

Georgetown

Town Council Meeting Agenda

Meeting Date: Monday, June 22, 2026

Location: 39 The Circle, Georgetown, DE 19947

Time: 7:00 PM Regular Meeting

Posted: 6/15/26 @ 4:00pm



Live Stream Can be Found at the Following Link:
Website: <https://www.georgetowndel.com/live-stream>

Zoom Information Necessary for Participation:
zoom.us/join
Zoom Meeting ID: 830 4026 1530

The Town of Georgetown strives to make our public meetings widely available through Zoom and YouTube broadcasts. While the Town is committed to continuing this access, technological problems that prevent or limit access do not affect the validity of these meetings, nor the validity of any action taken in these meetings.

1. PLEDGE OF ALLEGIANCE

2. INVOCATION

3. ADOPTION OF AGENDA

4. APPROVAL OF JUNE 8, 2026 TOWN COUNCIL MINUTES

- 3 - 6 A. June 8, 2026 Minutes
[June 8 2026 TC Minutes](#)

5. PUBLIC COMMENT

- 7 - A. Submitted Correspondence
12 [2026-06-11 Peterson, Jon](#)

6. COUNCILMEMBERS COMMENTS

7. PLANNING COMMISSION VACANCY APPOINTMENT

- 13 - A. Letter of Interest - Jennifer Weaver
15 [Letter of Interest - Jennifer Weaver](#)

8. DOWNTOWN DEVELOPMENT DISTRICT RENEWAL UPDATE

- 16 - A. DDD Renewal Update
95 [Downtown Development District Plan Update \(2026-06-22\)](#)
[Georgetown DDD Plan Update 2026 - Final](#)

9. OVERVIEW OF TOWN OPERATIONS AND PROJECTS

- 96 - A. Presentation
116 [2026 Overview of Operations and Projects \(Final\)](#)
[Chain of Command](#)

10. DEPARTMENTAL REPORTS

- 117 A. Town Manager - Gene Dvornick
- [Town Manager Report - 2026-06-22 \(Updated\)](#)
135 [Delaware General Assembly Legislative Report \(153 GA - 2nd Session\) - \(2026-06-22\)](#)
- 136 B. Public Works Superintendent - Eric Rust
- [Public Works Report - June 22 2026](#)
139

11. EXECUTIVE SESSION

Town Council will meet in Executive Session for the purpose of (A) preliminary discussions on site acquisitions for public funded capital improvements, or sales or leases of real property. 29 Del. C. §10004(b)(2); (B) to discuss strategy sessions, including advice or opinion from an attorney at law, regarding collective bargaining, pending or potential litigation; 29. Del C. §10004(b)(4); and (C) to discuss personnel matters in which the competency and abilities of individual employees or students are discussed, unless the employee or student requests that such a meeting be open. 29 Del. C. §10004(b)(9).

12. POSSIBLE ACTION ON ITEMS DISCUSSED IN EXECUTIVE SESSION

13. ADJOURNMENT

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

**TOWN OF GEORGETOWN
TOWN COUNCIL MEETING MINUTES**

Meeting Date: Monday, June 8, 2026
Location: 39 The Circle, Georgetown, DE 19947

Live Stream Can be Found at the Following Link:
Website: <https://www.georgetowndel.com/live-stream.htm>

Zoom.us/join
Zoom Meeting ID: 841 1339 1556

Time: 7:00 PM Regular Meeting

TOWN COUNCIL PRESENT:

Angela Townsend, Mayor
Christina Diaz-Malone, Ward One
Tony Neal, Ward Two
Penuel Barrett, Ward Four

STAFF PRESENT:

Eugene Dvornick, Town Manager
Stephani Ballard, Town Solicitor
Diana Ramirez, Administration
Ralph Holm, Chief of Police

ABSENT:

Michael Briggs, Ward Three

7:00 PM REGULAR MEETING

1. PLEDGE OF ALLEGIANCE

Town Manager Dvornick led the Pledge of Allegiance.

2. INVOCATION

Councilman Neal led the Invocation.

3. ADOPTION OF AGENDA

Motion by Councilman Barrett, seconded by Councilwoman Diaz-Malone to remove item #8 Overview of Town Operations and Projects and adopt the agenda as amended.

Motion Carried (unanimous)

4. APPROVAL OF MAY 26, 2026 TOWN COUNCIL MINUTES

Motion by Councilwoman Diaz-Malone, seconded by Councilman Neal to approve the May 26, 2026 Minutes as presented. **Motion Carried (unanimous)**

5. PUBLIC COMMENT

Jon Peterson, 304 North Bedford Street

- Commented on the confederate flag at the Historical Society and a resolution he has submitted

Sunny Gyani, Springfield Lane

- Commented on the need for affordable housing in Georgetown

Maria Hammond, North Bedford Street

- Shared information about a class provided at Sun Behavioral
- Thank you to the residents who picked up the shopping carts in Town
- Commented on the speeding in front of her house

Clayton Townsend, 20293 Ennis Street

- Shared his experience with his tour of the woods where most of the homeless people live

Shelly Wise, Old Park Avenue

- Commented on Mr. Peterson's comments about the confederate flag issue
 - Town Solicitor Ballard stated there is not now and has not previously been a "resolution" before Council, as referred to by Mr. Peterson

6. COUNCILMEMBERS COMMENTS

Councilwoman Diaz-Malone, Ward One

- Commented on the trash, town wide, and the Town Clean-Up

Councilman Neal, Ward Two

- We need to all work together

Councilman Barrett, Ward Four

- Provided an update on the Harvey Gregg and Chad Spicer monuments

Mayor Townsend

- Shared the meetings she has attended since getting sworn in
- Shared her experience exploring the encampments
- Commented on the AG ruling about the confederate flag
 - Town Solicitor Ballard shared what the AG's FOIA opinion said, as to the issue of the Georgetown Historical Society GREAT Fund grant, and that Council reconsidered the matter at its meeting on September 26, 2022, in accordance with the AG's opinion
- Requested a representative from DelDOT attend a Council meeting to provide an update on the 18/404 project
- Suggested having a workshop or forming a budget committee to look over our budget.

Town Manager Dvornick

- Shared that the Town's budget is available on our website

7. DISCUSSION OF PLACEMENT OF PUBLIC COMMENT ON AGENDAS

Council discussed the need to move Public Comment to Item #5 (Directly after approval of minutes) on the agenda moving forward.

- Town Solicitor Ballard clarified that Council is not prohibited from engaging in some dialogue during public comment, they just can't take action or add items to the agenda spur of the moment.

8. OVERVIEW OF TOWN OPERATIONS AND PROJECTS

Removed from agenda.

9. DEPARTMENTAL REPORTS

A. TOWN MANAGER – GENE DVORNICK

Project Updates

- Parson Lane Trailhead & Parking Area
 - Four (4) alternates awarded (based on funding)
 - Fencing
 - Concrete Pad & Amenities
 - Electrical
 - Landscaping
 - Cost \$191,758.00
- Police and Public Works Facility
 - Column and footer installation in process
 - Utilities to follow
- US 113 and SR 18/404 Grade Separated Intersection
 - Construction starting mid-June
 - Advanced utility work in process
 - Fourteen (14) phases
 - Scheduled for 25 months

America 250 Activities

- Artisan & Craft Festival
 - Signature event – June 13, 2026
- Other activities
 - Crosswalk Art (completed)
 - Fire Hydrant Painting (completed)
 - Building Mural (in process)

General Items

- Upcoming Events
 - America 250 Committee: Tuesday, June 9, 3:00 PM, Town Hall
 - America 250 Committee: Thursday, June 11, 10:00 AM, Town Hall
 - Artisan & Craft Festival: Saturday, June 13, 10:00 AM, South Race Street
 - Planning Commission: Wednesday, June 17, 6:00 PM, Town Hall
 - Town Offices Closed: Friday, June 19, in observation of Juneteenth
- Legislative Update
 - Bill Tracking (updated June 8, 2026)
 - 10 Legislative days remain

10. ADJOURNMENT

Motion by Councilman Barrett, seconded by Councilman Neal to adjourn at 7:40pm.
Motion Carried (unanimous)

APPROVED:

Michael Briggs, Secretary

ATTEST:

Eugene S. Dvornick Jr., Town Manager

These minutes are a summary of the meeting. Complete audio and visual recordings are available upon request

DRAFT

MEMORANDUM

Date: June 11, 2026

To: Mayor Angela Townsend; Councilmembers Christina Diaz-Malone, Tony Neal, Michael Briggs, and Penuel Barrett; Town Manager Eugene Dvornick; Town Solicitor Stephanie Ballard, Esq.

From: Jon Peterson



Subject: Submission of Public Meaning: A Legal and Civic Account for Placement in the Public Record

Attached for your review and inclusion in the Town correspondence file is a copy of Public Meaning: A Legal and Civic Account.

This paper provides a structured legal and civic framework for understanding how symbols communicate meaning in public space. It defines public meaning as the historically grounded and collectively intelligible meaning that a symbol conveys to a reasonable observer based on its documented history, patterns of use, and social context.

The analysis identifies several mechanisms through which public meaning is formed, including historical use, repetition and visibility, institutional participation, and collective interpretation. It further explains that symbols acquire durable meaning through their role within historical systems and that these meanings persist as part of the public record.

The paper also addresses the responsibilities of municipalities in civic space. It emphasizes that governments must evaluate the foreseeable public meaning of symbols and ensure that publicly maintained environments do not communicate messages inconsistent with principles of equal protection, public trust, and civic neutrality.

This memorandum and the enclosed paper are respectfully submitted for consideration by the Mayor, Town Council, Town Manager, and Town Solicitor, with the request that they be placed in the official correspondence file and maintained as part of the public record.

Thank you for your attention to this submission.

cc: **Public Record / Correspondence File**

RECEIVED

JUN 11 2026

The Public Meaning of Symbols



Public Meaning: A Legal and Civic Account

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1. Purpose and Scope

This paper provides a structured civic framework for understanding how symbols communicate meaning in public space. It explains how public meaning forms, why it persists, and what responsibilities municipalities have when symbols appear in publicly maintained environments. The goal is to support informed evaluation and responsible stewardship of civic space.

2. Definition of Public Meaning

Public meaning is the message a symbol communicates to a reasonable member of the public based on its documented history, patterns of use, and social context. It is analytically distinct from private intention. In civic settings, symbols are interpreted through shared experience and the historical record, not through individual sentiment.

A. Working Definition

(Generated with AI Assistance)

Public meaning is the historically grounded, collectively intelligible meaning a symbol acquires through repeated participation in public life.

3. Mechanisms of Public Meaning Formation

Public meaning develops through identifiable mechanisms that operate across time and across institutions. These mechanisms explain how symbols acquire durable significance in civic environments.

A. Historical Use

Symbols accumulate meaning through their participation in historical events and systems. Their documented use becomes part of the public context through which they are interpreted.

B. Repetition and Visibility

Repeated public display stabilizes meaning by embedding a symbol within shared cultural practice. The more frequently a symbol appears, the more familiar and predictable its meaning becomes.

C. Institutional Participation

When governments, schools, or civic organizations use a symbol, that use becomes part of the civic record. Institutional participation reinforces the symbol's public meaning and gives it official visibility.

D. Collective Interpretation

Communities interpret symbols together. Over time, shared understanding forms through public discussion, memory, and experience. This collective interpretation shapes how a reasonable observer understands a symbol in civic space.

4. Public Meaning and Historical Systems

Symbols used within historical systems—such as systems of belonging, exclusion, authority, or intimidation—acquire meanings tied to those systems. These meanings persist because the historical record persists.

A. Symbols Within Historical Systems

A symbol repeatedly used to mark identity, power, boundaries, or dominance comes to communicate those ideas publicly. Later users cannot detach the symbol from the system that shaped its meaning. The relevant question is what the symbol communicates today in light of its documented past.

B. Persistence of Meaning

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Public meaning often endures even when circumstances change. Because public meaning is grounded in shared experience, it does not shift simply because one person or group wishes to reinterpret the symbol.

5. Public Meaning in Civic Space

Municipalities operate in environments where symbols communicate messages to the entire public. When a symbol with a well-documented historical meaning appears in civic space, the public interprets it through that history.

A. The Reasonable-Observer Perspective

In civic settings, the meaning of a symbol is understood from the standpoint of an informed member of the public who is aware of the symbol's history and context. Private intentions do not control public interpretation.

B. Municipal Responsibility

Because civic space belongs to the whole community, municipalities have a responsibility to understand the foreseeable public meaning of symbols that appear within their jurisdiction. Publicly maintained environments should not communicate messages that undermine inclusion, trust, or civic neutrality.

C. Public Meaning as Civic Literacy

Evaluating public meaning requires awareness of how symbols have been used, what systems they have been part of, and how communities have experienced them. Municipal leaders must assess symbols through the lens of shared public understanding rather than personal preference.

6. Jurisprudential and Doctrinal Analysis

At a jurisprudential level, the concept of public meaning is best understood as an interpretive principle that mediates between historical fact, institutional context, and the objective social meaning of official conduct. In constitutional and public-law analysis, state institutions do not act in a vacuum; they govern through signs, practices, and expressive arrangements that are legible to the public. For that reason, legal evaluation cannot terminate in the subjective motives of particular officials. The more disciplined inquiry asks what message is fairly attributable to public action when viewed through the perspective of an informed and reasonable observer situated within the relevant historical and civic context (*Lynch v. Donnelly*, 465 U.S. 668 (1984); *County of Allegheny v. ACLU*, 492 U.S. 573 (1989); *McCreary County v. ACLU of Kentucky*, 545 U.S. 844 (2005)). That inquiry is not reducible to impressionism. It is evidence-based, historically bounded, and normatively constrained by the rule-of-law requirement that government act in ways that are publicly intelligible rather than privately self-defining.

This framework has particular force in the municipal setting, where the distinction between private expression and publicly attributable meaning is often decisive. A municipality is not merely another speaker in the marketplace of ideas; it is a public actor charged with maintaining

(Generated with AI Assistance)

conditions of equal civic membership. Accordingly, when a symbol appears in publicly maintained space, the legal question is not simply whether some constituency can propose an alternative benign interpretation, but whether the government's maintenance, tolerance, or endorsement of that symbol foreseeably communicates a message inconsistent with civic inclusion, equal access, or institutional neutrality (*Pleasant Grove City v. Summum*, 555 U.S. 460 (2009); *Walker v. Texas Division, Sons of Confederate Veterans, Inc.*, 576 U.S. 200 (2015); *Brown v. Board of Education*, 347 U.S. 483 (1954)). In this sense, public meaning operates as a limiting principle on official discretion: it constrains the capacity of public actors to disclaim the historically sedimented meanings of the symbols they elevate, preserve, or normalize in civic environments.

Properly understood, then, public meaning is neither an invitation to censor contested ideas nor a license to constitutionalize every disagreement about symbolism. Rather, it is a doctrine of legal relevance that identifies which historical and social facts bear on the attribution of meaning to state-associated expression. Its evidentiary sources include documented patterns of use, institutional adoption, historical function, public controversy, and the durable understandings carried forward by affected communities (*Village of Arlington Heights v. Metropolitan Housing Development Corp.*, 429 U.S. 252 (1977)). The analytic payoff is significant: once public meaning is treated as an objective and historically grounded feature of the civic record, municipalities can no longer rely on personal disclaimers or selective memory to avoid responsibility for the communicative effects of official environments. A legally serious municipal analysis must therefore ask whether the continued presence of a symbol in civic space is compatible with constitutional commitments to equal citizenship, administratively sound judgment, and the maintenance of public trust (*Brown v. Board of Education*, 347 U.S. 483 (1954); *Masterpiece Cakeshop, Ltd. v. Colorado Civil Rights Commission*, 584 U.S. 617 (2018)). On that account, the study of public meaning is not ancillary to governance; it is integral to the lawful administration of shared civic space.

7. Conclusion

Public meaning is a durable, historically grounded concept that shapes how symbols are understood in civic environments. It is formed through historical use, repetition, institutional participation, and collective interpretation. Municipalities must account for public meaning when symbols appear in civic space, because the public will interpret them through their established historical record. This responsibility is rooted in principles of public trust, community inclusion, and civic neutrality.

(Generated with AI Assistance)

Jennifer R. Weaver, FNP
19729 Spinnaker Court
Georgetown, DE 19947
410-688-7870
Jrweaver19947@gmail.com

June 1, 2026

Brian Olszak, Community Development Director

Administrative Offices

37 The Circle

Georgetown, DE 19947

Dear Mr. Olszak,

Thank you for your consideration of my letter of interest and application for a seat on the Planning Committee for Georgetown.

I am interested in serving my community for several reasons. As a new member of Georgetown and Sussex County (moved to Admiral's Landing in 2/2025), I have come to understand the growing pains this rural/agricultural community is experiencing. I would like to be part of this growth to help bring about responsible expansion of our town. Additionally, I would like to assist in identifying important and needed community resources such as parks, recreation, and playgrounds. I would like to help formulate responsible growth policy and, of equal importance, methods to fund this growth. I would truly like to assist in the social aspect of physical support for responsible expansion, enhancement, and growth.

My qualifications include both my education career experience. While I have a master's degree in nursing science and am employed as a nurse practitioner, my first degree was in business administration. While I've been a registered nurse since 1995, I took about 10 years away from the career and was a new home advisor for home builders in northern Maryland and south-central Pennsylvania. My education in business administration became pivotal as I moved from healthcare to new home sales.

My career sales exceeded \$50 million in about 7 years. While this figure is not important, it was the number of new home communities I sold, which was 10 spanning two states and with 3 builders. This experience gave me a bird's eye view into the development process of new home communities. I understand the entire process of raw land to complete community. I understand the concept of Uniform Building Code, need for controlled and appropriate run/off and silt ponds. I understand the need for community social support,

such as sidewalks and curbs, curb appeal, and other offerings. I understand the need for homeowner's associations, front fee assessments, and other required fees during development.

Additionally, I do have an incredible perspective on new home construction, as I've owned five new homes in my lifetime. While this is a personal perspective, I can contribute to experiences that may help shape decisions.

Another goal would be to bring about needed business as the community grows. As a new community member, I can assure you that Lowe's in Millsboro has benefited me, personally, greatly. I'm sure I've put ruts on Route 113 getting there. I am just one homeowner in this area, I've no doubt many feel the same way. I'd love to see more dining options as well, and I know many other residents have mirrored the same sentiment.

I would like to assist with social/community programs to help improve and enhance our town. One of my most fond memories of my early years as a parent was assisting in building a playground in my hometown of Bel Air, Maryland. A feature was to purchase a fence picket for a nominal fee (I think maybe \$10 or \$20) to have my name added to the project as a volunteer builder. Years later, my own daughter took my grandson to this playground and saw my name. She was quite impressed and proud to know her mom helped to build something that has brought decades of joy to so many children, now her own little boy.

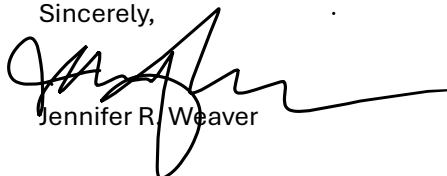
I would love to help something like this to become a reality. It may not be on this scale, but I can't help to believe that community participation would help to bring up the morale so needed as the long-time residents of Georgetown see their beloved farms sold and turned into new home forests.

My experience as a nurse and now nurse practitioner may not contribute quite as much to this role, however I can assure you that as both a salesperson AND health care professional, I can diffuse and relate to most personalities. This is truly a strength that will contribute to this role.

Finally, I would like to contribute to responsible growth policies and methods to fund this growth. For example, littering seems to be part of the social fabric of this area. I would be very interested in attempts at organizing community clean ups or alternatively, finding ways to fund clean ups on a more regular basis than Del Dot or DNRC can perform to help beautify our town.

Thank you again for your consideration of my letter of interest and application for a seat on the board of the Planning Committee. I would be able to comply with the required attendance except for previously scheduled vacations for 2026.

Sincerely,



Jennifer R. Weaver

Downtown Development District Plan Update

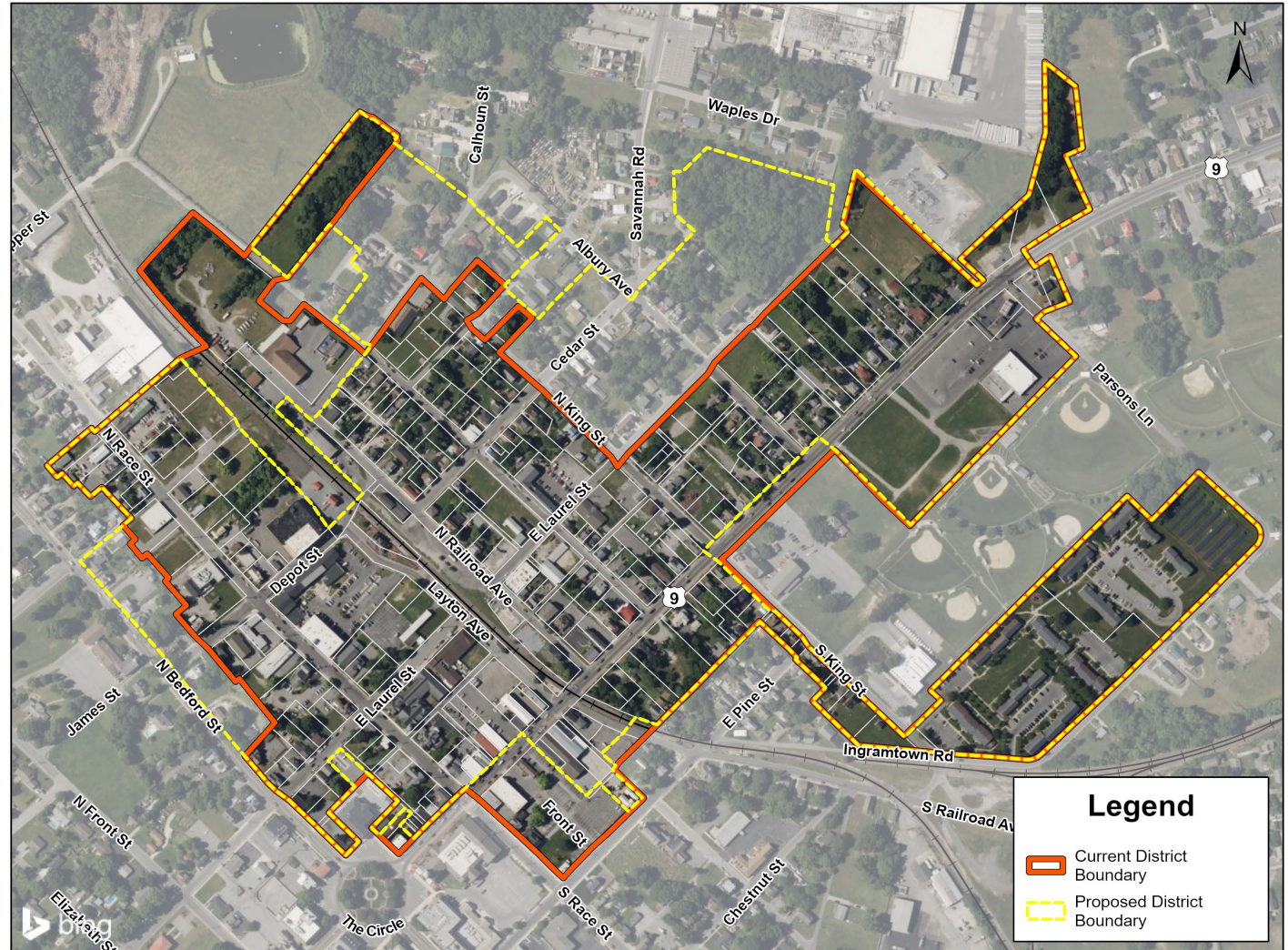
Monday,
June 22, 2026



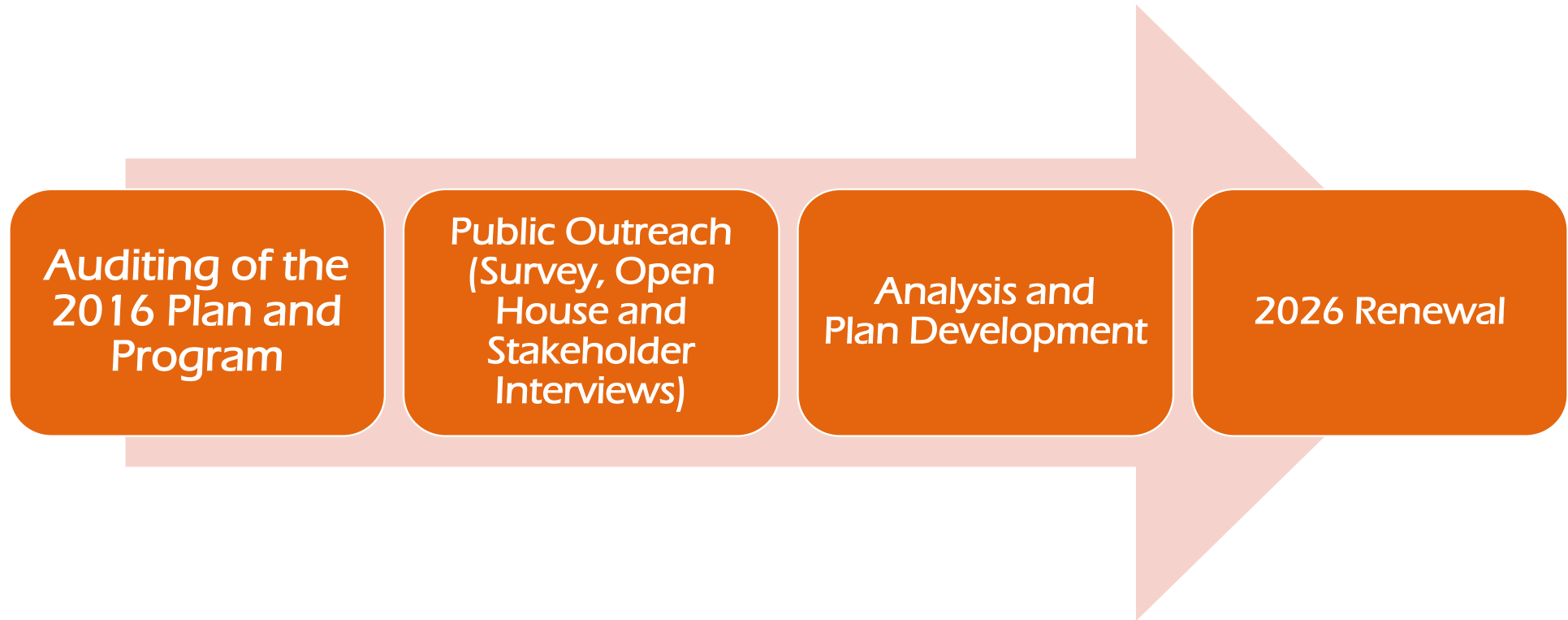
What is the Downtown Development Designation all about?



Downtown Development District Boundary



Designation Timeline



Project Website

- Review Draft Maps
- Participate in surveys
- Review previous DDD Plan
- Get project meeting updates



What Did We Hear?

Need for more restaurant options

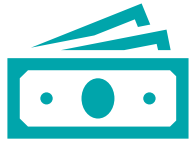
Concern for misperception of crime

Homeless population creates a deterrent
for businesses and visitors

Hard to compete with businesses on Rt.
113

Lack of parking downtown

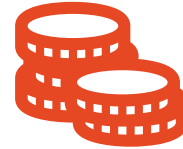
Downtown Development District Incentives



**Building Permit Fee
Discounts:**
\$55,410 distributed to
over 260 applicants



**Façade Improvement
Grants:**
\$7,825 distributed to
19 applicants



**Business License Fees
Waived:**
\$11,640



**Property Tax
Exemptions:**
\$30,260

Existing and Potential Revisions to Incentives

- Façade, Sign and Awning Improvement Grant Program
- 10 Year Property Tax Increase Phase In (on improvements)
- Impact Fee Reduction
- Business License Fee Waiver
- Accelerated Development Review Process
- Building Permit Fee Reduction
- Emergency Services and Georgetown Recreation, Education and Arts Trust Reduction

Previous Investments:



2 Large Projects



15 Small Projects



\$11,498,983.65 - Total value of Private Investment to date

\$1,093,827 - DDD State Rebates



Key Priority Projects

State-required list of specific potential projects that are expected to provide significant positive impacts to the District should they be implemented.

List can be amended annually.

- 107 Depot Street
- 11 North Railroad
- County Land on E. Market Street and Layton Avenue
- 409 E. Laurel Street
- 202 North Bedford Street



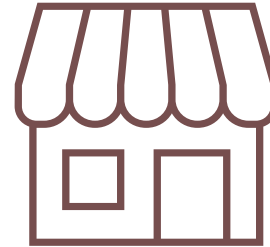
Key Recommendations

- Develop communications and marketing plan for renewed designation.
- Consider forming a permanent Town working group or committee of civic volunteers on Economic Development.
- Consider working with project applicants to pursue state incentives, including partnering with organizations to do that work.
- Look at existing zoning within DDD: many lots that technically have a commercial or business zoning designation (such as UB1 or UB2) are not utilized for commercial at all. Consider ways to incentivize commercial development in these districts.
- Look at parking requirements for zoning districts within the DDD; explore parking requirement reductions for certain in-demand uses or other means of other potential parking reductions.

Next Steps



Refine and Readopt
Incentives Ordinance



Promote the DDD to Developers
and Business Owners

Questions?

Project Manager: Nichole Wiley
Wallace Montgomery –
nwiley@wallacemontgomery.com

Town Representative: Brian Olszak
Town of Georgetown –
bolszak@georgetowndel.com





Town of Georgetown, DE
Downtown Development District Plan
2026 Revision

May 2026

Mayor & Council
Town of Georgetown
39 The Circle



2026 Downtown Development Plan Update:

Since the last Downtown Development Plan submittal, Georgetown has been actively working to implement the goals and objectives identified for the revitalization of the downtown area. With this update, the Town has taken the time to re-visit some of the goals identified as well as identify some new challenges to continue to help the downtown area grow into a space usable for all residents and stakeholders.

Since 2016, the Town has completed several different studies to better identify and understand challenges to further the development of the Downtown area. These include:

- 2017 Cool & Connected...Actions and Strategies for Georgetown, DE
- 2018 Walkability Study
- 2018 Georgetown Downtown Roadmap Report
- 2020 Downtown Dining Case Study
- 2021 Comprehensive Plan
- 2025 Georgetown Bicycle and Pedestrian Study

Using feedback from each of these studies, as well as through working with the Downtown Development applicants, the Town has been able to continue to work with developers, business owners, and stakeholders to employ the incentives identified in the 2016 plan, as well as develop a new list of Key Priority Projects and Recommendations for the 2026 Downtown Development Plan Renewal.



Goals of the Update

With this update, the Town made a point to revise both the Downtown Development District Boundaries, as well as the goals of the plan through the Key Priorities Project list. After holding a public workshop, speaking with several stakeholders, including the Sussex County Realtors Association, the Georgetown Chamber of Commerce, Sussex County Economic Development Office, and the Historic Georgetown Association, the Town had a better understanding of the concerns that business owners and residents had.

Need for more restaurant options

Concern for misperception of crime

Homeless population creates a deterrent for businesses and visitors

Hard to compete with businesses on Rt. 13

Lack of parking downtown

While public perceptions are not always rooted in fact, it is a common misconception that crime is an issue in the downtown area. In addition to crime, homelessness is also a deterrent that was mentioned several times in conversations about challenges of operating a business downtown.

An important goal for the Town has always been to provide affordable housing to its residents, as well as to have affordable housing options available to those looking to relocate to the Town of Georgetown. Currently there are 9 section 8 housing units available to those who qualify, and the Town is actively working to provide more affordable housing choices such as cottage communities, as well as working to reform zoning regulations around housing with help from technical assistance grants from the state.

Current census data reports that in 2025 the average household income has increased to \$47,423, with homeownership at a low percentage of 42%. Public feedback from the survey as well as the workshop could account the low percentage of ownership to lack of Town amenities as well as potentially a function of the overall lack of affordable housing in Sussex County overall.



Implementation

The Town will continue to foster relationships with the Chamber of Commerce, Sussex County Economic Development office, and surrounding businesses in order to provide as much support as possible as a business owner in the downtown area. Using the Key Priority Projects list as an implementation guide will allow the Town to pair initiatives with funding as well as opportunities for development. It will also continue to incentivize the program for those looking to conduct business downtown as well as start businesses downtown. A summary of those incentives already provided is below:



Building Permit Fee Discounts:
\$55,410 distributed to over 260 applicants



Façade Improvement Grants:
\$7,825 distributed to 19 applicants



Business License Fees Waived:
\$11,640



Property Tax Exemptions:
\$30,260

Key Priority Recommendations

While many of the recommendations from the 2016 plan are still relevant today and are incorporated by reference in this update, the following additional recommendations were add as priorities:

- Develop communications and marketing plan for renewed DDD – including new website, and translating all materials into Spanish, exploring other languages in the future as need be.
- Consider forming a permanent Town working group or committee of civic volunteers on Economic Development. Such a committee would aid in coordinating community and economic efforts for the Town which may currently be happening in silos and could reduce redundancies of effort and organize work of multiple parties together.
- Consider taking more in working with project applicants to pursue state incentives, including partnering with organizations to do that work
- Look at existing zoning within DDD: many lots that technically have a commercial or business zoning designation (such as UB1 or UB2) are not utilized for commercial at

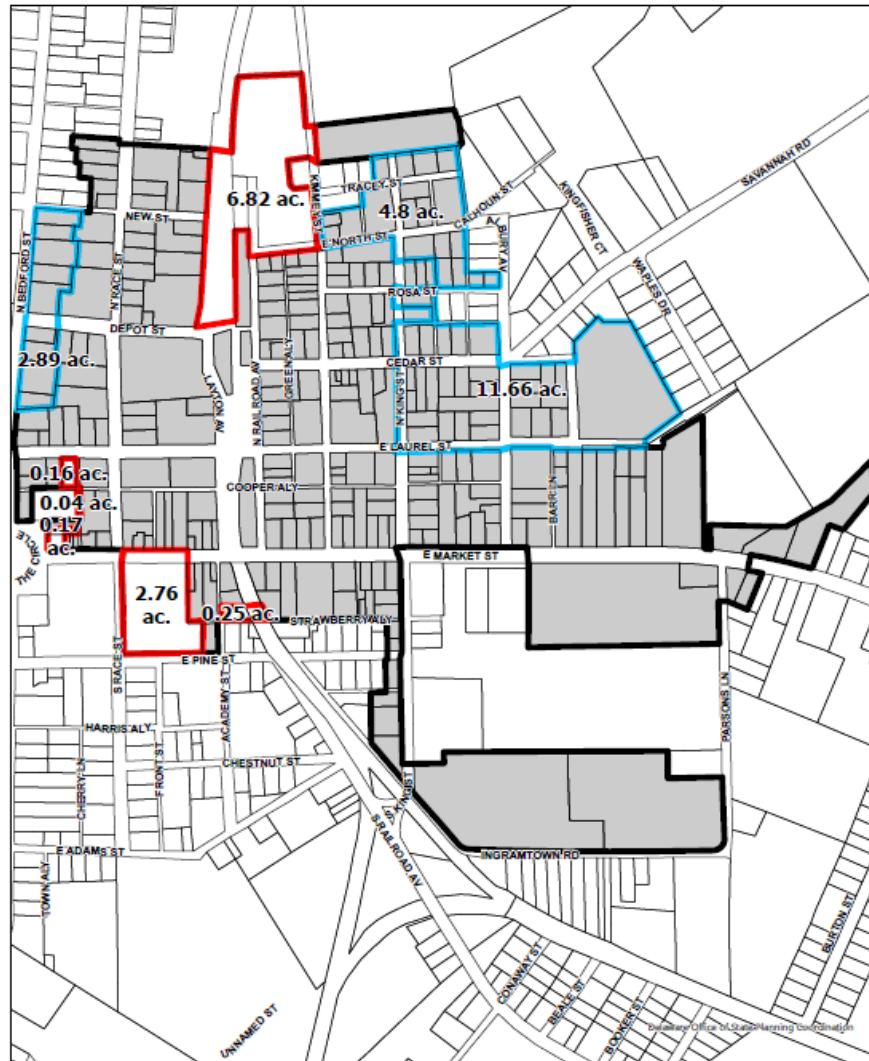


all. UB2 is almost entirely contained within the DDD. Consider ways to incentivize commercial development in these districts

- Look at parking requirements for zoning districts within the DDD; explore parking requirement reductions for certain in-demand uses or other means of other potential parking reductions

Downtown District Boundary Update

The Town took this opportunity to adjust the existing Downtown District Boundary, as seen on the following page. Given that many vacant lots in the Kimmeytown section of Georgetown have been developed since the first plan was adopted, the Town proposes to expand the DDD further east into Kimmeytown, as well as to parts of North Bedford Street, while removing State-owned properties and others not likely to see redevelopment.



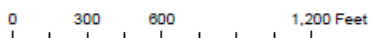
Map 10, Proposed DDD Boundary Revision

- Existing DDD Boundary
- Additions
- Reductions

New DDD Boundary
 293 Parcels
 104.54 Acres
Existing Boundary as of May 2025
 95.59 Acres



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2026 Downtown Development Plan Update:

What's new?

Since the last Downtown Development Plan submittal, Georgetown has been actively working to implement the goals and objectives identified for the revitalization of the downtown area. With this update, the Town has taken the time to re-visit some of the previous goals identified, as well as identify some new challenges to continue to help the downtown area grow into a usable space for all residents and stakeholders.

There is still an overall need to improve the public perception of the downtown area. Through stakeholder interviews as well as public outreach for this update, the Town continually heard concerns in reference to homelessness, crime, etc. Working to change the perception that both of those issues are prevalent in the Town will increase the opportunity for community events, and help to draw businesses to the Downtown area in general.

Purpose and Need

People often refer to downtowns as the “heart” of the community. Like a heart, the downtown pumps life and energy into the rest of the city or town. Busy streets and sidewalks, creative store fronts and colorful streetscapes all help contribute to the character and vibrancy of downtowns. It is critical to cities and towns that they continuously make improvements to their downtowns to ensure the “heart” of their community is always thriving and lively. To help our downtowns and neighborhoods become more dynamic and vibrant

places, the Delaware General Assembly enacted the Downtown Development Districts Act in 2014, which helps our cities and towns create designated areas that can then qualify them for significant development incentives and other State benefits. The Town of Georgetown is seeking to renew its Downtown Development District (DDD) designation as an integral component to its comprehensive economic, housing and community development initiatives.





Georgetown originally received a Neighborhood Building Blocks Fund Grant in 2015 to develop a DDD Plan, in order to one day apply for State designation under this program. The grant, funded by a JP Morgan Chase settlement agreement, awarded \$45,000 to Georgetown to engage a planning consultant and prepare its first District Plan, and in pursuit of its renewal. The District Plan identifies needs, challenges and opportunities within the designated downtown, establishes a shared vision and goals for the downtown, and recommends development strategies and incentives to achieve this vision. The planning process for the Plan included an extensive stakeholder and public outreach process.

Georgetown's downtown has strong bones, rich in history with the capacity and infrastructure to absorb growth. The amount of planning documents and efforts speaks volumes about the Town's design expectations in the area as well as its political will to cultivate positive and context sensitive change. Since its initial DDD designation, the Town has invested in planning studies and actions that address downtown development, including the 2021 Comprehensive Plan, East Market Street Design Standards, Historic District Study Committee, Downtown Façade Improvement Program, and the Branding Initiative and Beautification Efforts Improvement Program. The Town has also made many public investments in the downtown including, but not limited to: improving public spaces such as Wilson Park and developing the Town's first public playground on North King Street, beautifying the streetscapes such as tree plantings and sidewalk upgrades along Market Street, and improving pedestrian safety and mobility such as crosswalks and signage around the Circle, and repairing the Circle Fountain.

While the Town has set forth great energy and taken many steps forward, the downtown still faces many challenges. These challenges first include creating the right mix of uses and promoting day and night economic activity. As the Sussex County Seat the Town consists of mostly weekday daytime activity resulting from the courthouse and government employment. The Town desires to create a more vibrant, 24-hour community where people stay after work to dine, shop and recreate. The downtown would benefit from a wider range of options to engage community residents after hours. It is difficult for a business to be more successful if it is not open during the hours when most people have free time – evenings and weekends.

Second, the downtown struggles to compete with the commercial retail along the Route 113 corridor. This was a common theme heard during the initial DDD Plan designation and continues to be a concern with the submittal of the renewal.

In addition to providing a mix of pedestrian-oriented uses, a third challenge is to improve the physical walking environment. Many times throughout the day it is difficult to cross Market Street, Bedford Street and the Circle. This contributes to discouraging a person from visiting multiple businesses and discourages persons employed in the downtown from visiting businesses over their lunchtime and after work.



Other challenges and needs include reducing the amount and perception of crime within the District area, providing the appropriate amount of parking in strategic locations, enhancing gateways and maintaining the Town's unique historic character. The Town further desires to physically and culturally connect adjacent neighborhoods with minimal adverse impact, as well as promote economic and social diversity within the downtown area.

Benefits

The Town District Plan and DDD designation will result in an additional mix of uses, beautifying the streetscape, and marketing and stimulating economic activity. A live-work-play community requires a mix of residential, retail, service and entertainment uses. Market, economic and social diversity will create a more vibrant place and strengthen the downtown's market position. DDD designation will promote and incentivize infill development of prime vacant and underutilized lands in key locations in the downtown which will in turn be a catalyst to spur redevelopment and physical improvements elsewhere in the District and surrounding neighborhoods.

Designation will help leverage and 'make the case' for other funding opportunities for private and public projects that improve the downtown aesthetic and function, as well as public health and safety. Improvements would make the streets more pedestrian friendly and beautify the public realm generating street activity and foot traffic. Pedestrian activity means more visits to downtown establishments, and puts more 'eyes on the street' creating a safer and more comfortable environment. Such physical improvements may include new street amenities with tree plantings, pedestrian scale lighting, or street furniture such as benches and trash/ recycling receptacles. They may also include façade improvements with creative window displays and signage, or adaptive reuse and restoration of underutilized buildings with historical and/or architectural value.

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

In short, Downtown Development District designation by the State will be a catalyst for public and private investments. Designation will assist to make the entire District, and strategic sites in the downtown, market-ready, and attract and incentivize private capital investment by entitling private construction projects to receive grants and other local incentives. While designation is not guaranteed, this District Plan will be used as the



primary tool to not just stimulate economic activity within the downtown, but to also guide this activity through strategic, efficient and sound investments.

District Planning Process

Stakeholders and Partnerships

Town of Georgetown

The Town will continue to work to promote the District Plan, administer the incentives and work on completing the strategies put forth in the Plan. The Plan can be used as a tool to support the reasons developers and business owners should come to Georgetown.

Georgetown Chamber of Commerce

The Greater Georgetown Chamber of Commerce is a business corporation dedicated to serving its membership. The non-profit 501(c) (6) is organized to promote and advance the business of its members and, through group effort, expand and improve the economic, physical, and social welfare of the Greater Georgetown area. Member benefits include Chamber referrals, broadcast emailing, networking events, special event sponsorships, ribbon cuttings, monthly newsletter, low-cost advertising, Member2Member program, notary services and more.

Historic Georgetown Association

The Historic Georgetown Association (HGA) was formed in 1993 and included Mayor Joe Booth and several members of the Council, Chamber of Commerce, Georgetown Business Association as well as concerned residents. Some of the many important projects the HGA has worked on include the revitalization of Kimmey-town, restoration of the train station and restoring the Town's first fire house. The organization continues to be active in preserving the history and the Town of Georgetown.

Sussex County Economic Development Office

With the motto: Explore, Excite, Exceed the County's Economic Development Office is the "key business connector in Southern Delaware." The Office works closely with businesses of all sizes including start-ups and businesses looking to expand or relocate. Recruit and retention are two key words the Office focuses on. Every day Sussex County's Economic Development Office is striving to ensure all businesses throughout the County are successful through outreach, support and incentives.



Community Outreach

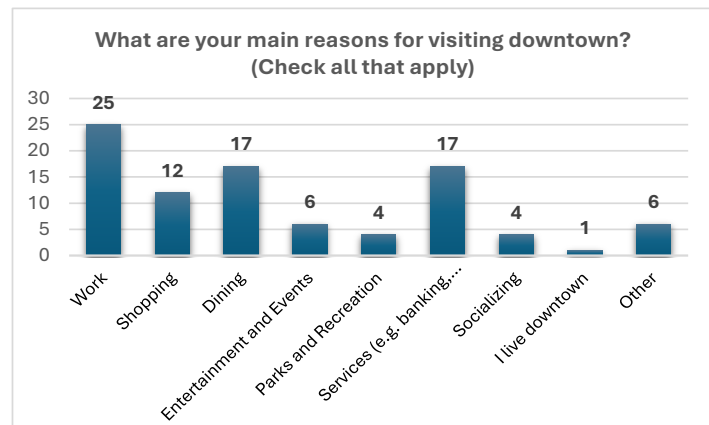
Community outreach is an important component to the planning process. The opinions of residents, business owners and operators, property owners, downtown employees, and visitors help to identify what they think the important issues are that need to be addressed and how they think Georgetown's downtown can be improved for the future. In the process of updating the Georgetown Downtown Development District Plan, community outreach has come into play through several Stakeholder Interviews, a community outreach event, as well as a Downtown Survey for both business owners and residents, available in both English and Spanish.

Downtown Development District Survey

This survey was conducted to receive the public's opinions, experiences, and hopes for the future of the Town center. Twenty-seven (27) questions were asked, and the survey was open until October 31, 2025. A total of 52 completed surveys were received from online and paper copies. Most questions centered around why people travel to downtown, what aspects they value about it, concerns, what changes or improvements are needed, accessibility, livability, sustainability, and what economic development they support.

The survey data showed that most people live outside the downtown area and mostly visited it due to work, dining, or other services, such as visiting their bank or for governmental reasons. Common elements heard through the survey were:

- Lack of available parking.
- Lack of businesses or activities that catch people's interest.
- Would like to see more green space, landscaping, and parks.
- Would like a greater variety of shops, businesses, and restaurants.
- Upgrade sidewalks and improve connectivity/multi-modal forms of travel within the Town.
- Preservation of the character and historic buildings within the Town.
- Congestion issues and lack of traffic calming measures.
- More affordable housing/availability of housing for all age groups.
- More security, lighting, and police presence to make it feel safer at night.





- Concern with the rising rate of homelessness within the Town.
- Local business support and encouragement is very important to the Town.

Downtown Development District Business Survey

A business-related survey was also conducted to receive the local business owner's opinions, experiences, and hopes for the future of the businesses within the Town center. Ten (10) questions were asked, and the survey was open from September 10 to October 31, 2025. A total of 3 completed surveys were received from online and paper copies. Most questions centered around the overall experience of owning a business in Town, accessibility to their business, business challenges, and how Georgetown could improve business support/incentives. Overall, existing business owners feel like owning a business downtown is a positive experience. Common elements from responses were:



Challenges with Parking



Need more variety in regards to shops



Lack of foot traffic due to safety concerns



Need for an expansion of the Development District

Existing Documents

Comprehensive Plan

Georgetown's Comprehensive Plan, adopted in 2021, recommends major policies regarding the development and conservation of the Town and adjacent areas over the next decade. It sets out an overall vision for the Town, where Georgetown is a destination showcasing small town charm, historical prominence, cultural diversity and excellence in educational facilities. The Town will continue to be the heart of Sussex County's legislative



and judicial activity. It will remain a great place to live, work, learn, shop and play, with affordable homes and a strong sense of community. The underlying vision throughout the Comprehensive Plan is to protect vital resources, improve the quality of life for residents and provide new commercial services to the area, especially those that are not already offered in Sussex County.

The overall goal of the Comprehensive Plan is to continually strive to make Georgetown partner with the community to deliver excellent service, and plan for the future while preserving, protecting, and enhancing the quality of life. To help further achieve this overarching goal, the Plan lists 15 goals under a series of topics with specific recommendations, many of which are applicable to the Downtown Development District. Applicable goals fell under the topics of Land Uses and Housing, Community Facilities and Services, Transportation, Natural Features, and Putting the Plan into Action. The Comprehensive Plan also included a series of policies to be considered to strengthen the downtown area.

As part of this Downtown Development District Planning process, the goals and strategies relating to the downtown area were evaluated. Those that are still valid and have not yet been completed have been incorporated into this Plan. This Plan has also augmented the goals and strategies found in the 2021 Comprehensive Plan and set forth additional implementation strategies aimed at creating the vision outlined in this Plan's Downtown Vision.

An updated comprehensive plan will be developed in 2026. The 2021 Comprehensive Plan can be found on the Town's website.

Other Planning Initiatives

- 2017 Cool & Connected: Leveraging Broadband...Actions and Strategies for Georgetown
- 2018 Walkability Study
- 2018 Georgetown Roadmap Report
- 2020 Downtown Dining Case Study
- 2021 Comprehensive Plan
- 2025 Georgetown Bicycle and Pedestrian Study

State Strategies

Every five years, the Delaware Governor approves an update of the Strategies for State Policies and Spending, originally approved in 1999. The strategies represent a combination of state and local land use policies intended to guide State agencies as they make investment decisions. Throughout the successive updates to the Strategies, the District and the majority of the Georgetown remain within Level 1. Designated Level 1 identifies areas that are most prepared for growth and where the State can make the most cost-



effective infrastructure investment for schools, roads and public safety. The State Strategies generally prioritize the most intense State investments in and around municipalities such as Georgetown. These areas typically provide an opportunity for contiguous development that should grow consistently with historic character. The State encourages new development and reinvestment in these areas.

Zoning Regulations and Design Standards

The Town has been proactive in progressing downtown redevelopment by promoting pedestrian-oriented and placemaking principles, and retaining and attracting neighborhood scale businesses.

In general, the mix of zoning districts within the Downtown permit a wide range of uses that is conducive toward creating a vibrant, traditional mixed-use and walkable downtown. However, some permitted uses are antiquated or may be unsuitable for a downtown. Previous planning efforts have recommended prohibiting uses that may have an adverse effect in achieving the desired downtown character, such as “drive-thrus” and auto-oriented business. The Comprehensive Plan recommends that pedestrian-oriented uses be encouraged in the downtown, including retail sales, personal services, offices and restaurants. With few exceptions, the zoning requirements in the District zones generally allow an overall density, rhythm and scale that are typical of traditional downtowns. A more detailed description and assessment of the zoning districts within the downtown are provided in Section 2 District Existing Conditions.



2026 Downtown Development Plan Update:

What's new?

With this update, the Town reviewed its proposed boundary for economic and community development, and revised as necessary. This revision took into consideration potential for future development, or buildings that may have different uses, and also accounted for development growth since the initial submission. It also took into account the development that has occurred throughout the last ten years. Demographic and Housing data was updated to reflect the current submission.

District Boundary

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

Demographics

Population

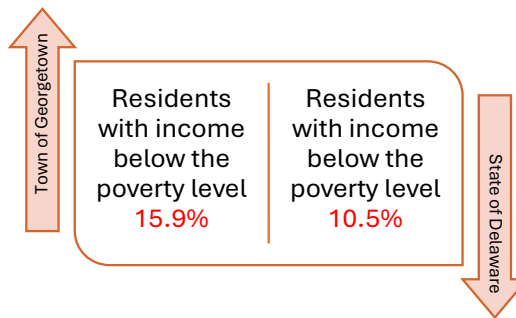
Georgetown's estimated population in 2023 was 7,456, a slight increase over the 2020 US Census count of 7,134, but a 16% increase to the 2010 population of 6,422. While the populations of both Sussex County and the State of Delaware increased somewhat significantly between 2000 and 2013, 32% and 18% respectively, Georgetown's increase exceed both by a fairly strong amount during the same time period. Census Blocks that approximate the District boundary showed a 2010 US Census count of 1,663, an increase of just over 8% from the 2000 Census count of 1,538. The 2023 estimates were not available at the Block level.



Income and Poverty

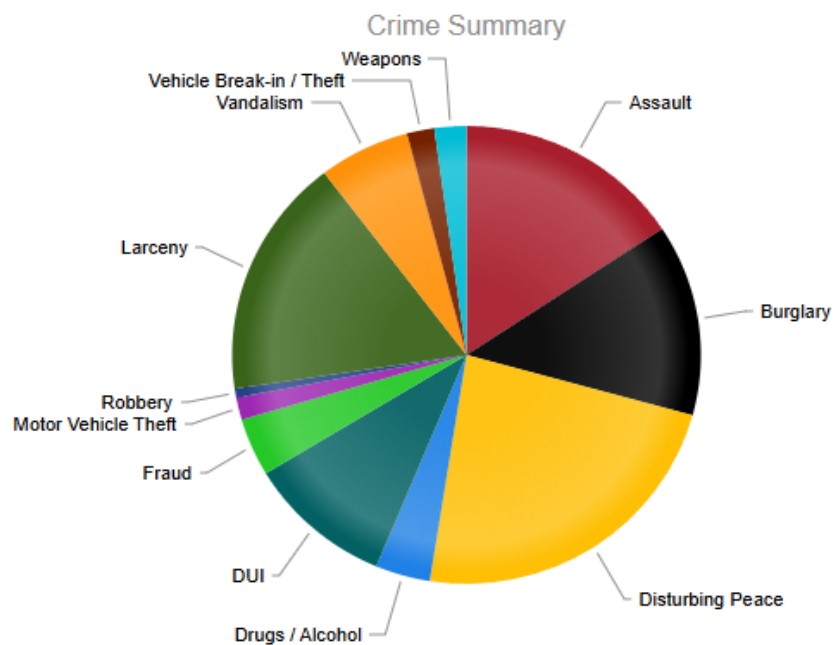
Median household income within the Town was estimated to be around \$47,423 in 2023, which is about three-fifths of the State median of \$82,855. Some of that may be due to inflation, state of the economy, etc. Median per capita income was \$22,713, compared to the State's \$44,219. The 2019-2023

American Community Survey lists Georgetown's poverty rate as 15.9%, a rate almost twice that of the State's 10.7%. While both the State and the nation have been experiencing slight, but steady, increases to the poverty rate since 2000, Georgetown saw an 8% decrease in this rate from 2000-2013, but has had a sharper increase since that time.



Crime

Over the years crime has become an increasing problem throughout the Town. Using an online crime mapping program hosted by the Town, TriTech Software Systems, and the Georgetown Police Department (GPD), crime statistics were extracted for a mile radius of Georgetown. The crime data is extracted through the GPD's records and up to six months of data can be viewed. Between May 1, 2025 and October 1, 2025 there were almost 318 incidents reported. The chart below shows the crime type summary. The most frequent types of crime committed between this time included disturbing peace (74 reports), larceny (54 reports), assault (50 reports), burglary (43 reports), and DUI's (32 reports).



Source: *Crimemapping.com*, crime data from March 1, 2025 to October 1, 2025

It is also important to analyze when reported incidents occur. Tuesdays, Wednesdays, and Fridays are when the majority of criminal activity is being reported and most of them occur after 5 PM.

Source: *Crimemapping.com*, crime data from March 1, 2025 to October 1, 2025

Homeownership and Vacancy Rates

The Town's homeownership rate of 41.9% greatly falls behind the County (82%), State (74%), and national (65%) rates. The addition of rental apartments as well as amount of housing located within the Downtown Development District contributes to the lower rate. Homeownership rates in Georgetown have been consistently lower in recent decades. This can, in part, be attributed to the Town's mobile population, with high rates of housing moves and occupancy changes. In the latter part of the 1980s, almost half of the residents had moved. In the subsequent decade, over 63% of residents moved. Frequent mobility combined with higher poverty rates, yield lower homeownership rates than the Town would like to see. In addition, Georgetown has seen an increase in vacancy rates from 9% to 13.8% between 2010 and 2013. Most of the vacancies in the latter year can be found in the homeowner market. As of 2023 Census data reports, the vacancy rate has dropped to 4.6%.

Statewide rental housing demand is strong for deeply affordable units (those less than 50% area median income) and market rate units (those above 80% area median income) and



the majority of demand for home purchases is from households earning more than 80% area median income.

Georgetown has also experienced a shift not only in the percentage of owner-occupied units versus renter-occupied units, but in the value of those units. The 2020 US Census identified 1,043 owner-occupied housing units. The majority of these, 42% were valued between \$200K and \$300K. 33% were valued above \$300K, while 25% were valued below \$200K. The median value was \$235,000. The number of renter-occupied units also saw an increase of 10%, with 80% of units valued over \$750 per month. The median rental value increased to \$1,200. This indicates a steady rise in both home values and rental prices, reflecting a positive and growing demand for housing in Georgetown.

Housing Stock

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

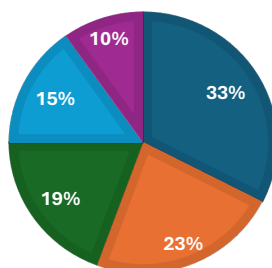
Employment

Georgetown's 2020 population was comprised of 7,134 people aged 16 years and over, with 4,765 of those (or 66.8%) being in the labor force. Four hundred and twenty of those in the labor force, or 8.8%, were unemployed. Workers were employed in the following occupations: production, transportation, and material moving occupations (32.5%); service occupations (23.1%); sales and office occupations (19.4%); management, business, science, and arts occupations (15.2%); and natural resources, construction, and maintenance occupations (9.8%). Most of the Town's residents are private or salaried workers (86.2%), with 10.7% employed by a government entity, and 3.1% being self-employed. Industries representing Georgetown's citizens are shown in the table below.



INDUSTRIES OF EMPLOYMENT

- Production, Transportation and Material Moving
- Service Occupations
- Sales and Office Occupations
- Management, Business, Science and Arts
- Natural Resources, Construction, and Maintenance



Education

The percentage of Georgetown's population that has a high school diploma or higher has increased since 2013, when 65% of the population had achieved this goal. The percentage of the population achieving a bachelor's degree or higher has also increased slightly from just under 14.1% in 2013. In 2023, 66.1% of the Town's adult population had graduated with a high school diploma or higher degree and 15.3% had obtained a bachelor's degree or higher.

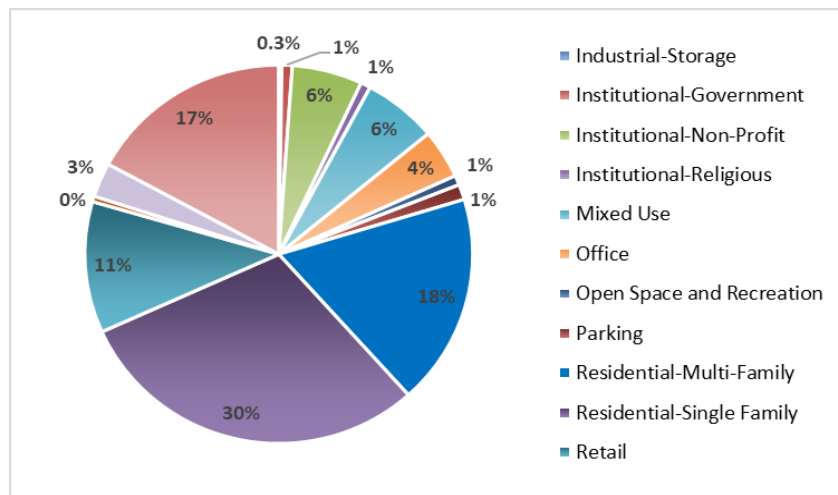
Land Use and Zoning

Land Use

Map 2, Figure 6 and Table 3- Land Use display the distribution of each land use type within the proposed District boundaries. The District contains a diverse mix of uses that are well-dispersed throughout. The most prevalent land uses in terms of land area are open institutional/non-profit, single-family and multi-family residential, retail, and vacant land. These four categories make up 82% of the Proposed District area outside of the road and railroad rights-of way. While single-family residential uses are dispersed throughout the District, the majority of the area is clustered along the north side of East Market Street between Albury Avenue and Parsons Lane. Retail uses are grouped into two categories of general retail of goods and services and food related retail; together they make up 12% of the land area. Eight percent (8%) of the District includes institutional uses such as non-profits (ex. Habitat for Humanity), religious uses (ex, Georgetown United Methodist), and state and local government building sites. Offices and professional uses, including law



firms, make up 4% of the District land uses. Mixed-use buildings that contain retail or offices on the first floor and residential apartments on the upper floors make up 6%. The remaining land uses include industrial, storage, and utility sites.



Land Use	Acres	%
Industrial-Storage	0.23	0.3%
Institutional-Government	0.76	1%
Institutional-Non-Profit	5.15	6%
Institutional-Religious	0.73	1%
Mixed Use	5.45	6%
Office	3.67	4%
Open Space and Recreation	0.72	1%
Parking	1.15	1%
Residential-Multi-Family	15.84	18%
Residential-Single Family	26.30	30%
Retail	9.85	11%
Retail-Food	0.42	0.05%
Utility	2.57	3%
Vacant	15.03	17%
Total	87.87	100%

It is important to note that as the Sussex County seat, the County Administrative Building and the County Courthouse are located in the downtown and directly adjacent to Downtown Development District boundary. While not located in the District, these uses



physically and socially anchor the downtown, and have generated many spinoff uses, such as government and non-profit offices, professional offices such as law and engineering firms, bail bond services and weekday lunch venues.

Zoning

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

Map 3- Zoning, Figure 7 and Table 4 display zoning categories within the proposed District boundaries. The District is made up of nine zoning districts, with the urban business zones (UB1- Urban Business and UB2- Neighborhood Business, and UB3- Professional Business) making up the majority (47%) of the area. The UB3 zone permits offices/professional uses. The UB2 zone permits professional uses as well as neighborhood retail type uses such as, barber shops, banks, restaurants and retail stores. The UB1 permits the largest range of uses, including those in the UB2 and UB3, as well as bakeries, cafes, delicatessens, flower shops, and other similar uses. Many of the permitted uses in the UB zones are conducive toward creating a vibrant, traditional mixed-use and walkable downtown. However, it also permits uses that are antiquated or may be unsuitable for a downtown such as wholesale establishments, warehouses, burial vault preparation, drive-in restaurants, telephone stations and frozen food lockers.

The HD- Historic District covers 8% in the center of the District and surrounding The Circle to the railroad. The permitted uses in the HD- Historic District build upon what is allowed UB zones. The Historic District Committee Report prepared in 2014 stated that allowing the same use as the rest of the downtown would result in the Historic District having no individual identity. The Committee recommended modifying the list of permitted uses to promote a more family and business friendly environment and that were unique to the historic character of the Town, which would be a draw to visitors. There are few entertainment, shopping and restaurant venues that would draw visitors, create the opportunity for employees to stay in Town after 5pm, and attract new residents to live, work and play in the downtown. Previous planning efforts have recommended prohibiting uses that may have an adverse effect in achieving these goals, such pawn shops, adult stores, auto parts, drive-through restaurants, among others. The Comprehensive Plan recommends that pedestrian-oriented uses be encouraged in the downtown, including retail sales, personal services, offices and restaurants.

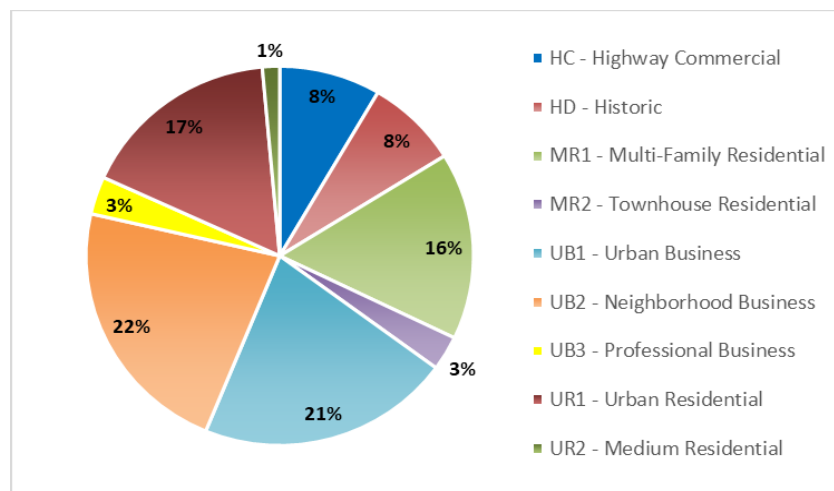
The HC- Highway Commercial zone located at the eastern boundary consists of four parcels making up 8% of the District area. While the uses permitted in the HC- Highway Commercial zone includes uses in the UB zones, it also permits uses that typically exist



along highways such as Route 113, rather than a traditional downtown. These uses include auto sales and service stations, car washes, farm equipment sales and service, lumber and storage yards, and mobile home sales and storage. Some of the properties are currently underutilized, are highly visible and accessible, and are part of the eastern gateway. This area is therefore identified as priority redevelopment area, and is further discussed in the Development Potential section below. It is also noted that the existing land use of the adjacent parcel owned by Georgetown United Methodist Church is open space and recreational; however the zoning is UB1.

Residential uses (UR1- Urban Residential, UR2- Medium Residential, MR1- Multi-Family Residential, and MR2- Townhouse Residential) are mostly clustered around Cooper Alley between King Street and Albury Avenue, and make up the rest of the District at 37%. All of the zones in the District permit residential uses.

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





Zoning	Acre	%
HC - Highway Commercial	7.26	8%
HD - Historic	6.61	8%
MR2 - Townhouse Residential	2.52	3%
UB1 - Urban Business	18.16	21%
UB2 - Neighborhood Business	19.15	22%
UB3 - Professional Business	2.77	3%
UR1 - Urban Residential	14.38	17%
UR2 - Medium Residential	1.24	1%

Development Potential

As shown on Map 4- Development Potential, there are numerous vacant and underutilized parcels that offer opportunities for compatible infill development. There are 46 vacant parcels totaling 18.5 acres and 13 parcels with infill potential totaling 6.5 acres. Lots with infill potential currently contain an occupied building or parking area, but are large enough with large yard areas to be subdivided and accommodate additional development under the current zoning regulations. It is further noted that while the parking areas are used to some extent, they may be underutilized and create unattractive dead spaces on the streetscape. These lots offer an opportunity for higher and more beneficial uses that better fit the downtown historical context and character. As noted above, there is also retail space available in some existing buildings.

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

Map Key	Location	Opportunities
A	Available retail space in existing buildings, large lots with large	These vacant storefronts and lots are highly visible and offer opportunities for infill development that would fill in the



	yards, and underutilized lots near Market Street	gaps, define the street, and add pedestrian activity. There is also an opportunity for temporary uses such as pop-up venues, a farmers market, and other community events.
B	Vacant parcel and open land between Georgetown Square and United Methodist Church	Adjacent to the ballfields and currently used for community events, this area provides enormous potential for infill development and improved community gathering space.
C	Vacant parcels north of East Market Street and east of Parsons Lane	Redevelopment and improvements in this highly visible area would help provide a more attractive gateway for travelers entering the downtown from the west.
D	Vacant parcels to the west of N Railroad Ave	The 2021 Comprehensive Plan notes that there is opportunity for continued redevelopment of underused lands.

Connectivity

Walkability

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

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



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

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





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

In the future the rail line may act as a way to not only improve connectivity within the District but also to surrounding communities. The proposed Lewes to Georgetown Rail-with-Trail will be almost 17 miles of mixed-use trail running along the railroad from Georgetown's historic Train Station to Cape Henlopen State Park. The trail segment which arrives at Georgetown has already been constructed, and the remaining segments from Harbeson to Georgetown are presently being constructed, fully completing the trail all the way to Lewes. Amenities to the trail will include trailheads, mile markers and connections to other trails such as the popular Junction and Breakwater Trail. The Parsons Lane Trailhead is actively in development by the Town, which will be ready by the time the entire trail is completed in 2026. The Lewes to Georgetown Rail-Trail has the potential to improve connectivity, but will also act as a draw bringing people to the District and promoting health and wellness.

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

Another challenge includes reducing the amount and perception of crime within the downtown, which can influence a person's behavior on where, when and how people visit downtown. Almost 100% of people that took the Survey said they feel safe during the daytime, time, but only two-thirds said they feel safe at night. Reasons varied as to why people felt unsafe but two reoccurring points were lack of people walking around and poor lighting. Providing lighting on unlit streets and parking areas, and having more "eyes on the streets" from places being open past 5 pm would help reduce crime and perceived fear of crime, which in turn encourages even more pedestrian activity.

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

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

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

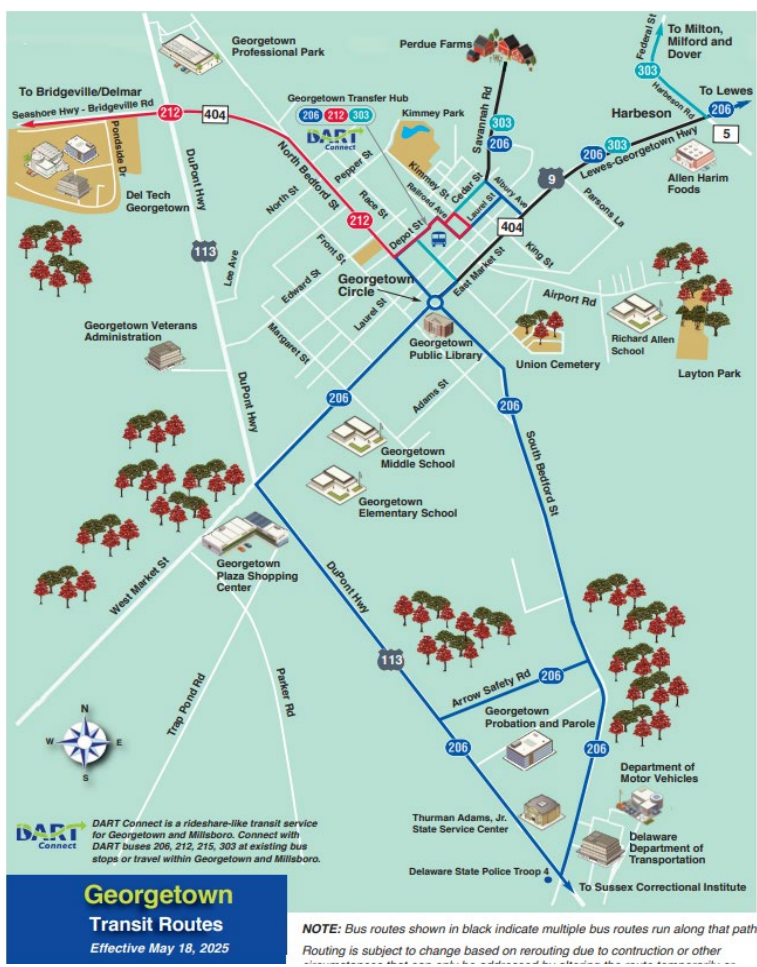


The sidewalks end on Market Street near Albury Avenue, so pedestrians have created their own path.

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

Public Transit

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



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

Gateways, Streetscape, and Public Spaces

The Downtown Development District has one of the most prominent gateways in The Circle and the County Administration Building steeple. These key features in the Historic District



along with the downtown's historic brick architecture and sidewalks, and streetscape amenities such as aesthetic lighting and banners, lets residents and visitors know that they have arrived in the historic downtown and provides a strong sense of place.

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



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

Further west on Market Street, between the railroad tracks and Albury Avenue, residential homes have been converted to offices and retail stores, which further add to the District's unique architecture and pedestrian-scale character. Streetscape amenities, such as brick sidewalks, decorative street lighting, and street trees exist from The Circle to King Street.



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

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



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

There are five recreational areas within the Downtown Development District area. Four of these are public spaces, including The Circle, Wilson Park on Market Street, the recreational fields at the Georgetown United Methodist Church site, and the tot lot on North King Street. These amenities are key assets and opportunities for the District, as they could offer residents and visitors a public gathering space for community events and programs, and another place to visit while in the downtown.



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

Parking

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

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

As noted in the section above, there are some parking areas in the downtown that may be underutilized, and in some cases, do not have improvements such as striping, clearly



designated access driveways and drive aisles, curbing and landscaping. These lots create unattractive dead spaces on the streetscape, and offer an opportunity for higher and more beneficial uses such as improved parking lots and/or infill development that better fits the downtown historical context and character.

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

The Comprehensive Plan also identifies the need to increase the parking supply without interrupting the “face” of the downtown along streets. There is an opportunity to acquire underutilized rear yards for public parking, which could be combined into one coordinated joint parking area. Joint parking spaces often results in a much higher number of parking spaces because the layout is more efficient. Another long-term opportunity is for the Town, the County and the State to jointly consider the construction of a parking structure in a strategic downtown location.

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

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



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



Unimproved parking areas such as these owned by Sussex County could have a better use appropriate for downtown. Many respondents in the Downtown Survey state they want improved parking conditions, though these may be alleviated by the new Family Court parking garage

Natural Resources

Floodplain

The Downtown Development District is in an area of minimal flood hazard, with no special flood hazard areas mapped as of the latest FIRM publication of June 20, 2018.

Wetlands

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



Wellhead Protection

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

Historic Preservation

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

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

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

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

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

Recent Development and Impact of DDD

Not including the Family Court building and parking garage, the District has seen \$11,498,983.65 of capital investment measured by the value of building construction improvements. Map 9 illustrates the parcels which have received investment and received state Rebates for projects in the DDD over the past 10 years. A full accounting of the investment impacts are below:



Sum of Total New Construction Improvement Investment by Land Use

Land Use	Investment
COMMERCIAL	\$ 3,315,431.00
GOVERNMENT BUILDING	\$ 89,619,063.00
MIXED RESIDENTIAL & COMMERCIAL	\$ 700,000.00
MULTI-FAMILY RESIDENTIAL	\$ -
SINGLE FAMILY RESIDENTIAL	\$ 2,538,215.59
Grand Total	\$ 95,272,709.59
<i>Grand Totals (without Govt Buildings)</i>	<i>\$ 6,553,646.59</i>

Sum of Total Renovation Improvement Investment by Land Use

Land Use	Investment
COMMERCIAL	\$ 3,228,929.51
GOVERNMENT BUILDING	\$ 9,770.00
MIXED RESIDENTIAL & COMMERCIAL	\$ 30,375.00
MULTI-FAMILY RESIDENTIAL	\$ 563,054.00
SINGLE FAMILY RESIDENTIAL	\$ 1,114,478.55
Grand Total	\$ 4,946,607.06
<i>Grand Totals (without Govt Buildings)</i>	<i>\$ 4,936,837.06</i>

The DDD Small and Large Rebate Programs have significantly contributed to the investment in Georgetown's Downtown: over \$1,093,827 in rebates have already been granted, with \$828,000 in anticipated Large Rebate Reservations Grants to two projects with qualified real estate investments of \$12,758,619.00. The full accounting of DDD rebate-awarded projects in Georgetown are below:



Georgetown DDD Projects

Rebate	Year	Project Name	Address	Development Type	Construction Type
Large (set-aside)	FY25	Bahar Opportunity Zone	208 & 210 N. Race Street	Mixed-Use	New Construction (in progress)
Large (set-aside)	FY25	Georgetown Apartments 2	700 Ingramtown Road	Residential	New Construction (in progress)
Small	FY25	Georgetown Mini Market, Inc	106 Railroad Ave.	Mixed-Use	New Construction
Small	FY24	Sussex County Habitat for Humanity (15)	211 Rosa St.	Residential	Rehab-Existing
Small	FY24	Sussex County Habitat for Humanity (16)	203 Rosa St.	Residential	New Construction
Small	FY24	Sussex County Habitat for Humanity (17)	207 Rosa St.	Residential	New Construction
Small	FY24	Sussex County Habitat for Humanity (19)	220 Kimmey St.	Residential	New Construction
Small	FY24	Sussex County Habitat for Humanity (18)	224 Kimmey St.	Residential	New Construction
Small	FY24	Sussex County Habitat for Humanity (20)	202 E. North St.	Residential	New Construction
Small	FY24	Sussex County Habitat for Humanity (21)	301 Rosa St.	Residential	New Construction
Small	FY24	Sussex County Habitat for Humanity (22)	303 Rosa St.	Residential	New Construction
Small	FY24	Sussex County Habitat for Humanity (23)	299 Rosa St.	Residential	New Construction
Large	FY24	Greenlea, LLC (3)	4 E. Laurel St.	Commercial	New Construction
Small	FY22	HP Layton Partnership	135 E. Market St.	Commercial	Rehab-Existing



Small	FY21	Epic Homes LLC	8 S. King St.	Residential	New Construction
Large	FY21	Jaelen LLC	201 E. Laurel St.	Mixed Use	New Construction
Small	FY20	Anchor Hope Investments LLC	413 E. Market St.	Commercial	Rehab-Existing
Small	FY18	Greenlea, LLC	32 The Circle	Commercial	Rehab-Existing
Small	FY18	H.P. Layton Partnership	131 E. Market St.	Commercial	Rehab-Existing
Small	FY17	Sussex County Habitat for Humanity (2)	11 N. Race St.	Residential	Rehab-Existing

Regarding the DDD’s effectiveness in increasing population: Georgetown’s estimated 2016 population of 6,917 (ACS 2016), and a 2020 population of 7,150 has increased significantly to an estimated 2024 population of 8,098. While population numbers are unavailable for smaller geographic units such as the DDD area, the growth in new and renovated residential units (see below) point to significant population growth.

Regarding the DDD’s effectiveness in creating jobs: From 2016 to today there has been an increase of over 100 jobs within the DDD – from 446 to 559. While many of those have come from the two Large Rebate projects in the area (the JB Wagamon building and Jaelen LLC/Splash Laundromat), there has been a noted increase in the number of small Hispanic restaurants and retail operations on and around North Race Street.

Regarding the DDD’s effectiveness in improving housing stock: A total of 11 new residences have been constructed which have taken advantage of the DDD Small Rebate, with at least 3 others likely to apply for the Small Rebate in the immediate future. An additional \$1,677,532.55 has been invested into existing single-family and multi-family units in the neighborhood. Habitat for Humanity’s construction of an office and warehouse in the district, which may likely apply for a receive a Small Rebate award as well, will further enhance their capability to deliver housing in the community. Georgetown Apartments II, an existing 49-unit affordable-housing project, is nearing final approval of 12 additional affordable units – the project has also been selected for a Large Project Reservation Award. Another affordable-housing project, Georgetown Apartments I, is going through the approval process of renovating all 79 of its units and improving accessibility to several of those units, where DDD incentives will significantly improve the financial viability of renovating these long-term affordable units.

Regarding the DDD’s effectiveness in providing enhanced retail and entertainment options: The district is responsible for enabling several small grocery store and restaurant operations along North Race Street. However, as reflected in the District Plan Update’s outreach surveys, there is significant progress still to be made on enhancing the



opportunities for diverse retail and entertainment options on East Market Street and elsewhere in the District as well.

Other Developments

Within the last ten years, several changes have occurred to provide affordable housing options to residents and those looking to relocate to Georgetown.

Georgetown successfully opened its first Pallet Village in 2023, housing 40 people who were previously experiencing homelessness. The project was funded by the American Rescue Plan, and is now also home to a community center, where residents can access a kitchen, office spaces, and community meeting rooms. This space will further allow residents of the pallet village to transition out of homelessness. The success rate has seen roughly 30% of residents transition to permanent housing, while approximately 10% have returned to homelessness over the last two years.

There is currently discussion surrounding the development of James Place – a single family residential to mixed residential community propose for the 22 acre parcel located on North Bedford Street. A public hearing was held on April 28th, 2025 to introduce the future land use map amendment to allow for the development. Habitat for Humanity would be in support of the project, using 20 of the properties for affordable housing.

The Town has seen the addition of the Family Court building as well as the future associated parking garage downtown as well, and has seen considerable development within the Kimmeytown area – resulting in the current request to expand the Downtown Development District Boundary to encourage the continued development of that area.

With the potential new developments coming to Georgetown, the Town is hopeful that the revitalization of downtown would occur organically – with more businesses and restaurants opening to support foot traffic and resident needs. Incentivizing this area through the DDD plan would assist in the growth necessary to allow for continued improvement downtown.



2026 Downtown Development Plan Update

What's new?

The Town has taken the time to review the implementation table initially submitted and revised the projects into more measurable items, as seen on the attached “Implementation Schedule” table, and added new recommendations to respond to new and evolving challenges, added below. Listed below are the Town’s Key Priority Projects moving forward.

What stayed the same?

While the list may be smaller, the Town is still working towards many of the goals initially submitted in the original Plan, including increased downtown activity, incentives, cohesive plans with the Chamber as well as local Real Estate offices to market vacant properties, and boosting the social media presence to attract more visitors to the Downtown area.

Key Priority Projects

As a result of the new requirement for DDD’s to identify Key Priority Projects, the Town of Georgetown has identified the following properties where projects might have a positive, catalyzing effect on the overall development and revitalization of the District:

107 Depot Street (ASPIRA School)

The former Ice House at 107 Depot Street has been underutilized for several years. A vestige of Georgetown’s industrial past, the property’s large size has proved challenging to adapt for modern uses. Owned and developed by an Opportunity Zone investor, the site will become the home of Las Américas ASPIRA Academy, a bilingual-education K-8 charter school. Anticipated with the school’s development is significant multimodal facilities, including expanding pedestrian infrastructure, traffic calming, and marked crossings. Its development will provide a needed amenity and community resource within walking distance of many potential students and their families, activating a street which otherwise felt more industrial.



11 North Railroad

This property has been vacant since the former dry-cleaning facility at the site closed. The property is a certified brownfield due to previous contamination, which has limited its redevelopment potential and challenges those seeking to invest in the immediate area. Additionally, the previous building which was demolished took up most of the small parcel and, because of the parcel's size, meeting parking requirements will be challenging. So close to East Market Street, this site could be a great candidate for a commercial application. The existing DART Bus Depot abutting the property to the north, leased from Norfolk Southern, may continue in its current state, but development of 11 North Railroad Avenue could catalyze development of other vacant lots in the area, such as a lot diagonal to this property (100 N. Railroad Avenue).



County Land on E. Market Street and Layton Avenue

Located in the heart of Georgetown’s downtown, these county-owned lots represent a potential game-changing development opportunity. Presently used as paved and unpaved parking lots, these two properties may likely see less usage as the new Family Court Building’s parking garage comes online. Access to the site from Layton Avenue or the rear alley could enable a signature, multistory mixed-use building built right to the sidewalk. This work could also catalyze the development of an adjacent vacant parcel (137 E. Market Street), the successful development of which might only be accomplished through cooperation with these two other parcels.



409 E. Laurel Street

Proposed to be added to the District, this property is a 3.5-acre vacant parcel, and is the largest undeveloped parcel left in Kimmeytown. A developer would need to extend street access and utilities into the site. This site may be suitable for a denser residential development type, but the site would require a zoning amendment. When developed, this will provide a dramatic increase to the housing availability in the neighborhood and could stimulate additional developments within the parts of the neighborhood nearby newly-added to the District.



202 North Bedford Street

Proposed to be added to the District, this property is a former sober-living house presently for sale (as of this writing). This is a building on a high-visibility corner coming into Town that could serve as a historic renovation and adaptive reuse project. Presently residentially zoned, there has been a proposal to convert the structure into a restaurant and inn. Should this not proceed, there is still significant potential for a commercial application at this site, given its location. The property abutting to the north is also for sale (as of this writing), so there may be opportunities to co-develop the two properties.



New Recommendations

- Develop communications and marketing plan for renewed DDD – including new website, and translating all materials into Spanish, exploring other languages in the future as need be.
- Consider forming a permanent Town working group or committee of civic volunteers on Economic Development. Such a committee would aid in coordinating community and economic efforts for the Town which may currently be happening in silos and could reduce redundancies of effort and organize work of multiple parties together.
- Consider taking more in working with project applicants to pursue state incentives, including partnering with organizations to do that work
- Look at existing zoning within DDD: many lots that technically have a commercial or business zoning designation (such as UB1 or UB2) are not utilized for commercial at all. UB2 is almost entirely contained within the DDD. Consider ways to incentivize commercial development in these districts
- Look at parking requirements for zoning districts within the DDD; explore parking requirement reductions for certain in-demand uses or other means of other potential parking reductions

Implementation Schedule

It is going to take continuous work to put this plan into action. There is no one fix or solution to improve Georgetown's downtown; instead it will take many short-term actions with a long-range perspective. A vision for the downtown and the goals and objectives have been established through public and stakeholder outreach process including the downtown survey, community events, and the Task Force meetings. Through this process Georgetown's assets, challenges to overcome, and opportunities for improvement have been identified. The next step is to outline recommendations for the Town to move forward and start implementing these solutions to create a healthy and vibrant downtown.

This Implementation section is intended to function as a summary and an implementation tool for the Downtown District Plan. It is intended to assist town officials and staff in coordinating planning actions with other government agencies and making decisions in a timely, systematic manner. Many of the recommended strategies involve coordinating with other governing agencies and partners that have a shared interest or jurisdiction towards obtaining technical guidance and assistance, securing funds, seeking approval, coordinating physical improvements, and aligning common goals.



The following table, Implementation Schedule, summarizes the recommended strategies provided throughout this plan, lists the applicable agencies and partners to coordinate with, and prioritizes the strategies. The recommendations are grouped into three categories: Short term, High Priority and Medium Priority. The Town should act on the short term items immediately in order to benefit from and work in conjunction with the State Downtown Development District incentives and the Town's local incentives. Short term items are also grouped with High Priority recommendations. The Medium and High Priority recommendations are grouped by actions that need to be completed but are more long range strategies (Medium), and those that need to be completed in a timely manner after designation (High). All the recommendations presented in this Plan may require further analysis and discussion in the next Comprehensive Plan Update. Criteria for selecting the priorities include the following: 1) Level of importance towards achieving downtown development goals, 2) Realistic expectation to achieve in a certain time frame, 3) Logical order to implement a task prior to the implementation of other tasks, and 4) Feasibility considering resources, available funding and time. This table will further serve as a checklist for the Town in implementing the District Plan.

Key Recommendations

RECOMMENDATIONS	POTENTIAL PARTNERS & COORDINATING AGENCIES	PRIORITY LEVEL	POTENTIAL TECHNICAL & FINANCIAL ASSISTANCE
HOUSING			
Promote and advertise the use of grant and loan programs to assist lower income homeowners in rehabilitating and maintaining homes.	Delaware State Housing Authority Habitat for Humanity Chamber of Commerce	Medium	DSHA's Affordable Housing Resource Center Community Development Block Grant (CDBG) USDA Rural Development Loans and Grants Rural Repair and Rehabilitation Housing Preservation
Put together a community group that would be willing to walk the District and identify properties that need improvements. Local organizations could then offer to assist with small home improvements for donations.		Medium	Town Resources
ECONOMIC & RETAIL DEVELOPMENT			
Consider forming a permanent Town working group/committee of civic volunteers focused on Economic Development; This committee would aid in coordinating community and economic efforts for the Town which may currently be happening in silos and could reduce redundancies in effort and organize work of multiple parties together.	Town of Georgetown	High	
Proactively market downtown Georgetown as a business-friendly area and emphasize the revisions the Town has made to their Code making their approval process clearer and more streamlined.	Chamber of Commerce	High	Town Resources
LAND USE, ZONING & DEVELOPMENT POTENTIAL			
Encourage adaptive reuse of existing structures that have character and architectural significance for new uses rather than replacement them. Preserve and protect home-like business structures east of the railroad.	Historical Society Sussex County Office of Historic Preservation State Historic Preservation Office	High	Town Resources
Look at existing zoning within DDD: many lots that technically have a commercial or business zoning designation (such as UB1 or UB2) are not utilized for commercial at all. UB2 is almost entirely contained within the DDD. Consider ways to incentivize commercial development within these districts.	Town of Georgetown	Medium	
Ensure the design for mixed-use and commercial buildings is sensitive			

to the overall character of the neighborhood, and that the buildings are human scaled and pedestrian friendly.		High	Town Resources
NATURAL & CULTURAL RESOURCES			
Encourage appropriate reuse of older buildings, particularly including rehabilitation of historically or architecturally significant buildings.	State Historic Preservation Office	High	Town Resources
CONNECTIVITY & WALKABILITY			
Identify, enhance, and maintain appropriate traffic calming and pedestrian safety measures for Market Street, Race Street, and other Key streets as necessary	DelDOT	High	
Determine the trail head location for the Lewes to Georgetown Rail-with-Trail plan and work towards funding and implementation of the Georgetown portion of the trail.	DelDOT	High	Municipal Street Aid Transportation Alternatives Program (TAP) Community Development Block Grant (CDBG)
GATEWAYS, STREETScape & PUBLIC SPACES			
Identify, prioritize, and construct placemaking improvements along Market Street and Race Street, and at the District's gateways, including but not limited to: Extending streetscape improvements, such as sidewalks, traffic calming, and pedestrian scale lighting with banners; Establish wayfinding signage to attractions and parking.	DelDOT and DNREC	Medium	Municipal Street Aid Transportation Alternatives Program (TAP) Community Development Block Grant (CDBG)
			Delaware/Main Street USA
PARKING			
Evaluate and improve wayfinding signage with a parking-unique logo to guide drivers to parking areas (such as areas on Railroad Avenue and Layton Street)		High	
Look at parking requirements for zoning districts within the DDD; explore parking requirement reductions for certain in-demand uses or other means of other potential parking reductions	Town of Georgetown	Medium	
Conduct a thorough parking analysis and make recommendation for improved parking at businesses and points of interest			
COMMUNITY EVENTS			

Consider holding food related festivals such as an International Food Day on Race Street where local restaurants and other vendors could participate, or an annual Food Truck Festival/"Food Truck Friday" event where food trucks could be licensed to be set up in Town one day a week.	Chamber of Commerce Convention and Visitors Bureau for Sussex County	Medium	
Better advertise community events by using all forms of media, TV and Radio, Newspaper, Town and Community websites, and social media.	Chamber of Commerce Convention and Visitors Bureau for Sussex County	High	
MARKETING/GENERAL			
Develop a strategic marketing campaign for Georgetown for general informational purposes and to market community events.	Chamber of Commerce Convention and Visitors Bureau for Sussex County	Medium	
Develop communications and marketing plan for renewed DDD - including new website, with all materials available in Spanish (other languages to be explored in the future as needed).	Town of Georgetown	High	
Consider taking more in working with applicants to pursue state incentives, including partnering with organizations to do that work	Town of Georgetown	Medium	



Program Administration Analysis

Overall the program is integrated into the several workflows of Town Administration. The Town Community Development staff discuss the incentives available at every Predevelopment Meeting focused on a property in the DDD. Town staff administer the long-term incentive programs, such as the Property Tax Phase-In programs, successfully.

However, it's been determined that there may be under-participation in the non-Town incentive and rebate programs (i.e. those that must be applied for, such as the State and County rebate and other programs) from those applicants in the Hispanic or Latino communities. Presently, DDD promotional materials are not translated into Spanish: this is something the Town is actively pursuing to rectify. Stakeholder interviews revealed that there was a perception that DDD benefit opportunities were not being communicated adequately, or that there was not enough flexibility in applying to the programs. There were also misperceptions that the Town incentives (such as building permit and impact fee discounts) had to be applied for to be awarded, instead of being automatically granted upon building permit approval. Additionally, partnerships are being sought to partner with Hispanic and Latino business organizations to ensure that information about the DDD program is accurate and kept up to date. The Town will also develop partnerships to increase knowledge-sharing and technical assistance.

Existing and Potential Revisions to Incentives

Façade, Sign and Awning Improvement Grant Program

This program addresses the maintenance and rehabilitation needs of building facades in the Downtown Development District by offering 50/50 matching grants to interested, qualified building and business owners. Grants may be awarded for up to 50% of the total cost of qualified façade rehabilitation, repair, or restoration projects, signs, or awnings with a maximum grant award of \$500. The annual amount set aside for this program is \$3,000, funded from Real Estate Transfer Tax revenues. A cash match is required. Grants are awarded on a reimbursement basis only after the applicant demonstrates full compliance with the grant award. Each eligible improvement may be phased over two fiscal years in order to maximize grant assistance. Full details on this grant program along with the current application (if application period is open) can be found on the Town's website.

Analysis of Effectiveness: The program has been used successfully by several business and property owners; however, the funds allocated each year have only rarely been fully committed to grantees. The Town will expand the marketing and advertising around this particular incentive, especially because it can enable quick and low-cost repairs that can have an outsized impact on the aesthetics of a property and neighborhood.



Realty Transfer Tax Exemption – 1st Time Homebuyers

This program was established in August 2004 and applies to the entire Town. As stated in the Town of Georgetown Code (Chapter 199, Article I, Section 199-3) there is no tax imposed on realty transfers for those that qualify as first-time home buyers. A first-time home buyer is defined as a person who “individually or as a co-tenant, has at no time held any interest in residential real estate, wherever located and which has been occupied as his or her principal residence, and who intends to occupy the property being conveyed as his or her principal residence within 90 days following recordation.” This incentive encourages first-time home buyers to consider Georgetown over neighboring communities. It is a big financial step to buy your first home and this program helps to lessen some of that cost. This program applies everywhere in Town, not just in the District.

10 Year Property Tax Increase Phase In (on improvements)

This program applies to the incremental increase in the property tax due as a result of the improvement. The phase in will be a 10% increase each year. In year one the Applicant would only pay 10% of the actual property tax, increasing by 10% each year until the full annual property tax is paid in year 10. A chart is included below:

Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

Analysis of Effectiveness: This incentive definitely positively affects the long-term viability of a project. It is especially beneficial for residential projects when a new homebuyer can be settled in a home before the full increase in property taxes will be felt.

Impact Fee Reduction

The fee reduction will be based on the type of use. Projects of a commercial nature will be afforded a 20% reduction in water and sewer impact fees. Mixed use projects (commercial and residential) will allow for a 35% reduction in fees. The fee calculation will be based on one initial EDU with additional EDU’s being calculated at the end of the first 12 months in operation. A table illustrating the fee reductions is shown below. As mentioned, there are many up-front costs associated with development, and this is another incentive that will help lessen the cost burden.

Utility	Impact Fee	Commercial	Mixed Use
Water	\$1,599.00	\$1,279.20	\$1,039.35
Sewer	\$7,400.00	\$5,920.00	\$4,810.00
	\$8,999.00	\$7,199.20	\$5,849.35
Savings		\$1,799.80	\$3,149.65



Analysis of Effectiveness: The majority of projects in the Georgetown DDD have been residential in nature, so those projects have not been able to partake in these incentives. However, the commercial and mixed-use projects have indeed benefited.

Business License Fee Waiver

The annual Town of Georgetown Business License Fee will be waived for the first five years a business is in operation. Previously, this fee waiver only applied to new businesses, but the Town is proposing to amend the program in order to qualify existing businesses which are relocating to the DDD for this fee waiver. An Applicant that utilizes the fee waiver will still be required to complete a Business License application to be kept on file. There are many up-front costs associated with starting a new business and this incentive will alleviate some of those costs.

Analysis of Effectiveness: The Town found that businesses moving from a home-based business model to having a physical presence in the DDD were not benefiting from this incentive. Also, businesses wishing to open a second or additional location in Georgetown would not qualify as a “new business,” even if they are new to Georgetown or new to the district. It is the goal of the DDD to incentivize businesses to locate to and invest in the Downtown, and amending this incentive as mentioned above will further this goal.

Accelerated Development Review Process

All projects that are in complete compliance with the Town Zoning Code are administratively approved. Planning Commission hearings are not required if a project can be administratively approved, provided no design standard waivers or other relief is required. All reviews, controlled by the Town, are completed within three weeks of submission. Whether it is a new or renovation project time is a big factor, from first concept stages to construction. An accelerated review process will allow a project to continue to move forward in a timely manner.

Analysis of Effectiveness: While project owners appreciate the incremental time difference in receiving back reviews from Town engineers and staff, if it is a large project such as a new commercial building, the complexities of the project are generally not weighed down by discretionary approvals. Stormwater and other infrastructure design work cannot necessarily be accelerated. The Town will continue to find efficiencies in the design review process to ensure timely approvals, and hope that recently implemented electronic plan review and online permitting portals will expedite design reviews.



Building Permit Fee Reduction

All projects are eligible for a reduction in the Building Permit Fee based on the value of the improvement. The reduction amount ranges from a minimum of 15% to a maximum of 75%. The reduction amount increases as the value of the improvement increases. The chart below illustrated how the incentive works:

GREATER THAN OR EQUAL TO	BUT NO MORE THAN THAN	COST	DDD	Savings
\$ 300.00	\$ 1,000.00	\$ 25.00		\$ -
\$ 99,000.01	\$ 100,000.00	\$ 520.00		\$ -
\$ 100,000.01	\$ 101,000.00	\$ 525.00	15%	\$ 78.75
\$ 999,000.01	\$ 1,000,000.00	\$ 5,020.00	15%	\$ 753.00
\$ 1,000,000.01	\$ 1,001,000.00	\$ 5,025.00	30%	\$ 1,507.50
\$ 1,999,000.01	\$ 2,000,000.00	\$ 10,020.00	30%	\$ 3,006.00
\$ 2,000,000.01	\$ 2,001,000.00	\$ 10,025.00	45%	\$ 4,511.25
\$ 2,999,000.01	\$ 3,000,000.00	\$ 15,020.00	45%	\$ 6,759.00
\$ 3,000,000.01	\$ 3,001,000.00	\$ 15,025.00	60%	\$ 9,015.00
\$ 3,999,000.01	\$ 4,000,000.00	\$ 20,020.00	60%	\$ 12,012.00
\$ 4,000,000.01	\$ 4,001,000.00	\$ 20,025.00	75%	\$ 15,018.75
\$ 4,999,000.01	\$ 5,000,000.00	\$ 25,020.00	75%	\$ 18,765.00
\$ 5,000,000.01	\$ 5,001,000.00	\$ 25,025.00	75%	\$ 18,768.75

Analysis of Effectiveness: This has significantly improved financial viability of projects, especially for large projects that have an increased discount rate.

Emergency Services and Georgetown Recreation, Education and Arts Trust Reduction

All projects are eligible for a 50% reduction in this fee. The fee is based on the value of the new construction cost and is a sliding scale with a minimum of 0.10% and the maximum of 0.50%. A chart showing the fee reduction amount is shown below:



Value of Improvement	Emergency Services Fee	GREAT Fund Fee	Improvement Value	Fee	DDD
Less than \$99,999	0.10%	0.10%			
\$100,000 to \$499,999	0.30%	0.30%	\$150,000	\$900	\$450
Over \$500,000	0.50%	0.50%	%1,500,000	\$15,000	\$7,500

Analysis of Effectiveness: As above with the building permit reductions, this incentive does add value to projects.

Zoning

Upon initial designation, the Town considered enacting form-based code provisions to apply in the Downtown Development District. Choosing to not advance those measures, the Town would consider revisions to Zoning provisions in this program renewal period. In particular, the UB2 Neighborhood Business district may benefit from revisions. Presently, increased setbacks and requirements to ensuring a building has the appearance of a single-family dwelling limit the full feasibility of pedestrian-friendly, downtown development along much of East Market Street and North Railroad Avenue. The UB2 District is almost entirely contained within the geographic area of the DDD, so beneficial changes would be particularly felt to commercial or mixed-use projects.

Value of Incentives

To show how the incentives package could have an impact on potential developers two scenarios have been put together showing the outcome of a renovation and new construction.

Renovation – Improvement: \$150,000.00

Assumptions – Commercial Structure, One (1) EDU Required



<u>Item</u>	<u>No Designation</u>	<u>DDD Designation</u>	<u>% Reduction</u>	<u>Incentive Value</u>
Building Permit Fee	\$ 771.00	\$ 655.35	15%	\$ 115.65
Property Tax	\$ 760.80	\$ 76.08	90%	\$ 684.72
Impact Fee	\$ 8,999.00	\$ 7,199.20	20%	\$ 1,799.80
Business License	\$ 78.00	\$ -	100%	\$ 78.00
Emg Svcs & GREAT Fee	\$ 1,500.00	\$ 750.00	50%	\$ 750.00
Total	\$ 12,108.80	\$ 8,680.63		\$ 3,428.17

Percentage of Savings 28%

New Construction – Improvement: \$1,500,000.00

Assumptions – Mixed-Use Structure, Two (2) EDUs Required

<u>Item</u>	<u>No Designation</u>	<u>DDD Designation</u>	<u>% Reduction</u>	<u>Incentive Value</u>
Building Permit Fee	\$ 7,521.00	\$ 5,264.70	30%	\$ 2,256.30
Property Tax Svgs (Yr 1)	\$ 7,608.00	\$ 760.80	90%	\$ 6,847.20
Impact Fee	\$ 17,998.00	\$ 11,698.70	35%	\$ 6,299.30
Business License	\$ 78.00	\$ -	100%	\$ 78.00
Emg Svcs Fee	\$ 15,000.00	\$ 7,500.00	50%	\$ 7,500.00
Total	\$ 48,205.00	\$ 25,224.20		\$ 22,980.80

Percentage of Savings 48%



Funding Opportunities

The following is a list of agencies and programs that could provide valuable funding opportunities, as well as partners for technical support to complete the implementation strategies.

Community Development Block Grant (CDBG)

www.hud.gov/cdbg

Delaware Historic Preservation Tax Credit Program

<http://history.delaware.gov/preservation/taxcredit.shtml>

Delaware Main Street / USDA Rural Community Development Initiative Grants

<http://www.rd.usda.gov/programs-services/rural-community-development-initiative-grants>

Delaware Preservation Fund

<http://preservationde.org/delaware-preservation-fund/>

DSHA's Affordable Housing Resource Center

http://destatehousing.com/AffordableHousingResourceCenter/ot_toolbox.php

Municipal Street Aid

<http://deldot.gov/information/projects/msa/>

NCALL

<http://www.ncall.org/>

Sussex County Association of Realtors

<http://scaor.com/>

Surface Transportation Block Grant Program, formerly Transportation Alternatives Program (TAP)

<http://www.fhwa.dot.gov/specialfunding/stp/160307.cfm>

USDA Rural Development Loans and Grants

<http://www.rd.usda.gov/programs-services>

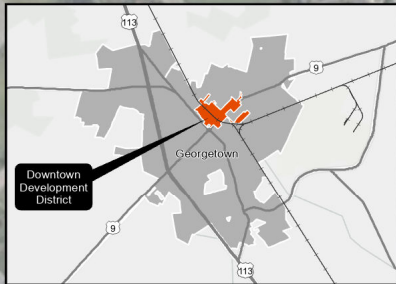
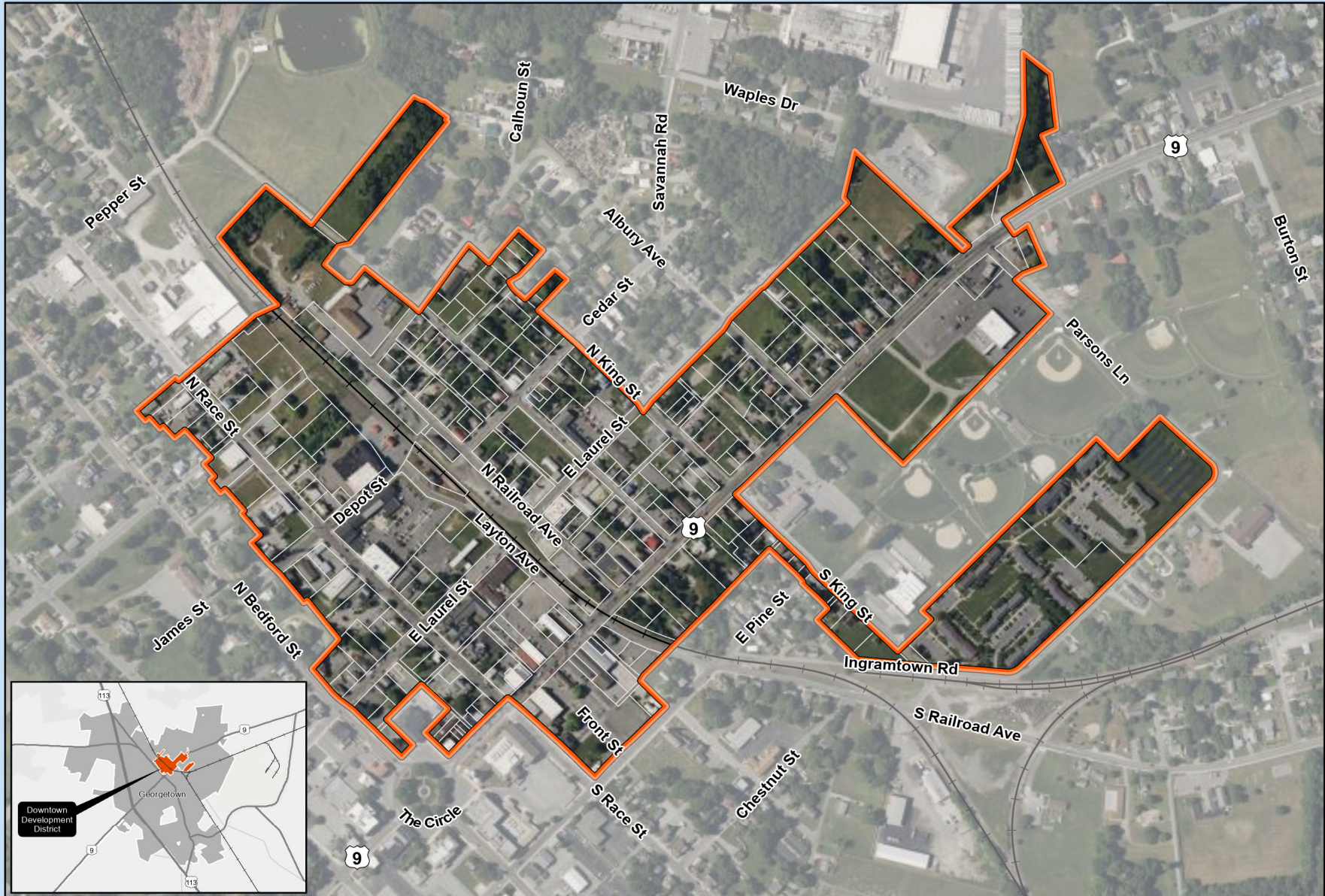


Conclusion

The Town of Georgetown has been working to improve the downtown for years through planning projects and design guidelines specific to the downtown, as well as going through a rebranding process. With all the efforts the Town has put forward they have yet to see their vision achieved. There are numerous obstacles that have kept the downtown from becoming the vibrant and thriving area the Town wishes to see. Putting a Downtown Development District (DDD) Plan together, and applying for DDD designation, has been a great opportunity for the Town to concentrate on a specific area of the downtown and explore the issues it faces and how to best solve those concerns.

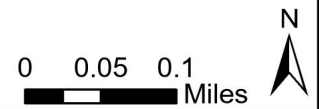
Through the process of completing this District Plan there was a real focus on the existing conditions of the Town, downtown and proposed District. Topics such as demographics, land use and development potential, and economic development were all thoroughly researched. This helped to clearly identify the number of critical issues the downtown faces. Once the issues were understood, a comprehensive list of goals and strategies were put together that in concert will work to help solve the identified issues.

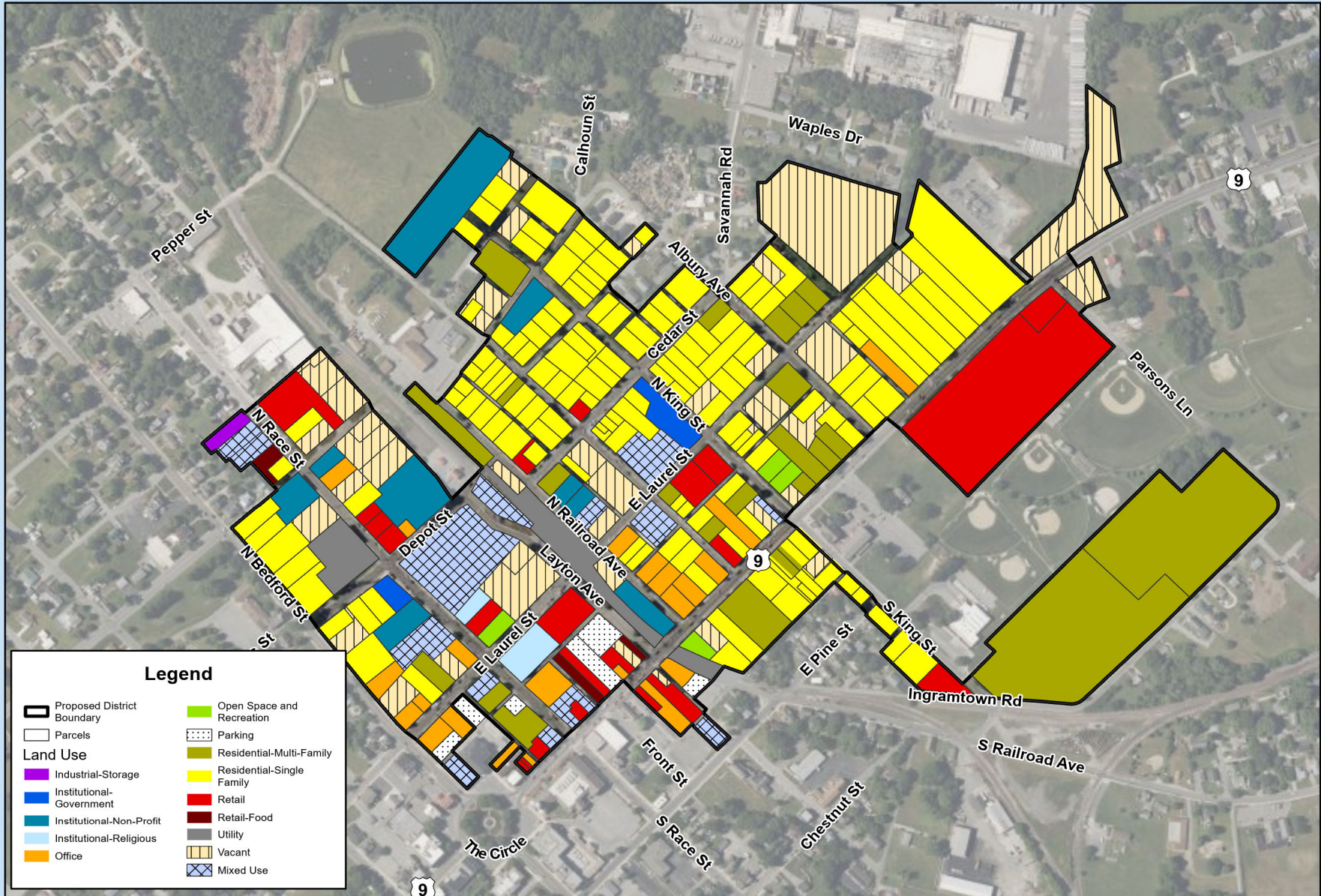
The District Plan also categorizes the strategies in an implementation schedule that the Town can use as a planning tool to apply the strategies in an organized and systematic manner. The strategies are prioritized setting forth what issues are critical to begin with to start moving towards improvements to the downtown. Having a clear understanding of what the problems are that the downtown faces and solutions on how to alleviate these issues, along with quality incentives to potential developers, the Town is well positioned to begin to see the vision they have worked so hard to achieve finally start to become reality.



Map 1, Existing District Boundary

Downtown Development District
Georgetown, Delaware

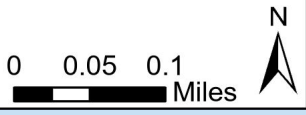


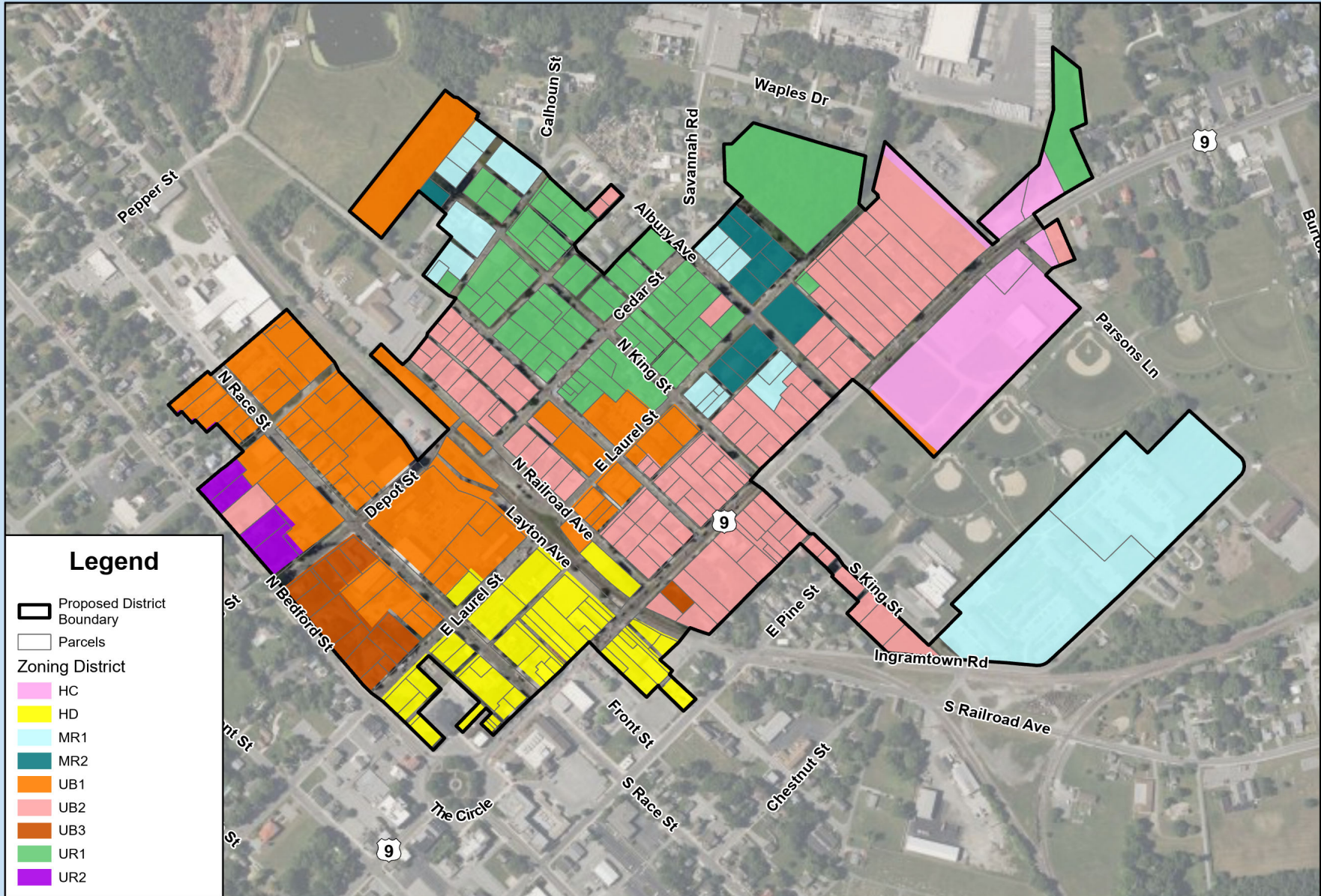


Legend

Proposed District Boundary	Open Space and Recreation
Parcels	Parking
Land Use	Residential-Multi-Family
Industrial-Storage	Residential-Single Family
Institutional-Government	Retail
Institutional-Non-Profit	Retail-Food
Institutional-Religious	Utility
Office	Vacant
	Mixed Use

Map 2, Land Use
 Downtown Development District
 Georgetown, Delaware





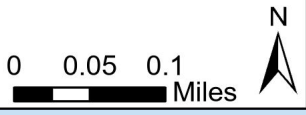
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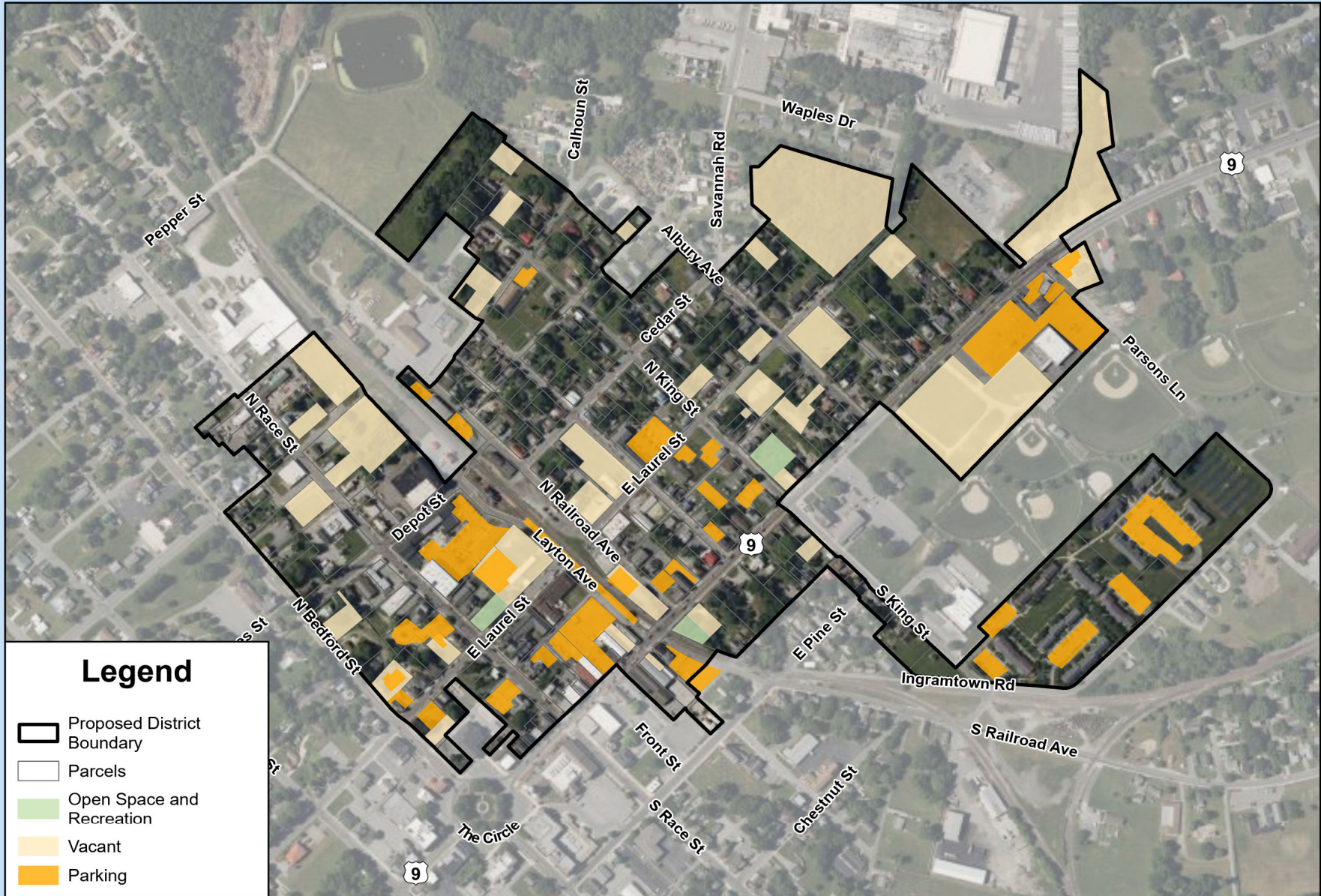
- Proposed District Boundary
- Parcels

Zoning District






- HC
- HD
- MR1
- MR2
- UB1
- UB2
- UB3
- UR1
- UR2

Map 3, Zoning Districts
 Downtown Development District
 Georgetown, Delaware



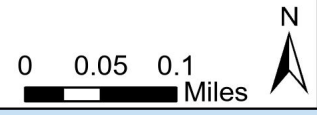


Legend

-  Proposed District Boundary
-  Parcels
-  Open Space and Recreation
-  Vacant
-  Parking

Map 4, Development Potential

Downtown Development District
Georgetown, Delaware





Legend

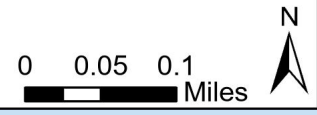
- Proposed District Boundary
- Railroad
- Sidewalk
- Bike Route

Roadway Functional Classification

- Other Principal Arterials
- Minor Arterial
- Major Collector
- Local














Map 5, Transportation
 Downtown Development District
 Georgetown, Delaware



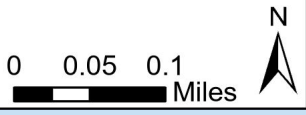


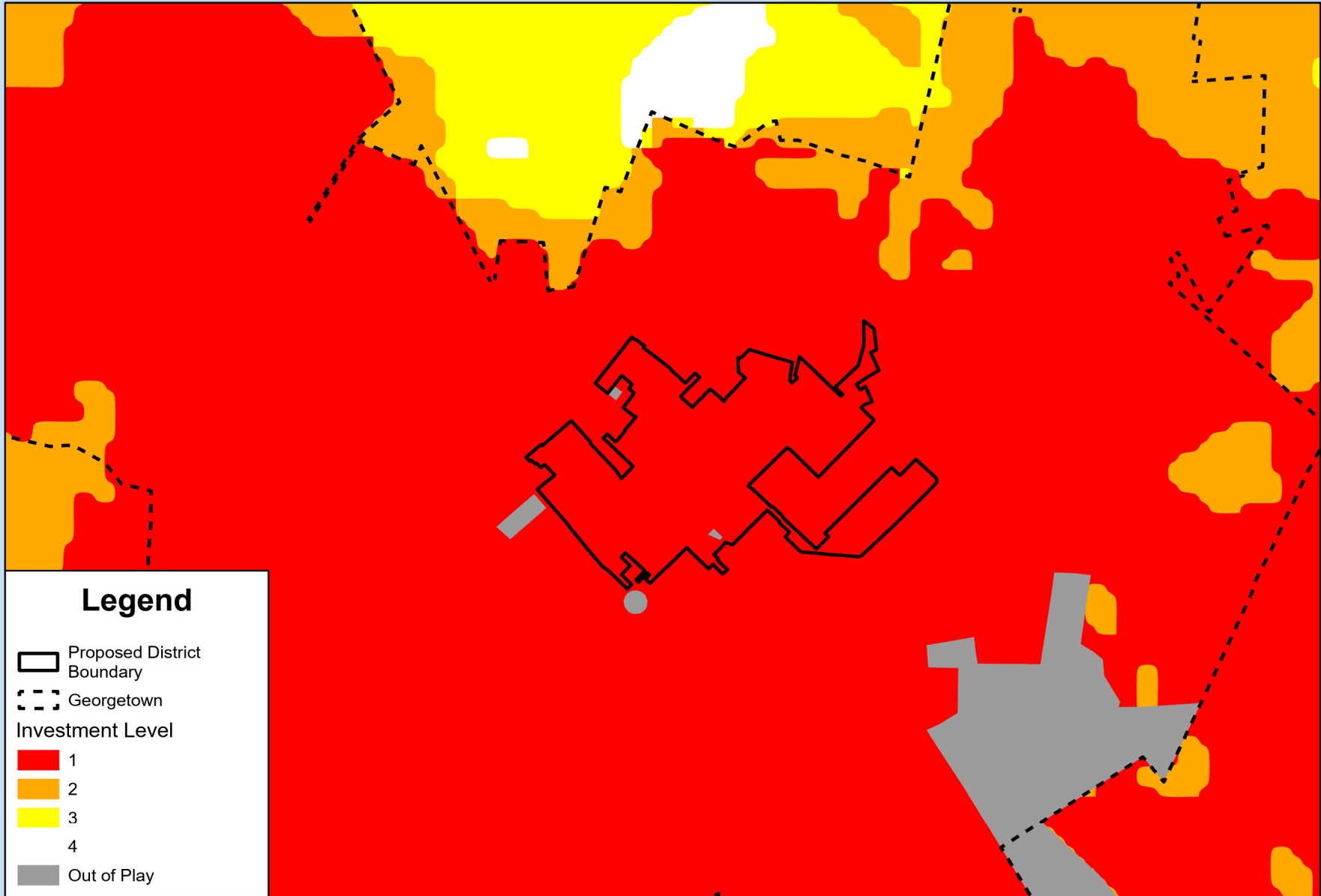


Legend

-  Proposed District Boundary
-  Georgetown Coal Gasification Plant
-  Sussex County Court House and The Circle
-  Joseph T. Adams House
-  St. Paul's Episcopal Church
-  Messick, Dr. John W., House and Office
-  Richards Mansion
-  Peter S Faucett House
-  Old Sussex County Court House
-  The Thomas Sipple House
-  The Brick Hotel

Map 7, Historic Places
 Downtown Development District
 Georgetown, Delaware





Legend

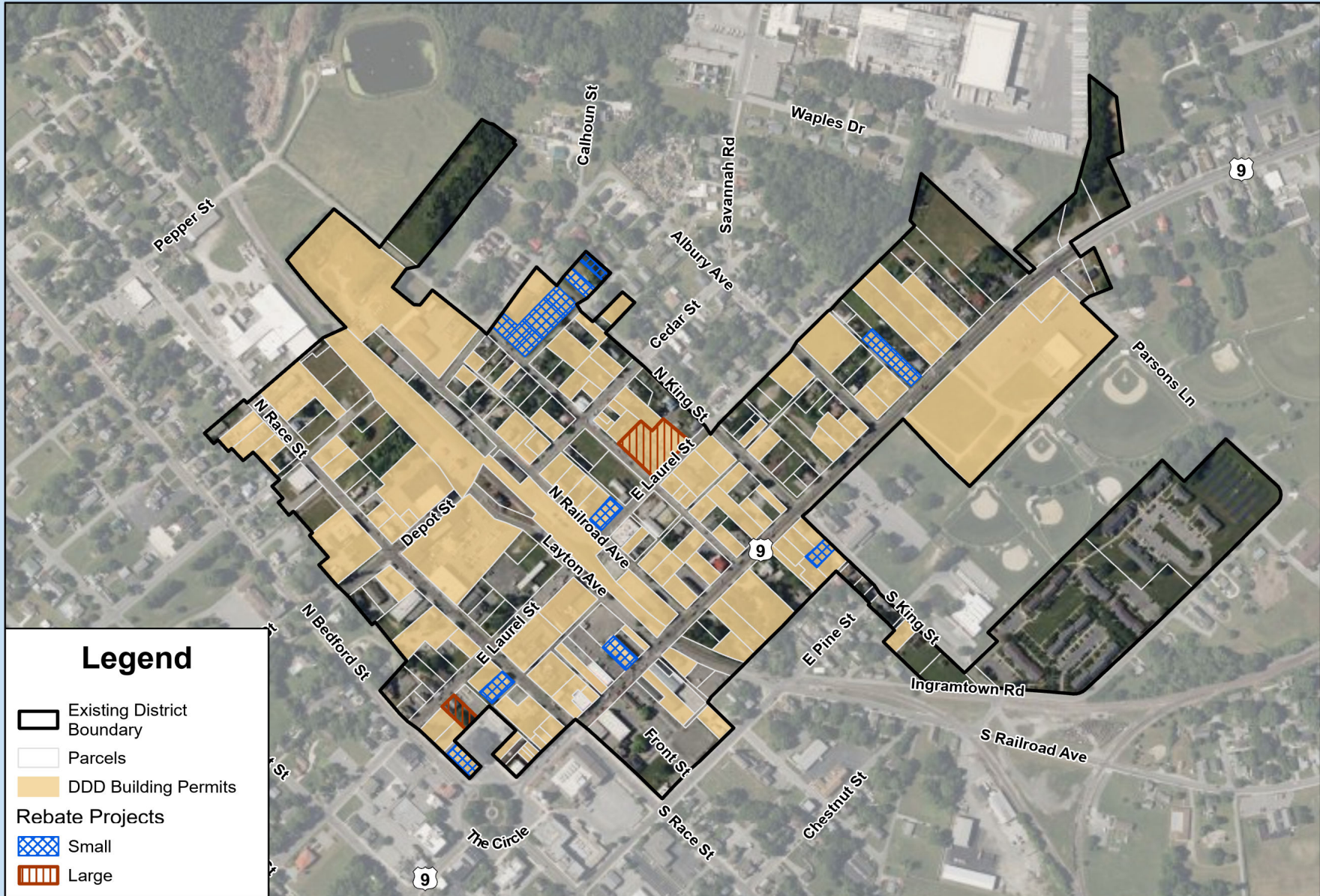
-  Proposed District Boundary
-  Georgetown
- Investment Level
-  1
-  2
-  3
-  4
-  Out of Play

Map 8, 2020 State Strategies






Downtown Development District
Georgetown, Delaware

0 0.1 0.2
Miles





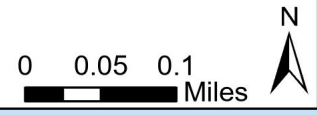
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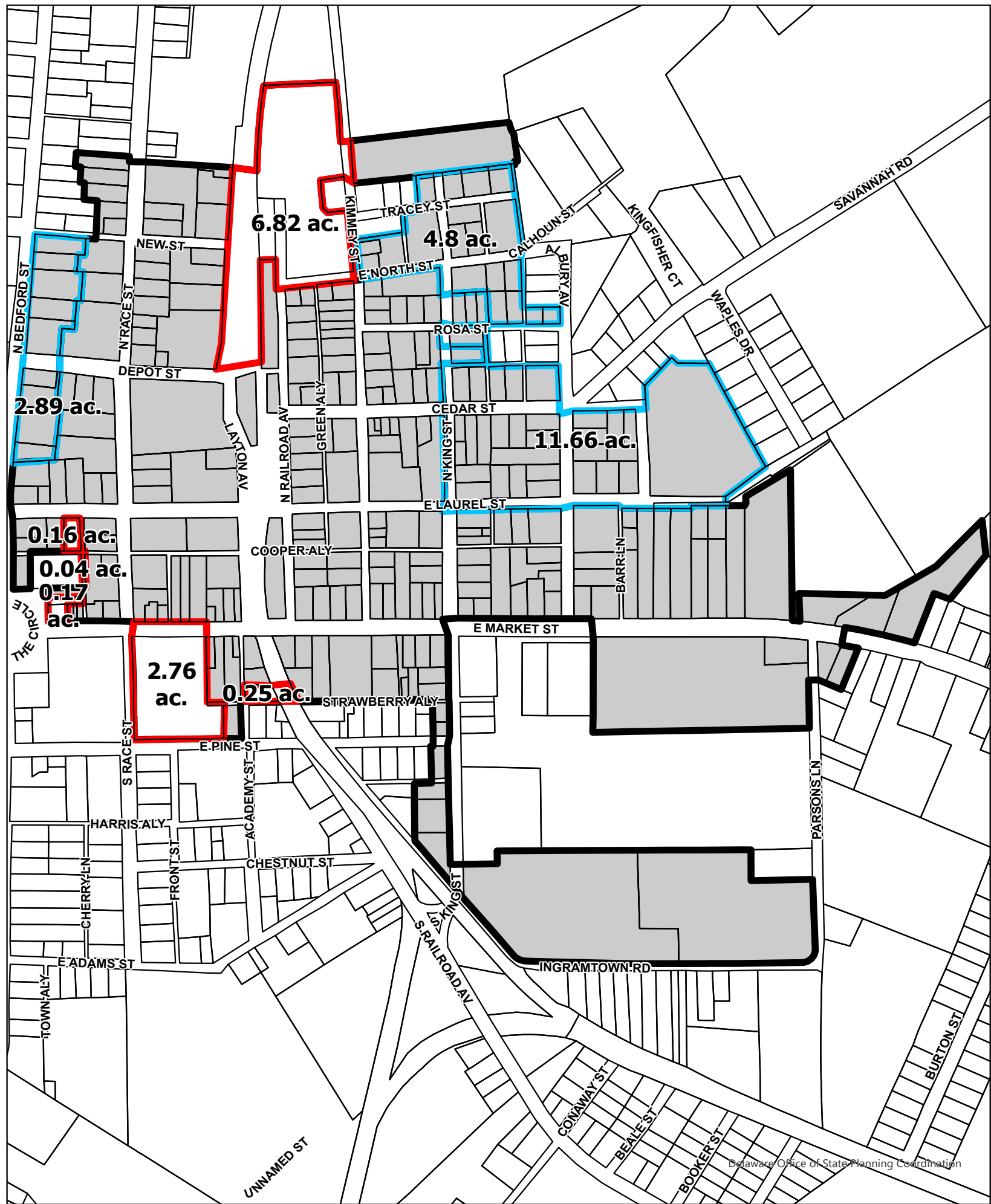
-  Existing District Boundary
-  Parcels
-  DDD Building Permits
- Rebate Projects**
-  Small
-  Large






Map 9, Rebate Projects & Permits

Downtown Development District
Georgetown, Delaware

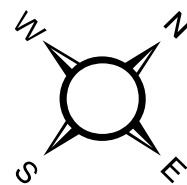




Map 10, Proposed DDD Boundary Revision

-  Existing DDD Boundary
-  Additions
-  Reductions

New DDD Boundary
293 Parcels
104.54 Acres
Existing Boundary as of May 2025
95.59 Acres



This map is created from official sources for informational and planning purposes only. This map is not meant to be used as a legal description of properties or for engineering purposes. The Town makes no claims, no representations, and no warranties, express or implied, concerning the validity (express or implied), the reliability or the accuracy of the GIS data and GIS data products furnished by the Town, including the implied validity of any uses of such data.

0 300 600 1,200 Feet

OVERVIEW OF OPERATIONS AND PROJECTS

JUNE 22, 2026



TOWN OF
GEORGETOWN

AGENDA

- **Form of Government**
- **Department Overviews**
- **Project Overview**
 - **Infrastructure Projects**
 - **Development Projects**
- **Challenges & Opportunities**
- **Important Documents**
- **Considerations**
- **Stay Connected**

FORM OF GOVERNMENT: COUNCIL-MANAGER

Elected Governing Body

- Mayor and 4 Council Members
- Quorum to do business is 3
- Council action requires affirmative vote of 3 or more members of Council (Mayor is voting member)
- Responsible for the Legislative Function and Policy
- Pass Local Ordinances
- Vote on Appropriations
- Develop an Overall Vision

Town Manager

- Oversees Daily Administration & Operations
- Supervisor of all Personnel
- Implements Policies & Procedures
- Develops Operating & Capital Budgets
- Advises Elected Governing Body
- Researches Special Topics and Concerns
- Contact with Town Solicitor when necessary
- Facilitates Grant Applications

DEPARTMENT OVERVIEWS

Administration & Finance

- Oversight of Town Operations
- Billing
 - Annual Property Taxes
 - \$3,091,028; 2,812 Accounts
 - Quarterly Water, Sewer & Trash
 - \$1,081,643 Average
 - 2,246 Water; 2,328 Sewer
 - Miscellaneous
- Finance
 - Accounts Payable & Receivable
 - Annual Audit & Budget Preparation
 - Payroll & Reporting
- Parking Enforcement

Community Development

- Building Permit & CO Issuance
- Business Licensing/Residential Rental Inspections & Licensing
- Comprehensive Plan Management
- Mapping/Addressing Updates
- Predevelopment Meetings
- Project Review & Administration
 - Annexation, Category I and II Site Plan Review, Change of Zoning District, Conditional Use, Subdivision (Minor & Major)
- Provide Administrative Support for:
 - Planning Commission & Board of Adjustment
- Downtown Development District Management

DEPARTMENT OVERVIEW

Police

- Coverage – 24/7/365
- Sworn Officers – 25 Authorized
 - 24 Active, 1 Recruit in DSP academy (August)
 - Patrol – 18 (4 newest completed Field Training)
 - Detectives – 4 (includes SRO and Lieutenant)
 - Administrators – 2 (Chief and Deputy Chief)
- Victim Services – 2 Full-Time
- Code Enforcement – 2 Full-Time
- Mental Health Clinicians – 2 On-Call

Public Works

- Streets
 - Maintain 26.94 Miles of Town Owned
 - Major Activities
 - Street Maintenance & Repair, Sweeping, Signage & Parking Regulation
- Building & Grounds
 - Maintain Town Facilities
 - Maintain Parks (Town Owned)
 - The Circle, Wilson Park, North King Street, Layton-Thompson, Kimmey Street, Vietnam Veterans Memorial
 - Maintain Bike Trail & Parking Area

DEPARTMENT OVERVIEWS

Water Department

- **Production**
 - King Street
 - South Railroad Avenue
- **Distribution System**
 - 46.2 Miles of Water Mains
 - Sizes 2" to 12"
 - 2,429 Water Meters, 713 Valves, 336 Fire Hydrants
- **Storage**
 - Delaware Tech
 - Lynch Lane

Construction Coordinator

- **Project Reviews**
- **Inspection**
 - Certificate of Occupancy
 - Utility Connections
- **Special Projects**
- **Miss Utility Locates**

DEPARTMENT OVERVIEWS

Wastewater

■ Collection & Conveyance

- 24 Pump Stations
- 3 Regional Pump Stations
 - County Seat, Easter Seals, Sand Hill Road
- 72 Miles of Pipe (Gravity & Force Main)

■ Treatment

- 1.3 Million GPD Capacity
- 0.765 Million GPD Avg Influent Flow
- 0.769 Million GPD Avg Effluent Discharge

■ Disposal

- Land Application – Spray Irrigation
 - Town Land – 85 Acres (Solid Set Sprayers)
 - Baxter Farms – 199.2 Total Acres (5 Center Pivots)
 - Pettyjohn Woods – 89 Acres (Solid Set Sprayers)

INFRASTRUCTURE PROJECTS

■ Town Funded

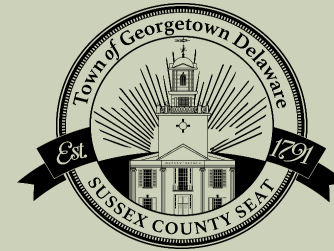
- Street Rehabilitation
- James Street Investigation
- North Race Street
 - Pepper Street to Douglas Street
- Rosa Street Drainage & Rehabilitation

■ State Funded

- Georgetown to Lewes Trail (Cool Spring to Georgetown)
- Park Avenue Realignment – Phase 2
- US 113 & DE 18/404 Grade Separated Intersection
- US 113 & US 9 Grade Separated Intersection

■ Matched

- Parsons Lane Trailhead/Parking Area (ORPT, CTF, and CRF)



Delaware Department
of Transportation

AMERICAN RESCUE PLAN ACT OF 2021



- Allocation: \$4,083,126
- Encumbered \$ 4,083,126 (100%)
- Infrastructure Uses
 - Sewer
 - Pump Station Repair & Upgrade – **Complete**
 - Treatment Facility Upgrades – **Unfunded**
 - Water
 - Advanced Metering Infrastructure – **Complete**
- Spending Requirement
 - Obligated by December 31, 2024
 - Spent by December 31, 2026

DEVELOPMENT PROJECTS

■ Housing – Under Construction

- Admiral's Landing
 - Townhouses
- CHEER Gateway East
- Savannah Grove (Calhoun Street)
- The Oaks at Georgetown – Phase 2
- Village of College Park
 - Single Family
 - Multi-Family

■ Housing – Planned

- Greenlea Place (East Market Street)
- Shortleaf Preserve (Parker Road)
- The Ponds (Trap Pond Road)

■ Commercial – Completed

- Umami Sushi & Ramen Bar

■ Commercial – Planned

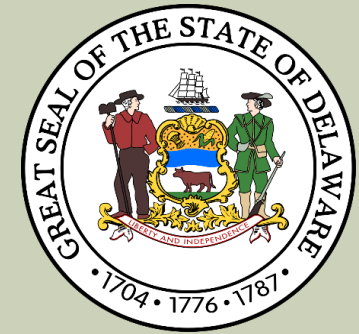
- El Pollo Asado
- Holiday Inn Express
- Popeyes
- Valvoline

■ Institutional

- Georgetown Police & Public Works Facility

CHALLENGES & OPPORTUNITIES

- **Sussex County Reassessment**
 - Adopted May 1, 2026 (FY 2027)
- **Economic Development**
 - Downtown Development District – 5-year extension
 - Opportunity Zone Designation
- **Environment**
 - Emerging Contaminants (PFAS)
 - Georgetown Dump (Donovan’s Road)
 - Georgetown North Groundwater Site (EPA Superfund)
- **Legislative**
 - Current and proposed legislation
- **Utilities**
- **Personnel**
 - Contract negotiations with the FOP



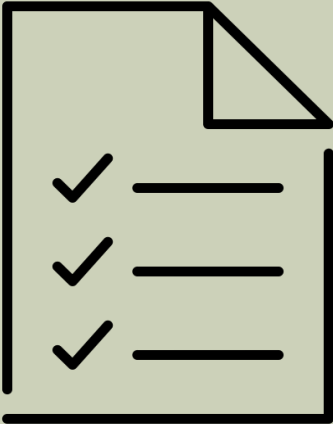
IMPORTANT DOCUMENTS

Charter



Created by Lima Studio
from Noun Project

Code of Ordinances



Created by hans draiman
from Noun Project

Budget



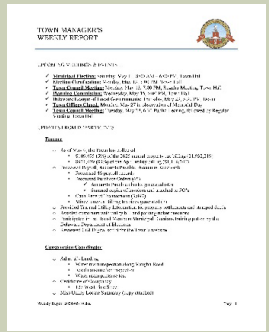
Created by libertetstudio
from Noun Project

CONSIDERATIONS

- **Employees**
 - Most visible portion of local government, especially Management/Department Heads
 - Established Chain-of-Command
- **FOIA**
 - All document requests in writing and reviewed by Town Solicitor
 - No Town business discussion outside public view, except Executive Sessions in areas permitted by FOIA
 - E-mail Communications – Use Town email for Town business
 - Use of Personal E-mail/devices
- **Constituent Concerns**
 - Refer to Town Offices or get information from Town administration and reply back
 - Ensures consistent follow up & answers

STAY CONNECTED

- Weekly Town Manager's Report



- Financial Transparency



- Notify Me
 - Email signup
 - News & Public Notices
 - Emergency Notices

- CrimeMapping



ONE FINAL THOUGHT

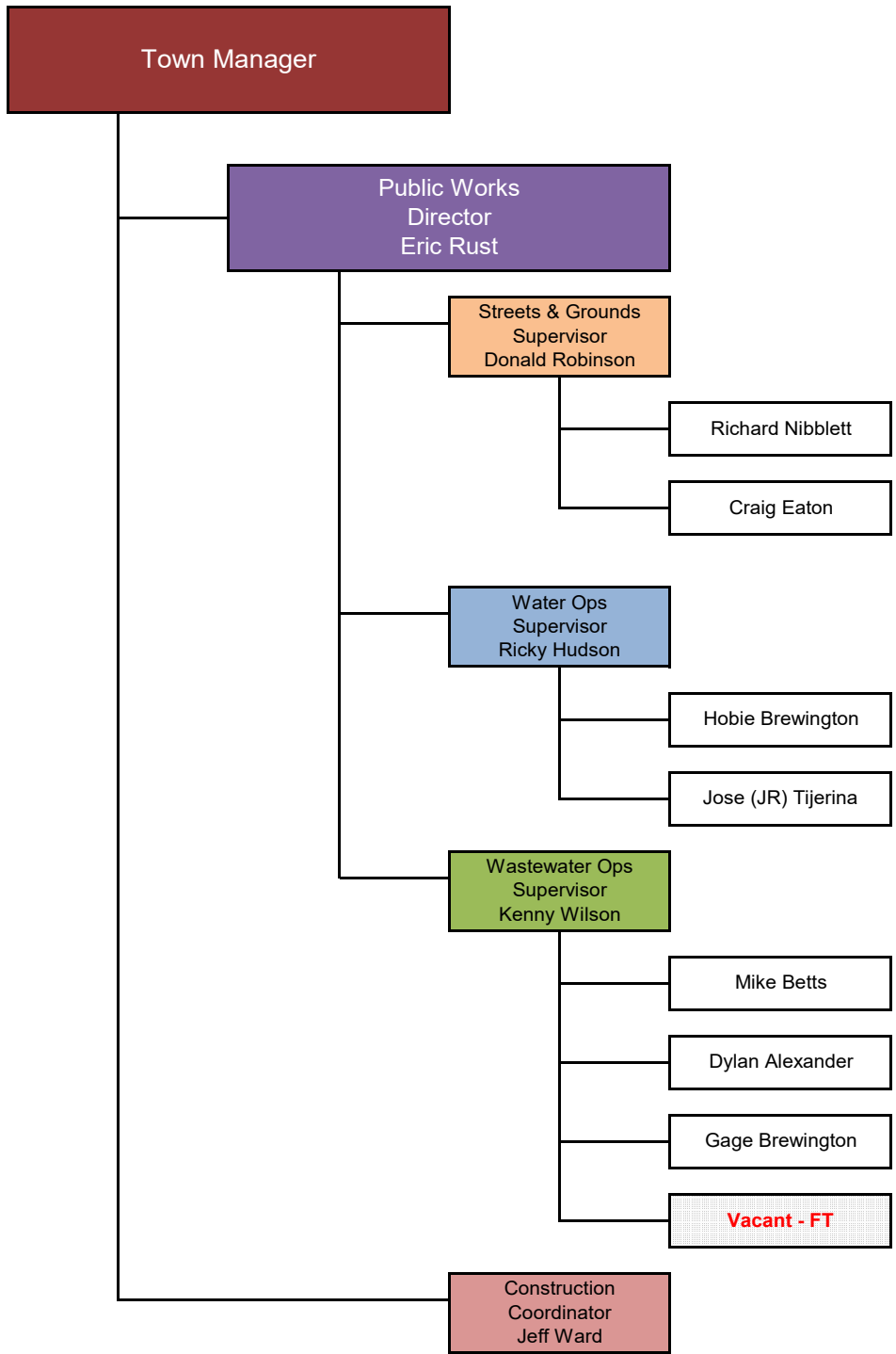
- “We don’t know what we don’t know”
 - If you hear a concern – let us know
 - Issue may have been previously addressed
 - Could be something we need to investigate
 - Information may be incorrect
 - May implicate confidentiality concerns (e.g. personnel)
 - Allows for documentation of response

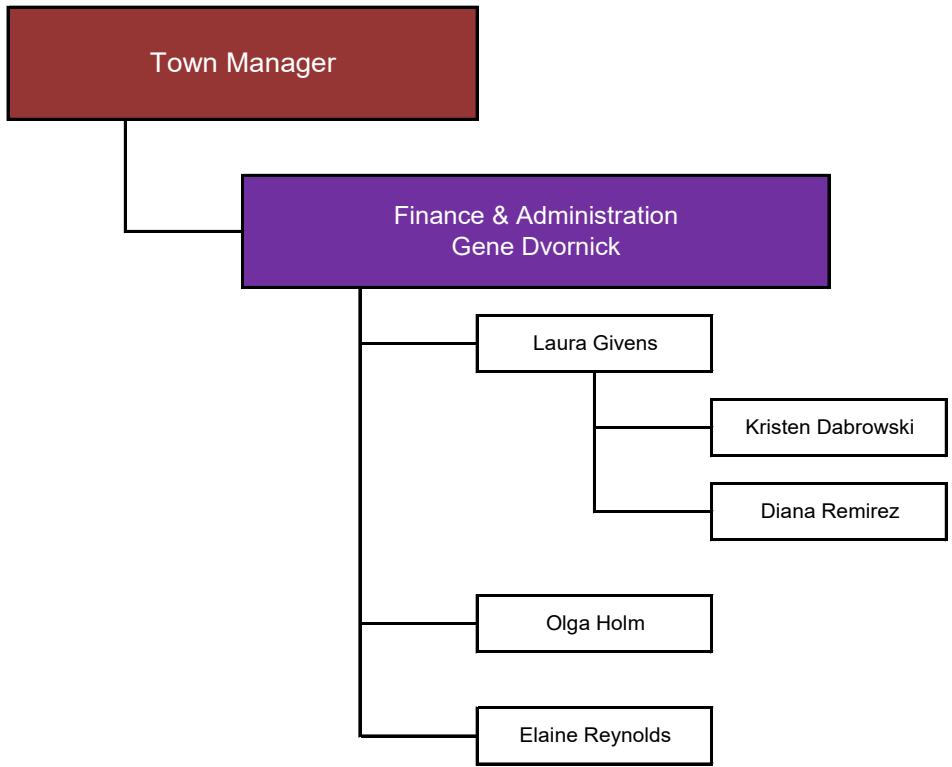


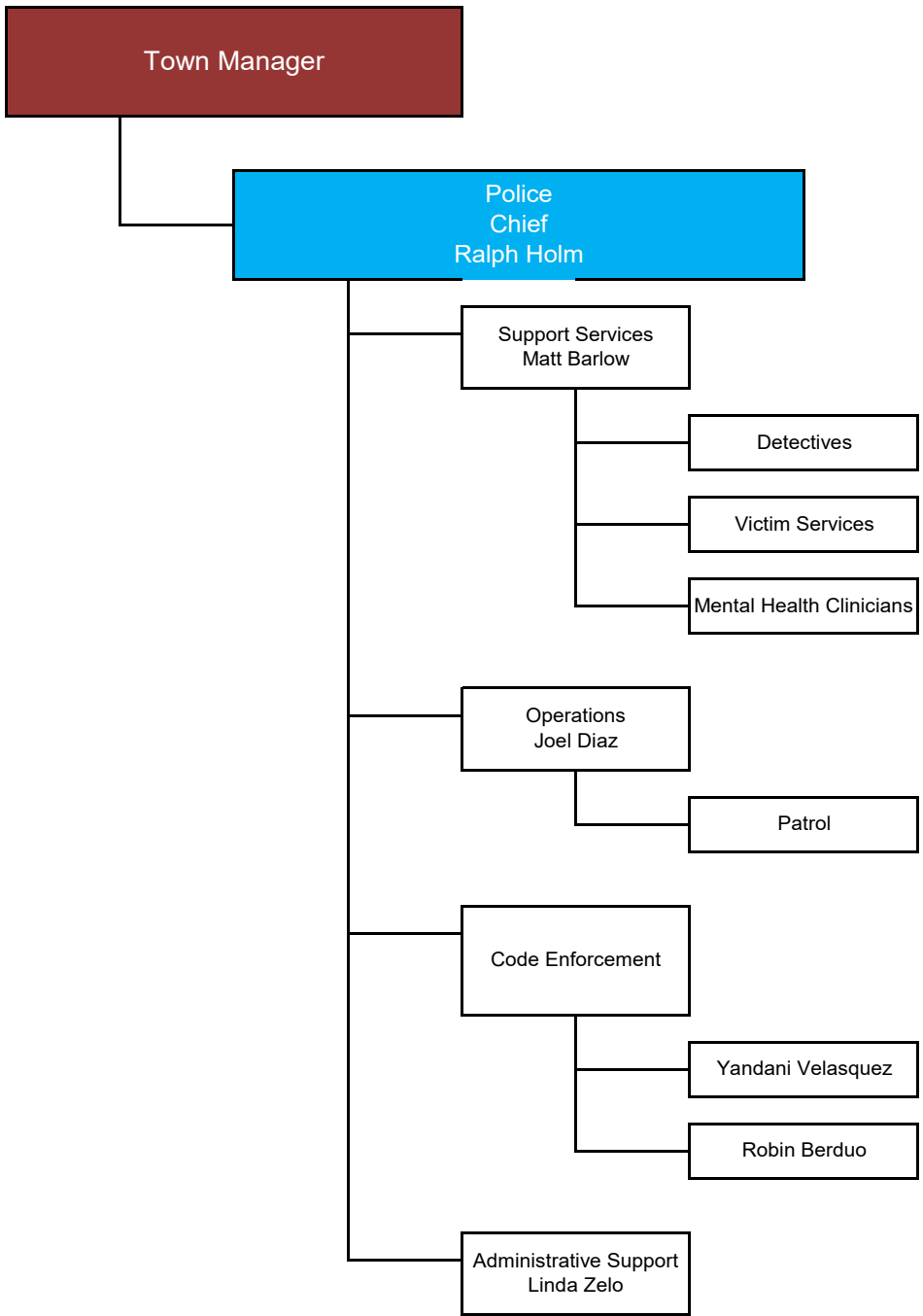
END OF PRESENTATION

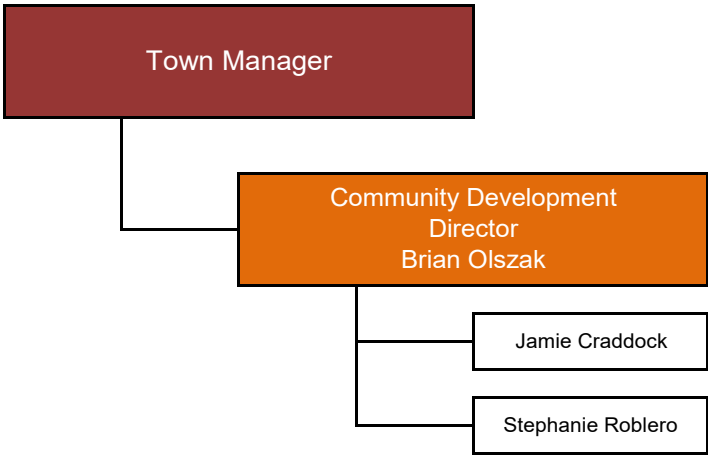


**TOWN OF
GEORGETOWN**









TOWN MANAGER REPORT



TOWN OF
GEORGETOWN

PROJECT UPDATES

- Police and Public Works Facility
- Masonry work started
- Storm water management in process
- Plumbing being scheduled



AMERICA 250 ACTIVITIES

- Reading of the G
- Saturday, July 4th
- 8:00 AM, Noon, and 4:00 PM
- The Circle



UPCOMING PRESENTATIONS

- **July 13 Meeting**
 - Delaware Department of Transportation - 18/404 & 113 Grade Separated Intersection
 - HELP Initiative
 - Love, In the Name of Christ (Love, INC)

GENERAL ITEMS

■ Upcoming Events

- Supportive Housing Issues Committee: Wednesday, June 24, 4:00 PM, Town Hall
- Delaware League of Local Governments: Thursday, June 25, 5:30 PM, Cheswold
- America 250 Committee Meeting: Tuesday, June 30, 3:00 PM, Town Hall
- Town Offices Closed: Friday, July 3, in observation of 4th of July
- Reading of the Declaration of Independence: Saturday, July 4, 8:00 AM, Noon, and 4:00 PM, The Circle

■ Legislative Update

- Bill Tracking (*Updated June 22, 2026*)
- 4 legislative days remain



Town of Georgetown
Second Session, 153rd Delaware General Assembly
Legislative Report

Prepared by:
 Eugene S. Dvornick, Jr., Town Manager
 June 22, 2026

Bill	Description	Position	Status	
HB 133 w/ HA 4	Fines and Fees	Neutral	PASSED (03/24/26)	Judiciary (03/24/26)
HB 135 w/ HA 1	Protections for Delawareans Experiencing Homelessness (04/30/26)	Oppose	Housing Committee Hearing (04/21/26) Not Released from Committee (05/06/26)	
HB 252	Personal Use Consumption – Civil Violation	Neutral	Health & Human Development Out of Committee (01/28/26)	
HS 1 for HB 252	Personal Use Consumption – Civil Violation	Neutral	Health & Human Development Out of Committee (01/28/26) Substituted (03/10/26)	
HB 270	Mini-Bond	Support	Signed by Governor (01/30/26)	

Updated June 22, 2026

HB 275	Bond Bill (Governor's Recommended)	Under Review	Capital Infrastructure (01/29/26)	
HB 286	Realty Transfer Tax (State Portion)	Under Review	Revenue & Finance (01/29/26) Out of Committee (06/10/26) Appropriations (06/11/26)	
HB 294 w/ HA 1	Parking Spaces for Pregnant Persons (State buildings and facilities) (04/21/26)	Neutral	PASSED (05/07/26)	PASSED (06/16/26)
HB 295 w/ HA 1	Parking Spaces for Veterans (State buildings and facilities) (04/21/26)	Neutral	PASSED (05/07/26)	Elections & Government Affairs Out of Committee (05/20/26)
HB 306 w/ HA 1, HA 3	Chat Bot Notification (05/05/26)	Oppose	PASSED (05/05/26)	Banking, Business, Insurance & Technology (05/05/26)
HB 310	Large Energy Use Facilities (Tax credit exclusion)	Neutral	PASSED (05/05/26)	Banking, Business, Insurance & Technology (05/05/26)
HB 363	20 MPH Residential Speed Limit	Under Review	PASSED (06/11/26)	Environment, Energy & Transportation Out of Committee (06/18/26)
HB 339	Virtual Meeting Anchor	Neutral	PASSED (05/12/26)	PASSED (06/16/26)

Updated June 22, 2026

HB 407	Brownfields Grant Funding	Support	Natural Resources & Energy (05/07/26) Out of Committee (05/13/26) Appropriations (05/14/26)	
HS 1 for HB 407	Brownfields Grant Funding (06/11/26)	Support	PASSED (06/12/26)	Environment, Energy & Transportation (06/18/26)
HB 413	Expands Green Light Use	Support	PASSED (06/09/26)	Environment, Energy & Transportation Out of Committee (06/18/26)
HB 416	Realty Transfer Tax (reduction by ¼ of a percent - State)	Under Review	Revenue & Finance (05/12/26) Out of Committee (06/10/26) Appropriations (06/11/26)	
HB 426	Electronic Submission of State Aid to Municipalities for Streets	Neutral	PASSED (06/11/26)	Environment, Energy & Transportation Out of Committee (06/18/26)
HB 428	Constitutional Amendment - Crossover Day (First Leg)	Support	Administration (05/19/26)	

Updated June 22, 2026

HB 450	Reforming Opportunities and Accelerated Development for Delaware (ROAD-DE Act)	Under Review	Economic Development/Banking/Insurance & Commerce (05/21/26)	
HS 1 for HB 450	Reforming Opportunities and Accelerated Development for Delaware (ROAD-DE Act)	Under Review	PASSED (06/18/26)	Banking, Business, Insurance & Technology (06/18/26)
HB 454	Protections for Delawareans Experiencing Homelessness	Under Review	Housing (06/04/26)	
HB 474	Short-term Rental Lodging Tax Collection	Support	Revenue & Finance Economic Development/Banking/Insurance & Commerce (06/17/26)	
HJR 11	Housing Opportunity and Poverty Elimination (HOPE) Court Working Group	Under Review	PASSED (06/09/26)	Judiciary (06/09/26)
SB 23	Housing Supply and Housing Affordability	Oppose		Housing & Land Use (04/21/26)
SS 1 for SB 23	Housing Supply and Housing Affordability	Oppose		Housing & Land Use (05/11/26) Out of Committee (05/13/26)
SS 2 for SB 23	Housing Supply and Housing Affordability	Oppose	Housing Out of Committee (06/16/26)	PASSED (06/11/26)
SS 1 for SB 161	Behavioral Health Treatment Oversight (04/30/26)	Under Review	Health & Human Development (06/04/26)	PASSED (05/21/26)

Page 4 of 6

Updated June 22, 2026

SB 222	Constitutional Amendment – Term Limits (First Leg)	Neutral		Executive (01/13/26)
SB 225	FY 2027 Appropriations Bill (Governor’s Recommended)	Under Review		Finance (01/29/26)
SB 233 w/ SA 1	Removal of Ice and Snow (Vehicles)	Support	Public Safety & Homeland Security Out of Committee (05/19/26)	PASSED (05/12/26)
SB 241	Project Labor Agreements – Public Works Projects > \$5 Million	Oppose		Labor Out of Committee (03/11/26) Finance (03/12/26)
SB 247	Deposit of Funds	Support	Signed by Governor (05/19/26)	
SB 249	Substance Use Harm Reduction	Under Review	Health & Human Development (05/19/26) Out of Committee (06/17/26)	PASSED (05/14/26)
SB 310 w/ SA 1	Establishment of a Disaster Recovery Fund	Support	Administration (05/21/26) Out of Committee (06/17/26)	PASSED (05/20/26)
SB 312	Data Center Nondisclosure Agreements Prohibition	Under Review	Administration Out of Committee (06/17/26)	PASSED (06/11/26)
SB 322	Repeals of School District Ability to Increase Tax Rates 10%	Neutral		Education Out of Committee (05/20/26)

Page 5 of 6

Updated June 22, 2026

SB 335	FY 2027 Appropriations Bill	Support	Appropriations (06/18/26)	PASSED (06/18/26)
SB 336	One-Time Supplement	Support	Appropriations (06/18/26)	PASSED (06/18/26)
SB 338	Removal of Cap on Poles/Wires	Support		Executive (05/28/26) Out of Committee (06/11/26)
	Watch list: Affordable Housing Energy policy FOIA Zoning Reform			

Updated June 22, 2026

END OF PRESENTATION



**TOWN OF
GEORGETOWN**



Town of Georgetown Second Session, 153rd Delaware General Assembly Legislative Report

Prepared by:
Eugene S. Dvornick, Jr., Town Manager
June 22, 2026

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DIRECTOR OF PUBLIC WORKS REPORT

Eric Rust

6/22/26



WATER DEPARTMENT



- A C Schultz installed new pump and motor for well S-2.
- Town wide valve exercising continues, ward 1 and 2 are complete.
- A C Schultz to start drilling new test wells.
- Repaired fire hydrants that were damaged by automobile accidents
- PFAS Pilot and Instrumentation is up and running at South Railroad water plant.
- Water meter rereads, postings and shutoffs complete.

PUBLIC WORKS



- Installed brackets and hung hometown hero banners
- Assisted Water department with postings, rereads, shutoffs and valve exercising.
- Sweeper on road throughout town.
- Installed new radar sign on Burton street and fixed many other signs town wide.
- Set up and broke down for many events throughout town.
- Serviced many Town vehicles.
- Weekly routine maintenance of trash, grass, watering flowers, and bike trail.
- New light installed on North Bedford at entrance to the circle.

WASTEWATER



- Lagoon Depths Large Lagoon 10' Small Lagoon 5'
- Influent flows January thru May 2026 120.6 MG
- Effluent flows January thru May 2026 132.13 MG
- Pump station rehab final walk thru was on June 18th
- Denali started hauling sludge the 2nd week of May. Contracted to do 300 dry tons.
- Removed pump 2 from Main pump station and sent to Hills electric for repair, installed spare pump in it place.
- Removed pump 1 at SCHS sent to Hills electric for repair and reinstalled
- All flow meters have had yearly calibrations.