



Rome Town Center Design Plan

May 2019

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

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Special Acknowledgement

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



Our Vision

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

Our Mission

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

Our Commitment

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

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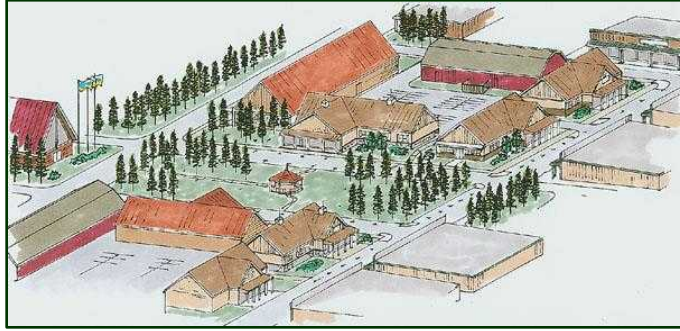
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I. Introduction

Alpine Village Business Park¹

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



Concept drawing for AVBP, courtesy Vierbicher Associates

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

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

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

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

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

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

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

Review & Approval

Presentation of First Draft Presentation

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

Review by Community Development Authority

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

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

Approval by Community Development Authority

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

Approval by Town Board

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

Rome Town Center Design Plan



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

A Town Center for Rome

3

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

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



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

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

Mixed-use and Multiuse²

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

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

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

Destination Development

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

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

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

The Path Forward

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

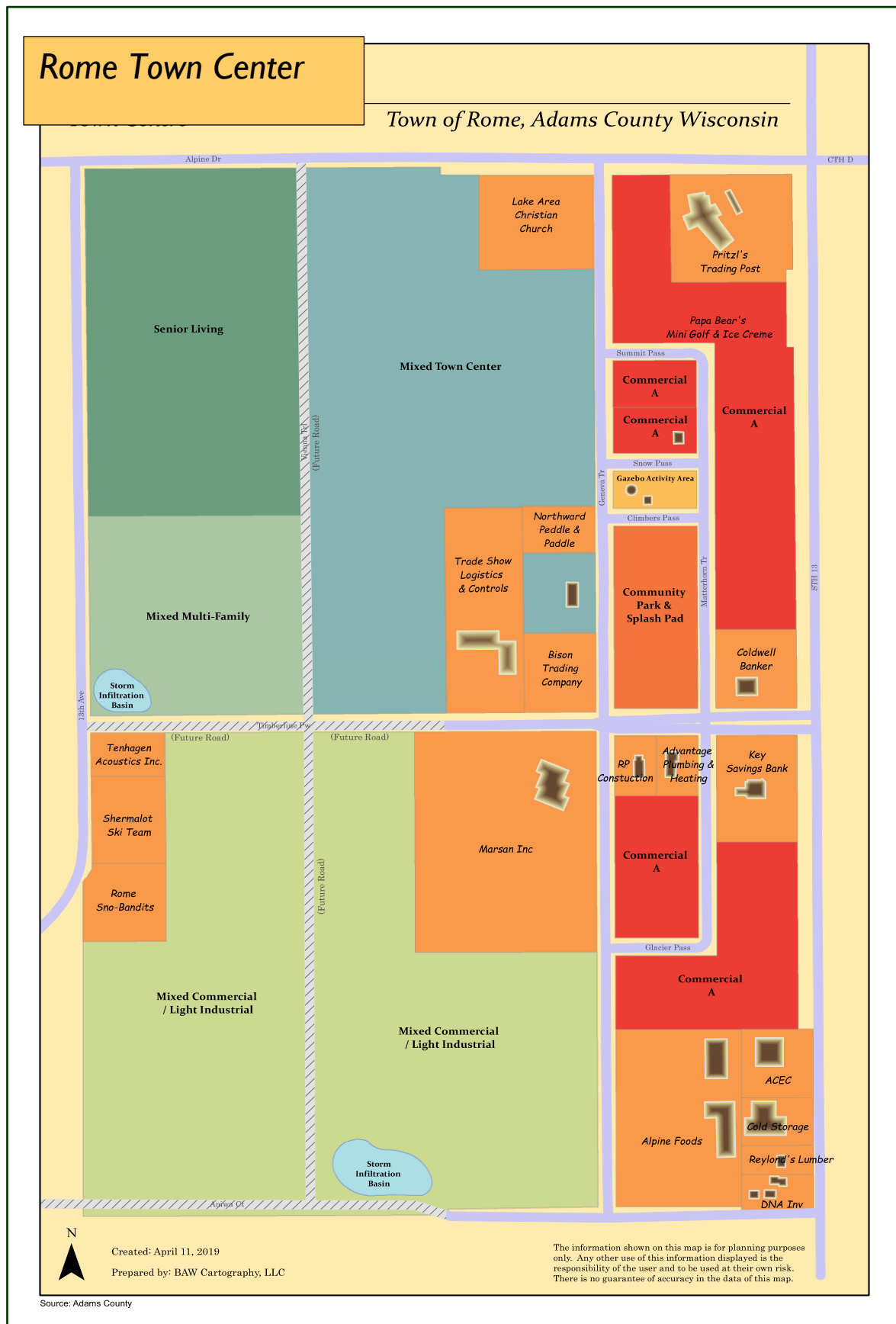
i.e., you can live, work, shop, and eat all within walking distance). Only truly incompatible uses should be separated from a town center.⁴

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

³ Source: Johnson and Moore 1993; English and Bergstrom 1994.

⁴ Excerpted from Ten Principles for Developing Successful Town Centers, Urban Land Institute, 2007.

Town of Rome – Adams County, Wisconsin



III. Rome Town Center Land Use Designations

In General

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

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

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

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

'Olde World Alpine' Theme

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

Commercial 'A'

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

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



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

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



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

Mixed Town Center

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

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

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

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

Senior Living

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

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

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

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

ALF uses include:⁵

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



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

⁵ Source: Interim Healthcare Providers, 2018.

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

Mixed Multi-Family

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

Uses compatible with the Mixed Multi-Family zone include:

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



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

Mixed Commercial / Light Industrial

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

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

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

Rome Town Center Design Plan

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



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

IV. Design Guidelines & Development Standards

In General

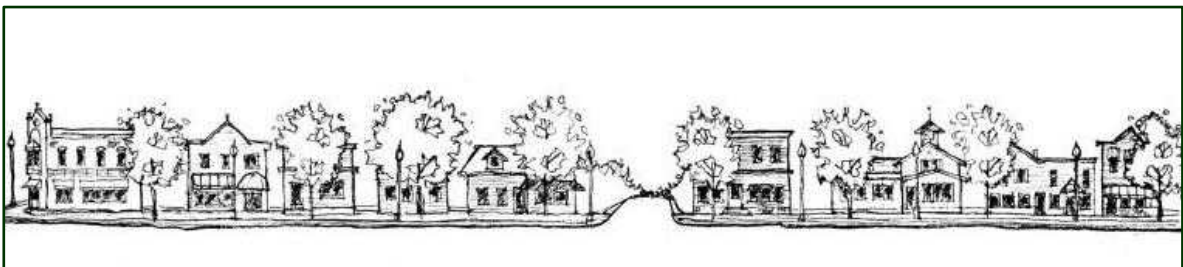
The design guidelines presented in this section are discretionary and qualitative and, unless otherwise noted, shall apply to all development within Rome Town Center. They are intended to serve as criteria for reviewing projects during the Site Plan application and approval process. Design guidelines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

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

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

Design & Development on a Human Scale

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



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

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

Multi-Modal Transportation Network

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

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

Integrated Streetscape

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

Pedestrian ways

Safe and accessible pedestrian ways are necessary for creating a pedestrian-friendly environment.

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



Integrated streetscape design, courtesy OMNNI Associates

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.

Furthermore, reducing the speed limit from 25 mph to 15 mph for all remaining roads within Rome Town

Center will increase safety for all users. Bicyclists should be prohibited from using pedestrian ways within the Mixed Town Center Senior Living, and Mixed Multi-Family zones.



Example of streetscape elements compatible with Alpine Village Town Center

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

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

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



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

On-Street Parking⁶

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

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

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

Back-in angle parking offers:

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



Courtesy Eau Claire Leader-Telegram

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

Crosswalks

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



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

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

Lighting

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

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

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



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

Signage

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

Wayfinding

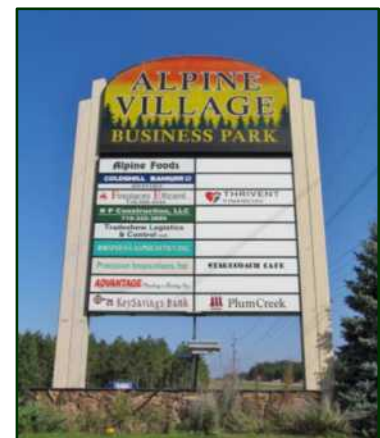
Wayfinding is a system of signs, landmarks, street patterns, landscaping, and other such directional and design elements that allow visitors to easily navigate to and within an environment. It is an important component of any well-designed town center, allowing people to find their destination easily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



Examples of effective wayfinding signage, courtesy TAPCO

Consistent Design

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



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

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

There's an App for That

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

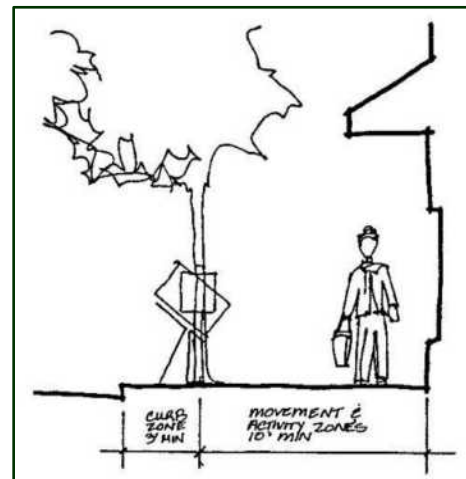


Courtesy Backpacker's Blaze

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

Pedestrian Orientation

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



Courtesy City of Kirkland, WA

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

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

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

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



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

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

Pedestrian Sphere

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

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

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

Accessibility

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

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



Examples of stylistically appropriate streetscape furniture

Climate-Based Design

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

Designing for Winter

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

⁸ Source: Americans With Disabilities ACT: ADA Guide for Small Towns, US Department of Justice, Civil Rights Division, April 2000.

⁹ Excerpted from Streetscape Elements, Better Streets, San Francisco, 2006.

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

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

Landscaping

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

Low Impact Development

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



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

Bioretention¹⁰

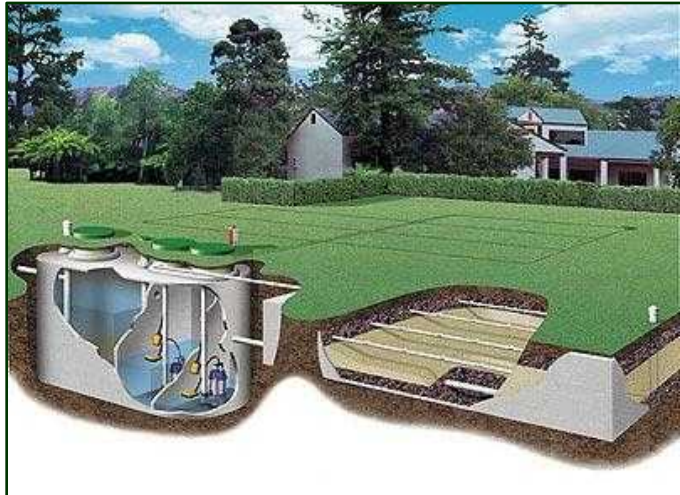
A bioretention system consists of a soil bed planted with suitable non-invasive (preferably native) vegetation. They are used to remove a wide range of pollutants, such as suspended solids, nutrients, metals, hydrocarbons, and bacteria from stormwater runoff. They can also be used to reduce peak runoff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



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

Wastewater Treatment

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



Courtesy Reflection Wastewater Systems

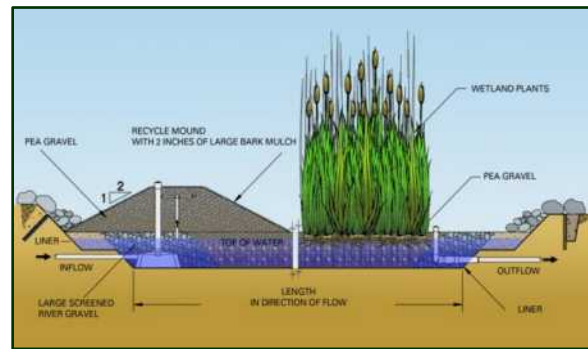
Alternative sanitary facilities can provide wastewater treatment at a cost competitive with conventional onsite systems, particularly when they are clustered to accommodate multiple homes or businesses. Options for clustered sanitary systems permissible in the state of Wisconsin include recirculating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

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

¹⁰ Source: Stormwater Best Management Practices, February 2009.

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

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



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

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

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