

# City of Seaford

# Comprehensive Plan Update

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City Council and Planning & Zoning Commission  
Outreach Reveal Special Meeting  
January 28, 2020





# Meeting Agenda

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- › Introductions
- › Project Update
- › Outreach Campaign
- › Survey Reveal
- › Outreach Event Reveal
- › Next Steps

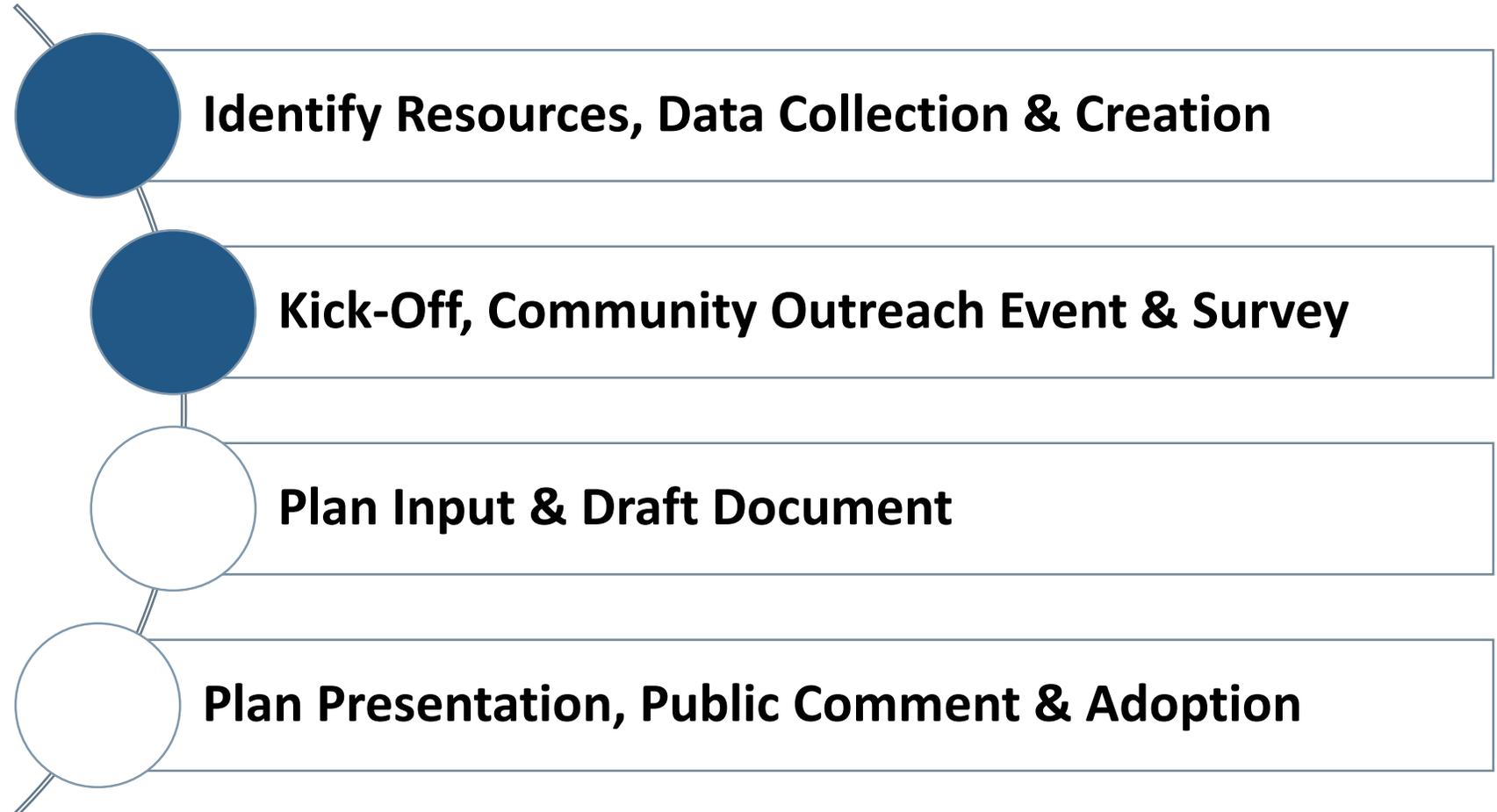




# Project Update

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## › Scope Phases





# Project Update – Completed Scope Items

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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~~
- ~~= Public Outreach Elections 4/20/19~~
- ~~= Data Collection Reveal (PZ/CC) 4/23/19~~
- ~~= Public Outreach Event #1 7/13/19~~
- ~~= Public Outreach Event #2 8/10/19~~
- ~~= Staff/KCI Team Meeting 1/22/2020~~
- ~~= Outreach Reveal Meeting (CC) 1/28/2020~~





# Outreach Campaign

## *Promote Project Awareness & Gather Valuable Input!*

- Launched April 2019
- City Staff Promotion
- 2 Survey Options
- 3 Outreach Events

**YOUR OPINION COUNTS  
IN SHAPING THE FUTURE  
OF SEAFORD!**

The City of Seaford is beginning the process of updating their Comprehensive Plan. The Comprehensive Plan is a document in text and maps, containing the City's development strategy setting forth the position on population and housing growth within the jurisdiction, expansion of its boundaries, development of adjacent areas, redevelopment potential, community character, the general uses of land within the community, and critical community development and infrastructure issues. It is required by State law and is certified by the Governor.

The City has partnered with KCI Technologies, Inc. on the project and together, they just released the Community and Business surveys. As a resident, property owner, tenant, business owner, employee, or visitor to the City, **YOUR INPUT IS VITAL** as we develop the Plan. The online survey can be found on the City's website located at:  
<http://www.seafordde.com/comprehensive-plan>

If you prefer to fill the survey out in written format, paper copies are available at City Hall and can be returned to the same location upon completion: 414 High Street, Seaford, DE 19973.

Join us to share your opinions about the future of the City!

Your input will be used to develop a vision for the future, with long-range goals and objectives for activities that affect the City!

For more information:  
Tracy Torbert  
Executive Secretary  
(302) 629-9173

**TAKE OUR SURVEY**

Surveys will be available April 20 - July 31, 2019  
**EXTENDED UNTIL AUGUST 31, 2019**

KCI TECHNOLOGIES  
KCI | BUSINESS | PLANNING | SURVEYS | CONSULTING | TRAINING

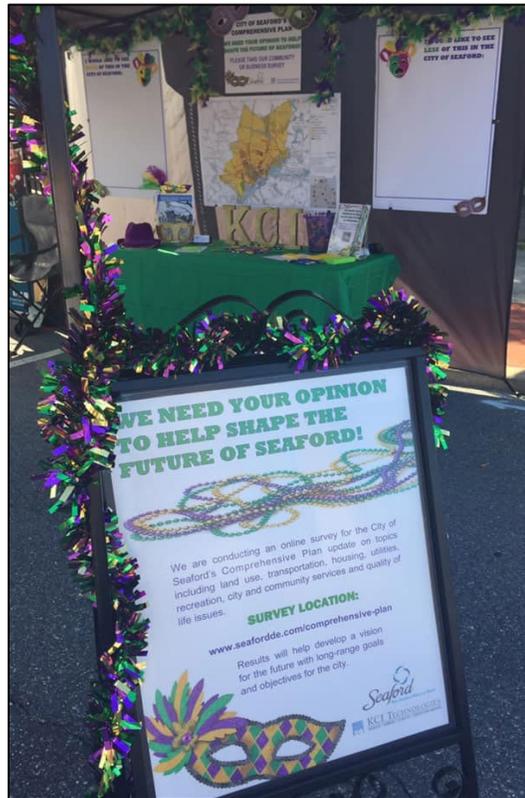


# Outreach Campaign - City Elections 4/20/19





# Outreach Campaign - Nanticoke Riverfest 7/13/19



**WE NEED YOUR OPINION TO HELP SHAPE THE FUTURE OF SEAFORD!**

We are conducting an online survey for the City of Seaford's Comprehensive Plan update on topics including land use, transportation, housing, utilities, recreation, city and community services and quality of life issues.

**SURVEY LOCATION:**  
[www.seafordde.com/comprehensive-plan](http://www.seafordde.com/comprehensive-plan)

Results will help develop a vision for the future with long-range goals and objectives for the city.





# Outreach Campaign - Eastern Shore AFRAM Festival 8/10/19





# Survey Reveal – General

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Based on the detailed survey data, today's presentation includes a snapshot of selected results.

Several write in comments were provided and the detailed survey results will be posted on the City website.



# Survey Reveal – Business

- Businesses and their employees or commercial property owners located within the City limits
- 26 Questions
- 6 Minutes Typical Time Spent
- 27 Responses
- 56% Completion Rate

City of Seaford Comprehensive Plan Update  
Business Survey

Please note that this survey is intended for businesses and their employees or commercial property owners located within the Seaford City limits (pay City taxes or City utility bill). If you do not fall in this category, please complete the Community Survey, available at City Hall or online at <http://www.seafordde.com/comprehensive-plan>.

The City of Seaford has experienced growth in both population and housing units since 2010, and is regarded as an employment center for Sussex County. To better understand current and future conditions, the City is updating its Comprehensive Plan, which is an official statement about Seaford's future that is used to direct future development decisions. It is required by State law and is certified by the Governor. This survey contains questions on a variety of issues related to the City including land use, housing, transportation, utilities, city and community services, economic development, recreation, and other quality of life issues. As a business owner, employee, or property owner within the City, we need your opinion! Your input is vital as we complete the Plan.

Please take a few minutes to respond to the following questions by August 31, 2019.

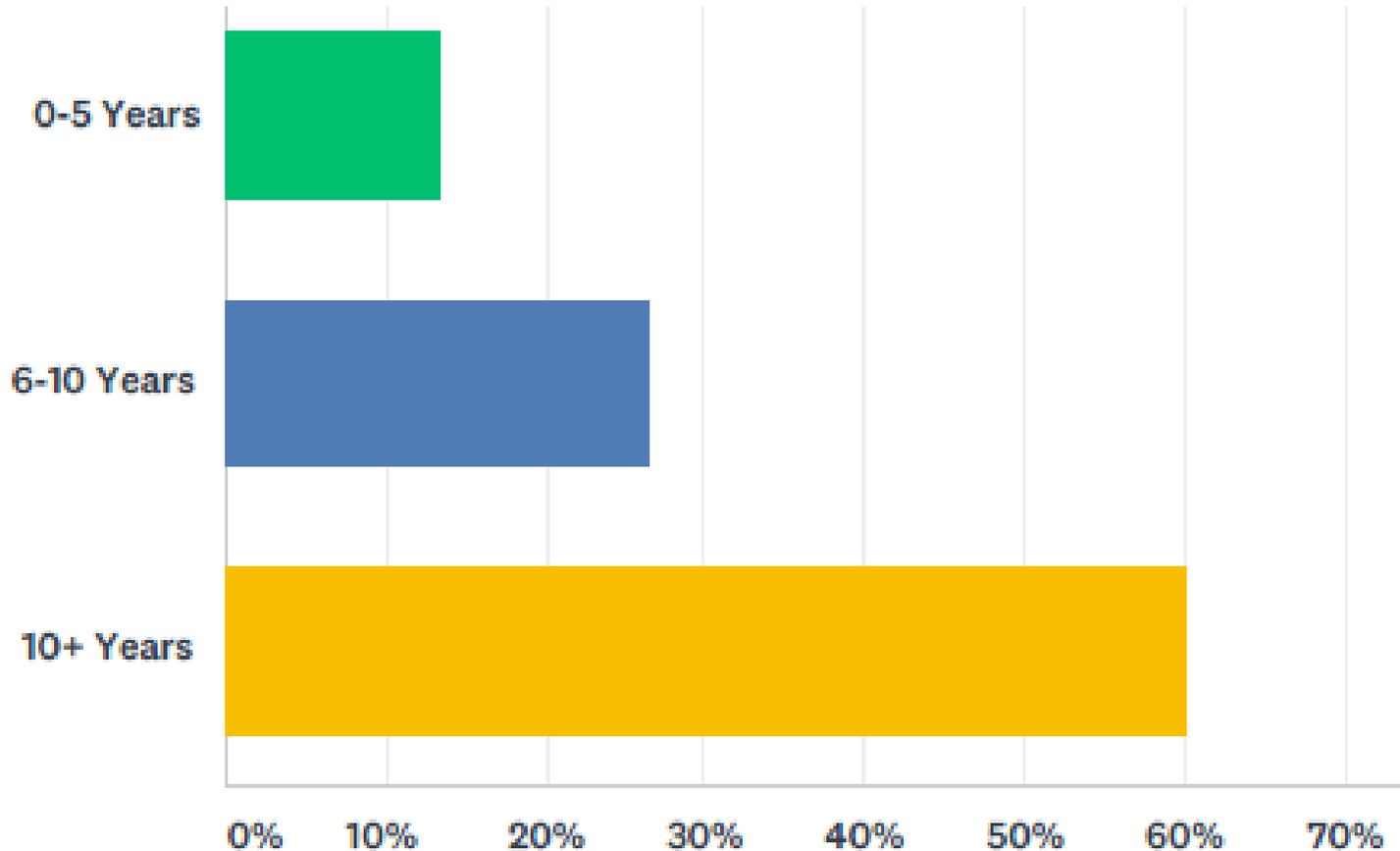
General Information						
1.	Is your business located within City limits (pay City Taxes or City utility bill)?	Yes	No			
2.	Name of business:					
3.	Type of business:					
4.	Address of business:					
5.	Street fronting business:					
6.	This business has been in operation at this location for:	0-5 Years	6-10 Years	10+ Years		
7.	This business is currently leasing/renting this location:	Yes	No			
8.	This business currently owns this location:	Yes	No			
9.	Are you or the building owner anticipating any improvements to the building?	Yes	No			
a.	If so, when?	0-5 Years	6-10 Years	10+ Years		
10.	The owner of the business/owner-operator is a permanent resident of Seaford:	Yes	No			
11.	The business employs the following number of people:	0-10	11-20	21-30	31-40	40+
12.	My business is home-based:	Yes	No			
13.	My business is based on serving the:					
a.	Local population:	Yes	No			
b.	Regional population:	Yes	No			
c.	Tourism population:	Yes	No			
d.	Internet population:	Yes	No			
e.	Other:					
14.	Is your business located in Seaford's Downtown Development District?	Yes	No	Not Sure		
a.	If yes, have you used any incentives?	Yes	No			
b.	If yes, has your business increased?	Yes	No			

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# Survey Reveal – Business

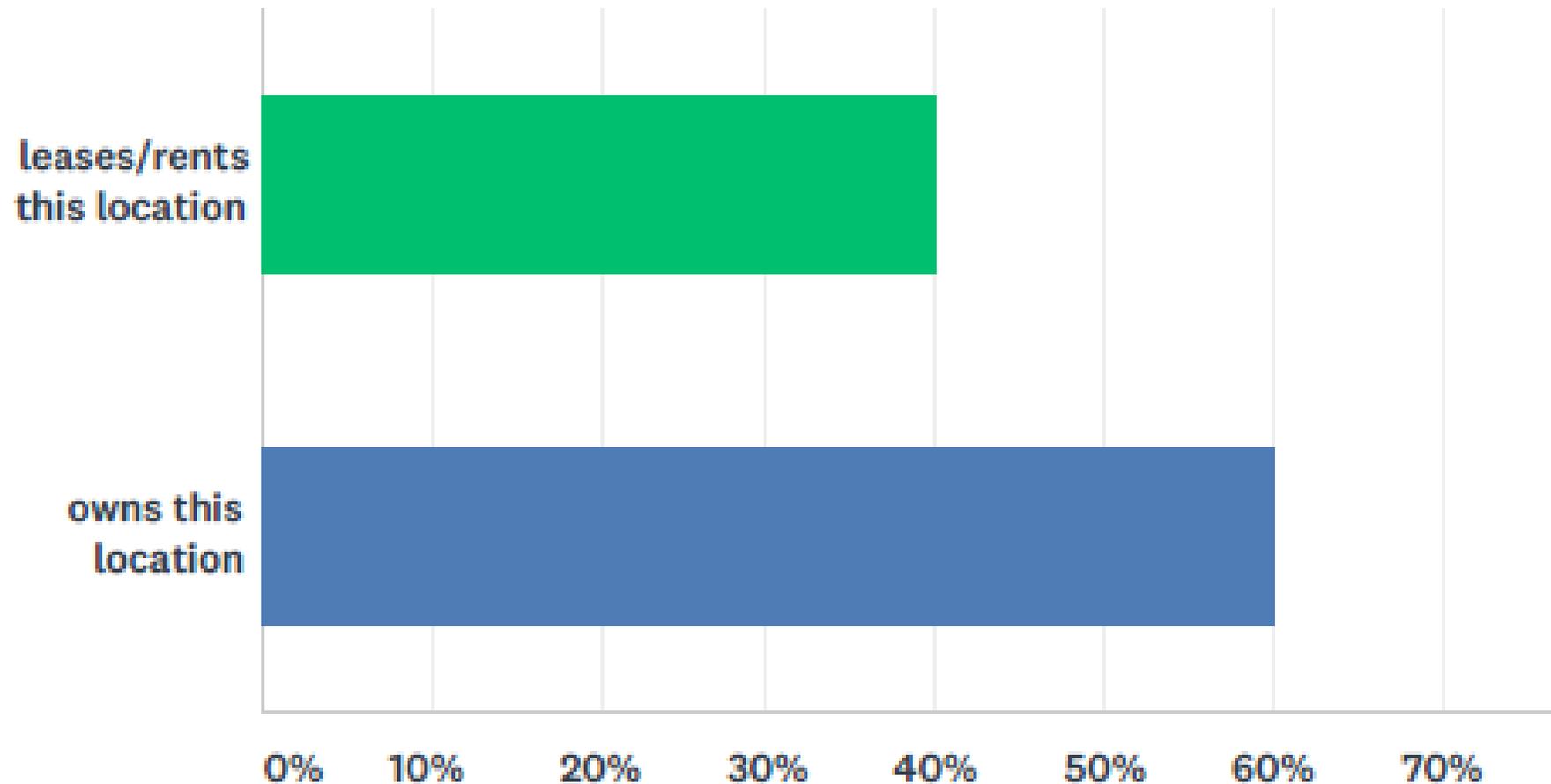
Q6 – This business has been in operation at this location for:





# Survey Reveal – Business

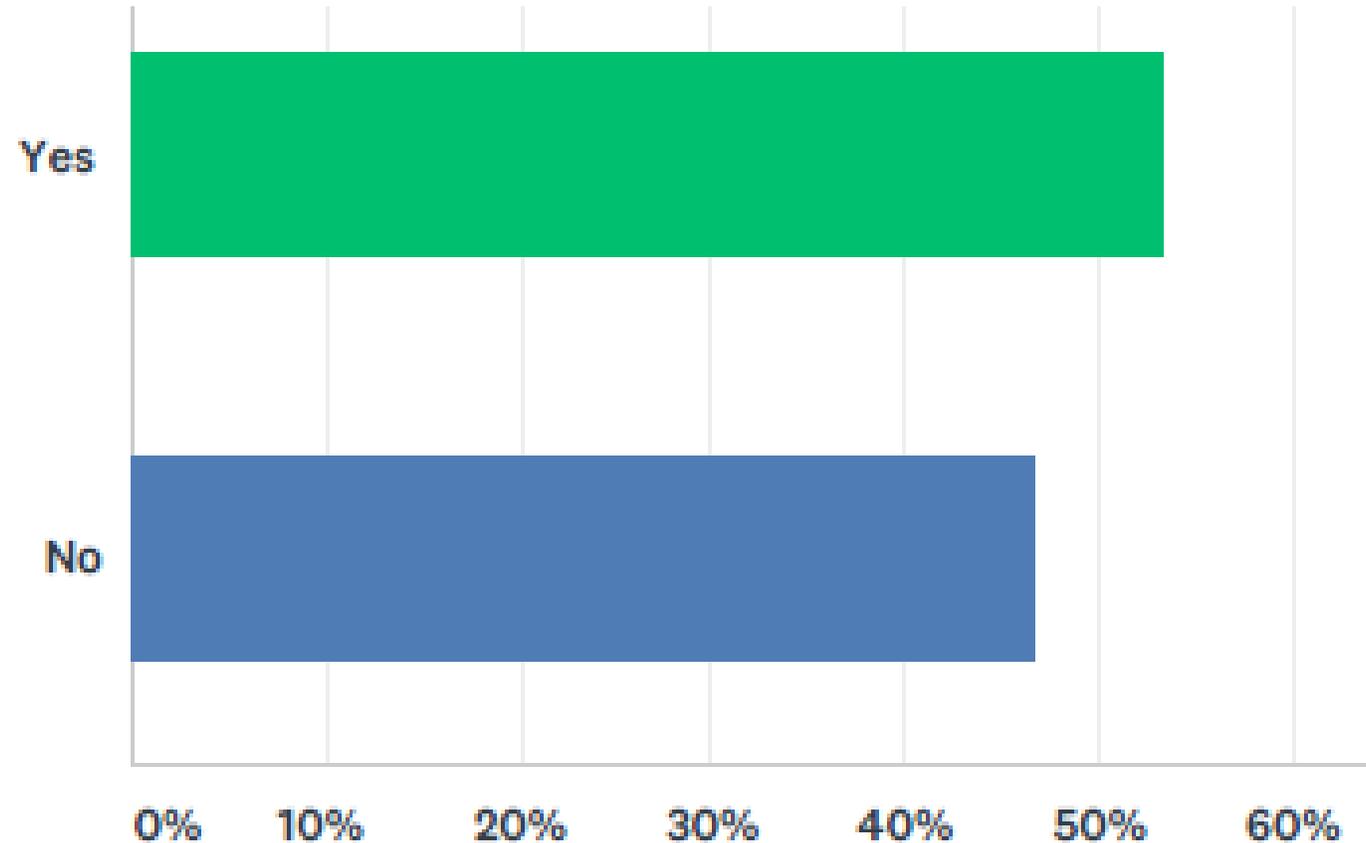
Q7 This business currently:





# Survey Reveal – Business

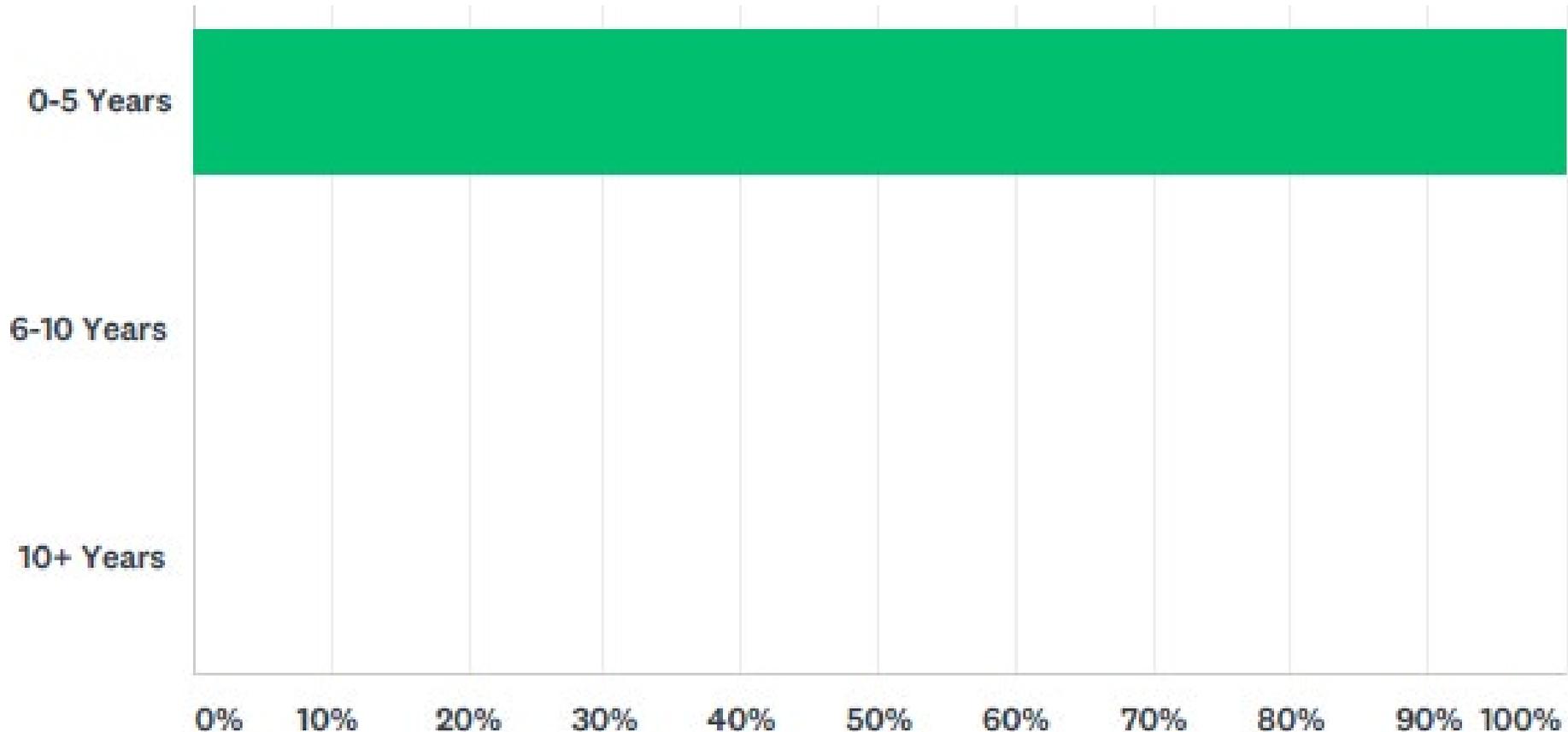
Q8 – Are you or the building owner anticipating any improvements to the building.





# Survey Reveal – Business

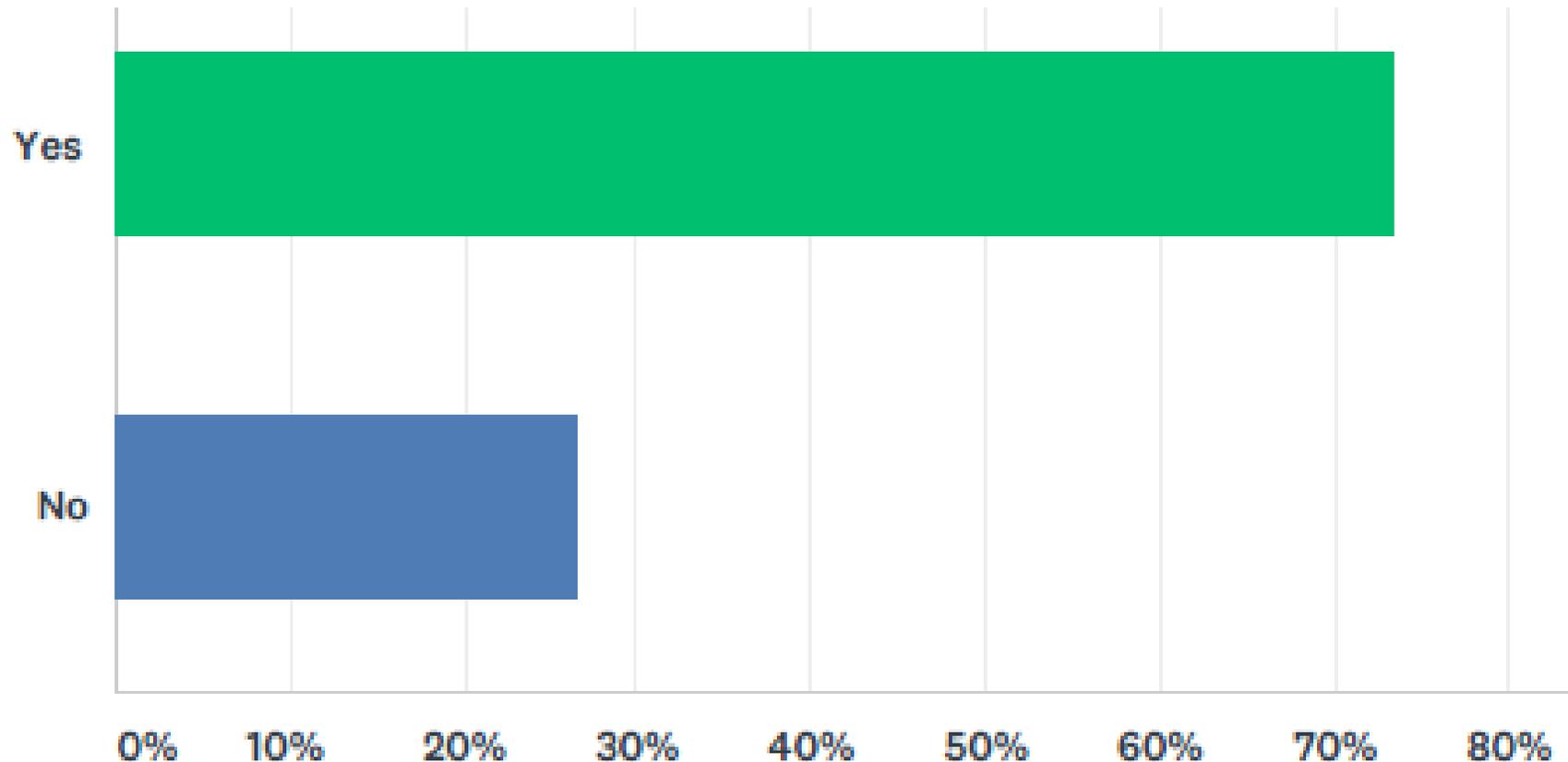
Q9 – When are you or the building owner anticipating improvements to the building.





# Survey Reveal – Business

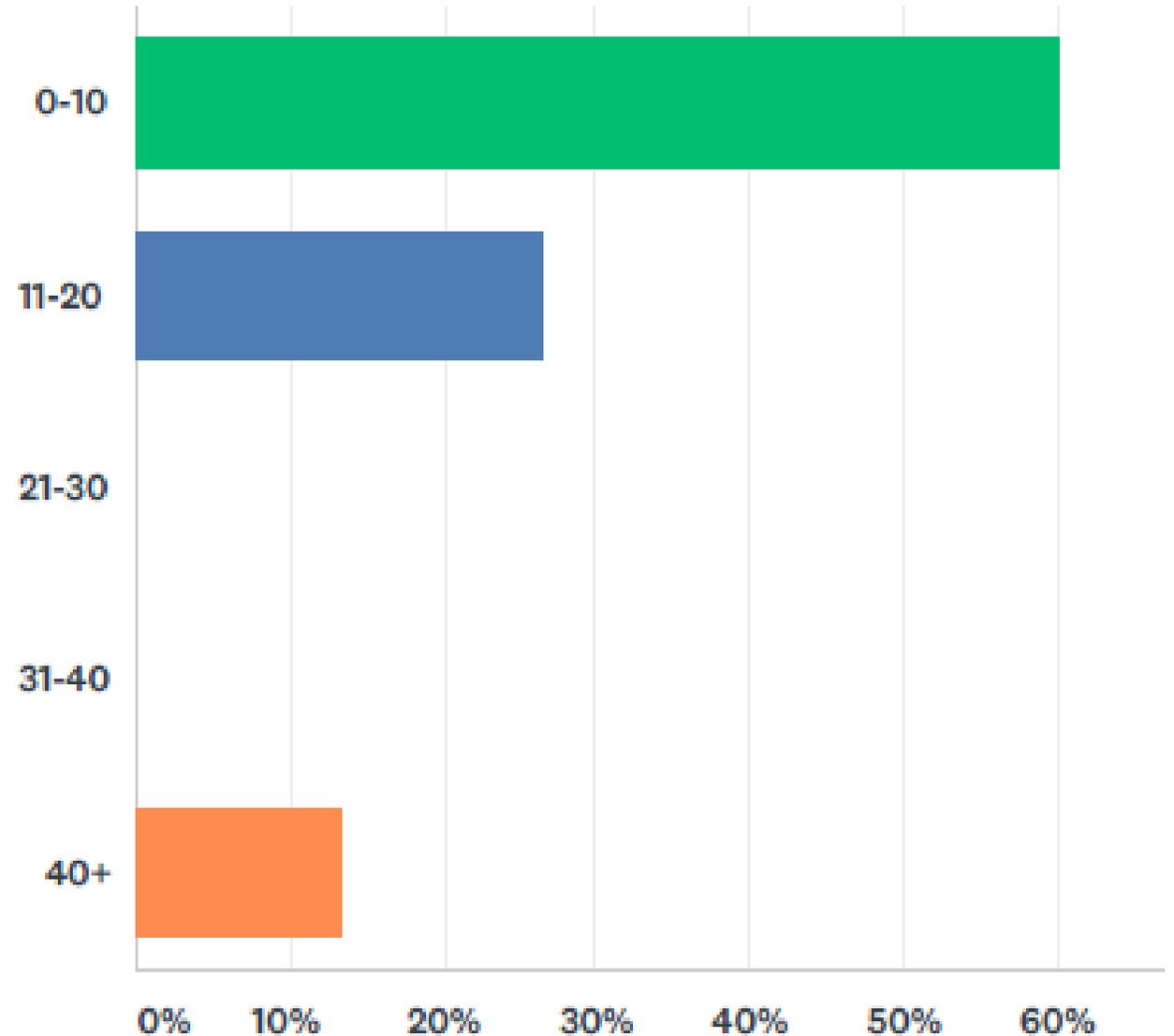
Q10 – The owner of the business/owner-operator is a permanent resident of Seaford.





# Survey Reveal – Business

Q11 – The Business employs the following number of people.





# Survey Reveal – Business

## Q13 –My business is based on serving the:

	YES	NO	TOTAL
a. Local population:	92.86% 13	7.14% 1	14
b. Regional population:	80.00% 12	20.00% 3	15
c. Tourism population:	46.15% 6	53.85% 7	13
d. Internet population:	46.15% 6	53.85% 7	13



# Survey Reveal – Business

Q17 – Please rate your level of satisfaction for the following questions.

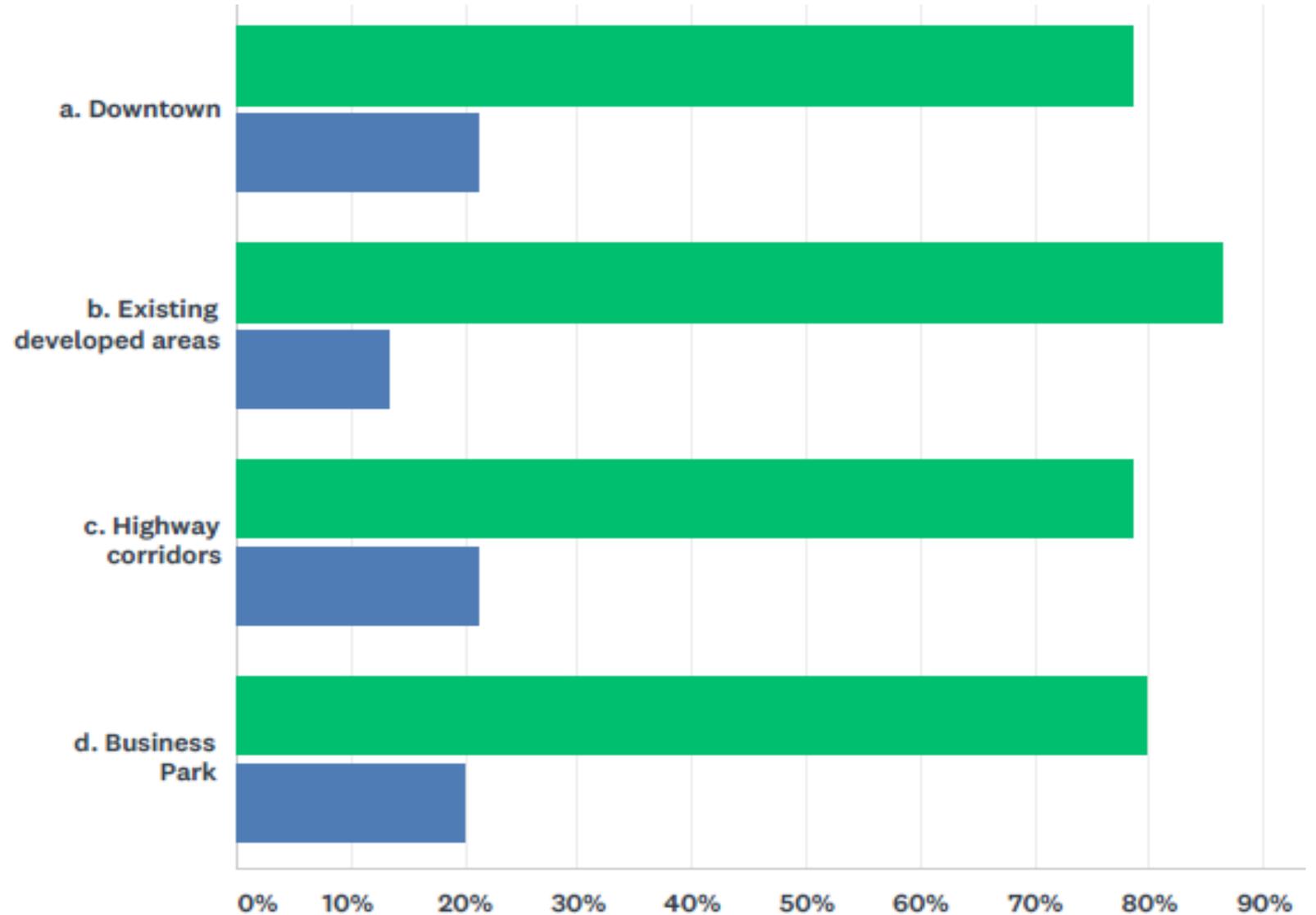
	VERY SATISFIED	SATISFIED	NEUTRAL	UNSATISFIED	VERY UNSATISFIED	TOTAL
How satisfied are you with doing business in Seaford?	40.00% 6	26.67% 4	20.00% 3	6.67% 1	6.67% 1	15
How satisfied are you with the present location of your business?	46.67% 7	20.00% 3	13.33% 2	20.00% 3	0.00% 0	15
How satisfied are you with the Western Sussex Chamber of Commerce?	13.33% 2	13.33% 2	46.67% 7	26.67% 4	0.00% 0	15
How satisfied are you with the City website resource?	6.67% 1	13.33% 2	60.00% 9	13.33% 2	6.67% 1	15



# Survey Reveal – Business

Q22 –  
Where  
should  
commercial  
and retail  
growth be  
directed.

 Yes     No





# Survey Reveal – Community

- Open to Everyone
- 26 Questions
- 8 Minutes Typical Time Spent
- 455 Responses
- 77% Completion Rate

## City of Seaford Comprehensive Plan Update Community Survey



The City of Seaford has experienced growth in both population and housing units since 2010, and is regarded as an employment center for Sussex County. To better understand current and future conditions, the City is updating its Comprehensive Plan, which is an official statement about Seaford's future that is used to direct future development decisions. It is required by State law and is certified by the Governor. This survey contains questions on a variety of issues related to the City including land use, housing, transportation, utilities, city and community services, economic development, recreation, and other quality of life issues. As a resident, landowner, or visitor to the City, we need your opinion! Your input is vital as we complete the Plan.

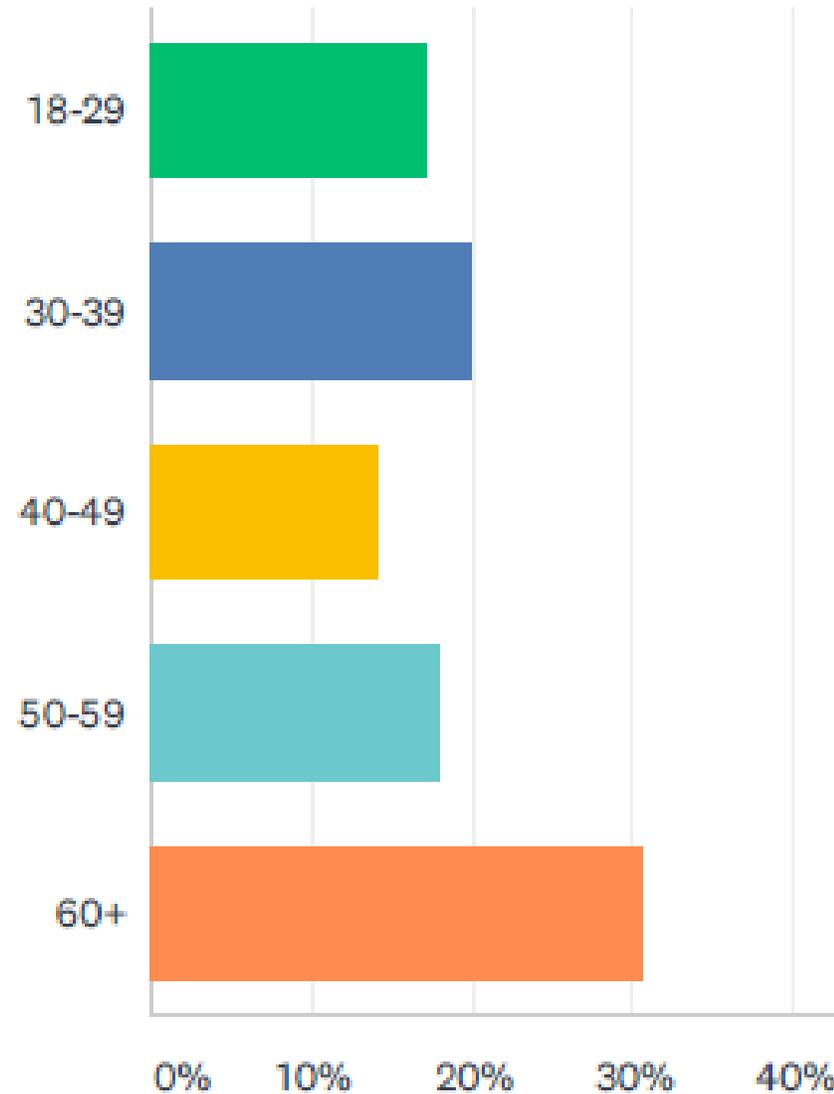
Please take a few minutes to respond to the following questions by August 31, 2019.

Citizen Profile					
1. My age is:	18-29	30-39	40-49	50-59	60+
2. I am currently retired:	Yes			No	
3. I am a permanent resident of Seaford:	Yes				
a. I have been a permanent resident in Seaford for:	0-5 Years	6-10 Years	10+ Years		
b. I would describe my residence as:	Single-Family	Townhouse	Duplex	Other	
<i>If you answered "yes" to question 3, please skip question 4.</i>					
4. I am a non-resident landowner in Seaford:	Yes			No	
a. I have been a non-resident landowner in Seaford for:	0-5 Years	6-10 Years	10+ Years		
b. I plan on developing my land in Seaford:	Yes			No	
c. I plan on developing my land in:	0-5 Years	6-10 Years	10+ Years		
5. I am a non-resident property owner in Seaford:	Yes			No	
6. I work in the City of Seaford:	Yes			No	
7. I visit the City of Seaford:	Yes			No	
8. I am a student:	Yes			No	
Growth					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
9. The City should increase its growth area and population base:					
10. Development should be encouraged primarily within the current boundaries:					
11. Seaford should seek to annex new areas of land adjacent to current City boundaries:					
12. Seaford should annex gaps (enclaves) within the current City boundary:					



# Survey Reveal – Community

Q1 – My age is.





# Survey Reveal – Community

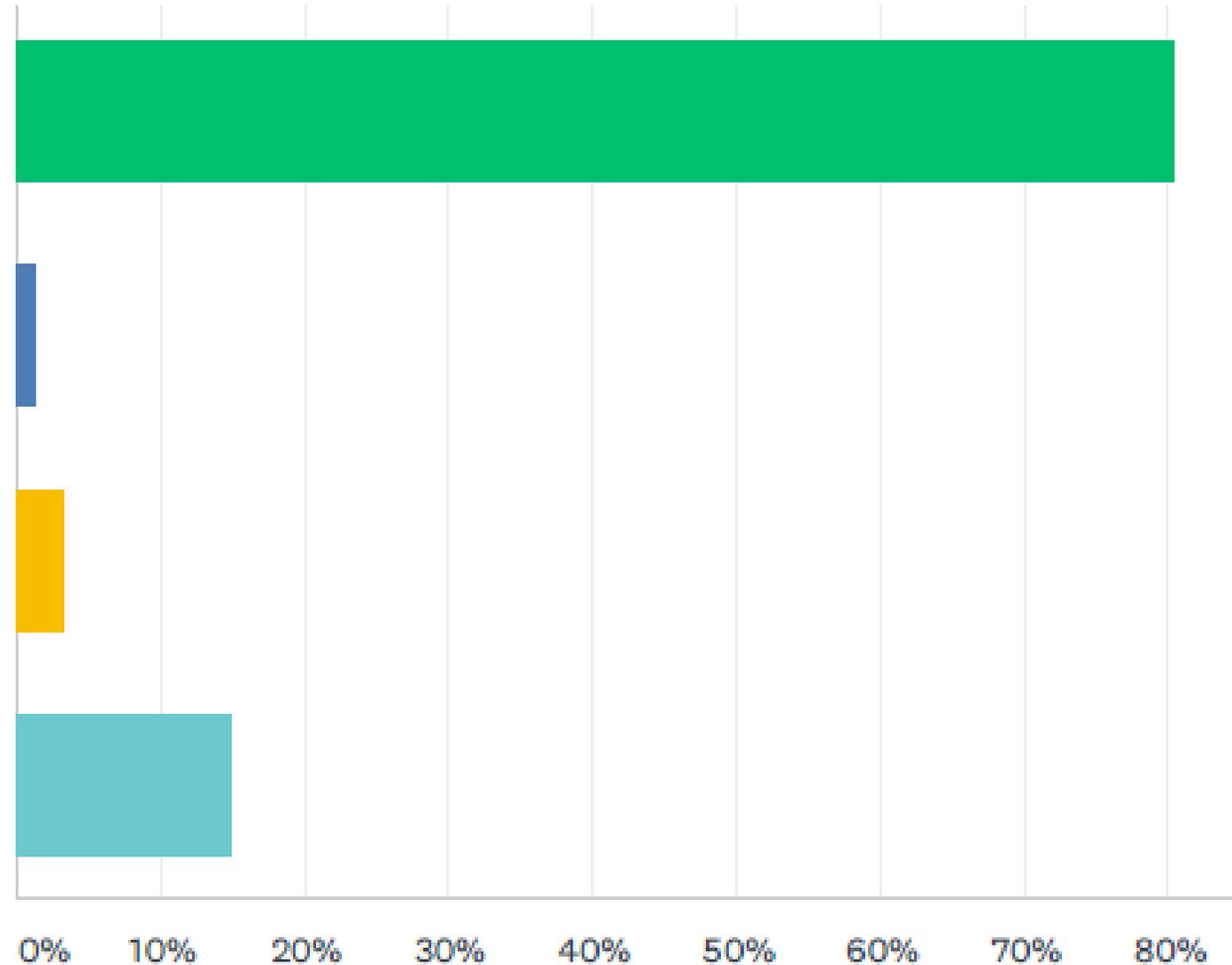
Q5 – I am a.

permanent  
resident of...

non-resident  
landowner of...

non-resident  
property own...

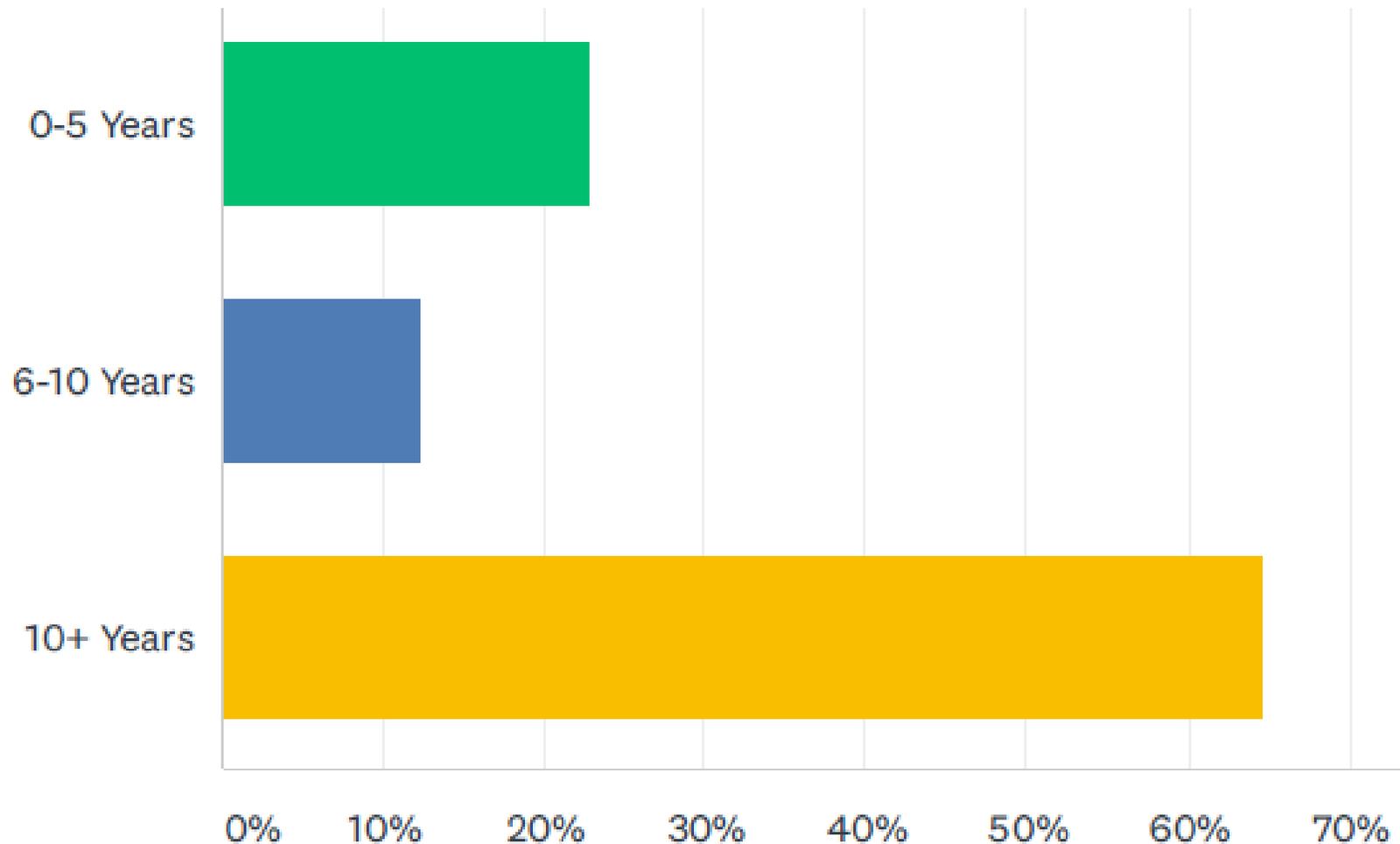
visitor to the  
City of Seaford





# Survey Reveal – Community

Q6 – I have been a permanent resident in Seaford for.





# Survey Reveal – Community

Q11- Please rate your level of agreement with the following statements.

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL
a. The City should increase its growth area and population base:	23.39% 98	31.50% 132	29.59% 124	9.55% 40	5.97% 25	419
b. Development should be encouraged primarily within the current boundary:	20.10% 84	40.19% 168	25.84% 108	9.09% 38	4.78% 20	418
c. Seaford should seek to annex new areas of land adjacent to current City boundaries:	15.27% 64	31.26% 131	27.68% 116	18.14% 76	7.64% 32	419
d. Seaford should annex gaps (enclaves) within the current City boundary:	26.56% 111	43.54% 182	21.53% 90	5.74% 24	2.63% 11	418



# Survey Reveal – Community

Q12 – How do you feel about the current amount of various housing types in Seaford.

	FAR TOO MANY	SLIGHTLY MORE THAN ENOUGH	ENOUGH	SLIGHTLY LESS THAN ENOUGH	FAR TOO LITTLE	TOTAL
a. Apartments/ Multi-Family:	32.45% 123	13.19% 50	30.61% 116	16.09% 61	7.65% 29	379
b. Townhouses:	6.72% 25	13.44% 50	42.74% 159	26.88% 100	10.22% 38	372
d. Single-Family Homes:	1.85% 7	6.61% 25	42.06% 159	37.30% 141	12.17% 46	378
d. Two-Family Homes/Duplexes:	9.92% 37	16.89% 63	51.21% 191	17.16% 64	4.83% 18	373
e. Mixed-Use (residential and commercial):	6.17% 23	8.85% 33	50.40% 188	25.47% 95	9.12% 34	373



# Survey Reveal – Community

Q13 – How do you feel about the current amount of various commercial and industrial uses in Seaford.

	FAR TOO MANY	SLIGHTLY MORE THAN ENOUGH	ENOUGH	SLIGHTLY LESS THAN ENOUGH	FAR TOO LITTLE	TOTAL
a. Single detached retail and service buildings:	2.69% 10	5.65% 21	37.90% 141	38.71% 144	15.05% 56	372
b. Multiple attached retail service buildings:	3.23% 12	9.41% 35	47.58% 177	28.23% 105	11.56% 43	372
c. Large single retail chain stores:	3.48% 13	5.88% 22	27.01% 101	37.97% 142	25.67% 96	374
d. Shopping complexes (multiple stores anchored by a large store):	1.87% 7	6.68% 25	33.42% 125	31.55% 118	26.47% 99	374
e. Mixed commercial, businesses, and office:	0.27% 1	1.08% 4	45.68% 169	37.57% 139	15.41% 57	370
f. Offices, research, and development facilities:	0.27% 1	1.63% 6	31.44% 116	42.82% 158	23.85% 88	369
g. Building supply, contractor yards, equipment storage:	1.35% 5	6.76% 25	55.68% 206	27.57% 102	8.65% 32	370
h. Light industrial:	0.82% 3	3.27% 12	42.51% 156	34.60% 127	18.80% 69	367
i. Storage units and warehouses:	4.09% 15	10.90% 40	59.67% 219	20.44% 75	4.90% 18	367
j. Manufacturing:	1.35% 5	2.16% 8	22.16% 82	36.22% 134	38.11% 141	370



# Survey Reveal – Community

Q14 – Where should commercial/retail growth be directed within the City.





# Survey Reveal – Community

Q19 – What do you like most about the City (up to 3).

ANSWER CHOICES	RESPONSES
Businesses	8.36%
Community events	18.11%
Downtown	16.16%
Location	40.67%
River	37.05%
City atmosphere	3.90%
Cost of living	39.55%
Growth and potential	27.58%
People	31.20%
Sense of community	30.36%
Schools	2.23%
Other	8.64%
Total Respondents: 359	



# Survey Reveal – Community

Q20 – What do you like least about the City (up to 3).

ANSWER CHOICES	RESPONSES
Code enforcement	11.72%
Downtown economy/business hours	16.62%
Growth	12.81%
Road & infrastructure conditions	23.16%
Traffic	16.62%
Crime/safety	54.22%
Lack of entertainment options	61.31%
Lack of youth/family activities	36.51%
Schools	33.24%
Utility Rates	23.43%
Other	13.62%
Total Respondents: 367	



# Survey Reveal – Community

Q21 – Select 3 of the following topics you feel need more attention in the City.

ANSWER CHOICES	RESPONSES
Land use compatibility and zoning enforcement	16.85%
Historical preservation	19.84%
Parks and recreation	25.82%
Stormwater runoff and flooding	13.59%
Solid waste disposal and recycling	7.88%
Conservation of natural features & open space	19.29%
Housing availability and affordability	17.66%
Crime reduction	58.97%
Environmental quality and pollution control	11.68%
Public transportation	14.40%
Economic growth	50.54%
Community involvement, awareness, and education	39.95%
Other	12.77%



# Survey Reveal – Community

## Q22 – How concerned are you about the future of the following community elements in the City.

	NOT AT ALL CONCERNED	SLIGHTLY CONCERNED	SOMEWHAT CONCERNED	MODERATELY CONCERNED	EXTREMELY CONCERNED	TOTAL
a. Property maintenance - general appearance of buildings and property:	5.07% 18	11.27% 40	19.72% 70	26.20% 93	37.75% 134	355
b. Crime/safety:	0.56% 2	8.17% 29	15.21% 54	29.86% 106	46.20% 164	355
c. Local employment opportunities:	4.24% 15	8.47% 30	16.10% 57	31.36% 111	39.83% 141	354
d. Pedestrian and bicycle opportunities and safety:	13.56% 48	20.34% 72	27.40% 97	24.58% 87	14.12% 50	354
e. Traffic:	15.91% 56	21.31% 75	26.70% 94	20.74% 73	15.34% 54	352
f. Open space/parks	13.88% 49	15.30% 54	32.29% 114	28.05% 99	10.48% 37	353
g. Preservation of historic buildings:	12.39% 44	22.25% 79	24.79% 88	24.79% 88	15.77% 56	355
h. Parking:	26.48% 94	23.94% 85	27.61% 98	13.24% 47	8.73% 31	355



# Outreach Event Input – **LESS** of this in the City

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- › Crime
- › Drugs
- › Violence
- › Homelessness
- › Unemployment
- › Vacant Buildings
- › Gyms
- › Buildings in need of repair
- › DUI's
- › Littering
- › Loitering
- › Broken Sidewalks
- › Trash
- › Empty Business Spaces
- › Construction Projects
- › Closed Bridges & Ferry's
- › Opt of out Common Core



# Outreach Event Input – **MORE** of this in the City

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- › Businesses/Commercial
- › Youth Center (ages 13-18)
- › Places to Dine
- › Work with Cornish Corp.
- › Green Turtle on the River
- › Better Schools
- › Paintball
- › Women Service Needs
- › Police Foot Patrol
- › Community Events
- › Brew Pub/Brewery
- › Movie Theater
- › Italian Bakery
- › Affordable Housing
- › Places for Kids/Youth
- › Outdoor Dining
- › Small Hardware Store
- › Cycling Events



# Outreach Event Input – **MORE** of this in the City

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- › Fireworks
- › Manufacturing Jobs
- › In Sync Traffic Lights
- › Community Pool
- › Dog Park
- › Bigger Retail & Grocery Stores
- › Historic Signs to Downtown
- › Unite the Drug Programs
- › Preserve Farmland
- › Funding Police
- › Better Roads
- › Highway Speed Enforcement
- › Clean Nanticoke River
- › CHEER Facility
- › Opportunities to speak at City Meetings
- › Police Patrol the Fishing Pier on Pine Street/Royal Farms



# Outreach Event Input – **MORE** of this in the City

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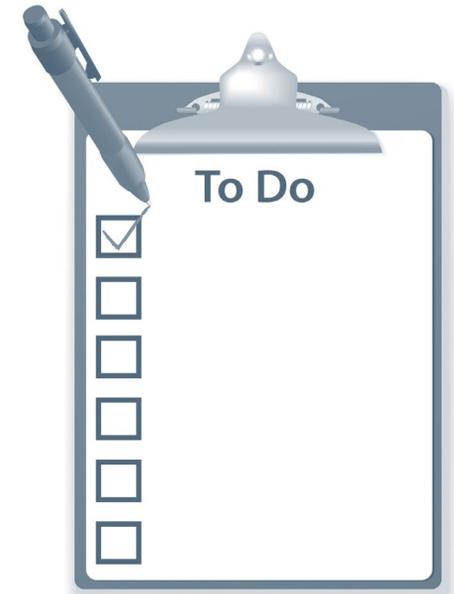
- › Legalize Recreational Cannabis Dispensary-Regulate
- › Revitalize the Nylon Capital Shopping Center



# Next Steps – To Do

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

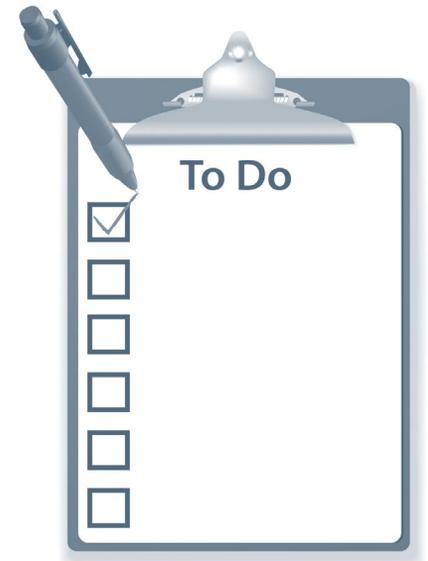




# Next Steps – KCI

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- › KCI Tasks To Do
  - Analyze data
  - Determine proper placement
  - Finalize map sets
  - Create Draft Plan
  - Prepare for next meeting





# Thank you!

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**We are proud to serve  
the City of Seaford!**

**Debbie Pfeil**

Sr. Project Manager / Office Manager

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

(302) 318-1133