COMMUNITY VISIONING WORKSHOP
November 14, 2018
PRESENTATION FOR THE
CONCORD PIKE (US 202)
CORRIDOR MASTER PLAN
COMMUNITY VISIONING WORKSHOP
November 14, 2018
Project Introduction
Study Area Characteristics

• Diverse stakeholders: businesses, residents, institutions
• Major employment area
• Shopping centers and in-line retail - what is long-term viability?
• Churches, schools, YMCA, civic assets
• Hotels and single-use pad sites
• Through/ commuter traffic and local traffic
• Freight and truck traffic
• Bordering residential neighborhoods
Goals & Objectives

• Create an attractive and cohesive master plan
• Integrate land use and transportation
• Identify multi-modal improvements
• Diversify mode share
• Organize vehicular traffic
• Make corridor more pedestrian & bike friendly
Goals & Objectives

- Build upon Market Assessment
  - PLACEMAKING: Create a Vision
  - DEMAND: Multi-family housing
  - BALANCE: High quality Mixed-use
- Improve access management & connectivity
- Consider TDM and TID strategies
- Integrate streetscape, wayfinding, & branding
- Protect existing neighborhoods
- Develop implementation strategies
Project Team
Design Collective, Inc.

Experience

**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
Design Collective, Inc.
Expertise

INTEGRATED DESIGN SERVICES
- Planners
- Urban Designers
- Architects
- Landscape Architects

DEVELOPMENT EXPERIENCE
- Housing & Mixed-Use
- Infill Development
- Retail / Commercial Property Redevelopment
Toole Design Group
National Expertise

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 Schedule
**Schedule**

**Project Approach**

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**WE ARE HERE**
Community Workshop Agenda

DOORS OPEN + SIGN-IN:       6:00PM-6:15PM
Presentation:                6:15pm-7:00pm
Table Discussions:          7:00pm-7:45pm
Reporting Out and Next Steps: 7:45pm-8:30pm
Community Workshop

Goals

By the end of this evening, the team expects to understand constraints and opportunities, outline goals and objectives, and begin to identify a broad vision for the area.
Existing Conditions + Analysis
Market Analysis Overview

PREPARED BY W-ZHA - JANUARY 2017
Projected program for the next 10 years based on market demand analysis. Ultimate program to be determined by current market forces.

- RESIDENTIAL: 500 to 875 Units
  - Multi-Family Rental: 400 to 700 Units
  - Multi-Family For Sale: 100 to 175 Units
- RETAIL: No Net New Projected
- OFFICE: 70,000 to 100,000 sf

- MIXED-USE DEVELOPMENT:
  Opportunity Areas - Astra Zeneca site and adjacent to Wilmington University’s future campus site
Overview + History

- Constructed as a private toll road in the early 1800’s and completed as a state highway in the early 1920’s
- Study area boundary encompasses a 6-mile stretch from City of Wilmington to Delaware/Pennsylvania State Line
- Predominantly a 6-lane arterial
- Major commuter route that is heavily commercialized with a mix of retail, restaurants, residential areas, office, and recreational and institutional uses
1957: The RT 202 Corridor is widened and repaved

1966: The RT 202 Corridor is divided around Talleyville

1962: Overhead signage installed along Concord Pike (US 202)
• Larger commercial and institutional parcels directly front Concord Pike (US 202)
• Suburban, residential development is primarily east of Concord Pike (US 202); few neighborhoods exist along the west side of Concord Pike (US 202)
• Large, undeveloped land areas consisting of parks and golf courses existing on the west of Concord Pike (US 202)
• Retail, office, and institutional uses are along Concord Pike (US 202)
• Residential development is primarily east of Concord Pike (US 202) with a few neighborhoods to the west
• Large, undeveloped land areas consisting of parks, agriculture, and various recreational amenities are along the west side and at the south end of the study area
Street Network

- Interstate 95 bisects the southern end of the study area boundary
- Concord Pike (US 202) is a US highway that runs north and south between Wilmington and the Delaware-Pennsylvania state lines
- Beaver Valley Road, Naamans Road, Powder Mill Road and Murphy Road are state highways that run east and west connecting Concord Pike (US 202) to surrounding neighborhoods
- Mt. Lebanon Road and Silverside Road are two major collector roads at the heart of the study area that run east and west
Concord Pike Characteristics

SEGMENT 1 - NAAMANS RD TO SILVER SIDE RD

- Extensive open space and park land along western side
- Large retail and institutional parcels on both sides of Concord Pike
- Reduced curb cuts due to larger surface parking lots; 500’-1,000’ spacing on average
Concord Pike Characteristics

SEGMENT 2 - SILVERSIDE RD TO MURPHY RD

- Small retail parcels on both sides of Concord Pike
- Large number of curb cuts and access to surface parking; 100’-150’ spacing on average
Concord Pike Characteristics

SEGMENT 3 - MURPHY RD TO I-95
• Large open space, recreational, and office parcels; Minimal retail presence
• Minimal curb cuts
Concord Pike
Roadway Conditions

Traffic Summary
- Between 45,000 and 55,000 vehicles daily
- Road is busy throughout the day with morning and afternoon peaks

Physical Characteristics
- 4 – 8 travel lanes
- Left and right turn lanes at most intersections
- Driveway access for individual businesses
- Abundance of parking
- Limited street network
Natural Features

- Characterized by an expansive, green network that runs primarily along the west side of the study area
- Brandywine Creek runs along the western boundary bisecting Brandywine Creek State Park in the north and Alapocas Run State Park in the south
- Dupont Country Club and Rock Manor Golf Club are recreational amenities that are adjacent to the state parks
Pedestrian and Bicycle Facilities

- Off-street pedestrian and bicycle facilities are located within the open space network along the western side and southern end of the study area.
- Usable Pedestrian and Bicycle facilities along Concord Pike (US 202) are limited and disconnected.
• DART bus routes exist along Concord Pike (US 202), Naamans Road, and Foulk Road servicing the commercial uses along the corridor and residential neighborhoods along the east side of the study area.

• A majority of bus routes provide access to Wilmington, Delaware.

• No current bus routes extend north of Brandywine Town Center.
Bus Ridership

- Bus ridership is strongest at bus stops at the north and south ends of the corridor, near Brandywine Town Center and the Astra Zeneca site.
- Bus ridership is higher than average along Concord Pike (US 202), Naamans Road, Silverside Road, and the north end of Shipley Road.
Zoning

- Commercial Regional (CR), Commercial Neighborhood (CN), and Office Regional (OR) are the primary zoning designations that line Concord Pike (US 202) and promote commercial services and employment centers.
- A range of Neighborhood Conservation (NC) districts are along the east side promoting neighborhoods and planned districts.
- Suburban Estate (SE) district is along the west side, intended to encourage large, single-family lots and preserve natural views that are characteristic to northern New Castle County.
What We Have Heard

**CONCERNS**
- Increased development will exacerbate traffic, school overcrowding, crime, and safety
- Roads are heavily traveled and intersections are dangerous
- A percentage of retail is declining and underutilized

**VISIONS**
- Create more walkable, shopping environments
- Consider senior living and 55+ communities
- Establish strategies to reduce speeding and relieve heavy traffic
- Incorporate additional pedestrian and bicycle trails
- Protect natural amenities and wildlife
- Integrate stormwater management systems
Wikimap Public Engagement

- Continue to provide information to help craft Concord Pike Corridor Master Plan
- Share your ideas on how to improve community connections and amenities you would like
- Describe where you go and how often
- View, ‘agree’ or ‘disagree’ with other user’s comments
Planning Principles
Create Identifiable Nodes

- Provide a mix of uses within a walkable area
  - 1/4-Mile Walking Radius = 5-Minute Walk
  - 1/2-Mile Walking Radius = 10-Minute Walk
Identity and Gateways

- Locate at key perimeter locations to announce primary entry points
- Establish an authentic identity and welcome visitors; building on Concord Pike (US 202)’s history and culture
- Can be organized as a series of elements with a hierarchy of scales to address vehicular, bicycle, and pedestrian arrivals
Infill Redevelopment

• Encourage development that creates strong building frontage along Concord Pike (US 202)
• Target underutilized surface parking areas that are adjacent to Concord Pike (US 202)
• Screen parking from primary streets and public spaces
• Locate building entrances along primary streets and provide easy access and wayfinding for all users
Mix of Uses

- Provides for a wide-range of uses and amenities that benefit and attract the broader community
- Encourages more compact, high-quality development within walking distance to homes, workplaces, services, and other destinations
- Promotes walkability and bicycling
- Promotes accessibility and allows for aging in place
- Potentially, concentrate active uses adjacent to major employers along Concord Pike (US 202)
Recreational Amenities

- Spectrum of passive and active open spaces attracts a broad base of users
- Provides for a wide-range of amenities that benefit and attract the broader community
- Promotes walking and bicycling
- Promotes accessibility and allows for aging in place
- Promotes family-friendly outdoor activities
- Potentially, require new development to respect and integrate with trails
Complete Streets

- Incorporate bicycle and pedestrian facilities (e.g., accessible sidewalks, curb ramps, bike racks, lighting, etc.)
- Integrate stormwater management
- Potentially, require new east-west street connections to integrate Complete Streets principles and enhance the pedestrian, bicycle, and vehicular networks
"Capacity" of a Street
Connected Networks

**Grid System**
- More travel route options
- Dispersed traffic congestion
- Equalized traffic speeds for all travel modes

**Suburban Cul-du-Sac**
- Less travel route options
- Centralized congestion along arterial roadways
- Longer travel distances
Comfort

Separation of Modes
- Buffer zones
- Adequate widths of sidewalks and bikeways

Designing for all ages and abilities
- Accessible bus stops
- Shorter crossing distances
- Pedestrian-scale lighting
Safety

Access Management
• Fewer driveways reduce conflicts
• Better connectivity between parcels reduces short trips on main arterial

Speed Management
• Slower speeds reduce stopping distances and crash severity

![Vehicle and pedestrian collision speed and survival percentage](image)
Table Discussions
Table Discussions

OBJECTIVES AND RULES
• 10-12 people per table
• 1 facilitator at each table
• Respect all opinions
• Elect a note taker for the table
• Goal: tell us your vision for Concord Pike (US 202)

• Subjects:
  • Mixed-Use Development
  • Streetscape
  • Parking
  • Amenities & Activities
  • Parks & Open Space