INTRODUCTIONS
DOWNTOWN DEVELOPMENT DISTRICT ACT
PROJECT SCOPE & SCHEDULE
ROLES & RESPONSIBILITIES
PROJECTS & INVESTMENTS
DRAFT DISTRICT BOUNDARY
ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES

EXERCISES:
SWOT ANALYSIS
COMMUNITY SURVEY

NEXT STEPS
INTRODUCTIONS

Welcome
DDD OVERVIEW

- Enacted in 2014 by the General Assembly:
  - Housing & Community Development
    - Help build stable community of long-term residents
    - Increase homeownership for all incomes
    - Reduce amount of vacant housing
  - Economic Development
    - Improve commercial vitality
    - Stimulate job growth
    - Build diverse array of businesses
    - Harness attraction of Delaware downtowns
DDD OVERVIEW

- 2014: 10 Applications
  - Approved 3 Districts: Wilmington, Dover, and Seaford
- Limited number of Districts to 15 at one time
- 10 year District designation with potential for two 5-year extensions
- Offset 20% of capital construction costs for private developers
- Status:
  - No applications are being accepted in the current Fiscal Year
  - No Funding
DDD OVERVIEW

- 3 Application Components
  - Need and Impact of the District designation (50% weight)
  - Quality of the District Plan (30% weight)
  - Quality of the Local Incentives offered (20% weight)
NEIGHBORHOOD BUILDING BLOCKS FUND

- Funded by the JP Morgan Chase Settlement Agreement
- $350,000 allocated to planning
- Awarded one of 7 NBBF grants in 2015
- Harrington received $40,000 to develop a District Plan:
  - Include an extensive stakeholder and public outreach process
  - Prepare a District Plan and Maps for submission to Office of State Planning Coordination (and future DDD Designation Application)
  - Engage a planning consultant – AECOM
The District Plan will:

- Unite business, government, and citizens to attain common goals
- Coordinate economic marketing efforts
- Articulate and illustrate the shared vision and strategies
- Assess assets and opportunities as well as obstacles to overcome
- Identify a Priority Project
- Be a promotional tool
- Assist in marketing walkability and community events

Performance Metrics:

- A user-friendly document with specific and achievable recommendations
- Downtown Development District designation
- New marketing and economic development incentive tools
PROJECT SCOPE

DISTRICT PLAN

Tasks / Outline:

- Background & Data Collection
- Existing Conditions Analysis
- Vision, Goals & Objectives
- Strategies

- Demographics & Housing
- Economic Development
- Natural & Cultural Resources
- Land Use & Zoning
- Built Environment
- Development Potential
- Community Events/Outreach
PROJECT SCOPE

DISTRICT PLAN

Implementation

- Local Incentives
- Key Priority Project(s)
- Short & Long Term Priorities
- Political Will & Ability
- Local Leadership Role
- Agency Coordination
- Partnerships
- Funding Opportunities
- Marketing & Branding
<table>
<thead>
<tr>
<th>Task 1. Research &amp; Data Collection:</th>
<th>✓ Complete</th>
<th>Ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Task 2. Existing Conditions Analysis:</td>
<td>Task Force Meeting #1 (tonight)</td>
<td></td>
</tr>
<tr>
<td>Task 4. Strategies &amp; Implementation:</td>
<td>Task Force Meeting #3 (March 2016)</td>
<td></td>
</tr>
<tr>
<td>Task 5. Maps &amp; Illustrative Plan:</td>
<td>Ongoing</td>
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</table>
ROLES & RESPONSIBILITIES

- Additional Stakeholders
- Residents, Employees & Visitors
- Harrington Staff & AECOM
ROLES & RESPONSIBILITIES

TASK FORCE MEMBERS

- Business Owners
- Religious Institutions
- Financial Institutions
- City of Harrington
- Property Owners
- Historical Society
- Renters

WHO ELSE SHOULD BE INVITED?
CURRENT DOCUMENTS

- Comprehensive Land Use Plan
- Healthy Community Action Plan
- Chapter 440, Zoning Code
PROJECTS & INVESTMENTS

RECENT INVESTMENTS

- Freedom Park
- Sidewalks
- Murals / Painting
- Awnings / Window Lettering
- Planters
- Farmers’ Market
• Must include traditional mixed-use downtown area
• Max 85 acres based on 2010 population size
**DEMOGRAPHICS**

**Population**
- 20% increase between 2000 (460) and 2010 (554)
  - District
- 12% increase between 2000 (3,174) and 2010 (3,562)
  - Town

**Income / Poverty**
- Median household income - 2013
  - Town - $38,182
  - County - $55,149
  - State - $60,000
- Median per capita income – 2013
  - Town - $17,891
  - County - $24,851
  - State - $28,200
- Poverty rate - 2013
  - Town – 19.7%
  - County – 12.9%
  - State – 11.7%
## ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES

### HOUSING

<table>
<thead>
<tr>
<th>Owner-Occupied</th>
<th>Vacancy</th>
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<tbody>
<tr>
<td>District – 45.2%</td>
<td>District – 14.7%</td>
</tr>
<tr>
<td>Town – 51.5%</td>
<td>Town – 9.0%</td>
</tr>
<tr>
<td>County – 72.9%</td>
<td>County – 7.7%</td>
</tr>
<tr>
<td>State – 72.1%</td>
<td>State – 15.7%</td>
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## Occupations

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Management, business, science, and arts</td>
<td>28.6%</td>
</tr>
<tr>
<td>Sales and office</td>
<td>23.1%</td>
</tr>
<tr>
<td>Service</td>
<td>22.0%</td>
</tr>
<tr>
<td>Natural resources, construction, and maintenance</td>
<td>13.2%</td>
</tr>
<tr>
<td>Production, transportation, and material moving</td>
<td>13.2%</td>
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</tbody>
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## Industries

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational services, health care &amp; social assistance</td>
<td>24.7%</td>
</tr>
<tr>
<td>Retail trade</td>
<td>17.8%</td>
</tr>
<tr>
<td>Arts, entertainment, recreation, accommodation &amp; food services</td>
<td>11.6%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>10.6%</td>
</tr>
<tr>
<td>Public administration</td>
<td>10.4%</td>
</tr>
<tr>
<td>Other services, except public administration</td>
<td>8.0%</td>
</tr>
<tr>
<td>Construction</td>
<td>7.8%</td>
</tr>
<tr>
<td>Transportation &amp; warehousing, utilities</td>
<td>3.0%</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>2.6%</td>
</tr>
<tr>
<td>Information</td>
<td>1.6%</td>
</tr>
<tr>
<td>Professional, scientific, management, administrative &amp; waste management services</td>
<td>1.5%</td>
</tr>
<tr>
<td>Finance &amp; insurance, real estate &amp; rental and leasing</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

18% Unemployment

**EMPLOYMENT**
ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES

CITY OF HARRINGTON DELAWARE

ENVIRONMENT

Legend
- Draft Downtown Development District
- Excellent Recharge Area
- Well Head Protection Areas

DISTRICT AREA
107 Parcels
33 Acres
ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES

COMMUNITY EVENTS

- Heritage Day
- Police National Night Out
- Tree Lighting Ceremony
- Christmas Parade
ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES

CURRENT LAND USE

Existing Land Use
- Residential
- Multifamily
- Commercial
- Mixed
- Institutional
- Manufacturing
- Openspace
- Vacant
- Railroad

Map showing various land parcels and their usage categories.
ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES

CITY OF HARRINGTON DELAWARE

ZONING

- 96 lots 83%
- 11 lots 17%

C-2 Central Commercial
C-3 Service Commercial
ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES
ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES

CITY OF HARRINGTON DELAWARE

REDEVELOPMENT POTENTIAL

Draft DDD Boundary
Building
Railroad
Parking Area
Vacant Building
Vacant Lot / Infill Potential
ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES
SWOT ANALYSIS

COMMUNITY SURVEY
CITY OF HARRINGTON DELAWARE

Caring business owners
- Lack of character and maintenance

Central community event location
- Competition with Route 13

SWOT Analysis

ISSUES, CHALLENGES, ASSETS & OPPORTUNITIES
COMMUNITY SURVEY

- Discuss questions (Task Force)
- Prepare outreach brochure (AECOM)
- Create online survey forms (AECOM)
- Test online survey forms (AECOM)

Survey Release Date - ?
Downtown Business Bazaar
AECOM

- Finalize Research & Data Collection
- Finalize Existing Conditions Analysis
- Finalize/Administer Community Survey
- Prepare for Community Event
- Begin drafting preliminary Goals & Objectives
- Prepare Maps

TASK FORCE MEMBERS

- Continue SWOT Analysis
- Complete & help distribute Community Survey
- Attend Community Event #1
- Think about Goals, Objectives, and Strategies

EVENTS/MEETINGS

- Community Event #1 – (TBD)
- Task Force Meeting #2 – (TBD)
Thank you

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