Seaford
The Perfect Place to Start.

Seaford Riverfront Vision2025

A plan for the redevelopment and revitalization of Seaford, Delaware's Downtown District and the riverfront district of the Nanticoke River.

PREPARED BY

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The Vision is the Perfect Place to Start

Conceptual Vision Plan

Every community has a heart.
A place where its soul is derived. That heart beats in our Historic Downtown, where unique character abounds.

The City of Seaford, along with the Seaford Chamber of Commerce, Seaford Tomorrow. and the Delaware Economic Development Office came together to craft a vision for downtown Seaford. The purpose of this vision was to harness the potential of downtown Seaford, and the unique character it provides, to push the momentum of the community forward and convert harness the power of current private sector investments to leverage longstanding public sector investment downtown to transform Seaford, Delaware into a destination.

In March of 2016, led by Community Design Solutions of Columbia, South Carolina, over 150 citizens gathered together in focus groups and public meetings to craft this vision for the people of Seaford. This is truly a shared vision. A plan of the people, and a plan that is for the people. We place the utmost focus on quality of life and project that help to create the sensation that Seaford is the place to be.

With a combination of market data, physical design, and branding and marketing, this plan not only covers the pretty pictures, but delves into the true market potential as well as how to invite new investors and new customers as we proceed.

With a vision set and a plan in place, we will prove that Seaford is the Perfect Place to start!

Seaford
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Urban Design Vision**2025**

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Enhancing the Old

ASSESSMENT

Downtown Seaford enjoys a striking riverfront setting along the Nanticoke River and the City has made a significant investment in its public realm. Together, these investments and the waterfront setting contribute to a strong character and well-defined downtown district. Specifically, this character is defined by High Street, Gateway Park, the riverfront and the gateway approach along Middelford Road.

High Street

The High Street streetscape design utilizes special paving, bulb-outs at intersections and well-marked crosswalks located frequently along the street. Street trees utilize a variety of small ornamental trees, including Crepe Myrtles, which provide seasonal color; however, there is evidence that some of these trees are in decline and several have already been removed. The Crepe Myrtles also appear to be top-pruned which prevents them from achieving their attractive natural branching habit. The bulb-outs are planted with spring bulbs and a variety of low shrubs, however, maintenance of these planted areas can be challenging for the community. Additionally, there is a desire to introduce more color throughout the streetscape.

The City of Seaford implemented an outstanding streetscape that successfully highlights High Street and Downtown. Well-marked crosswalks clearly announce that this is a pedestrian-friendly and walkable district.

Enhancing the Old

ASSESSMENT

Gateway Park

Gateway Park is well-positioned at the eastern and southern gateways into downtown and is highly visible. The City has invested in attractive brick paved gathering areas and a water feature and the park is well utilized for downtown events. The space, however, is somewhat cut off from adjacent areas by Front, Market and High Streets. These streets are wider than necessary and characterized by high vehicular speeds and the intersections leading into the park lack crosswalks which make pedestrian access difficult. Additionally, the surrounding uses around the park also do little to activate the space on a daily basis.

The City made significant investment in Gateway Park. With both short and long-term enhancements, the park has the potential to function as a true "town square".

Riverfront

The Seaford Riverwalk is an outstanding amenity that provides public access to the water. While the Riverwalk is comprised of a relatively short segment, it is well used by residents for fishing and relaxation and serves as a good foundation for potential extension in the future. While the actual Riverwalk is limited, views to the river and/or riverfront activity occur throughout the downtown, particularly as one looks down the north/south streets that end at the river. These street corridor views are important to preserve as development continues to occur along the riverfront. The streets also provide opportunities for future public access points to an extended Riverwalk.

Existing views to the Nanticoke River and the associated riverfront activity, such as this along Pine Street, should be preserved and enhanced.

The above physical assessment is not intended to be overly critical; rather, it serves to identify important elements of downtown that should be preserved as well as minor interventions for consideration to enhance and already attractive downtown. Specific recommendations are outlined in the following section of this report.

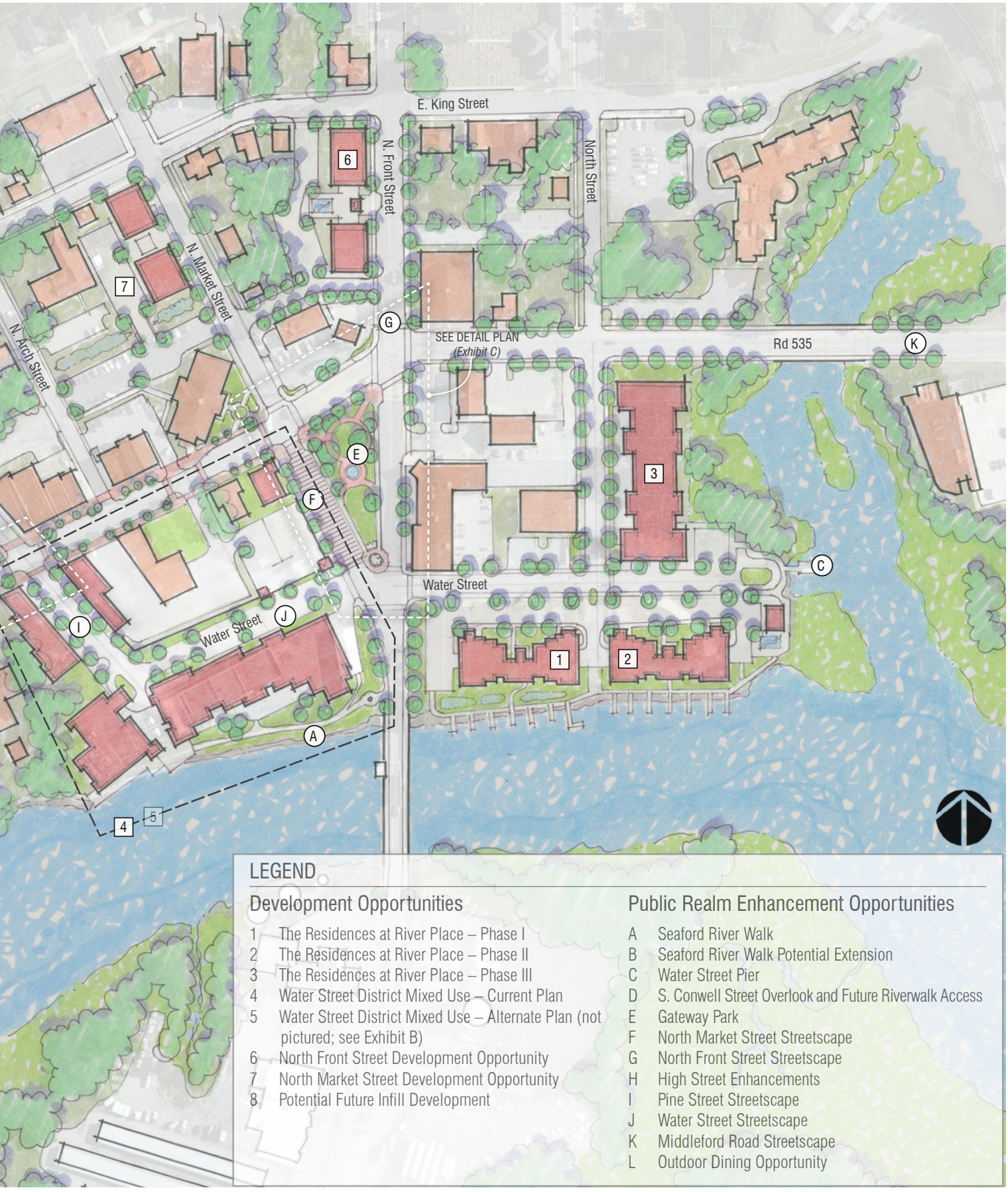
Enhancing the Old

Recommendations

The following planning and design recommendations include recommendations that can be implemented over the short, mid or long-terms. Most of these are identified in Exhibits A and B: Downtown Illustrative Master Plans. The difference between the two exhibits is that Exhibit A illustrates the current plans for Phase IV of the River Place Development and Exhibit B illustrates a modified approach to for Phase IV. The design and planning team recommends this modified approach as it could leverage more positive impacts for the downtown district as a whole. The specific recommendations are described later in this report under Strategy 3: Enhancing the New.

Exhibit A | Downtown Illustrative Master Plan — Current Plan for

Seaford, DE



LEGEND

Development Opportunities

1 The Residences at River Place – Phase I
2 The Residences at River Place – Phase II
3 The Residences at River Place – Phase III
4 Water Street District Mixed Use – Current Plan
5 Water Street District Mixed Use – Alternate Plan (not pictured; see Exhibit B)
6 North Front Street Development Opportunity
7 North Market Street Development Opportunity
8 Potential Future Infill Development

Public Realm Enhancement Opportunities

A Seaford River Walk
B Seaford River Walk Potential Extension
C Water Street Pier
D S. Conwell Street Overlook and Future Riverwalk Access
E Gateway Park
F North Market Street Streetscape
G North Front Street Streetscape
H High Street Enhancements
I Pine Street Streetscape
J Water Street Streetscape
K Middleford Road Streetscape
L Outdoor Dining Opportunity

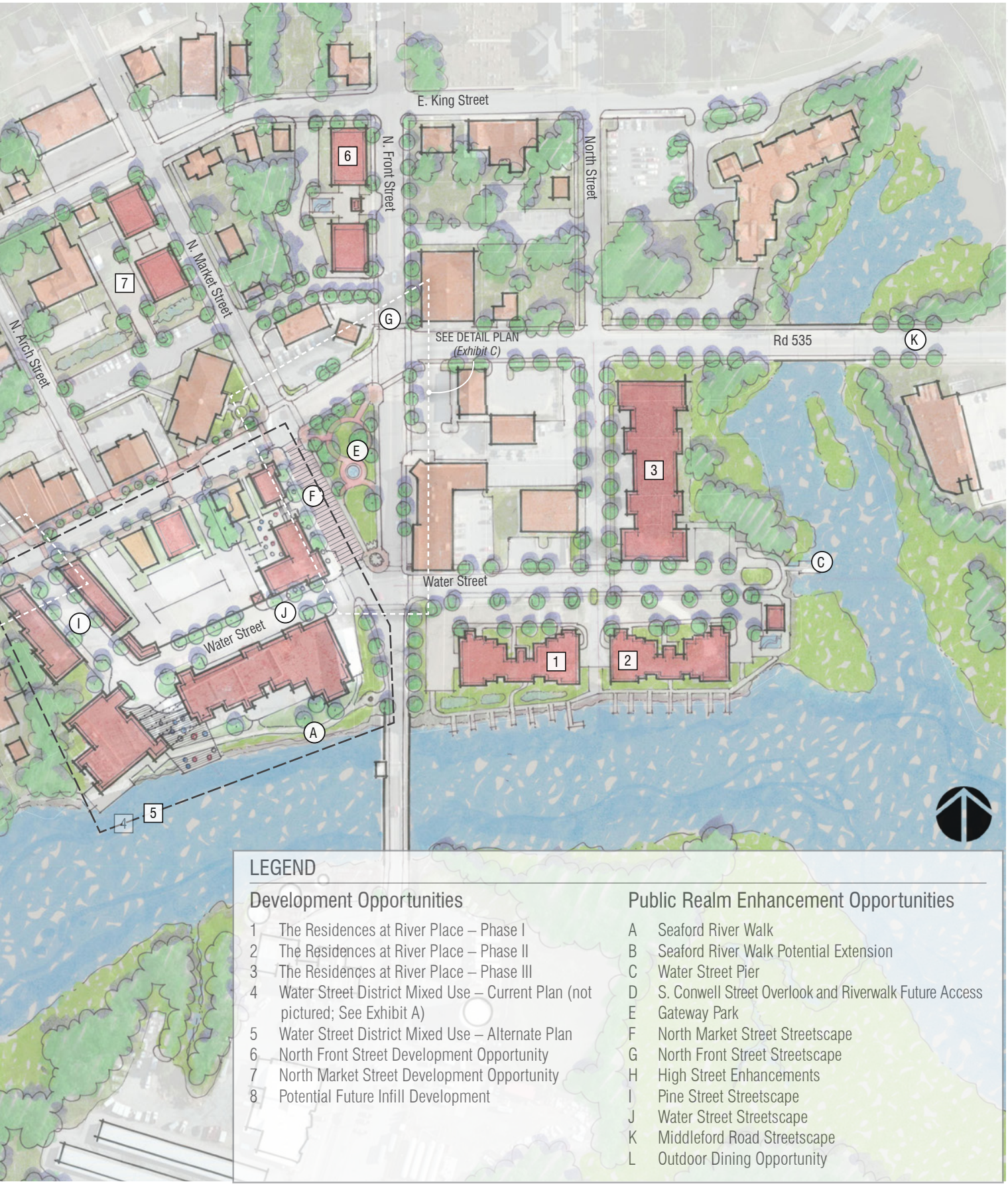
Water Street District

0 100 200 400 200' Scale

The City of Seaford | Arnett Muldrow Associates | Mahan Rykiel Associates | Community Design Solutions

Exhibit B | Downtown Illustrative Master Plan — Recommended F

Seaford, DE



LEGEND

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L Outdoor Dining Opportunity

Plan for Water Street District

0 100 200 400

200' Scale

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Enhancing the Old

SHORT TERM RECOMMENDATIONS

As described above, Seaford has already made significant positive investment in their streetscape improvements and has transformed the character of High Street. Therefore, the following are minor recommendations for consideration to elevate the streetscape to the next level. These would apply to the section of High Street between North Market Street and Cedar Avenue and are highlighted on Exhibit C: High Street Enhancements Detail Plan.

Exhibit C | High Street Enhancements Detail Plan
Seaford, DE

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Enhancing the Old

SHORT TERM RECOMMENDATIONS

1. Street Tree Care and Replacement Strategy:

Some of the existing street trees have died or are in decline. As these are replaced, consider introducing some taller canopy species at primary intersections. This will add more variety along High Street but, more importantly, will provide beneficial shade for pedestrians and help to visually reduce the scale of the street. This should be considered at the intersections of Cedar Avenue, Conwell Street, Cannon Street, Pine Street and North Market Street.

Additionally, the City should consider re-thinking how the Crepe Myrtles are pruned. Completely pruning back the tops of the trees reduces the overall impact the trees can make if their strong natural form is not allowed to be highlighted. This practice is fairly wide spread and has come to be known in horticultural and gardening circles as "Crepe Murder". Contrary to common belief, the pruning of the tops does not produce more flowers; rather it only brings the flowers closer to eye level. Allowing the trees to get taller will enhance the streetscape.

Many of the Crepe Myrtles have been pruned by "lopping off" the top of the tree. Crepe Myrtles have an attractive natural branching structure and should be encouraged to grow into their natural habit.

An example of how Mount Holly, NC accented key intersections with the use of taller canopy trees (Red Maples in this instance). While the trees pictured are still young, they will ultimately grow taller and broader than the ornamental trees used elsewhere along the streetscape, thus providing more shade and variety.

Some of the existing trees along High Street have died or are in decline.

Occasional tall canopy trees along High Street demonstrate how taller trees can add more interest to the streetscape. Because these trees are on the south side of the street, they will provide valuable shade on the street and sidewalk during warmer months.

Enhancing the Old

SHORT TERM RECOMMENDATIONS

2. Adding Color:

There is the opportunity to provide more color in the streetscape throughout the year; however, because of the number of planting beds along the streetscape, this does not need to be accomplished with plant material in every bed.

• Shrub Planting: Plant more of the "bulbout" planting bed area with low shrubs to reduce the area needed for seasonal planting. Additionally, avoid a wide variety of individual shrubs within a single bed; rather, focus on achieving a shrub mass and allow the shrubs to grow together. Achieve variety by utilizing different shrub types from bed to bed, rather than in a single bed.

An example from Mount Holly, NC showing how masses of a single shrub type can make more of an impact than a planting consisting of a few each of many species.

• Mulch: High quality hardwood mulch or mulch chips could also be used to keep unplanted sections of the planting bed looking good. As resources become available, the mulched areas could then be replaced with plant material.

An example from Mount Holly, NC showing how high quality mulch chips can be used to minimize the area of bulb outs and planter beds that need to be planted.

• Seasonal Planting: Identify the bulbouts where seasonal planting would make the most impact. These could the ones located at the street intersections, in front of businesses where property owners or business owners would be willing to help maintain the beds, or within one key block of High Street such as between Pine and Cannon Streets. The program can then expand to include more of High Street when resources become available.

• Flower Baskets and Pots: Consider utilizing flower baskets and flower pots along the street to provide additional color. The City or other entity might consider providing a planted basket or pot in front of a particular business, if the business or property owner agrees to maintain them throughout the season.

Flower baskets are used throughout downtown Carlisle, PA to add color to the streetscape.

Enhancing the Old

SHORT TERM RECOMMENDATIONS

2. Adding Color:

• Beyond Plants: Consider how color can be achieved beyond that achieved with plant material. Outdoor tables with colorful umbrellas are one of the most effective ways to add vibrancy to the streetscape as with colorful banners, public art and outdoor displays.

Examples of how umbrella tables, outdoor furniture, sidewalk displays and public art can, in addition to plant material, add color to a streetscape.

Enhancing the Old

SHORT TERM RECOMMENDATIONS

3. Activating the Public Realm:

Attractive plantings, streetscape elements and building facades are important, but the most effective streetscape and public space element is activity. Simply put, people like to be where other people are. Therefore, consideration should be given to activating the outdoor public spaces on a daily basis, not just during events.

• Outdoor Dining: The grassy lot adjacent to Bon Appetite presents a tremendous opportunity to provide outdoor dining for this restaurant, should the property owner be willing to allow for this on a temporary basis.

Example of an outdoor garden terrace that could be considered adjacent to Bon Appetite if adjacent property owner is willing to provide an easement.

• "Pop Up" Parks/Parklets: Temporary "parklets" are gaining popularity throughout the country as ways to create expanded gathering space along narrow sidewalks. Essentially, one to two parking spaces are utilized for outdoor dining. While there are many ways to design these spaces, the fundamental elements include a raised platform to bring the space to sidewalk level, flush with the curb. The second element includes some type of edge definition between the street edge and the parklet. This could be comprised of planters, a decorative fence or bollards and chains. None of the elements are permanently fixed and can, therefore, be moved to different locations and the space can revert back to parking in the off-season.

Example of a "parklet" or "pop up café" showing how two on-street parking spaces can be converted into outdoor dining and amenity space.

• Public Art: Streets and parks are great venues for public art and music. Consider working with local arts and music organizations to incorporate public art and allow for "buskers" at visible locations along High Street and within Gateway Park.

Examples of how street "buskers" and public art enliven the streetscape of downtown Shelby, NC.

Enhancing the Old

SHORT TERM RECOMMENDATIONS

Example of how dead end streets can be utilized as overlooks to the river with the addition of colorful chairs. At a minimum, existing regulatory signage should be moved to the right or left of the center so that views to the river can be maximized.

3. Activating the Public Realm:

• River Overlooks: Explore potential to create "overlooks" to the river at the ends of north/south streets such as Conwell Street. This can be done with the addition of seating such as Adirondack Chairs, ornamental planting and use of a decorative railing. At a minimum, traffic/regulatory signage that is currently centered on the view should be moved to either side.

Example of how programming, such as a yoga class, can activate a park space. More programming is something that could occur in the short-term prior to significant capital investment as described under long-term recommendations.

• Programming Gateway Park: Gateway Park is a tremendous asset for Seaford and there are some long-term enhancements to consider, as described later in this section of the report, to elevate the park so that it can function as a true "town square". In the short-term, however, consideration should be given to programming the space on a regular basis so that it becomes an integral part of downtown activity. The park should be considered as a venue for music events and other activities such as yoga classes.

Additionally, the section of Market Street that fronts on to Gateway Park can be closed more regularly for scheduled events to better connect the park to downtown and to provide safer pedestrian access. While the concept of treating this section of street differently with special paving is described for the long-term, these capital improvements are not required to start closing this section of street off and using it for park programming.

Enhancing the Old

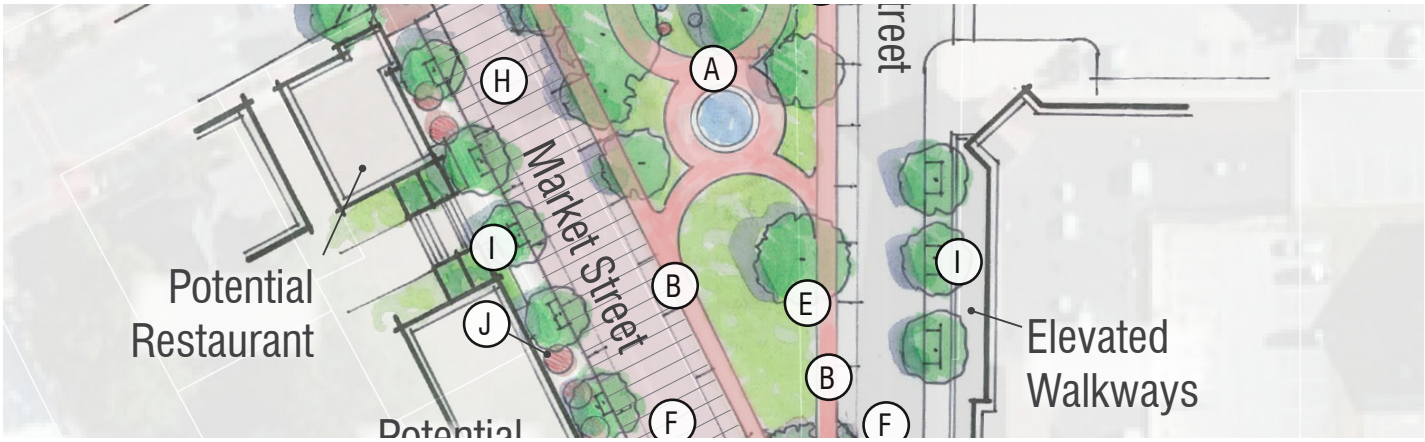
LONG TERM RECOMMENDATIONS

1. Gateway Park

Gateway Park has the potential to evolve as a true "town square" and become an integral part of Downtown Seaford. As described earlier, access to the park can be daunting for pedestrians because of the speeds at which vehicles travel along Market and Front Streets. Therefore, the following specific recommendations could be considered to improve the overall functionality, safety and aesthetics of the park. Refer to Exhibit D: Gateway Park.

Exhibit D | Gateway Park
Seaford, DE

The City of Seaford | Arnett Muldrow Associates | Mahan Rykiel Associates | Community Design Solutions



• Traffic Calming: Both Market and Front Streets are wider than they need to be to accommodate one lane of travel in each direction. These generous street widths, therefore, encourage motorists to drive at high speeds, as there are no constraints to cause them to drive slowly. A variety of "traffic calming" measures should be considered to narrow the lanes and encourage slower speeds. These include:

o Provide parallel parking along both sides of Market Street and the west side of Front Street. The addition of parallel parking will reduce the width of travel lanes but, more importantly, will create a buffer between park users and the travel lanes. Motorists maneuvering into and out of the parking spaces will also give other motorists reasons to slow down and is a traffic calming benefit in and of itself. Lastly, the parking spaces will provide a convenience for park users and increase the parking resources for downtown.

o Provide bulbouts to define the on-street parking zone and provide shorter pedestrian crossings at intersections, similar to that done as part of the High Street streetscape improvements.

o Provide well-marked crosswalks at all intersections, including the High Street intersections with Market and Front Streets and the intersection of High, Market and Water Streets which is particularly daunting because of its width.

Note: Prior to making a significant investment in bulbouts and changing the curb configuration around Gateway Park, utilize traffic marking tape or paint to mark the new curb locations on the street to first "test" the traffic calming measures.

• Market Street Park Extension: As described in the short-term recommendations, utilize the block of Market Street adjacent to the park as a park extension during events, with temporary street closures. The zone between High Street and Front/Water Streets could be paved with special paving (or colored stamped asphalt) to distinguish it as an extension of the park.

• Tree Planting: The trees that currently exist within Gateway Park are primarily Bradford Pear. While these are beautiful trees in the spring, they are weak wooded and are highly susceptible to storm damage as they age. Additionally, they have fairly low canopies and block views into and out of the park. Consider gradual replacement of these trees with taller canopied species that provide more shade and spatial definition while allowing for views under the canopies. Species might include Willow or Red Oaks, Red Maples and/or London Planetree to name a few. Smaller flowering trees may also be considered but care should not be taken to locate them in a manner that they create a "wall" or block views into the park at intersections.

Additionally, tall canopy trees should be utilized along the west side of Market Street and the east side of Front Street to strengthen the edges of the park and create more comfortable pedestrian environments. The narrowing of the travel lanes along Front Street may allow for an expanded sidewalk area on the east side near Water Street so that narrow upright canopy trees could be planted in front of the existing building on this corner. Toward the northern end of the block near Middleford Road, the City might coordinate with the property owner to narrow the existing parking lot to allow for the planting of canopy trees between the parking lot and the street.

Examples from Abbeville, SC and Centreville, MD showing how tall canopy shade trees help to define town squares/park spaces while providing valuable shade and allowing for views to adjacent buildings below their canopies.

Enhancing the Old

Moveable tables and chairs are a simple and inexpensive way to activate a park space. The moveable furniture allows people to adapt the space to their own needs. If theft is a concern, long locking cables can be used so that the furniture is still moveable but within a certain area.

LONG TERM RECOMMENDATIONS

• Continued Programming: Continue to work with partners in the community to keep the park programmed on a regular basis.

• Leverage Adjacent Development: The most important consideration for successful park spaces is to have appropriate "edges". Therefore it will be important to coordinate with the development of the Water Street District (described below) so adjacent uses can activate the park and provide "eyes on the park". Uses along the park edges should include restaurants, shops and residential. Not only do these uses help to activate the park, the park adds value for these uses. The least appropriate use along the park edge is a parking lot.

Enhancing the Old

LONG TERM RECOMMENDATIONS

2. Riverwalk Extension

Work with property owners to explore feasibility of extending the Seaford Riverwalk further to the west to provide additional public access to the Nanticoke River. This could be done through property acquisition or through access easements and will need to be determined on a case-by-case basis.

The Seaford Riverwalk provides important access to the waterfront for citizens. The long-term continuation of this amenity is something that should be continually explored with adjacent property owners.

Embracing the New

ASSESSMENT

Seaford is fortunate to see the level of private investment currently under construction and planned for its downtown. While most of this development activity is planned for the riverfront, there are also fairly large development opportunity sites along North Front and Market Streets, just north of High Street. The new development is already bringing new energy to downtown and will ultimately increase the number of downtown residents, customers, visitors and pedestrians on the street to add to the vibrancy of the downtown district.

While the initial phases of River Place are currently under construction, future phases are only in conceptual phases, providing opportunities to enhance the plans to maximize their potential to contribute positively to downtown. Plan elements to give consideration to include:

Parking Resource: Currently, the development concept for the future phases of riverfront development (illustrated on Exhibit A as introduced below) plan for a two-level parking resource along Market Street, adjacent to Gateway Park. This approach makes sense as the proposed development is being planned around an existing property located mid-block along High Street, between Pine and Market Streets. The result, however, is an in inactive use (parking) located adjacent to the park and at the most visible corner of the property at the southern gateway into downtown.

Pine Street: The current plan respects the alignment of Pine and Water Streets which is important to integrate the new development with the existing downtown. The waterfront development at the terminus of Pine Street, however, is fairly pinched and may obscure important waterfront views from High Street along Pine Street.

Architectural Character: The current plan also shows buildings along Pine Street anchoring each corner at the High Street intersection. This is also an important plan component that further helps to integrate the new development with the existing downtown. The conceptual architectural character of the proposed buildings as currently illustrated, however, does not reinforce the existing character of High Street and may detract from a seamless transition between existing and new development.

Embracing the New

ASSESSMENT

The existing plans for Seaford Towne Center show how the new development is integrated into downtown by preserving the Pine and Water Streets street network. Parking uses located adjacent to Gateway Park, however, do not fully leverage the adjacency of the park nor the south gateway into downtown. The water view along Pine Street is also mostly obscured.

Embracing the New

RECOMMENDATIONS

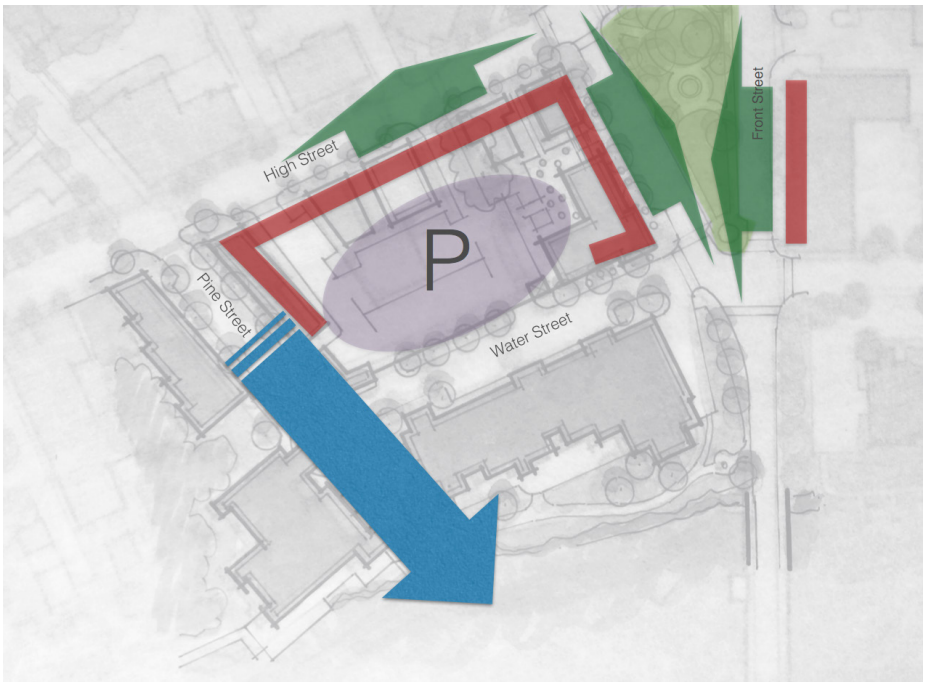
The following recommendations relate to development within Downtown Seaford and suggest how the development might be implemented to maximize the benefits to the entire downtown area. Refer to the Illustrative Master Plan included earlier in this report.

SHORT TERM RECOMMENDATIONS

Plan for New Development: While some new development is currently underway with the development of River Place, much of the new development in Downtown Seaford may not occur for several years. However, it is important in the short-term to continue public/private partnerships to plan for this new development in a way that it can be implemented most effectively. The specific opportunities are outlined below:

1. Water Street District: This development is currently what is referred to as "Seaford Town Center". This name, however, detracts from the fact that there already exists a "town center" in the form of Downtown Seaford. It also implies that it is a development separate from the rest of downtown when, in fact, it should be integrated into downtown but as a unique district.

The plan as currently proposed (as shown in Exhibit A) is generally well-conceived as organized around an internal road network of Pine and Water Streets. However, several modifications should be considered as described below and illustrated in Exhibit B and in more detail in Exhibit D: Detail Plan Recommendations for Water Street District.



Concept diagram showing desired planning concepts for the Water Street district. Buildings should be oriented along the perimeter to activate High Street and Gateway Park. Views to the river along Pine Street should be preserved and maintained.

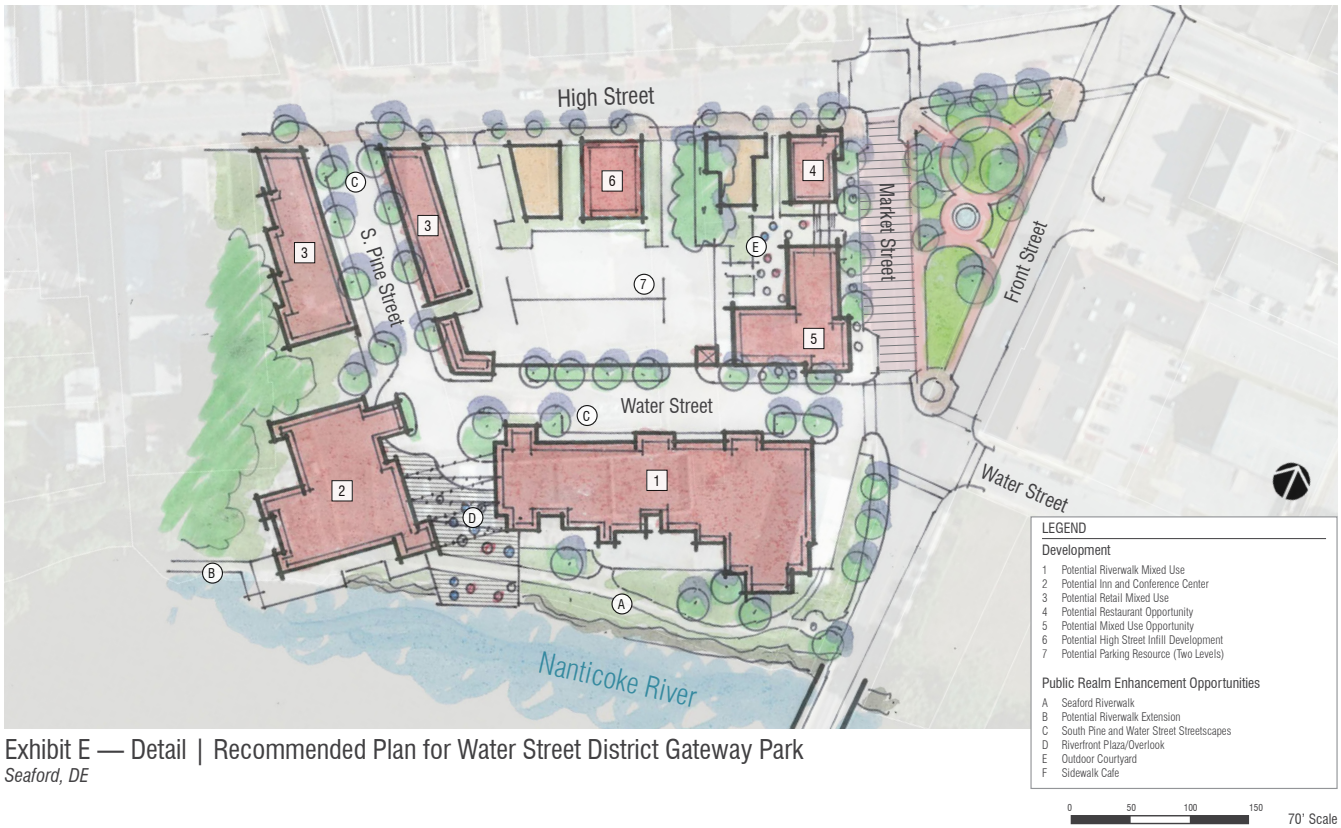


Exhibit E — Detail | Recommended Plan for Water Street District Gateway Park
Seaford, DE

• Central Parking Resource: Work with City and adjacent property owners so that a single large shared parking resource can be developed internal to the block. This will allow for a more efficient parking layout and a larger parking resource that can be shared among multiple property owners and possibly also serve as a public parking resource. Additionally, a parking resource internal to the block will reserve the more visible perimeter sites (facing High and Market Streets) for development as described below. The grade change from High Street to Water Street will allow for the construction of a two-level parking resource without requiring internal ramping. Access to the upper level will be from High Street while access to the lower level will be from Water Street.

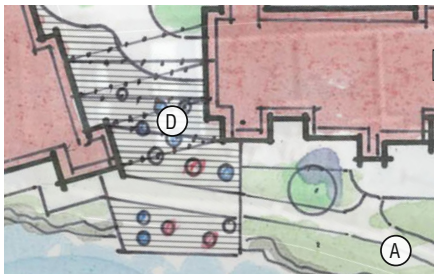
• Market Street Development: Locating the parking internal to the block will open up the site at the northwest corner of Water and Market Streets for mixed-use development. This could be a multi-story building that faces onto and activates Gateway Park. Additionally, this location is highly visible as part of the south gateway into downtown.

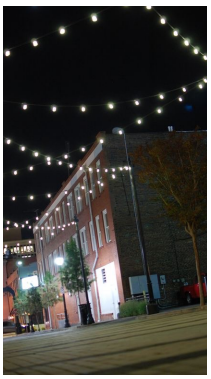
The southwest corner of High and Market Streets should also be reserved for a restaurant use that would help activate Gateway Park and reinforce the eastern gateway to downtown.

Any new development along this block of Market Street should have buildings located at the street edge to continue traditional downtown development patterns. Off-street parking should not be developed between the street and the buildings.

• High Street Infill Development: Similarly, an internal parking resource allows for additional infill development along High Street. As with new Market Street development described above, any new infill along High Street should be located at the street edge with no off-street parking located between the buildings and the street.

•Riverfront Plaza and Overlook: The recommended modifications also illustrate preserving the views to the river along Pine Street by expanding the space between the two proposed riverfront buildings and creating a waterfront plaza or gathering space. This space could be activated with overhead string lights, outdoor tables and public art.





Example of how overhead string lights can activate a new riverfront open space at the terminus of Pine Street.

Embracing the New

SHORT TERM RECOMMENDATIONS

2. Front Street and Market Street Development Opportunities: The vacant parcels along North Front Street north of the Royal Farms and the vacant parcels along North Market Street north of City Hall present additional opportunities for infill development within downtown. While the uses for these parcels will be determined by the market, suburban style uses and site planning such as that utilized for the Royal Farms store are discouraged. Rather, the site planning should provide for buildings located at the street edge with parking located to the rear to respond to traditional downtown development patterns found in Downtown Seaford.

3. High Street infill development: There are open corners along the north side of High Street on both sides of Pearl Street. While these parcels currently provide off-street parking and green space for the adjacent uses, these sites might be considered for future infill buildings, should the property owners wish to develop them. As described for the parcels along Front and Market Streets, any new infill development should be oriented to the street corner to respond to traditional downtown development patterns.

Embracing the New

LONG TERM RECOMMENDATIONS

1. Continue to Implement Development (Described Above)

2. Middleford Road Gateway Approach: Enhance the entrance corridor into Downtown Seaford from Route 13 with streetscape improvements. Enhancements should include:

• Route 13 Gateway Signage: Utilize the Seaford community brand and install gateway signage at the intersection of Route 13 and Middleford Road. Currently there is no signage that directs motorists to downtown from the highway and those not familiar with Seaford are likely to drive on by unaware of the wonderful asset that exists in the historic downtown.

• Wayfinding Signage: Incorporate wayfinding signage along Middleford Road guiding visitors to the downtown as well as destinations along Middleford Road such as the hospital.

• Street Trees: The addition of canopy street trees can make the most significant positive impact to the gateway experience. Trees add green and help to neutralize the negative visual impacts of large expanses of surface parking and buildings that lack strong architectural interest. Additionally, canopy shade trees help to reduce the scale of the street while providing valuable shade during the hot summers. In areas where there are overhead utilities, utilize tree species with an upright habit that can be set behind the overhead utility lines without interfering with the lines. While they will not hide the overhead utilities, they will help to take attention away from them.

Where street trees cannot be located within the public right-of-way, work with property owners to secure easements where trees can be located.

• Lighting and Banners: Ornamental lighting with banner arms may also be considered to bring down the scale of the corridor and highlight it as a gateway corridor.

• Bicycle Lanes: Bicycle lanes are currently marked along Middleford Road. Consider utilizing a colored surface to make the bike lanes more visible to motorists. Additionally, the more visible bike facilities will help promote Seaford as a community that supports biking as a viable means of transportation and recreation.

• Crosswalks: Just as Seaford has successfully done along High Street, utilize highly visible crosswalk markings at key intersections along Middleford Road to create a safer and more visible pedestrian environment.

3. Front Street Gateway: Consider streetscape improvements along North Front Street to distinguish this northern gateway into the community. The streetscape improvements should utilize the elements described above for Middleford Road and may also incorporate bulbouts at key intersections such as have been implemented along High Street.

Seaford
The Perfect Place to Start.

Architectural Details Vision2025

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ENHANCING THE OLD

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Visual Treatment Strategies for Vacant Buildings

Use visual enhancement treatments as a temporary means of improving the appearance of a building while it is being prepared for occupancy or sale.

The appearance of vacancies in the downtown area can send a negative message and create the perception of a lack of retail vibrancy. To combat those perceptions and "buy time" until a building becomes occupied, any of the approaches noted below and illustrated at right can be considered.

Place artwork in vacant display windows if the interior space appearance is satisfactory. If the interior space is in detrimental condition, consider masking the windows from the interior with butcher paper or from the exterior with vinyl cling wraps. The masks can feature nostalgic photos or historic postcards of the community or images such as a map of downtown highlighting shopping and dining destinations. Place "community hero" posters in the windows to build community pride and draw attention away from the vacant building. These ideas and more are described and illustrated below.

Key Benefits

Inexpensive

The above-noted and below-illustrated techniques are inexpensive yet can reap significant visual rewards and temper perception of the district while buildings are being rehabilitated, leased or sold.

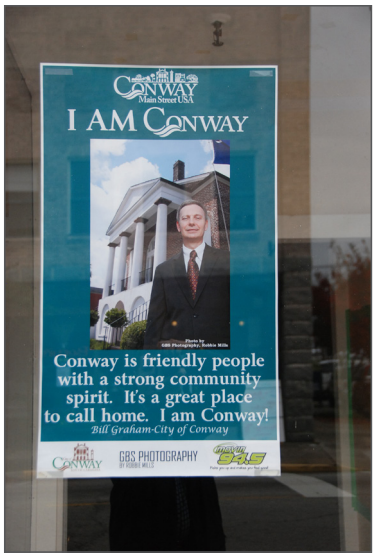
Grandmont, MI: A variety of art forms occupy the storefront windows of these vacant buildings. Consider featuring work by local artists or art students.

Peoria, IL: By placing historic images on butcher paper affixed to the storefront window, the focus is drawn to nostalgic images of the downtown as opposed to the fact that this particular building is currently vacant.

Arkadelphia, AR: Due to the sensitive nature of the work conducted within this building, transparent windows were not an option. However, blank windows promoted a perception of an empty building lacking retail vitality. By placing historic post card imagery on vinyl clings on the windows, the building becomes a virtual museum featuring unique stories from the past.

Paragould, AR: When the Main Street director in Paragould learned that a movie scene would be shot in her downtown she rushed to conceal the vacant and dilapidated appearance of this building. Using a quart of green paint and three vinyl window clings totaling less than $100 she transformed this storefront into a downtown directory of businesses akin to an informational kiosk traditionally found in malls.

Barre, VT: Barre represents one of the nation's foremost leaders in the granite industry. This vacant storefront was effectively turned into a historical museum that documented the development of the granite industry in Barre. Additionally, one storefront display window featured a plethora of historic post cards and photographs that captured the history and memories of this industry within this Vermont community.



Conway, SC: The "I am Conway" campaign utilized 11x17 posters featuring statements from local citizens about what makes Conway, SC special. The posters distract from the fact that the building itself is vacant. Moreover, the stories captured in each poster build community pride.

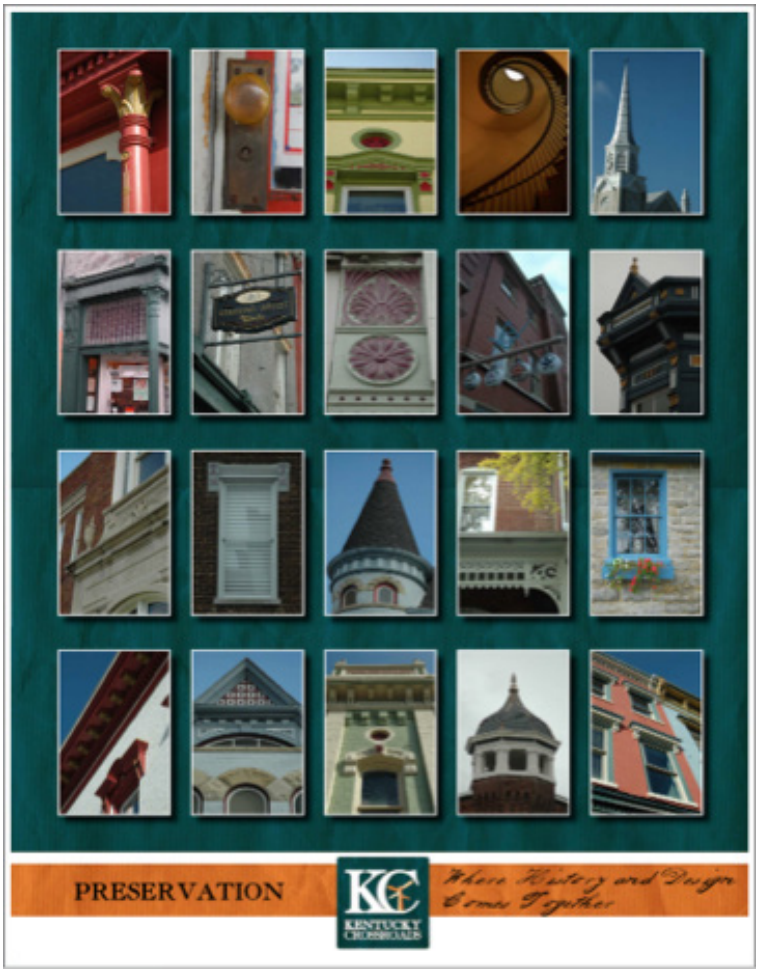
Downtown Design Educational Initiatives

Create engaging activities that vicariously teach participants about what constitutes good design and what makes downtown unique.

Oftentimes the citizens of a community fail to appreciate downtown because they have not been taught about what makes it unique. However, the best strategies for educating people are those when they don't even realize they are learning! Therefore, it is imperative to package educational initiatives in such a way that they are fun, engaging, and indirectly teach about the design principles and historic development patterns that have created the unique environment that is downtown. Some examples of such strategies are noted below.

Photo Contest & Scavenger Hunt

It is recommended that a photo contest of architectural details from the downtown area be conducted. The photos could then be displayed in a downtown gallery-type venue (ideally in a currently vacant storefront!). Afterwards, a scavenger hunt offering a prize to the person who finds the most details in the downtown would be conducted. The combined effect of these two related activities would be the exposure of more and more people to the historic architectural character that exists in the downtown area. If desired, the photographs could be assembled as a poster that features the community's unique architectural details.



Central Kentucky: Example of an architectural details poster done in conjunction with a Rural Heritage Development Initiative of the National Trust for Historic Preservation in Central Kentucky.

Coloring Books

In potential conjunction with the Photo Contest noted above, it is rather easy to convert photographs of historic buildings into line drawings conducive for a coloring book. By combining these building images along with nominal explanatory text, it would expose both parent and child to the stories of significant architectural assets that make downtown unique.

Chicago, IL: Example of a coloring book page developed by Randy Wilson from the K-Town historic district of the Lawndale neighborhood in Chicago.

An excellent example of a coloring book tool was produced by Oklahoma Main Street and may be downloaded via the link noted below.

Oklahoma Main Street Coloring Book download link:
http://www.communitydesignsolutions.com/public/Main_Street_Coloring_Book.pdf

Downtown Tours/Student-led Historic Walking Tours

In and effort to strengthen ties with high school students and downtown and/or the Main Street program, it is recommended that students from local schools be recruited to conduct tours in the downtown of historic sites and buildings. The Design Committee could formulate the scripts for the tour. The best result of this activity is the assurance that the next generation of residents will know the stories and sites that make their downtown unique.

Greensburg, KY: Example of student-led downtown walking tour from Greensburg, KY.

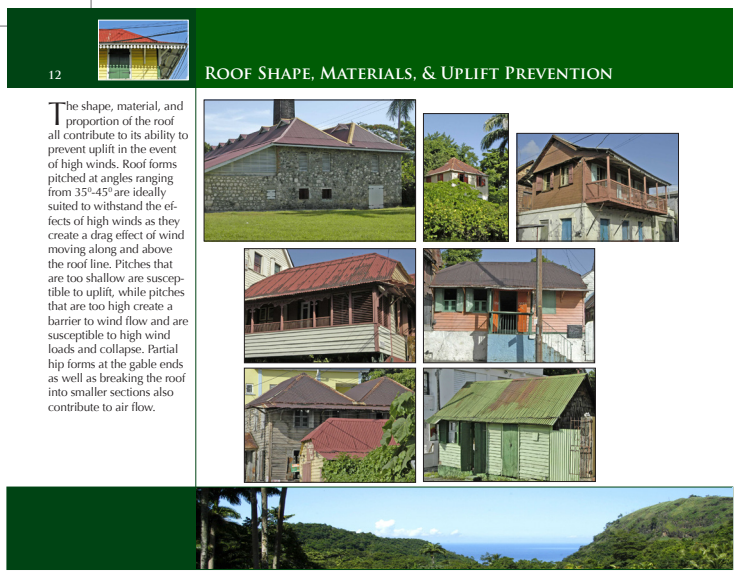
Architectural Character Guide/Downtown Design Handbook

In the mid-term when overall facade grants are offered to building owners it is recommended that illustrative design guidelines be developed (see "Illustrative Design Guidelines" section of this report). However, in the meantime, a softer approach that can reap significant benefits is the development of what are historically referred to as either a 'Downtown Design Handbook' or an 'Architectural Character Guide.' They have subtle distinctions but the both contribute toward the reader's understanding of the design and development patters that make downtown and its buildings unique.

The first approach, commonly referred to as an 'Architectural Character Guide,' documents the common design elements, styles, and urban development patterns that create a distinguishable architectural and environmental character downtown. A plethora of photos taken from the downtown area visually illustrate the various topics that are addressed in the Character Guide.

Download link for the complete Pinedale, WY Architectural Character Guide PDF:
http://www.communitydesignsolutions.com/public/Pinedale%20Character%20Guide.pdf

Pinedale, WY: Example of an architectural character guide from Pinedale, WY describing its characteristic awnings, overhangs and storefront treatments.

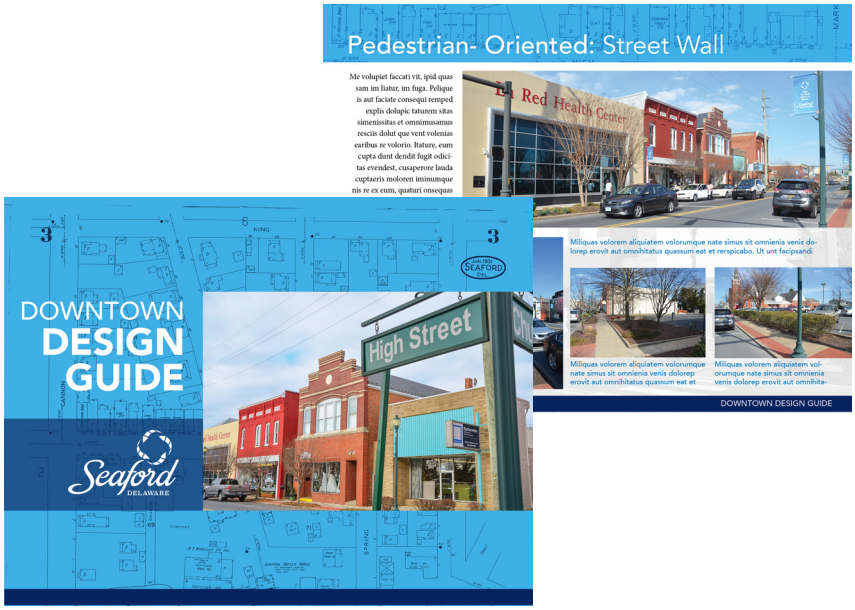


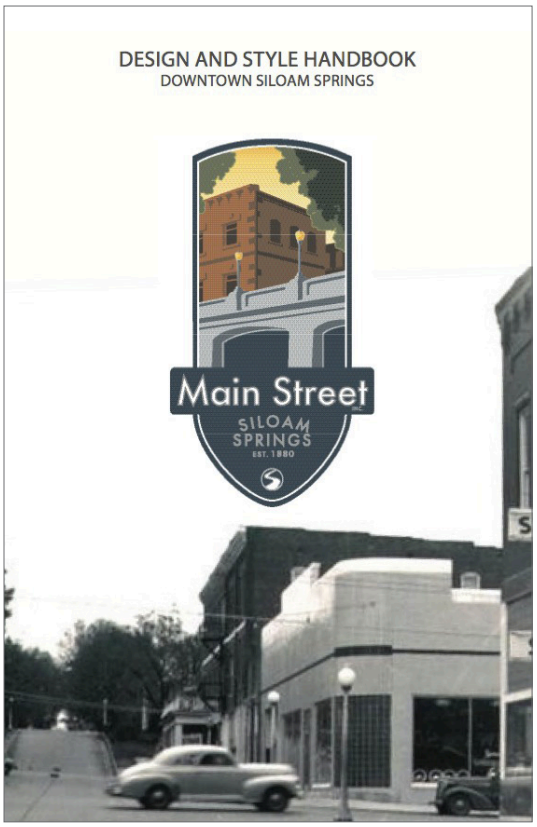
Dominica: Example of an architectural character guide from the Island of Dominica describing how their particular roof forms played a practical role in uplift prevention in resistance of winds blown in from the ocean.

The second approach, commonly referred to as a 'Downtown Design Handbook,' denotes more general design and planning issues such as building height, setback, wall materials, etc. and supplements each topic with illustrative photos from the downtown area.

Download link for the Siloam Springs, AR Downtown Design Handbook PDF:
http://www.communitydesignsolutions.com/public/Siloam_Springs_Design_Handbook.pdf

Either of these approaches has a more accessible name than "design guidelines" and do not imply regulations as much as sound design and planning principles. The design committee is encouraged to complete this document in either of the approaches described above as a valuable service to the City and its downtown stakeholders.





Siloam Springs, AR: Example of an Downtown Design Handbook from Siloam Springs, AR.

Downtown Design Guide: Available from the Main Street Alabama web site, the Downtown Design Guide is an excellent resource designed to give a broad overview of numerous design and planning topics common to all historic downtowns.

***Gateway Park** (Existing Conditions):*
The City of Seaford rightly deduced that this intersection is of critical importance in the life of the community and strategically located Gateway Park here to welcome travelers into the heart and soul of downtown. However, there are a number of existing conditions that compromise the effectiveness of the gateway gesture here. First, the roadway is wider than it needs to be and, therefore, promotes higher-than-necessary speeds from motorists, especially those taking the left veer here. Additionally, lack of trees and landscaping along the left and right-most edges of the space (the entire roadway frontage, not just the park) force the trees within the park to introduce color and shade in limited ways. Finally, the street edge of buildings could be strengthened by infill architecture and/or enhancement treatments to the existing buildings.

***Gateway Park** (Proposed Conditions):*
Since the roadway is wider than it needs to be, introduce bumpouts at each intersection and at each of the three points of the triangular-shaped park space. Each of the bumpouts creates opportunities to introduce color via landscaping. Along the perimeter of the space use the extra width to plant large canopy trees. Of course, the added benefit of defining the width of the roadway is the capturing of parallel parking spaces on all but one edge of the space. Along the left edge, infill architecture associated with the eventual Town Center development is represented and will include mixed-use development in the foreground and a over-and-under parking structure beyond. Brick pavers are shown on the left roadway and it is suggested that an occasional festival or event could close this section of roadway and create a strong connection visually and actually between the park and new development. Larger shade trees on the perimeter of the space narrow the focus of the traveler. A 'Welcome to Historic Seaford' mural painted on the side of the hospital administration building serves to both enhance that facade and introduce the Seaford brand into the consciousness of the traveler.

FACADE GRANT APPROACHES: Component & Overall Building

Incentives: Two types of facade grants should be considered for downtown Seaford that include, but are not limited to: Component Facade Grants and Overall Building Facade Grants.

Component Facade Grants

Since many building owners are intimidated by overall façade renovations coupled with a grant process, the City or Main Street program might consider simplifying the initial phases of the façade grant program and focusing solely on individual façade elements --or components, such as signs, awnings, paint, etc.-- instead of expensive, overall façade improvement approaches. In other words, consider conducting a facade component grant program such as an awning grant program, or a paint program, or a slipcover removal program, or a signage grant program in the initial phases of this incentive. Once property owners become familiar with individual façade component programs and the process of improving one's building is demystified, then consider moving on to entire-façade-based grant programs.

In the case of Seaford, an additional "component" grant type should be considered: color! A sentiment was expressed that downtown needs more color, but it is difficult to pull of solely with landscaping due to the seasonality of plant life. Therefore, it is recommended that a non-traditional component of color be considered. Similar to a sum of matching money going towards awnings, signs, etc., in this instance a sum of match money would go toward the infusion of color on the building and in the downtown environment. Creative insertions of color could include, but would not be limited to: flower baskets, umbrellas, sculpture, sun sails (shade devices), chairs, flags and banners, etc.

Beaufort, SC: Main Street Beaufort initiated a component grant program featuring awnings.

Searcy, Arkansas: Main Street Searcy initiated a component facade grant program featuring building rear treatments.

Seaford, DE: Any of the elements represented here could infuse the downtown area with splashes of color.

Conway, SC: This furniture company was the first in downtown to remove the metal slipcover from their building to expose a beautiful building underneath.

Conway, SC: The local government, in association with the Main Street program, realized the positive impact slipcover removal made to the Carolina Furniture Building (above right). Therefore, they enacted a component facade grant program for slipcover removal and five other buildings in downtown removed their slipcovers. See before (above) and after (right) photos of these five buildings along Main Street. The visual improvement to their main street was remarkable!

Seaford Component Grant Example: Paint
Cranberry Hill

***Cranberry Hill** (Existing Conditions):*
This small building packs a ton of charm and features a stunning metal cornice and arched entryway. Regrettably, the bubble awnings conceal both the windows and the entry. Moreover, the paint has faded over time and causes the "cranberry" color to appear to be pink.

***Cranberry** (Proposed Conditions):*
By removing the bubble awnings and installing a boxed awning over the storefront window and a canopy over the entry way, the architecture is respected. Moreover, by utilizing a component grant for paint a monochromatic green scheme (that contrasts nicely with the red brick building to the left) breathes new life into the building and draws out the architectural details.

Overall Building Facade Grants

Once the methodology for applying for component facade grants is established and the City or Main Street program has a proven track record for administering them, consider 'graduating' up to overall facade grants that address the entire face of a building. This approach would be reserved for more 'troublesome' buildings that require far more physical enhancement than a singular component approach could provide. However, this approach requires far more financial capital and administrative oversight to execute than a component grant approach.

Pascagoula, MS: The owner of this former office supply and paper store took advantage of an overall facade grant from Main Street Pascagoula to retrofit the building to a restaurant and exposed it's historic storefront.

Lake City, SC: The owner of this clothing store took advantage of an overall facade grant from the City of Lake City to remove the angled wood siding slipcover to expose the brick underneath. The addition of a tasteful awning, sign and lights highlighted the attractive architecture that lay hidden for many years.

Seaford Overall Building Facade Grant Example: High Street Facade

***High Street Facade** (Existing Conditions):*
Over time this building has received some very inappropriate treatments. As shown in the historic photo (inset), the upper facade has been covered with stucco for many decades. However, the open storefront area from when it was a department store has been removed and filled in with brick and a faux colonial door that is wholly inappropriate. But by far the worst offender is the shingled roof structure that covers the entire width of the facade.

***High Street** (Proposed Conditions):*
By removing the T-111 plywood siding at the upper facade, the historic stucco substrate is revealed. The shingled roof structure is removed in favor of an awning that resides between the building pilasters as it would have been historically. A wood storefront system is installed that adheres to the traditional entry system of bulkhead, display window and transom glass. The current uses within the building can continue since the storefront system can allow up to two independent entries depending on internal use and space plan layout. If a retail use is located within the building, a panel sign illuminated by a gooseneck light fixture as shown completes the look that responds to the building's historic roots.

Embracing the New

Guiding new investment

Assessment:

Great energy with River Place development….will add pedestrians, customers, etc.

Phase IV development –opportunity to refine….make more consistent architectural character to town (Randy)…open up views better to river, create active space at river and coordinate with property owner so shared parking resource can be located in the center of the block and development along Market and High Streets, fronting the park and "main street".

Most of the current infill development is occurring along the river front and, therefore, has the freedom to take on an architectural character that responds primarily to the water, while secondarily relating to the architecture found in downtown Seaford. However, in the later phases of the proposed development, new infill architecture will be constructed within the heart of downtown. Future phases will have new construction sitting immediately adjacent to historic architecture. When this occurs it will be imperative that the new construction be sympathetic to the style and characteristics of the historic architecture such as building height, setback, degree of detail, wall articulation and materials, etc.

Whenever new infill construction occurs within a historic context there are two acceptable approaches: imitation or interpretation. Imitation implies that you build a new building to make it look like an old building. Interpretation implies that you build a new building utilizing contemporary materials and construction methodologies but you interpret the details and characteristics of the old within the new. This second approach, interpretation, seems more authentic in the context of Seaford and should be emphasized. Finally, under no circumstance should new construction that bears no resemblance to the architectural character, scale, materials, heights, etc. of historic downtown Seaford be allowed in the downtown area...especially immediately adjacent to historic buildings.

High Street Infill

High Street Infill *(Existing Conditions):*
Future phases of the planned development will occupy two corners of this intersection at Pine and High Street (the principal "main street" in downtown Seaford). The gray building to the left and green building to the right will be demolished to make room for the new construction.

High Street Infill *(Proposed Conditions):*
The infill buildings illustrated above show an appropriate architectural approach for this corner site that responds to the dominant architectural precedent in the downtown area. The building to the left pushes the envelope slightly toward the 'interpretive' approach while the one on the right is slightly more of an 'imitative' approach. An architectural response between these two approaches is likely the ideal solution in downtown Seaford where this new architecture will reside immediately adjacent to historic buildings. Note the background that breaks the waterfront development buildings so that views to the river from downtown are preserved. This is a CRITICAL issue that must be addressed. Downtown's proximity to the river is the single biggest identity generator for Seaford and these views must be preserved at all costs.

Illustrative Design Guidelines

Honoring your architectural past and safeguarding current investment.

Description: As additional development occurs in downtown Seaford and incentives such as overall building facade grants are offered, it will be prudent, nay imperative, to safeguard the investments being made by both the public and private sectors. Architectural design guidelines, when developed and used properly, simultaneously honor the architectural character of a community while safeguarding subsequent development investment. However, in many instances design guidelines have been written in such a way as to be difficult to understand and interpret and, therefore, have been viewed as an impediment to redevelopment, or worse still, merely a local government telling the property owner what they cannot do.

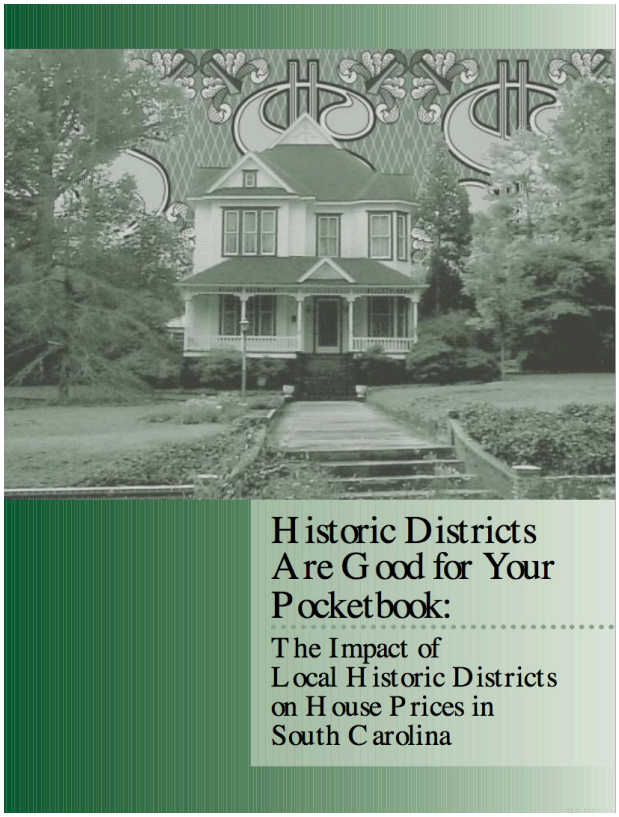
Distinctions: Illustrative design guidelines vary from those forms of design guidelines in two distinct ways. The first distinction of illustrative design guidelines is how they are developed. In the traditional way, a design professional would simply write the guidelines --often using highbrow design and planning language that the common citizen cannot understand-- and they are adopted by the local government and subsequently enforced by a design review board. In the illustrative design guideline approach the guidelines are actually developed with input from the property owners that will be affected by them. The design professional shows participants photographs of buildings from their downtown and asks a series of questions that unveil an understanding of the design and planning characteristics of the community itself. These characteristics, such as, but not limited to, building height, dominant building materials, levels of detail, degree of ornament, kinds of doors and windows, etc. establish the baseline of architectural character for the guidelines. Said simply, the goal of the guidelines is to simply safeguard the architectural character that already exists within a place, NOT to impose and external style or standard of care beyond what is already there.

The second distinction is that illustrative design guidelines feature copious photographs and minimal text. People intuitively understand photographs, while trying to use words to describe design criteria can lead to misunderstanding and multiple interpretations. Therefore, with illustrative design guidelines, the topic of windows be handled in this manner: a simple statement of intent would be crafted that articulates key goals pertaining to windows...perhaps limited to the desire to use windows that are to scale and in a style that is compatible with the dominant window forms in the downtown. Thereafter, dozens of photos of acceptable windows would be featured. If necessary, a few photos of inappropriate windows might also be featured to highlight the contrast between the two types of windows.

Aiken, SC: (below, top) Conducting property owner workshop to determine the architectural characteristics of downtown Aiken before drafting the guidelines. (below, bottom) Photo-montages of typical blocks in downtown Aiken that became the objective standard for typical design issues such as building height, setback, massing, materials, etc.

Benefits: Illustrative design guidelines have two significant benefits. The first is that the resultant document features hundreds of "can do" solutions to common design issues facing a property owner. The tone of the document turns on its head the sentiment that design guidelines tell a property owner what they cannot do to their buildings to an education document that portrays hundreds, if not thousands, of appropriate things that can do with their building. Moreover, given the fact that the property owners had a voice in their formation, they do not feel like an external standard being imposed upon them from without, but rather a self-imposed standard to ensure the architectural character of their place has been maintained and their investment in their building is safeguarded. Their investment in their building is safeguarded by the understanding that there is an agreed-upon standard of design care that all property owners now share. Said simply, an investor has no fear that his neighbor can do the wrong thing an adjacent property and thereby adversely affect the value of their property.

The final benefit of illustrative design guidelines is that they are good for business. Study after study has demonstrated that properties within areas that are governed by design review and objective design criteria such as illustrative design guidelines appreciate at a rate significantly higher than their non-regulated counterparts. The study illustrated by the adjacent image was performed in South Carolina and revealed that neighborhoods that had design review and design guidelines appreciated at a rate of 16-26% higher than non-regulated neighborhoods.



Economic Impact: The document at right is one of many studies that have demonstrated the economic benefit of design review and design guidelines that result in higher appraised real estate values. A copy of the report at right may be found at the following URL:
http://shpo.sc.gov/pubs/Documents/hdgoodforpocketbook.pdf

GUIDELINES FOR NEW BUILDINGS

BALCONIES

Balconies are railed or balustraded platforms that project from the building to create a sense (sometimes actual, sometimes implied) of the interior of a building being extended to the outside. Second story balconies are characteristic of a number of buildings found in downtown Aiken. When used appropriately in new buildings, balconies can add color, detail and functionality (i.e. access to outdoors from upper floors) that a building would otherwise lack.

Wall executed balcony and support bracket.

Example of portico balcony/canopy from downtown Aiken.

Contemporary interpretation of traditional balcony element creates a sense of extending the inside of the building to the outside.

Contemporary interpretation of traditional balcony element on this building introduces color and detail.

Appropriate balcony installation in downtown Aiken.

Positively, this balcony installation provides a level of detail/ornament. Negatively, it should be questioned why you would have a balcony that is inaccessible/non-functional since the windows behind are fixed in nature.

Guidelines

- Integrate the balcony into the structure either by setting it into the building or by incorporating a well-detailed supporting bracket system.
- Introduce ornament and detailing in balcony railings to add character and visual interest to the building.
- Use appropriately scaled and detailed brackets or supports.

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Aiken, SC: A sample page from the Aiken design guidelines illustrating acceptable balcony solutions for buildings in the downtown area.

3.1.3

Storefront Renovation and Replacement

For most traditional buildings, large panes of glass at the display window level with solid kick plates below are appropriate. Multi-pane designs that divide the storefront window into small components should only be used if they restore proven historic elements and original openings.

Preserve the original kick plate, or bulkhead, whenever possible. For buildings with historic significance, restore the original bulkhead from documentary evidence. If original information is not available, develop a new simplified design that retains the original character and dimensions of the bulkhead that would most likely have been on the building. For renovations where there is no documentary evidence, appropriate bulkhead materials are: brick, painted wood panels, stone, and glazed tile or painted metal in muted tones. Align the bulkhead with those of other traditional buildings in the block.

The use of a clear glass transom over doors within the upper part of the display window area is most appropriate. Retain the original materials and proportions of the transom opening. If the framing that defines the transom has been removed, re-establish it in a new design. If the interior ceiling is lower than the transom line due to later renovation, raise the dropped ceiling up from the window to maintain its traditional dimensions. Align transom framing with other adjacent buildings to maintain a clear line along the block face. The area above the transom or storefront cornice has traditionally been used for a sign or decorative element.

Cornice
Transom Window
Display Window
Pier
Bulkhead
Recessed Door Entry

Great example of a traditional storefront composition from Hartsville, SC.

The transom area needs a transparent treatment to respond to the traditional storefront layout.

Davor's

One way to deal with the transom area is to conceal it with an awning. All the other elements of the traditional storefront are dealt with appropriately in this example.

Good example of storefront renovation utilizing new materials adhering to traditional storefront composition.

Examples of inappropriate storefront renovations & replacements.

Guidelines

- Maintain traditional recessed entries where they exist.
- Maintain the original size, shape and proportion of storefronts and openings to retain the historic scale and character.
- Maintain the bulkhead, or kick plate, below the storefront display window element.
- Preserve the transom and sign board area features.

Hartsville Design Guidelines | EXISTING COMMERCIAL-TYPE BUILDINGS 21

Hartsville, SC: A sample page from the Hartsville design guidelines illustrating acceptable storefront solutions for buildings in the downtown area.

Side Street Merchant Signage

Description: Seaford benefits from a clearly demarcated "main street" that runs through the heart of downtown in the form of High Street. However, not all retail and restaurant venues are located along High Street and, therefore, need signage that will direct the shopper --particularly the pedestrian-- to these side street locations. Many cities have adopted a cooperative approach to this side street merchant signage whereby the city or town purchases and installs the pole and overall sign board, while the individual merchants purchase individual sign panels specific to their businesses. These approaches have the added benefit of being flexible, if a business closes and a new business opens, one need only to remove the old panel and install a new one. Some examples of side street merchant signage are included below.

Natchitoches, LA:
The overall sign board was purchased and installed by the City on their vintage light poles. The individual businesses then purchased individual sign panels specific to their location and business name.

Columbia, SC:
In a location where motorists travel at a higher rate of speed, a larger sign approach like this one in Columbia, SC might be warranted. This sign is also a collaboration between the City (who installed the pole and supporting structure) and the business owners (who supplied their individual panels).

Middleford Road Streetscape

***Middleford Road** (Existing Conditions):*
This thoroughfare is one of the dominant routes into historic downtown Seaford. However, its character and development pattern belies the beauty that awaits the traveler downtown. The absence of trees or landscape buffers makes the roadway seem barren and wider than it actually is.

***Middleford Road** (Proposed Conditions):*
Since major transmission lines occur on the right side of the street, place columnar type trees behind the transmission lines. On the left side of the roadway where plenty of right-of-way exists, plant larger shade trees. Include landscaped buffers at all parking lots and corners. Install a wayfinding sign system and branded banners to foreshadow the downtown area. At major intersections install clearly demarcated crosswalks. Stain the asphalt in the bike lane with a color to distinguish this lane from the vehicular lanes of travel as well as to visually narrow the roadway width.

Seaford
The Perfect Place to Start.

Market Data Vision2025

PREPARED BY

Community Design Soltuions
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Mahan Rykiel Associates, Inc.
mahanrykiel.com

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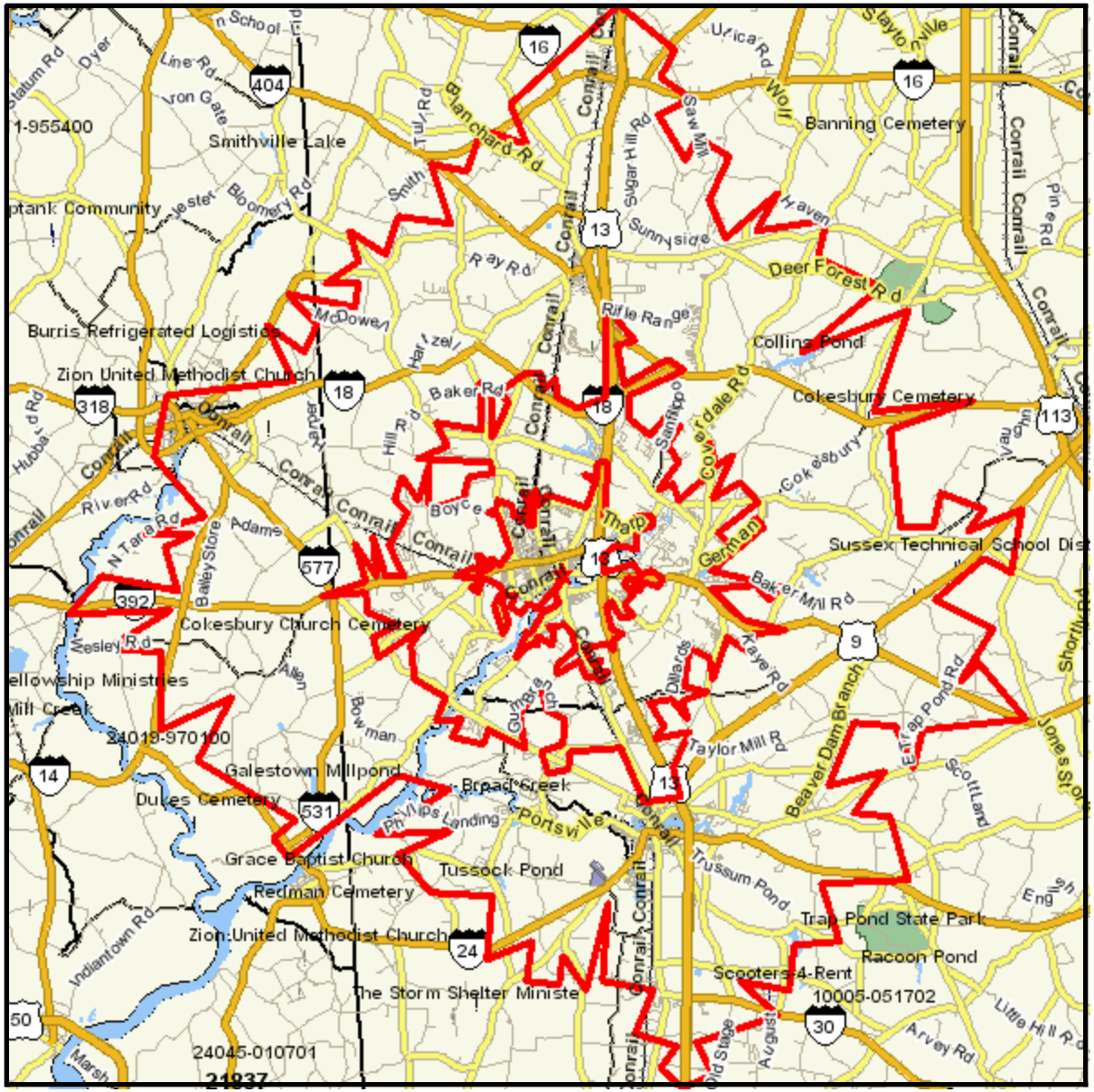
Area Map



414 HIGH ST
SEAFORD,DE 19973-3914
Coord: 38.641930, -75.610115
Polygon - See Appendix for Points

Legend

- Point
- Interstate Highways
- US Highways
- State Highways
- Major Highways
- Major Roads
- Roads
- Railroads
- Landmarks
- Parks
- Hydrography
- Airports
- Block Groups
- Tracts
- MCD
- Area Zip Codes
- County
- Core Based Statistical Areas

0 miles 2.49 4.98

N W E S

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Prepared For:

Prepared By:

Area Map

Appendix: Area Listing

Area Name:

414 HIGH ST, SEAFORD, DE 19973-3914

Type: Drive Time 1: 5 Minute(s)

Polygon Points:

38.606331	-75.594780	38.608128	-75.595680	38.607830	-75.599869	38.613216	-75.603165
38.609024	-75.612442	38.611721	-75.612144	38.617107	-75.604355	38.622494	-75.605858
38.624889	-75.609146	38.624290	-75.615730	38.622494	-75.613335	38.618603	-75.614235
38.621597	-75.620522	38.618305	-75.620522	38.619202	-75.623215	38.614414	-75.629799
38.622795	-75.625313	38.622196	-75.623512	38.629082	-75.618423	38.632072	-75.611542
38.635963	-75.613335	38.639854	-75.610046	38.630280	-75.620819	38.632374	-75.624710
38.628780	-75.627403	38.631176	-75.632195	38.635365	-75.629799	38.634171	-75.635788
38.625488	-75.633095	38.621895	-75.635490	38.631775	-75.638779	38.636265	-75.635185
38.638359	-75.636383	38.640755	-75.643272	38.635666	-75.645966	38.637463	-75.649254
38.638062	-75.646263	38.640755	-75.645668	38.641354	-75.655540	38.644047	-75.647758
38.642551	-75.645363	38.648537	-75.645668	38.646442	-75.642967	38.642849	-75.642967
38.644344	-75.639679	38.647041	-75.640579	38.644943	-75.636688	38.649433	-75.632492
38.661705	-75.637283	38.662304	-75.641174	38.663502	-75.637886	38.666496	-75.637581
38.664700	-75.631294	38.660809	-75.630699	38.661705	-75.628601	38.659611	-75.627403
38.663204	-75.625908	38.657814	-75.624115	38.658115	-75.622017	38.662304	-75.622314
38.668591	-75.627106	38.669189	-75.625313	38.665897	-75.622917	38.670387	-75.621719
38.664700	-75.620819	38.667992	-75.616035	38.663803	-75.599869	38.672783	-75.595978
38.674877	-75.600769	38.674576	-75.595375	38.678467	-75.595078	38.679665	-75.592682
38.678467	-75.590591	38.661106	-75.592384	38.657516	-75.584007	38.660809	-75.578316
38.661106	-75.571434	38.657814	-75.571732	38.656319	-75.578613	38.650333	-75.578316
38.651230	-75.587296	38.647938	-75.592682	38.642250	-75.592384	38.645542	-75.580116
38.641953	-75.577118	38.643150	-75.572029	38.640453	-75.567841	38.637760	-75.569336
38.639256	-75.576225	38.636562	-75.577118	38.637161	-75.580711	38.640156	-75.578018

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Area Map

Appendix: Area Listing

38.640453	-75.582207	38.638062	-75.583702	38.635067	-75.580116	38.631775	-75.583702
38.627884	-75.579811	38.627583	-75.585205	38.632973	-75.588791	38.630875	-75.591187
38.623692	-75.589096	38.621895	-75.584602	38.620399	-75.588196	38.616810	-75.588196
38.619202	-75.590294	38.617405	-75.600464	38.612019	-75.596878	38.613815	-75.593582
38.610222	-75.595078	38.609623	-75.590889	38.606331	-75.594780		

Area Name:

414 HIGH ST, SEAFORD, DE 19973-3914

Type: Drive Time 2: 10 Minute(s)

Polygon Points:

38.566265	-75.575386	38.583992	-75.585167	38.582767	-75.606552	38.577267	-75.607780
38.576046	-75.616333	38.582767	-75.618782	38.585213	-75.609612	38.593769	-75.609001
38.596825	-75.616943	38.604160	-75.618782	38.595604	-75.627945	38.583992	-75.626114
38.590103	-75.641396	38.585213	-75.643837	38.587658	-75.656670	38.593769	-75.653008
38.593159	-75.663399	38.601105	-75.659729	38.607216	-75.673172	38.618217	-75.674400
38.624329	-75.668900	38.614552	-75.688454	38.620663	-75.690285	38.624939	-75.679901
38.629219	-75.692734	38.635941	-75.693954	38.634720	-75.711678	38.639610	-75.693954
38.651833	-75.698235	38.641441	-75.689064	38.654278	-75.690903	38.641441	-75.684784
38.641441	-75.677452	38.651222	-75.683563	38.662224	-75.676231	38.666500	-75.681122
38.674446	-75.678062	38.666500	-75.671341	38.678112	-75.667061	38.665279	-75.666451
38.664669	-75.660950	38.667110	-75.652397	38.674446	-75.649948	38.675671	-75.640175
38.679337	-75.640785	38.680557	-75.671341	38.684227	-75.659119	38.692169	-75.663399
38.689728	-75.644447	38.705616	-75.645058	38.703785	-75.639557	38.687283	-75.640175
38.698895	-75.632835	38.702560	-75.636505	38.708672	-75.626114	38.708672	-75.618782
38.703171	-75.618172	38.706841	-75.612671	38.700729	-75.612053	38.697060	-75.603500
38.700729	-75.591278	38.730675	-75.591278	38.719063	-75.579056	38.717842	-75.586998
38.705006	-75.583328	38.713562	-75.565605	38.709896	-75.558273	38.701340	-75.581497

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Appendix: Area Listing

38.693394	-75.581497	38.687893	-75.572937	38.694614	-75.564995	38.690948	-75.560104
38.684837	-75.565605	38.679337	-75.560715	38.670170	-75.569275	38.672001	-75.563164
38.666500	-75.560715	38.673836	-75.549713	38.685448	-75.547882	38.678112	-75.544212
38.681782	-75.537491	38.667110	-75.546051	38.672611	-75.534439	38.665890	-75.527100
38.655499	-75.543602	38.651222	-75.538712	38.660389	-75.527710	38.657333	-75.524658
38.643276	-75.546661	38.637775	-75.516098	38.633495	-75.522209	38.638386	-75.527710
38.637165	-75.546661	38.626774	-75.532600	38.623108	-75.515488	38.621883	-75.528938
38.614552	-75.527710	38.620663	-75.539940	38.607216	-75.546051	38.614552	-75.547882
38.616997	-75.555824	38.604771	-75.558273	38.602940	-75.548492	38.599880	-75.558884
38.593769	-75.556442	38.600494	-75.563774	38.599270	-75.572937	38.591324	-75.566826
38.587048	-75.570496	38.589493	-75.555824	38.577881	-75.563164	38.568100	-75.559494
38.566265	-75.575386						

Area Name:

414 HIGH ST, SEAFORD, DE 19973-3914

Type: Drive Time 3: 20 Minute(s)

Polygon Points:

38.471096	-75.559036	38.478043	-75.568298	38.484993	-75.561348	38.489624	-75.578720
38.503521	-75.571770	38.506996	-75.592621	38.532475	-75.590302	38.503521	-75.599564
38.515102	-75.609993	38.505840	-75.611145	38.506996	-75.625046	38.519737	-75.622726
38.513947	-75.642418	38.534790	-75.640099	38.535950	-75.665581	38.548687	-75.679474
38.556793	-75.657471	38.555637	-75.688744	38.570690	-75.658630	38.575325	-75.679474
38.547531	-75.726959	38.554478	-75.732750	38.560268	-75.723480	38.579956	-75.765175
38.600803	-75.750122	38.590378	-75.780228	38.615856	-75.780228	38.617016	-75.803391
38.629753	-75.776756	38.628597	-75.819603	38.641335	-75.805710	38.636703	-75.773277
38.650600	-75.779068	38.655231	-75.767494	38.655231	-75.789497	38.661022	-75.761703
38.680710	-75.783707	38.701557	-75.777916	38.706188	-75.724640	38.724716	-75.736221

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Prepared For:

Prepared By:

Area Map

Appendix: Area Listing

38.715454	-75.720009	38.724716	-75.714218	38.735142	-75.726959	38.730507	-75.698006
38.738613	-75.696846	38.738613	-75.710747	38.745564	-75.696846	38.755985	-75.700325
38.747879	-75.685265	38.760620	-75.679474	38.758301	-75.657471	38.777988	-75.665581
38.775673	-75.650520	38.789570	-75.644730	38.784939	-75.625046	38.797676	-75.631996
38.831261	-75.585670	38.816208	-75.562508	38.806942	-75.568298	38.799995	-75.555557
38.794205	-75.569458	38.779148	-75.557877	38.787254	-75.553246	38.780308	-75.539345
38.766411	-75.547455	38.753670	-75.540504	38.768726	-75.518501	38.755985	-75.527763
38.759460	-75.497658	38.746723	-75.501129	38.737457	-75.474495	38.715454	-75.508080
38.729351	-75.462914	38.695766	-75.477966	38.699242	-75.435120	38.689976	-75.471016
38.657547	-75.466385	38.657547	-75.452492	38.669128	-75.449013	38.663338	-75.430489
38.656391	-75.437431	38.663338	-75.414276	38.642494	-75.418907	38.647125	-75.430489
38.633228	-75.451332	38.623962	-75.427010	38.606594	-75.440910	38.612385	-75.432800
38.593853	-75.413116	38.590378	-75.457123	38.577641	-75.460594	38.591537	-75.468704
38.592697	-75.486076	38.571850	-75.496498	38.576481	-75.473335	38.562584	-75.486076
38.561428	-75.471016	38.540581	-75.462914	38.539425	-75.499969	38.519737	-75.491867
38.518578	-75.511551	38.503521	-75.513870	38.506996	-75.534714	38.495415	-75.518501
38.486153	-75.553246	38.475727	-75.546295	38.471096	-75.559036		

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RMP Opportunity Gap - Retail Stores

DrvTim 1: 414 HIGH ST, SEAFORD, DE 19973-3914, 5 Minute(s) Total

Retail Stores	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales & Eating, Drinking Places	155,798,728	351,516,080	(195,717,352)
Motor Vehicle & Parts Dealers-441	25,888,483	65,648,370	(39,759,887)
Automotive Dealers-4411	21,009,957	54,266,206	(33,256,249)
Other Motor Vehicle Dealers-4412	2,662,837	4,728,026	(2,065,189)
Automotive Parts/Accessories, Tire Stores-4413	2,215,689	6,654,138	(4,438,449)
Furniture & Home Furnishings Stores-442	2,966,897	4,654,404	(1,687,507)
Furniture Stores-4421	1,558,604	1,135,051	423,553
Home Furnishing Stores-4422	1,408,294	3,519,353	(2,111,059)
Electronics & Appliances Stores-443	2,783,739	5,707,297	(2,923,558)
Appliance, TV, Electronics Stores-44311	2,178,649	4,458,790	(2,280,141)
Household Appliances Stores-443111	390,802	3,150,600	(2,759,798)
Radio, Television, Electronics Stores-443112	1,787,847	1,308,190	479,657
Computer & Software Stores-44312	540,640	1,248,508	(707,868)
Camera & Photographic Equipment Stores-44313	64,450	0	64,450
Building Material, Garden Equipment Stores -444	16,214,227	20,303,476	(4,089,249)
Building Material & Supply Dealers-4441	13,818,914	18,503,584	(4,684,670)
Home Centers-44411	5,625,962	4,991,114	634,848
Paint & Wallpaper Stores-44412	227,111	1,095,060	(867,949)
Hardware Stores-44413	1,444,864	5,907,739	(4,462,875)
Other Building Materials Dealers-44419	6,520,976	6,509,670	11,306
Building Materials, Lumberyards-444191	2,409,528	2,434,641	(25,113)
Lawn/Garden Equipment/Supplies Stores-4442	2,395,313	1,799,893	595,420
Outdoor Power Equipment Stores-44421	718,407	0	718,407
Nursery & Garden Centers-44422	1,676,906	1,799,893	(122,987)
Food & Beverage Stores-445	20,208,777	91,537,800	(71,329,023)
Grocery Stores-4451	13,454,878	33,560,897	(20,106,019)
Supermarkets, Grocery Stores-44511	12,556,114	31,857,118	(19,301,004)
Convenience Stores-44512	898,764	1,703,780	(805,016)
Specialty Food Stores-4452	1,613,462	1,671,548	(58,086)
Beer, Wine & Liquor Stores-4453	5,140,437	56,305,354	(51,164,917)
Health & Personal Care Stores-446	10,278,602	28,876,956	(18,598,354)
Pharmacies & Drug Stores-44611	8,287,465	24,801,643	(16,514,178)
Cosmetics, Beauty Supplies, Perfume Stores-44612	729,890	243,693	486,197
Optical Goods Stores-44613	344,511	352,658	(8,147)
Other Health & Personal Care Stores-44619	916,736	3,478,963	(2,562,227)

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RMP Opportunity Gap - Retail Stores

DrvTim 1: 414 HIGH ST, SEAFORD, DE 19973-3914, 5 Minute(s) Total

Retail Stores	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	15,824,737	45,059,861	(29,235,124)
Gasoline Stations with Convenience Stores-44711	11,628,019	31,711,062	(20,083,043)
Other Gasoline Stations-44719	4,196,718	13,348,799	(9,152,081)
Clothing & Clothing Accessories Stores-448	6,951,174	15,610,986	(8,659,812)
Clothing Stores-4481	3,852,470	2,399,402	1,453,068
Men's Clothing Stores-44811	175,705	0	175,705
Women's Clothing Stores-44812	834,240	880,818	(46,578)
Children's, Infants' Clothing Stores-44813	268,309	0	268,309
Family Clothing Stores-44814	2,083,800	1,285,139	798,661
Clothing Accessories Stores-44815	162,381	233,445	(71,064)
Other Clothing Stores-44819	328,035	0	328,035
Shoe Stores-4482	607,999	258,967	349,032
Jewelry, Luggage, Leather Goods Stores-4483	2,490,706	12,952,616	(10,461,910)
Jewelry Stores-44831	2,205,951	12,952,616	(10,746,665)
Luggage & Leather Goods Stores-44832	284,754	0	284,754
Sporting Goods, Hobby, Book, Music Stores-451	2,902,999	894,853	2,008,146
Sporting Goods, Hobby, Musical Inst Stores-4511	2,576,996	876,644	1,700,352
Sporting Goods Stores-45111	1,343,938	776,481	567,457
Hobby, Toy & Game Stores-45112	760,481	99,517	660,964
Sewing,Needlework & Piece Goods Stores-45113	245,072	646	244,426
Musical Instrument & Supplies Stores-45114	227,505	0	227,505
Book, Periodical & Music Stores-4512	326,003	18,209	307,794
Book Stores & News Dealers-45121	274,578	18,209	256,369
Book Stores-451211	236,833	18,209	218,624
News Dealers & Newsstands-451212	37,745	0	37,745
Prerecorded Tape, CD, Record Stores-45122	51,425	0	51,425
General Merchandise Stores-452	19,073,755	38,467,613	(19,393,858)
Department Stores, Excl Leased Departments-4521	8,130,044	5,844,712	2,285,332
Other General Merchandise Stores-4529	10,943,710	32,622,902	(21,679,192)
Miscellaneous Store Retailers-453	4,366,964	1,983,953	2,383,011
Florists-4531	157,475	105,614	51,861
Office Supplies, Stationery, Gift Stores-4532	1,926,671	1,239,725	686,946
Office Supplies & Stationery Stores-45321	891,780	0	891,780
Gift, Novelty & Souvenir Stores-45322	1,034,891	1,239,725	(204,834)
Used Merchandise Stores-4533	300,889	37,052	263,837
Other Miscellaneous Store Retailers-4539	1,981,930	601,561	1,380,369
Non-Store Retailers-454	14,039,361	1,764,891	12,274,470

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RMP Opportunity Gap - Retail Stores

DrvTim 1: 414 HIGH ST, SEAFORD, DE 19973-3914, 5 Minute(s) Total

Retail Stores	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Foodservice & Drinking Places-722	14,299,012	31,005,619	(16,706,607)
Full-Service Restaurants-7221	6,369,409	18,785,511	(12,416,102)
Limited-Service Eating Places-7222	5,762,756	11,938,575	(6,175,819)
Special Foodservices-7223	1,589,583	52,275	1,537,308
Drinking Places -Alcoholic Beverages-7224	577,263	229,259	348,004
GAFO *	36,605,235	66,574,879	(29,969,644)
General Merchandise Stores-452	19,073,755	38,467,613	(19,393,858)
Clothing & Clothing Accessories Stores-448	6,951,174	15,610,986	(8,659,812)
Furniture & Home Furnishings Stores-442	2,966,897	4,654,404	(1,687,507)
Electronics & Appliances Stores-443	2,783,739	5,707,297	(2,923,558)
Sporting Goods, Hobby, Book, Music Stores-451	2,902,999	894,853	2,008,146
Office Supplies, Stationery, Gift Stores-4532	1,926,671	1,239,725	686,946

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RMP Opportunity Gap - Retail Stores

DrvTim 2: 414 HIGH ST, SEAFORD, DE 19973-3914, 10 Minute(s) Total

Retail Stores	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales & Eating, Drinking Places	352,490,557	686,917,490	(334,426,933)
Motor Vehicle & Parts Dealers-441	60,205,516	222,660,542	(162,455,026)
Automotive Dealers-4411	48,721,434	196,194,565	(147,473,131)
Other Motor Vehicle Dealers-4412	6,390,159	15,567,665	(9,177,506)
Automotive Parts/Accessories, Tire Stores-4413	5,093,923	10,898,312	(5,804,389)
Furniture & Home Furnishings Stores-442	6,763,003	7,972,889	(1,209,886)
Furniture Stores-4421	3,543,045	4,082,593	(539,548)
Home Furnishing Stores-4422	3,219,959	3,890,296	(670,337)
Electronics & Appliances Stores-443	6,240,893	9,327,767	(3,086,874)
Appliance, TV, Electronics Stores-44311	4,887,686	7,059,380	(2,171,694)
Household Appliances Stores-443111	886,426	3,150,600	(2,264,174)
Radio, Television, Electronics Stores-443112	4,001,260	3,908,780	92,480
Computer & Software Stores-44312	1,209,406	2,268,387	(1,058,981)
Camera & Photographic Equipment Stores-44313	143,801	0	143,801
Building Material, Garden Equipment Stores -444	37,528,954	70,621,304	(33,092,350)
Building Material & Supply Dealers-4441	31,967,902	64,921,346	(32,953,444)
Home Centers-44411	12,928,968	34,895,945	(21,966,977)
Paint & Wallpaper Stores-44412	534,635	1,095,060	(560,425)
Hardware Stores-44413	3,280,723	11,334,871	(8,054,148)
Other Building Materials Dealers-44419	15,223,576	17,595,469	(2,371,893)
Building Materials, Lumberyards-444191	5,564,663	6,580,778	(1,016,115)
Lawn/Garden Equipment/Supplies Stores-4442	5,561,053	5,699,958	(138,905)
Outdoor Power Equipment Stores-44421	1,730,022	3,761	1,726,261
Nursery & Garden Centers-44422	3,831,030	5,696,197	(1,865,167)
Food & Beverage Stores-445	45,186,561	124,776,410	(79,589,849)
Grocery Stores-4451	30,029,446	56,303,353	(26,273,907)
Supermarkets, Grocery Stores-44511	28,016,261	54,269,905	(26,253,644)
Convenience Stores-44512	2,013,186	2,033,448	(20,262)
Specialty Food Stores-4452	3,597,504	2,447,866	1,149,638
Beer, Wine & Liquor Stores-4453	11,559,611	66,025,191	(54,465,580)
Health & Personal Care Stores-446	22,979,204	58,497,863	(35,518,659)
Pharmacies & Drug Stores-44611	18,508,454	53,880,450	(35,371,996)
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,629,525	459,197	1,170,328
Optical Goods Stores-44613	794,725	353,468	441,257
Other Health & Personal Care Stores-44619	2,046,500	3,804,748	(1,758,248)

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RMP Opportunity Gap - Retail Stores

DrvTim 2: 414 HIGH ST, SEAFORD, DE 19973-3914, 10 Minute(s) Total

Retail Stores	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	35,341,162	60,189,171	(24,848,009)
Gasoline Stations with Convenience Stores-44711	25,982,951	41,139,042	(15,156,091)
Other Gasoline Stations-44719	9,358,211	19,050,129	(9,691,918)
Clothing & Clothing Accessories Stores-448	15,696,941	20,197,444	(4,500,503)
Clothing Stores-4481	8,603,856	4,697,556	3,906,300
Men's Clothing Stores-44811	394,946	3,165	391,781
Women's Clothing Stores-44812	1,883,298	2,523,114	(639,816)
Children's, Infants' Clothing Stores-44813	577,358	3,669	573,689
Family Clothing Stores-44814	4,642,524	1,922,407	2,720,117
Clothing Accessories Stores-44815	367,019	233,445	133,574
Other Clothing Stores-44819	738,713	11,756	726,957
Shoe Stores-4482	1,340,884	827,168	513,716
Jewelry, Luggage, Leather Goods Stores-4483	5,752,201	14,672,720	(8,920,519)
Jewelry Stores-44831	5,110,066	14,672,720	(9,562,654)
Luggage & Leather Goods Stores-44832	642,136	0	642,136
Sporting Goods, Hobby, Book, Music Stores-451	6,506,453	2,006,888	4,499,565
Sporting Goods, Hobby, Musical Inst Stores-4511	5,775,828	1,948,338	3,827,490
Sporting Goods Stores-45111	3,007,943	1,265,882	1,742,061
Hobby, Toy & Game Stores-45112	1,685,027	671,065	1,013,962
Sewing,Needlework & Piece Goods Stores-45113	563,532	11,150	552,382
Musical Instrument & Supplies Stores-45114	519,325	241	519,084
Book, Periodical & Music Stores-4512	730,626	58,549	672,077
Book Stores & News Dealers-45121	614,665	58,549	556,116
Book Stores-451211	529,866	58,549	471,317
News Dealers & Newsstands-451212	84,799	0	84,799
Prerecorded Tape, CD, Record Stores-45122	115,960	0	115,960
General Merchandise Stores-452	42,544,500	58,329,106	(15,784,606)
Department Stores, Excl Leased Departments-4521	18,094,203	13,835,534	4,258,669
Other General Merchandise Stores-4529	24,450,297	44,493,571	(20,043,274)
Miscellaneous Store Retailers-453	9,906,256	2,684,193	7,222,063
Florists-4531	363,095	118,809	244,286
Office Supplies, Stationery, Gift Stores-4532	4,353,782	1,446,281	2,907,501
Office Supplies & Stationery Stores-45321	2,029,766	15,399	2,014,367
Gift, Novelty & Souvenir Stores-45322	2,324,016	1,430,882	893,134
Used Merchandise Stores-4533	674,137	41,068	633,069
Other Miscellaneous Store Retailers-4539	4,515,242	1,078,036	3,437,206
Non-Store Retailers-454	31,466,278	2,784,348	28,681,930

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RMP Opportunity Gap - Retail Stores

DrvTim 2: 414 HIGH ST, SEAFORD, DE 19973-3914, 10 Minute(s) Total

Retail Stores	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Foodservice & Drinking Places-722	32,124,835	46,869,564	(14,744,729)
Full-Service Restaurants-7221	14,312,576	33,109,182	(18,796,606)
Limited-Service Eating Places-7222	12,940,557	13,251,889	(311,332)
Special Foodservices-7223	3,571,829	227,866	3,343,963
Drinking Places -Alcoholic Beverages-7224	1,299,873	280,628	1,019,245
GAFO *	82,105,572	99,280,374	(17,174,802)
General Merchandise Stores-452	42,544,500	58,329,106	(15,784,606)
Clothing & Clothing Accessories Stores-448	15,696,941	20,197,444	(4,500,503)
Furniture & Home Furnishings Stores-442	6,763,003	7,972,889	(1,209,886)
Electronics & Appliances Stores-443	6,240,893	9,327,767	(3,086,874)
Sporting Goods, Hobby, Book, Music Stores-451	6,506,453	2,006,888	4,499,565
Office Supplies, Stationery, Gift Stores-4532	4,353,782	1,446,281	2,907,501

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RMP Opportunity Gap - Retail Stores

DrvTim 3: 414 HIGH ST, SEAFORD, DE 19973-3914, 20 Minute(s) Total

Retail Stores	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales & Eating, Drinking Places	807,536,820	1,205,552,106	(398,015,286)
Motor Vehicle & Parts Dealers-441	142,451,094	318,265,871	(175,814,777)
Automotive Dealers-4411	115,275,079	279,645,341	(164,370,262)
Other Motor Vehicle Dealers-4412	15,525,911	22,982,586	(7,456,675)
Automotive Parts/Accessories, Tire Stores-4413	11,650,104	15,637,944	(3,987,840)
Furniture & Home Furnishings Stores-442	15,336,737	26,278,471	(10,941,734)
Furniture Stores-4421	8,030,901	19,040,116	(11,009,215)
Home Furnishing Stores-4422	7,305,836	7,238,354	67,482
Electronics & Appliances Stores-443	14,141,316	16,868,737	(2,727,421)
Appliance, TV, Electronics Stores-44311	11,075,250	13,914,070	(2,838,820)
Household Appliances Stores-443111	2,011,127	4,411,895	(2,400,768)
Radio, Television, Electronics Stores-443112	9,064,122	9,502,175	(438,053)
Computer & Software Stores-44312	2,739,793	2,928,676	(188,883)
Camera & Photographic Equipment Stores-44313	326,272	25,991	300,281
Building Material, Garden Equipment Stores -444	85,690,726	141,141,076	(55,450,350)
Building Material & Supply Dealers-4441	72,799,398	132,992,490	(60,193,092)
Home Centers-44411	29,417,233	53,845,595	(24,428,362)
Paint & Wallpaper Stores-44412	1,219,308	1,095,060	124,248
Hardware Stores-44413	7,461,352	27,990,629	(20,529,277)
Other Building Materials Dealers-44419	34,701,505	50,061,206	(15,359,701)
Building Materials, Lumberyards-444191	12,676,290	18,723,099	(6,046,809)
Lawn/Garden Equipment/Supplies Stores-4442	12,891,328	8,148,586	4,742,742
Outdoor Power Equipment Stores-44421	4,138,304	970,230	3,168,074
Nursery & Garden Centers-44422	8,753,024	7,178,356	1,574,668
Food & Beverage Stores-445	102,798,526	238,713,621	(135,915,095)
Grocery Stores-4451	68,255,034	92,943,788	(24,688,754)
Supermarkets, Grocery Stores-44511	63,666,614	81,701,218	(18,034,604)
Convenience Stores-44512	4,588,420	11,242,570	(6,654,150)
Specialty Food Stores-4452	8,180,091	4,938,621	3,241,470
Beer, Wine & Liquor Stores-4453	26,363,402	140,831,213	(114,467,811)
Health & Personal Care Stores-446	51,897,327	84,741,311	(32,843,984)
Pharmacies & Drug Stores-44611	41,779,192	79,570,064	(37,790,872)
Cosmetics, Beauty Supplies, Perfume Stores-44612	3,676,172	700,073	2,976,099
Optical Goods Stores-44613	1,821,808	528,987	1,292,821
Other Health & Personal Care Stores-44619	4,620,155	3,942,187	677,968

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RMP Opportunity Gap - Retail Stores

DrvTim 3: 414 HIGH ST, SEAFORD, DE 19973-3914, 20 Minute(s) Total

Retail Stores	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	80,971,785	158,308,297	(77,336,512)
Gasoline Stations with Convenience Stores-44711	59,504,676	124,230,604	(64,725,928)
Other Gasoline Stations-44719	21,467,110	34,077,693	(12,610,583)
Clothing & Clothing Accessories Stores-448	35,633,018	53,823,021	(18,190,003)
Clothing Stores-4481	19,547,217	8,994,825	10,552,392
Men's Clothing Stores-44811	898,097	1,001,187	(103,090)
Women's Clothing Stores-44812	4,285,641	4,154,950	130,691
Children's, Infants' Clothing Stores-44813	1,305,181	841,046	464,135
Family Clothing Stores-44814	10,543,472	2,256,309	8,287,163
Clothing Accessories Stores-44815	835,386	233,445	601,941
Other Clothing Stores-44819	1,679,440	507,889	1,171,551
Shoe Stores-4482	3,038,735	1,209,381	1,829,354
Jewelry, Luggage, Leather Goods Stores-4483	13,047,066	43,618,815	(30,571,749)
Jewelry Stores-44831	11,587,340	43,618,815	(32,031,475)
Luggage & Leather Goods Stores-44832	1,459,727	0	1,459,727
Sporting Goods, Hobby, Book, Music Stores-451	14,713,419	3,016,871	11,696,548
Sporting Goods, Hobby, Musical Inst Stores-4511	13,069,881	2,927,163	10,142,718
Sporting Goods Stores-45111	6,814,507	1,968,724	4,845,783
Hobby, Toy & Game Stores-45112	3,799,278	807,718	2,991,560
Sewing,Needlework & Piece Goods Stores-45113	1,276,108	11,150	1,264,958
Musical Instrument & Supplies Stores-45114	1,179,989	139,571	1,040,418
Book, Periodical & Music Stores-4512	1,643,538	89,708	1,553,830
Book Stores & News Dealers-45121	1,380,914	89,708	1,291,206
Book Stores-451211	1,188,633	89,708	1,098,925
News Dealers & Newsstands-451212	192,281	0	192,281
Prerecorded Tape, CD, Record Stores-45122	262,624	0	262,624
General Merchandise Stores-452	96,527,477	81,539,648	14,987,829
Department Stores, Excl Leased Departments-4521	41,022,282	19,565,513	21,456,769
Other General Merchandise Stores-4529	55,505,195	61,974,136	(6,468,941)
Miscellaneous Store Retailers-453	22,604,631	4,857,877	17,746,754
Florists-4531	825,182	351,908	473,274
Office Supplies, Stationery, Gift Stores-4532	9,883,336	2,664,666	7,218,670
Office Supplies & Stationery Stores-45321	4,613,960	669,611	3,944,349
Gift, Novelty & Souvenir Stores-45322	5,269,376	1,995,055	3,274,321
Used Merchandise Stores-4533	1,527,025	345,526	1,181,499
Other Miscellaneous Store Retailers-4539	10,369,088	1,495,776	8,873,312
Non-Store Retailers-454	71,308,167	5,375,214	65,932,953

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RMP Opportunity Gap - Retail Stores

DrvTim 3: 414 HIGH ST, SEAFORD, DE 19973-3914, 20 Minute(s) Total

Retail Stores	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	Opportunity Gap/Surplus
Foodservice & Drinking Places-722	73,462,597	72,622,090	840,507
Full-Service Restaurants-7221	32,739,546	44,472,246	(11,732,700)
Limited-Service Eating Places-7222	29,587,305	21,225,977	8,361,328
Special Foodservices-7223	8,164,302	6,463,407	1,700,895
Drinking Places -Alcoholic Beverages-7224	2,971,444	460,460	2,510,984
GAFO *	186,235,302	184,191,415	2,043,887
General Merchandise Stores-452	96,527,477	81,539,648	14,987,829
Clothing & Clothing Accessories Stores-448	35,633,018	53,823,021	(18,190,003)
Furniture & Home Furnishings Stores-442	15,336,737	26,278,471	(10,941,734)
Electronics & Appliances Stores-443	14,141,316	16,868,737	(2,727,421)
Sporting Goods, Hobby, Book, Music Stores-451	14,713,419	3,016,871	11,696,548
Office Supplies, Stationery, Gift Stores-4532	9,883,336	2,664,666	7,218,670

Nielsen' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey , or CEX), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census. Additional data sources are incorporated to create both supply and demand estimates.

The difference between demand and supply represents the opportunity gap or surplus available for each retail store type in the specified reporting geography. When this difference is positive (demand is greater than the supply), there is an opportunity gap for that retail store type; when the difference is negative (supply is greater than demand), there is a surplus.

*GAFO (General Merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

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RMP Opportunity Gap - Retail Stores

Appendix: Area Listing

Area Name:

Type: Drive Time 1: 5 Minute(s) Reporting Detail: Aggregate Reporting Level: Block Group

414 HIGH ST, SEAFORD, DE 19973-3914

Polygon Points:

38.606331 -75.594780	38.608128 -75.595680	38.607830 -75.599869	38.613216 -75.603165
38.609024 -75.612442	38.611721 -75.612144	38.617107 -75.604355	38.622494 -75.605858
38.624889 -75.609146	38.624290 -75.615730	38.622494 -75.613335	38.618603 -75.614235
38.621597 -75.620522	38.618305 -75.620522	38.619202 -75.623215	38.614414 -75.629799
38.622795 -75.625313	38.622196 -75.623512	38.629082 -75.618423	38.632072 -75.611542
38.635963 -75.613335	38.639854 -75.610046	38.630280 -75.620819	38.632374 -75.624710
38.628780 -75.627403	38.631176 -75.632195	38.635365 -75.629799	38.634171 -75.635788
38.625488 -75.633095	38.621895 -75.635490	38.631775 -75.638779	38.636265 -75.635185
38.638359 -75.636383	38.640755 -75.643272	38.635666 -75.645966	38.637463 -75.649254
38.638062 -75.646263	38.640755 -75.645668	38.641354 -75.655540	38.644047 -75.647758
38.642551 -75.645363	38.648537 -75.645668	38.646442 -75.642967	38.642849 -75.642967
38.644344 -75.639679	38.647041 -75.640579	38.644943 -75.636688	38.649433 -75.632492
38.661705 -75.637283	38.662304 -75.641174	38.663502 -75.637886	38.666496 -75.637581
38.664700 -75.631294	38.660809 -75.630699	38.661705 -75.628601	38.659611 -75.627403
38.663204 -75.625908	38.657814 -75.624115	38.658115 -75.622017	38.662304 -75.622314
38.668591 -75.627106	38.669189 -75.625313	38.665897 -75.622917	38.670387 -75.621719
38.664700 -75.620819	38.667992 -75.616035	38.663803 -75.599869	38.672783 -75.595978
38.674877 -75.600769	38.674576 -75.595375	38.678467 -75.595078	38.679665 -75.592682
38.678467 -75.590591	38.661106 -75.592384	38.657516 -75.584007	38.660809 -75.578316
38.661106 -75.571434	38.657814 -75.571732	38.656319 -75.578613	38.650333 -75.578316
38.651230 -75.587296	38.647938 -75.592682	38.642250 -75.592384	38.645542 -75.580116
38.641953 -75.577118	38.643150 -75.572029	38.640453 -75.567841	38.637760 -75.569336
38.639256 -75.576225	38.636562 -75.577118	38.637161 -75.580711	38.640156 -75.578018
38.640453 -75.582207	38.638062 -75.583702	38.635067 -75.580116	38.631775 -75.583702
38.627884 -75.579811	38.627583 -75.585205	38.632973 -75.588791	38.630875 -75.591187
38.623692 -75.589096	38.621895 -75.584602	38.620399 -75.588196	38.616810 -75.588196
38.619202 -75.590294	38.617405 -75.600464	38.612019 -75.596878	38.613815 -75.593582
38.610222 -75.595078	38.609623 -75.590889	38.606331 -75.594780	

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RMP Opportunity Gap - Retail Stores

Appendix: Area Listing

Area Name:

Type: Drive Time 2: 10 Minute(s) Reporting Detail: Aggregate Reporting Level: Block Group

414 HIGH ST, SEAFORD, DE 19973-3914

Polygon Points:

38.566265 -75.575386	38.583992 -75.585167	38.582767 -75.606552	38.577267 -75.607780
38.576046 -75.616333	38.582767 -75.618782	38.585213 -75.609612	38.593769 -75.609001
38.596825 -75.616943	38.604160 -75.618782	38.595604 -75.627945	38.583992 -75.626114
38.590103 -75.641396	38.585213 -75.643837	38.587658 -75.656670	38.593769 -75.653008
38.593159 -75.663399	38.601105 -75.659729	38.607216 -75.673172	38.618217 -75.674400
38.624329 -75.668900	38.614552 -75.688454	38.620663 -75.690285	38.624939 -75.679901
38.629219 -75.692734	38.635941 -75.693954	38.634720 -75.711678	38.639610 -75.693954
38.651833 -75.698235	38.641441 -75.689064	38.654278 -75.690903	38.641441 -75.684784
38.641441 -75.677452	38.651222 -75.683563	38.662224 -75.676231	38.666500 -75.681122
38.674446 -75.678062	38.666500 -75.671341	38.678112 -75.667061	38.665279 -75.666451
38.664669 -75.660950	38.667110 -75.652397	38.674446 -75.649948	38.675671 -75.640175
38.679337 -75.640785	38.680557 -75.671341	38.684227 -75.659119	38.692169 -75.663399
38.689728 -75.644447	38.705616 -75.645058	38.703785 -75.639557	38.687283 -75.640175
38.698895 -75.632835	38.702560 -75.636505	38.708672 -75.626114	38.708672 -75.618782
38.703171 -75.618172	38.706841 -75.612671	38.700729 -75.612053	38.697060 -75.603500
38.700729 -75.591278	38.730675 -75.591278	38.719063 -75.579056	38.717842 -75.586998
38.705006 -75.583328	38.713562 -75.565605	38.709896 -75.558273	38.701340 -75.581497
38.693394 -75.581497	38.687893 -75.572937	38.694614 -75.564995	38.690948 -75.560104
38.684837 -75.565605	38.679337 -75.560715	38.670170 -75.569275	38.672001 -75.563164
38.666500 -75.560715	38.673836 -75.549713	38.685448 -75.547882	38.678112 -75.544212
38.681782 -75.537491	38.667110 -75.546051	38.672611 -75.534439	38.665890 -75.527100
38.655499 -75.543602	38.651222 -75.538712	38.660389 -75.527710	38.657333 -75.524658
38.643276 -75.546661	38.637775 -75.516098	38.633495 -75.522209	38.638386 -75.527710
38.637165 -75.546661	38.626774 -75.532600	38.623108 -75.515488	38.621883 -75.528938
38.614552 -75.527710	38.620663 -75.539940	38.607216 -75.546051	38.614552 -75.547882
38.616997 -75.555824	38.604771 -75.558273	38.602940 -75.548492	38.599880 -75.558884
38.593769 -75.556442	38.600494 -75.563774	38.599270 -75.572937	38.591324 -75.566826
38.587048 -75.570496	38.589493 -75.555824	38.577881 -75.563164	38.568100 -75.559494
38.566265 -75.575386			

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RMP Opportunity Gap - Retail Stores

Appendix: Area Listing

Area Name:

Type: Drive Time 3: 20 Minute(s) Reporting Detail: Aggregate Reporting Level: Block Group

414 HIGH ST, SEAFORD, DE 19973-3914

Polygon Points:

38.471096 -75.559036	38.478043 -75.568298	38.484993 -75.561348	38.489624 -75.578720
38.503521 -75.571770	38.506996 -75.592621	38.532475 -75.590302	38.503521 -75.599564
38.515102 -75.609993	38.505840 -75.611145	38.506996 -75.625046	38.519737 -75.622726
38.513947 -75.642418	38.534790 -75.640099	38.535950 -75.665581	38.548687 -75.679474
38.556793 -75.657471	38.555637 -75.688744	38.570690 -75.658630	38.575325 -75.679474
38.547531 -75.726959	38.554478 -75.732750	38.560268 -75.723480	38.579956 -75.765175
38.600803 -75.750122	38.590378 -75.780228	38.615856 -75.780228	38.617016 -75.803391
38.629753 -75.776756	38.628597 -75.819603	38.641335 -75.805710	38.636703 -75.773277
38.650600 -75.779068	38.655231 -75.767494	38.655231 -75.789497	38.661022 -75.761703
38.680710 -75.783707	38.701557 -75.777916	38.706188 -75.724640	38.724716 -75.736221
38.715454 -75.720009	38.724716 -75.714218	38.735142 -75.726959	38.730507 -75.698006
38.738613 -75.696846	38.738613 -75.710747	38.745564 -75.696846	38.755985 -75.700325
38.747879 -75.685265	38.760620 -75.679474	38.758301 -75.657471	38.777988 -75.665581
38.775673 -75.650520	38.789570 -75.644730	38.784939 -75.625046	38.797676 -75.631996
38.831261 -75.585670	38.816208 -75.562508	38.806942 -75.568298	38.799995 -75.555557
38.794205 -75.569458	38.779148 -75.557877	38.787254 -75.553246	38.780308 -75.539345
38.766411 -75.547455	38.753670 -75.540504	38.768726 -75.518501	38.755985 -75.527763
38.759460 -75.497658	38.746723 -75.501129	38.737457 -75.474495	38.715454 -75.508080
38.729351 -75.462914	38.695766 -75.477966	38.699242 -75.435120	38.689976 -75.471016
38.657547 -75.466385	38.657547 -75.452492	38.669128 -75.449013	38.663338 -75.430489
38.656391 -75.437431	38.663338 -75.414276	38.642494 -75.418907	38.647125 -75.430489
38.633228 -75.451332	38.623962 -75.427010	38.606594 -75.440910	38.612385 -75.432800
38.593853 -75.413116	38.590378 -75.457123	38.577641 -75.460594	38.591537 -75.468704
38.592697 -75.486076	38.571850 -75.496498	38.576481 -75.473335	38.562584 -75.486076
38.561428 -75.471016	38.540581 -75.462914	38.539425 -75.499969	38.519737 -75.491867
38.518578 -75.511551	38.503521 -75.513870	38.506996 -75.534714	38.495415 -75.518501
38.486153 -75.553246	38.475727 -75.546295	38.471096 -75.559036	

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RMP Opportunity Gap - Retail Stores

Appendix: Area Listing

Project Information:

Site: 1

Order Number: 975692310

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Executive Summary 2015

DrvTim 1: 414 HIGH ST, SEAFORD, DE 19973-3914, 5 Minute(s) Total

- The population in this area is estimated to change from 10,908 to 11,194, resulting in a growth of 2.6% between 2010 and the current year. Over the next five years, the population is projected to grow by 3.2%.

The population in the United States is estimated to change from 308,745,538 to 319,459,991, resulting in a growth of 3.5% between 2010 and the current year. Over the next five years, the population is projected to grow by 3.5%.

The current year median age for this area is 38.7, while the average age is 39.6. Five years from now, the median age is projected to be 38.0.

The current year median age for the United States is 37.9, while the average age is 38.7. Five years from now, the median age is projected to be 38.8.

Of this area's current year estimated population:
60.6% are White Alone, 28.6% are Black or African Am. Alone, 0.6% are Am. Indian and Alaska Nat. Alone, 1.9% are Asian Alone, 0.0% are Nat. Hawaiian and Other Pacific Isl. Alone, 5.3% are Some Other Race, and 3.0% are Two or More Races.

Of the United States's current year estimated population:
71.1% are White Alone, 12.7% are Black or African Am. Alone, 1.0% are Am. Indian and Alaska Nat. Alone, 5.2% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.6% are Some Other Race, and 3.2% are Two or More Races.

This area's current estimated Hispanic or Latino population is 10.5%, while the United States current estimated Hispanic or Latino population is 17.6%.

- The number of households in this area is estimated to change from 4,134 to 4,221, resulting in an increase of 2.1% between 2010 and the current year. Over the next five years, the number of households is projected to increase by 3.0%.

The number of households in the United States is estimated to change from 116,716,292 to 121,099,157, resulting in an increase of 3.8% between 2010 and the current year. Over the next five years, the number of households is projected to increase by 3.7%.

- The average household income is estimated to be $54,828 for the current year, while the average household income for the United States is estimated to be $74,165 for the same time frame.

The average household income in this area is projected to change over the next five years, from $54,828 to $58,793.

The average household income in the United States is projected to change over the next five years, from $74,165 to $79,486.

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Executive Summary 2015

DrvTim 1: 414 HIGH ST, SEAFORD, DE 19973-3914, 5 Minute(s) Total

- For this area, 89.4% of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:
0.0% are in the Armed Forces, 53.2% are employed civilians, 6.3% are unemployed civilians, and 40.4% are not in the labor force.

For the United States, 90.2% of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:
0.4% are in the Armed Forces, 57.4% are employed civilians, 6.2% are unemployed civilians, and 36.0% are not in the labor force.

The occupational classifications for this area are as follows:
26.8% hold blue collar occupations, 48.4% hold white collar occupations, and 24.8% are occupied as service & farm workers.

The occupational classifications for the United States are as follows:
20.4% hold blue collar occupations, 60.6% hold white collar occupations, and 19.0% are occupied as service & farm workers.

For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
0.9% are in Architecture and Engineering, 1.1% are in Arts, Entertainment and Sports, 1.4% are in Business and Financial Operations, 0.3% are in Computers and Mathematics, 5.0% are in Education, Training and Libraries, 5.1% are in Healthcare Practitioners and Technicians, 4.6% are in Healthcare Support, 1.8% are in Life, Physical and Social Sciences, 7.0% are in Management, 13.0% are in Office and Administrative Support.

1.5% are in Community and Social Services, 5.1% are in Food Preparation and Serving, 0.9% are in Legal Services, 3.2% are in Protective Services, 10.5% are in Sales and Related Services, 6.2% are in Personal Care Services.

3.4% are in Building and Grounds Maintenance, 6.4% are in Construction and Extraction, 2.3% are in Farming, Fishing and Forestry, 4.7% are in Maintenance and Repair, 7.4% are in Production, 8.3% are in Transportation and Moving.

For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:
1.8% are in Architecture and Engineering, 1.9% are in Arts, Entertainment and Sports, 4.7% are in Business and Financial Operations, 2.6% are in Computers and Mathematics, 6.1% are in Education, Training and Libraries, 5.6% are in Healthcare Practitioners and Technicians, 2.6% are in Healthcare Support, 0.9% are in Life, Physical and Social Sciences, 9.6% are in Management, 13.6% are in Office and Administrative Support.

1.7% are in Community and Social Services, 5.8% are in Food Preparation and Serving, 1.2% are in Legal Services, 2.2% are in Protective Services, 11.0% are in Sales and Related Services, 3.7% are in Personal Care Services.

4.0% are in Building and Grounds Maintenance, 5.0% are in Construction and Extraction, 0.7% are in Farming, Fishing and Forestry, 3.3% are in Maintenance and Repair, 6.0% are in Production, 6.1% are in Transportation and Moving.

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Executive Summary 2015

DrvTim 1: 414 HIGH ST, SEAFORD, DE 19973-3914, 5 Minute(s) Total

- Currently, it is estimated that 5.3% of the population age 25 and over in this area had earned a Master's Degree, 1.5% had earned a Professional School Degree, 0.6% had earned a Doctorate Degree and 9.6% had earned a Bachelor's Degree.

  In comparison, for the United States, it is estimated that for the population over age 25, 7.6% had earned a Master's Degree, 1.9% had earned a Professional School Degree, 1.2% had earned a Doctorate Degree and 18.1% had earned a Bachelor's Degree.

- Most of the dwellings in this area (61.0%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (65.0%).

  The majority of dwellings in this area (65.2%) are estimated to be structures of 1 Unit Detached for the current year. The majority of dwellings in the United States (61.5%) are estimated to be structures of 1 Unit Detached for the same year.

  The majority of housing units in this area (16.5%) are estimated to have been Housing Unit Built 2000 to 2009 for the current year.

  The majority of housing units in the United States (15.3%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.

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Executive Summary 2015

DrvTim 2: 414 HIGH ST, SEAFORD, DE 19973-3914, 10 Minute(s) Total

- The population in this area is estimated to change from 23,098 to 24,098, resulting in a growth of 4.3% between 2010 and the current year. Over the next five years, the population is projected to grow by 4.5%.

The population in the United States is estimated to change from 308,745,538 to 319,459,991, resulting in a growth of 3.5% between 2010 and the current year. Over the next five years, the population is projected to grow by 3.5%.

The current year median age for this area is 39.6, while the average age is 39.8. Five years from now, the median age is projected to be 39.0.

The current year median age for the United States is 37.9, while the average age is 38.7. Five years from now, the median age is projected to be 38.8.

Of this area's current year estimated population:
65.8% are White Alone, 24.1% are Black or African Am. Alone, 0.7% are Am. Indian and Alaska Nat. Alone, 1.6% are Asian Alone, 0.1% are Nat. Hawaiian and Other Pacific Isl. Alone, 4.6% are Some Other Race, and 3.0% are Two or More Races.

Of the United States's current year estimated population:
71.1% are White Alone, 12.7% are Black or African Am. Alone, 1.0% are Am. Indian and Alaska Nat. Alone, 5.2% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.6% are Some Other Race, and 3.2% are Two or More Races.

This area's current estimated Hispanic or Latino population is 9.5%, while the United States current estimated Hispanic or Latino population is 17.6%.

- The number of households in this area is estimated to change from 8,762 to 9,057, resulting in an increase of 3.4% between 2010 and the current year. Over the next five years, the number of households is projected to increase by 4.1%.

The number of households in the United States is estimated to change from 116,716,292 to 121,099,157, resulting in an increase of 3.8% between 2010 and the current year. Over the next five years, the number of households is projected to increase by 3.7%.

- The average household income is estimated to be $58,359 for the current year, while the average household income for the United States is estimated to be $74,165 for the same time frame.

The average household income in this area is projected to change over the next five years, from $58,359 to $63,275.

The average household income in the United States is projected to change over the next five years, from $74,165 to $79,486.

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Executive Summary 2015

DrvTim 2: 414 HIGH ST, SEAFORD, DE 19973-3914, 10 Minute(s) Total

- For this area, 89.0% of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:
0.1% are in the Armed Forces, 54.5% are employed civilians, 6.8% are unemployed civilians, and 38.7% are not in the labor force.

For the United States, 90.2% of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:
0.4% are in the Armed Forces, 57.4% are employed civilians, 6.2% are unemployed civilians, and 36.0% are not in the labor force.

The occupational classifications for this area are as follows:
26.6% hold blue collar occupations, 48.2% hold white collar occupations, and 25.2% are occupied as service & farm workers.

The occupational classifications for the United States are as follows:
20.4% hold blue collar occupations, 60.6% hold white collar occupations, and 19.0% are occupied as service & farm workers.

For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
0.8% are in Architecture and Engineering, 0.9% are in Arts, Entertainment and Sports, 1.8% are in Business and Financial Operations, 0.3% are in Computers and Mathematics, 4.4% are in Education, Training and Libraries, 5.0% are in Healthcare Practitioners and Technicians, 4.1% are in Healthcare Support, 1.4% are in Life, Physical and Social Sciences, 7.0% are in Management, 12.7% are in Office and Administrative Support.

1.5% are in Community and Social Services, 5.4% are in Food Preparation and Serving, 0.9% are in Legal Services, 3.1% are in Protective Services, 11.4% are in Sales and Related Services, 5.8% are in Personal Care Services.

4.3% are in Building and Grounds Maintenance, 6.7% are in Construction and Extraction, 2.5% are in Farming, Fishing and Forestry, 5.3% are in Maintenance and Repair, 6.8% are in Production, 7.8% are in Transportation and Moving.

For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:
1.8% are in Architecture and Engineering, 1.9% are in Arts, Entertainment and Sports, 4.7% are in Business and Financial Operations, 2.6% are in Computers and Mathematics, 6.1% are in Education, Training and Libraries, 5.6% are in Healthcare Practitioners and Technicians, 2.6% are in Healthcare Support, 0.9% are in Life, Physical and Social Sciences, 9.6% are in Management, 13.6% are in Office and Administrative Support.

1.7% are in Community and Social Services, 5.8% are in Food Preparation and Serving, 1.2% are in Legal Services, 2.2% are in Protective Services, 11.0% are in Sales and Related Services, 3.7% are in Personal Care Services.

4.0% are in Building and Grounds Maintenance, 5.0% are in Construction and Extraction, 0.7% are in Farming, Fishing and Forestry, 3.3% are in Maintenance and Repair, 6.0% are in Production, 6.1% are in Transportation and Moving.

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Executive Summary 2015

DrvTim 2: 414 HIGH ST, SEAFORD, DE 19973-3914, 10 Minute(s) Total

- Currently, it is estimated that 5.0% of the population age 25 and over in this area had earned a Master's Degree, 1.5% had earned a Professional School Degree, 0.5% had earned a Doctorate Degree and 8.9% had earned a Bachelor's Degree.

  In comparison, for the United States, it is estimated that for the population over age 25, 7.6% had earned a Master's Degree, 1.9% had earned a Professional School Degree, 1.2% had earned a Doctorate Degree and 18.1% had earned a Bachelor's Degree.

- Most of the dwellings in this area (70.8%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (65.0%).

  The majority of dwellings in this area (67.1%) are estimated to be structures of 1 Unit Detached for the current year. The majority of dwellings in the United States (61.5%) are estimated to be structures of 1 Unit Detached for the same year.

  The majority of housing units in this area (18.9%) are estimated to have been Housing Unit Built 2000 to 2009 for the current year.

  The majority of housing units in the United States (15.3%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.

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Executive Summary 2015

DrvTim 3: 414 HIGH ST, SEAFORD, DE 19973-3914, 20 Minute(s) Total

- The population in this area is estimated to change from 52,327 to 54,134, resulting in a growth of 3.4% between 2010 and the current year. Over the next five years, the population is projected to grow by 3.9%.

The population in the United States is estimated to change from 308,745,538 to 319,459,991, resulting in a growth of 3.5% between 2010 and the current year. Over the next five years, the population is projected to grow by 3.5%.

The current year median age for this area is 39.4, while the average age is 39.4. Five years from now, the median age is projected to be 38.8.

The current year median age for the United States is 37.9, while the average age is 38.7. Five years from now, the median age is projected to be 38.8.

Of this area's current year estimated population:
68.5% are White Alone, 22.4% are Black or African Am. Alone, 0.6% are Am. Indian and Alaska Nat. Alone, 1.1% are Asian Alone, 0.1% are Nat. Hawaiian and Other Pacific Isl. Alone, 4.1% are Some Other Race, and 3.1% are Two or More Races.

Of the United States's current year estimated population:
71.1% are White Alone, 12.7% are Black or African Am. Alone, 1.0% are Am. Indian and Alaska Nat. Alone, 5.2% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.6% are Some Other Race, and 3.2% are Two or More Races.

This area's current estimated Hispanic or Latino population is 8.9%, while the United States current estimated Hispanic or Latino population is 17.6%.

- The number of households in this area is estimated to change from 19,638 to 20,196, resulting in an increase of 2.8% between 2010 and the current year. Over the next five years, the number of households is projected to increase by 3.6%.

The number of households in the United States is estimated to change from 116,716,292 to 121,099,157, resulting in an increase of 3.8% between 2010 and the current year. Over the next five years, the number of households is projected to increase by 3.7%.

- The average household income is estimated to be $59,593 for the current year, while the average household income for the United States is estimated to be $74,165 for the same time frame.

The average household income in this area is projected to change over the next five years, from $59,593 to $64,740.

The average household income in the United States is projected to change over the next five years, from $74,165 to $79,486.

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Executive Summary 2015

DrvTim 3: 414 HIGH ST, SEAFORD, DE 19973-3914, 20 Minute(s) Total

- For this area, 89.3% of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:
0.1% are in the Armed Forces, 54.8% are employed civilians, 6.5% are unemployed civilians, and 38.6% are not in the labor force.

For the United States, 90.2% of the labor force is estimated to be employed for the current year.

The employment status of the population age 16 and over is as follows:
0.4% are in the Armed Forces, 57.4% are employed civilians, 6.2% are unemployed civilians, and 36.0% are not in the labor force.

The occupational classifications for this area are as follows:
28.7% hold blue collar occupations, 47.9% hold white collar occupations, and 23.4% are occupied as service & farm workers.

The occupational classifications for the United States are as follows:
20.4% hold blue collar occupations, 60.6% hold white collar occupations, and 19.0% are occupied as service & farm workers.

For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
1.0% are in Architecture and Engineering, 0.8% are in Arts, Entertainment and Sports, 1.9% are in Business and Financial Operations, 0.4% are in Computers and Mathematics, 4.3% are in Education, Training and Libraries, 5.0% are in Healthcare Practitioners and Technicians, 3.9% are in Healthcare Support, 1.0% are in Life, Physical and Social Sciences, 7.1% are in Management, 13.2% are in Office and Administrative Support.

2.1% are in Community and Social Services, 5.1% are in Food Preparation and Serving, 0.7% are in Legal Services, 2.6% are in Protective Services, 10.4% are in Sales and Related Services, 5.2% are in Personal Care Services.

4.5% are in Building and Grounds Maintenance, 7.0% are in Construction and Extraction, 2.2% are in Farming, Fishing and Forestry, 4.9% are in Maintenance and Repair, 7.9% are in Production, 8.9% are in Transportation and Moving.

For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:
1.8% are in Architecture and Engineering, 1.9% are in Arts, Entertainment and Sports, 4.7% are in Business and Financial Operations, 2.6% are in Computers and Mathematics, 6.1% are in Education, Training and Libraries, 5.6% are in Healthcare Practitioners and Technicians, 2.6% are in Healthcare Support, 0.9% are in Life, Physical and Social Sciences, 9.6% are in Management, 13.6% are in Office and Administrative Support.

1.7% are in Community and Social Services, 5.8% are in Food Preparation and Serving, 1.2% are in Legal Services, 2.2% are in Protective Services, 11.0% are in Sales and Related Services, 3.7% are in Personal Care Services.

4.0% are in Building and Grounds Maintenance, 5.0% are in Construction and Extraction, 0.7% are in Farming, Fishing and Forestry, 3.3% are in Maintenance and Repair, 6.0% are in Production, 6.1% are in Transportation and Moving.

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Executive Summary 2015

DrvTim 3: 414 HIGH ST, SEAFORD, DE 19973-3914, 20 Minute(s) Total

- Currently, it is estimated that 4.5% of the population age 25 and over in this area had earned a Master's Degree, 1.1% had earned a Professional School Degree, 0.5% had earned a Doctorate Degree and 8.7% had earned a Bachelor's Degree.

  In comparison, for the United States, it is estimated that for the population over age 25, 7.6% had earned a Master's Degree, 1.9% had earned a Professional School Degree, 1.2% had earned a Doctorate Degree and 18.1% had earned a Bachelor's Degree.

- Most of the dwellings in this area (72.4%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (65.0%).

  The majority of dwellings in this area (70.0%) are estimated to be structures of 1 Unit Detached for the current year. The majority of dwellings in the United States (61.5%) are estimated to be structures of 1 Unit Detached for the same year.

  The majority of housing units in this area (20.1%) are estimated to have been Housing Unit Built 2000 to 2009 for the current year.

  The majority of housing units in the United States (15.3%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.

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Executive Summary 2015

DrvTim 3: 414 HIGH ST, SEAFORD, DE 19973-3914, 20 Minute(s) Total

Area Name:

Type: Drive Time 1: 5 Minute(s) Reporting Detail: Aggregate Reporting Level: Block Group

414 HIGH ST, SEAFORD, DE 19973-3914

Polygon Points:

38.606331 -75.594780	38.608128 -75.595680	38.607830 -75.599869	38.613216 -75.603165
38.609024 -75.612442	38.611721 -75.612144	38.617107 -75.604355	38.622494 -75.605858
38.624889 -75.609146	38.624290 -75.615730	38.622494 -75.613335	38.618603 -75.614235
38.621597 -75.620522	38.618305 -75.620522	38.619202 -75.623215	38.614414 -75.629799
38.622795 -75.625313	38.622196 -75.623512	38.629082 -75.618423	38.632072 -75.611542
38.635963 -75.613335	38.639854 -75.610046	38.630280 -75.620819	38.632374 -75.624710
38.628780 -75.627403	38.631176 -75.632195	38.635365 -75.629799	38.634171 -75.635788
38.625488 -75.633095	38.621895 -75.635490	38.631775 -75.638779	38.636265 -75.635185
38.638359 -75.636383	38.640755 -75.643272	38.635666 -75.645966	38.637463 -75.649254
38.638062 -75.646263	38.640755 -75.645668	38.641354 -75.655540	38.644047 -75.647758
38.642551 -75.645363	38.648537 -75.645668	38.646442 -75.642967	38.642849 -75.642967
38.644344 -75.639679	38.647041 -75.640579	38.644943 -75.636688	38.649433 -75.632492
38.661705 -75.637283	38.662304 -75.641174	38.663502 -75.637886	38.666496 -75.637581
38.664700 -75.631294	38.660809 -75.630699	38.661705 -75.628601	38.659611 -75.627403
38.663204 -75.625908	38.657814 -75.624115	38.658115 -75.622017	38.662304 -75.622314
38.668591 -75.627106	38.669189 -75.625313	38.665897 -75.622917	38.670387 -75.621719
38.664700 -75.620819	38.667992 -75.616035	38.663803 -75.599869	38.672783 -75.595978
38.674877 -75.600769	38.674576 -75.595375	38.678467 -75.595078	38.679665 -75.592682
38.678467 -75.590591	38.661106 -75.592384	38.657516 -75.584007	38.660809 -75.578316
38.661106 -75.571434	38.657814 -75.571732	38.656319 -75.578613	38.650333 -75.578316
38.651230 -75.587296	38.647938 -75.592682	38.642250 -75.592384	38.645542 -75.580116
38.641953 -75.577118	38.643150 -75.572029	38.640453 -75.567841	38.637760 -75.569336
38.639256 -75.576225	38.636562 -75.577118	38.637161 -75.580711	38.640156 -75.578018
38.640453 -75.582207	38.638062 -75.583702	38.635067 -75.580116	38.631775 -75.583702
38.627884 -75.579811	38.627583 -75.585205	38.632973 -75.588791	38.630875 -75.591187
38.623692 -75.589096	38.621895 -75.584602	38.620399 -75.588196	38.616810 -75.588196
38.619202 -75.590294	38.617405 -75.600464	38.612019 -75.596878	38.613815 -75.593582
38.610222 -75.595078	38.609623 -75.590889	38.606331 -75.594780	

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Executive Summary 2015

DrvTim 3: 414 HIGH ST, SEAFORD, DE 19973-3914, 20 Minute(s) Total

Area Name:

Type: Drive Time 2: 10 Minute(s) Reporting Detail: Aggregate Reporting Level: Block Group

414 HIGH ST, SEAFORD, DE 19973-3914

Polygon Points:

38.566265 -75.575386	38.583992 -75.585167	38.582767 -75.606552	38.577267 -75.607780
38.576046 -75.616333	38.582767 -75.618782	38.585213 -75.609612	38.593769 -75.609001
38.596825 -75.616943	38.604160 -75.618782	38.595604 -75.627945	38.583992 -75.626114
38.590103 -75.641396	38.585213 -75.643837	38.587658 -75.656670	38.593769 -75.653008
38.593159 -75.663399	38.601105 -75.659729	38.607216 -75.673172	38.618217 -75.674400
38.624329 -75.668900	38.614552 -75.688454	38.620663 -75.690285	38.624939 -75.679901
38.629219 -75.692734	38.635941 -75.693954	38.634720 -75.711678	38.639610 -75.693954
38.651833 -75.698235	38.641441 -75.689064	38.654278 -75.690903	38.641441 -75.684784
38.641441 -75.677452	38.651222 -75.683563	38.662224 -75.676231	38.666500 -75.681122
38.674446 -75.678062	38.666500 -75.671341	38.678112 -75.667061	38.665279 -75.666451
38.664669 -75.660950	38.667110 -75.652397	38.674446 -75.649948	38.675671 -75.640175
38.679337 -75.640785	38.680557 -75.671341	38.684227 -75.659119	38.692169 -75.663399
38.689728 -75.644447	38.705616 -75.645058	38.703785 -75.639557	38.687283 -75.640175
38.698895 -75.632835	38.702560 -75.636505	38.708672 -75.626114	38.708672 -75.618782
38.703171 -75.618172	38.706841 -75.612671	38.700729 -75.612053	38.697060 -75.603500
38.700729 -75.591278	38.730675 -75.591278	38.719063 -75.579056	38.717842 -75.586998
38.705006 -75.583328	38.713562 -75.565605	38.709896 -75.558273	38.701340 -75.581497
38.693394 -75.581497	38.687893 -75.572937	38.694614 -75.564995	38.690948 -75.560104
38.684837 -75.565605	38.679337 -75.560715	38.670170 -75.569275	38.672001 -75.563164
38.666500 -75.560715	38.673836 -75.549713	38.685448 -75.547882	38.678112 -75.544212
38.681782 -75.537491	38.667110 -75.546051	38.672611 -75.534439	38.665890 -75.527100
38.655499 -75.543602	38.651222 -75.538712	38.660389 -75.527710	38.657333 -75.524658
38.643276 -75.546661	38.637775 -75.516098	38.633495 -75.522209	38.638386 -75.527710
38.637165 -75.546661	38.626774 -75.532600	38.623108 -75.515488	38.621883 -75.528938
38.614552 -75.527710	38.620663 -75.539940	38.607216 -75.546051	38.614552 -75.547882
38.616997 -75.555824	38.604771 -75.558273	38.602940 -75.548492	38.599880 -75.558884
38.593769 -75.556442	38.600494 -75.563774	38.599270 -75.572937	38.591324 -75.566826
38.587048 -75.570496	38.589493 -75.555824	38.577881 -75.563164	38.568100 -75.559494
38.566265 -75.575386			

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Executive Summary 2015

DrvTim 3: 414 HIGH ST, SEAFORD, DE 19973-3914, 20 Minute(s) Total

Area Name:

Type: Drive Time 3: 20 Minute(s) Reporting Detail: Aggregate Reporting Level: Block Group

414 HIGH ST, SEAFORD, DE 19973-3914

Polygon Points:

38.471096 -75.559036	38.478043 -75.568298	38.484993 -75.561348	38.489624 -75.578720
38.503521 -75.571770	38.506996 -75.592621	38.532475 -75.590302	38.503521 -75.599564
38.515102 -75.609993	38.505840 -75.611145	38.506996 -75.625046	38.519737 -75.622726
38.513947 -75.642418	38.534790 -75.640099	38.535950 -75.665581	38.548687 -75.679474
38.556793 -75.657471	38.555637 -75.688744	38.570690 -75.658630	38.575325 -75.679474
38.547531 -75.726959	38.554478 -75.732750	38.560268 -75.723480	38.579956 -75.765175
38.600803 -75.750122	38.590378 -75.780228	38.615856 -75.780228	38.617016 -75.803391
38.629753 -75.776756	38.628597 -75.819603	38.641335 -75.805710	38.636703 -75.773277
38.650600 -75.779068	38.655231 -75.767494	38.655231 -75.789497	38.661022 -75.761703
38.680710 -75.783707	38.701557 -75.777916	38.706188 -75.724640	38.724716 -75.736221
38.715454 -75.720009	38.724716 -75.714218	38.735142 -75.726959	38.730507 -75.698006
38.738613 -75.696846	38.738613 -75.710747	38.745564 -75.696846	38.755985 -75.700325
38.747879 -75.685265	38.760620 -75.679474	38.758301 -75.657471	38.777988 -75.665581
38.775673 -75.650520	38.789570 -75.644730	38.784939 -75.625046	38.797676 -75.631996
38.831261 -75.585670	38.816208 -75.562508	38.806942 -75.568298	38.799995 -75.555557
38.794205 -75.569458	38.779148 -75.557877	38.787254 -75.553246	38.780308 -75.539345
38.766411 -75.547455	38.753670 -75.540504	38.768726 -75.518501	38.755985 -75.527763
38.759460 -75.497658	38.746723 -75.501129	38.737457 -75.474495	38.715454 -75.508080
38.729351 -75.462914	38.695766 -75.477966	38.699242 -75.435120	38.689976 -75.471016
38.657547 -75.466385	38.657547 -75.452492	38.669128 -75.449013	38.663338 -75.430489
38.656391 -75.437431	38.663338 -75.414276	38.642494 -75.418907	38.647125 -75.430489
38.633228 -75.451332	38.623962 -75.427010	38.606594 -75.440910	38.612385 -75.432800
38.593853 -75.413116	38.590378 -75.457123	38.577641 -75.460594	38.591537 -75.468704
38.592697 -75.486076	38.571850 -75.496498	38.576481 -75.473335	38.562584 -75.486076
38.561428 -75.471016	38.540581 -75.462914	38.539425 -75.499969	38.519737 -75.491867
38.518578 -75.511551	38.503521 -75.513870	38.506996 -75.534714	38.495415 -75.518501
38.486153 -75.553246	38.475727 -75.546295	38.471096 -75.559036	

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Executive Summary 2015

DrvTim 3: 414 HIGH ST, SEAFORD, DE 19973-3914, 20 Minute(s) Total

Project Information:

Site: 1

Order Number: 975692310

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Seaford
The Perfect Place to Start.

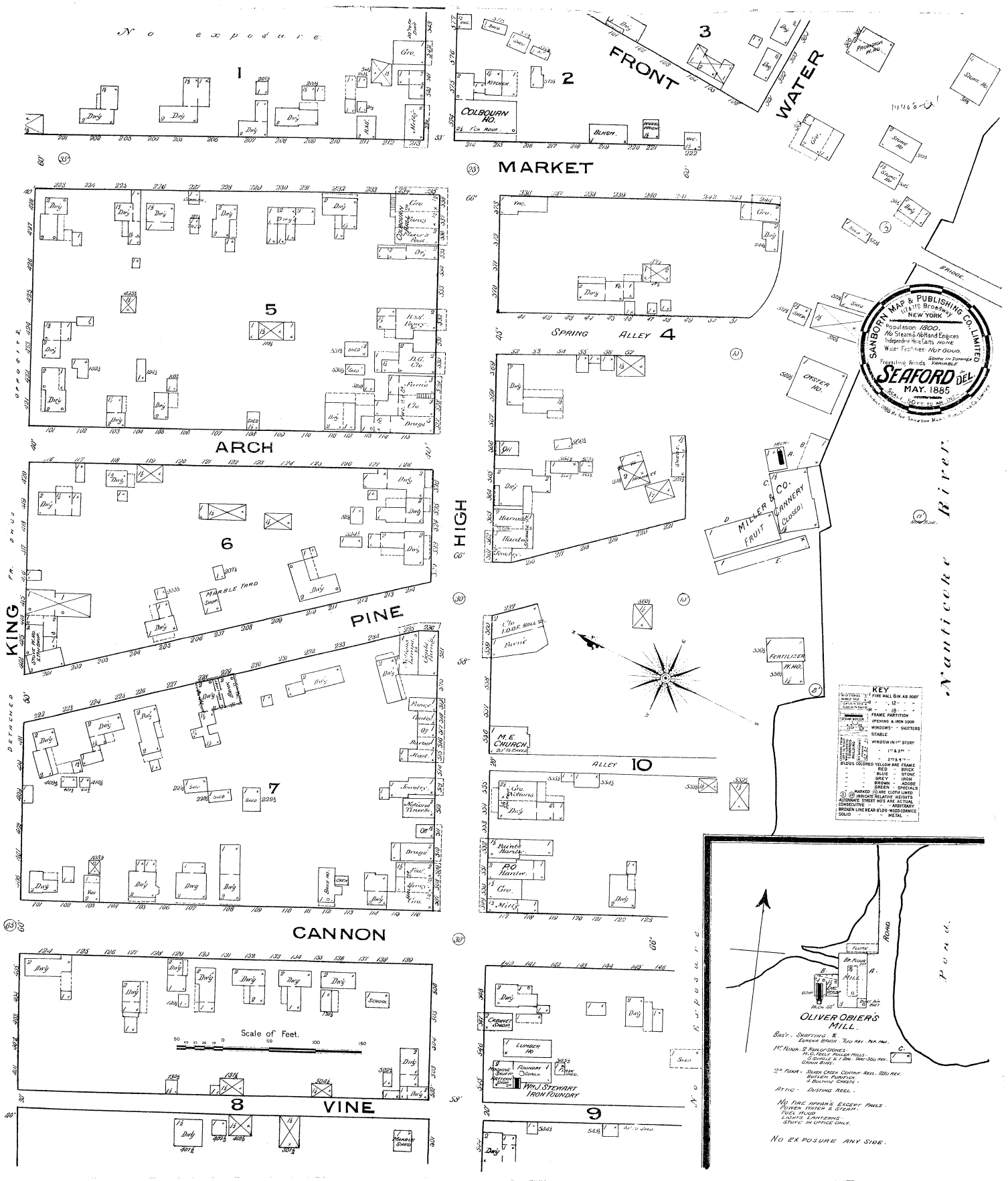
Historic Map Data Vision2025

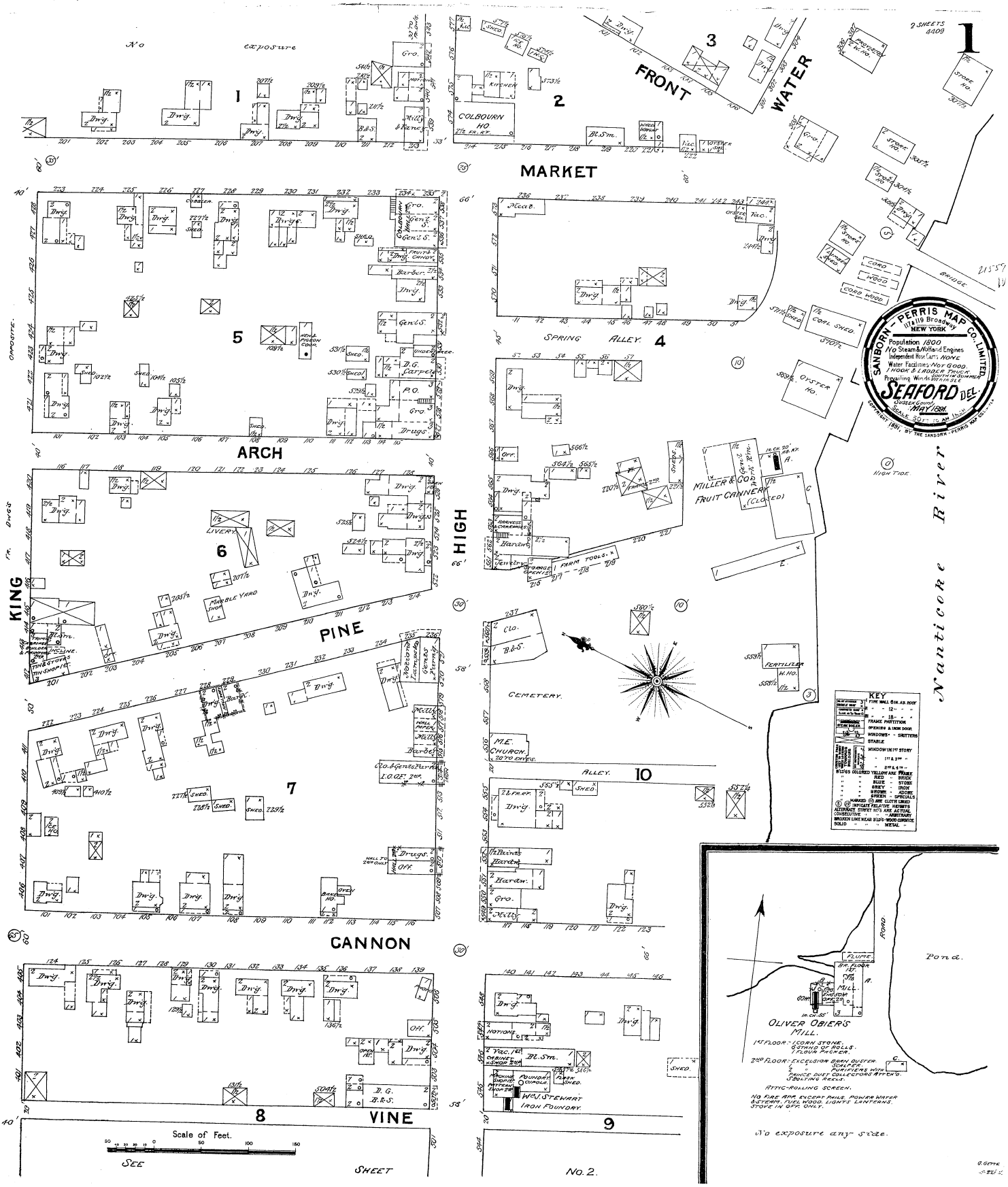
PREPARED BY

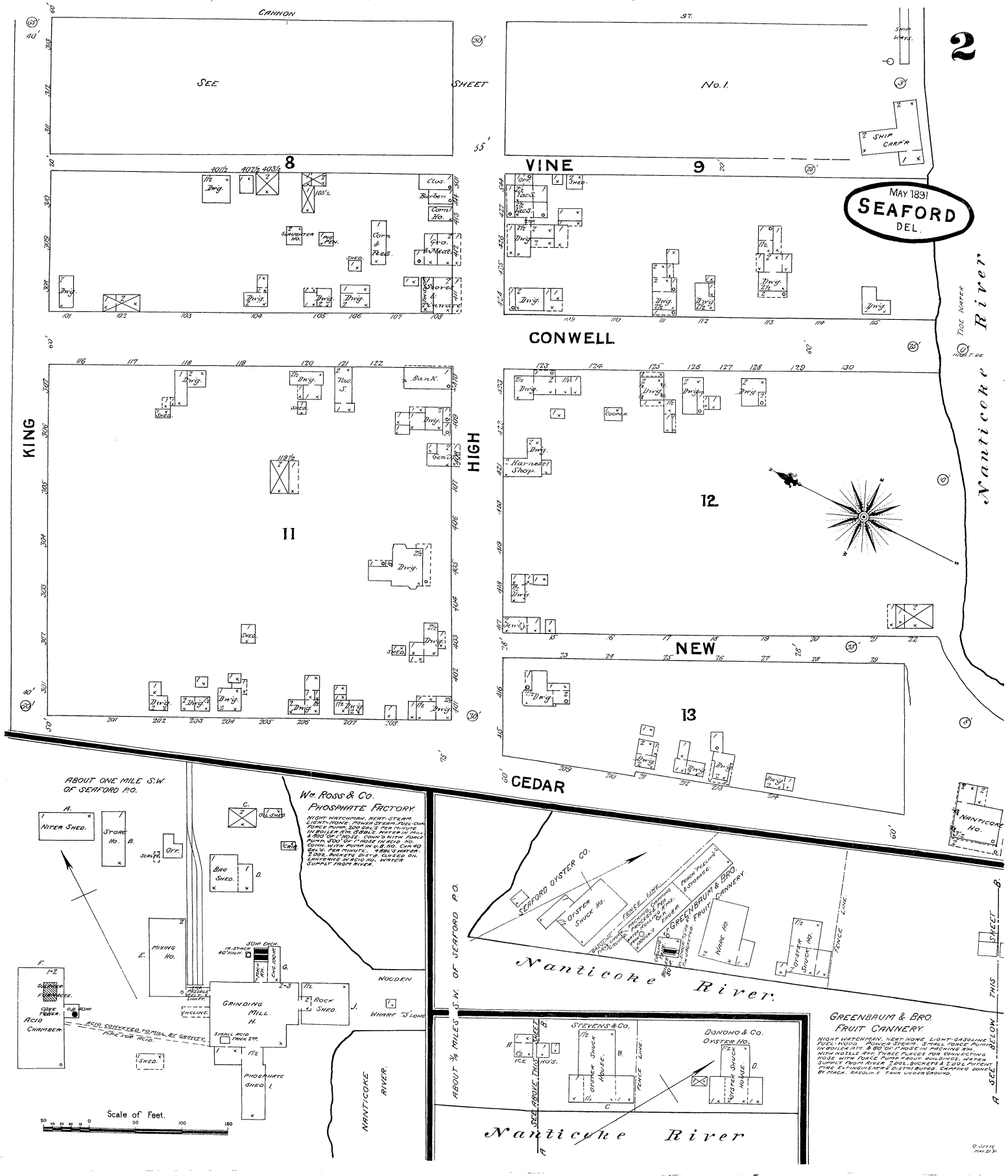
Community Design Soltuions
communitydesignsolutions.com

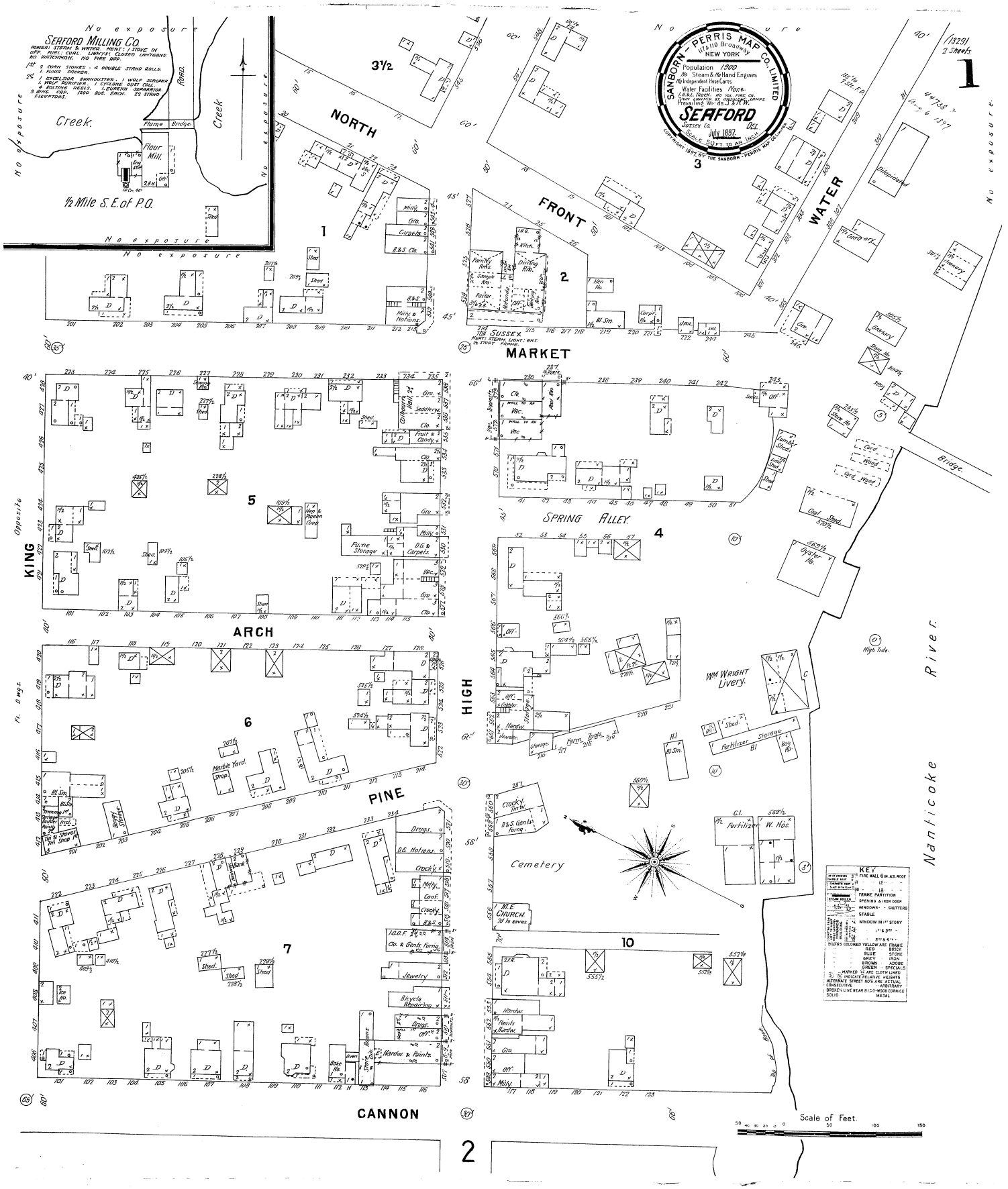
Mahan Rykiel Associates, Inc.
mahanrykiel.com

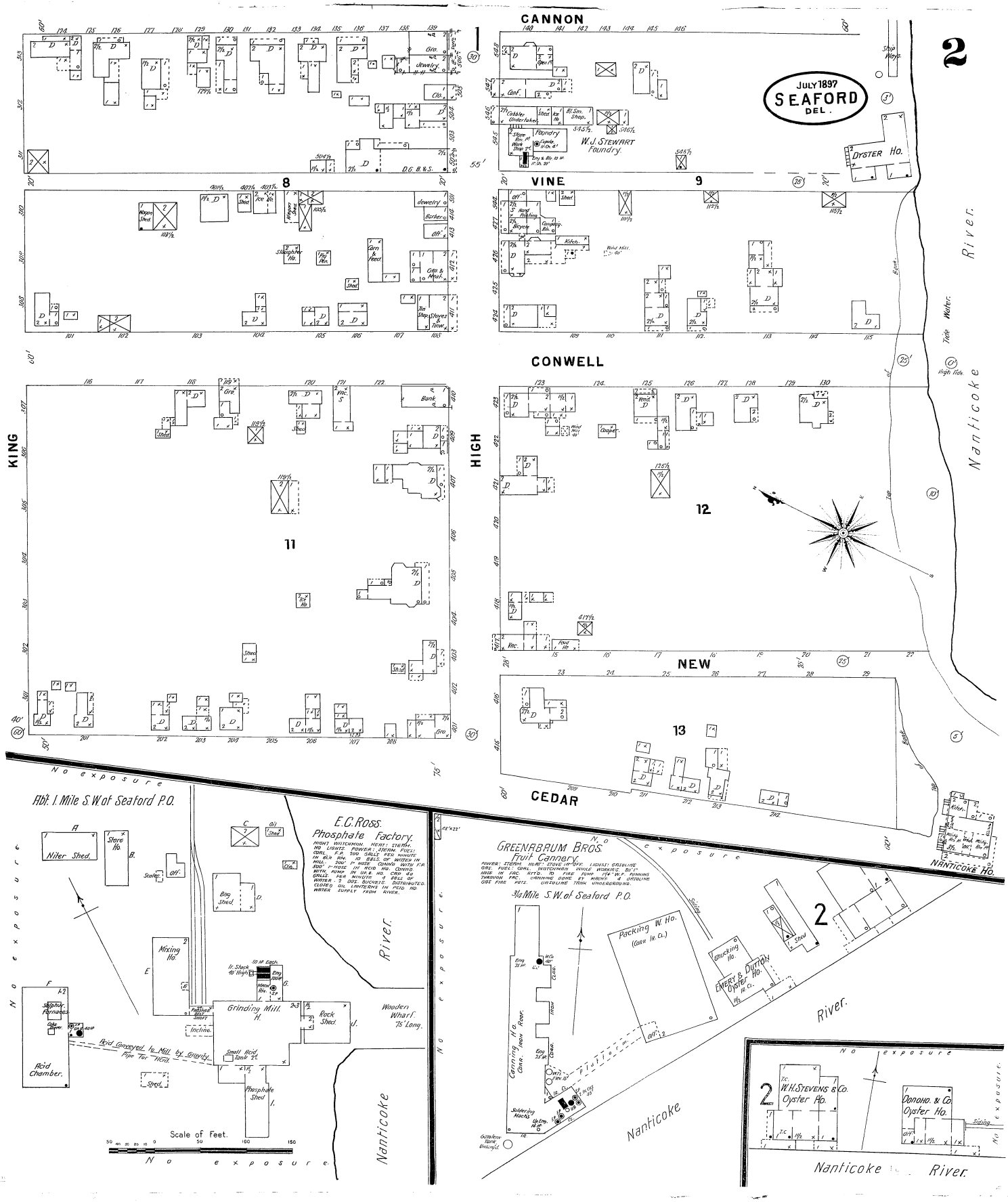
Arnett Muldrow & Associates
arnettmuldrow.com

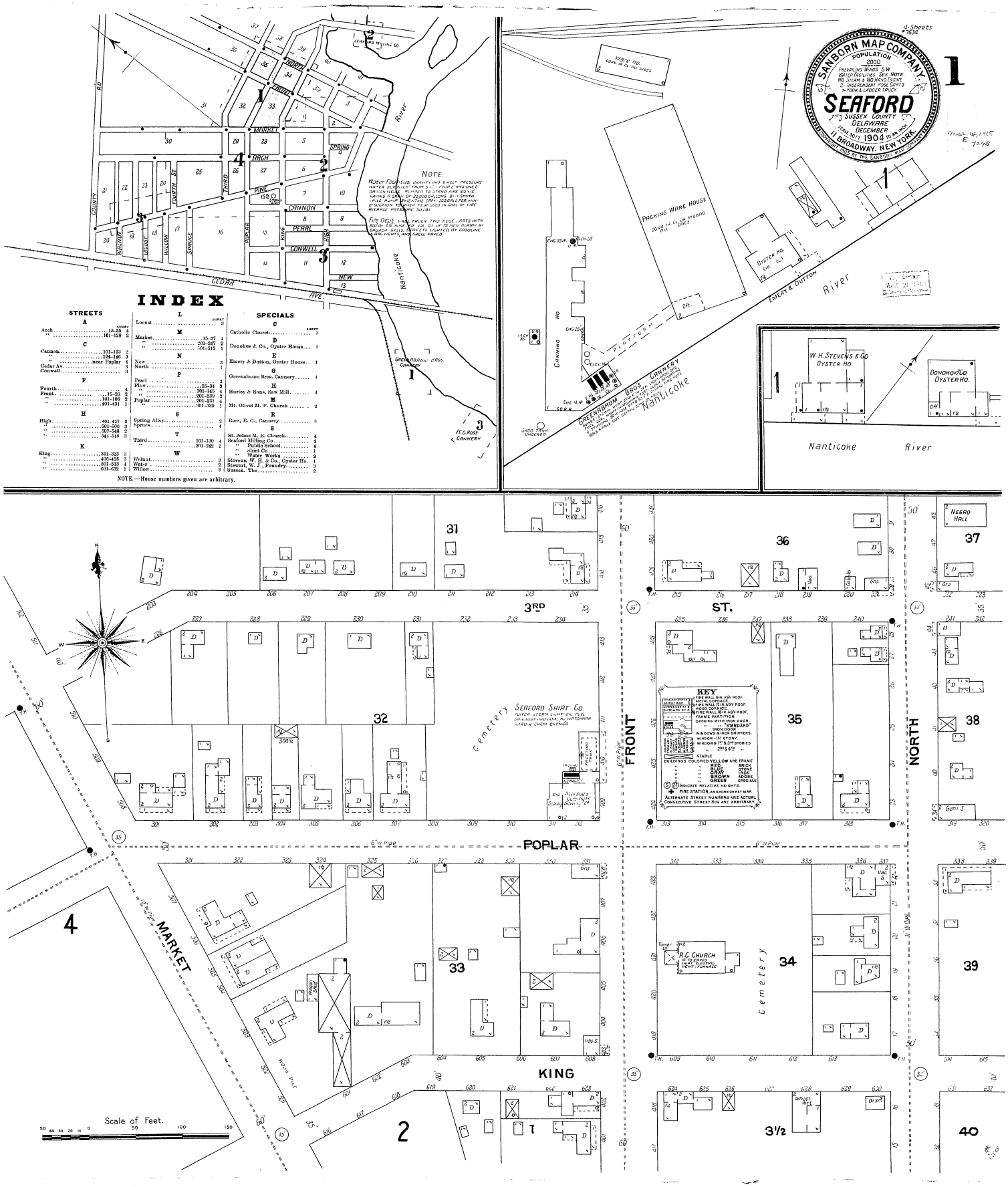

No exposure
1
2
3
FRONT
WATER
MARKET
COLBOURN HO.
ARCH
5
SPRING ALLEY 4
SANBORN MAP & PUBLISHING CO. LIMITED
1133 Broadway NEW YORK
Population 1900.
No Steam & No Hand Engines
Independent Hose Carts NONE
Water Facilities NOT GOOD.
Prevailing Winds VARIABLE SOUTH IN SUMMER
SEAFORD DEL.
MAY. 1885
Scale 50 Feet to an Inch
OYSTER HO.
MILLER & CO. CANNERY FRUIT (CLOSED)
HIGH
6
MARBLE YARD
KING
PINE
7
FERTILIZER H.HO.
M.E. CHURCH
ALLEY 10
P.O.
CANNON
KEY
FRAME PARTITION
WINDOWS - SHUTTERS
STABLE
BRICK
STONE
IRON
ADOBE
SPECIALS
MARKED (S) ARE CLOTH LINED
ALTERNATE STREET NO'S ARE ACTUAL CONSECUTIVE - ARBITRARY
BROKEN LINE NEAR BLDG-WOOD CORNICE
SOLID - METAL
Nanticoke River
Pond
ROAD
MILL
OLIVER OBIER'S MILL.
Scale of Feet.
8
VINE
9
SCHOOL
LUMBER HO
FOUNDRY
WM. J. STEWART IRON FOUNDRY
NO EXPOSURE ANY SIDE.

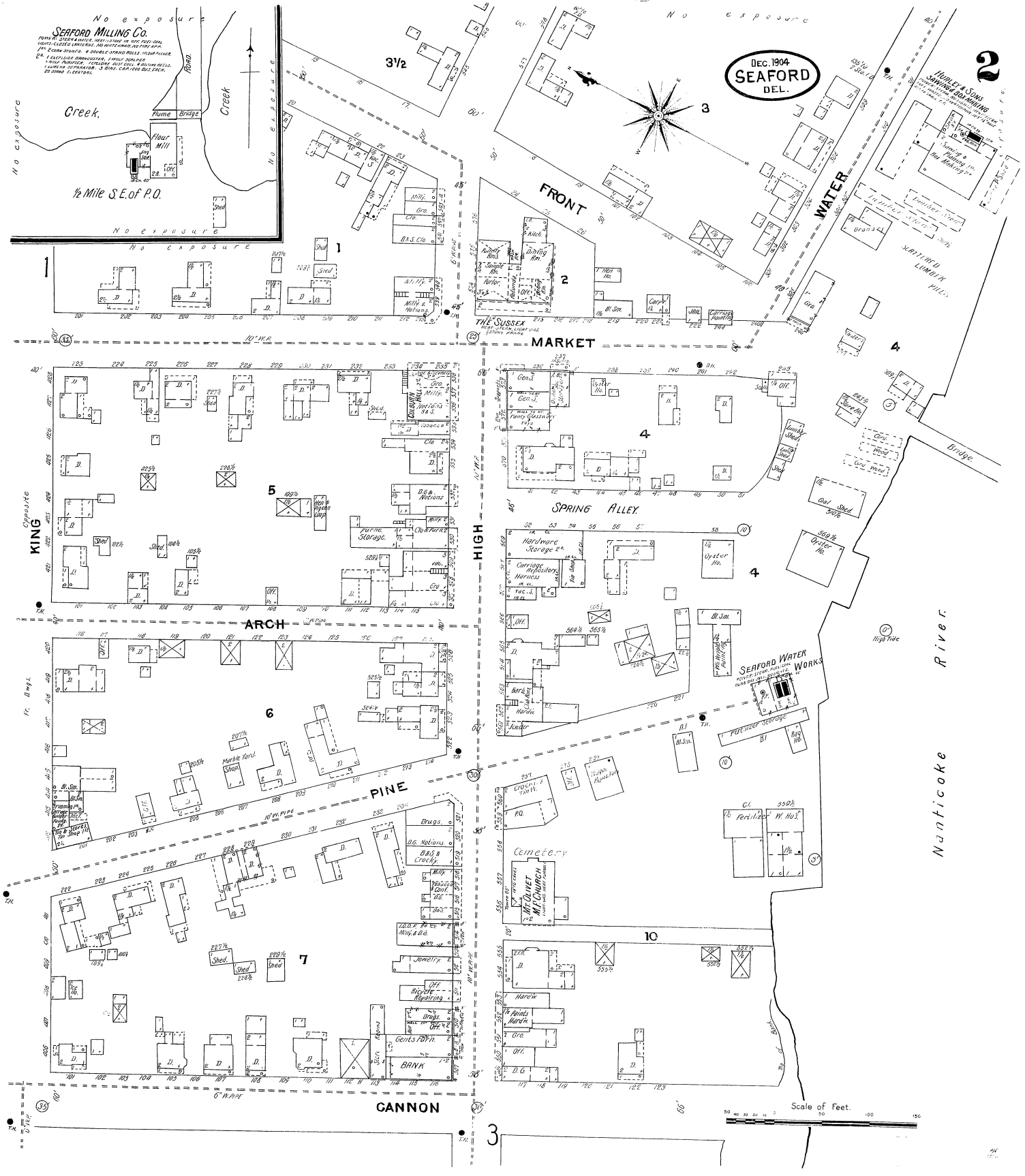

2 SHEETS
4409
1
No exposure
MARKET
FRONT
WATER
HIGH
KING
PINE
ARCH
CANNON
VINE
SPRING ALLEY.
ALLEY.
COLBOURN HO.
MILLER & CO'S FRUIT CANNERY (CLOSED)
CEMETERY.
M.E. CHURCH.
OLIVER OBIERS MILL.
1ST FLOOR:-1 GRAIN STONE. 9 STANDS OF ROLLS. 1 FLOUR PACKER.
2ND FLOOR:-EXCELSIOR BRAN DUSTER. SCALPER. PURIFIERS WITH 4 DUST COLLECTORS ATTCH'D. SMUTTING REEL.
ATTIC-ROLLING SCREEN.
NO FIRE ARM EXCEPT PHILS. POWER WATER & STEAM. FUEL WOOD. LIGHTS LANTERNS. STOVE IN OFF. ONLY.
No exposure any side.
Pond.
ROAD
FLUME
MILL
DAM
BRIDGE
WCJ. STEWART IRON FOUNDRY.
Nanticoke River
HIGH TIDE
Scale of Feet.
SEE SHEET
No. 2.
SANBORN - PERRIS MAP CO. LIMITED
117 & 119 Broadway
NEW YORK
Population 1800
No Steam & Motive Engines
Independent Hose Cart's NONE.
Water Facilities-Not Good.
1 HOOK & LADDER TRUCK.
Prevailing Winds-SOUTH in SUMMER
SEAFORD DEL.
Sussex County
MAY 1891.
SCALE 50 FT. TO AN INCH.
KEY

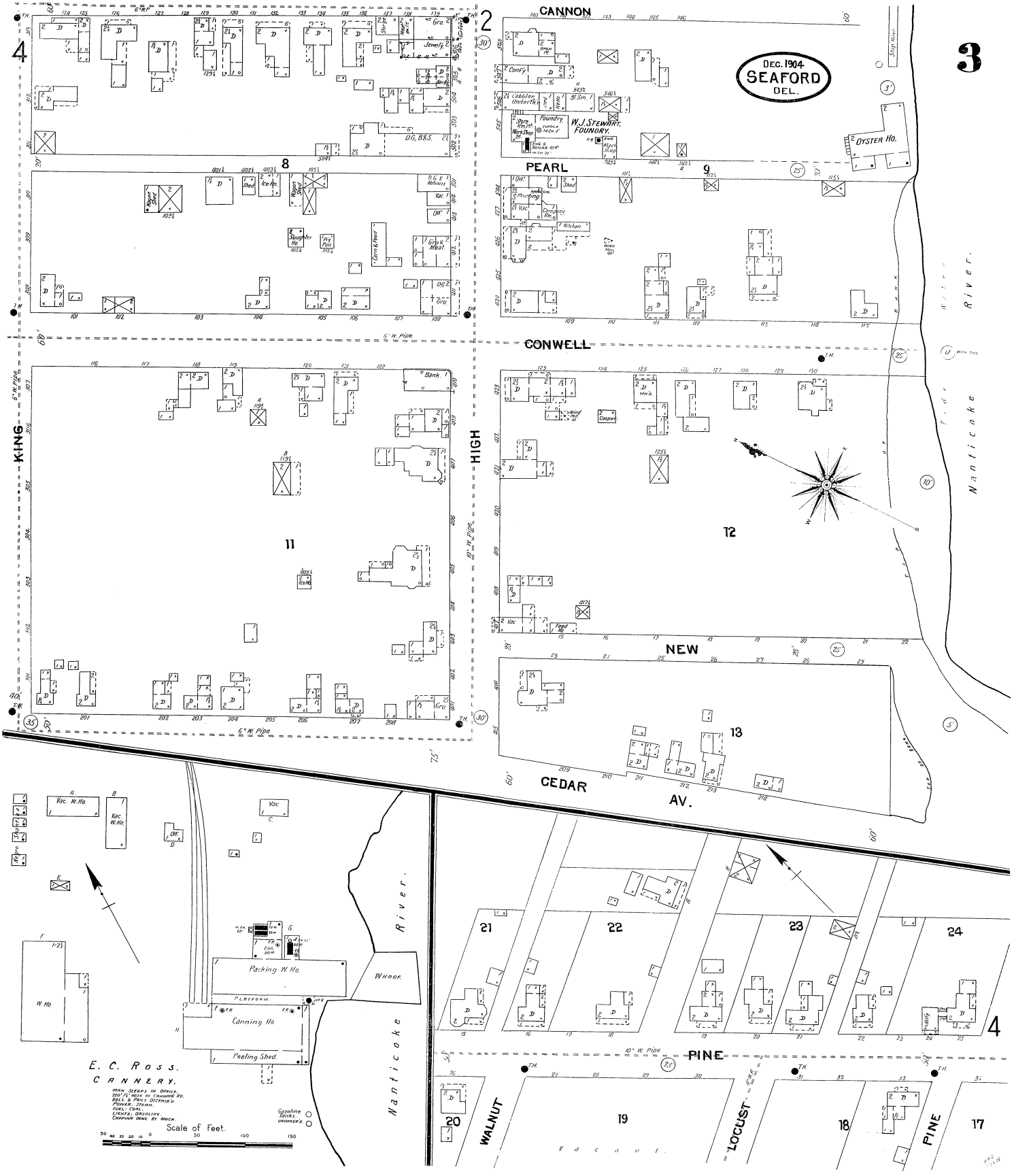

2
MAY 1891
SEAFORD
DEL.
CANNON
SEE SHEET
No. 1.
SHIP MKS.
SHIP CARP'R
VINE
CONWELL
NEW
CEDAR
KING
HIGH
8
9
11
12
13
Nanticoke River
TIDE WATER
Bank
Harness Shop
Cooperage
Store & Tenem.
Corn & Feed
Sawmill
Barber
Clus.
Ice Ho's
Oyster Shuck Ho.
ABOUT ONE MILE S.W. OF SEAFORD P.O.
Wm. Ross & Co. PHOSPHATE FACTORY.
NIGHT WATCHMAN, HEAT-STEAM, LIGHT-NONE, POWER-STEAM, FUEL-COAL FORCE PUMP, 200 GAL'S PER MINUTE, IN BOILER RM. STABLE, HITCHING RAIL & TROUGH, 60' 1" HOSE, CONN'D WITH FORCE PUMP, 300' 6" HOSE IN ACID HO. CONN. WITH PUMP IN U.G. NO. CAN 40 GAL'S. PER MINUTE. SUPPLY WATER. 2 DOZ. BUCKETS, DISTD. CLOSED OIL LANTERNS IN ACID HO. WATER SUPPLY FROM RIVER.
Niter Shed
Store No. B.
Off.
Scales
Bag Shed
Mixing No.
Grinding Mill
Rock Shed
Phosphate Shed
Acid Chamber
Wharf 75' Long
Wooden
Nanticoke River
Scale of Feet.
ABOUT 3/4 MILES S.W. OF SEAFORD P.O.
SEAFORD OYSTER CO.
Oyster Shuck No.
Packing & Storage
GREENBAUM & BRO. FRUIT CANNERY
Ware Ho.
Oyster Shuck Ho.
Fence Line
Nanticoke Ho.
STEVENS & CO.
DONOHO & CO. OYSTER HO.
Oyster Shuck House
GREENBAUM & BRO. FRUIT CANNERY
NIGHT WATCHMAN, HEAT-NONE, LIGHT-GASOLINE FUEL-WOOD, POWER-STEAM, STALL FORCE PUMP IN BOILER RM. & 80' OF 1" HOSE IN PACKING RM. WITH NOZZLE AT: THREE PLACES FOR CONNECTING HOSE, WITH FORCE PUMP FRUIT BUILDINGS, WATER SUPPLY FROM RIVER 2 DOZ. BUCKETS & 2 DOZ. PATENT FIRE EXTINGUISHERS 2 BUTTS PUTTED. CAPPING DONE BY MACH. GASOLINE TANK UNDER GROUND.
See Above This Sheet
See Below This Sheet

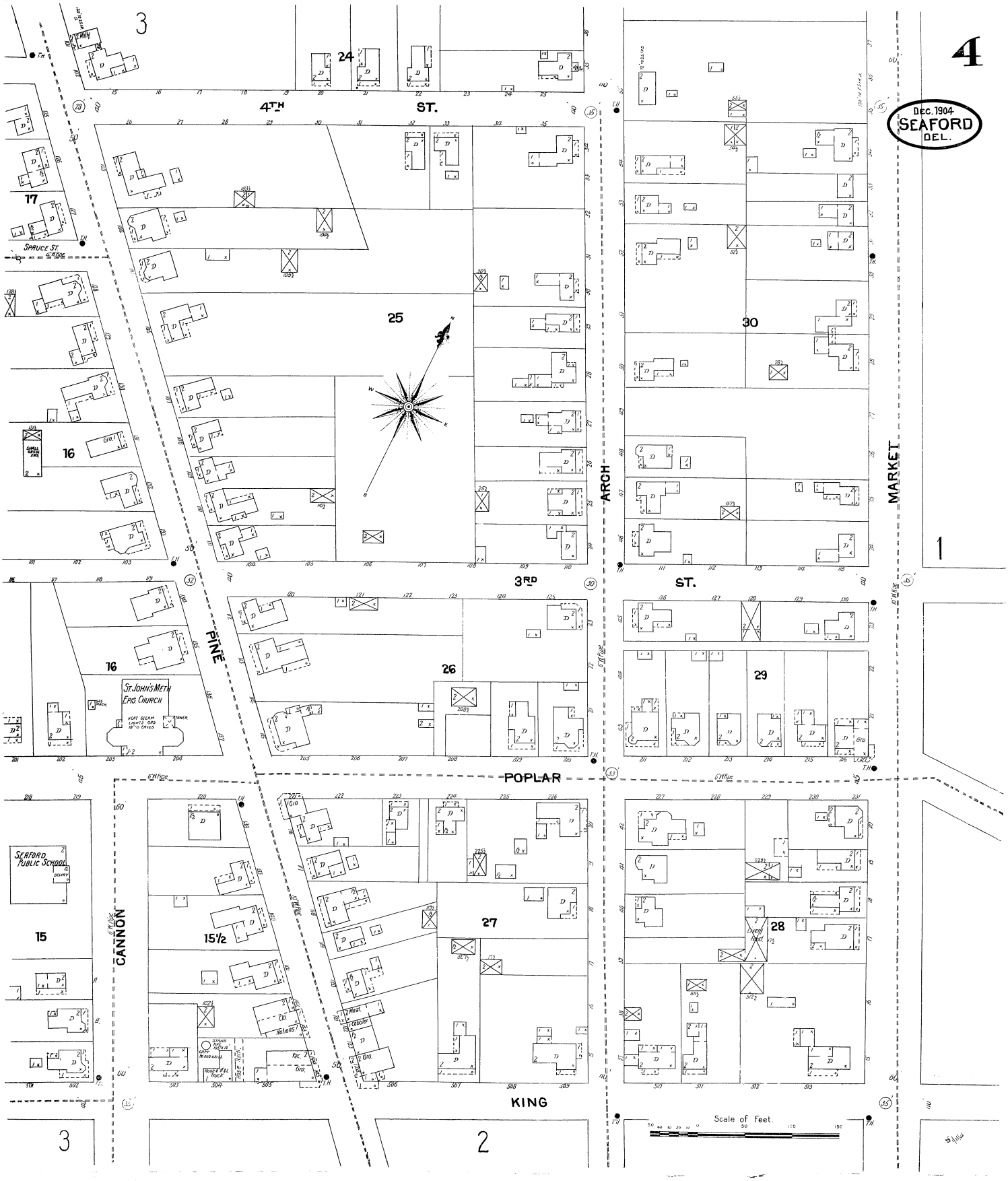

SEAFORD MILLING CO.
OWNER: STEAM & WATER. RENT: 1 STOVE IN OFF. FUEL: COAL. LIMITS: CLOSED LANTERNS. NO WATCHMAN. NO FIRE MAP.
1st 2 CORN STRIPS. - 4 DOUBLE STAND ROLLS. 1 MIDDLE BROKEN.
2d 1 EXCELSIOR SCRATCHER, 1 WOLF SCALPER 1 WOLF PURIFIER, 1 CYCLONE DUST COLL. 2 BOLTING REELS. 1 CUTHERS SEPARATOR. 3 STAND. GRP. 1200 BUS. EACH. 22 STAND ELEVATORS.
No exposure
Creek.
Flume
Bridge
Road.
Creek
Flour Mill
½ Mile S.E. of P.O.
Shed
NORTH
3½
Milly.
Gro.
Carpets
B&S. Sh.
Shed
Milly & Notions
1
FRONT
Family Rms.
Sample Rm.
Parlor
Dining Rm.
Kitch.
Hdwe. & Furn.
Office
Hdwe.
Bl. Sm.
Carpets
Mach.
Lat.
2
SUSSEX
MARKET
WATER
Gro.
Grocery
Warehouse
Granary
Bridge
Cool Shed
Cool Wood
Oyster Ho.
3
SANBORN-PERRIS MAP CO. LIMITED
117 & 119 Broadway NEW YORK
Population 1900
No Steam & No Hand Engines
No Independent Hose Carts
Water Facilities None
Fire Dept. No tel. fire Co. Town electric st. ry. crosses James
Prevailing Winds S & N.W.
SEAFORD
Sussex Co. Del.
July 1897
Scale 50 Ft. to An Inch
COPYRIGHT 1897, BY THE SANBORN-PERRIS MAP CO.
(1329)
2 Sheets
1
KING
Opposite
ARCH
Ft. D'wg's.
Gro.
Saddlery
Cls.
Fruit & Candy
Cig.
Furn. Storage
D.G. & Carpets
Milly.
Wrc.
Shed
5
SPRING ALLEY
Cls.
Wrc.
Shed
Cool Shed
4
6
Marble Yard.
Shop
Bl. Sm.
Trimming Rm.
Carpenter Shop
Paints
Tin & Sheet Iron Shop
Livery Stable
PINE
HIGH
Gr.
Drugs.
D.G. Notions.
Crockery
Milly.
Conf.
Crockery
B&S.
I.O.O.F.
Clo. & Gents Furn'g.
Jewelry
Bicycle Repairing
Drugs.
Hdwe. & Paints.
Bake Ho.
Oven
Store
Rooms
7
Wm Wright Livery.
Shed.
Fertilizer Storage
Bl.
Bldg. No.
High Tide.
Nanticoke River.
Cemetery
Crockery Tinw'e.
B&S. Gen'l Furn'g.
M.E. CHURCH. 30' to eaves.
C.I.
Fertilizer
W. Hos.
10
KEY
FIRE WALL & IRON AD. ROOF
FRAME PARTITION
OPENING & IRON DOOR
WINDOWS - SHUTTERS
STABLE
WINDOW IN 1st STORY
BLOCKS COLORED YELLOW ARE FRAME
RED BRICK
BLUE STONE
GREY IRON
BROWN ADOBE
GREEN SPECIALS
MARKED ⊙ ARE CLOTH LINED
(2) INDICATE RELATIVE HEIGHTS
ALTERNATE STREET NOS ARE ACTUAL CONSECUTIVE ARBITRARY
BROKEN LINE NEAR BLDG - WOOD CORNICE
SOLID METAL
Scale of Feet.
50 40 30 20 10 0 50 100 150
2

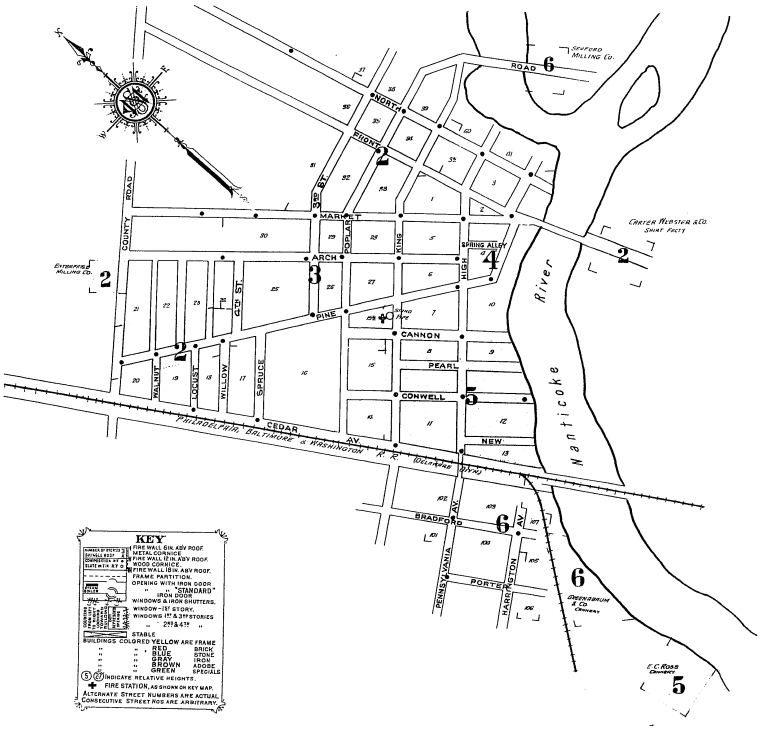

JULY 1897
SEAFORD
DEL.
2
CANNON
VINE
CONWELL
KING
HIGH
NEW
CEDAR
8
9
11
12
13
W. J. STEWART Foundry
DYSTER Ho.
Nanticoke River.
Tide Water.
High Tide.
No exposure
Abt. 1 Mile S.W. of Seaford P.O.
E.C. Ross. Phosphate Factory.
Niter Shed.
Store Ho.
Oil Shed
Mixing Ho.
Grinding Mill. H.
Rock Shed.
Bag Shed.
Acid Chamber.
Sulphur Furnaces.
Phosphate Shed
Wooden Wharf 75 Long.
Acid Conveyed To Mill by Gravity Pipe For Acid.
Scale of Feet.
GREENABRUM BROS. Fruit Cannery.
3/4 Mile S.W. of Seaford P.O.
Packing W. Ho.
Canning Ho.
Smoking Ho.
EMERY & DUTTON Oyster Ho.
W.H. STEVENS & Co. Oyster Ho.
DONOHO W. Co. Oyster Ho.
Nanticoke River.


SANBORN MAP COMPANY
POPULATION
2000
SEAFORD
SUSSEX COUNTY
DELAWARE
DECEMBER
1904
11 BROADWAY, NEW YORK
INDEX
STREETS
SPECIALS
NOTE.—House numbers given are arbitrary.
NOTE.
Water Fronting Plants and direct pressure water supplied from 3 1/2" 4" and one 6" Ditch Hose. Pumped to stand pipe 100 ft high having a capacity of 300,000 gallons. 5 fire hydrants. Pressure 70 lbs. Gasoline fire pumping engine to be used in case of fire average pressure 30 lbs.
Fire Dept. One truck two hose carts with 800 ft 2½ hose. 50 volunteers by church bells. Streets lighted by gasoline arc lights, and well paved.
Nanticoke River
Scale of Feet.
3RD
ST.
FRONT
NORTH
POPLAR
MARKET
KING
Cemetery
Seaford Shirt Co.
R.C. Church
Negro Hall
Greenbaum Bros. Cannery
W.H. Stevens & Co. Oyster Ho
Donohoe & Co. Oyster Ho.
Packing Ware House
Canning Ho.
Oyster Ho.
Ware Ho.
Seaford Milling Co.
T.E. Ross Cannery
Emery & Dutton
KEY


SEAFORD MILLING Co.
No exposure
Creek.
Flume
Bridge
Flour Mill
½ Mile S.E. of P.O.
Road
Creek
DEC. 1904
SEAFORD
DEL.
FRONT
WATER
MARKET
HIGH
KING
ARCH
PINE
CANNON
SPRING ALLEY
Bridge
THE SUSSEX
SEAFORD WATER WORKS
Cemetery
M.E. CHURCH
BANK
Nanticoke River
Scale of Feet.


DEC. 1904
SEAFORD
DEL.
3
4
2
CANNON
PEARL
CONWELL
NEW
CEDAR
AV.
PINE
KING
HIGH
WALNUT
LOCUST
Nanticoke River
Jewelry
Dig. B.B.S.
Ice Ho.
Shed
Wagon Shed
Slaughter Ho.
Pig Pen
Grs. & Meat
Carr. & Rep'd
Bank
Ice Ho.
Foundry
W. J. STEWART, FOUNDRY.
OYSTER Ho.
Cooper
Feed Ho.
Packing W. Ho.
Canning Ho.
Peeling Shed.
Wharf
W. Ho.
Vac. W. Ho.
Vac.
Gasoline Tanks.
E. C. ROSS.
CANNERY.
MAN. STEEPS IN OFFICE.
200' FL. HOSE IN CANNING HO.
BELLS & FIRE DISTRICT.
POWER. STEAM.
FUEL. COAL.
LIGHTS. GASOLINE.
CANNING DONE BY MACH.
Scale of Feet.
6" W. Pipe
10" W. Pipe
Vacant
11
12
13
19
20
21
22
23
24
17
18


4
DEC. 1904
SEAFORD
DEL.
4TH ST.
3RD ST.
ARCH
MARKET
PINE
POPLAR
KING
CANNON
SPRUCE ST.
ST. JOHNS METH. EPIS. CHURCH
SEAFORD PUBLIC SCHOOL
Scale of Feet.



KEY

FIRE WALL ON ADV ROOF
METAL CORNICE
FIRE WALL IN ADV ROOF
FIRE WALL IN ADV ROOF
FIRE WALL IN & ADV ROOF
FRAME PARTITION
OPENING WITH IRON DOOR
" " "STANDARD" IRON DOOR
WINDOWS & IRON SHUTTERS
WINDOW-1ST STORY
WINDOWS 1ST & 2ND STORIES
" 2ND & 4TH " "
STABLE
BUILDINGS COLORED YELLOW ARE FRAME
" " RED BRICK
" " BLUE STONE
" " GRAY IRON
" " BROWN ADOBE
" " GREEN SPECIALS
INDICATE RELATIVE HEIGHTS
FIRE STATION, AS SHOWN ON KEY MAP.
ALTERNATE STREET NUMBERS ARE ACTUAL
CONSECUTIVE STREET NOS ARE ARBITRARY.

WATER FACILITIES

Supply from 5 Driven wells, pumped to stand pipe, 12" Diameter x 100' high, capcty 90000 gals by one Smith-Vaile pump, capcty 500000 gals per 24 Hours; Gravity pressure for domestic service, average 48 lbs. 80 inch in case of fire, additional water may be obtained from Nanticoke River, by use of suction is a direct pressure of 80 lbs. sq. inch, may be obtained. About 6 miles of 4" to 12" cast iron pipe, laid in 1901-09 Hydrants. Average daily consumption 60000 gals

FIRE DEPT.

Volunteer, Co. of 70 men. 2 Hose Carts. One 11 H.P. Truck. 1000' 2½" Hose. Fire alarm by Church Bells.

Streets shell paved with grades as on detail sheets. Public lighting electric

Div. of Manuscripts
FEB 26 1911
Library of Congress

DEC 20 1911

SANBORN MAP COMPANY.
POPULATION 2250
PREVAILING WINDS S.W.
WATER FACILITIES SEE NOTE
110 STEAM & NO HAND ENGINE
5 HOSE CARTS
ONE HOOK & LADDER TRUCK
SEAFORD
SUSSEX COUNTY
DELAWARE
DECEMBER
SCALE 50 FT. 1 INCH
1910
11 BROADWAY, NEW YORK.
COPYRIGHTED 1911 BY THE SANBORN MAP COMPANY

25 SHEETS

1

INDEX.

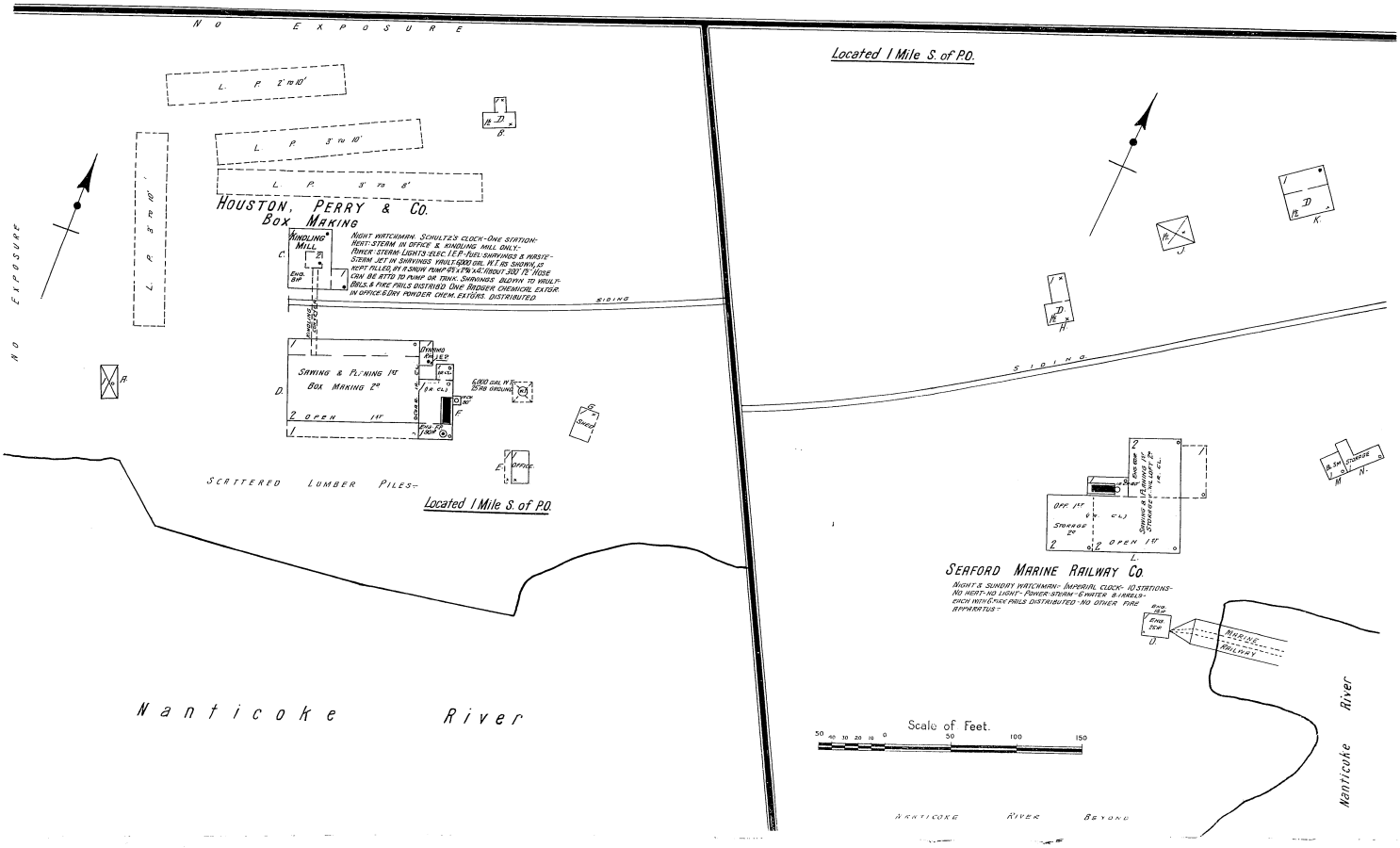
STREETS.

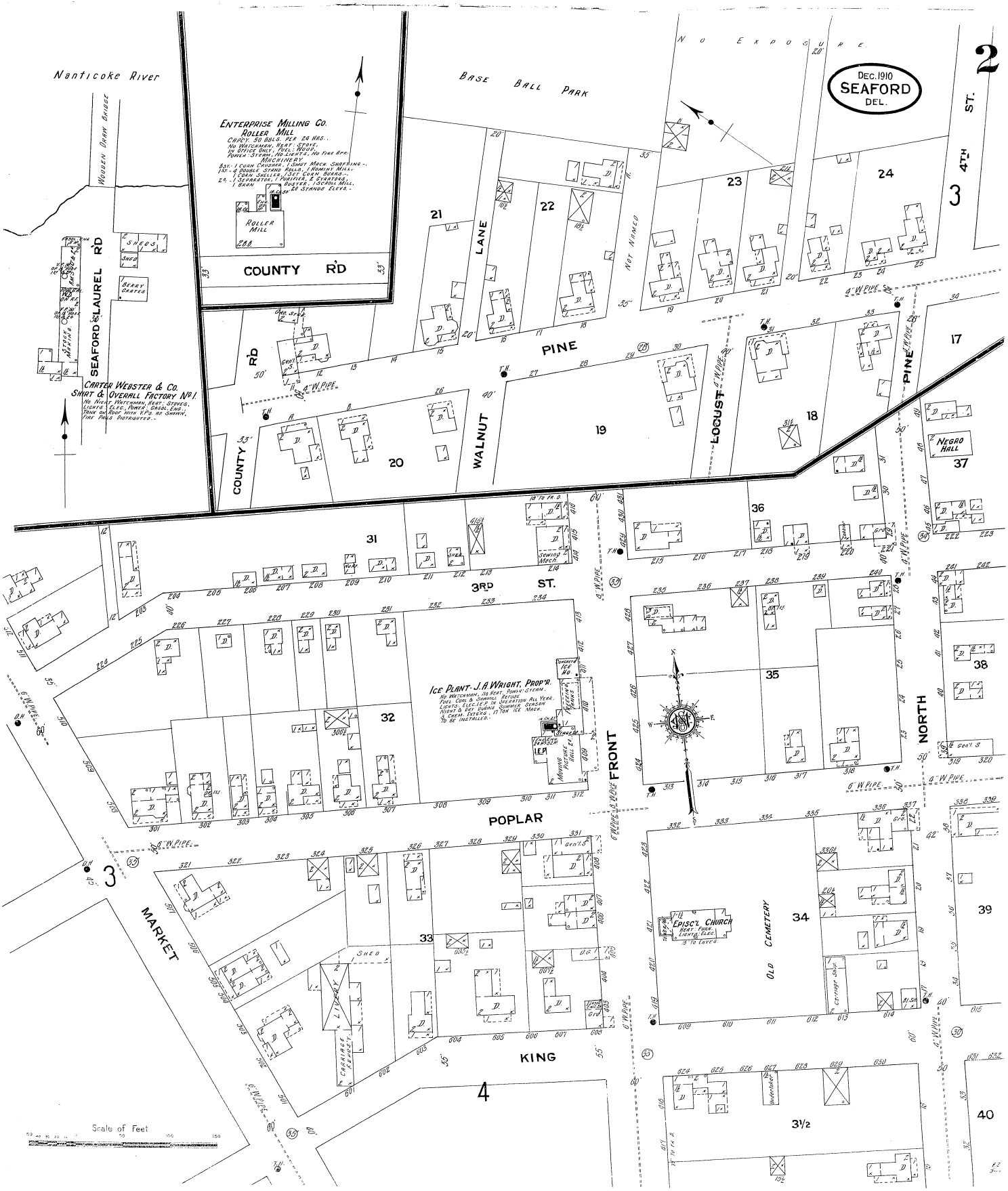
A
Arch, 15-55 3
" 101-128 4
B
Bradford, 6
C
Cannon, Poplar to King 3
" 101-123 4
" 124-146 5
Cedar Ave., 5
Conwell, 5
County Road, 2
F
Fourth, 2 & 3
Front, 15-26 4
" 101-106 4
" 403-431 2
H
Harrington Ave., 6
High, 4 & 5
K
King, 301-313 5
" 406-428 4
" 501-513 3
" 601-615 2
" 616-623 4
" 624-632 2
L
Locust, 2
M
Market, 15-37 3
" 201-244 4
" 501-512 2
N
New, 5
North, 2
P
Pearl, 5
Pennsylvania Ave., 6
Pine, 11-33 2
" 101-145 3
" 201-239 4
" 501-505, actual 3
Poplar, 201-231 3
" 301-339 2
Porter, 6
S
Seaford-Laurel Road, 2
Spring Alley, 4
Spruce, 3
T
Third, 101-130 3
" 203-242 2
W
Walnut, 2
Water, 4

SPECIALS.

B
Burton, W. S., Hardware Warehouse, 4
C
Carter, Webster & Co., Shirt and Overall Factory No. 1, 2
D
Donoho & Co., Oyster House, 6
E
Emery & Dutton, Oyster House, 6
Enterprise Milling Co., Roller Mill, 2
Episcopal Church, 2
F
Fire Department, 3
G
Greenabaum Bros., Tomato&PeaCann'y 6
H
Houston, Perry & Co., Box Making, 1
HurleyBros., AutoStoreho.&Mach.Shop 4
" L. W., & Sons; Coal, Wood&Build'g Materials, 4
Sawing and Box Making, 4
Huston, Darbee & Co., Fertilizer, 6
M
Mt. Olivet M. P. Church, 4
N
Negro Hall, 2
P
P.B.&W.R.R. Freight House and Shed, 6
Post Office, 4
R
R. & G. Shirt Co., Shirt Factory, 4
Ross, E. C., Tomato Canning, 5
S
St. John's Methodist Episc'l Church, 3
Seaford Bakery, 5
" Iron Works, 5
" Marine Railway Co., 1
" Marble Works, 5
" Milling Co., 6
" Potato Chip Co., 6
" Public School, 3
" Water Works, 4
Short, O. W., M'f'g Co., Wire Goods, 6
South Delaware Gas Co., Gas Plant, 5
Stevens, W. H. & Co., Oyster House, 6
Sussex, The, 4
T
Tuckerman, A. S., & Son, Carriage Building, &c., 4
W
Wright, J. A., Ice Plant, 2

NOTE.—House Numbers given are arbitrary.




Nanticoke River
WOODEN DRAW BRIDGE
BASE BALL PARK
NO EXPOSURE
DEC. 1910
SEAFORD
DEL.
2
ENTERPRISE MILLING CO.
ROLLER MILL
CAPACITY 50 BBLS. PER 24 HRS.
No Watchman, Heat, Stove.
In Office Only, Fuel, Wood.
Power - Steam, No Lights, No Fire Apparatus
Machinery
1 ST. - 1 Corn Cracker, 1 Shaft Mach. Shafting -
1 ST. - 4 Double Stand Roller, 1 Monitor Mill,
1 Corn Sheller, 1 Set Corn Burrs -
2 H. - 1 Separator, 1 Purifier, 2 Starters,
1 Buster, 1 Scroll Mill,
1 Bagger, 28 Stands Elevs. -
ROLLER MILL
SEAFORD & LAUREL R'D
COUNTY R'D
LANE
NOT NAMED
PINE
WALNUT
LOCUST
4TH ST.
3RD ST.
FRONT
NORTH
POPLAR
MARKET
KING
OLD CEMETERY
CARTER WEBSTER & CO.
SHIRT & OVERALL FACTORY No. 1
No Night Watchman, Heat, Stoves, Lights, Elec. Power, Grad. Eng., Tank on Roof with Eng. for Sprink. Fire Pails Distributed. -
ICE PLANT - J. A. WRIGHT, PROP'R.
No Watchman, No Heat, Dumb-Steam.
Fuel, Coal & Shavings, Refuse.
Fuel Con. & Shavings Refuse
Lights, Elec. I.C.P. in Operation All Year.
Lights, Elec. I.C.P. in Operation Season
Night & Day during Summer Season
Night & Day during Summer Season
& Chem. Extens. 17 Ton Ice Mach.
To be Installed. -
EPISC'L CHURCH
NEGRO HALL
Scale of Feet

DEC. 1910
SEAFORD
DEL.
4
2
3
5
3½
FRONT
WATER
MARKET
KING
HIGH
ARCH
SPRING ALLEY
PINE
CANNON
Nanticoke River
THE SUSSEX
L. W. HURLEY & SONS
CORL, WOOD & BUILDING MATERIALS.
HURLEY BROS.
W. S. BURTON
SEAFORD WATER WORKS.
A. S. TUCKERMAN & SON
CARRIAGE BUILDING & BLACK SMITH SHOP.
MARBLE YARD
P.O.
CEMETERY
MT. OLIVET M. P. CHURCH
R. & S. SHIRT CO.
SHIRT FACTORY
Scale of Feet.

1

SCALE 600 FT. TO AN INCH

WATER FACILITIES:- Owned by City. Source 7 wells (5-3") 2 (6") No reservoirs. Pumps, 1 Smith-Vaile & 1 Worthington, 3 x 12 x 12, capacity 250 G.P.M. each. Stand pipe 100' high - 12' diam. 85,500 gals. 3 miles - 8" - 6" & 4" pipe - 425 hyds. Average daily consumption 90,000 gals. Pressure - 35 lbs per sq. in. System installed 1901.

FIRE DEPT. Volunteer; 1 - Chief - 70 men - 1 Station - 2 hose reels - 1 Seagrave triple combination, auto truck, 80 gal. chem tank, 500' chem. hose, 1000 2½" C.R.F. hose on truck, 1000 2½" C.R.F. hose on reels. Alarm by bells on churches or Eng. Ho. Eng. Ho. brick bldg. - No. 202 King St. Paving - 2 miles concrete, Other streets macadamized. Grades - level. Public lights: elec. No fire limits.

KEY
STONE
BRICK
FRAME
BROWN FIRE PROOF
INDICATE RELATIVE HEIGHTS
AUTOMATIC SPRINKLERS
FIRE STATION, AS SHOWN ON KEY MAP
ALTERNATE STREET NUMBERS ARE ACTUAL
CONSECUTIVE STREET NOS ARE ARBITRARY.

(1096) (6 Sheets) 1

SANBORN MAP COMPANY
POPULATION, 3000
PREVAILING WINDS, S. W.
FOR WATER FACILITIES AND FIRE DEPARTMENT, SEE REPORT
SEAFORD
SUSSEX COUNTY
DELAWARE
JULY 1923
NEW YORK
COPYRIGHTED 1923 BY THE SANBORN MAP COMPANY
SEP 15 '23
PAT. APP. FOR 42624

INDEX

STREETS

A
Alpha Place (arbitrary), 1
Apple, 1
Bradford, 1-114 6
C
Canon, 1-110 *2
" 109-210 *3
" 209-315 *2
Cedar Ave., 1-105 6
Chandler, 3
Chestnut, 3
Conwell, 101-105 1
Cornell, 1-114 6
County Road, 209-111 2
D
Delaware Ave., 1-114 6
E
East, 500-703 1
F
Fifth, 5
Fourth, 1, 4 & 5
Front, 1-312 1
H
Harrington Ave., 1-202 6
High, 1-209-423 2
K
King, 1-113 *3
" 1-112 *2
" 209-313 *3
" 209-313 *2
L
Liberty, 209-721 1
Locust, 1
M
Market, 1-415 71
" 2-114 *2
" 200-222 *4
N
North, 1-602 1
P
Pearl, 6
Pennsylvania Ave., 1-104 6
" 1-110 5
" 200-224 4
" 206-420 *2
" 201-421 *4
" 500-709 3
Poplar, 1-105 6
" 200-316 *2
" 201-302 *4
" 200-112 5
Porter, 6
R
Rastus, 1
S
Second, 500-720 1
Shipley, 2 & 3 2
Spring, 3
Spruce, 1
T
Third, 500-605 1
W
Walnut, 1
Water, 500-711 1
West, 500-720 1
Willow, 3 & 5 1

SPECIALS

A
Allen Package Co., Box Factory, 6
E
Enterprise Milling Co., Flour and Grist Mill, 5
F
Fire Department, 4
G
Gordy, B. F., & Son, Ice M'f'g Plant, 1
Greenhaven Bros., Cannery, 6
H
Hastings & Eskridge, Builders Materials, 6
Hurley & Son, Crate and Basket Factory, 1
J
John Wesley Methodist Episcopal Church, 1
Johnson's Potato Storage Co., 6
L
Longfellow M'f'g Co., 1
M
Macedonia A. M. E. Church, 1
Mt. Olivet Methodist Episcopal Church, 2
P
Parsons Bros., Crate and Basket M'f'g, 6
P. R. R. Depot, 2
Post Office, 2
R
Robinson & Gordon, Shirt Factory, 1
Rose, E. C., Cannery, 6
S
St. John's Methodist Episcopal Church, 3
Luke's Episcopal Church, 1
Seaford Marine Railway Co., 6
" Mill Co., 1
" Public School, 3
" Water Works, 2
Susses Gas Co., 6
" Hotel, 1
W
Wesley, J., Methodist Episcopal Church, 1

* Indicates only one side of Street shown.

SCALE 100 FT. TO AN INCH

Pond

Nanticoke River

ROAD

COLORED SCHOOL

NO EXPOSURE

NORTH ST.

FRONT ST.

WEST ST.

EAST ST.

2ND ST.

3RD ST.

4TH ST.

LIBERTY ST.

ALPHA PL.

CEMETERY

SAW MILL

RASTUS

MARKET

WATER

SUSSEX HOTEL

LONGFELLOW M'F'G CO.

SEAFORD PLANING MILL CO.

HURLEY & WHITE CRATE & BASKET FACTORY

ROBINSON & GORDON SHIRT FACTORY

Scale 100 Ft. to One Inch.

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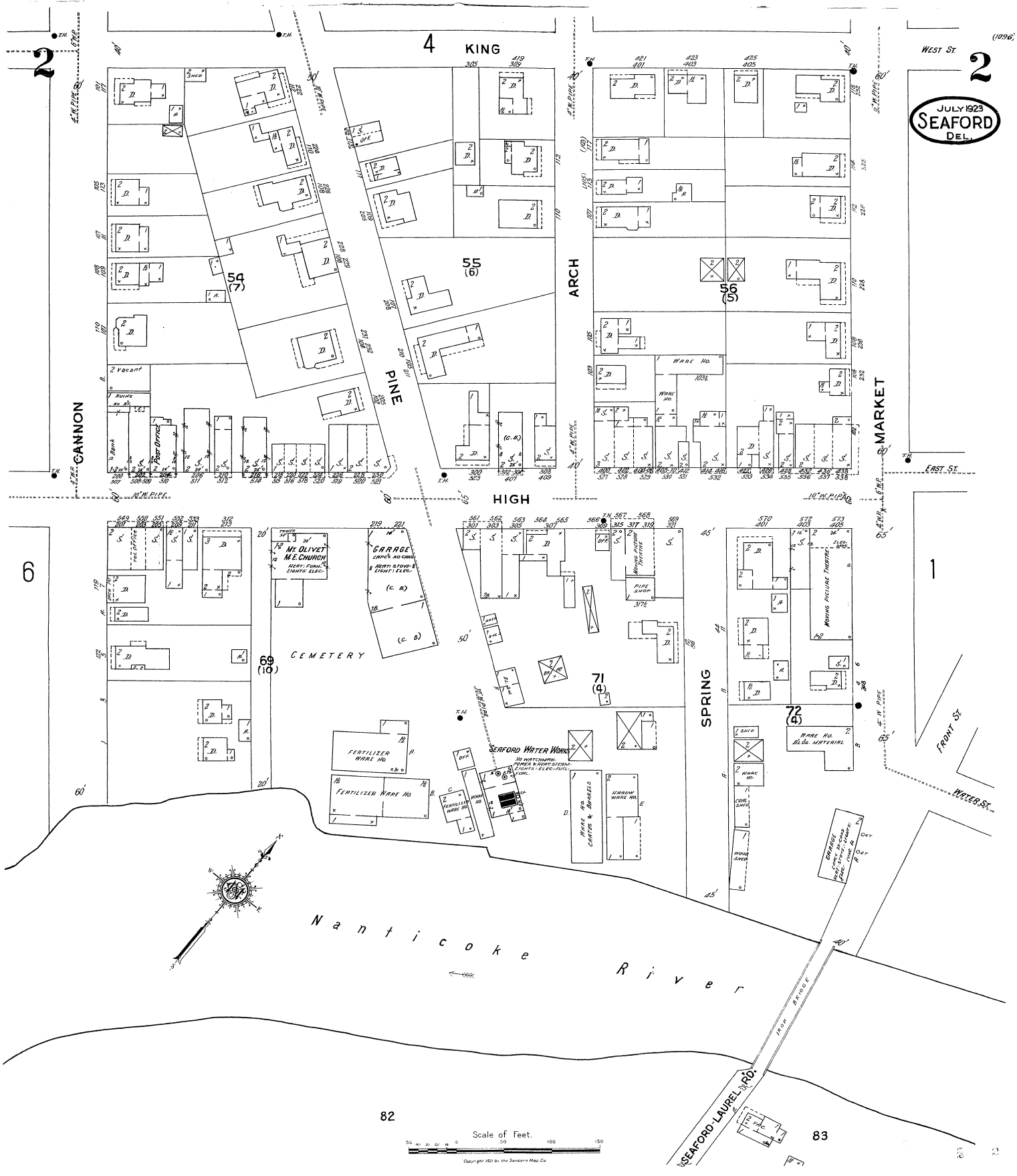
JULY 1923
SEAFORD
DEL.
KING
HIGH
MARKET
ARCH
PINE
CANNON
SPRING
WEST ST.
EAST ST.
FRONT ST.
WATER ST.
CEMETERY
Mt. OLIVET M.E. CHURCH
GARAGE
SEAFORD WATER WORKS
FERTILIZER WARE HO.
WARE HO.
MOVING PICTURE THEATRE
Nanticoke River
IRON BRIDGE
SEAFORD-LAUREL RD.
54 (7)
55 (6)
56 (5)
69 (10)
71 (4)
72 (4)
82
83
Scale of Feet.
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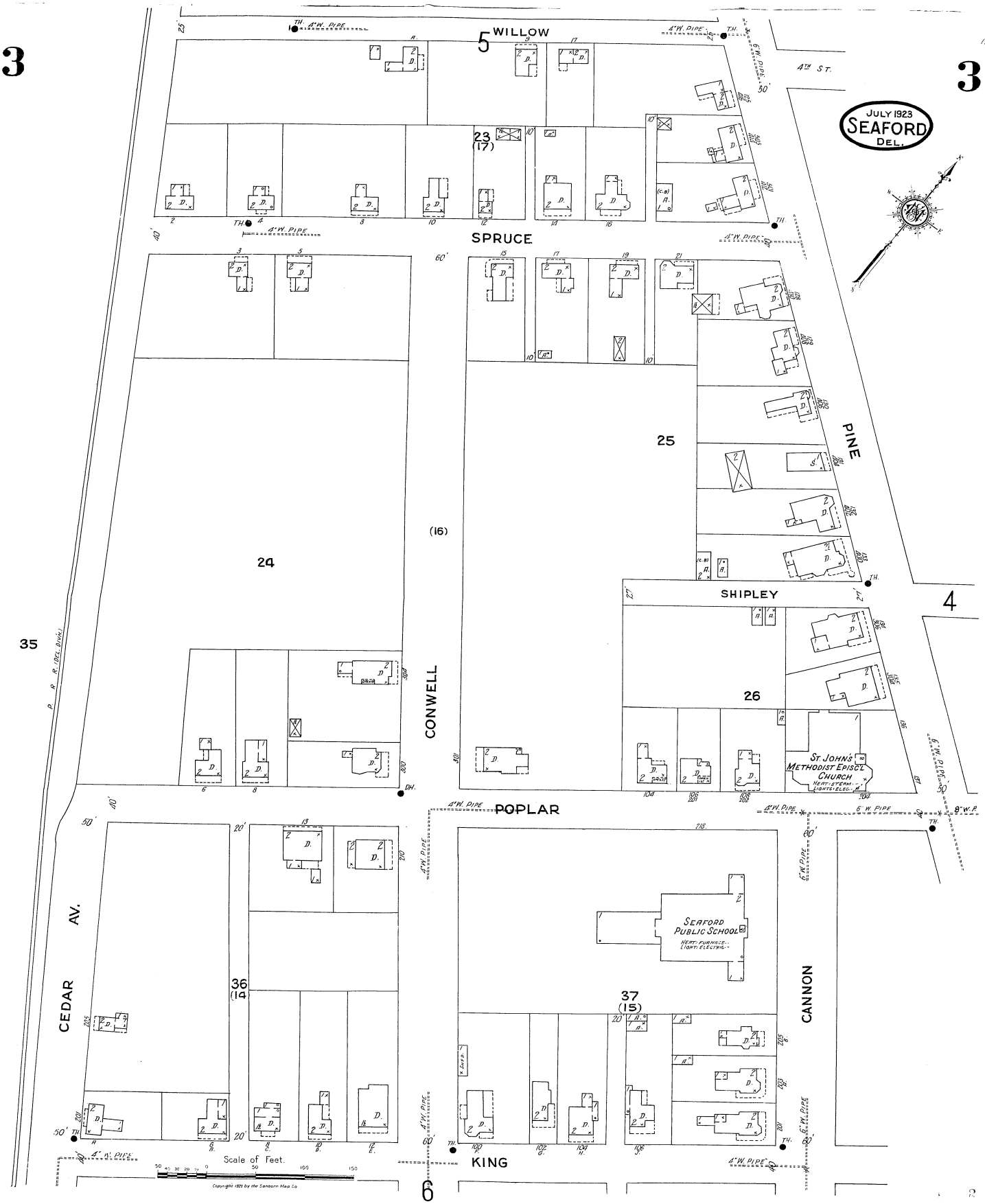
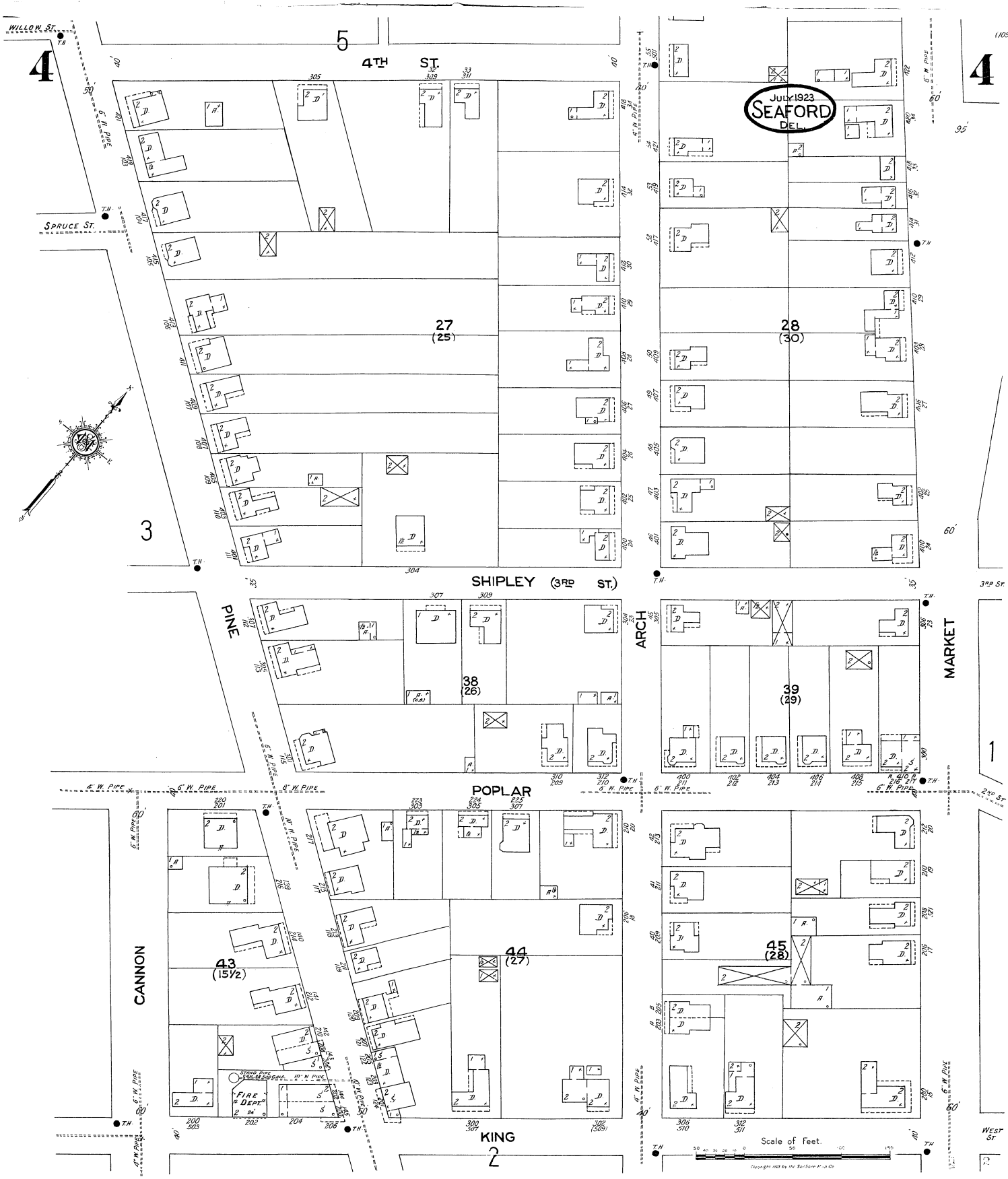
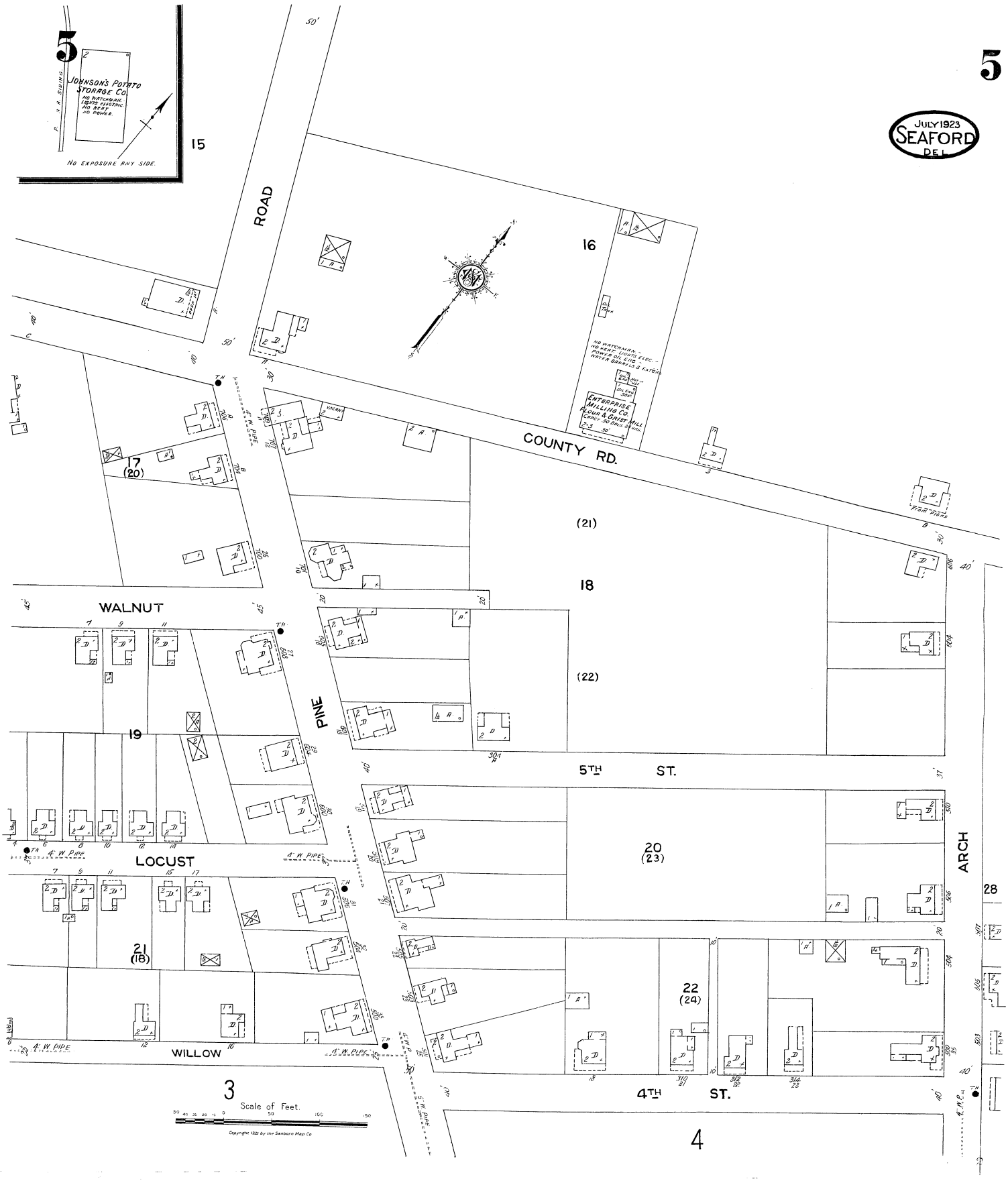

3
3
WILLOW
SPRUCE
POPLAR
SHIPLEY
KING
PINE
CONWELL
CEDAR AV.
CANNON
4TH ST.
5
6
4
35
23
(17)
24
(16)
25
26
36
(14)
37
(15)
JULY 1923
SEAFORD
DEL.
SEAFORD PUBLIC SCHOOL
ST. JOHN'S METHODIST EPISCOPAL CHURCH
P. R. R. (DEL. DIVN.)
4" W. PIPE
6" W. PIPE
8" W.P.
TH.
DH.
Scale of Feet.
Copyright 1923 by the Sanborn Map Co.


WILLOW ST.
4TH ST.
SPRUCE ST.
SHIPLEY (3RD ST.)
PINE
ARCH
MARKET
POPLAR
CANNON
KING
WEST ST.
3RD ST.
2ND ST.
JULY 1923
SEAFORD
DEL.
27
(25)
28
(30)
38
(26)
39
(29)
43
(15½)
44
(27)
45
(28)
FIRE DEPT.
Scale of Feet.
(1096)



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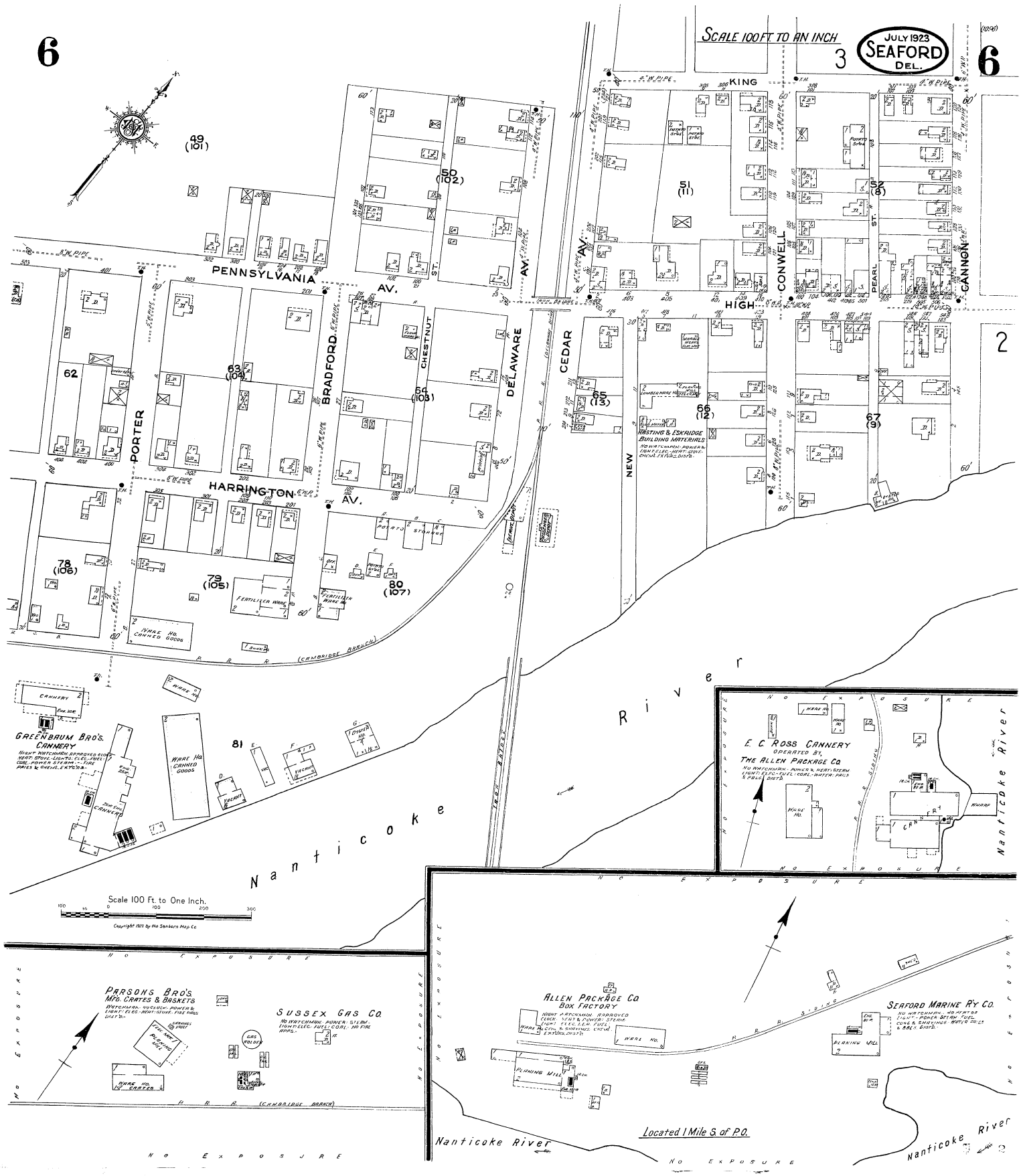

6
SCALE 100 FT TO AN INCH
JULY 1923
SEAFORD
DEL.
3
6
KING
PENNSYLVANIA AV.
HIGH
HARRINGTON AV.
PORTER
BRADFORD
CHESTNUT ST.
DELAWARE AV.
CEDAR
NEW
CONWELL
PEARL ST.
CANNON
49 (101)
50 (102)
51 (11)
52 (8)
62
63 (104)
64 (103)
65 (13)
66 (12)
67 (9)
78 (106)
79 (105)
80 (107)
81
HASTING & ESKRIDGE BUILDING MATERIALS
GREENBAUM BRO'S. CANNERY
E. C. ROSS CANNERY
OPERATED BY,
THE ALLEN PACKAGE CO.
PARSONS BRO'S.
MFG. CRATES & BASKETS
SUSSEX GAS CO.
ALLEN PACKAGE CO.
BOX FACTORY
SEAFORD MARINE R'Y CO.
Nanticoke River
Scale 100 Ft. to One Inch.
Copyright 1923 By the Sanborn Map Co.
NO EXPOSURE
Located 1 Mile S. of P.O.

1

Scale 800 feet to one inch
(Approx)

WATER FACILITIES:
Water works owned by town. Gravity system. Standpipe 100' high, capacity 88,500 gals. Water from 2 10" wells by 2 Worthington pumps, each 88 G.P.M. Every 250 gals. per min. One pump has 6" suction from Nanticoke River for emergency. About 7 miles of 10", 8", 6" & 4" water pipe. 38 Hydrants. Average pressure 37 lbs. Average daily consumption 300 000 gals.

FIRE DEPT:
Volunteer membership, about 30 active members. 1 fire station, brick bldg. (shown on sheet 6) Seagrave triple combination, 650 gal pump, 750' 2½" hose, 40 gal chem. tank, 700' hose. Seagrave combination, 300 gal pump, 550' 2½" hose, 40 gal booster tank, 700' hose. 700 2½" hose in reserve. Alarm by elec. siren on fire Ho. No fire limits.
No roofing ordinance.
About 3½ miles of conc. roads, others hard surfaced. Territory level. Street lights, fire

SANBORN MAP COMPANY
POPULATION 2369
S. W.
SEAFORD
SUSSEX COUNTY
DELAWARE
JAN. 1931
NEW YORK

(1949)

1

INDEX

STREETS

	SHEET
A	
Abbe Ave. (arbitrary),	9
Alpha Place (arbitrary),	4
Arcadia,	2
Arch,	3
"	6
"	8
B	
Bradford,	9
Budd,	9
C	
Cannon,	*3
"	*2
"	*5
"	*6
Cedar Ave.,	2
"	*5
Chandley,	1
Chestnut,	9
Church,	3
Clarence,	1
Conwell,	2
"	5
County Road, see State Road.	
Cypress,	9
D	
Delaware Ave.,	*2
"	*9
E	
East,	4
F	
Fifth,	8
Fourth,	6, 7 & 8
Front,	4
"	*4
"	7
H	
Hall,	9
Harrington,	9
Ave., see Harrington.	
High,	2
"	3

	SHEET
K	
King,	*2
"	*5
"	*6
"	*3
"	*7
"	*4
"	4
"	*4
" E. of Shipley	9
L	
Liberty,	1
Locust,	8
M	
Maple,	9
Market,	*4
"	*3
"	*6
"	*7
N	
Nanticoke,	9
New,	2
North,	4
"	*1
"	*7
"	1
P	
Pearl,	2
Pennsylvania Ave.,	9
Pine,	3
"	6
"	*5
"	*6
"	8
Poplar,	5
"	*5
"	*6
"	6
"	7
"	1
" E. of Shipley	9
Porter,	9

	SHEET
R	
Rastus (arbitrary),	7
S	
School (arbitrary),	1
Seaford-Laurel Road,	3
Second, see Poplar.	
Shipley,	9
Spring,	3
Spruce,	5
State Road,	8
T	
Third,	6
"	7
"	1
" S. of Pine	5
Thompson Court (arbitrary),	1
V	
Vine,	5
W	
Walnut,	9
Water,	4
West, see King.	
Willow,	*5
"	*8

SPECIALS

	SHEET
A	
Allen Package Co., Box Factory,	9
" " " Cannery,	4
Atlantic Refining Co.,	9
C	
Colored School, School St.,	1
D	
Delmarva Sales Co., Fertilizer M'f'g,	4
E	
Enterprise Milling Co., Flour & Grist Mill,	8
F	
Fire Department,	6
First National Bank Building,	3

	SHEET
G	
Greenabaum Bros., Fruit and Vegetable Canning,	9
H	
Hastings, Eskridge & Co., Building Materials M'f'g.,	2
Hurley & White, Fruit and Truck Packages M'f'g.	7
Huston, Culver & Co., Fertilizer Warehouse,	1 & 9
J	
Johnson Potato Storage Co.,	8
M	
Macedonia African Meth. Episc'l Church	1
Mt. Olivet Methodist Episcopal Church,	3
P	
Parsons Bros. & Co., Crates, Crating, Boxes and Shooks M'f'g.,	9
P. R. R. Depots,	2
Post Office,	2
R	
R. & G. Shirt Co., Shirt Factory,	4
Robinson, C. W., Shirt Factory,	4
" J. B., & Co., Oyster Packing,	2
Ross, E. C., Cannery (formerly),	1
S	
St. John's Methodist Episcopal Church,	5
" Luke's Episcopal Church,	7
Seaford Boat Works,	9
" Marble Works, Stone Cutting,	2
" Milling Co.,	1
" Schools,	8
" Trust Co.,	3
" Water Works,	3
Sinclair Refining Co.,	9
Stevens, W. H., & Co., Oyster Packing,	2
Sussex Hotel,	4
W	
Wesley, J., Methodist Episcopal Church,	1
Woolley, A. S., Co., Fertilizer Warehouse	3

* Indicates only one side of Street shown.

KEY

LOCATION OF THIS TOWN AS ABOVE UNDERLINED

Seaford School

SCHOOL

CHANDLEY

Mill Pond

Nanticoke River

SEAFORD MILLING CO

HUSTON, CULVER & CO.
FERTILIZER W'HO

FORMER SITE OF E. C. ROSS CANNERY

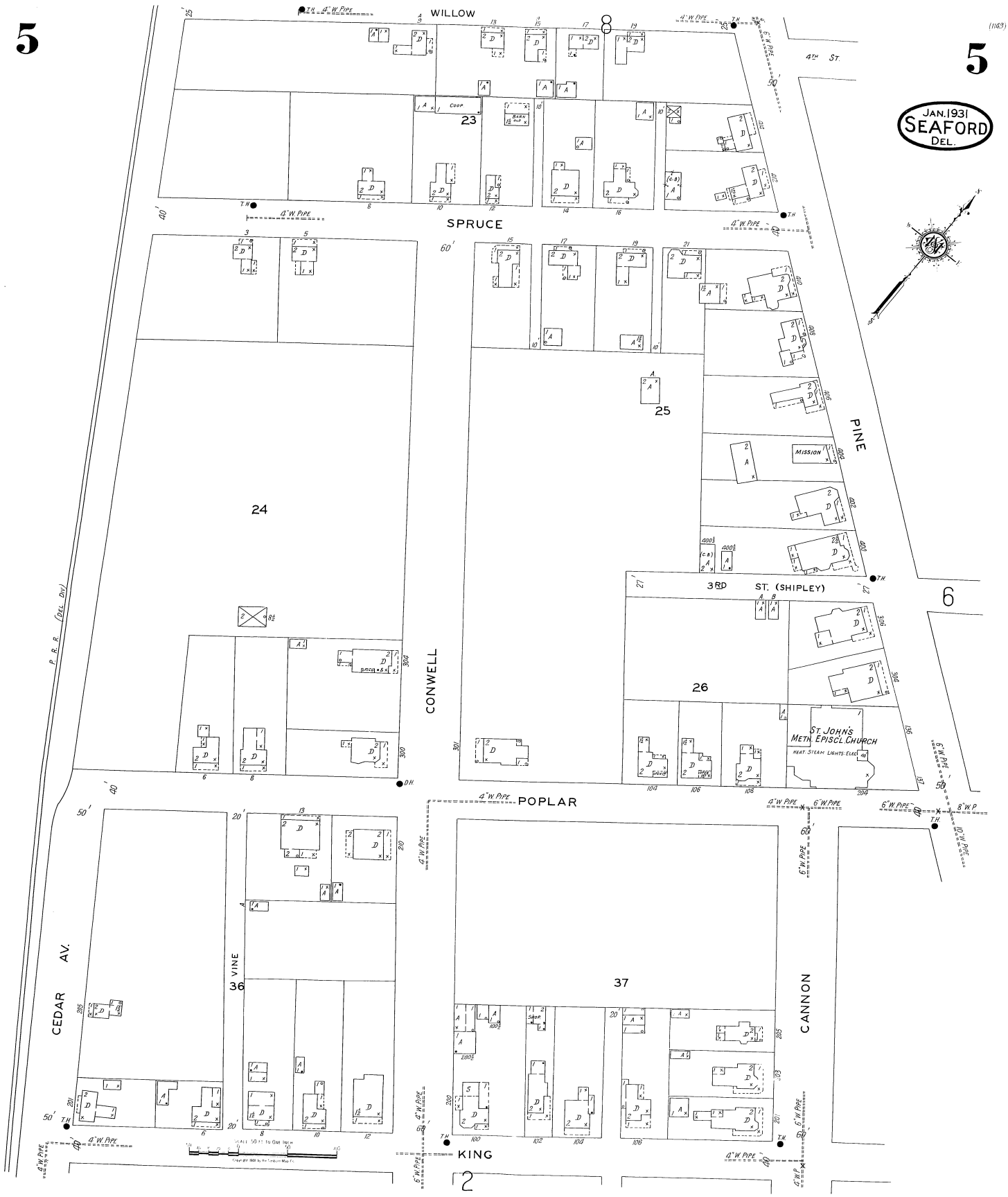
JOHN WESLEY M. E. CHURCH

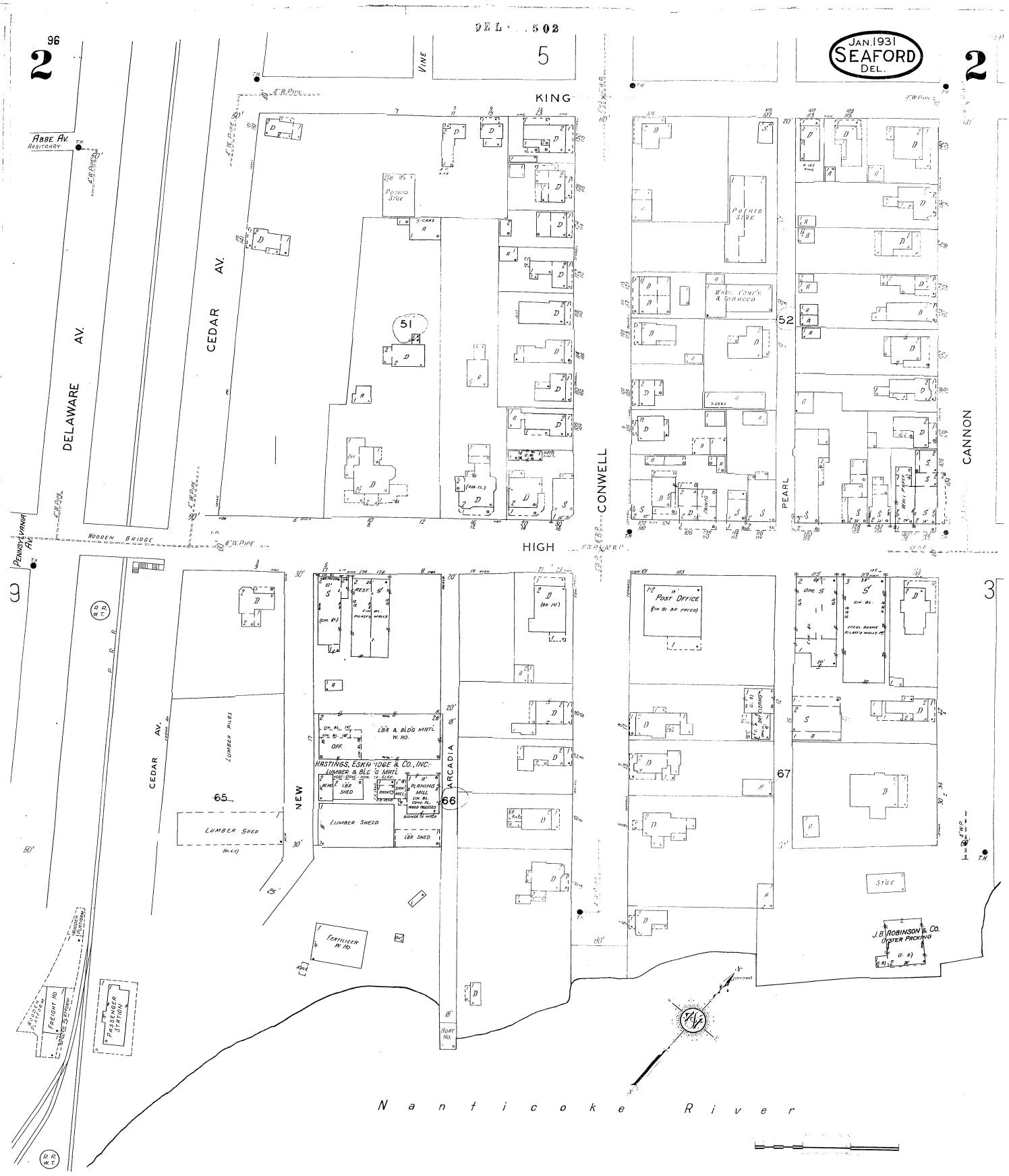
NORTH

JAN. 1931
SEAFORD
DEL.
2
2
5
KING
VINE
ABBE AV.
ARBITRARY
DELAWARE AV.
CEDAR AV.
51
52
POTATO STGE.
CONDE STGE.
WHSL. CONF'Y & TOBACCO
POST OFFICE
CONWELL
PEARL
CANNON
HIGH
WOODEN BRIDGE
PENNSYLVANIA AV.
9
3
SEAFORD MARBLE WORKS
STONE CUTTING
PLANING MILL 2ND
LUMBER
STGE. 1ST
W. HO.
OFF.
HASTINGS, ESKRIDGE & CO. INC.
BUILDING MATERIALS
POWER & LIGHTS ELEC. HEAT. STOVE IN OFF.
FOR WATER WELDING STONE
LUMBER
CEDAR AV.
NEW
ARCADIA
65
66
67
BOAT HO.
J. B. ROBINSON & CO.
OYSTER PACKING
POWER & LIGHTS ELEC.
W. H. STEVENS & CO.
OYSTER PACKING
POWER & LIGHTS ELEC.
(C.B.)
FREIGHT HO.
PASSENGER STATION
R. R. W. T.
Nanticoke River

3
JAN. 1931
SEAFORD
DEL.
KING
HIGH
PINE
ARCH
MARKET
CANNON
CHURCH
SPRING
54
55
56
69
71
72
Seaford National Bank
Lodge 2nd
Cinder Block
Mt. Olivet M. E. Church
Cemetery
Indoor Golf
A. S. Woolley Co. Inc.
Fertilizer Ware Ho.
Fertilizer Mfg Dry Mixing
Seaford Water Works
Seaford Trust Co.
Moving Picture Theatre
Ware Ho.
Lumber
Garage
Nanticoke River
Seaford-Laurel Rd.
Concrete Bridge
Steel Span
Front
4" W.P. Water
10" W.P. Pipe
6" W.P. East
T.H.
82
83

4
4
JAN. 1931
SEAFORD
DEL.
KING (WEST)
MARKET
FRONT
EAST
NORTH
ALPHA PL.
POPLAR
IRON BRIDGE ROAD
SUSSEX HOTEL
R.A.G. SHIRT CO.
DELMARVA SALES CO.
ALLEN PACKAGE CO.
CANNERY
WATER
Nanticoke River
47
57
58
59
73
74
75
76
77


5
(1143)
5
JAN. 1931
SEAFORD
DEL.
WILLOW
4TH ST.
SPRUCE
PINE
3RD ST. (SHIPLEY)
CONWELL
POPLAR
KING
CEDAR AV.
VINE
CANNON
P. R. R. (DEL. Div.)
MISSION
ST. JOHN'S METH. EPISCL. CHURCH
HEAT: STEAM. LIGHTS: ELEC.
23
24
25
26
36
37
4" W. PIPE
6" W. PIPE
8" W. P
T.H.
D.H.
35
9
6
2


DEL. 502
JAN. 1931
SEAFORD
DEL.
2
96
2
3
5
KING
HIGH
VINE
CEDAR AV.
DELAWARE AV.
PENNSYLVANIA AV.
ABBE AV.
RESIDENCY
CONWELL
PEARL
CANNON
WOODEN BRIDGE
4" W. PIPE
6" W. PIPE
POTATO STORE
WHSE. CONF'Y & TOBACCO
51
52
65
66
67
LUMBER PILES
LUMBER SHED
LUMBER SHED
NEW
ARCADIA
HASTINGS, ESKRIDGE & CO., INC.
LUMBER & BLDG MATL
LBR. & BLDG MATL W. HO.
OFF.
LBR SHED
PLANING MILL
LUMBER SHED
LBR SHED
FERTILIZER W. HO.
BOAT HO.
POST OFFICE
STORE
J.B. ROBINSON & CO. OYSTER PACKING
FREIGHT HO.
PASSENGER STATION
HOUSES & PLATFORM
R.R.
W.T.
Nanticoke River

3
6
KING
CANNON
PINE
ARCH
MARKET
54
55
56
HIGH
2
4
69
71
72
CHURCH
SPRING
D ST.
CEMETERY
MT. OLIVET M.P. CHURCH
A.S. WOOLLEY CO. INC.
FERTILIZER MFG & MIXING
SEAFORD ELEC. LIGHT & POWER PLANT
WATER WORKS
PALACE MOVING PICTURE THEATRE
SEAFORD TRUST CO.
CORPORATE LIMITS
Nanticoke River
TERRITORY SHOWN ON THIS SECTION OF SHEET OUTSIDE OF CORPORATE LIMITS
PENINSULA OIL CO. INC.
SEAFORD-LAUREL RD.
82
83
97
3
JAN. 1931
SEAFORD
DEL.
EAST
FRONT

4
98
7
47
4
JAN. 1931
SEAFORD
DEL.
KING (WEST)
MARKET
FRONT
HIGH (EAST)
HIGH (EAST)
NORTH
ALPHA PL.
POPLAR
SUSSEX HOTEL
SEAFORD INN
HOTEL
57
58
59
73
74
75
76
77
MOORE FERTILIZER CO. INC.
PLANTERS MFG CO. INC.
PLUMB'S SUPPLIES
WATER
Nanticoke River
3

Seaford
The Perfect Place to Start.

Brand Manual
Vision**2025**

PREPARED BY

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Brand Statement

For centuries, people have been drawn by the magnetic pull of the majestic Nanticoke River. From its headwaters, this most pristine of rivers meanders its way west into the Chesapeake Bay, and along the way, graces us with the serenity of its nature and the power of its currents which have fueled our economy for generations.

Whether trading, growing, manufacturing, or creating, Seaford has had a long and historic connection with productivity. The combination of the nature of our workers, and their passionate connection to their region creates an environment focused on loyalty and an ethic for the power of hard work.

Seaford is a traditional community, whose historic downtown is nestled along the Nanticoke River, our thriving retail provides for shoppers throughout the region, our hospital cares for our own with the attention given when you know someone by name, and our inspired leaders are crafting a bright future for this place we call home.

We are Seaford, Delaware–a community in every sense of the word, the spirit of our local high school, the excitement along the parade route. We are the hardworking employee who celebrate the brave entrepreneur, we are friends and neighbors celebrate along the banks of our river. We are an opportunity for all to realize the dreams they create.

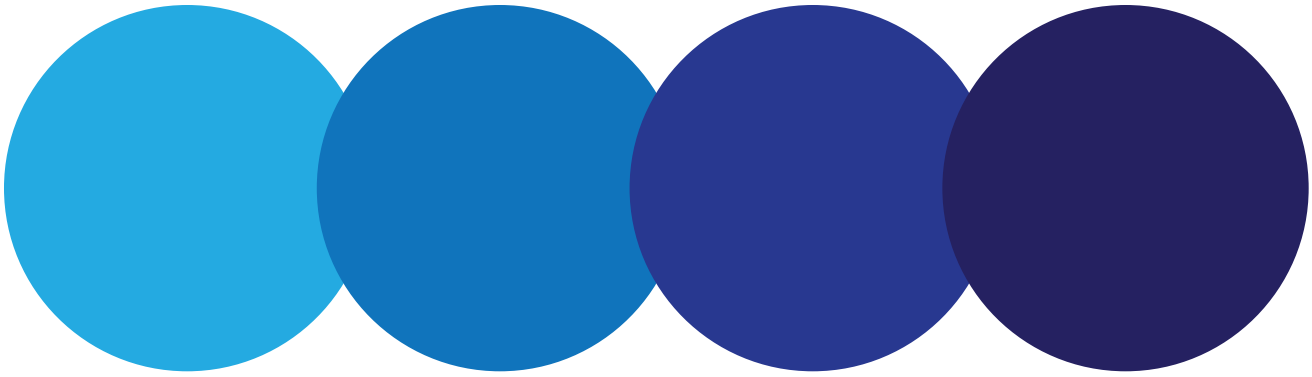
Whether it is a job or an education, a vacation or a new home, come explore our hometown located here in the heart of Delmarva between the beaches and the bay and discover what we mean when we say:
We are Seaford, Delaware, *the perfect place to start.*

Icon

Inspired by the westerly flow of the Nantikoke river, this icon also flows counter-clockwise. The four sections represent the four major areas of pride for the community, its rich history, its warm focus on family, the connectivity between friends & neighbors, and finally the ingenuity of the business community.

Brand Summary

Our communities must be branded in such a way that the people, places, and events become dynamic and evoke positive feelings about the potential experiences to be had there. We must be aware of the tendency to reduce all potential experiences into a single identity that features only one aspect of the community. While there is nothing wrong with featuring a single icon, a good branding and marketing system must encompass multiple interpretations of the ever-expanding options for positive experiences within a community.



Colors

Tapping into the pre-existing inherent pride derived from the school colors of Seaford High School, a four color palette was defined to assure a consistent connection using shades of blue. Colors can be used to help see past some of the issues that need to be worked on. Although typically cool and calming, this four color combination creates a dynamic and creative personality.

Seaford

Wordtype

Seaford needed a uniform wordtype that could allow for consistent adoption of a shared identity. A script typeface was selected due to the attractive & custom feeling capital “S” and a lowercase “f” that serves as both ascender and descender.

The Perfect Place to Start.

Tagline

This simple statement sets the tone for Seaford to tell its story. It is where the river starts. It is where nylon began. It is where people’s vacation starts, It is where their lives can begin. The simplicity allows it to be infinitely expandable.

Usage Control

When to use the logo and when not to is often times a judgement call. As the official keeper of the brand, Seaford, Delaware has the final say in the usage of the brand. The brand should be used in signage, advertising, direct mail, event logos, merchandising, etc. Usage of the brand in an individual business or in an application that directly profits an individual business will be reviewed on a case by case basis.

Logo Variations

Below are the logo variations for the Seaford, Delaware brand. They are presented in two color, one color, reversed and Black & white usages. All logos are created in vector art and are infinitely scalable and available for

Community Image Approval

In order to ensure consistent use of the Seaford, Delaware brand, we ask that you submit a sample of each project for approval. Please specify your deadline requirements. We will reply promptly to your request for approval.

Brand Extension

Brand extension is the process of incorporating the brand into events and activities going on in the community. By adopting the look, feel and tone of the Seaford, Delaware brand, these events begin to be connected in the consumers mind and begin to add strength to the primary brand and vice versa. The general approach of brand extension is to select at least one of the members of the color palette as the primary color of the logo, and expanded the color palette from there. The use of approved fonts also connects the logo to the overall brand.

HISTORIC SEAFORD NANTICOKE Riverfest

City of Seaford DELAWARE

Seaford TOMORROW

CITY of SEAFORD, DELAWARE NYLON CAPITAL OF THE WORLD est. 1865

HISTORIC SEAFORD Christmas parade

Halloween =PARADE= HISTORIC DOWNTOWN SEAFORD

Seaford RiverWalk

Logo Size & Spacing

The size and spacing of the Seaford, Delaware brand is important in ensuring that the logo is displayed is a positive and consistent way and helps to reinforce the brand. The logo should always have enough open space around it to have a clear and clean impact. The height of the first letter is generally the measurement guide for this open space.

In order to preserve legibility, maintain a minimum of .5” height.

.5 inch

Incorrect Usage

These are some examples of improper ways of presenting the Seaford, Delaware brand.

Change Colors

Scale Elements

Outline Elements

Rotate Elements

Stretch the Logo

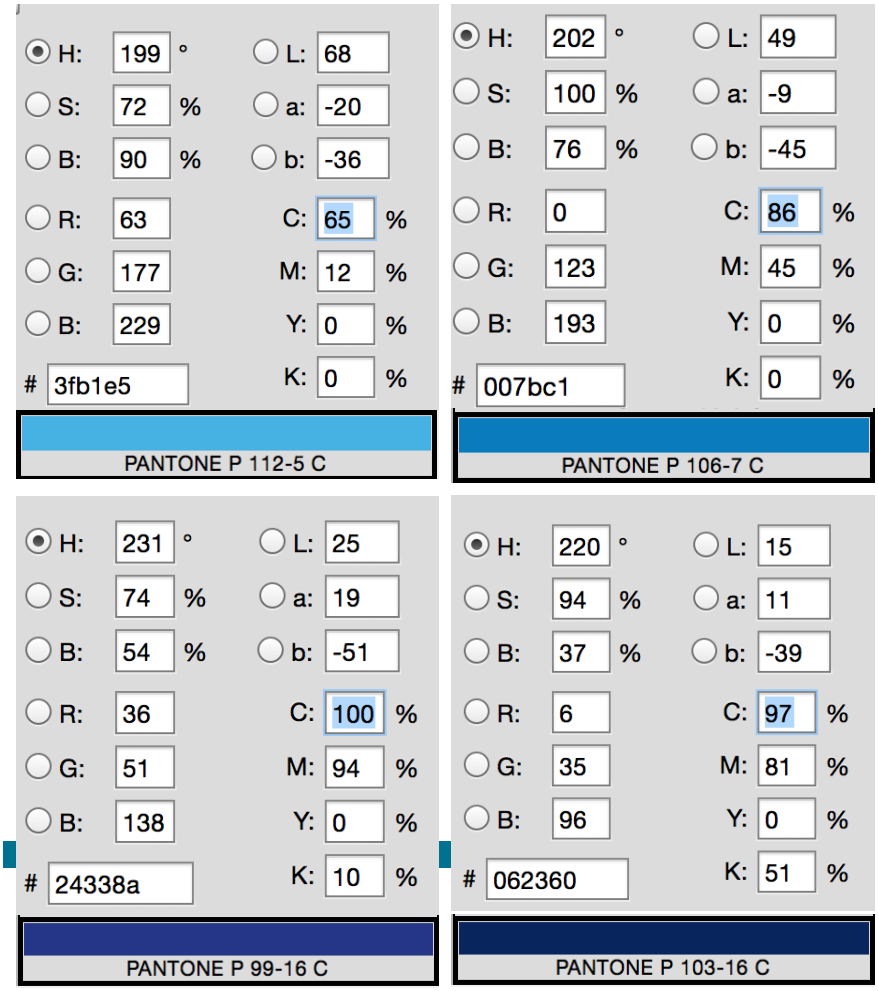
Move Elements

Use Photographic Backgrounds

Use as a Wallpaper

Color Palette

Use the primary palette on all branded materials such as logos, corporate identity, Web site, advertising, collateral, and imprintables. The colors printed here are NOT guaranteed to be matches. The use of a Pantone Swatch book is the best way to work with your vendors and assure color correctness. Always proof anything before production runs begin to assure that the colors are satisfactory.



The accuracy of color is critical in design. Because what you see on your monitor is never what will appear on a printed sheet, designers need a standardized color key. It can be very frustrating to see the logo you worked hard to create look deep blue on the client's letterhead, blue-greenish on his business card, and light blue on his very expensive envelopes.

A way to prevent this is by using a standardized color matching system, such as the PANTONE MATCHING SYSTEM. Though PANTONE is not the only color standardization system, it is the most widely used and the one that most printers understand. Aside from being able to have consistency, PANTONE Colors allow you to use colors that cannot be mixed in CMYK.

Typography

To add consistency to the logo, The following fonts have been chosen as the approved typefaces.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@ $%^&(){}/:"<>?*

Brand Pro

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*(){}|:"<>?

Super Clarendon

Installing Fonts:

We recommend installing only one format - OpenType, TrueType, or PostScript - of a font. Installing two or more formats of the same font may cause problems when you try to use. view, or print the font.

Choose Start > Settings > Control Panel. Note: In Windows XP choose Start > Control Panel Double-click the Fonts folder. Choose File > Install New Font. Locate the fonts you want to install. In the drivers list, select the drive and the folder containing the fonts you want to install. In the Folders list, select a folder that contains the fonts you want to install. (Make sure you have unzipped them first.) The fonts in the folder appear under List of Fonts.

Select the fonts to install. To select more than one font, hold down the CTRL key and click each font.

To copy the fonts to the Fonts folder, make sure the Copy fonts to the Fonts folder check box is selected.

Note: If installing fonts from a floppy disk or a CD-ROM, you should make sure this check box is selected. Otherwise, to use the fonts in your applications, you must always keep the disk in the disk drive.

Click OK to install the fonts.

Advertising

Ads come in all shapes and sizes but they have a common goal -- to sell a product, a service, a brand. Text, visuals, or a combination of the two are the main elements of any print ad. There are several fundamental design strategies that will allow for connections to be made while also allowing your business to reinforce its own identity. The use of clean design, similar color palettes, and a consistent logo element can create an independently managed COMMUNITY IMAGE campaign.

Visual at the top of the page. If you are using a photo, bleed it to the edge of the page or ad space for maximum impact. For photos, place a descriptive caption below.

Put your headline next.

Follow with your main ad copy. Consider a drop cap as a lead-in to help draw the reader into the copy.

Place your contact information (signature) and any pertinent social media icons in the lower right corner. That's generally the last place a reader's eye gravitates to when reading an ad.

Anatomy of an Ad

Headlines

The main headline may be the strongest element of the ad or it may be secondary to a strong visual. Some ads may have subheads and other title elements as well.

Contact

The contact or signature of an ad may appear anywhere in the ad although it is usually near the bottom. It consists of one or more of:

Logo, Advertiser Name, Address, Phone Number, Map or Driving Directions, Web Site Address, Extras.

Some print ads may have additional special elements such as an attached business reply envelope, tear-out portion with a coupon, tip sheet, product sample.

Body

The copy is the main text of the ad. Some ads may take a minimalist approach, a line or two or a single paragraph. Other ads may be quite text-heavy with paragraphs of information, possibly arranged in columns newspaper style. While the words are the most important part of the copy, visual elements such as indentation, pull-quotes, bullet lists, and creative kerning and tracking can help to organize and emphasize the message of the body of the ad.

File Format Guide

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that their is something wrong with your machine. These files address all of the normal uses that a community implemented design would require. Always make sure to inform vendors that you have these different file formats available.

File Type: Adobe Illustrator File
Category: Vector Image Files
File Description: Vector image file created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, color, and text; often referred to as a Illustrator drawing. Illustrator documents can be opened with Photoshop, but the image will be rasterized, meaning it will be converted from a vector image to a bitmap.

Program(s) that open ai files:

Mac OS	*Adobe Illustrator, Acrobat, Reader*
	Adobe Photoshop (rasterized)
	Apple Preview
Windows	*Adobe Illustrator, Acrobat, Reader*
	Adobe Photoshop (rasterized)

File Type: Portable Document Format
Category: Page Layout Files
File Description: Cross-platform document created by Adobe Acrobat or a program with the Acrobat plug-in; commonly used for e-mail attachments or for saving publications in a standard format for viewing on mulitple computers; usually created from another document instead of from scratch.

Program(s) that open pdf files:

Mac OS	*Adobe Reader to view (free)*
	Adobe Acrobat to edit (commercial)
	Apple Preview
Windows	*Adobe Reader to view (free)*
	Adobe Acrobat to edit (commercial)
	Brava! Reader

File Type: Encapsulated PostScript
Category: Vector Image Files
File Description: PostScript (.PS) file that may contain vector graphics, bitmap images, and text; includes an embedded preview image in bitmap format; often used for transferring between different operating systems.

Program(s) that open eps files:

Mac OS	*Apple Preview*
	Adobe Illustrator, Acrobat, or Photoshop
	QuarkXpress
Windows	*CorelDRAW, Adobe Illustrator, Acrobat,*
	or Photoshop, QuarkXpress

File Type: JPEG Image File
Category: Raster Image Files
File Description: Compressed graphic format standardized by the JPEG (Joint Photographic Experts Group) group; commonly used for storing digital photos since the format supports up to 24-bit color; also a common format for publishing Web graphics; compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used.

File Type: Graphical Interchange Format
Category: Raster Image Files
File Description: Image file that may contain up to 256 indexed colors; color palette may be a predefined set of colors or may be adapted to the colors in the image; lossless format, meaning the clarity of the image is not compromised with GIF compression. GIFs are common format for Web graphics, epecially small images and images that contain text, such as navigation buttons; however, JPEG (.JPG) images are better for showing photos because they are not limited in the number of colors they can display.

Arnett Muldrow
& Associates

COLLAT-ERAL CATALOG

Seaford, Delaware

Wayfinding Signage

The wayfinding system is covered in greater detail in the following sections, but should be introduced as part of the brand because it plays such an important role in by perception and flow in the downtown district. The wayfinding system could include the following pieces.

Primary Gateways- These gateways are the primary intersection points and main entry ways to town. They need to be highly visible and introduce the brand.

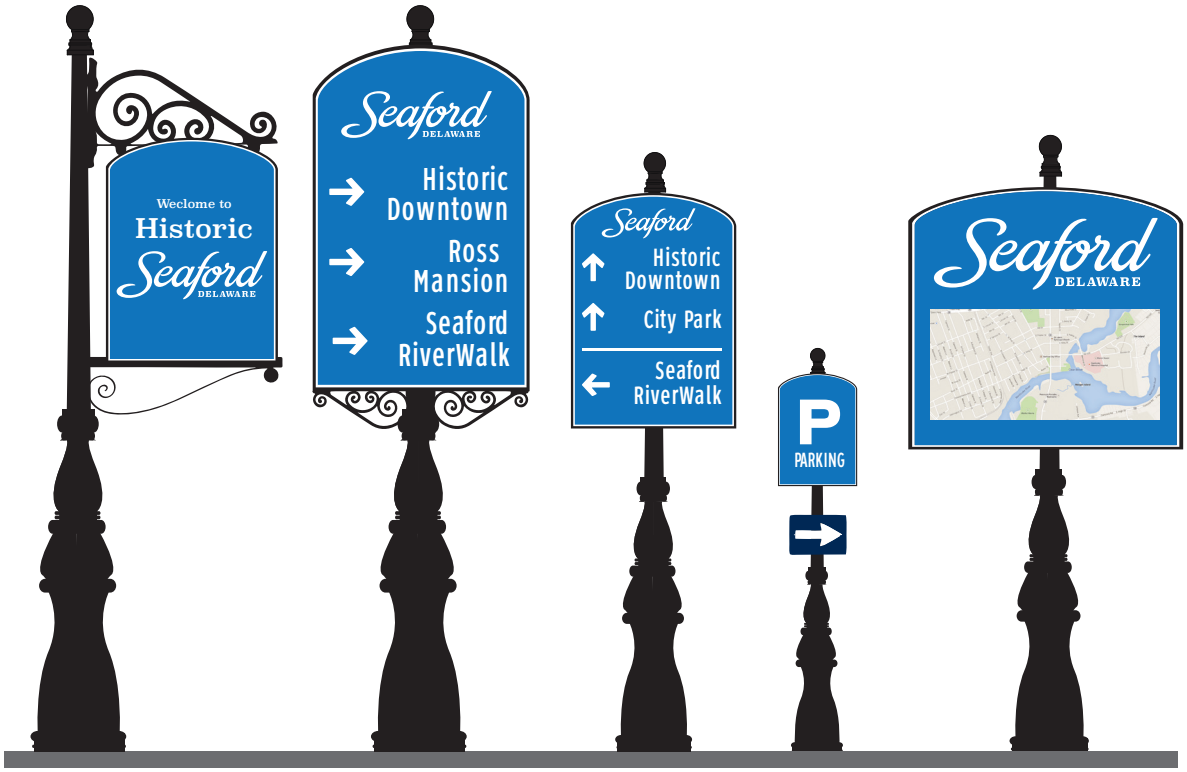
Trailblazers- Trailblazers are the directing signs leading motorists to the main attractions in the area. These should have between three and four locations per sign and should carry motorists from gateway to parking lot. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows. These Trailblazers including cattail sculptures, thus blurring the line between signage and public art.

Street Banners- Banners are very popular and help to add color and movement to the lanes of travel, acting as a speed control. They too can be color coded by district and can promote local events as well as promoting the brand.

Building Markers- the markers can be either wall mounted or monument style and denote important landmarks in the downtown district.

Parking Signage- Identifying parking is important in creating a parking system in downtown. Visitors are more likely to walk a block or two to shop if the signage system leads them directly to a public parking lot and tell them how to proceed. The parking markers can be by themselves or as attachments to trailblazer signs.

Informational Kiosk- The final piece of the plan is the informational kiosk, which serves as the transition point for vehicular traffic to pedestrian traffic. These kiosks should be located at major public parking lots and should include a map and the shopping & dining guide, along with the walking tour brochures.



Seaford
River
Walk

The
Perfect
Place to
Start.
Seaford
on the
Nanticoke
NYLON CAPITAL OF THE WORLD
Seaford
on the
Nanticoke

Seaford
DELAWARE

A Perfect Place
to Shop
Seaford

NO
TRUCKS
Seaford
DELAWARE