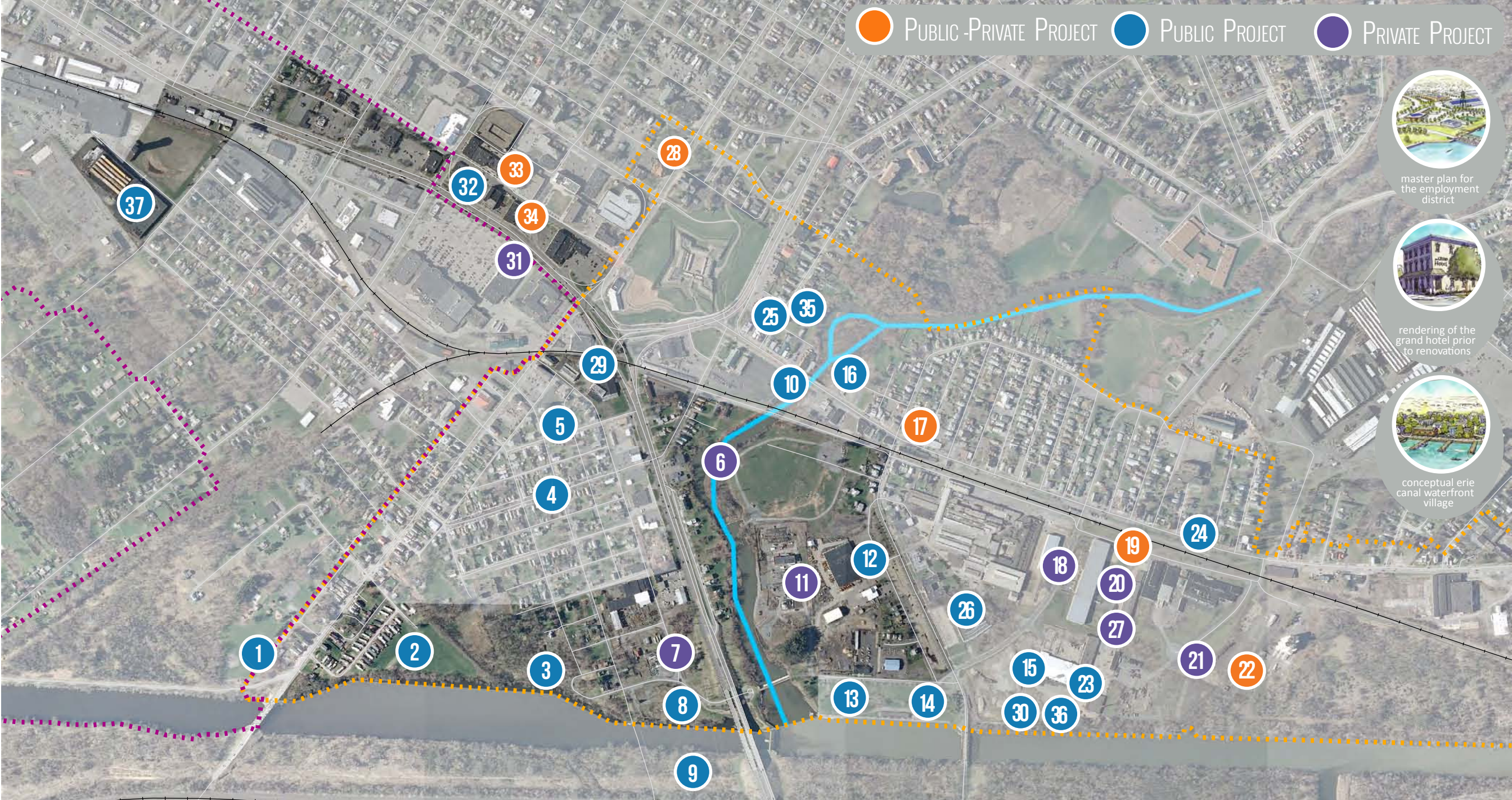
ATTACHMENT A

ROME RISES TARGET AREA

ROME RISES PROJECT AREA



ATTACHMENT B
INVESTMENTS MAP



master plan for the employment district



rendering of the grand hotel prior to renovations



conceptual erie canal waterfront village

1 Canal Trail Gap Project \$50 K 2 Waterfront Village Project \$780 K 3 NYS Canalway Trail Project \$2 MIL 4 Depeyster Street Reconstruction \$250 K 5 Neighborhood Stabilization Prgm. \$550 K	6 Risen Foods Bakery \$750 K 7 Finish Line \$150 K 8 Brownfield Cleanup Activities \$500 K 9 Brownfield Cleanup Activities \$100 K 10 Mohawk River Trail Development \$1 MIL	11 MGP Cleanup Activities \$7 MIL 12 DPW Reuse Strategy \$40 K 13 Canoe & Kayak Launch \$160 K 14 Bellamy Harbor Terminal Restoration \$350 K 15 Navigation Center \$393 K	16 Little Italy Business District Rehab. \$250 K 17 The Grand Restoration \$750 K 18 MSP Industrial Facility \$1.5 MIL 19 American Alloy Steel (AAS) \$6.5 MIL 20 AAS Expansion \$1.5 MIL	21 Rod Mill Indoor Market \$250 K 22 Enviromotive USA \$750 K 23 Rod Mill Green Infra. Project \$660 K 24 Little Italy Colon nade Green Infra. \$452 K 25 NYS DOT TAP \$350 K	26 Mill St./ Bellamy GIGP \$450 K 27 AAS Expansion #2 28 Old City Hall Restoration \$1.4 MIL 29 EPA Cleanup \$200 K 30 NYS Canal Boat Launch \$225 K	31 Staples Building Development 32 Capitol Steps GIGP \$440 K 33 Capitol Theatre Rehab \$1.6 MIL 34 REACH Center \$1.5 MIL 35 East Dominick Streetscape \$1.0 MIL	36 Bellamy Harbor Site Improvements \$500 K 37 Rome Cable \$8.3 MIL
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ATTACHMENT C

DEVELOPABLE PROPERTIES MAP

ROME RISES DEVELOPABLE PROPERTIES



ATTACHMENT D

MAIN STREET TARGET AREA MAP



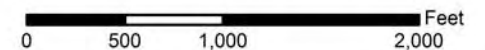
City of Rome, New York Rome Main Streets Target Area



Main Streets Target Area



This map was created by the City of Rome for reference purposes only. The city will not be held responsible for any misrepresentation or misinterpretation of the data contained in this map. The Main Street Target Area on James Street spans from Bloomfield St. to Muck Rd, and on Dominick St. spanning from Arsenal St. to Nock St.



ATTACHMENT E
SUPPORT LETTERS



United States Department of the Interior

National Park Service
Fort Stanwix National Monument
112 East Park Street
Rome, New York 13440



Lawrence T. Gilroy III
President, Gilroy, Kernan & Gilroy, Inc.
Mohawk Valley Regional Economic Development Council Co-Chair

May 19, 2016

Dear Mr. Gilroy,

Fort Stanwix National Monument fully supports the City of Rome's application to the Downtown Revitalization Initiative for improvements to areas around the fort. These improvements will help with the connectivity to the fort via multiple modes of transportation (vehicle, bicycle, and pedestrian) and facilitate extended visitor engagement in the community by connecting visitors to services and sites that support fort tourism.

Fort Stanwix welcomes over 80,000 visitors to Rome annually. In 2015, 86,678 visitors to Fort Stanwix spent \$4.7 million in communities near the park. That spending supported 63 jobs in the local area and had a cumulative benefit to the local economy of \$5.7 million. According to the 2015 visitor spending report, most park visitor spending was for lodging (31.1 percent) followed by food and beverages (20.2 percent), gas and oil (11.8 percent), admissions and fees (10.2 percent) and souvenirs and other expenses (9.8 percent).

The Downtown Revitalization Initiative would make Fort Stanwix and Rome a more attractive destination with opportunities for visitors to support local businesses through a vibrant tourism scene that includes cultural and recreational experiences that are seamlessly connected to points of interest throughout the city's core. Additional housing options in the downtown area will also help Fort Stanwix serve as a hub for recreation and learning by local residents. I encourage you to support this very worthwhile proposal. Please feel free to contact me if you have any questions or need more information.

Sincerely,

Frank Barrows
Superintendent

May 19, 2016

Department of Community and Economic Planning
City of Rome
198 N. Washington Street
Rome, NY 13440



To Whom It May Concern:

I am writing this letter in support of the City of Rome's efforts in development of our downtown corridors. Mainstreets has a long and fruitful partnership with the City and many other collaborative partners throughout the city which aim to create and sustain a vibrant city center.

The City of Rome has been very supportive of Mainstreets, a volunteer organization, becoming an effective and integral part of our community's overall economic development. The administration understands that, as a tool for sustained growth, the Mainstreets approach is community-based and broad in its reach and ability.

I applaud our Rome's focus on attracting and retaining businesses and residents through:

- good design practices and the partnership that our Design Committee has with the City Planning and Economic Development Department
- assistance with vetting of the properties in our business corridors to allow our organization to properly plan and strategize business placement and growth
- strong, effective, and logical zoning and code enforcement
- focus on planned, sustained downtown development and the positioning of a community ripe for growth.

Our organization remains steadfastly committed to the partnership that we share with the City of Rome in the development of Rome's downtown into an economically diverse, creative, and energetic urban core.

Sincerely yours,

Michael D Brown
Executive Director
Rome Main Streets Alliance, Inc.

LIBERTY AFFORDABLE HOUSING INC.

P.O. Box 549
Rome, New York 13442
315/334-9333

Thomas F. Kirkpatrick
Executive Director

May 19, 2016

Honorable Jacqueline M. Izzo, Mayor
City of Rome, Mayor's Office
198 North Washington Street
Rome, NY 13440

Re: *Liberty George Parking Garage Opportunities*

ack
Dear Honorable Izzo:

This to inform you that Liberty Affordable Housing Inc. desires to speak with you and your team about the possibility of building a 50 unit apartment complex on the site of the current Liberty George Parking Garage, located on the corner of North George Street and West Liberty Street.

There have been many exciting advancements in apartment complex architecture with lower level parking and there are several examples we can present to you and your team. We are very excited for the possibility to work in conjunction with City of Rome as this will create many construction and permanent jobs in our community, with costs that could exceed \$7 million in construction.

Looking forward to hearing from you in near future.

With warmest regards,

I remain,

Very truly yours,

LIBERTY AFFORDABLE HOUSING INC.



Thomas F. Kirkpatrick
Executive Director



Owl Wire and Cable LLC
220 South Madison Street
Rome, New York
13440

Voice: 315.697.2011
Fax: 315.606.3251
www.owlwire.com

Jacqueline M. Izzo
198 North Washington Street
Rome, NY 13440

May 17, 2016

Mayor Izzo,

Thank you for taking time from your busy schedule to meet with the Owl Wire management team. We found the discussions to be interesting and informative. I was particularly impressed with your knowledge and familiarity regarding the challenges that companies have in recruiting and maintaining a profitable operation.

One subject that we discussed was the former Rome Cable Building 20, the former shipping complex. This structure is indeed in deplorable condition. In addition to being an eyesore and potential safety hazard, it is a detraction to any potential business that would consider locating in this area. We have a sister company that is exploring the possibility of locating in the North East, this could be an opportunity for them to consider this locale and would be a natural for us to supply. The aforementioned structure would be a disincentive to such consideration.

We were encouraged to hear that you are championing an effort to have this building removed. As a business operation and community partner I strongly support this possibility.

Once again thank you and we look forward to working in partnership to maintain and develop future business in the City of Rome.

Best Regards

Robert J. Raiti
President



A Marmon Wire & Cable/Berkshire Hathaway Company

May 19, 2016

Lawrence T. Gilroy III

President, Gilroy, Kernan & Gilroy, Inc.

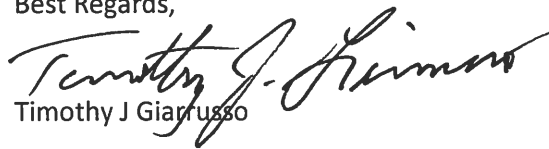
Mohawk Valley Regional Economic Development Council Co-Chair

Subject: City of Rome, NY, Downtown Revitalization Initiative Application

I am writing to fully support the City of Rome's application for the Downtown Revitalization Initiative. The City has made great strides forward with their downtown and waterfront development and revitalization. So much so, I am strongly considering constructing waterfront housing that is focused around my passion, rowing. I have recently relocated to the Mohawk Valley from the Greater Rochester area and have been an integral part of the waterfront/rowing community of Rochester for the past 12 years. My project could include between 15 and 25 market-rate loft apartments with a mix of bedrooms, attached garages and a boathouse for rowing. The project would support American veterans with post-traumatic stress, traumatic brain injury and loss of limb rehabilitation through rowing activities as a form of integrative therapy, between rehab professionals and community volunteerism. As I have shared with you this model of rehabilitation is currently under way in Rochester, NY, along the Erie Canal and the Genesee River. The project would also allow for therapeutic activities for the autistic and the visually impaired as well as other populations of people with barriers to the water. The total cost of my project is currently estimated to be between four and five million dollars.

I am excited at the opportunity to build my project so close to the newly constructed assets of Bellamy Park and the urban trail system, as well as the entertainment and cultural choices within the downtown area of Rome, NY. If the city is awarded the regional DRI, not only would my project be solidified, but it would dynamically change the look and feel of the downtown and the waterfront corridors into a strong and vibrant community to live and invest in.

Best Regards,

A handwritten signature in black ink, appearing to read "Timothy J. Giarrusso". The signature is fluid and cursive, with the first name "Timothy" and last name "Giarrusso" clearly legible.

Timothy J Giarrusso

(Co-Founder/President Rochester Community inclusive Rowing)



May 19, 2016

Lawrence T. Gilroy III
President, Gilroy, Kernan & Gilroy, Inc.
Mohawk Valley Regional Economic Development Council Co-Chair
207 Genesee Street
Utica, NY 13501

Dear Mr. Gilroy,

It is with great enthusiasm I am writing this support letter for the City of Rome's Application for the Downtown Revitalization Initiative.

DePaul Properties believe that the City of Rome has laid solid groundwork of development opportunities in its downtown area. Their efforts are working to revitalize this important central New York city and it has excited us to participate in the vision developing the important historic New York State Canal.

DePaul Properties is interested in removing a blighted former city school near the canal and is planning to build and operate 60 workforce housing apartments for persons living in Rome and working in the surrounding neighborhoods. Our housing will bring (56) fifty-six one bedroom and (4) four two bedroom units of new housing to the area. We anticipate our development to cost over 19 million dollars. DePaul plans to partner and assist the city and other developers to renew and develop this area.

Rome New York is well positioned for a Downtown Revitalization Initiative investment.

We know a DRI award would be a tremendous impact not only for the city but for the region as well.

Sincerely,

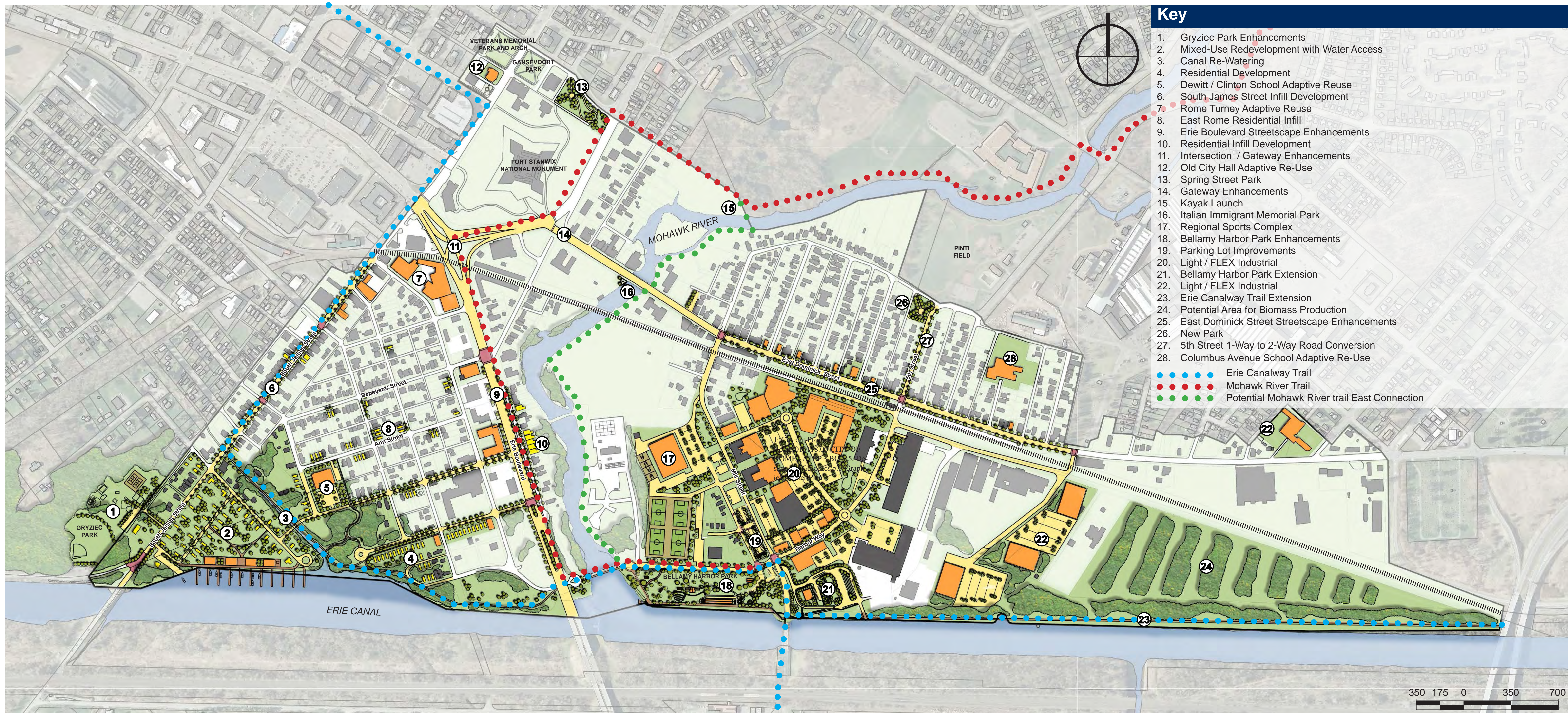
A handwritten signature in blue ink, reading 'Gillian J. Conde'.

Gillian J. Conde
Vice President

150 Mt. Hope Avenue • Rochester, New York 14620
(585) 426-8000 • (585) 777-3564 fax • 1-855-348-4452 toll free
Email: depaulproperties@depaul.org • www.depaul.org

ATTACHMENT F

ROME BOA MASTER PLAN MAP



ATTACHMENT G

DRI BUDGET

Downtown Revitalization Initiative Budget Detail

Erie Boulevard Complete Streets Redesign and Waterfront Connective Corridor Construction

<u>Item</u>	<u>Cost</u>	<u>Funding Source</u>
Planning	\$30,000	NYS BOA
Design & Engineering	\$1,000,000	EFC
Construction	<u>\$7,500,000</u>	DRI/DOT TAP
Total	\$8,530,000	

City Yard Relocation

<u>Item</u>	<u>Cost</u>	<u>Funding Source</u>
Planning	\$35,000	NYS BOA
Acquisition/Relocation	\$1,915,000	DRI
Environmental Site Assessment	<u>\$50,000</u>	City of Rome
Total	\$2,000,000	

Rome Turney Shovel Ready

<u>Item</u>	<u>Cost</u>	<u>Funding Source</u>
Environmental Site Assessment	\$60,000	NYS BOA
Site Remediation	\$200,000	USEPA
Building Demolition	<u>\$500,000</u>	DRI
Total	\$760,000	

George Street Parking Garage

<u>Item</u>	<u>Cost</u>	<u>Funding Source</u>
Structural Analysis & Reuse	\$220,000	City of Rome
Demolition	\$1,000,000	DRI
Construction	<u>\$11,000,000</u>	DRI/Private Investment/Municipal
Total	\$12,220,000	

Rome Cable Shovel Ready

<u>Item</u>	<u>Cost</u>	<u>Funding Source</u>
Site investigation & Remediation	\$1,600,000	NYS DEC ERP
Asbestos Abatement	\$400,000	National Grid Brownfields program
Site Remediation	\$2,100,000	DRI
Building Demolition	<u>\$100,000</u>	City of Rome
Total	\$4,200,000	

Total DRI Project Costs \$27,710,000

ATTACHMENT H

BOA STRATEGIC SITES



a snapshot

513 acres

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

991 parcels

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

92 brownfields

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

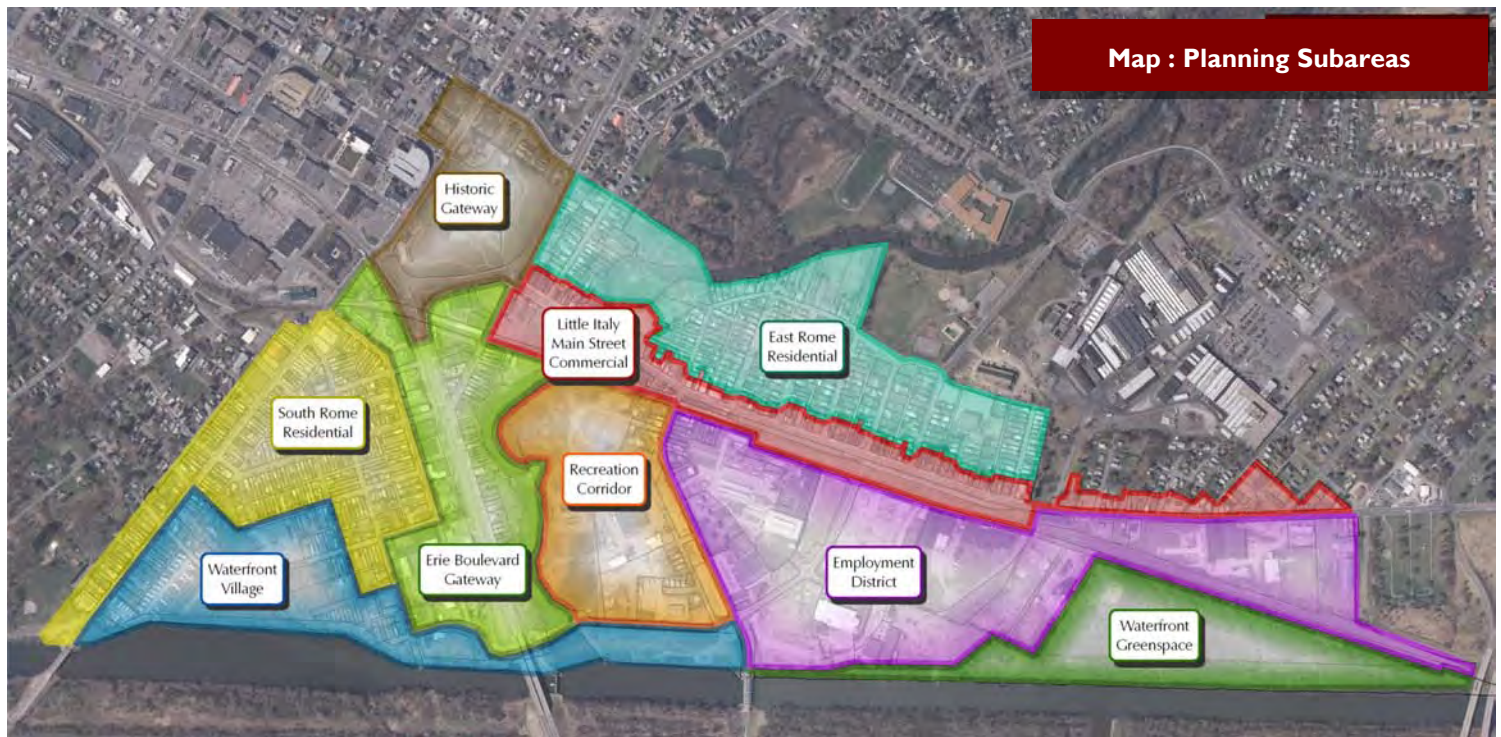
22 Strategic Sites

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

*“From **Brown** to **Green**...”*

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

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



SUBAREA OVERVIEW & DISCUSSION

Overview

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

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

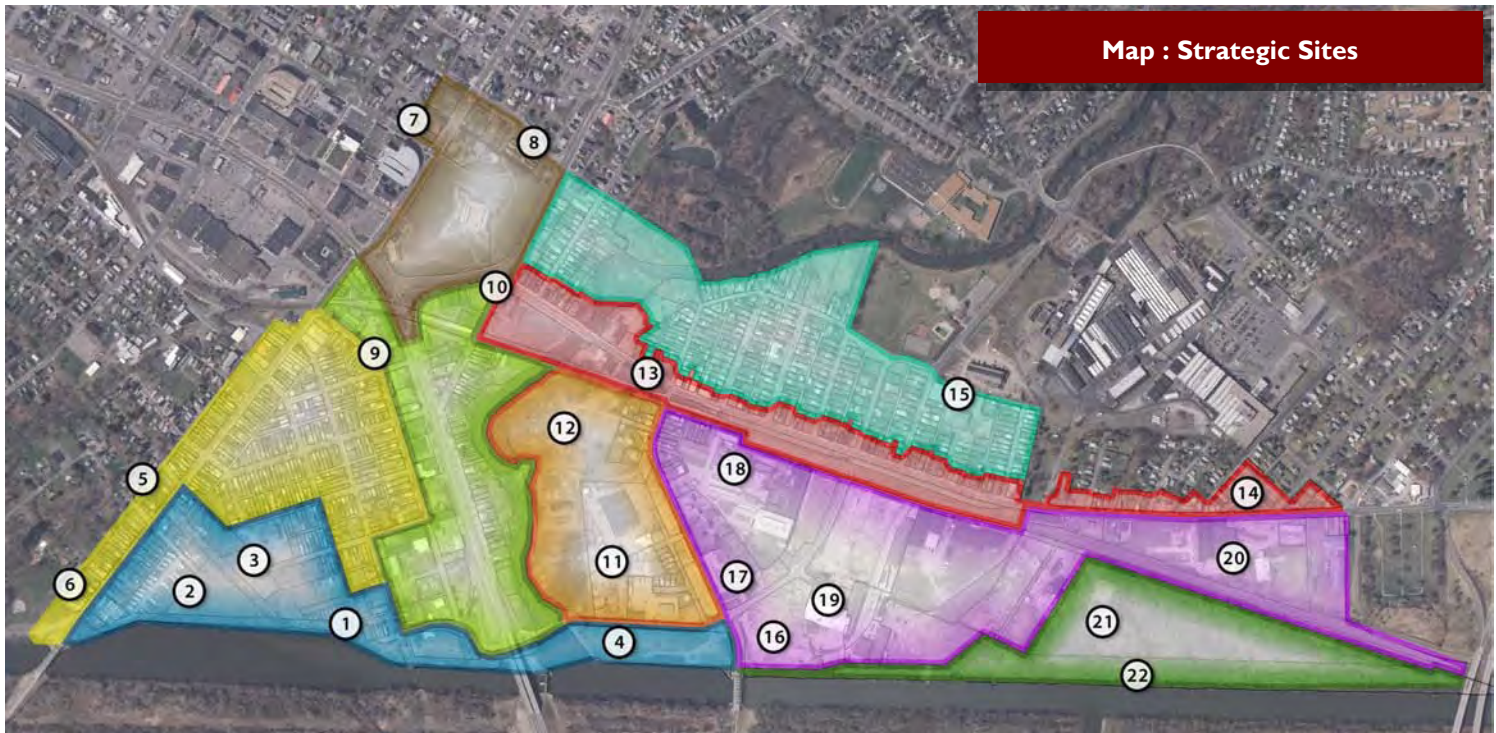
- an overview of existing conditions;
- a vision for future revitalization;
- description of strategic sites;
- an analysis of strengths and weaknesses;
- recommended future land use and zoning updates; and
- actions for implementation.

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

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

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

STRATEGIC SITES



Overview and Methodology

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

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

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

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

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

Evaluation Criteria

Planning

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

Land Use / Environmental History

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

Infrastructure

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

STRATEGIC SITES

Strategic Sites by Subarea

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

are opportunities to leverage adjacent development activities.

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

Table I: Strategic Sites

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

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

* site is undergoing or has completed remedial activities

STRATEGIC SITES

SITE WV-1: WATERFRONT REDEVELOPMENT

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

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

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

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



SITE LOCATION MAP



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



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

STRATEGIC SITES

SITE WV-2: NEIGHBORHOOD INFILL DEVELOPMENT



SITE LOCATION MAP

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

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

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

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



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

STRATEGIC SITES

SITE WV-3: FORMER DEWITT CLINTON SCHOOL SITE

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

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

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

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

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



SITE LOCATION MAP



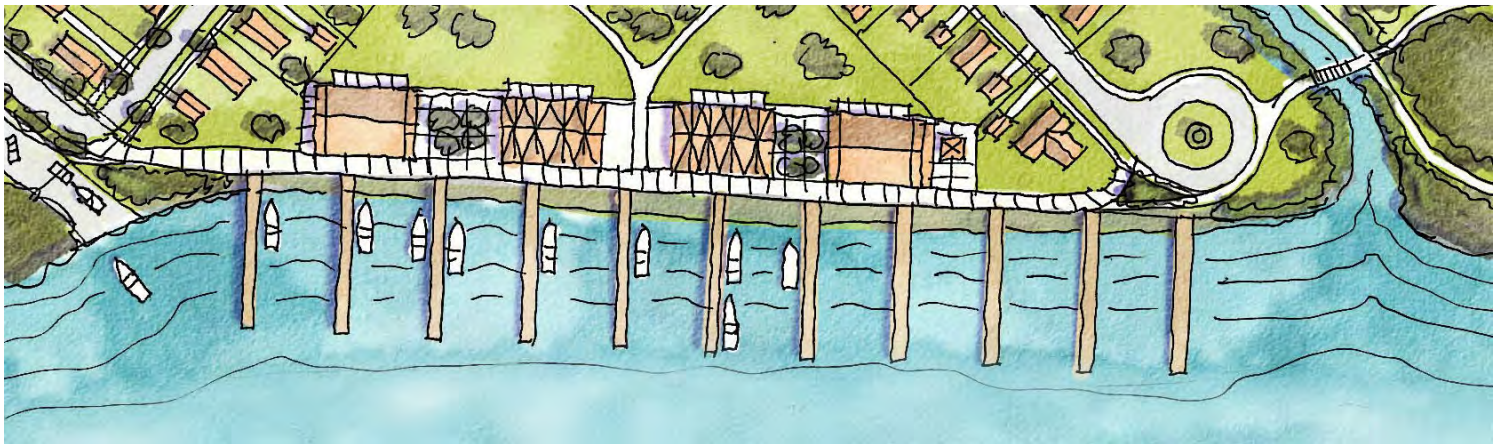
Top image shows the existing condition of the school building today.



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

IMPLEMENTATION STRATEGY

Waterfront Development (WV-1)



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

IMPLEMENTATION STRATEGY

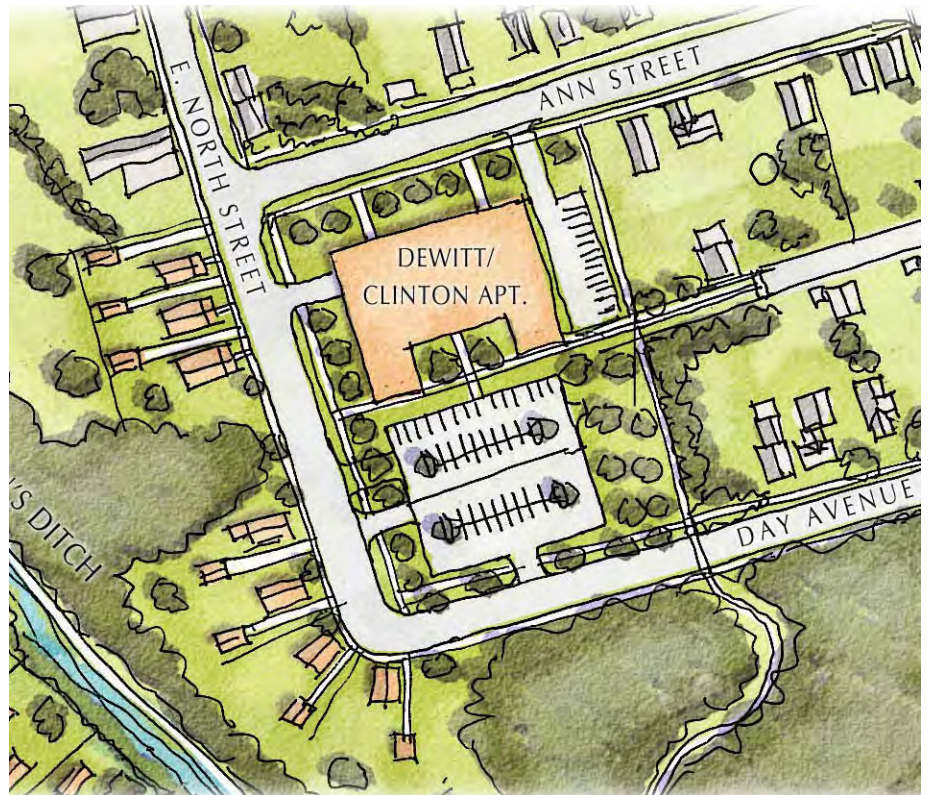
Neighborhood Infill Development (WV-2)

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



Former Dewitt Clinton School (WV-3)

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



STRATEGIC SITES

SITE RC-1: CITY YARD

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

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

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



SITE LOCATION MAP



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



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

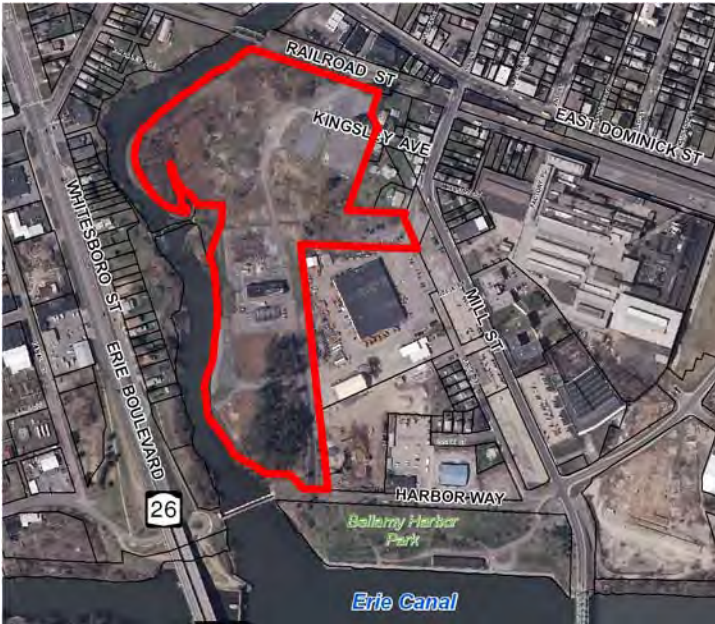
STRATEGIC SITES

SITE RC-2: NATIONAL GRID PROPERTY

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

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

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



SITE LOCATION MAP



Kingsley Avenue looking east into the National Grid property.



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

IMPLEMENTATION STRATEGY

City Yard Reuse (Strategic Site RC-1)



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

Strategic Site (RC-2)



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

STRATEGIC SITES

SITE EB-1: FORMER ROME-TURNEY

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

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

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

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



SITE LOCATION MAP



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

IMPLEMENTATION STRATEGY

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



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

Whitesboro Street (Strategic Site EB-2)



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