

**VALUE ADDED USE OF SOCIAL
SCIENCE METHODS FOR IMPROVED
COASTAL RESOURCE MANAGEMENT**

**SOUTH WILMINGTON SPECIAL AREA
MANAGEMENT PLAN
(SAMP)**



SAMP PROJECT AREA

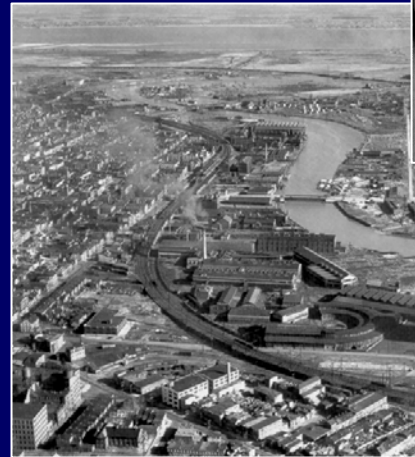
- Bound to the West, North, East by the Christina River (1.6 sq. mi.)
- Bound to the South by I-495
- Mixed industrial, commercial, and residential
- Large tracts of wetlands and undeveloped land

SOUTH WILMINGTON



RIVERFRONT HERITAGE

- Industrial History
- Commerce
- Manufacturing
- Mid Atlantic Hub



Opposite Riverfront Redeveloped (North Side of River)



Shipyard Shops



Riverfront Market



Bank One Center

CURRENT SITUATION

(South Side of River in South Wilmington)

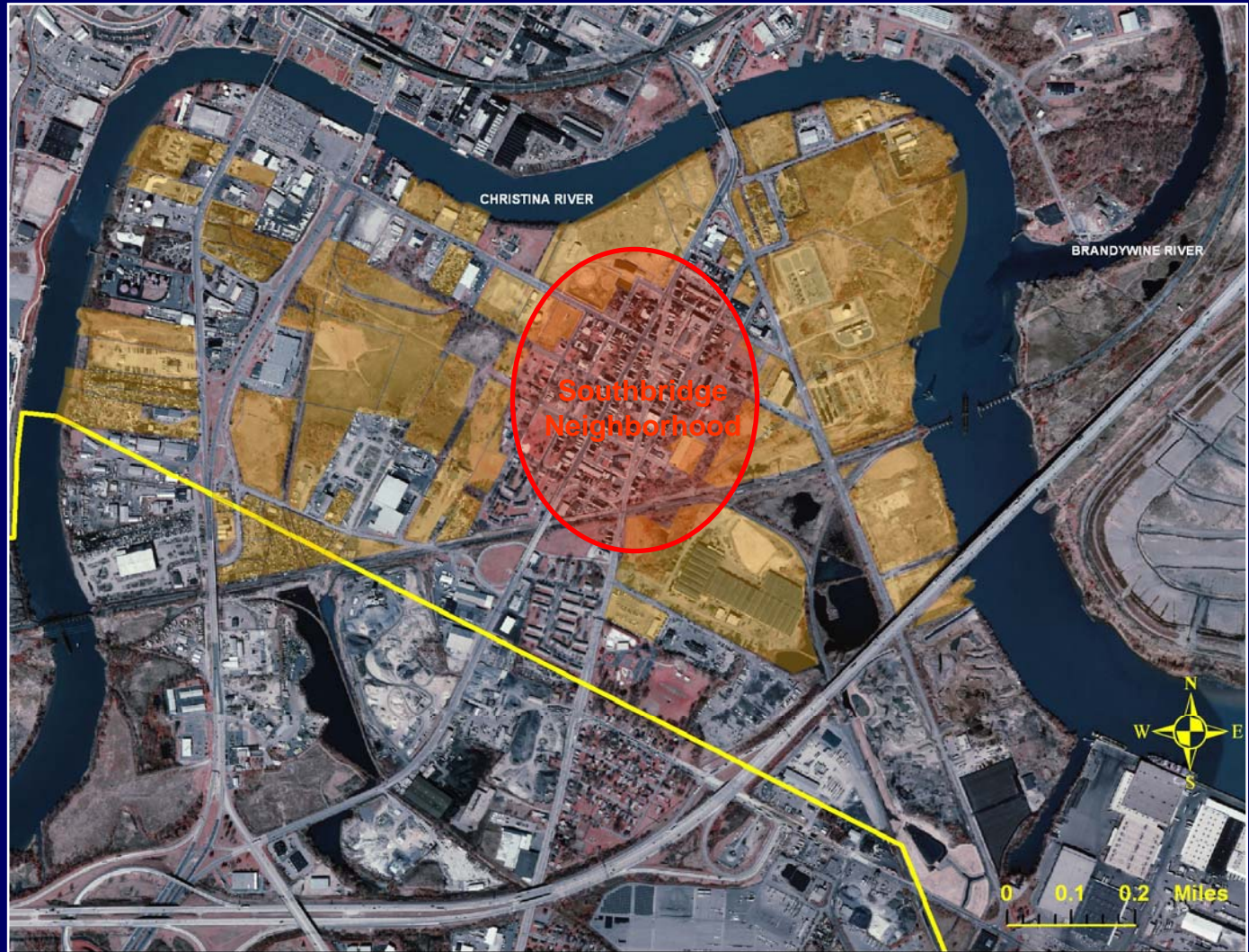
Social, Environmental, and Economic Issues:

- Existing Underserved Residential Community
- Unemployment
- Lack of Services
- Chronic Stormwater Flooding
- Brownfields (34%+)
- Contaminated Groundwater and Soil
- Dirty Industry
- Abundance of Underutilized Lands



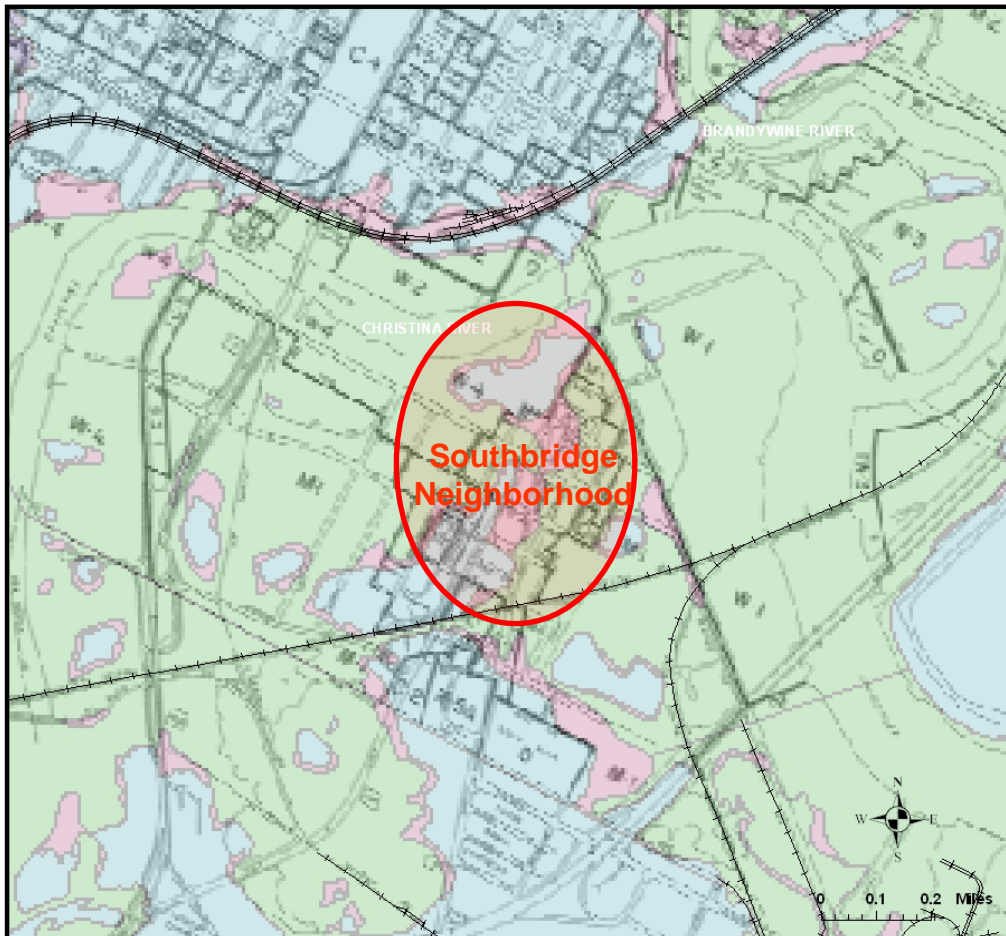
BROWNFIELDS

- Delaware Brownfield Inventory Project
- South Wilmington Pilot
- Large number of potential brownfields in project area (> 34% of landscape)



FLOODPLAIN

SOUTH WILMINGTON FLOOD ZONES



LEGEND

- +— Railroads
- A Flood Zone
- AE Flood Zone
- X Flood Zone
- X500 Flood Zone

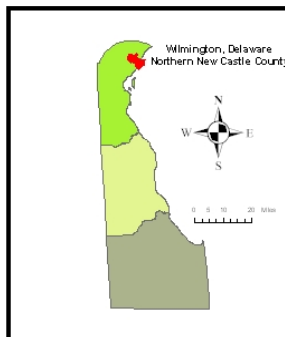
FLOOD ZONES

A Flood Zone - an area inundated by 100-year flooding for which no Base Flood Elevation (BFE) has been established

AE Flood Zone - an area inundated by 100-year flooding for which a Base Flood Elevation (BFE) has been established

X Flood Zone - an area outside the 100- and 500-year floodplains

X500 Flood Zone - an area inundated by 500-year flooding; an area inundated by 100-year flooding with average depths of less than 1 foot



South Wilmington SAMP Goals

- Revitalize South Wilmington through the coordination of government, private sector, and community efforts, planning documents, and funding sources.
- Establish legal authorities that support revitalization efforts in South Wilmington.
- Sustain a thriving Southbridge community with a high rate of owner-occupied residences and convenient services.
- Revitalize South Wilmington so that wetlands, open areas, and previously contaminated lands meet all environmental standards, serve to relieve local flooding, and provide residents access to outdoor recreational opportunities.
- Develop multi-residential areas based upon regional economic needs, resident desires, and environmental constraints, while providing jobs for residents and creating a solid tax base for expanded community services.
- Encourage economic development and workforce development linkages that increase resident income from employment and improve the quality of jobs created.

**SIMPLIFIED GOAL (community):
WATERFRONT REVITALIZATION
WITHOUT DISPLACEMENT**

SAMP COMPONENTS

- Development of a Neighborhood Plan
- Comprehensive Review of Legal Authorities
- Development of an Ecological Characterization and Enhancement Plan (Including Social)
- Development of a Non-Residential Area Sustainable Economic Development Plan
- Development of a Stormwater and Flood Relief Plan
- Public Outreach & Participation (ENGAGEMENT)

SOCIO-ECONOMIC PROFILE

- **NOAA Special Projects Office** developed a detailed socio-economic profile of the affected coastal community to help us better understand the needs, social setting and cultural perspectives of people living in the area where project implementation will occur.
- Demographics
- Housing
- Employment & Income
- Residential Development
- Land Use
- Business Establishment
- Public and Community Development & Services
- Crime, Voting, and Vital Statistics and Property Tax Assess Value

NEIGHBORHOOD PLAN

SOUTHBRIDGE COMMUNITY

- Demographics, Housing & Land Use
- Environment Open Space & Recreation
- Economic Development, Education, and Community Facilities
- Streets, Traffic, & Safety

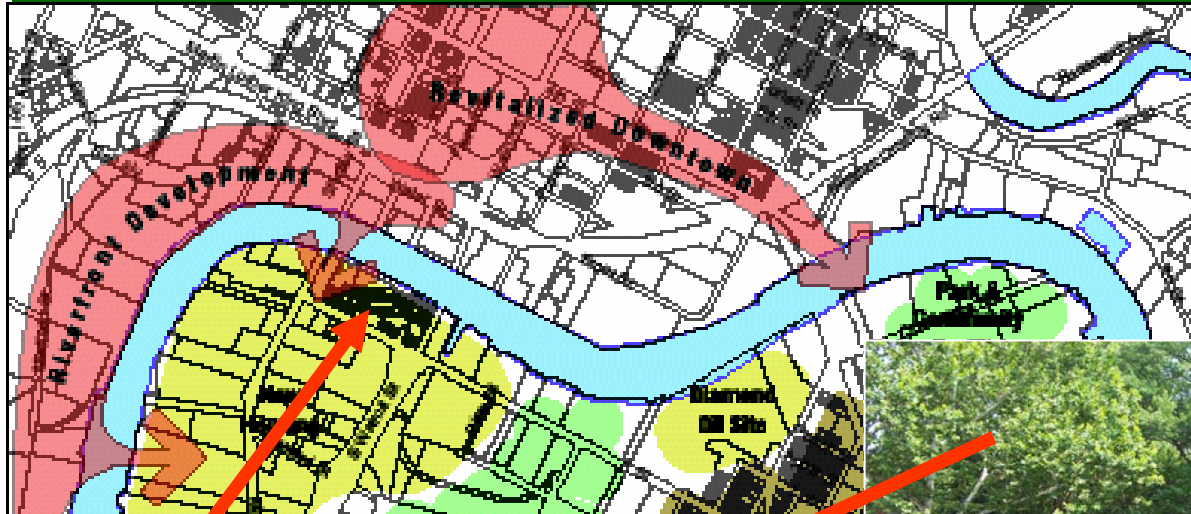


NEIGHBORHOOD PLAN

Vision Statement

Take a checkerboard of historic homes, failed public housing, waterfront luxury housing sites, brownfields, bisecting corridors, floodplains and wetlands; and create a single neighborhood rich in heritage, racial and social diversity, superior ecology, and shared community amenities, including a “New Eden Park” at the heart of the neighborhood.

South Wilmington Neighborhood Plan



New High-End Residential



Historic Community Core



Shared Central Park



Failed Public Housing

NEIGHBORHOOD PLAN

Maximize Mixed-Income Housing & Home Ownership

Socio-Economic Data:

- Southbridge is now home to 2,200 people in 730 households.
- The vast majority (85 percent) of the residents are African-American.
- Southbridge is (at 72 percent) a family neighborhood, however, 40 percent of families are single parent, female-headed
- Over half of the households earn less than half the median income and One-fifth earn incomes below the poverty level.
- Gentrification is likely to happen where there are high rates of renters, ease of access to job centers, increasing levels of metropolitan congestion, and comparatively low housing values – all of which are true for South Wilmington.
- Gentrification can occur through increased property values, speculation and even increased taxes and increased code enforcement.

NEIGHBORHOOD PLAN

Maximize Mixed-Income Housing & Home Ownership

Potential Policy Response:

- Enact inclusionary zoning for South Wilmington if not the entire city.
- Use a sequential and/or weighted lottery system to target units to South Wilmington residents foremost, then other city residents, and then the population at large.
- Create a revolving fund jointly controlled by the community (through a local development corporation and/or other community representation), the City, and the Riverfront Development Corporation (RDC).
- Dedicate the revolving fund to low-interest loans and small grants to qualifying, low-income residents for home improvements and/or home purchases.

NEIGHBORHOOD PLAN

Parks & Open Space

Socio-Economic Data:

- There are six public parks/open spaces in South Wilmington. At 14 acres, there are 6.6 acres of park per 1,000 people.
- But 11.5 acres are in Eden Park – located at Wilmington’s south boundary, and isolated by a long uninviting walk along a major roadway alongside industrial and automotive uses.
- Of the remaining 2.5 acres, there are minimal facilities that are in need of additional programming and improved maintenance.
- There is no direct access to the Christina River.

NEIGHBORHOOD PLAN

Parks & Open Space

Potential Policy Response:

- Create a “New Eden Park” centrally located to the immediate west of Southbridge. Use this park as the lungs of the neighborhood. Its wetlands should be cleaned up and improved for flood retention. Traverse the park with trails, linking active recreation facilities. “New Eden Park” would thereby function as the central park for all of South Wilmington’s diverse resident and worker populations.
- Promote a riverwalk on the south side of the Christina River, mirroring that on the north side – linked to any upzoning for housing and commercial development.
- Link blacktop and foundations (i.e., “groundcover”) to an equal amount of greening. Explore a Tax Increment Financing (TIF) district to help pay for the park network’s construction.

NEIGHBORHOOD PLAN

Economic Development

- There are 4,700 jobs in South Wilmington, and over 40,000 jobs nearby in downtown, compared to 3,400 adults aged 18 or over in South Wilmington, with a 10-percent unemployment rate for those in the labor force.
- Jobs are likely to increase in South Wilmington, even if new housing replaces industry. The Port of Wilmington is expanding. Strip and large retail is likely.
- Top areas of employment for Southbridge residents are: health and social services for women; wholesale and retail trade for men.
- The problem is not the number of jobs, but access to jobs, and to quality jobs. Consistent with national trends, the Wilmington/Newark area lost over one-fifth of its manufacturing jobs during the 1990s, with significant growth in FIRE. Most Southbridge adults are at a disadvantage: only 9 percent of adults over 25 years of age have a college degree; only 65 percent have a diploma.
- Three DART First State bus lines serve Southbridge directly. Service is adequate for weekday commuters. But healthcare and retail often involve evening and weekend shifts. Three-fourths of South Wilmington's workers drive to work; given low income, this is a significant burden.

NEIGHBORHOOD PLAN

Economic Development

Potential Policy Response:

- Enhance Neighborhood House program(s) to take on the character of a place-based job readiness/placement center.
- Promote micro-enterprise loans (through the Community Reinvestment Act), a retail incubator, technical assistance, and façade grants for locally owned businesses.
- Condition public support (land or money) for private development on first-preference for Southbridge residents as employees. Model is Washington DC's program.
- As per the Neighborhood Based Transit Strategy (2000), explore weekend/evening bus service with a route that also connects to the Concord Mall.
- Focus transit transfers at the A Street/Heald Street business district, to bolster stores there.

SOME LIMITATIONS FOR THE USE OF QUANTITATIVE SOCIO-ECONOMIC DATA

- **Analysis does not provide insight into the cause, nature, and/or the development of identified patterns (problems)**
- **Data and numbers are not time bound**
- **Analysis of social conditions is based exclusively on hard data, and may not consider a social or political processes**
- **“community” is not used as the unit of analysis**
- **the community is rarely consulted in designing the socio-economic analysis to provide localized context to help explain patterns.**
- **In some underserved communities, disassociation (of analysts and policy makers from community) can allow for negative social constructions that affect policy decision.**

Questions?

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<http://www.dnrec.state.de.us/dnrec2000/Divisions/Soil/dcmp/wilmsamp/samp.htm>