



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

AGENDA

ROME TOWN CENTER SUB-COMMITTEE MEETING

WEDNESDAY, AUGUST 5, 2026

3:00 P.M.

**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 June 3, 2026 meeting minutes
7. Discussion and possible action – Comprehensive Plan Sub-Committee Update
8. Discussion and possible action – Master Plan and Rome Town Center Ordinances
9. Discussion and possible action – Parking Lot in Rome Town Center

DATES AND ITEMS FOR FUTURE AGENDA/MEETINGS

10. Next agenda items
11. 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
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MINUTES ROME TOWN CENTER SUB-COMMITTEE MEETING

WEDNESDAY, JUNE 3, 2026

3:00 PM

1. Call to Order

Chairwoman Tiffany Seavecki called the meeting to order at 3:06 p.m.

2. Roll Call

Present: Chairwoman Tiffany Seavecki, William Kappel, Thomas Gabriel, Heather Dalton and Thomas Wright

Absent: Vito Giardino and Michael Donigain

Also present: Zoning Administrator, Emily Arndt and Deputy Clerk/Treasurer, Taylor Owczynsky

3. Certify Posting of Meeting

Taylor Owczynsky certified that on, Monday, June 1, 2026 the agenda for the Rome Town Center Subcommittee meeting for Wednesday, June 3, 2026 was posted at:

<i>Rome Town Hall</i>	<i>3:58 p.m.</i>
<i>Kwik Trip, LLC</i>	<i>4:03 p.m.</i>
<i>Nekoosa Port Edwards State Bank</i>	<i>4:08 p.m.</i>
<i>Emailed to the Wisconsin Rapids Tribune</i>	<i>2:00 p.m.</i>

4. Approve the Agenda

Motion by Gabriel/Dalton to approve the agenda as presented. 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 received.

DISCUSSION AND POSSIBLE ACTION ON THE FOLLOWING ITEMS:

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

Motion by Kappel/Gabriel to approve the May 6, 2026 meeting minutes as presented. Motion carried.

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

Discussion regarding the current members of the new Sub-Committee. Also noted that Supervisor Cyndee Lewis will be becoming a member of the Comprehensive Plan Sub-Committee. Further update to come in the future after the 1st meeting is held.

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

No discussion, and no action taken.

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

Discussion regarding the Rome Town Center Updated Design Plan. Chairwoman Tiffany Seavecki requests the Sub-Committee to review Cardo's/Patrick Brunner's documents along with the updated design plan to see where things can be changed, added or removed.

Discussion regarding ordinances in the Rome Town Center. Zoning Administrator, Emily Arndt explained the requirements and architectural standards of developments in the Rome Town Center. Goals of the Sub-Committee were discussed. Density and building setbacks were changed from 10 to 5 in RTC. Discussion regarding the requirements between residential and commercial.

Discussion held regarding the fact that the Sub-Committee is not creating an entirely new master plan. Instead, the goal is to incorporate the useful ideas from the Cardo plan. The Rome Town Center ordinances are being rewritten so that they are easier to understand and administer. Zoning Administrator, Emily Arndt indicated that nothing is being added, and instead the goal is to remove duplicate language, eliminate repetitive sections and consolidate similar requirements.

No action taken; to bring master plan back on next agenda. Discussion regarding the removal of "(A) General Characteristics" from the ordinance and to rather include in the master plan.

10. Discussion and possible action – Developer checklist for CDA

Discussion regarding the New Business Checklist in the Rome Town Center. This checklist was amended by Zoning Administrator, Emily Arndt. Discussion regarding possibly developing a price per acre in the Rome Town Center. Discussion that this is simply done by the CDA when an individual presents and makes an offer to purchase.

DATES AND ITEMS FOR FUTURE AGENDA/MEETINGS

11. Next agenda items

- *Master Plan and Rome Town Center Ordinances*
- *Comprehensive Plan Sub-Committee Update*

12. Next meeting date and time

Wednesday, July 1, 2026 - 3:00 p.m.

ADJOURNMENT

Motion by Lake/Gabriel to adjourn at 3:57p.m. Motion carried.

Respectfully submitted,

Taylor Owczynsky

Taylor Owczynsky

Deputy Clerk/Treasurer

Rome Town Center

Updated Design Plan

June 2026

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, Rome Town Center Sub-Committee 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

Why Are We Here?

3,094 Full-Time Town of Rome Residents*

34,624 Total acres in the Town of Rome

250 acres in Rome Town Center area

64.2 Median Age of residents

3,183 Housing Units (90% Single Units)

Rome Resident Profiles

Provided by Visit Rome on 2-18-2025

43% Budget Boomers

Empty Nesters near or at retirement age living on savings.

Age 65-74

Income \$35k-50k

1 Person Average Household

30% Rural High Income

Prosperous ruralites enjoying the outdoors and working in white-collar, farm and blue-collar jobs.

Age 45-59

Income \$75k-125k

2 Person Average Household

21% Sunset Boomers

Well-off boomers near or at retirement age living in picturesque locations.

Age 65-74

Income \$150k-200k
2 Person Average Household

Key Takeaways of the 25 year Vision Proposed in 2025

BE PROACTIVE, NOT REACTIVE

Critical to have a clear vision and path forward for future development and community assets. Set vision first which allows the development to follow it.

GROW RESPONSIBLY

Manage growth that is consistent with previous plans, the community's aspirations, and follows principles that support the community's long-term health.

Mixed use, compact, walkable, and respectful to both the existing and future residents of the Town of Rome.

25-YEAR VISION

Requires the cooperation of numerous developers, builders, business owners, Town Boards, and residents that do not yet call the Town of Rome home.

Thinks both big and small.

Honoring Our Community's Vision

Goals of the Rome Town Center Sub-Committee Group, Community Development Authority and the Town Board along with town administration and staff:

- Coordinate a development plan to best serve the Town of Rome year round
- Support the rezoning of the Rome Town Center to make it more desirable to developers, economically viable for businesses, and walkable to residents
- Develop businesses that align to the year-round needs of our community
- Support year-round indoor and outdoor recreational needs of our community
- Address diverse housing to meet year-round needs (senior living, affordability, mixed multifamily)
- Attract and retain a workforce to meet the needs of our current and future businesses

I. Introduction

The AVBP site currently entails approximately 250 acres of property adjoining State Highway (STH) 13 and Alpine Drive. The purpose of the Rome Town Center 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. 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.

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

II. Updating the vision for the Rome Town Center

A Town Center for Rome

The Rome Town Center Business Park Development and Design Manual has been amended a number of times, most recently in 2025-2026. 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 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.

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.

III. The Path Forward

The long-term viability of the Rome Town Center is dependent on the expansion and flexibility of professional and residential uses. A combination of uses including retail, food and entertainment, professional services, 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, 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.

The updated Rome Town Center Design Plan described on the following pages does not represent a replacement for, but an evolution of, the previous design plan and original concept of the Alpine Village Business Park.

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.

IV. 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.

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.

Mixed-use and Multiuse

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.

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.

V. Design Guidelines & Development Standards

In General

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.

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.

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.

Bicycle Facilities

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. Bicycle racks should be interspersed throughout Rome Town Center and located in areas of high visibility to deter theft.

On-Street Parking

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.

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.

Lighting

In addition to vehicle and pedestrian safety and personal security, lighting is another component of an overall strategy to 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.

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.

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.

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.

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.

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.

Acknowledgements

Town Board

Carl Hasdal
Cyndee Lewis
Mark Samelstad
Vito Giardino

Community Development Authority

Tom Behl
Tiffany Seavecki
Mark Salelstad
Heather Dalton
Carl Hasdal
Colleen Asmussen
Mark Lake

RTC Sub-Committee

Tiffany Seavecki
Heather Dalton
Bill Kapal
Vito Giardino
Tom Wright
Tom Gabrial
Mike Donigain

Town Staff

Wendy Newsom – Town Clerk
Emily Arndt– Zoning Administrator
Robbie Schaub-Ruemler - Finance Director/Treasurer/Interim Administrator
Taylor Owczynsky – Deputy Cler/Treasurer
Cody Knoblock - Director of Public Works

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.

Additional special acknowledgement goes to Patrick Brunner with Cardo Design and previous staff, board and committee members who began the updating process and dedicated many hours and time, all of which helped pave the way for current staff, board, and committee members to finalize this finished product.

Review & Approval

Presentation of First Draft Presentation

The first draft of the Rome Town Center Design Plan was presented on ____

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:

X

X

x

Approval by Community Development Authority

The Town of Rome Community Development Authority approved the Rome Town Center Design Plan on ____

Approval by Town Board

The Town of Rome Board of Supervisors approved the Rome Town Center Design Plan on ____

ARTICLE XVII
Rome Town Center District
[Added 4-16-2020 by Ord. No. 20-04¹]

§ 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 Master 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.

§ 360-81. Requirements for Rome Town Center

A. Dimensional, area, and other requirements:

- (1) Lot requirements:
 - (a) Frontage: minimum 70 feet.
- (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 roads (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 5 feet.
 - (b) Rear: minimum 5 feet.
 - (c) Between buildings; minimum 10 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 cupolas, finials and other ornaments shall not be included in building height calculations.

- (c) Accessory buildings shall comply with the architectural standards and shall not be constructed before the principal structure is present.
 - (d) All septic fields shall be located in rear or side yards.
 - (e) On-site parking shall be as set forth in § 360-81.2C and included on the site plan.
 - (f) 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.
 - (g) 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.
 - (h) Landscape plans 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.
 - (i) Signage 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.
 - (j) Developments shall incorporate the design standards identified in the Rome Town Center Master 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. 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) 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.

§ 360-81.1. Requirements for Residential Areas in Rome Town Center

A. Residential development sites shall have the following general characteristics:

- (1) Requires buffering/screening from adjacent commercial properties.
- (2) Provides for higher-density housing in the Town with close access to essential services and goods.
- (3) Providing a variety of housing options beyond single-family homes.
- (4) Conventional multistory apartment complexes and single-family homes are prohibited.
- (5) Smaller residential designs compatible with the character of Rome Town Center and the housing needs of the greater community.
- (6) Accessory buildings shall comply with the architectural standards and shall not be constructed before the principal structure is present.

§ 360-81.2. Landscaping, Lighting, and Parking

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 Master Plan.
- (2) Buffering. Landscape buffering between uses shall be in a manner which creates a visual screen, 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 uses, 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.
- (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

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 § 360-81.4.

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 foot-candle.
- (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

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

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 § 360-81.4.
- E. Signage. Unless otherwise provided for in a subdistrict, general signage restrictions shall be as set forth in § 360-126B.

§ 360-81.3. 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

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

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

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.

§ 360-81.4. 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.