

# Appendix C: Focus Area Illustrations and Concepts

**Disclaimer:** The following materials were presented through the development of the master plan. Based on feedback received through the public outreach process, these concepts were rejected as recommendations for areas along the corridor.

## **Focus Areas**

Most of the recommended roadway connections and many of the bicycle and pedestrian recommendations fall within the four focus areas identified for redevelopment. Within the focus areas, new street connections are recommended as part of redevelopment to improve circulation and create smaller, more efficient intersections. Short, local trips can be made on these connections rather than on Concord Pike, reducing the number of vehicles on Concord Pike. A more complete street grid is valuable for pedestrians too – the short distances and a complete network of sidewalks encourages walking between buildings.

Coupled with each of the focus area illustrations are examples of amenities that were preferred by members of the public during the community visioning sessions early on in the process of developing the Master Plan.



## Focus Area: Brandywine Town Center

### Existing

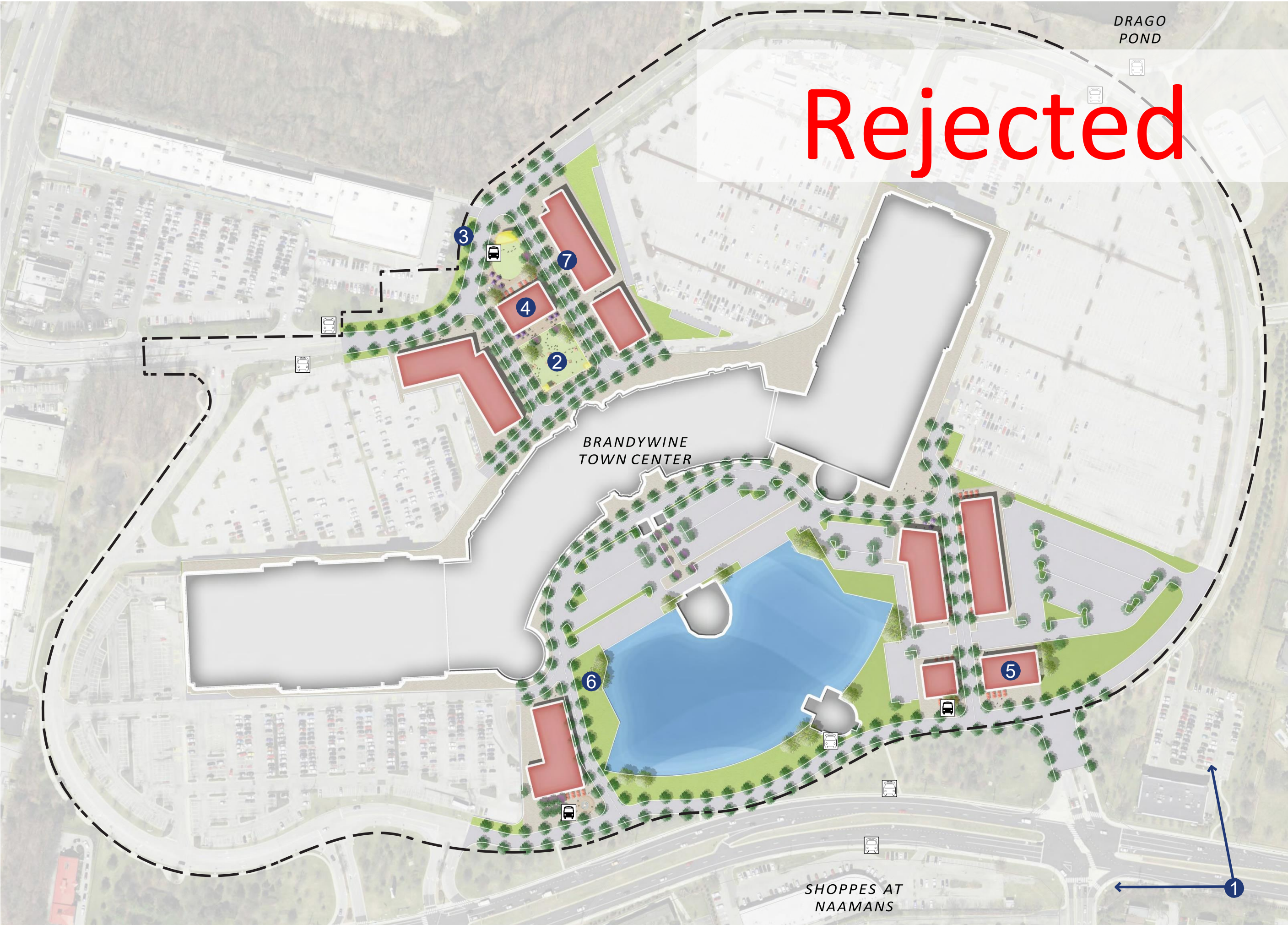
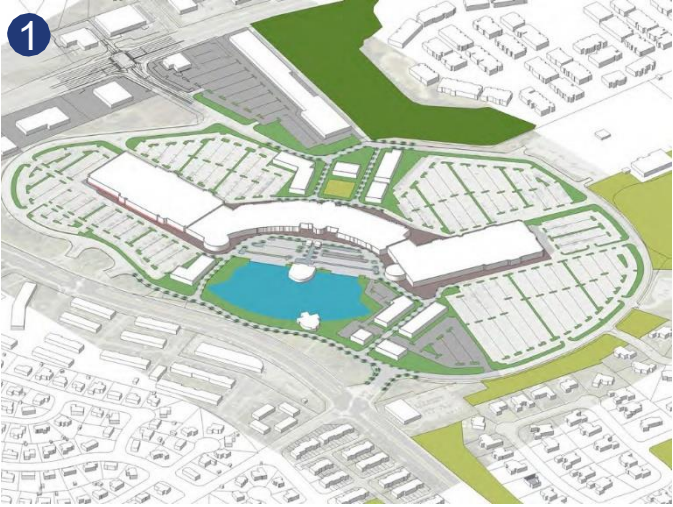
Brandywine Parkway encircles Brandywine Town Center and has intermittent sidewalks. A shared use path exists on the south side of Beaver Valley Road and extends on the west side of Concord Pike. The shared use path ends at the north end of Rocky Run Road. The intersection of Concord Pike and Naamans Road/Beaver Valley Road has three marked crosswalks. The southern leg's crossing is not marked. There are multiple opportunities for pedestrians to cross Naamans Road to access the mall.

Multiple bus lines use Brandywine Parkway as the northernmost part of the route.





Brandywine Town Center Area Redevelopment Illustration – Option “A”



PRECEDENTS & PROGRAM

	# of Sto- ries	NON-RESIDENTIAL				# of Stories	RESIDENTIAL			
		Retail (SF)	Hotel (Keys)	Office (SF)	Civic/ Institutional		Multi-Family (Units)	SFA (Units)	SFD Rear-Loaded (Units)	Residential Total
Demo										
Existing	1-2	495,959			7,631					
Proposed	1	114,183								
TOTAL		610,142			7,631					

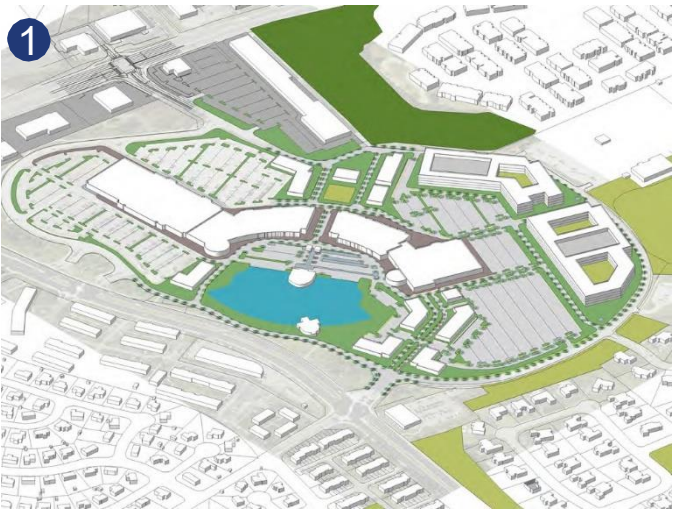
Development Assumptions: Multi-Family Efficiency @ 80% and 900sf/ unit; Hotel Average Key @ 400sf; SFA Average Lot Width 22'; SFD Rear-Loaded Average Lot Width 40'

KEY

- PROPOSED S-F ATTACHED
- PROPOSED S-F DETACHED
- PROPOSED MULTI-FAMILY
- PROPOSED RETAIL
- PROPOSED HOTEL
- PROPOSED OFFICE
- PROPOSED CIVIC
- EXISTING BUILDINGS
- PROPOSED BUS STOPS
- EXISTING BUS STOPS
- REDEVELOPMENT AREA



Brandywine Town Center Area Redevelopment Illustration – Option “B”



PRECEDENTS & PROGRAM

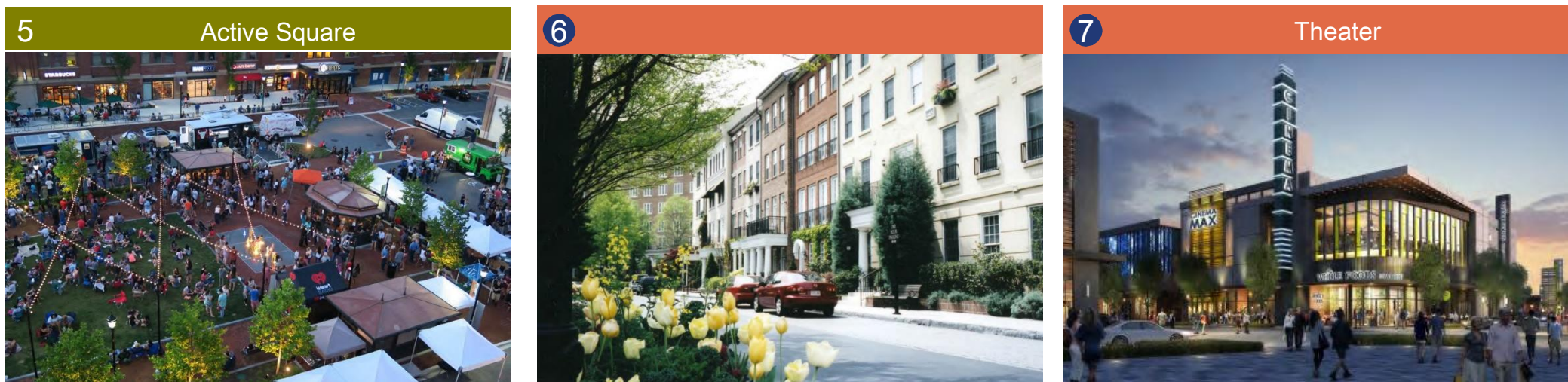
	NON-RESIDENTIAL					RESIDENTIAL				
	# of Stories	Retail (SF)	Hotel (Keys)	Office (SF)	Civic/ Institutional	# of Stories	Multi-Family (Units)	SFA (Units)	SFD Rear-Loaded (Units)	Residential Total
Demo	1	(86,788)								
Existing	1-2	409,171			7,631					
Proposed	1	68,436				4	690			690
TOTAL		477,607			7,631		690			690

Development Assumptions: Multi-Family Efficiency @ 80% and 900sf/ unit; Hotel Average Key @ 400sf; SFA Average Lot Width 22'; SFD Rear-Loaded Average Lot Width 40'

- KEY
- PROPOSED S-F ATTACHED
  - PROPOSED S-F DETACHED
  - PROPOSED MULTI-FAMILY
  - PROPOSED RETAIL
  - PROPOSED HOTEL
  - PROPOSED OFFICE
  - PROPOSED CIVIC
  - EXISTING BUILDINGS
  - PROPOSED BUS STOPS
  - EXISTING BUS STOPS
  - REDEVELOPMENT AREA



Brandywine Town Center Area Redevelopment Illustration – Option “C”



PRECEDENTS & PROGRAM

	NON-RESIDENTIAL					RESIDENTIAL				
	# of Stories	Retail (SF)	Hotel (Keys)	Office (SF)	Civic/ Institutional	# of Stories	Multi-Family (Units)	SFA (Units)	SFD Rear-Loaded (Units)	Residential Total
Demo	1-2	(349,462)			(7,631)					
Existing	1-2	146,497								
Proposed	1	120,345			9,642	4	506	182	104	792
TOTAL		266,842			9,642		506	182	104	792

Development Assumptions: Multi-Family Efficiency @ 80% and 900sf/ unit; Hotel Average Key @ 400sf; SFA Average Lot Width 22'; SFD Rear-Loaded Average Lot Width 40'

- KEY
- PROPOSED S-F ATTACHED
  - PROPOSED S-F DETACHED
  - PROPOSED MULTI-FAMILY
  - PROPOSED RETAIL
  - PROPOSED HOTEL
  - PROPOSED OFFICE
  - PROPOSED CIVIC
  - EXISTING BUILDINGS
  - PROPOSED BUS STOPS
  - EXISTING BUS STOPS
  - REDEVELOPMENT AREA

OPTION C



## Widener University Area

### Existing

Sidewalks on Concord Pike are adjacent to the roadway. There are many driveways to parking lots that create conflict points for people walking. In this focus area, there are no bicycle facilities along Concord Pike. Residents who live to the northeast must travel by car in a roundabout way to access the commercial amenities or Widener University.

Bus stops are located off Concord Pike near Widener University, Concord Mall, and the development to the west. Bus routes use parking lots and side streets to access these stops, often resulting in circuitous routing.



## WIDENER FOCUS AREA



Widener University Area Redevelopment Illustration – Option “A”

2 Mixed-Use: Retail + Residential



3 Residential: Detached



4 Residential: Attached



5 Gateway



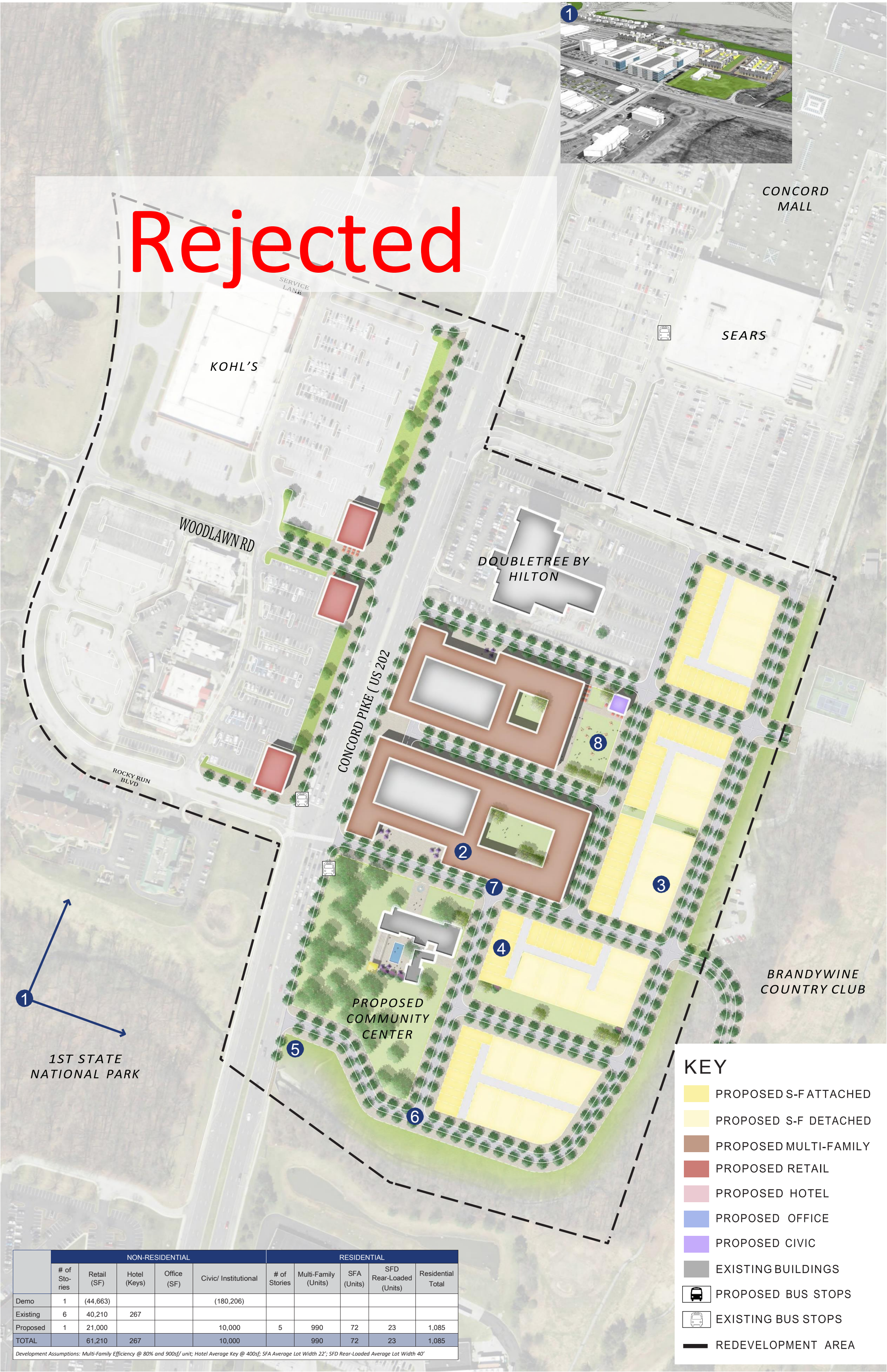
6 Streetscape: Rainwater Planters



7 Buffered Sidewalks



8 Informal Gathering Space



OPTION

PRECEDENTS & PROGRAM



Widener University Area Redevelopment Illustration – Option “B”



2 Mixed-Use: Retail + Residential



3 Residential: Detached



4 Residential: Attached



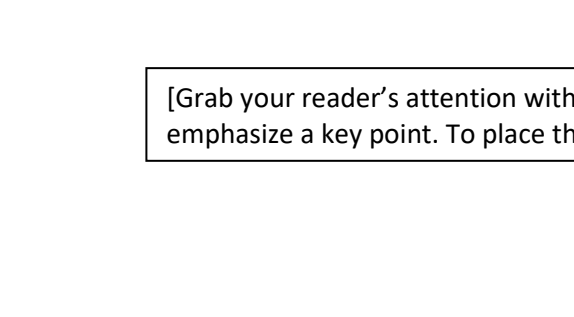
5 Retail: 1-Story



6 Street Trees



8 Outdoor Dining



[Grab your reader’s attention with a great quote from the document or use this space to emphasize a key point. To place this text box anywhere on the page, just drag it.]



# Focus Area: Talleyville North and South

## Existing

Pedestrians crossing Concord Pike from Silverside Road to Garden of Eden Road must navigate multiple crossings along the roadway and slip lanes. Sidewalks are immediately adjacent to the roadway. There are no bicycle facilities. Bus stops are located along Concord Pike.



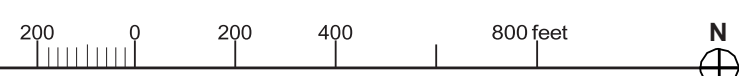


Rejected

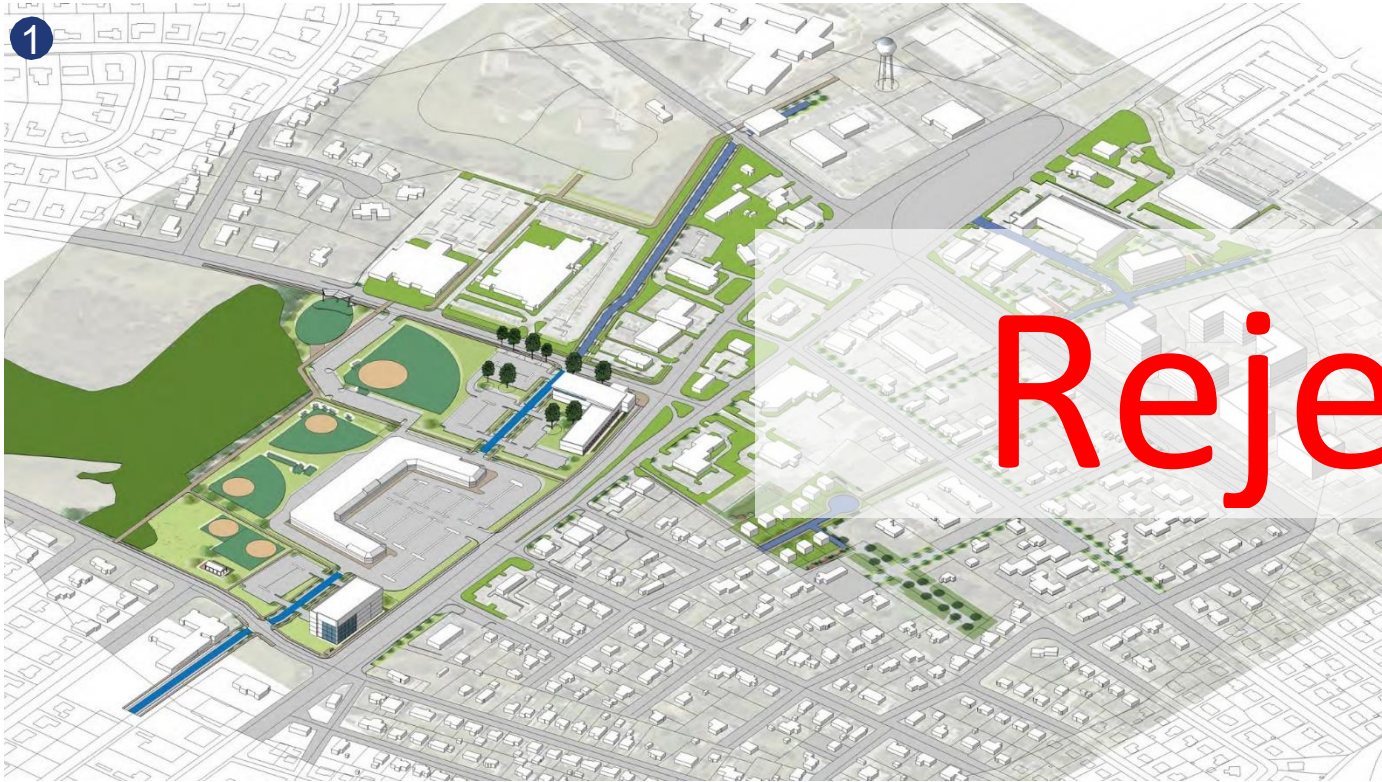




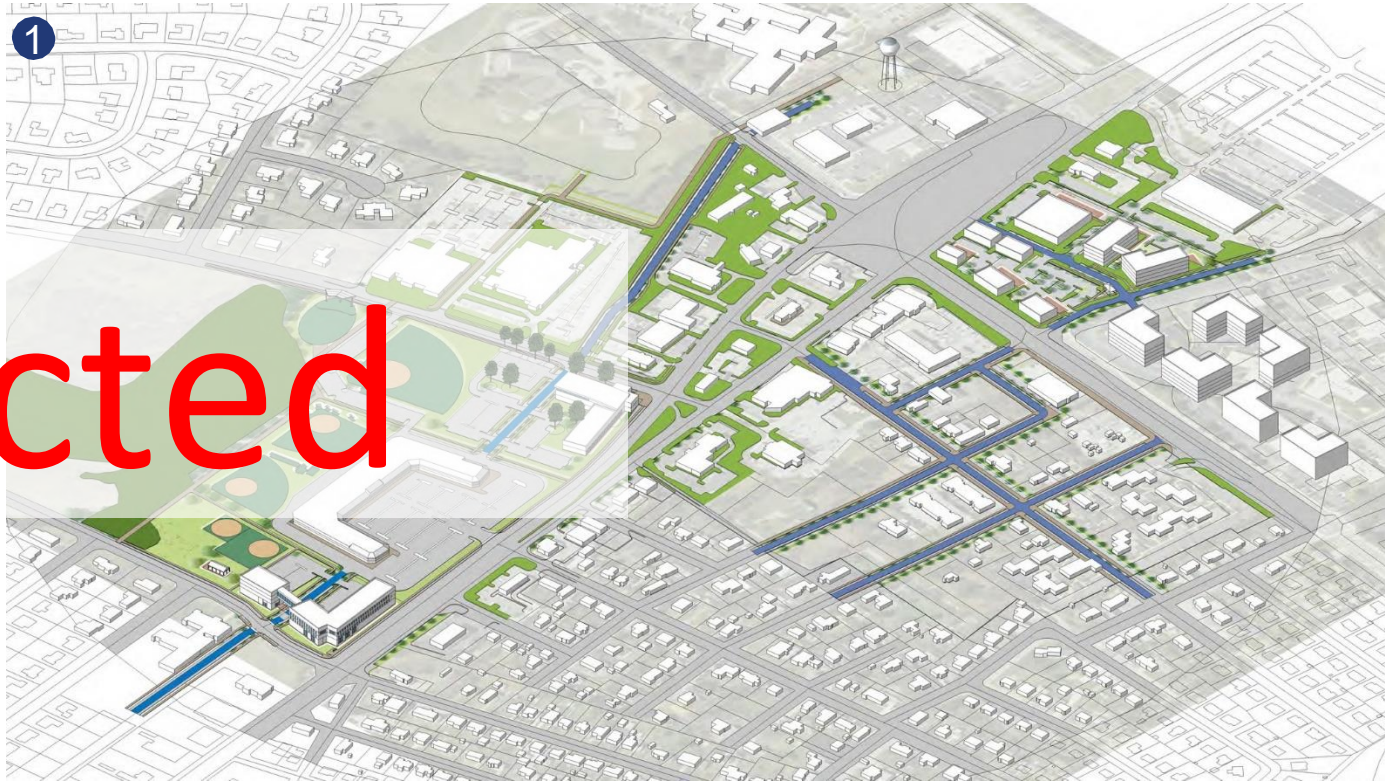
# Rejected



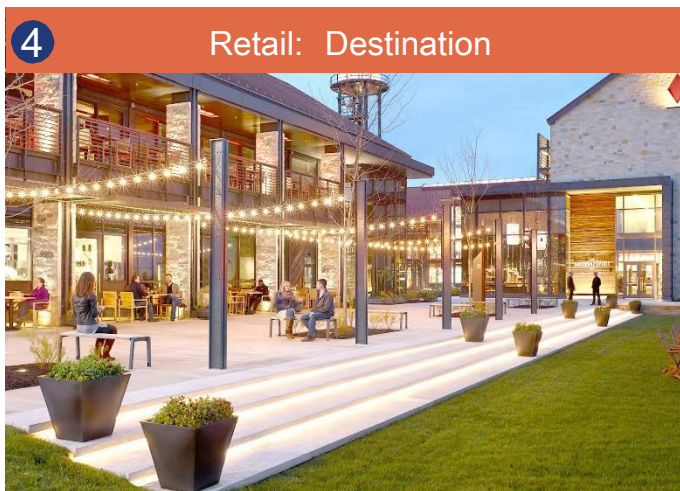
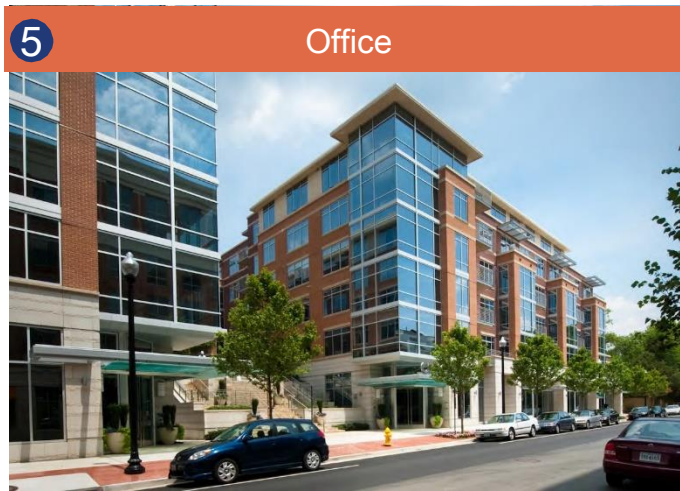
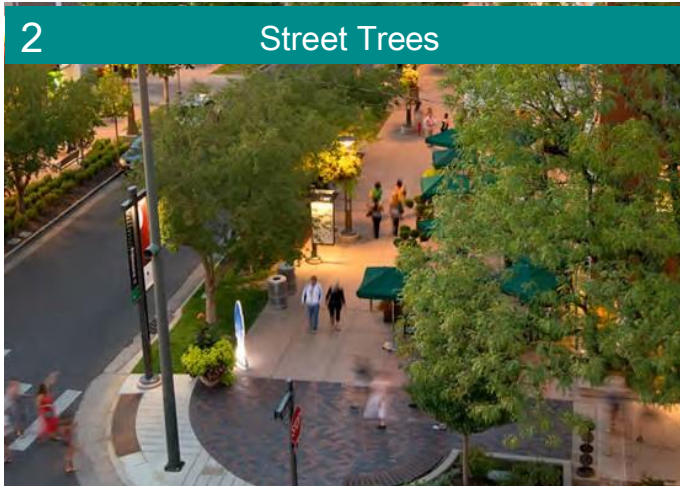
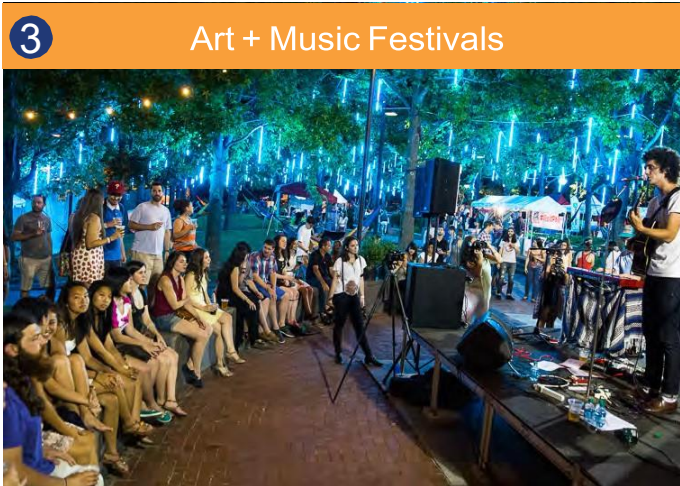
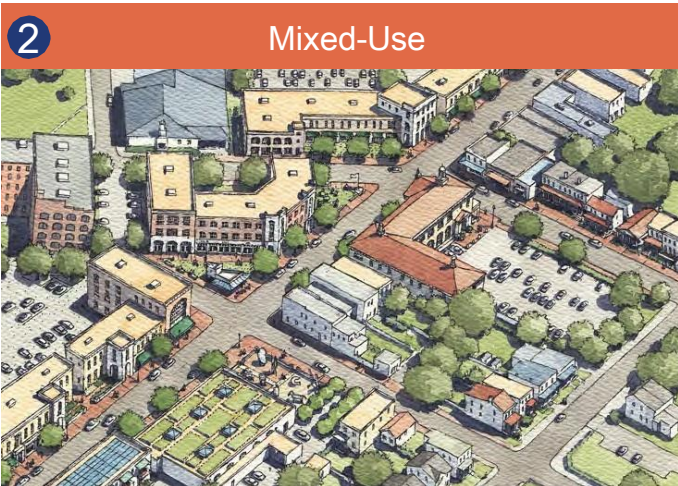




OPTION A-3D MODEL



OPTION B-3D MODEL



		NON-RESIDENTIAL					RESIDENTIAL				
		# of Stories	Retail (SF)	Hotel (Keys)	Office (SF)	Civic/ Institutional	# of Stories	Multi-Family (Units)	SFA (Units)	SFD Rear-Loaded (Units)	Residential Total
East	Demo	1			(13,309)						
	Existing										
	Proposed	3			54,000	63,920					
Subtotal					54,000	63,920					
West	Demo	1	(26,860)								
	Existing	1	47,557								
	Proposed	1	5,400				5	50			50
Subtotal			52,957					50			50
TOTAL			52,957		54,000	63,920		50,			50

Development Assumptions: Multi-Family Efficiency @ 80% and 900sf/ unit; Hotel Average Key @ 400sf; SFA Average Lot Width 22'; SFD Rear-Loaded Average Lot Width 40'

		NON-RESIDENTIAL					RESIDENTIAL				
		# of Stories	Retail (SF)	Hotel (Keys)	Office (SF)	Civic/ Institutional	# of Stories	Multi-Family (Units)	SFA (Units)	SFD Rear-Loaded (Units)	Residential Total
West	Demo	1			(13,309)						
	Existing										
	Proposed	3	5,000			63,920	4	125			125
Subtotal			5,000			63,920		125			125
East	Demo	1	(74,417)								
	Existing										
	Proposed	1	46,500				5	97			97
Subtotal			46,500					97			97
TOTAL			51,500			63,920		222			222

Development Assumptions: Multi-Family Efficiency @ 80% and 900sf/ unit; Hotel Average Key @ 400sf; SFA Average Lot Width 22'; SFD Rear-Loaded Average Lot Width 40'



# Focus Area: Fairfax

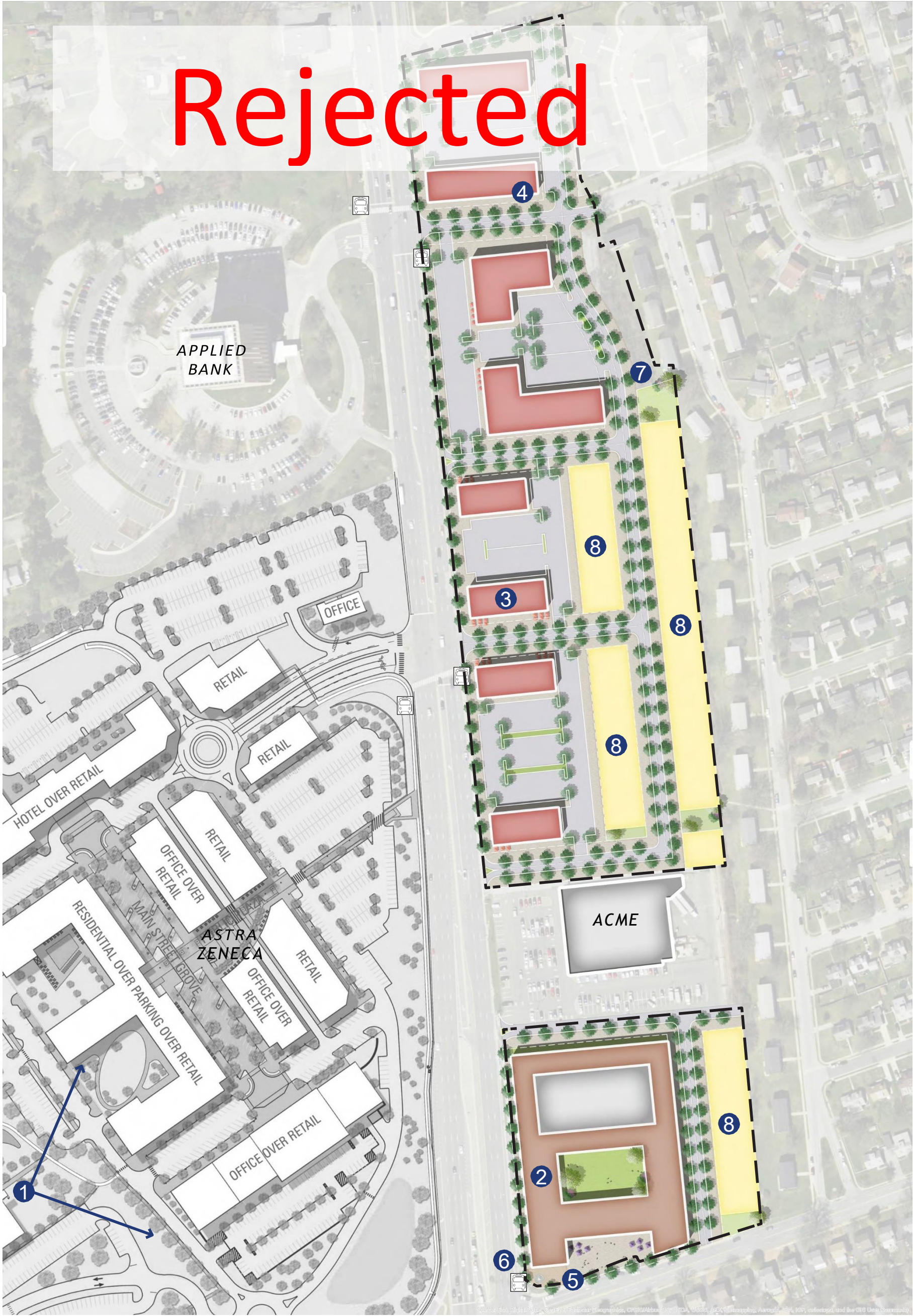
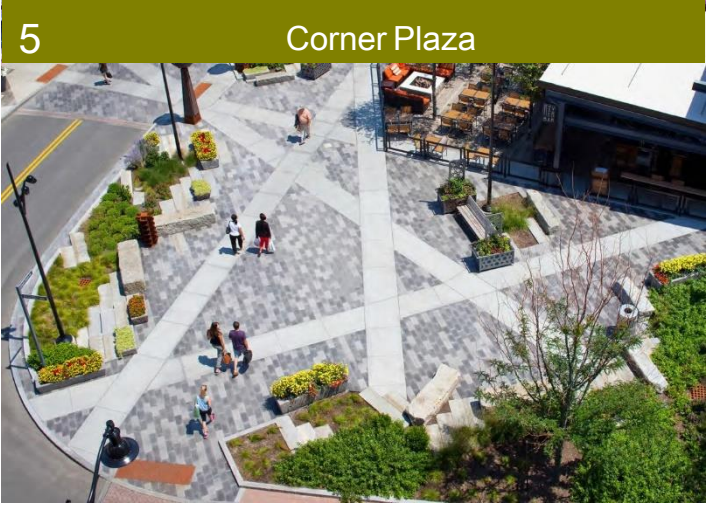
Existing:  
To the east, commercial developments are set back significantly from Concord Pike. Parking lots separate the buildings from the roadway and the sidewalk. Driveways create areas of conflict between pedestrians on the sidewalks. Sidewalks are disconnected. Slip lanes at the intersection of Powder Mill Road and Concord Road require pedestrians to use multiple crossings. There is no marked crosswalk on the north leg of the intersection.



## FAIRFAX FOCUS AREA

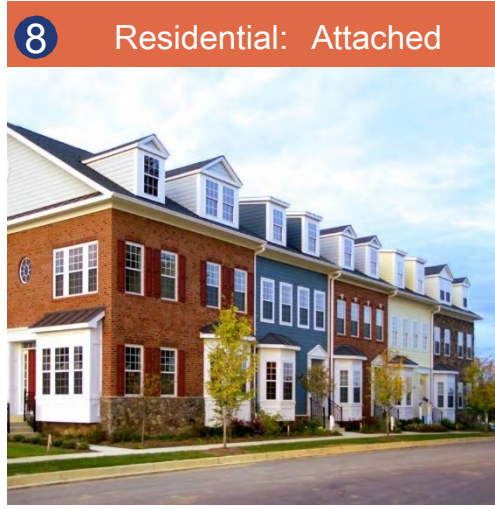


Fairfax Area Redevelopment Illustration – Option “A”



KEY

- PROPOSED S-FATTACHED
- PROPOSED S-F DETACHED
- PROPOSED MULTI-FAMILY
- PROPOSED RETAIL
- PROPOSED HOTEL
- PROPOSED OFFICE
- PROPOSED CIVIC
- EXISTING BUILDINGS
- PROPOSED BUS STO

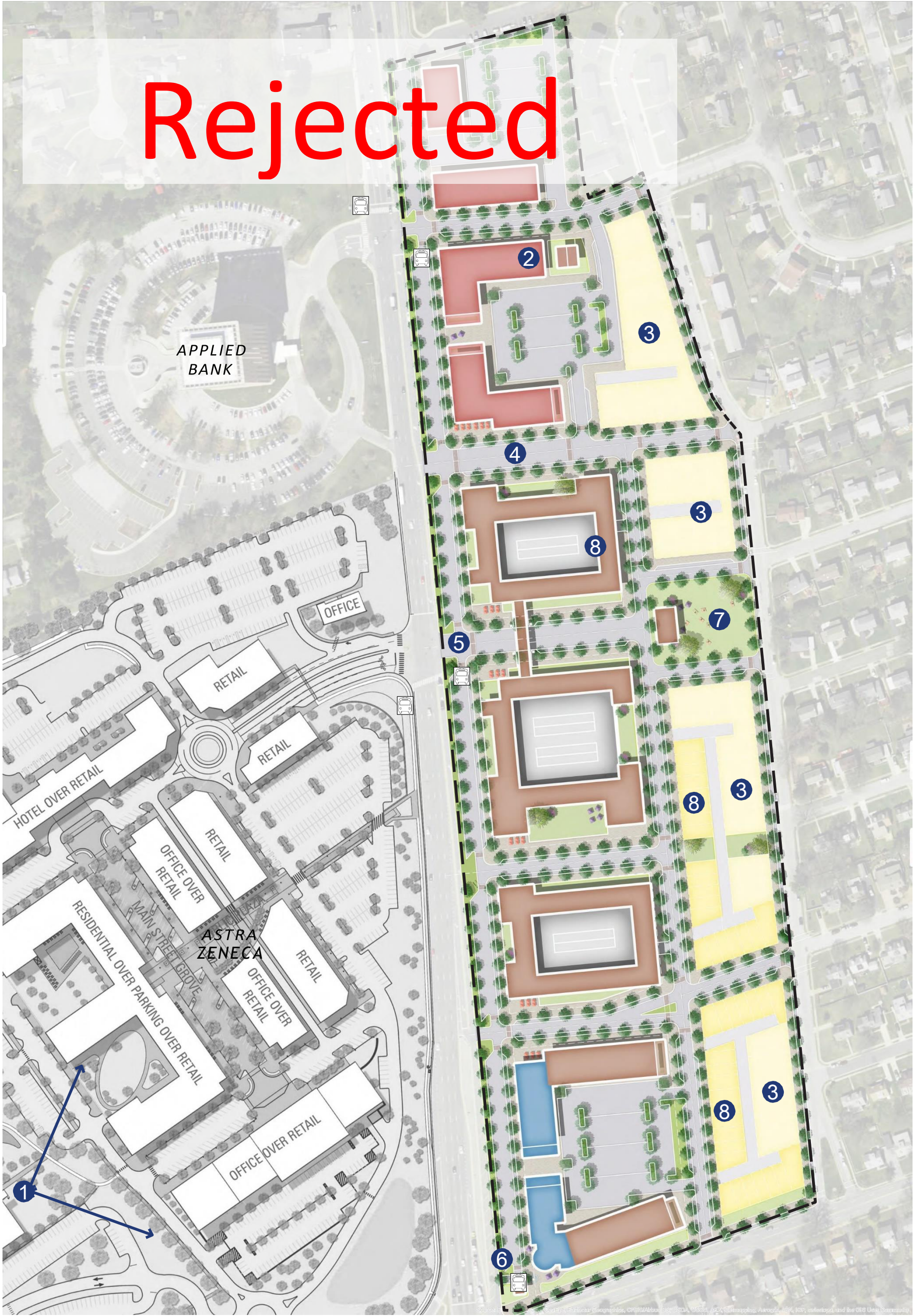
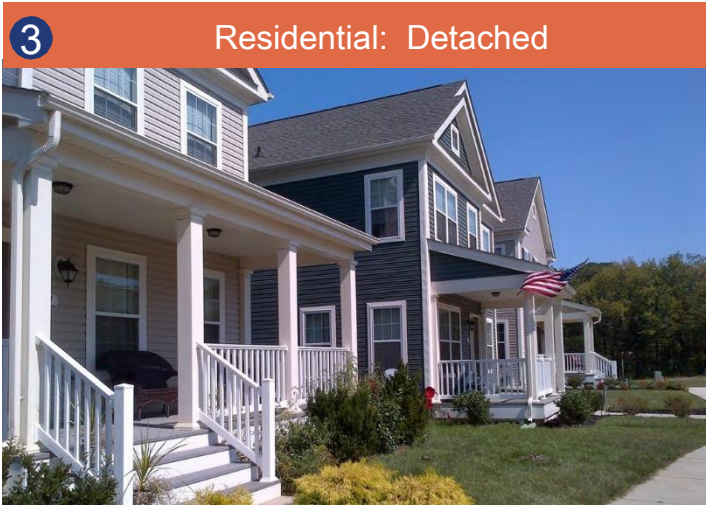
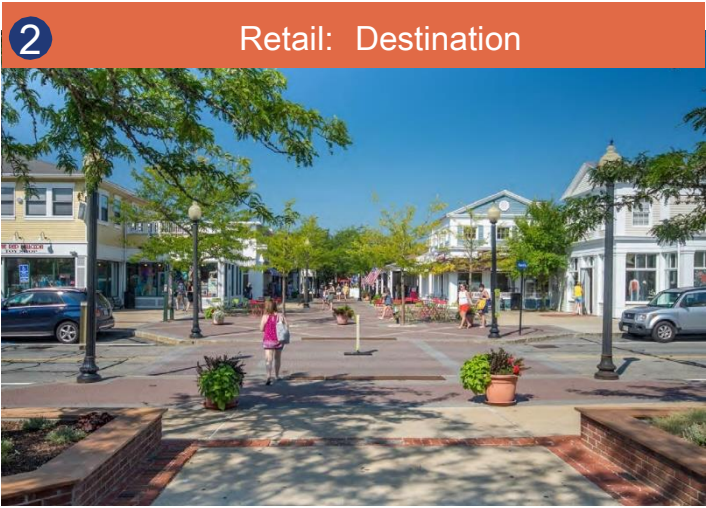


	# of Stories	NON-RESIDENTIAL				RESIDENTIAL			
		Retail (SF)	Hotel (Keys)	Office (SF)	Civic/ Institutional	# of Stories	Multi-Family (Units)	SFA (Units)	SFD Front-Loaded (Units)
Demo	1	(181,311)	(127)						
Existing	1	33,348							
Proposed	1	95,462				4	272	71	343
TOTAL		128,810					272	71	343

Development Assumptions: Multi-Family Efficiency @ 80% and 900sf/ unit; Hotel Average Key @ 400sf; SFA Average Lot Width 22'; SFD Rear-Loaded Average Lot Width 40'



Fairfax Area Redevelopment Illustration – Option “B”



**KEY**

- PROPOSED S-F ATTACHED
- PROPOSED S-F DETACHED
- PROPOSED MULTI-FAMILY
- PROPOSED RETAIL
- PROPOSED HOTEL
- PROPOSED OFFICE
- PROPOSED CIVIC
- EXISTING BUILDINGS
- PROPOSED BUS STOPS
- EXISTING BUS STOPS
- REDEVELOPMENT AREA



PRECEDENTS & PROGRAM

	# of Stories	NON-RESIDENTIAL				RESIDENTIAL				
		Retail (SF)	Hotel (Keys)	Office (SF)	Civic/ Institutional	# of Stories	Multi-Family (Units)	SFA (Units)	SFD- RL	SFD- FL Residential Total
Demo	1	(214,659)	(127)							
Existing										
Proposed	1-2	165,038		25,393		4-5	500	43	27	532
TOTAL		165,038		25,393			500	43	27	532

Development Assumptions: Multi-Family Efficiency @ 80% and 900sf/ unit; Hotel Average Key @ 400sf; SFA Average Lot Width 22'; SFD Rear-Loaded Average Lot Width 40'



