

**TOWN OF GEORGETOWN  
TOWN COUNCIL MEETING AGENDA  
\*\*\*REVISED\*\*\***

Meeting Date: Wednesday, June 22<sup>nd</sup>, 2016  
Location: Town Hall, 39 The Circle, Georgetown, DE  
Time: 6:30 P.M. Executive Session  
7:00 P.M. Regular Meeting

6:30 P.M. Executive Session

*Mayor and Council will meet in executive session for discussion of a personnel matter which the names, competency and abilities of individual employees are discussed.  
(added 6/20/16 as information determined necessary for inclusion after posting of the agenda)*

7:00 P.M. Regular Meeting

1. Pledge of Allegiance
2. Invocation
3. Adoption of Agenda
4. Approval of June 8<sup>th</sup>, 2016 Town Council Minutes
5. Parking Ticket Appeal
6. GREAT Fund Request – Georgetown Playgrounds
7. Neighborhood Building Blocks Fund Grant Proposal
8. Revised Comprehensive Plan Proposal
9. Bella Terra Circle Lighting Proposal
10. Departmental Reports
  - A. Gene Dvornick – Town Manager
11. Public Comment
12. Adjournment

The agenda items as listed may not be considered in sequence. This agenda is subject to change to include additional items including executive sessions or the deletion of items including executive sessions, which arise at the time of the meeting. Persons with disabilities requiring special accommodations to attend this meeting should contact the Town Office in writing 72 hours in advance of the meeting, stating their needs in order to have them addressed under the requirements of the Americans with Disabilities Act (ADA).



**THE MAYOR & COUNCIL  
TOWN OF GEORGETOWN**

39 THE CIRCLE  
GEORGETOWN, DE 19947  
TELEPHONE (302) 856-7391  
FAX (302) 856-6348  
WWW.GEORGETOWNDEL.COM

May 16, 2016

Ms. Samantha Corrin Boulden  
8431 Nylon Avenue  
Seaford, DE 19973

**RE: Appeal – Parking Ticket # 5010005648**

Dear Ms. Boulden,

This letter confirms receipt of your Parking Violation Appeal Form submitted on May 5, 2016 regarding the parking ticket issued on May 5, 2016 for parking overtime and the associated \$20.00 fine.

After review and consideration of the reason for appeal, your request is ***denied*** and the violation remains in effect.

Should you disagree with this decision, Georgetown Town Code § A240-17(3) allows for an appeal directly to the Town Council, which provides you with an opportunity to present your case.

Should you choose to appeal this decision please contact Town Hall, at (302) 856-7391, to be placed on the next regular Town Council Agenda. Otherwise, the original fine remains in effect and due within seven (7) days of this notice. Failure to pay the fine as indicated will result in additional penalties being assessed.

Sincerely,

Eugene S. Dvornick, Jr.  
Town Manager

cc: Stephani Ballard – Town Solicitor  
RL Hughes – Chief of Police  
Elaine Reynolds – Meter Attendant



**TOWN OF GEORGETOWN  
PARKING VIOLATION APPEAL FORM**

**NOTE TO APPLICANT:**

- (1) Please fill in the spaces with information from the violation
- (2) Please write legibly. If your appeal is not legible, it will automatically be denied
- (3) By signing this form, you agree to these terms
- (4) Mail completed form to: *Town of Georgetown, 39 The Circle, Georgetown, De. 19947*  
**Or** drop it off at the Town Hall - Monday thru Friday, 8am - 4:30pm

Ticket #: 5010005648  
*(Top left hand corner of violation)*

Location: South Race Street Date & Time of Violation: 5/5/16

License Plate # of Ticketed Vehicle: XC826270 Registration State: DE

Vehicle Make: Ford Vehicle Model: Taurus Color: Tan

Registered Owners Name: Samantha Corrin Baulden

Driver's Name: Samantha Corrin Baulden  
*(If not registered owner)*

Mailing Address: 8431 Nylon Avenue

City/Town: Seaford State: DE Zip: 19973

Telephone Number(s): (302) 396-8558

Name of Meter Attendant: Elaine Reynolds  
*(Located at the bottom of the violation)*

Violation Description: Parking Overtime Fine: \$20.00

Reason for appeal: Paid @ 8:46 am and again @ 10:46 am  
I got change from Upper Crust

*(Please use reverse side if needed)*

Signature: Samantha Corrin Baulden Date: 5/5/16

YOU MUST SUBMIT YOUR APPEAL WITHIN FIVE (5) DAYS OF THE VIOLATION DATE. YOUR APPEAL WILL BE REVIEWED WITHIN TEN (10) DAYS. FOLLOWING THE REVIEW OF YOUR APPEAL, A DECISION WILL BE FORWARDED TO YOU BY U.S. MAIL. YOU MAY ONLY APPEAL A VIOLATION ONCE. VIOLATION APPEALS WHICH HAVE BEEN PREVIOUSLY DENIED WILL NOT BE REVIEWED AGAIN. BY SIGNING THIS FORM, YOU AGREE TO THESE TERMS.

**Below For Georgetown Town Hall Use Only**

Appeal Granted  Appeal Denied Amount remaining due: \$20.00

Signature of reviewing official: Elaine Reynolds Date: 05-16-16

Notes: Meter incorrectly marked on May 12th 2016

# VIOLATION

TOWN OF GEORGETOWN  
39 THE CIRCLE  
GEORGETOWN, DE 19947

TICKET NUMBER		ISSUE DATE / TIME	
5010005648		05/05/16 09:42	
LICENSE	STATE	EXP. DATE	
XC826270	DE	05/16	
VEHICLE MAKE	VEHICLE COLOR	VEHICLE BODY	
FORD	SILVER	FOUR-	
VEHICLE MODEL		METER	
TAURU		N/A	
VIOLATION	VIOLATION DESCRIPTION		
01	PARKING OVERTIME		
LOCATION			
SOUTH RACE STREET			
NOTES OR COMMENTS			
ORIGINAL FINE	PAY AFTER 72 HOURS	PAY AFTER 90 DAYS	
\$20.00	\$40.00	\$100.00	

Defendant is accused of violating the Code of the Town of Georgetown or the State of Delaware Vehicle and Traffic Law indicated above at the date, time and place indicated here or by committing an act or acts named herein by violation of the section of the statute, order, ordinance, rule or regulation cited.

This vehicle has been found to be in violation of Chapter 98-8 of the Code of the Town of Georgetown as specified above or in Title 21 Chapter 2134 of the Code of the State of Delaware.

METER ATTENDANT	BADGE #
ELAINE REYNOLDS	001

TO PAY VIA THE INTERNET VISIT:  
<http://www.parkingticketpayment.com/georgetown>



REV 02/04

# VIOLATION

# VIOLATION

## TOWN OF GEORGETOWN

**PAYMENT INSTRUCTIONS:**  
**TO AVOID ADDITIONAL PENALTIES:**  
Full payment must be received within 3 days of citation date. Full payment is a final disposition of the citation.

**PAY IN PERSON:**  
Town of Georgetown  
Town Hall  
39 The Circle  
Georgetown, DE 19947

Monday - Friday 8:00 AM - 4:30 PM  
(except Holidays).

**PAY BY MAIL:**  
Full payment by check or money order only.  
Do not mail cash.

- 1) Make payable to Town of Georgetown
- 2) Write ticket number and license plate number on check/money order.
- 3) Insert full payment and this citation into envelope and mail to:

TOWN OF GEORGETOWN  
39 THE CIRCLE  
GEORGETOWN, DE 19947

**PAY ONLINE:**  
[www.parkingticketpayment.com/georgetown](http://www.parkingticketpayment.com/georgetown)

REV 01/02

# VIOLATION

TOWN COUNCIL  
AGENDA ITEM INFORMATION SHEET

ITEM: GREAT Fund Application Request for Funding  
Georgetown Parks & Playground, Inc.

ITEM NO: 6

DATE: June 17, 2016

The Georgetown Parks & Playground, Inc. organization is requesting \$2,300.00 which will help offset Concert in the Park promotional expenses.

The current balance is \$131,713.30 as of May 31, 2016.

The requested \$2,300.00 falls under Arts & Recreation.



## NEIGHBORHOOD BUILDING BLOCKS FUND

### Invitation to Submit Proposals

The Neighborhood Building Blocks Board, consisting of representatives from the Delaware Economic Development Office, the Delaware Department of Justice, the Delaware State Housing Authority and the Office of State Planning Coordination, invites neighborhood revitalization programs, neighborhood associations, community groups, law enforcement, local governments or other stakeholders working for community development to apply for funding from the Neighborhood Building Blocks Fund. The Fund consists of \$1,000,000 allocated from a settlement agreement with JP Morgan Chase & Co. designed to remedy harm caused by the 2008-09 financial crisis.<sup>1</sup>

The Neighborhood Building Blocks Fund is intended to support crime reduction, neighborhood revitalization, and economic development programs statewide, including programs in and around Downtown Development Districts and communities that are part of DOJ's Building Blocks Initiative. Building and maintaining strong neighborhoods requires thoughtful and coordinated efforts of state and local governments, neighborhood associations, nonprofit and community organizations, and other stakeholders to enhance economic development, reduce crime, and otherwise improve the quality of life of residents in our communities. This application process is designed to identify the most effective proposals for building stable communities and neighborhoods and to fund those proposals in an effort to improve neighborhoods throughout the State.

To infuse necessary funding into our hardest hit communities as promptly as possible, requests for grants should be submitted on the attached Application. Completed Applications should be submitted to:

The Neighborhood Building Blocks Fund (NBBF)  
c/o The Delaware Economic Development Office  
820 North French Street  
Tenth Floor  
Wilmington, DE 19801

Questions may be directed to:  
DEDO\_NBBF@state.de.us

The procedures for review of the Applications are outlined in the attached Guidelines. The effective date of the program is December 10, 2014, as published in the *Delaware Register of Regulations*. Please note that Applicants may designate certain information as law enforcement sensitive, proprietary or otherwise confidential pursuant to the Delaware Freedom of Information Act ("FOIA"). Consistent with FOIA, DEDO and any Reviewing Agency will take such measures as are appropriate to limit disclosure of such information.

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<sup>1</sup> Of the allocated funds, up to \$350,000 shall be designated 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 Downtown Development District designation. Effective March 15, 2015, any unused balance of the foregoing allocation shall be available for any qualified project as determined by the Board.

# Neighborhood Building Blocks Fund Grant Application

**Instructions:**

- This Application is designed to be completed electronically, then printed, signed and notarized.
- **Return one (1) hardcopy of the Application to DEDO (address directly below). Once the Applicant receives confirmation that the Application is complete, Applicant must send (8) copies, including exhibits, to The Neighborhood Building Blocks Fund (NBBF), c/o Delaware Economic Development Office, 820 North French Street, Tenth Floor, Wilmington, DE 19801.**
- This Application is not a commitment for funds, nor does it obligate the State of Delaware or any State agency to grant or lend any form of financial assistance.
- The filing of a NBBF Grant Application, attached documents, and the Application is public information subject to the Delaware Freedom of Information Act, 29 Del. C. ch. 100 (FOIA). An Applicant may request that certain documents or portions of documents submitted to the NBBF be held confidential. The Applicant must state the basis for confidentiality. NBBF recognizes that in rare cases applications may contain proprietary commercial information or information deemed sensitive by law enforcement agencies. Any Applicant providing such information is advised to keep proprietary or law enforcement-sensitive information separate from the Application by severable attachment, and label such pages "Confidential – Proprietary [or Law Enforcement Sensitive] Information."

<b>APPLICANT INFORMATION:</b>		
Legal Name	Title	
<b>Town of Georgetown</b>	<b>Municipality</b>	
Street Address	Town	Zip
<b>39 The Circle</b>	<b>Georgetown</b>	<b>19947</b>
Telephone	Fax	Email Address
<b>+1 (302) 856-7391</b>	<b>+1 (302) 856-6348</b>	<b>gdvornick@georgetowndel.com</b>

<b>BUSINESS INFORMATION:</b>		
Doing Business As (if applicable)	State of Incorporation (if applicable)	Date Business or Organization Established (mm/yyyy)
<b>Not Applicable</b>		
Tax I.D. (FEIN)		
<b>51-6000120</b>		
Delaware Business License & Type (if business)		
<input type="checkbox"/> Sole Proprietorship	<input type="checkbox"/> S-Corp	<input type="checkbox"/> Individual
<input type="checkbox"/> General Partnership	<input type="checkbox"/> C-Corp	<input type="checkbox"/> Non-Profit 501 c/3
<input type="checkbox"/> Limited Partnership	<input type="checkbox"/> LLC	<input type="checkbox"/> Non-Profit 501 c/6
<input checked="" type="checkbox"/> Government Agency	<input type="checkbox"/> Other (Describe below)	
Brief Description of Organization		
<b>Local Municipality</b>		

Primary Project Contact	Title/Position of Primary Project Contact	
<b>Eugene Dvornick</b>	<b>Town Manager</b>	
Email Address	Phone Number	
<b>gdvornick@georgetowndel.com</b>	<b>+1 (302) 856-7391</b>	

Amount of Grant or Financing Requested:	Amount of additional or "match" financing that will support the Project:	Total Project Cost:
<b>\$ 45,600</b>	<b>\$ 1,100</b>	<b>\$ 46,700</b>

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**For Previous NBBF Applicants:**Has this Applicant applied to the NBBF previously?  yes  noIf yes, was the Application approved?  yes  noIf yes, provide the name of Project previously approved: **Georgetown DDD** Date of Project approval: **May 11, 2016**Is Project complete?  yes  no If yes, date Project was completed: **May 31, 2016**

Brief description of previous Project (25 words):

**A planning consultant facilitated the creation of a DDD Plan including property owner/stakeholder/public outreach process, map creation, and DDD designation application to the State.**

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**Management & Ownership**

(Please provide the following information for any Officers, Directors, or Managers of the organization or any person, entity, or government with 10% or more ownership interest. If more space is necessary, attach a complete list formatted as the table below and entitle it "Exhibit: Management & Ownership – 1")

Name	% Ownership or Management Role	Address (if different from applicants)
Not Applicable		

**Has the Applicant or any person listed above:**

<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Been debarred or suspended from contracting with any state or federal agency or from receiving financial assistance from any state or federal agency?
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Been denied any license or permit or had any license or permit revoked or suspended by any federal, state or local agency or governmental body?
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Been convicted of a crime?
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	Filed a voluntary petition in bankruptcy or had an involuntary petition in bankruptcy filed against the Applicant, in any bankruptcy court, or been subject to any other state or federal insolvency or receivership proceedings?

If the answer to any question above is "yes," furnish details on a separate page and attach as: "Exhibit: Ownership &amp; Management – 2"

## Project Information

Name of Project: **Georgetown Downtown Development District Plan Implementation**

### B. Purpose of Project

Monies from the Neighborhood Building Blocks Fund shall 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 of Delaware.

Indicate below which of the following areas this application targets: (check all that apply)

- Crime reduction
- Neighborhood revitalization
- Economic development
- Community planning related to a Downtown Development District (DDD)
- Community planning (unrelated to a DDD)

### C. Location of Project

Street Address or Name of Neighborhood or Community (provide description by street or other physical boundaries, as necessary, as well as a map or diagram by Attachment, noting Attachment #1 .)

Municipality

Georgetown

Zip Code

19947

County

Sussex

Is the Project to be located on public or private property?

- Public
- Private
- Combination of public/private property

Yes  No If Private property: Does the Applicant own the property that is the subject of the Project?

Yes  No If Private property: if Applicant is not the owner of the Project site, does the applicant lease the Project site or any buildings on the site?

Yes  No If "yes" to above, when does the lease expire?

Yes  No If Private property: Is there a relationship legally or by virtue of common control between the Applicant or proposed occupant of the Project, and the present owner of the property? If "yes", describe briefly here:

Yes  No If Public or a combination of Public/Private property: Has the Applicant obtained permission of the governing body to utilize the property that is the subject of this Application? (If yes, please attach a letter of support to indicate such from both Public authority and/or Private property owner, noting Attachment #3 .)

### D. Description of Project

Please provide a brief overview of the Project including current condition, need, or problem that this Project will address:

See Attachment No. 2: "Section D, Part 1"

Provide here statistics or other evidence to support the need for, or otherwise justify, the Project: (Provide additional documentation, if necessary, noting Attachment #2 .)

See Attachment No. 2: "Section D, Part 2"

Describe the proposed solution that will provide a remedy to the above-stated condition, need or problem, including how the Project will benefit the community in which it is located (250 words): (Provide additional documentation, if necessary, including plans, images, etc., noting Attachment #2.)

See Attachment No. 2: "Section D, Part 3"

What is the Project timeframe (begin and end date)?

Anticipated Start Date: **July 2016**

Targeted Completion Date: **June 2017**

Describe any issues that could impede progress of the Project timeframe:

None

Briefly describe the consultants, individuals, partners, or facilitators or other soft costs that will be incurred in relation to the Project providing details of the costs using **Section F. Itemized Source and Use of Funds.**

Briefly describe the materials, equipment or other hard costs will that will be incurred in relation to the Project providing details of the costs using **Section F. Itemized Source and Use of Funds.**

Not Applicable

How will the proposed Grant help the Applicant leverage other Public and/or Private funding?

See Attachment No. 2: "Section D, Part 4"

Describe several detailed, quantifiable metrics that will be used to measure the outcome of the Project:

See Attachment No. 2: "Section D, Part 5"

Has this Project been approved by governing authorities?

Yes, the Project has been approved

Approval Date:

**June 22, 2016**

Project has been presented and is awaiting approval

Anticipated Approval Date:

The Project has not yet been presented

Anticipated Date of Presentation:

If the proposed Project is ongoing, describe the sustainability plan for ongoing operation and financing of ongoing costs associated with this Project once proposed grant funds are expended.

Updates to marketing information and other routine updates will be paid out of the Town's annual budget. The Town also intends to apply for other applicable grant opportunities to and within the District in order to complete the list of implementation items and revitalize Downtown Georgetown.

**NOTE:** If this application is being completed for purposes of community planning, or planning completed in conjunction with preparation of the Downtown Development Districts (DDD) application, **please fill out Section E. Description of Planning (below).**

All other Applicants should proceed to **Section F. Itemized Source and Use of Funds**

**E. Description of Planning**

This Application requests funds for which of the following?

- Services already purchased related to filing of a Downtown Development District (DDD) Application
  - First round DDD Application submitted by November 1, 2014
  - In anticipation of a future DDD Application round
- Services to be purchased in the future for other planning relating to a DDD
- Services to be purchased in the future for other planning not related to a DDD

NOTE: Applicants may not request funds for reimbursement of planning services unless they are related to completion and submission of a current or future DDD Application.

Describe the planning services that are proposed, or were completed (with reference to the DDD application process only), and then provide details of the costs associated with the services described using **Section F. Itemized Source and Use of Funds.**

A planning consultant will facilitate the Downtown Development District Plan implementation items outlined in Section D and Attachment No. 5 - Scope of Work.

**F. Itemized Source and Use of Funds for Proposed Project**

**Amount of NBB Funding Requested: 45,600**

**SOURCES AND USES:**

Sources	Amount	Committed or Proposed	Attachment (Yes/No)
NBBF funding request	\$45600	Proposed	Yes
Town Funds	\$1100	Proposed	No
<b>Total Sources</b>	<b>\$46700</b>		

Uses	Program Budget	Comments	Attachment (Yes/No)
Planning Consultant Fees	\$45000	Attachment No. 6	Yes
Public Notifications	\$500		No
Outreach Prep/Materials	\$1200		No
<b>Total</b>	<b>\$46700</b>		

## Certifications and Notarization to Applicants

**CERTIFICATION** -- Eligibility for financial assistance from the NBBF is determined by the information presented in this Application and in the required exhibits and attachments. Any change in the status of the proposed Project from the facts presented herein could disqualify the Project, including but not limited to, the commencement of construction or the acquisition of assets such as land or equipment. Please contact the NBBF, c/o DEDO, before taking any action which would change the status of the Project as reported herein.

The filing of a NBBF Grant Application, attached documents, and the Application is public information subject to the Delaware Freedom of Information Act, 29 Del. C. ch. 100 (FOIA). An Applicant may request that certain documents or portions of documents submitted to the Agency be held confidential. The Applicant must state the basis for confidentiality. NBBF recognizes that Applications may contain proprietary commercial information or information deemed sensitive by law enforcement agencies. Any Applicant providing such information is advised to keep proprietary or law enforcement-sensitive information separate from the Application by severable attachment, and label such pages "Confidential – Proprietary [or Law Enforcement Sensitive] Information."

*I, the undersigned, being duly sworn upon my oath say:*

1. The Applicant as noted below is the recipient of the funds. The undersigned is authorized to bind the Applicant and any other recipient of Grant funds pursuant to this Application.
2. The Applicant hereby agrees, if this Application is approved, to comply with all federal, state, and local laws affecting the Grant to be issued and the operation of the proposed Project.
3. The Applicant hereby acknowledges and agrees that the NBBF Board reserves the right to and may disclose any information contained in this Application and its supporting documents to the staff and attorneys of the NBBF and DEDO, at any public hearing held on this Application, in any published notice of such hearing, and that this Application is subject to the Delaware Freedom of Information Act. DEDO and the NBBF Board will make every effort to hold in confidence proprietary or law enforcement-sensitive information.
4. The Applicant hereby agrees that any officers, employees, agents or attorneys of the DEDO may have access to and copy any and all information in any form pertaining to Applicant, including, but not limited to, tax returns and information from tax returns as used in 30 Del. C. §368, in the custody of any State of Delaware, or other State, department, agency, instrumentality, division, office, board, bureau, council, commission, committee, panel or "public body," as that term is defined in the Delaware Freedom of Information Act, 29 Del. C. § 10002(a), including, but not limited to, the Departments of Finance, State, Labor, and Natural Resources and Environmental Control of the State of Delaware, the United States Environmental Protection Agency, the United States Department of Labor, the National Labor Relations Board or any other agency of the federal government having custody of information deemed pertinent by DEDO or DEDO staff or attorneys in evaluating Applicant's Application.
5. I have carefully read this Application, including all attachments and exhibits, and the information contained in this Application, including all attachments and exhibits, is true, accurate and complete to the best of my information and belief. These representations are made in support of a request for government funds.
6. I understand that if I have intentionally made a false statement in this Application, or someone else has made a false statement herein that I know or believe to be false, I am subject to criminal prosecution.
7. I understand that no funds will be used for refinancing existing debt.
8. I understand that no funds may be used for speculative real estate ventures.

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Name of Applicant \_\_\_\_\_

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Signature of the Representative of the Applicant \_\_\_\_\_

Title \_\_\_\_\_

Date Signed \_\_\_\_\_

/ /

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### Notary Information

State of \_\_\_\_\_

County of \_\_\_\_\_

Signed and sworn to (or affirmed) before me on:     /     / 20\_\_\_\_ by \_\_\_\_\_

**(Representative of Applicant, not Notary)**

[SEAL]

\_\_\_\_\_  
(Name of Notary Public)

My Commission Expires: \_\_\_\_\_

## Checklist of Documents

This Application will not be considered complete unless the following items are submitted:

- Completed Application
  - | One (1) electronic copy of Application via a data CD, including exhibits
  - | One (1) original copy of Application, plus eight (8) copies, including exhibits

Exhibits, as noted:

- | Exhibit: Management & Ownership – 1
- | Exhibit: Management & Ownership – 2

- Attachments, as necessary, in Sections A – F

**NOTE:** *As indicated previously in this document, the applicant is advised to keep Proprietary or Law Enforcement Sensitive information segregated from the Application by “severable attachment”, and label such pages “Confidential – Proprietary [or Law Enforcement Sensitive] Information”.*

- “Certifications and Notarization to Applicants” page, notarized

**INTERNAL USE ONLY – TO BE COMPLETED BY DEDO**

Project Name: \_\_\_\_\_ Project Number: \_\_\_\_\_

Date Application Received: \_\_\_\_\_ Anticipated Date of NBBF Board Review: \_\_\_\_\_

**Agency responsible for review of this Application :**

- Department of Justice
- Office of State Planning Coordination
- Delaware Economic Development Office
- Other: \_\_\_\_\_

Date Forwarded to Reviewing Agency: \_\_\_\_\_

Reviewing Agency Point of Contact: \_\_\_\_\_

Date requested for return by Reviewing Agency: \_\_\_\_\_

Date returned with recommendations by Reviewing Agency: \_\_\_\_\_

**The Reviewing Agency recommendation:**

- Approval of Application as submitted.
- Approval of Application with conditions, as noted in Reviewing Agency Response.
- Denial of Application, for reasons as noted in Reviewing Agency Response.
- Extension of review timeframe to the following date: \_\_\_\_\_
- Application was Incomplete. Applicant was notified on (date): \_\_\_\_\_

See next page for Reviewing Agency notes.

Actual Date of NBBF Board Review: \_\_\_\_\_

**NBBF Board Response and recommendation:**

- Approval of Application as submitted.
- Approval of Application with Conditions, as noted in Reviewing Agency Response.
- Denial of Application, for Reasons as noted in Reviewing Agency Response.
- Extension of review timeframe to the following date: \_\_\_\_\_
- No review - Application was Incomplete.

Comments by NBBF Board:

**REVIEWING AGENCY RESPONSE**

Project Name: \_\_\_\_\_ Project Number: \_\_\_\_\_

Date Application received from DEDO: \_\_\_\_\_ Anticipated Date of NBBF Board Review: \_\_\_\_\_

Date Response returned to DEDO: \_\_\_\_\_ DEDO Point of Contact: \_\_\_\_\_

**Agency responsible for review of this Application :**

- Department of Justice
- Office of State Planning Coordination
- Delaware Economic Development Office
- Other: \_\_\_\_\_

Reviewing Agency Point of Contact: \_\_\_\_\_

**The Reviewing Agency recommends:**

- Approval of Application as submitted.
- Approval of Application with Conditions, as noted in Comments below.
- Denial of Application, for Reasons as noted in Reviewing Agency Response.
- Extension of review timeframe to the following date: \_\_\_\_\_
- Application was Incomplete

**COMMENTS**

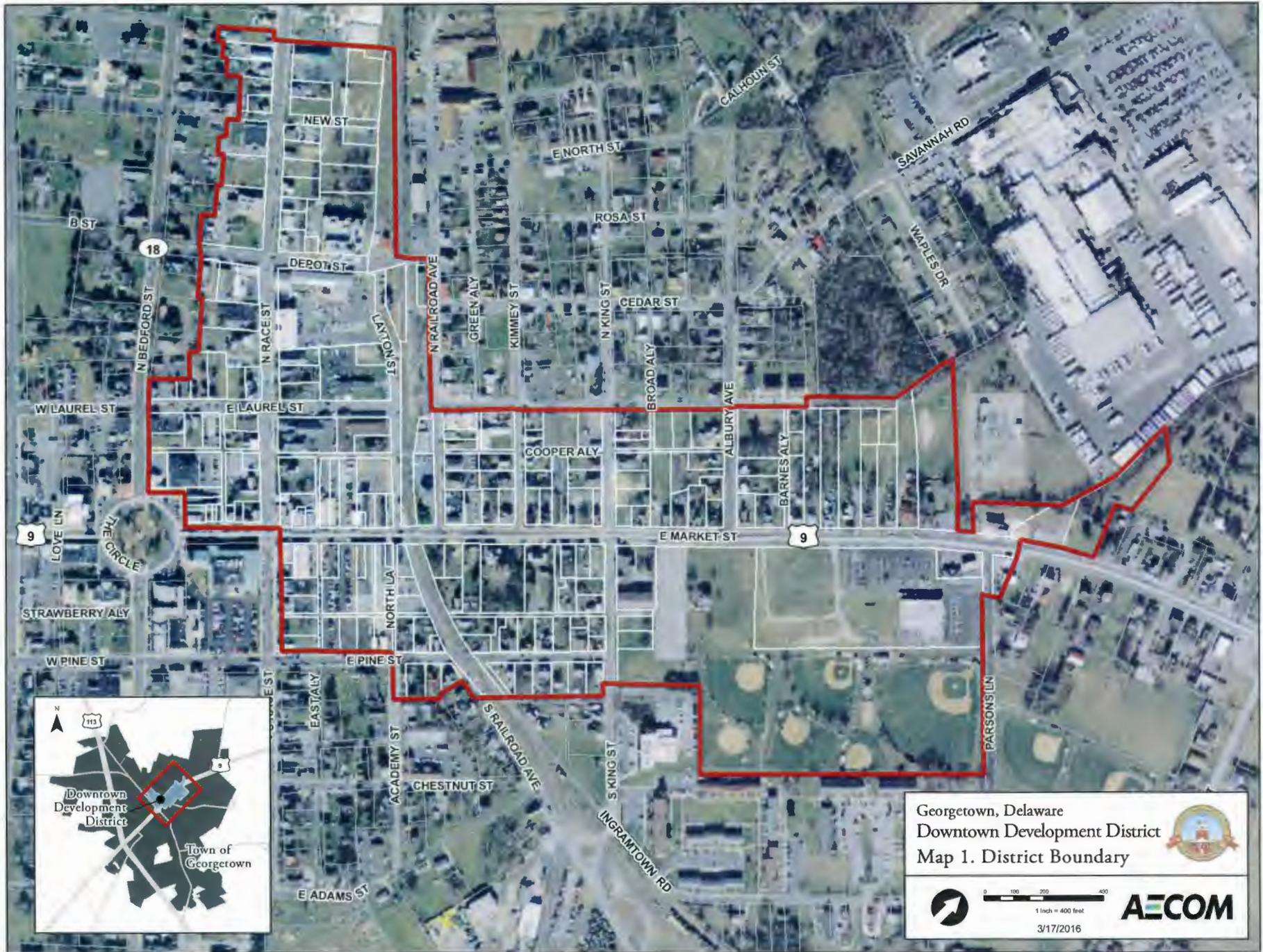
**CONDITIONS FOR RECOMMENDING APPROVAL:**

**REASONS FOR DENIAL OF APPLICATION:**

- See additional pages or attachments from Reviewing Agency.

*NOTE: Reviewing Agency may choose to use internal document(s) as basis for review of this Application in addition to the Application itself.*

Attachment No. 1 - District Boundary





**Section D, Part 1 |** *Please provide a brief overview of the Project including current condition, need, or problem that this Project will address:*

Georgetown's downtown has strong bones, rich in history with the capacity and infrastructure to absorb growth. The Town has made many public investments in the downtown including improving public spaces, beautifying streetscapes, and improving pedestrian safety and mobility. In addition to these physical improvements, Georgetown has also invested in a number of planning studies and actions to address downtown development, such as the 2010 Comprehensive Plan, East Market Street Design Standards, Historic District Study Committee, Downtown Façade Improvement Program, and the Branding Initiative and Beautification Efforts Improvement Program.

In addition to these programs, the Town took its overall economic development strategy another step forward by completing a Downtown Development District Plan and seeking State designation of the same. As part of this Plan, the Town recognized that the downtown still faces many challenges. These include:

- Creating the right mix of uses and promoting day and night economic activity;
- Competing with commercial retail along the Route 113 corridor;
- Improving the physical walking environment;
- Reducing the amount and perception of crime;
- Providing the appropriate amount of parking in strategic locations;
- Enhancing gateways and maintaining the Town's unique character;
- Physically and culturally connecting to adjacent neighborhoods with minimal adverse impact; and
- Promoting economic and social diversity within the downtown area.

After several meetings with the Downtown Development District Task Force, discussions with local stakeholders, and input from various community outreach processes, an implementation plan and schedule was developed, recognizing that there is no one fix or solution to improve Georgetown's downtown. Rather, it will take a number of short-term actions with long range perspectives to fully realize the vision the Plan sets forth for Georgetown's downtown. The first phase of implementation actions that will be undertaken fall under the following overarching recommendations:

- Carry out a marketing and promotion campaign that focuses on key strengths and incentives of the downtown
- Investigate financial incentives, promote, and advertise the use of grant and loan programs on a variety of subjects that are available to and within the Downtown Development District
- Review existing development regulations and provide alternatives to ensure compatible design and user-friendly application procedures
- Provide downtown users with a user-friendly map showing businesses, points of interest, and parking lots



The seven components that comprise the first phase of Plan implementation will provide needed marketing and promotion of the efforts that have already been completed by the Town. They will also develop new regulations and processes to ensure the Town’s downtown vision is achieved. Combined, these implementation items will further Georgetown’s goal of making the downtown market-ready and attracting and incentivizing private capital investment to the area.

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**Section D, Part 2 | Provide here statistics or other evidence to support the need for, or otherwise justify, the Project:**

*Section 02 District Existing Conditions* of the Town’s 2016 Downtown Development District Plan is attached as Attachment No. 4. This section contains information on population; income and poverty; crime; homeownership and vacancy rates; housing stock; employment; education; existing land use; zoning; development potential; walkability; public transit; gateways, streetscape, and public spaces; parking; natural resources; historic preservation; and economic and retail development.

Also included in Attachment No. 4 are excerpts from the Downtown Survey that was completed as part of the Downtown Development District planning process.

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**Section D, Part 3 | Describe the proposed solution that will provide a remedy to the above-stated condition, need or problem, including how the Project will benefit the community in which it is located (250 words):**

The Town’s Downtown Development District Plan contains an Implementation Plan and Schedule outlining recommended strategies to achieve the vision outlined in Georgetown’s Plan: a healthy and vibrant downtown.

- **Funding Opportunity Guide |** The Consultant will research various resources for funding opportunities and identify potential funding opportunities available to and within the Downtown Development District. They will then create a funding opportunity guide with website links to the appropriate funding agency that will be available for both print and posting on the Town’s website.
- **Property Map & Profile |** The Consultant will develop a map for publication on the Town’s website that will include detailed information on properties within the Downtown Development District. Photographs will be taken of each property, along with information on use, that will be available as part of the overall downtown marketing campaign.
- **Parking Map |** The Consultant will identify existing private and public parking areas within the Downtown Development District and create an associated map showcasing these parking areas that will be posted on the Town’s website.



- **Downtown Regulation Update** | The Consultant will research alternatives for regulations within the downtown to streamline development and will review these alternatives with Town Staff, along with a public outreach process and identification of stakeholders. Once a preferred alternative is chosen, new or revised regulations will be drafted and reviewed by Town Staff, the public, stakeholder groups, Planning Commission, and Town Council with the ultimate goal of adoption.
- **Downtown Application Toolkit** | The Consultant will provide the Town with a downtown application toolkit that includes user-friendly guides for developers, engineers, and surveyors to use when completing development applications. This toolkit will devise new or revised procedures in relation to the downtown regulation update listed above and will include information on procedures, process flowcharts, and checklists for submittal requirements. The toolkit will help to ensure that the Town receives all of the information required to review an application on the first submission, as well as ensure that applicants are fully aware of the application process and timeline.
- **Downtown Marketing Campaign** | The Consultant will create two brochures for the downtown. One will be an overall marketing tool of the downtown with information about the District. The second will be more detailed and include information on available incentives and the development process. In addition to the launch of the brochures, an overall marketing campaign will begin with a release of information about these new resources and the above-mentioned resources that will be made available online and in print, where appropriate.
- **Downtown Annual Report** | The Town will prepare an annual report regarding specific accomplishments, investment and incentive tracking, implementation status, and path moving forward within the downtown. This will be presented to Town Council as well as pertinent State agencies on a regular annual basis.

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**Section D, Part 4** | *How will the proposed Grant help the Applicant leverage other Public and/or Private funding?*

Georgetown is starting the process of updating its Comprehensive Plan, with the \$49,000 cost being funded entirely by the Town. As part of this update, the Town will be incorporating components of the May 2016 Georgetown Downtown Development District Plan. The seven implementation items listed above will provide information that can be used within the Comprehensive Plan and will inform sections on economic and community development and future land use, specifically.

In addition, the items contained within this application represent the first implementation items recommended by the Downtown Development District Plan. In addition to the completed District Plan, these first implementation items will serve to market and promote Georgetown's downtown, furthering the goal of making the area market-ready and attracting and incentivizing private capital investment to the area.

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**Section D, Part 5 | Describe several detailed, quantifiable metrics that will be used to measure the outcome of the Project:**

If successful in this NBBF grant application, the Town of Georgetown will achieve the following:

- **Updated Town Website** | The Town already has a webpage dedicated to their efforts in creating Georgetown’s Downtown Development District Plan. This webpage will be expanded to include digital versions of the *Funding Opportunity Guide*, *Property Map & Profile*, *Parking Map*, and Downtown Development District related brochures. Copies of the *Annual Report* will also be made available on this site, as well as additional marketing materials, as they become available.
- **Downtown Marketing Campaign** | Two brochures will be developed that highlight Georgetown’s Downtown Development District and its amenities, incentives, and opportunities, as well as development processes. This combined with a press campaign when other components of the implementation schedule are completed and successes achieved, will highlight the progress the Town is making toward reaching the vision developed as part of the District planning process: creating a healthy and vibrant downtown.
- **Downtown Development District Annual Report** | The Town Manager and Planning Administrator, in coordination with consultants and other Town Staff, will begin reporting on the progress of the District’s revitalization on an annual basis. This report will be made to the Town Council, will be posted online on the Town’s website, and will be made available to pertinent State agencies.
- **Updated Regulations & Procedures** | Zoning regulations regarding the Downtown Development District will be reviewed, researched, and updated in order to provide more cohesive and comprehensive regulations throughout the District. This could entail an overlay zone, form-based code, or rezoning of properties within the District, based on results of research and implementation decisions. Complementing these new regulations will new application procedures along with an application toolkit to further assist developers, engineers, property owners, and other professionals navigate the Downtown development process.



**Letter of Support**

Mayor William E. West, Town of Georgetown



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## Data

Downtown Development District Plan Excerpt: 02 District Existing Conditions

Crime Statistics: Town of Georgetown Police Department, Delaware Justice Information System,  
Crime View Software

Code Enforcement Case Report – Code Violations, Town of Georgetown

Downtown Development District Plan Excerpt: APPENDIX Downtown Survey Results

## 02 DISTRICT EXISTING CONDITIONS

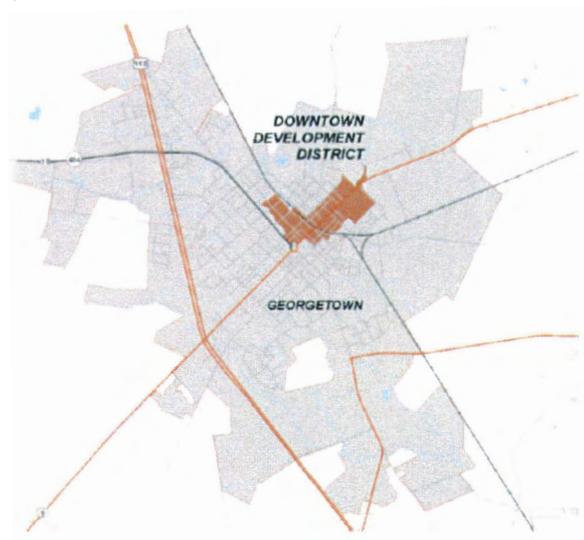


# 02 DISTRICT EXISTING CONDITIONS

## DISTRICT BOUNDARY

Map 1 - District Boundary delineates the proposed boundary for economic and community development efforts that are part of this District Plan. The District key corridors are East Market Street and North Race Street. Georgetown has some development constraints to overcome as well as many strengths and assets that can be drawn upon to augment the vision and goals for improvement in the Downtown Development District. Georgetown wishes to address several critical issues that may be slowing the Town from meeting its economic potential and capitalize on its many assets and opportunities.

Figure 1. Proposed District



## DEMOGRAPHICS

### Population

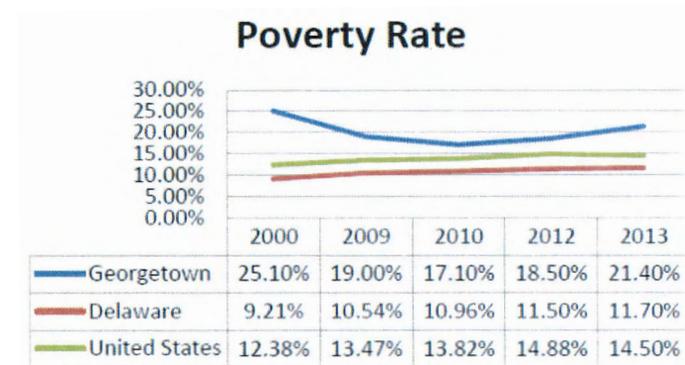
Georgetown's estimated population in 2013 was 6,741, a slight increase over the 2010 US Census count of 6,422, but a 45% increase to the 2000 population of 4,643. While the populations of both Sussex County and the State of Delaware increased somewhat significantly

between 2000 and 2013, 32% and 18% respectively, Georgetown's increase exceeded both by a fairly strong amount during the same time period. Census Blocks that approximate the District boundary showed a 2010 US Census count of 1,663, an increase of just over 8% from the 2000 Census count of 1,538. The 2013 estimates were not available at the Block level.

### Income & Poverty

Median household income within the Town was estimated to be just under \$48,000 in 2013, almost \$12,000 below the State median of \$60,000. Median per capita income was \$19,600, compared to the State's \$28,200. The 2009-2013 American Community Survey lists Georgetown's poverty rate as 21.4%, a rate almost twice that of the State's 11.7%. While both the State and the nation have been experiencing slight, but steady, increases to the poverty rate since 2000, Georgetown actually saw an 8% decrease in this rate from 2000-2013, but has had a sharper increase since that time.

Figure 2. Poverty Rate



### Crime

Over the years crime has become an increasing problem throughout the Town. Using Crime View software through the Delaware Justice Information System, the Town focused crime statistics within the proposed District. Between January 1, 2013 and December 31, 2015 there were almost 550 incidents reported. The Heat Map below shows the outline of the District in blue and density of criminal activity reported. As the map indicates there is a high concentration of reported activity along North Race Street. The most frequent types of crime

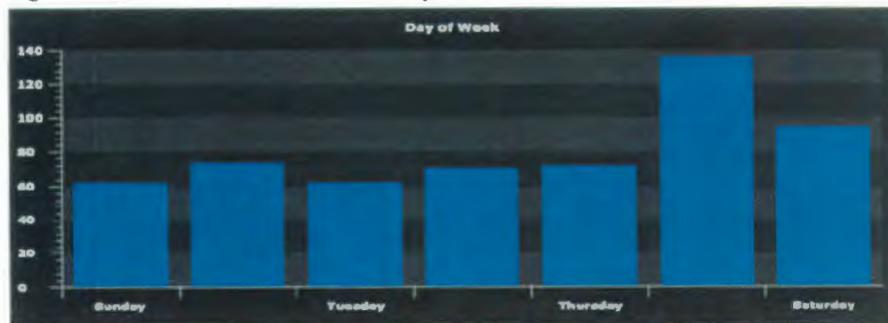
committed between this time included larcenies from buildings, simple assaults, vandalism, drug violations, family offenses, DUIs and other offenses not categorized.

Figure 3. Heat Map of Crime



It is also important to analyze when reported incidents occur. Not surprisingly Fridays and Saturdays are when the majority of criminal activity is being reported. It is also not surprising that most incidents occur after 5 PM. However, there were two outlier times at 8 am and 2 pm. In response to a question in the Downtown Survey, 99% of respondents stated that they feel safe during the daytime. However, over a third of the respondents stated that they do not feel safe at night. The majority of these respondents stated the reason they do not feel safe at night is because there are few places open at night which means there are less people are out in the streets. Other related reasons include the fear of crime, having general uncomfortable feeling or concerns of “seedy” areas, and poor lighting.

Figure 4. Crime Stats Based on Day & Time



### Homeownership & Vacancy Rates

The Town’s homeownership rate of 47.8% greatly falls behind the County (79%), State (72.5%), and national (64.9%) rates. Within the Downtown Development District the homeownership rate is even lower, at only 19%. Homeownership rates in Georgetown have been consistently lower in recent decades. This can, in part, be attributed to the Town’s mobile population, with high rates of housing moves and occupancy changes. In the latter part of the 1980s, almost half of the residents had moved. In the subsequent decade, over 63% of residents moved. Frequent mobility combined with higher poverty rates, yield lower homeownership rates than the Town would like to see. In addition, Georgetown has seen an increase in vacancy rates from 9% to 13.8% between 2010 and 2013. Most of the vacancies in the latter year can be found in the homeowner market.

Statewide rental housing demand is strong for deeply affordable units (those less than 50% area median income) and market rate units (those above 80% area median income) and the majority of demand for home purchases is from households earning more than 80% area median income.

Georgetown has also experienced a shift not only in the percentage of owner-occupied units versus renter-occupied units, but in the value of those units. The 2000 US Census identified 717 owner-occupied housing units. The majority of these, almost 60% were valued between \$50,000 and \$99,999. Only 7.6% were valued above \$150,000, while 11.7% were valued below \$50,000. The median value was \$85,600. The value of renter-occupied units was not so evenly split. The largest market segment was for the \$300 - \$499 price range, with 31.4% of renters falling in that category. Fewer than 12% of renters paid between \$750 and \$1,500 per month, while 20.5% paid less than \$300. The median rental price paid in 2000 was \$487 per month.

The 2010 Census saw a 51% increase in the number of owner occupied housing units. The values of those units also normalized considerably with 86.5% of units ranging in value from \$100,000 to \$499,999. Just fewer than 11% of units were valued under \$100,000, while

almost 3% were valued over \$500,000. The median value for owner occupied units was \$207,800. The number of renter occupied units also increased, although not as robustly, by 20%. The value of these units was a bit more spread out and skewed toward the higher side with 74% valued over \$500 per month and only 3.3% valued at less than \$300 per month. The median value for renter occupied units in 2010 was \$772.

Unfortunately, 2013 did not continue this forward momentum and instead saw a 32% rate of decline in the number of owner occupied units, although almost 43% (352) of those were valued between \$200,000 and \$299,999. Just over 12% were valued under \$100,000, while 3.4% were valued over \$500,000. The median value for owner occupied units was \$224,000. The number of renter occupied units also saw a 5% rate of decline to 901 units, but the largest segment was that whose value was between \$1,000 and \$1,499 per month. Over 78% of units were valued at over \$500, while just fewer than 4% were valued under \$300. The median rental value was \$1,046. This could be indicative of a number of previously owner-occupied units converting to renter-occupied in the past few years due to difficulties in achieving home ownership (e.g., non-mortgage monthly costs, closing costs, down payment) and the state of the Town's existing housing stock.

Figure 5. Housing & Rental Costs



Table 1. Owner & Renter Occupied Housing Costs

	2013		2010		2000	
	No.	%	No.	%	No.	%
<b>Owner-Occupied</b>						
Total Owner Occupied Units	824	-	1085	-	717	-
< \$50,000	60	7.3%	25	2.3%	84	11.7%
\$50,000 - \$99,999	40	4.9%	93	8.6%	422	58.9%
\$100,000 - \$149,999	101	12.3%	231	21.3%	157	21.9%
\$150,000 - \$199,999	137	16.6%	175	16.1%	28	3.9%
\$200,000 - \$299,999	352	42.7%	298	27.5%	9	1.3%
\$300,000 - \$499,999	106	12.9%	234	21.6%	8	1.1%
\$500,000 - \$999,999	28	3.4%	29	2.7%	0	0.0%
\$1,000,000 +	0	0.0%	0	0.0%	9	1.3%
<b>With Mortgage</b>	517	62.7%	833	76.8%	417	58.2%
<b>Without Mortgage</b>	307	37.3%	252	23.2%	300	41.8%
<b>Renter-Occupied</b>						
Total Renter Occupied Units	901	-	944	-	759	-
< \$200	0	0.0%	14	1.5%	111	14.6%
\$200 - \$299	35	3.9%	17	1.8%	45	5.9%
\$300 - \$499	161	17.9%	214	22.7%	238	31.4%
\$500 - \$749	78	8.7%	209	22.1%	230	30.3%
\$750 - \$999	133	14.8%	170	18.0%	89	11.7%
\$1,000 - \$1,499	346	38.4%	214	22.7%	38	5.0%
\$1,500 +	148	16.4%	106	11.2%	0	0.0%

As stated above, in 2010, the latest year data was available at the Block level, there were 478 housing units identified within the Downtown Development District. Of those, 19% were owner occupied, 71.8% were renter occupied, and 9.2% were vacant. In order to take better advantage of the proposed District offerings, Georgetown should try to market this area for additional ownership opportunities to provide stability and protect the health of the business area. In addition to supporting owner occupancy in this area, it is important to encourage property maintenance and rehabilitation for all properties, but particularly rental properties as owner-occupied housing typically has a higher level of property maintenance than older renter housing.

### Housing Stock

Almost 40% of Georgetown's housing units were built prior to 1980 and over 29% were built prior to 1960. Thirty years is considered to be the standard life cycle for homes before requiring substantial rehabilitation. It is often financially difficult for homeowners with lower incomes to maintain their homes over time, often leading to postponed maintenance, substandard housing conditions and, without some kind of repair and/or demolition, blight and abandonment. This is true for both owner occupied homes and rental housing. For many low income homeowners the cost to repair aging homes is too costly, and in cases where home values are depressed, the costs of repair do not add sufficient home value to warrant investment. Areas that represent older housing stock and have concentrations of lower-income households

have the potential to become clusters of substandard housing if property maintenance codes are not regularly enforced, something that Georgetown hopes to avoid.

## Employment

Georgetown's 2013 population was comprised of 5,080 people aged 16 years and over, with 3,397 of those (or 66.9%) being in the labor force. Three hundred and thirty-one of those in the labor force, or 6.5%, were unemployed. Workers were employed in the following occupations: production, transportation, and material moving occupations (35.2%); service occupations (21%); sales and office occupations (18.3%); management, business, science, and arts occupations (14.7%); and natural resources, construction, and maintenance occupations (10.8%). Most of the Town's residents are private or salaried workers (85.4%), with 11.9% employed by a government entity, and 2.5% being self-employed. Industries representing Georgetown's citizens are shown in the table below.

Table 2. Industries of Employment

Industry	%
Manufacturing	26.7%
Educational Services, Health Care & Social Assistance	16.3%
Retail Trade	11.4%
Professional, Scientific & Management, Administrative & Waste Management Services	9.4%
Construction	7.1%
Arts, Entertainment & Recreation, Accommodation & Food Services	5.5%
Other Services, Except Public Administration	4.4%
Wholesale Trade	4.2%
Agriculture, Forestry, Fishing & Hunting, Mining	3.7%
Public Administration	3.7%
Finance & Insurance, Real Estate & Rental & Leasing	3.4%
Transportation & Warehousing, Utilities	2.9%
Information	1.2%

## Education

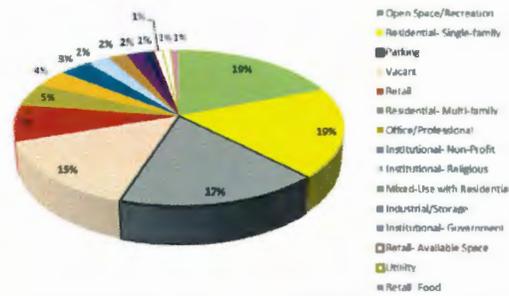
The percentage of Georgetown's population that has a high school diploma or higher has increased since 2000, when 55% of the population had achieved this goal. The percentage of the population achieving a bachelor's degree or higher has also increased slightly from just under 12.6% in 2000. In 2013, 64.7% of the Town's adult population had graduated with a high school diploma or higher degree and 14.1% had obtained a bachelor's degree or higher.

## LAND USE & ZONING

### Existing Land Use

Map 2, Figure 6 and Table 3- Existing Land Use display the distribution of each land use type within the District boundaries. The District contains a diverse mix of uses that are well-dispersed throughout. The most prevalent land uses in terms of land area are open space/recreational, single-family and multi-family residential, parking areas and vacant land. These four categories make up 75% of the District area outside of the road and railroad rights-of-way. The 13 acres of open space/recreational land is largely driven by the inclusion of the property owned by the Georgetown Methodist Church; which contains ballfields and open land. While single-family residential uses are dispersed throughout the District, the majority of the area is clustered along the north side of East Market Street between Albury Avenue and Parsons Lane. Retail uses are grouped into three categories of general retail of goods and services, food related retail, and available space; together they make up 10% of the land area. Eight percent (8%) of the District includes institutional uses such as non-profits (ex. Habitat for Humanity), religious uses (ex, Georgetown United Methodist), and state and local government building sites. Offices and professional uses, including law firms, make up 4% of the District land uses. Mixed-use buildings that contain retail or offices on the first floor and residential apartments on the upper floors make up 2%. The remaining land uses include industrial, storage and utility sites.

Figure 6 & Table 3. Existing Land Use



Existing Land Use	Acre	%
Open Space/Recreation	12.9	19%
Residential- Single-family	12.7	19%
Parking	11.8	17%
Vacant	10.0	15%
Retail	5.2	8%
Residential- Multi-family	3.2	5%
Office/Professional	2.5	4%
Institutional- Non-Profit	2.4	4%
Institutional- Religious	1.7	3%
Mixed-Use with Residential	1.5	2%
Industrial/Storage	1.4	2%
Institutional- Government	0.8	1%
Retail- Available Space	0.7	1%
Utility	0.6	1%
Retail- Food	0.6	1%
<b>Total</b>	<b>68.1</b>	<b>100%</b>

It is important to note that as the Sussex County seat, the County Administrative Building and the County Courthouse are located in the downtown and directly adjacent to Downtown Development District boundary. While not located in the District, these uses physically and socially anchor the downtown, and have generated many spinoff uses, such as government and non-profit offices, professional offices such as law and engineering firms, bail bond services and weekday lunch venues.

## Zoning

Given the wide range of land uses in the District, it is not surprising that the zoning districts permit a variety of uses. Even though the predominant existing land use is residential, the zoning would permit a transition to commercial uses depending on real estate market conditions. This transition is already evident in the adaptive reuse of several homes along East Market, east of the railroad, extending the retail and office uses eastward.

Map 3- Zoning, Figure 7 and Table 4 display zoning categories within the District boundaries. The District is made up of eight zoning districts, with the urban business zones (UB1- Urban Business and UB2- Neighborhood Business, and UB3- Professional Business) making up the majority (70%) of the area. The UB3 zone permits offices/professional uses. The UB2 zone permits professional uses as well as neighborhood retail type uses such as, barber shops, banks, restaurants and retail stores. The UB1 permits the largest range of uses, including those in the UB2 and UB3, as well as bakeries, cafes, delicatessens, flower shops, and other similar uses. Many of the permitted uses in the UB zones are conducive toward creating a vibrant, traditional mixed-use and walkable downtown. However, it also permits uses that are antiquated or may be unsuitable for a downtown such as wholesale establishments, warehouses, burial vault preparation, drive-in restaurants, telephone stations and frozen food lockers.

The HD- Historic District covers 15% in the center of the District and surrounding The Circle to the railroad. The permitted uses in the HD- Historic District build upon what is allowed UB zones. The Historic District Committee Report prepared in 2014 stated that allowing the same use as the rest of the downtown would result in the Historic District having no individual identity. The Committee recommended modifying the list of permitted uses to promote a more family and business friendly environment and that were unique to the historic character of the Town, which would be a draw to visitors. There are few entertainment, shopping and restaurant venues that would draw visitors, create the opportunity for employees to stay in Town after 5pm, and attract new residents to live, work and play in the downtown. Previous planning efforts have recommended prohibiting uses that may have an adverse effect in achieving these goals, such as pawn shops, adult stores, auto parts, drive-through restaurants, among others. The Comprehensive Plan recommends that pedestrian-oriented uses be encouraged in the downtown, including retail sales, personal services, offices and restaurants.

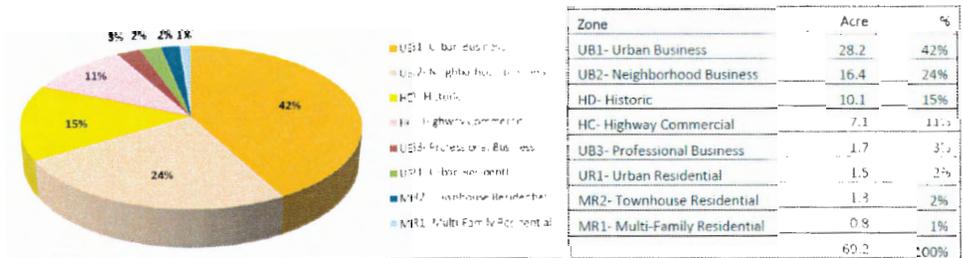
The HC- Highway Commercial zone located at the eastern boundary consists of four parcels making up 11% of the District area. While the uses permitted in the HC- Highway Commercial zone includes uses in the UB zones, it also permits uses that typically exist along highways such as Route 113, rather than a traditional downtown. These uses include auto sales and service stations, car washes, farm equipment sales and service, lumber and storage yards, and mobile home sales and storage. Some of the properties are currently underutilized, are

highly visible and accessible, and are part of the eastern gateway. This area is therefore identified as priority redevelopment area, and is further discussed in the Development Potential section below. It is also noted that the existing land use of the adjacent parcel owned by Georgetown United Methodist Church is open space and recreational, however the zoning is UB1.

Residential uses (UR1- Urban Residential, MR1- Multi-Family Residential, and MR2- Townhouse Residential) are mostly clustered around Cooper Alley between King Street and Albury Avenue, and make up the rest of the District at 5%. All of the zones in the District permit residential uses.

With few exceptions, the height, area and bulk requirements in the District zones generally allow an overall density, rhythm and scale that are typical of traditional downtowns. The HD and UB1 zones offer flexibility and help to foster a pedestrian-oriented scale as they do not have minimum area and setback requirements, which allow a building to be built to the sidewalk and close to each other. The height requirement is 35 feet and three stories, which further helps define the streetscape and create a public realm. The UB2 and UB3 zones require a minimum lot area and lot width of 7,200 square feet and 60 feet, front yard and side yards of 25 feet and 10 feet, and maximum height of 24 feet and two stories. It is noted that the residential zones permit building heights of 35 feet and three stories. The requirements in the HC zone promote larger scale commercial developments. While there are no lot area and width requirements, the front yard is required to be a minimum of 40 feet and the maximum height is 55 feet and five stories.

Figure 7 & Table 4. Current Zoning



## DEVELOPMENT POTENTIAL

As shown on Map 4- Development Potential, there are numerous vacant and underutilized parcels that offer opportunities for compatible infill development. There are 32 entirely vacant parcels totaling 10.36 acres and 13 parcels with infill potential totaling 6.5 acres. Lots with infill potential currently contain an occupied building or parking area, but are large enough with large yard areas to be subdivided and accommodate additional development under the current zoning regulations. It is further noted that while the parking areas are used to some extent, they may be underutilized and create unattractive dead spaces on the streetscape. These lots offer an opportunity for higher and more beneficial uses that better fit the downtown historical context and character. As noted above, there is also retail space available in some existing buildings.

While the entire District is available for development, there are some highly visible and notable vacant lots and infill potential in prominent locations presenting a clear opportunity for infill development. There are multiple vacant and underutilized areas that are identified as prime opportunities for redevelopment. These vacant lands are considered an asset as they offer space to grow and an opportunity for infill development that fits within the context of the District vision and goals. Some examples from the District Survey for what the vacant lots and buildings could be used for include restaurants, niche retail and space for community events. As stated above there are many opportunities for redevelopment throughout the District, but there are four areas that have been identified as priority areas due to their high visibility, see Map 4- Development Potential and Table 5- Priority Redevelopment Areas.

Table 5. Priority Development Areas

Map Key	Location	Opportunities
A	Available retail space in existing buildings, large lots with large yards and underutilized lots on Market Street	These vacant storefronts and lots are highly visible and offer opportunities for infill development that would fill in the gaps, define the street and add pedestrian activity. There is also an opportunity for temporary uses such as pop-up venues, a farmers market and other community events.
B	Vacant parcel and open land between Georgetown Square and United Methodist Church	Adjacent to the ballfields and currently used for community events, this area provides enormous potential for infill development and improved community gathering space.
C	Three vacant parcels north of East Market and east of Parsons Lane	Redevelopment and improvements in this highly visible area would help provide a more attractive gateway for travelers entering the downtown from the west.
D	Multiple parcels between railroad and North Race Street, and north and south of New Street	The Comprehensive Plan notes that there is tremendous opportunity for continued redevelopment of underused lands between North Race Street and the railroad. Recent redevelopment projects in this area have included mixed-use development with retail and service businesses on the first floor and residential apartments on upper floors.



*Vacant and underutilized lands, such as this on Market Street, offer opportunities for infill development or temporary uses, such as a farmers market and community events.*



*Lands at the Georgetown United Methodist Church site offer many opportunities for community events, open space and recreational uses, and infill opportunities.*



*An example of available retail space for lease on Market Street.*

## CONNECTIVITY

### Walkability

Map 5- Transportation shows the road, sidewalk and bike route network within and surrounding the District. The center of Town is located at the intersection of two major arterial/collector state roads – Market Street (Route 9) and Bedford Street (Route 18 / 404). Both roads connect commuters to Route 113, and Route 9 is a major route to the Lewes-Rehoboth area. Airport Road directly connects the downtown and the Delaware Coastal Airport (formerly Sussex County Airport), which serves southern Delaware. This location and proximity to major access routes provides convenient access to surrounding areas, which is a key asset and offers an opportunity for bringing more people into the downtown. It will be important that the downtown not be separated and that there be a regional draw and adequate signage bringing in travelers from Route 113 into the downtown.

It is noted that since the majority of the regional traffic occurs on Route 113 as an arterial bypass of the downtown, the downtown does not have major traffic problems similar to larger towns and cities. This has allowed Market Street to operate as a multi-function corridor meeting vehicular, biking and pedestrian needs. In general, the District is very pedestrian friendly as it is reasonably compact and has high connectivity within and to surrounding neighborhoods. Vehicular and pedestrian commuters are well-connected to employment, retail, professional and personal service, and recreational opportunities in the District. The District has a grid street network made up of narrow local roads, alleys and extensive sidewalks. Street blocks lengths are short and conducive to walking and biking. In most cases, the local road and intersection widths are narrow, which make it easier and safer for pedestrians to cross the street. The alleys provide access to rear parking areas for employees and residents, as well as places for trash/recycling pick-up and potential locations for some utilities and drainage.



*The design of Market Street, from The Circle to King Street, focuses on pedestrian mobility and safety with crosswalks and signs.*

A railroad operated by the Norfolk-Southern Railroad bisects the District, impeding connectivity and limits movement to some degree; however the District does have multiple crossings at Depot Street, Cooper Alley, East Market Street, Strawberry Alley and East Pine Street. It is worth noting that it is difficult to obtain approval from Norfolk Southern Railroad for new at-grade crossings of a main railroad line, so any additional crossings may not be likely.



*The Norfolk - Southern Railroad runs north/south through the District. While the railroad limits mobility in the District, it also offers an historical context and character to the District.*

In the future the rail line may act as a way to not only improve connectivity within the District but also to surrounding communities. The proposed Lewes to Georgetown Rail-with-Trail will be almost 17 miles of mixed-use trail running along the railroad from Georgetown's historic Train Station to Cape Henlopen State Park. The design has not yet been completed but will include a parallel pathway along the rail right-of-way for pedestrian and bicycle access, while preserving the existing rail line. Amenities to the trail will include trailheads, mile markers and connections to other trails such as the popular Junction and Breakwater Trail. The Lewes to Georgetown Rail-with-Trail has the potential to improve connectivity, but will also act as a draw bringing people to the District and promoting health and wellness.

The majority of the District is well-served by over three miles of sidewalks and crosswalks. The sidewalks on Market Street from The Circle to King Street are wide and made of brick, which significantly add to the historic character of Georgetown and help to create a public realm. The sidewalks become narrower and transition to concrete east of King Street. In addition, as a walking and biking alternative to the main roads, the District also has many alleys that are less traveled by cars.

There are concerns with the walkability within the downtown and surrounding. Per the Downtown Survey, 73% of respondents stated that pedestrian safety and convenience is what attracts them to a shopping or business area, and just 35% stated that pedestrian convenience is a strength in Georgetown.

Another challenge includes reducing the amount and perception of crime within the downtown, which can influence a person's behavior on where, when and how people visit the downtown. Almost 100% of people that took the Survey said they feel safe during the day-

time, but only two-thirds said they feel safe at night. Reasons varied as to why people felt unsafe but two reoccurring points were lack of people walking around and poor lighting. Providing lighting on unlit streets and parking areas, and having more “eyes on the streets” from places being open past 5 pm would help reduce crime and perceived fear of crime, which in turn encourages even more pedestrian activity.

In general, the sidewalks and crosswalks in the District boundary are in good condition and well maintained, however there are areas in need of maintenance. In addition, there are gaps in the network at the following locations:

- Market Street (south side from Albury Avenue eastward)
- North Lane/Layton Street (both sides)
- Laurel Street east of the railroad (both sides)
- North Railroad Avenue (west side)
- South Railroad Avenue (both sides)
- Parsons Lane (both sides)
- Market Street and South Railroad Avenue and the railroad crossing

Additional gaps and sections in need of repair should be identified by sidewalk inventory.



*The sidewalks end on Market Street near Albury Avenue, so pedestrians have created their own path.*

Providing a safe, comfortable, convenient and interesting pedestrian environment throughout the district and surrounding neighborhoods provides a clear competitive advantage over suburban or highway commercial areas. As the District provides a greater regional draw, it will be important to maintain and enhance pedestrian connections and traffic calming features wherever possible.

## Public Transit

There are three DART bus routes in town, as shown in Table 7. The main bus stop and regional hub for transfers between transit lines is located within the District at Railroad Avenue. Improvements to this area, such as increased lighting, landscaping and pedestrian connections, would help the station feel more comfortable and secure, and could help solidify the downtown as regional transportation hub in the long-term.

Table 7. Bus Routes

Bus Route	Destinations	Operation and Frequency
Route 206	Lewes/Rehoboth area, Harbeson, Delaware Tech, SCI	Weekdays 8 round trips; Weekends 2 round trips (summer only)
Route 212	Laurel, Blades, Seaford, Bridgeville, Delaware Tech	Weekdays; 6 round trips
Route 303	Dover, Milford, Milton, Frederica, Ellendale, Delaware Tech	Weekdays 8 round trips

## Gateways, Streetscape & Public Spaces

The Downtown Development District has one of the most prominent gateways in The Circle and the County Administration Building steeple. These key features in the Historic District along with the downtown’s historic brick architecture and sidewalks, and streetscape amenities such as aesthetic lighting and banners, lets residents and visitors know that they have arrived in the historic downtown and provides a strong sense of place.

Buildings in this area are built up to the sidewalk, anchor the intersection corners, are within close proximity of each other, and are of varying sizes. The buildings have distinguishable architectural features, and the ground floors of retail stores, such as the Georgetown Antique Market, are largely dominated by attractive window displays. These factors help to define the streetscape as public realm and create a more interesting and pedestrian-friendly environment.



*Many buildings on Market Street have unique architectural features, such as large window displays, awnings and signage that help define the District’s quaint and pedestrian-oriented character. These are all great examples of a traditional historic downtown.*

Further west on Market Street, between the railroad tracks and Albury Avenue, residential homes have been converted to offices and retail stores, which further add to the Districts



unique architecture and pedestrian-scale character. Streetscape amenities, such as brick sidewalks, decorative street lighting, and street trees exist from The Circle to King Street.

*Georgetown Hair Studio reflects the architectural character of the historic downtown that has been preserved and enhanced through adaptive reuse.*

The eastern District boundary lacks a sense of arrival. The lack of sidewalks, streetscape amenities, vacant properties, and expansive parking areas do not offer a sense of place and entry into a pedestrian friendly, historic and vibrant downtown. The streetscape and pedestrian amenities on Market Street from The Circle to the railroad and the adaptive reuse of vacated homes offer some great examples for improvements at the eastern gateway, as well as other areas in the District. For instance, given the mixed-uses, the high level of activity and its connection to Market Street, streetscape amenities may be desired on North Race Street.

*Vacant land, vast parking areas, highway scale development, lack of sidewalks and streetscape amenities do not help to create a welcoming entrance into the downtown.*



There are five separate designated open space and recreational areas making up 14 acres and 16% of the total Downtown Development District area. Four of these are public spaces, including The Circle, Wilson Park on Market Street, the recreational fields at the Georgetown United Methodist Church site, and the tot lot on North King Street. These amenities are



key assets and opportunities for the District, as they offer residents and visitors a public gathering space for community events and programs, and another place to visit while in the downtown.

*The Circle offers a public space for residents and visitors to relax in Georgetown.*

## PARKING

Map 6- Parking shows off-street parking, both private and public, that are five spaces or more. There are large expanses of parking covering a significant portion of the downtown. The total parking area, including the driveways and driving aisles, is approximately 12 acres and 14% of the total District.

Many of the parking lots are situated on the same lot as the buildings they serve. Given the overall mixed-use nature of the downtown with some mixed-use buildings, there are some shared and satellite parking areas. In addition, most of the streets in the District have available on-street parking. The major facilities in downtown that require large amounts of parking are the County Administrative Building and the County Courthouse. In general, the parking areas for these and other government buildings are located behind the buildings, connected by alleys, and are improved and well-maintained. Even though these parking areas are large, their location behind the buildings lessens their visual impact. These parking lots and the on-street parking around The Circle and the Courthouse fill up during the day time hours, and the parking demand that they generate overflow into other areas of the Downtown. Still, there are predominantly vacant parking areas elsewhere in the District during the day, such as Layton Street adjacent to the railroad. The majority of all the lots in the District are empty during the night time hours and on weekends.

As noted in the section above, there are some parking areas in the downtown that may be underutilized, and in some cases, do not have improvements such as striping, clearly designated access driveways and drive aisles, curbing and landscaping. These lots create unattractive dead spaces on the streetscape, and offer an opportunity for higher and more beneficial uses such as improved parking lots and/or infill development that better fits the downtown historical context and character.

Based on the Downtown Survey results, there are perceived parking issues in the downtown. Seventy-nine percent (79%) of respondents to the Downtown Survey stated that they agree that convenient parking attracts them to a shopping and business area. Then, only 22% of respondents stated that a major advantage to the downtown is that it is easy to find parking. Fifty-five (55%) stated that improved parking would help the downtown area.

When asked if there was one thing that could change about the downtown, some respondents stated (Q18):

- should the sidewalk be expanded for things like that and eliminate a few parking spots
- better parking
- improve parking
- traffic congestion & parking

- add more parking [around The Circle area]
- offer additional parking
- too much parking assigned to state and county employees
- change traffic and parking issues
- more parking
- offer a discount parking ticket to those who work during the day in town
- change the metered parking
- parking and congestion
- metered parking with different payment options besides only change
- free parking
- parking is a major problem, especially during the day
- the congestion of traffic and parking on Market Street

When asked for ideas are how to attract residents, businesses, and visitors to the downtown, respondents stated (Q19):

- better parking (5)
- convenient parking
- free parking
- provide nearby parking areas to free up space for pedestrians and outdoor street activities/events

The merchant portion of the Survey revealed that 50% of merchants would need more parking in order to expand, which represented the greatest need. In addition, 50% stated that parking is a major barrier or obstacle facing their business.

Overall, the responses can be interpreted as safe and convenient parking is very important to residents and visitors; and improved parking conditions may attract more residents and visitors. It remains unclear from the results, if “better” or “improved” parking means increasing parking availability, creating more convenient locations or improving the design or improving management. From a business owner perspective, it appears that merchants may be seeking solutions to comply with on-site requirements, such as minimum number of parking spaces.

The Comprehensive Plan notes the importance of not only providing a sufficient amount of parking, but also to properly manage the spaces that is available. Metered on-street parking is located around The Circle, on East Market Street, along parts of North and South Front Street, and on Race Street one block in both directions off East Market Street. Enforcement of these time-limited spaces allow for a high turnover of short-term users throughout the day.

The Historic District Committee recommended that a parking inventory be completed, com-

paring the square footage of the buildings to the number of spaces provided. Such a study would need to include a long-term supply and demand assessment as well. Should additional spaces be required, the Comprehensive Plan recognizes that cooperative efforts would be needed between the Town, the County and the State to find ways to provide additional parking without harming the urban fabric along the historic and pedestrian-oriented streets. The Comprehensive Plan identifies the need to increase the parking supply without interrupting the “face” of the downtown along streets. There is an opportunity to acquire underutilized rear yards for public parking, which could be combined into one coordinated joint parking area. Joint parking spaces often results in a much higher number of parking spaces because the layout is more efficient. Another long-term opportunity is for the Town, the County and the State to jointly consider the construction of a parking structure in a strategic downtown location.

The Historic District Committee also recommended that a wayfinding signage program be implemented to easily guide visitors to their destinations and public parking. In addition, visitors to the Downtown could be directed to locations where parking is currently underused, such as Layton Street.

Some parking areas in the District are not improved with pavement, striping, and curbing. Some of these private, undesignated and unimproved parking areas are along the public street creating visual blight and use up valuable land that could have higher and more beneficial uses. Especially since there does not appear to be a significant issue with parking supply, there is an opportunity to redevelop the underutilized lots.

The Town's parking regulations has some elements that are conducive to a walkable, mixed-use downtown environment than an auto-oriented commercial environment. Commercial and office uses are required to have one off-street parking space for each 200 square feet, which is high for a typical downtown; however to help remove any potential undue burden of complying with the parking requirements on property owners and developers, the regulations offer some alternatives. For instance, parking spaces may be provided on a separate lot if located within 400 feet of the building. In addition, two or more lot owners may join together towards complying with the required number of parking spaces. For instance up to 100% of the spaces required for a church may be used jointly by banks, offices and retail and service shops.

It is noted that the code allows the Planning Commission to waive or relax the parking requirements in the Historic District if it finds that “customers will stay for a short time, if customers will generally walk, or if customers will generally patronize the business on evenings and weekends.” In addition, the Town Manager may reduce the number of spaces up to 20% for mixed uses and proximity to transit. Since some parking lots and on-street spaces are under capacity in some areas and over-capacity in other areas, there appears to be an opportunity to encourage more use or even require these parking flexibilities for the entire downtown.

While these provisions offer some flexibility, the code could be more prescriptive to provide greater certainty and predictability to builders and existing business owners wishing to make improvements to their lots. Property owners and prospective builders should be made aware of and encouraged to take advantage of these parking alternatives and credits. In addition, the code could allow a reduction in the number of spaces for proximity to on-street parking, municipal lots and public transit.



*Designated government parking in the rear of buildings on Market Street are well-maintained and well-connected by alleys to local roads.*



*Unimproved parking areas could have a better use appropriate for downtown. Many respondents in the Downtown Survey state they want improved parking conditions.*

## NATURAL RESOURCES

### Floodplain

The Downtown Development District is in an area of minimal flood hazard, with no special flood hazard areas mapped as of the latest FIRM publication of March 16, 2015.

### Wetlands

There are no mapped wetlands located within the Downtown Development District.

### Wellhead Protection

The full extent of the Downtown Development District lies within the Town's Wellhead Protection Areas, designated by DNREC. Georgetown adopted groundwater protection regulations in order to meet requirements of the State Source Water Protection Act of 2001. The purpose of Georgetown's Source Water Protection Area Ordinance is to ensure the protection of the public drinking water supply from contamination. While the entire DDD lies within the Town's Wellhead Protection Area, there are no delineated Excellent Recharge Areas within the Downtown Development District.

### Historic Preservation

Preserving Georgetown's historic buildings has been seen as a high priority to Town residents. The Town has worked closely with the Georgetown Historical Society, the State Historic Preservation Office, and Sussex County to preserve historic structures in and around The Circle. The Georgetown Historical Society keeps records on file of local historically significant properties.

Map 7 displays designated historical properties within the District boundaries. There are currently twenty Georgetown properties included on the National Register of Historic Places, two of which fall within the Downtown Development District:

Georgetown Coal Gasification Plant at 116 New Street; and  
Dr. John W. Messick House at 144 East Market Street.

Other historic structures that can be found within the Downtown Development District include:

Town Hall at 39 The Circle;  
Old Fire Hall at 37 The Circle;  
Georgetown Train Station at 140 Layton Avenue;  
Wesley United Methodist Church at 10 North Race Street; and  
Masonic Lodge at 151 East Market Street.

## ECONOMIC & RETAIL DEVELOPMENT

According to the U.S. Census Bureau's Center for Economic Studies, there were 258 people

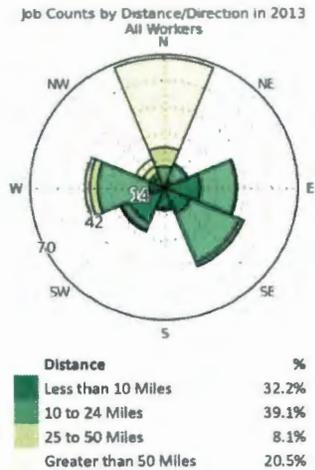
living within the District who held primary jobs in 2013. A primary job is a single job per worker, public or private, that is the highest paying job for that individual. Almost 57% of these were aged 30 to 54. Industries representing the District's citizen are shown in the table below.

Table 8. Industries of District Residents

Industry	%
Manufacturing	29.5%
Health Care & Social Assistance	14.0%
Retail Trade	10.1%
Administration & Support, Waste Management & Remediation	9.7%
Construction	7.0%
Accommodation & Food Services	6.2%
Educational Services	4.7%
Professional, Scientific & Technical Services	3.1%
Public Administration	3.1%
Other Services (excluding Public Administration)	2.7%
Real Estate & Rental & Leasing	2.7%
Agriculture, Forestry, Fishing & Hunting	1.9%
Wholesale Trade	1.6%
Arts, Entertainment & Recreation	1.2%
Finance & Insurance	0.8%
Transportation & Warehousing	0.8%
Information	0.4%
Management of Companies & Enterprises	0.4%
Utilities	0.4%

None of these residents actually worked within the District, although 32% worked less than 10 miles from their home. The graphic below shows the distance and direction residents travel to work, while the table accounts for the top locations where residents work.

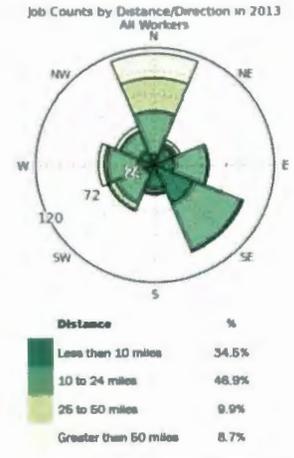
Figure 8 & Table 9. Distance to & Location of Residents Jobs



Place	%
Georgetown, DE	14.7%
Seaford, DE	8.5%
Selbyville, DE	6.6%
Milford, DE	4.3%
Lewes, DE	2.7%
Dover, DE	2.3%
Wilmington, DE	2.3%
Bear, DE	1.9%
Bridgeville, DE	1.2%
Long Neck, DE	1.2%
Rehoboth Beach, DE	1.2%
Wilmington Manor, DE	1.2%
Dewey Beach, DE	0.8%
Millsboro, DE	0.8%
Ocean View, DE	0.8%
Smyrna, DE	0.8%
Bethany Beach, DE	0.4%
Blades, DE	0.4%
Brookside, DE	0.4%
Camden, DE	0.4%
Claymont, DE	0.4%
Glasgow, DE	0.4%
Milton, DE	0.4%
New Castle, DE	0.4%
Newport, DE	0.4%

In contrast, 473 people held jobs within the District who commuted from outside the area. The greatest share of these workers (47%) traveled 10 to 24 miles to arrive at their jobs within the District, with almost 9% traveling more than 50 miles. Three people came from as far away as Philadelphia. The graphic below shows the distance and direction workers travel to get to the District, while the table accounts for the top locations from where workers originate.

Figure 9 & Table 10. Distance & Location Traveled to District



Place	%
Georgetown, DE	5.9%
Milford, DE	3.6%
Dover, DE	3.0%
Seaford, DE	2.3%
Millsboro, DE	1.9%
Laurel, DE	1.3%
Harrington, DE	1.1%
Salisbury, MD	1.1%
Frankford, DE	0.8%
Milton, DE	0.8%
Ocean View, DE	0.8%
Bridgeville, DE	0.6%
Highland Acres, DE	0.6%
New Castle, DE	0.6%
Selbyville, DE	0.6%
Smyrna, DE	0.6%
Philadelphia, PA	0.6%
Lewes, DE	0.4%
Wilmington, DE	0.4%
Bear, DE	0.2%
Blades, DE	0.2%
Bowers, DE	0.2%
Claymont, DE	0.2%
Ellendale, DE	0.2%
Frederica, DE	0.2%

As shown in the graphic below, there is a great imbalance between the number of people who are employed within the District who live outside the area and the number of people who live within the District who are employed outside the area. This is important to be aware of if the District is to become a successful live-work-play community. If that is indeed one of the goals, the Town and its partners should aim to have a more balanced inflow/outflow count in the future – or at least try to capture some of the District employees within the downtown residential areas.

Figure 10. Inflow / Outflow Job Counts, 2013



Per the 2013 Downtown Merchant and Business Survey, 77% percent of respondents stated that would be willing to collaborate with other business owners and manager in strategies to share existing customers or entice new ones to Georgetown.

In an effort to understand residents and visitors retail and shopping desires and motives, and then compare them to what Georgetown is providing or lacking, the 2015 Downtown Survey asked participants the following three questions:

- What attracts you to a shopping/business area?
- What are the major advantages of Georgetown's downtown?
- What are the major disadvantages of Georgetown's downtown?

The responses, compared side-by-side, are provided in the table below.

Table 11. Attractions to Retail & Shopping Areas

	What attracts you to a shopping/ business area?		Major Advantages	Differential	Major Disadvantages	Differential
Advantages to capitalize on	Friendly customer service	89%	46%	43%	3%	86%
	Convenient location (close to home/ work)	84%	61%	23%	3%	81%
	Look and feel of the business area	80%	62%	18%	30%	50%
	Independent stores over chains	70%	64%	6%		70%
	Price	70%	22%	48%	3%	67%
Disadvantages to improve upon	Variety of products and services	77%	4%	73%	78%	-1%
	Pedestrian safety and convenience	73%	35%	38%	38%	35%
	Limited hours and Shopping after 5pm on weekdays and on weekends	47%	-	-	42%	5%

When analyzing these survey results, it is also important to understand where and when people are visiting downtown Georgetown compared to other surrounding areas. Approximately 29% of responders said they shop in downtown Georgetown once every few months. Only 10% said they shop in downtown two to four times a week and 15% said they shop there once a week. That is compared to the Route 113 Corridor where 30% said they shop there two to four times a week and 27% shop once a week. This can also be compared to the Millsboro/ Milford area where 13% said they shop in that area two to four times a week and 26% said they shop there once a week. A popular write-in was traveling to Salisbury, MD to shop. While the survey did not specifically ask why people prefer shopping at these alternative locations, it is important to consider what makes these shopping areas more popular, and do these areas make up for the disadvantages of downtown Georgetown. Most would agree that the Route 113 Corridor, Millsboro/Milford area, and even Salisbury, have a variety of goods and services, pedestrian access is safe with sidewalks and crosswalks and many businesses

have hours after 5 pm on weekdays and weekends, which are all the areas that downtown Georgetown currently lacks.

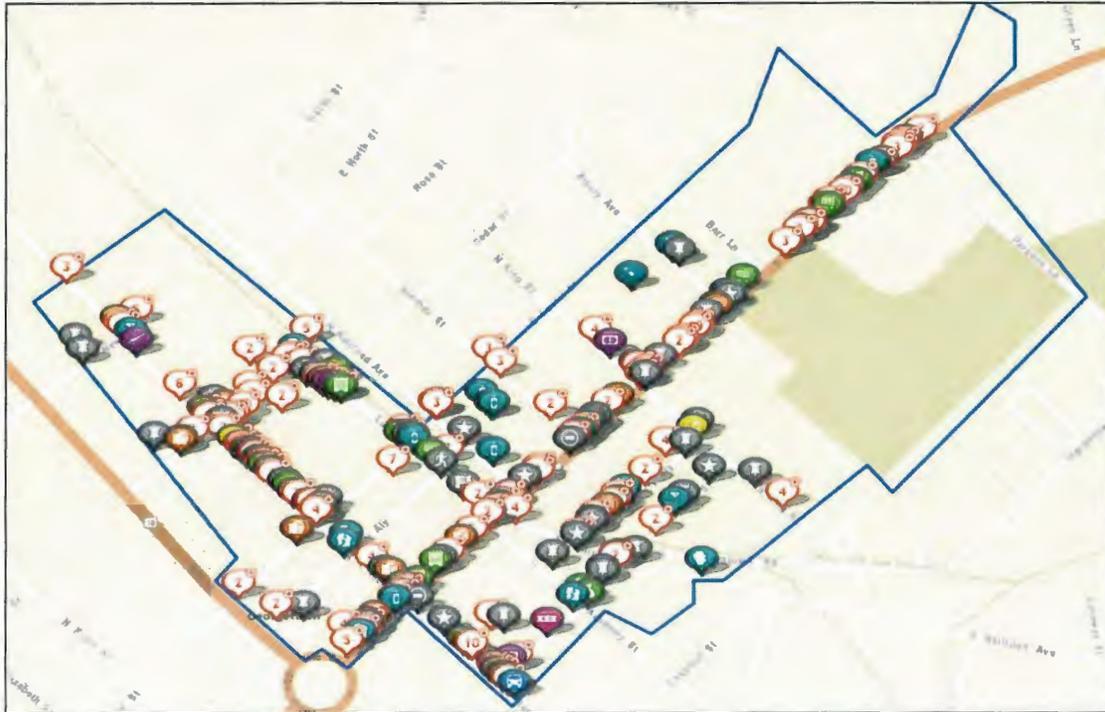
As for the time people typically visit downtown the most common answer by far was Monday through Friday before 5 pm. This coincides with the table above that a major disadvantage is limited hours after 5 pm. When asked where people visit in downtown the most popular response was restaurants at 84%. The next most frequented type of business was retail at 37%. Some write-ins for that question included the bank and post office. This large margin in where people frequent emphasizes the real need for more of a variety in goods and services to encourage residents, County employees and visitors to patronize many types of businesses. The survey did provide information on what people would like to see downtown. When it comes to food related businesses locally owned restaurants was the most popular choice. People were also in favor of specialty food shops (bakeries, ice cream shops, etc.), evening dining, and tavern and grill options. Although not ranking high in the survey many people wrote-in quality grocery stores as a needed business in downtown. To be expected, ranking equally high was the need for commercial and specialty retail, with personal services close behind. Survey responders commented on wanting card and gift shops, clothing stores, boutique type stores as well as services that could be supported by residents and County workers such as a dry cleaners and tailor.

Marketing, promotion, and additional downtown branding efforts are needed to encourage local residents, employees, and visitors to regularly visit downtown businesses and community events. Businesses need to be organized and set forth joint promotions, advertising, marketing, and special events. Through designation, the Town would also be able to better focus on business recruitment and investment incentives, while maintaining an inventory of available business space and publicizing commercial opportunities.

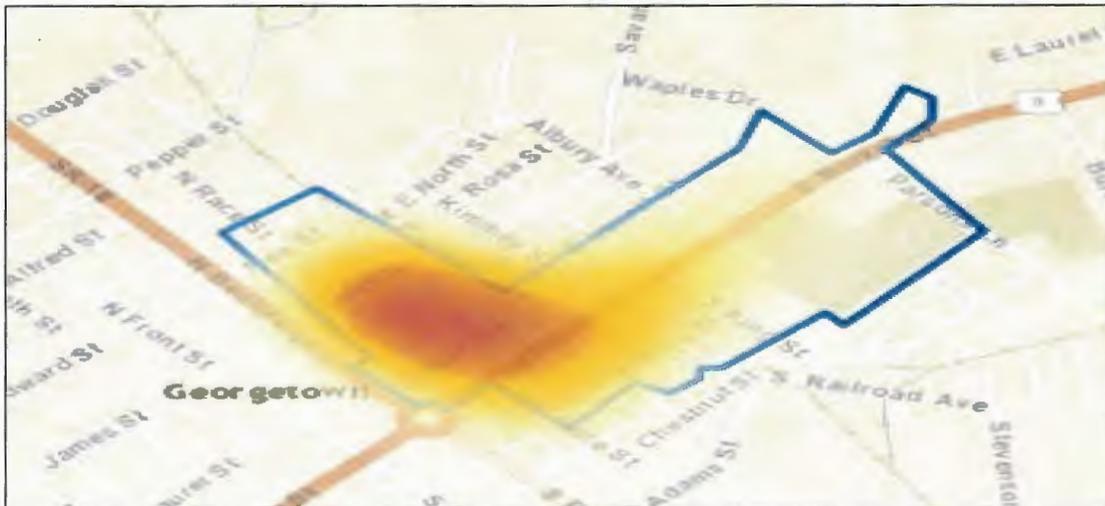
For Time Period of January 1, 2013 – December 31, 2015

Proposed District Shown in **Blue Outline**

Source: Town of Georgetown Police Department, Delaware Justice Information System, Crime View Software



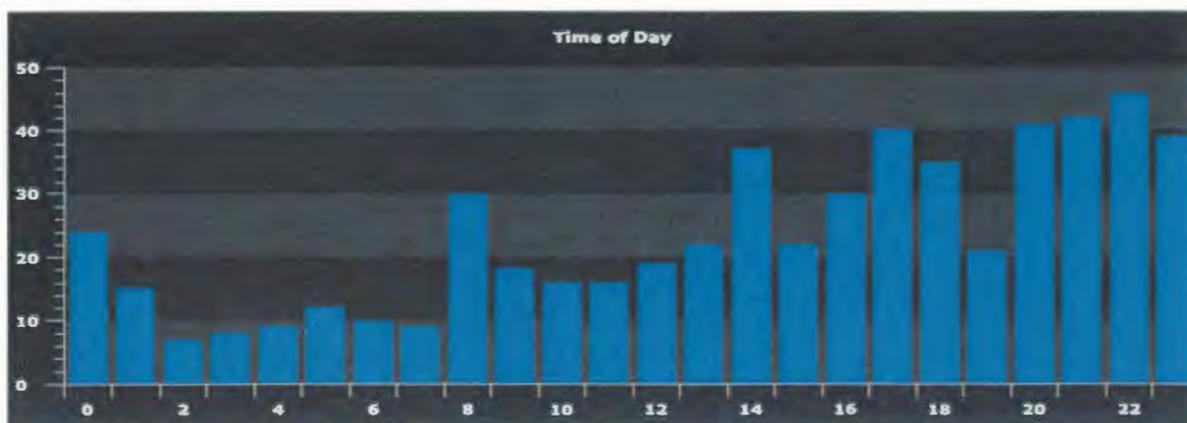
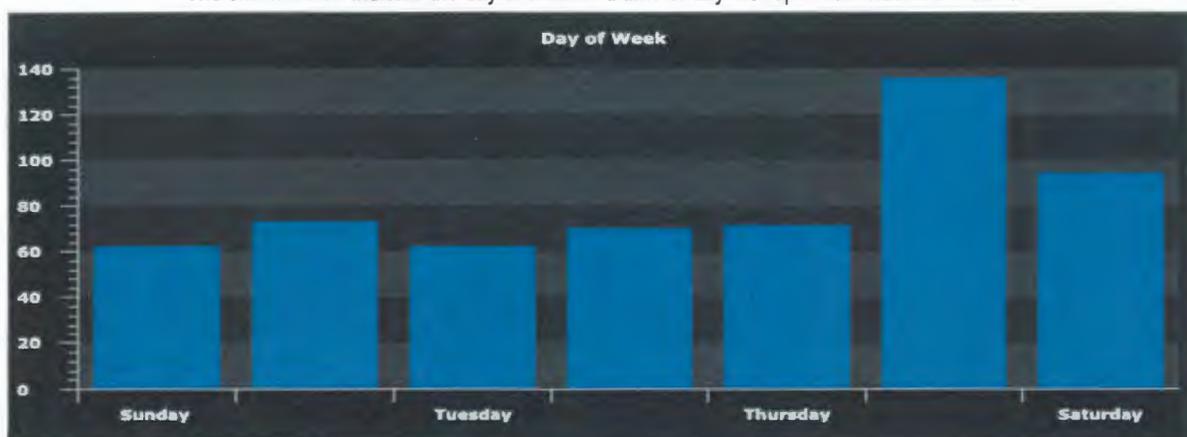
Both maps display the same data, however the map above utilizes pins and below is a heat map. The heat map clearly shows a higher concentration of reported activity in the area of North Race Street and Depot Street.



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

# **APPENDIX**

## **DOWNTOWN SURVEY RESULTS**

## SURVEY RESULTS



### ■ TOTAL RESPONSES – 356

- 32% - Georgetown Residents
- 28% - Georgetown Employees
- 19% - Visitors
- 16% - Georgetown Property Owners
- 6% - Georgetown Business Owners

### ■ Shopping frequencies (Q2):

- Downtown Georgetown – once every few months (29%)
- Route 113 Corridor – 2-4 times a week (30%)
- Millsboro/Milford – once a week (26%)
- Rehoboth/Lewes – once a month (33%)
- Seaford – never (34%)
- Big write-in: Salisbury, MD

AECOM

## SURVEY RESULTS



### ■ Places/Stores Visited in Georgetown (Q3):

- Restaurant – 84%
- Retail – 37%
- County Offices – 26%
- Professional Services – 18%
- Town Hall – 15%
- Court – 10%
- Write-Ins:
  - church, post office, library, 16 Mile, Harrison Senior Living, farmers' market

### ■ Times Visited (Q4):

- M-F, before 5 (50%)
- M-F, 11-2 (23%)
- M-F, after 5 (16%)
- S-S, before 5 (9%)
- S-S, after 5 (3%)

AECOM

## SURVEY RESULTS



### ■ Event Attendance (Q5):

- Return Day (71%)
- Farmers' Market (66%)
- Concerts in the Park (46%)
- Christmas Parade (46%)
- Caroling on the Circle (34%)
- Wings & Wheels (30%)
- Foodie & Farmers Fest (28%)
- Car Shows (23%)
- Art Crawl (16%)
- Arts & Flowers Craft Show (15%)
- Oyster Eat (14%)
- Easter Egg Hunt (12%)

### ■ Bluegrass Festival (8%)

### ■ First Saturday (6%)

### ■ Write-Ins:

- Back to the Future
- New Years Eve on the Circle
- Trick of Treating
- Possum Point Players
- Little League Opening Day

AECOM

## SURVEY RESULTS



### ■ What attracts you to a shopping/business area (Q7)?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Variety of products & services	42%	35%	12%	8%	4%
Quality of products & services	46%	37%	13%	2%	2%
One-stop shopping	22%	33%	30%	10%	5%
Look & feel of area	39%	41%	17%	3%	1%
Friendly service	48%	41%	9%	1%	1%
Independents > Chains	28%	42%	27%	2%	1%
Nearby restaurants	40%	50%	7%	3%	1%
Shopping after 5:00pm	21%	26%	36%	12%	5%
Close to home/work	37%	47%	12%	4%	1%
Convenient parking	44%	35%	12%	6%	3%
Pedestrian safety/convenience	36%	37%	23%	4%	1%
Price	30%	40%	29%	2%	1%

AECOM

## SURVEY RESULTS



- Do you feel safe (Q8)?
  - Daytime? 99% said YES
  - Nighttime? 64% said yes. Reasons for those who said no:
    - Little is open/few people are out (12)
    - Crime (11)
    - General uncomfortable feeling (11)
    - Poor lighting (10)
    - Listed various populations (7)
    - Lack of police (4)
    - "Seedy" areas (2)
    - Parking (1)

AECOM

## SURVEY RESULTS



- Major Advantages (Q9):
  - Supporting local businesses – 64%
  - Small town/historic character – 62%
  - Convenient location – 61%
  - Events – 48%
  - Friendly local service – 46%
  - Within walking distance – 35%
  - Know local employees – 28%
  - Lack of traffic/crowds – 25%
  - Fair prices – 22%
  - Easy to find parking – 22%
  - Selection of goods/services – 4%

AECOM

## SURVEY RESULTS



- Major Disadvantages (Q10):
  - Lack of variety of goods/services – 78%
  - Limited hours – 42%
  - Difficult/inconvenient to park/walk – 38%
  - Poor appearance – 30%
  - Traffic – 26%
  - Poor customer service – 3%
  - Inconvenient location – 3%
  - High prices – 3%

AECOM

## SURVEY RESULTS



- Future Scenarios (Q11)

	Very Appealing	Somewhat Appealing	Not Appealing
Community Center	73%	22%	1%
Green Space	72%	23%	1%
Destination Niche Retail	53%	30%	11%
Professional	50%	37%	7%
Neighborhood Retail	47%	36%	10%
Residential Mix	44%	30%	17%
Regional Retail Center	33%	31%	25%

AECOM

## SURVEY RESULTS



- What businesses would you like to see in the downtown (Q12)?
  - Commercial retail – 62%
  - Specialty retail – 60%
  - Personal service – 51%
  - Public and civic – 42%
  - Temporary – 27%
  - Youth programs – 26%
  - Convenience store – 21%
  - Senior center – 16%
  - Professional office – 13%
  - Institutional – 8%

AECOM

## SURVEY RESULTS



- What restaurants would you like to see in the downtown (Q13)?
  - Locally-owned – 78%
  - Specialty food – 64%
  - Evening dining – 61%
  - Tavern & grill – 58%
  - Breakfast/lunch dining – 46%
  - Farmers' market/produce – 46%
  - Coffee shop – 42%
  - Deli/sandwich – 37%
  - Wine bar – 33%
  - Chain restaurants – 31%
  - Grocery – 23%
  - Fast food/take out – 10%
  - Other – 7%

AECOM

## SURVEY RESULTS



- What types of arts/cultural events & activities are best suited for the downtown (Q14)?
  - Outdoor concert – 77%
  - Seasonal/holiday festival – 76%
  - Food festival – 72%
  - Kid/family-friendly event – 55%
  - "First Friday" – 49%
  - Antique festival – 45%
  - Cultural/heritage festival – 41%
  - Merchants' Night – 34%

AECOM

## SURVEY RESULTS



- What changes would help improve the downtown area? (Q15)
  - Greater variety of stores – 78%
  - Improved appearance – 56%
  - Improved parking – 55%
  - Creative storefronts & signage – 45%
  - Attractive outdoor dining areas – 45%
  - Greater selection of merchandise – 40%
  - Expanded store hours – 35%
  - Less traffic congestion – 29%
  - Better quality of merchandise – 27%
  - Greater feeling of safety – 27%
  - Additional outdoor seating – 26%
  - Better atmosphere – 23%
  - Additional promotion & advertising – 17%
  - More competitive pricing – 8%
  - Improved customer service – 5%

AECOM

## SURVEY RESULTS



- What could be done with vacant lots/buildings (Q17)?
  - Parking
  - Restaurants
  - Niche retail
  - Event space (indoor/outdoor)
  - Youth/senior center
  - Incubator space (business, artisan, etc.)
  
- What would you keep vs. change (Q18)?
  - Keep: historic charm/small town feel
  - Change: be creative in attracting variety of new businesses to revitalize the area

AECOM

## SURVEY RESULTS



- What would help attract people to the downtown (Q19)?
  - Strong marketing campaign that is used by the Town & businesses alike (along the lines of Berlin's "Coolest Small Town")
  - Better promote festivals & other events
  - Wider selection of unique businesses
  - Have inviting gateways into the Town as a whole, but also the District
  - Create cultural learning opportunities between ethnic backgrounds
  - Enforce property maintenance codes so businesses and residences better maintain properties

AECOM

## Merchant Survey - Completed as part of the Downtown Survey

### MERCHANT SURVEY RESULTS



- Do you have a need to expand?
  - Yes - 17%
  - No - 39%
  - Maybe - 17%
- What would you need to expand downtown?
  - Parking - 50%
  - Available space - 30%
  - Capital/funding - 20%
  - New building - 10%
  - Localized incentives - 10%

AECOM

### MERCHANT SURVEY RESULTS



- Thoughts on store hours:
  - I am open all the hours I need to be - 50%
  - I would be open more if I were sure of sales - 30%
  - I would be open more but can't find good staff - 20%
- Would you be interested in expanded hours for special events:
  - Yes - 60%
  - No - 40%

AECOM

### MERCHANT SURVEY RESULTS



- Major barriers facing your business:
  - General operating costs - 50%
  - Parking - 50%
  - Current economic conditions - 40%
  - Customer traffic - 30%
  - Property improvements - 30%
  - Congestion/traffic - 30%
  - Cost of rent/property - 20%
  - Availability of telecom services - 20%
  - Cash flow/working capital - 20%
  - Insurance costs - 20%
  - Public safety/crime - 20%
  - Payroll costs - 10%
  - Availability of employees - 10%
  - Computer/technology issues - 10%
  - Codes or regulations - 10%

AECOM



### **Task 1. Funding Opportunity Guide**

- Kick-off meeting with Town Staff
- Research & identify various resources for funding opportunities (private & public)
- Research & identify funding opportunities available to and within the Downtown Development District
- Create draft funding opportunity guide with website links to the appropriate funding agency
- Provide draft funding opportunity guide to Town
- Finalize funding opportunity guide and provide to Town for print and posting on website

### **Task 2. Property Map & Profile**

- Kick-off meeting with Town Staff
- Create inventory/profile template
- Obtain property photographs (on site)
- Populate template with detailed property information and photographs
- Create draft map interface
- Provide draft map interface to Town
- Finalize map interface and provide to Town for web posting
- Create ongoing maintenance schedule for the Town
- Create press release for launching of new webpage service

### **Task 3. Parking Map**

- Kick-off meeting with Town Staff to determine goals & map components
- Identify existing parking areas with space counts (private & public)
- Create draft parking map
- Provide draft parking map to Town
- Finalize map and provide to Town for web posting

### **Task 4. Downtown Regulation Update**

- Kick-off meeting with Town Staff to review public input outreach approach & identify stakeholders
- Research 2 alternatives for regulations within the downtown
- Review alternatives with Town Staff
- Draft new/revised regulations & send for Town Staff review/input
- Release draft regulations requesting public comments (stakeholders & PZ) & provide meeting invitations with full schedule
- Receive stakeholder/PZ input & track with recommendations followed by Town Staff Meeting
- Present newly revised draft regulations to the Planning & Zoning Commission with identified stakeholders
- Town Council Introduction/First Read of Ordinance & Public Hearing
- 2<sup>nd</sup> Read Ordinance/Adoption

### **Task 5. Downtown Application Toolkit**

- Kick-off meeting with Town Staff
- Research & create an application procedure reflecting new regulations
- Research & identify additional resources for the toolkit
- Draft application resource toolkit & meet with staff for input
- Finalize application resource toolkit to Town for print and posting on website
- Create press release for launching of resource toolkit

### **Task 6. Downtown Marketing Campaign**

- Kick-off meeting with Town Staff
- Design (1) brochure focusing on Downtown Development District designation



- Design (1) brochure focusing on downtown development process (e.g., procedures, incentives)
- Provide draft brochures to Town
- Finalize brochures and provide in PDF format for print and posting on website
- Prepare draft project launch campaign promoting all tasks/tools, extend Council presentation invites & create press release
- Present Draft Project Launch campaign presentation to Town staff for input
- Town Council Meeting-Project Presentation Launch Update (promotion of all tasks/tools)

### **Task 7. Downtown Annual Report**

- Prepare areas of interest for reporting
- Meet with Town Staff to discuss approach, information to be tracked & options with existing software systems
- Create template for annual report
- Coordinate template with all State agencies
- Create reporting mechanism and schedule
- Ensure monitoring is being completed for each identified area
- Prepare draft annual report and forward to Town Manager for approval
- Submit annual report
- Create ongoing maintenance schedule for the Town



**Town of Georgetown**  
**DDD Plan Implementation**  
**Attachment No. 6 - Cost Estimate - June 2016**



TASK	Project Manager / Pfeil	Project Lead / Good	Hours Subtotal
<b>1. Task - Funding Opportunity Guide</b>			
Kick-off meeting preparation	1	1	
Kick-off meeting with Town staff	1	1	
Research/identify various funding opportunities Town wide/DDD Specific (private & public)		8	
Create draft funding opportunity guide with website links to the appropriate funding agency	1	8	
Provide draft funding opportunity guide to Town		1	
Finalize funding opportunity guide and provide to Town for print and posting on website		2	
	<b>3</b>	<b>21</b>	<b>24</b>
<b>2. Task - Property Map &amp; Profile</b>			
Kick-off meeting preparation	1	1	
Kick-off meeting with Town Staff to determine goals & profile components	1	1	
Create inventory/profile template		4	
Obtain property photographs (on site)		8	
Populate template with detailed property information and photographs		16	
Create draft map interface	1	16	
Provide draft map interface to Town		1	
Finalize map interface and provide to Town for web posting		1	
Create ongoing maintenance schedule for the Town		1	
Create press release for launching of new webpage service	1	1	
	<b>4</b>	<b>50</b>	<b>54</b>
<b>3. Task - Parking Map</b>			
Kick-Off meeting with Town Staff to determine goals & map components	1	1	
Identify existing parking areas with space counts (private & public)		8	
Identify existing parking areas on public streets		8	
Create draft parking map	2	8	
Provide draft parking map to Town		1	
Finalize map and provide to Town for web posting		1	
	<b>3</b>	<b>27</b>	<b>30</b>
<b>4. Task - Downtown Regulation Update</b>			
Kick-off meeting preparation	3	5	
Prepare outreach approach, schedule, comment tracking document & identify stakeholders	1	4	
Kick-off meeting with Town Staff to review public input approach, tracking document & stakeholders	2	2	
Research & provide 2 alternatives for regulations within the downtown	16	40	
Review Regulation alternatives with Town Staff	3	3	
Draft new/revised regulations & send for Town Staff final review/input	8	60	
Finalize draft regulations incorporating Town Staff comments		4	
Create meeting invitations/notices for stakeholders/PZ to provide comments including full schedule	1	4	
Email draft meeting invitations/notices to Town Staff for review/comment		1	
Release draft regulations & notifications (website & press release) to Town Staff		1	
Track all comments & prepare recommendations	1	4	
Prepare Draft Regulation presentation & email Town Staff	1	5	
Review comments/recommendations, draft presentation & meeting coordination with Town Staff	2	2	
Planning & Zoning Commission presentation meeting	3	3	
Prepare Ordinance & PH Advertisement (if needed)		1	
Town Council Meeting-Introduction/First Read of Ordinance & Public Hearing	2	2	
Town Council Meeting-2nd Read of Ordinance/Adoption	1	1	
	<b>44</b>	<b>142</b>	<b>186</b>
<b>5. Task - Downtown Application Toolkit</b>			
Kick-Off meeting preparation	1	1	
Kick-Off meeting with Town Staff to determine goals & components	1	1	
Prepare draft procedures following new regulations & other requirements	1	16	
Identify & prepare additional resources to include in toolkit	1	3	
Create Draft Downtown Development District Application toolkit		8	



**Town of Georgetown  
DDD Plan Implementation  
Attachment No. 6 - Cost Estimate - June 2016**



Present Draft Downtown Development District Application toolkit to Town Staff	3	3	
Finalize toolkit based on Town Staff input & forward for production/website posting			2
	7	34	41
<b>6. Task - Downtown Marketing Campaign</b>			
Kick-off meeting preparation	2	2	
Kick-off meeting with Town Staff	2	2	
Design (1) brochure focusing on Downtown Development District designation	1	8	
Design (1) brochure focusing on downtown development process (e.g., procedures, incentives)	1	8	
Provide draft brochures to Town for input			1
Finalize brochures and provide in PDF format for print and posting on website			2
Prepare draft project launch campaign promoting all tasks/tools, extend Council presentation invites & create press release	2	8	
Present Draft Project Launch campaign presentation to Town staff for input	2	2	
Town Council Meeting-Project Presentation Launch Update (promotion of all tasks/tools)	2	2	
	12	35	47
<b>7. Task - Downtown Annual Report</b>			
Prepare areas of interest for reporting	1	1	
Create template for annual report	1	4	
Meet with Town Staff to discuss approach, reporting schedule, information to be tracked & options w/existing software systems	3	3	
Coordinate template with all State agencies			1
Create reporting mechanism and schedule for Town staff			1
Ensure monitoring is being completed for each identified area			1
Prepare draft annual report	1	4	
Provide draft annual report for Town Staff review/input			1
Modify (if necessary) and submit annual report			1
Create ongoing maintenance schedule for the Town			1
	6	18	14
	79	327	406
<b>Total Labor Cost</b>			<b>\$45,000</b>
<b>OUTREACH &amp; PRODUCTION MATERIALS</b>			<b>\$600</b>
<b>Total</b>			<b>\$45,600</b>



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 ENGINEERS • PLANNERS • SCIENTISTS • CONSTRUCTION MANAGERS  
 614X Dapont Highway • Dover, DE 19901 • Phone 302.747.5999

**KCI TECHNOLOGIES, INC.**  
**WORK AUTHORIZATION**  
**June 14, 2016**  
**KCI Project No. 271600528CP**

KCI Technologies, Inc. is pleased to provide the services described below. The purpose of this form is to obtain your authorization for the work verbally requested and to confirm the terms under which these services will be provided.

**Project Name:** Comprehensive Plan  
**Invoices to:** Town of Georgetown  
 Attention: Eugene S. Dvornick, Jr., Town Manager  
 39 The Circle  
 Georgetown, DE 19947

**Scope of Work:** KCI will finalize the Town’s Comprehensive Plan as further defined in the following attachments:

- Comprehensive Plan Elements
- Comprehensive Plan Meetings
- Comprehensive Plan Phasing & Costs

KCI will completed the associated tasks with an **Estimated (Not to Exceed) Fee of \$49,000.** Actual fee will be based on the approved hourly rates as stated in the original contract by personnel classification multiplied by the number of hours worked by each respective person.

**Prepared / Approved by:** Debbie Pfeil  
**Debbie Pfeil, Planning Manager**

**Work Authorized by:**

Town of Georgetown  
 (Name of Owner)

\_\_\_\_\_  
 (Print or Type Name) (Title)

\_\_\_\_\_  
 (Signature)



1. Introduction

- Acknowledgements
- Authority to Plan
- Comprehensive Plan History

2. Background

- Planning Process
- Government Coordination
- Public Participation
  - No/Type Meetings
  - Survey/Type

3. Community Character

- Location
- History
- Community Design
- Physical Conditions

4. Demographics

- Population
- Population Trends
- Population Forecast
- Race & Ethnicity
- Age
- Education
- Income & Poverty
- Other

5. Services (Town & Community)

- Government
- Administration
- Police Department
- Fire Department/EMS
- Library
- Senior Services
- Education
- Parks and Recreation
- Public Works
- Solid Waste Collection
- Snow Removal
- Health and Medical
- Historic Society/Museums

- Places of Worship

- Broadband
- Other

6. Transportation

- Local/State Maintained Roadways
- Corridor Capacity Preservation Program
- Public Transportation
- Railroad Facilities
- Pedestrian Plan
- Bicycle Plan
- Planned Transportation Improvements/Studies
- Goals

7. Utilities

- Water
- Wastewater
- Other

8. Land Development

- 2015 Strategies for State Spending
- County Comprehensive Plan
- Development Climate
- Annexations
- Future Growth Areas
- Existing Land Use
- Future Land Use
- Zoning

9. Economic Development

- Employment
- Economic Base/Major Employers
- Labor Market
- Redevelopment

10. Housing

- Households & Homeownership
- Housing Stock Inventory
- Housing Age, Quality
- Housing Affordability
- Housing Growth



**11. Environmental Protection**

- Natural Features
- Floodplain
- Wetlands
- Woodlands
- Stormwater
- Sourcewater Protection
- Total Maximum Daily Loads
- Climate Change
- Sea Level Rise

**12. Open Space & Recreation**

- Inventory
- Recreation Facilities
- Agricultural Preservation

**13. Historic & Cultural Resources**

- Historic & Cultural Resources
- Historic Preservation

**14. Other**

- Healthy Communities
- Complete Communities
- *Crime*
- Other

**15. Implementation**

- Implementation Actions
- Implementation Timeline

**16. Maps**

- Boundary
- Location
- Economic Development
- Physical Conditions
- Historic District
- Community Design
- Housing Types & Densities
- Community Conditions
- Redevelopment Areas
- Community Infrastructure
- Community Facilities

- Water System
- Wastewater System
- Transportation
- Sourcewater Protection
- Environmental Features
- Open Space & Recreation Facilities
- Environmental Protection
- Climate Change & Sea Level Rise Adaptation
- Existing Land Use
- Future Land Use
- State Strategies in Vicinity
- Existing & Future Land Use in Adjacent Areas
- Annexation
- Other

**17. Meetings (12)**

- Staff/KCI (Team Meeting)
- Staff/KCI (Team Meeting)
- Kick-Off (Joint PZ/Council Meeting Option)
- Public Outreach Event/Survey Launch
- Staff/KCI (Team Meeting)
- PZ Meeting (reveal data trends/homework)
- PZ Meeting (document input)
- Staff/KCI (Team Meeting)
- Draft Presentation (Joint PZ/Council Option)
- PLUS Comp Plan
- Public Hearing (Joint PZ/Council Option)
- Final Adoption (PZ/Council)

**Staff/KCI Team Kick-Off Meeting #1**

- Review Scope
- Identify Resources
- Discuss Schedule

**Staff/KCI Team Meeting #2**

- Public Outreach Event Options
- Community Survey
- SWOT Analysis
- Outline Kick-Off Meeting
- Proposed Schedule
- Staff tasks to do list
- PM Overview

**Kick-Off Meeting #3 (Joint PZ/Council)**

- Scope of Services
- Pre-PLUS Comments
- Public Outreach Approach
- Community Survey Input
- SWOT Analysis
- Schedule

**Outreach & Survey Launch Event #4**

- Approach & Objective
- Resources & Volunteers
- Survey & SWOT Launch

**Staff/KCI Team Meeting #5**

- Survey/SWOT Update
- Outreach Event Outcome
- Data & Trends Overview
- Draft Presentation for PZ Meeting
- Key Issues
- Goals and Policies
- PM Overview

**Planning & Zoning Presentation Meeting #6**

- Reveal Data & Trends
- Community Survey/SWOT Outcome
- Key Issues
- Next Steps & Homework

**Planning & Zoning Presentation Meeting #7**

- Document Input
- Key Issues
- Goals and Policies
- Next Step

**Staff/KCI Team Meeting #8**

- Finalize Draft Goals & Policies
- Draft Presentation for PZ Meeting
- PM Overview
- PLUS Application
- Public Hearing Comment Tracking

**Draft Document Presentation #9 (Joint PZ/Council)**

- Draft Document Presentation
- Define Public Comment Period
- Next Step

**PLUS Document Review Meeting #10**

- Application Submittal
- State/County Agency Meeting
- PLUS Comment Letter
- PLUS Letter Responses

**Public Hearing #11 (Joint PZ/Council)**

- Present Received Comments w/recommendations
- Record & Track all Comments

**Final Adoption #12 (Joint PZ/Council)**

- Present Itemized Comment Changes
- Final Adoption (PZ/Council)
- Ordinance Adoption



**PHASE 1 - IDENTIFY RESOURCES, DATA COLLECTION & CREATION** **\$15,000**

- Staff/KCI Team Kick-Off Meeting (Meeting #1)
- Research & Recommend Outreach Event Options
- Mapping-Identify & Obtain existing data/layer
- Create Maps
- Data Collection & Plan Creation (Multiple Chapters)
- Create draft Community Survey
- Create SWOT Analysis Board
- Create Project Schedule
- Create Draft Kick-Off Meeting Presentation (A)
- Prepare Town Task Assignments
- Staff/KCI Team Meeting (Meeting #2)
- Acknowledgements
- Authority to Plan
- Comprehensive Plan History

**PHASE 2 – KICK-OFF, COMMUNITY OUTREACH EVENT & SURVEY** **\$10,000**

- Review Pre-PLUS Comments
- Kick-Off Joint Presentation (A) Meeting (Meeting #3)
- Data Collection & Plan Creation (Multiple Chapters)
- Outreach/Community Event Launch (Meeting #4)
- Survey/SWOT/Outreach event update
- Review & Identify Data/Trends/Key Issues
- Create Planning & Zoning Commission Draft Presentation (B)
- Staff/KCI Team Meeting (Meeting #5)

**PHASE 3 – PLAN INPUT & DRAFT DOCUMENT** **\$15,000**

- Planning & Zoning Presentation (B) (Meeting #6)
- Create Planning & Zoning Commission Draft Presentation (C)
- Planning & Zoning Presentation (C) (Meeting #7)
- Create Draft Goals & Policies
- Finalize Draft Document-Release to Town Staff only
- Review Town Staff comments-prepare updated document
- Create Public Comment Procedures
- Create Joint Meeting Draft Presentation (D)
- Staff/KCI Team Meeting (Meeting #8)

**PHASE 4 – PLAN PRESENTATION, PUBLIC COMMENT & ADOPTION** **\$ 9,000**

- Draft Plan Presentation (D) Joint Meeting (Meeting #9)
- Prepare & Attend PLUS Review (Meeting #10)
- Public/PLUS Comment review & recommendations
- Joint Public Hearing (Meeting #11)
- Special Meetings PZ/TC Final Adoption (Meeting #12)

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**TOTAL PROJECT COST** **\$ 49,000**



## Lighting Contract

5/6/16  
City of Georgetown  
39 The Circle  
Georgetown, DE 19947  
wbradley@georgetowndel.com

Bella Terra Landscapes has been providing quality, custom landscapes to lower Delaware since 2003. We are a full service landscape company providing everything you may need for your outdoor living space. Bella Terra is fully licensed in the state and towns of Delaware. Our workers are fully covered by Workers Compensation Insurance.

### **The scope of work will include:**

A package of LED light fixtures they can be seen at <http://fxl.com/products/default.htm?cat=LED>. These lights have a warm glow, unlike other LED lights that are blue in color. They carry the best warranty in the industry and they are very energy efficient. The system is designed so you can add additional fixtures in the future if you so desire.

### **Description of Installation:**

- Install 2) 300 watt ZDC transformers with room for expansion in the future for the Ballard lights we spoke about.
- 34 NP ZDC 3 LED Bronze Metallic up lights these will be placed to focus on all of the Oak trees (2 each), crape Myrtles (1 each), and Southern Magnolia (2 each), and Sweet Bay Magnolia trees (1 each).
- 10 PB ZDC 3 LED Bronze Metallic wall lights for the brick surround of the fountain.
- 4 LL ZDC 3 LED brass up lights for the interior of the fountain under water light fixtures (assuming we can run a 12/2 wire to the fountain through a sleeve)
- Optional Install 2 QZ ZD up lights on the front of the Spicer memorial and 1 QZ on the front of the Harvey Gregg Memorial (\$767.00 )
- Installation, wire, 2 WIFI modules and fixtures included
- Miss Utility will be called to mark utilities. Bella Terra will take every precaution to prevent damage however we are not responsible for unknown utilities

21429 Bella Terra Drive  
Lincoln, Delaware 19960

302.422.9000  
bellaterrade.com



**Lighting System Warranty:**

All of the fixtures come with a 10-year warranty on the LED board and the fixture itself. Labor is for a 1-year time frame.

**Warranty Exclusions:**

- Weather
- Acts of God
- Vandalism

This contract is for lighting work being done at **The City of Georgetown**. The work will be done in a professional manner in an agreed upon time frame by Bella Terra Landscapes. This contract is for all work and supplies. Any changes involving additional material, labor, or other costs will be executed upon verbal or written agreement between the owner and Bella Terra Landscapes. In the event Bella Terra is forced into hiring a collections agency for any reason resulting from said contract, Bella Terra shall be entitled to full reimbursement of contract plus 5% interest over 30 days and all reasonable legal expenses. Thank you for your business.

**Payment Terms:**

1/3<sup>rd</sup> due upon signing:

1/3<sup>rd</sup> due upon project start date:

1/3<sup>rd</sup> due upon completion of project:

**Total Material and Labor: \$22,469.00**

*Note: This proposal may be withdrawn by us if not accepted within 30 days.*

Please sign and return.

Owner signature: \_\_\_\_\_

Date: \_\_\_\_\_

Thank you for your time,  
Bella Terra Landscapes

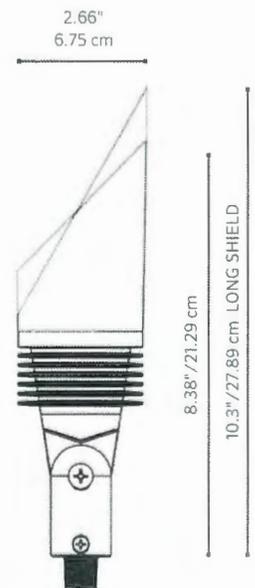




*The NP is our most versatile LED up light, and is engineered to accommodate all aspects of your up lighting needs. By coupling the proper light intensity with one of the provided color filters, you can fine-tune the NP to beautifully enhance every landscape feature.*

## NP: Up Light

<b>NUMBER OF LEDS:</b>	1	3	6	9
<b>HALOGEN LUMEN OUTPUT EQUIVALENT:</b>	10 Watt	20 Watt	35 Watt	50 Watt
<b>USEFUL LED LIFE (L70):</b>	50,000 hrs avg	50,000 hrs avg	50,000 hrs avg	50,000 hrs avg
<b>INPUT VOLTAGE:</b>	10 to 15V	10 to 15V	10 to 15V	10 to 15V
<b>VA TOTAL: (Use this number to size the transformer)</b>	2.4	4.5	13.5	13.5
<b>WATTS USED:</b>	2.0	4.2	10.1	11.2
<b>LUMENS PER WATT (EFFICACY)</b>	25.4	31	31.8	31.1
<b>MAX LUMENS:</b>	52	135	279	357
<b>CCT (Ra)</b>	68.5	67.9	80.2	67.5





# NP: Up Light

< LONG SHIELD

FACTORY INSTALLED OPTIONS: Order 1 + 2 (optional) + 3 + 4 (optional) + 5

Step	Description	Code
1	FIXTURE	NP
2	OPTIONAL ZD	ZD (Refer to the Luxor page in the Lighting Control section)
3	LAMP	1LED, 3LED, 6LED, 9LED (50,000 avg. life hours)
4	OPTIONAL SHIELD	LS (Long shield)
5	FINISH	WG, FW, AL, BZ, DG, WI, VF, SB, FB

EXAMPLE: NP-ZD-9LED-LS-DG = NP - ZD Option - 9LED Board - Long Shield - Desert Granite Finish

FIELD INSTALLED OPTIONS: Order Individually

Mounts	Beam Angle Lenses	1LED	3LED	6/9LED
Long Slot Spike (250015840000) 2.5" x 10"	LENS OPTIONS			
SuperJ-Box (SJ-XX**) 2.5" x 12"	Diffuser 18° (preassembled)	770600	771300	771600
Post Mount (PM-XX**) 2.5" x 13"	Flood Lens 30-32° (1 notch)	1LEDFLENS	3LEDFLENS	9LEDFLENS
	Wide Flood Lens 56-58° (2 notches)	1LEDWFLENS	3LEDWFLENS	9LEDWFLENS

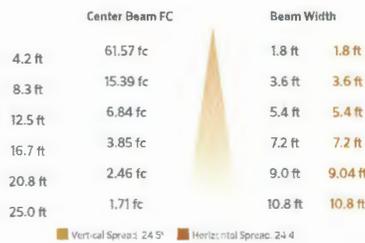
EXAMPLE: 250015840000 = Long Slot Spike

## PHOTOMETRICS:

NP 1LED ILLUMINANCE AT A DISTANCE



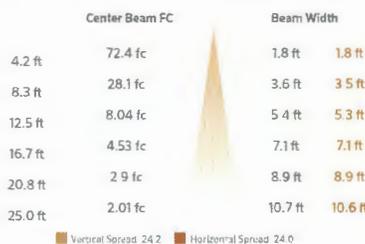
NP 6LED ILLUMINANCE AT A DISTANCE



NP 3LED ILLUMINANCE AT A DISTANCE



NP 9LED ILLUMINANCE AT A DISTANCE



## POWDER COAT

WG = White Gloss

FW = Flat White

AL = Almond

BZ = Bronze Metallic

DG = Desert Granite

WI = Weathered Iron

VF = Verde Speckle

SB = Sedona Brown

FB = Flat Black

The NP includes choice of LED board, choice of finish, 4 ft lead wire and a Super Slot Spike.



All NP up lights come standard with amber, green, blue and frosted filters

Beam angle is calculated using LM-79 method for SSL Luminaires  
\*Beam angle is defined as two times the vertical angle at which the intensity is 50% of the maximum

\*\* Denotes finish code



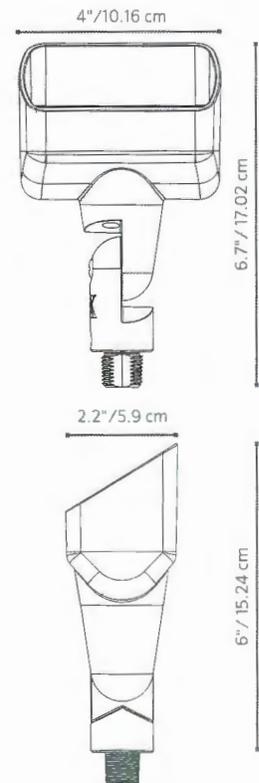


*The PB is a compact LED wall wash lighting solution. Available in 1 or 3 LED with full color lens options of frosted, blue, amber, and green included. The wider angle of the PB allows a broader lighting option for larger structures and spaces. Engineered with solid construction, yet petite in size.*

### PB: Up Light

NUMBER OF LEDS:	1	3	ZDC
HALOGEN LUMEN EQUIVALENT:	10 Watt	20 Watt	10 Watt
USEFUL LED LIFE (L70):	50,000 hrs avg	50,000 hrs avg	50,000 hrs avg
INPUT VOLTAGE:	10 to 15V	10 to 15V	11 to 15V
VA TOTAL*:	2.4	4.5	7.2
WATTS USED:	2.0	4.2	6.0
LUMENS PER WATT (EFFICACY):	34	39	37
TOTAL LUMENS:	67	160	122
CRI (Ra):	83	82	83
CBCP (CENTER BEAM CANDLE POWER):	37	93	122
CCT			
AMBER FILTER	2700K	2700K	N/A
FROSTED FILTER	3900K	3900K	N/A
GREEN FILTER	4500K	4500K	N/A
BLUE FILTER	5200K	5200K	N/A

\* (Use this number to size the transformer)





# PB: Up Light

**FACTORY INSTALLED OPTIONS:** Order 1 + 2 (optional) + 3 + 4

Step	Description	Code
1	FIXTURE	PB
2	LUXOR OPTION	ZD, ZDC† (Color)
3	LAMP	1LED, 3LED, _____†
4	FINISH	AB*, AT*, NP*, BS, WG, FW, AL, BZ, DG, WI, SB, FB

**EXAMPLE:** PB-ZD-3LED-AT = PB - ZD Option - 3LED Board - Antique Tumbled Finish

† Fixtures specified with ZDC Technology™ are available only in one circuit board configuration. Do not specify a number of LEDs when ordering.

**FIELD INSTALLED OPTIONS:** Order Individually

### Mounting Options

Super Slot Spike (753900) 2" x 8"

Long Slot Spike (250015840000) 2.5" x 10"

SuperJ-Box (SJ-XX\*\*) 2.5" x 11"

Post Mount (PM-XX\*\*) 2.5" x 13"

Mini J-Box (MJ-050-XX\*\*) 3.5" x 1.3"

TreeBox (TB-XX\*\*) 5.4" x 1.9"

Gutter Mount (GM-SS) 4.0" x 4.0"

Wall Plate: 1-gang (WP-1G-050-XX\*\*) 3.4" x 5.1"

Wall Plate: Round (WP-RD-050-XX\*\*) 5" Diam.

Coupling: Straight (COUP-XX\*\*) 1.3" x 2.0"

Coupling: 90-deg (ELBW-050-XX\*\*) 1.3" x 2.0"

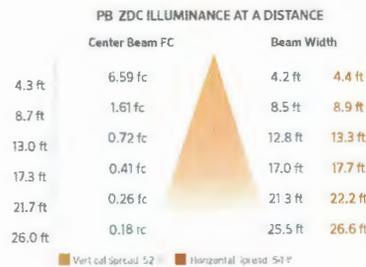
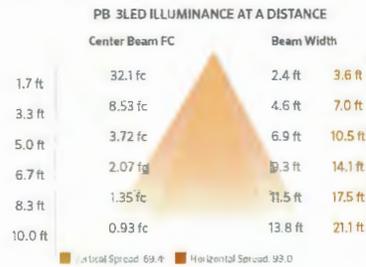
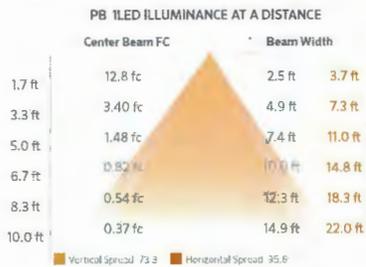
Coupling: T-mount (TMNT-050-XX\*\*) 3.0" x 2.2"

Riser (AL): Male Thread (YY-R-XX\*\*) 0.8" Diam., ½ NPSM

Riser (CU): Male/Female Thread (YY-R-GT-XX\*\*) 1.0" Diam., ½ NPSM

**EXAMPLE:** SJ-BS - Super J-Box - Natural Brass Finish

### PHOTOMETRICS:



### METALS

- AB = Antique Bronze\* (On Brass)
- AT = Antique Tumbled\* (On Brass)
- NP = Nickel Plate\*
- BS = Natural Brass

### POWDER COAT

- WG = White Gloss
- FW = Flat White
- AL = Almond
- BZ = Bronze Metallic
- DG = Desert Granite
- WI = Weathered Iron
- SB = Sedona Brown
- FB = Flat Black

The PB includes choice of LED board, choice of finish, 4 ft lead wire and a Long Slot Spike.



All PB up lights come standard with amber, green, blue and frosted filters

\* May require longer lead time

\*\* Denotes finish option



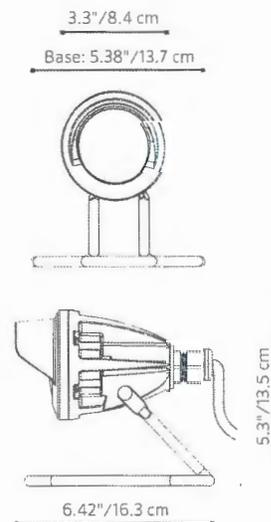
Beam angle is calculated using LM 79 method for SSI. Luminaire is defined as the vertical angle at which the center of the beam is at the maximum



The soothing ambiance created by a landscape water feature can be beautifully enhanced with well-designed lighting. The LL produces a powerful underwater light source to illuminate plants, rocks, fish, or a cascading waterfall. Filter options allow you to control shape, color, and strength of light output.

### LL: Underwater Light

<b>NUMBER OF LEDS:</b>	1	3	6	9
<b>HALOGEN LUMEN OUTPUT EQUIVALENT:</b>	10 Watt	20 Watt	35 Watt	50 Watt
<b>USEFUL LED LIFE (L70):</b>	50,000 hrs avg	50,000 hrs avg	50,000 hrs avg	50,000 hrs avg
<b>INPUT VOLTAGE:</b>	10 to 15V	10 to 15V	10 to 15V	10 to 15V
<b>VA TOTAL: (Use to size the lighting controller)</b>	2.4	4.5	13.5	13.5
<b>WATTS USED:</b>	2.0	4.2	10.1	11.2
<b>LUMENS PER WATT (EFFICACY)</b>	25.4	31	31.8	31.1
<b>MAX LUMENS:</b>	-	133	282	378
<b>CRI (Ra)</b>	68.5	67.9	80.2	67.5





# LL: Underwater Light

**FACTORY INSTALLED OPTIONS:** Order 1 + 2 (optional) + 3 + 4 + 5 (optional)

Step	Description	Code
1	FIXTURE	LL
2	OPTIONAL ZD	ZD (Refer to the Luxor page in the Lighting Control section)
3	LAMP	3LED, 6LED, 9LED (50,000 avg. life hours)
4	FINISH	BS
5	LONG LEAD OPTION	100 (100 ft cable)

**EXAMPLE:** LL-ZD-1LED-BS = LL - ZD Option - 1LED Board - Brass Finish

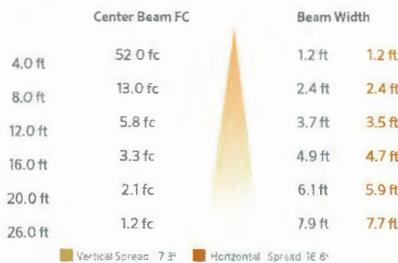
**FIELD INSTALLED OPTIONS:** Order Individually

### Beam Angle Lenses

LENS OPTIONS	1LED	3LED	6/9LED
Diffuser 18° (preassembled)	770600	771300	771600
Flood Lens 30-32° (1 notch)	1LEDFLENS	3LEDFLENS	9LEDFLENS
Wide Flood Lens 56-58° (2 notches)	1LEDWFLENS	3LEDWFLENS	9LEDWFLENS

### PHOTOMETRICS:

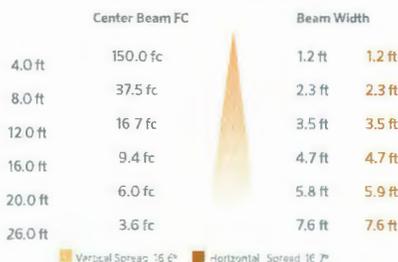
LL 3LED ILLUMINANCE AT A DISTANCE



LL 6LED ILLUMINANCE AT A DISTANCE



LL 9LED ILLUMINANCE AT A DISTANCE



Beam angle is calculated using LM-79 method for SSL Luminaires  
 \*Beam angle is defined as two times the vertical angle at which the intensity is 50% of the maximum\*

### METALS



BS = Natural Brass

The LL includes choice of LED boards, 30 ft cable, and Natural Brass finish.



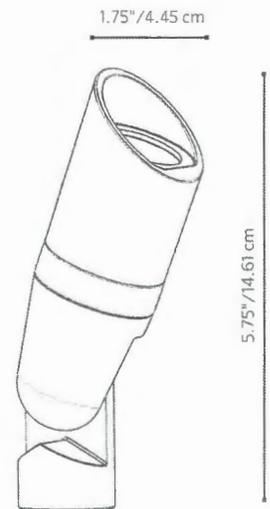
All LL underwater lights come standard with amber, green, blue and frosted filters



*The QZ is the smallest up light offered in the FX LED line. With only a 1LED option it's capable of all the same features and optics of the larger LED up lights like the NP and FB, but in a smaller package. The QZ is also capable of zoning and dimming on a Luxor ZD System with the added ZD option.*

## QZ: Up Light

NUMBER OF LEDs:	1
HALOGEN LUMEN OUTPUT EQUIVALENT:	10 Watts
USEFUL LED LIFE (L70):	50,000 hrs avg
INPUT VOLTAGE:	10 to 15V
VA TOTAL: (Use to size the lighting controller)	2.4
WATTS USED:	2.0
LUMENS PER WATT (EFFICACY)	34.9
MAX LUMENS:	62
CRI (Ra)	79.8





# QZ: Up Light

**FACTORY INSTALLED OPTIONS:** Order 1 + 2 (optional) + 3 + 4

Step	Description	Code
1	FIXTURE	QZ
2	OPTIONAL ZD	ZD (Refer to the Luxor page in the Lighting Control section)
3	LAMP	1LED (50,000 avg. life hours)
4	FINISH	WG, FW, AL, BZ, DG, WI, VF, SB, FB

**EXAMPLE:** QZ-ZD-1LED-WI = QZ - ZD Option - 1LED Board - Weathered Iron Finish

**FIELD INSTALLED OPTIONS:** Order Individually

Mounts	Beam Angle Lenses
Long Slot Spike (Included) (250015840000) 2.5" x 10"	LENS OPTIONS 1LED
Super Slot Spike (753900) 2" x 10"	Diffuser 18° (preassembled/most fixtures) 770600
SuperJ-Box (SJ-XX**) 2.5" x 12"	Flood Lens 30-32° (1 notch) 1LEDFLENS
Post Mount (PM-XX**) 2.5" x 13"	Wide Flood Lens 56-58° (2 notches) 1LEDWFLENS

**EXAMPLE:** 753900 = Super Slot Spike

**PHOTOMETRICS:**



Beam angle is calculated using LM-79 method for SSL Luminaires  
"Beam angle" is defined as two times the vertical angle at which the intensity is 50% of the maximum

**POWDER COAT**

	WG = White Gloss
	FW = Flat White
	AL = Almond
	BZ = Bronze Metallic
	DG = Desert Granite
	WI = Weathered Iron
	VF = Verde Speckle
	SB = Sedona Brown
	FB = Flat Black

The QZ includes a 1 LED board, your choice of finish, 4 ft lead wire and a Super Slot Spike.



\*\* Denotes finish code

