

Southbridge Neighborhood Plan

Council Meeting

May 13, 2021



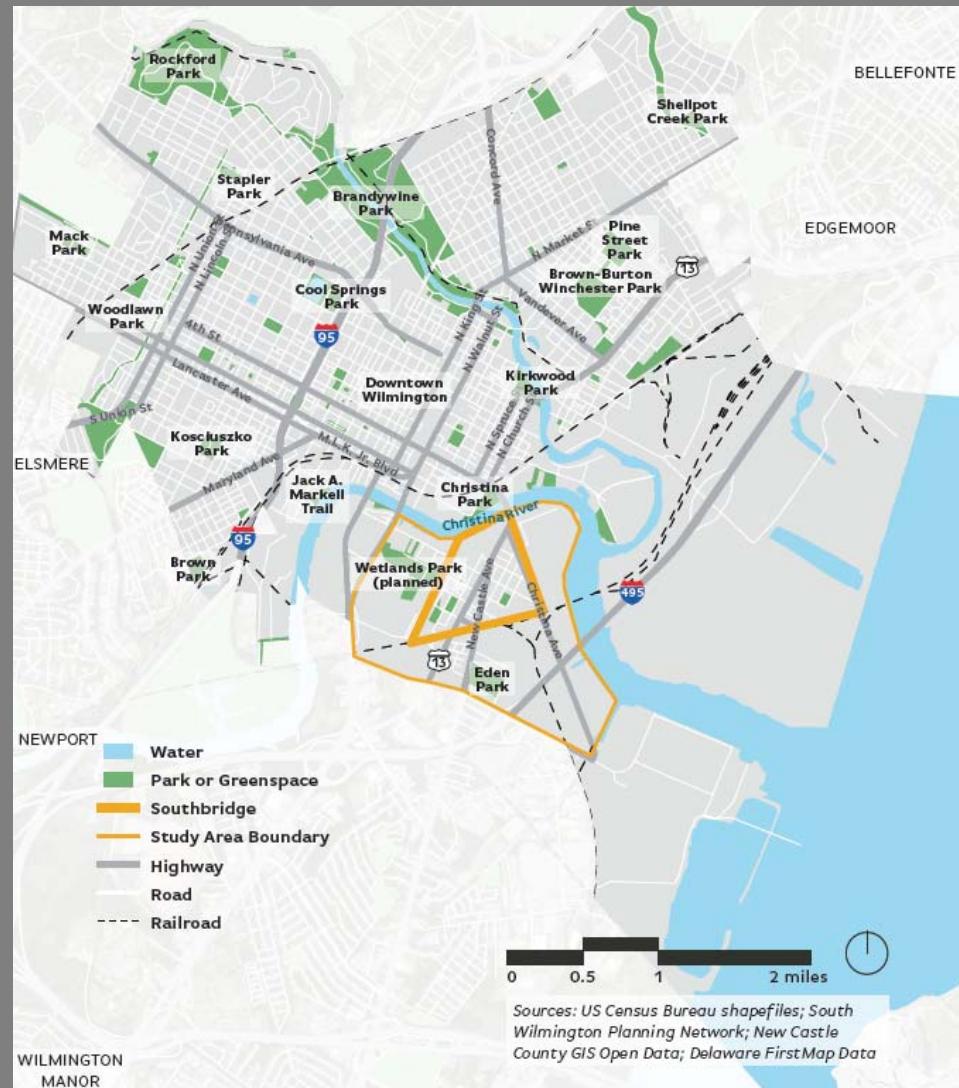
Healthy Communities Delaware
alignment. investment. impact.



South Wilmington
PLANNING NETWORK



ASAKURA
ROBINSON



South Wilmington



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



South Wilmington Neighborhood Plan

Prepared by the South Wilmington SAMP Neighborhood Plan Work Group

With technical assistance from:
Phillips Preisz Shapiro Associates, Inc.
Planning & Real Estate Consultants

June 2006

Building on the 2028 Comprehensive Plan

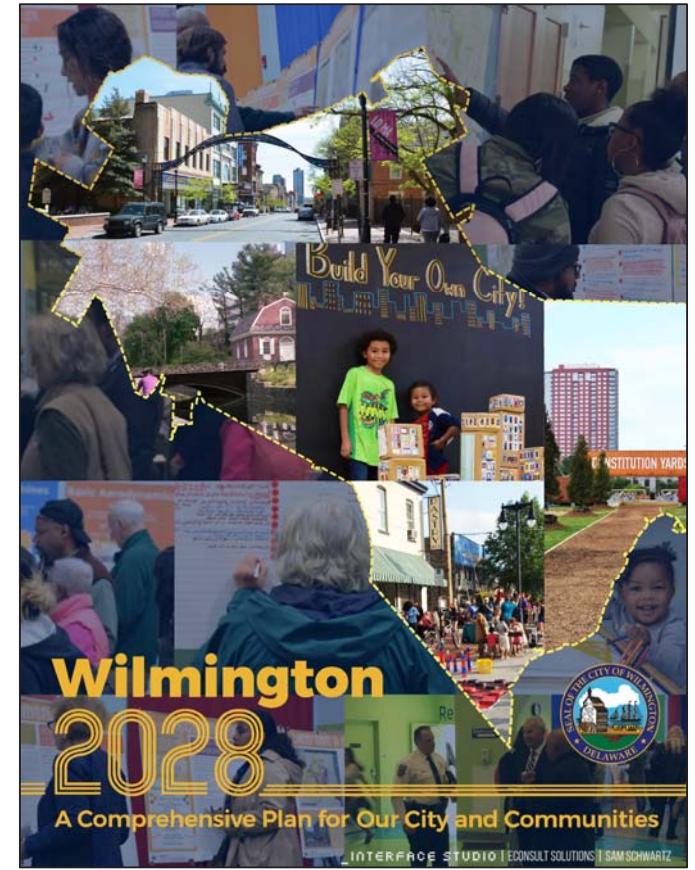
“Emphasize wetland park trails as an alternative pedestrian and bicycle route between Southbridge and other destinations.”

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



* 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

*Conducted by paid residents

Early Findings

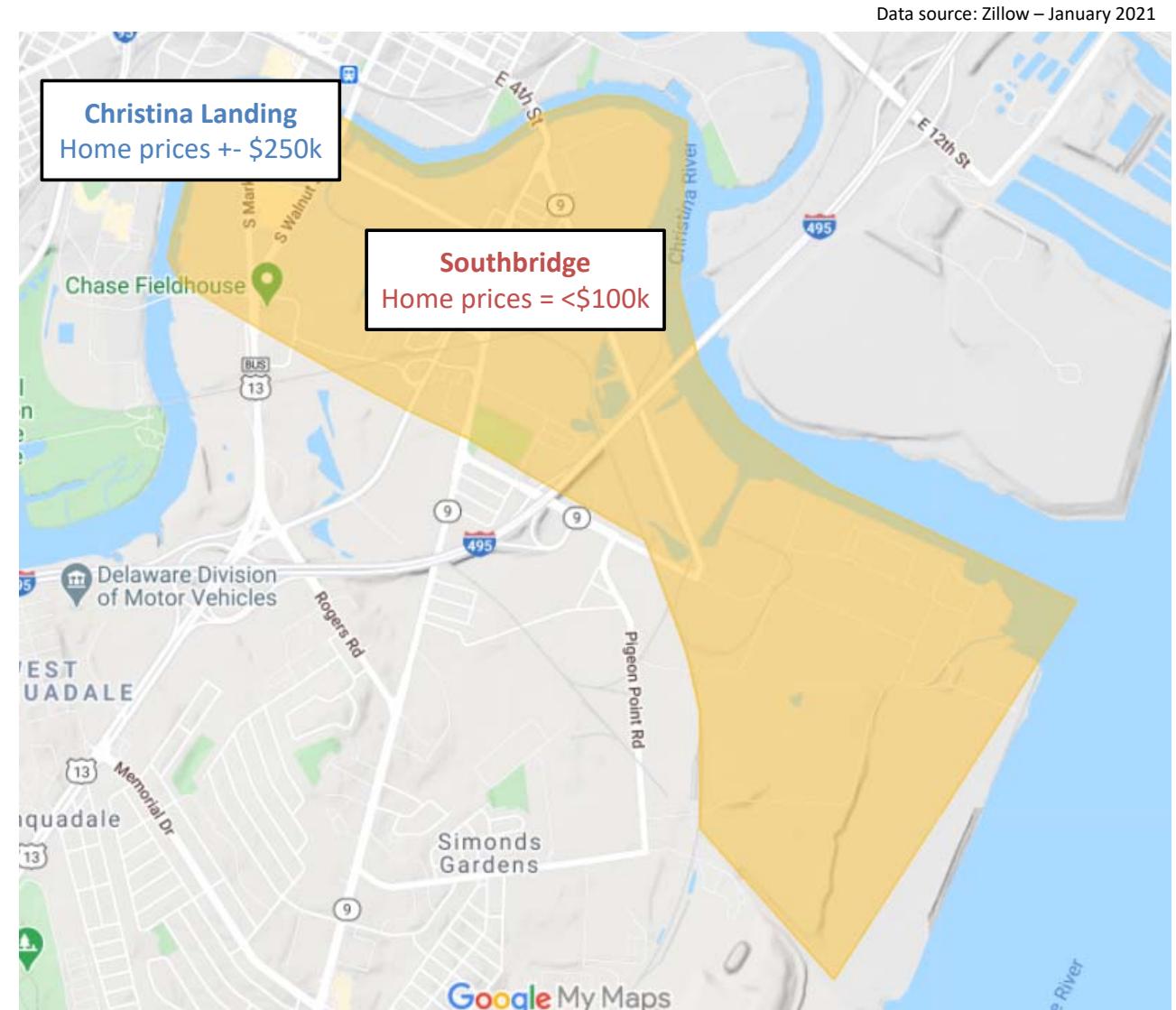
Data note . . .

Southbridge is lumped
w/South Wilmington
(Tract 19.02)

Riverfront
development skews
Southbridge's data &
vice versa

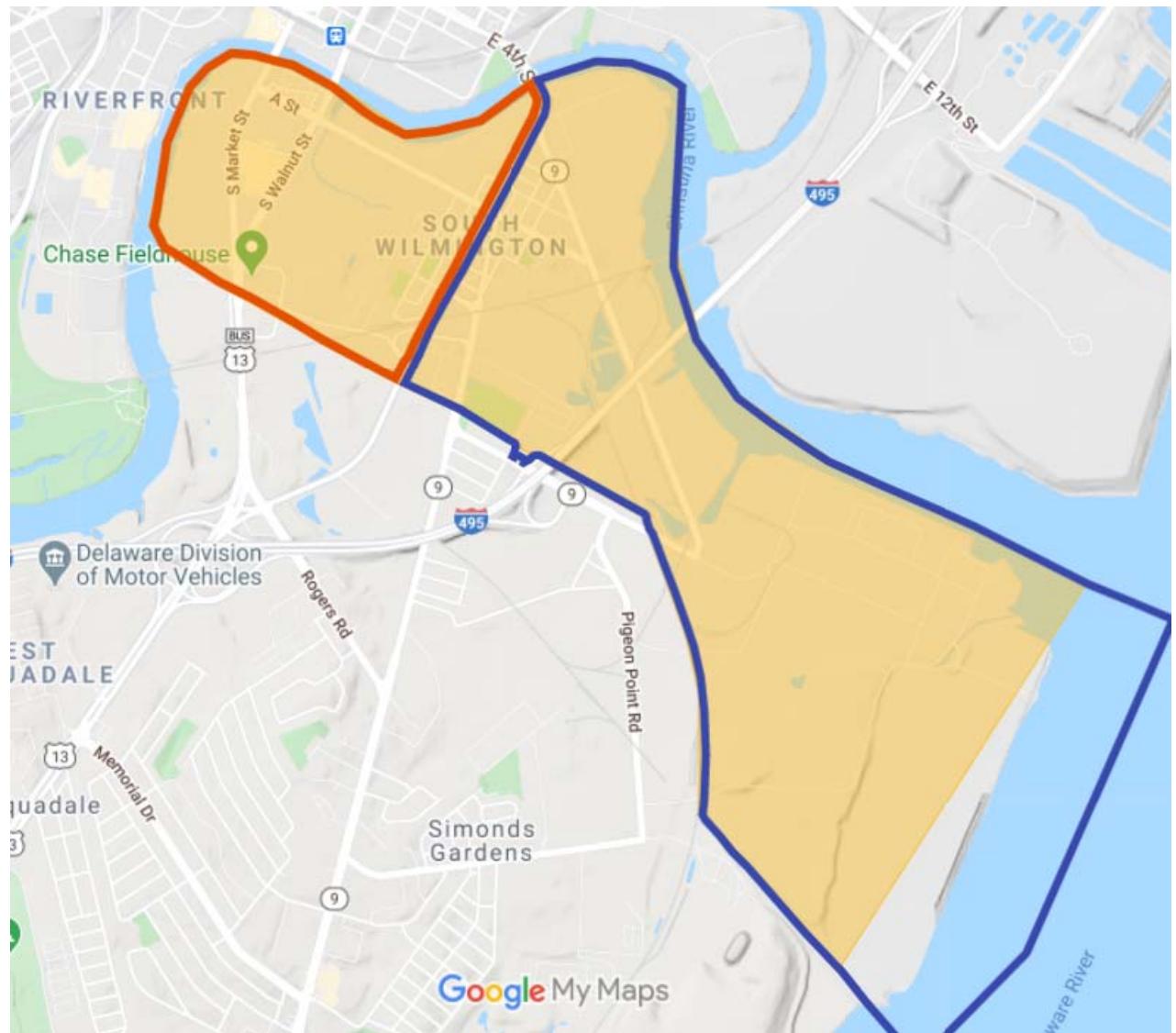
Equity indicators
impacted

- Urban tech deserts
- Opportunity zones
- Etc.



Data note. . .

Examining ways to at least better delineate block groups



Selected Existing Conditions

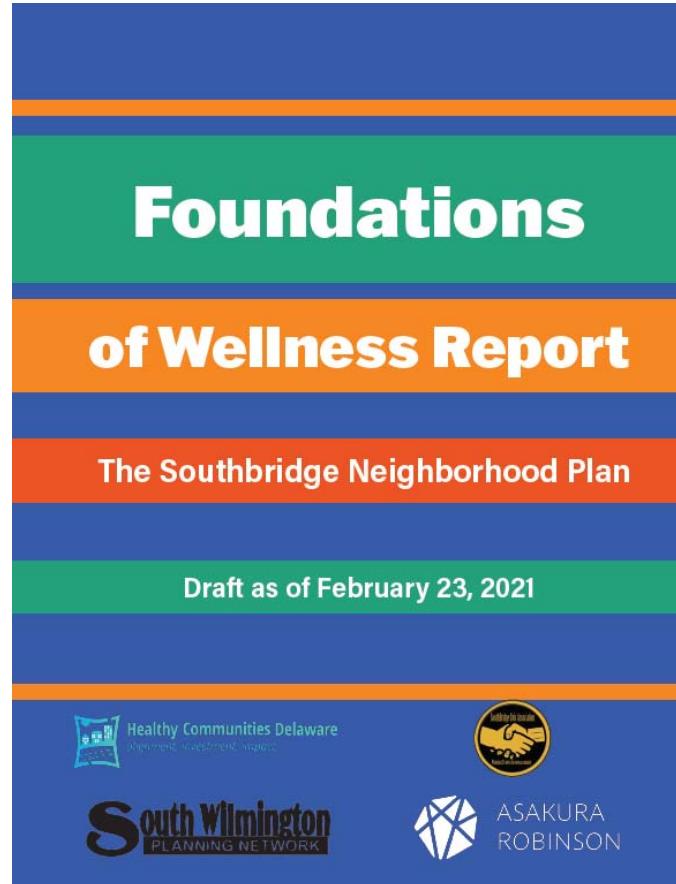
Elevated poverty

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

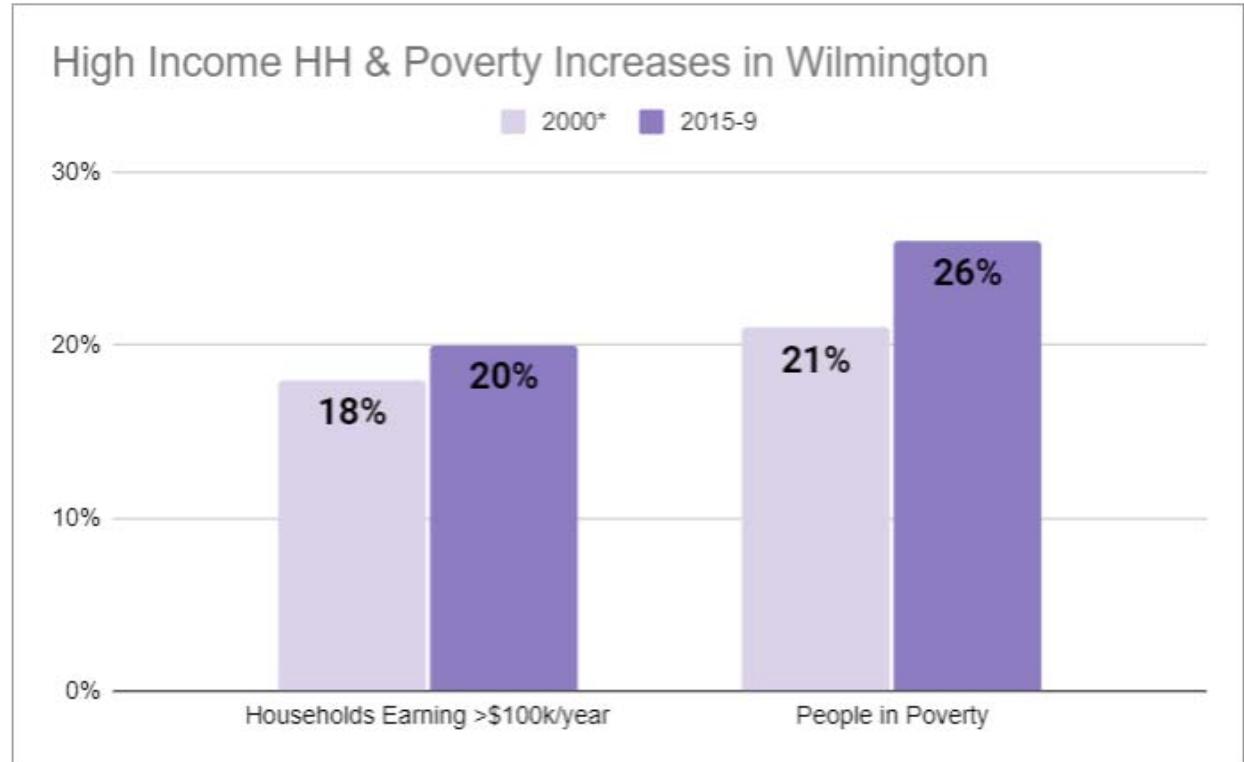
Pockets & perceptions of crime

Education access/youth programming

Development and changes to the neighborhood

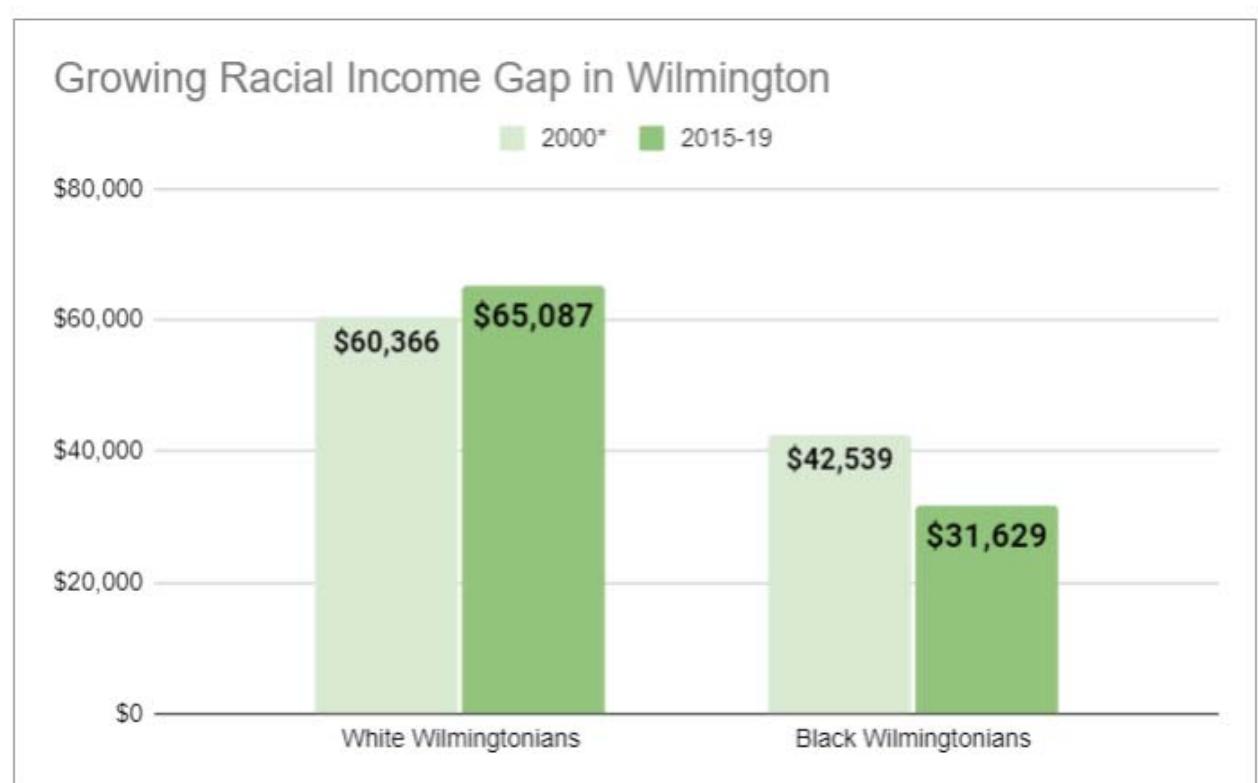


Growing Socio-economic Inequities



*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



*2017 inflation-adjusted dollars

Emerging Priorities

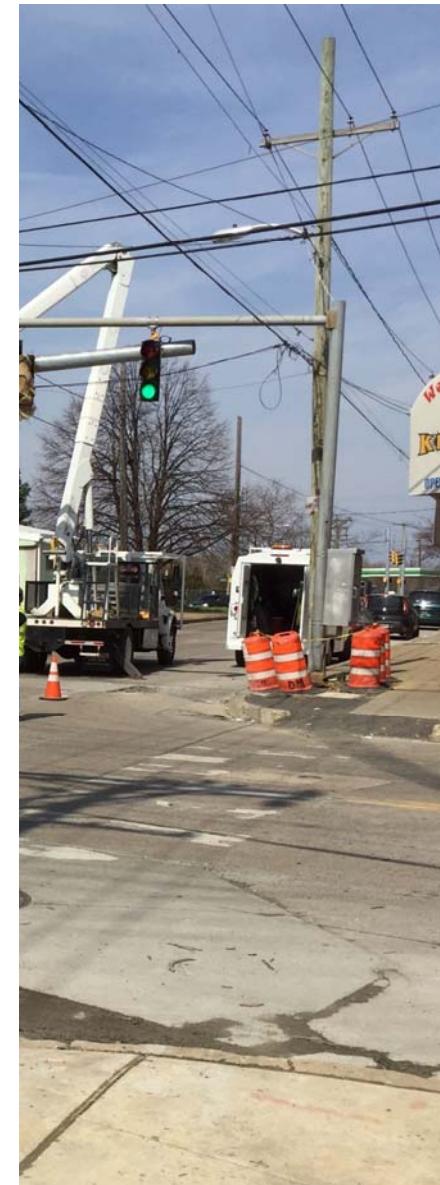
Equitable Development

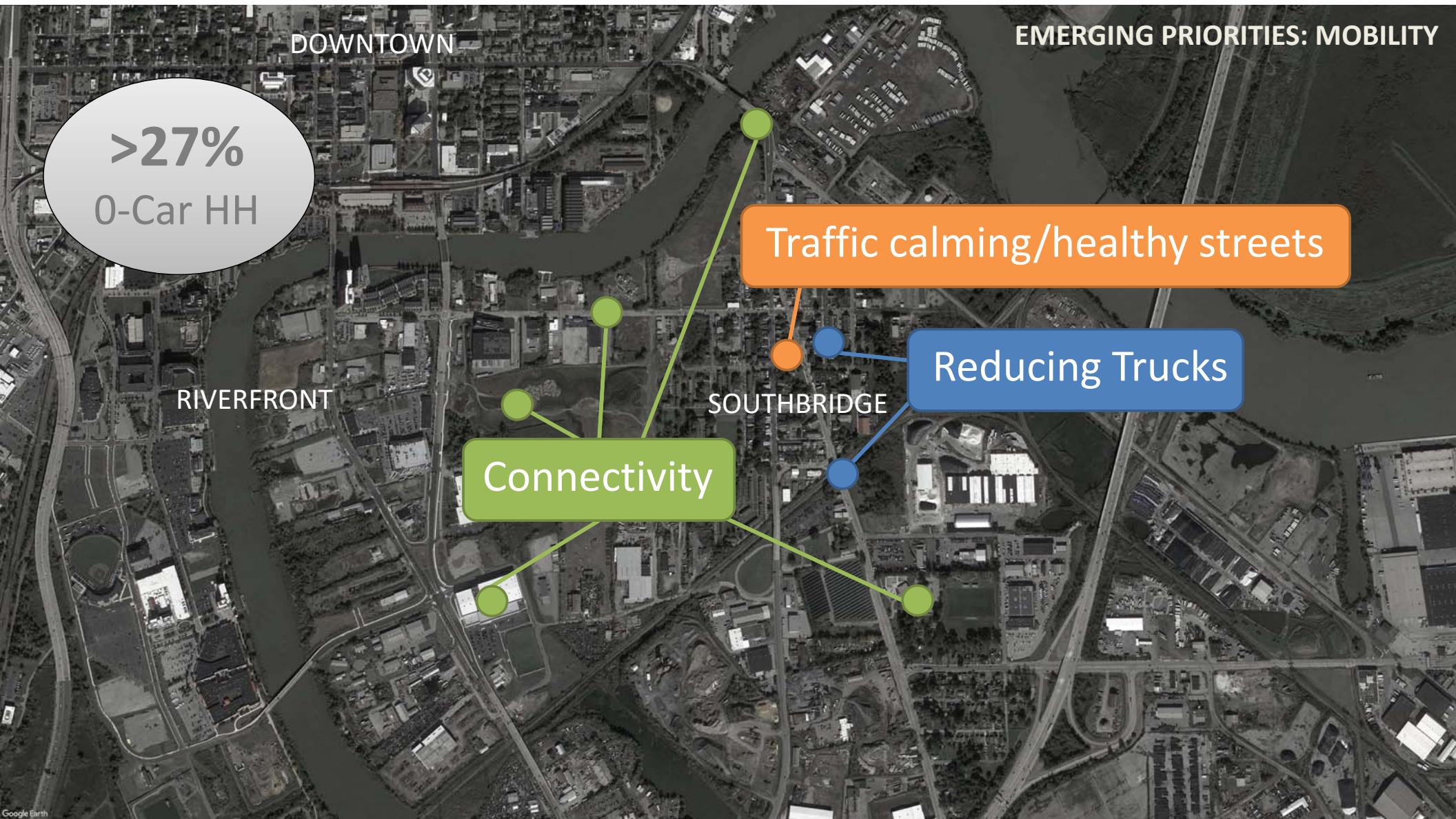
Affordable Living and Quality Housing

Local Entrepreneurship

Resilience to Flooding and Sea Level Rise

Improved Mobility





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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



SWPN.org

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