



Wilmington

Greater Downtown Plan

This plan will guide the future of 18 neighborhoods in and around Downtown Wilmington. Let's work together toward a better and brighter future for our community.

Este plan guiará el futuro de 18 vecindarios en el centro de Wilmington y sus alrededores. Trabajemos juntos hacia un futuro mejor y más brillante para nuestra comunidad.

Join the conversation!
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to the plan's website

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ir al sitio web del plan





Idea #

1 Local Character

Steward unique architecture, culture, and sense of place

To achieve this idea, Wilmington can...

- 1 Create a safe and pleasant environment for all in public spaces
- 2 Makes tweaks to the land development code that guide development to be harmonious with the cherished historic scale and character of Greater Downtown
- 3 Create complete neighborhoods where residents can meet most of their daily needs within a short distance from their home
- 4 Invest in green spaces and trees to protect against extreme heat, lower utility bills, and enhance the sense of place



Idea #

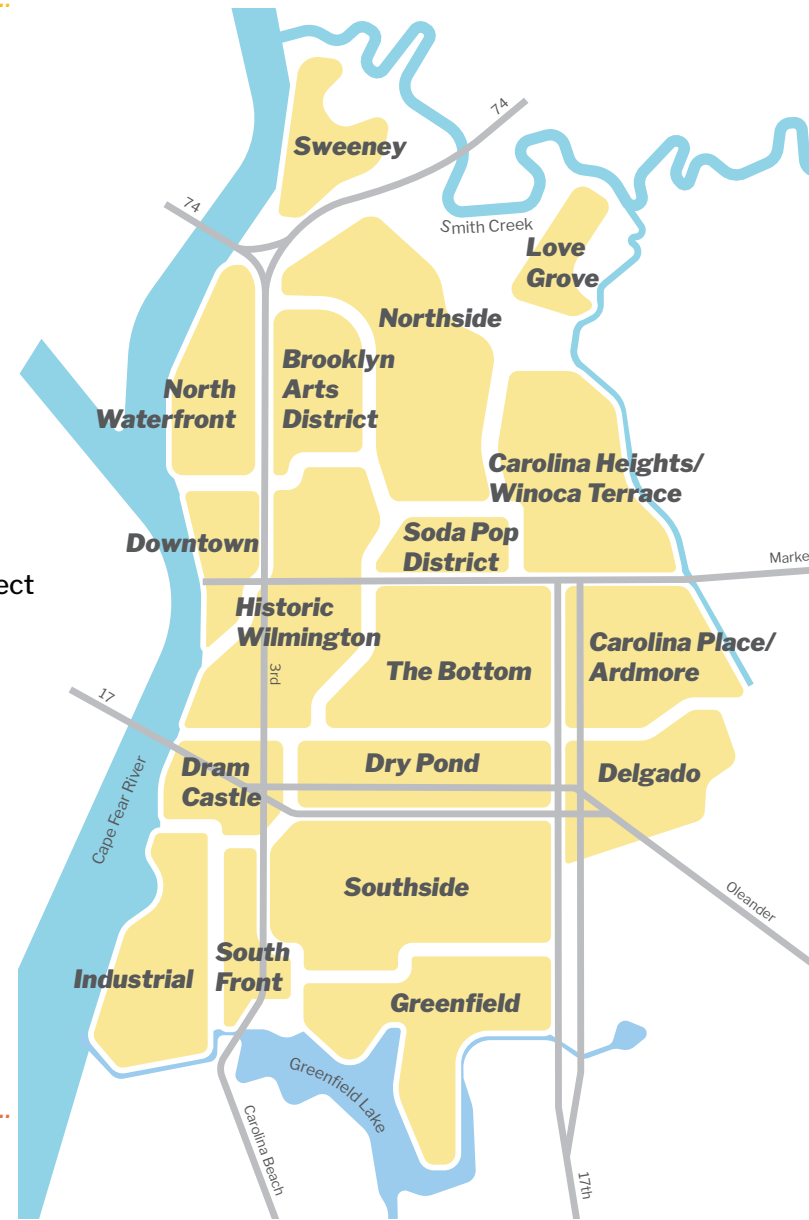
2 Economy

Boost economic opportunity and improve fiscal health

To achieve this idea, Wilmington can...

- 1 Leverage publicly-owned properties to realize public goals in large-scale redevelopment projects
- 2 Develop and diversify the local workforce
- 3 Grow demand and boost tax revenue by converting commuters into residents who live and work in Greater Downtown.

Big Ideas



Idea #

3 Small Business

Support small businesses and the retail economy

To achieve this idea, Wilmington can...

- 1 Increase viability of retail districts through targeted investments
- 2 Fund and expand organizational capacity to meet tenant attraction and retention goals
- 3 Make adjustments to the regulatory framework that improve business-friendliness



Idea #

4 Mobility

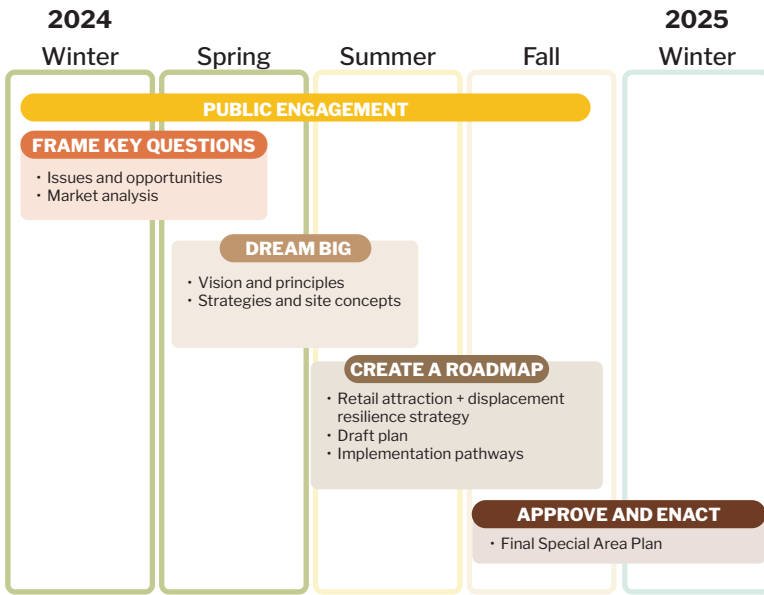
Make it easier, safer, and more pleasant to get around

To achieve this idea, Wilmington can...

- 1 Implement the "complete streets" strategies identified in the 2023 Walk Wilmington Plan
- 2 Enhance existing on-street bike/scoot network and establish new routes, prioritizing key crosstown routes
- 3 Continue to develop a contiguous off-street greenway network to serve recreation and commuting alike
- 4 Support multimodal travel through capital projects, programs, and policies



Community Input



Azalea Festival



Riverfront Farmers Market



Earth Day



St. Luke AME Zion Church



Castle St Makers Market



CCFC Juneteenth

METHOD

PROGRESS TO-DATE

Steering and Implementation Committees

3 Steering Committee meetings

Interviews and Focus Groups

11 focus group conversations

Pop-Up Appearances

17 appearances at events around town

Survey

1,400+ responses

Public Workshops

3 public workshops

Community Ambassadors

1+ grassroots outreach events to be funded

* Based on input gathered by the date of 07/15/2024



CCFC Juneteenth