

# City of Seaford

# Comprehensive Plan Update

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City Council and Planning & Zoning Commission  
Data Reveal Special Meeting | April 23, 2019





# Meeting Agenda

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- › Introductions
- › Project Update
- › Data Collection
- › Outreach
- › Next Steps





# Introductions

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Debbie Pfeil – Associate/Planning Manager

Shannon Emrich – Engineer in Training

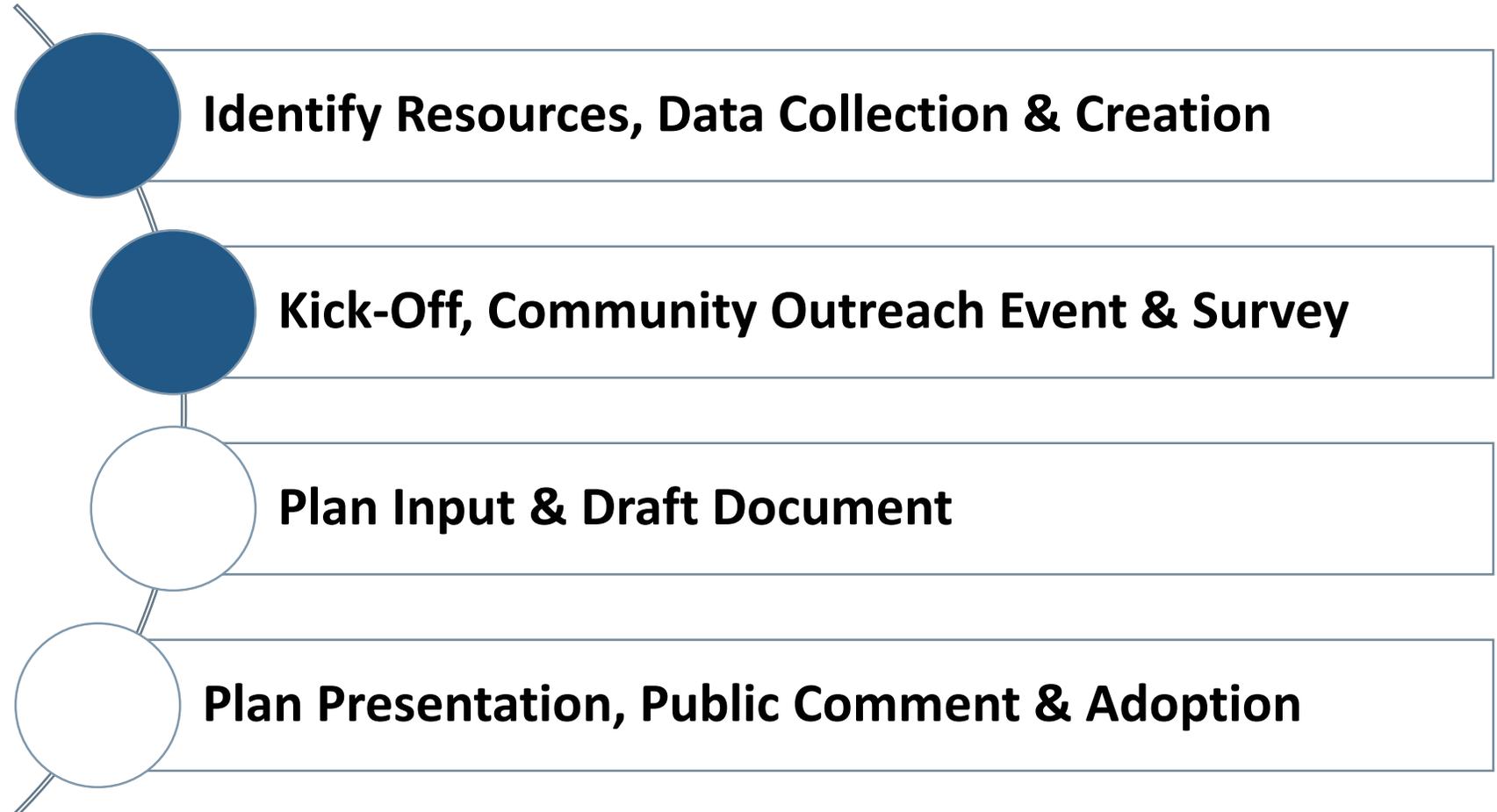
**PARTNERS IN PROGRESS**



# Project Update

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## › Scope Phases





# Project Update

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## Meetings (4 Joint, 2 PZ, 3 Staff & 2 Outreach Events)

- ~~– Kick-Off (Staff/KCI) 10/9 & 12/6~~
- ~~– Kick-Off (Joint PZ/CC) 12/11/18~~
- ~~– Data Collection Reveal (PZ) 4/22/19~~
- Public Outreach Event/Survey Launch (2) 4/20/19
- Staff/KCI Team Meeting
- Document Input (PZ)
- Staff/KCI Team Meeting
- Draft Document Presentation (Joint PZ/CC)
- PLUS Submittal/Meeting
- Public Hearing (Joint PZ/CC)
- Potential Adoption (Joint PZ/CC)





# Data Collection – Homework

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- › Current Plan Review – 1 submitted
- › Goal Review – 8 submitted
- › Organizations List – 19 identified
- › Survey Comments – 9 submitted
- › SWOT Analysis – 8 submitted



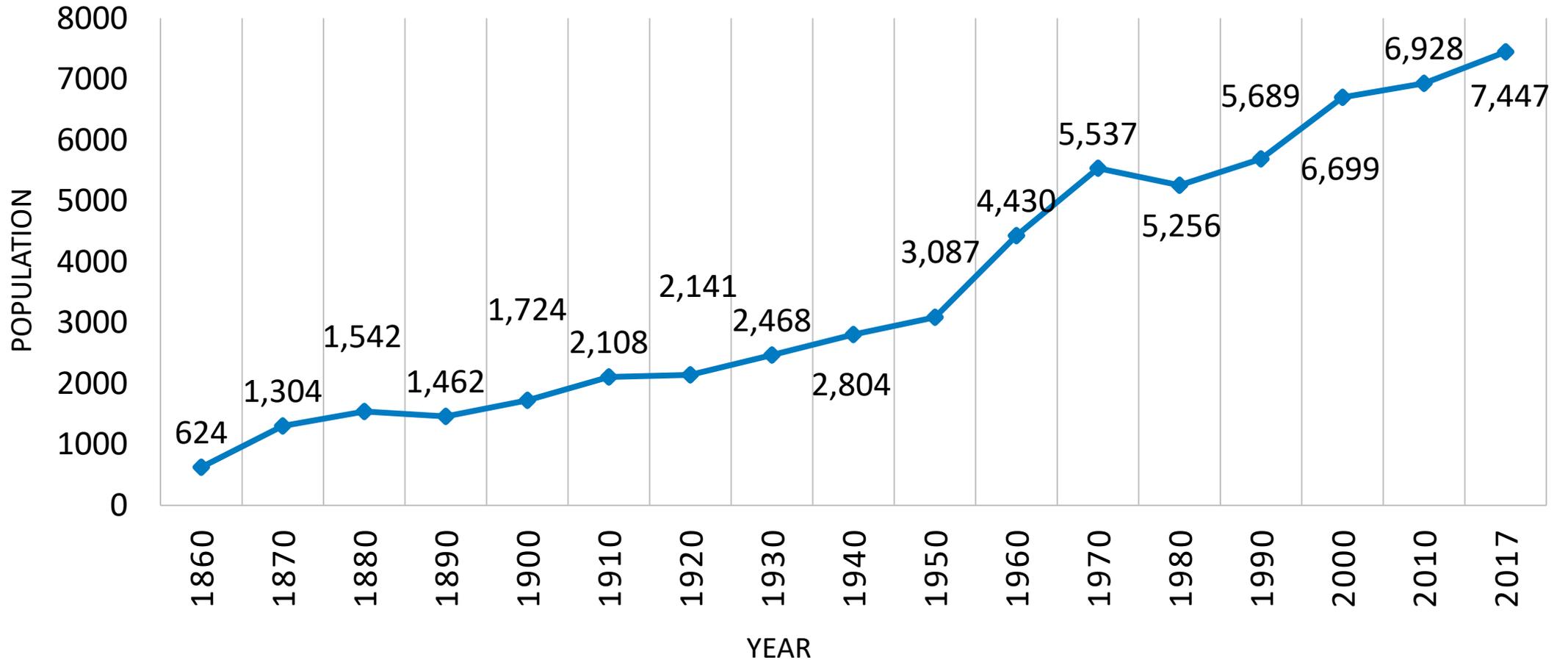
# Data Collection – Land Development Activity

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- › Seaford School District Site Plan, 2010 (#2010-10-05)
- › Comprehensive Plan Amendment, 2014 (#2014-07-01)
- › Mearfield Revised Section 2 Site Plan, 2014 (#2014-08-05)
- › Melanie's Ridge Subdivision, 2016 (#2016-07-05)
- › Comprehensive Plan Amendment, 2016 (#2016-11-03)
- › Comprehensive Plan Pre-Update Review, 2018 (#2018-02-01)
- › Comprehensive Plan Amendment, 2018 (#2018-09-05)



# Data Collection – Demographics



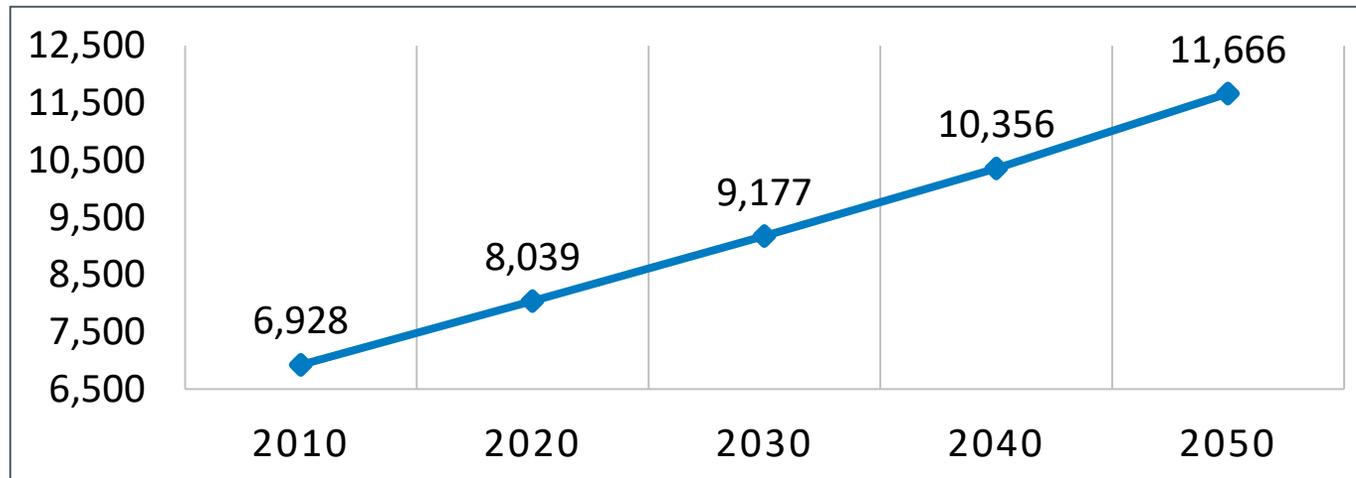
## Population Trends, 1860-2017

Source: U.S. Census Bureau Decennial Census (1860-2010); 2013-2017 American Community Survey



# Data Collection – Demographics

	Seaford		Blades		Georgetown		Sussex County		Delaware	
	No.	% Change	No.	% Change	No.	% Change	No.	% Change	No.	% Change
<b>2010</b>	6,928	-	1,241	-	6,422	-	197,970	-	900,429	-
<b>2020</b>	8,039	+16.0%	1,475	+18.9%	7,578	+18.0%	235,396	+18.9%	989,803	+9.9%
<b>2030</b>	9,177	+14.2%	1,709	+15.9%	8,714	+15.0%	255,143	+8.4%	1,044,965	+5.6%
<b>2040</b>	10,356	+12.8%	1,961	+14.7%	9,815	+12.6%	268,180	+5.1%	1,076,165	+3.0%
<b>2050</b>	11,666	+12.6%	2,251	+14.8%	11,273	+14.9%	277,871	+3.6%	1,094,704	+1.7%



## Population Projections, 2020-2050

Source: Delaware Population Consortium, 2018



# Data Collection – Demographics

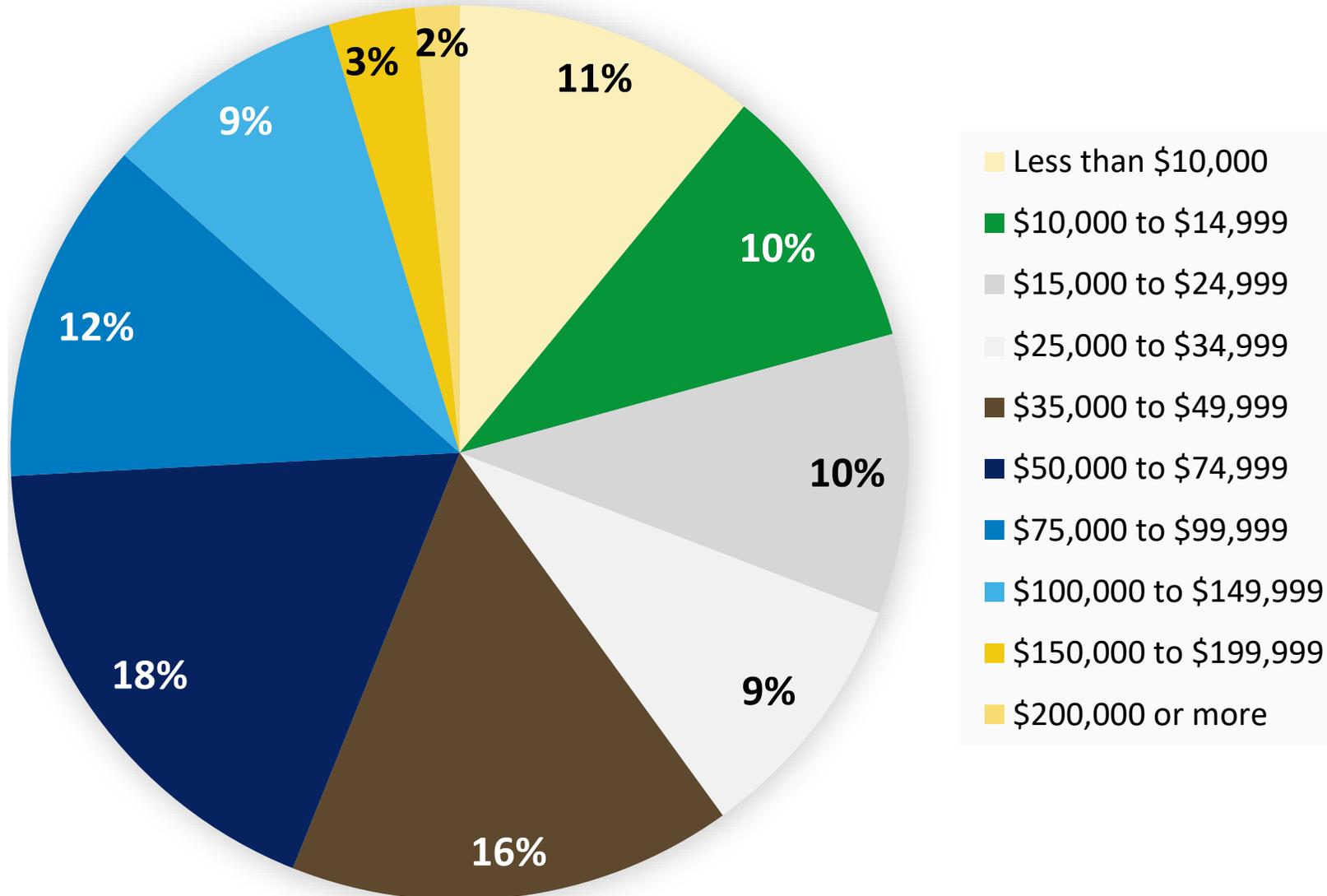
Age		2000		2010		2017		% Change		
		No.	%	No.	%	No.	%	'00-'10	'10-'17	'00-'17
Seaford	Under 5 Years	526	7.9%	642	9.3%	512	6.9%	+22.1%	-20.2%	-2.7%
	5 – 9 Years	474	7.1%	562	8.1%	580	7.8%	+18.6%	+3.2%	+22.4%
	10 – 19 Years	908	13.5%	856	12.3%	900	12.1%	-5.7%	+5.1%	-0.9%
	20 – 24 Years	442	6.6%	468	6.8%	414	5.6%	+5.9%	-11.5%	-6.3%
	25 – 34 Years	791	11.8%	931	13.4%	1,037	13.9%	+17.7%	+11.4%	+31.1%
	35 – 44 Years	822	12.3%	785	11.3%	1,021	13.7%	-4.5%	+30.1%	+24.2%
	45 – 54 Years	771	11.5%	716	10.3%	672	9.0%	-7.1%	-6.1%	-12.8%
	55 – 64 Years	494	7.4%	746	10.8%	908	12.2%	+51.0%	+21.7%	+83.8%
	65 – 74 Years	549	8.2%	446	6.4%	656	8.8%	-18.8%	+47.1%	+19.5%
	75 – 84 Years	585	8.7%	433	6.2%	379	5.1%	-26.0%	-12.5%	-35.2%
	85 Years +	337	5.0%	343	5.0%	368	4.9%	+1.8%	+7.3%	+9.2%
	<b>Total</b>	<b>6,699</b>	<b>100.0%</b>	<b>6,928</b>	<b>100.0%</b>	<b>7,447</b>	<b>100.0%</b>	<b>+3.4%</b>	<b>+7.5%</b>	<b>+11.2%</b>
Median Age	37.5		35.1		38.6					

## Age Distribution, 2000-2017

Source: 2000 & 2010 U.S. Census; 2013-2017 American Community Survey



# Data Collection – Demographics



## Income, 2017

Source: 2013-2017 American Community Survey

Median Household Income	\$44,886
Median Family Income	\$49,427
Per Capita Income	\$22,919



# Data Collection – Demographics

Year	Seaford		Sussex County		Delaware	
	No.	% Change	No.	% Change	No.	% Change
1970	1,878	-	34,287	-	180,233	-
1980	2,073	+10.4%	54,694	+59.5%	238,611	+32.4%
1990	2,360	+13.8%	74,253	+35.8%	289,919	+21.5%
2000	2,760	+16.9%	93,070	+25.3%	343,072	+18.3%
2010	3,001	+8.7%	123,036	+32.2%	405,885	+18.3%
2017	3,180	+6.0%	132,980	+8.1%	423,489	+4.3%

## Number of Housing Units, 1970-2017

Source: U.S. Decennial Census (1970-2010); 2013-2017 American Community Survey



# Data Collection – Demographics

Housing Type	2000		2010		2017		% Change		
	No.	%	No.	%	No.	%	'00-'10	'10-'17	'00-'17
Single-Family Detached	1,572	57.0%	1,495	52.3%	1,757	55.3%	-4.9%	+17.5%	+11.8%
Single-Family Attached	148	5.4%	179	6.3%	207	6.5%	+20.9%	+15.6%	+39.9%
Multi-Family	1,023	37.0%	1,183	41.4%	1,172	36.9%	+15.6%	-0.9%	+14.6%
2 Units	238	8.6%	165	5.8%	117	3.7%	-30.7%	-29.1%	-50.8%
3 – 4 Units	178	6.4%	230	8.1%	209	6.6%	+29.2%	-9.1%	+17.4%
5 – 9 Units	412	14.9%	538	18.8%	471	14.8%	+30.6%	-12.5%	+14.3%
10 – 19 Units	55	2.0%	155	5.4%	108	3.4%	+181.8%	-30.3%	+96.4%
20 + Units	140	5.1%	95	3.3%	267	8.4%	-32.1%	+181.1%	+90.7%
Mobile Home	17	0.6%	0	0.0%	44	1.4%	-100.0%	-	+158.8%
Boat, RV, Van, etc.	0	0.0%	0	0.0%	0	0.0%	-	-	-
<b>Totals</b>	<b>2,760</b>	<b>100.0%</b>	<b>2,859</b>	<b>100.0%</b>	<b>3,180</b>	<b>100.0%</b>	<b>+3.6%</b>	<b>+11.2%</b>	<b>+15.2%</b>

## Composition of Housing Stock, 2000-2017

Source: 2000 U.S. Census, 2006-2010 & 2013-2017 American Community Survey



# Data Collection – Demographics

Occupancy Status	2000		2010		2017		% Change		
	No.	%	No.	%	No.	%	'00-'10	'10-'17	'00-'17
Occupied Housing Units	2,629	93.6%	2,686	89.5%	2,872	90.3%	+2.2%	+6.9%	+9.2%
Vacant Housing Units	180	6.4%	315	10.5%	308	9.7%	+75.0%	-2.2%	+71.1%
Homeowner Vacancy Rate	1.9%		5.7%		3.7%		+200.0%	-35.1%	+94.7%
Rental Vacancy Rate	4.4%		8.8%		5.0%		+100.0%	-43.2%	+13.6%
<b>Total Housing Units</b>	<b>2,809</b>	<b>100.0%</b>	<b>3,001</b>	<b>100.0%</b>	<b>3,180</b>	<b>100.0%</b>	<b>+6.8%</b>	<b>+6.0%</b>	<b>+13.2%</b>

## Housing Occupancy, 2000-2017

Source: 2000 & 2010 U.S. Census, 2013-2017 American Community Survey



# Data Collection – Demographics

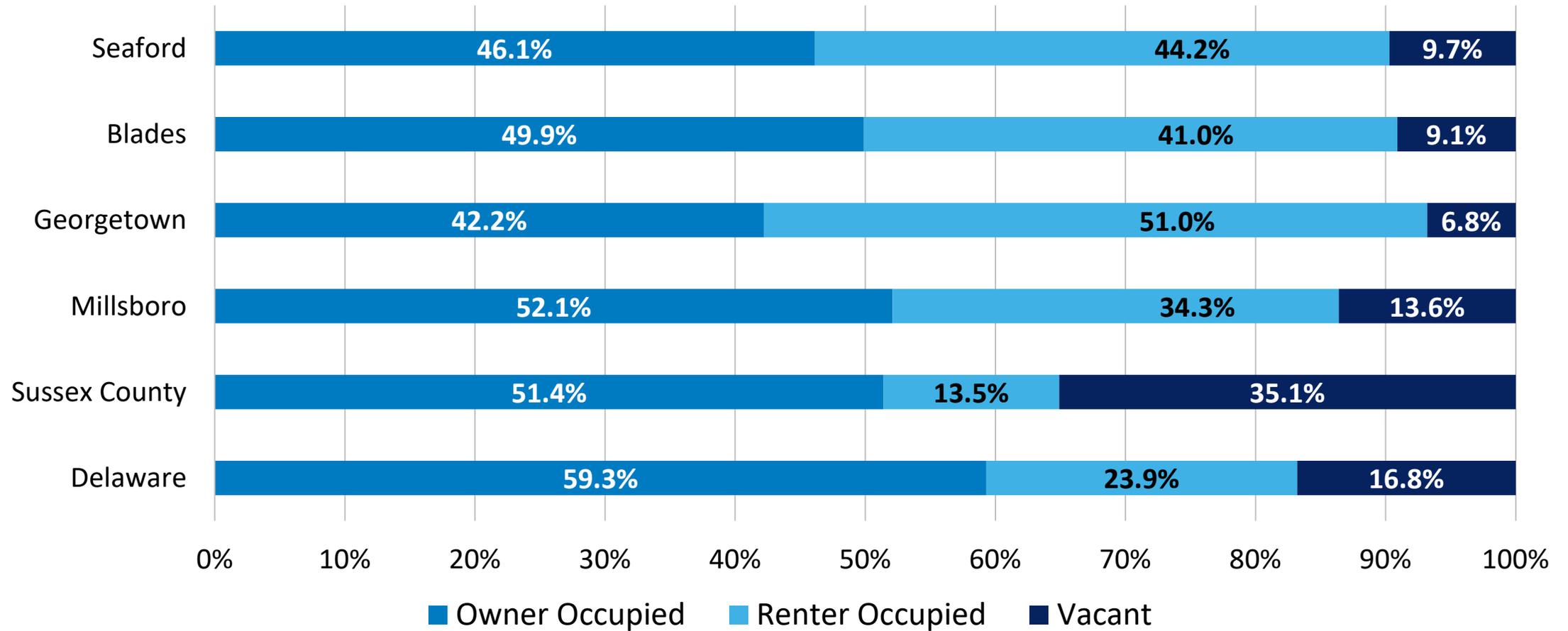
Vacancy Status	2000		2010		2017		% Change		
	No.	%	No.	%	No.	%	'00-'10	'10-'17	'00-'17
For Rent	60	33.3%	146	46.3%	74	24.0%	+143.3%	-49.3%	+23.3%
For Sale Only	25	13.9%	71	22.5%	57	18.5%	+184.0%	-19.7%	+128.0%
Rented or Sold, Not Occupied	19	10.6%	8	2.5%	0	0.0%	-57.9%	-100.0%	-100.0%
For Seasonal, Recreational, or Occasional Use	14	7.8%	18	5.7%	36	11.7%	+28.6%	+100.0%	+157.1%
For Migrant Workers	0	0.0%	0	0.0%	0	0.0%	-	-	-
Other Vacant	62	34.4%	72	22.9%	141	45.8%	+16.1%	+95.8%	+127.4%
<b>Total Vacant Units</b>	<b>180</b>	<b>100.0%</b>	<b>315</b>	<b>100.0%</b>	<b>308</b>	<b>100.0%</b>	<b>+75.0%</b>	<b>-2.2%</b>	<b>+71.1%</b>

## Vacancy Status, 2000-2017

Source: 2000 & 2010 U.S. Census, 2013-2017 American Community Survey



# Data Collection – Demographics

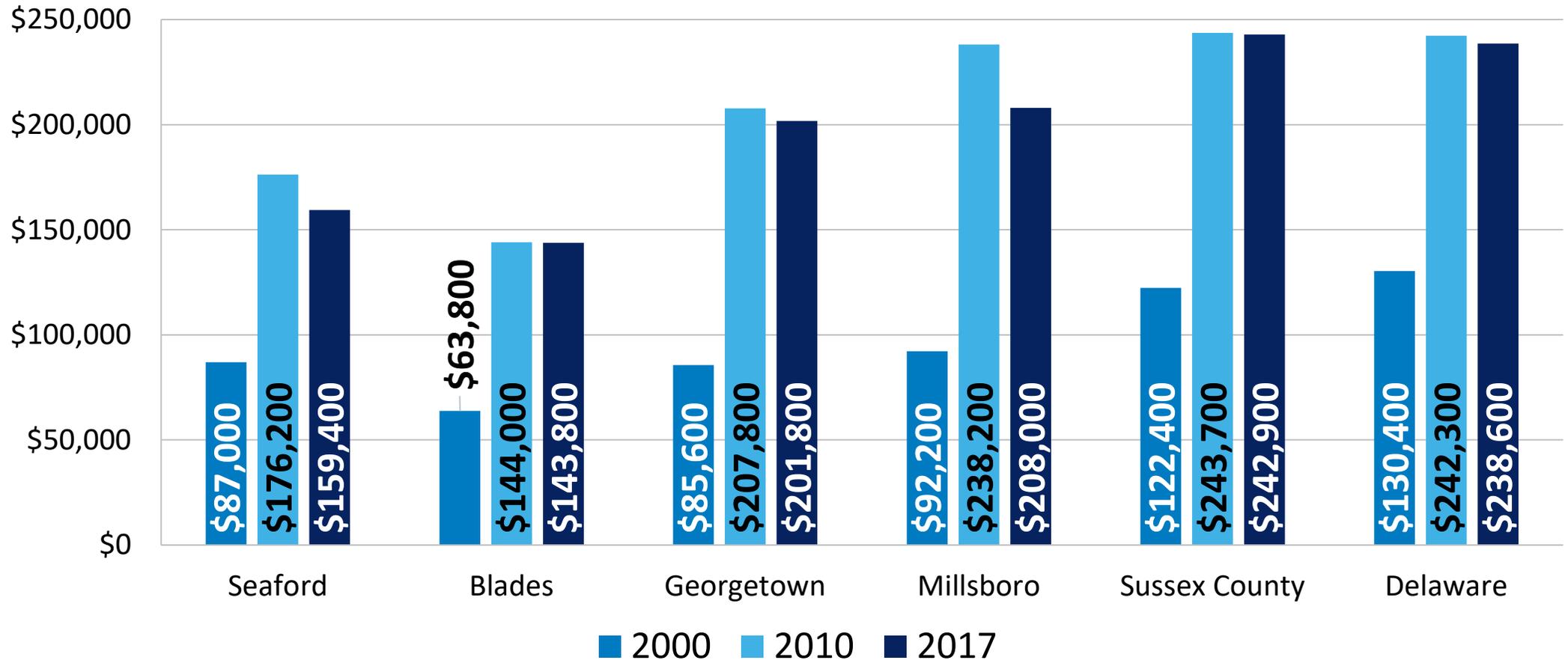


## Occupancy & Vacancy Rates, 2017

Source: 2013-2017 American Community Survey



# Data Collection – Demographics

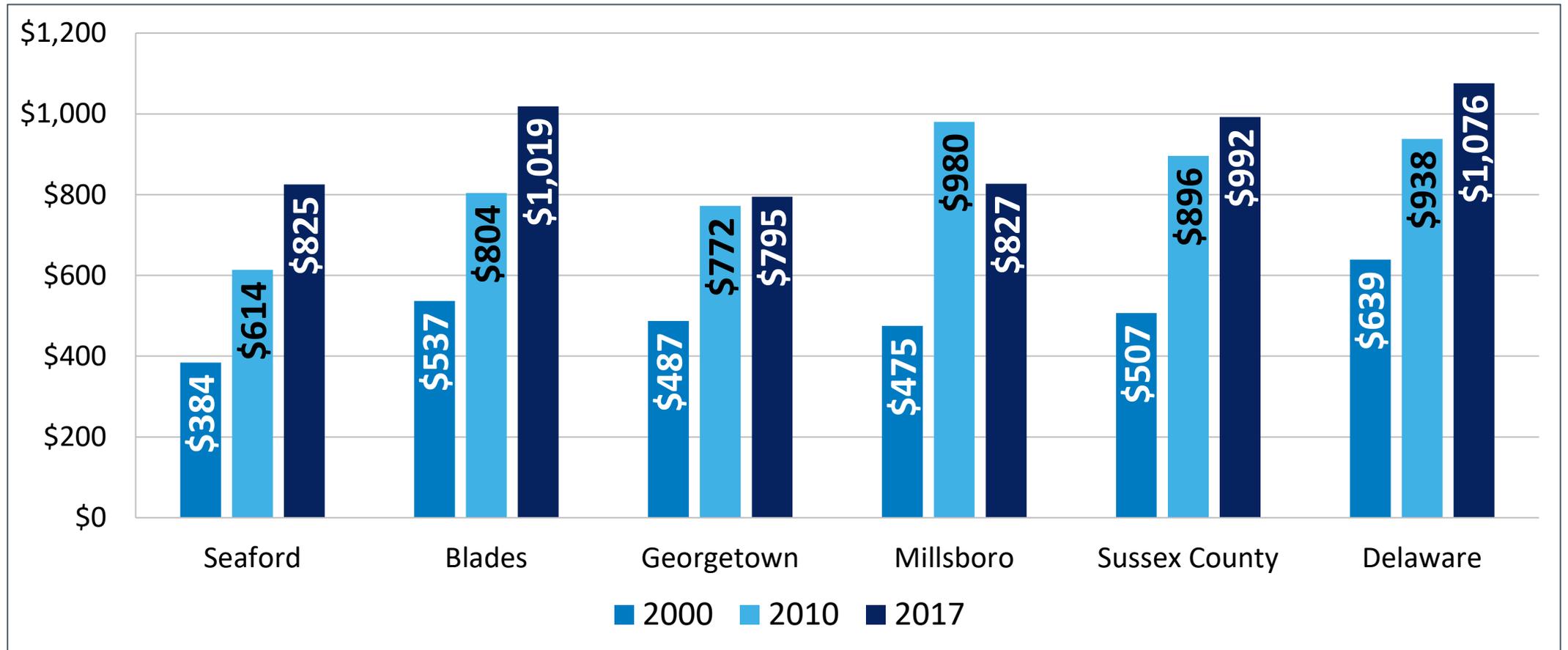


## Median Housing Values, 2000-2017

Source: 2000 U.S. Census; 2006-2010 & 2013-2017 American Community Survey



# Data Collection – Demographics



## Median Rental Values, 2000-2017

Source: 2000 U.S. Census; 2006-2010 & 2013-2017 American Community Survey



# Data Collection – SWOT

- › **Strengths** – *characteristics* that give the City an advantage
- › **Weaknesses** – *characteristics* that place the City at a disadvantage
- › **Opportunities** – *elements* that the City could use to its advantage
- › **Threats** – *elements* that could cause trouble for the City

- › **8 collective responses**
  - 106 Total Comments
    - › 32 Strengths
    - › 35 Weaknesses
    - › 19 Opportunities
    - › 20 Threats

CITY OF SEAFORD COMPREHENSIVE PLAN UPDATE  
SWOT ANALYSIS – COLLECTED RESPONSES

**STRENGTHS**  
*Characteristics of the City that give it an advantage.*

1. Proximity to the Nanticoke River
2. Small town character with a close-knit community
3. Location close to Maryland and its position in western Sussex County
4. Great health care opportunities
5. The River
6. Rail
7. Low cost land, housing
8. 1 ½ hour drive to Washington DC, Baltimore, Philadelphia
9. Centrally located on Delmarva
10. Lower taxes
11. Caring employees with the skills, knowledge, and capability
12. Well defined roles within the City allows citizens to get to the correct person to help as needed
13. Police force
14. Hospital
15. Nanticoke River
16. Golf course
17. Well-trained, educated City employee workforce
18. Downtown Development District designation
19. Access to the Nanticoke River
20. Close proximity to beaches, several colleges, and even places like Baltimore, Philadelphia, and Washington D.C.
21. Small town charm with a dedicated community
22. Large land availability to bring more businesses
23. Proximity to major metro areas
24. Willingness of City staff and Council to be forward thinking
25. Nanticoke River
26. Character and charm of a small community
27. History of area as tourist attraction
28. Willingness to develop opportunities for growth and employment
29. Its position on the Nanticoke and the development potential available there; to have a Green Turtle type restaurant/bar on the water would be a huge jump start to economic development
30. Nimble/quick staff
31. Proximity to Delaware Tech/Wilmington University/UD/DSU in Georgetown
32. Proactive leadership and staff

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## STRENGTHS – CHARACTERISTICS OF THE CITY THAT GIVE IT AN ADVANTAGE

1. Nanticoke River
2. Small town character
3. Location
4. Health care/hospital
5. Rail
6. Cost of land/housing
7. Low taxes
8. City employees/leadership
9. Police
10. Golf course
11. Downtown Development District
12. Land availability
13. Area history
14. Willingness to grow
15. Higher education

## WEAKNESSES – CHARACTERISTICS OF THE CITY THAT PLACE IT AT A DISADVANTAGE

1. Lack of transportation infrastructure
2. Small work force
3. City perception
4. Low income
5. Drugs
6. School/district performance
7. Lack of entertainment options
8. State regulations
9. Lack of new volunteers
10. No trade training
11. Building infrastructure
12. “When DuPont was here” attitudes
13. Lack of State/County support
14. Development impediments
15. Public assisted housing
16. Unreported immigrants
17. Lack of solid tax base
18. Middleford Road not in limits
19. Technology

## OPPORTUNITIES – ELEMENTS THAT THE CITY COULD USE TO ITS ADVANTAGE

1. Location
2. Affordable land
3. Leadership
4. Control utility rates/taxes
5. Ross/Seaford Industrial Park
6. Annexations
7. Riverwalk
8. Nanticoke River
9. Camera system
10. Economic development
11. Rt. 13 Corridor development

## THREATS – ELEMENTS THAT COULD CAUSE TROUBLE FOR THE CITY

1. State/Federal mandates, taxes, regulations
2. Naysayers
3. Stagnant tax revenues
4. School district statistics
5. Low income housing
6. Eastern Sussex attraction
7. Rising costs
8. Public assisted housing
9. Lack of good paying jobs
10. Few manufacturing plants
11. Lack of solid tax base
12. Legislative changes made for Wilmington affecting Seaford



# Data Collection – Existing Goal Review

## › 8 Individual Responses

- 8 Original Goals
  - › At least 6 people thought all goals were still relevant
  - › At least 5 people thought all goals should stay in new Plan
- 15 New Goals Suggested

 <b>City of Seaford Comprehensive Plan Update</b> <b>Goal Review - Combined Responses</b> 				
CP Reference	2008 Comp Plan Goal	Still Relevant	Keep in New Plan	Add to New Plan
	To preserve and enhance Seaford's historic heritage	7	5	
	To revitalize Seaford's downtown area	7	7	
	To continue and expand Seaford's role as the primary employment center for western Sussex County	6	6	
	To increase the percentage of single-family dwelling units in order to provide for balanced growth	7	6	
	To improve the safety and mobility of the transportation network	6	6	
	To protect sensitive environmental areas and the water quality of the Nanticoke River	6	5	
	To provide safe and adequate public utility services to present and future residents	6	6	
	To provide housing opportunities for all income ranges	6	5	
	Leverage Seaford's designation as an opportunity zone for economic development opportunities			ADD
	Create "shovel ready" sites with water and sewer service along Sussex Highway and in Ross Business Park and the Seaford Industrial Park for jobs creation.			ADD
	Enhance recreation opportunities along the Seaford Riverfront and Nanticoke River			ADD
Executive Summary	To have infrastructure in place to grow			ADD



# Data Collection – Proposed Goals

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- Leverage Seaford’s designation as an opportunity zone for economic development opportunities
- Create “shovel ready” sites with water and sewer service along Sussex Highway, Ross Business Park and Seaford Industrial Park for job creation
- Enhance recreation opportunities along the Seaford Riverfront and Nanticoke River
- To have infrastructure in place to grow



# Data Collection – Proposed Goals

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- To enter the power generation market via combined fossil fuel/renewable fuel generation
- To evaluate methods to increase City revenues to enhance services to the community
- To improve the quality of life by addressing the incidents and root causes of crime
- To provide more public entertainment for all income levels



# Data Collection – Proposed Goals

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- To promote a successful business environment in order to grow economic development
- To continue developing ways to decrease and prevent drug overdoses and crimes
- Simplify as much as feasible the steps to development
- Look for other sources of revenue; implement if feasible



# Data Collection – Proposed Goals

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- To expand recreational opportunities on the Nanticoke
- To provide opportunities to do business with the City of Seaford during and after business hours (website interface)
- To provide and promote a business friendly environment



# Outreach – Community & Business Surveys

Launched April 20, 2019 during the City Elections

- › Postcards distributed
- › Online option
- › Written format option





# Outreach – Upcoming Opportunities

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- Ample time to provide input (April 20 – July 31)
- Annual local community event (large audience)
  - › Nanticoke Riverfest – **July 13**
  - › Eastern Shore AFRAM Festival – **August 10**

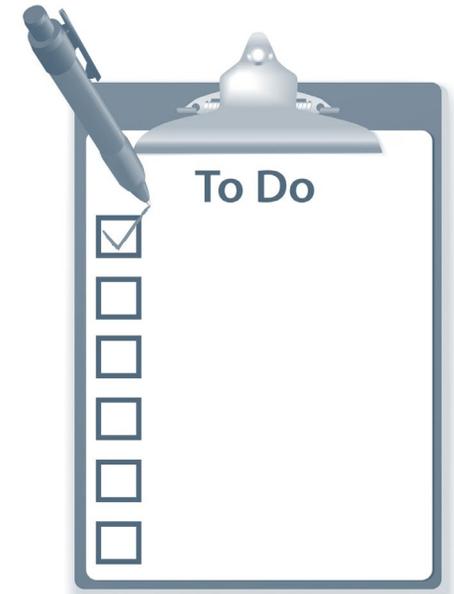
PROMOTE, PROMOTE, PROMOTE!



# Next Steps – To Do

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- › Coordination with the City Staff
  - City photos (old & new)
  - Organizational interviews
  - Promote surveys
  - Meetings w/state agencies
  - City data coordination





# Next Steps – KCI

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## › KCI Tasks To Do

- Analyze data
- Determine proper placement
- Finalize map sets
- Coordinate outreach event
- Prepare for next meeting





# Next Steps

## Tentative Schedule

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- › Data Collection & Meetings – *Late Spring 2019*
- › Data Reveal #2 – *September 2019*
  - Business & Community Survey
- › Draft Document – *October 2019*
- › Plan Due – *January 2020*



*Note: State certification process takes approximately 90 days. Schedule will be reevaluated in June to determine whether extension is needed.*



# Thank you!

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We are proud  
to serve the  
City of Seaford!

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[debbie.pfeil@kci.com](mailto:debbie.pfeil@kci.com)