South Wilmington

Sources: US Census Bureau shapefile; South Wilmington Planning Network; New Castle County GIS Open Data; Delaware FirstMap Data
Overview

**Task:** Update dated 2006 Neighborhood Plan

**Partners:** South Wilmington Planning Network & Southbridge Civic Association

**Funding:** Healthy Communities Delaware

**Consultant:** Asakura Robinson
2006 Neighborhood Plan

“Create a Central Park located to the immediate west of Southbridge.”

Housing affordability requirement

Local jobs agreement with developers

Create destinations

Transportation improvements
Building on the 2028 Comprehensive Plan

“Emphasize wetland park trails as an alternative pedestrian and bicycle route between Southbridge and other destinations.”

Strong Safe Neighborhoods
Robust Local Economy
Connected City and Region
Sustainable and Resilient City
Leverage the Neighborhood Plan to strengthen the foundation of wellness

Health & Wellness

education, housing, health care, jobs, walkability, social and community cohesion
Steering Committee

- Civic Association*
- WILMAPCO
- University of Delaware
- Local business
- Non-profits**
- City of Wilmington

* 8 paid representatives including a youth rep.

**Henrietta Johnson Medical Center
Neighborhood House
Delaware Nature Society
Christina Conservancy/American Rivers
Healthy Communities Delaware
**Project Timeline**

**Phase 1: Understand** *(Jan-Apr)*
- Existing Conditions Report
- Workshops with the Steering Committee and public
- Interviews
- Survey*

**Phase 2: Envision** *(Apr-Jun)*
- Working Group Meetings
- Draft recommendations and action steps
- Mission and Vision Statements
- Survey*

**Phase 3: Act** *(Jun-Aug)*
- Final Prioritized Recommendations and Action Steps
- Workshops with the Steering Committee and public

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*Conducted by paid residents*
Early Findings
Data note. . .

Southbridge is lumped w/South Wilmington (Tract 19.02)

Riverfront development skews Southbridge’s data & vice versa

Equity indicators impacted
- Urban tech deserts
- Opportunity zones
- Etc.
Data note. . .

Examining ways to at least better delineate block groups
Selected Existing Conditions

- Elevated poverty
- High unemployment
- More bus dependent
- Surrounding industrial land
- Lots of vacant land
What People Love about Southbridge

Strong sense of community and identity

Southbridge Wilmington Wetland Park

Neighborhood institutions

Generally low crime rate
Biggest Challenges Facing Southbridge

Flooding, sea level rise
Finding agreement on issues
Pockets & perceptions of crime
Education access/youth programming
Development and changes to the neighborhood
Growing Socio-economic Inequities

*Note: Year 2000 income figures are roughly adjusted for 2017 inflation by tabulating the HH cohort earning more than $75k/year. That comes to about $107k in inflation-adjusted dollars.
Growing Socio-economic Inequities

![Graph showing the growing racial income gap in Wilmington.


*2017 inflation-adjusted dollars*
Emerging Priorities

Equitable Development

Affordable Living and Quality Housing

Local Entrepreneurship

Resilience to Flooding and Sea Level Rise

Improved Mobility
>27% 0-Car HH

Connectivity

Traffic calming/healthy streets

Reducing Trucks
Project Timeline

**Phase 1: Understand** (Jan-Apr)
- Existing Conditions Report
- Workshops with the Steering Committee and public
- Interviews
- Survey*

**Phase 2: Envision** (May-Jun)
- Working Group Meetings
- Draft recommendations and action steps
- Mission and Vision Statements
- Survey*

**Phase 3: Act** (Jun-Aug)
- Final Prioritized Recommendations and Action Steps
- Workshops with the Steering Committee and public

*Conducted by paid residents
Survey 1

Online version
Door-to-door short form
Mail back long form
Quotas by neighborhood quadrant

Administrators
5 Southbridge residents (1 youth)
4 Warehouse Teen Executives

Win up to $100 by taking the Community Survey for the Southbridge Neighborhood Plan!

Go to www.bit.ly/Part1survey or scan the QR code
Text “Help” to 504-656-9129 to get assistance filling out the survey or email Jessica Williams at jessica.williams@asakurarobinson.com.

SURVEY TOPICS:
- Housing Affordability and Conditions
- Transportation Access
- Small Businesses and Economic Opportunities
- Resident Health

Go to www.bit.ly/SBNPlan for more information on the Southbridge Neighborhood Plan
Early Implementation

Barbara Hicks Park Revitalization
• $500,000 total
• Currently mostly unfunded

$5,000 set aside this year

Additional HCD funding possible
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