



# 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



















## **Design Collective, Inc.** Planning & Urban Design



#### **URBAN & DOWNTOWN** REVITALIZATION



#### **CORRIDORS**

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

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

**MIXED-USE 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

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





#### **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



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6		8	9	10	11	
	TASK 4: MODEL SCENARIOS & COMPARE RESULTS					
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	PW					
				TASK 5: FINA	LIZE PREFERRE	ED
				ALTERNATIVE	E & FINAL	
				PW		

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## Public Workshop #2 Agenda

Doors Open and Sign-in	6:00pm
Presentation:	6:10pm -
<b>Board Stations and Q&amp;A:</b>	7:00pm -



### - 6:10pm - 7:00pm - 8:30pm

## Public Workshop # 2 Goas

### By the end of the evening, the team will:

- are the next steps
- Intersection Plans, and Potential Redevelopment Areas Answer questions and receive feedback



• Give an update on project status; where we are in process and what

 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,





# 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 November 14, 2018

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 amongst workshop attendees.

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Concord Pike (US 202) Corridor Master Plan November 14, 2018







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### Public Workshop #1 Precedent Feedback

#### **STREETSCAPE**







Concord Pike (US 202) Corridor Master Plan November 14, 2018















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### Public Workshop #1 Precedent Feedback

#### **AMENITIES + ACTIVITIES**







Concord Pike (US 202) Corridor Master Plan November 14, 2018





















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#### **PARKS + OPEN SPACE**



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Concord Pike (US 202) Corridor Master Plan November 14, 2018







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### 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

- 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

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

- 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: MI 8 00 8 0 88 80 6-0 6-0 لمص Walking as a Traffic deaths Pedestrian Vehicle miles share of all trips deaths traveled among motor increased by increased by increased by vehicle occupants decreased by less 1%\* **135.4% 18.1% 6.1%** "from 2009 to 2017 BY DESIGN Smart Growth America Čİ\$ National Complete Streets Coalition



#### Top Ten Most Dangerous States



		Fatal		Ped	Total Bike/Ped
	Bike	Bike	Ped	Fatal	involved Crashes
2012	1	0	2	1	3
2013	1	0	1	0	2
2014		0	3	1	3
2015		0	1	0	1
2016	1	0	2	1	3
2017		0	2	1	2
					14

### 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 redevelopment
- An expressed Sense of Identity, unique to Concord Pike







## Network Plans



### 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



### Street Network

#### **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



Precedent (above): Multiway - White Flint, MD; (below): Multiway - Winter Springs, FL



### 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







#### **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



Independence Mall Intersection Plan (right)

Truck Apron



### **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.



#### **SILVERSIDE 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.



### **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



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

### 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 gradeseparated 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





BRANDYWINE TOWN CENTER - OPTION B (BUILDING USE)





PROPOSED SINGLE-FAMILY PROPOSED S-F DETACHED PROPOSED MULTI-FAMILY PROPOSED RETAIL PROPOSED HOTEL EXISTING BUILDINGS PROPOSED BUS STOPS EXISTING BUS STOPS REDEVELOPMENT AREA









## **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

