



**Arnett Muldrow & Associates**  
Planning | Branding | Economic Development



## *Bridgeville, Delaware*

DOWNTOWN MASTER PLAN  
CHARRETTE REPORT







*Bridgeville, Delaware*  
ARCHITECTURAL REPORT

## Dollar General Store



### *Dollar General Store (Existing Conditions):*

*This retail use is relocating to a new site at the intersection of Highway 404 and Main Street. Upon relocation, this building will require a new use and occupant. Thankfully, the building is in good condition and with minor modifications can be retrofitted for any number of uses. The side facade features a mural executed by local students and is desired to be maintained in the future reuse of this building if possible.*



### *Dollar General Store (Proposed Conditions, Phase 1):*

*Based on a market study as well as input from a variety of constituents, a strongly suggested reuse of the building would be as a brew pub that features a micro-brewery that produces beer that utilizes locally grown ingredients. The building itself will require very little modification to accommodate such a use. The illustration above recommends the removal of the green metal mansard roof attachment as well as the column-mounted sign. A metal canopy is suggested to shade both the entry and storefront windows. New wood doors take the place of the existing aluminum storefront doors. A panel sign on the upper facade is illuminated by gooseneck light fixtures.*



**Dollar General Store** (Proposed Conditions, Phase 2 (above) and 3):

Phase 2 simply illustrates the potential of introducing outdoor dining both in front of and beside the building. Moreover, given the size of the building, an additional retail venture can easily be introduced in the back of the building and accessed from the side facade (current parking lot). This use could be along the lines of a coffee shop or ice cream shop or pizza parlor to supplement the brew pub and would not interfere with the mural on side facade closer to Highway 404. Phase 3 shows the impact of the streetscape recommendations made in other sections of this report. The occasional bumpouts along the side Highway 404 not only provide for pedestrian safety by shortening the travel distance within the crosswalk, but also introduce opportunities for trees and landscaping as shown.

## Senior Center

### *Senior Center (Existing Conditions):*

*The Senior Center is currently housed within a metal building that is set back a significant distance from Highway 404. As a result it is very difficult to find. While a sign exists in the front yard, since it is turned parallel to the roadway a traveler cannot read it until they are on top of the site. The Senior Center has plans to expand their facility with an extension of the metal building forward toward Highway 404 to approximately align with the buildings to the left and right.*



### *Senior Center (Proposed Conditions, Phase 1):*

*A simple, stepped brick wall should be constructed to conceal the gabled metal building behind it. A projecting sign, hung perpendicular to the building and Highway 404 will allow motorists to determine the use of the building from a distance. The sign should be illuminated with gooseneck lights on the upper facade. Keep the storefront entry almost completely glass to allow lots of natural light to flood the activities space within and to preserve the building for retail use in the future should the Senior Center ever relocate to another facility/location.*



**Senior Center (Proposed Conditions, Phase 2):**

*The management of the Senior Center are having conversations with the owner of the building to the right that has been condemned. Should the Senior Center acquire that building and associated property they should demolish the condemned building and consider an addition to the activity space. The site behind the addition could be used for outdoor activity space, a vehicular drop-off and parking.*

## Bakery

### *Bakery (Existing Conditions):*

*This bakery opened on Highway 404 last year and has introduced an element of retail vibrancy to this block of buildings. The metal slats in the transom area give the building an 'unfinished' appearance. Finally, the absence of detail and color on the building do nothing to highlight the great business within.*



### *Bakery (Proposed Conditions):*

*Install panel brick within the transom area to replicate an appropriate upper facade area. Place statuary metal or metal-finished plastic letters in this transom area and illuminate with gooseneck-type light fixtures above. Install a striped awning to introduce color and detail to the building as well as to provide relief from the elements for pedestrians.*

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# The Façade Master Plan

## A Comprehensive Approach to Enhancing Downtown Facades

**Description:** Unlike a traditional facade improvement program, the Façade Master Plan is a comprehensive rehabilitation of many downtown buildings at once. The instrument that makes this new approach to building enhancement possible is an easement. The property owner gives the City, or local non-profit administering agent, a temporary easement on the facade of their building allowing the local government to spend funds on its improvement. In exchange for this temporary easement, the grant funds pay for the facade improvements. The advantages of this type of façade program are that it allows for a single source of project management, a single source of design, and a single source for construction.

**Benefits:** The single source of project management streamlines the project and removes the burden of façade enhancement from each individual property owner. The single source of design, used in conjunction with the Main Street Program’s Design Committee or a set of quality design guidelines, ensures that all façade enhancements are sympathetic to the historic architectural heritage of their place. The single source of construction allows for dramatic cost savings since the contractor purchases all construction supplies for the entire enhancement project, rather than each property owner having to buy their own sign, door, windows, paint, awnings, etc. However, the biggest advantage to this approach is the ability for a downtown district to receive an overall appearance facelift in a remarkably short amount of time. Moreover, when used in conjunction with a grant source like federal CDBG funds, an individual state’s department of commerce grant, or other federal, state, or local funding sources, the facade enhancements are realized with no costs to the building owner or tenant. If the funding and/or grant source requires a match from the property owner, the enhancements are still realized with nominal investment on their part that is far less than if they improved their façade on their own using solely private sector funds.

### Lessons Learned:

- While design is important, it isn’t all-important. It is necessary to address the underlying economy of the place—reflected in the retail vibrancy of the downtown buildings—at the same time as façade enhancements are performed. Said simply, a comprehensive/holistic approach to downtown revitalization must be utilized in the process of enhancing the exteriors of the buildings.
- While it is appropriate to establish the overall project budget on a per façade basis, it should NOT be the basis for actual improvements as each building has unique needs that will cost more or less than others.
- The administration of the façade master plan must be nimble. If the process for the owner is cumbersome or there is no flexibility in the product, participation will be compromised.

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- Receive bids on an add-alternate basis to ensure you have a “buildable project” regardless of the low bid.
  - There are good ways and frustrating ways to fund the Façade Master Plan.
  - There are good practices and frustrating practices for interfacing with your SHPO if required.

#### Process:

- Apply for and receive grant funding for design and construction.
- Develop guidelines for the administration of the grant funds.
- Solicit RFQ for design professionals to develop the facade enhancement designs.
- Negotiate and hire design professional.
- Design professional photographs subject properties and interviews each property owner/tenant to ascertain appropriate enhancement approach.
- Design professional develops renderings and technical recommendations for each facade.
- Administrative party and design professional develop specifications and bid documents.
- Prospective contractors pre-qualified.
- Bid package submitted to pre-qualified contractors.
- Negotiate with and hire low bidder.
- Construction commences with oversight by administrative party and design professional.
- Punch list and project close out.

#### Budget:

- Design & Project Management: \$1,000 - \$1,500/facade
- Construction Allowance: \$5,000 - 10,000/facade
- Scope: To be determined by the local government. Generally speaking, include at least 20 facades, but consider executing 40-80 so that the improvements can affect entire blocks of downtown structures.
- Total: As determined/multiplied by the number of facades being considered against the budget estimates noted above
- Schedule: Begin phase one immediately upon receipt of grant or private funding.
- Responsible Party: Local government or downtown revitalization agency.
- Funding Source Design: TIF Funds, CDBG Grants, Department of Commerce grants, local bank consortium funds/low-interest loans, fund raising, private sector investment, local government budget.
- Funding Source Construction: TIF Funds, CDBG Grants, Department of Commerce grants, local bank consortium funds/low-interest loans, fund raising, private sector investment, local government budget, foundation grant funding.



*Example of a Façade Master Plan from Whitmire, SC.  
Existing & proposed conditions rendering of the 100 block of East Main Street.  
22 Facades were completed in 5 months.*



*Example of a Façade Master Plan from Union, SC.  
Actual before and after photographs from Main Street.  
80+ facades were completed in 18 months.*

## Visual Treatment Strategies for Vacant Buildings

Use visual enhancement treatments as a temporary means of improving the appearance of a building while it is being prepared for occupancy or sale.

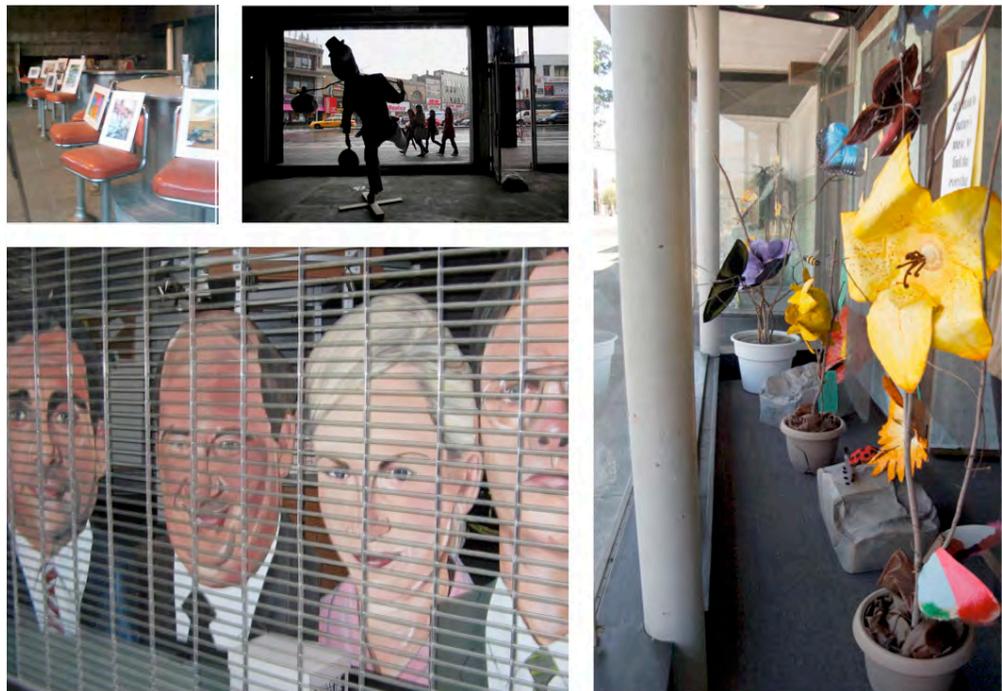
The appearance of vacancies in the downtown area can send a negative message and create the perception of a lack of retail vibrancy. To combat those perceptions and “buy time” until a building becomes occupied, any of the approaches noted below and illustrated at right can be considered.

Place artwork in vacant display windows if the interior space appearance is satisfactory. If the interior space is in detrimental condition, consider masking the windows from the interior with butcher paper or from the exterior with vinyl cling wraps. The masks can feature nostalgic photos or historic postcards of the community or images such as a map of downtown highlighting shopping and dining destinations. Place “community hero” posters in the windows to build community pride and draw attention away from the vacant building. These ideas and more are described and illustrated below.

### Key Benefits

#### Inexpensive

The above-noted and below-illustrated techniques are inexpensive yet can reap significant visual rewards and temper perception of the district while buildings are being rehabilitated, leased or sold.



**Grandmont, MI:** A variety of art forms occupy the storefront windows of these vacant buildings. Consider featuring work by local artists or art students.



Peoria, IL: By placing historic images on butcher paper affixed to the storefront window, the focus is drawn to nostalgic images of the downtown as opposed to the fact that this particular building is currently vacant.



Arkadelphia, AR: Due to the sensitive nature of the work conducted within this building, transparent windows were not an option. However, blank windows promoted a perception of an empty building lacking retail vitality. By placing historic post card imagery on vinyl clings on the windows, the building becomes a virtual museum featuring unique stories from the past.



Paragould, AR: When the Main Street director in Paragould learned that a movie scene would be shot in her downtown she rushed to conceal the vacant and dilapidated appearance of this building. Using a quart of green paint and three vinyl window clings totaling less than \$100 she transformed this storefront into a downtown directory of businesses akin to an informational kiosk traditionally found in malls.



Barre, VT: Barre represents one of the nation's foremost leaders in the granite industry. This vacant storefront was effectively turned into a historical museum that documented the development of the granite industry in Barre. Additionally, one storefront display window featured a plethora of historic post cards and photographs that captured the history and memories of this industry within this Vermont community.



Conway, SC: The “I am Conway” campaign utilized 11x17 posters featuring statements from local citizens about what makes Conway, SC special. The posters distract from the fact that the building itself is vacant. Moreover, the stories captured in each poster build community pride.

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## Dealing with Abandoned & Dilapidated Buildings: Strategies for Saving, Maintaining and Enhancing Our Downtown Architectural Assets

In cities and towns of all sizes, municipal officials point to dilapidated structures as a challenge in their efforts to promote the highest possible quality of life and bring economic growth to their hometowns. The failure of offending property owners to repair or demolish dilapidated structures creates blight and a financial drain on community resources. It shifts the cost of abating violations from the responsible party to all taxpayers.

Dealing with these unsafe commercial and residential structures is a challenging task that requires officials to consider and carefully balance the rights of the offending property owners with rights of the owners of adjacent properties and the community at large. Because of the wide array of situations encountered and sensitivity of the property rights issue, municipalities must have a variety of tools that can be selected and effectively applied to the specific circumstances of each code enforcement case.

### What's Available

Cities and towns can adopt ordinances relating to the upkeep of property. These ordinances may provide for notification to the owner outlining the conditions needing to be corrected and may require the owner to take the necessary steps to correct the conditions. The ordinances may also outline how the municipality may correct the conditions if the owner fails to take appropriate action.

As with any ordinance, cities and towns must have procedures in place that provide for due process and proper notification to the property owner when the city moves to abate a problem. Likewise, any local ordinance needs to spell out explicitly the notice procedures, method of notice as well as a procedure for appeals of decisions made by the code enforcement officials.

State law gives cities and towns the authority to enforce the International Building Codes and to adopt by reference certain appendices to this code. One of the most widely adopted appendices is the International Property Maintenance Code, which establishes standards to help ensure public health, safety and welfare of the community by requiring the maintenance of existing structures and premises. The International Property Maintenance Code provides a framework for dealing with dilapidated structures in any city no matter the size.

The International Property Maintenance Code contains a prescribed and tested process of providing proper notice as well as a specific method of serving the notice to property owners. Because this code can be adopted by reference with only minor modifications, it is a good option for municipalities starting a new code enforcement program or looking to modify their existing program. A PDF version of this code may be found by following this link:

[https://www.dropbox.com/s/upw4ttgdgusxoz0/2012\\_International\\_Property\\_Maintenance\\_Code.pdf](https://www.dropbox.com/s/upw4ttgdgusxoz0/2012_International_Property_Maintenance_Code.pdf)

What happens when property owners fail to correct serious code violations? One option available to the municipality is to correct the violation. If the municipality corrects the unsafe conditions associated with the property, most state law allows the municipality to place a lien equal to the cost of the abatement on the property and collect the lien in the same manner as municipal taxes.

### Challenges

These code enforcement methods have limited effectiveness in certain situations. Liens on property generally can only be collected when a property is sold, and many county governments do not recognize code enforcement liens at tax sales. This means that liens might not be collected at tax sales.

Another problem with liens is that there is often a significant lag between filing the lien and collecting payment because sales of dilapidated properties occur infrequently. Likewise, ordinance summons are not effective when a property owner cannot be located or lives outside of the community or state. Ordinance summons must be personally served upon the offender.

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These tools also have limited effectiveness when the property owner lacks the financial resources to abate the violations. Jailing offenders only increases the cost to the municipality and often fails to correct the violation.

Clearly, there are no “silver bullet” solutions that can solve each unique situation in every community. However, all across America certain strategies for dealing with abandoned and dilapidated buildings have begun to gain traction in dealing with this issue. A few of these strategies are noted below.

*Adapted from December 2012 issue of Uptown, a publication of the Municipal Association of South Carolina*

## Strategies for Abandoned and Dilapidated Buildings

### 1. Early Warning Database

Use an early warning database to identify problem properties and to facilitate collaboration.

Too often, municipalities only find out about vacant properties after they have started to cause serious problems. An early warning database collects and organizes basic information about conditions that suggest a property is likely to become vacant. Local officials and organizations can use that information to identify at-risk properties and take action before a problem grows or gets out of control. A database can be useful for code enforcement officials, police and fire departments, community development departments, Main Street programs and neighborhood organizations.

A database can be as simple as a spreadsheet that lists problem properties and indicates whether each property has one or more of the key indicators of vacancy or abandonment, such as tax delinquency, nuisance abatement actions, utility shut-offs, or foreclosure filings. It can also be expanded to include information about the district where the property is located, such as demographic data, crime statistics, and real estate conditions. An even more comprehensive database could include information about these properties from various municipal departments. Many municipalities already collect much or all of the information in a basic database, and it is just a matter of putting that information together in one place. Even the most simple database can be used to identify problem properties and neighborhoods, guide decision making, and coordinate activity across municipal departments.

#### Key Benefits

##### Identify problem properties

A database helps a municipality identify properties that are vacant or at risk for vacancy, making it possible to intervene early and avoid more serious problems for the property.

##### Coordinate municipal action

A database helps a municipality share critical information with various local government departments and other key stakeholders and use it to coordinate action and facilitate collaboration.

### 2. Minimum Maintenance Ordinance

Use a minimum maintenance ordinance to provide an objective, district-wide standard of care for properties.

The failure to maintain property directly impacts property values of adjacent property and, in the worst case, can provide an area that attracts criminal activities. To protect a district from deterioration, a number of local governments have established property maintenance standards. There is a limit, however, on how far a jurisdiction may go in regulating unsightly areas on private property. It is an open question in many states whether their courts would uphold a beautification ordinance or a property maintenance or appearance code if the regulation is based purely upon aesthetic grounds.

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The premise is that failure to provide minimum maintenance creates unsanitary and unsafe conditions, negatively impacts the aesthetic value of the community, and reduces property values. Local governments considering property standards need to work with legal counsel to make sure that the necessary procedural requirements are included in any public nuisance or property maintenance ordinance and that staff responsible for enforcement receive the necessary training.

The hardships encountered when enforcing MMOs are typically two-fold. First, the local government lacks the political will or manpower to enforce the ordinance. Second, the municipality lacks the funding required to enforce the ordinance by providing temporary clean-up and/or stabilization and weatherization measures.

### **Key Benefits**

#### **Objective standards**

Every property owner is held to the same standard of care. This should hopefully address concerns that enforcement is due solely on the grounds of subjective aesthetic standards.

#### **Legal authority**

Assuming due process and clear communications are in effect, a MMO provides solid legal grounds for enforcing upkeep on any individual property for the sake of the community good in terms of safety and welfare.

## **3. Visual Enhancement Treatments**

Use visual enhancement treatments as a temporary means of improving the appearance of a building while it is being prepared for occupancy or sale.

The appearance of vacancies in the downtown area can send a negative message and create the perception of a lack of retail vibrancy. To combat those perceptions and “buy time” until a building becomes occupied, any of the approaches noted below and illustrated at right can be considered.

Place artwork in vacant display windows if the interior space appearance is satisfactory. If the interior space is in detrimental condition, consider masking the windows from the interior with butcher paper or from the exterior with vinyl cling wraps. The masks can feature nostalgic photos or historic postcards of the community or images such as a map of downtown highlighting shopping and dining destinations. Place “community hero” posters in the windows to build community pride and draw attention away from the vacant building. See previous section of this Architectural Report for photographic illustrations as described above.

### **Key Benefits**

#### **Inexpensive**

The above-noted techniques are inexpensive yet can reap significant visual rewards and temper perception of the district while buildings are being rehabilitated or sold.

## **4. Financial Incentives**

Use financial incentives to stimulate private sector building renovation investment.

While it can be argued that a property owner that has neglected their property should not be rewarded with a financial incentive, by the same token, the economic and community benefit derived from an improved building typically outweighs perceived injustices. There are a whole host of potential incentives that can be brought to bear on this issue. Some of the most common and strategic methods are noted below.

- **Facade Grants:** Either single components (e.g. signs, awnings, paint) or overall facade grants can motivate an owner to enhance their building.
- **Historic Preservation Tax Credits:** Qualifying buildings are eligible for either 10% or 20% federal tax credits while many states match the federal credits up to 25%.
- **Tax Abatement:** This strategy freezes the taxable rate at the pre-renovation value so that improvements to the building do not render an immediate spike in property taxes.

### Key Benefits

#### Gap financing

Sometimes these financial incentives are the difference between rehabilitating a building or letting it sit vacant. Through a nominal incentive from the public sector, the private sector might be motivated to invest in the renovation of an otherwise marginal property.

## 5. Vacant Building Registry

Use a vacant building registry to motivate owners to maintain buildings and return them to productive use, identify the party responsible for problem properties, monitor vacant properties, and defray costs of providing related municipal services.

A vacant building registry is an ordinance that requires owners (and, in some cases, financial institutions with an interest in a property) to register vacant buildings with a municipality. Effective registry programs also require registrants to pay a fee at regular intervals, which defrays the additional costs of providing municipal services associated with such properties. Fees also create a strong financial incentive for owners to secure and maintain vacant property and return it to productive use. Effective programs require registrants to provide 24-hour contact information, which makes it easier for a municipality to contact the owner or the owner's agent if there is a problem with the property. Some registry programs go further and include provisions that compel registrants to maintain, secure and insure vacant properties, and prepare and implement plans to return them to productive use. Good registry programs are implemented in conjunction with strong code enforcement and often include steep fines for noncompliance. A model Vacant Building Ordinance from Emporia, Kansas may be found at the following link: [http://www.communitydesignsolutions.com/public/VBO\\_Emporia\\_Kansas.docx](http://www.communitydesignsolutions.com/public/VBO_Emporia_Kansas.docx)

### Key Benefits

#### Motivate owners

Code enforcement alone isn't always enough to motivate owners to maintain vacant properties. Vacant building registries usually require payment of fees, and these added costs create an additional incentive for owners to maintain their properties.

#### Identify responsible parties to contact if there is a problem

Municipalities can use the information collected in the registry to contact the party responsible for a property if there is a problem.

#### Defray costs

Revenue generated from registration fees helps cover costs incurred by municipalities in monitoring vacant properties and enforcing vacant property requirements.

## 6. Receivership

Ensure that someone with the necessary expertise and resources repairs or rehabilitates a vacant property.

Receivership is a powerful but infrequently used tool for ensuring that seriously troubled properties are repaired or rehabilitated. Receivership is sometimes used as a last resort when other strategies, like traditional code enforcement, don't motivate an owner to perform necessary maintenance and repairs and a property is a danger to the community. If a property is not being properly maintained, a municipality can go to court and seek to have a receiver appointed to take care of the property. If the court appoints a receiver, this third party is authorized to act as if it owns the property. The receiver can take any step the court authorizes to repair or rehabilitate the property.

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Receivers can finance the work with cash loans from banks or the municipality. In exchange, the receiver gives the lender a special certificate, which basically guarantees that it will get the full value of the loan back with interest. If the owner of the property doesn't pay back the receiver's loan with interest, the certificate becomes a lien on the property, which must be paid back before all other encumbrances on the property except taxes. This process provides the receiver with funds needed to repair the property and allows the bank or municipality financing the repairs to make a profit on its loan.

### **Key Benefits**

#### **Repair and rehabilitate vacant property**

When other methods fail to motivate an owner to maintain a property, this process, enabled by state law, can give a receiver powerful tools to ensure that troubled properties are repaired or rehabilitated.

#### **Pay for repairs and rehabilitation**

It is often difficult to get financing to repair or rehabilitate a vacant property. The receivership process, if enabled by state law, gives receivers this critical tool to finance such repair activity.

#### **Property owner rights**

Since the property owner may retrieve the property at any point in the process by reimbursing the receiver for all costs associated with the project, the issue of property takings is addressed.

## **7. Acquisition or Demolition**

Acquire properties to stabilize or rehabilitate individual properties or to redevelop an entire area or district in communities with large numbers of vacant properties. Demolish vacant properties that pose significant danger to the community and cannot be adequately addressed in any other way.

**Acquisition:** In districts where property values have fallen significantly, owners and private investors may not take proper care of a property. This neglect can cause problems for adjacent properties, and the problems can begin to spiral out of control. In situations where the private market has little incentive to act, the best alternative may be for a municipality to acquire properties.

The municipality can act aggressively (especially if it possesses a Community Development Corporation or a Redevelopment Authority) to improve a single property that is causing problems, or to improve several properties in an effort to redevelop a larger area. Municipalities can acquire properties individually or as part of a coordinated acquisition and redevelopment strategy. Where downtown stabilization or revitalization efforts require acquisition of larger numbers of properties, land banks have proven to be a very effective strategy. Though acquiring properties can be a useful and powerful tool, it is not a quick solution to a pressing problem—the process often takes a very long time.

**Demolition:** When a property is causing very serious problems that present a danger to the surrounding community, and the owner is not taking necessary steps to address the problem, a municipality may initiate demolition proceedings. After complying with procedures specified by state law and/or municipal ordinance, the municipality can demolish the property.

While the preservation of a downtown's architectural assets --especially its historic buildings-- is of paramount importance, occasionally the demolition of a delinquent building may cost a municipality less than taking care of a troubled property. What's more, under some circumstances, a municipality can recover the costs associated with the demolition. Carefully targeted demolition can help stabilize property values in the surrounding community and help lay the foundation for redevelopment.

### **Key Benefits: Acquisition**

#### **Return properties to productive use**

By acquiring vacant properties that have no near-term prospect of being redeveloped by the private market, municipalities can return them to productive use, helping to stabilize communities more quickly.

#### **Promote redevelopment**

Property acquisition allows municipalities to reshape an entire district.

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## Key Benefits: Demolition

### Remove blight

Demolishing seriously troubled buildings can help stabilize or improve struggling districts. Demolition may be the best option when vacant properties are hurting the community around them and nothing else can restore the property to productive use.

### Prompt owners to take responsibility

Sometimes a threat by the municipality to demolish a property compels recalcitrant owners to take responsibility for troubled properties.

### Minimize municipal costs

While demolishing a building is expensive, it is sometimes less expensive in the long run than incurring all of the municipal costs associated with taking care of a troubled building.

## Illustrative Design Guidelines

Honoring your architectural past and safeguarding current investment.

**Description:** Architectural design guidelines, when developed and used properly, simultaneously honor the architectural character of a community while safeguarding subsequent development investment. However, in many instances design guidelines have been written in such a way as to be difficult to understand and interpret and, therefore, have been viewed as an impediment to redevelopment, or worse still, merely a local government telling the property owner what they cannot do.

**Distinctions:** Illustrative design guidelines vary from those forms of design guidelines in two distinct ways. The first distinction of illustrative design guidelines is how they are developed. In the traditional way, a design professional would simply write the guidelines --often using highbrow design and planning language that the common citizen cannot understand-- and they are adopted by the local government and subsequently enforced by a design review board. In the illustrative design guideline approach the guidelines are actually developed with input from the property owners that will be affected by them. The design professional shows participants photographs of buildings from their downtown and asks a series of questions that unveil an understanding of the design and planning characteristics of the community itself. These characteristics, such as, but not limited to, building height, dominant building materials, levels of detail, degree of ornament, kinds of doors and windows, etc. establish the baseline of architectural character for the guidelines. Said simply, the goal of the guidelines is to simply safeguard the architectural character that already exists within a place, NOT to impose and external style or standard of care beyond what is already there.

The second distinction is that illustrative design guidelines feature copious photographs and minimal text. People intuitively understand photographs, while trying to use words to describe design criteria can lead to misunderstanding and multiple interpretations. Therefore, with illustrative design guidelines, the topic of windows be handled in this manner: a simple statement of intent would be crafted that articulates key goals pertaining to windows...perhaps limited to the desire to use windows that are to scale and in a style that is compatible with the dominant window forms in the downtown. Thereafter, dozens of photos of acceptable windows would be featured. If necessary, a few photos of inappropriate windows might also be featured to highlight the contrast between the two types of windows.

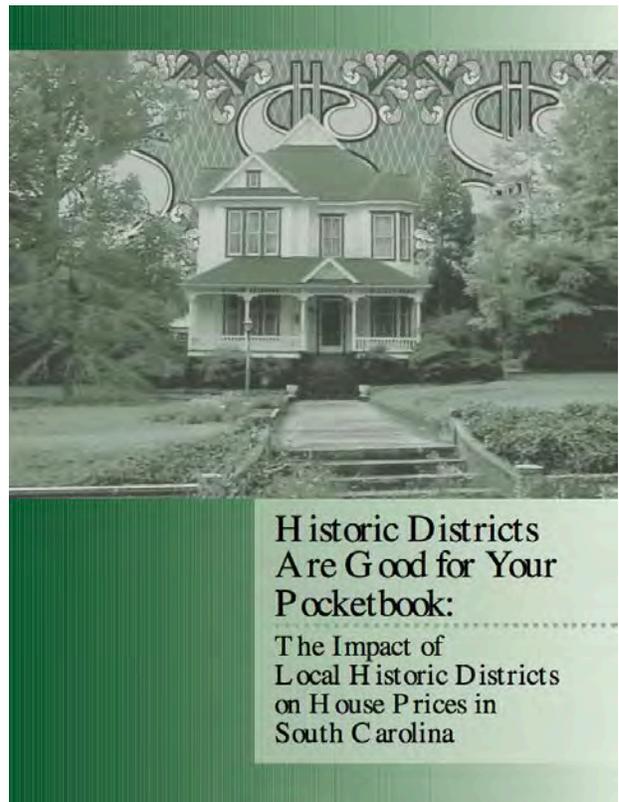
Aiken, SC: (below, top) Conducting property owner workshop to determine the architectural characteristics of downtown Aiken before drafting the guidelines. (below, bottom) Photo-montages of typical blocks in downtown Aiken that became the objective standard for typical design issues such as building height, setback, massing, materials, etc.



**Benefits:** Illustrative design guidelines have two significant benefits. The first is that the resultant document features hundreds of “can do” solutions to common design issues facing a property owner. The tone of the document turns on its head the sentiment that design guidelines tell a property owner what they cannot do to their buildings to an education document that portrays hundreds, if not thousands, of appropriate things that can do with their building. Moreover, given the fact that the property owners had a voice in their formation, they do not feel like an external standard being imposed upon them from without, but rather a self-imposed standard to ensure the architectural character of their place has been maintained and their investment in their building is safeguarded. Their investment in their building is safeguarded by the understanding that there is an agreed-upon standard of design care that all property owners now share. Said simply, an investor has no fear that his neighbor can do the wrong thing an adjacent property and thereby adversely affect the value of their property.

The final benefit of illustrative design guidelines is that they are good for business. Study after study has demonstrated that properties within areas that are governed by design review and objective design criteria such as illustrative design guidelines appreciate at a rate significantly higher than their non-regulated counterparts. The study illustrated by the adjacent image was performed in South Carolina and revealed that neighborhoods that had design review and design guidelines appreciated at a rate of 16-26% higher than non-regulated neighborhoods.

**Economic Impact:** The document at right is one of many studies that have demonstrated the economic benefit of design review and design guidelines that result in higher appraised real estate values. A copy of the report at right may be found at the following URL:  
<http://sbpo.sc.gov/pubs/Documents/hdgoodforpocketbook.pdf>





Well executed balcony and support bracket.



Example of pergola balcony/canopy from downtown Aiken.

Balconies are railed or balustraded platforms that project from the building to create a sense (sometimes actual, sometimes implied) of the interior of a building being extended to the outside. Second story balconies are characteristic of a number of buildings found in downtown Aiken. When used appropriately in new buildings, balconies can add color, detail and functionality (i.e. access to outdoors from upper floors) that a building would otherwise lack.



Contemporary interpretation of traditional balcony element creates a sense of extending the inside of the building to the outside.



Contemporary interpretation of traditional balcony element on this building introduces color and detail.



Appropriate balcony installation in downtown Aiken.



Positively, this balcony installation provides a level of detail/ornament. Negatively, it should be questioned why you would have a balcony that is inaccessible/non-functional since the windows behind are fixed in nature.

**Guidelines**

- ❖ Integrate the balcony into the structure either by setting it into the building or by incorporating a well-detailed supporting bracket system.
- ❖ Introduce ornament and detailing in balcony railings to add character and visual interest to the building.
- ❖ Use appropriately scaled and detailed brackets or supports.

Aiken, SC: A sample page from the Aiken design guidelines illustrating acceptable balcony solutions for buildings in the downtown area.

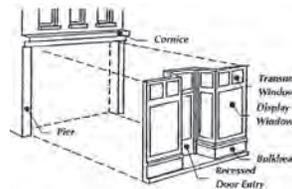
3.1.3

Storefront Renovation and Replacement

For most traditional buildings, large panes of glass at the display window level with solid kick plates below are appropriate. Multi-pane designs that divide the storefront window into small components should only be used if they restore proven historic elements and original openings.

Preserve the original kick plate, or bulkhead, whenever possible. For buildings with historic significance, restore the original bulkhead from documentary evidence. If original information is not available, develop a new simplified design that retains the original character and dimensions of the bulkhead that would most likely have been on the building. For renovations where there is no documentary evidence, appropriate bulkhead materials are: brick, painted wood panels, stone, and glazed tile or painted metal in muted tones. Align the bulkhead with those of other traditional buildings in the block.

The use of a clear glass transom over doors within the upper part of the display window area is most appropriate. Retain the original materials and proportions of the transom opening. If the framing that defines the transom has been removed, re-establish it in a new design. If the interior ceiling is lower than the transom line due to later renovation, raise the dropped ceiling up from the window to maintain its traditional dimensions. Align transom framing with other adjacent buildings to maintain a clear line along the block face. The area above the transom or storefront cornice has traditionally been used for a sign or decorative element.



Great example of a traditional storefront composition from Hartsville, SC.



The transom area needs a transparent treatment to respond to the traditional storefront layout.



One way to deal with the transom area is to conceal it with an awning. All the other elements of the traditional storefront are dealt with appropriately in this example.



Good example of storefront renovation utilizing new materials adhering to traditional storefront composition.



Examples of inappropriate storefront renovations & replacements.

**Guidelines**

- ❖ Maintain traditional recessed entries where they exist.
- ❖ Maintain the original size, shape and proportion of storefronts and openings to retain the historic scale and character.
- ❖ Maintain the bulkhead, or kick plate, below the storefront display window element.
- ❖ Preserve the transom and sign board area features.

Hartsville, SC: A sample page from the Hartsville design guidelines illustrating acceptable storefront solutions for buildings in the downtown area.





*Bridgeville, Delaware*  
DESIGN REPORT

## Physical Character

Bridgeville benefits from a strong positive physical character that reinforces its “small town” atmosphere. Stakeholders have identified a variety of characteristics including the agrarian setting, historic architecture and diversity of housing styles, Cahill Park, the distinctive gateway sign tagline, visible evidence of patriotism, mature trees, sidewalk network and overall “walkability.” All of these things in combination with the people themselves define a very positive image for residents as well as travelers passing through.



This photo illustrates the special qualities that stakeholders have described – wonderful architecture, shady streets and easy walkability.

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## Momentum

The time is ripe to focus on planning for Bridgeville's future as there is already significant momentum generated by a number of projects and efforts. These include:

- **Significant Pass-Through Audience:** In spite of the Route 404 Bypass, there is still a high volume of beachgoers that pass through downtown, along Market and Main Streets. Many of these people only know Bridgeville from the view out of their car window. There is an opportunity, however, to capture some of this audience and enable them to experience Bridgeville as a destination on the way to and from the beach. While it is true that Bridgeville is fairly close to the destination” and, therefore, not a natural stopping point, people will stop if they have good reason to.
- **New Dollar General:** It is a good sign that the Dollar General is so successful that it is expanding and constructing a larger store. In particular, this is a business that serves the community and will continue to be significant anchor for Bridgeville on a prominent corner.
- **Continued Growth of Heritage Shores:** Heritage Shores is a multi-phased master planned community with an exceptional golf course. Implementation of future phases will continue to expand the population base and build “customers” for Bridgeville businesses.
- **Commercial Opportunities along Route 13:** There continues to be opportunities for commercial development along Route 13 targeting visitors going to and from the beach.

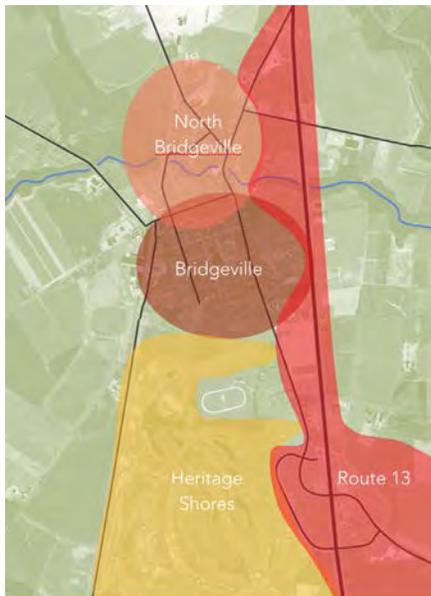
## Challenges

While there are many opportunities in Bridgeville, these are accompanied by challenges as well.

- **Potential for Sprawl:** Convenience retail along Route 13 is the “low hanging fruit” and attractive for developers to capture the beachgoers. While this development also serves the community, there is a real risk of Route 13 turning into “just another commercial strip,” completely undistinguishable from any other commercial strip in Delaware or the country. Current land use regulations promote and support development of individual buildings/uses surrounded by surface parking. This results in a solely automobile oriented environment rather than one that is also comfortable for pedestrians. There is an opportunity to start developing future land parcels with uses that relate to each other with walkable environments (that can still accommodate automobile and convenience access) while capturing some of the physical quali-

ties of Bridgeville that stakeholders defined fondly.

- **Market Street Divide:** Many in the community identified the separation of commercial districts with residential uses along Market Street as a concern. While this does present some challenges for visitors, it does not have to be a liability. Additionally, the residential area provides an opportunity to expand the number of commercial uses while maintaining the residential “scale”. The important step to help overcome the separate areas will be to develop wayfinding signage and to treat the two areas as unique districts within the overall downtown.
- **Lack of Businesses in the Core:** Even with two commercial districts along Market Street, there is a lack of a good business mix, limiting the level of vibrancy and reasons for people to stop. The new General Dollar and the opening up of its existing building will present new opportunities. It will be important to get a “destination” use in the existing Dollar General building to attract people to downtown and help build the demand for other businesses.
- **Suburban Development Standards:** Bridgeville is not unique in that there are pressures to apply “suburban” development standards with new development in the core. These standards include on-site parking, buildings set back from the street with parking in front and an emphasis on automobile convenience. The new Dollar General is a good example of a missed opportunity to require the building be located at the street edge (at least one of the street frontages but ideally both) with parking located to the side or rear. The parking is also overly sized, well beyond the typical 60’ wide parking bay, and caters to the automobile rather than the pedestrian. The Town should be commended, however, on requiring the new building to be constructed of brick. Additionally, the SW corner of Market and Mechanic Streets is planned for a surface lot. In order to maintain the scale and character of a historic downtown, it is important the corners be defined by buildings as opposed to surface parking lots.



**Map showing relationship among Bridgeville’s core, “North Bridgeville”, Heritage Shores and Route 13.**

As additional businesses are attracted to downtown, many may try to make the case for developing in a suburban style. It will be important for the Town to hold firm and require that new buildings are built to the street edge, matching existing build-to-lines, with parking located to the side or rear (or on street and in shared resources).

- Bridgeville, North Bridgeville and Heritage Shores

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## Moving Forward – Recommendations

Following is a series of recommendations for Bridgeville to address some of the opportunities and concerns identified by stakeholders. Several recommendations are tied to physical locations. These locations are identified in Figure\_\_\_\_, Context Map and described in detail below.

### 1. Encourage Coordinated, Master-Planned Commercial Development.

Review and update ordinances as appropriate to require larger parcels to be developed around a master plan. As pressure to develop highway-oriented commercial uses continues, it will be important to encourage and/or incent higher quality development patterns to create “places” rather than a series of unrelated uses. While it is important to recognize many of the businesses will be serving travelers, they will also be serving the local community and over-night visitors if hotels are incorporated into the mix of uses. Therefore, there is an opportunity to draw upon the key characteristic of Bridgeville’s core as an inspiration for new development and that is, essentially, a “walkable” development. Considerations should include:

- **Internal Street Network:** Create an internal pedestrian-friendly street network that connects various uses. The street network would include sidewalks, street trees and wayfinding signage.
- **Focal Point Open Space:** Incorporate useable open spaces or a network of spaces into the master plan to create a focal point, accommodate outdoor dining/gathering and add value to the development.
- **Building Orientation:** Orient larger fields of parking adjacent to the highway and orient buildings to the internal street network with no or limited parking between the building and the internal street.
- **Building Locations:** Locate buildings at corners to anchor key intersections.
- **Context:** Visually and physically connect to adjacent developments. This may be done through interconnected street systems, consistent streetscape planting, consistent development patterns and locating active uses along connecting streets to reinforce the connection to adjacent parcels.

Specific opportunities to incorporate some of the planning considerations outlined above are illustrated and described below:

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## Route 13 South Development Opportunity

The approximately 21-acre commercial parcel at the southern end of Bridgeville, located at Passwaters Farm Road, Business 13 and Route 13 is available for development and is well suited for potential hotel and restaurant uses. This site, because of its size is ideally suited for a master planned development as described above, so that this area can become a “place” instead of more of the same strip development characterized by unrelated uses. An example of how this site could be developed using the planning/design considerations described above is illustrated in the figure to the right, Route 13 South Development Opportunity. The plan includes:

- **Internal Street Network:** Interconnected, pedestrian-friendly street network.
- **Building Orientation:** Buildings oriented to the internal street network.
- **Central Commons:** Central open space/green “commons” with outdoor seating around which restaurants can be located.
- **Hotel Uses:** Potential hotel sites at north and south ends of parcel. At north end, a hotel could be located adjacent to the Heritage Shores access road. At the south end, the hotel could be located at the intersection of Route 13 and Passwaters Farm Road. Wherever it is located, it should be located such that there is easy and clear pedestrian access to restaurant uses within the development.



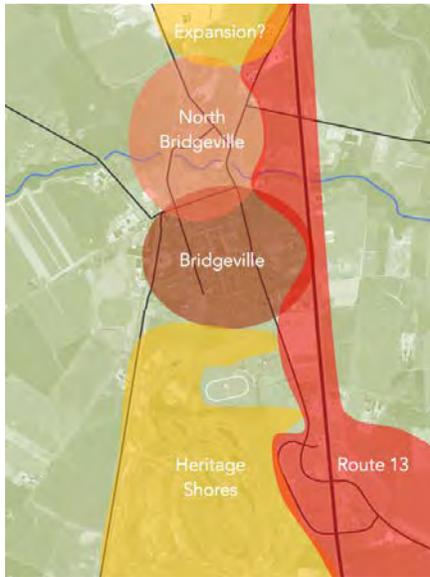


## T.S. Smith and Sons Retail Opportunity

T.S. Smith and Sons is interested in potentially moving their retail operations to their orchard property at the northeast corner of Route 13 and Redden Road and exploring opportunities to incorporate a restaurant use there as well. This presents a tremendous opportunity to create something unique to Bridgeville, distinguished from traditional commercial strip development along Route 13. A concept example of how this site could be developed is illustrated in the figure to the left, T.S. Smith and Sons Opportunity Site. The concept offers the following for consideration:

- **Agrarian Character:** Draw upon the inherent Eastern Shore agrarian development patterns of clustered farm buildings and trees amidst open fields (Insert photo from page 43 of presentation with caption: Typical Eastern Shore development pattern – farm buildings and shade trees clustered together around common yard area amidst open fields - can serve as model for development of site).
- **Outdoor Gathering Spaces:** Cluster retail and restaurant buildings around an outdoor common area which can be used for outdoor seating, displays and event gatherings. Utilize contemporary interpretation of existing T.S. Smith building or Eastern Shore agrarian style. (Insert photos from page 46 and 47 of presentation with caption: Existing T.S. Smith Building and contemporary examples of agrarian architecture could serve as inspiration for new buildings within the development.)
- **Orchard Character:** Maintain and/or create “remnant” patches of orchard and incorporate into the overall site plan and as part of parcel entrance identity. This could be particularly effective to reinforce a potential “farm to table” restaurant experience. (Insert photos from page 48 and 49 of presentation with caption: Example of how common yard area and portions of orchard could be used for events and outdoor dining).





## Northward Expansion and Commercial Development

Should Bridgeville annex additional land north of the core, there is an opportunity to take advantage of large land holdings that are under single ownership, therefore, allowing for master planned development that appropriate extends the character of Bridgeville, rather than creating additional highway-oriented strip development. This should be considered over the long-term. Specific considerations include:

- **Parcel Size:** Avoid commercial rezoning of land only adjacent to major roadways. Zone large parcels with significant depth to allow for coordinated development organized around internal street networks as describe above and much like Heritage Shores.
- **Master Planned Development:** Require master plans for development.
- **Connections to Existing Streets/Open Space:** Require street and open space network integrated into existing street network of Bridgeville.
- **Gridded Street Network:** Encourage gridded street network, particularly within parcels adjacent to existing Bridgeville core to reinforce small town, walkable character of the community. The Heritage Shores master plan is a good example of how the traditional development pattern of gridded streets was incorporated in the portions of development adjacent to the core.

## 2. Consider Stronger Connections between Heritage Shores and Bridgeville’s Core

The Heritage Shores master plan is fairly successful at transitioning the new development into Bridgeville’s core by utilizing a grid development pattern in the parcel closest to Bridgeville’s core. This relates to the grid street pattern of Bridgeville. The Heritage Shore’s master plan as currently shown does not connect any of these streets through to the core street network, however, which is something that should be considered as the future phases continue to be implemented— even if only at a pedestrian level. This would strengthen the concept of “One Bridgeville” rather than continue to reinforce separate communities.

Gridded street network transitions into historic core of Bridgeville

Potential transition and connections (streets and/or pedestrians)

TOTAL LOT COUNT						
Category	Count	40' x 65' Village Lots	40' Rear-Loaded Lots	50' Front-Loaded Lots	50' Front-Loaded Lots	SUBTOTALS
1						
2						
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TOTAL	10	10	10	10	10	50

Category	Count
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99	
100	
TOTAL	100

**PLAN LEGEND**

- 40' X 65' LOTS
- 40' X 110' REAR LOADED LOTS
- 50' X 110' FRONT LOADED LOTS
- 50' X 125' FRONT LOADED LOTS
- 60' X 125' FRONT LOADED LOTS
- CONDOMINIUM
- OPEN SPACE
- VILLAGE CENTER BUILDINGS



EXISTING CLUBHOUSE

# OVERALL MASTER PLAN VISION



October 20th, 2014  
Scale: 1"=200'-0"



Two street sections in Bridgeville illustrate the positive impact of tall canopy trees vs. the use of small ornamental trees or no trees at all.



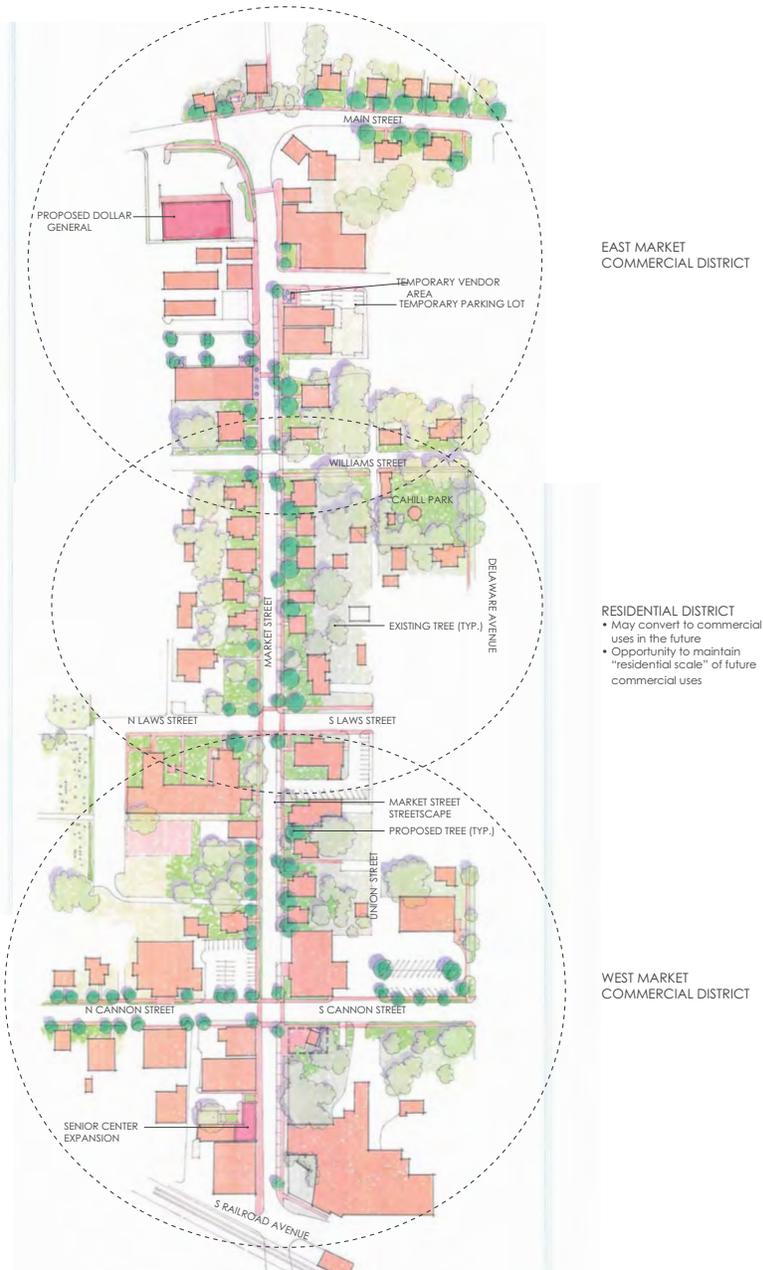
### 3. Protect Unique Resources

The very qualities that residents hold dear in Bridgeville – historic architecture, small town feel, tree-lined streets and walkability- could be endangered if policies, strategies and actions are not put in place to protect and enhance these resources. The following are recommendations related to protecting and enhancing architectural resources as well as tree canopy.

#### Tree Canopy

The many mature trees found throughout Bridgeville’s core play an important role in defining the small town quality and charm of the community. Additionally, the thoughtful and extensive tree planting at Heritage Shores is maturing nicely and will only continue to enhance the character of that community over time. In addition to aesthetic qualities, however, trees offer environmental and economic benefits in addition to comfort for pedestrians during the hot summer months. Many communities across the country with mature canopies are taking steps to ensure that they maintain and increase their tree canopy coverage. Specific recommendations for Bridgeville to consider include:

- **Use of Large Canopy Trees:** Wherever possible, plant long-lasting large canopy trees (Oaks, Maples, Plane Trees, Elms, Etc.) as they make the most impact in defining spaces, allowing for unobstructed sightlines beneath their canopies, provide the most cooling shade and visually reduce the scale of wide paved areas. If there is room for a large tree, provide a large tree. Small ornamental trees such as Crape Myrtles and Flowering Cherries should be reserved for accent planting.
- **Tree Replacement:** Work with an arborist to identify existing mature trees in the community that are in poor health and near the end of their life and plant new trees nearby (or in their place if removed). For example, the mature Maples adjacent to Cahill Park are showing distress. As they continue to decline, they should be replaced with new Maples (or similar large canopy trees).
- **Tree Planting Easements:** Work with private property owners to acquire tree planting easements along public right-of-ways as described below under Tree Planting Programs. Many property owners may not be interested in allowing a tree to be planted on their property which is OK, however, many may be interested in participating. The focus should be on identifying those properties where property owners are receptive to granting a tree planting easement.



- **Tree Planting Programs:** Establish Tree Planting Programs that volunteer groups can participate in and that can be used to leverage grant funding for tree planting. For example, grants may be used to obtain trees and volunteers can be coordinated to plant them. Priority planting areas and opportunities are described below and illustrated in Figure \_\_\_\_, Downtown Illustrative Plan.
  - o Market Street – north and south sides where property owners are interested in providing tree planting easements.
  - o North Cannon Streets – both sides where property owners are interested in providing planting easements.
  - o North and South Main Street – both sides where property owners are interested in providing planting easements.

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## 4. Enhance the Downtown Core

Strengthen the downtown core to capitalize on its historic architecture, walkable streets and charm by enhancing the public environment and making it more attractive to businesses, customers and residents. Initially, the focus should be on recognizing that the commercial district is divided into two districts – “West Market” and “East Market” – and are separated by a primarily residential district. Over time, the residential uses may convert to commercial uses, linking the two commercial districts. However, there is an opportunity to utilize the existing structures and maintain the residential “scale”. (Insert images from pages 64-70 in presentation with caption: Examples of residential buildings converted to commercial uses and how this can reinforce a small town, pedestrian-friendly character.) Following are specific recommendations for the core:



EAST MARKET  
COMMERCIAL DISTRICT

- RESIDENTIAL DISTRICT
- May convert to commercial uses in the future
  - Opportunity to maintain "residential scale" of future commercial uses

WEST MARKET  
COMMERCIAL DISTRICT

---

## Market Street Streetscape Enhancements

Develop streetscape plans to enhance Market Street to improve pedestrian safety and comfort and to improve the overall appearance. These improvements, while most critical for Bridgeville businesses and residents, will also be important to send a signal to visitors passing through that Bridgeville is an appealing destination in and of itself. Streetscape enhancements should be done from the Route 404 intersection to the west and Main Street to the east, with emphasis on the section between Railroad Avenue/Mill Street and Main Street and should include:

- **Parallel Parking Delineation:** At a minimum, use pavement markings to delineate parallel parking spaces along the south side of Market Street to clearly indicate that this is a parking zone and not a travel zone. If a more ambitious treatment is desired, consider distinguishing the parking zone from the travel zone with a different paving material or even stamped asphalt. This will also help to “visually narrow” the roadway.
- **Curb Extensions:** Consider curb extensions or “bump outs” at key intersections along Market Street to allow for additional planting and, more importantly, provide traffic calming and increase pedestrian safety by shortening the crossing distance for pedestrians. If possible, consider use of “flow through” planters to help capture storm water runoff. The bumpouts should be large enough to plant a large canopy tree (avoid small ornamental trees that block views to businesses) and low seasonal plantings and groundcovers.
- **Crosswalks:** Re-apply crosswalk markings and provide new crosswalks at additional intersections to improve pedestrian safety. Continue to utilize the bold “piano key” pavement markings that are currently being utilized for crosswalks.
- **Tree Planting Easements:** As described above, work with private property owners along Market Street to obtain tree planting easements where property owners are interested in having street trees. On the south side of Market, trees can be planted closer to the curb as there are few overhead utilities. On the north side, trees will need to be set back behind the utilities. For these areas, trees with a narrow upright form are encouraged as they would interfere less with the utility lines. As stated earlier, the use of large canopy trees is encouraged as they will make the most impact in terms of casting shade and visually reducing the scale of the street.



- **Ornamental Lighting:** Consider 12' high ornamental pedestrian light fixtures.
- **Wayfinding Signage:** Incorporate wayfinding signage as part of the streetscape, as described later in this report.
- **Banners:** Consider the use of banners on utility poles and ornamental pedestrian lighting to reinforce Bridgeville's brand and help animate the streetscape, as described later in this report.



## Main Street Streetscape

Prepare streetscape plans for the core area of Main Street to continue enhancements provided on Market Street. This could be a separate project or it could be tied in with the Market Street Streetscape. Unlike Market Street, Main Street does not allow for on-street parking so streetscape enhancements should focus on tree easements, crosswalks, ornamental pedestrian lighting and wayfinding signage as described above for Market Street.



## Fire Station Parking Lot

The parking lot behind the fire station is an expansive paved area with little relief provided by planting. Consider working with Fire Department to allow for street tree plantings along South Cannon Street and for the creation of two large planting islands in the parking lot to allow for the planting of large canopy trees.



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## Temporary Parking Lot (SW Corner of Market and Mechanic Streets )

There is interest in developing a parking lot at the SW corner of the Market and Mechanic Streets to replace the public parking lost with the development of the new Dollar General. The planning team recommends that parking be developed on this corner as a temporary use, thus allowing the site to be developed in the future. Corner lots are the most important sites for buildings and uses; surface parking lots located on corners, in particular, are harmful to protecting the character of a walkable downtown. As shown on Figure\_\_\_\_, East Market Detail Plan, 12 parking spaces could be developed on this lot in the short term, allowing for a setback from Market Street. This setback area could be used as a temporary open space to help activate the street until the site could be developed. A vendor or food truck could set up here providing a product complementary to other products offered in the district, along with outdoor seating and displays. In the future, the front portion of the site could be developed, still allowing for 6 parking spaces to remain in the rear. Additionally, the Town could coordinate with the adjacent property owners to organize their parking at the same time and connect this with the temporary lot to maximize efficiency of layout. Spaces could then be assigned to those particular property owners.



**Example of how an open space or portion of a parking lot can be activated with a vendor and outdoor seating.**

## 5. Connect the Core

With the enhancements to strengthen the downtown core as described above, it is also important to better connect the core with “North Bridgeville” and Heritage Shores to further reinforce one community. These connections can be reinforced in a number of ways as described below:

### Streetscapes

In the long-term, streetscape enhancements beyond those described above for Market and Main Streets can be done for additional streets to strengthen visual connections between districts as well as delineate primary connections. After Market and Main Streets, Cannon and Church Streets would be the next priority streets for streetscape enhancements. These enhancements would primarily be in the form of street trees utilizing tree planting easements on private property as described above. Again, the emphasis should be on large canopy trees to have the most impact. Additionally, streetscape enhancements might also include crosswalk markings at key intersections.



**Example of how canopy trees and crosswalks can enhance the character of North Cannon Street**

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## Bike Facilities

With the flat topography and active adult community of Heritage Shores, Bridgeville is well suited for bicycling – not only as a form of recreation but as a means of transportation throughout the community. Continue to build upon the bicycle network and provide the following facilities:



- **Connection to Heritage Shores:** Complete the bike path connection that currently ends at the north end of Heritage Shores to the downtown core. This may involve a combination of off-road trail, on road bike lane and/or shared lanes using “sharrow” pavement markings.
- **Bike Routes:** Designate bike routes throughout the community on less heavily traveled roadways, using bike lanes on wide roads and/or “sharrow” markings on narrow roads to designate shared lanes.
- **Signage:** Provide wayfinding signage for bikes to mark bike routes.
- **Bike Racks:** Incorporate bike racks at key destinations throughout the community.





Arnett Muldrow  
& Associates

# BRAND

## STYLE GUIDE



**Bridgeville**<sup>TM</sup>

*Delaware's Front Porch*

## Usage Control

When to use the logo and when not to is often times a judgement call. As the official keeper of the brand, Bridgeville, Delaware has the final say in the usage of the brand. The brand should be used in signage, advertising, direct mail, event logos, merchandising, etc. Usage of the brand in an individual business or in an application that directly profits an individual business will be reviewed on a case by case basis.

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## Logo Variations

Below are the logo variations for the Bridgeville, Delaware brand. They are presented in two color, one color, reversed and Black & white usages. All logos are created in vector art and are infinitely scalable and available for any use.



## Community Image Approval

In order to ensure consistent use of the Bridgeville, Delaware brand, we ask that you submit a sample of each project for approval. Please specify your deadline requirements. We will reply promptly to your request for approval.

## Brand Extension

Brand extension is the process of incorporating the brand into events and activities in the community. By adopting the look, feel and tone of the Bridgeville, Delaware brand, these events begin to connect in the consumers mind and begin to add strength to the primary brand and vice versa. The general approach of brand extension is to start with colors from the systems primary color palette as well as approved fonts that tie back into the main identity.

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## Logo Size & Spacing

The size and spacing of the Bridgeville, Delaware brand is important in ensuring that the logo is displayed in a positive and consistent way and helps to reinforce the brand. The logo should always have enough open space around it to have a clear and clean impact. The height of the first letter is generally the measurement guide for this open space.

In order to preserve legibility, maintain a minimum of .5" height.



# Incorrect Usage

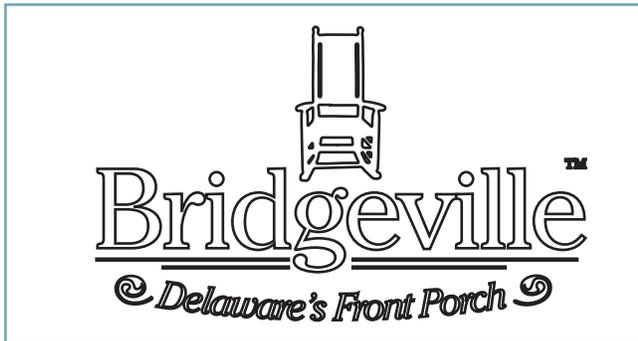
These are some examples of improper ways of presenting the Bridgeville, Delaware brand.



Change Colors



Scale Elements



Outline Elements



Rotate Elements



Stretch the Logo

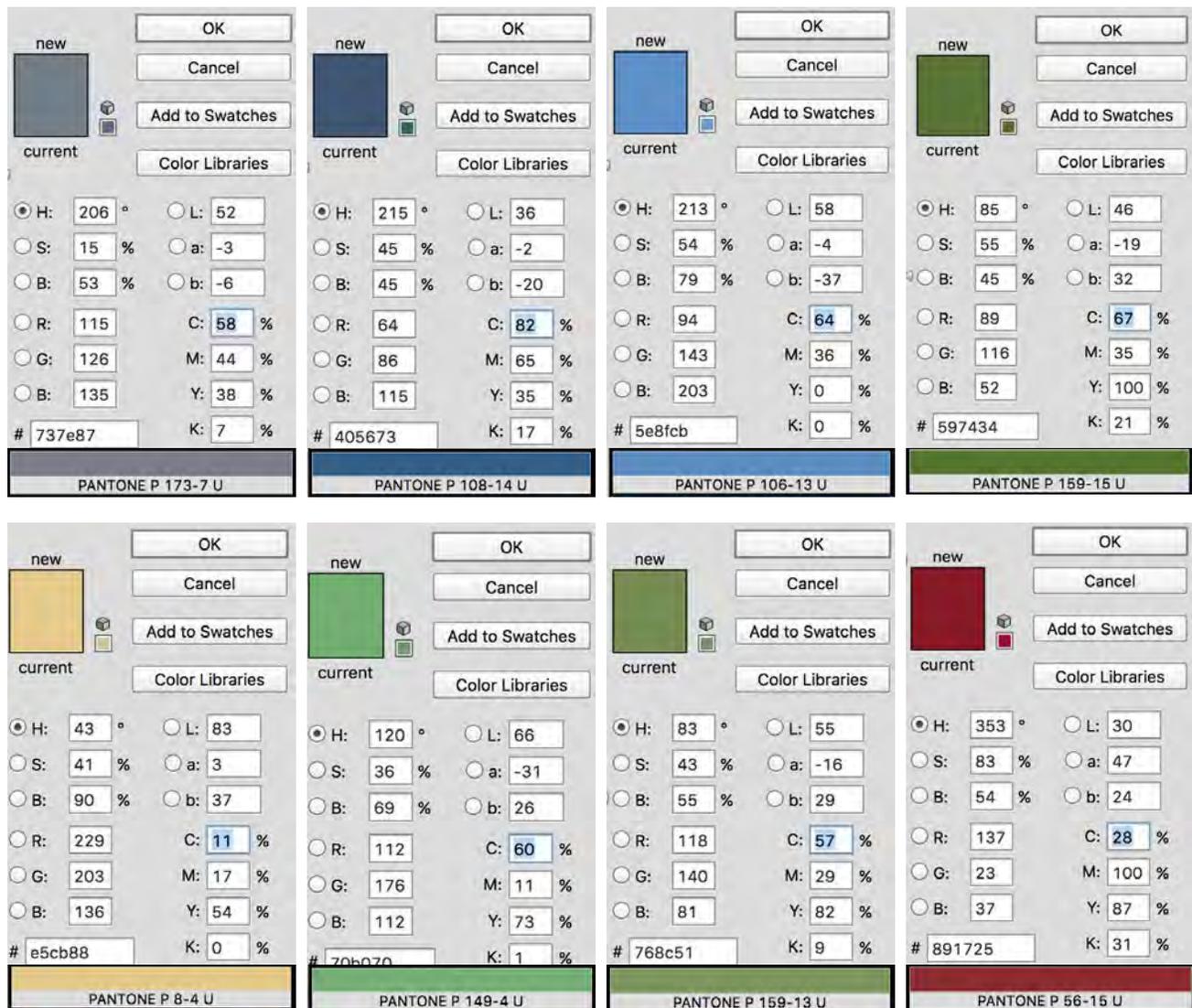


Move Elements



# Color Palette

Use the primary palette on all branded materials such as logos, corporate identity, Web site, advertising, collateral, and imprintables. The colors printed here are NOT guaranteed to be matches. The use of a Pantone Swatch book is the best way to work with your vendors and assure color correctness. Always proof anything before production runs begin to assure that the colors are satisfactory.



## Dealing With Consistent Color Using Pantones:

The accuracy of color is critical in design. Because what you see on your monitor is never what will appear on a printed sheet, designers need a standardized color key. It can be very frustrating to see the logo you worked hard to create look deep blue on the client's letterhead, blue-greenish on his business card, and light blue on his very expensive envelopes.

A way to prevent this is by using a standardized color matching system, such as the PANTONE MATCHING SYSTEM. Though PANTONE is not the only color standardization system, it is the most widely used and the one that most printers understand. Aside from being able to have consistency, PANTONE Colors allow you to use colors that cannot be mixed in CMYK.

# Typography

To add consistency to the logo, The following fonts have been chosen as the approved typefaces.

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
123456789 !@#\$%^&\*(){}|:"<>?

ITC Cheltham

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
123456789 !@#\$%^&\*(){}|:"<>?

Avenir Medium

## Installing Fonts:

*We recommend installing only one format - OpenType, TrueType, or PostScript - of a font. Installing two or more formats of the same font may cause problems when you try to use, view, or print the font.*

*Choose Start > Settings > Control Panel. Note: In Windows XP choose Start > Control Panel Double-click the Fonts folder. Choose File > Install New Font. Locate the fonts you want to install. In the drivers list, select the drive and the folder containing the fonts you want to install. In the Folders list, select a folder that contains the fonts you want to install. (Make sure you have unzipped them first.) The fonts in the folder appear under List of Fonts.*

*Select the fonts to install. To select more than one font, hold down the CTRL key and click each font.*

*To copy the fonts to the Fonts folder, make sure the Copy fonts to the Fonts folder check box is selected.*

*Note: If installing fonts from a floppy disk or a CD-ROM, you should make sure this check box is selected. Otherwise, to use the fonts in your applications, you must always keep the disk in the disk drive.*

*Click OK to install the fonts.*



Arnett Muldrow  
& Associates

# COLLAT ERAL CATALOG

Bridgeville, Delaware

# Wayfinding Signage

The wayfinding system is covered in greater detail in the following sections, but should be introduced as part of the brand because it plays such an important role in by perception and flow in the downtown district. The wayfinding system could include the following pieces.

**Primary Gateways-** These gateways are the primary intersection points and main entry ways to town. They need to be highly visible and introduce the brand.

**Trailblazers-** Trailblazers are the directing signs leading motorists to the main attractions in the area. These should have between three and four locations per sign and should carry motorists from gateway to parking lot. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows. These Trailblazers including cattail sculptures, thus blurring the line between signage and public art.

**Street Banners-** Banners are very popular and help to add color and movement to the lanes of travel,

acting as a speed control. They too can be color coded by district and can promote local events as well as promoting the brand.

**Building Markers-** the markers can be either wall mounted or monument style and denote important landmarks in the downtown district.

**Parking Signage-** Identifying parking is important in creating a parking system in downtown. Visitors are more likely to walk a block or two to shop if the signage system leads them directly to a public parking lot and tell them how to proceed. The parking markers can be by themselves or as attachments to trailblazer signs.

**Informational Kiosk-** The final piece of the plan is the informational kiosk, which serves as the transition point for vehicular traffic to pedestrian traffic. These kiosks should be located at major public parking lots and should include a map and the shopping & dining guide, along with the walking tour brochures.





Arnett Muldrow  
& Associates

# LOGO

## CATALOG

Bridgeville, Delaware

# File Format Guide

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that there is something wrong with your machine. These files address all of the normal uses that a community implemented design would require. Always make sure to inform vendors that you have these different file formats available.



File Type: Adobe Illustrator File

Category: Vector Image Files

File Description: Vector image file created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, color, and text; often referred to as a Illustrator drawing. Illustrator documents can be opened with Photoshop, but the image will be rasterized, meaning it will be converted from a vector image to a bitmap.

Program(s) that open ai files:

Mac OS Adobe Illustrator, Acrobat, Reader  
Adobe Photoshop (rasterized)  
Apple Preview

Windows Adobe Illustrator, Acrobat, Reader  
Adobe Photoshop (rasterized)



File Type: Portable Document Format

Category: Page Layout Files

File Description: Cross-platform document created by Adobe Acrobat or a program with the Acrobat plug-in; commonly used for e-mail attachments or for saving publications in a standard format for viewing on multiple computers; usually created from another document instead of from scratch.

Program(s) that open pdf files:

Mac OS Adobe Reader to view (free)  
Adobe Acrobat to edit (commercial)  
Apple Preview

Windows Adobe Reader to view (free)  
Adobe Acrobat to edit (commercial)  
Brava! Reader



File Type: Encapsulated PostScript

Category: Vector Image Files

File Description: PostScript (.PS) file that may contain vector graphics, bitmap images, and text; includes an embedded preview image in bitmap format; often used for transferring between different operating systems.

Program(s) that open eps files:

Mac OS Apple Preview  
Adobe Illustrator, Acrobat, or Photoshop  
QuarkXpress

Windows CorelDRAW, Adobe Illustrator, Acrobat,  
or Photoshop, QuarkXpress



File Type: JPEG Image File

Category: Raster Image Files

File Description: Compressed graphic format standardized by the JPEG (Joint Photographic Experts Group) group; commonly used for storing digital photos since the format supports up to 24-bit color; also a common format for publishing Web graphics; compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used.



File Type: Graphical Interchange Format

Category: Raster Image Files

File Description: Image file that may contain up to 256 indexed colors; color palette may be a predefined set of colors or may be adapted to the colors in the image; lossless format, meaning the clarity of the image is not compromised with GIF compression. GIFs are common format for Web graphics, especially small images and images that contain text, such as navigation buttons; however, JPEG (.JPG) images are better for showing photos because they are not limited in the number of colors they can display.



File Type: PNG Image File

Category: Raster Image Files

File Description: Portable Network Graphics (PNG) is a raster graphics file format that supports lossless data compression. PNG supports palette-based images, grayscale images (with or without alpha channel), & full-color non-palette-based RGB images (with or without alpha channel). PNG was designed for transferring images on the Internet, not for professional-quality print graphics, & therefore does not support non-RGB color spaces such as CMYK.



In Microsoft Office, you can place EPS or PDF files that support transparency by going to the "Insert" menu and selecting "Photo>Picture from File..." This will ensure your files are using the highest resolution graphics for output.



AppleScrapple-4C.



AppleScrapple-



AppleScrapple-



AppleScrapple-



AppleScrapple-



AppleScrapple-



Bridgeville-header-4C.jpg



Bridgeville-tag-4C.jpg



Bridgeville-tag-B&W.jpg



Bridgeville-tag-Blue.jpg



Bridgeville-tag-Gray.jpg



Bridgeville-tag-Green.jpg



Bridgeville-tag-LtBlue.jpg



Bridgeville-tag-OliveG-



Bridgeville-tag-Rev-4C.



Bridgeville-tag-Rev-B&W.



Bridgeville-tag-Rev-Blue.



Bridgeville-tag-Rev-Gray.



Bridgeville-tag-Rev-



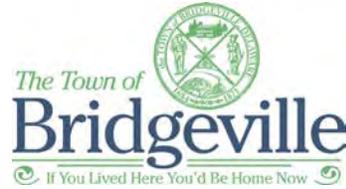
Bridgeville-tag-Rev-Lt-



Bridgeville-tag-Rev-Olive.



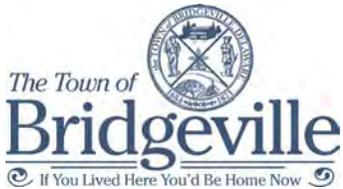
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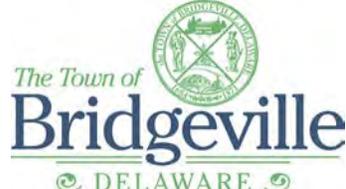
Bridgeville-Town-2C.jpg



Bridgeville-Town-B&W.



Bridgeville-Town-Blue.jpg



Bridgeville-Town-Del-2C.



Bridgeville-Town-Del-



Bridgeville-Town-Del-



Bridgeville-Town-Del-



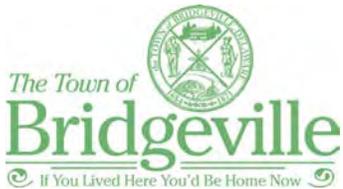
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Bridgeville-Town-Del-



Bridgeville-Town-Del-



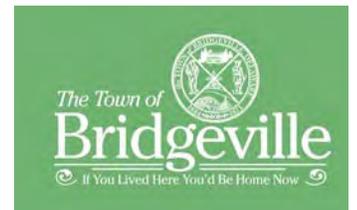
Bridgeville-Town-Green.



Bridgeville-Town-Rev-



Bridgeville-Town-Rev-



Bridgeville-Town-Rev-



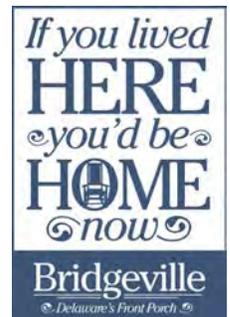
Market-4C.jpg



Tagline-3C.jpg



Tagline-B&W.



Tagline-Blue.jpg



Tagline-Green.



Tagline-Rock-



Tagline-Rock-



Tagline-Rock-



Arnett Muldrow  
& Associates

# ADVERTISING CATALOG

Bridgeville, Delaware

# Advertising

Ads come in all shapes and sizes but they have a common goal -- to sell a product, a service, a brand. Text, visuals, or a combination of the two are the main elements of any print ad. There are several fundamental design strategies that will allow for connections to be made while also allowing your business to reinforce its own identity. The use of clean design, similar color palettes, and a consistent logo element can create an independently managed COMMUNITY IMAGE campaign.

Visual at the top of the page. If you are using a photo, bleed it to the edge of the page or ad space for maximum impact. For photos, place a descriptive caption below.

Put your headline next.

Follow with your main ad copy. Consider a drop cap as a lead-in to help draw the reader into the copy.

Place your contact information (signature) and any pertinent social media icons in the lower right corner. That's generally the last place a reader's eye gravitates to when reading an ad.

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## Anatomy of an Ad

### Headlines

The main headline may be the strongest element of the ad or it may be secondary to a strong visual. Some ads may have subheads and other title elements as well.

### Contact

The contact or signature of an ad may appear anywhere in the ad although it is usually near the bottom. It consists of one or more of:

Logo, Advertiser Name, Address, Phone Number, Map or Driving Directions, Web Site Address, Extras.

Some print ads may have additional special elements such as an attached business reply envelope, tear-out portion with a coupon, tip sheet, product sample.

### Body

The copy is the main text of the ad. Some ads may take a minimalist approach, a line or two or a single paragraph. Other ads may be quite text-heavy with paragraphs of information, possibly arranged in columns newspaper style. While the words are the most important part of the copy, visual elements such as indentation, pull-quotes, bullet lists, and creative kerning and tracking can help to organize and emphasize the message of the body of the ad.

### Artwork

Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. Some ads may have only a single visual while others might have several pictures. Even text-only ads might have some graphics in the form of decorative bullets or borders. When included with visuals the caption is one of the first things most readers look at after the visual.

# Copyright Transfer Statement

Ben Muldrow as the agent for Arnett Muldrow & Associates, located at 316 West Stone Avenue, Greenville, SC, the owner of Copyright for this presented design(s) hereby grants a full copyright license transfer to Bridgeville, Delaware to utilize the following designs as the new owner sees fit to do so.

For the purpose of Community Branding.

This license, attested to by the parties effectively immediately shall serve as notice and agreement between the parties and may not be changed without written permission from the Arnett Muldrow & Associates. Arnett Muldrow & Associates retains the right to use the created material to self market and self promote.

This signed agreement also includes the transfer of rights to any variations of the logo previously agreed and supplied as part of the initial proposal.

Example of these variations could include : multiple color versions, size and dimensional variations – landscape and portrait, reversed out versions, social media profile images, favicon etc.



signature

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phone : 864.275.5892

website : [www.arnettmuldrow.com](http://www.arnettmuldrow.com)

address : 316 west stone avenue | greenville, sc 29609

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Is there anything missing on this Copyright Transfer Form that was previously agreed? Let me know before accepting this statement. It is critical the information shared here is understood and accepted in whole.

Counters signing this statement forms your contractual acceptance of the Copyright Transfer Form and the terms thus set out.

signature

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