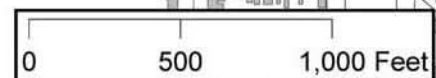


Eastside Blueprint Community Strategic Plan

The map illustrates the Eastside Blueprint Community, a neighborhood bounded by the Delaware River to the east and the Amtrak/SEPTA corridor to the south. The community is characterized by a grid of streets, including King St, French St, Wilson St, and various numbered streets from 16th to 1st. Key landmarks and parks are highlighted, such as Kirkwood Park, Christina Park, and Fort Christina State Park. The map also shows the locations of several churches, including Saint Patrick's, Saint Joseph's, and the Swedish Church. The Amtrak/SEPTA station is located at the bottom left, and the Wilmington University is situated on the left side. The map includes a scale bar (0 to 1,000 feet) and a north arrow in the bottom right corner.



Eastside Blueprint Community Strategic Plan 2013

Executive Summary

The Eastside is a transitional community with a mixed quality of housing stock, vacant or blighted properties, mixed ownership and a struggling but surviving commercial corridor. Located adjacent to the development of the Riverfront and the revitalization of downtown Wilmington, the community sits on the verge of success. With proper leadership and a well-developed revitalization plan, the community can develop in a comprehensive manner that benefits both Eastside residents and downtown Wilmington.

The Blueprint Community Planning Team held a series of community wide stakeholder meetings during the summer of 2012. The June 5, 2012 meeting resulted in the development and adoption of the following Vision and Mission statements:

Eastside Blueprint Community VISION

The Eastside Blueprint Community's vision is to join committed residents and stakeholders in an effort to reinvigorate the Eastside of Wilmington, Delaware. All voices will be heard in a collective effort to develop a plan to positively revitalize Wilmington's Eastside community.

Eastside Blueprint Community MISSION

Our mission is to unite citizens, public and private stakeholders, and community activists to revitalize the Eastside of Wilmington. This will be achieved by increasing homeownership, human services, public safety, entrepreneurship, and education, thereby creating a better place to live, learn, worship and work.

Through stakeholder meetings held June – August, 2011, as well as efforts of the Eastside Blueprint Planning Team from March 2012 through December 2012, the following transformation, strategic goals, and recommendations were identified for **revitalizing the Eastside:**

Eastside Blueprint Community Strategic Plan

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Eastside Blueprint Community Strategic Plan

The Federal Home Loan Bank defines Blueprint Communities as, “Helping community leaders plan for and carry out effective and comprehensive community revitalization efforts. Launched in September 2005 by the Federal Home Loan Bank of Pittsburgh and 16 funding and program partners, Blueprint Communities initially involved 22 urban and rural communities across Pennsylvania during 2005. In 2007, Blueprint Communities expanded to West Virginia with 10 communities and 14 partners. 2008 saw the initiative reach into Delaware, involving 9 communities and 14 partners.”

“Blueprint Communities is designed to serve as a catalyst to revitalize older communities and neighborhoods by fostering strong local leadership and collaboration, focusing on planning and goal-setting strategies, and building local program capacity to sustain community growth.”

“The initiative emphasizes a team approach to community development. Participating teams are comprised of bankers, developers, community representatives, local elected officials and additional representatives. Youth participation is encouraged.”

“The initiative is designed to encourage communities to approach revitalization holistically, taking into account physical, economic and social needs. No community can rationally expect to grow if only certain areas of development are pursued. All aspects of development – including housing, infrastructure, economic stimulation and healthy, safe surroundings – must be addressed in community planning.”

The Eastside is a transitional community which happens to be one of the oldest communities in Wilmington, DE. It has a mixed quality of housing stock, vacant or blighted properties, mixed ownership and a struggling but surviving commercial corridor. Located adjacent to the development of the Riverfront and the revitalization of downtown Wilmington, the community sits on the verge of success. With proper leadership and a well developed revitalization plan, the community can develop in a comprehensive manner that benefits both historic Eastside residents and revitalized downtown Wilmington.

Eastside Blueprint Community Team

- Alfie Moss – AMDK Project
- Elaine Keri – INF (Inter-Neighborhood Foundation)
- Rev.Dr. T.S. Keeling – Central Baptist Church of Wilmington
- Cecelia Hoey – Neighbors Rebuilding Our Neighborhood
- Michelle Harlee – Compton Townhomeowners Civic Group
- Piery Bronson – Delaware Department of Labor
- Cory Brine – Urban Bike Project
- JoAnne Gaitwood – JoAnne's Caterers
- Rosa Rodriguez – Henrietta Johnson Medical Center East
- Suzanne Beaman – Beautiful Gates
- Rashmi Rangen – Stepping Stone Credit Union, DCRAC
- Beverly Bell-Bell Funeral Home

The following sections of this plan reflect a vision and mission statement as well as a transformation strategy. The reader should recognize that while these statements were physically written by the Eastside Blueprint Team, they were conceived from the minds of many community representatives. The team merely acted as an intermediary between the community representatives and the plan. While the Eastside Blueprint Community did the actual legwork of developing and formatting the plan, the community members are responsible for its content. These community members included residents, youth, church members and business owners who all want to see change in the community. On June 5, 2012, a community wide stakeholder meeting resulted in the development and adoption of the following Vision and Mission statements:

Eastside Blueprint Community VISION

The Eastside Blueprint Community's vision is to join committed residents and stakeholders in an effort to reinvigorate one of the first, ethnically diverse communities

in Wilmington, Delaware. Where musicians, doctors, lawyers, dentist, educators, were first in the community to cultivate their talents based on the ethnic diversity of the community where Polish, Jewish, Italian, and African Americans who worked at the Allied Kidd Tanning Factory all lived. The original inhabitants were the Swedes who brought gun powder from China on the Kalmar Nyckle along with ship workers, sailors and builders.

Eastside Blueprint Community MISSION

Our mission is to unite all citizens, stakeholders, and developers to revitalize the Eastside of Wilmington. This can be achieved by increasing homeownership, economic development, clean and safe streets and advanced education, thereby creating a better place to live, learn, worship and work.

Through stakeholder meetings held from June through August 2012, as well as efforts of the Eastside Blueprint Planning Team from March 2011 through January 2012, the following strategic goals were identified for revitalizing the Eastside:

Strategic Goals:

1. Develop an Economic Development Strategy for the Eastside.
2. Enhance Public Safety, Decrease Loitering and Open Drug Sales.
3. Improve the Condition and Availability of Affordable Homes for Purchase on the Eastside.
4. Develop a beautification program that will bring pride and enthusiasm to the Eastside

Transformation Strategy:

Observing the development of the strategy, statements and goals with regard to the meetings, coalition building sessions, bullet point outlines, and actual paragraphs has been a long and difficult process. Many revisions were made to include the concerns of most of the people that live, learn, worship and work on the Eastside.



Community Profile

Dating back to the 1600's, the Eastside was one of Wilmington's oldest communities in Delaware. It consisted of numerous small ethnic neighborhoods that have been historically woven together since the Swedes landed bringing gun powder from China on the Kalmar Nyckle. In an urban context with generations of the same Families owning property and living in the community, it has a rich history and heritage with many historic sites such as, Old Swedes Church, St. Mary's Roman Catholic Church.

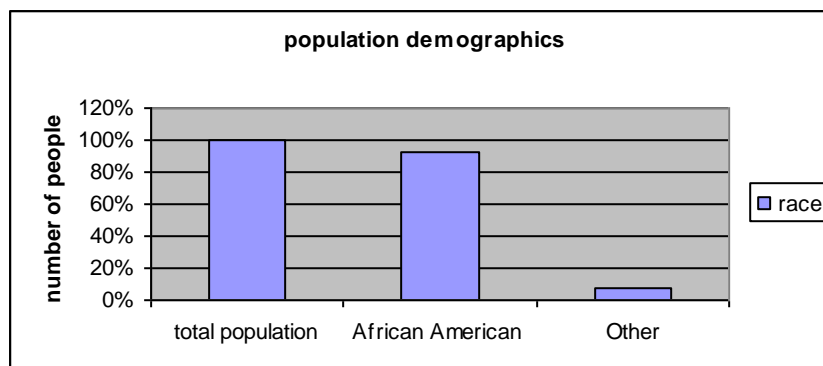
The Eastside is located next to Wilmington's central business district and is within walking distance to banks, businesses, pharmacies, schools, churches and parks. It's accessible to major urban areas by car, trolley, train and public transportation. It is between the Christina River and Brandywine Creek and with an abundance of parks, waterways, bike trails and open space for recreation.



Demographics

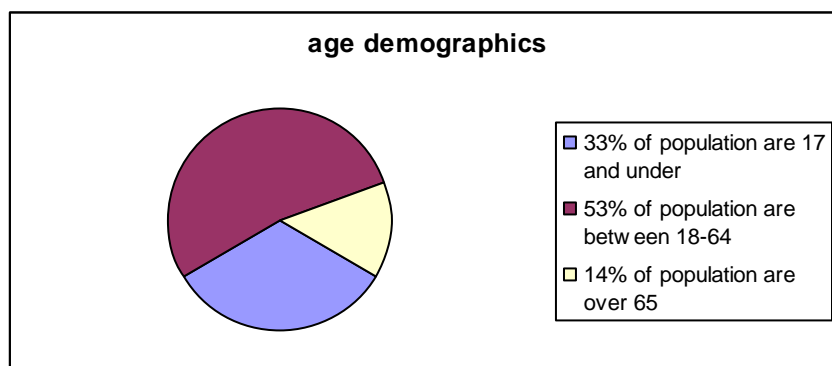
The total population of the planning area is 5,933 according to the 2010 census. This represents 8.22% of the population of the City of Wilmington. Fifty-five percent of the population is female and 45% is male. The female population is slightly higher than that of the Wilmington, 55 % as opposed to 52 % for Wilmington.

The planning area has a significantly higher percentage of African-Americans when compared to the state (19.2%), county (20.7%), and City of Wilmington (56.4%). About 92% of the population of the Eastside is African-American.



The median age of females is 27.0 and median age for men is 33.6 for the Eastside making the median age for the total Eastside population 30.7. The male population in census tracts 9 and 17 had a younger median age than the female population, while the reverse is true in census tract 20.

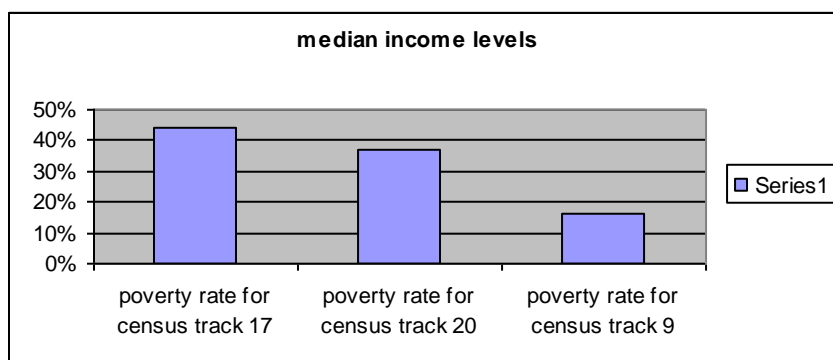
The 2010 Census data indicated that 33% of the residents of the Eastside are 17 years old and under, about 53% are between 18 and 64, and nearly 14% are over 65. When compared to the city-wide figures, the Eastside planning area has a higher number of persons less than 17 year of age; fewer people who are in the 18-64 age group, and more persons who are 65 years of age and over.



The Eastside planning area has a significantly lower per capita personal income when compared to the county (\$35,557) and the City of Wilmington (\$20,236). The per capita personal income for census tracts in the planning area are: census tract 9 - \$12,525, census tract 17 – \$12,713, and census tract 20 - \$10,376.

When looking at the distribution of household incomes in the planning area, census tract 17 has the highest percentage (60.3%) of households with incomes below \$15,000, census tract 20 has the highest percentage (64.4%) of households with incomes between \$15,000 and \$49,999, and census tract 9 has the highest percentage (19.9%) of households with incomes of \$50,000 or more.

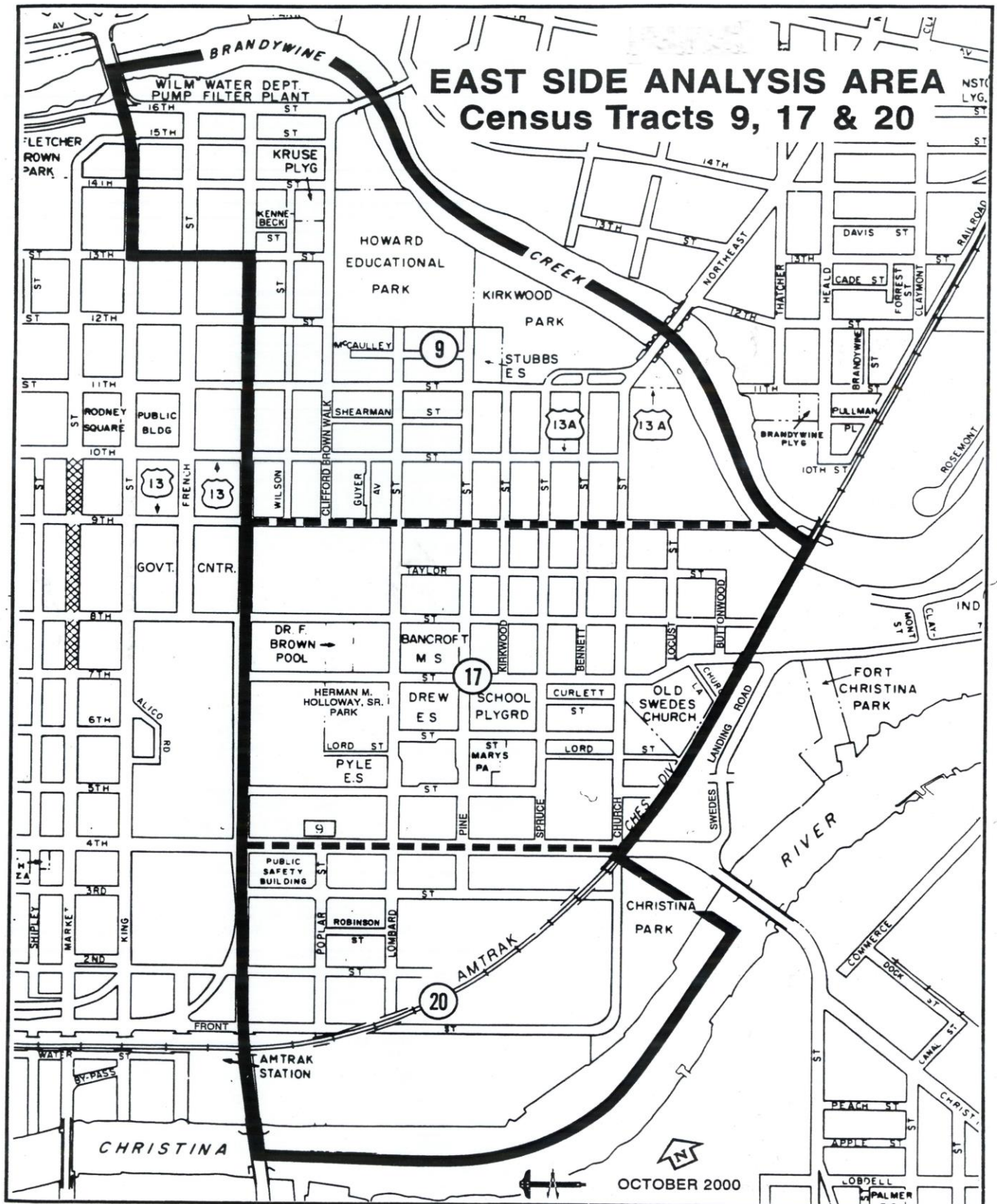
Census tract 20 has the highest median income (\$27,946), followed by census tract 9 (\$18,672), and census tract 17 (\$11,490). Census tract 17 has the highest poverty rate (44%), followed by census tract 20 (37%), and census tract 9 (16%).



Census tract 20 has the highest percentage of female head of households (70%) followed by census tracts 17 and 9 with 65.5% and 57.6% respectively.

In 2010, the City of Wilmington had an unemployment rate of 5.8%. Census tract 9 had an unemployment rate of 7.6%, census tract 17 had an unemployment rate of 7.8%, and census tract 20 had an unemployment rate of 24.5%. In the City of Wilmington the unemployment rate has risen to 10.6%, and the Eastside's overall unemployment rate is estimated at 18%.

There are a total of 2,389 households in the community, or 8% of the households in the City of Wilmington. Forty percent of the households have at least one child under the age of 18, as compared to 27% for the City of Wilmington.



Historic Significance

The Eastside community has three areas that have been designated City Historic Districts. These districts all feature brick row houses dating to Wilmington's period of intense industrial growth from 1830 – 1910. The districts also contain notable structures reflecting major events in Wilmington's history. The districts are:

- The **Eastside City Historic District** - a neighborhood of continuous brick row houses with corner commercial structures. The houses feature a variety of roof lines, window treatments, and cornice trim and decorative porches.

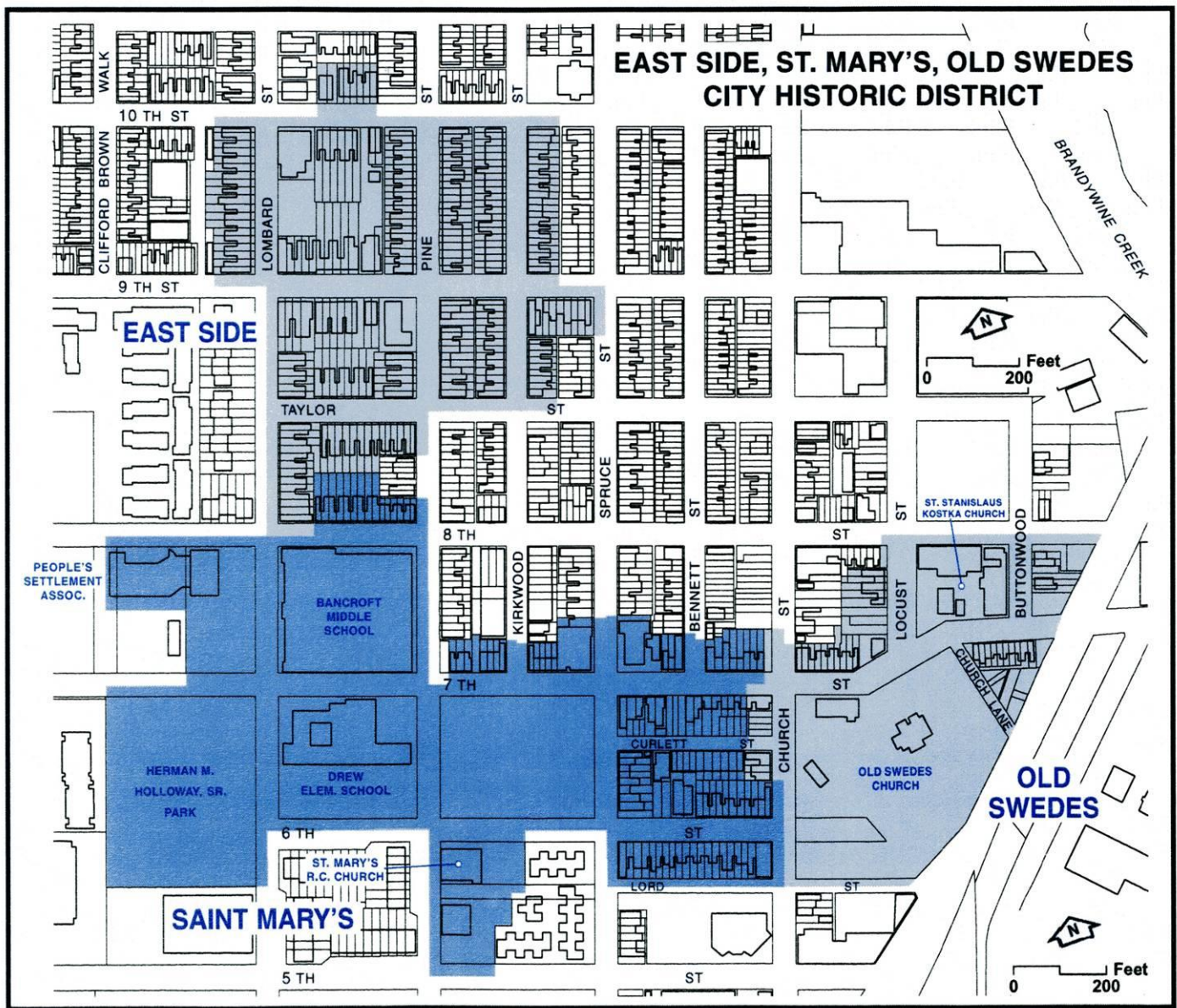


- The **Saint Mary's City Historic District** - named for Saint Mary's Roman Catholic Church and school, built in 1866 at Sixth & Pine Streets to address the needs of Irish immigrants and industrial workers of the mid-to-late 1800's.



- The **Old Swedes City Historic District** - named for Old Swedes Church, built in 1698 at Seventh and Church Streets commemorating the landing of the first Swedish settlers in the Delaware Valley





The designation of an area as a City Historic District is a double-edged sword. On the one hand, such designation can help to increase property values by protecting elements that define the area's character. Property owners within City Historic Districts may be eligible for City tax abatements, Federal and State tax credits, and other limited funding programs (Wilmington City Historic Districts Brochure).

On the other hand, such designations can increase the cost of renovations and new construction of housing in the City Historic District. Residents of Wilmington's 3rd and 4th Council Districts have discussed these issues at some of their meetings. First, there's concern that, Historic Preservation Guidelines could drive up the cost of developing

affordable housing. Second, there's concern that some renovation projects were halted because they did not meet the Historic Preservation Guidelines. Adherence to the guidelines makes the replacement of windows and other renovation projects more expensive.

The Eastside Blueprint Planning Team supports the development of Historic Preservation Guidelines specifically for the Eastside that are sensitive to the development of affordable housing.

Although there are three designated City Historic Districts, residents are interested in preserving and highlighting sites on the Eastside. The ESBC Team is prepared to work with interested stakeholders to identify these sites and work with the Delaware Historic Preservation group to preserve and highlight the sites with historical markers.

Environment

The Neighborhood Comprehensive Plan for the Eastside Analysis Area Census Tracts 9, 17, & 20 prepared by the Department of Planning and Development, City of Wilmington states:

“The Eastside has environmental challenges because it contains numerous brownfields, vestiges of the areas past industries and manufacturing processes. Each identified contaminated site presents its own unique set of challenges and opportunities both for the neighborhood's continuing viability as a residential area and for future economic development. These challenges and opportunities must be met with rationally determined solutions which will set the foundations for the overall future growth within the City.”

The Eastside Blueprint Planning Team agrees with the above assessment and recognizes that environmental issues may affect many of the projects that may be planned.

Economic Development

The Neighborhood Comprehensive Plan for the Eastside Analysis Area Census Tracts 9, 17, & 20 prepared by the Department of Planning and Development, City of Wilmington states:

“While the Eastside’s core is predominately residential, there are actually few neighborhood level stores and commercial areas situated along the busiest streets and roadways within it which offer the products and goods necessary to satisfy the local resident’s broad range of demand for goods and services. There are a few neighborhood commercial and retail establishments that provide a very limited selection of the products that might be needed by the typical Eastside resident. However, there is no single large retail commercial area within the Eastside community.



Despite being located immediately adjacent to the Wilmington central business district, the Eastside has not enjoyed significant tangible commercial or retail advantages that have translated into solid direct economic benefits for the overall community. The Eastside does not have the array of small retail or commercial establishments normally associated with serving or supporting the commercial activities of a central business district from areas immediately adjacent to it because of slightly lower land costs.”

The plan goes on to state: “Based on its unique geography, every community has unique advantages that make it a special place for doing business and for supporting

economic activity. Given this, within Wilmington the Eastside has unique economic advantages because of its geographic and its spatial relationship to other things, both natural and man-made, within the greater Wilmington/New Castle County region. Among these, the Eastside has superior geographic advantages with easy access to major surface transportation routes and corridors via I-95, I-495, US 13, and SR 9.

Mass transportation service via the DART 1st State bus system's radial hub at Rodney Square, the Wilmington Downtown Trolley, Southeastern Pennsylvania Transit Authority Regional Rail and Bus Service (SEPTA), New Jersey Transit Bus Service, and the AMTRAK Train Station;

- National and international water-bourn freight via the Port of Wilmington;
- The merging riverfront commercial district along the Christina River;
- The Wilmington Central Business District's established retail and commercial areas as well as the emerging new commercial districts including the New Castle County Courthouse and the Ship's Tavern Commercial District;
- The growing number of colleges and universities locating within a 2-4 block corridor of Market Street pedestrian mall; and
- The New Castle County Regional and the Philadelphia International Airports."

Transportation

The Eastside's surface transportation is a grid of local streets consisting mainly of one-way streets which operate as traditional one-way pairs. These local streets mainly function as collectors and arterials that link the local streets and provide internal access to the Eastside's neighborhoods and to the adjacent areas. The exceptions to the one-way street pairing generalization include East 4th Street, Poplar Street south of East 4th, and short segments of East 5th Street between N. Walnut and Lombard Streets and between Church Street and the AMTRAK Viaduct. The traffic operating policies of the Eastside's one-way street scenario have not presented internal circulation difficulties for

traffic unfamiliar with the operating pattern of these streets because the one-way streets are linked as pairs.

Transportation Corridors: Local Streets, Dart Bus, I-95, I-495, Rt.13, Bus Terminal & Train Station



Within the interior of the Eastside is residential neighborhoods consisting primarily of row houses. Virtually none of the older row homes have garages either attached to them, within the property lines, located adjacent to the row houses, or nearby which are available to them.

The lack of available on street parking which had historically been limited to mainly on Sundays, now is daily and frequently extends into the evening hours as more activities are being offered in the evenings.

Taxi companies and other private transportation service companies provide limousine and other types of pre-scheduled or on-demand for hire transportation service to the residents of the Eastside for trips to airports, hospitals, and other destinations. Because this service is often pre-arranged it can be available 24 hours a day, 7 days a week.

Within the Eastside, the Delaware Transit Corporation (DART 1st State), provides fixed schedule bus service and the publicly operated demand-response paratransit (i.e., door-to-door dial ride service). The fixed route bus service network operates as a radial system within Wilmington with Rodney Square as the hub. Although the Eastside's location is proximate to the public transit system's major transfer point and many bus routes operate along North Walnut Street or along 4th Street, only a very few DART 1st State bus routes actually traverse its interior to provide circulator service therein.

Using the industry route service area measurement standard, some form of public transit service is available for virtually all of the Eastside.

(The Neighborhood Comprehensive Plan for the Eastside Analysis Area Census Tracts 9, 17, & 20 prepared by the Department of Planning and Development, City of Wilmington)

Land Use

The Neighborhood Comprehensive Plan for the Eastside Analysis Area identified six land use types in the Eastside Community. They are: residential, commercial, waterfront, manufacturing, institutional/public/quasi-public, and open space. Residential is the primary land use and constitutes most of land area.

The plan contained several recommendations for changes in land use. A review of

current zoning maps indicates that most of the changes recommended in the plan have been made.

Parks and Recreation

There is considerable recreational land or open space within the Eastside community that is available to the general public. The Eastside has several historic sites, one City-owned playground, one City-owned outdoor swimming pool, and three City-owned parks. Also, there are some fairly large areas of privately owned land that have been devoted to recreation and children's play areas.

As described in the Neighborhood Comprehensive Plan for the Eastside Analysis Area Census Tracts 9, 17 & 20, the following recreational facilities are located in the Eastside Analysis Area:

- **Dr. Foster Brown Pool** is an outdoor uncovered swimming pool located on the north curb of East 7th Street between East 7th and Lombard Streets.
- **Christina Park** is located at 4th and Church Street along the banks of the Christina River on its south. The park contains play equipment and play areas for children, older teens, and adults. Also, it is the site of neighborhood and



community festivals and carnivals.

- **Herman M. Holloway, Sr. Park** (also known as Compton Park) is located primarily along the east curb of Lombard Street between E. 7th and E. 5th Streets. The park has play equipment and play areas for children as well as heavy tree cover and walkways for leisurely strolls. It has a total surface area of 2.2 acres.



- **Kirkwood Park** is located on the banks of the Brandywine Creek and is bordered by Stubbs Elementary School and the Howard High School Educational Park on the west and East 11th Street on the south. Water and fish consumption advisories prohibit water activities. The park has play equipment and play areas for children, older teens, and adults. It has a total surface area of about 7 acres.



- **Kruse Playground** is located at the intersection of E. 14th Street and Clifford Brown Walk (Poplar Street). The park is larger than a typical tot-lot and includes play equipment and play areas for children. It has a total surface area of about .70 acres.



- **The Urban Environmental Center** is located in the old horse stables of the former mounted police at North Walnut and East 15th Streets. It is an educational center whose focus is on creating awareness and an appreciation of the city as a unique and valuable environment comprised of both natural and man-made elements which deserve respect, understanding, and consideration.



- **Gardens**

13th & Walnut Streets



10th & Pine Streets



In addition to the City-owned open space and park land located within the Eastside community, there are some fairly large areas of privately owned land which have been devoted to recreation and children's play areas.

Eastside Blueprint for Success

Transformation Strategy

“Utilizing Community School, and Central Baptist Church as our hubs, we will increase every Eastside resident’s access to education, skills development, health services, and community resources. As we develop the human potential of our residents, we will also focus on improving public safety, housing, and the beautification of our neighborhoods.”

The Eastside Blueprint Community Plan designates the Community Schools and Central Baptist Church as the hubs around which our revitalization initiatives will take place. All are centrally located in the neighborhood, historically revered, and as true Community institutions, can begin to serve as the community anchor so needed in the Eastside. This Eastside Blueprint Community Plan envisions a reciprocal and mutually beneficial relationship between the Eastside community, Community Schools and Central Baptist Church. The community will support these institutions viewing them as a focal point around which we will enhance public safety and Economic development, beautification, and develop housing improvement initiatives.

Strategic Goal 1:

Develop a Coalition of Eastside Stakeholders that ultimately negotiate a series of Community Benefits Agreements (CBA’s) that will benefit Eastside community homeowners, residents, businesses, civic organizations, faith based groups, local government, students & educators to build local programs to sustain community growth.

Strategy 1:

Work with the Team Service Project of Public Allies and ESBC team to build a CBA Coalition between stakeholders and investors, improving or expanding programming assisting the Eastside to achieve better quality of life. Goals include homeownership through financial literacy programs; mixed income housing; historical preservation; entrepreneurship; job skills training and creation, clean and safer neighborhoods; access to green spaces for growing food; clean water and air; access to a higher education via satellite colleges Del Tech College, Delaware State University, Wilmington University and The University of Delaware ; attracting small local & retail markets; gas stations; a laundromat; children and elderly care intergenerational programs; a library satellite site with computer access; job training center; bicycle lanes; community newsletter with a monthly calendar of events; clean water and air.

The plan is for the ESBC team in conjunction with the team service project of Public Allies to meet with 4 businesses once a month on Mondays at 5pm for the next 9 months or until canvassing is complete. The team will complete its canvassing of the community with CBA surveys and questionnaires. Once potential coalition members have been identified and invited to join, there will also be a series of independent meetings with stakeholders to identify next steps. Upon completion of the meetings and canvassing campaign we will have workshops to develop the language for the CBA assisted by an attorney to draw up an agreement between the community and investors.

Strategic Goal 2 Housing Stabilization

The Eastside, once lively with responsible homeowners now has a high degree of renters who are highly transients and absentee landlords who have little to no stake in the Eastside causing a decrease in social capital in the community. Our vision is to have a community of homeowners and renters who are emotionally and economically invested in the Eastside community. We therefore would like to see an increase in home ownership in census tracts 9, 17 and 20 by ten homes per year for five years

Recommendation: Improve Conditions and Availability of Affordable Housing in the Eastside

Strategy 1:

Partnering with federal home Loan bank of Pittsburg, Wells Fargo Bank, Stepping Stones Credit Union, we will seek to produce and promote programs for first time home buyers that make available low-interest rates mortgages.

Strategy: 2

The Eastside Blueprint Team will seek to build a general fund in the amount of \$250,000 or \$25,000 per property to offer as an incentive for qualified developers through commitments from financial institution, foundations and other funders. A separate Request for Proposal application form will be drafted and used by the Eastside Blueprint Team. These dollars must be used for construction subsidy. Projects may include multiple areas of construction and, demolition, rehabilitation, or new construction adhering to the City of Wilmington's development codes and historic preservation codes.

Recommendation 3:

Assist potential homeowners with down payment and settlement assistance.

Strategy:

The Eastside Blueprint Team will seek to acquire from interested funding organizations an additional \$20,000 or \$2,000 each per 10 properties for individuals who purchase a newly renovated or constructed home in census tracts 9, 17 and 20.

Recommendation 4:

Increase financial literacy of potential homeowners through the homeowner education process

Strategy:

All potential buyers must complete a HUD Certified Housing Counseling Course at a local housing counseling organization in order to qualify for all of the aforementioned subsidies. Additionally, after settlement, buyers must participate in at least 8 hours of post-homeowner repair classes and financial counseling offered by the Eastside Blueprint Team utilizing the assets of its members to provide space and a teacher for this project. No funding will be necessary.

Recommendation 5:

Working with Wilmington Housing Partnership, INF, and Central Baptist CDC identify and concentrate on a specific areas, to begin a planned redevelopment program, that would result in new façades of existing houses, reconstruction of abandoned homes and repair of neglected homes along with a safe parking zones new sidewalks and trees.

Strategy 1:

Working with Central Baptist CDC, Wilmington Housing Partnership, I.N.F. and Habitat for Humanity begin to designate abandoned houses for reconstruction, or demolition of those that are “eye sore” properties in well-travelled areas on the Eastside with façade programs for homes, new sidewalks, street trees and street lighting.

Strategy 2:

Working with Central Baptist Church, Community volunteers and American Baptist Churches of Pa and Delaware, identify senior citizens and low income homeowners who are in need of assistance to repair their homes. Obtain funding and coordinate volunteers to make repairs which will increase the value in those homes in the designated area.

Strategy 3:

Petition the City of Wilmington Delaware to redo sidewalks and replace trees and increase lighting in the designated area.

Strategy 4:

Designate an area in the community that would support senior housing & a Safe house Community center for youth ages 10 to 17 yrs. Old.

Strategic Goal 3

Economic Development

Recommendation:

Address the problem of unemployment due to a lack of decent paying jobs, by developing a food industry on Wilmington’s Eastside that would bring opportunity for jobs and entrepreneurship

Strategy 1:

Working with Central Baptist CDC, Delaware State University, Duffy’s Hope, acquire, renovate or build a complex that would serve as an Economic Empowerment Center which would accommodate

- ▶ Year round retail, commercial/ whole sale and distribution of fresh produce supplied by local farmers and supplemented by Eastside urban growers
- ▶ A commercial produce canning facility for the development sales and distribution of a local line of canned fruits and vegetables canning component,

- ▶ A commercial Food Business Incubator Kitchen that could be used by growers and producers of food products, new and existing food processors, caterers, restaurants, chefs, special event food vendors, bakers, and specialty food producers
- ▶ A small healthy food themed café
- ▶ Space for administrative offices and classrooms where working in conjunction with Delaware State University, business plan development, marketing strategies, financial literacy, regulation and compliance would be taught while supplying access to a variety of office equipment.

Strategy: 2

Begin to support the Wholesale Food industry through increased retail demand
By increasing access of fresh fruit and vegetables through a Produce market and Corner Store Initiative

Partnered with the Delaware Urban Farm Coalition, The Small Business and Technology Development Center (SBTDC), The Food Trust of Philadelphia, and Central Baptist CDC to

- ▶ Establish a small retail produce market that will service the food desert areas of the Eastside
- ▶ Retro-fit three to five Eastside corner retail stores to increase visibility and sales of fresh produce, replacing high sugar low nutrition junk foods, in a way that increases store profitability

Strategy 3:

Begin to support the Wholesale Food industry Concept through increased retail demand by developing a C. S. A. (Community Supported Agriculture) agreement run by a trained community distributor who would deliver fresh produce and vegetables to restaurants and senior housing complexes. The goal is to have the C.S.A. in operation by spring of this year.

Strategy 4:

Working with Henrietta Johnson Medical Center and Central Baptist Church we will begin to implement a twelve week training class where participants are taught the correlation between diet, and illnesses such as obesity, heart disease, and diabetes and how to avoid and even counteract those illnesses through maintaining the correct nutritional balance between, fruits and vegetables, lean protein, carbohydrates, healthy fats, and exercise.

Strategic Goal 4:

Public Safety

Increase Public Safety by Increasing job training and placement of unskilled and community residents' who are reentering society from prison reform as an alternative to crime

Strategy 1:

Through our Community Benefit Agreement petition construction and development companies coming into the Eastside to train and employ a percentage of Community residents as painters, plumbers and electricians on Eastside projects. Enhance that training with conflict resolution, and employability training

Recommendation

Increase Public Safety by presenting at risk youth with an alternative to selling and using drugs as a means of income

Strategy 1:

Develop and implement a youth entrepreneurship program that will teach middle and high school students how to be socially responsible entrepreneurs who recognize needs in the community as business opportunities and who, through the training, gain the ability to develop a business model to fill it. The program would work to give at risk students an alternative to selling and using drugs.

Strategy 2:

Work with Community Police Officers and Community School to develop a "Community Safety Program whereby community schools like Pyle, Bancroft, Stubbs, and Howard, would be set up as hubs for public safety activity.

Strategy 3:

Move loitering, open air drug sales and alcohol consumption out of the area through positive engagement. The United Way Strong Neighborhoods program will be a key partner in this initiative for Wilmington police and increased outdoor presence and activity of Eastside residents.

Conclusion:

This Eastside Blueprint strategic plan is grounded in the principles of asset-based community development, embracing the belief that the residents of the Eastside Community have the inherent vision and ability to transform their community. It is our firm belief and expectation that the working of this plan will bring about a more stable, safe and viable community, while building community social capital, excitement, enthusiasm, and pride.