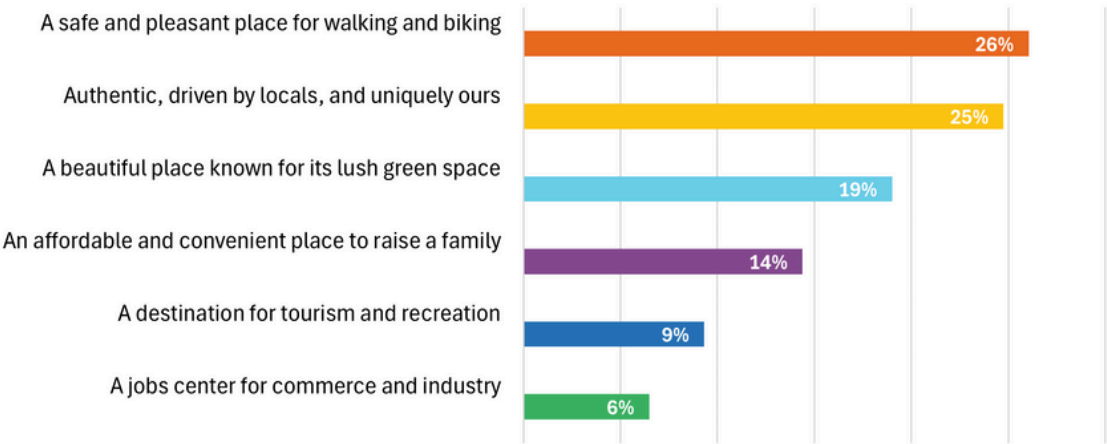


Wilmington Greater Downtown Plan

Phase 1 Survey Results

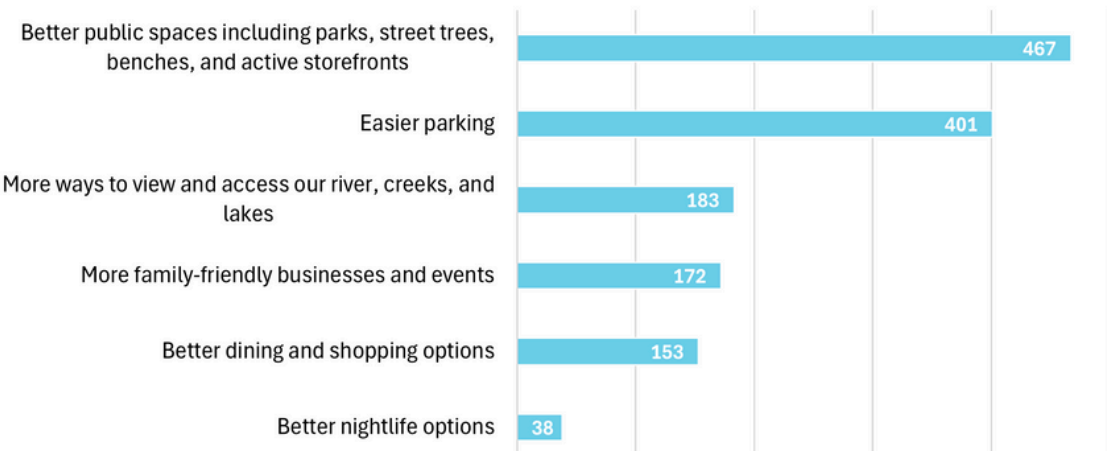
In Phase 1 of public engagement, the project team gathered information on main goals, housing preferences, amenity concerns, and demographic make up through an online and paper survey. Around 1,415 residents responded to the survey. This data is paired with the information gathered during our in-person pop-up activity which reflected the first question of the survey: what do you want Greater Downtown to be? Around 1,370 residents participated in the in-person activity.

I want Greater Downtown to be...



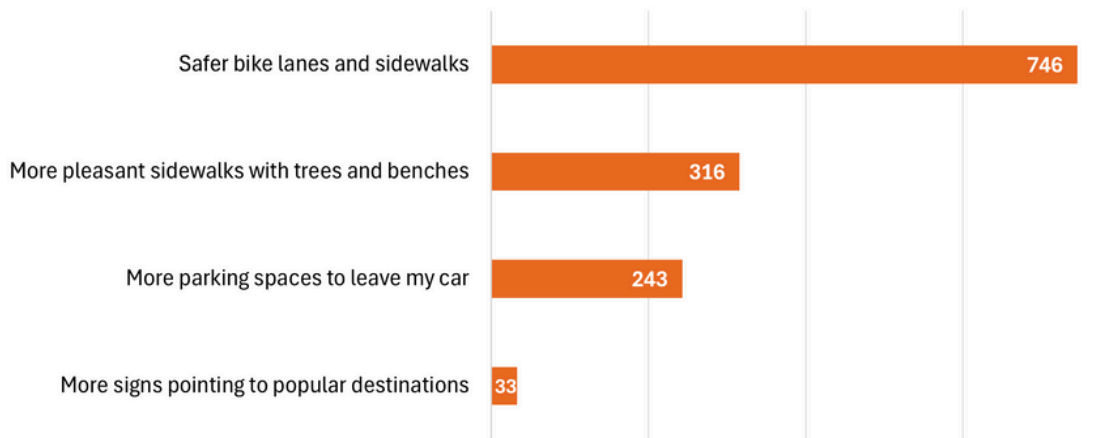
Survey respondents were asked to select the three topics most important to them for what they want or need to see in Greater Downtown. Walking and biking, authentic and driven by locals, and green space quickly rose to the top. There is a difference in popular response by race; for non-white respondents affordability and a convenient place to raise a family, became a top concern.

I would be more likely to visit Downtown if there were...



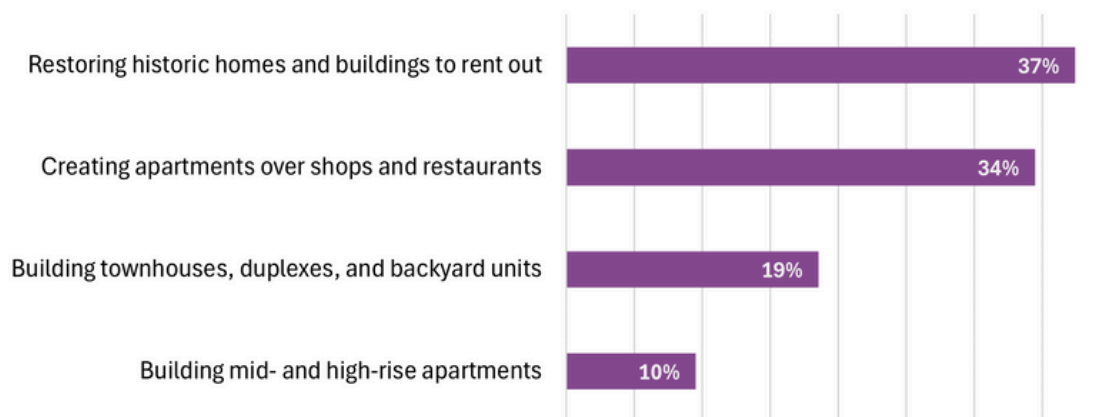
The need for better and activated public spaces is a top concern of respondents. This includes parks, street trees, benches, and active storefronts. Respondents were asked to rank the above options (1-6), 1 being of the most importance to them in regards to visiting Downtown more often. Reflected above are the top ranked responses (# of respondents selecting the option as 1).

I would walk or bike more in Greater Downtown if there were...



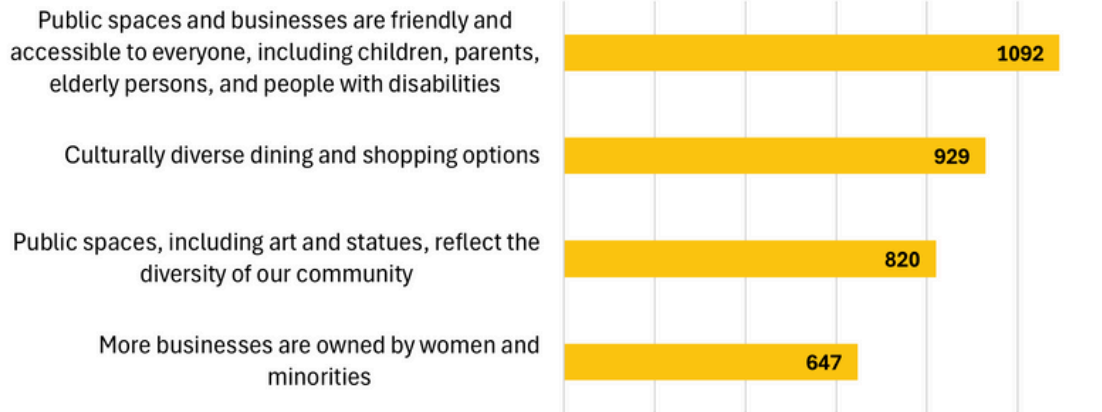
Through previous and current engagement, it is clear residents are interested in walking and biking more in Greater Downtown. Bike and pedestrian safety proves to be the agreed upon barrier to walking and biking more in Greater Downtown. Respondents were asked to rank (1-4) their concerns with walking and biking more in Greater Downtown, 1 being the most concerning/important. The results above show the top ranked responses (# of respondents selecting the option as 1).

As the population increases, we can add housing Downtown by...



14,872 people work in Greater Downtown, while only 1,160 live and work in Greater Downtown. To close this gap and offer more options for housing, the above strategies would create more housing. Respondents were asked to select the options most appealing to them. Restoring historic homes and buildings to rent and creating apartments over shops and restaurants are the most preferred options.

To foster a sense of inclusion and belonging Downtown, I think it's important that...



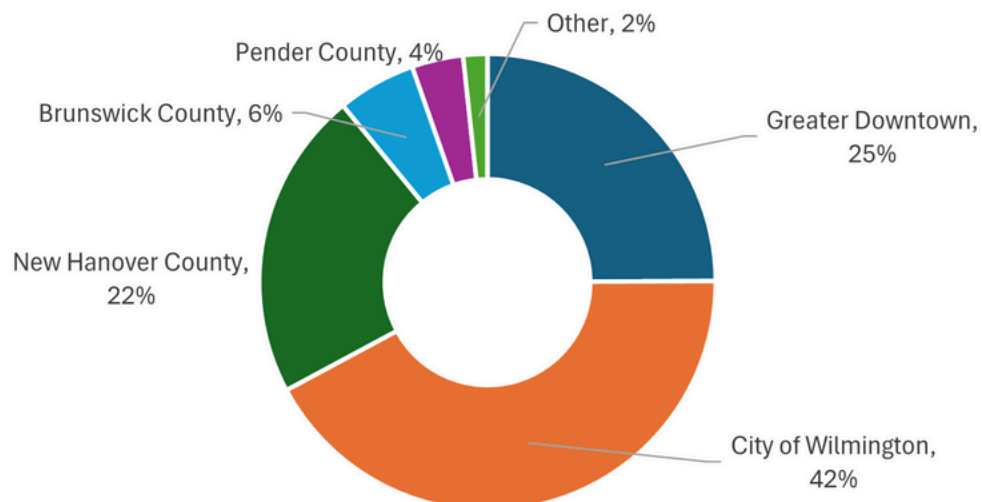
The purpose of this question is to tell us how we can build better community relationships and support local equity and inclusion. Respondents believe ensuring public spaces and businesses are friendly and accessible to everyone, including children, parents, elderly persons, and people with disabilities is the best way to do this.

Respondent Demographics:

Respondents identify as...

White, 81.2%
Black or African American, 7.2%
Hispanic, Latino, or Latinx, 4.4%
Other, 2.7%
Asian or Asian American, 2.1%
American Indian or Alaskan Native, 1.6%
Arab or MENA, 0.5%
Native Hawaiian or other Pacific Islander, 0.4%

Respondents live in...



Respondents are ages..

