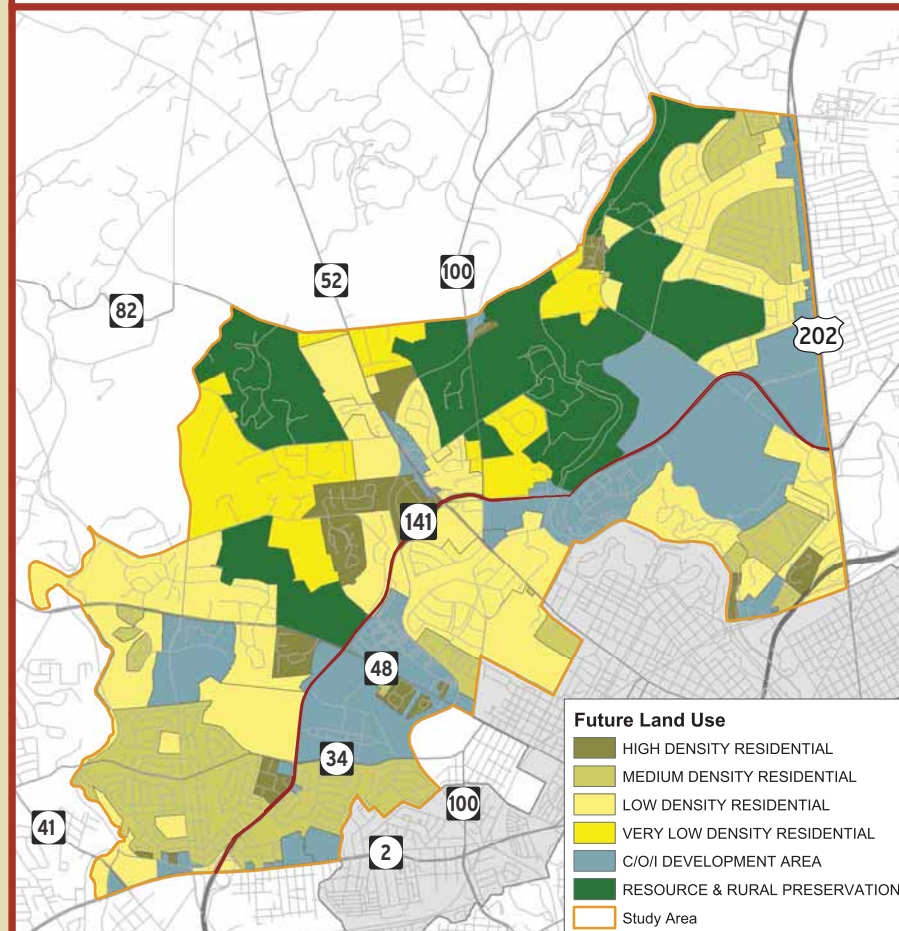


# How Might Land Use Be Organized?

**New Castle County Land Use Plan for Future Land Use**



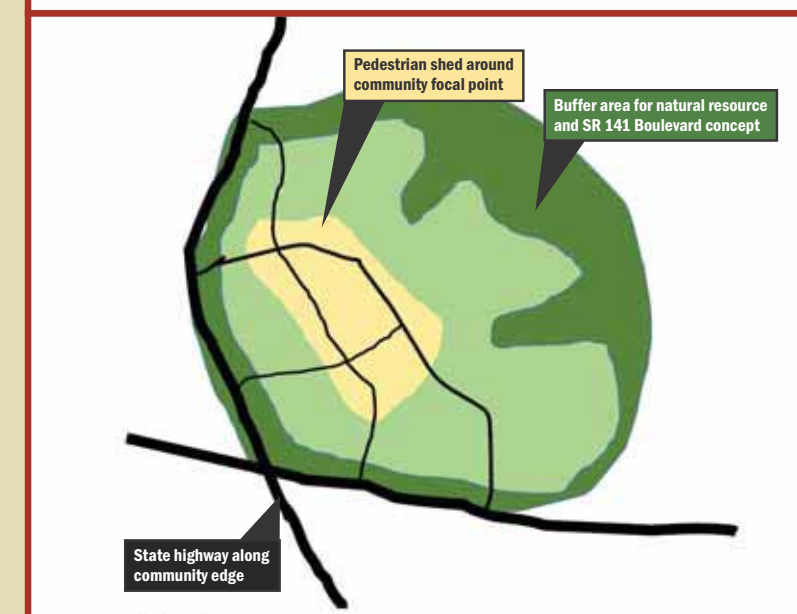
Each of the communities could develop a local community master plan to identify the types and locations of planned development, including a focal “pedestrian shed” of up to one quarter mile in length around which land activity would be oriented. Each plan would also include the provision of an appropriate open space plan to provide sufficient buffering for natural resources, adjacent communities, and the SR 141 boulevard design concept.

Currently, the New Castle County 2012 Comprehensive Plan identifies several areas as appropriate for “C/O/I” or “commercial, office, institutional” development. In the future, four different types of communities might be envisioned:

**Town Center** and **Village Center** communities would ultimately be subdivided into individual privately owned lots. Given development area sizes, scales, and existing neighbors, a town center concept may be appropriate for future development of the Barley Mill Plaza site, whereas a smaller village center concept may be appropriate for the Dupont Country Club site.

**Corporate Campus** and **Institutional Campus** communities would likely remain under common corporate ownership for the most part, with infill development occurring among existing buildings. Infill development could still include residential uses to reduce travel needs whether through conventional housing or extended-stay hotels oriented towards the community’s corporate or institutional mission.

**Conceptual Layout for Typical Development Area**





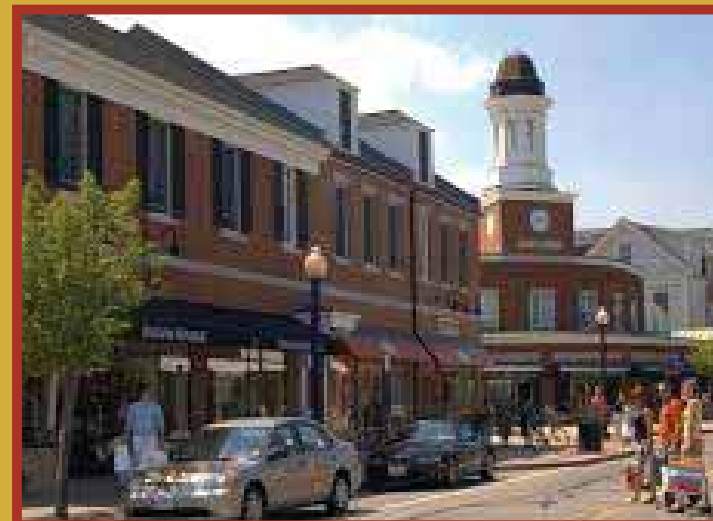
# Town Center and Village Center Concepts

Compact, mixed-use, high quality developments are being built across the United States. One type of compact, mixed-use development is “Transit Oriented Development” in communities that are already more urban and more connected by rail or bus rapid transit than the SR 141 study area will ever be. However, even without a rapid transit line, mixed-use walkable communities are widely shown to generate less traffic than conventional sprawl development. These concepts are evidenced in communities that, like the SR 141 corridor, are at the edges of regions where stakeholders are interested in a balance between attracting high quality jobs to specific areas targeted for development while preserving a high level of natural and cultural resource protection in adjacent neighborhoods.



## KENTLANDS

Kentlands, in Gaithersburg, Maryland, at the edge of Montgomery County’s agricultural reserve, provides an example of how a Town Center concept might look and function. The core area of Kentlands defined by its pedestrian shed has a 1.0 Floor Area Ratio, of which about 75% is residential. Narrow streets and short block lengths promote walkability.



## MASHPEE COMMONS

Mashpee Commons, on Cape Cod, Massachusetts, could provide guidance for a Village Center concept. The core of Mashpee Commons contains a mixed-use center with mom-and-pop retailers and residential uses in a nine-block walkable grid with a Floor Area Ratio of about 0.5. Buildings are designed to reflect the historic styles of Cape Cod.



# Corporate Campus and Institutional Campus Development Concepts

Conceptual master plans could also be prepared to guide infill development on the many corporate campuses in the study area that are likely to remain primarily, if not entirely, under the control of their current owners for the foreseeable future, including both the institutional campuses of A. I. DuPont Hospital and the Experimental Station, as well as those that are headquarters sites providing high-quality jobs. The concept of encouraging mixed use on these campuses serves several interests:

- Introducing a variety of housing options for campus workers and visitors, such as extended stay hotels or employer-provided residences that minimize travel needs and maximize convenient access
- Providing retail and service amenities such as restaurants and bars, recreational/fitness paths, and open spaces for programmed educational, recreational, and social activities designed to attract and retain creative class employees with both collaborative and healthy spaces within walking distance of the workplace
- Facilitating collaborative relationships with mission-supportive partners such as among business, research and development, and institutes of higher education.

## Valley Forge Corporate Center



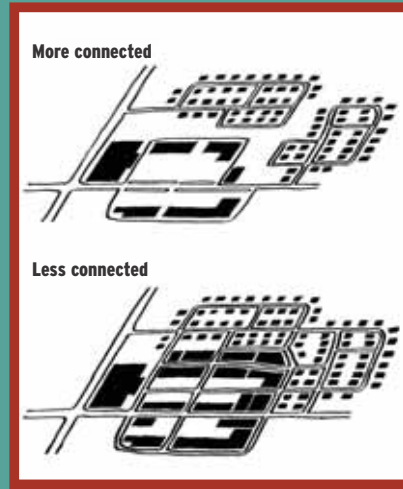
The Valley Forge Corporate Center, adjacent to the National Park in Pennsylvania, plans for infill, mixed-use development organized around two Village Center-style focal points at either end of the 275 acre campus.

## Village at Hendrix

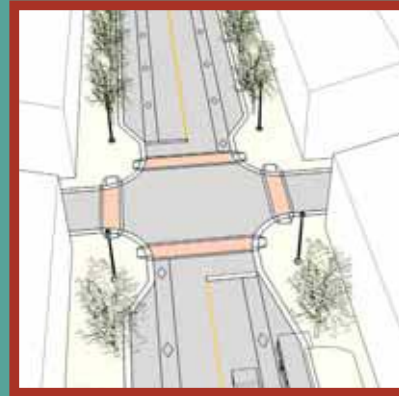


The Village at Hendrix is a mixed-use development being built as a part of Hendrix College expansion in Conway, Arkansas, to improve residence opportunities for students and shopping and dining opportunities for both campus and town.

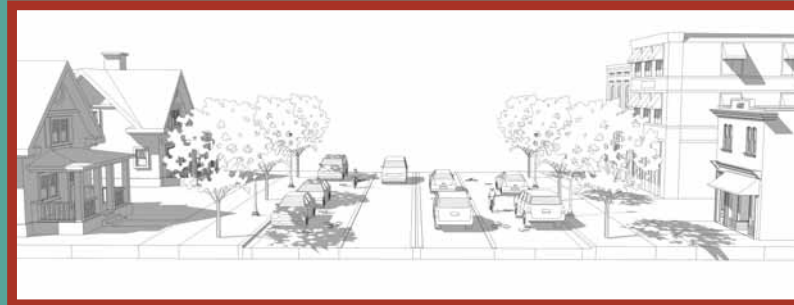
# Place Type Design Elements



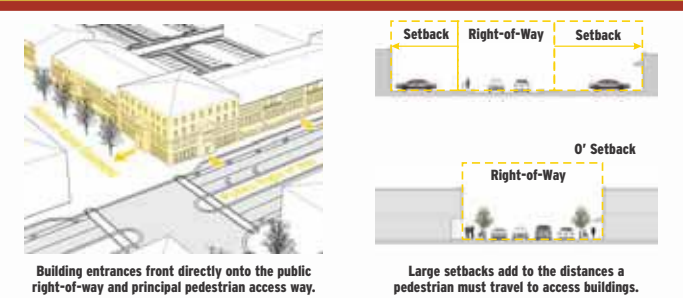
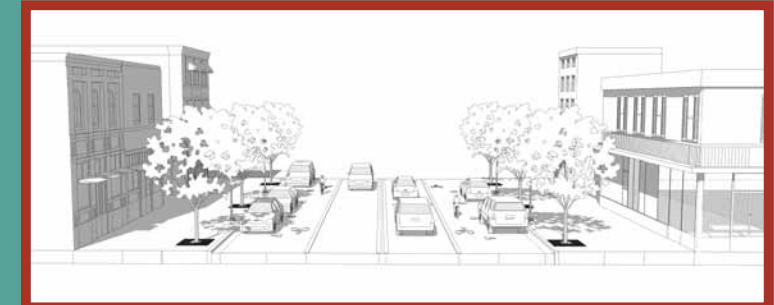
**Connected street networks  
reduce travel**



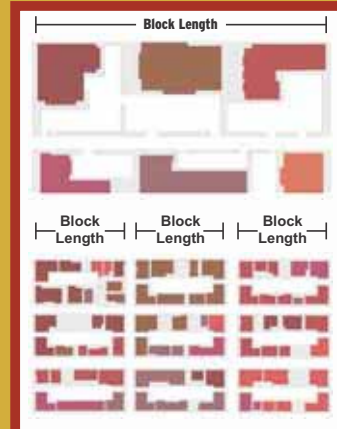
**Pedestrian oriented design  
improves safety and comfort**



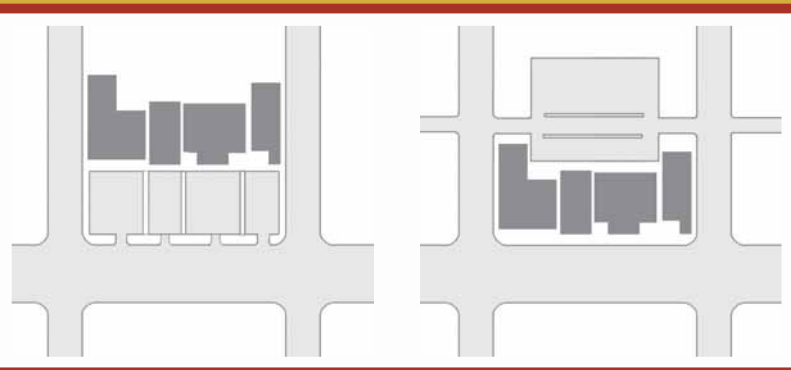
**Complete street designs encourage walking and bicycling, context-sensitive design respects front yards in neighborhoods and increases sidewalk widths where mixed-use buildings have street frontage**



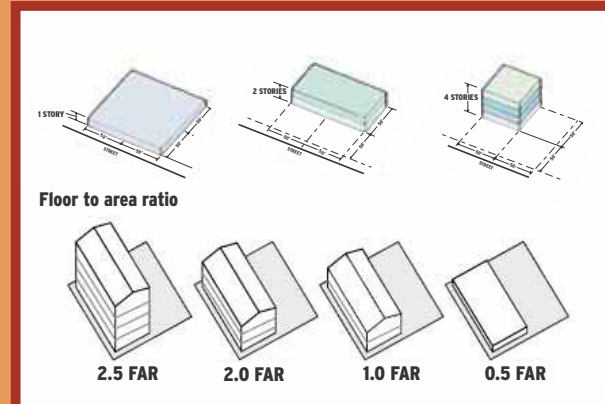
**Building orientation towards an interior main  
street emphasizes pedestrian access**



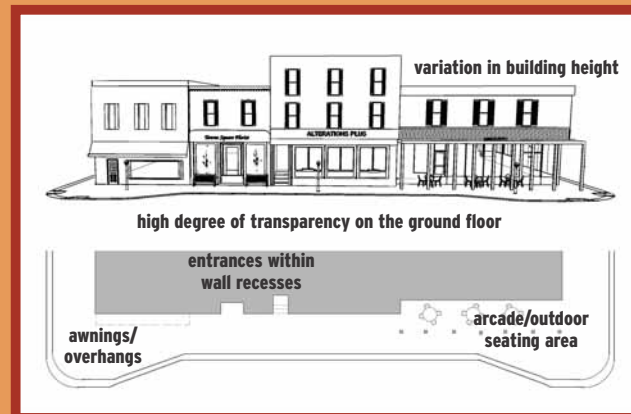
**Shorter blocks  
promote  
walking**



**Parking located behind building frontage to encourage  
pedestrian orientation. Shared parking encouraged to  
minimize number of needed spaces.**



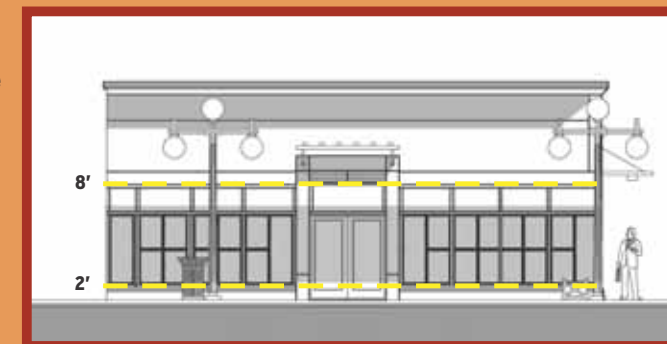
**Floor area ratio describes development  
intensity**



**Diversity in  
street façade  
reduces the  
feeling of  
massing**



**Vertical mixed use reduces travel needs and facilitates both  
daytime and evening activity**

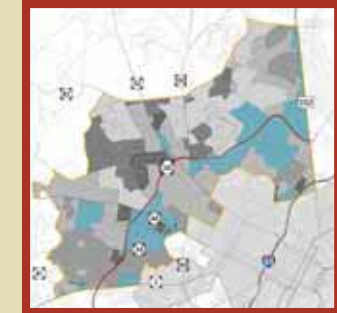


**50-75% transparency ratio increases eyes on  
street and pedestrian interest**



## Village Center Characteristics

Village Centers provide both an opportunity for community retail and services as well as gathering space for local residents. Village Centers serve a smaller market than Town Centers with buildings typically one to three stories in height.



Commercial and retail uses feature variety of **building facades**. Streets are narrow, with low travel speeds, wide sidewalks, and **on-street parking**.



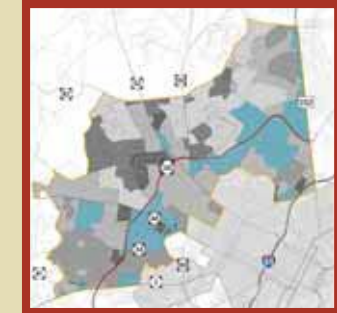
Attached buildings can provide **vertical mixed-use** with community services and retail on the ground floor and residential units above with a variety in **building facades** and **building orientation**.



In retrofitting built environments, parking lots can be divided into **short blocks** to better define a **pedestrian realm** and provide an organizing framework for future infill development.

## Town Center Characteristics

Town Centers have more intensity in the pedestrian shed with greater floor area ratios for both residential and commercial/office developments. The additional intensity helps support larger community retail uses like grocery stores and full service restaurants.



Town Centers may be anchored by a key community retail center like a grocery store with **rear parking** emphasizing **pedestrian access**.



Walkable, mixed-use town centers often incorporate **short blocks** with **narrow streets**, **façade diversity** and street design emphasizing pedestrian connectivity.

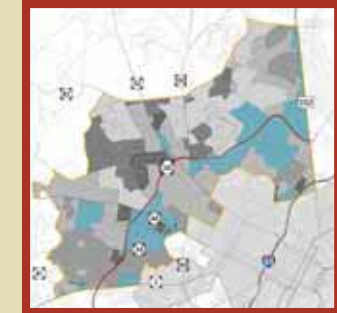


Innovative housing may include flexible live-work units, applying **vertical mixed use** within a single owner-occupied or rental unit with high levels of **transparency** to facilitate identity for home-based offices.



## Village/Town Center Neighborhoods

Both Village Centers and Town Centers typically include residential neighborhoods within the pedestrian shed, a short walk to the mixed-use center. These neighborhoods can contain a variety of housing types.



Within neighborhoods, local streets have very **slow travel speeds** reinforced by small **building setbacks** and perhaps different streetscaping elements such as the use of brick pavers.



Housing can take a variety of shapes and sizes to provide for a **diversity of resident** ages and needs. For instance, compact cottage designs combine market interests in detached housing and smaller unit sizes.



Attached townhomes can include a variety of **building orientations** and **façade diversity**. On-street parking contributes to pedestrian comfort and slow travel speeds. Additional parking is accessed from rear alleys.



## Back to the Future

The design elements for village center and town center place types result in walkable, mixed-use communities – compact and diverse uses that have proven livable and sustainable over decades or even centuries.

