

Town of Georgetown Comprehensive Plan

Planning Commission Presentation

Data, Trends & Key Issues

November 16, 2016

January 11, 2017 presented to Mayor & Town Council



Meeting Agenda

- › Comprehensive Plan Overview
- › Outreach Event Outcome
- › SWOT Outcome
- › Survey Outcome
- › Data & Trends Overview
- › Key Issues
- › Homework
- › Project Check-Up
- › Next Steps





Comprehensive Plan Overview

Is it a State Law?

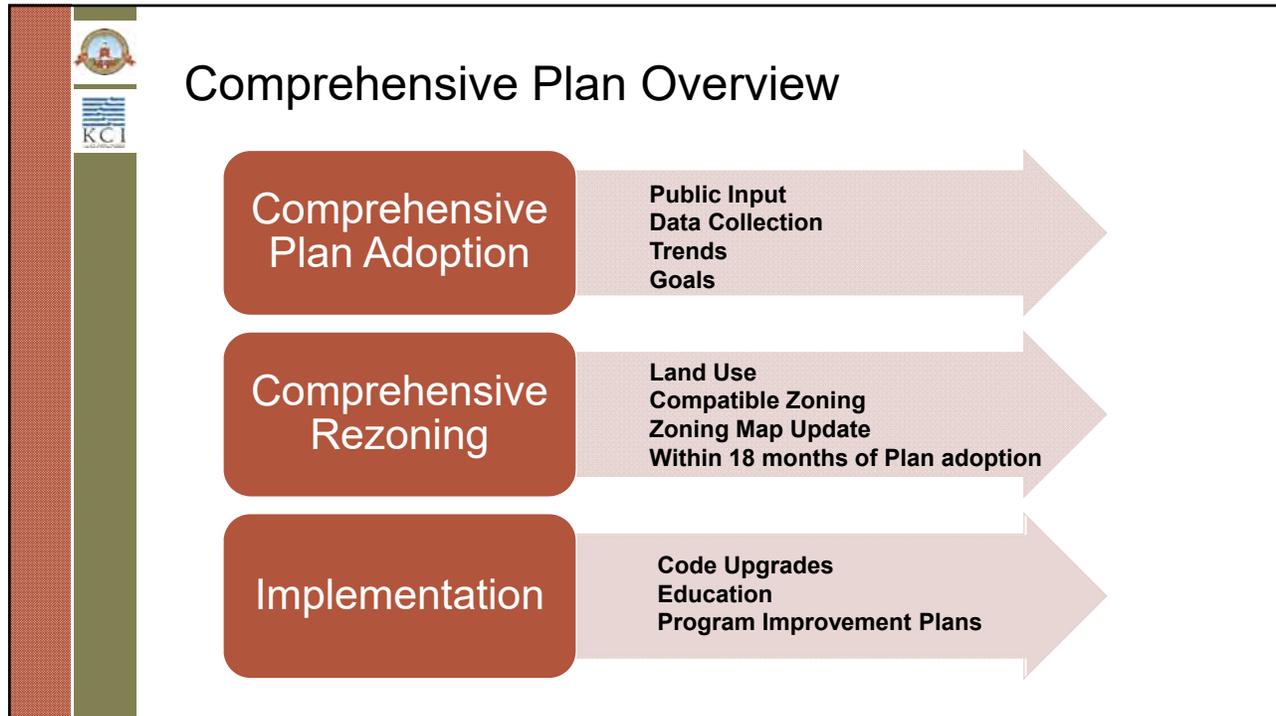
Yes, 22 Delaware Code §702 requires Delaware municipal governments to develop and regularly update land use plans. Smaller cities and towns (those with a population under 2,000) are required to develop a municipal development strategy. Larger cities and towns are required to develop more detailed Comprehensive Land Use Plans.



Comprehensive Plan Overview

What is required in the Plan?

The comprehensive plan for municipalities of greater than 2,000 population shall also contain, as appropriate to the size and character of the jurisdiction, a description of the **physical, demographic and economic conditions of the jurisdiction; as well as policies, statements, goals and planning components for public and private uses of land, transportation, economic development, affordable housing, community facilities, open spaces and recreation, protection of sensitive areas, community design, adequate water and wastewater systems, protection of historic and cultural resources, annexation and such other elements which in accordance with present and future needs**, in the judgment of the municipality, best promotes the health, safety, prosperity and general public welfare of the jurisdiction's residents.



Comprehensive Plan Overview

Let's talk Land Use...

Existing land use (ELU)-what is the land currently being used for?

Future land use (FLU)-what should the land be used for in the future?

Land Use considerations = size of parcel, neighboring uses, environmental constraints, infrastructure (water, sewer, transportation, etc.), current land use inventory, etc.



Comprehensive Plan Overview

Let's talk Zoning...



3 factors when considering proposed zoning



Comprehensive Plan Overview

Land Use Exercise #1-

Acreage = 1.29 acres

Existing Land Use (ELU) = Residential (SF Home)

Future Land Use (FLU) = Medium Density Residential

Existing Zoning = MR1

Neighboring Zone = All MR1

Proposed Zoning = ???



Comprehensive Plan Overview

Land Use Exercise #2-

Lot Size = 35' x 113' (3,955 sq. feet)

Existing Land Use (ELU) = Residential (SF Home)

Future Land Use (FLU) = Commercial

Existing Zoning = UB1

Neighboring Zone = All UB1

Proposed Zoning =



Outreach Event Outcome

9/1 – Summer Concert Series at 16 Mile Brewery





Outreach Event Outcome

- › What do you feel are the Town's strengths?
(62 responses)
- › What do you feel are the Town's weaknesses?
(59 responses)

Town of Georgetown Comprehensive Plan

1. What do you feel are the Town's strengths?

2. What do you feel are the Town's weaknesses?



SWOT Outcome

- › Requested SWOT Analysis from:
 - Town Council (5)
 - Planning Commission (5)
 - Town Manager (1)
 - Planning Administrator (1)
- › Between 8/24/2016 – 11/7/2016
- › Received 8 out of 12 responses

Town of Georgetown | Comprehensive Plan
SWOT Analysis

STRENGTHS WEAKNESSES
OPPORTUNITIES THREATS

Partners in Progress KCI



Survey Outcome

Q1. Would you encourage or discourage the following within the Town of Georgetown? (Top 5 responses)

Encourage			Discourage		
Protection of Natural Areas/Open Space	140	98.59%	Convenience Stores	64	48.12%
Residential – Single-Family Homes	140	93.96%	Residential – Multi-Unit Family Homes	69	47.92%
Public Outdoor Recreation	131	91.61%	Motels/Hotels	61	44.85%
Tourism-Based Development	131	90.97%	Light Industrial/Manufacturing Uses	56	41.18%
Service Businesses	119	88.81%	Affordable Housing	52	37.68%



Survey Outcome

Q3. How important is it to increase each of the following housing types in the Town of Georgetown?

Housing Type	Important	Neutral	Not Important
Single-Family Detached	68.79%	21.99%	9.22%
Senior Housing (55+)	59.86%	30.28%	9.86%
Condominiums or Townhouses	31.69%	45.77%	22.54%
Duplexes	22.30%	46.04%	31.65%
Apartment Buildings/ Complexes	20.29%	28.99%	50.72%
Apartments in Single-Family Homes	16.43%	32.14%	51.43%



Survey Outcome

Q7. What do you think the town of Georgetown's priorities should be related to the provision of housing?

	High Priority	Low Priority	Not a Priority
Plan for walkable/bikeable communities	70.68%	25.56%	3.76%
Offer more senior and assisted living opportunities	52.71%	34.11%	13.18%
Encourage workforce housing for moderate income residents and families	49.21%	30.16%	20.63%
Plan for "mixed-use" communities that offer diverse housing types and essential services	46.27%	34.33%	19.40%
Encourage more diverse housing options	42.19%	29.69%	28.13%
Provide more age-restricted communities	29.13%	45.67%	25.20%
Plan for "integrated mixed use" communities where housing is above retail/employment services	27.91%	41.86%	30.23%
Promote affordable housing opportunities, particularly for low-income residents and families	23.44%	39.06%	37.50%



Survey Outcome

Q8. What attributes make a residential community appealing to you?

Attribute	%	Attribute	%
Pedestrian Friendly	83.58%	Accessible by Road/Highway	48.51%
Sidewalks	73.13%	Proximity to Work	43.28%
Adequate Landscaping	70.15%	Proximity to Schools	43.28%
Wide, Tree-lined Streets	64.93%	Low-Density Housing Options	41.79%
Recreation/Play Areas	60.45%	Size & Scale of Buildings	29.85%
Proximity to Variety of Businesses	58.96%	Shared-Use Paths	28.36%
Parking Options & General Circulation	57.46%	Variations in Materials & Elevations	28.36%
Design of Buildings & Overall Site	52.99%	Accessible by Transit	17.91%
Privacy	55.22%	Alley Access	5.22%
Common Open Space	51.49%	Other	2.24%



Survey Outcome

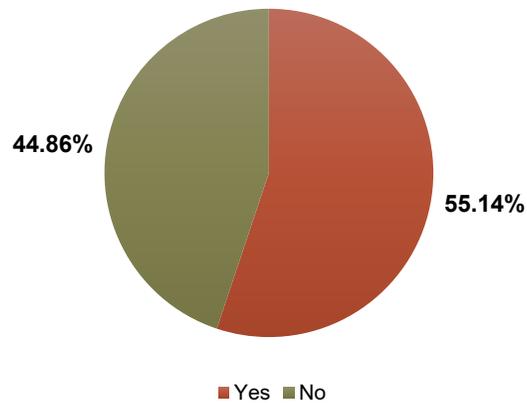
Q27. How important are the following in terms of future development in the Town of Georgetown? (Top 5)

Important		Not Important	
Clean Streets	75.96%	Availability of Cultural Activities	28.13%
Historical Preservation	72.82%	Housing Affordability	27.55%
Homes, Neighborhood	67.65%	Walkability	12.12%
Code Enforcement	65.69%	Transportation Network	11.22%
Job Creation	59.80%	Parking Availability	9.00%



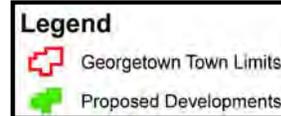
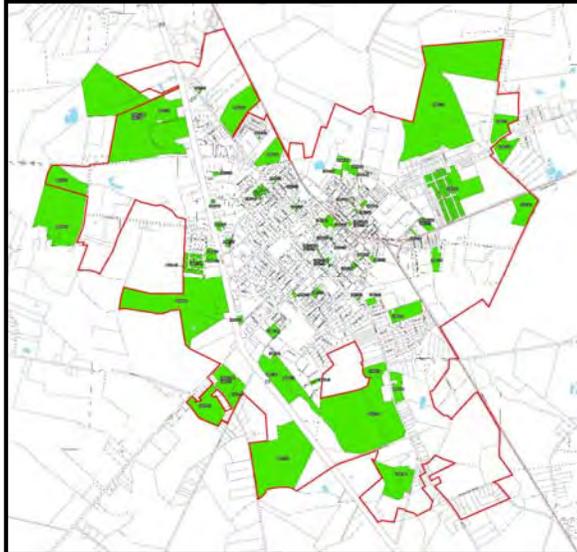
Survey Outcome

Q30. Do you believe there is a parking problem in the Town/ downtown/ other area?





Data & Trends Overview - Development

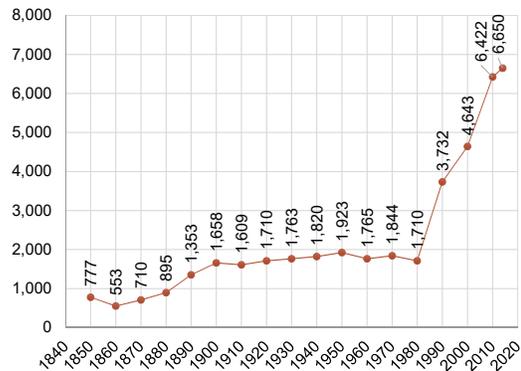


Data & Trends Overview - Population

Year	Population		
	Georgetown	Sussex County	Delaware
1950	1,923	61,336	318,085
1960	1,765	73,195	446,292
1970	1,844	80,356	548,104
1980	1,710	98,004	594,338
1990	3,732	113,229	666,168
2000	4,643	156,638	783,600
2010	6,422	197,145	897,934
2014	6,650	203,737	917,060

- 3.5% increase 2010 – 2014
- 43.2% increase 2000 – 2014

Georgetown Population Trends



Source: U.S. Decennial Census & American Community Survey



Data & Trends Overview - Growth Projections (2040)

› Average Historical Growth Rate

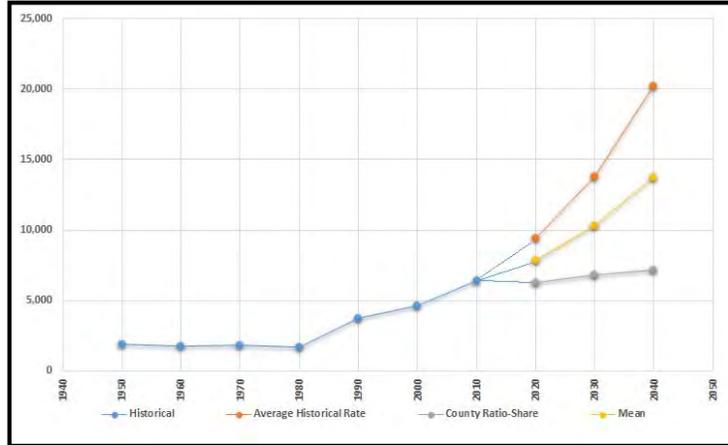
– 20,237

› Ratio-Share

– 7,168

› Average Projection

– 13,703



Source: KCI projections based on Town average historical growth rate (from US Census) and Ratio-Share as compared to Sussex County (US Census)



Data & Trends Overview - Race & Ethnicity

RACE

Race	2000	2010	% Change
White	56.2%	46.6%	+14.6%
Black	20.9%	14.5%	-3.7%
Other	22.9%	38.9%	+134.6%

ETHNICITY

Ethnicity	2000	2010	% Change
Hispanic	31.7%	47.8%	+108.2%
Not Hispanic	68.3%	52.2%	+58.8%

Source: U.S. Decennial Census



Data & Trends Overview - Education & Income (2014)

EDUCATION

Source: 2010-2014 American Community Survey

Educational Level	Georgetown	
	Number	Percent
Not HS Graduates	1,397	33.9%
High School Graduate, No Degree	1,927	46.8%
Associate's Degree	178	4.3%
Bachelor's Degree or Greater	613	15.0%
Total Population 25 Years or Older	4,115	100.0%

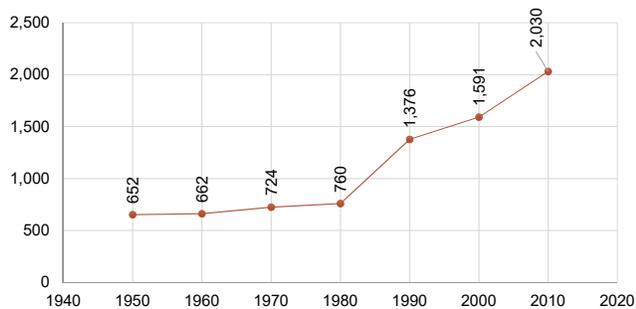
INCOME

Income	Amount in Dollars			
	Georgetown	Sussex County	Delaware	United States
Median Household Income	\$47,525	\$53,505	\$60,231	\$53,482
Median Family Income	\$43,408	\$62,502	\$72,683	\$65,443
Per Capita Income	\$19,204	\$27,748	\$30,191	\$28,555



Data & Trends Overview - Housing Units (2010)

› 2,030 units (27.6% increase)

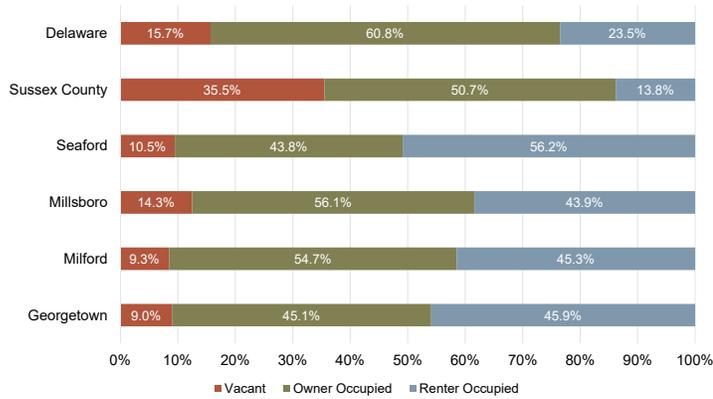


Source: U.S. 2010 Decennial Census



Data & Trends Overview - Housing Units (2010)

- > 91% occupied
 - > 45.1% owner occupied
 - > 45.9% renter occupied
- > 9% vacant

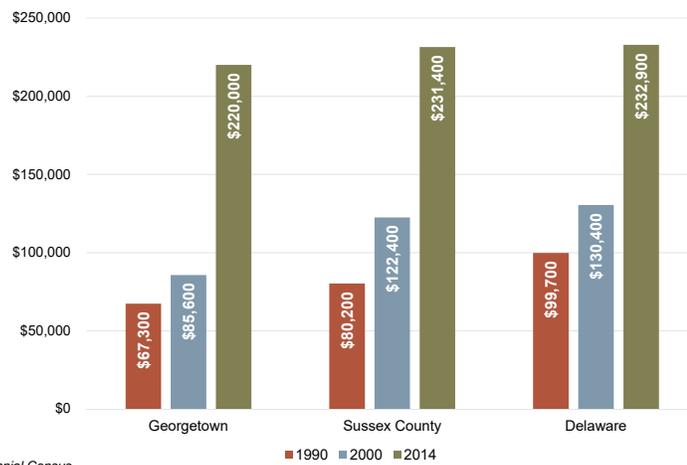


Source: U.S. 2010 Decennial Census



Data & Trends Overview - Housing Units (2010)

\$220,000 median value



Source: U.S. 2010 Decennial Census



Data & Trends Overview – Residential Zoning

Zone	Zone Title	No. Parcels	% Total Parcels	Acres	% Total Acres
UR1	Urban Residential	1,381	49.89%	684.47	25.12%
UR1/RPC	Urban Residential & RPC Overlay	8	0.29%	159.85	5.87%
UR1/RRPC	Urban Residential & RRPC Overlay	6	0.22%	94.12	3.45%
UR1/UR3/RRPC	Split: Urban/Neighborhood Residential/RRPC Overlay	1	0.04%	18.89	0.69%
UR2	Medium Residential	83	3.00%	37.21	1.37%
UR3	Neighborhood Residential	22	0.79%	198.03	7.27%
UR3/RPC	Neighborhood Residential & RPC Overlay	2	0.07%	56.43	2.07%
MR1	Multi-Family Residential	410	14.81%	162.65	5.97%
MR1/RPC	Multi-Family Residential & RPC Overlay	2	0.07%	52.42	1.92%
MR2	Townhouse Residential	14	0.51%	8.52	0.31%

Source: DBF Zoning GIS Layer, received 9/8/2016
 Total Parcels: 2,768
 Total Acreage: 2,724.55 ac.



Data & Trends Overview – Misc. Zoning

Zone	Zone Title	No. Parcels	% Total Parcels	Acres	% Total Acres
UB1	Urban Business	164	5.92%	116.32	4.27%
UB2	Neighborhood Business	150	5.42%	47.40	1.74%
UB2/UB3	Split: Neighborhood & Professional Business	2	0.07%	16.86	0.62%
UB3	Professional Business	118	4.26%	53.93	1.98%
UB3/RPC	Professional Business & RPC Overlay	1	0.04%	5.84	0.21%
HC	Highway Commercial	175	6.32%	333.02	12.22%
LI1	Limited Industrial	1	0.04%	7.03	0.26%
LI2	Light Industrial	55	1.99%	311.97	11.45%
HD	Historic	92	3.32%	21.48	0.79%
ED	Education	15	0.54%	268.82	9.87%
UNK	Unknown – None Listed	26	0.94%	69.28	2.54%

Source: DBF Zoning GIS Layer, received 9/8/2016
 Total Parcels: 2,768
 Total Acreage: 2,724.55 ac.



Homework – Identify Key Issues

- › Review all responses (outreach event, SWOT & Survey)
- › Be aware of items that cannot be changed
- › Not your opinion, only the results
- › Form provided (Word document or fill in)
- › Return form (hand written or email)
- › Due Date is January 6, 2017



Homework – Organizational Interviews

- › Each Planning Commissioner takes 3 organizations
- › Organizational contact information supplied
- › Interview worksheet supplied (Word document or fill in)
- › Take or request photos (minimum of 3 per organization)
- › Return information (hand written or email)
- › Due Date is January 6, 2017





Homework – Organizational Interviews

- › American Legion Sta. 93
- › First State Community Action
- › Franklin Masonic Lodge #12
- › Georgetown Chamber of Commerce
- › Georgetown Fire Company
- › Georgetown Historical Society
- › Georgetown Kiwanis Club
- › Georgetown Lions Club
- › Georgetown Little League
- › Georgetown Millsboro Rotary
- › Georgetown Public Library
- › Historic Georgetown Association
- › NCALL
- › Sussex County Return Day
- › VFW Post #2931
- › La Esperanza



Project Check-Up Comprehensive Plan Elements

- › Introduction
 - Acknowledgements
 - Authority to Plan
 - Comprehensive Plan History
- › Background
 - Planning Process
 - Government Coordination
 - Public Participation
- › Community Character
 - Location
 - History
 - Community Design
 - Physical Conditions (see Natural Features)
- › Demographics
 - Population
 - Population Trends
 - Population Forecast
 - Race & Ethnicity
 - Age
 - Education
 - Income & Poverty
- › 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



Project Check-Up Comprehensive Plan Elements

- › Transportation
 - Local/State Maintained Highways
 - Corridor Capacity Preservation Program
 - ~~Public Transportation~~
 - ~~Railroad Facilities~~
 - Pedestrian Plan
 - Bicycle Plan
 - Planned Transportation Improvements/Studies
- › Utilities
 - Water
 - Wastewater
- › Land Development
 - 2015 Strategies for State Spending
 - County Comprehensive Plan
 - Development Climate
 - ~~Annexations~~
 - Future Growth Areas
 - Existing Land Use
 - Zoning
- › Economic Development
 - Employment
 - Economic Base/Major Employers
 - Labor Market
 - Redevelopment
- › Housing
 - ~~Households & Homeownership~~
 - Housing Stock Inventory
 - Housing Age, Quality
 - Housing Affordability
 - Housing Growth
- › Environmental Protection
 - ~~Natural Features~~
 - ~~Floodplain~~
 - ~~Wetlands~~
 - Woodlands
 - ~~Stormwater~~
 - ~~Sourcewater Protection~~
 - ~~Total Maximum Daily Loads~~
 - Climate Change & Sea Level Rise



Project Check-Up Comprehensive Plan Elements

- › Open Space & Recreation
 - Inventory
 - Recreation Facilities
 - ~~Agricultural Preservation~~
- › Historic & Cultural Resources
 - ~~Historic & Cultural Resources~~
 - Historic Preservation
- › Other
 - Healthy Communities
 - Complete Communities
 - Crime
- › Implementation
 - Implementation Actions
 - Implementation Timeline
- › Maps
 - ~~Boundary~~
 - ~~Location~~
 - Economic Development
- ~~Physical Conditions~~
- ~~Historic District~~
- 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



Project Check-Up Meetings

- › ~~Staff/KCI Team Kick-Off Meeting #1 (7/19/2016)~~
 - Review Scope
 - Identify Resources
 - Discuss Schedule
- › ~~Staff/KCI Team Meeting #2 (8/12/2016)~~
 - 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 PC/Council) (8/24/2016)~~
 - Scope of Services
 - Pre-PLUS Comments
 - Public Outreach Approach
 - Community Survey Input
 - SWOT Analysis
 - Schedule
- › ~~Outreach & Survey Launch Event #4 (9/1/2016)~~
 - Approach & Objective
 - Resources & Volunteers
 - Survey & SWOT Launch



Project Check-Up Meetings

- › ~~Staff/KCI Team Meeting #5 (11/14/2016)~~
 - Survey/SWOT Update
 - Outreach Event Outcome
 - Data & Trends Overview
 - Draft Presentation for PC Meeting
 - Key Issues
 - ~~Goals & Policies~~
 - PM Overview
- › ~~Planning Commission Presentation Meeting #6 (11/16/2016)~~
 - Reveal Data & Trends
 - Community Survey/SWOT Outcome
 - Key Issues
 - Next Steps & Homework
- › ~~Planning Commission Presentation Meeting #7~~
 - Document Input
 - Key Issues
 - Goals & Policies
 - Next Steps
- › ~~Staff/KCI Team Meeting #8~~
 - Finalize Draft Goals & Policies
 - Draft Presentation for PC Meeting
 - PM Overview
 - PLUS Application
 - Public Hearing Comment Tracking
- › ~~Draft Documentation Presentation #9 (Joint PC/Council)~~
 - Draft Document Presentation
 - Define Public Comment Period
 - Next Steps



Project Check-Up Meetings

- › PLUS Document Review Meeting #10
 - Application Submittal
 - State/County Agency Meeting
 - PLUS Comment Letter
 - PLUS Letter Responses
- › Public Hearing #11 (Joint PC/Council)
 - Present Received Comments with Recommendations
 - Record & Track all Comments
- › Final Adoption #12 (Joint PC/Council)
 - Present Itemized Comment Changes
 - Final Adoption (PC/Council)
 - Ordinance Adoption



Next Steps

KEY DATES

- › January PC /TC Joint Meeting

PLANNING COMMISSION

- › Review all comments
- › Key Issues Homework
- › Organizational Interviews

ALL DUE JANUARY 6th.



Thank you!



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