

MEETING MINUTES

DATE: February 23, 2016

TIME: 3:30-4:30 pm

LOCATION: Garfield Park Activity Center

PROJECT NO.: DCI #501-16

PROJECT NAME: Route 9 Corridor Master Plan

AUTHOR: Caitlin O'Hara/Cecily Bedwell

ATTENDEES:

Cecily Bedwell, Design Collective, Inc (DCI)

Marco Boyce, New Castle County Land Use (NCC LU)

Mike Hahn, Delaware Department of Transportation (DelDOT)

Herb Inden, Office of State Planning Coordination (OSPC)

Caitlin O'Hara, Design Collective, Inc (DCI)

Randi Novakoff, Wilmington Area Planning Council (WILMAPCO)

Eric Pugliano, Delaware Transit Corporation DTC

Jane Rattenni, Dept. of Community Services, New Castle County

Tim Snow, Delaware Department of Transportation (DelDOT)

Lee Sobel, RCLCO

Bill Swiatek, Wilmington Area Planning Council (WILMAPCO)

Jake Thompson, Wilmington Area Planning Council (WILMAPCO)

Tigist Zegeye, Wilmington Area Planning Council (WILMAPCO)

MANAGEMENT COMMITTEE MEETING (MCM)

Route 9 Corridor Master Plan

Introductions:

Bill Swiatek welcomed the participants and asked for introductions.

Consultant Team Overview:

Cecily Bedwell reviewed the previous meeting.

Previous Meeting Notes:

Cecily Bedwell and Bill Swiatek asked for any comments, revisions, or questions regarding the previous MCM Meeting Notes

- No comments were noted and the Meeting Notes were accepted without revision for the project record.

Task 1 Update: New Mapping

Bill Swiatek reviewed the new maps prepared for TASK 1 and distributed by WILMAPCO

- Employment Rates

- Mode of Commute to Work
- Home Ownership:
 - Higher percentage of ownership south of 295 and lower percentage closer to the Port of Wilmington and 495.
- Population by Age Group:
 - Relative to percentage of ownership; Higher percentage of seniors south of 295 and lower percentage near 495.
- Residents with Disabilities
 - No concentrations of residents with disabilities were apparent.
- Households Without Vehicles:
 - Higher percentage of vehicle ownership south of 295 and lower percentage near 495.
- Truck Volumes:
 - Approximately 1000 trucks each day pass through the corridor.
- Bus and Truck Crashes:
 - High concentration along Terminal Avenue leading to the Port of Wilmington.
- Nonmotorized Crashes:
 - High concentration at the intersections of Hillview Avenue and South Heald Street at Route 9.

Review of Schedule:

Cecily Bedwell presented a summary of the Schedule.

Task 1:

- The team is creating basemaps and completing analysis in preparation for workshop #1.

Task 2 and 3:

- Overview of the economic assessment (to be discussed further) and visioning.
 - ❖ **Randi Novakoff Question: When would the mobile workshop and comment board be implemented?**
 - Cecily mentioned that the format and timing has not been determined. This could potentially occur after Workshop 1.
 - Randi mentioned that various distribution lists from previous community engagement efforts can be shared; Flyers are preferred, in addition to email. Bill suggested additional outreach through radio.
 - ❖ **Cecily Bedwell Question: How many people were involved in the community meetings for the Innovation District?**
 - Ranged from 25-300 people.
 - ❖ **Jane Rattenni recommended Colonial District as a key partner with the outreach efforts.**
 - ❖ **Mike Hahn Question: Will social media play a role in the public outreach?**
 - Bill responded that a project website as well as a facebook page had been set up and that these sites would be reviewed later in the meeting.

Task 4: Draft Corridor Vision and Development Alternatives

- Preference to avoid summer months.

Task 5: Preferred Alternative and Final Report

Market Analysis Update:

Lee Sobel reviewed the preliminary analysis and findings for the corridor

- **Primary Market Area:** Identified a majority of the Route 9 Corridor as being the primary market where 85-90% of the area's retail and services should be located.
- **Median Incomes:** Presented a map showing median incomes by block group. The PMA is not in the favored corridor of growth, which affects its ability to attract new retail, office, and MF development to the area.

- **Distribution of Age by Householder:** There is one land use that has some upside potential: senior housing. The graph below shows the distribution of households by age. Nearly 30% of households are 65+, demographics that are favorable to a senior housing development opportunity.
- **Age of Householder:** In terms of home-ownership, 65% of housing units in the area are made up of owner-occupied housing units, while renter-occupied housing units make up 25%.
- **Retail Environment:** The retail environment shows that, in terms of supply and demand, there is a need for retail, especially in clothing, food services, and general merchandise, which is supported by RCLCO's findings on the ground.
- **Typology Analysis:** The area is oriented towards I-295 and auto-oriented areas are performing very well compared to the corridor as a whole.
- **Retail Rental Rates and Vacancy:** Retail is struggling with a rapidly increasing vacancy rate and stagnating rental rates
- **Industrial Rental Rates and Vacancy:** Industrial is performing better in terms of vacancy rate trends, but the rental rates are extremely low
 - ❖ **Mike Hahn Question:** Where did you get your information?
 - Lee Sobel replied that RCLCO used Costar for secondary research and reviewed advertised rents and received direct contact information from Bill for the primary research.

Project Website, Facebook, and Logo:

Bill Swiatek reviewed the Route 9 Corridor website:

- Serves as a clearing house for information and a way for all community members and stakeholders to receive information, get involved, provide comments, and explore related links.

Bill Swiatek reviewed the Route 9 Corridor facebook site:

- [Design Collective will provide a square logo for the profile photo.](#) [This logo version was completed and sent on 2016-03-02.]
- The cover photo will be replaced with a rendering or photograph of the corridor.
- The site will provide base materials regarding project scope and discuss findings as the project timeline moves forward.

Cecily Bedwell reviewed the Route 9 corridor logos. No concerns were voiced; the logo was accepted.

Advisory Committee:

Bill Swiatek reviewed the list of participants that will be involved in the Advisory and Key Stakeholders Committees.

- ❖ **Mike Hahn Question:** Did anyone reach out to the Advisory Committee and ask if they recommend or identify other key stakeholders?
 - Cecily replied that the first meeting with the Advisory Committee would follow the MCM and that the members would be consulted on that topic.
- ❖ **Marco Boyce Comment:** A representative from DRBA (Steve Williams), an aid from the State, and King Spirit Holy Church should be added to the stakeholder list.
- ❖ **Mike Hahn Comment:** Michael Ramone from the Delaware Swim Club should be added to the list.
- ❖ **Jane Rattenni Comment:** Individuals from local churches, senior centers, Rose Hill Nursery, and County Chamber should be added to the stakeholder list.
- ❖ **Herb Comment:** Stakeholders list should include food industry - individuals who host the Farmer's Market.

Cecily reviewed the list of Group 3 Business Stakeholders and gave a summary of the meetings/communication that had occurred to date..

- Meeting summary with Landmark Engineering was discussed regarding current development plans.

- ❖ Bill Swiatek requested suggestions on how to better engage Economic Development representatives?
 - The committee suggested George Haggarty as a potential contact.
- ❖ Mike Hahn Question: Are there any local real estate brokers and/ or agents?
 - Lee responded yes and noted that a majority of the real estate professionals identified are from the community and conduct business in the community.
- ❖ Marco Boyce Comment: Will reach out to Chris Rogers (URS consultant planner).

Stakeholder Questions:

Cecily Bedwell reviewed the question topics that would be asked throughout the community engagement process.

- ❖ Mike Comment: The questions seem geared towards individuals who live in the community. More need to be focused on people who commute and work in the area.

Next Steps:

- Team will wrap-up and finalize all maps and analysis in preparation for Workshop 1 in late April
- March outreach to publicize workshop including updates to website and facebook content.
 - ❖ Suggestion: Advertize information on shelters and DART buses.

End of minutes.

The above is the author's interpretation of the items discussed. Any corrections or discrepancies should be brought to the author's attention within seven days, or the minutes will stand as written.

cc: Attendees
File