



Wilmington

2028

A Comprehensive Plan for Our City and Communities

DEPARTMENT OF PLANNING AND DEVELOPMENT
PUBLIC INPUT SUMMARY SEPTEMBER-NOVEMBER 2017

INTERFACE STUDIO

ECONSULT SOLUTIONS

SAM SCHWARTZ

PROCESS

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

- ✓ **Interviews** (35)
- ✓ **Survey** (2,367)
- ✓ **Public forums** (236 participants at 5 forums)
- **Focus groups** (10) ← **we are here!**
- **Public forums** (Spring 2018)
- **Draft plan** (Summer 2018)
- **Final plan** (Fall 2018)

SURVEY SAYS...

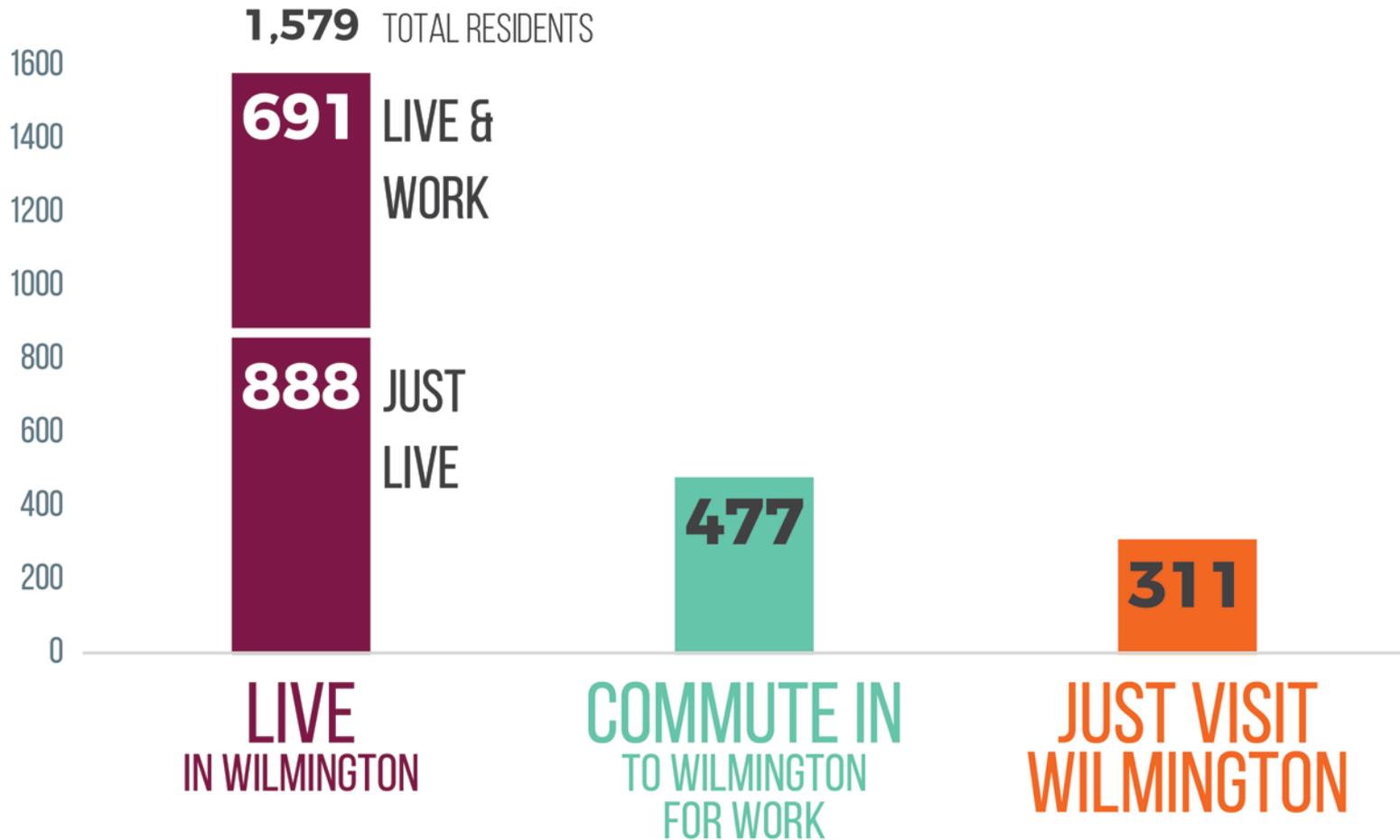
2367

PEOPLE COMPLETED THE SURVEY

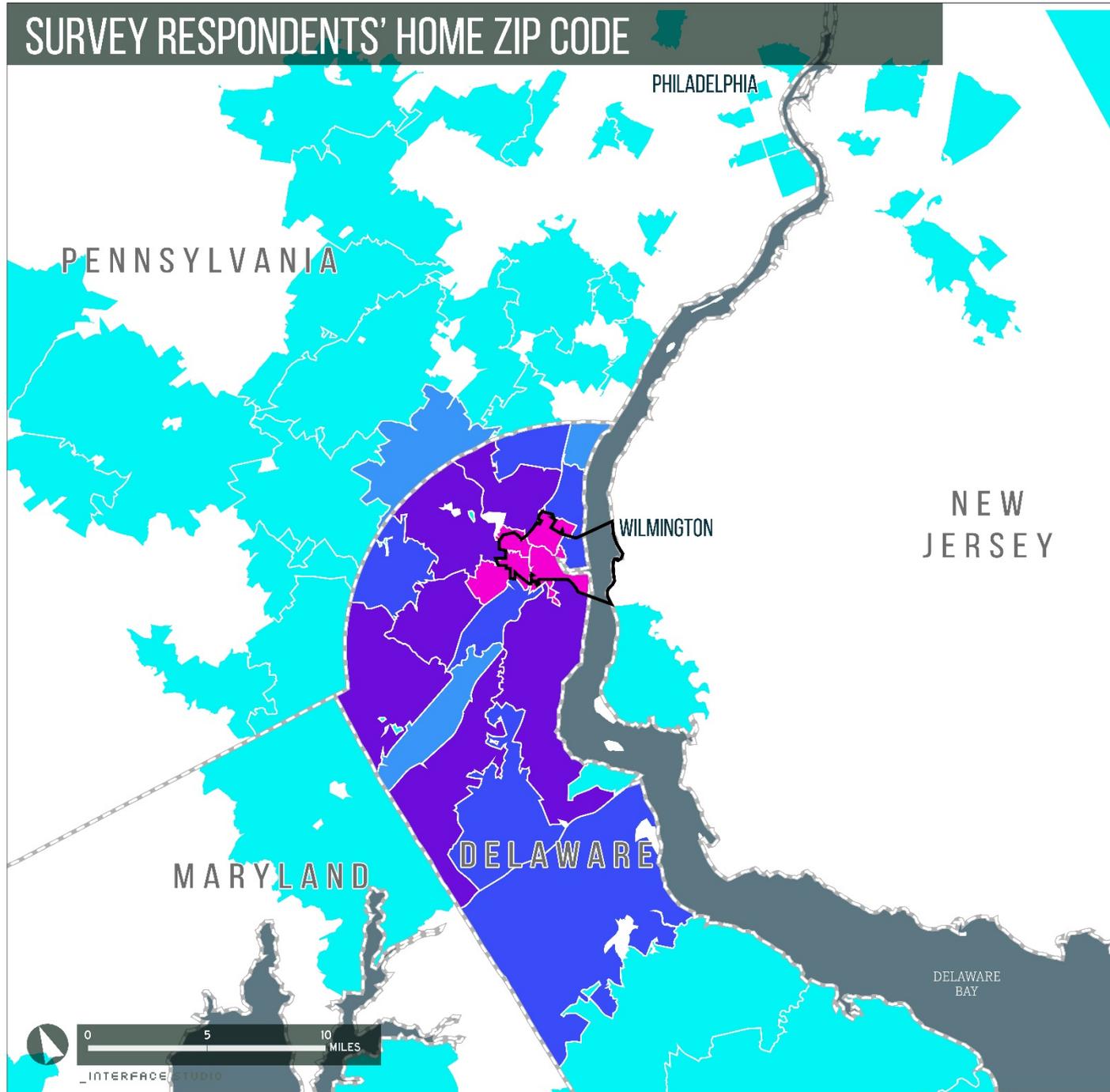
WHO TOOK THE SURVEY

THE SURVEY WAS NOT A RANDOM SAMPLING. SURVEYS WERE DISTRIBUTED ONLINE AND ON PAPER THROUGH COMMUNITY ORGANIZATIONS.

SURVEY RESPONDENTS' RELATIONSHIP TO WILMINGTON



SURVEY RESPONDENTS' HOME ZIP CODE



Number of Respondents

Less than 10

10 - 24

15 - 49

50 - 99

100 - 199

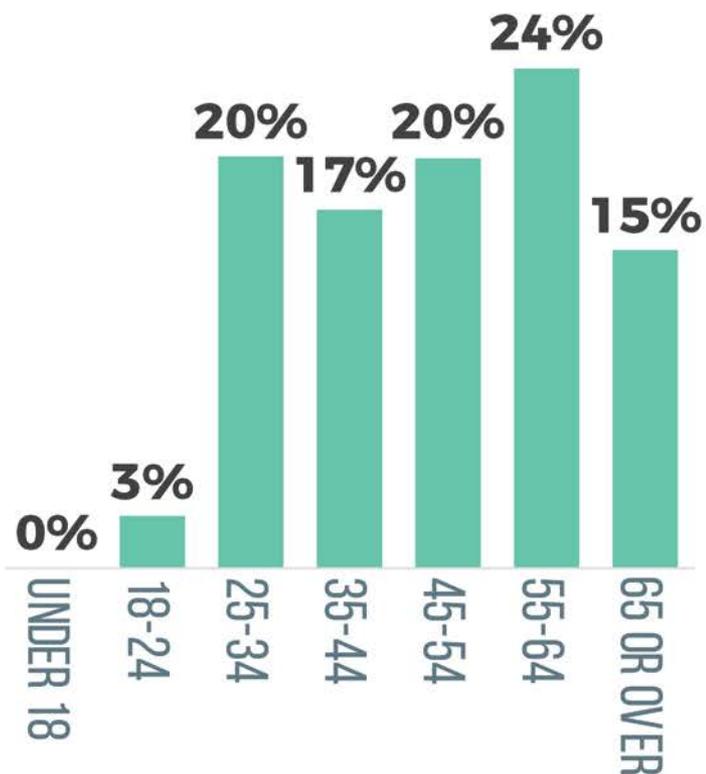
200 and above

City of Wilmington

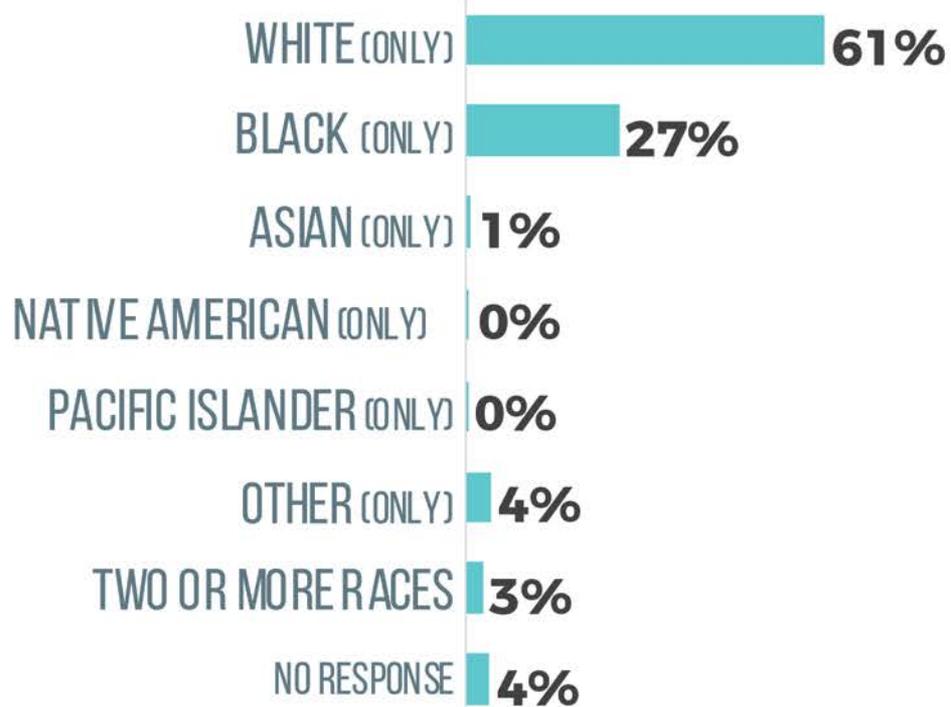
State Border

Source: Interface Studio Survey of Wilmington Residents, Workers, and Visitors

AGE

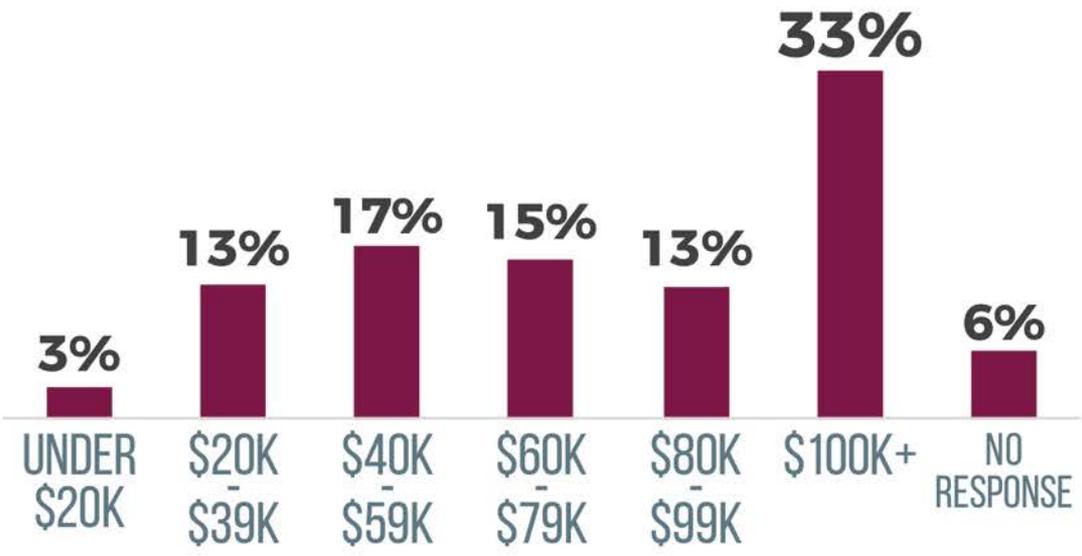


RACE

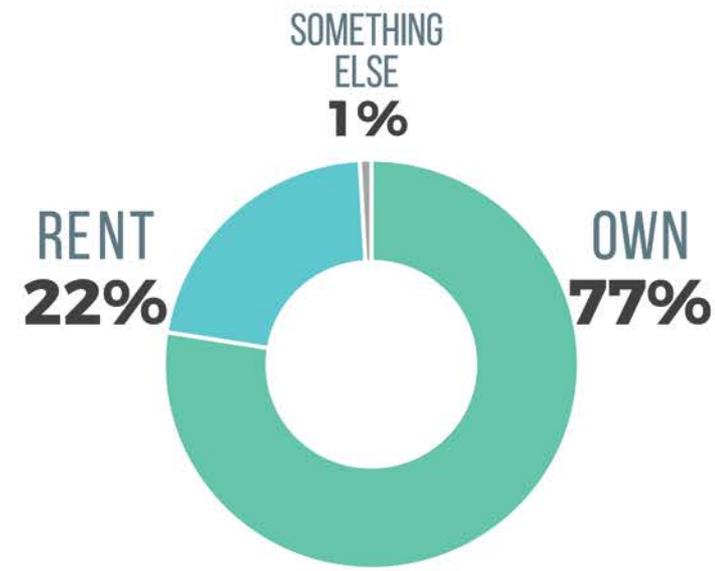


4%
OF RESPONDENTS REPORTED
HISPANIC/LATINO
HERITAGE

HOUSEHOLD INCOME



HOUSEHOLD TENURE



TIME LIVING IN WILMINGTON



WILMINGTON 2028 SURVEY, SEPT - NOV 2017

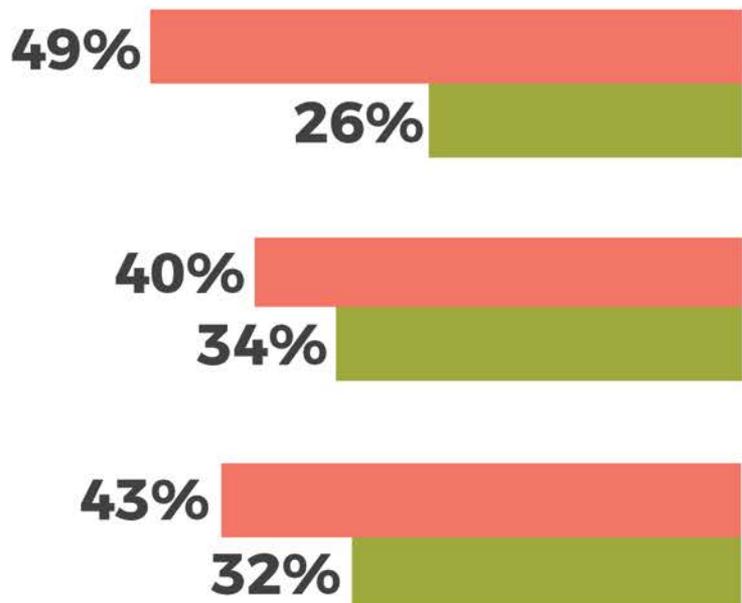
DATA ON THIS SLIDE DESCRIBES ONLY RESPONDENTS WHO LIVE IN WILMINGTON

VIEWS ON WILMINGTON
AND ITS
NEIGHBORHOODS

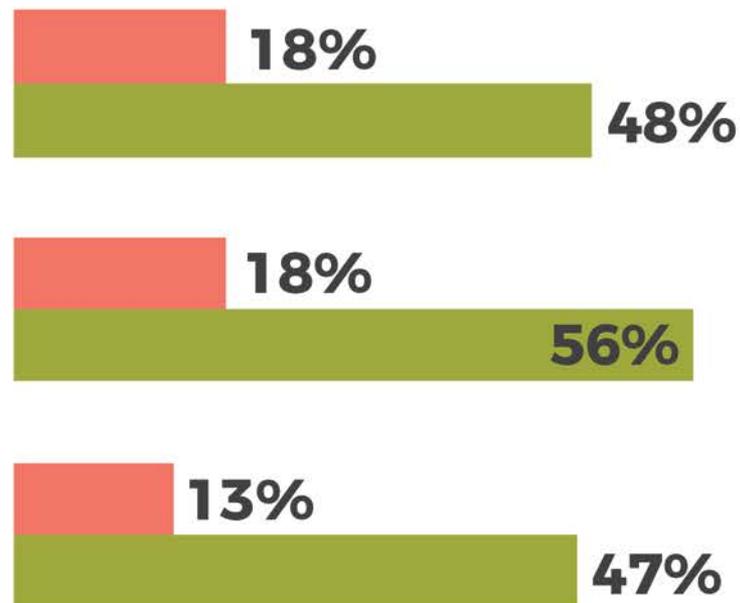
CITYWIDE: FEELINGS ABOUT THE CITY'S PAST & FUTURE

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

■ WORSE
 ■ BETTER



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



"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."

THE NEIGHBORHOODS: RESIDENTS' FEELINGS ABOUT THE FUTURE



"More businesses & more residents... increasing private investment. Lots of community planning initiatives underway."

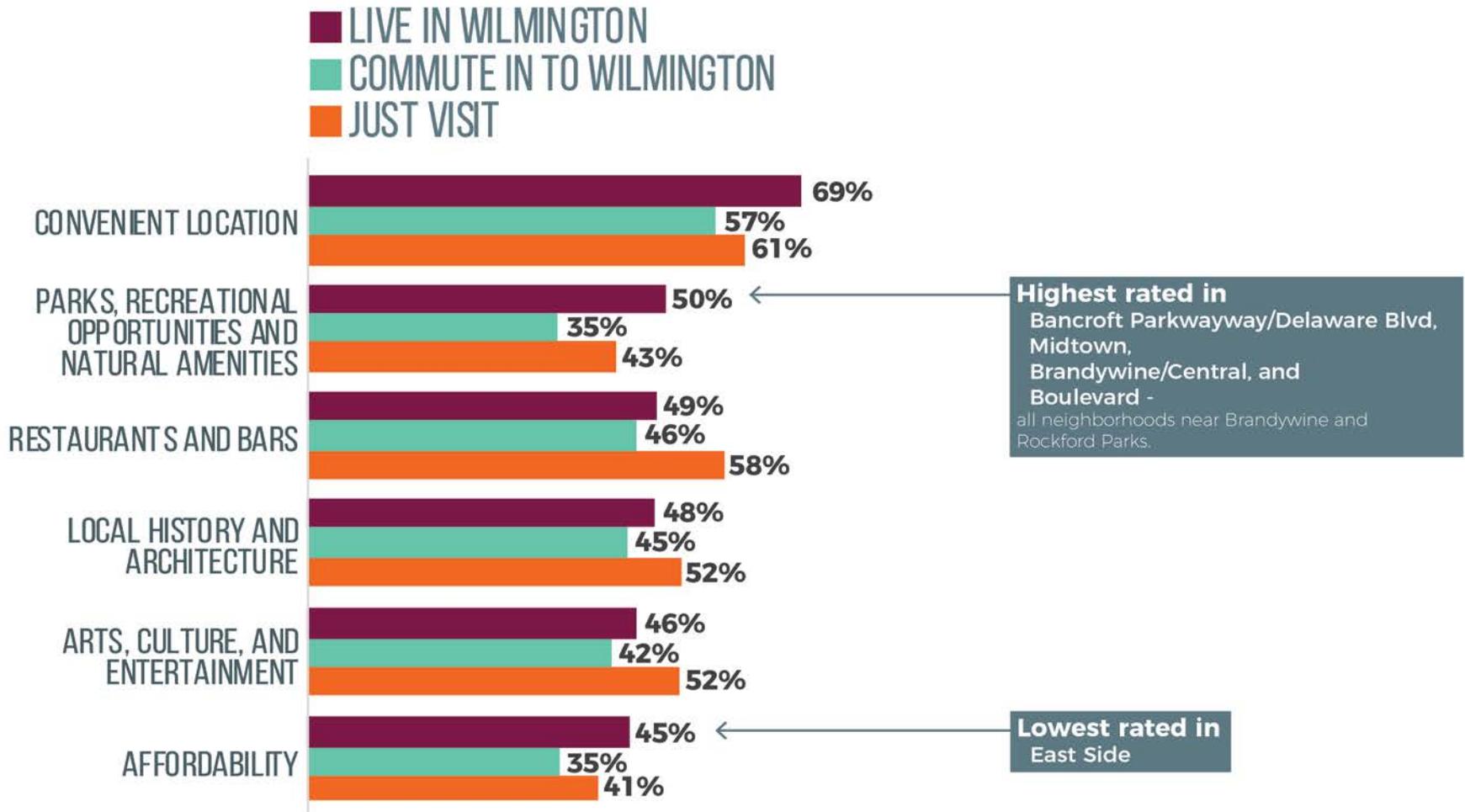
"The downtown revitalization is awesome!"

"If you don't get rid of the crime ... then the rest is a waste of time and money."

"The bottom is still yet to be found."

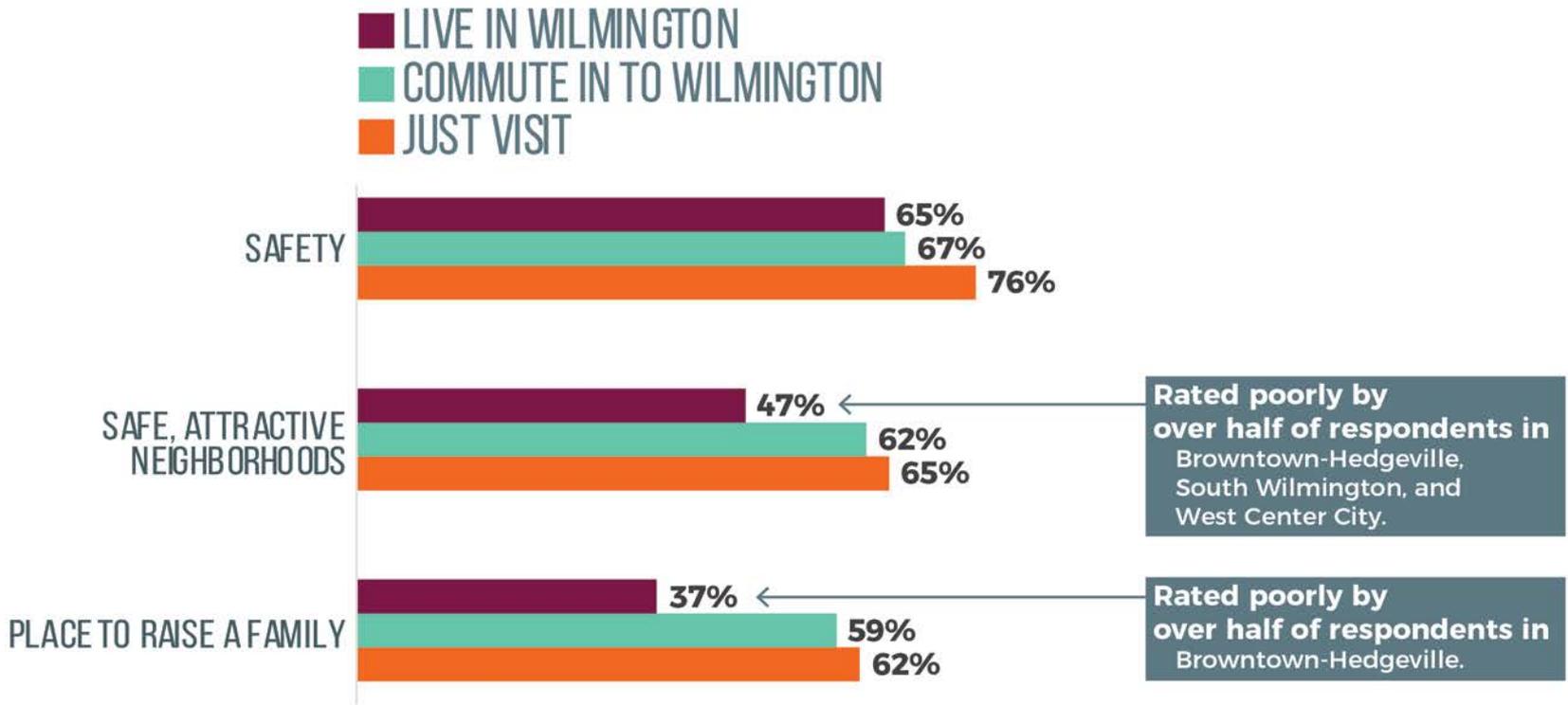
CITYWIDE: WILMINGTON'S BEST RATED QUALITIES

PERCENT OF RESPONDENTS WHO
RATED EACH QUALITY "GOOD" OR "VERY GOOD"



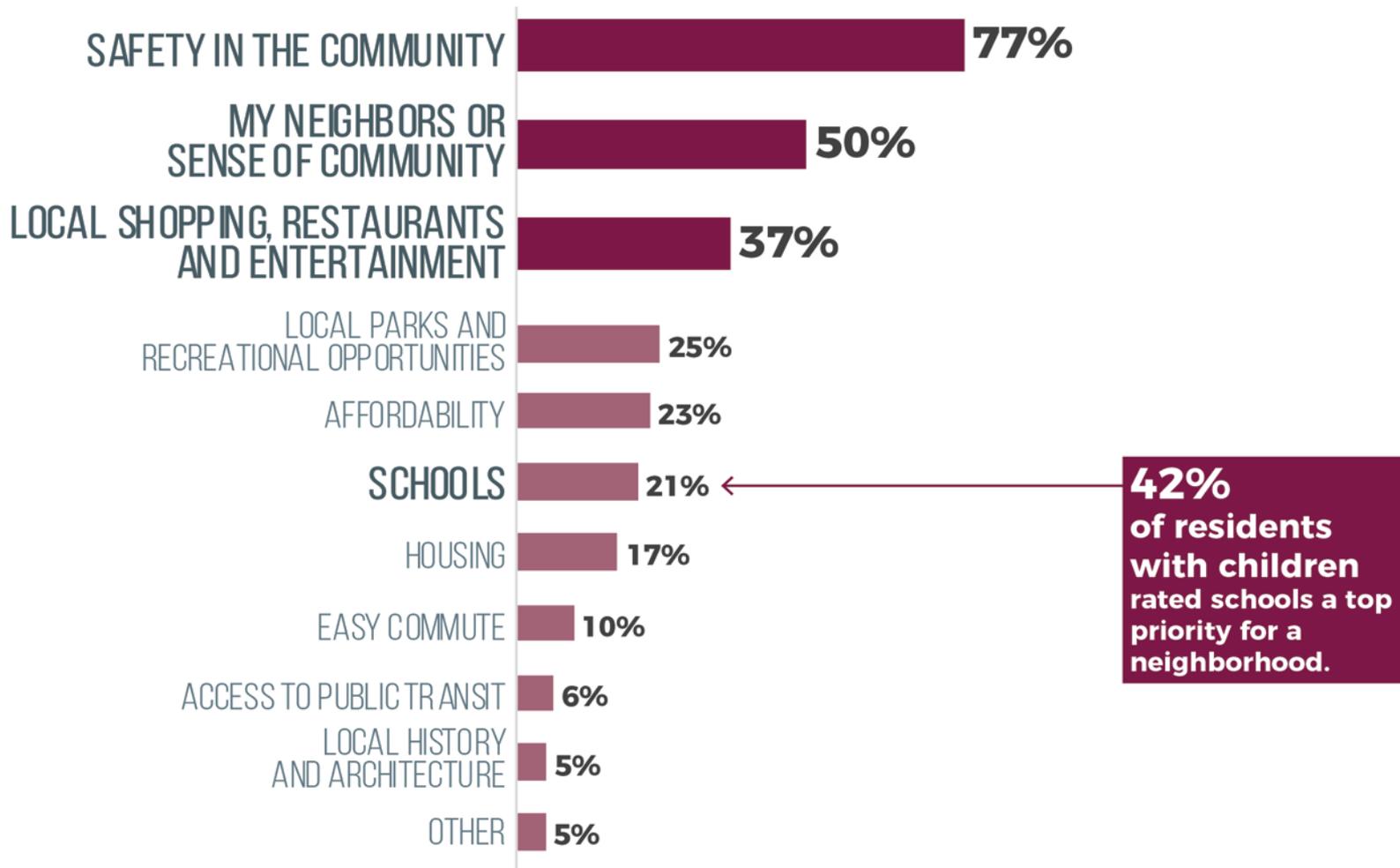
CITYWIDE: WILMINGTON'S WORST RATED QUALITIES

PERCENT OF RESPONDENTS WHO
RATED EACH QUALITY "POOR" OR "VERY POOR"



THE NEIGHBORHOODS: RESIDENTS' PRIORITIES

WHICH OF THESE QUALITIES ARE THE MOST IMPORTANT TO YOU IN A NEIGHBORHOOD? [CHOOSE UP TO THREE]

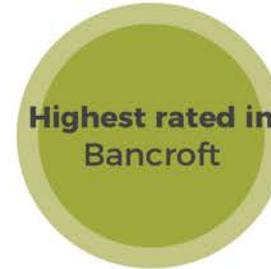


THE NEIGHBORHOODS: RESIDENTS' RATINGS OF TOP 3 QUALITIES

HOW WOULD YOU RATE THESE QUALITIES IN YOUR OWN NEIGHBORHOOD?

VERY POOR POOR AVERAGE GOOD VERY GOOD DON'T KNOW

SAFETY IN THE COMMUNITY



MY NEIGHBORS OR SENSE OF COMMUNITY



LOCAL SHOPPING, RESTAURANTS AND ENTERTAINMENT



THE NEIGHBORHOODS: RESIDENTS' OVERALL SATISFACTION

HOW SATISFIED ARE YOU LIVING IN YOUR NEIGHBORHOOD?



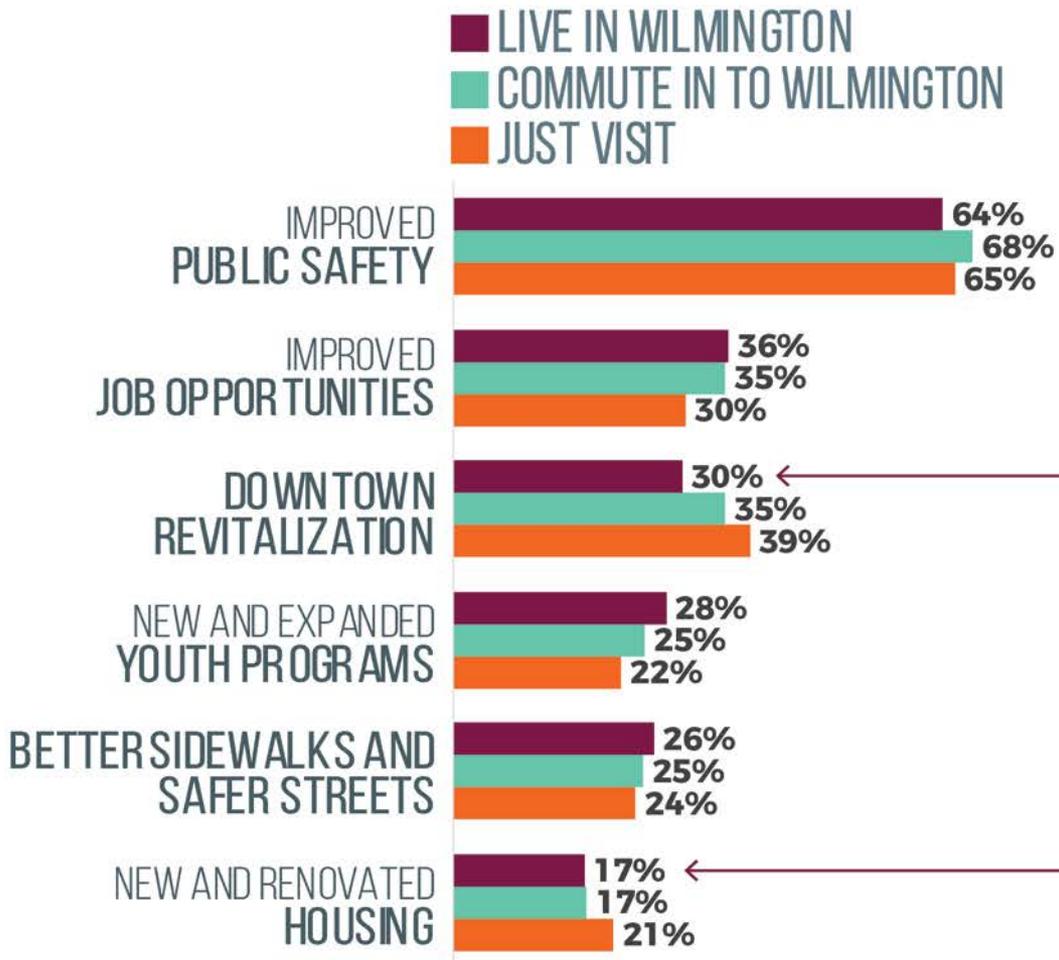
Over 40% expressed dissatisfaction in East Side and West Center City

Over 80% expressed satisfaction in Bancroft Parkway/ Delaware Ave, Boulevard and Midtown Brandywine/ Central

Bancroft, Midtown, and Boulevard tend toward positive views of their neighborhoods, while Browntown-Hedgeville, East Side and West Center City tend toward negative views.

CITYWIDE: TOP RATED IDEAS FOR WILMINGTON

WHAT IMPROVEMENTS DO YOU THINK WOULD MAKE THE GREATEST IMPACT ON QUALITY OF LIFE IN WILMINGTON? [CHOOSE UP TO THREE]



Residents in high poverty neighborhoods* were significantly less likely than residents in lower poverty neighborhoods to say downtown revitalization would have a major impact on their quality of life (28% vs 37%)

Residents in high poverty neighborhoods* were significantly more likely than residents in lower poverty neighborhoods to say new & renovated housing would have a major impact on their quality of life (20% vs 13%)

*"HIGH POVERTY NEIGHBORHOODS" INCLUDE THOSE IN WHICH GREATER THAN 25% OF RESIDENTS LIVE BELOW THE POVERTY LINE ACCORDING TO 2016 ACS 5-YEAR ESTIMATES INCLUDING: RIVERSIDE/11TH ST BRIDGE/PRICE'S RUN, WEST CENTER CITY, BROWNTOWN-HEDGEVILLE, AND SOUTHWEST

PUBLIC FORUMS

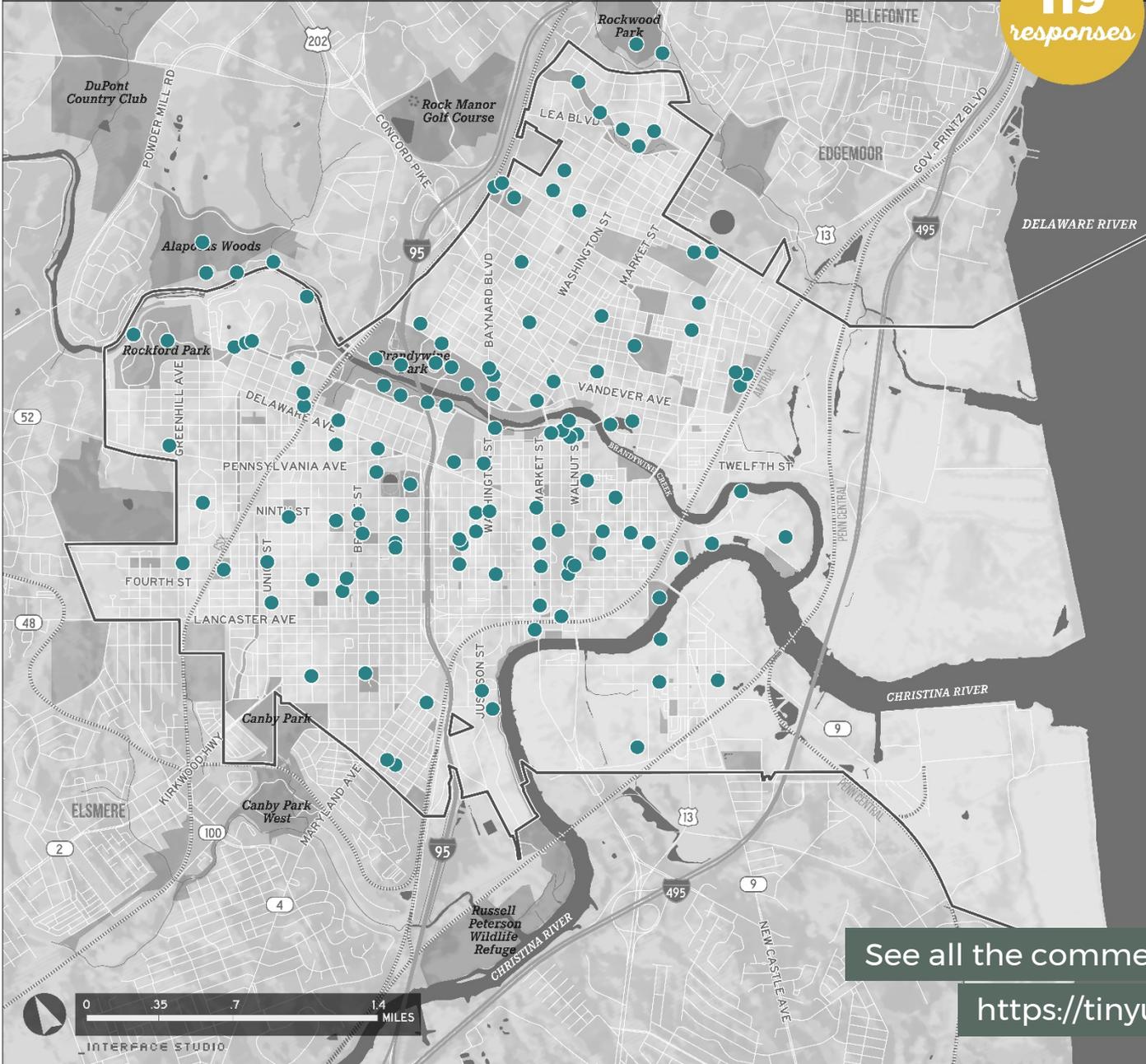
203 PEOPLE ATTENDED THE PUBLIC FORUMS

33 CONTRIBUTED TO THE VIRTUAL FORUM

COLLABORATIVE MAP RESULTS - HIDDEN GEMS

119
responses

Where are the **HIDDEN GEMS** in your City?



Historic Assets
23%

Great Places
22%

Parks or Open Spaces
22%

Institutions (Schools, Churches, etc.)
12%

Arts, Culture, & Entertainment Venues
9%

Redevelopment Opportunities
4%

Transportation Assets
4%

Great New Development
3%

See all the comments online using this link:
<https://tinyurl.com/Wilmington2028>



Source: Public Forums, November 2017

COLLABORATIVE MAP RESULTS - IF I WERE MAYOR...

148
responses

If I were **MAYOR** I would focus on...

Better Connectivity
22%

Revitalizing Neighborhoods
19%

Fostering Vibrant "Main Streets"
16%

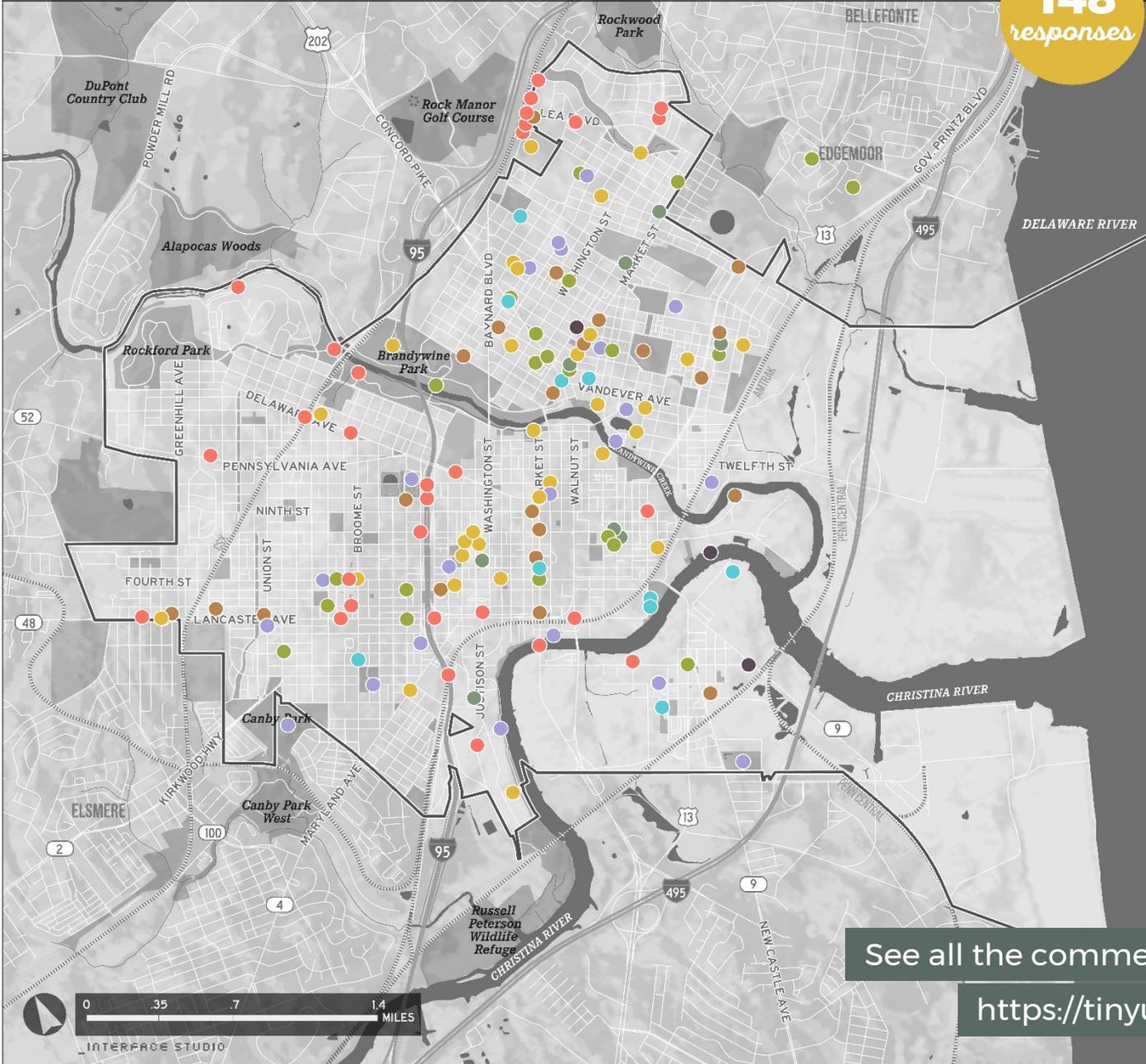
Improving Crime & Safety
14%

Creating Great Public Spaces
14%

**Improving Opportunities for People
& Helping Others**
10%

**Creating Better, and Affordable,
Housing Options**
5%

Protecting the Environment
2%



See all the comments online using this link:
<https://tinyurl.com/Wilmington2028>

Source: Public Forums, November 2017

WHAT IS A GREAT STREET?

267
responses

Most desired characteristics of a great street



YOUR VISION FOR 2028

118
responses

The best little city in America!

A great city to live. It is just the right size to enjoy the conveniences of urban cities in a small tight-knit community.

A place where inner city kids will get a great education and feel proud to call Wilmington their home.

A unique and affordable small city

Residents feel comfortable walking the streets, sitting on porches, and just loving and looking out for each other.

A safe and clean city with excellent schools and thriving businesses.

This is a small city with the potential to be a great small city...a 24 hour city and not just an employment center.

Become a city of cultural diversity. Be a destination for music, art, and dining. Embrace the creative economy!

A healthy, safe and vibrant city with parks, bike and pedestrian priorities, jobs and affordable housing for low-income residents.

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