



**Wilmington**

**2028**

A Comprehensive Plan for Our City and Communities

DEPARTMENT OF PLANNING AND DEVELOPMENT

INTERFACE STUDIO

ECONSULT SOLUTIONS

SAM SCHWARTZ

**Wilmington**

WELCOME TO 2028

The City of Wilmington is updating their comprehensive plan and this forum is a chance to hear from you about

**what the future of  
Wilmington should be.**

Wilmington 2028 is about  
“setting ambitious goals that will inspire us...and  
**imagining the city as we want  
it to be and not as it is**”

- Mayor Mike Purzycki, *Inaugural address*

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# PROCESS

The plan is a year long process and involves **data analysis** and **community engagement**:

- ✓ **Interviews** (35)
- ✓ **Survey** (over 2,000 completed so far)
- ✓ **Public forums** (11/8, 11/13, 11/14, 11/21, 11/30) ← **we are here!**
- **Focus groups** (early 2018)
- **Public forums** (Spring 2018)
- **Draft plan** (Summer 2018)
- **Final plan** (Fall 2018)

WHAT IS A  
COMPREHENSIVE  
PLAN?

# WHY PLAN?

- Establish priorities & develop a vision for the city's future
- Help each community achieve their goals
- Guide decision making
- Balance competing interests
- Determine how best to spend limited resources
- Raise money for improvements city-wide





Main Street

better open space

new housing

better connection

A PLAN CAN HELP DETERMINE  
WHAT IMPROVEMENTS  
WHERE AND  
WHEN

# WE'RE NOT STARTING FROM SCRATCH, WE'RE BUILDING OFF EXISTING WORK

## RECENT PLANS



## PLANS

- 1 West Side Grows Plan Update
- 2 I-95 Viaduct and Bridges
- 3 West Center City Crime and Blight Initiative
- 4 Creative District
- 5 East Side Rising
- 6 Washington Heights Blueprint Plan
- 7 Northeast Blueprint Implementation Plan  
Northeast Blueprint Plan  
Northeast Wilmington Blueprint Revitalization Plan
- 8 EPA Brownfields Area Wide Planning Grant  
12th Street Connector
- 9 Riverside WHA  
Purpose-Built Communities
- 0 South Market Street Waterfront Masterplan

0 .35 .7 1.4 MILES  
INTERFACE STUDIO

# AND BUILDING OFF EXISTING MOMENTUM

## RECENT AND PROPOSED PROJECTS



### Transportation Projects

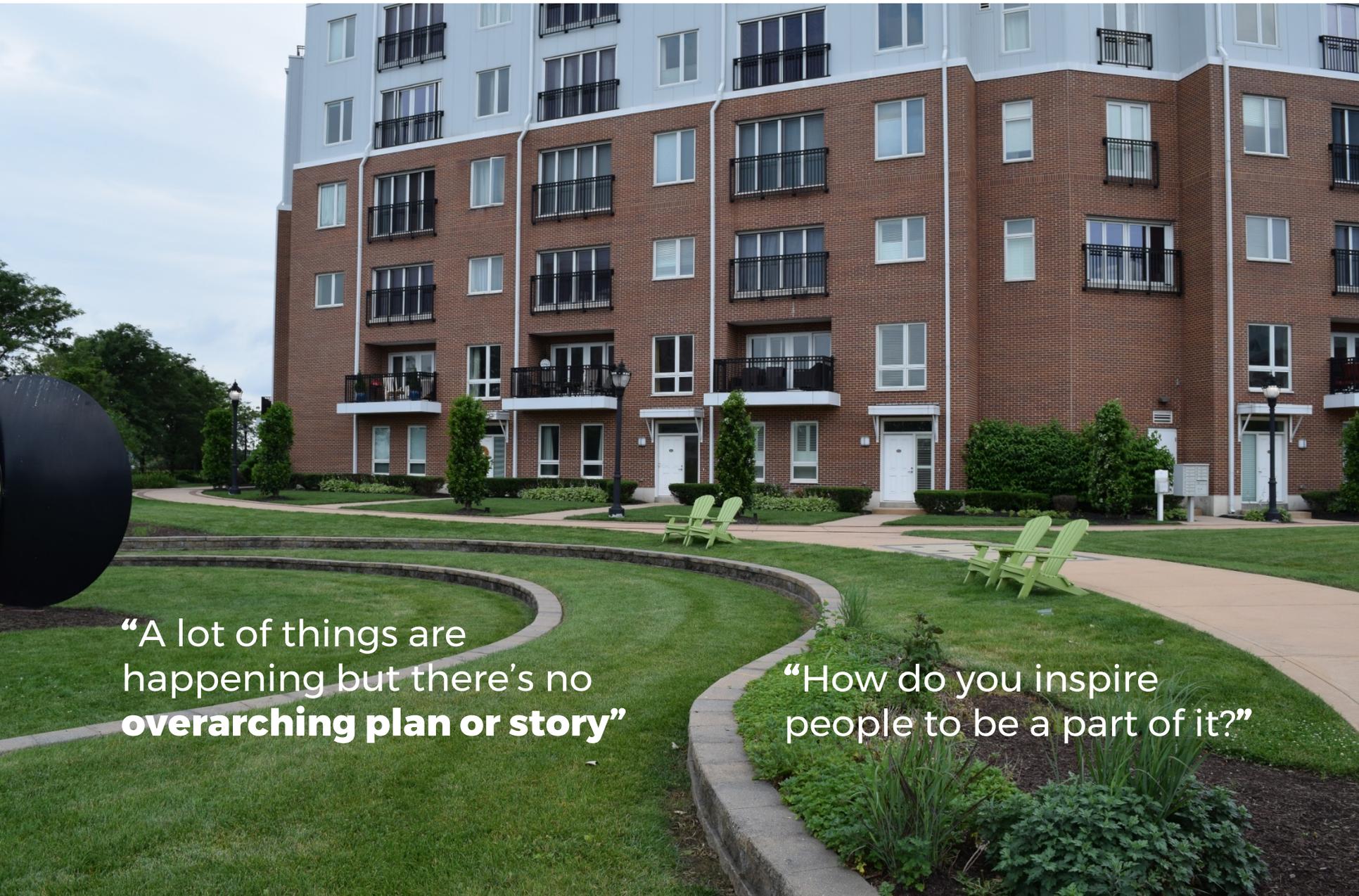
- Transportation Improvements
- - - Bicycle Infrastructure

### Development Projects

- Planning
- Construction
- Complete
- Residential
- Commercial
- Mixed Use
- Institutional
- Open Space

Source: City of Wilmington (2017)

# A PLAN CAN HELP US DEVELOP A COLLECTIVE VISION

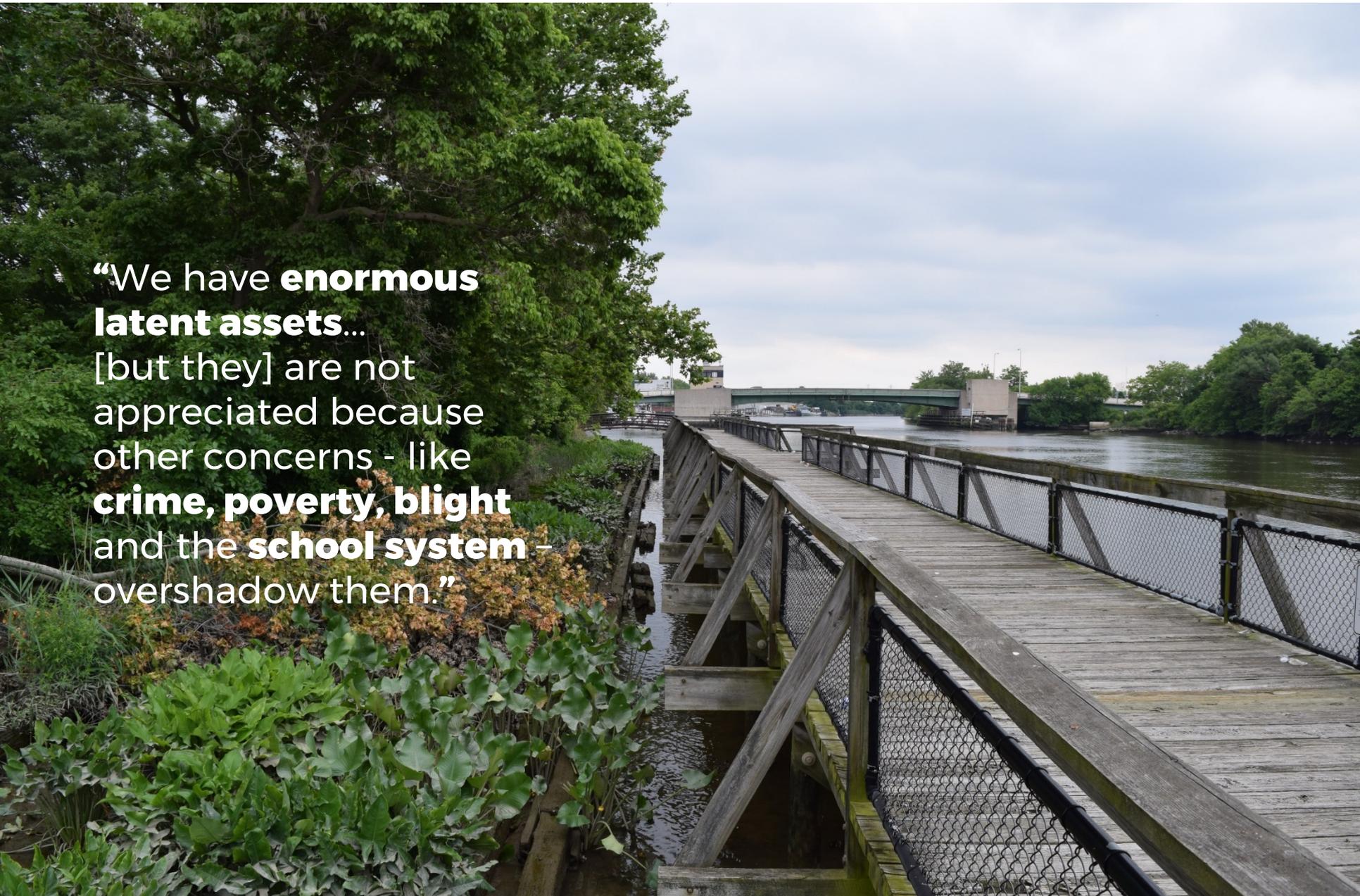


“A lot of things are happening but there’s no **overarching plan or story**”

“How do you inspire people to be a part of it?”

# AND HELP US TAKE STOCK OF OUR ASSETS AND OUR CHALLENGES

“We have **enormous latent assets...** [but they] are not appreciated because other concerns - like **crime, poverty, blight** and the **school system** - overshadow them.”



# AND HELP US SEE OURSELVES IN A NEW LIGHT

“There’s this undercurrent of  
**‘Wilmington can’t have nice things’.**”

“**We don’t really see what we have as a draw.** That’s our issue... You just don’t see it when it’s in front of your face.”



WHAT  
WE'VE  
LEARNED

We've been analyzing data and interviewing a broad cross-section of people in the city. Through our research and conversations several **themes** have emerged that this plan must address.

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Wilmington is

**well-positioned for success**

but there is much work to be done to harness  
the momentum and positive energy.

“The vision of Wilmington becoming a **cosmopolitan city** rather than an 8 to 5 city...is happening. I am elated beyond reason because the dream is coming to fruition.”



# WILMINGTON AND THE NORTHEAST CORRIDOR



**WILMINGTON IS WITHIN  
2 HOURS OF MAJOR  
NORTHEAST CITIES**

“We are sandwiched perfectly between New York and Washington, DC.”

-  Major Airport
-  Amtrak Rail
-  Highway
-  Major City

#1

We need **more residents**.

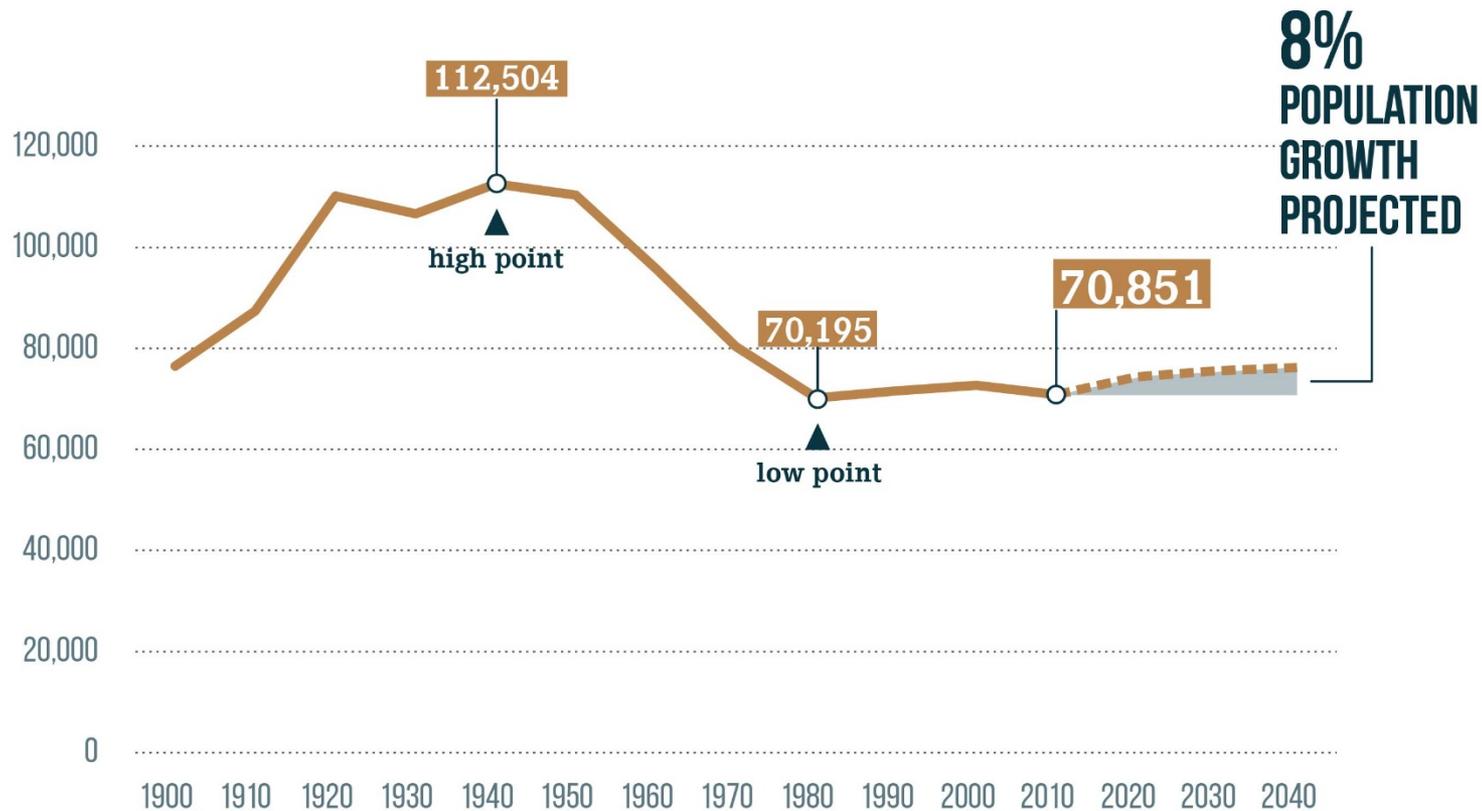
More people can support more businesses and make the city more vibrant.

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# WILMINGTON'S POPULATION HAS DECLINED FROM ITS HEYDAY BUT IS PROJECTED TO GROW. OVER 1,850 HOUSING UNITS HAVE BEEN BUILT IN THE LAST 10 YEARS.

## POPULATION TREND + PROJECTION, 1900-2040



# WILMINGTON HAS BECOME A MORE DIVERSE CITY IN THE PAST 25 YEARS, A TREND WHICH IS ANTICIPATED TO CONTINUE.

## PERCENT CHANGE + PROJECTIONS BY RACE 1990 - 2040

U.S. CENSUS, 1990; 2000; 2010; DELAWARE POPULATION CONSORTIUM (DPC)

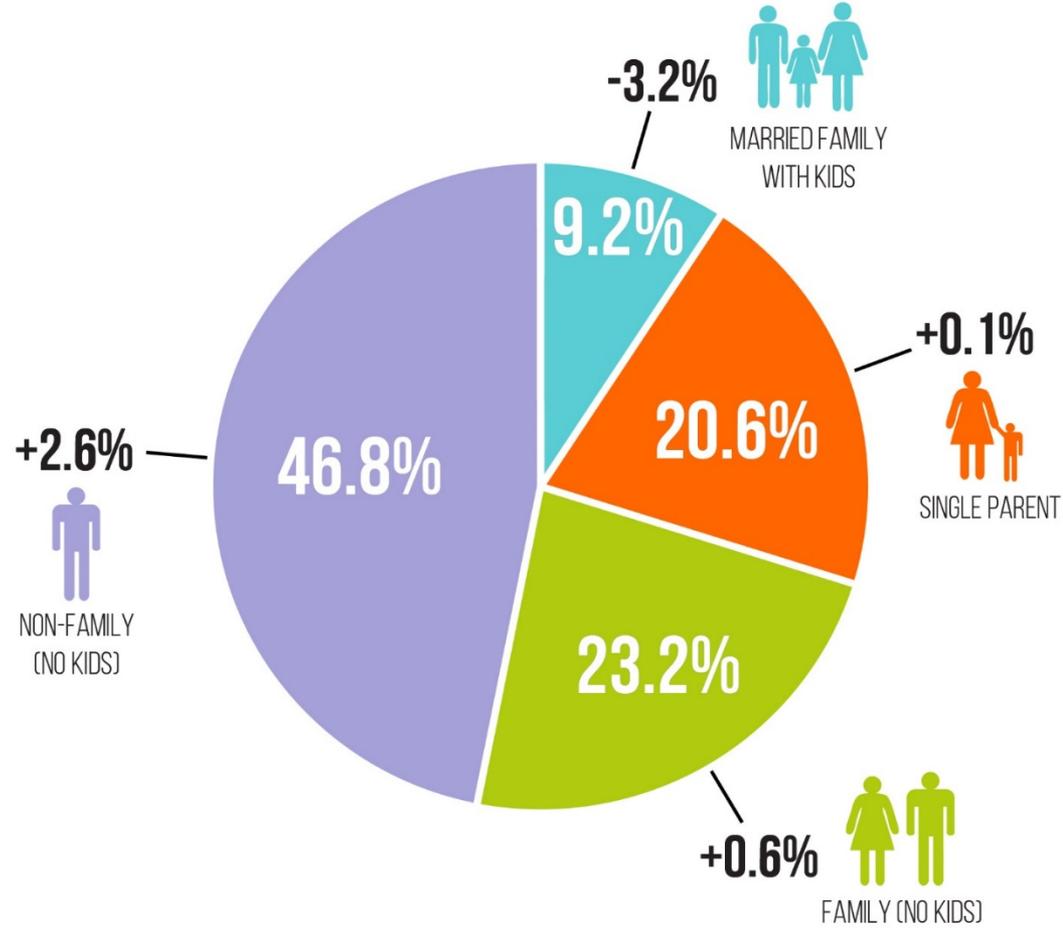


<sup>1</sup>"OTHER" INCLUDES AMERICAN INDIAN AND ALASKA NATIVE ALONE, ASIAN ALONE, NATIVE HAWAIIAN AND OTHER PACIFIC ISLANDER ALONE, SOME OTHER RACE ALONE, AND TWO OR MORE RACES

# THE SHARE OF MARRIED FAMILIES WITH KIDS DECLINED, WHILE NON-FAMILY HOUSEHOLDS GREW. THE SHARE OF OLDER RESIDENTS ALSO HAS GROWN.

## HOUSEHOLD TYPES WITH PERCENT CHANGE 2000 - 2015

U.S. CENSUS, 2000; AMERICAN COMMUNITY SURVEY, 2011-2015, 5-YEAR ESTIMATES



2015 DATA IS ESTIMATED BASED ON A SAMPLE OF THE TOTAL POPULATION SURVEYED OVER MULTIPLE YEARS

# #2

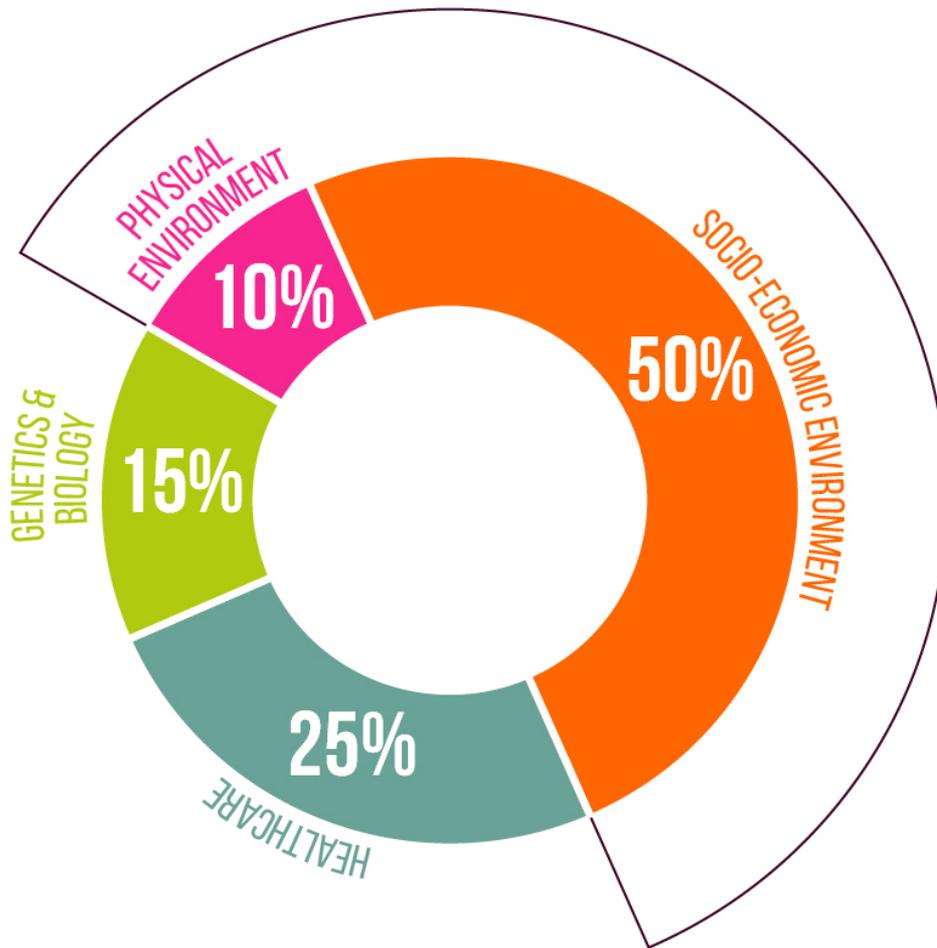
We need to build **healthy communities** and help **youth and children** succeed

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# THE IMPACT OF PLACE ON HEALTH IS SUBSTANTIAL

“How do we make people healthy? How do we define what a **healthy community** is?”

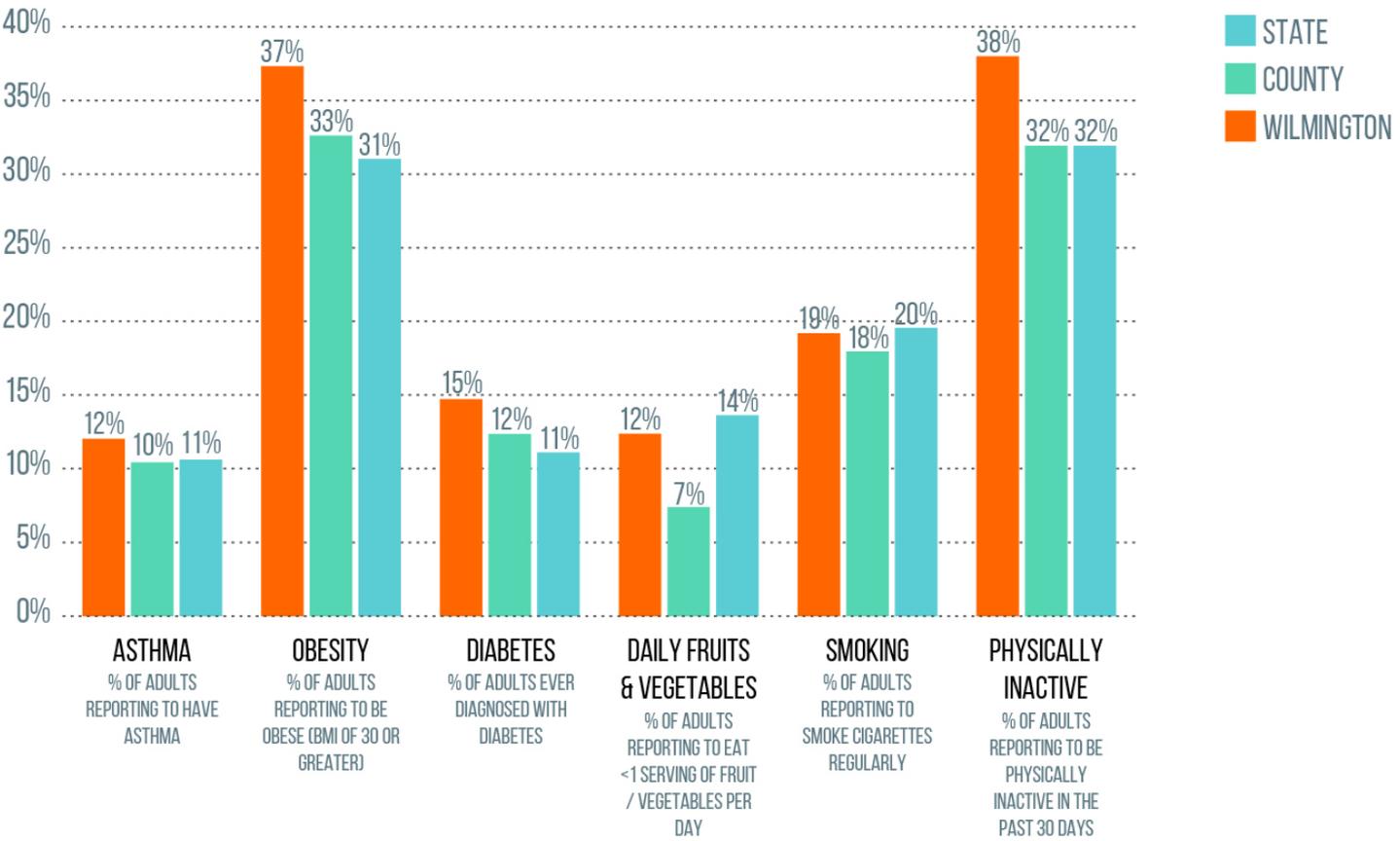


← **60%**  
OF WHAT DETERMINES OUR HEALTH IS RELATED TO WHERE WE LIVE  
CHILDREN ARE ESPECIALLY VULNERABLE....  
AN ESTIMATED **60%** OF CHILDREN IN WILMINGTON EXPERIENCE SOME SORT OF TRAUMA (SUCH AS EXPOSURE TO VIOLENCE, FOOD INSECURITY, CHILD ABUSE).

# IF YOUR NEIGHBORHOOD HAS HIGHER POVERTY RATES, EMPTY HOMES AND CRIME, YOU ARE MORE LIKELY TO HAVE CHRONIC HEALTH ISSUES

## HEALTH STATUS / RISK FACTOR INDICATORS

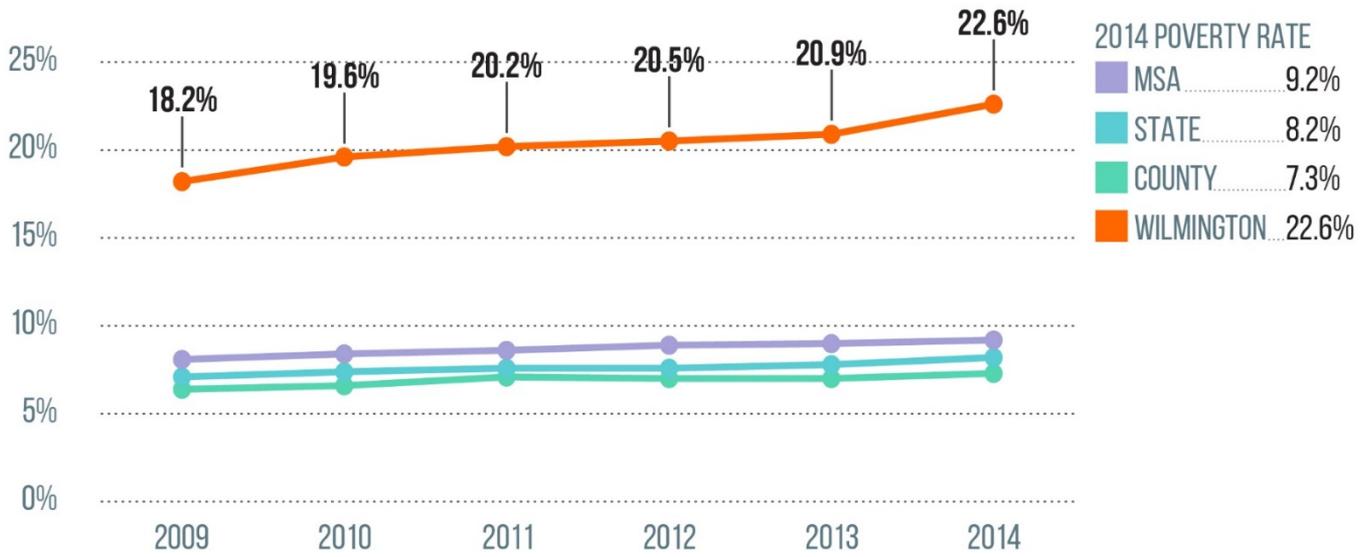
CENTER FOR DISEASE CONTROL BRFSS & POLICYMAP



# 22.6% OF WILMINGTON RESIDENTS AND 39.4% OF CHILDREN LIVE IN POVERTY

## POVERTY RATE 2009-2014

U.S. CENSUS, AMERICAN COMMUNITY SURVEY, 2005-2009 THROUGH 2010-2014, 5-YEAR ESTIMATES

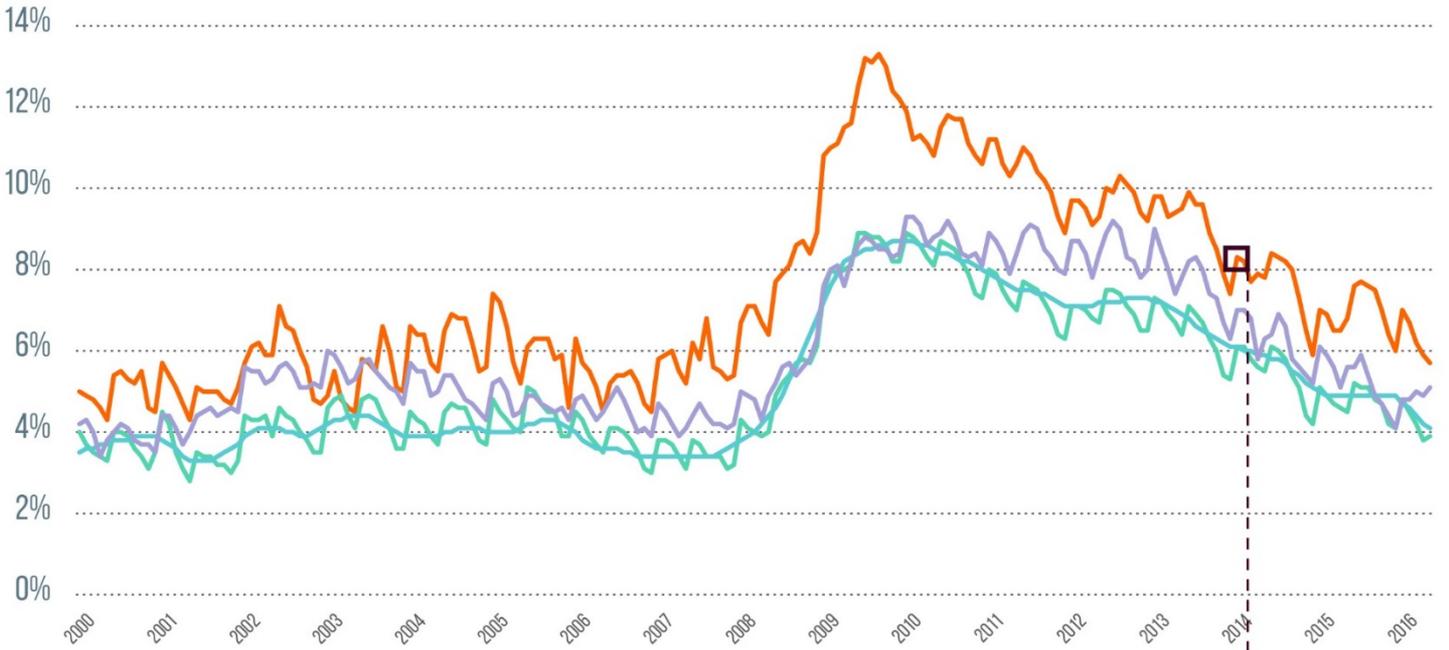


ACS DATA IS ESTIMATED BASED ON A SAMPLE OF THE TOTAL POPULATION SURVEYED OVER MULTIPLE YEARS

# UNEMPLOYMENT IS DECLINING BUT WILMINGTON RATES ARE STILL HIGHER THAN THE REGION AND RATES ARE HIGHEST FOR BLACK AND HISPANIC RESIDENTS

## UNEMPLOYMENT RATE 2000 - 2016

U.S. CENSUS, 2000; AMERICAN COMMUNITY SURVEY, 2010-2014, 5-YEAR ESTIMATES; BUREAU OF LABOR STATISTICS



**BLACK** 16.6%

↑ 9.1% PERCENTAGE POINT GAP

**WHITE** 7.5%

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**HISPANIC** 15.6%

↑ 8.1% PERCENTAGE POINT GAP

**WHITE** 7.5%

CITY UNEMPLOYMENT SNAPSHOT BY RACE IN 2014

- MSA
- STATE
- COUNTY
- WILMINGTON

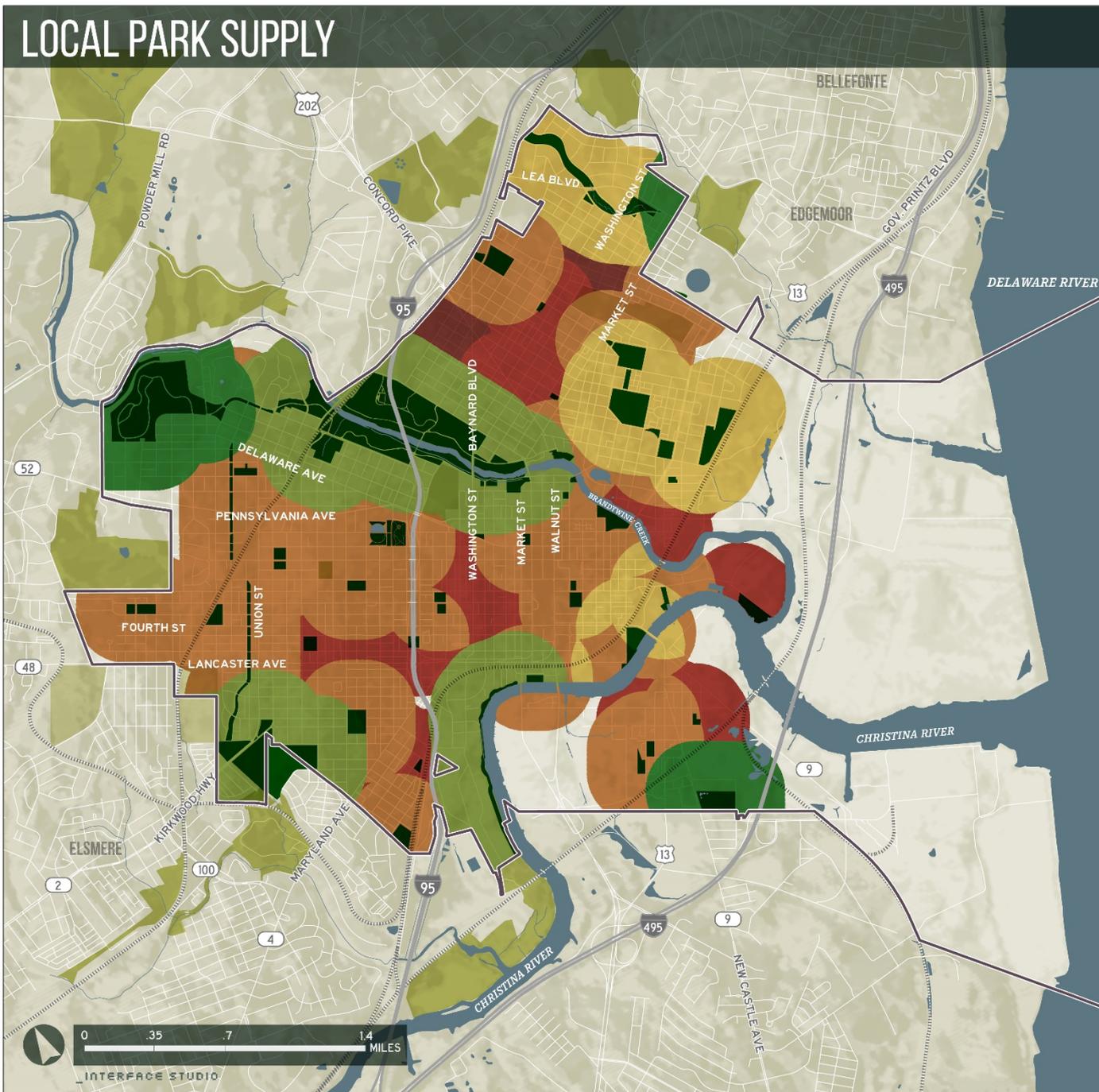
2014 DATA IS ESTIMATED BASED ON A SAMPLE OF THE TOTAL POPULATION SURVEYED OVER MULTIPLE YEARS

# WILMINGTON HAS BEAUTIFUL PARKS BUT ACCESS AND QUALITY VARIES

“Many people are very concerned about their children and the violence and **won’t let them outside.**”



# LOCAL PARK SUPPLY



**7.6 ACRES  
OF PARK PER  
1000 RESIDENTS  
COMPARED WITH  
A TYPICAL 9.6  
ACRES PER 1000  
RESIDENTS IN A  
SIMILAR SIZED  
CITY**

Park Acres per 1000 Residents  
Within a Quarter Mile  
Of Residential Properties

- No park acres within 1/4 mile
- 0.1 - 0.9 acres
- 1 - 4.9 acres
- 5 - 9.9 acres
- 10 - 24.9 acres
- Over 25 acres
- Park within city limits

*Empty areas contain no residential parcels*

# #3

We need to focus on **crime** and build  
**community resistance**

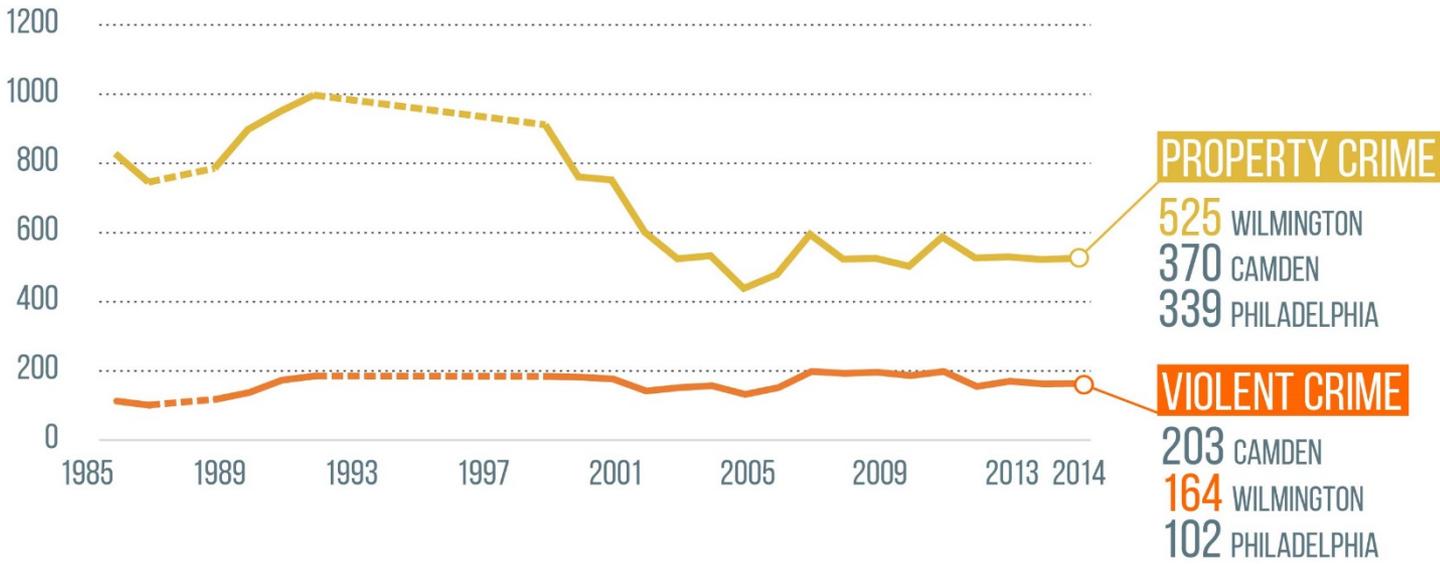
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# CRIME IS A SERIOUS CONCERN. VIOLENT CRIME REMAINS HIGH FOR A CITY OF WILMINGTON'S SIZE AND THE RATE IS 3 TIMES THE RATE IN THE STATE AND MSA.

## CRIME RATE PER 10,000 RESIDENTS

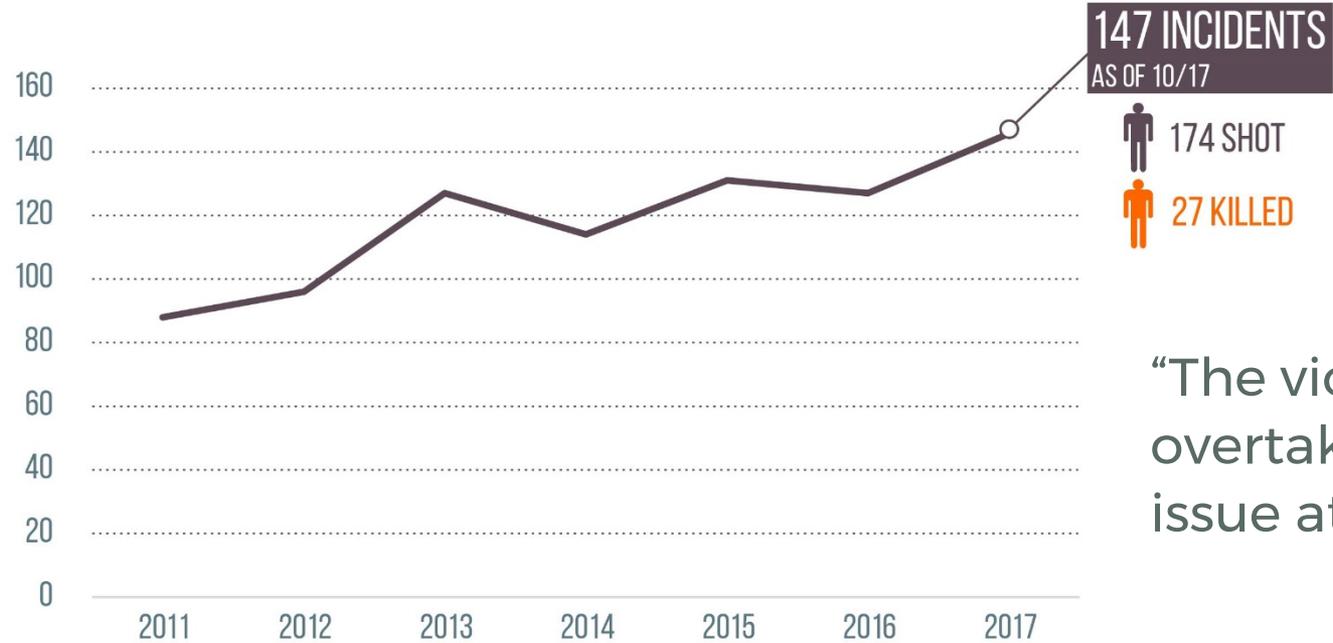
FBI, UNIFORM CRIME REPORTS AS PREPARED BY THE NATIONAL ARCHIVE OF CRIMINAL JUSTICE DATA  
DOTTED LINES INDICATE YEARS FOR WHICH DATA IS NOT AVAILABLE



SHOOTINGS HAVE INCREASED AND ARE A PARTICULAR THREAT TO THE CITY'S YOUTH. TEENS IN WILMINGTON ARE MORE AT RISK OF GETTING SHOT THAN IN ANY OTHER U.S. CITY - ROUGHLY 3 OUT OF EVERY 1,000 TEENS ARE INJURED OR KILLED BY GUN VIOLENCE EACH YEAR.

## SHOOTINGS IN WILMINGTON

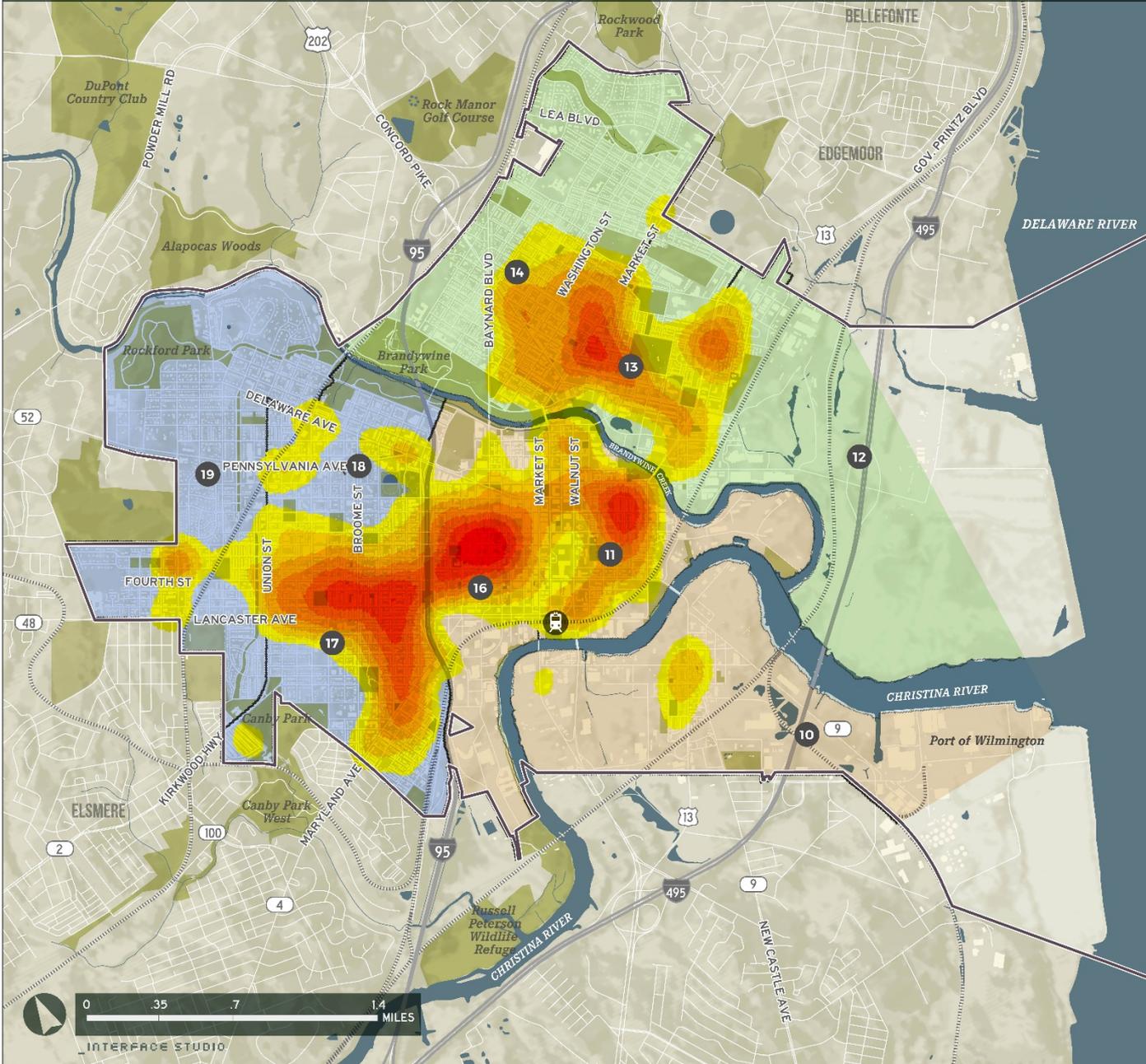
DELAWARE ONLINE DATABASE



“The violence kind of overtakes every other issue at this point.”

# VIOLENT CRIME HOTSPOTS 2012-2017

**VIOLENT CRIME IS HIGHEST IN NEIGHBORHOODS WHERE BLIGHT AND DISINVESTMENT ARE ALSO CONCERNS**



## Violent Crimes

- 2,716 - 3,551
- 2,090 - 2,715
- 1,616 - 2,089
- 1,185 - 1,615
- 823 - 1,184
- 544 - 822
- 306 - 543

- # Police District
- Sector 1
- Sector 2
- Sector 3



INTERFACE STUDIO

Source: Wilmington Police Department

# THERE ARE MANY FACTORS THAT CONTRIBUTE TO CRIME

“We also know we can’t police our way out of it.”



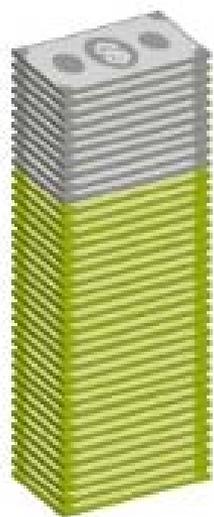
# #4

We need to invest in **neighborhoods**  
and their **residents**

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HOMEOWNERSHIP DECLINED SLIGHTLY TO 46%.  
51% OF THE CITY'S RENTERS ARE COST BURDENED COMPARED TO 31% OF HOMEOWNERS



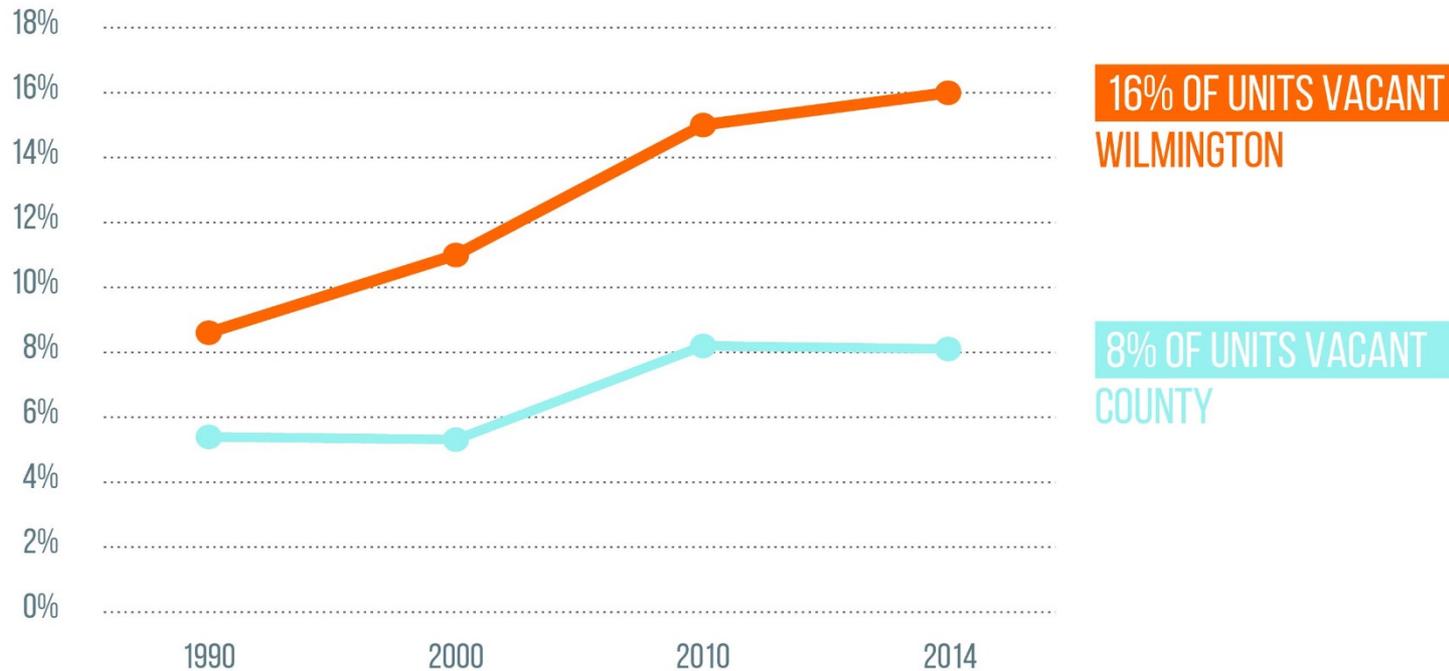
AN ANNUAL INCOME OF **\$36,400** IS NEEDED TO AFFORD THE MEDIAN GROSS RENT IN WILMINGTON

THIS IS ABOUT **\$10,000** MORE THAN THE MEDIAN HOUSEHOLD INCOME OF RENTER OCCUPIED UNITS IN THE CITY

# VACANCY HAS BEEN ON THE RISE AND IS DOUBLE THE COUNTY RATE. 5,550 HOUSING UNITS WERE VACANT IN 2014

## PERCENT OF HOUSING UNITS THAT ARE VACANT

U.S. CENSUS, 1990; 2000; 2010; AMERICAN COMMUNITY SURVEY, 2010-2014, 5-YEAR ESTIMATES



# EAST SIDE, WEST CENTER CITY, HILLTOP, NORTH EAST AND SOUTH WILMINGTON ARE HARDEST HIT

## VACANCY, 2016



- Vacant land
- Vacant parcels with buildings

Source: City of Wilmington; The Reinvestment Fund; Interface Studio

# VACANCY IS ALSO AN OPPORTUNITY FOR NEIGHBORHOOD INVESTMENT

**WILMINGTON  
NEIGHBORHOOD  
CONSERVANCY LAND  
BANK AND ITS PARTNERS  
RECEIVED**

**\$2.1 MILLION**

**IN 2017 DHSA FUNDING**

- **TO ACQUIRE BLIGHTED PROPERTIES AND REMOVE THEM**
- **TO DEVELOP NEW UNITS**
- **TO REHABILITATE EXISTING UNITS**





“We need **more investment** here, we need **start-up businesses**..give them some incentives for coming where we are.”

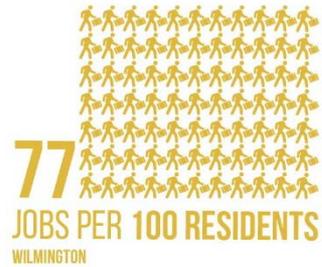
#5

We need a more **inclusive, diverse**  
and **resilient economy**

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# WILMINGTON IS A REGIONAL JOB CENTER WITH 54,862 JOBS



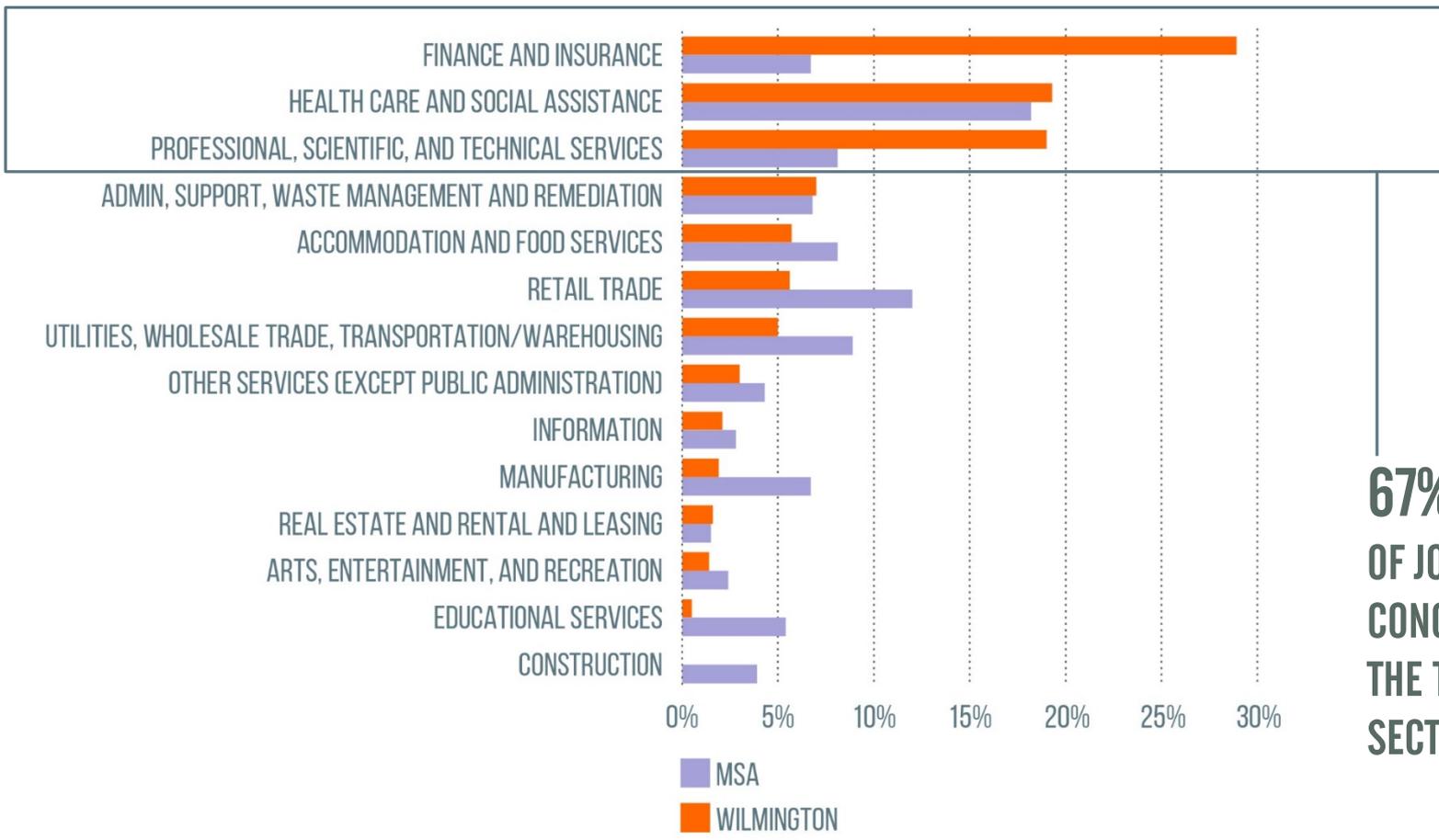
VS



# WE MUST BUILD A BROADER BASE OF ECONOMIC ACTIVITY. WE CAN NO LONGER RELY ON ONE COMPANY OR INDUSTRY.

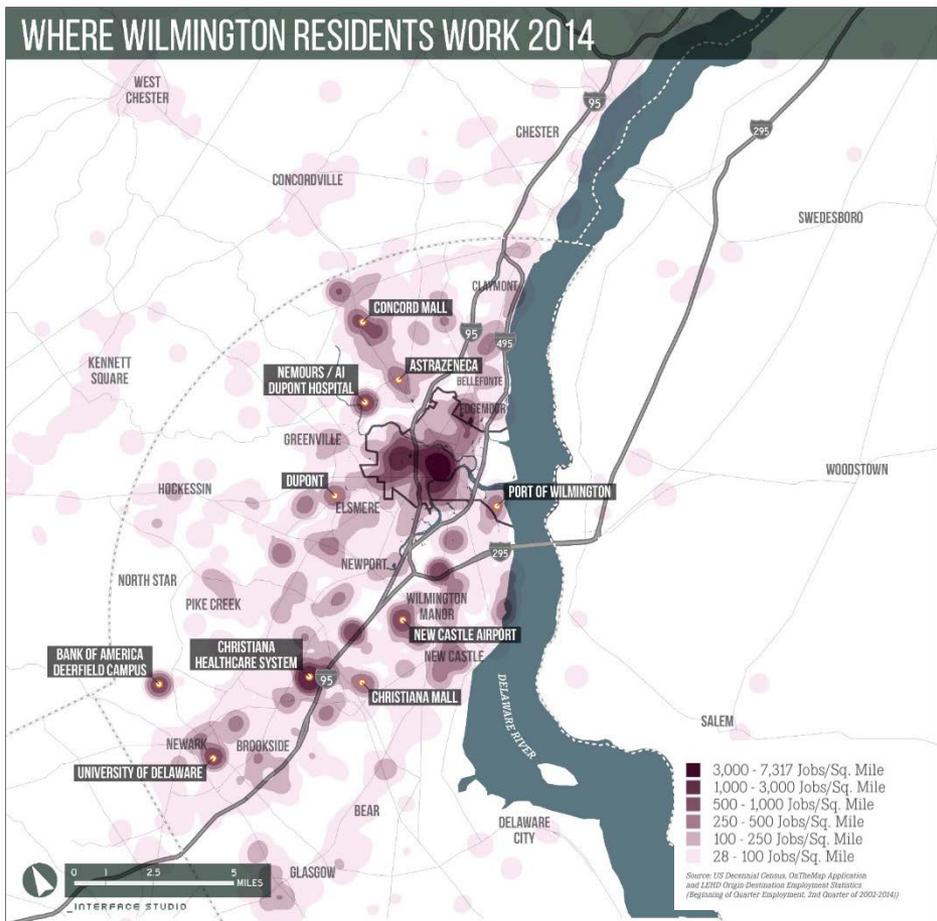
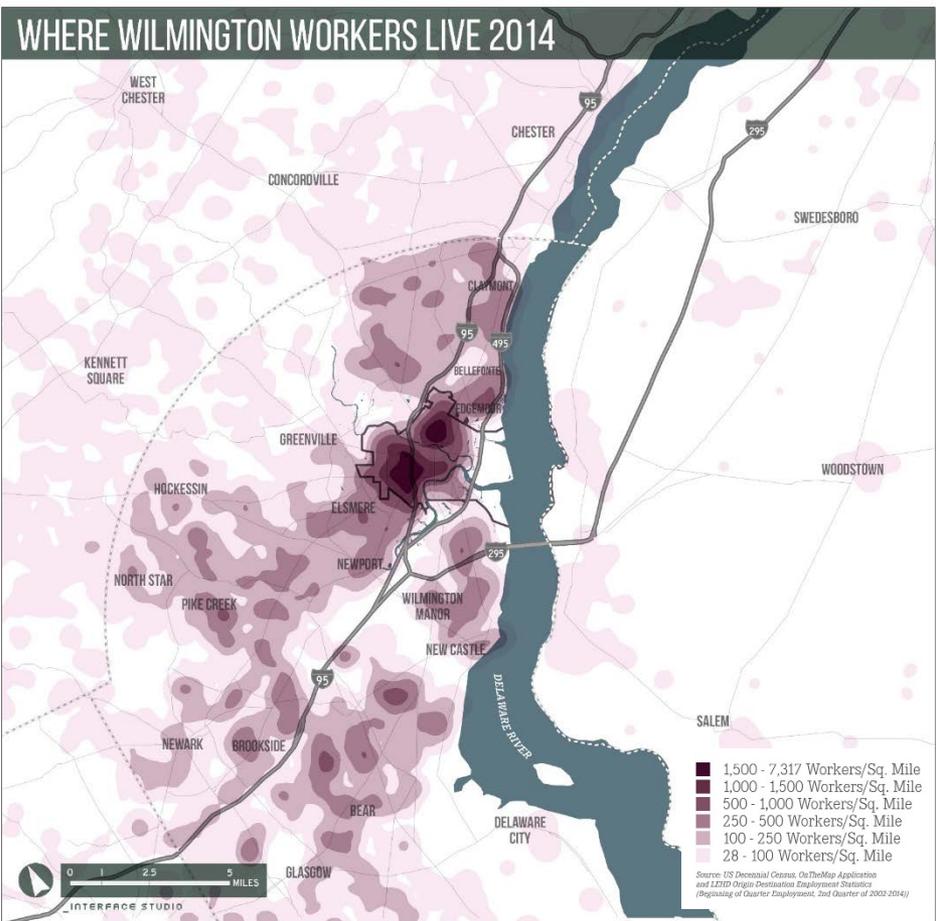
## INDUSTRY SECTOR COMPARISON

AMERICAN FACTFINDER, (2012, 2014)



**67%**  
OF JOBS ARE  
CONCENTRATED IN  
THE TOP 3 INDUSTRY  
SECTORS

**THERE IS A MISMATCH BETWEEN WHERE PEOPLE LIVE AND WHERE THEY WORK.  
WE NEED JOBS IN WILMINGTON FOR THE CITY'S RESIDENTS.**



**85% OF WILMINGTON'S WORKFORCE  
COMMUTE INTO THE CITY FROM ELSEWHERE**

**73% OF WILMINGTON'S EMPLOYED RESIDENTS  
COMMUTE TO JOBS OUTSIDE OF THE CITY**

# #6

We need more ways to **get around** and  
street that don't just **funnel traffic** in  
and out

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WILMINGTON HAS THE INGREDIENTS FOR  
WALKABLE AND BIKEABLE CITY...  
SO WHY ARE SO MANY PEOPLE DRIVING?

“How can we keep people from **jumping into their car?**”



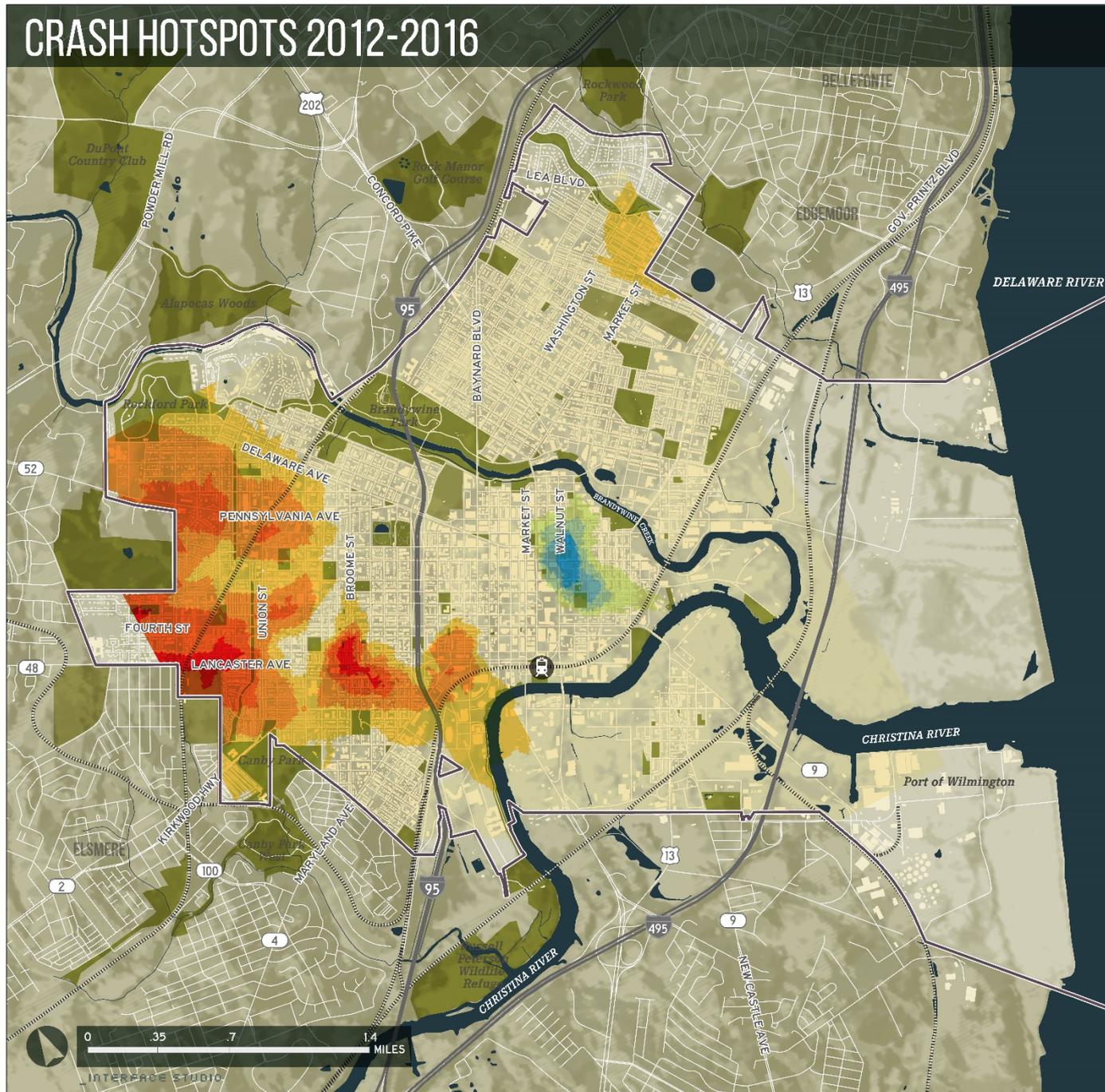
**STREETS FUNCTION TO MOVE TRAFFIC IN AND OUT, AND EMPLOYERS MAKE IT EASY FOR EMPLOYEES TO COME DOWNTOWN AND NEVER LEAVE THEIR OFFICE BUILDINGS**

24% OF WILMINGTON HOUSEHOLDS DO NOT OWN A CAR, STREETS NEED TO SERVE NEIGHBORHOODS BETTER AND BE SAFER

“People see bike lanes as ‘special interest’ – [it] is about making a City that people are **comfortable moving through and interacting in lots of different ways.**”



# CRASH HOTSPOTS 2012-2016



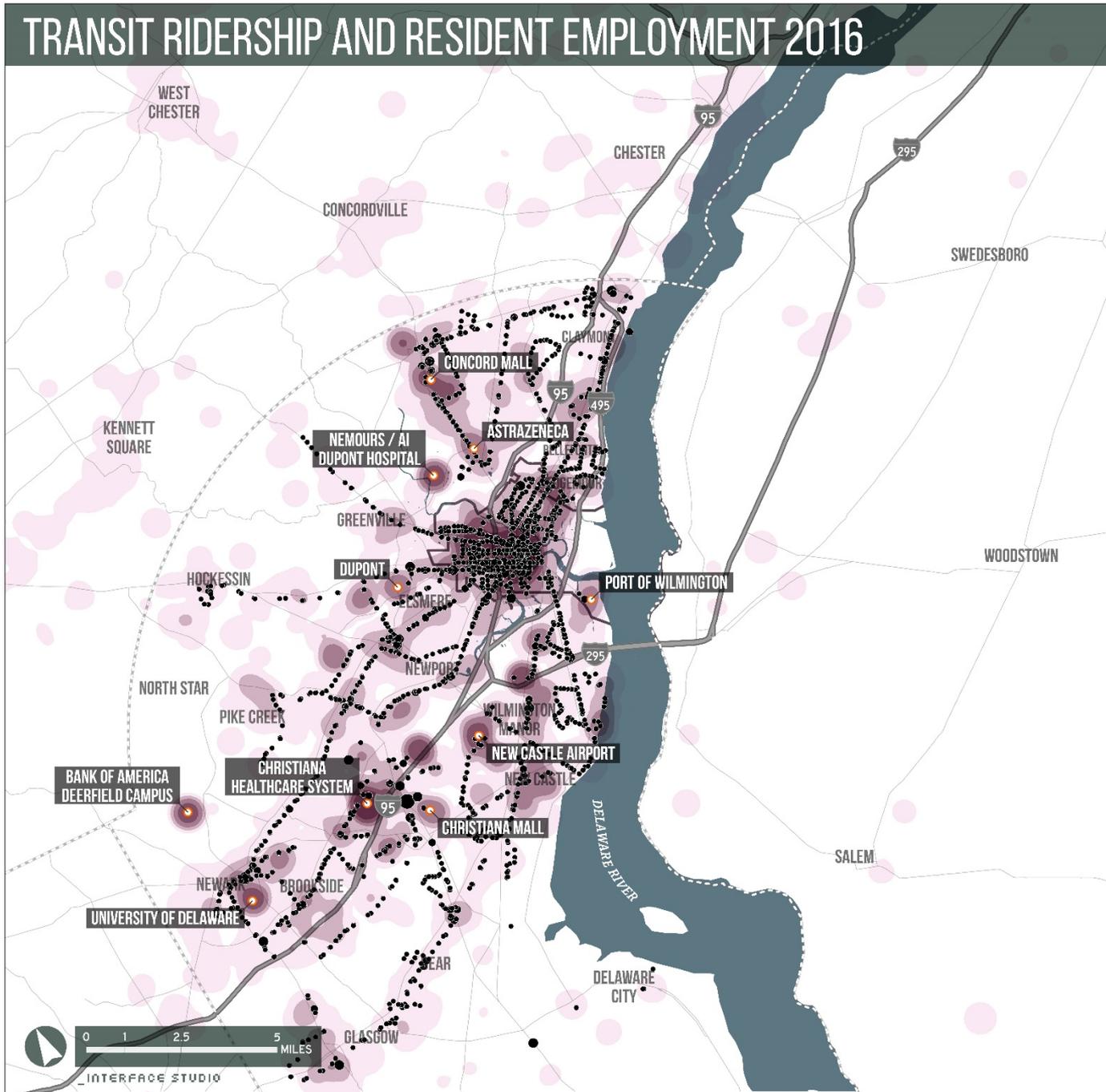
**PEDESTRIANS  
ACCOUNTED FOR  
81% OF FATALITIES  
68% INJURIES  
THIS IS SLIGHTLY  
HIGHER THAN  
TYPICALLY SEEN**

Clusters of severe crashes  
(injuries and fatalities)



Source: DelDOT

# TRANSIT RIDERSHIP AND RESIDENT EMPLOYMENT 2016



YOU CAN GET WHERE YOU NEED TO GO BY TRANSIT **BUT...** WE NEED TO IMPROVE THE EXPERIENCE OF TAKING TRANSIT.

## Average ridership - weekday

- 0 - 50
- 51 - 100
- 101 - 500
- 501 - 1000
- 1001 - 2347

Source: WILMAPCO, 2016

## Where Wilmington Residents Work

- 3,000 - 7,317 Jobs/Sq. Mile
- 1,000 - 3,000 Jobs/Sq. Mile
- 500 - 1,000 Jobs/Sq. Mile
- 250 - 500 Jobs/Sq. Mile
- 100 - 250 Jobs/Sq. Mile
- 28 - 100 Jobs/Sq. Mile

Source: US Decennial Census, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2014)

# WHAT DOES A GREAT STREET LOOK LIKE? HOW SHOULD IT FEEL AND FUNCTION?



#7

We need to secure our **environmental health** and prepare for **climate change**

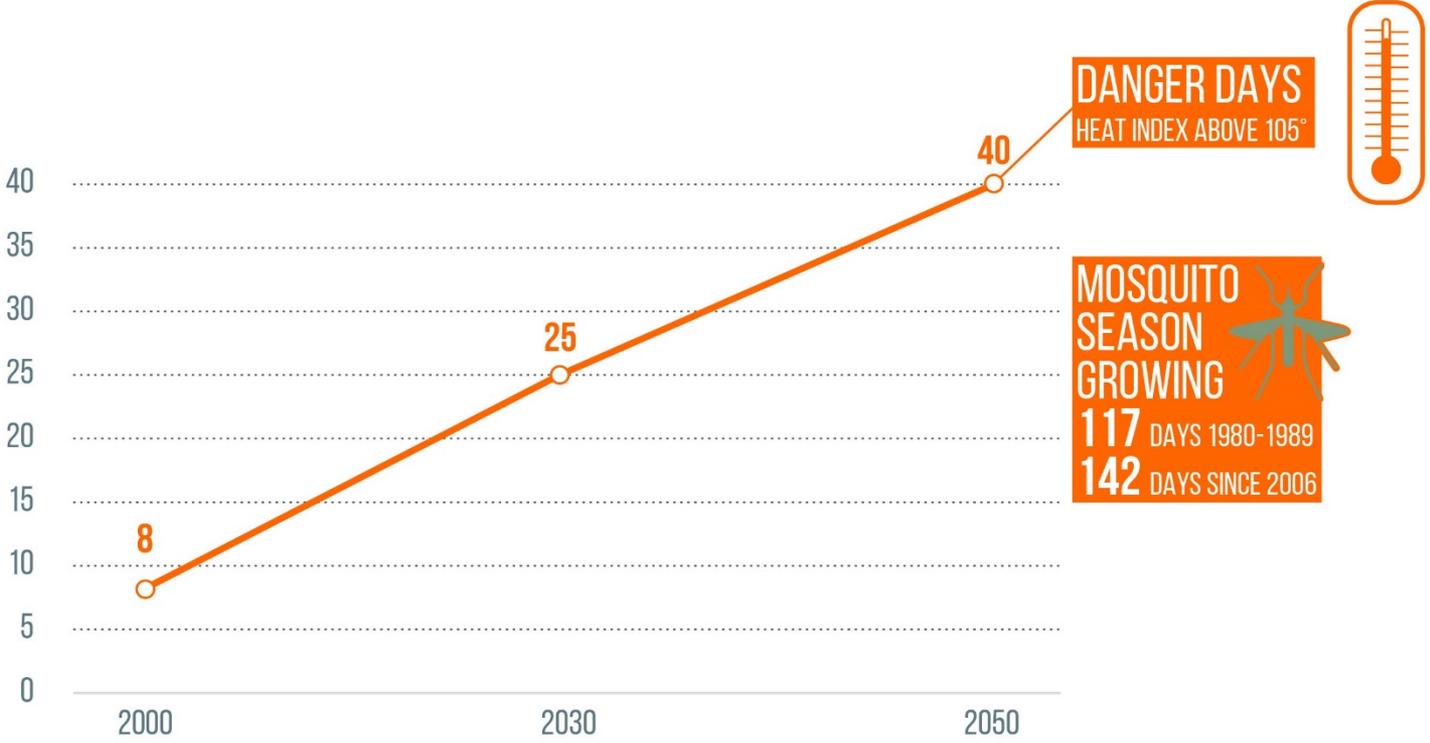
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# SINCE 1970 EXTREME HEAT DAYS OVER 90 DEGREES HAVE BEEN INCREASING. DELAWARE IS THE 4<sup>TH</sup> FASTEST WARMING STATE.

## EXTREME HEAT AND HUMIDITY

CLIMATE CENTRAL



# FEMA FLOOD HAZARD AREAS & WETLANDS



MORE THAN **1000**  
BUILDINGS ARE  
LOCATED IN THE  
FLOODPLAIN ALONG  
THE CHRISTINA RIVER

FEMA Flood Hazard Areas  
& Wetlands

- Wetlands
- 100-Year Floodplain
- 500-Year Floodplain

Source: Federal Emergency Management Agency (2016),  
State of Delaware (2016)

# SEA LEVEL RISE INUNDATION SCENARIOS



**HOMES, BUSINESSES  
AND CRUCIAL  
INFRASTRUCTURE  
ARE AT RISK —  
INCLUDING THE  
TRAIN STATION, PORT  
AND EVACUATION  
ROUTES**

- Sea Level Rise Scenarios
- Mean Higher High Water
  - 0.5 Meter Inundation
  - 1 Meter Inundation
  - 1.5 Meter Inundation

Source: State of Delaware, Delaware Coastal Programs (2016)



# #8

We need more **amenities,**  
**activities** and **mix of uses** that  
support city life

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NEW TYPES OF BUSINESSES AND LOCAL ENTREPRENEURS ARE BUILDING A MORE DIVERSE ECONOMY AND ARE ATTRACTED TO CITY LIFE TO RECRUIT WORKERS



“We need places for people to **shop, eat** and **hang out** that are appealing to young people.”



“Make **arts** a larger part of the city than it is today.”

# #9

We need to put our **best foot forward** and **market** the good things happening in the city

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**WILMINGTON IS A REGIONAL DESTINATION FOR ARTS, CULTURE  
AND NATURAL ATTRACTIONS**

# MAJOR GATEWAYS INTO THE CITY NEED TO BE IMPROVED



“What could we do to dress up **I-95**? So many people come through.”



“We need to talk about the **strength** of different neighborhoods.”

# #10

We need to support **community efforts** and better **coordinate** between them

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“There’s this family atmosphere around...it’s really homey. **We have a social fabric here.**”





“You do anything in this town and you get like 30 volunteers... **Everyone is so willing.**”

# WE NEED YOUR HELP.

## Wilmington

# 2028

A Comprehensive Plan for  
Our City and Communities

**Welcome** and **thank you** for coming to share your thoughts and ideas! Please make sure you check off each of the activities as you finish them.

- SURVEY** (if you haven't already taken it)
- SLIDESHOW**
- COLLABORATIVE MAP**
- TELL US ABOUT YOUR PARKS**
- WHAT IS A GREAT STREET?**
- NEIGHBORHOOD DOCTOR**
- YOUR VISION FOR 2028**

### Stay in touch



[www.facebook.com/WilmingtonDEgov](https://www.facebook.com/WilmingtonDEgov)



[@cityofwilmington](https://www.instagram.com/cityofwilmington)

**OR**

Call or email Gemma Tierney in the Department of Planning and Development at **302-576-3117** or [grtierney@wilmingtonde.gov](mailto:grtierney@wilmingtonde.gov)

USE THE CHECKLIST TO NAVIGATE THE  
ACTIVITIES & TELL US WHAT YOU THINK

HAVE A  
QUESTION? LOOK  
FOR SOMEONE  
WITH A NAMETAG.

*Ask me!*

Wilmington  
2028

THANK YOU