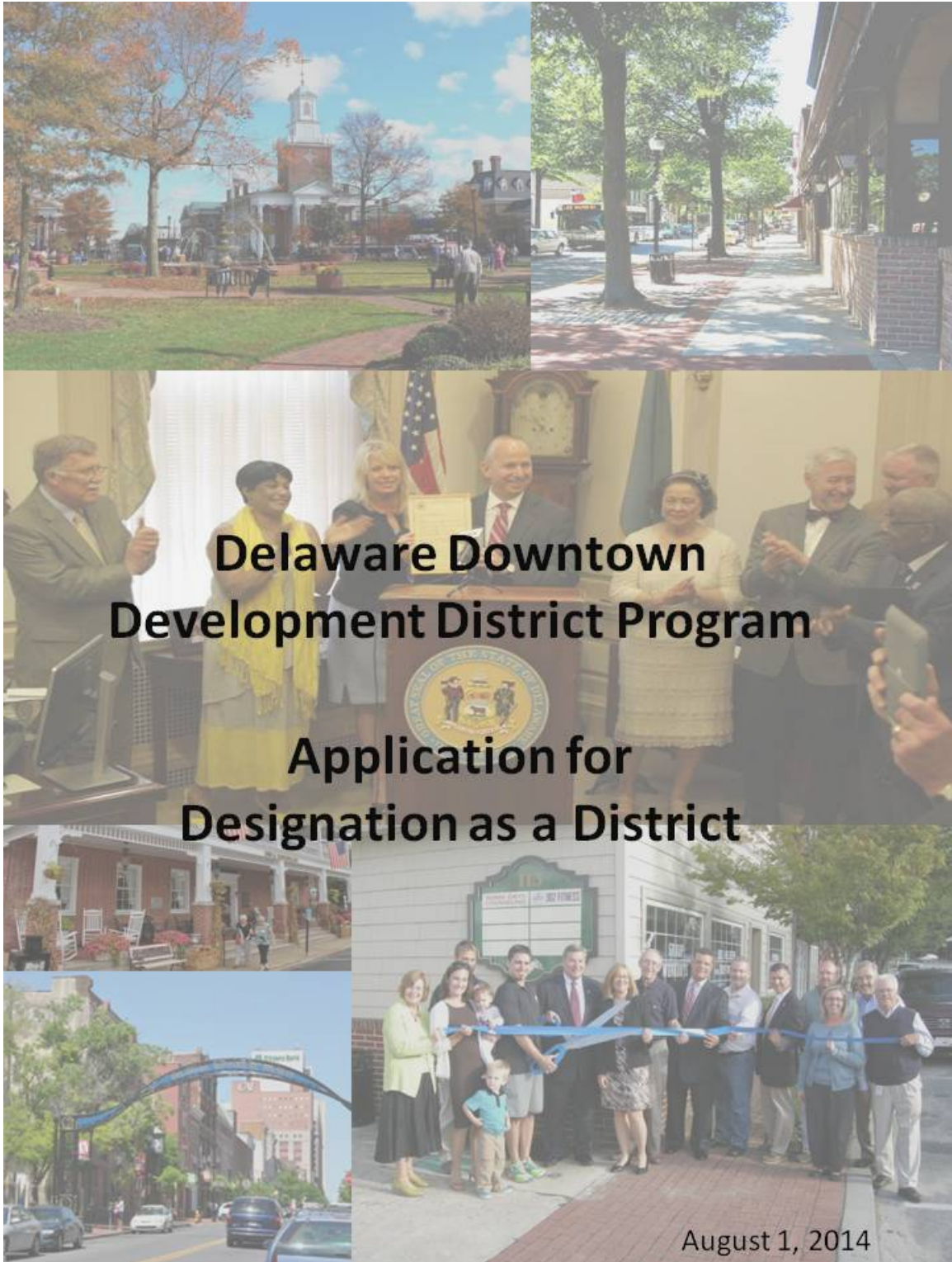


# Seaford



## Delaware Downtown Development District Program

### Application for Designation as a District

August 1, 2014

## **Downtown Development District Program How to Use this Application Form**

This application is a Microsoft Word document that has been modified. The text in the document is “locked” meaning that you can’t edit it. The fields where you are supposed to enter information are “open” allowing you to type or paste information into these fields. The fields that can be edited are in gray.

First, we recommend that you save this document with a unique file name that includes the name of your jurisdiction. An example would be “DDD-Application-Dagsboro.” Then you can work on the document without fear of overwriting it, and when you send it to us we will know who it came from (and we won’t be in danger of overwriting it).

Some of the fields are informational in nature, such as places to type in the name and address of your jurisdiction. It should be relatively straightforward to type this information in and save it. Some of the fields are check boxes, which are similarly straightforward.

Many of the fields are questions that ask you to respond in either 100 or 750 words. You might find it helpful to write and edit your responses in a separate Word document and then paste them in to the application once they are complete. The 100 word statement is to be used internally for review and in printed materials where we need a concise description of each proposed District. Almost all other questions are suggested to be no more than 750 words, which is about a page and a half of text (using 12 point font). In these responses it is important to clearly and concisely answer each question. Your District Plan can go into much more detail about each topic, and it is appropriate and expected that you will reference your District Plan in these 750 word responses. There is no penalty for exceeding 750 words, but if you find that you are writing much more than 750 words please consider putting the additional information in your District Plan.

There are numerous attachments mentioned throughout this application. The most obvious one will be the District Plan. The application also asks for various maps, spreadsheets, letters of support, resolutions and data to be attached associated with particular questions. Please compile all of the attachments into one Adobe Acrobat (.pdf) document. It would be wonderful if you could include a table of contents, and organize these attachments in the order of the questions.

It is likely that when you are done with the application form (Word document) and the attachments (.pdf document) the combination of both documents will be larger than 15mb, which is the limit for external email in the State system. In these cases, we will arrange for you to have access to a sftp file transfer site to upload your documents. Email the OMB Application Team at [OMB\\_APP\\_Team@state.de.us](mailto:OMB_APP_Team@state.de.us) to request an account and a password to upload the file. You must include the following information in your email in order for the OMB Application Team to process your account access: Name, Company, Email Address, and Phone Number.

OSPC will provide technical assistance with Census data and GIS mapping if requested by local governments that can demonstrate the need for the assistance. We will provide assistance to all local governments on the technical aspects of completing this application and transmitting / uploading finished applications. To request assistance or if you have questions about any part of this application or the program in general please contact your Circuit Rider Planner at the Office of State Planning Coordination, (302) 739-3090.



# ***Downtown Development Districts***

## **Application for Designation as a District**

### **Section I General Guidelines**

The Downtown Development Districts Act of 2014 (the Act) was enacted by the General Assembly in order to:

- Spur private capital investment in commercial business districts and other neighborhoods;
- Stimulate job growth and improve the commercial vitality of such districts and neighborhoods;
- Help build a stable community of long term residents by improving housing opportunities; and
- Assist local governments in strengthening neighborhoods while harnessing the attraction that vibrant downtowns hold for talented people, innovative small businesses and residents from all walks of life.

Local governments<sup>1</sup> that wish to take advantage of this program must identify a downtown district in their community and apply for designation. To make an application for designation this form must be completed, supporting materials must be attached, and the entire packet submitted to the Office of State Planning Coordination as detailed herein in order for the request to be considered.

<sup>1</sup> Municipalities and counties are eligible to apply for Downtown Development District designation. Throughout this document, the terms “local government” and “applicant” refer to either the municipality or county that is presenting the application.

Completed applications will be considered by the Cabinet Committee on State Planning Issues (the Committee). The Committee will make recommendations to the Governor, who will then designate between one and three Downtown Development Districts in the current program year. Additional Districts may be designated in future program years. The number of Districts is limited to 15 at any one time. District designations last for 10 years, and the Committee can consider up to two five year extensions.

Selection as a Downtown Development District will entitle private construction projects within the identified District to receive grants to offset 20% of their capital construction costs. There are a host of other benefits that will be described in more detail in other materials. Grant funds will be administered by the Delaware State Housing Authority (DSHA).

Applications must be addressed to the Office of State Planning Coordination as follows:

Mrs. Constance C. Holland, AICP  
Director  
Office of State Planning Coordination  
122 Martin Luther King Jr. Blvd, S.  
Dover, DE 19901

**Application Due Date for  
FY15 Cycle:  
November 1, 2014**



# *Downtown Development Districts*

## Application for Designation as a District

### **Section II** **Specific Requirements**

Local governments must identify proposed Downtown Development Districts in accordance with the Act. Districts must include a traditional mixed-use downtown area, commonly known as a Central Business District (CBD)<sup>2</sup>. Districts must be no more than 85 acres in area for jurisdictions with a population under 9,000<sup>3</sup> persons, no more than 170 acres in area for jurisdictions with a population between 9,000 and 30,000 persons, and no more than 225 acres in area for jurisdictions with a population over 30,001 persons. Applicants are encouraged to geographically concentrate the incentives to the greatest extent possible.

The size and shape of the proposed District must make sense from an urban planning and revitalization perspective. The applicant must fully describe the rationale for choosing the boundaries as a part of this application. Guidelines for preparing District boundaries are found elsewhere in this application.

A map of the District is required as a part of this application. Local governments must also supply maps showing the future land use and zoning of the district area, and discuss how the

plan and land use regulations support the application for the District.

The Act identifies three components of the application for designation as a District:

- The need and impact of the District designation;
- The quality of the District Plan
- The quality of the local incentives offered

Each of these components will now be described in more detail.

**Need and Impact:** The applicant must describe the need for the economic incentives that will be available in designated District. The need must be documented through the use of relevant data and other methods. The conditions of the local economy, income, poverty, homeownership rates, prevalence of vacant or abandoned buildings and other metrics may be used to make the case that the proposed District is in need of the incentives.

In addition, the applicant must describe the potential positive impacts that are likely to accrue due to designation as a District. Applicants are encouraged to describe the impacts using both data and other methods.

The **Need and Impact** section will account for 50% of the consideration given to scoring each application.

**District Plan –** The local government must present a District Plan that will be used to guide development activities and

<sup>2</sup> Central Business District: An area around the downtown portion of the city or town allowing for higher intensity residential uses as well as commercial, office, personal services, governmental, and similar uses intended to serve the community and surrounding areas of the city or town.

<sup>3</sup> Population to be based on the 2010 US Census.



## *Downtown Development Districts*

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### **Application for Designation as a District**

revitalization efforts in the District. The District Plan is to be a detailed description of the overall strategy for the development of a proposed district.

The applicant must demonstrate that the District Plan is consistent with the local government's certified Comprehensive Plan and the *Strategies for State Policies and Spending* and any other local planning documents or studies that are applicable. Additionally, if other governmental, non-governmental and/or quasi governmental organizations are involved with revitalization efforts in the downtown area they must be identified and it must be demonstrated that coordination of all activities will be part of the District Plan.

The District Plan should clearly and concisely describe the key actions and strategies that are in place and / or will be used to guide growth and revitalization efforts in the proposed District. The overall vision of the plan, the clarity of actions to be taken, and proof of the ability and the will of the municipality or county and other partners to implement the plan will be key considerations when evaluating this section of the application.

Changes to the District Plan must be reviewed by the Committee. District designation may be rescinded if the District Plan is not adhered to.

The quality of the **District Plan** will account for 30% of the consideration given to scoring each application.

**Local Incentives** – The local government must detail a package of local development incentives that will apply within the proposed District. These incentives may include, but are not limited to, a reduction in fees or taxes; regulatory flexibility; permit process and licensing reform; special zoning districts; or exemptions from local ordinances. These incentives may either be currently in place and in use by the municipality or county or they may be proposed for implementation upon designation as a District.

Upon designation as a District the local government is required to implement the incentive package as described and proposed for the duration of the District designation. Grant funds will not be available to projects until the incentive package is adopted by the local government and made available to the project developer. Changes to the incentive package must be approved by the Committee. The District designation may be rescinded by the Committee if these conditions are not adhered to.

The quality of the **Local Incentives** will account for 20% of the consideration given to scoring each application.

<h3><b>Section III</b></h3> <h3><b>Application Instructions</b></h3>
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**Check List** - self-explanatory.

**Information Sheet** - The local government must supply the jurisdiction's name, mailing address, and phone numbers. The applicant must provide the date of the last update of the



## ***Downtown Development Districts***

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### **Application for Designation as a District**

comprehensive plan and briefly describe the District being proposed.

**Map of the Proposed District** – The local government must submit a map of the proposed District in sufficient detail to clearly identify the boundaries of the District and calculate its area. Maps should be created with GIS software, and the associated computer files should be made available to aid our review of the proposal. Districts must be contiguous, and be no more than 85 acres in area for local governments with a population under 9,000 persons, no more than 170 acres in area for jurisdictions with a population between 9,000 and 30,000 persons, and no more than 225 acres in area for jurisdictions with a population over 30,001 persons. There are guidelines detailed elsewhere in this application that must be followed when preparing the proposed District boundaries. Applicants must also supply maps showing the future land use and zoning of the district area, and discuss how the plan and land use regulations support the application for the District.

**Summary of Need and Impact** – The local government must complete this form to summarize the need for District designation and the potential positive impact of the district. Supporting documentation should be attached to this form.

**Summary of District Plan** – The local government must complete this form to summarize the District Plan for the proposed District. Copies of the District Plan or Plans must be attached to this

form, along with any relevant supporting documentation.

**Written Documentation from Supporting Organizations** – The local government must supply written documentation from other organizations that will be relied upon to implement the District Plan. The documentation must be attached to the “Summary of District Plan” form.

**Summary of Local Incentives** – The local government must complete this form to summarize the local incentive package to be made available within the District upon designation. The local ordinances (or other regulations or documentation) enabling and governing these incentives must be attached to this form, along with any relevant supporting documentation. In the case of incentives proposed upon designation, the draft ordinances must be attached.

**Legislative Body Resolution** – The local government must attach an adopted resolution from the jurisdiction’s legislative body that indicates the local government’s desire to apply for designation as a District, and the local government’s willingness to adhere to the District Plan and the Local Incentives for the duration of the District designation.



## ***Downtown Development Districts***

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Application for Designation as a District

# **Application Cover Sheet and Check List**

Jurisdiction Name:

City of Seaford

Date of Application October 22, 2014

Date Received October 22, 2014

### **Check List for Application Materials**

- ☒ **Application Cover Sheet and Check List.**
- ☒ **Information Sheet.**
- ☒ **Map of the Proposed District (GIS files encouraged).**
- ☒ **Map of Future Land Use in Proposed District (GIS files encouraged)**
- ☒ **Map of Zoning in Proposed District (GIS files encouraged)**
- ☒ **Summary of Need and Impact (with attachments).**
- ☒ **Summary of District Plan (with attachments).**
- ☒ **Written Documentation from Supporting Organizations.**
- ☒ **Summary of Local Incentives (with attachments).**
- ☒ **Legislative Body Resolution.**



## ***Downtown Development Districts***

### **Application for Designation as a District**

### **Information Sheet**

Municipality / County: Seaford\_\_\_\_\_

<b>Contact Person for Application</b>  Name: <u>Trisha Newcomer</u>  Address: <u>P.O. Box 1100, Seaford, DE 19973</u>  Phone: <u>302-629-9173</u>  Email: <u>tbooth@seafordde.com</u>  <div>Signature _____ Date _____</div>	<b>Proposed District Administrator (if different)</b>  Name: _____  Address: _____  Phone: _____  Email: _____  <div>Signature _____ Date _____</div>
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Date of certified Comprehensive Plan 2008

Population of the municipality or county (as per 2010 US Census) 6928

Population of proposed District (based on 2010 US Census Block data) 228

Area of proposed District in acres 50

Brief description of the proposed Downtown Development District (100 words or less)

Note: this description will be used as a summary for internal review and in printed materials

The proposed Downtown Development District is targeted as the High Street Corridor of the City that is located in the center of what was once the center of Seaford's employment, shopping, dining, leisure and living.



## ***Downtown Development Districts***

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### **Application for Designation as a District**

### **Map of the Proposed Downtown Development District**

**Instructions:** Prepare a map of the proposed Downtown Development District. The map must clearly show the boundaries of the District. The area of the proposed District, in acres, must be calculated from the boundaries designated on the map. The following guidelines must be adhered to when preparing the boundaries of the proposed District:

- The maximum size of the District is 85 acres for local governments with populations below 9,000, 170 acres for local governments with a population between 9,000 and 30,000, and 225 acres for local governments with populations over 30,001 (population as per the 2010 US Census).
- Districts must be contiguous.
- Districts must include the streets and right-of-ways within it. These count towards the maximum acreage.
- Enclaves within District boundaries are not acceptable.
- Prioritizing, phasing and /or timing of redevelopment activities in different geographic areas of the District is acceptable, and will be considered favorably when it can be demonstrated that this will concentrate the incentives to achieve specific revitalization goals.
- If any portion of the proposed District is in the floodplain, the FEMA floodplain map must be included as a layer on the map. Contact OSPC for technical assistance if needed.

Attach the map of the proposed Downtown Development District

Attach a map showing the future land use in the proposed District from the municipality's or county's certified Comprehensive Plan. Attach a map showing the zoning or land use regulations that apply to lands within the District. Discuss how the plan and land use regulations support the application for the District.

It is encouraged that the map(s) be created using GIS software. If the municipality or county is able to use this software, please submit digital files to our office to supplement the application and aid us in our review. Please contact OSPC if you need assistance and / or to arrange to electronically transfer the files.

☒ District Boundaries Map Attached

☒ GIS data is available and will be electronically transferred to OSPC

Name of person who created the map: Katie Neal

Phone 410-742-3115

Email kneal@gmbnet.com



## ***Downtown Development Districts***

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### **Application for Designation as a District**

#### **Map of the Proposed Downtown Development District - continued**

Describe the rationale for choosing the boundaries of the proposed District (please limit your response to 750 words or less).

Seaford is an historical riverside community. Although growth is occurring in Seaford, it is not without regard for the past. In determining the area for designation, Seaford's work was already done. Several years ago in 2000, the City delinitated a special zoning distict the C-3 Riverfront Enterprise zone. Its purpose is to make appropriate provisions for commercial activities for limited commercial and residential development that complement each other and adjacent land uses; and to preserve retail store fronts on High Street. It made sense for the City to use this zone in its application for the designation, as the area mirrored that of which the program was looking for. See Exhibit #1-3 for area maps.

Seaford is very diverse. It offers the perfect mix of a small town quality of life with an economically sound business climate. Seaford also has a prominent showing of retail businesses. Many restaurants and stores make Seaford a "hub" for tax-free shopping for many surrounding communities. All of these businesses make Seaford an "employment center" for Sussex County.

Attach a map showing the future land use of the District from the local government's certified Comprehensive Plan.

☒ Map Attached

☐ GIS data is available and will be electronically transferred to OSCP

Attach a map showing the zoning or land use regulations that apply to lands within the District

☒ Map Attached

☐ GIS data is available and will be electronically transferred to OSPC



## ***Downtown Development Districts***

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### **Application for Designation as a District**

#### **Map of the Proposed Downtown Development District - continued**

Discuss how the plan and land use regulations support the application for the District (Please limit your response to 750 words or less).

The area has a land use pattern reflecting the generally undifferentiated land uses of the historic nineteenth-century riverside community. This is a mix of mostly commercial, residential and institutional uses in the downtown. The area has had many tenants, land owners and uses over the years that varied from retail shops, to office buildings, to places of worship. In the late 1990s the City implemented a street-scaping project in the approximately five block area that included being pedestrian friendly, parking, sidewalk and lighting improvements in the hopes that this would reverse some of the trends that the area was experiencing. The need for the Downtown Development District implementation is evident today. The targeted area is typified by some vacant buildings and code violations that the current property owners have been unable to resolve due to lack of funding and technical assistance with the repairs or renovations which would make the properties viable again in the current economy.

The inclusion of the City Seaford in the Downtown Development District would dovetail with past and present City redevelopment initiatives and would have a multiplier effect towards positive change in the targeted area, as well as the greater Seaford community. With the redevelopment of the downtown area of Seaford several positive outcomes could be realized with targeted investment. The reuse of an existing building with existing connectivity to the transportation network and other established infrastructure would permit potential businesses to minimize time in the critical startup phase. This would bring jobs and investment to the local economy faster and with greater local impacts. In addition the reuse of existing locations reduces the need for new construction in environmentally sensitive green field locations. Downtown redevelopment is a win for the property owners, business owners, and potential employees of those businesses, the City, County and State.

Are there other special overlays, districts, or areas that intersect the proposed District? Examples of such special areas include historic districts, BID taxing districts, etc. Please describe any of these special areas and how they will interact with the proposed Downtown Development District. Include maps, if applicable. (Please limit your response to 750 words or less).

The proposed area for the Downtown Development District is already deliniated based upon the boundaries of the C-3 Riverfront Enterprise Zone, which would conintue to be an overlay of this area. The purpose of the C-3 Riverfront Enterprise Zone is to make appropriate provisions for



## ***Downtown Development Districts***

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### **Application for Designation as a District**

commercial activities for limited commercial and residential development that complement each other and adjacent land uses; and to preserve retail store fronts on High Street.



## ***Downtown Development Districts***

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### **Application for Designation as a District**

### **Summary of Need and Impact 50%**

**Instructions:** Complete this form to document the need for the District designation and its potential to positively impact your community. Attachments of data and other documentation are required. There is no specific page or word limit on the information that can be attached, *however* please be aware that applications that provide clear and concise documentation that is directly related to the need and impact of the District proposal will be scored the highest.

Please describe the **need** for the Downtown Development District designation in your community (please limit your response to 750 words or less).

The need for a comprehensive planning strategy in the proposed DDD area of Seaford is evident. The area lacks some of the focus and targeted investment that is prevalent in successful communities of a similar size and socioeconomic conditions as Seaford, see census information in Exhibit #4. In a recent survey conducted by the Delaware Economic Development Office of the Seaford downtown property and business owners; it was found that 25 percent of the buildings were currently underutilized or vacant and in need of major repairs to remain viable. The same survey showed 44 percent of the respondents are planning to make improvements to their facilities in the next 12 months; 75 percent plan to make improvements in the near future. This survey and the interaction by the stake holders underscores the facts that the downtown area of Seaford is well positioned for short term growth and change. With the addition of Delaware Development District Program Incentive funds, City incentive funds and private investment, the multiplier effect can be tremendous for the targeted area.



## *Downtown Development Districts*

### Application for Designation as a District

### Summary of Need and Impact – continued 50%

Attach relevant data to that demonstrates and documents the **need for** the Downtown Development District designation.

The following table summarizes the **required** data from the US Census. Input the data into the summary spreadsheet provided, and attach any other written documentation that can summarize the data. Contact OSPC for assistance with the Census data, if needed.

#### Required Data from the US Census

The municipality or county as a whole			
Median Income	Poverty Rate	Age of Structures	% Homeownership
% Rental	Vacancy	Median Home Value	
The Census Tract(s) that contains the proposed District			
Median Income	Poverty Rate	Age of Structures	% Homeownership
% Rental	Vacancy	Median Home Value	% Low / Mod Income
The Census Block(s) that most closely correspond to the proposed District			
Total Population	% Homeownership	% Vacancy	

☒ Summary spreadsheet and other documentation attached

Please provide any other data that support the municipality's application for the District. The following table contains some **suggested** data sources that can serve to supplement the required data. Please attach any that apply, and any other data that is relevant. Cite the source for each dataset.

#### Suggested Data from a Variety of Sources

Blight	Condemned Properties	Code Violations
Crime Statistics	Economic Analysis	CDBG Program Statistics
Market Studies	Redevelopment Authority Activities	Public Works Projects
Education Data	Infrastructure Condition or Need	Other

☐ Additional data and documentation attached



## ***Downtown Development Districts***

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### **Application for Designation as a District**

### **Summary of Need and Impact – continued 50%**

Describe how the attached data demonstrates the **need for** the Downtown Development District designation in your community (please limit your response to 750 words or less).

The proposed DDD area has a significantly higher poverty rate than that of the City of Seaford as a whole 35.8% vs. 26%. Subsequently, due to the poverty rate and income level of residents in this area the homeownership rate in the area is lower. Many of the businesses located in this district are not property owners, they too lease their facilities. In a recent survey of the Downtown Business & Property owners, many indicate that while business may be sustainable, they are cautious when it comes to expansion or growth.

Describe the potential positive impacts of the proposed Downtown Development District designation in your community. Impacts can include economic, social and / or cultural impacts among others. Attach supporting documentation if applicable (please limit your response to 750 words or less).

Receiving the Downtown Development Designation will allow investors the opportunity to commit funding from improvements which will revitalize the look of the area. Some of the currently underutilized locations will be primed for new or expanding businesses, which in turn will provide new employment opportunities for a community that has the workforce many companies look for. With a significantly positive change; returning the area to a flourishing area of the community, it will directly impact the homeownership in the area. Society today has a desire to live within areas they can work, dine and play, downtown Seaford will be ready to provide that opportunity.



## *Downtown Development Districts*

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### **Application for Designation as a District**

### **Summary of District Plan 30%**

**Instructions:** through this application the municipality or county will be presenting the District Plan that will guide future revitalization, growth and development activities in the District. Upon designation, the local government will be required to adhere to the District Plan in order to qualify for grants and other incentives. Attach the District Plan, and summarize the content, goals, and objectives in the space provided.

The District Plan Checklist is provided as a separate document. The proposed District Plan must be prepared in accordance with the Checklist.

Attach the District Plan.

☒ District Plan Attached.

Summarize the content, goals and objectives of the District Plan. (please limit your response to 750 words or less).

The City of Seaford thrives on the adage of Keep it Simple for Success - KISS. That principal is the guiding aspect of the overall implementation plan. Several key goals and objectives of the plan are as follows:

- ☐ Preserve the historic downtown area by ensuring its economic vitality with the use of the Riverfront Enterprise Zone and the Commercial District Affiliate Program assistance.
- ☐ Preserve, renovate and revitalize the core downtown area with the DDD Program and local incentive opportunities.
- ☐ Determine the appropriate use of the waterfront area (industrial, office or restaurant/boating).
- ☐ To preserve and enhance Seaford's historic heritage.
- ☐ To continue to expand Seaford's role as the primary employment center for Western Sussex County.
- ☐ To maintain or possibly increase the percentage of single-family dwelling units accessible (walkable or bikeable) to the downtown in order to provide for balanced growth.
- ☐ To improve the safety and mobility of the existing transportation network.
- ☐ To protect adjacent sensitive environmental areas and the water quality of the Nanticoke River.
- ☐ To provide safe and adequate public utility services to present and future residents.
- ☐ To provide housing opportunities for all income ranges.
- ☐ To provide a place for affordable "incubator" style businesses that may not be able to



## ***Downtown Development Districts***

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### **Application for Designation as a District**

afford other locations within the City.
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## ***Downtown Development Districts***

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### **Application for Designation as a District**

### **Summary of District Plan – continued 30%**

Please summarize how the local government envisions itself in a leadership role to guide the successful implementation of the District Plan (please limit your response to 750 words or less).

The City of Seaford has for the past 18 years continually funded an Economic Development Manager staff position. This staff member has the day-to-day assignment of developing business and economic development opportunities within the Seaford community. This is the only municipally-funded, ED position within the County. This will allow for the marketing of this new opportunity to the business and property owners by a seasoned employee who knows the community and its players. This is a key ingredient for success that is not shared by our peers. The inclusion of this area in the DDD program would add additional advantage to an area of the City that is forced to compete with other areas of the City and County with greater perceived benefits. This program would assist in leveling the playing field.

List key implementation strategies for the District Plan. Please also list any known projects or proposals that can be underway within six to twelve months of District designation. Key Priority Projects<sup>4</sup> should be identified, if applicable. See the Checklist for more details (please limit your response to 750 words or less).

There are currently several commercial properties located within the proposed area that have recently changed ownership. Those property owners are focused on the State's DDD program and are eagerly waiting the announcement of designees. As noted in one of the attached letters a current investor of several properties would make even more significant investments should Seaford receive this designation.

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<sup>4</sup> Key Priority Projects are specific projects identified in the District Plan that are considered to be potential catalysts for other redevelopment activity and / or contribute to superior urban design or other benefits to the District.



## ***Downtown Development Districts***

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### **Application for Designation as a District**

### **Summary of District Plan – continued 30%**

List any other governmental, quasi-governmental or non-governmental organizations that will be involved in the creation and / or implementation of the District Plan. A Main Street organization would be an example of such an organization. For each organization, describe how the local government will coordinate their activities to encourage revitalization and economic development in the District.

The Seaford Enhancement Team (S.E.T) is a group of local businesses, property owners and volunteers that was appointed four years ago, by then Mayor William Bennett, to guide the development and planning of downtown revitalization. The group has worked with Diane Laird of the Delaware Economic Development Office to receive District Affiliate status and has advised the City on several initiatives related to the downtown redevelopment efforts. They are eager to embrace the Designation and look to utilize it as a tool in their efforts in the promotion of downtown. This group works closely with the City's Economic Development Manager who serves on the committee as a liaison.

The Greater Seaford Chamber of Commerce and the Seaford Historical Society also have agreed to be a champion of the DDD should Seaford be designated.

Attach written documentation (in the form of letters of agreement, memorandums of understanding, board resolutions etc) from each of the above listed organizations indicating support for this application to be designated as a Downtown Development District and identifying a willingness to coordinate with the municipal government to implement the District Plan.

☒ Written documentation attached from all other organizations



## ***Downtown Development Districts***

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### **Application for Designation as a District**

### **Summary of District Plan – continued 30%**

Describe any actions your local government has taken to ensure energy efficient and environmentally sensitive development, and to prepare for flooding and sea level rise, if applicable. How will these efforts be implemented in the proposed District? (please limit your response to 750 words or less).

All of the City's well head protection areas are delineated in our comprehensive plan and any planning with developers/investors will be done with due regard to any of those areas within the designation district. The City is in the process of updating our flood plain maps and ordinance. Our building official is a certified flood plain manager and will insure that any development/improvement is in accordance with all necessary regulations

Describe how the District Plan is consistent with your certified Comprehensive Plan and the *Strategies for State Policies and Spending* (please limit your response to 750 words or less).

<http://stateplanning.delaware.gov/strategies/>

Our guiding elements are currently contained in the Seaford Comprehensive Planning Document that has been approved by the State Planning Office and the area planned for the DDD is located in a Level 1 investment area as defined in the Sussex County and State of Delaware planning documentation. This is an important factor in the development and investment potential of the area.



## ***Downtown Development Districts***

### **Application for Designation as a District**

### **Summary of Local Incentives 20%**

**Instructions:** The municipality or county must complete this form to summarize the local incentive package to be made available within the District upon designation. The local ordinances (or other regulations or documentation) enabling and governing these incentives must be attached to this form, along with any relevant supporting documentation. In the case of incentives proposed upon designation, the draft ordinances must be attached.

Attach the Local Incentives. The following table includes **suggested** local incentives. Please attach any that are relevant, and others that have not been listed.

#### **Suggested Local Incentives**

Fee or Tax Reductions	Regulatory Flexibility	Permit or Licensing Reform
Special Zoning Districts	Exemptions from Local Ordinances	Streamlined Permitting
Other		

☒ Written documentation attached for all Local Incentives

List the Local Incentives that are already in place. Please detail the geographic extent of each incentive (i.e. is the incentive available throughout the entire jurisdiction, or only in certain geographic areas?)

<b>Local Incentive</b>	<b>In effect since (approx.)</b>	<b>Geographic area covered</b>
Reinvestment Tax Incentive	1999	Incentive Available throughout Entire Jurisdiction
Sidewalk Loan Program	1999	Incentive Available throughout Entire Jurisdiction
Special Zoning District C-3 Zone	2001	Proposed Designation Area Only
Fees Reduction	2010	Incentive Available throughout Entire Jurisdiction



## ***Downtown Development Districts***

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### **Application for Designation as a District**




## ***Downtown Development Districts***

### **Application for Designation as a District**

### **Summary of Local Incentives - continued 20%**

List any of the existing Local Incentives that will be modified to have specific benefits to properties in the proposed District.

<b>Local Incentive</b>	<b>How modified?</b>	<b>Geographic area covered</b>
		DDD Only
		DDD Only
		DDD Only
		DDD Only
		DDD Only
		DDD Only
		DDD Only
		DDD Only
		DDD Only
		DDD Only
		DDD Only

List the Local Incentives that are new and will be available only in the proposed District.

<b>Local Incentive</b>	<b>Date enacted (or proposed date of adoption)</b>	<b>Geographic area covered</b>
C-3 Zone Façade Improvement Program	Upon Designation	DDD Only
		DDD Only
		DDD Only
		DDD Only
		DDD Only
		DDD Only
		DDD Only
		DDD Only
		DDD Only
		DDD Only



## ***Downtown Development Districts***

### **Application for Designation as a District**

### **Summary of Local Incentives - continued 20%**

Please describe how each local incentive will be funded. If the incentive involves a reduction or waiver of taxes or fees, or in-kind services (for example, expedited permitting utilizing existing staff resources) please note that here.

<b>Local Incentive</b>	<b>Funding Source</b>
Reinvestmetn Incentive Program	Tax Rebate - Upfront Cash Payment
Sidewalk Loan Program	Cash loan from the City
Special Zoning District C-3 Zone	Allowance of Administraive Waiver for some requirements of development.
Fees Reduction	Reduction in construction costs

For each Local Incentive to be provided, please describe the specifics of how the incentive works (details are needed), and how the incentive encourages economic development and revitalization in your community.

Currently the City of Seaford has available to property owners the City of Seaford Reinvestment Tax Incentive. This innovative and one-of-a-kind program within the State allows property owners who make substantial qualifying improvements to their property to receive a cash incentive from the City. In the event the project meets all requirements, a property owner may receive a 10 year rebate (in the form of an upfront cash payment) from the City for the taxable value of all improvements made to the real estate. See the particulars of the ordinance in Exhibit #5.

In addition, the C-3 zoning regulations (Exhibit #6 -Section 15-48d) allow for the administrative waiver (by the City Council) for some of the parking, lot coverage and height requirements for



## ***Downtown Development Districts***

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### **Application for Designation as a District**

projects proposed within the zone. These simple waiver allowances save several months of project time obtaining approvals and waiting for variances. This streamlines the approval process for projects within the zone and allows for greater flexibility with the design of projects. Due to the location, environmental conditions and practical constraints of the area flexibility is the key to a successful and sustainable project. Seaford has already taken the first steps in the removal of the barriers that exist within the targeted area.

The Mayor and Council have approved certain fee reductions for the calendar year 2014, as an incentive to development for the purpose of creating jobs in our City. It is anticipated that these reductions will continue into 2015. Council approved the Economic Development Committee's recommendation for fee reductions to the Water Capacity Charge, Down Stream Sewer Assessment, and Electric System Cost Recovery Fee.

The City also provides financial assistance through our sidewalk loan program. A property owner who has received an estimate on the sidewalk and/or curbing installation can apply for a loan from the City. The property owner's sidewalk and/or curbing installation must be in accordance with the City's established specifications. The maximum loan amount of two thousand dollars per property (unless the property is located on a corner lot, then the maximum amount of the loan shall be four thousand dollars) is to be reimbursed to the City by the Property Owner within four years of completion of the installation at no interest; payments are to be made at a minimum of four (4) annual installments of one-fourth (1/4) the total amount each year.

Upon receipt of Downtown Development District Designation the City of Seaford will institute the C-3 Façade Improvement program (Exhibit #7). This program will remain active until the City's designation expires. The proposed incentive entails the implementation of a new policy by the Seaford City Council, that would provide property and business owners within the DDD an opportunity to qualify for a five year tax reduction on approved projects. Following the parameters of the DDD Grant, applicants would need to invest a minimum of \$25,000 on their property. Any additional expenses beyond that threshold would be used to calculate their tax incentive, not to exceed an amount of 50%. That percentage would equate to the amount of tax reduction the property owner would receive for five year period. Property owners must complete the work within 24 months from the issuance of the building permit. Property owners must be in good financial standing during this 5 year relief period to qualify and cannot qualify for other tax incentives during this period. Projects include but are not limited to:

- ☐ Façade Improvements
- ☐ Tenant fit up projects that would accommodate new or expanded business ventures that create new employment.
- ☐ Make ready improvements that allow for a quicker occupancy of structures – as in the project pop-up campaign.
- ☐ Improvements to properties and facilities that are used for Code related or HC accessibility compliance improvements.
- ☐ Required improvements that would allow an existing condemned structure to be brought



## ***Downtown Development Districts***

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### **Application for Designation as a District**

out of condemnation and stabilize the facility.

- ☐ Historical improvements that enhance the historic character of the location or facility and aid in creating a common theme for the area.
- ☐ Roofing and exterior improvements.



## ***Downtown Development Districts***

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### **Application for Designation as a District**

### **Summary of Local Incentives - continued 20%**

Summarize the package of Local Incentives, and describe how these incentives will work in concert with the Downtown Development District benefits to encourage revitalization and economic development in your proposed District (please limit your response to 750 words or less).

All of the outlined incentives - Reinvestment Incentive, Sidewalk Loan Program, C-3 Zoning, and Fees reduction all provide incentives that make investing in the proposed area a little easier. The proposed C-3 façade improvement program was specifically written to mirror that of the DDD for ease in administering and marketing both financial opportunities.



## ***Downtown Development Districts***

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### **Application for Designation as a District**

### **Legislative Body Resolution**

**Instructions:** Attach a resolution that has been adopted by the legislative body of your municipality or county. The resolution must affirmatively indicate that the legislative body supports the application for designation as a Downtown Development District and is willing to adhere to the District Plan and the Local Incentives for the duration of the District designation.

Date of Resolution    October 22, 2014

Resolution Number

☒ Resolution Attached.

## *Downtown Development Districts*

## Application for Designation as a District

## Information Sheet

Municipality / County: Seaford\_\_\_\_\_

Contact Person for Application	Proposed District Administrator (if different)
Name: <u>Trisha Newcomer</u>	Name: _____
Address: <u>P.O. Box 1100, Seaford, DE 19973</u>	Address: _____
Phone: <u>302-629-9173</u>	Phone: _____
Email: <u>tbooth@seafordde.com</u>	Email: _____
<u>Trisha Newcomer</u> 10/22/14	
Signature	Signature
Date	Date

Date of certified Comprehensive Plan 2008Population of the municipality or county (as per 2010 US Census) 6928Population of proposed District (based on 2010 US Census Block data) 228

Area of proposed District in acres 50

Brief description of the proposed Downtown Development District (100 words or less)  
Note: this description will be used as a summary for internal review and in printed materials

The proposed Downtown Development District is targeted as the High Street Corridor of the City that is located in the center of what was once the center of Seaford's employment, shopping, dining, leisure and living.

# *Downtown Development District Application for the City of Seaford*



*Date - September 25, 2014*

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*For questions or comments related to this publication please contact:*

*Dolores Slatcher, City Manager – [dslatcher@seafordde.com](mailto:dslatcher@seafordde.com)*

*Or*

*Trisha Newcomer, Economic Development Manager – [tnewcomer@seafordde.com](mailto:tnewcomer@seafordde.com)*

*The City of Seaford*

*P.O. Box 1100*

*414 High Street*

*Seaford, DE 19973*

*[www.seafordde.com](http://www.seafordde.com)*

## Information Sheet

The City of Seaford (corporate limits) consists of 7,200 people according to the 2010 census. The residents enjoy a close-knit “hometown” community that really offers the best of both worlds. Although Seaford is considered a small town, it is within a one hour drive to many beautiful beaches, within a two hour drive to such cities as Philadelphia, Wilmington, and Baltimore and within a four hour drive to New York City. This makes “big city living” easily accessible for Seaford residents, if they so desire. Many residents, however, enjoy living and working in Seaford because of everything it has to offer.

Seaford is an historical riverside community. Although growth is occurring in Seaford, it is not without regard for the past.

Seaford is very diverse. It offers the perfect mix of a small town quality of life with an economically sound business climate. Although farming and the poultry industry are very important to Seaford, they do not constitute all of the business. Seaford became home to the world’s first nylon plant in 1939. Since that time, the City has invested in two business parks and has been able to attract many more manufacturing businesses. The medical industry is also very prevalent in Seaford. With a state- of- the- art hospital and many local physicians, surgeons and specialists, Seaford offers first-rate, nationally recognized medical treatment to its residents and to those of neighboring communities. The Seaford School District has also recently undergone a multi-million dollar renovation and modernization project that offers students educational choices with its New-Tech Academy, an International Baccalaureate program, Culinary Arts and many other offerings that will prepare the future work force participants for life in the 21<sup>st</sup> century. Of course, Seaford also has a prominent showing of retail businesses. Many restaurants and stores make Seaford a “hub” for tax-free shopping for many surrounding communities. All of these businesses make Seaford an “employment center” for Sussex County.

The Downtown Development District (DDD) initiative offers a unique opportunity for the City of Seaford and Sussex County. This initiative with its collaboration between the City of Seaford, the Office of State Planning and Coordination, the residents, business and property owners can be implemented by the stake holders to place real improvements, jobs and growth in a strategic location within the City of Seaford and Western Sussex County.

See the attached map of the proposed City of Seaford DDD area **Exhibits #1-3**. The proposed Downtown Development District is targeted as the High Street Corridor of the City that is located in the center of what was once Seaford’s bustling downtown. This area of approximately 50 acres is currently zoned C-3 Riverfront Enterprise Zone in accordance with the Seaford zoning regulations. The area has a land use pattern reflecting the generally undifferentiated land uses of the historic nineteenth-century riverside community. This is a mix of mostly commercial, residential and institutional uses in the downtown. The area has had many tenants, land owners and uses over the years that varied from retail shops, to office

buildings, to places of worship. In the late 1990s the City implemented a street-scaping project in the approximately five block area that included being pedestrian friendly, parking, sidewalk and lighting improvements in the hopes that this would reverse some of the trends that the area was experiencing. The need for the Downtown Development District implementation is evident today. The targeted area is typified by some vacant buildings and code violations that the current property owners have been unable to resolve due to lack of funding and technical assistance with the repairs or renovations which would make the properties viable again in the current economy.

The inclusion of the City Seaford in the Downtown Development District would dovetail with past and present City redevelopment initiatives and would have a multiplier effect towards positive change in the targeted area, as well as the greater Seaford community. With the redevelopment of the downtown area of Seaford several positive outcomes could be realized with targeted investment. The reuse of an existing building with existing connectivity to the transportation network and other established infrastructure would permit potential businesses to minimize time in the critical startup phase. This would bring jobs and investment to the local economy faster and with greater local impacts. In addition the reuse of existing locations reduces the need for new construction in environmentally sensitive green field locations.

**Downtown redevelopment is a win for the property owners, business owners, and potential employees of those businesses, the City, County and State.**

## **SUMMARY OF NEED AND IMPACT**

The need for a comprehensive planning strategy in the proposed DDD area of Seaford is evident. The area lacks some of the focus and targeted investment that is prevalent in successful communities of a similar size and socioeconomic conditions as Seaford, see census information in **Exhibit #4**. In a recent survey conducted by the Delaware Economic Development Office of the Seaford downtown property and business owners; it was found that 25 percent of the buildings were currently underutilized or vacant and in need of major repairs to remain viable. The same survey showed 44 percent of the respondents are planning to make improvements to their facilities in the next 12 months; 75 percent plan to make improvements in the near future. This survey and the interaction by the stake holders underscores the facts that the downtown area of Seaford is well positioned for short term growth and change. **With the addition of Delaware Development District Program Incentive funds, City incentive funds and private investment, the multiplier effect can be tremendous for the targeted area.**

In addition, and possibly most important, the City of Seaford has for the past 18 years continually funded an Economic Development Manager staff position. This staff member has the day-to-day assignment of developing business and economic development opportunities within the Seaford community. This is the only municipally-funded, ED position within the County. This will allow for the marketing of this new opportunity to the business and property

owners by a seasoned employee who knows the community and its players. This is a key ingredient for success that is not shared by our peers. The inclusion of this area in the DDD program would add additional advantage to an area of the City that is forced to compete with other areas of the City and County with greater perceived benefits. **This program would assist in leveling the playing field.**

## **SUMMARY OF DISTRICT PLAN**

The City of Seaford thrives on the adage of Keep it Simple for Success - KISS. That principal is the guiding aspect of the overall implementation plan. Several key goals and objectives of the plan are as follows:

- Preserve the historic downtown area by ensuring its economic vitality with the use of the Riverfront Enterprise Zone and the Commercial District Affiliate Program assistance.
- Preserve, renovate and revitalize the core downtown area with the DDD Program and local incentive opportunities.
- Determine the appropriate use of the waterfront area (industrial, office or restaurant/boating).
- To preserve and enhance Seaford's historic heritage.
- To continue to expand Seaford's role as the primary employment center for Western Sussex County.
- To maintain or possibly increase the percentage of single-family dwelling units accessible (walkable or bikeable) to the downtown in order to provide for balanced growth.
- To improve the safety and mobility of the existing transportation network.
- To protect adjacent sensitive environmental areas and the water quality of the Nanticoke River.
- To provide safe and adequate public utility services to present and future residents.
- To provide housing opportunities for all income ranges.
- To provide a place for affordable "incubator" style businesses that may not be able to afford other locations within the City.

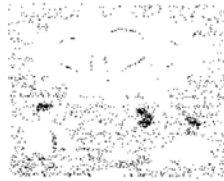
These critical guiding elements are currently contained in the Seaford Comprehensive Planning Document that has been approved by the State Planning Office and the area planned for the DDD is located in a Level 1 investment area as defined in the Sussex County and State of Delaware planning documentation. This is an important factor in the development and investment potential of the area.

**LETTER OF SUPPORT FROM THE SEAFORD ENHANCEMENT TEAM  
(SET), INVESTORS AND DOWNTOWN BUSINESSES**

The Seaford Enhancement Team (S.E.T) is a group of local businesses, property owners and volunteers that was appointed four years ago, by then Mayor William Bennett, to guide the development and planning of downtown revitalization. The group has worked with Diane Laird of the Delaware Economic Development Office to receive District Affiliate status and has advised the City on several initiatives related to the downtown redevelopment efforts. They have reviewed and assisted with the preparation of the DDD proposal and have offered the attached letter of support, along with interested investors, downtown business and our Chamber of Commerce.

# S.E.T.

## Seaford Enhancement Team



October 9, 2014

The Seaford Enhancement Team was formed in late 2010 when a group of interested citizens gathered to discuss what could be done to return the downtown to a once again thriving and economically viable area to benefit residents and tourists alike.

The mission statement reads, "To encourage restoration and revitalization of the downtown area to attract tourists and consumers and to enhance the economic well being and long term prosperity of the area while also promoting our most precious asset, the historic Nanticoke River."

We strongly support the Downtown Development District application for the City of Seaford and feel this will be a significant step in the continued rebirth of our downtown.

Milt Brunner

A handwritten signature in cursive script that reads "Milt Brunner".

President

Seaford Enhancement Team



**Aleman Investment Group, LLC**

30 East Pine Street, Georgetown DE 19947  
302-393-3463 (Direct) — 302-856-7329 (Fax)

**October 9, 2014**

City of Seaford  
414 High Street  
Seaford, DE 19973  
Attn: Trisha Newcomer

**RE: Downtown Development District Application**

Ms Newcomer:

As you may know, my company owns 8 properties in the Riverfront District in Seaford (the proposed Downtown Development District), and we have the option to purchase 4 additional properties in the coming year.

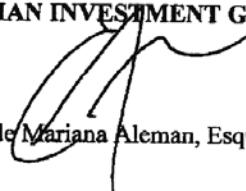
We have reviewed the City's application for the Downtown Development District designation, and we support the City's proposed incentives and its application.

Please note that if the City of Seaford is awarded the Downtown designation, we will move forward with our purchase and renovation of a mixed use building on High Street (14 apartments and 15+ offices) which has been sitting mostly vacant for years. We will also move up our timeline for completion of the renovations at 117 High Street (5 apartments and 2 store fronts), and initiate renovations at 204/206 High Street (1 office, 1 Spanish Foods Market and 1 apartment) and 328 High Street (2 commercial spaces and 2 apartments). Finally, we own 2 commercial lots on the corner of High Street and Pearl Street. Once the above acquisitions and renovations are complete, we will endeavor to build additional commercial storefronts on the first floor and 14 or more apartments on the proposed second and third floors.

We hope that Seaford is selected, because the impact on our community will be huge.

Very truly yours,

**ALEMAN INVESTMENT GROUP, LLC**

  
Craig de Mariana Aleman, Esquire



Greater Seaford Chamber of Commerce  
Post Office Box 26  
Seaford, Delaware, 19973  
phone: 302.629.9690 fax: 302.629.0281  
email: admin@seafordchamber.com

**Officers**

PRESIDENT  
RALPH SCOTT III  
VICE PRESIDENT  
TOM BROWN  
2<sup>ND</sup> VICE PRESIDENT  
ROB HARMAN  
SECY-TREASURER  
DOLORES SLATCHER

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PAT CORRELL  
TOM DARBY  
LARENCE DERNULC  
G. JANE DRACE  
JASON FELLER  
DEBBIE JEWELL  
JENNY KEIM  
STEPHANIE SMITH  
BRYANT RICHARDSON  
JOHN TARBURTON, ESQ.  
STEVE TULL

**Past President**

JOHN RITTENHOUSE, SR.

**Staff**

EXECUTIVE DIRECTOR  
LYNN BROCATO

Mrs. Trisha Newcomer  
Economic Development Manager  
The City of Seaford  
414 High Street  
Seaford, DE 19973

Dear Trisha:

After receiving the copy of the Downtown District Designation application from the City, I was anxious to share it with our Board of Directors and Chamber members in the designated district area. The Greater Seaford Chamber of Commerce is in full support of helping to promote the Downtown Seaford and developing more businesses and attraction to the beautiful waterfront district that Seaford has to offer.

The Chamber is looking forward to partnering with the City of Seaford to provide resources, develop strategies and plan for more development and growth. Our contribution will be to bring together key Chamber businesses, who can offer expertise in capital development, architectural design and engineering, and business development and marketing.

Furthermore we hope to dedicate some of our own financial resources in order to take advantage of the DEDO branding program, which have proven to provide direction and guidance for other local towns which have already taken advantage of the program.

Together with the City of Seaford and the business community, the Chamber is looking forward to a much desired resurgence of Seaford.

Best regards,

A handwritten signature in dark ink, appearing to read "Lynn Brocato".

Lynn Brocato  
Executive Director

A handwritten signature in dark ink, appearing to read "Ralph Scott III".

Ralph Scott III  
Board President

## **The Bath Shop at Two Cats in the Yard**

**110 South Conwell Street, Historic Downtown Seaford**

October 7, 2014

Mrs. Trisha Newcomer  
Economic Development Manager  
The City of Seaford  
414 High Street  
Seaford, Delaware 19973

Dear Trish,

Thank you for sending me the draft document of the city's application for the "Downtown Development District". I appreciate the City's efforts to include me as a small boutique for input into this process. I remember ten years ago, when I first looked at the house at "110 South Conwell Street", I immediately was in love. The house is so beautiful and exemplifies such a great part of the history of Seaford; I just knew that it would be perfect for a boutique. I was fortunate to be able to buy it and have my dream come true. I have to say, I have had some opposition along the way. Being from South Jersey many in my family wanted me to retire and open my shop there. I, along with many retirees', however, chose to move to Delaware. Well the Delaware beaches are beautiful, the affordability can't be questioned and for me specifically...I think Seaford is just a great place to live. Seaford has a wonderful sense of community and I was and continue to be impressed by our hospital system.

In the ten years I have been in business many customers from the Baltimore / DC area have come into my shop and said that Seaford is such a "charming" town. They are looking, like I was, for a place to retire and in many cases for an opportunity to start a business, but they still want to be close to the "Big City". When reading the City's Application for a Downtown Development District, I see many opportunities for people who were like me and are looking for a perfect place to be. I think that would be the City of Seaford. Everything the City does has always been topnotch. The application for a Downtown Development District is just one more example of the City's leadership and why Seaford is one of the best places to live in Delaware. Both Richard and I support the Plan and look forward to working with the City and other businesses to ensure its success.

Sincerely,



Nancy Hall

Richard Hall

Owners

The Bath Shop at Two Cats in the Yard

Cc:

Dolores Slatcher, City Manager  
City of Seaford



## *Seaford Historical Society, Inc.*

Website: [www.seafordhistoricalsociety.com](http://www.seafordhistoricalsociety.com)  
SHS Office located in Museum

Email: [seafordsociety@verizon.net](mailto:seafordsociety@verizon.net)  
203 High Street 302-628-9828

### **SEAFORD MUSEUM**

203 High Street  
Seaford, DE 19973  
Phone: 302-628-9828  
Fax: 302-628-2984

### **ROSS MANSION & PLANTATION**

(Formerly: 1101 N. Pine Street Ext.)  
23669 Ross Station Road  
Seaford, DE 19973  
Phone: 302-628-9500

#### **President**

James Larson

#### **Vice President**

John Farquhar

#### **Secretary**

Aileen Watkins

#### **Treasurer**

John Torkelson

#### **Museum and Office Manager**

Phyllis A. Williams

#### **Ross Plantation Manager**

Margaret Alexander

#### **Past President**

Scott Davidson

#### **Grants Administrator**

Jim Blackwell

#### **Honorary Trustees**

Anne Nesbitt  
Earl Tull

#### **Trustees**

Liz Chambers  
Rob Hutton  
William Messenger  
Sharlana Edgell  
Ricky Marvel  
Mary Noel  
Clark White  
Teresa Wilson  
James Blackwell

October 9, 2014

City of Seaford

Ms. Trisha Newcomer

Economic Development Manager

414 High Street

Seaford, DE 19973

Dear Trisha,


It is with a great deal of pleasure that the Seaford Historical Society provides this LETTER OF SUPPORT for the City's efforts to obtain DDD designation. As you know, SHS owns two significant properties within the city limits of Seaford, one of which, the Seaford Museum, is located in the proposed DDD High Street Corridor.

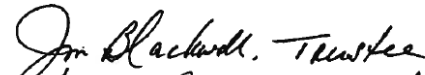


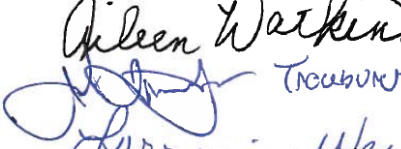


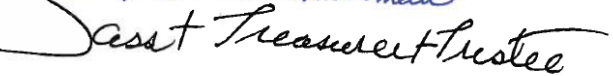
The incentives provided by designation, along with the substantial efforts the past few years by the City of Seaford, we feel would considerably enhance the attractiveness of the downtown area for people to come and see what shopping and tourism opportunities are available. As a nonprofit corporation dedicated to preserving, protecting and presenting Seaford area history, our museum would hopefully realize increased foot traffic and visitation to our wonderful timeline exhibits, including the recently opened NANTICOKE MARITIME GALLERY.

SHS is most encouraged by two aspects of your District Plan Summary: determining the appropriate use of the waterfront area; and preserving and enhancing Seaford's historic heritage. Many communities have a unique 'sense of place', where it is good to be, whether shopping, receiving needed services, or enjoying recreational and educational outlets. We are most proud of our museum and the Gov. Ross Plantation on the outskirts of the City. With its offerings SHS strives to be part of that 'sense of place'.

SHS applauds the City's endeavors to obtain the DDD designation. Its implementation will only be augmented by your years of experience as Economic Development Manager and the strong support of the City of Seaford.

Yours Very Truly,

  
Jim Larson, President

 Jim Blackwell, Trustee  
 Susan P. Wilson, Trustee  
 Tim Mann  
Gileen Watkins, Secretary  
  TREASURER  
Lorraine Westcott, Gala Chairman  
  Asst Treasurer/Trustee  
John F. Farguhar, V. rep  
Charlana Edgell trustee  
Constance Chapman - Nominations Committee  
Mary R. Noel, Trustee  
Phyllis A. Williams Museum  
Office Mgr.

## **SUMMARY OF LOCAL INCENTIVES**

**Currently** the City of Seaford has available to property owners the ***City of Seaford Reinvestment Tax Incentive***. This innovative and one-of-a-kind program within the State allows property owners who make substantial qualifying improvements to their property to receive a cash incentive from the City. In the event the project meets all requirements, a property owner may receive a 10 year rebate (in the form of an upfront cash payment) from the City for the taxable value of all improvements made to the real estate. See the particulars of the ordinance in **Exhibit #5**.

In addition, the C-3 zoning regulations (***Exhibit #6 -Section 15-48d***) allow for the administrative waiver (by the City Council) for some of the parking, lot coverage and height requirements for projects proposed within the zone. These simple waiver allowances save several months of project time obtaining approvals and waiting for variances. This streamlines the approval process for projects within the zone and allows for greater flexibility with the design of projects. Due to the location, environmental conditions and practical constraints of the area flexibility is the key to a successful and sustainable project. **Seaford has already taken the first steps in the removal of the barriers that exist within the targeted area.**

The Mayor and Council have approved certain fee reductions for the calendar year 2014, as an incentive to development for the purpose of creating jobs in our City. It is anticipated that these reductions will continue into 2015. Council approved the Economic Development Committee's recommendation for fee reductions to the Water Capacity Charge, Down Stream Sewer Assessment, and Electric System Cost Recovery Fee.

The City also provides financial assistance through our sidewalk loan program. A property owner who has received an estimate on the sidewalk and/or curbing installation can apply for a loan from the City. The property owner's sidewalk and/or curbing installation must be in accordance with the City's established specifications. The maximum loan amount of two thousand dollars per property (unless the property is located on a corner lot, then the maximum amount of the loan shall be four thousand dollars) is to be reimbursed to the City by the Property Owner within four years of completion of the installation at no interest; payments are to be made at a minimum of four (4) annual installments of one-fourth (1/4) the total amount each year.

Upon receipt of Downtown Development District Designation the City of Seaford will institute the C-3 Façade Improvement program (***Exhibit #7***). This program will remain active until the City's designation expires. The proposed incentive entails the implementation of a new policy by the Seaford City Council, that would provide property and business owners within the DDD an opportunity to qualify for a five year tax reduction on approved projects. Following the parameters of the DDD Grant, applicants would need to invest a minimum of \$25,000 on their property. Any additional expenses beyond that threshold would be used to calculate their tax

incentive, not to exceed an amount of 50%. That percentage would equate to the amount of tax reduction the property owner would receive for five year period. Property owners must complete the work within 24 months from the issuance of the building permit. Property owners must be in good financial standing during this 5 year relief period to qualify and cannot qualify for other tax incentives during this period. Projects include but are not limited to:

- Façade Improvements
- Tenant fit up projects that would accommodate new or expanded business ventures that create new employment.
- Make ready improvements that allow for a quicker occupancy of structures – as in the project pop-up campaign.
- Improvements to properties and facilities that are used for Code related or HC accessibility compliance improvements.
- Required improvements that would allow an existing condemned structure to be brought out of condemnation and stabilize the facility.
- Historical improvements that enhance the historic character of the location or facility and aid in creating a common theme for the area.
- Roofing and exterior improvements.

## **LEGISLATIVE BODY RESOLUTION**

### **Resolution for designating a Downtown Development District In the City of Seaford, Delaware**

**Whereas**, the Seaford City Council has reviewed and approved the City of Seaford's application- including the District Plan Map and have incentivized this area;

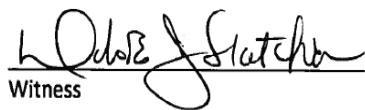
**Whereas**, they have authorized incentives to be the Reinvestment Incentive Ordinance, the sidewalk and curb replacement loan which is interest free for four years, and a post improvement tax reduction based on pre-assessed values for a period of five years;

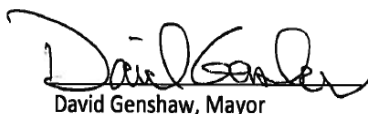
**Whereas**, the Seaford City Council has authorized the Economic Development Manager to file an application, and to provide any other information required in connection with the DDD application;

**Whereas**, if selected, the City of Seaford will adhere to the District Plan, the Seaford incentives, and all other responsibilities associated with the District designation by the Governor's Office of the State of Delaware for the duration of the District designation and;

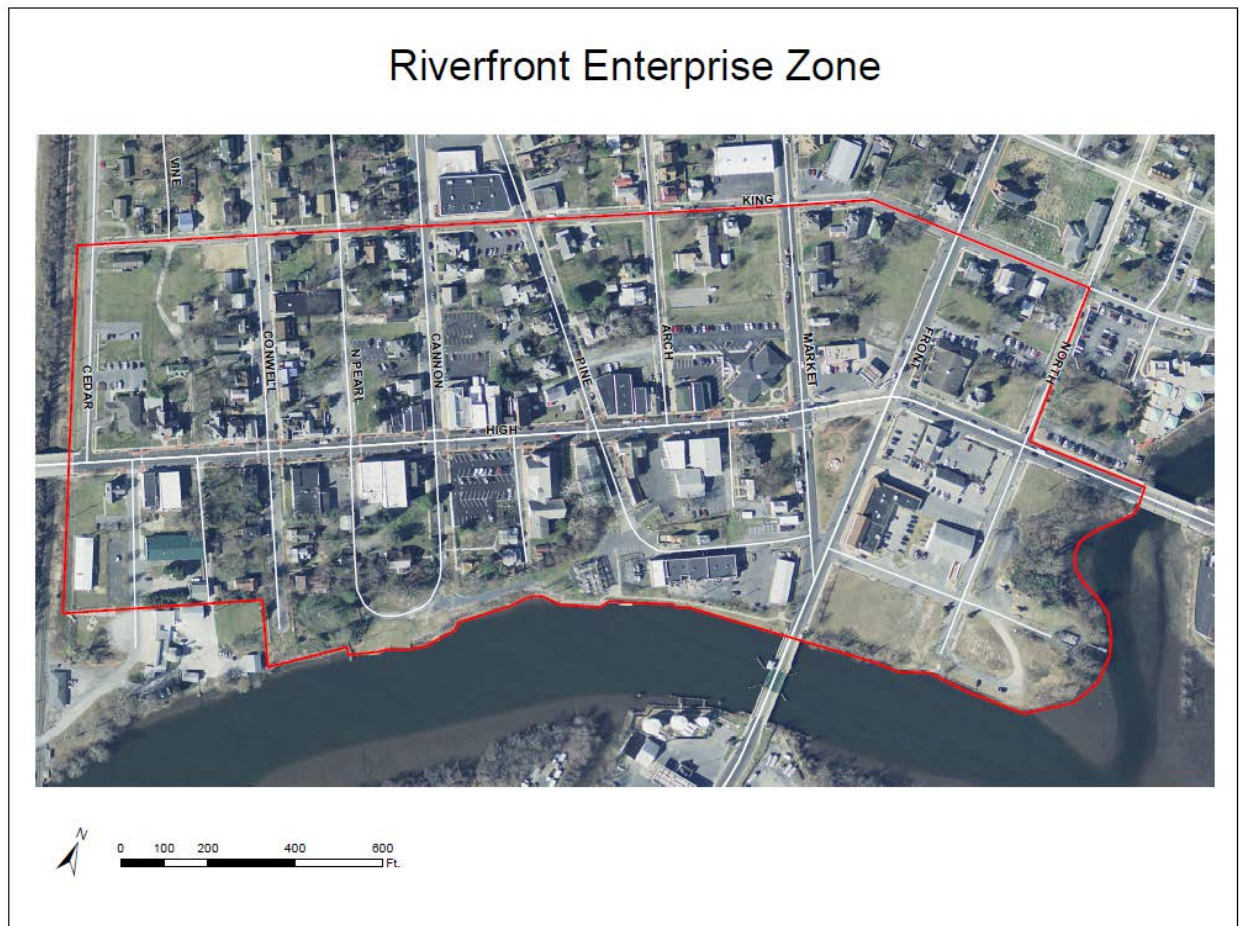
**Whereas**, the City of Seaford is making an application to demonstrate its commitment to the Downtown Development District, the Downtown Seaford Association, the Greater Seaford Chamber of Commerce located in the downtown district, and the Seaford Enhancement Team that the Mayor and Council intend to be supportive of accelerating the process of creating a new business and/or expanding an existing business in this special Development District;

**Therefore**, I, David Genshaw, Mayor, of the City of Seaford on behalf of the City of Seaford Council, do hereby set my hand so as to allow all to know the City of Seaford Council has approved the application by our Economic Development Manager and agree to its submission on this 22<sup>nd</sup> day of October 2014.

  
Witness

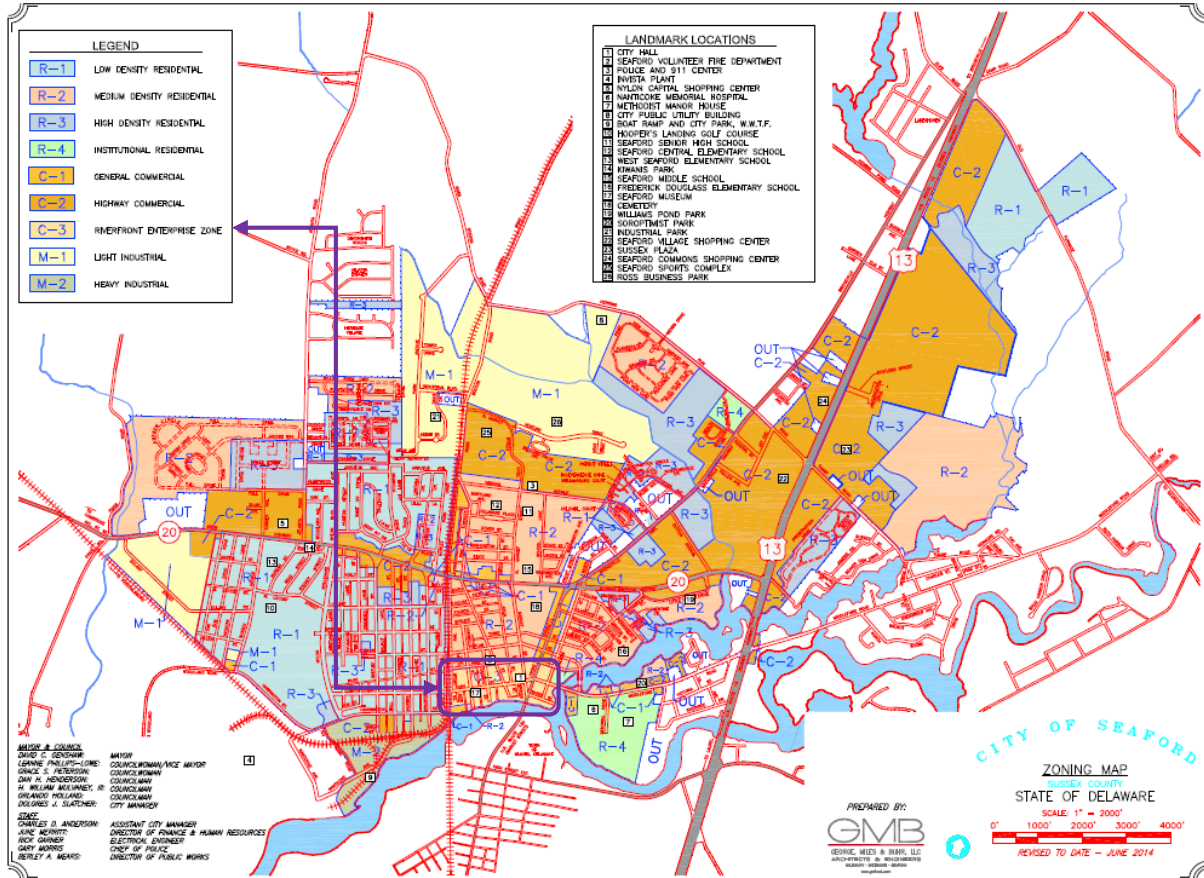
  
David Genshaw, Mayor

## **Exhibit #1 – Map of Designated Area “C-3 Riverfront Enterprise Zone”**

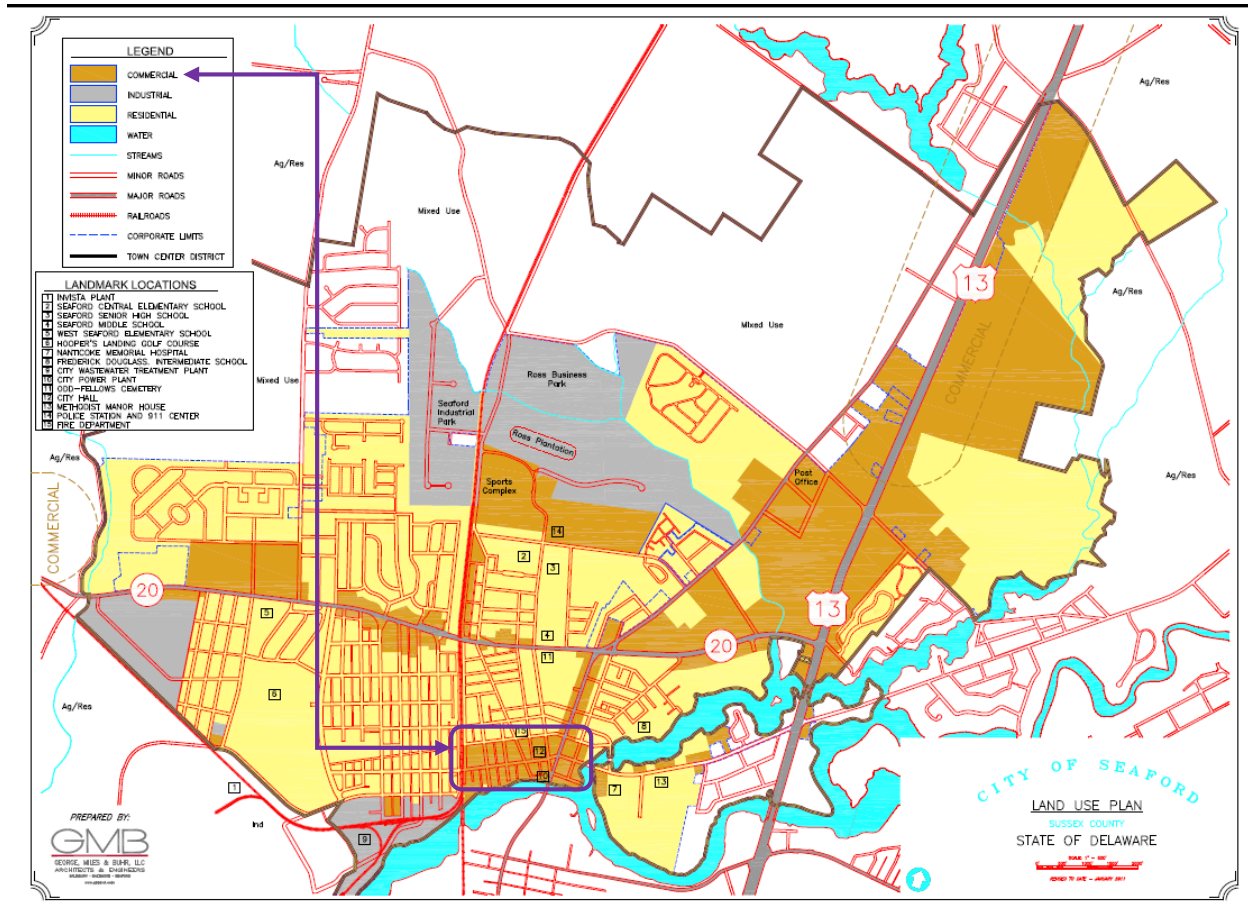


### **GIS Files Submitted With This Application**

## Exhibit #2 – Zoning Map of C-3 District



## Exhibit #3 – Land Use Map of C-3 District



## **Exhibit #4 – Census Data Spreadsheet**

	City	Tract(s)	Block(s)
Total Population	7,018	4,247	226
Median Household Income	35,103	25,212	
Poverty Rate, All People	26	35.8	
% Housing Built 1949 or earlier	24.5	24.1	
% Homeownership**	44.4	35	24.2
% Rental**	55.6	59.1	62.6
% Vacant Housing Units**	9.1	13.5	17.1
Median Home Value	174,400	179,500	
% Low / Mod Income	31.5*	32	

\*Percentage below poverty level

\*\*Totals may not add to 100% due to census data sources margin of error

\*\*\*Percentage of structures 1949 or earlier

Census Tract (s) that include proposed District:
504.6

Census Blocks that most closely correspond to proposed District:						
3036	3037	3092	3093	3080	3079	3078
3077	3069	3083	3076	3090	3091	3089
3088	3035					

### **Census Tract Worksheet**

#### **Tract # 504.6**

Total Population	4,247
Median Income	25,212
Poverty Rate	35.8
Age of Structures***	24.1
% Homeownership	35
% Rental	59.1
Vacancy	13.5
Median Home Value	179,500
% Low / Mod Income	32

<b>Block#</b>	3036	3037	3092	3093	3080	3079	3078
Total Population	10	30	32	17	16	23	0
Total Housing Units	5	8	10	10	8	11	1
Housing Units Owned	3	0	3	3	1	4	0
Housing Units Rented	2	6	7	6	7	6	0
Housing Units Occupied	3	6	10	9	8	10	0
Housing Units Vacant	2	2	0	1	0	1	1

<b>Block#</b>	3077	3069	3083	3076	3090	3091	3089	3088	3035	<b>Totals</b>
Total Population	22	1	0	0	0	24	6	45	0	<b>226</b>
Total Housing Units	9	2	0	0	0	10	6	19	0	<b>99</b>
Housing Units Owned	1	3	0	0	0	1	0	5	0	<b>24</b>
Housing Units Rented	6	0	0	0	0	8	4	10	0	<b>62</b>
Housing Units Occupied	7	1	0	0	0	9	4	15	0	<b>82</b>
Housing Units Vacant	2	1	0	0	0	1	2	4	0	<b>17</b>

## Exhibit #5 – Reinvestment Tax Incentive

### City of Seaford



## Reinvestment Incentive Ordinance

#### FOR INFORMATION AND APPLICATION:

City of Seaford  
P.O. Box 1100  
Seaford, DE 19973  
Phone: 302-629-9173  
Fax: 302-629-9307  
Homepage: [www.seafordde.com](http://www.seafordde.com)

This Ordinance creates an opportunity whereby property owners that wish to reinvest in the City of Seaford may apply for and, if qualified, be granted a sum of money to offer assistance for the start up costs associated with a new business.

#### Purpose

In an effort to aid in economic development and reinvestment within the City of Seaford, an incentive, as described below, may be provided to qualifying projects.

#### Qualifying Projects

A qualifying project is one that:

- 1) Involves an existing building within the Seaford City limits or a proposed building within one of the designated Employment Centers.
- 2) Demonstrates substantial improvements to be made that will increase the appraised value of the property by 50% or more -or- will create substantial employment opportunities for residents of the greater Seaford area -or- results in a significant investment in property, plant and/or equipment in an Employment Center.
- 3) Has been recommended by the Economic Development group and approved by the Seaford City Council.
- 4) Organizations with non-profit status do not qualify. Recipients must remain for-profit or they must remit the portion of funds not repaid or the city may establish a lien against the property.
- 5) The property owner must be in good standing with all city accounts at a zero balance within terms in order to receive the incentive.

#### Amount of Incentive

The difference between the taxes based on the City assessment before and after the improvements will be multiplied by ten (10) (based on a ten year abatement period) to determine a pro-rated amount to be distributed to the property owner(s) within one year of issuance of Certificate of Occupancy from the City of Seaford's Building Official.

#### Requirements

1) In order to be considered for incentive benefits, the owner(s) of the property must :

- \* submit the attached application
- \* complete the project within one year of issuance of the City building permit.

2) An agreement outlining the terms and uses of the incentive must be formed between the property owner(s) and the City of Seaford before funds are disbursed.

3) An account of where the money has been spent shall be submitted to determine that the expenses are permitted uses.

a) Permitted uses include real improvements and building and/or equipment costs.

4) By accepting the terms of this incentive, the property owner(s) agree to waive their right to appeal the taxes until the City of Seaford has fully recovered the tax incentive advance. If the property is sold before the advance is recovered, the new property owner(s) may not appeal the taxes until such time that the advance has been recovered by the City of Seaford.

#### Effective Date

This ordinance is effective as of October 1, 1999 and is retroactive to January 1, 1999. The ordinance was amended on February 14, 2006, November 12, 2007 & April 14, 2009.

## **Exhibit #6 – C-3 Zoning Ordinance**

### **CHAPTER 15 – ZONING**

#### **ARTICLE 3 – COMMERCIAL DISTRICTS**

##### **Division 3 - C-3 Riverfront Enterprise Zone.**

###### **§15-48b. Intent of Division.**

It is the purpose of this Division to make appropriate provisions for commercial activities for limited commercial and residential development that complement each other and adjacent land uses; and to preserve retail store fronts on High Street.

###### **§15-48c. *Uses by right.***

- A. In a C-3 district, land, buildings, or premises shall be used by right for only one (1) or more of the following:
1. Retail and specialty stores, including antique shops, clothing shops, electronics, hardware, florists, beauty salon, craft shops, toy and hobby shops, stationery and card, newsstand, bookstore, art and photographic supplies, gift shops, furniture, jewelry (including repair but not pawn shops), specialty food stores (but not supermarkets), and other similar uses.
  2. Retail food stores limited to bakeries, confectionery, candy, gourmet shops, gourmet meat shops and other similar uses.
  3. Restaurant (but not drive-ins), brew pubs, taverns, bakery-restaurants, lunch counters, tearooms, cafes, coffee shops, delicatessens, carryouts, and similar uses.
  4. Package stores.
  5. Financial institutions, banks and loan companies.
  6. Medical, professional and business offices, including administrative activities.
  7. Service establishments such as beauty salon, barbershops, interior decorator, photographic, art, craft, dance or music studios, and catering.
  8. Government offices, serving the public, including the Post Office, police and fire stations, municipal offices and other public or semi-public offices.
  9. Libraries, museums, and art galleries.
  10. Instructional, business or trade schools.
  11. Apartments above commercial business, excluding residential unit on the ground floor of a building.
  12. Day care facilities and pre-school facilities.
  13. Bed and breakfast Inns.
  14. Single family or multi family dwellings, except on High Street.
  15. Stock brokerage and investment firms.
  16. Church or other place of worship:
    - (a) This shall be limited to existing facilities specifically built as churches or Sunday School buildings.
    - (b) Retail space or residential structures shall not be used to house churches or other places of worship. In such locations which now exist as places of worship, when that use ceases, no other place of worship will be allowed to relocate in that space, as provided in Sec. 15.99(b).

17. Motion picture theatre facilities within a completely enclosed building.
18. Drive-up windows for banks and financial institutions.
19. Travel agencies.
20. Telemarketing.
21. Retail cleaning.
22. Employment agencies.

***B. Uses by Special Exception.***

1. The following uses shall be permitted as a special exception when authorized by the Board of Adjustment subject to Article 8 of this Chapter.
  - (a) Outdoor eating establishments.
  - (b) Single family or multi family dwellings on High Street.
  - (c) Parking lots.

***C. Prohibited Uses.***

1. Any uses which is not an authorized use by right, shall be prohibited in a C-3 district, including but not limited to the following:
2. Gas stations and car washes.
3. Pawn shops.
4. Industrial manufacturing facilities for the purpose of processing, packaging and fabricating, excluding dressmaking, tailoring, and crafts and activities of a similar nature and to be sold only at retail on the premises.
5. Warehouses.
6. Retail stores over 30,000 square feet.
7. Tattoo parlors.
8. Adult entertainment, including strip tease establishments, stores selling adult merchandise, drug paraphernalia and items of a similar nature.

**§15-48d. Parking Requirements.**

- A. C-3 Riverfront Enterprise Zone off-street parking options.
  1. The off street parking requirements in Article 5 of this Chapter may be reduced or waived for any permitted use, ~~except new residential uses,~~ with the approval of the City Council.

**§15-48e. Area and bulk requirements.**

- A. The following area and bulk regulations should be observed for High Street.
  1. Lot coverage                      100% maximum
  2. Front yard setback              none
  3. Side yard setback                none
  4. Rear yard setback               3 feet minimum
  5. Height                              35 feet or three stories
  6. No subdivision of existing lots will be permitted.
- B. The following area and bulk requirements should be observed for nonresidential uses in the remaining area in the zone.
  1. Lot coverage                      40% maximum

2. Building setback line 15 feet
3. Side yard setback 14 feet aggregate total with a 6 foot minimum
4. Rear yard setback 20 feet minimum
5. Height 35 feet maximum or 3 stories
6. Lot size 4500 square feet minimum
7. Lot width 35 feet minimum

C. The following area and bulk requirements shall be observed for multi-family dwellings, semi-detached dwellings, garden apartment dwellings and townhouse dwellings located along the riverfront.

1. Lot coverage 60% maximum
2. Front yard setbacks 15 feet minimum
3. Side yard setback 14 feet aggregate total with a 6 foot minimum
4. Rear yard setback 20 feet minimum
5. Height 50 feet maximum or 4 stories
6. Lot size 5000 square feet minimum
7. Density 25 Dwelling Units per Acre
8. Lot width 35 feet minimum
9. Subgrade dwelling units with habitable rooms are not permitted.
10. Distance between separate dwelling structures on the same lot shall not be less than 15 feet.
11. Maximum number of dwelling units per building shall not exceed 25.
12. The area and bulk requirements may be modified or waived for any riverfront residential use, with the approval of the City Council when such modification or waiver is found to be appropriate and consistent with the intent of the district.

D. The following area and bulk requirements shall be observed for multi-family dwellings, semi-detached dwellings, garden apartment dwellings and townhouse dwellings for the remaining area in the zone.

1. Lot coverage 35% maximum
2. Front yard setbacks 15 feet minimum
3. Side yard setback 14 feet aggregate total with a 6 foot minimum
4. Rear yard setback 20 feet minimum
5. Height 35 feet maximum or 3 stories
6. Lot size 3630 square feet minimum per dwelling unit
7. Lot width 35 feet minimum
8. Subgrade dwelling units with habitable rooms are not permitted.
9. Distance between separate dwelling structures on the same lot shall not be less than 15 feet.
10. Maximum number of dwelling units per building shall not exceed 6.
11. The area and bulk requirements may be modified or waived with the approval of the City Council when such modification or waiver is found to be appropriate and consistent with the intent of the district

#### **§15-48f. Accessory Use.**

A. Only the following accessory uses shall be permitted:

1. Accessory use on the same lot with and customarily incidental to any of the permitted uses in §15-48 (c).

2. All accessory use structures shall be placed no closer than the five feet from the side and rear property line and no closer to the front property line than the front yard setback or in alignment with the front facing wall of the main structure, whichever results in the greater setback;

*Except, on a corner lot, then the accessory structure shall be placed in alignment with the side wall of the main structure facing the street but no closer than the side yard setback, whichever results in the greater setback.*

3. Each multi-family dwelling unit, semi-detached dwelling unit, garden apartment dwelling unit, and town house dwelling unit shall have a storage area separate and apart from the living area. The storage area shall be a minimum size of 5'x5' with a six foot ceiling height. The storage area shall be easily accessible and there shall be no charge for the use of the storage area, in the event the unit is a rental property. The City Building Official will work with the developer to determine the most compatible location for the storage areas, taking into consideration the proposed use of the apartment or townhouse.

**§15-48g. Screened trash area.**

- A. A screened trash container storage area shall be provided for each dwelling unit.

Adopted	March 13, 2001.
Amended	October 23, 2001.
Amended	June 10, 2003
Amended	February 12, 2008
Amended	March 12, 2013

**Exhibit #7 – C-3 Façade Improvement Program**  
**Chart & Sample Calculation**

<b>Investment Over \$25,000 Threshold</b>	<b>Proposed % Tax Reduction</b>		
		\$61,000.00	24.97500
		\$62,000.00	25.66875
		\$63,000.00	26.36250
		\$64,000.00	27.05625
		\$65,000.00	27.75000
\$25,000.00	0.00000	\$66,000.00	28.44375
\$26,000.00	0.69375	\$67,000.00	29.13750
\$27,000.00	1.38750	\$68,000.00	29.83125
\$28,000.00	2.08125	\$69,000.00	30.52500
\$29,000.00	2.77500	\$70,000.00	31.21875
\$30,000.00	3.46875	\$71,000.00	31.91250
\$31,000.00	4.16250	\$72,000.00	32.60625
\$32,000.00	4.85625	\$73,000.00	33.30000
\$33,000.00	5.55000	\$74,000.00	33.99375
\$34,000.00	6.24375	\$75,000.00	34.68750
\$35,000.00	6.93750	\$76,000.00	35.38125
\$36,000.00	7.63125	\$77,000.00	36.07500
\$37,000.00	8.32500	\$78,000.00	36.76875
\$38,000.00	9.01875	\$79,000.00	37.46250
\$39,000.00	9.71250	\$80,000.00	38.15625
\$40,000.00	10.40625	\$81,000.00	38.85000
\$41,000.00	11.10000	\$82,000.00	39.54375
\$42,000.00	11.79375	\$83,000.00	40.23750
\$43,000.00	12.48750	\$84,000.00	40.93125
\$44,000.00	13.18125	\$85,000.00	41.62500
\$45,000.00	13.87500	\$86,000.00	42.31875
\$46,000.00	14.56875	\$87,000.00	43.01250
\$47,000.00	15.26250	\$88,000.00	43.70625
\$48,000.00	15.95625	\$89,000.00	44.40000
\$49,000.00	16.65000	\$90,000.00	45.09375
\$50,000.00	17.34375	\$91,000.00	45.78750
\$51,000.00	18.03750	\$92,000.00	46.48125
\$52,000.00	18.73125	\$93,000.00	47.17500
\$53,000.00	19.42500	\$94,000.00	47.86875
\$54,000.00	20.11875	\$95,000.00	48.56250
\$55,000.00	20.81250	\$96,000.00	49.25625
\$56,000.00	21.50625	\$97,000.00	49.95000
\$57,000.00	22.20000	\$98,000.00	50.64375
\$58,000.00	22.89375	\$99,000.00	51.33750
\$59,000.00	23.58750	100,000 AND OVER	50.00000
\$60,000.00	24.28125		

**Sample Property Calculation:**

High Street Property	Assessed Value	\$155,100.00
	2014 Tax Billing	\$480.81

**Example #1**

Assuming Total Investment	\$100,000.00
Percentage of Deduction	
On Annual Tax Billing for 5yr.	50.00%
Savings of:	\$240.41

**Example #2**

Assuming Total Investment	\$35,000.00
Percentage of Deduction	
On Annual Tax Billing for 5yr.	6.93750%
Savings of:	\$33.36

**Example #3**

Assuming Total Investment	\$56,000.00
Percentage of Deduction	
On Annual Tax Billing for 5yr.	21.50625%
Savings of:	\$103.40

## **LEGISLATIVE BODY RESOLUTION**

### **Resolution for designating a Downtown Development District In the City of Seaford, Delaware**

**Whereas**, the Seaford City Council has reviewed and approved the City of Seaford's application- including the District Plan Map and have incentivized this area;

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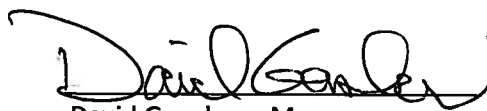
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**Whereas**, the City of Seaford is making an application to demonstrate its commitment to the Downtown Development District, the Downtown Seaford Association, the Greater Seaford Chamber of Commerce located in the downtown district, and the Seaford Enhancement Team that the Mayor and Council intend to be supportive of accelerating the process of creating a new business and/or expanding an existing business in this special Development District;

**Therefore**, I, David Genshaw, Mayor, of the City of Seaford on behalf of the City of Seaford Council, do hereby set my hand so as to allow all to know the City of Seaford Council has approved the application by our Economic Development Manager and agree to its submission on this 22<sup>nd</sup> day of October 2014.

  
Witness

  
David Genshaw, Mayor



**Aleman Investment Group, LLC**

30 East Pine Street, Georgetown DE 19947  
302-393-3463 (Direct) — 302-856-7329 (Fax)

**October 9, 2014**

City of Seaford  
414 High Street  
Seaford, DE 19973  
Attn: Trisha Newcomer

**RE: Downtown Development District Application**

Ms Newcomer:

As you may know, my company owns 8 properties in the Riverfront District in Seaford (the proposed Downtown Development District), and we have the option to purchase 4 additional properties in the coming year.

We have reviewed the City's application for the Downtown Development District designation, and we support the City's proposed incentives and its application.

Please note that if the City of Seaford is awarded the Downtown designation, we will move forward with our purchase and renovation of a mixed use building on High Street (14 apartments and 15+ offices) which has been sitting mostly vacant for years. We will also move up our timeline for completion of the renovations at 117 High Street (5 apartments and 2 store fronts), and initiate renovations at 204/206 High Street (1 office, 1 Spanish Foods Market and 1 apartment) and 328 High Street (2 commercial spaces and 2 apartments). Finally, we own 2 commercial lots on the corner of High Street and Pearl Street. Once the above acquisitions and renovations are complete, we will endeavor to build additional commercial storefronts on the first floor and 14 or more apartments on the proposed second and third floors.

We hope that Seaford is selected, because the impact on our community will be huge.

Very truly yours,

**ALEMAN INVESTMENT GROUP, LLC**

Craig de Mariana Aleman, Esquire



Greater Seaford Chamber of Commerce  
Post Office Box 26  
Seaford, Delaware, 19973  
phone: 302.629.9690 fax: 302.629.0281  
email: admin@seafordchamber.com

**Officers**

PRESIDENT  
RALPH SCOTT III  
VICE PRESIDENT  
TOM BROWN  
2<sup>ND</sup> VICE PRESIDENT  
ROB HARMAN  
SECY-TREASURER  
DOLORES SLATCHER

**Directors**

HEATH CHASANOV  
PAT CORRELL  
TOM DARBY  
LARENCE DERNULC  
G. JANE DRACE  
JASON FELLER  
DEBBIE JEWELL  
JENNY KEIM  
STEPHANIE SMITH  
BRYANT RICHARDSON  
JOHN TARBURTON, ESQ.  
STEVE TULL

**Past President**

JOHN RITTENHOUSE, SR.

**Staff**

EXECUTIVE DIRECTOR  
LYNN BROCATO

Mrs. Trisha Newcomer  
Economic Development Manager  
The City of Seaford  
414 High Street  
Seaford, DE 19973

Dear Trisha:

After receiving the copy of the Downtown District Designation application from the City, I was anxious to share it with our Board of Directors and Chamber members in the designated district area. The Greater Seaford Chamber of Commerce is in full support of helping to promote the Downtown Seaford and developing more businesses and attraction to the beautiful waterfront district that Seaford has to offer.

The Chamber is looking forward to partnering with the City of Seaford to provide resources, develop strategies and plan for more development and growth. Our contribution will be to bring together key Chamber businesses, who can offer expertise in capital development, architectural design and engineering, and business development and marketing.

Furthermore we hope to dedicate some of our own financial resources in order to take advantage of the DEDO branding program, which have proven to provide direction and guidance for other local towns which have already taken advantage of the program.

Together with the City of Seaford and the business community, the Chamber is looking forward to a much desired resurgence of Seaford.

Best regards,

A handwritten signature in dark ink, appearing to read 'Lynn Brocato', written over a light blue horizontal line.

Lynn Brocato  
Executive Director

A handwritten signature in dark ink, appearing to read 'Ralph Scott III', written over a light blue horizontal line.

Ralph Scott III  
Board President

# **The Bath Shop at Two Cats in the Yard**

## **110 South Conwell Street, Historic Downtown Seaford**

**October 7, 2014**

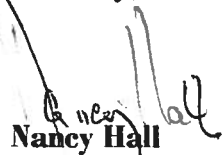
**Mrs. Trisha Newcomer  
Economic Development Manager  
The City of Seaford  
414 High Street  
Seaford, Delaware 19973**

**Dear Trish,**

**Thank you for sending me the draft document of the city's application for the "Downtown Development District". I appreciate the City's efforts to include me as a small boutique for input into this process. I remember ten years ago, when I first looked at the house at "110 South Conwell Street", I immediately was in love. The house is so beautiful and exemplifies such a great part of the history of Seaford; I just knew that it would be perfect for a boutique. I was fortunate to be able to buy it and have my dream come true. I have to say, I have had some opposition along the way. Being from South Jersey many in my family wanted me to retire and open my shop there. I, along with many retirees', however, chose to move to Delaware. Well the Delaware beaches are beautiful, the affordability can't be questioned and for me specifically...I think Seaford is just a great place to live. Seaford has a wonderful sense of community and I was and continue to be impressed by our hospital system.**

**In the ten years I have been in business many customers from the Baltimore / DC area have come into my shop and said that Seaford is such a "charming" town. They are looking, like I was, for a place to retire and in many cases for an opportunity to start a business, but they still want to be close to the "Big City". When reading the City's Application for a Downtown Development District, I see many opportunities for people who were like me and are looking for a perfect place to be. I think that would be the City of Seaford. Everything the City does has always been topnotch. The application for a Downtown Development District is just one more example of the City's leadership and why Seaford is one of the best places to live in Delaware. Both Richard and I support the Plan and look forward to working with the City and other businesses to ensure its success.**

**Sincerely,**



**Nancy Hall**

**Richard Hall**

**Owners**

**The Bath Shop at Two Cats in the Yard**

**Cc:**

**Dolores Slatcher, City Manager  
City of Seaford**



# *Seaford Historical Society, Inc.*

Website: [www.seafordhistoricalsociety.com](http://www.seafordhistoricalsociety.com)

SHS Office located in Museum

Email: [seafordsociety@verizon.net](mailto:seafordsociety@verizon.net)

203 High Street

302-628-9828

## **SEAFORD MUSEUM**

203 High Street

Seaford, DE 19973

Phone: 302-628-9828

Fax: 302-628-2984

## **ROSS MANSION & PLANTATION**

(Formerly: 1101 N. Pine Street Ext.)

23669 Ross Station Road

Seaford, DE 19973

Phone: 302-628-9500

### **President**

James Larson

### **Vice President**

John Farquhar

### **Secretary**

Aileen Watkins

### **Treasurer**

John Torkelson

### **Museum and Office Manager**

Phyllis A. Williams

### **Ross Plantation Manager**

Margaret Alexander

### **Past President**

Scott Davidson

### **Grants Administrator**

Jim Blackwell

### **Honorary Trustees**

Anne Nesbitt

Earl Tull

### **Trustees**

Liz Chambers

Rob Hutton

William Messenger

Sharlana Edgell

Ricky Marvel

Mary Noel

Clark White

Teresa Wilson

James Blackwell

October 9, 2014

City of Seaford

Ms. Trisha Newcomer

Economic Development Manager

414 High Street

Seaford, DE 19973

Dear Trisha,


It is with a great deal of pleasure that the Seaford Historical Society provides this LETTER OF SUPPORT for the City's efforts to obtain DDD designation. As you know, SHS owns two significant properties within the city limits of Seaford, one of which, the Seaford Museum, is located in the proposed DDD High Street Corridor.

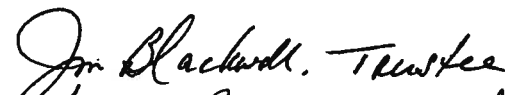


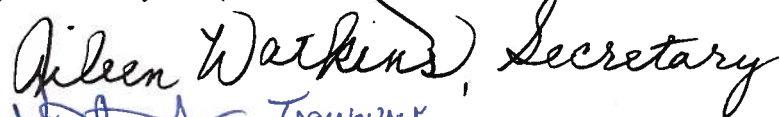



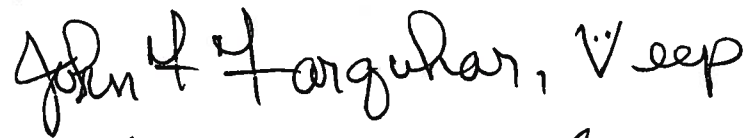

The incentives provided by designation, along with the substantial efforts the past few years by the City of Seaford, we feel would considerably enhance the attractiveness of the downtown area for people to come and see what shopping and tourism opportunities are available. As a nonprofit corporation dedicated to preserving, protecting and presenting Seaford area history, our museum would hopefully realize increased foot traffic and visitation to our wonderful timeline exhibits, including the recently opened NANTICOKE MARITIME GALLERY.

SHS is most encouraged by two aspects of your District Plan Summary: determining the appropriate use of the waterfront area; and preserving and enhancing Seaford's historic heritage. Many communities have a unique 'sense of place', where it is good to be, whether shopping, receiving needed services, or enjoying recreational and educational outlets. We are most proud of our museum and the Gov. Ross Plantation on the outskirts of the City. With its offerings SHS strives to be part of that 'sense of place'.

SHS applauds the City's endeavors to obtain the DDD designation. Its implementation will only be augmented by your years of experience as Economic Development Manager and the strong support of the City of Seaford.

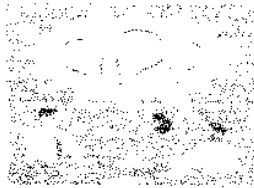
Yours Very Truly,

  
Jim Larson, President

 Jim Blackwell, Trustee  
 Joseph B. Wilson, Trustee  
 Dick Mann  
 Aileen Watkins, Secretary  
 John, Treasurer  
 Lorraine Westcott, Gala Chairman  
 Robert, Asst Treasurer & Trustee  
 John F. Farguhar, V. eep  
 Charlene Edgell, Trustee  
Constance Chapman - Nominating Committee  
Mary K. Noel, Trustee  
Phyllis A. Williams, Museum & Office Mgr.

# S.E.T.

## Seaford Enhancement Team



October 9, 2014

The Seaford Enhancement Team was formed in late 2010 when a group of interested citizens gathered to discuss what could be done to return the downtown to a once again thriving and economically viable area to benefit residents and tourists alike.

The mission statement reads, "To encourage restoration and revitalization of the downtown area to attract tourists and consumers and to enhance the economic well being and long term prosperity of the area while also promoting our most precious asset, the historic Nanticoke River."

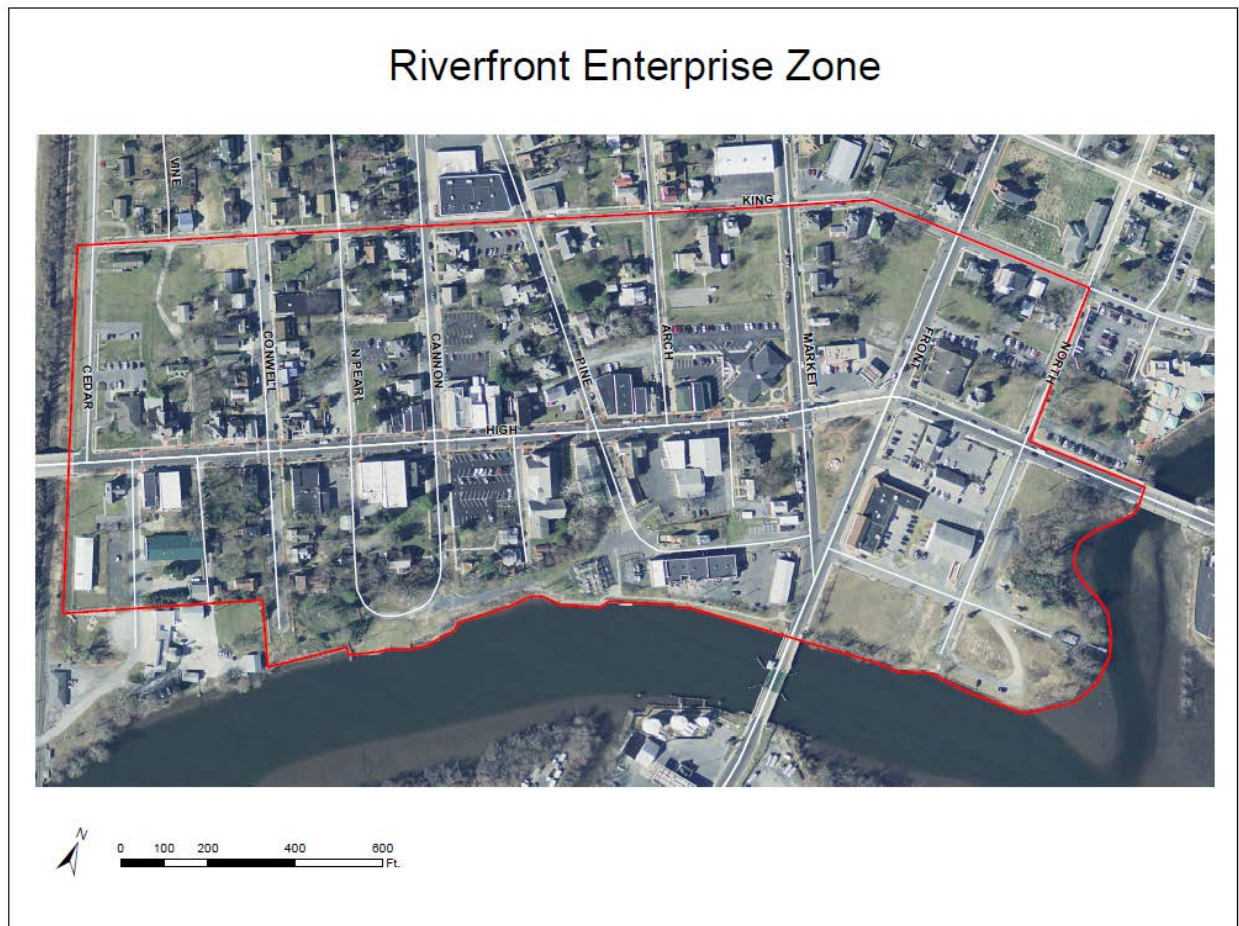
We strongly support the Downtown Development District application for the City of Seaford and feel this will be a significant step in the continued rebirth of our downtown.

Milt Brunner

A handwritten signature in cursive script that reads "Milt Brunner".

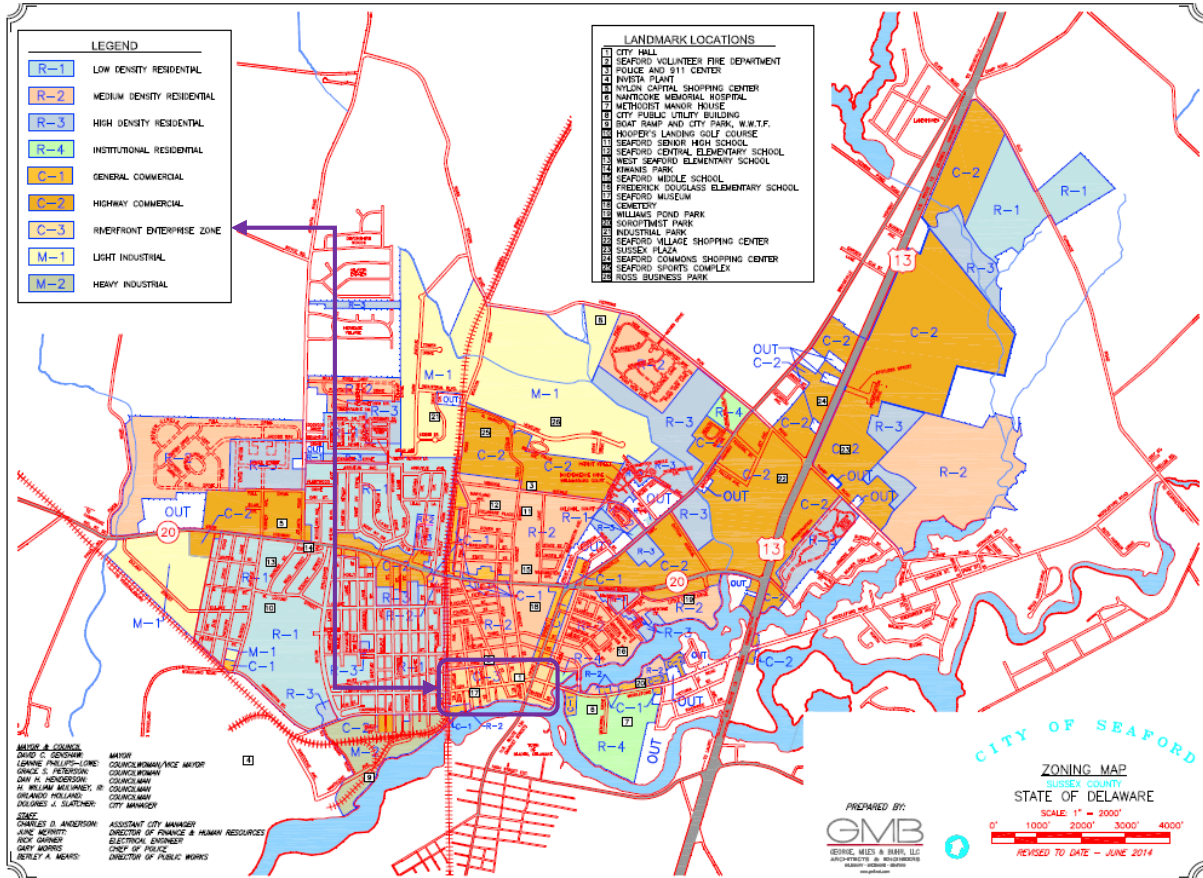
President  
Seaford Enhancement Team

## **Exhibit #1 – Map of Designated Area “C-3 Riverfront Enterprise Zone”**

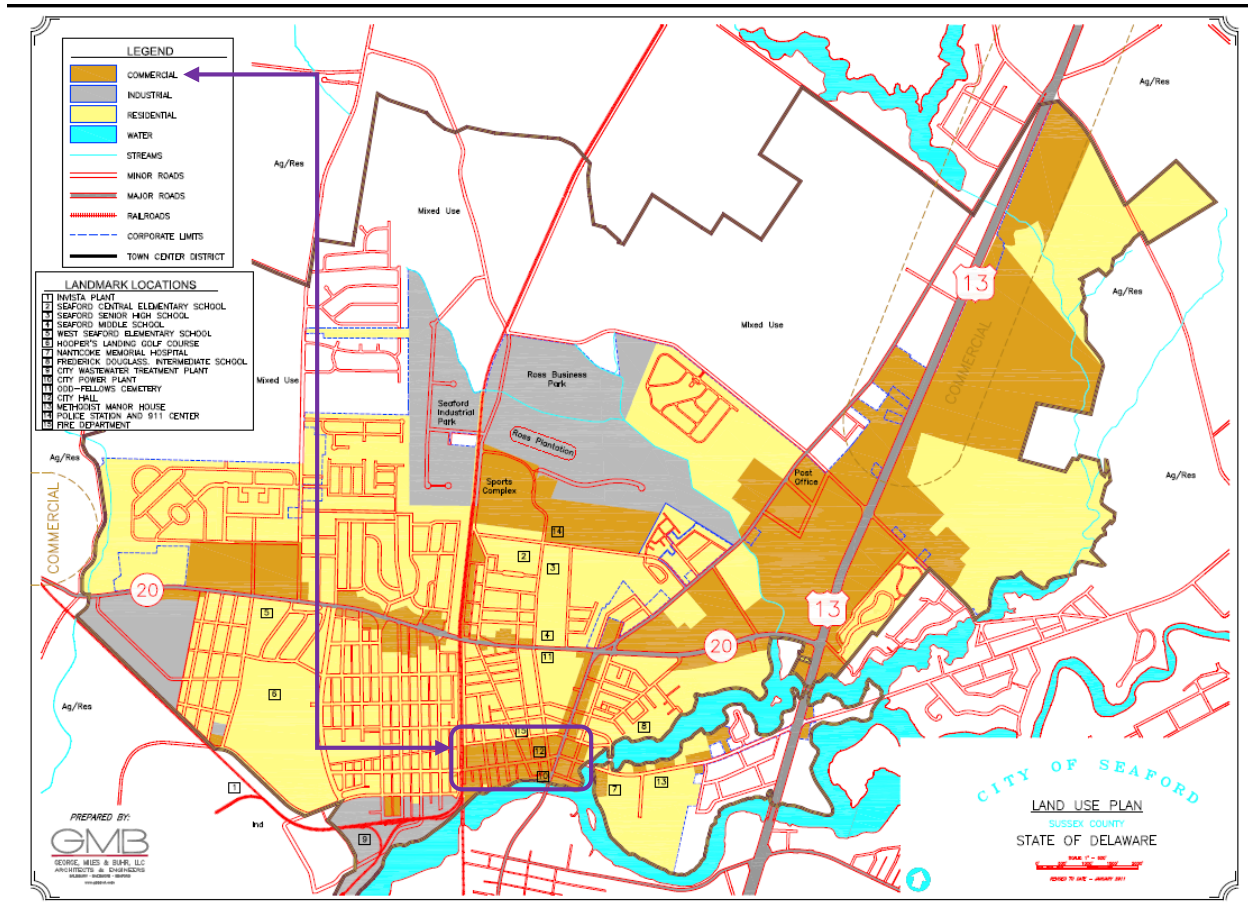


**GIS Files Submitted With This Application**

## Exhibit #2 – Zoning Map of C-3 District



## Exhibit #3 – Land Use Map of C-3 District



## **Exhibit #4 – Census Data Spreadsheet**

	City	Tract(s)	Block(s)
Total Population	7,018	4,247	226
Median Household Income	35,103	25,212	
Poverty Rate, All People	26	35.8	
% Housing Built 1949 or earlier	24.5	24.1	
% Homeownership**	44.4	35	24.2
% Rental**	55.6	59.1	62.6
% Vacant Housing Units**	9.1	13.5	17.1
Median Home Value	174,400	179,500	
% Low / Mod Income	31.5*	32	

\*Percentage below poverty level

\*\*Totals may not add to 100% due to census data sources margin of error

\*\*\*Percentage of structures 1949 or earlier

Census Tract (s) that include proposed District:
504.6

Census Blocks that most closely correspond to proposed District:						
3036	3037	3092	3093	3080	3079	3078
3077	3069	3083	3076	3090	3091	3089
3088	3035					

### **Census Tract Worksheet**

#### **Tract # 504.6**

Total Population	4,247
Median Income	25,212
Poverty Rate	35.8
Age of Structures***	24.1
% Homeownership	35
% Rental	59.1
Vacancy	13.5
Median Home Value	179,500
% Low / Mod Income	32

<b>Block#</b>	3036	3037	3092	3093	3080	3079	3078
Total Population	10	30	32	17	16	23	0
Total Housing Units	5	8	10	10	8	11	1
Housing Units Owned	3	0	3	3	1	4	0
Housing Units Rented	2	6	7	6	7	6	0
Housing Units Occupied	3	6	10	9	8	10	0
Housing Units Vacant	2	2	0	1	0	1	1

<b>Block#</b>	3077	3069	3083	3076	3090	3091	3089	3088	3035	<b>Totals</b>
Total Population	22	1	0	0	0	24	6	45	0	<b>226</b>
Total Housing Units	9	2	0	0	0	10	6	19	0	<b>99</b>
Housing Units Owned	1	3	0	0	0	1	0	5	0	<b>24</b>
Housing Units Rented	6	0	0	0	0	8	4	10	0	<b>62</b>
Housing Units Occupied	7	1	0	0	0	9	4	15	0	<b>82</b>
Housing Units Vacant	2	1	0	0	0	1	2	4	0	<b>17</b>

## Exhibit #5 – Reinvestment Tax Incentive

### City of Seaford



## Reinvestment Incentive Ordinance

#### FOR INFORMATION AND APPLICATION:

City of Seaford  
P.O. Box 1100  
Seaford, DE 19973  
Phone: 302-629-9173  
Fax: 302-629-9307  
Homepage: [www.seafordde.com](http://www.seafordde.com)

This Ordinance creates an opportunity whereby property owners that wish to reinvest in the City of Seaford may apply for and, if qualified, be granted a sum of money to offer assistance for the start up costs associated with a new business.

#### Purpose

In an effort to aid in economic development and reinvestment within the City of Seaford, an incentive, as described below, may be provided to qualifying projects.

#### Qualifying Projects

A qualifying project is one that:

- 1) Involves an existing building within the Seaford City limits or a proposed building within one of the designated Employment Centers.
- 2) Demonstrates substantial improvements to be made that will increase the appraised value of the property by 50% or more -or- will create substantial employment opportunities for residents of the greater Seaford area -or- results in a significant investment in property, plant and/or equipment in an Employment Center.
- 3) Has been recommended by the Economic Development group and approved by the Seaford City Council.
- 4) Organizations with non-profit status do not qualify. Recipients must remain for-profit or they must remit the portion of funds not repaid or the city may establish a lien against the property.
- 5) The property owner must be in good standing with all city accounts at a zero balance within terms in order to receive the incentive.

#### Amount of Incentive

The difference between the taxes based on the City assessment before and after the improvements will be multiplied by ten (10) (based on a ten year abatement period) to determine a pro-rated amount to be distributed to the property owner(s) within one year of issuance of Certificate of Occupancy from the City of Seaford's Building Official.

#### Requirements

1) In order to be considered for incentive benefits, the owner(s) of the property must :

- \* submit the attached application
- \* complete the project within one year of issuance of the City building permit.

2) An agreement outlining the terms and uses of the incentive must be formed between the property owner(s) and the City of Seaford before funds are disbursed.

3) An account of where the money has been spent shall be submitted to determine that the expenses are permitted uses.

a) Permitted uses include real improvements and building and/or equipment costs.

4) By accepting the terms of this incentive, the property owner(s) agree to waive their right to appeal the taxes until the City of Seaford has fully recovered the tax incentive advance. If the property is sold before the advance is recovered, the new property owner(s) may not appeal the taxes until such time that the advance has been recovered by the City of Seaford.

#### Effective Date

This ordinance is effective as of October 1, 1999 and is retroactive to January 1, 1999. The ordinance was amended on February 14, 2006, November 12, 2007 & April 14, 2009.

## **Exhibit #6 – C-3 Zoning Ordinance**

### **CHAPTER 15 – ZONING**

#### **ARTICLE 3 – COMMERCIAL DISTRICTS**

##### **Division 3 - C-3 Riverfront Enterprise Zone.**

###### **§15-48b. Intent of Division.**

It is the purpose of this Division to make appropriate provisions for commercial activities for limited commercial and residential development that complement each other and adjacent land uses; and to preserve retail store fronts on High Street.

###### **§15-48c. *Uses by right.***

- A. In a C-3 district, land, buildings, or premises shall be used by right for only one (1) or more of the following:
1. Retail and specialty stores, including antique shops, clothing shops, electronics, hardware, florists, beauty salon, craft shops, toy and hobby shops, stationery and card, newsstand, bookstore, art and photographic supplies, gift shops, furniture, jewelry (including repair but not pawn shops), specialty food stores (but not supermarkets), and other similar uses.
  2. Retail food stores limited to bakeries, confectionery, candy, gourmet shops, gourmet meat shops and other similar uses.
  3. Restaurant (but not drive-ins), brew pubs, taverns, bakery-restaurants, lunch counters, tearooms, cafes, coffee shops, delicatessens, carryouts, and similar uses.
  4. Package stores.
  5. Financial institutions, banks and loan companies.
  6. Medical, professional and business offices, including administrative activities.
  7. Service establishments such as beauty salon, barbershops, interior decorator, photographic, art, craft, dance or music studios, and catering.
  8. Government offices, serving the public, including the Post Office, police and fire stations, municipal offices and other public or semi-public offices.
  9. Libraries, museums, and art galleries.
  10. Instructional, business or trade schools.
  11. Apartments above commercial business, excluding residential unit on the ground floor of a building.
  12. Day care facilities and pre-school facilities.
  13. Bed and breakfast Inns.
  14. Single family or multi family dwellings, except on High Street.
  15. Stock brokerage and investment firms.
  16. Church or other place of worship:
    - (a) This shall be limited to existing facilities specifically built as churches or Sunday School buildings.
    - (b) Retail space or residential structures shall not be used to house churches or other places of worship. In such locations which now exist as places of worship, when that use ceases, no other place of worship will be allowed to relocate in that space, as provided in Sec. 15.99(b).

17. Motion picture theatre facilities within a completely enclosed building.
18. Drive-up windows for banks and financial institutions.
19. Travel agencies.
20. Telemarketing.
21. Retail cleaning.
22. Employment agencies.

***B. Uses by Special Exception.***

1. The following uses shall be permitted as a special exception when authorized by the Board of Adjustment subject to Article 8 of this Chapter.
  - (a) Outdoor eating establishments.
  - (b) Single family or multi family dwellings on High Street.
  - (c) Parking lots.

***C. Prohibited Uses.***

1. Any uses which is not an authorized use by right, shall be prohibited in a C-3 district, including but not limited to the following:
2. Gas stations and car washes.
3. Pawn shops.
4. Industrial manufacturing facilities for the purpose of processing, packaging and fabricating, excluding dressmaking, tailoring, and crafts and activities of a similar nature and to be sold only at retail on the premises.
5. Warehouses.
6. Retail stores over 30,000 square feet.
7. Tattoo parlors.
8. Adult entertainment, including strip tease establishments, stores selling adult merchandise, drug paraphernalia and items of a similar nature.

**§15-48d. Parking Requirements.**

- A. C-3 Riverfront Enterprise Zone off-street parking options.
  1. The off street parking requirements in Article 5 of this Chapter may be reduced or waived for any permitted use, ~~except new residential uses,~~ with the approval of the City Council.

**§15-48e. Area and bulk requirements.**

- A. The following area and bulk regulations should be observed for High Street.
  1. Lot coverage                      100% maximum
  2. Front yard setback              none
  3. Side yard setback                none
  4. Rear yard setback               3 feet minimum
  5. Height                              35 feet or three stories
  6. No subdivision of existing lots will be permitted.
- B. The following area and bulk requirements should be observed for nonresidential uses in the remaining area in the zone.
  1. Lot coverage                      40% maximum

2. Building setback line 15 feet
3. Side yard setback 14 feet aggregate total with a 6 foot minimum
4. Rear yard setback 20 feet minimum
5. Height 35 feet maximum or 3 stories
6. Lot size 4500 square feet minimum
7. Lot width 35 feet minimum

C. The following area and bulk requirements shall be observed for multi-family dwellings, semi-detached dwellings, garden apartment dwellings and townhouse dwellings located along the riverfront.

1. Lot coverage 60% maximum
2. Front yard setbacks 15 feet minimum
3. Side yard setback 14 feet aggregate total with a 6 foot minimum
4. Rear yard setback 20 feet minimum
5. Height 50 feet maximum or 4 stories
6. Lot size 5000 square feet minimum
7. Density 25 Dwelling Units per Acre
8. Lot width 35 feet minimum
9. Subgrade dwelling units with habitable rooms are not permitted.
10. Distance between separate dwelling structures on the same lot shall not be less than 15 feet.
11. Maximum number of dwelling units per building shall not exceed 25.
12. The area and bulk requirements may be modified or waived for any riverfront residential use, with the approval of the City Council when such modification or waiver is found to be appropriate and consistent with the intent of the district.

D. The following area and bulk requirements shall be observed for multi-family dwellings, semi-detached dwellings, garden apartment dwellings and townhouse dwellings for the remaining area in the zone.

1. Lot coverage 35% maximum
2. Front yard setbacks 15 feet minimum
3. Side yard setback 14 feet aggregate total with a 6 foot minimum
4. Rear yard setback 20 feet minimum
5. Height 35 feet maximum or 3 stories
6. Lot size 3630 square feet minimum per dwelling unit
7. Lot width 35 feet minimum
8. Subgrade dwelling units with habitable rooms are not permitted.
9. Distance between separate dwelling structures on the same lot shall not be less than 15 feet.
10. Maximum number of dwelling units per building shall not exceed 6.
11. The area and bulk requirements may be modified or waived with the approval of the City Council when such modification or waiver is found to be appropriate and consistent with the intent of the district

#### **§15-48f. Accessory Use.**

A. Only the following accessory uses shall be permitted:

1. Accessory use on the same lot with and customarily incidental to any of the permitted uses in §15-48 (c).

2. All accessory use structures shall be placed no closer than the five feet from the side and rear property line and no closer to the front property line than the front yard setback or in alignment with the front facing wall of the main structure, whichever results in the greater setback;

*Except, on a corner lot, then the accessory structure shall be placed in alignment with the side wall of the main structure facing the street but no closer than the side yard setback, whichever results in the greater setback.*

3. Each multi-family dwelling unit, semi-detached dwelling unit, garden apartment dwelling unit, and town house dwelling unit shall have a storage area separate and apart from the living area. The storage area shall be a minimum size of 5'x5' with a six foot ceiling height. The storage area shall be easily accessible and there shall be no charge for the use of the storage area, in the event the unit is a rental property. The City Building Official will work with the developer to determine the most compatible location for the storage areas, taking into consideration the proposed use of the apartment or townhouse.

**§15-48g. Screened trash area.**

- A. A screened trash container storage area shall be provided for each dwelling unit.

Adopted	March 13, 2001.
Amended	October 23, 2001.
Amended	June 10, 2003
Amended	February 12, 2008
Amended	March 12, 2013

**Exhibit #7 – C-3 Façade Improvement Program**  
**Chart & Sample Calculation**

<b>Investment Over \$25,000 Threshold</b>	<b>Proposed % Tax Reduction</b>		
		\$61,000.00	24.97500
		\$62,000.00	25.66875
		\$63,000.00	26.36250
		\$64,000.00	27.05625
		\$65,000.00	27.75000
		\$66,000.00	28.44375
		\$67,000.00	29.13750
		\$68,000.00	29.83125
		\$69,000.00	30.52500
		\$70,000.00	31.21875
		\$71,000.00	31.91250
		\$72,000.00	32.60625
		\$73,000.00	33.30000
		\$74,000.00	33.99375
		\$75,000.00	34.68750
		\$76,000.00	35.38125
		\$77,000.00	36.07500
		\$78,000.00	36.76875
		\$79,000.00	37.46250
		\$80,000.00	38.15625
		\$81,000.00	38.85000
		\$82,000.00	39.54375
		\$83,000.00	40.23750
		\$84,000.00	40.93125
		\$85,000.00	41.62500
		\$86,000.00	42.31875
		\$87,000.00	43.01250
		\$88,000.00	43.70625
		\$89,000.00	44.40000
		\$90,000.00	45.09375
		\$91,000.00	45.78750
		\$92,000.00	46.48125
		\$93,000.00	47.17500
		\$94,000.00	47.86875
		\$95,000.00	48.56250
		\$96,000.00	49.25625
		\$97,000.00	49.95000
		\$98,000.00	50.64375
		\$99,000.00	51.33750
		100,000 AND OVER	50.00000
\$25,000.00	0.00000		
\$26,000.00	0.69375		
\$27,000.00	1.38750		
\$28,000.00	2.08125		
\$29,000.00	2.77500		
\$30,000.00	3.46875		
\$31,000.00	4.16250		
\$32,000.00	4.85625		
\$33,000.00	5.55000		
\$34,000.00	6.24375		
\$35,000.00	6.93750		
\$36,000.00	7.63125		
\$37,000.00	8.32500		
\$38,000.00	9.01875		
\$39,000.00	9.71250		
\$40,000.00	10.40625		
\$41,000.00	11.10000		
\$42,000.00	11.79375		
\$43,000.00	12.48750		
\$44,000.00	13.18125		
\$45,000.00	13.87500		
\$46,000.00	14.56875		
\$47,000.00	15.26250		
\$48,000.00	15.95625		
\$49,000.00	16.65000		
\$50,000.00	17.34375		
\$51,000.00	18.03750		
\$52,000.00	18.73125		
\$53,000.00	19.42500		
\$54,000.00	20.11875		
\$55,000.00	20.81250		
\$56,000.00	21.50625		
\$57,000.00	22.20000		
\$58,000.00	22.89375		
\$59,000.00	23.58750		
\$60,000.00	24.28125		

**Sample Property Calculation:**

High Street Property	Assessed Value	\$155,100.00
	2014 Tax Billing	\$480.81

**Example #1**

Assuming Total Investment	\$100,000.00
Percentage of Deduction	
On Annual Tax Billing for 5yr.	50.00%
Savings of:	\$240.41

**Example #2**

Assuming Total Investment	\$35,000.00
Percentage of Deduction	
On Annual Tax Billing for 5yr.	6.93750%
Savings of:	\$33.36

**Example #3**

Assuming Total Investment	\$56,000.00
Percentage of Deduction	
On Annual Tax Billing for 5yr.	21.50625%
Savings of:	\$103.40