



CITY OF
HARRINGTON
DELAWARE

TASK FORCE
MEETING No. 3

GOALS &
OBJECTIVES

3/10/2016



DOWNTOWN DEVELOPMENT DISTRICT

SPEED
LIMIT
25

SNOW ROUTE
NO PARKING
AFTER
SNOW FALL
EXCEEDS
POLICE TOW AWAY



CITY OF
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DELAWARE

LOVE YOUR DOWNTOWN OVERVIEW SURVEY RESULTS

EXERCISES:

SWOT UPDATE
DRAFT GOALS & OBJECTIVES

HOMEWORK:

INCENTIVES
PROFILES

NEXT STEPS

TODAY'S AGENDA



LOVE YOUR DOWNTOWN – BUSINESS OPEN HOUSE



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The Journal
TJ
Serving Harrington and Lake Forest School District

What's Inside
Wednesday, Feb. 10, 2016
Vol. 100 No. 6 • 50 cents

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Staying alive ... page 19
Family affair ... page 21

Love Your Downtown event a "success"



Project Manager Debbie Pfiel, Project Lead Lauren Good and City Manager Terry Tieman enjoy the winnings of Rev. Larry Jameson of Abury United Methodist Church in Harrington from the Love Your Downtown event Friday, Feb. 12. See more on page 5.

The Journal/Jennifer Antonik



LOVE YOUR DOWNTOWN – BUSINESS OPEN HOUSE



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LOVE YOUR DOWNTOWN – SENIOR CENTER OUTREACH



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SURVEY RESULTS



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- TOTAL RESPONSES – 88
 - 40% - Harrington Residents
 - 25% - Visitors
 - 15% - Harrington Property Owners
 - 14% - Harrington Employee (within the downtown area)
 - 7% - Harrington Business Owners

- Shopping Frequencies (Q2):
 - Downtown Harrington – once every few months (31%)
 - Route 13 Corridor – 2-4 times a week (40%)
 - Milford – once a week (27%)
 - Seaford – never (45%)
 - Dover/Camden – once a week (28%)
 - Write-ins include: beaches, Greenwood, Georgetown, Middletown, Easton, Salisbury, Newark, and Baltimore

SURVEY RESULTS



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- Places/Stores Visited in Harrington (Q3):
 - Post Office or Bank – 75%
 - Retail – 51%
 - Restaurant – 40%
 - City – 22%
 - Service – 17%
 - Other – 14%
 - Freedom Park – 9%
 - Farmers' Market – 8%

- Times Visited (Q4):
 - M-F, before 5 (53%)
 - M-F, 11-2 (19%)
 - M-F, after 5 (12%)
 - S-S, before 5 (11%)
 - S-S, after 5 (7%)

SURVEY RESULTS



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- Event Attendance (Q5):
 - Heritage Day (84%)
 - Christmas Parade (75%)
 - Police National Night Out (38%)
 - Tree Lighting Ceremony (35%)
 - Other (8%)
 - Movies
 - Library Functions
 - Church

SURVEY RESULTS



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■ What attracts you to a shopping/business area (Q7)?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Friendly customer service	58%	33%	7%	1%	0%
Quality of products & services	49%	36%	10%	4%	1%
Price	37%	46%	13%	3%	1%
Variety of products & services	46%	36%	11%	4%	3%
Look & feel of area	34%	48%	12%	4%	1%
Pedestrian safety/convenience	39%	40%	13%	4%	4%
Convenient parking	42%	36%	14%	4%	3%
Convenient location	31%	46%	17%	4%	1%
Nearby places to eat	31%	39%	23%	6%	1%
Independent > chains	36%	29%	29%	6%	0%
One-stop shopping	21%	42%	20%	12%	5%
Shopping after 5pm	19%	33%	36%	7%	4%

SURVEY RESULTS



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- Do you feel safe (Q8):
 - Daytime? **100% said YES!!**
 - Nighttime? 61% said yes. Reasons for those who said no:
 - Drugs (5)
 - Too many young kids/teenagers present (4)
 - Loitering adults (3)
 - Poor lighting (3)
 - Housing in disrepair (2)
 - Violence (2)
 - No visible police presence (2)
 - Thru-traffic (1)
 - Crime (1)
 - People walking in street (1)
 - Vacant houses/squatters (1)

SURVEY RESULTS



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- Major Advantages (Q9):
 - Friendly local service – 64%
 - Supporting local businesses – 63%
 - Convenient location – 58%
 - Lack of traffic/crowds – 41%
 - Within walking distance – 34%
 - Small town/historic character – 34%
 - Know local employees – 33%
 - Easy to find parking – 32%
 - Fair prices – 26%
 - Events at Freedom Park – 22%
 - Selection of goods/services – 11%

SURVEY RESULTS



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- Major Disadvantages (Q10):
 - Lack of variety of goods/services – 82%
 - Limited hours – 39%
 - Poor appearance – 36%
 - Difficult/inconvenient to park/walk – 24%
 - Traffic – 10%
 - High prices – 7%
 - Inconvenient location – 4%
 - Poor customer service – 0%
 - Write-ins: train, condition of roads, crime, lack of bistro/coffee shop

SURVEY RESULTS



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■ Future Scenarios (Q11):

	Very Appealing	Somewhat Appealing	Not Appealing
Community Center	69%	21%	4%
Green Space	54%	41%	3%
Professional	45%	28%	19%
Destination Niche Retail	44%	35%	10%
Neighborhood Retail	43%	39%	9%
Residential Mix	40%	43%	13%
Regional Retail Center	27%	43%	19%

SURVEY RESULTS



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- What businesses would you like to see in the downtown (Q12)?
 - Personal service – 59%
 - Public and civic – 54%
 - Commercial retail – 51%
 - Specialty retail – 39%
 - Professional office – 31%
 - Youth programs – 30%
 - Convenience store – 20%
 - Temporary – 16%
 - Institutional – 14%

SURVEY RESULTS



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- What restaurants would you like to see in the downtown (Q13)?
 - Locally-owned restaurants – 68%
 - Coffee shop – 61%
 - Deli/sandwich – 51%
 - Specialty food – 48%
 - Breakfast/lunch dining – 46%
 - Evening dining – 45%
 - Tavern and grill – 35%
 - Grocery store – 23%
 - Chain restaurants – 23%
 - Fast food/take out – 10%

SURVEY RESULTS



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- What types of arts/cultural events & activities are best suited for the downtown (Q14)?
 - Food festival – 67%
 - Seasonal/holiday festival – 67%
 - Kid-friendly/family-friendly event – 59%
 - Outdoor concert – 52%
 - Antique festival – 48%
 - Cultural/heritage festival – 41%
 - “First Friday” – 41%

SURVEY RESULTS



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- What changes would help improve the downtown area (Q15)?
 - Greater variety of stores – 80%
 - Improved appearance – 54%
 - Attractive outdoor dining areas – 45%
 - Improved parking – 36%
 - Creative storefronts & signage – 35%
 - Additional promotion & advertising – 32%
 - Greater variety of merchandise – 29%
 - Greater feeling of safety – 28%
 - Greater selection of merchandise – 28%
 - Better atmosphere – 26%
 - Expanded store hours – 25%
 - Additional outdoor seating – 20%
 - More competitive pricing – 12%
 - Better quality of merchandise – 9%
 - Less traffic congestion – 7%
 - Improved customer service – 3%

SURVEY RESULTS



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- What could be done with vacant lots/buildings (Q17)?
 - Kid-friendly
 - Sitting area
 - Soup kitchen
 - Code Purple
 - Flea market
 - Consignment shop
 - Used bookstore
 - Coffee house
 - Card & gift shop
 - Pop-up program
 - Parking
 - Theater
 - Upscale eater/pub
- Gym/fitness classes
- Arts center
- What would you keep vs. change (Q18)?
 - Keep: character & design, storefront displays, local merchants, small town atmosphere, friendly people
 - Change: vacant buildings, fewer apartments, more variety, expand hours, Holiday offerings, improve upkeep, more police patrols, business association to focus on business not politics

SURVEY RESULTS



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- What would help attract people to the downtown (Q19)?
 - Longer business hours
 - More events
 - More shops
 - Park/picnic area
 - Better advertising
 - Unique venue
 - Fix up existing buildings
 - More code enforcement
 - “gimmick” – think Milford’s Riverwalk or Georgetown’s Circle
 - No loitering

SURVEY RESULTS



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MERCHANT SURVEY

- Do you have a need to expand?
 - Yes – 40%
 - No – 20%

- What would you need to expand downtown?
 - Available space – 50%
 - New building – 25%
 - Parking – 25%
 - Capital/funding – 25%

SURVEY RESULTS



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MERCHANT SURVEY

- Thoughts on store hours:
 - I am open all the hours I need to be – 50%
 - I would be open more hours if I were sure of sales – 50%

- Would you be interested in expanded hours for special events:
 - Yes – 50%
 - No – 50%

SURVEY RESULTS



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MERCHANT SURVEY

- Major barriers facing your business:
 - Customer traffic – 50%
 - Cost of rent/property – 50%
 - Codes/regulations – 50%
 - Current economic conditions – 50%
 - Parking – 50%



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TASK FORCE WORKSHEET: SWOT ANALYSIS

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

 CITY OF HARRINGTON DELAWARE
DOWNTOWN DEVELOPMENT DISTRICT

 **KCI TECHNOLOGIES**
ENGINEERS | PLANNERS | SCIENTISTS | CONSTRUCTION MANAGERS

SWOT UPDATE



DRAFT GOALS & OBJECTIVES

TASK FORCE WORKSHEET: GOALS & OBJECTIVES

<p>GOAL:</p> <p>OBJECTIVE:</p> <p>STRATEGY:</p>	<p>GOAL:</p> <p>OBJECTIVE:</p> <p>STRATEGY:</p>
<p>GOAL:</p> <p>OBJECTIVE:</p> <p>STRATEGY:</p>	<p>GOAL:</p> <p>OBJECTIVE:</p> <p>STRATEGY:</p>


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DOWNTOWN DEVELOPMENT DISTRICT


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DOWNTOWN DEVELOPMENT DISTRICT PLAN: INCENTIVES

Example: Provide an expedited review process for (re)development projects within the Downtown Development District.



HOMEWORK
Incentives



DOWNTOWN DEVELOPMENT DISTRICT PLAN: STAKEHOLDER PROFILE

We will be including stakeholder profiles in both a Plan Appendix, as well as creating an online site that the City can use in perpetuity to update with businesses and organizations within the Downtown District. In order to provide the most up-to-date and correct information, we are asking you to provide it! Please email Lauren Good with the following information by Friday, March 25. Lauren's email is lauren.good@kci.com. Questions can be sent to the same email address or you can reach Lauren by phone at (302) 318-1134.

- Business/Organization Name
- Address
- Phone
- Email
- Website (if you have one)
- Social Media Accounts (if you have them)
- Business/Organization Logo (if you have one)

Photo (if you'd like us to use one)
A brief summary of your business/organization. Tell customers/clients/members in your own words about your business/organization, what you do, and how you do it.

Example:
Bath Remodeling Just Got More Enjoyable!

There is no easier way to give your bathroom a fresh look that your family can enjoy for years to come than with BATH FIT-TER's selection of acrylic bathtubs, bathtub walls, shower liners, and other bathroom remodeling products.

All of our seamless products are made from the finest materials and created with your safety in mind. We can help you attain any look with stylish acrylic bathtubs, shower surrounds, bath doors, shower doors, and tub-to-shower conversions that will meet your bathroom design and functionality needs without compromising on quality. And we can install your new bath or shower in just one day!

Explore our collection of acrylic bathtubs, shower liners, bath tub doors, shower doors, safety grab bars and other accessories that can be custom-fitted to suit your bathroom perfectly while proving durability, quality and style.



HOMEWORK Profiles





KCI

- *Continue drafting Goals, Objectives & Strategies*
- *Collect Profiles for inclusion in Plan*
- *Prepare Incentives Task Force Meeting*
- *Continue drafting Implementation plan*
- *Prepare for Public Workshop*
- *Prepare for submission to Office of State Planning*

TASK FORCE MEMBERS

- *Complete Profile for inclusion in Plan – due 3/25*
- *Prepare additional Goals & Objectives – finalize at next Task Force Meeting*
- *Think of possible Incentives*
- *Attend Project Presentation (TF Meeting No. 5)*

EVENTS/MEETINGS

- *Task Force Meeting No. 4 – March 23*
- *Task Force Meeting No. 5 – April 14*
- *City Council 1st Read – April 18*
- *City Council Public Hearing – May 2*
- *City Council 2nd Read & Possible Adoption – May 16*

NEXT STEPS



SPEED
LIMIT
25

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AFTER
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EXCEEDS
ONE HOUR
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Lauren Good – NEW CONTACT INFO!
lauren.good@kci.com
(302) 318-1134

Thank you!