

STRENGTHS

Characteristics of the Town that give it an advantage.

1. Close to the beach
2. Major roadway
3. Growth of the Town
4. Real estate value & tax rate
5. New Town park (once it gets developed)
6. Low crime rate
7. Location – close to the beach yet far enough away to get some relief from seasonal congestion and provide affordable housing.
8. Commercial variety – large commercial stores, Giant, Weis, Petco, family owned businesses and small specialty shops all located within the Town.
9. Millville Medical Services, both current and future, and MVFD with EMS.
10. Size of the Town of Millville – small enough that local government is relevant and accessible.
11. Active volunteers
12. Lower rates of violent property crimes, safe neighborhoods and streets.
13. Successful public school.
14. Proximity to good quality health care.
15. Range of housing choices at reasonable price.
16. Low taxes
17. Close to beaches
18. Recreational opportunities/public parks/open space.
19. The Town park – specifically playgrounds, challenge course, community building, pickleball courts & pavilion (will be great for events)!
20. Ability for more annexation – there is land to the west & south that could annex into Town; however, there is a “tightrope walk” in not making Town too big.
21. The Town’s “small town charm” – we often hear from resident transplants how nice, quiet & quaint the Town is.
22. Close enough to beach, but not too close.
23. Low property tax – *very* attractive to potential buyers.
24. Low crime, cost-effective law enforcement/police coverage.
25. Friendly home town feel
26. Schools
27. Safe place to raise children/family
28. Location (including green space)
29. Events
30. Town staff
31. Gradual development
32. Location
33. Not over-populated
34. Current tax structure
35. Sussex County

36. Access to health care
37. Having money in the bank
38. 4 miles from beach, always looking for future annexation
39. Residents that are moving into our town are well educated, involved in politics, or have a lot of talent that could help the town
40. Millville will be getting a town park, starting sometime this year
41. Millville has its own town government, also its own building regulations, codes
42. Majority of town residents have water, sewage infrastructure availability
43. Beebe Emergency Room
44. Small town feel, very homey, friendly people, off main highway
45. Local fire department/Town Manager excellent, Mayor & Town Council very good
46. Close to beach, close to hospitals
47. Available land to enhance resident's lifestyles
48. Town is well run and seems to be in good financial condition
49. Own fire department
50. Close to beach
51. Beebe Medical Center is really needed to accommodate the growing population. Beebe will also attract additional specialty medical facilities which we currently lack in this area.
52. Millville has an excellent fire department and EMS.
53. Property taxes are low.
54. Close to the beaches.
55. Town has high standards/codes that keep property values up.
56. Variety of local businesses.

WEAKNESSES

Characteristics of the Town that place it at a disadvantage.

1. No transportation to the beach (trolley)
2. No Town "center" where people can meet and walk – need to drive everywhere
3. Lack of good restaurants and other retail services – no social or cultural amenities
4. Need better "entering/exiting" Millville town signs throughout town (no one knows where the borders are!). Maybe a public/business partnership would work.
5. Infrastructure improvements not keeping up with residential growth.
6. Town Elections. Too many years with no true elections due to number of candidates being equal to number of vacancies.
7. Small size of local government, results in only 2 or 3 people making decisions due to recusals citing conflicts of interest.
8. Location: being a main thoroughfare to Bethany Beach. Route 26 splitting the Town.
9. The Town will have a finite tax base when Developments are completed. It will be hard in the future to provide services without tax increases.
10. Character of the Town needs to be stronger and more evident to residents and non residents, especially along Route 26.
11. Summer traffic

12. No police department
13. No public works
14. We do not have a movie theater
15. Retail choices
16. No public works department – this will certainly come as a disadvantage once the park is up and running.
17. No “town center” with store fronts, but not much can be done at this point.
18. No “unifying center” – hopefully, the park’s community building will provide a place for community to come together for fun events/programs.
19. No beach shuttle service for public.
20. No sidewalks leading to park.
21. Size
22. Property crime
23. Shopping (mall) location
24. House maintenance
25. People from out of state
26. Congestion
27. Need for more Town sponsored services (police, public works, roads)
28. Changing to meet expectations of others
29. No police department but as population grows we have to look into it
30. We need more commercial building: stores, restaurants
31. Should look into a recreation department
32. More say about our boundaries with County
33. More power to remove unsightly sites
34. As the Town grows, we will need a police presence other than renting State Police
35. Buildings on Rt. 26 need a facelift
36. Should we consider help for Mr. Evans – part time/overtime/other
37. Need bus transportation to all communities
38. Summer traffic
39. Roads – heavy traffic in summer.
40. No town police department. With full time residents increasing a police force will be needed soon.
41. Internet/cable is not available in all communities. Mediacom is the WORST!

OPPORTUNITIES

Elements that the Town could use to its advantage.

1. Increase in housing/population
2. Workshops to attract new business
3. When the new park has been completed, it should be used for social/holiday events, festivals, etc.
4. When new businesses are approved, part of the approval process should include infrastructure improvements.
5. Small Town so could work more closely with Developers to incorporate Town vision and preservation goals. Consider adopting Developer Standards (similar to the Unified Development Code of New Castle County).

6. Increase in new residents broadens the skill sets available to the Town through use of committees and volunteerism.
7. Partnerships with neighboring Towns to enhance cultural resources preservation and other opportunities.
8. The new Town Park could provide opportunities for residents to come together as Millville residents vs. individual Development residents.
9. Since much of the Town is under development, there is an opportunity to “make a statement” on natural resource preservation. We could be the example other Towns follow!
10. Small town feeling
11. We should have more cultural arts center
12. Putting more annual events.
13. Public transportation.
14. Grants, state-funded (USDA federal Community Facilities Grant) – monitor for grants ranging from trees/plants to construction.
15. Beautification of Town park and/or Town Hall – Town Hall looks great in spring/summer with flowers, trees; should do the same with park.
16. More space for possible annexation.
17. Try and restart the farmer’s market (hopefully when park is up and running).
18. Maybe look into a central water/sewer system.
19. Park
20. Location in relationship to events/resort activities
21. Planning for future
22. Learning from others
23. Location
24. With Beebe coming down, jobs will open. Also more doctors in the area
25. More commercial businesses, more jobs, shopping, and dinner. Keeping money in town.
26. Municipal transportation or shuttle service to beach, shopping, doctors appointments, etc.
27. Low taxes
28. Keep a good working relationship with bordering towns
29. Open space
30. Clean up Rt. 26
31. Shuttle bus (from park to all of Millville) summer hot spots
32. New park sooner?
33. Monthly entertainment in new park
34. Park events: outdoor movie night, health fairs for seniors, street/block party, community yard sale, sporting competitions (similar to the Olympics), car show with oldies music, “meet your local merchants” event (only local businesses participate).
35. Festivals: BBQ competition, food festivals in conjunction with area restaurants, arts/crafts festivals in addition to our Holiday Market, beer/wine festivals, music festivals (bluegrass/jazz/oldies, etc.), festival geared to children.

THREATS

Elements that could cause trouble for the Town.

1. Additional traffic will necessitate more traffic signals on Route 26 (Windmill & Rt. 26).
2. Town rental policies? With the proximity to the each, bad rentals could be an issue.
3. Illegal dumping is starting and should be addressed before it gets out of hand.

4. New businesses need to be attracted in order to keep low tax rate.
5. Over Development could result with in high density housing areas and more housing units with little open space, which impact natural resources.
6. A small Town equals a small voice in issues facing the County and State.
7. Route 26 growth and development could overwhelm the desired “small Town heritage and character” as stated in the Comprehensive Plan goals.
8. As the Town grows the opportunities for crime, traffic, and wildlife issues increase.
9. A downturn in the economy resulting in Developers not completing planned communities.
10. Total number of jobs per capita
11. Changes in retailing, some existing shopping centers struggle.
12. Traffic flow on Rt. 26 as well as to park (including foot/walking/pedestrian traffic).
13. Too much growth – can lead to overcrowdedness.
14. While a police force sounds good on its face, it would cause a massive, drastic surge in increasing taxes.
15. Not sufficient surveillance of park, no one to supervise park.
16. Crime – specifically with steady increase need for drugs.
17. Crime
18. Housing maintenance/abandoned homes/buildings
19. Over population
20. Drugs
21. Raising taxes and community services
22. Gridlock during summer season
23. Growing population – there will be more crime
24. Town has to look into hiring more employees in future
25. How does the town keep the roads clean
26. Big box retailers / traffic / crime
27. Expansion of Rt. 17
28. Apartment complex
29. Need full time police
30. Basketball courts
31. Many people during summer months
32. Work with Millville local businesses. Keep business license cost reasonable or those businesses that are located within the limits. There are also many business owners who have complained about signage limitations.