



TASK FORCE  
VISIONING  
MEETING

1/12/2016

**DOWNTOWN  
DEVELOPMENT DISTRICT**

**EXERCISES:**  
*DISTRICT BOUNDARY REVIEW*  
*SWOT ANALYSIS*

**MODEL PROJECTS**  
**LESSONS LEARNED**

**HOMEWORK:**  
*DRAFT GOALS & OBJECTIVES*

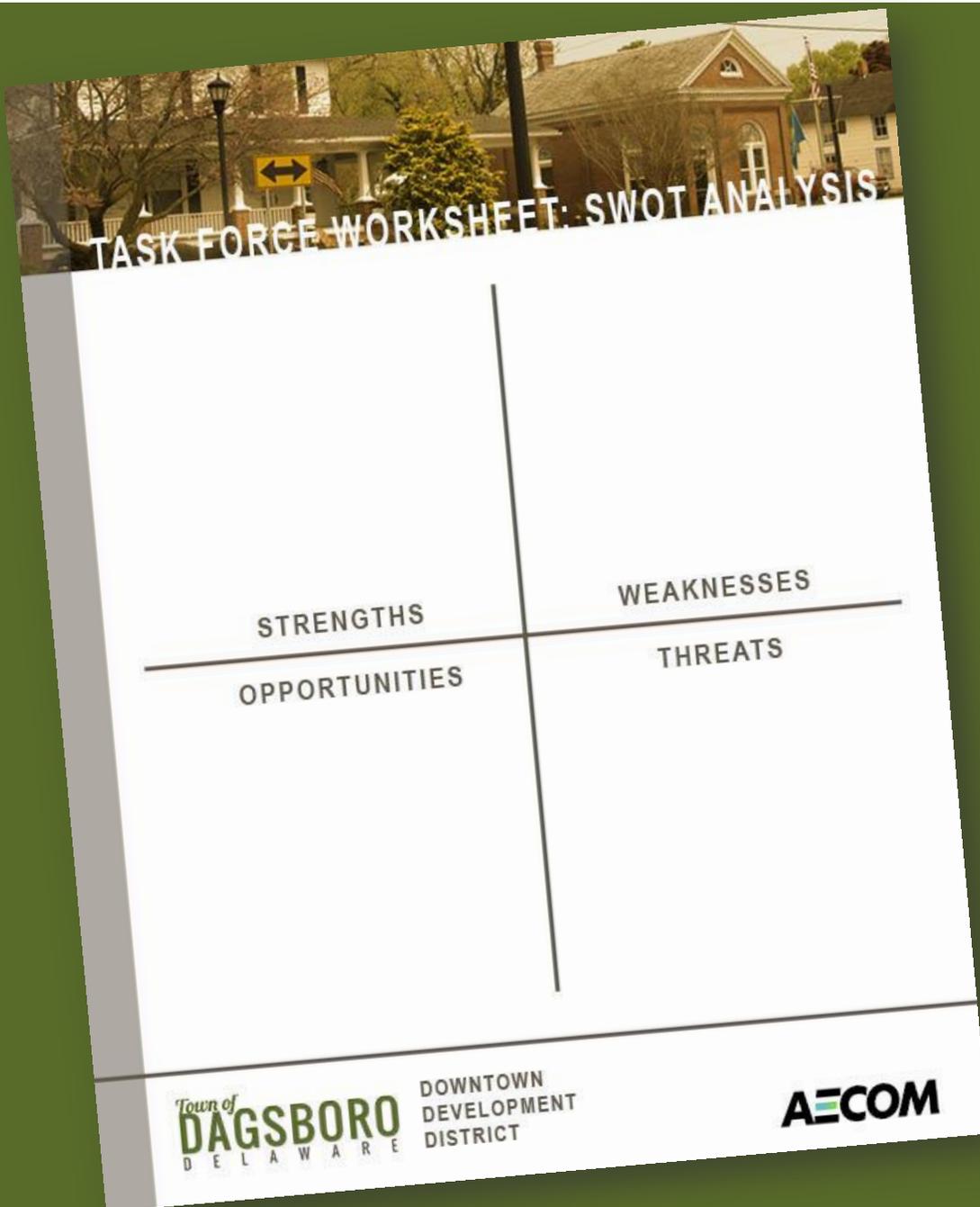
**NEXT STEPS**

**TODAY'S**  
**AGENDA**

# What is a downtown?

*The central area or  
main business and  
commercial area of  
a town or city.*





**TASK FORCE WORKSHEET: SWOT ANALYSIS**

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

Town of **DAGSBORO** DELAWARE  
DOWNTOWN DEVELOPMENT DISTRICT

**AECOM**

## SWOT ANALYSIS

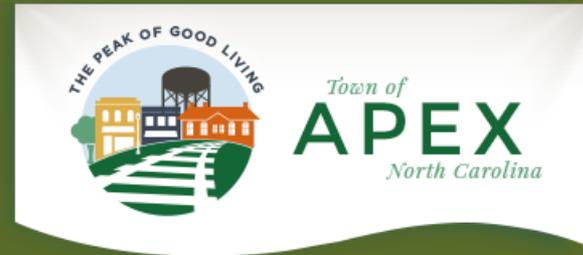
# DISTRICT BOUNDARY REVIEW



# MODEL PROJECTS

Town of  
**DAGSBORO**  
D E L A W A R E

Winchester  
Virginia



THE CITY of  
Milford  
DELAWARE

KESWICK  
VILLAGE

# MODEL PROJECTS

Town of  
**DAGSBORO**  
D E L A W A R E



Winchester  
*Virginia*



**AECOM**

# MODEL PROJECTS

Town of  
**DAGSBORO**  
DELAWARE



Winchester  
*Virginia*



**AECOM**

# MODEL PROJECTS

## Brewbaker's

*Built 1850s*

Current Use: Restaurant

Old Assessed Value: \$512,700

New Assessed Value: \$703,300

Construction/Other Costs: \$50,000



Winchester  
Virginia

# MODEL PROJECTS

## Bell Building

*Built 1938*

Current Use: Mixed Use – Café/Office

Old Assessed Value: \$189,000

New Assessed Value: \$725,700

Construction/Other Costs: \$140,000

*Substantial Rehabilitation Property Tax  
Abatement*



# MODEL PROJECTS

## Residential Townhouses

*Built 1900*

Current Use: Residential

Old Assessed Value: \$385,700

New Assessed Value: \$1,167,600

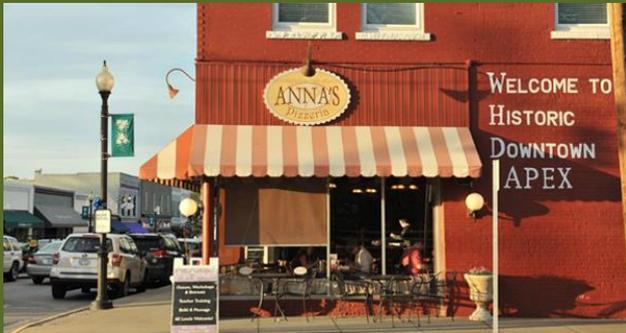
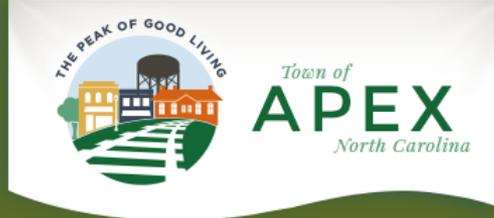
Construction/Other Costs: \$455,000



Winchester  
Virginia

# MODEL PROJECTS

Town of  
**DAGSBORO**  
DELAWARE



**AECOM**

# MODEL PROJECTS

Town of  
**DAGSBORO**  
D E L A W A R E



**AECOM**

# MODEL PROJECTS

Town of  
**DAGSBORO**  
DELAWARE

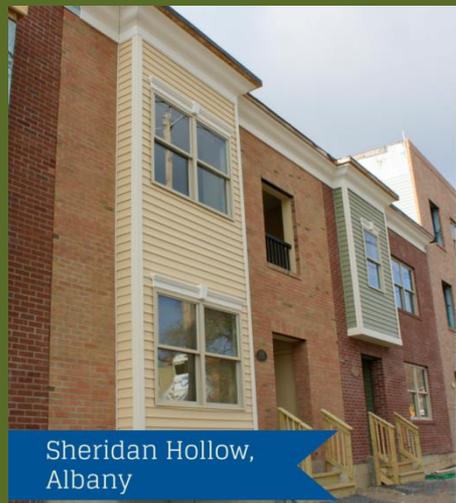


 **KESWICK  
VILLAGE**

**AECOM**

# MODEL PROJECTS

Town of  
**DAGSBORO**  
D E L A W A R E



Sheridan Hollow,  
Albany



**AECOM**

# LESSONS LEARNED

- Stakeholders – people who own property and/or (potential) investors
- Reduce regulatory processes – both requirements and time
- Politics – stay out of the process
- Existing structures vs. new construction
- Anchor projects are the catalyst
- Repurposed materials are a plus

## COMMUNITY CHARACTER

Maintain the small town atmosphere while growth occurs.

Preserve historic sites and structures.

DRAFT  
GOALS &  
OBJECTIVES

From the  
Comprehensive  
Plan

## TRANSPORTATION

The Town desires to have better sidewalk connectivity throughout Town and to neighboring communities.

DRAFT  
GOALS &  
OBJECTIVES

From the  
Comprehensive  
Plan

## TRANSPORTATION

Become a more pedestrian friendly community where residents can easily and safely walk to school and other destinations in Town.

DRAFT  
GOALS &  
OBJECTIVES

From the  
Comprehensive  
Plan

## TRANSPORTATION

Beach traffic creates congestion that disrupts access to local services. Investigate options for alternative traffic patterns in the greater area to reduce traffic in the downtown.

DRAFT  
GOALS &  
OBJECTIVES

From the  
Comprehensive  
Plan

## COMMERCIAL AREAS

Retail and professional business should take advantage of the beach traffic.

Passersby will want to stop and visit businesses in Town rather than passing through on the way to other towns.

**DRAFT  
GOALS &  
OBJECTIVES**

From the  
Comprehensive  
Plan

## LAND USE & REDEVELOPMENT

The Town supports infill for mixed-use development and the reuse of existing structures for commercial use.

DRAFT  
GOALS &  
OBJECTIVES

From the  
Comprehensive  
Plan



# TASK FORCE WORKSHEET: GOALS & OBJECTIVES

GOAL:

OBJECTIVE:

STRATEGY:

GOAL:

OBJECTIVE:

STRATEGY:

GOAL:

OBJECTIVE:

STRATEGY:

GOAL:

OBJECTIVE:

STRATEGY:

## HOMWORK

Draft Goals &  
Objectives

## GOAL:

*Create a vibrant & economically sustainable downtown that serves the needs of area residents, business owners, and encourages greater visitation.*

## OBJECTIVE:

*Promote the Dagsboro Downtown Development District as the town's social, cultural, and economic center.*

## STRATEGY:

- *Market a positive image of downtown*
- *Encourage more local shopping*
- *Develop, continue, and strengthen successful promotions, special events & programs*

## HOMework

Draft Goals &  
Objectives

## EXAMPLE

## AECOM

- *Finalize Existing Conditions Analysis*
- *Analyze survey results – due January 22!*
- *Continue drafting Goals, Objectives & Strategies*
- *Begin drafting Implementation Plan*
- *Revise & Continue Preparing Maps*

## TASK FORCE MEMBERS

- *Encourage everyone to take online survey by January 22!*
- *Complete Goals & Objectives homework*

## EVENTS/MEETINGS

- *Task Force Meeting #3 – February*
- *Task Force Meeting #4 – March*
- *Public Hearing – April*

**NEXT  
STEPS**



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Thank you