



## IMPLEMENTATION (NEXT STEPS)

# D.1 - IMPLEMENTATION STRATEGIES SUMMARY

The neighborhood plan contains projects consisting of public, private and joint public/private efforts that may take twenty years or more to complete. The following charts provide recommendations concerning proposed projects within the study area. It is important that the redevelopment program is flexible to take advantage of unforeseen opportunities such as private sector development initiatives or newly created government programs and funding sources which may provide additional benefits for financing.

Improvements in the study area will strengthen the vitality of the overall downtown. Action items are recommended in the chart below with priority project completion timeframes. These priorities may shift and grow through time, however the immediate action items will provide a critical conduit to revitalization.

| Establish a business development and retention strategy to promote and enhance overall business and economic vitality in the study area and downtown. |   | Project Completion      | Responsible Agency   |
|---|---|-------------------------|----------------------|
| <i>Item 1.</i>  | Create an expedited permitting process.   | Immediate<br>Jan. 2011  | City of Dover        |
| <i>Item 2.</i>  | Pursue public/private development or redevelopment opportunities for large scale projects in the study area to build interest, increase revenues, and create business activity.                       | Short Term<br>1-5 years | City of Dover<br>DDP |
| <i>Item 3.</i>  | Create/update business retention and recruitment strategies with key implementation steps for the Loockerman Street retail corridor identified by location.   | Immediate<br>Jan. 2011  | City of Dover<br>DDP |
| <i>Item 4.</i>  | Maintain a list and map of properties that are available and/or vacant for development and redevelopment.   | Immediate<br>Jan. 2011  | DDP                  |
| <i>Item 5.</i>  | Create a developer's forum to gain further input into development options on these properties.  | Immediate<br>Jan. 2011  | City of Dover        |
| <i>Item 6.</i>  | Prepare and distribute a quarterly "Downtown Redevelopment Report" to provide information about development activities, reinvestment opportunities, financial statistics, and/or legislative changes. | Immediate<br>Jan. 2011  | MPO                  |
| <i>Item 7.</i>  | Develop a tourism or visitation strategy to include further evaluation of hospitality demand in the area.   | Short Term<br>1-5 years | DDP                  |

| Improve the gateways and entrance corridors to the study area with buildings, coordinated signage and streetscapes that frame views and provide a sense of arrival. |   | Project Completion      | Responsible Agency   |
|---|---|-------------------------|----------------------|
| <i>Item 1.</i>  | Coordinate with DeIDOT to identify the appropriate landscape/streetscape treatments that are feasible, as defined in the plan, and discuss potential funding.   | Short Term<br>1 year    | City of Dover        |
| <i>Item 2.</i>  | Provide streetscape and signage improvements at key gateway entrances as defined in the plan.   | Short Term<br>1-3 years | City of Dover<br>DDP |
| <i>Item 3.</i>  | Develop a "Downtown Beautiful" program with a best practices guide to demonstrate and encourage improved aesthetics, community pride, and plantings (consider a contest for plantings or other improvements). | Immediate<br>Mar. 2011  | City of Dover<br>DDP |

| Strengthen key North-South and East-West road connections to area activity centers, such as Wesley College, St. Jones River, Eden Hill Farm and the Bayhealth Medical Center campus. |  | Project Completion      | Responsible Agency      |
|--|--|-------------------------|-------------------------|
| <i>Item 1.</i>   | Implement an area-wide traffic study and make recommendations for changes to streets and intersections. Have the Dover City Council adopt and enforce this plan.                         | Short Term<br>1-5 years | City of Dover<br>DeIDOT |
| <i>Item 2.</i>   | Coordinate and focus road improvements on major North-South roads such as Queen Street and Governors Avenue and major East-West roads such as Bank Lane, Water Street, and North Street. | Short Term<br>1-5 years | DeIDOT                  |
| <i>Item 3.</i>   | Work with the City of Dover and DeIDOT to improve crossings and to provide pedestrian-activated crosswalks at important intersections in the study area.                                 | Short Term<br>1-3 years | City of Dover<br>DeIDOT |
| <i>Item 4.</i>   | Reinforce key intersections with significant new buildings.  | Short Term<br>1-5 years | City of Dover<br>DDP    |
| <i>Item 5.</i>   | Reconnect Water Street to Eden Hill Farm at West Street  | Long Term               | City of Dover<br>DeIDOT |
| <i>Item 6.</i>   | Close West Street at transit center once new West Dover Connector (North-South bypass) is complete.  | Long Term               | City of Dover<br>DDP    |

| Reinforce the architectural character of downtown Dover through rehabilitation and redevelopment of key buildings, lots and intersections. |  | Project Completion      | Responsible Agency   |
|--|--|-------------------------|----------------------|
| <i>Item 1.</i>   | Update/establish a grant program to assist with building exterior facelifts, renovation, and restoration that are consistent with the plan's design guidelines.                | Immediate<br>Mar. 2011  | City of Dover        |
| <i>Item 2.</i>   | Prepare design guidelines to define and illustrate the desired architectural style for new development, rehabilitation, and renovation to maintain Dover's historic character. | Short Term<br>1-5 years | City of Dover        |
| <i>Item 3.</i>   | Evaluate redevelopment opportunities on the four (4) DDP properties that have been identified in the plan.   | Short Term<br>1-3 years | DDP                  |
| <i>Item 4.</i>   | Evaluate and update programs for facade improvements to historic buildings on State Street, Loockerman Street and Governors Avenue to provide a better street presence.        | Short Term<br>1-5 years | City of Dover<br>DDP |
| <i>Item 5.</i>   | Encourage reconstruction and infill construction along Loockerman Street.  | Short Term<br>1-5 years | City of Dover        |
| <i>Item 6.</i>   | Through the DDP, continue to evaluate the purchase of key parcels for redevelopment and disposition in the downtown.   | Ongoing                 | City of Dover<br>DDP |

# D.1 - IMPLEMENTATION STRATEGIES SUMMARY

| Create a network of parks, civic squares, and public gathering spaces within the neighborhood plan area. |   | Project Completion             | Responsible Agency                    |
|--|---|--------------------------------|---------------------------------------|
| <i>Item 1.</i>   | Promote the use of the St. Jones River, and improve its accessibility and use with parking, a continuous riverwalk, open space and activity areas.                              | <b>Short Term</b><br>1-3 years | City of Dover<br>DNREC                |
| <i>Item 2.</i>   | Create a series of greens as outlined in the plan.  | <b>Short Term</b><br>1-5 years | City of Dover<br>DNREC                |
| <i>Item 3.</i>   | Develop a fundraising program to promote, renovate, or reconstruct parks and streetscapes in the downtown area, including brick-for-purchase, adopt-a-bench, etc.               | <b>Short Term</b><br>1-3 years | City of Dover<br>DDP                  |
| <i>Item 4.</i>   | Sponsor, promote, and consider establishment of new activities to attract significant numbers of people on a regular basis.   | <b>Short Term</b><br>1-3 years | City of Dover<br>DDP<br>Tourism Board |
| <i>Item 5.</i>   | Ensure that the Transit Center site has significant public plazas and gathering spaces as depicted in the Plan.   | <b>Short Term</b><br>1-3 years | City of Dover<br>DeIDOT               |
| <i>Item 6.</i>   | Consider the Collegian site (DDP Site #3) as an area for a public plaza that will energize Lookerman Street, as well as connect North Street and south points to Wesley College | <b>Short Term</b><br>1-5 years | City of Dover<br>DDP                  |

| Establish a coordinated signage and streetscape program to capture and present a consistent image in the Downtown area. |   | Project Completion             | Responsible Agency      |
|---|---|--------------------------------|-------------------------|
| <i>Item 1.</i>  | Develop and implement a wayfinding plan consistent with adopted design guidelines to create signage that will direct the public to specific City destinations.                                | <b>Short Term</b><br>1-5 years | City of Dover           |
| <i>Item 2.</i>  | Design and construct streetscape enhancements concurrently with infrastructure repair and replacement within the Plan area with initial emphasis placed on the North Street and Water Street. | <b>Short Term</b><br>1-5 years | City of Dover<br>DeIDOT |
| <i>Item 3.</i>  | Establish a program for purchase of dedicatory and memorial benches, light poles, and other street furniture with pre-selected locations for the furniture.                                   | <b>Short Term</b><br>1-5 years |                         |
| <i>Item 4.</i>  | Develop a plan to bury utility lines along important roads and corridors in the study area. Prioritize North and Water Streets.   | <b>Long Term</b>               |                         |

| Coordinate streetscape and road improvements to provide a better connection between Wesley College and the southern part of the study area. |  | Project Completion             | Responsible Agency      |
|---|--|--------------------------------|-------------------------|
| <i>Item 1.</i>  | Establish a program to promote paving, maintaining, and striping parking in downtown alleys for commercial or residential use.                     | <b>Short Term</b><br>1-5 years | City of Dover           |
| <i>Item 2.</i>  | Designate a bicycle lane on Water Street connecting Eden Hill Farm and the St. Jones River.  | <b>Short Term</b><br>1-5 years | City of Dover<br>DeIDOT |
| <i>Item 3.</i>  | Coordinate with State of Delaware on future transit service options including passenger rail that can utilize the new transit center site.         | <b>Long Term</b>               | City of Dover<br>DeIDOT |
| <i>Item 4.</i>  | Develop an overall downtown parking strategy.  | <b>Short Term</b><br>1-5 years | City of Dover<br>DDP    |
| <i>Item 5.</i>  | Phase structured parking replacement on existing or new surface parking lots to accommodate additional developmental density.                      | <b>Long Term</b>               | City of Dover<br>DDP    |
| <i>Item 6.</i>  | Identify an area for a North-South bicycle lane that connects Wesley College to the Downtown Retail District, Transit Center, and Bayhealth Campus | <b>Short Term</b><br>1-5 years | City of Dover           |



| Reinforce the study area land use with additional mixed use, housing, retail and cultural/civic uses. |  | Project Completion             | Responsible Agency   |
|---|--|--------------------------------|----------------------|
| <i>Item 1.</i>  | Encourage mixed-use developments that include residential uses, as defined in the Plan. Encourage flexible site design criteria-based on the projects collective merits to downtown area.                | <b>Immediate</b><br>Mar. 2011  | City of Dover        |
| <i>Item 2.</i>  | Petition City Council to adopt a district parking strategy where individual parking requirements are not tied to project size.   | <b>Short Term</b><br>1-3 years | City of Dover<br>DDP |
| <i>Item 3.</i>  | Encourage a diversity of urban housing alternatives, including multifamily, live-work, senior, loft, townhouse, for-sale condominium, and rental to serve a range of needs and family sizes in downtown. | <b>Short Term</b><br>1-5 years | City of Dover        |