DOWNTOWN DEVELOPMENT DISTRICT
WHY A DOWNTOWN PLAN

CONTENTS OF THE PLAN

SCHEDULE

QUESTIONS
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.
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)
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
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
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

WARNING: DUE DATES ARE CLOSER THAN THEY APPEAR
Harrington is rich in Railroad history and this is an amazing underutilized asset to promote the Downtown.
Downtown Development District Plan

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

- DDD Designation application ready
Community Outreach – Task Force Members

Viva Poore  
Jeff Bowers  
Christine Hayward  
Alan Matas

Jack Stewart  
James Callaway  
Cheryl Lahman  
Andy Patel

Meetings (4)

1- Kick-Off
2- Visioning
3- Goals & Objectives
4- Incentives
Community Outreach – Downtown Survey

- Online Survey January 11-February 19
- Paper surveys manually entered
- 88 total surveys collected
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
Community Outreach – Outreach Events (2)

Harrington Senior Center Birthday Celebration - February 16, 2016
Existing Documents

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

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

### Land Use

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

### Zoning

<table>
<thead>
<tr>
<th>Zoning Type</th>
<th>No. Parcels</th>
<th>No. Ares</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-2 Central Commercial</td>
<td>95</td>
<td>21.3</td>
<td>81%</td>
</tr>
<tr>
<td>C-3 Service Commercial</td>
<td>11</td>
<td>4.3</td>
<td>16%</td>
</tr>
<tr>
<td>R-1 Single Family Residential</td>
<td>1</td>
<td>0.8</td>
<td>3%</td>
</tr>
</tbody>
</table>

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

1. Downtown Junction
2. Cooks Tire Center
3. Power in Praise Ministries
4. Farmers' Market
5. Connections CSP
6. OMG Collage
7. Happy Tails Dog Grooming
8. The Clutter Box
9. Harrington Florist & Cakery
10. The Bowers Group
11. P&R Builders, Inc.

Harrington, Delaware
Downtown Development District
Map 5. Downtown Redevelopment

4/14/2016
### DOWNTOWN DEVELOPMENT DISTRICT PLAN: SWOT ANALYSIS

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central location</td>
<td>Lack of signage for truck bypass</td>
<td>Ability to reroute traffic totruck bypass for downtown events</td>
<td>Crumbling infrastructure</td>
</tr>
<tr>
<td>Low taxes</td>
<td>Great housing stock</td>
<td>Railroad/historic train</td>
<td>Future demand for infrastructure</td>
</tr>
<tr>
<td>Truck bypass</td>
<td>Variety of businesses</td>
<td>Provision of kiosk/map for downtown information</td>
<td>Lack of unity</td>
</tr>
<tr>
<td>Space availability</td>
<td>“Main Street” program</td>
<td>Harrington’s history</td>
<td>Route 13 competition</td>
</tr>
<tr>
<td>Rail system</td>
<td>Council desires to see City grow</td>
<td>Expand business variety/offers</td>
<td>Drug problem - real or perceived</td>
</tr>
<tr>
<td>Public utilities</td>
<td>Uniqueness of shops</td>
<td>Learning from each other</td>
<td>Crime - real or perceived</td>
</tr>
<tr>
<td>DART bus locations</td>
<td>Quality &amp; service</td>
<td>- making connections</td>
<td>Vacant houses</td>
</tr>
<tr>
<td>Walkability</td>
<td>Friendly local service</td>
<td>[stakeholder outreach program]</td>
<td>Lack of child/teen-focused activities</td>
</tr>
<tr>
<td>Public library</td>
<td>Local businesses</td>
<td>Thru-traffic</td>
<td>No “gimmick” such as Riverwalk or Circle</td>
</tr>
<tr>
<td>Comp Plan in place</td>
<td>Senior Center</td>
<td>Become center of community activities</td>
<td>Business commitment to staying downtown</td>
</tr>
</tbody>
</table>

- **STRENGTHS:**
  - 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

- **WEAKNESSES:**
  - 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
  - Listening teenagers & adults
  - Poor lighting
  - Housing in disrepair
  - Thru-traffic
  - No visible police presence
  - Lack of variety
  - Customer traffic
THE VISION

- 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

- 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

- 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
Redevelopment Areas

- Vacant Structures
- Vacant Lots
THE IMPLEMENTATION

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

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
Must provide DDD specific incentives to qualify for the DDD State designation.
EXISTING CITY INCENTIVES

- 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) 2nd Read 4/18/2016
PROPOSED INCENTIVES

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

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

- 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
Thank you for choosing

KCI Technologies

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Project Planner

lauren.good@kci.com
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Additional Downtown information available on the City’s website:
http://harrington.delaware.gov

Thank you!