



Project Name: Frederica's Riverside Market

Project Coordinator's Name: Dustan Russum, Water Dept/ Public Works

Sponsor: Town of Frederica

Address: PO Box 294
2 West David St.
Frederica, DE 19946
Phone: (302) 335-5417
Email: dustanrussum@yahoo.com
Website: <https://frederica.delaware.gov/>

Start/End Dates: February 1, 2021 – JAN 31, 2023

Project Request: \$25,000

Administrative and financial contact information:

Jules Bruck, Ph.D.
Professor & Director of
Landscape Architecture
College of Agriculture & Natural Resources
153 Townsend Hall
Newark, DE 19711
Email: jbruck@udel.edu

OVERVIEW

1. Project Rationale and Description

The Town of Frederica is located in Kent County, Delaware, southeast of Dover on the banks of Andrews Lake and Killens Pond State Park and covers a total area of about 1,098 acres. Like several other Kent County river towns, the Town of Frederica was located on the first relatively firm land to be found inland along the banks of Murderkill River, at a point where it was still navigable. This is approximately six miles from the Delaware Bayshore, where at that time, it was surrounded by fertile fields and dense stands of pine, white oak, spruce, and walnut trees. These geographic factors gave rise to the shipping and shipbuilding activities that once dominated the Town's economy. Another factor was the proximity of the dynamic and prosperous city of Philadelphia and the ease with which ships and boats could reach its wharves and docks at a time when roads were often impassable. For decades, Frederica's fortunes would be as firmly linked to Philadelphia as they were to the other towns of Kent County because of the convenient water route between them.

Today, the waterfront in Frederica is quiet, the canneries are closed, and so many of the formerly thriving businesses have been shuttered. Auto and truck traffic on Route 1 bypasses the Town, carrying the passengers and freight that once would have been transported by Frederica's ships.

The remaining businesses within Town limits are few and include the Frederica Pizza & Pasta House and the Family Dollar store. As most traffic has been directed outside of Town, those who can travel have grown accustomed to driving several miles to Milford or Dover to seek accommodations for food and recreational sources. There are no grocery stores available within 10 miles of town limits.

As part of a sustainable future, the Town wants to identify potential opportunities for attracting and maintaining local sources of food, retail goods and recreation outside of the existing two commercial properties. The surge of traffic in the area due to the success of events at the nearby DE Turf Sports Complex also encourages a need for additional food, retail and recreation resources.

To understand the needs and habits of residents, a survey was created and sent to all living within Town limits in February 2018. From that survey, a working group was established. Once the results were received, the minimal information available to work with dictated a need for an extended survey – which was completed in May 2019. This survey, with similar questions, was sent to every property located in the 19946, which obtained a much greater scope of data for those who hold interest in Town resources that may become available.

From this survey, an understanding of the travel habits and needs of residents was compiled. As great interest in a Farmer's Market was shown, the working group reached out to the Department of Agriculture to have a presence at future planning meetings to discuss the potential for developing a Farmer's Market within Town limits.

With the new relationship established with the Dept. of Agriculture, a second working group has now been organized to attend training and tour other existing Farmer's Market locations throughout the state. The Town hopes that interest in this group will grow, out of which a market strategy can be solidified. This includes developing a market manager position that will be responsible for implementing this new farmer's market/micro-retail strategy in Frederica.

There is a former gas station on the east side of Frederica Road, which has been identified as a potential site for Riverside Market. The working group has discussed with the property owner the possibility of establishing Riverside Market at this location. Minor repairs and retrofits of the existing building on this property will be necessary to support a market space. The town has other locations in mind and all of them would require minor repairs so the former gas station is only one of several choices. Currently, there is no conceptual plan for site design and this grant includes funds to support community resilience design services for the proposed Riverside Market property.

This grant proposal intends to create and open a robust and active farmer's/micro-retail market ("Riverside Market") and associated space in Frederica, DE. To accomplish this, we propose funding a part-time, market manager position to develop, organize and operate Riverside Market. Our proposal fits within the DESG Resilient Communities & Economies focus area and enhances the economic sustainability of Frederica by creating a new business. After completion of the project, several new jobs will be created to help manage and run the market. The Town will have access to more options for food within town limits, and we will increase the amount of money spent by visitors to the area.

2. Scope of Work

The project will begin February 1, 2021 and will take two years to complete. Below are the tasks already completed by Frederica toward this goal and others that will be performed by project partners.

ACTION PLAN - LOCAL FOOD SYSTEM	TIME FRAME	STATUS
Survey Community regarding food sources, ideas for supplementation (Town residents, property owners)	February 2018	Complete
Survey – Same as the previous survey but expanded to entire 19946 zip code	May 2019	Complete

Establish a relationship with the Department of Agriculture to begin Farmer's Market planning	2019	Complete
Identify potential Riverside Market locations within Town limits	2020	Ongoing
Establish a working group/committee to research and further develop Riverside Market	2020	Pending
Recruit and hire a Market Manager	2021	
Complete resilience design for proposed Riverside Market property – UD's Coastal Resilience Design Studio (CRDS) will dedicate a team to develop a conceptual design for the Market lot.	2021	
Create brand identity for Riverside Market – Arnett Muldrow of Milford, DE, will donate services to create a brand for the market to help promote a strong visual that communicates the vision and purpose of the market.	2021	
Repair/retrofit proposed Riverside Market property – includes insurance, permits, and licenses. Materials will include standard building materials for incidental repairs by a local contractor	2021	
In year 2, Arnett Muldrow will develop a marketing/advertising campaign for Riverside Market to reach community and visiting customers.	2022	
Establish potential vendor list; recruit vendors	2022	
Open Riverside Market	2022	

Maintain relationship with the Kent Economic Partnership (KEP) to advocate for food resources related growth and development in the region	Ongoing
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Figure 1. Proposed Action Plan including timeframe and status.

This project and accompanying research will allow us to enhance community member's access to food and will help activate and bring vibrancy and future development opportunities to a declining commercial complex along the river. We will work closely with the Town, land owners, and the market manager to understand the outcomes of the project on community members and overall sales volume associated with the market. Successful completion will encourage more development and businesses to consider moving into the Town and taking advantage of the rapid surrounding growth.

3. Partnerships

As part of our project, we plan on developing or continuing partnerships with the following persons, organizations, and institutions:

DE Department of Agriculture
Kent Economic Partnership
University of Delaware's Coastal Resilience Design Studio
DE Turf Sports Complex

4. Budget Justification & Narrative

Source	Amount	Match
DESG	\$25,000	
SCCI		\$3,000
Arnett Muldrow & Associates		\$7,500

Table 1. Sources of funds and amounts requested/secured. Full budget details are on attached Sea Grant Budget Form 90-4.

Senior Personnel: We are requesting \$13,000 to support a P/T Market Manager- 20 hrs/wk x 26 weeks = 520 hrs at \$25/hr

Budget request: Yr 1--\$3,000; Yr 2--\$10,000

Other Personnel: No salary support is requested.

Benefits: No benefits support is requested.

Capital Equipment:

\$7,500 has been requested in Yr 1 for repairs, renovation and retrofit of the proposed Riverside Market property on Frederica Road to support a farmer's/micro-retail market.

Budget request: Yr 1--\$7,500

Travel: No travel support is requested.

Contractual Support:

\$3,000 is being provided by the University of Delaware's Sustainable Coastal Communities Initiative for community resilience design services for the proposed Riverside Market property.

\$7,500 is being provided by Arnett Muldrow & Associates to create a brand identity for Riverside Market

Other Direct Costs:

We are requesting \$1,500 in Yr 2 for a marketing/advertising campaign for Riverside Market

We are requesting \$2,500 in Yr 2 for insurance, permits, and licenses

We are requesting \$250 in Yr(s) 1 and 2 for office supplies

Budget request: Yr 1--\$250; Yr 2--\$4,250

F&A/Indirect Costs: No F&A/Indirect Costs are requested.

Form 90-4 (Adapted)

Project Status: New

Project Number:

SG Program: Community Economic Resilience Grant Program

from

to

Project Title: Frederica's Riverside Market

Project Period: Feb. 1, 2021

Jan. 31, 2023

PI: Jules Bruck

Institution: University of Delaware

YEAR 1

	No. of Personnel	Months of Effort	Sea Grant (Federal) Funds	Matching Funds (FY21 DeIDOT)
A. Salaries & Wages				
1) Senior Personnel				
a. (Co) Principal Investigator(s)				
b. Associate (Faculty or Staff)				
2) Other Personnel				
a. Professionals				
b. Research Associates				
c. Research Asst. Grad Students				
d. Prof. School Students				
e. Pre-Bac Students				
f. Secretarial-Clerical				
g. Technical-Shop				
h. Misc.	1	6.50	13,000	
Total Salaries & Wages (A1a-A2h)	1	6.50	13,000	-
B. Fringe Benefits				
1) notes Faculty/Staff Fringe Benefits		%		
2) notes Research Ass.t Grad Student Fringe Benefits		%		-
3) notes		%		
Total Fringe Benefits			-	-
Total Salaries & Fringe Benefits			13,000	-
C. Permanent Equipment			7,500	
D. Expendable Supplies			500	
E. Travel				
1) Domestic U.S. (Inc. Puerto Rico) - 4 Roundtrip mileage @\$575/mile & tolls				-
2) Foreign				
Total Travel			-	-
F. Publication & Documentation Costs				
G. Other Costs - the examples provided can be changed				
1) Computer Services				
2) Consultants			1,500	7,500
3) Insurance, permits and licenses			2,500	-
4) Analytical and Shop Services				
5) Boat time, Vehicle Usage, Space Rental				
6) Tuition / Stipend - Undergrad student stipend				3,000
7) Subaward to				
8) Subaward to				
Total Other Costs			4,000	10,500
Total Direct Costs			25,000	10,500
MODIFIED Direct Costs - used for calculating indirect			25,000	10,500
H. Indirect Costs - calculated from %*Modified Direct, but you can overwrite				
1) On:		%	-	-
2) Off:		%	-	-
3) other:		%		-
Total Indirect Costs			-	-
Total Cost - (Total Direct) + (Total Indirect)			25,000	10,500

Biographical Sketch

Jules L Bruck
Director and Professor of Landscape Architecture
Plant and Soil Sciences Department
University of Delaware
153 Townsend Hall, Newark DE 19716
jbruck@udel.edu

Professional Preparation

Penn State University	State College, PA	Landscape Contracting	B.S., 1991
Penn State University	State College, PA	Horticulture	M.Agr., 1993
Texas A&M University	College Station, TX	Agricultural Education	Ph.D., 1997

Appointments

University of Delaware

Professor, Landscape Architecture, Department of Plant and Soil Sciences	2018- present
Director, Landscape Architecture, Department of Plant and Soil Sciences	2016-present
Associate Professor, Landscape Architecture, Dept. of Plant and Soil Sciences	2012- 2016
Assistant Professor, Landscape Architecture, Dept. of Plant and Soil Sciences	2006- 2012

Professional Positions & Certifications

Owner, Evolution Landscape Design, LLC. Wilmington, Delaware	2002-present.
SITES Accredited Professional, United States Green Building Council	2017-present
Landscape Architect, Professional Registration, State of Delaware	2015- present
Landscape Architect, Professional Registration, State of Pennsylvania	2014-present

Areas of Specialization

- Green infrastructure including landscapes that deliver ecosystem services, mitigate water quality and quantity issues, and help communities lessen impacts of intensifying storms and sea-level rise. (Director of Coastal Resilience Design Studio)
- Community placemaking.
- Undergraduate teaching in creativity, design process, field sketching, planting design and foundations of landscape architecture.

Select Products

Bruck, J., Callahan, T., Lewandowski, E., & Wik, A. (2020) Coastal Observer Water and Weather Observations. Citizen-science app. Developed from *Building Resilience Awareness: Documenting Coastal Hazards and Sea-level Rise Impacts Statewide* grant. <https://www.coastalobserver.net/>

Bruck, J. (2019). Creating a culture of innovation. In *Discovering leadership: Designing your success*. Thousand Oaks, CA: Sage Publications.

Bruck, J. & Hanson, S. (2018). *Let there be soft rains*. (Exhibition). Philadelphia Flower Show, Pennsylvania Horticultural Society, Philadelphia, PA.

Duke, J. M., Bruck, J. L., Barton, S. S., Murray, M., Inamdar, S. P., & Tallamy, D. W. (2016). Preferences for ecosystem services on exurban landscapes: A case study from the Mid-Atlantic, USA. *Heliyon*, 2(7). <http://www.heliyon.com/article/e00127/>

Bachman, M., Inamdar, S. P., Barton, S. S., Duke, J. M., Tallamy, D. W., & Bruck, J. L. (2016). A comparative assessment of runoff nitrogen from turf, forest, meadow, and mixed land use watersheds. *Journal of American Water Resources Association*, 52(2), 397–408.

Bruck, J., & Middlebrooks, A. (2014). Educating for sustainability with design-based learning. *International Journal of Pedagogies and Learning*. 9(3).

Grants (40 career total, not including pending)

Bruck, J., David, N. & Scott, M. (July 2020 – July 2021) Living Laboratory. State of Delaware, Department of Transportation. \$ \$98,467.94.

Horney, J., Bruck, J., Narvaez, M., Newman, G., Rayl, M., Wik, A. (June 2020 – May 2022) Resilience through Regeneration in Northeast Wilmington. National Fish and Wildlife Foundation.

Puleo, J., Bruck, J., Shi, F. (Feb 2020 – Feb 2022). Addressing Obstacles that Preclude Installation of Living Shorelines in Areas Influenced by Ship Wake. Delaware Sea Grant College Program. \$240,000.

Bruck, J. (July 2019 – July 2020) Living Laboratory. State of Delaware, Department of Transportation. \$65,002.

Bruck, J. (Sept 2018 – Sept 2022). Coastal Resilience Design Studio. Delaware Sea Grant. \$200,000.

Bruck, J., Wik, A., Callahan, T., Cox, J., Lewandowski, E., Morrissey, C., Shelnut, G., Volk, J., (Sept. 2018 – May 2020). Building Resilience Awareness: Documenting Coastal Hazards and Sea-level Rise Impacts Statewide. University of Delaware's Center for Food Systems and Sustainability (CENFOODS). \$39,960.

Synergistic Activities

- Faculty Fellow, Delaware Environmental Institute (2019)
- Board Member for The State of Delaware Board of Landscape Architecture (2016-present)
- Reviewer for *Journal of Creative Behavior* (2016-present)
- Chair of University of Delaware's Undergraduate Makerspace Committee (2016-2017)
- Chair of UD Landscape Architecture Program Development Committee (2014-2016)
- Chair of American Society of Landscape Architecture's Education & Practice Professional Practice Group (PPN) (2014-2017)

Awards and Honors (24 career total)

Faculty Affiliate, UD Center for Historic Architecture and Design, 2019

Faculty Fellow of the Delaware Environmental Institute, 2019

Urban Award, Town of Laurel and Laurel Redevelopment Corporation for Tidewater Park. Governor's

Conservation Awards, Sussex County, 2019

Faculty Fellow of the UD Maker Gym, 2018

Excellence in Advising, Agricultural College Council, University of Delaware, 2017.

Excellence in Downtown Revitalization, Delaware Economic Development Office and Downtown Delaware, 2016.

Excellence in Teaching, Agricultural College Council, University of Delaware, 2015.

Land Ethics Award, Bowman's Hill Wildflower Preserve, 2015.



THE TOWN OF FREDERICA

P.O. Box 294
2 W. David Street
Frederica, DE 19946-0294
(302) 335-5417 Fax: (302) 335-4340
townoffrederica@yahoo.com

August 11, 2020

To whom it may concern:

On behalf of the Town of Frederica, Delaware I am pleased to apply for the Community Economic Resilience Grants Program to support the Frederica Farmer's Market.

This project extends the work of the Sustainability Grant's task force and will help Frederica provide opportunities for attracting and maintaining local sources of food, retail goods and recreation.

Please feel free to contact me at townoffrederica@yahoo.com if you have any questions. Thank you for your consideration of this project support.

Sincerely,

Dustan L. Russum
Public Works Director
Interim Town Manager



Edward A. Lewandowski
Marine Advisory Service
700 Pilottown Road
Lewes, DE 19958
302.645.4253
edlew@udel.edu

October 6, 2020

Dustan Russum
Town of Frederica
PO Box 294
2 West David St.
Frederica, DE 19946

Dear Mr. Russum:

The Delaware Sea Grant Marine Advisory Service would like to thank you for contacting us regarding the development of a proposal for our Community Economic Resilience Grants Program. The leadership that the town has already demonstrated in addressing its community resilience concerns has been exemplary.

Our Sustainable Coastal Communities Initiative is committed to supporting your proposal by providing \$3,000 in matching funds to engage the Coastal Resilience Design Studio in design services for the proposed Farmer's Market facility. In addition, we may be able to offer the following support: a) active participation on the town's community resilience working group, b) managing community engagement activities and facilitating group processes.

I commend the town for taking this next step in advancing its Community Resilience Plan. Best of luck with your grant application!

Regards,

Edward A. Lewandowski
Marine Advisory Service
Delaware Sea Grant/University of Delaware

Cc: J. Bruck/University of Delaware



To Whom it May Concern:

On behalf of Arnett Muldrow, I am pleased to pledge our support of the redevelopment efforts in Historic Frederica, Delaware. As a national leader in community branding, Arnett Muldrow would be honored to offer branding support for efforts along Frederica's waterfront with a particular focus on battling a severe lack of food options, branding & marketing for the community as well as the market catalyst project, as well as wayfinding infrastructure design to connect Historic Frederica with the massive external market draw of the Turf sports complex located a mile from their downtown. The value of this service would \$7500.

A handwritten signature in black ink, appearing to read "Ben Muldrow", with a long horizontal flourish extending to the right.

Ben Muldrow, Partner
Arnett Muldrow & Associates



Department of Plant &
Soil Sciences
LANDSCAPE ARCHITECTURE

Jules Bruck, Ph.D., RLA, ASLA
Professor and Director
Landscape Architecture
152 Townsend Hall
Newark, DE 19716-2170
Phone: (302) 831-1373
Email: jbruck@udel.edu

October 8, 2020

Chris Hauser, Associate Director
Delaware Sea Grant
University of Delaware
Newark, DE 19711

Dear Mr. Hauser:

On behalf of the University of Delaware's Coastal Resilience Design Studio, I am pleased to provide this letter of support for the Town of Frederica's proposal for the Community Economic Resilience Grants Program.

We are pleased to partner with the town and project partners to help develop the market's vision. The CRDS has experience working with small towns on resilience projects and providing site plans to help move projects forward.

Please feel free to contact me at jbruck@udel.edu if you have any questions. Thank you for your consideration of this project support.

Very truly yours,

A handwritten signature in black ink that reads 'JBruck'.

Dr. Jules Bruck, PLA