



CITY OF  
**HARRINGTON**  
DELAWARE

## PLAN PRESENTATION

4/14/2016

# DOWNTOWN DEVELOPMENT DISTRICT





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WHY A DOWNTOWN PLAN

CONTENTS OF THE PLAN

SCHEDULE

QUESTIONS

TODAY'S  
AGENDA





# Downtown Development District Designation

The 2014 General Assembly Downtown Development District Act was created to leverage state resources in a limited number of designated areas in Delaware's cities and towns to:

- Spur private capital investment in commercial business districts and other neighborhoods;
- Stimulate job growth and improve commercial vitality of our cities and towns; and
- Help build a stable community of long-term residents in our downtowns and other neighborhoods.

WHY A  
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# Downtown Development District Designation

- Enacted in 2014 by the General Assembly
- Limited number of Districts to 15 at one time
- 10 year designation with potential for two 5-year extension
- District must be less than 85 acres with a population below 9,000
- In 2014, 10 applications were received & 3 approved
- Approved 1 designation per County (Wilmington, Seaford and Dover)

## WHY A DOWNTOWN PLAN



# Downtown Development District Designation

- City must maintain an updated DDD website
- City must provide a detailed annual report (on or before July 1)
- Once designated, the State's DDD Committee must approve any plan changes (incentives, text & map)
- ***Offset 20% of capital construction costs for private developers:***
  - Administered by the State of Delaware
  - Small Project Grant = \$15,000-\$250,000 (max grant \$50,000)
  - Large Project Grants = minimum allocation per District



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# Neighborhood Building Blocks Fund

- Consists of representatives from:
  - Delaware Economic Development Office
  - Delaware Department of Justice
  - Delaware State Housing Authority
  - Office of State Planning Coordination
- Settlement monies from JP Morgan Chase & Co.
- Intent to support crime reduction, neighborhood revitalization and economic development programs
- Project Manager wrote 4 out of the 5 grants awarded
- Harrington received a **\$40,000** grant & used \$2,500 of the rezoning project expense as a cash match
- Scope of services must be met as submitted



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# Downtown Development District Application

- Just announced March 2016
- Evaluation based on 3 components:
  - Need & impact of the District designation (50%)
  - Quality of the District Plan (30%)
  - Quality of the local incentives offered (20%)
- Due June 1, 2016
  - Adopted by City Resolution
  - Anticipating at least 7 applications



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VIBRANT  
SUCCESSFUL  
DOWNTOWNS





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SUCCESSFUL  
DOWNTOWNS





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SUCCESSFUL  
DOWNTOWNS





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Harrington is rich in Railroad history  
and this is an amazing underutilized  
asset to promote the Downtown.



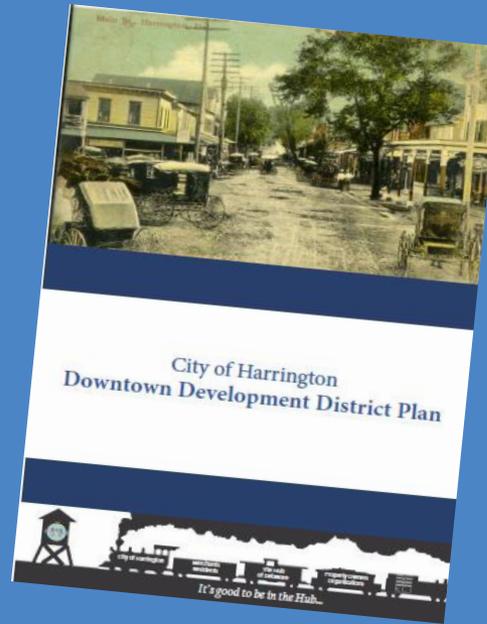
*It's good to be in the Hub...*

VIBRANT  
SUCCESSFUL  
DOWNTOWNS



# Downtown Development District Plan

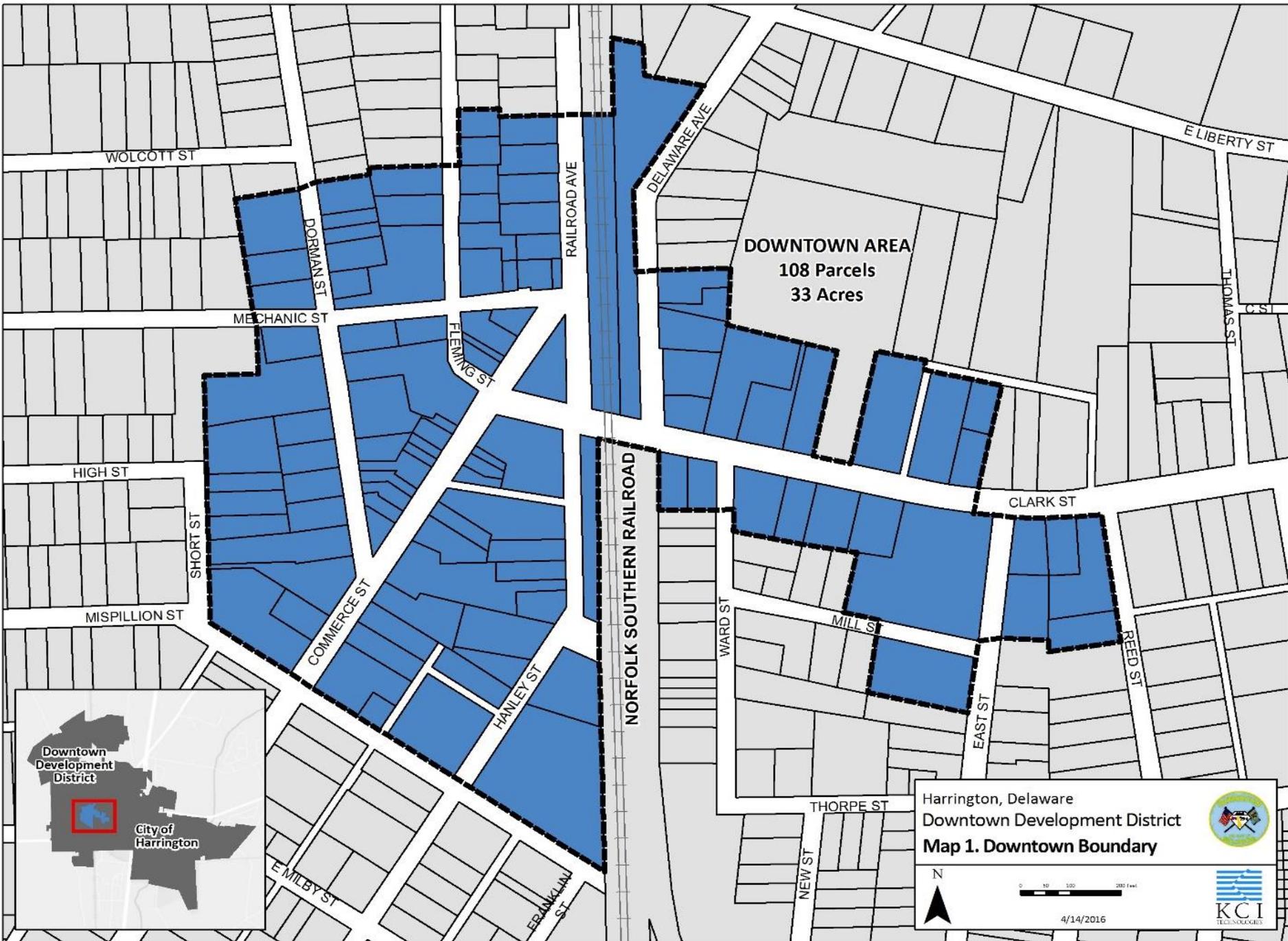
- Nine Chapters
  - Introduction
  - Data
  - Vision
  - Goals, Objectives & Strategies
  - Implementation
  - Incentives
  - Evaluation
  - Maps
  - Appendix
- DDD Designation application ready



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THE PLAN





**DOWNTOWN AREA**  
108 Parcels  
33 Acres



Harrington, Delaware  
Downtown Development District  
**Map 1. Downtown Boundary**



4/14/2016



# PLANNING PROCESS



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## Community Outreach – Task Force Members

Viva Poore

Jack Stewart

Jeff Bowers

James Callaway

Christine Hayward

Cheryl Lahman

Alan Matas

Andy Patel

## Meetings (4)

1- Kick-Off

2- Visioning

3- Goals & Objectives

4- Incentives



# PLANNING PROCESS



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## Community Outreach – Downtown Survey

- Online Survey January 11-February 19
- Paper surveys manually entered
- 88 total surveys collected



# PLANNING PROCESS



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## Community Outreach – Outreach Events (2)

### **Love Your Downtown Open House-February 5, 2016**

#### 9 Downtown Participants:

- Happy Tails Dog Grooming
- The Clutter Box
- Harrington Florist & Cakery
- OMG Collage
- Power in Praise Ministries
- Cook's Tire Center
- Harrington Police Department
- Harrington City Hall
- Harrington Historical Society



# PLANNING PROCESS



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## Community Outreach – Outreach Events (2)

### **Harrington Senior Center Birthday Celebration- February 16, 2016**



# PLANNING PROCESS



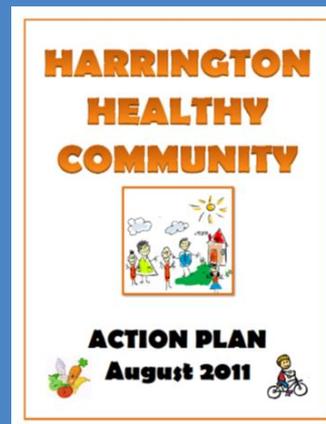
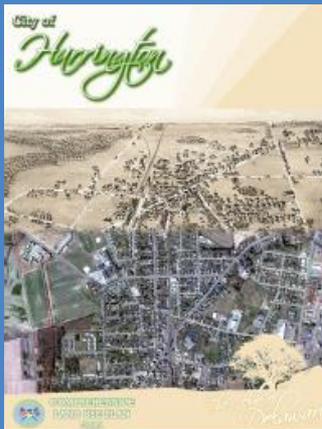
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## Existing Documents

- Comprehensive Plan
- Healthy Community Action Plan
- Zoning Regulations
- Strategies for State Policies & Spending





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## The Data

- Demographics & Housing
- Land Use & Zoning
- Natural & Cultural Resources
- Physical, Public Realm & Walkability
- Economic & Market Analysis

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THE PLAN



# THE DATA



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## Land Use

Land Use	No. Parcels	No. Acres	% of Downtown
Right-of-Way	n/a	6.3	19.3%
Commercial	22	6.2	19.0%
Single-Family Residential	26	5.7	17.4%
Mixed Use	16	4.3	13.1%
Institutional	22	4.1	12.5%
Railroad	2	2.0	6.1%
Vacant	11	1.9	5.8%
Multi-Family Residential	5	1.2	3.7%
Park/Open Space	5*	1.0	3.1%
	109*	32.7	100%

## Zoning

Zoning	Parcels	Acres	
	No.	No.	%
C-2 Central Commercial	96	21.2	81%
C-3 Service Commercial	11	4.3	16%
R-1 Single Family Res.	1	0.8	3%
	108	26.3	100%*

\*The remaining 6.4 acres and 20% of the Downtown is comprised of right-of-way.





## DOWNTOWN DEVELOPMENT DISTRICT PLAN: SWOT ANALYSIS

Central location  
Low taxes  
Truck bypass  
Space availability  
Rail system  
Public utilities  
DART bus locations  
Walkability  
Public library  
Comp Plan in place  
Freedom Park  
Museums open to public  
Parking availability  
Emergency services  
Easy planning process  
Friendly City staff  
Parks & Rec  
Railroad

Only railroad tower in DE  
Great housing stock  
Variety of businesses  
"Main Street" program  
Council desires to see City grow  
Uniqueness of shops  
Quality & service  
Friendly local service  
Local businesses  
Senior Center

Lack of signage for truck bypass  
Signage for parking  
Lack of public involvement  
Lack of employment  
Lack of promotion  
Lack of community events  
Lack of stakeholder organizations  
Lack of positivity - looking to the next person  
Lack of unity - positive message  
Railroad  
Communication - can be difficult to find information, especially for those not using social media

Wayfinding signage for downtown  
Council divided on how and where City should grow  
Loitering teenagers & adults  
Poor lighting  
Housing in disrepair  
Thru-traffic  
No visible police presence  
Lack of variety  
Customer traffic

**STRENGTHS**

**WEAKNESSES**

**OPPORTUNITIES**

**THREATS**

Ability to reroute traffic to truck bypass for downtown events  
Railroad/historic train  
Provision of kiosk/map for downtown information  
Harrington's history  
Expand business variety/offerings  
Learning from each other - making connections (stakeholder outreach program)  
Thru-traffic  
Become center of community activities  
Grow Heritage Day to its former stature

Crumbline infrastructure  
Future demand for infrastructure  
Lack of unity  
Route 13 competition  
Drug problem - real or perceived  
Crime - real or perceived  
Vacant houses  
Lack of child/teen-focused activities  
No "gimmick" such as Riverwalk or Circle  
Business commitment to staying downtown



# THE DATA SWOT Analysis

# THE VISION



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- Downtown is a place where people come to play, work, shop, and live – a vibrant and important community gathering place.
- Downtown is safe and friendly for people of all ages, income levels, and cultures.
- Downtown is an economic engine for the city, promoting a diverse economic environment that supports local entrepreneurial ventures.
- Downtown is a successful and desirable neighborhood with a variety of housing choices and a mix of uses.
- Downtown values its historic buildings and encourages compatible, high-quality new construction.
- Downtown’s streets safely accommodate many modes of travel: pedestrians, bicycles, automobiles, transit, and freight.
- Downtown’s streetscape is active and comfortable day and night, with pedestrian-scale lighting, landscaping, seating, and other coordinated amenities that establish a distinct identity.
- Downtown has thriving public events that are local and regional destinations.

# THE GOALS



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- Strengthen older **residential** neighborhoods, with an emphasis on encouraging homeownership, rehabilitating older buildings, maintaining the existing character, and avoiding incompatible development.
- Create a **Downtown** where shops, banks, and other traditional businesses flourish alongside creative enterprises in a friendly, lively, and successful atmosphere.
- Preserve **natural and cultural resources** by encouraging the appropriate preservation and/or reuse of older buildings and sites and the protection of environmentally sensitive resources.
- Improve the **appearance** of the Downtown's public and private realm.
- Proactively plan for improved **infrastructure**.

# THE GOALS



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- Enhance the Downtown's **transportation and circulation** system to connect and integrate amenities and destinations.
- Provide a sufficient amount of **parking** within the Downtown and ensure its use is properly managed.
- Create a Downtown that is alive night and day with **events and activities**.
- Create a Downtown where residents, workers, visitors, and patrons feel **safe** both day and night.
- Create an environment in which **young people** feel welcome in the Downtown and contribute to making it a friendly, lively, and successful atmosphere.



# Railroad Area Improvements

- Delaware Avenue
- Railroad Avenue & Hanley Street

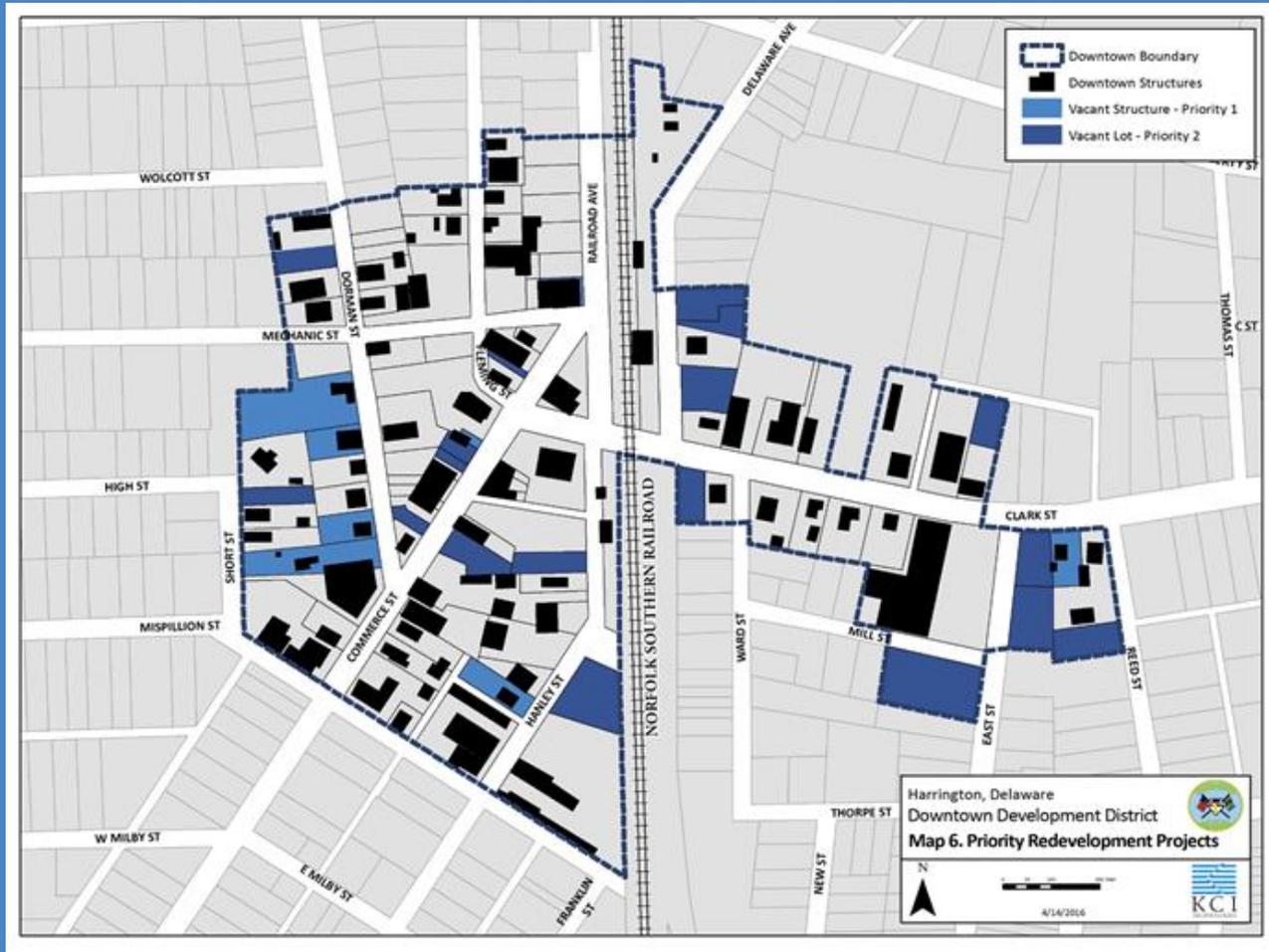


KEY  
PRIORITY  
PROJECTS



# Redevelopment Areas

- Vacant Structures
- Vacant Lots



KEY  
PRIORITY  
PROJECTS



# THE IMPLEMENTATION



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## Upon Adoption:

- DDD Application

## 1 Month:

- City Website page
- Investment Tracking
- Vacant Structures/Lots
- Tax Incentive Match
- All Incentives

## 3 Months:

- Downtown Business Map
- Downtown Marketing Brochure
- City Community Calendar
- Community Event Procedure
- Railroad Improvement Meetings

## 6 Months:

- Downtown Merchants Association
- Buy Local Program

## 1 Year:

- Spring Clean Up
- Youth Organization Involvement
- Economic Development Organization
- Downtown Annual Report
- Downtown Promotions & Events
- Infrastructure Improvements
- Landscaping and Tree Plan

# THE IMPLEMENTATION



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## 3 Years:

- Beautification Program
- Business Recruitment Program
- Downtown Art Program
- Marketing and Branding Strategy
- Sustainability Workshop
- WiFi Service

## Ongoing:

- Code Evaluation
- Communication All Levels
- Funding Opportunities
- Police Department Presence
- Property Maintenance & Code Enforcement
- Redevelopment & Development Promotion



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DOWNTOWN DEVELOPMENT DISTRICT PLAN: INCENTIVES

**Must** provide DDD  
specific incentives to  
qualify for the DDD  
State designation.



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KCI TECHNOLOGIES  
ENGINEERS | PLANNERS | SCIENTISTS | CONSTRUCTION MANAGERS

THE  
INCENTIVES



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# EXISTING CITY INCENTIVES



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- Downtown Revitalization Area Tax Incentive Program (Downtown)
- Expedited Review Process (Citywide)
- Sewer & Water Impact Fee Calculations (Citywide)
- Site Plan Extension (Citywide)
- Reduced Fee Adoption (Citywide)
- Water Usage Fee Reduction (Citywide)
- First-Time Home Buyer Realty Transfer Tax Exemption (Citywide) **2<sup>nd</sup> Read 4/18/2016**

# PROPOSED INCENTIVES



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## Citywide

- Sewer Impact Fee Reduction
- Job Creation for C-2, C-3, M, TND & IMP Zoning Impact Fee Waiver & Fee Reduction

## Downtown

- New Business License Fee Waiver
- Development Application Fee Reduction
- Development Application Expedited Review Time
- First-Time Home Buyer Tax Abatement

# THE MAPS



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- Downtown Boundary
- Downtown Aerial
- Existing Land Use
- Zoning
- Downtown Redevelopment
- Priority Redevelopment Projects
- Environmental Features
- Transportation
- Downtown Parking

# APPENDIX



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- Downtown Survey
  - Will be in final Plan
  - Survey will be posted on the City website
- Letters of Support
- Public Comments
  - Comment period now-May 9
  - Comments in writing to Clerk of Council
  - Copies at City Hall & Library
  - Plan will be posted on City website
  - All comments to be logged & addressed
- Local Incentives Enabling Legislation
- Websites & Links of Interest
- Ordinance

## Next Steps:

April 14, 2016	Project presentation to Public, Planning Commission & City Council
April 15, 2016	OSPC submittal for comments
April 18, 2016	City Council First Read Ordinance
April 15-May 9, 2016	Public Comment Period
May 9, 2016	City Council DDD Plan Public Hearing
May 16, 2016	City Council Second Read Ordinance / Possible Adoption
May 16, 2016	DDD Application Resolution Adoption
May 22, 2016	National Main Street Conference
May 31, 2016	Final grant reimbursement due date
June 1, 2016	DDD Application submittal due date



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## SCHEDULE



Thank you for choosing



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Project Planner

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302.318.1134

P. H. & S. Williams Architects, Inc.



Additional Downtown information available  
on the City's website:  
<http://harrington.delaware.gov>

Thank you!