



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





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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
DOWNTOWN
PLAN





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
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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



WHY A
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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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WHY A
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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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WHY A
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VIBRANT
SUCCESSFUL
DOWNTOWNS





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VIBRANT
SUCCESSFUL
DOWNTOWNS





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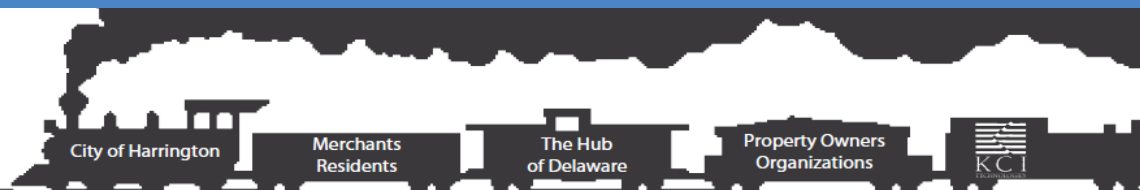
VIBRANT
SUCCESSFUL
DOWNTOWNS





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



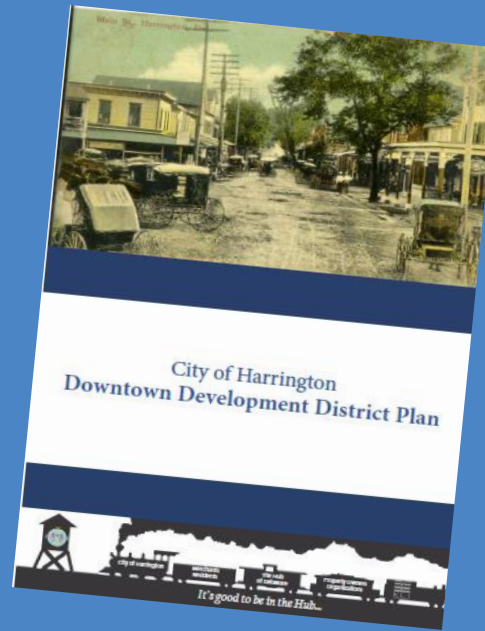
It's good to be in the Hub...

VIBRANT
SUCCESSFUL
DOWNTOWNS



Downtown Development District Plan

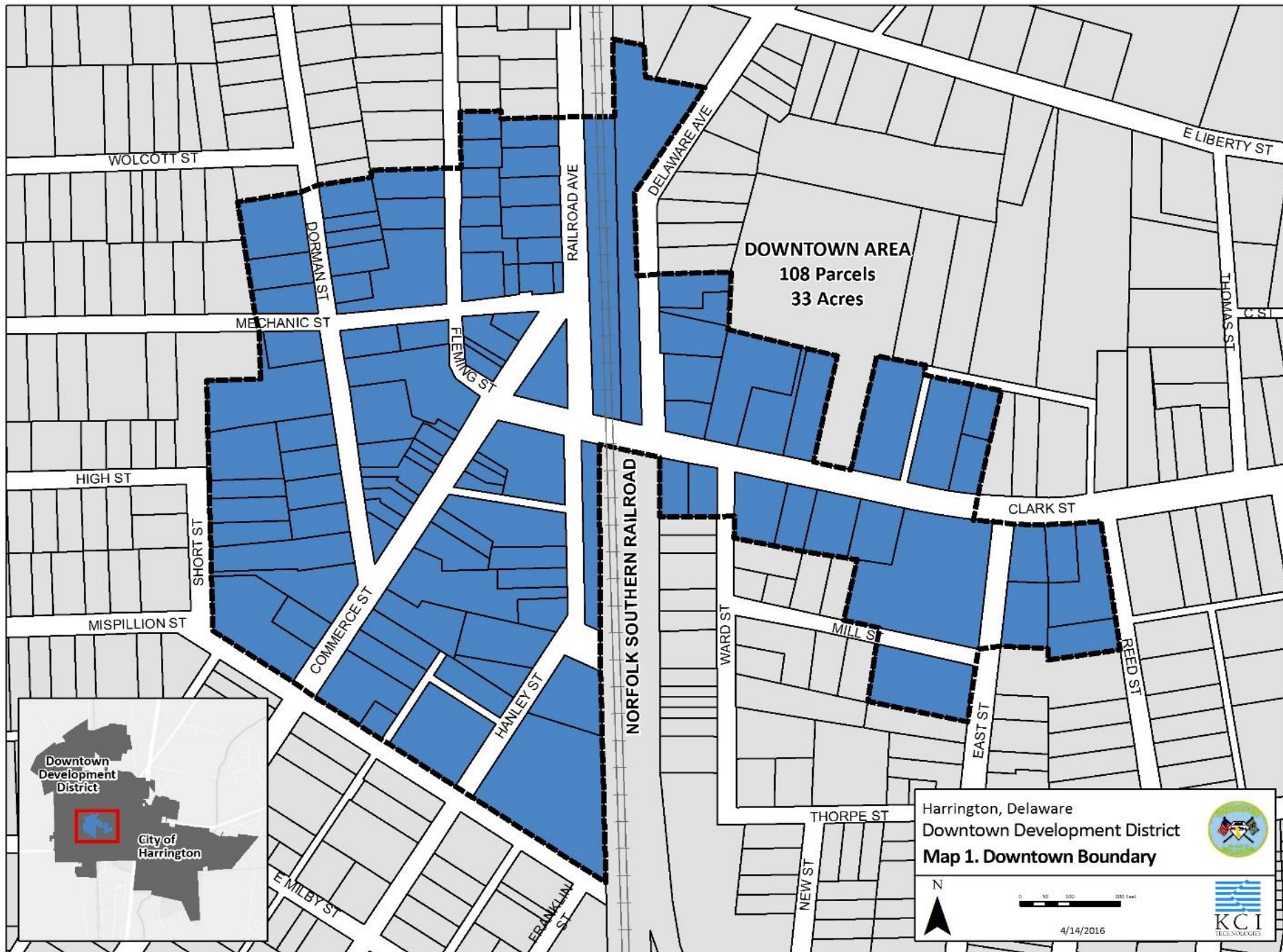
- Nine Chapters
 - Introduction
 - Data
 - Vision
 - Goals, Objectives & Strategies
 - Implementation
 - Incentives
 - Evaluation
 - Maps
 - Appendix
- DDD Designation application ready



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CONTENTS OF THE PLAN








DOWNTOWN AREA
108 Parcels
33 Acres




Harrington, Delaware
Downtown Development District
Map 1. Downtown Boundary



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4/14/2016

 KCI
TECHNOLOGIES

PLANNING PROCESS



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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



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



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



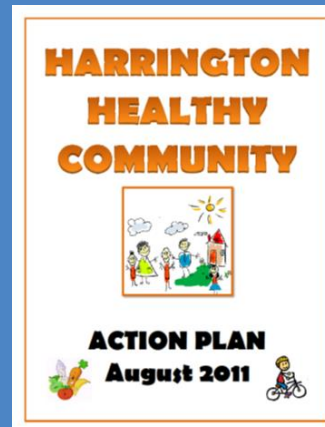
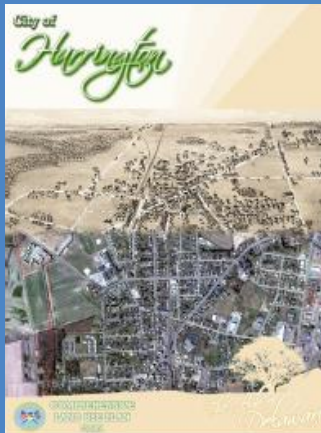
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Existing Documents

- 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

CONTENTS OF
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

Crumbliness 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

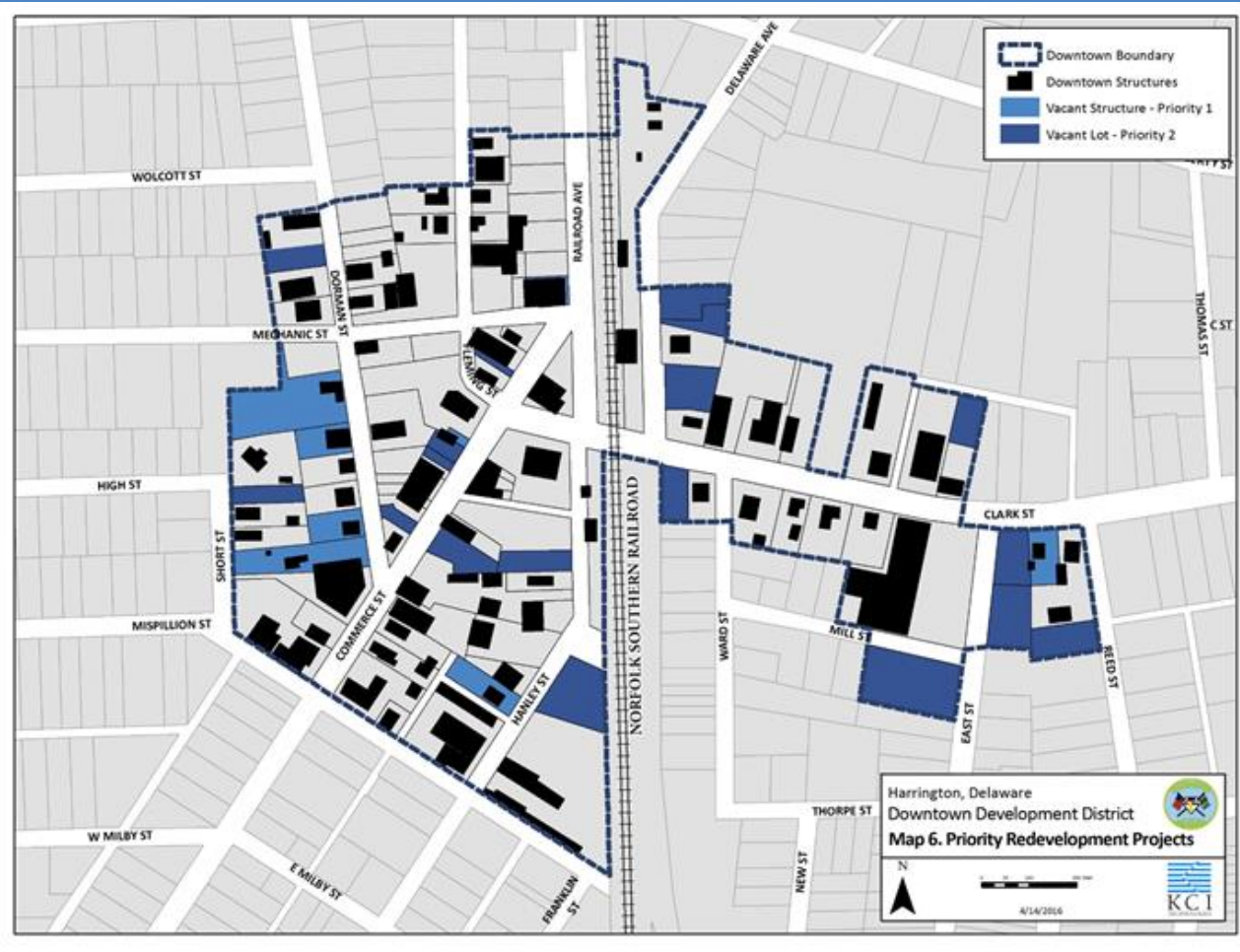


KEY PRIORITY PROJECTS



Redevelopment Areas

- Vacant Structures
- Vacant Lots



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



THE
INCENTIVES



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) **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



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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



KCI TECHNOLOGIES

ENGINEERS | PLANNERS | SCIENTISTS | CONSTRUCTION MANAGERS

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

Thank you!