

Recommendations

Recommendations

Overall Redevelopment Concept

The Resource Team's suggestions for South Rome and each of its diverse neighborhoods (*see illustration 1*) are summarized below and on the following pages. But the team also feels that neighborhood residents should be actively involved in planning the future of their particular neighborhoods. Therefore, these suggestions are meant to be taken under consideration and revised as desired by South Rome's neighborhood residents and leaders.

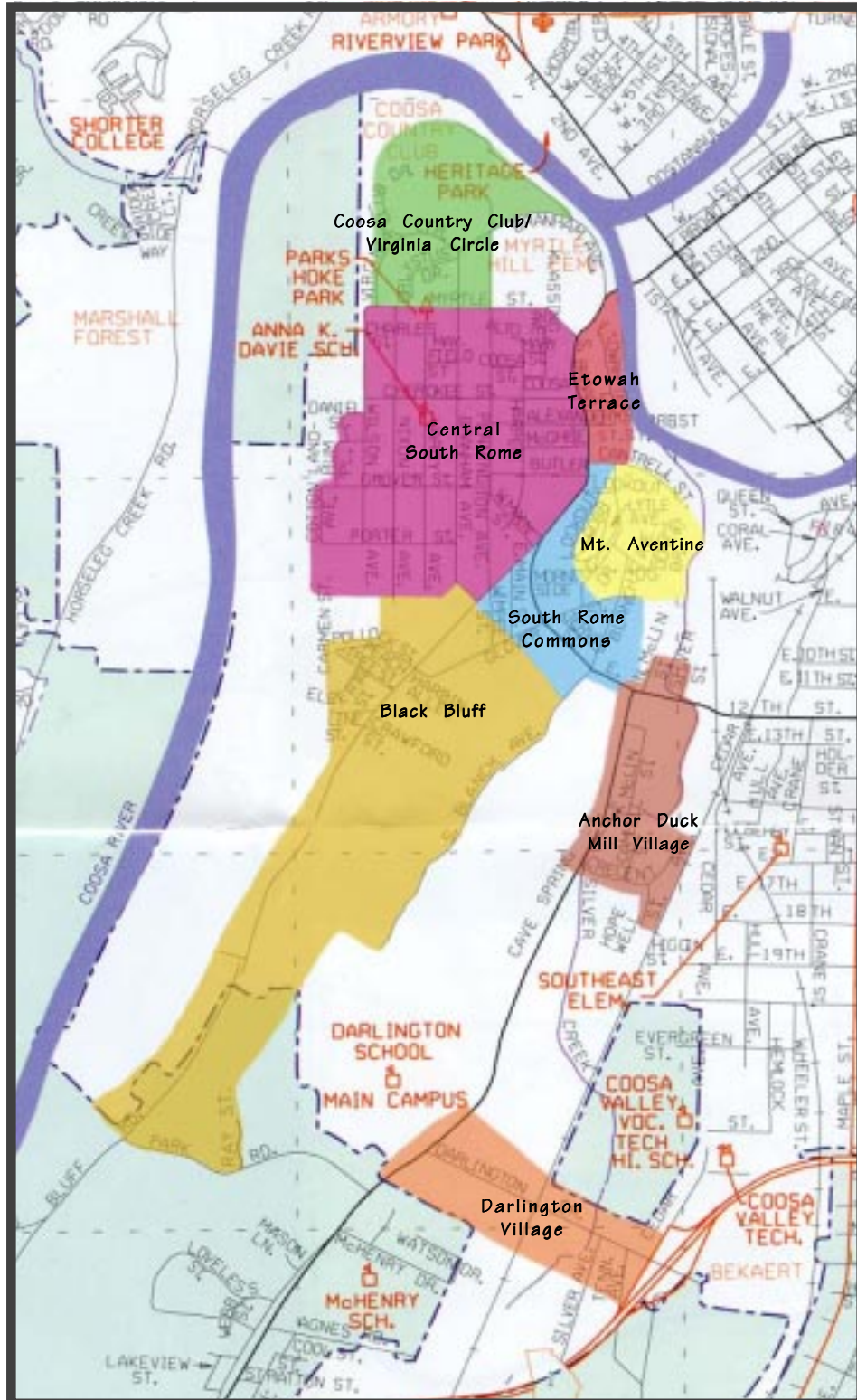
- South Rome should be a community of thriving, diverse residential neighborhoods, linked together by a shared corridor (South Broad-East Main-Cave Spring Road) and a common, well designed center of retail and service activity concentrating around the “Y” intersection at South Broad and East Main streets. Sidewalks and trails should be provided or upgraded throughout South Rome to encourage pedestrian/ bicycling activity and to strengthen the linkages between neighborhoods.
- Each of the neighborhoods should remain primarily single-family residential, and the city should offer assistance where needed to ensure that the more economically distressed neighborhoods become more stable, mixed-income communities with a larger percentage of owner-occupied housing. This will mean developing a customized revitalization strategy for each of these neighborhoods (and residents should participate in developing the strategy).
- Because neighborhood residents clearly do not want more multi-family housing or commercial development within their neighborhoods, these uses should be located along the corridor of South Broad and East Main streets. Any new multi-family housing that is built along this corridor must be well-designed, well-built structures that blend well with the overall architectural character of South Rome. Larger historic structures along the corridor may be adapted as multi-family housing, professional offices, or small commercial establishments – but adapted in a manner that preserves the historic integrity of the structure. Multi-family housing does not have to mean “rental property” – there may be a market for affordable condominiums in this area (*see Georgia Tech's Report, “South Rome: A Housing and Policy Analysis”*).
- Most of the commercial development (retail, service establishments, etc.) should concentrate at the proposed activity center around the South Broad/East Main intersection, named “South Rome Commons” in this report. Two-story structures with ground floor commercial space and apartments over the shop would be particularly well-suited for this area. This area is within easy walking distance of most of the South Rome neighborhoods, making it a convenient location for retail and services catering to South Rome residents – so they won't have to leave their neighborhood to get a hair cut or buy groceries. New community facilities serving the South Rome area, such as a community center, should also be located at South Rome Commons, preferably in rehabilitated older buildings.
- To strengthen the visual and pedestrian connection between South Rome and the downtown area, the dilapidated warehousing district at First Avenue and Fourth Street must be revitalized. A public-private partnership could be formed to turn these warehouse buildings into a vibrant restaurant and entertainment district with improved connections to the trail network and South Rome.

Recommendations for Short-Term Implementation

The following recommendations apply for all neighborhoods in South Rome and should be implemented as soon as possible.

- Establish neighborhood planning units for South Rome, with unit boundaries corresponding to the neighborhoods identified above. The neighborhood planning units would involve neighborhood residents in all major planning activities affecting their neighborhoods, including redevelopment efforts, zoning decisions, and infrastructure improvements.
- Establish a semi-public, non-profit organization to foster and finance redevelopment activities throughout South Rome. This organization should have strong representation from the South Rome neighborhoods and should be involved in any redevelopment planning activities undertaken for the area.
- Undertake a neighborhood clean-up campaign, possibly utilizing the city's Public Works Department and/or organizing volunteer neighborhood clean-up days. Contact DCA Keep Georgia Beautiful Program staff for suggestions.
- Review the city's building maintenance codes and revise as necessary. Systematically enforce these revised codes, particularly within the distressed neighborhoods of South Rome.
- Address safety concerns in the area by:
 - Increasing community policing activities throughout South Rome.
 - Working with interested neighborhoods to establish Neighborhood Watch programs.
 - Identifying and replacing burned out streetlights throughout South Rome.
- Encourage Leadership Rome to recruit participants from within the South Rome community, particularly the distressed neighborhoods. Building a community leadership base will help foster other redevelopment activities recommended in this report.
- Work with area schools to develop inspirational activities, and leadership programs for at-risk youth, including: mentoring, group alternatives to gangs, inspirational speakers, etc.
- Provide opportunities for South Rome's under-employed residents to get work:
 - Identify an appropriate location and publicize a day-labor pick-up site in the area.
 - Provide a registry of area residents with particular skills and service capabilities (plumber, yard clean-up, etc.).
 - Sponsor regular job fairs in the area.
 - Provide opportunity for area residents to be employed in any publicly-sponsored rehabilitation/revitalization activities (housing rehab, street improvements, etc.) undertaken in South Rome.
- Involve the appropriate local organizations in establishing a major cultural event to be held annually in South Rome. This might be a multi-ethnic music festival, an arts & crafts festival, or similar event designed to start building a sense of pride and identity in the South Rome community.

Neighborhood Specific Redevelopment Recommendations



Central South Rome

Redevelopment Concept

Maintain traditional small single-family residential character of the neighborhood. Encourage transition from rental to increasing home ownership without gentrification (keep housing affordable). Infill development on vacant lots should be compatible single-family residences with front porches. Enhance vacant Anna K. Davie School grounds block as neighborhood park community gathering place.



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<p>Involve the neighborhood planning unit in developing a detailed redevelopment plan for this neighborhood. The plan should include:</p> <ul style="list-style-type: none"> • Detailed representation of the desired development of the neighborhood once it is fully redeveloped. • Needed changes in land use regulations to promote the desired development patterns. • Design guidelines for ensuring that new infill development matches the character of the existing neighborhood. • Public investments in infrastructure and public facilities (such as public gathering spaces, community centers, neighborhood parks and open space, sidewalks and trails, streetlights, street trees, drainage, and utilities) to support redevelopment of the area. <p>This redevelopment plan will enable the city to take advantage of the <i>Georgia Urban Redevelopment Law</i> to promote desired redevelopment. This law permits local governments to use eminent domain to assemble key parcels and resell these for private redevelopment that is consistent with the redevelopment plan. (<i>See Appendix for more details on the requirements of the Georgia Urban Redevelopment Law.</i>) In addition to letting developers know what kind of development is desired in these neighborhoods, the redevelopment plans can be excellent marketing tools for selling neighborhood residents and businesses on the future potential of their area.</p>	<p>3</p>
<p>Develop a coordinated housing revitalization program for South Rome’s distressed neighborhoods. This program should be administered by the non-profit corporation, should draw upon all available state and federal housing finance resources, and should include the following elements:</p> <ul style="list-style-type: none"> • Comprehensive survey of housing stock, to determine whether owner-occupied vs. rental, housing condition, potential infill locations, and rehab opportunities. • Incentives to redevelop/rehab (vs. tear down) historic houses. 	

Central South Rome

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<ul style="list-style-type: none"> • Incentives for adding garage apartments or other accessory unit housing to existing single-family homes. This is an effective way to infuse affordable housing without changing the single-family character of a neighborhood. • Assistance to homebuyers, such as down-payment assistance, low-cost mortgages, home buyer education, credit counseling for moderate and low-income households. • Loans to homeowners (particularly the elderly) for repair and remodeling of their homes. • Purchase of vacant properties for resale (at reduced cost) to developers who commit to build new, affordable, owner-occupied housing. • Purchase of sub-standard rental housing for resale (at reduced cost) to homeowners who commit to rehab the property. 	
<p>Increase the protections and rehab incentives available to historic properties in South Rome by:</p> <ul style="list-style-type: none"> • Expanding the jurisdiction of Rome’s historic preservation commission to include landmark structures (to be designated) throughout South Rome. • Updating design guidelines for the local historic districts to be more specific to the unique character of the particular neighborhood. 	
<p>Provide incentives, possibly administered through the non-profit corporation, for establishment of new small businesses in South Rome. These might include:</p> <ul style="list-style-type: none"> • Funds for rehab of existing commercial structures in the area, particularly those located along the corridor of South Broad and East Main streets. • Establishment of a small business incubator in one of the larger commercial buildings in South Rome. • Loans for business start-up and expansion, drawing upon all available state and federal small business development resources. 	
<p>Improve public transit service for South Rome by:</p> <ul style="list-style-type: none"> • Adding bus shelters at popular stops, such as South Rome Commons. • Providing more direct routing between South Rome and the downtown transfer center. It may be possible to simply run more frequent service up and down a “transit corridor” of South Broad-East Main-Cave Spring Road. Most neighborhoods in South Rome are within easy walking distance of this proposed transit corridor. • Expanding service to include later hours, weekends, and AM and PM peak express service. • Provide more direct transit connections to major employment centers throughout the city. 	<p style="text-align: center; color: red;">4 5</p>

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<p>Create a lake park at Porter and Cotton streets. A lake/retention pond already exists at this site. This lake could be stocked with fish, a walking trail could be built around the lake, and shelters for picnics would add a nice amenity for residents of the Central South Rome neighborhood.</p>	
<p>Expand Rome’s excellent trail network to better serve the South Rome area. These trails can provide alternative, off-road transportation corridors for pedestrians and cyclists, provide local and regional recreational opportunities, and spur more economic development in South Rome. Possible extensions to consider include:</p> <ul style="list-style-type: none"> • Along the southeast bank of the Coosa River to the city limits. • Along Silver Creek. • Along the abandoned railroad corridor (Lindale Railroad Trail). • Along 12th Street (bike lanes and sidewalks). • Along Crescent Avenue (bike lanes) to Southeast Elementary School. • Connect to proposed Coosa River Trail from either Grover or Porter streets. • Along Park Road from Black Bluff Road to Cave Spring Road. • Along Cave Spring Road from existing Silver Creek trail (just north of 12th Street) south to Park Road. • Along Darlington Drive from Cave Spring Road east towards Cedar Road. • Along the Darlington “Mountain” Ridge. <p>Also improve security, trail signage, and provide amenities such as resting areas and vending machine kiosks (water, soft drinks).</p>	<p>6</p>
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<p>Conduct a speed study to determine traffic calming needs in South Rome. Install speed bumps, on-street parking, or similar traffic calming devices in high speed areas to increase safety for children, pedestrians, and bicyclists.</p>	

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Coosa Country Club/Virginia Circle

Redevelopment Concept

Healthy moderate to upper income neighborhood. No public intervention needed.



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<p>Improve the major gateways to South Rome as follows:</p> <ul style="list-style-type: none"> • Buildings at Charles Graves Bridge – encourage private rehab and reuse of the historic structures immediately across South Broad from Myrtle Hill Cemetery. Rehab the Coca-Cola sign located on these buildings. Create a small park next to the river immediately north of the bridge that includes parking, a scenic overlook, and access to the historic Cemetery. 	<p>9a & 9b</p>

Coosa Country Club/Virginia Circle

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Etowah Terrace

Redevelopment Concept

Maintain traditional small single-family residential character of neighborhood. Encourage transition from rental to increasing home ownership without gentrification (keep housing affordable). Infill development on vacant lots should be compatible single-family residences with front porches. Enhance the area around the Charles Graves Bridge to serve as a community gathering place.



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Redevelopment Concept

Panoramic city views, access to downtown, and historic character of homes will ensure gradual evolution into a healthy moderate to upper income neighborhood. No public intervention needed other than building code enforcement and protection of historic neighborhood character.



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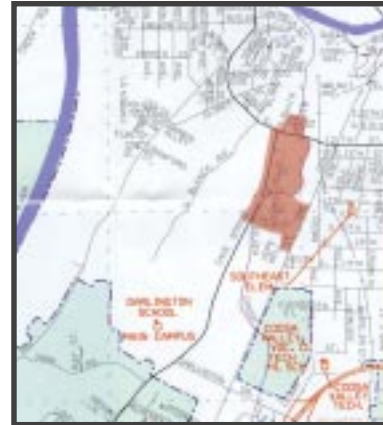
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Anchor Duck Mill Village

Redevelopment Concept

Maintain traditional mill village character of the neighborhood. Relocate homes located in flood risk areas and on the hillside west of Cave Spring Road to vacant lots within the neighborhood. Encourage compatible infill construction on remaining vacant parcels. Encourage transition from rental to increasing home ownership without gentrification (keep housing affordable). Encourage rehab/reuse of the mill building, possibly as a small business incubator for South Rome.



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<p>Involve the neighborhood planning unit in developing a detailed redevelopment plan for this neighborhood. The plan should include:</p> <ul style="list-style-type: none"> • Detailed representation of the desired development of the neighborhood once it is fully redeveloped. • Needed changes in land use regulations to promote the desired development patterns. • Design guidelines for ensuring that new infill development matches the character of the existing neighborhood. • Public investments in infrastructure and public facilities (such as public gathering spaces, community centers, neighborhood parks and open space, sidewalks and trails, streetlights, street trees, drainage and utilities) to support development of the area. <p>This redevelopment plan will enable the city to take advantage of the <i>Georgia Urban Redevelopment Law</i> to promote desired redevelopment. This law permits local governments to use eminent domain to assemble key parcels and resell these for private redevelopment that is consistent with the redevelopment plan. <i>(See Appendix for more details on the requirements of the Georgia Urban Redevelopment Law.)</i> In addition to letting developers know what kind of development is desired in these neighborhoods, the redevelopment plans can be excellent marketing tools for selling neighborhood residents and businesses on the future potential of their area.</p>	<p>3</p>
<p>Develop a coordinated housing revitalization program for South Rome's distressed neighborhoods. This program should be administered by the non-profit corporation, should draw upon all available state and federal housing finance resources, and should include the following elements:</p> <ul style="list-style-type: none"> • Comprehensive survey of housing stock, to determine whether owner-occupied vs. rental, housing condition, potential infill locations, and rehab opportunities. • Incentives to redevelop/rehab (vs. tear down) historic houses. 	

Anchor Duck Mill Village

Recommendation	Illustration #
<ul style="list-style-type: none"> • Incentives for adding garage apartments or other accessory unit housing to existing single-family homes. This is an effective way to infuse affordable housing without changing the single-family character of a neighborhood. • Assistance to homebuyers, such as down-payment assistance, low-cost mortgages, home buyer education, credit counseling for moderate and low-income households. • Loans to homeowners (particularly the elderly) for repair and remodeling of their homes. • Purchase of vacant properties for resale (at reduced cost) to developers who commit to build new, affordable, owner-occupied housing. • Purchase of sub-standard rental housing for resale (at reduced cost) to homeowners who commit to rehab the property. 	
<p>Increase the protections and rehab incentives available to historic properties in South Rome by:</p> <ul style="list-style-type: none"> • Expanding the jurisdiction of Rome’s historic preservation commission to include the South Broad Street and Mt. Aventine districts and other landmark structures (to be designated) throughout South Rome. • Updating design guidelines for the local historic districts to be more specific to the unique character of the particular neighborhood. 	
<p>Provide incentives, possibly administered through the non-profit corporation, for establishment of new small businesses in South Rome. These might include:</p> <ul style="list-style-type: none"> • Funds for rehab of existing commercial structures in the area, particularly those located along the corridor of South Broad and East Main streets. • Establishment of a small business incubator in one of the larger commercial buildings in South Rome. • Loans for business start-up and expansion, drawing upon all available state and federal small business development resources. 	
<p>Improve the major gateways to South Rome as follows:</p> <ul style="list-style-type: none"> • 12th Street at Railroad Crossing - bridge 12th Street over the railroad tracks. Encourage redevelopment of the former Anchor Duck Mill property and surrounding mill village housing. 	<p style="color: red; font-size: 24px;">2</p>

Recommendation	Illustration #
<p>Improve public transit service for South Rome by:</p> <ul style="list-style-type: none"> • Adding bus shelters at popular stops, such as South Rome Commons. • Providing more direct routing between South Rome and the downtown transfer center. It may be possible to simply run more frequent service up and down a “transit corridor” of South Broad-East Main-Cave Spring Road. Most neighborhoods in South Rome are within easy walking distance of this proposed transit corridor. • Expanding service to include later hours, weekends, and AM and PM peak express service. • Provide more direct transit connections to major employment centers throughout the city. 	<p>4 5</p>
<p>Instead of promoting infill redevelopment of all vacant lots in South Rome, retain some for community recreational uses such as pocket parks, community gardens, or ballfields. These could also be interim uses for vacant lots held in public ownership until market conditions are favorable for redevelopment.</p>	
<p>Expand Rome’s excellent trail network to better serve the South Rome area. These trails can provide alternative, off-road transportation corridors for pedestrians and cyclists, provide local and regional recreational opportunities, and spur more economic development in South Rome. Possible extensions to consider include:</p> <ul style="list-style-type: none"> • Along the southeast bank of the Coosa River to the city limits. • Along Silver Creek. • Along the abandoned railroad corridor (Lindale Railroad Trail). • Along 12th Street (bike lanes and sidewalks). • Along Crescent Avenue (bike lanes) to Southeast Elementary School. • Connect to proposed Coosa River Trail from either Grover or Porter streets. • Along Park Road from Black Bluff Road to Cave Spring Road. • Along Cave Spring Road from existing Silver Creek trail (just north of 12th Street) south to Park Road. • Along Darlington Drive from Cave Spring Road east towards Cedar Road. • Along the Darlington “Mountain” Ridge. <p>Also improve security, trail signage, and provide amenities such as resting areas and vending machine kiosks (water, soft drinks).</p>	<p>6</p>
<p>Develop Trailhead facilities (including parking & bike rental) at the recreation complex in the 12th Street area connecting the Darlington Trail, Silver Creek Trail and the proposed Lindale Railroad Trail. This could include abandoned school property (possible future use as soccer fields).</p>	<p>6</p>

Anchor Duck Mill Village

Recommendation	Illustration #
<p>Develop or repair sidewalks throughout the South Rome study area, starting with the major corridor served by public transit and around schools and similar public facilities.</p> <ul style="list-style-type: none"> • Sidewalks adjacent to single-family/converted office must be 2-5 feet from back of curb without street trees and a minimum of 8 feet with street trees. Sidewalks should be 5-8 feet in width. • Sidewalks in commercial areas should have a 15-20 minimum width from edge of building with street trees planted every 30 feet in 8x5 tree wells. 	<p style="text-align: center;">7</p> <p style="text-align: center;">8</p>
<p>Conduct a speed study to determine traffic calming needs in South Rome. Install speed bumps, on-street parking, or similar traffic calming devices in high speed areas to increase safety for children, pedestrians, and bicyclists.</p>	
<p>Modify existing development regulations to support redevelopment plans for South Rome. Recommended changes include:</p> <ul style="list-style-type: none"> • Strict signage requirements that limit the size and number of signs and spell out design details to provide a unified look to South Rome’s signs. • Tree preservation requirements for new developments. • Reduce the minimum acreage requirements for PUD floating zones. The current minimum requirements are too large to encourage use of these zones in South Rome. • Reduce the minimum lot size for which garage apartments or other accessory housing units are permitted. Current minimum of 20,000 sq. ft. is too large for the majority of residential lots in South Rome. • Reduce minimum parking requirements and require that off-street parking areas be located to the rear or sides of new buildings. • Develop design guidelines for all new development, to ensure that infill housing and commercial development is compatible with the character of the surrounding neighborhood. • Reduce amount of property in South Rome zoned for commercial or light industrial development. 	<p style="text-align: center;">3</p>

Black Bluff

Redevelopment Concept

Healthy moderate-income neighborhood. Little public intervention needed. Should new development pressures arise, maintain large lot zoning to protect rural feel of the area. Replace the trailer park near Park Road with a river access park.



Recommendation	Illustration #
<p>Involve the neighborhood planning unit in developing a detailed redevelopment plan for this neighborhood. The plan should include:</p> <ul style="list-style-type: none"> • Detailed representation of the desired development of the neighborhood once it is fully redeveloped. • Needed changes in land use regulations to promote the desired development patterns. • Design guidelines for ensuring that new infill development matches the character of the existing neighborhood. • Public investments in infrastructure and public facilities (such as public gathering spaces, community centers, neighborhood parks and open space, sidewalks and trails, streetlights, street trees, drainage and utilities) to support redevelopment of the area. <p>This redevelopment plan will enable the city to take advantage of the <i>Georgia Urban Redevelopment Law</i> to promote desired redevelopment. This law permits local governments to use eminent domain to assemble key parcels and resell these for private redevelopment that is consistent with the redevelopment plan. (<i>See Appendix for more details on the requirements of the Georgia Urban Redevelopment Law.</i>) In addition to letting developers know what kind of development is desired in these neighborhoods, the redevelopment plans can be excellent marketing tools for selling neighborhood residents and businesses on the future potential of their area.</p>	<p>3</p>
<p>Create a river access park at the location of the existing trailer park on Black Bluff Road near Park Road. This park could include boat rentals and similar amenities to encourage use of this segment of the Coosa River.</p>	
<p>Increase the protections and rehab incentives available to historic properties in South Rome by:</p> <ul style="list-style-type: none"> • Expanding the jurisdiction of Rome’s historic preservation commission to include the South Broad Street and Mt. Aventine districts and other landmark structures (to be designated) throughout South Rome. • Updating design guidelines for the local historic districts to be more specific to the unique character of the particular neighborhood. 	

Recommendation	Illustration #
<p>Improve public transit service for South Rome by:</p> <ul style="list-style-type: none"> • Adding bus shelters at popular stops, such as South Rome Commons. • Providing more direct routing between South Rome and the downtown transfer center. It may be possible to simply run more frequent service up and down a “transit corridor” of South Broad-East Main-Cave Spring Road. Most neighborhoods in South Rome are within easy walking distance of this proposed transit corridor. • Expanding service to include later hours, weekends, and AM and PM peak express service. • Provide more direct transit connections to major employment centers throughout the city. 	<p style="text-align: center;">4 5</p>
<p>Instead of promoting infill redevelopment of all vacant lots in South Rome, retain some for community recreational uses such as pocket parks, community gardens, or ballfields. These could also be interim uses for vacant lots held in public ownership until market conditions are favorable for redevelopment.</p>	
<p>Expand Rome’s excellent trail network to better serve the South Rome area. These trails can provide alternative, off-road transportation corridors for pedestrians and cyclists, provide local and regional recreational opportunities, and spur more economic development in South Rome. Possible extensions to consider include:</p> <ul style="list-style-type: none"> • Along the southeast bank of the Coosa River to the city limits. • Along Silver Creek. • Along the abandoned railroad corridor (Lindale Railroad Trail). • Along 12th Street (bike lanes and sidewalks). • Along Crescent Avenue (bike lanes) to Southeast Elementary School. • Connect to proposed Coosa River Trail from either Grover or Porter streets. • Along Park Road from Black Bluff Road to Cave Spring Road. • Along Cave Spring Road from existing Silver Creek trail (just north of 12th Street) south to Park Road. • Along Darlington Drive from Cave Spring Road east towards Cedar Road. • Along the Darlington “Mountain” Ridge. <p>Also improve security, trail signage, and provide amenities such as resting areas and vending machine kiosks (water, soft drinks).</p>	<p style="text-align: center;">6</p>
<p>Develop Trailhead facilities (including parking & bike rental) at the proposed river access park to replace the existing trailer park adjacent to Black Bluff Road. This trailhead will immediately serve the Coosa River Trail, South Rome Trail and Park Road Trail.</p>	<p style="text-align: center;">6</p>

Recommendation	Illustration #
<p>Develop or repair sidewalks throughout the South Rome study area, starting with the major corridor served by public transit and around schools and similar public facilities.</p> <ul style="list-style-type: none"> • Sidewalks adjacent to single-family/converted office must be 2-5 feet from back of curb without street trees and a minimum of 8 feet with street trees. Sidewalks should be 5-8 feet in width. • Sidewalks in commercial areas should have a 15-20 minimum width from edge of building with street trees planted every 30 feet in 8x5 tree wells. 	<p>7 8</p>
<p>Conduct a speed study to determine traffic calming needs in South Rome. Install speed bumps, on-street parking, or similar traffic calming devices in high speed areas to increase safety for children, pedestrians, and bicyclists.</p>	
<p>Modify existing development regulations to support redevelopment plans for South Rome. Recommended changes include:</p> <ul style="list-style-type: none"> • Strict signage requirements that limit the size and number of signs and spell out design details to provide a unified look to South Rome’s signs. • Tree preservation requirements for new developments. • Reduce the minimum acreage requirements for PUD floating zones. The current minimum requirements are too large to encourage use of these zones in South Rome. • Reduce the minimum lot size for which garage apartments or other accessory housing units are permitted. Current minimum of 20,000 sq. ft. is too large for the majority of residential lots in South Rome. • Reduce minimum parking requirements and require that off-street parking areas be located to the rear or sides of new buildings. • Develop design guidelines for all new development, to ensure that infill housing and commercial development is compatible with the character of the surrounding neighborhood. • Reduce amount of property in South Rome zoned for commercial or light industrial development. 	<p>3</p>

Darlington Village

Redevelopment Concept

The vacant or underutilized land in this area presents an opportunity for development of a traditional neighborhood development that could add significantly to the housing mix and population of South Rome, while also improving the appearance of the Darlington Drive approach to Darlington School and South Rome.



Recommendation	Illustration #
<p>Involve the neighborhood planning unit in developing a detailed redevelopment plan for this neighborhood. The plan should include:</p> <ul style="list-style-type: none"> • Detailed representation of the desired development of the neighborhood once it is fully redeveloped. • Needed changes in land use regulations to promote the desired development patterns. • Design guidelines for ensuring that new infill development matches the character of the existing neighborhood. • Public investments in infrastructure and public facilities (such as public gathering spaces, community centers, neighborhood parks and open space, sidewalks and trails, streetlights, street trees, drainage and utilities) to support redevelopment of the area. <p>This redevelopment plan will enable the city to take advantage of the <i>Georgia Urban Redevelopment Law</i> to promote desired redevelopment. This law permits local governments to use eminent domain to assemble key parcels and resell these for private redevelopment that is consistent with the redevelopment plan. <i>(See Appendix for more details on the requirements of the Georgia Urban Redevelopment Law.)</i> In addition to letting developers know what kind of development is desired in these neighborhoods, the redevelopment plans can be excellent marketing tools for selling neighborhood residents and businesses on the future potential of their area.</p>	<p>3</p>
<p>Improve the major gateways to South Rome as follows:</p> <ul style="list-style-type: none"> • Darlington Road - plant street trees along Darlington Road leading to Cave Spring Road. Use Urban Redevelopment powers <i>(see Appendix)</i> to assemble vacant or underutilized properties surrounding this road and offer these for redevelopment as a planned traditional neighborhood development that includes a wide range of housing choices, both single-family and multi-family. 	<p>10</p>

Recommendation	Illustration #
<p>Increase the protections and rehab incentives available to historic properties in South Rome by:</p> <ul style="list-style-type: none"> • Expanding the Mt. Aventine National Register District to include the area around Lookout Circle, Lytle and Cobb streets. • Expanding the jurisdiction of Rome’s historic preservation commission to include the South Broad Street and Mt. Aventine districts and other landmark structures (to be designated) throughout South Rome. • Updating design guidelines for the local historic districts to be more specific to the unique character of the particular neighborhood. 	
<p>Provide incentives, possibly administered through the non-profit corporation, for establishment of new small businesses in South Rome. These might include:</p> <ul style="list-style-type: none"> • Funds for rehab of existing commercial structures in the area, particularly those located along the corridor of South Broad and East Main streets. • Establishment of a small business incubator in one of the larger commercial buildings in South Rome. • Loans for business start-up and expansion, drawing upon all available state and federal small business development resources. 	
<p>Improve public transit service for South Rome by:</p> <ul style="list-style-type: none"> • Adding bus shelters at popular stops, such as South Rome Commons. • Providing more direct routing between South Rome and the downtown transfer center. It may be possible to simply run more frequent service up and down a “transit corridor” of South Broad-East Main-Cave Spring Road. Most neighborhoods in South Rome are within easy walking distance of this proposed transit corridor. • Expanding service to include later hours, weekends, and AM and PM peak express service. • Provide more direct transit connections to major employment centers throughout the city. 	<p style="text-align: center;">4 5</p>
<p>Instead of promoting infill redevelopment of all vacant lots in South Rome, retain some for community recreational uses such as pocket parks, community gardens, or ballfields. These could also be interim uses for vacant lots held in public ownership until market conditions are favorable for redevelopment.</p>	
<p>Expand Rome’s excellent trail network to better serve the South Rome area. These trails can provide alternative, off-road transportation corridors for pedestrians and cyclists, provide local and regional recreational opportunities, and spur more economic development in South Rome. Possible extensions to consider include:</p> <ul style="list-style-type: none"> • Along the southeast bank of the Coosa River to the city limits. • Along Silver Creek. 	<p style="text-align: center;">6</p>

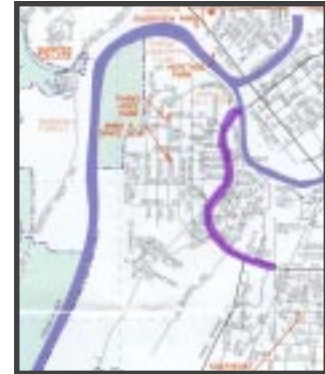
Recommendation	Illustration #
<ul style="list-style-type: none"> • Along the abandoned railroad corridor (Lindale Railroad Trail). • Along 12th Street (bike lanes and sidewalks). • Along Crescent Avenue (bike lanes) to Southeast Elementary School. • Connect to proposed Coosa River Trail from either Grover or Porter streets. • Along Park Road from Black Bluff Road to Cave Spring Road. • Along Cave Spring Road from existing Silver Creek trail (just north of 12th Street) south to Park Road. • Along Darlington Drive from Cave Spring Road east towards Cedar Road. • Along the Darlington “Mountain” Ridge. <p>Also improve security, trail signage, and provide amenities such as resting areas and vending machine kiosks (water, soft drinks).</p>	
<p>Develop or repair sidewalks throughout the South Rome study area, starting with the major corridor served by public transit and around schools and similar public facilities.</p> <ul style="list-style-type: none"> • Sidewalks adjacent to single-family/converted office must be 2-5 feet from back of curb without street trees and a minimum of 8 feet with street trees. Sidewalks should be 5-8 feet in width. • Sidewalks in commercial areas should have a 15-20 minimum width from edge of building with street trees planted every 30 feet in 8x5 tree wells. 	<p>7</p> <p>8</p>
<p>Conduct a speed study to determine traffic calming needs in South Rome. Install speed bumps, on-street parking, or similar traffic calming devices in high speed areas to increase safety for children, pedestrians, and bicyclists.</p>	
<p>Modify existing development regulations to support redevelopment plans for South Rome. Recommended changes include:</p> <ul style="list-style-type: none"> • Strict signage requirements that limit the size and number of signs and spell out design details to provide a unified look to South Rome’s signs. • Tree preservation requirements for new developments. • Reduce the minimum acreage requirements for PUD floating zones. The current minimum requirements are too large to encourage use of these zones in South Rome. • Reduce the minimum lot size for which garage apartments or other accessory housing units are permitted. Current minimum of 20,000 sq. ft. is too large for the majority of residential lots in South Rome. • Reduce minimum parking requirements and require that off-street parking areas be located to the rear or sides of new buildings. 	

Recommendation	Illustration #
<ul style="list-style-type: none">• Develop design guidelines for all new development, to ensure that infill housing and commercial development is compatible with the character of the surrounding neighborhood.• Reduce amount of property in South Rome zoned for commercial or light industrial development.	3

Corridor (South Broad & East Main Streets)

Redevelopment Concept

This main thoroughfare through South Rome should be upgraded as a vibrant, attractive corridor linking the area's diverse neighborhoods. This should be South Rome's primary transit corridor, and multi-family housing and commercial development should be concentrated here. Public intervention should include streetscape improvements and efforts to encourage rehab/reuse of existing historic structures and compatible infill development.



Recommendation	Illustration #
<p>Involve the neighborhood planning unit in developing a detailed redevelopment plan for this neighborhood. The plan should include:</p> <ul style="list-style-type: none"> • Detailed representation of the desired development of the neighborhood once it is fully redeveloped. • Needed changes in land use regulations to promote the desired development patterns. • Design guidelines for ensuring that new infill development matches the character of the existing neighborhood. • Public investments in infrastructure and public facilities (such as public gathering spaces, community centers, neighborhood parks and open space, sidewalks and trails, streetlights, street trees, drainage and utilities) to support development of the area. <p>This redevelopment plan will enable the city to take advantage of the <i>Georgia Urban Redevelopment Law</i> to promote desired redevelopment. This law permits local governments to use eminent domain to assemble key parcels and resell these for private redevelopment that is consistent with the redevelopment plan. <i>(See Appendix for more details on the requirements of the Georgia Urban Redevelopment Law.)</i> In addition to letting developers know what kind of development is desired in these neighborhoods, the redevelopment plans can be excellent marketing tools for selling neighborhood residents and businesses on the future potential of their area.</p>	<p>3</p>
<p>Implement improvements to the corridor of South Broad and East Main streets as follows:</p> <ul style="list-style-type: none"> • Develop special corridor district regulations that provide for mixed-uses and strict design guidelines. • Improve the streetscape by: <ol style="list-style-type: none"> a) Constructing, repairing, or replacing sidewalks. b) Planting street trees (hardwoods). c) Installing old-style street lights. d) Hanging street banners from lightposts. 	<p>11</p> <p>12</p>

Corridor (South Broad & East Main Streets)

Recommendation	Illustration #
<p>e) Providing benches and trash receptacles. f) Improving signage design, limiting the size, and number of signs. g) Creating 10 foot landscaped buffers to shield parking lots from view. h) Adding on-street parking wherever possible. Cost estimate for streetscaping: \$200 to \$300 per linear foot. This project would be eligible for funding under the GaDOT’s TEA program.</p>	8
<p>Encourage reuse of historic structures along the corridor for single or multi-family residences or professional offices. Promote compatible infill development on vacant lots or where substandard, non-historic buildings might be removed. Incentives for redevelopment of these properties could be provided through the non-profit corporation, or through use of the <i>Georgia Urban Redevelopment Law (see Appendix)</i>.</p>	13 14 15
<p>Improve the major gateways to South Rome as follows:</p> <ul style="list-style-type: none"> • Buildings at Charles Graves Bridge – encourage private rehab and reuse of the historic structures immediately across South Broad from Myrtle Hill Cemetery. Rehab the Coca-Cola sign located on these buildings. Create a small park next to the river immediately north of the bridge that includes parking, a scenic overlook and access to the historic Cemetery. 	9a & 9b
<p>Improve public transit service for South Rome by:</p> <ul style="list-style-type: none"> • Adding bus shelters at popular stops, such as South Rome Commons. • Providing more direct routing between South Rome and the downtown transfer center. It may be possible to simply run more frequent service up and down a “transit corridor” of South Broad-East Main-Cave Spring Road. Most neighborhoods in South Rome are within easy walking distance of this proposed transit corridor. • Expanding service to include later hours, weekends, and AM and PM peak express service. • Provide more direct transit connections to major employment centers throughout the city. 	4 5
<p>Develop or repair sidewalks throughout the South Rome study area, starting with the major corridor served by public transit and around schools and similar public facilities.</p> <ul style="list-style-type: none"> • Sidewalks adjacent to single-family/converted office must be 2-5 feet from back of curb without street trees and a minimum of 8 feet with street trees. Sidewalks should be 5-8 feet in width. • Sidewalks in commercial areas should have a 15-20 minimum width from edge of building with street trees planted every 30 feet in 8x5 tree wells. 	7 8
<p>Conduct a speed study to determine traffic calming needs in South Rome. Install speed bumps, on-street parking, or similar traffic calming devices in high speed areas to increase safety for children, pedestrians, and bicyclists.</p>	

Corridor (South Broad & East Main Streets)

Recommendation	Illustration #
<p>Increase the protections and rehab incentives available to historic properties in South Rome by:</p> <ul style="list-style-type: none"> • Expanding the South Broad Street National Register District to include the Charles Grave Bridge and the buildings on South Broad Street at the bridge. • Preparing a thematic National Register nomination for the former PURE Oil stations in South Rome; or alternatively for all historic corner gas stations throughout the city, including those in South Rome. • Expanding the jurisdiction of Rome’s historic preservation commission to include the South Broad Street and Mt. Aventine districts and other landmark structures (to be designated) throughout South Rome. • Updating design guidelines for the local historic districts to be more specific to the unique character of the particular neighborhood. 	
<p>Develop a coordinated housing revitalization program for South Rome’s distressed neighborhoods. This program should be administered by the non-profit corporation, should draw upon all available state and federal housing finance resources, and should include the following elements:</p> <ul style="list-style-type: none"> • Comprehensive survey of housing stock, to determine whether owner-occupied vs. rental, housing condition, potential infill locations, and rehab opportunities. • Incentives to redevelop/rehab (vs. tear down) historic houses • Incentives for adding garage apartments or other accessory unit housing to existing single-family homes. This is an effective way to infuse affordable housing without changing the single-family character of a neighborhood. • Assistance to homebuyers, such as down-payment assistance, low-cost mortgages, home buyer education, credit counseling for moderate and low-income households. • Loans to homeowners (particularly the elderly) for repair and remodeling of their homes. • Purchase of vacant properties for resale (at reduced cost) to developers who commit to build new, affordable, owner-occupied housing. • Purchase of sub-standard rental housing for resale (at reduced cost) to homeowners who commit to rehab the property. 	
<p>Provide incentives, possibly administered through the non-profit corporation, for establishment of new small businesses in South Rome. These might include:</p> <ul style="list-style-type: none"> • Funds for rehab of existing commercial structures in the area, particularly those located along the corridor of South Broad and East Main streets. • Establishment of a small business incubator in one of the larger commercial buildings in South Rome. • Loans for business start-up and expansion, drawing upon all available state and federal small business development resources. 	

Corridor (South Broad & East Main Streets)

Recommendation	Illustration #
<p>Instead of promoting infill redevelopment of all vacant lots in South Rome, retain some for community recreational uses such as pocket parks, community gardens, or ballfields. These could also be interim uses for vacant lots held in public ownership until market conditions are favorable for redevelopment.</p>	
<p>Modify existing development regulations to support redevelopment plans for South Rome. Recommended changes include:</p> <ul style="list-style-type: none"> • Strict signage requirements that limit the size and number of signs and spell out design details to provide a unified look to South Rome’s signs. • Tree preservation requirements for new developments. • Reduce the minimum acreage requirements for PUD floating zones. The current minimum requirements are too large to encourage use of these zones in South Rome. • Reduce the minimum lot size for which garage apartments or other accessory housing units are permitted. Current minimum of 20,000 sq. ft. is too large for the majority of residential lots in South Rome. • Reduce minimum parking requirements and require that off-street parking areas be located to the rear or sides of new buildings. • Develop design guidelines for all new development, to ensure that infill housing and commercial development is compatible with the character of the surrounding neighborhood. • Reduce amount of property in South Rome zoned for commercial or light industrial development. Limit new commercial development to the new zoning districts recommended below. • Establish two new zoning districts: <ol style="list-style-type: none"> a) <i>Mixed-Use Commercial Center</i>, intended to encourage neighborhood commercial businesses to serve surrounding residential uses. Examples include grocery stores, drug stores, laundromat, doctor’s offices, salons, restaurants, clothing stores, etc. Limited housing (over-the-shop apartments, etc.) should also be allowed as part of the mix of uses at the center. Mixed-use centers are recommended at the following locations in South Rome: South Broad Street immediately across from Myrtle Hill Cemetery; the South Broad Street and East Main Street intersection (South Rome Commons); and the old Anchor Duck Mill site. b) <i>Mixed-Use Residential District</i>, intended to encourage a variety of residential units, both single-family and multi-family, varying in size and cost. Strictly limited commercial uses and recreation facilities would also be permitted in the district. The mixed-use residential district is recommended for the corridor along South Broad and East Main streets to Cave Spring Road, exclusive of the Mixed-Use Commercial Centers above. 	<p style="text-align: center; color: red; font-size: 24pt;">3 14</p> <p style="text-align: center; color: red; font-size: 24pt;">11</p>

Corridor (South Broad & East Main Streets)

Recommendation	Illustration #
<ul style="list-style-type: none"> • Design guidelines and use restrictions for these new zoning districts should be adopted to ensure compatibility with the surrounding neighborhoods, as well as encourage flexibility. Professional planners should be consulted in developing these standards. Examples of criteria to consider for adoption include: <ul style="list-style-type: none"> a) Maximum square footages for commercial uses to maintain human scale and encourage pedestrian access. b) Wide sidewalk requirements in front of store fronts to encourage street-side pedestrian activity. c) Adequate lighting requirements to help ensure pedestrian safety. d) Build-to-lines to bring the buildings close to sidewalks. e) Maximum and minimum building height requirements to help ensure pedestrian scale (Minimum height 18 feet; Maximum height 35 feet). f) Planting strip and street tree requirements along street curb to provide shade and help protect pedestrians from vehicles. g) Inter-parcel access and alley requirements to limit curb cuts. h) Limit sign size to pedestrian scale and orientation. i) Store fronts with clear display windows required. No blank walls. j) Primary pedestrian entrance directly off public street sidewalks. k) Encourage on-street parking, where possible. l) Lower minimum parking requirements and/or shared parking requirements to minimize land areas dedicated to parking. m) Off-street parking located behind or beside structures. n) Permit zero-lot line residential development and low density multi-family residential. o) Require new gas stations to place building at corner (zero lot line) with pumps in rear. 	<p>14</p> <p>14</p> <p>14</p> <p>14</p> <p>16</p> <p>14</p> <p>14</p> <p>8</p> <p>17</p>

South Rome Commons

Redevelopment Concept

Because of its central location along the corridor, this area should become the hub of commercial and service activity for the entire South Rome area. New multi-family housing should be included in the mix of uses at this hub. Public intervention should be used to encourage development of a vibrant neighborhood center designed along “new urbanism” principles.



Recommendation	Illustration #
<p>Create a mixed-use activity node surrounding the intersection of South Broad and East Main streets (South Rome Commons) by:</p> <ul style="list-style-type: none"> • Reconfiguring the Y-Intersection. Replace pavement in front of the “Flat Iron” building with landscaping and a design feature (statue or fountain) indicative of the neighborhood. Locate the cut-through street behind the “Flat Iron” building. • Preparing and implementing a redevelopment plan for the area (<i>see Appendix</i>). The plan should provide for creating new storefronts and limited multi-family housing at the node. Offer incentives or public/private partnership to make the plan a reality. 	<p>18</p>
<p>Improve public transit service for South Rome by:</p> <ul style="list-style-type: none"> • Adding bus shelters at popular stops, such as South Rome Commons. • Providing more direct routing between South Rome and the downtown transfer center. It may be possible to simply run more frequent service up and down a “transit corridor” of South Broad-East Main-Cave Spring Road. Most neighborhoods in South Rome are within easy walking distance of this proposed transit corridor. • Expanding service to include later hours, weekends, and AM and PM peak express service. • Provide more direct transit connections to major employment centers throughout the city. 	<p>4 5</p>
<p>Provide incentives, possibly administered through the non-profit corporation, for establishment of new small businesses in South Rome. These might include:</p> <ul style="list-style-type: none"> • Funds for rehab of existing commercial structures in the area, particularly those located along the corridor of South Broad and East Main streets. • Establishment of a small business incubator in one of the larger commercial buildings in South Rome. • Loans for business start-up and expansion, drawing upon all available state and federal small business development resources. 	

South Rome Commons

Recommendation	Illustration #
<p>Develop or repair sidewalks throughout the South Rome study area, starting with the major corridor served by public transit and around schools and similar public facilities.</p> <ul style="list-style-type: none"> • Sidewalks adjacent to single-family/converted office must be 2-5 feet from back of curb without street trees and a minimum of 8 feet with street trees. Sidewalks should be 5-8 feet in width. • Sidewalks in commercial areas should have a 15-20 minimum width from edge of building with street trees planted every 30 feet in 8x5 tree wells. 	<p>7</p> <p>8</p>
<p>Conduct a speed study to determine traffic calming needs in South Rome. Install speed bumps, on-street parking, or similar traffic calming devices in high speed areas to increase safety for children, pedestrians, and bicyclists.</p>	
<p>Develop a coordinated housing revitalization program for South Rome’s distressed neighborhoods. This program should be administered by the non-profit corporation, should draw upon all available state and federal housing finance resources, and should include the following elements:</p> <ul style="list-style-type: none"> • Comprehensive survey of housing stock, to determine whether owner-occupied vs. rental, housing condition, potential infill locations, and rehab opportunities. • Incentives to redevelop/rehab (vs. tear down) historic houses • Incentives for adding garage apartments or other accessory unit housing to existing single-family homes. This is an effective way to infuse affordable housing without changing the single-family character of a neighborhood. • Assistance to homebuyers, such as down-payment assistance, low-cost mortgages, home buyer education, credit counseling for moderate and low-income households. • Loans to homeowners (particularly the elderly) for repair and remodeling of their homes. • Purchase of vacant properties for resale (at reduced cost) to developers who commit to build new, affordable, owner-occupied housing. • Purchase of sub-standard rental housing for resale (at reduced cost) to homeowners who commit to rehab the property. 	
<p>Increase the protections and rehab incentives available to historic properties in South Rome by:</p> <ul style="list-style-type: none"> • Preparing a thematic National Register nomination for the former PURE Oil stations in South Rome; or alternatively for all historic corner gas stations throughout the city, including South Rome. • Expanding the jurisdiction of Rome’s historic preservation commission to include the South Broad Street and Mt. Aventine districts and other landmark structures (to be designated) throughout South Rome. • Updating design guidelines for the local historic districts to be more specific to the unique character of the particular neighborhood. 	

Recommendation	Illustration #
<p>Modify existing development regulations to support redevelopment plans for South Rome. Recommended changes include:</p> <ul style="list-style-type: none"> • Strict signage requirements that limit the size and number of signs and spell out design details to provide a unified look to South Rome’s signs. • Tree preservation requirements for new developments. • Reduce the minimum acreage requirements for PUD floating zones. The current minimum requirements are too large to encourage use of these zones in South Rome. • Reduce the minimum lot size for which garage apartments or other accessory housing units are permitted. Current minimum of 20,000 sq. ft. is too large for the majority of residential lots in South Rome. • Reduce minimum parking requirements and require that off-street parking areas be located to the rear or sides of new buildings. • Develop design guidelines for all new development, to ensure that infill housing and commercial development is compatible with the character of the surrounding neighborhood. • Reduce amount of property in South Rome zoned for commercial or light industrial development. Limit new commercial development to the new zoning districts recommended below. • Establish two new zoning districts: <ul style="list-style-type: none"> a) <i>Mixed-Use Commercial Center</i>, intended to encourage neighborhood commercial businesses to serve surrounding residential uses. Examples include grocery stores, drug stores, laundromat, doctor’s offices, salons, restaurants, clothing stores, etc. Limited housing (over-the-shop apartments, etc.) should also be allowed as part of the mix of uses at the center. Mixed-use centers are recommended at the following locations in South Rome: South Broad Street immediately across from Myrtle Hill Cemetery; the South Broad Street and East Main Street intersection (South Rome Commons); and the old Anchor Duck Mill site. b) <i>Mixed-Use Residential District</i>, intended to encourage a variety of residential units, both single-family and multi-family, varying in size and cost. Strictly limited commercial uses and recreation facilities would also be permitted in the district. The mixed-use residential district is recommended for the corridor along South Broad and East Main streets to Cave Spring Road, exclusive of the Mixed-Use Commercial Centers above. • Design guidelines and use restrictions for these new zoning districts should be adopted to ensure compatibility with the surrounding neighborhoods, as well as encourage flexibility. Professional planners should be consulted in developing these standards. Examples of criteria to consider for adoption include: <ul style="list-style-type: none"> a) Maximum square footages for commercial uses to maintain human scale and encourage pedestrian access. 	<p style="text-align: center;">3 14</p> <p style="text-align: center;">1 1</p>

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Recommendation	Illustration #
b) Wide sidewalk requirements in front of store fronts to encourage street-side pedestrian activity.	14
c) Adequate lighting requirements to help ensure pedestrian safety.	14
d) Build-to-lines to bring the buildings close to sidewalks.	14
e) Maximum and minimum building height requirements to help ensure pedestrian scale (Minimum height 18 feet; Maximum height 35 feet).	14
f) Planting strip and street tree requirements along street curb to provide shade and help protect pedestrians from vehicles.	
g) Inter-parcel access and alley requirements to limit curb cuts.	16
h) Limit sign size to pedestrian scale and orientation.	
i) Store fronts with clear display windows required. No blank walls.	14
j) Primary pedestrian entrance directly off public street sidewalks.	14
k) Encourage on-street parking, where possible.	
l) Lower minimum parking requirements and/or shared parking requirements to minimize land areas dedicated to parking.	8
m) Off-street parking located behind or beside structures.	
n) Permit zero-lot line residential development and low density multi-family residential.	
o) Require new gas stations to place building at corner (zero lot line) with pumps in rear.	17