



## **DELAWARE DOWNTOWN DEVELOPMENT DISTRICT APPLICATION FOR DESIGNATION AS A DISTRICT**



**March 2016**

## **Downtown Development District Program**

### **How to Use this Application Form**

This application is a Microsoft Word document that has been modified. The text in the document is “locked” meaning that you can’t edit it. The fields where you are supposed to enter information are “open” allowing you to type or paste information into these fields. The fields that can be edited are in gray.

First, we recommend that you save this document with a unique file name that includes the name of your jurisdiction. An example would be “DDD-Application-Dagsboro.” Then you can work on the document without fear of overwriting it, and when you send it to us we will know who it came from (and we won’t be in danger of overwriting it).

Some of the fields are informational in nature, such as places to type in the name and address of your jurisdiction. It should be relatively straightforward to type this information in and save it. Some of the fields are check boxes, which are similarly straightforward.

Many of the fields are questions that ask you to respond in either 100 or 750 words. You might find it helpful to write and edit your responses in a separate Word document and then paste them in to the application once they are complete. The 100 word statement is to be used internally for review and in printed materials where we need a concise description of each proposed District. Almost all other questions are suggested to be no more than 750 words, which is about a page and a half of text (using 12 point font). In these responses it is important to clearly and concisely answer each question. Your District Plan can go into much more detail about each topic, and it is appropriate and expected that you will reference your District Plan in these 750 word responses. There is no penalty for exceeding 750 words, but if you find that you are writing much more than 750 words please consider putting the additional information in your District Plan.

There are numerous attachments mentioned throughout this application. The most obvious one will be the District Plan. The application also asks for various maps, spreadsheets, letters of support, resolutions and data to be attached associated with particular questions. Please compile all of the attachments into one Adobe Acrobat (.pdf) document. It would be wonderful if you could include a table of contents, and organize these attachments in the order of the questions.

It is likely that when you are done with the application form (Word document) and the attachments (.pdf document) the combination of both documents will be larger than 15mb, which is the limit for external email in the State system. In these cases, we will arrange for you to have access to a sftp file transfer site to upload your documents. Email the OMB Application Team at [OMB\\_APP\\_Team@state.de.us](mailto:OMB_APP_Team@state.de.us) to request an account and a password to upload the file. You must include the following information in your email in order for the OMB Application Team to process your account access: Name, Company, Email Address, and Phone Number.

OSPC will provide technical assistance with Census data and GIS mapping if requested by local governments that can demonstrate the need for the assistance. We will provide assistance to all local governments on the technical aspects of completing this application and transmitting / uploading finished applications. To request assistance or if you have questions about any part of this application or the program in general please contact your Circuit Rider Planner at the Office of State Planning Coordination, (302) 739-3090.



# ***Downtown Development Districts***

## **Application for Designation as a District**

### **Section I General Guidelines**

The Downtown Development Districts Act of 2014 (the Act) was enacted by the General Assembly in order to:

- Spur private capital investment in commercial business districts and other neighborhoods;
- Stimulate job growth and improve the commercial vitality of such districts and neighborhoods;
- Help build a stable community of long term residents by improving housing opportunities; and
- Assist local governments in strengthening neighborhoods while harnessing the attraction that vibrant downtowns hold for talented people, innovative small businesses and residents from all walks of life.

Local governments<sup>1</sup> that wish to take advantage of this program must identify a downtown district in their community and apply for designation. To make an application for designation this form must be completed, supporting materials must be attached, and the entire packet submitted to the Office of State Planning Coordination as detailed herein in order for the request to be considered.

<sup>1</sup> Municipalities and counties are eligible to apply for Downtown Development District designation. Throughout this document, the terms “local government” and “applicant” refer to either the municipality or county that is presenting the application.

Completed applications will be considered by the Cabinet Committee on State Planning Issues (the Committee). The Committee will make recommendations to the Governor, who may then designate additional Downtown Development Districts in the current program year. Additional Districts may be designated in future program years. The number of Districts is limited to 15 at any one time. District designations last for 10 years, and the Committee can consider up to two five year extensions.

Selection as a Downtown Development District will entitle private construction projects within the identified District to receive grants to offset up to 20% of their capital construction costs. There are a host of other benefits that will be described in more detail in other materials. Grant funds will be administered by the Delaware State Housing Authority (DSHA).

Applications must be addressed to the Office of State Planning Coordination as follows:

Mrs. Constance C. Holland, AICP  
Director  
Office of State Planning Coordination  
122 Martin Luther King Jr. Blvd, S.  
Dover, DE 19901

**Application Due Date for  
FY16 Cycle:  
June 1, 2016**





## ***Downtown Development Districts***

### **Application for Designation as a District**

#### **Section II Specific Requirements**

Local governments must identify proposed Downtown Development Districts in accordance with the Act. Districts must include a traditional mixed-use downtown area, commonly known as a Central Business District (CBD)<sup>2</sup>. Districts must be no more than 85 acres in area for jurisdictions with a population under 9,000<sup>3</sup> persons, no more than 170 acres in area for jurisdictions with a population between 9,000 and 30,000 persons, and no more than 225 acres in area for jurisdictions with a population over 30,001 persons. Applicants are encouraged to geographically concentrate the incentives to the greatest extent possible.

The size and shape of the proposed District must make sense from an urban planning and revitalization perspective. The applicant must fully describe the rationale for choosing the boundaries as a part of this application. Guidelines for preparing District boundaries are found elsewhere in this application.

A map of the District is required as a part of this application. Local governments must also supply maps showing the future land use and zoning of the district area, and discuss how the

plan and land use regulations support the application for the District.

The Act identifies three components of the application for designation as a District:

- The need and impact of the District designation;
- The quality of the District Plan
- The quality of the local incentives offered

Each of these components will now be described in more detail.

**Need and Impact:** The applicant must describe the need for the economic incentives that will be available in designated District. The need must be documented through the use of relevant data and other methods. The conditions of the local economy, income, poverty, homeownership rates, prevalence of vacant or abandoned buildings and other metrics may be used to make the case that the proposed District is in need of the incentives.

In addition, the applicant must describe the potential positive impacts that are likely to accrue due to designation as a District. Applicants are encouraged to describe the impacts using both data and other methods.

The **Need and Impact** section will account for 50% of the consideration given to scoring each application.

**District Plan –** The local government must present a District Plan that will be used to guide development activities and

<sup>2</sup> Central Business District: An area around the downtown portion of the city or town allowing for higher intensity residential uses as well as commercial, office, personal services, governmental, and similar uses intended to serve the community and surrounding areas of the city or town.

<sup>3</sup> Population to be based on the 2010 US Census.





## ***Downtown Development Districts***

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### **Application for Designation as a District**

revitalization efforts in the District. The District Plan is to be a detailed description of the overall strategy for the development of a proposed district.

The applicant must demonstrate that the District Plan is consistent with the local government's certified Comprehensive Plan and the *Strategies for State Policies and Spending* and any other local planning documents or studies that are applicable. Additionally, if other governmental, non-governmental and/or quasi-governmental organizations are involved with revitalization efforts in the downtown area they must be identified and it must be demonstrated that coordination of all activities will be part of the District Plan.

The District Plan should clearly and concisely describe the key actions and strategies that are in place and / or will be used to guide growth and revitalization efforts in the proposed District. The overall vision of the plan, the clarity of actions to be taken, and proof of the ability and the will of the municipality or county and other partners to implement the plan will be key considerations when evaluating this section of the application.

Changes to the District Plan must be reviewed by the Committee. District designation may be rescinded if the District Plan is not adhered to.

The quality of the **District Plan** will account for 30% of the consideration given to scoring each application.

**Local Incentives** – The local government must detail a package of local development incentives that will apply within the proposed District. These incentives may include, but are not limited to, a reduction in fees or taxes; regulatory flexibility; permit process and licensing reform; special zoning districts; or exemptions from local ordinances. These incentives may either be currently in place and in use by the municipality or county or they may be proposed for implementation upon designation as a District.

Upon designation as a District the local government is required to implement the incentive package as described and proposed for the duration of the District designation. Grant funds will not be available to projects until the incentive package is adopted by the local government and made available to the project developer. Changes to the incentive package must be approved by the Committee. The District designation may be rescinded by the Committee if these conditions are not adhered to.

The quality of the **Local Incentives** will account for 20% of the consideration given to scoring each application.

### **Section III** **Application Instructions**

Local governments that wish to be considered for designation as a Downtown Development District must fill out the application form for the current FY16 application cycle.



## ***Downtown Development Districts***

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### **Application for Designation as a District**

For local governments that previously applied for designation in the FY14 round, their original applications remain on file with the OSPC. If the local government would like to be considered for designation in the FY16 round, they will have the following options:

- Have their original application reviewed;
- Have their original application reviewed with supplemental materials to be provided; or
- Complete a new application.

If a local government with an application on file wishes to be considered for designation in this round, they must signify this by completing at least the Information Sheet and they must provide a new Resolution from the local legislative body.

If a local government with an application on file wishes to provide supplemental materials, the new materials must be inserted in the appropriate locations on this application form. Attachments, such as a revised District Plan, are certainly permissible. The supplemental materials must be presented in a way that clearly demonstrates what changes, updates or new information is being provided. Actually highlighting or red –lining new materials would be most helpful.

Here are some details about the various parts of the application form:

**Check List** - self-explanatory.

**Information Sheet** - The local government must supply the

jurisdiction's name, mailing address, and phone numbers. The applicant must provide the date of the last update of the comprehensive plan and briefly describe the District being proposed. All local governments must complete this form, even those with applications on file from a previous round.

**Map of the Proposed District** – The local government must submit a map of the proposed District in sufficient detail to clearly identify the boundaries of the District and calculate its area. Maps should be created with GIS software, and the associated computer files should be made available to aid our review of the proposal. Districts must be contiguous, and be no more than 85 acres in area for local governments with a population under 9,000 persons, no more than 170 acres in area for jurisdictions with a population between 9,000 and 30,000 persons, and no more than 225 acres in area for jurisdictions with a population over 30,001 persons. There are guidelines detailed elsewhere in this application that must be followed when preparing the proposed District boundaries. Applicants must also supply maps showing the future land use and zoning of the district area, and discuss how the plan and land use regulations support the application for the District.

**Summary of Need and Impact** – The local government must complete this form to summarize the need for District designation and the potential positive impact of the district. Supporting documentation should be attached to this form.



## ***Downtown Development Districts***

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### **Application for Designation as a District**

**Summary of District Plan** – The local government must complete this form to summarize the District Plan for the proposed District. Copies of the District Plan or Plans must be attached to this form, along with any relevant supporting documentation.

must have been acted upon during this FY16 application period. Resolutions from 2014 will not be accepted.

**Written Documentation from Supporting Organizations** – The local government must supply written documentation from other organizations that will be relied upon to implement the District Plan. The documentation must be attached to the “Summary of District Plan” form.

**Summary of Local Incentives** – The local government must complete this form to summarize the local incentive package to be made available within the District upon designation. The local ordinances (or other regulations or documentation) enabling and governing these incentives must be attached to this form, along with any relevant supporting documentation. In the case of incentives proposed upon designation, the draft ordinances must be attached.

**Legislative Body Resolution** – The local government must attach an adopted resolution from the jurisdiction’s legislative body that indicates the local government’s desire to apply for designation as a District, and the local government’s willingness to adhere to the District Plan and the Local Incentives for the duration of the District designation. All local governments must provide a resolution from the legislative body, even those with applications on file from a previous round. Resolutions





## ***Downtown Development Districts***

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Application for Designation as a District

# **Application Cover Sheet and Check List**

Jurisdiction Name:

Town of Georgetown

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Date of Application May 31, 2016

Date Received May 31, 2016

### **Check List for Application Materials**

- ☒ **Application Cover Sheet and Check List.**
- ☒ **Information Sheet.**
- ☒ **Map of the Proposed District (GIS files encouraged).**
- ☒ **Map of Future Land Use in Proposed District (GIS files encouraged)**
- ☒ **Map of Zoning in Proposed District (GIS files encouraged)**
- ☒ **Summary of Need and Impact (with attachments).**
- ☒ **Summary of District Plan (with attachments).**
- ☒ **Written Documentation from Supporting Organizations.**
- ☒ **Summary of Local Incentives (with attachments).**
- ☒ **Legislative Body Resolution.**



## ***Downtown Development Districts***

### **Application for Designation as a District**

### **Information Sheet**

**Note: All local governments must complete this sheet, even those with applications on file from a previous round.**

Municipality / County: Town of Georgetown

#### Contact Person for Application

Name: Eugene Dvornick, Town Manager

Address: 39 The Circle, Georgetown, DE 19947

Phone: 302-856-7391

Email: gdvornick@georgetowndel.com

Eugene Dvornick Jr 05.31.16  
Signature Date

#### Proposed District Administrator (if different)

Name: Town Manager or Designee

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature

Date

- ☒ New Application, never applied for DDD designation before.
- ☐ Application on file, please review with no changes.
- ☐ Application on file, please review with the addition of supplemental materials included in this application form or attached.
- ☐ Application on file. Please disregard it and review this entirely new application.

Date of certified Comprehensive Plan January 13, 2010

Population of the municipality or county (as per 2010 US Census) 6,422

Population of proposed District (based on 2010 US Census Block data) 1,663

Area of proposed District in acres 84

Area Verified by OSPC Staff \_\_\_\_\_

OSPC use only



## ***Downtown Development Districts***

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### **Application for Designation as a District**

Brief description of the proposed Downtown Development District (100 words or less)

Note: this description will be used as a summary for internal review and in printed materials

The Georgetown Downtown Development District includes the two main business corridors within Georgetown, East Market Street and North Race Street. The District encompasses 84 acres which includes 212 tax parcels. This area comprises retail, residential and mixed-use along North Race Street and a combination of commercial, retail, restaurants and residential (owner and non-owner occupied) along East Market Street. As the County Seat there are numerous government employees (State and County) support agencies (attorneys, accountants, etc.) as well as visitors, yet there are few businesses and services to support the daily influx of people as well as the needs of residents.





## ***Downtown Development Districts***

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### **Application for Designation as a District**

### **Map of the Proposed Downtown Development District**

**Instructions:** Prepare a map of the proposed Downtown Development District. The map must clearly show the boundaries of the District. The area of the proposed District, in acres, must be calculated from the boundaries designated on the map. The following guidelines must be adhered to when preparing the boundaries of the proposed District:

- The maximum size of the District is 85 acres for local governments with populations below 9,000, 170 acres for local governments with a population between 9,000 and 30,000, and 225 acres for local governments with populations over 30,001 (population as per the 2010 US Census).
- Districts must be contiguous.
- Districts must include the streets and right-of-ways within it. These count towards the maximum acreage.
- Enclaves within District boundaries are not acceptable.
- Prioritizing, phasing and /or timing of redevelopment activities in different geographic areas of the District is acceptable, and will be considered favorably when it can be demonstrated that this will concentrate the incentives to achieve specific revitalization goals.
- If any portion of the proposed District is in the floodplain, the FEMA floodplain map must be included as a layer on the map. Contact OSPC for technical assistance if needed.

Attach the map of the proposed Downtown Development District

Attach a map showing the future land use in the proposed District from the municipality's or county's certified Comprehensive Plan. Attach a map showing the zoning or land use regulations that apply to lands within the District. Discuss how the plan and land use regulations support the application for the District.

It is encouraged that the map(s) be created using GIS software. If the municipality or county is able to use this software, please submit digital files to our office to supplement the application and aid us in our review. Please contact OSPC if you need assistance and / or to arrange to electronically transfer the files.

☒ District Boundaries Map Attached

☒ GIS data is available and will be electronically transferred to OSPC

Name of person who created the map: Ryan Mawhinney, AECOM

Phone 302-781-5927

Email ryan.mawhinney@aecom.com



## ***Downtown Development Districts***

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### **Application for Designation as a District**

#### **Map of the Proposed Downtown Development District - continued**

Describe the rationale for choosing the boundaries of the proposed District (please limit your response to 750 words or less).

There are several factors that contributed to developing the Town of Georgetown's Downtown Development District. It was important to focus on an area just outside the Circle, as the Circle is considered the hub of the Town. Working off the Circle as an anchor, the District was developed based on the area most in need and that would benefit greatly from designation. The following further explains the rationale for choosing the area that makes up the proposed District:

- **Central Business District** – The proposed District makes up a significant portion of the current central business district. There are numerous zoning categories that make up the District all promoting neighborhood scale businesses and uses, which is the type of development the Town wishes to continue to encourage.
- **Market Street (capturing east / west traffic) and Race Street (capturing north / south traffic)** – These two streets make up the main corridors through the District. Both these streets are heavily traveled throughout the day by people frequenting the Courthouse and other administrative buildings. These intersecting streets lead travelers into and out of the Circle, making these corridors a high priority.
- **Logical Gateway to the Commercial Area** – The area of the proposed District is in need of visible and improved gateways. When the notion of arrival into the downtown is absent it diminishes the sense of place and community. The area chosen includes two main thoroughfares into and out of downtown, and provides an opportunity for improved transitions between commercial and residential uses.
- **Existing Infrastructure Capacity** – The District has sufficient water and sewer capacity for new businesses, and an easy to navigate street network. The Town is also looking in the future to introduce broadband connection. The Town has been preparing for future growth and is ready and well positioned to accommodate it.
- **Opportunity to Encourage More Cultural Integration** - The Town, as well as the proposed District, is very diverse in its people and businesses. Race Street in particular is lined with numerous Latino owned and operated businesses. It is important to the Town to bring its residents and business community together so there is a mutual respect and understanding for everyone's culture and background, and to create a well-rounded culturally diverse community.
- **Potential for Existing Property Owners to Make Significant Investment** – There are several existing businesses within the proposed District that would greatly benefit from receiving



## ***Downtown Development Districts***

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### **Application for Designation as a District**

designation. There is a key commercial property that is part of a gateway leading into the District and is prime for redevelopment. Being able to take advantage of incentives would afford the property owner the ability to make significant improvements or move forward with redevelopment plans.

- **Walkable Area** – The proposed District is pedestrian friendly and walkable due to its compact grid street network. This is an important factor because people typically want to be able to frequent multiple businesses while out. There are also 4 major green spaces in Town that enhance the pedestrian experience.
- **Encompasses Transportation Hub** – The District includes the main bus stop and regional hub for transfers for DART, as well as the Norfolk-Southern Railroad.
- **Leverage Captive Audience Coming to Georgetown for Business** – There is an influx of people coming to Georgetown every day to visit the courts and other administrative buildings. There are also all the workers that are employed at the local, County and State offices. The current businesses cannot support the needs of the number of people coming to downtown on a daily basis.

The proposed District is approximately 84 acres and includes 212 parcels. See Map 1 District Boundary.

Attach a map showing the future land use of the District from the local government's certified Comprehensive Plan.

☒ Map Attached

☒ GIS data is available and will be electronically transferred to OSCCP

Attach a map showing the zoning or land use regulations that apply to lands within the District

☒ Map Attached

☒ GIS data is available and will be electronically transferred to OSPC





## ***Downtown Development Districts***

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### **Application for Designation as a District**

#### **Map of the Proposed Downtown Development District - continued**

Discuss how the plan and land use regulations support the application for the District (Please limit your response to 750 words or less).

The zoning districts that make up the District, as well as Town planning documents, all support the current neighborhood scale development found within the District, and that the Town will continue to encourage. The following provides insight into how current land use regulations and additional Town documents support the development of the District:

##### **Zoning:**

- Currently, there are 8 zoning districts within the proposed District which allows for a variety of uses. Permitted uses for the Urban Business Districts (UB1 / UB2 / UB3) build off one another, all promoting neighborhood scale uses. These same permitted uses are also reflected in the Historic Zoning District which makes up a portion of the proposed District.
- The eastern portion of the District has several Highway Commercial zoned properties which allows for uses typically seen on a highway, but also includes permitted uses allowed in Urban Business zones. This allows those property owners and developers flexibility when looking to make improvements or redevelop.
- Some current permitted uses are antiquated or unsuitable for a downtown and will need to be reviewed and revised, but the Town would like to continue to encourage allowing a variety of uses to meet the needs of residents and visitors.

##### **Comprehensive Plan:**

- The Vision - Protect vital resources, improve quality of life for its residents and provide commercial services to the area. The District Plan reflects this same vision. Being able to attract new businesses to the downtown that enhance the historic character of the Town and can provide the services residents are looking for, will greatly improve the quality of life.
- The Plan includes a series of recommendations to be considered to help strengthen the downtown; these were used in developing the District Plan goals.
- Many of the goals set forth in the Comprehensive Plan were applicable to the District and were used as the starting point for developing the goals and strategies included in the District Plan.

##### **Category 1 and Category 2 Site Plan Review Process:**

To provide and assure high quality development, predictable design requirements and



## ***Downtown Development Districts***

### **Application for Designation as a District**

development specifications, and expedited review process the Town has established Category 1 and Category 2 site plan review criteria and procedures.

Category 1 site plans include major development such as new construction and relocation of buildings. The requirements for new development are clear and concise and provide predictability for a prospective developer as to the requirements and process for approval. The process includes a three stage approval process – Predevelopment Meeting, Preliminary Plan and Final Plan.

Category 2 site plans include new single family home construction and renovations to existing structures both residential and commercial. Category 2 site plans are reviewed administratively by the Planning Department staff and approved by the Planning and Zoning Director for an expedited approval time.

#### **Design Guidelines:**

Any development or renovation work within the District would have to adhere to the Town's design guidelines - town wide Development Design Standards and Design Guidelines for East Market Street.

Development Design Standards (town wide) – The purpose of these Standards are to build on and enhance the history and character of the Town while allowing for development and growth. This comprehensive document offers design guidance for commercial and residential buildings, streetscape improvements, parking lot design, landscaping and open space, street and utility design, and signage and lighting.

Design Guidelines for East Market Street – The purpose of these Guidelines, written specific to a section of East Market Street, are to make this business area more attractive and create a sense of place with a “Welcome Home” feeling for residents and visitors. This document is a user-friendly guide for existing businesses owners and prospective developers to the positive impacts exterior improvements have and an easy to follow guide on how to start evaluating for needed improvements.

See District Plan Section 01 Introduction - Existing Documents (p.05) and Section 02 District Existing Conditions - Land Use & Zoning (p.04) for additional information.

Are there other special overlays, districts, or areas that intersect the proposed District? Examples of such special areas include historic districts, BID taxing districts, etc. Please describe any of these special areas and how they will interact with the proposed Downtown Development District. Include maps, if applicable. (Please limit your response to 750 words or less).



## ***Downtown Development Districts***

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### **Application for Designation as a District**

There are currently no special overlay districts within the District, but recommendations from a review of the existing Historic District, along with multiple design guidelines will have an impact on development and rehabilitation work in the District.

- Historic District Review Committee – A committee was previously tasked with reviewing the existing Historic Zoning District which makes up a portion of the proposed District. The group was looking into ways to preserve and improve the Historic Zoning District focusing on permitted uses, design standards and possible district expansion. Recommendations included revising the permitted uses based on the creation of subdistrict and creating an overlay district to protect historic properties. Many of the recommendations presented in the final report were used when putting together a draft form-based code to be applied to the District and used as a local incentive.
- As mentioned previously, there are town wide Development Design Standards and Design Guidelines for East Market Street that will play a key role ensuring the community's unique, small-town character will continue to be maintained and improved.





## ***Downtown Development Districts***

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### **Application for Designation as a District**

### **Summary of Need and Impact 50%**

**Instructions:** Complete this form to document the need for the District designation and its potential to positively impact your community. Attachments of data and other documentation are required. There is no specific page or word limit on the information that can be attached, **however** please be aware that applications that provide clear and concise documentation that is directly related to the need and impact of the District proposal will be scored the highest.

Please describe the **need** for the Downtown Development District designation in your community (please limit your response to 750 words or less).

While the Town has set forth great energy and taken many steps to make improvements, the downtown still faces many obstacles. The following are the challenges the District faces:

- **Crime Statistics** – Crime has become an increasing problem over the years. There is a high concentration of crime reported within the proposed District, primarily along North Race Street. Within a 2 year period there were over 500 incidents reported. The types of crime include vandalism, larceny, assaults and drug violations.
- **Housing Needs** – Georgetown was used as a case study in the 2008 – 2012 DE Housing Needs Assessment providing data showing how homeownership versus renter rate has changed over the years. There was a clear picture of the decline in the homeownership rate over the years. The document points out that Georgetown has one of the fastest growing populations and as the county seat is a significant location. One contributing factor is the large Latino population that works low wage jobs limiting their housing options.
- **High Rental Rate** – Currently, 40% of properties within the District are rentals. This is in part due to the mobile population with high rates in housing moves and occupancy changes.
- **Numerous Vacancies** – Currently, almost 14% of properties within the proposed District are vacant. This is a 5% increase from 2010 Census Block data that approximated vacancy rates for the District.
- **Redevelopment Opportunities** – There are currently 32 entirely vacant parcels totaling 10 acres and 13 parcels with infill potential totaling almost 7 acres. While the entire District is available for redevelopment there are 4 highly visible areas that present a clear opportunity for development as identified in the District Plan.



## ***Downtown Development Districts***

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### **Application for Designation as a District**

- Numerous Condemned / Demolished Properties – Over the years many properties have become substandard. Due to economic conditions, owners and occupants are not maintaining their properties which it turn causes the Town to lose its character and historic nature. The decline in housing conditions can be attributed to the cost associated with repairing aging homes and the financial difficulty for those with lower incomes.
- Numerous Code Enforcement Violations – Over the course of a 2 year period there were 2202 code violation cases within the proposed District. These violations included condition of premise, parking and vehicle violations, detrimental objects and maintenance of trees, grass and other vegetation, most attributable to the general economic conditions of the District.
- Lack of Evening / Night Time Activity - There are very few businesses that are open after 5 pm which encourages residents and those that work in Town to find alternative places to shop and dine after hours. With few people walking around later in the evening, many people commented in the Downtown Survey that they feel unsafe.
- Competing with Commercial Retail along Route 113 Corridor and Coastal Areas – The results from the Downtown Survey show that people prefer shopping that is convenient with a variety of shops allowing for one-stop shopping, has later hours to accommodate those that work late and is easily accessible.
- Improving Pedestrian Connectivity – While the District is compact and walkable there are still issues with connectivity. Many people find it difficult to cross the street at certain intersections due to traffic volume, discouraging them from frequenting businesses.
- Parking Issues – There are several places throughout the downtown to park but many people find it difficult to know where to park. There is a lack of signage pointing visitors in the direction of available parking. There are also several parking areas that are need of major improvements, or could provide opportunities for infill development.
- Improving Gateways – The District includes the most prominent gateway into the downtown and the Circle. While there is historic architecture and some streetscape amenities improvements are still needed seeing this is such an important gateway. The lack of a gateway diminishes the sense of arrival into the downtown and in turn weakens the sense of place and community for visitors and residents.

It is also important to note that as the County seat there are great demands on the Town from the large influx of daily State and County workers and visitors to various agencies. As government entities, the State and County do not add to the Town's tax base but do generate demand for services and infrastructure. The DDD would even the playing field by offering incentives for private investment in Town and capitalize on the large number of workers and visitors, while increasing the Town's tax base.



## ***Downtown Development Districts***

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### **Application for Designation as a District**

See Section 01 Introduction - Need (p.01) for further explanation of the need for designation.



## *Downtown Development Districts*

### Application for Designation as a District

### Summary of Need and Impact – continued 50%

Attach relevant data to that demonstrates and documents the **need for** the Downtown Development District designation.

The following table summarizes the **required** data from the US Census. Input the data into the summary spreadsheet provided, and attach any other written documentation that can summarize the data. Contact OSPC for assistance with the Census data, if needed.

#### Required Data from the US Census

<b>The municipality or county as a whole</b>			
Median Income	Poverty Rate	Age of Structures	% Homeownership
% Rental	Vacancy	Median Home Value	
<b>The Census Tract(s) that contains the proposed District</b>			
Median Income	Poverty Rate	Age of Structures	% Homeownership
% Rental	Vacancy	Median Home Value	% Low / Mod Income
<b>The Census Block(s) that most closely correspond to the proposed District</b>			
Total Population	% Homeownership	% Vacancy	

☒ Summary spreadsheet and other documentation attached

Please provide any other data that support the municipality's application for the District. The following table contains some **suggested** data sources that can serve to supplement the required data. Please attach any that apply, and any other data that is relevant. Cite the source for each dataset.

#### Suggested Data from a Variety of Sources

Blight	Condemned Properties	Code Violations
Crime Statistics	Economic Analysis	CDBG Program Statistics
Market Studies	Redevelopment Authority Activities	Public Works Projects
Education Data	Infrastructure Condition or Need	Other

☒ Additional data and documentation attached



## ***Downtown Development Districts***

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### **Application for Designation as a District**

### **Summary of Need and Impact – continued 50%**

Describe how the attached data demonstrates the **need** for the Downtown Development District designation in your community (please limit your response to 750 words or less).

According to the 2010 US Census data there were 6,422 people living in Georgetown with 1,663 (25.9%) of that total living approximately within the proposed District. That is a quarter of the population living within the area of the District. The following are important highlights from the 2010 Census data, along with further research that show the need Georgetown has to receive District designation:

- Median Household Income for the Town is \$42,905, only \$509 less than the Tract area. In comparison to Sussex County, the MHI is \$8,141 less.
- Poverty Rate for the Town is 19%, but doubles to almost 40% for Tract area.
- Approximately 15% of the homes in Town were built in 1949 or earlier.
- The Town as a whole has a 50 / 50 percent rate of homeownership and rentals, but compared to Sussex County's homeownership rate (78.6%) the Town's is significantly lower.
- At the Block level there is only a 19% homeownership rate vs. 72% rental rate.
- The percentage of vacant housing is about 9% across the Town, Tract and Block levels.
- The median home value for the Town is \$207,800. Within the Tract area home values are \$7,350 less and in comparison to Sussex County, they are \$30,000 less.
- Over 50% fall into the low / moderate income category at both the Town and Tract level.

Crime statistics gathered for the proposed District (Section 02 District Existing Conditions - Crime p.01) further explain the need for designation:

- Between January 2013 and April 2016 there were over 500 crimes reported.
- The majority of criminal activity is concentrated within the District along North Race Street.
- Majority of incidents occur on Fridays and Saturdays, between 8 pm and midnight.





## ***Downtown Development Districts***

### **Application for Designation as a District**

- The most frequent types of crime reported are larceny, simple assault, vandalism and drug violations.
- Code violations
- There were 2202 code violation cases from January 1, 2013 to December 31, 2015.
  - There are 145 cases still open.
  - Most common violations included detrimental objects, maintenance of trees, grass and vegetation, condition of premises which includes exterior structure and site, and vehicles wrecked, dismantles, inoperable or unregistered on private property.
  - Almost 20% of cases had 4 or more code violations.

Describe the potential positive impacts of the proposed Downtown Development District designation in your community. Impacts can include economic, social and / or cultural impacts among others. Attach supporting documentation if applicable (please limit your response to 750 words or less).

The Town and District will see numerous benefits if designated a Downtown Development District. Overall designation would make the downtown market-ready giving the Town the opportunity to be competitive. Designation would provide opportunities for the following:

- The ability to attract a variety of businesses would allow for economic diversity which would begin to strengthen the downtown's market.
- The Town would be better positioned to leverage additional funding opportunities for private and public projects that will improve the District as well as the downtown as a whole.
- The Town could focus on business recruitment through marketing and promotion, incorporating the Town's new branding with the development of the District.
- The District Plan itself will be used as a planning tool to not just stimulate economic activity within the downtown, but guide activity through strategic, efficient and sound investments.
- It will only take one great project to spur interest and investment into a community. Georgetown Square, a key gateway location, and the neighboring property are identified as a high priority redevelopment area in the Plan. The owner of Georgetown Square has had plans in



## ***Downtown Development Districts***

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### **Application for Designation as a District**

the past to improve the property but has never moved forward with their plans. Other property owners have also worked with the Town on ideas of how to redevelop their properties. Both Georgetown Square and current property owners would greatly benefit from the Town receiving designation, allowing them to fulfill their redevelopment plans.

Section 01 Introduction - Benefits (p.02) gives additional explanation to the impacts District designation would have.



## ***Downtown Development Districts***

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### **Application for Designation as a District**

### **Summary of District Plan 30%**

**Instructions:** through this application the municipality or county will be presenting the District Plan that will guide future revitalization, growth and development activities in the District. Upon designation, the local government will be required to adhere to the District Plan in order to qualify for grants and other incentives. Attach the District Plan, and summarize the content, goals, and objectives in the space provided.

The District Plan Checklist is provided in the Program Guidelines document. The proposed District Plan must be prepared in accordance with the Checklist.

Attach the District Plan.

☒ District Plan Attached.

Summarize the content, goals and objectives of the District Plan. (please limit your response to 750 words or less).

Through public outreach, Task Force discussions, review of Town planning documents and an in depth look at the existing conditions of the proposed District, assets, challenges and opportunities for improvement were identified. The Task Force took several meetings to discuss the goals and objectives that would be most advantageous in achieving the vision the Town has for the District and downtown. The complete list of goals, objectives and strategies can be found in Section 3.

- The initial list of goals and objectives were derived from goals put forth in the Town's Comprehensive Plan.
- A Downtown Survey was completed by people that reside, work and visit Georgetown. The Town received 356 responses to the Survey. The results and comments from the Survey were drafted into goals and objectives.
- The Task Force completed a SWOT analysis that is used to evaluate the strengths, weaknesses, opportunities and threats the proposed District faces. These ideas were also developed into goals and objectives.
- As mentioned above, the Task Force focused a lot of time of putting together a concise set of goals and objectives.



## ***Downtown Development Districts***

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### **Application for Designation as a District**

- The goals and objectives were organized into categories to concentrate on each area of the District in need of improvement. The categories include: housing, economic and retail development, land use, zoning and development potential, natural resources, connectivity, gateways, streetscapes and public spaces, parking and community events. All of these aspects are vital to creating a vibrant and thriving downtown.
- Examples of the goals include:
  - Promote additional housing that is affordable to the average Georgetown household, particularly recognizing the needs of various types of households.
  - Reinforce the downtown's position as the governmental, commercial and cultural center in the County.
  - Work on the perception that there is no space or land available for new development or a new tenant.
  - Encourage appropriate reuse of older buildings, particularly including rehabilitation of historically or architecturally significant buildings.
  - Promote an active, healthy and vibrant downtown through high connectivity, pedestrian-oriented design, and public gathering spaces.
  - Reinforce community identity with attractive gateways at the downtown's edge.
  - Enhance the feeling of safety in existing parking areas.
  - Enhance publication of community events prior to their occurrence.



## ***Downtown Development Districts***

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### **Application for Designation as a District**

### **Summary of District Plan – continued 30%**

Please summarize how the local government envisions itself in a leadership role to guide the successful implementation of the District Plan (please limit your response to 750 words or less).

The Town is committed to seeing the proposed incentives promoted and taken advantage of, strategies implemented and vision of the District ultimately achieved. The Town has made many efforts over the years to make improvements to the downtown, through planning studies and implementing design standards. Minor improvements have been made but not to the scale the Town had envisioned. Attendance at the 2015 and 2016 Main Street Conferences of the National Main Street Center provide educational opportunities and tools to utilize as the Town works to design, organize, restructure and promote the economic assets that will make Georgetown a greater place to live and do business.

Preparing this District Plan has allowed the Town to invest time in concentrating on one significant portion of the downtown, understanding the current conditions through visuals and data, and assembling a practical and attainable set of goals and strategies. This District Plan is a compilation of all the work that had been completed along with new research and fresh ideas. The Town plans to lead the way in implementing this Plan by:

- Working to promote the District Plan to existing property owners, potential developers and business owners. This Plan acknowledges its disadvantages but sets forth a path to solving those problems and laying out the numerous opportunities developers and business owners could have in Georgetown.
- Continue to administer existing incentives and promote the proposed incentive package to potential developers.
- Work on completing the strategies over the course of the designation based on the Implementation Schedule, starting with the high priority items. (See Section 4)
- Continue branding and marketing efforts putting resources towards advocacy and campaigning, with a focus on the District.
- Work to support existing businesses ensuring they continue to thrive and be successful, and be an ally to new businesses helping them through the start-up process welcoming them to Georgetown's business community.





## ***Downtown Development Districts***

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### **Application for Designation as a District**

List key implementation strategies for the District Plan. Please also list any known projects or proposals that can be underway within six to twelve months of District designation. Key Priority Projects<sup>4</sup> should be identified, if applicable. See the Checklist for more details (please limit your response to 750 words or less).

Some of the high priority strategies include:

- Enforce existing and new property maintenance codes and impose fines on violators, in accordance with adopted regulations.
- Work with a funding source that is familiar with Downtown Development Districts and their processes and other revitalization efforts, in order to provide better step-by-step technical assistance to those wishing to apply for incentives.
- Ensure any development, when it applies, meets the Design Guidelines for East Market Street.
- Encourage adaptive reuse of existing structures that have character and architectural significance for new uses rather than replacing them.
- Review current zoning codes and investigate an overlay district to ensure the District is a vibrant, traditional mixed-use and walkable downtown. For example, amend the permitted uses to remove antiquated or unsuitable uses for a downtown and that may have an adverse effect in achieving the District vision and goals.
- During the Comprehensive Plan update, evaluate the zoning and future land use designation of the four parcels in the proposed Downtown Development District zoned HC – Highway Commercial Zone. Also, evaluate the zoning of the Georgetown United Methodist Church property to look into preserving this site as open space and recreational lands.
- Conduct a sidewalk and crosswalk inventory that identifies gaps and sections in need of repair, and add the necessary improvements in the capital improvement budget.
- Review and amend the parking standards to ensure that the requirements are more conducive to a walkable, mixed-use downtown environment versus an auto-oriented commercial environment.
- Revise the parking standards to be more prescriptive in allowing a reduction in the

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<sup>4</sup> Key Priority Projects are specific projects identified in the District Plan that are considered to be potential catalysts for other redevelopment activity and / or contribute to superior urban design or other benefits to the District.



## ***Downtown Development Districts***

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### **Application for Designation as a District**

number of spaces in a shared lot. Also permit a reduction in the number of spaces for proximity to on-street parking, municipal lots and public transit.

These along with the additional strategies discussed in the Plan will be applied to the entire District, with a focus on the priority parcels identified in the Map 4 of the Plan.



## ***Downtown Development Districts***

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### **Application for Designation as a District**

### **Summary of District Plan – continued 30%**

List any other governmental, quasi-governmental or non-governmental organizations that will be involved in the creation and / or implementation of the District Plan. A Main Street organization would be an example of such an organization. For each organization, describe how the local government will coordinate their activities to encourage revitalization and economic development in the District.

Several of the organizations listed below were involved in the Task Force and the creation of the District Plan. The Town will work closely with these organizations to ensure implementation strategies are thoroughly and successfully completed:

CHEER - Providing services and programs to senior citizens, the fastest growing population in the County. Working with CHEER will help the Town focus on the specific needs of the senior citizen population that is residing in and visiting the District. Affordable housing and social and health care services are all important to seniors and will be incorporated into the implementation strategies.

First State Community Action Agency - Provide essential services and programs to help improve the lives of Georgetown's residents, and therefore improve the downtown. First State understands Georgetown's community and the direction the Town is heading. The Town will continue working with First State in the same capacity they have for many years and will be a valuable resource in continuing to advance the lives of the residents of the community as well as the District.

Greater Georgetown Chamber of Commerce - Liaison between the Town and the downtown businesses. The Chamber understands the current conditions of the downtown and works closely with the business community, so their partnership will be vital in accomplishing the implementation items that specifically deal with economic and retail development.

NCALL - Leading and experienced organization in supporting neighborhood revitalization. The Implementation Schedule names NCALL as a potential partner for financial and technical support on numerous improvement strategies. Their experience will be essential in working with potential developers.

Sussex County Habitat for Humanity - Resource for improving the homeownership rate within the District. Habitat has offices in Georgetown as well as their AmeriCorps long term volunteer house located in the proposed District. They have built more Habitat homes in Georgetown than



## ***Downtown Development Districts***

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### **Application for Designation as a District**

any other town in the County, helping to increase homeownership. The Town will work closely with Habitat to continue to promote homeownership and affordable housing.

Attach written documentation (in the form of letters of agreement, memorandums of understanding, board resolutions etc) from each of the above listed organizations indicating support for this application to be designated as a Downtown Development District and identifying a willingness to coordinate with the municipal government to implement the District Plan.

☒ Written documentation attached from all other organizations



## ***Downtown Development Districts***

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### **Application for Designation as a District**

### **Summary of District Plan – continued 30%**

Describe any actions your local government has taken to ensure energy efficient and environmentally sensitive development, and to prepare for flooding and sea level rise, if applicable. How will these efforts be implemented in the proposed District? (please limit your response to 750 words or less).

Since the Town has little in the way of development constraints, it is an ideal location for development.

- The District is ideally located at the center of Sussex County. The elevation and distance from water bodies prevents the District from being susceptible to flooding or having concerns with sea level rise.
- The Town uses the adopted 2012 International energy Conservation Code (IECC) which encourages energy conservation through efficiency in design, mechanical and lighting systems, and use of new materials and techniques.
- There are numerous vacant or potential infill parcels, existing buildings in need of renovations and large parcels that could be subdivided. This presents a potential developer or business owners many opportunities to find the right property for their project.
- There are existing development specifications and design standards which provide standards for building, parking lot, landscaping and stormwater design.
- The Town has worked to preserve open space by creating parks and dedicated open space to preserve the remaining natural area.

Describe how the District Plan is consistent with your certified Comprehensive Plan and the *Strategies for State Policies and Spending* (please limit your response to 750 words or less).

<http://stateplanning.delaware.gov/strategies/>

As shown throughout the Application, the Comprehensive Plan has played a key role in the development of the District Plan and in many ways they mirror one another:





## ***Downtown Development Districts***

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### **Application for Designation as a District**

- The overall Vision - Protect vital resources, improve quality of life for residents and provide new commercial services to the area. The District Plan promotes this same idea, looking to attract businesses to better provide for the needs of the residents and visitors. Improvements to the District will in turn start to improve the overall quality of life.
- The overall Goal - Strive to make Georgetown an even greater place with a strong sense of community, stable neighborhoods, vibrant business areas, high-quality recreation opportunities, a historic character and an excellent quality of life. Again the District Plan encourages all these ideas, rehabilitation of old buildings, new development that enhances the historic character of the downtown, attracting new businesses and creating a sense of place through improved gateways and streetscapes.
- The list of 31 goals presented in the Comprehensive Plan was incorporated into goals, objectives and strategies of the District Plan.
- A series of policies and strategies aimed at strengthening the downtown area are included in Comprehensive Plan and were reviewed when putting the District Plan together.
- Work completed through creating the District Plan will also be incorporated into the Comprehensive Plan update.

#### **Strategies for State Policies and Spending:**

Proposed District, and majority of Town, is located within Level 1

Level 1 is the most prepared for growth and where the State can make the most cost-effective investments. These areas are prioritized for investment and development.



## ***Downtown Development Districts***

### **Application for Designation as a District**

### **Summary of Local Incentives 20%**

**Instructions:** The municipality or county must complete this form to summarize the local incentive package to be made available within the District upon designation. The local ordinances (or other regulations or documentation) enabling and governing these incentives must be attached to this form, along with any relevant supporting documentation. In the case of incentives proposed upon designation, the draft ordinances must be attached.

Attach the Local Incentives. The following table includes **suggested** local incentives. Please attach any that are relevant, and others that have not been listed.

#### **Suggested Local Incentives**

Fee or Tax Reductions	Regulatory Flexibility	Permit or Licensing Reform
Special Zoning Districts	Exemptions from Local Ordinances	Streamlined Permitting
Other		

☒ Written documentation attached for all Local Incentives

List the Local Incentives that are already in place. Please detail the geographic extent of each incentive (i.e. is the incentive available throughout the entire jurisdiction, or only in certain geographic areas?)

<b>Local Incentive</b>	<b>In effect since (approx.)</b>	<b>Geographic area covered</b>
Façade, Sign and Awning Improvement Grant	May 2014	East Market Business District
Realty Transfer Tax Exemption - 1 <sup>st</sup> Time Homebuyers	August 2004	Town Wide



## ***Downtown Development Districts***

### Application for Designation as a District

### **Summary of Local Incentives - continued** **20%**

List any of the existing Local Incentives that will be modified to have specific benefits to properties in the proposed District.

<b>Local Incentive</b>	<b>How modified?</b>	<b>Geographic area covered</b>
		DDD Only
		DDD Only
		DDD Only
		DDD Only
		DDD Only
		DDD Only
		DDD Only
		DDD Only
		DDD Only
		DDD Only
		DDD Only

List the Local Incentives that are new and will be available only in the proposed District.

<b>Local Incentive</b>	<b>Date enacted (or proposed date of adoption)</b>	<b>Geographic area covered</b>
10 Year Property Tax Increase Phase In	90 days of designation	DDD Only
Business License Fee Waiver	90 days of designation	DDD Only
Accelerated Development Review Process	90 days of designation	DDD Only
Building Permit Fee Reduction	90 days of designation	DDD Only
Emergency Services and Georgetown Recreation, Education and Arts Trust Reduction	90 days of designation	DDD Only
Impact Fee (Water and Sewer) Reduction	90 days of designation	DDD Only
Form Based Code	90 days of designation	DDD Only
		DDD Only
		DDD Only



## ***Downtown Development Districts***

### **Application for Designation as a District**

		DDD Only
		DDD Only

### **Summary of Local Incentives - continued 20%**

Please describe how each local incentive will be funded. If the incentive involves a reduction or waiver of taxes or fees, or in-kind services (for example, expedited permitting utilizing existing staff resources) please note that here.

<b>Local Incentive</b>	<b>Funding Source</b>
Façade, Sign and Awning Improvement Grant Program	Real Estate Transfer Tax Revenues
Realty Transfer Tax Exemption – 1st Time Homebuyers	Tax Waiver
10 Year Property Tax Increase Phase In	Tax Reduction
Business License Fee Waiver	Fee Waiver
Accelerated Development Review Process	Town Resources
Building Permit Fee Reduction	Fee Reduction
Emergency Services and Georgetown Recreation, Education and Arts Trust Reduction	Fee Reduction
Impact Fee (Water and Sewer) Reduction	Fee Reduction
Form-Based Code	Town Resources

For each Local Incentive to be provided, please describe the specifics of how the incentive works (details are needed), and how the incentive encourages economic development and revitalization in your community.

Façade, Sign and Awning Improvement Grant Program - This program offers a 50/50 matching grant to assist Applicants in addressing maintenance and rehabilitation needs of building facades in the East Market Business District. Grants may be awarded up to 50% of the total cost of



## ***Downtown Development Districts***

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### **Application for Designation as a District**

qualified façade rehabilitation, repair or restoration project, signs or awnings with a maximum grant award of \$500. A cash match is required. Grants are awarded on a reimbursement basis once the Applicant demonstrates full compliance with the grant award. Eligible improvements may be phased over two fiscal years in order to maximize grant assistance. Smaller programs like this can go along way with improving the façade of a building and in turn helping to improve the entire streetscape.

**Realty Transfer Tax Exemption for 1st Time Home Buyers** - As stated in the Town of Georgetown Code (Chapter 199, Article I, Section 199-3) there is no tax imposed on realty transfers for those that qualify as first-time home buyers. A first-time home buyer is defined as a person who "individually or as a co-tenant, has at no time held any interest in residential real estate, wherever located and which has been occupied as his or her principal residence, and who intends to occupy the property being conveyed as his or her principal residence within 90 days following recordation." This incentive encourages first-time home buyers to consider Georgetown over neighboring communities. It is a big financial step to buy your first home and this program helps to lessen some of that cost.

**10 Year Property Tax Increase Phase In** - This program applies to the incremental increase in the property tax due as a result of the improvement. The phase in will be a 10% increase each year. In year one the Applicant would only pay 10% of the actual property tax, increasing by 10% each year until the full annual property tax is paid in year 10. A chart is included in Section 05 of the District Plan.

**Business License Fee Waiver** - The annual Town of Georgetown Business License Fee will be waived for the first five years a business is in operation. This fee waiver will only apply to new businesses. An Applicant that utilizes the fee waiver will still be required to complete a Business License application to be kept on file. There are many up-front costs associated with starting a new business and this incentive will alleviate some of those costs.

**Accelerated Development Review Process** - All projects that are in complete compliance with the Town Zoning Code will be administratively approved. Planning Commission hearings will not be required if a project can be administratively approved. All reviews, controlled by the Town, will be completed within three weeks of submission. Whether it is a new or renovation project time is a big factor, from first concept stages to construction. An accelerated review process will allow a project to continue to move forward in a timely manner.

**Building Permit Fee Reduction** - All projects will be eligible for a reduction in the Building Permit Fee based on the value of the improvement. The reduction amount ranges from a minimum of 15% to a maximum of 75%. The reduction amount increases as the value of the improvement increases. A chart illustrating how the incentive works can be found in Section 05 of the District Plan.

**Emergency Services and Georgetown Recreation, Education and Arts Trust Fund Fee Reduction**





## ***Downtown Development Districts***

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### **Application for Designation as a District**

- All projects will be eligible for a 50% reduction in this fee. The fee is based on the value of the new construction cost and is a sliding scale with a minimum of 0.10% and a maximum of 0.50%. A chart showing the fee reduction amount is included in Section 05 of the District Plan.

Impact Fee (Water and Sewer) Reduction - The fee reduction will be based on the type of use. Projects of a commercial nature will be afforded a 20% reduction in water and sewer impact fees. Mixed use projects (commercial and residential) will allow for a 35% reduction in fees. The fee calculation will be based on one initial EDU with additional EDU's being calculated at the end of the first 12 months in operation. A table illustrating the fee reductions is included in Section 05 of the District Plan. As mentioned above, there are many up-front costs associated with development and this is another incentive that will help lessen the cost burden.

Zoning – Investigate zoning code alternatives such as an overlay district or form-based code document that may be developed, adopted and applied to the properties within the District. The possible code modification would use many of the recommendations from the Historic District Study Committee including creating sub-districts based on types of roads / streets and using the proposed permitted uses as a starting point. The existing Design Guidelines for East Market Street along with the town wide Development Design Standards will be used for design guidelines. An overlay district or form-based code could yield higher quality development based on design criteria and expedited approval process.



## ***Downtown Development Districts***

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### **Application for Designation as a District**

### **Summary of Local Incentives - continued 20%**

Summarize the package of Local Incentives, and describe how these incentives will work in concert with the Downtown Development District benefits to encourage revitalization and economic development in your proposed District (please limit your response to 750 words or less).

The Town is offering a wide-ranging list of local incentives that should benefit property owners, developers and new businesses with projects of all scales. The Town understands how costly development projects are and have focused on trying to alleviate some of those costs through the provided incentives. Benefits to property owners, developers and businesses include:

- Providing an existing, or new, property owner a significant cost avoidance which will free up funds for use on other aspects of their project.
- Alleviating the high cost associated with development projects. All the incentives will help to lessen the financial burden.
- Fee waivers and reductions help lessen up-front costs.

The Town as a whole will also benefit from the provided local incentives by:

- Potentially bringing construction jobs with workers that will spend money in the local, downtown economy.
- At the completion of a project, depending on what type, new jobs, residents and visitors will have a significant impact on Georgetown economy.

Section 5 gives two hypothetical scenarios of how potential developers could benefit from the provided incentive package. Scenarios are provided for a potential renovation project as well as new construction.



## ***Downtown Development Districts***

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### **Application for Designation as a District**



## ***Downtown Development Districts***

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### **Application for Designation as a District**

### **Legislative Body Resolution**

**Note: All local governments must provide a resolution from the local legislative body, even those with an application on file from a previous round. Applicants with applications on file must provide a resolution acted upon during the current application period. Resolutions from 2014 will not be accepted.**

**Instructions:** Attach a resolution that has been adopted by the legislative body of your municipality or county. The resolution must affirmatively indicate that the legislative body supports the application for designation as a Downtown Development District and is willing to adhere to the District Plan and the Local Incentives for the duration of the District designation.

Date of Resolution    May 11, 2016

Resolution Number    2016-3

☒ Resolution Attached.

## Downtown Development District Application Appendices

District Boundary Map

Future Land Use Map

Existing Land Use Map

Zoning Map

Census and Additional Data

*2010 US Census*

*Crime Maps & Charts*

*Code Violations*

Town of Georgetown Downtown Development District Plan

Letters of Support

*Mrs. Ruth Briggs King, State Representative - 37<sup>th</sup> District*

*First State Community Action Agency*

*Sussex County Habitat for Humanity*

*La Esperanza*

*CHEER*

*The Voice Radio Network*

*Greater Georgetown Chamber of Commerce*

*Mr. Brian G. Pettyjohn, State Senator - 19<sup>th</sup> District*

*NCALL Loan Fund*

*Historic Georgetown Association*

*Georgetown Historical Society*

*Sussex County Economic Development Office*

*Aleman Investment Group, LLC*

*Harrison House, Georgetown*

*Georgetown Square*

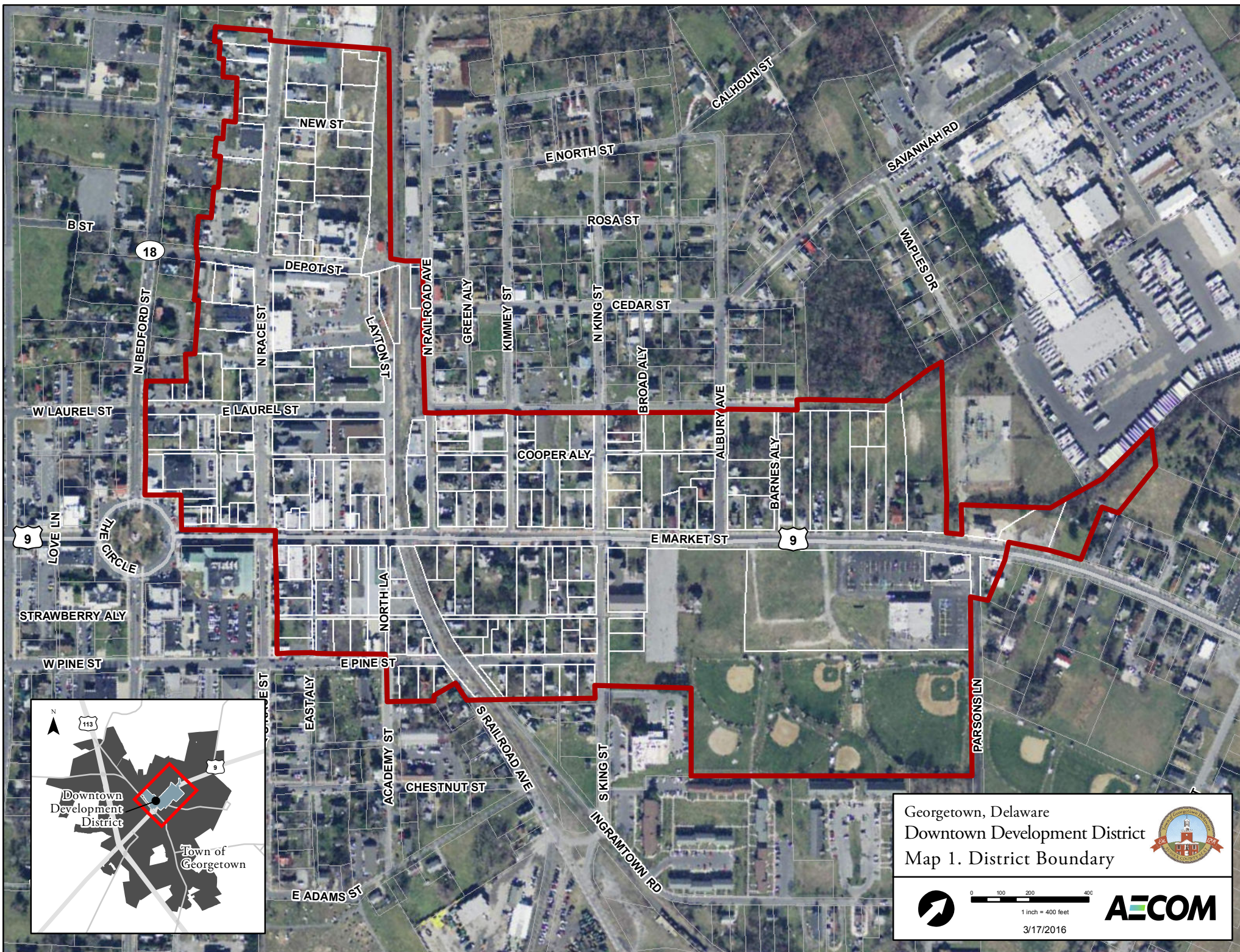
Local Incentives

*Façade, Sign and Awning Improvement Grant Program*

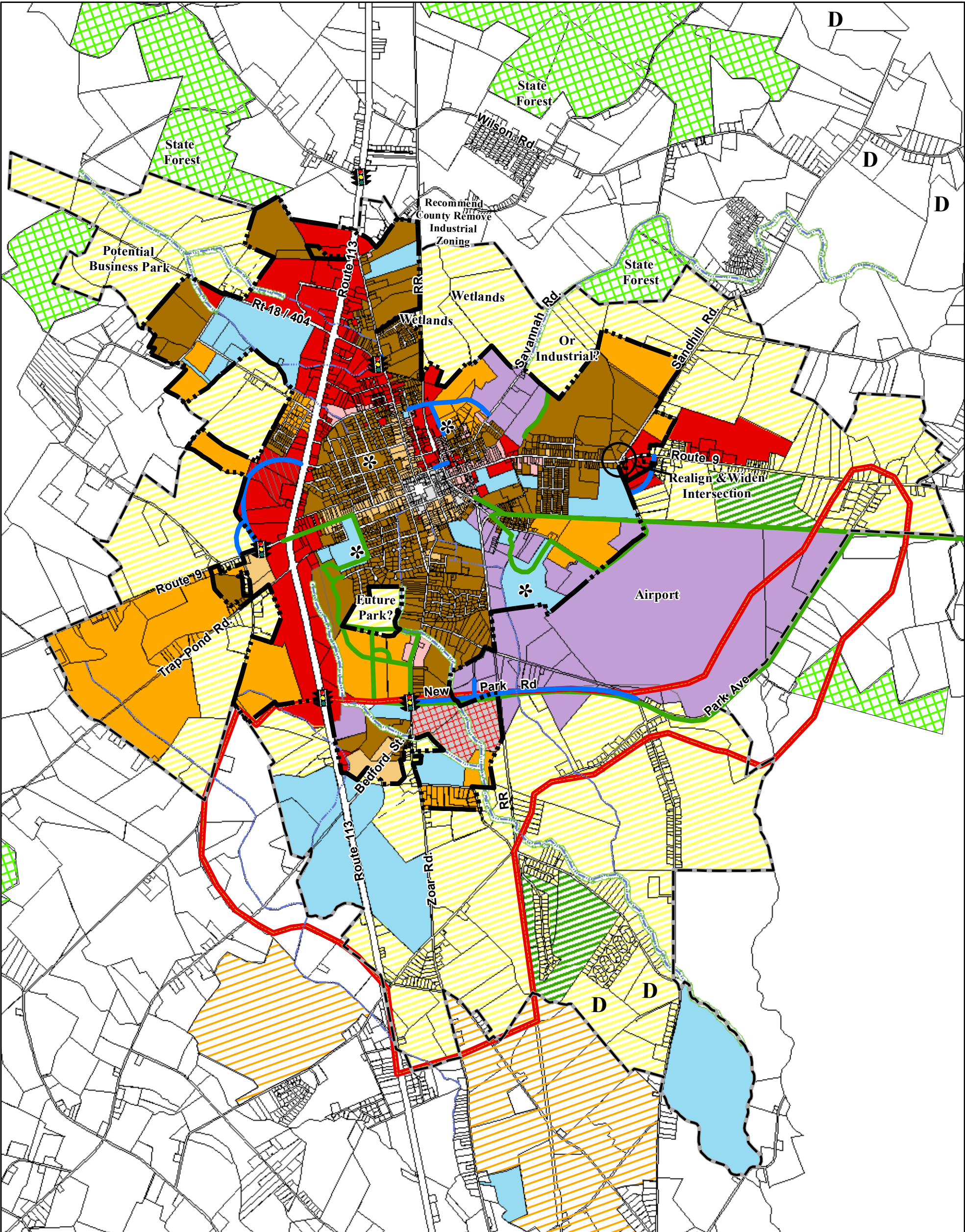
*Realty Transfer Tax Exemption – 1<sup>st</sup> Time Homebuyers*

Resolution









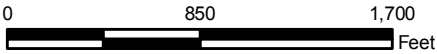
As Adopted by Town Council on January 13, 2010.

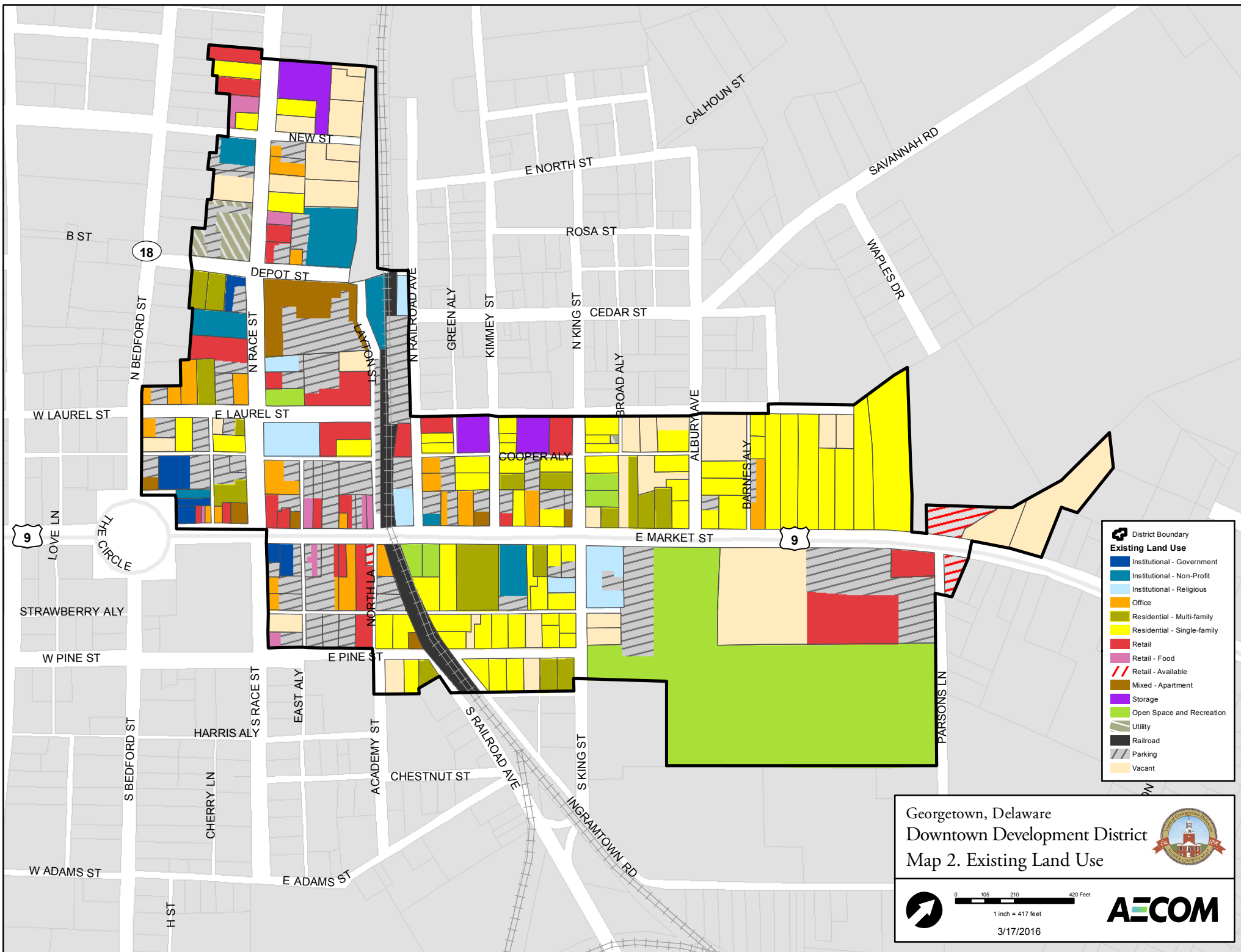
Town of Georgetown Comprehensive Plan

- Education and Community Facilities
- Existing Golf Courses & Private Recreation Site
- Commercial
- Commercial / Medium - High Density Residential
- Limited Commercial/Airport Approach
- Downtown Revitalization-Historic Preservation Emphasis
- Light Industrial & Airport
- Neighborhood Business
- Future Low Density Residential (Promote Cluster Option; More Intensive Zoning May be Considered in Future Depending upon Road and Sewage Improvements and Possible Use of Transfer of Development Rights)
- Medium Density Residential / Office
- Medium Density Residential
- Medium High Density Residential (with some Neighborhood business allowed)
- Area of Proposed Cooperative Sub-Regional Planning

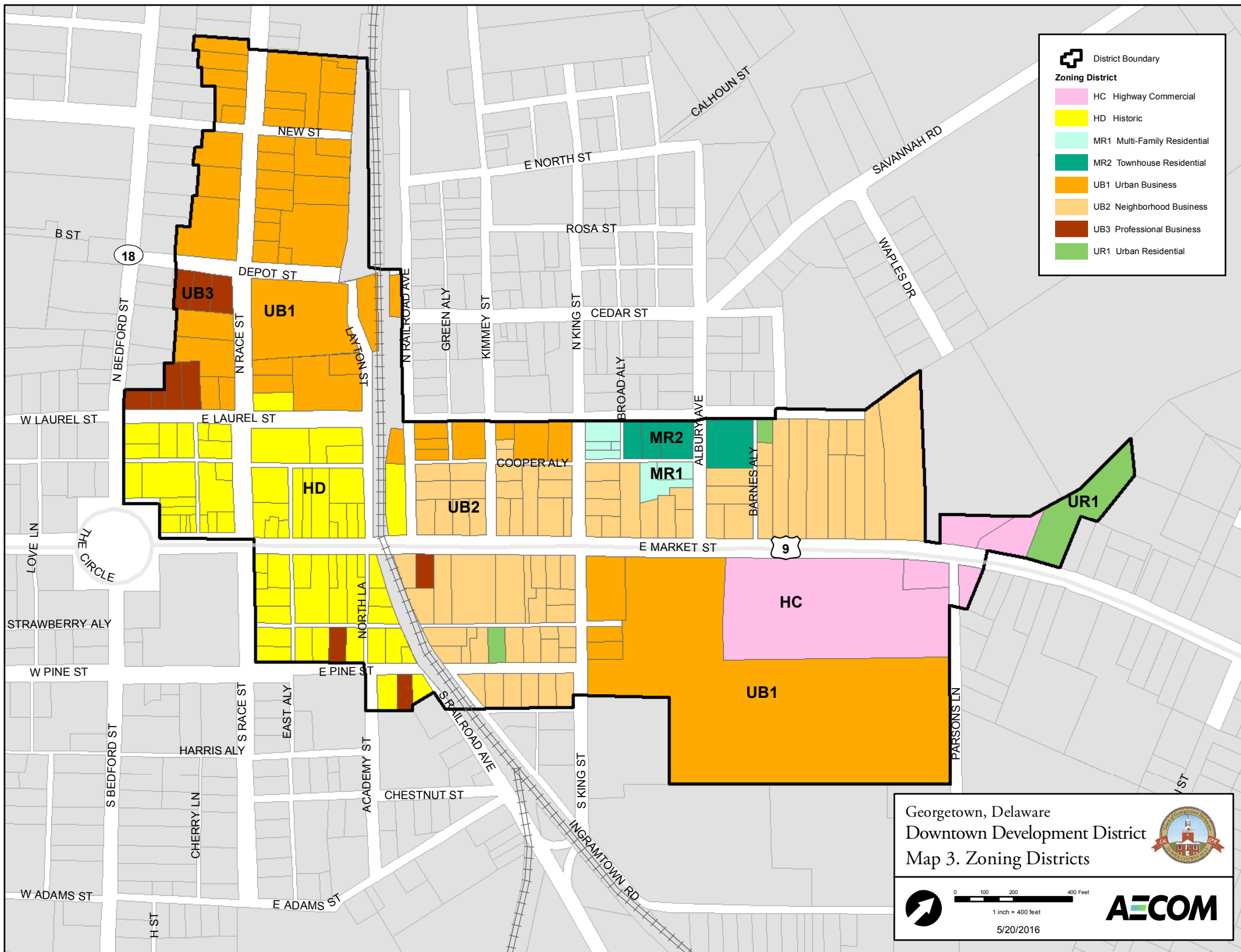


- D Major Proposed Developments in Annexation Area
- Future Traffic Signals
- State-Designated Agricultural District (Temporary limits on number of new homes eligible for Permanent Preservation)
- Permanently Preserved Lands (Includes State Forests and Land Preserved by Easements)
- Potential New 2 Lane Roads
- Proposed Trails
- 2007 Town Boundaries
- Future Potential Annexation Boundary
- Ditches (approximate locations)
- Conservation Buffer Along Waterways
- \* Permanently Preserved Lands under Delaware Land-Water Conservation Trust Fund.









## Required US Census Data

### Sources:

A U.S. Census Bureau, 2010 Census

B U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

C City and Tracts- HUD 2015 LMISD National Data Set, based on 2006-2010 ACS

	Town	Tracts*	Tracts**	Blocks	Source
Total Population	6,422	11,465	5,998	1,663	A
Median Household Income	\$42,905	\$43,414	\$43,004		A
Poverty Rate, All People	19%	39.70%	37.52%		A
% Housing Built 1949 or Earlier	11.40%	17.84%	32.72%		B
% Homeownership	49.60%	56.80%	47.46%	19%	A
% Rental	50.40%	33.60%	43.42%	71.80%	A
% Vacant Housing Units	9%	9.60%	9.12%	9.20%	A
Median Home Value	\$207,800	\$200,450	\$212,450		A
% Low/Mod Income	55.84%	52.07%	65.44%		C

\*Tracts include areas outside the incorporated Town.

\*\*Portions of Tracts within the District, Source: 2006-2012 American Community Survey 5-Year Estimates

Census Tract (s) that include proposed District:		
505.03	505.04	

Census Blocks that most closely correspond to proposed District:			
1048	1075	1091	2041
1049	1076	1092	2042
1057	1079	1093	2043
1059	1080	1097	2044
1060	1081	1098	2045
1067	1082	1099	2046
1068	1083	2036	2053
1069	1084	2037	2054
1074	1090	2039	2055

## Comparison between Sussex County and Town of Georgetown

Sources: U.S. Census Bureau - 2010 Census; 2010-2014 American Community Survey 5-Year Estimates

	2000							
	Population	Median HH Income	Poverty Level	Homeownership Rate	Rental Rate	Vacant Housing Rate	Median Housing Value	Median Rental Value
Sussex County	156,638	\$39,208	10.5%	80.7%	19.3%	32.8%	\$122,400	\$507
<b>Georgetown</b>	<b>4,643</b>	<b>\$31,875</b>	<b>25.1%</b>	<b>50.0%</b>	<b>50.0%</b>	<b>6.4%</b>	<b>\$85,600</b>	<b>\$487</b>

	2010							
	Population	Median HH Income	Poverty Level	Homeownership Rate	Rental Rate	Vacant Housing Rate	Median Housing Value	Median Rental Value
Sussex County	197,145	\$51,046	11.7%	78.6%	21.4%	35.5%	\$240,700	\$896
<b>Georgetown</b>	<b>6,422</b>	<b>\$42,905</b>	<b>19.0%</b>	<b>49.6%</b>	<b>50.4%</b>	<b>9.0%</b>	<b>\$207,800</b>	<b>\$772</b>

	2010 – 2014 Estimates							
	Population	Median HH Income	Poverty Level	Homeownership Rate	Rental Rate	Vacant Housing Rate	Median Housing Value	Median Rental Value
Sussex County	203,737	\$52,710	13.3%	78.1%	21.9%	37.8%	\$236,600	\$954
<b>Georgetown</b>	<b>6,650</b>	<b>\$47,525</b>	<b>25.2%</b>	<b>48.4%</b>	<b>51.6%</b>	<b>12.30%</b>	<b>\$220,000</b>	<b>\$1,063</b>

Proposed District Shown in **Blue** Outline

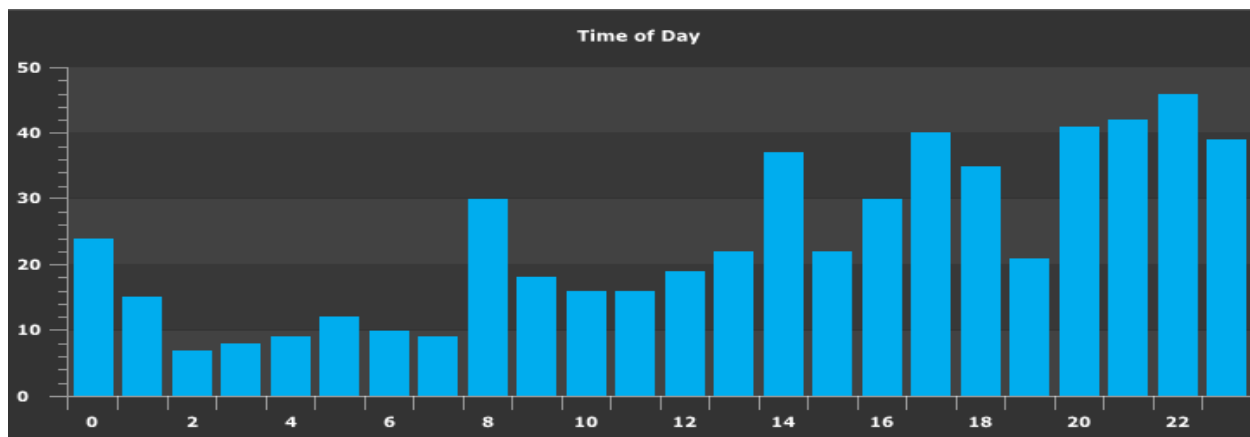
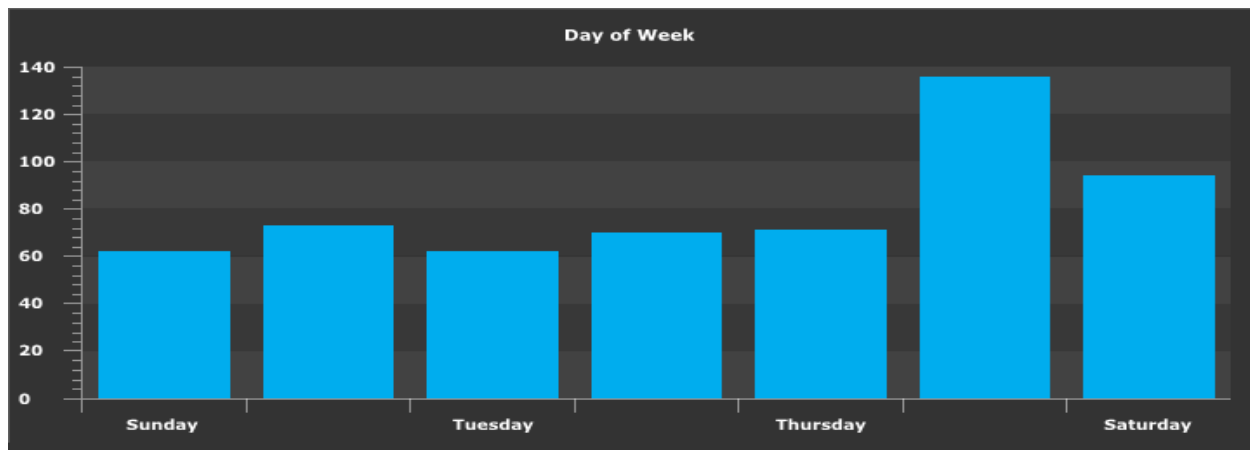
This map illustrates the bus network in downtown St. Louis, Missouri. It features several major transit corridors highlighted by thick blue lines, including the N Broadway Ave, N Main St, N Grand Blvd, and N Highway 66. The map is populated with numerous circular icons representing bus stops, each accompanied by a red heart-shaped callout indicating the number of bus routes serving that location. These icons are color-coded: red for local routes, green for express routes, black for commuter routes, and purple for trolleybus routes. Some icons also feature symbols like stars or 'xxx' to denote specific service types. The background shows a street grid with labels such as E North St, Rosa St, Cedar St, N King St, Barr Ln, Academy St, Chestnut St, S Railroad Ave, and Congress St. A large green area in the upper right corner represents a park or undeveloped land.



The following is a list of the criminal activity highlighted on the maps above.

10	LARCENY - ALL OTHER	14	AGGRAVATED ASSAULT
36	LARCENY - FROM BUILDING	85	ALL OTHER OFFENSES
7	LARCENY - FROM VEHICLE	7	BURGLARY - ALL OTHER
75	OTHER	12	BURGLARY - COMMERCIAL
3	RAPE	8	BURGLARY - RESIDENTIAL
5	ROBBERY - ALL OTHER	16	DISORDERLY CONDUCT
6	ROBBERY - GUN	32	DRUG VIOLATION
17	ROBBERY - STRONGARM	12	DRUNKENNESS
3	RUNAWAY	25	DUI
36	SIMPLE ASSAULT	26	FAMILY OFFENSE
7	SUSPICIOUS	3	FIELD INTERVIEW
13	TRESPASSING	7	FORGERY
35	VANDALISM	20	FRAUD
12	WEAPONS OFFENSE	10	INTIMIDATION

The charts below indicate the day of week and time of day the reported incidents occurred.



## Code Enforcement Case Report – Code Violations within Proposed Downtown Development District

Time Period of January 1, 2013 – December 12, 2015

Source: Town of Georgetown

Total Number of Cases: 2202

### Number of Violations per Code Enforcement Case

# of Violations	# of Cases	Percentage
1	786	35.69%
2	590	26.79%
3	429	19.48%
4	278	12.62%
5+	119	5.40%
<b>Total</b>	<b>2202</b>	

### Most Frequent Code Violations:

- Detrimental Objects

- Maintenance of Trees and Other Vegetation

- Vehicles Wrecked, Dismantled, Inoperable or Unregistered on Private Property

- Condition of Premises, Including Exterior of Building

The Town of Georgetown has been proactively working to identify and close the code enforcement violation cases.

Number of Cases Still Open: 145

### Most Frequent Violations Still Open:

- Rental / Business License

- Detrimental Objects

- Parking & Vehicle Violations

**RUTH BRIGGS KING**  
STATE REPRESENTATIVE  
37<sup>th</sup> District



HOUSE OF REPRESENTATIVES  
STATE OF DELAWARE  
411 LEGISLATIVE AVENUE  
DOVER, DELAWARE 19901

COMMITTEES  
Health & Human Development  
Manufactured Housing  
Public Safety &  
Homeland Security  
Transportation Land Use &  
Infrastructure  
Veterans Affairs

*April 27, 2016*

*Mr. Eugene S. Dvornick, Jr.*  
*Town Manager*  
*Town of Georgetown*  
*39 The Circle*  
*Georgetown, Delaware 19947*

*Dear Mr. Dvornick,*

*This letter is in support of the Town of Georgetown's application for designation as a Downtown Development District (DDD). I believe this recognition will not only stimulate economic activity, it will also highlight the deep history and cultural values of our town.*

*Healthy and vibrant downtowns are critical components of the economic well-being of our state. Like so many others, Georgetown faces considerable development challenges. Competing commercial/retail entities pull from downtown businesses, and there is an ongoing struggle to find the perfect mix of community activities to engage a multicultural population. This, along with inadequate infrastructure and negative perceptions of downtown (related to crime, loitering issues), have stunted development and economic growth.*

*DDD designation is integral in helping guarantee Georgetown's needs for comprehensive economic, housing, community development, and revitalization are addressed.*

*Thank you for the opportunity to express my support for the Town of Georgetown's application for DDD designation. Please feel free to contact me if you have questions or require any further comments.*

*Sincerely,*

A handwritten signature in cursive script that reads "Ruth Briggs King".

*Ruth Briggs King*  
*State Representative*  
*37<sup>th</sup> District*

*RBK/dmh*



**FirstState**  
**COMMUNITY ACTION AGENCY**  
*People Helping People Build Community*

April 27, 2016

Mr. Gene Dvornick  
 Town Manager  
 Town of Georgetown  
 39 The Circle  
 Georgetown, DE 19947

Mr. Dvornick, *Gene,*

First State Community Action Agency Inc. (First State) is a proud partner with the Town of Georgetown and is happy to support your application for a Downtown Development District designation.

First State is a longstanding stakeholder in the Georgetown community having an office in the town for the last 51 years. Our office, located on the edge of the proposed district, has provided services to low income families including programs such as HELP, Food Pantry, Emergency Assistance, Housing Counseling, Family Resource, Youth Programs, and Community Development to lessen the effects of poverty and improve resident living conditions. First State has been a partner in the Georgetown Blueprint Communities initiative and fully supports the efforts to revitalize the target downtown area. The increase in commercial development and job creation are much needed and will only enhance efforts made by local business owners.

First State looks forward to continuing our partnership with the Town of Georgetown, and being a part of the Downtown Development District.

Sincerely,

*Bernice*  
 Mrs. Bernice M. Edwards  
 Executive Director

Stanford L. Bratton Building  
 P. O. Box 877  
 308 N. Railroad Avenue  
 Georgetown, Delaware 19947  
 Email: [firststatecaa.org](mailto:firststatecaa.org)

Phone: 302 - 856 - 7761  
 800 - 372 - 2240  
 Fax: 302 - 856 - 2599

Blue Hen Corporate Center  
 655 S. Bay Road, Suite 4J  
 Dover, Delaware 19901

Phone: 302 - 674 - 1355  
 Fax: 302 - 674 - 5229

Rose Hill Community Center  
 19 Lambson Lane, Suite 105 A  
 New Castle, Delaware 19720

Phone: 302 - 498 - 0454  
 Fax: 302 - 575 - 1409

**Board of Directors**

**Sussex County**  
 Patricia Batchelor  
 Eugene Dvornick  
 Kim Klabe  
 Thomas Sturgis  
 Isaac Upshur  
 Brad Whaley  
 Evelyn Wilson  
 Rev. Max Wolf

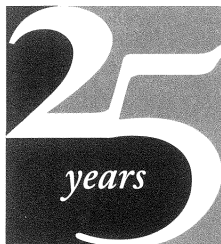
**Kent County**  
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 Vashita A. Pierce  
 Rev. Winton M. Hill III  
 Sandra G. Sutton, Ed.D

**New Castle County**  
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 Beryl Barmore  
 Timothy Crawl-Bey  
 Anne M. Farley, Ph.D  
 Marcus A. Henry  
 Jawanna Saunders  
 Peggy Strine

**Executive Director**  
 Bernice Edwards



*Member of*  
**Community Action Partnership**



May 11, 2016

Mr. Gene Dvornick  
Town Manager  
Town of Georgetown  
39 The Circle  
Georgetown, DE 19947

Dear Mr. Dvornick:

As a local community development and affordable housing organization, Sussex County Habitat for Humanity supports the Town of Georgetown's application for Downtown Development District designation.

Habitat has our countywide offices located in Georgetown, and our Restore retail operation as well as our AmeriCorps long term volunteer house is located in the proposed DDD. We have over 25 staff and volunteers who work in Georgetown daily, many of whom live in town. In short, we have a long term interest in the health and growth of the town and are certain that the DDD designation would help with economic development that will make it a better place for our employees and volunteers to work and live.

Additionally, we believe in homeownership and have been a long term partner with the Town in developing affordable housing. In fact, we have built more Habitat homes in Georgetown than any other town in the county. Together, we have already provided affordable homeownership opportunities to 31 families. I have participated in several of the DDD planning sessions and applaud the vision of the team that is putting together this application. We would be happy to work together to see what role Habitat could have in improving the housing stock in the DDD and offering affordable homeowner opportunities in the district.

I look forward to continue our work together to improve Georgetown as a place for people to enjoy living, working and visiting.

Sincerely,

A handwritten signature in black ink, appearing to read "Kevin J. Gilmore".

Kevin J. Gilmore  
Executive Director

Board of Directors:  
Anthony Del Franco  
Kathy Goodman  
Scott Lanham  
Mary Ann Leager  
Ed Lewandowski  
Richard Legatski  
Chad Lingenfelder  
Bob McVey  
Mike Nally  
Megan Neal  
David Pedersen  
Patricia Pfarrer  
Lloyd Richter  
Larry Rohlfing  
Bruce Wright

Building strength, stability and self-reliance.  
P.O. Box 759 Georgetown, DE 19947  
Phone: (302)855-1153 - Fax: (302)855-9262  
[www.sussexcountyhabitat.org](http://www.sussexcountyhabitat.org)



May 14, 2016

Mr. Gene Dvornick  
Town Manager  
Town of Georgetown  
39 The Circle  
Georgetown, DE 19947

Dear Gene,

La Esperanza fully supports the efforts for the City of Georgetown Downtown Development District Plan. La Esperanza has been located at 216 North Race Street and we are in agreement that the issues of Housing, Economic Development, and Revitalization need to be addressed in the near future. The continued growth in population has caused housing to be a major issue for most of our clients. We would love to see increased economic development in the area to offer jobs. If there is anything we could do please let us know.

Sincerely,

Rosalia Velazquez  
Executive Director





May 16, 2016

Mr. Eugene S. Dvornick, Jr.  
Town Manager  
Town of Georgetown  
39 The Circle  
Georgetown, Delaware 19947

Re: Downtown Development District – Letter of Support

Dear Mr. Dvornick:

CHEER, Inc is please to offer this letter in support of the Town of Georgetown's application for designation as a Downtown Development District under the guidelines of the Downtown Development Districts Act of 2014. CHEER is celebrating its 45<sup>th</sup> year as a private non-profit organization serving senior citizens throughout Sussex County. CHEER's Administrative offices, as well as our Warren and Charles Allen CHEER Community Center and one of our seven senior activity centers are all located within Georgetown.

Senior Citizens represent the fastest growing segment of Sussex County's population. Affordable housing and availability of community-based services continue to be major considerations for senior citizens residing or seeking residence in Sussex County. As the seat of county government and centrally located in Sussex County, many social service and health care facilities important to senior citizens are located in Georgetown.

Designation of a Downtown Development District within Georgetown would significantly enhanced opportunities to improve/increase housing, along with increasing access and availability of essential community services for our senior citizens and our community as a whole. The development of new housing and upgrades to existing housing stock will provide opportunities for the current and expanding senior population to remain in their own private residences in their own communities. Expanded economic development within Georgetown's new Development District will attract new businesses providing senior citizens more options and opportunities through local community-based merchants and services. Pedestrian friendly enhancements to the District area will further improve access for senior citizens to their community and local businesses for essential services.

We encourage careful consideration of the Town of Georgetown's application for designation as a Downtown Development District with the belief that such designation will enhance the quality of life for current and future senior citizen residents of Georgetown and all who reside in and around our town. If CHEER can be of any assistance in this process, please do not hesitate to contact me.

Sincerely,

Kenneth S. Bock  
Executive Director

Cc: Honorable William West, Mayor, Town of Georgetown

*CHEER*  
546 South Bedford Street, Ext, Georgetown, DE. 19947  
Phone (302) 515 – 3040      [www.cheerde.com](http://www.cheerde.com)      Fax (302) 515- 3071  
*CHEER ~ We promote healthy and active lifestyles for persons aged 50+*

May 17, 2016

Mr. Gene Dvornick  
Town Manager  
Town of Georgetown  
39 The Circle  
Georgetown, DE 19947

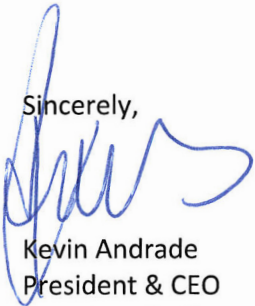
Mr. Dvornick;

On behalf of The Voice Radio Network I am writing to support the Town of Georgetown and the Downtown Development District Plan. As a small business owner based in Georgetown Delaware I feel this would be a great benefit to the community.

This development would provide much needed premises for small businesses to start up and expand existing businesses, which will allow us to see growth in the economy through new business. With this revitalization I feel it would increase and improve the current housing market, and create jobs in our community.

In addition, this project will bring more visitors and attention to our area and help us all to grow. We are proud to support the Downtown Development District Plan.

Sincerely,



Kevin Andrade  
President & CEO  
The Voice Radio Network  
302-858-5118 (office)

302-228-8942 (cell)





GREATER GEORGETOWN  
CHAMBER OF COMMERCE  
Linking Business & Community

May 18, 2016

Gene Dvornick, Town Manager  
Town of Georgetown  
39 The Circle  
Georgetown, DE 19947

Dear Mr. Dvornick;

On behalf of the Greater Georgetown Chamber of Commerce, it is our pleasure to offer this letter in support of the Town of Georgetown's application for designation as a Downtown Development District.

The Georgetown Chamber of Commerce is a key stakeholder in the Georgetown community and will realize extraordinary benefit from the expanded economic opportunity and job growth the designation will spur. Chamber leadership provided input and insight during the process to create the Town's DDD Plan, and applauds the final result.

Georgetown's DDD Plan aims to increase capital investment in the proposed commercial business district, and its surrounding neighborhoods. It strategically identifies critical areas within the community in need of revitalization and housing improvement; and The Plan incorporates compelling incentives to attract new businesses, investors and developers within its district designation, and beyond.

Key to creating an environment that will support a vibrant business marketplace and attract healthy and safe residential life, is to design a blueprint with the 'right mix of uses' for its DDD, and Georgetown's Plan does this. Encouraging business that promotes day and night activities, improving the Town's walkability and maintaining its historic character, and making strategic sites affordable and market-ready are all attainable goals and objectives, as outlined in The Plan.

Georgetown is indeed, well-rounded. It's a place where vital matters of business, government and justice take place, and it is the center of community activities. The landscape offers an aesthetic blend of green space, natural elements and pedestrian amenities with a small town, historic flavor. But the county seat could be and needs to be so much more.

To thrive, the Town of Georgetown must move forward with a strategic plan that will inspire economic growth and revitalization. The Greater Georgetown Chamber of Commerce fully supports Georgetown's application for designation as a Downtown Development District, and champions The Plan it proposes.

Sincerely,

Angela Emerson, President  
Greater Georgetown Chamber of Commerce

Karen S. Duffield, Executive Director  
Greater Georgetown Chamber of Commerce



**BRIAN G. PETTYJOHN**  
STATE SENATOR  
19<sup>TH</sup> District



COMMITTEES  
Agriculture  
Community/County Affairs  
Education  
Public Safety  
Sunset  
Veterans Affairs

May 19, 2016

Mr. Gene Dvornick  
Town Manager  
Town of Georgetown  
39 The Circle  
Georgetown, DE 19947

Dear Mr. Dvornick,

Please let this letter serve as my support of the Town of Georgetown's application for Downtown Development District designation. This designation would be instrumental to Georgetown's economic growth, while highlighting our town's rich culture and history.

The improvement of Georgetown's housing options and existing structures will improve the rate of homeownership as well as preserve the important history of the town. This designation would breathe life into areas of the town that struggle with the stigma of criminal activity. This leads to negative growth that continues to suppress areas in our historic town.

Residential and business districts that thrive attract new residents, investors, and businesses. Thus, designation would stimulate job growth and expand economic opportunity through new businesses coming to the County Seat.

Georgetown's designation as a Downtown Development district is vital to guaranteeing positive economic and cultural growth for our historic town. If you should require further comment or have questions, feel free to contact me.

With Kindest Personal Regards,

A handwritten signature in black ink, appearing to read "Brian G. Pettyjohn".

Brian G. Pettyjohn  
State Senator  
19<sup>th</sup> District

cc: Mayor and Council



May 19, 2016

Eugene Dvornick, Town Manager  
Town of Georgetown  
39 The Circle  
Georgetown, Delaware 19947

Re: Support for the Town of Georgetown's Downtown Development District Application

Dear Mr. Dvornick:

Please accept this letter as the NCALL Loan Fund's Letter of Interest to support your plans described in the Georgetown Downtown Development District (DDD) application. As you know, our offices are adjacent to the proposed DDD area so we directly understand the impact that this designation can have for the revitalization of Georgetown. With such a DDD designation from DSHA, the Town of Georgetown will have access to a number of incentives and financial tools to assist in the revitalization efforts you are proposing. We agree with the findings and recommendations of the market research work the Town coordinated, looking at the specific part of the commercial area that has a mix of uses including historically designated buildings. In your DSHA application, the defined DDD area encompasses the streets where commercial and housing properties are in need of revitalization. There is a cohesive plan that combines business attraction and retention along with the rehabilitation of the surrounding housing stock for homeownership. It is also nice to consider the pedestrian walkways and their safety while promoting more business development.

As a Community Development Financial Institution, we are committed to working with non-profits, developers and government agencies to support, in this case, neighborhood revitalization. Currently we see roles of our CDFI to provide project based financing for the redevelopment of the commercial properties in the downtown area. Another option is to provide financing for developers to buy, renovate and then sell the housing, assuming that is consistent with the Town's plan.

I hope this letter is of use to you and your application. Please let me know if I can be of any further assistance with your DDD application. Good luck!

Sincerely,



Karen Kollias  
Loan Fund Director

363 Saulsbury Road, Dover, DE 19904 • (302) 678-9400 • Fax (302) 678-9058 • [www.ncall.org](http://www.ncall.org)



Mr. Gene Dvornick  
Town Manager  
Town of Georgetown  
39 The Circle  
Georgetown, DE 19947

May 20, 2016

RE: Letter of Support

Gene –

The Historic Georgetown Association (HGA) is excited about the prospect of Georgetown having the opportunity to become a Downtown Development District. This would greatly benefit our community.

As a designated Downtown Development District the economic advantages are a perfect fit at a time when Georgetown is actively working toward revitalization. The area that has been designated as the focus for DDD has unlimited options for residents, businesses and investors. The incentives that the DDD provides, along with the Town of Georgetown's assistance is just what we need at this pivotal period in the Town of Georgetown's rebranding.

Georgetown has instituted a new slogan in their rebranding – "Georgetown is well-rounded". HGA is proud to be a part of the well-rounded image. As a stakeholder, we have restored the original Train Station, as well as the Georgetown Fire House. Both of these are museums offer insights to the rich history of Georgetown. As a Downtown Development District we see the many positives of additional residents, businesses, and investors that will share in our history and help us to share our rich history with so many more.

Georgetown, as the County Seat, is in the ideal location for development. HGA, with our Museums and with our history as actively working, to the best of our ability, for revitalization of our town can't stress enough how vital this designation is for our community. With this designation, Georgetown will soar! We are ready- help us to make this a reality.

Sincerely,

A handwritten signature in black ink that reads "Martin Donovan". The signature is written in a cursive, flowing style.

Martin Donovan  
President  
Historic Georgetown Association



MELODY BOOKER-WILKINS  
ECONOMIC DEVELOPMENT DIRECTOR

(302) 855-7770 T  
(302) 855-7805 F

melody.booker-wilkins@sussexcountype.gov



**Sussex County**  
DELAWARE  
sussexcountype.gov

May 23, 2016

Mr. Gene Dvornick  
Town Manager  
Town of Georgetown  
39 The Circle  
Georgetown, DE 19947

Mr. Dvornick,

Please accept this as Sussex County's letter of support on behalf of the Town of Georgetown in its application to the State of Delaware for consideration in the next round of the Downtown Development District (DDD) program.

Sussex County is proud to endorse those municipalities that are taking steps to promote economic development, stimulate community reinvestment, and create opportunities for their citizens. The Downtown Development District program is an important resource communities are utilizing to leverage private investment and spur economic growth, including the announcement of a high-end, waterfront apartment complex in Seaford, construction of single-family homes for low-income buyers in Dover, and renovated commercial space in Wilmington. Sussex County applauds the Town for its interest in pursuing a Downtown Development District designation.

Georgetown is a community rich in history, and its downtown is central to everyday life in that part of Sussex County. Within walking distance of its picturesque and historic Circle, Georgetown's downtown area is a hub of activity, with government offices, courts, cafes, restaurants, antique shops, banks, houses of worship, and law offices all drawing customers on a daily basis. That existing level of commerce, coupled with the growth potential for current and new businesses, as well as improved and increased housing stock in and around East Market Street and North Race Street, make Georgetown a community worthy of consideration for the DDD program.

The County enthusiastically supports the Town's efforts to further build a thriving, vibrant downtown that adds to the economic opportunity, diversity and prosperity of Sussex County, *and hereby offers its endorsement of the Town's DDD application.*

Sincerely,

Melody Booker-Wilkins  
Economic Development Director



COUNTY ADMINISTRATIVE OFFICES  
2 THE CIRCLE | PO BOX 589  
GEORGETOWN, DELAWARE 19947



## Aleman Investment Group, LLC

221 High Street, Seaford DE 19973 - Suite 101

302-448-9904 (Main) 302-856-7329 (Fax)

May 23, 2016

Mr. Gene Dvornick  
Town Manager  
Town of Georgetown  
39 The Circle  
Georgetown, DE 19947

RE: Georgetown DDD Application

Dear Mr. Dvornick:

Please accept this letter as our company's formal support for Georgetown's application for the State of Delaware's Downtown Development District designation.

We have purchased several investment properties in Georgetown, and nine of those units are within the proposed DDD district. If the town receives this designation, we will completely renovate the following:

- 5 apartments located at 212 East Market Street
- 2 apartment located at 222 East Pine Street
- Single Family Home located at 207 East Pine Street
- Single Family Home located at 209 East Pine Street

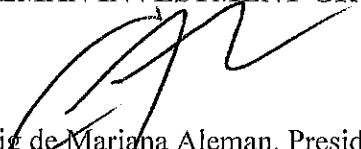
212 East Market Street is going to be a complete renovation. We purchased this building, known as the "Old Purnell House", knowing that the Sellers had a lot of deferred maintenance. Not only will this rehab improve the existing housing stock for residents of Georgetown, but what we plan to do to the exterior will help revitalize and refresh the aesthetics of East Market Street, which is a main corridor in and out of town.

We hope that Georgetown is selected as the next Sussex County town with a DDD, as we have seen the positive impact such a designation has had on Seaford. If the town is awarded the designation, we look forward to working with your office to improve the quality of life and aesthetics of the Town.

Thank you.

Very truly yours,

ALEMAN INVESTMENT GROUP, LLC



Craig de Mariana Aleman, President



To Whom It May Concern:

Harrison Senior Living has been operating a Skilled Nursing Facility in Georgetown, Delaware for over 30 years. We currently employ 162 people in Georgetown and the surrounding area. As we look toward the future, we recognize the importance of a vibrant downtown to our own sustainability. Our staff has participated in surveys to indicate what they would like to see in the Georgetown community and they have expressed interest in more housing and commercial development. We currently have very limited options in terms of sources for off-site lunches, dinners or evening entertainment. Harrison Senior Living is also very interested in pursuing housing for more able-bodied seniors. We could do this by creating an isolated community which would deplete land so critically needed for agriculture and environmental sustainability. However, we prefer the idea of a fully integrated senior services community that would partner with the Town of Georgetown. We believe our prospective residents would prefer to be within walking distance of a commercial district for their entertainment. In exchange their patronage would certainly benefit new and existing businesses.

Please consider Georgetown for this program as Harrison Senior Living is prepared to initiate development once partnerships can be formed to revitalize the downtown of this beautiful community. Such development will bring many new jobs to the community and the recruiting wages will remain in circulation to perpetuate a sustainable business district. These contributions will be critical to the community of Georgetown, but not limited to this locality. Such a concentration of businesses within the existing urban fabric will allow for the preservation of critical agricultural land. This urban growth model will allow for a balanced economy within the state of Delaware.

Thank you for your consideration.

A handwritten signature in black ink, appearing to read "H. G. Saunders", written over a horizontal line.

Harrison G. Saunders  
President and CEO  
Harrison Senior Living

Georgetown Square  
P.O. Box 631  
Rehoboth Beach, DE 19971

Mr. Gene Dvornick  
Town Manager  
Town of Georgetown  
39 The Circle  
Georgetown, DE 19947

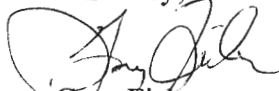
Re: Downtown Development District Plan

Dear Gene,

My goal as the Manager of Operations for Georgetown Square has always been geared toward maintaining a successful and profitable shopping center. Although small it has been a good fit into this community for over 50 years. In DDD conversation the topic of the town implementing some Zoning and Building Code changes could help ease the process of obtaining housing and commercial real estate. This could also increase potential home-based business ownership. The town could also have a liaison that would work with the property owner and the other governmental agencies to assure a quicker, smoother process in obtaining permits and approvals. This is something everyone that has been through this process has dreaded because of the "red tape" and the wheels of governing entities grinding to a slow pace. There is great anticipation with this DDD project fulfilling many items on the punch list. Many more "steps" to follow will be the mantra Georgetown will need to proclaim in order to keep this project moving forward.

Our own expansion project has been hold for 2 ½ years due to death of one of our senior partners and the estate settlement legal process that follows. We still have great expectations to finish this project in the future. Perhaps some changes could be made from the initial plan of strictly retail/commercial to a mix with housing also. We will sit down with you when we are able to move forward with our plans. In closing, your efforts, the task force committee's efforts, and the guidance of AECOM will be greatly appreciated by the residents and business owners for many years to come. Thank you!

Sincerely,



Greg Fisher

Manager of Operations – Georgetown Properties, LLC

# TOWN OF GEORGETOWN FACADE, SIGN AND AWNING IMPROVEMENT GRANT PROGRAM

## **Introduction**

Georgetown is undertaking an ambitious downtown renewal plan in an effort to draw more people back to the East Market Street Business District. The appearance of the downtown structures will factor heavily into the success of the downtown renewal effort. Currently, the downtown has been distinguished by the charm of its buildings and pedestrian scale. Unfortunately, many of these structures have unmet maintenance needs that are hastening the decline of their facades.

The Georgetown Facade, Sign and Awning Improvement Grant Program seeks to address the maintenance and rehabilitation needs of building facades in the East Market Street Business District by offering 50/50 matching grants to interested, qualified building and business owners.



The Mayor and Town Council believe this program is in the public interest and that the Town has a responsibility to preserve and protect the unique local resources found in the historic East Market Street Business District. The Mayor and Town Council also believe that by investing public resources in the downtown, more private entities will find the downtown to be an attractive place to invest.

## **Financing Terms**

Grants may be awarded for up to 50 percent of the total cost of qualified facade rehabilitation, repair or restoration project, sign or awnings with a maximum grant award of \$500.00. The annual amount set aside for this program is \$3,000.00, funded from Real Estate Transfer Tax revenues.

The applicant must match the grant with cash. "Sweat equity" labor provided by the applicant, the owner, or any other non-skilled laborer cannot be charged against this grant.

Grants will be awarded on a reimbursement basis only after the applicant demonstrates full compliance with the grant award.

Each eligible facade, sign or awning improvement may be phased over two fiscal years in order to maximize grant assistance. Each phase shall involve facade, sign or awning improvements not included in any other phase of the project. Reimbursement may then be approved for each phase.

This grant may be treated as income subject to Federal Income Tax provisions. The Town of Georgetown is not liable for any tax implications resulting from the grant. Applicants should consult a tax advisor for clarification.



## **Eligible Improvements**

The Facade, Sign and Awning Improvement Grant Program seeks to encourage facade improvements ranging from minor projects to complete facade renovation. The Grant Program will not fund projects that constitute routine maintenance.

The following list illustrates the types of projects that may be funded by this grant program.

1. Exterior walls of building, with priority given to street-facing facades.
2. Exterior renovation, restoration, or reconstruction, including but not limited to the following:
  - a. Facade washing/Brick cleaning
  - b. Removal of historically inappropriate materials from facades
  - c. Sign repair if sign is integral to building facade
  - d. New signs if the proposed sign is a high-quality representation of signs displayed in the historic era generally found along East Market Street
  - e. Lighting
  - f. Awnings/canopies
  - g. Window restoration and replacement
  - h. Painting
  - i. Door replacement
  - j. Restoration of original architectural features
  - k. Window display area remodeling
  - l. Exterior lighting
  - m. Parapet repair
3. Architectural design fees up to \$500, on a reimbursement basis, upon project completion.
4. Landscaping immediately adjacent to the building.
5. Exterior improvements must comply with Town ordinances.

Grants will not be awarded for projects that may damage to the building facade. Specifically, sandblasting of brick will not be funded under the program nor will the program participate in projects that include sandblasting of brick. In general, grant funds may not be used for improvements completed or in progress prior to notification of grant approval; however, the Town Council may waive this requirement on a case-by-case basis.

Restoration projects that accurately replicate historic architectural elements shall be given funding priority. Preference will be given to structures of architectural or historic significance as determined by the Town. Properties lacking architectural or historic significance may be deemed eligible for the program if proposed changes will create a facade typical of the architectural periods predominantly represented in downtown Georgetown.

Grant funds will be disbursed only upon completion of the project and submission of lien waivers from all laborers and material suppliers.

Exterior improvements must comply with Town of Georgetown, Town Code and with all other applicable Federal, State and County codes and regulations.

### **Eligible Participants**

Owners and tenants (with permission from the building owner) of commercial or mixed commercial-residential property located in the East Market Street District may apply for funds. Tenants must have at least a two-year lease at the location in order to qualify for the grant program.

Commercial buildings are those buildings with commercial uses on the first floor. Residential uses are allowed above the main floor.

Only structurally sound buildings with safely functioning mechanical/electrical/plumbing systems will be considered for grants. In addition, building Owner must show evidence of insurance on the property and name the Town an additional insured to the extent of any grant funds awarded.

### **Additional Grant Provisions**

The Town is not liable for damage to the building or personal injury that occurs during the project. All contractors and subcontractors used for work funded by this grant must be licensed if required by law and must be able to demonstrate qualifications.

No Town officer, employee, spouse, or dependent of the same shall be interested directly or indirectly in any facade grant.

No grant funds shall be assigned or pledged to any third party, nor be used for any purpose other than reimbursement of project costs as approved by the Planning Department.

No grant recipient may engage in unlawful discrimination nor contract with any person or entity that engages in unlawful discrimination, as defined by Delaware Code.

The successful applicant agrees to maintain the property and improvements, including, but not limited to, promptly removing graffiti, sweeping and shoveling in front of the property. The applicant agrees to return a pro-rated amount of the grant money received if the sign or awning improvement is removed within two years.

### **Grant Approval Process**

1. The applicant must submit a Facade, Sign or Awning Improvement Grant application to the Town.
2. Town staff will review the application with the applicant and will then forward the application with a recommendation regarding the grant to members of the Town Council before the next regularly scheduled meeting.
3. The Town Council will act upon the application and provide written notice of their decision within seven (7) business days of their meeting.
4. The Town Council reserves the right to deny any grant application or make changes in conditions of the Facade, Sign or Awning Improvement Program as warranted.

**Media Release**

With the submittal of an application for a Facade, Sign or Awning Improvement Grant, the applicant gives permission to notify the media regarding the award of these grants. The applicant acknowledges that representatives from the Town may provide the media with photographs of the applicant and the project completed with grant funds.

**Submit completed applications to:**

Facade, Sign or Awning Improvement Grant  
c/o Town Manager  
39 The Circle  
Georgetown, DE 19947  
(302) 856-7391



## FACADE, SIGN OR AWNING GRANT APPLICATION

The Town of Georgetown will fund up to \$500.00 of the cost for facade, sign or awning improvements for properties located within the East Market Street Business District (The Circle to Layton Avenue). The maximum grant is not to exceed \$500.00 for facade, sign or awning improvements, funding permitting. The grant applies to the front facades only. Grants will only be awarded to projects that are approved by the Georgetown Town Council prior to the start of work. A written confirmation from the Town Council and Building Permit must be provided prior to construction or installation. Please see the attached materials for further details.

Date: \_\_\_\_\_ Estimated Cost of Project: \_\_\_\_\_  
Business Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Street Address of Business: \_\_\_\_\_  
Mailing Address, If Different Than Street Address: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Proposed Start Date: \_\_\_\_\_ Anticipated Completion Date: \_\_\_\_\_

### Statement of Understanding

1. The Applicant agrees to comply with the guidelines and procedures of the Town of Georgetown Facade, Sign or Awning Improvement Grant Program.
2. The Applicant understands that he/she must submit detailed cost documentation, copies of building/sign permits, bids, contracts, and invoices and contractors' final waivers of lien upon completion of the approved improvements.
3. The Applicant agrees to hold harmless the Town of Georgetown for any damage to the building or personal injury that may occur as a result of work funded by this grant.
4. Recipients of any facade grant funds must agree to observe all applicable federal, state, and local law pertaining to the use of grant funds.

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

If the Applicant is other than the owner of the building, the following line must be completed:

I certify that I, the owner of the property, do authorize the Applicant to apply for a grant under the Facade, Sign or Awning Improvement Grant Program and undertake the approved improvements.

\_\_\_\_\_  
Owner Signature

\_\_\_\_\_  
Date

Describe the scope of the proposed facade, sign or awning improvements.

**Please provide:**

- A picture of the existing façade
- Facade plans drawn to ¼ inch scale
- Elevation detailing changes to be made
- Estimated cost breakdown
- Materials specifications
- Elevation showing immediately adjacent buildings

**FACADE, SIGN OR AWNING GRANT GUIDELINES**

**Facade improvements (outside front) that qualify for the Facade, Sign or Awning Grant Program:**

- Removal of fake facades, old signs or dilapidated awnings
- Removal of window air conditioners, grills and /or signs that are historically inappropriate for the building
- Masonry cleaning and/or repair
- Historic element restoration
- Repairs to siding, windows, doors, signs, awnings, light fixtures
- Replacement of siding, windows, doors, signs, awnings, light fixtures
- Painting
- Shutters, planters or other design elements
- Facade elements of second floor additions
- Installation of new signs or awnings

**Rules:**

- Project must adhere to all Town and State codes.
- Project must be in compliance with all Town of Georgetown requirements
- Information required at time of application:
  - A picture of the existing façade
  - Facade plans drawn to ¼ inch scale
  - Elevation detailing changes to be made
  - Estimated cost breakdown
  - Materials specifications
- Application form must have all required information completed.
- The project must commence within ninety (90) days of approval and be completed within 12 months to ensure timely utilization of funds.
- All deadlines must be adhered to.
- Approved applicants must agree to have a sign posted during the project stating that the project is funded in part by the Town of Georgetown.

**Application Process:**

1. Contact the Planning Office for a Facade Grant Application (302-856-7391).
2. Complete the application and return it to Planning Office along with the required plans and detailed information. Consult with Town staff in preparation of the application.
3. Written notification will be provided within seven (7) business days of the Town Council decision.
4. Approved applicants will be reimbursed for the grant amount after completion of the project and when paid receipts are submitted to the Town.

The Town reserves the right to deny any application due to incomplete information or any application that is inconsistent with Town of Georgetown requirements.





## RESOLUTION NO. #2016-3

### A RESOLUTION AUTHORIZING DESIGNATION AS A DOWNTOWN DEVELOPMENT DISTRICT

WHEREAS, under the Downtown Development Districts Act, 22 Del. C §§1901 et seq. (the “**Act**”), the State of Delaware may designate districts within Delaware’s cities, towns, and unincorporated areas that will qualify for significant development incentives and other State benefits; and

WHEREAS, these districts are known as Downtown Development Districts (“**Districts**”); and

WHEREAS, the State is accepting applications for the designation of the second round of Districts, with such applications being due on June 1, 2016; and

WHEREAS, under the Act, each applicant must submit a plan that includes the boundaries of, and a detailed planning and development strategy for, the proposed District (the “**District Plan**”); and

WHEREAS, under the Act, each applicant must also propose incentives that address local economic and community conditions, and that will help achieve the purposes set forth in the Act (the “**Local Incentives**”);

WHEREAS, if an applicant is successful and the Town of Georgetown receives District designation, the District Plan and Local Incentives proposed by an applicant shall be binding upon the applicant; and

WHEREAS, the incentives associated with designation as a Downtown Development District would greatly benefit current and future residents, businesses, non-profit organizations, and others within the Town of Georgetown; and

WHEREAS, the Town Council of the Town of Georgetown strongly believes that it is in the best interest of the Town of Georgetown to apply for District designation.

### **NOW THEREFORE, BE IT RESOLVED THAT:**

**SECTION 1.** The Town Council supports the Application for Designation as a Downtown Development District prepared by Kyle Gulbranson, AECOM, dated May 27, 2016 (the “**Application**”); and

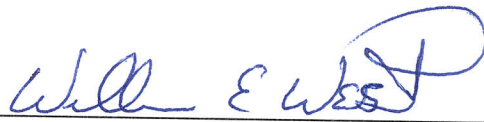
**SECTION 2.** The Town of Georgetown is authorized to appoint the Town Manager (the “**Administrator**”) to file the Application on behalf of the Town, and to provide such other documents and information as may be necessary or desirable in connection with the Application; and

**SECTION 3.** If the Application is successful and the Town of Georgetown receives notice that it has been selected for designation as a District:

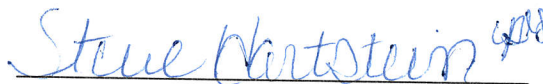
- a. The Town of Georgetown shall adhere to the District Plan and the Local Incentives contained in the Application for the duration of the District designation; and
- b. The Administrator, or his or her designee(s), is authorized to execute such documents and enter into such agreements as may be necessary or desirable in connection with the Downtown Development Districts program and the rights and obligations of the Town of Georgetown thereunder; and
- c. The Administrator, or his or her designee(s), is authorized to carry out all District administrative and reporting requirements on behalf of the Town of Georgetown for the duration of the District.

**SECTION 4.** This Resolution shall become effective immediately upon its approval by Council.

**ADOPTED** by a majority vote of the Town Council of The Town of Georgetown this 11<sup>th</sup> day of MAY, 2016.



William E West, Mayor



Steve M Hartstein, Secretary