



Town of Rome's

25-Year Vision

June 2025

AGENDA

- Welcome & Introductions
- Why Are We Here?
- Background and Timeline
- Honoring Our Community's Vision
- Next Steps
- Questions

Why Are We Here?

3,094

Full-Time
Residents*

34,624

acres in the
Town of Rome

250

acres in Rome
Town Center

* U.S. Census Bureau

Why Are We Here? | 2019-2024 Town of Rome Strategic Plan

Mission

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

Vision

The Town of Rome promotes an attractive destination that seamlessly blends the convenience of contemporary living with nature and the timeless charm of rustic Wisconsin.

Long Term Goal

Develop an infrastructure system available to create shovel-ready development sites by 2030.



Community Development Authority

The Community Development Authority is the economic development organization for the Town of Rome. Its function is to encourage people and business to invest in Rome thereby increasing the tax base and improving the community's quality of life.

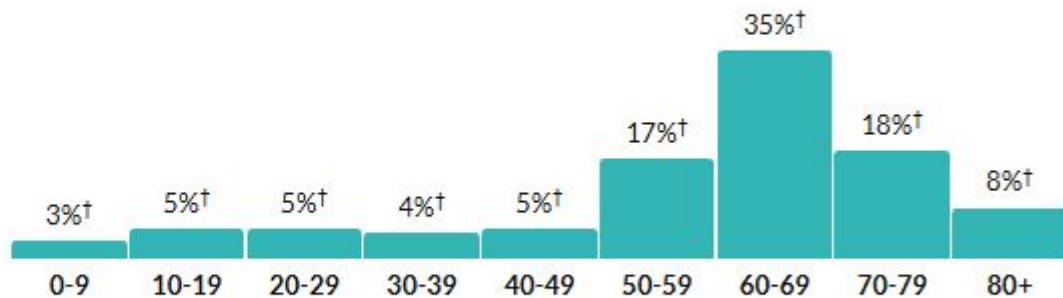
Why Are We Here?

64.2

Median age

about 20 percent higher than the figure in Adams County: 55.5

about 1.5 times the figure in Wisconsin: 40.1



Units & Occupancy

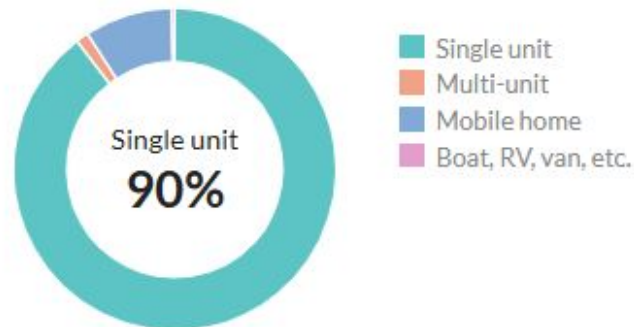
3,183

Number of housing units

Adams County: 16,873

Wisconsin: 2,750,750

Types of structure



Rome Resident Profiles // Visit Rome 2-18-2025

BUDGET BOOMERS (43%)

Empty-nesters near or at retirement age living on savings

- Age 65-74
- Income \$35k - \$50k
- 1 Person Household Average
- 25% College Degree
- Nascar Interest
- Hockey Interest
- Fitness Interest
- Conservative News

Rural High Income (30%)

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

- Age 45-59
- Income \$75k - \$125k
- 2 Person Household Average
- 29% College Degree
- Golf Interest
- Nascar Interest
- Conservative News

Sunset Boomers (21%)

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

- Age 65-74
- Income \$150k - \$200k
- 2 Person Household Average
- 56% College Degree
- Fitness Interest
- Golf Interest
- Upscale Grocery
- Tennis Channel
- Bloomberg TV

Rome Visitor Profiles // Visit Rome 2-18-2025

SMALL TOWN (22%)

*Lower income households
in or orbiting small
towns*

- Age 25-44
- Income \$15k - \$50k
- 1 Person Household Average
- 14% College Degree
- Nascar Interest
- WWE Interest
- Discount Grocery
- Fastfood

Rural High Income (21%)

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

- Age 45-59
- Income \$75k - \$125k
- 2 Person Household Average
- 29% College Degree
- Golf Interest
- Nascar Interest
- Conservative News

Blue-Collar Suburbs (13%)

*Working-class singles
and families in mainly
blue-collar professions*

- Age 35-44
- Income \$50k - \$60k
- 3 Person Household Average
- 24% College Degree
- WWE Interest
- Nascar Interest
- Big Ten Network
- Religious

Wealthy Suburban Families (11%)

*Wealthy and diverse
suburban families
living children-driven
lifestyles*

- Age 35-44
- Income \$125k - \$200k
- 4 Person Household Average
- 44% College Degree
- Golf Interest
- Education Interest, Mindshift
- Big Ten Network

Long-Term Rome Town Center Planning

22+

Years of Planning
and Community
Engagement

24

RTC Sub-Committee
Meetings since 2024

100+

Community
Members attended
Focus Groups

Thank You to Our Planning Partners

| TOWN OF ROME | PROFESSIONAL RESOURCES | ROLE |
|--|--|---|
| Board | Vierbicher Associates | Community Planners, Engineers, and Advisors |
| Plan Commission | Sam Schultz, CDA Director & Planning for Village of Mount Pleasant (Von Briesen) | Land Use and Development Advisor |
| Administrator & Department Heads | Patrick Brunner, Principal & Owner, CARDO | Urban Design & Town Planning |
| Zoning Administrator | Baker Thompson, Sand Valley | Senior VP of Real Estate |
| Community Development Authority | Sand Valley | Master plan donation |
| Community Members: <i>business owners, developers, and taxpayers</i> | | |

Background & Timeline // 2003-2004

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 **purpose** of the AVBP 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
- Increase the Town's tax base

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

Rome Town Center // 2018

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 home grounds to a landscape already boasting Lake Arrowhead and Dyracuse will generate outside investment and the desire for complementary 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.

Rome Town Center // 2018

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

Town of Rome Board - 2018

Wayne Johnson, Chair

Bob Baurhyte, Supervisor

John Haugen, Supervisor

Bob Radder, Supervisor

Jerry Wiessinger, Supervisor

RTC Sub-Committee's Purpose // 2018

Purpose of Committee

Committee's direction will be based on documentation received from Von Briesen

Goal

To reduce the number of zoning districts within Rome Town Center.

Implementing an approved, updated Rome Town Center design plan manual, and applicable zoning code amendments that provide agility in responding swiftly to emerging opportunities of transformative interests and needs in the Rome Town Center.

Rome Town Center // 2019

RTC planning process represents not so much an update as a reimagining of the development altogether.

Goals

- Subtly shift the focus of the project area away from a conventional business park model to one of a mixed-use economic core and community gathering place, a town center, that is harmoniously integrated into the surrounding landscape.
- Re-evaluate zoning amendments to address the inability to sell industrial property

Rome Town Center Design Plan Approvals

- Community Development Authority approved on April 4, 2019.
- Board of Supervisors approved on May 2, 2019.

25-Year Master Plan Key Takeaways

BE PROACTIVE, NOT REACTIVE

Critical to have a clear vision and path forward for future development and community assets.

Set vision first which allows the development to follow it.

GROW RESPONSIBLY

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

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

25-YEAR VISION

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

Thinks both big and small.

Honoring Our Community's Vision

Implement the 25-year master plan developed by CARDO to:

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

Next Steps

- Finalize RTC zoning and design manual
- Seek approval from DOT that new main entrance to RTC is allowable
- Facilitate discussions with current property owner(s) to ensure alignment with master plan
- Create developer RFP (request for proposal)

Documents to proceed with our recommendations are provided to you in your Board Packets



QUESTIONS?

Thank you for your time!

Notes

6 zoning to 1 zoning

1% of entire Town of Rome

Solar farm would not have happen \$2,500/acre

100+ attendees, feedback was consistent from 2019 to 2025

Annexation, consolidation

Big Flats

[Badger Institute](#)

[Rome Town Center Adopted Design Plan](#)

1 Community, walkability, biking path under 13

Background & Timeline

2003-04 the Town of Rome contracted with Vierbicher Associates to develop a plan and set of design guidelines for Alpine Village Business Park

The purpose of the Alpine Village Business Park Development and Design Manual was **to create a unique business district 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 services; promote a high quality of life; create opportunities for year-round residents; and, increase the Town's economic base.

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

The Town of Rome Community Development Authority approved the Rome Town Center Design Plan on **April 4, 2015**.

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

This planning process, which began with the planning session described above, represents not so much an update to the previous development altogether. The intent is **to subtly shift the focus of the project area away from a conventional business district to a mixed-use economic core** and Wall graphic created during AVBP Planning Session 4 Town of Rome – Adams Center

June 2018 Community Planning & Consulting

Engage stakeholders aimed at revisiting Alpine Village Development Plan

- CDA, Town Officials, CDA, Town Staff and interested community members
- What makes the town of Rome good or great?