

Chapter Nine.

Appendix



Harrington Downtown Development District Survey

DUE BY FEBRUARY 19, 2016

Welcome to the Harrington Downtown Development District Survey!

The City of Harrington has long been an important commercial, agricultural, and entertainment hub in Delaware. The downtown has a variety of small-scale businesses including retail, banks, and professional and general services. The City is starting to see a redevelopment trend occur in the downtown and has received a grant to develop a Downtown Development District Plan. Harrington desires to continue stimulating development and build upon recent successes. To that end, the District Plan will:

- Unite business, government, and citizens to attain common goals
- Coordinate economic marketing efforts with State and County Economic Development offices as well as the Central Chamber of Commerce
- Articulate and illustrate the shared vision and strategies
- Assess assets and opportunities to capitalize on, as well as obstacles to overcome
- Identify a priority project to be a focal point and anchor other redevelopment efforts
- Be a promotional tool to share with potential investors
- Assist in marketing walkability and community events with local merchants

As part of the Downtown Development District planning process, we are conducting a survey on the frequency and purpose of consumer activity in the Harrington area, the demand for new and expanded commercial offerings, the factors that influence local consumer shopping decisions, and the needs of local business owners and operators. The results of this survey will help to identify current and future market opportunities in the Harrington area in attracting businesses that consumers want and need, as well as needs of business owners and operators.

Thank you for participating in our survey. Your feedback is important. Once completed, please return to:

City of Harrington
106 Dorman Street
Harrington, DE 19952

1. Are you a:
 - Harrington Resident
 - Harrington Property Owner
 - Harrington Business Owner
 - Harrington Employee (within the downtown area)
 - Visitor

Harrington Downtown Development District Survey - Resident / Visitor Survey

2. How often do you shop at the following locations?

	5+ times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never
Downtown Harrington						
Route 13 Corridor						
Milford						
Seaford						
Dover/Camden						
Other (please specify)						

3. What places/stores do you visit in Harrington's downtown?

- Retail
- Service
- Restaurant
- Town
- Freedom Park
- Post Office or Bank
- Farmers' Market
- Other (please specify): _____

4. What time do you typically visit Harrington's downtown?

- Monday-Friday, before 5pm
- Monday-Friday, 11am - 2pm
- Monday-Friday, after 5pm
- Saturday-Sunday, before 5pm
- Saturday-Sunday, after 5pm

5. Have you attended any of the following events in the past three years?

- Heritage Day
- Police National Night Out
- Tree Lighting Ceremony
- Christmas Parade
- Other (please specify): _____

Harrington Downtown Development District Survey - Resident / Visitor Survey

6. How do you most often travel to establishments in the downtown?
- Walk
 - Bike
 - Drive and use on-street parking
 - Drive and use municipal parking
 - Drive and use parking at one establishment, then leave the downtown
 - Drive, use one establishment's parking, and visit multiple places
 - Drive and use multiple establishments' parking lots

7. Which of the following attracts you to a shopping/business area?

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Variety of products and services					
Quality of products and services					
One-stop shopping (variety of products in one store)					
Look and feel of the business area					
Friendly customer service					
Independent stores over chains					
Nearby places to eat					
Shopping after 5pm on weekdays and weekends					
Convenient location (close to home or work)					
Convenient parking					
Pedestrian safety and convenience					
Price					
Other (please specify)					

8. Do you feel safe in Harrington's downtown during the day and night? If your response to either is "No," please explain why to the right.

	Yes	No
Day		
Night		

Harrington Downtown Development District Survey - Resident / Visitor Survey

9. Currently, what are the major advantages of Harrington's downtown?

- | | |
|--|--|
| <input type="checkbox"/> Convenient location | <input type="checkbox"/> Within walking distance |
| <input type="checkbox"/> Fair prices | <input type="checkbox"/> Selection of goods/services |
| <input type="checkbox"/> Friendly local service | <input type="checkbox"/> Know local employees |
| <input type="checkbox"/> Easy to find parking | <input type="checkbox"/> Events at Freedom Park |
| <input type="checkbox"/> Supporting local businesses | <input type="checkbox"/> Other (please specify): _____ |
| <input type="checkbox"/> Less traffic and crowds | |

10. Currently, what are the major disadvantages of Harrington's downtown?

- | | |
|--|---|
| <input type="checkbox"/> Inconvenient location | <input type="checkbox"/> Difficult or inconvenient to park and walk |
| <input type="checkbox"/> Poor appearance | <input type="checkbox"/> Traffic |
| <input type="checkbox"/> Lack in variety of goods/services | <input type="checkbox"/> Poor customer service |
| <input type="checkbox"/> High prices | <input type="checkbox"/> Other (please specify): _____ |
| <input type="checkbox"/> Limited hours | |

11. Imagine Harrington's downtown in ten years. How appealing are these future scenarios?

	Very Appealing	Somewhat Appealing	Not Appealing	No Opinion	Don't Know
An attractive place to call home with a mix of residential styles (e.g., single-family, townhouses, apartments) that appeal to a variety of ages and incomes					
An aesthetic blend of green space, natural elements, and pedestrian amenities with an historic flavor					
A place with new professional offices and businesses that provides jobs and employees who patron other establishments in the downtown					
A meeting place and the center of community activities with a mix of shopping, restaurants, cultural, and recreation spaces					
A niche destination place where specialty retail stores and restaurants attract visitors from out of town					
A place where locally owned stores/service shops for personal errands and dining/entertainment opportunities serve mainly the residents of the Harrington area					
A regional destination retail center attracting people from a distance with a mix of retailers					
Other (please specify)					

Harrington Downtown Development District Survey - Resident / Visitor Survey

12. What general service businesses would you most like to see come to downtown?

- Public and civic (e.g., library, park, community center, community garden, gallery)
- Institutional (e.g., religious, government, education, financial)
- Personal service (e.g., health club, beauty, tailor, dry cleaning, jewelry, household repair)
- Convenience store
- Commercial retail (e.g., general merchandise, clothing, hardware, household supplies and furnishings)
- Professional office (e.g., medical, law, accounting, architecture)
- Specialty retail (e.g., antiques, plants/flowers, gift shops)
- Youth programs
- Temporary
- Other (please specify): _____

13. What food-related businesses would you like to see in the downtown?

- Locally owned restaurants
- Chain restaurants
- Coffee shop
- Evening dining
- Tavern and grill
- Fast food/take out
- Deli/sandwich
- Grocery store
- Specialty food (e.g., bakery, butcher, ice cream)
- Breakfast/lunch dining
- Other (please specify): _____

14. What types of arts and cultural events/activities are best suited for downtown Harrington?

- Outdoor concert
- Food festival
- Antique festival
- Seasonal/holiday festival
- "First Friday" (regular day where business stay open later in the evening)
- Kid-friendly/family event
- Cultural/heritage festival
- Merchants Night
- Other (please specify): _____

15. What changes do you believe would help improve the Harrington downtown area? (please choose up to 5)

- Improved appearance
- Improved parking
- Greater variety of stores
- Better quality of merchandise
- Greater selection of merchandise
- Greater variety of merchandise
- Better atmosphere
- More competitive pricing
- Greater feeling of safety
- Improved customer service
- Expanded store hours
- Less traffic congestion
- Additional promotion and advertising
- Creative storefronts and signage
- Attractive outdoor dining areas
- Other (please specify): _____

16. Is there a community similar to Harrington that you feel has a vibrant and attractive downtown that we can learn from? _____

Harrington Downtown Development District Survey - Resident / Visitor Survey

17. If there were vacant buildings or lots in downtown Harrington, what do you think they should be used for to create more economic activity for the downtown? Do you have specific locations in mind?

18. If there was one thing that you could keep the same and one thing you could change about downtown Harrington, what would those be?

19. Do you have any other ideas that you feel would help attract residents, businesses, and visitors to downtown Harrington?

Harrington Downtown Development District Survey - Demographics Information

20. Home Zip Code: _____

21. Work Zip Code: _____

22. Age:

- Under 18
- 18-24
- 25-44
- 45-64
- 65+

23. Gender

- Male
- Female

24. Household's Annual Income

- < \$15,000
- \$15,000 - \$24,999
- \$25,000 - \$34,999
- \$35,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 +

25. Race:

- White
- Black or African American
- American Indian and Alaskan Native
- Asian
- Native Hawaiian and Other Pacific Islander
- Other (please specify): _____

26. Hispanic Origin

- Hispanic or Latino (of any race)
- Not Hispanic or Latino

Harrington Downtown Development District Survey

DUE BY FEBRUARY 19, 2016

Welcome to the Harrington Downtown Development District Survey!

MERCHANTS ONLY!

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 - Visitor

Harrington Downtown Development District Survey - Merchant Survey

2. If you own a business downtown, do you have a need to expand?
 - Yes
 - No
 - Maybe
 - I own a business, but it is not located downtown

3. What would you need to expand your business downtown?
 - New building
 - Available space
 - Parking
 - Capital/funding
 - Localized incentives
 - Other (please specify): _____

4. Are you committed to keeping your business downtown?
 - Yes
 - No - please explain:

5. Would you be interested in a downtown incentive/discount program?
 - Yes
 - No

6. If programs were available, could your business use information on or assistance with the following topics?

	Definitely	Probably	Unsure	Probably Not	Definitely Not
Business planning					
Small Business loans					
Obtaining permits for expansion					
Financial management					
Marketing/branding/advertising					
Employee hiring/training					
Customer service/hospitality					
Building improvements					
Window/interior store displays					
Internet service					
E-commerce/web design					
Buying/selling a business					
Other (please specify):					

Harrington Downtown Development District Survey - Merchant Survey

7. How useful to your business are/could be the following services?

	Very Useful	Useful	Useless	Don't Know
Group business training (e.g., workshops, speakers)				
Cooperative advertising coordination				
Marketing of the downtown as a shopping destination				
Facade grants				
Public improvement grants				
Business directories, brochures, maps				
Website or internet resources				
Retail event coordination				
Special event coordination				
Downtown-wide WiFi				
Formation of a downtown merchant's association				

8. If financial assistance were available, would you consider building improvements such as facade work or new signage?

- Yes No

9. What are your business' busiest and slowest months?

Busiest: _____ Slowest: _____

10. What are your business' hours of operation for both your busiest and slowest months?

Busiest: _____ Slowest: _____

11. What are your thoughts on store hours?

- I am open all the hours I need to be
- I can't be open more hours for personal reasons
- I would like to be open more hours but can't afford the staff
- I would like to be open more hours but can't find good staff
- I would be open more hours if I were sure of sales
- I would be open more hours if everyone else was

12. Would you be interested in expanding your hours for special events?

- Yes No

Harrington Downtown Development District Survey - Merchant Survey

13. How many people, including owners, does your business employ in each of the following categories?

Full time (32 or more hours per week) year-round	
Part time, year-round	
Seasonal	

14. How important are the following consumer segments to your business?

	Very Important	Important	Not Important	No Sure
Males				
Females				
Age: Under 18				
Age: 18-24				
Age: 25-44				
Age: 45-64				
Age: 65+				
Harrington residents				
Regional residents (outside Harrington)				
Downtown employees				
Students				
Tourists and visitors				
Other (please specify):				

15. What are some of the major barriers or obstacles facing your business today?

- | | |
|--|--|
| <input type="checkbox"/> Customer traffic (not enough/shrinking) | <input type="checkbox"/> Public safety/crime |
| <input type="checkbox"/> Property improvements (e.g., facade) | <input type="checkbox"/> Parking |
| <input type="checkbox"/> Cost of rent/property | <input type="checkbox"/> Congestion/traffic |
| <input type="checkbox"/> Availability of telecommunications services | <input type="checkbox"/> Payroll costs |
| <input type="checkbox"/> Cash flow/working capital | <input type="checkbox"/> Competition |
| <input type="checkbox"/> General operating costs | <input type="checkbox"/> Insurance costs |
| <input type="checkbox"/> Outdated machinery/technology | <input type="checkbox"/> Availability of employees |
| <input type="checkbox"/> City/County/State codes or regulations | <input type="checkbox"/> Computer/technology issues |
| <input type="checkbox"/> Skill level/preparation of employees | <input type="checkbox"/> Other (please specify): _____ |
| <input type="checkbox"/> Current economic conditions | |

Harrington Downtown Development District Survey - Merchant Survey

16. How do you reach potential customers?

- | | |
|---|--|
| <input type="checkbox"/> Newspapers | <input type="checkbox"/> Billboards |
| <input type="checkbox"/> Magazines | <input type="checkbox"/> Word of Mouth |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Television | <input type="checkbox"/> Local Service Organizations |
| <input type="checkbox"/> Yellow Pages | <input type="checkbox"/> Referrals |
| <input type="checkbox"/> Direct Mail/Catalogs | <input type="checkbox"/> Other (please specify): _____ |
| <input type="checkbox"/> Window Displays | |

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22. Race:

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- Other (please specify): _____

23. Hispanic Origin

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The results of the Downtown Survey will appear in the Final Draft of the Downtown Development District Plan.

City

City of Harrington: <http://harrington.delaware.gov/>
2013 Comprehensive Land Use Plan: <http://harrington.delaware.gov/comprehensive-land-use-plan/>
Harrington Fire Company Inc.: <http://harringtonfireco.com/>
Lake Forest South Elementary School: <http://www.lf.k12.de.us/south/>
Lake Forest W.T. Chipman Middle School: <http://www.lf.k12.de.us/chipman/>
Parks & Recreation: <http://www.hprnews.com/>
Police Department: <http://harrington.delaware.gov/police-department/>
Upcoming Events: <http://harrington.delaware.gov/events/>

Local

Kent County Levy Court: www.co.kent.de.us
Lake Forest Church Association - Food Pantry: <https://sites.google.com/site/lakeforestchurchassociation/home>

State

2015 Strategies for State Policies and Spending:
Buy Local: <http://dda.delaware.gov/marketing/BuyLocal.shtml>
Delaware Public Archives: <http://archives.delaware.gov/index.shtml>
Delaware State Housing Authority: <http://destatehousing.com>
Delaware Sustainable Energy Utility: www.energizedelaware.org
Delaware Transit Corporation: www.dartfirststate.com
Department of Agriculture: <http://dda.delaware.gov>
Department of Economic Development Office: <http://dedo.delaware.gov>
Department of Health and Social Services: <http://dhss.delaware.gov/dhss>
Department of Natural Resources and Environmental Control: <http://dnrec.delaware.gov>
Department of Transportation: <http://deldot.gov>
Downtown Development Districts: <http://stateplanning.delaware.gov/ddd>
Office of State Planning Coordination: <http://stateplanning.delaware.gov>
State Historic Preservation Office: <http://history.delaware.gov/preservation>

Federal

FEMA Online Flood Maps: <https://msc.fema.gov/portal>
National Register of Historic Places: <https://www.nps.gov/nr/>
U.S. Census Bureau: www.census.gov
U.S. Department of Transportation: <https://www.transportation.gov>
U.S. Economic Development Administration: <https://www.eda.gov>
U.S. Environmental Protection Agency: <https://www3.epa.gov>
U.S. Department of Agriculture: www.usda.gov/wps/portal/usda/usdahome
U.S. Department of Housing and Urban Development: <http://portal.hud.gov/hudportal/HUD>



Thanks to everyone who contributed to the

City of Harrington
Downtown Development District Plan



City of Harrington

Merchants
Residents

The Hub
of Delaware

Property Owners
Organizations



It's good to be in the Hub...