



CITY OF  
HARRINGTON  
DELAWARE

## TASK FORCE VISIONING MEETING

1/12/2016

**AECOM**





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**EXERCISES:**  
*DISTRICT BOUNDARY REVIEW*  
*SWOT ANALYSIS*

**MODEL PROJECTS**  
**LESSONS LEARNED**

**HOMEWORK:**  
*DRAFT GOALS & OBJECTIVES*

**LOVE YOUR DOWNTOWN**  
**NEXT STEPS**

**TODAY'S  
AGENDA**

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What is a  
downtown?

*The central area or  
main business and  
commercial area of  
a town or city.*





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## SWOT ANALYSIS

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**TASK FORCE WORKSHEET: SWOT ANALYSIS**

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

 CITY OF HARRINGTON DELAWARE

**DOWNTOWN  
DEVELOPMENT  
DISTRICT**

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# DISTRICT BOUNDARY REVIEW



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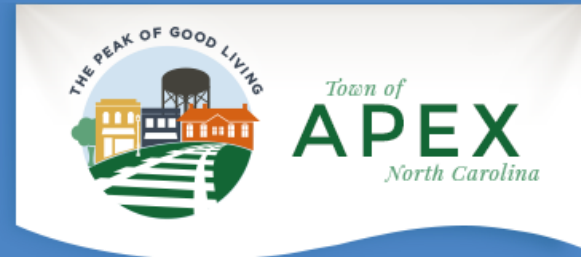
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# MODEL PROJECTS



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# MODEL PROJECTS



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**Winchester**  
*Virginia*



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# MODEL PROJECTS



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Winchester  
*Virginia*



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# MODEL PROJECTS



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## Brewbaker's

*Built 1850s*

Current Use: Restaurant

Old Assessed Value: \$512,700

New Assessed Value: \$703,300

Construction/Other Costs: \$50,000



Winchester  
Virginia

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# MODEL PROJECTS



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## 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*



Winchester  
Virginia

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# MODEL PROJECTS



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## Residential Townhouses

*Built 1900*

Current Use: Residential

Old Assessed Value: \$385,700

New Assessed Value: \$1,167,600

Construction/Other Costs: \$455,000



Winchester  
Virginia

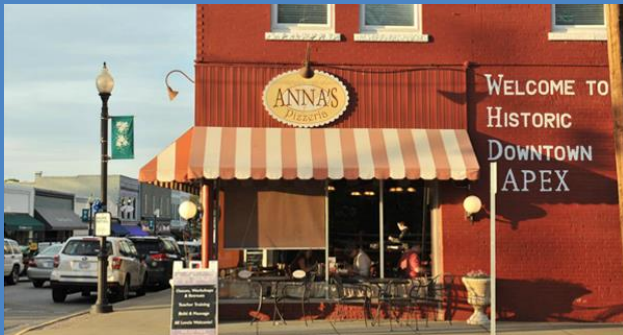
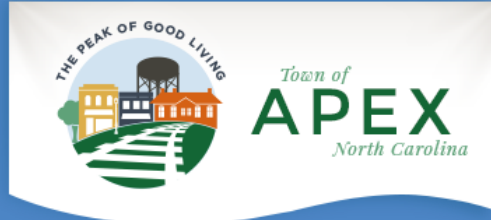
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# MODEL PROJECTS



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 **KESWICK  
VILLAGE**

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# MODEL PROJECTS



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Sheridan Hollow,  
Albany



**Habitat**  
for Humanity®

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# LESSONS LEARNED



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- 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



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## DRAFT GOALS & OBJECTIVES

From the  
Comprehensive  
Land Use Plan





GOAL:

OBJECTIVE:

STRATEGY:

GOAL:

OBJECTIVE:

STRATEGY:

GOAL:

OBJECTIVE:

STRATEGY:

GOAL:

OBJECTIVE:

STRATEGY:



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## HOMework

Draft Goals &  
Objectives

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## 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*

## HOMEWORK

Draft Goals & Objectives

## EXAMPLE

# LOVE YOUR DOWNTOWN



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**LOVE YOUR  
DOWNTOWN**

## **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 starging 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



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**February 3<sup>rd</sup>, 4<sup>th</sup>, or 5<sup>th</sup>?  
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*



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NEXT  
STEPS

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Thank you