

Bellamy Harbor Waterfront District

Form-Based Code

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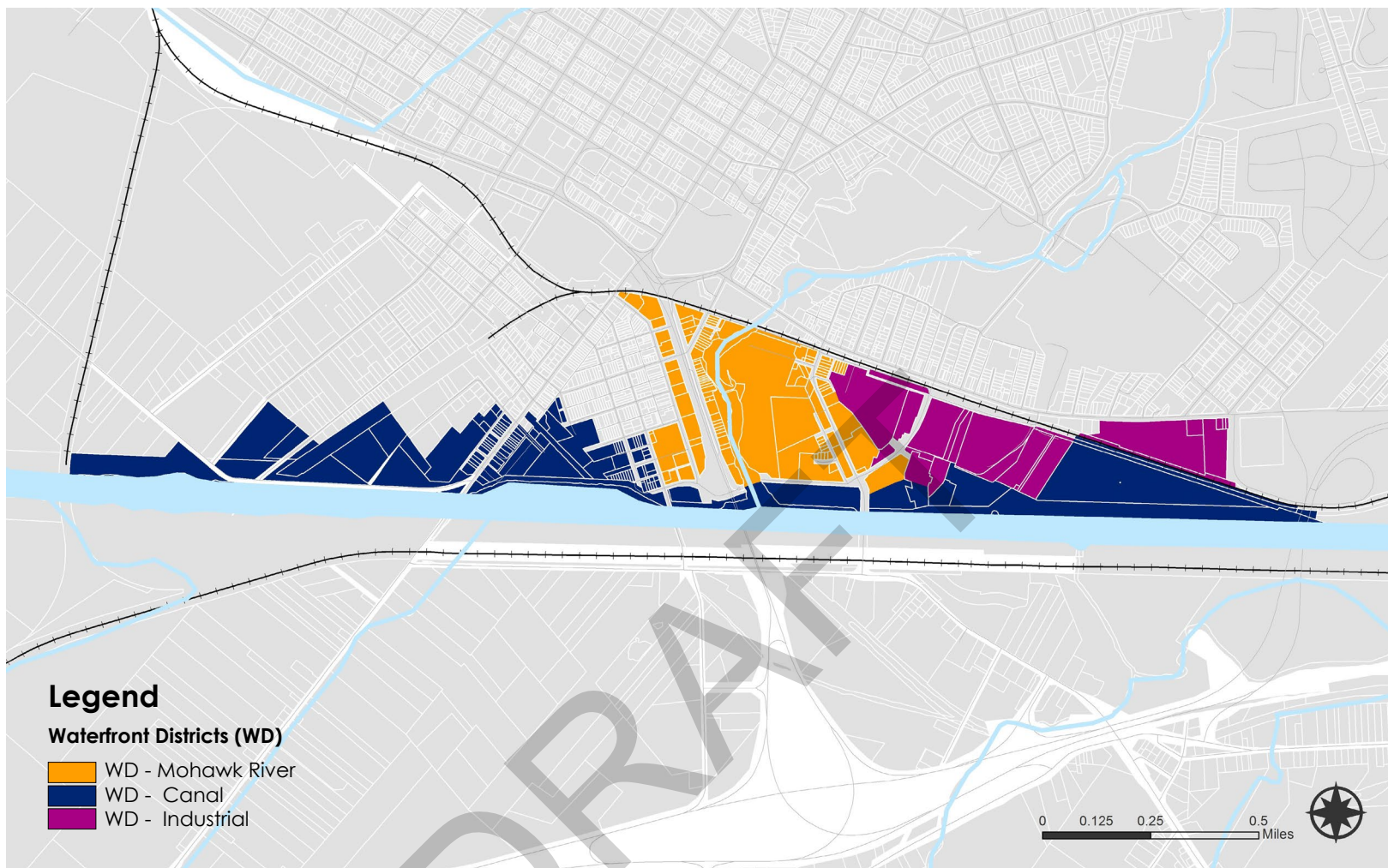


City of Rome, New York

February 2018

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District Boundary and Subareas



The Waterfront District in the City of Rome primarily encompasses the area of the City nestled along the Erie Canal. With over two miles of waterfront access, this area generally extends from the western branch of the Rome, Watertown and Ogdensburg Railroad east to New York State Route 49. This Waterfront District is comprised of three subareas; Canal Subarea, Mohawk River Subarea, and Industrial Subarea.

Key characteristics and destinations within this district include the Bellamy Harbor Park, vast open space, commercial and residential centers, and access to the Mohawk River.

Rome's Design Objectives

Design traditions are a useful way to understand the basic character and framework of Rome's waterfront. These features serve as inspiration for new, compatible infill and are considered in the overall objectives for redevelopment in the Waterfront District.

Design objectives include:

- Engaging the waterfront
- Public access to waterfront areas
- Facades built to the sidewalk at a human scale
- Active ground floors and utilized upper levels in multi-story buildings
- Windows allowing interior visibility
- Pedestrian-oriented street features, such as sidewalks, crosswalks, and mid-block connections, and bike paths
- Street trees, planter boxes, and benches
- Attractive signage
- Strong urban tree canopy
- High quality landscape design
- Green infrastructure practices for stormwater management



§Article 9 Waterfront District

A. INTRODUCTION

This Section provides regulatory standards governing land use and building form within the Waterfront District. The form-based code is a reflection of the community's vision for Bellamy Harbor and implements the intent of the Comprehensive Plan and the City of Rome Downtown Brownfield Opportunity Area Plan.

Upon adoption, it will supersede and replace existing Zoning provisions regarding zoning districts, allowable land uses, permit requirements, and site development standards.

1. Purpose & Intent

The purpose of the Waterfront District is to create a vibrant, pedestrian friendly waterfront with a variety of building types that offer retail, service, employment, hospitality, entertainment, housing options and public access to the waterfront. The district is also intended to protect and enhance water quality within the Mohawk River and Barge Canal.

2. Thresholds and Compliance

Compliance is intended to occur over time as redevelopment and new development occur. This Section recognizes lawful nonconforming status of uses and structures and normal maintenance is encouraged. This Section also recognizes that some sites may be difficult to develop in compliance with the provisions herein and provides for modifications within certain parameters.

The provisions in this section shall apply to all development or redevelopment of property within the Waterfront District as outlined in the Applicability Matrix.

3. Exemptions

The following are exempt from the provisions of this Section:

- Regular maintenance and repair of materials, parking resurfacing and similar maintenance is exempt from compliance with this section.
- Improvements that are solely designed and constructed to provide accessibility for the disabled or provide screening for service areas, as long as such service areas are no longer visible.

	Thresholds and Compliance	Use Regulations (i.e. prohibited uses)	Site Requirements Lot dimensions, outdoor amenity space	Building Placement Setbacks, build-to-zone	Building Height Height and encroachments	Facade Requirements Transparency, materials, entrances	Setback Encroachments awnings, dining, balconies	Vehicle & Bicycle Parking minimum spaces, location, landscaping, screening, pedestrian routes	Landscaping & Screening landscaping in setbacks	Building & Site Lighting lighting	Sign Regulations signage
New Construction	New Development	x	x	x	x	x	x	x	x	x	x
	New Sign										x
Existing Buildings/ Structures	Change of use	x	x	x	x	x	x	x	x	x	x
	Expansion of building up to 30% of gross building square footage					x	x	x		x	
	Major exterior remodel (change or addition of facade materials and/or design greater than 500 square feet)					x	x		x	x	x
	Expansion of existing surface parking lot of more than 20 new spaces							x	x		
* For building expansions, regulations are applicable to newly expanded portion of the building only. Does not require retrofitting of existing elements to comply with this Section.											

4. Conflicting Provisions

In the event that this Section conflicts with any other provision of the Rome Zoning Code or the attached Appendices, the provision of this Section shall supersede, except that where this Section is silent, the Rome Zoning Code or the attached Appendices shall apply.

B. SUBAREAS ESTABLISHED

The Waterfront District is hereby divided into subareas shown on the map entitled "District Boundaries and Subareas" map which is hereby made part of this ordinance.

- WD - Canal
- WD - Industrial
- WD - Mohawk River

C. USE REGULATIONS

With the exception of the prohibited uses listed below, all uses listed as permitted uses within Rome Zoning Ordinance Chapter 80 are permitted within the Waterfront District, subject to the regulations of this Section.

1. Prohibited Uses

Per the Rome Zoning Ordinance, the following uses are prohibited in the Waterfront District:

- Adult Entertainment Business
- Building Materials Storage
- Parking Lot (Principal)
- Parking Structure (Principal)
- Drive-through Facility
- Golf Course/Driving Range
- Outdoor Storage
- Salvage Yard
- Self Storage
- Vehicle Dealership
- Vehicle Repair - Major
- Vehicle Operation Facility

The following uses are prohibited in the WD-Industrial Subarea

- Detached single-family homes
- Residential uses on the ground floor

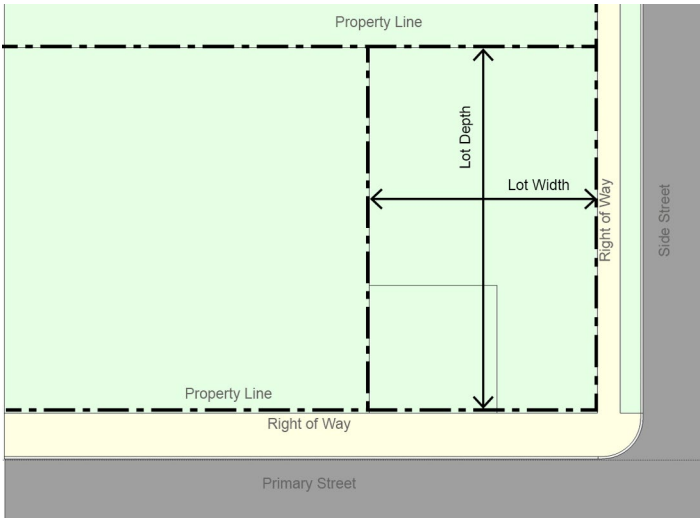
D. REGULATIONS APPLICABLE TO ALL

The following standards apply to all sites and buildings in all Subareas unless expressly stated otherwise.

Applications must conform to the provisions set forth in the Rome Zoning Code, as noted below and any additional provisions noted in this Section.

This Section provides guidance for interpreting the regulations found in the Subarea Standards Matrix.

1. Site Requirements



A. Lot Width

The distance between side lot lines measured at right angles to the lot depth at a point from the front lot line equal to the front yard specified for the district.

B. Lot Depth

The mean horizontal distance between the front and rear lot lines, measured in the general direction of the side lot lines.



C. Outdoor Amenity Space

Where required, as noted within each Subarea, outdoor amenity areas must be provided on the site and must be available as unenclosed, improved active or passive space for use by the occupants of the development. It may be provided in one contiguous open area or multiple areas on the site.

i. Size and Type

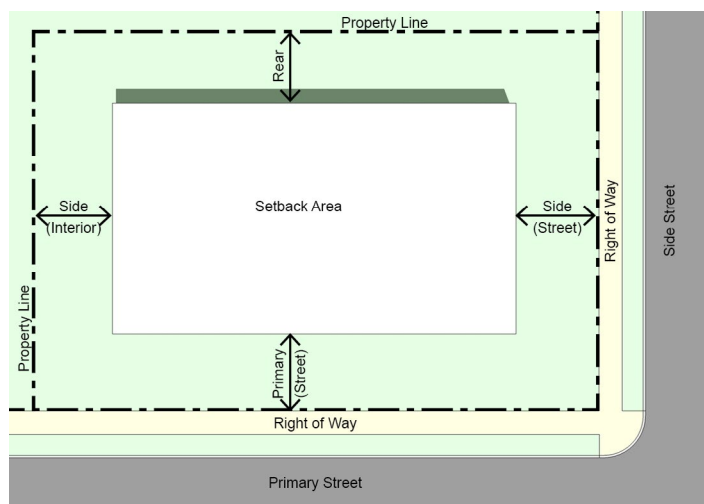
Each required outdoor amenity space must be at least 100 square feet in size and may include:

- Playgrounds and athletic court
- Splash pad
- Trail or path (minimum 10 feet wide)
- Garden, sitting area
- Rooftop deck
- Pavilion, Gazebo
- Outdoor dining

ii. Other Requirements

- Outdoor amenity areas can include bike racks, kiosks, benches, sculptures, and fountains.
- Outdoor amenity areas cannot be used for parking except for emergency access
- Outdoor amenity areas must be designed to be permanent.

2. Building Placement



D. Building Setbacks

Building setbacks apply to all structures. There are four types of setbacks:

- Primary Street (Front)
- Secondary Street (Front)
- Side Canal-Facing
- Rear River-Facing

i. Measurement of setbacks

Primary and Secondary street setbacks are measured from the property line. Side, rear, and interior setbacks are measured from the property line (or edge of right-of-way where there is an alley).

ii. Street designation

Where only one street abuts a lot, that street is considered the primary street. A lot with multiple frontages must have at least one primary street, as designated by the Code Enforcement Officer based on the following criteria:

- The street(s) with the highest classification
- The established orientation of the block
- The street(s) abutting the longest face of the block
- The streets(s) parallel to an alley within a block
- The street that the lot takes its address from



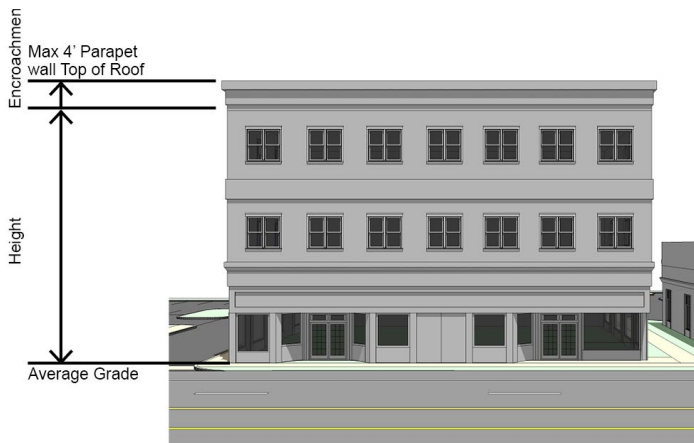
E. Build-to Zone

One of the most important defining elements of the public realm is the street wall. The street wall is made up of building facades that are placed within the build-to zone to create a continuous building fabric. The build-to-zone is the area between the minimum and maximum front setbacks. Portions of a building must be placed within this zone along a prescribed percentage of the lot width.

To determine compliance with the build-to zone requirements, the total width of the building portion located within the build-to zone is divided by the width of the lot.

Build-to zone standards are prescribed in Section XXX. *Regulations Pertaining to Subareas.*

3. Building Height



A. Measurement

Building height is regulated in feet and is measured from the average grade of the frontage facing a Primary Street to the mean height level between the eaves and ridge of a gable, hip, mansard, or gambrel roof or to the highest point of roof surface of a flat roof, not including allowed encroachments.

B. Height Encroachments

All buildings must be constructed within the maximum building height, with the exception of height encroachments allowed within each Subarea. Allowed encroachments are specified in Section XXX Regulations Pertaining to Subareas.

4. Facade Requirements



A. Transparency

Transparency is the minimum percent of street-facing facade that must be comprised of transparent windows. The ground story is measured between 2 and 12 feet above the sidewalk. This requirement applies to Primary and Secondary streets only. Opaque elements of a window (such as panes, frosted or tinted areas, and opaque portions of window signs) cannot be used to meet the transparency requirement.

B. Building Materials

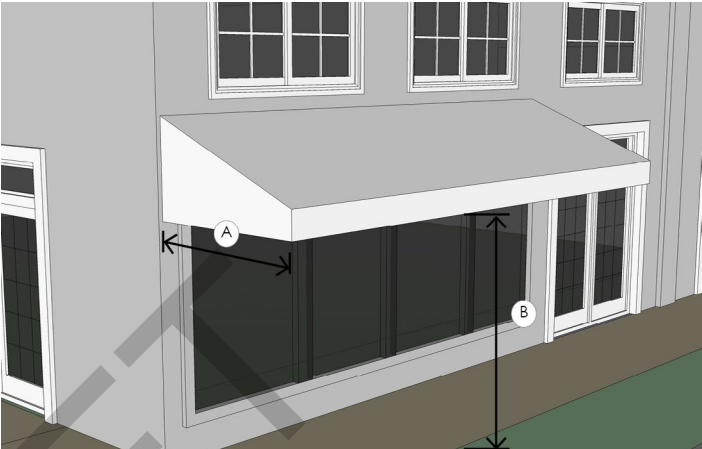
Permitted building materials are prescribed within each Subarea, as specified in Section XXX Regulations Pertaining to Subareas.

C. Pedestrian Access

All buildings must provide a street-facing entrance operable to residents or customers at all times. There must be a connection between all main building entrances and the closest sidewalk (or street if there is no sidewalk).

All buildings and structures must be located behind the required setback except for the encroachments allowed below.

A. Awnings



Description	Standards
An ornamental roof-like protective cover over a door, entrance, window or outdoor service area that projects from the face of a structure and is constructed of durable materials.	<div><div>A</div>Depth (max)5'</div>
	<div><div>B</div>Clear height above sidewalk (min)7'</div>
General Provisions	Right-of-Way Permit
Awnings shall be continuous above openings below. Breaks in awnings shall coincide with breaks in facade openings below.	All applicants proposing encroachments into the public right-of-way must obtain a right-of-way permit from the Department of Public Works.
Canvas and fabric awnings must be made of durable fabric.	
High-gloss or plasticized fabrics are prohibited.	
Awnings should be made of a traditional material (canvas-like), design and color. Traditional colors include black, dark green, navy, and maroon. Vertical stripes are an appropriate option.	
Internally illuminated or backlit awnings are prohibited.	
Awnings must be self-supporting. No support poles may encroach onto the right-of-way.	

B. Sidewalk Dining



Description

Sidewalk dining is a designated area of a public sidewalk where patrons may sit at tables while consuming food and beverages purchased from the associated eating establishment.

General Provisions

The sidewalk dining area must be located adjacent to the property of a lawfully operating eating establishment and shall be under the control of the restaurant.

At least 5 feet of unobstructed corridor space must be maintained past the sidewalk dining area for sidewalk pedestrian traffic in order to ensure a clear pedestrian passageway along the sidewalk.

At least 44 inches of unobstructed space must be maintained between any restaurant doorway and the sidewalk.

Food preparation is not allowed in the sidewalk dining area.

Loudspeakers are prohibited in the outdoor dining area. Amplified sounds from inside the restaurant must not be audible in any dining area on the public right-of-way.

Railings, fences, and planters

Freestanding planters, fences, or railings may be installed for purposes of compliance with the NYS Liquor Authority and must be:

- Self-supporting
- No taller than 30 inches
- Easy to remove from the sidewalk

If the applicant holds a State Liquor Authority license to serve alcohol in the restaurant premises, the applicant must provide waiter service.

Right-of-Way Permit

All applicants proposing encroachments into the public right-of-way must obtain a right-of-way permit from the Department of Public Works.

C. Balconies



Description	
A balcony is an exterior platform that projects from or into the façade of a building and is surrounded by a railing, handrail, or parapet.	
Standards	
Ⓐ	Projecting depth (max) 6'
Ⓑ	Clear height above sidewalk (min) 9'

General Provisions

Balconies may not be fully enclosed.

Balconies must match the architectural design of the building, using similar details and materials.

Balconies must be self-supporting with no poled extending to the ground.

Inappropriate (fully enclosed balcony)

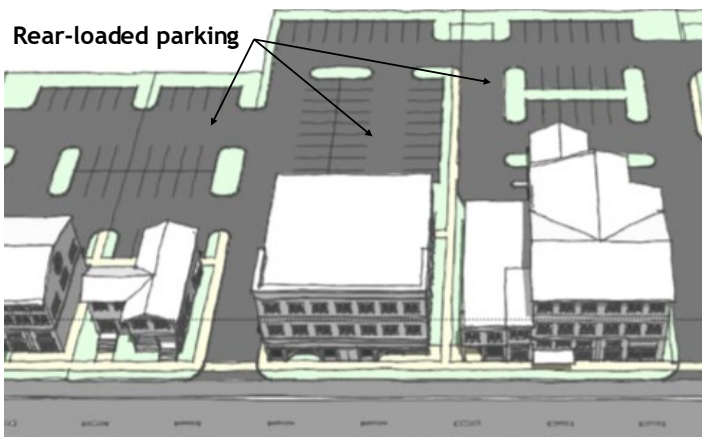
Right-of-Way Permit

All applicants proposing encroachments into the public right-of-way must obtain a right-of-way permit from the Department of Public Works.



6. Vehicle Parking Regulations

Appropriate Parking Location (rear)



Inappropriate Parking Location (front)



A. Minimum Spaces Required

The minimum parking spaces required is established in XXX Off-Street Parking and Loading.

B. Location of Parking

Except where noted in this Subsection, off-street vehicle parking is not permitted between a building facade and a front yard lot line. Existing parking areas located between the building facade and a front yard lot line may not be expanded.

C. Parking Lot Design

The design of stall size and drive aisle dimensions shall be constructed according to the standards in XXX Off-Street Parking and Loading.

D. Interior landscaping

Parking lots must meet the requirements in XXX Off-Street Parking and Loading.

E. Perimeter Landscaping

All surface parking lots must be screened according to the requirements set forth in Section XXX Regulations Pertaining to Subareas.

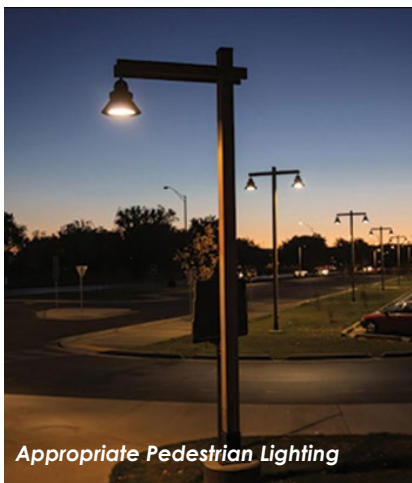
F. Parking Lot Lighting

Pedestrian routes must provide pedestrian-scaled lighting that is placed over sidewalks and crossing areas to improve pedestrian comfort and safety. Pedestrian lighting may not exceed 16 feet in height, with a maximum of 60 linear feet between each fixture.

G. Cross-Access and Connectivity

Cross-access is encouraged between abutting parking areas.

Property owners who establish cross-access must record an easement allowing cross-access to and from properties served by the access easement and record a joint maintenance agreement defining the maintenance responsibilities of each owner.

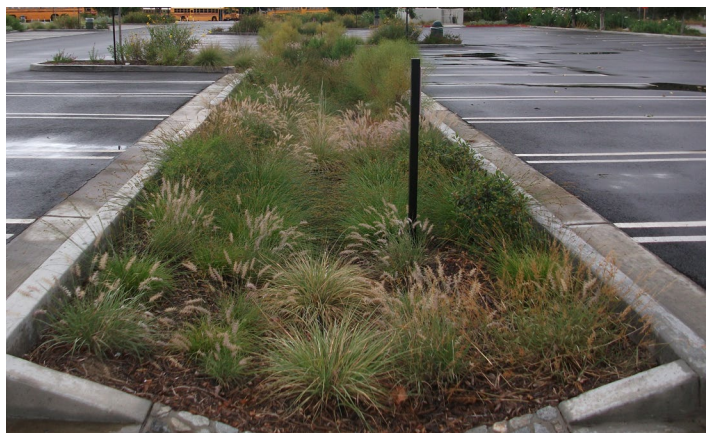


Appropriate Pedestrian Lighting



Inappropriate

Appropriate Interior Landscaping



Appropriate Pedestrian Route



Inappropriate Interior Landscaping



Inappropriate Pedestrian Route



Cross-access may be used to justify a reduction in the required minimum parking when proposed as part of a Joint Parking Agreement.

H. Loading Areas

Loading areas must be located on the lot occupied by the use served and must be accessible from a public street or alley.

Loading areas may not be placed between the building and any front yard lot line.

I. Shared Parking

Applicants are encouraged to investigate common or shared parking opportunities between adjacent uses and businesses.

Where shared parking is used to meet the requirements for a reduction in the total

number of required parking spaces, the applicant must provide the City with a Joint Parking Agreement. Shared parking must be within 600 feet of the pedestrian entrances of all establishments involved in the Joint Parking Agreement.

J. Internal pedestrian routes

Internal pedestrian routes must be provided between different areas within the site, such as parking areas, bicycle parking, common outdoor areas, and any pedestrian routes.

Pedestrian routes must be hard surfaced at least 4 feet in width. Where the route crosses driveways, parking and loading areas, the route must be clearly identifiable through the use of elevation changes, paving materials or other methods.

7. Screening

Appropriate Screening



Inappropriate



A. Screening

i. Service Areas

Trash collection, recycling, compaction, and other similar service areas must be located to the side or rear of buildings and must be screened from view from adjacent properties and from a public right-of-way (not including alleys).

Service areas that are not integrated into a building must be screened on at least three sides by a wall at least six feet high and on the 4th side by a solid gate at least six feet high.

ii. Roof Mounted Equipment

Roof mounted equipment, at ground level, must be screened from ground level view from adjacent property and adjacent public rights-of-way.

iii. Wall Mounted Equipment

Wall mounted equipment must be screened by landscaping or an opaque screen and is not allowed on any surface that directly faces a front or side yard lot line.

iv. Ground Mounted Equipment

Ground mounted equipment must be screened from view by landscaping or a fence or wall that is equal to or greater than the height of the equipment.

B. Fences and Walls

i. Height

Fences and walls may be no higher than 8 feet.

ii. Materials

- Walls and fences must be constructed of high quality materials, such as decorative blocks, brick, stone, split-faced block, or other materials consistent with the associated building.
- Exposed standard concrete walls are prohibited.
- Barbed wire, concertina, and chain-link fences are prohibited.

8. Site Landscaping

Appropriate Landscaping



Inappropriate Landscaping



A. General Requirements

Applications required to meet the landscaping standards in this Section (see Applicability Matrix) must provide landscaping within portions of property that are not developed with structures, rights of way, or parking areas.

B. Planting and Maintenance Standards

The planting and maintenance of landscaping in the Waterfront District must meet the requirements prescribed in the Rome Zoning Ordinance, Article 15 Landscape.

9. Lighting Regulations

Appropriate Lighting



Inappropriate Lighting



A. Lighting

i. Prohibited Sources/Fixtures

- Cobra-head style fixtures having dished or drop lenses or refractors.
- Temporary search lights and other high intensity, narrow beam lights.
- Amber hue lighting, such as high pressure sodium fixtures and equivalent performance are not permitted.

ii. Building Lighting

- Building mounted lighting must be complementary to the architectural style of the building and surroundings.
- Building lighting may not be installed at a height exceeding 15 feet above grade.
- Exterior building light fixtures must be full cutoff.

iii. Site Lighting

- Site lighting fixtures must be complementary to the architectural style of the building and surroundings.
- Site lighting fixtures must be full cutoff. Light trespass into adjacent non-commercial areas shall not exceed 0.1 foot candles in intensity.
- Fixtures within pedestrian areas, along sidewalks and walkways may be no higher than 8 feet.
- Fixtures within parking lots may be no higher than 20 feet.

10. Sign Regulations

A. Applicability

With the exception of temporary signs allowed in Chapter 80 Article 25 (Signs), signs not identified in this Section shall not be permitted in Waterfront District.

B. Permit Required

All applicants proposing to install, reconstruct, or alter a sign within the Bellamy Harbor Waterfront District must obtain a permit according to the procedures set forth in Article 25.

C. Placement of Signs

All signs must be located on the same lot as the business to which it relates and be clearly incidental, customary, and commonly associated with the operation of the business. Signs may not be placed on accessory structures.

D. Sign Height

No sign may be located at height of more than 20 feet above grade.

E. Roof Encroachment

Signs may not project above the roof of any building and are in no case permitted as building height encroachments.

F. Signs on the Right-of-Way

Signs may not encroach onto any streets or alleys. Awning and Projecting signs may encroach over the public sidewalk and must be located at a minimum of 18 inches inside the curb line or edge of pavement, whichever is greater.

G. Maximum Sign Area per Building

Each establishment may be permitted a maximum square footage of sign area based on the Subarea in which it is located. The maximum sign area may be split between sign types as identified within the regulations pertaining to each Subarea.

H. Sign Illumination

The following requirements apply to all illuminated signs in the Bellamy Harbor Waterfront District.

i. External illumination

External illumination of signs may not

shine directly into the public right-of-way or adjacent properties. Fixtures must be shielded and directed to minimize light pollution.

ii. Internal illumination

Channel letters may be internally lit or back-lit. Exposed neon may be used for lettering and for accent only.

iii. Prohibited sign illumination

Blinking, flashing, chasing, and bare-bulb sources of sign illumination are prohibited

I. Electronic Message Displays

Electronic message displays are prohibited. This includes all types of electronic message display, include static display, moving or traveling text, scrolling, video, or any animated content.

J. Sign Materials

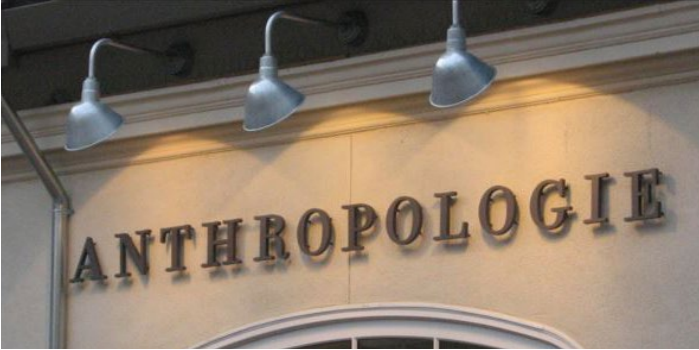
- All signs must be of professional quality and constructed of durable, weather resistant materials.
- All wood signage components must be sealed and protected from the elements. Unpainted or unfinished treated and untreated lumber is not permitted.
- Signage materials must be of complementary color, character, type, and quality to those found on the related principal structure.

K. Multi-tenant signs

A Multi-tenant sign plan must be submitted to the Code Enforcement Officer for all sites occupied by more than one tenant. The plan must indicate consistency with sign size and material requirements in this Section. The Community and Economic Development Director may approve changes to multi-tenant signs that conform to these requirements.

Appropriate Sign Illumination

External light source



Backlit sign



Exposed neon lettering



Internal light source



L. Temporary, Incidental and Directional Signs

Temporary, incidental, and directional signs are regulated by Sectopm 80-26.8 (Temporary signs). Temporary signs in the Bellamy Harbor Waterfront District may cover up to 20% of the window area and may include event posters, flyers, real estate listings, and window paintings, provided they remain up for no more than seven days.

M. Indemnity Agreement

All applicants proposing signs that encroach into the public right-of-way must provide an indemnity agreement, in a form acceptable to the City, holding harmless and indemnifying the City, its officers and employees from and against any and all claims and liability resulting from encroachment into the public right of way. Applicants must also provide proof of insurance acceptable to the City and naming the City as an additional insured on a primary, non-contributory basis.

N. Removal of Signs

Any sign, existing on or after the effective date of this Section, which no longer advertises an existing business conducted or product sold on the premises upon which the sign is located, shall be removed within 30 days of the discontinuance of the business.

11. General Provisions for Signs

A. Applicability

Refer to Rome Zoning Ordinance, Article 16 Signs for permitted sign provisions in the Waterfront District.

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E. REGULATIONS PERTAINING TO SUBAREAS

The following regulations shall apply to property within each corresponding Subarea.

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1. WD - Canal



Intent of the WD-1 Canal 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.

2. WD - Industrial



The intent of the WD-2 District is to encourage job creation and residential uses that are compatible with surrounding areas. The District promotes economic development and job creation by encouraging uses such as light industrial, research and manufacturing, niche industry, green industry, and redevelopment of warehouses. The District is intended to become a future gateway to the City's waterfront and an important link between the Erie Canal and East Dominick neighborhoods.



3. WD - Mohawk River



The intent of the WD-3 District 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.



F. SUBAREA STANDARDS MATRIX

Standards	WD - Canal	WD - Industrial	WD - Mohawk River
Lot Dimensions			
Area (min)	Detached single-family: 4,000 sf	no minimum	Detached single-family: 5,000 single-family
	Attached single-family: 2,500 sf	no minimum	Attached single-family: 2,500 sf
	Two-family: 5,000 sf	no minimum	Two-family: 6,000 sf
	No minimum lot area for commercial and mixed-use		
Width (min)	50'	none	50'
Outdoor Amenity Area			
Lots under 5,000 sf	not required		
Lots over 5,000 sf	20%	10%	15%
Lots abutting public waterfront	20% (canal)	n/a	15% (River)
Landscaping			
Site Landscaping	Refer to Rome Zoning Ordinance, Article 15		
Setbacks			
Street-Facing Setbacks			
Front (min/max)	10'/20'	10'/20'	10'/20'
Side (min/max)	0/10'	0/10'	0/10'
Rear (min/max)	5'	5'	5'
Canal-facing Setbacks (min)	20'		n/a
Mohawk River (min from River-facing property line)	20'	n/a	20'
Required Façade within Build-to Zone			
Front	75%	50%	75%
Side	50%	25%	50%
Building Height (feet)			
Max	50'	40'	40'
Min	25'	20'	25'
Permitted Height Encroachments (max feet)			
Spire, cupolas, flagpoles	5'	5'	5'
Chimney, flue, vent stack	5'	5'	5'
Elevator/stairway access to roof	12'	12'	12'
Parapet Wall	4'	6'	6'
Mechanical Equipment	6'	6'	6'
Skylights	9'	9'	9'
Transparency			
Ground story, street facing	75%	35%	60%
Ground story, canal facing	60%	n/a	n/a
Upper story street facing	60%	20%	50%
Residential (ground floor)	50%	n/a	50%
Restricted Materials			
Stucco (cementitious finish)	Prohibited		
Wood clapboard or shingles (cedar shake/shingle is allowed)	Prohibited		
Vinyl	Permitted subject to approval by the Planning Director		
EIFS	Prohibited		
Metal (accent only)	Prohibited		
Pedestrian Access Required			
Entrance facing street	Yes	Yes	Yes
Entrance facing canal waterfront	Yes	n/a	n/a

Standards	WD - Canal	WD - Industrial	WD - Mohawk River
Parking			
Minimum vehicle spaces required	no minimum	Per Rome Zoning Ordinance, Article 14	
Bicycle parking	Per Rome Zoning Ordinance, Article 14		
Parking Lot Location			
Front setback	Not allowed between street and building facade.		
Secondary Street Setback	Not allowed between street and builing façade.		
Lots with Water Frontage	Not allowed between the waterfront and the building façade.		
Corner Lots	Not allowed between the building and the street abutting the front lot line.		
Recreational Vehicles	Recreational vehicles must be screened from view from surrounding property and from the street by a solid fence or wall at least 8 feet in height. The recreational vehicle may not impede safe entry to or exit from any dwelling and may not inhibit emergency access to and from any structure. Recreational vehicles may not be used for living or sleeping purposes.		
Signs			
Allowed signs (up to three types per building)			
Awning Sign	1 per façade		
Freestanding Monument Sign	1 per site		
Projecting Sign	1 per façade		
Wall Sign	1 per façade		
Window Sign	1 per window		
Maximum Sign Area			
Total Sign Area Permitted (max per building)			
Façade facing a Primary Street	40 square feet	130 square feet	130 square feet
Façade facing a Secondary Street	40 square feet	65 square feet	65 square feet
Awning Sign			
Sign area (max)	30% of awning area		
Lettering size (max)	16" high		
Monument Sign			
Sign area (max)	100 square feet		
Height (max)	6 feet		
Number of faces (max)	2		
For multi-tenant buildings	25 sf per face for up to 5 businesses, with 3 sf for each additional business. Total sf not to exceed 50 sf.		
Projecting Sign			
Projection from building (max)	3.5 feet		
Depth (max)	6 inches		
Height (max)	3 feet		
Clear height above sidewalk (min)	10 feet		
A-frame Sign			
Sign area (max)	6 square feet		
Sign height (max)	4 feet		
Wall Sign			
Sign area (max)	1.5 square feेत per linear foot of building lenth		
Projection from building (max)	12 inches		
Window Sign			
Area of window that may be covered by signs (max)	30% of the window area in which the window is placed	20% of the window area in which the sign is place	20% of the window area in which the sign is placed

G. APPLICATION REVIEW

1. Applicability

Development applications on parcels within the Waterfront District must comply with the approval requirements of this subsection.

2. Environmental Review

Development applications on parcels within the Waterfront District are subject to review under SEQR, in accordance with Rome Zoning Code Article 6, Environmental Review.

3. Pre-application Conference

Prior to submission of a development application, the applicant is encouraged to schedule a pre-application conference with the Planning Director to discuss application procedures, standards, and regulations of this subsection.

A request for a pre-application conference by a potential applicant must be accompanied by preliminary project plans in hard copy format at 8.5 x 11 or 11 x 17. The request must also include a cover letter describing the project, including the parcel number (s) and address of the proposed site, the square footage, height and character of the proposed development.

4. Application Requirements

For proposals subject to compliance with requirements set forth in the Waterfront District, an application for approval must be submitted in accordance with the site plan checklist requirements prescribed by Rome Code Zoning Code Section 5.4, Application for Site Plan Approval.

5. Completeness Review

The Planning Director will review the submitted materials for completeness and, within 10 days, either accept the application as complete or request further information from the applicant.

6. Administrative Review

Upon acceptance of a complete application, the Planning Director will, within 30 days, review the application for consistency with the requirements of this Section and forward the application to the appropriate City

Departments for review and recommendation.

Upon receipt of department comments, the Planning Director must make an initial determination of compliance with the requirements of this Section and any applicable requirements of the City's Zoning Code, and prepare a written staff report.

7. Administrative Approval

Applications that comply with all standards of this Section may be processed and approved by the Planning Director or designee.

8. Planning Board Approval

The Planning Board may approve applications that do not comply with the standards of the Waterfront District, if the proposal is in substantially consistent with the criteria in this subsection.

The Planning Board may conduct a public hearing to make a determination to approve, approve subject to conditions, or disapprove the application. The public hearing shall be held in accordance with the provisions of this Code.

i. Planning Board Approval Criteria

The criteria herein must be used by the Planning Board in reviewing applications subject to Site Plan review, including all buildings, structures, signs, and other site features:

- The purpose, intent, and Guiding Principles of the Waterfront District are met.
- The proposal is compatible with the surrounding properties.
- The proposal minimizes impacts of noise, light, debris, and other undesirable effects upon abutting properties and the District or Subarea as a whole.
- Loading and refuse areas are adequately screened such that they are not visible from adjacent rights-of-way and abutting properties.
- Ingress, egress, internal circulation, off-street parking, loading/service areas are designed to promote safety, convenience, and provide a high quality pedestrian environment.

- Signage is designed to provide compatibility with building form, shape and color.

ii. Exceptions

This Section does not authorize the Planning Board to approve the following in the Waterfront District:

- Electronic message boards
- A use prohibited by this Section

9. Interpretations

The Planning Director may provide interpretations of the standards set forth in this Section.

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10. General Provisions for Signs

A. Awning Sign



Description

A sign on which graphics or symbols are painted, sewn, or otherwise attached to the awning material as an integrated part of the awning itself.

General Provisions

- Awning signs may not extend outside the awning.
- Signs are allowed on ground floor awnings only.

Measurement

- A Sign Area (as % of total awning area)
- B Letter height

Dimensional requirements prescribed within each Subarea

For purposes of calculating the allowed sign area, the total square footage of the awning face includes both the slope and the face of the awning.

Illumination

Awning signs may be externally illuminated only.

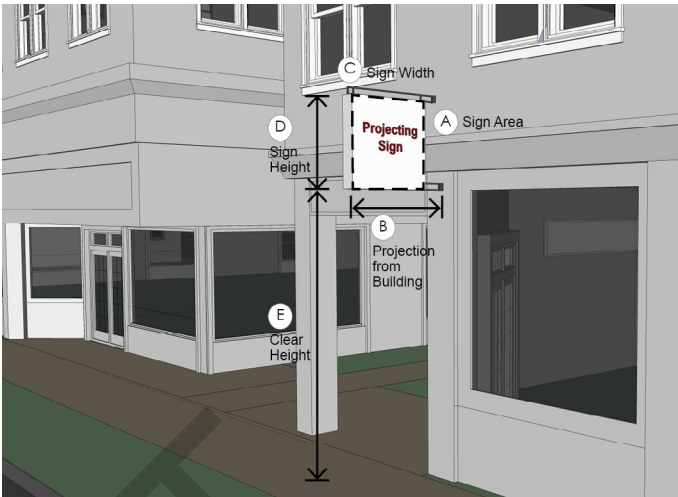
Inappropriate Awning (number of signs, vinyl material, size)



Inappropriate Awning (vinyl material, bright colors)



B. Projecting Sign



Description

A sign attached to the building facade at a 90 degree angle, extending more than 12 inches from the wall. It may hang from a bracket and it may be two or three-dimensional.

General Provisions

The top of a projecting sign may not be higher than the top of the building.

A projecting sign may not be located higher than the second floor of the building.

Any part of a sign extending over pedestrian areas must have a minimum height clearance of 10 feet.

Measurement

- A Sign Area
 - B Projection from building
 - C Depth
 - D Height
 - E Clear height above sidewalk
- Dimensional requirements prescribed within each Subarea

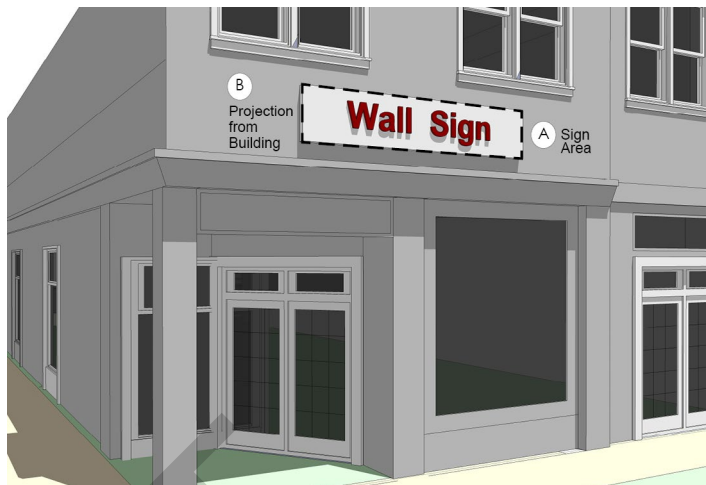
Illumination

Projecting signs may be internally or externally illuminated.

Inappropriate Projecting Sign (exceeds size and width, extends above roof line)



C. Wall Sign



Description

A sign placed against a building and attached to the exterior wall, attached so that the display surface is parallel with the plane of the wall.

Measurement

- A Sign Area
- B Projection from building
- Dimensional requirements prescribed within each Subarea

General Provisions

Wall signs may not project above the roof line or above the parapet wall of a building with a flat roof.

A wall sign may not cover windows or architectural details.

Illumination

Wall signs may be internally or externally illuminated.

Inappropriate Wall Sign (size exceeds maximum)



D. Window Sign



Description

A sign affixed to the inside of a window or door--or a sign placed inside a building that is visible and legible through a window or door.

Measurement

- (A) Area of windows and doors that may be covered by signs.
- Dimensional requirements prescribed within each Subarea

General Provisions

Non-temporary signs hung inside windows must be made of transparent materials, including but not limited to transparent plastic with lettering painted or attached to them.

Allowed on upper story windows for commercial uses.

Illumination

Window signs may be internally illuminated only.

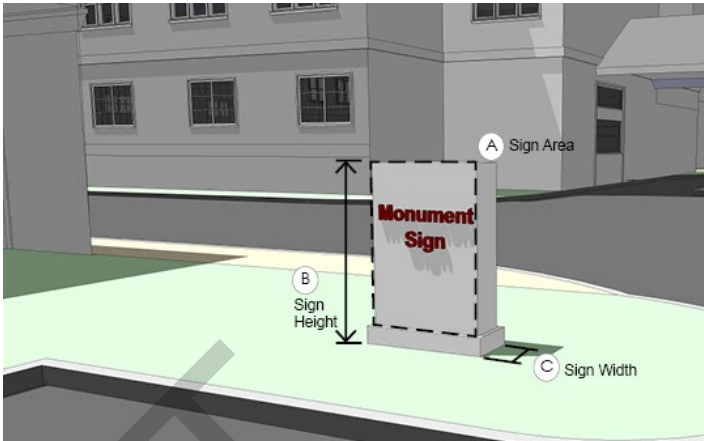
Inappropriate Window Sign (exceeds maximum coverage)



Inappropriate Monument Signs (exceeds size and height)



E. Free Standing Monument Sign



Description

A sign attached to the ground along its entire length upon a continuous pedestal.

Measurement

- A Sign Area
- B Height
- C Width

Dimensional requirements prescribed within each Subarea

General Provisions

One monument sign allowed for each front and side frontage

Must be set back at least 5 feet from the front property line and in no case may interfere with safe vehicle and pedestrian traffic.

Must be no closer than 100 feet from any other monument sign located on the same frontage.

Monument signs must be constructed of materials and colors that are consistent with the building that is being advertised. The base of the sign must run the entire horizontal length of the sign and shall contain no sign copy.

A monument sign may be used as a multi-tenant directory sign indicating the name of the occupants of a building or multiple buildings. Each business may have no more than one sign within the multi-tenant monument sign.

Illumination

Monument signs may be externally illuminated only.

Multi-tenant Monument Sign



F. Sidewalk Sign



Description	Measurement
A movable sign not attached to the ground or building.	(A) Sign Area
	(B) Height
	(C) Width
	Dimensional requirements prescribed within each Subarea
General Provisions	Illumination
Each ground floor tenant may have one sidewalk sign.	Sidewalk signs may not be illuminated.
A sidewalk sign must be located at least 25 feet from any other sidewalk sign.	
Sidewalk signs must be placed indoors at the close of each business day.	
Sidewalks cannot obstruct vehicular or pedestrian traffic and must comply with ADA clearance an accessibility requirements.	
Appropriate Sidewalk Signs	Inappropriate Sidewalk Signs (encroaches into walkway)

