



# HISTORIC KENNETT SQUARE

## ECONOMIC DEVELOPMENT DIRECTOR REPORT

August 3, 2020

Borough of Kennett

# OVERVIEW

- HKS Office of Economic Development began in Dec 2017
- Three year funding commitment from the Borough and Township – Dec 2017 to Dec 2020
- Assist small businesses and property owners in both municipalities
- Implementation of 2016 Kennett-Region Economic Development Study
- Conduct planning work, assist with regulatory amendments, secure and manage grants.



# ECONOMIC DEVELOPMENT DIRECTOR REPORT

- COVID-19 Response
- Small Business Support
- Grant Projects and Planning Studies
- Latinx Small Business Outreach
- Development Updates



# COVID-19 RESPONSE



# COVID-19 RESPONSE – OVERVIEW

## DIRECT FINANCIAL ASSISTANCE

- Grants
- Loans

## OUTDOOR DINING/SALES

- State Street Closures
- Temporary Permits
- Surveying and Outreach

## TECHNICAL ASSISTANCE

- Assistance with CARES Act funding and other programs
- Hosted 2 webinars
- Developing “Toolkit”

## PROMOTIONS

- #SupportLocalSafely campaign
- Sharing hours and updated info
- Kennett Strong – Gift Cards
- “Branded” Safety Signage



# COVID-19 RESPONSE – DIRECT FINANCIAL ASSIST

## Historic Kennett Square Small Business Response Fund Final Report

Total Businesses Funded

59

Average Grant Amount

\$4,412

Total Funds Disbursed

\$260,300

Total Funds Requested

\$662,961



\*Funds raised by 283 unique donors



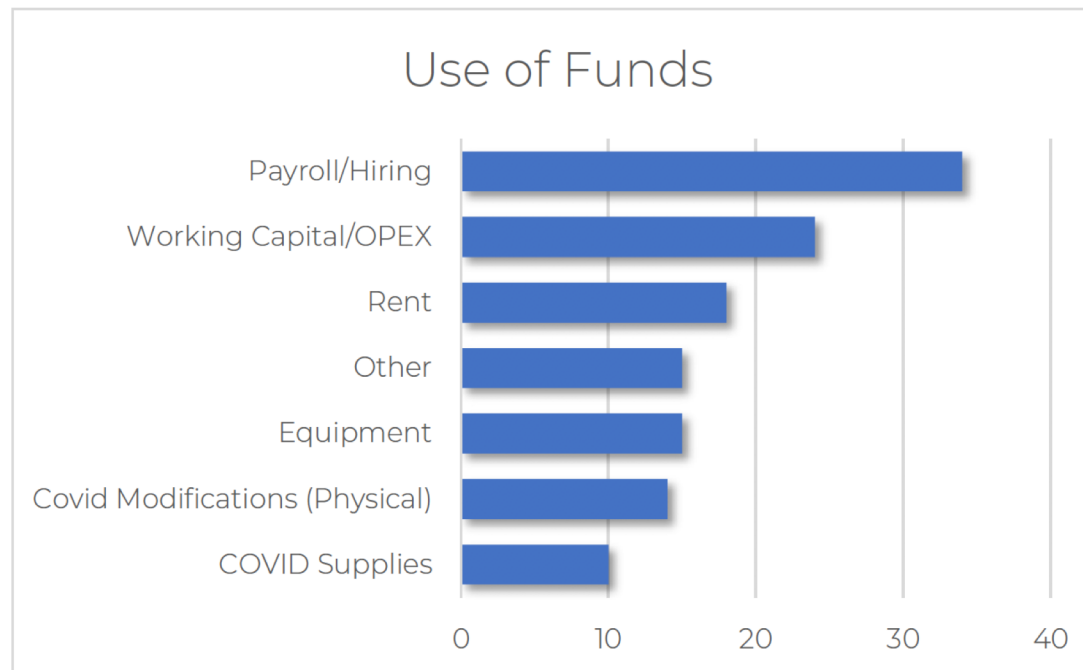
# COVID-19 RESPONSE – DIRECT FINANCIAL ASSIST

Average Number of Employees

7

Total Number of Employees

401



\*Funds  
Measured  
in instances  
present on  
application



# COVID-19 RESPONSE – DIRECT FINANCIAL ASSIST

% Household Sustaining

61%

% Woman or Minority Owned

75%

% Open Two Years or Longer

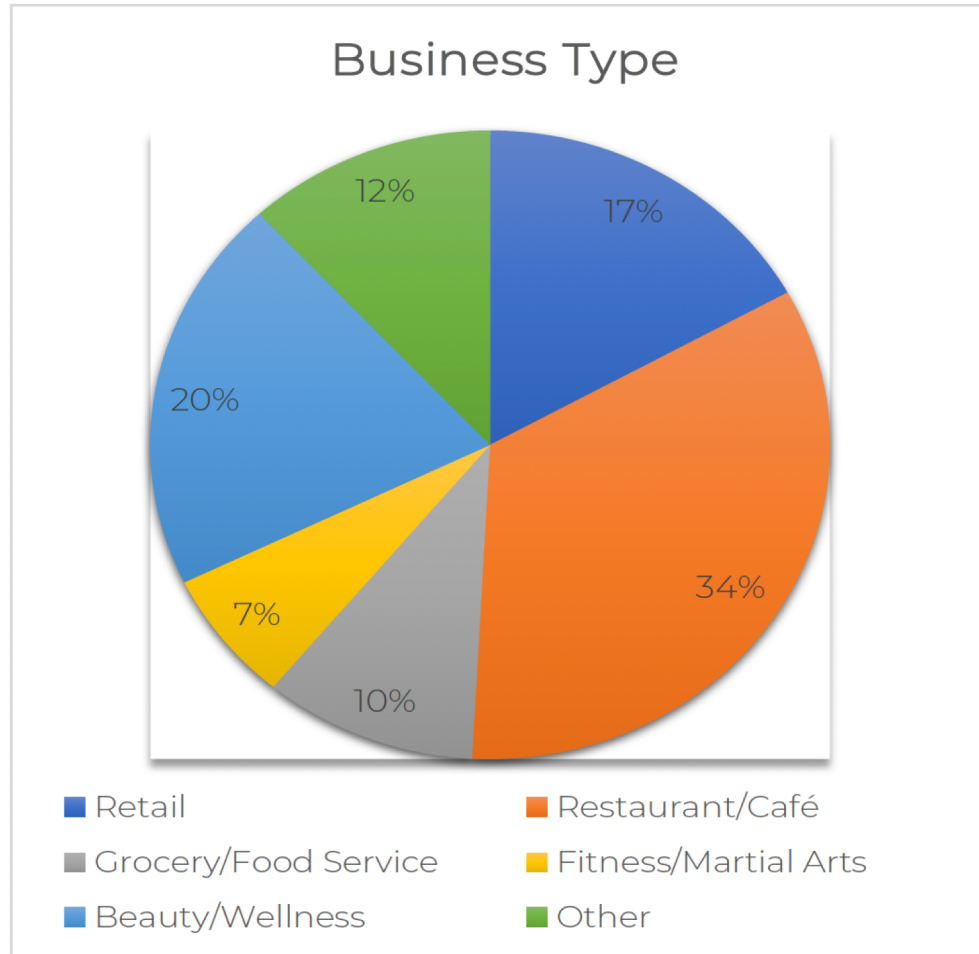
81%

% Open Five Years or Longer

58%



# COVID-19 RESPONSE – DIRECT FINANCIAL ASSIST



# COVID-19 RESPONSE – DIRECT FINANCIAL ASSIST

Average Rent

\$2,735

% Receiving Assistance from Other Sources (ie PPP, EIDL, Borough Relief, etc.)

58%

% Receiving Rental Assistance

44%

Average Assistance from Other Sources (ie PPP, EIDL, Borough Relief, etc.)

\$20,610

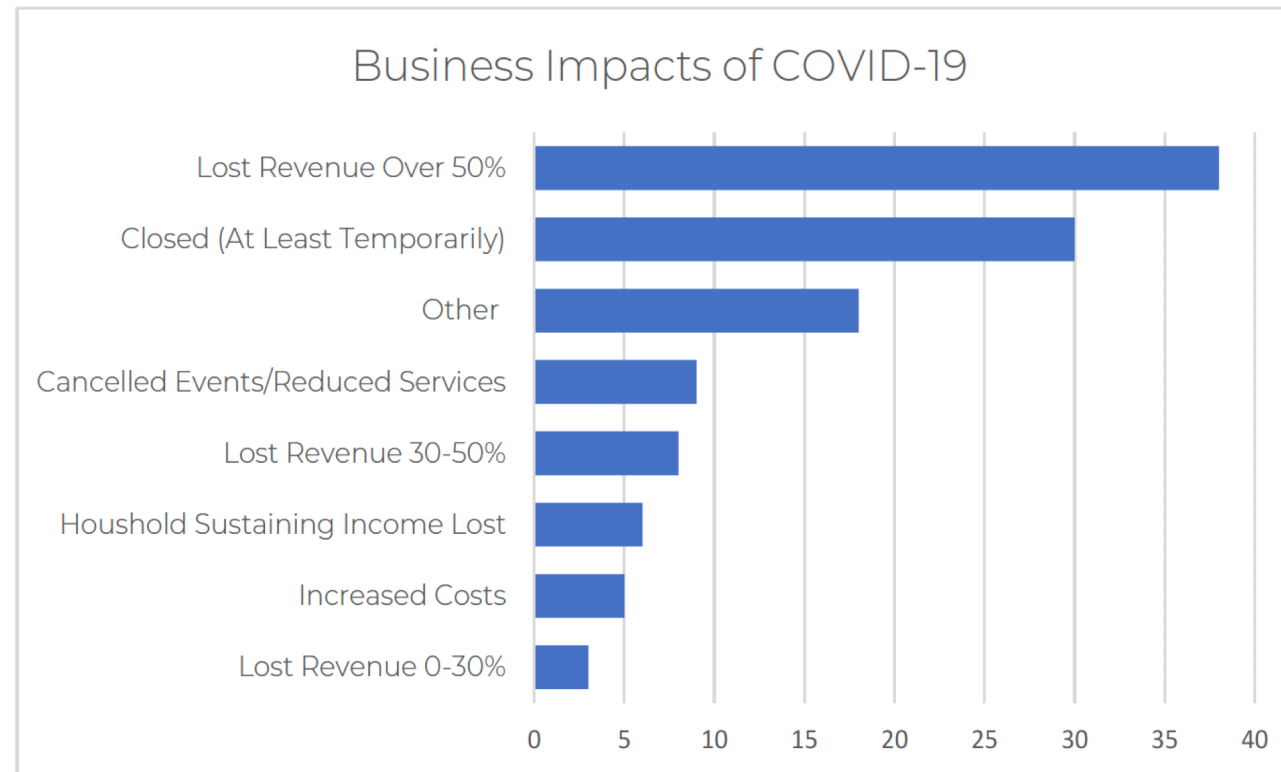
Median Assistance from Other Sources (ie PPP, EIDL, Borough Relief, etc.)

\$4,222





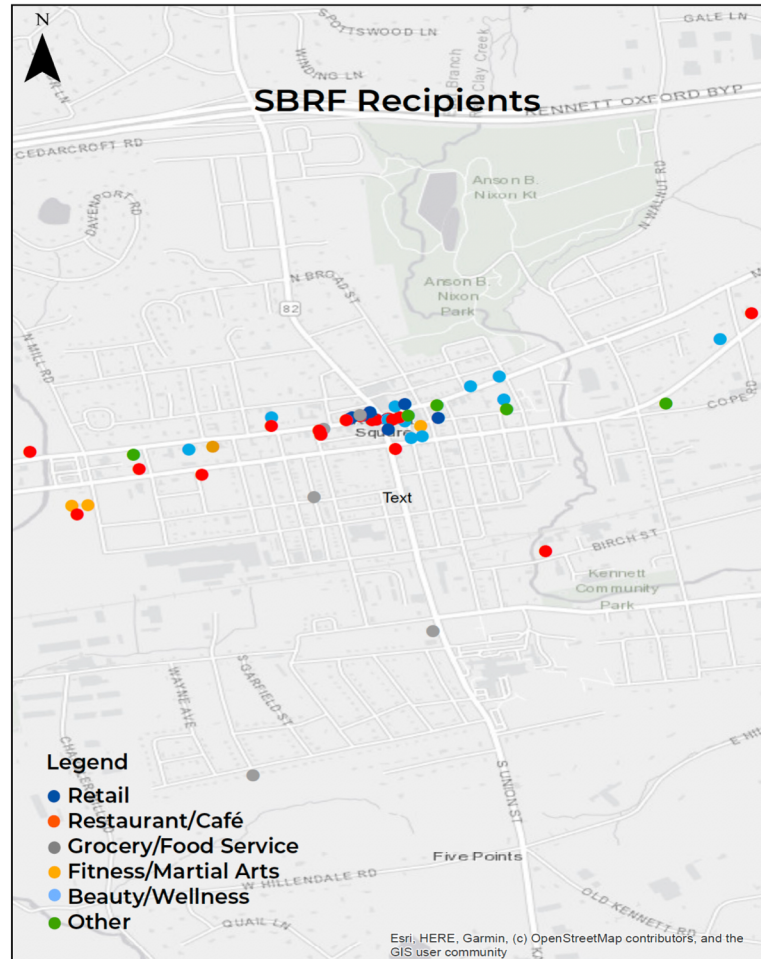
# COVID-19 RESPONSE – DIRECT FINANCIAL ASSIST



\*Impacts  
Measured  
in instances  
present on  
application



# COVID-19 RESPONSE – DIRECT FINANCIAL ASSIST



# COVID-19 RESPONSE – DIRECT FINANCIAL ASSIST

- Borough of Kennett Square Community Relief Fund – LOANS
  - 0% interest and no payment for one year
  - Up to \$10,000
  - Partnership with True Access Capital
  - Funds available through Pennsylvania DCED
  - 6 Loans Approved
  - 4 Applications Pending



**Kennett Square  
Community Relief Fund**

**Up to \$10,000 at 0% interest Now Available  
to businesses in the Borough of Kennett Square.**



**Use loan proceeds to fund your business:**

- Improvements/alterations related to COVID-19
- Salaries and wages
- Rent payments
- Inventory
- Working capital

**Who is eligible:**

- For-profit businesses located in the Borough of Kennett Square
- Businesses negatively impacted by COVID-19
- Businesses open and operating prior to March 1, 2020

**The following businesses will be prioritized in the lending process:**

- Businesses open 2+ years
- Businesses whose revenue has been reduced by 30% or more
- Businesses whose owners are residents of Kennett Square Borough
- Businesses that are 51% or more woman/minority-owned
- Retail brick-and-mortar businesses

**Loan Program Details:**

- 0% interest for the first 12 months
- 3% interest for 36 months following 12-month deferral period
- No application fee
- No collateral required
- Origination fee of 4% can be covered by loan proceeds
- Personal guaranty required by borrower

**HOW TO APPLY**

Contact True Access Capital at:  
True Access Capital, 100 West 10th Street, Suite 300  
Wilmington, DE 19801-1642  
Lorenzo Merino  
Senior Community Lending Officer  
(484) 243-0961  
lomerino@trueaccesscapital.org  
[www.trueaccesscapital.org](http://www.trueaccesscapital.org)

A DIVISION OF  
**True Access  
CAPITAL**

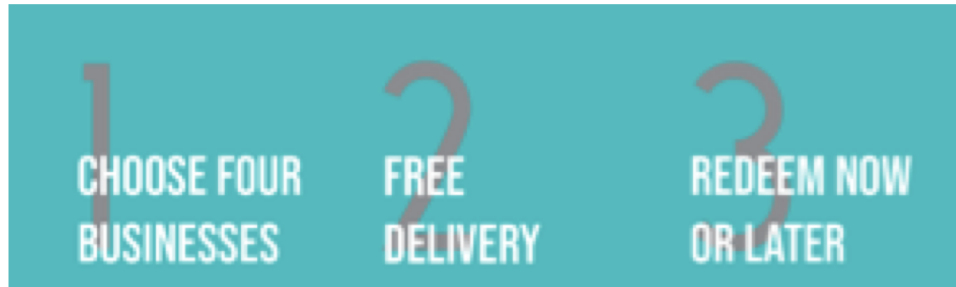
# COVID-19 RESPONSE – PROMOTIONS





# COVID-19 RESPONSE – PROMOTIONS

- KENNETT STRONG
  - Sold \$30,075 in gift cards during immediate shutdown phase.
  - 1,203 individual gift cards sold
  - 24 participating businesses

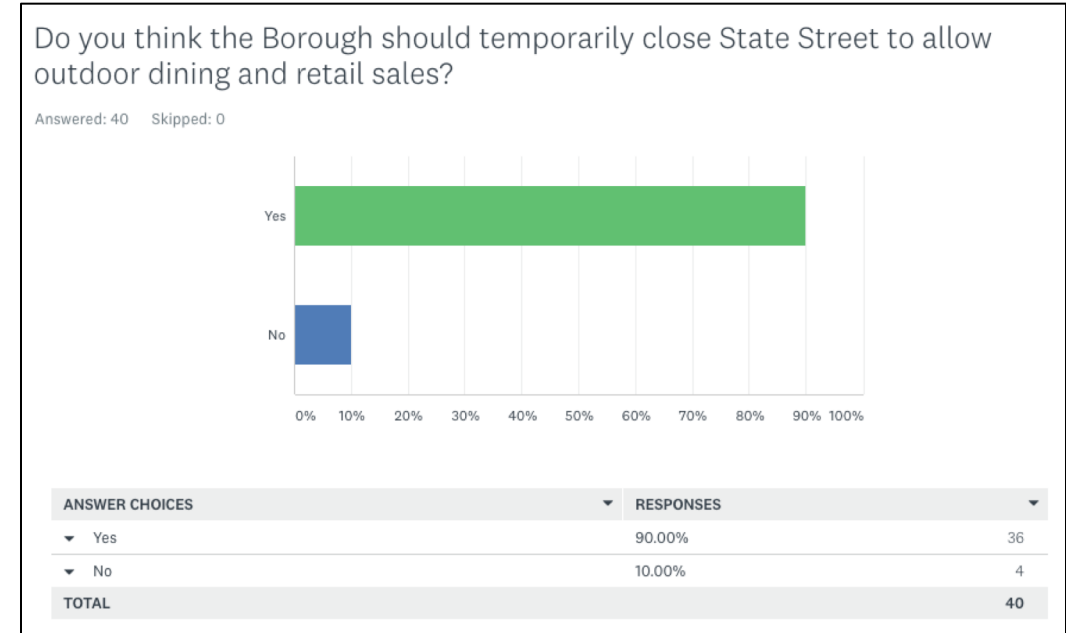
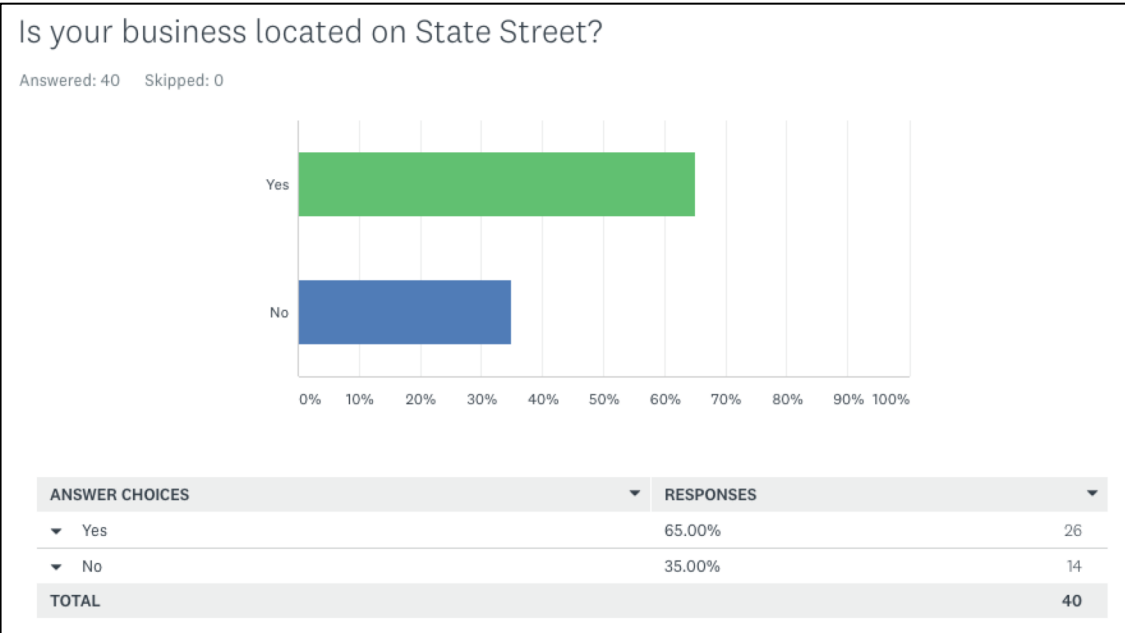


# COVID-19 RESPONSE – OUTDOOR DINING/RETAIL

- Conducted surveys and outreach to State Street businesses for feedback related to State Street closure and outdoor dining.
- Offered recommendations and best practices related to temporary permits for outdoor dining and street closures.
- Communicating closures, closure days/times, etc. to merchants. Communicating merchant requests to Borough.
- Secured a grant from the AARP to assist with placemaking projects in the Borough.



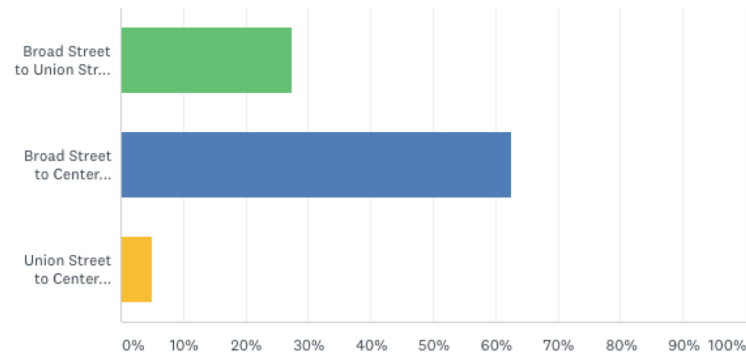
# COVID-19 RESPONSE – OUTDOOR DINING/RETAIL



# COVID-19 RESPONSE – OUTDOOR DINING/RETAIL

If State Street is closed, where should the closure happen? Note: All North-South traffic would remain open

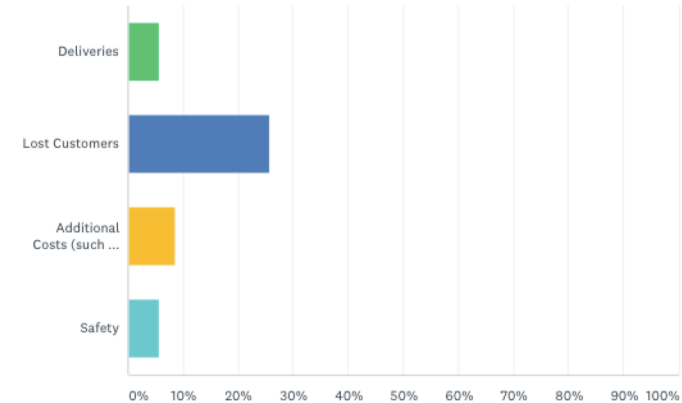
Answered: 40 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ Broad Street to Union Street	27.50% 11
▼ Broad Street to Center Street	62.50% 25
▼ Union Street to Center Street	5.00% 2
TOTAL	40

If State Street is closed, what would be your biggest concern or challenge?

Answered: 35 Skipped: 5



ANSWER CHOICES	RESPONSES
▼ Deliveries	5.71% 2
▼ Lost Customers	25.71% 9
▼ Additional Costs (such as hiring staff to move tables, new equipment, etc.)	8.57% 3
▼ Safety	5.71% 2
TOTAL	35



# SMALL BUSINESS SUPPORT



# SMALL BUSINESS SUPPORT – TECHNICAL ASSISTANCE

- Working directly with small businesses on grant/loan applications, answering questions about programs, etc.
- Hosted Information Session with CCEDC on PPP, EIDL, CWCA, CCMSPF Programs.
- Emails and Social Media updates related to loan and grant programs, safety guidelines, places to purchase PPE, etc.
- Referrals and help in finding participating banks.
- Organized two webinars and two “Community Conversations”, one in Spanish and one in English
- Working with several businesses and brokers on finding a new location in the Borough or Township.



# SMALL BUSINESS SUPPORT – PROGRAMS

## SPANISH BUSINESS PLAN COURSE



**True Access**  
CAPITAL  
Training & Education  
Capacitación y Educación



**Curso Planes de Negocios**

Aprenda los conceptos y herramientas de planificación fundamentales para ayudarlo a comenzar y ejecutar una empresa exitosa

**LOS TEMAS DE LA CLASE INCLUYEN:**

- Cómo desarrollar un plan de negocios
- Cómo promocionar y comercializar su negocio
- Cómo gestionar el flujo de caja
- Cómo elegir una estructura empresarial

**¿QUIÉN DEBE ASISTIR?**  
Cualquiera que esté interesado en abrir o hacer crecer su propio negocio en la área Sureste del Condado de Chester



**FECHA Y HORA**  
Todos los martes por la noche de 6:00 a 9:00 p.m.  
**7, 21, 28 de Abril**  
**5, 12 de Mayo**

**UBICACIÓN**  
106 West State Street  
Kennett Square, PA 19348

**COSTO—GRATIS**  
Debe registrarse previamente en [www.WBCTrainings.org](http://www.WBCTrainings.org)

(302) 652-6774 • [trueaccesscapital.org](http://trueaccesscapital.org)

## FAÇADE IMPROVEMENT GRANT PROGRAM

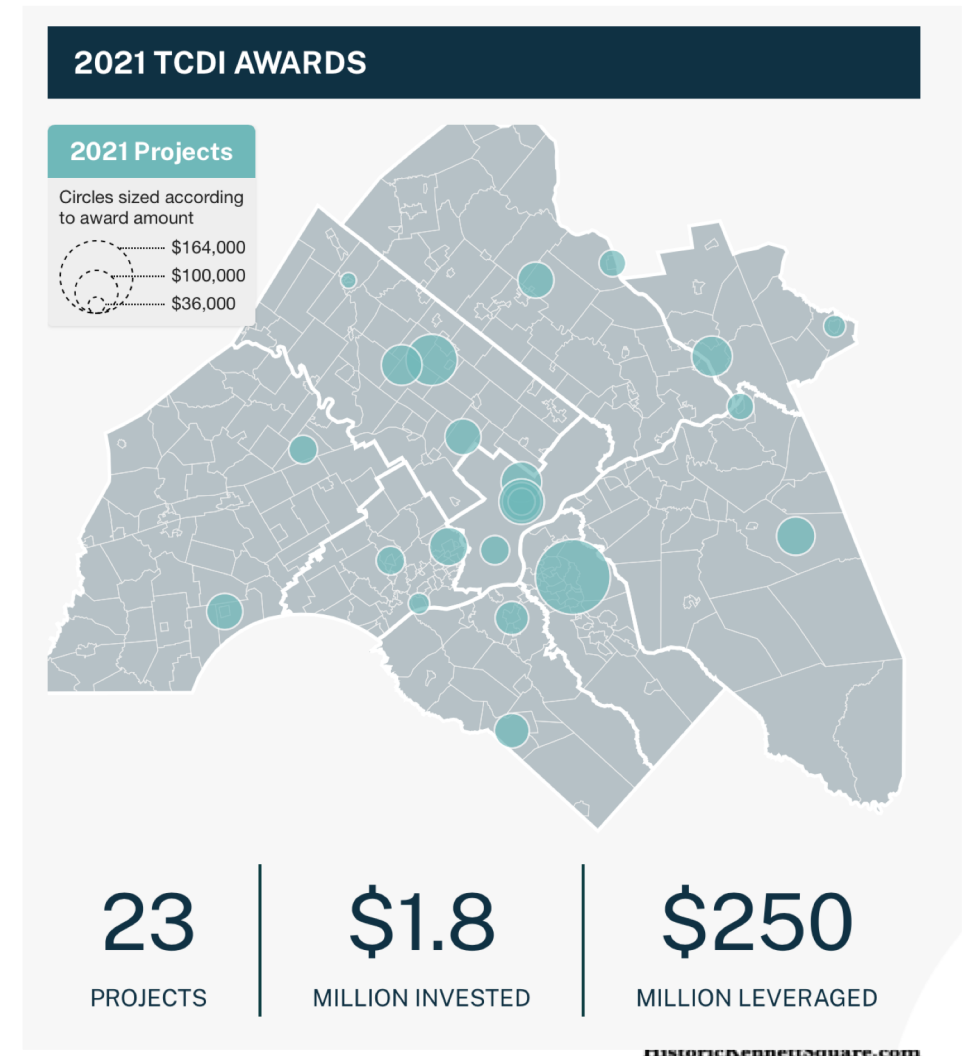


# GRANT PROJECTS AND PLANNING STUDIES



# GRANT PROJECTS AND PLANNING STUDIES - TCDI

- Kennett Micro-Transit Study (2020)
  - Awarded a \$100,000 Transportation and Community Development Initiative Grant from the DVRPC.
  - Joint grant award with Borough and Township to study public transportation options in the area and provide next step recommendations.
  - RFP Process will likely begin end of Summer or early Fall.



# GRANT PROJECTS AND PLANNING STUDIES – DVRPC FREIGHT TRANSPORTATION STUDY



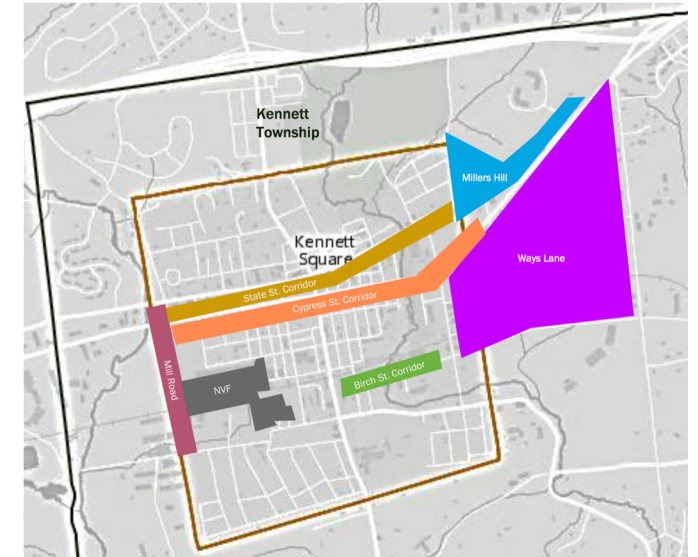
## Kennett Area Freight Transportation Study



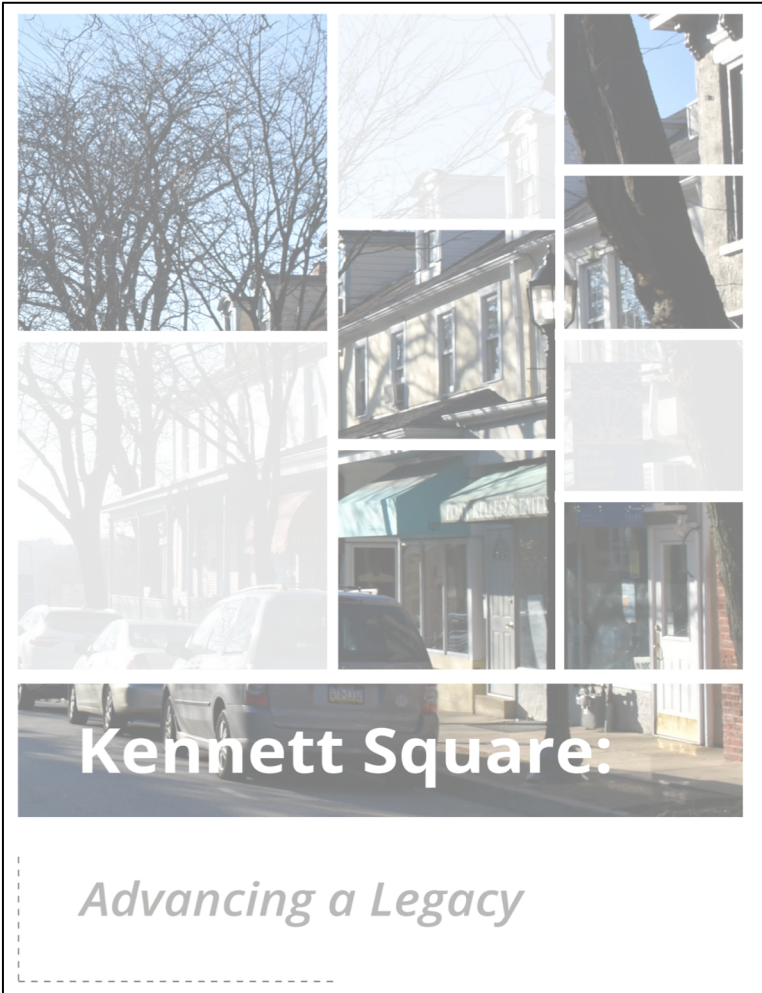


# GRANT PROJECTS AND PLANNING STUDIES – CCPC VISION PARTNERHSIP PROGRAM (VPP)

- Kennett Area Economic Development Regulatory Amendments (2018)
  - Joint grant award to Borough and Township to update zoning and SALDO in growth areas.
  - Retained the firm LRK.
  - Township adoption is now part of larger zoning code update being managed by Chester County Planning Commission.
  - Borough adoption is ongoing. Awaiting direction from the Borough Manager



# GRANT PROJECTS AND PLANNING STUDIES – UPENN GRADUATE TOWN PLANNING STUDIO



## vision & action

Through the *Proud, Livable, Mobile, Natural, and Balanced* goals, significant emphasis is placed on providing robust community services, improving affordability and accessibility, and better balancing development with natural and historic resources. These goals establish a broader vision that;

*Kennett Square is a vibrant, proud, and thriving community that continues to grow while fostering socio-economic diversity and respecting its rich heritage*

A recommendation framework is derived and inspired from this broader vision. The framework includes five areas of focus to address the *Proud, Livable, Mobile, Natural, and Balanced* goals. Each recommendation targets one or more goals simultaneously, with all recommendations acting as part of a comprehensive strategy to improve the future for Kennett Square's residents, businesses, and amenities.

*Vibrant Streetscape* primarily focuses on enhancing the Borough's commercial corridors through mobility, environmental, and aesthetic proposals. *Accessible Transportation* targets the Borough's bicycle and bus network for improvements. *Inclusive Services* seeks to bolster Kennett Square's existing community services to better serve residents. *Affordable Housing* offers resources to the Borough's renters and homeowners. *Embracing Heritage* seeks to establish opportunities to improve residents' and businesses' sense of historic awareness and sense of place. All recommendations offer proposals that integrate with locations in Kennett Square, as located on the Recommendation Site Scheme (Figure R.1). This scheme applies late urban planner Kevin Lynch's mental mapping technique, using paths, districts, nodes, and landmarks.<sup>1</sup>

<sup>1</sup>. Kevin Lynch, *The Image of the City*

VIBRANT  
STREETSCAPE

ACCESSIBLE  
TRANSPORT

INCLUSIVE  
SERVICES

AFFORDABLE  
HOUSING

EMBRACING  
HERITAGE

Overview

Existing Conditions

Opportunities & Issues

Goals

Plan





# LATINX SMALL BUSINESS OUTREACH



# LATINX SMALL BUSINESS OUTREACH

- HKS awarded a \$8,000 grant from the University of Pennsylvania to cover costs of hosting a PennPraxis Design Fellow for the summer.
- Design Fellow projects include:
  - Latinx Small Business Outreach and Surveying
  - Outreach related to available financial resources
  - Site Planning and outreach exercise at South and Union intersection.
  - COVID-19 “Toolkit” for small businesses in both English and Spanish

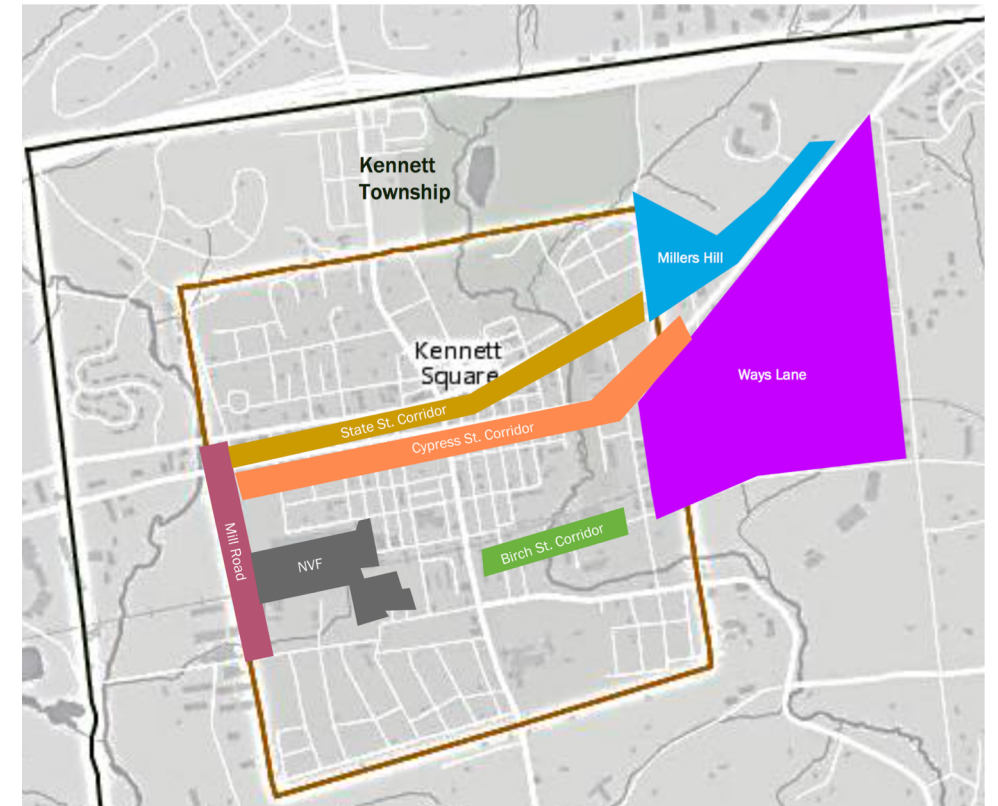


# DEVELOPMENT UPDATES



# DEVELOPMENT UPDATES – OVERVIEW

- Kennett Region Economic Development Study (2016) funded by VPP grant to:
  1. Study market dynamics of Kennett Area
  2. Assist in guiding new development in the area until 2030/2040
  3. Offer recommendations for implementation



# DEVELOPMENT UPDATES – BY THE NUMBERS

## EMPLOYMENT

- **Kennett Township:** employment is expected to increase from 4,955 (2010) to 6,270 (2040), an increase of 1,493 employees, or 31.3 percent.
- **Kennett Square Borough:** employment is expected to increase from 4,619 (2010) to 5,495 (2040), an increase of 995 employees, or 22.1 percent.

# DEVELOPMENT UPDATES – BY THE NUMBERS

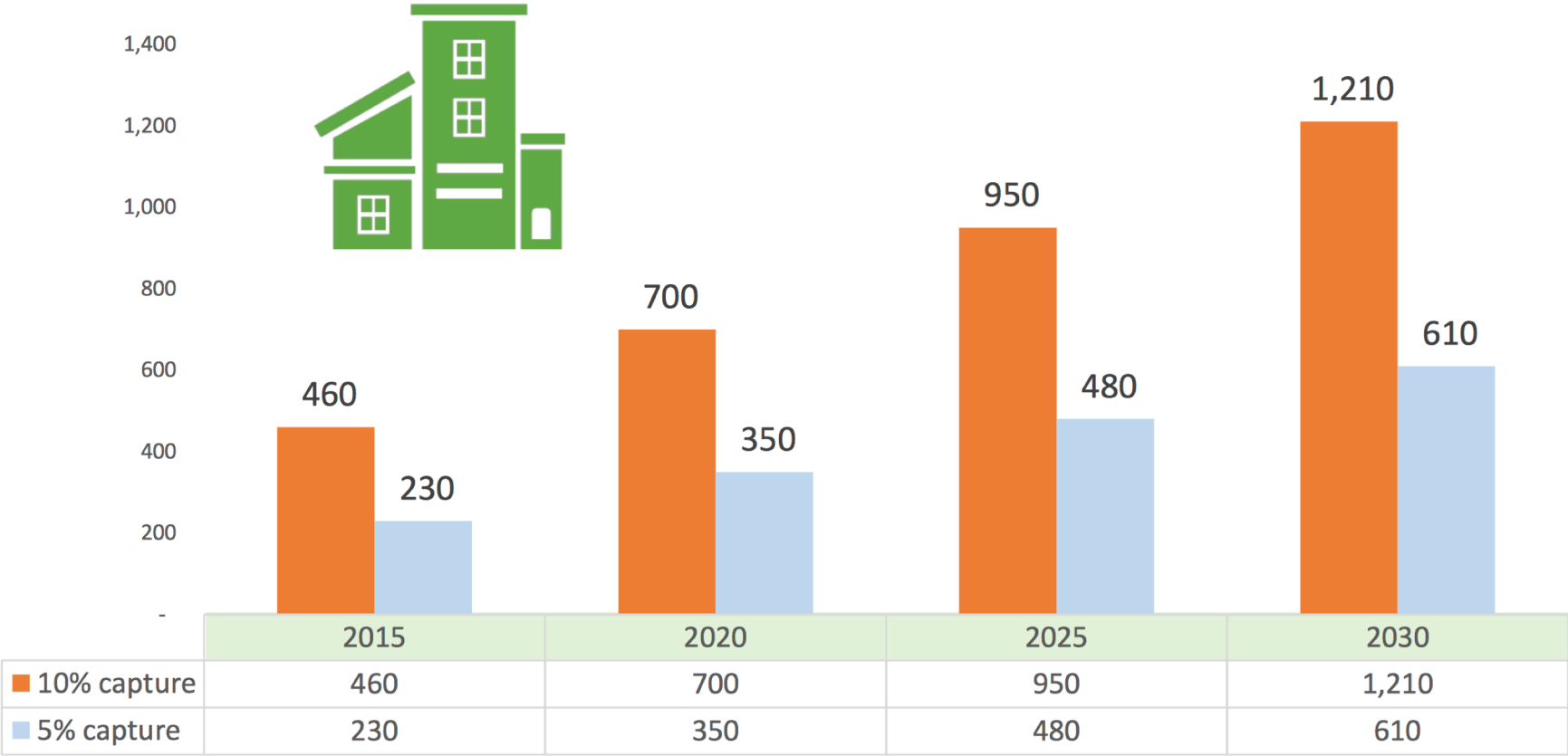
## NEW HOUSING UNIT DEMAND AND CAPTURE

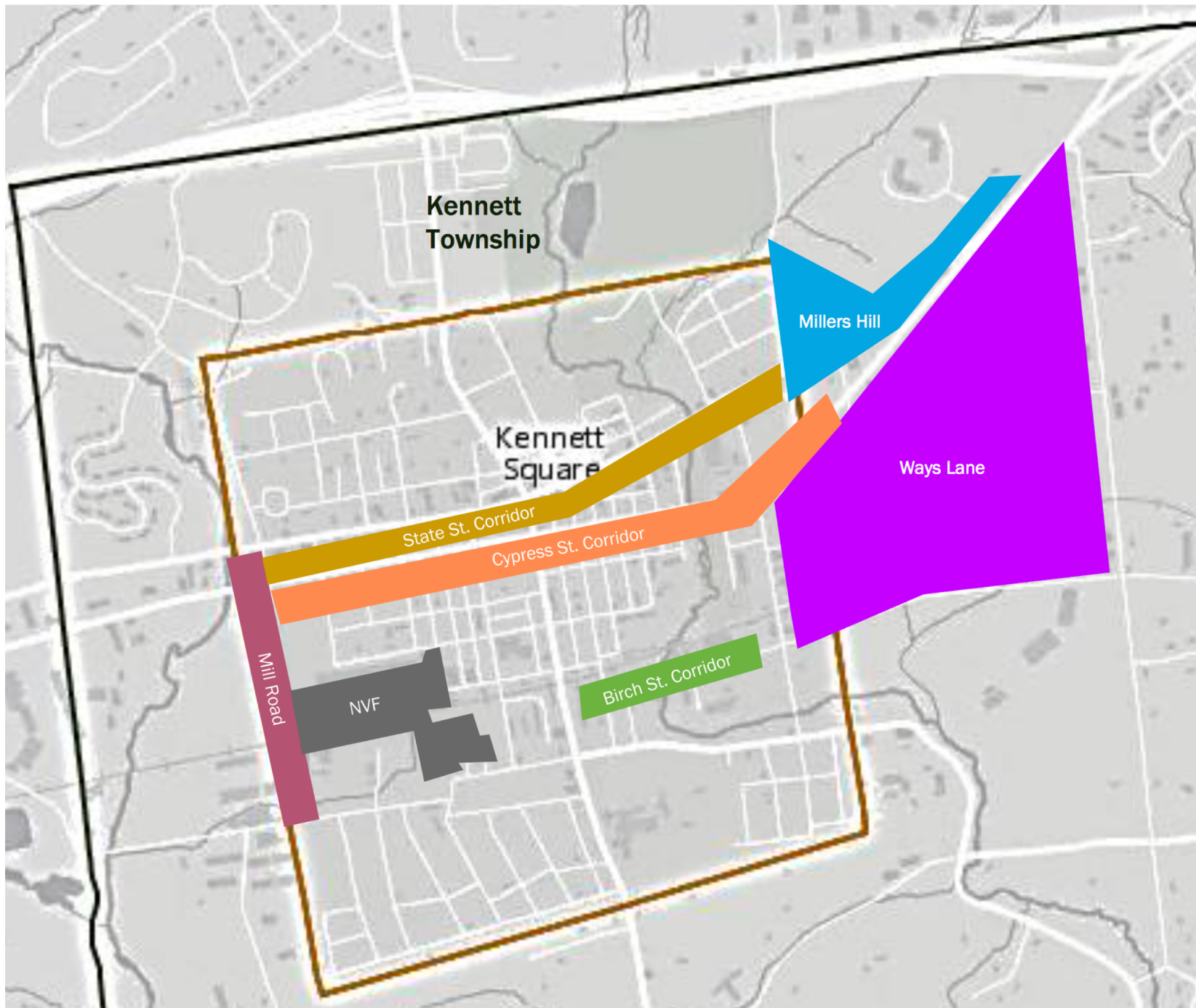
### **610 to 1,210 new housing units**

Assuming between five- and ten-percent of net new housing demand within the 20-Minute PMA could be captured within Kennett Square, the Borough has the opportunity to support the development of between 610 and 1,210 residential units by 2030.

# DEVELOPMENT UPDATES – BY THE NUMBERS

## NEW HOUSING UNIT DEMAND AND CAPTURE

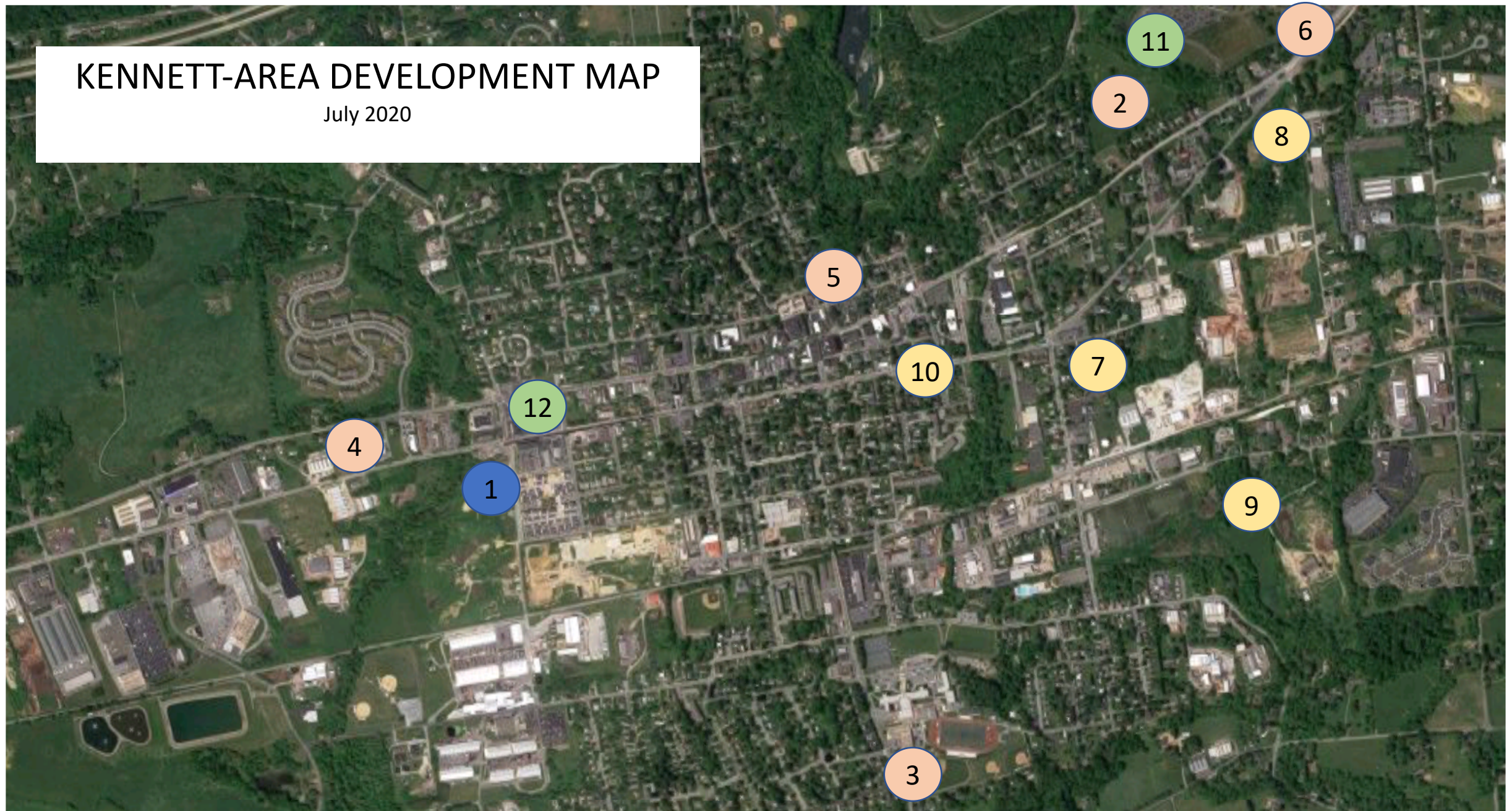






# KENNETT-AREA DEVELOPMENT MAP

July 2020



# DEVELOPMENT UPDATES – BY THE NUMBERS

	<u>Recently Built</u>	<u>Municipality</u>	<u>Resi Units</u>	<u>Comm SF</u>
1	Cannery Row	Borough/Township	14	14,500
		<b>TOTAL</b>	<b>14</b>	<b>14,500</b>
	<u>Under Construction</u>	<u>Municipality</u>	<u>Resi Units</u>	<u>Comm SF</u>
2	The Flats at Kennett	Township	175	0
3	Sinclair Springs	Township	79	0
4	Kennett Crossing	Township	0	8,500
5	Borough Parking Garage	Borough	0	92 spaces
6	Enterprise Lot	Township	0	2,000
		<b>TOTAL</b>	<b>254</b>	<b>10,500</b>
	<u>Approved</u>	<u>Municipality</u>	<u>Resi Units</u>	<u>Comm SF</u>
7	Red Clay Manor	Borough	61	0
8	Kennett Gateway	Township	77	15,000
9	Mitchell Homes	Township	72	0
10	Library	Borough	0	25,000
		<b>TOTAL</b>	<b>210</b>	<b>40,000</b>
	<u>Proposed</u>	<u>Municipality</u>	<u>Resi Units</u>	<u>Comm SF</u>
10	Enterprise	Township	0	2,000
11	Parkside TND	Township	171	5,000
12	State Street Lofts	Borough	187	0
		<b>TOTAL</b>	<b>358</b>	<b>7,000</b>



# DEVELOPMENT UPDATES – BY THE NUMBERS

## Kennett Township

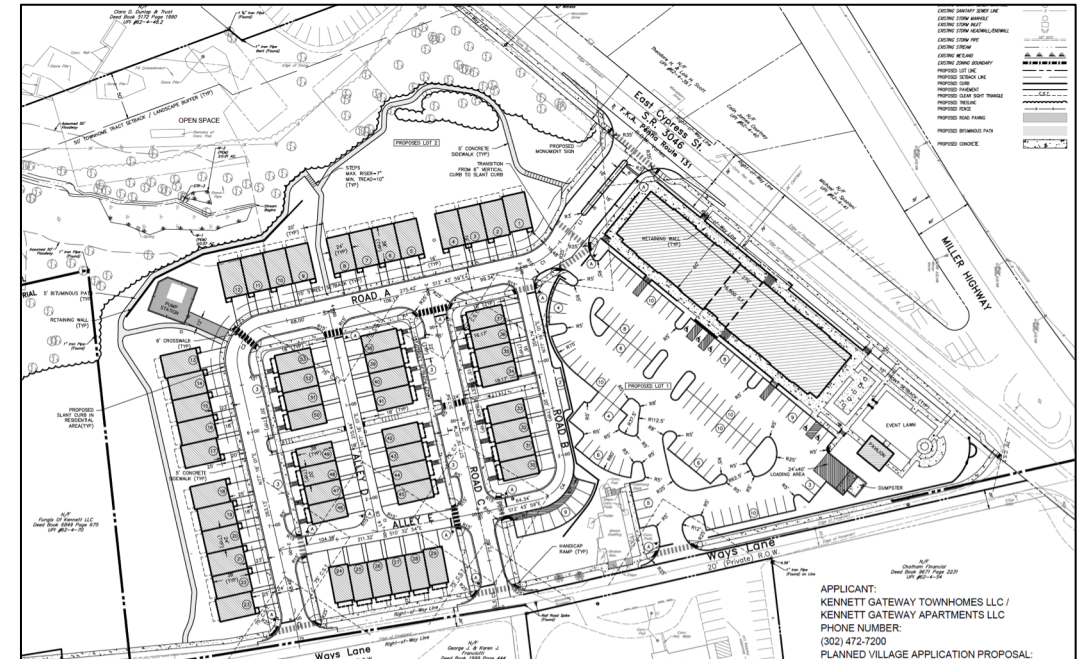
- Residential
  - 254 Units Under Construction
  - 140 Units Approved
  - 171 Units ProposedTOTAL DEV PIPELINE = 565 Units
- Commercial
  - 8,500 SF Under Construction
  - 15,000 SF Approved
  - 7,000 SF ProposedTOTAL DEV PIPELINE = 30,500 SF

## Borough of Kennett Square

- Residential
  - 14 Units Recently Built
  - 60 Units Approved (Affordable)
  - 187 Units ProposedTOTAL DEV PIPELINE = 261 Units
- Commercial/Civic
  - 14,500 SF Recently Built
  - 92 Parking Spaces Under Construction
  - 25,000 SF Library ApprovedTOTAL DEV PIPELINE = 39,500 SF

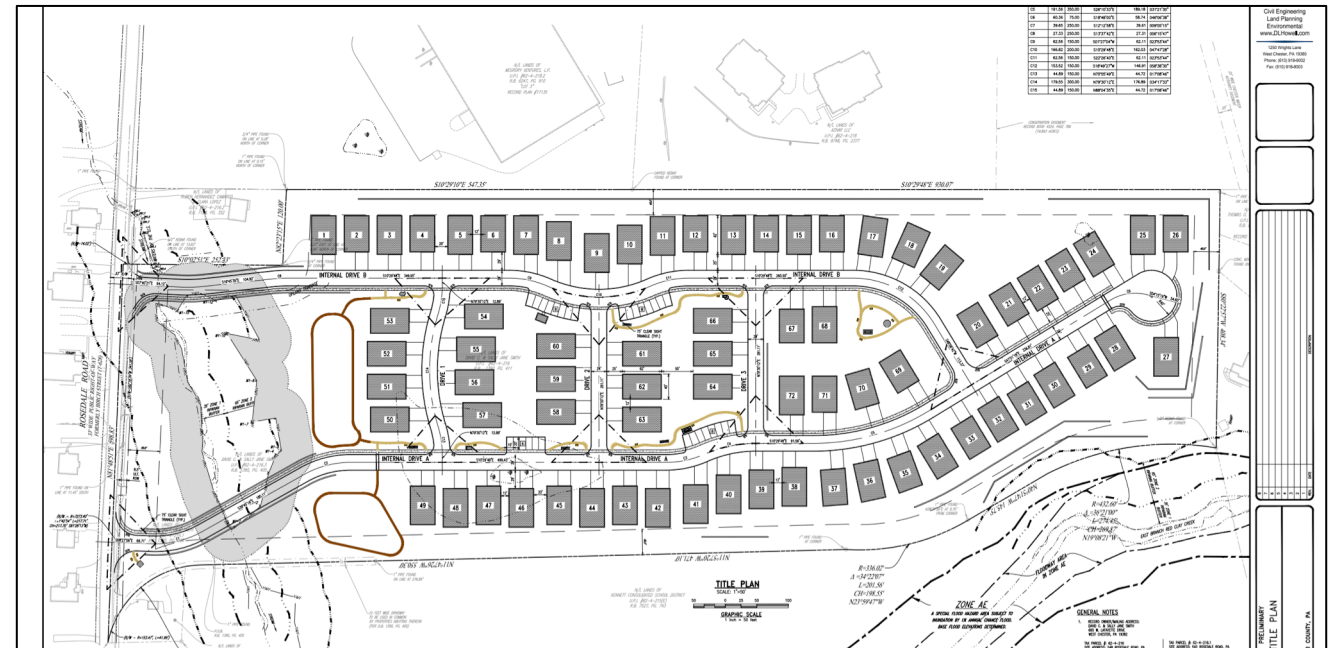
# DEVELOPMENT UPDATES – WAYS LANE

- Kennett Gateway
  - Mixed-Use/TND
  - 15,000 SF Commercial Development
  - 77 Residential Units
    - 24 Apartments
    - 53 Townhomes
  - Public Plaza
  - Wide Sidewalks
  - Catalyst for Ways Lane redevelopment



# DEVELOPMENT UPDATES – WAYS LANE

- Mitchell Homes
  - 72 Single Family Homes
  - Small-Lot Development
  - Walking Distance to Birch Street
  - Southern Portion of Ways Lane Redevelopment Area
  - “Affordable By Design”



# DEVELOPMENT UPDATES – AFFORDABLE HOUSING

- Red Clay Manor
  - 60 Affordable Housing Units
  - Income Qualified
  - Age-Restricted (62 or older)
  - \$15.9 M Project
  - Funding provided by Housing Authority of Chester County and PHFA



# DEVELOPMENT UPDATES – MILLERS HILL

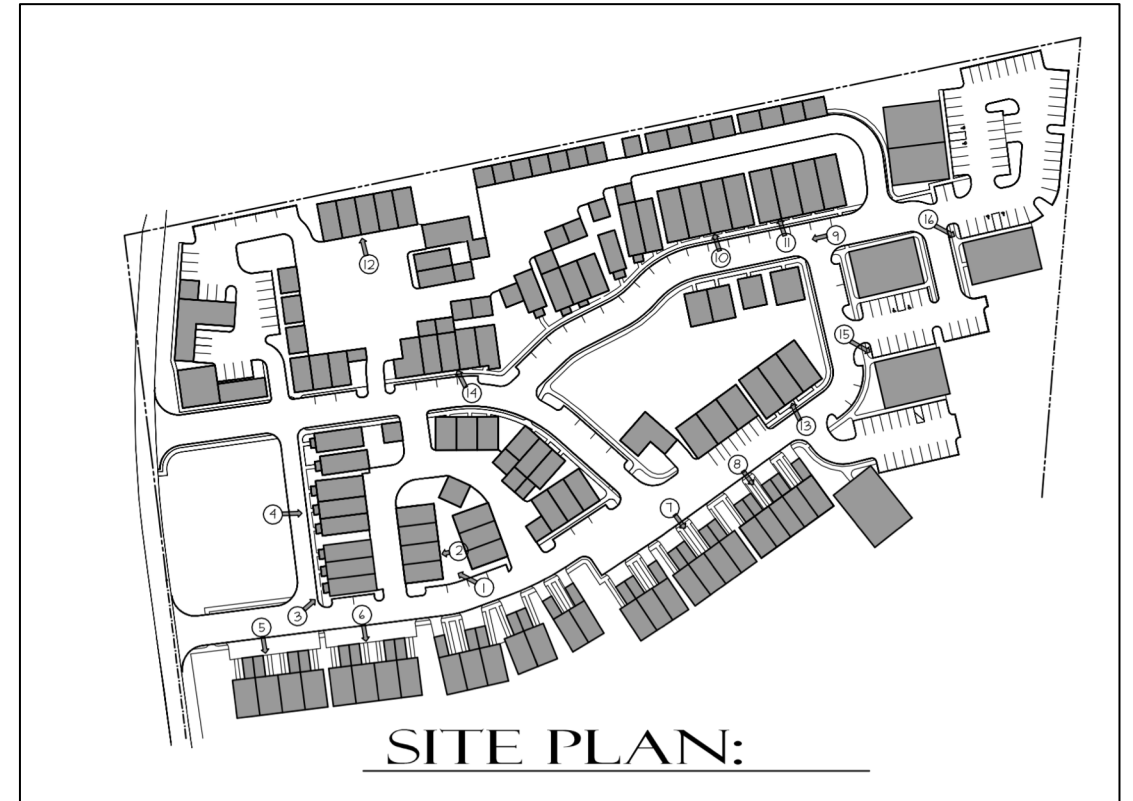
- The Flats at Kennett
  - 175 Apartments
  - Meeting demand for multi-family
  - Walking Distance to Borough
  - Trails
  - \$30M Projects by High Associates





# DEVELOPMENT UPDATES – MILLERS HILL

- Parkside TND
  - 171 Residential Units
    - 99 Townhomes, Stacked Townhomes & Rowhomes
    - 72 Apartments (across 6 buildings)
    - 5 Small Commercial Spaces = 5,000 SF
  - True TND Development:
    - Mix of Units Types and Lot Sizes
    - Affordable-By-Design Unit Mix
    - Architectural Design Standards
    - Urban Design Standards





# DEVELOPMENT UPDATES – PARKSIDE TND DESIGN



# SUMMARY



# ECONOMIC DEVELOPMENT IMPACT BY THE NUMBERS

- Over \$265,000 in direct grants awarded to area small businesses
- \$600,000 in economic development loans deployed to area small businesses
- Received ~\$258,000 in direct planning grant awards from Chester County Planning Commission, DVRPC, AARP and University of Pennsylvania.

# ECONOMIC DEVELOPMENT IMPACT BY THE NUMBERS

- Facilitated 826 Residential Units in new development and/or new development proposals
  - 565 Units in Township
  - 261 Units in Borough
- Facilitated 70,000 Square Feet of new commercial/civic development and/or new development proposals
  - 30,500 SF in Township
  - 39,500 SF in Borough

# QUESTIONS?

