



PRESENTATION FOR THE

# CONCORD PIKE (US 202) CORRIDOR MASTER PLAN

COMMUNITY VISIONING WORKSHOP

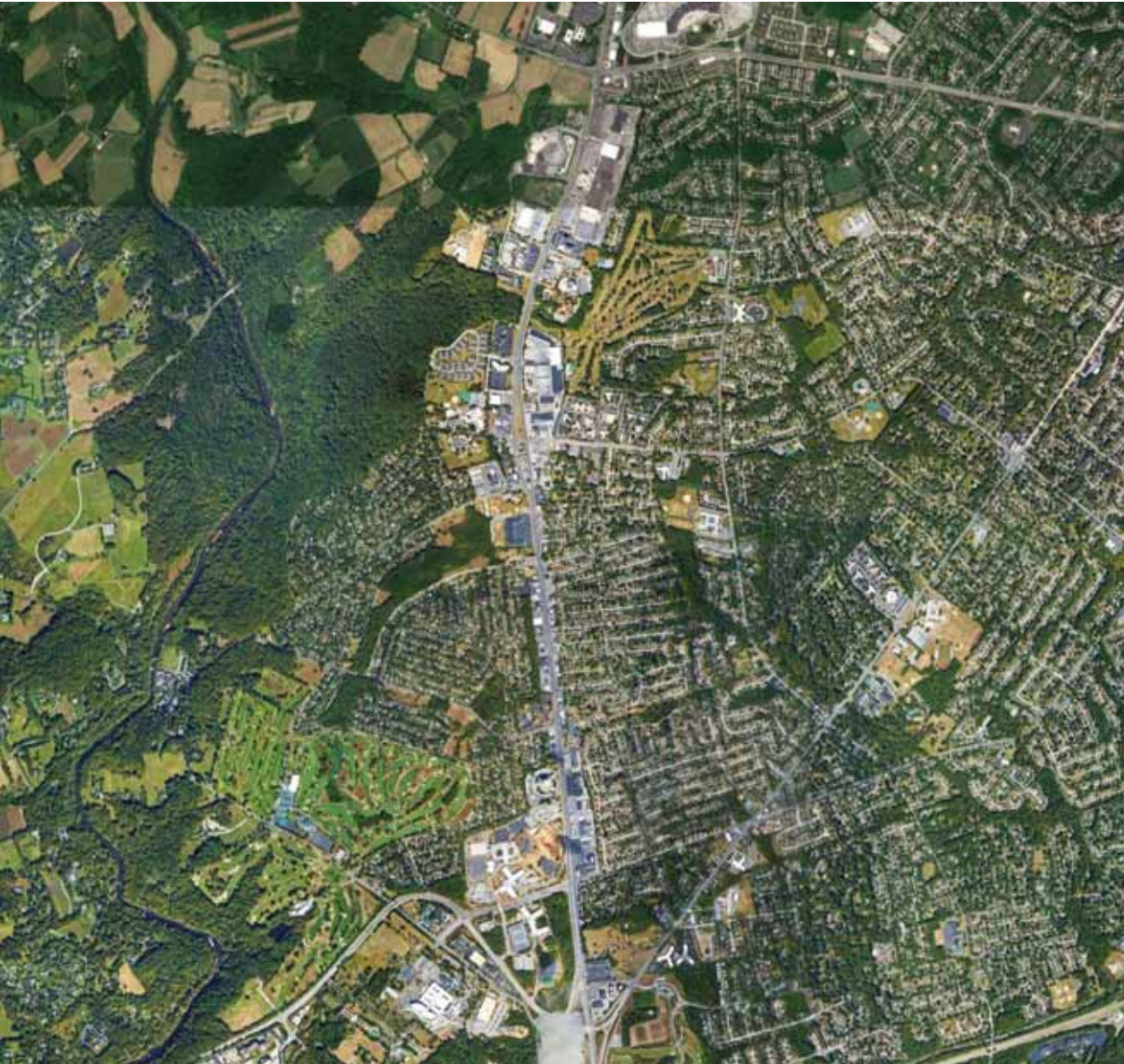
November 14, 2018



An aerial photograph of a city, likely Los Angeles, showing a mix of urban development, green spaces, and a large stadium in the upper left. The image is overlaid with a semi-transparent blue filter. A vertical white line is positioned to the left of the title text.

# 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



An aerial photograph of a city, likely Los Angeles, with a semi-transparent blue overlay. The image shows a mix of urban development, including buildings, roads, and green spaces. A prominent white vertical line is positioned on the left side of the image, intersecting the text.

# 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*



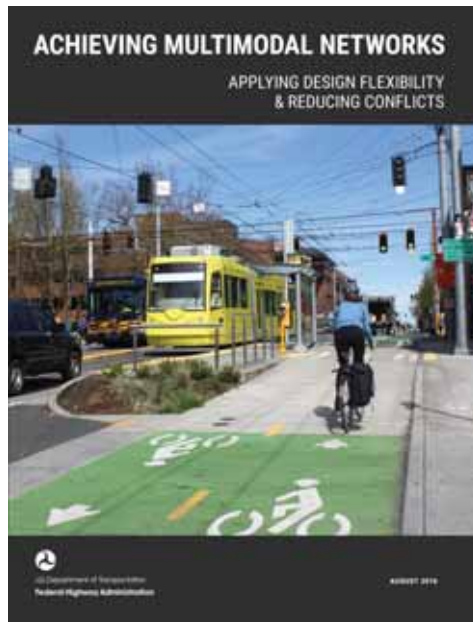
# Toole Design Group

## National Expertise



# 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*

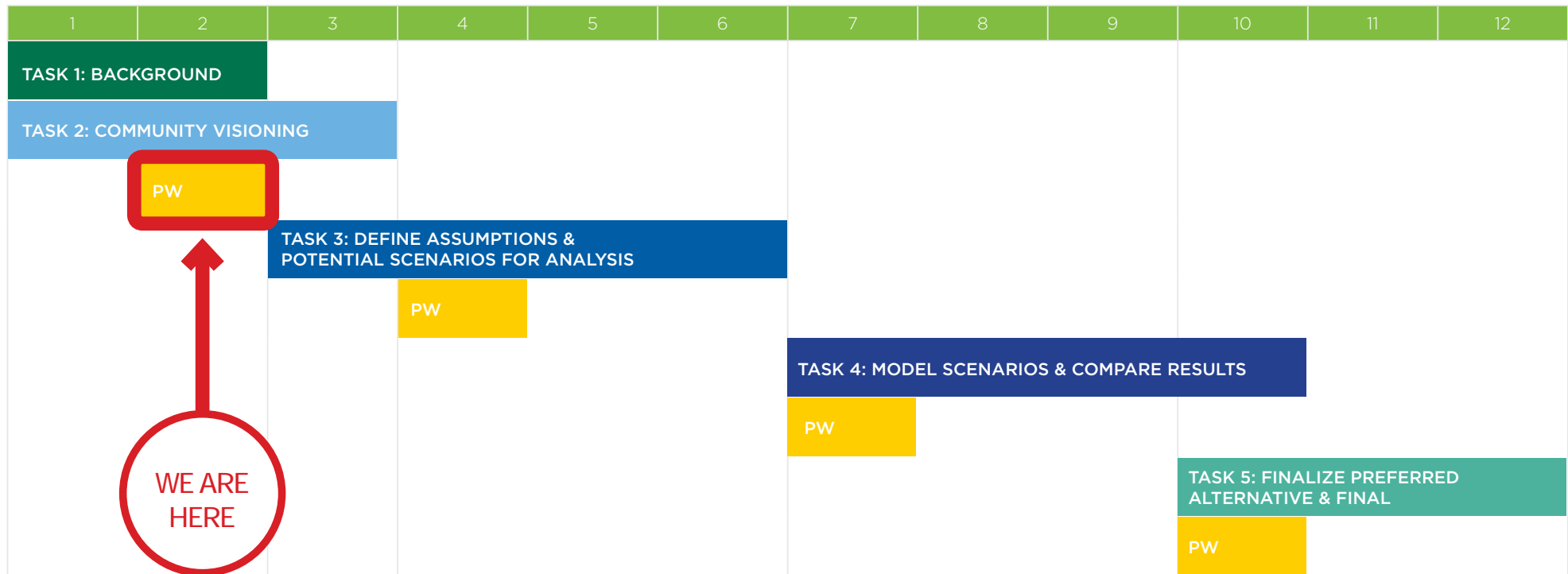


An aerial photograph of a city, likely New York City, showing various buildings, streets, and green spaces. The image is overlaid with a semi-transparent blue filter. A vertical white line is positioned to the left of the title text.

# Project **Schedule**

# Schedule

*Project Approach*







# 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.





An aerial photograph of a city grid, likely New York City, is shown in a light blue, semi-transparent style. The image is used as a background for the title. A vertical white line is positioned to the left of the text.

# 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

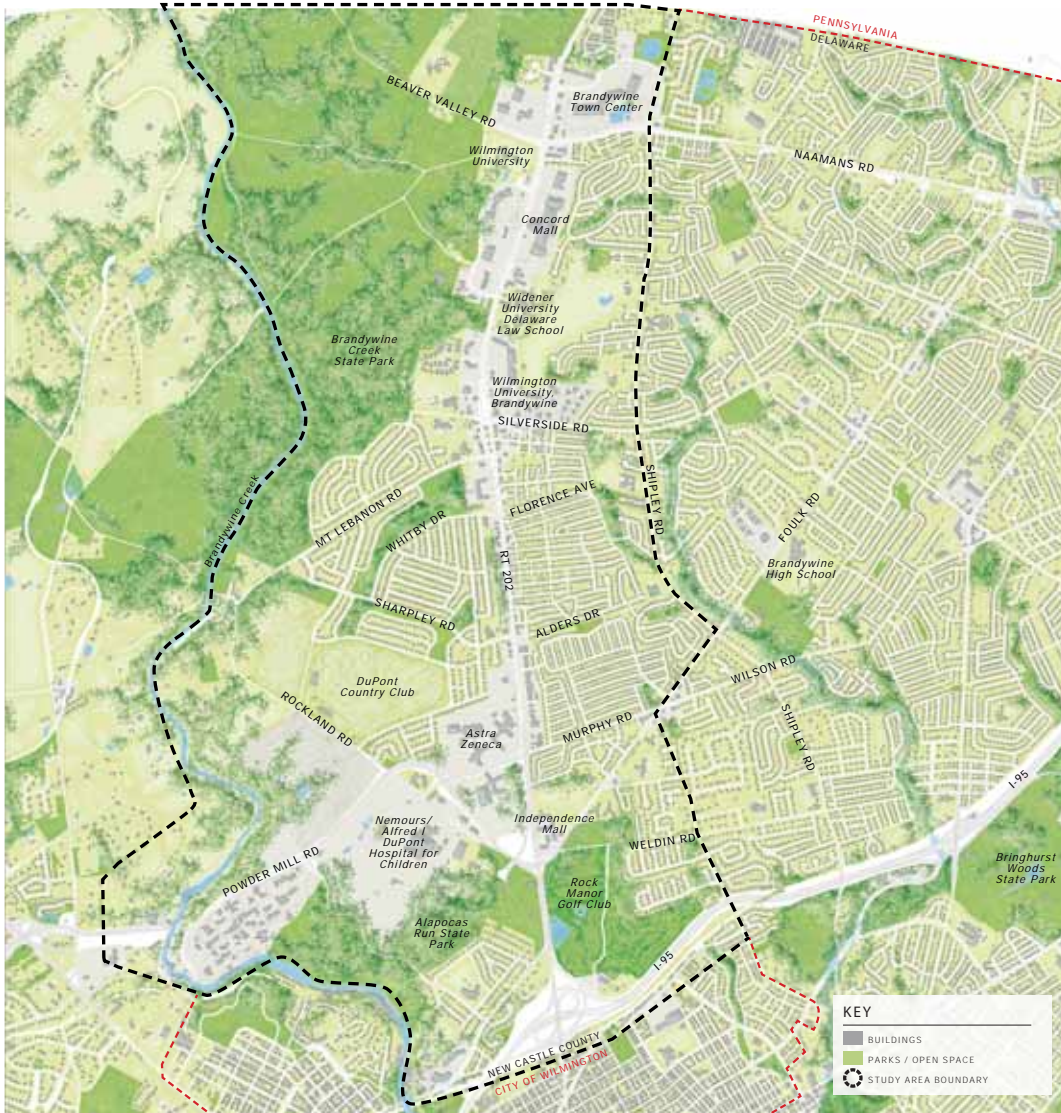
### • OFFICE: 70,000 to 100,000 sf



### • MIXED-USE DEVELOPMENT:

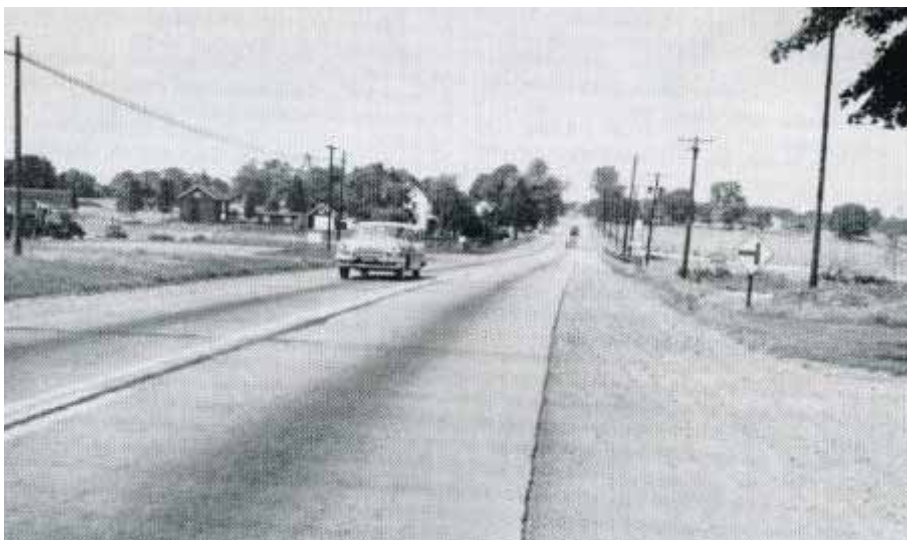
**Opportunity Areas** - Astra Zeneca site and adjacent to Wilmington University's future campus site





# Overview + History

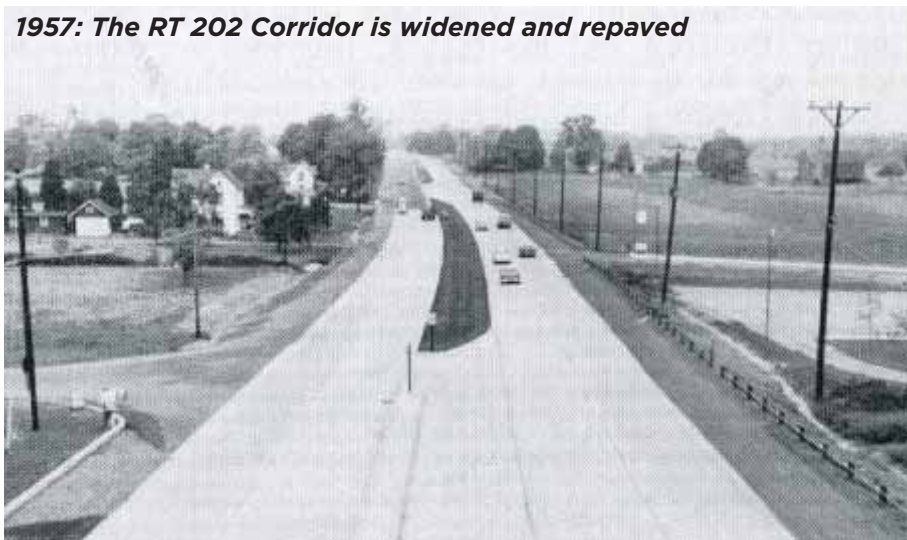
- Constructed as a private toll road in the early 1800's and completed as a state highway in the early 1920's
- Study area boundary encompasses a 6-mile stretch from City of Wilmington to Delaware/Pennsylvania State Line
- Predominantly a 6-lane arterial
- Major commuter route that is heavily commercialized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



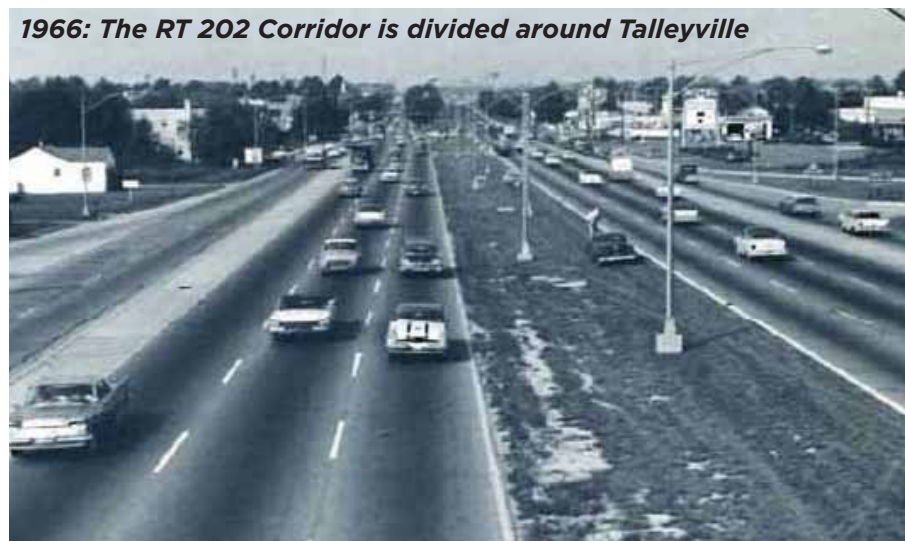
**1962: Overhead signage installed along Concord Pike (US 202)**



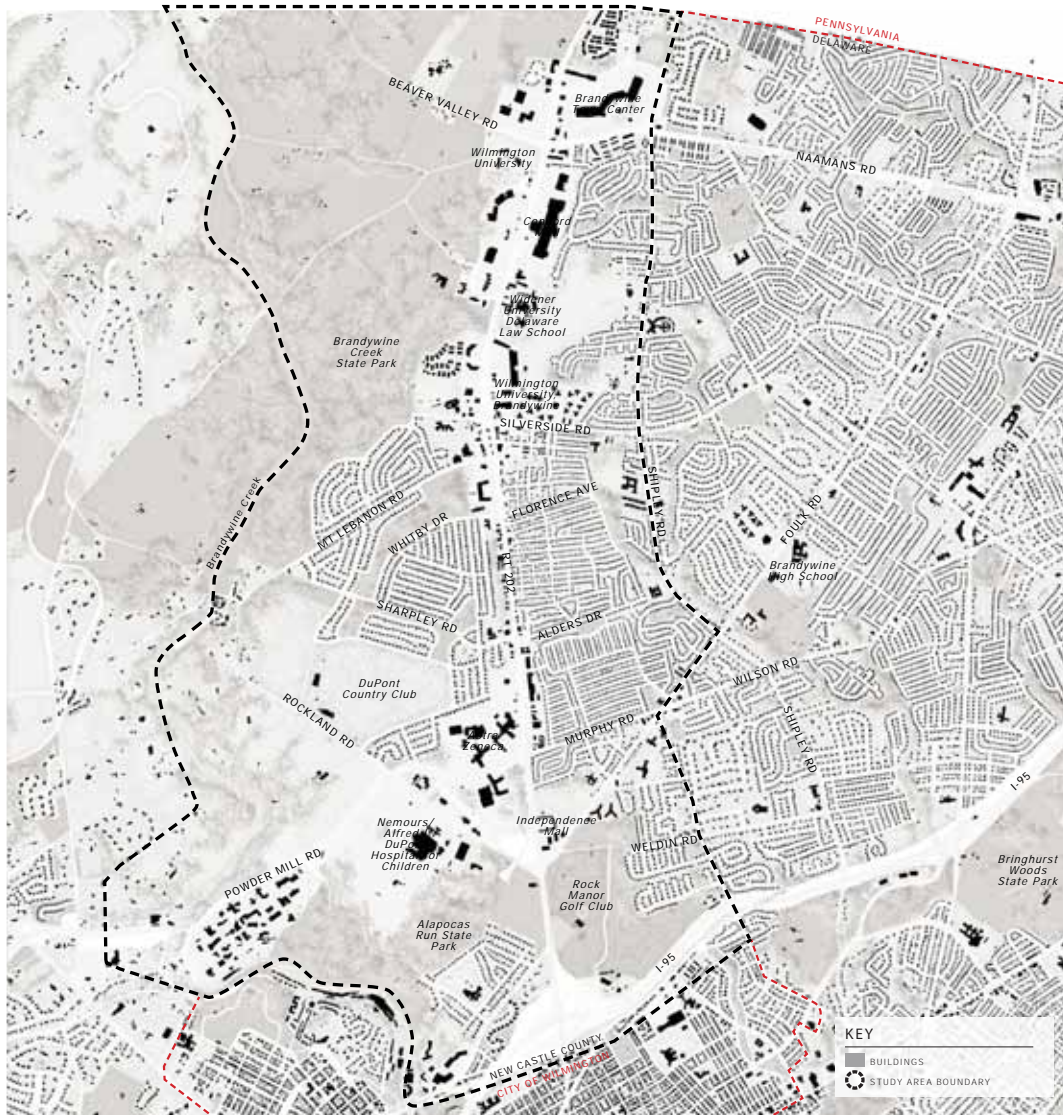
**1957: The RT 202 Corridor is widened and repaved**



**1966: The RT 202 Corridor is divided around Talleyville**





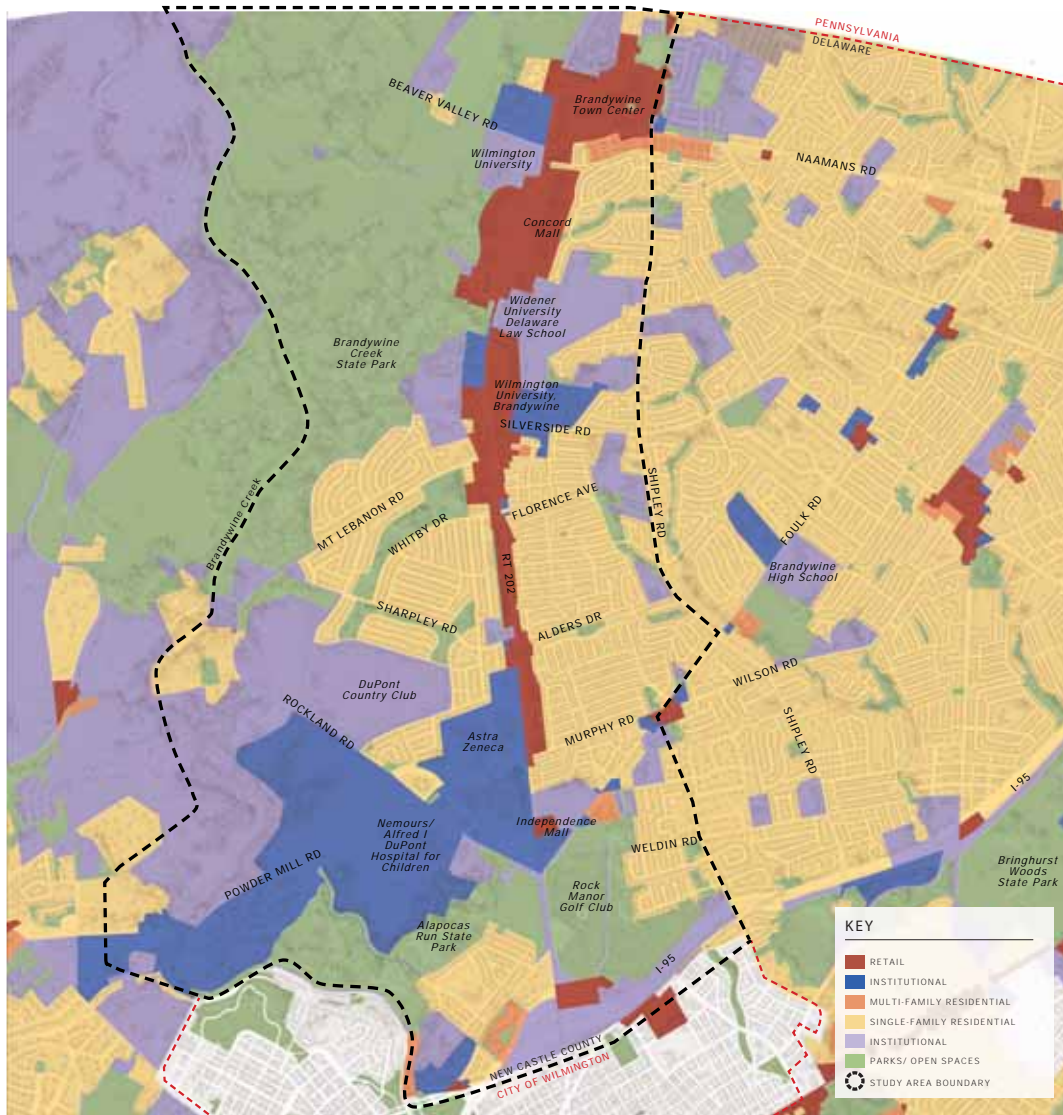


## Figure Ground

- 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)

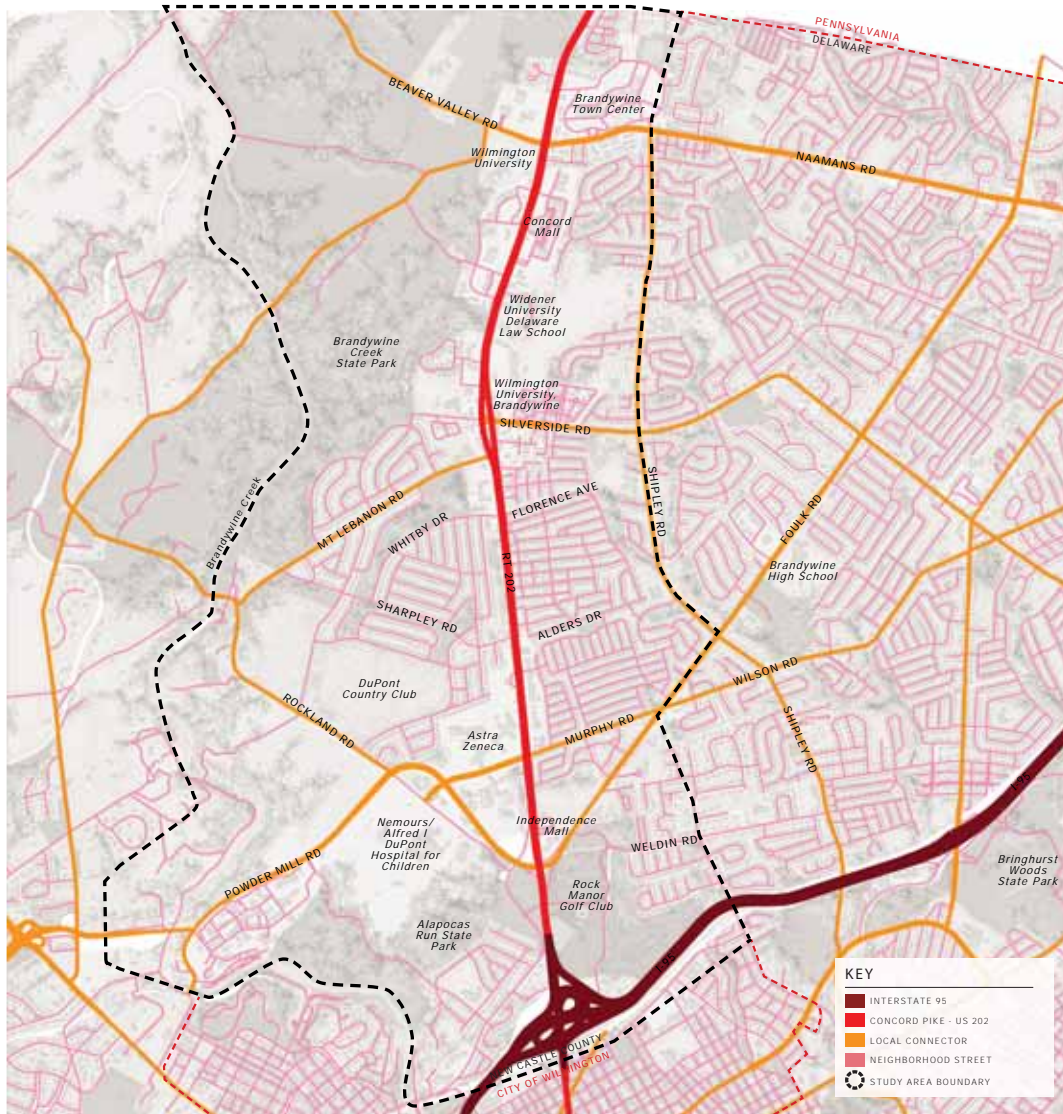
# Land Use

- 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

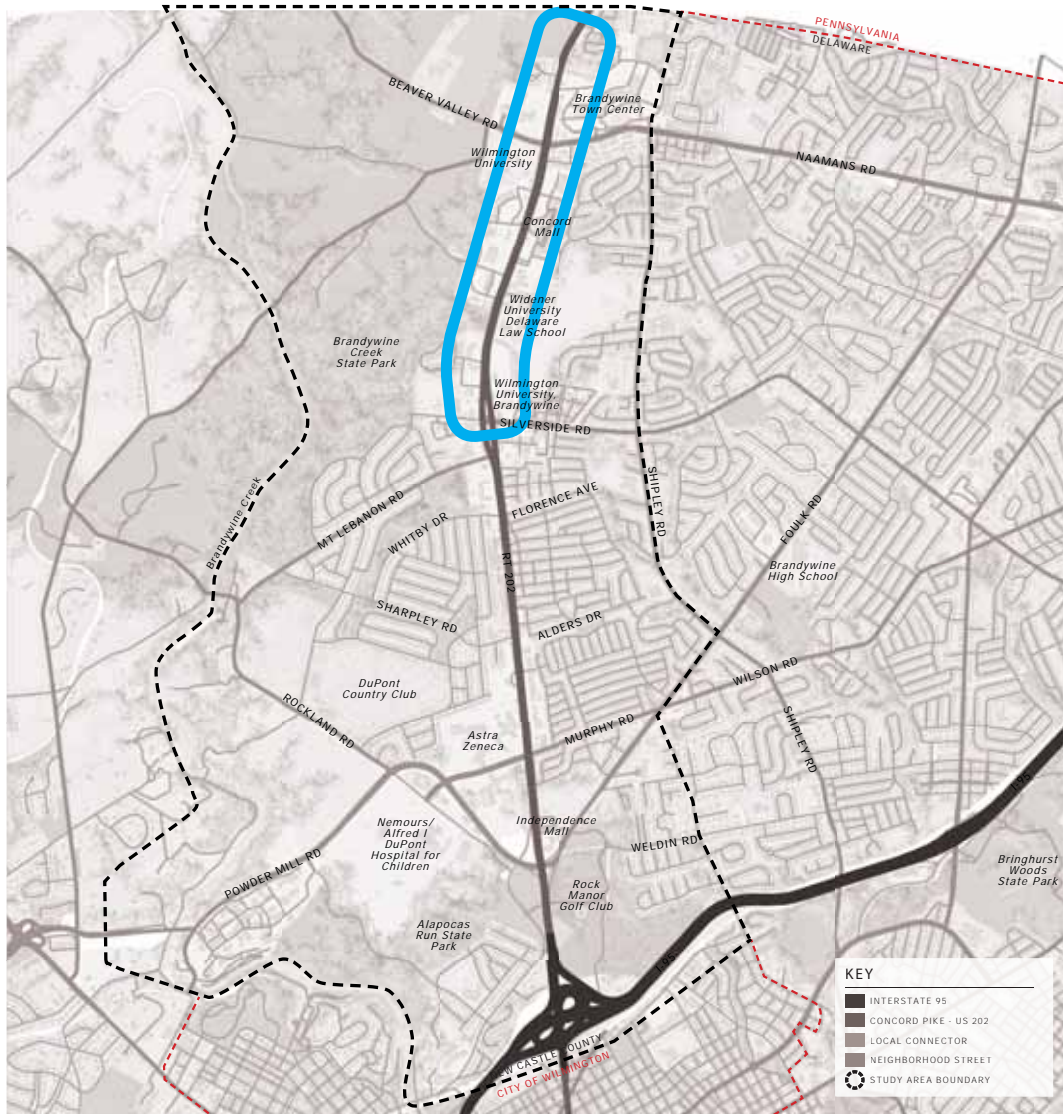


- Interstate 95 bisects the southern end of the study area boundary
- Concord Pike (US 202) is a US highway that runs north and south between Wilmington and the Delaware-Pennsylvania state lines
- Beaver Valley Road, Naamans Road, Powder Mill Road and Murphy Road are state highways that run east and 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 SILVERSIDE 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

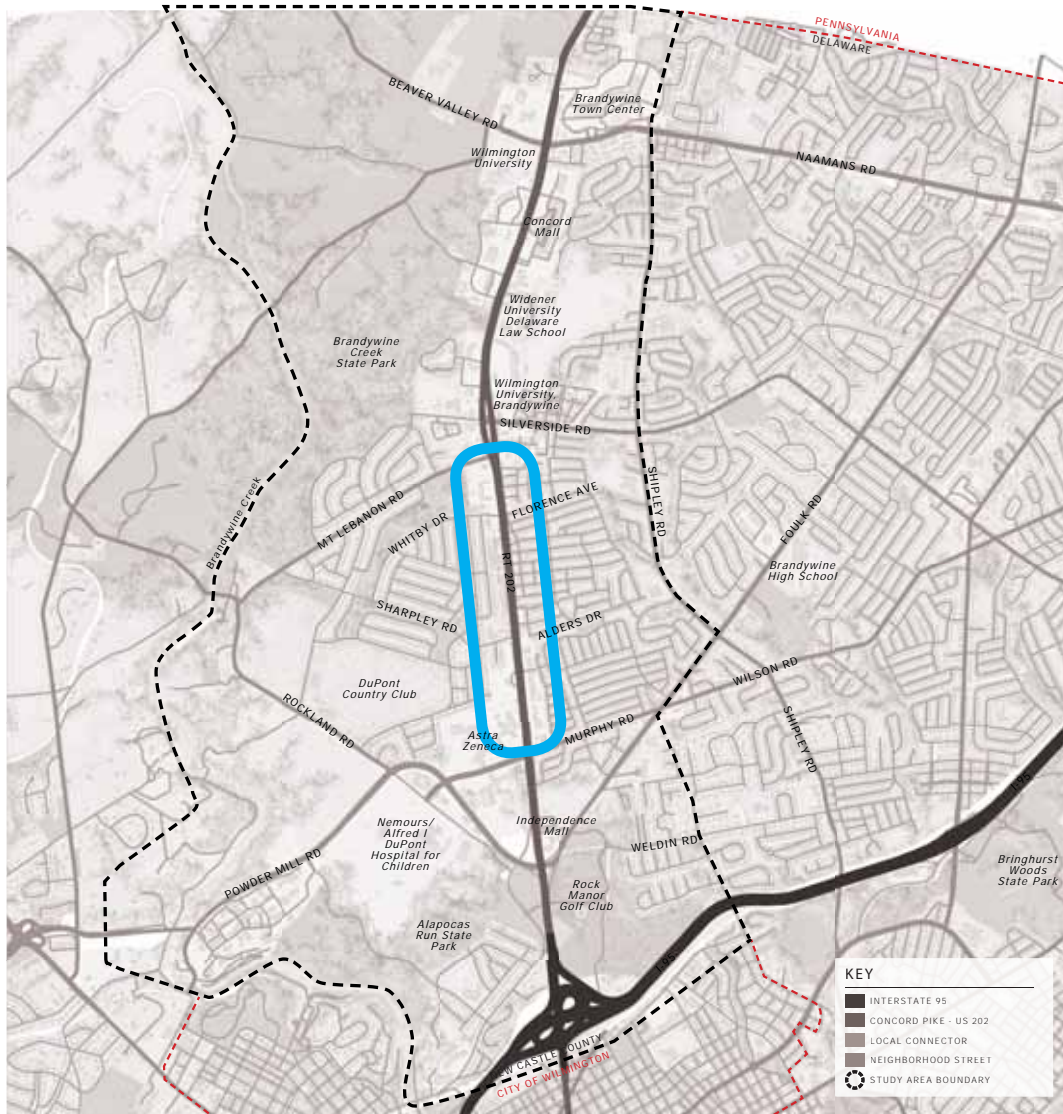




# Concord Pike Characteristics

## SEGMENT 2 - SILVERSIDE RD TO MURPHY RD

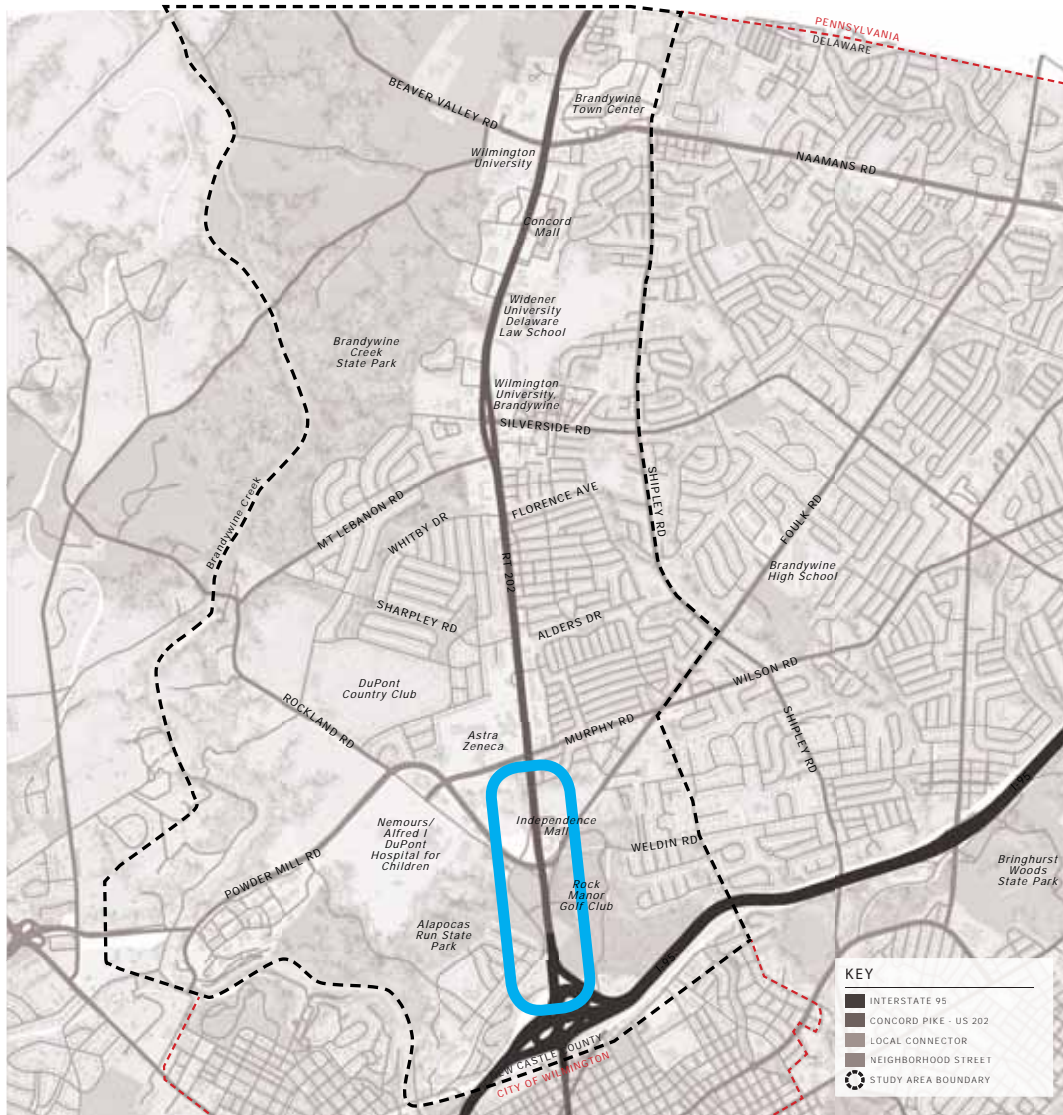
- Small retail parcels on both sides of Concord Pike
- Large number of curb cuts and access to surface parking; 100'-150' spacing on average



# 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





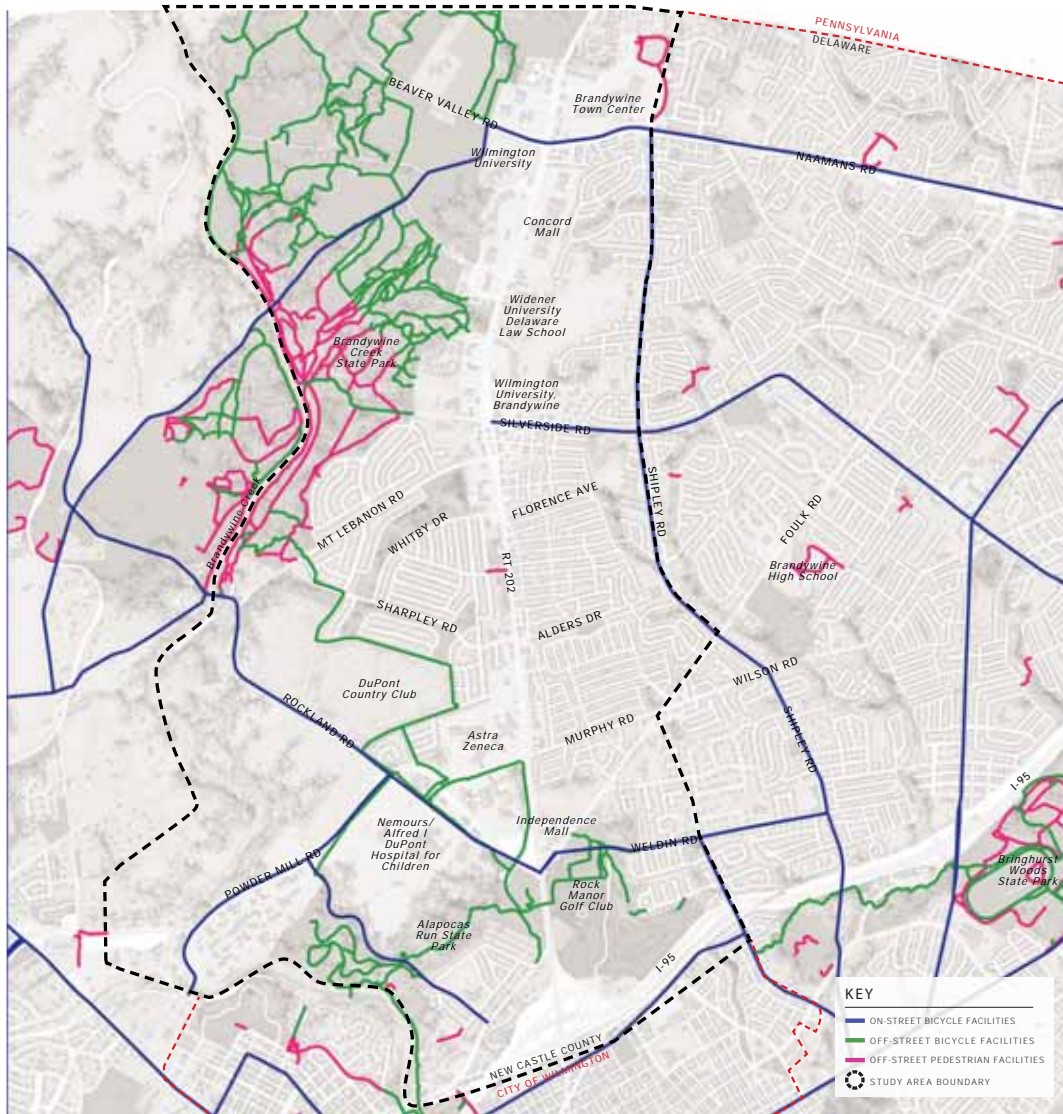
# Natural Features

- 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



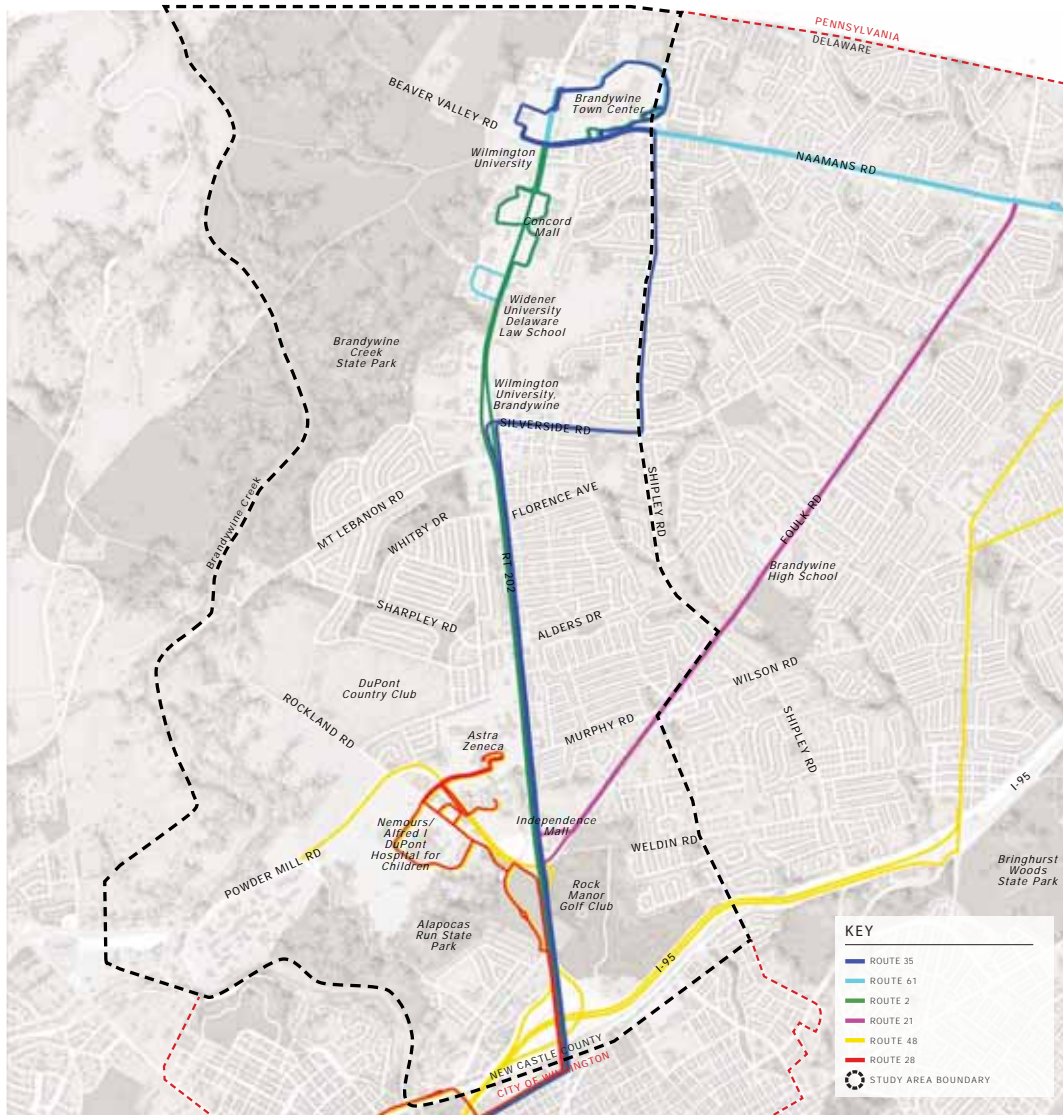
# Pedestrian and Bicycle Facilities

- 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



# Bus Routes

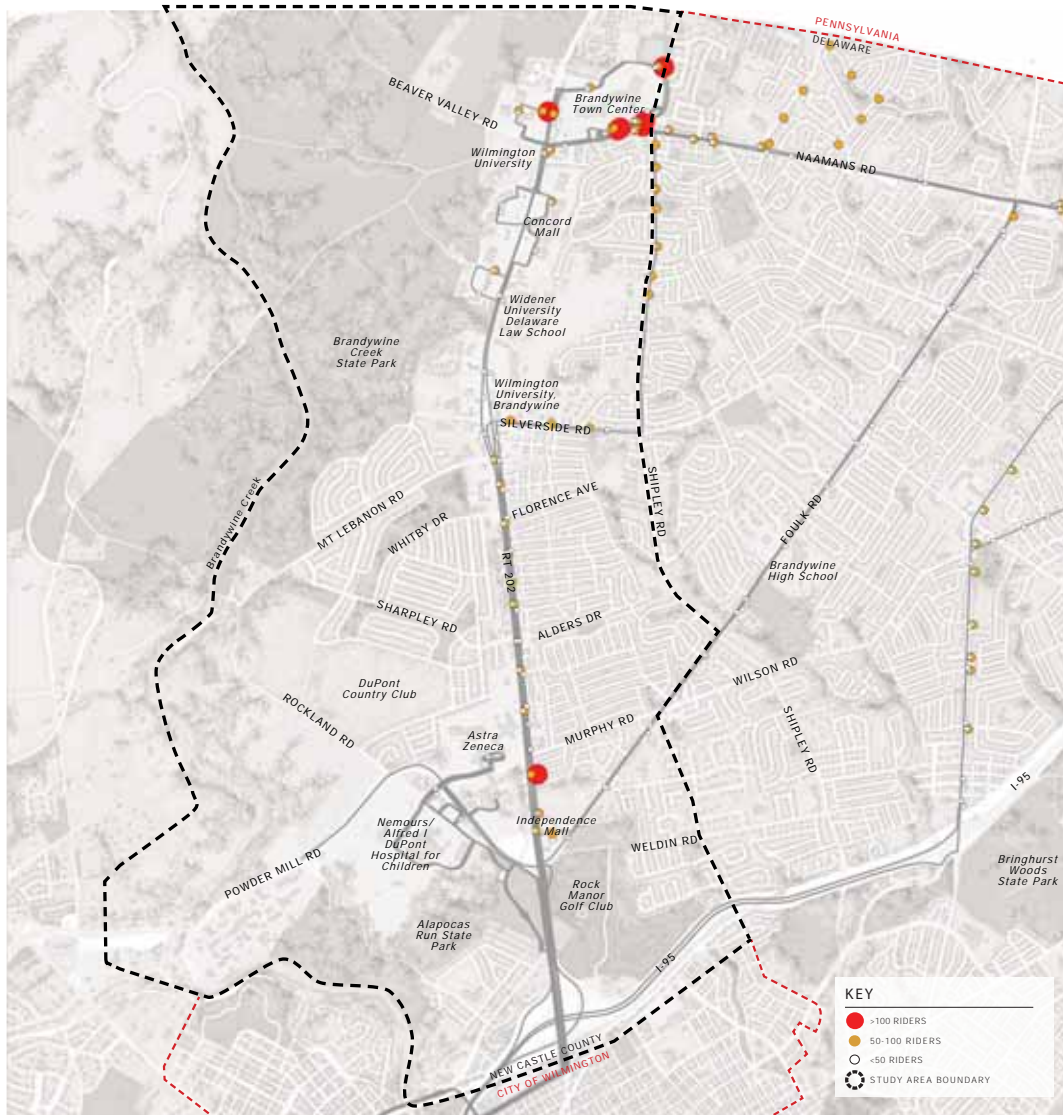
- DART bus routes exist along Concord Pike (US 202), Naamans Road, and Foulk Road servicing the commercial uses along the corridor and residential neighborhoods along the east side of the study area
- A majority of bus routes provide access to Wilmington, Delaware
- No current bus routes extend north of Brandywine Town Center



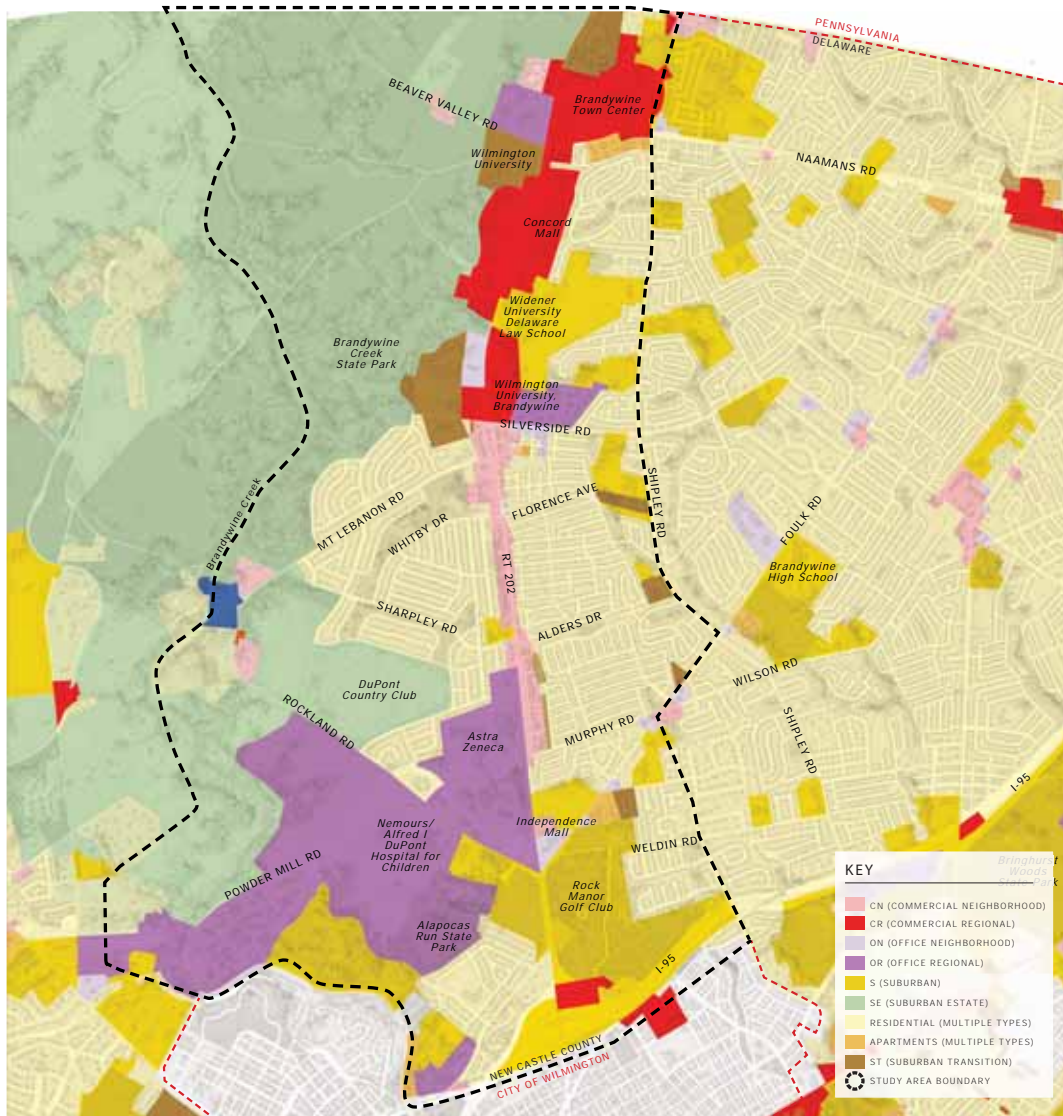


# Bus Ridership

- 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



An aerial photograph of a city, likely San Francisco, is shown with a semi-transparent blue overlay. The image captures various urban features including buildings, streets, and green spaces. A prominent white vertical line is positioned on the left side of the slide, intersecting the text area.

# Information Session Summary

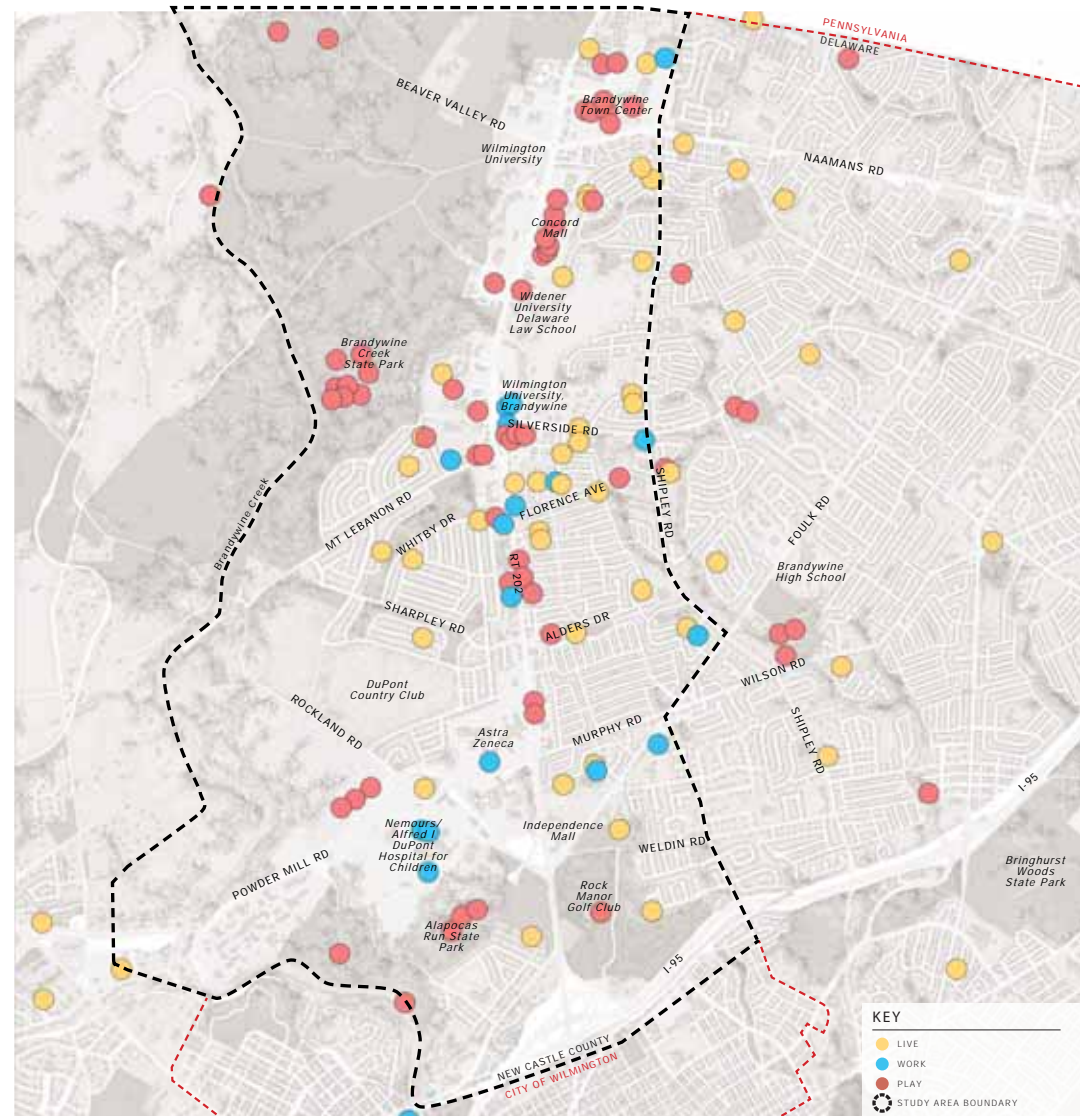
# What We Have Heard

## 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

**WILMAPCO**  
Make Your Area Planning Count

Concord Pike (US 202) Corridor Master Plan

user comments

- Destinations
- Barriers
- Improved Connections
- Desired Amenities

**Instructions**

- share** your ideas on the map by clicking on "Add barriers."
- describe** the challenges, destinations and amenities in the study area
- agree/disagree** with other users' input by clicking on their points

For detailed instructions, see "About & Help" below

About & Help • Add Barriers, Destinations, Desired Connections or Amenities

Anonymous | Draft Project

**Description**

Category: ● Barriers

What barriers exist that prevent you from walking to your destinations?

- ☐ Lack of sidewalk
- ☐ Wide roadway crossing
- ☐ Lack of lighting
- ☐ Too close to traffic

What barriers exist that prevent you from biking to your destinations?

- ☐ Lack of bike lanes or shared-use paths
- ☐ No bike parking
- ☐ Too close to traffic

What conditions exist that prevent you from using transit?

- ☐ Poor bus stop condition
- ☐ Infrequent bus service
- ☐ Lack of connectivity to desired destinations

What conditions create a challenging driving experience?

- ☐ Long signal cycle lengths
- ☐ Insufficient queue/turn lane lengths
- ☐ Restricted sight distance
- ☐ Speeding or aggressive driving
- ☐ Lack of enforcement
- ☐ Lack of transportation options that require driving for most trips

Upload a picture of the barrier

[Upload a file](#)

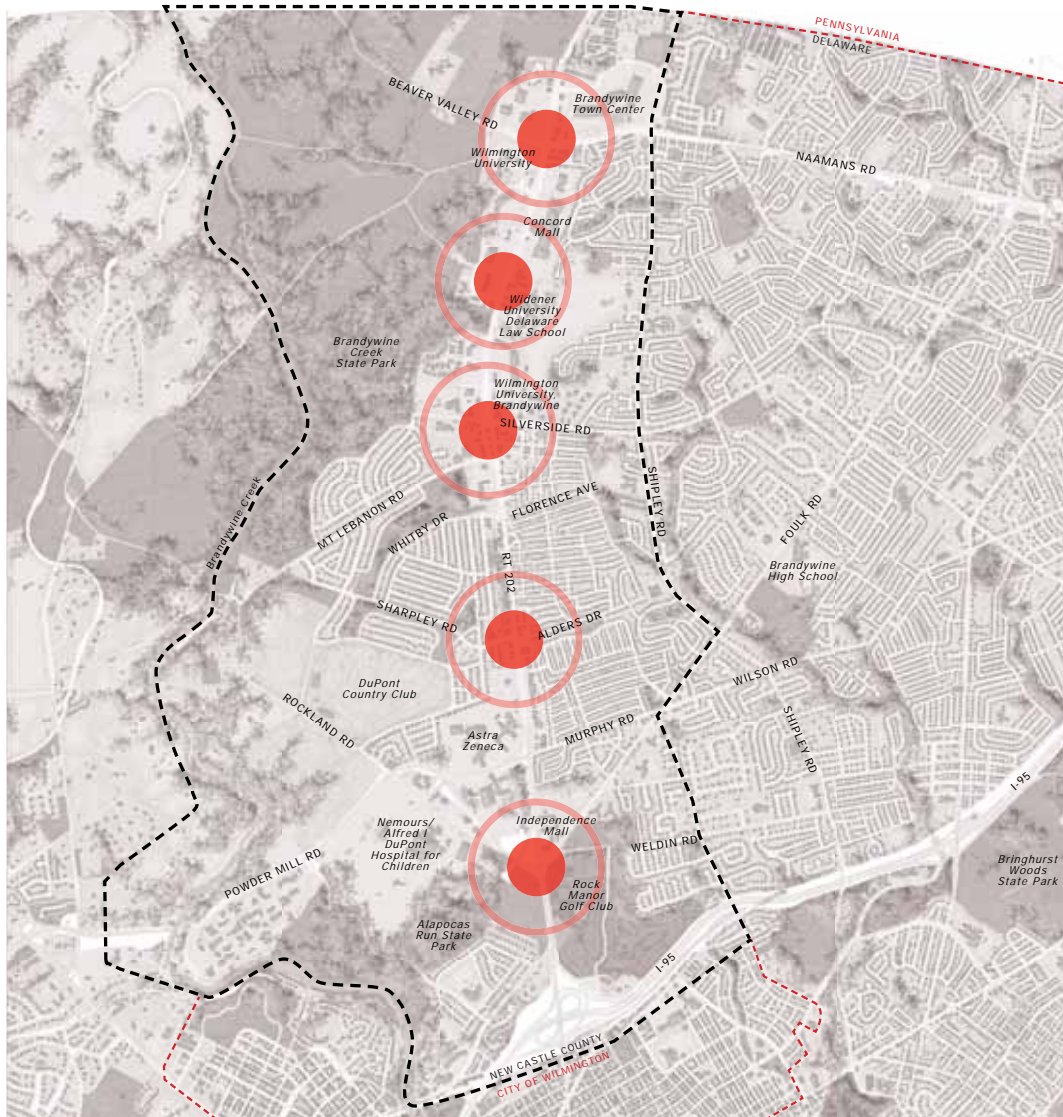
[Submit](#) [Cancel](#)

- 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

An aerial photograph of a city grid, likely New York City, is shown with a semi-transparent blue overlay. The image captures a dense urban landscape with numerous buildings, streets, and green spaces. A prominent white vertical line is positioned on the left side of the frame, intersecting the title text.

# 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

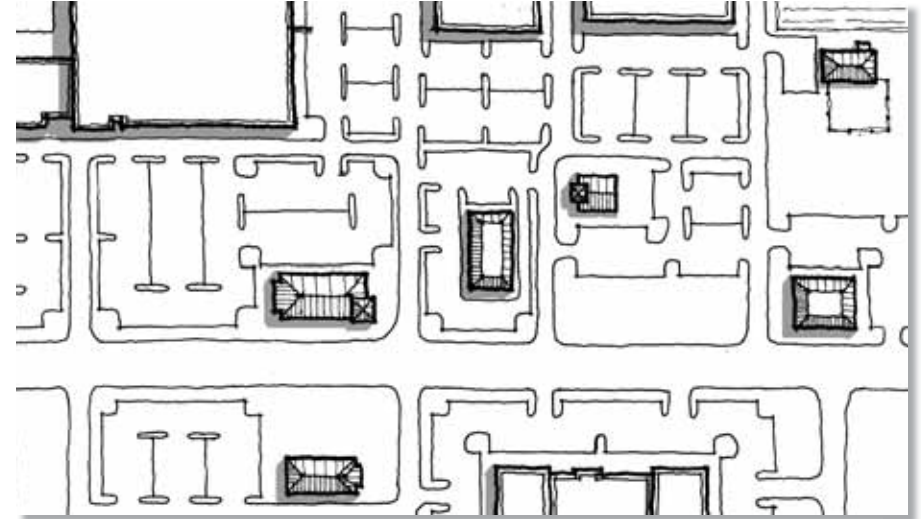




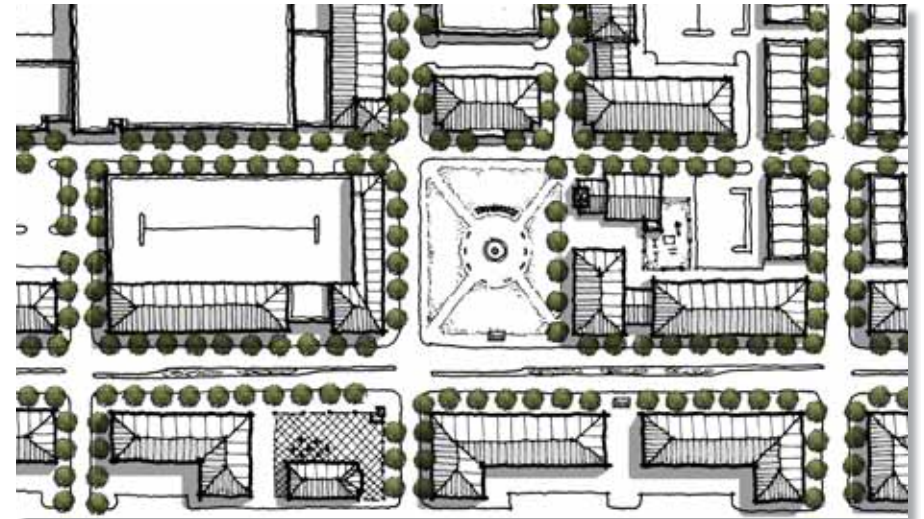
# Infill Redevelopment

- 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

EXISTING CONDITIONS



INFILL REDEVELOPMENT STRATEGY



















# 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)





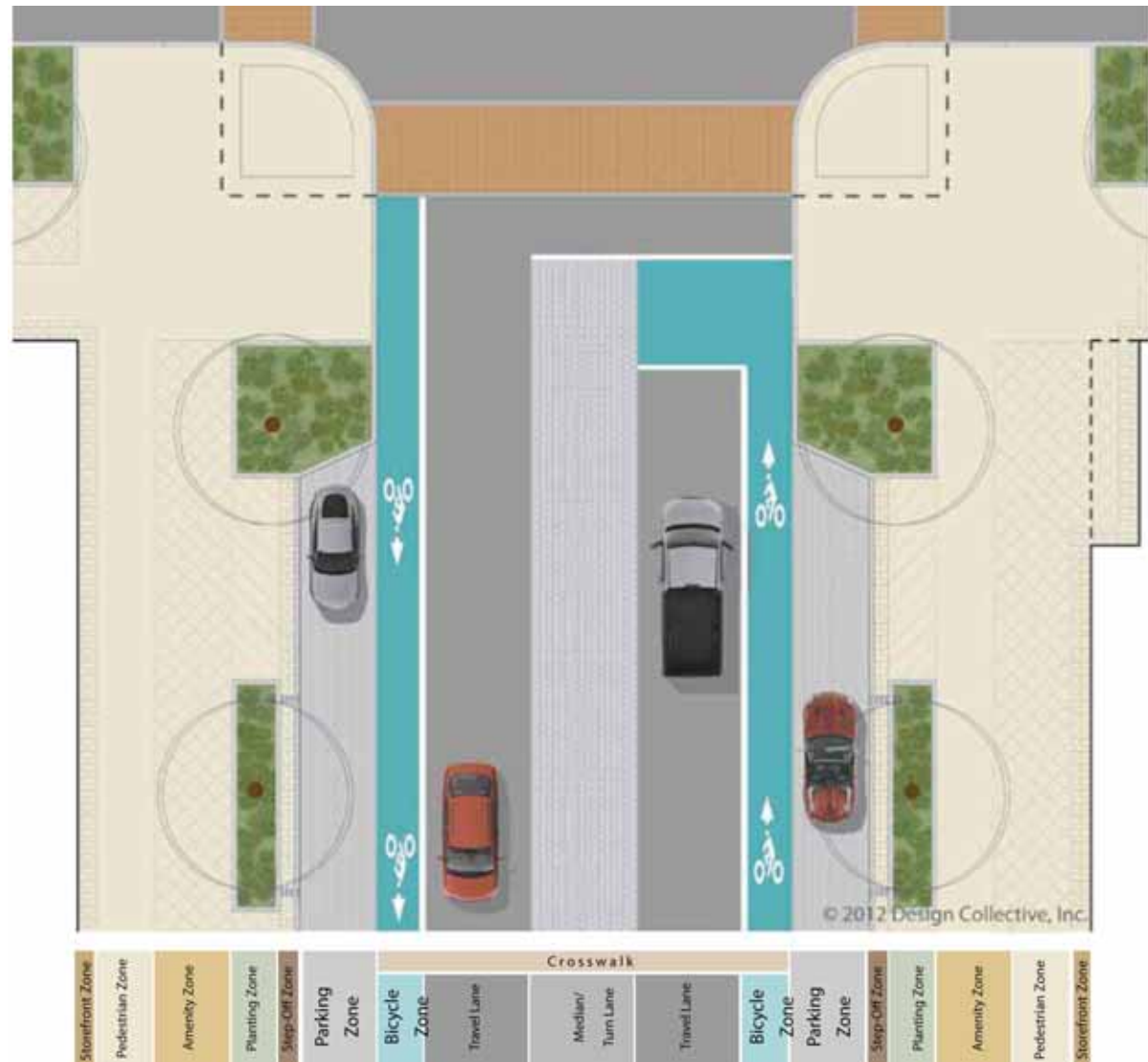
# Recreational Amenities

- 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

Lockwood

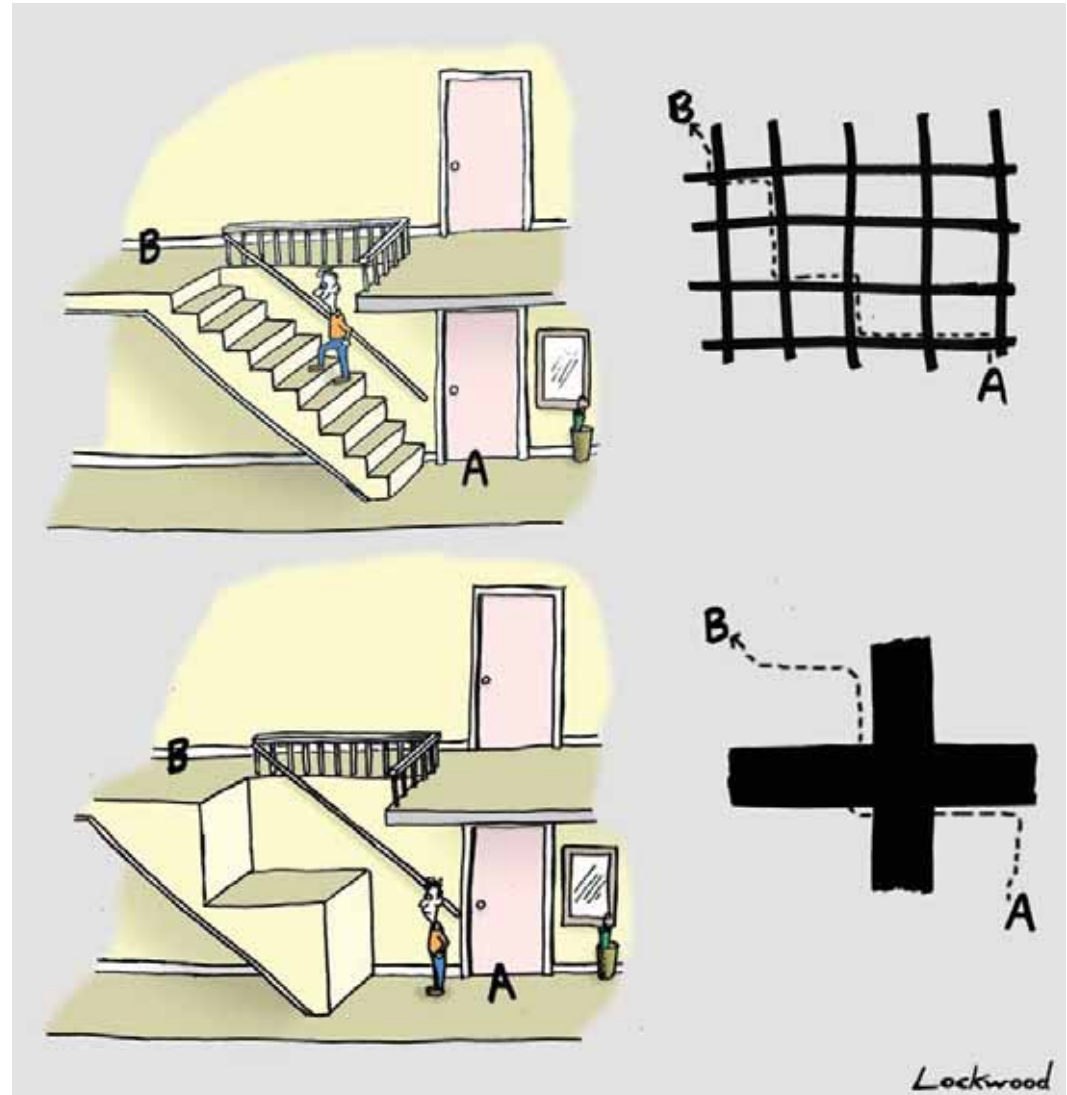
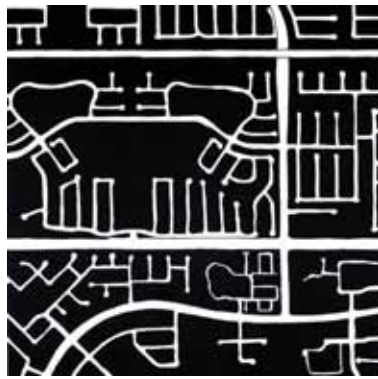
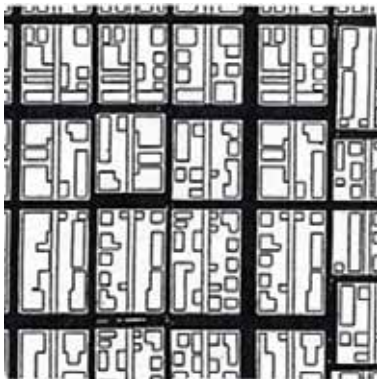
# Connected Networks

## 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



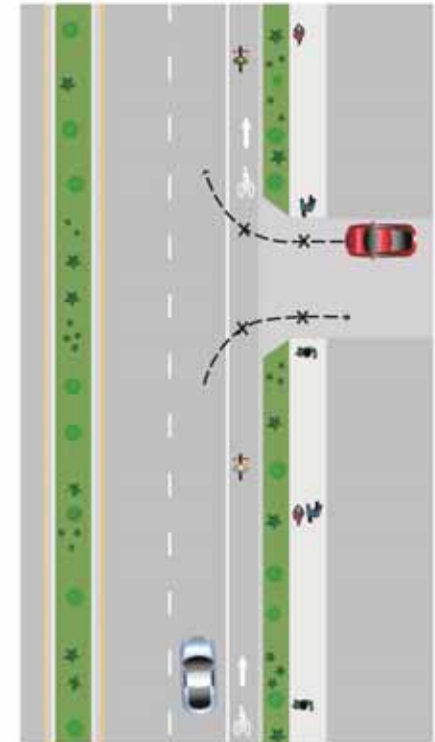
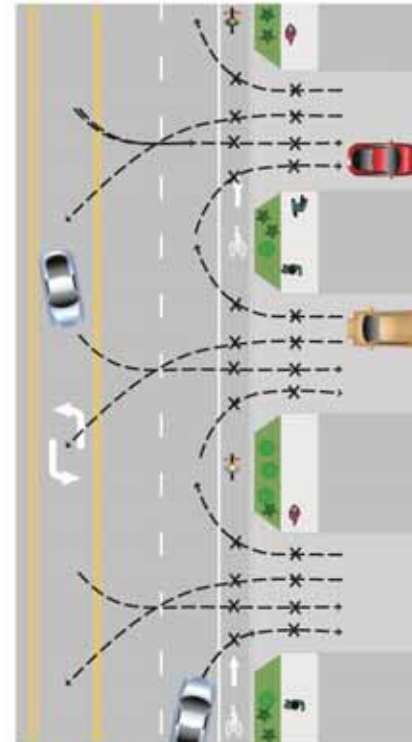
# Safety

## 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





An aerial photograph of a city, likely New York City, showing a dense urban landscape with numerous buildings, streets, and green spaces. The image is overlaid with a semi-transparent blue filter. A vertical white line is positioned to the left of the text.

# 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**

