

# GEORGETOWN DOWNTOWN DEVELOPMENT DISTRICT



Joint Workshop  
Town Council &  
Planning  
Commission

04/13/2016





INTRODUCTIONS  
PROJECT OVERVIEW  
PLANNING PROCESS  
DISTRICT BOUNDARY  
PLAN REVIEW  
NEXT STEPS

TODAY'S  
AGENDA



# INTRODUCTIONS



## TASK FORCE MEMBERS

- Melody Booker-Wilkins, Sussex County
- Linda Dennis, Property Owner
- Karen Duffield, Chamber of Commerce
- Gene Dvornick, Town of Georgetown
- Greg Fisher, Georgetown Square
- Kevin Gilmore, Habitat for Humanity
- Jocelyn Godwin, Town of Georgetown
- Carolyn Green, Property Owner
- Mary Haller, Property Owner
- John Rishko, Rental Property Owner
- Tania Roblero, Downtown Business Owner
- Pat Ryan, Local Business Owner
- Harrison Saunders, Local Business Owner
- Gary Tonge, Planning Commission
- Michael Vasilikos, Georgetown Square
- Evelio Velasquez, Property Owner
- Chris Washington
- Bruce Wright, First State Community Action Agency
- George Bendler, Kyle Gulbranson and Amy Mendelson, AECOM

# PROJECT OVERVIEW



# PROJECT OVERVIEW



## DOWNTOWN DEVELOPMENT DISTRICT ACT

### ■ Program Highlights:

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

# PROJECT OVERVIEW



## DOWNTOWN DEVELOPMENT DISTRICT ACT

- 3 Application Components
  - Need and Impact of the District designation (50%)
  - Quality of the District Plan (30%)
  - Quality of the Local Incentives offered (20%)
  
- Adopted Town Resolution

# PROJECT OVERVIEW



## NBBF APPLICATION

- Of the initial allocation, up to **\$350,000** shall be allocated to support or reimburse local governments for the development of neighborhood-specific or city-wide strategic plans, comprehensive plans, or other plans focused on economic development, crime reduction, residential development or other similar revitalization efforts.
- Of such funds, priority shall be given to requests by cities, towns, and unincorporated areas for reimbursement of the costs of generating applications for DDD designation.
- Awarded in 2015 a Neighborhood Building Blocks Fund Grant
- \$45,000 to be used to develop a Downtown District Plan

# PLANNING PROCESS



# PLANNING PROCESS



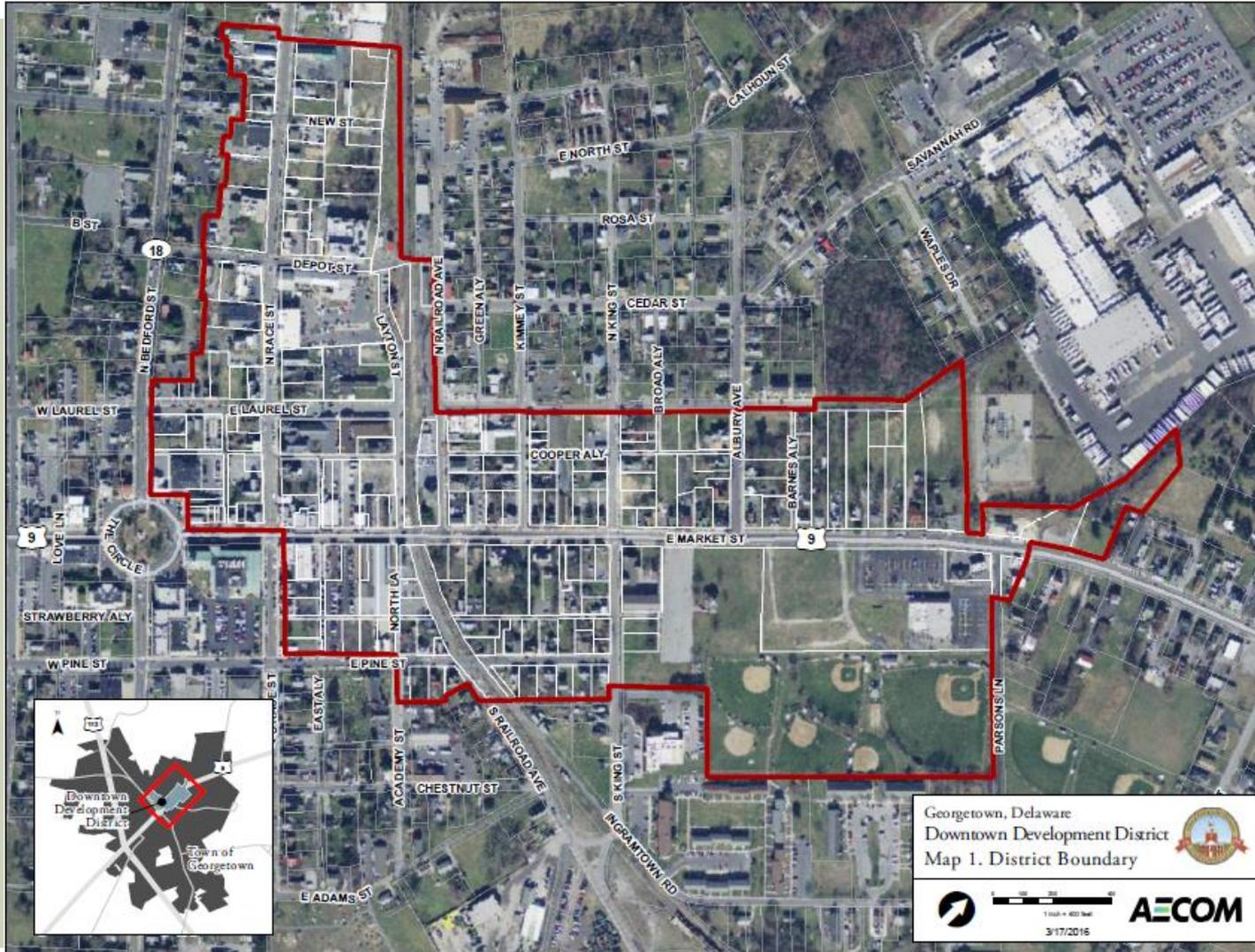
## Task Force Role

- Selected to represent the many interests of the Town
- 6 Task Force Meetings: Kick-Off, Visioning, Goals & Strategies, Incentives, Draft Plan Review, Finalizing Incentives
- Homework Assignments: SWOT Analysis, Goals, Objectives & Strategies Worksheet, and Incentives

# DISTRICT BOUNDARY



# DISTRICT BOUNDARY



# PLAN REVIEW



# PLAN REVIEW



## Section 2. Introduction

### ■ Purpose & Need

- Town has invested in planning studies, made public investments in downtown, but still faces many challenges
  - Creating right mix of uses and promoting day and night economic activities
  - Competing with commercial retail along Route 113
  - Improving physical walking environment
  - Reduce amount/perception of crime; Parking; Gateways; Maintaining character

### ■ Benefits of DDD Designation

- Market and stimulate economic activity
- Promote and incentivize infill development
- Make strategic sites market-ready and attractive

# PLAN REVIEW



## Section 2. Introduction

- **DDD Planning Process**
  - Task Force Role
  - Stakeholders & Partnerships
  - Community Outreach
  
- **Existing Documents, Activities & Organizations**
  - Comprehensive Plan
  - Historic District Study Committee, Report of Findings & Recommendations
  - State Strategies
  - Zoning Regulations & Design Standards
  - Greater Georgetown Area Comprehensive Market Analysis
  - Economic Development & Business Organizations
  - Community Events

# PLAN REVIEW



## Downtown Survey Highlights – 356 Responses

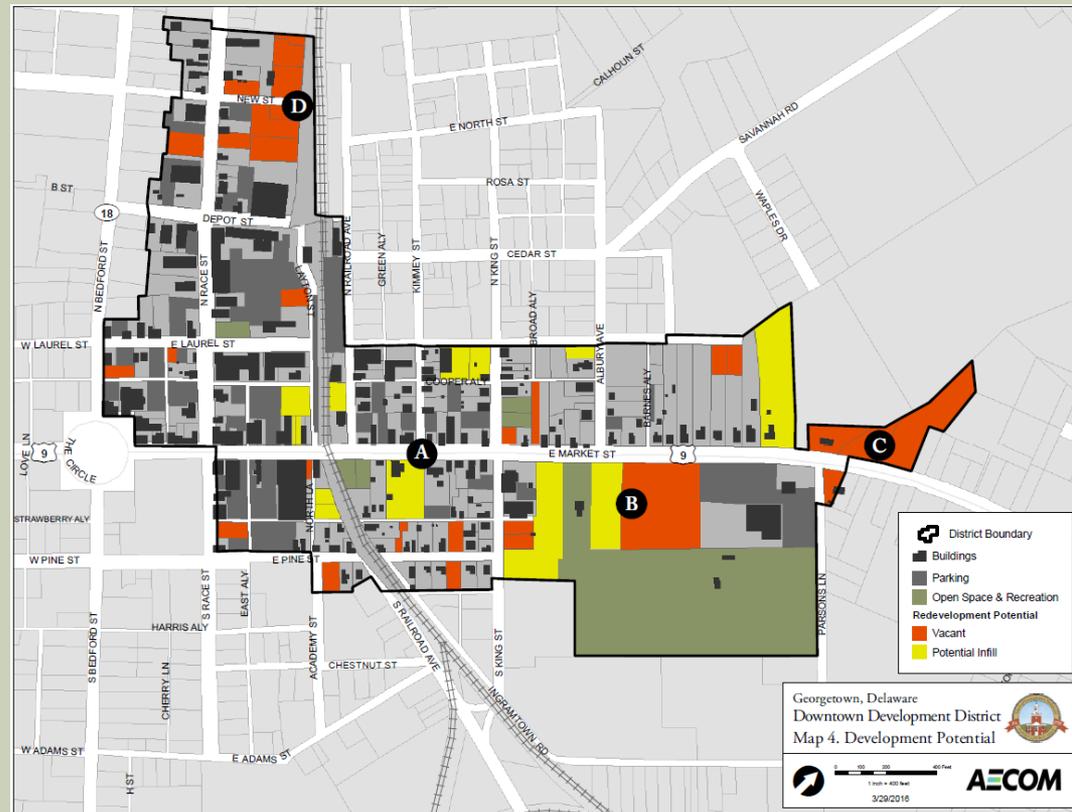
- 15% shop downtown once a week; 29% shop once every few months; Route 113 Corridor most popular
- Most common time to shop downtown: Monday – Friday before 5 pm
- Advantage of downtown: supporting local businesses, small town character and convenient location
- Disadvantage of downtown: lack of variety of goods and services
- People would like to see downtown: 1-stop shopping, after 5 pm shopping, commercial & specialty retail, personal services, locally owned restaurants, specialty food, outdoor concerts, seasonal/holiday festivals and food festivals
- Improve downtown: greater variety of stores, improved appearance, improved parking

# PLAN REVIEW



## Section 3. District Conditions & Analysis

- Demographics for District can be found in this Section
- Land Use, Zoning and Development Potential



# PLAN REVIEW



## Section 3. District Conditions & Analysis

### Connectivity and Walkability

- District is pedestrian friendly - compact, high connectivity, grid street network, block lengths are short
- District has over 3 miles of sidewalks and crosswalks – generally in good condition and well maintained, a few areas in need of improvements
- Alleys less traveled by cars are ideal for walking and biking
- Only 35% say pedestrian convenience is a strength of downtown (from survey)
- Providing safe and convenient pedestrian environment can be a competitive advantage over highway commercial areas

### Gateways, Streetscape and Public Spaces

- The Circle along with brick architecture and sidewalks creates a strong sense of place
- Defined streetscape – buildings with distinguishable architectural features and ground retail floors with attractive window displays, street amenities
- Residential homes converted to offices and retail stores
- Eastern District boundary lacks sense of arrival/place

# PLAN REVIEW



## Section 3. District Conditions & Analysis

### Parking

- Total parking area, including driveways and driving aisles, is approx. 12 acres or 14% of total District
- Parking Options: Situated on same lot as building, shared/satellite parking areas, on-street
- Several vacant or underutilized parking areas – need improvements or infill development
- There is a perception that parking is an issue
  - Residents/ Visitors: convenient, safe and improved parking
  - Businesses: complying with on-site requirements
- Solutions: parking inventory, construction of parking structure, signage program

### Economic and Retail Development

- Great imbalance between number of people employed within the District who live outside the area vs. number of people who live within the District and employed outside the area
- Downtown Survey used to analyze shopping habits
- Marketing, promotion and additional downtown branding will be needed

# PLAN REVIEW



## Section 4. Downtown Vision

Georgetown is well-rounded. The downtown is a meeting place and the center of community activities with a mix of shopping, restaurants, cultural and recreation spaces. It offers an aesthetic blend of green space, natural elements and pedestrian amenities with an historic and small town flavor. Not only is it a niche destination place where specialty retail stores and restaurants attract visitors from the greater area, but it is also a place where local residents and employees from locally owned stores, offices and businesses run personal errands, shop, dine and patron other establishments in the downtown.

# PLAN REVIEW



## Section 5. Goals, Objectives & Strategies

- Housing
- Economic & Retail Development
- Land Use, Zoning and Development Potential
- Natural & Cultural Resources
- Connectivity and Walkability
- Gateways, Streetscape and Public Spaces
- Parking
- Community Events

# PLAN REVIEW



## Section 6. Implementation Plan

### ■ Implementation Schedule

- Summarizes strategies
- Lists agencies and partners to coordinate with
- Prioritizes strategies

### Example from Implementation Schedule

#### Connectivity & Walkability

Recommendation	Potential Partners & Coordinating Agency	Priority Level	Potential Technical & Financial Assistance
Conduct a sidewalk and crosswalk inventory that identifies gaps and sections in need of repair, and add the necessary improvements in the capital improvement budget	DeIDOT	Medium	Municipal Street Aid Transportation Alternatives Program (TAP) Community Development Block Grant (CDBG)

# PLAN REVIEW



## Section 6. Implementation Plan

### ■ Local Incentives

#### ■ Existing

- Realty Transfer Tax Exemption – 1<sup>st</sup> Time Homebuyer
- Façade, Sign and Awning Improvement Grant Program

# PROPOSED INCENTIVES



Incentive	In effect since	Geographic Area
Ten (10) year property tax increase phase in (on improvements)	Within 90 days of designation	DDD Designated Area
Impact Fee (Water & Sewer) Reduction: Commercial Structure – 20% Mixed Use – 35% 1 initial EDU; Additional EDU's calculated at end of first 12 months in operation	Within 90 days of designation	DDD Designated Area
Business License Fee Waiver (5 years) – New Businesses	Within 90 days of designation	DDD Designated Area
Accelerated Development Review Process (Administrative Approval)	Within 90 days of designation	DDD Designated Area
Building Permit Fee Reduction (Sliding Scale 15% to 75%)	Within 90 days of designation	DDD Designated Area
Emergency Services and Georgetown Recreation, Education and Arts Trust Reduction (50%)	Within 90 days of designation	DDD Designated Area
Adopt Form-Based Code for Designated District	Within 90 days of designation	DDD Designated Area

# FORM-BASED CODE



Many of the Incentives will be accomplished through Form-Based Code

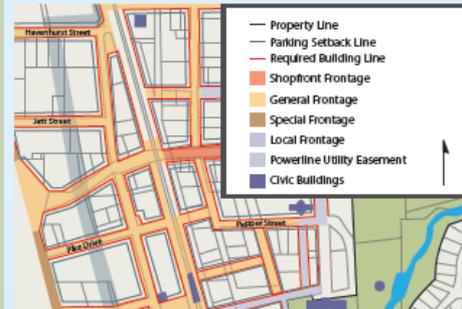
Conventional zoning codes can be notoriously tedious and difficult to understand. Alternatively, Form-Based Codes (FBCs) allow you to use pictures and diagrams to easily describe the types of development, redevelopment, parking, buildings, streets, open space, and so on that are acceptable in your community.

FBCs use simple, everyday language and can cut up to sixty percent out of the length of the code.

FBCs may vary greatly from town to town, big city to small village. However, all FBCs address, at minimum, four common factors:

1. Regulating plan (zoning map),
2. Building type and location,
3. Open space considerations, and
4. Design and function of streets (thoroughfare standards).

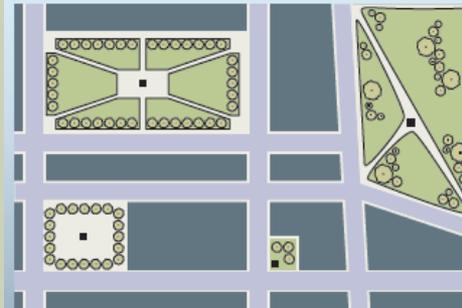
They lay out, in broad strokes, the type, size, and scale of desired development.



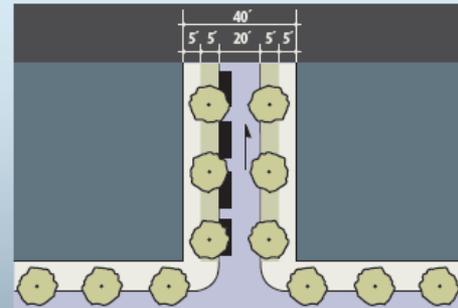
Regulating Plan



Building Form Standards



Open /Public Space Standards



Thoroughfare/Street Standards

# NEXT STEPS



## ■ UPCOMING DATES

- Friday, April 15<sup>th</sup> – Submit to OSPC for Review  
*OSPC needs 15 days to review plan as part of grant agreement*
- Wednesday, May 11<sup>th</sup> – To Town Council for Adoption
- Application and Plan must be submitted by June 1<sup>st</sup>



## QUESTIONS?

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