

Kirkwood Highway Corridor Master Plan

Workshop #1
Summary
WILMAPCO Council
January 2024



SCOPE OF WORK - KIRKWOOD HIGHWAY

Study Purpose:



**STRENGTHEN ALTERNATIVE TRAVEL MODES
LIKE WALKING, BIKING, AND TRANSIT**



ENHANCE EXISTING NEIGHBORHOOD VITALITY



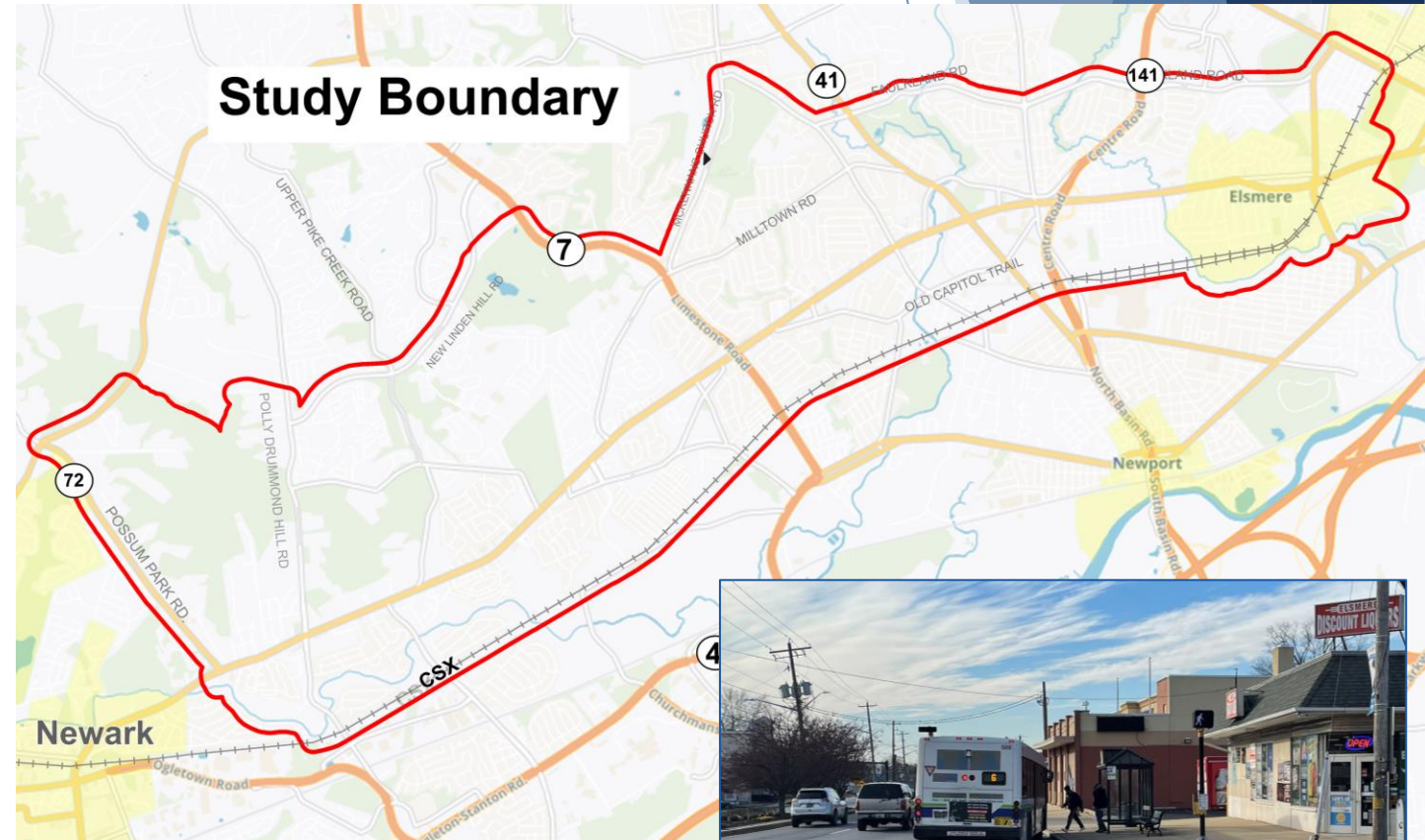
**POSITION EXISTING BUSINESSES TO REMAIN
COMPETITIVE**



ACCOMMODATE FUTURE ECONOMIC GROWTH



**PROMOTE MORE SUSTAINABLE PATTERNS OF
DEVELOPMENT**



SCOPE OF WORK - KIRKWOOD HIGHWAY

Task 1: Identify Issues, Opportunities and Constraints

Task 2: Community Visioning (Workshop held 12/11)

Work with Project Management Committee and Advisory Committee to prepare for and hold Visioning Workshop, determining whether it will be in-person, virtual or a hybrid format.

Task 3: Define Assumptions and Potential Land Use and Transportation Scenarios for Analysis

A range of transportation and land use alternatives for redevelopment may be identified. Alternatives will vary by development program, configuration, intensity, and transportation improvements.

Task 4: Model Land Use and Transportation Scenarios and Compare Results of Analysis

This approach will be used to evaluate the effect of identified land use and transportation scenarios. Model should include a comparison of the land use, demographic, environmental and transportation impacts of the scenarios.

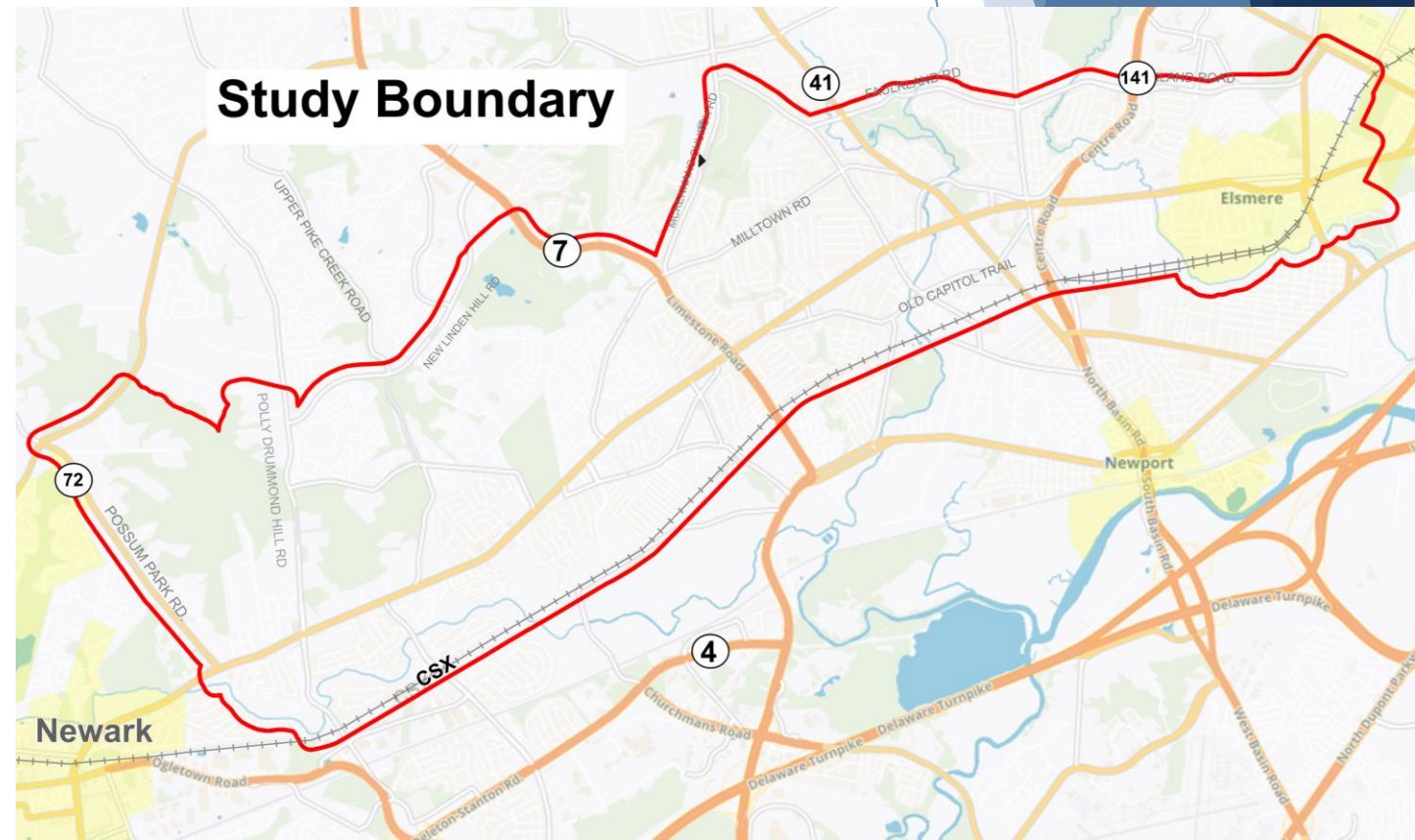
Task 5: Select Concept Level Alternatives and Prepare Final Report

Corridor concept alternatives that are supportive of maintaining and enhancing existing neighborhood vitality with the land use framework, including an identification of any needed Comprehensive Plan and Zoning changes, buildout calculations, Transportation Improvement District (TID) area or area(s) for other applicable local, State or Federal economic incentivizing overlay district(s).

Market Analysis

Socio-economic analysis will include an examination of population and household trends for 2010, 2023 (estimated) and 2028 (projected).

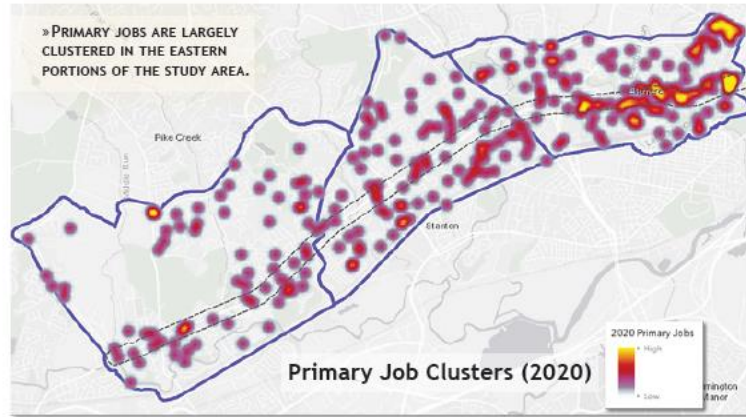
Labor and industry trends will examine industry employment (e.g., employment by industry, wage rates, industry employment likely to be most disrupted at the county level (which influences local labor markets) and commutation patterns to and from employment centers located within or along the corridor.



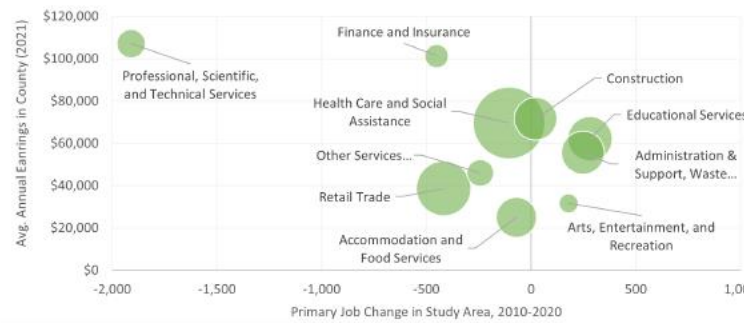
Kirkwood Highway Corridor Market Analysis

LABOR AND INDUSTRY

- Compliment to regular scope of work
- Development of current conditions on:
 - Housing stock (type, age, etc...)
 - Employment types and trends
 - Economic impact of current businesses
 - Current workforce characteristics
- Regional Commercial Comparisons of:
 - Vacancy rates
 - Gross receipts
 - Asking rents (per s.f.)
- Explores strengths, weaknesses, and future opportunities along corridor



Top 10 Industries by Primary Jobs and Earnings



» THE TOP FIVE SECTORS BY JOBS IN THE STUDY AREA PROVIDE AN AVERAGE ANNUAL EARNINGS BETWEEN \$38,720 TO \$71,630

Primary Job Trends by Industry, 2010-2020

Industry Sector	Primary Jobs (2020)					Primary Job Change (2010-2020)	New Castle County Est. Job Change (2020-2030)	Average Annual Earnings (2021)
	500-Foot Buffer	West Zone	Central Zone	East Zone	Study Area			
Health Care & Social Assistance	1,068	726	1,358	1,701	3,785	-106	1.8%	\$69,650
Retail Trade	1,048	361	916	920	2,197	-418	0.3%	\$38,720
Educational Services	73	467	678	309	1,454	281	0.2%	\$62,100
Administration & Support...	226	117	857	380	1,354	248	0.5%	\$55,630
Construction	42	152	287	897	1,336	22	1.0%	\$71,630
Accommodation & Food Services	516	185	669	345	1,199	-70	2.4%	\$25,020
Prof., Scientific, and Tech. Services	108	216	209	189	614	-1,910	0.3%	\$107,140
Other Services (excluding PA)	204	179	171	185	535	-243	0.5%	\$46,020
Finance & Insurance	111	57	282	79	418	-451	*	\$101,270
Arts, Entertainment, & Recreation	271	5	8	270	283	179	2.7%	\$31,700
Wholesale Trade	84	48	94	140	282	-162	0.2%	\$83,530
Real Estate & Rental & Leasing	90	81	104	53	238	85	*	\$70,520
Manufacturing	19	15	75	66	156	-203	0.0%	\$92,210
Transportation & Warehousing	7	31	90	15	136	-75	1.3%	\$60,140
Management of Comp. & Enterprises	32	20	2	38	60	-1	0.0%	\$132,640
Information	-	5	10	1	16	-137	-1.6%	\$78,320
Public Administration	2	-	2	-	2	-473	0.6%	\$60,840
Agriculture, Forestry, Fishing...	-	-	-	-	-	-13	-0.5%	\$42,180
Utilities	-	-	-	-	-	-4	-0.4%	\$123,580
Total	3,901	2,665	5,812	5,588	14,065	-3,451	1.3%	

Outreach & Visioning

Pre- Workshop Listening Tour

- 20+ Groups
- Interviews conducted Between October and November
- Key questions asked such as:
 - How has traffic and development changed the quality of life, for the better or worse, for residents of the Kirkwood Highway corridor?
 - What is your connection to the Kirkwood Highway corridor?
 - Compared to five/ten years ago how much has traffic changed in the Kirkwood Highway corridor?
 - What is/are your vision/expectations for the Kirkwood Highway corridor?



Outreach & Visioning

- Workshop #1: Monday, December 11, 2023
- open-house format
- Approx. 100 attendees
- Advertising in English & Spanish
- Interpreters at workshop



¡ESTÁS INVITADO!

El Consejo de Planificación del Área de Wilmington (WILMAPCO), el Departamento de Transporte de Delaware (DelDOT), la Corporación de Tránsito de Delaware (DTC) y el Departamento de Uso de Terrenos del Condado de New Castle están iniciando el desarrollo de un Plan de Transporte y Uso de Terrenos de Kirkwood Highway. El plan incluirá mejoramientos e iniciativas a corto y largo plazo para el corredor de la autopista Kirkwood entre Newark y Wilmington. Ayuda a mejorar la forma en que las personas viven, trabajan y juegan en el Corredor de la Autopista Kirkwood.

Para obtener más información e inscribirse con anticipación en el taller, visite: wilmapco.org/kirkwood

WILMAPCO anima a todos los miembros de la comunidad a participar en este evento. Si necesita asistencia con el idioma o alguna discapacidad, háganoslo saber. Comuníquese con nuestra oficina al wilmapco@wilmapco.org o al 302-737-6205 a más tardar tres días antes del evento. Nos esforzaremos por proporcionar un servicio para ayudar a satisfacer sus necesidades.

TALLER PÚBLICO DE UNA VISIÓN

Lunes, 11 de Diciembre, 2023
4:00 pm - 7:00 pm
Cranston Heights Fire Co.
3306 Kirkwood Highway
Wilmington, DE 19808

El taller es en persona y abrirán sus puertas para que usted pueda asistir en cualquier momento entre las 4:00 y las 7:00 p.m. para:

- Conocer el proyecto
- Compartir tus pensamientos
- Participar en ejercicios de visión para el futuro de Kirkwood Highway

YOU'RE INVITED!

The Wilmington Area Planning Council (WILMAPCO), Delaware Department of Transportation (DelDOT), Delaware Transit Corporation (DTC), and New Castle County Department of Land Use are kicking off development of the Kirkwood Highway Land Use and Transportation Plan.

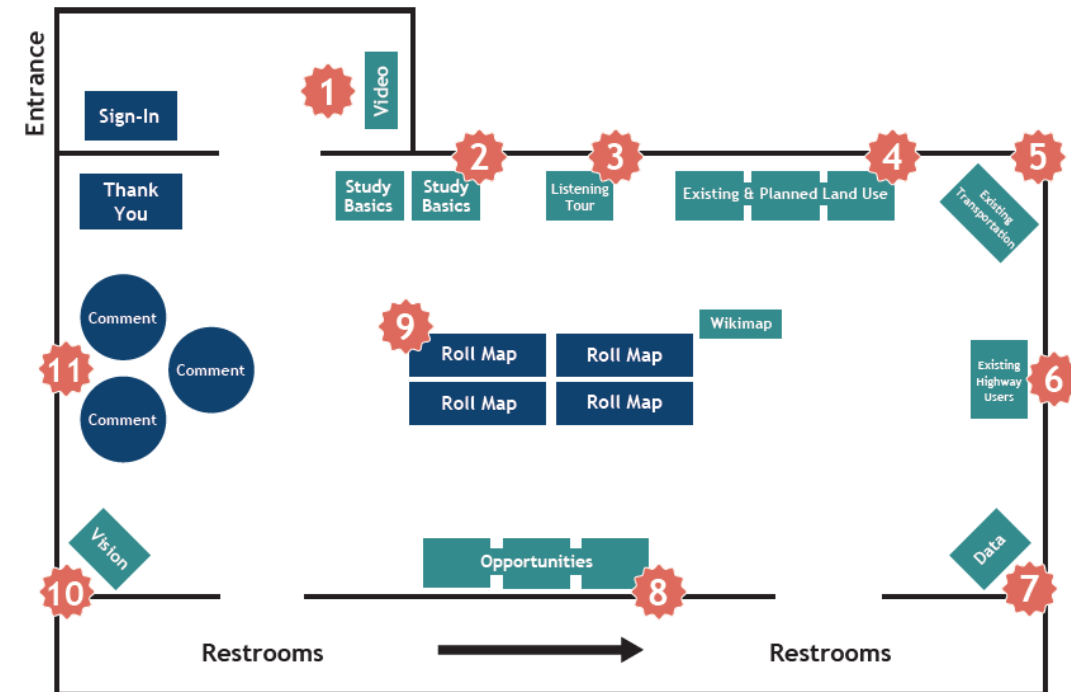
The plan will include both short and long-term improvements and initiatives for the Kirkwood Highway corridor between Newark and Wilmington.

Help shape the way people live, work, and play in the Kirkwood Highway Corridor.

For more information and to register in advance for the Workshop, please visit: wilmapco.org/kirkwood

WILMAPCO encourages all members of the community to participate in this event. If you need language or disability assistance, please let us know. Contact our office at wilmapco@wilmapco.org or 302-737-6205 no later than three business days before the event. We will endeavor to provide a service to help meet your needs.

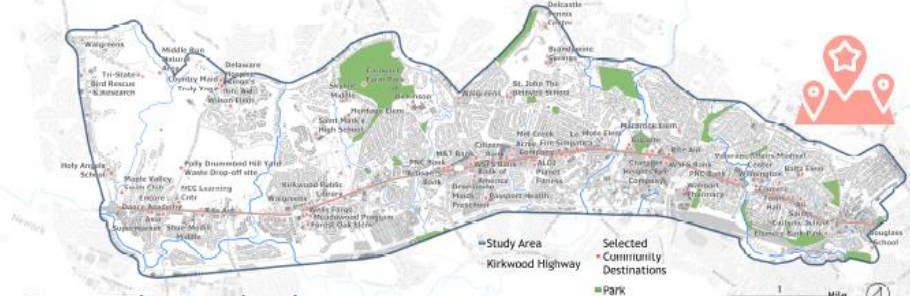
Presentado por:



Workshop Materials

Corridor Context:

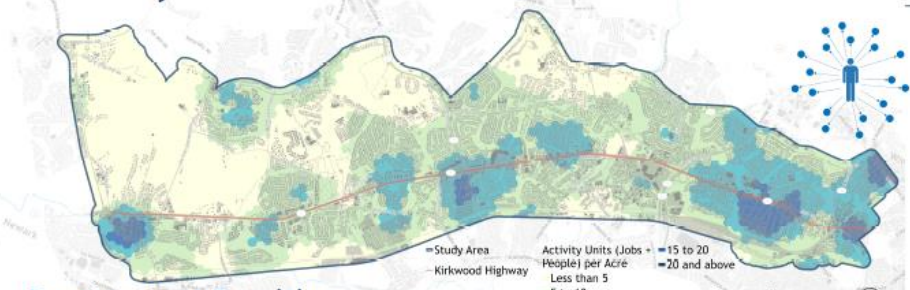
- Population / Employment Densities
- Community Destinations
- Future Land Use
- EJ/TJ/LEP Areas



Community Destinations

The corridor is home to a variety of community-oriented institutional, commercial, educational, and natural/recreational uses, many of which have evolved slowly over time.

Depicted on the map to the left are selected destinations, including medical facilities, community centers, parks, recreation facilities, libraries, and banks.



Development Densities

Development intensity (residents+jobs within ¼ mile) reflects historic crossroads on ridgelines between stream valleys.

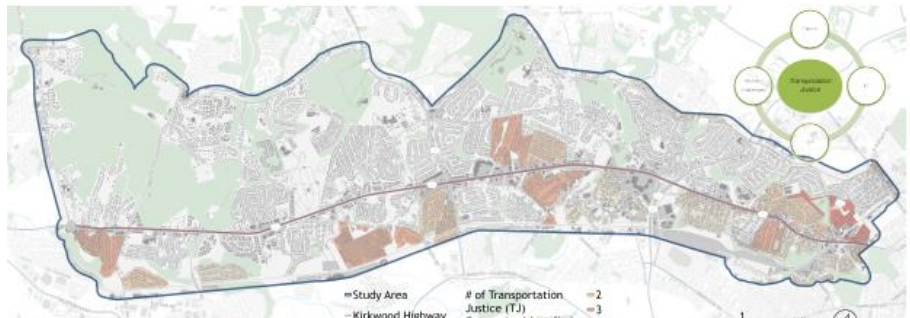
This perspective helps identify where centers reside along the corridor and where transportation demand may be the highest.



Future Land Use

Kirkwood Highway is designated as a Type 1 Corridor in the New Castle County Future Land Use Map. In a Type 1 corridor, commercial development is typically oriented toward serving adjacent residential communities, where bolstering neighborhood stability is paramount.

Commerce along the corridor is not expected to grow. Forecasts indicate 3% of jobs and 9% of residents and businesses will leave over the next 30 years.



Environmental Justice

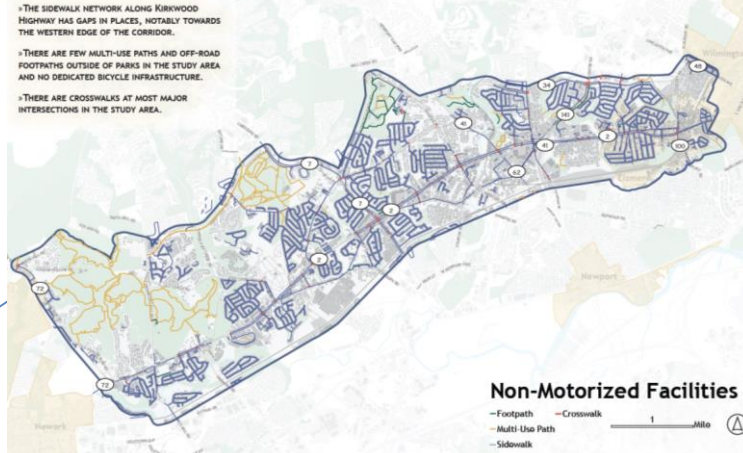
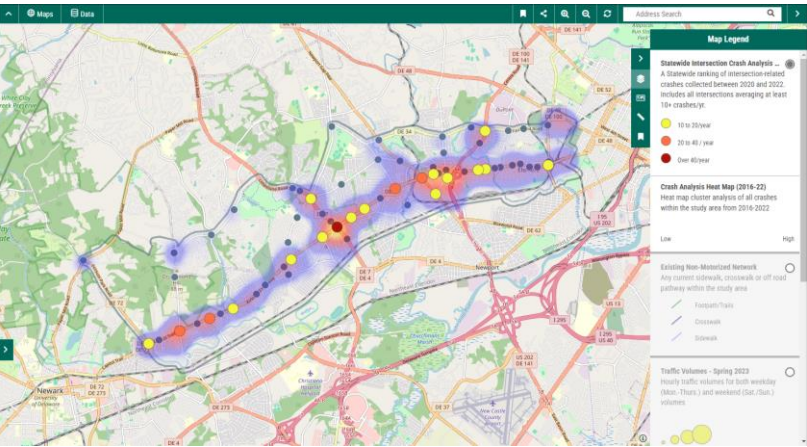
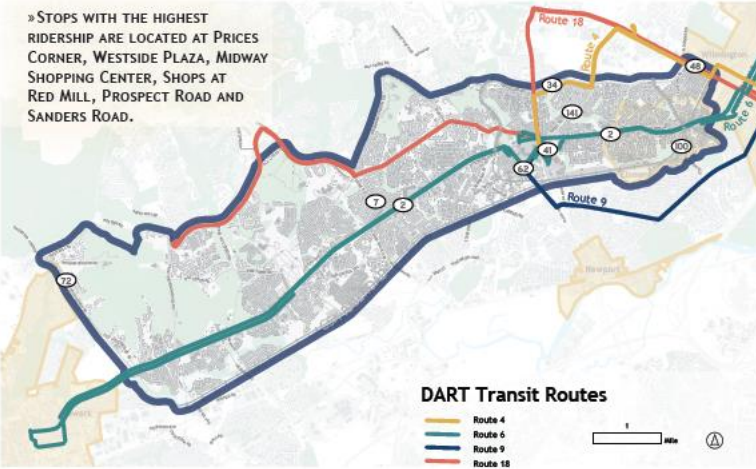
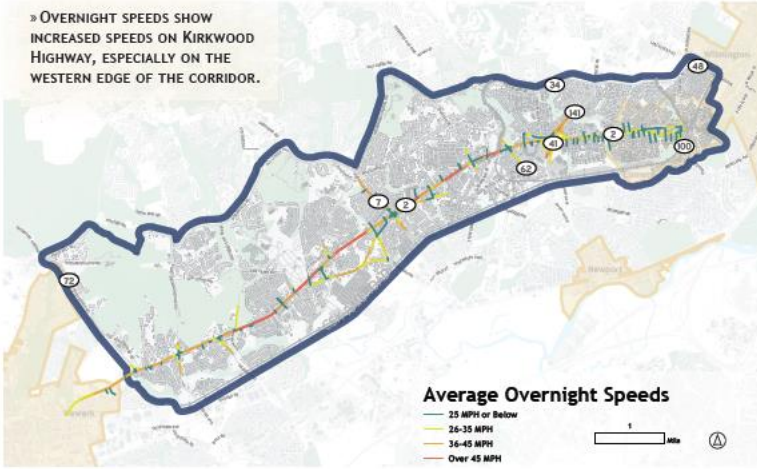
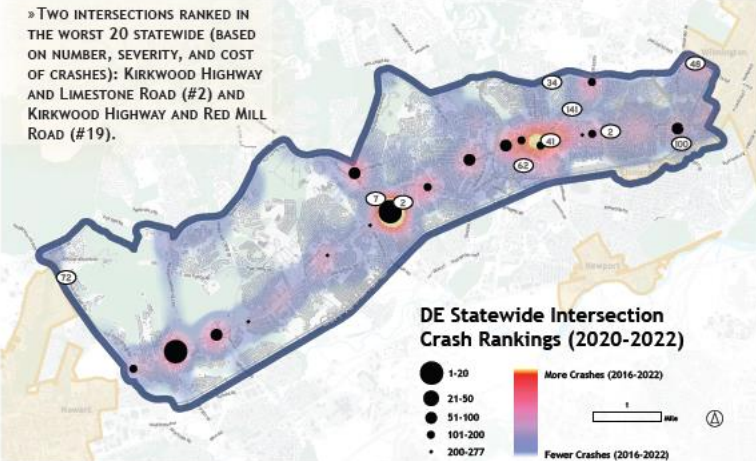
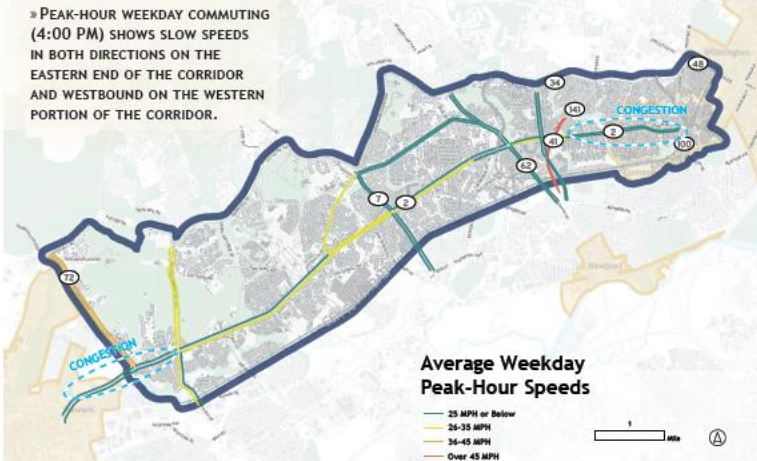
Who we are: The Kirkwood Highway corridor is home to approximately 45,000 residents and provides 17,000 jobs. Several Transportation Justice (TJ) areas are designated along the full span of the corridor, including:

- Environmental Justice (EJ) - low-income and minorities
- Language Assistance (LA) - limited English proficiency (LEP) and low literacy
- Mobility Challenged (MC) - people with disabilities, people who live in households without vehicles, and seniors

Some areas meet the criteria for multiple designations.

Workshop Materials

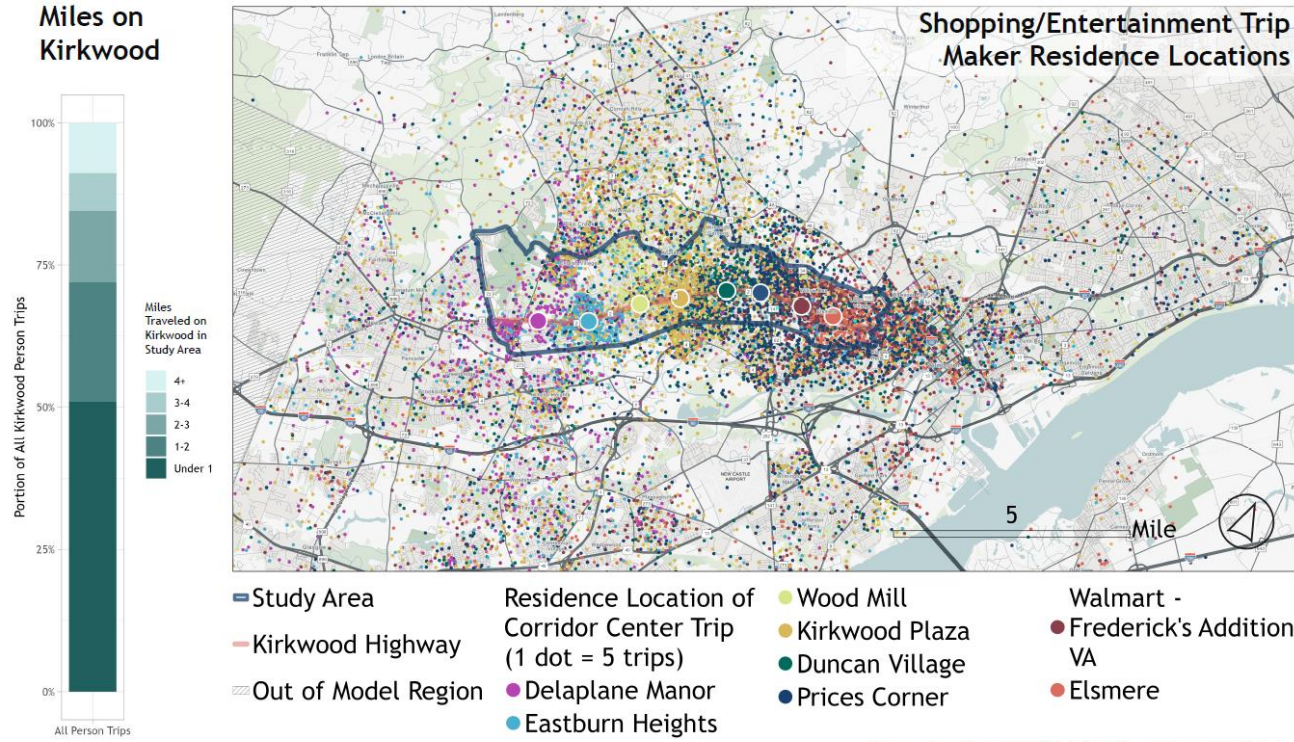
- Current motorized and non-motorized conditions such as:
 - Daily Volumes
 - Safety & Speed
 - Transit Inventory & Usage
 - Non-motorized inventory
- Interactive maps available on project page



Workshop Materials

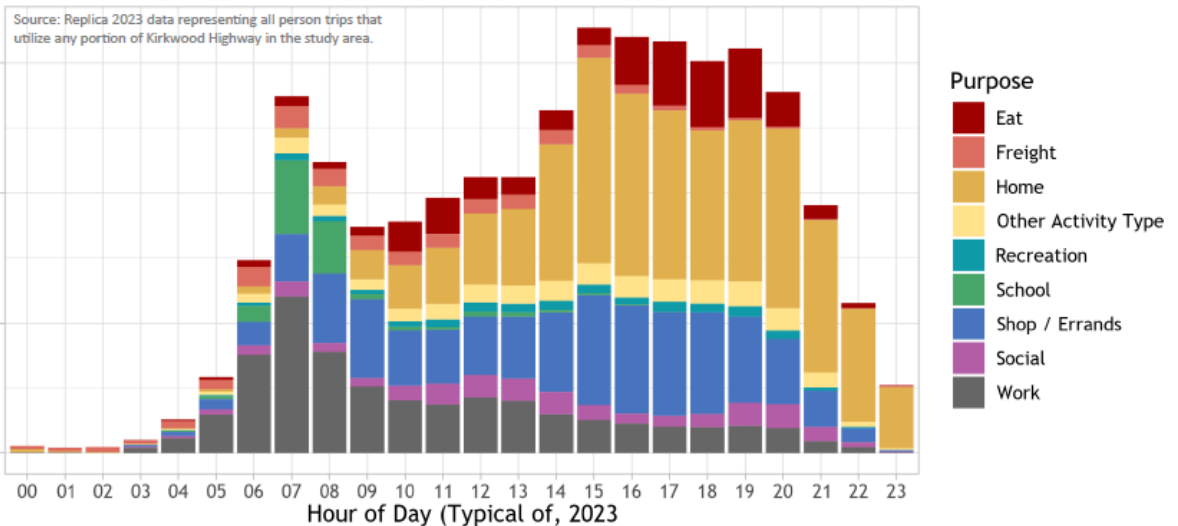
- Use of newer data collection platforms for better understanding of travel patterns of residents and other corridor users
- Help answer some usually hard-to-get answers like:

*Why are they here?
Where we're coming from?
How did they get here?
Where are they headed?*

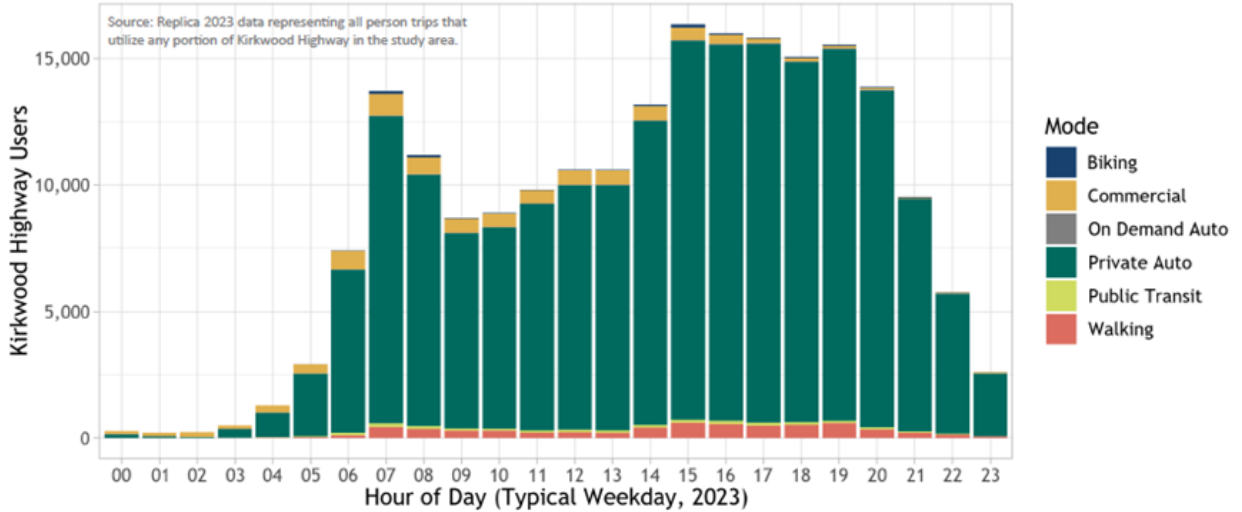


Source: Replica 2023 Weekday Travel Demand Model

Kirkwood Highway User Trip Purpose by Time of Day



Kirkwood Highway User Trip Mode by Time of Day

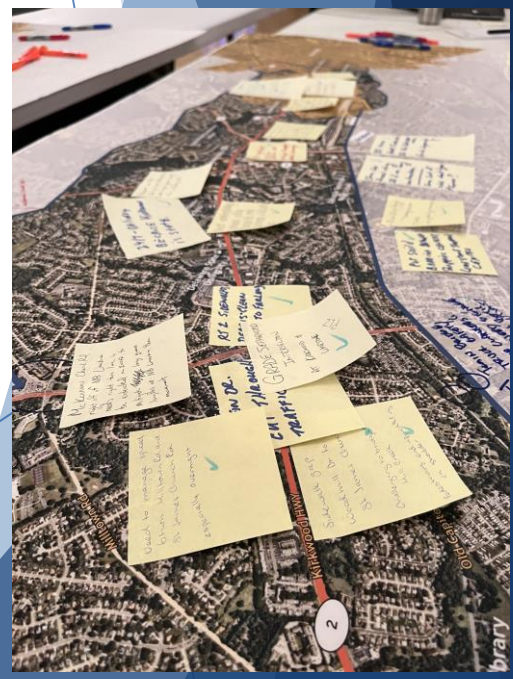
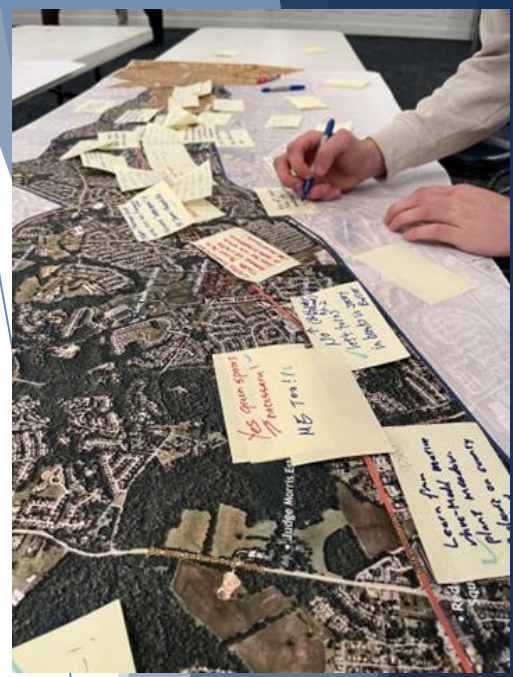
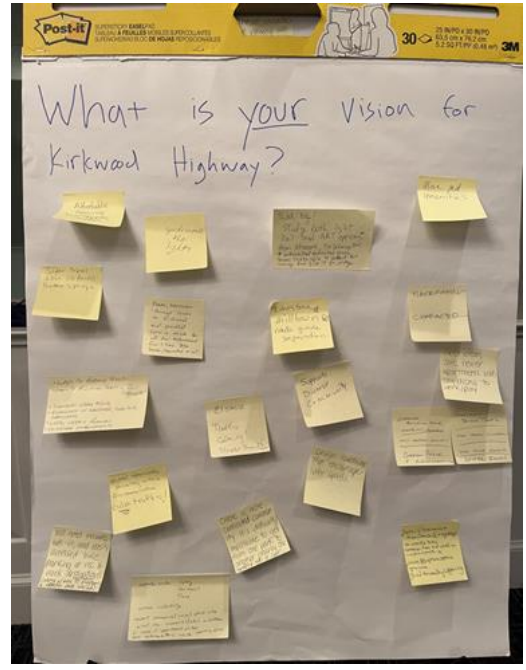
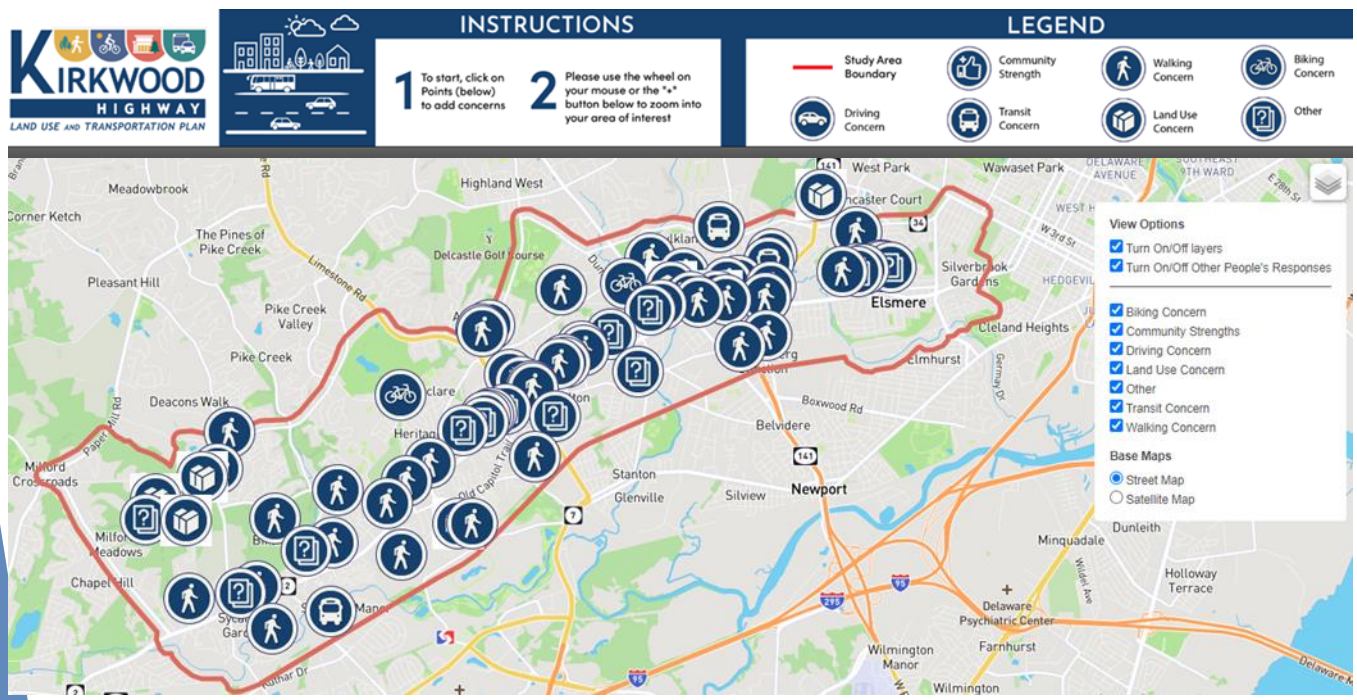


Outreach & Visioning

How comments were collected:

- Hand-written comments, on maps, notepads and sticky notes
- Survey forms
- Wikimap entries

Wikimap portal



Outreach & Visioning

Workshop Common Themes

- 37 hand-written comments
- 57 wikimap entries
- 25 email comments/surveys

Pedestrian & Cyclist Infrastructure

Targeted Infrastructure Improvements



Traffic Calming Measures

Green Spaces & Aesthetic Improvement

Traffic Safety and Congestion

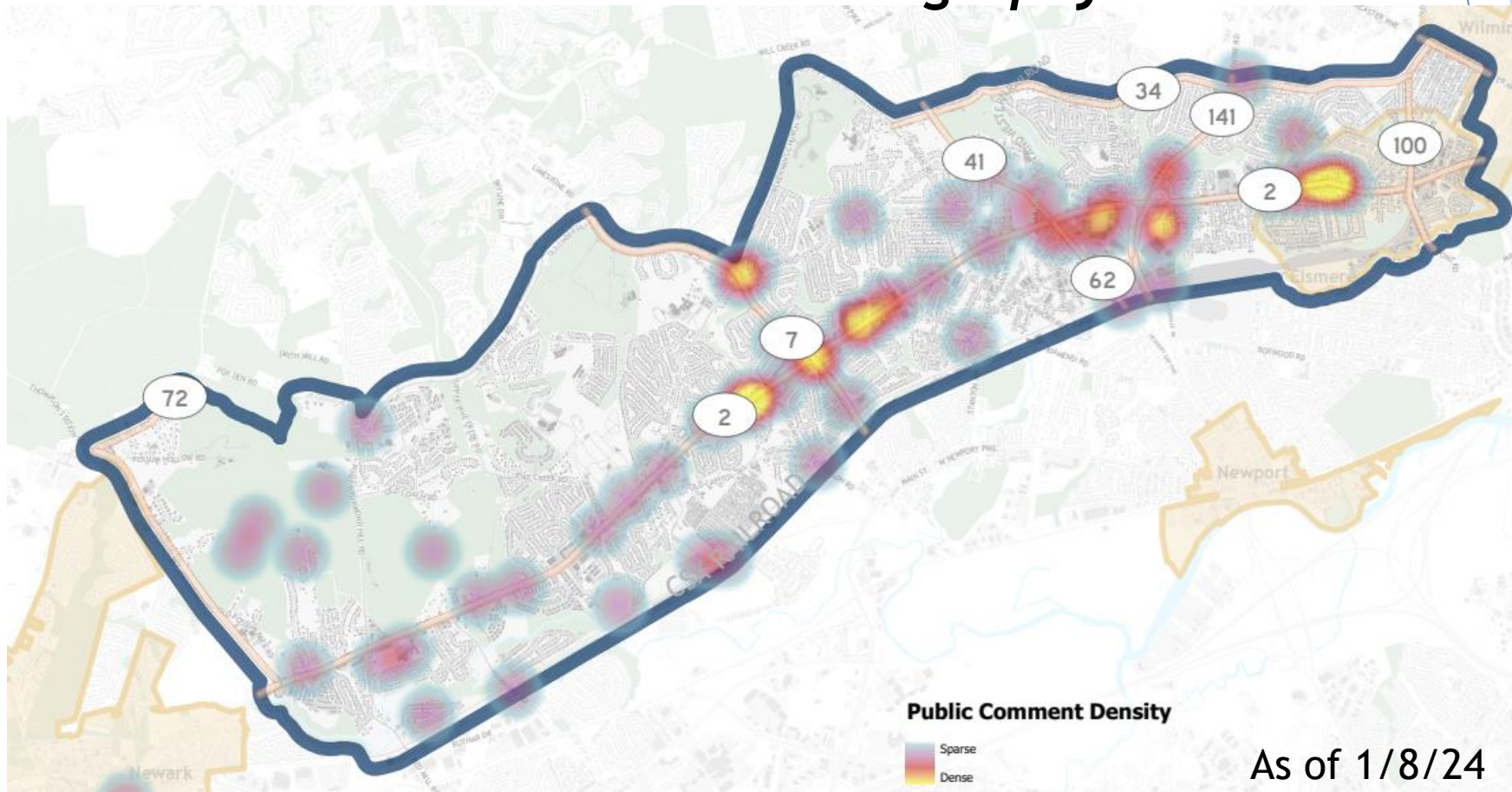


Outreach & Visioning

What we heard - key locations:


- 70 wikimap entries
- 32 email comments

Public Comment Geography



Ongoing Post - Workshop Outreach

- Online Comment/Survey (ongoing)
- Wikimap thru 1/31/24
- All workshop materials posted to website



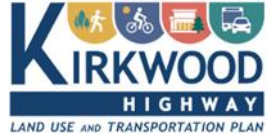
SIGN UP FOR UPDATES!

Plan Public Outreach
Public outreach for this project will be conducted over the course of the development of the plan, including elected officials (state and local), members of the business and development community, community and civic leaders, environmental advocates, and other institutional leaders, and one-one-one and small group interviews.

Recent Events: The first workshop was held on Monday December 11th from 4-7pm at the Cranston Heights Fire Company. For those who would like to still provide feedback, please fill out our [workshop survey](#) or map out your concerns via our [Wikimap feature](#).

Outreach/Meeting Dates	Pre-Workshop Materials	Workshop Materials
Visioning Workshop #1 12/11/23 @ Cranston Heights Fire Company 4-7pm	<ul style="list-style-type: none"> • Kirkwood Highway Welcome Video (En Español) • Current Transportation Conditions & Infrastructure Webmap • Corridor Demographic Profile - Kirkwood Highway • Hourly Traffic Volumes - Kirkwood Highway 	<ul style="list-style-type: none"> • Kirkwood Wikimap Portal (Wikimapa En Español) • Fill out our workshop survey! • Workshop Boards & Displays: <ul style="list-style-type: none"> • Study Basics and Timeline • Corridor Characteristics, Demographics and Employment • Current Transportation Conditions & Travel Patterns • Corridor Visioning and Opportunities

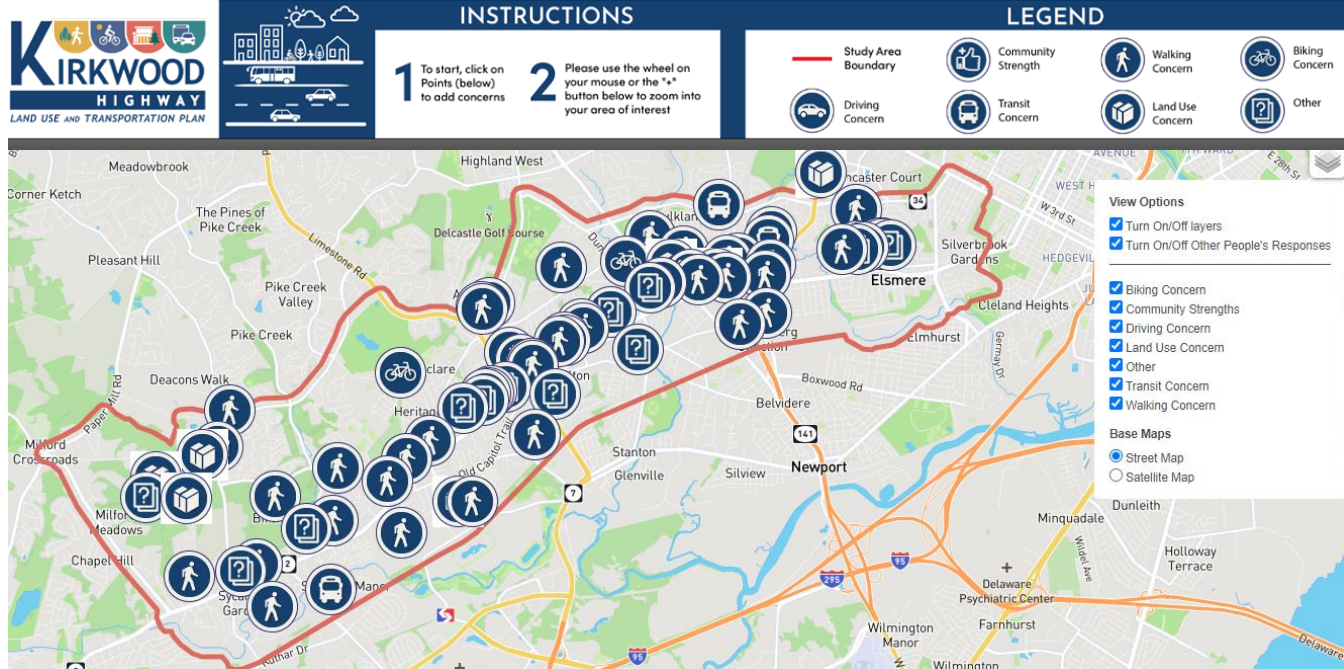
Kirkwood Highway Land Use and Transportation Plan



Comment Form

Thank you for completing this survey. Your comments and opinions are very important. All information you provide on this survey will be carefully reviewed by the project team. To stay informed about this project, please visit www.wilmapco.org/kirkwood.

OK



INSTRUCTIONS

- 1 To start, click on Points (below) to add concerns
- 2 Please use the wheel on your mouse or the "+" button below to zoom into your area of interest

LEGEND

- Study Area Boundary
- Community Strength
- Walking Concern
- Driving Concern
- Transit Concern
- Land Use Concern
- Biking Concern
- Other

View Options

- Turn On/Off layers
- Turn On/Off Other People's Responses
- Biking Concern
- Community Strengths
- Driving Concern
- Land Use Concern
- Other
- Transit Concern
- Walking Concern

Base Maps

- Street Map
- Satellite Map

Project Schedule

2023

2024



PUBLIC WORKSHOP

SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



IDENTIFY ISSUES, OPPORTUNITIES, AND CONSTRAINTS



COMMUNITY VISIONING



We Are Here!



DEFINE ASSUMPTIONS AND POTENTIAL LAND USE AND TRANSPORTATION SCENARIOS



MODEL LAND USE AND TRANSPORTATION SCENARIOS



SELECT PREFERRED SCENARIOS AND COMPLETE FINAL REPORT



Kirkwood Highway Corridor Master Plan

Questions?

Project Managers: Dave Gula and Dan Blevins

Contact: Dave Gula, Principal Planner

dgula@wimapco.org

(302) 737-6205 x 122

www.wimapco.org/kirkwood



@WILMAPCO