

Town of Milton

115 Federal Street
Milton, DE 19968



www.milton.delaware.gov

Phone: 302-684-4110

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RESOLUTION 2017-008

AUTHORIZING PARTICIPATION IN THE DEDO/DOWNTOWN DELAWARE COMMERCIAL DISTRICT AFFILIATE PROGRAM

WHEREAS, the Delaware Economic Development Office (DEDO) has established the Downtown Delaware (DD) Commercial District Affiliate status to assist localities in developing public/private efforts to revitalize their downtown commercial areas, and

WHEREAS, interested Delaware cities, towns, and communities that are that are exploring downtown revitalization, those that may not be currently eligible for "Accredited Main Street USA" designation or those that do not have capacity or desire to meet "Accredited Main Street USDA" requirements may participate as an Affiliate, and

WHEREAS, Affiliate communities will have access to select Downtown Delaware training and limited on-site assistance, as resources permit, and

WHEREAS, the Town of Milton desires to participate in the DEDO Downtown Delaware Commercial District Affiliate Program and has completed the necessary application.

NOW THEREFORE BE IT RESOLVED by the Town Council of Milton as follows:

1. That the Town of Milton applies for selection to participate in DEDO's Downtown Delaware Commercial District Affiliate Program with the specific goal of economic revitalization of the designated downtown district within the context of historic preservation using the Main Street Approach™ as a model, though it agrees to not use or associate the title or designation "Main Street" with its Commercial District Affiliate status *unless specifically requested or required by DEDO/DD*;
2. The Town of Milton recognizes that the Main Street model is considered one of many economic and community development tools used by a locality and that successful downtown revitalization requires an on-going commitment, continuous attention, and a full public-private partnership. Thus the Town has full intent to actively support and implement the initiatives developed as a result of DD Commercial District Affiliate status, resources permitting.
3. The Town of Milton understands that participation as a DEDO Downtown Delaware Commercial District Affiliate (CDA) Program does not guarantee selection as an "Accredited" Main Street Community now or in the future. As a CDA, the Town will be eligible to receive "Affiliate" community services and benefits from Downtown Delaware as long as the requirements stated in the Program Guidelines are met and as long as it remains in "good standing", as shown by a record of progress since its establishment as a CDA.

I, THE UNDERSIGNED, Secretary of the Town Council of the Town of Milton do hereby certify that the above resolution was passed at the meeting of the Town Council, duly called and convened, held on the 1st day of May, 2017, at which a quorum was present and voting throughout and that same is still in full force and effect.

TOWN OF MILTON

BY: _____

Richard A. Baty
SECRETARY OF TOWN COUNCIL

DATE: _____

May 11, 2017



“Delaware Commercial District Affiliate” Application

What is Delaware “Commercial District Affiliation”?

In Delaware, towns and communities statewide are invited to learn strategies for downtown revitalization and business development so that growth in their commercial district is “by choice” and not “by chance.” “Affiliation” is for communities that are exploring downtown revitalization and are preparing for Main Street “Accredited” designation, and also for those that may not desire or be eligible for “Accredited” Main Street designation but desire proactive attention to revitalization of their commercial business district.

Affiliates increasingly demonstrate a commitment to comprehensive community revitalization and are on the pathway to achieving meaningful economic, social, physical, and organizational improvements in their downtown or commercial district.

What are the Benefits of being a Delaware Commercial District Affiliate?

A core feature of the service to Affiliates is access to training by state and national downtown development experts. Affiliates have the opportunity to learn best practices in the field of revitalization from industry experts and to network with peers from around the state, with special emphasis in the area of business development. Affiliates are offered an opportunity to plan proactively for a vibrant, synergistic downtown commercial business district that increasingly presents a viable mix of retail goods and professional services

What are the Eligibility Requirements of an Affiliate?

While Affiliate communities are not required to have a traditional, historic “Main Street” commercial district, the community must possess a pedestrian-oriented commercial area with a concentration of locally owned businesses and/or opportunities for commercial use.

There are several requirements of an Affiliate:

- Form a local Economic Development Task Force or Revitalization Committee that is actively supported by the municipal government (as indicated by a Town Resolution and consistent participation by a municipal representative on the task force/committee) and includes several downtown stakeholders. (A community may already have a revitalization committee, a merchants group, or other similar committee that may choose to take on the responsibilities of a Delaware Commercial District Affiliate.)
- The Task Force/Revitalization Committee must convene on a regular basis, attend several DEDO-coordinated training sessions annually, and have the intent and capacity to develop and implement strategies learned through training opportunities.
- While Affiliates are not required to form an independent nonprofit organization immediately, it should be recognized that formation of such is typically an effective component of furthering revitalization efforts.

Communities that complete the Affiliates application will be referred to as Delaware Commercial District Affiliates. The term “Main Street” cannot be associated with the Town or the Committee as it is only applicable for those entities that have submitted a comprehensive Main Street application and have met the requirements to become designated.

Submission Instructions

- Applications for “Delaware Commercial District Affiliate” status may be submitted at any time throughout the year, and should be submitted on this form. Please answer questions in the space provided.
- Applications, including attachments and maps, can be submitted electronically or by mail.
- Questions and applications should be submitted to:

Diane.Laird@state.de.us

Diane Laird, State Coordinator
Downtown Delaware
Delaware Economic Development Office
820 North French Street, Tenth Floor
Wilmington, DE 19801
302-577-8477

Applicant Information

Date: April 25, 2017

Town/City/Community applying for Delaware Commercial District Affiliate status:

Town of Milton

Town/City/Community Population: approx. 3,000

Use: <http://factfinder2.census.gov/>

Designated Contact Person for Correspondence with Affiliate Town

Name: Kristy Rogers

Title/affiliation: Town Manager

Street Address: 115 Federal Street

City/Town/Community: Milton

Zip: 19968

Business Phone: 302-684-4110

Cell Phone: (optional)

E-mail: krogers@ci.milton.de.us

Town Website: www.milton.delaware.gov

Please also fill in the names of the following personnel, if your town/city has them:

Town/City Mayor: Theodore Kanakos

Town/City Manager: Kristy Rogers

Town/City Planner: Pennoni Associates

Town/City Council members (*please list two):

1. G. Kevin Kelly, Vice-Mayor
2. Charles Fleetwood, Councilman and Liaison to Economic Development Committee

Town/City Economic Development Official or Representative:
Charles Fleetwood, Councilman and Liaison to Economic Development Committee

Town/City/Community Historic Preservation Contact:
John Collier, Project Coordinator

Other:

Name of Private Sector Organization (if one currently exists, such as a downtown revitalization organization) or Committee (Economic Development, Merchants, etc.):

Economic Development Committee

Purpose/mission of Private Sector Organization or primary purpose of committee (if one currently exists):

The mission of the Milton Economic Development Committee is to recommend to Town Council plans of action to grow and support economic activity in the Town.

This will be done in a way that:

- Ensures the needs of residents are met.
- Takes advantage of the historic and natural assets of the Town.
- Considers ways to incentivize development.

Use only the space provided to answer the following questions

☐ Briefly describe the economic and physical characteristics of your downtown or commercial district (provide an 8½" X 11" map (with parcels or building footprints showing district boundaries; include an aerial photo, if available).

Milton's Town Center is comprised of a mix of commercial and residential properties, many of which were constructed in the 18th, 19th and early 20th centuries. The primary north/south artery through the Town Center is SR 5 (Union Street/Federal Street). It is along this thoroughfare that most of the existing commercial buildings stand. The designated Town Center also extends along Front Street and Magnolia Street, both of which run parallel to the Broadkill River, as well as a small number of side streets, which run off these main arteries. The Town Center District is thriving and alive. Residential dwellings are selling briskly as they become available. Commercial buildings are at a high occupancy with those spaces that become available being filled quickly.

☐ Approximately how many commercial buildings are located in your commercial district?

Milton's Town Center Zoning classification allows for a mixture of commercial/residential uses. Commercial type structures as well as residential structures are permitted to establish a commercial use on the first floor with residential uses above. Of the 75 parcels comprising the Town Center District, 15 are strictly occupied by a commercial structure, 8 are commercial type structures with commercial space on the ground floor residential housing on the upper floor, 5 parcels are of a municipal use, 10 parcels are vacant land, and 6 are either commercial or municipal parking. The balance are residential dwelling parcels.

☐ Are there historic (50 or more years old) buildings located in your commercial district?

Yes No

If yes, approximately how many?

Eighteen of the parcels designated as either commercial or mixed commercial/residential are located within the Historic District and subject to the Historic Preservation Overlay District regulations.

☐ An Economic Development Task Force or Revitalization Committee is necessary for Affiliate status. The Commercial District Affiliate designation requires establishment of a Committee if one does not currently exist. Who will comprise the membership of the community's Task Force or Committee? (At least one must be a staff/representative of the Town/City or Community, and communities should target a committee of at least 4 members, ideally more):

1. Charles Fleetwood Council Liaison to EDC
Name Title/Affiliation

2. Alex Donnan Member of EDC
Name Title/Affiliation

- | | | |
|----|-----------------|-------------------|
| 3. | Michael Clark | Member of EDC |
| | Name | Title/Affiliation |
| 4. | James Crellin | Member of EDC |
| | Name | Title/Affiliation |
| 5. | Michela Coffaro | Member of EDC |
| | Name | Title/Affiliation |
| 6. | Damalier Molina | Member of EDC |
| | Name | Title/Affiliation |

Briefly outline several of the efforts made to improve the downtown or commercial district over the past five years. (This can be by any downtown stakeholder, the municipality, etc.)

Reduction in vacant buildings
 Improvement in visual appeal
 Improvement in building structure

Check (and optionally, briefly describe) several commercial business district activities your town would like to accomplish in the next three- to five years:

- reduce vacancy
- recruit new businesses (Approximately how many current vacancies? _____)
- develop program of retention
- improve visual appeal
- encourage building/business owners to make improvements
- create signature events/promotions
- create a 501/c3 (non-profit) organization to guide revitalization activities
- other

Briefly describe what you hope to achieve by participating as an Affiliate.

Partner with Delaware Economic Development Office (DEDO) to coordinate programs to retain businesses and/or recruit new business, and facilitate opportunities to improve visual appeal of the downtown area.

Commercial District Affiliate Commitment Statement

The Town/City/Community (municipality) of Milton agrees to meet the requirements of a Delaware Commercial District Affiliate as outlined in the *10 Criteria for Acceptance as a Delaware Commercial District Affiliate*, below:

1. Form a local Economic Development Task Force or Revitalization Committee that is consistently supported by the municipal government, as indicated by a Town Resolution (see sample) and active participation by a municipal representative on the task force/committee as well as several downtown stakeholders. (A community may already have a revitalization committee, a merchants group, or other similar committee that may choose to take on the responsibilities of a Delaware Commercial District Affiliate.)
2. Convene the Task Force/Revitalization Committee on a regular basis attend DEDO-coordinated training sessions on a regular basis, and have the intent and capacity to develop and implement strategies learned through training opportunities.
3. Complete and submit a Delaware Commercial District Affiliate Application.
4. Review (attached)

Please attach a resolution adopted by the municipality -- and by the private sector partner(s) or organization, if applicable -- authorizing this application. (*Sample Attached*)



Signature of Authorizing Agent representing Municipality (Print Name and Title) Kristy L. Rogers - Town Manager

Signature of Authorizing Agent representing the Private Sector (Print Name and Title)

Ten Criteria for Acceptance as a Delaware Commercial District Affiliate

1. **Support proactive and ongoing community revitalization in the commercial core**, as illustrated by the partnering of several active, committed members of both the private sector and Town/City government who will take a leading role within the community to positively shape the downtown business district physically, as well as through increased business opportunity.
2. With assistance of the Delaware Economic Development Office (DEDO) and to the best of our ability, **develop a vision for our business district and implement strategies to promote it, improve it physically, and strengthen the downtown economy** through business retention, expansion and recruitment initiatives.
3. **Establish and maintain an active Committee or Task Force** (such as an Economic Development, Merchants, or Revitalization Committee or Task Force) that is actively supported by the municipal government as indicated by a Town Resolution as well as regular and consistent participation by a municipal representative on the Task Force/Committee. This committee commits to meet regularly (at least six times annually).
4. To support the selected strategies, the Committee will **commit to establish and implement a formal work plan based on the Main Street Four Point™ model** and developed with the assistance of DD (within the first year of selection). The complexity of the workplan will correspond with the capacity of the community to implement.
5. **Voluntarily devise an operating budget and develop diversified and sustainable funding sources and volunteer support** to sustain initiatives outlined in the annual workplan. (Many initiatives require human resources rather than actual funding.)
6. Send one or more **representatives to two to four DEDO/DD-coordinated training sessions** annually.
7. **Maintain a historic preservation ethic** where historic downtown assets exist.
8. **Maintain paid OR voluntary administrative support** to act as the liaison between community and DEDO/DD. This person will DD's primary resource for outreach to the community and to provide coordination with DEDO/DD for local training and organizational assistance, as well as provide required documents to Downtown Delaware.
9. **Report basic statistics to DEDO/DD** (such as number of businesses that open and close in the community and related jobs) and provide information on outcomes of initiatives.
10. **Maintain a membership with the National Main Street Network.** (www.mainst.org).

