



GEORGETOWN DOWNTOWN DEVELOPMENT DISTRICT



TASK FORCE
KICKOFF
MEETING

10/26/2015



INTRODUCTIONS
MEETING PROCEDURE
PROJECT SCOPE, ROLES & RESPONSIBILITIES
PROJECT SCHEDULE
CURRENT PROJECTS, ORGANIZATIONS & INVESTMENTS
PROPOSED DISTRICT BOUNDARY
ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES
DRAFT GOALS & OBJECTIVES
ADDITIONAL STAKEHOLDERS
NEXT STEPS



TODAY'S
AGENDA



INTRODUCTIONS



Welcome

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INTRODUCTIONS



In Attendance

- Gene Dvornick, Town of Georgetown
- Jocelyn Godwin, Town of Georgetown
- Gary Tonge, Planning Commission
- Harrison Saunders, Local Business Owner
- Mary Haller, Property Owner
- Linda Dennis, Property Owner
- Carolyn Green, Property Owner
- Bruce Wright, First State Community Action Agency
- Karen Duffield, Chamber of Commerce
- Debbie Pfeil, AECOM
- Lauren Good, AECOM
- Ryan Mawhinney, AECOM

Unable to Attend

- Greg Fisher, Georgetown Square
- Michael Vasilikos, Georgetown Square
- Pat Ryan, Local Business Owner
- Kevin Gilmore, Habitat for Humanity
- Tania Roblero, Downtown Business Owner
- Evelio Velasquez, Property Owner
- John Rishko, Rental Property Owner
- Melody Booker-Wilkins, Sussex County

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MEETING PROCEDURE



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PROJECT SCOPE, ROLES & RESPONSIBILITIES



DOWNTOWN DEVELOPMENT DISTRICT ACT

- Enacted in 2014 by the General Assembly in order to:
 - FY 2015
 - 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.

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PROJECT SCOPE, ROLES & RESPONSIBILITIES



DOWNTOWN DEVELOPMENT DISTRICT ACT

■ Program Highlights:

- Approved 3 Districts to date: Wilmington, Dover, and Seaford
- Limited number of Districts to 15 at one time
- 10 Year District designation with potential for two 5-year extensions
- Offset 20% of capital construction costs for private developers
- District must include a traditional mixed-use downtown area

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PROJECT SCOPE, ROLES & RESPONSIBILITIES



DOWNTOWN DEVELOPMENT DISTRICT ACT

■ 3 Application Components

- Need and Impact of the District designation (50% weight)
- Quality of the District Plan (30% weight)
- Quality of the Local Incentives offered (20% weight)

■ Adopted Town Resolution

■ November 1, 2014 – 1st round applications due

- No applications are being accepted in the current Fiscal Year
- No Funding

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PROJECT SCOPE, ROLES & RESPONSIBILITIES



NEIGHBORHOOD BUILDING BLOCKS FUND

- Funded by the JP Morgan Chase Settlement Agreement (FY 2015 Budget Act allocated \$1,000,000)
- 6.1 Applicants. Any natural person, community organization or neighborhood association, not-for-profit, or governmental entity (or subdivision thereof) are eligible to apply for Grant funding.
- 6.2 Eligible Projects. Support neighborhood revitalization programs, including Grants to Applicants for community development, public protection, urban beautification, or any other purposes that have the effect of reducing crime or otherwise strengthening neighborhoods within the State.

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PROJECT SCOPE, ROLES & RESPONSIBILITIES



NEIGHBORHOOD BUILDING BLOCKS FUND

- 6.3 Initial Allocation Set-Aside for Planning Activities
 - Of the initial allocation, up to **\$350,000** shall be allocated to support or reimburse local governments for the development of neighborhood-specific or city-wide strategic plans, comprehensive plans, or other plans focused on economic development, crime reduction, residential development or other similar revitalization efforts.
 - Of such funds, priority shall be given to requests by cities, towns, and unincorporated areas for reimbursement of the costs of generating applications for DDD designation. Effective June 15, 2015, any unused balance of the foregoing allocation shall be available for any qualified project as determined by the Board.

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PROJECT SCOPE, ROLES & RESPONSIBILITIES



GEORGETOWN NBBF APPLICATION – WHY DID WE APPLY?

- Additional grant opportunities for improvements
- Planning grant monies available
- Several helpful components in draft or final format
- Increase marketing relationships
- Comprehensive Plan Chapter
- Local partnerships reinforced
- Bring positive change / growth to the Town

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PROJECT SCOPE, ROLES & RESPONSIBILITIES



GEORGETOWN NBBF APPLICATION

- Awarded one of 7 NBBF grants in 2015!
- \$45,000 to be used to develop a Downtown District Plan by March 2016 (allows time for adoption):
 - Establish a Downtown Development Task Force
 - Engage a planning consultant – AECOM
 - Prepare District Plan and Maps for submission of DDD Application
 - Include extensive stakeholder and public outreach process

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PROJECT SCOPE, ROLES & RESPONSIBILITIES



GEORGETOWN DOWNTOWN DEVELOPMENT DISTRICT PLAN

OUTCOME HIGHLIGHTS

The planning process will:

- Bring together many planning efforts and documents
- Unite stakeholders with a shared vision
- Use recent economic success, such as 16 Mile Brewery, as a catalyst to spur further economic development

The District Plan will:

- Attract a mix of uses with residential and retail shops and services
- Promote economic and social diversity
- Promote public safety through street activity
- Encourage residents, employees and visitors to regularly visit downtown
- Restore and enhance historic character
- Improve pedestrian safety and ease

- Set forth streetscape improvements and urban design standards
- Encourage adaptive reuse of buildings
- Update parking standards and create a parking management strategy
- Provide attractive gateways

PERFORMANCE METRICS

- A user-friendly document with specific and achievable recommendations
- Downtown Development District designation
- Unite businesses with joint marketing and special events
- New marketing and economic development incentive tools

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TASK	Hours
Subtotal	
1. Background & Data Collection	
Define Planning Process: Identify Task Force Members / Stakeholders / Partnerships / Outreach / Agency Coordination	6
Background Research: Demographics / Housing / Employment / Environmental / Transportation	12
Review / Summarize Existing Planning Activities: Comprehensive Plan / State Strategies / Zoning / Overlay Districts / Current Actions in Support / Current Community Events	12
Define District Boundaries: Context / Rationale for Location	4
	34
2. Existing Conditions Analysis	
Demographic & Housing Analysis: Poverty / Homeownership / Vacancy Rates	8
Economic & Market Analysis	14
Land Use & Zoning Analysis: Current zoning / Vacant & Underutilized Sites / Infill	6
Natural & Cultural Resources Analysis	6
Physical, Public Realm, & Walkability: Connectivity / Streetscape / Intersections / Architectural / Public spaces / Gateways / Wayfinding / Signage	16
Parking Analysis	11
Task Force Meeting: (Assume 1) Agenda, Presentation, Facilitate, Displays, Handouts, Production	27
	88
3. Vision, Goals & Objectives	
Workshop - Visioning & Goals: Agenda, Facilitate, Presentation, Maps, Display boards, Format	22
Community Events: (Assume 1) e.g. Farmers Markets, Fairs, etc. / Attendance, Displays, Handouts	22
Draft Vision, Goals & Objectives	8
	52
4. Strategies & Implementation	
Economic & Retail Development Strategies	10
Zoning Strategies: Uses, Development & Design Standards	12
Housing Strategies	6
Physical, Public Realm, & Walkability: Connectivity / Streetscape / Intersections / Architectural / Public spaces / Gateways / Wayfinding / Signage	16
Parking Strategies	10
Environmental Protection Strategies	4
Community Events	7
Local Incentives	7
Positive Impacts: Homeownership / Employment / Health / Environment / Community Vitality	8
Implementation Plan: Key Projects / Initial Projects / Political Will & Ability to Implement / Leadership Role / Government Coordination / Partnerships / Funding Opportunities / Marketing, Branding	15
Workshop - Strategies: Agenda, Facilitate, Presentation, Maps, Display boards, Format	22
Community Events: (Assume 1) e.g. Farmers Markets, Fairs, etc. / Attendance, Displays	22
Task Force Meeting: (Assume 1) Agenda, Presentation, Facilitate, Displays, Handouts, Production	18
	157
5. Maps & Illustrative Master Plan	
Prepare Base Maps: Collect data / Organization / Formatting	8
District Boundary	2
Vicinity / Key Existing Features	6
Existing Land Use	2
Zoning	4




PROJECT SCOPE

Page 1

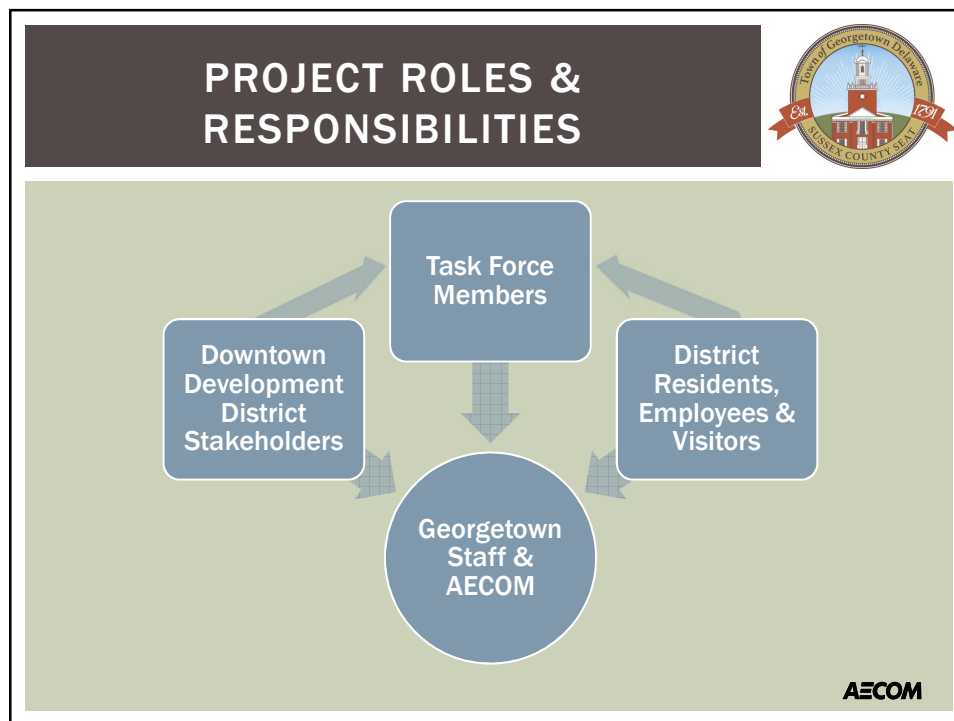
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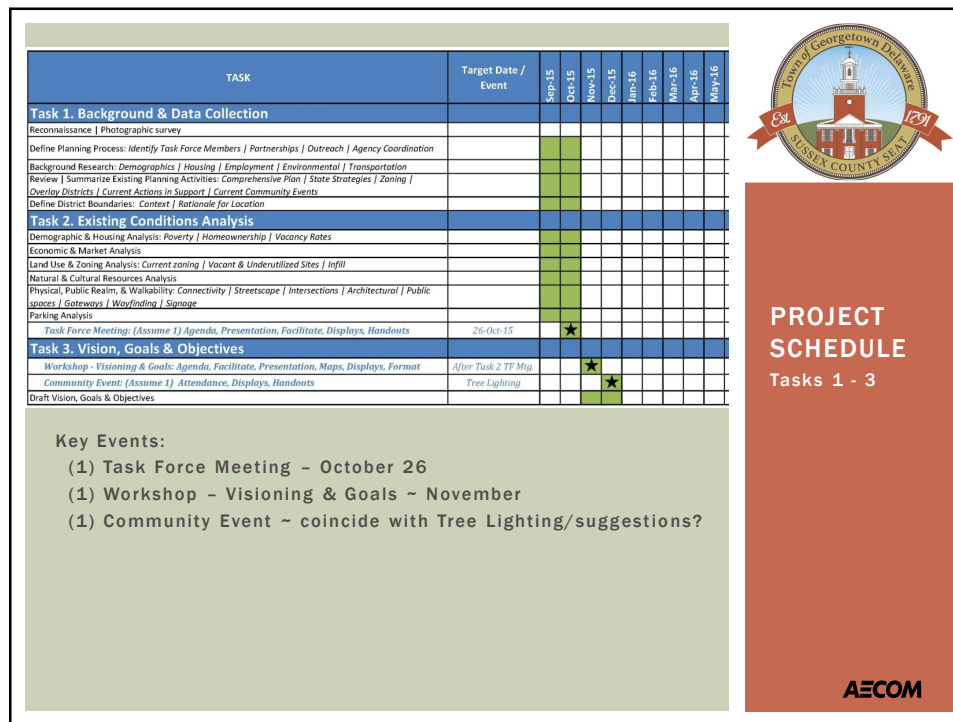
Parking Analysis	6	
Future Land Use	6	
Illustrative Master Plan	18	
	52	
6. Plan Adoption & Application		
<i>Task Force Meeting: (Assume 1) Agenda, Presentation, Facilitate, Displays, Handouts, Production</i>	18	
<i>Public Hearing: (Assume 1) Agenda, Attendance, Presentation, Maps, Displays</i>	18	
Plan & Map Production: Table of Contents, Acknowledgments, Formatting, References, Tables & Graphs, Plot, Production	14	
Prepare & Adopt Resolutions	3	
Review, Revise, Finalize Plan	14	
Prepare Application	10	
Project Management & Coordination	15	
Agency Coordination	9	
	101	
	492	



PROJECT SCOPE
Page 2

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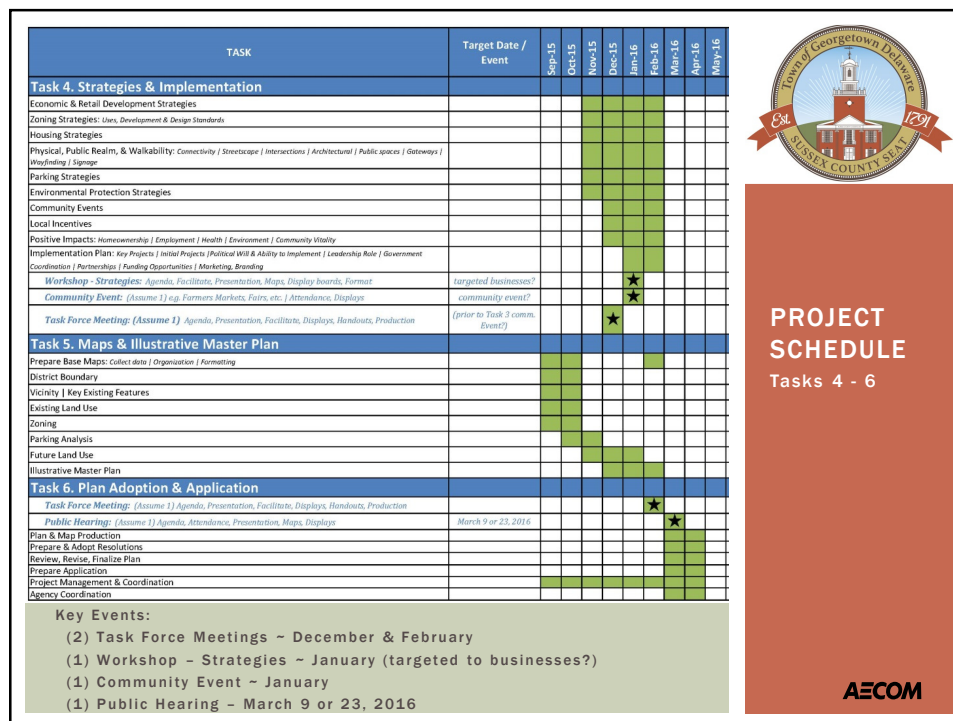




PROJECT SCHEDULE

Tasks 1 - 3

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PROJECT SCHEDULE

Tasks 4 - 6

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RECENT PROJECTS, ORGANIZATIONS & INVESTMENTS



Georgetown – A Blueprint Community

- **Goals:**
 - Downtown Beautification / Historic Preservation
 - Economic Development / Tourism
 - Recreational Land Use / Family Activities
 - Cultural Integration & Communications

Design Guidelines for East Market Street

- **Intent:**
 - Improve the quality of physical alterations
 - Enhance quality of pedestrian experience
 - Enhance economic investment
 - Protect and conserve neighborhood architectural character
 - Promote community awareness of physical environment
 - Encourage flexible and individual creativity

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RECENT PROJECTS, ORGANIZATIONS & INVESTMENTS



Community Image Style Guide

Established for our location, it has long been said that Georgetown is 16 miles from everything. And that proximity makes us a great place to live. But we are just a quaint place to pass through, but an amazing place to live.

Georgetown affords a well rounded life. From the Farmers Market to the Concerts in the Park, from Wings & Wheels to the rich traditions of Return Day, Georgetown is alive and well today.

There is a new energy in Georgetown. We are crafting a new vision for our future, we are growing new businesses, and attracting new customers.

We are a community of many faces, many names, and many backgrounds who are coming together to make Georgetown better.

We invite you to explore this place we call home, experience the warmth of our friends and neighbors, taste our multitudes of flavors, and get lost around the heart of our community, the Circle, and you'll see what we mean when we say...

Georgetown, Delaware. Well Rounded.

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RECENT PROJECTS, ORGANIZATIONS & INVESTMENTS



Town of Georgetown Comprehensive Plan

- Overall goal: Continually strive to make Georgetown an even greater place in which to live, work, learn, visit, shop and play, with a strong sense of community, stable neighborhoods, vibrant business areas, high-quality recreation opportunities, a historic character, and an excellent quality of life.

Greater Georgetown Area Comprehensive Market Analysis

- An investigation of regional market conditions in order to identify current and future opportunities for business expansion in the Greater Georgetown Area.
 - Demographic and economic analysis of the population
 - Customer intercept survey
 - Inventory of businesses in 19947
 - Comparative analysis of existing and potential retail and food-service sales

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RECENT PROJECTS, ORGANIZATIONS & INVESTMENTS



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RECENT PROJECTS, ORGANIZATIONS & INVESTMENTS



- American Association of University Women
- American Legion
- Delaware District III Little League
- First State Community Action Agency
- Franklin Masonic Lodge #12
- Georgetown Chamber of Commerce
- Georgetown Historical Society
- Georgetown Kiwanis Club
- Georgetown Lions Club
- Georgetown Little League
- Georgetown Millsboro Rotary
- Georgetown Public Library
- Historic Georgetown Association
- Midland Grange #27
- Pop Warner Football
- Red Men Nanticoke Tribe #21
- Sussex Central Ruritan Club
- Sussex County Habitat for Humanity
- Sussex County Return Day
- VFW Post #2931

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RECENT PROJECTS, ORGANIZATIONS & INVESTMENTS



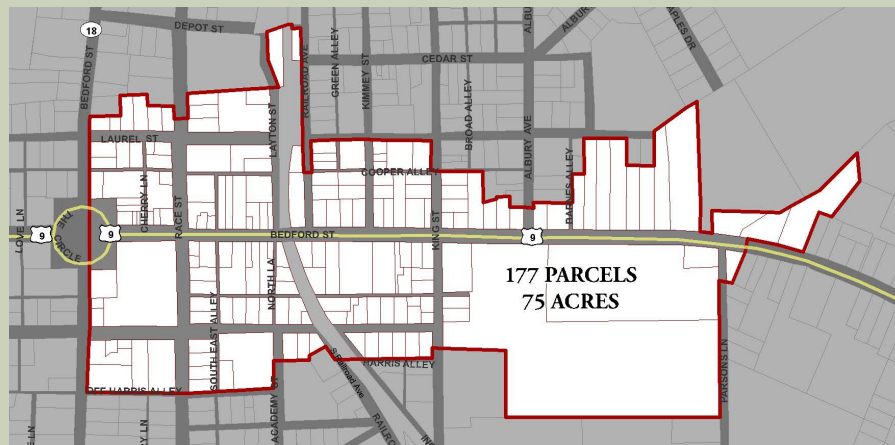
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RECENT PROJECTS, ORGANIZATIONS & INVESTMENTS



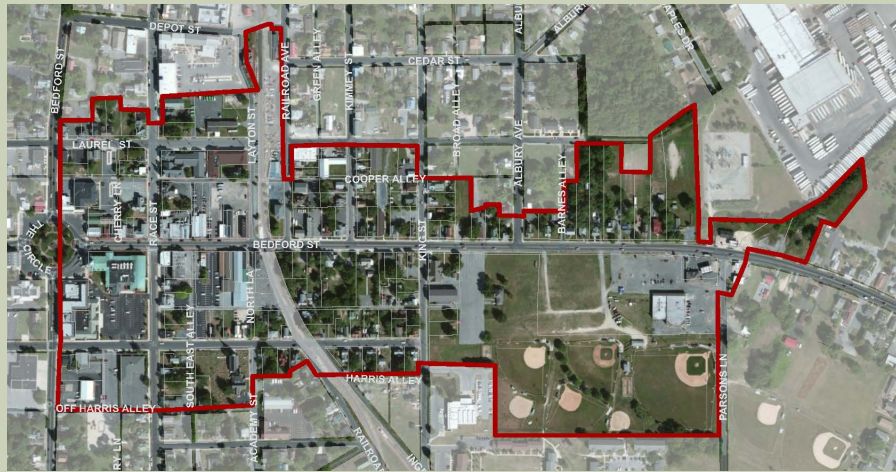
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PROPOSED DISTRICT BOUNDARY



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PROPOSED DISTRICT BOUNDARY



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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



Demographics

Population

- 26% increase between 2000 (1,195) and 2010 (1,508)
District
- 38% increase between 2000 (4,643) and 2010 (6,422)
Town
- 48% Hispanic (2010), up from 32% (2000) *Town*
- 61% Hispanic (2010) *District*

Income / Poverty

- Median household income - 2013
 - Town - \$48,000
 - State - \$60,000
- Median per capita income - 2013
 - Town - \$19,600
 - State - \$28,200
- Poverty rate - 2013
 - Town - 21.4%
 - State - 11.7%

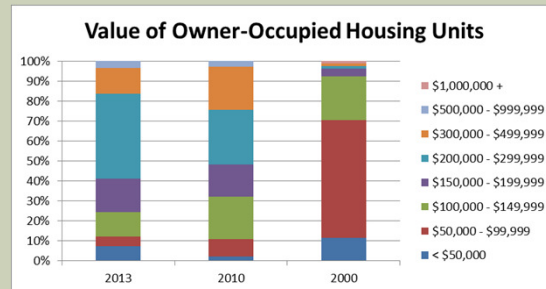
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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



Homeownership

- District - 17.8%
- Town - 47.8%
- County - 79.0%
- State - 72.5%



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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



Occupations

Management, business, science, and arts	14.7%
Service	21.0%
Sales and office	18.3%
Natural resources, construction, and maintenance	10.8%
Production, transportation, and material moving	35.2%

Industries

Agricultural, forestry, fishing and hunting, and mining	3.7%
Construction	7.1%
Manufacturing	26.7%
Wholesale trade	4.2%
Retail trade	11.4%
Transportation & warehousing, and utilities	2.9%
Information	1.2%
Finance & insurance, real estate & rental and leasing	3.4%
Professional, scientific, management, administrative & waste management services	9.4%
Educational services, health care & social assistance	16.3%
Arts, entertainment, recreation, accommodation & food services	5.5%
Other services, except public administration	4.4%
Public administration	3.7%

Employment

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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



Education

	2013	2010	2000	1990
High School Diploma or Higher	64.7%	67.0%	77.4%	69.8%
Bachelor's Degree or Higher	14.1%	15.0%	12.6%	15.0%

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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



Environment

- Floodplain
- Wetlands
- Sourcewater Protection
- Historic Preservation

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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



Community Events

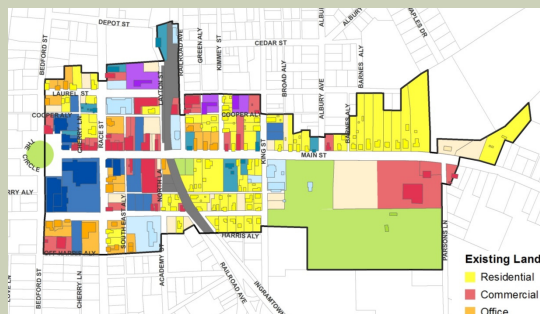
- Return Day
- Oyster Eat
- Easter Egg Hunt
- Farmers' Market
- Peninsula Bluegrass Festival
- Wings & Wheels
- Caroling on the Circle
- Christmas Balloon Parade

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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES

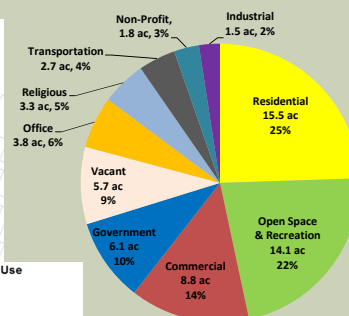


Existing Conditions: Land Use



Existing Land Use

- Residential
- Commercial
- Office
- Institutional Government
- Institutional Non-Profit
- Institutional Religious
- Industrial
- Open Space and Recreation
- Transportation
- Vacant

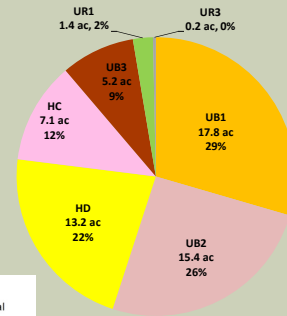
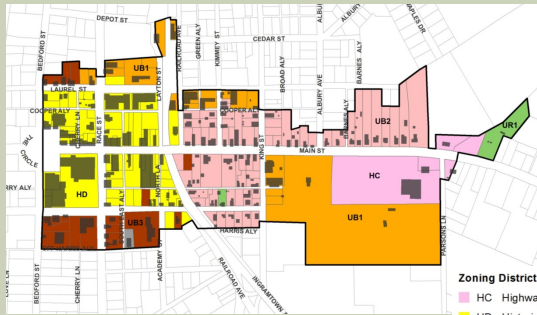


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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



Existing Conditions: Zoning



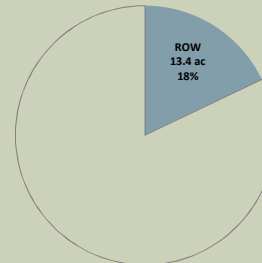
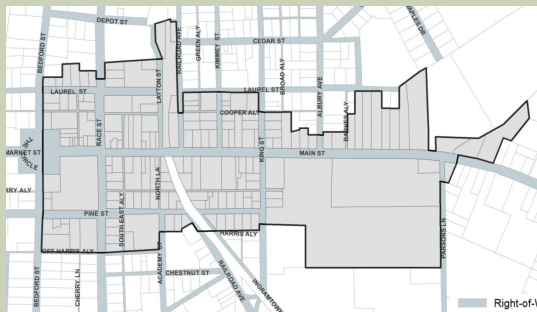
Zoning

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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



Existing Conditions: Built Environment



Right-of-Way

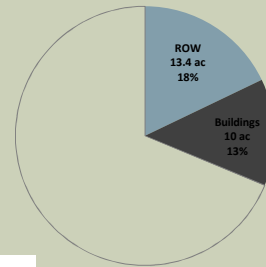
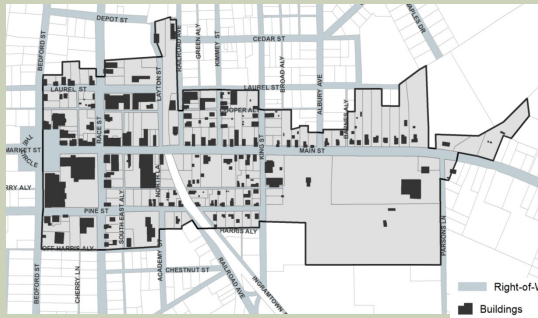
Connectivity

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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



Existing Conditions: Built Environment



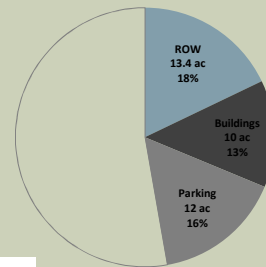
Buildings

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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



Existing Conditions: Built Environment



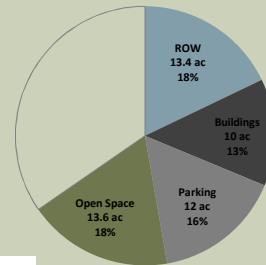
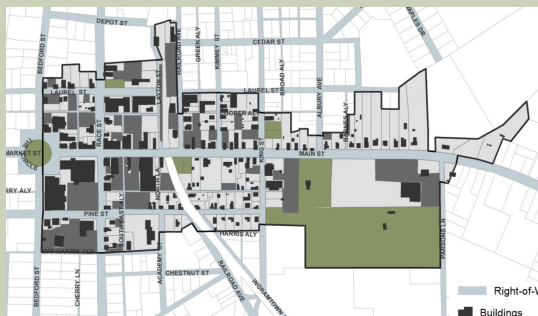
Parking

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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



Existing Conditions: Built Environment



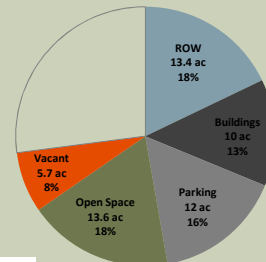
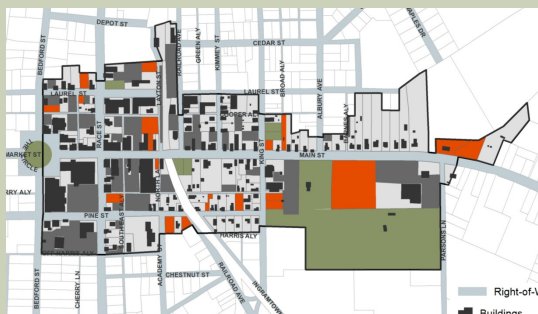
Green Space

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ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



Existing Conditions: Development Potential



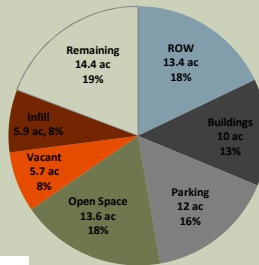
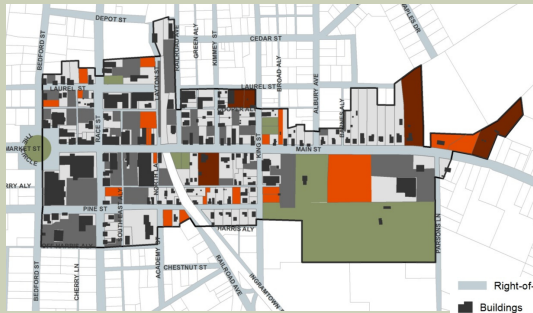
Vacant Lots

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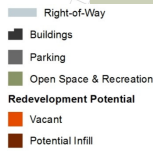
ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES



Existing Conditions: Development Potential



Infill Potential



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DOWNTOWN DEVELOPMENT DISTRICT PLAN SWOT Analysis

- Beautification Efforts
- In-place infrastructure
- Strong bones
- Political will

- Mostly 8-5, M-F
- Traffic / parking

STRENGTHS WEAKNESSES
OPPORTUNITIES THREATS

- Infill development
- Willing property/business owners

- Competition with Rt. 113 commercial corridor



ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES

SWOT Analysis

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**A LIVE/WORK/PLAY
COMMUNITY REQUIRES A
MIX OF RESIDENTIAL,
RETAIL, SERVICE, AND
ENTERTAINMENT USES.**



**DRAFT
GOALS &
OBJECTIVES**

From the NBBF
Application

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**MARKETING, PROMOTION,
AND ADDITIONAL BRANDING
EFFORTS ARE NEEDED TO
ENCOURAGE LOCAL
RESIDENTS, EMPLOYEES,
AND VISITORS TO
REGULARLY VISIT
DOWNTOWN BUSINESSES
AND COMMUNITY EVENTS.**



**DRAFT
GOALS &
OBJECTIVES**

From the NBBF
Application

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ADDITIONAL STREETSCAPE IMPROVEMENTS, URBAN DESIGN STANDARDS, AND WAYFINDING SIGNAGE WILL HELP STIMULATE FOOT TRAFFIC BY MAKING THE STREETS MORE PEDESTRIAN FRIENDLY, BEAUTIFYING THE PUBLIC REALM, AND PROMOTING PUBLIC SAFETY THROUGH STREET ACTIVITY.



DRAFT GOALS & OBJECTIVES

From the NBBF
Application

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DOWNTOWN DEVELOPMENT DISTRICT PLAN *Draft Goals & Objectives*

GOAL:

OBJECTIVE:

OBJECTIVE:

OBJECTIVE:

GOAL:

OBJECTIVE:

OBJECTIVE:

OBJECTIVE:

GOAL:

OBJECTIVE:

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DRAFT GOALS & OBJECTIVES

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ADDITIONAL STAKEHOLDERS



WHO'S REPRESENTED NOW?



WHO ELSE SHOULD BE INVITED?

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NEXT STEPS



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- Finalize Background & Data Collection
- Finalize Existing Conditions Analysis
- Prepare for *Visioning & Goals Workshop* in November
- Prepare for *Community Event* in December
- Begin drafting Strategies & Implementation
- Continue working on Maps

TASK FORCE MEMBERS

- Complete SWOT Analysis
- Consider additional goals and objectives
- Begin thinking about possible strategies and ways to implement
- Begin thinking about potential survey questions:
 - District Stakeholders
 - District Occupants, Employees, Visitors

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NEXT STEPS



■ UPCOMING EVENTS – DATES?

- Workshop – Visioning & Goals
- Task Force Meeting No. 2
- Community Event

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QUESTIONS?

Project Point of Contact:
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Lauren.good@aecom.com
302-781-5906

