Project Overview
Goals & Objectives

• Create an attractive, cohesive, and balanced Master Plan
• Integrate land use and transportation
• Identify multi-modal improvements and diversify mode share
• Make corridor more Pedestrian & Bike friendly
• Improve access management & connectivity
• Consider TDM and TID strategies
• Integrate streetscape, wayfinding, & branding
• Protect existing neighborhoods
• Develop implementation strategies
Project Team
Design Collective, Inc.
Planning & Urban Design

**URBAN & DOWNTOWN REVITALIZATION**
- Downtown Frederick, MD
- Port of Port Royal, SC
- East Liberty, PA
- Downtown Elkton TOD Plan, MD
- Baltimore CBD, MD
- Park South Albany, NY
- Downtown Westminster, MD
- Downtown Providence, RI
- City of College Park, MD

**CORRIDORS**
- Route 9, DE
- Clarksville Pike, MD
- Belair Road, Baltimore MD
- Harford Road, Baltimore MD
- NC 73 Corridor, Davidson NC
- Purple Line, MD
- Route 1, College Park MD
- Broad Creek, Norfolk VA

**TRANSIT-ORIENTED DEVELOPMENT**
- Purple Line, MD
- College Park Transit District, MD
- Largo, MD
- Elkton, MD
- Perryville, MD
- Abington, PA
- UMCP East Campus, MD
- State Center, Baltimore MD
- West Side, Baltimore MD

**MIXED-USE DEVELOPMENT**
- Maple Lawn, MD
- Glen Lennox, NC
- State Center, Baltimore MD
- Downtown Columbia, MD
- Towson Row, MD
- Frederick, MD
- Mid Pike, MD
- Innovation Quarters, NC
- Largo, MD
Toole Design Group
Transportation

ACHIEVING MULTIMODAL NETWORKS
APPLYING DESIGN FLEXIBILITY & REDUCING CONFLICTS

SEPARATED BIKE LANE
PLANNING & DESIGN GUIDE 2015

PRIMARY/LEAD AUTHOR
• AASHTO Bike Guide
• AASHTO Pedestrian Guide
• FHWA Mitigating Multi-modal Conflict Points
• FHWA Incorporating Multi-modal Facilities into Resurfacing Projects
• FHWA Flexibility in Roadway Design
• FHWA Pedestrian Facility Maintenance Guide
• FHWA How to Develop a Pedestrian Safety Action Plan
• FHWA Pedestrian Safety Guide for Transit Agencies
Project Team
Site Visits, Analysis, Design, & Facilitation
Project Schedule
Project Schedule

<table>
<thead>
<tr>
<th>TASK 1: BACKGROUND</th>
<th>TASK 2: COMMUNITY VISIONING</th>
<th>TASK 3: DEFINE ASSUMPTIONS &amp; POTENTIAL SCENARIOS FOR ANALYSIS</th>
<th>TASK 4: MODEL SCENARIOS &amp; COMPARE RESULTS</th>
<th>TASK 5: FINALIZE PREFERRED ALTERNATIVE &amp; FINAL</th>
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WE ARE HERE
Public Workshop #2
Agenda

Doors Open and Sign-in 6:00pm - 6:10pm
Presentation: 6:10pm - 7:00pm
Board Stations and Q&A: 7:00pm - 8:30pm
Public Workshop # 2
Goals

By the end of the evening, the team will:

• Give an update on project status; where we are in process and what are the next steps
• Present an overview of Workshop and Stakeholder Input to date
• Define a broad vision for the area, based on analysis and input
• Review proposed Network Plans and Options for Street Sections, Intersection Plans, and Potential Redevelopment Areas
• Answer questions and receive feedback
What We Heard
Public Workshop #1 Feedback

CHARACTER OF EXISTING CORRIDOR
- Convenient access to commercial uses and services
- Expansive network of natural features, open spaces, parks, and trails
- Desire for more public, programmable spaces for community activities (farmers markets, outdoor movies, festivals, etc)

LAND USE
- Residential development patterns are not sustainable, feasible, or necessarily desirable for future housing needs
- Senior living is in high demand to allow residents to age in place
- Maintain existing open spaces and encourage development that respects the natural landscape of the area

TRANSPORTATION
- Pedestrian and bicycle facilities are not well connected to natural amenities to the west
- Create safer environments for pedestrians
- Bus ridership and access to safe and convenient facilities is lacking
- Vehicular traffic on Concord Pike forces use of Shipley Road
- Balance the needs of local and through traffic on the Pike
- Reduce conflict points and number of entries
Public Workshop #1
Feedback

TRANSPORTATION GOALS:
• Improve local access efficiency
• Expedite through traffic
• Increase street connectivity
• Improve pedestrian and bicycle safety
• Provide more transportation options
Public Workshop #1
Precedent Feedback

MIXED-USE DEVELOPMENT

Concord Pike (US 202) Corridor Master Plan

Numbers represent the sum total from the precedent packets during the Public Visioning Workshop held on November 14, 2018. There were nearly 100 attendees.

Faded selections represent items that received 0-2 tallies and were not favorable among workshop attendees.
Public Workshop #1
Precedent Feedback

STREETSCAPE

Seating (Contemporary) 6
Bike Racks (Contemporary) 8
Lighting (Contemporary) 10
Branding & Identification 11
Pedestrian Wayfinding 9
Vehicular Wayfinding 8

STREETSCAPE - FURNITURE & FEATURES

Sidewalk Against Curb
Petition Plants
Concord Pavement
Parasol Planters

STREETSCAPE - LANDSCAPE + HARDSCAPE

Litter Recycling Receptacle
Bus Shelter
Buffered Sidewalk
Street Trees
Pedest Bike Facilities
Decorative Tree Islands

Numbers represent the sum total from the precedent packets during the Public Visioning Workshop held on November 14, 2018. There were nearly 100 attendees. Faded selections represent items that received 0-2 tallies and were not favorable among workshop attendees.
Public Workshop #1
Precedent Feedback

AMENITIES + ACTIVITIES

PARKS + OPEN SPACE

Concord Pike corridor master plan process

Public Workshop #1 Precedent Feedback
Stakeholder Interviews Summary

WHAT WE HAVE HEARD

- Similar to Visioning Session, there was a Concern for Pedestrian Safety, Access to Parks and Open Spaces, Streetscape Character, Identity Signage for the corridor and parks, etc. Additionally, people voiced the following concerns/thoughts:
  - Impression of the Corridor from PA approach (traffic congestion at northern intersections is unwelcoming)
  - Property Values affected by Corridor Aesthetics
  - Visibility to Storefronts
  - Willingness to incorporate streetscape elements, shared-use paths, and similar but concerned with impact on parking, access for tenants, and visibility
  - Some would like to see Senior Living, Work Force Housing, Health Services, etc. incorporated

LIST OF INTERVIEWS

November 15 & 16, 2018:

- Aldersgate Methodist Church
- Apex Engineering
- Bike DE
- Brandywine Conservancy
- CCOBH
- CDA Engineering
- Civic League for NCC
- Committee of 100
- Delaware Greenways
- DelDOT
- DNREC - Parks
- DTC / DART
- First Unitarian Church
- Foresite Associates
- Independence Mall
- Karin’s Associates
- Landmark Engineering

In addition to the stakeholders that we met with in November 2018, we also held calls with representatives from the following:

- National Park Service
- NCC Council Elect
- NCC Public Works
- Nemours Foundation
- Talleyville Liquors
- TarabicosGrosso / Concord Plaza
- US Senator Coons
- Vance Mark & Lynch
- City of Wilmington

- Allied Properties Inc. - Concord Mall and Concord Gallery
- Incyte
- NCC – Special Services
- Woodlawn Trustees
- and others
Envision 2040
Vision for Concord Pike (US 202)

WHAT WILL 2040 LOOK LIKE?
• Timeframe is 20 years, through 2040
• Advise revisiting the Master Plan in 10 years
• Beyond the Corridor, what will 2040 look like?
• Demographics will change:
  • World population will increase to over 9 Billion (up from today’s 7 Billion)
  • Silver Tsunami: 22% of the US population will 65 years or older (up from today’s 15%)
• Autonomous vehicles will be in use
• Retail has already changed and will likely continue to evolve
• Residential is shifting towards Multi-family Apartments, but our existing stock is predominantly Single-Family Detached
• What might the Corridor look like without a Master Plan? Retail space may be infilled with non-prime/discount tenants (e.g., Indoor Trampoline/Climbing, Health Center, Surplus, Flea Market, Adult Video, etc.)
Vision for Concord Pike (US 202)

WHAT MIGHT 2040 LOOK LIKE FOR THE CORRIDOR WITHOUT A MASTER PLAN?

- Delaware is third in ranking of the Most Dangerous States for Pedestrians (2008-2017)
- From 2012-2017, there were 4 Pedestrian Deaths on Concord Pike - approx. 1 per year
- And, 14 total Ped/Bike Involved Crashes - approx. 3 per year

BY THE NUMBERS
From 2008 to 2017:

- Pedestrian deaths increased by **35.4%**
- Vehicle miles traveled increased by **8.1%**
- Walking as a share of all trips increased by **less than 1%**
- Traffic deaths among motor vehicle occupants decreased by **6.1%**

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DANGEROUS BY DESIGN
Smart Growth America
Improving lives by improving communities
National Complete Streets Coalition
Vision for Concord Pike (US 202)

WHAT MIGHT 2040 LOOK LIKE FOR THE CORRIDOR WITH A MASTER PLAN?

- Improved Ped/Bike, Street, and Transit Networks
- Improved Safety for all Modes
- Improved Transportation Choice
- Increased Mixed-Use Development
- Increased Diversity in Housing Offerings, to meet changing population demands
- Incorporation of a Diversity of Open Spaces, with new or re-development
- An expressed Sense of Identity, unique to Concord Pike
Network Plans

**TRANSPORTATION APPROACH:**
- Develop more connected street network in conjunction with land use changes.
- Create conditions and programs to improve transportation options.
- Meet corridor needs for local and regional transportation connections.
- Preliminary assessment of traffic patterns, intersections, and land use redevelopment options.
Pedestrian & Bicycle Network

**APPROACH:**

- No bike lanes on Concord Pike
- New shared-use paths along Concord Pike and within neighborhoods
- Opportunities to connect to existing path and park trail system
- Create low-traffic stress network within neighborhoods
Transit Network

**APPROACH:**

- Community support for circulator system
- Duplicative of #2 Bus Route, one of the best performing routes
- Ridership projections and possible transit stop locations
- Short- and long-term transit improvements pending
TRANSPORTATION APPROACH:

- Evaluate existing traffic conditions to target improvements
- Reconnect street grid to diffuse local traffic off Concord Pike
- Develop new street network on redeveloped properties
- Connect neighborhoods while consolidating parcels
Street Sections
Street Sections

MULTI-WAY:

- Delineate local traffic and through traffic
- Improve access to local businesses
- Provide less intimidating pedestrian environments
- Create more social settings
- Operates clockwise or counter-clockwise
Street Sections

OPTIONS:

- After street network and traffic analysis forecasted, street sections were developed based on existing and proposed land use conditions
- Consider all transportation modes to address access and safety
Intersection Plans
Intersection Plans

PLAN OPTIONS:

• Use existing traffic data to reconfigure intersections, improve safety and efficiency for all modes
• Narrow intersections to decrease pedestrian crossing distances
• Realign intersections to service both sides of corridor
• Intersections will evolve based on additional traffic analysis and community input
POWDER MILL ROAD / MURPHY ROAD:

- Crosswalk added to northern leg of intersection
- Geometry of right-turn island adjusted
- Truck aprons added
- Lane removed: southbound Concord Pike through; westbound Murphy Road through; northbound Concord Pike right-turn and left-turn; and eastbound Power Mill through and right-turn

NOTE: This intersection is still being evaluated to ensure the recommendations are operationally sound. The intersection is proposed to be reduced overall in size.
Intersection Plans

SILVERSTIDE ROAD:

- Intersections reconfigured to two signalized intersections, similar to Glasgow Avenue at Pulaski Highway
- Crosswalks and truck aprons added
- Northbound and southbound left turn lanes added; southbound right turn lane removed
- Continue to evaluate business access, signal timing and adjust speed limit

Precedent (above):
Glasgow Ave. at Pulaski Hwy.
Intersection Plans

BEAVER VALLEY ROAD / NAAMANS ROAD:

- Crosswalks added to southern leg of intersection
- Northbound right-turn slip lane added
- Raised crosswalk added to southeastern slip lane
- Truck aprons added
- Lanes removed: southbound Concord Pike right-turn, westbound Naamans Road through, northbound Concord Pike left-turn, and eastbound Beaver Valley Road right-turn
Focus Area Plans
Focus Areas

POTENTIAL REDEVELOPMENT AREAS:
• Fairfax Area, between Murphy Road and Carr Ave.
• Talleyville Area, between Whitby Dr./Florence Ave. and just north of Silverside Rd.
• Widener Area, including Widener University to the east and Rocky Run Blvd. to the west
• Brandywine Town Center Area

PRIMARY INTERSECTIONS:
• Powder Mill Road / Murphy Road
• Silverside Road
• Beaver Valley Road / Naamans Road

SECONDARY INTERSECTIONS:
• Independence Mall Entrance
• McDonald’s Entrance (north of Sharpley Rd.)
• Concord Mall - South Entrance
• Brandywine Town Center Entrance
Focus Area - Fairfax

- Fairfax Area, between Murphy Road and Carr Ave.
- Across from AstraZeneca and the proposed Avenue North project
- Generally, site is currently 1- and 2-story Commercial, with Retail and Office, with surface parking in front of retail with service lanes to rear

Option B:
- Multi-way frontage street
- Retail fronts Concord Pike
- Mixed Use, low- to mid-rise, with transitions to Single-Family
- Astra Zeneca Dr. becomes an important E-W street across Concord Pike (at existing signal), for Pedestrians, Cyclists, and Drivers
- Inglewood Rd. acts as the N-S connector street
- Integrated open spaces
Focus Area - Talleyville

- Talleyville Area, between Florence Ave. and just north of Silverside Rd.
- Area that has a village scale, mix of uses, a network of streets, and a civic presence that could become an identifiable center for the Corridor
- Generally, site is currently 1- and 2-story Mixed-Use, with surface parking
- Silverside intersection currently erodes this fabric

Option B:
- Buildings to the south and north of Concord Gallery meet the street and allow for expansion of Open Space, connecting to the YMCA and JCC
- Street Network is completed to the east, allowing for better connectivity
- Mixed-use Infill redevelopment occurs adjacent to Concord Plaza, extending out to Concord Pike
Focus Area - Widener

- Widener Area, between Concord Mall and south Rocky Run Blvd.
- Including Widener University and "Restaurant Row"
- The site includes the campus and residential as well as the 1-story restaurants with surface parking in front and back

Option B:
- Campus becomes mixed-use, predominantly Residential
- Residential includes Single-Family Detached and Attached as well as Multi-Family
- Underutilized parking in "Restaurant Row" infill with Retail lining entries and a Hotel
- Integrated open spaces
- Shared-Use Path to east running north-south, with potential grade-separated crossing
Focus Area - Brandywine TC

- Brandywine Town Center, north of Naamans Rd.
- Site is currently 1- and 2-story Retail, with surface parking
- Retail is underutilized, with some vacancy and discount tenants

Option B:
- Mid-term redevelopment scenario
- Portions of Brandywine Town Center Big Box Retail remain
- Excess, underutilized surface parking is reduced
- Infill Retail ties into inline Retail off Brandywine Pkwy., creating active open space
- Theater is relocated to prominent location, visible to new entry, lined with dining and entertainment
- Multi-Family is located to the north, near Drago Pond
Board Stations

**Board Stations and Q&A:** 7:00pm - 8:30pm

- Each Station will have a facilitator and a notetaker
- We will record questions and answers
- 6 Stations:
  1. Redevelopment Area - Fairfax
  2. Redevelopment Area - Talleyville
  3. Redevelopment Area - Widener
  4. Redevelopment Area - Brandywine T.C.
  5. Network Plans and Street Sections
  6. Street Intersection Plans
- Goal: We would like your feedback on the Options