

Concord Pike (US 202) Master Plan

Information Session July 25, 2018

Project Partners



Wilmington Area Planning Council



Delaware
Department of
Transportation



New Castle County
Department of
Land use

DESIGN COLLECTIVE OVERVIEW



40 YEARS

We were founded in **1978** in
Columbia Maryland



80+ EMPLOYEES

Including **56** Architects, **7** Interior
Designers, **4** Landscape Architects and
2 Planners/Urban Designers



300+ AWARDS

We have been recognized by
AIA, IIDA, ULA and ASLA
with numerous awards for
design excellence and
innovation in architecture,
interiors and landscape
architecture.

DESIGN COLLECTIVE OVERVIEW



ARCHITECTURE



INTERIOR
DESIGN



LANDSCAPE
ARCHITECTURE



PLANNING &
URBAN DESIGN

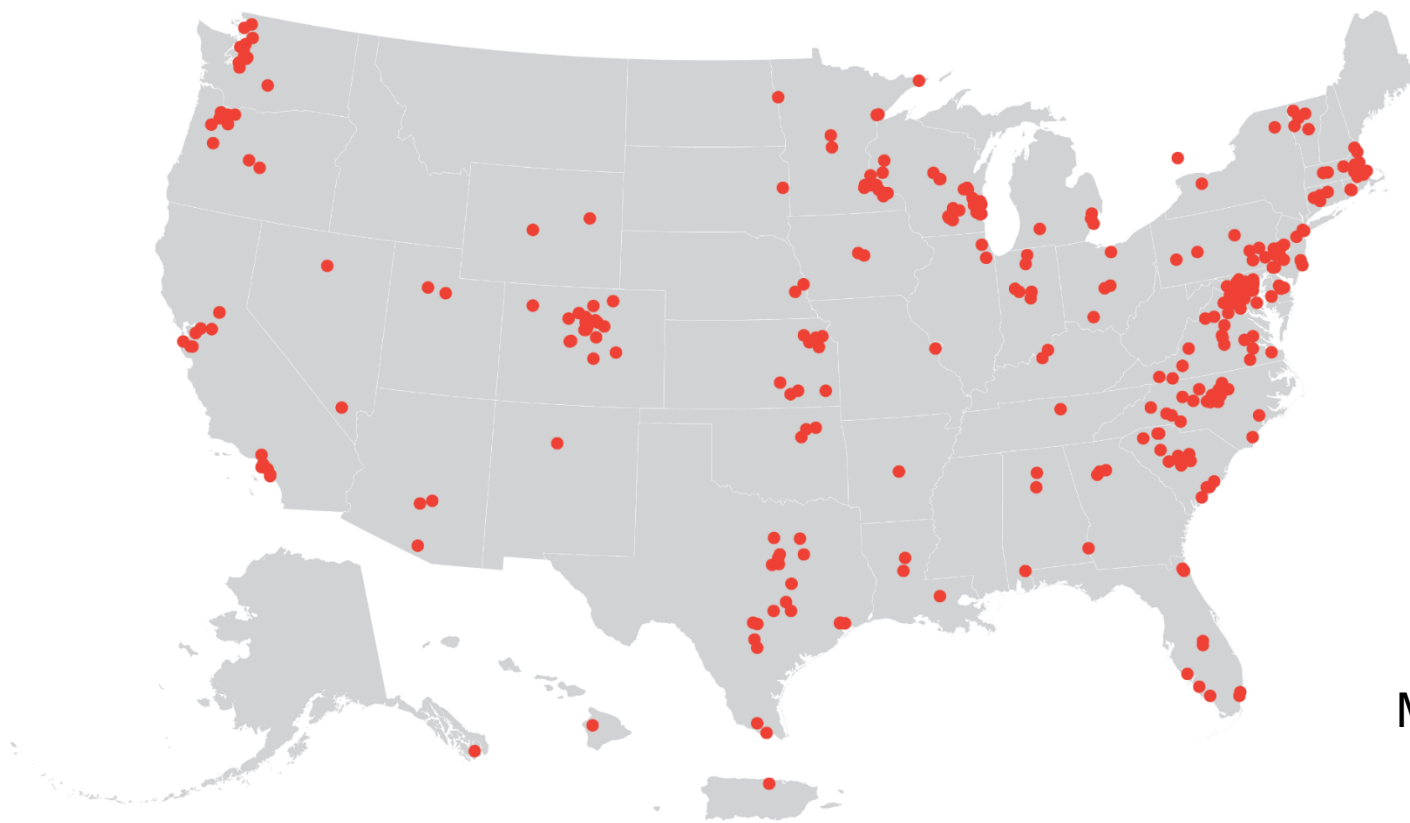


SIGNAGE &
GRAPHIC DESIGN



Toole Design Group Overview

TDG is a full service engineering, planning and urban design firm with over 150 professionals in 14 offices across North America.

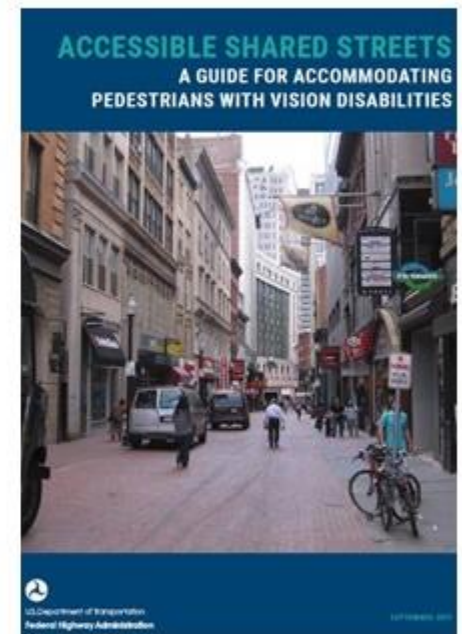


8
Years.

500
Communities

2,000
Miles of Bike Lanes
& Trails Design

We deliver innovative plans, designs and research on multi-modal projects!



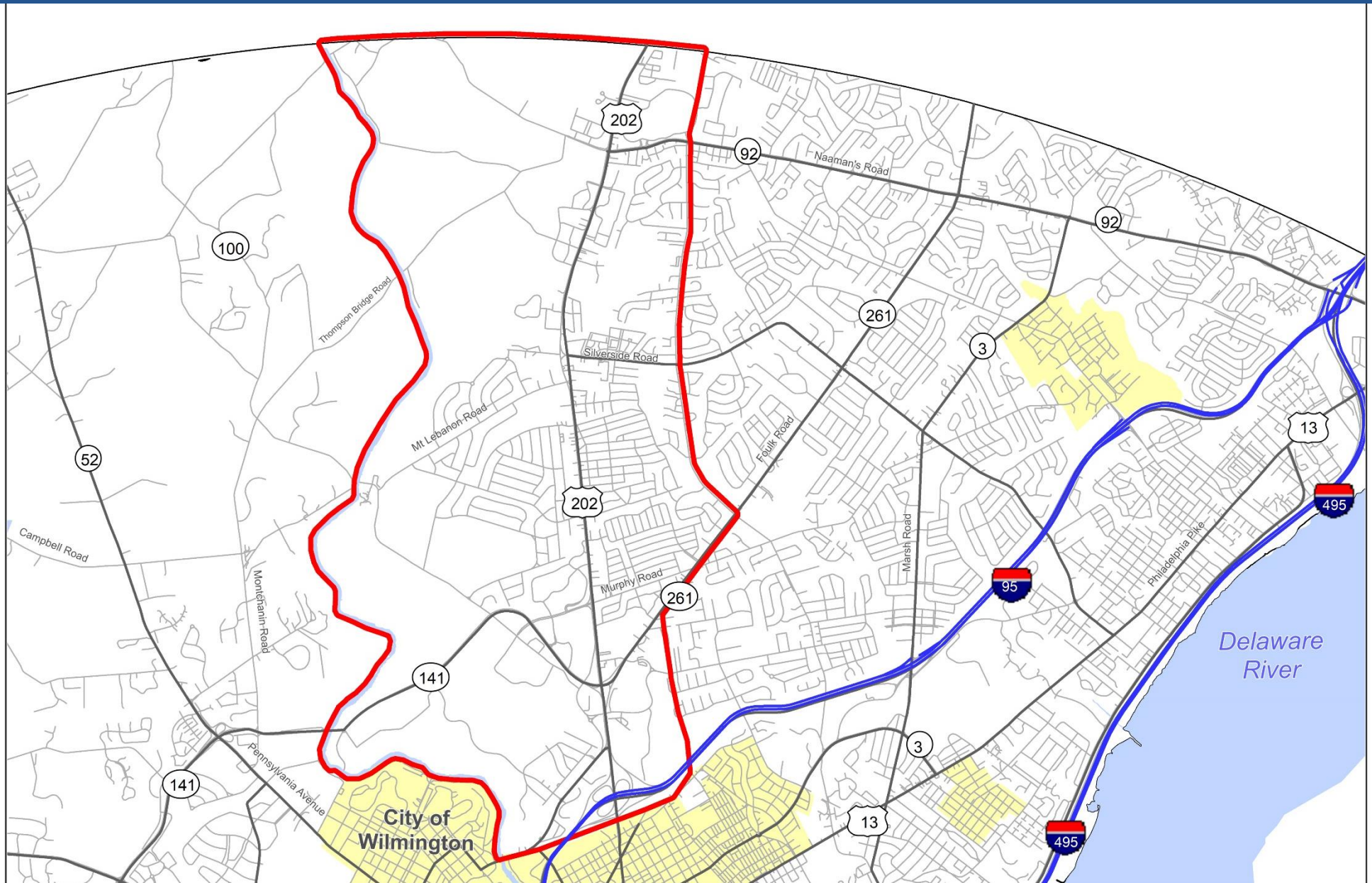
Information Session Agenda

6:00 – 6:30 PM: Sign-in and browse information

6:30 – 7:15 PM: Presentation

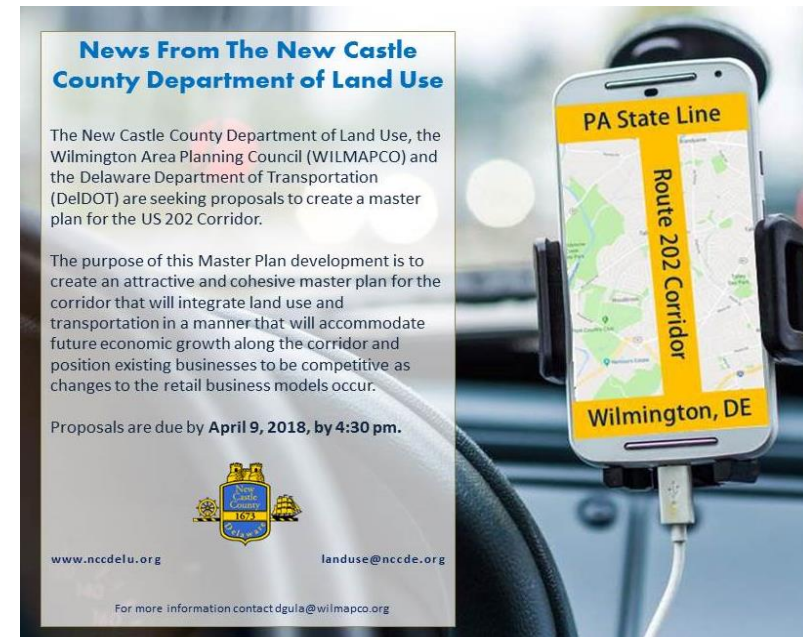
7:15 – 8:00 PM: View Information and give comments

Concord Pike (US 202) Master Plan 2018 Study Area



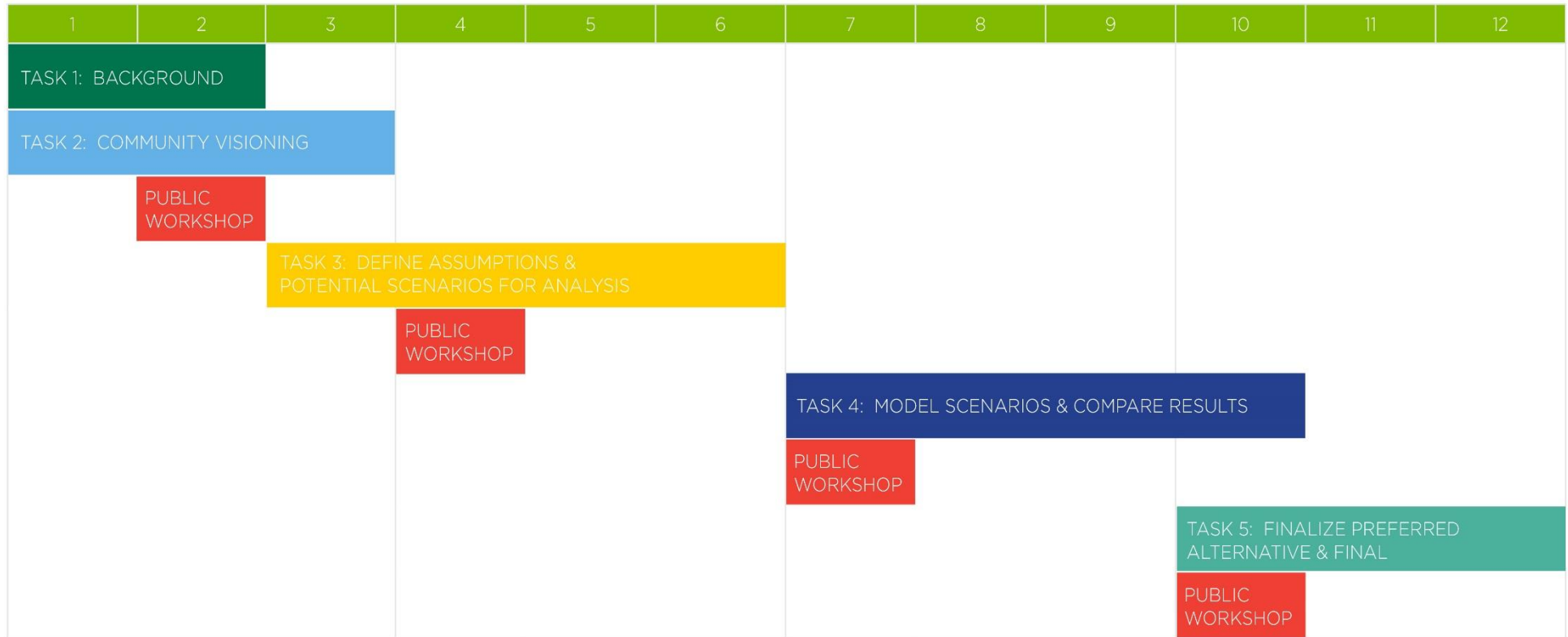
The Master Plan

- Goal: Redevelop U.S. 202 as a high-quality and attractive multi-modal corridor with provisions for integrating land use and transportation that promote walkability, bikeability and place-making.
- U.S. 202 Corridor Master Plan will build upon the results of the 2017 U.S. 202 Market Assessment
- Community Visioning Workshop to be held in Fall 2018



Concord Pike (US 202) Master Plan 2018 Schedule

SCHEDULE



U.S. 202 is not pedestrian or bicycle-friendly

- Poor connectivity between the uses along the Corridor
- Very few walkable or bikeable environments on the Corridor

Demographic change: Two largest demographic cohorts --Baby Boomers and Millennials– favor walkability and mixed use, compact development.

- Current – Well-leased commercial buildings that have maintained competitiveness as a retail and office location despite national trends.
- Future – Will become less attractive to retailers, businesses, shoppers and visitors over time.

Question: *Can enhanced value be realized on the U.S. 202 Corridor with better land use products and improved transportation facilities?*

US 202 Market Study (2017)

- Assessment of existing conditions
- Trends and future market dynamics
- Strength of the market for each of these land uses

U.S. 202 Existing Conditions

- Currently designed for the automobile --not pedestrians nor cyclists
- Average daily traffic (ADT) counts of up to 55,550 vehicles daily
- Generally one-story retail buildings, with surface parking lots in front and auto-oriented signage
- Adjacent residential development includes single-family subdivisions with few apartment buildings
- Office development of various scales and numerous institutional uses are interspersed throughout
- Abundant recreational opportunities on protected lands, that include extensive trail networks, exist along the western side of the Corridor



Neighborhoods and Traffic Concerns

- U.S. 202 carries considerable vehicle volume.
 - Accommodates BOTH commuter traffic and local traffic.
 - Functions as a “STROAD”: *A street that wants to be a road and a road that wants to be a street. Does neither of them very well.*
- Residents may be concerned that mixed-use redevelopment will increase traffic and degrade their quality of life.
- A multi-modal transportation network properly integrated with mixed-use development does not necessarily increase traffic on local roads.

Land Scarcity

- With a few exceptions, Northern New Castle County is essentially built-out (in a suburban sense) along most corridors.
- The opportunities for “greenfield” development are limited.
- Land scarcity may prove to be advantageous for the evolution of U.S. 202.
- Without the option of leapfrogging to a greenfield site, U.S. 202’s location makes it a prime redevelopment opportunity.

Economic Framework

- Most of New Castle County's forecasted population growth is due to immigration from surrounding counties.
- The cost of living and doing business in Delaware is lower than neighboring states.
- New Castle County is a job hub with more jobs than employed residents.
- A high percentage of the County's jobs are in professional and business services, health care and financial activities.
- Jobs in the County are projected to increase over the next ten years.
- Residents of New Castle County enjoy a relatively low unemployment rate.
- New Castle County residents are well-educated and have incomes above the national average.
- The U.S. 202 Corridor is convenient to a large market that is best characterized as high-income and well-educated.

Conclusions for Market Study

1. OFFICE Development Potential

There is a need for product diversity on Concord Pike to compete for a broader range of tenants

2. RESIDENTIAL Development Potential

Multi-family housing – in a mixed-use setting – is in demand for the corridor

3. RETAIL Development Potential

Better multi-modal access is critical to supporting existing retail store productivity

Consumers are looking for a good experience in addition to a good deal

Mixed-use Development

- U.S. 202 market has similar market characteristics to successful large-scale mixed-use town center developments
- There are opportunity areas for mixed-use along U.S. 202
 - AstraZeneca site, Brandywine Country Club and Concord Plaza
 - Redevelopment of ageing commercial strip centers and consolidated parcels



Poll

Information Session (7:15 – 8 PM):

- The study area is divided into 5 smaller maps that are located on tables for your comments.
- There are 11 information boards on easels:
 - Concord Pike Corridor Travel Times
 - Congestion Duration – Travel Time Reliability NORTHBOUND
 - Congestion Duration – Travel Time Reliability SOUTHBOUND
 - Crash Analysis
 - Existing Transit Facilities
 - Non-Motorized Facilities
 - DelDOT Level of Traffic Stress (LTS) Analysis
 - Economic Development/Employment
 - New Castle County Comprehensive Plan Future Land Use Categories
 - New Castle County Zoning
 - Study Area Approved/Pending Development

Thank You for Attending!

Please visit the project website:

www.wilmapco.org