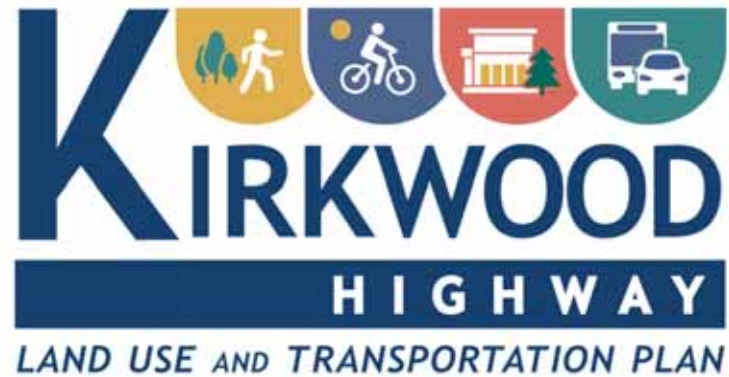
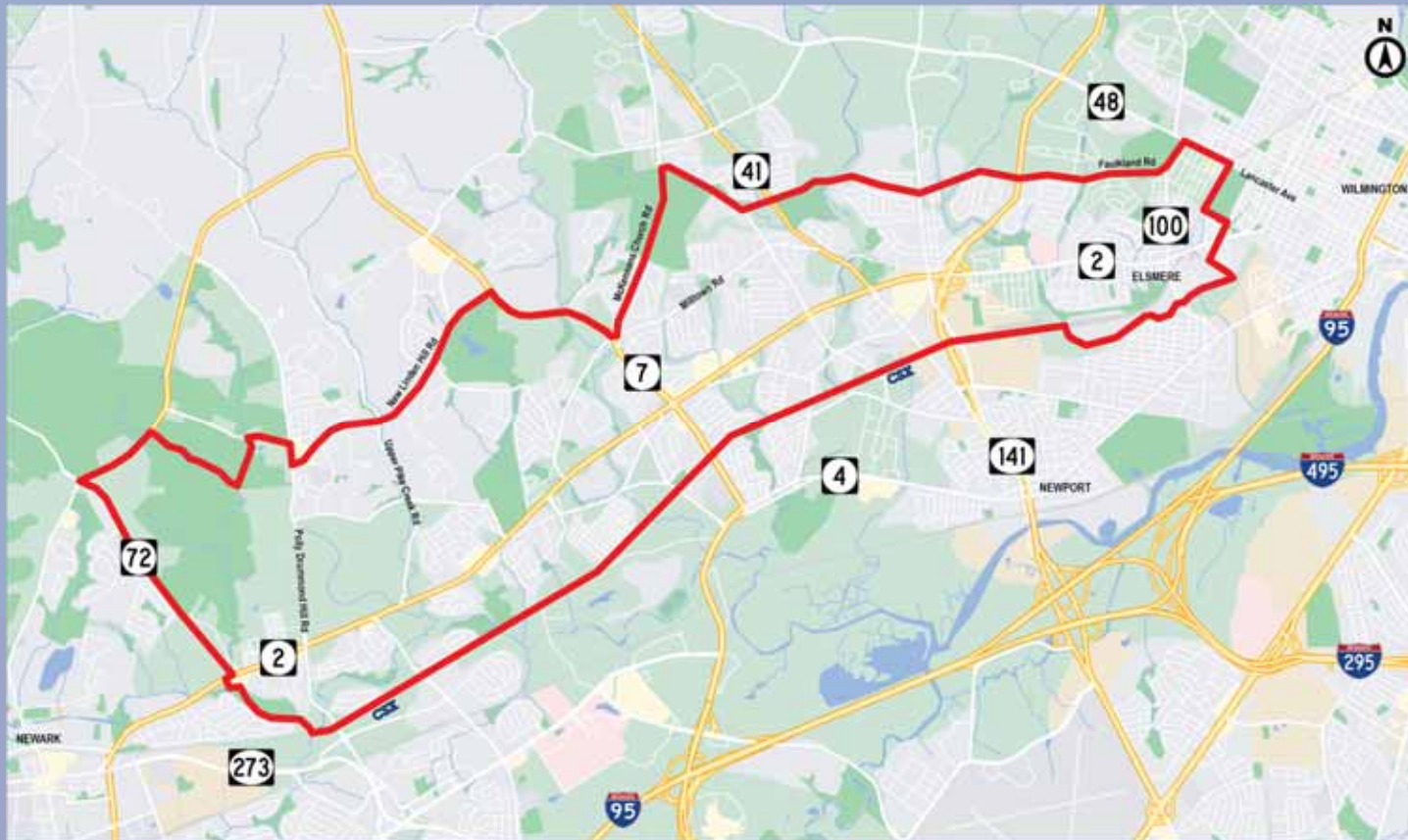


# WILMAPCO PAC

March 27, 2024



# KIRKWOOD HIGHWAY STUDY AREA



KIRKWOOD HIGHWAY  
LAND USE and TRANSPORTATION PLAN

# KIRKWOOD HIGHWAY OVERVIEW

## Purpose



Strengthen alternative travel modes



Enhance existing neighborhood vitality



Position existing businesses to remain competitive



Accommodate future economic growth

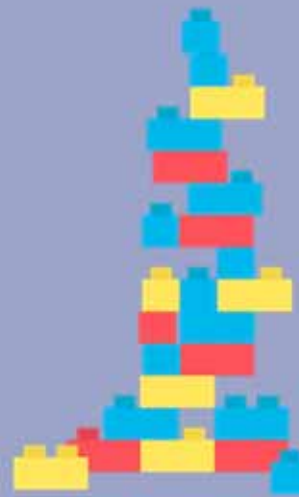


Promote more sustainable patterns of development

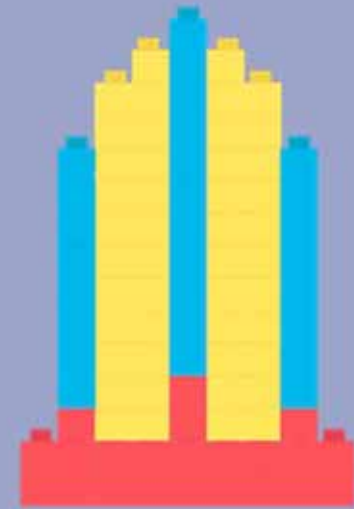
# KIRKWOOD HIGHWAY OVERVIEW

## Why do we need a plan?

- Establish the guiding vision for the future
- Coordinate development/redevelopment
- Coordinate and time infrastructure needs
- Leverage resources to maximize results



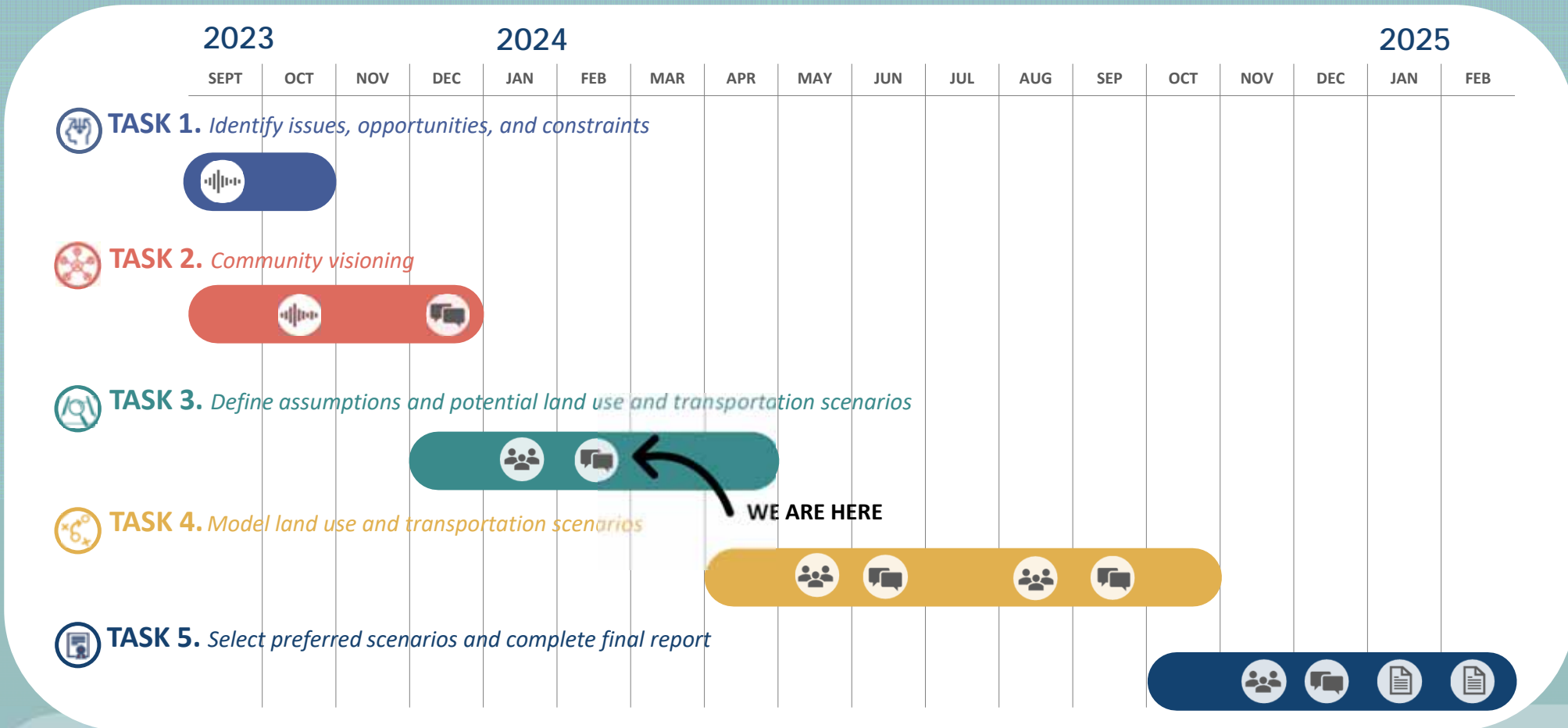
**Without Blueprints**  
Without public involvement



**With Blueprints**  
With public involvement

# PROJECT SCHEDULE

 Listening Tour
  Advisory Committee Meeting
  Public Meeting
  Major Deliverable



KIRKWOOD HIGHWAY  
LAND USE and TRANSPORTATION PLAN

# PROJECT PROCESS

- Share, Educate, Listen, Engage
- Listening Tour
- Advisory Committee
- Public Workshops



# KIRKWOOD HIGHWAY: 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?



# KIRKWOOD HIGHWAY ADVISORY COMMITTEE

- Advisory Committee Members are providing feedback and input to the project team.
- Advisory Committee Members are providing information, experiences, and local knowledge to assist the project team.
- The project team is using the input of the Advisory Committee Members, as well as all other public input, to make land use and transportation recommendations.
- The first AC meeting was January 29

## Advisory Committee Members

Brack Ex - Roselle Civic Association  
City of Newark  
City of Wilmington  
Civic League for New Castle County  
Committee of 100  
Del Park Manor  
Delaware Black Chamber of Commerce  
Delaware Department of Transportation  
Delaware Transit Corporation

Delaware Heal  
Delaware Greenways  
Delaware State Police: Troop 6  
Delaware State University  
Eastburn Acres Civic Assn.  
Freedom Center  
Hyde Park Civic Assoc  
Latin American Community Center

Mill Creek Fire Company  
NCC Chamber of Commerce  
NCC Department of Land Use  
NCC Department of Police  
Office of State Planning Coordination  
Red Clay School District  
Town of Elsmere  
United Way  
Western YMCA

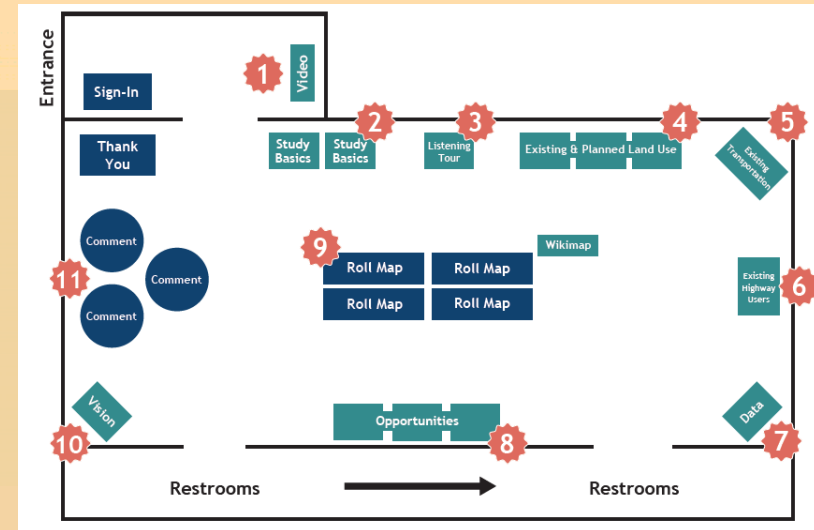


# KIRKWOOD HIGHWAY: OUTREACH & VISIONING

- 2 Workshops: December 11, 2023, February 21, 2024
- Open-house format; with presentation for 2/21
- Total attendees: approximately 160
- Advertising in English & Spanish
- Interpreters at workshop



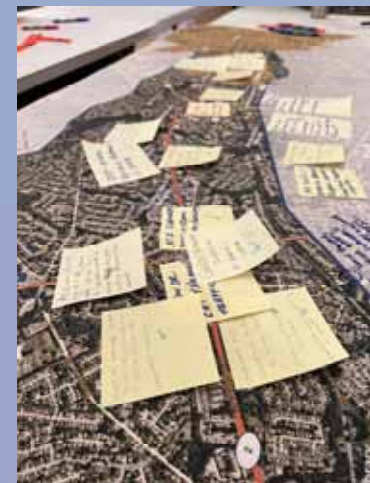
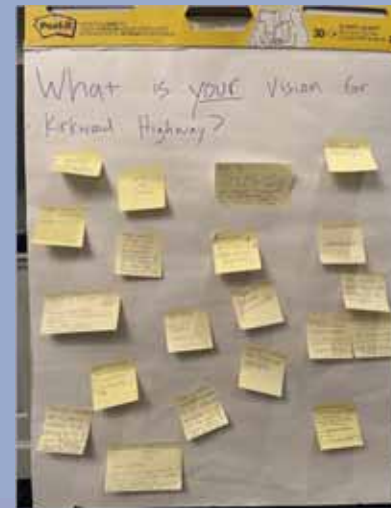
**KIRKWOOD HIGHWAY**  
LAND USE and TRANSPORTATION PLAN



# OUTREACH AND VISIONING

## How comments were collected:

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



## VISION STATEMENT

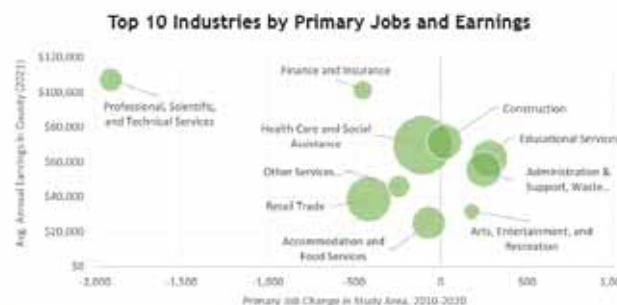
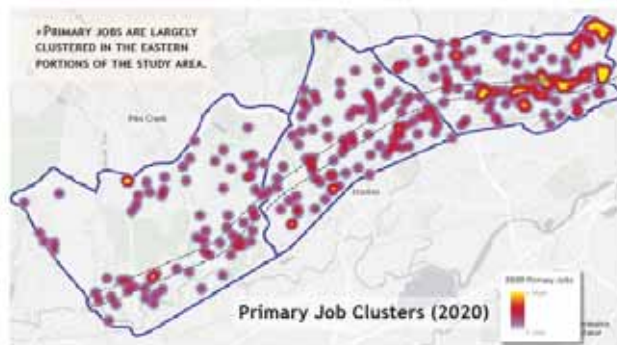
Kirkwood Highway should become a **multimodal** corridor that serves a variety of **compact community and business centers** between Newark and Wilmington.

- Transportation facility design elements, reflective of the context of the different areas along the corridor, should **discourage high traffic speeds and promote safe access for all ages and abilities to destinations by walking, bicycling, rolling, and riding transit while managing congestion levels.**
- Economic development efforts should focus on facilitating a **transition from auto-oriented design to more bikeable and walkable places that mix affordable community-serving retail and services with housing opportunities that serve the corridor's diverse clientele.**
- Both public and private properties should integrate **landscaping and open space.**
- Connected networks serving all modes should link Kirkwood Highway's community and business centers to **adjacent neighborhoods and resources such as schools and parks.**

# KIRKWOOD HIGHWAY: MARKET ANALYSIS

## LABOR AND INDUSTRY

- 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



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)					Change (2010-2020)	% Change (2010-2020)	Avg. Annual Earnings (2021)
	2010	2015	2020	2020	2020			
Health Care & Social Assistance	1,088	708	1,308	1,701	1,795	-386	3.8%	\$69,650
Retail Trade	1,098	383	918	807	2,297	-418	0.3%	\$38,720
Educational Services	73	487	679	309	4,154	381	0.2%	\$61,190
Administration & Support	226	117	817	380	1,354	248	0.0%	\$55,630
Construction	42	152	287	897	1,336	27	1.0%	\$71,630
Accommodation & Food Services	116	185	483	345	1,339	-30	2.4%	\$25,030
Prof., Scientific, and Tech. Services	128	738	709	389	114	1,310	0.1%	\$107,140
Other Services (excluding PA)	204	179	171	285	535	-243	0.0%	\$46,020
Finance & Insurance	111	57	282	79	418	-411	*	\$101,370
Arts, Entertainment, and Recreation	271	5	6	276	383	179	2.7%	\$31,190
Wholesale Trade	84	48	54	140	282	-52	0.2%	\$61,530
Real Estate & Rental & Leasing	90	81	104	13	238	81	*	\$70,330
Manufacturing	19	75	75	86	176	-205	0.0%	\$91,730
Transportation & Warehousing	7	21	30	15	136	-73	1.7%	\$60,140
Management of Camps, & Enterprises	12	26	2	36	60	-1	0.0%	\$112,640
Information	-	5	103	5	18	107	1.6%	\$76,100
Public Administration	3	-	2	-	3	473	0.6%	\$60,840
Agriculture, Forestry, Fishing	-	-	-	-	-	-13	-0.5%	\$42,180
Utilities	-	-	-	-	-	-4	-0.4%	\$114,480
Total	3,901	3,863	5,812	3,348	14,165	-1,401	1.2%	

# MARKET ANALYSIS

## The Ecology of Housing Markets: Household Life Stages

If a housing market is challenged to accommodate the needs of the natural household life stages cycle, before long, the area's economy will be adversely impacted as workers require increased pay to meet their housing needs or, worse, leave the area to relocate in a more affordable area. Soon after, businesses will also seek to relocate as the consumer base and labor pool begins to shrink.



### Early Adulthood

- Needs sufficient rental housing
- Rents need to be affordable to incomes to permit savings for future ownership
- Will eventually seek a "starter-home" and, perhaps, start a family



### Young Family

- Needs sufficient "starter-home" stock
- Price points need to be affordable to incomes to permit savings and local area spending
- May eventually seek a "move-up" house to raise a growing family



### Empty Nesters

- Needs sufficient "move-up" housing
- Location, cost, and features suitable to the occupant's tastes are key factors
- May eventually seek "down-size" housing, which could be rental housing vacated by the Early Adulthood cohort

# MARKET ANALYSIS

## Affordable/Workforce Housing: Workers Who Benefit

Manufacturing  
Workers



Hospitality  
Workers



Firefighters



Police  
Officers



Food Service  
Workers



Teachers



Retail  
Workers



Homecare  
Workers



Construction  
Workers



# MARKET ANALYSIS

## Household Expenses

“Households who own or lease a vehicle spend more of their income on transportation and that trend is most pronounced for low-income households.”

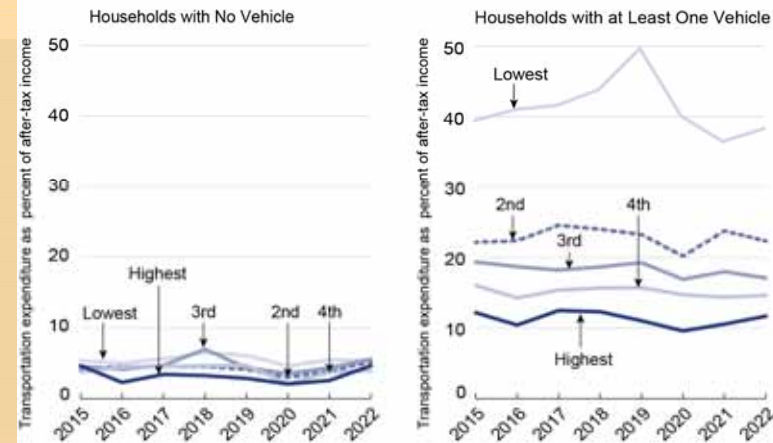
Source: Bureau of Transportation Statistics,  
United States Department of Transportation, 2023



Good public transit can help make housing more affordable to low- and middle-income households



Figure 2. Percent of After-tax Income Spent on Transportation Expenditure by Households with No Vehicle vs. Households with One or More Vehicles by Income Quintile



# MARKET ANALYSIS

## Transportation investments can catalyze property investments



Without transportation investment, population and household growth will be flat, leading to stagnant or declining economic activity and real estate values.



Improved mobility infrastructure and updated zoning which facilitates compact site designs and an increase in mixed-use residential development...



...should lead to an expanding population and household growth, along with an increase in economic activity and real estate values.



# KIRKWOOD HIGHWAY AS A "STROAD"



KIRKWOOD HIGHWAY  
LAND USE and TRANSPORTATION PLAN

# WHAT IS SCENARIO PLANNING?

## Purpose and Objectives

Scenarios provide an opportunity to think big and ask important questions:

- What is “business as usual”?
- What if SR 2 had a very different modal emphasis?
- What different types of approaches would achieve the Corridor Vision?
- How would those different approaches affect evaluation metrics?
- What tensions (divergent stakeholder views, funding availability, etc.) complicate achieving the Corridor Vision?

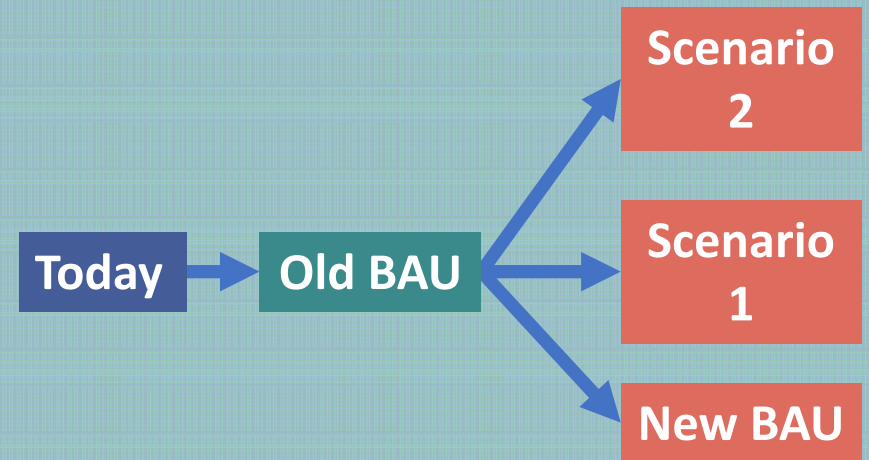


# WHAT IS SCENARIO PLANNING?

Evaluating Different Possible Futures

What is “business as usual”, or BAU? Some Kirkwood Highway investments have been programmed and will continue moving forward under the “old BAU”. New projects will, at a minimum, reflect changes (i.e., NCC2050 Plan, funding priorities) in a “new BAU”.

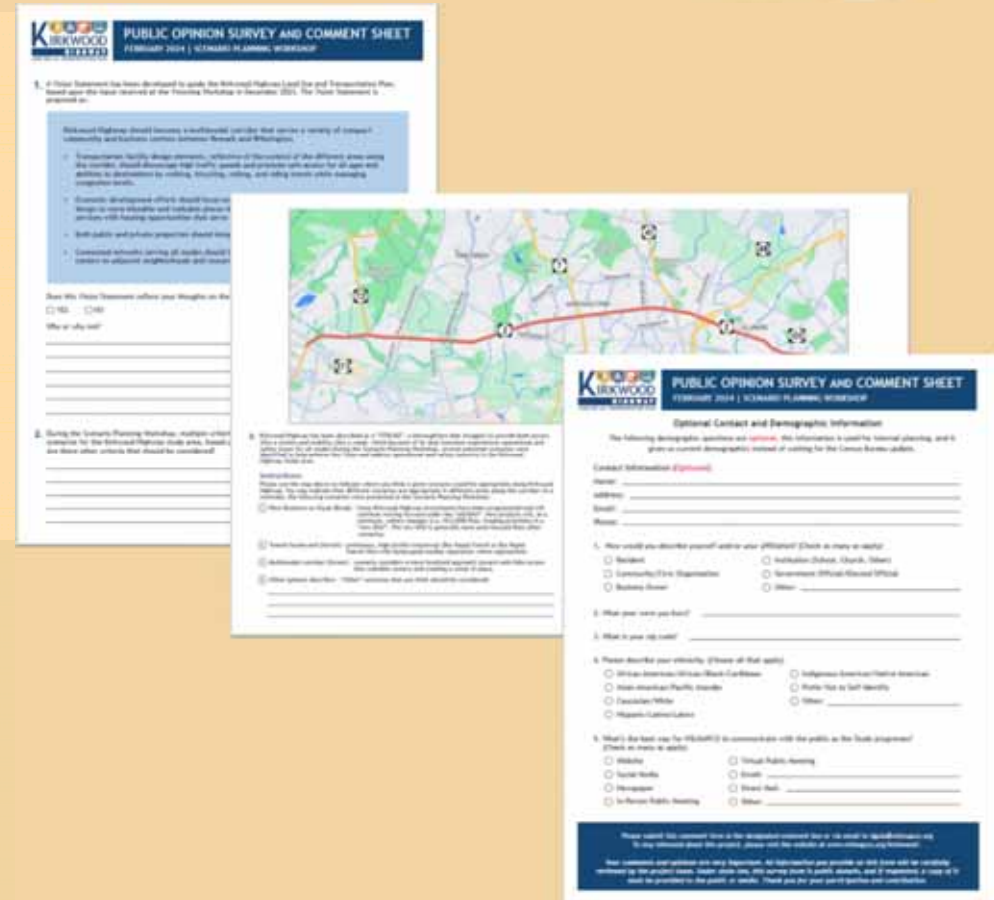
Scenarios help provide high-level, conceptual direction for identifying elements to be included in a preferred alternative. Scenarios do not reflect phasing (i.e., you can’t change horses midstream).





# FEEDBACK & UPDATES

- Visit the project website at [www.wilmapco.org/kirkwood](http://www.wilmapco.org/kirkwood)
- Surveys on the project website
- To stay connected, sign up for project updates on the project website
- Next workshop schedule for June 10



# THANK YOU!

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**[www.wimapco.org/kirkwood](http://www.wimapco.org/kirkwood)**

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