



WATERFRONT DOWNTOWN
REVITALIZATION INITIATIVE



Downtown
Revitalization
Initiative

Local Planning Committee Meeting #2

August 12, 2026



Photo: EDR



Welcome & Code of Conduct

LPC Co-Chairs

DRI Code of Conduct

Preamble *“Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today’s meeting. If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project. For example, you may state that you, or a family member, have a financial interest in the project, you are on the board of the organization proposing the project, or you are a member that believes you or any other member(s) are the subject of improper influence.”*

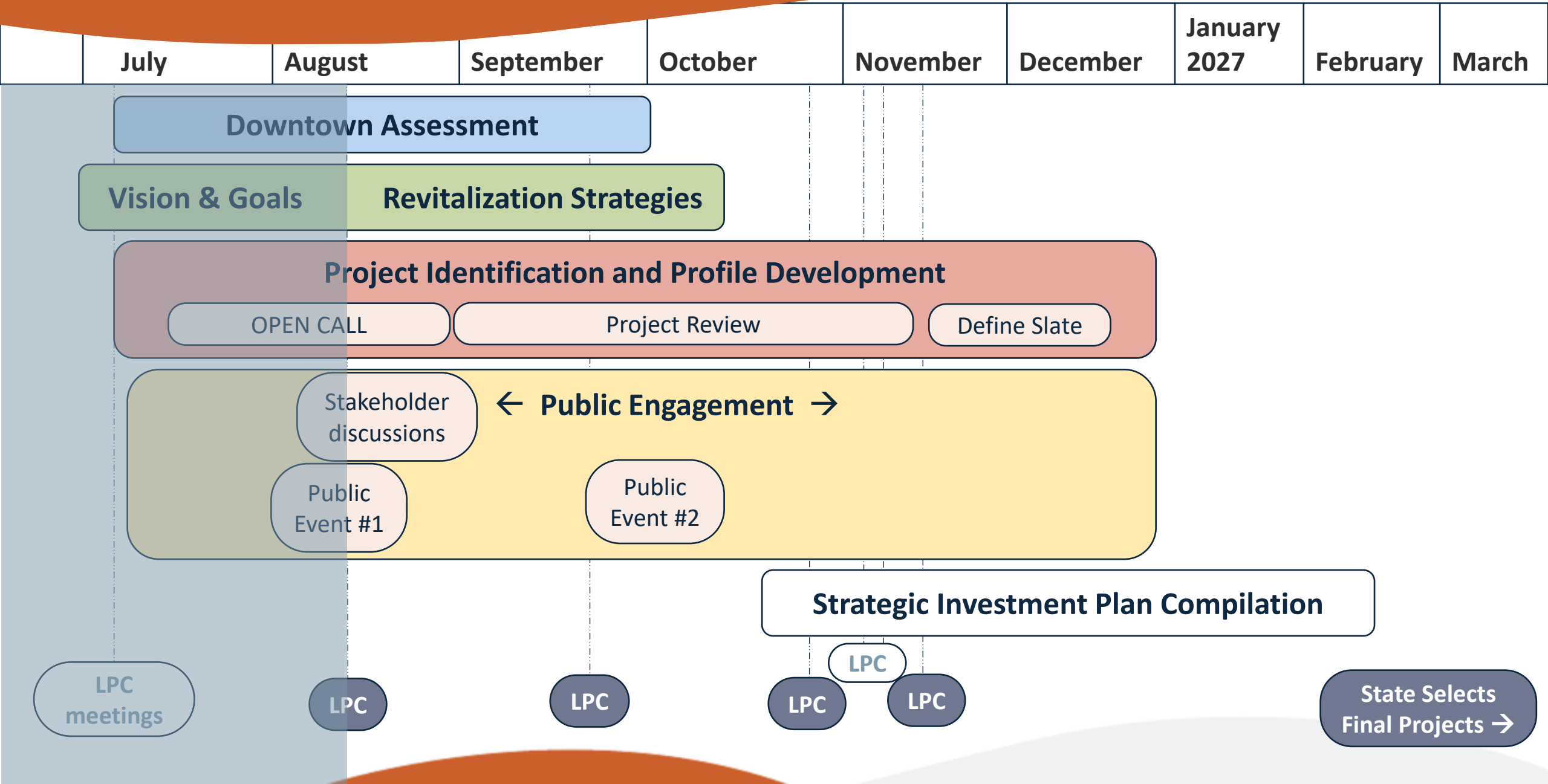
Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises, then recuse yourself from discussion or voting on the project. As we continue through the planning process, recusal forms will be required from anyone with an identified potential conflict to be kept on file with the Department of State.

Agenda

1. Welcome & Code of Conduct
2. DRI Program Updates
3. DRI Area Snapshot
 - Character & Development
 - Economy & Housing
 - Challenges & Opportunities
5. Draft DRI Goals
6. Public Projects
7. Next Steps
8. Public Remarks



General Schedule 2026





DRI Area Snapshot – Preliminary Data

Laura Lourenco, EDR & Cheyenne Steria, MRB

Historic Context



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BECK & PAULI, Litho, Milwaukee, Wis.

Rome, N.Y.

- 75-69484
1. Baptist Church.
 2. First M. E. Church.
 3. First Presbyterian Church.
 4. Universalist Church.
 5. Free Methodist Church.
 6. Liberty Street M. E. Church.
 7. Seventh Day Adventist.
 8. St. John's Evangelical Lutheran Church.
 9. St. Joseph Church (Roman).
 10. St. Peter's Church, (Catholic.)
 11. St. Mary's Church, (Catholic.)
 12. Trinity Church, (German Lutheran.)
 13. Zion Church, (Episcopal.)
 14. Welsh Calvinistic Methodist Church.
 15. Welsh Congregational Church.
 16. Y. M. C. A. Building.
 17. Rome Hospital.
 18. Rome Iron Works.
 19. Rome Merchant Iron Mill.
 20. New York Locomotive Works.
 21. Academy.
 22. Public Schools.
 23. Central New York Institute for Deaf Mutes.
 24. Court House.

25. Plating Mill G. V. Selden.
26. Door Sash & Blind Factory O. W. Sage.
27. Arlington Hotel, D. F. McFarland.
28. Shawnee Hall, G. A. May.
29. Mansion House, A. Fary.
30. Whinnery House, Adam H. Derrick.
31. Hotel Borg.
32. Commercial Hotel, D. B. Prince.
33. Furniture House of J. M. Otton & Sons.
34. Photograph Rooms of J. M. Braunert.
35. Cigar Factory, Dick & Rowan.

36. Soap Factory, C. Brodick.
37. Rome Spring Wagon Co.
38. Rome Carriage Factory.
39. Saddlery Hardware Mfg., Maxwell & Mowry.
40. Plant, Morris R. Jones.
41. Booting Establishment, I. D. Butler.
42. N. Y. C. R. R. Depot.
43. D. & H. Canal Co. Depot.
44. Drug Store, J. G. Bristol & Co.
45. Maltese Iron Works.

G3804
R1A3
RBL
BE

Planning Context

Rod Mill Reuse Strategy (2010)

City of Rome Comprehensive Plan (2018)

Bellamy Harbor Waterfront District Form-Based Code (2018)

Downtown Revitalization Initiative (DRI) Strategic Investment Plan (2018)

**From Brown to Green Downtown BOA (2009)
and Implementation Strategy (2019)**

Oneida County Housing Market Inventory, Assessment, and Strategy (2025)

City of Rome Parks and Recreation Master Plan (In Progress)

**FROM BROWN TO GREEN:
A REVITALIZATION STRATEGY FOR THE
DOWNTOWN ROME BROWNFIELD OPPORTUNITY AREA**



**STEP 3 - IMPLEMENTATION STRATEGY
CITY OF ROME, NEW YORK
MAY 2019**

ROME
the copper city

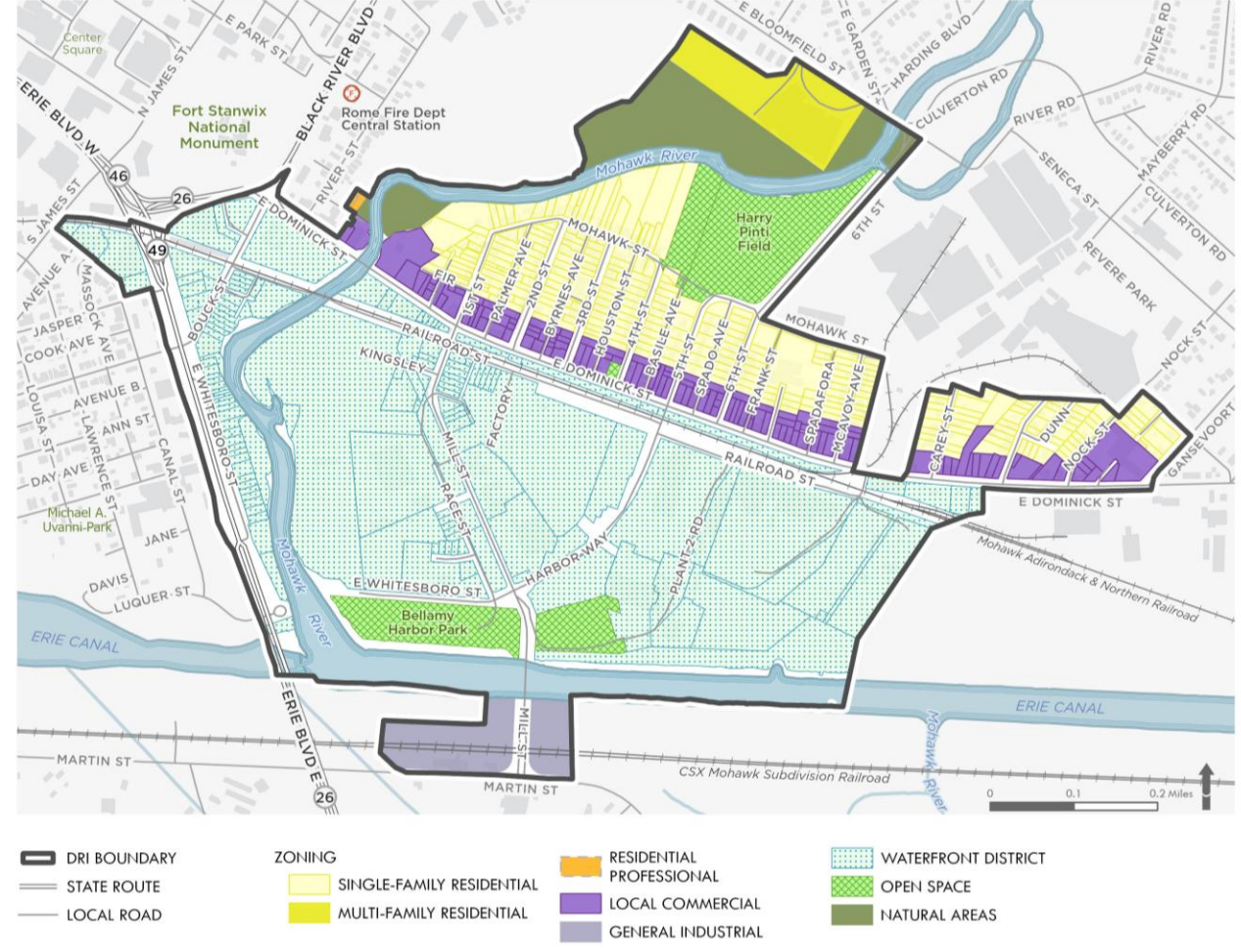
THIS DOCUMENT WAS PREPARED FOR THE CITY OF ROME AND NEW YORK STATE DEPARTMENT OF STATE WITH FUNDS PROVIDED UNDER THE NEW YORK STATE BROWNFIELD OPPORTUNITY AREAS PROGRAM

DRI Area Character



DRI Area Character

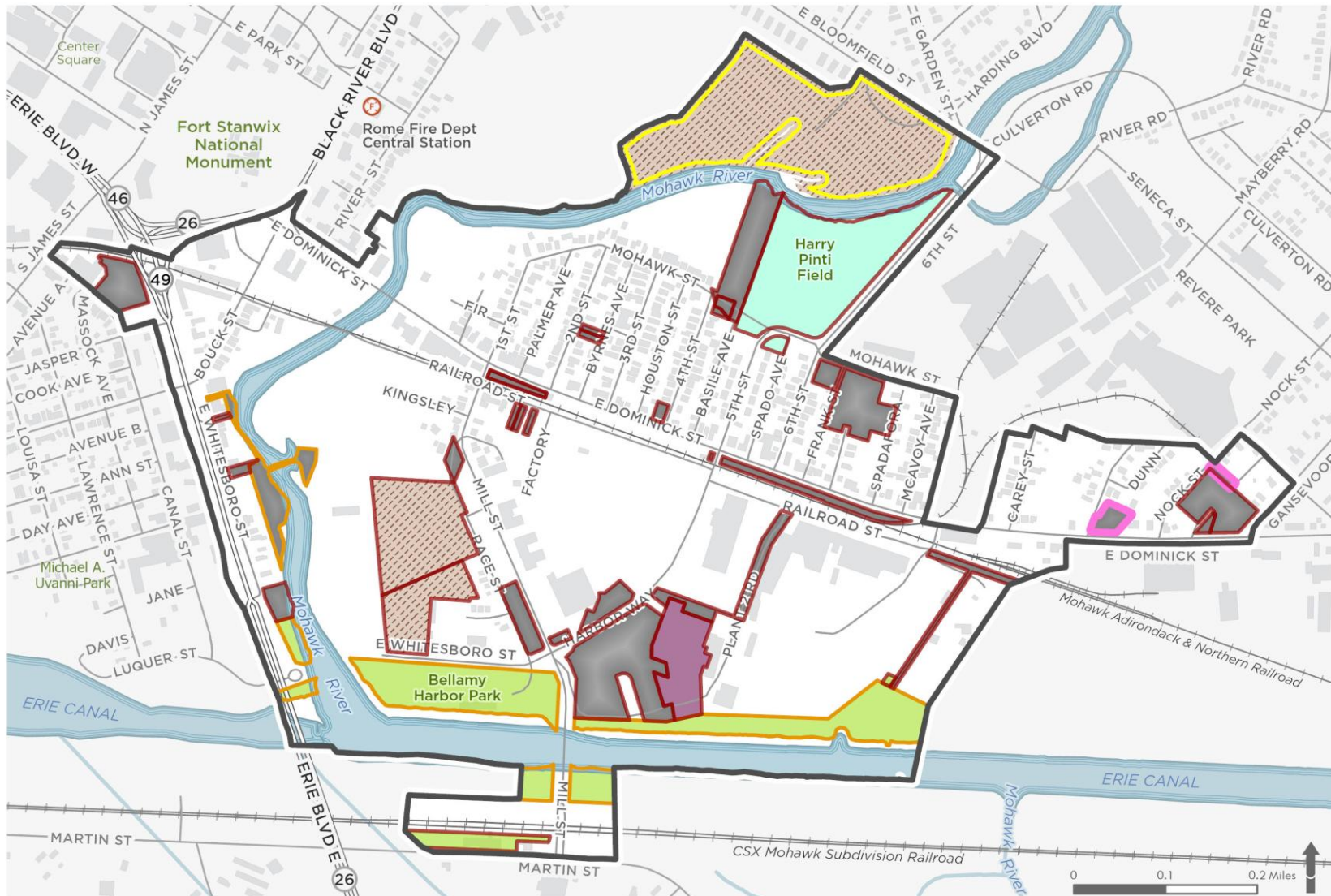
Planning Subareas – Downtown Rome BOA (2018)



^ Current Zoning



Publicly Owned Land



— DRI BOUNDARY

— STATE ROUTE

— LOCAL ROAD

— RAILROAD

PUBLICLY OWNED PARCEL

NEW YORK STATE

ONEIDA COUNTY

CITY OF ROME

ROME BOARD OF EDUCATION

EXISTING LAND USE

COMMERCIAL

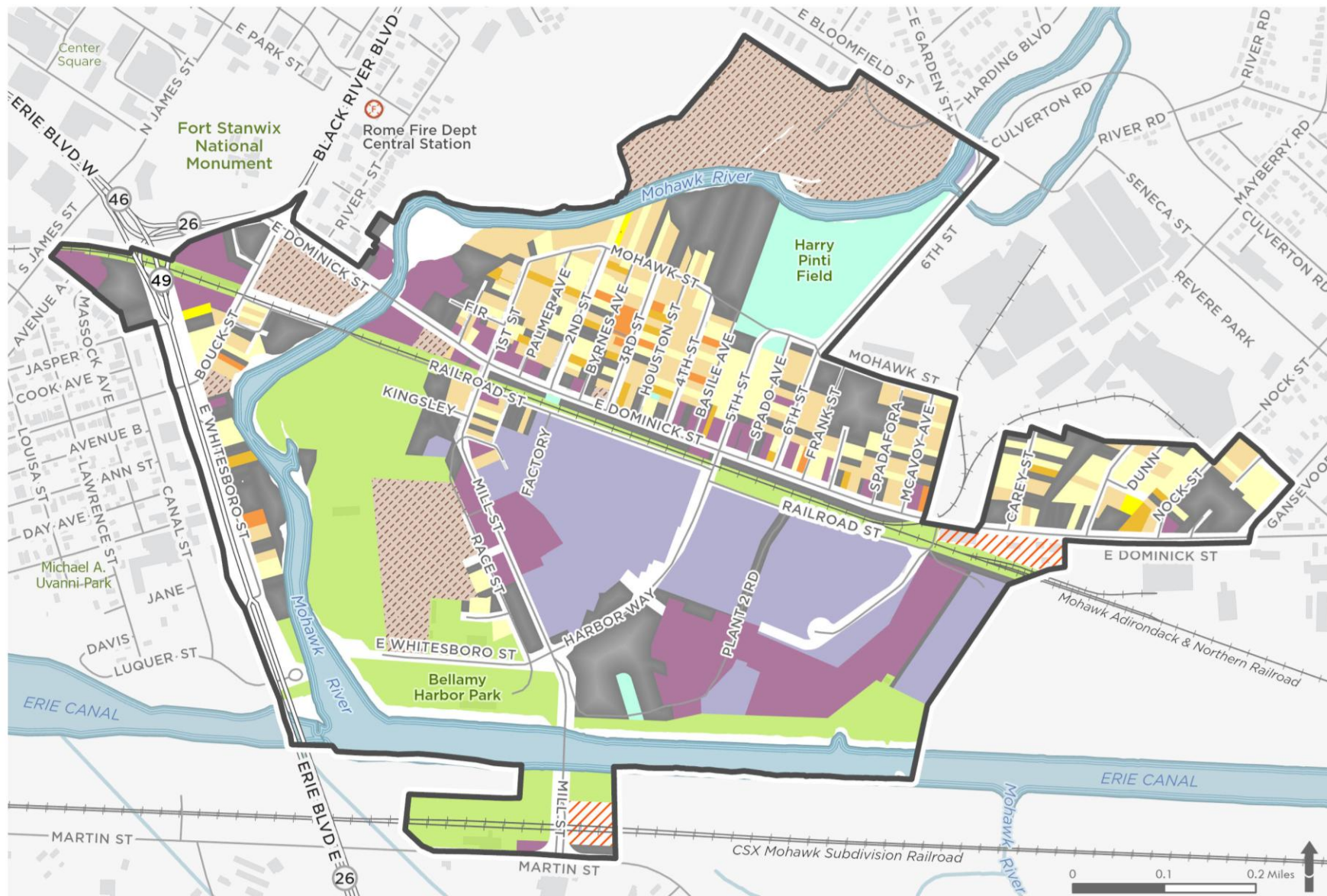
COMMUNITY SERVICES

PUBLIC SERVICES

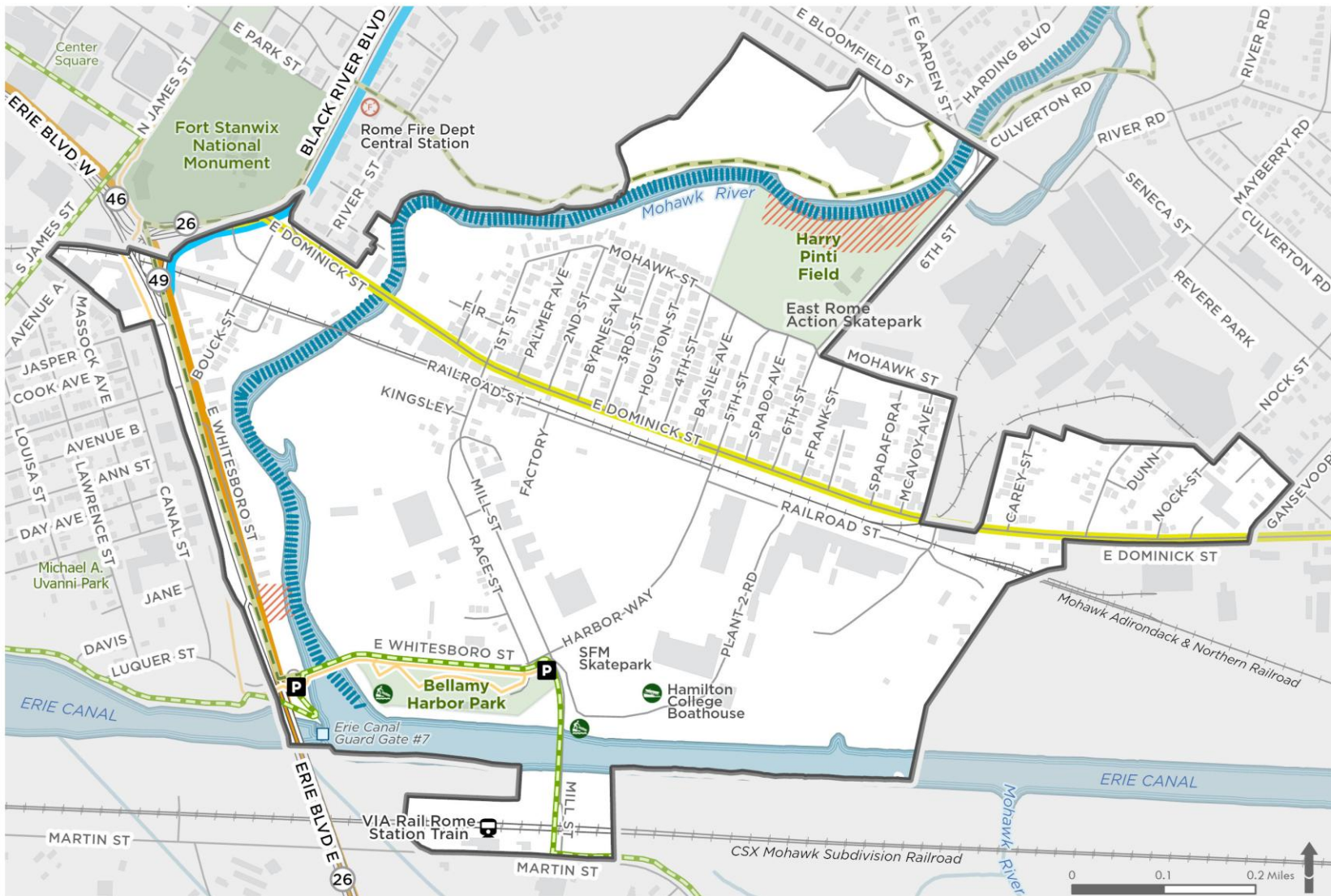
RECREATION AND ENTERTAINMENT

VACANT LAND

Existing Land Use



Parks & Recreational Facilities



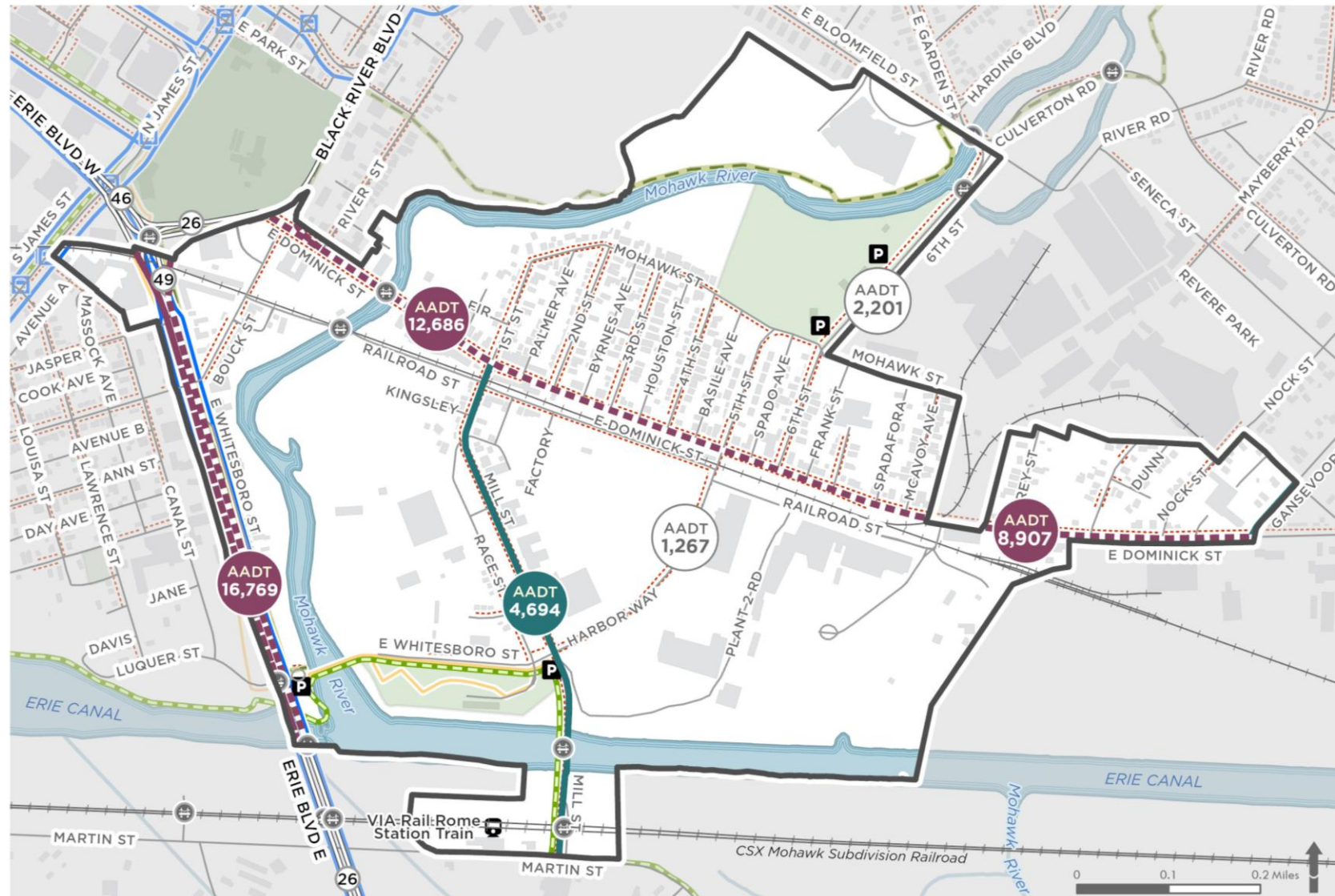
DRI BOUNDARY
 STATE ROUTE
 LOCAL ROAD
 RAILROAD

EMPIRE STATE TRAIL
 MOHAWK RIVER TRAIL
 STATE BIKE ROUTE 11 - ON-ROAD BICYCLE ROUTE

HAND BOAT LAUNCH
 HARD SURFACE BOAT LAUNCH
 BROWN TROUT STOCKED WATERWAY - NYSDEC
 PUBLIC FISHING ACCESS - NYSDEC

NYS SCENIC BYWAYS
 BLACK RIVER TRAIL
 CENTRAL ADIRONDACK TRAIL
 REVOLUTIONARY BYWAY

Transportation Network



- | | | | |
|--------------|---|-----------------------------|---|
| DRI BOUNDARY | MOHAWK RIVER TRAIL | BUS STOP (NONE IN DRI AREA) | PRINCIPAL ARTERIAL OTHER |
| STATE ROUTE | EMPIRE STATE TRAIL | PUBLIC PARKING AREA | MAJOR COLLECTOR |
| LOCAL ROAD | STATE BIKE ROUTE 11 - ON-ROAD BICYCLE ROUTE | TRAIN STATION | LOCAL ROAD |
| RAILROAD | BUS ROUTE | VEHICLE BRIDGE | 2025 AVERAGE ANNUAL DAILY TRAFFIC (COUNT) |
| SIDEWALK | | | |

Demographics

Population Trends 2014-2024



Rome’s population declined by 5.2% over the last decade, outpacing the county (-1.9%) and state (-1.1%)



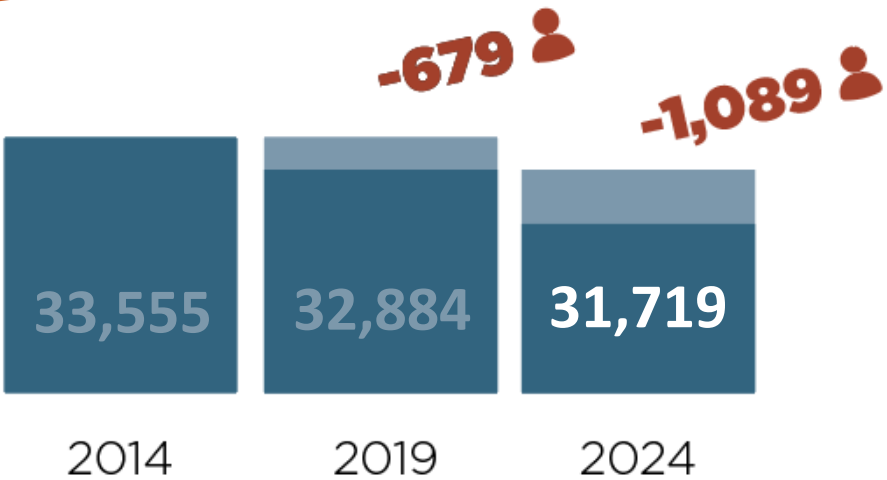
As baby boomers age, Rome’s over 65 population (retirement age) has grown 4.6%, on par with state trends



Inflation-adjusted gains to median household income in the City of Rome were modest at +2.7% (2014 - 2024)



The poverty rate in Rome sits at 18.1%, higher than the county (15.15%) and state (14%).



City of Rome Population Trends

City of Rome 2025	41.1 Median Age	2.19 Average Household Size	\$53,947 Median Household Income
Oneida County 2025	41.5 Median Age	2.28 Average Household Size	\$63,736 Median Household Income

U.S .Census Bureau, ACS 2020-2024

Employment Trends



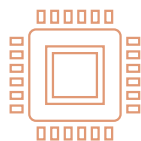
Despite the population decline, the Rome area added a net of 1,009 jobs (6% growth) between 2015 and 2025



Government and Service jobs increased during this period, including Computer Systems Design



The new Chobani facility is projected to add 1,000 new jobs in the City of Rome by 2029



Nearby semiconductor industry investments (e.g., Micron, Wolfspeed) are expected to create new jobs in the region in the coming decade

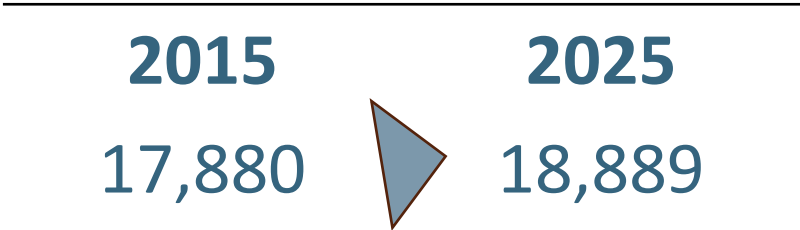


New area jobs and housing (e.g., Griffiss Park) would increase demand for services and amenities

Lightcast, 2026; Evangelakis, P., Judson, C., Guan, H., & Lin, Z. (2022)

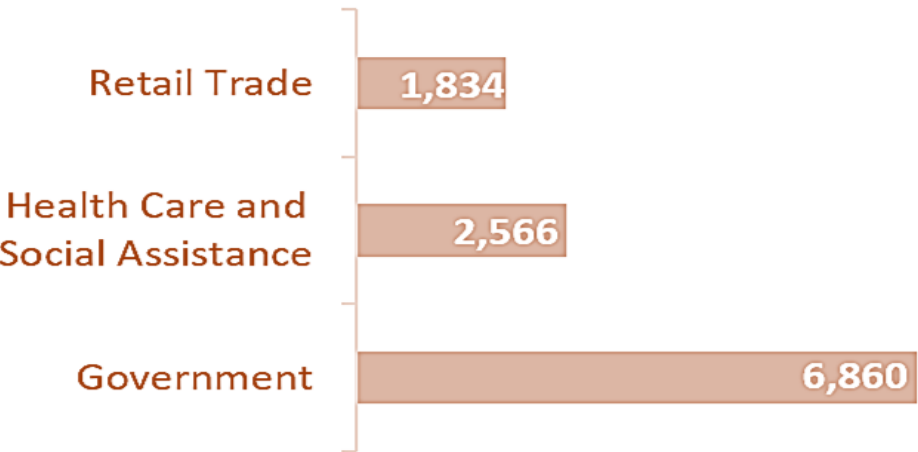
Rome Area Total Jobs

***ZIP codes 13440 and 13441**



Largest Industries by Job Count

Q2 2026, Zip Codes 13440 and 13441



Housing Trends



Homeownership rates have remained stable, but affordability is a concern



A household income of \$65,000 is needed to afford the city median home value, \$11,000 higher than the city median household income (\$54,000)



The County has lower-cost housing and property options

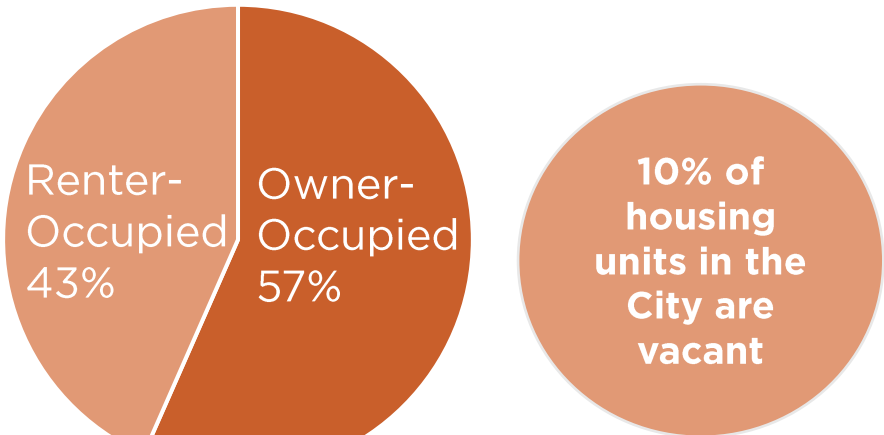


There is currently unmet demand for residential space in the County, and an estimated 6,000 more housing units will be needed by 2040 to support regional growth



Proximity to semiconductor investments and urban areas present opportunities for developers and homebuyers

City of Rome, 2024



U.S. Census Bureau, ACS 2020-2024

**City of Rome
2023**

\$173,700
Median Home
Value

\$871
Median Monthly
Rent

**Oneida County
2023**

\$182,418
Median Home
Value

\$733
Median Monthly Rent

U.S. Census Bureau, ACS 2019-2023

Challenges & Opportunities

Challenges

- Blighted, vacant, and underutilized properties, including brownfields
- Aging waterfront infrastructure and site readiness needs
- Limited housing availability and affordability
- Lacks daily life, year-round activity, and foot traffic
- Connectivity, walkability, and accessibility gaps
- Safety, lighting, and perception concerns

Challenges & Opportunities

Opportunities

- Catalytic redevelopment sites along the canal
- Waterfront recreation, tourism, and canal heritage
- Past investment, public support, and developer interest
- Chobani job growth and broader employment momentum
- Supportive local policies, plans, and funding readiness
- Family-friendly mixed-use destination with community pride



Rome Waterfront DRI Draft Goals

Aidan McKibbin, EDR

Draft Vision

Rome's Waterfront District is transforming into a vibrant and welcoming, mixed-use destination. Building on its Erie Canal, Mohawk River, and industrial heritage, the district will connect recreation, housing, businesses, dining, and public spaces to support residents, employees, and visitors. By offering places to gather, live, work, and play year-round for all ages and abilities, the district will enhance community pride, quality of life, and Rome's appeal as a regional destination.

Draft Goals

Goal 1: Create a safe, welcoming, and active waterfront district for all ages and abilities.

Improve safety, lighting, cleanliness, accessibility, comfort, and year-round activity so the Waterfront District becomes a place residents, workers, families, seniors, trail users, boaters, and visitors want to spend time regularly throughout the year.

Goal 2: Grow multimodal connections between the waterfront and surrounding neighborhoods and destinations.

Improve pedestrian, bicycle, vehicle, transit, and wayfinding connections so the canal, Mohawk River, Bellamy Harbor, East Rome neighborhoods, East Dominick Street, and nearby destinations function as one connected district.

Goal 3: Transform underutilized industrial and waterfront properties into catalytic, mixed-use destinations.

Advance adaptive reuse, infill development, brownfield redevelopment, and site readiness projects that convert vacant, blighted, or underused properties into active places for recreation, housing, business, tourism, and community use.

Goal 4: Expand housing options and strengthen nearby neighborhoods.

Support new housing, rehabilitation of existing units, and mixed-use development that helps meet local housing needs, supports the growth of Rome's workforce, and strengthen East Rome as a livable neighborhood connected to the waterfront.

Goal 5: Build on Rome's waterway and recreation assets to grow tourism and improve quality of life.

Enhance Bellamy Harbor, waterfront access, boating facilities, trails, public spaces, recreation amenities, and visitor services to make the waterfront a stronger regional recreation destination and a more useful amenity for residents.

Goal 6: Support local businesses, job growth, and private investment.

Encourage projects that activate storefronts, attract restaurants and small businesses, support existing employers, create foot traffic, and leverage public investment to attract private development.

Goal 7: Celebrate Rome's waterfront, industrial, canal, and immigrant heritage through placemaking.

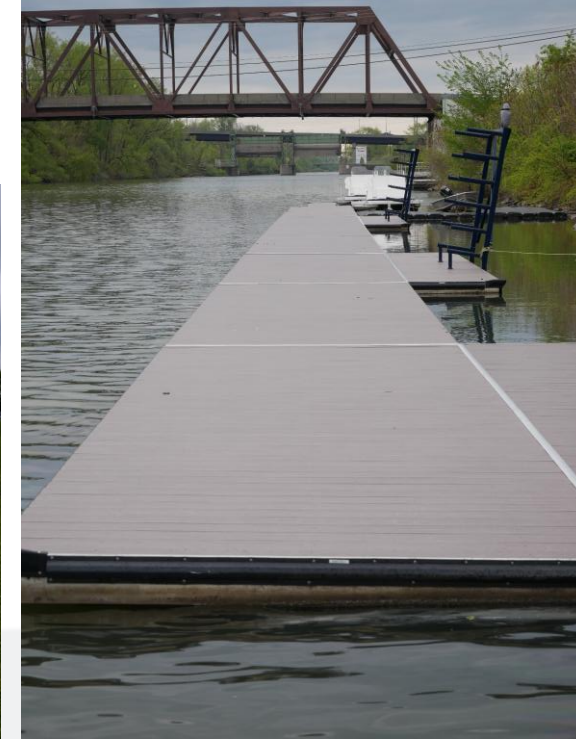
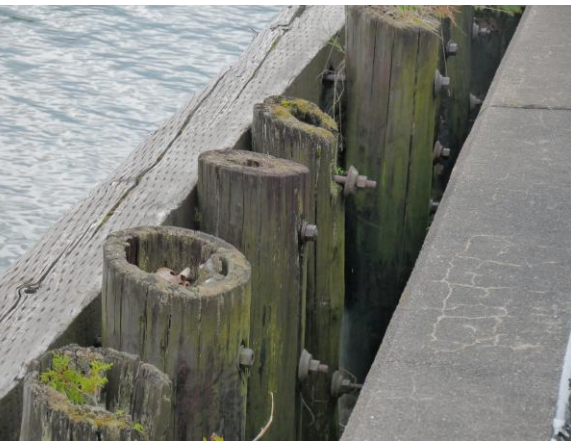
Use public art, signage, gateways, building reuse, historic interpretation, and high-quality design to create a distinct sense of place that reflects Rome's past while supporting a more vibrant future.



Public Project Discussion

Sam Gordon, EDR

Existing – Bellamy Harbor



Existing – Terminal Building



Previous Concepts



2018 Rome Downtown BOA- Bellamy Harbor Park Master Plan Concept

- | | |
|--|---|
| 1. Proposed Intersection Pedestrian Enhancements | 11. Proposed Walkways |
| 2. Proposed Gateway Features | 12. Existing Dock |
| 3. Improved Parking Lot with Green Infrastructure Elements | 13. Proposed Dock Extension |
| 4. Proposed Picnic Pavilion (Phase 2) | 14. Existing Kayak Dock |
| 5. Proposed Retaining Wall | 15. Existing Beach |
| 6. Terminal Building Enhancements | 16. Proposed Vehicular Turnaround and Kayak Drop-Off Zone |
| 7. Deck Space for Kayak and Ice Cream Vendors | 17. Expanded Park Parking |
| 8. Pedestrian Walkway with Limited Vehicular Access for Service Vehicles | 18. Proposed Adult Swings |
| 9. Proposed Boardwalk Extension to Bridge Abutment | 19. Proposed Amphitheater (Phase 2) |
| 10. Proposed Trees | 20. Existing Navigation Center |



Terminal Building Concept - 2018



Lake George Amphitheater
(lakegeorge.com)

Discussion



Imagery ©2026 Google, Imagery ©2026 Airbus, Maxar Technologies, Map data ©2026 Google

Existing – RR Street Access Rd



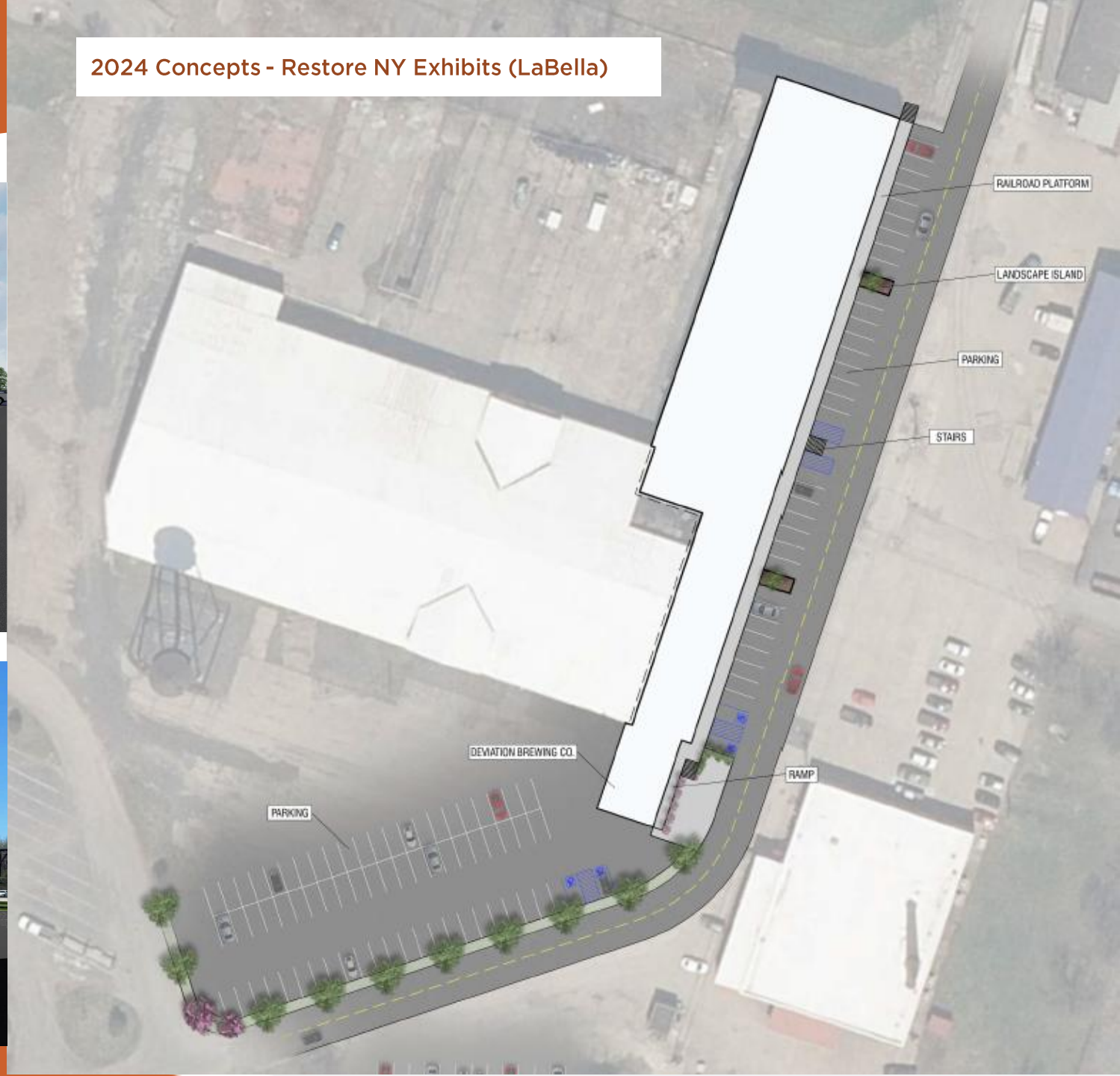
© Google Maps May 2026 (renovation since then)



Previous Concepts



2024 Concepts - Restore NY Exhibits (LaBella)



Discussion



Pinti Clubhouse – Existing Conditions



Pinti Clubhouse – Year-round Rec Center





Next Steps

Laura Lourenco, EDR

Next Steps

LPC

- Next Meeting – Sept 21, 4:00-6:00 pm

Public Engagement

- Open House #1 (Today!)
- Online Survey Aug 17-28 (virtual open house)
- Stakeholder Discussions

Open Call for Projects

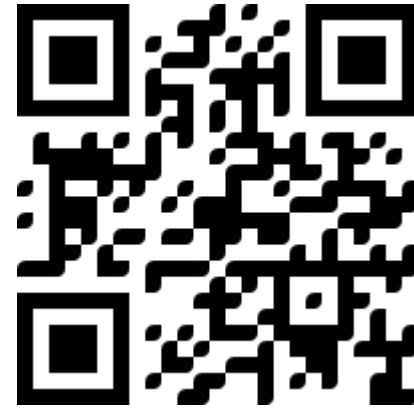
- Extended until August 28th
- Spread the word!



Public Remarks



Thank You!



romenydri.com