

SCENARIO PLANNING WORKSHOP

February 21, 2024



WELCOME



Charuni Patibanda



Pam Steinebach



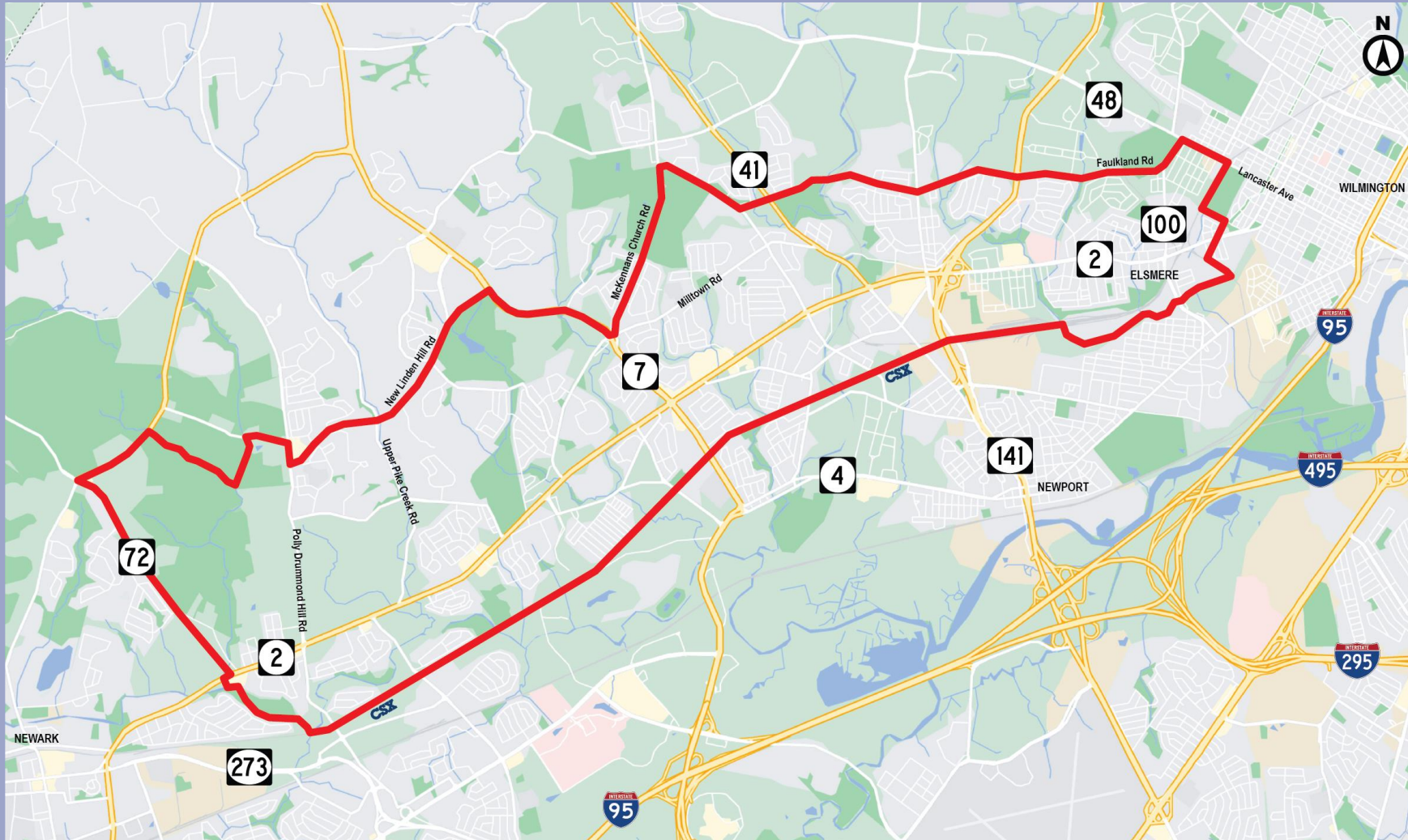
Bill Williamson



Dave Gula



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



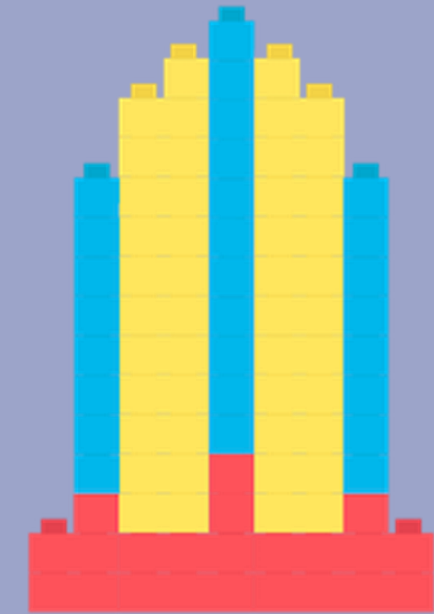
KIRKWOOD HIGHWAY OVERVIEW

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

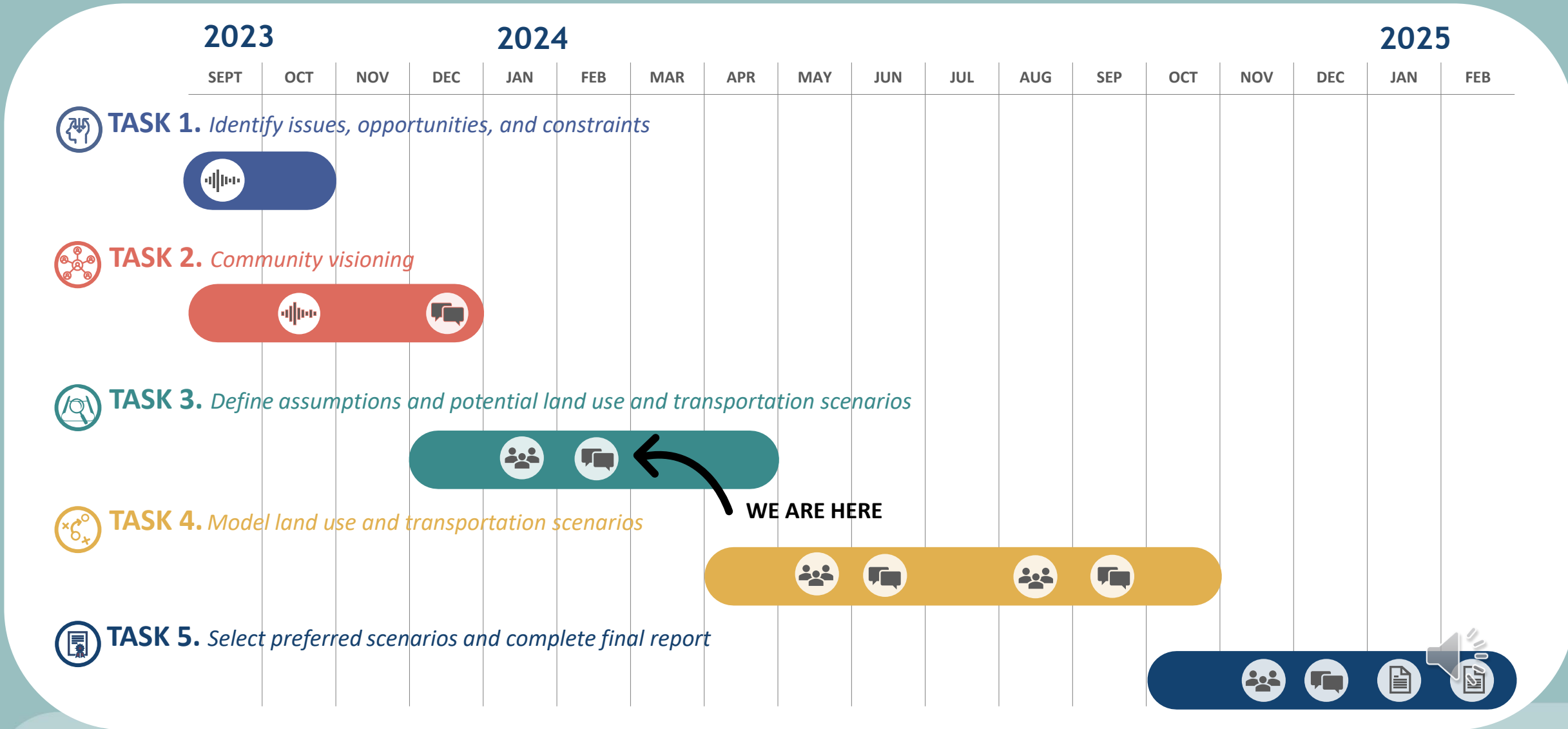


With Blueprints
With public involvement



PROJECT SCHEDULE

 Listening Tour
  Advisory Committee Meeting
  Public Meeting
  Major Deliverable



PROJECT PROCESS

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




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 Advisory Committee is not a decision-making body and will not make recommendations.



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.** 

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

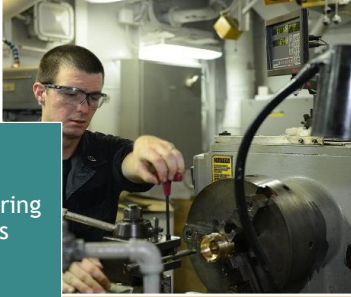
- Needs sufficient “move-up” housing
- Location, cost, and features suitable to the occupant's tastes are key factors
- May eventually seek “down-size” housing, which could be rental housing vacated by the Early Adulthood cohort



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.”

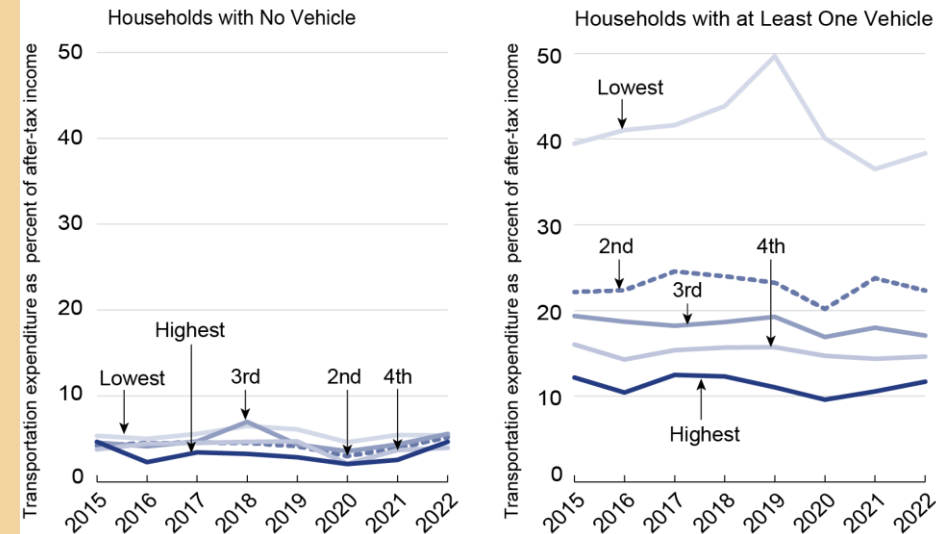
Source: Bureau of Transportation Statistics,
United States Department of Transportation, 2023



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.



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?

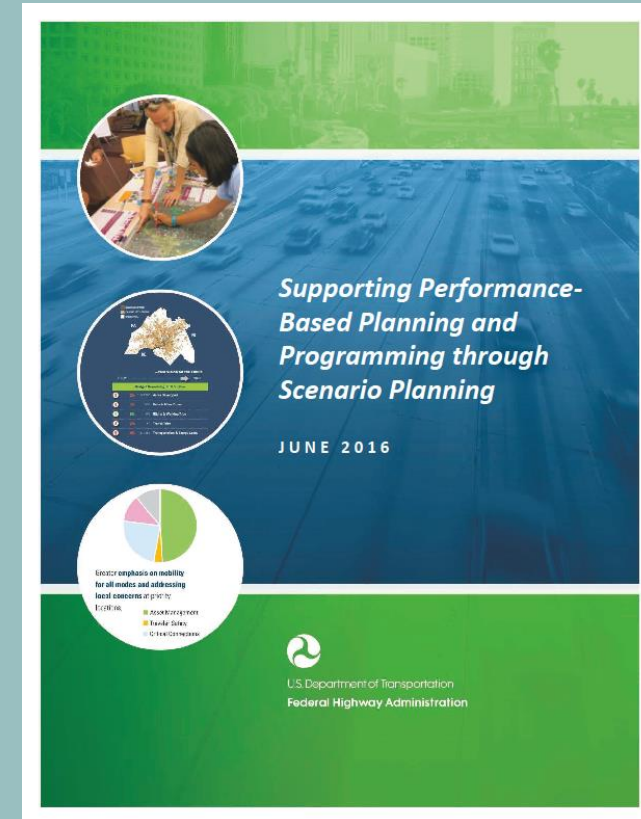


WHAT IS SCENARIO PLANNING?

Evaluating Different Possible Futures

Guidance for Scenario Definitions:

- Feasibility - stretch, but be pragmatic
- Theme - establish scenarios that can be recognized as different approaches to achieving goals/objectives
- Differentiation - define scenarios that will have meaningful changes in evaluation metrics

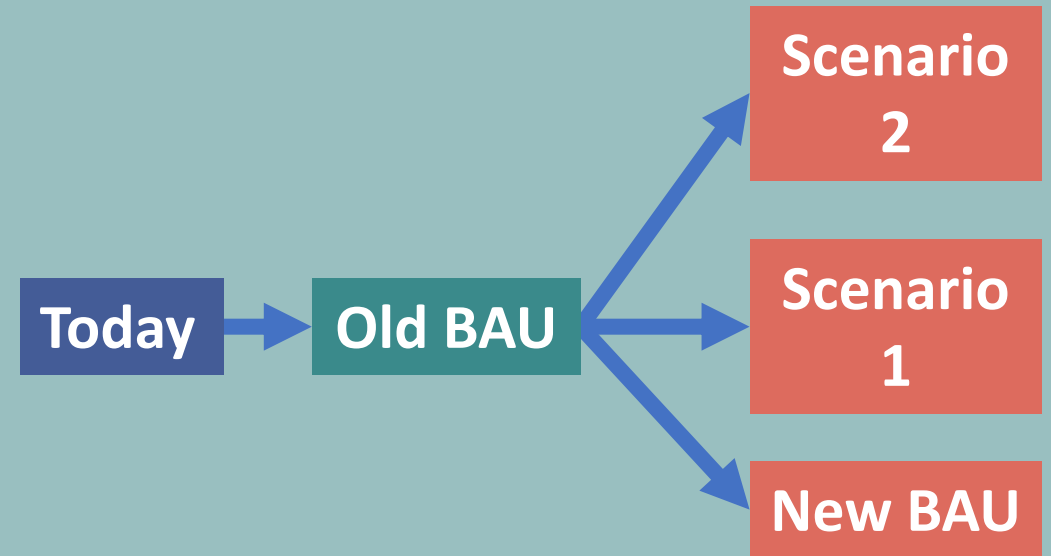


WHAT IS SCENARIO PLANNING?

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”.

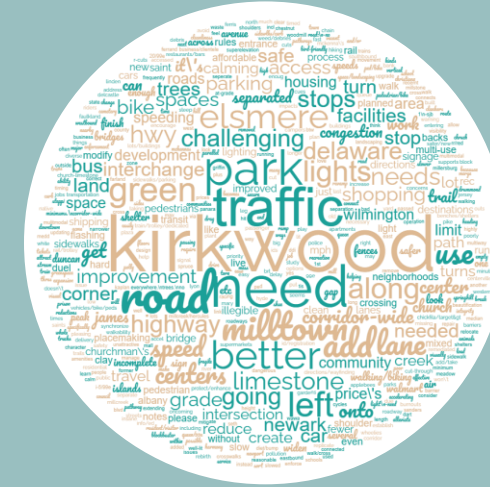
Scenarios help provide high-level, conceptual direction for identifying elements to be included in a preferred alternative. Scenarios do not reflect phasing (i.e., you can’t change horses midstream).



POTENTIAL KIRKWOOD HIGHWAY SCENARIOS

What scenario ideas did we hear interest in?

- Better transit service (BRT or LRT) along with boulevard and/or service road treatments
- Better private sector investment in walkable centers with open space



These interests can inform transformative transportation and land use concepts:

- A transit boulevard : continuous, high-profile transitway (BRT or BRT-lite) with landscaped median separation where appropriate
- A multimodal corridor scenario considers a more localized approach toward walk/bike access into walkable centers and creating a sense of place

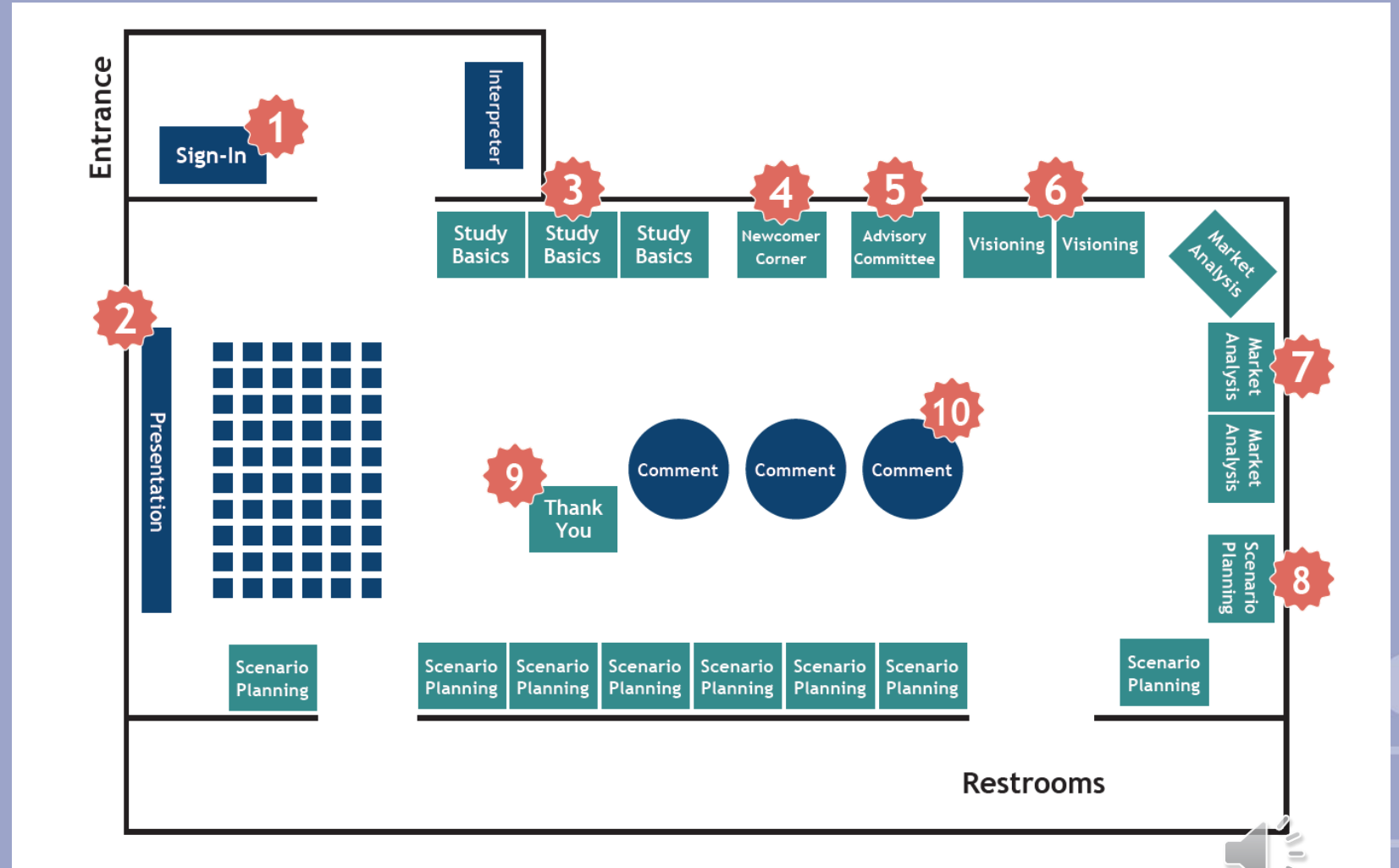


KIRKWOOD HIGHWAY AS A “STROAD”



WORKSHOP STATIONS

- 1 Welcome**
Sign-In and let us know if you need an interpreter
- 2 Presentation**
15–20-minute presentations starting at 4:30pm and 5:30pm
- 3 Study Basics**
Interactive - share where you live/ work/ recreate / shop
- 4 Newcomer Corner**
Review Visioning Workshop data if you missed the first workshop
- 5 Advisory Committee**
- 6 Visioning**
- 7 Market Analysis**
- 8 Scenario Planning**
- 9 Thank You & Next Steps**
- 10 Comment**
Interactive - Share your feedback



FEEDBACK

- Provide a written comment tonight or online on the project website
- Visit the project website at www.wilmapco.org/kirkwood
- To stay connected, sign up for project updates on the project website
- Contact the project manager Dave Gula at dgula@wilmapco.org
- Attend the next workshop in June

KIRKWOOD HIGHWAY
FEBRUARY 2024 | SCENARIO PLANNING WORKSHOP

1. A Vision Statement has been developed to guide the Kirkwood Highway Land Use and Transportation Plan, based upon the input received at the Visioning Workshop in December 2023. The Vision Statement is proposed as:

Kirkwood Highway should become a multi-modal 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 design to more bikeable and walkable places if services with housing opportunities that serve
- Both public and private properties should integrate
- Connected networks serving all modes should be centered to adjacent neighborhoods and resources

Does this Vision Statement reflect your thoughts on the
 YES NO
 Why or why not?

2. During the Scenario Planning Workshop, multiple criteria scenarios for the Kirkwood Highway study area, based on Are there other criteria that should be considered?

3. Kirkwood Highway has been described as a "STRAD", a thoroughfare that struggles to provide both access (like a street) and mobility (like a road), which because of its dual functions experiences operational and safety issues for all modes. During the Scenario Planning Workshop, several potential scenarios were identified to help achieve the Vision and address operational and safety concerns in the Kirkwood Highway Study area.

Instructions:
 Please use the map above to indicate where you think a given scenario would be appropriate along Kirkwood Highway. You may indicate that different scenarios are appropriate in different areas along the corridor. As a reminder, the following scenarios were presented at the Scenario Planning Workshop:

- 1) New Business as Usual (Road) - Some Kirkwood Highway investments have been programmed and will continue moving forward under the "old B&E". These projects will, at a minimum, reflect changes (i.e. NCC 2050 Plan, funding priorities) in a "new B&E". The new B&E is generally more auto focused than other scenarios.
- 2) Transit boulevard (Street) - continuous, high profile transitway (Bus Rapid Transit or Bus Rapid Transit-dia) with landscaped median separation where appropriate.
- 3) Multi-modal corridor (Street) - scenario considers a more localized approach toward walk/bike access into walkable centers and creating a sense of place.
- 4) Other (please describe) - "Other" scenarios that you think should be considered:

Optional Contact and Demographic Information
 The following demographic questions are optional, this information is used for internal planning, and it gives us current demographics instead of waiting for the Census Bureau update.

Contact Information (Optional)
 Name: _____
 Address: _____
 Email: _____
 Phone: _____

1. How would you describe yourself and/or your affiliation? (Check as many as apply)

<input type="radio"/> Resident	<input type="radio"/> Institution (School, Church, Other)
<input type="radio"/> Community/Civic Organization	<input type="radio"/> Government Official/Elected Official
<input type="radio"/> Business Owner	<input type="radio"/> Other: _____
2. What year were you born? _____
3. What is your zip code? _____
4. Please describe your ethnicity. (Choose all that apply)

<input type="radio"/> African American/African/Black/Caribbean	<input type="radio"/> Indigenous American/Native American
<input type="radio"/> Asian American/Pacific Islander	<input type="radio"/> Prefer Not to Self-Identify
<input type="radio"/> Caucasian/White	<input type="radio"/> Other: _____
<input type="radio"/> Hispanic/Latino/Latinx	
5. What's the best way for WILMAPCO to communicate with the public as the Study progresses? (Check as many as apply)

<input type="radio"/> Website	<input type="radio"/> Virtual Public Meeting
<input type="radio"/> Social Media	<input type="radio"/> Email: _____
<input type="radio"/> Newspaper	<input type="radio"/> Direct Mail: _____
<input type="radio"/> In-Person Public Meeting	<input type="radio"/> Other: _____

Please submit this comment form in the designated comment box or via email to dgula@wilmapco.org. To stay informed about the project, please visit the website at www.wilmapco.org/kirkwood.

Your comments and opinions are very important. All information you provide on this survey form is carefully reviewed by the project team. Under state law, this survey form is public domain, and all information must be provided to the public or media. Thank you for your participation and contribution.

KIRKWOOD
HIGHWAY
LAND USE AND TRANSPORTATION PLAN

