

Town of Millville COMPREHENSIVE PLAN



OCTOBER 2019







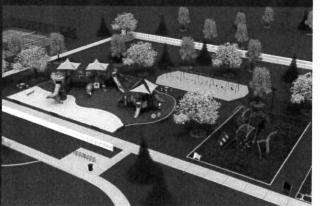


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This Comprehensive Plan was created over a 14-month period and involved the dedication of many people. Everyone listed served in some capacity, over time, to help create the document during the input, drafting, or final approval stage of the Plan.

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THE MOST INCREDIBLE THING WE'VE ENGINEERED IS OUR TEAM

Debbie Pfeil, Associate / Planning Manager

CHAPTER 1 | INTRODUCTION

AUTHORITY TO PLAN

Title 22, Section 702(a) of the *Delaware Code* assigns responsibility for comprehensive plan preparation to municipal planning commissions in order to "encourage the most appropriate uses of the physical and fiscal resources of the municipality and the coordination of municipal growth, development and infrastructure investment actions with those of other municipalities, counties and the State through a process of municipal comprehensive planning." Section 702(b) provides that:

"Comprehensive plan means a document in text and maps, containing at a minimum, a municipal development strategy setting forth the jurisdiction's position on population and housing growth within the jurisdiction, expansion of its boundaries, development of adjacent areas, redevelopment potential, community character, and the general uses of land within the community, and critical community development and infrastructure issues. The comprehensive planning process shall demonstrate coordination with other municipalities, the county and the State during plan preparation..."

Once adopted, comprehensive plans must be reviewed every five years as set forth in Section 702(e):

"At least every 5 years a municipality shall review its adopted comprehensive plan to determine if its provisions are still relevant given changing conditions in the municipality or in the surrounding areas. The adopted comprehensive plan shall be revised, updated and amended as necessary, and readopted at least every 10 years; provided, however, the municipality may request an extension of such date by forwarding an official request to the Cabinet Committee at least 90 days prior to the deadline."

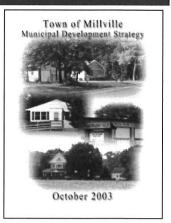
In addition, Section 702(g) requires that <u>annual</u> reports on plan progress be filed with the Office of State Planning Coordination (OSPC):

"...describing implementation of their comprehensive plan and identifying development issues, trends or conditions since the plan was last adopted or amended. The report shall be due annually no later than on each anniversary of the effective date of the most recently adopted comprehensive plan or plan update until January 1, 2012, and annually no later than July 1 each year thereafter starting on July 1, 2012."

COMPREHENSIVE PLAN HISTORY

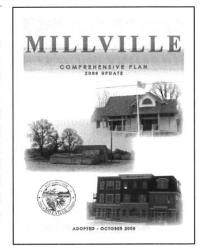
2003 MUNICIPAL DEVELOPMENT STRATEGY IMPLEMENTATION

Since the adoption of the 2003 Municipal Development Strategy, and its subsequent amendment in July 2004, the Town made significant progress addressing the critical issues identified in the Plan. Most notably, the Town established a Planning and Zoning Commission, reformed its Zoning and Subdivision Ordinances, and stimulated economic growth through annexations and development of new master planned communities.



2008 COMPREHENSIVE PLAN UPDATE

The 2008 Comprehensive Plan Update was developed by the Millville Comprehensive Plan Committee, with the assistance of URS Corporation, to guide the future growth of the Town of Millville. In general, the Plan updated the policies, goals, objectives, and strategies set forth in the Town's 2003 Plan. It focused on evaluating the Town's growth and development trends, updating changes to the current and future land use and annexations maps, and refining a path to diminish the impacts and optimize the opportunities associated with recent and foreseeable growth. The Plan identified emerging critical issues associated with new developments and recent annexations and further focused on implementing new services, infrastructure, and facilities to accommodate the significant growth. It also aimed to achieve the Strategies for State Policies and Spending and Livable Delaware initiatives.



The previous municipal development strategy was reviewed and assessed for areas requiring updates. This process focused on key objectives and priorities to accommodate foreseeable growth associated with recent annexations and plans in the development pipeline. The Town also developed community character, housing, infrastructure, and environmental protection strategies and updated its future land use plan to consider redevelopment opportunities, potential annexation areas, environmentally sensitive areas, transportation, water and wastewater systems, and community service issues and opportunities.

During the planning process, the planning consultant interviewed members of the Millville Planning and Zoning Commission to identify issues important to Commission members, identify issues important to various community sectors, and identify opportunities and challenges facing the Commission. In addition, the Town Manager and Mayor were interviewed to better understand the relationship between the Planning and Zoning Commission and other governing bodies. After the interviews, a public engagement strategy was developed that involved conducting public visioning forums and a community questionnaire.

According to the Office of State Planning Coordination's Preliminary Land Use Service (PLUS) Operations Dashboard, there have been no Comprehensive Plan amendments since the 2008 Plan's adoption. The Dashboard was last checked on December 19, 2018.

2019 COMPREHENSIVE PLAN UPDATE

Comprehensive plans are not meant to be static documents and should be reevaluated as local and regional conditions evolve. New data has become available since the 2008 Plan was completed, including new demographic information from the 2010 U.S. Census, demographic estimates from the annual releases of the American Community Survey, the 2018 population projections from the Delaware Population Consortium, and a variety of other plans, upgrades, and implementation items that have occurred or are underway.

The 2019 Comprehensive Plan Update has been designed for use by elected and appointed officials, Town government administration and staff, residents, businesses and developers, and others with an interest in the future of Millville. This Comprehensive Plan will be used to:

- Establish the vision for what Millville can achieve and aspires to achieve;
- Consolidate and coordinate in one comprehensive document the policies that relate to the Town's physical and economic growth and development for all Town departments;
- Guide decision-making and evaluation of zoning map and text amendments and discretionary development approvals;

- Coordinate capital investment by linking capital improvements to the Comprehensive Plan; and
- Identify short- to long-term strategic actions for the Town to undertake, which will be monitored annually to ensure implementation and accountability.

The intent of this Plan is to make it easy to read and accessible to all. Key issues are described with data to make the purpose of policies more apparent. Graphics, maps, photos, and charts are used to illustrate major points and improve text legibility.

As Millville's primary policy and planning document addressing the Town's physical development, the Comprehensive Plan is of particular interest to elected officials who must adopt it and fund its implementation, appointed officials who will use it as a guide for discretionary decisions, as well as Town departments that are charged with its implementation.

This Plan is also an important source of information and guidance to private sector parties involved in development. The Land Use Chapter and Future Land Use Map provide clear guidance on preferred classifications for particular properties, which will assist in the preparation of rezoning applications, site plans, and subdivisions. The Plan will help the private sector anticipate future public investment priorities. It will also bring more predictability to the zoning and development review and approval process for developers, property owners, and concerned citizens, alike.

Finally, the Comprehensive Plan is a resource for those who seek general information on how the Town may change, as well as those who want or need to understand how the Town plans to respond to particular issues and problems in the future.

The Comprehensive Plan's Future Land Use Map is incorporated as part of this document and provides the foundation for decisions regarding land use and zoning. It is supplemented by the Annexation Areas & Future Land Use Map, which provides a vision for the Town's future growth, and by the numerous other maps that appear throughout the rest of the Plan.

A submittal was made to the Delaware Office of State Planning Coordination for a Pre-Update review of the 2008 Comprehensive Plan, as well as seeking general direction for the comprehensive plan update. Several State agencies attended the Preliminary Land Use Service (PLUS) meeting on December 20, 2017 and official comments were received on January 22, 2018. These comments were considered when preparing the new plan and addressed throughout this Comprehensive Plan. Communication is ongoing with County and State agencies involved in the planning process.

The following document meets the requirements set forth in the Delaware Code for a comprehensive plan for a town with a population less than 2,000. It further updates the 2008 Comprehensive Plan to comply with new State initiatives and regulations for land use and comprehensive planning. Upon adoption, this Plan will serve as an informational document for the public and as a rational basis for Millville's land use decisions and policy.

This Plan is divided into twelve main chapters and an appendix: 1) Introduction; 2) Community Character; 3) Town & Community Services; 4) Population & Housing Profile; 5) Economic Development; 6) Transportation; 7) Utilities; 8) Environmental Protection; 9) Open Space & Recreation; 10) Historic & Cultural Resources; 11) Land Use; and 12) Implementation.

PUBLIC PARTICIPATION

Public participation is an important component in the planning process, as it plays a key role in understanding what the Town needs and desires. The opinions of residents, business owners and operators, property owners, employees, and visitors help to identify what the important issues are that need to be addressed and how the Town should develop in the future. The following participations methods were used during the process of creating this Plan:

- Comprehensive Plan Committee Meetings;
- SWOT Analysis;
- Community & Business Survey;

- Public Presentation (draft Plan); and
- Public Hearing.

COMPREHENSIVE PLAN COMMITTEE MEETINGS

The Town of Millville convened a five-member Comprehensive Plan Committee, comprised of two members of the Planning and Zoning Committee (the Town Manager and the Town Code & Building Official), the Mayor, a Town resident, and the Town Planner who also leads the planning team that serves as the professional consultant for this Comprehensive Plan. Over the course of the planning process, the Committee held the following working meetings.

MEETING NO. 1 | KICK-OFF

The kick-off meeting was held on February 12, 2018 at the Town Hall. Committee members discussed the comprehensive plan project scope including plan elements and meeting outline, intergovernmental coordination, possible outreach initiatives, and next steps. Attendees were asked to complete a SWOT (strengths, weaknesses, opportunities, and threats) analysis, conduct interviews with local community organizations, and review and redline the current Comprehensive Plan for homework.

MEETING NO. 2 | DATA COLLECTION & SURVEY

The second Committee meeting focused on data and was held on April 9, 2018, also in the Town Hall. An update of the data collection process was given to the Committee. Committee members discussed the Community & Business Survey that had been completed during the 2008 Comprehensive Plan process and it was decided that those surveys would be updated and used for the current process as well.

MEETING NO. 3 | DATA REVEAL

The third Committee meeting was held on October 30, 2018, and was held jointly with the Town Council. The meeting focused on the data that had been collected including the SWOT analysis and Community & Business Surveys. An overview of the project's status was given in addition to an update on overall data collected. Consultants provided an overview of the Town's demographics and how they had changed, based on 2010 U.S. Census and 2012-2016 American Community Survey data. Additional information on the results of the SWOT analysis and surveys can be found in the SWOT Analysis and Community & Business Surveys section of this Chapter, while detailed responses can be found in the Appendix.



MEETING NO. 4 | LAND USE, GOALS & RECOMMENDATIONS

The fourth Committee meeting was held on December 18, 2018. At this meeting, an overview of the project's status was given in addition to an update on overall data collected. The responses to the SWOT analysis had been generalized to broader categories, which were presented to the Committee. The main topic of the meeting was an overview of the Town's land use. The Town Planner provided explanations of existing and future land use and what considerations should be taken into account when making land use decisions. It was also discussed how these impacted zoning decisions. Drafts of the Existing Land Use, Future Land Use, and Annexation Areas & Future Land Use maps were shared with the Committee. Members were also asked to review the 2008 Plan's visions, goals, and recommendations in preparation for the next phase of the project.

MEETING NO. 5 | DRAFT DOCUMENT PRESENTATION

On February 5, 2019, the Town Planning Consultant provided the Committee with copies of the Draft Plan for internal review and consideration. A presentation was given, providing an overview of the planning process, along with the document itself. The Committee members were asked to thoroughly review the draft document and develop questions or comments to review at the next meeting.

MEETING NO. 6 | DRAFT DOCUMENT REVIEW & DISCUSSION

The Committee's last meeting was held on February 26, 2019 in order to discuss the Draft Plan. Committee members' comments and questions were reviewed and additional information was provided to the Town Planner as to how the Plan should be updated. The Committee made a recommendation that the Plan should be submitted to the Office of State Planning Coordination for PLUS Review as well as to the Town Council for public hearing, once requested changes were addressed.

SWOT ANALYSIS

The SWOT Analysis is an anonymous exercise that provides honest, individual perspectives regarding the Town's strengths, weaknesses, opportunities, and threats. The benefits of a SWOT analysis are that it provides learning and knowledge critical to the Town's vitality and prosperity. It assists in obtaining localized, individual input that is released collectively from more of an internal perspective. A SWOT analysis was assigned as homework at the Committee's kick-off meeting, held on February 12, 2018. Analyses were requested from members of the Committee, other Boards and Commissions, Town Council, and Town Staff. Ten responses were received. This information was used to help determine key issues, which were further used to develop the goals and strategies found throughout this document. Responses from the SWOT analysis can be found in the Appendix.



COMMUNITY & BUSINESS SURVEYS

In May 2018, the Committee and Planning Consultants developed an online survey to gauge community opinion and encourage public discussion. The survey was developed using a logic model — depending on given responses, the respondent would be given a set of questions geared toward either a resident or business owner/operator. The online survey ran from May 1, 2018 through August 15, 2018. Information about the survey was mailed with each tax bill and homeowners' associations were emailed about its availability. Committee members were encouraged to promote the survey to friends, family, and other resource groups.



The purpose of the surveys was to collect information on a variety of issues including growth and land use, housing, commercial and industrial uses, town character, transportation, city resources and services, utilities, business atmosphere, and business development. A total of 456 responses were received. 452 respondents identified themselves as a resident, residential property owner, or visitor, while four respondents identified themselves as a business owner or operator, employee, or commercial property owner.

The community survey, intended for residents, landowners, and visitors, focused on the following areas:

- Nature of Millville residency;
- Where development should be encouraged;
- Thoughts on various housing types;
- Thoughts on various commercial types;
- Thoughts on various industrial types;

- Ways the Town should be promoted;
- Alternative transportation methods;
- · Desires for additional services; and
- Desires for water/sewer connectivity.

The business survey, intended for business owners, employees, and property owners, focused on the following areas:

- · Respondent's general business information;
- Satisfaction with the business atmosphere;
- Features of the Town's website;
- Ways to improve business;

- Ways the Town should be promoted;
- Thoughts on various commercial types;
- Thoughts on various industrial types; and
- Desires for additional services.

Nearly 70% of those taking the survey were over the age of 60 and close to 63% noted that they were retired. For those taking the community survey, 69% reported that they were permanent residents of the Town and, of those, nearly 85% had been permanent residents for five or fewer years. 26% of community survey respondents reported being seasonal residents and, of those, nearly 76% had been seasonal residents for five or fewer years. Close to 77% of seasonal residents reported that they planned to become permanent residents of the Town, 60% of those planning to do so within the next five years, and 28% in the next six to ten years. Only 4% of community survey respondents reported being non-resident landowners, with 62% of those being landowners for five or fewer years and close to 31% for ten or more years. Only 20% of those landowners reported that they planned to develop their land and all of those thought they would do so within the next five years. 6% of respondents noted that they work within the Town.

Paper copies of the survey were made available to those who did not wish to take the online survey. Copies of both the community and business survey instruments, as well as the combined survey results, can be found in the Appendix.





SUSSEX COUNTY COORDINATION

The Town met with the Sussex County Engineering Department on January 25, 2019 to discuss the wastewater services provided by the County and discussions were held regarding the tier system map in the recently adopted County Comprehensive Plan. The Town contacted the Sussex County Planning and Zoning Department to coordinate the preferred review method and process for input prior to submitting the Plan to the State for review. It was determined by both Departments that submitting the draft Plan for review prior to submission to the State would be the preferred method. The Town of Millville submitted the draft Plan to the Sussex County Engineering Department and Planning and Zoning Department for review and input on March 1, 2019. County comments were received on March 19, 2019 and incorporated into the Plan.

MUNICIPAL COORDINATION

The Town of Ocean View and the Town of Millville boundaries touch each other and the continuation of intergovernmental coordination is key to successful growth between two municipalities. Millville provided the Town of Ocean View an opportunity to review the draft plan and provide comments for the Town's consideration to the Final Plan. An electronic copy of the draft Comprehensive Plan was provided to the Town of Ocean View on March 20, 2019 for comments prior to April 16, 2019. The Town received an acknowledgement email response; however, no comments were received from the Town of Ocean View.

PLUS REVIEW

After incorporating initial feedback and gaining recommendation from the Comprehensive Plan Committee and Town Council, an application was submitted to the Office of State Planning Coordination (OSPC) for distribution and comment of the Town's Plan through the Preliminary Land Use Service (PLUS) process prior to the April 1, 2019 monthly deadline. The PLUS meeting was held on April 24, 2019 and verbal comments were received at the meeting. Formal written comments were received on May 22, 2019. The Town provided written responses to OSPC regarding comments on October 3, 2019, after incorporating updates to the Plan. The PLUS comments and Town responses can be found in the Appendix. Comments and responses were included in information presented at the Public Hearing.

DRAFT PLAN RELEASE

The Draft Comprehensive Plan was released on April 9, 2019 to the Public for comments. The Town promoted and encouraged comments and recommendation from the public through the local newspaper, Town website, newsletter and announcements at each meeting prior to the Public Hearing. This release served as the beginning of the public comment period while the Town obtains comments from the State agencies.

PUBLIC HEARING & PLAN ADOPTION

The Public Hearing on Millville's 2019 Comprehensive Plan Update was held on June 11, 2019 and public comments were received from April 9, 2019 through the close of the Public Hearing. Proper meeting notification and advertisement was achieved in advance of the meeting. All public comments received during this period can be found in the Appendix, with information on how they were addressed noted accordingly. KCI provided a list of comments received in advance of the public hearing and recommendations for consideration. The Town Council recommended approval of the responses and authorized the written comment response submittal to OSPC.

The Town's responses to the State Agency PLUS review 2019-04-06 comment letter was submitted to OSPC on October 3, 2019 for consideration with the appropriate changes to the Comprehensive Plan. On October 15, 2019 The

At the Millville Town Council Meeting held on October 8, 2019, the Town Council approved the Comprehensive Plan Update through Ordinance #20-04, the motion during the meeting was contingent upon receiving approval from the State of Delaware. A copy of this Ordinance can be found in the Appendix. The Plan is currently awaiting certification by the Governor.

INTERGOVERNMENTAL COORDINATION

Intergovernmental coordination is essential to accomplish the goals identified through the planning process. The coordination of planning and other activities with those of Ocean View, Sussex County, and the State of Delaware will have a direct impact on the well-being and quality of life for all residents living in or near Millville.

COORDINATION WITH STATE AGENCIES

The State of Delaware provides a variety of services and guidance to Millville. The Town works toward following State guidelines and ensures that planning efforts are aligned with Delaware initiatives, policies, and regulations. The following are high level examples of coordination efforts between the Town and State agencies:

- OSPC The Town coordinates with the Office of State Planning Coordination to make certain that its planning decisions are in accordance with the Delaware Code.
- DelDOT The Delaware Department of Transportation controls roadways in Millville; thus, the Town must coordinate on all future points of egress. In addition, all future expansions and improvements in DelDOT rights-of-way must be similarly coordinated.
- DSP The Town also coordinates with the Delaware State Police to provide Millville with police protection.

In addition to the agencies listed above, the following have a particularly important influence on the Town's policy formulation and decision-making: Department of Natural Resources and Environmental Control (DNREC), State Housing Authority (DSHA), Department of Agriculture, and State Historic Preservation Office (SHPO).

COORDINATION WITH SUSSEX COUNTY, MUNICIPALITIES, AND THE INDIAN RIVER SCHOOL DISTRICT

Millville strives to have a strong working relationship with Sussex County. The decisions that Millville makes about zoning, annexation, development applications, utility services, and related topics directly affect nearby unincorporated areas under County jurisdiction. Similarly, many County level policies regarding these same types of issues affect Millville's planning decisions. The Town considered the newly adopted Sussex County Comprehensive Plan, annexation intentions, and utility service policies of the County in developing this document. The Plan aligns with the County's Future Land Use Plan by directing development to the Town where development can be provided with community services. The County also provides the Town with wastewater service. The Town coordinates with the Sussex County Engineering Department to ensure that proposed future development will not have an adverse effect on the capacity to serve the Town.

Changes within adjacent communities and decisions made by other municipalities also affect the quality of life within the Town. The Town recognizes that it does not exist in isolation, but is part of a larger region. Millville is a member of the Sussex County Association of Towns (SCAT), providing them the opportunity to facilitate discussions with the County and other municipalities to coordinate planning efforts. Additionally, Millville is a member of the Delaware League of Local Governments (DLLG), which provides the Town with a statewide collaborative forum. These organizations provide a chance for the Town to take a more social approach to coordinate efforts with other municipalities.

The true test of Millville's coordination efforts happens on a daily basis with the adjacent Town of Ocean View and the beach resort of Bethany Beach. Working with Ocean View on land development issues, policies, and municipal services is essential to the development of Millville. The towns share a common boundary that at points becomes blurred. The Town's coordination efforts with Bethany Beach are less intensive on the land use side; however, more intensive on the municipal services. Millville coordinates with Bethany Beach to ensure adequate planning for the increased resort population during the peak seasons.

Millville also has a working relationship with the Indian River School District. The Town consults with the District in regard to future development and the potential impact on the District's future student population.

INTERGOVERNMENTAL COORDINATION RECOMMENDATIONS

Continual coordination on a number of issues between Millville and the State, County, and nearby municipalities would benefit all parties and help to further the implementation of the Town's goals. The following are some recommendations for intergovernmental coordination:

- 1-1 Work closely with other agencies, when appropriate, to implement the Town's vision for the future through mutually beneficial agreements.
- 1-2 Follow the Town's Annexation Areas & Future Land Use Plan in making capital investment decisions.
- 1-3 Continue to work with the County and Ocean View to ensure that development occurring within the area of concern is compatible with Millville's character.
- 1-4 Work with the State, County, Town of Ocean View, and property owners to address incorrect data regarding the municipal boundaries.
- 1-5 Coordinate with Sussex County and the Town of Ocean View regarding annexation and development proposals within the annexation area depicted on Map 6.
- 1-6 Continue to work at the Town and County level to expand the sewer system.
- 1-7 Work on an intergovernmental agreement for sewer expansion into the entire municipal boundary.
- 1-8 Continue the current relationship with the Delaware State Police.
- 1-9 Continue to work with DelDOT on issues related to Atlantic Avenue (Rt. 26) and other State roads in and around Millville.

VISION & GOALS

Town's mission statement: To ensure a sufficiently high quality of life for current and future residents; grow in a manner consistent with current Town values; protect the environmental quality of resources located within Millville and in the surrounding area; provide for and protect existing open space areas within the community; and target development in areas where services can be provided at the least cost and in the shortest time possible.

FUTURE LAND USE

Survey results show an agreement that the majority of development should occur within the current Town boundaries. There is a somewhat neutral feeling about annexing adjacent land in the future. Most community members understand that the Town needs to expand with more people wanting to move to this area; however,

many people do not believe that the Town should increase its growth area or population base. There is a strong desire to annex gaps and enclaves within the current boundary. There is a need to create more logical town borders to make Millville more definable. The balance between growth and the preservation of farmland open space was one of the main needs agreed upon by residents. The small town atmosphere is important to community members and needs to be taken into consideration when discussing the issue of future growth.

COMMUNITY CHARACTER & DESIGN

Currently there is little that distinguishes Millville from its neighboring towns, causing it to lose a little bit of identity. Improving the Atlantic Avenue streetscape is the first step to revitalizing the community's character. Combined with existing sidewalks along Atlantic Avenue, putting up banners and including street furniture would help bring additional personality and identity to the Town. Improving the landscaping along the streets would also add to overall beautification. Preserving community character and creating smaller focal points along Route 26 is important because it gives residents a real sense of community.

UTILITIES & SERVICES

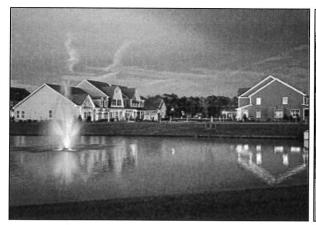
To support a growing community, there needs to be provision of adequate services and facilities. Currently, homes and businesses vary as to whether they are hooked up to central water and sewer or residents use well and septic systems. Converting all residents to a central water and sewer system would be the start to making necessary services accessible to all residents. Community members also think it is important to be able to provide a growing Town with other needed community services, such as trails and bikeways, a police force, parks and recreation, information technology support, and town trash pickup. Services that are more accessible make the overall Town function better and contribute to creating a more livable community.

TRANSPORTATION

Traffic continues to be a major problem concerning Town residents. The majority of congestion problems occur during the summer months with people driving through Millville to get to and from the beach. Several residents expressed an interest in a beach bus or trolley system, which could reduce some of the traffic congestion. Another issue with transportation is connectivity, more specifically for those walking around Town or riding their bikes. Placing sidewalks along Atlantic Avenue is a repeated request among community members, so they can have a safe place to walk.

CHAPTER 2 | COMMUNITY CHARACTER

A community's character is what makes a town a unique place. This chapter details some of the elements that define Millville's character and recommends approaches designed to protect and enhance those elements.





Pond at Bishops Landing

Millville by the Sea - Bridge on Sand Dollar Lake

LOCATION & HISTORY

The Town of Millville, incorporated in 1907, is located in eastern Sussex County, west of Bethany Beach and Ocean View, on Atlantic Avenue (Rt. 26). It shares its eastern border with the Town of Ocean View. It is part of the southeast Sussex County coastal area, which is also comprised of the Towns of Bethany Beach, South Bethany, Fenwick Island, and Ocean View. The area is known for its small town atmosphere and quiet way of life, contrasted with the larger resort towns of Rehoboth Beach, DE to the north and Ocean City, MD to the south. Map 1, Town Boundary, provides an aerial view of the Town and its current boundary.

Sussex County's relatively large size and geographic remoteness serves to create a sense of separate identity among its citizens. Until the early twentieth century, the County's many rivers and tidal estuaries, combined with the hundreds of smaller branches and streams that fed them, supported scores of waterpower grist and saw mills. In 1860, there were 130 millponds in Sussex County. It is reported that George F. Townsend owned property and a lumber mill on the north side of Route 26, west of the Railway Road. The Town took its name – Millville – from this mill.

As the population increased in the large metropolitan areas to the north, Sussex County became a major source of cash crops, which included melons, strawberries, apples, and peaches. At the turn of the century, Sussex County was the largest producer of strawberries in the world. In the 1930s, there was a gradual shift to the production of commercial poultry, corn, and soybeans, which could be converted to poultry feed. In fact, the 1987 Census of Agriculture reported by the Census Bureau documented Sussex County's position as the largest producer of poultry in the nation, with close to two million chickens produced annually.

Concurrently, the resort potential of Sussex County's 28 miles of ocean coastline received attention by residents of the nearby urban centers of Wilmington, Baltimore, Philadelphia, and Washington, D.C., along with those from New Jersey, New York, and Virginia. While the agricultural sections of the County supported an expanding poultry industry, the beach communities enjoyed a growing tourism economy. Tourism supported a sharp population increase in the coastal communities, which spread inland as land prices increased. These expanded population centers created demands for more urban services, such as roads and sidewalks, police and fire protection, water and sewers, environmental protection (especially watershed), and community planning.

In recent years, the Town's boundaries have expanded significantly with the annexation of lands for large-scale residential developments, fueling an increase in population already experienced within Millville's historic borders. Commercial development has increased to serve the Town's population, as well as the surrounding communities. This is Millville's challenge in the coming decade: balance the needs of a growing resort and retirement community while retaining its key amenity, small town charm.

PHYSICAL CONDITIONS & CLIMATE

The annual average temperature for the Town is 56°F. Temperatures in January average about 34°F and 77°F in July. The rainfall averages about 45.0" per year, with the most occurring in August. Snowfall averages about 12.6" annually, with the most occurring in January. Monthly average humidity is approximately 82%, highest in July. Annual average wind speed is approximately 13.9 mph.

Table 1. Monthly Weather Averages & Records

	Average Low	Average	Record Low	Record High	Average	Average
Month	(°F)	High (°F)	(°F) (Year)	(°F) (Year)	Precipitation	Snow
January	28°	45°	-11° (1982)	78° (1950)	4.01"	5.2"
February	30°	47°	0° (1979)	86° (1997)	3.22"	4.4"
March	36°	55°	9° (1950)	89° (1998)	4.45"	1.9"
April	44°	65°	18° (1982)	92° (1985)	3.54"	0.1"
May	54°	74°	32° (1966)	97° (1997)	3.91"	0"
June	63°	82°	40° (1967)	102° (1997)	3.15"	0"
July	68°	86°	47° (1952)	101° (1999)	4.19"	0"
August	67°	85°	47° (1986)	101° (1997)	5.34"	0"
September	62°	79°	37° (1950)	98° (1983)	3.77"	0"
October	50°	69°	26° (1966)	92° (1954)	3.42"	0"
November	41°	59°	16° (1955)	88° (1950)	3.33"	0.5"
December	33°	50°	0° (1958)	77° (1998)	3.67"	1.8"

Source: Intellicast (September 2018)

COMMUNITY DESIGN

Millville plans to maintain its small town atmosphere despite the rapid growth in coastal Sussex County. While small businesses and residences currently make up the majority of the Town's land uses, the Town has also experienced an influx of large-scale commercial development to serve the growing population and surrounding communities.

The challenge Millville faces is to balance the needs of a growing resort and retirement community while maintaining the character that has attracted so many of its residents to Town. To meet this challenge, placemaking and urban design measures are imperative to preserve small town character while creating a highly desirable, human-scaled, and pedestrian-oriented community. Millville plans to integrate new communities and businesses within the existing Town while preserving the quality of life for current residents. Moreover, Town citizens and officials recognize that well designed, maintained, and attractive streetscapes significantly contribute to a community's positive image.

The Town has established and adopted uniform streetscape standards for both site and building design for all development and redevelopment projects on Atlantic Avenue and Roxana Road (Rt. 17). In addition to promoting a unique community character, the Town hopes that the creation of these design standards and guidelines will assist in alleviating congestion concerns while helping to create safe pedestrian and bicycle networks. Objectives of the design standards and guidelines include:

Creating an environment that emphasizes buildings and landscaping, rather than parking and signs;

- Encouraging creative designs for sites and buildings;
- Allowing for infill development, sensitive to context;
- Supporting pedestrian movement and the use of transit and bicycles;
- Protecting and enhancing the environment for living and working;
- Supporting and stimulating business; and
- Promoting investment and occupancy in business and other properties.

The 2018 community survey revealed that the majority of residents would like to see the Town promoted as a bedroom beach community and a resort destination that provides live/work opportunities that, at the same time, meets retirees' needs. The majority of residents did not want to promote the Town as a retail and economic hub. The business survey revealed a strong desire for the Town to be a live/work, bedroom beach community, and resort destination; however, did not feel that the Town was appropriately suited to be a retail and economic hub or a retirement community.

GOALS & RECOMMENDATIONS

GOALS

- 2-1 | Maintain, preserve, and improve the unique small Town character.
- 2-2 | Create attractive building and site designs with enduring aesthetic appeal that are likely to evoke a positive and strong "sense of place" and feelings of pride in the community.
- 2-3 | Improve the business district located along Atlantic Avenue, while keeping the unique shops and services.
- 2-4 | Develop a vibrant and unique setting by encouraging the creative development and redevelopment of Atlantic Avenue.
- 2-5 | Foster inviting, pedestrian-friendly designs as one element of ensuring a lively and commercially viable shopping district.
- 2-6 | Create an overall community character that is unique from surrounding communities and the County by defining the Town's boundaries.

RECOMMENDATIONS

2-1 CONTINUE TO PURSUE THE ATLANTIC AVENUE/ROUTE 26 STREETSCAPE IMPROVEMENTS.

The Town should continue to pursue grant funding to implement the recommended improvements and amenities in the "Millville Atlantic Avenue Streetscape Improvements Pattern Book," dated April 2008. These improvements consist of shade trees, pedestrian-oriented lighting, and sidewalks connecting to all residential neighborhoods, among other amenities. Additional information on these streetscape improvements can be found in Chapter 6, Transportation.

2-2 ESTABLISH A GATEWAY FOR ATLANTIC AVENUE (ROUTE 26).

Encourage enhanced gateways along Atlantic Avenue on the east and west boundaries of Town. The gateways should serve to visually reinforce entry into Millville, to define the Town edges, and to calm and manage vehicular traffic entering Town in a safe and efficient manner. This can be achieved through access management, landscape and frontage improvements, signage and Town banners, and overall quality of site and building design in the area. The Town should coordinate ongoing gateway development with all annexation activities.

CHAPTER 3 | TOWN & COMMUNITY SERVICES

This chapter details the various services provided by the Town as well as services and resources provided to Town residents, businesses, and visitors by other entities.

TOWN GOVERNMENT

The government of the Town and the exercise of the powers conferred by the Charter are vested in the Town Council. The Council is composed of five members, each serving two-year terms. During the Annual Meeting, the Town Council elects a Mayor, Deputy Mayor, Secretary, and Treasurer. All of the Town's monthly meetings are held at Town Hall. The Town Council meetings are held on the second Tuesday of every month at 7:00 p.m. and the Town's Workshop meetings are held on the fourth Tuesday of every month at 7:00 p.m. Additional information about the Town can be found at https://millville.delaware.gov.



In addition to the Town Council, there are a number of other boards and commissions that are responsible for fulfilling the governing functions of the Town:

- Annexation Committee
- · Board of Adjustment
- Parks & Recreation Committee

- Planning & Zoning Commission
- Comprehensive Plan Committee

ADMINISTRATION

The Town Hall is located at 36404 Club House Road, at the corner of Club House Road and Atlantic Avenue. The Town employs a full-time Town Manager, Town Clerk, Finance Director, and part-time Finance Assistant. The Town also employs a Code & Building Official as well as Code & Building Administrator who handle code enforcement and building inspections.

The current Town Hall provides adequate meeting space and office space for the current staff; however, with current growth trends, the Town anticipates the need to hire additional employees.



PUBLIC SAFETY & HEALTH

Police, fire, and emergency medical services are available in the Town, as well as a variety of health services. Additional information can be found in the sections below.

POLICE

The Town does not have a municipal police force at this time; however, they currently contract with the Delaware State Police for patrols and special events. The closest station is located in Georgetown, DE. For all non-emergency calls, Troop 4 in Georgetown can be reached at (302) 856-5850. The Ocean View Police Department responds to high priority calls when the State Police are not readily available.

In the community survey, many residents expressed the need for a town police force as a high priority. With additional Town growth, criminal activity may increase and the need for a full-time police force will be a necessity. To assist with policing needs, the Town places 10% of transfer taxes received each quarter into a police fund.

In addition, future developments in Town and the increase in the summer population will have significant impacts on the roadways through Town, specifically Roxana Road (Route 17) and Atlantic Avenue (Route 26). Speed enforcement and traffic control for public safety on these roads may possibly be a major responsibility of the future police department. To ensure adequate police service in Town, Millville should continue to cooperate with State Police until the point when they are able to provide their own additional full-time officers.

The Town should also consider contacting the Delaware Criminal Justice Council to inquire about eligibility for the local law enforcement block grant program. The program allocates State funding to local governments for the purposes of reducing crime and improving public safety. The Town should further contact local police departments for assistance when determining the public safety needs based on projected population figures.

FIRE SERVICE

Fire service is provided by the Millville Volunteer Fire Company (MVFC), which operates out of two fire stations. Station 1 is located at 35554 Atlantic Avenue in Millville and Station 2 is located at 34237 Omar Road in Frankford. MVFC has 135 members and serves Millville, Ocean View, and Clarksville. The mission of MVFC is to provide quality and efficient fire, rescue, emergency medical, and other emergency services to the citizens of the Millville Fire District and its surrounding communities. MVFC currently has 13 apparatus that cover a 38 square mile district.



The first recorded account of fire protection for the Town dates to 1922 when the Town purchased a chemical wagon. In April 1936, a meeting was held with the intent of establishing a fire company for the Town including the election and appointment of officers. The company purchased a motorized fire truck to better serve the Town. The local church was enlisted to alert volunteers in the event of an emergency: the church bell was rung for two minutes to alert firefighters and the engine would wait for three additional minutes before responding to the scene. In 1937, the first siren was purchased and mounted. In 1939, the Company incorporated and a lot was purchased for expansion and construction of a firehouse. In 1941, membership reached 50 volunteers and an additional tank wagon was purchased. 1942 saw the installation of the Company's first telephone and an additional apparatus was purchased in 1945 (auto car with 1,000-gallon water tank) and 1956 (rescue wagon).

Ambulance service began in 1961 and the Dive Team began in 1970. Two additional sirens were purchased for Clarksville and Ocean View in 1972. In 1984, groundbreaking of the current station began with construction being completed in just over a year.

DIVE TEAM

The MVFC Dive Team is comprised of 18 members who have completed various certification levels in SCUBA diving. The team responds to water-related emergencies including drownings, vessels in distress, and boating accidents. The Dive Team has been protecting the lower East Coast of Sussex County since 1970 and has assisted agencies throughout Sussex County and into Maryland.

Additional information on MVFC can be found on their website at http://millville84.com.

EMERGENCY MEDICAL SERVICE

MVFC provides emergency medical services for the communities of Millville, Ocean View, Clarksville, and other unincorporated areas and developments within their fire district. They operate a fleet of three ambulances and possess a retired ambulance in mint condition. MVFC is staffed by 14 full-time EMT/firefighters, a full-time EMS Chief, a full-time administrative assistant, and numerous dedicated volunteers. Emergency medical service is assisted by Sussex County Paramedics, Delaware State Police Aviation, Maryland State Police Aviation, and various municipal agencies. Patients are usually transported to one of four facilities including Beebe Medical Center in Lewes; Peninsula Regional Medical Center in Salisbury, MD; Atlantic General Hospital in Berlin, MD; or the Beebe Emergency Center in Millville. With the exception of the Beebe Emergency Center, the other facilities are at least 15 miles from Millville and are only accessed by the State's busiest corridors. In addition to providing emergency fire and EMS services, MVFC also provides CPR, blood pressure monitoring, and smoke detector check programs throughout the year. Fire prevention events are also held in conjunction with various schools and community groups. MVFC also holds a number of fundraisers throughout the year to support their operations. Fire/EMS used a voluntary fee support system to augment their funding. In 2018, the Town instituted a small Ambulance Fee to support EMS services for residents.

HEALTHCARE

Millville is home to several private businesses dedicated to serving the community's health care needs:

- Aquacare 38069 Town Center Dr.
- Beebe Walk-In Care 32550 Doc's Place Ext.
- Coastal Kid Watch Pediatrics 32566 Doc's Pl.
- My Eye Doctor 35786 Atlantic Ave. Unit 1
- Peninsula Cardiology Assoc. 35141 Atlantic Ave.
- Quest Diagnostics 38025 Town Center Dr.

Beebe Healthcare has received approval for a South Coastal Campus Emergency Department and Tunnel Cancer Center, comprised of a 24-bed emergency center and outpatient cancer-treatment facility. The facility is to be located on Route 17 with construction anticipated to be complete in 2020.

There are six hospitals within a 30-mile distance of Millville, each offering a variety of services. General information on each hospital can be found in Table 2. This information should *not* be relied on in the case of a medical emergency. Always call 9-1-1 in the case of an emergency. Always call the hospital to confirm its location, hours of operation, and services before traveling to the hospital.

General information on each hospital can be found in Table 2. This information should *not* be relied on in the case of a medical emergency. Always call 9-1-1 in the case of an emergency. Always call ahead of time to confirm its location, hours of operation, and services before traveling to the hospital.

Table 2. Hospitals within 30 Miles of Millville

Table 2. Hospitals within 30 Miles o	f Millville					
Hospital	Atlantic General Hospital	Beebe Medical Center	Deer's Head Hospital Center	Healthsouth Chesapeake Rehab	Nanticoke Memorial Hospital	Peninsula Regional Hospital System
Location	Berlin, MD	Lewes, DE	Salisbury, MD	Salisbury, MD	Seaford, DE	Salisbury, MD
Distance (miles)	15.39	15.38	29.71	26.11	26.82	28.80
Number of Beds	51	205	90	42	234	390
Type ¹	NG; NFP	NG; NFP	G; NF	10	NG; NFP	NG; NFP
Angioplasty		X			X	X
Breast Cancer Screening	Х	X			X	X
Cardiac Cath Lab		Х				X
Emergency Department	Х	X			Х	X
End of Life Svc: Hospice Program	X		Х		X	X
General Medical Surgical	X	Х			X	X
Geriatric Services	X	X	X			
HIV-AIDS Services		X	X			Х
Health Screenings	X	X	X		Х	X
Hemodialysis		X	X			X
Home Health Services		X				X
Lithotripsy		Х			Х	X
Medical Surgical Intensive Care	X	Х			X	X
Nutrition Programs	X	X	Х		X	X
Obstetrics		X			X	
Occupational Health	Х		Х		X	Х
Oncology		Х			X	X
Open Heart Surgery						X
Outpatient Care		Х	1			X
Outpatient Physical Rehab		X	Х		Х	X
Outpatient Surgery	X	X			X	X
Patient Education Center	X		X			
Pediatric Medical Surgical					X	X
Physical Rehabilitation			Х	Х		
Psychiatric Care			- 1	17.3		Х
Radiation Therapy		Х			Х	X
Reproductive Health						X
Sleep Center	X	Х			X	X
Support Groups	X	X	Х		X	X
Tobacco Treatment/Cessation	X				X	
Women's Health	X	Х				Х

1Type Codes: NFP (Not-for-Profit); NG (Nongovernment); G (Government); NF (Nonfederal); IO (Investor-Owned/For Profit) Source: U.S. Hospital Finder (September 2018), www.ushospitalfinder.com

EDUCATION

The Town is located within the Indian River School District, which is administered by the Indian River Board of Education. As of 2018, the District served 10,467 students with 16 schools covering more than 360 square miles of service area. The District has more than 700 teachers and 180 paraprofessionals. In addition to the public schools listed in Table 3, there are also a number of private or parochial schools within driving distance of the Town.

Table 3. Public Schools Serving Millville Students

			Fall Enrollment	
Grade Levels	School	Address	2016-17	2017-18
Primary (grades EC-5)	Lord Baltimore Elementary	120 Atlantic Avenue Ocean View	654	647
Primary (grades K-8)	Southern Delaware School of the Arts	27 Hosier Street Selbyville	459	469
Primary (grades 6-8)	Selbyville Middle	80 Bethany Road Selbyville	693	733
Secondary (grades 9-12)	Indian River High School	29772 Armory Road Dagsboro	942	939

Source: Indian River School District (September 2018)

The Town is in close contact with the Indian River School District to discuss how schools may be affected by possible future growth within the Town. One component that makes predicting the number of students in Town and attending schools in the future difficult is that many of the homes in the area are seasonal or retirement homes.

LORD BALTIMORE ELEMENTARY SCHOOL

Lord Baltimore Elementary School, located on Atlantic Avenue in Ocean View, is committed to providing students with the behavioral and academic skills needed to take pride in themselves and the community, accept challenges and set goals for today and the future, and develop their potential as students and working members of society through a partnership of students, parents, staff, and community working together to create excellence in education. The school is



Delaware's first public elementary school to be selected as a U.S. Department of Education National Blue Ribbon School of Excellence!

The school itself was constructed in 1932, remodeled in 1966, with subsequent additions and renovations completed in late 2007 including additional classrooms, expansion of classrooms, and updated heating systems. During the renovations, students were taken to the John M. Clayton High School, the former Indian River High School, in Frankford. District-wide renovations included upgrades to plumbing and electrical systems, the elimination of all outdoor trailers, additional safety features, roofing repairs, and compliance with ADA, fire, and building code regulations.

The motto at Lord Baltimore Elementary School is "Learning with Others-Believing in Ourselves!" The school puts children first as they work together to establish a growth mindset in order to prepare students for future academic

success and career readiness. Instructional programs and performance expectations are designed to encourage and motivate students to become independent learners. Programs at Lord Baltimore are designed to meet the diverse needs of all students. ExCEL is an academic enrichment program that promotes critical thinking through collaborative inquiry for qualifying fourth and fifth grade students. Accelerated Reader is a program that motivates students to increase fluency, comprehension, and achieve personal reading goals. Title One Nights give students and staff an opportunity to showcase curricular content while encouraging students to explore their hidden talents. These opportunities continue to foster the educational partnership between home and school.

Lord Baltimore's staff closely monitors student growth and performance through multiple measures such as Smarter Balance, STAR, DIBELS, and district assessments. This data drives instruction, as teachers are constantly fine tuning lesson design and learning activities to ensure alignment with the Delaware State Standards. Weekly Professional Learning Communities allow teachers to collaborate with colleagues to develop RTI groups, score assessments, and plan high quality instruction. Students will utilize the Benchmark Advance ELA curriculum as a vehicle to develop foundational reading skills such as decoding, fluency, and comprehension. These skills will allow students to become successful readers and literate members of society. The Bridges math curriculum encourages students to become mathematical thinkers and problem solvers through daily Number Corners and highly interactive works stations.

Website: http://irlbe.ss7.sharpschool.com/ Source: Indian River School District and State of Delaware

SELBYVILLE MIDDLE SCHOOL

Selbyville Middle School, located on Roxana Road in Selbyville, was constructed in 1995. This school educates students in grades 6 through 8. There are an average of 670 students in attendance each year. The school's mission is to effectively assist young adolescents in the transition from the elementary school to the high school. Students, parents, and staff of Selbyville



Middle School work cooperatively to provide a warm, safe learning environment that will encourage every child to develop the knowledge, skills, and attitudes to be successful in an ever-changing society.

Selbyville Middle School offers a unique learning experience for its students, building within each student 21st century skills while ensuring students are college and career ready. Students at Selbyville Middle are immersed in and work daily with technology through the blended learning model and an expanded computer literacy program. Selbyville Middle School students also work within the community, building and developing civic relationships through participation with the National Junior Honor Society. Parents are encouraged to participate in the school's PTO and to attend parent nights held at the school. Selbyville Middle School is proud to house a successful VEX Robotics Team that annually qualifies for regional, national, and world competitions. Finally, Selbyville Middle is proud of the fact that 30% of its students learn additional life lessons through their participation in the school's athletic program.

The school offers an expanded business program to its students. Students gain proficiency with keyboarding and word processing skills in 6th grade. In 7th grade, students gain proficiency with Microsoft Excel and personal finance in Exploring Business I. In 8th grade, students become proficient working with Chromebooks and Google Apps while enrolled in Exploring Business II. Selbyville Middle students work daily within a blended learning model through extensive incorporation of the learning management system Schoology. Students also have the ability to enroll in Honors courses and may participate in the Academic Challenge program at Del Tech.

Website: http://sdsa.irsd.net/

Source: Town of Selbyville, Indian River School District, and State of Delaware

SOUTHERN DELAWARE SCHOOL OF THE ARTS

The School of the Arts (SDSA), located on Hosier Street in Selbyville, is a K-8 magnet school. The mission is to facilitate student learning and achievement through the arts. SDSA students are creative and expressive. During their matriculation, they will experience studio art courses, which include drawing, painting, ceramics, and sculpture. The dance program teaches the art of dance



through creating, performing, and viewing other performers. Students learn a variety of styles including ballet, modern, jazz, and tap. In drama, students study character development, story enactment, improvisation, production, direction, and stage technology. The vocal and instrumental music programs teach basic music concepts and allow for inclusion in band, chorus, show choir, and rock band ensembles. Students experience a more concentrated emphasis on performance in grades 6-8 as they transition to major and minor art classes.

SDSA's mission is to "Promote student achievement by learning through the Arts". Students learn in their core academic classes through both traditional approaches and through arts integration in ELA, Math, Science, and Social Studies. This "Arts Integration" approach is used to address multiple learning modalities while using researched strategies. Through this approach, students are offered opportunities to extend and refine their thinking while also being offered individual differentiation. SDSA adheres to the Indian River School District's curriculum in all academic areas. This curriculum is aligned with Common Core State Standards. All teachers and administrators monitor and analyze student data through Professional Learning Communities. This data is used to drive instruction within the heterogeneous classrooms.

SDSA provides a unique learning opportunity for students by integrating the Arts to develop higher order thinking, creativity, and problem-solving skills and to connect to real-world experiences. This grade K-8 district magnet school accentuates both academics and artistic excellence and is the only school of its kind in Sussex County. The uniform code, positive school culture, and the desire to offer all students success through differentiation have all contributed to the school's success. Parental involvement has always been an integral part of the SDSA family. The school encourages parent participation in the very-active PTO, which helps to offset costs involved with updating technology, paying for field trips and programs, and classroom supplies.

Website: http://sm.irsd.net/

Source: Town of Selbyville, Indian River School District, and State of Delaware

INDIAN RIVER HIGH SCHOOL

The mission of Indian River High School (IRHS) is to provide a safe environment for academic excellence through fostering critical thinking skills that maximize individual potential and enable students to tackle the challenges of our dynamic global society. The IRHS vision statement, PRIDE (Preparing Responsible Individuals Dedicated to Excellence), guides all curricular and extracurricular decisions.



The expectation of excellence allows IRHS students to maintain high levels of academic growth and achievement