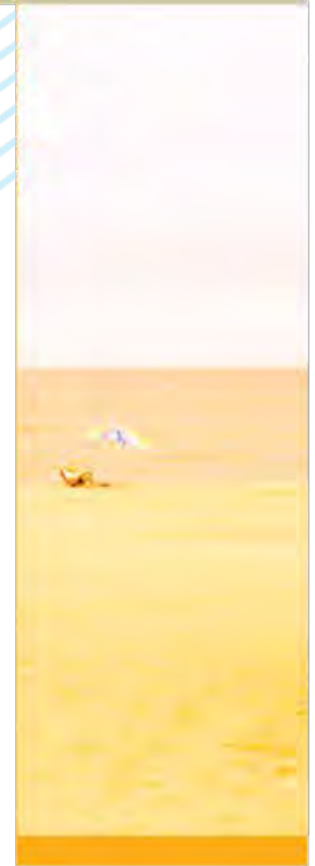




# THE SUSSEX PLAN

## SUSSEX COUNTY COMPREHENSIVE PLAN COUNTY COUNCIL WORKSHOP



May 9, 2018

# CONSERVATION



# CONSERVATION



## ► Strategy 5.1.1.3 for Review:

Old:

Strategy 5.1.1.3 Reevaluate use of 20 foot landscaped buffers between new developments and adjacent uses to determine if buffer size is adequate/reasonable.

New:

- Strategy 5.1.1.3 Identify an appropriate range of landscape buffer distances based on location, **height**, and context.

*The County will consider establishing a minimum buffer distance for all new developments, which would be increased based on proximity of adjacent uses, height of uses, or intensity of use.*

# CONSERVATION



## ► Strategy 5.1.4.6 for Review:

### Old

- Strategy 5.1.4.6 Establish a County goal for open space and natural resource preservation acreage.

### New:

- Strategy 5.1.4.6 Consider options to better track the amount of open space and natural resource areas preserved on an annual basis.

# CONSERVATION



- ▶ **New Strategy: Conservation Zone, Open Space, and Tree Preservation**
  - Objective 5.1.1 Encourage development practices and regulations that support natural resource protection.
    - **New Strategy: 5.1.1.8 Consider creating an ordinance designed to protect established, mature, healthy trees during the construction of new developments to better preserve existing trees and green spaces.**

# CONSERVATION



## ► New Strategy: Conservation Zone, Open Space, and Tree Preservation

- Objective 5.1.1 Encourage development practices and regulations that support natural resource protection.
  - *County Code: "Conservation Zone: An area of land extending landward from the mean high-water line of tidal water bodies where it is necessary to establish increased lot size requirements for parcels proposing individual on-site sewage (septic) systems and individual on-site wells."*

New:

- Strategy 5.1.1.7: Review County Code to determine improvements to the requirements and locations of the Conservation Zone.

# CONSERVATION



- ▶ **New Strategy: County Fee Simple Acquisition**
    - Objective 5.1.5 Explore new funding mechanisms for conservation in the County
- New:**
- Strategy 5.1.5.3: Consider strategies, including deeded acquisition and preservation easements, as an approach to permanently preserve the County's open space.

# CONSERVATION



## ► Strategy 5.3.1.4 for Review:

Old:

- Strategy 5.3.1.4 Evaluate ~~the effectiveness of~~ the County's ~~50 foot~~ buffer requirement for ~~tidal~~ wetlands.

New:

- Strategy 5.3.1.4 Identify an appropriate range of wetlands buffer distances based on location and context.

*The County will consider establishing a minimum buffer distance of 50 feet to 300 feet for adequate protection efforts, and 100 feet to 500 feet for optimal protection efforts.*



# CONSERVATION



- Goal 5.3 Ensure the protection of the natural functions and quality of the County's water resources
  - Objective 5.3.1 Protect surface water and drinking water quality.
    - Strategy 5.3.1.8 Explore opportunities to better support waterway management
    - Strategy 5.3.1.9 Work with landowners and agencies to determine additional protections of recognized and significant natural resources, like Great Marsh.

# COMMUNITY DESIGN



# CONSERVATION



## Updated, Goals, Objectives, and Strategies

# COMMUNITY DESIGN



## ▶ 2018 Community Design Goals:

- Goal 12.3: Improve the **quality and character of existing ~~older communities~~ development.**

# COMMUNITY DESIGN



- ▶ **2018 Community Design Goals and Objectives**
- ▶ **Goal 12.2: Maintain the quality and character of new development.**
  - Objective 12.2.1 Promote **more** flexibility in design and character of **Residential Planned Communities new developments.**
  - Objective 12.2.5 Create **more** opportunities for new types of housing when compatible with surrounding land use and development. **Housing Objective 8.2.6**

# COMMUNITY DESIGN



## ► 2018 Community Design Strategies:

- Objective 12.1.1 Consider whether the design of new development fits the character of existing neighborhoods.
  - Strategy 12.1.1.1 Consider design standards for lighting such as downward screening for commercial and residential properties.
  - Strategy 12.1.1.2 ~~Consider revisiting~~ **Revisit** height limits in the code for residential and commercial districts to determine if heights are accurate for such districts and uses, as well as determining if the method for measuring height should be revised. **FLU Strategy 4.4.1.2**

# COMMUNITY DESIGN



## ► 2018 Community Design Strategies:

- Objective 12.1.3 Incorporate usable open space in new developments. Objectives FLU 4.3.2 & Recreation and Open Space 6.2.2
  - Strategy 12.1.3.1 ~~Consider revisiting~~ Revisit County Code to determine if modifications are needed to open space requirements or if incentives can be developed to promote better access **to** and less fragmentation of open space. FLU Strategy 4.3.2.4

# COMMUNITY DESIGN



## ► 2018 Community Design Strategies:

- Objective 12.1.4 Encourage development design that promotes increased access between developments and community facilities including parks, schools, and libraries.
- Strategy 12.1.4.2 ~~Consider revisiting~~ **Revisit** County Code to determine if modifications are needed to encourage interconnectivity between residential developments ~~for emergency access.~~



# COMMUNITY DESIGN



## ► 2018 Community Design Strategies:

- Objective 12.2.1 Promote **more** flexibility in design and character of **Residential Planned Communities (RPC) new development**.
- Strategy 12.2.1.1 Revisit County Code to determine if modifications can be made to the **review and approval process for new developments** that in turn promote better design and character of **the community**.

# COMMUNITY DESIGN



## ▶ 2018 Community Design Strategies:

- ~~• Objective 12.2.4 Remain open to the use of unique architectural elements in design.~~
- ~~• Strategy 12.2.4.1 Work with the Home Builders Association or other stakeholders on an awards program for architectural and site design excellence to encourage and recognize outstanding design.~~

# COMMUNITY DESIGN



## ► 2018 Community Design Strategies:

- Objective 12.2.5 Create more opportunities for new types of housing when compatible with surrounding land use and development. **Housing Objective 8.2.6**
- Strategy 12.2.5.1 Review zoning code to determine if modifications are needed to permit new styles of housing such as tiny house construction **and agrihood developments** to be developed in the code as they appear. **FLU Strategy 4.4.1.3**

CONSERVATION



# Strategies for Review

# COMMUNITY DESIGN



## ► Strategies for Review:

- Objective 12.2.2 Continue to offer flexibility in standards for large developments in exchange for a higher design quality.
- Strategy 12.2.2.2 Consider ways to incentivize master planning of large-scale developments that allow flexibility in the design of a site's buildings, trails and pedestrian paths, roads, and open space and encourage interconnectivity between parcels of land.

*Is there an opportunity to be more specific about what is being incentivized? What are the specific goals? Allowing for flexibility doesn't really provide guidance to developers regarding the County's vision for new development without additional context (e.g.: cluster development, mixing of uses, etc.).*

# CONSERVATION



## Suggested New Strategies

# COMMUNITY DESIGN



## ► Suggested Strategies

- Objective 12.1.4 Encourage development design that promotes increased access between developments and community facilities including parks, schools, and libraries.
- Strategy 12.1.4.3 Develop connectivity standards for new developments in order to create multiple, alternate routes for automobiles and more route options for people on foot and on bicycles.

# COMMUNITY DESIGN



## ► Suggested Strategies

- Goal 12.2: Maintain the quality and character of new development.
  - Objective 12.2.7 Revisit County Code to determine if modifications are needed to the Plan Submission Procedure.
    - Strategy 12.2.7.1: Reinforce the Preliminary Conference as an integral step in the Plan Submission Procedure.

*§ 99-7 Preliminary conference.*

*A. Before the submission of a subdivision plat, the subdivider shall consult with the Commission's staff .... The purpose of these consultations is to assist the subdivider by furnishing information and advice, in order to expedite matters for the subdivider, save him unnecessary expense and promote the best coordination between the plans of the subdivider and those of the county and other public agencies.*

*B. The Commission's staff may require a sketch of the property in question showing the proposed scheme for development of the property and other significant information.*



# COMMUNITY DESIGN



## ► Suggested Strategies

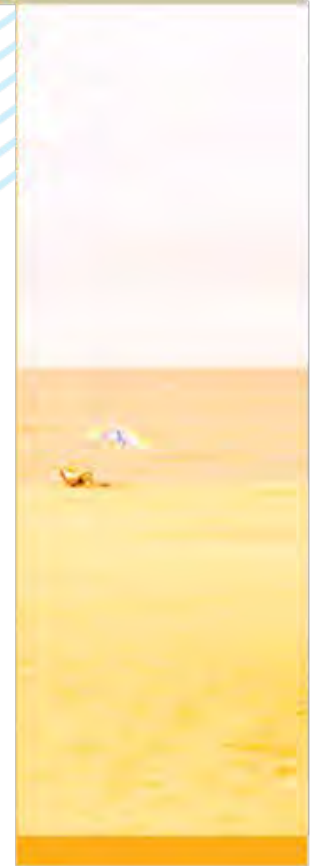
- Goal 12.2: Maintain the quality and character of new development.
  - Objective 12.2.7 Revisit County Code to determine if modifications are needed to the Plan Submission Procedure.
    - Strategy 12.2.7.2: Consider strengthening the staff's recommendation and comment on preliminary plat.



THE SUSSEX PLAN

# SUSSEX COUNTY COMPREHENSIVE PLAN

## COUNTY COUNCIL WORKSHOP



May 8, 2018

# ECONOMIC DEVELOPMENT



THE SUSSEX PLAN



# ECONOMIC DEVELOPMENT

## ▶ Economic Development Agenda:

- 2008 Economic Development Element Strategies Overview
- 2018 Economic Development Element Vision
- 2018 Economic Development Element Overview
- 2018 Economic Development Element Goals, Objectives, and Strategies

# ECONOMIC DEVELOPMENT



## ▶ 2008 Economic Development Element Strategies:

- Maintain land use, zoning and conservation policies and regulations that keep agriculture economically viable in Sussex County.
- Ensure zoning regulations accommodate environmentally safe agribusiness uses in appropriate locations, including businesses that promote new uses for agricultural products and byproducts.
- Complete long term capital improvements planned for Sussex County's airport.
- In the longer-range future, consider different ways to access the airport site from the west, south and north.
- Intensify efforts to diversify the local economy by recruiting employers with year-round, higher paying jobs. This will help balance the on-going growth of seasonal, lower paying jobs associated with tourism and other service sectors.
- Continue establishing more job training and professional development partnerships with local employers and educational institutions.



# ECONOMIC DEVELOPMENT

- ▶ **2008 Economic Development Element Strategies Continued:**
  - Coordinate water and sewer facilities planning with the need to bring these utilities to areas zoned for business uses.
  - Continue coordinating with DelDOT to provide safe and convenient road access to areas zoned for business uses. To help protect the strongest driving force in the County's economy, all levels of government must focus on ways to relieve traffic congestion to and from the beaches and the Route 1 beach towns.
  - Continue working with local governments, local chambers of commerce, non-profit business centers and relevant state agencies to assist existing and prospective employers with financing, labor force and job training needs.
  - Fund a professional target market analysis by a specialized economic development consulting firm. This study would clearly define: a) what types of businesses are likely to find Sussex County most appealing; and b) how the County, and others, should go about targeting these businesses.



# ECONOMIC DEVELOPMENT

- ▶ 2008 Economic Development Element Strategies Continued:
  - Actively encourage and participate in a broad-based Sussex County committee whose goal will be to improve the economy here by fostering the creation of more higher paying jobs. A related goal of this committee will be to diversify our economic base so that the County is better able to withstand and accommodate future economic change. This committee will include representatives from various local chambers of commerce, the incorporated towns, the Delaware Economic Development Office, and Sussex County staff.



# ECONOMIC DEVELOPMENT

- ▶ **2045 Economic Development Element Vision:**
  - **To create the conditions for self-sustaining, long-term growth in Sussex County.**





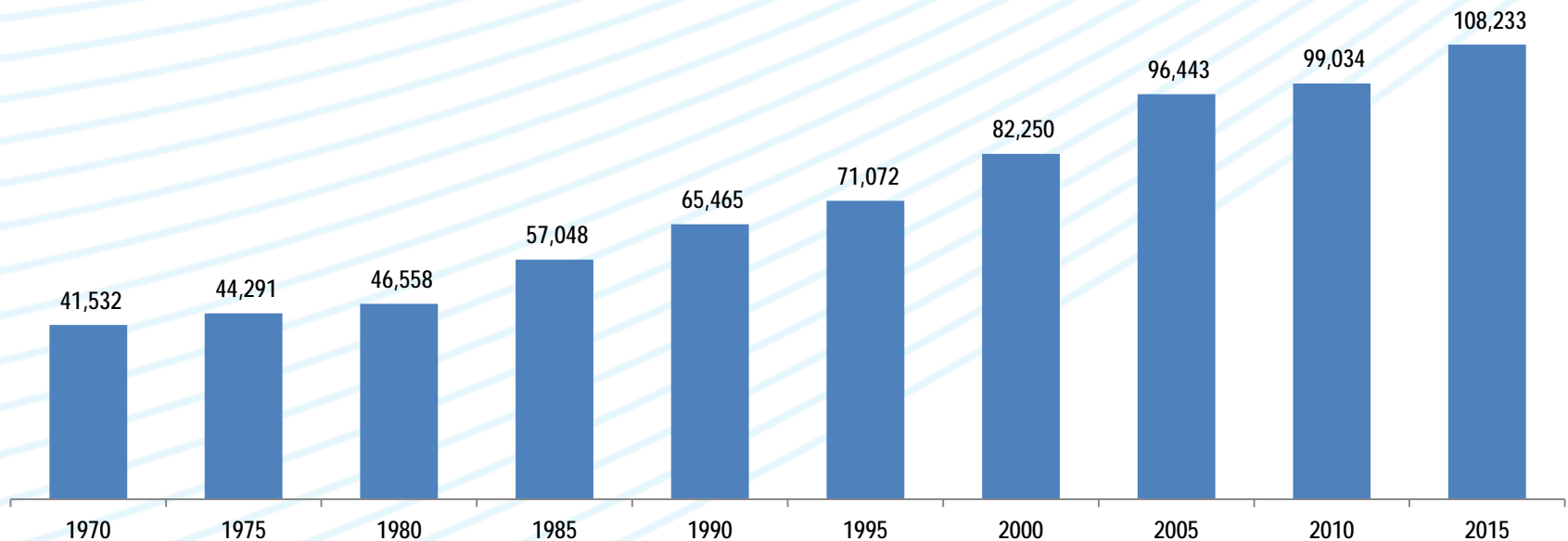
# ECONOMIC DEVELOPMENT

- ▶ **2018 Economic Development Element:**
  - **Introduction**
  - **Agriculture and Forestry**
  - **Tourism**
  - **Economic Base and Employment**
    - Employment Trends
    - Employment by Industry
    - Employment Projections
    - Sussex County Workforce
  - **Economic Development Resources**
  - **Economic Development Goals, Objectives, and Strategies**

# ECONOMIC DEVELOPMENT



## ▶ Total Jobs in Sussex County, DE, 1970 to 2015



Source: Bureau of Economic Analysis

# ECONOMIC DEVELOPMENT



## ► Projected Employment Growth 2014 – 2024 by Sector

Table 9.4-3 Projected Employment Growth 2014-2024 by Industry Sector

	2014	2024	CHANGE	CAGR
Manufacturing	9,700	9,870	170	0.2%
Retail Trade	11,860	12,920	1,060	0.9%
Leisure and Hospitality	11,810	13,290	1,480	1.2%
Education and Healthcare	15,820	18,650	2,830	1.7%
Public Administration	2,120	2,290	170	0.8%
Construction	4,120	5,040	920	2.0%
Professional, Business, and IT Services	5,340	5,920	580	1.0%
FIRE (Finance, Insurance, Real Estate)	3,500	3,880	380	1.0%
Other Services	4,330	4,730	400	0.9%
Transportation, Warehousing, Wholesale Trade	2,380	2,630	250	1.0%
Utilities	350	360	10	0.3%
<b>Total</b>	<b>71,330</b>	<b>79,580</b>	<b>8,250</b>	<b>1.1%</b>

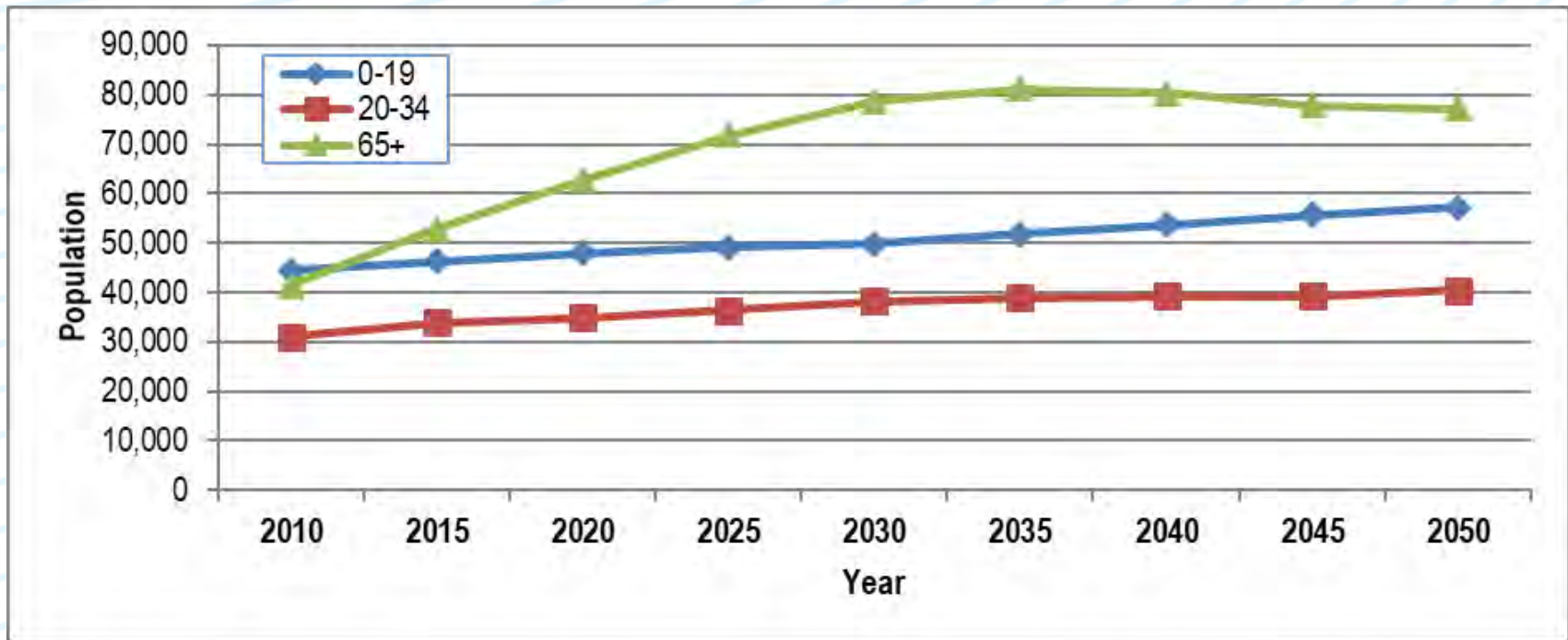
Compound Average Growth Rate (CAGR) The compound annual growth rate (CAGR) is the mean annual growth rate over a specified period of time. It essentially describes the rate at which an employment would have grown if it had grown at a steady rate.

Source: State of Delaware Department of Labor

# ECONOMIC DEVELOPMENT



## ▶ Key Age Cohort Population Projections Sussex County, 2010 – 2050



Source: Delaware Population Consortium (2016)



# ECONOMIC DEVELOPMENT

## ▶ 2018 Economic Development Goals:

- Goal 9.1: Maintain and strengthen the economic base in the County.
- Goal 9.2: Encourage economic diversity and expansion.
- Goal 9.3: Preserve and encourage the expansion of the agriculture and forestry industries in the County.
- Goal: 9.4: Maintain and strengthen the County's position as a tourist destination.

# ECONOMIC DEVELOPMENT



## ▶ 2018 Economic Development Goals and Objectives

- Goal 9.1: Maintain and strengthen the economic base in the County.
  - Objective 9.1.1: Develop a better understanding of Sussex County's competitive advantages and how it fits into the regional and national marketplace.
  - Objective 9.1.2: Establish, maintain, and anticipate the necessary infrastructure including, but not limited to, housing and transportation, communication technology (high-speed internet, utility systems) which supports and fosters quality development for those who live, work, visit, and invest in the County.

# ECONOMIC DEVELOPMENT



## ▶ 2018 Economic Development Goals and Objectives

- Goal 9.1: Maintain and strengthen the economic base in the County (**continued**).
  - Objective 9.1.3: **Weave Make** economic development ~~something that is woven~~ into the County's entire decision-making process.
  - Objective 9.1.4: Support small local businesses and County-based industries.
  - Objective 9.1.5: Continue job-training partnerships with educational institutions, local employers, local governments, chambers of commerce, state agencies, and non-profits.



# ECONOMIC DEVELOPMENT

- ▶ **2018 Economic Development Goals and Objectives**
  - **Goal 9.2: Encourage economic diversity and expansion.**
    - Objective 9.2.1: Encourage a mix of industries that generate entry-level jobs that provide opportunities for advancement.
    - Objective 9.2.2: Provide an adequate supply of vacant, shovel-ready land for commercial and industrial uses, while encouraging development that is environmentally sensitive.





# ECONOMIC DEVELOPMENT

- ▶ **2018 Economic Development Goals and Objectives**
  - **Continued: Goal 9.2: Encourage economic diversity and expansion.**
    - Objective 9.2.3: Foster an economy that supports and expands existing local business while pursuing larger businesses that are suited to the County that are willing to train an entry-level workforce and are experiencing growth.
    - Objective 9.2.4: Increase the number of small firms within the County by fostering local entrepreneurship.



# ECONOMIC DEVELOPMENT

- ▶ **2018 Economic Development Goals and Objectives**
  - **Continued: Goal 9.2: Encourage economic diversity and expansion.**
    - Objective 9.2.5: Develop employment opportunities to help retain millennials.
    - Objective 9.2.6: Build a highly-skilled, flexible workforce while identifying the economic needs of the unemployed and underemployed in the region and encouraging programming – including education and retraining – to meet those needs.

# ECONOMIC DEVELOPMENT



## ▶ 2018 Community Goals and Objectives

- **Goal: 9.4: Maintain and strengthen the County's position as a tourist destination.**
  - Objective 9.4.1: Continue to support the growth of the tourism industry in the coastal areas.
  - Objective 9.4.2: Consider expanding to specialty tourism, such as eco-tourism, agri-tourism, beer/food tourism, and historic tourism.

# ECONOMIC DEVELOPMENT



- ▶ **2018 Economic Development Strategies:**
  - **Objective 9.1.1: Develop a better understanding of Sussex County's competitive advantages and how they fit into the regional and national marketplace.**
    - Strategy 9.1.1.1: Undertake a supply chain analysis of key local industries to identify target industries and employers for recruitment.
    - Strategy 9.1.1.2: Undertake a business cost analysis to understand how the County compares to other locations.



# ECONOMIC DEVELOPMENT

## ▶ 2018 Economic Development Strategies:

- Objective 9.1.2: Establish, maintain, and anticipate the necessary infrastructure including, but not limited to housing and transportation, communication technology (high-speed internet, utility systems) which supports and fosters quality development for those who live, work, visit, and invest in the County.
  - Strategy 9.1.2.1: Complete the long-term capital improvements planned for Sussex County's airport.
  - Strategy 9.1.2.2: Promote the proximity of the airport to clientele that would use the airport.



# ECONOMIC DEVELOPMENT

## ▶ 2018 Economic Development Strategies:

### ○ Continued: Objective 9.1.2

- Strategy 9.1.2.3: Work to increase operations (take-offs and landings) at the airport in order to qualify for additional funding from the Federal Aviation Administration.
- Strategy 9.1.2.4: The Economic Development Office will work with natural gas utilities and high-speed internet (fiber optic) providers to help identify potential areas for expansion, identify potential customers, undertake outreach to potential customers, and develop strategies to meet the needs of underserved areas.



# ECONOMIC DEVELOPMENT

## ▶ 2018 Economic Development Strategies:

### ○ Continued: Objective 9.1.2

- Strategy 9.1.2.5: Coordinate infrastructure (water, sewer, transportation, natural gas, electricity, and high-speed internet) projects with the need to bring these utilities to areas zoned for business uses.
- Strategy 9.1.2.6: Explore and pursue grant opportunities for fiber optic expansion within the County.



# ECONOMIC DEVELOPMENT

## ▶ 2018 Economic Development Strategies:

### ○ Continued: Objective 9.1.2

- Strategy 9.1.2.7: Continue coordinating with DeIDOT to provide safe and convenient road access for areas zoned for business uses.
- Strategy 9.1.2.8: Encourage redevelopment and reuse of existing business sites, industrial sites, and central business districts. These sites are already well-served by the necessary infrastructure and have good access.





# ECONOMIC DEVELOPMENT

## ▶ 2018 Economic Development Strategies:

○ Objective 9.1.3: **Make Weave** economic development ~~something that is woven~~ into the County's entire decision-making process.

- Strategy 9.1.3.1: Undertake a comprehensive analysis of County and local regulations to identify those regulations that may be inhibiting economic development.
- Strategy 9.1.3.2: Consider additional coordination between the State and County on economic development efforts.



# ECONOMIC DEVELOPMENT

- ▶ **2018 Economic Development Strategies:**
  - **Continued:** Objective 9.1.3: **Make Weave** economic development ~~something that is woven~~ into the County's entire decision-making process.
    - Strategy 9.1.3.3: Undertake a comprehensive examination of the economic development process in the County and identify potential areas for streamlining.
    - Strategy 9.1.3.4: Strengthen the County's Economic Development Office and ensure that the office has the necessary resources.

# ECONOMIC DEVELOPMENT



## ▶ 2018 Economic Development Strategies:

- **Continued:** Objective 9.1.3: **Make Weave** economic development ~~something that is woven~~ into the County's entire decision-making process.
  - Strategy 9.1.3.5: The County Council should take an active leadership role to ensure that all County departments are supporting economic development and working toward common goals.
  - Strategy 9.1.4.6: Strengthen the relationship between SEDAC and the County along the lines of SWED (Salisbury Wicomico Economic Development) in Maryland.



# ECONOMIC DEVELOPMENT

- ▶ **2018 Economic Development Strategies:**
  - **Objective 9.1.4: Support small local businesses and County-based industries.**
    - Strategy: 9.1.4.1: Establish a Sussex County Business Resource Center within the Economic Development Office that can provide a one-stop shop for existing businesses that want to expand and new businesses that want to move to the County.

# ECONOMIC DEVELOPMENT



## ▶ 2018 Economic Development Strategies:

- Objective 9.1.5: Continue job–training partnerships with educational institutions, local employers, local governments, chambers of commerce, state agencies, and non–profits.
  - Strategy 9.1.5.1: The Economic Development Office should act as a “matchmaker” between current and potential employers and local **institutions** and job training resources. **Similar to Economic Development Strategy 9.2.6.1**
  - Strategy 9.1.5.2: Continue to coordinate with local educational institutions and employers to understand current job openings in the County and structure job training and professional development programs to efficiently train the local workforce.



# ECONOMIC DEVELOPMENT

- ▶ **2018 Economic Development Strategies:**
  - **Continued:** Objective 9.1.5: Continue job–training partnerships with educational institutions, local employers, local governments, chambers of commerce, state agencies, and non–profits.
    - Strategy 9.1.5.3: Establish a working group comprised of major healthcare employers, Del Tech, Sussex Tech, and other educational institutions, and County officials. The purpose of the working group will be to identify current and future job training needs and develop programs to meet the needs of the rapidly growing healthcare sector.



# ECONOMIC DEVELOPMENT

## ▶ 2018 Economic Development Strategies:

### ○ Objective 9.2.1: Encourage a mix of industries that generate entry-level jobs that provide opportunities for advancement.

- Strategy 9.2.1.1: Identify current and potential industries that require the resources that Sussex County offers.
- Strategy 9.2.1.2: The Economic Development Office should actively promote the County to industries and employers that provide employment opportunities for year-round permanent jobs that offer opportunities for advancement.



# ECONOMIC DEVELOPMENT

## ▶ 2018 Economic Development Strategies:

- **Objective 9.2.2: Provide an adequate supply of vacant, shovel-ready land for commercial and industrial uses, while encouraging development that is environmentally sensitive.**
  - Strategy 9.2.2.1: Review zoning code and the development process to see if there are prohibitive costs to development for industrial park developers.
  - Strategy 9.2.2.2: Complete the current expansion of the Sussex County Industrial Park and identify potential areas for additional expansion.
  - Strategy 9.2.2.3: Explore the potential for public-private partnerships for the development of additional industrial parks within the County.



# ECONOMIC DEVELOPMENT



## ▶ 2018 Economic Development Strategies:

- **Continued:** Objective 9.2.2: Provide an adequate supply of vacant, shovel-ready land for commercial and industrial uses, while encouraging development that is environmentally sensitive.
  - Strategy 9.2.2.4: Identify areas that are served with adequate electricity, natural gas, and fiber optic infrastructure for rezoning to LI1 and LI2 uses.
  - Strategy 9.2.2.5: Explore establishment of a County Economic Development Grid with zones to be centered around areas of the County and associated communities where the County would like to promote economic development.

# ECONOMIC DEVELOPMENT



## ▶ 2018 Economic Development Strategies:

- Objective 9.2.3: Foster an economy that supports and expands existing local business while pursuing larger businesses that are suited to the County that are willing to train an entry-level workforce and are experiencing growth.
  - Strategy 9.2.3.1: Establish a Sussex County Business Resource Center within the Economic Development Office that can provide a one-stop shop for existing business that want to expand and new businesses that want to move to the County.
  - ~~Strategy 9.2.3.2: The Economic Development Office should actively promote the County to industries and employers that provide employment opportunities for year-round permanent jobs that offers opportunities for advancement.~~ Repeat of Strategy 9.2.1.2.

# ECONOMIC DEVELOPMENT



## ▶ 2018 Economic Development Strategies:

- Objective 9.2.4: Increase the number of small firms within the County by fostering local entrepreneurship.
  - Strategy 9.2.4.1: Assess the entrepreneurial services available within the County and compare the County to other regions deemed to be supportive of entrepreneurship.
  - Strategy 9.2.4.2: Create networking, leadership, recognition, and funding programs for entrepreneurs.
  - Strategy 9.2.4.3: Identify existing organizations that provide services for entrepreneurs and form a steering committee for entrepreneur advisory assistance.



# ECONOMIC DEVELOPMENT

- ▶ **2018 Economic Development Strategies:**
  - **Continued:** Objective 9.2.4: Increase the number of small firms within the County by fostering local entrepreneurship.
    - Strategy 9.2.4.4: Leverage the experiences of retirees living within the County to mentor entrepreneurs.
    - Strategy 9.2.4.5: Encourage SEDAC to establish an entrepreneurship advisory committee to provide SEDAC and the County with advice on entrepreneurship issues.



# ECONOMIC DEVELOPMENT

- ▶ **2018 Economic Development Strategies:**
  - **Objective 9.2.5: Develop employment opportunities to help retain millennials.**
    - Strategy 9.2.5.1: Learn from best practices of other counties that have growing millennial populations in order to understand how to attract and retain younger populations.
    - Strategy 9.2.5.2: Encourage SEDAC to actively recruit millennials for leadership roles and establish a millennial advisory committee.

# ECONOMIC DEVELOPMENT



## ▶ 2018 Economic Development Strategies:

- Objective 9.2.6: Build a highly-skilled, flexible workforce while identifying the economic needs of the unemployed and underemployed in the region and encouraging programming – including education and retraining – to meet those needs.
  - ~~Strategy 9.2.6.1: Sussex County Economic Development Office should act as a “matchmaker” between current and potential employers and local educational institutions.~~ (Now part of Strategy 9.1.5.1)
  - Strategy 9.2.6.2: Identify local job training resources and serve as a one-stop resource to help current and potential employers with their job training needs.



# ECONOMIC DEVELOPMENT

## ▶ 2018 Economic Development Strategies:

### ○ Continued: Objective: 9.2.6

- ~~• Strategy 9.2.6.3: Establish a working group comprised of major healthcare employers, Del Tech, Sussex Tech, and other educational institutions, and County officials. The purpose of the working group will be to identify current and future job training needs and develop programs to meet the needs of the rapidly growing healthcare sector. Repeat of Strategy 9.1.53.~~

# ECONOMIC DEVELOPMENT



## ▶ 2018 Economic Development Strategies:

### ○ Objective 9.3.1: Encourage the adoption of policies that promote agriculture as an important economic industry.

- Strategy 9.3.1.1: Evaluate the concept of establishing a ~~Establish~~ voluntary agribusiness areas that are centered around existing infrastructure in AR-1 zoning in western Sussex County that allow ~~certain limited, yet important agriculture industries such as~~ food processing, feed mills, and technology operations or other compatible uses ~~to develop in support of Sussex County's large agricultural economy without unnecessary delay.~~ FLU

Strategy 4.5.2.1



# ECONOMIC DEVELOPMENT



## ▶ 2018 Economic Development Strategies:

- **Continued:** Objective 9.3.1: Encourage the adoption of policies that promote agriculture as an important economic industry.
  - Strategy 9.3.1.2: Promote and expand land use, zoning and conservation policies and incentives that keep agriculture economically viable in Sussex County. **FLU Strategy 4.5.1.1**
  - Strategy 9.3.1.3: Ensure zoning regulations accommodate agribusiness uses in appropriate locations, including businesses that promote new uses for agricultural products and byproducts. **FLU Strategy 4.5.2.2**



# ECONOMIC DEVELOPMENT

- **2018 Economic Development Strategies:**
  - **Objective 9.3.2: Promote and retain agriculture in areas with valuable agricultural land or agricultural operations.**
    - Strategy 9.3.2.1: Identify areas that have valuable agricultural land or operations that should be maintained and/or strengthened.
    - Strategy 9.3.2.2: Ensure that policies are in place to guarantee a separation of valuable agricultural areas from encroachment by residential development.

# ECONOMIC DEVELOPMENT



## ▶ 2018 Economic Development Strategies:

- **Objective 9.3.3: Develop and implement long-term strategies to rebuild the forestry industry in Sussex County.**
  - Strategy 9.3.3.1: Ensure that zoning regulations permit forestry uses in appropriate locations, including business that promotes new uses for forestry products and by products.
  - Strategy 9.3.3.2: The development of sustainable forest product markets requires current comprehensive inventories of the available forest resources. As such the County should encourage the state's Forestry Service to undertake a comprehensive inventory of the forest resources in the County and to update the inventories on a regular basis.



# ECONOMIC DEVELOPMENT

## ▶ 2018 Economic Development Strategies:

### ○ **Continued:** Objective 9.3.3: Develop and implement long-term strategies to rebuild the forestry industry in Sussex County.

- Strategy 9.3.3.3: Work with land owners and the Delaware Forest Service to protect high value forest tracts and improve the diversity and quality of forest tracts.
- Strategy 9.3.3.4: Undertake a supply chain analysis of local forestry operations to identify potential target industries and employers for recruitment and potential uses for Sussex County forestry products.



# ECONOMIC DEVELOPMENT

## ▶ 2018 Economic Development Strategies:

### ○ **Continued:** Objective 9.3.3: Develop and implement long-term strategies to rebuild the forestry industry in Sussex County.

- Strategy 9.3.3.5: The County should encourage the State to update existing incinerator laws to allow for the use of wood for bio-energy purposes.
- Strategy 9.3.3.6: Explore incentives that the County could offer landowners (e.g. property tax exemption) to encourage long-term forest management.



# ECONOMIC DEVELOPMENT

## ▶ 2018 Economic Development Strategies:

- **Continued:** Objective 9.3.3: Develop and implement long-term strategies to rebuild the forestry industry in Sussex County.

- ~~• Strategy 9.3.3.7: The County should work to educate landowners about and connect landowners with the resources available from the State and other sources. This includes technical assistance and financial assistance programs.~~

Conservation Strategy 5.2.2.4

- Strategy 9.3.3.8: The County should work with Delaware Forestry Service to explore the feasibility of a new roundwood processing facility Sussex County.



# ECONOMIC DEVELOPMENT

## ▶ 2018 Economic Development Strategies:

### ○ Objective 9.3.4: Create opportunities for new investment in agricultural support activities.

- Strategy 9.3.4.1: Ensure that agricultural food manufacturing/processing value-added businesses are permitted uses in the AR1 zone.
- Strategy 9.3.4.2: Undertake a supply chain analysis of local agricultural operations to identify potential target industries and employers for recruitment.



# ECONOMIC DEVELOPMENT

- ▶ **2018 Economic Development Strategies:**
  - **Objective 9.3.5: Promote locally-sourced agriculture and forestry products.**
    - Strategy 9.3.5.1: Undertake a “Buy-Local” procurement analysis to see where key inputs produced in the County (e.g., agriculture) could better stay in the County; draft initiatives and incentives.
    - Strategy 9.3.5.2: Identify industries that use the agriculture and forestry outputs produced in the County as inputs. Actively recruit firms from the identified industries.



# ECONOMIC DEVELOPMENT



## ▶ 2018 Economic Development Strategies:

- **Objective 9.4.1: Continue to support the growth of the tourism industry in the coastal areas.**
  - Strategy 9.4.1.1: Establish a coastal tourism advisory committee to advise the County on tourism issues.
  - Strategy 9.4.1.2: The Economic Development Office and the County's tourism Destination Marketing Organization (DMO), Visit Southern Delaware, should work to build a brand that appeals to both visitor and investor markets. This will involve the creation of the brand message and the communication of the brand through all channels and sales and marketing.

# ECONOMIC DEVELOPMENT



## ▶ 2018 Economic Development Strategies:

- **Continued:** Objective 9.4.1: Continue to support the growth of the tourism industry in the coastal areas.
  - Strategy 9.4.1.3: The Economic Development Office and the DMO should maintain a platform for regular communication.
  - Strategy 9.4.1.4: The Economic Development Office should coordinate with and involve the DMO when developing pitches to investors and site location professionals.



# ECONOMIC DEVELOPMENT

## ▶ 2018 Economic Development Strategies:

- Objective 9.4.2: Consider expanding to specialty tourism, such as eco-tourism, agri-tourism, beer/food tourism, and historic tourism.
  - Strategy 9.4.2.1: The County should work with Visit Southern Delaware to actively promote Sussex County for specialty tourism.
  - Strategy 9.4.2.2: Establish a specialty tourism advisory committee to advise the County on specialty tourism issues.

# NEXT STEPS



# FUTURE WORKSHOP SCHEDULING



## ▶ Future Workshops:

- Wednesday, May 23, 9:30 AM – 3:00 PM