

PHASE 2:
COMMUNITY ENGAGEMENT SUMMARY

PHASE 2: PUBLIC WORKSHOP 2 SUMMARY

OVERVIEW

Public Workshop 2 for the Concord Pike (US 202) Master Plan was held in March of 2019. The goal of this workshop was to present and receive feedback on overall Network Plans addressing pedestrian, bicycle, and vehicular connections across and beyond the study area as well as a range of land use and transportation alternatives for the potential redevelopment areas and key intersections identified as Focus Areas. The network and focus area alternative plans were based on land use, zoning, transportation, and environmental analysis; economic analysis review; opportunities and constraints; and Phase 1 client and stakeholder input. The potential redevelopment areas and primary and secondary intersections, identified as Focus Areas, include:

Potential Redevelopment Areas:

- Fairfax Area, between Murphy Road and Carr Ave.
- Talleyville Area, between Whitby Dr./Florence Ave. and north of Silverside Rd.
- Widener Area, including Widener University to the east and Rocky Run Blvd. to the west
- Brandywine Town Center Area

Primary Intersections:

- Powder Mill Road / Murphy Road
- Silverside Road
- Beaver Valley Road / Naamans Road

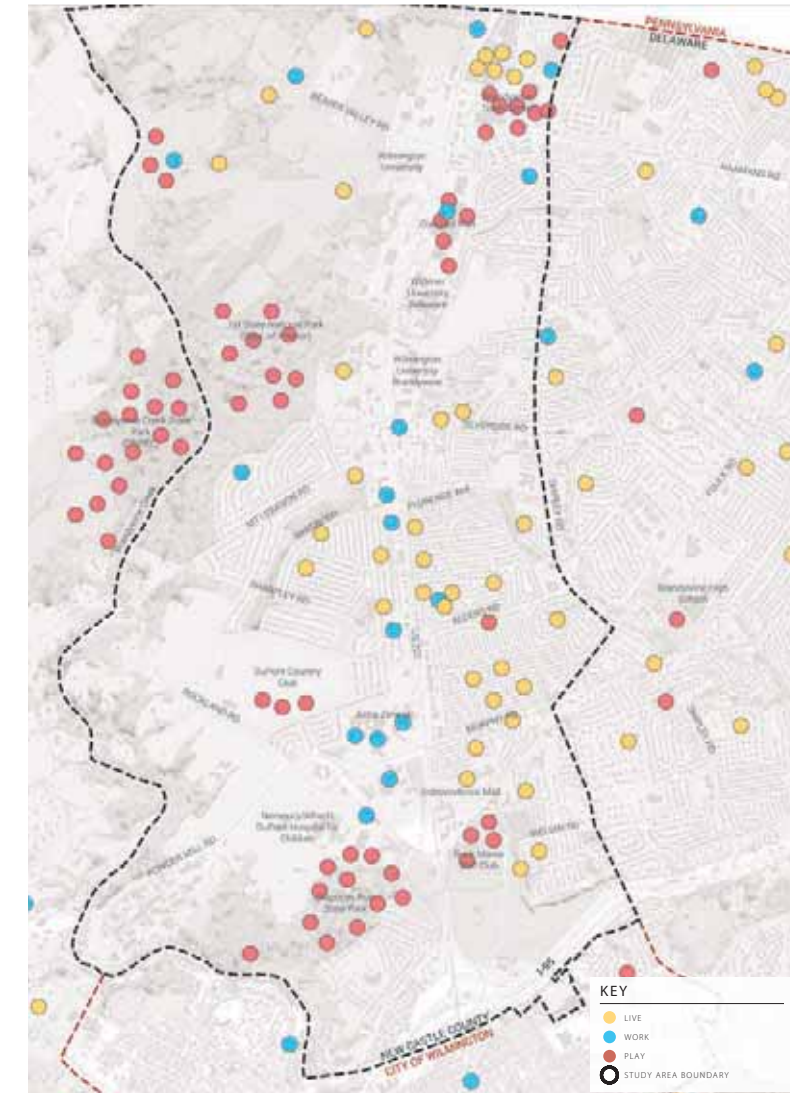
Secondary Intersections:

- Independence Mall Entrance
- McDonald's Entrance, north of Sharpley Rd.
- Concord Mall - South Entrance
- Brandywine Town Center Entrance

The Network and Focus Area Plans were presented and participants were then invited to view, comment, and ask questions about the alternatives displayed at board stations throughout the Brandywine High School cafeteria. The participant's feedback will help inform the plan and recommendation revisions moving forward. The following pages go into further detail about what was discussed at each station during the workshop.



PHOTOS FROM PUBLIC WORKSHOP 2 (ABOVE)



LOCATOR MAP (ABOVE)

To ensure participation throughout the study area, attendees were asked to identify where they "live, work, and/or play" on a locator map (above and bottom right).

The community was encouraged to give feedback by providing comments on area-wide Network Plans addressing pedestrian, bicycle, and vehicular connectivity as well as a range of detailed land use and transportation alternatives for the potential redevelopment areas and key intersections (bottom left).

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STAKEHOLDER INTERVIEWS SUMMARY

Prior to Public Workshop 2, the design team met or held conference calls with key stakeholders to give an overview of the project goals, scope, and schedule and to preview draft area-wide Network Plans addressing pedestrian, bicycle, and vehicular connections as well as land use and transportation alternatives for the potential redevelopment areas and key intersections identified as Focus Areas.

WHAT WE HEARD

- Similar to Visioning Session, there was a Concern for Pedestrian Safety, Access to Parks and Open Spaces, Streetscape Character, Identity Signage for the corridor and parks, etc. (see the Phase 1 - Community Engagement Summary for more information). Additionally, stakeholders voiced the following concerns/thoughts:
- Impression of the Corridor from PA approach is important (traffic congestion at northern intersections is unwelcoming)
- Property Values are affected by Corridor Aesthetics and the streetscape character should be improved
- Visibility to Storefronts is important for tenants' viability
- Property owners noted a willingness to incorporate streetscape elements, shared-use paths, and similar but are concerned with impact on parking, access for tenants, and visibility
- Some stakeholder noted a desire to incorporate (additional) Senior Living, Work Force Housing, and Health Services along the corridor

LIST OF INTERVIEWS

NOVEMBER 15 & 16, 2018:

- Aldersgate Methodist Church
- Apex Engineering
- Bike DE
- Brandywine Conservancy
- CCOBH
- CDA Engineering
- Civic League for NCC
- Committee of 100
- Delaware Greenways
- DeIDOT
- DNREC - Parks
- DTC / DART
- First Unitarian Church
- Foresite Associates
- Independence Mall
- Karin's Associates
- Landmark Engineering
- National Park Service
- NCC Council Elect
- NCC Public Works
- Nemours Foundation
- Talleyville Liquors
- TarabicosGrosso / Concord Plaza
- US Senator Coons
- Vance Mark & Lynch
- City of Wilmington

In addition to the stakeholders the team met with in November 2018, additional conference calls were held with representatives from the following:

- Allied Properties Inc. - Concord Mall and Concord Gallery
- Incyte
- NCC - Special Services
- Woodlawn Trustees
- and others

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FAIRFAX FOCUS AREA

COMMENTS

- » At the Fairfax board station, the alternative preferred by participants expanded to include the apartments along Inglewood Road (shown to the left, center); some participants voiced concern regarding the impacts of new development on the existing single-family residential.
- » Participants liked the incorporation of open space and off-set streets to slow and calm traffic into the residential neighborhoods.
- » Participants generally expressed support for the multiway concept, noting similar examples they had visited; some suggested additional low barriers (e.g., shrubs and/or railing) to prevent pedestrians crossing Concord Pike mid-block; one participant expressed concern that vehicular capacity on Concord Pike would be reduced; other participants would like to see the mutiway expanded along Avenue North's frontage, on the west side of Concord Pike.
- » Some participants were concerned that redevelopment would force out retailers, however, it was noted that redevelopment would be phased and occur only as the multiple, individual property owners desired and were prepared, with consideration of existing tenant lease agreements, to move forward with their own redevelopment plans.
- » One participant questioned whether or not a pedestrian bridge was still being considered to cross Concord Pike. The facilitator responded that no bridge plans were known to have been proposed for Avenue north or bus were currently proposed as part of this study, however, at-grade pedestrian and bicycle crossing improvements were proposed at the Murphy Road, Astra Zeneca Blvd., and other signalized intersections.



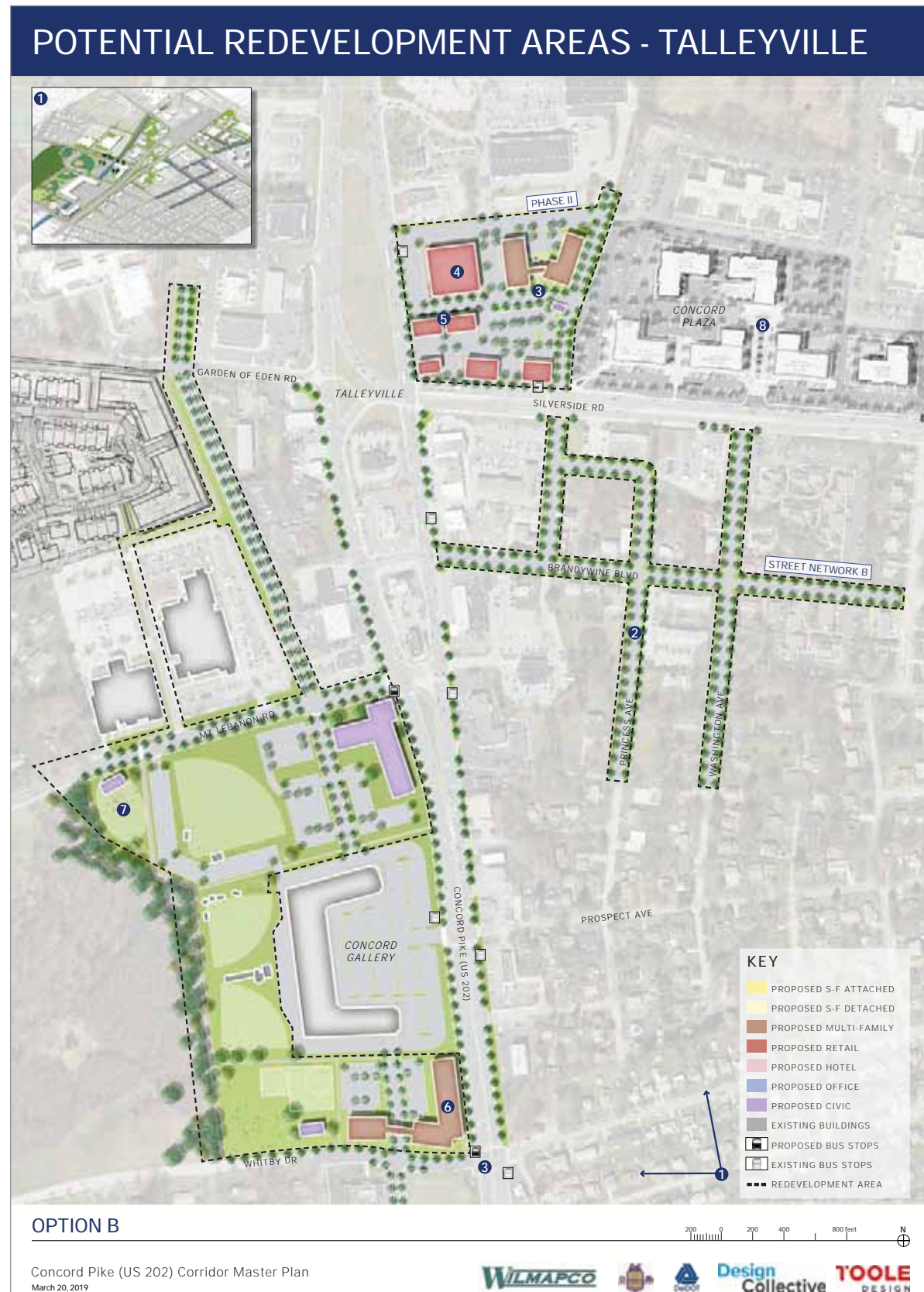
POTENTIAL REDEVELOPMENT AREA BOARD (LEFT), AERIAL RENDERING (ABOVE, TOP), AND RELATED BOARDS (ABOVE, BOTTOM)
Alternative plan options were studied for the Fairfax area providing improved street connectivity to the residential neighborhoods while encouraging mixed-use redevelopment of the diminished strip shopping centers along the east side of Concord Pike. Tree-lined streets with ground-floor retail and new open space were integrated to create more walkable, dynamic, 24-7 environment. The options incorporated the proposed "contraflow" multiway outlined in the Transportation Improvements page.

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TALLEYVILLE FOCUS AREA

COMMENTS

- » Participants generally welcomed the recommendation for a north-south shared-use path connecting the Jewish Community Center, Columbia Place, YMCA, and the ballfields. There were additional suggestions to connect this shared-use path with the larger greenway system.
- » Some participants desired a way to walk around Talleyville without crossing Concord Pike, however, it was noted that the team would be looking at ways to better incorporate safe pedestrian and bicycle at-grade crossings of Concord Pike with the improvements to the Silverside Rd. intersection.
- » Civic space was proposed in the northeast corner of the ballfields; participants generally agreed with the suggested building placement and open space but some noted that enough libraries already exist throughout the surrounding neighborhoods.
- » Senior living apartments were viewed favorably by participants, reflecting an appreciation for an increased supply of senior housing options as the community ages.
- » There were mixed responses regarding street connections through the Concord Gallery shopping center; some liked the idea of limiting circulation to bicycles and pedestrians, fearing too much cut-through vehicular traffic while others appreciated the need for increased vehicular connectivity
- » There was interest in reconnecting streets south of Silverside Road; some suggested a connection with Princess Avenue; some questioned the impact on the post office.



POTENTIAL REDEVELOPMENT AREA BOARD (LEFT), AERIAL RENDERING (ABOVE, TOP), AND RELATED BOARDS (ABOVE, BOTTOM)
 Alternative plan options were studied for the Talleyville area to provide a more connected pedestrian realm throughout this Focus Area. On the west side of Concord Pike, connections were made from the ballfields adjacent to Concord Gallery north to the Jewish Community Center and YMCA and, on the east side, near Silverside Road.

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WIDENER UNIVERSITY FOCUS AREA

COMMENTS

- » Some participants noted a concern for too much residential in this Focus Area, concerned about the added traffic on the corridor.
- » The single-family residential was viewed more favorably.
- » Participants preferred Option 2 (shown to the left, center) as it showed redevelopment on more of the underutilized parcels
- » There were further suggestions to look at Concord Mall for redevelopment or infill as well.
- » The suggested mixed-use infill development to the west of Concord Pike was viewed favorably to make better use of the currently oversized and underutilized parking lots.
- » One comment suggested a future community center with an Amish market to reflect the cultural and agricultural heritage of the northern portions of Concord Pike and attract more tourists. The facilitator noted that the Community Center in the proposed plan was a suggested reuse of the existing house and was intended to function as a community center (or clubhouse) for the new residential development.



POTENTIAL REDEVELOPMENT AREA BOARD (LEFT), AERIAL RENDERING (ABOVE, TOP), AND RELATED BOARDS (ABOVE, BOTTOM)
 Alternative plan options were studied for the Widener University area to take advantage of the availability of the former Widener University site, the ability to provide an east-west grade-separated crossing of Concord Pike to the First State National Park, and proximity to the Concord Mall site. Redevelopment was envisioned to include residential, some limited retail, and potentially an additional or replacement hotel.

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BRANDYWINE TOWN CENTER FOCUS AREA

COMMENTS

- » At the Brandywine Town Center board station, participants showed a desire for improved streetscapes around the shopping center.
- » Participants noted a desire for the bus depot to be better utilized and programmed with a mix or flexible uses.
- » Relocation of the community center (shown in Option C to the left, center) was viewed favorably; participants noted the disrepair of the current center and preferred a new center adjacent to the proposed multi-family residential.
- » Redevelopment of the oversupplied and underutilized parking lots was desired as new mixed-use development and open space. However, it was noted that retailers would still need adequate, proximate parking and participants suggested that, if development warrants, structured parking may need to be considered.
- » Participants also commented that it would be important to keep the existing successful retail.

POTENTIAL REDEVELOPMENT AREAS - BWTC

1

2 Residential: Detached

3 Residential: Multi-Family

4 Retail: Pavilion

5 Active Square

6 Theater

PRECEDENTS & PROGRAM

	NON-RESIDENTIAL					RESIDENTIAL				
	# of Bldgs	Retail (SQF)	Hotel (Keys)	Office (SQF)	Civic/Institutional (7,631)	# of Units	Multi-Family (Units)	SF A (Units)	SF B (Units)	Residential Total
Demo	1,2	139,403								
Existing	1,2	144,897								
Proposed	1,1	120,346		9,642	4	506	182	104	792	
TOTAL	3	264,642		9,642		506	182	104	792	

Development Assumptions: Multi-Family Efficiency @ 85% and Hotel unit: Hotel Average Sq. Ft. @ 400. SF A Average Lot Width 12'. SF B four-car garage lot width 40'

OPTION C

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KEY

- PROPOSED S-F ATTACHED
- PROPOSED S-F DETACHED
- PROPOSED MULTI-FAMILY
- PROPOSED RETAIL
- PROPOSED HOTEL
- PROPOSED OFFICE
- PROPOSED CIVIC
- EXISTING BUILDINGS
- PROPOSED BUS STOPS
- EXISTING BUS STOPS
- REDEVELOPMENT AREA



POTENTIAL REDEVELOPMENT AREA BOARD (LEFT), AERIAL RENDERING (ABOVE, TOP), AND RELATED BOARDS (ABOVE, BOTTOM)

Alternative plan options were studied for the Brandywine Town Center area, looking to better utilize the underutilized surface parking lots surrounding the shopping center. Retail has diminished and dynamic, high-demand mixed-use redevelopment was envisioned. The design options proposed better connected and more visible retail, the ability to maintain successful retail and phase redevelopment, integrating new open space, and improving sidewalk and street connectivity.

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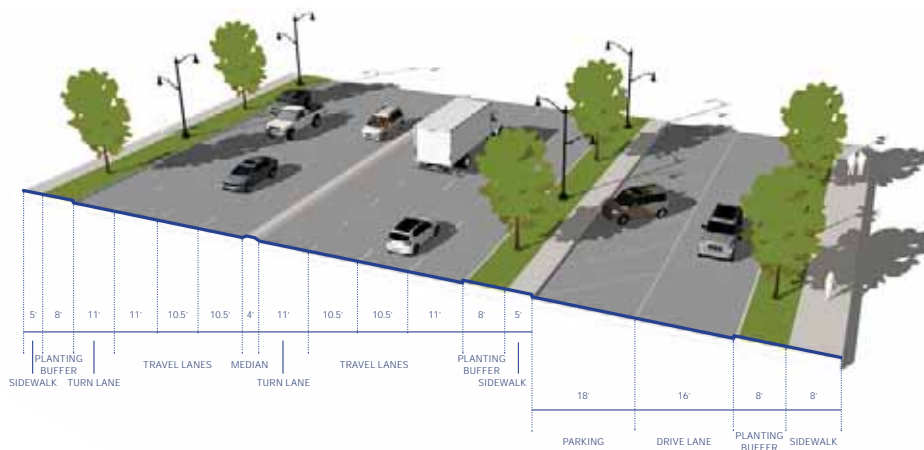
TRANSPORTATION IMPROVEMENTS

COMMENTS

- » Proposed street network maps illustrated how new streets can improve access for local residents. There was general support, however, participants did not support a new street behind Concord Gallery connecting to Whitby Road, concerned about cut through traffic in the Sharpley neighborhood.
- » Participants supported the proposed shared-use paths connecting to the existing path system in order to walk/bike from their homes. Additional paths were recommended for Wilson Road, Faulk Road, and the Wilmington University campus.
- » Bicycle improvements were generalized on the Network Plans and the Street Sections (the specific type of improvement was not illustrated). Participants supported bicycle improvements that apply traffic calming and divertors to residential streets to create a safer bicycling environment with less and slower vehicular traffic.
- » Three grade-separated bicycle/pedestrian crossings of Concord Pike were depicted on the plans at Rocky Run, Naamans Road, and Powder Mill Road/Murphy Road. Participants were generally supportive of tunnels and bridges to cross Concord Pike at these locations.
- » Intersections boards included a variety of improvements to increase pedestrian and bicycle safety while managing planned traffic volume levels.
- » Participants provided mixed opinions on raised pedestrian crossings at turn lanes.
- » Participants expressed concern that the reconfigured Silverside Road and Murphy Road intersections could not accommodate existing or proposed traffic volumes.
- » The proposed, realigned intersection at Independence Mall provides shopping

center access from Powder Mill Road and from the shared-use paths along the west side of Concord Pike. Participants supported this realigned intersection.

- » Multiways were presented as a street design option to improve access to local businesses and lessen conflict points along Concord Pike. Participants were generally supportive but expressed concern that the multiway solution may require businesses to relocate and were concerned about pedestrian crossing conditions.
- » With the success of DART's transit routes on 202, no major transit changes were recommended, however, participants encouraged the development of a transit and tourist bus hub at Brandywine Town Center.
- » A concern was voiced that new development would create additional flooding at Thompson Road.



TRANSPORTATION IMPROVEMENT BOARDS (RIGHT), MULTIWAY STREET SECTION (ABOVE)

TRANSPORTATION: MULTIWAY

What is a Multiway?
Also known as heritage roads and service drives, a multiway is a roadway that separates local traffic from through traffic with a barrier, typically a landscaped median. Multiways are used in both commercial and residential areas and offer a variety of parking configurations.

Benefits

- Detaches local traffic and through traffic
- Improves access to local residence and businesses
- Creates a more inviting pedestrian and social experience
- Reduces the likelihood of high speed differential crashes

Counter-clockwise vs Clockwise (Contraflow)

Counter-clockwise: Operation conflicts
Clockwise (contraflow): Reduced operation conflicts

Multiway Precedents

White Flint, MD | San Francisco, CA | Winter Springs, FL

Typical Multiway Section

Existing Right-of-Way
Proposed Right-of-Way with Multiway

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TRANSPORTATION: STREET INTERSECTIONS

BRANDYWINE BLVD

INTERSECTION CHANGES

- Detach local access from main road
- Operate as signalized intersection
- Truck apron added
- Lane added left turn and out of western driveway and southbound Concord Pike right turn
- Lane removed southbound Brandywine Parkway right turn

Level of Service

Quality	AM Peak Hour	PM Peak Hour
Baseline	Green	Green
Development	Green	Green
Intersection Change	Green	Green

BEAVER VALLEY RD/NAAMANS RD

INTERSECTION CHANGES

- Detach local access from main road
- Operate as signalized intersection
- Truck apron added
- Lane added left turn and out of western driveway and southbound Concord Pike right turn
- Lane removed southbound Beaver Valley right turn

Level of Service (East)

Quality	AM Peak Hour	PM Peak Hour
Baseline	Green	Green
Development	Green	Green
Intersection Change	Green	Green

Level of Service Key
■ 81% Utilization
■ 91% - 95% Utilization
■ 91% - 100% Utilization
■ > 100% Utilization

Level of Service Definitions
 Quality: Green = 81% Utilization or less; Yellow = 91% - 95% Utilization; Orange = 91% - 100% Utilization; Red = > 100% Utilization
 Development: Green = 81% Utilization or less; Yellow = 91% - 95% Utilization; Orange = 91% - 100% Utilization; Red = > 100% Utilization
 Intersection Change: Green = 81% Utilization or less; Yellow = 91% - 95% Utilization; Orange = 91% - 100% Utilization; Red = > 100% Utilization

Truck Apron | Slip Lane Raised Crosswalk

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TRANSPORTATION: STREET INTERSECTIONS

CONCORD MALL SOUTH ENTRANCE

INTERSECTION CHANGES

- Detach local access from main road
- Operate as signalized intersection
- Truck apron added
- Lane added left turn and out of western driveway and southbound Concord Pike right turn
- Lane removed southbound Concord Pike right turn

Level of Service

Quality	AM Peak Hour	PM Peak Hour
Baseline	Green	Green
Development	Green	Green
Intersection Change	Green	Green

SILVERSIDE RD

INTERSECTION CHANGES

- Detach local access from main road
- Operate as signalized intersection
- Truck apron added
- Lane added left turn and out of western driveway and southbound Concord Pike right turn
- Lane removed southbound Concord Pike right turn

Level of Service (West)

Quality	AM Peak Hour	PM Peak Hour
Baseline	Green	Green
Development	Green	Green
Intersection Change	Green	Green

Level of Service (East)

Quality	AM Peak Hour	PM Peak Hour
Baseline	Green	Green
Development	Green	Green
Intersection Change	Green	Green

Level of Service Key
■ 81% Utilization
■ 91% - 95% Utilization
■ 91% - 100% Utilization
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Truck Apron | Slip Lane Raised Crosswalk

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TRANSPORTATION: STREET INTERSECTIONS

POWDER MILL RD/MURPHY RD

INTERSECTION CHANGES

- Detach local access from main road
- Operate as signalized intersection
- Truck apron added
- Lane added left turn and out of western driveway and southbound Concord Pike right turn
- Lane removed southbound Powder Mill right turn

Level of Service

Quality	AM Peak Hour	PM Peak Hour
Baseline	Green	Green
Development	Green	Green
Intersection Change	Green	Green

INDEPENDENCE MALL

INTERSECTION CHANGES

- Detach local access from main road
- Operate as signalized intersection
- Truck apron added
- Lane added left turn and out of western driveway and southbound Concord Pike right turn
- Lane removed southbound Independence Mall right turn

Level of Service

Quality	AM Peak Hour	PM Peak Hour
Baseline	Green	Green
Development	Green	Green
Intersection Change	Green	Green

Level of Service Key
■ 81% Utilization
■ 91% - 95% Utilization
■ 91% - 100% Utilization
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Truck Apron | Slip Lane Raised Crosswalk

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