

CONCEPTUAL VISION PLAN

BRIDGEVILLE, DELAWARE



TONIGHT'S PRESENTATION

- What Defines Bridgeville?
- Where is there Momentum?
- What are the Challenges?
- Moving Forward: Recommendations

WHAT DEFINES **BRIDGEVILLE?**

The Market | The People | The Physical Character



CONCEPTUAL VISION PLAN

THE MARKET



MARKET ANALYSIS

PRIMARY TRADE AREA (PTA)

- **PTA Population: 9210**
- **Median age**
- **39.1 years**
- **US- 37.9**



MARKET ANALYSIS

NUMBER OF HOUSEHOLDS

3371

5.6%



MARKET ANALYSIS

PRIMARY TRADE AREA (PTA)

Retail Leakage

*When Consumers Buy
More than Stores Sell.*



MARKET ANALYSIS

PRIMARY TRADE AREA (PTA)

Stores sell

\$115,000,000

Consumers Buy

\$137,500,000



MARKET ANALYSIS

PRIMARY TRADE AREA (PTA)

Total Leakage

\$22,500,000

16%

Leaves the Area



MARKET ANALYSIS

POTENTIAL

25,000 sq. ft.

MARKET ANALYSIS

PRIMARY TRADE AREA (PTA)

GAFO * 17,539,545

General Merchandise Stores

Clothing & Clothing Accessories Stores

Furniture & Home Furnishings Stores

Electronics & Appliances Stores

Sporting Goods, Hobby, Book, Music Stores

Office Supplies, Stationery, Gift Stores

MARKET ANALYSIS

RETAIL DEVELOPMENT OBJECTIVES

Category: Hobby/Toy/Game & Sporting Goods

PTA Leakage: \$2.5 million/year

Objective:
*Sporting Goods/
Toys/Outfitter*



MARKET ANALYSIS

RETAIL DEVELOPMENT OBJECTIVES

Category: Clothing Store

PTA Leakage: \$5.5 million

Objective:
2 Downtown Boutiques

Categories:

- Shoes
- Jewelry
- Women's Clothing
- Men's Clothing
- Kid's Clothing



MARKET ANALYSIS

RETAIL DEVELOPMENT OBJECTIVES



Category: Grocery Stores

PTA Leakage: \$0

Objective:
Improve Quality

MARKET ANALYSIS

RETAIL DEVELOPMENT OBJECTIVES

Category: Full-Service Restaurants

PTA Leakage: \$2.5 million/year

Objective:
*3 Downtown
Restaurants*



MARKET ANALYSIS

RETAIL DEVELOPMENT OBJECTIVES

Category: Furniture & Antiques

PTA Market GAIN: \$2.5 million

Objective:
Antiques
Destination





CONCEPTUAL VISION PLAN

THE PEOPLE



THE PEOPLE



CONCEPTUAL VISION PLAN

THE PHYSICAL CHARACTER



THE PHYSICAL CHARACTER



PHYSICAL CHARACTER



WHERE IS THERE
MOMENTUM?

WHERE IS THERE MOMENTUM?

- Significant Pass-Through Audience
- New Dollar General at Market and Main
- Continued Growth of Heritage Shores
- Commercial Opportunities along Route 13

WHAT ARE THE
CHALLENGES?

WHAT ARE THE CHALLENGES?

- Potential for Sprawl Development along Route 13
- Market Street Divided – “East” and “West”
- Lack of Businesses in the Core
- Pressure to Apply Suburban Development Standards in the Core (along Market and Main)
- “Bridgeville” | “North Bridgeville” | “Heritage Shores”



NO

100 feet 25 m

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CONCEPTUAL VISION PLAN

MOVING FORWARD



MOVING FORWARD: RECOMMENDATIONS

1. Encourage Coordinated, “Master Planned” Commercial Development
2. Protect Your Resources
3. Enhance the Core
4. Connect the Core
5. Telling Your Story

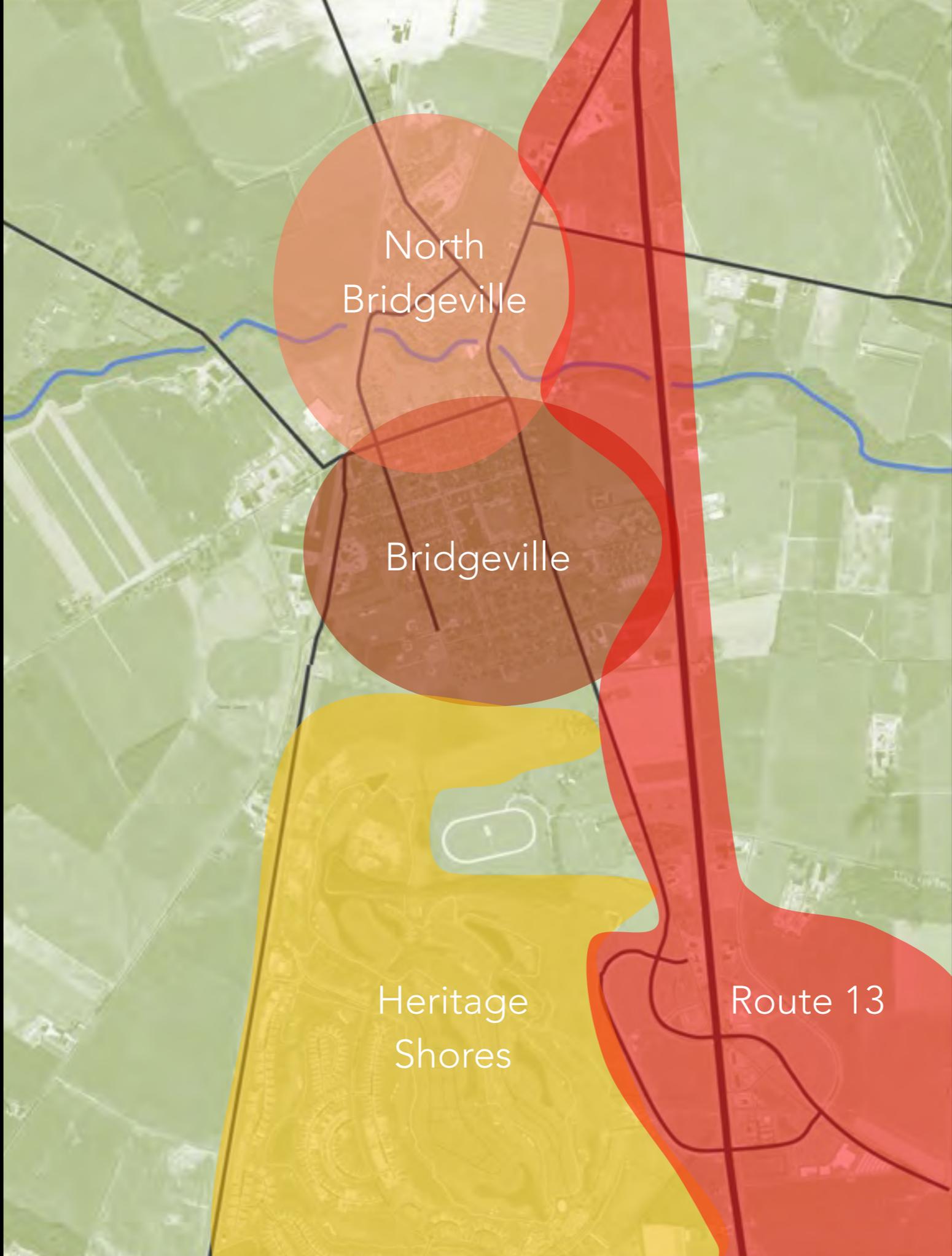
COORDINATE DEVELOPMENT

- Master Plan – Create “Places”
- Reinforce the Character of Bridgeville
- Create One Bridgeville

North
Bridgeville

Bridgeville

Heritage
Shores



North
Bridgeville

Bridgeville

Heritage
Shores

Route 13

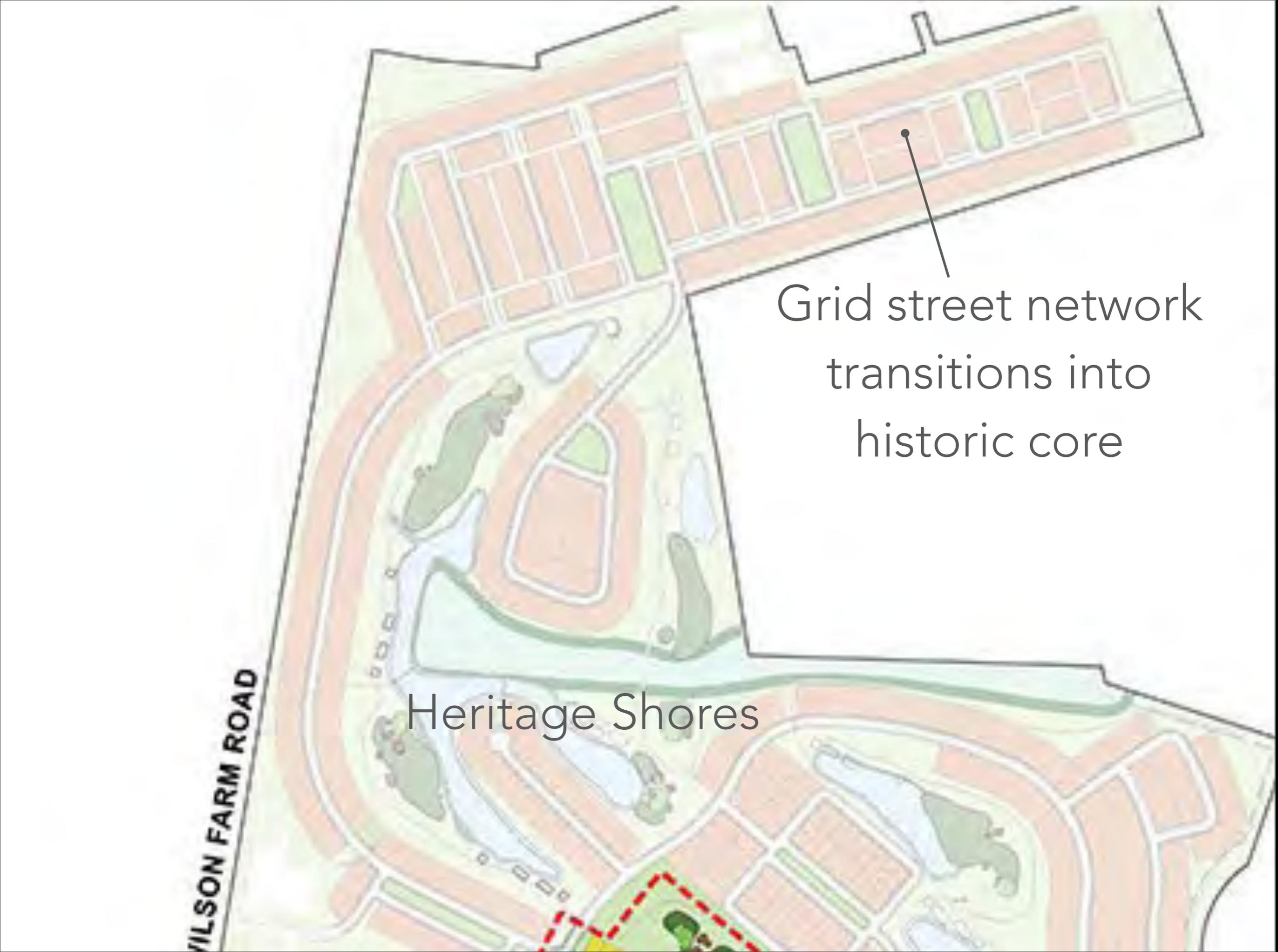


INFORMATION IS CONCEPTUAL AND SUBJECT TO CHANGE
AT DEVELOPER'S DISCRETION.

WILSON FARM ROAD

Heritage Shores

Grid street network
transitions into
historic core





Heritage
Shores

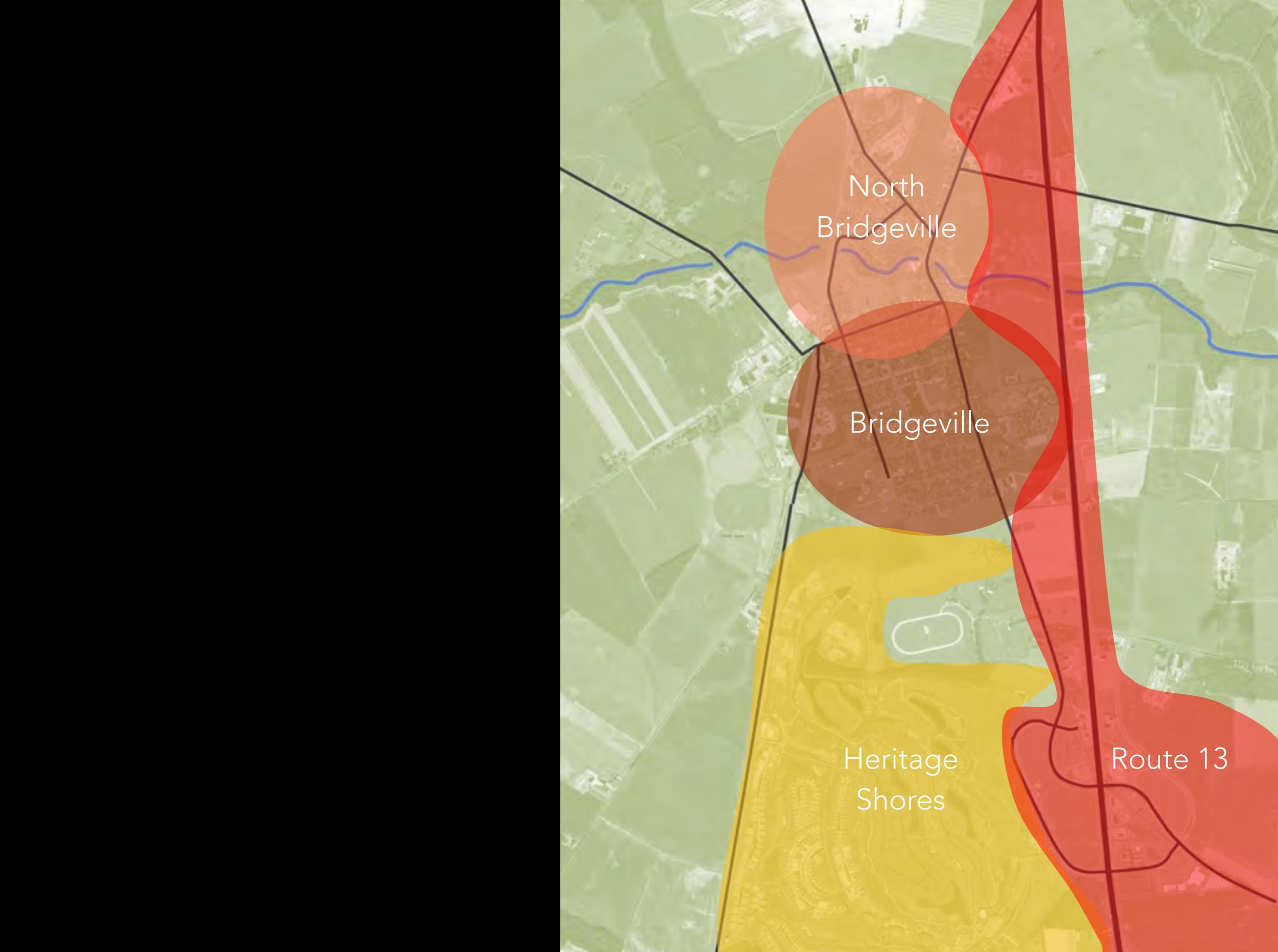


Route 13

Development
Organized around
pedestrian-friendly
street network and
open spaces



Route 13

An aerial photograph of a region in Pennsylvania, overlaid with semi-transparent colored shapes. A light green circle is labeled 'North Bridgeville'. A darker green circle is labeled 'Bridgeville'. A yellow shape is labeled 'Heritage Shores'. A large red shape is labeled 'Route 13'. A blue line representing a creek or river flows through the area. Black lines represent major roads.

North
Bridgeville

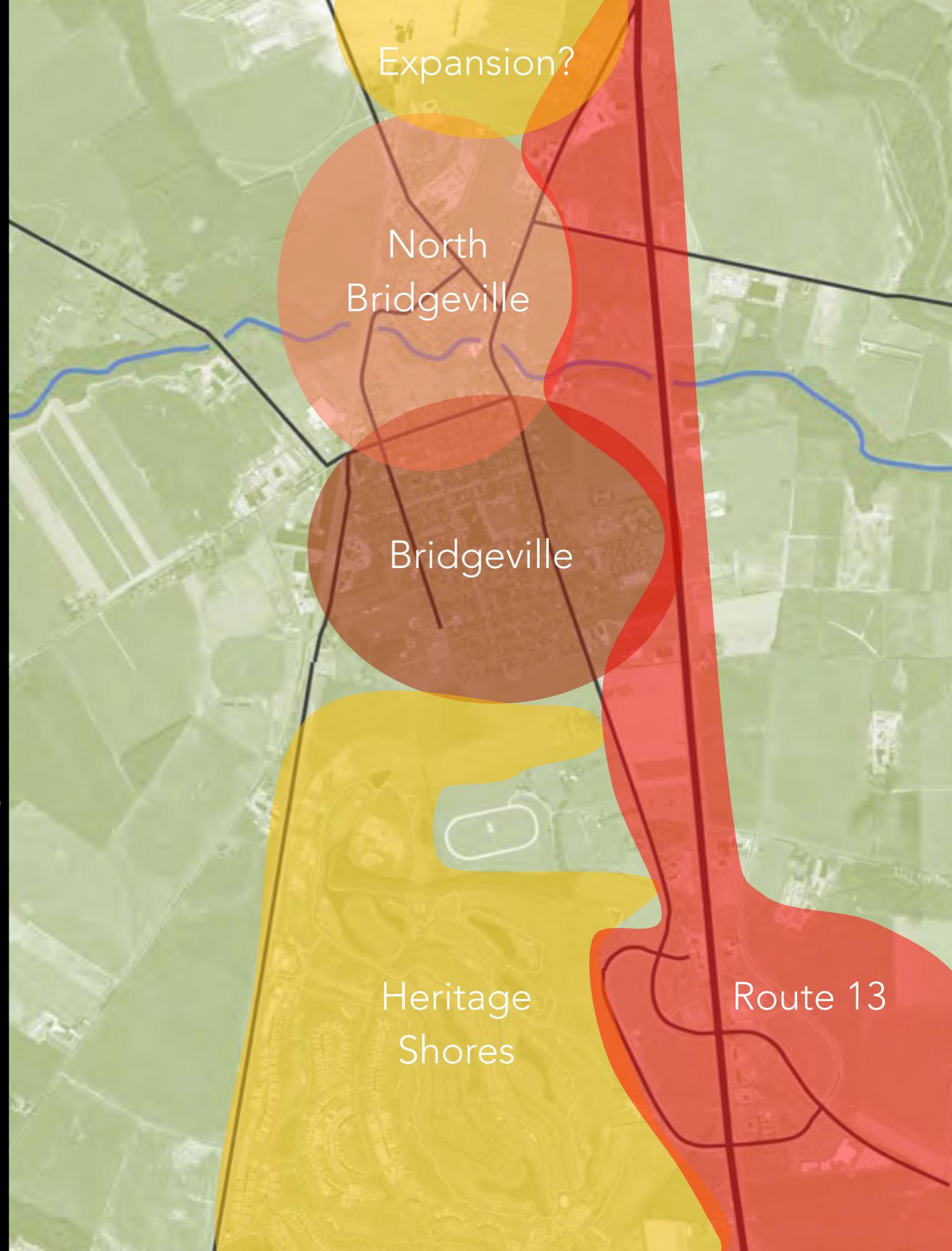
Bridgeville

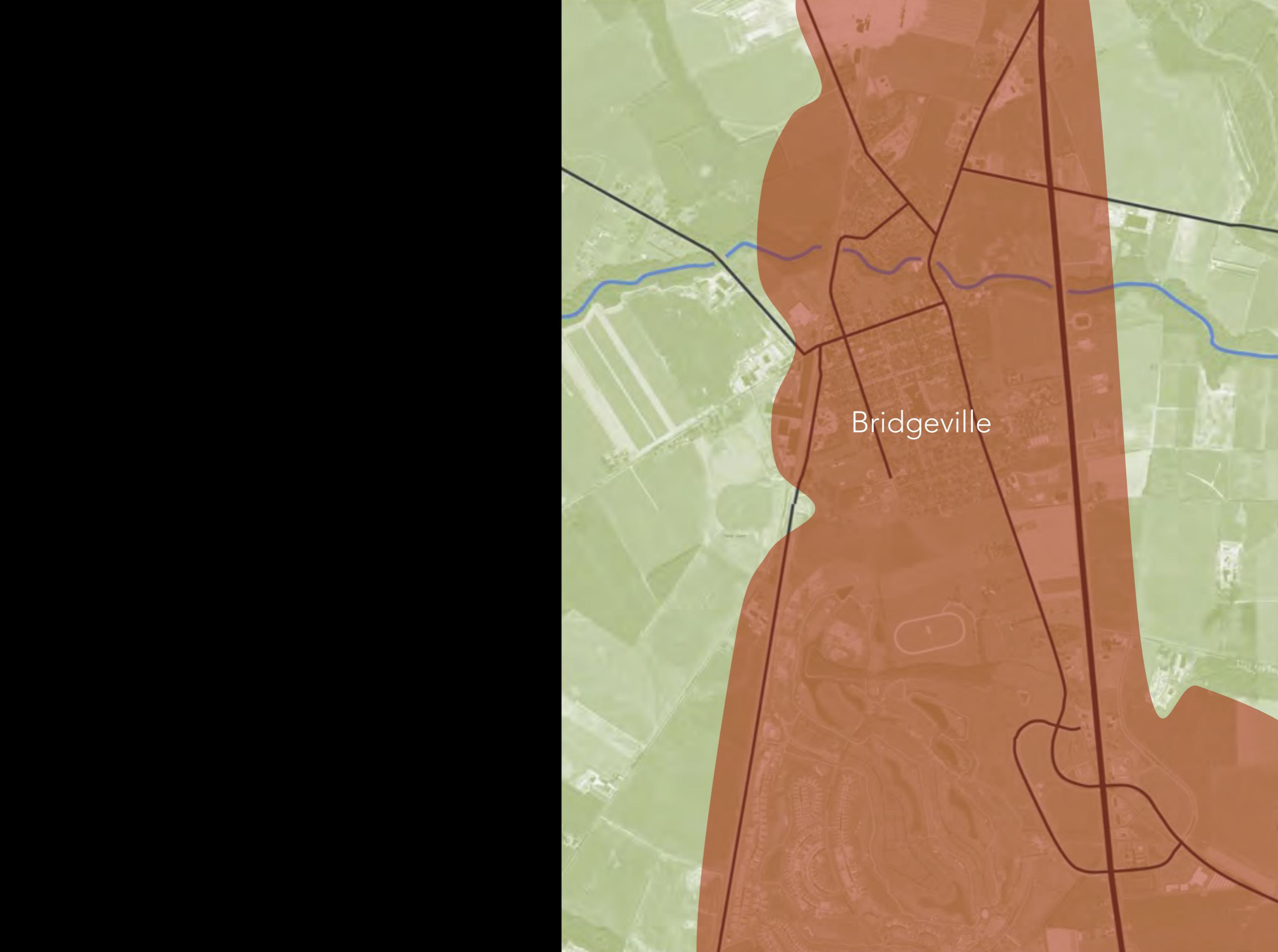
Heritage
Shores

Route 13

EXPANSION?

- Take advantage of single-owner large land holdings
- Require master planned, coordinated development
- Transition into existing Bridgeville neighborhoods with grid network of streets
- One Bridgeville





Bridgeville

Potential Farm
Stand and
Restaurant



Bridgeville





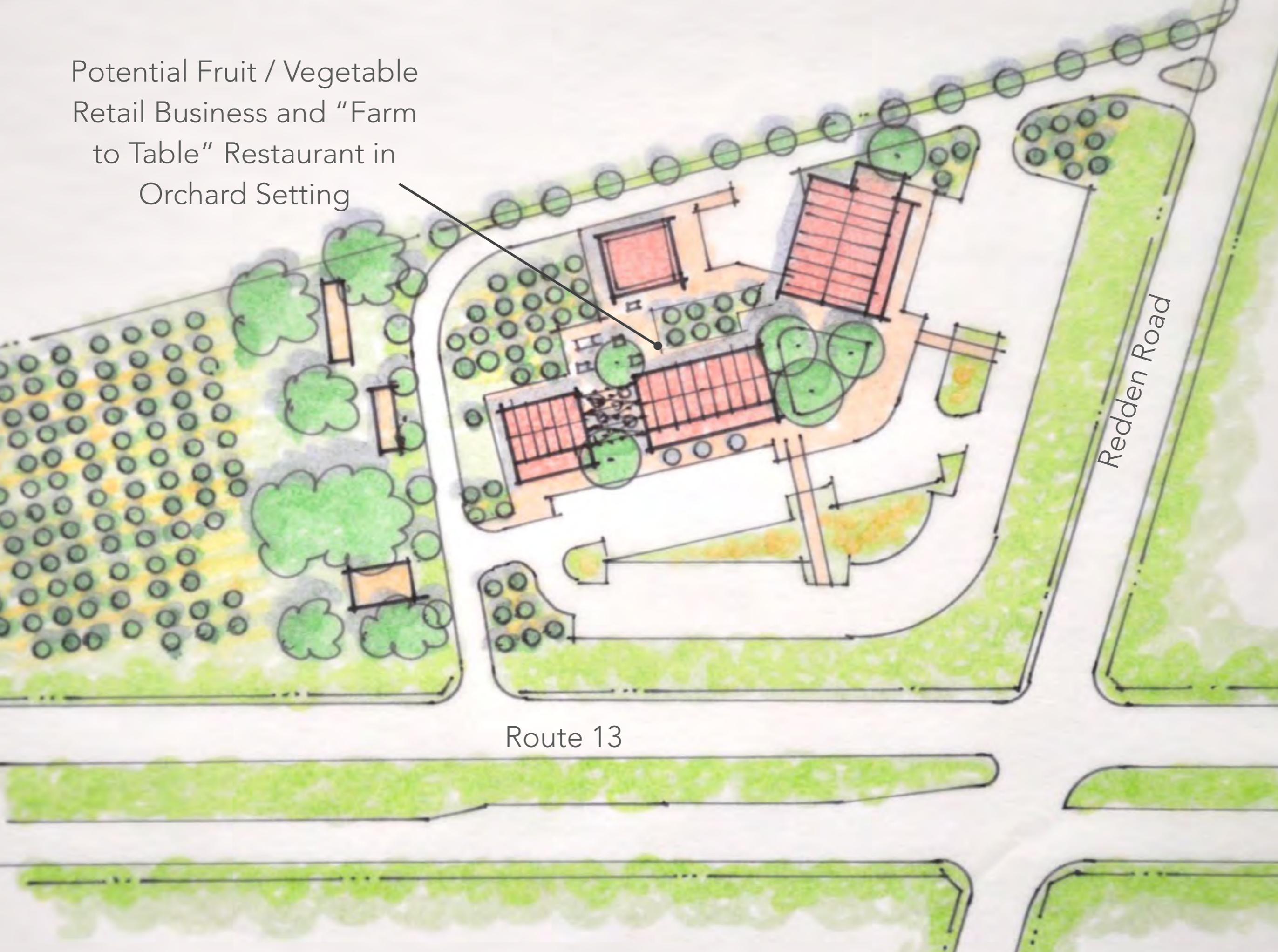
Route 13

Redden Road



Typical Delaware Farmstead
Development Pattern

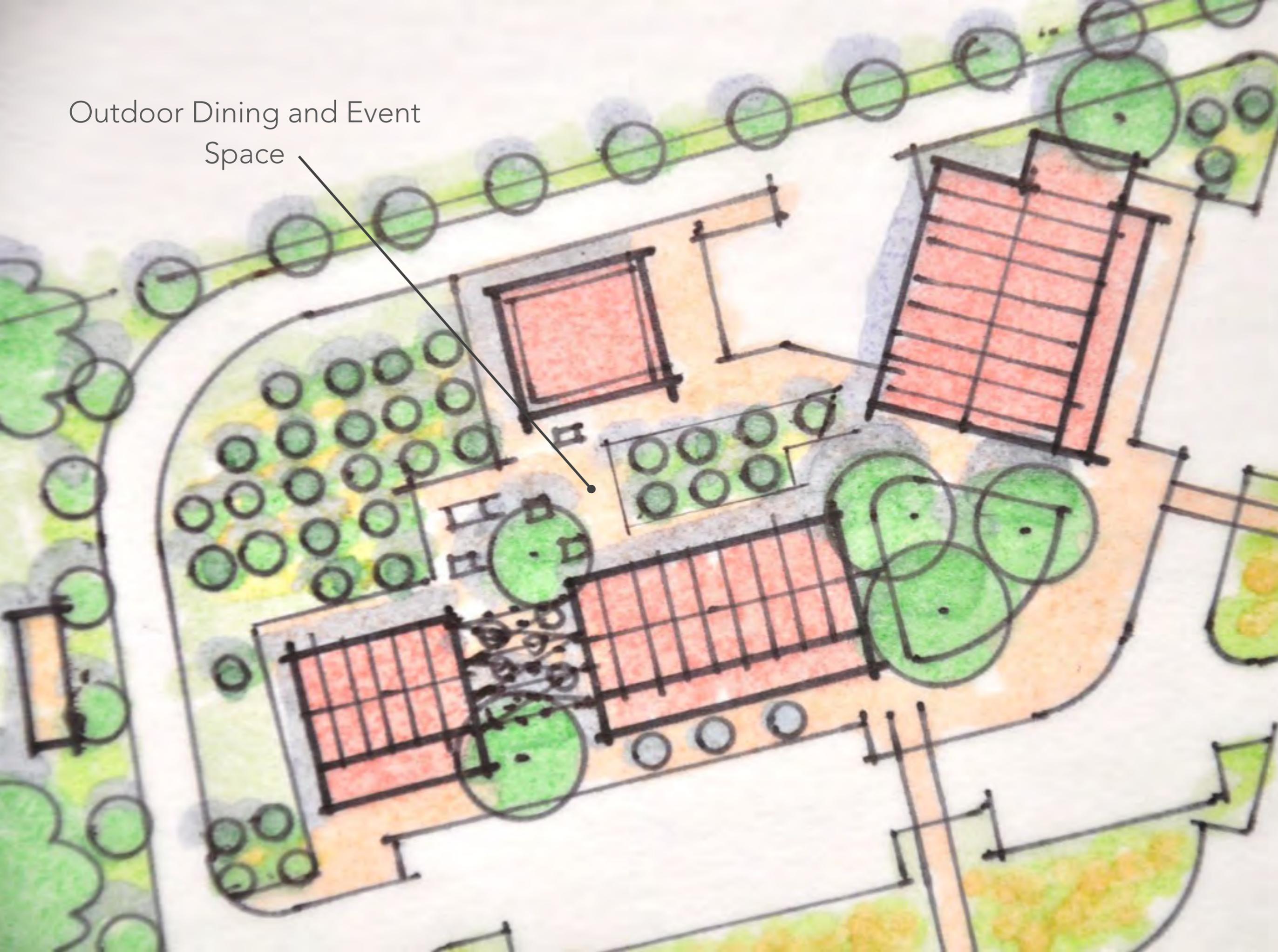
Potential Fruit / Vegetable
Retail Business and "Farm
to Table" Restaurant in
Orchard Setting



Route 13

Redden Road

Outdoor Dining and Event
Space











PROTECT YOUR RESOURCES

- Regulations
- Trees

Abandoned Buildings

★ Vacant Building Registry

How Can Municipalities Confront the Vacant Property Challenge?



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.

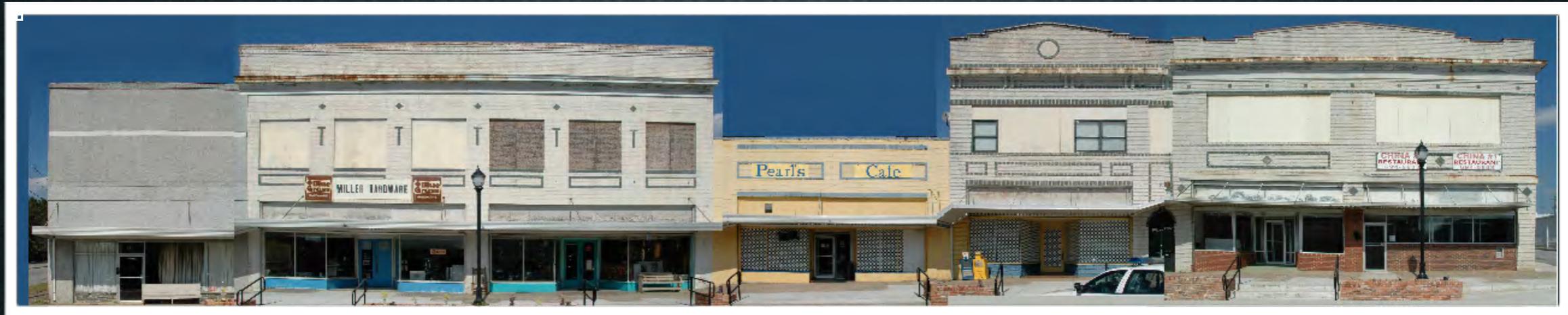
Defray costs

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

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.

Easement Tools

★ Facade Master Plan



Facade Master Plan



TREES- THROUGHOUT THE COMMUNITY

- Replacement Strategy
- Planting Program – Grants/Volunteers
- Emphasize Tall Canopy Trees
(Oaks, Maples, Elms, etc.)





IMMEDIATE POSSESSION
For Sale
Crystal 302-422-4264



This...



...not this



Opportunity
for additional
tree plantings



Heritage Shores: Good Model for
New Development – Commercial
and Residential