

DELAWARE DOWNTOWN DEVELOPMENT DISTRICTS FY19 APPLICATION FOR DESIGNATION AS A DISTRICT



January 23, 2019

Inside Front Cover

Cover Photo Credits, left to right:

UD Creamery, Wilmington. Photo by UD IPA
Example of commercial rehab / tenant fit-out

MauTiste Investment Group, Dover. Photo by UD IPA
Example of residential new construction

115 NW Front Street, Milford. Photo by UD IPA
Example of historic residential rehab

Downtown Development District Program How to Use this Application Form

This application is a Microsoft Word document that has been modified so that the text cannot be edited. The fields that can be edited are in gray. Please complete the application and return it to us saved as a Word document.

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

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

It is likely that when you are done with the application form (Word document) and the attachments (.pdf document) the combination of both documents will be larger than 15mb, which is the limit for external email in the State system. Instructions on how to send your application digitally will be forwarded to all jurisdictions at least one month prior to the deadline. If you have your application ready prior to that, please contact [David Edgell](#) or [Miriam Pomilio](#) for instructions on how to submit your completed application.

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

FY19 Application for Designation as a District

Section I General Guidelines

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

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

Local governments¹ that wish to take advantage of this program must identify a downtown district in their community and apply for designation. To make an application for designation this form must be completed, supporting materials must be attached, and the entire packet submitted to the Office of State Planning Coordination as detailed herein in order for the request to be considered.

Completed applications will be considered by the Cabinet Committee on State Planning Issues (the Committee). The Committee will make

¹ Municipalities and counties are eligible to apply for Downtown Development District designation. Throughout this document, the

recommendations to the Governor, who may then designate additional Downtown Development Districts in the current program year. Additional Districts may be designated in future program years. The number of Districts is limited to 15 at any one time. District designations last for 10 years, and the Committee can consider up to two five year extensions.

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

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

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

**Application Due Date for
FY19 Cycle:
May 15, 2019**

terms “local government” and “applicant” refer to either the municipality or county that is presenting the application.

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Section II Specific Requirements

Local governments must identify proposed Downtown Development Districts in accordance with the Act. Districts must include a traditional mixed-use downtown area, commonly known as a Central Business District (CBD)². Districts must be no more than 95 acres in area for jurisdictions with a population under 9,000³ persons, no more than 185 acres in area for jurisdictions with a population between 9,000 and 30,000 persons, and no more than 250 acres in area for jurisdictions with a population over 30,001 persons. Applicants are encouraged to geographically concentrate the incentives to the greatest extent possible.

The size and shape of the proposed District must make sense from an urban planning and revitalization perspective. The applicant must fully describe the rationale for choosing the boundaries as a part of this application. Guidelines for preparing District boundaries are found on page 13 of this application in the section titled “Map of the Proposed Downtown Development District.”

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

² Central Business District: An area around the downtown portion of the city or town allowing for higher intensity residential uses as well as commercial, office, personal services,

There are four primary components of the application for designation as a District:

- The capacity to administer the DDD program if designated
- The need and impact of the District designation;
- The quality of the District Plan
- The quality of the local incentives offered

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

Administration of the District –The local government must provide a summary of the resources and staffing that will be available to administer the District if designated. A District Administrator must be appointed by the local elected body, and will be the chief point of contact for the program and responsible for all economic development outreach, marketing, record keeping, and reporting related to the DDD program. Applicants will be evaluated in part on their commitment and ability to provide the resources and staffing necessary to properly administer this program if designated.

The **Administration** section will account for 10% of the consideration given to scoring each application.

Need and Impact: The applicant must describe the need for the economic incentives that will be available in

governmental, and similar uses intended to serve the community and surrounding areas of the city or town.

³ Population to be based on the 2010 US Census.

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

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

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

District Plan – The local government must present a District Plan that will be used to guide development activities and revitalization efforts in the District. The District Plan is to be a detailed description of the overall strategy for the development of a proposed district.

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

coordination of all activities will be part of the District Plan.

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

In addition, it is encouraged that the District Plan identify Key Priority Projects⁴ that are intended to catalyze redevelopment activity and provide significant positive impacts to the District.

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

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

⁴ Key Priority Project: See *DDD Program Guidelines* for more information.

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that local incentive(s) will be available to all qualified projects within the District, and not require a discretionary approval or other consideration by the local elected body or town administration. If otherwise, please provide detailed justification in this application for the discretionary review and approval of specific incentives.

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

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

Section III Application Instructions

Local governments that wish to be considered for designation as a Downtown Development District must fill out the application form for the current FY19 application cycle.

For local governments that previously applied for designation in the FY16 round, their original applications remain on file with the OSPC. Applications on file from the FY14 round are expired and will not be considered. If the local

government with an application on file from the FY16 round would like to be considered for designation in the FY19 round, they will have the following options:

- Complete a new application. This is preferred; or
- Have the FY16 application reviewed along with the required additional information provided in this application form along with any supplemental materials provided.

If a local government with an application on file from the FY16 wishes to have their existing application considered for designation in this round, they must complete the following required information in this application form. These sections must be completed in their entirety, meaning that all questions in the section (often multiple pages) must be answered:

- Application Cover Sheet and Checklist
- Information Sheet
- Administration of the District (new section)
- Key Priority Projects (new section, optional but suggested)
- Summary of Local Incentives (revised section)
- Resolution
- Attend Mandatory Pre-Application Workshop

If a local government with an application on file wishes to provide supplemental materials, the new materials must be

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inserted in the appropriate locations on this application form. Attachments, such as a revised District Plan, are certainly permissible. The supplemental materials must be presented in a way that clearly demonstrates what changes, updates or new information is being provided. Actually highlighting or red –lining new materials would be most helpful.

Here are some details about the various parts of the application form:

Check List - self-explanatory.

Information Sheet - The local government must supply the jurisdiction's name, mailing address, and phone numbers. The applicant must provide the date of the last update of the comprehensive plan and briefly describe the District being proposed. All local governments must complete this form, even those with applications on file from a previous round.

Administration of the District –The local government must provide a summary of the resources and staffing that will be available to administer the District if designated. A District Administrator must be appointed by the local elected body, and will be the chief point of contact for the program and responsible for all economic development outreach, marketing, record keeping, and reporting related to the DDD program. Applicants will be evaluated in part on their commitment and ability to provide the resources and staffing necessary to properly administer this program if designated.

Map of the Proposed District – The local government must submit a map of the proposed District in sufficient detail to clearly identify the boundaries of the District and calculate its area. Maps should be created with GIS software, and the associated computer files should be made available to aid our review of the proposal. Districts must be contiguous, and be no more than 95 acres in area for local governments with a population under 9,000 persons, no more than 185 acres in area for jurisdictions with a population between 9,000 and 30,000 persons, and no more than 250 acres in area for jurisdictions with a population over 30,001 persons. There are guidelines detailed on page 13 of this application that must be followed when preparing the proposed District boundaries. Applicants must also supply maps showing the future land use and zoning of the district area, and discuss how the plan and land use regulations support the application for the District.

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

Summary of District Plan – The local government must complete this form to summarize the District Plan for the proposed District. Copies of the District Plan or Plans must be attached to this form, along with any relevant supporting documentation.

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

information regarding the application preparation and review process.

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

Legislative Body Resolution – The local government must attach an adopted resolution from the jurisdiction’s legislative body that indicates the local government’s desire to apply for designation as a District, and the local government’s willingness to adhere to the District Plan and the Local Incentives for the duration of the District designation. All local governments must provide a resolution from the legislative body, even those with applications on file from a previous round. **Resolutions must have been acted upon during this FY19 application period. Resolutions from prior application periods will not be accepted.**

Applicants are advised to carefully review the *DDD Program Guidelines* which include additional guidance and



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Application Cover Sheet and Check List

Must be completed by applicants with FY16 application on file

Jurisdiction Name:

City of New Castle

Date of Application _____

Date Received _____

Check List for Application Materials

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

Name of attendee _____



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Information Sheet

Must be completed by applicants with FY16 application on file

Municipality / County: City of New Castle

Contact Person for Application Name: <u>William J. Barthel, City Administrator</u> Address: <u>220 Delaware Street</u> <u>New Castle, DE 19720</u> Phone: <u>302-322-9801</u> Email: <u>bbarthel@newcastlecity.org</u> <div>Signature _____ Date _____</div>	Proposed District Administrator (if different) Name: _____ Address: _____ Phone: _____ Email: _____ <div>Signature _____ Date _____</div>
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- ☐ New Application, never applied for DDD designation before.
- ☐ 2016 Application on file, please review with the addition of required information materials included in this application form and supplemental information attached.
- ☒ 2016 Application on file. Please disregard it and review this entirely new application.

Date of certified Comprehensive Plan March 22, 2010

Population of the municipality or county (as per 2010 US Census) 5,285

Population of proposed District (based on 2010 US Census Block data) 1,218

Area of proposed District in acres 85

Area Verified by OSPC Staff _____

OSPC use only



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

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

The New Castle Downtown Development District contains a mix of neighborhoods and uses within a concentrated core: The Historic center; 7th and South Street and Ferry Cut-Off redevelopment areas; and Shawtown. The City's vision is to unify these areas. The overarching goals of the District are to encourage redevelopment and infill, improve deteriorating housing conditions, and connect disparate neighborhoods. Goals are also to diversify the economy, create jobs and a live/work environment, and balance the needs of residents, businesses, and visitors. The District will create a healthier and more vibrant downtown while respecting the City's rich historic fabric.

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Administration of the District

10%

Must be completed by applicants with FY16 application on file

District Administrator: An individual appointed by the local elected body to be the administrator of the DDD program for that community. The District Administrator will be the chief point of contact for the District and will be responsible for all record keeping and reporting that are required by the program. The District Administrator will supervise and ultimately be responsible for all tasks involved in implementing the local government's DDD program. The District Administrator must be a local government staff person, or an elected or appointed official of the local government. See the *DDD Program Guidelines* for more information about the role of the District Administrator.

Name of the District Administrator

William J. Barthel

Title of District Administrator

City Administrator

☒ By checking here the applicant acknowledges that the District Administrator will be formally appointed by the local elected body within two months of District designation. By checking here the applicant also acknowledges that in the event of a personnel change in the District Administrator role the Office of State Planning Coordination will be notified as soon as is practical, and the new District Administrator will be formally appointed by the local elected body within two months.

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Administration of the District - continued

10%

Please describe the staffing and resources that the local government will dedicate to the administration of the Downtown Development District Program in the following areas:

Economic Development Outreach and Marketing

The City will increase the responsibilities for the City Administrator to administer the DDD grant applications and projects, promote the program, and ensure compliance with the District Plan and Program requirements. The City Administrator will be the principal point of contact and will supervise and ultimately be responsible for the tasks involved to implement the DDD program. City staff will provide support to the Administrator, and Mayor and Council will champion the DDD designation. The Administrator will be the liaison between the City Council and staff, developers, property owners, State Agencies, and other stakeholders and partners.

The Administrator and support staff will work with property owners and potential investors. The Administrator and staff will be proactive in identifying potential investment opportunities consistent with the District Plan and will be the first point of contact when a project is proposed. To help promote the program, the Administrator and staff will monitor opportunities in the District and highlight current projects using a web-based materials, maps, and photographs. Current or potential residents, business owners or investors will be able to click on the City website to see what incentives are available, as well as other pertinent information. The Administrator and staff are well-informed of infill and redevelopment opportunities in the District, in the DDD Rebate program, and local incentive programs.

At the onset of District Designation, the City will hold City sponsored public workshops to disseminate information, promote the program, and guide potential investors and property owners on submitting the State and local incentive applications. One workshop will be targeted to businesses and one for residents / homeowners. The Administrator and staff and other City representatives (as determined by the Administrator) will also attend the annual DDD workshop hosted by OSPC and DSHA to discuss program requirements and updates and share best practices of administering the District program.

DDD Promotional Materials and Website

The Administrator and staff will provide information and promote the State DDD Program, as well as the City's local incentives through the City's website and social media, brochures, meetings and workshops.



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Economic Development Assistance to DDD Qualified Real Property Investors

The Administrator and support staff will assist investors and property owners in completing the application for submission to DSHA and/or City incentives. The Administrator and staff are well-versed in the DDD Rebate program, local incentive programs, and the review and approval processes for the City's planning, zoning, permitting and licensing needed to implement any project.

DDD Program Record Keeping

The Administrator and support staff will keep records of all active and potential DDD projects. These records will be coordinated with the DSHA administrators of the DDD Rebate Program. Record keeping will include local incentives granted to each project, including the value and impact of each local incentive.

DDD Reporting to OSPC and DSHA

The Administrator and support staff will report status, progress and data about the City's DDD program to the OSPC and/or DSHA as a part of the required Annual Report and upon request.

Will the local government be relying upon staff or consultants (or a combination) to perform the above tasks?

Yes, the City will rely upon a combination of City staff and consultants to perform the above tasks.

What is the expected local government budget (staff time and/or dollars) to be dedicated to the DDD program administration?

The estimated expense contribution of City Administrator, Staff and consultants is approximately \$25,000 annually.



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Map of the Proposed Downtown Development District

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

- The maximum size of the District is 95 acres for local governments with populations below 9,000, 185 acres for local governments with a population between 9,000 and 30,000, and 250 acres for local governments with populations over 30,001 (population as per the 2010 US Census).
- Districts must be contiguous.
- Districts must include the streets and right-of-ways within it. These count towards the maximum acreage.
- Enclaves within District boundaries are not acceptable.
- Prioritizing, phasing and /or timing of redevelopment activities in different geographic areas of the District is acceptable, and will be considered favorably when it can be demonstrated that this will concentrate the incentives to achieve specific revitalization goals.
- If any portion of the proposed District is in the floodplain, the FEMA floodplain map must be included as a layer on the map. Contact OSPC for technical assistance if needed.

Attach the map of the proposed Downtown Development District

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

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

☒ District Boundaries Map Attached

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

Name of person who created the map: Ryan Mawhinney (AECOM)

Phone 302-781-5927

Email ryan.mawhinney@aecom.com

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Map of the Proposed Downtown Development District - continued

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

The boundary is the result of meaningful planning and community outreach. The City Downtown Development District Task Force analyzed socio-economic data within a large study area and honed down the boundary to where it would have the most beneficial impacts. Data on housing, employment, building conditions, code violations, and crime were the drivers to identify areas with the greatest needs.

The boundary rationale is foremost to assist the greatest number of current residents with the greatest need in a downtown context. Rather than include large swaths of vacant land that would take up much of the maximum required District area, this boundary includes compact residential blocks with as many homeowners and small business owners as possible.

The District contains 530 parcels totaling 85 acres comprised of a mix of neighborhoods and uses within a concentrated core: The Historic center; 7th and South Street area; Ferry Cut-Off area; and the Shawtown neighborhood. Map 3 shows these areas and the existing land uses, which are described below.

Historic Center

The historic center is the central business district and the National Register Historic District. It is characterized by some of the most historically significant buildings in the Nation. Delaware Street exemplifies a traditional 'Main Street' as it contains locally owned small businesses, professional offices, a post office, banks, and government / civic uses, as well as compact single-family homes and apartments on upper floors. The downtown is a regional tourist destination spot that offers boutiques and antique shopping, dining, and leisure experience in an unparalleled historic setting. The First State National Historical Park / Court House Museum, The Green, Battery Park, and other historically prominent uses are adjacent to the District, and are an integral part of the physical, economic and social fabric of the downtown.

7th and South Street area and Ferry Cut-Off Redevelopment Areas:

Delineating these areas is the result of decades of planning to redevelop and connect them to the historic center while respecting the historic fabric. The priority redevelopment areas were first formalized in the City's 2003 Comprehensive Plan and later refined with more action-oriented strategies in the 2009 Update; which led to the comprehensive rezoning to a mixed-use "Downtown Gateway District".

The 7th and South Street Area is situated between the historic district to the east, Battery Park to the south, and the railroad to the north. It is considered the western gateway into the downtown. Although, this area is directly adjacent to the historic district, the area feels

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physically and culturally disconnected. South Street has the perception to be the edge of the City, and the boundary between residential and non-residential uses. This area includes service, storage, and warehouse uses. The Brosius-Eliason building fronting South Street provides an adaptive reuse opportunity. There are also redevelopment opportunities.

The Ferry Cut-Off area is situated between the historic center to the south, a residential neighborhood to the west, and the railroad to the north. It is considered the northern gateway into the City. This area also feels physically and culturally disconnected from the historic downtown. The area consists of the medical offices, the River Plaza Shopping Center, auto sales and services, and other institutional and commercial retail uses. There are also vacant and underutilized properties, which provide redevelopment and infill development opportunities.

These priority redevelopment areas are in prime, highly visible and highly traveled locations. They are also some of the few non-residential areas remaining in the City with infill and redevelopment potential, and the only within walking distance to the majority of residents. Residents have consistently expressed the need for neighborhood scale retail and pedestrian comfort and safety. With planning initiatives and zoning in place, these priority redevelopment areas are deemed market-ready.

Shawtown neighborhood:

The Shawtown neighborhood is situated between Gray Street to the west, the Ferry Cut-Off to the east and north, and the railroad to the south. It is a residential neighborhood in proximity to the historic center, but is physically separated as the railroad track breaks up the street grid impeding connectivity and accessibility. The area is predominantly residential with a few institutional uses. There are no commercial retail or service uses. There are a variety of housing types including single-family, duplexes and townhouses. There is a high concentration of property related code violations, low homeownership and home values, and vacant and under-maintained properties. The current trailhead to the Heritage Greenway Trail is located here, which links the Downtown and Battery Park to the Wilmington River Walk and the East Coast Greenway.

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

☒ Map Attached

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

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



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☒ Map Attached

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

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Map of the Proposed Downtown Development District - continued

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

The District Plan identifies assets, challenges, and opportunities; establishes goals and objectives for community and economic development; and recommends strategies to achieve these goals. The goals and strategies build upon those in the City's Comprehensive Plan.

Both Plans identify key issues related to socio-economic conditions, quality of life, aesthetics, and walkability. The Plans recommend mixed uses, promote infill, and encourage high-quality development standards. The Plans also recognize that not all areas of the City benefit from the same level of design quality as the Historic District, and therefore set forth strategies to achieve a more integrated and unified New Castle.

The Plans do not recommend any zoning changes in the DDD. Map 2c: Suggested Land Use Zoning in the 2009 Comprehensive Plan displays the suggested future land use for parcels that were vacant or with a suggested change, which includes parcels within the Ferry Cut-off and 7th Street and South Street redevelopment areas. The City adopted the DG- Downtown Gateway zoning ordinance and rezoned these parcels to DG to permit mixed-use in 2014 to implement the 2009 Comprehensive Plan.

The City's zoning districts each have tailored purpose statements, permitted uses, and design standards. These are supported by supplementary regulations, which include parking, signage, and performance standards, as well as lot, yard, and bulk requirements. These regulations are the key tools to implement the recommendations of the Comprehensive Plan and District Plan since the uses, size and shape of buildings, and density of development have a direct correlation to the downtown's character and function.

The District is comprised of five zoning districts- the DG- Downtown Gateway, HC- Historic Commerce, HR- Historic Residence, R-2 Residential, and R-3 Residential. While the DDD contains a mix of zoning, each zone is separated into districts with clear boundaries. The land area of each zone is evenly distributed, and the total of the residential zones (HR, R-2, and R-3) encompasses most of the District.

The DG zone makes up 10% of the District area. The DG permits mixed-use development with neighborhood scale retail and services. The development standards promote pedestrian activity, enhance appearance, and encourage an extension of the historic downtown. The DG allows small lot sizes and minimal setbacks, which create a more compact environment by bringing buildings closer to the street, sidewalks, and each other. The streetscape standards require street trees, lights and sidewalks, and the architectural standards aim to create a sense of place and promote the sidewalk as public space.

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The R-2 and R-3 zones make up about 35% of the District. The R-2 permits single-family detached and duplex dwellings, as well as neighborhood retail on corner lots. The R-3 permits the same uses as the R-2, as well as row homes. While destination-based markets continue to expand in the historic district, there is an opportunity for some small retail stores within the R-2 and R-3 zoned neighborhoods through these permitted corner stores.

The HR zone makes up 12% of the District. The HR permits the same uses as the R2, as well as row homes.

The HC zone makes up 5% of the District. The HC is intended to “preserve, promote and protect the historic commercial heart of the city”. Permitted uses are consistent with traditional downtowns including convenience stores, bakeries, banks, restaurants, boutiques and antiques, and personal service shops. The HC also permits single-family and two-family dwellings, which foster the sense of a traditional neighborhood. Any new construction in the HR and HC zones are subject to the City’s historic design guidelines and review.

In general, the zoning allows mixed housing types for all ages and incomes. They allow neighborhood scale retail, which will help meet residents' basic daily retail needs, diversify the economy, and provide local employment opportunities, and create a live/work environment. The zoning also promotes an overall density, rhythm and scale that extend and maintain a historic and walkable downtown. They also offer site design flexibility to foster development that is consistent with historical context and character.

All these factors help to create an active, vibrant, and healthy downtown, which advances the goals and objectives of the Comprehensive Plan, which in turn advances the goals of the DDD program.

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

Much of the City’s long history is still reminiscent in the heart of the Downtown Development District. Approximately 33 acres of the District are within the City’s National Register Historic District. The most prominent contributing property to the Historic District is the New Castle Court House Museum, which is a National Historic Landmark and part of First State National Historical Park. The Amstel House and Lesley-Travers Mansion are located with the DDD. The Green, George Read II House, Battery Park, and other historically significant uses

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are adjacent to the DDD, and are an integral part of the physical, economic and social fabric of the downtown. (Map 7).

The City recently strengthened its historic design guidelines and review process, which encourages repairs over replacement, and requires any new construction in the HR- Historic Residence and HC- Historic Commerce zoning districts to be compatible with the City's historic architecture. The City of New Castle Zoning code sets forth the powers, duties and proceedings of the Historic Area Commission. Prior to the issuance of a building permit, construction, alterations, repairs, or demolitions of a structure in the HR District and the HC District are required to obtain an historic review certificate. These projects then must be reviewed and inspected by the Historic Area Commission for a Historic Certificate of Compliance, which is required for a certificate of occupancy. As described in the Incentives section of this application, certain minor improvements to structures within the Historic District may now be approved by the City's Building Official.



Downtown Development Districts

FY19 Application for Designation as a District

Summary of Need and Impact

50%

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

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

While City residents are proud of their rich Historic District, some adjacent neighborhoods have not benefited from the same level of design quality and investment. Beyond the tourism, recreation and leisure merits within the historic center lies a downtown with distinct neighborhoods and a diverse local economy that includes locally owned businesses, offices, industrial operations, highway businesses and residents who care passionately about the future of their City.

For decades, the City has been planning to not just protect and promote its historic center, but also to improve and connect surrounding neighborhoods and balance diverse needs. In addition to the Downtown Development District Plan, the City, in partnership with the New Castle Community Partnership and Downtown Delaware, recently completed a branding program that focuses on uniting neighborhoods with the logline of “Historic New Castle: Distinctively American”. This program features neighborhood branding in areas such as Shawtown to highlight the authentic, historic and character rich nature of our community.

One major issue is the high number of properties that are in disrepair and property related code violations. Within the DDD, the issue is mostly concentrated within the Shawtown neighborhood, which correlates with the area’s low homeownership, low home values, low per capita income, and high poverty rate. This area also has one of the higher concentrations of criminal activity in the City, which are mostly property related offenses.

A second major issue is the high cost of restoring aging and historic structures. Most of the structures in the District were built before 1939. With an aging housing stock comes the need for repairs and renovations, increasing the overall housing costs and the likelihood of

FY19 Application for Designation as a District

neglected and abandoned properties. Moreover, many of the City's homes were built before 1900 and in the Historic District. Historic rehabilitation projects are generally more complex and more expensive. Because of these constraints, property owners may be reluctant or incapable of making improvements and let the building fall into disrepair; harming the City's historic fabric.

A third major issue is the disconnect between where District residents live and work. To help achieve the City's vision of having a more active and vibrant downtown, there is a need to create a more balanced inflow and outflow of workers. Out of the 470 workers who lived in the District in 2015, only 2 worked within the District. The City's social and economic well-being would benefit to capture some of the commuting workers by increasing housing opportunities for incoming workers and jobs for residents. Living and working locally, people spend less time commuting and more time in the community by running errands, supporting the local economy, and socializing. Increasing job opportunities for residents and housing opportunities for employees could help increase foot traffic and create a more active downtown. The recently opened Markell Trail and connecting spurs provides an opportunity to provide better access to businesses within and adjacent to City boundaries.

A fourth major issue is poor access to affordable, healthy, and convenient retail that meet the daily needs of neighborhood residents. The City has experienced a significant loss of retail because of the evolution of the downtown from a local service to a tourist economy. Past market driven development and State transportation policies separated uses and designed the streets for cars only; resulting in a highway-oriented design that separated areas from the historic center. The Shawtown neighborhood, already without retail uses, was physically separated by the railroad track, which breaks up the street grid and impedes connectivity and accessibility.

FY19 Application for Designation as a District

Summary of Need and Impact – continued

50%

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

The following table summarizes the **required** data from the US Census. Input the data into the *FY19 DDD Census Summary Spreadsheet* (available on OSPC website with this application), and attach any other written documentation that can summarize the data. Contact OSPC for assistance with the Census data, if needed.

Required Data from the US Census

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

☒ Summary spreadsheet and other documentation attached

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

Suggested Data from a Variety of Sources

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

☒ Additional data and documentation attached

FY19 Application for Designation as a District

Summary of Need and Impact – continued

50%

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

The project team evaluated socio-economic data within a large study area, and used that data to delineate a boundary to where designation would have the most beneficial socio-economic impacts. The data on housing conditions, code violations, crime, income and employment were the key drivers to identify areas with the greatest needs.

Per U.S. Census 2011-2015 ACS 5-Year Estimates, the homeownership rate in the District's Census Block Groups is 48%, which is very low compared to the City rate of 59% and the County and State rates of approximately 69%. (Figure 1, Table 1). The percentage of vacant housing units of 10% in the District is slightly higher than the City and County levels of approximately 8%, but is significantly lower than the State level of 17%. (Figure 1, Table 1). Based on City data, there were 20 entirely vacant parcels and 24 vacant buildings totalling in 2017. While vacant land and buildings raise both aesthetic and public-safety issues, they also offer an opportunity for infill development.

In 2015, the District had a 6.6% unemployment rate, which is higher than the Bureau of Labor Statistics rates for the County and State levels of 3.9% and 4.6%. (Table 2). Out of the 470 workers who reside in the District, only 2 worked within the District. Likewise, out of the 147 employees within the District, only 2 resided in the City. (Table 3). Increasing job opportunities and creating a more live/work environment would help create a more active and vibrant downtown and improve overall quality of life.

The socio-economic issues are mostly concentrated within the Shawtown neighborhood (Block Group 162.2) as evident by the relatively high vacancy, low homeownership, low home values, low per capita income, and high poverty rate. Only a third of the housing units are owner occupied. The median home value is \$40,000 less than the City and \$83,400 less than the County. (Figure 1, Table 1). One of the greatest concerns in the Shawtown Block Group is the 15% poverty rate. (Table 2). The median household income was \$56,750 and the per capita income was \$27,558. (Table 2).

About 56% of the housing stock in the District was built in 1939, which is significantly higher than at the County and State levels of 11% and 9%. The majority (81%) of the housing units built in the historic center (Block Groups 161.2 and 162.1) were built before 1939. (Table 4) With an aging housing stock comes the need for repairs and renovations, increasing the overall housing costs.

FY19 Application for Designation as a District

All of these factors contribute to the District's high number of properties that are in disrepair and under maintained, and are anecdotally correlated to the area having a high concentration of code violations. Between 2012 and 2017, there were almost 200 code violations have occurred in the District, which is almost 20% of the all the code violations citywide. About 100 property maintenance violations were within Shawtown. Almost 90% of the incidents are related to property maintenance related, including building exteriors, high grass-weeds, debris in yard, and similar issues. Other incidents were violations of the sanitary code and sidewalk code. A few incidents were deemed dangerous to public health and safety. (Figure 2, Table 5).

The project team worked closely with the City Police Department to evaluate crime data and delineate a DDD boundary that includes areas with high concentrations of criminal incidents. Between 2015 and 2017, there were over 3,000 offenses reported in the City. The most frequent types of incidents included larceny and stolen property, and vandalism. The second most frequent call types were spread out amongst simple assaults, fraud, drug violations, family offenses, DUIs and disorderly conduct. There are two areas of high concentration of reported activity, one of overlaps the District, in the Shawtown neighborhood. (Figures 3, 4).

Another major issue is poor access to affordable, healthy, and convenient retail. The neighborhoods surrounding the historic center feel physically and culturally disconnected due to the auto-oriented street design. Route 9, Route 273 and the railroad track break up the local residential street grid and impede pedestrian connectivity and accessibility. There is also low access to grocery stores and convenience stores to help resident meet daily needs, such as affordable, healthy foods. The USDA Food Access Research Atlas identifies Block Groups 161.1 and 162.2 as 'low income and low access' and a 'food desert'. (Figure 5).

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

It is anticipated that the recognition and economic incentives through the State's Development District designation, coupled with the City's strategies and incentives package, will stimulate economic development, improve housing conditions, and attract a greater mix in uses to balance the needs of residents and visitors. Improving physical and social connections between the historic center and surrounding neighborhoods will unify the disparate neighborhoods into a seamless, fully integrated, single New Castle. For the Shawtown neighborhood, it is anticipated that the area's low homeownership and home values will rise, increasing a sense of pride in homeownership and property upkeep. For the historic center, financial incentives will help ease the cost burden to current and prospective property owners and investors to maintain and rehabilitate historic and aging structures. For the 7th and South

FY19 Application for Designation as a District

Street and Ferry Cut-off redevelopment areas, the underutilized properties are deemed market-ready, and designation will help direct private capital investments to these areas.

The designation would also help advance the vision, goals and objectives of the City's Comprehensive Plan. The City's land use and development policies help to address the needs of the downtown as they preserve historic structures, promote mixed-use development, promote property maintenance, and require pedestrian-oriented design guidelines and standards, all of which help foster places of quality. With adequate infrastructure, zoning and policies in place, obtaining State designation is the next integral component of the City's comprehensive, ongoing redevelopment efforts, which will advance years of planning into tangible investments.

The City carefully considered various incentives to complement the DDD application that would encourage economic development and revitalization. The incentives are generally meant to increase predictability and flexibility of developing in the District. They are also intended to decrease the costs of developing and/or operating a business within the DDD by reducing taxes and fees and by reducing the time to receive approval.

The localized economic development incentives will work in concert with the State DDD incentive to encourage economic and community development.

In sum, the designation will be a major vehicle towards redeveloping underutilized areas, improving housing conditions, and instilling a sense of pride in homeownership. The designation will play a key role in creating a more integrated, unified and beautified City while protecting this national historic treasure.

FY19 Application for Designation as a District

Summary of District Plan **20%**

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

The District Plan Checklist is provided in the *DDD Program Guidelines* document. The proposed District Plan must be prepared in accordance with the Checklist.

Attach the District Plan.

☒ District Plan Attached.

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

The District Plan identifies assets, challenges, and opportunities within the downtown, establishes goals and objectives for community and economic development, and recommends implementation strategies to achieve these goals. The Plan focuses on areas with the greatest housing and socio-economic needs. The District includes four planning areas within a concentrated core. The vision is to unify these areas as one Downtown Development District. The District Plan aims to create a more healthy and vibrant community while respecting the Downtown's rich historic fabric. The overarching goals and objectives are to:

- Protect historical character,
- Improve housing conditions,
- Connect neighborhoods,
- Diversify the economy,
- Attract a variety of retail to meet residents' basic daily needs
- Create a more live/work environment, and
- Balance the diverse needs of residents, businesses, and tourists.

FY19 Application for Designation as a District

The specific goals and objectives are listed by topic:

HOUSING

Goals:

- Build a stable community of long-term residents by improving housing conditions and home values.
- Improve housing opportunities with quality and affordability for all residents.

Objectives:

- Improve the integrity of the housing stock through rehabilitation.
- Provide appropriate mix of residential and a non-residential uses.
- Provide housing types to accommodate baby boomers and millennials seeking a more walkable and urban living experience.

CODE VIOLATIONS AND CRIME

Goal:

- Reduce incidents related to code violations and crimes against property.

LAND USE, ZONING & DEVELOPMENT POTENTIAL

Goals:

- Promote a balanced mix of service, restaurant, retail, public and residential uses.
- Promote standards that foster adaptive reuse of existing structures and context-sensitive infill development on vacant and underutilized areas that emulates the historical downtown.

Objectives:

- Unify the historic center with the surrounding neighborhoods while recognizing the areas have different issues and opportunities.
- Design for commercial and mixed-use buildings will be sensitive to the historic character.
- Design for commercial and mixed-use buildings will be human-scaled and pedestrian-friendly helping to stimulate an active commercial district.

HISTORIC RESOURCES

Goal:

- Protect and enhance the Downtown's historic and unique character.

Objectives:

- Historic assets will be restored, rehabilitated and preserved rather than being demolished and replaced.

CONNECTIVITY & WALKABILITY

Goal:

- Promote health and wellness through an active and vibrant Downtown that focuses on high connectivity, pedestrian-oriented design, and public gathering spaces.

Objectives:

FY19 Application for Designation as a District

- Improve opportunities for safe bicycle and pedestrian travel, carpooling, and public transit.
- Work to control and divert heavy truck traffic, through-traffic and higher-speed traffic from the Downtown.
- Enhance traffic-calming measures and transportation improvements that offer bikers and pedestrians comfort, safety, and convenience.

GATEWAYS & STREETSCAPE

Goals:

- Foster a sense of place, civic pride and belonging for all members of the community.
- Reinforce community identity with attractive gateways at the Downtown's edge.

Objective:

- Improve the physical appearance of the streetscape and building facades to make them more inviting.

PARKING

Goal:

- Optimize the existing parking supply and seek new parking opportunities.

Objectives:

- Provide a sufficient amount of parking within the Downtown and ensure the use is properly managed.
- Encourage businesses and other entities in the Downtown to share parking.
- Seek to convert vacant, underutilized or under-maintained buildings and parking areas that offer an opportunity for higher and more beneficial uses that fit the Downtown context and character.

COMMUNITY EVENTS

Goal:

- Provide quality community events of interest that attract a variety of audiences and ages.

Objective:

- Community events will help promote and market Downtown businesses and establishments.

ECONOMIC DEVELOPMENT

Goals:

- Strengthen the Downtown as a business, civic, cultural, entertainment, and recreational center for the region, building upon its historical significance.
- Encourage growth and diversity of businesses at the neighborhood scale and context.
- Capture regional traffic to support Downtown businesses and establishments.
- Increase variety of goods and services to support local residents and visitors.
- Position the City to be a premier tourist destination.

FY19 Application for Designation as a District

- Create a vibrant and economically sustainable Downtown that serves the needs of area residents, business owners, and encourages greater visitation.
- Create local jobs, raise incomes and increase property tax base through economic development.

Objectives:

- Generate sufficient tax revenues and wider employment opportunities.
- Increase visitation to support tourist industry and Downtown businesses and establishments.
- Increase participation at community events to share in our rich history, which would also increase visitation to City businesses and establishments.
- Increase the employment opportunities and the number of residents who work in the City.

FY19 Application for Designation as a District

Summary of District Plan – continued 20%

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

The Downtown goals and objectives have been established through an extensive public and stakeholder outreach process including the Downtown Survey, a community event, and the Task Force meetings. The attached Downtown Development District Plan identifies assets, challenges, and opportunities within the City of New Castle's Downtown, establishes goals and objectives for community and economic development, and recommends implementation strategies to achieve these goals. The next step is to move these strategies into action. It will take continuous work to put this District Plan into action. There is no one fix or solution to the challenges in the Downtown; instead, it will take many short-term actions with a long-range perspective.

The District Plan's implementation strategies are a refinement and extension of the recommendations from the City's 2009 Comprehensive Plan Update. As with the implementation of the Comprehensive Plan, the City will play the primary role in implementing the strategies and incentives, ensuring that new and redevelopment is consistent with the regulations, and determining that local facilities and services are in place to accommodate and facilitate the development.

The Implementation Section in the District Plan functions as an implementation tool. It provides a general timetable and priority level, lists the responsible parties and potential partners, and identifies the implementation mechanism as well as potential financial resources to be utilized. Given the number of stakeholders and government agencies that have shared interests and that play a key role in the implementation, the City will serve as primary facilitator and coordinator to ensure plans and programs for the various entities strive to achieve the common vision. Aligning goals and efforts with agencies, organizations and partners may include seeking technical guidance and assistance, securing funds, seeking approval, and coordinating physical improvements. The Implementation Section will assist City officials and staff in coordinating planning actions and to guide decisions in a systematic manner.

The recommendation priority levels are grouped into four categories: Short-term, Medium-term, Long-term, and Ongoing. The City should act on the short-term priority levels immediately in order to leverage, benefit from, and work in conjunction with the State's DDD incentives and the City's local incentives. The medium-term and long-term are secondary priorities and may require further analysis and discussion in the next Comprehensive Plan Update. Ongoing items are recommendations that will occur as part of the routine planning

FY19 Application for Designation as a District

process. This table will further serve as a checklist for the City in implementing the District Plan recommendations.

As discussed in detail earlier in this application, the City will increase the responsibilities for the City Administrator to administer the City's DDD program. The Administrator will manage grant applications, promote the program, and ensure compliance with the District Plan and Program requirements. The City Administrator will be the principal point of contact and will supervise and ultimately be responsible for the tasks involved in to implement the DDD program. City staff will provide support to the Administrator, and Mayor and Council will champion the DDD designation. The Administrator will be the liaison between the City Council and staff, developers, property owners, State Agencies, and other stakeholders and partners. The Administrator and staff may also be supported by the City's planning and engineer consultants on an as needed basis determined by the Administrator.

DDD related responsibilities of the Administrator will include leading City staff in marketing, outreach and promotion, providing program guidance to applicants, keeping records of applications, providing the required reporting to the State, and attendance at DDD program workshops.

List primary implementation strategies for the District Plan. (please limit your response to 750 words or less).

The key implementation strategies to achieve the aforementioned goals and objectives are:

HOUSING

- Publicize programs and funds to rehabilitate homes.
- Provide housing and property maintenance code guidance to residents, particularly regarding historic residences.
- Adopt City sponsored programs to incentivize housing rehabilitation and homeownership.

CODE VIOLATIONS & CRIME

- Enforce the housing and property maintenance code and the rental inspection program in areas of highest concentrations of violations.
- Support the needs of the Building and Zoning Department for code enforcement.
- Support the needs of the City Police Department for crime prevention.
- Support applications for funding that help meet training, equipment, programs, administrative support, and staffing needs.

LAND USE, ZONING & DEVELOPMENT POTENTIAL

- Promote and market priority redevelopment areas as catalyst projects to spur future redevelopment.
- Refine the long-term redevelopment visions for the 7th and South Street Area.

FY19 Application for Designation as a District

- Review the zoning district requirements and amend where appropriate to make it conducive toward creating a vibrant, traditional mixed-use and walkable Downtown.
- Evaluate the future land use and zoning of the parcels on the east side of Delaware Street, which are zoned HR.

HISTORIC RESOURCES

- Encourage appropriate reuse of older buildings, Identify historical and architecturally significant buildings in need of repair and rehabilitation.
- Publicize programs and funds to rehabilitate historic structures.
- Enforce Historic Area Commission ordinances and design guidelines.
- Partner with the Trustees, the New Castle Historical Society, National Park Service, DE Division of Historical and Cultural Affairs and others to protect and promote the historical and cultural assets.

CONNECTIVITY & WALKABILITY

- Identify, enhance, and maintain appropriate traffic calming and pedestrian safety measures for streets in the Downtown.
- Support future phases of the Heritage Greenway Trail to link the Downtown and Battery Park to the Markell Trail, East Coast Greenway and other regional trails by partnering with Bike Delaware, WILMAPCO, New Castle County and Delaware Greenways.
- Coordinate State and local transportation improvements to achieve better pedestrian linkages between the District and existing adjoining neighborhoods.
- Work with DelDOT and WILMAPCO to create a master plan for the Ferry Cut-off Area that includes pedestrian improvements, intersection improvements, as well as improvements to Route 9.

GATEWAYS & STREETSCAPE

- Identify, prioritize, and construct placemaking improvements along streets and gateways.
- Seek to incorporate the development of a public recreation pier in future development activities along the waterfront.
- Identify opportunities and funding to expand and improve walkways and bikeways that connect to parks, historical features, and the Downtown.
- Market parks, greens, trails, and recreational assets as an attraction and incentive to live and work in the City.

PARKING

- Coordinate with the Parking Sub-Committee towards implementing the Committee's recommendations.
- Continue to provide temporary special event parking, including shuttle services to and from remote parking areas and publicize the location of parking areas to be used for special events.
- Consider a parking management program to maximize available parking in the areas of the highest demand.
- Improve pedestrian connections between areas with high visitor volume to access underutilized parking areas.

FY19 Application for Designation as a District

- Review and amend the parking standards to ensure that the requirements are more conducive to a walkable, mixed-use Downtown environment.
- Continue to improve existing wayfinding signage and parking logos and maps to guide drivers to parking areas, amenities and attractions.

COMMUNITY EVENTS

- Partner with other organizations to expand current events and develop new events specific to the Downtown.
- Partner with other organizations to enhance the promotion and notification of events.
- Market and promote the Downtown, the Green and Battery Park as premier public gathering spaces for events and programs.

ECONOMIC DEVELOPMENT

- Perform a market analysis to identify the types of goods and services for which there is strong market demand. Seek to recruit businesses and entrepreneurs through a coordinated marketing campaign.
- Build upon and expand the coordination and marketing efforts among the City and its Partners to create and implement a marketing plan for the Downtown.
- Continue dialogue between the City and New Castle Community Partnership to seek Main Street designation.
- City and stakeholders to jointly fund expenses for marketing and economic development activities and strategies. Seek USDA Rural Community Development Initiative grants.
- Partner with Delaware Greenways and DelDOT to implement the Delaware Bayshore Byway Corridor Management Plan.
- As a site on the Harriet Tubman Underground Railroad Byway, capture opportunities to promote Downtown establishments with DelDOT and other partners.
- Capitalize on expected I-95/I-295 and the Byways with wayfinding signage to the National Park and Historic District.

FY19 Application for Designation as a District

Summary of District Plan – continued 20%

Key Priority Project: A specific project identified in the District Plan that is considered by the applicant to be a potential catalyst for other redevelopment activity and contribute to superior urban design or other benefits to the District. Key Priority Projects are specific projects that are expected to provide significant positive impacts to the District should they be implemented. These projects will receive priority scoring for funding through the DDD Rebate program, and may receive other benefits, such as enhanced marketing, through the DDD program. See *DDD Program Guidelines* for more information.

The section on Key Priority Projects has been revised for the FY19 application, and it is suggested that it be completed by all applicants including those with FY16 applications on file.

In the following table please summarize the Key Priority Projects that are identified and fully described in the District Plan. Please see *DDD Program Guidelines* for details about how Key Priority Projects should be identified and described in the District Plan.

Project Name	Parcel Number / Location	Summary of Project	Page number of description in District Plan
River Plaza Shopping Center	718-740 Ferry Cut-Off; Parcel #2101500200	Some available leasing space, vacant buildings, and infill retail development. Sites are highly visible in a high-volume traffic area. Building in accordance with the Downtown Gateway District zoning standards offers opportunities for pedestrian-oriented development that defines the streetscape and adds an attractive gateway. Site development / land improvements may include	Pg. 29-30. Detail added in this application after District Plan was adopted. See Appendix A - Figure 6.

Downtown Development Districts

FY19 Application for Designation as a District

		façade, parking, landscaping, lighting, pedestrian circulation and access. Intersection, streetscape, and traffic calming improvements are also a high priority for this area.	
David Finney Inn	222 Delaware Street; Parcel # 2101530186	This historic inn, circa 1685, at overlooking the Green is currently for sale. This storied building is comprised of a turnkey restaurant and five apartments/suites and a second floor ready to build out for ten guest rooms with private baths (designs available). The first-floor reception/conference area, along with the restaurant and outdoor patio, could be incorporated into a full-service inn and restaurant. Lodging would benefit tourism, resident families with guests and support frequent events such as weddings. This property and location make this a rare opportunity to create a destination inn and restaurant for visitors from the entire Mid-Atlantic Region. It could also serve as a “hub” for other B&B properties to enhance our historic main street business district.	Pg. 29-30. Detail added in this application after District Plan was adopted. See Appendix A - Figure 6.
William Penn House	206 Delaware Street; Parcel# 2101530181	This historic business/former house is vacant and currently for sale. This quaint circa 1682 property is one of the oldest buildings in Delaware and legend has it that William Penn spent his first night in the New World when he landed in New Castle in 1682. There is also a multi-use building located behind the main building. It was most recently occupied by a coffee shop, indoor/outdoor entertainment space, and retail/office space. It has previously been used as a bed and breakfast. This property would make an ideal coffee shop and bakery on the city’s historic main	Added to application after District Plan was adopted. See Appendix A - Figure 6.

Downtown Development Districts

FY19 Application for Designation as a District

		street—something frequently requested by residents and visitors. Additional historic renovation would enhance its usage. It is located directly across from the New Castle Courthouse Museum and the First State National Historical Park.	
Senator Van Dyke House	400 Delaware Street; Parcel #2101530030	This large historic home has been vacant for years and is cited as a nuisance property due to frequent code violations. The Senator Van Dyke house, circa 1799 dwelling, would be an ideal project for historic restoration and occupancy as a bed and breakfast or single-family home. This redevelopment would be an improvement to this section of our historic main street business district and spark other nearby improvements in this block.	Added to application after District Plan was adopted. See Appendix A - Figure 6.
Brosius-Elias complex	508 South Street; Parcel# 2101400390	Some underutilized buildings and vacant space. Strategic location in terms of providing the eastern gateway into New Castle and the proximity to the Downtown. Opportunity for large scale adaptive reuse of industrial building(s). Development should consider pedestrian connection to surrounding neighborhood and Battery Park, and extension of Umbrella Row connecting 7th to South Streets and 5th Street or 4th Street.	Pg. 29-30. See Appendix A - Figure 6.

FY19 Application for Designation as a District

Summary of District Plan – continued 20%

Are there any known projects or proposals that can be underway within six to twelve months of District designation? If so, please describe here (please limit your response to 750 words):

The City's land use policies promote infill development on vacant and underutilized parcels, as well as the reuse of existing buildings. Historic preservation and rehabilitation or small new construction projects could easily begin within that time frame. Many of the vacant parcels with development opportunities are in highly visible and prominent locations presenting a prime development that better fits the downtown context and character. While vacant land and buildings raise aesthetic and public-safety issues, they are also considered an asset as they offer space to grow in a manner that helps achieve the community's vision, goals and objectives.

The majority of vacant and underutilized parcels are within the 7th and South Street and Ferry Cut-Off gateway areas. These parcels are highly visible as they are situated on major corridors that lead into the historic downtown. It is for these reasons that these areas are a particularly important piece of the City's overall community, redevelopment, and economic development goals.

The following properties are vacant, for sale or underutilized:

Historic Commerce Section:

- * William Penn House - Vacant and for sale
- * David Finney Inn - For sale with future vacancy
- * Senator Van Dyke House - Vacant

Ferry Cut-Off Gateway:

- * Multiple vacant/underutilized properties at main northern gateway to historic downtown situated on
- * Ferry Cut-Off and Delaware Street.

South Street Gateway:

- * Multiple vacant/underutilized properties at southern gateway to historic downtown on South Street between 7th and 4th Streets.

FY19 Application for Designation as a District

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

New Castle Community Partnership- The mission of the New Castle Community Partnership is to preserve, promote and enhance the historic heritage of the City by coordinating and organizing various community events. The Partnership is a nonprofit Commercial District Affiliate (CDA) of Downtown Delaware, which is a designation developed by the Delaware Economic Development Office (DEDO) for communities that choose to implement downtown revitalization strategies similar to designated Main Street programs. As a CDA, the Partnership is considering future Main Street designation. DEDO and New Castle Community Partnership are working together to build strategies that encourage partnership-development, new funding opportunities, and increased opportunities for small businesses. The Partnership works to enhance the economy, appearance, and image of the historic City of New Castle by utilizing the Main Street strategy developed by the National Main Street Center Inc. The Main Street Approach includes economic vitality, design, promotion and organization. The Partnership has established themselves to focus on each one of these areas, and currently are specifically focusing on design and promotion. The City and the Partnership commit to continued discussion regarding the potential for Main Street designation and in determining appropriate roles and responsibilities to achieve such designation.

New Castle Historical Society- The New Castle Historical Society is an incorporated, non-profit membership organization with 501(c)(3) status. It operates three historic buildings for guided tours for individuals and groups. The Society is also involved in educating the public about the history of New Castle through exhibits, programs, lectures, publications, and resource materials. The NHCS works to promote historical awareness and encourage the preservation of historical architecture and material culture of New Castle. The NCHS has been a partner with the City, and other groups in town, to protect the architectural integrity and history of New Castle. These are what make New Castle unique and a great destination for visitors. The DDD designation strengthens these efforts by supporting new and local businesses, better housing, and a more walkable community. This is especially true for the NCHS since they now operate the New Castle Visitors Center at The Arsenal, immediately adjacent to the proposed DDD.

Greater Wilmington Convention and Visitors Bureau- GWCVB's mission is to serve the community's customer focused destination marketing organization, generating economic growth through leisure travel and meetings development by aggressively marketing

FY19 Application for Designation as a District

attractions, facilities, amenities and services for visitors. The City of New Castle is one of the region's great assets for marketing the area. The DDD designation will enforce reinforce and strengthen all that is currently in place.

Delaware Greenways- Delaware Greenways advocates for the development of trails and byways. These pathways link and build communities while winding through some of the most beautiful scenery in Delaware. Through their work on trails and pathways, they inspire people to engage in an active lifestyle and enjoy the outdoors.

The City's partnership with Delaware Greenways has led to the designation as a Discovery Zone along the Delaware Bayshore Byway, as well as the creation of the Community Wellness Initiative. The Wellness Initiative included community-based efforts to improve community health by aiming to remove barriers and create more opportunities and awareness for making healthy choices. The Wellness Initiative also includes use of the Historic Penn Farm, which is a living historical farm providing fresh, local produce to the City and the region through Community Supported Agriculture (CSA). Through a partnership with Colonial School District on Historic Penn Farm, William Penn High School students learn farming from seeds to harvest in real time on a living farm, adjacent to school property. Agriculture students work directly with culinary students, nutrition services, and science students in their "Farm to School to Table" program. Delaware Greenways has also led the development and management of greenways that connect to the City of New Castle, the recently completed Jack A. Markell Trail to downtown Wilmington.

The Greenways current work at Historic Penn Farm, the Bayshore Byway and the Future Trails of Northern Delaware are all designed to add vibrancy to the New Castle and to strengthen its economic and tourism industries. The City is also proud to promote the Greenways' activities and initiatives for the Byways and the Penn Farm.

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

☒ Written documentation attached from all other organizations

FY19 Application for Designation as a District

Summary of District Plan – continued 20%

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

Given its geography and elevation, much of New Castle and the Downtown Development District are susceptible to flooding associated with upstream flooding and downstream tidal surges. Twelve acres of the District are within the Federal Emergency Management Agency's (FEMA) Zone AE flood hazard area. The AE flood zone is expected to have a one-percent chance of being equaled or exceeded in any given year, and are at risk for occasional extreme flooding events due to strong coastal storms. (Map 6: FEMA Flood Hazard Zones).

The City has adopted and enforces a Floodplain Management Ordinance (City Code, Chapter 130), participates in the National Flood Insurance Program, and has a Community Rating System classification of 8. The Ordinance requires that all new construction and substantial improvements for all structures in Zone AE be built with additional flood hazard resistant construction methods, such as freeboard of at least 18 inches above the base flood elevation.

City staff has plans to increase coordination with property owners in the floodplain to better understand flood damage reduction measures, FEMA programs, and potential savings in flood insurance premiums. In addition, City staff routinely reviews the City's Floodplain Ordinance to assure that it meets basic Federal and State requirements and provides suitable protection of life and property while also allowing the type of development envisioned in the Comprehensive Plan and this District Plan.

The City recognizes that overall precipitation may be increasing with more frequent and intense storm events related to climate change. The City also recognizes that sea level rise will likely expand high tide inundation areas and increase flood hazards throughout the City, including portions of the DDD. To evaluate these issues, the City partnered with the Delaware Coastal Program of DNREC to prepare a Vulnerability Assessment and Adaptation Plan in 2018. Using conservative projections, the Plan anticipates an increase in sea level and flood elevations of 2 feet with worst case of 5 feet by 2100. The Plan identifies vulnerabilities and sets forth an action plan to improve the City's resiliency. The Plan maps the hazards and inundation areas in three categories: 1) Present day flood hazards, 2) Future high tide due to sea level rise, and 3) Future flood hazards due to sea level rise.

FY19 Application for Designation as a District

To demonstrate its commitment to environmentally sensitive development, the City is considering green technology best management practices into the rehabilitation of Delaware Street planned to begin later this year. The proposed bioretention areas will remove pollutants from runoff from the central parts of the City prior to discharge into the Delaware River. The City's Subdivision of Land Ordinance (City Code, Chapter 213) requires developers of private property to comply with the State's Sediment and Stormwater Regulations. The City is fully in compliance with its National Pollutant Discharge Detection and Elimination (NPDES) permit for stormwater discharges.

The District Plan sets forth goals, objectives and strategies towards becoming a more sustainable community and building resiliency to natural hazards. The following goals, objectives and strategies from the District Plan relate to flooding and sea level rise:

GOALS

- Reduce vulnerability to natural hazards, particularly flooding and sea level rise.

OBJECTIVES

- Natural hazards will be considered in development plans and approvals.
- Financial and technical assistance will be available to elevate or floodproof buildings.
- Residents will understand how to get information about natural hazard events, shelters, and evacuation routes.
- Promote green infrastructure principles and practices.

STRATEGIES

- Publicize Delaware's green infrastructure initiatives.
- Enforce safeguards to minimize risks to flood hazards.
- Evaluate measures to ensure that new development is resistant to current and future hazards and minimizes stormwater run-off to flood water receiving areas.
- Provide public awareness and outreach to current residents, developers, and prospective homebuyers on flood hazards and sea level rise risks, and flood protection measures.
- Implement the recommended actions and activities set forth in the City's 2018 Vulnerability Assessment and Adaptation Plan.

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

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

As part of this Downtown Development District Planning process, existing relevant plans and documents were reviewed to provide context and the backdrop for the District Plan. The goals

FY19 Application for Designation as a District

and strategies outlined in the District Plan are consistent with the stated goals and strategies of other plans for the New Castle area. The City of New Castle's 2009 Comprehensive Plan and New Castle County's 2012 Comprehensive Plan both encourage improving the quality of life by actively managing development, providing for a mix of land uses where appropriate, preserving open space, and promoting infill and reuse of brownfields. The Delaware Strategies for State Policies and Spending also advocates for meeting growth needs in part by reusing developed land and promoting infill development in existing communities, particularly downtowns.

Comprehensive Land Use Plan:

The District Plan's goals and strategies are a refinement and extension of those in the City's Comprehensive Plan. Much of the data, information, assumptions, and many of the recommendations of the 2009 Comprehensive Plan Update are still valid. The 2009 Plan brought forward past recommendations, suggested new ones, and matched both to a series of City-wide implementation strategies.

The 2009 Plan recognized that, while the City should be proud of its historic downtown, as a "pedestrian-oriented precinct of unmatched physical beauty and architectural distinction", not all areas of the City benefit from the same level of design quality. The overall goal of the 2009 Plan was to provide a more strategic planning approach and approachable implementation schedule to allow for the City to address the planning and design issues of recent decades and achieve the promise of a more unified New Castle. The District Plan furthers the goals and objectives of the Comprehensive Plan as it relates to the gateway areas and Historic District, and provides more focused implementation strategies.

The City is currently updating its Comprehensive Plan, which will integrate the issues and strategies set forth in this District Plan.

Strategies for State Policies and Spending:

With the exception of the Heritage greenway Trail, the entire District is defined as Investment Level 1 Area within the Strategies for State Policies and Spending. The proposed District meets the criteria for Level 1 areas as it is an incorporated municipality that has a development density higher than the surrounding areas and has the capacity to accommodate additional development. The District further contains a mix of uses, which is especially evident on Delaware Street in the historic center where there are businesses on the first floor and apartments above. There is also a variety of transportation opportunities available. Consistent with Investment Level 1 Areas, the City's land use policies and the District Plan support and encourage a wide range of uses and densities, foster efficient use of existing public and private investments, and enhance community identity and integrity. The City's land use policies and the District Plan also aim to facilitate redevelopment in underutilized areas with the Investment Level 1 Areas. (Map 2 – State Strategies with the accompanying District Plan).

FY19 Application for Designation as a District

Summary of Local Incentives 20%

Must be completed applicants with FY16 application on file

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

It is expected that local incentive(s) will be available to all qualified projects within the District, and not require a discretionary approval or other consideration by the local elected body or town administration. If otherwise, please provide detailed justification for the discretionary review and approval of specific incentives.

The following table includes **examples of** local incentives proposed by other applicants.

Examples of Local Incentives

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



Downtown Development Districts

FY19 Application for Designation as a District

Summary of Local Incentives - continued 20%

Attach documentation for all Local Incentives

☐ Written documentation attached for all Local Incentives

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

Local Incentive	Date enacted (or proposed date of adoption)	Geographic area covered (DDD Only, Entire Municipality, or Other - please describe)
City Property Tax Abatement	Upon DDD Designation	DDD
City Realty Transfer Tax Waiver for First Time Homebuyer	Upon DDD Designation	DDD
Streamlined Review Process	Upon DDD Designation	DDD
Business License Fee Waiver	Upon DDD Designation	DDD
Building Permit Fee Waiver	Upon DDD Designation	DDD
Historic Area Commission Fee Waiver	Upon DDD Designation	Overlap Historic District and DDD
Downtown Gateway (DG) District	August 13, 2013 City Code § 230-21.1	Portions of DDD zoned DG
Historic Commerce (HC) District	April 9, 1968 City Code § 230-20	Portions of DDD zoned HC
Municipal Services Commission Electric and Water Economic Development Rate	June 6, 2006; Revised March 28, 2019	Entire City
Historic District Design Guidelines and Standards	June 20, 2016	Historic District

FY19 Application for Designation as a District

Summary of Local Incentives - continued 20%

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

Local Incentive	Funding Source
City Property Tax Abatement	All taxes that are abated due to this incentive are a "cost" to the revenue of the City's General Fund.
City Realty Transfer Tax Waiver for First Time Homebuyer	All waived income that the City does not receive due to this incentive is a "cost" to the City's General Fund.
Streamlined Review Process	Will utilize existing staff and will not require additional City funds.
Business License Fee Waiver	All waived income that the City does not receive due to this incentive is a "cost" to the City's General Fund.
Building Permit Fee Waiver	All waived income that the City does not receive due to this incentive is a "cost" to the City's General Fund.
Historic Area Commission Fee Waiver	All waived income that the City does not receive due to this incentive is a "cost" to the City's General Fund.
Downtown Gateway (DG) District / Historic Commerce (HC) District	Based on an existing zoning classification and is not dependent upon funding.
Municipal Services Commission Electric and Water Economic Development Rate	Impact the amount of service charges received by the Municipal Services Commission from a particular customer or customers.
Historic District Design Guidelines and Standards	Based upon facilitating the City's approval of certain minor improvements within the Historic District by allowing said improvements to be approved by the City Building Official and not the Historic Area Commission.

FY19 Application for Designation as a District

For each local incentive please summarize the value and/or benefit of the incentive to potential Qualified Real Property Investors. Please be as specific as possible.

Local Incentive	Value and/or Benefit to Investors
City Property Tax Abatement	Reduces the costs of developing in the DDD thus making such development more economically viable than elsewhere outside the DDD.
City Realty Transfer Tax Waiver for First Time Homebuyer	Reduces the costs of home ownership for first time buyers.
Streamlined Review Process	Expedited review of development plans being reviewed by City staff, City planning and engineering consultants and the Planning Commission and/or Board of Adjustment. Shortens the time between project initiation and project completion.
Business License Fee Waiver	Reduces the ongoing costs of maintaining a business.
Building Permit Fee Waiver	Incentivizes certain types of improvements that may not increase the assessed value of the property and thus not be able to take advantage of the property tax abatement, including new or replacement signage, façade improvements, underground utilities, and sidewalk improvements. Reduces the costs of general maintenance, beautification, and site work.
Historic Area Commission Fee Waiver	Reduces the costs of general maintenance, beautification, and site work that may not increase the assessed value of the property and thus not be able to take advantage of the property tax abatement, including new or replacement signage, façade improvements, underground utilities, and sidewalk improvements.
Downtown Gateway (DG) District / Historic Commerce (HC) District	Provides flexibility in zoning by permitting a range of uses including multi-family development, non-residential development and mixed uses. Provides predictability to builders with specific design guidelines to be consistent with the historic downtown.
Municipal Services Commission Electric and Water Economic Development Rate	The MSC has the ability to offer commercial customers who are considering locating their business within the service territory of the MSC

FY19 Application for Designation as a District

	an Economic Development Rate, which encourages job creation that would otherwise not be located in the service territory of the MSC.
Historic District Design Guidelines and Standards	Permits certain minor improvements to structures in the Historic District to be approved by the City Building Official without requiring review by the Historic Area Commission. Streamlines the review of such improvements thus reducing costs and adding more surety to the approval process.

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

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

It is expected that local incentive(s) will be available to all qualified projects within the District, and not require a discretionary approval or other consideration by the local elected body or town administration. If otherwise, please provide detailed justification for the discretionary review and approval of specific incentives in this response.

City Property Tax Abatement:

The increase in City property taxes resulting from an increase in assessed value due to improvements to a property will be abated for a 5-year period. The improvements to the property must be greater than \$25,000 and could involve new development or rehabilitation. The \$25,000 investment would have to meet the same criteria as a qualified real property investment as defined in the DDD Guidelines (see below). The abatement would apply within the DDD only.

FY19 Application for Designation as a District

City Realty Transfer Tax Waiver for First Time Homebuyer:

To encourage homeownership, the City will waive the City Realty Transfer Tax for first time homebuyers where the owner/buyer will reside in the dwelling. This will encourage economic development and revitalization by reducing the cost of home ownership for first time buyers.

Streamlined Review Process:

The City will adhere to a streamlined review process for development in the DDD. The adoption of the amended Historic District Design Guidelines mentioned earlier has already streamlined the review of certain improvements in the Historic District. The City commits to streamlining other types of projects in the DDD by expediting review of development plans being reviewed by City staff, City planning and engineering consultants and the Planning Commission and/or Board of Adjustment. The streamlining and expediting of the review of development projects in the DDD will encourage economic development and revitalization by shortening the time between project initiation and project completion.

Business License Fee Waiver:

The City will waive the Business License Fee for a one-year period for new businesses. The new business could reside within a newly built structure or within an existing structure. The business license fee waiver would apply within the DDD only.

Building Permit Fee Waiver / Historic Area Commission Fee Waiver:

The City wishes to incentivize certain types of improvements that may not increase the assessed value of the property and thus not be able to take advantage of the property tax abatement described earlier. As such, the City will waive building permit fees and the Historic Area Commission Review Fee for the following:

- New or replacement signage in the DDD; and/or
- Façade improvements in the DDD; and/or
- Installation of underground utilities; and/or
- Sidewalk improvements

These fee waivers will encourage economic development and revitalization by reducing the costs of making improvements to properties in the DDD including general maintenance, beautification and site work.

Downtown Gateway (DG) District:

The DG District allows for a range of uses including multi-family development, non-residential development and mixed uses. This zoning category encourages economic development and revitalization by implementing the visions of the 2009 Comprehensive Plan and this District Plan by allowing flexibility in uses while also requiring new and redevelopment to be in accordance with design guidelines consistent with the historic downtown.

FY19 Application for Designation as a District

Historic Commerce (HC) District:

Similar to the DG District, but on a smaller scale, the HC District allows for a range of uses including small scale retail and services uses, as well as single-family detached and attached dwellings, including multiple dwellings. This zoning category encourages economic development and revitalization by implementing the visions of the 2009 Comprehensive Plan and this District Plan by allowing flexibility in uses while also requiring new development and redevelopment to be in accordance with the City's Historic District Design Guidelines and Standards.

Municipal Services Commission Electric and Water Economic Development Rate:

The Municipal Services Commission of New Castle (MSC) is an agency of the Mayor and Council of New Castle established in 1921 to furnish water and electric service to the residents of New Castle.

This incentive requires discretionary approval by the MSC. The MSC has the ability to offer commercial customers who are considering locating their business within the service territory of the MSC an Economic Development Rate. The DDD is within the service territory of the MSC. The terms of the rate and its duration are negotiable and are outside the MSC's normal published tariff. The terms will be spelled out in a contract between the customer and the MSC. The purpose of the Economic Development Rate is to encourage new job creation that would otherwise not locate in the service territory of the MSC. The potential for the application of the Economic Development Rate is established in the MSC's Electric and Water Tariff adopted June 6, 2006.

Historic District Design Guidelines and Standards:

The City's Historic District Design Guidelines and Standards were recently amended by City Council to permit certain minor improvements to structures in the Historic District to be approved by the City Building Official without requiring review by the Historic Area Commission. Such improvements must be in-kind repairs in accordance with the Design Guidelines. The adoption of the revised guidelines encourages economic development and revitalization by streamlining the review of such improvements thus reducing costs and adding more surety to the approval process.

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

FY19 Application for Designation as a District

Within three months of Downtown Development District designation, the City will adopt a suite of incentives to compliment the DDD grants available from the State for Qualified Real Property Investments. The City is also aware of other various grant and technical assistance opportunities such as those described in the Funding and Technical Assistance Handbook for Delaware Local Governments, published by the University of Delaware Institute for Public Administration, dated February 2016, and will make the same information available to property owners and prospective developers so that the City's incentives can be leveraged to the maximum extent possible.

A description of each incentive is provided in the previous section of this application. The City carefully considered various incentives to compliment this DDD application and approved the enclosed. The City incentives are meant to work to decrease the costs of developing and/or operating a business within the DDD by reducing taxes and fees and by reducing the time to receive approval. The incentives also include a waiver of the City Realty Transfer Tax for first-time homebuyers to encourage home ownership.

The benefits of designation are provided in an earlier section of this application. The City carefully considered the benefits of the incentives and how they encourage revitalization and economic development. It is anticipated that the recognition and economic incentives through the State's Development District designation, coupled with the City's strategies and incentives package, will stimulate economic development, improve housing conditions, and attract a greater mix in uses to balance the needs of residents and visitors.

With adequate infrastructure, zoning, and policies in place, obtaining State designation is the next integral component to the City's comprehensive, ongoing redevelopment efforts, which will advance years of planning into tangible investments. The designation will be a major vehicle towards redeveloping underutilized areas in the City, connecting disparate areas to the historic center, instilling a sense of pride in homeownership and property upkeep, and protecting this national historic treasure.



Downtown Development Districts

FY19 Application for Designation as a District

Legislative Body Resolution

Must be completed by applicants with FY16 application on file. Resolutions from previous application cycles will not be accepted.

Instructions: Attach a resolution that has been adopted by the legislative body of your municipality or county during the current FY19 application cycle. The resolution must affirmatively indicate that the legislative body supports the application for designation as a Downtown Development District and is willing to adhere to the District Plan and the Local Incentives for the duration of the District designation.

Date of Resolution

Resolution Number

☐ Resolution Attached.

APPENDIX A. TABLES AND FIGURES

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Map 4: Zoning
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Future Land Use? (required)

Figure 1: Census Data Summary

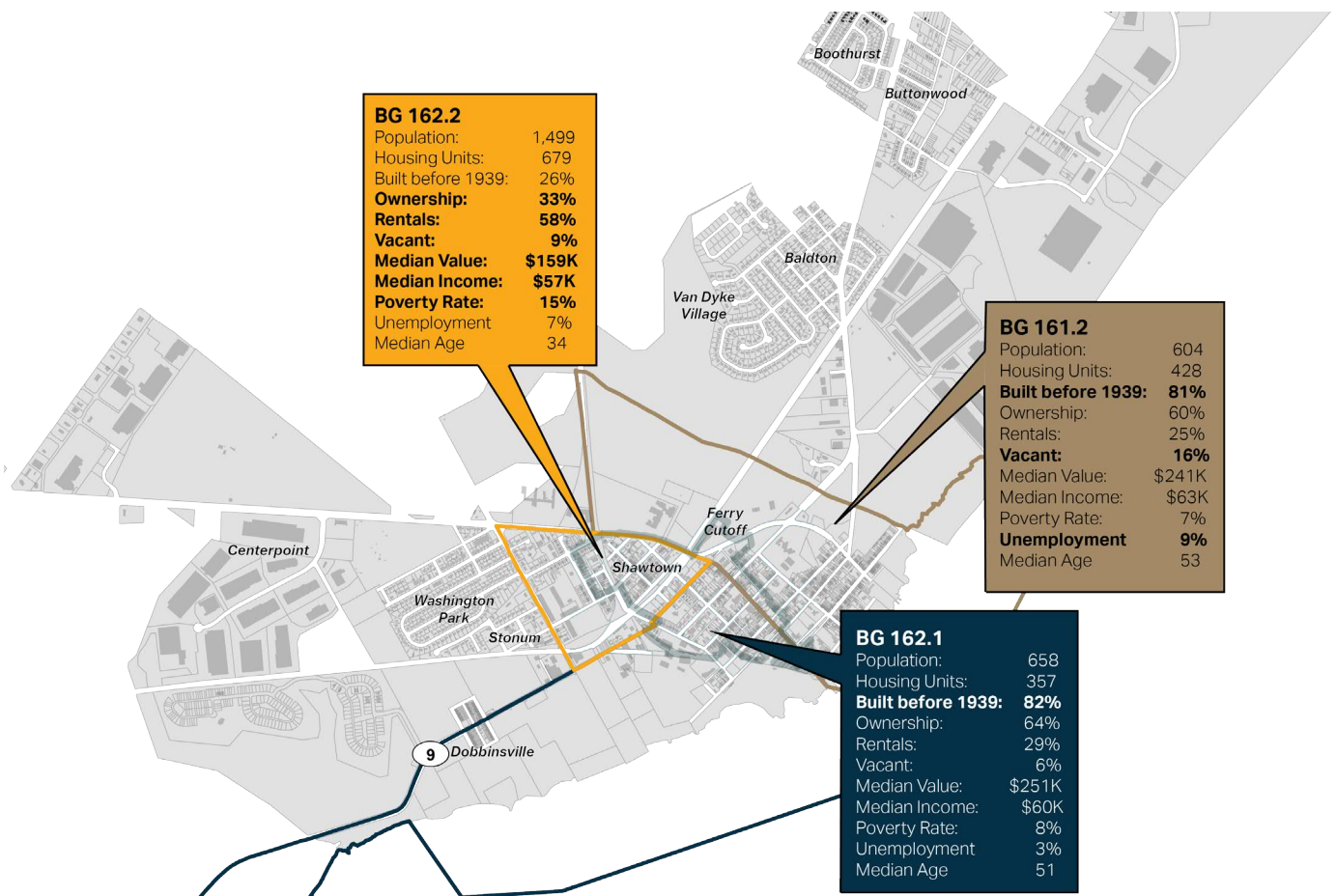


Table 1: Census Data Summary

Comparison

	Tract 161 BG 2	Tract 162 BG 1	Tract 162 BG 2	Blocks*	City	County	State
Total Population	604	658	1,499	1,218	5,371	549,643	926,454
Median Household Income	\$62,721	\$59,531	\$56,750		\$56,307	\$ 65,476	\$ 60,509
Poverty Rate, All People	7%	8%	14%		14%	11.4%	12%
% Housing Built 1939 or earlier	82%	82%	26%		36%	12%	9%
% Owner occupied	60%	64%	33%	68%	59%	69%	71%
% Rental occupied	24%	29%	58%	32%	33%	31%	29%
% Vacant Housing Units	16%	6%	9%	7%	7%	8%	17%
Median Housing Value	\$240,600	\$251,300	\$159,000		\$199,900	\$ 242,400	\$ 231,500
% Low / Mod Income	37%	59%	37%				

Sources: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates; HUD 2016 LMISD National Data Set, per 2006-2010 ACS

Blocks per 2010 U.S. Census; These Blocks most closely correspond to proposed District.

Table 2: Income, Poverty & Unemployment Comparison

	BG 161.02	BG 162.01	BG 162.02	City			County			State		
	2015	2015	2015	2000	2010	2015	2000	2010	2015	2000	2010	2015
Median Household Income	\$62,721	\$59,531	\$56,750	\$52,449	\$57,693	\$56,307	\$52,419	\$62,474	\$65,476	\$47,381	\$57,599	\$60,509
Per Capita Income	\$57,227	\$42,409	\$27,558	\$24,052	\$31,727	\$32,433	\$25,413	\$31,220	\$32,894	\$23,305	\$29,007	\$30,554
Poverty Rate	7.2%	8.1%	14.6%	13.9%	4.4%	13.7%	8.4%	10.3%	11.4%	9.2%	11.0%	12.0%
Unemployment	9.3%	3.1%	6.7%	4.5%	6.7%	6.5%	3.2%	8.3%	3.9%	3.7%	8.4%	4.6%

Source: U.S. Census Bureau, 2000, 2010 Census; 2011-2015 American Community Survey 5-Year Estimates; Bureau of Labor Statistics

Table 3: Job Inflow / Outflow

Worker Totals and Flows	#	%
Workers Living within the district boundary	470	100%
Living in area, but Employed Outside	468	99.6%
Living and Employed in area	2	0.4%
Employed within the district boundary	147	100%
Employed in area, but Living Outside	145	98.6%
Employed and Living in area	2	1.4%

Source: U.S. Census Bureau's OnTheMap, May 2018

Table 4: Structures Built Before 1939

	Block Group 161.2	Block Group 162.1	Block Group 162.2
Total # of Structures	604	658	1,499
# built before 1939	389	294	175
% built before 1939	81%	82%	26%

Source: U.S. Census Bureau, 2011-2015 ACS 5-Year Estimates

Table 5: Code Violations

	City	DDD
Property Maintenance	835	167
Utility / Sanitary	50	11
Sidewalks / Streets	30	9
Dangerous / Vacant	13	3
	928	190

Source: City of New Castle Building and Zoning Department, 2012 - 2017

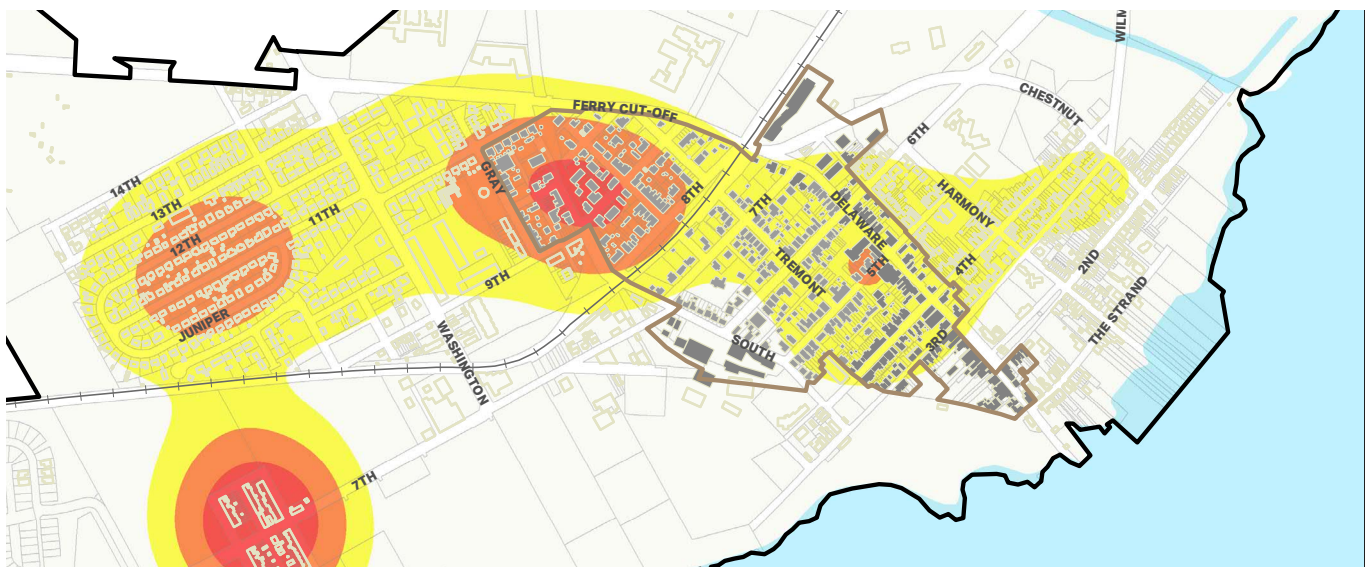
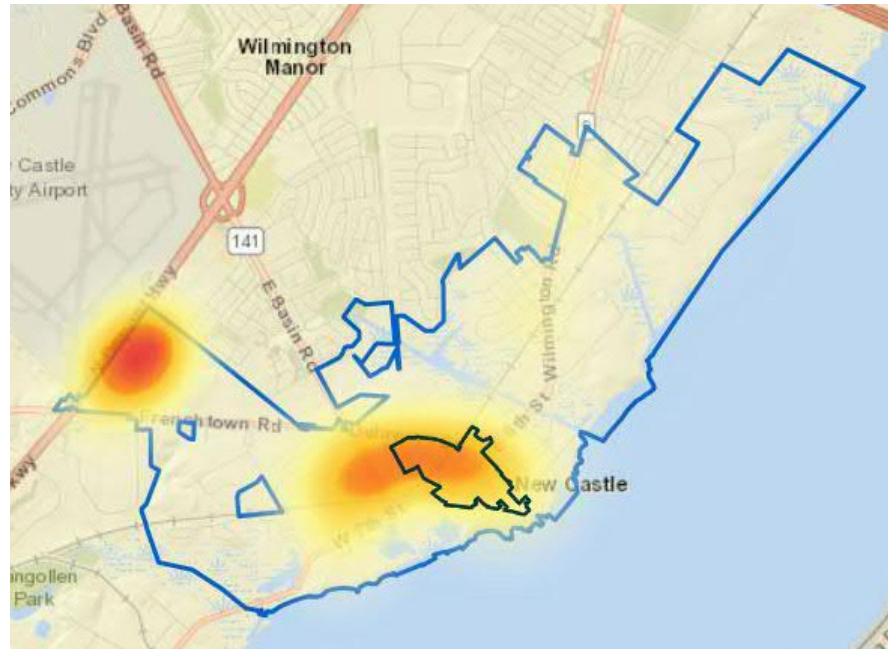
Figure 2: Code Violations Heat Map

Figure 3: Crime Incidents Heat Map



Source: New Castle City Police Department, 2015-2017

Figure 4: Crime Incidents, 2015-2017

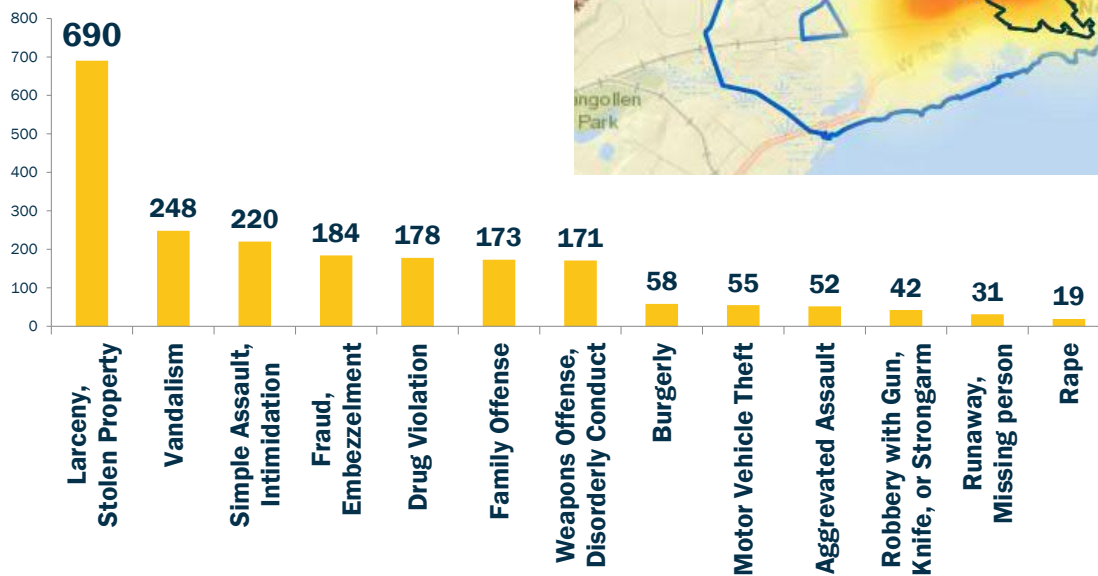
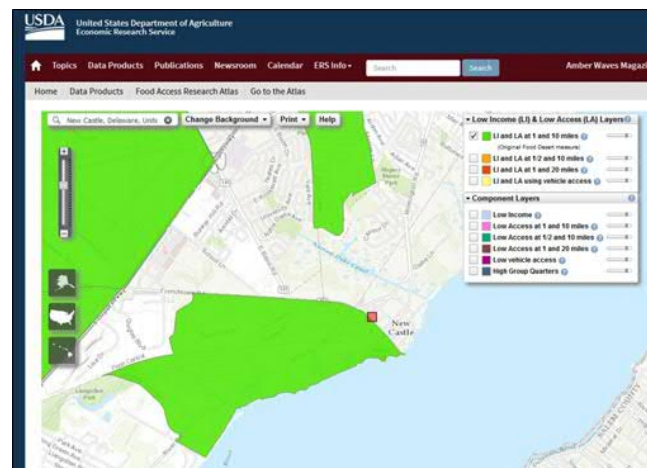
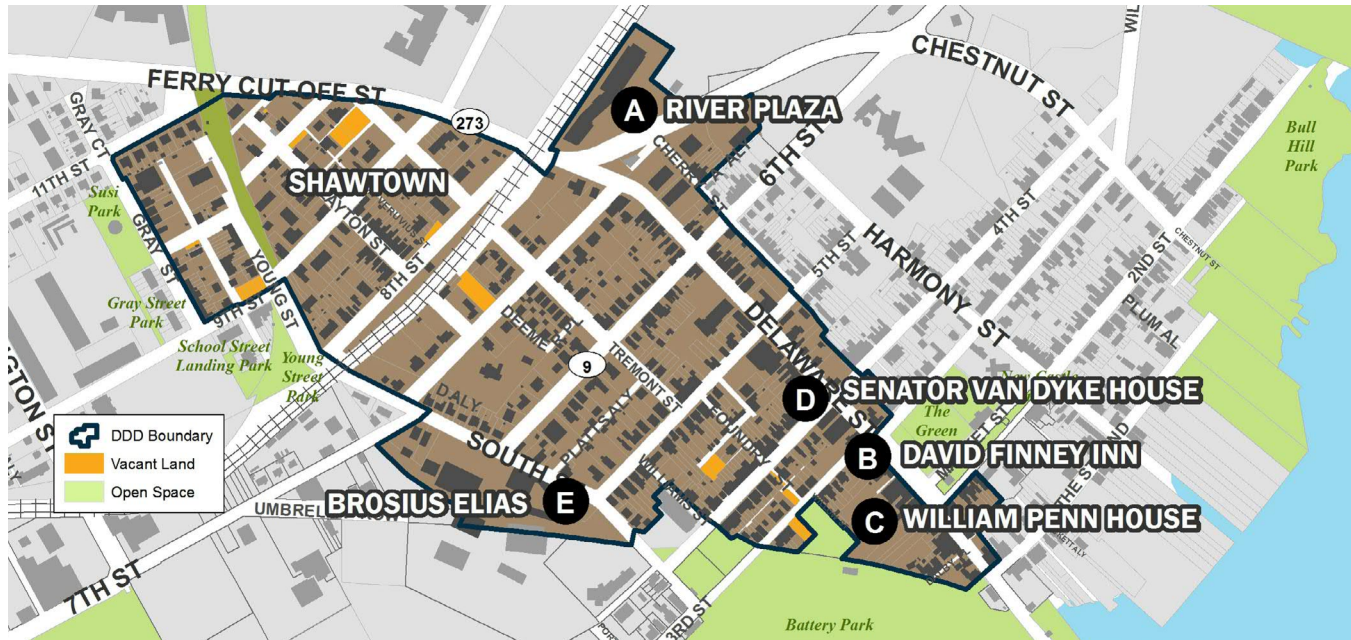


Figure 5: USDA Food Desert



Source: USDA Food Research Atlas

Figure 6: Priority Projects



ID	Location	Opportunities
A	River Plaza Shopping Center 718-740 Ferry Cut-Off Parcel #2101500200	Sites are highly visible in a high volume traffic area. Building in accordance with the Downtown Gateway District zoning standards offers opportunities for pedestrian-oriented development that defines the streetscape and adds an attractive gateway. Intersection, streetscape, and traffic calming improvements are a high priority for this area.
B	David Finney Inn 222 Delaware Street Parcel # 2101530186	Prime central location across from the Court House Museum with high visibility and vehicular and pedestrian traffic. Opportunity for retail space and courtyard that caters to both residents and visitors, such as a restaurant, artisan/specialty shop, and brewery or wine bar. Opportunity for a boutique hotel or inn for visitors to stay longer.
C	William Penn House 206 Delaware Street Parcel# 2101530181	This historic business/former house is vacant and currently for sale. This quaint circa 1682 property is one of the oldest buildings in Delaware and legend has it that William Penn spent his first night in the New World when he landed in New Castle in 1682. There is also a multi-use building located behind the main building. It was most recently occupied by a coffee shop, indoor/outdoor entertainment space, and retail/office space. It has previously been used as a bed and breakfast. This property would make an ideal coffee shop and bakery on the city's historic main street—something frequently requested by residents and visitors. Additional historic renovation would enhance its usage. It is located directly across from the New Castle Courthouse Museum and the First State National Historical Park..
D	Senator Van Dyke House 400 Delaware Street Parcel #2101530030	This large historic home has been vacant for years and is cited as a nuisance property due to frequent code violations. The Senator Van Dyke house, circa 1799 dwelling, would be an ideal project for historic restoration and occupancy as a bed and breakfast or single-family home. This redevelopment would be an improvement to this section of our historic main street business district and spark other nearby improvements in this block.
E	Brosius-Elias Complex 508 South Street Parcel# 2101400390	Some underutilized buildings and vacant space. Strategic location in terms of providing the eastern gateway into New Castle and the proximity to the Downtown. Opportunity for large scale adaptive reuse of industrial building(s). Development should consider pedestrian connection to surrounding neighborhood and Battery Park, and extension of Umbrella Row connecting 7th to South Streets and 5th Street or 4th Street.





PROJECT

**DOWNTOWN
DEVELOPMENT
DISTRICT**

City of New Castle
New Castle County, Delaware

MAP 1

**DISTRICT
BOUNDARY**

LOCATION MAP



LEGEND

- DDD
- Parcels
- Protected Land

DATA SOURCES

Parcels - New Castle County

SCALE

1 inch = 500 feet

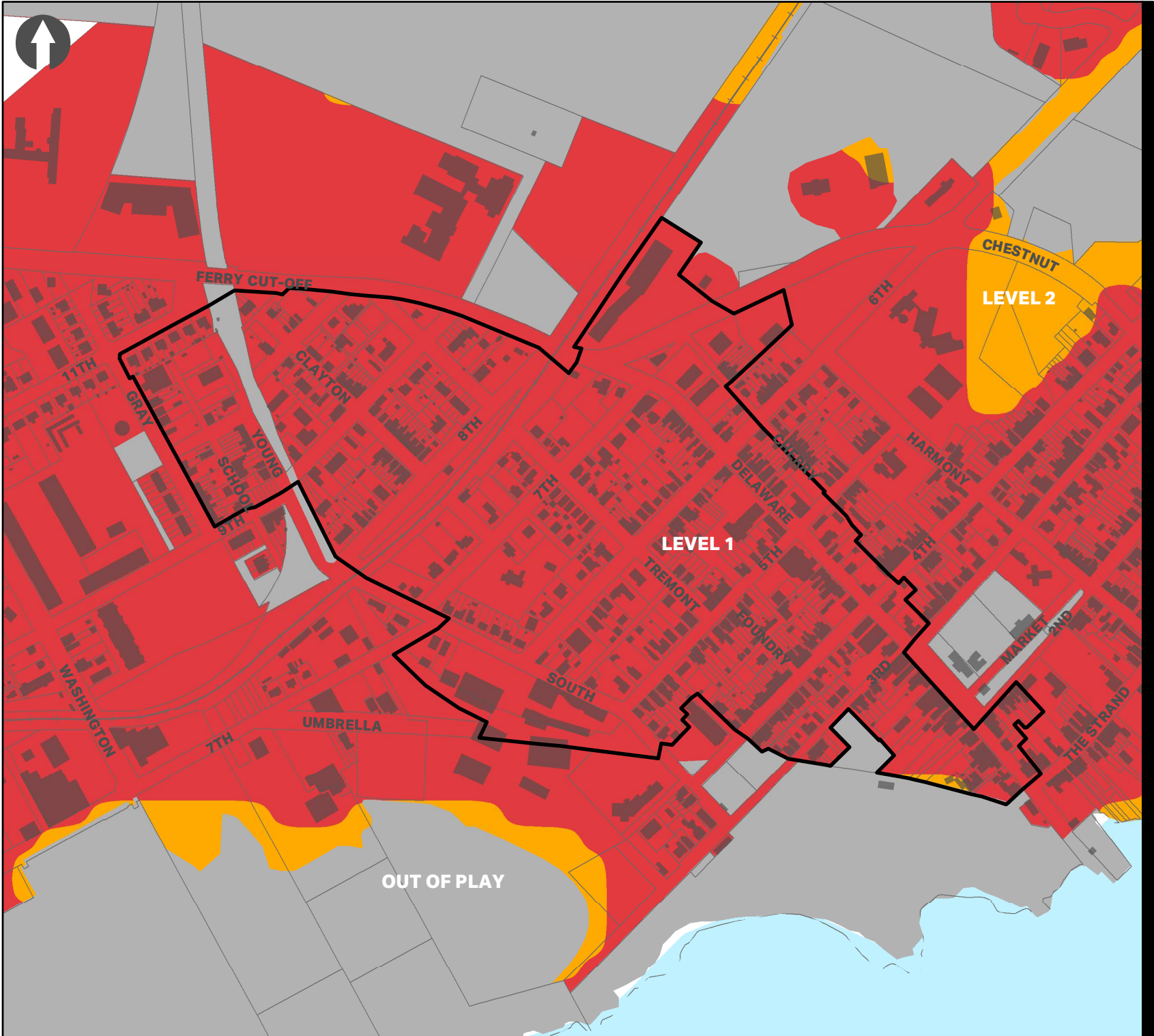
AECOM

Sabre Building, Suite 300
4051 Ogletown Road
Newark, DE 19713
302.781.5900 tel
www.aecom.com

SHEET NUMBER

1 OF 9

District Area
85 Acres, 530 Parcels



PROJECT

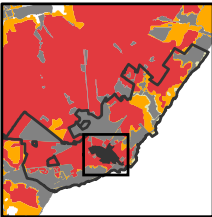
**DOWNTOWN
DEVELOPMENT
DISTRICT**

City of New Castle
New Castle County, Delaware

MAP 2

**STATE
STRATEGIES**

LOCATION MAP



LEGEND

District Boundary

Parcels

State Strategies 2015

- Level 1
- Level 2
- Out of Play

DATA SOURCES

Parcels - New Castle County
State Strategies - Office State
Planning Coordination

SCALE

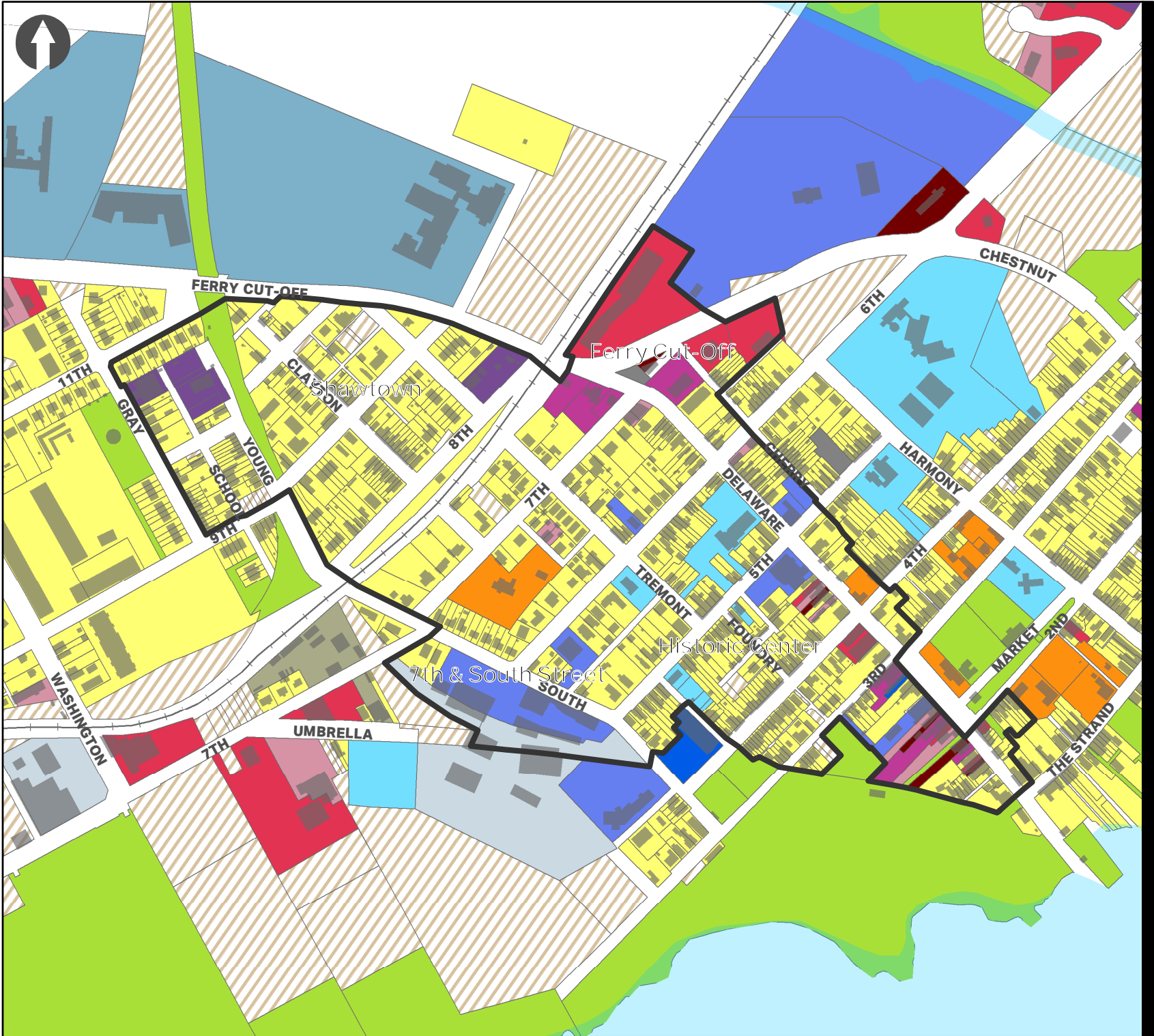
1 inch = 500 feet

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PROJECT

**DOWNTOWN
DEVELOPMENT
DISTRICT**

City of New Castle
New Castle County, Delaware

MAP 3

**EXISTING
LAND USE**

LEGEND

District Boundary

Existing Land Use

- Residential
- Commercial - Restaurant
- Commercial - Retail
- Commercial - Service
- Historic
- Institutional - Fraternal
- Institutional - Education
- Institutional - Government
- Institutional - Religious
- Institutional - Service
- Manufacturing
- Office - Business
- Open Space and Recreation
- Parking
- Storage/Warehouse
- Vacant

DATA SOURCES

Parcels - New Castle County
Land Use - City, AECOM

SCALE

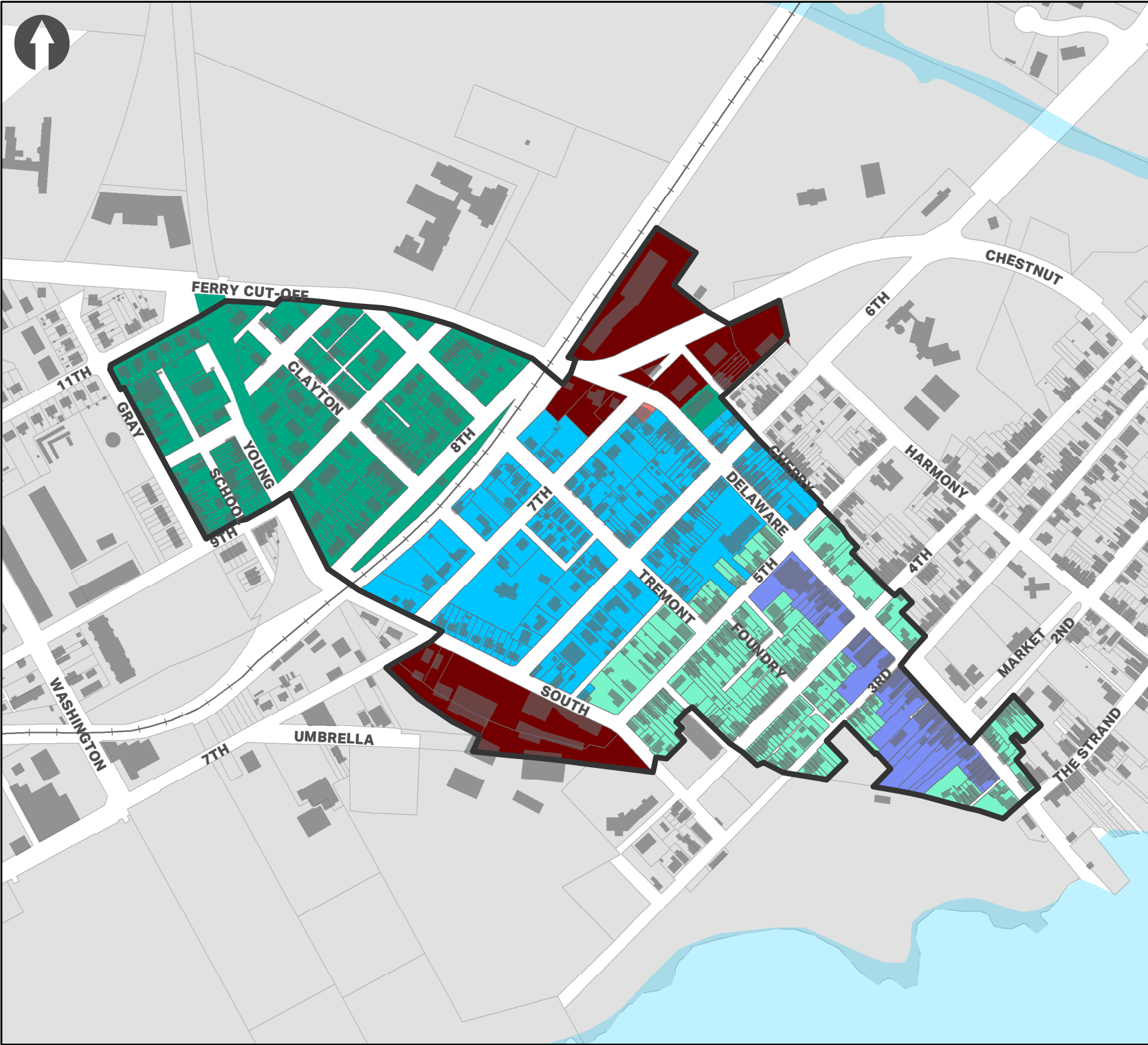
1 inch = 500 feet

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PROJECT

**DOWNTOWN
DEVELOPMENT
DISTRICT**

City of New Castle
New Castle County, Delaware

MAP 4

ZONING

LEGEND

- District Boundary
- Parcels

Zoning

- DG - Downtown Gateway
- HC - Historic Commerce
- HR - Historic Residence
- OS&R - Open Space & Rec
- RC - Retail Commercial
- R-2 - Residential
- R-3 - Residential

DATA SOURCES

Parcels - New Castle County
Zoning - City

SCALE

1 inch = 500 feet

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SHEET NUMBER

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PROJECT

**DOWNTOWN
DEVELOPMENT
DISTRICT**

City of New Castle
New Castle County, Delaware

MAP 5

**VACANT
PROPERTY**

LEGEND

- District Boundary
- Parcels
- Protected Land
- Vacant Buildings
- Vacant Land

DATA SOURCES

Parcels- NCC Map Viewer, Aug 2017
Vacant Buildings- City of New
Castle, Oct 2017
Vacant Land- NCC Map Viewer, Aug 2017
Updated by AECOM Oct 2017

SCALE

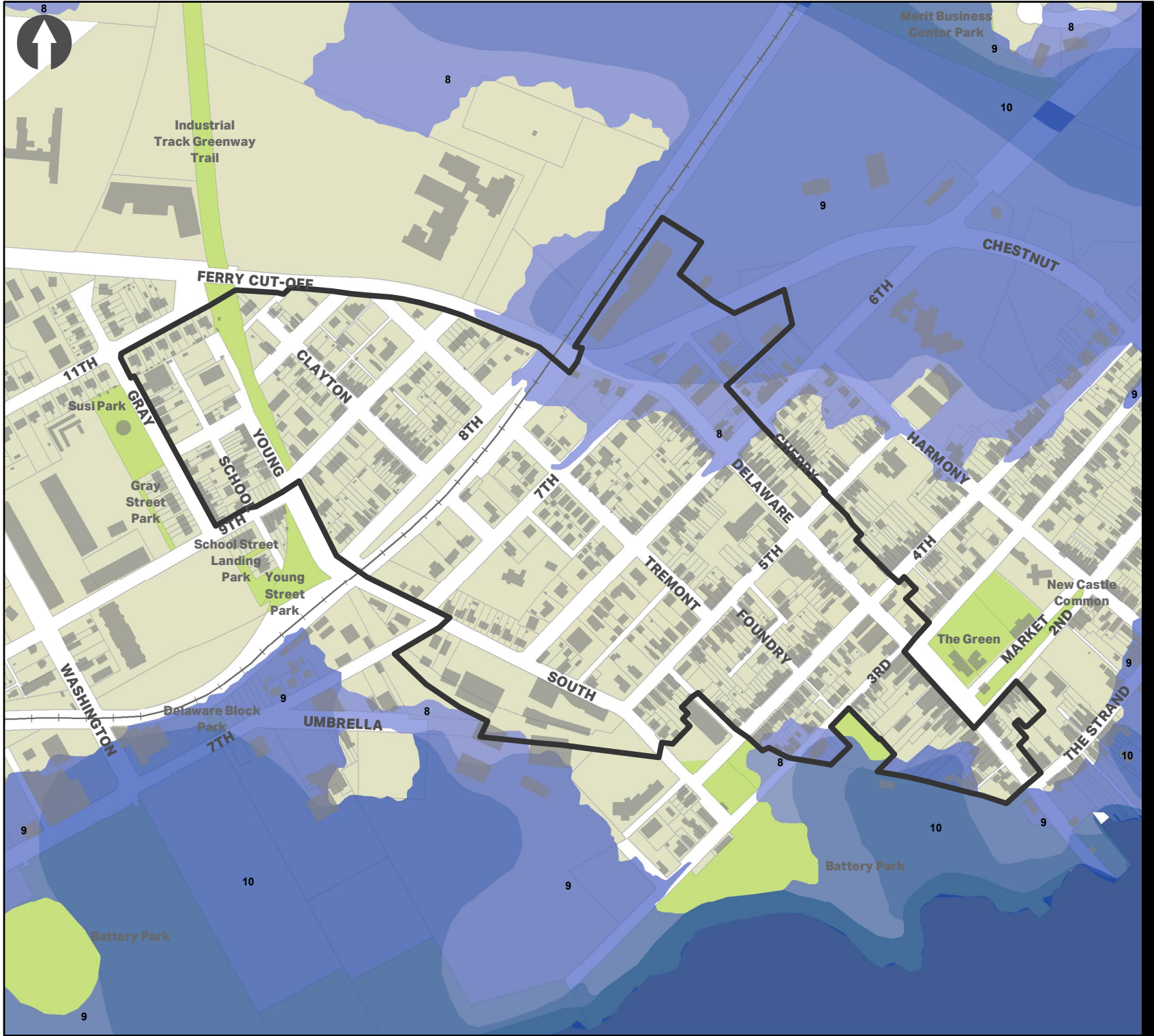
1 inch = 500 feet

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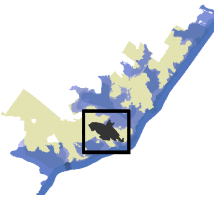
MAP NUMBER









5 OF 9



PROJECT
DOWNTOWN DEVELOPMENT DISTRICT
City of New Castle
New Castle County, Delaware

MAP 6
FEMA FLOOD HAZARD ZONES
LOCATION MAP



LEGEND
 District Boundary
 Parcels
FEMA Flood Zone, BFE
 AE
 AE, 8
 AE, 9
 AE, 10
 VE, 12
 VE, 13

DATA SOURCES
Parcels - New Castle County
Flood Zone - FEMA
BFE = Base Flood Elevations (feet)

SCALE
1 inch = 500 feet

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SHEET NUMBER
6 OF 9



PROJECT

**DOWNTOWN
DEVELOPMENT
DISTRICT**

City of New Castle
New Castle County, Delaware

MAP 7

**HISTORIC
RESOURCES**

LEGEND

- District Boundary
- Parcels
- Protected Land
- National Register District
- National Register Properties

DATA SOURCES

Parcels- New Castle County
National Register of Historic Place
- National Park Service

SCALE

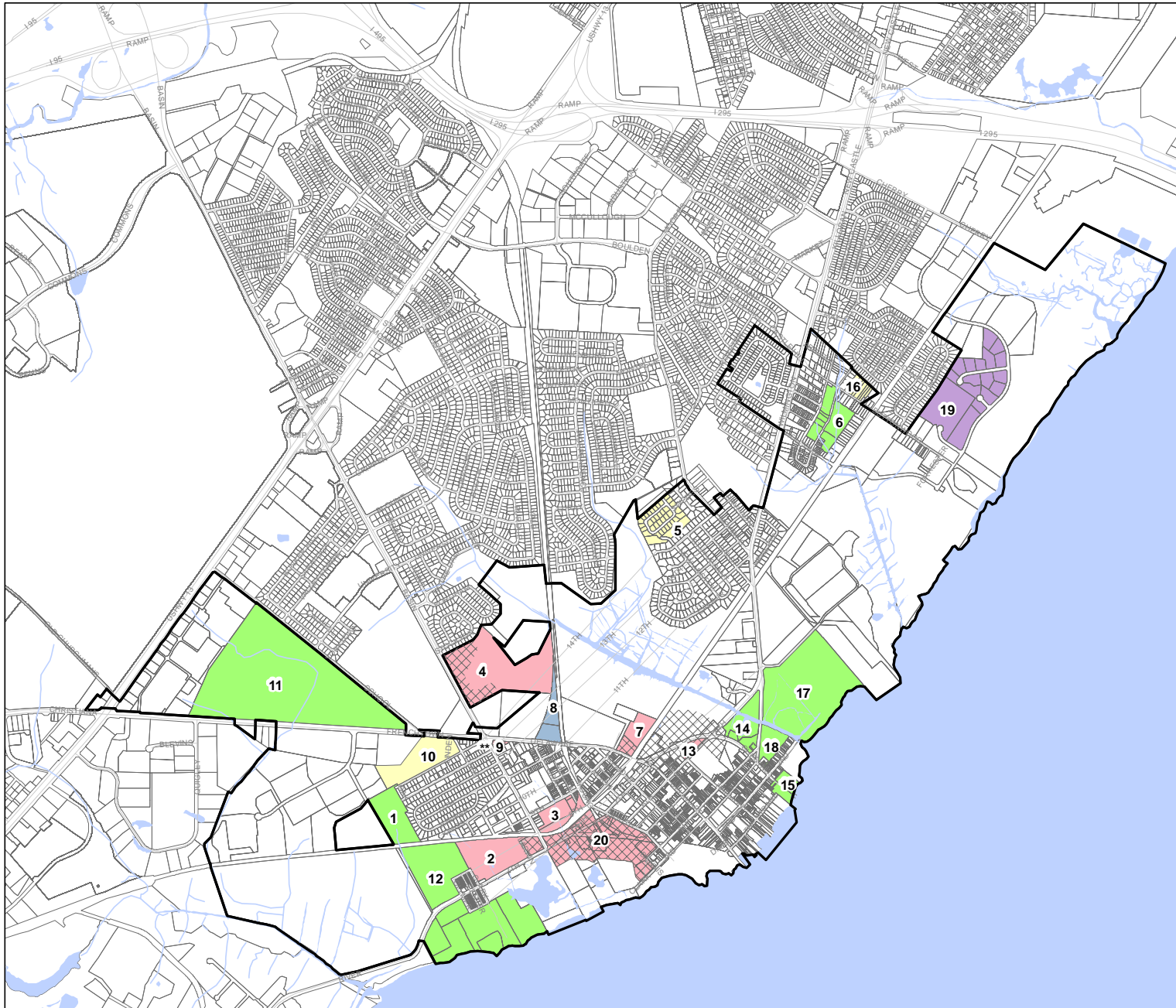
1 inch = 600 feet

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MAP NUMBER










7 OF 9




City of New Castle Comprehensive Plan

Map 2c: Suggested Land Use Zoning **DRAFT**

Legend

-  New Castle Boundary
-  Parcel
-  Redevelopment Area
-  Mixed Use Zoning
- Suggested Land Use**
-  Institutional or Mixed-Use
-  Light Industrial, Office Park
-  Mixed-Use
-  Open Space
-  Residential

0 1,800 3,600
Feet
1 inch = 1,800 feet

 DATA SOURCES:
Parcels, City of New Castle Boundary - State of Delaware
Suggested Land Use - City of New Castle Comprehensive
Plan Update 2003
File Name: R:\DE_NewCastle\20712894\GIS_job\Mapping\Map2b_Suggested_LandUse.mxd
November 24, 2009