

# South Bethany

*“the best little beach in Delaware”*



# Did you know?

- *Town incorporated in 1969*
- *Over 63% of home sites are waterfront*
- *Our canal network is 5 miles in length*
- *99% of town is zoned single family residential – lowest density in Delmarva beachfront towns*
- *Lowest tax rate in Delaware shore towns*

*Solid fundamentals with a keen eye to the future....*



# Looking Ahead: Town Council and Committees

- Budget & Finance
- Canal Water Quality
- Board of Adjustment
- Charter & Code
- Communications & Public Relations
- Community Enhancement
- Planning Commission



# Additional Volunteer Groups

- South Bethany Property Owners Association (SBPOA)
  - Phone Directory
  - Neighborhood Watch
  - Annual Bull Roast
- South Bethany Historical Society
- South Bethany Women's Club
  - Welcome Bags



# Budget & Finance

## Purpose

- Created in 2009
- Reviews, further develops and presents the annual budget
- Serves as a vehicle to analyze specific financial issues
- Provides special skills and expertise regarding budgeting, investment management, and long-range financial planning.

## Of Note

- **\$2.2M in cash and reserves**
- **Efficiency Ratio of 68% >> very good**
- **No Debt**



# *Canal Water Quality*

## **South Bethany Canal Water Quality Committee**

### Purpose

- Ensure canals are “fishable & swimmable”
- Educate community about strategies to clean canals
- Collaborate with Center for Inland Bays (CIB), town, state and federal governments to eliminate pollutants from entering canals
- Assess current Town Ordinances and implement new to ensure residents comply with best prevention practices that eliminate harmful pollutants

### Accomplishments

- Multiple communications to educate residents on best prevention practices
- Spring 2013, Diffuser System Pilot Project to help prevent algae and promote clean water
- Secured grants for rain gardens, oyster gardens
- Volunteer Water quality monitoring of canals and Little Assawoman Bay



## And Out Of Our C

Attention Homeowners in S

## The Future Water Qua



**Impervious Surfaces** are areas covered with drive surfaces that do not allow water to soak into the ground. The volume of **Storm Water Runoff** that runs off the land and degrading the water quality. According to research, **Water Bodies Are Impaired** where impervious surfaces runoff into the body of water.

**South Bethany is well placed to act.**  
We must act now as a community.

## 7 Ways You Can Do Your Part



Install a Rain Barrel to collect rainwater off your roof for use in your garden.

- ◆ **Keep Your Impervious Surfaces** clean of leaves, other organic materials, gather them up and being washed into the canals and our waters.
- ◆ **Install a Rain Barrel** to collect rainwater.
- ◆ **Plant a Rain Garden**, capture rainwater on your property. Plant native plants, which add maintenance beauty and function, and let the water to slowly seep into the ground.
- ◆ **Consider Installing Pervious Pavement** when adding or planning improvements to new and attractive paving options.
- ◆ **Direct Your Downspouts onto Grass**. Definitely do not direct them to the canal.
- ◆ **Minimize Lawn Areas**, especially on smaller lots. Studies show that lawn areas at landscaped areas that include s

- ◆ **Exceed the Requirements Listed in The Town Code** for the setback area. To view the complete ordinance, visit <http://www.ecode360.com/14478404?highlight=pervious> then click on Quick View. Excerpts from the code follow.

At least 55% of any required building setback area shall be covered with pervious materials. Only pervious covering material is required on a five-foot wide perimeter strip adjacent to the property line on the sides and rear of any residential lot.



We  
When  
Visit o



As a homeowner residing adjacent to one of our important assets, this five-mile network of canals, we purchased homes here and why many visitors use of the canals and our ocean and beaches. The use of the canals and our ocean and beaches being of our canal system impacts the property.

Over the years, the South Bethany Canal Watershed has retained its original "fishable and swimmable" status. Our canal waters so we can retain this very important asset. Our water management efforts that reduce the amount of pollutants entering the canals. Working in partnership with the Center for the Inland Bays, volunteers have conducted much research, obtaining the improvements that have been implemented.

Our canals were once "fishable and swimmable" surfaces like roofs, driveways, patios and roads. Directly into our canals, excess nutrients and pollutants. This leads to blooms of algae that cause the canals. Thus our canals are no longer "fishable and swimmable" lands on homeowners lots.

## PLEASE HELP IMPROVE OUR



See if you have a pipe(s) in your yard.

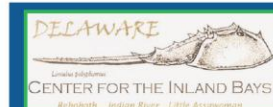


See if your outside shower and/or patio drain into the canal.

**If they do, PLEASE DISCONNECT THEM.**

Need help or have questions? Contact George...

**THIS ACTION BENEFITS YOU, YOUR PROPERTY AND THE FUTURE SOUTH BETHANY PROPERTY.**



## TAKING CARE OF YOUR LAWN

## LAWN CARE IN SOUTH BETHANY HAS A MAJOR IMPACT ON THE WATER QUALITY IN OUR CANALS!

**Our Town's goal is to reduce the pollutants running into the canals**  
**We can only do that with your help.**

Homeowners who live on the water are usually not aware that their actions toward landscape management may actually be harming aquatic life. In our community, this damage can occur not only in our canals but downstream in our bays as well.

Knowing that we all care about our canals and bays as a valuable shared asset that are important to our property values and esthetic enjoyment, we are distributing this fact sheet to the community so that we can work together to protect our canals and bays.

## A 6 Step Plan for doing your part for 'fishable, swimmable' Bays

1. **Create a 6-foot wide 'no-mow' zone of low-maintenance plants between your lawn and the canal** to slow down and absorb pollutants before they run into the canal.
2. **For low maintenance, and to attract native birds and butterflies, use native plants in your buffer.** They are adapted to our soils, rainfall, and climate so should not require water or fertilizer once they are established.
3. **Because our canals are poorly flushed and already polluted, the use of chemical fertilizers is harmful to our canals. If you must use fertilizer, use organic compost and don't apply it within 10-feet of the canal except into the holes for new plantings in your buffer.** The use of compost as fertilizer can also improve soil health including water retention capacity. Why do we ask this? Fertilizer in the water makes algae grow; excessive algae creates lower oxygen levels in the water and can cause fish kills.
4. **If you use a lawn service, it is your responsibility to make sure they know town rules that protect our canals; 'no property owner shall permit or cause any cuttings or clippings from vegetation to be dropped, blown, or otherwise deposited into the canals.'**
5. **Sweep grass clippings, yard debris, and fertilizer residue, if used, off paved surfaces** like driveways, sidewalks and patios so they aren't washed into storm drains and carried into the canals during the next rain storm.
6. **'Recycle' the grass clippings that are on your lawn by not collecting them.** Grass clippings contain nitrogen, phosphorus, potassium, and smaller amounts of other essential plant nutrients; Basically, a free 4-1-3 fertilizer. When left on the lawn, these nutrients are eventually returned to the soil.

**Thanks for your help in making our water cleaner for all of us.**

**Delaware Center for the Inland Bays**

**www.inlandbays.org**

**When We All Work Together, We Get Results!**

Visit our websites for more information: [www.inlandbays.org](http://www.inlandbays.org)  
[www.southbethany.org/canalwaterqualitypdf.php](http://www.southbethany.org/canalwaterqualitypdf.php)

## Charter & Code



## Board of Adjustment

### Purpose

- Research, develop, modify and/or draft changes or additions to SB code
- Review ordinances on routine basis – identify outdated and redundant entries, and upgrade code to meet anticipated changes in law, evolving technologies, and new regulatory issues

### Purpose

- Respond to resident's requests and appeals for variances on SB properties
- 5 members appointed by the Town Council.
- The Board is a quasi-judicial body
- Applicants receiving denials may appeal to the Superior Court of Delaware.





# Community Enhancement

## Purpose

- Town beautification
- Community maintenance and landscaping
- Environmental improvement efforts

## Beautifying South Bethany Makes Dollars and Sense!

### What You Can Do!

South Bethany's Community Enhancement Committee is inviting property owners to once again get involved with our community-wide effort to help create the "WOW" factor in South Bethany. FALL is a perfect time to RE-evaluate your property and begin to prepare for the Summer 2013.

The Town's valued treasures - our beaches and network of canals - are what brought us here! We are indeed a "premier beach and boating community." Building on these resources, the Committee is asking property owners to take the next step and join our efforts to do even more to improve the appearance of our community. We know that if our beach community looks well-rested here.

"What Can You Do?" The Community Enhancement Committee is asking you to review the items and then you discover!

### Fix IT, Replace IT,

- ☒ Keep your house well-kept
- ☒ Keep any fence in good condition
- ☒ Keep your grass cut, drier, and free of weeds
- ☒ Trim your shrubs and trees
- ☒ Make certain bushes or trees look good
- ☒ Keep your trash/recycling bins covered
- ☒ Replace or repair it if it is broken
- ☒ Recycling cars/trash containers taken back to house
- ☒ Discard unnecessary items
- ☒ Repair or replace broken items
- ☒ Move any un-used vehicles

We understand that many homeowners need to complete the tasks. To obtain South Bethany license plates, they are licensed to periodically visit the Mercantile's your neighbors and find out who neighbors and get information a

Many of these action items actually Ordinance 104, developed to be maintained. For additional information scroll down and click on Chapter

The South Bethany Community



### HOW TO JOIN THE SOUTH BETHANY ADOPT-A-CANAL/ROAD-END PROGRAM

#### Benefits of the Adopt A Canal/Road-End Program

#### Program Goals

- Help improve South Bethany canal water quality.
- Beautify and showcase network of canals that intertwine our neighborhood.
- Organize the procedure set by some proper owners who cannot maintain canal ends, exposed to include canal ends and road ends, and
- Promote and encourage community involvement and support.



#### Process

1. Inform Community Enhancement Committee of your intentions.
2. Review the guidelines or planning provided by the Community Enhancement Committee.
3. Talk with your neighbors and enlist their help.
4. Schedule site visit with Enhancement Committee

#### WOULD YOU LIKE TO INCREASE YOUR RENTAL INCOME?

We are pretty certain your answer is a resounding YES! As with all South Bethany property owners, the Community Enhancement Committee (CEC) invites realtors and rental homeowners to review this suggested list of maintenance items. We are confident that these 5 ACTIONS will improve your rental property's curb appeal, attract prospective renters and help increase your rental income.



- ✓ **Landscaping and Weed** your yard and driveway. SB Ordinance Chapter 104-7
- ✓ **Remove** dead trees and limbs and **Trim** bushes and trees. SB Ordinance Chapters 104-7, 104-12, 125-2
- ✓ **Paint** your house or **Power wash** mold, mildew and dirt from your home. SB Ordinance Chapter 104-17
- ✓ **Repair or Replace** broken windows, fences, deck boards or mailboxes. SB Ordinance Chapter 104-17
- ✓ **Repair or Replace** your trash bin container and **Provide** ample (at least 2) trash cans to prevent trash overflow. SB Ordinance Chapter 114-7



**NEED HELP?** The Town's website - [www.southbethany.org](http://www.southbethany.org) maintains a Mercantile List of licensed individuals and contractors who can help you complete these tasks.

**LET US KNOW** of any suggestions you may have for improving our town's appearance. Please Email [townhall@southbethany.org](mailto:townhall@southbethany.org)

The CEC THANKS YOU FOR YOUR COOPERATION!





# *Community Enhancement*

## Accomplishments

- Adopt a Canal – beauty and function
- The Promenade – Ocean Drive improvements
- Route 1 Corridor – “wow” factor
- York Beach Mall beautification
- Property Improvement Flyers
- Rain Gardens
- Multiple Grants





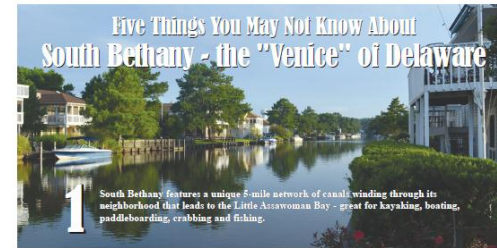
# SBCPRC

South Bethany Communications & Public Relations Committee

# Communications & Public Relations

## Purpose

- Engaging business community
- Improving means of communication with residents and public
- Organizing town events for maximum participation
- Website enhancements



**2**



Seventeen public access walkways direct you to what is "The Best Little Beach in Delaware." Almost one mile of clean, wide, well-guarded and uncrowded sand meets one of the Nation's cleanest ocean waters.

**3**



South Bethany has exceptional views of Assawoman Wildlife Refuge, waterfowl, the wetlands and amazing sunsets and sunrises.

**4**



Encompassing one square mile, South Bethany is perfect for safe walking, biking or just strolling with your dog.

**5**



South Bethany has been and is committed to being the premiere Quiet Resorts family residential community. Lowest density beach front town in Delaware! No high rises or apartments/condo buildings...just wholesome family living.



**come to South Bethany**  
*more smiles to the mile*

for more information visit us at [www.southbethany.org](http://www.southbethany.org)



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ion?

**Happy  
Delaware!**

South Bethany. Maybe it's the on our canals. The nostalgia of byside canals is reminiscent of why the good old days are still attraction, visitors have been truly vacation spot for generations.

on Experience...

family, the fun never stops! On l soak up the sun on our clean, 'the best little beach in Delaware,' e cleanest in the nation. On the g, crabbing, fishing, sailing and ark of canals that leads to a ural wetlands. Single family homes ese beautiful amenities

ing or strolling. Take advantage of : Delaware, enjoy home cooked rtainment options close-by. Day g to see and do for the entire no wonder that so many families memories year after year.



**Town of South Bethany**  
**"The Best Little Beach in Delaware!"**  
[www.southbethany.org](http://www.southbethany.org)





# York Beach Mall

Walk or bike to South Bethany's York Beach Mall shopping center which features:

- *McCabes Gourmet Market* – great for morning coffee and afternoon picnic baskets
- Retail shops such as *Made by Hand International Cooperative*, *Milk & Honey* and *Sea Level* decorative home apparel
- Dining at local favorites *Grotto's Pizza* or *Misaki Sushi* restaurant
- *Hook 'em & Cook 'em Outfitters*, a bait and tackle shop with all the info and gear you need for bay or surf fishing
- *Sandcastle Realty* to help you find your South Bethany vacation home

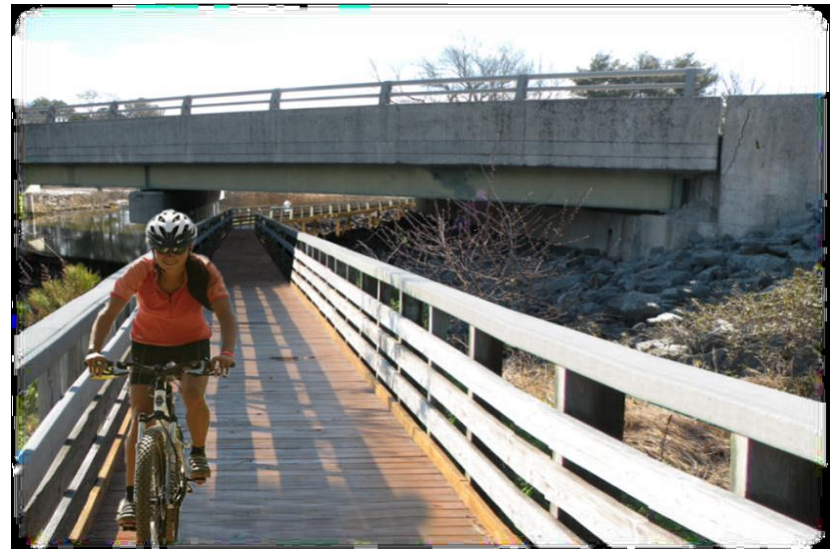
# Assawoman Canal Trail

## Purpose

- 3.9 mile proposed bike and walking trail between Indian River and Little Assawoman, connecting Bethany Beach, Ocean View and South Bethany
- Working group organized by DNREC to assess feasibility
- Scope of work/engineering study for Phase 1 underway, potential for construction start Q4, '13

## Achievements

- Town passed Resolution #7-11 in support of project
- Appointed separate committee to represent SB during planning and ultimately implementation

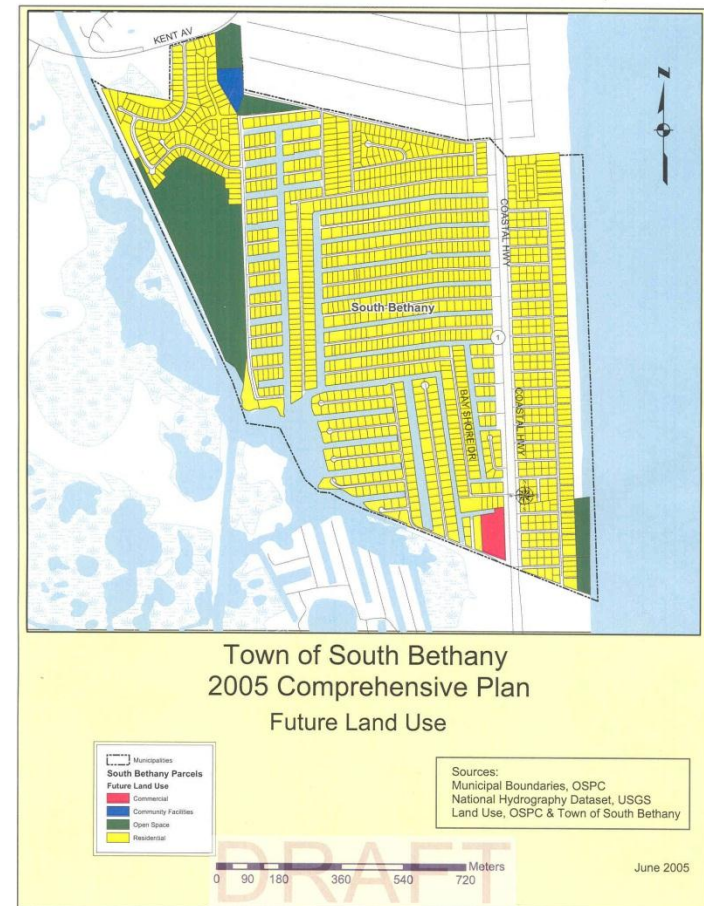




# Planning Commission

## Purpose

- Review and revise the Comprehensive Plan at least every five years.
- With Town Manager support, prepare the annual report identifying development issues, trends or conditions that have surfaced since the last amended plan.
- Review State responses to the report; make update recommendations to the Town Council.



# Long Term Vision/Goals

- Optimum canal water quality
- Replenished/maintained beach
- Fiscally responsible
- Pristine condition of town and assets



# ***We Need Your Feedback***

- What are your perceptions of South Bethany?
  - E.g. positive features or drawbacks?
- What are your clients' perceptions?
- What changes would you like to see in the near and long term?
- What do you see as SB's challenges?
- Do you promote SB and, if so, how?
- Would you put links to our website on your website?  
Would you co-sponsor events?
- What role do you play in notifying renters that their properties need improvements?
- What can we do; e.g., add you to our email distribution lists for Zephyr and news updates?

A photograph of a sandy beach. In the foreground, there is a wooden fence made of vertical slats, with shadows cast across the sand. The beach extends to the ocean under a clear blue sky with a few wispy clouds.

Thanks for coming!

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