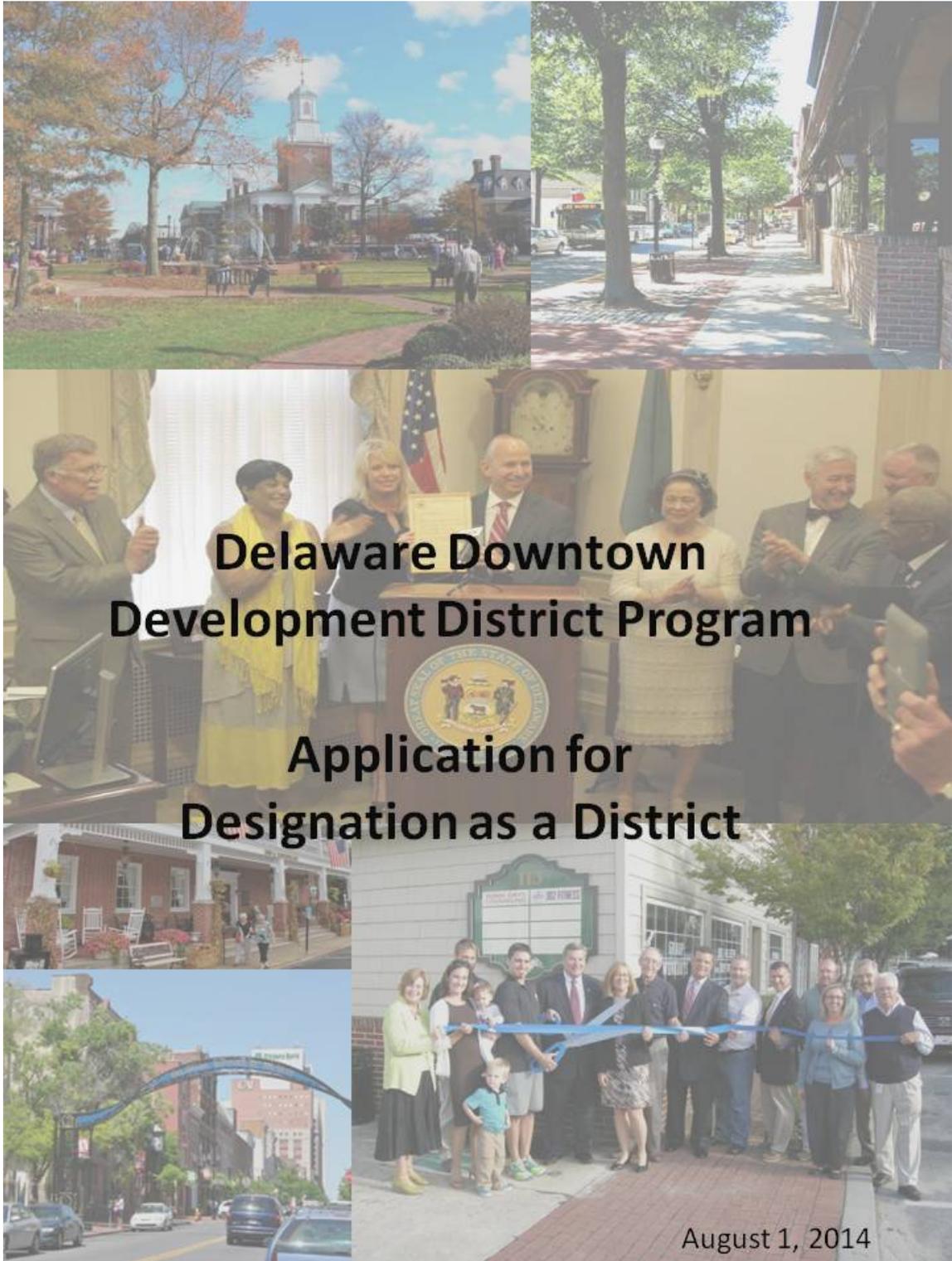


Newark



Downtown Development District Program How to Use this Application Form

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

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

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

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

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

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

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



Downtown Development Districts

Application for Designation as a District

Section I General Guidelines

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

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

Local 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.

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

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

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

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

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

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



Downtown Development Districts

Application for Designation as a District

Section II Specific Requirements

Local governments must identify proposed Downtown Development Districts in accordance with the Act. Districts must include a traditional mixed-use downtown area, commonly known as a Central Business District (CBD)². Districts must be no more than 85 acres in area for jurisdictions with a population under 9,000³ persons, no more than 170 acres in area for jurisdictions with a population between 9,000 and 30,000 persons, and no more than 225 acres in area for jurisdictions with a population over 30,001 persons. Applicants are encouraged to geographically concentrate the incentives to the greatest extent possible.

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

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

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, 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.

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

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

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

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

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

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

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

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



Downtown Development Districts

Application for Designation as a District

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

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

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

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

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

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

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

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

Section III Application Instructions

Check List - self-explanatory.

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



Downtown Development Districts

Application for Designation as a District

comprehensive plan and briefly describe the District being proposed.

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

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

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

form, along with any relevant supporting documentation.

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

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

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



Downtown Development Districts

Application for Designation as a District

Application Cover Sheet and Check List

Jurisdiction Name:

City of Newark

Date of Application November 1,
2014

Date Received _____

Check List for Application Materials

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



Downtown Development Districts

Application for Designation as a District

Information Sheet

Municipality / County: Newark, DE _____

Contact Person for Application	
Name: <u>Ricky Nietubicz</u>	
Address: <u>220 South Main Street</u>	
Phone: <u>302-366-7030</u>	
Email: <u>rnietubicz@newark.de.us</u>	
Signature	Date

Proposed District Administrator (if different)	
Name: _____	
Address: _____	
Phone: _____	
Email: _____	
Signature	Date

Date of certified Comprehensive Plan October 27, 2008

Population of the municipality or county (as per 2010 US Census) 31,454

Population of proposed District (based on 2010 US Census Block data) 5,000

Area of proposed District in acres 212

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 area selected is an area with a large number of aging rental properties that provide the population supporting our central business district.



Downtown Development Districts

Application for Designation as a District

Map of the Proposed Downtown Development District

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

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

Attach the map of the proposed Downtown Development District

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

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

District Boundaries Map Attached

GIS data is available and will be electronically transferred to OSPC

Name of person who created the map: Thomas Atadan

Phone 302-366-7030

Email tatadan@newark.de.us



Downtown Development Districts

Application for Designation as a District

Map of the Proposed Downtown Development District - continued

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

Our central business district runs primarily east-west, and is bisected by the University of Delaware campus running primarily north-south. Significant mixed-use redevelopment has taken place in our central business district over the past several years along East, West and South Main Street; however, this redevelopment has been focused fairly narrowly on the properties with street frontage, while areas along side streets have remained mostly unaffected, and the existing housing stock has continued to age. These areas are dominated by rental housing with low homeownership rates, and rents are generally high.

In selecting boundaries for a proposed district, it was simply impossible to include the entirety of our Downtown Newark Partnership boundaries as specified in our city Code, due to the limitation on total acreage. Additionally, several other areas near the central business district to the west and north, with similarly low homeownership rates and aging housing stock could not be included due to area limitations.

Given the geographical limitations, it was decided to use areas identified in our current Comprehensive Development Plan (Comprehensive Development Plan IV). Similar language is carried forward in the most recent draft of Comprehensive Development Plan V, which is under review and further development at this time. Overall, the encouragement of homeownership and affordable housing in our downtown are longstanding goals of Newark.

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 OSCPC

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

Map Attached



Downtown Development Districts

Application for Designation as a District

GIS data is available and will be electronically transferred to OSPC



Downtown Development Districts

Application for Designation as a District

Map of the Proposed Downtown Development District - continued

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

Our application is based on our established Comprehensive Development Plan, and as such is closely intertwined with our existing land use regulations.

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

The proposed Downtown Development District (DDD) is wholly within the boundaries of the Downtown Newark Partnership (DNP), although the DNP's boundaries are significantly larger than the boundaries of the proposed DDD. A portion of the proposed DDD includes the New Center Village (NCV) zoning overlay as well.

The Downtown Newark Partnership (DNP) is a public-private partnership governed by an 18-member volunteer board appointed by the Mayor with consent of Council, with boundaries specified in the municipal Code. Businesses located within the boundaries pay an annual \$35 fee to support DNP activities, including advertising, special events and other services; neither property owners nor residents are subject to any DNP fees. Additional funding to support the DNP is provided by the University of Delaware, sponsors, and participants in various events.

The New Center Village (NCV) overlay zoning district provides for increased density in the residential area just north of East Main Street with the goal of increasing the viability of owner-occupied housing. Full text per City Code is attached.



Downtown Development Districts

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 the City has enjoyed a high level of private investment in the recent past, it is surprising how narrowly focused investment has been in our downtown; despite the overall high level of investment, it has been almost exclusively focused on mixed-use buildings on properties with Main Street frontage. The development interest in our central business district has been generally successful in creating a high density urban core community where businesses can thrive, and has generally been built in a pedestrian-scale, walkable and bike-friendly fashion. This high level of interest from the development community has not been without challenges, however, as relatively high rents have made it difficult for many to enjoy the benefits of downtown living.

Our existing incentives have been very successful in encouraging homeownership, aging in place and improvements to housing stock in other areas of the City, but none have taken root in the central business district area. Additionally, the narrow focus and benefit of this investment has encouraged the City to embark on a Housing Needs Assessment Study to determine, among other things, how much rental housing is "too much," and if, in fact, there is room for more, what type of housing it should be, and where it should be located to maximize benefit while minimizing the strain on infrastructure.



Downtown Development Districts

Application for Designation as a District

Summary of Need and Impact – continued 50%

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

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

Required Data from the US Census

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

Summary spreadsheet and other documentation attached

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

Suggested Data from a Variety of Sources

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

Additional data and documentation attached



Downtown Development Districts

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).

Newark has seen significant investment from the development community in recent years, however, the resultant residential development has been almost exclusively built for the undergraduate population of the University of Delaware. As such, homeownership rates in our downtown are fairly low, while high property values and aging housing stock encourage replacement of existing structures with new buildings, rather than rehabilitation of housing stock by individuals, whether they are investors or owner occupants.

Citywide, the median Newark home value is \$241,000, and median income is \$51,184. The census blocks of the proposed DDD (145.02 and 145.01) have much lower incomes and much higher property values, specifically, in these census block groups, median home values are \$270,000 and 320,000, while median incomes are \$9,213 and \$13,700 respectively. With such a large disparity between income and property value, it's not surprising that in these two blocks, homeownership rates are 13.8% and only 3.3%, respectively, relative to 72.1% in the City as a whole.

We hope that DDD designation can open new opportunities to improve our homeownership rate in these areas.

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).

Development in Newark's central business district has been, from a perspective of land-use, fairly homogenous in the creation of mixed-use buildings with first-floor commercial uses and upper floor apartments marketed primarily to the undergraduate student population of the University of Delaware. Outside of the downtown core, homeownership and home repair programs are widely utilized, and the population tends to be more demographically diverse. We believe that the availability of incentives provided through Downtown Development District



Downtown Development Districts

Application for Designation as a District

designation could increase the interest in the non-student population in our downtown housing stock, particularly areas of aging housing stock in the New Center Village and George Read Village areas.

While our business community is strong, it is also largely limited by the relatively homogenous and transient population. Based on experience with the increasing undergraduate student population downtown and the growth of businesses who serve that particular demographic, we believe that increasing the diversity of downtown, especially with year-round, Newark-vested residents would have a similar effect on our downtown business community's growth, allowing for the creation of new businesses and expansion of existing businesses in our downtown.

Our primary objective and anticipated positive outcome in achieving DDD designation is perhaps best summarized in the Office of State Planning Coordination's description of the program, to "... build a stable community of long term residents by improving housing opportunities," something that the City has sought to do in and around our central business district for some time.



Downtown Development Districts

Application for Designation as a District

Summary of District Plan 30%

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

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

Attach the District Plan.

District Plan Attached.

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

We have elected to use the framework provided by our current Comprehensive Development Plan IV, as it was publicly vetted and adopted by Council. Moving forward we seek to develop a more robust plan with the benefit of public input.

As such, our "District Plan," as adopted as a portion of our Comprehensive Development Plan IV, (relevant section attached) is very narrowly focused on rehabilitation of housing stock and encouragement of owner occupancy, both on a market-rate and affordable basis. It is very important to note, however, that the City of Newark has a longstanding commitment to encouraging homeownership, aging in place and the creation and maintenance of affordable housing stock that has not been confined to a small area, but rather throughout the entire municipality.

Similar language is carried forward in the most recent draft of Comprehensive Development Plan V, currently under consideration by City Council.



Downtown Development Districts

Application for Designation as a District

Summary of District Plan – continued 30%

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

Our city government has a longstanding commitment to the local incentives offered; designation as a Downtown Development District will provide an additional incentive package specific to the designated area that will, hopefully, advance our goals of increasing homeownership downtown, as well as ensuring the availability of affordable housing stock for the non-student population. Newark's city government will continue to promote the local incentives offered, and facilitate discussion among interested parties to access these as well as DDD incentives. The City's function as a clearinghouse of information to assist homeowners and potential homeowners is longstanding, and will continue.

List key implementation strategies for the District Plan. Please also list any known projects or proposals that can be underway within six to twelve months of District designation. Key Priority Projects⁴ should be identified, if applicable. See the Checklist for more details (please limit your response to 750 words or less).

The Newark Shopping Center, currently under redevelopment and renovation as an updated shopping center and 220 apartments, will hopefully provide the necessary catalyst for further redevelopment on the eastern end of our central business district. Additionally, the Newark Housing Authority, which owns and operates a number of affordable housing units in the George Read Village area, is currently working through a multi-year program to renovate and modernize its housing stock, assisted by appropriations of Community Development Block Grant (CDBG) funds. In addition, the recent groundbreaking at the affordable Alder Creek development by the Newark Housing Authority, although outside the boundaries of the proposed DDD, is the first major affordable housing development to be constructed in the City in recent memory.

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



Downtown Development Districts

Application for Designation as a District

Summary of District Plan – continued 30%

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

The Downtown Newark Partnership (DNP) is Newark's Main Street organization. Created in 1998, the DNP provides a public-private partnership for Newark's business community, property owners, University of Delaware and downtown residents to work toward the improvement of downtown's safety, security and economic, cultural and aesthetic success. The DNP is a committee of Council, and will continue to work toward the improvement of the downtown area however possible.

The Newark Housing Authority owns and operates a number of properties in the proposed DDD, and could be another valuable resource if designation is achieved.

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

Written documentation attached from all other organizations



Downtown Development Districts

Application for Designation as a District

Summary of District Plan – continued

30%

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

Newark has adopted the 2012 International Building Code and Energy Code as amended, as well as the International Fire Code, and has generally kept pace with adoption of more stringent codes over time. Newark has adopted its own LEED-like point system, which requires a minimum number of points for new development projects, as well as stringent stormwater management regulations and related practices.

We do not anticipate sea level rise to be an issue of significance within the proposed DDD, however, stormwater management improvements are a priority of our older areas of the City, of which the central business district is perhaps the oldest, to alleviate flooding concerns.

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

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

Our District Plan is a part of our Comprehensive Development Plan IV and similar language is carried forward in the draft version of Comprehensive Development Plan V. All affected areas are "Level 1" in the most recent Strategies for State Policies and Spending.



Downtown Development Districts

Application for Designation as a District

Summary of Local Incentives 20%

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

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

Suggested Local Incentives

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

Written documentation attached for all Local Incentives

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

Local Incentive	In effect since (approx.)	Geographic area covered
New Center Village Zoning Overlay District	June 2010	Area bounded by E. Main St, New Street, Center Street and North Chapel - see map
Promoting Owner Occupancy of Homes		Entire City
Homebuyer Incentive Program		Entire City
Home Repair Program	1974	Entire City
Newark Senior Center - Senior Home Repair Program		Entire City
Newark Senior Center - Newark Energy Watch		Entire City



Downtown Development Districts

Application for Designation as a District



Downtown Development Districts

Application for Designation as a District

Summary of Local Incentives - continued 20%

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

Local Incentive	How modified?	Geographic area covered
		DDD Only

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

Local Incentive	Date enacted (or proposed date of adoption)	Geographic area covered
see pdf document		DDD Only
		DDD Only



Downtown Development Districts

Application for Designation as a District

Home Improvement Program (HIP)

The Home Improvement Program provides low interest, interest-free and deferred-payment loans for qualified repairs to owner-occupied properties of income-eligible Newarkers. The maximum loan amount is \$15,000. Funding for this program is provided through Newark's Community Development Block Grant (CDBG) allocation.

Home Buyer Incentive Program (HBIP)

The Home Buyer Incentive Program provides funds to income-qualified first-time homebuyers to purchase affordable housing. The program provides interest-free, deferred loans up to \$5,000 to be used for settlement and/or closing costs and up to 50% of down payment for homes purchased within the City of Newark. The loans will be secured by a second mortgage on the home to be purchased. The full balance of the loan becomes payable upon title transfer of the residence or if the homeowner converts the property into a rental. Funding for this program is provided through Newark's Community Development Block Grant (CDBG) allocation.

Newark Senior Center Programs

In addition to these City-administered programs, the Newark Senior Center operates two home repair programs for senior citizens in the City of Newark; the Senior Home Repair program and Newark Energy Watch program. Funding for both programs is provided through Newark's Community Development Block Grant (CDBG) allocation; no repayment is required from the beneficiaries of these programs. The Senior Home Repair program typically focuses on minor repairs and modifications to assist senior citizens age in place, maintain a livable residence and improve accessibility. The Newark Energy Watch program helps senior citizens minimize their utility bills by making energy-efficient upgrades to homes.

Redevelopment Incentive: New Center Village Overlay District

Adopted in 2010, the New Center Village Overlay District provides for site plan approval for redevelopment projects to allow for higher density development, while limiting the number of unrelated tenants allowed in a dwelling, in order to encourage homeownership in the center of the downtown Central Business District. Complete text can be found in the Municipal Code, Sec. 32-13.3. - NCV district (New Center Village overlay district).



Downtown Development Districts

Application for Designation as a District

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

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

We are fortunate that our central business district is clean, safe and has seen significant investment in recent years. In addition to financial incentives, the core central business district is heavily patrolled by the Newark Police Department, and our Public Works department works to keep refuse picked up and streets and sidewalks swept. We hope that the DDD benefits will provide the necessary additional incentive for improvements to our housing stock.



Downtown Development Districts

Application for Designation as a District

Legislative Body Resolution

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

Date of Resolution 10/27/2014

Resolution Number 14-BB

Resolution Attached.

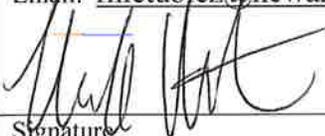
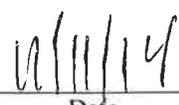


Downtown Development Districts

Application for Designation as a District

Information Sheet

Municipality / County: Newark, DE _____

Contact Person for Application	
Name: <u>Ricky Nietubicz</u>	
Address: <u>220 South Main Street</u>	
Phone: <u>302-366-7030</u>	
Email: <u>rnietubicz@newark.de.us</u>	
	
Signature	Date

Proposed District Administrator (if different)	
Name: _____	
Address: _____	
Phone: _____	
Email: _____	
Signature	Date

Date of certified Comprehensive Plan October 27, 2008

Population of the municipality or county (as per 2010 US Census) 31,454

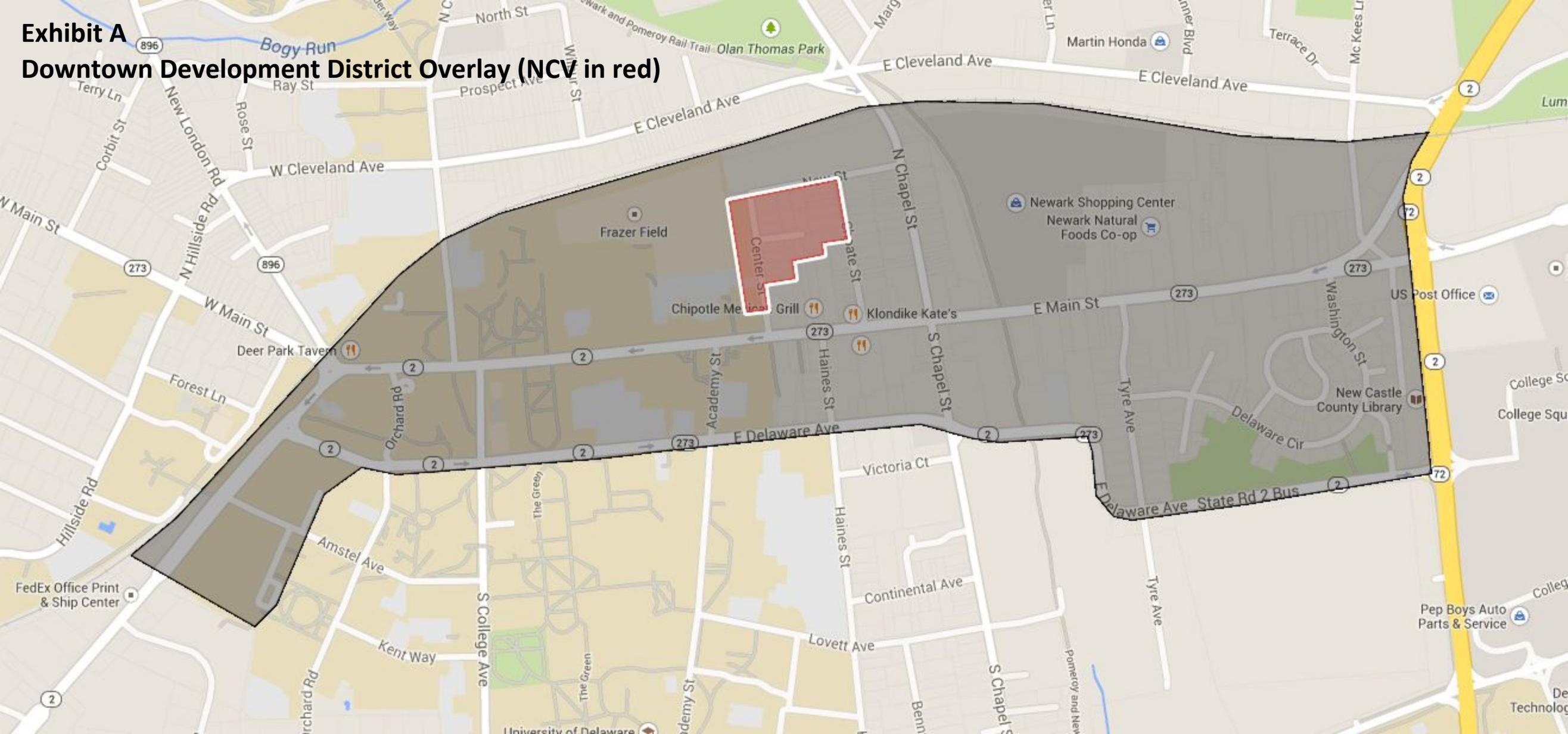
Population of proposed District (based on 2010 US Census Block data) 5,000

Area of proposed District in acres 212

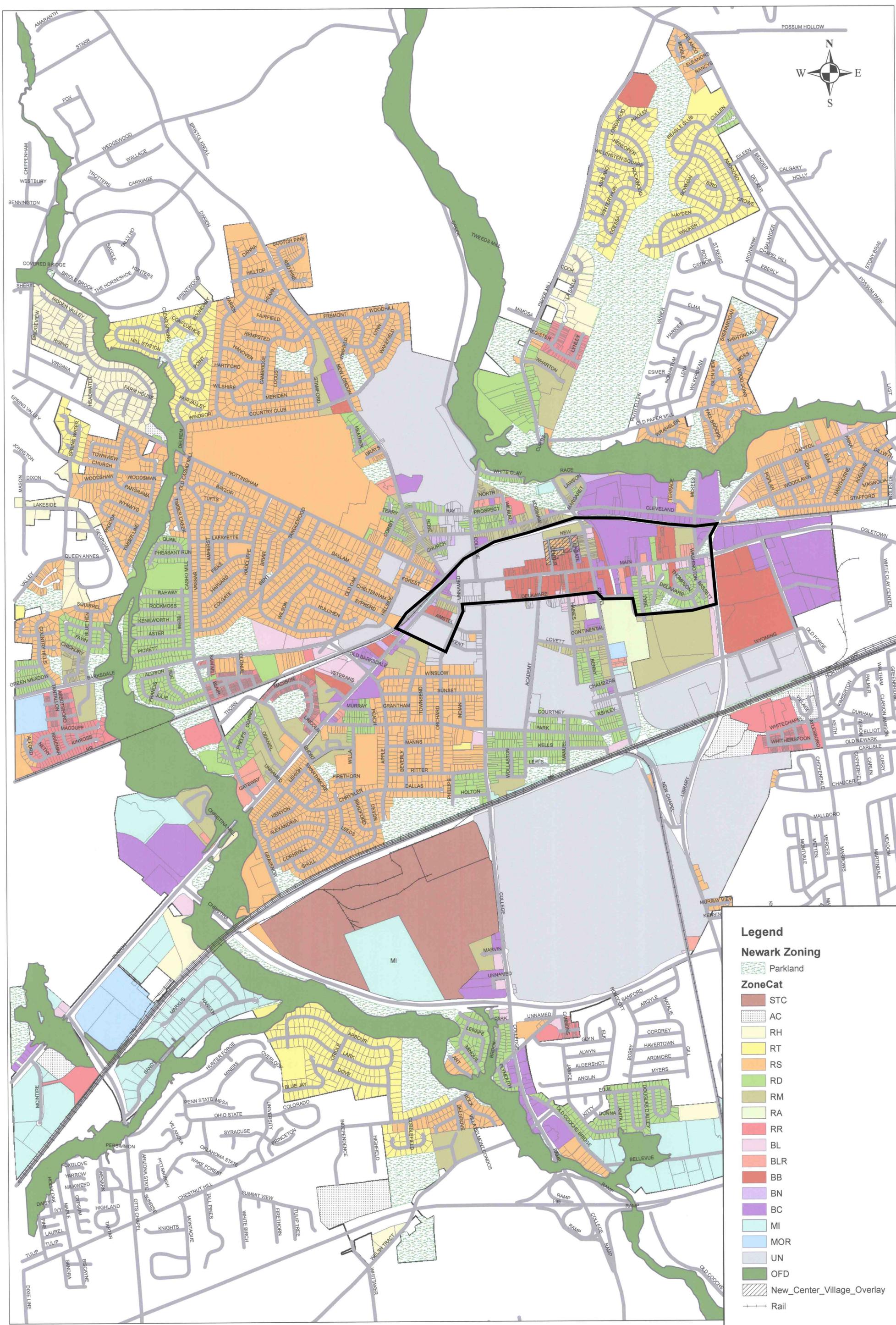
Brief description of the proposed Downtown Development District (100 words or less)
Note: this description will be used as a summary for internal review and in printed materials

The area selected is an area with a large number of aging rental properties that provide the population supporting our central business district.

Exhibit A Downtown Development District Overlay (NCV in red)



Official City of Newark Zoning Map



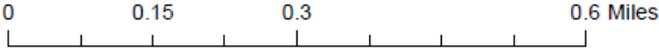
Updated: March 20, 2012

Exhibit B

City of Newark – Downtown Newark Existing Land Use Map



June 2014



Sources:
 Municipal Boundaries - New Castle County, 06/13.
 Future Land Use - City of Newark and data creation was completed by the University of Delaware's Institute for Public Administration, 06/14.
 Rail Network - Delaware Department of Transportation, 03/13.
 Roads - NCC Centerline Roads, 05/14.
 Hydrography - National Hydrography Dataset (NHD), USGS and EPA.

Note: This map is provided by the University of Delaware, Institute for Public Administration (IPA) solely for display and reference purposes and is subject to change without notice. No claims, either real or assumed, as to the absolute accuracy or precision of any data contained herein are made by IPA, nor will IPA be held responsible for any use of this document for purposes other than which it was intended.

- Residential, Low Density
- Parks/Open Space
- Mixed Urban
- University
- Commercial
- Utilities
- Industrial
- Active Recreation
- Institutional
- STAR Campus
- State of Delaware
- Municipal Boundary

Exhibit C

City of Newark – Downtown Newark Future Land Use Map



June 2014



Sources:

- Municipal Boundaries - New Castle County, 06/13.
- Future Land Use - City of Newark and data creation was completed by the University of Delaware's Institute for Public Administration, 06/14.
- Rail Network - Delaware Department of Transportation, 03/13.
- Roads - NCC Centerline Roads, 05/14.
- Hydrography - National Hydrography Dataset (NHD), USGS and EPA.

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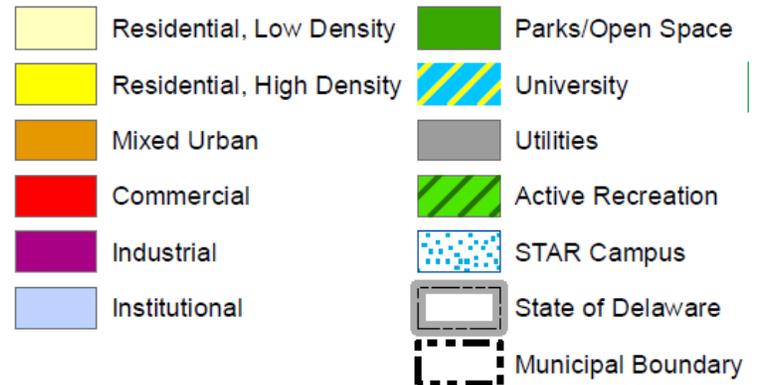
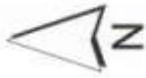


Exhibit D

MUNICIPALITY AS A WHOLE							
Median Income	\$ 51,184.00	Poverty Rate	28.10%	Age of Structures	Table A	%Homeownership	54.30%
%Rental	45.70%	Vacancy	8.50%	Median Home Value	\$ 281,000.00		
CENSUS TRACT: 145.02							
Median Income	\$ 9,213.00	Poverty Rate	0%	Age of Structures	Table C	%Homeownership	13.80%
%Rental	86%	Vacancy	17%	Median Home Value	\$ 270,000.00	%Low/Mod Income	53%
CENSUS TRACT: 145.01							
Median Income	\$ 13,700.00	Poverty Rate	21.90%	Age of Structures	Table B	%Homeownership	3.30%
%Rental	96%	Vacancy	13%	Median Home Value	\$ 320,000.00	%Low/Mod Income	41%
CLOSELY CORRESPONDING CENSUS BLOCK							
Total Population	n/a	%Homeownership	n/a	%Vacancy	n/a		

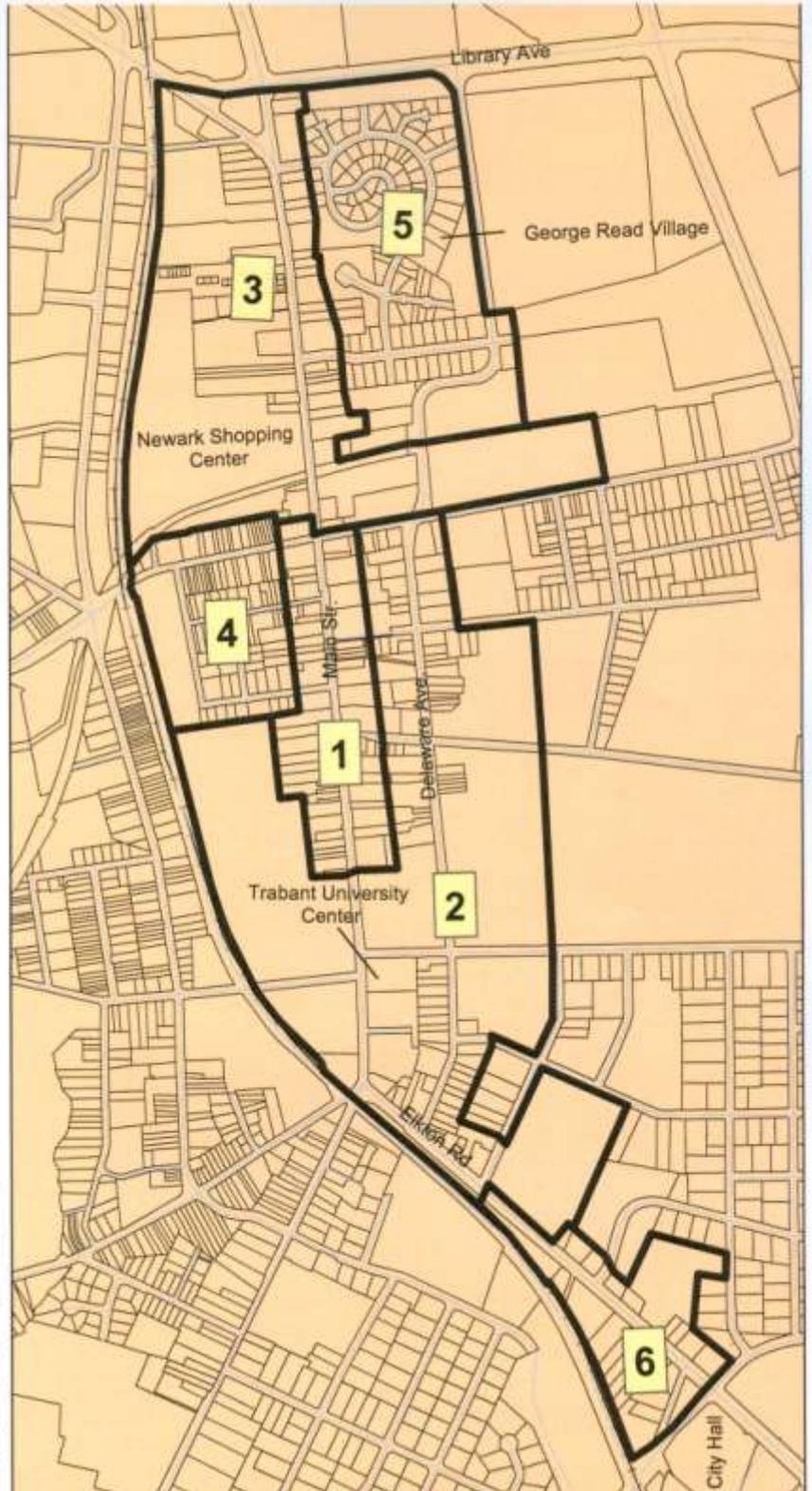
A			
Total housing units	11,171	11,170	
Built 2010 or later	7	0.10%	
Built 2000 to 2009	1,374	12.30%	
Built 1990 to 1999	1,699	15.20%	
Built 1980 to 1989	1,225	11.00%	
Built 1970 to 1979	1,666	14.90%	
Built 1960 to 1969	2,246	20.10%	
Built 1950 to 1959	1,418	12.70%	
Built 1940 to 1949	541	4.80%	
Built 1939 or earlier	995	8.90%	
		B	C
Total housing units	951	951	1,600
Built 2010 or later	0	0.00%	0
Built 2000 to 2009	0	0.00%	396
Built 1990 to 1999	55	5.80%	226
Built 1980 to 1989	141	14.80%	48
Built 1970 to 1979	154	16.20%	93
Built 1960 to 1969	201	21.10%	116
Built 1950 to 1959	81	8.50%	217
Built 1940 to 1949	75	7.90%	167
Built 1939 or earlier	244	25.70%	337

Figure Two
Downtown Newark Development District
Figure Two



Districts

- 1 = The Downtown Core
- 2= The University
- 3= Mixed-Use Redevelopment
- 4 & 5= Housing Rehab
- 6= Downtown Core Extended



districts are summarized as below. Recent (2007) Council modifications to District Six are also shown.

District One-Downtown Core District

This is the center of Newark's central business district that is intended as an area to be redeveloped with first floor specialty and traditional retail shops, with a balanced concentration of food and entertainment. Apartments and offices are proposed for upper floors. Any additional apartments, however, must be carefully and closely evaluated in terms of their impact on downtown traffic and parking; their compatibility with existing downtown buildings in terms of design, scale and intensity of development; the contribution of the overall project, including proposed apartments, to the quality of the downtown economic environment; and potential significant negative impacts on nearby established businesses and residential neighborhoods. Beyond that and particularly to encourage owner occupancy downtown, the City may consider reducing the permitted downtown density in the projects in this District for residential projects.*

District Two-University

This area includes mostly University of Delaware owned lands with other properties that almost encircle the Downtown Core District. The area is intended for continued university related uses. The University should make the Downtown business community aware of student, faculty and staff commercial needs and opportunities through the Downtown Newark Partnership.

District Three-Mixed Use Redevelopment District

This area encompasses the northeast corner of the Downtown Development Framework, plus the old and now replaced "Delchapel" brownfield site. This is a prime location for mixed use redevelopment integrating convenience retail, services, offices and residential uses (both student and non-student housing affordable and market rate housing). Any additional apartments, however, must be carefully and closely evaluated in terms of their impact on downtown traffic and parking; their compatibility with existing downtown buildings in terms of design, scale and intensity of development; the contribution of the overall project, including proposed apartments, to the quality of the downtown economic environment; and potential significant negative impacts on nearby established businesses and residential neighborhoods. Beyond that and particularly to encourage owner occupancy downtown, the City may consider reducing the permitted downtown density in projects in this District for residential projects.*

Districts Four and Five-Housing Rehab Districts

Housing rehabilitation and affordable housing redevelopment should be concentrated in these downtown districts, located in the north central and southeastern portion of the Downtown Development Framework. Efforts to encourage affordable and market rate family owner-occupant type projects should be emphasized and expanded. The City may also consider

reducing the permitted downtown density in projects in this District for residential projects. The **Action Item Commentary** * noted below is of particular importance for Districts Four and Five if the City wishes to strengthen and/or renew these areas as centers of owner occupancy for Newarkers wishing to make downtown their permanent home.

District Six-Highway Commercial District; Elkton Road to Apple Road

While the original 1998 **Strategy** suggested convenience retail, offices and light services as appropriate for this area along Elkton Road, at its May 29, 2007 meeting City Council approved a recommendation from the Downtown Newark Partnership to extend the DNP's downtown target area to coincide with the full size of the **Strategy**'s recommended Downtown Development Districts. As a result, this District's uses were revised by replacing the originally suggested uses and adopting those that were suggested for District One. The recommended uses, therefore, in this District are first floor specialty and traditional retail shops, with a balanced concentration of food and entertainment. Apartments and offices are proposed for upper floors. Any additional apartments, however, must be carefully and closely evaluated in terms of their impact on downtown traffic and parking; their compatibility with existing buildings in terms of design, scale and intensity of development; the contribution of the overall project, including proposed apartments, to the quality of the downtown economic environment; and potential significant negative impacts on nearby established businesses and residential neighborhoods. Beyond that and particularly to encourage owner occupancy downtown, the City may consider reducing the permitted downtown density in projects in this District for residential projects.*

***Action Item Commentary:**

*Regarding the City's review of downtown mixed use redevelopment projects with housing components, the intent is to make it abundantly clear that the City seeks positive impacts from such residential uses. One key positive impact for an individual project, for example, might include the potential at the site for affordable housing for owner occupants. In particular, and perhaps most importantly, to implement this **Action Item**, Council may need to actively consider density reductions for projects of this type, on a case-by case basis depending on the location, other site conditions and the nature of the project. Through the City's multi-year effort to limit the proliferation of off-campus student housing in traditional neighborhoods, we have learned that one of the best zoning tools to promote affordable owner occupant housing is to significantly limit permitted density in approved residential projects to individual families or to no more than two unrelated tenants, or with similar specifications. For example, in the developments of Casho Mill Station, Abbotsford, Country Place and Williamsburg Village, the City has very successfully preserved these communities for primarily owner occupant relatively affordable housing. If this approach worked at these locations, it should also work downtown. This zoning and development approval tool can be packaged with other incentives to encourage owner occupancy. In sum, we want Newark, especially downtown, to become a "destination city" featuring affordable housing for owner occupants. with an emphasis on occupancy for young couples and families, singles, recent University graduates, retirees and other individuals desirous of making downtown Newark a permanent home rather than a transitory residence.*

In addition, to the District Six expansion described above, the Downtown Newark Partnership Board, beginning in 2007, conducted an internal Board strategic planning “visioning” process, with the assistance of the Delaware Main Street Program and the Retail Market Answers economic development consulting firm, intended to update the Board’s downtown vision elements and market-based strategies selected to achieve that vision. Based on a key stakeholder survey, visioning session conducted by the Main Street Program and Retail Market Answers, and Planning Commission review and comment, the vision elements and the market-based strategies are as follows:

Highest Priority Downtown Vision Elements

- Highly Friendly, Safe and Clean Downtown
- Encourage Private Downtown Reinvestment
- Preferred and Sustainable Businesses
- Home for Upscale Non-Mall Businesses
- Tourism
- Business-friendly, with parking as a support to business development

Market-Based Strategies:

- Develop downtown into a clothing/accessories retail destination, incorporating a redeveloped/redeveloping Newark Shopping Center into the downtown business district.
- Insure adequate parking downtown to support existing businesses and attract new businesses.*

***Action Item Commentary:**

Based on Planning and Development Department and Downtown Newark Partnership recommendations, and as a part of this DNP visioning process, the City staff recommended and Council adopted 2009-2012 Capital Improvements Program includes funding for the proposed engineering of a downtown parking garage tentatively planned for lot No. 1 fronting on Delaware Avenue behind the Main Street Galleria. Preliminary discussions have occurred amongst involved property owners, including the University of Delaware, in anticipation of developing a comprehensive agreement that would ultimately be approved by City Council concerning this project. Depending upon funds availability and Council approval, a parking garage is tentatively planned to be under construction by 2010.

Finally, one of the issues, from time to time, the City has been asked to address regarding our downtown districts is the adequacy and opportunity for additional public open space on Main Street and in the surrounding areas. In light of this on going concern, the Downtown Newark Partnership’s Design Committee should evaluate the potential open space, park, and plaza opportunities in our downtown districts.

This updated **Economic Enhancement Strategy** should continue to be consulted for further details concerning downtown Newark’s development and redevelopment.

Exhibit F

Downtown Development Districts

Application for Designation as a District – Summary of local Incentives

With respect to the questions on page 22 (and continued on page 23), specifically “List any of the existing Local Incentives that will be modified to have specific benefits to properties in the proposed District” and “List the Local Incentives that are new and will be available only in the proposed District,” we are not recommending the creation of any additional local incentives, nor the restriction of existing incentives to this confined area. While we believe that the proposed Downtown Development District would benefit from the new state incentive, we recognize that there are other areas of the city that could benefit as well. While we recognize that the DDD incentive is limited to the acreage cap per state legislation, we believe any local incentives in the City of Newark should be City-wide. If selected, we will do our best to market the new state DDD incentive to current and potential property owners in the specified district.



NEWARK HOUSING AUTHORITY

313 East Main Street • Newark, Delaware 19711 • Telephone/TDD 302-366-0826 • Fax 302-366-8212

October 22, 2014

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

Dear Ms. Holland,

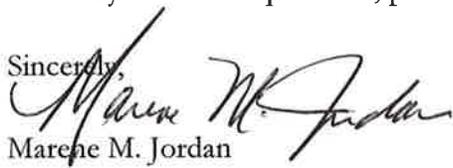
The Newark Housing Authority (NHA) is pleased to offer our support on behalf of the City of Newark Planning & Development Department's application for consideration in receiving funding from the Delaware Downtown Development District Program.

The NHA believes this collaboration would be an excellent opportunity to reinvest and stabilize the George Read Village neighborhood and nearby areas inclusive of the 36 1-bedroom senior affordable housing apartments built in the late 1960s located at Independence and Delaware Circle development. The aging housing stock in our community abroad is in much need of replacement of existing structures with new buildings that will revitalize and modernize our community.

The NHA would welcome an opportunity to work with the City in there proposed efforts of revitalizing our Downtown Development District that would promote continued encouragement of owner occupancy; both on a market-rate and affordable basis should designation be granted.

The Newark Housing Authority thanks you for your consideration of this proposal. Should you have any additional questions, please contact myself at (302) 366-0826.

Sincerely,


Marene M. Jordan

Executive Director



RESOLUTION NO. 14-BB

AUTHORIZING THE CITY OF NEWARK TO SUBMIT AN APPLICATION TO THE STATE OF DELAWARE OFFICE OF STATE PLANNING COORDINATION FOR THE DOWNTOWN DEVELOPMENT DISTRICTS PROGRAM

WHEREAS, under the Downtown Development Districts Act, 22 *Del.C.* §§ 1901 *et seq.* (the “Act”), the State of Delaware may designate districts within Delaware’s cities, towns, and unincorporated areas that will qualify for significant development incentives and other State benefits; and

WHEREAS, these districts are known as Downtown Development Districts (“Districts”); and

WHEREAS, the State is accepting applications for the designation of the initial round of Districts, with such applications being due on November 1, 2014; and

WHEREAS, under the Act, each applicant must submit a plan that includes the boundaries of, and a detailed planning and development strategy for, the proposed District (the “District Plan”); and

WHEREAS, under the Act, each applicant must also propose incentives that address local economic and community conditions, and that will help achieve the purposes set forth in the Act (the “Local Incentives”); and

WHEREAS, if an application is successful and the City of Newark receives District designation, the District Plan and Local Incentives proposed by an applicant shall be binding upon the applicant; and

WHEREAS, the incentives associated with designation as a Downtown Development District would greatly benefit current and future residents, businesses, non-profit organizations, and others within the City of Newark; and

WHEREAS, the City Council of the City of Newark strongly believes that it is in the best interest of the City of Newark to apply for District designation.

NOW THEREFORE, BE IT RESOLVED that the Council of the City of Newark, Delaware resolves the following:

- a) The City Council supports the Application for Designation as a Downtown Development District prepared by the Planning and Development Department and dated November 1, 2014 (the “Application”); and

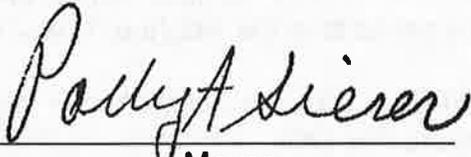
b) The City of Newark is authorized to appoint a District administrator (the "**Administrator**") to file the Application on behalf of the City, and to provide such other documents and information as may be necessary or desirable in connection with the Application; and

c) If the Application is successful and the City of Newark receives notice that it has been selected for designation as a District:

- 1) The City shall adhere to the District Plan and the Local Incentives contained in the Application for the duration of the District designation; and
- 2) The Administrator, or his or her designee(s), is authorized to execute with the authorization of Council such documents and enter into such agreements as may be necessary or desirable in connection with the Downtown Development Districts program and the rights and obligations of the City of Newark thereunder; and
- 3) The Administrator, or his or her designee(s), is authorized to carry out all District administrative and reporting requirements on behalf of the City of Newark for the duration of the District.

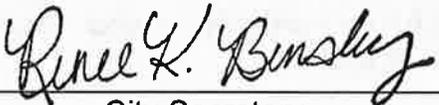
RESOLVED at a Regularly Scheduled Meeting on October 27, 2014.

VOTE: 6 to 1.



Mayor

Attest:



City Secretary