JMT worked collaboratively with the City of Rehoboth Beach, DE, the Delaware Department of Transportation, and the citizens, businesses and other project stakeholders to transform the city’s main street, Rehoboth Avenue from an automobile dominated use of the public right of way to a much more complete street.

Rehoboth Beach, DE is a major beach resort in the mid-Atlantic region and welcomes millions of visitors each year to enjoy their fine restaurants, shopping, accommodations, boardwalk and attractions, and of course, the beach. In 2000, the city solicited the services of JMT to assist them in reinventing their main street to strike a much better balance between the allocation of space for the multiple users and functions that Rehoboth Avenue serves. Of particular interest to the city was the transformation of vehicular space to new pedestrian space, traffic calming and accessibility improvements to increase pedestrian safety, and creation of a new multi-function public space in the boardwalk block that allowed for large public gatherings during the summer season.

JMT worked closely with the stakeholders to develop concepts for the new main street, discuss the pros and cons of each alternative, and reach consensus on the selected alternative to advance to final design and construction through a collaborative process.

The selected alternative included a roundabout gateway feature that greets visitors as they enter the city and calms traffic, much wider sidewalks to accommodate the larger pedestrian volumes, angled parking to replace parallel on-street parking, wider curbside lanes to accommodate bicycles, additional bicycle parking, creation of a transit hub in the boardwalk block, new pedestrian and roadway lighting, complete undergrounding of all utilities, extensive landscaping, and the creation of a multi-function public space in the boardwalk block that included a new bandstand, public restrooms and storage facilities, and a veterans memorial.

The project was implemented in multiple phases over 5 years to minimize disruption to the businesses and residents during the summer tourist seasons. The Rehoboth Avenue Downtown Revitalization project has earned multiple awards and recognition. The project was recognized by the American Council of Engineering Companies and achieved a National Recognition Award for Engineering Excellence. The project also received a 2007 Merit Award for Design Excellence from the American Society of Landscape Architects (ASLA) PA/DE Chapter.

Completed: 2006

Client: City of Rehoboth Beach
229 Rehoboth Avenue
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Cost: $5M Fee/ Constr. Cost $32.5M
Christian Street (Before)

Christian Street (Rendering)