

South Market Street Redevelopment Project

December 14, 2022 Open House Summary

May 2023



1. Introduction

The City of Wilmington in partnership with the Riverfront Development Corporation of Delaware (RDC), is preparing an Environmental Assessment (EA) for the Federal Highway Administration (FHWA) for the South Market Street Redevelopment Project. The City is a recipient of federal funds through a US Department of Transportation FY 2021 Rebuilding America with Sustainability and Equity (RAISE) Grant and is therefore an undertaking under the National Environmental Policy Act (NEPA) process.

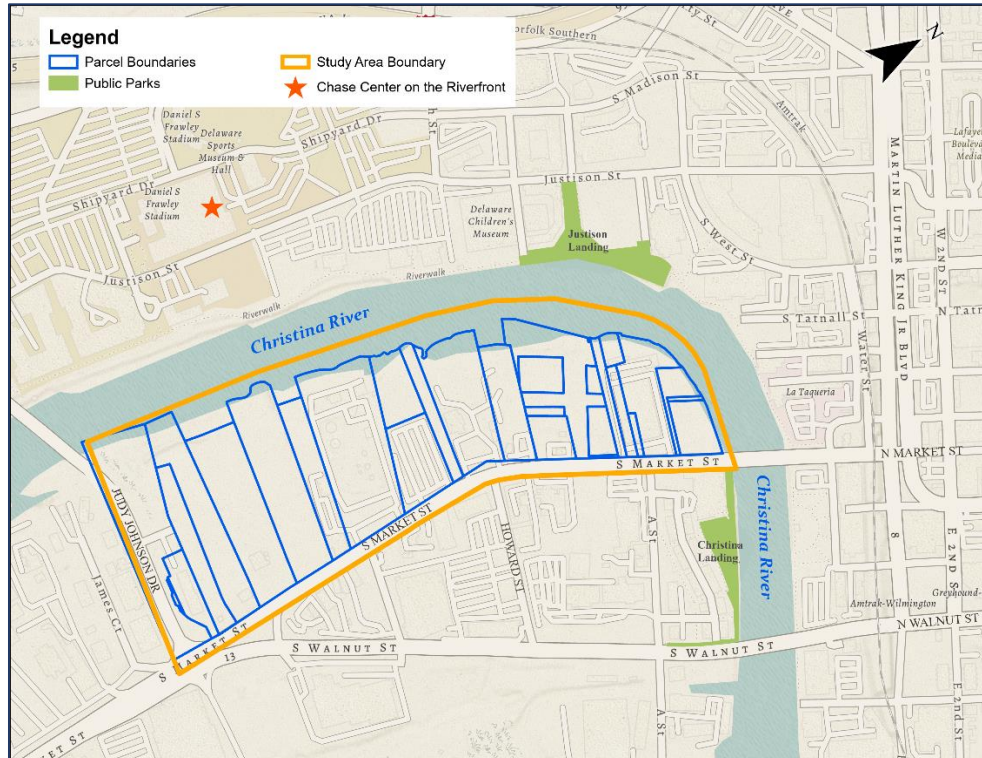
The Project is located along the east Christina riverbank in Wilmington, New Castle County, Delaware. The Project's study area extends east from the Christina River to South Market Street and is bound in the south by Judy Johnson Drive, formerly known as New Sweden Street.

Throughout the NEPA process there will be opportunities for engagement with the local communities and citizen comment and participation, including a minimum of two public meetings. The following document describes the first public meeting in an Open House format held as part of this effort on December 14, 2022.

2. Open House #1

The City of Wilmington held the first public meeting as an Open House for the South Market Street Redevelopment Project on Wednesday, December 14, 2022, from 4:30 – 6:30 p.m. at the Chase Center on the Riverfront, Pusey & Jones Room at 815 Justison St, Wilmington, DE 19801. The location of the Open House is shown below in **Figure 1**.

Figure 1: December 2022 Open House Location

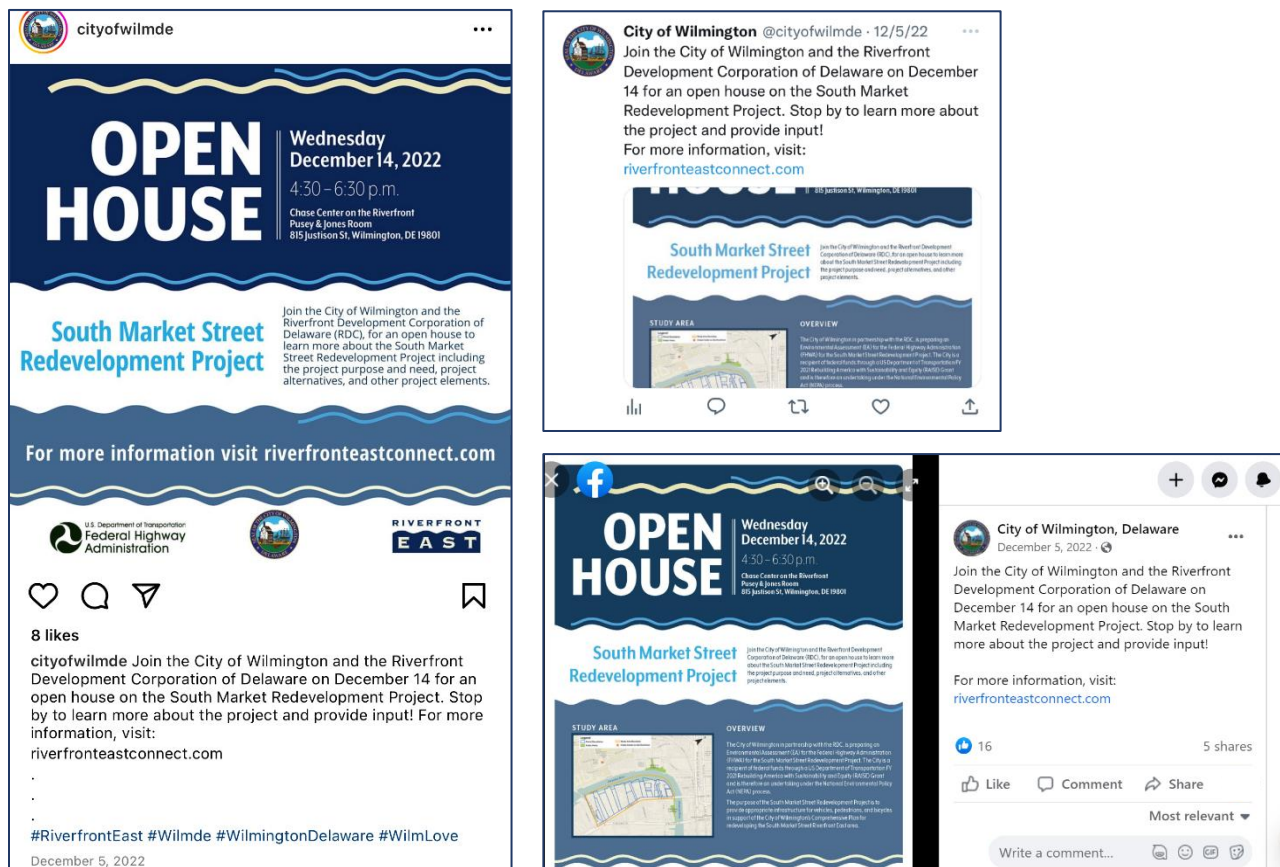


The purpose of this meeting was to introduce the South Market Redevelopment Project and inform the public on the Project Purpose and Need, Concept Plans, and project elements.

2.1 Notification and Outreach

Various advertising and outreach methods were used to notify the public and stakeholders about the South Market Street Redevelopment Project Open House. These efforts include a press release sent to local media, post to the City of Wilmington's City News website, legal advertisement in The News Journal, and social media posts on Instagram, Twitter, and Facebook. **Figure 2** below show posts made to the City of Wilmington's social media platforms to advertise the Open House on December 5, 2022. Similar social media posts were made again on December 12, 2022, closer to the meeting date. In addition, Open House advertisements were posted to the Riverfront East's social media platforms.

Figures 2: City of Wilmington Social Media Posts



An Open House flyer was sent in both English and Spanish to identified Environmental Justice (EJ) organizations in the area that have available emails, which included places of worship, civic leagues and neighborhood associations, food banks and pantries, and service/justice organizations (see **Appendix B**). Printed copies of the English and Spanish flyer were dropped off at community centers in the area, including the Rose Hill Community Center, Neighborhood House, and Latin American Community Center.

Table 1 below summarizes the outreach methods used to notify area residents and stakeholders about the meeting. Refer to **Appendix B** for more information on these efforts.

Table 1: Open House Attendance

Outreach Method	Date
EJ Organization Outreach: Email and Flyer Drop-Off	December 8, 2022
Social Media Posts (Instagram, Twitter, Facebook)	December 5, 6, and 12, 2022
Newspaper Legal Ad	December 11, 2022
Press Release	December 12, 2022
City of Wilmington City News Webpage Post	December 12, 2022

2.2 Attendance

The December 2022 Open House was attended by 75 members of the public, elected officials, city staff, and media representatives. A summary of attendance at the Open House is presented in **Table 2**.

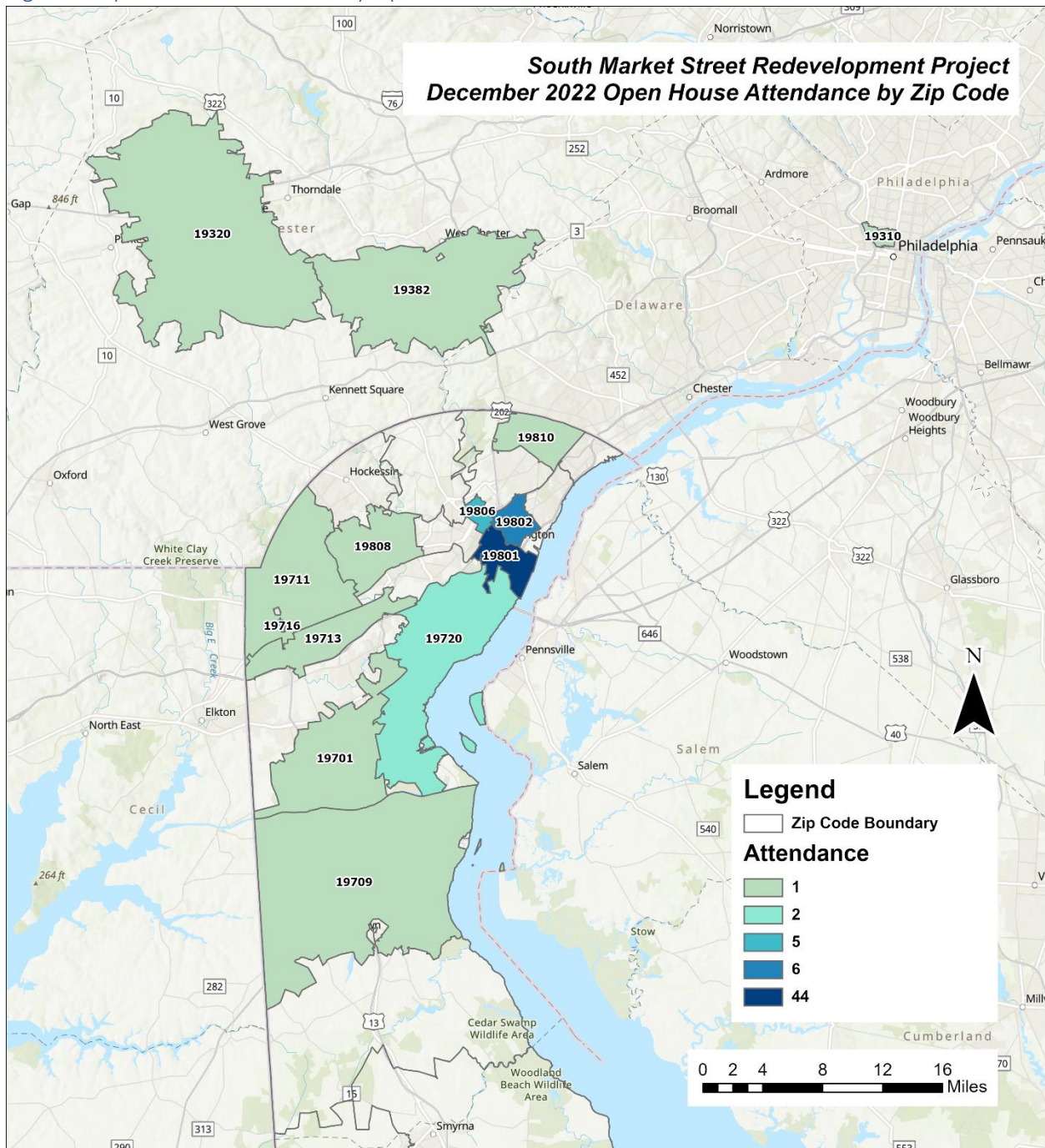
Table 2: Open House Attendance

Affiliation	Attendees
General Public	70
Elected Officials	2
Media	3
Total Attendance	75

Elected officials present at the meeting include State Representative Frank Cooke, District 16, and Wilmington City Councilwoman Michelle Harlee, 4th District. Additionally, members of the Harlan Park Civic Association, Trolley Square Civic Association, and the Southbridge Community Development Corporation attended, as well as representatives from the City of Wilmington, Delaware Transit Corporation, and Wilmington Area Planning Council. Media personnel from Delaware Live News, Out and About, and Delaware Public Media were present.

Of the 75 Open House attendees, 67 provided their zip code when signing in. The majority of attendees (44) reside in the 19801 zip code, where the South Market Street Redevelopment Project Study Area is located. Adjacent to the 19801 zip code area, six attendees noted they reside in the 19802 zip code, and five in 19806. The remaining 12 attendees noted zip codes across Delaware, including Wilmington, New Castle, Newark, Bear, and Middletown, as well as southeastern Pennsylvania. See **Figure 3** to view a map of the meeting attendees by zip code.

Figure 3: Open House Attendance by Zip Code



2.3 Format and Materials

The Open House began at 4:30 p.m. and featured a casual meeting format where attendees could arrive at any time to view the informational display boards, provide public comment, and ask questions directly to the project staff, one on one, to allow for attendees to feel more comfortable offering their input on the project.

The in-person Open House featured a welcome/sign-in table, informational boards with project staff, and comment tables. Attendees arrived at the Chase Center on the Riverfront and signed in at the welcome table. From there, they were directed to the Pusey & Jones Room to view the eight informational boards on display. Project staff were present at the boards to answer questions from the public. The information presented on the display boards included an overview of the study area, project Purpose and Need, NEPA process, alternatives considered, elements of the Build Alternative, schedule and next steps, and ways to comment and stay connected throughout the study. See **Appendix C** to view the informational display boards. After making their way through the informational boards, attendees were encouraged to fill out and hand in a public comment form at the comment tables. The Open House concluded at 6:30 p.m.

In addition to the in-person Open House, a narration of the display boards was made available on the project website, **riverfronteastconnect.com**, as well as a place for the public to submit comments and questions online. This allows for members of the public that could not attend the meeting in-person to receive the same information as those that attended.

2.4 Public Comments

The public comment period began on the date of the Open House, Wednesday, December 14, 2022, and closed on Monday, January 16, 2023, allowing for at least 30 days for the public comment. Comments were accepted through the written comment form at the Open House, online at **riverfronteastconnect.com**, or through email to **contact@riverfronteastconnect.com**.

Eight comments were received via the written comment form at the Open House. Comments inquired about the project's impacts to downtown businesses, the current ShopRite location, and the environment, including impacts to wildlife and flooding conditions in the area. Other comments noted the need for bicycle and pedestrian improvements in the area, specifically a safe connection along A Street between bus stations, and an interest in a boater friendly riverfront with dock access. In general, comments received offered support for the project, however one comment noted concern over the length of the NEPA process.

Other frequently heard comments that were communicated verbally to the project staff at the Open House included questions about what will be built in the study area, such as offices, apartments, or restaurants, and what is being done with the previous Salvation Army property and when. In addition, attendees asked about the timeframe of the NEPA process and subsequent timing of construction. Overall, the public expressed support and excitement for the project and the redevelopment of the South Market Street area.

3. Next Steps

The input received at the December 2022 Open House will be considered in the development of the EA for the South Market Street Redevelopment Project. The next public meeting for the project will be held in July 2023, concurrent with the notice of availability for the EA. This meeting will focus on the results of the analysis and impacts in the EA. In order to keep the public informed on the project between public meetings, e-newsletters with project updates will be sent to members of the public that have opted to receive communications.

Appendix A: EJ Organization Contact List and Email

Organization Type	Name
Place of Worship	Church of God of Prophecy
	Greater Deliverance Temple
	River of Life Church
	Harrison Memorial Baptist Church
	PDH Ministries
	Iglesia de Dios Linaje Escogido
	Mt Joy United Methodist Church
	Ezion Fair Church
	New Calvary Baptist Church
	New Covenant Haitian Church
	House of God Church
	Church of the Living Word
	Boulden Uame Church
	Union AME Zion Church
	Peoples Baptist Church, Full Gospel Ministries
	Solid Rock-Baptist Church
	Emmanuel Church of Jesus Christ Apostolic, Inc.
	Sycamore Hill Church
	St. Hedwig Roman Catholic Church
	My Brethren Ministries Headquarters
Food Bank/Pantry	People's Baptist Church Food Ministry
	Rose Hill Community Center
	DeLaWarr State Service Center Food Closet
	Canby Park Civic Association
Civic Associations	Browntown Community Association
	Hedgeville Civic Association
	Christina Landing Service Corporation
	Southbridge Civic Association
Service/Justice Organizations	Neighborhood House Community Center
	Southbridge Community Development Corporation
	DeLaWarr State Service Center
	Rose Hill Community Center
	Metropolitan Wilmington Urban League
	Latin American Community Center
	United Way of Delaware
	The Salvation Army
	Healthy Communities Delaware
	Environmental Justice Ministry at Episcopal Church of Saints Andrew & Matthew (SsAM)
	Delaware Concerned Residents for Environmental Justice



<contact@riverfronteastconnect.com>

South Street Market Development Project Open House 12/14/2022

<contact@riverfronteastconnect.com>

Thu, Dec 8, 2022 at 4:30 PM

Join us for our open house!

The City of Wilmington in partnership with the Riverfront Development Corporation of Delaware (RDC), is preparing an Environmental Assessment (EA) for the Federal Highway Administration (FHWA) for the South Market Street Redevelopment Project. Join the City of Wilmington and the RDC, for an open house to learn more about the South Market Street Redevelopment Project including the project purpose and need, project alternatives, and other project elements.

Wednesday December 14, 2022

4:30 – 6:30 p.m.

Chase Center on the Riverfront

Pusey & Jones Room

815 Justison St, Wilmington, DE 19801

The South Market Street Redevelopment Project Team

contact@riverfronteastconnect.com

2 attachments

South Market Open House Flyer.pdf
758K

South Market Open House Flyer_Spanish.pdf
233K



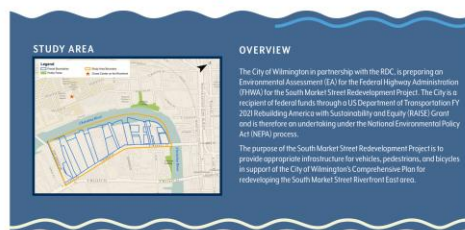
South Market Street Redevelopment Project

Join the City of Wilmington and the Riverfront Development Corporation of Delaware (RDC), for an open house to learn more about the South Market Street Redevelopment Project including the project purpose and need, project alternatives, and other project elements.



Proyecto de Reurbanización de South Market Street

Participe en la jornada de puertas abiertas de la ciudad de Wilmington y la Corporación para el Desarrollo de la Ribera (RDC, Riverfront Development Corporation) de Delaware para conocer más sobre el Proyecto de Reurbanización de South Market Street, como el objetivo y la necesidad del proyecto, los alternativas y otros elementos del proyecto.



For more information visit
riverfronteastconnect.com



Para obtener más información
visite riverfronteastconnect.com



Appendix B: Open House Outreach Summary

Outreach Method	Item	Description	Date
EJ Organization Outreach: Email and Flyer Drop-Off	Open House Flyer	<p>The South Market Street Redevelopment Project Open House flyer was emailed to 39 EJ organizations in the area, both in English and Spanish.</p> <p>Printed English and Spanish versions of the flyer were dropped off at community centers in the area, including the Neighborhood House, Rose Hill Community Center, and the Latin American Community Center.</p>	December 8, 2022
Social Media	City of Wilmington: Instagram Facebook Twitter	Social Media Posts regarding the South Market Street Redevelopment Project Listed Below Join the City of Wilmington and the Riverfront Development Corporation of Delaware on December 14 for an open house on the South Market Redevelopment Project. Stop by to learn more about the project and provide input! For more information, visit: riverfronteastconnect.com	December 5, 2022
	Riverfront Wilmington: Instagram Facebook Twitter	Join the City of Wilmington and the Riverfront Development Corporation of Delaware on December 14 for an open house on the South Market Redevelopment Project. Stop by to learn more about the project and provide input! For more information, visit: riverfronteastconnect.com	December 6, 2022
	City of Wilmington: Instagram Facebook Twitter	Attend the open house this Wednesday, December 14, to learn more about the South Market Street Redevelopment Project including the project purpose and need, project alternatives and other project elements, as well as provide public comment. For more information visit: Riverfronteastconnect.com	December 12, 2022
Newspaper Legal Ad	Legal advertisement in the News Journal Link to Ad	The City of Wilmington in partnership with the Riverfront Development Corporation are hosting an open house on December 14 for the South Market Redevelopment Project. For more information, visit riverfronteastconnect.com	December 11, 2022
Press Release	Link	South Market Street Redevelopment Project Open House Press Release.	December 12, 2022
City of Wilmington City News Webpage Post	Link to Post	Open House advertisement posted to the City of Wilmington's City News webpage at https://www.wilmingtonde.gov/about-us/city-news	December 12, 2022

Appendix C: December 2022 Open House Informational Display Boards

SOUTH MARKET STREET REDEVELOPMENT PROJECT

Welcome
to the December 2022 Open House



Overview of Study Area



Purpose and Need

Purpose

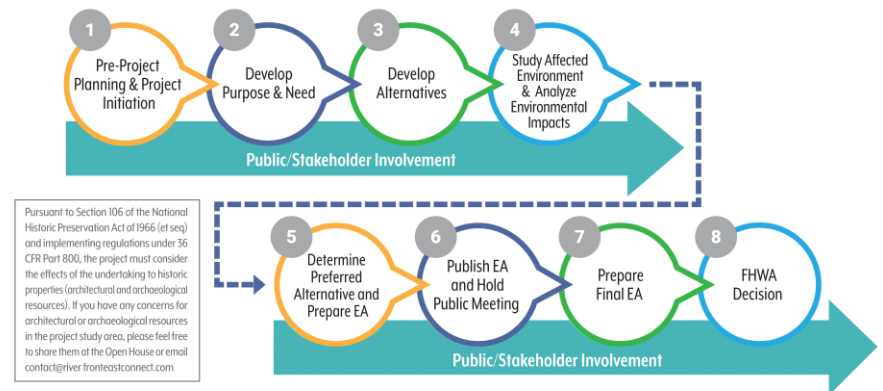
The purpose of the South Market Street Redevelopment Project is to provide appropriate infrastructure for vehicles (including public transportation), pedestrians, and bicycles in support of the *City of Wilmington Comprehensive Plan* for redeveloping the South Market Street Riverfront East area.

Need

To improve infrastructure and access to underutilized properties east of the Christina River, as outlined in the *City of Wilmington Comprehensive Plan* and *South Market Street Master Plan*.

- Support for Planned Future Land Uses
- Multimodal Connectivity and Mobility

NEPA Process



Alternatives Considered

EA requires an assessment of alternatives:
No Build and Build Alternative



Elements of Build Alternative



- Riverwalk with dedicated bicycle lanes
- On-street bicycle lanes
- Innovative protected bicycle intersections
- Widened sidewalks
- Drainage improvements in the floodplain
- Open space (parks)
- Additional traffic signals along South Market Street
- Bus bump-outs along South Market Street

Schedule & Next Steps



Ways to Comment & Stay Connected

How to Comment

Please submit your comments by
Monday, January 16, 2023 via

- Comment form at this Open House
- Email to contact@riverfronteastconnect.com
- On the project website at riverfronteastconnect.com

Visit the study website to:

- Sign up for the project newsletter
- Participate in future public involvement opportunities
- Receive project updates
- Review the Open House materials



www.riverfronteastconnect.com