

# Southbridge Neighborhood Plan

## Council Meeting

May 13, 2021



**Healthy Communities Delaware**  
*alignment. investment. impact.*

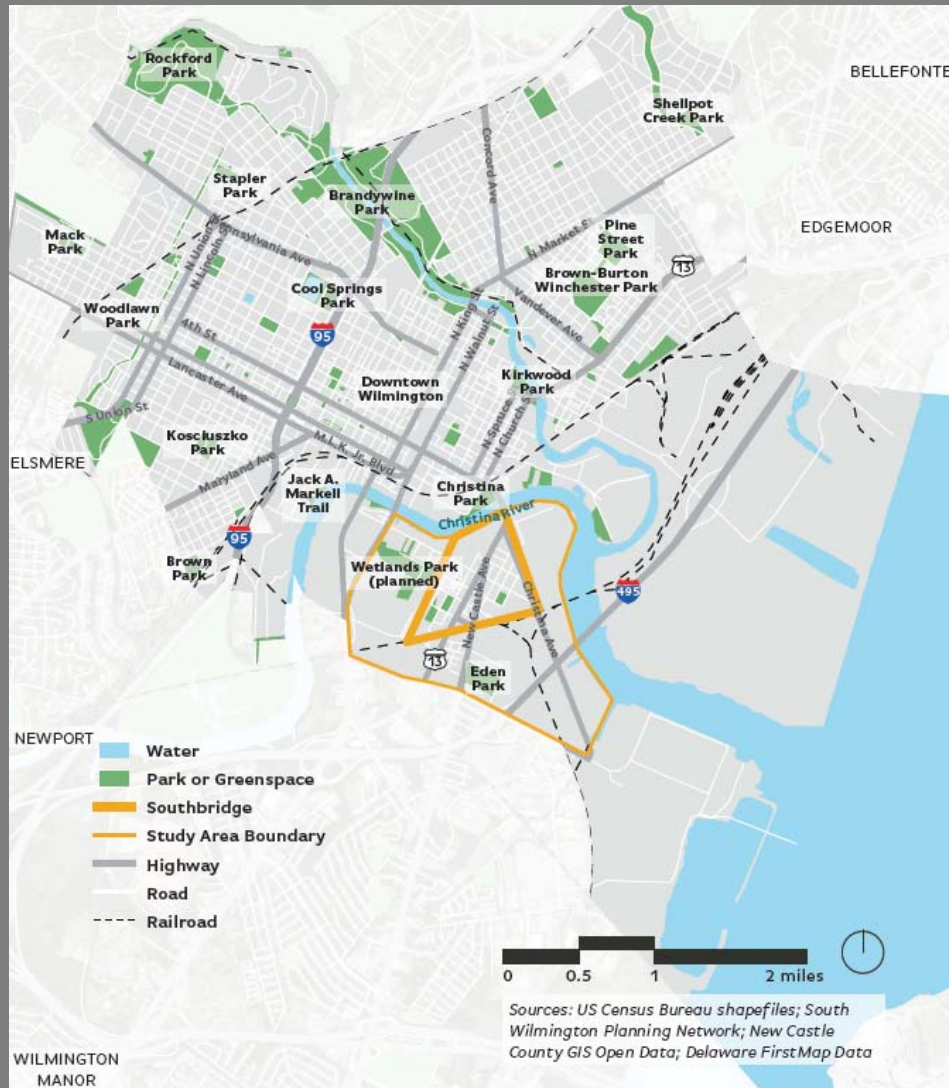


**South Wilmington**  
PLANNING NETWORK



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

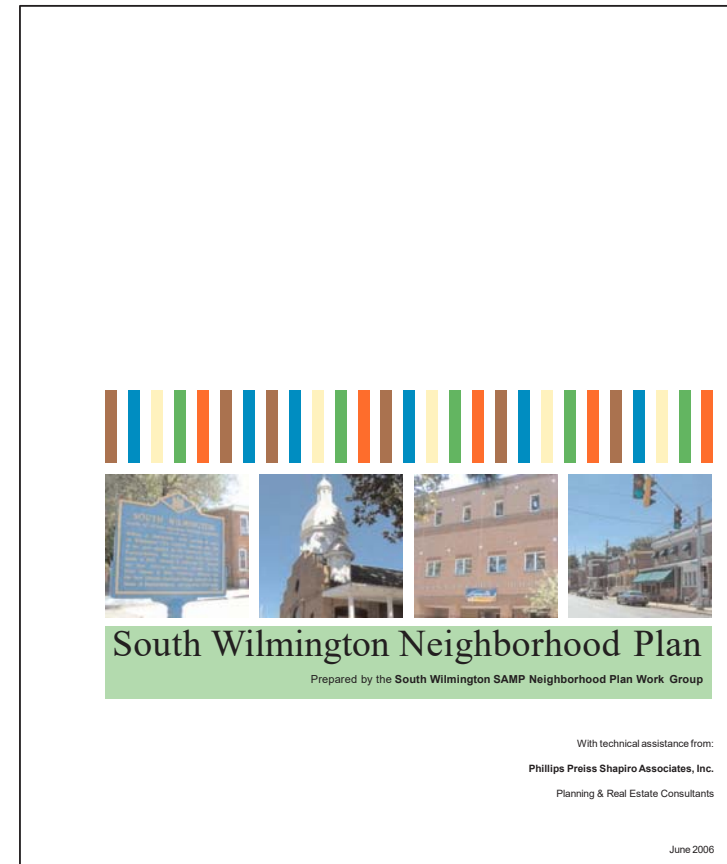
*“Create a Central Park located to the immediate west of Southbridge.”*

Housing affordability requirement

Local jobs agreement with developers

Create destinations

Transportation improvements



# Building on the 2028 Comprehensive Plan

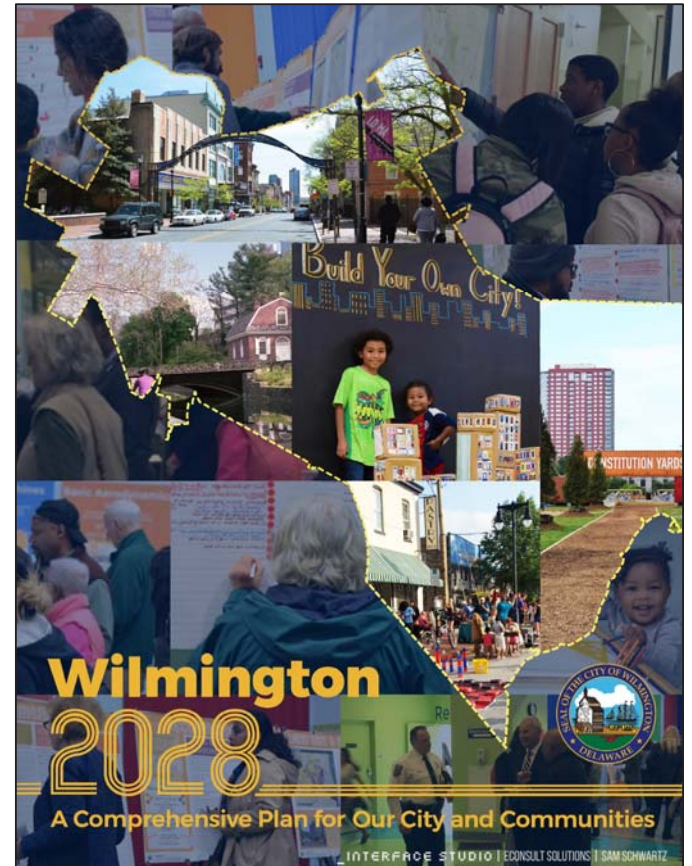
*“Emphasize wetland park trails as an alternative pedestrian and bicycle route between Southbridge and other destinations.”*

Strong Safe Neighborhoods

Robust Local Economy

Connected City and Region

Sustainable and Resilient City



***Leverage the Neighborhood Plan to strengthen the foundation of wellness***





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\* 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. . .

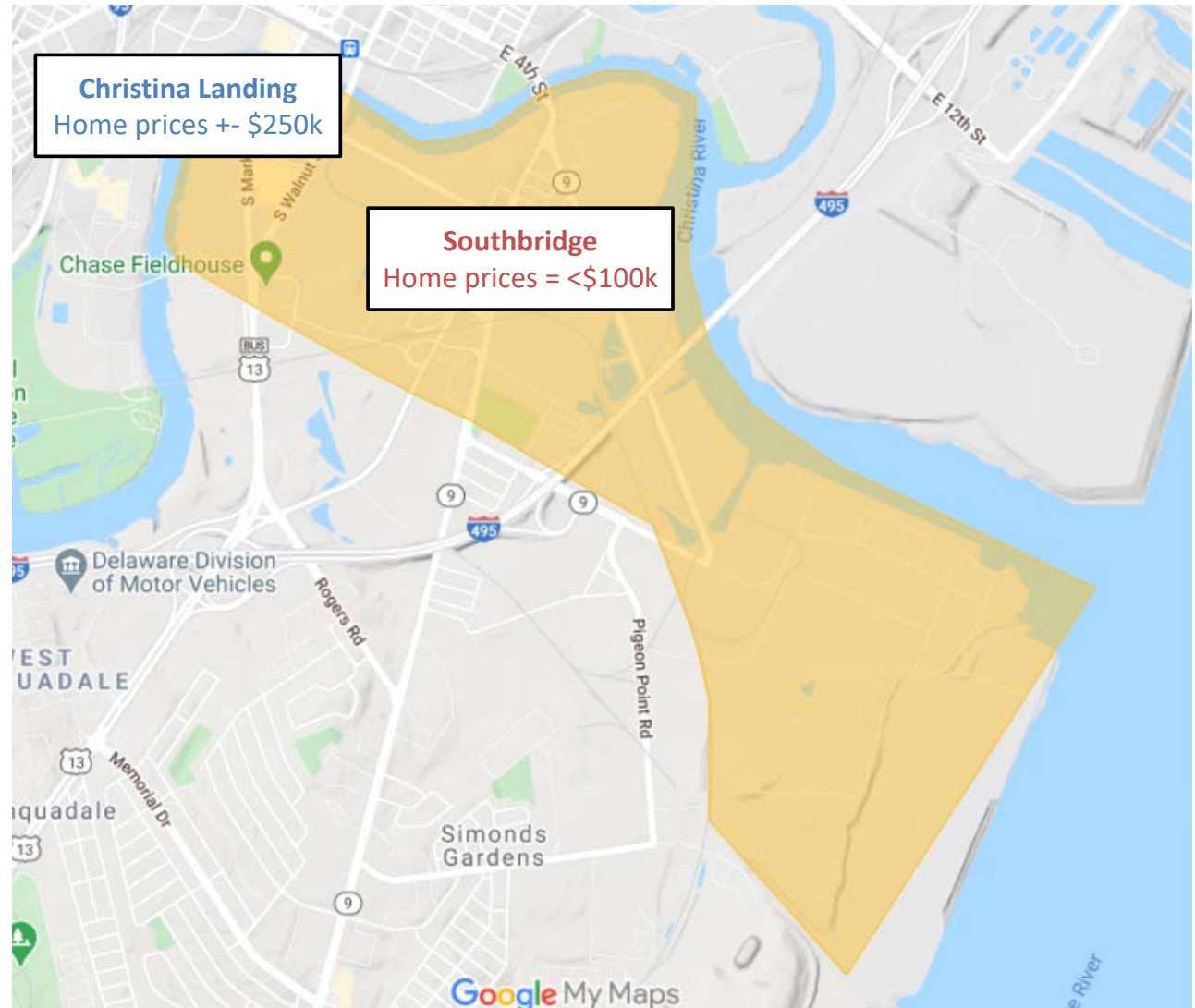
Southbridge is lumped  
w/South Wilmington  
(Tract 19.02)

Riverfront  
development skews  
Southbridge's data &  
vice versa

Equity indicators  
impacted

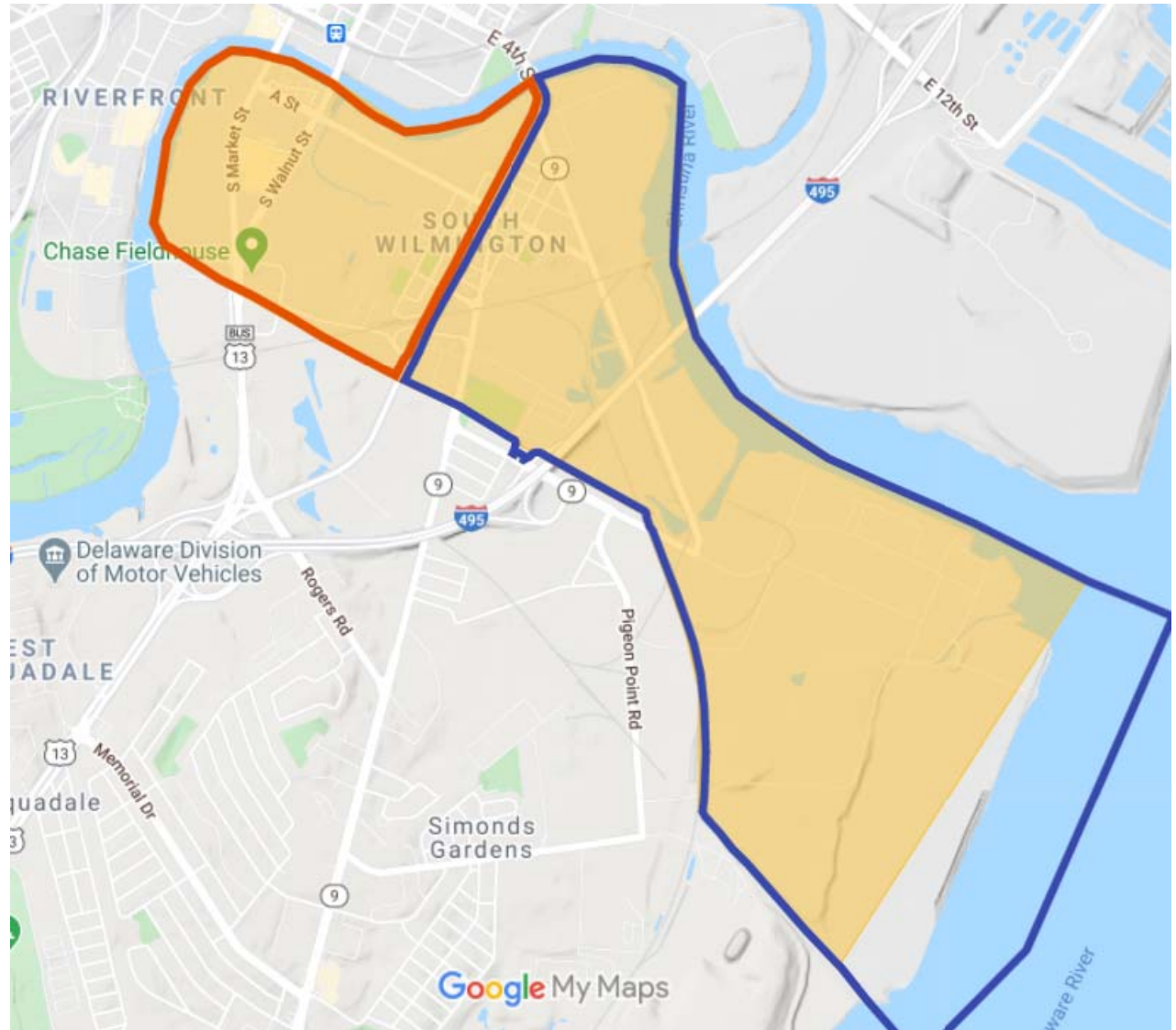
- Urban tech deserts
- Opportunity zones
- Etc.

Data source: Zillow – January 2021



# Data note. . .

Examining ways to at least better delineate block groups





## Selected Existing Conditions

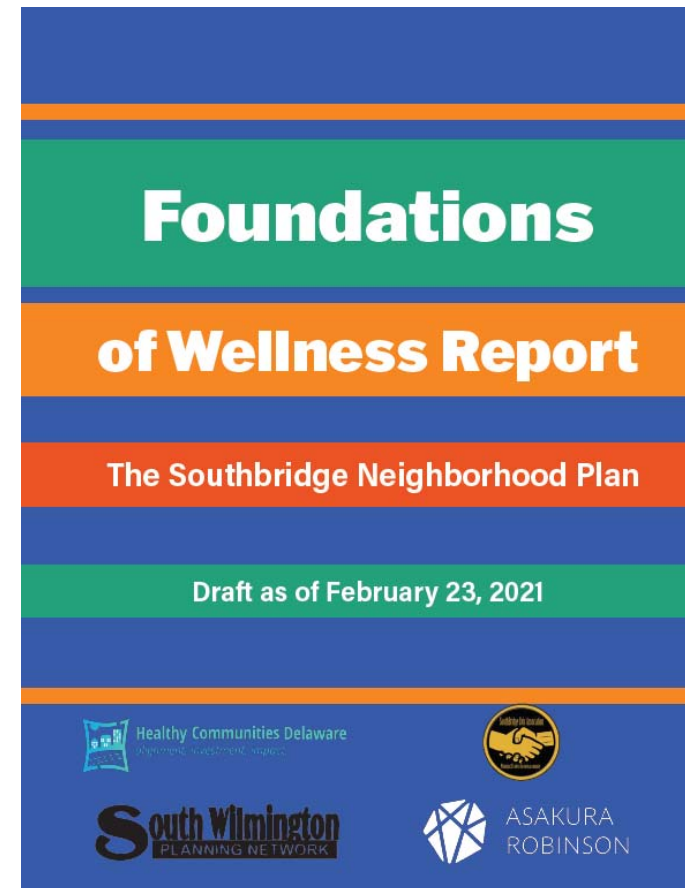
Elevated poverty

High unemployment

More bus dependent

Surrounding industrial land

Lots of vacant land



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## What People Love about Southbridge

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Strong sense of community and identity

Southbridge Wilmington Wetland Park

Neighborhood institutions

Generally low crime rate



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## **Biggest Challenges Facing Southbridge**

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Flooding, sea level rise

Finding agreement on issues

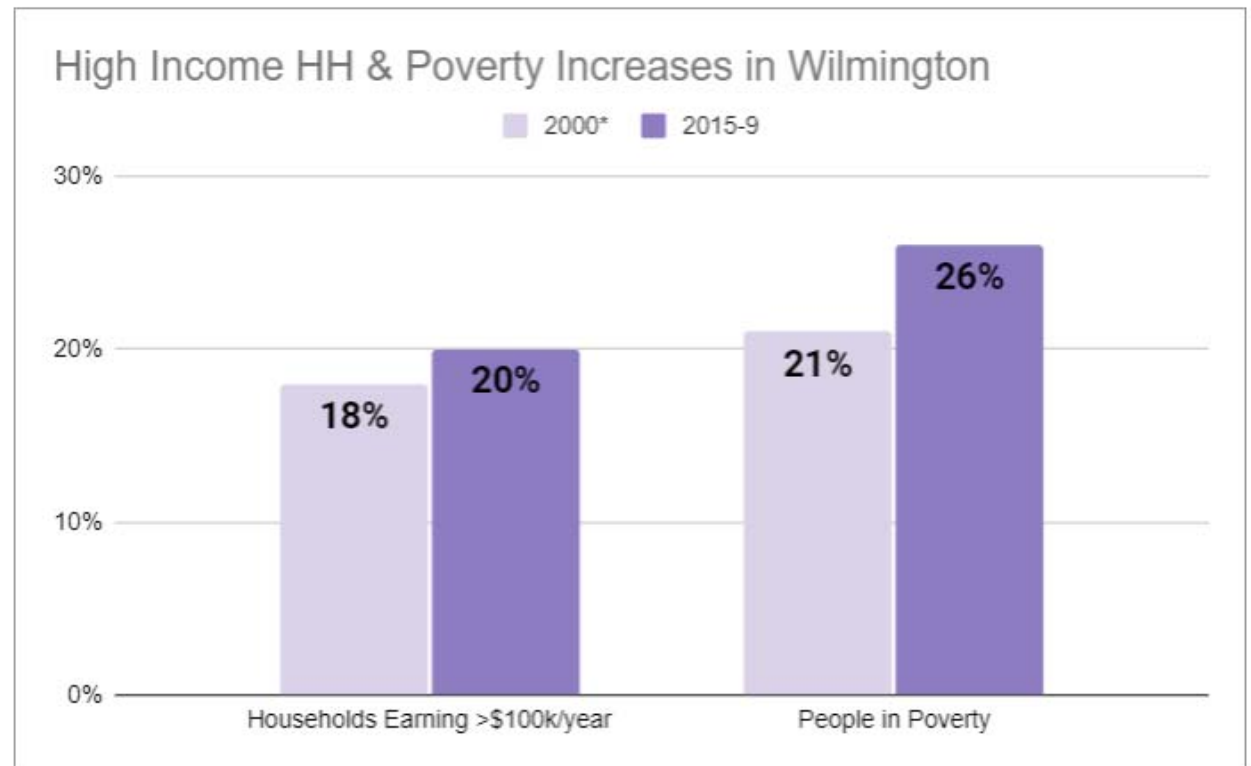
Pockets & perceptions of crime

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

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## Emerging Priorities

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Equitable Development

Affordable Living and Quality Housing

Local Entrepreneurship

Resilience to Flooding and Sea Level Rise

Improved Mobility



EMERGING PRIORITIES: MOBILITY

>27%  
0-Car HH

DOWNTOWN

RIVERFRONT

SOUTHBRIDGE

Connectivity

Traffic calming/healthy streets

Reducing Trucks

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# Survey 1

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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](http://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](mailto: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](http://www.bit.ly/SBNPlan) for more information on the  
Southbridge Neighborhood Plan

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# SWPN.org

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