



## DOWNTOWN DOVER STRATEGIC MASTER PLAN "ENVISION CAPITAL CITY DOVER 2030"



DDP BOARD PRESENTATION  
MAY 15, 2022



# The Team

- ***Bernardon*** – a full-service architecture, interior design, and landscape firm.
- ***KimleyHorn*** – a top firm in transportation planning
- ***Econsult Solutions*** – a leading economic analytical and consulting firm

# COMPLETED WORK

## MOSAIC

- Kickoff Meeting
- Manage team
- Leading Stakeholder Engagement
- Building the foundation of the plan

## KIMLEYHORN

- Researched all existing conditions
- Summarizing the mobility network
- Met with Colonial Parking
- Reviewed transit opportunities
- Created a draft of existing conditions

## ECONSULT SOLUTIONS

- Completed a comprehensive market overview
- Presented concrete examples of financing tools to support the plan
- Researching potential economic benefits

## BERNARDON

- Reviewed all previous plans
- Built a map for development
- Identified several potential development opportunities
- Researching the potential for the sites

# STAKEHOLDERS ENGAGED

- ❖ Property Owners
- ❖ Realtors and Real Estate Agents
- ❖ NCALL
- ❖ Habitat for Humanity
- ❖ Dover Interfaith Mission for Housing
- ❖ Bayhealth
- ❖ Dover Police Department
- ❖ Local Businesses
- ❖ Visit Delaware
- ❖ Axia Hotel Group
- ❖ Westin Wilmington
- ❖ Shaner Hotel Group
- ❖ Delaware Restaurant Association
- ❖ Dover Housing
- ❖ Biggs Museum
- ❖ Central Delaware Chamber of Commerce
- ❖ First State Heritage Park
- ❖ Kent County Tourism
- ❖ Dover City Council Members
- ❖ Kent County Commissioners
- ❖ Dover Air Force Base
- ❖ Dover Residents
- ❖ Delaware Department of Transportation
- ❖ State Planning Director
- ❖ Colonial Parking
- ❖ Becker Morgan Group
- ❖ Delaware State University
- ❖ Local Business Owners

# INITIAL IMPRESSIONS

## ❖ Amenities

- Anchors are concerned about the lack of attractions for their community
- Local economic development officials want a single entity to turn Dover around ie. sports, new theatre programming,
- Most are interested in supporting change that will lead to a vibrant downtown district
- Would like bike paths and walking trails
- Activate the river development
- Would like more restaurants, bars, and activities downtown

## ❖ Businesses

- Businesses are concerned about generating foot traffic and safety
- Local officials and business owners interested in ordinances that activate vacant properties

## ❖ Physical Conditions

- Property owners are concerned about renovating properties and the burden of upgrading spaces in older buildings
- Residents are concerned about parking
- State officials looking for new financing options to jumpstart downtown

# INITIAL IMPRESSIONS

## ❖ Safety

- Businesses and visitors are concerned about vagrancy
- Perceptions of safety are real, even if exaggerated
- Safety perceptions limit downtown visitors
- Police are limited in what they can do combat vagrancy
- Safety has improved according to Police statistics

## ❖ Housing

- Demand for good quality apartments
- Potential Housing need from 3 major anchors (DSU, DAFB, Bayhealth)
- Need more density

## ❖ Neighborhoods

- Most want Loockerman street to be vibrant again
- Nonprofits want to provide more affordability



# Current work

# COMMUNITY OUTREACH

## Online Survey

- ❖ We launched an online survey to capture feedback from the community
- ❖ Over 200 responses just in the first 2 weeks
- ❖ QR code with signs to support it around time

## Community Meetings

- ❖ We are scheduling direct meetings with key community leaders and groups to capture people missed by the survey
- ❖ Virtual Community Meeting with Breakout Rooms
- ❖ DDP is scheduling the meetings

## Stakeholder Discussions

- ❖ We met with over 20 stakeholder groups
- ❖ We are scheduling additional stakeholder group meetings

## Anchor Meetings - Ongoing

- ❖ We are holding direct meetings with key anchors
- ❖ Met with Bayhealth
- ❖ Reaching out to meet with DSU, DAFB, and Government

# DESIGN CHARRETTES

## Initial Charrette

- ❖ We held a design charrette with several key stakeholders
- ❖ We discussed key questions to help guide the design
- ❖ We reviewed and discussed key areas

## Concept Presentation

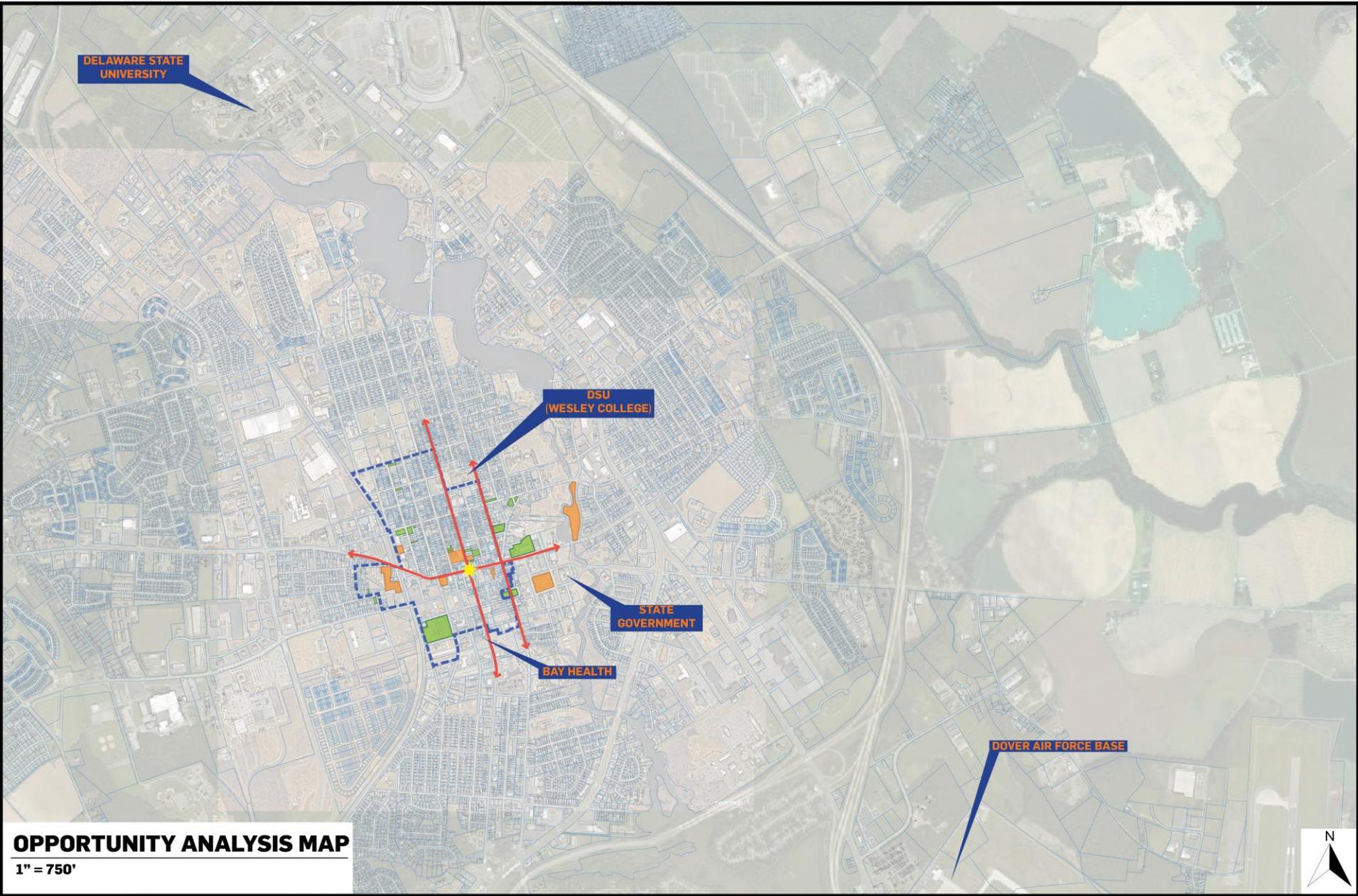
- ❖ From the initial design charrette, we will move to design concepts
- ❖ Our design team will build out design concepts
- ❖ We will meet with key stakeholders to review and confirm plans

## Revised Concepts

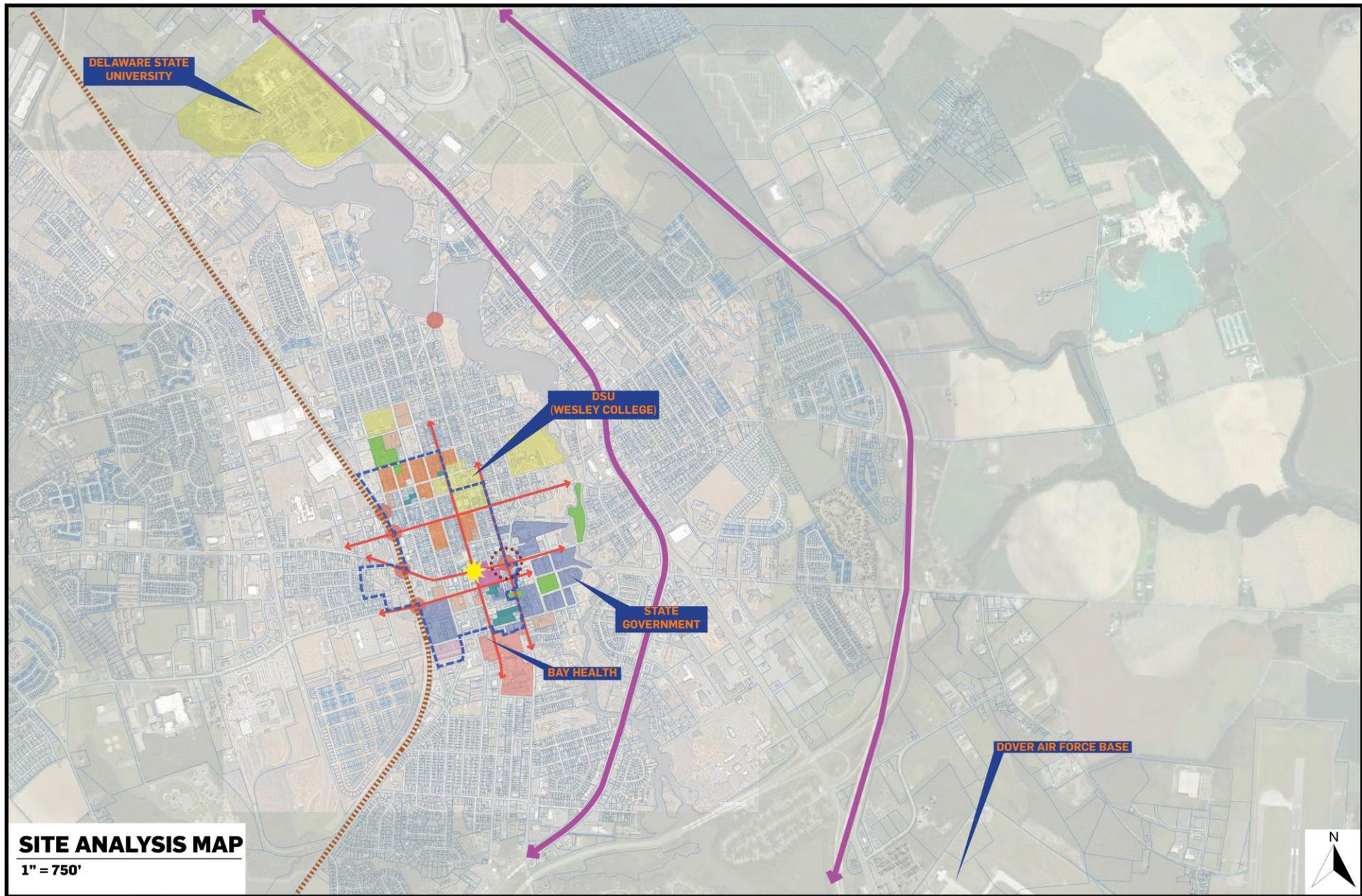
- ❖ We will take the feedback from the concept presentation as well as the market research from our team and revise the concepts.
- ❖ We will present the revised concepts for feedback

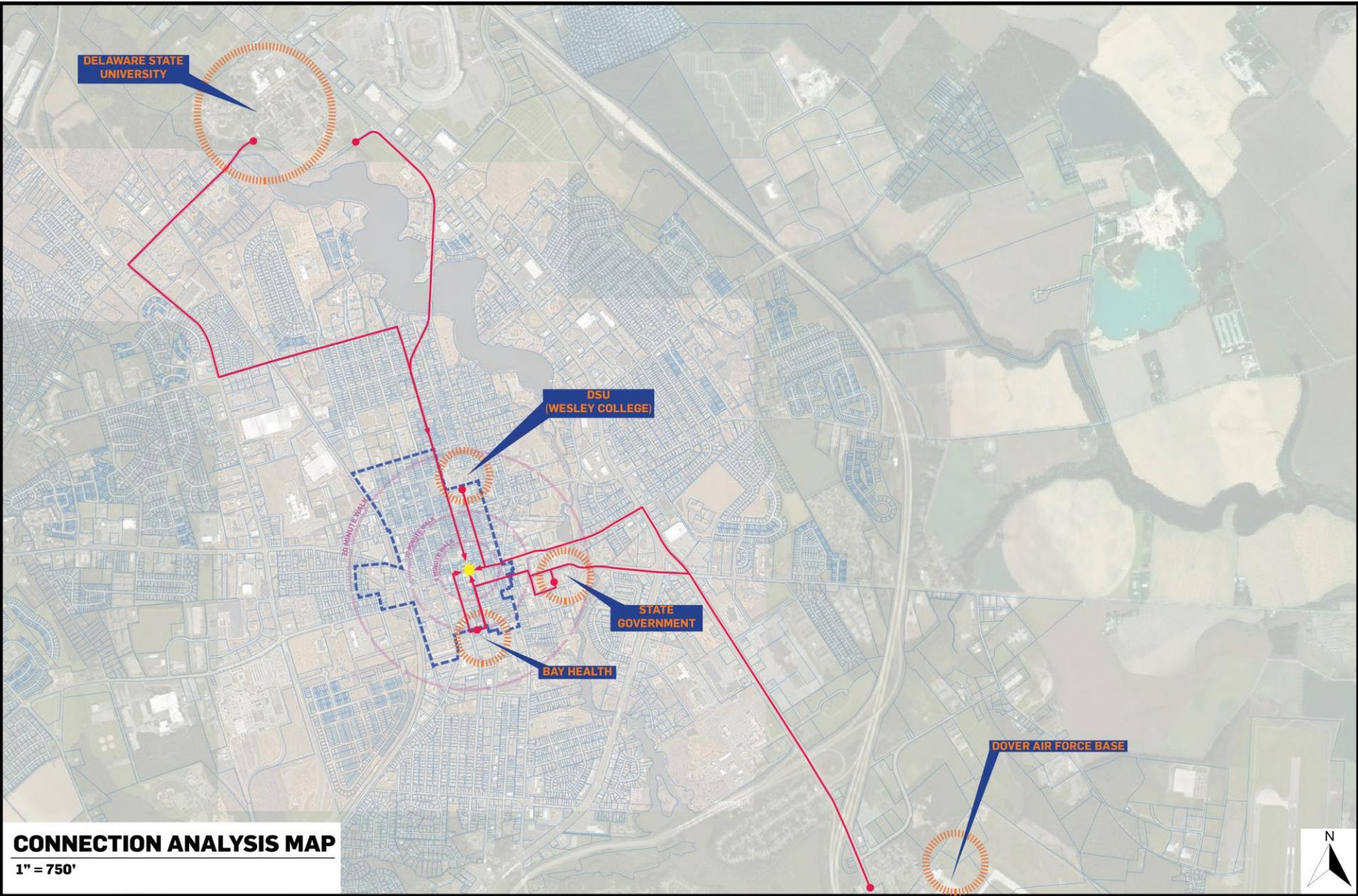
## Final Presentation

- ❖ We present the final design concepts by September
- ❖ This will be an essential part of our master plan presentation



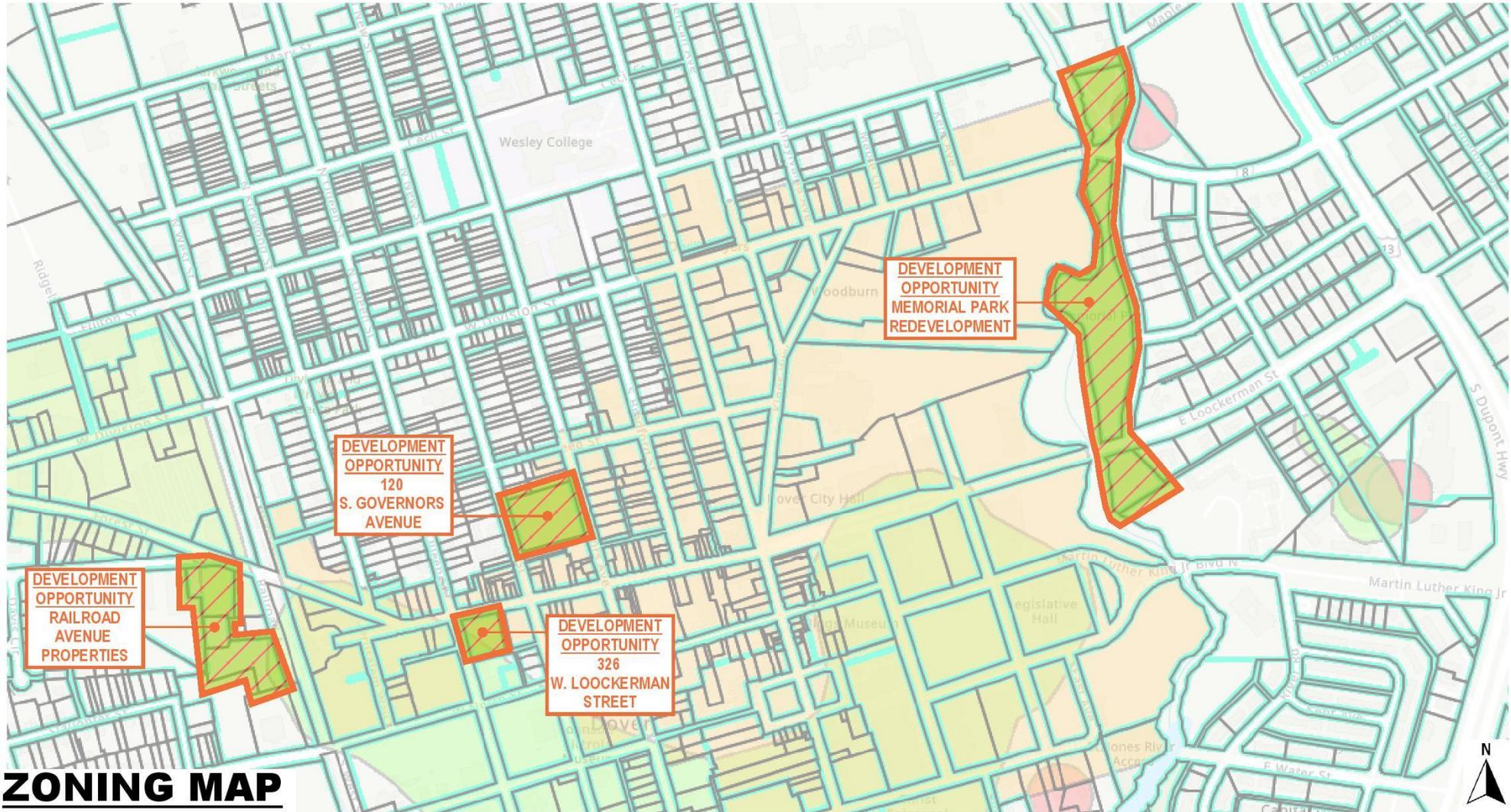
- LEGEND**
- BUILDING FOOTPRINTS
  - PARCEL/LOTS
  - DDP (DOWNTOWN DEVELOPMENT PLANNING)
  - ARTERIAL ROAD
  - ↔ COLLECTOR ROAD
  - RAILROAD TRACKS
  - CITY OWNED PARCELS
  - DDP OWNED PARCELS
  - ★ DOWNTOWN CORE





**CONNECTION ANALYSIS MAP**  
 1" = 750'

- LEGEND**
- BUILDING FOOTPRINTS
  - PARCEL/LOTS
  - DDP (DOWNTOWN DEVELOPMENT PLANNING)
  - ANCHOR POINTS
  - WALKING DISTANCE TIMES
  - VEHICULAR PATH TO DOWNTOWN CORE
  - DOWNTOWN CORE



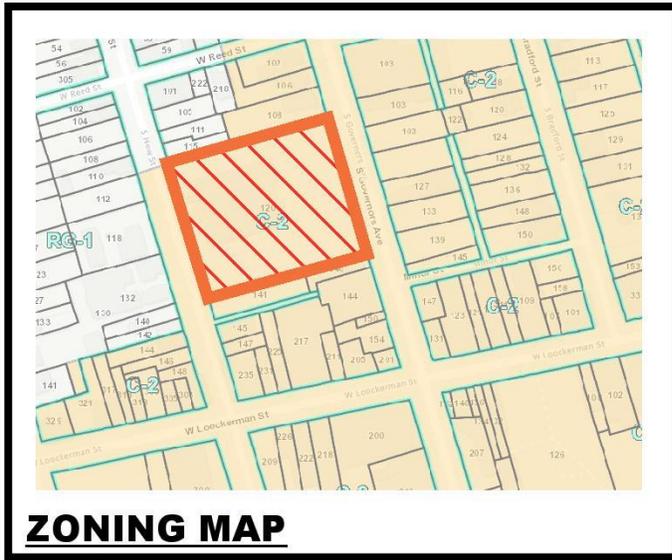
# ZONING MAP

NTS

**BERNARDON**  
A CORE STATES GROUP COMPANY

ARCHITECTURE  
INTERIOR DESIGN  
LANDSCAPE ARCHITECTURE

- |   |  |   |   |
|---|--|---|---|
| Zoning Boundary Line<br>               | COZ-1 Corridor Overlay Zone<br> | Noise Zone Areas<br> | SWPOZ Source Water Protection Overlay Zones - Tier 3<br>Excellent Recharge Areas<br> |
| AEOZ Airport Environs Overlay Zone<br> | H Historic District<br>         | 65 DNLA<br>          | Tier 2 Primary Wellhead Protection Area<br>  |
| APZ I<br>                              |  | 70 DNLA<br>          | Tier 1 Secondary Wellhead Protection Area<br>  |
| APZ II<br>                             |  | 75 DNLA<br>          |   |
| CZ<br>                                 |  | 80 DNLA<br>          |   |



**ZONING MAP**

**120 S. GOVERNORS AVENUE**

**PARCEL INFORMATION**

DOVER PARCEL ED077-09

PARCEL ID.....ED05-077.09-01-44.00  
 Acreage.....1.76  
 Owner.....DOWNTOWN DOVER DEV CORP.  
 Street Number.....120  
 Street.....S. GOVERNORS AVE.  
 Current Tax Amount.....\$628,700.00  
 Owner Address (1).....C/O DDP  
 Owner Address (2).....01 W. LOOCKERMAN ST., SUITE 1A  
 Owner City.....DOVER  
 Owner State.....DELAWARE



ARCHITECTURE  
 INTERIOR DESIGN  
 LANDSCAPE ARCHITECTURE

**Zoning Section 13. Central Commercial Zone (C-2).**

**13.1 Uses permitted.** In a central commercial zone (C-2), no building or premises shall be used, and no building or part of a building shall be erected, which is arranged, intended, or designed to be used, in whole or in part, for any purpose, except the following:

- (a) Retail stores.
- (b) Restaurants.
- (c) Hotels, including bed and breakfast inns.
- (d) Art galleries and studios.
- (e) Service establishments.
- (f) Personal service establishments.
- (g) Business, professional, and government offices.
- (h) Apartments and multi-family dwellings, provided that no dwelling units shall be permitted in the first floor on the street frontage of Loockerman Street.

**13.2 Conditional uses.** The following uses are permitted, conditional upon the approval of the planning commission in accordance with the procedures and subject to the general conditions set forth in article 10, section 1:

- (a) Parking lots and parking structures as a principal use.
- (b) Places of public assembly.
- (c) Manufacturing, assembling, converting, altering, finishing, cleaning, or any other processing of products where goods so produced or processed are to be sold at retail exclusively on the premises, provided that:
  - (1) An area fully concealed from any street and equal to not more than 20 percent of the area devoted to retail sales shall be so used;
  - (2) Electrical power not to exceed a total of five rated horsepower, and steam pressure not in excess of 60 pounds of pressure per square inch shall be used exclusively;
  - (3) Not more than four employees are engaged in such production or processing.

**13.3 Uses prohibited.** The following uses are prohibited:

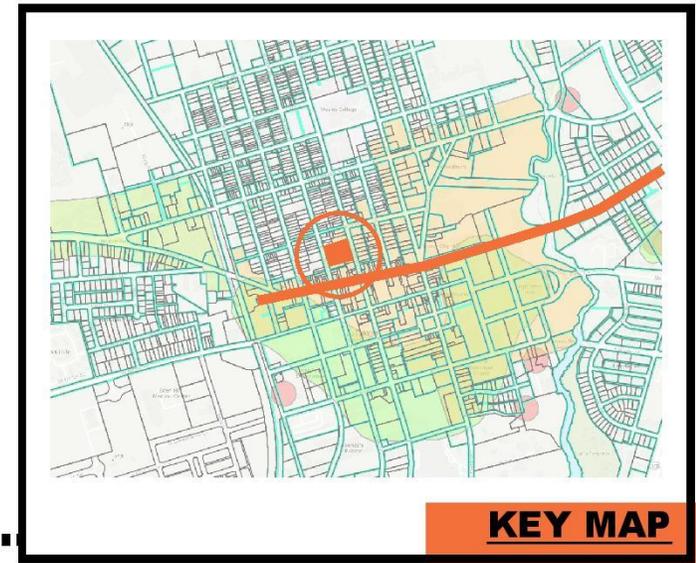
- (a) Fuel pumps and motor vehicle storage, sales, or repairs.

**13.4 Enclosed buildings.** All permitted uses and all storage accessory thereto, other than offstreet parking, shall be carried on in buildings fully enclosed on all sides, except for outdoor eating areas associated with r

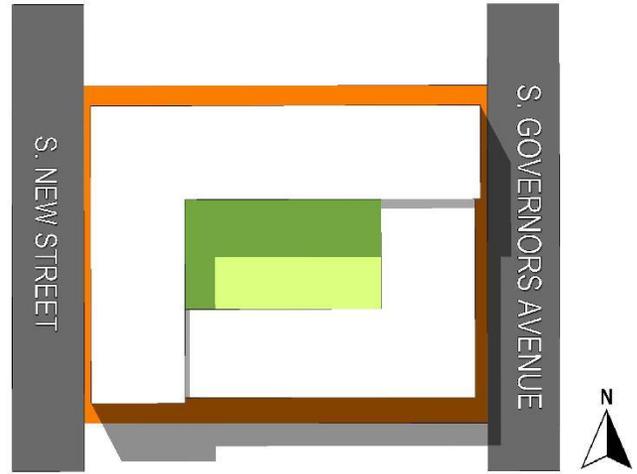
**ZONING DISTRICT | C-2**

	C-1	C-1A	C-2	C-2A
Minimum required:				
Lot area (sq. ft.)	2,500	25		
Lot width (ft.)			70	100
Lot depth (ft.)			0	15
Front yard (ft.)	25	25		
Side yard (ft.)	None required, but 5 feet min. if provided	None required, but 5 feet min. if provided	None required, but 5 feet min. if provided	None required, but 5 feet min. if provided
Rear yard (ft.)	15	15	20 above ground floor. At ground floor, 5 ft. required	20 above ground floor. At ground floor, 5 ft. required
Side or rear yards which adjoin a residential zone (ft.)	15	15	15	25
Off-street parking				1
Per 300 sq. ft. floor area or Per employee (whichever is greater)				1
Maximum permitted:				
Building height				
Stories	2	2	6	6
Feet	30	30	75	75
Floor area ratio	1.0	1.5	4.0	4.0

**BULK AND AREA REQUIREMENTS**



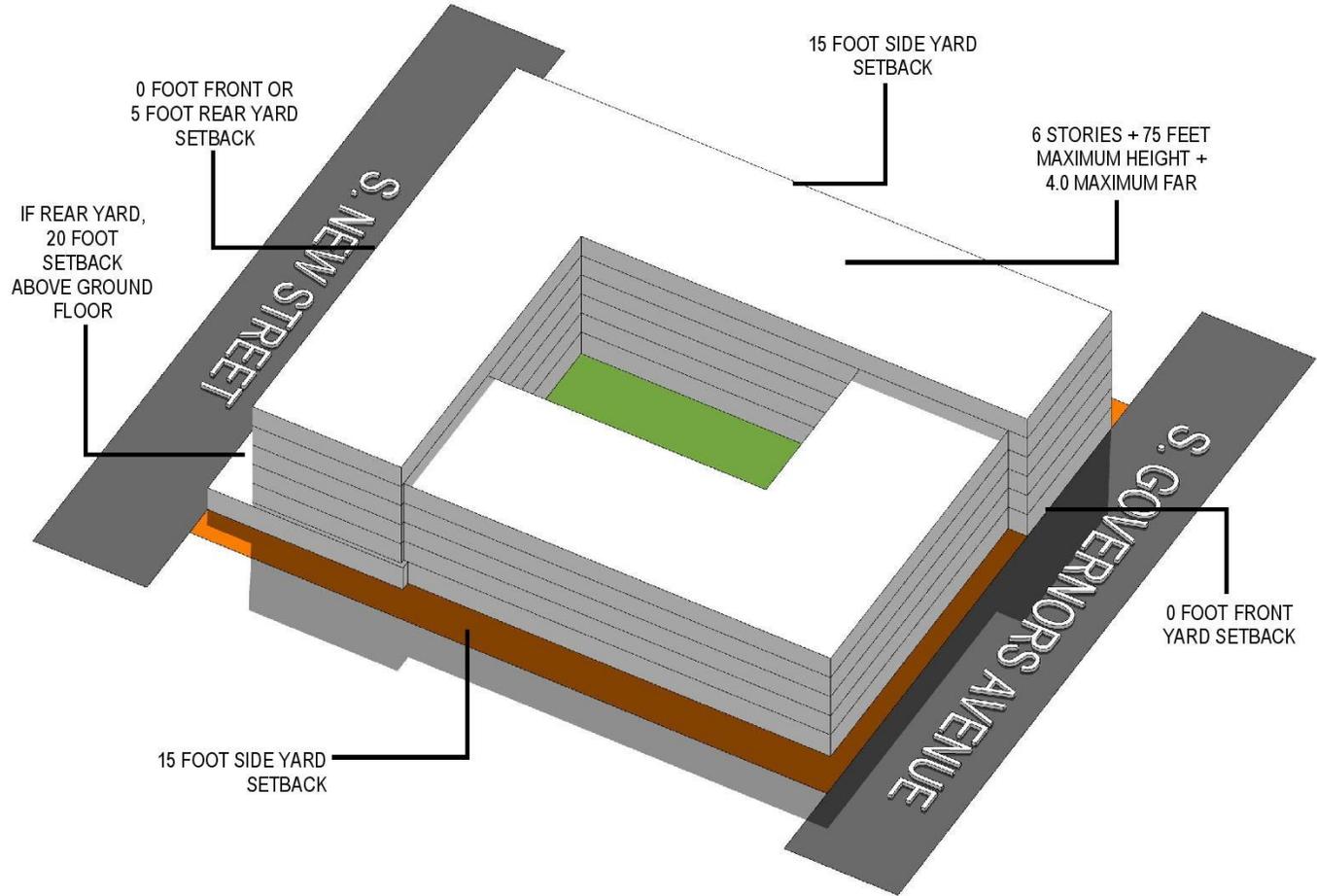
**KEY MAP**



## 120 S. GOVERNORS AVENUE

### DEVELOPMENT SUMMARY

PARCEL AREA.....	75,600 SF (252' x 300')
Acreage.....	1.76
Maximum FAR.....	302,400 SF
Maximum Number of Stories.....	6
Maximum Building Height (feet).....	75 Feet
Required Front Yard Setback.....	0 Feet
Required Rear Yard Setback.....	First Floor - 5 Feet - Above - 20 Feet
Required Side Yard Setback.....	5 Feet or At Residential Zoning, 15 Feet
Proposed FAR.....	302,400 SF (4.0)
Proposed Number of Stories.....	6
Proposed Front Yard Setback.....	0 Feet
Proposed Rear Yard Setback.....	5 Feet at First Floor, 20 Feet at Upper
Proposed Side Yard Setback.....	15 Feet



## ZONING MAXIMIZATION

# DETAILED PLAN DEVELOPMENT

## Multi-Modal Transportation

- ❖ We are looking at new ways to bring people to downtown and also for them to move around downtown
- ❖ We are reviewing best practices from similar communities

## Plan Completion

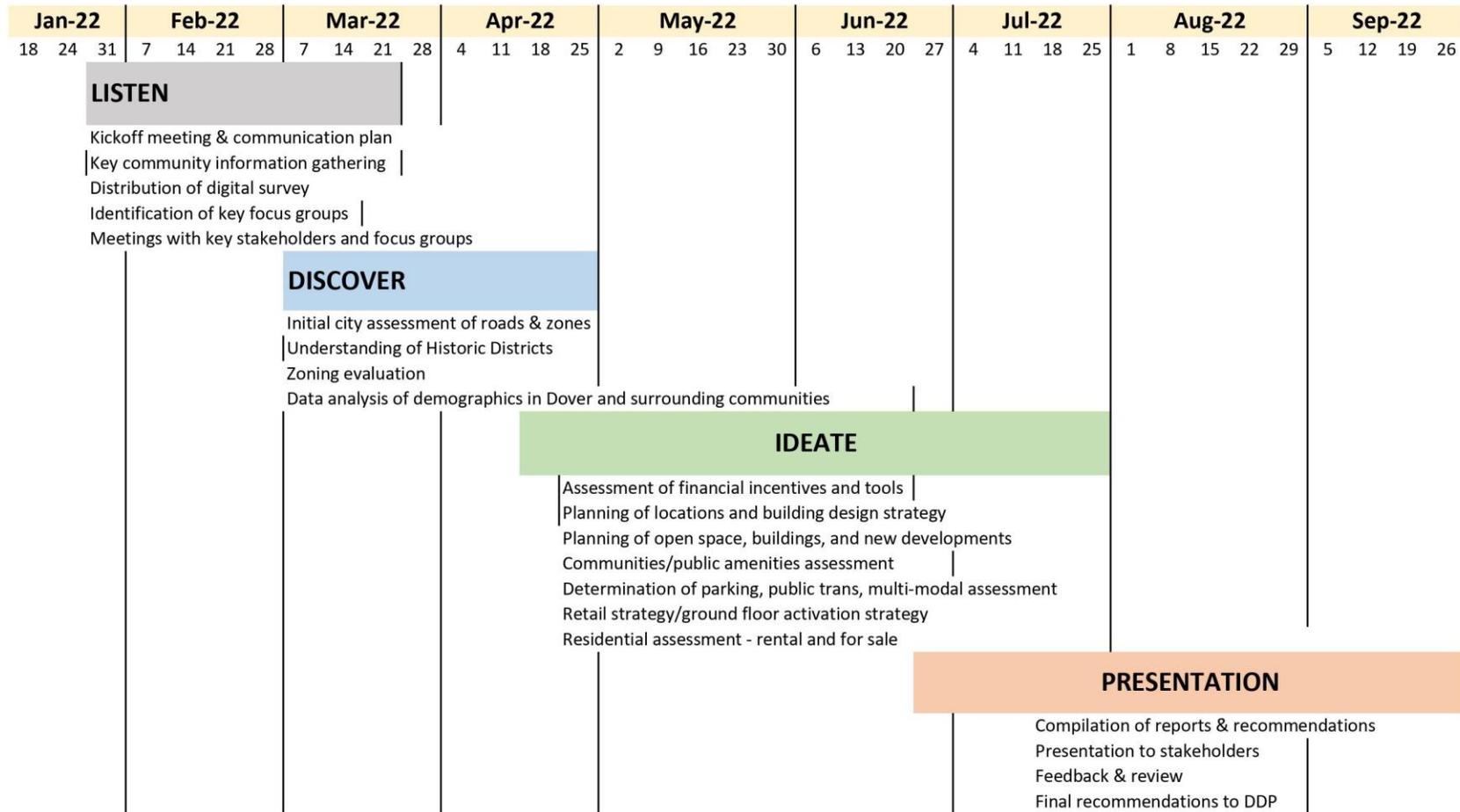
•We will develop and deliver a comprehensive document the DDP for review and dissemination, containing

- narrative
- scope
- strategy
- team
- plan
- financial strategy and programs
- designs
- zoning clarification
- retail and amenity programs

## Concept Viability/Economic Analysis

- ❖ We will take the concepts from the design charrettes and complete comprehensive market analysis
- ❖ We will critique the economic viability and sustainability of proposed concepts
- ❖ We will begin to analyze the economic impact of potential thrusts
- ❖ We will document potential support needed from local, county, state, and federal sources.

# TIMELINE



QUESTIONS?





# THANK YOU

For additional information  
please contact

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