EXERCISES:
DISTRICT BOUNDARY REVIEW
SWOT ANALYSIS

MODEL PROJECTS
LESSONS LEARNED

HOMEWORK:
DRAFT GOALS & OBJECTIVES

LOVE YOUR DOWNTOWN
NEXT STEPS
What is a downtown?

The central area or main business and commercial area of a town or city.
DISTRICT BOUNDARY REVIEW

CITY OF HARRINGTON DELAWARE

DISTRICT AREA
108 Parcels
33 Acres
MODEL PROJECTS
Brewbaker’s
Built 1850s
Current Use: Restaurant
Old Assessed Value: $512,700
New Assessed Value: $703,300
Construction/Other Costs: $50,000
MODEL PROJECTS

Bell Building

*Built 1938*

Current Use: Mixed Use – Café/Office

Old Assessed Value: $189,000

New Assessed Value: $725,700

Construction/Other Costs: $140,000

*Substantial Rehabilitation Property Tax Abatement*
Model Projects

Residential Townhouses

*Built 1900*

Current Use: Residential

Old Assessed Value: $385,700

New Assessed Value: $1,167,600

Construction/Other Costs: $455,000
MODEL PROJECTS
MODEL PROJECTS
MODEL PROJECTS
LESSONS LEARNED

- Stakeholders – people who own property and/or (potential) investors
- Reduce regulatory processes – both requirements and time
- Politics – stay out of the process
- Existing structures vs. new construction
- Anchor projects are the catalyst
- Repurposed materials are a plus
- Conduct feasibility study for traffic flow, requirements and public parking location
- Update Central Commercial Zoning district for downtown flexibility
- Encourage sit down restaurants with outdoor seating areas
- Encourage personal services (e.g., beauty, barber, copy/fax)
- Enforce separate utility services for each use
- Preserve character through creating business friendly design standard regulations
- Integrate the railroad station/tracks with the downtown character
- Assist in marketing walkability and community events with local merchants
- Continue the rotation of the street banners to promote community events
- Permit downtown mixed permitted uses
- Improve the relationship between the City and Norfolk Southern
- Conduct master plan and implement improvements (e.g., bicycle racks, transit bus shelter, benches, planters, downtown directory, common outdoor sitting areas)
- Continue to support infrastructure and events at Freedom Park

From the Comprehensive Land Use Plan

AECOM
## Task Force Worksheet: Goals & Objectives

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**Homework**

Draft Goals & Objectives
GOAL:
Create a vibrant & economically sustainable downtown that serves the needs of area residents, business owners, and encourages greater visitation.

OBJECTIVE:
Promote the Harrington Downtown Development District as the city’s social, cultural, and economic center.

STRATEGY:
• Market a positive image of downtown
• Encourage more local shopping
• Develop, continue, and strengthen successful promotions, special events & programs
CITY OF HARRINGTON
DOWNTOWN DEVELOPMENT DISTRICT

DOWNTOWN OPEN HOUSE
FEBRUARY 5, 2016
3:00 PM - 6:00 PM

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 and 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

February 3\textsuperscript{rd}, 4\textsuperscript{th}, or 5\textsuperscript{th}? Time?
AECOM

- Finalize Existing Conditions Analysis, including results of survey
- Continue drafting Goals, Objectives & Strategies
- Prepare for Community Event
- Begin drafting Implementation plan
- Revise & continue preparing Maps

TASK FORCE MEMBERS

- Attend Community Event – “Love Your Downtown”
- Complete online survey by 2/19 & encourage others to do so as well!
- Complete Goals & Objectives homework

EVENTS/MEETINGS

- “Love Your Downtown” Community Event – Feb
- Task Force Meeting #3 – March
- Task Force Meeting #4 – April
- Public Hearing – April
Thank you