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**ESD RESTORE NEW YORK COMMUNITIES INITIATIVE PROJECT AWARDED  
2010 ENVIRONMENT- BROWNFIELD PROJECT OF THE YEAR**

*Restore NY Round II grant recipient, Rome Cable Remediation Project, is close to completion; newly cleared site is expected to accommodate up to 400,000 square feet of mixed-use commercial space*

Empire State Development (ESD) today announced that the Rome Cable Remediation Project has been voted the 2010 Environment-Brownfield Project of the Year by the Central Branch of the New York Chapter of the American Public Works Association (APWA).

The branch received 18 nominations in 12 categories, including Environment-Brownfield Project of the Year. The awards honor the successful and innovative projects completed this year and are celebrated by all parties involved—the owners, involved professional and construction team, and the award selection committee at the branch level. Winners of the branch awards move on to compete at the state level at APWA’s annual conference next spring, and those winners compete at the national level.

The Rome Cable Remediation Project is located at 220 South Madison Street in Oneida County.

“It is a true honor to see the transformation that is taking shape on South Madison Street,” said Empire State Development Chairman & CEO Dennis M. Mullen. “The Restore New York grant was designed for just this reason, to eradicate blight and pave the way for new investment. The City of Rome has been a recipient of several Restore New York grants and they have shown time and time again that collaborative efforts and strong partnerships really do produce tangible results. We congratulate the City of Rome and all of those involved for their commitment to meaningful community development and the future growth of this urban area.”

The City of Rome received a \$2.5 million Restore New York Communities Initiative Round II grant for the demolition, environmental remediation and infrastructure reconstruction of the Rome Cable building, an uninhabitable vacant former manufacturing space encompassing 240,000 square feet owned by the Oneida County IDA. The site, situated between the Rome office of Owl Wire and Cable and Rome Strip Steel, was also the target of more than \$2 million in New York State Department of Environmental Conservation ERP funds, as well as \$75,000 in National Grid Brownfield grants and funding from the City of Rome. Funding was used for asbestos abatement, demolition and site restoration, in addition to the reconstruction of electrical infrastructure to Owl Wire, an important step in ensuring both Owl and Rome Strip Steel’s continued viability and success.

The project is consistent with the City’s master plan and will assist Rome in eliminating deteriorated and functionally obsolete buildings, transforming it into a cleaner, safer place for commercial development.

Work being done at the site will not only stabilize surrounding residential neighborhoods and increase the property values of the homeowners in the surrounding neighborhoods, but will also provide for economic growth and private investment in the center of its commercial corridor with a shovel-ready property. It is expected that upon completion of the project, the site will be able to accommodate up to 400,000 squarefeet of new construction for mixed-use commercial space.

“Rome Cable has been one of our most complex and intricate projects, due to the environmental restoration component, the cultivation of partnerships, utility and infrastructure reconstruction, and coordination with adjacent owners,” said Rome Mayor James Brown. “My staff has done a tremendous job to be able to navigate and manage the process. After three years of hard work and perseverance, we’re thrilled to see it all finally come together. This was truly a regional effort, and as we move into the marketing phase of this project, we are thankful for the support of Empire State Development and Mohawk Valley EDGE.” Mayor Brown cited the Restore NY program as being in perfect alignment with the principles of smart growth and sustainable development, “Communities simply cannot ignore the brownfields issue any longer. In Rome, we are taking a direct, methodical approach to brownfield and infill development. These are the ideas and coalitions that are going to rebuild the Mohawk Valley. As long as we sustain this level of creativity and partnership with the State of New York, great things will continue to happen for our community.”

“The Central Branch of the NY Chapter of the APWA has a long standing tradition of recognizing the fine work of its diverse membership through the “Project of the Year” award program,” said Branch Chair Kris Dimmick. “We congratulate all winners, including the former Rome Cable Corporation project, whose coordinated team effort resulted in the successful completion of the demolition, environmental remediation and infrastructure reconstruction of the Rome Cable building, which will no doubt have a transformational impact on the city. This project is exemplary of the APWA’s goals of educating its members, sharing expertise and promoting professional excellence.”

The success of the project and its award as the Brownfield Project of the Year is a result of collaborative efforts involving ESD, Rome Community Brownfields Restoration Corporation, the City of Rome, Oneida County Industrial Development Agency, Shumaker Engineering, Ritter & Paratore Construction, Owl Wire and Cable, Rome Strip Steel, Mohawk Valley EDGE, National Grid and the U.S. Department of Housing and Urban Development (HUD), whose contributions are responsible for getting the General Cable project off the ground with the Restore NY Round I project..

“Considerable financial assistance from New York State, City of Rome and National Grid have accelerated re-development of what we feel is a Class A urban industrial site,” said Fred Arcuri, Vice President of economic development at Mohawk Valley EDGE, who gave high grades to the Restore program. “Without it the site could have sat stagnant and underutilized, as many of the region’s brownfield sites continue to do. Rome Cable is a shining example of the leadership and commitment needed for brownfield redevelopment. Mayor Brown and his staff, as well as the Oneida County Industrial Development Agency, have thrown their full support behind this project and it shows. Within the next six months the community will not only be rid of the blight and environmental legacy left behind by Rome Cable, but will be in a position to successfully market a nearly 50-acre urban development site.”

The demolition of Rome Cable has been the largest of Rome’s Restore New York grant projects. In 2008, Rome’s General Cable Restore I project garnered more than \$7 million in private development, resulting in the new construction of a Walgreens, as well as American Alloy Steel’s state-of-the-art \$6 million manufacturing facility—both on former brownfield sites. The U.S. Department of Housing and Urban Development’s Community Development Block Grant funding was also critical in transforming this site. The City of Rome is also the recipient of a \$1.69 million Restore III grant for its “From Brown to Green Rome” Brownfield Opportunity Area Implementation Strategy. This catalyst project, identified in

Rome's Brownfield Opportunity Area (BOA) will rehabilitate three critical properties in Rome's downtown, bringing them from negative value to extremely marketable conditions. The Old City Hall building, located in the Bellamy-Gansevoort Historic District, will undergo exterior historic preservation, interior rehabilitation and LEED certification for future commercial uses. The Grand Hotel will undergo gut rehabilitation and energy-star rehabilitation to create modern residential and commercial space. The Nolan Building will undergo deconstruction, gut rehabilitation and reconstruction activities to provide flexible, energy-efficient commercial space. Supported by the City's comprehensive master plan, urban design plan, Main Street Development Assessment and the BOA nomination study, this Restore NY initiative will energize the local tax base, leverage private investment and position Rome for prosperity in the new economy.

The Restore New York program, implemented in 2006-2007, was designed to revitalize urban areas and stabilize neighborhoods through investment in projects as a means to attract residents and businesses. Restore New York places a strong emphasis on projects in economically distressed communities. In late 2006, the state awarded the first round of grants, totaling \$50 million to 54 of New York's localities. In 2008, the state awarded the second round of grants, totaling \$100 million to 64 localities and in the third and final round in 2009, \$155 million in funding was awarded to 80 projects in 75 municipalities.

Empire State Development is New York's chief economic development agency and administrator of the statewide business resource portal New York First ([www.NYfirst.NY.gov](http://www.NYfirst.NY.gov)). ESD is committed to being recognized on a global scale as the economic development engine driving job growth, strategic investment and prosperity in New York State. ESD is intent on paving the way for New York State to become the leader of the innovation economy and one of the most business-friendly, productive and competitive economic development climates in the world. ESD also oversees the marketing of "I LOVE NY," the State's iconic tourism brand. For more information on Empire State Development, visit [www.esd.ny.gov](http://www.esd.ny.gov).