

# summary



Public Meeting | March 20, 2017

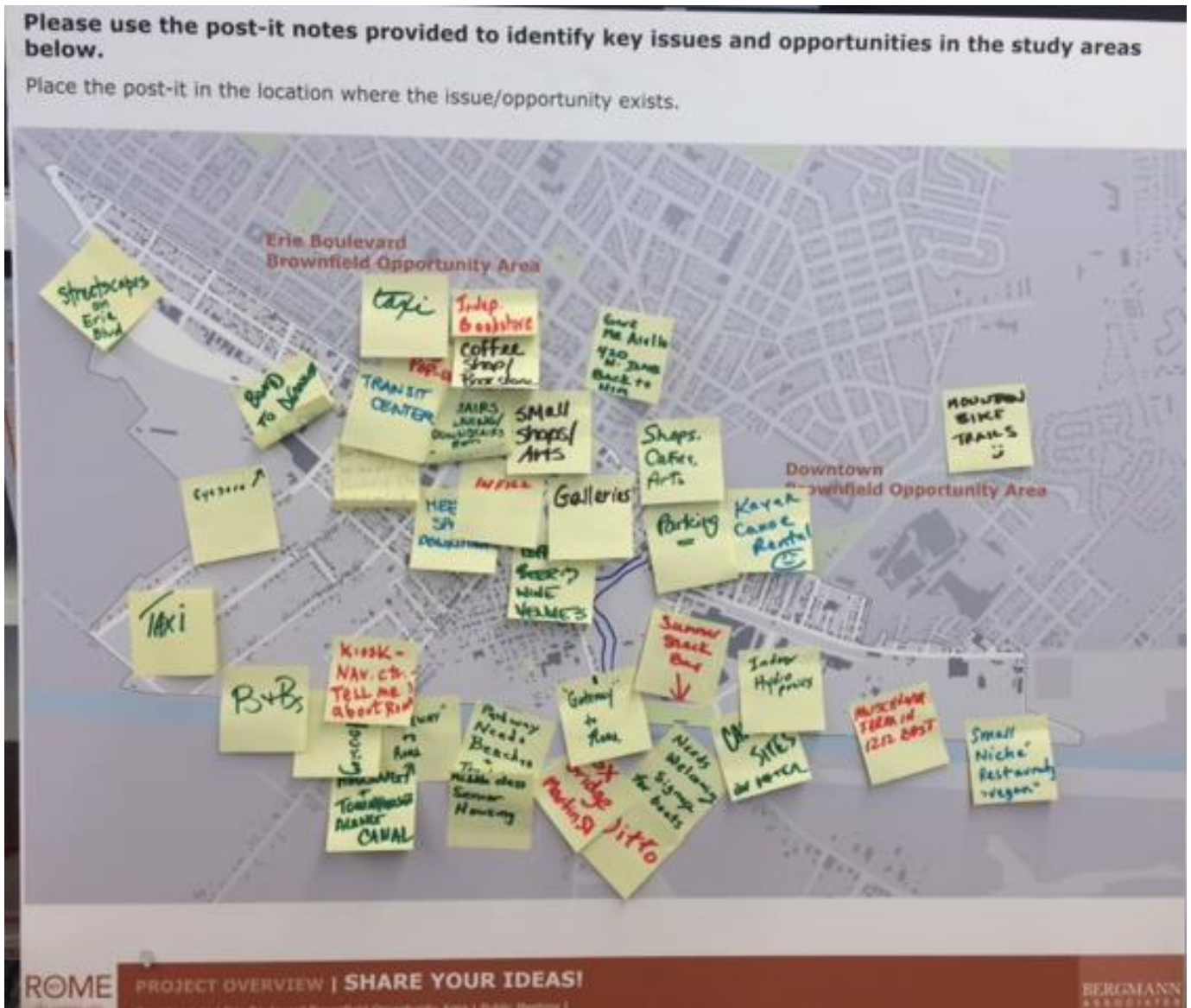
A public meeting was held on March 20, 2017 to provide an opportunity for Rome community members to learn about the BOA project and provide feedback. The open-house style meeting featured 7 stations, each offering information and interactive opportunities to provide feedback. Each station is described below.



*This document was prepared for the City of Rome and the New York State Department of State with funds provided under the Brownfield Opportunity Area Program.*

## Station 1: Project Overview

Station #1 showed the boundaries of the two Brownfield Opportunity Areas within the City of Rome. Participants were asked to note issues and opportunities within each. Comments are illustrated (and summarized) below.



### Summary of Station #1 comments

- Improve streetscapes on Erie Boulevard
- The building at the corner of Jay Street and Henry Street is an eyesore
- Need taxi services
- Bed & Breakfast
- Kiosk at the Navigation center to feature Rome
- Housing along the waterfront

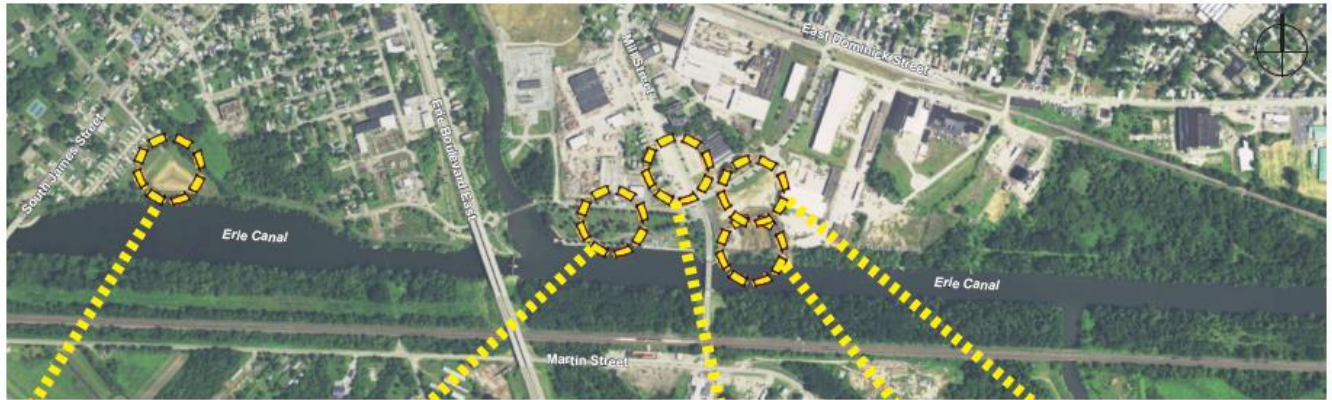
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- Housing and townhomes (especially middle class senior housing) along the waterfront
- Need a gateway to Rome along the waterfront
- Need a transit center
- Independent bookstore
- Coffee shop/bookstore
- Art museum in an old factory (like Mass MOCA)
- Art pop up uses
- Mixed-use on Erie Boulevard (first floor commercial, upper floor residential)
- Infill development
- Galleries
- Coffee/Beer/Wine
- Small shops/arts
- Parking
- Kayak/canoe rental
- Indoor Hydroponics
- Summer snack bar along waterfront
- Welcoming signage for boaters
- Trail connection between Dominick Street and Waterfront
- Mountain bike trails
- Niche restaurants (vegan)

## Station 2: Waterfront

Station #2 provided an overview of past and ongoing achievements along the waterfront.





**WATERFRONT VILLAGE SITE**



**\$780,000 EPF GRANT**

**BELLAMY HARBOR PARK**



**\$180,000 CANOE & KAYAK LAUNCH  
\$350,000 TERMINAL RESTORATION**

**RACE TO THE HARBOR**



**\$475,000 GRANT**

**ROD MILL SITE**



**\$660,000 GREEN INFRASTRUCTURE**

**NAVIGATION CENTER**



**\$519,000 NAVIGATION CENTER**



**WATERFRONT INVESTMENTS | SHOWCASING OUR ACHIEVEMENTS**

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### Station 3: Strategic Sites

Station #3 asked participants to share their thoughts about new potential uses for sites determined to have strategic redevelopment value. Responses are illustrated (and summarized) below.

Share your thoughts on what new uses you would like to see on each site (i.e. hotel, restaurant, housing. ect.).



Rome Turney: 109 Canal Street

**HOTEL/RESTAURANT**  
 Hotel/Restaurant  
 Trees  
 Hotel  
 Wedding Venue / Silos - Bakery  
 MARKET RATE APPTS  
 Upscale Apartments  
 Retail/SM shops  
 (consider outdoor)  
 Arts School ✓✓



Rod Mill: 301 Mill Street

Underground  
 Cisterns  
 Indoor  
 FARM  
 630 BARBER  
 & WAY

**Restaurant - Accessible**  
 by Boat / Snowmobile  
 Trees  
 Event SPACE  
 thin trees along the  
 water, add picnic  
 tables. ✓  
 restaurant + store for boat  
 Event space ✓  
 Water table Dining ✓  
 Houses  
 Galleries, + trendy shops  
 for tourists  
 Family  
 owned  
 nature

**Experiences not things! Elder Friendly Community!**



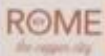
Rome Cable

**Sports Complex** ✓✓✓✓  
 Job Corp Fields  
 Senior Living  
 Trees  
**PARKLAND**  
 MORE MANUFACTURING  
 MAINTAIN/REFURBISHED OUTRIGGER  
 City garden (CSA)  
 MODERN MANUFACTURING  
 MUSEUM OR INSTALLATION ✓  
 ART: LIKE MASS MOCA



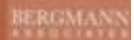
George Street Parking Garage

**REAR 2-3rd LEVELS**  
 ROAD 1 + 2nd FLOORS  
 Senior housing  
 Trees  
 MIXED-USE  
 retail + restaurants  
 benches  
 need parking for jobs, recreation  
 Tea Room  
 Townhouses  
 Shops / Floor-Housing  
 Upgrade + slow as parking!



STRATEGIC SITES | REDEVELOPMENT OPTIONS

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### Rome Turney at 109 Canal Street

- Hotel/restaurant
- Trees
- Wedding venue
- Bakery
- Market rate apartments
- Upscale apartments
- Retail/small shops
- Arts school

### Rome Cable

- Sports complex
- Soccer fields
- Senior Living
- Trees
- Parkland
- Manufacturing
- City garden or CSA

- Museum or installation like MASS MOCA

### *George Street Parking Garage*

- Senior housing
- Trees
- Mixed-use
- Retail/restaurants
- Benches
- Need parking for jobs
- Tear it down
- Townhouses
- Shops on first floor, housing on upper floors
- Upgrade and keep as parking

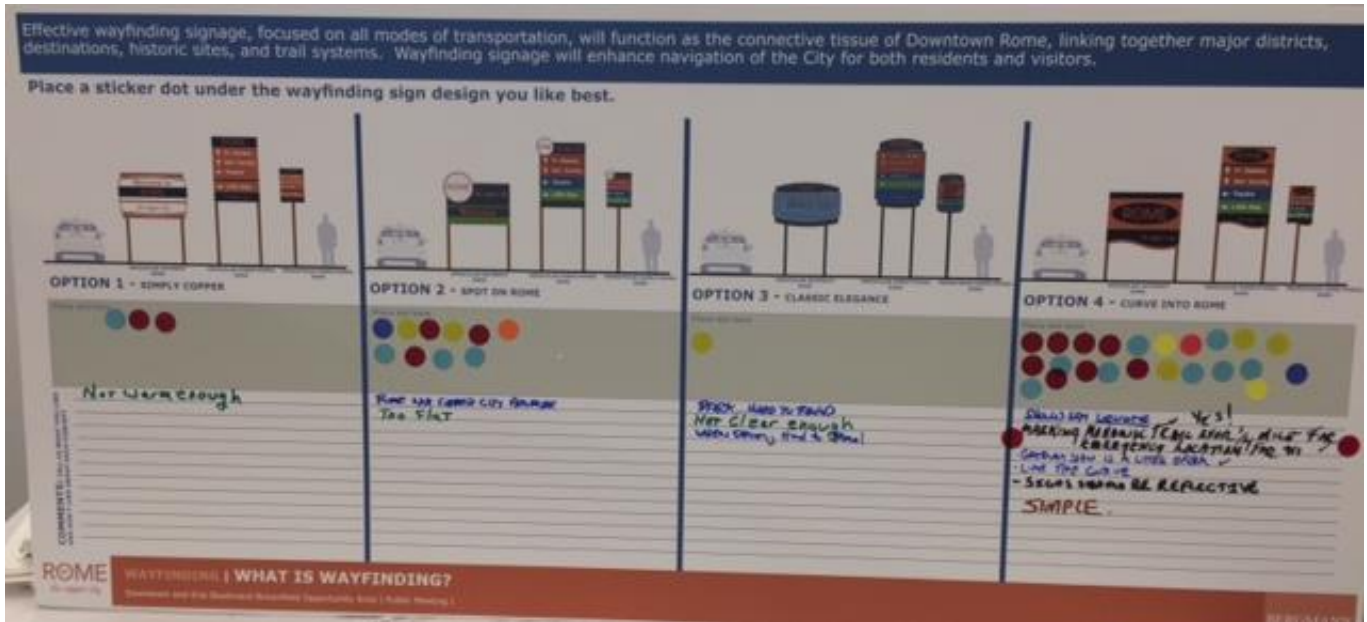
### *Rod Mill at 301 Mill Street*

- Restaurants accessible by boat and snowmobile
- Trees
- Event space
- Trees along the water
- Picnic tables
- Waterfront dining
- Housing
- Art galleries and trendy shops for tourists

## **Station 4: Wayfinding**

Station 5 featured four potential options for wayfinding signage. Participants were asked to note their preferences using stickers. The majority of participants favored Option 4, which is illustrated below.





## Station 5: Complete Streets

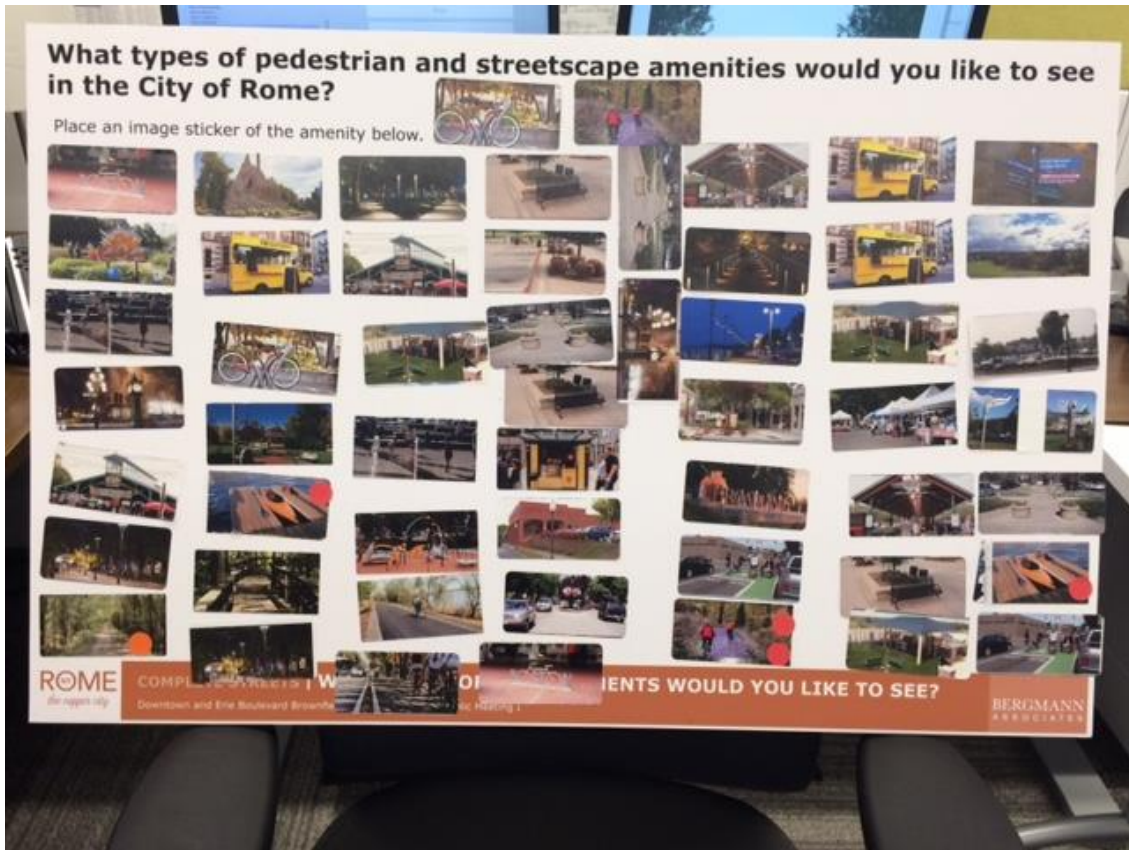
Station #5 provided background information describing the concept of complete streets and offered two opportunities for participants to provide feedback. Attendees were provided with a variety of pictures of different types of complete street features and asked to stick their favorites to the board. Attendees were also asked to place stickers on their preferred type of bicycle facilities. Photos of the final results are below.

ACTIVE SIDEWALKS	DEDICATED BIKE LANES	ACTIVE ROADWAYS	SAFE CROSSWALKS	WAYFINDING SIGNAGE	SAFETY AMENITIES	GREEN SPACES
Sidewalks should be smooth, wide, feel safe, and have appropriate transitions to the street, making them easy for all users, including children, elderly and disabled.	There are various bike lane treatments that can be used to create safe, dedicated travel lanes for bicycles. Delineations between bike and motorists may increase the number of riders.	Complete streets accommodate all modes of transportation. Well-marked roadways and street signs help calm traffic, keep motorists aware of surroundings, resulting in safer movement for all.	Clearly marked crosswalks allow all users to cross streets safely, while making sure can know where to expect them.	Wayfinding signage is important for motorists and pedestrians to find their way around. It improves efficiency, accessibility, and safety while reducing stress navigating an unfamiliar place.	Well-lit streets improve safety and security for drivers, riders and pedestrians. Small-scale lighting can help emphasize pedestrian activity and improve the overall character of the streetscape.	Parks and public green spaces create a destination, encouraging community interaction and providing a rest from the surrounding urban environment.

**ROME** the copper city | **COMPLETE STREETS | WHAT IS A COMPLETE STREET?**  
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**BERGMANN ASSOCIATES**

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## Station 6: Investment Priorities

At Station #6, attendees were asked to place “Rome dollars” in jars that represented the topic areas where they felt future investment should be focused along Rome’s waterfront. Based on the totals, investment in jobs was identified as the most important, followed by investment in new restaurants and housing options.

**WATERFRONT AMENITIES INSTRUCTIONS**

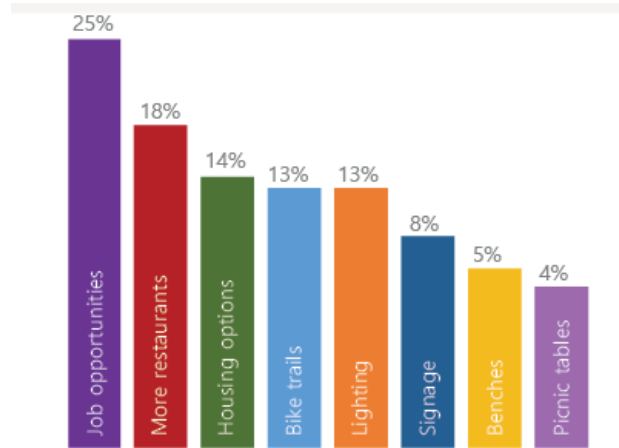


Help us prioritize future investments.

Please place your “Rome dollars” in the jar(s) that represent the amenities you believe future investment should be focused. (Maximum of \$5 per person)

**ROME**  
Downtown and Erie Boulevard Brownfield Opportunity Area | Public Meeting 1

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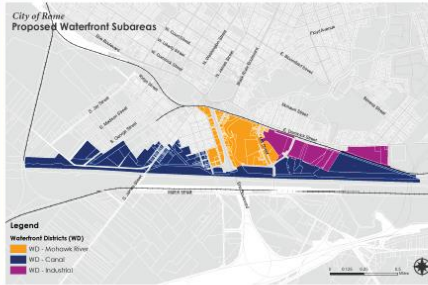
# Station 7: Zoning

Station 7 provided background information about zoning code revisions for the waterfront area.

## WHAT IS A FORM-BASED CODE?

A form-based code is a land development regulation that fosters predictable built results and a high-quality public realm by using physical form (rather than separation of uses) as the organizing principle for the code. Goals of the code include:

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

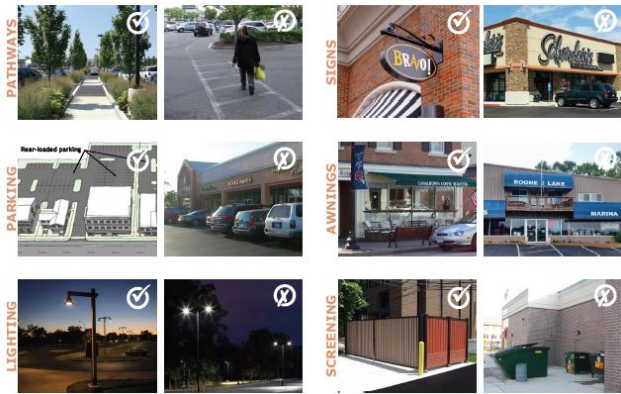


### ROME'S WATERFRONT DISTRICT INCLUDES THREE SUBAREAS:

The intent of the Mohawk River Subarea is to facilitate potential recreational uses and small-scale mixed-use commercial buildings that provide a strong linkage between the waterfront, Bellamy Harbor Park, surrounding light industrial uses, and Downtown Rome.

The Industrial Subarea is meant to encourage job creation and residential uses that are compatible with surrounding areas. The Subarea encourages uses such as light industrial, research and manufacturing, niche industry, green industry, and redevelopment of warehouses.

The intent of the Canal Subarea is to accommodate a mix of residential and commercial uses in buildings that do not exceed 6 stories. Special focus is placed on creating a vibrant, walkable area that prioritizes public access to the waterfront.



## ROME'S WATERFRONT DISTRICT FORM-BASED CODE WILL...

- Encourage human-scale environments through building placement, height and size requirements. Assume that buildings are constructed near the sidewalk to create a welcoming sense of enclosure for pedestrians and drivers. Parking in front of buildings is prohibited.
- Enhance the sense of place by allowing only durable, high quality building materials. Natural materials, such as stone, masonry, and wood.
- Activate ground floor spaces by requiring street-facing windows and pedestrian entrances.
- Create visual appeal with consistent signage and awnings.
- Create a safe and inviting atmosphere with screening and lighting. Require pedestrian-oriented light fixtures at lower heights that focus light towards walking surfaces.



### ZONING | WATERFRONT DISTRICT

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## Comments

- Participants were provided an opportunity to submit in depth comments. Below is a summary of comments received.
- This meeting was a great idea. I love Rome and the new things that have been happening with trails, flowers, trees, and events. We need some help with S. James Street beyond the bridges with sidewalks and cleaning up ditches and lighting.
- Waterfront is the future. Rome needs to use it to enhance our entrance to Rome and new housing development. Current development along the canal area (i.e. James/Muck Road) is an eyesore. It would be prime area for redevelopment
- Please capitalize on "Copper City"
- I would like to see downtown become more senior friendly with housing, easily accessible sidewalks, stores, restaurants, seating (benches)
- Please upgrade our current sidewalks. Consider light pollution when designing street lights. Less intrusive lighting please.
- Need senior housing similar to Acaccia Village in Utica, Preswick Glen in N. Hartford. Need to keep the middle class seniors who volunteer in Rome, go to restaurants, capital theater etc.
- Need a bandstand, restrooms, and informational kiosk on the waterfront.

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- Would be a great comeback story to see a brownfield area turned into something that promoted green tech and sustainability. Would love to see things that promote a healthy lifestyle (mountain bike tracks would be awesome). Expansion of popular trails. Would love to see the area along the canal built up with higher priced housing. Better places to eat would keep me happy and local.
- Make Rome New York pedestrian friendlier. Clean up the deteriorated properties and main access roads into town. Replace the crass commercial signage with subdued, tasteful signs.
- Wayfinding: combine concepts 2 and 4. Like the color mix
- I wish there were more buildings and more walking trails.
- The “copper city” is a flawed marketing concept. Rome was the copper city but has only a tiny shadow of that industry left.