City of Wilmington
Department of Planning and Development

2028 Comprehensive Plan Update

WILMAPCO ‘S 20 19 Our Town: Planning for Tomorrow

February 7, 2019
Agenda

- Wilmington 2028 – Comprehensive Plan Update Status
- Public Input
- Goals and Preliminary Action Items
- Current Plan Format
- New Plan Format
- Schedule
- Questions
Public Input

**Engagement**

- Interviews (35)
- Surveys (2,367)
- Public forums (236 people at 5 forums)
- Focus groups (10)
  - Topics
    - Economic development
    - Creative sector: arts / culture / tech / entrepreneurs
    - Community development / blight / public safety
    - Connectivity
    - Environment
    - Parks and recreation
    - Youth programs and services
    - Youth ages 13-18
    - Community health and services
    - Spanish-speaking

- Public forum
SURVEY SAYS...

2367 PEOPLE COMPLETED THE SURVEY
SURVEY RESPONDENTS’ RELATIONSHIP TO WILMINGTON

1,579 TOTAL RESIDENTS

- 691 LIVE & WORK
- 888 JUST LIVE
- 477 COMMUTE IN TO WILMINGTON FOR WORK
- 311 JUST VISIT WILMINGTON

WILMINGTON 2028 SURVEY, SEPT - NOV 2017
CITYWIDE: FEELINGS ABOUT THE CITY’S PAST & FUTURE

HAS WILMINGTON GOTTEN BETTER OR WORSE IN THE PAST FIVE YEARS?

- WORSE
  - LIVE IN WILMINGTON: 49%
  - COMMUTE IN TO WILMINGTON FOR WORK: 40%
  - JUST VISIT: 43%

- BETTER
  - LIVE IN WILMINGTON: 26%
  - COMMUTE IN TO WILMINGTON FOR WORK: 34%
  - JUST VISIT: 32%

WILL WILMINGTON GET BETTER OR WORSE IN THE NEXT FIVE YEARS?

- WORSE
  - LIVE IN WILMINGTON: 18%
  - COMMUTE IN TO WILMINGTON FOR WORK: 18%
  - JUST VISIT: 13%

- BETTER
  - LIVE IN WILMINGTON: 48%
  - COMMUTE IN TO WILMINGTON FOR WORK: 56%
  - JUST VISIT: 47%

WILMINGTON 2028 SURVEY, SEPT - NOV 2017

"More litter, more noise, more shooting, more drugs."
"More people and things to do."
"More people living & working in the city."
"People won't be afraid to come shop and hang out."
"Crime continues to get worse."
"Will be overrun with rental properties."
Wilmington in 2028 will...

49 Be safe
36 Be vibrant, with things to do
26 Be easy to get around (walk, bike, transit)
24 Have economic opportunities
19 Be community-oriented and engaged
17 Have youth opportunities
16 Have revitalized neighborhoods
16 Be clean and attractive
12 Be proud
12 Have affordable housing
12 Have great parks
10 Be green and sustainable
8 Have more residents
6 Be healthy
6 Be diverse and cosmopolitan
COMMUTING HABITS

MODE OF TRAVEL TO WORK

- Commute In to Wilmington: 92%
- Just Live in Wilmington: 74%
- Live & Work in Wilmington: 65%
- Drive Alone: 92%
- Walk: 8%
- Work From Home: 2%
- Bus: 2%
- Carpool: 4%
- Bike: 1%
- Other: 1%
- No Response: 3%

LENGTH OF COMMUTE

- Commute In to Wilmington: 3%
- Just Live in Wilmington: 3%
- Live & Work in Wilmington: 2%
- 1 Hour+: 2%
- 46-60 Min: 9%
- 31-45 Min: 21%
- 16-30 Min: 41%
- 1-15 Min: 27%
- 17%
- 3%
- 9%
- 31%
- 49%
- 80%
PUBLIC FORUMS

203 PEOPLE ATTENDED THE PUBLIC FORUMS

33 CONTRIBUTED TO THE VIRTUAL FORUM
Public Forum Locations

- Places and Dates
- Attend any location
WHAT IS A GREAT STREET?

Top street types

1. especially for Market Street & Union Street
2. especially for Market Street & Union Street
3. especially for 4th Street
4. especially for Market Street
5. neighborhood streets around the city

Downtown business district street
Neighborhood commercial street
Neighborhood residential street
WHAT IS A GREAT STREET?

Desired characteristics of most mentioned streets

**Market Street**
- 52 mentions
- pedestrian-friendly
- inviting
- friendly

**Union Street**
- 28 mentions
- people-oriented
- inviting
- attractive

**4th Street**
- 19 mentions
- festive
- beautifying
- inviting
- creative
- fun

**Lancaster Avenue**
- 17 mentions
- people-oriented
- attractive
- landscaped

*267 responses*
What ailments does your neighborhood need help with to be healthy?

Example Neighborhood ailments

- Crime (Non-Violent)
- Violence
- Blight
- Lack of Fresh Food
- Social Isolation
- Not Walkable
- Lack of Open Space

- Especially Northeast/Riverside
- Especially West/Center City

Other, write-in: lack of maintenance, apathy, lack of activities
What would you **prescribe** for your neighborhood to be **healthy**? 

- **especially Northeast / Riverside, Baynard Blvd**
- **especially West Center City, Baynard Blvd, West Side**
- **especially Northeast / Riverside, Baynard Blvd**
- **especially West Center City, Southbridge**
- Other, write-in: retail/services youth activities housing/repair
## Top Key Citywide Recommendations

Participants were each asked to "spend" a total of $100 on a list of recommendations. They were given a $50 bill, a $20 bill, two $10 bills, and two $5 bills.

<table>
<thead>
<tr>
<th>Top Voted Recommendations in Order of Total Dollar Amount</th>
<th>$5 Bills</th>
<th>$10 Bills</th>
<th>$20 Bills</th>
<th>$50 Bills</th>
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</thead>
<tbody>
<tr>
<td>Expand Neighborhood Stabilization Program in critical areas.</td>
<td>$0</td>
<td>$150</td>
<td>$25</td>
<td>$150</td>
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<tr>
<td>Adopt Complete Streets policy, improve pedestrian safety and expand bike network</td>
<td>$0</td>
<td>$150</td>
<td>$25</td>
<td>$150</td>
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<tr>
<td>Support Community Advisory Committee to reduce violence</td>
<td>$0</td>
<td>$150</td>
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<tr>
<td>Expand youth programming with partners in and out of school</td>
<td>$0</td>
<td>$150</td>
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<tr>
<td>Encourage opportunities for populations that faces significant barriers to employment</td>
<td>$0</td>
<td>$150</td>
<td>$25</td>
<td>$150</td>
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<tr>
<td>Encourage mixed use, infill and redevelopment in key opportunity areas</td>
<td>$0</td>
<td>$150</td>
<td>$25</td>
<td>$150</td>
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<td>Balance investments between neighborhoods, downtown and the riverfront</td>
<td>$0</td>
<td>$150</td>
<td>$25</td>
<td>$150</td>
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<td>Improve existing housing stock</td>
<td>$0</td>
<td>$150</td>
<td>$25</td>
<td>$150</td>
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<tr>
<td>Support community engagement through community-based public safety</td>
<td>$0</td>
<td>$150</td>
<td>$25</td>
<td>$150</td>
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<tr>
<td>Develop new housing products and affordable housing</td>
<td>$0</td>
<td>$150</td>
<td>$25</td>
<td>$150</td>
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<tr>
<td>Promote pathways to homeownership</td>
<td>$0</td>
<td>$150</td>
<td>$25</td>
<td>$150</td>
</tr>
<tr>
<td>Make neighborhood commercial corridors and centers clean, safe and attractive</td>
<td>$0</td>
<td>$150</td>
<td>$25</td>
<td>$150</td>
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<tr>
<td>Restructure DART transit service to meet needs and prioritize buses on key routes</td>
<td>$0</td>
<td>$150</td>
<td>$25</td>
<td>$150</td>
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<tr>
<td>Increase green space through vacant lots and yards</td>
<td>$0</td>
<td>$150</td>
<td>$25</td>
<td>$150</td>
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</table>
5 Goal Areas

I. Strong and safe neighborhoods
II. Healthy and thriving communities
III. Robust local economy
IV. Connected city and region
V. Sustainable and resilient city
Preliminary Ideas

I. Strong and safe neighborhoods

1. Target crime and blight reduction in critical areas

2. Promote pathways to homeownership for existing residents

3. Cultivate neighborhood cohesion through shared experience and communal investment

4. Strengthen neighborhood character by ensuring infill and new construction fit in with basic neighborhood patterns
Target crime and blight reduction in critical areas
Preliminary Ideas

II. Healthy and thriving communities

1. Provide youth with opportunities through education, mentorship, training and jobs

2. Invest in and maximize civic spaces like parks, community centers, libraries and schools to provide cross-programming, services and training with a focus on equity

3. Expand the reach of arts and cultural institutions and link to civic infrastructure

4. Promote health and wellness through active design, programs and campaigns
Example: active design and healthy community spaces at public and institutional facilities
Preliminary Ideas

III. Robust Local Economy

1. Build an inclusive economy of diverse businesses and a workforce of the future

2. Nurture a creative environment to attract talent and support start-up and creative/tech sector

3. Support vibrant commercial and mixed use corridors and centers that are walkable and offer access to jobs, services and amenities

4. Ensure efficient and responsive city government to retain and attract residents and businesses

5. Market city assets: open space, arts and culture, events, jobs, small businesses, history, affordability, livability
Example: Making the arts visible throughout the city
Preliminary Ideas

IV. Connected City and region

1. Design streets that are safe and accessible for everyone

2. Improve key corridors for better connections, safety, balance of uses, and to highlight gateways to the city

3. Improve the transit experience to better serve riders, increase access to all parts of the City and Region

4. Engage in cooperative planning activities with adjacent governments to better coordinate land use along the City’s borders
Example: Great Streets

Making the Connection

Downtown Business District

Neighborhood Main Street

Neighborhood Street
Preliminary Ideas
V. Sustainable and resilient City

1. Increase tree canopy and native habitat throughout the city

2. Embed sustainability and resilience in city government as a model for the whole city

3. Protect residents and businesses from the impacts of climate change
Example: flood and sea level rise resilience measures

- **HARD INFRASTRUCTURE**: Sewer and pump upgrades, dikes
- **GREEN STORMWATER INFRASTRUCTURE**: Green streets, bioswales, and bioretention basins
- **RIVERFRONT RESILIENCY**: Floodable waterfront park or levee
- **SITE PROTECTION**: Elevate structure and/or floodproof structure
Current Plan Format

• Citywide Component
  • This is what we have used to satisfy State requirements.

• 12 Neighborhood Plans
  • These plans are updated on an as needed basis for the most part and dates vary.
The Neighborhoods
New Plan Format

• One document with both:
  • Citywide information
  • Neighborhood information
PRICE'S RUN/RIVERSIDE/11TH ST BRIDGE

Strong Safe Neighborhoods
1. Brown-Burton Winchester Park

Healthy Thriving Communities
2. Warehouse Development & Kingswood Center
3. Northeast Service Center, Reeds Refuge, & Boys and Girls Club youth services

Robust Local Economy
4. N. Market St. commercial
5. Former Del Tec site
6. Todds Lane Industrial Park

Connected City and Region
7. N. Market St. gateway
8. Northeast Blvd. gateway

Sustainable and Resilient City
9. Greenway flood mitigation
10. Greenway & riverwalk

Connections
- Gateway corridor
- Main Street corridor
- Neighborhood connector
- Greenway

Areas
- Opportunity area
- Employment center

Housing/neighborhood
- Preserve/strengthen
- Stabilize/rehabilitate
Price’s Run/Riverside/11th St Bridge

**Strong and Safe Neighborhoods**
- Reduce blight and crime, especially around N. Market Street
- Invest in Brown-Burton Winchester Park as central recreation and gathering space for the neighborhood.

**Healthy and Thriving Communities**
- Connect the Warehouse Development with the adjacent Kingswood Community Center to strengthen youth and adult job training programs.
- Connect and maximize family and youth services around Northeast Service Center, Reeds Refuge, and Boys and Girls Club

**Robust Local Economy**
- Support North Market Street as a Main Street Corridor and Gateway.
- Redevelop the former Del Tech Site as an employment hub.
- Redevelop the Todd’s Lane Industrial Park and support construction of Downing Drive.

**Connected City and Region**
- Make North Market Street an attractive, multi-modal corridors.
- Connect the neighborhood’s park spaces through a greenway and riverwalk along the Brandywine Creek.

**Sustainable and Resilient City**
- Protect residents and businesses, especially adjacent to low-lying areas around the Brandywine Creek, from the negative impacts of flooding and climate change.
Questions