



Adopted  
March 11, 2019

# Downtown Development District Plan





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## Recognition

The Downtown Development District planning process officially began in November 2016 with the submission of a Neighborhood Building Blocks Fund Grant application. Since then, community members have contributed numerous hours toward the preparation of this Plan. Community input and public participation is the foundation of this Downtown Development District Plan. Town Planning Consultants and Town Staff facilitated four Task Force meetings, one community event, one public presentation, and one public hearing before the Town Council, in addition to facilitating an online downtown survey as well as several community outreach notifications. This Plan would not have been possible without the efforts, ongoing participation, and support of the Town’s dedicated citizens, stakeholders, staff, and elected and appointed officials.

### ***Town Council***

Kenneth L. Branner, Jr. Mayor  
 James Reynolds, Vice Mayor  
 Drew Chas  
 Jason Faulkner  
 Robert McGhee  
 Robert Stout  
 Howard R. Young

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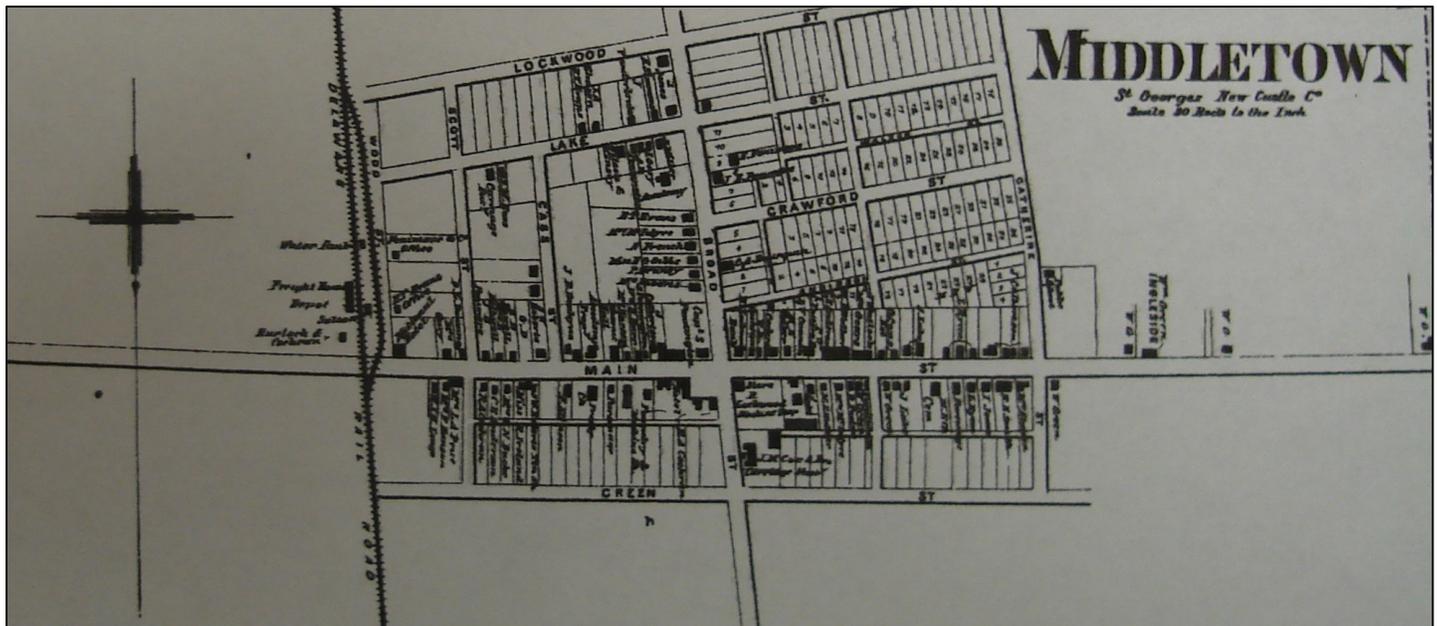


Debbie Pfeil, Associate/Planning Manager  
 Lauren Good, Project Planner

*Funding for this Plan was provided by the Neighborhood Building Blocks Fund.*

*A special thanks is given to the Delaware Public Archives and the Middletown Historical Society for the provision of numerous historical images of the Downtown.*

# 1 OVERVIEW



## 1.1 DOWNTOWN DEVELOPMENT DISTRICT PLANNING AREA

Middletown’s Downtown Development District Planning Area will be referred to as the Downtown, for the purposes of this Plan, and identified as the area shown on Map 1, Downtown Boundary, which can be found in the Appendix. The Downtown is comprised mostly of the Town’s historic center. The core includes properties generally bounded by Lake Street to the north, Catherine Street to the east, Cochran Street to the south, and the railroad tracks/Peterson Road to the west. Additional blocks and properties with potential commercial or residential redevelopment potential on either side of Broad Street north of Lake Street and east of Catherine Street/north of Main Street have been included within the boundary, in addition to the MOT Senior Center property, south of Cochran Street. The Downtown Task Force chose, and Town confirmed, a boundary of approximately 136.5 acres and 452 parcels, representing an area most in need of revitalization in which to concentrate their efforts. This boundary was chosen for a number of reasons including State-imposed restrictions on the size of a Downtown Development District based on population size (at the time of the 2010 Census, the Town had a population of 18,871) and additional local input.

The Town used relevant data to support the need for the creation of their Downtown Development District Plan. With Census and other local data, the Town was able to provide evidence that the Downtown faces a number of challenges, described below.

- The Downtown is missing residents who live and support merchants in the area.
- The area is lacking the right mix of uses to promote both day and night economic activity. To create a more vibrant community where people stay after work to dine, shop, and recreate, a wider range of options is needed to engage people “after hours”.

- There have been struggles to compete with the commercial activity found along the Route 301 corridor.
- Many times throughout the day, it is difficult for pedestrians to cross Main Street due to traffic. This discourages a person from visiting multiple businesses and discourages people employed in the Downtown from visiting businesses over their lunchtime and after work.

Other challenges include crime within certain areas of the Downtown (actual or perceived), ensuring the appropriate amount of parking in strategic locations, enhancing gateways, and maintaining the unique small-town character.

A number of potential positive impacts related to both planning for downtown revitalization and possible eventual Downtown Development District designation were identified. These included economic development potential, residential redevelopment and opportunities for increased maintenance, positive marketing and identity creation, and the ability to ensure that the Downtown was not forgotten in light of all the activity taking place in the nearby Route 301 corridor.

## 1.2 WHY ARE WE PLANNING FOR THE DOWNTOWN?

In April of 2014, the Delaware General Assembly passed Senate Bill 191, the Downtown Development Districts Act of 2014, which sought to revitalize the downtown “Central Business District” in selected city, town, and county areas using economic and other incentives. The purposes of the Act are 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 governments can take advantage of this program by identifying an area in their downtowns needing revitalization and then developing a district plan and incentives to support revitalization of the area in accordance with the Act’s goals. The application process for designation as a District is facilitated by the Office of State Planning Coordination (OSPC). The applications are then evaluated by the Cabinet Committee on State Planning Issues according to criteria specified in the Act: need and impact (50%), quality of the district plan (30%), and local incentives (20%). The Cabinet Committee then makes recommendations to the Governor who makes the final designation.

In the first round of Downtown Development District designations applications in 2014, three communities were awarded designation: Dover, Seaford, and Wilmington. Governor Markell announced the opening of a second round of applications in 2016, when an additional five communities achieved designation: Georgetown,

Harrington, Smyrna, Milford, and Laurel. 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 entitles businesses and investors who invest in commercial, industrial, residential, and mixed-use buildings or facilities located within designated Districts access to state and local incentives as well as other benefits:

- **Downtown Development District Grant:** The Downtown Development District Grant provides up to a 20% grant of capital construction costs and is administered by the Delaware State Housing Authority.
- **Historic Preservation Tax Credits:** The Act allocates 30% of the State's annual allocation of HPTCs to be reserved for projects within a District.
- **Local Incentives:** Each municipality implements incentives specific to the designated District and to the identified projects in the Plan.

Unlike similar incentives in other states that are often limited to commercial and industrial projects, Downtown Development District Grants are available for a broad range of projects including residential, mixed-use, commercial, and industrial projects within the boundaries of a Downtown Development District. Grants are available to virtually anyone who makes qualified real property investments in a Downtown Development District. This includes for-profit builders and investors, nonprofit organizations, businesses, and even homeowners.

The Downtown Development District Grant Program awards grants to Qualified District Investors who make qualified real property investments within the boundaries of a designated District and in conformance with the District Plan. The investment *must* be necessary for the ***rehabilitation, expansion, or new construction of commercial, industrial, residential (including multi-family) or mixed-use buildings or facilities***. To qualify for a Downtown Development District Grant, an investor must first meet a minimum qualified investment threshold.

In addition to the Downtown Development District Grant administered by the Delaware State Housing Authority, several State agencies are offering enhancements to existing programs for those communities that achieve Downtown Development District designation including the Department of Agriculture; Department of Children, Youth and Their Families; Department of Health and Social Services; State Housing Authority; Department of Natural Resources and Environmental Control; Department of State; and the Sustainable Energy Utility. Many State agencies also have existing programs, not exclusively available to designated communities, that will further Downtown Development District initiatives.

In early 2003, the Town and a group of property owners and developers on the west side began working together to develop a master plan for future land use and development. The goal of the Westtown Master Plan was to provide for an orderly pattern of development that included a mix of land uses, compact development, preservation of agricultural land and natural resources, and internal multi-modal transportation connections.

In addition, the master plan created plans for long-term infrastructure improvements for roadways, water and wastewater facilities, and utilities.

In 2007, the Town amended their Comprehensive Plan to incorporate the master-planned traffic study “Westown Circulation Concept Plan”. The Town felt it would be necessary to ensure that future developers participate in the plans by paying their fair share of the cost based on the traffic impacts of a given development – inclusion helped to ensure that future annexations and redevelopment would comply with the recommended traffic studies.

Because the Master Plan set forth a plan for improvements, the Town has been able to attract major investment. The development plans also considered quality of life amenities, including a 100-acre park, a dog park, a catch-and-release fishing pond, and trails for pedestrians and bicyclists.

While all of this investment has been a boon for the Town as a whole, the Downtown has not seen as much attention. The latest Comprehensive Plan gave only general mention to development of the Downtown as a regional destination.



The historic center is a highly walkable area, both between neighborhoods and the center of Town. Important spaces, both commercial and civic, are within easy walking distance of most neighborhoods. The density of the center, in addition to the well laid out grid network (generally containing sidewalks on both sides as well as rear alleys), ensures that the downtown is adequately connected. There are a number of existing shopping, dining, arts, and entertainment resources in the Downtown, along with various services and civic uses.

Downtown commercial zoning already encourages a traditional downtown that reinforces the historic character and scale of the Town and encourages a mixed-use, pedestrian environment. This character is achieved through the use of sidewalks, street trees, public spaces, building massing, articulation and orientation, signage, appropriate land uses, traffic calming, and scale and location of parking. Land uses within the area are both residential and non-residential, with businesses being neighborhood, community, and tourist-serving including specialty retail, personal, and professional.

The latest Comprehensive Plan update recommends developing the downtown as a regional destination for business, arts, entertainment, and cultural uses. It notes that coordination must occur between downtown business owners and residents to identify hurdles to an improved downtown and that regulatory barriers must be addressed to ensure that the Town remains competitive and vibrant in the future.

Recent annexations have stimulated growth and it is known as the fastest growing area in Delaware. Between 2000 and 2010, the Town’s population grew by over 200%. Many affluent housing developments surround the town’s center, especially to its north, attracting commuters from Wilmington and Philadelphia.

The Downtown sits at the crossroads of Delaware Route 299 and Delaware Route 71. These two State routes are heavily travelled, connecting US Route 13 and Delaware Route 1 on the east to US Route 301 on the west. Route 301 recently underwent construction of a bypass, which opened in January 2019. The area is also impacted by a railroad operated by Norfolk Southern Railway, which runs to the west side of the planning area.

Middletown is a recognized Main Street community with an Executive Director and Board of Directors. The goal of this organization is to work with the community to revitalize the downtown into a thriving cultural and retail destination while maintaining its historic character. The organization has a vision of the downtown being a strong cultural and business district, with distinct characteristics, which will be discussed in detail further in this Plan.

While the Town has recognized the need for a coordinated effort to revitalize the Downtown and develop the area as a regional destination, it has relied on Middletown Main Street for most of its strategic planning to date. The Town has been fortunate in that a developer has begun his own revitalization efforts in the downtown area, purchasing numerous properties and beginning the process of bringing the older buildings up to current codes, making them ADA-compliant, and ensuring the placement of profitable tenants.

Proactive, comprehensive planning that involves input from various stakeholder groups and revitalization of the Downtown will benefit numerous parties. Some of these parties and their potential benefits are outlined below:

- Property owners – increase in property values, growth of rental income, safer environment;
- Business owners – increase in sales, safer work environment, access to business resources;
- Downtown workers – access to a broader range of goods and services, more pleasant work environment, rise in wages;
- Residents – access to a broader range of goods and services, more pleasant living environment;
- Local government – increased property tax revenues, stronger civic engagement;
- State government – increased income tax revenues, reduced burden of state support;
- Federal government – increased income tax revenues, reduced burden of federal support;
- Social service agencies – stronger local employment base, better range of goods and services for residents;
- Civic groups – venue for holding events, partner in strengthening community;
- Arts organizations – strengthened cultural environment, venue for holding events;
- Financial institutions – safer investments, more/larger commercial deposits;
- Police – reduced crime, greater neighborhood involvement in community policing;
- Schools – living laboratory for civics, local history, architecture, small business development.

This Downtown Development District planning effort will allow the Town, Middletown Main Street, Middletown Area Chamber of Commerce, developers, and other area stakeholders and Task Force members to come together to form a unified plan for the Downtown's revitalization, setting forth a shared vision, goals, and strategies for its continued success.

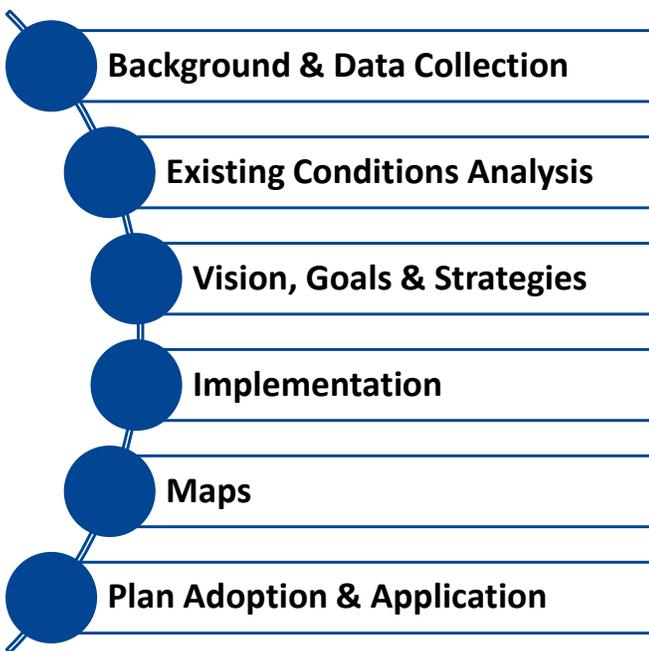
### 1.3 DOWNTOWN DEVELOPMENT DISTRICT PLANNING PROCESS

#### *Neighborhood Building Blocks Fund Grant*

In an effort to proactively plan for the Downtown’s revitalization, the Town requested that KCI Technologies, Inc. apply for a Neighborhood Building Blocks Fund Grant. This grant was sought and received in 2017 to develop this Downtown Development District Plan. The grant, funded from settlements with national banks for alleged misconduct in the national financial markets, awarded \$49,995 to the Town to engage KCI as their planning consultant to prepare a District Plan (including stakeholder and public outreach process) and accompanying maps for submittal to the Office of State Planning Coordination. The intent of the grant is to position the Town to apply for a Downtown Development District State designation. s open, so that it would be able to use information contained in this Plan to prepare an application and submit for designation.

#### *Downtown Development District Plan Phases*

The project scope for the Downtown Development District Plan was divided into six distinct phases:



#### PHASE 1: BACKGROUND & DATA COLLECTION

The first phase of the project was to define the planning process. This included working with the Town to identify Task Force members, identifying potential stakeholders and partnerships, and researching appropriate events for community outreach. Consultants began researching background information including Census data and demographics, housing and employment data, and environmental and transportation information. Existing planning activities that would impact the Downtown were researched including the Town’s Comprehensive Plan, State Strategies for Policies and Spending, Town Zoning and Overlay Districts, actions in support of Downtown revitalization, and current community events. Geographic Information System (GIS) or mapping data was collected and base maps were developed. The Task Force’s Kick-Off meeting was also held during this phase.

#### **STAKEHOLDERS & PARTNERSHIPS**

Stakeholders and partners play significant roles in achieving the goals stated within this Plan. It is important that everyone work together to implement the Plan, as well as work together to improve the Downtown. Local stakeholders identified within the Downtown include, but are not limited to:

- Residents
- Business Owners
- Property Owners
- Town Hall
- Town Police Department
- Middletown Main Street, Inc.

- Middletown Historical Society, Inc.
- Religious Institutions
- Financial Institutions
- Investors

Partners play a significant role within the Downtown. While these partners may not reside within the Downtown boundaries, as we have defined them for this Plan, or even within Town limits, the resources, knowledge, and overall support to the Downtown can be significant. The potential partners identified for the Downtown include, but are not limited to:

- American Legion Middletown Post 25
- Appoquinimink Boys and Girls Club
- Appoquinimink Community Library
- Appoquinimink Schools & School District
- Delaware Department of Transportation (DelDOT)
- Delaware Department of Natural Resources & Environmental Control (DNREC)
- Delaware Division of Small Business
- Everett Theatre (ACT, Inc.)
- Freedom Center for Independent Living
- Middletown Action Network
- Middletown Area Chamber of Commerce
- Middletown Business Incubator & Collaborative Workspace (MBI)
- Middletown Family YMCA
- Middletown Lions Club of Delaware
- Middletown Relay for Life
- MOT Big Ball Marathon
- MOT Football / Cheerleading
- MOT Jean Birch Senior Center
- MOT Little League
- MOT NAACP 21-AB Delaware Branch
- MOT Rotary Club
- Neighborhood House
- New Castle County Government
- New Castle County Office of Economic Development
- Our Daily Bread Soup Kitchen
- Small Business Association – Delaware District Office
- Union Masonic Lodge No. 5
- USDA Business and Cooperative Rural Development
- Volunteer Hose Company of Middletown

PHASE 2: EXISTING CONDITIONS ANALYSIS

The second phase focused on identifying needs, issues, constraints, assets, and opportunities. Analyses of a variety of topics were performed including demographics and housing; economic development; land use and zoning; natural and cultural resources; physical realm, public realm, and walkability; and parking. A second Task Force meeting was held during this phase.

PHASE 3: VISION, GOALS & STRATEGIES

The third phase was dedicated to obtaining public input. An online survey was developed in order to gauge feedback on a variety of topics. This survey was promoted in a variety of ways including door-to-door information handouts to Downtown businesses and an informational booth at the 2018 Peach Festival. Various types of input and feedback was also obtained from the Task Force, all of which were combined with the survey results in order to develop the Plan’s visions, goals, and strategies.

## PUBLIC OUTREACH

Community outreach is an important component in the planning process. The opinion of residents, business owners and operators, property owners, investors, and visitors help to identify what they think the important issues are that need to be addressed and how they think the Downtown can be improved in the future. The following outreach methods were completed during the process of creating this Plan:

- Task Force Meetings (4);
- Downtown Survey;
- Community Outreach Event; and
- Public Presentation (draft Plan).

### *Task Force Meetings*

The Downtown Task Force was comprised of a number of Town business owners, nonprofit organization members, citizens, and investors. Members donated numerous hours to attend meetings, provided their input on a variety of topics, encouraged friends and family members to participate in online surveys, attended public presentations, and most importantly, gave invaluable input into the Downtown Development District Plan that could not have been written without their support and encouragement. The Task Force met on four separate occasions:

#### Task Force Meeting #1 | Kick-Off

The Task Force kick-off meeting was held on February 6, 2018 at the Town Hall. Task Force members were present to hear the Town Planning Consultants discuss background on the 2014 Downtown Development District Act, Neighborhood Building Blocks Fund (NBBF) Grant, and the successful NBBF Grant application. The overall project scope and schedule was discussed. Members were introduced to their homework assignments – a review of the initial boundary that was submitted with the NBBF Grant application and a SWOT analysis where they were asked to consider the Downtown’s strengths, weaknesses, opportunities, and threats.

#### Task Force Meeting #2 | Existing Conditions

The second Task Force meeting focused on a review of existing conditions and was held on April 3, 2018 at the Everett Theatre. Input was also given on proposed changes to the Downtown boundary. Copies of the draft resident and business surveys were reviewed and comments were requested from the Middletown Main Street Board of Directors. Ideas for possible outreach events were discussed, with a preference for the Peach Festival identified.



#### Task Force Meeting #3 | Vision, Goals & Objectives

The third Task Force meeting focused on Plan visions, goals, and objectives and was held on November 5, 2018 at the Middletown Main Street Offices. Consultants reviewed the outcome of the SWOT (strengths, weaknesses, opportunities, and threats) analysis and survey. Members began a discussion of visions, goals, and objectives that would form the basis for strategy development.

### SWOT ANALYSIS

The SWOT analysis is a compilation of the Downtown’s strengths, weaknesses, opportunities, and threats. The purpose of outlining this information is to help the Town understand the Downtown from an unbiased

perspective. The benefits of a SWOT analysis are that it provides learning and knowledge critical to the Downtown’s vitality and prosperity. This information was gathered over the course of several Task Force meetings, the downtown survey, public outreach, and background research.

Items from the Downtown SWOT analysis can be found in the Appendix. This information was used to help create the goals, objectives, and strategies found in Chapter 3.

### Task Force Meeting #4 | Strategies & Incentives

The fourth Task Force meeting centered on a discussion of Plan strategies and potential incentives that the Town could consider. This meeting was held on November 19, 2018 at the Middletown Main Street Offices. Consultants reviewed the final visions, goals, and objectives. Members discussed potential strategies and incentives for the downtown area.

### Downtown Survey

In July 2018, two online surveys were opened: one was designed for residents, property owners, and visitors and one was designed for business owners and merchants. The online survey ran from July 23, 2018 through August 31, 2018. Flyers were hand-delivered to all businesses within the Downtown that provided information about the survey, a map of the Downtown boundary, and a QR (quick response) code that would take users directly to a webpage dedicated to the Downtown project within the Town’s website. Postcards describing the Downtown project as well as requesting completion of the survey were distributed at the Peach Festival. These postcards were also available in multiple locations at Town Hall while the survey was open. In addition to these outreach methods, Downtown Task Force members were encouraged to promote the survey to friends, family, and other resource groups.

The purpose of the two surveys was to collect information on the frequency and purpose of consumer activity in the Middletown area, the demand for new and expanded commercial offerings, the factors that influence local consumer shopping decisions, and the needs of local business owners and operators. A total of 344 responses were received for the resident/property owner/visitor survey and 16 responses were received for the business owner/merchant survey.

The resident/property owner/visitor survey focused on the following areas:

- when and where visitors shopped;
- attendance at Downtown events;
- desired events/activities;
- desired business types;
- desired food-related businesses;

**Middletown Downtown Development District Plan**  
**Resident / Property Owner / Visitor Survey**

The Town has seen recent redevelopment successes in its Downtown and beyond. To continue building on these successes, the Town applied for and received a grant to create a Downtown Development District Plan to develop a unified vision for the future of the Downtown. As part of this effort, we are conducting a survey on a variety of issues. As a resident, property owner, or visitor to the Downtown, 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, 2018. Once completed, please return to:

Town of Middletown – Town Hall  
 Attn: Kylene Krewer  
 19 W. Green Street  
 Middletown, DE 19709

Thank you for participating in our survey. Your feedback is very important to us!

1. How often do you shop at the following locations?

	5+ times a week	2-4 times a week	Once a week	Once a month	Every few months	Never
Downtown Middletown						
Westtown Center						
Other Middletown Shopping Centers						
Odessa / Townsend						
Bear / Glasgow / Newark						
Christiana Mall / Area						
Kirkwood Highway						
Dover						
Others:						

2. List 2 places you visit in the Downtown:

3. Do you notice signage and storefronts when traveling down Main Street?

Check One:

	Yes
	No

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- modes of travel;
- safety;
- Downtown’s advantages and disadvantages;
- advertising and signage; and
- changes that would improve the Downtown.

The business owner/merchant survey focused on the following areas:

- general information on current business including type, time at location/in Downtown, ownership vs. rental, number of employees, busiest/slowest month, and hours of operation;
- commitment to staying in the Downtown;
- expansion needs;
- business trends;
- accessibility;
- permitting and licensing when opening;
- impressions on how challenging it is to open a business Downtown;
- business types respondents would like to see;
- ease of collaboration with other business owners;
- desired government involvement and support; and
- changes that would improve the Downtown.

**Middletown Downtown Development District Plan  
Business Owner / Merchant Survey**

The Town has seen recent redevelopment successes in its Downtown and beyond. To continue building on these successes, the Town applied for and received a grant to create a Downtown Development District Plan to develop a unified vision for the future of the Downtown. As part of this effort, we are conducting a survey on a variety of issues. As a business owner, employee, or merchant within the Downtown, 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, 2018. Once completed, please return to:

Town of Middletown – Town Hall  
Attn: Kristen Krenzer  
19 W. Green Street  
Middletown, DE 19709

Thank you for participating in our survey. Your feedback is very important to us!

1. What type of business do you have?

Check one:	Arts	Finance/insurance
	Health Care	Nonprofit
	Personal Services	Professional Services
	Public	Real Estate
	Religious	Restaurant/food
	Retail	Social Services
	Other – please specify:	

2. How many years have you:

Been in business at your current location?		Been in business at another location downtown?	
<1 year		<1 year	
1-2 years		1-2 years	
3-5 years		3-5 years	
6-10 years		6-10 years	
11-20 years		11-20 years	
20+ years		20+ years	

3. Do you (the business) own or rent your property?

Check One:	Own
	Rent

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*Community Outreach – Olde Tyme Peach Festival*

A community outreach booth was set up at the Peach Festival, held on August 18, 2018. The draft Downtown Development District Plan boundary map was on display, as well as historic photos of the downtown area. KCI staff were present to respond to questions about the project, in addition to the Town’s project manager. Those who visited the booth were given a postcard that invited them to take the online survey.



### *Public Presentation*

On February 4, 2019, a joint public meeting of the Town Council, Planning & Zoning Commission, and Downtown Task Force was held at the Town Hall, and was open to the public. Information about the presentation was advertised in the newspaper and posted on the Town’s website. At this meeting, Town Planning Consultants gave a presentation on the Plan’s development, the outreach process, the Downtown vision, the Plan’s goals and objectives, implementation strategies and timelines, and incentives. This presentation served as the public release of the Plan document and the following day (February 5, 2019) marked the beginning of the public comment period, which would end on March 11, 2019 at the close of the Public Hearing.

### PHASE 4: IMPLEMENTATION

The fourth phase built upon the developed visions, goals, and strategies to develop potential implementation items for the Town to consider. These included implementation items related to economic and retail development; zoning; the physical realm, public realm, and walkability; parking; and community events, among others. In addition to the implementation items, funding opportunities pertinent to downtown revitalization were also researched and provided.

### PHASE 5: MAPS

Mapping was developed throughout the planning process, beginning with the Downtown Development District Plan boundary. Once this was determined by the Task Force, additional existing conditions maps were created including land use, zoning, environmental features, and parking. These maps were created to allow the Task Force and other stakeholders to visualize what regulations and policies were already impacting the area (e.g., zoning, state strategies) and how the area was constrained (e.g., environmental features, parking). Maps can be found in the Appendix.

### PHASE 6: PLAN ADOPTION & APPLICATION

The last phase of the planning process was devoted to finalizing the Draft Plan. After review by the Task Force and Town Staff, the Plan was presented to the Town Council and public prior to opening the public comment period. The draft document was also submitted to the Office of State Planning Coordination, in compliance with the Neighborhood Building Blocks Fund Grant. This phase also included the public hearing and adoption by the Town Council. As of this Plan’s writing a new round a Downtown Development District designations was announced by Governor Carney. The Town intends to submit an application for designation.

### **PUBLIC HEARING**

The Public Hearing on the Downtown Development District Plan was held on March 11, 2019 and public comments were received from February 5, 2019 through the close of the Public Hearing. All public comments received during this period are provided in the Appendix.

### **AGENCY COORDINATION**

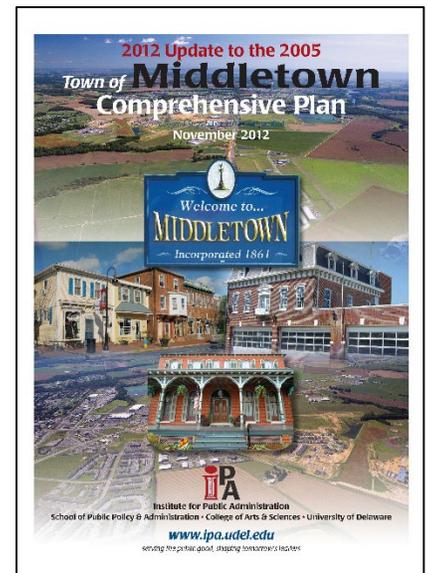
A draft of this Downtown Development District Plan was submitted to the Office of State Planning Coordination (OSPC) on February 5, 2019, the same time the draft was released to the public, in accordance with the Neighborhood Building Blocks Grant Agreement.

## 1.4 WHAT IS ALREADY OCCURRING?

### *Comprehensive Land Use Plan*

The Town's Comprehensive Land Use Plan was adopted on September 10, 2012 and certified by Governor Jack Markell. The Plan identified six overall community goals, intended to guide elected and appointed officials when establishing policies and regulations that implement plan recommendations:

- Maintain the integrity of Middletown's historic character.
- Enable the safe and efficient flow of bicycle, pedestrian, and vehicle traffic throughout town.
- Promote the public health, safety, and welfare of current and future residents of Middletown.
- Ensure that Middletown residents have adequate access to retail, personal and professional services, and employment establishments.
- Ensure that natural resources are protected for the health and enjoyment of existing and future residents of Middletown and the surrounding region.
- Enhance the quality of life of Middletown residents by providing for adequate open space and recreation opportunities throughout the community.



The function of the Comprehensive Land Use Plan is to provide direction relating to growth management, redevelopment, transportation, environmental protection, and Town services based on past and present data and trends. The Comprehensive Plan identified areas of improvement and implementation items for future consideration.

The Comprehensive Plan acknowledged the significant growth in housing stock and the predominant character of that development (single-family residences for relatively affluent families), which facilitated the rapid immigration of commuters with higher incomes and educational attainments than current residents. The Plan recognized that this would introduce some potential for revitalizing the downtown business district through the arts and entertainment strategy being pursued by the Middletown Main Street program.

The Plan also recommends developing the downtown as a regional destination for business, arts, entertainment, and cultural uses. It recognized that coordination must occur between downtown businesses owners and residents to identify hurdles to an improved downtown. It also noted that regulatory barriers to downtown revitalization should be addressed to ensure that the Town remains competitive and vibrant in the future.

### *Strategies for State Policies & Spending*

On April 14, 2016, Governor Markell signed Executive Order 59, adopting the 2015 Delaware Strategies for State Policies and Spending. Originally approved in 1999 and updated in 2004 and 2010, the 2015 document is the third iteration and is now available online. A link has been provided in the Appendix.

The purpose of this document, as with previous Strategies for State Policies and Spending documents, is to coordinate land use decision making with the provision of infrastructure and services in a manner that makes the best use of natural and fiscal resources. The importance of such coordination lies in the fact that land use decisions are made at the local level, while the bulk of infrastructure and services that support land use decisions are funded by the State. The development of the State Strategies document with local governments and citizens helps to create a unified view toward growth and preservation priorities that all levels of government can use to allocate resources.

The document uses the following area designations:

- Levels 1 and 2 identify areas of the State that are most prepared for growth and where the State can make the most cost-effective infrastructure investment for schools, roads, and public safety.
- Level 3 areas reflect areas where growth is anticipated by local, county, and State plans in the longer term, or areas that may have environmental or other constraints to development. State investments will support growth in these areas; however, the State may have other priorities in the near term, especially for Levels 1 and 2.
- In Level 4 areas, the State will make investments that will help preserve a rural character, such as investments to promote open space and agriculture. The State is also looking to enhance agricultural activities by encouraging the location of complementary businesses in these areas.
- Out-of-Play lands are those that cannot be developed for reasons including designation as federally- or state-owned protected lands, parkland, lands where development rights have been purchased, or State and local regulations prohibit development.

The entirety of the Downtown has been designated as Level 1 except for three areas, which have been designated as “Out-of-Play”. These Out-of-Play areas correspond to Cochran Square, at the corner of Main and Broad Streets; the lawn in front of the Middletown Historical Society on North Broad Street; and Lake Street Park, on Lake Street. An unofficial map of the State Strategies in the area of the Downtown can be found on Map 7. A link to the Office of State Planning’s website with more information and official maps can be found in the Appendix.

According to the 2015 document, in investment Level 1 areas, State investments and policies should support and encourage a wide range of uses and densities, promote a variety of transportation options, foster efficient use of existing public and private investments, and enhance community identity and integrity. Overall, it is the State’s intent to use its spending and management tools to maintain and enhance community character, to promote well-designed and efficient new growth, and to facilitate redevelopment within these areas.

### *Plan Consistency*

This Downtown Development District Plan is consistent with the Town’s certified Comprehensive Land Use Plan in that it furthers a number of goals and objectives related to downtown redevelopment, economic

development, and housing. The Comprehensive Plan identified a number of needs and goals that have been more specifically addressed in this Plan, and which have been assigned specific strategies with associated implementation timelines in order to ensure their successful completion.

The Downtown as depicted in Map 1, Downtown Boundary, is almost entirely within a Level 1 Investment Area as shown in the Strategies for State Policies and Spending. This is the highest priority area for State investment; therefore, the Downtown and Downtown Development District Plan are consistent with the goals and objectives of the Strategies for State Policies and Spending. As mentioned earlier in the Plan, the areas that are not Level 1 are designated as Out-of-Play and are the Plaza at the corner of Main and Broad Streets, the lawn in front of the Middletown Historical Society on Broad Street, and Lake Street Park.

### *Main Street Designation*

The Town is one of seven designated Delaware Main Street Communities. Being a Main Street America Accredited™ community is a mark of distinction that signifies commitment to comprehensive revitalization, community engagement, and rigorous outcome measurement. These are programs or organizations that have a proven track record of success in planning, implementing, and measuring results that align with the Main Street Approach and have met a series of rigorous accreditation standards. Accredited programs are selected by the local coordinating program, which is Downtown Delaware.



The Delaware Main Street program, modeled after the National Trust Main Street Program, has been in existence since 1995, with consistent annual business and job gains resulting in an average net gain of 4 business and 16 jobs per participating town annually. The former Delaware Economic Development Office (DEDO) expanded the reach of downtown revitalization resources to communities statewide by initiating Downtown Delaware, a resource center for issues involving downtown revitalization, with particular emphasis on business development, vacancy reduction, and proactive planning for selection and placement of retail goods and services in commercial business districts throughout the State. Currently, Downtown Delaware serves the seven designated Main Street towns and ten Commercial District Affiliates.

Middletown Main Street is the designated non-profit organization in town that works with the community to revitalize the downtown into a thriving cultural and retail destination, while maintaining its historic character. It is run by an Executive Director and a Board of Directors.

Middletown Main Street has identified the following overarching goal for the Downtown:

“Downtown Middletown will be a strong cultural and business district with:

- A clean, safe, well-lighted attractive appearance;
- Historic architecture that offers visual unity, a quality experience, and a sense of place;
- A positive image that promotes the downtown as a creative, vibrant, exciting place to visit, shop, invest, and work;

- An environment that encourages businesses and cultural arts organizations and groups to partner together to utilize our unique assets (arts, heritage, and culture), to increase pedestrian traffic, to create social gatherings, to promote heritage tourism, to generate revenue, and to facilitate business retention, expansion, and relocation;
- Activities that will attract and offer entertaining, engaging, and memorable experiences to area residents, visitors, shoppers, and tourists and inspire return visits;
- Attractive store fronts occupied and offering a variety of inviting retail and specialty shops and dining opportunities;
- Attractive second stories occupied and offering a variety of housing and/or retail opportunities; and
- Attractive residences occupied and offering housing and/or a variety of retail opportunities.”

### *Downtown Events*

Several large events take place in the Downtown throughout the year that bring the community together.

#### EVERETT THEATRE

Held each summer is a popular Children’s Workshop, designed to expose local children to the performing arts. The Theatre also hosts plays throughout the year, as well as shows movies.



#### MIDDLETOWN CHRISTMAS PARADE

The event on Broad and Main Streets features bands, dance squads, floats, church groups, politicians, fire companies, police departments, and more. It is organized by Middletown Main Street. Over 37% of survey respondents indicated that they had previously attended the Town’s Christmas Parade. Nearly an additional 14% indicated they had attended the Tree Lighting Ceremony as well.



### MIDDLETOWN FIREWORKS ON 4<sup>TH</sup> OF JULY

The annual fireworks display, sponsored by the Town, is held at dusk. The Town gives non-profit groups the opportunity to sell food and other novelties in Silver Lake Park during the evening, prior to the fireworks display. Nearly 27% of survey respondents indicated that they had previously attended the 4<sup>th</sup> of July fireworks.

### MIDDLETOWN OLDE-TYME PEACH FESTIVAL

The Middletown Olde-Tyme Peach Festival is organized and hosted by the Middletown Historical Society, a tradition started in 1993. The goal of the festival is to increase awareness of the important role peaches played in the formation of the present day Town, while providing an inexpensive, enjoyable family outing. The Festival, held on the third Saturday in August, begins with the annual Peach Parade on Broad Street. Many activities are centered around Main Street. Entertainment is scheduled throughout the day around town. There are activities for children, local artist exhibits, historical exhibits, a peach pie contest, crafts, music, food, games, and of course – peaches! Attendance has exceeded 25,000 in recent years. Nearly 82% of survey respondents indicated that they had previously attended the Peach Festival. Additional information about the Middletown Olde-Tyme Peach Festival can be found at [www.middletownpeachfestival.com](http://www.middletownpeachfestival.com).



### MUSIC ON MAIN

Typically held the first Friday of the month, from 6:00 pm to 9:00 pm, patrons are invited to the Downtown to view new art exhibits at The Gibby, see a monthly movie at The Everett, and partake in extended store hours, discounts, and dining specials from participating vendors. Middletown Main Street, Inc. hosts the event. In addition, the First Friday events have a theme such as food trucks, Christmas in July, and an antique car show. Music is also provided. *[Photo at right: "Stone's Throw" performs U2's "Vertigo" on Cochran Square during a previous event; Photo by Ben Mace, Middletown Transcript]*



RELAY FOR LIFE OF MIDDLETOWN

Relay For Life is a grass roots, community-based team event, lasting for 12 hours at Silver Lake Park, just outside of the Downtown. The event begins with an opening ceremony, celebrating everyone who has been affected by cancer. The Survivors Lap is the first one taken. Survivors define courage and inspire those facing a cancer diagnosis – their strength is honored with each step they take around the first lap. A Caregivers Lap follows, as caring for others is a selfless act, which is why caregivers are honored with a lap, often walking with the person they have supported. A Luminaria Ceremony is held with each luminaria bag representing a loved one lost to cancer, bring support to those affected by it, and honoring survivors, giving attendees the opportunity to grieve but also offering hope and comfort. The Closing Ceremony allows participants to celebrate all that has been accomplished together while remembering those we have lost. It is a commitment to take action and help end the pain and suffering of cancer.



SIPS & SWEETS

This free family-friendly event, presented by Middletown Main Street, occurs several times throughout the year, always with a different theme. Participating businesses have treats and drinks to sample including wine tastings, craft beer, hot cocoa, teas, coffee, and more. Past themes have included shopping small during the holidays, St. Patrick’s Day, Cinco de Mayo, National Parking Day, and adult trick or treat. While the program is still in its infancy, having only started in 2018, over 16% of survey respondents indicated that they had previously attended a Sips & Sweets event.



SMALL BUSINESS SATURDAY

Small Business Saturday was first observed in the U.S. in 2010, as a counterpart to Black Friday and Cyber Monday, and is held on the Saturday after Thanksgiving. By contrast, Small Business Saturday encourages holiday shoppers to patronize brick and mortar businesses that are small and local. Many of the businesses in the Downtown now participate in the holiday event, with some offering discounts and other specials. Store hours may be extended, so it may be wise to plan ahead to see if shops will be open beyond regular business hours. Nearly one-quarter of survey respondents indicated that they had previously participated in the Downtown’s Small Business Saturday events.





American Express has supported the Main Street America organization with an effort to support local shops that make our communities strong. American Express launched Small Business Saturday® on the Saturday after Thanksgiving to encourage people to Shop Small and bring more holiday shopping to small businesses and provide marketing materials for the participants and community. The “Shop Small” campaign is now nationwide, supporting several Main Street communities.

## 2 FACTS & FIGURES



Included in this chapter is data on both the Downtown and Town's citizens, their income, and their homes.

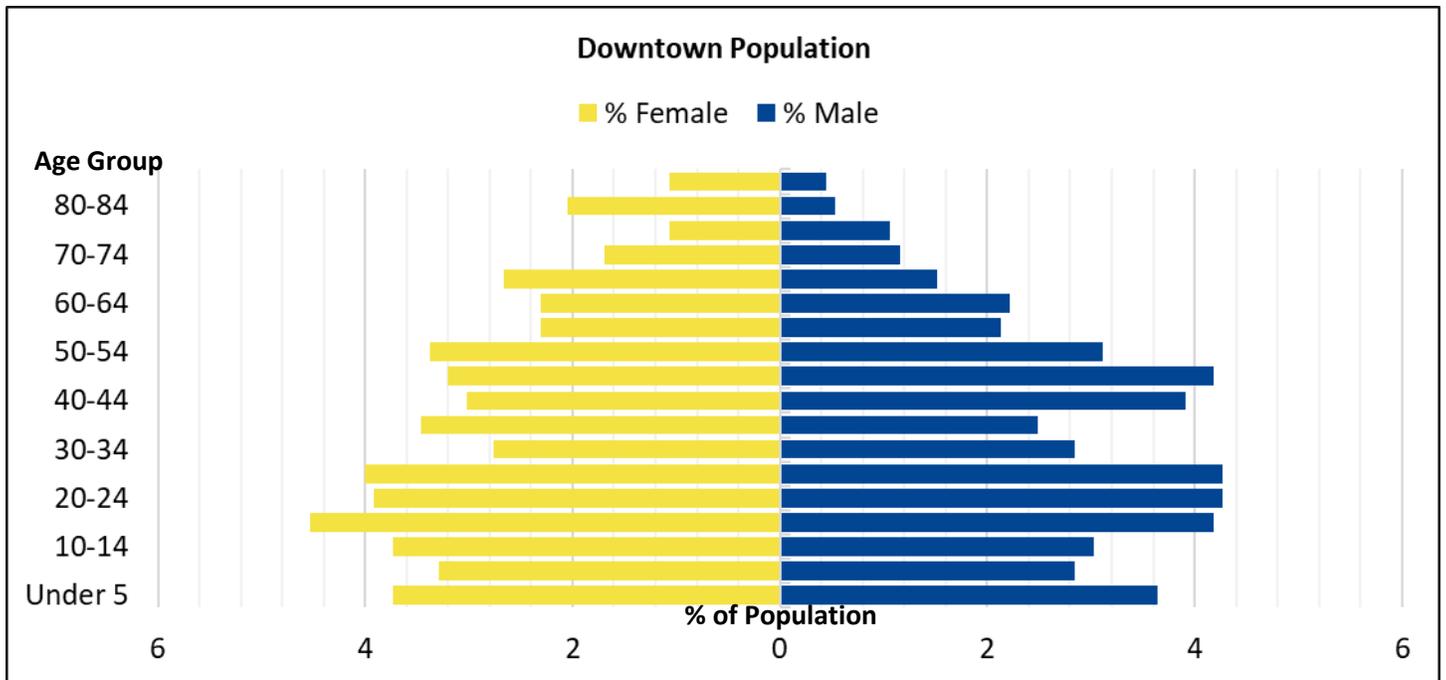
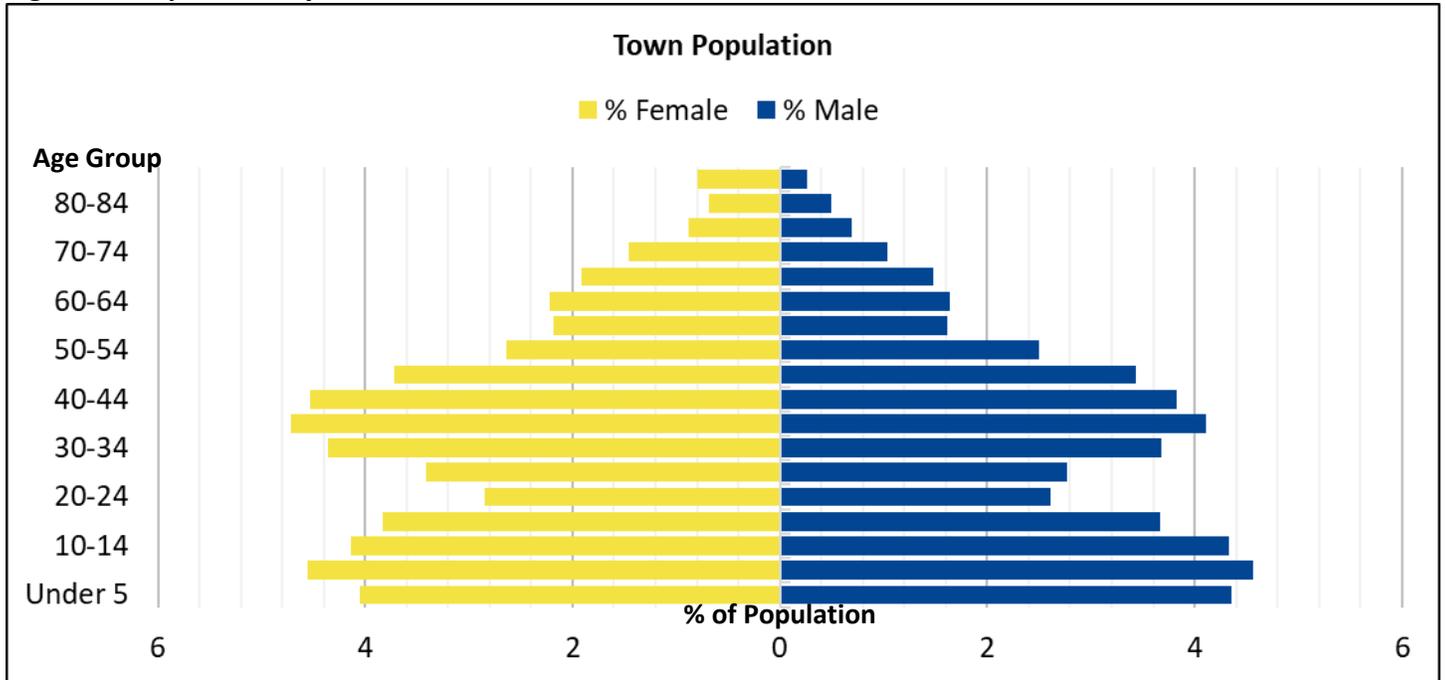
### 2.1 PEOPLE, INCOME & HOUSING

#### *Population*

The Town's estimated population in 2015 was 19,744, a slight increase of 4.6% from the 2010 U.S. Census count of 18,871, but a dramatic increase of 220.5% from the 2000 population of 6,161. The population explosion during the 2000-2015 period is more than 12 times the rate of growth of the State and more than 22 times the rate of growth of New Castle County during the same period. Population figures are not available for the Downtown due to the way the Census collects data at this smaller area level, but the Census Blocks that most closely correspond to the Downtown actually exhibited a population decline of 17.5% from 2000 to 2010, shrinking from a population of 1,364 to 1,125.

Almost 58% of the Downtown is comprised of working aged individuals (aged 20-65). The next largest group in the Downtown is comprised of school-aged individuals, with almost 22% between the ages 5 and 19. Seniors (65+) make up 13% of the population and preschoolers (less than 5 years old) make up about 7%. As you can see from the population pyramids shown in Figure 1, both the Downtown and Town have similar percentages of population in the working age group, while the Town has slightly more school-aged individuals, the Downtown has slightly more seniors, they both have approximately the same percentages of preschoolers. The median age of the Town was 33 years according to the 2010 Census. Age data is important when looking not only at the Downtown specifically, but the area as a whole. Ensuring that there are age-appropriate activities, resources, and destinations is vital to encouraging people to visit. These can all change dramatically depending on the age group focus.

**Figure 1. Population Pyramids, 2010**

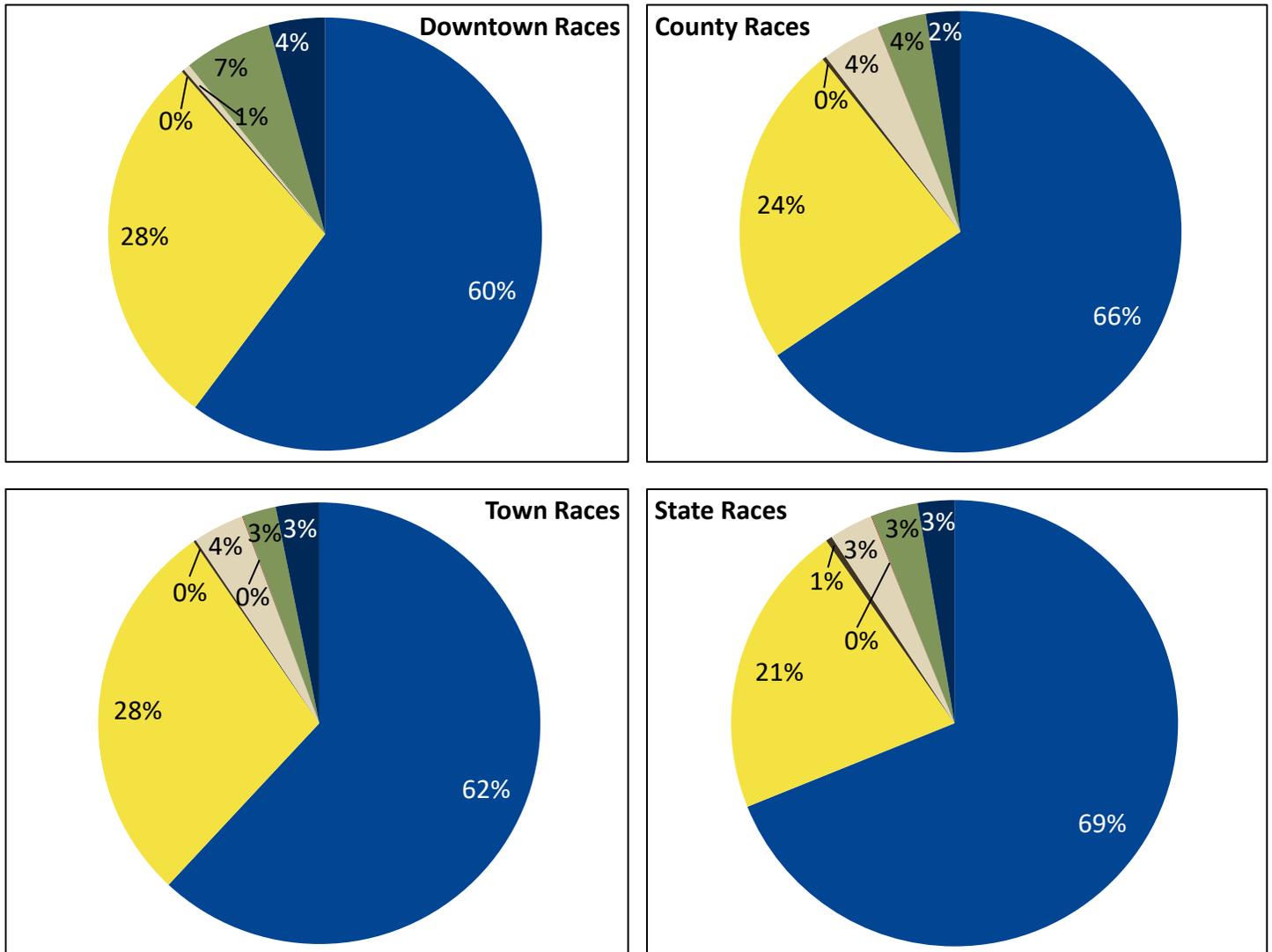


Source: 2010 U.S. Census

According to the 2010 U.S. Census, 60% of the population was white, 28% was black, and 12% was other. Persons of Hispanic or Latino origin accounted for 19% of the Downtown’s population. The category “other” encompasses American Indian or Alaska Native, Asian, Native Hawaiian or other Pacific Islander, and other races not specifically listed, as well as those identifying as “two or more races”. These numbers vary slightly from what can be seen in the Town as a whole, where 62% of the population was white, 28% was black, and 10% was other. Seven percent of the Town’s population was of Hispanic or Latino origin. This comparison shows that the Downtown has a greater percentage of population Hispanic or Latino origin. These are all somewhat

comparable to those of the County and State, as well. See Figure 2 for a breakdown of races within the Downtown, Town, County, and State.

**Figure 2. Racial Breakdown, 2010**



**Legend**

- White
- Black or African American
- American Indian & Alaska Native
- Asian
- Native Hawaiian & Other Pacific Islander
- Some Other Race
- Two or More Races

Source: 2010 U.S. Census

## Income & Poverty

The Town's 2015 median household income was estimated to be \$84,451, almost \$19,000 higher than the New Castle County median of \$65,476 and almost \$24,000 more than the State median of \$60,509. Per capita income was \$32,011, compared to the County's \$32,894 and the State's \$30,554. The Town's poverty rate of 5.4%, according to the 2011-2015 American Community Survey, was less than half of both the State and County's rates, 12.0% and 11.4%, respectively. Unfortunately, this information is not available at the Census Block level and, thus, cannot be determined for the Downtown area.

*A related discussion of both Town and Downtown employment can be found in Section 2.2, Jobs & Economics.*

## Housing & Homeownership

The Town's 2010 homeownership rate of 73.5% exceeds that of both the County (65.0%) and the State (60.8%). Within the Downtown, there was a much lower homeownership rate of 43.9%, whereas the rental rate was 56.1%. The Downtown also has a residential vacancy rate of 9.5%, while the Town's residential vacancy rate was 5.2%.

The Town currently requires that all properties utilized as rental properties be registered with the Licensing and Inspections Department. Rental inspections are required at the change of each tenant. Based on data obtained from the Town in September 2018, there are 152 housing units that are registered as rental properties within the Downtown.

**Table 1. Town Housing Values & Rental Costs**

		2010		2000	
		No.	%	No.	%
Owner-Occupied	Total Units	4,765	-	1,218	-
	< \$50,000	382	8.0%	19	1.6%
	\$50,000 - \$99,999	48	1.0%	374	30.7%
	\$100,000 - \$149,999	247	5.2%	414	34.0%
	\$150,000 - \$199,999	783	16.4%	251	20.6%
	\$200,000 - \$299,999	1,406	29.5%	134	11.0%
	\$300,000 - \$499,999	1,574	33.0%	26	2.1%
	\$500,000 - \$999,999	315	6.6%	0	0.0%
	\$1,000,000 +	10	0.2%	0	0.0%
	With Mortgage	3,962	83.1%	1,005	82.5%
	Without Mortgage	803	16.9%	213	17.5%
Renter-Occupied	Total Units	1,086	-	574	-
	< \$200	49	4.5%	72	12.5%
	\$200 - \$299	57	5.2%	81	14.1%
	\$300 - \$499	199	18.3%	128	22.3%
	\$500 - \$749	171	15.7%	187	32.6%
	\$750 - \$999	186	17.1%	40	7.0%
	\$1,000 - \$1,499	307	28.3%	34	5.9%
	\$1,500 +	117	10.8%	0	0.0%

Source: 2000 & 2010 U.S. Census

Table 1 provides information on Town housing values and rental costs. The 2000 U.S. Census housing sample data identified 1,218 owner-occupied housing units within the Town. Thirty-five percent of those were valued between \$50,000 and \$149,999. 33.7% were valued above \$150,000, while 1.6% were valued under \$50,000. The median value was \$119,600. The largest market segment for renter-occupied units was for the \$500-\$749 monthly price range, with just under one-third of renters falling in that category. Almost 13% paid over \$750 per month, while almost 27% paid less than \$300. The median monthly rental price paid in 2000 was \$490.

The 2010 U.S. Census saw a 291% increase in the number of owner-occupied housing units. The values of those units also rose considerably, with almost 80% of units ranging in value from \$150,000 to \$499,999. There were still 9% of owner-occupied units that had values of less than \$100,000, while almost 7% had values over \$500,000. The median value for owner-occupied units was \$269,200. The number of renter-occupied units increased by over 89% during the same period. The largest market segment for renter-occupied units was for the \$1,000-\$1,499 price range, more than quadrupling since 2000, with over 28% of renters falling in that category. Over half of renters paid more than \$750, while almost 10% still paid less than \$300. The median rental price paid in 2010 was \$832 per month.

The Town offers a variety of architectural features and character in single-family homes throughout its neighborhoods and a number of multi-family housing units are available for rental options. Both single- and multi-family housing options are available in the Downtown. In Town’s, the greatest segment of the housing stock (69.1%) was built from 2000 to 2009. As of the 2011-2015 American Community Survey, almost 85% of homes in the Town have been built since 1990, or are no more than 27 years old. Homes built before 1940 (77 years old and older) only make up about 3.2% of the housing stock.

## 2.2 JOBS & ECONOMICS

### Employment

The 2011-2015 American Community Survey estimates indicated there were 10,387 residents in Town that were in the labor force (16 years and over and employable). Out of those residents in the civilian labor force, there were a total of 438 residents that were unemployed. The Town’s unemployment rate was 4.2%. This rate is slightly more than half that of the County’s and State’s, at 7.4% and 7.7%, respectively.

**Table 2. Industries of Town & Downtown Residents**

Industry	% of Residents	
	Town	Downtown
Educational Services, Health Care & Social Assistance	28.8%	24.7%
Retail Trade, Wholesale Trade	11.1%	14.7%
Professional, Scientific, Management, Administrative & Waste Management Services	8.7%	12.0%
Arts, Entertainment & Recreation, Accommodation & Food Services	4.6%	11.3%
Finance & Insurance, Real Estate, Rental & Leasing	15.5%	10.7%
Manufacturing	9.9%	6.2%
Transportation & Warehousing, Utilities	4.4%	5.7%
Public Administration	6.1%	4.5%
Construction	4.0%	4.0%
Other Services, except Public Administration	4.7%	2.7%
Information	1.1%	2.2%
Agriculture, Forestry, Fishing & Hunting, Mining	0.4%	1.1%

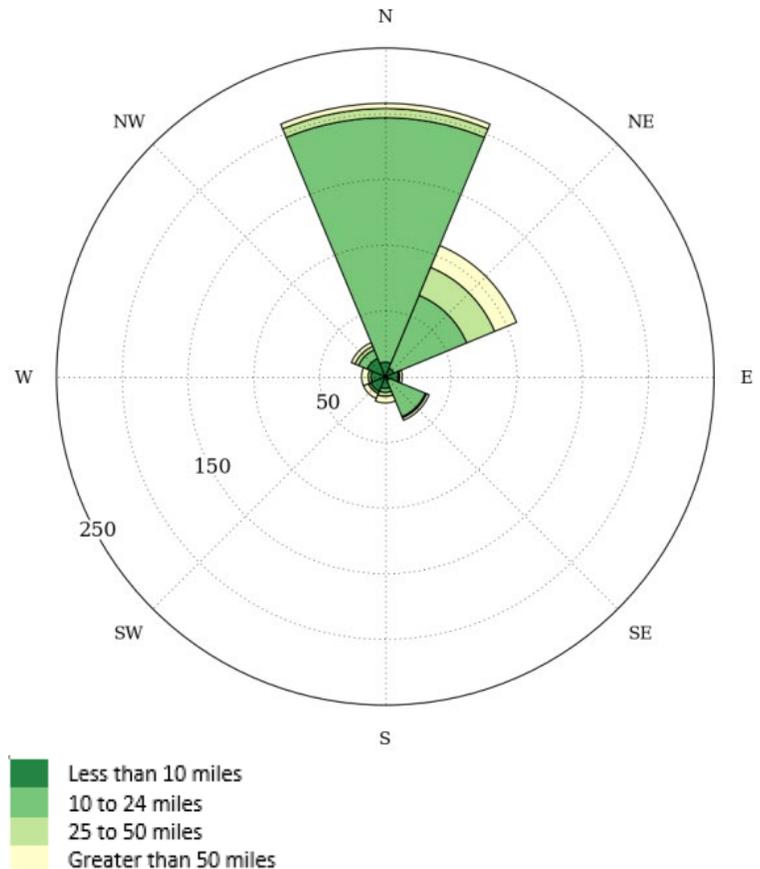
Source: 2011-2015 American Community Survey; U.S. Census Bureau Center for Economic Studies, On The Map 2015

Town workers were employed in the following occupations: management, business, science, and arts occupations (48.4%); sales and office occupations (22.9%); service occupations (14.2%); production, transportation, and material moving occupations (9.2%); and natural resources, construction, and maintenance

occupations (5.4%). According to the U.S. Census Bureau’s Center for Economic Studies, there were 449 people living in the Downtown who held primary jobs in 2015. 59.9% (269) of these were aged 30 to 54. Table 2 compares the top industries represented by Town and Downtown residents.

Figure 3 shows the distance and direction residents travel to work. 64.1% of residents travel 10 to 24 miles to get to work, 17.4% travel less than 10 miles, 9.6% travel greater than 50 miles, and 8.9% travel 25 to 50 miles. The vast majority of residents travel north or northeast, between 10-24 miles, to get to their work destinations. Table 3 accounts for the top locations where residents work. While only accounting for less than 10%, the top job location for residents is within the Town itself.

**Figure 3. Resident Jobs by Distance & Direction**



Source: U.S. Census Bureau Center for Economic Studies, On The Map 2015

**Table 3. Resident Top Job Locations**

Place	%
Middletown, DE	9.8%
Wilmington, DE	7.3%
Newark, DE	5.3%
New Castle (city), DE	3.8%
Dover, DE	3.1%
Glasgow, DE	2.4%
Smyrna, DE	2.4%
Brookside, DE	2.2%
Philadelphia, PA	1.8%
Elkton, MD	1.6%
All Other Locations	60.1%

Source: U.S. Census Bureau Center for Economic Studies, On The Map 2015

In contrast to residents *living* in the Downtown, 532 people *worked* in the Downtown. 43.6% travel less than 10 miles to reach the Downtown, 41.0% travel 10 to 24 miles, 9.0% travel 25 to 50 miles, and 6.4% travel greater than 50 miles. Figure 4 shows the distance and direction workers travel to get to the Downtown for their job. Table 4 accounts for the top locations from where workers originate. The majority of Downtown workers came from the north, while smaller segments came from the northeast and southeast. Just over 17% lived within the Town. The next highest concentration of workers originated in Dover, accounting for less than 3.5%. Knowing where workers originate can be valuable information. Efforts to reduce vehicles parking in the Downtown could potentially be accomplished by encouraging the use of public transit or ridesharing among workers who live in the same community. Additionally, this information can also be useful when businesses are looking to attract new workforce talent.

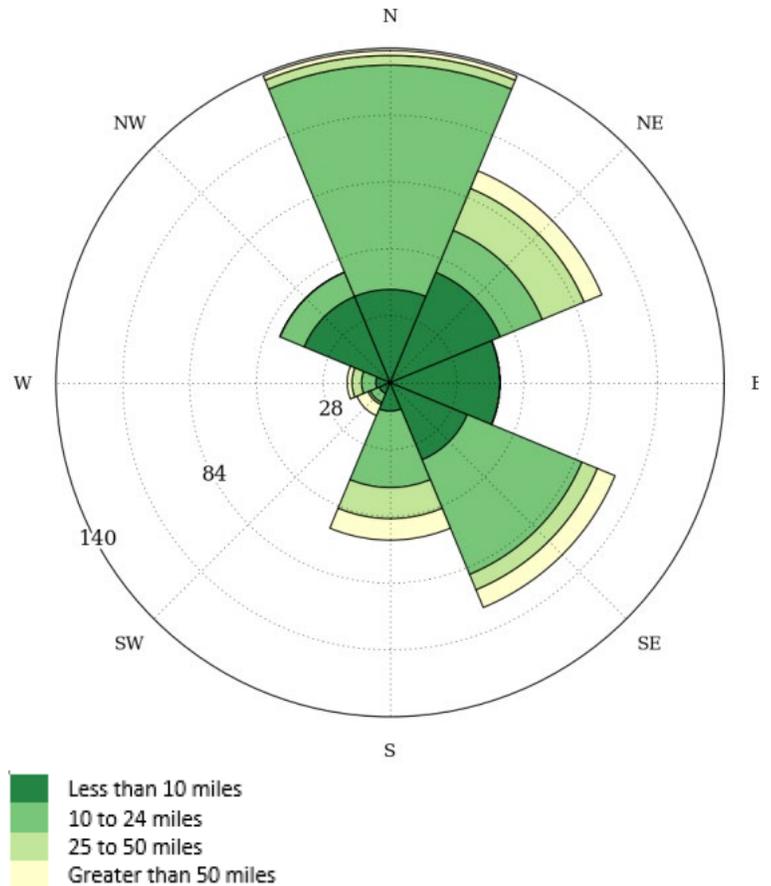
**Table 4. Workers' Top Origin Locations**

Place	%
Middletown, DE	17.3%
Dover, DE	3.4%
Glasgow, DE	2.4%
Smyrna, DE	2.1%
Townsend, DE	1.7%
Newark, DE	1.5%
Brookside, DE	1.3%
New York, NY	1.3%
Bear, DE	0.9%
Hockessin, DE	0.9%
All Other Locations	67.1%

Source: U.S. Census Bureau Center for Economic Studies, On The Map 2015

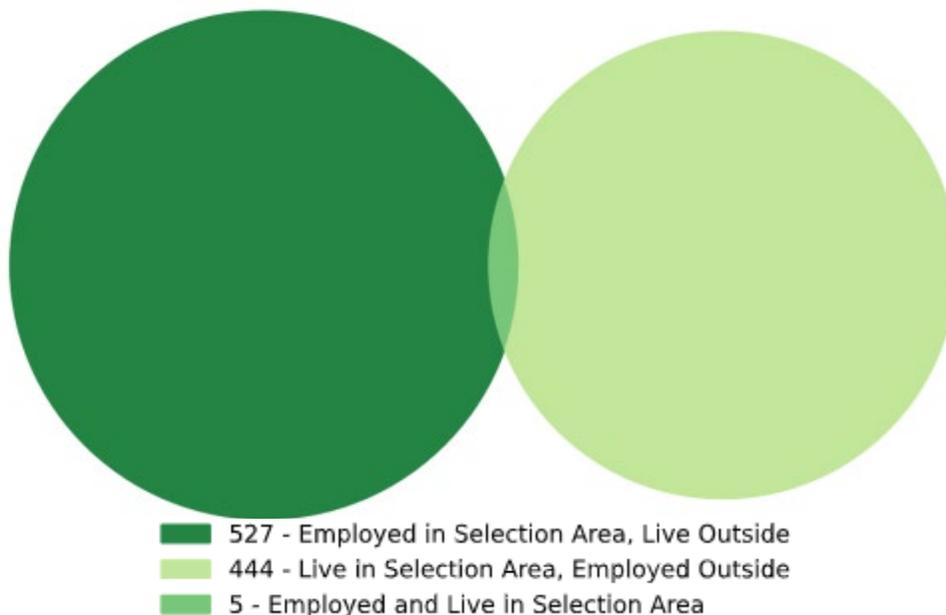
As shown in Figure 5, there is a slight imbalance between the number of people who are employed within the Downtown who live outside the area (527), the number of people who live within the Downtown who work outside the area (444), and the number of people with both live and work within the Downtown (5). This is important to be aware of for the Downtown to become a successful live-work-play community.

**Figure 4. Workers' Origins by Distance & Direction**



Source: U.S. Census Bureau Center for Economic Studies, On The Map 2015

**Figure 5. Downtown Job Inflow/Outflow, 2015**



Source: U.S. Census Bureau Center for Economic Studies, On The Map 2015

## Cost of Living Comparison

*Sperling's BestPlaces* is a website created and maintained by researcher Bert Sperling, offering information about cities in the United States including climate, economy, population, demographics, education, cost of living, and employment. Sperling is often commissioned to conduct research studies, ranking U.S. cities and metro areas on various criteria.

Sperling's Cost of Living comparison tool allows users to compare the cost of housing, food, utilities, and transportation in various locations against the national average. Cost of living comparisons between the Town and Delaware cities and towns with designated Downtown Development Districts can be found in Table 5. A score of "100" is equal to the national average, a score below "100" is below the national average, and a score above "100" is above the national average.

**Table 5. Cost of Living for Selected Locations**

Location	Overall	Housing	Food	Utilities	Transp.
Middletown, DE	116.0	129.7	110.6	118.2	104.7
Dover, DE	100.4	87.5	110.8	116.1	99.9
Georgetown, DE	100.0	91.5	111.4	105.9	103.1
Harrington, DE	96.6	75.9	110.8	116.1	99.9
Milford, DE	99.2	88.9	111.4	105.9	103.1
Laurel, DE	92.3	67.3	111.4	105.9	103.1
Seaford, DE	96.7	81.2	111.4	105.9	103.1
Smyrna, DE	109.8	117.0	110.8	116.1	99.9
Wilmington, DE	95.6	66.0	110.6	118.2	104.7

Source: *Sperling's Best Places Cost of Living Comparison (2017)*

The Town's Cost of Living Index is higher, overall, than the other designated Downtown Development Districts in the State, which can mostly be attributed to housing costs.

## Economic Development

Lively downtowns play a central role in a community's economy. Downtowns are composed of various sizes of buildings and spaces that accommodate the needs of a wide assortment of uses, from a small business to a large department store. As a result, they can house an array of activities from professional services to fine dining to arts in a relatively concentrated area. These activities create jobs and draw visitors and residents to the Downtown. In this way, revitalized downtowns help to create economic opportunity in communities.

Downtowns create a sense of place, helping to differentiate them from other commercial districts and towns from other towns. The sense of place created by vibrant downtowns is authentic and difficult to reproduce because infrastructure, buildings, and character have developed and evolved over time. This uniqueness cannot be replicated in new development. This sense of place associated with a vibrant downtown can be a community's primary asset, defining its identity and playing an active role in attracting talent and visitors.

Employers are increasingly locating themselves where talent is found, and talent is moving to places they want to live. In other words, today's talent decides where they want to live first and finds work where they want to live. For this reason, employers are locating in communities that possess the quality of place necessary to attract the talent they need. As a result, quality of place issues are central to a community's success in economic development.

A revitalized Downtown can significantly enhance the Town’s quality of place. It will aid in the attraction and retention of talent, which will in turn aid in the attraction and retention of employers. Attracting businesses and new residents to locate in the Downtown will support more retail and entertainment options. Likewise, specialty retail and entertainment options will serve to attract more residents, visitors, and businesses. Stimulating private investment in four areas – entertainment, residential, employment, and retail – will help the Downtown achieve the critical mass it needs to perpetuate desirable growth and be self-sustaining.

While there are things that could be done to stimulate additional economic development in the Downtown, there has been some development occurring, evidenced through the number of building permits that have been issued. Table 6 provides the number of building permits issued for commercial properties in the Downtown from January 1, 2016 through September 11, 2018.

**Table 6. Downtown Building Permits**

Type	2016	2017	2018
Demolition	0	3	2
Commercial	17	20	9
<b>TOTAL</b>	<b>17</b>	<b>23</b>	<b>11</b>

*Source: Town of Middletown (9/2018)*

The Town desires to continue to stimulate development in the Downtown and build off recent successes. It supports additional infill development on vacant and underutilized parcels, as well as the adaptive reuse of existing structures. While the majority of empty structures are older and may not be up to current building code regulations, they still hold great development potential. The Town should continue to assist in the regulatory process with these issues to improve existing businesses, attract new businesses, and facilitate infill development.

The Town requires all contractors who are working within its limits and any businesses located within Town limits to acquire a business license. A questionnaire must also be completed for all home occupations. Table 7 provides information on the 152 business licenses currently registered to addresses within the Downtown.

In an effort to understand the shopping desires and motives of residents, property owners, and visitors, the Downtown Survey asked the following questions:

- What factors contribute positively to the Downtown environment?
- What factors concern you about the Downtown?

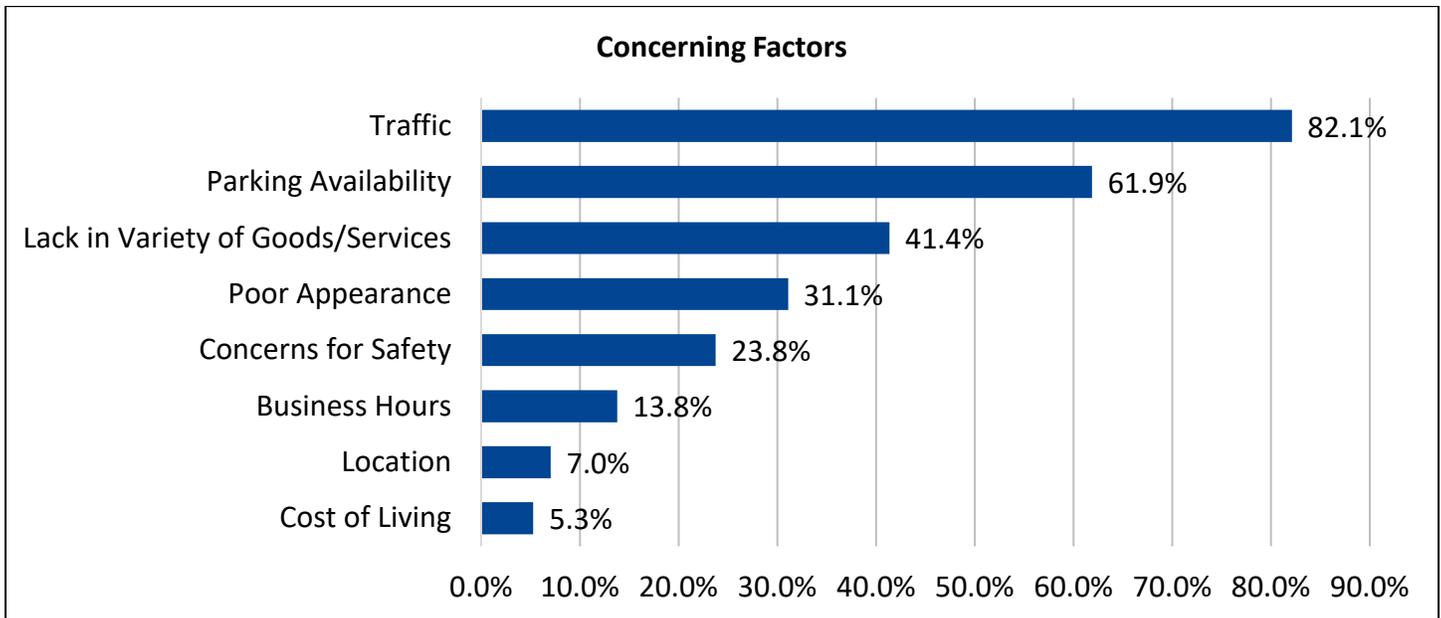
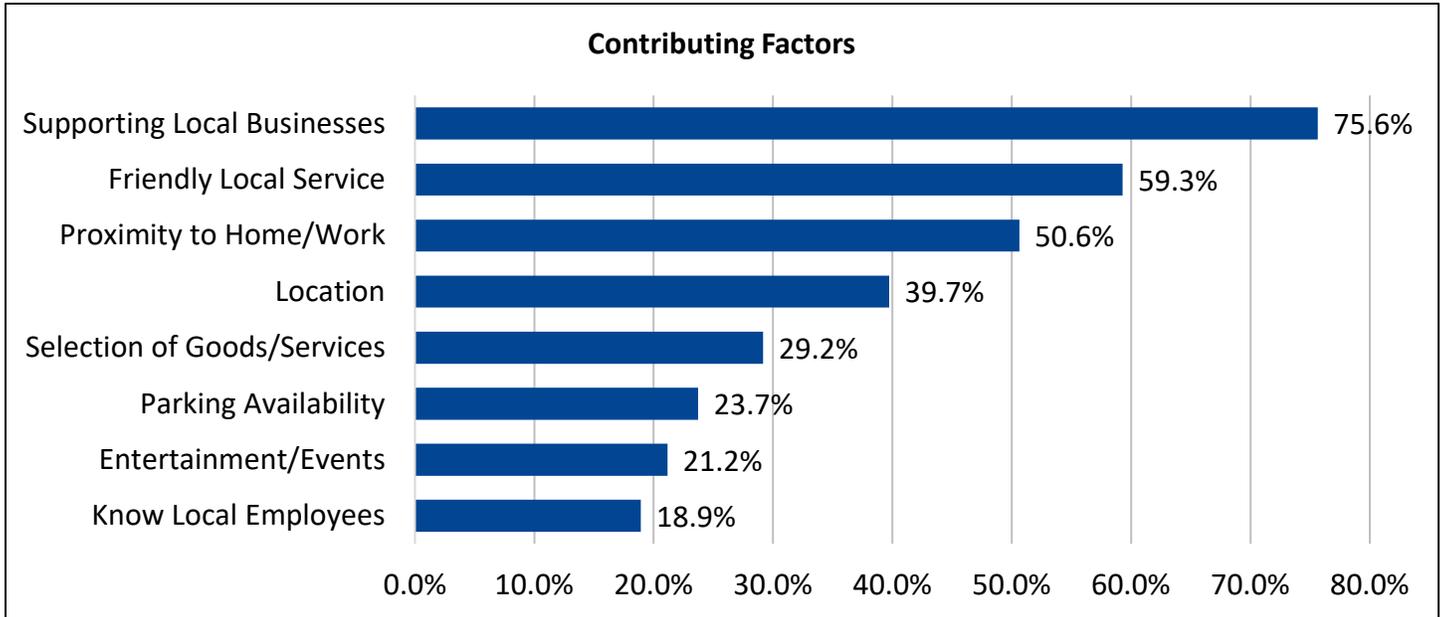
The factors chosen most and least by survey respondents are displayed below. Based on the results, respondents thought that supporting the Downtown businesses, the friendly service they provide, and the location all contributed positively to their experience. They did not think that the availability of parking, current provision of

**Table 7. Downtown Business Licenses**

Category	Number
Real Estate / Rentals	35
Retail	32
Medical / Dental	20
Restaurant / Food & Beverage Sales	18
Hair / Beauty	14
Construction / Home Repair	13
Finance / Insurance	6
Education / Daycare	5
Legal	4
Architecture / Engineering	3
Fitness	3
Auto-related	3
Media	2
Travel	1
<b>TOTAL</b>	<b>152</b>

*Source: Town of Middletown (9/2018)*

entertainment or events, or personally knowing local employees contributed to that positive experience. The most concerning factor about the Downtown environment was traffic, followed by parking availability. There were some concerns for safety, but this was not among the highest priority issues as reported by respondents. Of little to no concern to respondents were current business hours, the Downtown’s location, or its associated cost of living.



When analyzing these survey results, it is also important to understand where and when people are visiting the Downtown compared to other areas. A breakdown of respondent results is shown on the next page. Based on these results, people are visiting the Downtown, but at a much lesser frequency than other commercial centers in Town.

Location	5+ Times Per Week	2-4 Times Per Week	Once a Week	Once a Month	Every Few Months	Never
Downtown Middletown	5.0%	6.4%	12.6%	22.2%	31.0%	22.8%
Westown Center	14.0%	36.9%	27.4%	12.2%	7.1%	2.4%
Other Middletown Centers	7.4%	29.1%	37.7%	16.5%	7.4%	2.1%
Odessa/ Townsend	1.2%	3.0%	6.7%	14.8%	26.6%	47.7%
Bear/ Glasgow/ Newark	4.5%	6.9%	10.5%	22.6%	33.1%	22.3%
Christiana Mall/ Area	2.1%	3.6%	15.1%	31.1%	37.6%	10.7%
Kirkwood Highway	0.6%	1.5%	2.1%	9.9%	31.6%	54.2%
Dover	0.9%	2.1%	5.1%	18.9%	35.3%	37.7%

Marketing, promotion, and additional Downtown branding efforts are needed to encourage local residents, employees, and visitors to regularly visit businesses and community events. Businesses should be organized and set forth joint promotions, advertising, marketing, and special events. Nearly 85% of survey respondents indicated that they notice signage and storefronts when traveling down Main Street. This indicates a good opportunity to utilize appropriately sized and designed signage and storefront displays to both entice new patrons as well as to promote area events.

### 2.3 USES & ZONING OF LAND

#### Land Use

The most prevalent land use in the Downtown in terms of land area is residential, followed by commercial and institutional/utilities. Residential uses total 62.4 acres, making up over half of the Downtown. Commercial land totals 31.8 acres and just over a quarter of the Downtown. Institutional and utility uses comprise another 22.2 acres, or just under 20% of the Downtown area. Both Park, Recreation & Open Space and Industrial uses each make up less than 1% of the Downtown, with 1.1 and 0.4 acres, respectively. See Map 3, Existing Land Use, and Table 8, Existing Land Use, for the distribution of each land use type within the Downtown boundaries.

**Table 8. Downtown Existing Land Use**

Land Use	No. Parcels	No. Acres	% of Downtown
Residential	337	62.4	52.9%
Commercial	83	31.8	26.9%
Institutional & Utilities	28	22.2	18.8%
Park, Recreation & Open Space	3	1.1	0.9%
Industrial	1	0.4	0.3%
	<b>452</b>	<b>118.0</b>	<b>100.0%</b>

*Source: Town of Middletown (2011)*

Although the uses are generally dispersed throughout the Downtown, there is an evident clustering of uses. Commercial uses are concentrated along Main and Wood Streets, exemplifying traditional ‘Main Street’ character as these streets contain a variety of neighborhood-scale commercial retail uses. There is also a large presence of institutional uses along Green Street. The outer edges of the Downtown area are home to residential uses, ranging from large, stately single-family homes, to townhouse units and upper floor apartments.



The R-1A Single-Family Residential Zone allows single-family, detached dwellings with 9,750-square foot minimum lots and a variety of institutional uses.

The R-2 Single-Family Residential Zone allows all uses permitted in R-1A districts; all uses permitted in R-1B districts including

single-family detached residential dwellings with 12,500-square foot minimum lots; single-family dwellings with 5,000-square foot minimum lots; semi-detached dwellings with 4,500-square foot minimum lots; and traditional neighborhood design subdivisions with mixes of permitted dwelling types.

The R-3 Multi-Family Residential Zone allows all uses permitted in R-2 districts, garden apartments, townhouses, and row dwellings.

The C-2 Downtown Commercial Zone allows a mix of commercial, residential, and institutional uses; residential uses allowed in the R-2 district (single-family, semi-detached, and townhomes); apartments above non-residential uses; and conversion of existing single-family homes to apartments.

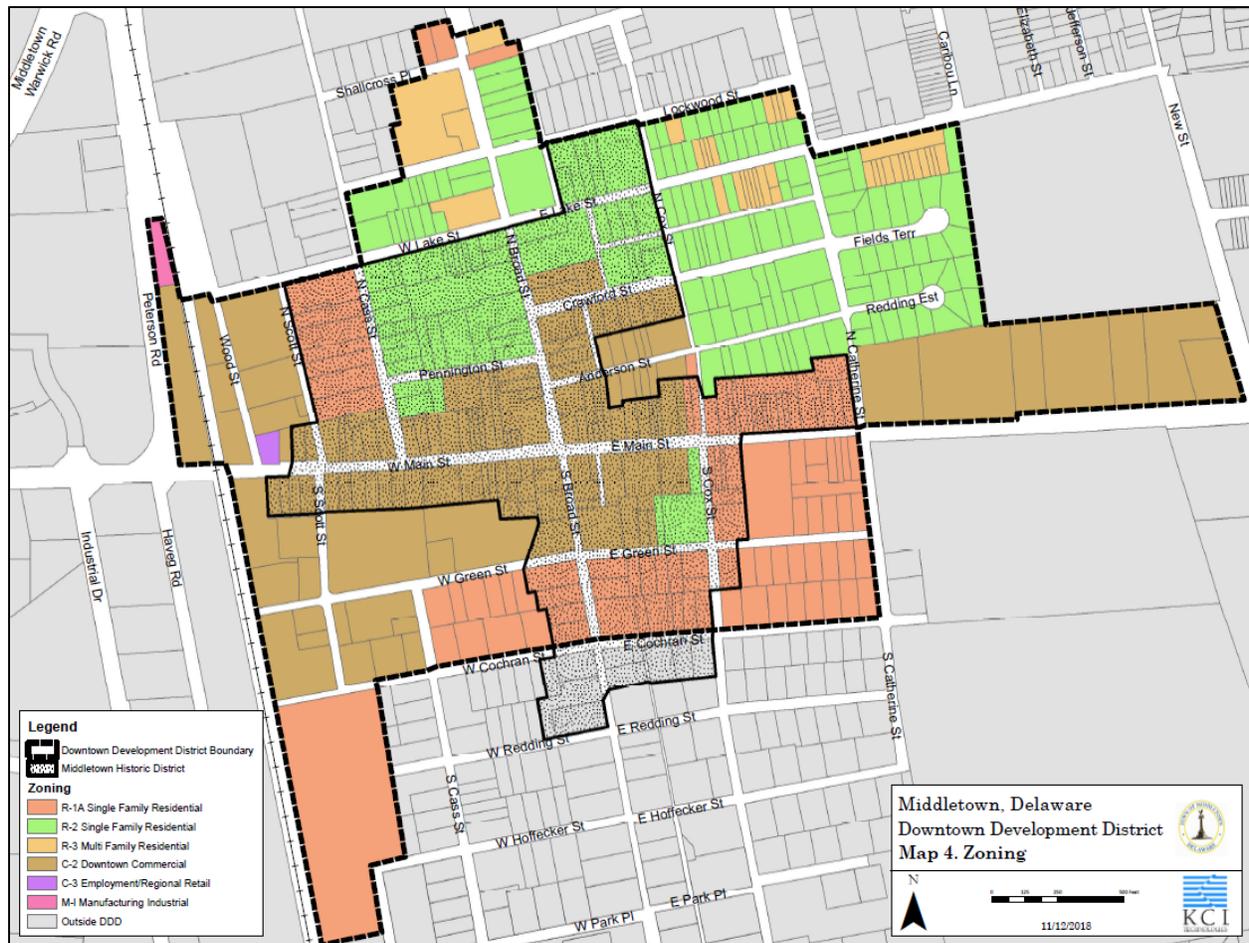
The C-3 Employment/Regional Retail Zone allows all uses permitted in the C-2 district; service stations, automobile sales agencies, public garages, and parking garages/lots; restaurants; offices for professional services and administrative activities; and shopping and employment centers.

The M-1 Manufacturing Industrial Zone allows administrative offices; plants for the assembly of household appliances; manufacturing of clothing, electrical appliances, food products, leather goods, machinery parts and accessories, and small tools; bottling works; retail or wholesale sales or rentals of building materials, supplies, and contractor equipment; sewage pumping stations; police and fire stations; automatic or self-service car wash establishments; veterinary hospitals; and services and retail incidental to the primary permitted use.

**Table 9. Zoning, 2017**

Zone		No. Parcels	No. Acres	% of Downtown
R-1A	Single-Family Residential	102	30.6	25.9%
R-2	Single-Family Residential	173	34.6	29.3%
R-3	Multi-Family Residential	35	5.7	4.8%
C-2	Downtown Commercial	140	46.4	39.3%
C-3	Employment/ Regional Retail	1	0.2	0.2%
M-1	Manufacturing Industrial	1	0.4	0.3%
		<b>452</b>	<b>118.0</b>	<b>100.0</b>

Source: Town of Middletown (2012)



A large part of the Downtown area also coincides with the Middletown Historic District. Following guidelines established by the National Trust for Historic Preservation, special regulations and guidelines have been created for properties located within the Historic District.

This district is a zoning overlay district whose purpose is to preserve and enhance the unique character and value of the older portion of Town as an area of special charm and interest. It is also intended to ensure the protection of historically and architecturally important buildings and sites. Regulations for this area have been adopted to prevent the disfigurement or significant alteration of historic architectural styles.

Current zoning for the Downtown, as well as an overlay of the Historic District, can be found on Map 4, Zoning. The most up-to-date version of the Official Town Zoning Plan is available at Town Hall.

*Town Permits & Inspections*

RESIDENTIAL BUILDING PERMITS

Residential building permits are required for:

- Building or installation of:
  - decks, patio covers, and garages;
  - ventilation, heating, or air-conditioning supply or exhaust systems;

- swimming pools; and
- tool or storage sheds;
- Additions, dormers, enclosing an existing porch, converting a garage to a livable area, finishing a basement, or providing basement egress;
- Replacing roofing, windows, or siding;
- Demolishing any structure or part of a structure affecting a building.

Building permits ensure that work is done in compliance with the International Building Code and the Code of the Town of Middletown, ensuring that each phase of work is inspected by the Town’s Code Official. Contractors hired to perform building or reconstruction work must be licensed with the Town.

#### COMPLAINTS DEPARTMENT

Code Officials enforce Town Ordinances prohibiting substandard housing conditions, high weeds, and other nuisance conditions. The Officials also investigate property maintenance complaints.

#### RENTAL INSPECTIONS

Each non-occupant owner of a residence who rents or leases to another person is required to have the property inspected prior to occupancy. This also applies to each tenant exchange at a given property.

#### BUSINESS LICENSE

No person shall conduct or engage in any trade, business or occupation with the Town without first having obtained a business license issued by the Town and paid the license fee prescribed.

## **2.4 ENVIRONMENT, HISTORIC PRESERVATION & CULTURAL RESOURCES**

### *Floodplains*

Special flood hazard areas, or the floodplain, are a graphic representation of the base flood on the Federal Emergency Management Agency’s (FEMA) Flood Insurance Rate Maps (FIRM). The base flood is the flood expected to have a 1% chance of being equaled or exceeded in any given year. In a 30-year period (the standard length of a conventional residential mortgage), there is a 26% chance that a structure in the regulated floodplain will be flooded by a 1% chance flood, also known as the 100-year flood event. The Town has adopted and enforces Floodplain Regulations, found in Chapter 78 of the Town Code, and also participates in the National Flood Insurance Program.

The Downtown is in an area of minimal flood hazard, with no special flood hazard areas mapped as of the latest FIRM publication from February 4, 2015. Although there are no special flood hazard areas mapped as of the writing of this Plan, current FEMA Flood Insurance Rate Maps should be consulted prior to the purchase of real estate and development-related activities.

## Wetlands

Wetlands are defined by wetland hydrology, hydric soils, and hydrophytic vegetation and are important to reduce or mitigate flooding impacts, maintain and improve water quality, and provide habitat for various plant and animal species. The United States Army Corps of Engineers (USACE) regulates tidal and nontidal wetlands under Section 404 provisions of the Federal Clean Water Act. The State more stringently regulates tidal and some nontidal wetlands (e.g., perennial and intermittent streams/ditches and ponds containing a surface water connection to other wetlands) under the Subaqueous Lands Act (7 Del.C. Chapter 72) and the Regulations Governing the Use of Subaqueous Lands.

There are no mapped wetlands located within the Downtown's boundaries. Although there are no wetlands mapped within the Downtown as of the writing of this Plan, it is always important to consult reputable sources to verify this information prior to the purchase of real estate or any development-related activities.

## Sourcewater Protection

Approximately 92% of the Downtown lies within the Town's Excellent Recharge Area, designated by the State's Department of Natural Resources and Environmental Control (DNREC). A northern segment of the Downtown also contains Wellhead Protection Areas, amounting to 4% of the Downtown. The areas affected can be seen on Map 5, Environmental Features. The Town adopted Sourcewater Protection Area Standards as part of their Subdivision Ordinance (Town Code, Chapter 150, Section 9) in 2009 in order to meet requirements of the State Source Water Protection Act of 2001. The intent of the Standards are to protect the quality and quantity of ground water in wellhead and recharge resource protection areas during new development in the Town.

The Historic District, as designated on the Town of Middletown Zoning Map and which comprises the majority of the Downtown, is exempt from the requirements and restrictions of the Sourcewater Protection Area Standards, as they relate to Recharge Areas. Those properties that lie outside of the Historic District will have to comply with the Sourcewater Protection Area Standards and, thus, Chapter 150, Section 9 of the Town Code should be consulted accordingly.

## Historic Preservation & Cultural Resources

The Town's historic resources include structures, public spaces, and institutions dating from the 18<sup>th</sup> century to the present. Many of the historic resources are described in great detail in the Town's nomination to the National Register of Historic Places and in the *Small Town Design Atlas*.

The Town's notable civic and community spaces are scattered along Main and Broad Streets within the Downtown. Cochran Square sits on the southwest corner of the Main and Broad intersection. The former Middletown Academy and its park on North Broad Street provides a spot of green open space with benches and shade trees enclosed by a circular drive. The Everett Theatre, opened on December 7, 1922, occupies the site where a theater and an opera house previously burned down. Designed in the Art Nouveau style, this 375-seat theater originally was a showplace for vaudeville acts and movies.

The Downtown's cultural resources include the Gibby Center for the Arts, a community-based arts center located in a historic building (circa 1920s) adjacent to the Everett Theatre. The Gibby Center provides a venue to teach and promote studio arts. Other buildings of significant importance to the community include the old firehouse and several churches.

The stated purpose of the Middletown Historic District is to preserve and enhance that unique character and value of the older portion of the Town as an area of special charm and interest. Regulations within the Zoning Ordinance were drafted to prevent any disfigurement or significant alteration of historic architectural styles. The District is also intended to ensure the protection of historically and architecturally important buildings and sites.

One additional property within the Downtown is currently listed on the National Register of Historic Places, the former Middletown Academy. Founded in 1826 through lottery subscription and constructed the following year, it became part of the public school system in 1876 and was closed in 1929. The building was listed on the Register in 1972. It is presently home to the Town's Historical Society and Middletown Main Street.

## 2.5 TRANSPORTATION & THE PUBLIC REALM

### *Connectivity & Street Network*

Map 6, Transportation, shows the transportation network including roads, sidewalks, bike routes, and bus stops within and surrounding the Downtown. The Downtown is connected to major arterial/collector State Roads SR 299 and SR 71. These arterial roads connect to other regional highways, including Route 1, Route 13, and US 301. The proximity to major routes provides convenient access to surrounding areas, which is a key asset and offers an opportunity to bring more people into the Downtown. It is important that with the major commercial and residential expansion being experienced on Route 301 west of Downtown, that adequate signage be employed to encourage travelers to stop in the Downtown area and not use it just as a cut-through between Routes 13 and 1 and the Route 301 area.

Responsibility for street maintenance and construction is shared between the Town (municipal streets) and DelDOT (U.S. and State roads). The Town and DelDOT have carried out streetscape improvements throughout the Downtown and surrounding area including paving projects, installation of new brick sidewalks, and updated light fixtures. Middletown Main Street provides seasonal banners that affix to the light fixtures for events and holidays throughout the year.

The improvement in the safety of non-signalized and signalized intersections and their approaches is very important. Safety measures include design modifications, changes to traffic control devices, enforcement, and education. In downtown areas, two-thirds of pedestrian injuries occur at intersections. One factor that increases pedestrian traffic is the safety they feel while walking. Ensuring a pedestrian's safety could be done in a way that is low-cost, which will in turn increase pedestrian traffic. Improving intersections and vehicular circulation involves the coordination and integration of a number of design elements including crosswalks, curb

ramps, curb bulbs, turning radii, and signalization. The solution is to design intersections and improve vehicular circulation that:

- Encourage pedestrian use in lieu of mid-block crossing locations;
- Make pedestrians as visible as possible;
- Make pedestrian actions as predictable as possible; and
- Slow vehicular traffic.

#### MIDDLETOWN-ODESSA ROAD

The Town Council has adopted an “Eastown Plan” for the Middletown-Odesa corridor. Although it lies to the east of the Downtown, this corridor has a direct impact on the traffic congestion of the Downtown. According to DelDOT, project development for Middletown-Odesa Road (SR 299) from Silver Lake Road to SR 1 is approximately 80% complete and ongoing; however, there is no longer state or federal funds programmed to complete the remaining 20% of the design or to do the construction. DelDOT submitted a cost-sharing agreement to Middletown, whereby the Town would work with developers in the area to complete the work. This agreement was approved by the Town Council on December 3, 2018, allowing the Eastown Transportation Plan to move forward. Project development will determine the ultimate solution for traffic congestion and intersection improvements throughout this area.

#### *Gateways & Streetscape*

While the current and likely future downtown ‘core’ lies well within the Downtown boundaries, the key entry points or gateways for most visitors occur along its outer edges. Visitors also travel through outer areas before arriving at centrally located destinations. Arrival experiences shape visitors’ impressions about the Downtown as they travel to and from the area. These experiences are critically important as they will influence visitors’ attitudes about wanting to return to the Downtown and about supporting necessary revitalization efforts.

The experience of arriving at a destination begins with preparing to take a highway exit, cross an intersection, pass through an area, or enter a driveway. The degree to which that experience can be managed often determines whether the arrival experience is a pleasant one. The most successful shaping of the arrival experience begins by reinforcing the visitor’s image of their destination and by guiding the visitor to the destination. Arrival points or gateways do not have to be and, in the case of successful downtowns, rarely are grand monuments or gates; however, theme wayfinding signage placed along well-maintained and landscaped gateway streets is important. Smaller monuments and landscaped areas along these routes can also benefit the arrival experience. These identifying and guiding features should have a consistent design theme in all locations.

Currently, all entrances to the Downtown lack a true sense of arrival. While there is a change in the development pattern, there is not an announcement that one has entered the Downtown beyond changes in building density and style or the presence of stoplights or train tracks. These, in addition to somewhat nondescript residential properties lined with garbage containers toward the eastern end of the Downtown, do not offer a sense of place or entry into a pedestrian friendly, historic, or vibrant downtown.



*East Main Street at Catherine Street looking West*



*North Broad Street near Shallcross Place looking South*



*West Main Street at Haveg Road looking East*



*South Broad Street near West Cochran looking North*

In their most basic form, streets are corridors for vehicular movement and access to parking. In a successful and vibrant area, they must provide these basic functions and much more. They must provide a zone that attracts and provides comfort to pedestrians, both in the daytime and nighttime. In essence, the streetscapes become linear parks for the pedestrian, enticing them to spend time there and return in the future. The ‘streetscape’ includes all of the physical elements from one edge of the street right-of-way to the other. Examples of these elements include street pavement (travel lanes and on-street parking spaces), curbs and gutters, surface drainage inlets, sidewalks, planting areas (for trees, shrubs, groundcover, flowers, or grasses), pots or raised planters, crosswalks, ramps, roadway light poles and fixtures, pedestrian light poles and fixtures, signs, pole-mounted banners, benches, trash receptacles, bollards, tree grates, utility boxes, above-ground utility lines, and specialty items such as water features or public art. Streetscape elements used in the Downtown area should be a consistent type or design.

Trees, shrubs, and other landscape plantings play an important role in completing the street environment. Tree canopies can help make a street comfortable and sustainable, help to define the character of the street and

provide shade, act as a buffer from traffic, and help to absorb and cleanse stormwater. Well-placed street trees provide a shade canopy from sunlight and its glare from building windows. They also provide a buffer between pedestrians and vehicles, offering an enclosure or comfort zone for those walking along commercial office and retail storefronts or areas with outdoor dining. Parallel and angled on-street parking further extends the buffer between pedestrians and traffic and provides additional parking spaces with close proximity to destinations. Downtown streetscapes can include modification of existing curb and gutter locations to provide bulb-out intersections. Bulb-outs (shifting curbs out to edge of travel lanes where no parking is allowed) provide protection and enhancement of pedestrian spaces at intersections and alleys. Additionally, they provide for a significantly reduced crosswalk distance, resulting in a more pedestrian-friendly environment. Unsightly streetscape elements such as overhead utility lines, especially along gateway streets, should be removed as funding allows.

Preservation of building edges at the street's edge creates the 'urban fabric' of downtown areas. When this pattern is interrupted, there is a noticeable loss of continuity. Unless the interruption is for special effect, such as a park or plaza, the continuity should be maintained. Buildings should face the street with their face at the street right-of-way edge. Parking lots abutting the street right-of-way edge should generally be discouraged. When they do occur in this location, a continuity of building edge should be provided in the form of a decorative fence and/or line of shrubs.

Building uses at the ground level should be those that promote daytime and nighttime as well as weekday and weekend activities at street level. Examples of these include commercial shopping, dining, entertainment, other retail/customer services, and residential entries. Buildings in the Downtown are built to the sidewalk, generally anchor intersection corners, are within close proximity to each other, and are of varying sizes. The buildings have distinguishable architectural features and the ground floor of retail establishments are largely dominated by window displays. These factors help to define the streetscape as a public realm and create an interesting and pedestrian-friendly environment.

Downtown residents are very important to the success of redevelopment. In addition to providing economic support for retail and entertainment businesses, they provide 'life' to the Downtown when visitors are not present. The 'live/work/play' theme and goal present in today's successful downtown environments is dependent upon the presence of downtown residents. Downtown residential development should attract individuals and families from a range of income levels.

In some areas of Main and Broad Streets, residential homes have been converted to offices and retail stores, which further add to the Downtown's unique architecture and pedestrian-scale architecture. Streetscape amenities such as brick sidewalks, decorative street lighting, and street trees exist throughout the area.

Street furniture encompasses a variety of amenities that can enhance the aesthetics and functionality of the sidewalk environment. Well-designed and placed street furniture makes the sidewalk a more comfortable, convenient, and inviting place. Benches and other seating options can facilitate gathering, provide a place for rest, or create an attractive spot to have lunch or coffee from a nearby business. Well-distributed and maintained trash bins help keep a street clean. Appropriately located bicycle parking encourages more people

to bicycle by making parking more convenient. Conversely, improperly laid out street furniture can obstruct and clutter the sidewalk environment and impede pedestrian mobility and accessibility.

Pedestrian-scale lighting should be provided near transit stops, crossings, commercial areas, or other locations where nighttime pedestrian activity is likely. Pedestrian-scale lighting, such as street lamps, help illuminate a sidewalk and improve pedestrian safety, security, and comfort. Streetlights should be energy efficient, evenly spaced, and focused downward to reduce light pollution. Lighting fixtures should reflect the character and urban design of the street type. Properly designed and installed pedestrian-scale lighting can both help define a streetscape and create a sense-of-place in a community.

Wayfinding signage is a great tool to lead people not just to the Downtown, but to various amenities and attractions as well. Unlike typical street signs seen on roads and highways, wayfinding systems include gateway and trailblazer signs that not only direct people to points of interest, but also convey an image or sense of place. A unified system of signs enable people to find parking and destinations and can delineate the Downtown's boundaries. Gateway treatments that accentuate the main entrance(s) into the Downtown can include:

- Entry signage welcoming people to the Downtown;
- Attractive landscaping around the signs;
- Monumental treatment, such as pillars or arches; and
- Art or statues.

### *Sidewalks & Biking*

As mentioned previously, Map 6, Transportation, shows the road, sidewalk, and bike route network within and surrounding the Downtown. The center is located at the intersection of two major State Roads – Main Street (Route 299) and Broad Street (Route 71). Both roads currently connect people to Route 13, Route 301, and Route 1, in addition to other local roadways. This location and proximity to major access routes provides convenient access to surrounding areas, which is a key asset and offers an opportunity to bring people to the Downtown; however, it is also a weakness as it also brings traffic, which hampers pedestrian and bicyclist travel throughout the area.

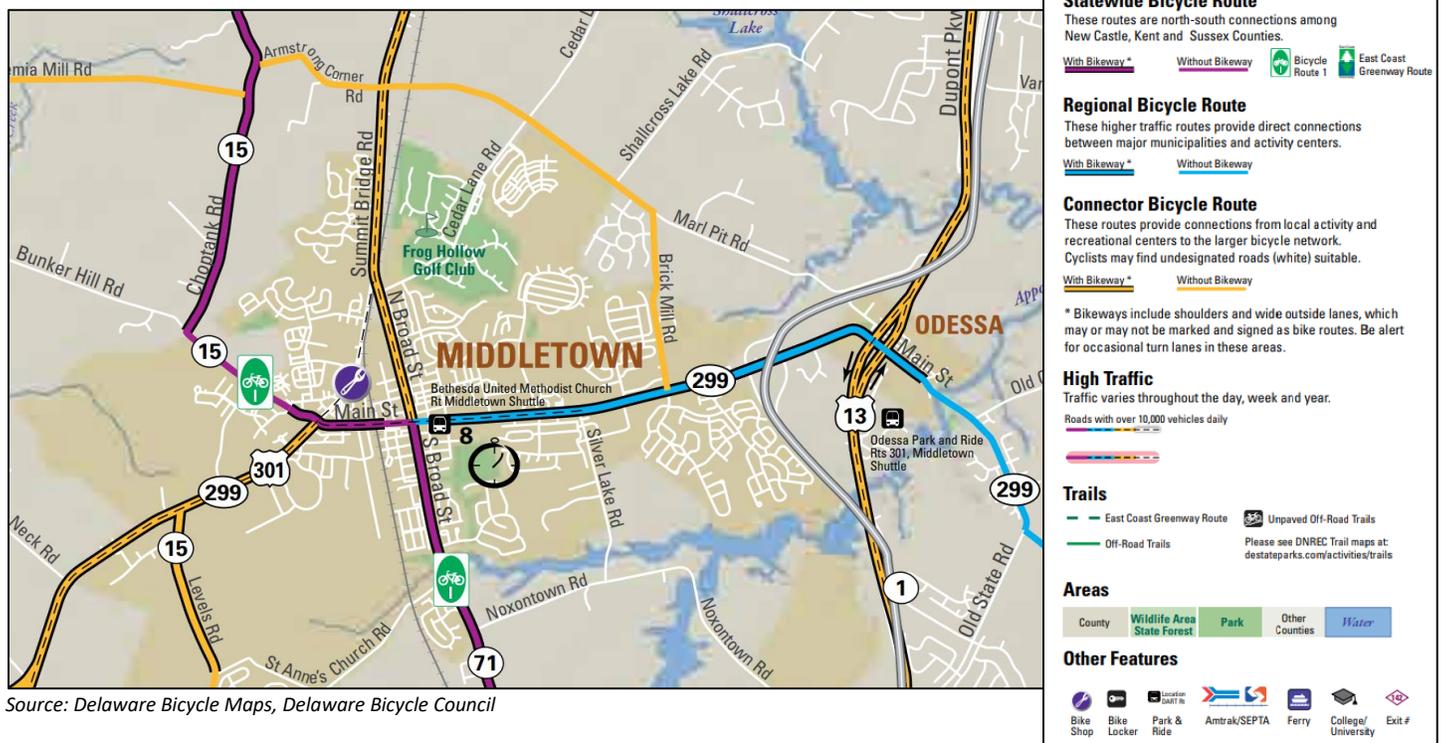
Sidewalks are an extension of the street system; they are the primary conduit for pedestrian travel and fundamental to facilitating residential, commercial, and social activity in the Downtown. They provide access between buildings and provide space for dynamic street life. Lively sidewalks are venues for people to participate in face-to-face activities and support businesses and should be part of a continuous network, connected with crosswalks at roadway intersections. They should be safe, comfortable, and attractive facilities that provide accommodations for people of all ages and abilities.

The majority of the Downtown is well served by sidewalks, with the presence of some crosswalks at key locations. Sidewalks on Main Street include brick, adding to the historic character and helping to promote the public realm. Sidewalks become narrower and transition to concrete as one moves further from the central business area. There are also a number of alleys that experience infrequent vehicular travel.



In addition to streets, maintenance and aesthetic upkeep of sidewalks and crosswalks is very important to encourage revitalization. Well-maintained streets and sidewalks serve as silent marketing tools that have a great impact on pedestrians, vehicles, and developers, although its affect seems minor. Pedestrians are not likely to walk along overgrown sidewalks or hidden areas where the line of sight is obstructed or the perception of safety becomes an issue. In general, sidewalks and crosswalks in the Downtown are in good condition and are well maintained; however, there are areas in need of maintenance. There are also gaps in the network. Gaps and sections in need of repair should be identified by a sidewalk inventory.

Figure 6. Bicycle Map



Source: Delaware Bicycle Maps, Delaware Bicycle Council

Providing a safe, comfortable, convenient, and interesting pedestrian environment throughout the Downtown and its surrounding neighborhoods provides a clear advantage over other nearby commercial areas. As the Downtown provides a greater regional draw, it will be important to maintain and enhance these pedestrian and bicycle connections and provide traffic calming features wherever possible.

### *Railroad*

A railroad operated by the Norfolk Southern Railroad lies to the west of the Downtown, which creates a visual divide from the more traditional downtown area to the east and the more commercial and industrial area near the railroad tracks that lie to the west. This railroad line is a major north-south line on the Delmarva Peninsula that runs roughly parallel to Broad Street throughout the entire Town, connecting with the northeast corridor and providing transportation to statewide and regional destinations. It is currently only used for freight. The 2012 Comprehensive Plan indicated that studies have been conducted that may eventually bring passenger rail service to Town, with two potential locations for these facilities being along Industrial Drive and U.S. Route 301 north of Peterson Road. Both of these proposed locations would place the facilities in close proximity to the Downtown.

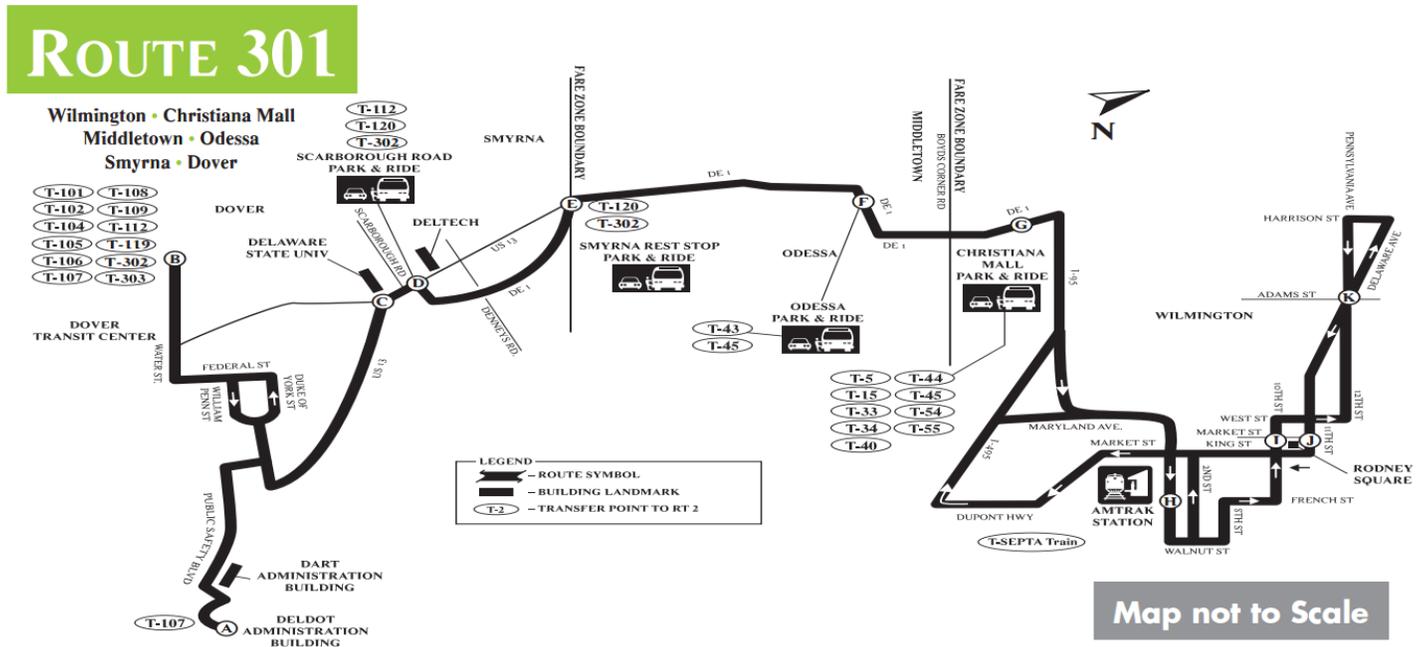
The Delaware Passenger Rail Engineering Study Report was completed in January 2002 and the Delaware Passenger Rail Operations Study Report was completed in May 2003. Both plans concluded that capital and maintenance costs of potential passenger rail service south of the Chesapeake & Delaware Canal would be reasonable compared to other rail systems in the country and that the preferable rail route is Wilmington-Newark-Middletown. While current ridership projections do not justify the extension of service south of Town, the long-term objective is to provide passenger-rail service south to Dover as development along SR 1 continues. The provision of passenger-rail service to Town holds the potential to allow for at least some commuters to utilize passenger-rail service rather than automobiles for commuting. Rail service, with a train station in Middletown would likely continue to increase the attractiveness of the Town and Downtown as a place to live and work. DelDOT has indicated that this is still a long-term project.

### *Bus Route*

The Downtown currently has one DART bus route – Route 43 – that accesses Main Street. It also serves the Amazon Distribution Center, the Walmart Supercenter, Middletown Village, the Middletown Crossing Shopping Center, and the Odessa Park & Ride. At the Odessa Park & Ride, connections are available to Routes 45 and 301. Buses leave this Park & Ride stop from 5:25 a.m. until 7:25 p.m. Routes leave Wilmington heading for Middletown starting at 1:00 p.m. and ending at 7:31 p.m. This bus route only runs Monday through Friday. Route 45 takes riders to the Christiana Mall and City of Wilmington; Route 301 is an Intercounty route, taking riders to the City of Wilmington, the Christiana Mall, Odessa, Smyrna, and Dover. Current route maps as of May 24, 2017 can be found in Figures 7, 8, and 9, below. All routes and times should be verified before relying on this information to secure public transportation, as bus routes are subject to change. The U.S. Census indicates that over 80% of Town residents commute using private vehicles rather than alternative forms of transportation. Slightly more than 2% of the Town's population used public transportation to commute to work according to the 2011-2015 American Community Survey.



Figure 9. DART Route 301 Intercounty – Wilmington – Dover



Source: DART First State

**Parking**

There are large expanses of parking covering a significant portion of the Downtown. The total onsite parking area, including driveways and driving aisles, is approximately 14.6 acres and comprises 10.7% of the total Downtown area, based on aerial imagery as shown on Map 8.



Off-street parking for existing structures is provided for numerous structures; however, many structures cover the majority of their associated lots and cannot meet current parking requirements. In addition, many of the Downtown streets have available on-street parking on at least one side. Some parking areas are not improved with pavement, striping, or curbing. Some of these private, undesignated, and unimproved parking areas are located along public streets, creating visual blight and use valuable land that could have higher and more beneficial land uses.

The Resident/Property Owner/Visitor Survey provided the following information from respondents:

- 27% use on-street parking;
- 31% use a public parking lot;
- 6% visit only 1 location;

- 9% use public parking visit multiple locations;
- 3% visit one location before driving to a second destination;
- 12% walk; and
- Less than 1% bicycle.

The parking supply generally appears to exceed demand, as there is often on-street and off-street parking spaces available during the day and night. A large number of parking areas have numerous space availabilities and are mostly vacant during daytime and nighttime hours, unless an organized event is taking place.



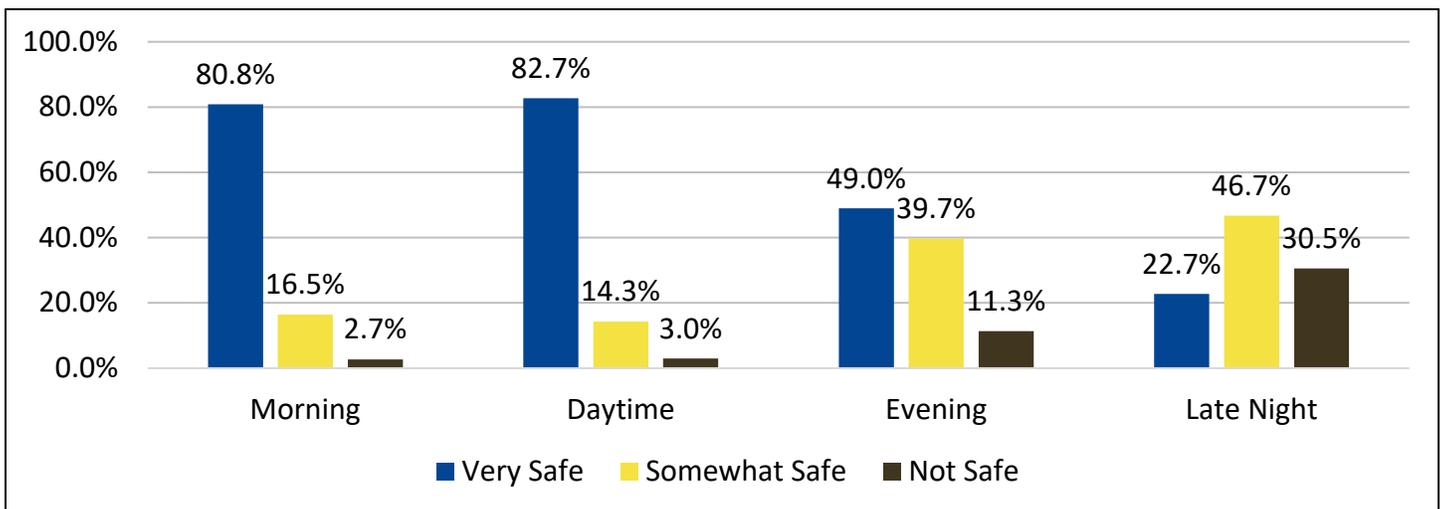
Based on the survey results, there are perceived parking issues in the Downtown. Less than 24% of respondents stated that parking availability was a factor that contributed to a positive downtown environment, while almost 62% noted that parking availability was a factor that concerned them about the Downtown. The Business Owner/Merchant Survey revealed that 12.5% would need more parking in order to expand

The Town’s parking regulations require parking spaces to be located to the rear and sides of buildings to minimize the impact of large expanses on the pedestrian environment. Parking areas are also required to have green spaces and buffers, in addition to bicycle parking facilities.

Map 8, Downtown Parking, shows off-street parking lots, both public and private. This map clearly shows an abundance of off-street parking for customers and employees. While most of these parking areas are concentrated near the commercial corridors of Main and Broad Streets, or near development on Wood Street, remaining areas are mostly residential and provide parking via personal driveways or on the street.

## 2.6 CRIME PREVENTION

Making the Downtown feel safe is the first step for any revitalization work. Without a baseline atmosphere of safety, all other downtown amenities or services will struggle. A place must not only be safe objectively but also feel safe subjectively. When asked how safe they felt Downtown during various times of the day, respondents provided the following responses:



It is important to try to understand why people have an impression that the area is not safe, particularly during certain times of day. As the numbers rise in the evening and late night, it is possible that this could be attributed to a decline of other people in the area, leading to general feelings of unease. Poor lighting could also be leading to this feeling; however, if more crimes occur during these times, targeted enforcement may want to be considered.

### Crime Prevention Through Environmental Design

Crime Prevention Through Environmental Design (CPTED) is a multi-disciplinary approach to deterring criminal behavior through environmental design. CPTED strategies rely on the ability to influence decisions that precede criminal acts by affecting the built, social, and administrative environment. The principles seek to reduce crime and the perception of crime or danger by emphasizing good design in elements related to the physical environment. Below are some strategies on how CPTED can be utilized in a Downtown area:

- **Windows:** Keep ground-floor windows clean and free of clutter. Remove faded and outdated posters and flyers. Keep drapes and blinds open. In general, make sure the space from around a person's knees and higher is clear so people can see in and out of the business. Cluttered windows make it easy for criminals to stay out of sight.
- **Landscaping:** Use landscaping, such as shrubs, planters, and trees instead of fences to guide people to entrances and exits. Trees should be canopied so people can walk under them comfortably. Do not allow shrubs to become overgrown; they should be pruned to knee height. Neglected landscaping not only indicates a lack of concern and/or ownership, it also creates hiding spaces.

## 3 A VISION FOR THE DOWNTOWN



This chapter starts by describing the vision developed for the Downtown. It then sets goals, objectives, and strategies, aimed at allowing the Town to reach that vision by addressing nine key issues.

### 3.1 DOWNTOWN VISION

Middletown will continue to work with its partners to restore the vitality once common in the Downtown by enhancing our community identity and heritage, fostering a center of activity, and ensuring economic stability through concentrated efforts in organization, promotion, design, and business development. To do so, the Town identified four vision statements for the Downtown:

- It is a place where people come to play, work, shop, and live – a vibrant and important community gathering place.
- It is a successful and desirable neighborhood with a variety of housing choices and mix of uses.
- It values its historic buildings and encourages compatible, high-quality new construction.
- Its streetscape is active and comfortable day and night, with pedestrian-scale lighting, street trees, landscaping, seating, and other coordinated amenities that establish a distinct identity.

### 3.2 PRIORITY PROJECTS

One of the cornerstones of a thriving downtown lies in the success of its businesses and recruitment of new development. The Town should foster and direct new development within the Downtown. Business development involves not only business-related objectives, but also retail and residential goals and the tools that help make projects happen. Tools such as marketing, incentive plans, public/private partnerships, and funding strategies all encourage economic growth. Through redevelopment of existing structures and implementation of new development, the Downtown should not be a place to visit occasionally, but should become a destination.

The Downtown is fortunate that it has continued to experience economic development while the nearby Route 301 corridor has ballooned with development activity in recent years. Much of the Downtown development can be attributed to either the redevelopment and renovation of existing structures or the redevelopment of vacant or underutilized land.

While both private and public investments have been made Downtown, it is crucial moving forward that focus continue to be given to key priority projects. Based on the SWOT analysis, downtown survey, and collected data, these projects were defined as noted below.

### *Existing Structure Redevelopment & Renovation*

Vacant structures play a critical role when stakeholders are looking to invest in the Downtown area. It is important that filling existing structures be the first priority. Structures can remain vacant for several reasons such as rent being too high, selectivity with specific tenants, structure not being up to building code requirements, lack of investment to bring the property to current market needs, difficulty in meeting current development standards, difficulty in finding tenants, location, etc.

To actively market the vacant structures and provide a presence Downtown, it is recommended that any vacant structure with first-floor windows provide seasonal displays and promote Town events as well as post the property and owner contact information for potential occupancy.

For vacant properties and properties not up to the Town's property or building maintenance codes, an initiative with proactive enforcement should be a priority in this area. Those properties in property tax arrears should begin legal processes for the taxing authorities to obtain the owed debts, moving toward potential property sales for redevelopment. The Town should also actively work with any financial institutions that may own the properties due to loan defaults to assist in securing an investor in the Downtown for redevelopment.

### *Vacant & Underutilized Land Redevelopment*

The Downtown has a few vacant lots; however, most are small and it would be difficult to meet all of the development requirements if they were to be developed individually. Some of the challenges to small vacant lots, if required, include stormwater management, off-street parking, entrance and exit locations, trash services, fire lanes, and loading spaces. Vacant lots are strongly encouraged to provide landscaping and amenities while they remain undeveloped.

### *Vacant & Abandoned Properties / Property Tax Delinquency*

Because of the mounting costs and difficulties that vacant and abandoned properties place on communities, government, nonprofit and community stakeholders are taking measures to stop and even reverse the tide of foreclosure, vacancy, and abandonment across the country. In some cases, the scale of the problem – and the data infrastructure, code enforcement staff, expertise, and funding required to tackle the problem – overwhelms the capacity of local governments to manage it. A significant challenge for most jurisdictions is to identify the number, location, and ownership of vacant properties. Information regarding possible vacancies is

often spread among several agencies, and records of ownership or responsibility for a property can be murky, dispersed among occupants, investors, servicers, and lenders. Despite these difficulties, communities need recent and reliable data to understand the problems they face, inform decision-making policy, and tailor responses to the varying conditions and characteristics of the cities, neighborhoods, and properties in question. To help local officials track problem properties, many jurisdictions have enacted vacant property registration ordinances that require owners to register their property and typically pay an associated fee. Fees that escalate the longer a property remains vacant can create a disincentive for owners to mothball properties, encouraging them to return these properties to productive use; in addition, revenue from these fees offsets the costs associated with the vacant properties.

As local officials learn of potential vacant and abandoned properties through registration, neighbor complaints, visual surveys, property tax delinquency, or other means, they typically turn first to code enforcement and tax liens to make owners take responsibility for the property and return it to productive use. Vacant and abandoned properties can quickly fall into enough disrepair that they no longer comply with local building codes. Code enforcement officials, who are empowered to secure properties that pose a threat to public health, safety, and welfare, can then issue citations and levy fines, on problem properties. Successful early intervention is the best course of action because deterioration compounds quickly over time.

Although neglected upkeep may be the most visible sign of vacancy (and one that is likely to result in a code violation), property tax delinquency is the most significant common denominator among vacant and abandoned properties. When an owner stops paying property taxes, the Town should consider initiating a tax-foreclosure process by placing a tax lien on the property. The lien is intended both to recover taxes owed and to prompt the owner to take responsibility for the property. Owners typically have the opportunity to pay off the lien, but the property reverts to the Town if the owner has walked away from it. Both lost property tax revenues and reverted properties can pose problems for the Town, although the latter can also present an opportunity to exert some control over reuse of the property if the Town is prepared to do so.

If the Town is able, and decides to take ownership of a property, it typically will attempt to transfer responsibility to a new owner as quickly as possible through the sale of either tax liens or the properties themselves. These processes, which can vary in form, must balance the rights of property owners with the public's interest in promptly moving properties into responsible ownership and productive use. Tax liens and tax-foreclosed properties can be auctioned, sold in bulk, or, where legal, transferred to land banks, community development corporations (CDCs), or other nonprofits. Expedited property auctions, which require full payment on the day of the auction and do not give bidders an opportunity to assess the quality of the property beforehand, favor investors and speculators. These sales provide municipalities with immediate revenue, but they ultimately result in continuing disinvest and recurring foreclosures. Similarly, laws that require municipalities to sell tax-foreclosed properties to the highest bidder favor speculators over other types of bidders. Speculative investment in vacant and abandoned properties is not necessarily bad for neighborhood stability; these investors may well be responsible property owners; however, more deliberative processes could result in more property being taken over by owner occupants, neighbors, land banks, and nonprofits. Other tools available to discourage irresponsible investors are strict code enforcement; rental registration and licensing; a rental conversion fee imposed when an owner-occupied property becomes a rental; and a requirement that all liens, taxes, and code violations be resolved before any transfer of property.

### *Utility Account Delinquency*

A similar problem found with vacant and abandoned properties, or those that are neglected, is that of utility delinquency. If properties have unpaid utility charges from the previous year, the Town may wish to consider selling a lien against the property to cover these charges. This method can also be taken to recover miscellaneous service charges by the Town such as: grass cutting, trash services, boarding up windows and doors for unsecure vacant structures and properties. It is recommended the Town coordinate these initiatives with the Town Attorney for legal advice.

### *Property Maintenance & Strategic Code Enforcement*

Responsible property ownership and maintenance is at the heart of neighborhood stability. . While most owners meet their obligations – maintaining their properties and complying with codes so they do not cause harm to their occupants, their neighbors and their communities – many do not. In those cases, the Town is tasked with encouraging negligent owners to carry out their responsibilities, and if they do not, take action to minimize the harm to the community.

To be successful, a code enforcement program must be defined broadly to weave regulation, policy, cost recovery, and a proactive strategy to improve the Town through responsible property ownership. A successful code enforcement system offers incentives for responsible ownership along with disincentives or penalties for irresponsible behavior or property abandonment. The goal of any program is to encourage private owners to maintain their property and use it productively. When the Town cannot achieve compliance, it should have systems in place that can enable it to gain control over the property in a timely fashion, abate the hazardous condition, and return the property to productive use.

## **3.3 GOALS & STRATEGIES**

The goals and strategies are organized around the nine key issues: economic development, land development, housing, public and private realm, transportation, parking, events, youth, and safety. Each topic is established around a broad goal – a statement of what the community wants to achieve in respect to the Downtown. The goals reflect the Vision for Downtown, found in Section 3.1. Strategies are also developed, related to each of the nine goals. These strategies are statements of what needs to be done for the community to move forward toward achieving the goal.

**GOAL  
No. 1**

The Downtown should continue to be a **center of economic activity** for Middletown.

**BACKGROUND |** The Downtown functions in a regional economy – it competes with other commercial centers for customers’ spending. It also competes with other locations to attract and retain businesses. As the regional economy has evolved over the last few decades, customers for downtown businesses have been siphoned off, first by big box retailers and then by new retail centers. For the Downtown to prosper, it has to reestablish a

niche in the larger regional economy. The Downtown offers a unique set of opportunities including its small-town historic character and convenient access – successful revitalization must build on those opportunities.

- 1-1 Remove barriers to investment and redevelopment.
- 1-2 Encourage increased communication between the Town, Main Street, and businesses.
- 1-3 Increase the awareness of Downtown businesses and improve their economic vitality by providing several resources, partnership opportunities, and program promotions.
- 1-4 Retain key businesses, institutions, and historic buildings – important existing assets of the Town’s economy and character.

**GOAL**  
**No. 2**

Promote a **balanced mix** of retail, restaurant, service, residential, and public uses.

**BACKGROUND |** To achieve the Downtown vision, existing businesses need to be more successful and additional businesses that build on the Downtown’s strengths need to be attracted to the area. This requires focused efforts to attract new customers to the Downtown and to promote the area as a desirable place to do business. The Town should think in terms of marketing the Downtown as well as its individual businesses to both consumers and to investors.

- 2-1 Emphasize high-quality, distinctive products and personalized services, including businesses serving a specialized market not already served by mass-market retailers.
- 2-2 Promote standards that foster adaptive reuse of existing structures as well as compatible and context-sensitive infill development.
- 2-3 Encourage uses to locate in the Downtown that would support visitors remaining in the area for longer periods of time (e.g., restaurants, entertainment).

**GOAL**  
**No. 3**

Strengthen **residential neighborhoods** by encouraging improved maintenance and appearance, rehabilitating older buildings, and avoiding incompatible development.

**BACKGROUND |** A strong and robust Downtown residential population is critical to the overall health and vitality of the area. Downtown residents provide a steady and consistent clientele for the retail, service, dining, and entertainment uses found in the area, as well as create around-the-clock vibrancy.

Downtown is home to a dynamic population that spans a wide range of ages and incomes. Each segment of the population has a diverse set of housing needs and preferences that should be reflected in the types of housing provided. There are various types of housing options that can meet a diverse Downtown market. General categories include upper floor rental units, townhouses, live/work spaces, and single-family residences. These options typically involve reusing existing buildings as well as infill construction on vacant or underutilized properties.

Placing residents within close proximity to jobs and amenities increases street-level activity and creates a vibrant environment throughout the Downtown. Public and private entities should work together to identify housing needs and preferences and foster partnerships to meet these needs.

- 3-1 Provide for a range of housing types, prices, and densities.
- 3-2 Encourage the improved maintenance and appearance of residential properties.

**GOAL**  
**No. 4**

Improve the appearance of the Downtown's **public and private realm**.

**BACKGROUND |** The appearance of an area influences how people feel about it. If the area is attractive, clean, and well maintained, it creates a positive, inviting feeling. Conversely, if the area is run-down and poorly-maintained, it is a deterrent to people coming to the area.

The basic infrastructure of the Downtown is quite attractive. The majority of Main and Broad Streets is lined with older buildings that, in large measure, have retained their basic character. The location of buildings at the back of the sidewalk is consistent, and reasonably intact, with a few exceptions. The Town has also benefitted from streetscape improvements that upgraded portions of the Downtown with improved sidewalks and ornamental street lighting. A number of storefronts have also been improved.

In spite of this infrastructure and prior efforts, the appearance of some parts of the Downtown is not as inviting and welcoming as it could be. Both public infrastructure and private buildings could be improved to make the overall Downtown more attractive.

- 4-1 Enhance the visual appearance of privately-owned buildings and properties.
- 4-2 Provide and support streetscapes that foster a sense of place, civic pride, belonging, and accessibility for all members of the community.

**GOAL**  
**No. 5**

Enhance the Downtown's **transportation and circulation** system to connect and integrate amenities and destinations.

- 5-1 Create an environment that promotes the use of alternative transportation including walking, biking, and transit to move around and come into the Downtown.

**GOAL**  
**No. 6**

Provide a sufficient amount of **parking** within the Downtown and ensure its use is properly managed.

- 6-1 Optimize parking for all stakeholders and visitors.

**GOAL**  
**No. 7**

Continue to provide quality **community events** of interest to a variety of audiences and age ranges.

**BACKGROUND |** Events and activities can attract visitors to the Downtown, generating activity, creating a greater sense of community, showcasing the Downtown area, and reinforcing the Downtown as a community focal point. During the public outreach process, residents, employees, visitors, and business owners discussed events they enjoyed including the Peach Festival, Christmas Parade, Music on Main, and Sips & Sweets, among others.

In addition, the request of “more Downtown events” has been heard throughout the process. Events such as food festivals, family events, and concerts were discussed. Downtown infrastructure may need to be rethought in order to accommodate large crowds, including appropriate open spaces, transportation, and parking, so that the Town can better position the Downtown to become a stronger and more vibrant center for art and entertainment.

- 7-1 Increase the number and diversity of cultural, entertainment, and recreational activities and events that attract people to the Downtown.

**GOAL**  
**No. 8**

Create an environment where **youth** are welcomed in the Downtown and contribute to a friendly, lively, successful atmosphere.

**BACKGROUND |** Youth are the future of Downtown. If they develop an interest in and a habit of doing things in the Downtown, this will be instrumental to the community. It is key that young people be involved in deciding how they can help and what roles they should play in both implementing this Downtown Development District Plan and being involved in the Town in general.

- 8-1 Encourage involvement in activities by local school students.
- 8-2 Expand activities that appeal to younger customers.
- 8-3 Partner with nearby schools for events.

**GOAL  
No. 9**

Promote a Downtown environment where residents, employees, and visitors feel **safe** day and night.

**BACKGROUND |** To achieve the vision for the Downtown, visitors must feel safe when they thinking about coming to the Downtown, business owners have to know that the Downtown is safe for their own businesses and for their customers, and residents have to be safe to live in the Downtown. Creating an environment in which people feel safe is essential to improving the area, attracting new customers and businesses, and making the Downtown a desirable place to live.

A perception of safety emerges from a variety of factors. There should be a visible police presence and involvement with the Downtown community to make people feel safe, as well as to deter inappropriate activity, but safety is not just about having more police. It also involves having more “eyes on the street” and more activity in the Downtown. It requires creating a cooperative environment where property owners, business people, and residents work with the police and each other to address issues and concerns. It requires having more people in the Downtown – think about the difference in how you feel walking along an empty street versus one that is alive with people. It requires having a physical environment that feels safe – well lit and comfortable to be in.

**9-1** Increase street level vitality and visibility.

**9-2** Support Police Department efforts to reduce crime and promote proactive public safety efforts in the Downtown.

The following is a restatement of the nine goals developed for the Downtown:

**GOAL  
No. 1**

The Downtown should continue to be a **center of economic activity** for Middletown.

**GOAL  
No. 2**

Promote a **balanced mix** of retail, restaurant, service, residential, and public uses.

**GOAL  
No. 3**

Strengthen **residential neighborhoods** by encouraging improved maintenance and appearance, rehabilitating older buildings, and avoiding incompatible development.

**GOAL  
No. 4**

Improve the appearance of the Downtown’s **public and private realm**.

**GOAL  
No. 5**

Enhance the Downtown’s **transportation and circulation** system to connect and integrate amenities and destinations.

<b>GOAL</b> No. 6	Provide a sufficient amount of <b>parking</b> within the Downtown and ensure its use is properly managed.
<b>GOAL</b> No. 7	Continue to provide quality <b>community events</b> of interest to a variety of audiences and age ranges.
<b>GOAL</b> No. 8	Create an environment where <b>youth</b> are welcomed in the Downtown and contribute to a friendly, lively, successful atmosphere.
<b>GOAL</b> No. 9	Promote a Downtown environment where residents, employees, and visitors feel <b>safe</b> day and night.

## 4 IMPLEMENTATION

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### 4.1 PRIORITY PROJECTS

While several private and public investments have already been made Downtown, it is crucial moving forward that focus be given to a few key priority projects. Based on the SWOT analysis, downtown survey, development activity, stakeholder input, and collected data, rehabilitating and renovating existing properties as well as developing infill properties were identified as key priority projects for the Downtown.

As mentioned earlier in this document, the Town has been fortunate in that a developer has already purchased and renovated several properties in the Downtown; however, there are still other properties in need of rehabilitation and renovation. In general, there are three primary reasons that property owners do not reinvest: they do not have the money, they do not know what to do, or they do not want the hassle.

Rehabilitating and renovating a building or property can benefit an owner in many ways:

- Extending the property's economic life;
- Achieving a better quantity, quality, and durability of income stream (e.g., more rents, better tenants, longer leases);
- Making the property eligible for more favorable financing (e.g., lower interest rate, longer-term loan);
- Eliminating operating inefficiencies;
- Decreasing operating expenses;
- Turning unused areas into productive spaces;
- Establishing a new depreciation schedule; and
- Instilling pride in the property owner.

Building improvements can also help lower vacancy rates and spur reinvestment in adjacent properties, which are important indirect benefits for a property owner, as well as the entire Downtown.

Several projects have been identified specifically as key priority projects, many of which have the potential of beginning as early as 2019. These are listed below:

- 1 E Main Street (23-006.00-261) – This existing, almost 1,900 s.f. building, is currently home to Louis Marie Bridal and sits at the heart of Middletown's Downtown Development District. Upper floors are currently vacant or are used for storage. Building renovations are planned to ensure code compliance and increase aesthetics, maintaining the building's mixed-use style allowing first floor commercial and upper floor residential.
- 116 E Main Street (23-009.00-018) – The Bethesda United Methodist Church offers the Bethesda Child Development Center as a mission to the MOT community offering academic preschool programs, a summer

camp for ages 2-8, as well as before and after school care programs in the local school district. The Center has plans for an addition at its current location.

- 139 E Main Street (23-006.00-261) – A renovation of this existing residential building is planned to ensure code compliance and increased aesthetics. This renovation is anticipated to be able to begin before the end of 2019.
- 13 W Main Street (23-006.00-260) – This existing commercial building, home to Half Baked patisserie, is adjacent to the newly constructed downtown lofts. Plans include renovating the building to ensure code compliance and increased aesthetics and making it a true mixed-use building by maintaining the first floor commercial use and adding upper floor residential.
- 27 W Main Street (23-005.00-123) – This existing mixed-use building is home to Dolls on Main, a beauty lounge & brow bar, as well as residential apartments above. Plans include renovating the building to ensure code compliance and increased aesthetics, as well as maintaining its mixed used by maintaining the first floor commercial and upper floor residential uses.
- 60 W Main Street (23-008.00-021) – This existing building is an 1856 Old Style 4,450 s.f. residential property with 3 stories, 6 bedrooms, and 2 bathrooms. The property is currently for sale. It is currently zoned C-2 Downtown Commercial and has a Future Land Use of Mixed Use, meaning there are a variety of possibilities for the building’s future use. The Town would like to see the building put to productive use in the future. It is anticipated that this renovation could begin prior to the end of 2019.
- 116 W Main Street (23-008.00-100) – This residential building was recently purchased by the owner of Volunteer Brewing Co., currently located on the adjacent parcel. He already has a demo permit in place and has submitted applications to the Town to renovate the building to turn the building into a tap house and exterior beer garden. If successful, renovation work will likely begin in the fall of 2019. Work will be undertaken in a phased approach. This expansion will be a welcome addition to the Downtown Development District, as it will give this business a presence on Main Street.
- 124 W Main Street (23-008.00-015) – This commercial building, formerly a comic shop, sits at the corner of W Main Street & S Scott Street. It is 2,178 s.f., one story, and is currently vacant. The Town would like to see the building put to productive use in the future.
- 218 W Main Street (23-008.00-011) – This 0.17-acre parcel is a vacant piece of land adjacent to Peachtree Medical, across the street from the newly renovated Peachtree Station, and across an alley from a supply of public parking. Near the western gateway to the Downtown Development District, this is a prime location for new construction to occur.
- 225 W Main Street (23-005.00-018) – This commercial building, currently home to the Whistle Stop, an antique shop near the western gateway to the Downtown Development District, has plans to be renovated

to mimic the look of the adjacent Peachtree Station building. Renovation work is anticipated to be able to begin before the end of 2019.

This is not necessarily an exclusive list of priority projects that may occur in the Town and it is acknowledged that, as the market changes, projects may develop and this list may need to be periodically evaluated. Updates will be provided on an annual basis to the Town Council.

## 4.2 IMPLEMENTATION RECOMMENDATIONS

There is no one solution to improve the Downtown; instead, it will take many actions with a long-term perspective. The implementation recommendations are based on the downtown survey, collected data, existing conditions, Task Force and stakeholder input, as well as Town staff and consultant input.

This section is intended as a summary and implementation tool for the Downtown Development District Plan. It was created to assist Town Officials and Staff coordinate planning actions and make decisions in a timely, systematic manner. Many of the recommendations can involve other agencies and partners that have shared interests or jurisdiction over funds, approval, or coordination. The listed implementation items are for consideration by the Town and not prioritized.

**Table 10. Implementation Items**

Implementation Items to Consider	Related Strategies
<p>1 Prepare a Downtown Toolkit that may contain components such as an online map of business and non-profit locations, sites available for purchase/lease, and parking areas, complete with property profiles. The toolkit may also include maps and brochures, digital and audio tours, a website, and apps to provide information about the Downtown. Additional recruiting materials could include information about the current business mix, the market, space costs and availability, and sources of assistance.</p>	<p>1-1, 1-2, 2-1, 5-1, 7-2</p>
<p>2 Evaluate existing incentive programs and create additional incentive programs, as appropriate.</p>	<p>1-1, 1-2, 1-3, 1-4, 3-2, 5-1</p>
<p>3 Review and revise the Zoning Ordinance and related regulations, as necessary, to ensure they are clear and consistent and implementation is timely, predictable, and cost-effective. Areas to consider include implementation/process, promoting new uses and a greater diversity of uses, providing context-sensitive zoning changes to provide more opportunities for reuse and infill, parking standards, landscaping standards, and lighting standards. Ensure these are accessible and available online.</p>	<p>1-1, 1-4, 2-2, 2-3, 3-1, 3-2, 4-1, 5-1, 6-1, 9-1</p>
<p>4 Expand targeted retail promotions aimed at specific consumer groups such as Downtown workers, students, or people who live in the Downtown or other specific area.</p>	<p>1-2, 1-3, 2-1, 7-1, 8-2</p>
<p>5 Develop cluster cross-business referral discount programs where customers who make purchases at Downtown businesses receive discounts on other purchases made at participating businesses in the Downtown.</p>	<p>1-2, 1-3, 2-1, 2-3, 7-1</p>

6	Assist local businesses to participate in existing internet discount coupon programs such as Living Social or Groupon.	1-2, 1-3, 2-1
<b>Implementation Items to Consider</b>		<b>Related Strategies</b>
7	Continue to encourage businesses of similar types to standardize hours of operation to provide a more consistent and predictable environment for visitors and patrons.	1-2, 1-3, 2-3, 9-1
8	Continue to support the Buy Local program, Small Business Saturday, First Friday, and other programs designed to encourage patronage of Downtown businesses.	1-2, 1-3, 2-1
9	Encourage the preservation and appropriate reuse of older buildings, particularly the rehabilitation of historically or architecturally significant buildings.	1-4, 2-2
10	Encourage the development of niche businesses.	1-2, 2-1
11	Develop a "How to Start a Business in Middletown" guide.	1-1, 1-2, 1-3, 2-1, 2-2, 4-1
12	Continue to encourage additional sit down restaurants with outdoor seating areas and unique entertainment venues.	1-1, 2-1, 2-3
13	Provide for housing types to accommodate those seeking a more walkable and urban living environment.	1-1, 1-4, 2-2, 3-1, 4-2
14	Actively monitor conditions and increase enforcement of the Town's Property Maintenance Code.	3-2, 4-1, 9-1
15	Develop and distribute a brochure to all property owners explaining Code requirements for property maintenance.	3-2, 4-1
16	Create a clearinghouse, database, and/or promotional brochure of existing financing options and incentives.	3-2, 4-1
17	Identify areas where coordinated maintenance efforts could be undertaken to reduce costs for individual owners including power washing, window cleaning and repair, and similar activities that have significant mobilization or equipment costs that can be shared.	3-2, 4-1
18	Develop a program or design project to encourage property owners to enliven the façade of their buildings by painting doors, trim, or building accents.	3-2, 4-1
19	Work with property owners/businesses to light up storefronts and windows at night, including spaces that are currently vacant.	4-1, 4-2, 9-1
20	Encourage businesses to install seasonal window displays throughout the year.	4-1, 4-2, 9-1
21	Encourage businesses to use signage designed, sized, and located primarily for pedestrians and compatible with the Downtown's character.	4-1, 4-2, 9-1
22	Coordinate existing efforts and funding to provide greenery and flowers throughout the area.	4-2, 9-1
23	Establish a volunteer-based clean-up/beautification day and/or program or offer volunteer hours with schools if they have related requirements.	3-2, 4-1, 4-2, 8-1
24	Implement location-appropriate improvements such as bicycle racks, transit shelters, benches, directories, street lighting, and other streetscape improvements throughout the area.	4-2, 5-1, 6-1, 9-1
25	Reinforce community identity with attractive gateways at the Downtown's edge.	4-2
26	Develop a bicycle and pedestrian plan that includes a sidewalk and crosswalk inventory that identifies gaps and sections in need of repair along with accessibility barriers to sidewalks, curbs, and pedestrian facilities.	4-2, 5-1, 7-2

27	Develop a comprehensive wayfinding system for use by pedestrians, cyclists, and motorists.	5-1, 6-1, 7-2
<b>Implementation Items to Consider</b>		<b>Related Strategies</b>
28	Work with DeIDOT to improve traffic along Main Street. Evaluate posted speed limits, traffic devices, and crosswalks to determine if they are appropriate and revise/install as needed.	4-2, 5-1, 6-1, 9-1
29	Conduct a comprehensive parking study, including the evaluation of the amount of on-street parking and its size, location, and allowed duration to determine adequacy and modify if necessary.	1-1, 4-2, 5-1, 6-1, 9-1
30	Encourage businesses to hold concurrent activities with Downtown events such as providing information about available goods and services, providing discount coupons for future purposes, etc.	1-2, 1-3, 7-1
31	Continue current activities and events designed to bring people to the Downtown with a focus on increasing participation through the development of a media and marketing plan.	1-2, 1-3, 7-1
32	Increase efforts to solicit information for the online calendar of community events and activities, publicizing the feature to the community and its organizations.	1-2, 1-3, 7-1, 8-2, 8-3
33	Consider new partners and new events that would be of interest to a broad segment of the community, such as a food or cultural festival.	1-2, 1-3, 7-1
34	Explore methods to provide temporary event parking, including the possibility of shuttle service to/from remote parking areas.	7-2
35	Add student representatives to existing and future Town committees, as appropriate.	8-1
36	Consider the creation of a program for Downtown businesses to mentor young adults and involve them as interns.	1-2, 8-1, 8-2
37	Develop an appropriate space for teen activities.	8-2
38	Ensure there is adequate and functional street lighting.	4-2, 9-1
39	Carefully monitor vacant buildings to ensure they are being maintained and not falling into a state of disrepair or becoming targets for criminal activities.	3-2, 4-1, 9-1, 9-2
40	Encourage residents and businesses to report incidents of suspicious activities.	1-2, 9-2
41	Consider the installation of CCTV cameras in the Downtown.	9-2
42	Consider publicizing and enforcing the "Yield to Pedestrians in the Crosswalk" law.	9-2
43	Pursue funding options to complete identified implementation items.	ALL
44	Pursue State of Delaware Downtown Development District Designation Application.	ALL

### 4.3 ABILITY TO IMPLEMENT THE DOWNTOWN DEVELOPMENT DISTRICT PLAN

Local leaders must have the will and desire to mobilize local resources to implement this Plan. That means convincing public and private stakeholders alike of the rewards for their investment of time and money in Downtown – the heart of their community.

The Town's 130 employees are in contact with business leaders every day. The Mayor and Council wholeheartedly support making the Town the best place to live and work for its residents and businesses. As

employees are made aware of this Plan, businesses that come in for licenses or permits can discuss future plans and discuss how better projects can be developed.

The Town also has a strong relationship with the Middletown Main Street (MMS) organization. The organization's executive director position began as a staff position with the Town (Main Street Program Manager) before MMS gained its status as a full Main Street Accredited community. The organization itself is co-funded by its national organization, Main Street America, and a grant from the Town, while also holding fundraisers throughout the year. The Town's 2012 Comprehensive Plan also recommended continuing the active Main Street program both as it relates to community character and design and economic and community development. Both the Town and Middletown Main Street continue to work together for the success of the Downtown in a variety of ways, from events to fundraising, communications to business attraction. MMS, its Executive Director, and its Board of Directors are well-suited and well-positioned to assist the Town in many of the implementation items listed previously, as well as achieving the overall visions and goals discussed in this Plan.

## 5 INCENTIVES

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### 5.1 EXISTING INCENTIVES

The Mayor and Council have provided incentives in the past to large job creators such as amazon.com and Johnson Controls. In the Town's Charter, it states that they have the right to provide tax breaks and other fee reductions on a case-by-case basis. The following are fees that currently impact the Downtown:

- Conditional Use Hearing Fee;
- Impact Fees for Water, Sewer & Electric Hook-up;
- Permit Fees;
- Property Tax;
- Business License; and
- Rental License.

As much of the Downtown also coincides with the historic downtown, the impact fees are often small. The Town's impact fees were set up to address "new" impact on the Town by additional employee counts. Since Downtown businesses have, in theory, already paid into the impact to the Town, fees are often nominal; however, this does not mean that fees cannot be negotiated.

The Town endeavors to be user-friendly when it comes to permits and business licensing. The Mayor and Council have always considered keeping a thriving downtown business district to be a high priority.

### 5.2 INCENTIVES

The Town will consider proposed incentives for the Downtown area during the annual budget review process as well as potential ordinance changes to existing code requirements throughout the year when considering changes to incentivize specific areas of growth and redevelopment.

### 5.3 OTHER FUNDING & SUPPORT OPPORTUNITIES

#### *Federal Sources*

#### **BROWNFIELD ECONOMIC DEVELOPMENT INITIATIVE (BEDI)**

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BEDI is a competitive program used to spur the return of brownfields to productive economic reuse. BEDI grants must be used in conjunction with HUD Section 108 guaranteed loans.

#### **COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)**

---

CDBG grants are funds from the U.S. Department of Housing and Urban Development (HUD) for community revitalization through housing, infrastructure, and economic development programs that serve the interests of low- and moderate-income populations.

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### **ECONOMIC DEVELOPMENT ADMINISTRATION (EDA) GRANT**

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EDA grants can be used to finance construction and rehabilitation of infrastructure and facilities that are necessary to achieve long-term growth and economic vitality.

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### **ENVIRONMENTAL PROTECTION AGENCY (EPA) ASSESSMENT GRANT**

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Assessment grants provide funding to carry out cleanup activities at brownfield sites. An applicant must own the site for which funding is requested at the time of the application.

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### **HISTORIC PRESERVATION TAX CREDIT PROGRAM (HPTC)**

---

HPTC provides developers with a federal tax credit up to 20% off the costs associated with the renovation or rehabilitation of a building listed on the National Register of Historic Places.

---

### **HOME INVESTMENT PARTNERSHIPS PROGRAM (HOME)**

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HOME provides grants to states and municipalities to fund a wide range of activities intended to assist in building, buying, and/or rehabilitating affordable housing.

---

### **LOW INCOME HOUSING TAX CREDIT (LIHTC) PROGRAM**

---

The LIHTC program provides a dollar-to-dollar tax credit to attract equity investments to finance the development of affordable housing.

---

### **NEIGHBORHOOD STABILIZATION PROGRAM (NSP)**

---

NSP grants are funds made available to acquire and rehabilitate abandoned or foreclosed housing or residential properties in neighborhoods.

---

### **NEW MARKET TAX CREDIT (NMTC) PROGRAM**

---

The NMTC Program attracts investment capital to qualifying low-income census tracts by permitting individual and corporate investors to receive a tax credit against their Federal income tax return in exchange for making equity investments in specialized institutions called Community Development Entities (CDEs).

---

### **U.S. DEPARTMENT OF TRANSPORTATION (DOT) TIGER GRANT**

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Tiger Grants provide funds for investment in road, rail, transit, and port projects that promise to achieve critical national objectives that make communities more livable and sustainable.

#### *State Sources*

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### **ADVANTAGE 4**

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This grant program assists qualified borrowers in the purchase of their own home by providing down payment and closing cost assistance in the form of a grant equal to 4% of the first mortgage loan amount.

---

## **CLEAN TRANSPORTATION INCENTIVE PROGRAM**

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This program provides grants and rebates for Delawareans, Delaware counties and municipalities, and Delaware businesses for the purchase of new, alternatively fueled vehicles and electric vehicle charging stations.

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## **DELAWARE EMERGENCY MORTGAGE ASSISTANCE PROGRAM (DEMAP)**

---

DEMAP is designed to assist Delawareans who are 90 days or more delinquent on their mortgage payments. Reasons for hardship are limited to unemployment or reduction in hours as a result of a downturn in the economy, illness, or injury. The Delaware State Housing Authority brings the mortgage current with a lump sum payment and makes additional payments for up to 24 months that allows the borrower to stabilize their financial position.

---

## **ENERGY ASSESSMENTS**

---

The Delaware Sustainable Energy Utility is subsidizing energy audits performed by the University of Delaware's Industrial Assessment Center. This program also serves to train UD graduate students through hands-on energy auditing experience. After the building assessment, participants receive a list of recommended energy conservation measures, estimated costs and savings, and payback periods.

---

## **ENERGY EFFICIENCY INVESTMENT FUND (EEIF)**

---

The EEIF program helps businesses offset upfront costs for energy efficiency improvements and offers two grant/loan options for installation of energy efficiency projects.

---

## **FIRST TIME HOMEBUYER TAX CREDIT**

---

This program is a federal income tax credit designed to help make homeownership more affordable to qualified homebuyers. Homebuyers who elect to use the federal tax credit are eligible to claim a portion of the annual interest paid on their mortgage as a special tax credit.

---

## **GREEN ENERGY PROGRAM**

---

This program provides grant incentives for qualifying renewable energy systems installed in Delaware. In order to qualify for rebates, a participant's electricity provider must collect funds for the program and currently offer a grant program for renewable energy projects. Each utility company offering rebates has unique program regulations, requirements, program budgets, incentive levels, and application forms.

---

## **GREEN INFRASTRUCTURE**

---

Green infrastructure loans are available for projects at below market interest rates. Interest rate subsidies and/or principal forgiveness may be provided based on the affordability of the project. Wastewater facilities and environmentally innovative projects are eligible.

---

## **HOME PURCHASE REHABILITATION PROGRAM**

---

This program assists homebuyers purchase a home that may need to be repaired, improved, or made more energy efficient. The cost to purchase the home and the cost of repairs (up to \$35,000) are combined into one loan.

---

## **HOUSING DEVELOPMENT FUND (HDF)**

---

The HDF is designed to provide financing for developers through sponsoring agencies. Types of developments that will be considered include, but are not limited to, the acquisition and/or rehabilitation of existing housing, the adaptive reuse of buildings, and new construction.

---

## **LEAKING STORAGE TANK REMEDIATION**

---

These loans provide a source of low interest financing for protecting the State's groundwater supplies by rehabilitating underground storage tank systems. Eligibility is open to owners or lessees of underground storage tank facilities that need rehabilitation in order to meet regulatory requirements and where the applicant demonstrates ability to repay the loan.

---

## **LOW INCOME HOUSING TAX CREDIT (LIHTC)**

---

The statewide program provides a direct federal income tax credit to qualified owners and investors to build, acquire, or rehabilitate rental-housing units to rent to working low-income Delawareans. The equity raised through the tax credit investment makes it possible for developers to attract the financing needed to create or restore low-income rental housing.

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## **NATIONAL REGISTER OF HISTORIC PLACES TECHNICAL ASSISTANCE**

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The Delaware Department of State, Division of Historical & Cultural Affairs provides technical assistance to parties interested in applying for recognition on the National Register of Historic Places.

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## **NEIGHBORHOOD ASSISTANCE ACT (NAA)**

---

The NAA program encourages businesses and individuals who pay Delaware state income taxes to invest in programs serving impoverished neighborhoods or serving low- and moderate-income families. In exchange for a qualified contribution to benefit an approved non-profit program, the NAA provides state tax credits equal to 50% of the investment.

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## **RECYCLING**

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Recycling programs support the statewide universal recycling law and offers grants, loans, business sector recycling toolkits, and technical assistance. Government, commercial, and non-profit applicants are eligible for grants and loans to increase the recycling rate.

---

## **SECOND MORTGAGE ASSISTANCE LOAN (SMAL)**

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SMAL assists income-qualified borrowers in the purchase of their own home by providing down payment and closing cost assistance in the form of second mortgages. SMAL must be used in conjunction with the Delaware State Housing Authority's Homeownership Loan.

---

## **SEU LOW-INTEREST LOAN PROGRAM FOR BUSINESSES AND NON-PROFITS**

---

The Delaware Sustainable Energy Utility will provide direct low-interest loans to businesses, non-profits, and governments for the purpose of financing energy conservation measures. Loans can range between \$25,000 and \$1 million.

---

## **SMALL BUSINESS & TECHNOLOGY DEVELOPMENT CENTER (SBTDC)**

---

Delaware SBTDC is designed to provide quality assistance to small businesses in order to promote growth, expansion, innovation, increased productivity, and management improvement. All management counseling is free and training program costs are minimal. Business professionals who have owned their own businesses staff the SBTDC. The staff also uses local business professionals to assist in counseling and training events. The services are available to any existing or prospective for-profit small business. The SBTDC provides basic information, a sounding board for ideas and projects, management counseling, training seminars, and literature.

---

## **STATE SMALL BUSINESS CREDIT INITIATIVE (SSBCI)**

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SSBCI is a loan program that enables businesses to obtain medium- to long-term financing, usually in the form of term loans, to help grow and expand their businesses. There are 2 ways: purchase transactions, also known as purchase participation, where the State purchases a portion of a loan originated by a lender; and companion loans, also known as co-lending participation or parallel loans, where lenders originate a senior loan and the State originates a second (usually subordinate) loan to the same borrower.

---

## **STRONG NEIGHBORHOOD HOUSING FUND (SNHF)**

---

The SNHF is intended to fund local jurisdictions and non-profit development agencies to acquire, renovate, and sell vacant, abandoned, foreclosed, or blighted buildings in targeted areas.

---

## **STORMWATER INFRASTRUCTURE**

---

Loans are available for stormwater infrastructure projects at below market interest rates. Interest rate subsidies and/or principal forgiveness may be provided based on the affordability of the project. Projects with water quality benefits are eligible.

---

## **SUSTAINABLE ENERGY UTILITY (SEU)**

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The SEU buys solar renewable energy credits (SREC) for \$0.45 per watt from solar installations up to 50kW. In exchange, the generation owners assign SREC generated over the next 20 years to the SEU. Residential photovoltaic systems up to 50kW are eligible to generate for SREC procurement.

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## **WASTE REDUCTION**

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This program conducts free waste assessments to help participants understand Best Management Practices (BMPs) and navigate service options related to waste streams. Government and commercial applicants are eligible for technical assistance to increase the recycling rate, reduce waste generation, and cut costs.

---

## **WEATHERIZATION ASSISTANCE PROGRAM (WAP)**

WAP is a free service that is designed to reduce energy costs for low-income families by improving the energy efficiency of their home. Grant funds are provided by the U.S. Department of Energy and state sources for administering the program. Residential home owners, low-income housing developers and owners, and home renters are eligible to apply for direct grants to install energy efficiency and home weatherization measures.

---

## **WELCOME HOME / HOME AGAIN**

This is a home ownership program that provides first mortgage financing at below-market interest rates to qualified homebuyers.

### *Other Resources*

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## **DELAWARE DIVISION OF SMALL BUSINESS**

The Delaware Division of Small Business offers comprehensive assistance in loan “packaging” by utilizing existing State and federal programs. The Division is skilled in generating financing options for the State’s business community in conjunction with private financial institutions. By customizing a loan package, professional staff is able to match development needs with available financial resources.

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## **DELAWARE INNOVATION FUND**

The Delaware Innovation Fund is a seed and early-stage venture capital firm established as a public/private sector initiative to assist Delaware companies in the critical pre-seed and early stages of formation. The fund provides financial and technical assistance to Delaware-area based businesses that have the potential to launch innovative products and processes into national markets, to create new jobs, and to make a significant contribution to the economic diversity and the technology base of Delaware’s communities.

---

## **DELAWARE MANUFACTURING EXTENSION PARTNERSHIP (DEMPEP)**

DEMPEP is a non-profit resource organization offering affordable, confidential technical and business solutions to small and medium-sized manufacturers in the State. DEMPEP provides sound technical field agents and consultants who specialize in solving problems that are unique to manufacturers.

---

## **DELAWARE SMALL BUSINESS DEVELOPMENT CENTER (DSBDC)**

DSBDC will answer questions about managing a small business and provide information about small business issues. They provide information, training, and free one-on-one counseling for small business owners and those interested in starting a business. DSBDC can obtain a market feasibility study for a business, containing data such as a detailed demographic profile of the market area and a great amount of other information.

---

## **SERVICE CORP OF RETIRED EXECUTIVES (SCORE)**

SCORE provides one-on-one counseling from retired executive volunteers for small business people thinking about starting a small business and for current business owners. The organization also offers low-cost business skills workshops throughout the State.

---

## **SMALL BUSINESS ADMINISTRATION (SBA)**

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The mission of the U.S. Small Business Administration Delaware District Office is to aid, counsel, assist, and advocate the interests of the State's small business community, utilizing various financial, investment, procurement, and business development programs and resources.

## 6 DOWNTOWN DEVELOPMENT DISTRICT PLAN APPENDIX

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### A. Downtown Maps

1. Downtown Boundary
2. Downtown Aerial
3. Existing Land Use
4. Zoning
5. Environmental Features
6. Transportation
7. State Strategies
8. Downtown Parking

### B. SWOT Analysis

### C. Surveys

1. Resident / Visitor Survey
2. Merchant Survey
3. Results

### D. Websites & Links of Interest

### E. Local Enabling Legislation

# APPENDIX A

## DOWNTOWN MAPS

Map 1. Downtown Boundary

Map 2. Downtown Aerial

Map 3. Existing Land Use

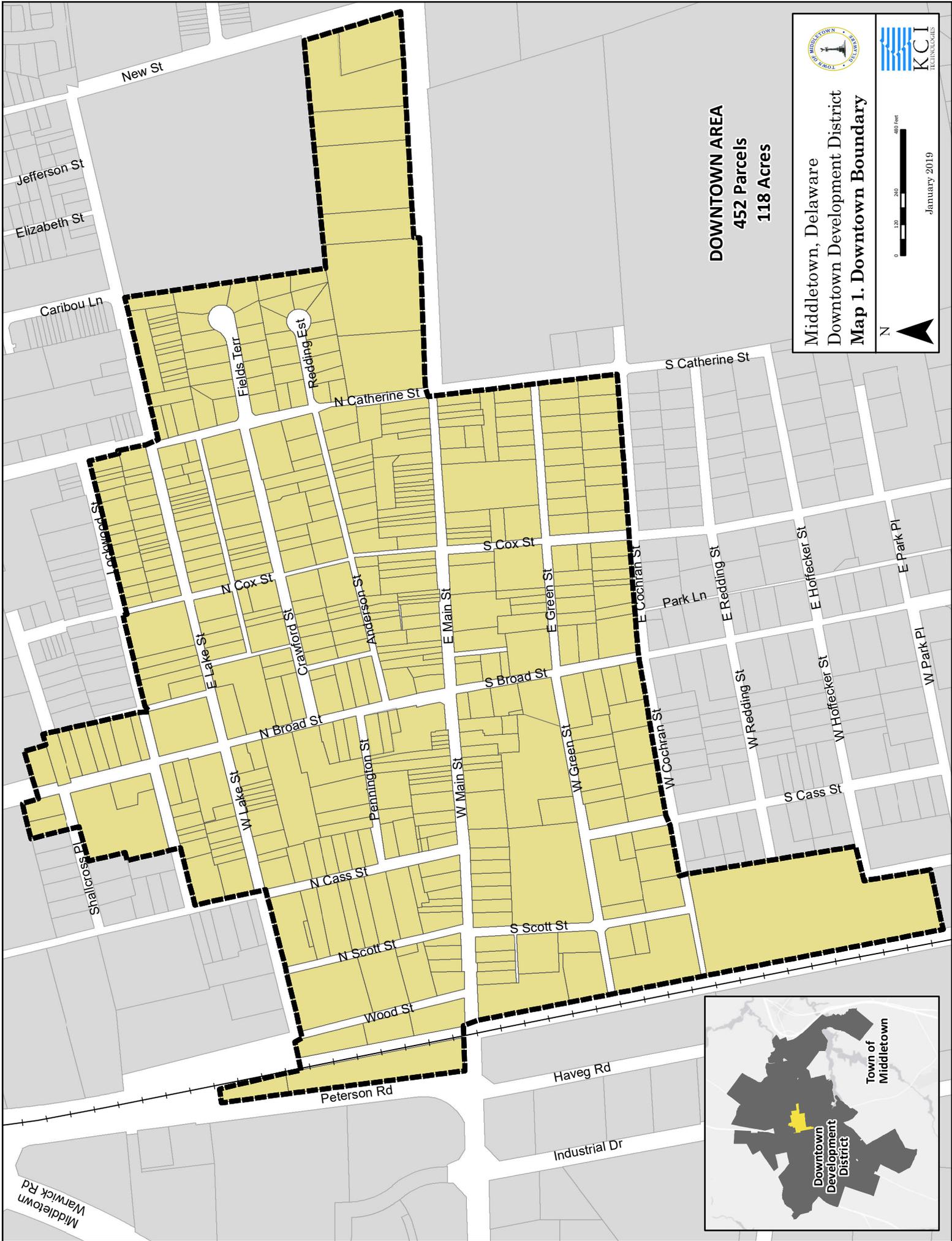
Map 4. Zoning

Map 5. Environmental Features

Map 6. Transportation

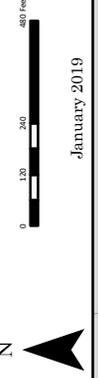
Map 7. State Strategies

Map 8. Downtown Parking



**DOWNTOWN AREA**  
**452 Parcels**  
**118 Acres**

Middletown, Delaware  
Downtown Development District  
Map 1. Downtown Boundary



January 2019





Middletown, Delaware  
Downtown Development District  
Map 2. Downtown Aerial

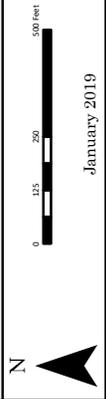


January 2019

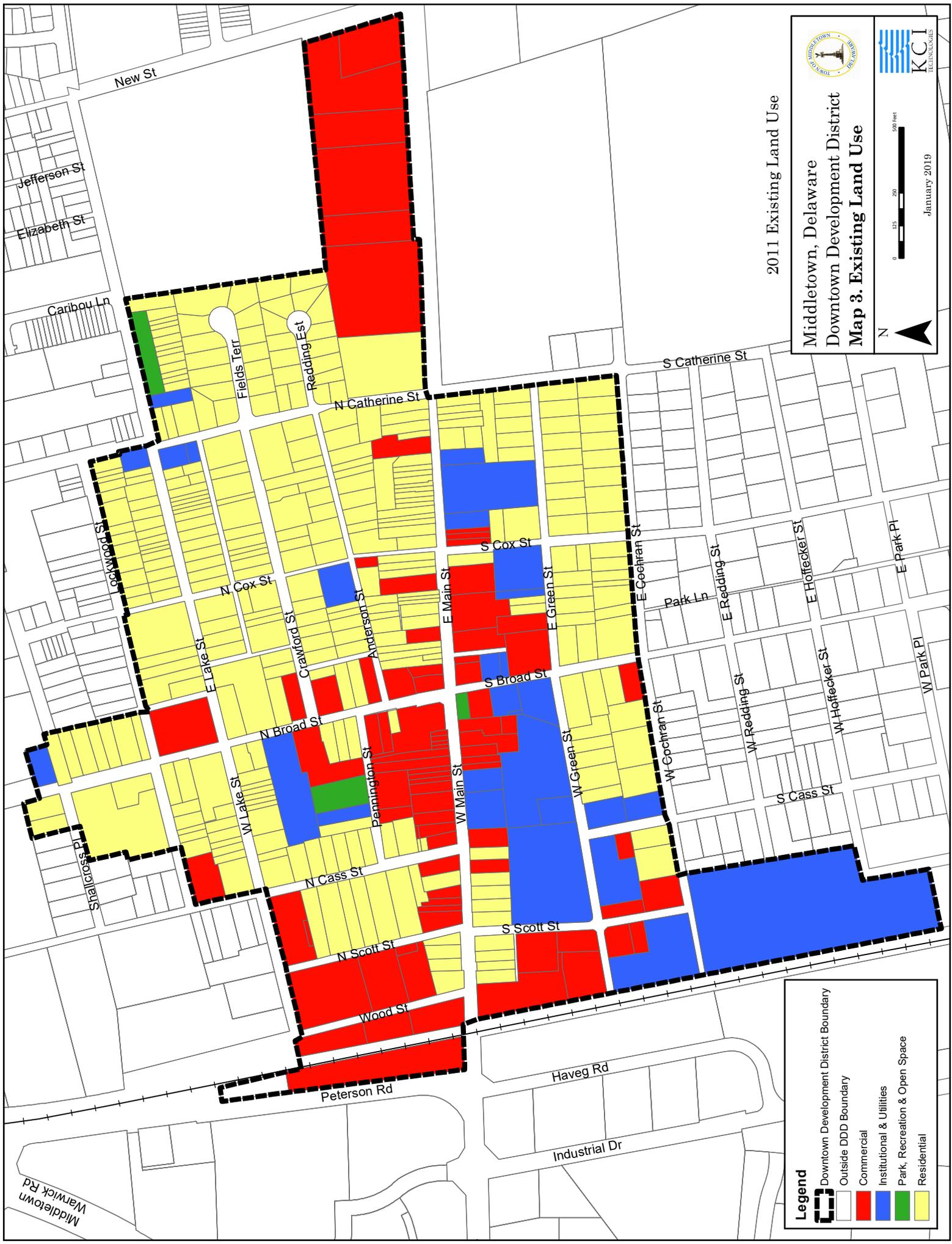




2011 Existing Land Use  
 Middletown, Delaware  
 Downtown Development District  
 Map 3. Existing Land Use



January 2019



**Legend**

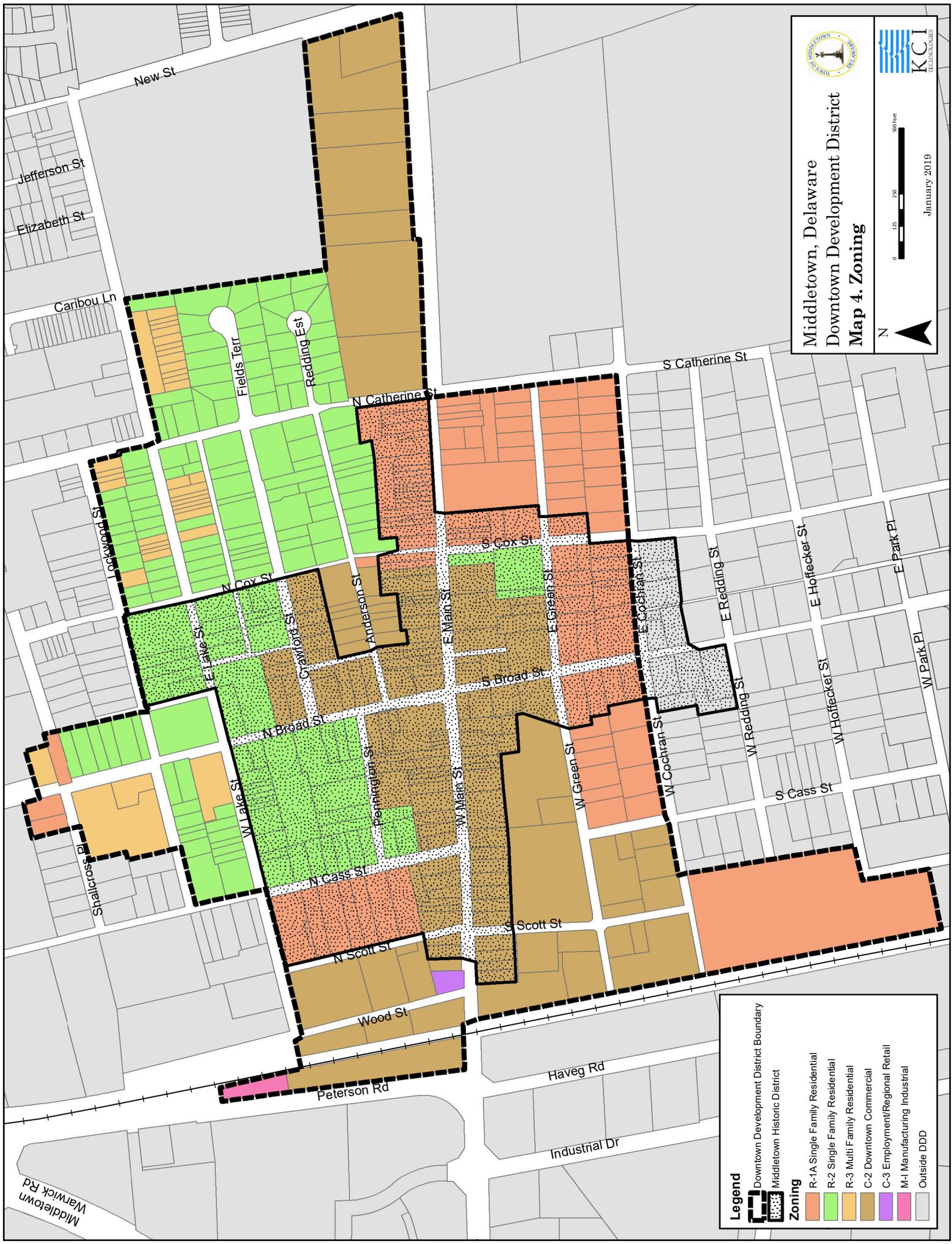
- Downtown Development District Boundary
- Outside DDD Boundary
- Commercial
- Institutional & Utilities
- Park, Recreation & Open Space
- Residential



Middletown, Delaware  
Downtown Development District  
Map 4. Zoning



January 2019



**Legend**

- Downtown Development District Boundary
- Middletown Historic District

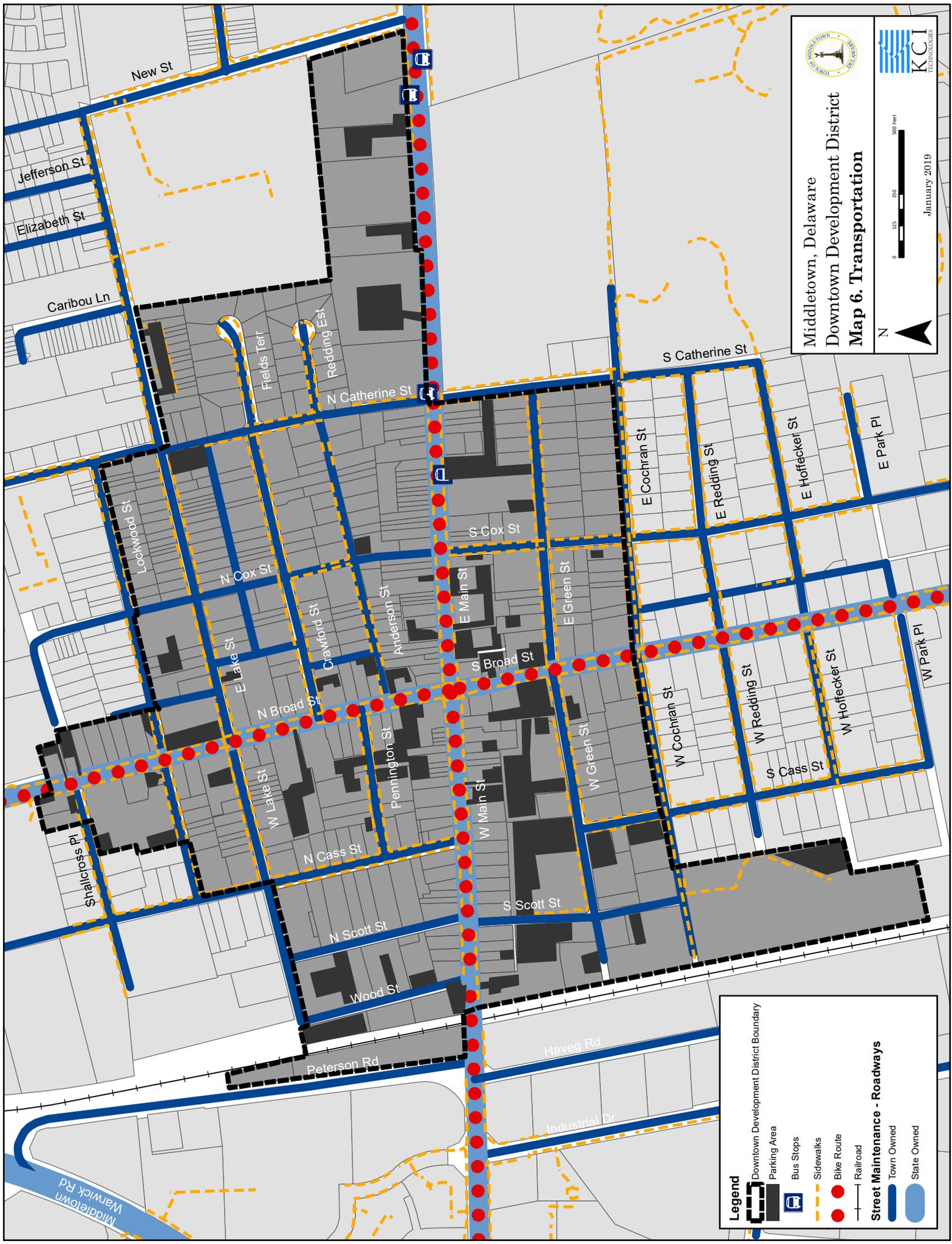
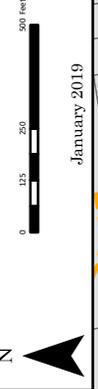
**Zoning**

- R-1A Single Family Residential
- R-2 Single Family Residential
- R-3 Multi Family Residential
- C-2 Downtown Commercial
- C-3 Employment/Regional Retail
- M-1 Manufacturing Industrial
- Outside DDD





Middletown, Delaware  
 Downtown Development District  
 Map 6. Transportation



**Legend**

- Downtown Development District Boundary
- Parking Area
- Bus Stops
- Sidewalks
- Bike Route
- Railroad

**Street Maintenance - Roadways**

- Town Owned
- State Owned

**Legend**

- Downtown Boundary
- Parcel Boundary

**State Strategies 2015**

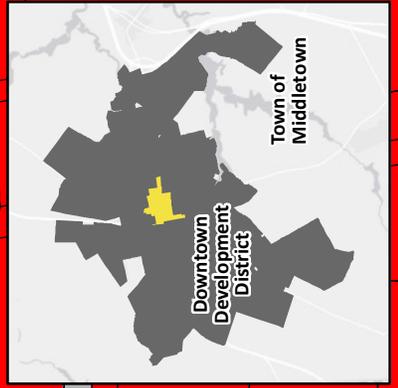
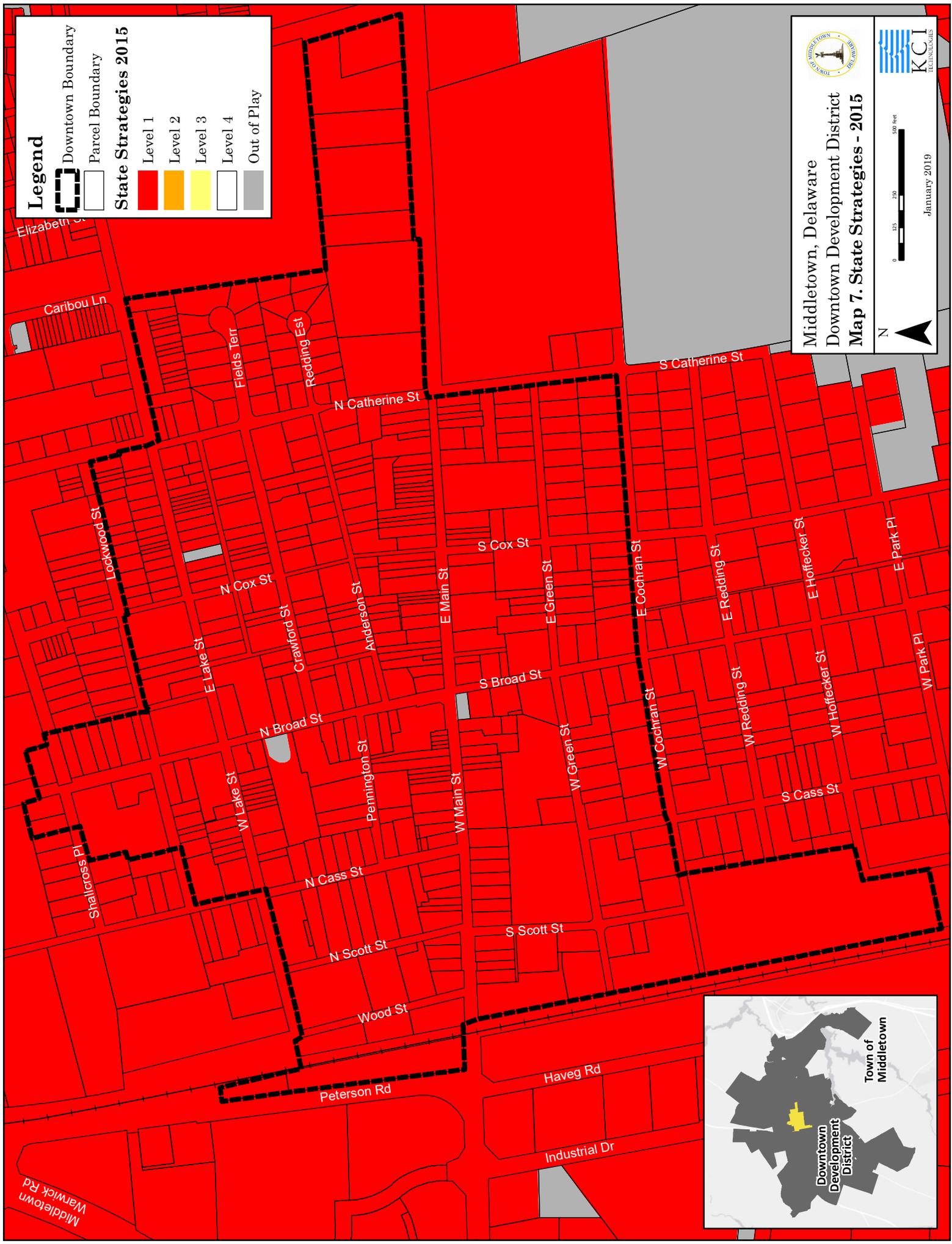
- Level 1
- Level 2
- Level 3
- Level 4
- Out of Play




Middleton, Delaware  
Downtown Development District  
Map 7. State Strategies - 2015




January 2019



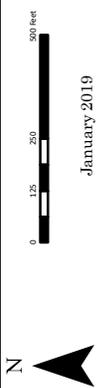
**Legend**

- Downtown Boundary
- Parcels
- Parking Area
- Marked Parking Spaces
- Lots Unimproved with Striping



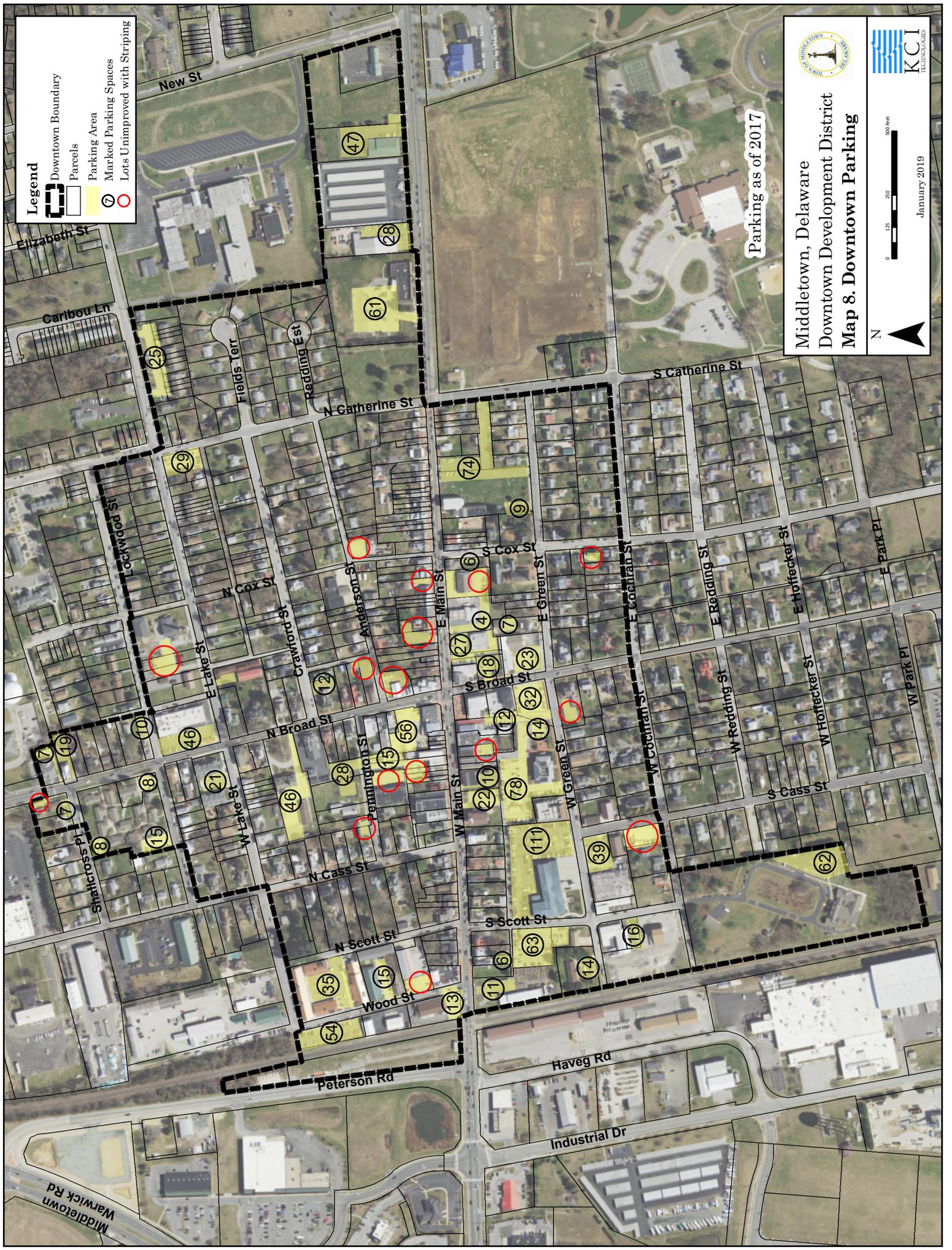
Middleton, Delaware  
Downtown Development District  
**Map 8. Downtown Parking**

Parking as of 2017



0 125 250 500 feet

January 2019

# APPENDIX B

## SWOT Analysis

Strengths

Weaknesses

Opportunities

Threats

## STRENGTHS

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### *Characteristics of Middletown's downtown that give it an advantage.*

1. Middletown manages to maintain its small town appeal considering overall population growth over the last decade.
2. Visibility and exposure of downtown district great as Rt. 299 experiences high volume of commuter traffic.
3. Overall walkability and proximity of amenities makes residing/frequenting downtown attractive.
4. Active, energetic Middletown Main Street Inc. leadership and collaboration and engagement by downtown business owners.
5. Strong, active historic theater with live theater, movies, educational camps, and other events.
6. A lot of potentially beautiful and welcoming properties with some TLC.
7. The community *wants* downtown to be/have more to bring them in e.g., restaurants, bookstore, entertainment.
8. Walkability.
9. Free parking.
10. Variety of boutiques that have one-of-a-kind items that would bring people downtown such as teas at Purple Sage and western wear at Stubborn Soul. You can't find these types of gifts in the big-box stores of Westown.
11. Historic buildings are nice to look at and there are more renovations and updates being done every day.
12. The Middletown Main Street hosts events all year long that have become very popular (Trick-or-Treat on Main was known to bring at least 3,000 kids downtown for that fun event) and have brought and continue to bring new people into the downtown who have never seen it before. This will cause them to tell their friends and family about what they've seen and bring even more people downtown as the Town adds more boutiques, specialty stores, and restaurants.
13. There are very few vacancies downtown at any given moment. The vacancies tend to fill very quickly with a new store owner taking a chance to succeed in small business.
14. History – Middletown has deep roots and reminders of the past that go back nearly 200 years. Many of the old buildings and Peach Mansions are still standing and the residential homes on Cass St. put Middletown in a unique category with just a few other Delaware towns.

15. Location – convenient to Philadelphia, Baltimore, Rehoboth Beach, Annapolis, and the Eastern Shore of MD. Middletown is 90 minutes from many desirable cities and shorelines.
16. People – longtime residents remain in the area and are our closest tie to the past. They quickly recall the days when they knew everyone who walked down the street. The community was more connected and came together for events and support. The transplants to Middletown have been lured by this appeal and want to try to recreate it.
17. Events – Peach Festival, Hummers Parade, Trick or Treat on Main, Fireworks, Christmas Parade, Middletown Main Street – there is no shortage of events in Middletown.
18. Small Business Investment – small businesses have invested in downtown. The strengths listed above have allowed small businesses to invest in the renovation of downtown and restore the mix of residential and commercial that is necessary to a thriving downtown.
19. Concerned businesses and residents are willing to take action.
20. Middletown has a supportive Town Council.
21. There are a variety of businesses (but could have even greater variety).
22. Churches desire to be a part of the community and solution to problems.
23. The Middletown Historical Society has resources and the heart for connecting the new with the old, connecting in a positive way to the past.
24. The Middletown Area Chamber of Commerce is a strong, active organization in the community.
25. Street charm – lamps, planters, and pocket park.
26. Small-town atmosphere including our current small business shops provide accessibility to “foot traffic”.
27. For the most part, its main area around “Four Corners” look taken care of and there is frequent foot traffic indicating that local businesses have a good customer base.
28. It seems news spreads quickly when advertised through downtown. That benefits the town as a whole because it brings people in from other places to explore Middletown. There is indication of an involved community. Also, seen good reviews in how locals treat visitors.
29. Downtown is very close to its “outer-town” making it convenient for travelers to go “in and out”.
30. There is room for new business, architectural preservation, historic and cultural events.
31. Well-known reputation as friendly small-town.
32. Own police department and firehouse.
33. Population is mixed – families, singles, seniors.

34. Variety of housing offered – 55+ communities, mixed-age communities, apartments.
35. Offering many services such as variety of stores, movie house, bowling alley, restaurants, hotel, YMCA, parks, public and charter schools, Main Street association, variety of medical services including Healthsouth, Emergency Center, physicians, MOT Senior Center.
36. Convenient to major roads such as I-95, I-295.
37. Only 1.5 hours to beach.
38. Close to nearby states such as NJ, MD, PA. With no sales tax, nearby states shop here bringing in revenue.

## **WEAKNESSES**

Characteristics of Middletown’s downtown that place it at a disadvantage.

1. Rt. 299/Main Street as only major through-way creates traffic volume build-up.
2. Amount and identifying locations of public parking lacking.
3. Cost of doing business (i.e. permits, fees) are expensive.
4. Lack of exposure for streets that branch off of Main Street.
5. Aesthetic appearance of some commercial and residential properties within downtown boundaries unappealing.
6. Numerous vacant, run-down properties left unkempt and/or vacant for years – eyesores and feels unsafe. Code enforcement?
7. Lack of safe pedestrian crossing areas throughout, especially at high-activity areas e.g., at The Everett.
8. Few (public) common gathering areas except Silver Lake Park (if that is included in “downtown district”) and even there, insufficient parking.
9. Other than The Everett, little “destination” draw for entertainment downtown. Lack of restaurants to bring people in.
10. Downtown is mostly used as a “pass through” and reluctantly at that, by most driving through.
11. There is a perception that there’s “no parking” but there are hundreds of spots in the municipal lots available to anyone, for free. I think people are used to other towns where fees are charged for parking. There are also alleyways from the Town’s parking lots where people can be on Main Street in just a few steps, but how do you advertise alleyways?
12. East Main Street is an eyesore and that is the gateway into Town; however, this residential area is owned by property owners all over the country who have rented out the townhouses

and are absentee landlords. The Town provides three trash cans to each tenant and all three of these trash cans are in front of these townhomes. There are lots of complaints about this, but how can you force an elderly tenant to walk down the street and behind a dozen other townhomes until they can get to the back of their home? Yes, they could drag the trash can through their house and into their backyard, but who wants to do that?

13. Traffic. Traffic. Traffic. There are lots of complaints about traffic. There are hopes that the new 301 bypass road will alleviate a lot of the cars using 299 to cut through to Maryland. 299 is also used by so many to travel to Townsend from Route 1, as there is no exit off of Del. 1 to get to Townsend. There are also plans to widen 299 from Catherine Street to the Route 1 exit. There will still be a bottleneck in the historic downtown area where the road can't be widened; however, this is a good opportunity for everyone slowed down coming through town, getting a look at the businesses the town has to offer.
14. Traffic – the traffic on 299 and 301 is seen as the biggest issue with downtown.
15. Current a mid-point not a destination – conveniently located between Wilmington and Dover, Philadelphia and Rehoboth, or 'on the way to Annapolis', Middletown gets to see its fair share of volume but there currently isn't enough 'local,' 'authentic' attraction to encourages visitors to stop and stay.
16. Parking challenges – Main Street parking can be challenging and public lots such as Scott St. don't offer sidewalks to Main St.
17. Vacant/dilapidated buildings – there are a number of prime locations that are vacant or run down and have tremendous potential for thriving businesses. Absentee owners and a lack of code enforcement is still evident in the downtown area.
18. Clear identity and vision – Middletown will need to clearly articulate its identity going forward. Is it 'historic small town' with a focus on peach orchards and its history as a mid-point between Appoquinimink Creek and the Bohemia River? Or is it an identity of sprawling suburb with disconnected, artificial community centers inside sub-developments?
19. Insufficient off-street parking.
20. Continuous heavy traffic both east- and westbound on Main Street creates potential for pedestrian concerns. Projected 4-lane changeover on Route 299, back to 2-lane as you enter actual town limits will only worsen traffic problem.
21. Majority of downtown businesses are heavily located in the West Main Street corridor, whereas East Main by comparison has relatively little business ventures. Perhaps consider a small park-like area.
22. Need more businesses that draw people into the center of town.
23. Could be more friendly to bicyclists.

24. Nothing for very young people, except for the Everett but that is not open all the time and then families seek other things outside of downtown.
25. There is a disconnect with the residents in how they can access resources for improvements.
26. Crime – drugs and petty theft.
27. MACC is not just Middletown.
28. MMS could update their website. There’s nowhere that I could find a map of parking for the area.
29. No apparent parameters for Main Street fronts and signage. Some gaudy signage along with tasteful storefronts.
30. We have not fostered as much diversity as is representative of our town.
31. Main Street traffic jam.
32. Not able to expand downtown area.
33. Lack of variety of stores in downtown area.
34. Lack of parking for residents in downtown area.

## **OPPORTUNITIES**

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Elements in the downtown’s general environment that Middletown could use to its advantage.

1. Creating downtown as a “destination” related to historical significance, targeting surrounding areas and tour groups.
2. Creative city planning could aid in distributing traffic during high volume times.
3. Identifying gaps in types of businesses and services in downtown district and creating a recruitment plan to attract them.
4. Creating more events, hosted in the downtown district, that target the local market – increase frequency.
5. The existence and preservation of The Everett – no one ever has bad things to say but so many people don’t patronize.
6. Turning abandoned properties into parking areas or cafes, restaurants, a general store, bookstore.
7. A local, long-running news publication located in the heart of downtown.
8. The existence of the Middletown Historical Society – opportunities to connect past-present via events, functions.

9. Location – convenient to Cecil County, MD, Dover, Newark. Middletown is closest “town” for some parts.
10. Middletown still has a small-town mentality and people love to participate in downtown events, so more events should be held and the events could be a great opportunity to showcase the parking, alleyways, and walkability of the downtown.
11. Middletown is one of the only small towns left with its own small town newspaper. Perhaps a partnership could be forged with the paper to help showcase the items mentioned above.
12. There are opportunities to forge partnerships between the small businesses downtown and the larger ones on the outskirts. It has been done already at the big Westown Movies – they have helped advertise events at the Everett Theatre, for example.
13. General economic prosperity – the demographic of expanding Middletown population is generally above-average income, young families. These families tend to spend more and be more active in their local communities.
14. Sales tax free – Delaware sales tax-free incentives pull business and consumers from neighboring states.
15. MOT – the term ‘MOT’ still has a place in Middletown and can serve to connect an even larger community of residents to the downtown Middletown district. Middletown, Odessa, Townsend must continue to work together to provide residents with the residential (rural/Townsend, historic/Odessa, new/Middletown) and commerce options they seek.
16. Provide a forum consisting of representatives from local fire and safety, police, town council, etc. to discuss ideas for future plans that would have a positive impact on our community.
17. Rather than look for more business ventures to fill unused space or replace abandoned/undesirable structures, consider turning the space(s) into small park-like areas with benches, flowers, and shrubs that will provide an attractive, welcome appearance for everyone to enjoy.
18. Evaluate opportunities for collaboration, e.g., IT for multiple businesses to keep things up-to-date/connected.
19. Churches and other organizations/networks connect to help neighbors in need, e.g., possible help with cutting high grass if unable to do it for themselves.
20. Bicycle lanes and parking.
21. Skateboard/bike park for young people to enjoy.
22. Find opportunities to encourage each other to be greener. Collaborate on reusable bags.
23. There is potential to bring in more arts such as music and nightlife that is not disruptive.

24. More historical programs for the community are possible. It will raise community awareness and involvement with history education and possibly downtown preservation. The Historical Society could help develop a brochure that gives a snapshot of some of the interested businesses, past and present.
25. More stores satisfying family needs.
26. More parking lots.
27. Assisted living facilities for growing number of seniors in the area.
28. Own hospital rather than travel to Christiana Care.
29. Erect an awning over connecting shops. It's attractive but also helpful should the weather be anything but sunny.
30. Remove garbage/trash containers from the front of homes on Main Street. It's so unattractive as you drive into town.

## **THREATS**

Elements in the downtown's general environment that could cause trouble for Middletown.

1. As development continues outside the downtown boundaries, local consumers may begin to frequent "big box" stores in lieu of local vendors.
2. Lack of recreational activities could contribute to delinquency.
3. The real and/or perceived "us vs. them" mentality between longtime residents and newer residents.
4. Not walkable throughout downtown. Some areas e.g., S. Scott Street, have no sidewalk, despite public parking there.
5. Standstill traffic on Main Street frequently.
6. Civic engagement seems to be very low. Plenty of complaining on social media but little participation in local government committees, improvement projects, etc.
7. Middletown has a "reputation" among builders, contractors, architects, etc. for being difficult to work with regarding downtown property improvement and/or re-building efforts.
8. Having a good variety of shopping and restaurants downtown. We need more variety in food offerings to counteract the boutiques. People like to shop and eat in a downtown.
9. Hours – the businesses will have to tailor their hours to those of the other open businesses. Businesses and restaurants won't thrive if they are never open when the rest of the majority of stores are open downtown.

10. Working together is key. There have been times when a business felt neglected and began a Main Street or Town bashing campaign. We all have to work together in a downtown atmosphere. It can be an us vs. them attitude.
11. Parking and traffic – if unaddressed, both will result in people driving further south (Dover) or north (Christiana) for shopping. Residential needs will be threatened by Smyrna, Maryland, and Dover suburbs.
12. Lack of a clear vision of Middletown – what is the identity of the 150+ year town with meteoric growth and limited infrastructure improvements.
13. ‘Manufactured’ planned communities – these new walkable communities are being built in Parkside, Bayberry, and Whitehall. They threaten to negate the 150-year + history that Middletown currently has.
14. Status quo – continued growth without a significant and calculated investment in growing and protecting the heart of the downtown will erase a big piece of what makes Middletown such a great community and has endured for over 150 years.
15. Overloading Main Street with small businesses that cannot compete with the larger “box” stores generally leads to large turnover.
16. If there aren’t enough activities in downtown, then it will fall apart as people just travel through and go to places in outer parts of town. This can lead to community deadness, resulting in the town working to redevelop the downtown area to bring in the community, which may cause the destruction of historical structures to meet that objective.
17. Lose our sense of place with totally redeveloping rather than renewing and revitalizing with preserving some part of the town’s history.
18. Stores will close if business decreases and town could become a ghost town.
19. Seniors will have to relocate to out-of-town assisted living or nursing home unless Middletown offers these services. Seniors need to know that they can stay in the area near family by having needed services available.

# APPENDIX C

# SURVEYS

Resident / Visitor Survey

Merchant Survey

Results

# Middletown Downtown Development District Plan Resident / Property Owner / Visitor Survey



The Town has seen recent redevelopment successes in its Downtown and beyond. To continue building on these successes, the Town applied for and received a grant to create a Downtown Development District Plan to develop a unified vision for the future of the Downtown. As part of this effort, we are conducting a survey on a variety of issues. As a resident, property owner, or visitor to the Downtown, **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, 2018. Once completed, please return to:**

**Town of Middletown – Town Hall**

**Attn: Kristen Krenzer**

**19 W. Green Street**

**Middletown, DE 19709**

**Thank you for participating in our survey. Your feedback is very important to us!**

**1. How often do you shop at the following locations?**

	5+ times a week	2-4 times a week	Once a week	Once a month	Every few months	Never
Downtown Middletown						
Westown Center						
Other Middletown Shopping Centers						
Odessa / Townsend						
Bear / Glasgow / Newark						
Christiana Mall / Area						
Kirkwood Highway						
Dover						
Other:						

**2. List 2 places you visit in the Downtown:**

**3. Do you notice signage and storefronts when traveling down Main Street?**

Check One:	
<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

# Middletown Downtown Development District Plan Resident / Property Owner / Visitor Survey



## 4. Have you attended any of these Downtown events?

Check all that apply:			
<input type="checkbox"/>	4 <sup>th</sup> of July Parade	<input type="checkbox"/>	Grapes & Grains Festival
<input type="checkbox"/>	Music on Main	<input type="checkbox"/>	Buddy Walk
<input type="checkbox"/>	Relay for Life	<input type="checkbox"/>	Peach Festival
<input type="checkbox"/>	Sips & Sweets	<input type="checkbox"/>	Tree Lighting Ceremony
<input type="checkbox"/>	Small Business Saturday	<input type="checkbox"/>	Christmas Parade
<input type="checkbox"/>	Other – please specify:		

## 5. What events or activities would you like to see more of Downtown?

Check all that apply:			
<input type="checkbox"/>	Concerts	<input type="checkbox"/>	Food Festival
<input type="checkbox"/>	Events for Singles	<input type="checkbox"/>	Cultural/Ethnic
<input type="checkbox"/>	Farmers Market at Night/on Weekend	<input type="checkbox"/>	Kid-Friendly/Family Event
<input type="checkbox"/>	Other – please specify:		

## 6. How do you visit businesses in the Downtown?

Check One:	
<input type="checkbox"/>	Walk
<input type="checkbox"/>	Bike
<input type="checkbox"/>	Use on-street parking
<input type="checkbox"/>	Use public parking lot
<input type="checkbox"/>	Use private parking lot, visit 1 location, then leave Downtown
<input type="checkbox"/>	Use private parking lot and visit multiple locations
<input type="checkbox"/>	Use private parking lot and visit 1 location, then repeat at next Downtown location

## 7. How safe do you feel Downtown during the following times?

	Not Safe	Somewhat Safe	Very Safe
Morning			
Daytime			
Evening			
Late Night			
Comment:			

# Middletown Downtown Development District Plan

## Resident / Property Owner / Visitor Survey



**8. Which of the following factors currently contribute to Middletown’s positive Downtown environment?**

Check all that apply:			
<input type="checkbox"/>	Location	<input type="checkbox"/>	Entertainment/Events
<input type="checkbox"/>	Friendly Local Service	<input type="checkbox"/>	Parking Availability
<input type="checkbox"/>	Supporting Local Businesses	<input type="checkbox"/>	Proximity to Home/Work
<input type="checkbox"/>	Selection of Goods/Services	<input type="checkbox"/>	Know Local Employees
<input type="checkbox"/>	Other – please specify:		

**9. Which of the following factors concern you about the Downtown?**

Check all that apply:			
<input type="checkbox"/>	Cost of Living	<input type="checkbox"/>	Business Hours
<input type="checkbox"/>	Location	<input type="checkbox"/>	Poor Appearance
<input type="checkbox"/>	Concerns for Safety	<input type="checkbox"/>	Lack in Variety of Goods/Services
<input type="checkbox"/>	Parking Availability	<input type="checkbox"/>	Traffic
<input type="checkbox"/>	Other – please specify:		

**10. Which of the following business types would you like to see Downtown?**

Check all that apply:			
<input type="checkbox"/>	Grocery	<input type="checkbox"/>	Civic (ex: library, park, gallery)
<input type="checkbox"/>	Institutional (ex: church, bank, school)	<input type="checkbox"/>	Service (ex: tailor, dry cleaning, salon)
<input type="checkbox"/>	Retail (ex: clothing, hardware)	<input type="checkbox"/>	Specialty (ex: antiques, flowers, gifts)
<input type="checkbox"/>	Professional (ex: medical, law)	<input type="checkbox"/>	Nightlife
<input type="checkbox"/>	Other – please specify:		

**11. What food-related businesses would you like to see Downtown?**

Check all that apply:			
<input type="checkbox"/>	Locally Owned Restaurants	<input type="checkbox"/>	Chain Restaurants
<input type="checkbox"/>	Coffee Shop	<input type="checkbox"/>	Evening Dining
<input type="checkbox"/>	Tavern & Grill	<input type="checkbox"/>	Fast Food / Take Out
<input type="checkbox"/>	Deli / Sandwich	<input type="checkbox"/>	Grocery Store
<input type="checkbox"/>	Specialty (ex: butcher, ice cream)	<input type="checkbox"/>	Breakfast / Lunch Dining
<input type="checkbox"/>	Other – please specify:		

# Middletown Downtown Development District Plan Resident / Property Owner / Visitor Survey



## 12. What sort of advertising stands out to you?

Check all that apply:			
<input type="checkbox"/>	Print	<input type="checkbox"/>	Social Media
<input type="checkbox"/>	Other – please specify:		

## 13. What do you think would improve the Downtown?

### Demographics Information

#### 14. Do you live:

Check One:	
<input type="checkbox"/>	In Town Limits
<input type="checkbox"/>	Out of Town Limits

#### 15. If you live *Out of Town Limits*, what is your Zip Code?

\_\_\_\_\_

#### 16. Do you work:

Check One:	
<input type="checkbox"/>	In Town Limits
<input type="checkbox"/>	Out of Town Limits

#### 17. If you live *In Town Limits*, how long have you lived there:

Check One:	
<input type="checkbox"/>	< 1 Year
<input type="checkbox"/>	1 – 2 Years
<input type="checkbox"/>	3 – 5 Years
<input type="checkbox"/>	6 – 10 Years
<input type="checkbox"/>	11 + Years

#### 18. Age

Check One:	
<input type="checkbox"/>	Under 18
<input type="checkbox"/>	18 – 24
<input type="checkbox"/>	25 – 44
<input type="checkbox"/>	45 – 64
<input type="checkbox"/>	65 +

#### 19. Household's Annual Income

Check One:	
<input type="checkbox"/>	< \$15,000
<input type="checkbox"/>	\$15,000 - \$24,999
<input type="checkbox"/>	\$25,000 - \$34,999
<input type="checkbox"/>	\$35,000 - \$49,999
<input type="checkbox"/>	\$50,000 - \$74,999
<input type="checkbox"/>	\$75,000 - \$99,999
<input type="checkbox"/>	\$100,000 - \$149,999
<input type="checkbox"/>	\$150,000 - \$199,999
<input type="checkbox"/>	\$200,000 +

#### 20. Race

Check One:	
<input type="checkbox"/>	White
<input type="checkbox"/>	Black or African American
<input type="checkbox"/>	American Indian & Alaskan Native
<input type="checkbox"/>	Asian
<input type="checkbox"/>	Native Hawaiian & Other Pacific Islander
<input type="checkbox"/>	Two or More Races (please specify):
<input type="checkbox"/>	Other (please specify):

#### 21. Hispanic Origin

Check One:		
<input type="checkbox"/>	Hispanic or Latino (of any race)	<input type="checkbox"/>
<input type="checkbox"/>	Not Hispanic or Latino	

# Middletown Downtown Development District Plan Business Owner / Merchant Survey



The Town has seen recent redevelopment successes in its Downtown and beyond. To continue building on these successes, the Town applied for and received a grant to create a Downtown Development District Plan to develop a unified vision for the future of the Downtown. As part of this effort, we are conducting a survey on a variety of issues. As a business owner, employee, or merchant within the Downtown, **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, 2018**. Once completed, please return to:

**Town of Middletown – Town Hall**  
**Attn: Kristen Krenzer**  
**19 W. Green Street**  
**Middletown, DE 19709**

**Thank you for participating in our survey. Your feedback is very important to us!**

### 1. What type of business do you have?

Check one:			
<input type="checkbox"/>	Arts	<input type="checkbox"/>	Finance/insurance
<input type="checkbox"/>	Health Care	<input type="checkbox"/>	Nonprofit
<input type="checkbox"/>	Personal Services	<input type="checkbox"/>	Professional Services
<input type="checkbox"/>	Public	<input type="checkbox"/>	Real Estate
<input type="checkbox"/>	Religious	<input type="checkbox"/>	Restaurant/Food
<input type="checkbox"/>	Retail	<input type="checkbox"/>	Social Services
<input type="checkbox"/>	Other – please specify:		

### 2. How many years have you:

Been in business at your current location?		Been in business at another location downtown?	
<input type="checkbox"/>	<1 year	<input type="checkbox"/>	<1 year
<input type="checkbox"/>	1-2 years	<input type="checkbox"/>	1-2 years
<input type="checkbox"/>	3-5 years	<input type="checkbox"/>	3-5 years
<input type="checkbox"/>	6-10 years	<input type="checkbox"/>	6-10 years
<input type="checkbox"/>	11-20 years	<input type="checkbox"/>	11-20 years
<input type="checkbox"/>	20+ years	<input type="checkbox"/>	20+ years

### 3. Do you (the business) own or rent your property?

Check One:	
<input type="checkbox"/>	Own
<input type="checkbox"/>	Rent

# Middletown Downtown Development District Plan Business Owner / Merchant Survey



**4. Is your business committed to staying downtown?**

Check One:	
<input type="checkbox"/>	Yes
<input type="checkbox"/>	No – please explain:

**5. Does your downtown business have a need to expand?**

Check One:			
<input type="checkbox"/>	Yes	<input type="checkbox"/>	Maybe
<input type="checkbox"/>	No	<input type="checkbox"/>	My business is not located downtown

**6. What would your business need to expand downtown?**

Check all that apply:			
<input type="checkbox"/>	New building	<input type="checkbox"/>	Available space
<input type="checkbox"/>	Parking	<input type="checkbox"/>	Capital/funding
<input type="checkbox"/>	Localized incentives		
<input type="checkbox"/>	Other – please specify:		

**7. Over the past year, has your business improved, stayed the same, or decreased?**

Check One:			
<input type="checkbox"/>	Improved	<input type="checkbox"/>	Decreased
<input type="checkbox"/>	Stayed the Same	<input type="checkbox"/>	Not Applicable

**8. If financial assistance were available, would you consider building improvements such as façade work or new signage?**

Check One:			
<input type="checkbox"/>	Yes	<input type="checkbox"/>	No

**9. What is your:**

Busiest Month:	
Slowest Month:	

# Middletown Downtown Development District Plan Business Owner / Merchant Survey



## 10. When are you open?

Weekday (M-F):	
Weekend (Sat/Sun):	

Check One:	
<input type="checkbox"/>	I am open all the hours I need to be
<input type="checkbox"/>	I can't be open more for personal reasons
<input type="checkbox"/>	I would like to be open more but can't afford the staff
<input type="checkbox"/>	I would like to be open more but can't find good staff
<input type="checkbox"/>	I would be open more if I were sure of sales
<input type="checkbox"/>	I would be open more if everyone else was

## 11. How many employees do you have (including owners)?

Full Time	Part Time	Seasonal

## 12. What are the biggest challenges facing your business?

Check all that apply:			
<input type="checkbox"/>	Customer traffic	<input type="checkbox"/>	Property investments
<input type="checkbox"/>	Cost of rent/property	<input type="checkbox"/>	Cash flow/working capital
<input type="checkbox"/>	General operating costs	<input type="checkbox"/>	Outdated machinery/technology
<input type="checkbox"/>	Employee skill level/preparation	<input type="checkbox"/>	Public safety/crime
<input type="checkbox"/>	Parking	<input type="checkbox"/>	Congestion/traffic
<input type="checkbox"/>	Payroll or Insurance costs	<input type="checkbox"/>	Competition
<input type="checkbox"/>	Telecommunications availability	<input type="checkbox"/>	Availability of employees
<input type="checkbox"/>	Current economic conditions	<input type="checkbox"/>	Codes/Regulations (any)
<input type="checkbox"/>	Other – please specify:		

## 13. Is your business wheelchair accessible?

Check One:			
<input type="checkbox"/>	Yes	<input type="checkbox"/>	No

## 14. Were costs related to permits and licensing prohibitive to you when opening your business?

Check One:	
<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

# Middletown Downtown Development District Plan Business Owner / Merchant Survey



## 15. How challenging is it to open a business in Middletown?

Check one and provide comments to the right, if desired:		
Not Challenging	Somewhat Challenging	Very Challenging

## 16. What types of businesses would you like to see in the downtown?

Check all that apply:			
<input type="checkbox"/>	Grocery	<input type="checkbox"/>	Civic (ex: library, park, gallery)
<input type="checkbox"/>	Institutional (ex: church, bank, school)	<input type="checkbox"/>	Service (ex: tailor, dry cleaning, salon)
<input type="checkbox"/>	Retail (ex: clothing, hardware)	<input type="checkbox"/>	Specialty (ex: antiques, flowers, gifts)
<input type="checkbox"/>	Professional (ex: medical, law)	<input type="checkbox"/>	Nightlife
<input type="checkbox"/>	Other – please specify:		

## 17. Do you find it easy to collaborate and work with other business owners?

Check one and provide comments to the right, if desired:		
Very Easy	Somewhat Easy	Not Easy

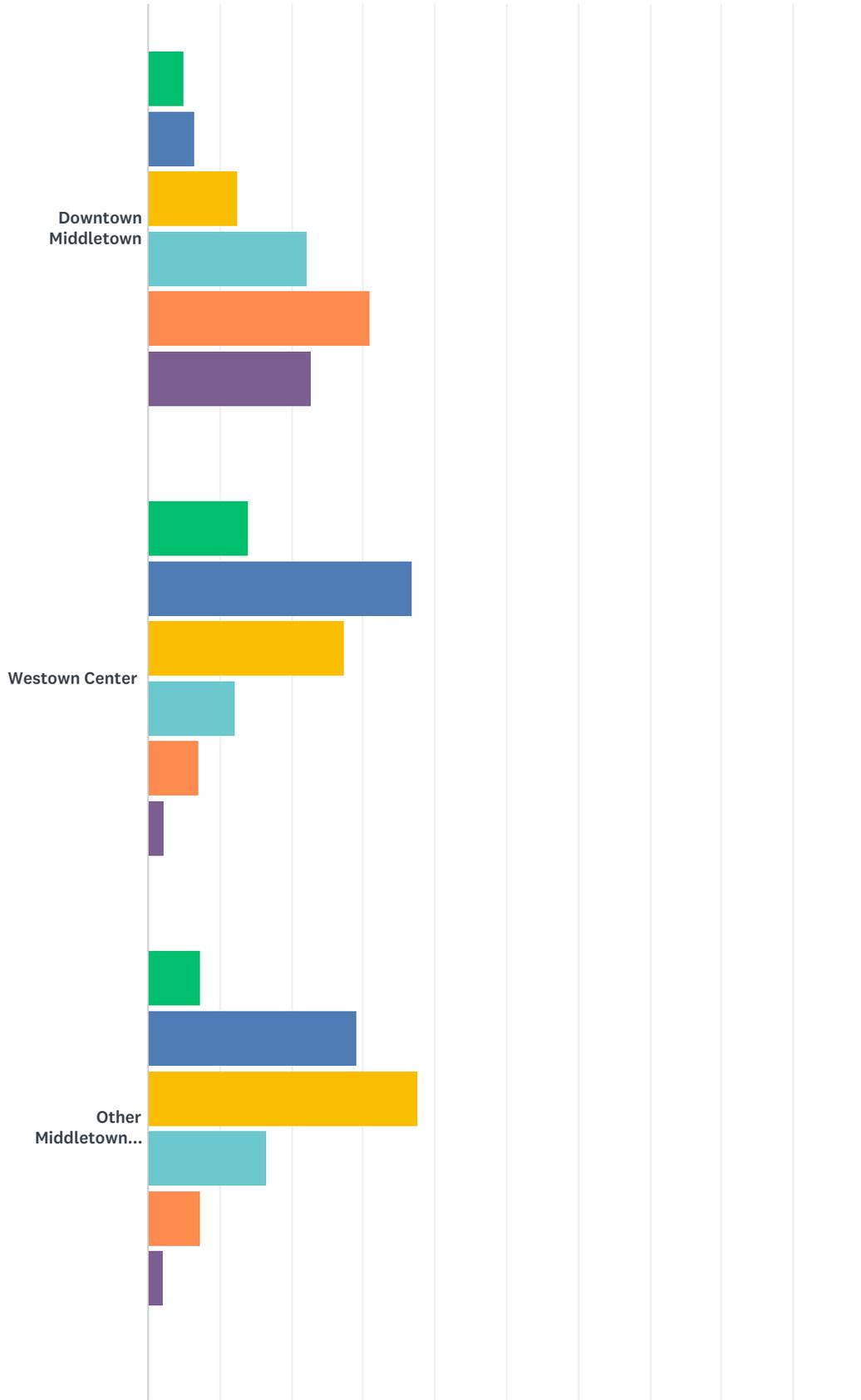
## 18. Is there enough government involvement and support of the downtown businesses?

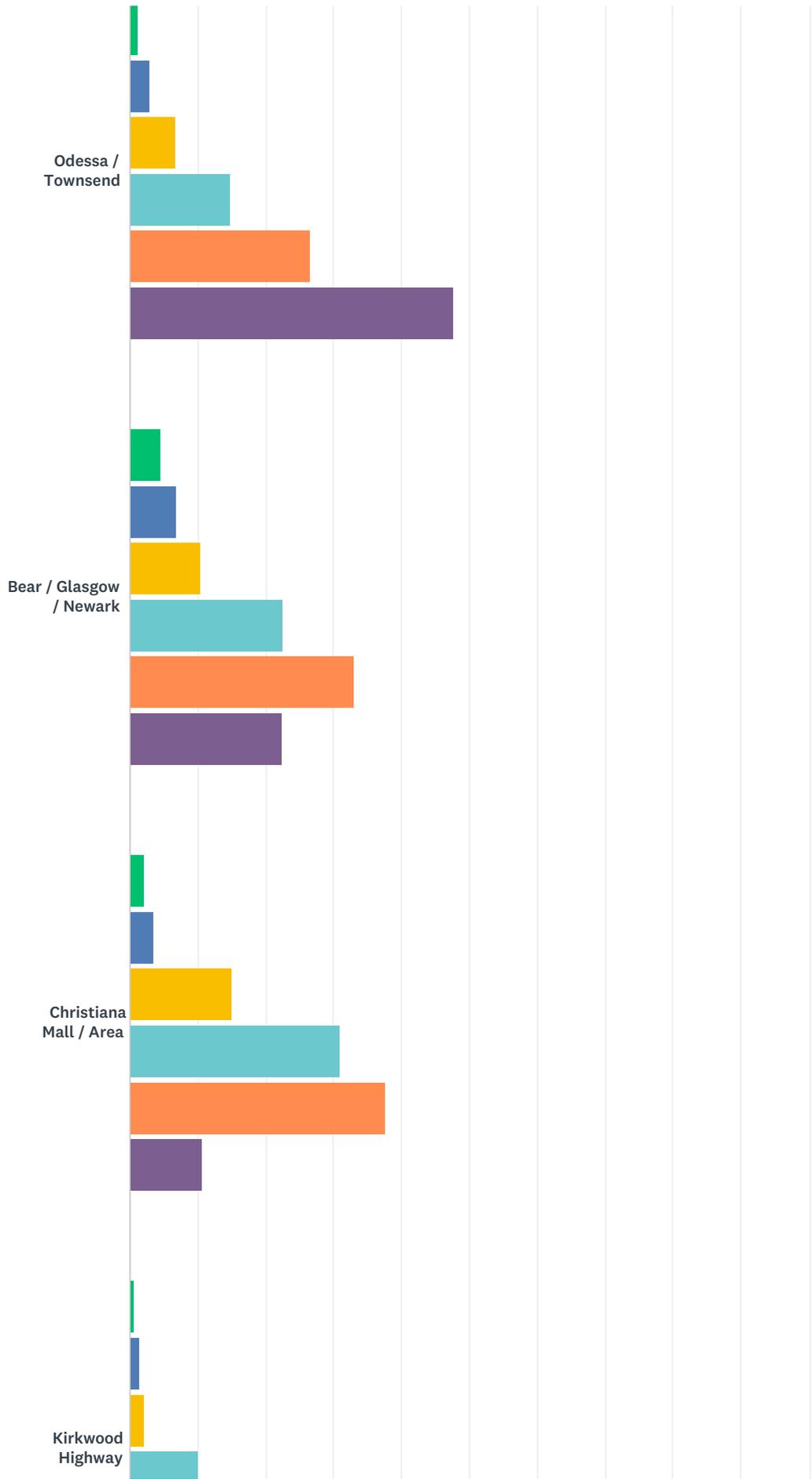
Check one and provide comments to the right, if desired:		
Not Enough	Just the Right Amount	Too Much

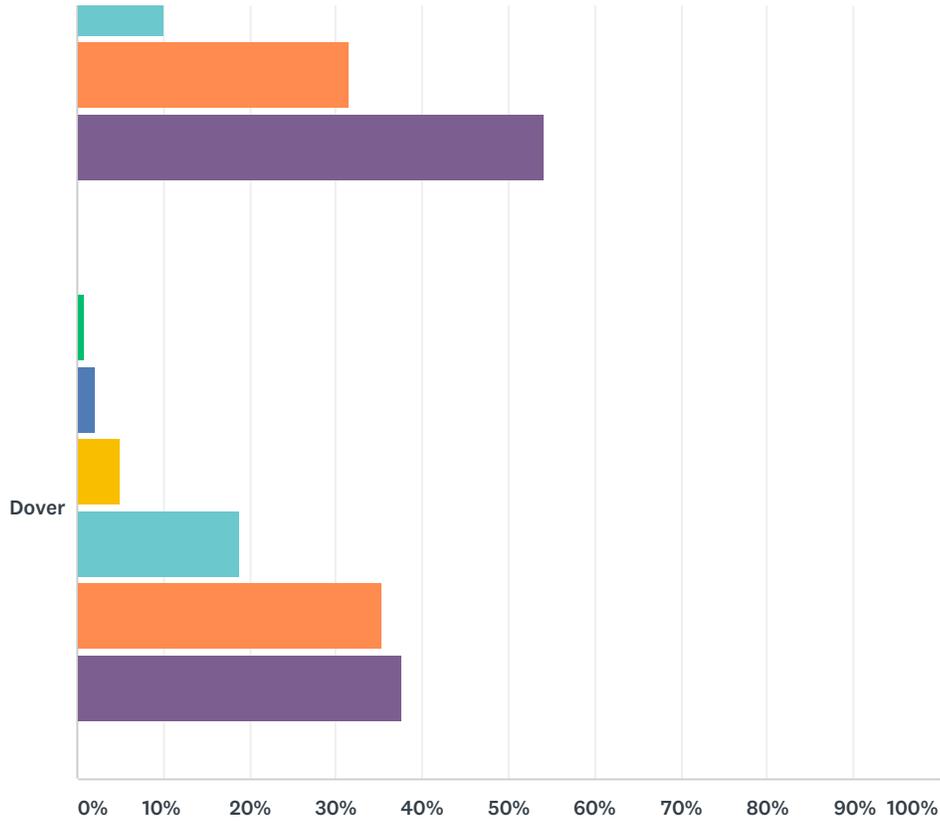
## 19. What can we do to improve Downtown Middletown?

# Q1 How often do you shop at the following locations?

Answered: 343 Skipped: 1







■ 5+ times a week   
 ■ 2-4 times a week   
 ■ Once a week   
 ■ Once a month  
■ Every few months   
 ■ Never

	5+ TIMES A WEEK	2-4 TIMES A WEEK	ONCE A WEEK	ONCE A MONTH	EVERY FEW MONTHS	NEVER	TOTAL
Downtown Middletown	4.97% 17	6.43% 22	12.57% 43	22.22% 76	30.99% 106	22.81% 78	342
Westown Center	13.99% 47	36.90% 124	27.38% 92	12.20% 41	7.14% 24	2.38% 8	336
Other Middletown Shopping Centers	7.35% 25	29.12% 99	37.65% 128	16.47% 56	7.35% 25	2.06% 7	340
Odessa / Townsend	1.21% 4	3.02% 10	6.65% 22	14.80% 49	26.59% 88	47.73% 158	331
Bear / Glasgow / Newark	4.52% 15	6.93% 23	10.54% 35	22.59% 75	33.13% 110	22.29% 74	332
Christiana Mall / Area	2.07% 7	3.55% 12	15.09% 51	31.07% 105	37.57% 127	10.65% 36	338
Kirkwood Highway	0.60% 2	1.51% 5	2.11% 7	9.94% 33	31.63% 105	54.22% 180	332
Dover	0.90% 3	2.10% 7	5.09% 17	18.86% 63	35.33% 118	37.72% 126	334

#	OTHER (PLEASE SPECIFY)	DATE
1	rehoboth outlets, every few months	8/23/2018 9:05 AM
2	Online	8/22/2018 7:13 AM

3	n/a	8/21/2018 6:58 AM
4	Online	8/17/2018 11:07 PM
5	Downtown traffic and then logistics of deciding where to build new structures (for example the apartments/retail building behind Royal Farms - this location makes no sense).	8/17/2018 9:47 AM
6	Traffic and parking are a problem. No desire to go to CBD	8/16/2018 4:42 PM
7	Online	8/16/2018 4:00 PM
8	I shop in Chestertown MD about once a week.	8/12/2018 9:02 AM
9	North Wilmington businesses	7/28/2018 12:57 PM
10	I live closest to Downtown, however, parking and accessibility is horrendous.	7/27/2018 11:36 PM
11	Giant shopping center twice a week	7/27/2018 10:47 PM
12	Smyrna	7/27/2018 10:31 PM
13	Online mostly; easier, cheaper, better inventory	7/27/2018 8:08 PM
14	New Castle and Newark for Club stores and Ice Cream (UD!!!)	7/27/2018 6:20 PM
15	The hardware store , but it's now closed!	7/27/2018 5:26 PM
16	North Wilmington for Trader Joes	7/27/2018 11:00 AM
17	Milford area - once a month	7/27/2018 7:51 AM
18	Dover is only because I have to go take my elderly mother to get groceries weekly and she lives in Dover.	7/27/2018 1:29 AM
19	Main Street Newark 1 time a month.	7/26/2018 11:26 PM
20	on-line shopper	7/26/2018 7:01 AM
21	I have work connections to Chestertown, MD, so I do some shopping there.	7/23/2018 11:57 AM

## Q2 List 2 places you visit in the Downtown:

Answered: 311 Skipped: 33

ANSWER CHOICES	RESPONSES	
Place 1	100.00%	311
Place 2	88.10%	274

#	PLACE 1	DATE
1	The Gibby Art Center	9/3/2018 8:41 PM
2	Nowhere... avoid like the plague!	9/3/2018 1:57 PM
3	Volunteer Brewing	8/31/2018 6:00 PM
4	Everett Theater	8/31/2018 10:38 AM
5	Sullys	8/31/2018 8:39 AM
6	Purple Sage	8/31/2018 7:57 AM
7	Red geranium	8/31/2018 7:23 AM
8	walmart	8/31/2018 6:15 AM
9	Sweet Melissas	8/31/2018 12:24 AM
10	First and Little	8/30/2018 11:38 PM
11	Sullys	8/30/2018 11:34 PM
12	N/A	8/30/2018 11:21 PM
13	None	8/30/2018 10:35 PM
14	Kohls	8/30/2018 7:40 PM
15	Candy connections	8/30/2018 7:34 PM
16	Manhattan bagel	8/30/2018 7:16 PM
17	None	8/30/2018 6:23 PM
18	A creative edge	8/30/2018 5:58 PM
19	Starbucks	8/30/2018 4:49 PM
20	Stubborn Soul	8/30/2018 4:15 PM
21	Acme	8/30/2018 3:26 PM
22	Something Old, Something New	8/30/2018 3:02 PM
23	Metro	8/30/2018 2:56 PM
24	Brusters	8/30/2018 2:51 PM
25	Sweet Melissa	8/30/2018 2:22 PM
26	Stubborn Soul	8/30/2018 2:06 PM
27	The Everrett	8/30/2018 2:01 PM
28	Half Baked Patisserie	8/30/2018 1:03 PM
29	Well being on main	8/29/2018 7:19 PM
30	n/a	8/29/2018 11:42 AM
31	Everett Theater	8/29/2018 9:29 AM

32	Metro Pub	8/28/2018 3:53 PM
33	Walmart	8/27/2018 4:17 PM
34	Post Office	8/27/2018 3:51 PM
35	Little Emporium	8/25/2018 9:34 AM
36	Volunteer Brewing	8/24/2018 9:33 PM
37	PNC	8/24/2018 6:18 PM
38	clothing stores	8/24/2018 4:36 PM
39	N/A	8/24/2018 6:21 AM
40	Town Hall	8/23/2018 9:59 PM
41	Sullys	8/23/2018 9:18 PM
42	Marlena's Mediterranean Cafe	8/23/2018 8:10 PM
43	sears store	8/23/2018 3:48 PM
44	Half Baked Patissere	8/23/2018 2:06 PM
45	Something Borrowed	8/23/2018 1:13 PM
46	Half-Baked	8/23/2018 9:05 AM
47	Dipold Granite	8/23/2018 8:43 AM
48	First and little	8/23/2018 8:36 AM
49	Stubborn Soul	8/23/2018 8:32 AM
50	Beauty salon	8/22/2018 8:43 PM
51	Shops	8/22/2018 7:25 PM
52	Marleas	8/22/2018 12:50 PM
53	Valero Gas	8/22/2018 11:49 AM
54	Volunteer Brew Company	8/22/2018 11:00 AM
55	Half baked	8/21/2018 9:10 PM
56	metro	8/21/2018 8:39 PM
57	Sully's	8/21/2018 8:26 PM
58	Marlena's Mediterranean Deli	8/21/2018 6:34 PM
59	Everett Theater	8/21/2018 6:19 PM
60	Little Emporium	8/21/2018 3:20 PM
61	Sulleys	8/21/2018 2:25 PM
62	N/a	8/21/2018 2:20 PM
63	Little Emporium	8/21/2018 10:35 AM
64	Marlena's	8/21/2018 9:55 AM
65	do not visit any places in the downtown	8/21/2018 9:29 AM
66	Whistle Stop	8/21/2018 8:59 AM
67	The Dutch market	8/21/2018 8:43 AM
68	Sully's	8/21/2018 7:44 AM
69	Texas Roadhouse	8/21/2018 7:32 AM
70	First and little	8/21/2018 7:14 AM
71	Purple Sage	8/21/2018 6:58 AM
72	Sullys	8/21/2018 6:39 AM

73	Half baked	8/21/2018 6:38 AM
74	Purple Sage	8/21/2018 6:34 AM
75	Jewelapalooza	8/21/2018 6:25 AM
76	Volunteer Brewery	8/21/2018 2:14 AM
77	Everett	8/21/2018 12:49 AM
78	Dutch farmers market	8/21/2018 12:42 AM
79	Everett	8/21/2018 12:03 AM
80	CrossFit Petram	8/20/2018 11:59 PM
81	Marlenas	8/20/2018 11:55 PM
82	Purple and Sage	8/20/2018 11:18 PM
83	None	8/20/2018 11:15 PM
84	Gibby	8/20/2018 11:13 PM
85	Bakery	8/20/2018 11:11 PM
86	Saving Grace Christian Bookstore	8/20/2018 11:02 PM
87	Everett Theater	8/20/2018 11:00 PM
88	Crossfit Petram MOT	8/20/2018 8:50 PM
89	Red geranium	8/20/2018 8:05 PM
90	None	8/20/2018 1:30 PM
91	1861	8/20/2018 8:54 AM
92	Nutrition house	8/19/2018 9:11 PM
93	Dove run shopping center	8/19/2018 9:08 PM
94	Starbucks on Main St	8/19/2018 7:38 PM
95	None	8/19/2018 5:37 PM
96	Sullys	8/19/2018 3:02 PM
97	Dollartree	8/19/2018 1:32 PM
98	Nicole j boutique	8/19/2018 10:32 AM
99	Half baked	8/19/2018 10:19 AM
100	Candy store	8/18/2018 11:27 PM
101	Fitness Gym	8/18/2018 8:09 PM
102	Purple Sage	8/18/2018 3:28 PM
103	First and little, jewlapalooza	8/18/2018 1:06 PM
104	Boys & Girls Club	8/18/2018 12:28 PM
105	Nicole J boutique	8/18/2018 7:35 AM
106	Metro Pub & Grill	8/17/2018 11:07 PM
107	Doctor's Office	8/17/2018 10:41 PM
108	Cupcake store	8/17/2018 7:17 PM
109	Pats	8/17/2018 6:57 PM
110	Kay's Nails	8/17/2018 1:50 PM
111	The Red Geranium	8/17/2018 1:48 PM
112	Salon 828	8/17/2018 12:41 PM
113	Metro Pub	8/17/2018 12:37 PM

114	Sully's Irish Pub	8/17/2018 11:54 AM
115	Stubborn soul	8/17/2018 11:43 AM
116	Library	8/17/2018 11:37 AM
117	Metro Pub	8/17/2018 10:24 AM
118	Everte Theater	8/17/2018 9:47 AM
119	Marlena's Mediterranean	8/17/2018 9:40 AM
120	The Everett	8/17/2018 9:22 AM
121	The tea shop	8/17/2018 4:30 AM
122	La dolce vida spa	8/16/2018 9:43 PM
123	Library	8/16/2018 9:32 PM
124	Metro Pub and Grill	8/16/2018 9:20 PM
125	Whistle Stop	8/16/2018 8:44 PM
126	Half baked	8/16/2018 8:31 PM
127	None	8/16/2018 8:27 PM
128	Half Baked	8/16/2018 8:15 PM
129	Purple sage	8/16/2018 7:31 PM
130	Something old	8/16/2018 7:19 PM
131	bakery	8/16/2018 6:27 PM
132	Ecocentric	8/16/2018 5:00 PM
133	None	8/16/2018 4:42 PM
134	Marlenas Deli	8/16/2018 4:29 PM
135	Everett Theater	8/16/2018 4:00 PM
136	Bethesda Church	8/16/2018 3:27 PM
137	None	8/16/2018 3:08 PM
138	Everett theater	8/16/2018 2:59 PM
139	Everett Theater	8/16/2018 2:46 PM
140	Sully's	8/16/2018 2:45 PM
141	Sullys	8/16/2018 2:36 PM
142	Marlena's	8/16/2018 2:34 PM
143	Jewelapooloza	8/16/2018 2:32 PM
144	The Everett Theatre	8/16/2018 2:23 PM
145	Mexican restaurant	8/16/2018 2:19 PM
146	Red geranium	8/16/2018 2:18 PM
147	Purple Sage	8/16/2018 2:12 PM
148	Lab Corp	8/16/2018 2:07 PM
149	Metro Pub & Grill	8/16/2018 2:07 PM
150	Nicole j	8/16/2018 2:03 PM
151	Half Baked	8/16/2018 1:57 PM
152	Metro Pub	8/16/2018 1:55 PM
153	Tea shop	8/16/2018 1:52 PM
154	Sully's	8/16/2018 1:52 PM

155	Nicole J Boutique	8/16/2018 12:31 PM
156	Half baked	8/15/2018 8:47 PM
157	Half baked	8/15/2018 7:00 PM
158	Big & Little	8/14/2018 10:35 PM
159	The Red Geranium	8/14/2018 9:44 PM
160	Marlene's	8/14/2018 7:06 PM
161	La Dolce Vita	8/14/2018 4:17 PM
162	Everett theater	8/14/2018 3:35 PM
163	LaDolce Spa	8/14/2018 10:34 AM
164	Manhattan Bagle	8/12/2018 9:02 AM
165	SWEET MELISSAS	8/10/2018 4:08 PM
166	USPS	8/10/2018 1:53 PM
167	Purple Sage	8/10/2018 9:25 AM
168	Planet fitness	8/10/2018 7:59 AM
169	Everett theater	8/9/2018 12:00 PM
170	UNika Custom Creations	8/8/2018 11:16 PM
171	Lowes	8/7/2018 2:44 PM
172	clothing shops	8/7/2018 2:02 PM
173	Na	8/7/2018 12:40 PM
174	Post office	8/7/2018 9:22 AM
175	Something Borrowed	8/6/2018 11:52 AM
176	None	8/4/2018 11:27 PM
177	Jewelapalooza	8/4/2018 9:57 AM
178	Candy Shoppe	8/2/2018 9:11 PM
179	First and Little	8/2/2018 11:02 AM
180	Scullys	8/1/2018 1:16 PM
181	Concord Pet	7/31/2018 3:57 PM
182	The Everett	7/31/2018 8:55 AM
183	Well Being on Main	7/31/2018 8:43 AM
184	Metro restaurant	7/30/2018 3:37 PM
185	Jewelapalooza	7/30/2018 8:56 AM
186	Sully's	7/29/2018 4:42 PM
187	Volunteer Brewing Company	7/29/2018 4:03 PM
188	Something old something new	7/29/2018 10:24 AM
189	Grace OPC	7/28/2018 6:23 PM
190	Independent shops - not chains	7/28/2018 5:51 PM
191	WAWA	7/28/2018 12:57 PM
192	Unika's Customs	7/28/2018 12:00 PM
193	Sully's	7/28/2018 9:58 AM
194	Purple Sagep	7/28/2018 8:51 AM
195	Broadway Diner	7/28/2018 7:38 AM

196	Purple Sage	7/28/2018 7:34 AM
197	Lollapalooza	7/28/2018 6:27 AM
198	Mediterranean food place	7/28/2018 6:19 AM
199	Everett Theatre	7/28/2018 5:00 AM
200	Walmart	7/28/2018 3:32 AM
201	Everett theater	7/28/2018 3:02 AM
202	Valero Gas	7/28/2018 1:28 AM
203	None	7/27/2018 11:36 PM
204	Kay's nails and spa	7/27/2018 11:35 PM
205	Sullys	7/27/2018 10:47 PM
206	Metro	7/27/2018 10:39 PM
207	Sullys	7/27/2018 10:31 PM
208	The Red Geranium	7/27/2018 10:23 PM
209	EcoCentric	7/27/2018 10:21 PM
210	Marshalls	7/27/2018 10:06 PM
211	Jewelapalooza	7/27/2018 9:41 PM
212	Sully's Irish Pub	7/27/2018 9:37 PM
213	Scullys	7/27/2018 9:22 PM
214	Sullys	7/27/2018 9:07 PM
215	The whistle stop	7/27/2018 8:46 PM
216	Sullys	7/27/2018 8:43 PM
217	First and Little	7/27/2018 8:08 PM
218	Giant	7/27/2018 7:34 PM
219	Volunteer	7/27/2018 6:51 PM
220	Home Depot	7/27/2018 6:44 PM
221	Something old simething new	7/27/2018 6:42 PM
222	Sullys	7/27/2018 6:39 PM
223	My house	7/27/2018 6:31 PM
224	Everett Theatre	7/27/2018 6:20 PM
225	Amish market	7/27/2018 6:20 PM
226	Dogtown	7/27/2018 6:15 PM
227	Marlena's	7/27/2018 6:02 PM
228	Something Old, Something New	7/27/2018 5:55 PM
229	Lidl	7/27/2018 5:38 PM
230	Middletown car center	7/27/2018 5:26 PM
231	Half Baked	7/27/2018 5:25 PM
232	Amish Market	7/27/2018 5:24 PM
233	Half baked	7/27/2018 5:20 PM
234	First and little	7/27/2018 5:12 PM
235	Everett theater	7/27/2018 4:54 PM
236	Volunteer Brewery	7/27/2018 4:52 PM

237	Metro	7/27/2018 4:41 PM
238	Whistle stop	7/27/2018 4:30 PM
239	None	7/27/2018 4:28 PM
240	Unika Customs	7/27/2018 4:25 PM
241	Purple sage	7/27/2018 4:13 PM
242	Sullys	7/27/2018 4:04 PM
243	Jewelapalooza	7/27/2018 3:54 PM
244	Valero	7/27/2018 3:53 PM
245	Marlena's	7/27/2018 3:53 PM
246	Red Geranium	7/27/2018 3:49 PM
247	Red geranium	7/27/2018 3:48 PM
248	Sweet Melissa's	7/27/2018 3:46 PM
249	Walmart	7/27/2018 3:46 PM
250	Jewlapalooza	7/27/2018 3:43 PM
251	Lidl	7/27/2018 3:39 PM
252	Purple Sage	7/27/2018 3:39 PM
253	Walmart	7/27/2018 3:34 PM
254	First and Little	7/27/2018 3:34 PM
255	Used to be Dogtown	7/27/2018 3:32 PM
256	thyme real estate	7/27/2018 3:19 PM
257	Sweet Melissa's	7/27/2018 3:15 PM
258	Sullys pub	7/27/2018 3:14 PM
259	First and Little Boutique	7/27/2018 3:14 PM
260	Half Baked Cupcakes	7/27/2018 3:14 PM
261	Everett Theater	7/27/2018 3:14 PM
262	Something old something new	7/27/2018 3:13 PM
263	Marlenas	7/27/2018 3:12 PM
264	Everett	7/27/2018 3:03 PM
265	Metro	7/27/2018 3:03 PM
266	None	7/27/2018 3:02 PM
267	Wellbeing on Main	7/27/2018 2:55 PM
268	First and Little	7/27/2018 12:44 PM
269	Red geranium	7/27/2018 11:42 AM
270	Unika	7/27/2018 11:00 AM
271	Volunteer Brewery	7/27/2018 9:37 AM
272	Broadway Diner	7/27/2018 9:13 AM
273	Stubborn soul	7/27/2018 9:09 AM
274	Something Old, Something New	7/27/2018 9:05 AM
275	Stubborn soul	7/27/2018 8:55 AM
276	Sully's	7/27/2018 8:51 AM
277	Something Old Something New	7/27/2018 8:11 AM

278	Everett	7/27/2018 7:57 AM
279	Red Geranium	7/27/2018 7:54 AM
280	Purple Sage	7/27/2018 7:51 AM
281	The Red Geranium	7/27/2018 7:44 AM
282	The Everett Theatre	7/27/2018 7:31 AM
283	something old, something new	7/27/2018 7:02 AM
284	Louis Marie Bridal	7/27/2018 6:56 AM
285	All Boutiques	7/27/2018 6:37 AM
286	The Red Geranium	7/27/2018 6:33 AM
287	Red Geranium	7/27/2018 1:29 AM
288	Red geranium	7/27/2018 1:08 AM
289	Southern Soul	7/26/2018 11:57 PM
290	Whistle Stop	7/26/2018 11:49 PM
291	Walmart	7/26/2018 11:37 PM
292	Purple Sage Herbs and Gifts	7/26/2018 11:36 PM
293	Purple Sage	7/26/2018 11:26 PM
294	Something old something new	7/26/2018 11:21 PM
295	Red Geranium	7/26/2018 10:52 PM
296	Red Geranium	7/26/2018 10:07 PM
297	Goodwill	7/26/2018 10:05 PM
298	Something Old, Something New	7/26/2018 9:57 PM
299	Stubborn Soul	7/26/2018 9:53 PM
300	Middletown Computer	7/26/2018 9:50 PM
301	Nicole J	7/26/2018 2:07 PM
302	Saving Grace Bookstore	7/26/2018 10:23 AM
303	The Clothing Boutiques on Main Street	7/26/2018 8:25 AM
304	Purple Sage	7/26/2018 7:01 AM
305	middletown car care	7/25/2018 5:18 PM
306	Everett Theater	7/25/2018 10:14 AM
307	None	7/23/2018 11:04 PM
308	The Gibby	7/23/2018 2:42 PM
309	Town Office	7/23/2018 1:15 PM
310	N/A	7/23/2018 1:04 PM
311	Everett Theatre/Gibby Center	7/23/2018 11:57 AM
#	PLACE 2	DATE
1	M&T Bank	9/3/2018 8:41 PM
2	The Purple Sage	8/31/2018 10:38 AM
3	Sweet Melissa	8/31/2018 8:39 AM
4	Something Borrowed	8/31/2018 7:57 AM
5	Little emporium	8/31/2018 7:23 AM
6	lowes	8/31/2018 6:15 AM

7	El Nevado	8/31/2018 12:24 AM
8	Marlena's	8/30/2018 11:38 PM
9	Everett	8/30/2018 11:34 PM
10	N/A	8/30/2018 11:21 PM
11	None	8/30/2018 10:35 PM
12	Walmart	8/30/2018 7:40 PM
13	Family dollar	8/30/2018 7:34 PM
14	None	8/30/2018 6:23 PM
15	Main st shops	8/30/2018 5:58 PM
16	UPS	8/30/2018 4:49 PM
17	Unika	8/30/2018 4:15 PM
18	Pnc	8/30/2018 3:26 PM
19	Sweet Melissas	8/30/2018 3:02 PM
20	Volunteer brewing	8/30/2018 2:56 PM
21	Manhattan	8/30/2018 2:51 PM
22	Candy connections	8/30/2018 2:22 PM
23	Marlena's	8/30/2018 2:06 PM
24	Volunteer Brewing	8/30/2018 1:03 PM
25	Sullys	8/29/2018 7:19 PM
26	n/a	8/29/2018 11:42 AM
27	Volunteer Brewery	8/29/2018 9:29 AM
28	Sweet Melissa's Bakery	8/28/2018 3:53 PM
29	Restraunts	8/27/2018 4:17 PM
30	Franks Karate	8/27/2018 3:51 PM
31	Nicole J	8/25/2018 9:34 AM
32	Lidl	8/24/2018 9:33 PM
33	Lowes	8/24/2018 6:18 PM
34	gift shops	8/24/2018 4:36 PM
35	YMCA	8/23/2018 9:59 PM
36	Volunteer	8/23/2018 9:18 PM
37	half baked	8/23/2018 3:48 PM
38	Whistle Stop	8/23/2018 2:06 PM
39	Marlena's Mediterranean Deli	8/23/2018 1:13 PM
40	The Everett	8/23/2018 9:05 AM
41	Purple sage	8/23/2018 8:36 AM
42	Something Old Something New	8/23/2018 8:32 AM
43	Bakery	8/22/2018 8:43 PM
44	Stores	8/22/2018 7:25 PM
45	1861	8/22/2018 12:50 PM
46	Cleaners	8/22/2018 11:49 AM
47	Purple Sage	8/22/2018 11:00 AM

48	Jewelapalooza	8/21/2018 9:10 PM
49	the Y	8/21/2018 8:39 PM
50	Nicole J Boutique	8/21/2018 8:26 PM
51	Something Old, Something New	8/21/2018 6:19 PM
52	Stubborn Soul	8/21/2018 3:20 PM
53	Volunteer brewing	8/21/2018 2:25 PM
54	N/a	8/21/2018 2:20 PM
55	Red Geranium	8/21/2018 10:35 AM
56	Half-Baked Patisserie	8/21/2018 9:55 AM
57	Metro Pub	8/21/2018 8:59 AM
58	The Mongolian Grill	8/21/2018 8:43 AM
59	Wawa	8/21/2018 7:44 AM
60	Movies	8/21/2018 7:32 AM
61	Jewelapalooza	8/21/2018 7:14 AM
62	Volunteer Brewing	8/21/2018 6:58 AM
63	Everett theater	8/21/2018 6:39 AM
64	Jewelry	8/21/2018 6:38 AM
65	Everett Theater	8/21/2018 6:34 AM
66	Crossfit petram	8/21/2018 6:25 AM
67	Sullys	8/21/2018 12:49 AM
68	Valero	8/21/2018 12:03 AM
69	Manhattan Bagel	8/20/2018 11:59 PM
70	Ymca	8/20/2018 11:55 PM
71	Stubborn soul	8/20/2018 11:18 PM
72	None	8/20/2018 11:15 PM
73	Broadway Diner	8/20/2018 11:13 PM
74	Boutiques	8/20/2018 11:11 PM
75	Broadway Diner	8/20/2018 11:02 PM
76	Town of Middletown Municipal Building	8/20/2018 11:00 PM
77	Candy Connections	8/20/2018 8:50 PM
78	None	8/20/2018 1:30 PM
79	Metro Pub	8/20/2018 8:54 AM
80	Starbucks	8/19/2018 9:11 PM
81	Westtown center	8/19/2018 9:08 PM
82	Half Baked	8/19/2018 7:38 PM
83	None	8/19/2018 5:37 PM
84	Acme	8/19/2018 1:32 PM
85	Wellbeing on main	8/19/2018 10:32 AM
86	Everett theater	8/19/2018 10:19 AM
87	Pats select	8/18/2018 11:27 PM
88	Bakery	8/18/2018 8:09 PM

89	Half baked	8/18/2018 3:28 PM
90	CrossFit Petram	8/18/2018 1:06 PM
91	Candy Connections	8/18/2018 12:28 PM
92	Kay's nails	8/18/2018 7:35 AM
93	Town Hall	8/17/2018 11:07 PM
94	Post Office	8/17/2018 10:41 PM
95	Sears	8/17/2018 7:17 PM
96	Candy store	8/17/2018 6:57 PM
97	Bruster's	8/17/2018 1:50 PM
98	Something Old Something New	8/17/2018 1:48 PM
99	Dunkin Donuts	8/17/2018 12:37 PM
100	Buffalo Wild Wings	8/17/2018 11:54 AM
101	Ecocentric	8/17/2018 11:43 AM
102	Office(Middletown)	8/17/2018 11:37 AM
103	Cupcake shop	8/17/2018 10:24 AM
104	Volunteer Brewing	8/17/2018 9:47 AM
105	Post office	8/17/2018 9:40 AM
106	Atmosphere	8/17/2018 4:30 AM
107	Sweet melissa	8/16/2018 9:43 PM
108	Sully's	8/16/2018 9:32 PM
109	Dancing Lights Ballet School	8/16/2018 9:20 PM
110	First and Little	8/16/2018 8:44 PM
111	Something old	8/16/2018 8:31 PM
112	Jewela Palooza	8/16/2018 8:15 PM
113	Sullys	8/16/2018 7:31 PM
114	Nicole J	8/16/2018 7:19 PM
115	eyebrow place	8/16/2018 6:27 PM
116	None	8/16/2018 4:42 PM
117	YMCA	8/16/2018 4:29 PM
118	Sully's	8/16/2018 4:00 PM
119	Dutch Farmers	8/16/2018 3:27 PM
120	None	8/16/2018 3:08 PM
121	Sullys	8/16/2018 2:59 PM
122	Restaurants	8/16/2018 2:46 PM
123	Eccocentric	8/16/2018 2:45 PM
124	Cake and bake shop	8/16/2018 2:36 PM
125	The Everett theater	8/16/2018 2:34 PM
126	Kay's nails	8/16/2018 2:32 PM
127	Marlena's Mediterranean Deli	8/16/2018 2:23 PM
128	Shopping center Acme market	8/16/2018 2:19 PM
129	The Mediterranean deli	8/16/2018 2:18 PM

130	Sullies	8/16/2018 2:12 PM
131	Movie Theatre	8/16/2018 2:07 PM
132	Nicole J's Boutique	8/16/2018 2:07 PM
133	Sullys	8/16/2018 2:03 PM
134	Sullys	8/16/2018 1:57 PM
135	Wawa	8/16/2018 1:55 PM
136	restaurants	8/16/2018 1:52 PM
137	some of the specialty shops	8/16/2018 1:52 PM
138	The Metro Pub	8/16/2018 12:31 PM
139	Marlena's Mediterranean Deli	8/15/2018 8:47 PM
140	Marlenas	8/15/2018 7:00 PM
141	Cook family Dentist	8/14/2018 10:35 PM
142	Candy Connection	8/14/2018 9:44 PM
143	Little emporium	8/14/2018 7:06 PM
144	Broadway Diner	8/14/2018 4:17 PM
145	Acme and Giant	8/14/2018 3:35 PM
146	Angel Nails	8/14/2018 10:34 AM
147	Half Baked Bakery	8/12/2018 9:02 AM
148	EVERETT THEATRE	8/10/2018 4:08 PM
149	PAPA JOHN's	8/10/2018 1:53 PM
150	farmers market	8/10/2018 7:59 AM
151	sullys	8/9/2018 12:00 PM
152	Marlena's	8/8/2018 11:16 PM
153	Volunteer Brewing	8/7/2018 2:44 PM
154	restaurants	8/7/2018 2:02 PM
155	Na	8/7/2018 12:40 PM
156	Barbershop	8/7/2018 9:22 AM
157	Whistle Stop	8/6/2018 11:52 AM
158	None	8/4/2018 11:27 PM
159	Metro Pub and Grill	8/4/2018 9:57 AM
160	Sullys	8/2/2018 11:02 AM
161	Metro Pub	8/1/2018 1:16 PM
162	Manhattan Bagel/Uncle Mikes	7/31/2018 3:57 PM
163	Sully's Pub	7/31/2018 8:55 AM
164	Metro pub	7/31/2018 8:43 AM
165	Volunteer Brewery	7/30/2018 3:37 PM
166	Stubborn Soul	7/30/2018 8:56 AM
167	Marlena's	7/29/2018 4:42 PM
168	WAWA	7/29/2018 4:03 PM
169	Whistle stop	7/29/2018 10:24 AM
170	Everett Theater	7/28/2018 6:23 PM

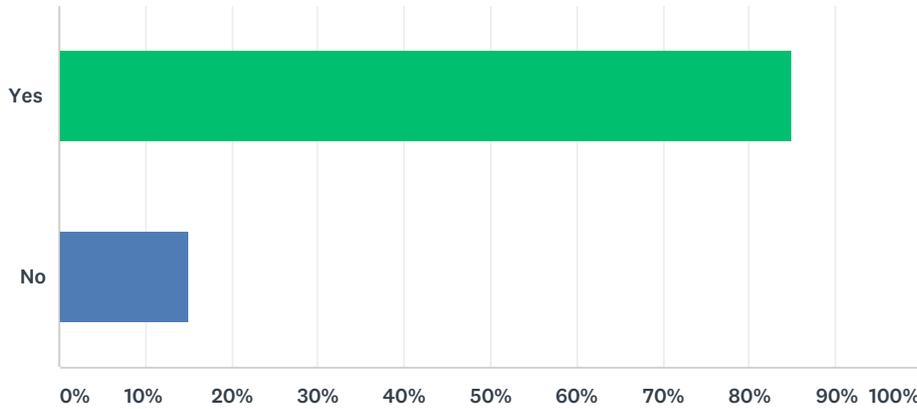
171	Eating places	7/28/2018 12:57 PM
172	Saving Grace Christian Store	7/28/2018 12:00 PM
173	Volunteer Brewing	7/28/2018 9:58 AM
174	The stores are not appealing and too expensive on mainstreet	7/28/2018 7:38 AM
175	Southern Soul	7/28/2018 6:27 AM
176	La dulce vita	7/28/2018 6:19 AM
177	YMCA	7/28/2018 5:00 AM
178	Movies	7/28/2018 3:32 AM
179	Diner	7/28/2018 3:02 AM
180	None	7/27/2018 11:36 PM
181	Walmart	7/27/2018 11:35 PM
182	Salon	7/27/2018 10:47 PM
183	Walmart	7/27/2018 10:39 PM
184	1861	7/27/2018 10:21 PM
185	Walmart	7/27/2018 10:06 PM
186	Half baked	7/27/2018 9:41 PM
187	Elana's Broad Street Florist	7/27/2018 9:37 PM
188	Home Depot	7/27/2018 9:22 PM
189	Uncle Mike's	7/27/2018 9:07 PM
190	First and little	7/27/2018 8:46 PM
191	La dolce	7/27/2018 8:43 PM
192	Volunteer Brewing	7/27/2018 8:08 PM
193	CVS	7/27/2018 7:34 PM
194	Eco centric	7/27/2018 6:51 PM
195	Post Office	7/27/2018 6:44 PM
196	Marlenas	7/27/2018 6:42 PM
197	Half baked	7/27/2018 6:39 PM
198	Nothing	7/27/2018 6:31 PM
199	Sweet Melissa	7/27/2018 6:20 PM
200	Dollar store	7/27/2018 6:20 PM
201	Middletown Computer	7/27/2018 6:02 PM
202	Lowe's	7/27/2018 5:55 PM
203	Home Depot	7/27/2018 5:38 PM
204	US post office	7/27/2018 5:26 PM
205	Sully's	7/27/2018 5:25 PM
206	Metro	7/27/2018 5:20 PM
207	Broad and main	7/27/2018 5:12 PM
208	Sully	7/27/2018 4:54 PM
209	Everett Theater	7/27/2018 4:52 PM
210	Metro pub	7/27/2018 4:30 PM
211	None	7/27/2018 4:28 PM

212	Candy Connections	7/27/2018 4:25 PM
213	Greek restaurant	7/27/2018 4:13 PM
214	Marlenas	7/27/2018 4:04 PM
215	Half Baked	7/27/2018 3:54 PM
216	Everett Theater	7/27/2018 3:53 PM
217	Purple Sage	7/27/2018 3:53 PM
218	Starbucks	7/27/2018 3:49 PM
219	Whistle stop	7/27/2018 3:48 PM
220	Family dollar	7/27/2018 3:46 PM
221	Aldi	7/27/2018 3:46 PM
222	Sweet Melissa	7/27/2018 3:43 PM
223	Purple Sage	7/27/2018 3:39 PM
224	Stubborn Soul	7/27/2018 3:39 PM
225	Buffalo Wild Wings	7/27/2018 3:34 PM
226	Nicole J Boutique	7/27/2018 3:34 PM
227	Broadway Diber	7/27/2018 3:32 PM
228	Volunteer Brewing company	7/27/2018 3:15 PM
229	Purple sage	7/27/2018 3:14 PM
230	Something Old Something New	7/27/2018 3:14 PM
231	Planet Fitness	7/27/2018 3:14 PM
232	Bakery on Main	7/27/2018 3:14 PM
233	The red geranium	7/27/2018 3:13 PM
234	Half baked	7/27/2018 3:12 PM
235	Purple sGe	7/27/2018 3:03 PM
236	Volunteer Brewing	7/27/2018 3:03 PM
237	None	7/27/2018 3:02 PM
238	Volunteer Brewing Co.	7/27/2018 2:55 PM
239	Stubborn Soul	7/27/2018 12:44 PM
240	Whistle stop	7/27/2018 11:42 AM
241	Used to go to la dolche	7/27/2018 11:00 AM
242	Sweet Melissa's	7/27/2018 9:13 AM
243	Purple sage	7/27/2018 9:09 AM
244	The Red Geranium	7/27/2018 9:05 AM
245	Yoga Church on Main on Saturday morning	7/27/2018 8:55 AM
246	Jewelpalooza	7/27/2018 8:11 AM
247	Metro	7/27/2018 7:54 AM
248	Marlena's	7/27/2018 7:51 AM
249	Nikis	7/27/2018 7:44 AM
250	Lowes	7/27/2018 7:31 AM
251	broadway diner	7/27/2018 7:02 AM
252	Jewelapalooza	7/27/2018 6:56 AM

253	Metro	7/27/2018 6:37 AM
254	Unika	7/27/2018 1:29 AM
255	Unika	7/26/2018 11:57 PM
256	Wawa, all 3	7/26/2018 11:37 PM
257	First and little boutique	7/26/2018 11:36 PM
258	Everett/Gibby	7/26/2018 11:26 PM
259	Jewelapalooza	7/26/2018 11:21 PM
260	La dolce vita	7/26/2018 10:07 PM
261	Formage	7/26/2018 10:05 PM
262	The Red Drain geranium	7/26/2018 9:57 PM
263	Sullys	7/26/2018 9:53 PM
264	Marlena's Deli	7/26/2018 9:50 PM
265	Salon 828	7/26/2018 2:07 PM
266	Candy Connections	7/26/2018 10:23 AM
267	The Gift Stores on Main Street	7/26/2018 8:25 AM
268	The Red Geranium	7/26/2018 7:01 AM
269	valero gas station	7/25/2018 5:18 PM
270	None	7/23/2018 11:04 PM
271	The Metro Grill	7/23/2018 2:42 PM
272	Sully's	7/23/2018 1:15 PM
273	N/A	7/23/2018 1:04 PM
274	Metro Pub	7/23/2018 11:57 AM

### Q3 Do you notice signage and storefronts when traveling down Main Street?

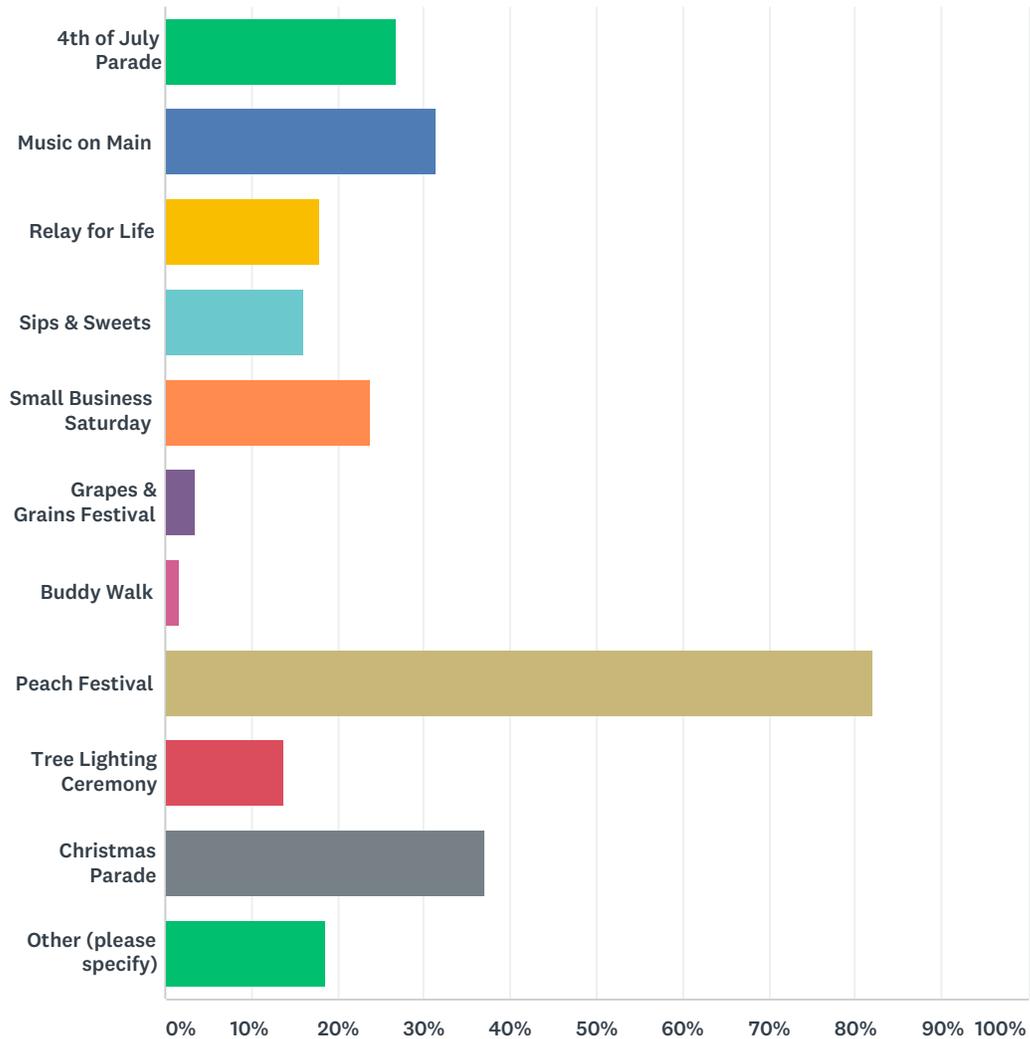
Answered: 339 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	84.96%	288
No	15.04%	51
TOTAL		339

## Q4 Have you attended any of these Downtown events?

Answered: 310 Skipped: 34



ANSWER CHOICES	RESPONSES
4th of July Parade	26.77% 83
Music on Main	31.29% 97
Relay for Life	18.06% 56
Sips & Sweets	16.13% 50
Small Business Saturday	23.87% 74
Grapes & Grains Festival	3.55% 11
Buddy Walk	1.61% 5
Peach Festival	81.94% 254
Tree Lighting Ceremony	13.87% 43
Christmas Parade	37.10% 115

Other (please specify) 18.71% 58

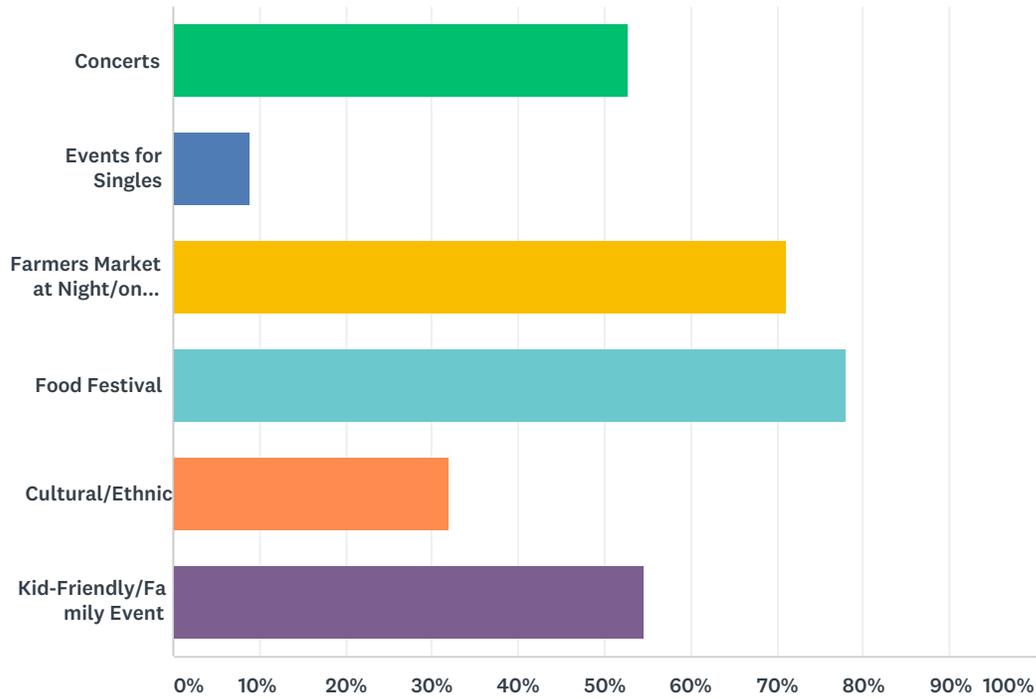
Total Respondents: 310

#	OTHER (PLEASE SPECIFY)	DATE
1	Car Show	8/31/2018 6:00 PM
2	Want to visit all, just haven't had time yet. All are great events I really need to make it out to.	8/30/2018 11:34 PM
3	None	8/30/2018 7:34 PM
4	car show and hummers parade	8/23/2018 2:06 PM
5	none	8/23/2018 1:13 PM
6	Ladies Night Out	8/23/2018 8:32 AM
7	Better parking contributes to turn out	8/22/2018 8:43 PM
8	Hummer parade	8/22/2018 7:13 AM
9	no	8/21/2018 9:29 AM
10	Halloween	8/20/2018 11:18 PM
11	None	8/20/2018 1:30 PM
12	none	8/20/2018 8:54 AM
13	New year's parade	8/19/2018 10:19 AM
14	none	8/17/2018 9:22 AM
15	It's interesting that you do not list the New Year's parade. I went once and was so offended it made me ashamed of the town.	8/17/2018 4:30 AM
16	Halloween	8/16/2018 9:32 PM
17	We would attend the tree lighting but there's not much too it. Get the Scouts involved, have them sing Christmas carols, have the high school band play a couple songs, serve hot chocolate and have Santa visit on the fire truck. Those are the type of things we hope to see.	8/16/2018 8:15 PM
18	Downtown is a disaster area. Traffic is surrounding areas wad not well planned as well. Concerned about anything that town is involved with when it come to planning. Where is the data center and power plant?	8/16/2018 4:42 PM
19	please expand these roads. we dont need narrow roads	8/16/2018 3:27 PM
20	None	8/16/2018 3:08 PM
21	None	8/16/2018 2:07 PM
22	Halloween trick or treat	8/16/2018 1:57 PM
23	First Friday	8/14/2018 9:44 PM
24	not yet, new to area	8/12/2018 9:02 AM
25	wreathes across america	8/9/2018 12:00 PM
26	Hummers parade	8/7/2018 2:02 PM
27	None	8/4/2018 11:27 PM
28	Hummers parade Middletown 1st annual car show	8/4/2018 9:57 AM
29	Short Film event at Everett	7/31/2018 3:57 PM
30	Hummers	7/31/2018 8:55 AM
31	Little league opening day parade	7/30/2018 3:37 PM
32	I also participate in the events that the store's put together.	7/30/2018 8:56 AM
33	Trick or Treating	7/28/2018 6:23 PM
34	Hummers parade	7/28/2018 5:51 PM

35	Just moved here so really looking forward to the Peach Festival and Christmas festivities!	7/28/2018 12:00 PM
36	Hummers parade	7/28/2018 7:38 AM
37	New years parade	7/28/2018 3:02 AM
38	Mummers Parade	7/27/2018 10:23 PM
39	Baseball parade	7/27/2018 8:46 PM
40	Hummers parade	7/27/2018 6:20 PM
41	None of the above, no parking	7/27/2018 6:15 PM
42	None	7/27/2018 5:38 PM
43	New Years Mummers	7/27/2018 5:26 PM
44	New Years parade	7/27/2018 3:54 PM
45	Trick or treat on main	7/27/2018 3:53 PM
46	Hummers	7/27/2018 3:53 PM
47	none	7/27/2018 3:46 PM
48	Halloween	7/27/2018 3:39 PM
49	Hummers parade	7/27/2018 3:14 PM
50	None	7/27/2018 3:02 PM
51	No	7/27/2018 11:42 AM
52	No	7/27/2018 9:37 AM
53	Wreaths across America	7/27/2018 8:55 AM
54	Shows, movies,art exhibits,and classes at the Everett and Gibby.	7/27/2018 7:31 AM
55	Hummers parade	7/26/2018 11:49 PM
56	Trick or treat on main street	7/26/2018 11:37 PM
57	I try and attend the events that downtown has but I miss them because they are not advertised very well.	7/26/2018 8:25 AM
58	5k walk/run	7/25/2018 5:18 PM

## Q5 What events or activities would you like to see more of Downtown?

Answered: 322 Skipped: 22



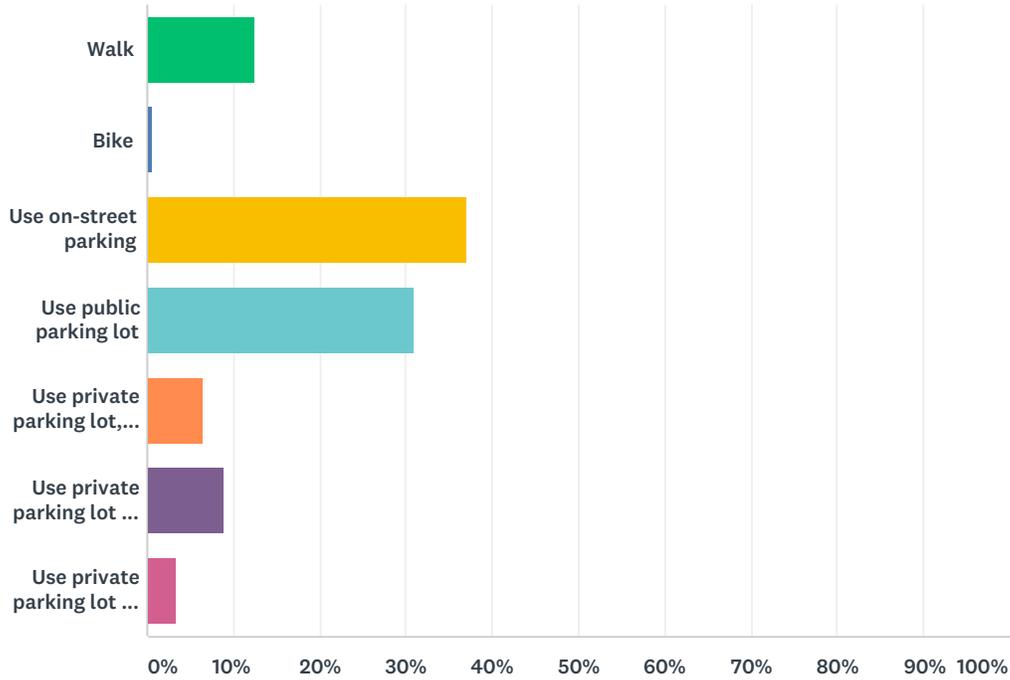
ANSWER CHOICES	RESPONSES
Concerts	52.80% 170
Events for Singles	9.01% 29
Farmers Market at Night/on Weekend	71.12% 229
Food Festival	77.95% 251
Cultural/Ethnic	31.99% 103
Kid-Friendly/Family Event	54.66% 176
Total Respondents: 322	

#	OTHER (PLEASE SPECIFY)	DATE
1	traffic management	9/3/2018 1:57 PM
2	Food truck options	8/30/2018 5:58 PM
3	Beer festival	8/24/2018 9:33 PM
4	N/a	8/23/2018 8:36 AM
5	Cultural/Ethnic inclusion	8/22/2018 8:43 PM
6	none	8/21/2018 9:29 AM
7	Nothing. The infrastructure is not designed for the crowds. It is a hazard waiting to happen.	8/21/2018 7:32 AM
8	Activities that fix the traffic congestion problem. Maybe too big for down town .... but a Trader Joe's, Wegmans, or Whole Foods in Middletown...maybe Westown would be great.	8/17/2018 10:24 AM
9	More non-family events for night life.	8/17/2018 9:47 AM

10	Close downtown during one night per week during summer for 'dining under the stars'.	8/16/2018 8:23 PM
11	Dining under the stars (like in Media PA)	8/16/2018 8:08 PM
12	Town does not have infrastructure to support. Solve that problem first	8/16/2018 4:42 PM
13	traffic is crazy here	8/16/2018 3:27 PM
14	If there were better parking options	8/10/2018 9:25 AM
15	No ethnic events at all. The black community has nothing.	8/10/2018 7:59 AM
16	More sidewalk sale and food and drink combinations	8/8/2018 11:16 PM
17	FALL FESTIVAL and not like the one that was last year. There was a couple blow up things and that was pretty much it. Not sure that can even be considered a fall festival. I come to Middletown because Smyrna doesn't do much but Smyrna is even stepping their game up, their Smyrna at Night was AMAZING! Other fun festivals like the peach festival would be great!	7/30/2018 8:56 AM
18	Food truck festival	7/28/2018 3:02 AM
19	Nothing really. Move it out to Westtown. Too much traffic down town.	7/27/2018 6:31 PM
20	Less traffic, more parking would get me to these events	7/27/2018 6:15 PM
21	don't really care	7/27/2018 3:46 PM
22	Dog related/pets	7/27/2018 11:00 AM
23	More evening hours too! Put lights in trees to make it more warm and inviting.	7/27/2018 6:37 AM
24	There is no parking in downtown	7/27/2018 6:33 AM
25	Events supporting the local small businesses more.	7/26/2018 9:57 PM
26	We need to shut main street down and have a BIG fall festival or more festivals! My friends and I LOVED the sips & sweets that was held in January, we need more of that going on downtown. Our town is so beautiful and with the cute shops coming to downtown we really need to do more things. I love the feel downtown and that is why I will go there to shop more instead of going to Westtown. I like that down home feel instead of more commercial like Westtown is.	7/26/2018 8:25 AM
27	Ghost Tours, health fair, shopping events, scavenger hunts,	7/26/2018 7:01 AM

## Q6 How do you visit businesses in the Downtown?

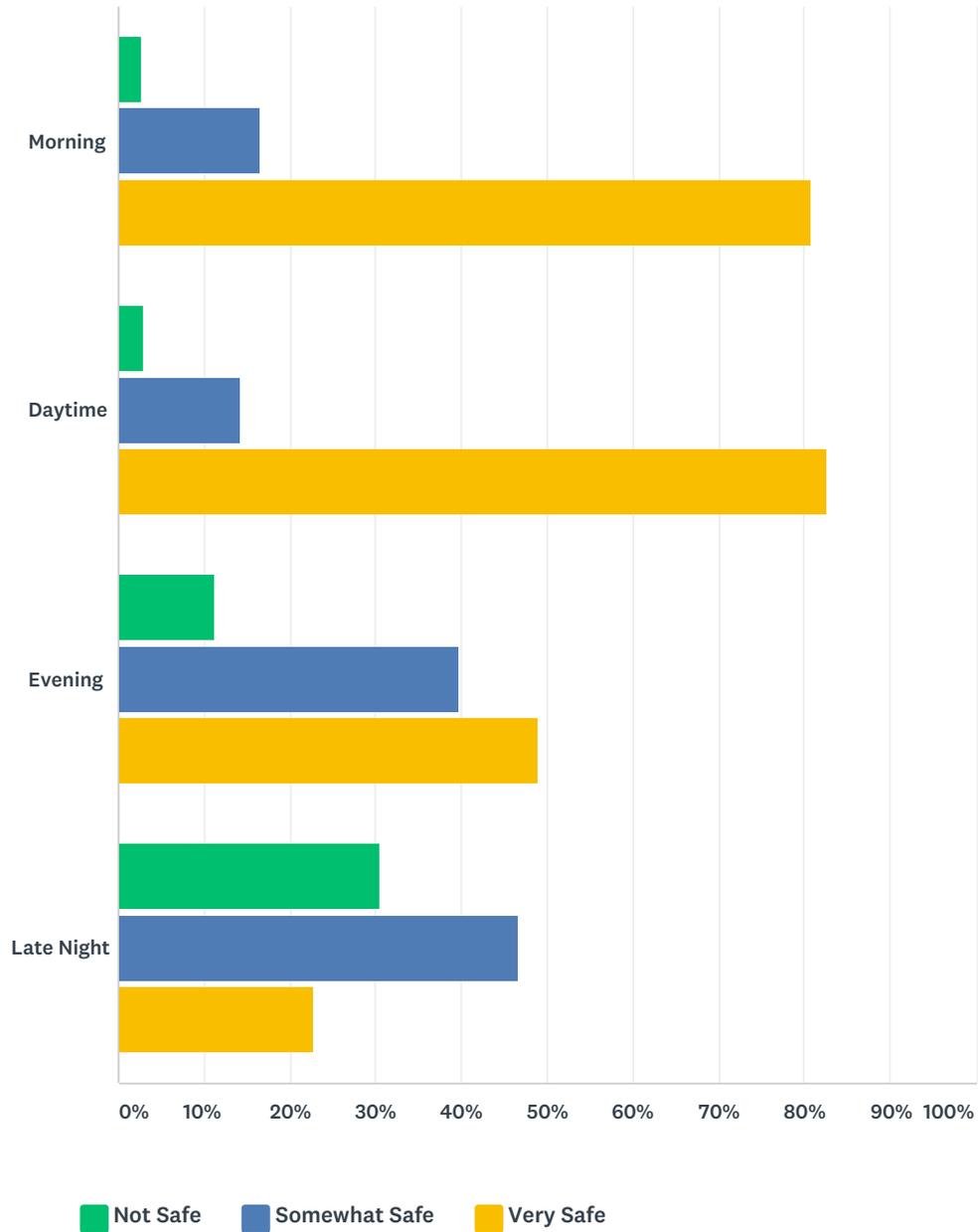
Answered: 326 Skipped: 18



ANSWER CHOICES	RESPONSES	
Walk	12.58%	41
Bike	0.61%	2
Use on-street parking	37.12%	121
Use public parking lot	30.98%	101
Use private parking lot, visit 1 location, then leave Downtown	6.44%	21
Use private parking lot and visit multiple locations	8.90%	29
Use private parking lot and visit 1 location, then repeat at next Downtown location	3.37%	11
<b>TOTAL</b>		<b>326</b>

### Q7 How safe do you feel Downtown during the following times?

Answered: 339 Skipped: 5

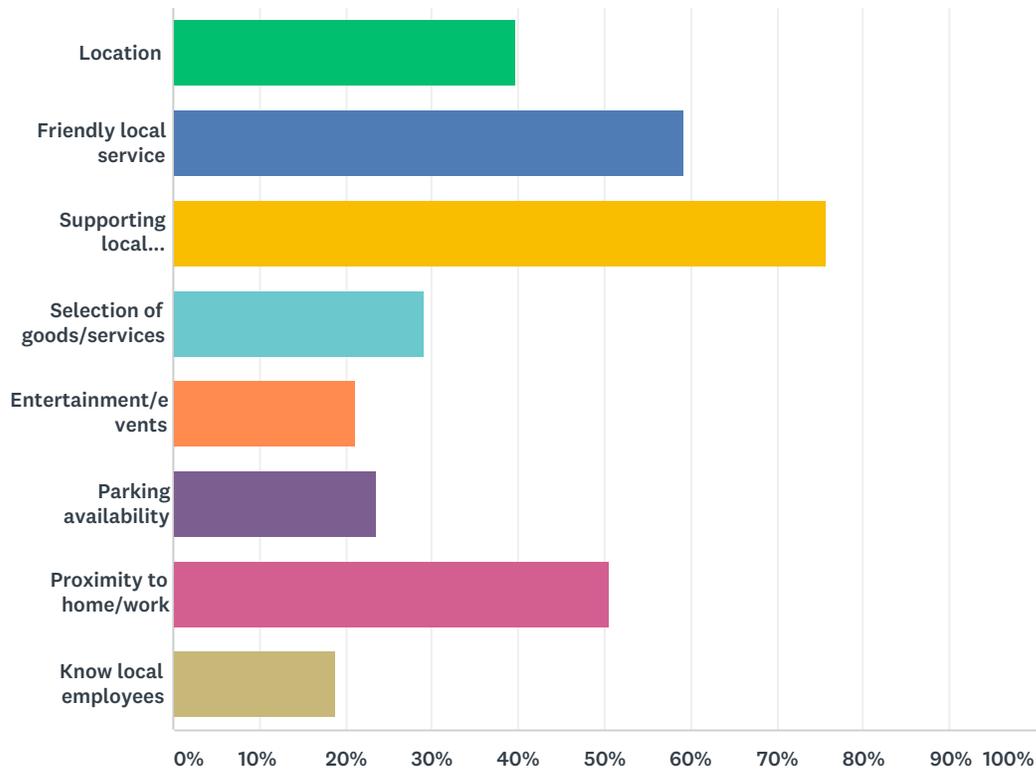


	NOT SAFE	SOMEWHAT SAFE	VERY SAFE	TOTAL
Morning	2.69% 9	16.47% 55	80.84% 270	334
Daytime	2.98% 10	14.29% 48	82.74% 278	336
Evening	11.34% 38	39.70% 133	48.96% 164	335
Late Night	30.53% 98	46.73% 150	22.74% 73	321

#	OTHER (PLEASE SPECIFY)	DATE
1	Lake st area seems a little less safe. Main St always feels very safe	8/30/2018 11:34 PM
2	never there at night	8/30/2018 1:03 PM
3	Tremendous amounts of traffic make crossing and walking downtown unsafe!	8/28/2018 3:53 PM
4	n/a	8/24/2018 6:21 AM
5	Parking. Public Enemy number one. Most businesses close early.	8/22/2018 8:43 PM
6	not usually out in Middletown late night	8/21/2018 9:55 AM
7	Uptick in drug arrests and shootings in concerning.	8/17/2018 10:24 AM
8	The traffic makes it difficult to cross the street. Need a cross walk so cars will be required to stop. And, it's more difficult parking along the street because cars won't let you out...unless you catch the traffic light at the right time.	8/10/2018 9:25 AM
9	Cause I don't go	7/27/2018 6:15 PM
10	Need to enforce residential housing for upkeep a quality. Some people leave trash, long grass, park on the grass	7/27/2018 4:41 PM
11	Mostly safe but traffic and drivers can be intense	7/27/2018 2:55 PM
12	Evening not safe due to so much traffic, night because of being close to area that crimes have been reported	7/27/2018 11:00 AM
13	Don't normally go to shops late at night	7/27/2018 8:55 AM
14	Additional crosswalk is needed. Traffic way to heavy for 1 crosswalk	7/26/2018 11:57 PM
15	I feel safe but I do not feel safe crossing the street. Cars FLY down main street! There really needs to be more police sitting downtown. Please do something about this. Another crosswalk would also be very helpful and maybe help with slowing people down.	7/26/2018 8:25 AM

## Q8 Which of the following factors currently contribute to Middletown's positive Downtown environment?

Answered: 312 Skipped: 32



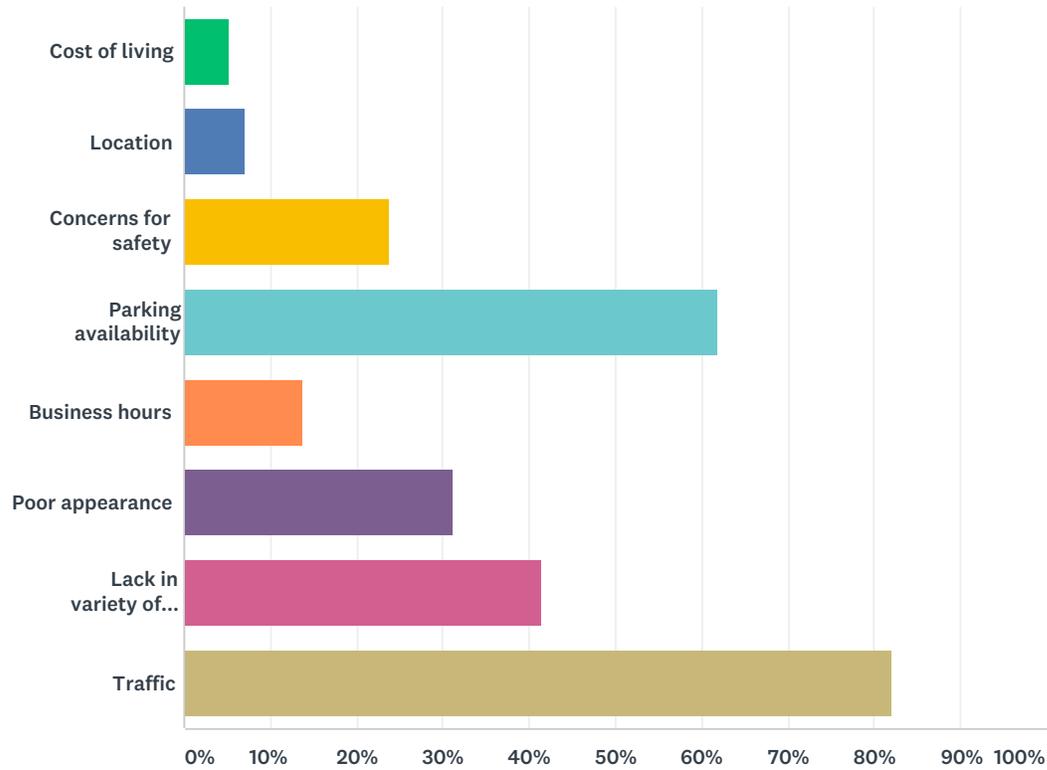
ANSWER CHOICES	RESPONSES
Location	39.74% 124
Friendly local service	59.29% 185
Supporting local businesses	75.64% 236
Selection of goods/services	29.17% 91
Entertainment/events	21.15% 66
Parking availability	23.72% 74
Proximity to home/work	50.64% 158
Know local employees	18.91% 59
Total Respondents: 312	

#	OTHER (PLEASE SPECIFY)	DATE
1	none... avoid at all costs	9/3/2018 1:57 PM
2	Better selection of entertainment would be nice, not just shopping. Like more restaurants, public outdoor seating for eating, etc. Places to spend time besides browsing a store.	8/30/2018 11:34 PM
3	I wouldn't say Middletown Downtown has a positive environment. It's pretty sad and run down looking.	8/30/2018 1:03 PM

4	n/n	8/24/2018 6:21 AM
5	Accessibility from most transportation webs	8/22/2018 8:43 PM
6	none	8/21/2018 9:29 AM
7	None.	8/21/2018 7:32 AM
8	Parking is terrible and keeps us from shopping there more frequently.	8/18/2018 7:35 AM
9	Do not have positive feelings about downtown	8/16/2018 4:42 PM
10	Westtown is very nice. Main street is a positive location because of traffic and the mix match of properties on the strip. There should be open space for you to gather and let the kids run around without fear of cars. Aome of the businesses should be houses elsewhere as they are not attractive in a shopping district.	8/4/2018 11:27 PM
11	parking is an issue but I do enjoy working with small business and local people	7/30/2018 3:37 PM
12	Hard to find parking and don't feel safe walking through some neighborhood areas.	7/29/2018 4:03 PM
13	None	7/27/2018 6:31 PM
14	Man, nothing above	7/27/2018 6:15 PM
15	What positive environment?	7/27/2018 4:42 PM
16	I dont see it as a positive environment	7/27/2018 4:04 PM
17	Parking is horrible!	7/27/2018 3:53 PM
18	None	7/27/2018 3:02 PM
19	I love the small town feel. We need more boutiques and shops to keep interested in coming downtown.	7/27/2018 6:37 AM
20	Nothing positive. Main Street should be name Garbage Can Lane	7/27/2018 6:33 AM
21	Our town has really come along with the new shops and vibe! I just really hope that does not change and the stores close. We are just really lacking the community events downtown.	7/26/2018 8:25 AM

### Q9 Which of the following factors concern you about the Downtown?

Answered: 341 Skipped: 3



ANSWER CHOICES	RESPONSES
Cost of living	5.28% 18
Location	7.04% 24
Concerns for safety	23.75% 81
Parking availability	61.88% 211
Business hours	13.78% 47
Poor appearance	31.09% 106
Lack in variety of goods/services	41.35% 141
Traffic	82.11% 280
Total Respondents: 341	

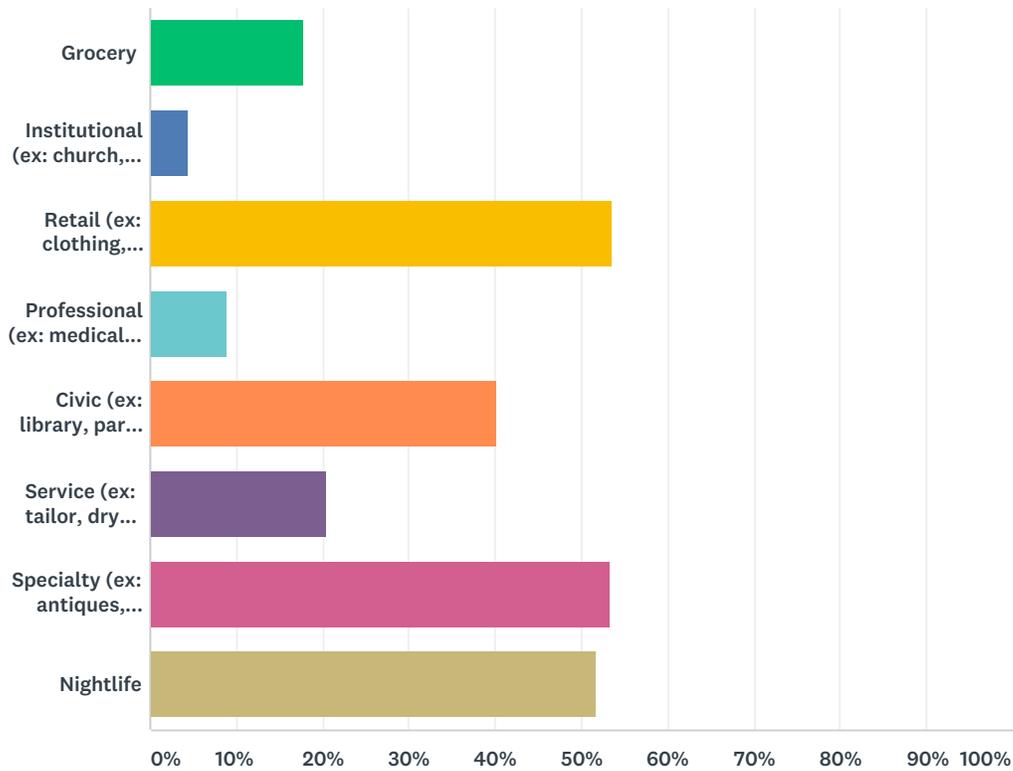
#	OTHER (PLEASE SPECIFY)	DATE
1	Crime/drugs at the two Valero gas stations.	8/31/2018 12:24 AM
2	Many of the houses on Main St look disheveled, with trash cans all over and crowded dirty porches.	8/30/2018 11:34 PM
3	Tattoo shop is a negative for visitors.	8/30/2018 7:40 PM

4	First, small entrepreneurs do not seem like they are able to sustain a unique business downtown. Second, there is a lack of walkability in the selection of stores. For example, there is a lawyer's office in between a clothing boutique and an eatery. It breaks the flow of shopping. Third, there is no variety in goods and services. For example, there are no good bakeries, flower shops, or clothing boutiques.	8/30/2018 4:49 PM
5	Traffic, traffic, traffic!!!!	8/30/2018 3:02 PM
6	Traffic congestion always	8/30/2018 2:51 PM
7	It looks as if no town codes are enforced if there are any. The majority of business are in terrible shape.	8/30/2018 1:03 PM
8	reheat: traffic	8/29/2018 9:29 AM
9	People from other areas bringing crime with them.	8/27/2018 4:17 PM
10	It needs to be more pedestrian friendly with less traffic.	8/23/2018 8:43 AM
11	Some areas need sprucing up.	8/22/2018 8:43 PM
12	I hate the traffic delays in down town. It makes me avoid the area when possible.	8/21/2018 8:39 PM
13	Price of goods. Sadly, these wonderful, quaint, darling shops are out of my budget.	8/21/2018 10:35 AM
14	The appearance north of Main street with the falling apart houses is uninviting. We like the way some of the other buildings are being renovated.	8/20/2018 11:59 PM
15	Crosswalks should not allow pedestrians and cars a green light at the same time to cross main/broad street. Pedestrians should cross while all cars in all directions have a red light. Drivers are careless and in a hurry and often I don't feel safe crossing at the four corners.	8/20/2018 8:50 PM
16	The homes on Main Street are falling down giving the whole neighborhood a rundown feeling. The gas station is an eyesore too.	8/20/2018 8:05 PM
17	For a small town driving through town is awful during peak hours!	8/17/2018 6:57 PM
18	Entirely too much traffic!	8/17/2018 12:41 PM
19	Traffic and parking are awful on Main Street.	8/17/2018 12:26 PM
20	Traffic is an issue, which I suspect is not a surprise to anyone. Need some creative solutions to improve. Lots of shops and homes look terrible and need investment to upgrade. Although not an issue in downtown, seems to be becoming a thing in Westown is the gaudy signage Wendy's and now DQ too. Need to consider some ordinances that specify some aesthetic guidelines for businesses.	8/17/2018 10:24 AM
21	it is boring downtown.	8/16/2018 6:27 PM
22	Traffic, traffic, traffic. Something has to be done about it. It's terrible. Everyone from Middletown uses the back routes because the traffic is so bad. Also there is no parking.	8/16/2018 1:52 PM
23	Some parts of the main street are lovely and have been revamped..others look run down	8/16/2018 1:52 PM
24	TRAFFIC!	8/14/2018 7:06 PM
25	We have lost so many great local businesses from downtown because of unreasonable landlords jacking up prices (E's and Frameworks, for example).	8/8/2018 11:16 PM
26	Traffic and seedy appearing areas combined with businesses that would be better suited off of the main strip.	8/4/2018 11:27 PM
27	would like to continue to see small businesses on main street but the amount that have closed recently is concerning	7/30/2018 3:37 PM
28	need more crosswalks and a crack down on the speeding through town. I feel unsafe walking my kids across the street or even on the sidewalk because of how fast the cars go on main street	7/30/2018 8:56 AM
29	Too many chain establishments Not enough good food choices Shopping centers consisting of nothing but chain stores takes away from downtown feel Independents come and go — by time realize they are there, they are gone. Need better/affordable advertising for small businesses - get impression it is hard for them to survive.	7/28/2018 5:51 PM
30	Need to enforce codes much better and encourage community and family activities available to all...	7/28/2018 12:57 PM

31	With the taxes going up, I see so many people moving further south to pay less taxes.	7/28/2018 12:00 PM
32	Trash cans are real eyesores. Need a novel solution	7/28/2018 8:51 AM
33	Lack of appearance, the main street needs a face lift for sure.	7/28/2018 7:38 AM
34	Others perceptions about parking	7/28/2018 5:00 AM
35	The run down homes on main street. Safety around Lake street	7/28/2018 3:02 AM
36	Traffic is the worse! Especially on weekends on main street. Makes you almost want to avoid the area.	7/27/2018 10:47 PM
37	Traffic, Traffic, traffic. Too many new homes. Please stop approving new developments and businesses to let everything adjust.	7/27/2018 4:30 PM
38	Traffic, traffic, traffic	7/27/2018 4:25 PM
39	There is a lot of new building happening and there are a ton of empty stores by the train tracks fill what we have and then put forth a cohesive plan on what else to bring to town	7/27/2018 3:39 PM
40	The many delapidated and uninhabited buildings on Main Street	7/27/2018 2:55 PM
41	I avoid town at all cost due to traffic. I grew up in Middletown and disgusted the lack road improvements/change in traffic flow. Until this improves I will not stop or go through town and continue back roads to my destination.	7/27/2018 9:37 AM
42	Would love to have a fabric store in town. Also a nice mens store. Traffic is terrible.	7/27/2018 8:55 AM
43	Adequate street crossings on Main Street to include handicapped crossings	7/27/2018 7:31 AM
44	Need additional crosswalks	7/26/2018 11:57 PM
45	Stores are being replaced because small stores cannot survive the increases in rent from the monopoly that has purchased many of the buildings around mainstreet	7/26/2018 11:37 PM
46	There needs to be a crosswalk in front of the Everett/ Gibby	7/26/2018 11:26 PM
47	I chose concerns for safety because of the traffic and how fast the cars go down Main Street and also the lack of crosswalks.	7/26/2018 8:25 AM
48	Traffic is a huge concern, but I think a lot of that is out of the town's control. The new Rt. 301 should help.	7/23/2018 11:57 AM

## Q10 Which of the following business types would you like to see Downtown?

Answered: 302 Skipped: 42



ANSWER CHOICES	RESPONSES
Grocery	17.88% 54
Institutional (ex: church, bank, school)	4.30% 13
Retail (ex: clothing, hardware)	53.64% 162
Professional (ex: medical, law)	8.94% 27
Civic (ex: library, park, gallery)	40.07% 121
Service (ex: tailor, dry cleaning, salon)	20.53% 62
Specialty (ex: antiques, flowers, gifts)	53.31% 161
Nightlife	51.66% 156
Total Respondents: 302	

#	OTHER (PLEASE SPECIFY)	DATE
1	extra traffic routes	9/3/2018 1:57 PM
2	Please buy out that lot next to the post office use it for some parking and add more trees/park space could be so nice!	8/31/2018 7:57 AM
3	Restaurants and general entertainment, day or night	8/30/2018 11:34 PM
4	whole foods - organic open market	8/30/2018 4:49 PM

5	Now that the 301 expansion is actually happening it would be nice to see more stores like IKEA or some of the upscale shops such as those at Tanger Outlets in West Middletown. No one really wants to see apartments go in over there.	8/23/2018 9:05 AM
6	N/a	8/23/2018 8:36 AM
7	Restaurants/coffee shop	8/23/2018 8:32 AM
8	All of the above.	8/22/2018 8:43 PM
9	More restaurants	8/22/2018 12:50 PM
10	None	8/21/2018 2:20 PM
11	none	8/21/2018 9:29 AM
12	None	8/21/2018 7:32 AM
13	Cuisine	8/21/2018 7:14 AM
14	The unique buildings can allow for some niche stores. Maybe 1-2 top quality stores could help-- Brew haha or a panera could bring in some good foot traffic	8/20/2018 11:59 PM
15	Grocery- a health food or specialty bakery especially for gluten free or allergy friendly goods A good coffee shop or cafe	8/20/2018 8:50 PM
16	Full service bread Bakery would be nice. A place to meet a friend with indoor and outdoor seating.	8/20/2018 8:05 PM
17	Sully's is run down and outdated for this area; Whole foods/trader Joe's is what the people want.	8/20/2018 8:54 AM
18	Polo shop, better eateries.	8/18/2018 11:27 PM
19	Wine store	8/18/2018 1:06 PM
20	There's already enough, stop building more things we don't need. The traffic is getting out of hand.	8/18/2018 12:28 PM
21	Gourmet grocer such as Trader Joe's	8/18/2018 7:35 AM
22	Restaurants	8/17/2018 11:07 PM
23	Mall like Christiana Mall	8/17/2018 10:41 PM
24	Restaurants!! NO more fast food chains!	8/17/2018 11:43 AM
25	No room for anything else	8/17/2018 9:40 AM
26	New restaurants and family friendly	8/16/2018 9:32 PM
27	No more grocery stores!! A book store would be wonderful - especially one with coffee and a children's section!	8/16/2018 8:15 PM
28	Restaurants!!!	8/16/2018 8:08 PM
29	a nice resturant	8/16/2018 6:27 PM
30	Until infrastructure is solved, it is a waste money. Even the town does not want be there. Where is the police station?	8/16/2018 4:42 PM
31	Restaurants	8/16/2018 4:29 PM
32	More restaurants, bar & grills and retail shops	8/16/2018 3:08 PM
33	Coffee shop	8/16/2018 2:46 PM
34	We enjoy The Everett, but it could use some help refurbishing. Eateries and restaurants (esp since Immediatoes closed). More family-directed shops...	8/16/2018 2:23 PM
35	Book Store	8/16/2018 2:12 PM
36	Restaurants coffee shop	8/16/2018 1:57 PM
37	Restaurants	8/15/2018 8:47 PM
38	Open park, kids splash pad area, shaded area to eat outdoors.	8/15/2018 7:00 PM
39	cafe (sandwich/soup) with outdoor seating	8/10/2018 9:25 AM

40	Look at Chestertown, MD and you'll see an example of a small town that has wonderful, distinctive shops and real character: a BOOKSTORE (for God's sake, some of us actually still read!), a great kitchen shop, a wine and cheese shop, an incredible bakery that isn't just niche like cupcakes but makes bread and pastries and sandwiches and muffins, a great local coffee shop, etc. We've let boring, big box, all of it is the same, exurban sprawl eat our town because our local government has the idiotic idea that all development is good development rather than being intentional, thoughtful, and encouraging diversity in businesses, cuisines, etc.	8/8/2018 11:16 PM
41	Restaurants, but really what is missing is open public space that attracts you to come and visit. You need more than retail these days.	8/4/2018 11:27 PM
42	Health food stores	8/4/2018 9:57 AM
43	Miss the hardware store	7/31/2018 3:57 PM
44	Ice cream shop, other fun shops or activities downtown.	7/30/2018 8:56 AM
45	Coffee shop	7/28/2018 6:23 PM
46	Upscale food store, independent eateries	7/28/2018 5:51 PM
47	I think a good mix is beneficial	7/28/2018 12:00 PM
48	Miss Immediate and hardware	7/28/2018 8:51 AM
49	Coffee shop Bookstore	7/28/2018 5:00 AM
50	Nice Bisto outdoor restaurants.	7/28/2018 3:02 AM
51	Non - chain stores and the valero gas station needs to go	7/27/2018 10:47 PM
52	Barnes and noble	7/27/2018 10:39 PM
53	Restaurant / cafe	7/27/2018 9:37 PM
54	Restaurant	7/27/2018 8:46 PM
55	TARGET TD BANK	7/27/2018 7:34 PM
56	Would like to keep the historic atmosphere of the town and see more businesses which sort of tie into that	7/27/2018 5:55 PM
57	Even the cheese shop moved out to West town	7/27/2018 5:26 PM
58	Downtown is far to over crowded to add anything! You want to do something positive FIX the traffic flow problem	7/27/2018 3:46 PM
59	There's already a gallery	7/27/2018 3:39 PM
60	Kid friendly restaurants with outdoor seating, family entertainment that is appealing to adults	7/27/2018 3:34 PM
61	Restaurant	7/27/2018 3:34 PM
62	Upscale restaurants	7/27/2018 3:32 PM
63	none	7/27/2018 3:19 PM
64	Small market, not Mexican. To grab things without going to the grocery store.	7/27/2018 3:14 PM
65	More restaurants	7/27/2018 3:14 PM
66	Too many nail salons. Would like have smaller non chain restaurants.	7/27/2018 8:55 AM
67	Restaurant that is not a chain	7/27/2018 8:36 AM
68	Restaurants!	7/27/2018 7:51 AM
69	We need retail to keep people coming. People come to visit small towns to spend the day shopping eating and going out at night. Don't fill up the store fronts with businesses no one enjoys.	7/27/2018 6:37 AM
70	Can not add anything until the traffic and parking problems are solved	7/27/2018 6:33 AM
71	No more liquor stores!!! Daily produce availability	7/26/2018 11:49 PM
72	Bookstore	7/26/2018 9:57 PM

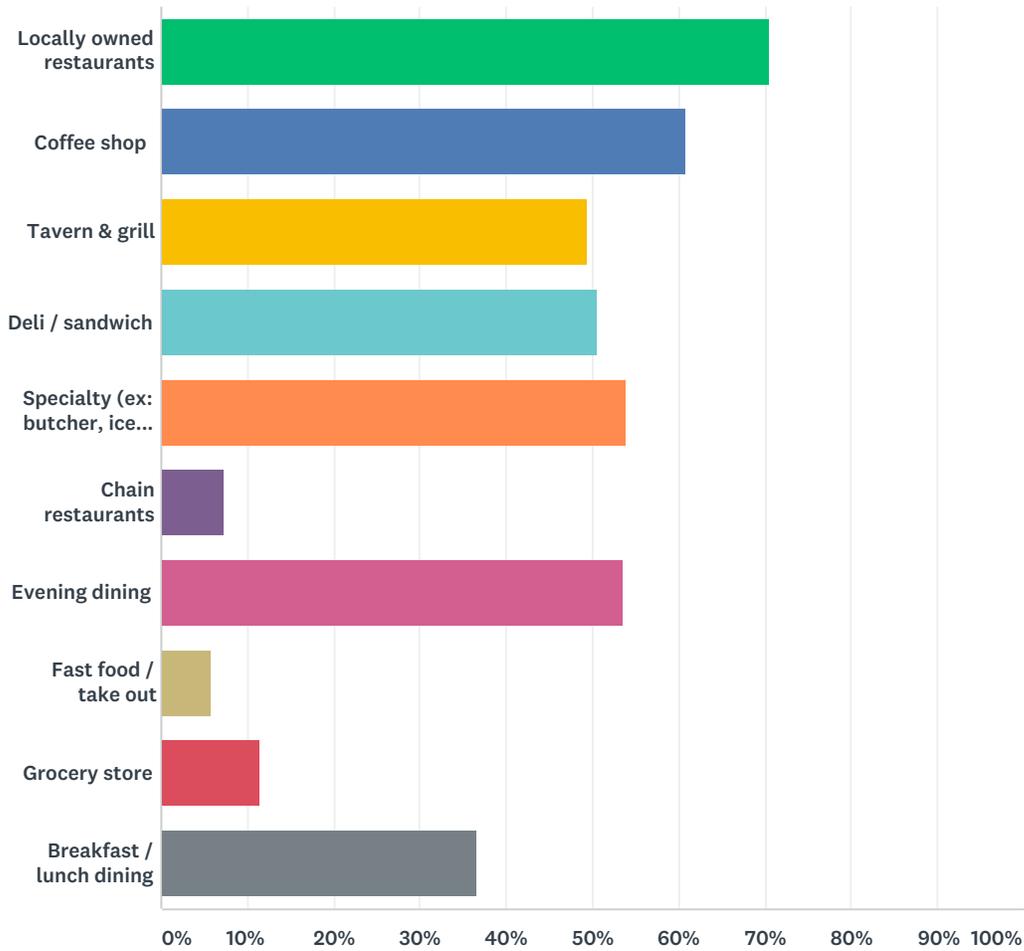
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73	Please no chain stores downtown, we need a couple good restaurants. Sully's is nice but you can't bring kids. I love their outdoor eating area and just wish there was something on main street that was like that but for kids. Love to see fun things come downtown like wine tasting location or a town square to sit and relax.	7/26/2018 8:25 AM
74	restaurants	7/26/2018 7:01 AM
75	More plays, live music (all types), movies under the stars, food trucks, retailers' resident discount day. Indian restaurant	7/23/2018 11:04 PM

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# Q11 What food-related businesses would you like to see Downtown?

Answered: 328 Skipped: 16



ANSWER CHOICES	RESPONSES
Locally owned restaurants	70.43% 231
Coffee shop	60.98% 200
Tavern & grill	49.39% 162
Deli / sandwich	50.61% 166
Specialty (ex: butcher, ice cream)	53.96% 177
Chain restaurants	7.32% 24
Evening dining	53.66% 176
Fast food / take out	5.79% 19
Grocery store	11.59% 38
Breakfast / lunch dining	36.59% 120
Total Respondents: 328	

#	OTHER (PLEASE SPECIFY)	DATE
1	I think we already have a good blend	8/31/2018 6:15 AM
2	All the above except fast food chains, they have there place but not on Main St in downtown.	8/30/2018 11:34 PM
3	Wegmans	8/27/2018 3:51 PM
4	Semi-healthy eatery i.e. Panera Bread	8/22/2018 8:43 PM
5	Healthy/vegetarian/vegan options	8/21/2018 6:34 PM
6	More ethnically diverse offerings. Less reliance on chain restaurants.	8/21/2018 9:55 AM
7	No chain restaurants please on main.	8/20/2018 11:59 PM
8	More family/ locally owned non chain restaurants or food places especially ones that offer gluten free. We're really missing immediatos and their quaint, friendly atmosphere	8/20/2018 8:50 PM
9	Whole foods, bars, butcher	8/20/2018 8:54 AM
10	A good deli	8/18/2018 11:27 PM
11	also a fresh seafood market!	8/18/2018 7:35 AM
12	No room	8/17/2018 9:40 AM
13	Seafood	8/16/2018 9:32 PM
14	Butcher!	8/16/2018 8:15 PM
15	We don't have any Indian restaurants. Any kind of restaurant that could accommodate outside dining. In a perfect world Main Street would be closed to traffic from the church to the railroad tracks and be filled with restaurants that had outdoor seating with heat lamps for colder weather.	8/16/2018 8:08 PM
16	Bar & Grill	8/16/2018 3:08 PM
17	Popeye restaurant	8/16/2018 2:07 PM
18	STOP WITH THE CHAIN PLACES!!! Seriously—and I say this as someone who only came to Middletown 15 years ago, not someone yearning for the days of zero development—you have destroyed this town by letting exurban sprawl run wild without any concern for the local businesses or the kind of new places that would actually make Middletown appealing and distinctive to younger professionals. It's absurd that we don't have a bookstore, that we don't have a local coffee shop (only Starbucks), that we don't have any quality ethnic food places other than Marlena's (we don't have Thai, we lost Nhu Vu, we don't have Indian, a noodle shop, etc.), and that we don't have enough really great local restaurants—we just have endless crappy bottom of the restaurant sophistication ladder chains. I would much rather go back to the Middletown of 10 years ago that had the hardware store and E's and Frameworks on Main Street than the exurban sprawl nightmare we have become.	8/8/2018 11:16 PM
19	NO CHAIN restaurants there is already too many! Something kid friendly, more locally owned unique places to eat, a coffee house would be awesome!	7/30/2018 8:56 AM
20	No more chains,please!!!! Healthy food Ethnic ...more like Marlenas!	7/28/2018 5:00 AM
21	chain restaurants in downtown do not add to the charm and uniqueness of small town Middletown. Most big cities you'll find decent night life in downtown, but they have ample parking, which is something we don't have.	7/27/2018 11:36 PM
22	Home Decor Stores	7/27/2018 10:47 PM
23	Vegan friendly restaurant	7/27/2018 9:37 PM
24	Starbucks	7/27/2018 6:31 PM
25	Food places won't work, no parking. Why hasn't the restaurant on the corner!	7/27/2018 6:15 PM
26	All locally owned. Too many chain businesses.	7/27/2018 4:30 PM
27	No more chains!!! I would like to see a restaurant that serves healthy dishes made from local ingredients	7/27/2018 4:13 PM
28	don't care	7/27/2018 3:46 PM
29	Please healthy choices no more fast food, farm to table and good seafood	7/27/2018 3:02 PM

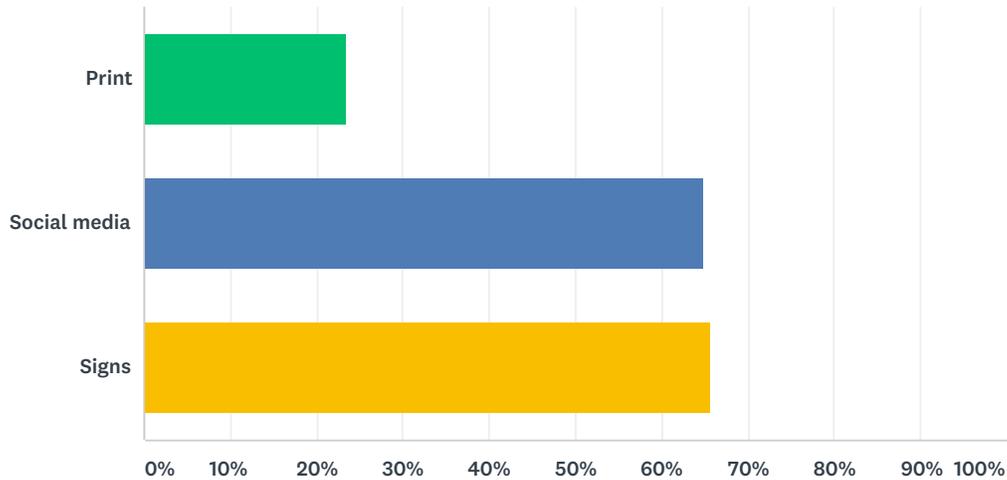
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30	Restaurants are great...but not too many. Need to keep good balance with boutiques and other shopping.	7/27/2018 6:37 AM
31	No more fast food	7/26/2018 11:57 PM
32	I kind of answered this above but defiantly a place on Main Street for families to eat that is not extremely expensive. A locally made ice cream shop would be super cool too!	7/26/2018 8:25 AM
33	Good seafood restaurant or good Italian restaurant. Carrabba's or something like that. Indian restaurant like Flavor of India in Dover	7/23/2018 11:04 PM

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## Q12 What sort of advertising stands out to you?

Answered: 336 Skipped: 8



ANSWER CHOICES	RESPONSES
Print	23.51% 79
Social media	64.88% 218
Signs	65.77% 221
Total Respondents: 336	

#	OTHER (PLEASE SPECIFY)	DATE
1	There are too many signs at the printing business, looks trashy.	8/31/2018 12:24 AM
2	All plus radio	8/23/2018 8:36 AM
3	Word of mouth.	8/22/2018 8:43 PM
4	The MOT Community Facebook page and other similar pages are very visible and a great place to share information that will be seen directly by those living in the MOT area.	8/21/2018 6:34 PM
5	Coupons	8/20/2018 11:18 PM
6	I walk al ost every day so if a sign is out in the downtown area I'll see it	8/20/2018 8:50 PM
7	Nice signs. Not the gaudy disgusting signage like Wendy's put up in Westown. That sign is obnoxious and should be removed. DQ not much better. This isn't Vegas.	8/17/2018 10:24 AM
8	Word of mouth	8/16/2018 7:31 PM
9	Word of mouth	8/16/2018 4:42 PM
10	Email newsletter to know what is going on	7/30/2018 8:56 AM
11	Signage in town and storefront need work. Has been improvement but western end of Main is a blight of bad signage.	7/28/2018 8:51 AM
12	Flyers in papers	7/27/2018 7:35 PM
13	When driving, signs which promote the historic significance of the town and promote local businesses and activities	7/27/2018 5:55 PM
14	Signage with good taste consistent with the architecture	7/27/2018 3:02 PM

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15	I read the Transcript weekly but it's not as good as it use to be. Never see anyone covering little league games, healthy kids running series, kids soccer, etc. Never see anyone out and about going to local businesses to interview customers shopping.	7/27/2018 9:37 AM
16	Word of mouth	7/27/2018 8:55 AM
17	I am typically on social media more but would be nice to have an email go out to people listing what is going on downtown. Also a map of all the businesses like a guide.	7/26/2018 8:25 AM
18	Perhaps have residents register to get text messages from Middletown vendors on sales or events.	7/23/2018 11:04 PM

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## Q13 What do you think would improve the Downtown?

Answered: 274 Skipped: 70

#	RESPONSES	DATE
1	The traffic problem has to be corrected. The store fronts should have neutral homogeneous colors on the signage to avoid a cheap, carnival look.	9/3/2018 8:41 PM
2	less traffic, more easy parking	9/3/2018 1:57 PM
3	Traffic	8/31/2018 9:29 AM
4	I avoid downtown mainly because of traffic	8/31/2018 8:39 AM
5	Better traffic flow. Restaurants with outdoor seating. Restoration of the historical buildings. Work with the business owners to do seasonal plantings or flowering bushes to beautify town.	8/31/2018 7:57 AM
6	Improve the traffic. Consider closing off main st (assuming alternate traffic routes are available) making it an outdoor mall type environment. Similar to Charlottesville, va.	8/31/2018 7:23 AM
7	Restricted driving through the heart of town. Access to the local shops is difficult due to 2 lane and limited parking. I avoid the local business due to difficulty of finding a space....if there were localized parking areas I might go more often	8/31/2018 6:15 AM
8	Remove the businesses catering to the high drug traffic areas, increase police patrols, continue to improve facades of homes and other buildings, regulate the signage so no one business can monopolize space and overcrowd.	8/31/2018 12:24 AM
9	Outdoor cafes and more diverse shops.	8/30/2018 11:38 PM
10	More events, more entertainment. Ways to draw a larger crowd. Better website communicating events and their details. Some of the events I have never even heard of, even after trying to find out what events are downtown.	8/30/2018 11:34 PM
11	Before anything is done, the traffic issues need to be addressed and fixed.	8/30/2018 11:21 PM
12	Get rid of the tattoo shop and do something about the traffic.	8/30/2018 7:40 PM
13	Better business/shopping options	8/30/2018 7:34 PM
14	Better parking and better business directory	8/30/2018 5:58 PM
15	We need more speciality shops that offer unique shopping experiences. We are tired of Walmart!!! Middletown residents have money to spend and all the stores Downtown/Westtown seem to cater to a low-income demographic. ex. Lidl, Walmart, and Aldi, and Waffle House. We also need some higher-quality chain stores. Why can't we have a Trader Joe's or Whole Foods? What about a Target? We have to travel to Dover or Christiana for the nearest Target.	8/30/2018 4:49 PM
16	Fixing the traffic issues	8/30/2018 4:15 PM
17	Better parking	8/30/2018 3:26 PM
18	Resolving traffic issues. I purposely avoid downtown because it takes so long to travel through town	8/30/2018 3:02 PM
19	Improved appearance of buildings. Some are very run down. I love the small businesses and would love to see more food related places	8/30/2018 2:56 PM
20	Better traffic flow	8/30/2018 2:51 PM
21	Fix the pot holes and fix the traffic problem in town.	8/30/2018 2:34 PM
22	Better traffic flow, fixing up buildings	8/30/2018 2:22 PM
23	I hope the 301 bypass will alleviate traffic congestion, so more locals can enjoy Downtown.	8/30/2018 2:06 PM
24	One on one attention with each of the business owners. Maybe provide them grants to restore their business fronts. Do something to attract more boutique businesses like Half Baked Patisserie, find a way for volunteer brewing to have more of a Main Street face.	8/30/2018 1:03 PM

25	Less traffic	8/29/2018 7:19 PM
26	Taking care of older delapidated buildings, make parking more available, family physicians to come encouraged more	8/29/2018 4:23 PM
27	I would love to see more independent/locally owned (not a chain) restaurants. The theatre is a nice touch, please expand on enrichment for all ages: gallery, more historic in nature.	8/29/2018 11:42 AM
28	A cross walk at the Everret would be most helpful. Mark it properly, install a "yield to pedestrians" sign in roadway (Odessa already has these), . No loss of parking as there is already a no parking area across the stree due to fire hydrant.	8/29/2018 9:29 AM
29	Roadway and traffic control, we need two lanes. Two lanes one way in, two lanes that are one way out	8/28/2018 3:53 PM
30	Better traffic infustructure. And ashland st. Between new st and cleaver farm road. Is in desprate need of an overhaul.	8/27/2018 4:17 PM
31	More upscale and variety of stores. Better access	8/27/2018 3:51 PM
32	A brew haha!!!!	8/25/2018 9:34 AM
33	More outdoor eating/drinking areas or restaurants	8/24/2018 9:33 PM
34	reduced parking on Main Street addition street to cross rail road tracks	8/24/2018 6:18 PM
35	Eliminate traffic by closing Main Street from Broad Street to railroad area for foot traffic only. Reroute east/west traffic by converting two area streets to one way only, one each direction.	8/24/2018 4:36 PM
36	Less traffic, more pedestrian friendly. See Milford's downtown for an example.	8/24/2018 6:21 AM
37	Cultural events will draw from the diverse population of Middletown. Some inclusive outreach to the various cultures present in Middletown will add much needed flavor to downtown. In particular, hispanic, african, indian (india), asian.	8/23/2018 8:10 PM
38	traffic flow. coordinate red lights	8/23/2018 3:48 PM
39	traffic relief	8/23/2018 2:05 PM
40	a little more variety in the businesses. and clean up the row homes, they look run down, along with the scary gas station	8/23/2018 1:13 PM
41	IKEA, more locally owned businesses instead of downscale chain restaurants and fast food, and more upscale retail. If you want to do chain dining be more thoughtful about it and instead of going with one that both Newark and Dover have go with something like the Silver Dollar Diner that would be unique to Middletown and actually draw visitors to it.	8/23/2018 9:05 AM
42	Make it one way with pull in parking in one side of the street only.	8/23/2018 8:43 AM
43	Bringing more businesses or things to do	8/23/2018 8:36 AM
44	More fun events, more shopping stores and places to eat	8/23/2018 8:32 AM
45	Better Traffic flow!!!☺	8/22/2018 8:43 PM
46	Parking	8/22/2018 7:25 PM
47	Restore delapidated buildings and add destination restaurants that aren't chains	8/22/2018 12:50 PM
48	Exterior improvements.	8/22/2018 11:49 AM
49	There are numerous houses that are in extremely poor state of disrepair. The Town should force the homeowners to clean them up or fine them. There is one the West side of town down from the used car lot that is disgusting and has to be a hazard in its structure and for its habitants.	8/22/2018 11:00 AM
50	Better traffic flow.	8/22/2018 7:13 AM
51	Specialty grocery store	8/21/2018 9:28 PM
52	Reduced traffic	8/21/2018 9:10 PM
53	have alternate routes around downtown for traffic.	8/21/2018 8:39 PM
54	Improved traffic pattern and parking	8/21/2018 8:26 PM

55	Traffic through Middletown on Rt. 299 is the top concern among MOT residents and the main reason why people tend to oppose to new development. Finding a way to improve traffic flows or make it easier for people to access the downtown and nearby areas would have a huge impact.	8/21/2018 6:34 PM
56	More dining options	8/21/2018 3:20 PM
57	?	8/21/2018 2:25 PM
58	Traffic is a nightmare!! I avoid the downtown area because of this.	8/21/2018 2:20 PM
59	Fix flow of traffic!	8/21/2018 10:35 AM
60	Traffic flow has to be the big issue. North-south not too bad; east-west is atrocious. It would be nice if a plan could be developed to create exclusive arteries in each direction (e-w), like Newark or State College, PA.	8/21/2018 9:55 AM
61	nothing	8/21/2018 9:29 AM
62	More shops and restaurants. More police presence. Open later hours. Maybe a cop walking a beat to keep riff raff away. Free parking	8/21/2018 8:59 AM
63	Either parking that is visible from Main Street or signs indicating where more free parking is located	8/21/2018 8:43 AM
64	Getting rid of Ken Branner	8/21/2018 7:44 AM
65	Get a new mayor	8/21/2018 7:32 AM
66	Parking, trees, outdoor vendors	8/21/2018 7:14 AM
67	more diverse stores	8/21/2018 6:58 AM
68	Less traffic, more people.	8/21/2018 6:39 AM
69	Better traffic flow	8/21/2018 6:34 AM
70	Make traffic one way,like main st Newark . Its nearly impossible to navigate on foot across the street.very few pedestrian crossings. More restaurants with outdoor dining and specialty stores.theres only a handful of businesses on man street that attract attention and for an ever growing town,its pitiful	8/21/2018 6:25 AM
71	Coffeehouse, billiards, cheaper prices.	8/21/2018 2:14 AM
72	Traffic flow. Nicer buildings.	8/21/2018 12:49 AM
73	Better parking and less traffic	8/21/2018 12:42 AM
74	making main street one way like in Newark. Traffic kills people from stopping downtown. cleaning up some of the run down houses.	8/20/2018 11:59 PM
75	One way traffic on Main street to ease the congestion	8/20/2018 11:55 PM
76	I think downtown is a nice area but the Valero gas station and the shopping center next to it seem to not fit in. My family and I have been wanting to visit but we would need more of a variety of places to go to make a day trip there.	8/20/2018 11:42 PM
77	I miss Immediatos! We were definitely drawn to town more when we had that dining option. Dinner and some browsing at the shops.	8/20/2018 11:18 PM
78	A parking garage and a bypass to alleviate traffic	8/20/2018 11:15 PM
79	Clean up the low income housing and add more quaint shops/eating establishments	8/20/2018 11:11 PM
80	A coffee shop. A local event rental space. more parking	8/20/2018 11:02 PM
81	The upkeep of the buildings and to lessen control from the Mayor. The place is worn down and not appealing. Also the parking is horrible.	8/20/2018 11:00 PM
82	More walkable. Better sidewalks that are accessible for strollers (and wheelchairs I'm guessing) and safer to use. Not crumbling and uneven. Crosswalk signs warning cars that they need to stop for pedestrians crossing broad street at the two crosswalks on the north and south sides of the street.	8/20/2018 8:50 PM
83	More parking	8/20/2018 1:30 PM
84	Whole Foods, local bar/restaurants,	8/20/2018 8:54 AM

85	More upscale dining for adults	8/19/2018 9:11 PM
86	facelift of older building to make downtown more charming/attractive to shoppers/visitors.	8/19/2018 9:08 PM
87	Do something about traffic. Boutique stores are great, but unfortunately can't compete with all the large chains that are coming to Westtown so they're dying. This means they need to be niche and different, which also often translates to pricey. Best way to save the independent little local store is stop encouraging the big-box development (oh, and again I'll mention fix traffic!)	8/19/2018 7:38 PM
88	Looks dumpy. Poorly planned. Would be nice to park there and be able to go to several young, hip places such as a local well made coffee shop (think Philter in Kennett Square, La Colombe in Philly), a great breakfast place (think Green Eggs in Philly and OneShot in Philly), a specialty lunch place (think Telula's Table, Kennett Square or Sweet Green, King of Prussia), specialty food stores (think Nomadic Pies, Kennett Square), mixed with specialty local retail stores (think downtown Annapolis), mixed with a Trader Joes (currently have to drive 45 minutes). Large walkable area once you park (think Manayunk). This would not only be favored by Middletowners, but people would drive from far to visit Middletown for a relaxing Saturday or Sunday. We currently live in Middletown and drive far to spend time at the above places.	8/19/2018 5:37 PM
89	Some houses are literally falling apart - citations are needed or better ordinances Traffic is awful during peak times - avoid at all costs	8/19/2018 3:02 PM
90	Cleaning up that Lake street area. It's not safe to walk or bike in that area. More police presence is needed. Shut down the valero gas stations on Main Street ( both of them)! We don't need the stations on Main Street! Causes too much traffic and they're a hang out for some.	8/19/2018 10:32 AM
91	Wider streets and more stores to shop in. Restaurants which serve other than fast food.	8/18/2018 11:27 PM
92	More Parking	8/18/2018 8:09 PM
93	Make it more pedestrian friendly by educating drivers on pedestrian right of way.	8/18/2018 3:28 PM
94	Greater dining variety options	8/18/2018 1:06 PM
95	Stop building so much. It shouldn't take 20 minutes to get from one side of town to the other.	8/18/2018 12:28 PM
96	Parking availability, more options	8/18/2018 7:35 AM
97	Traffic Pattern improvements with a Pedestrian walkable area (protected from traffic) and a circle of slow but steady traffic around it. Need to find a way to bypass massive flow off traffic most times of the day. May not be feasible, but would make it the most attractive. See the Charlottesville Downtown Mall for ideas on really improving a stagnant business location.	8/17/2018 11:07 PM
98	Cleaner streets and remove the run down buildings on West Main Street and replace them with an indoor mini mall with ample parking.	8/17/2018 10:41 PM
99	None	8/17/2018 7:17 PM
100	An overhaul! Middletown is growing and you have to drive to Christians Mall or Maryland to get a quality meal.	8/17/2018 6:57 PM
101	Less traffic	8/17/2018 1:50 PM
102	Exterior updates to many of the older buildings.	8/17/2018 1:48 PM
103	You have to figure out a better traffic pattern. It should not take 30 minutes to get from the East side of town to the West side of town.	8/17/2018 12:41 PM
104	Traffic is an issue for downtown. If that improves after the bypass is finished, I would visit downtown more often. I also would like to see more shops and restaurants opened.	8/17/2018 12:37 PM
105	Solution to poor parking and traffic on Main Street.	8/17/2018 12:26 PM
106	Clean up Main Streets appearance (buildings and landscaping). Fix traffic flow! Put in more speciality shops, clean up the immediate neighborhoods around Main Street	8/17/2018 11:54 AM
107	A higher end upscale restaurant	8/17/2018 11:43 AM

108	Traffic congestion needs to be addressed. Need a downtown east/west bypass of some sort (e.g. widen Marl Pit and make exit off rt 1 to bypass downtown. Also consider one way traffic on main and alternating direction on E. lake? Also, policies on signage and appearance to maintain downtown aesthetic. No gaudy blinking bright Vegas-esqu signage like Wendy's. More restaurants and shops, but not chain restaurants. Take a look around the country at downtowns that have revitalized and are working. Maybe Alexandria, VA is a model to emulate? Maybe some more residential apartments close to downtown? Our downtown has lots of potential, thanks for soliciting input! Keep up the good work and hard work of trying to make it better.	8/17/2018 10:24 AM
109	Traffic - parking - more to do would drive people to visit	8/17/2018 9:47 AM
110	Better traffic management	8/17/2018 9:40 AM
111	Expand the roads for traffic	8/17/2018 9:22 AM
112	I don't have the solution, but I like the idea of offering more downtown, but the traffic is a concern.	8/17/2018 4:30 AM
113	Restaraunts, night life, entertainment, improved traffic flow	8/16/2018 9:50 PM
114	Local food businesses that are not a chain that sells specialty sandwiches and soups or a dinner menu that is special for couples. Example would be Prime 225 Bayard House, etc. We could use a local coffee shop with Internet cafe and breakfast/lunch sandwiches. Another recommendation is a wood fired pizza place similar to the one in Newark. It needs to be very different from a pizza joint like Roma , Mtown pizza, etc. We travel to Newark for Wood fired pizza as much as possible. Also, Small business with trendier clothing similar to Nicole J Boutique.	8/16/2018 9:43 PM
115	Improve traffic pattern and improvements to storefronts	8/16/2018 9:32 PM
116	Parking, better traffic flow	8/16/2018 8:44 PM
117	Definitely fixing up storefronts and housing. Keep the quaint vintage look at the whole strip	8/16/2018 8:31 PM
118	Cleaning up the square. Putting in things like coffee shops, book stores, children's stores	8/16/2018 8:15 PM
119	Closing main street down to traffic and putting in more restaurants	8/16/2018 8:08 PM
120	Less traffic City Appearance/ updated look	8/16/2018 7:39 PM
121	Parking, traffic	8/16/2018 7:31 PM
122	Revamping store fronts and family friendly businesses	8/16/2018 7:19 PM
123	it should be like main street in Newark.	8/16/2018 6:27 PM
124	Clean it up!!	8/16/2018 5:00 PM
125	A major fire and then redevelop	8/16/2018 4:42 PM
126	Improved traffic flow, more convenient parking	8/16/2018 4:29 PM
127	A major overhaul of the condition of the structures. It is not inviting to go downtown among houses that are in such poor condition and disrepair. Some businesses look like they are on their last legs. Others have recently made nice improvements.	8/16/2018 4:00 PM
128	roads and infrastructure	8/16/2018 3:27 PM
129	Appearance, variety of eateries, night life and quarterly entertainment/festivals, etc.	8/16/2018 3:08 PM
130	Appearance and speciality shopping	8/16/2018 2:59 PM
131	More parking	8/16/2018 2:45 PM
132	More shops, nightlife and better traffic.	8/16/2018 2:36 PM
133	Less traffic	8/16/2018 2:34 PM
134	Better traffic flow	8/16/2018 2:32 PM
135	The worst thing is the traffic. On some days you can go Noxontown to St. Annes Church to Levels before you could make it down Main!	8/16/2018 2:23 PM
136	More diversity in business, food, culture	8/16/2018 2:19 PM
137	We have a wonderful downtown. Perhaps better use of vacant storefronts?	8/16/2018 2:18 PM
138	Creating a more consistent and/or updated facade of the buildings. Increased parking.	8/16/2018 2:07 PM

139	More restaurants	8/16/2018 1:57 PM
140	A pedestrian mall like in many other similar towns.	8/16/2018 1:55 PM
141	Reducing the traffic problem.	8/16/2018 1:52 PM
142	Traffic is unfortunate and is huge to fix - the other issue, as stated before, is the rundown look of some of the spaces	8/16/2018 1:52 PM
143	*More parking options. *Less traffic congestion around dinner time. *Renovate the exterior houses along Main Street. Some really look beaten down - give them a place to put their trash cans that isn't right in front!	8/16/2018 12:31 PM
144	Buy out or pressure the owners of the run down properties to sell or bring them up to a level of up keep compatible with a high end downtown area.	8/15/2018 8:47 PM
145	Parks, open area, less traffic	8/15/2018 7:00 PM
146	less auto traffic more parking trash containers off sidewalks in front of retals trash containers off sidewalks	8/15/2018 6:43 AM
147	Less traffic	8/14/2018 10:35 PM
148	The traffic. Main Street and Broad st are horrible.	8/14/2018 7:06 PM
149	Make Main Street one way and one of the parallel streets going the other way. Or only be able to drive around Main Street and make it a pedestrian roadway at all times, not just for parades. Patrol lake street more. No police presence. Require upkeep of Main Street residences.	8/14/2018 3:35 PM
150	better parking - eliminate trash cans on 299 - have enclosed bins for these cans	8/14/2018 10:34 AM
151	Renovation of some of the very old houses/buildings that look abandoned or are in really poor shape. I have seen several buildings fixed up and it looks amazing ... it gives the entire street a face lift when just one structure is improved!	8/12/2018 9:02 AM
152	1) The parking area should be improved 2) New businesses should come 3) Appearance has to change	8/10/2018 1:53 PM
153	better free parking options, crosswalks near the theater.	8/10/2018 9:25 AM
154	A bookstore; a local coffee shop; a bakery that sells really good bread, pastries, sandwiches, muffins, etc. (see Evergrain in Chestertown for an example); a great sandwich place for lunch like E's used to be; good ethnic food; a kitchen/housewares gift shop; a small local hardware store like we used to have	8/8/2018 11:16 PM
155	Update and more parking	8/7/2018 12:40 PM
156	Better Traffic arrangement and store variety for families with children	8/7/2018 9:22 AM
157	A town center type open space, rehabilitation of home or conversion to other structures.	8/4/2018 11:27 PM
158	Old building and home fronts being repaired updated. TRAFFIC! Make Main Street 1 way like Newark and the side streets to navigate around.... would also give more options for small businesses on side streets to get attention (like Unika)	8/4/2018 9:57 AM
159	A few trendy shops, Hair/nail salon, eyeglass shop, women's handbag store, fix pot holes and pave the streets, more plantsn	8/2/2018 9:11 PM
160	more community feel; better renovations and extension of downtown district; extending to thru west part of town to railroad tracks; and improving east side of main street; like moving the Valero gas station out of town and the car care center; both are eye sores as it relates to the downtown overall consistency and look of a down town environment. All storefronts and residents need to be held accountable for cleanliness of storefronts being maintained. Merchants sitting out front smoking is also a health issue; making downtown a smoke free environment; as like the Christiana Mall is smoke free.	8/2/2018 11:02 AM
161	Relieve traffic congestion	7/31/2018 3:57 PM
162	a flyover road that would get traffic from RT 1 to RT 301 to ease up all of the local traffic on RT 299	7/31/2018 8:55 AM
163	A bypass to get traffic off Main Street.	7/31/2018 8:43 AM
164	traffic concerns are killing main street, people avoid main street b/c of traffic	7/30/2018 3:37 PM

165	More things to do, more events that are fun to get us out of the house. I go to Dover's First Fridays and they are awesome! So much fun with the music, food trucks, etc. why doesn't Middletown do something like that? Its crazy how nothing is going on downtown.	7/30/2018 8:56 AM
166	Traffic flow	7/29/2018 5:20 PM
167	Traffic makes it very difficult to reach this area in the evenings for shopping or dining.	7/29/2018 4:42 PM
168	less traffic, it takes a long time to get anywhere downtown.	7/29/2018 4:03 PM
169	Easing the traffic downtown! Traffic and Middletown is her Renda's and will only get worse if you don't do something about it !	7/29/2018 10:24 AM
170	Less traffic, more convenient parking	7/28/2018 6:23 PM
171	Need more stuff on east side of town. Traffic makes it hard to get to west side for those living on east side	7/28/2018 5:51 PM
172	Better appearance, code enforcement and reasonable but strict deed requirements	7/28/2018 12:57 PM
173	More clean up. Less traffic but with Middletown booming so quickly I do not see that happening.	7/28/2018 12:00 PM
174	More social activities. Sips & Sweets was busy & people were having fun. Same with the Peach Festival. Once people are out they have fun and the town is alive. It's getting people out.	7/28/2018 9:58 AM
175	Traffic is too heavy. When I get home between 4 of 4:30 I don't leave my house.	7/28/2018 9:31 AM
176	Make it more pedestrian friendly by theater. Remove 10 % of in street parking with bulb outs. Improve visuals of Main	7/28/2018 8:51 AM
177	Anything but these repeat antique stores or over priced boutiques that are. We need new stores not repeat ones on every corner. A nice new restaurant/deli or somewhere to go at night.	7/28/2018 7:38 AM
178	Redo traffic on Main Street	7/28/2018 7:34 AM
179	Better parking and more unique local businesses	7/28/2018 6:27 AM
180	Better parking	7/28/2018 6:19 AM
181	put it back to 30 years ago	7/28/2018 6:01 AM
182	fixing the traffic problem	7/28/2018 5:53 AM
183	Reduce traffic.	7/28/2018 5:00 AM
184	Fixing old homes. Building more small shops. That you would want others to travel to. Extend the shopping district.	7/28/2018 3:02 AM
185	Night life	7/28/2018 1:28 AM
186	traffic control and parking. better options of businesses to patronize.	7/27/2018 11:36 PM
187	Trying to fix traffic issues, there are a lot of blind spots turning onto main street where there are no signals. Streets and intersections need to be redesigned. Also a better appearance of buildings and signs. Get rid of the valero gas station.	7/27/2018 10:47 PM
188	Widening main street	7/27/2018 10:39 PM
189	Less traffic	7/27/2018 10:31 PM
190	More quaint shops and ample parking	7/27/2018 10:23 PM
191	Fix the traffic problem	7/27/2018 10:21 PM
192	Resolving the traffic issue on Main St.	7/27/2018 9:41 PM
193	Comprehensive traffic plan.	7/27/2018 9:37 PM
194	Better hours & parking - traffic restricted	7/27/2018 9:22 PM
195	Events that bring families and communities together	7/27/2018 9:07 PM
196	I think eateries and cafes would bring people to main street and encourage them to linger, thus leading them to shop. I know there are currently a couple of places to grab a bite, but I think a local grill, or coffee house would be even more attractive.	7/27/2018 8:46 PM
197	Things people can do. Cooking classes. Pottery.	7/27/2018 8:43 PM

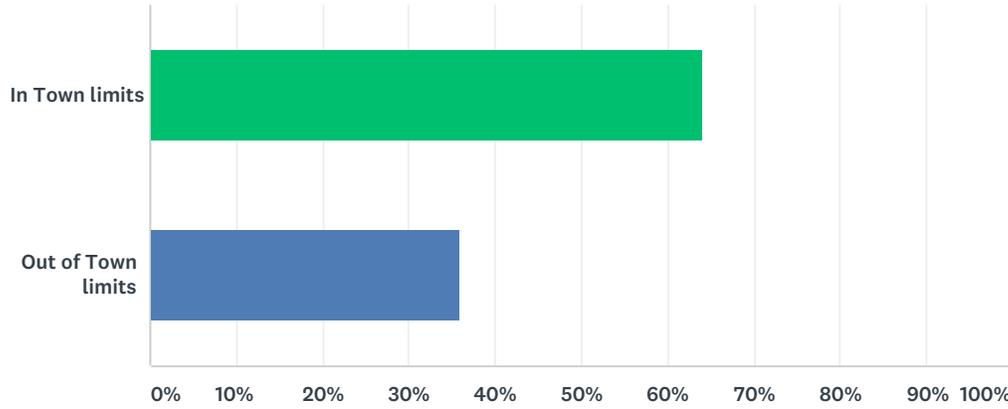
198	Sat or sunday farmer's market, non chain lunch place, wine bar	7/27/2018 8:08 PM
199	Definitely all new storefront look. We have a cute town on main st but some of buildings and houses are run down. I would say keep the Vintage look. I love it.	7/27/2018 7:35 PM
200	TARGET TD BANK BARS / PUBS	7/27/2018 7:34 PM
201	Family friendly but not chain dining	7/27/2018 6:51 PM
202	Better traffic patterns. More stores like coffee shops, deli	7/27/2018 6:42 PM
203	I live downtown close to main street and I wish most things would move out of town. I hate to be that way, but the traffic is just ridiculous. You can't park anywhere and you can barely get around during rush hour. Move more stuff out to Odessa! I would rather shop in Dover or Christiana than deal with the local traffic. Maybe put a mom and pop grocer and some coffee and I'd walk downtown. The shops are too trendy/specialty for everyday shopping for families.	7/27/2018 6:31 PM
204	Arts Related events, concerts	7/27/2018 6:20 PM
205	Parking, better upkeep of some houses and buildings	7/27/2018 6:20 PM
206	One way street!	7/27/2018 6:15 PM
207	More parking lots on the north side of Main St.	7/27/2018 6:02 PM
208	More variety in stores. Small cafe, bookstore, co-op style grocery store, etc...	7/27/2018 5:38 PM
209	Less traffic, wider street area,	7/27/2018 5:26 PM
210	Fixing houses that are falling apart	7/27/2018 5:12 PM
211	Crosswalks in front of the theater is needed people drive way fast and are distracted. Less run down houses	7/27/2018 4:54 PM
212	Make it one-way and move some of the traffic to a parallel street. More locally owned dining establishments	7/27/2018 4:52 PM
213	Remove the automobile traffic. You can't safely cross the street because of all the traffic. You can't enjoy a meal at the outdoor venues because of the traffic noise and fumes from the trash truck. Until the traffic problem is solved, all attempts to create a real 'downtown' will be mediocre at best.	7/27/2018 4:42 PM
214	Upkeep of houses in residential areas. I've called many times about neighbors leaving mattresses, unkept grass and Middletown was unable to do anything	7/27/2018 4:41 PM
215	Unique shops and restaurants. It's nice on main Street now but could use more locally owned in existing buildings.	7/27/2018 4:30 PM
216	Having more businesses that serve weekly essential needs ie. a butcher shop, natural food store similar to Chestertown's natural food store, market that serves pre-made food that could be taken home for dinner similar to 320 market in Swarthmore, PA	7/27/2018 4:13 PM
217	BETTER TRAFFIC FLOW. Stores people care about	7/27/2018 4:04 PM
218	Better parking, better traffic patterns, later hours, more variety	7/27/2018 3:54 PM
219	Improving the traffic congestion AND parking	7/27/2018 3:53 PM
220	Variety of stores. Better dining.	7/27/2018 3:53 PM
221	Continue to improve the buildings. Greater variety of stores and open the bank as a restaurant.	7/27/2018 3:48 PM
222	FIXING THE TRAFFIC PROBLEM AND STOP BUILDING MORE BUILDINGS!!! Try fixing up and using some of the run down crappy one	7/27/2018 3:46 PM
223	Less traffic more parking	7/27/2018 3:46 PM
224	More of a variety of shops open at night	7/27/2018 3:39 PM
225	Putting more thought into what goes there and pay closer attention to the history of our downtown	7/27/2018 3:39 PM
226	Craft breweries, outdoor entertainment	7/27/2018 3:34 PM
227	Stop all building until the roads can handle the traffic!!!! Need a bypass for 299. Need Marl Pit road expanded to 4 lanes from RT13 to 301 with limited access	7/27/2018 3:33 PM
228	A more active event schedule and a more upscale shopping/dining experience	7/27/2018 3:32 PM

229	Traffic. Make it like downtown Newark. 2 one way streets off main and green	7/27/2018 3:15 PM
230	Easy access parking! I never visit downtown although there are stores I'd like to visit. I do not parallel park and if there are parking lots available I have no idea where they are because it is not at all obvious. Until there's is easy access parking I personally won't visit.	7/27/2018 3:14 PM
231	Put effort into fixing sidewalk and roads on the side streets, ex Crawford street sidewalks are all caving in towards the road.	7/27/2018 3:14 PM
232	The main reason I don't shop downtown often is that it is a pain to park.	7/27/2018 3:14 PM
233	Not as much traffic	7/27/2018 3:14 PM
234	Traffic, repair houses, crime	7/27/2018 3:14 PM
235	I think maybe more parking or signs that show where people can park? Truthfully the traffic is so bad that I won't drive in after 2 or 3pm	7/27/2018 3:13 PM
236	More variety	7/27/2018 3:03 PM
237	Better traffic flow	7/27/2018 3:03 PM
238	Cleanup Main Street, so much garbage outside all the homes. Fix dilapidated buildings to code. Redo landscaping. Police presence needed on surrounding areas.	7/27/2018 3:02 PM
239	Have more local businesses in the abandoned buildings, more food options, more after business hours shopping & entertainment	7/27/2018 2:55 PM
240	The parking is terrible and the traffic through Main Street is worse. Most people use the downtown area simply because it connects the two separate sides of town. Putting in cuter trash cans or fancy store signs to dress up the area isn't going to solve that problem.	7/27/2018 12:44 PM
241	More and easier parking	7/27/2018 11:42 AM
242	Parking, business hours that can be seen....I usually would like to stop somewhere but dont feel like parking and walking with kids to find out they closed at 5 or 6	7/27/2018 11:00 AM
243	If the town refuses to do anything to improve traffic on Main Street then it does matter anyone's opinion. Downtown can be great but if it takes 30 mins to move 2 blocks no one will come.there's NO parking available. If you want 10% of the community to come to downtown the available parking will not cut it.	7/27/2018 9:37 AM
244	Traffic issues solved	7/27/2018 9:13 AM
245	Cleaning up old buildings and more variety	7/27/2018 9:09 AM
246	Figuring out how to relocate the rush hour traffic. Our family tries to avoid Main Street downtown because the traffic is horrible! We don't park on the street because it takes forever to pull out on to the road not to mention how dangerous it is to try and get back in your vehicle with the tiny amount of room between the street vehicle and your car door.	7/27/2018 9:05 AM
247	Houses on Main Street in poor condition. Trash cans visible all along Main Street detract from traveling on the road. Terrible first impression.	7/27/2018 8:55 AM
248	More parking	7/27/2018 8:03 AM
249	Less traffic	7/27/2018 7:57 AM
250	I think it is great for what it is. The more family events there are, the more we would come.	7/27/2018 7:51 AM
251	Lessen traffic	7/27/2018 7:44 AM
252	Less traffic congestion	7/27/2018 7:31 AM
253	more foot traffic. Such a quaint town but no one walking around.	7/27/2018 7:02 AM
254	Some type of water feature. e.i. Fountain on the square.	7/27/2018 6:56 AM
255	Make its appearance more warm and welcoming. Solar lights in trees. Stubborn Soul plays music on the street ... very nice...oh...fix the potholes!	7/27/2018 6:37 AM
256	Need to improve traffic and parking. Find another solution for all the garbage cans that line Main Street.	7/27/2018 6:33 AM
257	Get the traffic backup off of it... locals use side streets.	7/27/2018 1:29 AM

258	More crosswalks. Less traffic	7/26/2018 11:57 PM
259	Honestly we need a change in who makes decisions, we do NOT need liqueur, vapes, super markets, nail salons. Kids need more to do, at affordable prices.	7/26/2018 11:49 PM
260	Larger signage detailing what shops there are, like in the public parking lot, or on the corner, I dont feel like walki g all the way down just to see what is there.	7/26/2018 11:37 PM
261	Less of Clarke and his running local businesses out of town	7/26/2018 11:26 PM
262	Not sure but traffic problem	7/26/2018 11:21 PM
263	Fun activities	7/26/2018 10:05 PM
264	I think the town of Middletown needs to remember it's roots and support the small local businesssss, to continue with this events that make Middletown feel like we still have our small town values.	7/26/2018 9:57 PM
265	Better parking areas, more selection of bars, more retail stores	7/26/2018 9:53 PM
266	Better street-crossing options	7/26/2018 10:23 AM
267	More locally owned small businesses, family friendly dinning, promotion of the downtown, more community events, crosswalks and get that traffic under control!	7/26/2018 8:25 AM
268	More events in town that are family friendly. I hate having to go to other towns for events. I'd rather stay in my town, but there are not many events going on	7/26/2018 7:01 AM
269	solving the traffic problem	7/25/2018 5:18 PM
270	kid/family events	7/25/2018 10:14 AM
271	Live band karaoke, paint in the park events, theme based events(60s, 70s, 80s night)	7/23/2018 11:04 PM
272	Spruce it up. Looks kind of dingy.	7/23/2018 2:42 PM
273	Traffic	7/23/2018 1:04 PM
274	Getting control of traffic, although again I think a lot of it is beyond the town's control. Perhaps better signage to point people to the public parking areas between Main and Green Streets. Perhaps put timed or metered parking on Main Street.	7/23/2018 11:57 AM

### Q14 Do you live:

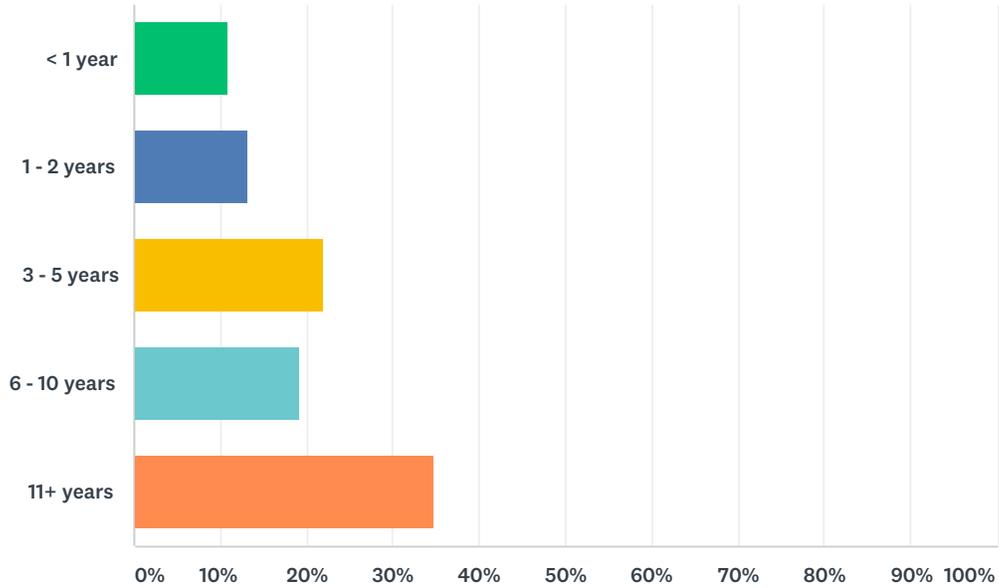
Answered: 339 Skipped: 5



ANSWER CHOICES	RESPONSES	
In Town limits	64.01%	217
Out of Town limits	35.99%	122
TOTAL		339

### Q15 If you live in Town limits, how long have you lived there?

Answered: 250 Skipped: 94



ANSWER CHOICES	RESPONSES	
< 1 year	10.80%	27
1 - 2 years	13.20%	33
3 - 5 years	22.00%	55
6 - 10 years	19.20%	48
11+ years	34.80%	87
TOTAL		250

## Q16 If you live out of Town limits, what is your Zip Code?

Answered: 153 Skipped: 191

#	RESPONSES	DATE
1	19709	8/31/2018 9:29 AM
2	19734	8/31/2018 8:40 AM
3	19709	8/31/2018 7:58 AM
4	19709	8/31/2018 6:16 AM
5	19709	8/31/2018 12:25 AM
6	19709	8/30/2018 11:35 PM
7	19734	8/30/2018 6:23 PM
8	19734	8/30/2018 4:15 PM
9	19709	8/30/2018 3:03 PM
10	19734	8/30/2018 2:51 PM
11	19701	8/30/2018 2:07 PM
12	19734	8/30/2018 2:05 PM
13	n/a	8/29/2018 11:43 AM
14	19734	8/24/2018 9:34 PM
15	n/a	8/24/2018 6:21 AM
16	19709	8/23/2018 10:00 PM
17	19709	8/23/2018 2:07 PM
18	19734	8/23/2018 9:06 AM
19	19701	8/23/2018 8:32 AM
20	N/A	8/22/2018 8:44 PM
21	19709	8/22/2018 12:51 PM
22	19709	8/21/2018 8:27 PM
23	Townsend 19734 (20+ year Middletown resident before that)	8/21/2018 6:35 PM
24	19701	8/21/2018 3:21 PM
25	19734	8/21/2018 2:25 PM
26	19734	8/21/2018 2:21 PM
27	19702	8/21/2018 9:55 AM
28	19709	8/21/2018 9:01 AM
29	19709	8/21/2018 7:45 AM
30	19709	8/21/2018 7:33 AM
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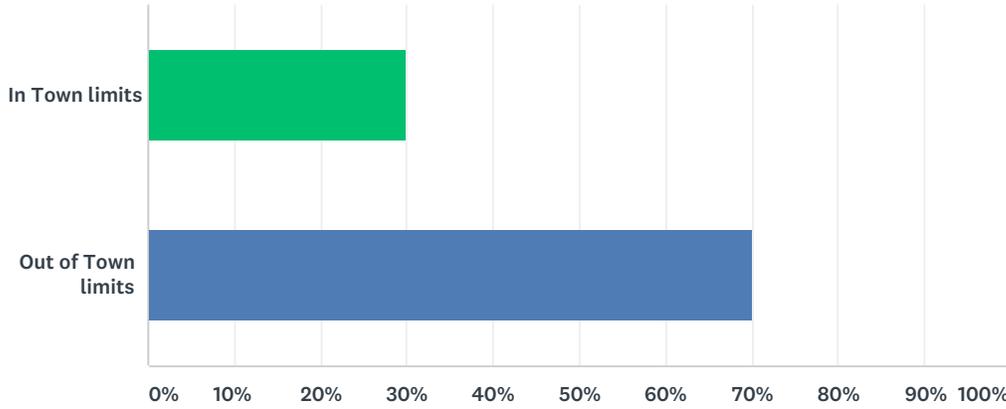
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61	N/A	8/16/2018 1:53 PM
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63	19709	8/14/2018 9:45 PM
64	19938	8/14/2018 4:17 PM
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146	19734	7/26/2018 9:57 PM
147	19734	7/26/2018 9:53 PM
148	19901	7/26/2018 2:08 PM
149	no	7/26/2018 10:25 AM
150	19709	7/26/2018 8:27 AM
151	Not applicable	7/23/2018 11:05 PM
152	19904	7/23/2018 1:16 PM
153	19709	7/23/2018 1:05 PM

### Q17 Do you work:

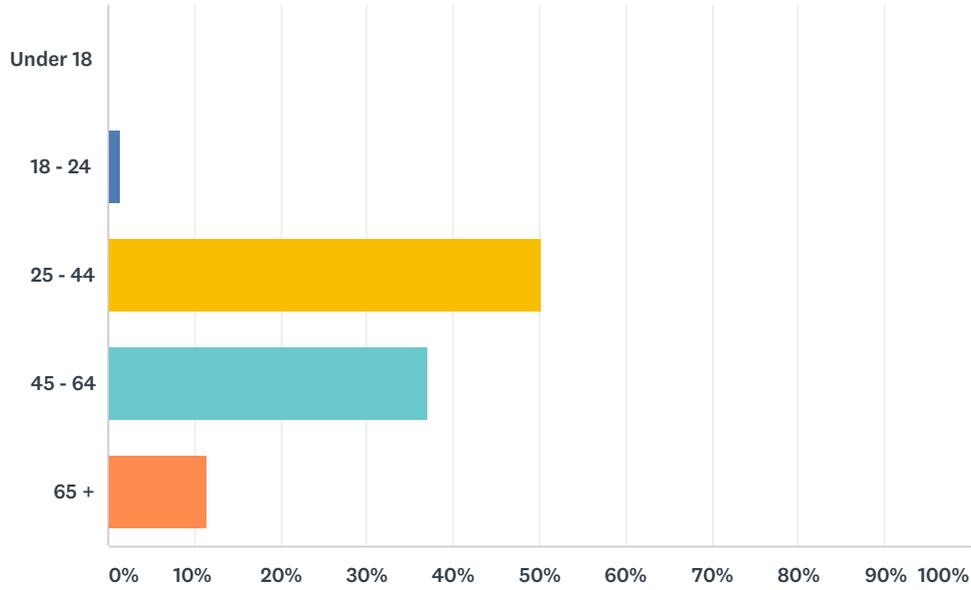
Answered: 284 Skipped: 60



ANSWER CHOICES	RESPONSES	
In Town limits	29.93%	85
Out of Town limits	70.07%	199
TOTAL		284

### Q18 Age:

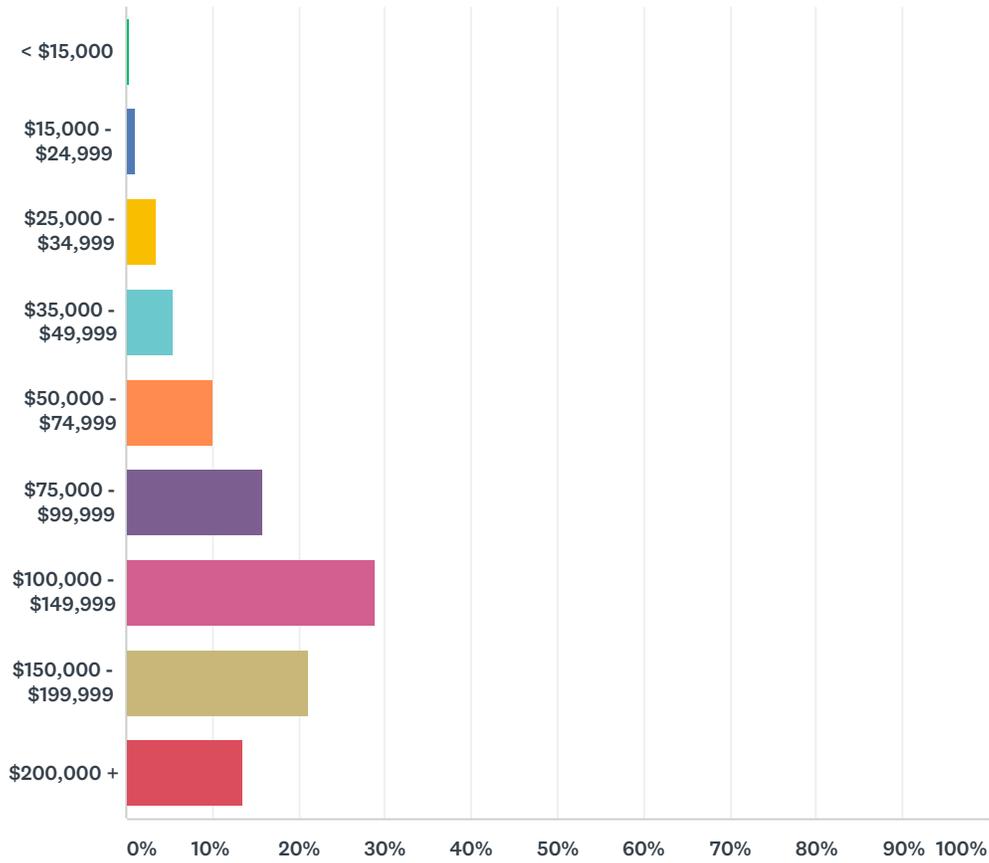
Answered: 333 Skipped: 11



ANSWER CHOICES	RESPONSES
Under 18	0.00% 0
18 - 24	1.50% 5
25 - 44	50.15% 167
45 - 64	36.94% 123
65 +	11.41% 38
<b>TOTAL</b>	<b>333</b>

### Q19 Household's Annual Income:

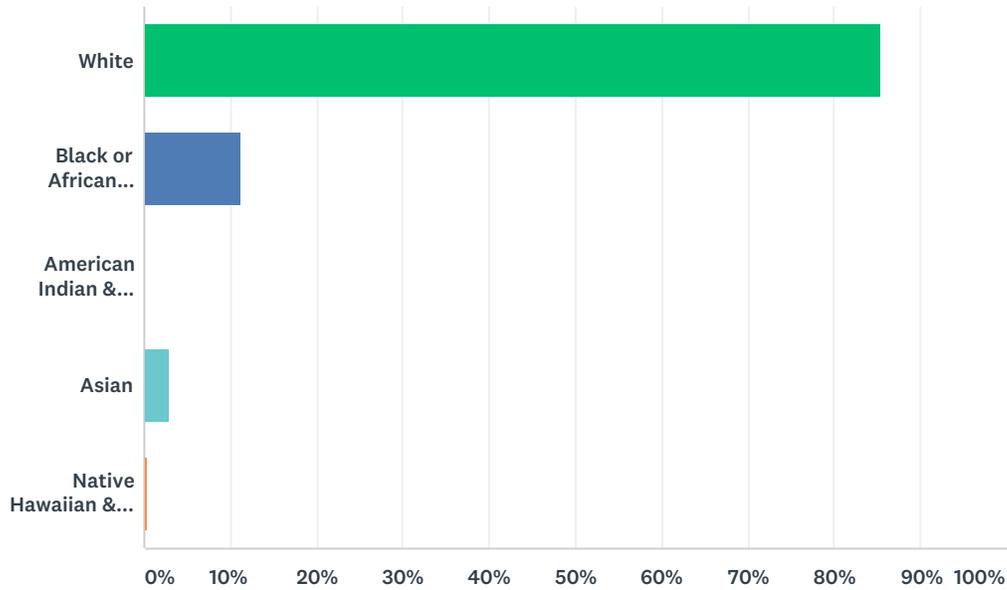
Answered: 308 Skipped: 36



ANSWER CHOICES	RESPONSES
< \$15,000	0.32% 1
\$15,000 - \$24,999	0.97% 3
\$25,000 - \$34,999	3.57% 11
\$35,000 - \$49,999	5.52% 17
\$50,000 - \$74,999	10.06% 31
\$75,000 - \$99,999	15.91% 49
\$100,000 - \$149,999	28.90% 89
\$150,000 - \$199,999	21.10% 65
\$200,000 +	13.64% 42
<b>TOTAL</b>	<b>308</b>

### Q20 Race:

Answered: 308 Skipped: 36

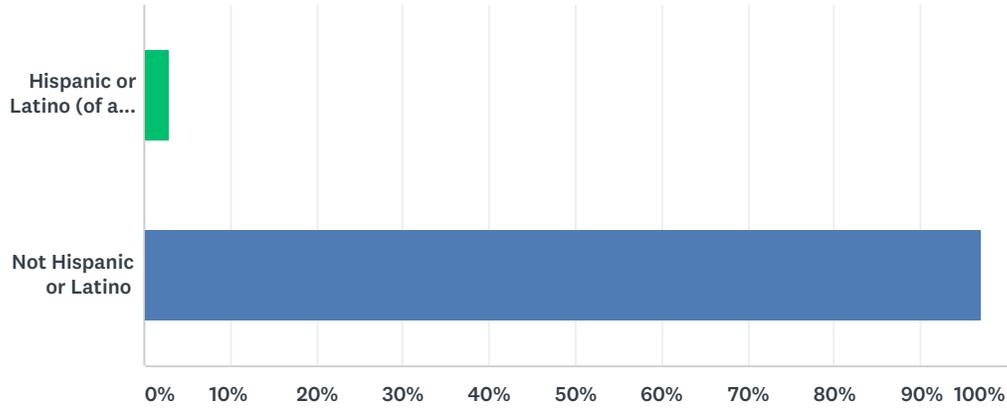


ANSWER CHOICES	RESPONSES	
White	85.39%	263
Black or African American	11.36%	35
American Indian & Alaskan Native	0.00%	0
Asian	2.92%	9
Native Hawaiian & Other Pacific Islander	0.32%	1
<b>TOTAL</b>		<b>308</b>

#	OTHER INCLUDING TWO OR MORE RACES (PLEASE SPECIFY)	DATE
1	White/Hispanic household	8/30/2018 1:03 PM
2	Hispanic	8/23/2018 2:06 PM
3	Caucasian, Hispanic	8/16/2018 8:16 PM
4	Yes	8/16/2018 8:09 PM
5	Will not disclose	8/16/2018 7:32 PM
6	indian	8/16/2018 3:28 PM
7	White and Hispanic origin	8/16/2018 2:19 PM
8	N/a	8/16/2018 2:09 PM
9	Mixed family - White and Black/American Indian mix	8/12/2018 9:05 AM
10	why is this important	7/27/2018 3:47 PM
11	AMERICAN. That's all that matters!	7/27/2018 3:15 PM
12	My husband is black	7/27/2018 3:14 PM
13	other	7/26/2018 10:25 AM

### Q21 Hispanic Origin:

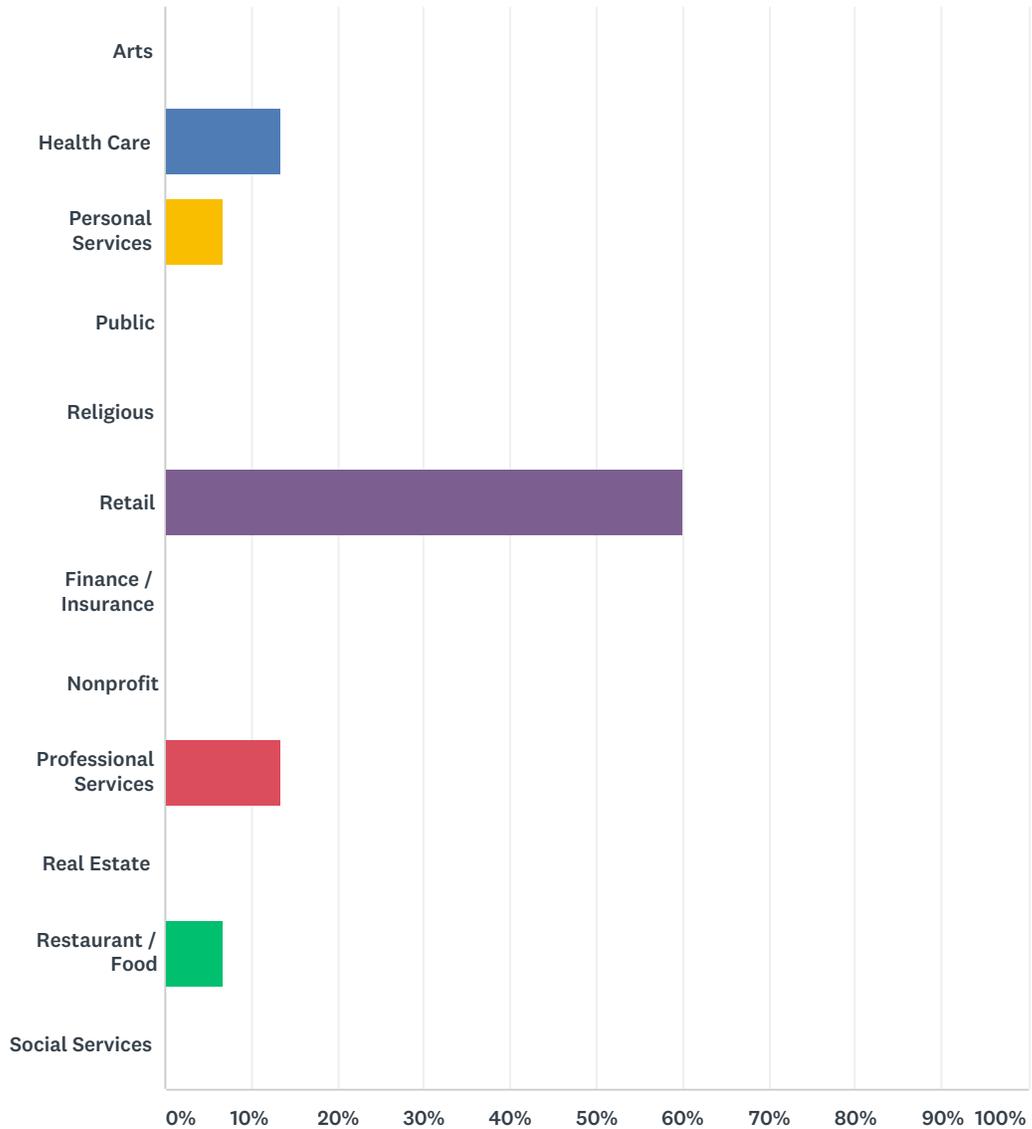
Answered: 277 Skipped: 67



ANSWER CHOICES	RESPONSES
Hispanic or Latino (of any race)	2.89% 8
Not Hispanic or Latino	97.11% 269
TOTAL	277

# Q1 What type of business do you have?

Answered: 15 Skipped: 1



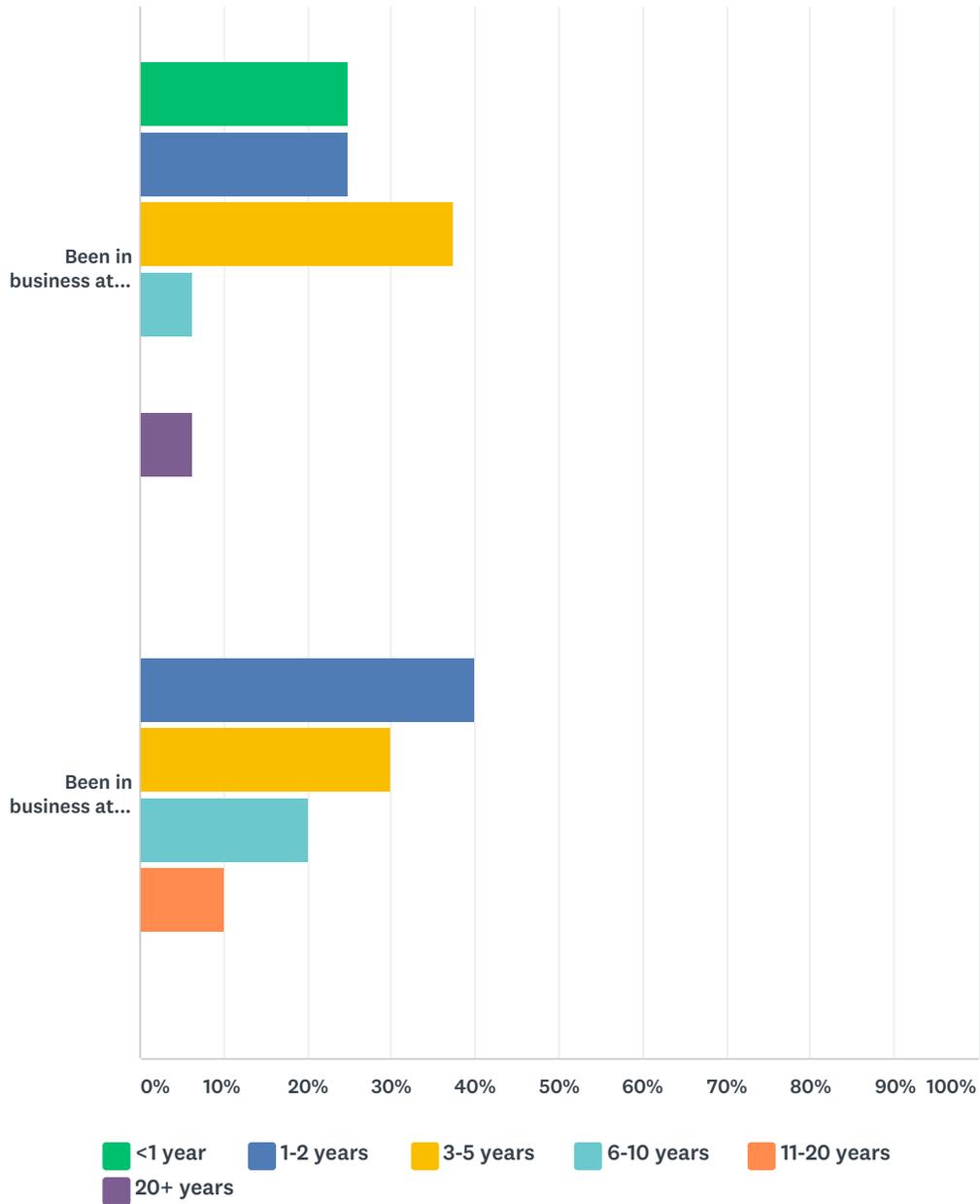
ANSWER CHOICES	RESPONSES	
Arts	0.00%	0
Health Care	13.33%	2
Personal Services	6.67%	1
Public	0.00%	0
Religious	0.00%	0
Retail	60.00%	9
Finance / Insurance	0.00%	0
Nonprofit	0.00%	0

Professional Services	13.33%	2
Real Estate	0.00%	0
Restaurant / Food	6.67%	1
Social Services	0.00%	0
<b>TOTAL</b>		<b>15</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Fitness	8/20/2018 11:07 PM
2	Psychotherapy	7/27/2018 2:51 PM
3	I also conduct workshops for signs, crafted projects.	7/26/2018 7:58 AM

## Q2 How many years have you:

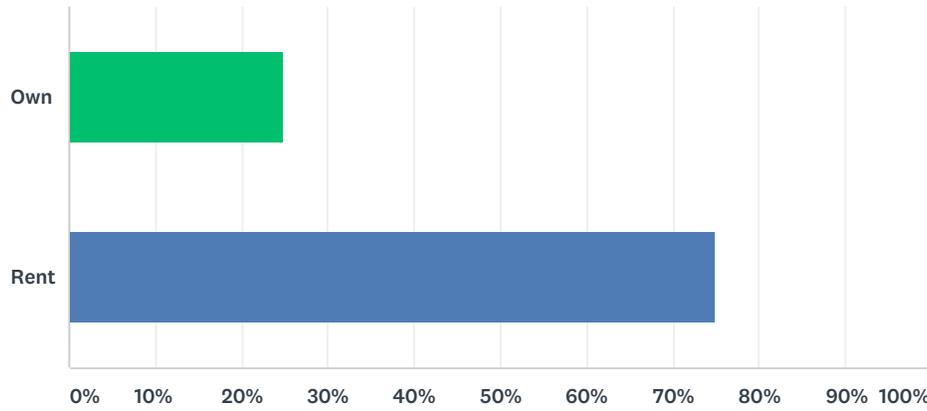
Answered: 16 Skipped: 0



	<1 YEAR	1-2 YEARS	3-5 YEARS	6-10 YEARS	11-20 YEARS	20+ YEARS	TOTAL
Been in business at your current location?	25.00% 4	25.00% 4	37.50% 6	6.25% 1	0.00% 0	6.25% 1	16
Been in business at another location Downtown?	0.00% 0	40.00% 4	30.00% 3	20.00% 2	10.00% 1	0.00% 0	10

### Q3 Do you (the business) own or rent your property?

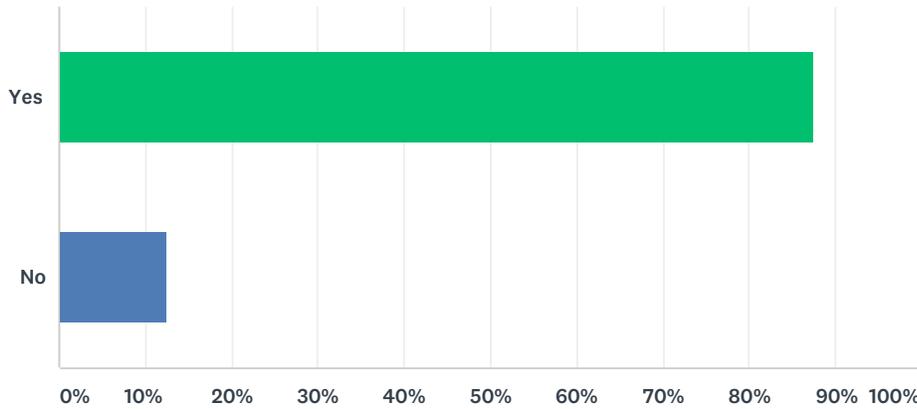
Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
Own	25.00%	4
Rent	75.00%	12
TOTAL		16

## Q4 Is your business committed to staying Downtown?

Answered: 16 Skipped: 0

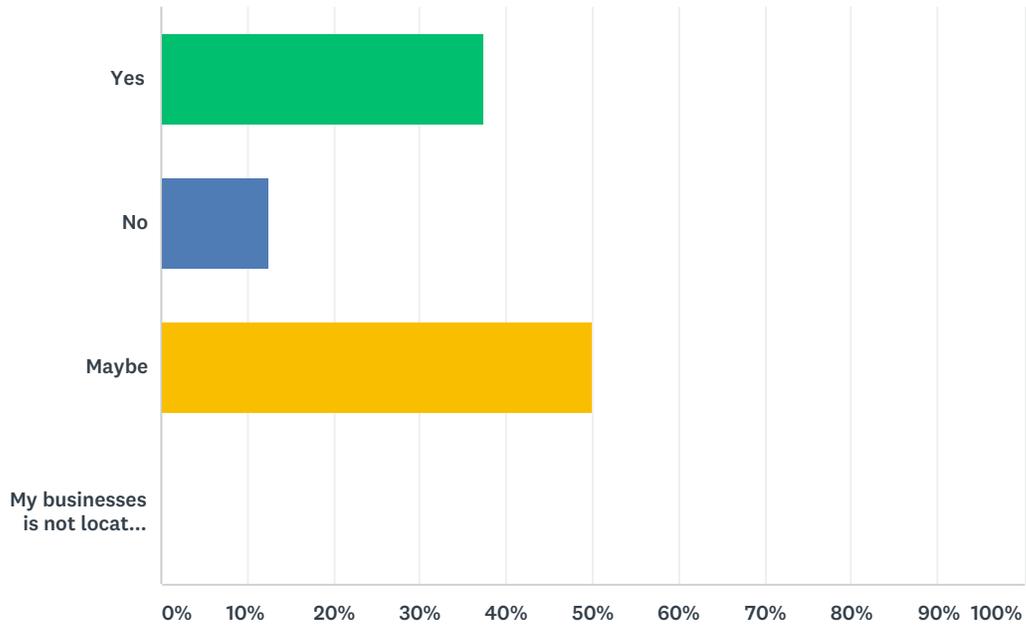


ANSWER CHOICES	RESPONSES	
Yes	87.50%	14
No	12.50%	2
TOTAL		16

#	IF NO, PLEASE EXPLAIN:	DATE
1	If working with business owners to expand improves	8/30/2018 5:31 PM
2	The restaurant space rent is high, amd the properties are huge. It would be helpful to have smaller restaurant shops available for lease.	8/21/2018 7:24 PM
3	If the traffic situation doesn't get any better, I will move.	8/14/2018 2:06 PM

### Q5 Does your downtown business have a need to expand?

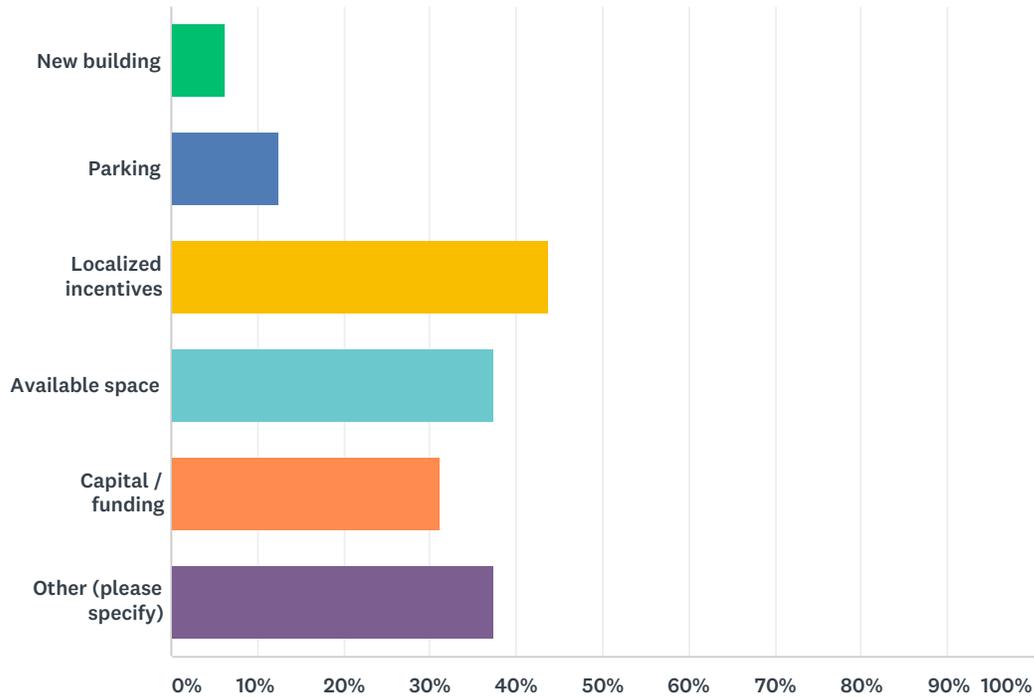
Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	37.50%	6
No	12.50%	2
Maybe	50.00%	8
My businesses is not located downtown	0.00%	0
<b>TOTAL</b>		<b>16</b>

## Q6 What would your business need to expand downtown?

Answered: 16 Skipped: 0

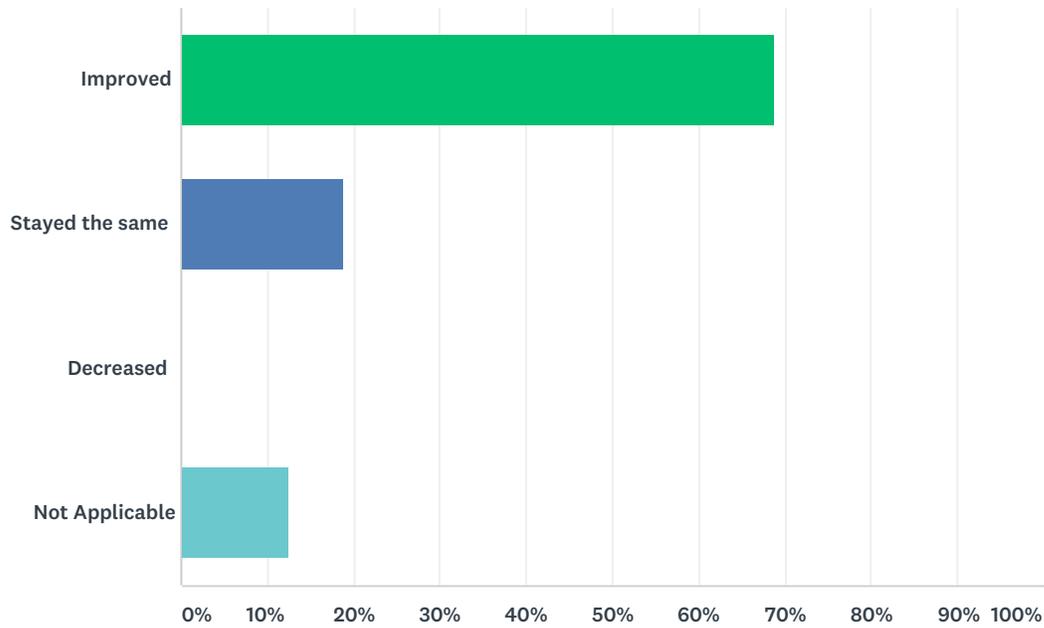


ANSWER CHOICES	RESPONSES
New building	6.25% 1
Parking	12.50% 2
Localized incentives	43.75% 7
Available space	37.50% 6
Capital / funding	31.25% 5
Other (please specify)	37.50% 6
Total Respondents: 16	

#	OTHER (PLEASE SPECIFY)	DATE
1	Addition - we have the room town not being helpful	8/30/2018 5:31 PM
2	More space at our current location	8/30/2018 2:12 PM
3	Inceptives and traffic situation better.	8/14/2018 2:06 PM
4	available space, at a reasonable rates to rent and still stay profitable.	8/6/2018 6:55 PM
5	More initiatives that bring people into town to shop. Currently events are at a minimum, events are difficult to plan, there is a lack of restaurants, which brings people in and a lack of overall support promoting small business from the town.	7/26/2018 6:52 AM
6	It would be benefical for all business if we had more town events. We have very little communication with the director of Main Street Merchants Seems like business owners have great ideas and willing to help put events together but no follow though from the director We need people in our stores to stay open. Downtown could be a walking town with all the New shops we need more events to get people on the street and into businesses	7/25/2018 11:48 PM

### Q7 Over the past year, has your business improved, stayed the same, or decreased?

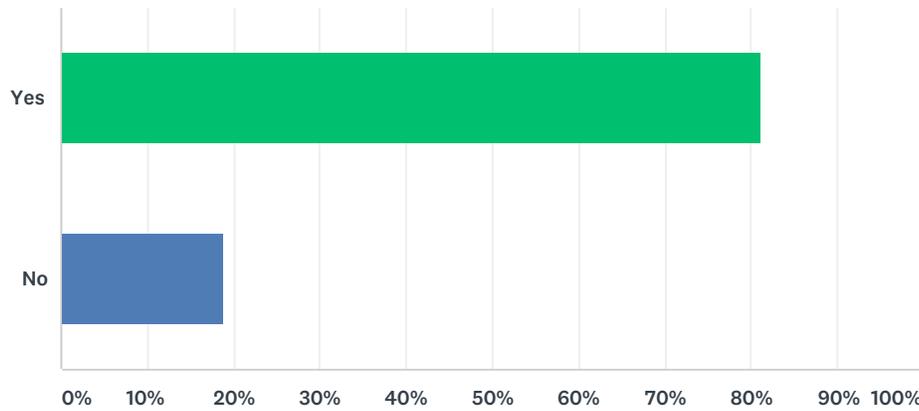
Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
Improved	68.75%	11
Stayed the same	18.75%	3
Decreased	0.00%	0
Not Applicable	12.50%	2
<b>TOTAL</b>		<b>16</b>

### Q8 If financial assistance were available, would you consider building improvements such as facade work or new signage?

Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	81.25%	13
No	18.75%	3
TOTAL		16

## Q9 What is your:

Answered: 16 Skipped: 0

ANSWER CHOICES	RESPONSES	
Busiest Month:	100.00%	16
Slowest Month:	100.00%	16

#	BUSIEST MONTH:	DATE
1	March	8/30/2018 5:31 PM
2	always, consistent	8/30/2018 2:12 PM
3	August	8/21/2018 7:24 PM
4	October	8/21/2018 7:05 AM
5	January	8/20/2018 11:07 PM
6	October	8/17/2018 12:12 PM
7	May	8/14/2018 2:06 PM
8	November/December (holiday season)	8/6/2018 6:55 PM
9	December	7/27/2018 5:50 PM
10	September	7/27/2018 2:51 PM
11	November/December	7/26/2018 10:25 PM
12	December	7/26/2018 4:05 PM
13	November	7/26/2018 7:58 AM
14	december	7/26/2018 6:52 AM
15	November December	7/25/2018 11:48 PM
16	December	7/25/2018 10:46 PM
#	SLOWEST MONTH:	DATE
1	Last 2 weeks Dec / first week Jan	8/30/2018 5:31 PM
2	n/a	8/30/2018 2:12 PM
3	February	8/21/2018 7:24 PM
4	July	8/21/2018 7:05 AM
5	August	8/20/2018 11:07 PM
6	June	8/17/2018 12:12 PM
7	January	8/14/2018 2:06 PM
8	June/July (summer months)	8/6/2018 6:55 PM
9	June and august	7/27/2018 5:50 PM
10	June	7/27/2018 2:51 PM
11	All that start with J	7/26/2018 10:25 PM
12	July	7/26/2018 4:05 PM
13	July	7/26/2018 7:58 AM
14	july	7/26/2018 6:52 AM

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15	The 3 J's. January June July	7/25/2018 11:48 PM
16	July	7/25/2018 10:46 PM

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## Q10 When are you open:

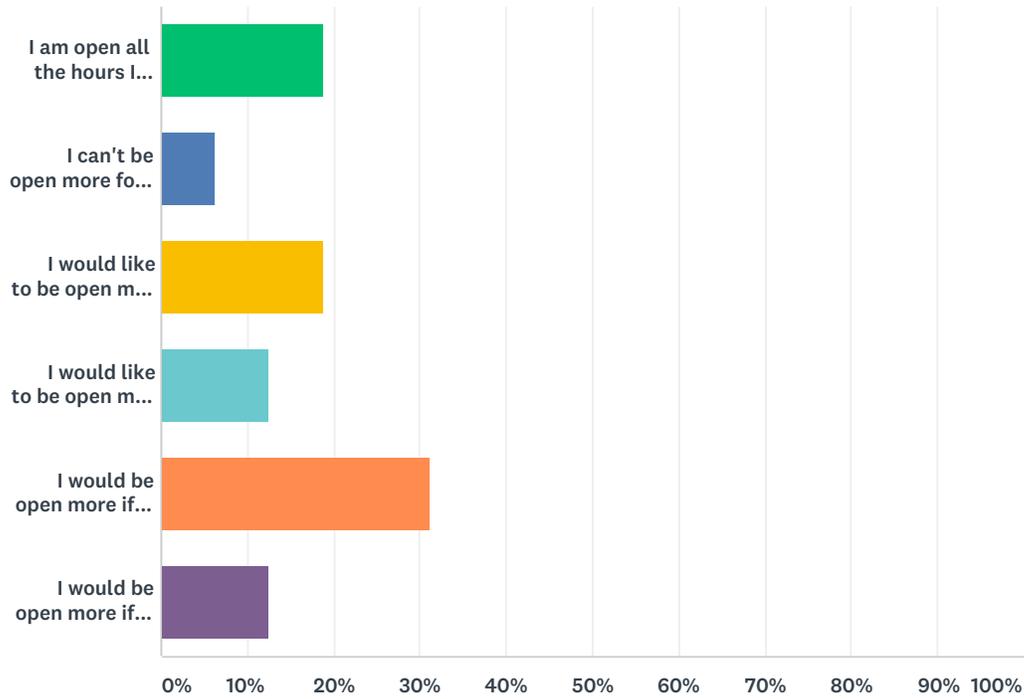
Answered: 16 Skipped: 0

ANSWER CHOICES	RESPONSES	
Weekday (M-F):	100.00%	16
Weekend (Sat/Sun):	75.00%	12

#	WEEKDAY (M-F):	DATE
1	M-f	8/30/2018 5:31 PM
2	M-F by appointment only	8/30/2018 2:12 PM
3	10am-5pm	8/21/2018 7:24 PM
4	M-T-Th-F	8/21/2018 7:05 AM
5	M-F	8/20/2018 11:07 PM
6	8-5	8/17/2018 12:12 PM
7	9-5	8/14/2018 2:06 PM
8	Tues, Wed, Thurs, Fri	8/6/2018 6:55 PM
9	T-f	7/27/2018 5:50 PM
10	10 AM - 8 PM	7/27/2018 2:51 PM
11	Tuesday, Wednesday, Thursday, Friday	7/26/2018 10:25 PM
12	Tuesday - Friday 10-6	7/26/2018 4:05 PM
13	Tuesday, Wed Thurs 10 to 5, Fri 10 to 7pm	7/26/2018 7:58 AM
14	Tues-Friday	7/26/2018 6:52 AM
15	Tuesday-Friday 10-6	7/25/2018 11:48 PM
16	Tuesday - Friday	7/25/2018 10:46 PM
#	WEEKEND (SAT/SUN):	DATE
1	Classes	8/30/2018 2:12 PM
2	Saturday	8/21/2018 7:05 AM
3	Sat	8/20/2018 11:07 PM
4	Saturday 9-1	8/14/2018 2:06 PM
5	Sat (open sundays during holiday season)	8/6/2018 6:55 PM
6	Sat and sun	7/27/2018 5:50 PM
7	Saturday & Sunday	7/26/2018 10:25 PM
8	Saturday 10-5 sunday 11-3	7/26/2018 4:05 PM
9	Saturday 10 to 4	7/26/2018 7:58 AM
10	Saturday and Sunday	7/26/2018 6:52 AM
11	Saturday 10-4 Sunday 11-3	7/25/2018 11:48 PM
12	Saturday & Sunday	7/25/2018 10:46 PM

# Q11 What are your thoughts on your business' hours?

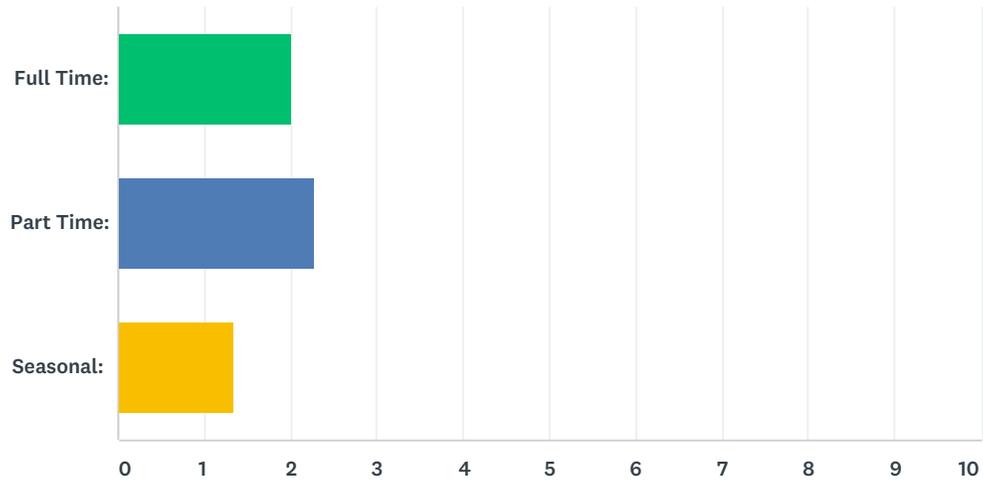
Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
I am open all the hours I need to be	18.75%	3
I can't be open more for personal reasons	6.25%	1
I would like to be open more but can't afford the staff	18.75%	3
I would like to be open more but can't find good staff	12.50%	2
I would be open more if I were sure of sales	31.25%	5
I would be open more if everyone else was	12.50%	2
<b>TOTAL</b>		<b>16</b>

## Q12 How many employees do you have (including owners)?

Answered: 16 Skipped: 0



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Full Time:	2	32	16
Part Time:	2	16	7
Seasonal:	1	4	3
Total Respondents: 16			

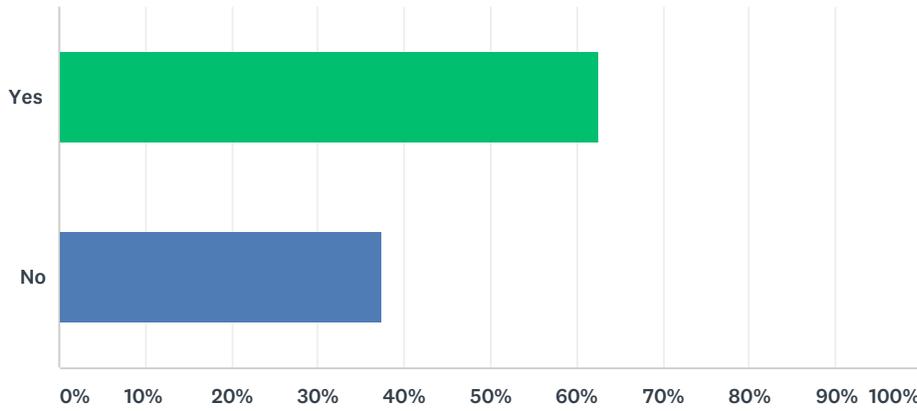
#	FULL TIME:	DATE
1	2	8/30/2018 5:31 PM
2	1	8/30/2018 2:12 PM
3	1	8/21/2018 7:24 PM
4	1	8/21/2018 7:05 AM
5	0	8/20/2018 11:07 PM
6	7	8/17/2018 12:12 PM
7	5	8/14/2018 2:06 PM
8	1	8/6/2018 6:55 PM
9	4	7/27/2018 5:50 PM
10	1	7/27/2018 2:51 PM
11	1	7/26/2018 10:25 PM
12	1	7/26/2018 4:05 PM
13	2	7/26/2018 7:58 AM
14	2	7/26/2018 6:52 AM
15	1	7/25/2018 11:48 PM
16	2	7/25/2018 10:46 PM

#	PART TIME:	DATE
1	3	8/30/2018 5:31 PM

2	8	8/20/2018 11:07 PM
3	1	8/17/2018 12:12 PM
4	1	8/6/2018 6:55 PM
5	1	7/26/2018 4:05 PM
6	1	7/26/2018 6:52 AM
7	1	7/25/2018 11:48 PM
#	SEASONAL:	DATE
1	1	8/30/2018 5:31 PM
2	2	8/14/2018 2:06 PM
3	1	7/25/2018 11:48 PM

### Q13 Is your business wheelchair accessible?

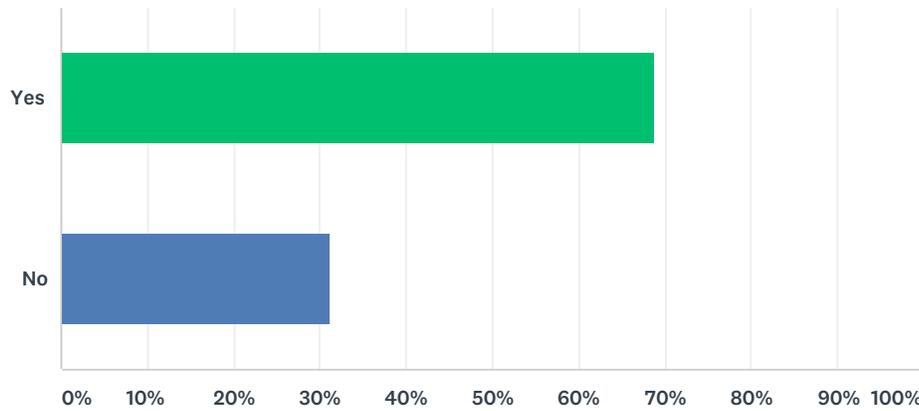
Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	62.50%	10
No	37.50%	6
TOTAL		16

### Q14 Were costs related to permits and licensing prohibitive to you when opening your business?

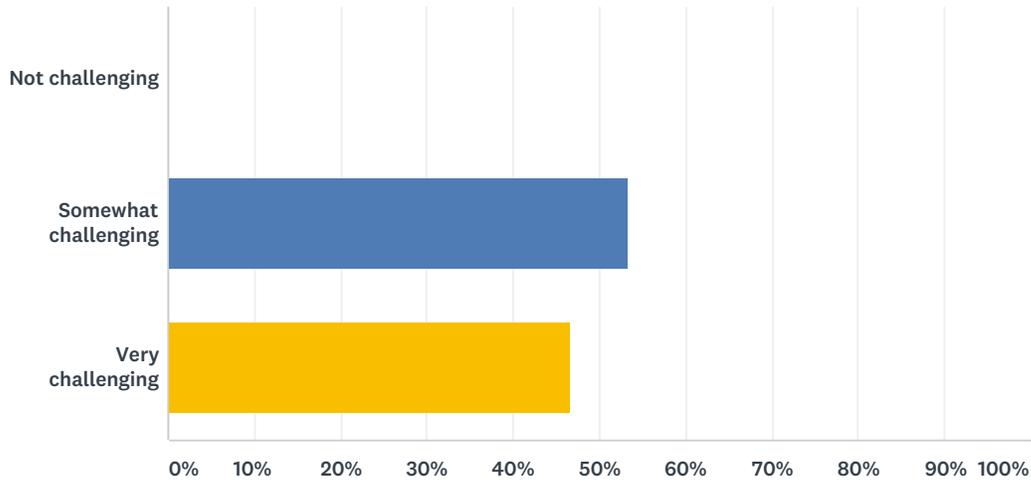
Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	68.75%	11
No	31.25%	5
TOTAL		16

# Q15 How challenging is it to open a business in Middletown?

Answered: 15 Skipped: 1



ANSWER CHOICES	RESPONSES
Not challenging	0.00% 0
Somewhat challenging	53.33% 8
Very challenging	46.67% 7
<b>TOTAL</b>	<b>15</b>

#	PLEASE PROVIDE COMMENTS, IF DESIRED:	DATE
1	To many depts with different requirements - needs to be streamlined to be pro-business	8/30/2018 5:31 PM
2	Many instances of being given mixed or incomplete information regarding renovations, codes, inspections, and certificate of occupancy, that created unnecessary and avoidable stress and financial burdens. More than a handful of downtown business owners who own their properties have shared similar experiences, resulting in the impression that the Town is not encouraging of small businesses nor the revitalization of downtown (e.g. small businesses investing their very limited resources to purchase and improve properties in disrepair and make a positive impact downtown). Most small businesses are not connected to or operated by developers and/or construction company owners who have an abundance of resources.	8/30/2018 2:12 PM
3	The Health Department doesn't even care to be helpful. Licenses and permits took a few months to obtain. The Commercial rent is too high, and properties are big.	8/21/2018 7:24 PM
4	Clark Construction has purchased most of available spaces downtown, therefore you would have to rent from Clark. Nobody wants to rent, they want to buy.	8/14/2018 2:06 PM
5	There is much confusion with the packets made available to a business renting vs. and owner of a bldg. Fitouts don't make sense to a renter walking in the door and moving in, making no changes, except to paint walls. Fitouts IMO are for tearing down a wall/structure. I would not need to have information in my packet to get architecture approvals, to go to planning, to have hvac, electrical, plumbing, etc. I am simply moving my business in. I would expect all these other items to be cared for prior to my renting by the business owner of the building.	8/6/2018 6:55 PM
6	Why do I need to get a sewer inspection for renting a 100 square-foot room office with no water attached to it? Why can't I renew my business license online? Why do I need to shut down my business for the first inspection?	7/27/2018 2:51 PM

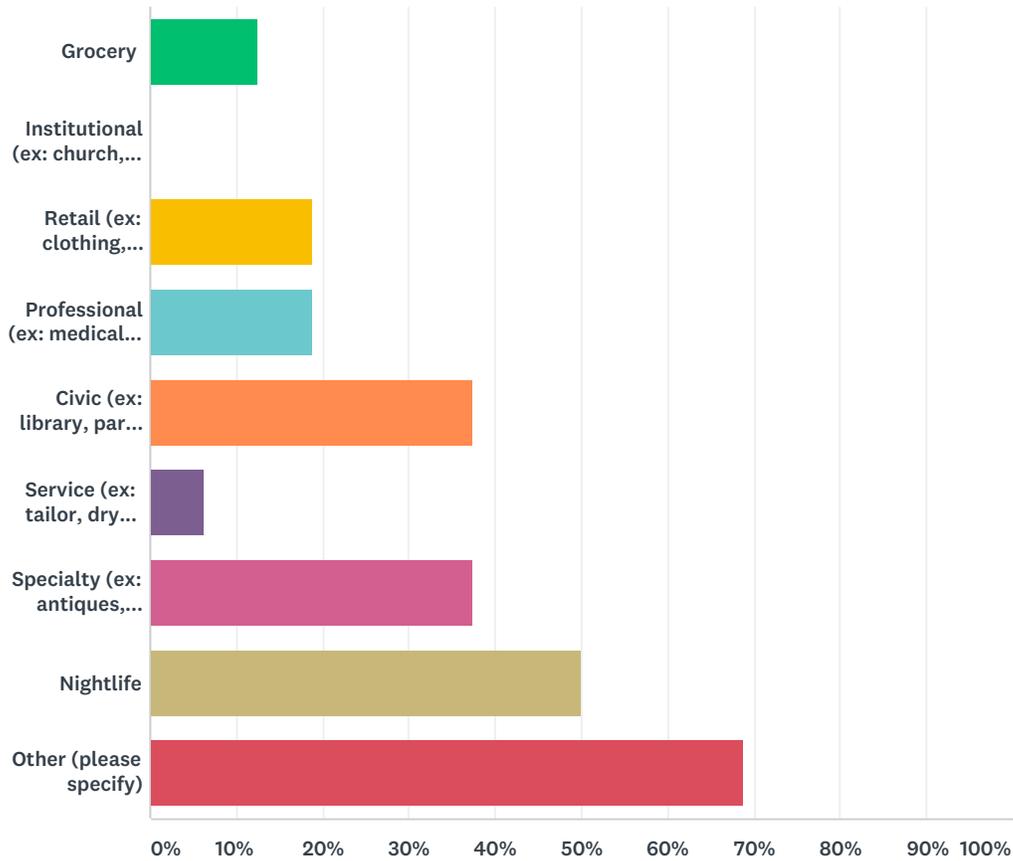
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7	I was opening a small store in a pre-existing location with NO construction being done, and when I questioned the amount of forms and permit fees, I was told "it's the same procedure if you're opening a small store or if you're opening a walmart, you have to do all the same steps". That shouldn't be the case.	7/26/2018 4:05 PM
8	I found some of the processes understandable and others silly. The "water" inspection feels more like job justification for town workers rather than a necessary inspection considering they flush the toilet and leave. There also seems to be no consistency in inspections- each business has different experiences and failures. I also find it offensive when you go into do your paperwork and the "town" tries to push you towards their preferred businesses. The town should be neutral in this respect. I am all for them supporting the town businesses, but not during business transactions-it feels slimey	7/26/2018 6:52 AM
9	The ladies at the town were so helpful	7/25/2018 10:46 PM

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# Q16 What types of businesses would you like to see in the Downtown?

Answered: 16 Skipped: 0



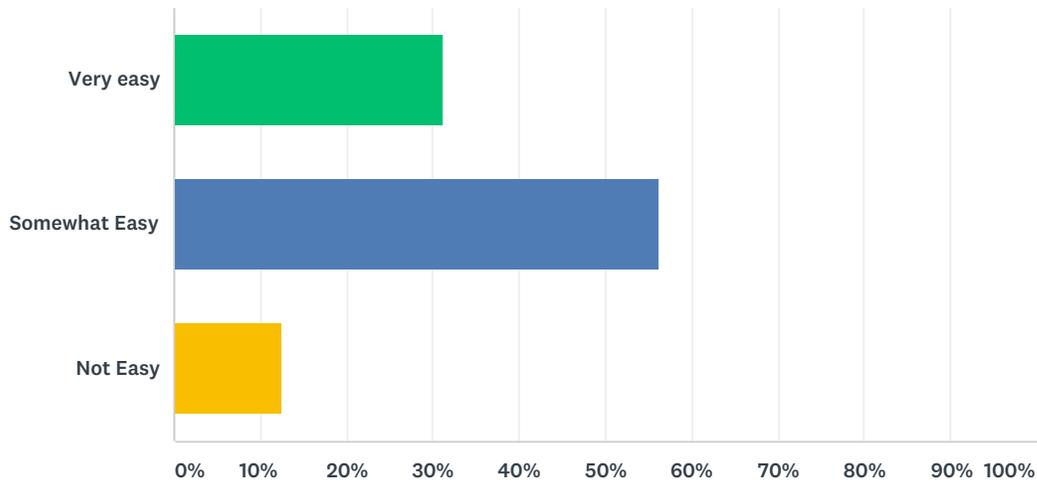
ANSWER CHOICES	RESPONSES	
Grocery	12.50%	2
Institutional (ex: church, bank, school)	0.00%	0
Retail (ex: clothing, hardware)	18.75%	3
Professional (ex: medical, law)	18.75%	3
Civic (ex: library, park, gallery)	37.50%	6
Service (ex: tailor, dry cleaning, salon)	6.25%	1
Specialty (ex: antiques, flowers, gifts)	37.50%	6
Nightlife	50.00%	8
Other (please specify)	68.75%	11
Total Respondents: 16		

#	OTHER (PLEASE SPECIFY)	DATE
1	Family friendly eating places and dog friendly cafe outdoor	8/30/2018 5:31 PM

2	We really need at least 2 or 3 more anchor restaurants to create a downtown destination, where people will come into town, eat, walk around, shop, see a show at the Everett, etc. The opening of Middletown's first brewery has created some of that.	8/30/2018 2:12 PM
3	Parking Park Restaurants (existing restaurants are not that good)	8/21/2018 7:24 PM
4	Restaurants	8/20/2018 11:07 PM
5	Restaurants, bars, attractions.	8/14/2018 2:06 PM
6	During Peak Shopping Months, would love to have a mode of transportation, whether small electric golf cart/trolley type to take patrons from place to place around town, without having them to use their own car. A fun incentive to get folks out to shop without having to fight traffic or find a parking space. Maybe even a horse and buggy ride. Which can be done on the side streets, without having to hold up traffic on the main streets. Basically just make the rounds to the outer four corners for drop off and pick up.	8/6/2018 6:55 PM
7	Places for people to make Downtown Middletown a destination. There is so much going on, on 301 that it feels like the town is forgotten about. We need a brewery that is open daily with tastings, a winery with tastings, etc. but it needs to be downtown and on Main Street (if possible) where people can easily walk from place to place.	7/26/2018 10:25 PM
8	Restaurants!	7/26/2018 4:05 PM
9	Restaurants Specialty retail to keep things different and unique	7/26/2018 6:52 AM
10	Coffee shop	7/25/2018 11:48 PM
11	Businesses like Breweries where people can do tasting, more businesses that will make the downtown area more of a destination. Everything is going out on 301 we need them downtown. Definitely no chain type of businesses to the downtown area.	7/25/2018 10:46 PM

# Q17 Do you find it easy to collaborate and work with other business owners?

Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES
Very easy	31.25% 5
Somewhat Easy	56.25% 9
Not Easy	12.50% 2
TOTAL	16

#	PLEASE PROVIDE COMMENTS, IF DESIRED:	DATE
1	Main Street org is only through Facebook and not very user friendly or organized	8/30/2018 5:31 PM
2	Middletown Main Street Inc. makes it easier than it would be otherwise but communication isn't always the best, a mix of emails and Facebook.	8/30/2018 2:12 PM
3	We have merchants willing to work together to find ways to draw folks into the downtown, but we are also all trying to run and maintain our businesses. I find the lack of communication between the town council, merchants, and the Main Street organization confusing and to add to that, I will never understand why the Chamber of Commerce is NOT more involved with downtown activities not only in support of the merchants (who most are not members because of their lack of participation and support) but in the development of the Downtown itself. I only see them supporting those who can afford to pay their membership dues, and the networking they do amongst themselves. I do not see any government entity, chamber member, anyone come to the business and ask what can we do to help YOU as a small business. I only see more rules and restrictions constantly being implemented on the small business who are constantly trying to get that customer to stop and spend \$5 in their shop in order to continue their business.	8/6/2018 6:55 PM
4	A lot of the merchants downtown are super easy to work with but there is a big disconnect with the Middletown Main Street Association. Some of us business owners have tried to help out with that organization but it is so disorganized that it is hard to keep trying to bring it together.	7/26/2018 10:25 PM
5	For the most part, yes all of the downtown merchants work well together.	7/26/2018 4:05 PM
6	Not all are easy, but for the most part there is a core group of businesses that supports each other. We should all be able to survive if we stay unique and different. Some businesses simply copy what everyone else does in their stores. There will always be some overlap, but customers won't come out if everyone is the same, each store having their own lines and style is best, but not everyone can think for themselves and should probably not be a business owner to begin with.	7/26/2018 6:52 AM

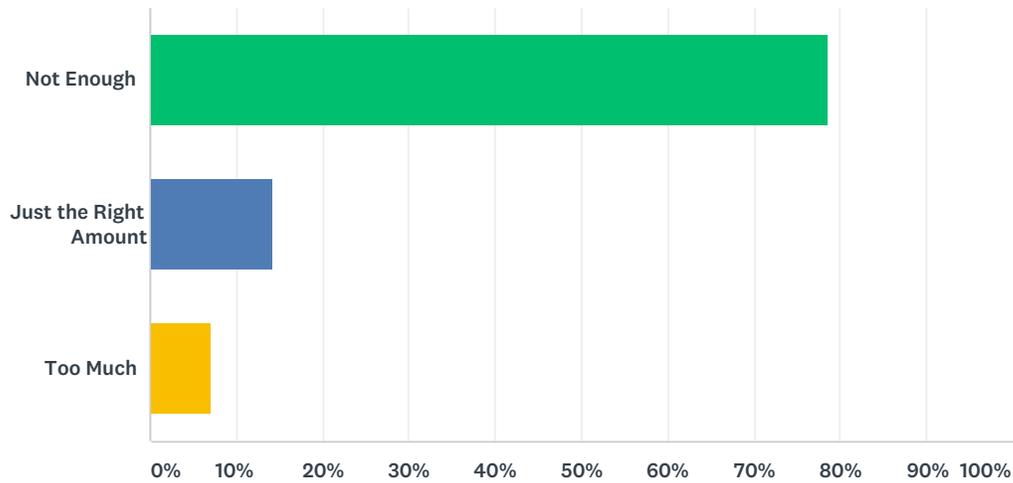
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7	With talking with other Merchants the biggest complaint communication and what are the guidelines of what we can do as Merchants to get events approved who are the board members for the Main Street Merchants and when the board meets where are the minutes ? These questions have been asked again no communication	7/25/2018 11:48 PM
8	The businesses owners downtown are great and work very well together.	7/25/2018 10:46 PM

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## Q18 Is there enough government involvement and support of the downtown businesses?

Answered: 14 Skipped: 2



ANSWER CHOICES	RESPONSES
Not Enough	78.57% 11
Just the Right Amount	14.29% 2
Too Much	7.14% 1
<b>TOTAL</b>	<b>14</b>

#	PLEASE PROVIDE COMMENTS, IF DESIRED:	DATE
1	They don't seem to care - more worried about the bigger fish not the small Main Street mom and pop shops - very political . Just want fees	8/30/2018 5:31 PM
2	No need for more "involvement" per se but there is a prevailing sentiment that the Town officials care more about, are more friendly towards and more excited by (as observed during public meetings) the development of bigger businesses and areas outside of "downtown" e.g. Westtown businesses, than on the smaller downtown businesses and owners.	8/30/2018 2:12 PM
3	No progrreams for startups support	8/21/2018 7:24 PM
4	see above; they are involved only in the restriction of ideas and activities; we need them to be more supportive. they restrict us from having decorative feather flags to draw peoples attn to a business. why??? Yet the line of trash receptaclesin front of the row homes on main street is acceptable. MAKES NO SENSE!!!	8/6/2018 6:55 PM
5	It would be really nice if the town government was more involved with the business downtown. Stop into our businesses, introduce yourself, help promote our businesses, etc. Check in on us see how we are doing be more personable. Maybe hold a meeting just for business owners downtown every so often.	7/26/2018 10:25 PM

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6	<p>The Town involvement from coming out and supporting( shopping) local businesses to my knowledge is non-existent, but yet they want to control everything that happens. All events have to be run through Middletown Main Street and the process is long and arduous. Other small towns have constant events and thinks going on to support the town businesses. We have the Peach Festival and a tree lighting. Our town should be having events at a minimum of once a month. Customers are begging for them, but getting something planned takes an act of congress to get done. Most business owners work full time jobs on top of running their business, but are still committed to planning events and helping support the town, but the council chooses to sit up on their perches at these meetings and can't get out of their own way to get anything done. You have a committed group of businesses that are willing to plan events and rival other small towns, but we sit waiting on the papal approval from the town for anything we want to do. The process is long and they are difficult to work with</p>	7/26/2018 6:52 AM
7	<p>It would be nice to know we had someone looking into all possible ways of helping small business to survive in Middletown with looking into other small towns who are thriving and what they did to get people downtown</p>	7/25/2018 11:48 PM
8	<p>It would be nice to have the town more involved in the events and really support us busines owners. Just by stopping in and seeing how we are doing. Maybe even having a quarterly meeting with the businesses owners.</p>	7/25/2018 10:46 PM

---

## Q19 What can we do to improve Downtown Middletown?

Answered: 12 Skipped: 4

#	RESPONSES	DATE
1	One way like Main Street Newark with pull in parking or better more noticeable parking signs and directories . A visitor office for folks to get info about local businesses and entertainment. Better cohesive business organization - communication. More support for existing businesses that would like to expand - support of downtown events. A lot of no menu signs no feather flags no food trucks no parking .... no people want to come to a town that has a lot of "no"	8/30/2018 5:31 PM
2	Think outside of the box in terms of traffic flow through downtown, offer additional public parking lots (there are 2 buildings in complete disrepair on either side of Main at Scott Streets). It would be nice if Town officials (and not just this survey committee) were actually interested in hearing the experiences of downtown merchants. However, there is a fear of being on the wrong side of what many call "the good ol boys club of Middletown" so I don't know how many would feel comfortable enough to be honest. I've heard that sometimes businesses' paperwork "gets moved to the bottom of the pile" when on the wrong side of some Town employees or officials. There is generally a sense of mistrust.	8/30/2018 2:12 PM
3	Build new restaurants, food shops	8/21/2018 7:24 PM
4	Previous downtown areas that I've live in have provided subsidies to downtown area businesses. I think this would reduce the number of business that do not flourish and go out of business quickly in downtown.	8/20/2018 11:07 PM
5	Fix traffic.	8/14/2018 2:06 PM
6	We need funds to support activities in the downtown area. Why can't the town contribute to this? There are smaller towns that surround our area who do so much more to promote "downtown" and advertise/brochures/radio to help promote their area. Yet we here nothing from Middletown. The burden is continuously put on the local businesses to do and it's exhausting. Main Street Organizing is run by a director, who also owns a business. This person is required to stay in an office? Why? They need to be out amongst the businesses; they have no social media support, they have to use their own personal phone; and it shouldn't all fall on one person, this is where the chamber could help out, or get a board involved and have them answer to town council....oh wait....that does exist? but board members do not remain, so therefore, nothing can get accomplished. and again, it falls back on the merchants. There are federally funded organizations out there to help, we need to find them and enroll their assistance in growing our downtown so businesses can thrive and not sweat it out month to month whether they will cover their bills.	8/6/2018 6:55 PM

7	<p>Everything seems like a road block for us business owners. We need more community engagement activities/events. Our customers have raved about the Sips &amp; Sweets event that took place back in January (thanks to Amber from First &amp; Little for the idea and the backend work to make it such a great event). They have asked over and over when another event will take place, well we had another event similar in March but there was no advertisement like the first one and it showed. The communication is horrible, example the First Friday, Music on Main, Car Show whatever it is called, I have been told nothing except the director posted a flyer in the Middletown Main Street Merchant Group. That was it, there has been no more information. I, myself have tried to help with being on a committee, given ideas for events, but when an organization is run so unorganized it is a waste of time to try and keep helping. When the director has a paid position and expects the merchants to do all of the leg work is a little unfair. Also, when the director tells you repeatedly that she is not an event planner and that MMS is not for planning community events, what are you expected to do or think? It is really a shame because there could be so many neat and cool things going on downtown to really bring people to our beautiful town but there isn't. If these events do not take place business will leave, there are some that are really hurting. You need community engagement to keep downtown's thriving, that is why so many communities across the US have organizations like the Middletown Main Street Organization. For this organization to be a non-profit I have not once seen any board meeting minutes (I have asked to see them, and all I get is the run around), I don't even know who is on the board? Also, we were told that by the first of this year (2018) that the MMS website would be updated, that is still VERY outdated. Everything is kept so secretive and all we are told is there is no money to do anything. We have offered fund raising ideas, but nothing is done with it, we have offered event ideas, but nothing is done with it, it is always an excuse. Something needs to change and please know myself and other merchants have tried to help with MMS, but we can only talk so much of the unprofessional and disorganized organization. Us merchants are willing to help but we need a well-organized and professional organization. Also, there really needs to be another crosswalk near the Everett and something done about the speeding on Main Street. The cars go so fast in front of our businesses that it is really dangerous. I never see cops sitting and running radar on Main street and it really needs to be done. Our town is so beautiful and has so much potential we just need a good organization to take it to the next level and make it a hometown destination.</p>	7/26/2018 10:25 PM
8	<p>Sponsor more events to get more people out on the sidewalks. Put in more cross-walks, specifically by the public parking lots. Re-route the vehicular traffic.</p>	7/26/2018 4:05 PM
9	<p>PARKING, FOOT TRAFFIC, MORE EVENTS supported by the mayor/councils office and also from the chamber.</p>	7/26/2018 7:58 AM
10	<p>Allow businesses to plan events to bring people in. Promote the businesses in town, not just their friends and families businesses. Give the business owners that want our town to rival Oxford, PA's main street and opportunity to do things for the town and business that is not a 2-3 month process</p>	7/26/2018 6:52 AM
11	<p>Can't say it enough communication</p>	7/25/2018 11:48 PM
12	<p>Would be nice to have clearer signage for parking and also a map that the public can see were everything is located downtown. We need more things going on to attract the community to visit downtown. We desperately need a better run Middletown Main Street organization, I watch other towns around us put together amazing events and different things going on and those towns are really booming. It's a shame that there is not more going on, for example there was nothing in July and we know hardly anything about the aug 3rd event. Definitely need better communication and structure like board meeting minutes, email communications to the public, advertisement for events, updated website, etc.</p>	7/25/2018 10:46 PM

# APPENDIX D

## WEBSITES & LINKS OF INTEREST

Town & Local

State

Federal

## TOWN & LOCAL

*Town of Middletown* | [www.middletownde.org](http://www.middletownde.org)

*2012 Comprehensive Plan* | [www.ipa.udel.edu/localgovt/municipalities/middletown/](http://www.ipa.udel.edu/localgovt/municipalities/middletown/)

*Middletown Action Network* | [www.middletownde.org/Middletown-Action-Network-MAN/](http://www.middletownde.org/Middletown-Action-Network-MAN/)

*Middletown Main Street* | <https://middletownmainstreet.com>

*Middletown Police Department* | [www.middletownde.org/Middletown-Police-/](http://www.middletownde.org/Middletown-Police-/)

*Parks and Recreation* | [www.middletownde.org/Parks-and-Rec/](http://www.middletownde.org/Parks-and-Rec/)

*Volunteer Hose Company of Middletown* | [www.vhc27.com](http://www.vhc27.com)

## STATE

*2015 Strategies for State Policies & Spending* | <http://www.stateplanning.delaware.gov/strategies/>

*Buy Local* | <http://dda.delaware.gov/marketing/BuyLocal.shtml>

*Delaware Public Archives* | <http://archives.delaware.gov/index.shtml>

*Delaware State Housing Authority* | <http://destatehousing.com>

*Delaware Sustainable Energy Utility* | [www.energizedelaware.org](http://www.energizedelaware.org)

*Delaware Transit Corporation* | [www.dartfirststate.com](http://www.dartfirststate.com)

*Department of Agriculture* | <http://dda.delaware.gov>

*Department of Economic Development Office* | <http://dedo.delaware.gov>

*Department of Health and Social Services* | <http://dhss.delaware.gov/dhss>

*Department of Natural Resources and Environmental Control* | <http://dnrec.delaware.gov>

*Department of Transportation* | <http://deldot.gov>

*Downtown Development Districts* | <http://stateplanning.delaware.gov/ddd>

*Office of State Planning Coordination* | <http://stateplanning.delaware.gov>

*State Historic Preservation Office* | <http://history.delaware.gov/preservation>

## FEDERAL

*FEMA Online Flood Maps* | <https://msc.fema.gov/portal>

*National Register of Historic Places* | <https://www.nps.gov/nr/>

*U.S. Census Bureau* | [www.census.gov](http://www.census.gov)

*U.S. Department of Transportation* | <https://www.transportation.gov>

*U.S. Economic Development Administration* | <https://www.eda.gov>

*U.S. Environmental Protection Agency* | <https://www3.epa.gov>

*U.S. Department of Agriculture* | [www.usda.gov/wps/portal/usda/usdahome](http://www.usda.gov/wps/portal/usda/usdahome)

*U.S. Department of Housing and Urban Development* | <http://portal.hud.gov/hudportal/HUD>

# APPENDIX E

## LOCAL ENABLING LEGISLATION

**RESOLUTION 19-03-01**

**A RESOLUTION ADOPTING THE DOWNTOWN DEVELOPMENT DISTRICT PLAN,  
AUTHORIZING DESIGNATION AS A DOWNTOWN DEVELOPMENT DISTRICT, AND  
APPOINTING A DOWNTOWN DEVELOPMENT DISTRICT ADMINISTRATOR**

**WHEREAS**, the Town Council of the Town of Middletown has found that it is in the best interest of the Town of Middletown, its residents, visitors, and business and commercial interests to promote the revitalization of the downtown area; and

**WHEREAS**, the Town of Middletown applied for a Neighborhood Building Blocks Fund grant on December 12, 2017, to develop a Downtown Development District Plan and a grant agreement was made between the Town of Middletown and the Delaware Economic Development Office on June 8, 2017; and

**WHEREAS**, the Town entered into an agreement with KCI Technologies, Inc. to oversee the preparation of the Downtown Development District Plan; and

**WHEREAS**, the draft Downtown Development District Plan was presented to Town Council on February 4, 2019, and a public hearing was held on the Downtown Development District Plan on March 11, 2019; and

**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 the State is accepting applications for the designation of the third round of Districts, with such applications being due on May 15, 2019; 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**, the Town Council of the Town of Middletown strongly believes that it is in the best interest of the Town to apply for District designation and, if an applicant is successful and the Town of Middletown receives District designation, the District Plan and Local Incentives proposed by an applicant shall be binding upon the applicant; and

**NOW, THEREFORE, BE IT RESOLVED THAT:**

**SECTION 1.** The document titled “Downtown Development District Plan” attached hereto as Exhibit A is adopted as the Downtown Development District Plan for the Town of Middletown; and

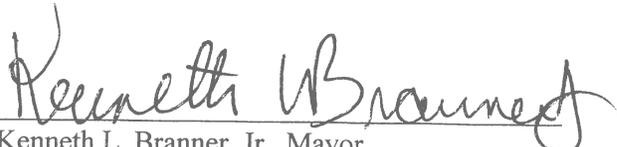
**SECTION 2.** The Town Council supports the Application for Designation as a Downtown Development District prepared by KCI Technologies, Inc., dated DDDD (the “**Application**”) and authorizes the Town Manager to file the Application on behalf of the Town, and to provide such other documents and information as may be necessary or desirable in connection with the Application; and

**SECTION 3.** If the Application is successful and the Town of Middletown receives notice that it has been selected for designation as a District:

- a. The Town of Middletown is authorized to appoint the Town Manager, as the District Administrator (the “**Administrator**”) as the chief point of contact responsible for managing the Downtown Development District program; and
- b. The Town of Middletown shall adhere to the District Plan and the Local Incentives contained in the Application for the duration of the District designation; and
- c. The Administrator is authorized to execute such documents and enter into such agreements as may be necessary or desirable in connection with the Downtown Development District program and the rights and obligations of the Town of Middletown thereunder; and
- d. The Administrator is authorized to carry out all District administrative and reporting requirements on behalf of the Town of Middletown for the duration of the District; and
- e. Should the position of Administrator become vacant or the need for an Interim District Administrator arise, said appointment shall be reported to the Office of State Planning Coordination.

**SECTION 4.** This Resolution shall become effective immediately upon its approval by Council.

**ADOPTED** by a majority vote of the Town Council of the Town of Middletown this eleventh day of March, 2019.

  
Kenneth L. Branner, Jr., Mayor

Attest: 

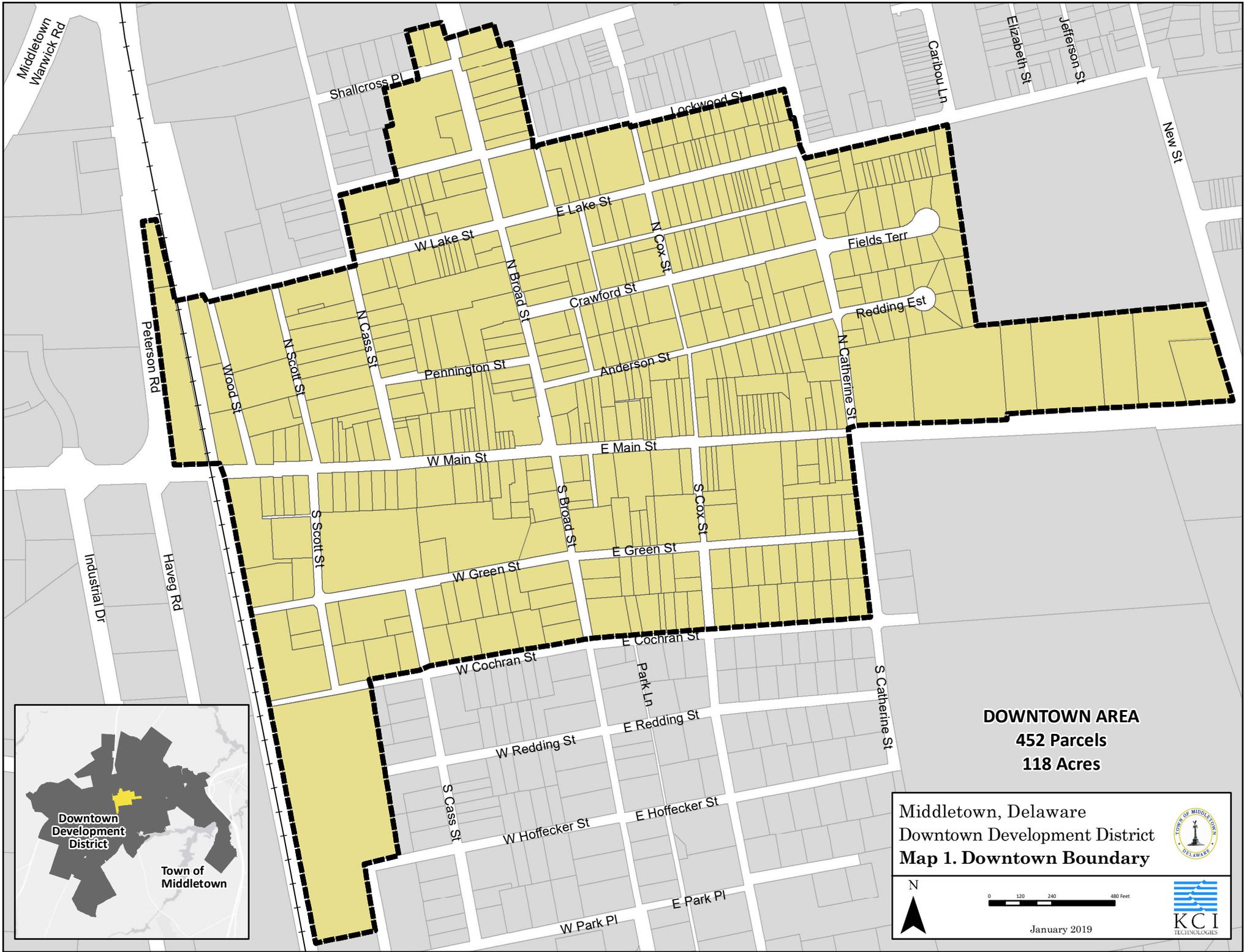


## APPENDIX A - MAPS

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### Maps

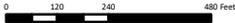
- Downtown Boundary
- Comprehensive Plan Future Land Use (Town wide)
- Future Land Use
- Existing Land Use
- Zoning
- State Strategies
- Environmental Features



**DOWNTOWN AREA**  
**452 Parcels**  
**118 Acres**

Middletown, Delaware  
 Downtown Development District  
**Map 1. Downtown Boundary**



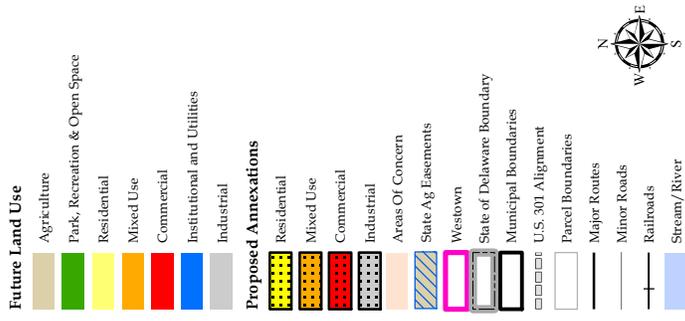


 January 2019



**KCI**  
TECHNOLOGIES

# Town of Middletown, Delaware

## Map 7. Future Land Use and Annexation Areas

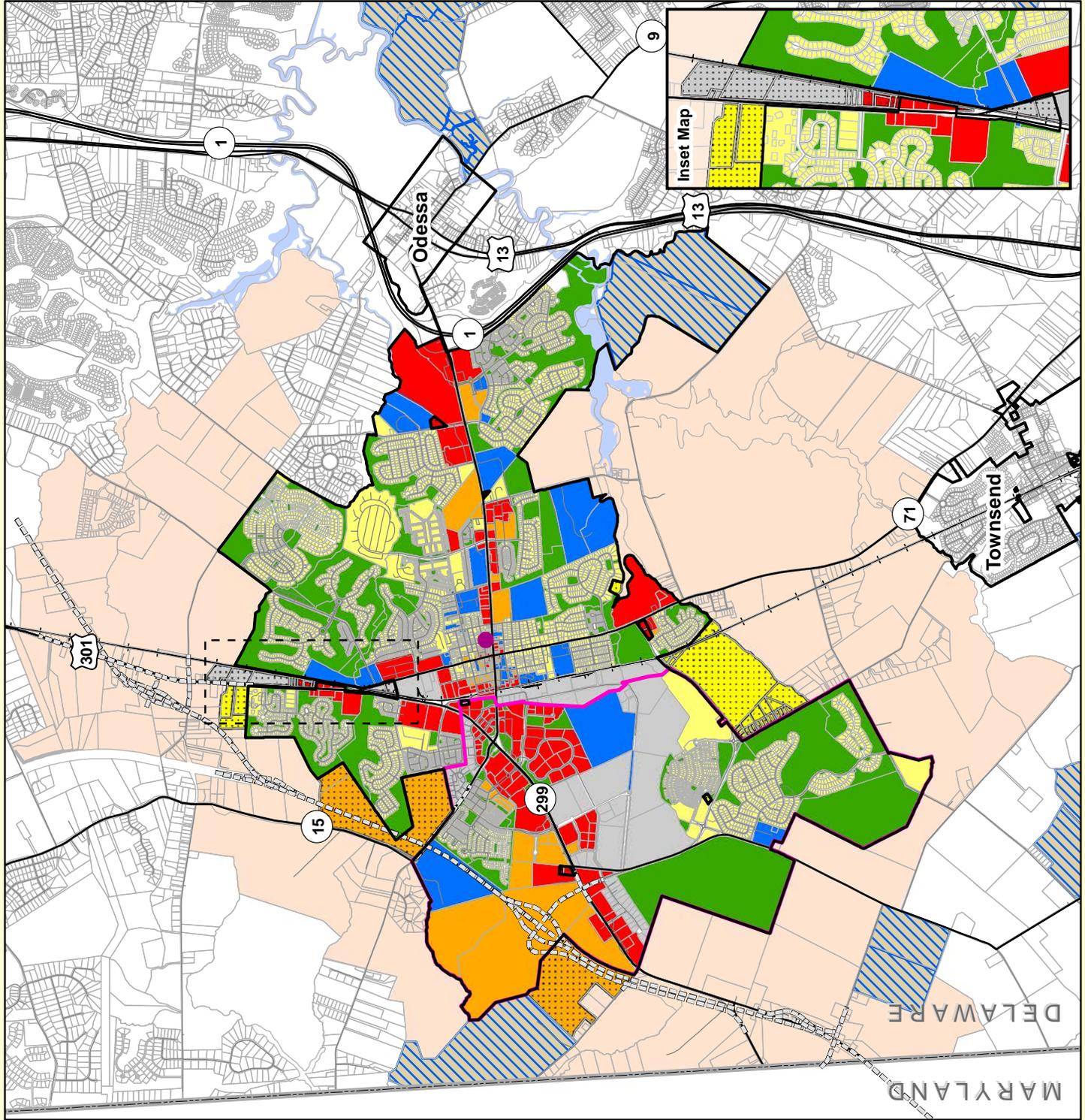


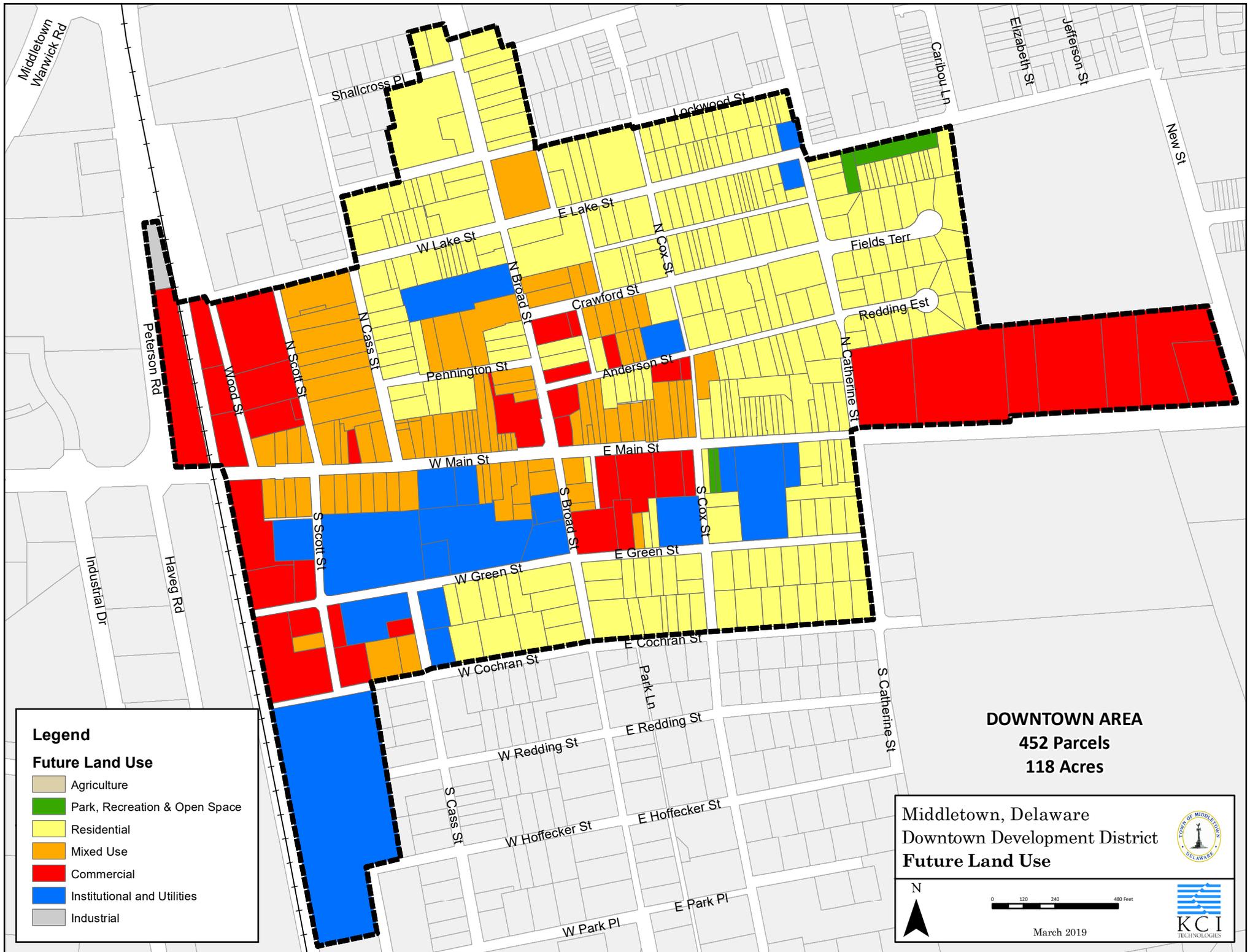
Adopted by the Middletown  
Town Council 09/10/2012  
Certified by the Governor 11/13/2012



Sources:  
Agricultural Easements - Delaware Department of Agriculture, 07/12.  
Municipal Boundaries - Office of State Planning Coordination (OSPC), updated by Institute for Public Administration (IPA), 09/10/2012.  
Future Land Use - Future Land Use was developed by VCI Technologies and updated by the University of Delaware, Institute for Public Administration approved by the Town of Middletown, Delaware, 09/10/2012.  
Parcel Boundaries - Provided by New Castle County, 06/12.  
Roads - Delaware Department of Transportation, 07/12.  
Hydrography Dataset (NHD) features and waterbodies, USGS and EPA.

Note:  
This map is provided by the Institute for Public Administration (IPA) solely for display and reference purposes and is subject to change without notice. No claims, either real or implied, are made by IPA, nor will IPA be held responsible for any loss of the accuracy for purposes other than which it was intended.





**Legend**  
**Future Land Use**

- Agriculture
- Park, Recreation & Open Space
- Residential
- Mixed Use
- Commercial
- Institutional and Utilities
- Industrial

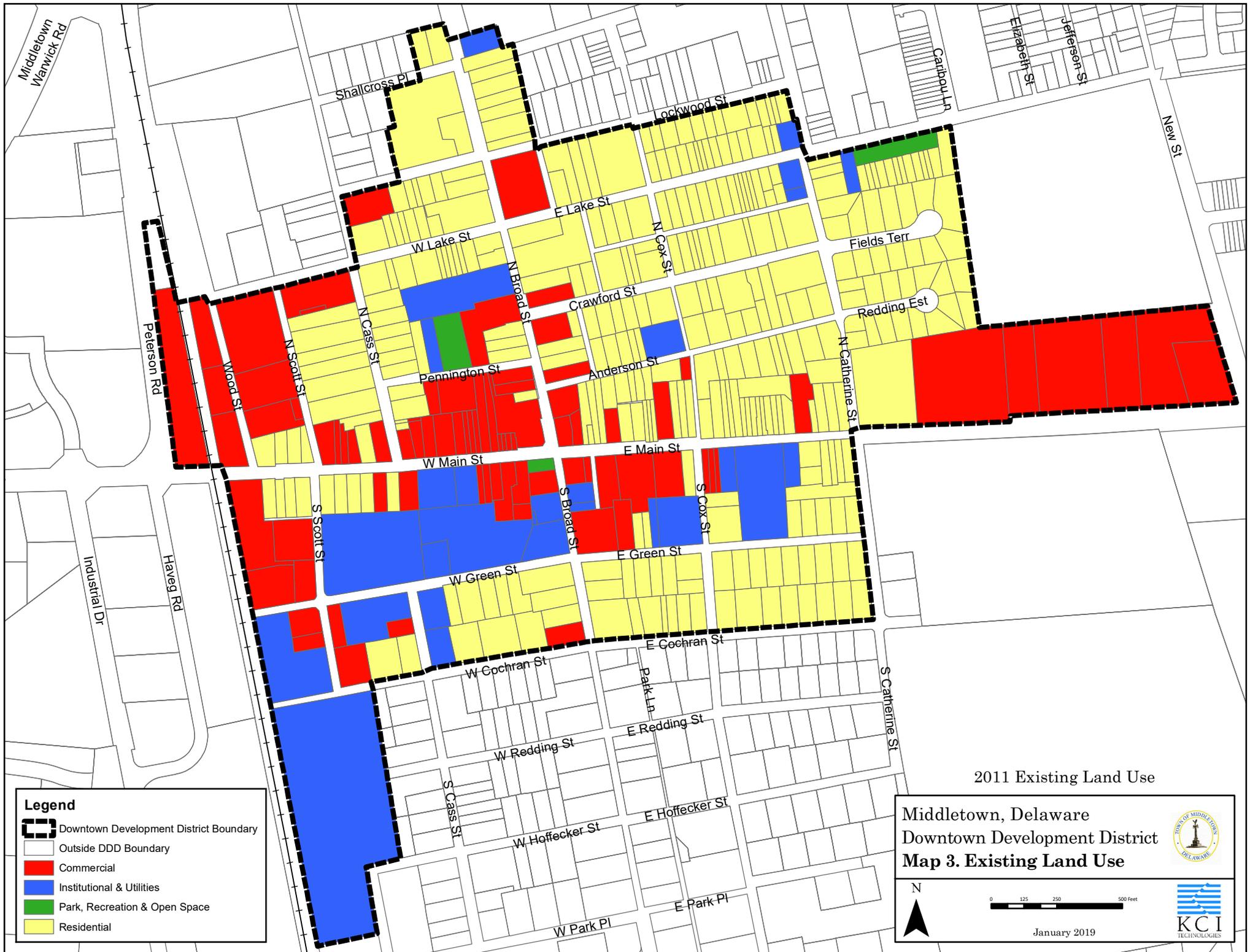
**DOWNTOWN AREA**  
**452 Parcels**  
**118 Acres**

Middletown, Delaware  
Downtown Development District  
**Future Land Use**



March 2019





**Legend**

-  Downtown Development District Boundary
-  Outside DDD Boundary
-  Commercial
-  Institutional & Utilities
-  Park, Recreation & Open Space
-  Residential

2011 Existing Land Use

Middletown, Delaware  
 Downtown Development District  
**Map 3. Existing Land Use**



N



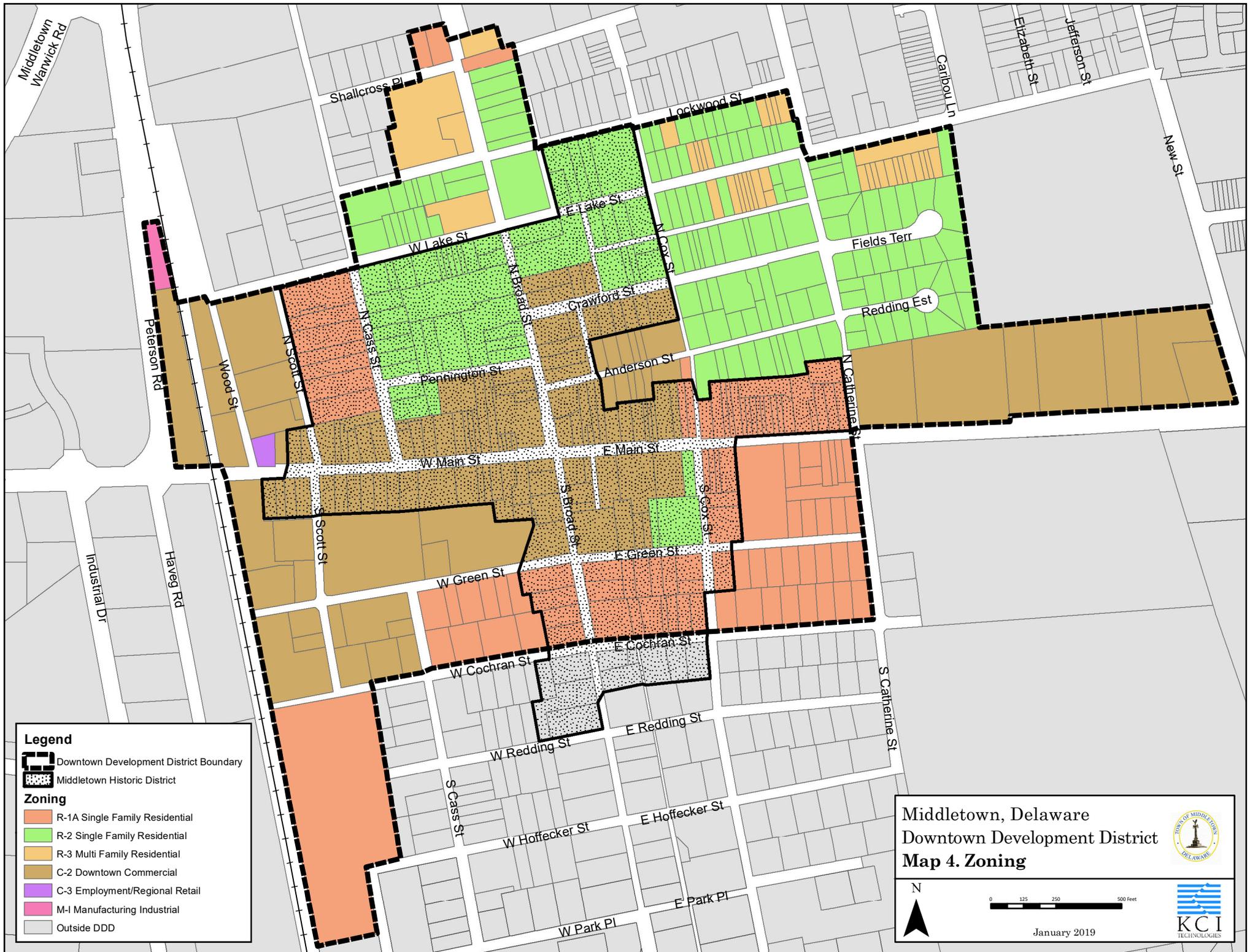
0 125 250 500 Feet



January 2019



KCI  
TECHNOLOGIES



**Legend**

- Downtown Development District Boundary
- Middletown Historic District

**Zoning**

- R-1A Single Family Residential
- R-2 Single Family Residential
- R-3 Multi Family Residential
- C-2 Downtown Commercial
- C-3 Employment/Regional Retail
- M-1 Manufacturing Industrial
- Outside DDD

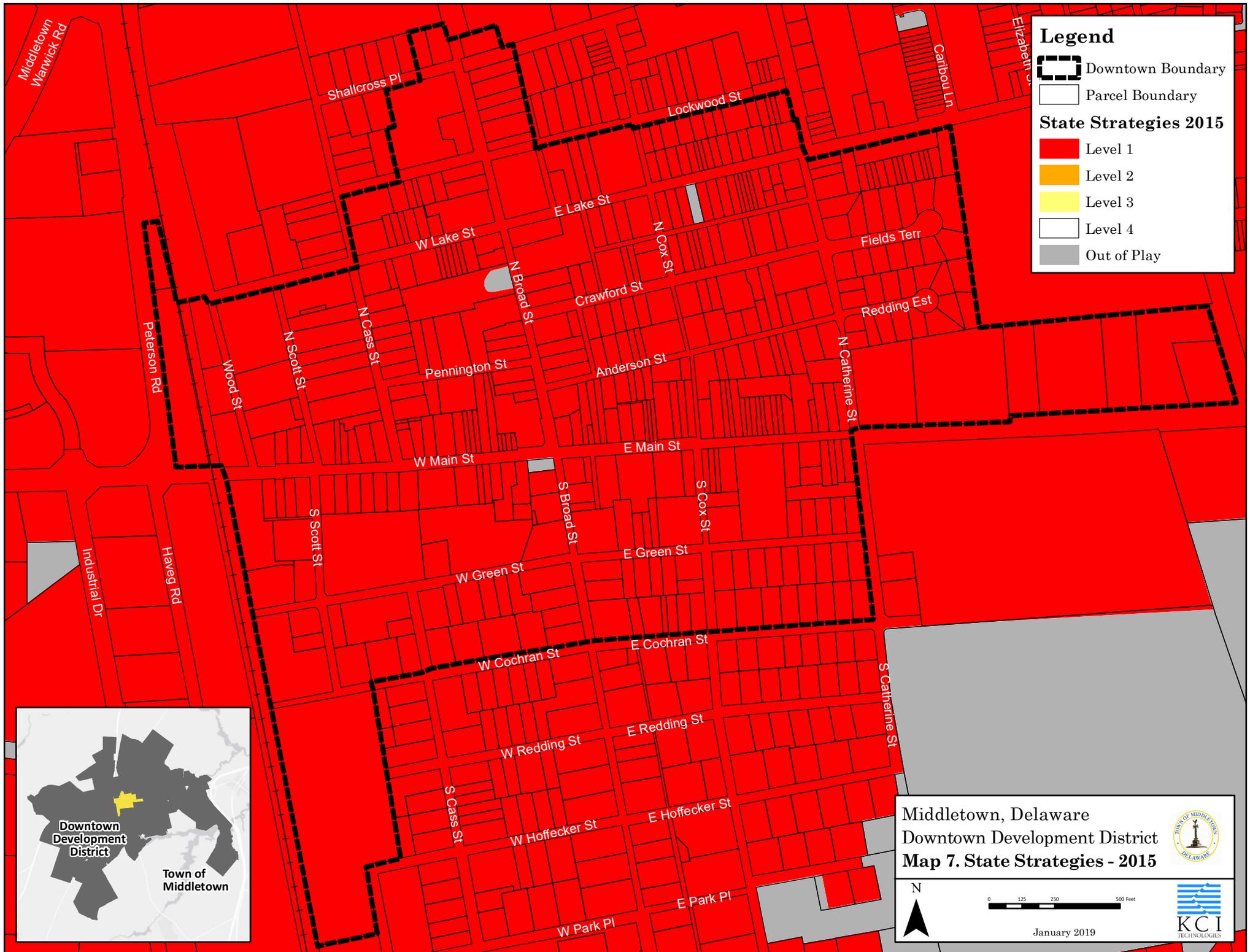
Middletown, Delaware  
 Downtown Development District  
**Map 4. Zoning**





January 2019





**Legend**

-  Downtown Boundary
-  Parcel Boundary
- State Strategies 2015**
-  Level 1
-  Level 2
-  Level 3
-  Level 4
-  Out of Play



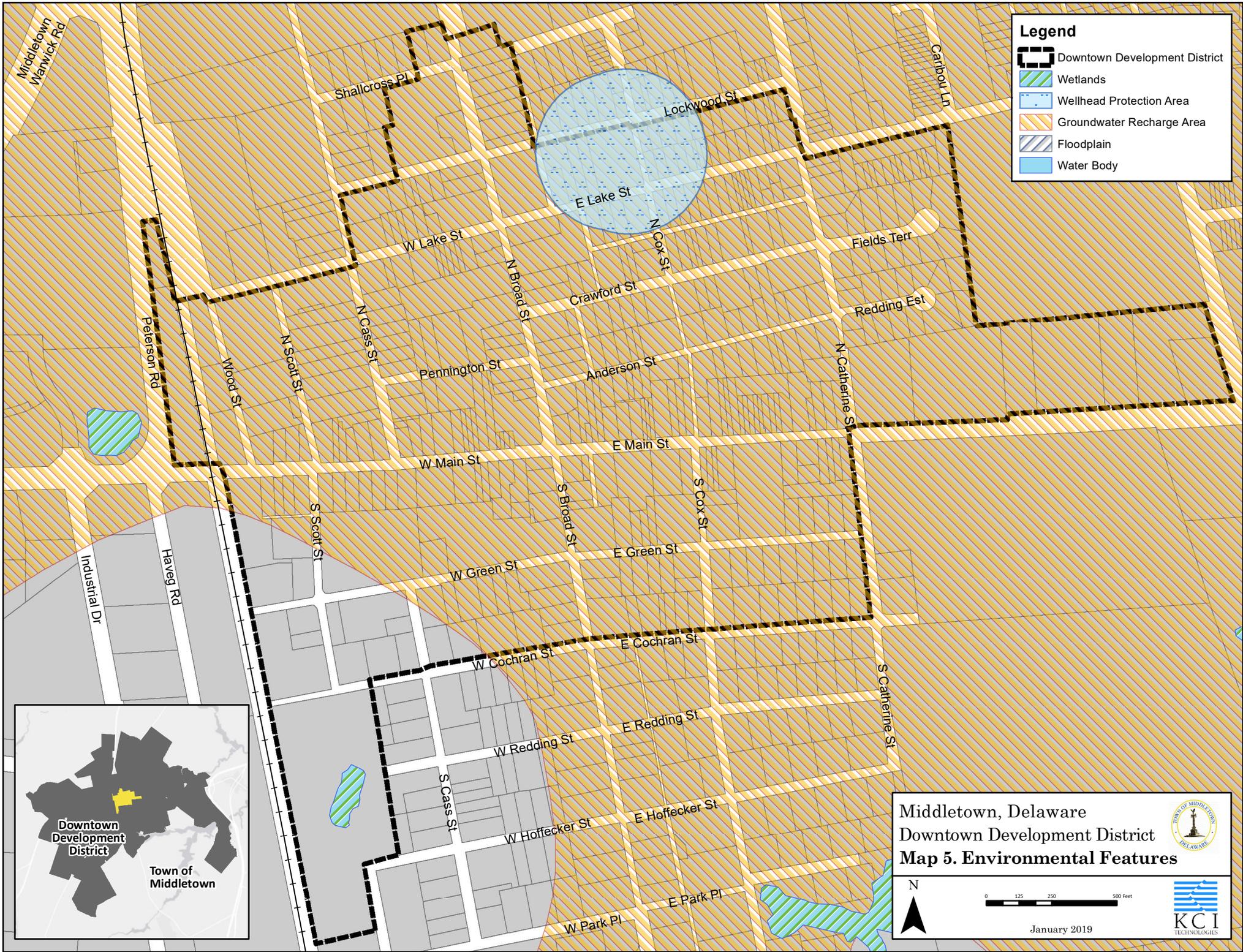
Middletown, Delaware  
 Downtown Development District  
**Map 7. State Strategies - 2015**





January 2019







## APPENDIX B - ATTACHMENTS

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### Attachments

1. Signed Application Information Sheet
2. FY19 DDD Census Summary Spreadsheet
3. Additional Data
4. Ordinance 19-04-01 DDD Incentives
5. Resolution 19-03-01 DDD Plan Adoption, Designation Application & District Administrator
6. Support Letters



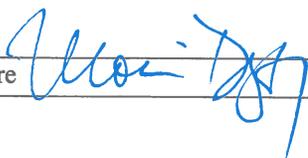
# Downtown Development Districts

FY19 Application for Designation as a District

## Information Sheet

Must be completed by applicants with FY16 application on file

Municipality / County: Town of Middletown

Contact Person for Application	
Name:	<u>Morris Deputy, Town Manager</u>
Address:	<u>19 West Green Street, Middletown DE</u>
Phone:	<u>(302) 378-9120</u>
Email:	<u>mdeputy@middletownde.org</u>
Signature	
Date	<u>5/10/19</u>

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

- New Application, never applied for DDD designation before.
- 2016 Application on file, please review with the addition of required information materials included in this application form and supplemental information attached.
- 2016 Application on file. Please disregard it and review this entirely new application.

Date of certified Comprehensive Plan 9/10/2012

Population of the municipality or county (as per 2010 US Census) 18,871

Population of proposed District (based on 2010 US Census Block data) 1,141

Area of proposed District in acres 118

Area Verified by OSPC Staff _____
OSPC use only

**Downtown Development District Application: Town of Middletown**

	<b>Town</b>	<b>Tract(s)</b>	<b>Block(s)</b>
<b>Total Population</b>	18,871	41,800	18,891
<b>Median Household Income</b>	\$ 67,500	\$ 87,994	
<b>Poverty Rate, All People</b>	8.7%	4.4%	
<b>% Housing Built 1949 or earlier</b>	7.2%	7.3%	
<b>% Homeownership</b>	81.3%	91.3%	77.5%
<b>% Rental</b>	18.7%	8.7%	22.5%
<b>% Vacant Housing Units</b>	6.8%	6.1%	5.2%
<b>Median Home Value</b>	\$269,200	\$ 324,580	
<b>% Low / Mod Income</b>	34.1%	21.7%	

<b>Census Tracts that include proposed District:</b>	166.01	166.04
--	--------	--------

<b>Census Tract Worksheet</b>	<b>Tract #</b>		<b>Totals</b>
	<b>166.01</b>	<b>166.04</b>	
<b>Total Population</b>	11,362	11,407	22,769
<b>Median Income</b>	\$ 84,217	\$ 64,632	\$ 74,425
<b>Poverty Rate</b>	7.0%	8.5%	7.8%
<b>Age of Structures</b>	5.9%	9.8%	7.9%
<b>% Homeownership</b>	87.1%	80.3%	83.7%
<b>% Rental</b>	12.9%	19.8%	16.4%
<b>Vacancy</b>	3.8%	9.9%	6.9%
<b>Median Home Value</b>	\$ 338,600	\$ 261,400	\$ 300,000
<b>% Low / Mod Income</b>	21.1%	35.4%	29.70%

### Downtown Development District Application: Town of Middletown

Census Blocks that most closely correspond to proposed District:							3094	3097	3102	3103
3104	3105	3106	3107	3108	3126	3129	3130	3134	3135	3136
3154	1016	1018	1019	1020	1021	1022	1023	1024	1025	1026
1027	1028	1029	1030	2115	2116	2131	2132			

Census Block Worksheet							
Tract #	Group #	Block #	Pop.	Housing Units			
			Total	Owned	Rented	Occupied	Vacant
166.04	1	1016	88	83.9%	16.1%	93.9%	6.1%
166.04	1	1018	16	100.0%	0.0%	80.0%	20.0%
166.04	1	1019	55	40.0%	60.0%	87.0%	13.0%
166.04	1	1020	0	0.0%	0.0%	0.0%	0.0%
166.04	1	1021	56	45.0%	55.0%	87.0%	13.0%
166.04	1	1022	0	0.0%	0.0%	0.0%	0.0%
166.04	1	1023	27	42.1%	57.9%	100.0%	0.0%
166.04	1	1024	18	75.0%	25.0%	100.0%	0.0%
166.04	1	1025	19	33.3%	66.7%	100.0%	0.0%
166.04	1	1026	39	23.1%	76.9%	92.9%	7.1%
166.04	1	1027	58	66.7%	33.3%	100.0%	0.0%
166.04	1	1028	31	57.1%	42.9%	82.4%	17.6%
166.04	1	1029	112	17.6%	82.4%	85.0%	15.0%
166.04	1	1030	77	65.4%	34.6%	96.3%	3.7%
166.04	2	2115	33	66.7%	33.3%	88.2%	11.8%
166.04	2	2116	52	94.1%	5.9%	100.0%	0.0%
166.04	2	2131	33	69.2%	30.8%	76.5%	23.5%
166.04	2	2132	15	33.3%	66.7%	85.7%	14.3%
166.01	3	3094	0	0.0%	0.0%	0.0%	0.0%
166.01	3	3097	36	12.9%	87.1%	100.0%	0.0%
166.01	3	3102	0	0.0%	0.0%	0.0%	0.0%
166.01	3	3103	10	33.3%	66.7%	100.0%	0.0%
166.01	3	3104	6	75.0%	25.0%	100.0%	0.0%
166.01	3	3105	18	33.3%	66.7%	100.0%	0.0%
166.01	3	3106	105	21.1%	78.9%	95.0%	5.0%
166.01	3	3107	65	40.0%	60.0%	80.6%	19.4%
166.01	3	3108	25	100.0%	0.0%	75.0%	25.0%
166.01	3	3126	45	12.0%	88.0%	86.2%	13.8%
166.01	3	3129	37	0.0%	100.0%	87.5%	12.5%
166.01	3	3130	24	33.3%	66.7%	100.0%	0.0%
166.01	3	3134	8	100.0%	0.0%	80.0%	20.0%
166.01	3	3135	2	100.0%	0.0%	100.0%	0.0%
166.01	3	3136	31	46.7%	53.3%	88.2%	11.8%
166.01	3	3154	0	0.0%	0.0%	0.0%	0.0%
<b>Totals</b>			<b>1,141</b>	<b>44.4%</b>	<b>55.6%</b>	<b>90.4%</b>	<b>9.6%</b>

**Table 2. Industries of Town & Downtown Residents**

Industry	% of Residents	
	Town	Downtown
Educational Services, Health Care & Social Assistance	28.8%	24.7%
Retail Trade, Wholesale Trade	11.1%	14.7%
Professional, Scientific, Management, Administrative & Waste Management Services	8.7%	12.0%
Arts, Entertainment & Recreation, Accommodation & Food Services	4.6%	11.3%
Finance & Insurance, Real Estate, Rental & Leasing	15.5%	10.7%
Manufacturing	9.9%	6.2%
Transportation & Warehousing, Utilities	4.4%	5.7%
Public Administration	6.1%	4.5%
Construction	4.0%	4.0%
Other Services, except Public Administration	4.7%	2.7%
Information	1.1%	2.2%
Agriculture, Forestry, Fishing & Hunting, Mining	0.4%	1.1%

Source: 2011-2015 American Community Survey; U.S. Census Bureau Center for Economic Studies, On The Map 2015

**Table 3. Resident Top Job Locations**

Place	%
Middletown, DE	9.8%
Wilmington, DE	7.3%
Newark, DE	5.3%
New Castle (city), DE	3.8%
Dover, DE	3.1%
Glasgow, DE	2.4%
Smyrna, DE	2.4%
Brookside, DE	2.2%
Philadelphia, PA	1.8%
Elkton, MD	1.6%
All Other Locations	60.1%

Source: U.S. Census Bureau Center for Economic Studies, On The Map 2015

**Table 4. Workers' Top Origin Locations**

Place	%
Middletown, DE	17.3%
Dover, DE	3.4%
Glasgow, DE	2.4%
Smyrna, DE	2.1%
Townsend, DE	1.7%
Newark, DE	1.5%
Brookside, DE	1.3%
New York, NY	1.3%
Bear, DE	0.9%
Hockessin, DE	0.9%
All Other Locations	67.1%

Source: U.S. Census Bureau Center for Economic Studies, On The Map 2015

**Figure 5. Downtown Job Inflow/Outflow, 2015**



Source: U.S. Census Bureau Center for Economic Studies, On The Map 2015

**Table 5. Cost of Living for Selected Locations**

Location	Overall	Housing	Food	Utilities	Transp.
Middletown, DE	116.0	129.7	110.6	118.2	104.7
Dover, DE	100.4	87.5	110.8	116.1	99.9
Georgetown, DE	100.0	91.5	111.4	105.9	103.1
Harrington, DE	96.6	75.9	110.8	116.1	99.9
Milford, DE	99.2	88.9	111.4	105.9	103.1
Laurel, DE	92.3	67.3	111.4	105.9	103.1
Seaford, DE	96.7	81.2	111.4	105.9	103.1
Smyrna, DE	109.8	117.0	110.8	116.1	99.9
Wilmington, DE	95.6	66.0	110.6	118.2	104.7

Source: Sperling's Best Places Cost of Living Comparison (2017)

**Table 6. Downtown Building Permits**

Type	2016	2017	2018
Demolition	0	3	2
Commercial	17	20	9
<b>TOTAL</b>	<b>17</b>	<b>23</b>	<b>11</b>

Source: Town of Middletown (9/2018)

**Table 7. Downtown Business Licenses**

Category	Number
Real Estate / Rentals	35
Retail	32
Medical / Dental	20
Restaurant / Food & Beverage Sales	18
Hair / Beauty	14
Construction / Home Repair	13
Finance / Insurance	6
Education / Daycare	5
Legal	4
Architecture / Engineering	3
Fitness	3
Auto-related	3
Media	2
Travel	1
<b>TOTAL</b>	<b>152</b>

Source: Town of Middletown (9/2018)

# ORDINANCE 19-04-01

## AN ACT TO AMEND THE TOWN OF MIDDLETOWN CODE OF ORDINANCES, BY CREATING APPENDIX CHAPTER A195, ENTITLED DOWNTOWN DEVELOPMENT DISTRICT INCENTIVES

BE IT ENACTED BY THE MAYOR AND COUNCIL OF THE TOWN OF MIDDLETOWN (a majority of members elected thereto concurring therein):

**Section 1.** That the Town of Middletown, Delaware, Code of Ordinances, is hereby amended by the adding the following:

### **Chapter A195. Downtown Development District Incentives**

#### **Article I. Intent**

§ A195-1. Findings and intent.

The Town Council has deemed it to be in the best interests of the residents of the Town, and in furtherance of their health, safety, and welfare to promote the renovation, utilization, development, and redevelopment of parcels within the designated Downtown Development District. In order to promote this, the Town Council has determined that incentives, including, but not limited to, impact fee waivers, business license fee waivers and accelerated review processes, should be offered.

#### **Article II. Eligibility**

§ A195-2. Definitions.

As used in this chapter, the following terms shall have the meanings indicated:

##### **PROJECT**

Any project to construct, remodel or reconstruct any buildings or structures, or any portion of any of such buildings or structures, within the boundaries of the designated Downtown Development District, as approved by the Town Council, and as modified from time to time.

##### **RECONSTRUCTION**

Alterations or repairs made to a structure within any twelve-month period.

§ A195-3. Incentive ineligibility.

An otherwise eligible project shall be ineligible for Downtown Development District incentives if:

- A. An application for a building permit for the project was filed prior to the effective date of this ordinance; or
- B. Construction or renovation commenced prior to the effective date of this ordinance; or
- C. Issuance of the certificate of occupancy and/or the completion and finalization of the building permit occurs before the application for Downtown Development District incentives is received; or
- D. Construction or renovation commenced prior to the issuance of a building permit by the Town of Middletown: or
- E. The beneficiary of the incentives is delinquent on any of the obligations due the Town of Middletown.

§ A195-4. Revocation of eligibility.

The beneficiary of the incentives provided by this appendix must remain current on all obligations due the Town. If, at any time after the incentives have been granted, the beneficiary of the incentives becomes delinquent on any Town obligations, the Town Manager shall revoke the eligibility for any portion of the incentives not yet received by the beneficiary. Notice shall be given to such beneficiary in writing.

**Article III. Incentives**

§ A195-5. Business license fee waiver.

The annual Town of Middletown business license fee will be waived for the first two years in operation (new businesses only). An annual business license application will be required and kept on file. Annual business licenses shall be issued by the Town.

§ A195-6. Accelerated development review process.

Projects confirmed by the Town Manager to be in compliance with Town of Middletown codes will be considered under the minor development plan review process.

§ A195-7. Impact fee (water, sewer and electric) reduction.

- A. All projects of a commercial nature will be afforded a 75-percent reduction in impact fees at the time of building permit issuance. Applicants will pay the 25 percent impact fee calculation at the time of building permit application.
- B. Projects of a mixed-use (commercial/residential) nature will be afforded a 75-percent reduction in impact fees at the time of building permit issuance. Applicants will pay the 25 percent impact fee calculation at the time of building permit application.
- C. Impact fees (water, sewer and electric) shall be as calculated as stated in the applicable Town Code.

**Article IV. Administration**

§ A195-8. Administrative procedures.

The Town Manager and his/her staff shall develop the administrative procedures necessary to implement this ordinance. The Town Manager and his/her staff shall promulgate reasonable standards to be used in determining which incentives an eligible project shall receive. Applicants shall be notified in writing of the actions taken on their applications.

**Section 2.** This ordinance shall become effective immediately upon passage. The State Downtown Development District designation requires the Town provide incentives during the ten year designation and can only be amended with approval from the State Planning Cabinet Committee.

**ADOPTED THIS SIXTH DAY OF MAY, 2019.**



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Kenneth L. Branner, Jr., MAYOR



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ATTESTED TO BY:  
CLERK, TOWN OF MIDDLETOWN

**RESOLUTION 19-03-01**

**A RESOLUTION ADOPTING THE DOWNTOWN DEVELOPMENT DISTRICT PLAN,  
AUTHORIZING DESIGNATION AS A DOWNTOWN DEVELOPMENT DISTRICT, AND  
APPOINTING A DOWNTOWN DEVELOPMENT DISTRICT ADMINISTRATOR**

**WHEREAS**, the Town Council of the Town of Middletown has found that it is in the best interest of the Town of Middletown, its residents, visitors, and business and commercial interests to promote the revitalization of the downtown area; and

**WHEREAS**, the Town of Middletown applied for a Neighborhood Building Blocks Fund grant on December 12, 2017, to develop a Downtown Development District Plan and a grant agreement was made between the Town of Middletown and the Delaware Economic Development Office on June 8, 2017; and

**WHEREAS**, the Town entered into an agreement with KCI Technologies, Inc. to oversee the preparation of the Downtown Development District Plan; and

**WHEREAS**, the draft Downtown Development District Plan was presented to Town Council on February 4, 2019, and a public hearing was held on the Downtown Development District Plan on March 11, 2019; and

**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 the State is accepting applications for the designation of the third round of Districts, with such applications being due on May 15, 2019; 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**, the Town Council of the Town of Middletown strongly believes that it is in the best interest of the Town to apply for District designation and, if an applicant is successful and the Town of Middletown receives District designation, the District Plan and Local Incentives proposed by an applicant shall be binding upon the applicant; and

**NOW, THEREFORE, BE IT RESOLVED THAT:**

**SECTION 1.** The document titled “Downtown Development District Plan” attached hereto as Exhibit A is adopted as the Downtown Development District Plan for the Town of Middletown; and

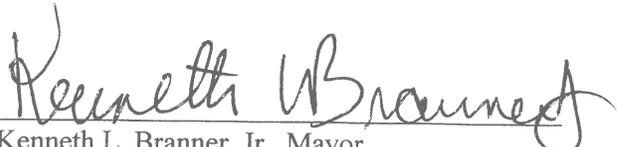
**SECTION 2.** The Town Council supports the Application for Designation as a Downtown Development District prepared by KCI Technologies, Inc., dated DDDD (the “**Application**”) and authorizes the Town Manager to file the Application on behalf of the Town, and to provide such other documents and information as may be necessary or desirable in connection with the Application; and

**SECTION 3.** If the Application is successful and the Town of Middletown receives notice that it has been selected for designation as a District:

- a. The Town of Middletown is authorized to appoint the Town Manager, as the District Administrator (the “**Administrator**”) as the chief point of contact responsible for managing the Downtown Development District program; and
- b. The Town of Middletown shall adhere to the District Plan and the Local Incentives contained in the Application for the duration of the District designation; and
- c. The Administrator is authorized to execute such documents and enter into such agreements as may be necessary or desirable in connection with the Downtown Development District program and the rights and obligations of the Town of Middletown thereunder; and
- d. The Administrator is authorized to carry out all District administrative and reporting requirements on behalf of the Town of Middletown for the duration of the District; and
- e. Should the position of Administrator become vacant or the need for an Interim District Administrator arise, said appointment shall be reported to the Office of State Planning Coordination.

**SECTION 4.** This Resolution shall become effective immediately upon its approval by Council.

**ADOPTED** by a majority vote of the Town Council of the Town of Middletown this eleventh day of March, 2019.

  
Kenneth L. Branner, Jr., Mayor

Attest: 

**Stephanie L. Hansen**  
STATE SENATOR  
10<sup>th</sup> District



**SENATE**  
STATE OF DELAWARE  
411 LEGISLATIVE AVENUE  
DOVER, DELAWARE 19901

COMMITTEES  
Transportation, Chair  
Agriculture  
Environmental, Natural Resources  
Energy  
Health & Social Services  
Sunset

March 25, 2019

Town of Middletown  
Attn: Morris Deputy, Town Manager  
19 W. Green Street  
Middletown, DE 19709

Dear Mr. Deputy,

As the 10<sup>th</sup> District State Senator, I would like to recognize the Town of Middletown for all the dedication and public involvement in preparing the Downtown Development District Plan and support the application for State designation. The Plan clearly states the vision, goals, and objectives as well as an implementation section to ensure initiatives are being completed.

It is understood this plan was funded by a Neighborhood Building Blocks Fund grant. Middletown has successfully taken advantage of available funding opportunities over the years and should be complimented on all of the town-wide initiatives as well as the Downtown Development District Plan development.

This Plan is very thorough and clearly a result of input from Task Force members, Stakeholders, Community, Town employees, and your Town Planning Consultant. The Downtown Development District Plan promotes a walkable location for the community to come together to enjoy a number of safe, family-friendly events. I believe these are important traditions to continue and pass along to our younger generations.

As your Senator for the 10<sup>th</sup> District, I support the Town of Middletown Downtown Development District State designation application. If you should need additional support during the Plan's implementation process, please contact me anytime.

Sincerely,

A handwritten signature in black ink that reads "Stephanie L. Hansen".

Stephanie L. Hansen  
District 10 Senator

QUINN JOHNSON  
STATE REPRESENTATIVE  
8<sup>th</sup> District



HOUSE OF REPRESENTATIVES  
STATE OF DELAWARE  
411 LEGISLATIVE AVENUE  
DOVER, DELAWARE 19901

COMMITTEES  
Appropriations, Chair  
Energy, Chair  
Joint Finance, Chair  
Agriculture  
Economic Development, Banking,  
Insurance & Commerce  
Revenue & Finance  
Veterans Affairs

April 30, 2019

Town of Middletown  
Attn: Morris Deputy, Town Manager  
19 West Green Street  
Middletown, DE 19709

Dear Mr. Deputy:

I am pleased to submit this letter of support on behalf of the Town of Middletown in regard to the Downtown Development District Plan and application for State designation. The Plan clearly demonstrates the vision, goals and objectives that are being designed for the Town of Middletown and outlines in detail the implementation of the plan to ensure that all initiatives are completed. I commend everyone that took part in this effort for their hard work and due diligence in reaching a conclusion and a plan suitable for the needs of the Town of Middletown.

The Town of Middletown promoted this plan by involving the public in the overall process and creating a sense of community action. The Downtown Development District Plan promotes a safe, family inspired area that will invite citizens and visitors alike to attend events. I believe it is important that the Town of Middletown continue this tradition for the present and future generations that will call this area home.

As the State Representative for the 8<sup>th</sup> District, which includes the Town of Middletown, I give my wholehearted support to the Town of Middletown Downtown Development District State designation application. I look forward to working closely with the Town of Middletown in the implementation of this effort.

If you have any questions regarding this matter, do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'S. Quinton Johnson' with a stylized flourish at the end.

S. Quinton Johnson  
State Representative  
8<sup>th</sup> District



April 10, 2019

Town of Middletown  
Attn: Morris Deputy, Town Manager  
19 W. Green Street  
Middletown, DE 19709

Dear Mr. Deputy,

Middletown Main Street was proud to be appointed on the Task Force to create the first Downtown Development District Plan for the Town of Middletown. The process to develop the Plan was organized, informative, and included Community outreach and collaboration. We were very proud to be a partner on this project.

Middletown Main Street, Inc. will continue to be a major partner with the implementation items noted in the Plan. This is a Plan that our organization can use to obtain additional supportive program funding. Middletown Main Street, Inc. is a non-profit organization working with the community to revitalize the downtown district into a thriving cultural and retail destination while maintaining its historic character. We host several Community Downtown events and support several other organization events throughout the year. Main Street continues to welcome everyone downtown to experience the friendly, quaint and unique atmosphere of our historic merchant community.

Our Downtown truly offers something for all ages. Art, entertainment, dining, history and shopping. Middletown has several active organizations with continual fundraising efforts; therefore, there is always something to do within the Community on any given day.

Middletown Main Street, Inc. supports the Town of Middletown's Downtown Development District State designation application. If you should have any questions, please do not hesitate to contact me at (302) 607-9560.

Sincerely,

A handwritten signature in black ink, appearing to read 'Daneya Jacobs', written over a circular stamp or mark.

Daneya Jacobs  
Executive Director



March 27, 2019

Town of Middletown  
Attn: Morris Deputy, Town Manager  
19 West Green Street  
Middletown, DE 19709

Dear Mr. Deputy,

Congratulations on the adoption of Middletown's first Downtown Development District Plan! We were very happy to serve on the Task Force for this project. We have completed several projects in the District and have a few more that are mentioned in the priority project section of the plan. We support the Town's application to become a Downtown Development District State designated district. This would allow the investments we are making to continue and expand our projects.

The Downtown Development District Plan promotes a walkable location for the community to come together to enjoy a number of safe, family-friendly events. This plan focuses on redevelopment and new development within the heart of the Community to include providing the necessary incentives.

As a major stakeholder within the Downtown Area, I support the Town of Middletown's Downtown Development District designation application. If you should have any questions, please do not hesitate to contact me at (302) 832-1288.

Sincerely,

A handwritten signature in blue ink, appearing to read "Rick Clark", is written over the word "Sincerely,".

Rick Clark

# VOLUNTEER BREWING Co.

April 8, 2019

Town of Middletown  
Attn: Morris Deputy, Town Manager  
19 W. Green Street  
Middletown, DE 19709

Dear Mr. Deputy,

Thank you for the inclusion and appointment to the Task Force assigned with creating the first Downtown Development District Plan for the Town of Middletown. The process to develop the Plan was organized, informative, and included Community outreach and collaboration. We are very proud to be a partner on this project.

We are proud owners of the Volunteer Brewing Company, which is located in the Downtown District. Being in the heart of Downtown Middletown was an important factor in our investment and decision to remain local. We are very active and support several Community events as well as several additional organizational events throughout the year. Recently, we purchased the neighboring property and intent to expand with additional services to the community. This parcel of land is in the plan and further noted as a priority project. The State's designation would allow the opportunity to expand the investment footprint for the project.

Volunteer Brewing Company supports the Town of Middletown's Downtown Development District State designation application and will continue to support the initiatives in the Town's first DDD Plan. If you should have any questions, please do not hesitate to contact me at (302) 464-0822.

Sincerely,

Handwritten signatures of Kevin and Dawn Schatz in cursive script.

Kevin and Dawn Schatz  
Owners, Volunteer Brewing Company  
Middletown, Delaware

**SERVE • LOCAL • BREW**