Town of Rome
Nekoosa, WI 54457
www.romewi.gov

AGENDA
ROME TOWN CENTER SUB-COMMITTEE MEETING

WEDNESDAY, JUNE 3, 2026 **3:00 PM** **ROME MUNICIPAL BUILDING**
1156 Alpine Drive
Nekoosa, WI 54457

1. Call to Order

2. Roll Call

3. Certify Posting of Meeting

4. Approve the Agenda

5. Citizen Comments – During the Citizen Comment period of the agenda the Rome Town Center Design Plan Sub-Committee welcomes comments from any town resident, not a member of the Sub-Committee, on any item not on the agenda. Please know that pursuant to State law the Sub-Committee cannot engage in conversation with you but may ask questions. The Sub-Committee may refer the item to staff, a standing committee or a future agenda for discussion and action. Each person wishing to speak will have up to 3 minutes to speak. Speakers are asked to submit an orange card to the Sub-Committee secretary providing their name, address and topic for discussion.

   The Sub-Committee will also take comment from the public on agenda items as called by the facilitator, but not during Citizen Comments. Please note that once the Sub-Committee begins discussion on an agenda item no further comment will be allowed from the public on that issue.

DISCUSSION AND POSSIBLE ACTION ON THE FOLLOWING ITEMS:

6. Discussion and possible action – Approval of the May 6, 2026 meeting minutes

7. Discussion and possible action – Comprehensive Plan Sub-Committee Update

8. Discussion and possible action – Right of way on Aniwa Ct

9. Discussion and possible action – Master Plan and Rome Town Center Ordinances

10. Discussion and possible action – Developer checklist for CDA

DATES AND ITEMS FOR FUTURE AGENDA/MEETINGS

11. Next agenda items

12. Next meeting date and time

ADJOURNMENT

"Speak Your Peace" Commitment – A reminder that the Town Board Members have adopted the Nine Tools of Civility which commits the Board Members and Public to be mindful of how we treat each other at meetings.

Notification of this meeting has been posted in accordance with the Open Meeting Laws of the State of Wisconsin. The Community Development Authority Committee may take action on any item on the agenda. It is possible that the members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the Community Development Authority Committee. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Wendy Newsom, Town Clerk, at 1156 Alpine Drive, Nekoosa, WI 54457, ph. 715-325-8046.

Positively applying the tools of government to serve and protect our people, strengthen our community and promote prosperity.

Town of Rome
Nekoosa, WI 54457
www.romewi.gov

ROME TOWN CENTER SUB-COMMITTEE MEETING MINUTES

WEDNESDAY, MAY 6, 2026 3:00 PM

1. Call to Order

   Chairwoman Tiffany Seavecki called the meeting to order at 3:00 p.m.

2. Roll Call

   Present: Chairwoman Tiffany Seavecki; William Kappel, Vito Giardino, Thomas Gabriel, Michael Donigain, Heather Dalton and Thomas Wright; Also present: Zoning Administrator Emily Arnd and Town of Rome Administrative Assistant Jen Gutknecht

3. Certify Posting of Meeting

   Jen Gutknecht certified that on, Friday, May 1, 2026 the agenda for the Rome Town Center Subcommittee meeting for Wednesday, May 6, 2026 was posted at:

Rome Town Hall	*10:35 a.m.*
Kwik Trip, LLC	*10:45 a.m.*
Nekoosa Port Edwards State Bank	*10:50 a.m.*
Emailed to the Wisconsin Rapids Tribune	*10:30 a.m.*

4. Approve the Agenda

   Motion by Gabriel/Donigain to approve the agenda. Motion carried.

5. Citizen Comments – During the Citizen Comment period of the agenda the Rome Town Center Design Plan Sub-Committee welcomes comments from any town resident, not a member of the Sub-Committee, on any item not on the agenda. Please know that pursuant to State law the Sub-Committee cannot engage in conversation with you but may ask questions. The Sub-Committee may refer the item to staff, a standing committee or a future agenda for discussion and action. Each person wishing to speak will have up to 3 minutes to speak. Speakers are asked to submit an orange card to the Sub-Committee secretary providing their name, address and topic for discussion

   The Sub-Committee will also take comment from the public on agenda items as called by the facilitator, but not during Citizen Comments. Please note that once the Sub-Committee begins discussion on an agenda item no further comment will be allowed from the public on that issue.

   No citizen comments

DRAFT

DISCUSSION AND POSSIBLE ACTION ON THE FOLLOWING ITEM:

6. Discussion and possible action - Approval of the March 4, 2026 and April 1, 2026 meeting minutes.

   Motion by Wright/Kappel to approve the March 4, 2026 and April 1, 2026 meeting minutes. Motion carried.

7. Discussion and possible action – Kevin Stanton: Residential and Commercial Development

   Shawn Ruesch with Ruesch Companies, LLC spoke before the committee to propose a duplex housing development that would include a section dedicated to senior housing.
   Discussion in regarding ponds and green space areas. Discussion in regarding private vs public roads.

   Motion by Gabriel/Donigain to approve sending the Ruesch Companies, LLC proposal of the planned unit development to the Community Development Authority for their consideration. Motion carried.

8. Discussion and possible action – Comprehensive Plan Committee member update

   No update.

   Tabled to next agenda.

9. Discussion and possible action – Right of way on Aniwa Ct

   Zoning Administrator, Emily Arndt, relayed that she had a discussion with Public Works Director, Cody Knoblock regarding Lake Arrowhead right of way option.

   Tabled to next agenda.

10. Discussion and possible action – Master Plan

    Discussion regarding the early stages of the new Master Plan, with a focus on establishing the preferred theme.

    Tabled to next agenda.

11. Discussion and possible action – Review Rome Town Center Ordinances

    Discussion regarding removing the lot coverage requirement.
    Discussion regarding using Commercial A Sub-district and Mixed Town Center sub-district as a starting point.
    Discussion regarding form-based zoning.
    Discussion regarding paving, road, and parking-lot surfacing requirements. A suggestion was made to update the ordinance's hard-surface language to specify that road and parking-lot surfaces must be asphalt paving or concrete.

    Tabled to next agenda

DRAFT

12. Discussion and possible action – Developer checklist for Community Development Authority

Discussion regarding the Community Development Authority checklist, including a proposal to add bullet points to the new-business information sheet to outline the expected development plan from applicants.

Tabled to next agenda

DATES AND ITEMS FOR FUTURE AGENDA/MEETINGS

13. Next agenda items

- *Comprehensive Plan Committee update*
- *Right of way on Aniwa Ct*
- *Master Plan/ Rome Town Center Ordinances*

14. Next meeting date and time

Wednesday, June 3, 2026 - 3:00 p.m.

ADJOURNMENT

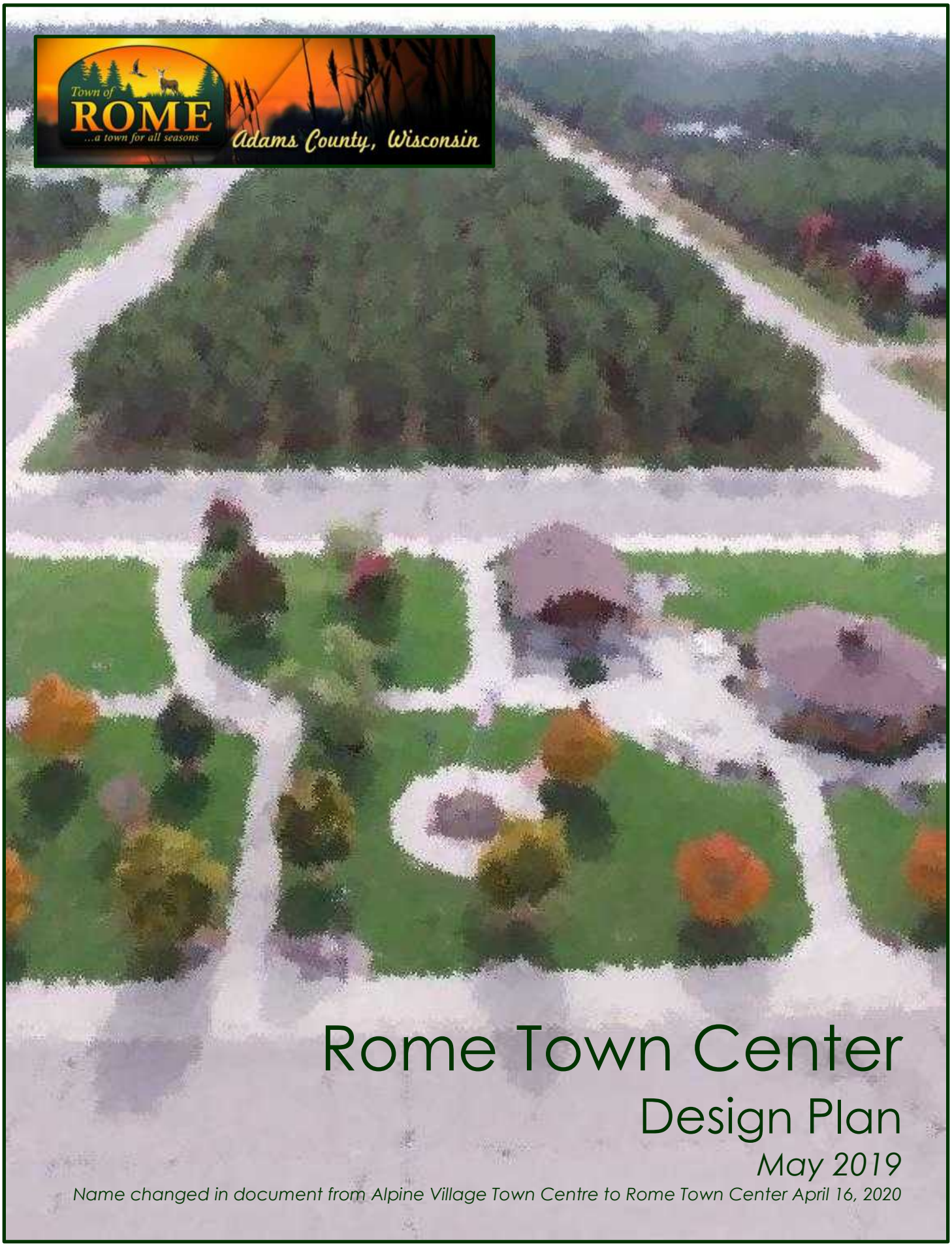
Motion by Gabriel/Dalton to adjourn the meeting at 4:30 p.m. Motion carried.

Respectfully submitted,

Jen Gutknecht

Jen Gutknecht
Town of Rome Administrative Assistant

DRAFT



Rome Town Center

Design Plan

May 2019

Name changed in document from Alpine Village Town Centre to Rome Town Center April 16, 2020

Community Planning & Consulting
Appleton, WI
www.communityplanningandconsulting.com

Acknowledgements

Town Board

Wayne Johnson, Chair
Bob Baurhyte, Supervisor
John Haugen, Supervisor
Bob Radder, Supervisor
Jerry Wiessinger, Supervisor

Community Development Authority

Connie Riemer, Chair
William Kappel, Secretary
Bob Baurhyte
Bob Benkowski
Lori Djumadi
Carl Hasdal
John Haugen

Town Staff

Jami Gebert, Town Administrator
Greg Broniec, Zoning Administrator
Jon Sonnenberg, Superintendent of Highways & Public Works
Michael Miller, former Town Administrator

Special Acknowledgement

Special acknowledgement goes to Vierbicher Associates, who's *Alpine Village Business Park: Development and Design Manual* formed the foundation of the Rome Town Center Design Plan. Much of the information presented herein is excerpted from the original document initially adopted in 2004.

Our Vision

Forging a vibrant, prosperous, and resilient economy for our community

Our Mission

The Town of Rome supports a balance between attracting new investment, sustaining existing businesses, and fostering local entrepreneurship

Our Commitment

The Town Board, Community Development Authority, and Staff will work with investors and business owners to identify suitable locations for desired development within Rome Town Center or elsewhere in our township

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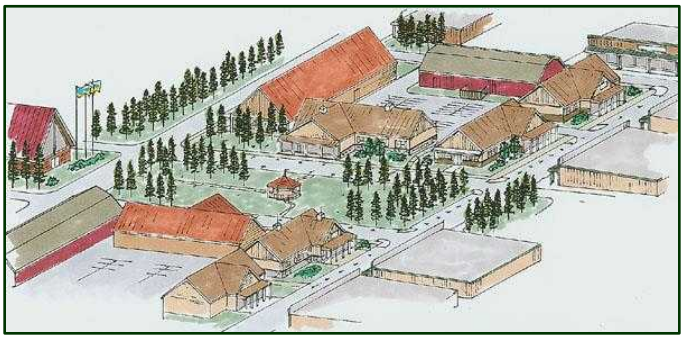
I. Introduction

Alpine Village Business Park[1]



Concept drawing for AVBP, courtesy Vierbicher Associates

In 2003-04 the Town of Rome contracted with Vierbicher Associates to develop a plan and set of design guidelines for what would become the Alpine Village Business Park (AVBP). The AVBP site currently entails approximately 250 acres or property adjoining State Highway (STH) 13 and Alpine Drive. The purpose of the *Alpine Village Business Park Development and Design Manual* was to create a unique business park in the Town of Rome that would become the regional center of commerce, compatible with the unique character of the community. The goals of the manual were to: create higher paying, full and part time employment opportunities; develop a diverse array of services; promote a high quality of life; create opportunities for year-round residents; and, increase the Town's tax base.

In addition to the goals presented above, the AVBP Development and Design Manual established the Alpine Village Business Park zoning district and its five sub-districts:

- Commercial 'A'. Designed to accommodate smaller building sizes and encourage a pedestrian friendly environment.
- Light Industrial with Retail. Industrial businesses, including those with a retail component, requiring high visibility and convenient access to the transportation network.
- Light Industrial. Industrial businesses not reliant on outdoor storage, heavy trucking, or complex manufacturing processes and are otherwise compatible with nearby residential and retail areas.
- Industrial. Conventional industrial uses including manufacturing, warehousing, and the like.
- Retirement Community. Multi-family and duplex housing component oriented towards active, older adults.

The development and design standards for each sub-district, which were codified in the Town of Rome Zoning Ordinance (hereafter, the zoning ordinance), followed a 'Northwoods' theme intended to compliment the site's forested setting and included:

- Purpose and Location. The overall purpose of the sub-district and its land use, describes general characteristics of the land use, lists permitted uses, and illustrates the area or areas of the Business Park that includes this sub-district.
- Development Standards. General site plan requirements including the placement of principal and accessory structures, outdoor storage, parking, signage, and septic fields and the like as well as required setbacks, height limitations, and parking.
- Architectural Standards. Design specifications related to the visual appearance of structures including, but not limited to, facades, finish materials, roofs, windows, and other architectural accouterments.

[1] Much of this section excerpted from Alpine Village Business Park Development and Design Manual, Vierbicher Associates, 2004.

- Landscape and Signage Standards. Governs parcel design elements similar to architectural standards above.

The manual concluded with a project review and approval process, special provisions section, and site plan approval application.

Review & Approval

Presentation of First Draft Presentation

The first draft of the Rome Town Center Design Plan was presented on October 4, 2014.

Review by Community Development Authority

The Town of Rome Community Development Authority met on the following dates to review the first and subsequent drafts of the Rome Town Center Design Plan:

- October 18, 2018
- November 1, 2018
- November 15, 2018
- December 130, 2018
- January 10, 2019
- February 7, 2019
- March 14, 2019
- April 4, 2019

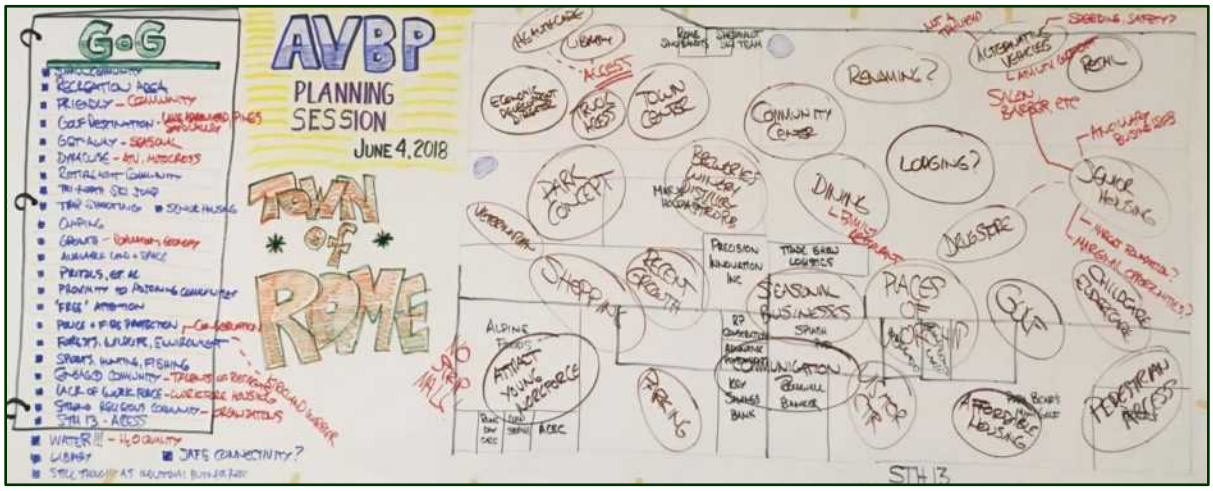
Approval by Community Development Authority

The Town of Rome Community Development Authority approved the Rome Town Center Design Plan on April 4, 2019.

Approval by Town Board

The Town of Rome Board of Supervisors approved the Rome Town Center Design Plan on May 2, 2019.

II. Reimagining Alpine Village



Wall graphic created during AVBP Planning Session

AVBP Planning Session

In June of 2018, the Town of Rome hired Community Planning & Consulting (CPC) to engage the stakeholders in a planning session aimed at revisiting the Alpine Village development plan. Participants included Town officials, the Community Development Authority, local business owners (including those currently located within the project area), Town staff, and interested community members. CPC utilized a process known as graphic recording to facilitate the session. Particularly effective within group settings, the technique encourages freethinking and the rapid generation of ideas. It evokes enthusiasm, encourages interaction and cooperative participation, and allows participants to visualize their ideas and build upon each other's comments.

The meeting began with a simple question: *What Makes the Town of Rome Good (or Great)?* Responses included existing businesses and amenities, the natural landscape, proximity to nearby municipalities, and the culture of the community, among others. These represented the foundational elements upon which amendments to the plan would be constructed. It was during the second phase of the session, when participants were asked to identify desired additions to Alpine Village, that a new direction for the project area began to emerge. Responses were more emblematic of a vibrant downtown environment than a traditional business park (see image above). The vision included housing diversity, dining and leisure, hospitality, community services, places of worship, and outdoor recreation -- along with the retail, general commercial, offices, and light manufacturing uses of the current plan -- laid out in a park-like setting and linked via a multi-modal system of pedestrian and bicycle pathways. There was also a preference to avoid a rigid, district-by-district land use pattern in favor of a more organic layout for the site.

A Town Center for Rome

The Alpine Village Business Park Development and Design Manual has been amended a number of times, most recently in January 2017. Each of these revisions was intended to further refine the site plan and design standards in response to evolving local development demand. This planning process, which began with the planning session described above, represents not so much an update as a *reimagining* of the development altogether. The intent is to subtly shift the focus of the project area away from a conventional business park model to one of a mixed-use economic core and

community gathering place…a *town center*… harmoniously integrated into the surrounding landscape.

In its purest form, a town center is a compact, open-air, multi-use development organized around a clearly identifiable public realm where people gather and strengthen community bonds. It is built upon a diversity of land uses including commercial, institutional, recreational, and residential, among others. It serves as a hub of civic activity and provides a vital economic core for the community.

Example of a small town center design, courtesy Jeffrey Michael George

Town centers are place-based developments. A sense of place functions as an anchor and helps distinguish a town center from a typical single-use development. The integration of multiple uses with a multilayered system of streets, pedestrian ways, paths, alleys, and parks helps create a memorable environment for both the pedestrian and the patron arriving by car. Common elements include a community focus (such as a park or town square), pedestrian orientation (as opposed to one focused on automobiles), and a higher density of land uses than would otherwise be available in the community. They offer basic employment, services, and shopping, for their residents within the center and those living in surrounding areas. Rural town centers also provide civic facilities, venues for community events, and activities for social interactions. Access to the transportation network and the availability of support infrastructure are requirements.

Mixed-use *and* Multiuse[2]

A mixture of uses is one of the most important qualities defining a town center. Boutique shops, lofts, condos, offices, hotels, and parks create a vibrant, 24/7 environment. However, developing a mixture of uses in a new town center is not without challenges. Each use, while bringing potential benefits and synergies, has different constraints and issues affecting its development. For instance, retail, residential, and office uses have contrasting rates of absorption. Retail uses require a critical mass and prefer to open all at once. Residential and office uses, by contrast, have smaller and more defined rates of absorption and require longer time frames to develop. These inherent differences can hinder vertical integration (i.e., multiple uses contained within a single structure), result in delay, and add cost.

[2] Much of this section excerpted from Ten Principles for Developing Successful Town Centers, Urban Land Institute, 2007

A potential solution is to consider multiple uses as a focus, with market-driven mixed-use desirable as a compatible alternative. Multiuse developments contain a variety of uses; however, they are not integrated in the same manner as mixed-use developments. In a multiuse scheme, for example, retail and residential uses are located in close proximity to one another, often on adjoining parcels. This eliminates the complications associated with the phasing and construction of traditional mixed-use projects. Multiuse development allows the entire critical mass of retail to be brought online at one time, without having to be concerned with residential or office phasing.

Destination Development

Natural resources provide the amenity base for a rising level of tourism in rural America. Many amenity-based rural communities have shifted from an economy based on manufacturing to one driven by retail and service sectors. Tourists seeking natural resource-based settings, tranquility, and adventure have affected rural economies by injecting new dollars into local businesses, supporting local tax bases, and creating increased demands for locally available land, labor, and capital. With regard to recreational use of natural resources, tourist expenditures create local demands for traded goods and services, thus creating jobs and income for local residents.[3]

The Town of Rome is on the cusp of a level of growth not experienced in the community since the creation of the Tri-Lakes half a century ago. The recent additions of Sand Valley Golf Resort and the Wisconsin Trapshooting Association Homegrounds to a landscape already boasting Lake Arrowhead and Dyracuse will generate outside investment and the desire for complimentary development. Demand will come first from the lodging sector; traditional options such as hotels and motels, but also camp sites (RV and tent), bed & breakfasts, Airbnb, and the like. Following closely thereafter will be dining and leisure. Market opportunities for restaurants and pubs; breweries, distilleries, and wineries; salons and day spas will increase throughout the region but will be felt strongest at ground zero.

A reimagined Alpine Village provides a timely opportunity to accommodate pending growth within an already existing development reimagined as a vibrant town core. Dyracuse, Lake Arrowhead, Sand Valley, and the WTA Homegrounds are each located within five miles of the STH 13 / Alpine Drive intersection. Many of the core elements of a town center are currently present (or in progress) within Alpine Village, including dining, recreation, offices, and general retail.

The Path Forward

The long-term viability of Alpine Village is dependent on the expansion and flexibility of commercial, professional, and residential uses. A combination of uses including retail, food and entertainment, professional services, light industrial, recreational, cultural, and governmental must be permitted if a town center is to become a place of necessity for residents and an attraction for visitors and prospective investors. Well placed professional offices, commercial development, and residential uses create investment, establish year-round economy, provide built-in security, and reduce traffic

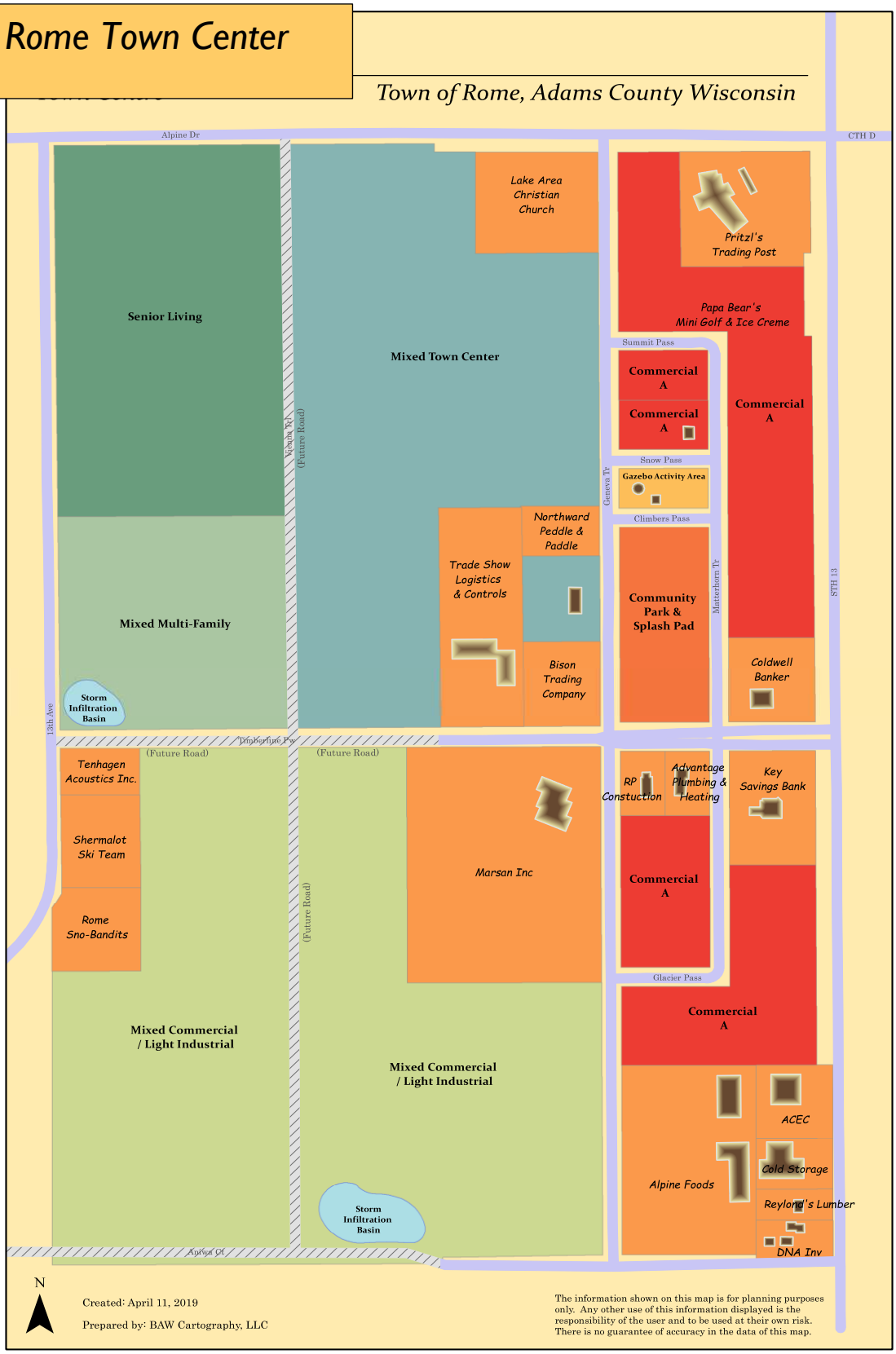
i.e., you can live, work, shop, and eat all within walking distance). Only truly incompatible uses should be separated from a town center.[4]

The proposed Rome Town Center Design Plan described on the following pages does not represent a replacement for, but an evolution of, the Alpine Village Business Park.

[3] Source: Johnson and Moore 1993; English and Bergstrom 1994.
[4] Excerpted from Ten Principles for Developing Successful Town Centers, Urban Land Institute, 2007.

Rome Town Center

Town of Rome, Adams County Wisconsin



Source: Adams County

III. Rome Town Center Land Use Designations

In General

The land use designations for Rome Town Center are intended to provide a framework for the local land use tools that will regulate them, primarily the zoning and subdivision ordinances. The intensity and density of development, along with specific standards such as setbacks, landscaping, architecture and design, and parking requirements are governed through these documents. These standards address new buildings and site improvements and are essential to achieve the vision of Rome Town Center.

They promote an enriched pedestrian-friendly environment built on a human scale through coordinated site planning. The *Commercial 'A'* and *Mixed Commercial / Light Industrial* zones are carryovers from the Alpine Village Business Park Development and Design Manual.

Design standards for building sites and structures shall include reduced street yard setbacks, thematic landscaping, and various architectural elements as specified in the zoning ordinance. Shared parking and clustered wastewater treatment systems are encouraged throughout Rome Town Center in order to achieve desired land use densities.

Development within Rome Town Center shall require approval on a case-by-case basis as per the requirements of the Site Plan Review and Planned Unit Development procedures in the zoning ordinance.

'Olde World Alpine' Theme

The addition of an 'Olde World Alpine' theme for Rome Town Center presents a slight (albeit, complimentary) variation from the "Woodlands or Northwoods" concept presented in the Alpine Village Business Park Development and Design Manual. This vibrant design pallet focuses on the use of traditional building materials such as native stone, rough-hewn timber, and 'industrial' metal elements to create a dynamic blend of both modern and rustic elements. Site design guidelines will include native landscaping, accessible turf stone and cobble stone paths, water features (fountains, reflecting ponds, and the like), and thematically appropriate fencing, lighting, and other architectural appurtenances.

Examples of building designs compatible with the proposed architectural theme for Rome Town Center

Commercial 'A'

The Commercial 'A' zone is the gateway to Rome Town Center, functioning as a transitional area between the Town Center and the lower density land use patterns located elsewhere in the community. It will accommodate retail, commercial, service, and similar uses at a scale somewhat larger than that of the Town Center zone.

Examples of the types of uses compatible with the Commercial 'A' zone include:

- General retail
- Personal services (pharmacy, hair salon, shoe repair) Day spas
- Retail trade (jeweler, clothing store, sporting goods)
- Bicycle, kayak, canoe, SUP rentals
- ATV / UTV and snowmobile rentals
- Boutiques (flower shop, gift store)
- Handcrafted goods sales, home furnishings
- Coffee shops, ice cream parlors, sandwich shops
- Beverage store
- Civic use
- Hardware store
- Parking businesses
- Business services (accountants, attorney, financial planners)
- Convenience stores
- Banks
- Restaurants
- Grocery stores
- Commercial store front/office
- Theater
- Lodging & hospitality
- Miniature Golf Course
- Other uses deemed substantially the same as those listed above

Current businesses within the Commercial 'A' zone include (from top): Pritzl's Trading Post (exterior); Pritzl's Trading Post (interior); Stage Coach Café; Coldwell Banker

Mixed Town Center

The Mixed Town Center zone will contain a diverse blend of commercial, office, residential, and other compatible uses within a pedestrian- and bicycle-oriented environment. Although conventional mixed-use development will be encouraged, market forces (at least initially) will likely orient towards multiuse development. The Town Center will offer a fusion of the uses permissible in the outlying zones, albeit with a general prohibition against conventional light manufacturing. Procedures will be established to maintain the desired mixture of uses so that no one category dominates.

The transportation network within this zone will be pedestrian-oriented, featuring narrow road rights-of-way, wide pedestrian ways between buildings and streets accented with pavers, bricks, or cobblestone, and multi-use trails pathways connecting the center park area to the remainder of Town Center. A number of elements are important in creating places that encourage pedestrian activity:

- There must be destinations that draw people.
- The Town Center must be built at a human scale, meaning that distances are short enough to walk and that buildings are close to the pedestrian ways.
- Destinations must be reachable, and interconnected by means of a continuous network of safe, convenient, comfortable, and interesting pedestrian ways and paths.
- Walkers must feel safe from traffic and weather conditions.
- The pedestrian way must be well lighted, well maintained, and free of snow and ice during winter months.

The types of uses allowable within the Mixed Town Center zone include those permissible in the Commercial 'A', Senior Living, and Mixed Multi-Family zones; however, residential units shall comprise no more than 30% of the built environment excepting those mixed-use units sharing a structure with a different land use category.

Senior Living

Senior housing refers to single- or multi-unit housing designed for older adults, with consideration of their physical needs and preferences. The demand for senior housing and the use of grants for construction and individual rentals from the U.S. Department of Housing and Urban Development (HUD) have made uniform eligibility requirements necessary. It is exempt from the Fair Housing Act's (FHA) ban on familial status discrimination because it caters to people above a certain age and in a certain way, as codified by the FHA and the Housing for Older Persons Act (HOPA).

Housing in the Senior Living zone shall be age restricted. At least one person who is 55 or older must live in at least 80% of the occupied units and the community adheres to a policy that demonstrates intent to house people who are 55 or older. Housing units may include a variety of residential living options; however, they will generally fall within two broad categories: ILF - Independent Living Facilities (also known as active adult communities) and ALF - Assisted Living Facilities.

Examples of seniors-only housing potentially compatible with Rome Town Center development, courtesy (from top): The Cottages at Fall Creek Crossing; Creekside Woods Apartments; McMahon & Associates; Douglas Pancake Architects

The types of ILF residential uses compatible with the Senior Living zone include:

- Age-restricted rental units, as part of a complex totaling no more than 20 units in any given residential development.
- Age-restricted owner-occupied units, including single-family dwellings and townhouses or condominiums as part of a complex totaling no more than 20 units in any given residential development.
- Shared housing, where two or more qualifying seniors live together in a single-family dwelling.

ALF uses include:[5]

- Continuing-care retirement communities, comprised of independent-living apartments or single-family dwellings that offer the various social, recreational, and cultural activities of other retirement communities but also provide assisted-living and nursing-level care (via external healthcare providers).

[5] Source: Interim Healthcare Providers, 2018.

- Assisted living facilities, entailing apartment style housing, organized social interaction, and private duty support services as needed, and design for individuals who require assistance with everyday activities such as meals, medication management, or physical assistance with bathing, dressing, and transportation.

Mixed Multi-Family

The Mixed Multi-Family zone provides for a variety of housing options beyond the detached single-family, owner-occupied units that currently dominate the Town's housing stock. The purpose of this zone is to provide market-driven residential living options at a wide-array of costs. Conventional multi-story apartment complexes and single-family owner-occupied homes will be prohibited within this zone in favor of smaller designs compatible with the character of Rome Town Center and the housing needs of the greater community.

Examples of housing options potentially compatible with Rome Town Center Mixed Multi-Family Zone

Uses compatible with the Mixed Multi-Family zone include:

- Rental units within duplexes, triplexes, and quadplexes.
- Owner-occupied multi-family units (condominiums, townhouses, and the like) in complexes comprised of no more than 12 units in any given residential development.
- Single-family detached units are prohibited.

Mixed Commercial / Light Industrial

The Mixed Commercial / Light Industrial zone offers a location for higher intensity land use abutting the vibrancy and dynamism of the Town Center environment while providing unencumbered access to STH 13. It is anticipated that commercial uses and manufacturing business with retail/wholesale components will orient towards Timberline Parkway and Geneva Trail, while more traditional light industrial operations border on Aniwa Court. This zone is intended to accommodate businesses that create minimal off-site impacts and, thus, are compatible with nearby residential and retail areas. Design standards for building sites and structures shall be based upon, but are less stringent than, those of the Commercial 'A' zone.

The types of uses deemed compatible with the Mixed Commercial / Light Industrial zone include, but are not necessarily limited to:

- Building construction and supply contractors
- Building materials and product sales
- Wholesale product sales with retail operations
- Pet Supplies Retail
- Greenhouses and nurseries
- Lumber yards – no processing, retail only
- Product manufacturing and sales

- Woodworking production and sales
- ATV sales & service
- Automotive sales/service
- Home improvement products and services
- General Merchandise Stores
- Call Centers
- Light Industrial Distribution
- Car Wash
- Marine Sales & Service
- Manufacturing, assembly, fabrication and processing plants of a limited scope and not involving any substantial degree of heavy trucking or other operational characteristics which would adversely affect surrounding uses or be basically incompatible with the surrounding environmental character.
- Experimental, testing, and research laboratories not involving the keeping of animals or use of animal products or any significant degree of danger or undesirable operational characteristics
- Printing and publishing houses and related activities
- Tool making, cabinetry and repair shops
- Public utility offices and installations
- General warehousing, not to include open storage
- Building construction contractors
- Wholesale trade
- Automobile repair and service shops not including storage of junk or wrecked
- Unlicensed automobiles or parts
- Civic uses
- Business, professional, or public services
- Food Processing/Distribution of Food Products

Examples of current business compatible with the Mixed Commercial / Light Industrial Zone, courtesy (from top) Plato Construction; Advantage Plumbing & Heating; Tradeshow Logistics and Control

IV. Design Guidelines & Development Standards

In General

The design guidelines presented in this section are discretionary and qualitative and, unless otherwise noted, shall apply to all development within Rome Town Center. They are intended to serve as criteria for reviewing projects during the Site Plan application and approval process. Design guidelines address elements that cannot easily be measured or quantified, but are important aspects of the design and quality of a building or development. They contain recommendations on design aspects that are more open to interpretation such as texture, materials, style, and overall design character.

Development standards are measurable criteria for building elements such as setbacks, step-backs, building heights, floor area and residential density and are administered and enforced through the zoning ordinance. They are to be considered prescriptive and quantitative and are applied to all parcels within the various land use zones as indicated on the Rome Town Center Site Map, Town of Rome Zoning Map, and, if applicable, Town of Rome Official Map. Development standards related to Rome Town Center can be found in the zoning ordinance.

The goal of the guidelines and standards described above and on the following pages is to develop and promote a set of strategies that, when implemented, will create a high quality, attractive 'downtown' environment that enhances the quality of life for residents, expands the economic viability of the township, increases the desirability of the community as a vacation destination, and evokes a sense of pride for everyone who lives, works, and plays in the Town of Rome.

Design & Development on a Human Scale

Most small downtowns possess a certain intimacy, or level of comfort, not often found in large urban centers. This results from a variety of factors including narrower streets, buildings not higher than two or three stories, storefronts located close to pedestrian ways, and a welcoming streetscape. In other words, a landscape built on a 'human scale'.

Street elevations consistent with a streetscape constructed on a human scale potentially compatible with the Rome Town Center, courtesy OMNNI Associates.

In streetscape design, details count. Things look different when walking than they do when driving at 30 mph. Everything seen and experienced from the pedestrian way -- building fronts, signage, lighting, open space, etc. -- should be designed for human interaction at a pedestrian's perspective. Likewise, the view of the downtown from the windshield should be designed for 20 mph or less. Features typically found on higher speed streets -- buildings and trees set back from the road, tall signs to attract motorists, generic surroundings stripped of detail -- are incompatible with a town center.

Multi-Modal Transportation Network

Efficient circulation is a key component of a successful town center. Creating a system that allows for efficient access to, from, and within Rome Town Center, while providing a safe and interesting pedestrian environment, is fundamental to its long-term viability. The transportation network must be accessible and provide functional opportunities for alternate vehicular (ATV / UTV, golf cart, snowmobile, mobility scooter, etc.) and non-vehicular travel modes. The character and design of this system will set the tone for Rome Town Center.

The main points of ingress are STH 13 and Alpine Drive, with 13th Avenue serving as a secondary entry. Truck traffic shall be directed to Aniwa and STH 13. Within the interior, Timberline Parkway, Aniwa Court, Geneva Trail, and the proposed north/south connection between the Timberline and Aniwa (identified as 'Future Road' on the Rome Town Center map) are intended to move higher volumes of traffic. Their primary purpose will be servicing commercial and industrial uses and providing general access to the Town Center. Even on these streets, however, traffic calming measures and lower speed limits are keys to ensuring that motorized vehicles and other modes operate safely and seamlessly.

Integrated Streetscape

Streetscapes define the character of the street. A successful streetscape creates an inviting environment, encourages economic development, and stimulates private sector investment. Everything that is found in the space between buildings on each side of the street can be considered part of the streetscape realm. This includes pedestrian ways, bicycle facilities, on-street parking, crosswalks, pedestrian lighting, signage, pedestrian amenities, and traffic calming measures such as curb extensions and medians.

Integrated streetscape design, courtesy OMNNI Associates

Pedestrian ways

Safe and accessible pedestrian ways are necessary for creating a pedestrian-friendly environment. They provide connections to residences, public facilities, and commercial services, as well as a place for people to interact and take part in various community activities. They must be accessible and accommodate the needs of people of all ages and all levels of mobility and should be located throughout Rome Town Center. Pedestrian ways must be wide enough to accommodate movement and amenities such as lighting, landscaping, street furniture and, where desirable, pedestrian way commerce. The recommended width for pedestrian ways in the Town Center, Senior Living, and Mixed Multi-Family zones should be no less than 10 feet in width. Widths between six and eight feet are acceptable elsewhere in Rome Town Center.

Bicycle Facilities

Example of streetscape elements compatible with Alpine Village Town Center

At present, all roads within Rome Town Center have a posted speed limit of 25 mph and a minimum of 66 feet of right-of-way (Geneva Trail has 100'). The addition of dedicated bicycle lanes on Timberline Parkway, Geneva Trail, and Aniwa Court within the interior, and on Alpine Drive and 13th Avenue at the periphery, will provide for safe, convenient access for bicyclists. Furthermore, reducing the speed limit from 25 mph to 15 mph for all remaining roads within Rome Town Center will increase safety for all users. Bicyclists should be prohibited from using pedestrian ways within the Mixed Town Center Senior Living, and Mixed Multi-Family zones.

In order to be welcoming *to* bicyclists, Rome Town Center must provide amenities *for* bicyclists. Bicycle racks encourage cyclists to visit and reduce pedestrian obstacles caused by bicycles chained to other objects. A modern touring bike may cost as much as (or more than) a used car. Expecting bicyclists to lock their bikes to a streetlight or other streetscape infrastructure is impractical and, well, unwelcoming.

Examples of high security bicycle racks, courtesy, Belson Outdoors (top) and Barco Products (bottom)

Bicycle racks should be interspersed throughout Rome Town Center and located in areas of high visibility to deter theft. The design of the rack is also an important consideration. Select styles that:

- Support the frame of the bicycle.
- Allow the frame and one wheel to be locked on to the rack when both wheels are left on the bike.
- Allow for the use of either a cable or U-shaped lock.
- Be securely anchored.
- Be usable by bikes with no kickstand.
- Be usable by bikes with water bottle cages.
- Be usable by a wide variety of sizes and types of bicycles.

On-Street Parking[6]

In addition to providing direct access to local business, on-street parking, when properly designed, adds to the visual appeal of the streetscape. Parallel parking is the norm, however it requires a considerably more space than angled parking. Within a vibrant streetscape environment, back-in angle parking provides a more desirable option. It provides motorists with better vision of vehicles and bicyclists as they exit a parking space and enter moving traffic. It eliminates the risk to bicyclists in parallel parking situations presented by an unexpectedly opening car door and removes the difficulty that drivers, particularly seniors, may have when backing into moving traffic. Special

[6] Excerpted from 'Back-in angle parking: what is it, and when and where is it most effective?', Pedestrian & Bicycle Information Center, 2018.

attention must be paid to ensuring that parking facilities accommodate the widest array of potential users, including personal vehicles with trailers.

Back-in angle parking offers:

Courtesy Eau Claire Leader-Telegram

- Increased parking capacity (10 to 12 feet of lateral curb per vehicle, versus 22 feet per vehicle for parallel parking).
- Clear sight lines when pulling out
- Better maneuverability on snowy days
- Ease of loading and unloading cargo and helping children in and out of car seats
- Protection for children because the open car door now directs young children back to a point of safety rather than out into the street.

When and where parking lots are required, they should be well landscaped and located so as to minimize their impact on the streetscape.

Crosswalks

Intersections must be safe for all users. Since pedestrians are most vulnerable while crossing streets, carefully designed crossings are a crucial part of the streetscape. Marked crosswalks indicate the proper locations for pedestrians to cross and make pedestrian actions more predictable for motorists. They contribute to pedestrian comfort and create important linkages in the pedestrian system. Crosswalks normally exist on all legs of intersections. They increase visibility, alert drivers of a high pedestrian area, and add to the attractiveness of downtown.

Example of raised crosswalk (with marked bike lane), courtesy Wisconsin Bike Fed

Textured crossings, such as nonslip bricks or pavers, may raise a driver's awareness through increased noise and vibration. Colored pavers are visually appealing and increase the visibility of the crosswalk, particularly during inclement weather and winter months, though they are more expensive to maintain than painted crosswalks since they must be periodically replaced. Since texturing may create traction or stability problems for some users (seniors, the disabled, wheelchairs, and bicycles), it should only be used as a boundary for an otherwise smooth crosswalk.

Lighting

In addition to vehicle and pedestrian safety and personal security, lighting is another component of an overall strategy bring people into town centers for shopping, dining and entertainment. The use of decorative lighting, in styles consistent with the design theme, offers a means by which to add character to Rome Town Center and distinguish it from other areas of the township. Technologies used in modern street lighting systems provide safety, aesthetic, and place-making benefits at

reduced costs of operation and maintenance and without the light pollution concerns. Alternative, energy-efficient lighting systems will be encouraged the Town Center.

In mixed-use and residential environments, it is important to consider adaptive lighting technologies as opposed to conventional models. Adaptive street lighting refers to public street lighting that adapts to movement by pedestrians, cyclists and cars. Also referred to as intelligent street lighting, it dims when no activity is detected, but brightens when movement is detected. This type of lighting is different from traditional, stationary illumination, or dimmable street lighting that dims at pre-determined times. Studies prepared by the National Lighting Product Information Program (NLPIP) suggest that adaptive or dynamic street lighting might save thirty to fifty percent of the energy costs associated with conventional dusk-to-dawn lighting.

Examples of street lighting styles compatible with an Olde World Alpine Theme

Signage

Signs should be architecturally compatible with the building they are identifying. Business signs attached to a building should be appropriate to the style and size of the building. Monument signs should be encouraged for structures setback from the pedestrian way. Sandwich signs on the pedestrian ways must be placed in the storefront pedestrian way zone next to the building and should not be located in the walkway zone. Monopole signs, signs that significantly exceed the building height, and those utilizing flashing lights or LEDs should be prohibited within the streetscape zone.

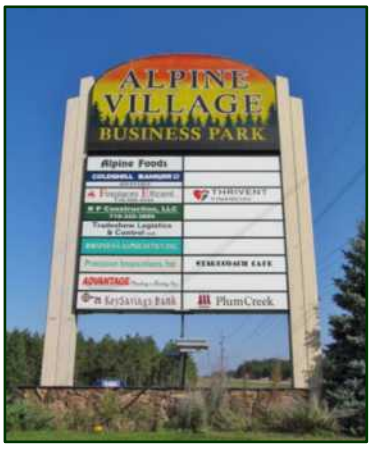
Wayfinding

Wayfinding is a system of signs, landmarks, street patterns, landscaping, and other such directional and design elements that allow visitors to easily navigate to and within an environment. It is an important component of any well-designed town center, allowing people to find their destination easily and quickly. This is accomplished through the use of visually appealing gateway features and signage. The most important aspect of a wayfinding system is that it needs to get people to where they want to go. It must have clear navigation paths with well-defined routes that make it easy for visitors to move from their current location to their destination.

Examples of effective wayfinding signage, courtesy TAPCO

Consistent Design

While good design is important, it should be secondary and enforce or enrich the message or information provided. Navigating a strange place is difficult enough without having to process a different signage design at each point along the way. A consistent,



recognizable design across all elements of a wayfinding system will reassure and relax the visitor, allowing them to focus on the information they require.

Navigational or informative content should be presented in a legible typeface with good contrast that can be seen at various sizes and distances – smaller fonts for pedestrians and bicyclists, larger for vehicles. Typography should have a clear hierarchy, highlighting the most important information. The language and tone should be easy to understand. Signs, directories, and informational kiosks should stand out and be easily seen from any distance or angle. Vehicular signage should be visible from a distance while in an automobile; pedestrian signage should be within eye level while walking. They must be placed along clear sightlines where visitors need to find them, to avoid getting lost in the clutter. Finally, the design should be functional to a wide and varied audience. Wayfinding systems should be usable and accessible to people with disabilities as well, accounting for deafness, blindness or color blindness, wheelchair access, and other such challenges.

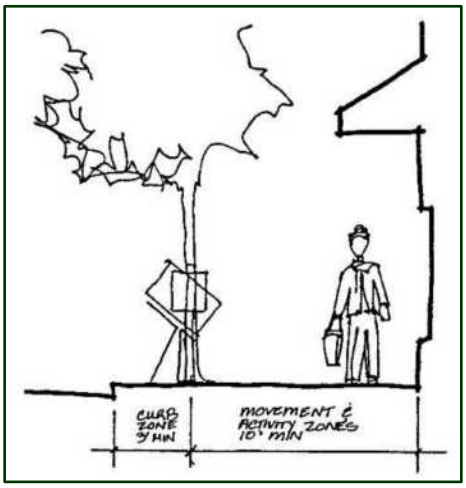
There's an App for That

Courtesy Backpacker's Blaze

Since 2007, global positioning systems and the Internet have merged with smart phones to transform the way we move through the physical environment. The technology in our pocket provides a means by which to access enhanced wayfinding systems complimentary to, but with capabilities far exceeding that of, fixed signage. App developers are able to create applications tuned to specific environments and fulfill users' needs within that specific context. Harnessing the embedded capabilities of mobile devices, developers and their clients are finding new ways to enhance physical signage and wayfinding systems while modulating the display of information to the exact needs of the user in a particular context.

Town Center, Senior Living, and Mixed Multi-Family Zones

Pedestrian Orientation



Courtesy City of Kirkland, WA

Within the Mixed Town Center Senior Living, and Mixed Multi-Family zones, the orientation of the transportation network shifts from accommodating multi-modal alternatives to prioritizing them. In order to create a market for the types of uses presented in Section III, these three zones must be designed and built for people, not vehicles. Doing so will make for a more desirable destination, encouraging residents and visitors to walk and take advantage of available amenities. This does not mean that motorized vehicles will be precluded, but that the transportation system will be designed around a pedestrian and bicycle orientation.

Successful town centers depend upon making pedestrian circulation more convenient and attractive than vehicular circulation, because the retail strategy for such places is to encourage the customer to visit often and for more than one purpose at a time. The desired

shopping pattern is for the customer to park in a convenient location and walk to several different businesses or attractions.[7]

Town centers become community-oriented focal points when they are differentiated from the prevailing pattern of development and reduce the use of the automobile. A successful pedestrian orientation to the Town Center, Senior Living, and Mixed Multi-Family zones will enhance the economic vitality of their uses. Within the Town Center, structures should be located to form (or approximate) common and semi-continuous building "walls" along primary street frontages and pedestrian ways. The ground floor of structures should contain uses that are characterized by a high level of customer use and their facades designed to promote pedestrian interest.

Pedestrian ways should incorporate amenities to provide a pleasant user experience, such as street trees and landscaping, benches, trash receptacles, pedestrian-oriented lighting and signage, and attractive paving materials. They should also be of sufficient width to allow this variety of uses while still allowing for efficiency of movement. Pedestrian ways are part of the greater pedestrian sphere and can be divided into three zones of activity: the *storefront zone*, *walkway zone*, and *amenities zone.*

Image of small town center showing storefront, movement, and amenity zones

- Storefront Zone. The storefront zone is where commerce meets the public. Retail, done right, can energize the pedestrian way. Outdoor merchandizing blurs the area between the inside and outside in order to create an opportunity for retail business success. Merchandise is allowed in the storefront zone but must be associated with the store it is adjacent to. The outside merchandise must be removed daily at close of business or during inclement weather.
- Movement Zone. The purpose of the movement zone is for pedestrian circulation. These areas exist between, and provide connectivity to, destination points. They should be kept clear of impediments at all times and, when possible, protected by an amenity buffer zone on the street side. The walkway zone should be sized to feel populated but not overcrowded in normal use.
- Amenity Zone. This zone contains the amenities of the street and offers protection to the pedestrian from the vehicular traffic. It is the location of street furniture, permanent planters, utilities, streetlights, etc. It is also an appropriate location for public art. The amenity zone is the area that would typically adjoining gathering places such as community parks, performing arts centers, and outdoor music venues.

Pedestrian Sphere

The pedestrian sphere is a place where public activities are encouraged. It should be comprised of gathering areas that include open spaces, small parks, plazas, courtyards, and the façades of interesting buildings that give shape and form to the streetscape. Amenities such as street furniture, art, plantings, paving, water features, and cultural/historical heritage references should be used to promote a sense of place. Activities such as outdoor dining, vending, and outdoor markets and events should be permitted as long as they do not interfere with safety and accessibility.

[7] Source: Design Guidelines for Pedestrian-Oriented Business Districts, City of Kirkland, WA, January 2018.

The safety and comfort of pedestrians can be achieved through the arrangement of pedestrian furnishings and other amenities that provide a buffer between the pedestrian and vehicular traffic. The pedestrian realm should offer a pleasant, positive experience to encourage residents and visitors to get out of their cars and experience the downtown in an up close and personal way. An attractive pedestrian environment will increase foot traffic in the town center and attract a diverse mixture of desirable land uses.

Examples of stylistically appropriate streetscape furniture

Accessibility

The Americans with Disabilities Act (ADA) gives civil rights protections to individuals with disabilities similar to those provided on the basis of race, color, sex, national origin, age, and religion. It guarantees equal opportunity for individuals with disabilities in employment, transportation, State and local government services, telecommunications, and in the goods and services provided by businesses. Town centers offer a variety of essential programs and services that are fundamental to everyday life. Although the range of services available in a town center varies, it is essential that people with disabilities have the opportunity to participate in their programs and services.[8] The following ADA requirements apply to the streetscape:[9]

- Site furnishings must maintain the minimum four-foot clear accessible route.
- Objects mounted on walls or posts with leading edges above the standard sweep of canes (27 inches) and below the standard headroom clearance (80 inches) should be limited to a four inch maximum protrusion.
- No pedestrian element may interfere with pedestrian access to the entrance of any building; this includes all paths of travel or exiting.
- Wherever possible, site furnishings should be of a contrasting color to the pedestrian way so as to aid users with visual impairments.
- Site furnishings should leave at least eight feet of clearance adjacent to disabled parking and passenger loading zones.

Climate-Based Design

Climate is an important part of what makes a place unique and should be used as a design determinant. Vernacular building designs should reflect local climatic conditions and take advantage of building orientation, prevailing winds, and tree cover for cooling. The effect of the sun's rays should be managed to enhance or limit heating. Creative use of structures, plantings and materials provide a mix of sunny and shady areas for people throughout the year. A combination of covered and partially covered overhangs and canopies is desired, including the use of differing building materials and plants.

Designing for Winter

Winter-city design is a development strategy that allows communities in cold-weather climates to create pedestrian-friendly environment that are utilized throughout the year. Within such a design scheme, buildings, pedestrian ways, parking areas, and landscaping are constructed to minimize the affect of wind and maximize the available sunlight during winter months. Raised pedestrian ways and crosswalks, sheltered parking, and evergreen windbreaks are key components of a community

[8] Source: Americans With Disabilities ACT: ADA Guide for Small Towns, US Department of Justice, Civil Rights Division, April 2000.
[9] Excerpted from Streetscape Elements, Better Streets, San Francisco, 2006.

design for the winter climate. Buildings on the north side of a street are taller to provide wind blocks, while those on the south side are shorter to allow for maximum sunlight exposure. Decks and terraces located on the second floor of multi-story structures aid in reducing the affect of wind and snow on pedestrians.

Adopting a winter-city approach to development and redevelopment within Rome Town Center has the potential to create business and marketing opportunities for those dealing in products, services, or technologies associated with living in winter climate zones. Residents, businesses, and tourists benefit from reduced inconveniences associated with winter weather. The result is an economically vibrant and socially dynamic quality of life, an improved sense of place, and an opportunity to market the Town of Rome as an innovative community exhibiting and embracing the characteristics unique to winter locations.

Landscaping

The most cost-effective element used to enhance a streetscape is landscaping. Trees, shrubs, and flowers soften the hard edges of the built environment and add color, texture, and lushness to the pedestrian way that can only be obtained through living plant material. The use of landscaping within the streetscape can aid in creating a sense of place, provide separation between motorists and pedestrians, reduce the roadway's effective width, and create a more pleasant street environment. Well-designed landscaping, particularly when based upon native plants, can increase the infiltration of rainwater and snowmelt reducing the costs associated with stormwater management.

Low Impact Development

Climate forecasts for Wisconsin project a decrease in the frequency and increase in the intensity of storm events during the coming decades. This type of precipitation pattern will place increasing strains on stormwater systems. Low Impact Development, or LID, works with nature to manage stormwater close to its source. LID employs principles such as preserving and recreating natural landscape features and minimizing effective imperviousness to create functional and appealing site drainage. Essentially, it treats stormwater as a resource rather than a waste product. There are many practices that have been used to adhere to these principles such as bioretention facilities, rain gardens, vegetated rooftops, rain barrels, and permeable pavements. By implementing LID practices, water can be managed in a way that reduces the impact of runoff and promotes the natural movement of water within the watershed at a fraction of the cost of conventional curb and gutter systems.

Example of LID system designed to treat residential runoff, courtesy Thurston Regional Planning Council

Bioretention[10]

A bioretention system consists of a soil bed planted with suitable non-invasive (preferably native) vegetation. They are used to remove a wide range of pollutants, such as suspended solids, nutrients, metals, hydrocarbons, and bacteria from stormwater runoff. They can also be used to reduce peak runoff rates and increase stormwater infiltration when designed as a multi-stage, multi-function facility. Stormwater runoff entering the system is filtered through the planting bed before being either conveyed downstream by an under drain system or infiltrated into the existing subsoil below the soil bed. Vegetation provides uptake of pollutants and runoff and helps maintain the pores and associated infiltration rates of the soil in the bed.

Example of a bioretention system designed to treat stormwater and protect adjoining surface waters

Wastewater Treatment

Wastewater treatment for homes and businesses in the Town is primarily served via onsite septic and mound systems. These systems must comply with Wisconsin Statute SPS 383 to ensure that they are designed and function properly so as to protect human health and groundwater resources. However, studies have indicated that even properly-designed and maintained conventional septic and mound systems pose a threat to ground water, particularly in soils with high transivity.

Courtesy Reflection Wastewater Systems

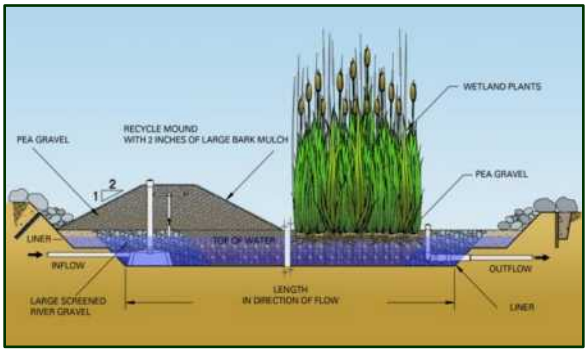
Alternative sanitary facilities can provide wastewater treatment at a cost competitive with conventional onsite systems, particularly when they are clustered to accommodate multiple homes or businesses. Options for clustered sanitary systems permissible in the state of Wisconsin include recirculating sand filters and constructed wetlands, among others.

A recirculating sand filter (RSF) offers an economically viable, environmentally benign alternative to conventional drain field-based treatment systems. The basic components of a RSF system include a septic tank, recirculation tank, and sand or gravel filter. Water discharged from the system far exceeds the quality of a conventional system at a fraction of the price. RSFs are a viable alternative to conventional methods when soil conditions are not conducive to the proper treatment and disposal of wastewater through percolation beds. Sand filters may be used on sites that have shallow soil cover, inadequate permeability, high groundwater, and limited land area. RSF systems commonly

[10] Source: Stormwater Best Management Practices, February 2009.

serve subdivisions, mobile home parks, rural schools, small municipalities, and other generators of small wastewater flows.[11]

Constructed wetlands have been used as effective wastewater treatment systems for more than forty years. They have become the dominant treatment system for communities in the Minneapolis metropolitan region not served by municipal wastewater treatment. Although a variety of wetland-based systems are used to treat effluent, the most common is a subsurface flow wetland. Subsurface flow wetlands utilize an anaerobic reactor (septic tank) for pretreatment followed by a forced-bed aeration system and wetland treatment cells. Constructed wetlands are designed to achieve tertiary treatment at a fraction of the cost of a municipal system. They become cost effective against conventional onsite systems when treating effluent from eight or more homes.



Courtesy (from top) Science for Environmental Policy and San Francisco Chronicle

11 Source: Environmental Technology Institute: Recirculating Sand Filters, 1998.

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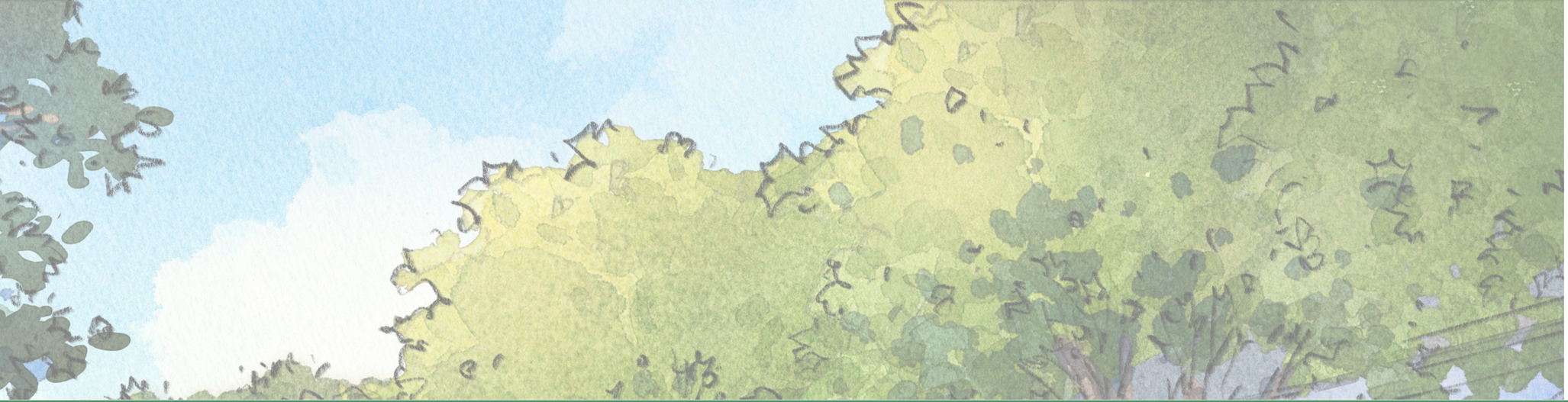

ROME TOWN CENTER 25-YEAR VISION

CARDO®
Urban Design & Town Planning

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GOALS

BE PROACTIVE, NOT REACTIVE

The Town of Rome has acknowledged the importance of the roughly 230-acre Town Center. In 2019, the Rome Town Center Master Plan was adopted and in May of 2024 the Implementation Recommendations for the Rome Town Center Design Plan expanded the 2019 Plan by outlining specific next steps. Despite some lost momentum due to the COVID-19 pandemic, the 2024 Implementation Recommendations have provided a renewed and necessary impetus to move the project forward. This Master Plan is simply building on an established vision set forth by the Town and hundreds of its residents in these planning documents.

The Town has already incorporated several of these ideas. They built an expanded Town Center Park, which includes a splash pad, bandshell, and playground, as well as attracted a brewery, residential development, and have funded the extension of Timberline Parkway. These documents were instrumental in the facilitation of these assets and projects, however the Town Center lacked a specific vision for its future. The Implementation Recommendations provided direction for future zoning revisions and answered the question, "how should the Town move forward?", but it did not answer the question, "what should the Town Center should look like?".

This Master Plan is different from typical planning documents. It is concise and highly visual. It distills previous planning efforts, community input, and planning policy into a Plan that outlines where streets, blocks, parks, new buildings, sidewalks, trails, alleys, and parking lots should be built into order to create a clear vision for the Town Center.

As the Town Center grows, attracting new businesses, residents, and visitors, it is critical to set a clear vision for future development and community assets. Not unlike preparing for a long road trip, which requires setting the destination before choosing a route, the Town has decided to set the vision first, and then allow the development to follow this vision. The Town has decided to act proactively, and not reactively.

GROW RESPONSIBLY

The Town of Rome experienced an 11.2% increase in population between 2010 and 2020 according to the United States Census Bureau. This is a significant increase from the 2.4% growth experienced between 2000 and 2010. The singular goal listed in Chapter 7 of the 2016 Comprehensive Plan for future land use was to "maintain orderly planned growth that promotes the health, safety, and general welfare of Town residents and makes efficient use of land and efficient use of public services, facilities, and tax dollars." In alignment with this goal, the Town of Rome turned their attention to the Rome Town Center, identifying the area as an opportunity for responsible growth.

In 2019, the Town of Rome Board of Supervisors approved the Rome Town Center Design Plan which more fully and clearly outlined this area as a "hub of civic activity", which "provides a vital economic core for the community." A range of uses including commercial, institutional, recreational, and residential are appropriate for the area and would strengthen the community as a whole. Since the adoption of the 2019 Plan, new residential units, businesses, and open space improvements have been built.

The Town of Rome is at a critical juncture in its growth. As the 2019 Plan states, this level of growth has not been "experienced in the community since the creation of the Tri-Lakes half a century ago." Growth is inevitable and already happening. This Vision illustrates how the Town Center can direct this growth in a way that is consistent with previous plans, the community's aspirations, and follows principles that support the long-term health of a community. Responsible growth is mixed-use, compact, walkable, and respectful to both the existing and future residents of the Town of Rome.

25-YEAR VISION

This Vision will not happen quickly and is intended to guide the form of the Rome Town Center over the next 25-years. The Master Plan will require the cooperation of numerous developers, builders, business owners, Town Boards, and residents that do not yet call the Town of Rome home.

While this Plan is intended to direct the form of streets, parks, and development, it is not a guide for future utility infrastructure. As this Plan becomes reality, further study by engineers and Town officials will determine the appropriate next steps for water, stormwater, sewer, natural gas, electricity, and telecommunication utilities. The Town of Rome owns over 125 acres of the Town Center, the majority of the vacant land in the area, and therefore can dictate the pace of development, making certain development and utility capacity align. In the near-term however, the Town Center can support light to moderate growth, utilizing the existing infrastructure. New development can continue to use group or community septic systems, a cost each developer, not existing Town resident, would bear.

This Plan thinks both big and small. On one hand, this document illustrates what the Town might look like in 25-years. On the other hand, it also anticipates which steps need to be taken immediately, such as an update to the Rome Town Center Zoning District. At the end of the document, specific next steps will help guide the Town over the short-term.

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PROCESS

The process of building consensus around a single Vision for the Rome Town Center followed three steps over roughly a three-month time frame. This Vision is rooted in the voices of Rome, both its constraints and strengths, which is why the process was transparent, comprehensive, and authentic.

1. UNDERSTAND

The first step is always to listen to you, the community. The residents, business owners, and local leaders are the experts of their Town. With the help of the Rome Town Center Design Plan Sub-Committee, the planning team identified the key stakeholders in the area. In order to chart the best direction forward, the planning team needed to understand the work that had been completed so far and what the aspirations for the community were. This strong foundation, built by the voices of Rome, helped create a Vision and Master Plan that is a reflection of the Town.

Specific tasks included:

- Review Existing Plans
  - Comprehensive Plan (2016)
  - Rome Town Center Design Plan (2019)
  - Zoning for the Rome Town Center District (RTC)
  - Implementation Recommendations for the Rome Town Center Design Plan (2024)
- Tour of the Rome Town Center
- Focused Stakeholder Sessions: February 19, 2025
  - Business owners, local developers, local leaders, Town Departments, elected officials
- Community Open House 1: February 19, 2025
  - Hosted an public, open house at the Rome Town Hall and invited residents to share their visions, ideas, and experiences with the team

2. EXPLORE

During this step, the team translated and distilled the community's aspirations and ideas into a draft Master Plan for the Town Center. This Vision was shared with individual stakeholders in focused sessions and with the community. The goal was to reflect back what the team heard in a highly illustrative and visual format in order to gather additional feedback.

Specific tasks included:

- Creation of a Draft Master Plan for the Rome Town Center
  - Three draft renderings
- Focused Stakeholder Sessions: April 10, 2025
  - Business owners, local developers, local leaders, Town Departments, elected officials
- Community Open House 2: April 10, 2025
  - Hosted a public, open house at the Up North Brewing Company and invited residents to provide additional feedback on the draft Master Plan

3. IMPLEMENT

In the final step, our team refined the Master Plan based on the feedback received in the previous project step. A transparent, honest process created consensus around a Master Plan that is tailored to the needs, wants, and aspirations of the Town of Rome. This document elaborates and outlines the recommendations that are the result of this process.

Specific tasks included:

- Creation of a Final Master Plan for the Rome Town Center
  - Finalization of three draft renderings
- Open Space and Trail Recommendations
- Potential Sequencing Recommendations
- Implementation and Next Steps

A special thanks to the Rome Town Center Design Plan Sub-Committee for guiding this process and dedicating their valuable time and energy to it. They care deeply for the future of the Town and always placed the interests of the Town ahead of their own. Its members include:

- Lori Djumadi, Former Town Board Chair
- Lexi Dargiewicz, Former Zoning Administrator
- Diana Duelge, Planning Commission Chairwoman
- Heather Dalton
- Bill Kappel
- Tiffany Seavecki
- Baker Thompson

This 25-year Vision and Master Plan was funded by Sand Valley. Thank you for providing this generous gift to the Town of Rome!

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WHAT WE HEARD

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BIG IDEAS

After speaking with a range of individuals, from residents to business owners, many themes emerged from the planning team's conversations.

- **Support Existing Businesses:** Residents expressed and showed their appreciation for the existing businesses in the Rome Town Center. Winter can be difficult on them, so the Master Plan should provide ways to support them all year round, not just in the summer.
- **Harness Existing Open Spaces:** Recent investments to the Rome Town Center Park have been well-received by residents. Proposed development and investment should build on these assets.
- **Create Connections:** The Master Plan should make it easier to walk and bike within and to the Town Center.
- **Foster a Mixed-use Center:** The Master Plan should include a variety of uses, similar to small downtowns and older neighborhoods of many Wisconsin towns.
- **Provide a Range of Housing Options:** There is significant housing demand in the Town, especially beyond single-family homes on medium- to large-sized parcels.

Community members providing input into the Vision

WHAT IS NEEDED IN THE TOWN CENTER?

1. Restaurant/Cafe
2. Community Center
   Fresh Food Access
   Theater/Performing Space
3. Healthcare
   Hotels/ Lodging
   Retail
4. Personal Services
5. Flexible Co-working Space
   Outdoor/Recreation Rentals
   Professional Services

WHAT SHOULD OUR TOWN CENTER LOOK LIKE?

Most Liked Image

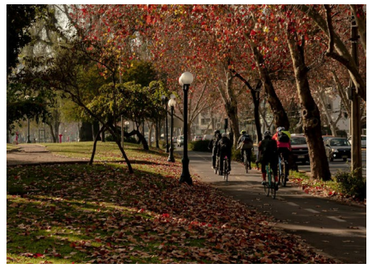
Second Most Liked Image

Participants at Community Open House 1 were asked to place a dot on one of 15 images they were shown. The top two most liked images are shown above. Based on the results of this visual preference survey, the following information was gathered.

- Strong preference for non-residential images over residential images
- A preference for the number of stories as follows:
  1. 3 stories (or more)
  2. 1 story
  3. 2 stories

WHICH AMENITIES DO YOU LIKE TO USE?

1. Bicycle Path
2. Cross Country Ski Trail
   Public Art
3. Pickleball Court
4. Basketball Court
5. Fire Pit
   Outdoor Market
   Picnic Area
   Running/Walking Path



WHICH TYPE OF HOUSING DO YOU PREFER?

Most Liked Image

Second Most Liked Images

Participants at Community Open House 1 were asked to place a dot on one of 15 images they were shown. The top three most liked images are shown above. Based on the results of this visual preference survey, the following information was gathered.

- A preference for housing types as follows:
  1. Cottage Court
  2. Mixed-use building
  3. Duplex
  4. Single-Family and Multi-Family
  5. Townhouse

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EXISTING ROME TOWN CENTER

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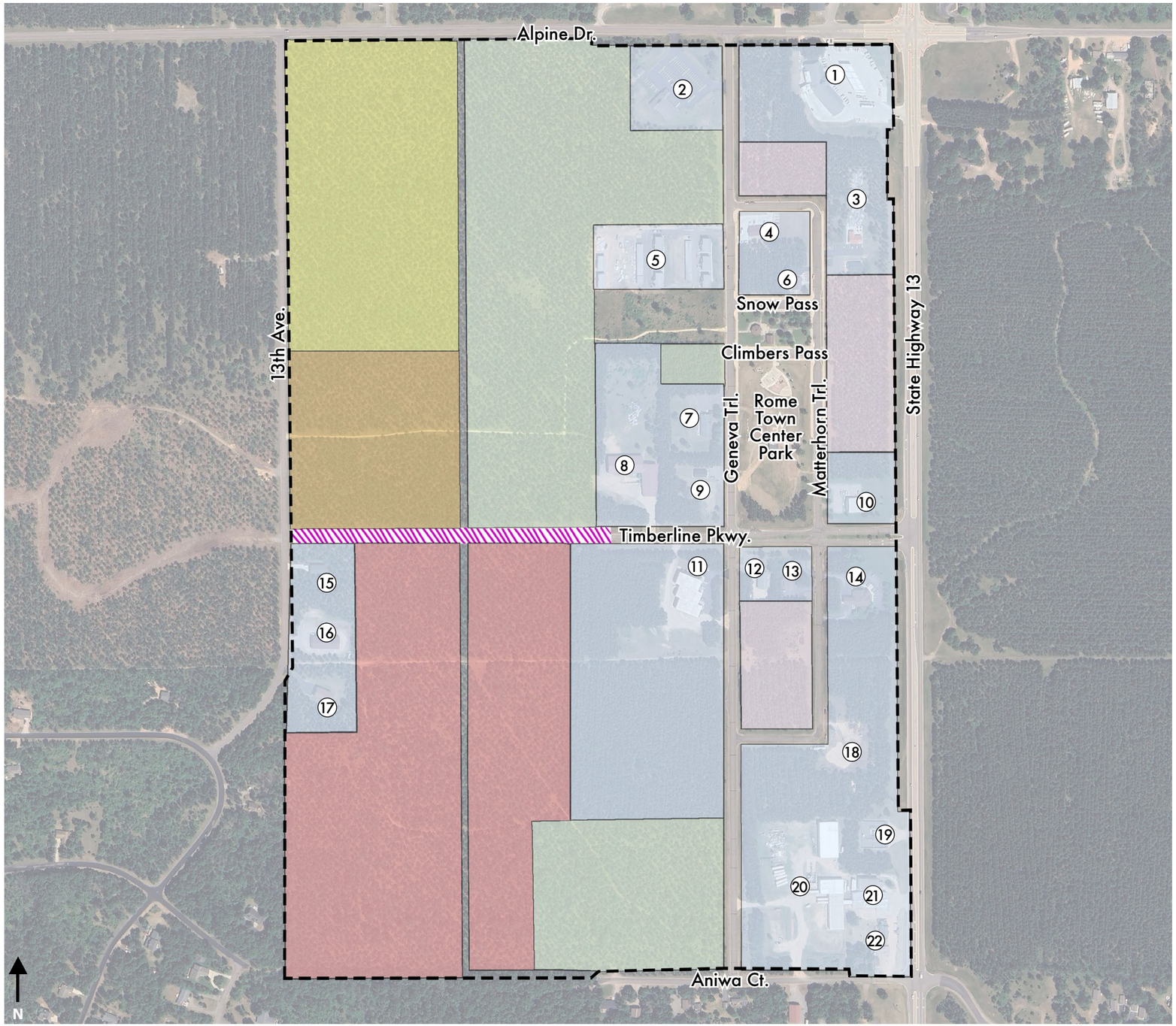

SUPPORT THE EXISTING COMMUNITY

The Rome Town Center is roughly 230-acres and contains numerous business, one residential property, and the Rome Town Center Park. While it is zoned the Rome Town Center District, it is subdivided into 5 separate subdistricts.

LEGEND

- Rome Town Center Area
- Senior Living Subdistrict
- Mixed Multifamily Subdistrict
- Mixed Commercial/ Light Industrial Subdistrict
- Mixed Town Center Subdistrict
- Commercial "A" Subdistrict
- Existing Business
- Planned Timberline Parkway Extension (Expected Completion 2025)

1. Kwik Trip
2. Lakes Area Christian Fellowship
3. Papa Bear's Mini Golf
4. Rome Country Meats and Deli
5. Geneva Apartments
6. Slice of Heaven Bakery
7. Rome Away From Home Vacation Lodge
8. Trade Show Logistics & Controls
9. Market Boutique In Rome
10. Coldwell Banker Advantage
11. PerMar
12. Plato Construction
13. E P Schmidt Properties
14. KeySavings Bank
15. Tenihagen Acoustics
16. Shermalot Ski Team
17. Rome Sno-Bandits
18. Up North Brewing Company
19. Adams Columbia Electric Cooperative
20. Multicran Cranberry
21. Rome Child Care
22. DNA Investments

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25-YEAR VISION

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PLAN AHEAD FOR GROWTH

This Master Plan envisions a vibrant, mixed-use neighborhood with a range of housing options. Cottage courts, single-family homes, duplexes, townhouses, and small apartment buildings create a year-round community that supports a business core. Healthy neighborhoods rely on cooperation and interdependency between commercial and residential uses in the same area. Public parking lots are located throughout the Town Center, and every street has on-street parking, discretely integrating parking into the neighborhood. Parks and recreational amenities, located within a short walk of most homes, creates a higher quality of life and healthier population. Green corridors provide access to the Town Center and link major amenities together.

LEGEND

- Rome Town Center Area
- Mixed-Use
- Community Building
- Park Pavilion or Structure
- Hotel
- Residential
- Existing/Proposed Building
- Park
- Parking Lot/Alley
- Trail
- Sidewalk
- ① Splash Pad
- ② Bandshell
- ③ Rome Town Center Park
- ④ Community Center
- ⑤ Neighborhood Park
- ⑥ Public Parking
- ⑦ Link the Lakes Trail
- ⑧ Link the Lakes Trail Extension
- ⑨ Recreational Fields
- ⑩ Proposed Pedestrian/Bicycle Route (2016 Comp Plan)

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AERIAL VIEW

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TOWN SQUARE VIEW

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RESIDENTIAL STREET VIEW

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TRAILS AND OPEN SPACE

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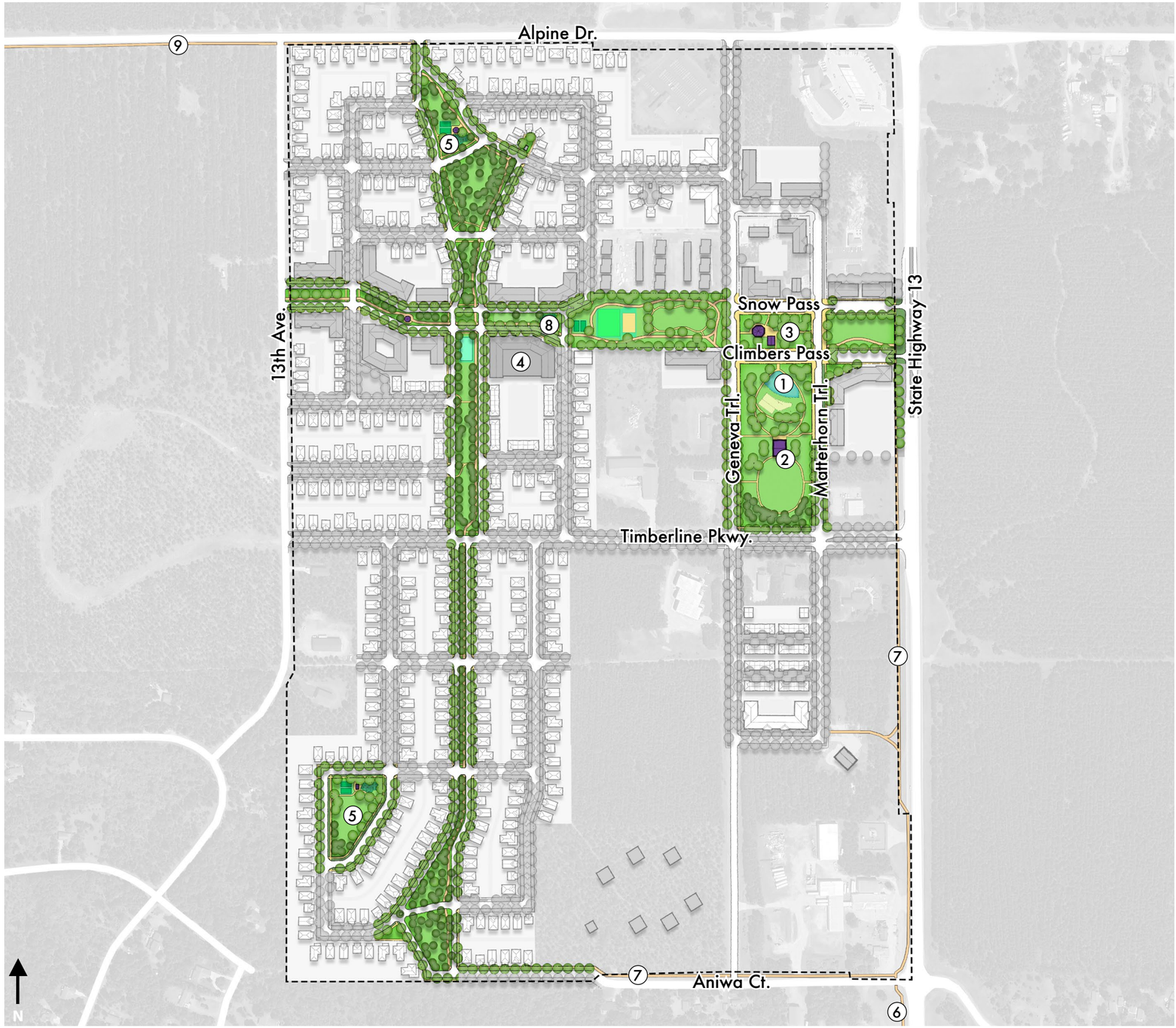

RESILIENCY AND CONNECTIVITY

The community expressed a strong desire to transform the Town Center into a connected neighborhood. These connections extend not only to other parts of Rome, but also internally with small, compact blocks, which are easy for pedestrians and cyclists to navigate.

Two major green ribbons extend the length of the Town Center, one from Alpine Drive to Aniwa Court and the other from Highway 13, through the Town Center, to 13th Avenue. At their intersection is a proposed community center with indoor and outdoor recreation as well as flexible community spaces. The two green ribbons are more than a network of biking and walking trails in the summer and cross country and snowmobile trails in the winter. They are also potential stormwater networks if it is determined necessary in the future. Due to the unique, well-draining soil conditions of the area, they may not be necessary for stormwater purposes. Finally, the green ribbons preserve some of the "north woods" feel so many residents love.

LEGEND

- Rome Town Center Area
- Park Pavilion or Structure
- Park
- Trail
- Sidewalk
- ① Splash Pad
- ② Bandshell
- ③ Rome Town Center Park
- ④ Community Center
- ⑤ Neighborhood Park
- ⑥ Link the Lakes Trail
- ⑦ Link the Lakes Trail Extension
- ⑧ Recreational Fields
- ⑨ Proposed Pedestrian/Bicycle Route (2016 Comp Plan)

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SEQUENCING

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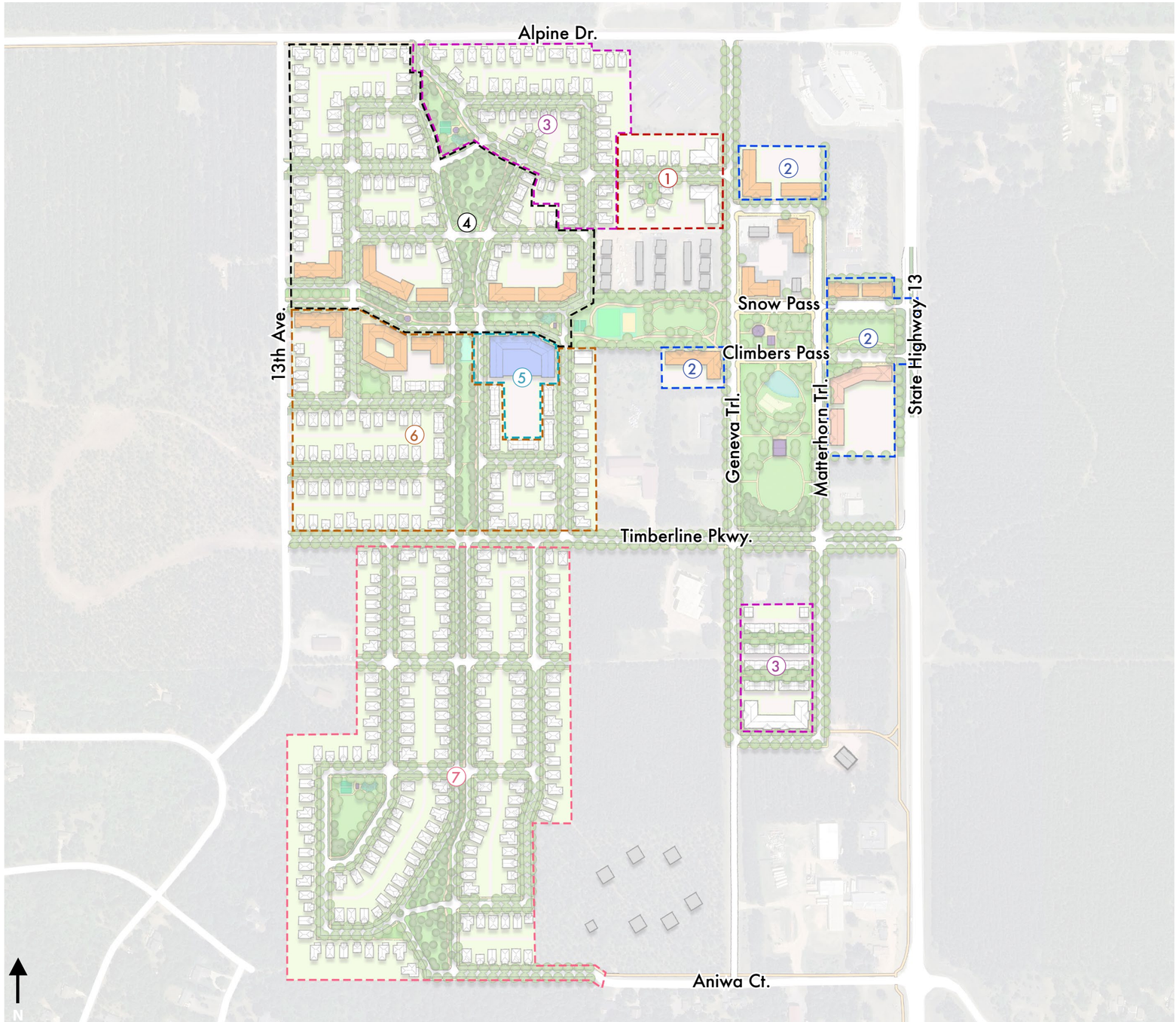

SMALL DEVELOPMENT PATTERNS

The Rome Town Center will not transform overnight, and it should develop incrementally. As referenced previously, the majority of the area is owned by the Town, which has the leverage to develop it at a rate they deem appropriate. The Town should release requests for proposals (RFPs) for small parcels, even as small as an acre or two in size, to developers and builders prescribing the layouts of streets and parks. Development agreements typically dictate the construction of street infrastructure is the financial responsibility of the developer. After an indeterminate numbers of years the maintenance of the street would fall to the Town. This strategy also allows for growth and the collection of tax revenue, before bearing the cost to maintain infrastructure.

The actual sequencing is likely to be different than what is shown, and should be calibrated to the inevitable periods of economic growth and contraction that the country and region will experience over the next 25 years. This recommendation is more concerned with the sequencing order and general areas of development than prescribing exact areas for projects.

LEGEND

- Rome Town Center Area
- Mixed-Use
- Community Building
- Park Pavilion or Structure
- Hotel
- Residential
- Existing/Proposed Building
- Park
- Parking Lot/Alley
- Trail
- Sidewalk
- (1) Sequence 1 - Immediate-Term
- (2) Sequence 2 - Near-Term
- (3) Sequence 3 - Mid-Term
- (4) Sequence 4 - Mid-Term
- (5) Sequence 5 - Long-Term
- (6) Sequence 6 - Long-Term
- (7) Sequence 7 - Final Sequence

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IMPLEMENTATION

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NEXT STEPS

What can be done in the short-term to move the master plan forward? This section outlines five projects or initiatives that should be the next steps. While there are many other ongoing projects in the Town of Rome, the pursuit of these five initiatives can be achieved without compromising any other ongoing effort.

These projects are critical to the success of the overall Town Center. Some are smaller in scale, allowing for a quick show of results with minimal cost, while others are more substantial and necessary for the overall health of the Rome Town Center. Many of these initiatives can be pursued concurrently with one another.

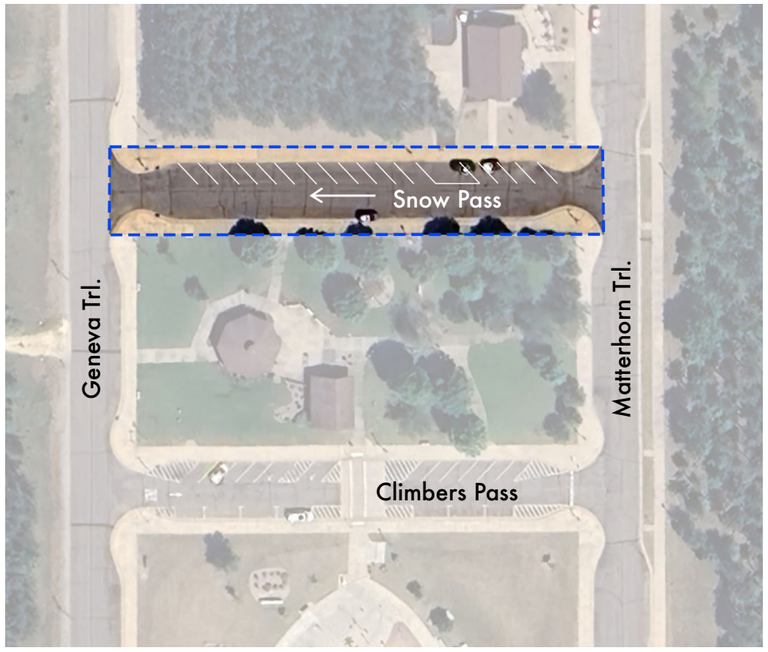
The Rome Town Center Design Plan Sub-Committee, with support from the Town Board, can continue to move these projects and conversations forward. The five initiatives are:

1. Convert Snow Pass to a One Way
2. Create a Form-based Code for the RTC
3. Release the First Development RFP
4. Work with the State of Wisconsin to Provide Access from Highway 13
5. Extend the Square to Highway 13

Community members at the April 10th Open House

1. CONVERT SNOW PASS TO A ONE WAY

Snow Pass is currently a two-way street with parallel parking along both sides. The street should be converted to a one way with automobiles traveling west, the opposite direction of Climbers Pass. Nearly overnight and with some paint, the number of parking spaces along the northern edge of the street could be doubled if the parallel parking was changed to angled parking. This would help with traffic flow on farmer's market days, general circulation around the Town Square, and create additional, convenient on-street parking.



Proposed conversion of Snow Pass

2. CREATE A FORM-BASED CODE FOR THE RTC

Before more development occurs in the Rome Town Center, the Vision needs to be codified in the Zoning Chapter of the Town Code. The best way to ensure the Master Plan is executed is to use the appropriate regulatory mechanism to guide the growth of the area.

A form-based code is one of the best ways to regulate a walkable, mixed-use district, such as this one. They are highly visual and focus on regulating building form such as heights, setbacks, frontage types, and parking locations. It deemphasizes building uses and density, and as a result is more successful at fostering predictable development and creates a better pedestrian experience.

The five subdistricts should be combined into a singular district, yielding higher quality results and creating a cohesive neighborhood. This type of code is both easier to read and understand, and it will provide harmony across a range of building and housing types. This next project should commence immediately.

An example lot diagram from a form-based code

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IMPLEMENTATION

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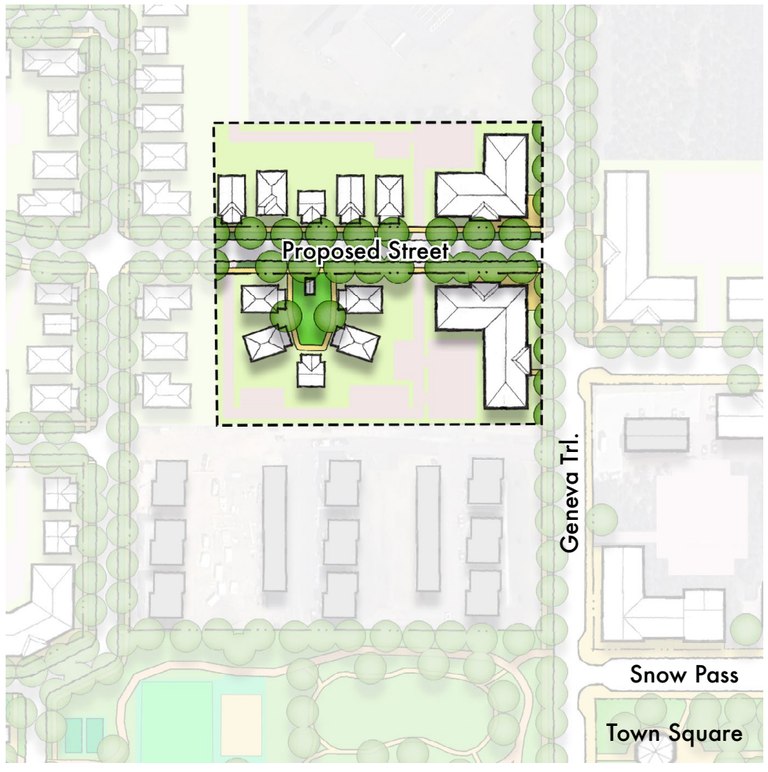
3. RELEASE THE FIRST DEVELOPMENT RFP

The first RFP released to developers, builders, and the community needs to set the right tone for future phases of development. Therefore, it should be a smaller, more feasible area, providing a template for future projects. It should include a range of housing types, including ones that are not often found in the market, but are nevertheless highly sought after by potential residents.

The 4-acre area shown below requires limited new infrastructure and is already connected to the existing street network. This area is large enough to provide a range of housing options, including a cottage court, single-family homes or duplexes, and small, walk-up apartment buildings. It is also small enough so that local developers and builders can be competitive in the RFP process. The project might only contain 20-30 units.



Potential first RFP of Town-owned land off of Geneva Trail

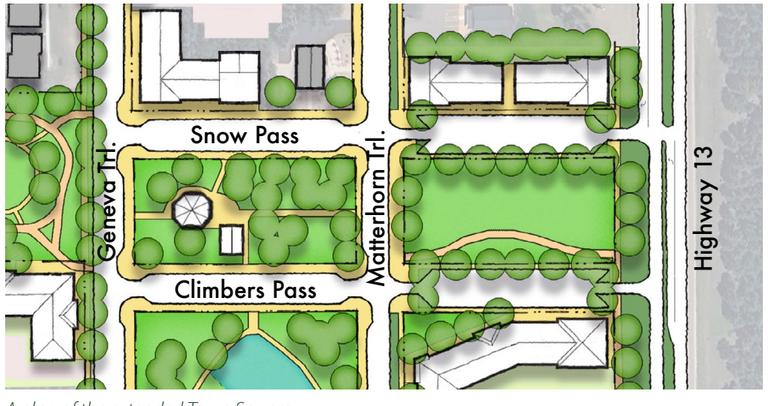
4. WORK WITH THE STATE OF WISCONSIN TO PROVIDE ACCESS FROM HIGHWAY 13

Direct access from State Highway 13 is critical to the success of the Rome Town Center. This connectivity will create increased visibility from a road, which as of 2008, had an average daily traffic (ADT) count of 4,600 vehicles. The current route from Highway 13 to the Town Square is circuitous and separates the heart of the community from those wishing to access it. Lake Forest, Illinois and Seaside, Florida, nationally recognized examples of successful, commercial town squares, are directly connected to their respective main street or highway.

Conversations with the Wisconsin Department of Transportation should begin immediately to study the viability of this vital improvement. The nearest intersection south of the proposed intersection of Highway 13 and Climbers Pass is roughly 750 feet, and the nearest intersection north of the proposed intersection of Highway 13 and Snow Pass is roughly 1,100 feet. There are multiple locations along Highway 13 with the same speed limit and tighter intersection spacing.

To enhance safety, both for motorists and pedestrians, the number of turning movements could be restricted. For Climbers Pass, movement could be restricted to a right turn only onto Highway 13. As a one-way street there would be no access from Highway 13 to Climbers Pass. For Snow Pass, both a left and right turn would be possible from Highway 13 . As a one-way street there would be no access from Snow Pass to Highway 13. Further, there is already a wide boulevard between the travel lanes on Highway 13, providing enough width and length for a deceleration lane.

The extended Town Square would provide a critical boost to the businesses that call the Rome Town Center home and it would create a welcoming front door to the community.



A plan of the extended Town Square

5. EXTEND THE SQUARE TO HIGHWAY 13

In order to extend the Town Square to Highway 13, the acquisition of the 5-acre, Nekoosa Port Edwards State Bank-owned property is necessary. Conversations with the bank have already begun, but should continue in order to facilitate the Town Square vision becoming a reality. Part of their property would be converted to an open space, leaving two, highly valuable corner parcels north and south of the new square. Additionally, a Town-owned parcel could be swapped that is equal in value to the land that was converted to open space.

These conversations should continue to occur at the same time as the conversations with the Wisconsin Department of Transportation. The expansion of the Town Square requires the input and cooperation of both entities, and is part of a single initiative.

View of extended Town Square

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ARTICLE XVII
Rome Town Center District
[Added 4-16-2020 by Ord. No. 20-04[1]]

§ 360-80. Purpose.

The purpose of the Rome Town Center District (RTC) is to implement the vision, guidelines, and objectives identified in the Rome Town Center Design Plan and the Town of Rome Comprehensive Plan to ensure high-quality development of lands located in the Town Center that seamlessly blends the convenience of contemporary living with nature and the timeless charm of rustic Wisconsin. The RTC District is intended to strengthen and promote prosperity in the community by creating a regional center of commerce and community gathering and permit developments that will be enhanced by coordinated area site planning and mixing of compatible uses, while maintaining standards that promote the health, safety and general welfare of Town residents and visitors.

A. Other goals of the RTC District include:

(1) Ensure a high-quality and coordinated design for retail, residential, and other developments, while incorporating green space and pedestrian-friendly design;

(2) Promote development flexibility that will be enhanced by coordinated area site planning and mixing of compatible uses;

(3) Ensure design and development on a human scale that allows for multiple modes of transportation;

(4) Preserve, improve and protect the quality of life and the natural environment; and

(5) Encourage the efficient use of public services, facilities and tax dollars.

§ 360-81. Subdistricts.

The RTC District is divided into the following subdistricts:

A. Commercial "A".

B. Mixed Town Center.

C. Senior Living.

D. Mixed Multifamily.

E. Mixed Commercial/Light Industrial.

§ 360-81.1. Commercial "A" Subdistrict. [Amended 9-16-2021 by Ord. No. 21-16; 1-16-2025 by Ord. No. 25-03]

A. General characteristics. Development sites in the Commercial "A" Subdistrict shall have the

1. **Editor's Note: This ordinance superseded former Art. XVII, BP Alpine Village Business Park.**

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following general characteristics:

(1) A diverse blend of development where no single use shall dominate.

(2) Restricts areas for building, parking and septic for higher-density development.

(3) Reduced setbacks and encroachments in setbacks for architectural elements such as porches.

(4) Requires more aesthetic measures, including architectural requirements on all building elevations (faces) as required in the Rome Town Center Design Plan.

(5) Additional landscaping requirements.

B. Principal uses for the Commercial "A" Subdistrict. The following table lists all permitted and conditional uses allowed in the Commercial A Subdistrict:

Use	Permitted	Conditional
Boutiques (flower shop, gift store)	x	
Business services (accountants, attorney, financial planners)	x	
Coffee shop, ice cream parlor, bakery, sandwich shop	x	
Day spas	x	
Handcrafted goods sales, home furnishings	x	
Lodging facilities comprised of at least 20 lodging units in any single structure	x	
Miniature golf course	x	
Personal services (dental/physician, pharmacy, hair salon, shoe repair)	x	
Restaurant and brewpub	x	
Retail trade (jeweler, clothing store, sporting goods)	x	
Art gallery and museum		x
ATV/UTV and snowmobile sales and rentals		x
Bank and credit union		x
Beverage store		x
Bicycle, kayak, canoe, SUP sales and rentals		x
Brewery		x
Building construction contractors		x

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Use	Permitted	Conditional
Civic use		x
Convenience stores		x
Hardware store		x
Grocery stores		x
Tavern and tap house		x
Theater		x
Other uses deemed substantially the same as those listed herein		x

C. Dimensional, area, and other requirements:

(1) Lot requirements:

(a) Frontage: minimum 70 feet.

(b) Area: minimum 10,000 square feet.

(c) Depth/width: maximum 4:1.

(2) Roadway setback (from the furthest building projection):

(a) Internal Town Center road (whichever is greater):

[1] From center of roadway: minimum 43 feet.

[2] From lot line (no sidewalk): minimum 10 feet.

[3] From building edge of sidewalk: minimum five feet.

(b) Other Town road (whichever is greater):

[1] From center of roadway: minimum 63 feet.

[2] From lot line: minimum 30 feet.

(3) Building setback (from the furthest building projection):

(a) Side: minimum 10 feet.

(b) Rear: minimum 10 feet.

(c) Between buildings; minimum 20 feet.

(4) Other requirements:

(a) Building height: maximum 35 feet. Architectural appurtenances such as cupolas, finials and other ornaments shall not be included in building height calculations.

(b) Accessory building height: maximum 24 feet. Architectural appurtenances such as

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cupolas, finials and other ornaments shall not be included in building height calculations.

(c) No more than 65% of any parcel shall be covered by any impervious surface.

(d) Accessory buildings shall comply with the architectural standards and shall not be constructed before the principal structure is present.

(e) All septic fields shall be located in rear or side yards.

(f) On-site parking shall be as set forth in § 360-81.6C and included on the site plan.

(g) Loading docks and doors larger than 100 square feet are permitted at the rear of the building and must be screened from view from any street. Such doors shall be included on the site plan submitted.

(h) No outdoor storage of goods or materials, unless otherwise approved by the Plan Commission. Outdoor storage of waste containers must be screened. Merchandise may be displayed outdoors adjacent to a business during business hours.

(i) Landscape plans for the Commercial A Subdistrict shall be subject to the following standards, unless otherwise approved by the Plan Commission on the conceptual landscape plan.

[1] Street and side yard plants may be planted anywhere within the yard area and per the following standards: street yard: horizontal mass or one small tree or two large shrubs per 10 feet of frontage; side yard: one small tree each side.

[2] Parking lot area landscaping shall be located within 15 feet of the periphery of the lot or within a planting island, spaced at a rate of one large tree per four parking spaces with a minimum of one tree per lot.

(j) Signage in the Commercial A Subdistrict shall be limited to the following sign types:

[1] Street yard area: wall, hanging and ground signs shall be allowed.

[2] Other yard areas: only wall signs shall be allowed.

(k) Developments shall incorporate the design standards identified in the Rome Town Center Design Plan.

(5) Architectural standards:

(a) Exterior finish materials: Materials shall be constructed of durable, permanent architectural commercial quality materials. At least 50% of all street and entry area elevations (including roof trim and eaves) shall incorporate one or more of the following materials into their design: rough wood or log siding, brick, stone, architectural block or textured concrete materials. Exposed plain-faced concrete block or plain-faced structural concrete panels are not permitted on any elevation. Metal siding shall be allowed as an acceptable quality material for all elevations except the 50% approved street and entry area materials as required above. Roof

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materials shall be architectural asphalt/fiberglass shingles, artificial slate or colored standing-seam metal or other material as approved by the Plan Commission.

(b) Building massing: Structures must avoid a monolithic, "big box," appearance. Roofs may be pitched or flat. If pitched, they shall be minimum 6/12 roof pitch and shall be gable end, hip, or gambrel type or a combination of these. Massing shall be further diminished by breaking up building sections with such elements as variable planes, projections, bays, dormers, setbacks, or changes in the roofline.

(c) Building elevations: At least 25% of all elevations other than street and entry elevations shall include one of the building materials approved for street and entry elevations. All elevations shall be designed in a consistent and coherent architectural manner.

(d) Building color: Colors shall be primarily (approximately 80%) earth-toned in appearance with accents (approximately 20%) of a contrasting color. Percentage shall include building wall and roof finish materials. Complementary colors, textures and materials are encouraged. No white, grey or primary colors shall be used as the overall color of the building. Building colors and accents shall be submitted as part of the site plan application.

(e) Porches: Porches shall be incorporated into the entry area elevations of the building and any additional public entrances. Porches shall extend a minimum of 60% of the width of the front elevation and shall be a minimum of six feet in depth. Recessing an entry to meet up to 50% of the depth requirement is permitted. Porch roofs may be pitched or flat. If pitched, porch roofs shall be pitched at a minimum four-inch rise for every 12 inches of run (4:12 slope) and shall be either shed-type or hip-type, with posts at regular intervals incorporated into each design. Finish materials shall correspond to the primary finish materials used and may be included in the minimum required percentages. Porches are intended to be open to allow for interaction with the street or public area. Screens and glazing are not permitted.

(f) HVAC units and miscellaneous equipment: Rooftop and ground-mounted mechanical and electrical units and other miscellaneous equipment shall either be integrated into the design of the building and/or screened from view.

(g) Projections and architectural details: All projections and details such as louvers, exposed flashing, flues, vents, gutters, downspouts, flower boxes and planters are to be recognized as architectural features and shall be treated to match the color of the adjacent surface or a complementary color used elsewhere on the building and shall be noted on the site plan.

§ 360-81.2. Mixed Town Center Subdistrict. [Amended 6-18-2020 by Ord. No. 20-14; 9-16-2021 by Ord. No. 21-16; 1-16-2025 by Ord. No. 25-03]

A. General characteristics. Development sites in the Mixed Town Center Subdistrict shall have the following general characteristics:

(1) A diverse blend of mixed-use development between nonresidential and residential land

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uses, with no single use dominating.

(2) Pedestrian-oriented designs with wide sidewalks between buildings and streets, with multi-use pathways connecting the Mixed Town Center Subdistrict to the remainder of Rome Town Center.

(3) Reduced setbacks allowing for increased proximity between buildings and sidewalks.

(4) Smaller residential designs compatible with the character of Rome Town Center and the housing needs of the greater community.

(5) Residential units and/or lodging facilities shall comprise no more than 40% of the built environment, excepting those mixed-use units sharing a structure with a different land use category.

B. Principal uses for the Mixed Town Center Subdistrict. The following table lists all permitted and conditional uses allowed in the Mixed Town Center Subdistrict:

Use	Permitted	Conditional
Age-restricted rental units (part of a complex totaling no more than 20 units in any given residential development)	x	
Age-restricted owner-occupied units, including single-family dwellings and townhouses or condominiums (part of a complex totaling no more than 20 units in any given residential development)	x	
Boutiques (flower shop, gift store)	x	
Business service (accountants, attorney, financial planners)	x	
Coffee shop, ice cream parlor, bakery, sandwich shop	x	
Day spas	x	
Handcrafted goods sales, home furnishings	x	
Lodging facilities	x	
Miniature golf course	x	
Owner-occupied multifamily units (condominiums, townhouses) in complexes comprised of no more than 12 units in any given development)	x	
Personal services (dental/physician, pharmacy, hair salon, shoe repair)	x	
Rental units (duplexes, triplexes, and quadplexes)	x	

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Use	Permitted	Conditional
Restaurant and brewpub	x	
Retail trade (jeweler, clothing store, sporting goods)	x	
Art gallery and museum		x
Assisted living facilities entailing apartment style housing, organized social interaction and private duty support services, designed for individuals requiring assistance with everyday activities		x
ATV/UTV and snowmobile sales and rentals		x
Bank and credit union		x
Beverage store		x
Bicycle, kayak, canoe, SUP sales and rentals		x
Brewery		x
Building construction contractors		x
Civic use		x
Convenience stores		x
Continuing-care retirement communities comprised of independent-living apartments or single-family dwellings offering the social, recreational and cultural activities of other retirement communities while also providing assisted-living and nursing-level care via external healthcare providers.		x
Hardware store		x
Grocery stores		x
Shared housing where two or more qualifying seniors live together in a single-family dwelling		x
Tavern and tap house		x
Other uses deemed substantially the same as those listed herein		x

C. Dimensional, area, and other requirements:

(1) Lot requirements:

(a) Frontage: minimum 70 feet.

(b) Area: minimum 10,000 square feet.

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(c) Depth/width: maximum 4:1.

(2) Roadway setback (from the furthest building projection):

(a) Internal Town Center road (whichever is greater):

[1] From center of roadway: minimum 43 feet.

[2] From lot line (no sidewalk): minimum 10 feet.

[3] From building edge of sidewalk: minimum five feet.

(b) Other Town road (whichever is greater):

[1] From center of roadway: minimum 63 feet.

[2] From lot line: minimum 30 feet.

(3) Building setback (from the furthest building projection):

(a) Side: minimum 10 feet.

(b) Rear: minimum 10 feet.

(c) Between building: minimum 20 feet.

(4) Other requirements:

(a) Building height: maximum 35 feet.

(b) Accessory building height: maximum 24 feet.

Architectural appurtenances such as cupolas, finials and other ornaments shall not be included in building height calculations.

(c) No more than 65% of any parcel shall be covered by any impervious surface.

(d) Accessory buildings shall comply with the architectural standards and shall not be constructed before the principal structure is present.

(e) All septic fields shall be located in rear or side yards.

(f) On-site parking shall be as set forth in § 360-81.6C and included on the site plan.

(g) Loading docks and doors larger than 100 square feet are permitted at the rear of the building and must be screened from view from any street. Such doors shall be included on the site plan submitted.

(h) No outdoor storage of goods or materials, unless otherwise approved by the Plan Commission. Outdoor storage of waste containers must be screened. Merchandise may be displayed outdoors adjacent to a business during business hours.

(i) Landscape plans for the Mixed Town Center Subdistrict shall be subject to the following standards, unless otherwise approved by the Plan Commission on the

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conceptual landscape plan.

[1] Street and side yard plants may be planted anywhere within the yard area and per the following standards: street yard: horizontal mass or one small tree or two large shrubs per 10 feet of frontage; side yard: one small tree each side.

[2] Parking lot area landscaping shall be located within 15 feet of the periphery of the lot or within a planting island, spaced at a rate of one large tree per four parking spaces with a minimum of one tree per lot.

(j) Signage in the Mixed Town Center Subdistrict shall be limited to the following sign types:

[1] Street yard area: wall, hanging and ground signs shall be allowed.

[2] Other yard areas: only wall signs shall be allowed.

(k) Developments shall incorporate the design standards identified in the Rome Town Center Design Plan.

(5) Architectural standards:

(a) Exterior finish materials: Materials shall be constructed of durable, permanent architectural commercial quality materials. At least 50% of all street and entry area elevations (including roof trim and eaves) shall incorporate one or more of the following materials into their design: rough wood or log siding, brick, stone, architectural block or textured concrete materials. Exposed plain-faced concrete block or plain-faced structural concrete panels are not permitted on any elevation. Metal siding shall be allowed as an acceptable quality material for all elevations except the 50% approved street and entry area materials as required above. Roof materials shall be architectural asphalt/fiberglass shingles, artificial slate or colored standing-seam metal or other material as approved by the Plan Commission.

(b) Building massing: Structures must avoid a monolithic, "big box," appearance. Roofs may be pitched or flat. If pitched, they shall be minimum 6/12 roof pitch and shall be gable end, hip, or gambrel type or a combination of these. Massing shall be further diminished by breaking up building sections with such elements as variable planes, projections, bays, dormers, setbacks, or changes in the roofline.

(c) Building elevations: At least 25% of all elevations other than street and entry elevations shall include one of the building materials approved for street and entry elevations. All elevations shall be designed in a consistent and coherent architectural manner.

(d) Building color: Colors shall be primarily (approximately 80%) earth-toned in appearance with accents (approximately 20%) of a contrasting color. Percentages shall include building wall and roof finish materials. Complementary colors, textures and materials are encouraged. No white, grey or primary colors used as the overall color of the building. Building colors and accents shall be submitted as part of the site plan application.

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(e) Porches: Porches shall be incorporated into the entry area elevations of the building and any additional public entrances. Porches shall extend a minimum of 60% of the width of the front elevation and shall be a minimum of six feet in depth. Recessing an entry to meet up to 50% of the depth requirement is permitted. Porch roofs may be pitched or flat. If pitched, porch roofs shall be pitched at a minimum four-inch rise for every 12 inches of run (4:12 slope) and shall be either shed-type or hip-type, with posts at regular intervals incorporated into each design. Finish materials shall correspond to the primary finish materials used and may be included in the minimum required percentages. Porches are intended to be open to allow for interaction with the street or public area. Screens and glazing are not permitted.

(f) HVAC units and miscellaneous equipment: Rooftop and ground-mounted mechanical and electrical units and other miscellaneous equipment shall either be integrated into the design of the building and/or screened from view.

(g) Projections and architectural details: All projections and details such as louvers, exposed flashing, flues, vents, gutters, downspouts, flower boxes and planters are to be recognized as architectural features and shall be treated to match the color of the adjacent surface or a complementary color used elsewhere on the building and shall be noted on the site plan.

§ 360-81.3. Senior Living Subdistrict. [Amended 1-16-2025 by Ord. No. 25-03]

A. General characteristics. Development sites in the Senior Living Subdistrict shall have the following general characteristics:

(1) Single- or multi-unit age-restricted housing and assisted-living facilities, where at least one person who is 55 or older must live in at least 80% of the occupied units.

(2) Restricts areas for building, parking and septic.

(3) Housing complexes may total no more than 20 units in any given residential development.

(4) Requires more aesthetic requirements, including architectural requirements on all building elevations.

(5) Landscaping requirements similar to Commercial "A" Subdistrict.

(6) Requires buffering/screening from adjacent subdistricts and properties.

(7) Provides for higher-density housing in the Town with close access to essential services and goods.

B. Principal uses for the Senior Living Subdistrict. The following table lists all permitted and conditional uses allowed in the Senior Living Subdistrict:

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Use	Permitted	Conditional
Age-restricted rental units (part of a complex totaling no more than 20 units in any given residential development)	x	
Age-restricted owner-occupied units, including single-family dwellings and townhouses or condominiums (part of a complex totaling no more than 20 units in any given residential development)	x	
Assisted living facilities entailing apartment-style housing, organized social interaction and private-duty support services, designed for individuals requiring assistance with everyday activities		x
Continuing-care retirement communities comprised of independent-living apartments or single-family dwellings offering the social, recreational and cultural activities of other retirement communities while also providing assisted-living and nursing-level care via external healthcare providers		x
Shared housing where two or more qualifying seniors live together in a single-family dwelling		x
Other uses deemed substantially the same as those listed herein		x

C. Dimensional, area, and other requirements:

(1) Lot requirements:

(a) Frontage: minimum 70 feet.

(b) Area: minimum 10,000 square feet.

(c) Depth/width: maximum 4:1.

(2) Roadway setback:

(a) Internal Town Center road (whichever is greater):

[1] From center of roadway: minimum 43 feet.

[2] From lot line (no sidewalk): minimum 10 feet.

[3] From building edge of sidewalk: minimum five feet.

(b) Other Town road (whichever is greater):

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[1] From center of roadway: minimum 63 feet.

[2] From lot line: minimum 30 feet.

(3) Building setback (from the furthest building projection):

(a) Side: minimum 10 feet.

(b) Rear: minimum 10 feet.

(c) Between buildings: minimum 20 feet.

(4) Other requirements:

(a) Building height: maximum 35 feet.

(b) Accessory building height: maximum 24 feet. Architectural appurtenances such as cupolas, finials and other ornaments shall not be included in building height calculations.

(c) No more than 65% of any parcel shall be covered by any impervious surface.

(d) Accessory buildings shall comply with the architectural standards and shall not be constructed before the principal structure is present.

(e) All septic fields shall be located in rear or side yards.

(f) On-site parking shall be as set forth in § 360-81.6C and included on the site plan.

(g) Loading docks and doors larger than 100 square feet are permitted at the rear of the building and must be screened from view from any street. Such doors shall be included on the site plan submitted.

(h) No outdoor storage of goods or materials, unless otherwise approved by the Plan Commission. Outdoor storage of waste containers must be screened. Merchandise may be displayed outdoors adjacent to a business during business hours..

(i) Landscape plans for the Senior Living Subdistrict shall be subject to the following standards, unless otherwise approved by the Plan Commission on the conceptual landscape plan.

[1] Street and side yard plants may be planted anywhere within the yard area and per the following standards: street yard: horizontal mass or one small tree or two large shrubs per 30 feet of frontage; side yard: one small tree each side.

[2] Parking lot area landscaping shall be located within 15 feet of the periphery of the lot or within a planting island, spaced at a rate of one large tree per 10 parking spaces with a minimum of one tree per lot.

(j) Density shall be six to 10 units per acre.

(k) Signage in the Senior Living Subdistrict shall be limited to the following sign types:

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[1] Street yard area: wall, hanging and ground signs shall be allowed.

[2] Other yard areas: only wall signs shall be allowed.

(l) Developments shall incorporate the design standards identified in the Rome Town Center Design Plan.

(5) Architectural standards:

(a) Exterior finish materials: Materials shall be constructed of durable, permanent architectural commercial quality materials. At least 25% of all elevations exposed to view shall incorporate one or more of the following materials into their design: rough wood or log siding, brick, stone, architectural block or textured concrete materials. Exposed plain-faced concrete block or plain-faced structural concrete panels are not permitted on any elevation. Roof materials shall be architectural asphalt/fiberglass shingles, artificial slate or colored standing-seam metal or other material as approved by the Plan Commission.

(b) Building massing: Structures must avoid a monolithic, "big box," appearance. Roofs may be pitched or flat. If pitched, they shall be minimum 6/12 roof pitch and shall be gable end, hip, or gambrel type or a combination of these. Massing shall be further diminished by breaking up building sections with such elements as variable planes, projections, bays, dormers, setbacks, or changes in the roofline.

(c) Building color: Colors shall be primarily (approximately 80%) earth-toned in appearance with accents (approximately 20%) of a contrasting color. Percentages shall include building wall and roof finish materials. Complementary colors, textures and materials are encouraged. No white, grey or primary colors shall be used as the overall color of the building. Building colors and accents shall be submitted as part of the site plan application.

(d) Porches: Porches, if included, shall be incorporated into the entry area elevations of the building and any additional public entrances. Porches shall extend a minimum of 40% of the width of the front elevation and shall be a minimum of six feet in depth. Recessing an entry is permitted. Porch roofs may be pitched or flat. If pitched, porch roofs shall be pitched at a minimum four-inch rise for every 12 inches of run (4:12 slope) and shall be either shed-type or hip-type, with posts at regular intervals incorporated into each design. Finish materials shall correspond to the primary finish materials used and may be included in the minimum required percentages. Porches are intended to be open to allow for interaction with the street or public area. Screens and glazing are not permitted.

(e) HVAC units and miscellaneous equipment: Rooftop and ground-mounted mechanical and electrical units and other miscellaneous equipment shall either be integrated into the design of the building and/or screened from view.

(f) Projections and architectural details: All projections and details such as louvers, exposed flashing, flues, vents, gutters, downspouts, flower boxes and planters are to be recognized as architectural features and shall be treated to match the color of the adjacent surface or a complementary color used elsewhere on the building and

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shall be noted on the site plan.

§ 360-81.4. Mixed Multifamily Subdistrict. [Amended 1-16-2025 by Ord. No. 25-03]

A. General characteristics. Development sites in the Mixed Multifamily Subdistrict shall have the following general characteristics:

(1) Providing a variety of housing options beyond single-family homes.

(2) Conventional multistory apartment complexes and single-family homes are prohibited.

(3) Smaller residential designs compatible with the character of Rome Town Center and the housing needs of the greater community.

B. Principal uses for the mixed multifamily subdistrict. The following table lists all permitted and conditional uses allowed in the Mixed Multifamily Subdistrict:

Use	Permitted	Conditional
Rental units (duplexes, triplexes, and quadplexes)	x	
Owner-occupied multifamily units (condominiums, townhouses) in complexes comprised of no more than 12 units in any given development)	x	
Other uses deemed substantially the same as those listed herein		x

C. Dimensional, area, and other requirements:

(1) Lot requirements:

(a) Frontage: minimum 70 feet.

(b) Area: minimum 10,000 square feet.

(c) Depth/width: maximum 4:1.

(2) Roadway setback:

(a) Internal Town Center road (whichever is greater):

[1] From center of roadway: minimum 43 feet.

[2] From lot line (no sidewalk): minimum 10 feet.

[3] From building edge of sidewalk: minimum five feet.

(b) Other Town road (whichever is greater):

[1] From center of roadway: minimum 63 feet.

[2] From lot line: minimum 30 feet.

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(3) Building setback (from the furthest building projection):

(a) Side: minimum 10 feet.

(b) Rear: minimum 10 feet.

(c) Between buildings: minimum 20 feet.

(4) Other requirements:

(a) Building height: maximum 35 feet.

(b) Accessory building height: maximum 24 feet. Architectural appurtenances such as cupolas, finials and other ornaments shall not be included in building height calculations.

(c) No more than 65% of any parcel shall be covered by any impervious surface.

(d) Accessory buildings shall comply with the architectural standards and shall not be constructed before the principal structure is present.

(e) All septic fields shall be located in rear or side yards.

(f) On-site parking shall be as set forth in § 360-81.6C and included on the site plan.

(g) Loading docks and doors larger than 100 square feet are permitted at the rear of the building and must be screened from view from any street. Such doors shall be included on the site plan submitted.

(h) No outdoor storage of goods or materials, unless otherwise approved by the Plan Commission. Outdoor storage of waste containers must be screened. Merchandise may be displayed outdoors adjacent to a business during business hours.

(i) Landscape plans for the Mixed Multifamily Subdistrict shall be subject to the following standards, unless otherwise approved by the Plan Commission on the conceptual landscape plan.

[1] Street and side yard plants may be planted anywhere within the yard area and per the following standards: street yard: horizontal mass or one small tree or two large shrubs per 30 feet of frontage; side yard: one small tree each side.

[2] Parking lot area landscaping shall be located within 15 feet of the periphery of the lot or within a planting island, spaced at a rate of one large tree per 10 parking spaces with a minimum of one tree per lot.

(j) Density shall be six to 10 units per acre.

(k) Signage in the Mixed Multifamily Subdistrict shall be limited to the following sign types:

[1] Street yard area: wall, hanging and ground signs shall be allowed.

[2] Other yard areas: only wall signs shall be allowed..

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(l) Developments shall incorporate the design standards identified in the Rome Town Center Design Plan.

(5) Architectural standards:

(a) Exterior finish materials: Materials shall be constructed of durable, permanent architectural commercial quality materials. At least 25% of all elevations exposed to view shall incorporate one or more of the following materials into their design; rough wood or log siding, brick, stone, architectural block or textured concrete materials. Exposed plain-faced concrete block or plain-faced structural concrete panels are not permitted on any elevation. Roof materials shall be architectural asphalt/fiberglass shingles, artificial slate or colored standing-seam metal or other material as approved by the Plan Commission.

(b) Building massing: Structures must avoid a monolithic, "big box," appearance. Roofs may be pitched or flat. If pitched, they shall be minimum 6/12 roof pitch and shall be gable end, hip, or gambrel type or a combination of these. Massing shall be further diminished by breaking up building sections with such elements as variable planes, projections, bays, dormers, setbacks, or changes in the roofline.

(c) Building color: Colors shall be primarily (approximately 80%) earth-toned in appearance with accents (approximately 20%) of a contrasting color. Percentage shall include building wall and roof finish materials. Complementary colors, textures and materials are encouraged. No white, grey or primary colors shall be used as the overall color of the building. Building colors and accents shall be submitted as part of the site plan application.

(d) Porches: Porches, if included, shall be incorporated into the entry area elevations of the building and any additional public entrances. Porches shall extend a minimum of 40% of the width of the front elevation and shall be a minimum of six feet in depth. Recessing an entry is permitted. Porch roofs may be pitched or flat. If pitched, porch roofs shall be pitched at a minimum four-inch rise for every 12 inches of run (4:12 slope) and shall be either shed-type or hip-type, with posts at regular intervals incorporated into each design. Finish materials shall correspond to the primary finish materials used and may be included in the minimum required percentages. Porches are intended to be open to allow for interaction with the street or public area. Screens and glazing are not permitted.

(e) HVAC units and miscellaneous equipment: Rooftop and ground-mounted mechanical and electrical units and other miscellaneous equipment shall either be integrated into the design of the building and/or screened from view.

(f) Projections and architectural details: All projections and details such as louvers, exposed flashing, flues, vents, gutters, downspouts, flower boxes and planters are to be recognized as architectural features and shall be treated to match the color of the adjacent surface or a complementary color used elsewhere on the building and shall be noted on the site plan.

§ 360-81.5. Mixed Commercial/Light Industrial Subdistrict. [Amended 1-16-2025 by Ord.

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No. 25-03]

A. General characteristics. Development sites in the Mixed Commercial/Light Industrial Subdistrict shall have the following general characteristics:

(1) Accommodates businesses that create minimal off-site impacts and are compatible with nearby residential and retail areas.

(2) Requires less aesthetic architectural requirements than the Commercial "A" Subdistrict. Architectural detail is primarily required only on street front.

(3) Outdoor storage is restricted.

(4) Requires landscaping on street frontage and restricts signage use.

(5) Requires buffering/screening from adjacent subdistricts and properties.

(6) Allows for retailing with attached warehousing/industrial component.

B. Principal uses for the Mixed Commercial/Light Industrial Subdistrict. The following table lists all permitted and conditional uses allowed in the Mixed Commercial/Light Industrial Subdistrict:

Use	Permitted	Conditional
Building construction and supply contractors	x	
Business, professional or public services	x	
Call centers	x	
General merchandise stores	x	
Greenhouses and nurseries	x	
Pet supplies retail	x	
Wholesale product sales with retail operations	x	
ATV/UTV and snowmobile sales and service		x
Automotive sales/service/repair shops (not including storage of junk or wrecked vehicles, unlicensed automobiles or parts)		x
Building materials and product sales		x
Car wash		x
Civic uses		x
Experimental, testing, and research laboratories not involving keeping of animals or use of animal products or any significant degree of danger or undesirable operational characteristics		x
Food processing/distribution of food products		x

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Use	Permitted	Conditional
General warehousing, not to include open storage		x
Home improvement products and services		x
Light industrial distribution		x
Lumber yards (no processing, retail only)		x
Manufacturing assembly, fabrication and processing plants of a limited scope and not involving any substantial degree of heavy trucking or other operational characteristics which would adversely affect surrounding uses or be incompatible with the surrounding environmental character.		x
Marine sales and service		x
Printing and publishing houses and related activities		x
Product manufacturing and sales		x
Public utility offices and installations		x
Toolmaking, cabinetry and repair shops		x
Wholesale trade		x
Woodworking production and sales		x
Other uses deemed substantially the same as those listed herein		x

C. Dimensional, area, and other requirements:

(1) Lot requirements:

(a) Frontage: minimum 70 feet.

(b) Area: minimum 10,000 square feet.

(c) Depth/width: maximum 4:1.

(2) Roadway setback:

(a) Internal Town Center road (whichever is greater):

[1] From center of roadway: minimum 43 feet.

[2] From lot line (no sidewalk): minimum 10 feet.

[3] From building edge of sidewalk: minimum five feet.

(b) Other Town road (whichever is greater):

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[1] From center of roadway: minimum 63 feet.

[2] From lot line: minimum 30 feet.

(3) Building setback (from the furthest building projection):

(a) Side: minimum 10 feet.

(b) Rear: minimum 10 feet.

(c) Between buildings: minimum 20 feet.

(4) Other requirements:

(a) Building height: maximum 35 feet.

(b) Accessory building height: maximum 24 feet. Architectural appurtenances such as cupolas, finials and other ornaments shall not be included in building height calculations.

(c) No more than 65% of any parcel shall be covered by any impervious surface.

(d) Accessory buildings shall comply with the architectural standards and shall not be constructed before the principal structure is present.

(e) All septic fields shall be located in rear or side yards.

(f) On-site parking shall be as set forth in § 360-81.6C and included on the site plan.

(g) Loading docks and doors larger than 100 square feet are permitted at the rear of the building and must be screened from view from any street. Such doors shall be included on the site plan submitted.

(h) No outdoor storage of goods or materials, unless otherwise approved by the Plan Commission. Outdoor storage of waste containers must be screened. Merchandise may be displayed outdoors adjacent to a business during business hours.

(i) Landscape plans for the Mixed Commercial/Light Industrial Subdistrict shall be per the following standards unless otherwise approved by the Plan Commission on the conceptual landscape plan.

[1] Street and side yard plants may be planted anywhere within the yard area and per the following standards: street yard: one large or small tree or two large shrubs per 10 feet of frontage; side yard: one small tree each side or two large shrubs each side.

[2] Parking lot area landscaping shall be located within 15 feet of the periphery of the lot or within a planting island, spaced at a rate of one large tree per 10 parking spaces with a minimum of one tree per lot.

(j) Signage in the Mixed Commercial/Light Industrial Subdistrict shall be limited to the following sign types:

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[1] Street yard area: wall, hanging and ground signs shall be allowed.

[2] Other yard areas: only wall signs shall be allowed.

(k) Developments shall incorporate the design standards identified in the Rome Town Center Design Plan.

(5) Architectural standards:

(a) Exterior finish materials: Materials shall be constructed of durable, permanent architectural commercial quality materials. At least 50% of the street front elevations shall incorporate one or more of the following materials into their design: rough wood or log siding, brick, stone, architectural block or textured concrete materials. Exposed plain-faced concrete block or plain-faced structural concrete panels are not permitted on the front elevation. Roof materials shall be architectural asphalt/fiberglass shingles, artificial slate or colored standing-seam metal built-up asphalt, rubber membrane roofing or other material as approved by the Plan Commission.

(b) Building massing: Primary roofs may be flat (minimum pitch of 2%) but pitched roofs are encouraged, breaking up building sections with such elements as variable planes, projections, bays, dormers, setbacks, or changes in the roofline.

(c) Building elevations: All elevations shall be designed in a consistent and coherent manner.

(d) Building color: Colors shall be earth-toned in appearance. Complementary colors, textures and materials are encouraged. No white, grey or primary colors shall be used as the overall color of the building. Building colors and accents shall be submitted as part of the site plan application.

(e) Porches: Porches, if included, shall be incorporated into the entry area elevations of the building and any additional public entrances. Porches shall extend a minimum of 40% of the width of the front elevation and shall be a minimum of six feet in depth. Recessing an entry is permitted. Porch roofs may be pitched or flat. If pitched, porch roofs shall be pitched at a minimum four-inch rise for every 12 inches of run (4:12 slope) and shall be either shed-type or hip-type, with posts at regular intervals incorporated into each design. Finish materials shall correspond to the primary finish materials used and may be included in the minimum required percentages. Porches are intended to be open to allow for interaction with the street or public area. Screens and glazing are not permitted.

(f) HVAC units and miscellaneous equipment: Rooftop and ground-mounted mechanical and electrical units and other miscellaneous equipment shall either be integrated into the design of the building and/or screened from view.

(g) Projections and architectural details: All projections and details such as louvers, exposed flashing flues, vents, gutters, downspouts, flower boxes and planters are to be recognized as architectural features and shall be treated to match the color of the adjacent surface or a complementary color used elsewhere on the building and

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shall be noted on the site plan.

§ 360-81.6. General requirements for all Rome Town Center Subdistricts.

A. Landscaping.

(1) Generally. Landscape standards should provide for an installation which incorporates regionally native plants and trees which complement an overall common, public landscape design and is consistent with the guidelines in the Rome Town Center Design Plan.

(2) Buffering. Landscape buffering between subdistricts shall be in a manner which creates a visual screen between subdistricts, where determined necessary, while preserving a woodland character and overall common public landscape design for Rome Town Center as a whole. Buffering shall have the following standards:

(a) Allowing limited visibility opening of 15 feet.

(b) Where required, buffers shall be continuous, with complementary small trees or large shrubs. Buffers may also be accomplished with fencing, plants, or a combination of these, where small trees or large shrubs are not already present, if permitted by the Plan Commission.

(c) Where a buffer is required between subdistricts, a buffer shall be a minimum of 10 feet wide per lot.

(d) Where trees are used for buffering, trees must be a minimum of four feet tall at the time of planting. Buffer trees species shall be of native species.

(3) Screening. Screening of mechanical equipment, trash dumpsters, loading areas, or outside storage areas shall be accomplished in a manner which visually screens them from public streets and surrounding developed properties. Screening shall have the following standards:

(a) The height of a screen shall equal or exceed the height of the item to be screened, to a maximum height of 10 feet.

(b) Screening may be accomplished with fencing, berming, plants or a combination of these. Screening shall be continuous, with the planting of buffer trees and with complementary small trees or large shrubs, if needed.

(c) Where fencing is used for screening, fencing must include wood, simulated wood or masonry walls. Steel or wrought iron may also be used in fencing but may not make up over 50% of the material used. Chain-link type fencing may only be used if privacy slats are included.

(4) Location and design. Areas of landscaping shall be located to provide resource protection, transitions between adjacent sites, and a visual transition between public streets or parking lots and buildings.

(a) All unimproved areas of every developed lot in the Rome Town Center shall be

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maintained. Any unimproved area disturbed by construction shall be fine graded to provide adequate drainage, covered with four inches of nutrient-rich, friable, humus-like topsoil and seeded or sodded to be maintained as a lawn.

(5) Installation. Unless otherwise referenced in a developer's agreement, all landscaping shall be completed within 90 calendar days of issuance of a certificate of occupancy or similar document allowing occupation and use of the property. If occupancy occurs after October 15 of any given year, the developer of the site may complete the landscaping within 90 calendar days of April 1 of the following year, provided best management practices are utilized and maintained to control soil erosion until the ground cover (lawn) becomes established.

(6) Maintenance. All lawns, trees, shrubs and other ground cover shall be kept in good appearance at all times. If grass is not cut, or trees or shrubs not properly pruned and maintained, the Town may serve notice of violation. Prosecution and remediation of violations shall be as provided in § 360-81.8.

B. Outdoor lighting.

(1) Illumination. All outdoor lighting shall be provided by cut-off type fixtures which shall keep off-site overspill and night sky illumination to a minimum. Maximum illumination, as measured horizontally at the lot line at chest height shall not exceed 1.0 footcandle.

(2) Location. Lighting fixture location shall emphasize intersections and pedestrian access routes while providing uniform illumination of pedestrian access routes. The scale of fixtures shall be lowered in pedestrian and biking areas to emphasize sidewalk-type surfaces. Outdoor lighting shall be mounted and located so as to be consistent with illumination requirements of this subsection.

(3) Design. All lighting designs shall be reviewed and approved by the Plan Commission to ensure consistency with illumination and location standards of this subsection, and the guidelines in the Rome Town Center Design Plan.

C. Parking.

(1) Parking location. All parking, including employee and visitor parking, shall be provided on-site as set forth in the following schedule, unless otherwise approved by the Plan Commission:

Use	Minimum Parking Requirements
Motels, hotels, or resorts	One space for each guest room, plus one space for each three employees
Rooming and boarding houses, fraternity and sorority houses, dormitories, rectories	One space for each bed plus one for each employee
Retirement homes	One and one-half spaces per dwelling unit

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Use	Minimum Parking Requirements
Nursing homes	One space for each three beds plus one space for each three employees plus one space for each staff physician
Medical and dental clinics, day spas	One space for each 100 square feet of waiting room area
Churches, theaters, auditoriums, community centers, vocational and night schools, and other public assembly	One space for each three seats
Restaurants, bars and similar places of entertainment	One space for every six seats
Manufacturing and processing plants (including meat and food processing), laboratories and warehouses	One space for each 500 square feet of primary floor area, plus one space for each two employees
Funeral homes	Twenty spaces for each viewing room
Bowling alleys	Five spaces for each alley
Lodges and clubs	One space for each five members
Automobile repair and service garages, car washes	One space for each regular employee plus one space for 250 square feet of floor area used for repair work/washing
Motor vehicle sales (new and used)	One space for each 500 square feet of outdoor display area on which motor vehicles are to be displayed (this requirement does not include service garages, see above)
Gasoline filling stations	Three spaces for each grease rack or similar facility plus one space for each attendant
Repair shops, retail and service stores	Two spaces for each 800 square feet of sales floor area
Golf courses	Two spaces per hole
Barber and beauty shops	Two spaces plus one-half space per chair
Offices and call centers	One space for each 300 square feet of primary floor area
Art gallery, museum and other civic uses	Two spaces for each 800 square feet of floor area
Bank/credit union	One space for each 300 square feet of floor area

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Use	Minimum Parking Requirements
Uses not listed	The provisions for a similar use shall apply
Combinations of any of the above uses	The sum of the number of stalls required for each individual use shall be provided

All on-site parking shall be located at least 10 feet from any parcel line, unless otherwise approved by the Plan Commission. Required off-street parking shall be on the same lot as the use it serves or on a lot located not more than 100 feet distant.

(2) Parking space access and design. Each parking space shall be not less than nine feet wide and 20 feet in length, exclusive of the space required for driveways. Adequate access to a public street shall be provided for each parking space.

(3) Parking surface. All parking areas and driveways shall be hard-surface paved, dust free, and properly marked. When curbs are desired, they shall be concrete.

D. General property maintenance. All real property within the boundaries of the RTC District, whether occupied or unoccupied, and any buildings or other improvements placed thereon, shall at all times be maintained in such a manner as to prevent becoming unsightly by reason of accumulation of rubbish, or debris thereon, or unsightly condition of the improvements thereon. No building or improvement in the District shall be permitted by its owner to fall into disrepair, and such building and improvements shall at all times be kept in good condition and repair and adequately painted or otherwise finished. If, in the opinion of the Town, proper maintenance is not being undertaken, the Town may serve notice of violation. Prosecution and remediation of violations shall be as provided in § 360-81.8.

E. Signage. Unless otherwise provided for in a subdistrict, general signage restrictions shall be as set forth in § 360-126B.

§ 360-81.7. Project review and approval.

The following describes the application and review process for development projects in the RTC:

A. Pre-application conference. The pre-application conference is designed to allow an applicant to present a concept plan to the Town Zoning Administrator for a discussion of suggestions and concerns. Applicants are required to have a pre-application conference prior to submission of an offer to purchase.

B. Application. Following the acceptance of an offer to purchase and development agreement, a developer shall submit to the Zoning Administrator eight copies of a completed site plan and plan of operation along with the application fee. A complete application shall be comprised of all the following for proper review:

(1) General information. The name and address of the owner or developer, the North point, date and scale of drawing, at a scale not less than one inch for each 100 feet.

(2) Intended use of the property, which shall be consistent with the principal use section in

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the applicable subdistrict.

(3) All property boundaries with dimensions.

(4) All setbacks.

(5) Locations of any existing buildings, proposed buildings, or additions.

(6) Samples of proposed exterior finish colors.

(7) Depiction/description of compliance with all requirements set forth in the design and architectural standards in this article and the Rome Town Center Design Plan.

(8) Proposed floor elevation in relation to existing grade and street grade.

(9) Location and names of center line of adjoining streets, proposed driveways, and parking.

(10) Existing and proposed contours/grading.

(11) Locations and descriptions of easements.

(12) Utility plans: size and location of sewer and water main connection from curb to building. Show proposed metering points and arrangement.

(13) Locations and type of proposed lighting (lighting plan with lighting specifications).

(14) Design of ingress and egress.

(15) Locations and type of proposed signs and/or existing signs.

(16) Locations and type of refuse enclosure.

(17) Completion of drainage plan specification form.

(18) Drainage plan with drainage calculations (including total impervious area) as required by this article and county requirements.

(19) NR 216 post-construction stormwater management plans (SWMP).

(20) Best management practices, structures and areas with elevations and slope ratios.

(21) High water line elevation of any adjoining stream or lake; floodways/floodplains and water elements.

(22) A conceptual landscape plan, which includes the anticipated location/use of the following: landscaping and fencing, yards and setback area, use of landscaping and/or wall or fencing for screening purposes, and use of and/or removal of existing trees.

(23) Any other plans and information deemed necessary by the Zoning Administrator or the Plan Commission to ensure that the requirements of this chapter are or will be fulfilled. This may include executing a contract by which the developer agrees to reimburse the Town for its reasonable costs incurred in considering Subsection B(8), (10), (12), (14), and (18) through (21) herein, together with any other issues identified by the Plan

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Commission or Town Board for compliance with federal, state and local regulations.

C. Review process.

(1) Review and recommendation by Plan Commission. Within 40 days after submission of a completed application, the Plan Commission shall meet to review the application and make a recommendation to the Town Board. The applicant or developer must be available to present and explain how the project meets the conditions set forth in this article and the Rome Town Center Design Plan. The Plan Commission may recommend approval, approval with conditions, or denial of the project proposal. If the Plan Commission fails to make a recommendation on an application within 40 days after a complete application submittal, the application shall be forwarded to the Town Board without a recommendation.

(a) At the time of recommendation of a site plan and plan of operation to the Town Board, the applicant shall, at the discretion of the Plan Commission, file a bond, certificate of deposit, irrevocable letter or credit or certified check with the Town Clerk/Treasurer in an amount equal to the estimated cost of the required improvements as determined by the Plan Commission. Such security shall be in a form deemed acceptable by the Town Attorney and shall guarantee that all required improvements will be completed according to Town specifications by the applicant or its contractors not later than 24 months from the date the building permit is issued.

(2) Review and action by Town Board. Upon recommendation by the Plan Commission, or its failure to make a recommendation within 40 days, the Town Board will review the application and any recommendation received from the Plan Commission. The Town Board shall consider the application within 45 days of the Plan Commission's recommendation or the expiration of 40 days after submission of a completed application to the Plan Commission, if the Plan Commission fails to make a recommendation.

D. Amending a site plan. After the approval of a site plan and plan of operation pursuant to this section, a developer may apply for approval of an amendment to the site plan and plan of operation under the following process:

(1) An application must be submitted including a statement of the proposed amendment(s) and a site plan depicting the proposed amendment(s), along with payment of an application fee.

(2) The Plan Commission shall review an application for amending a site plan and solicit a recommendation from the Zoning Administrator. The Plan Commission may recommend approval, approval with conditions, or denial of the application.

(3) Upon recommendation by the Plan Commission, the Town Board will review the application and any recommendation received from the Plan Commission. The Town Board is vested with the final authority to approve amendments to a site plan and plan of operation.

E. Final landscape plan. A final landscape plan shall be submitted after substantial completion

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of the building to the Zoning Administrator for review and consideration by the Town Board. The final landscape plan shall meet the requirements set forth in this article.

§ 360-81.8. Violations.

The Town Zoning Administrator shall receive and investigate any suspected violations for properties located in the RTC District.

A. Upon report of a suspected violation, the Zoning Administrator shall conduct a site visit for the purpose of determining whether a violation has, in fact, occurred. If a violation exists, the Zoning Administrator shall meet in person with the property owner to discuss the violation and establish a timetable for remedying it. The initial discussion with the owner shall be followed by a letter from the Zoning Administrator confirming the discussion, the nature of the violation and a timetable to remedy.

B. If the problem is substantially resolved within the timetable established, the Zoning Administrator shall contact the owner regarding any remaining issues that need to be addressed in order to bring the property into total compliance. That contact shall be followed up with a confirmation letter.

C. If a problem has not been substantially resolved within the established timetable, the Zoning Administrator shall refer the matter to the Town Attorney for review and recommendation. The referral shall include an identification of the violation(s) of this article, the developer's agreement, or other agreements, as well as any nuisance issues to be addressed. Prosecution and remediation of violations shall be as provided in § 360-30.

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New Business Information

Interested in a purchasing a property in Rome Town Center?

The Town of Rome is committed to supporting entrepreneurs and encouraging successful business development. Proper planning helps ensure success for both the business owner and the municipality. If you need assistance completing any of the items outlined below, please contact the Town Administrator to be connected with free or low-cost entrepreneurship resources.

Purchase documents can be submitted to:
Robbie Schaub-Ruemler, Interim Town Administrator
ruemler@romewi.gov

Complete offers are reviewed by the Community Development Authority (CDA) at the next available meeting. The CDA meets on the first Thursday of each month at 3:00 p.m.

Applicants are encouraged to schedule a meeting with Emily Arndt, Zoning Administrator, prior to CDA review to discuss zoning requirements and development expectations.

Offer to Purchase Requirements

Please submit an Offer to Purchase letter to the Town Administrator that includes the following:

a. Desired location, acreage, and proposed purchase price for the land.
b. Description of the proposed business.
c. Business plan outlining market analysis, projected sales/income forecasts, and potential funding partners.
d. Detailed site plan of the entire property, including the proposed layout of the business, ingress and egress for customers and employees, parking, and general building design.

New Business Requirements

1. **Initial Zoning Review**
    a. All new businesses in the Town of Rome need to meet with the Zoning Administrator to discuss zoning requirements, necessary permits, and required documents.
2. **Existing Commercial Buildings**
    a. Similar Business Operations
        i. If the new owner intends to operate the business substantially similar to the existing business, a new Site Plan/Plan of Operation is not required.
    b. Changes to Business Operations
        i. If the new owner intends to operate the business different from the existing business, a new Site Plan/Plan of Operation is required.
3. **Plan Commission Requirements**
    Applicants are required to submit the following:
    - Site Plan/Plan of Operation application
    - Conditional use permit (if applicable)
    - Formal site plan of entire property, plans should be to-scale (include property boundaries, setbacks, and proposed placement of future development)
    - Proposed signage
    - Landscaping plan
    - Building design plans (include exterior colors and finishes; samples required)
    - Refuse enclosure
    - Lighting plans
    - Design of ingress and egress including parking lot/paving plan

Application materials may be submitted to:
Emily Arndt, Zoning Administrator
earndt@romewi.gov

Complete applications are reviewed by Plan Commission at the next available meeting. Plan Commission meets on the second Tuesday of each month at 4:00 p.m.

Print: _____ Signature: _____ Date: _____

The undersigned further acknowledges: (1) I have read the entirety of this document and Town Code related to my zoning district(s); (2) I agree to abide by the regulations; (3) I understand the expectation of documents to be provided for Plan Commission.