

Town of Georgetown Comprehensive Plan

Town Council Kick-Off Meeting w/Planning
Commission

August 24, 2016





Meeting Agenda

- › Introductions
- › Scope of Services
- › Schedule
- › Public Outreach
- › Community Survey
- › SWOT Analysis
- › Next Steps





Introductions

KCI Technologies, Inc.

- › Debbie Pfeil / Project Manager
Associate / Planning Manager
- › **Lauren E. Good, AICP / Project Lead
Project Planner**

Town of Georgetown

- › Gene Dvornick
Town Manager
- › **Jocelyn Godwin
Planning Administrator**



Scope of Services

(adopted 6/22/2016)

Phase 1 – Identify Resources, Data Collection & Creation

- › Staff/KCI Team Kick-Off Meeting (Meeting #1)
- › Research & Recommend Outreach Event Options
- › **Mapping – Identify & Obtain Existing Data/Layers**
- › **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

- › Review Pre-PLUS Comments
- › Kick-Off Joint Presentation (A) (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 Commission Draft Presentation (B)**
- › **Staff/KCI Team Meeting (Meeting #5)**



Scope of Services

(adopted 6/22/2016)

Phase 3 – Plan Input & Draft Document

- › Planning & Zoning Presentation (B) (Meeting #6)
- › Create Planning Commission Draft Presentation (C)
- › Planning Commission 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

- › 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 PC/TC Final Adoption (Meeting #12)



Public Outreach

› Goals

- Project Awareness
- Project Input

› Date

- September 1, 2016
- 7:00 – 9:00 pm
- Summer Concert Series at 16 Mile Brewery

› Approach

- Project Postcards
- Outreach Questions
 - › What are the Town's strengths?
 - › What are the Town's weaknesses?

› How to Help

- Attend the event
- Advertise the event
- Promote the survey
- Take the survey



Community Survey

 **Town of Georgetown Comprehensive Plan Survey**

The Town of Georgetown is updating its Comprehensive Plan, which is an official statement about Georgetown's future that is used to direct future development decisions. It is required by State law and is certified by the Governor. This survey contains questions on a variety of issues related to the Town including land use, housing, transportation, utilities, town and community services, economic development, recreation, and other quality of life issues. As a resident, property owner, business owner, employee, or visitor to the Town, we need your opinion! Your input is vital as we complete the Plan.

Please take a few minutes to respond to the following questions by November 1, 2016. Once completed, please return to:

Town of Georgetown – Town Hall
39 The Circle
Georgetown, DE 19947

1. Would you encourage or discourage the following within the Town of Georgetown?

	Encourage	Discourage
Residential – single family homes		
Residential – multiple unit family homes (e.g., apartment, townhouse)		
Affordable housing		
Senior/assisted living		
Agriculture		
Retail development		
Public outdoor recreation		
Protection of natural areas/open space		
Light industrial/manufacturing uses		
Motels/hotels		
Convenience stores		
Tourism-based development (e.g., bed & breakfast, restaurant, gift shop)		
Professional offices (e.g., medical, legal, technology)		
Department store/big box store		
Service businesses		
Home-based businesses		

2. Where should commercial/retail growth be directed within the Town of Georgetown?

Check One	
<input type="checkbox"/>	Downtown
<input type="checkbox"/>	Existing developed areas
<input type="checkbox"/>	Highway corridors

- › Online Survey
- › Paper Copies as well
- › Spanish Version (paper)
- › Link on Town Website
- › 47 Questions



SWOT Analysis

- › Strengths
- › Opportunities
- › Weaknesses
- › Threats

- › Homework!
Due October 7 to Town

Town of Georgetown | Comprehensive Plan
SWOT Analysis

STRENGTHS OPPORTUNITIES	WEAKNESSES THREATS

Partners in Progress





Next Steps

KEY DATES

- › **September 1**
Outreach Event at 16 Mile
- › **November 16**
Planning Commission
Presentation
*Data Trends, Survey/SWOT Results &
Key Issues*

PLANNING COMMISSION AND TOWN COUNCIL

- › Take Survey
- › Promote Survey
- › Attend Outreach Event
- › Complete SWOT Analysis



Thank you!

- › We look forward to working with Georgetown Staff, Stakeholders, Planning Commission & Town Council on this project!

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