BEG, BORROW and STEAL!

Creative funding strategies for community redevelopment in Laurel, DE

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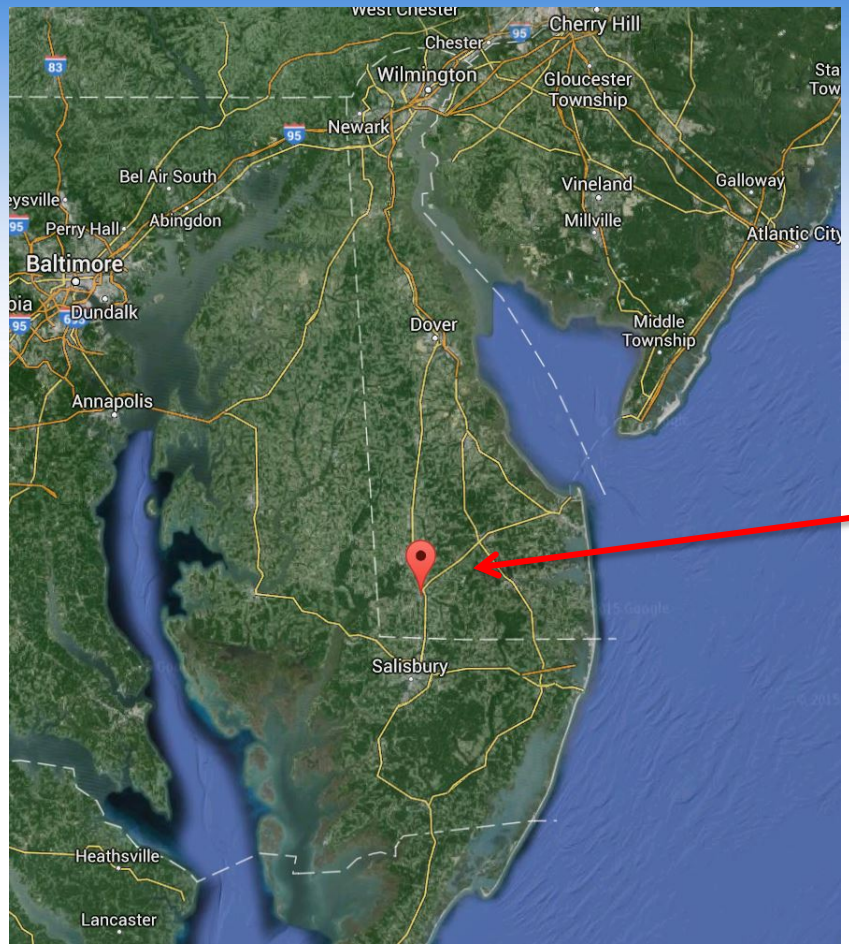
University of Delaware – Delaware Sea Grant
&
Brian Shannon
Laurel Redevelopment Corporation

HIGHLIGHTS

- Environmental Studies & Engineering
- Ramble Riverwalk and Tidewater Park
- Community Branding
- Affordable Housing



Laurel, Delaware

“HELP US BRING PEOPLE AND JOBS BACK TO DOWNTOWN LAUREL!”

Visioning Exercise

1. What riverwalks have you visited?
2. What did you like about them?
3. What didn't you like about them?
4. What elements might work in Laurel?
5. How do you see the Broad Creek waterfront 20 years from now?

Dr. Jules Bruck

Lorelly Solano

The Ramble:
A Plan for Waterfront Redevelopment
in Laurel, Delaware

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REVISIONS

	MM/DD/YY	REMARKS
1	09/18/2014	Overall conceptual design for entire Ramble including park to park connection, the Cottages at Laurel Mills, Governor's Park and Independence Playground and the Village Green.
2	../../....	–
3	../../....	–
4	../../....	–
5	../../....	–

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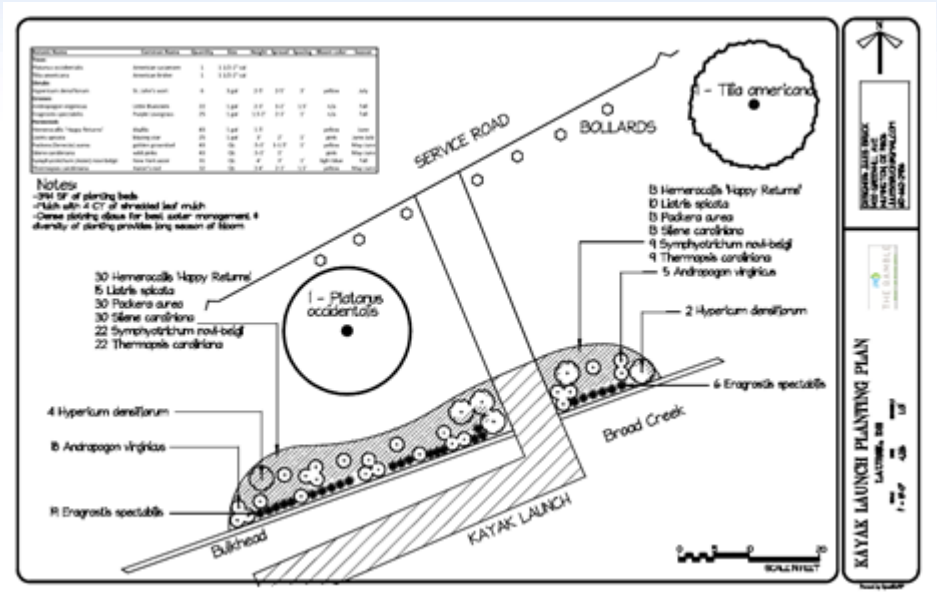
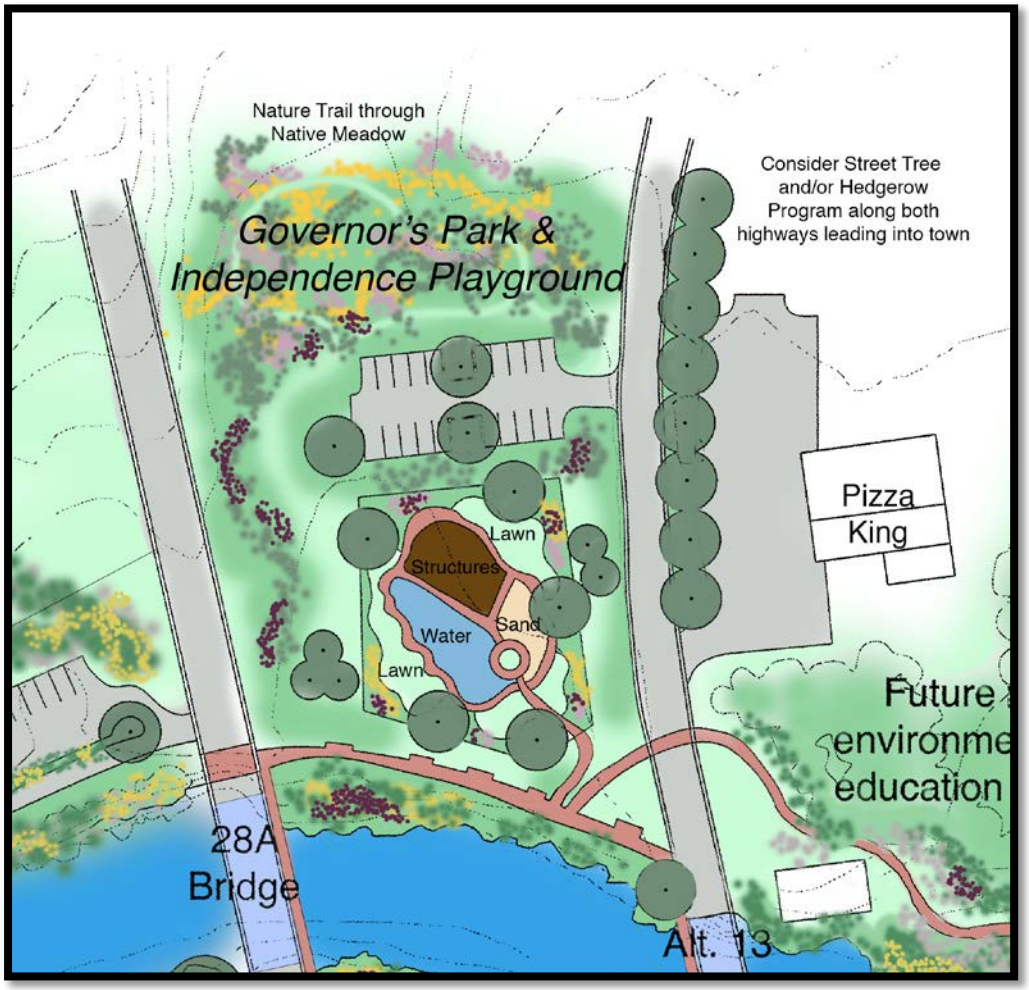
LRC LAUREL REDEVELOPMENT CORP.

Project	Source	Amount
Chesapeake Watershed Implementation Plan	DNREC (USEPA)	$42,500
Phase 1 Environmental	CTF	$18,858
Green infrastructure design	CTF	$31,355
Coastal Management Grant	DNREC & CTF	$58,145
Surface Water Management Planning Grant	DNREC & CTF	$74,067

ROTARY COMMUNITY KAYAK LAUNCH





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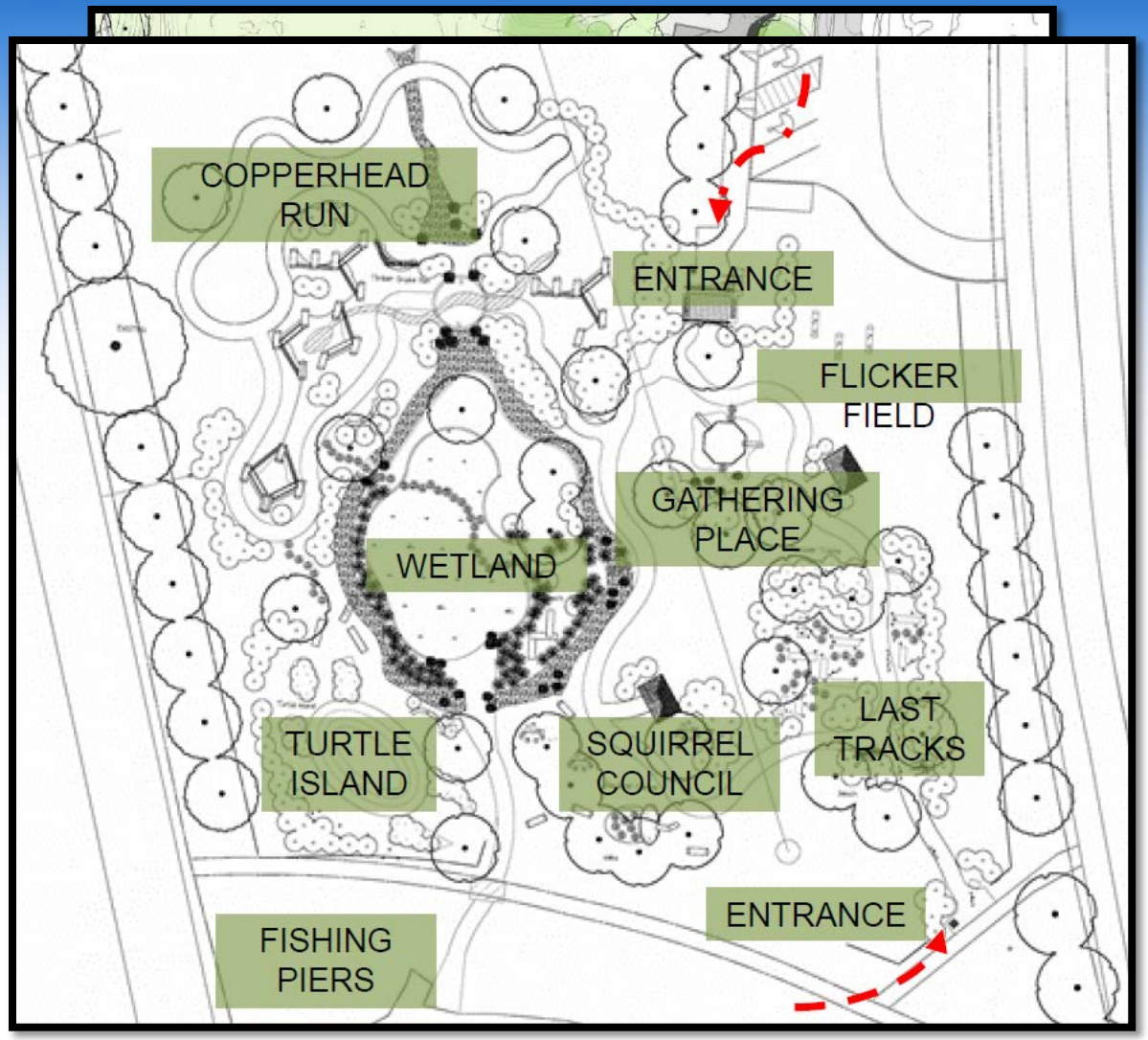
TIDEWATER PARK



THE LAST TRACK

Follow the last tracks to see what you can learn about the raccoon.

SQUIRREL
COUNCIL

Project	Source	Amount
Constructed Wetland & Bioswale	Community Water Quality Improvement Grant, CTF and Chesapeake Bay Implementation Grant	$211,160
Tidewater Park Construction Design	LRC	$80,000
Shrub and Tree Planting	Nanticoke Watershed Alliance	$15,000
Tidewater Park Walking Path	Greenways and Trails Council Grant and CTF	$32,000
Kayak Launch	Nanticoke Rotary Club	$10,000

LAUREL COMMUNITY IMAGING

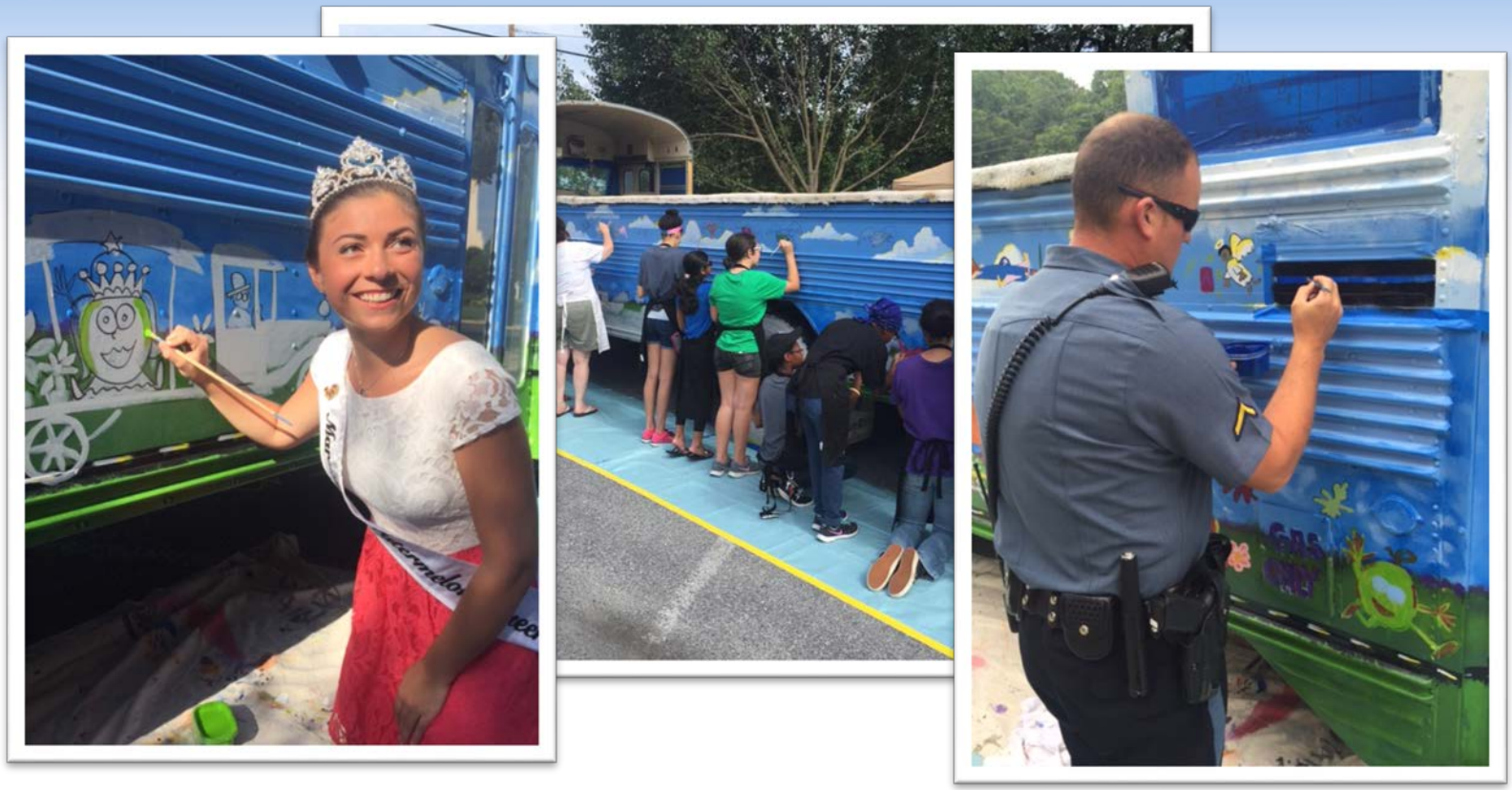
LAUREL™
Great Things Come Naturally

TOWN of LAUREL
1683 1883
DELAWARE

LRC
LAUREL REDEVELOPMENT CORP.

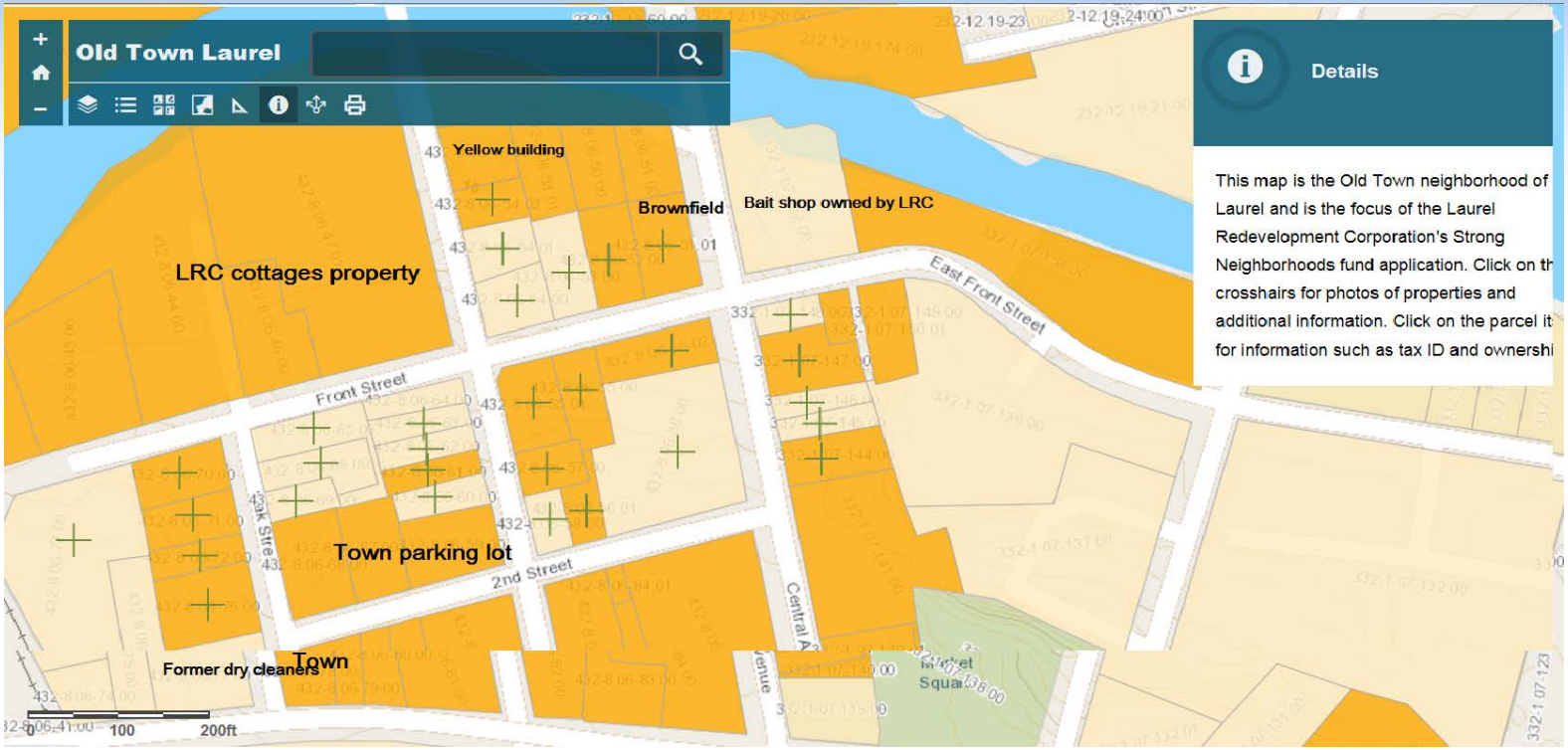
GREAT THINGS COME NATURALLY
LAUREL PRIDE
LAUREL DE
FUTURE FARMERS OF AMERICA
GAS ONLY
LAUREL DELAWARE

WATERCOLORS EVENT



Project	Source	Amount
Community Brand Development	Downtown Delaware Program	$8,000
Community Brand Implementation	UD/Sustainable Coastal Communities Initiative	$3,000
WaterColors Events	UD/Sustainable Coastal Communities Initiative; private donations	$11,800

OLD TOWN STORY MAP



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PARTNERSHIPS

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FHLBank
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MHDC
AFFORDABLE HOUSING SOLUTIONS

USDA Rural Development
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Sussex County Habitat for Humanity®

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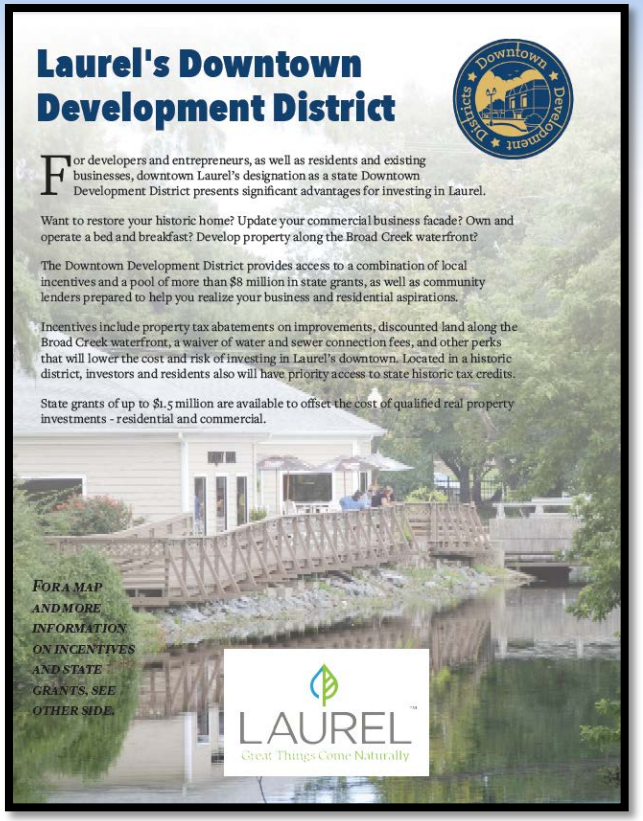
DOWNTOWN DEVELOPMENT DISTRICT



Laurel's Downtown Development District

For developers and entrepreneurs, as well as residents and existing businesses, downtown Laurel's designation as a state Downtown Development District presents significant advantages for investing in Laurel.

Want to restore your historic home? Update your commercial business facade? Own and operate a bed and breakfast? Develop property along the Broad Creek waterfront?

The Downtown Development District provides access to a combination of local incentives and a pool of more than $8 million in state grants, as well as community lenders prepared to help you realize your business and residential aspirations.

Incentives include property tax abatements on improvements, discounted land along the Broad Creek waterfront, a waiver of water and sewer connection fees, and other perks that will lower the cost and risk of investing in Laurel's downtown. Located in a historic district, investors and residents also will have priority access to state historic tax credits.

State grants of up to $1.5 million are available to offset the cost of qualified real property investments - residential and commercial.

FOR A MAP AND MORE INFORMATION ON INCENTIVES AND STATE GRANTS, SEE OTHER SIDE.

LAUREL
Great Things Come Naturally

STRONG NEIGHBORHOODS

HOUSING FUND (DSHA) = $500K!

- $$$ from various financial mortgage settlements
- Four new SFDs in repurposed parking lot on Oak St block (Milford Housing Development Corporation)
- Six purchase/rehabilitations by Sussex Habitat for Humanity

Acquisition

Rehabilitation

Owner-Occupied Rehabilitation

Financing

Demolition

Redevelopment

LAUREL REDEVELOPMENT CORP.

Project	Source	Amount
Old Town Neighborhood	Strong Neighborhoods Fund	$500,000
Downtown Development District	Neighborhood Building Blocks Grant	$10,000
Laurel Comprehensive Plan Update	Neighborhood Building Blocks Grant	$25,000

Lessons Learned

1. It takes time to raise ~$2.0M; don't expect results overnight
2. Develop a compelling story
3. Use your circle of influence to extend your reach
4. Identify organizations with missions that align with your funding needs- find **GREAT PARTNERS**!
5. Share successes and celebrate them!

QUESTIONS and/or COMMENTS?