Reimagine Laurel: A Comprehensive Strategy for Downtown Revitalization in Laurel, DE

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Broad Creek in Laurel, DE

- Tidal tributary to the Nanticoke River
- Chesapeake Bay watershed
Chesapeake WIP

- Community-level land use planning to implement nutrient reduction strategies
- Engaged stakeholder group to develop growth & development scenarios
- UD Land Use Model to quantify land use impacts
“HELP US BRING PEOPLE AND JOBS BACK TO DOWNTOWN LAUREL!”
Broad Creek Waterfront
Visioning Exercise

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

• $24,999 Coastal Management Assistance grant + legislative match for Geotech & Phase I Environmental Assessment

• $37,750 Surface Water Planning grant + legislative match for Stormwater Feasibility study (includes construction drawings for two parcels)
“BEAUTY BOMBING!”
Andrew Howard - Team Better Block
Andrew Howard- Team Better Block
Team Better Block Laurel
FALL RAMBLE
along Broad Creek
See, taste and experience real plans for Laurel's waterfront!

Saturday, September 26
11 a.m. to 7 p.m.
LIVE MUSIC | FOOD | ART
RAMBLE TAP HOUSE (featuring 3rd Wave Brewery) | POP-UP SHOPS
KAYAKS and BICYCLES | CRAFTS
CHILDREN'S PLAY AREAS
VANDERWENDE'S ICE CREAM
Stop by the Farmers Market @ Village Green

- Gordy's Produce
- Delmarva Watermelon Association
- T.S. Smiths - Delmarva
- Popcorncorn & Nut Co.
- Lakeside Greenhouses
- Mary Deiter
- Gordy Designs
ROTARY COMMUNITY KAYAK LAUNCH
DELMARVA BOARD SPORTS ADVENTURES
TIDEWATER PARK
THE LAST TRACK

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

- Natural play
- Convey traditional stories through play
- Honor history of site and its people
- Capture the imagination of park users
- Create a variety of play experience for a range of age groups
CONCEPT DEVELOPMENT

The concepts for the following play features were developed in response to the mission, goals and objectives of the Laurel Tidewater Park development document. Working under the overall design intent for the park are a series of nature-based playground elements that act as physical and visual points of entry for traditional Nanticoke and Lenni Lenapi stories. The following stories were in the development unique play features:

- THE STORY OF THE MAPLE TREE
- SQUIRREL COUNCIL
- RAINBOW CROW
- TRACKS

THE STORY OF THE MAPLE TREE

This story forms the conceptual foundation for way finding between disparate play areas in the park. Each of the four play zones is identified by a colored post carved to reflect one of the four forest creatures from The Story of the Maple. They include the beaver, mico, bear and woodpecker.
FOREST PLAY - SENIOR PLAY AREA

Forest play commemorates the ecosystem that the squirrels and other animals once used to travel from the Ocean to Delaware River. This senior playground offers challenging vertical play elements. The use of ropes, logs and climbing holds can increase playability.
SQUIRREL COUNCIL PLAY AREA

Responding to the narrative of the squirrel council, these acorn forms establish a whimsical play experience. Each form is designed to offer unique play value. They can also be integrated with log, post and rope elements for site coherency.

The play area will also feature a series of ropes and post climbers. This will fit with the narrative of the kids (squirrels) reaching from one coast to the other in the treetops.
CROW STORYTELLING BENCH

The storytelling bench takes its inspiration from the story of the Rainbow Crow. This park element functions as a place of rest for park users, particularly parents who can watch over their children in the various play areas.
WATER COLORS
WATERCOLORS EVENT
Great Paddling Comes Naturally

DELMARVA PADDLING WEEKEND

in Laurel, DE and Snow Hill, MD

September 30—October 2, 2016

Visit us at www.delmarvapaddling.com
Laurel's Downtown Development District

For developers and entrepreneurs, as well as residents and existing businesses, downtown Laurel’s designation as a state Downtown Development District presents significant advantages for investing in Laurel. Welcome to your historic home! Update your commercial business facade? Own and operate a bed and breakfast? Develop property along the Broad Creek waterfront.

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

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

State grants of up to $5 million are available to offset the cost of qualified real property investments - residential and commercial.

For a map and more information on incentives and grants, check out the Laurel website.
1. We will be a close-knit community that creates walkable streets, safe neighborhoods and attractive public places so that all our residents feel secure and confident about their town.

2. We will improve the appearance of Laurel’s homes, commercial buildings and properties to honor our history, build community pride and ...attract new residents and businesses.

3. We will attract a strategic mix of new small businesses, entrepreneurs, small manufacturers and shopping that will provide quality employment for our citizens and meet community needs.

4. We recognize Broad Creek as our greatest natural asset and a focal point for recreation, relaxation, nature tourism and sustainable waterfront development.

5. We will encourage home ownership and housing choices, via both restoration and new development compatible with Laurel’s community character, to attract new residents and raise the standard of living for all our citizens.

6. We value our downtown as the heart of Laurel’s identity, history and commerce and are committed to redeveloping it as our hub for economic growth, tourism and small-town living.
Housing Rehabilitation
Chesapeake WIP

- **DONE!**
- Presented to Laurel town council last month
QUESTIONS and/or COMMENTS?