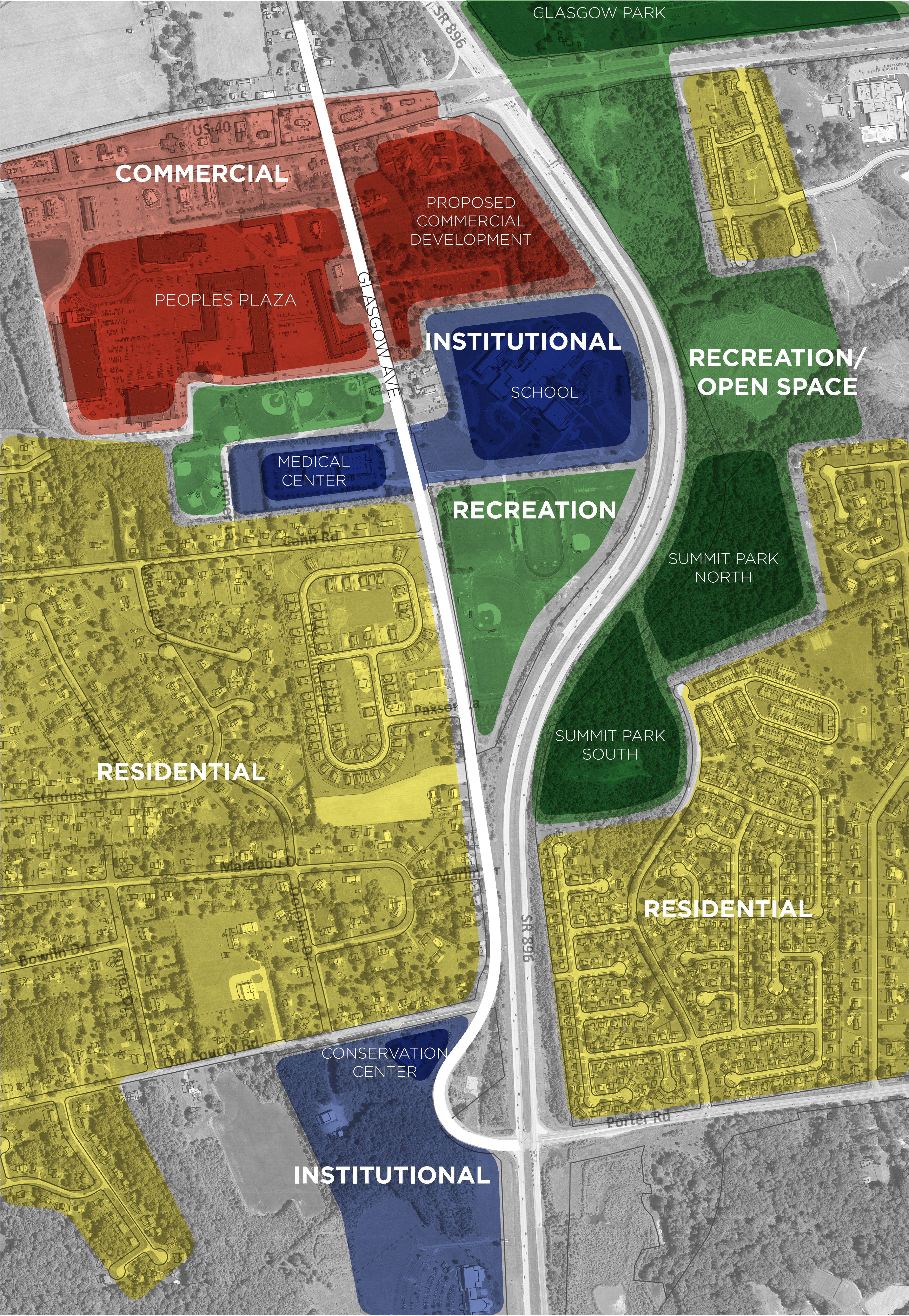
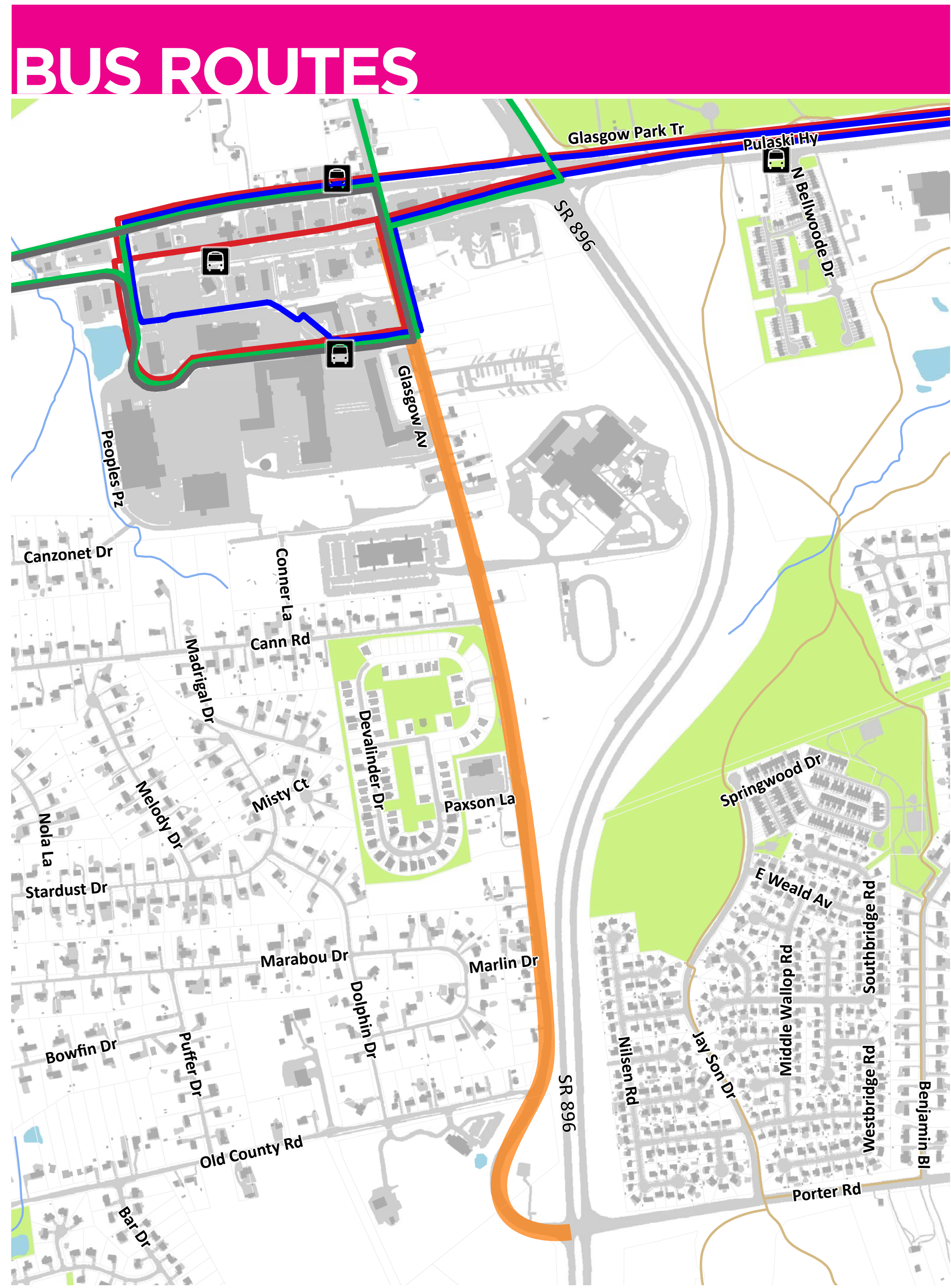
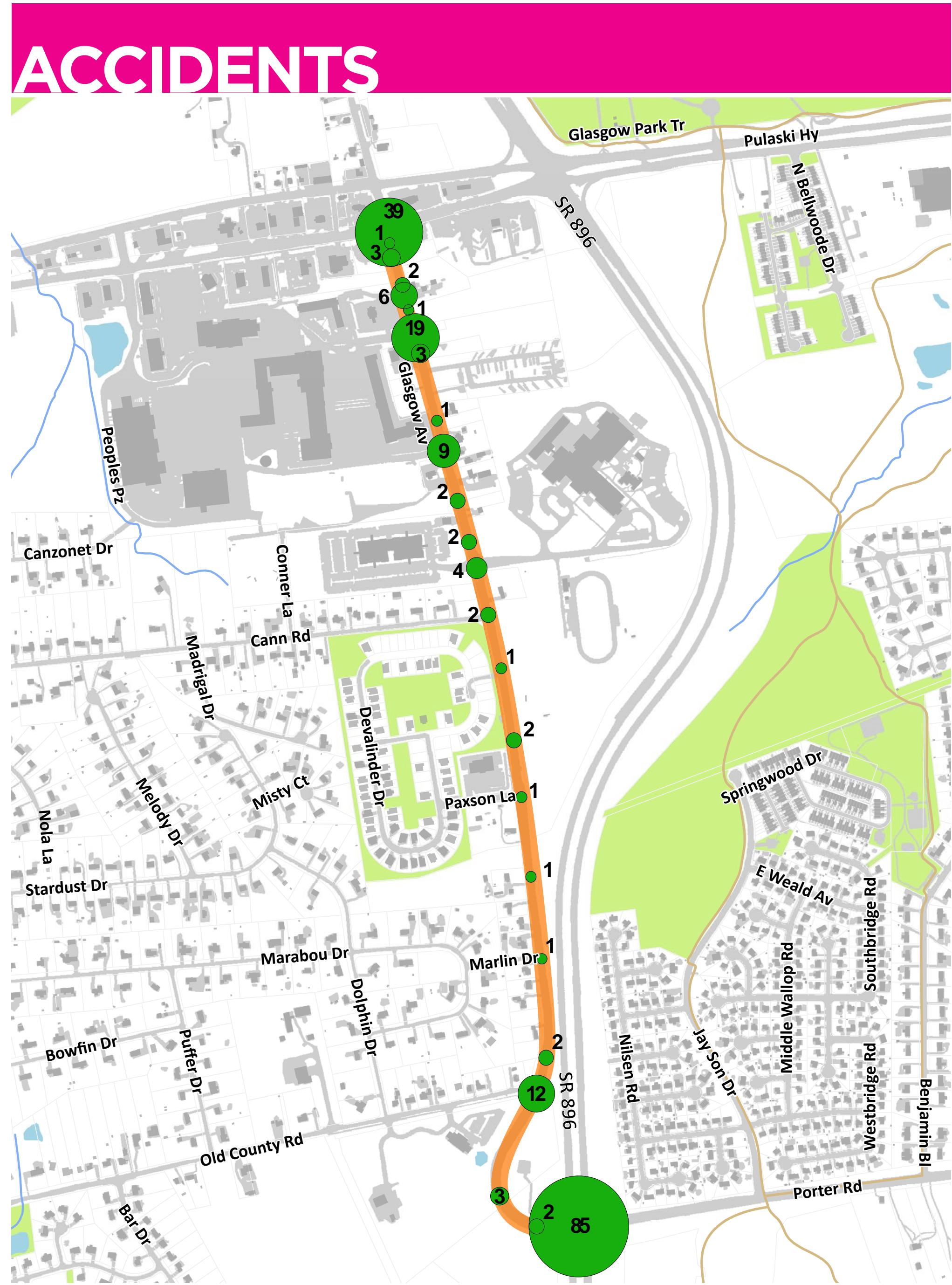


STATION 2: BACKGROUND & ANALYSIS

EXISTING LAND USE CHARACTER



EXISTING TRANSPORTATION ANALYSIS



Legend

Accident Counts (2011-2014)

Signals

Sidewalks/Paths

Crosswalks

Impervious Areas

Study Area

Proposed Trail

2013 Traffic Counts (Average Daily Trips, Both Directions)

0 - 8000

8001 - 25000

25001 - 61000

61001+

Bus Stop

DART Rt. 40

DART Rt. 41

DART Rt. 42

DART Rt. 55

Buildings

Parcels

Water Flowlines (NHD)

Freshwater Pond

Open Space

INTERSECTION LEVEL OF SERVICE



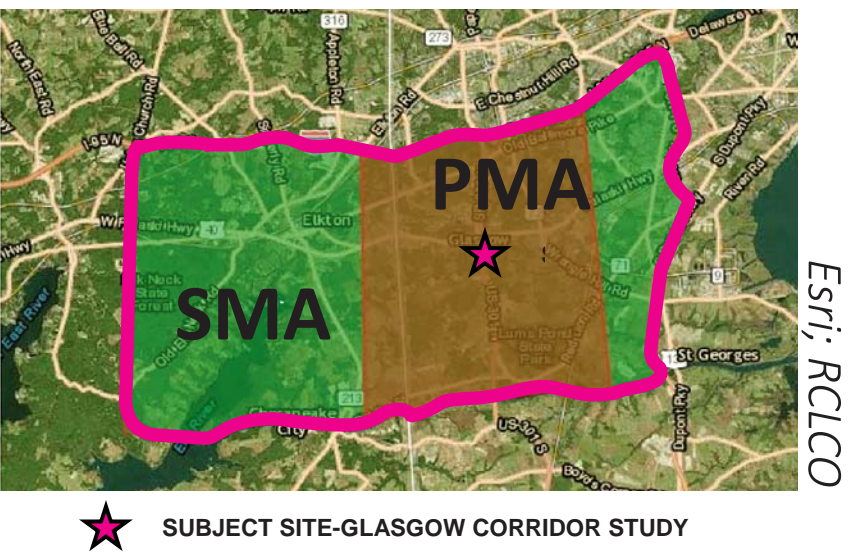
Glasgow Avenue Planning Study		Existing			Alternative 1			Alternative 2			Alternative 3		
Level of Service (LOS) & Delay		AM	PM	SAT	AM	PM	SAT	AM	PM	SAT	AM	PM	SAT
Intersection	Control												
Glasgow Ave and US 40 (WB)	Signal	C	E	C									
Glasgow Ave and US 40 (EB)	Signal	D	D	D									
Glasgow Ave and People's Plaza North	Stop	C	F	E									
Glasgow Ave and People's Plaza South	Stop	B	E	C									
Glasgow Ave and Hodgson Vo-Tech	Signal	B	C	B									
Glasgow Ave and Cann Rd	Stop	B	C	D									
Glasgow Ave and Marlin Dr	Stop	B	C	B									
Glasgow Ave and Old County Rd	Stop	D	F	E									
Glasgow Ave and SR 896	Signal	D	D	D									

Source: DelDOT Division of Planning
Synchro/HCM analysis 5/13/2015

LOS	Signalized Intersection	Unsignalized Intersection
A	≤ 10 sec	≤ 10 sec
B	10-20 Sec	10-15 sec
C	20-35 sec	15-25 sec
D	35-55 sec	25-35 sec
E	55-80 sec	35-50 sec
F	≥ 80 sec	≥ 50 sec

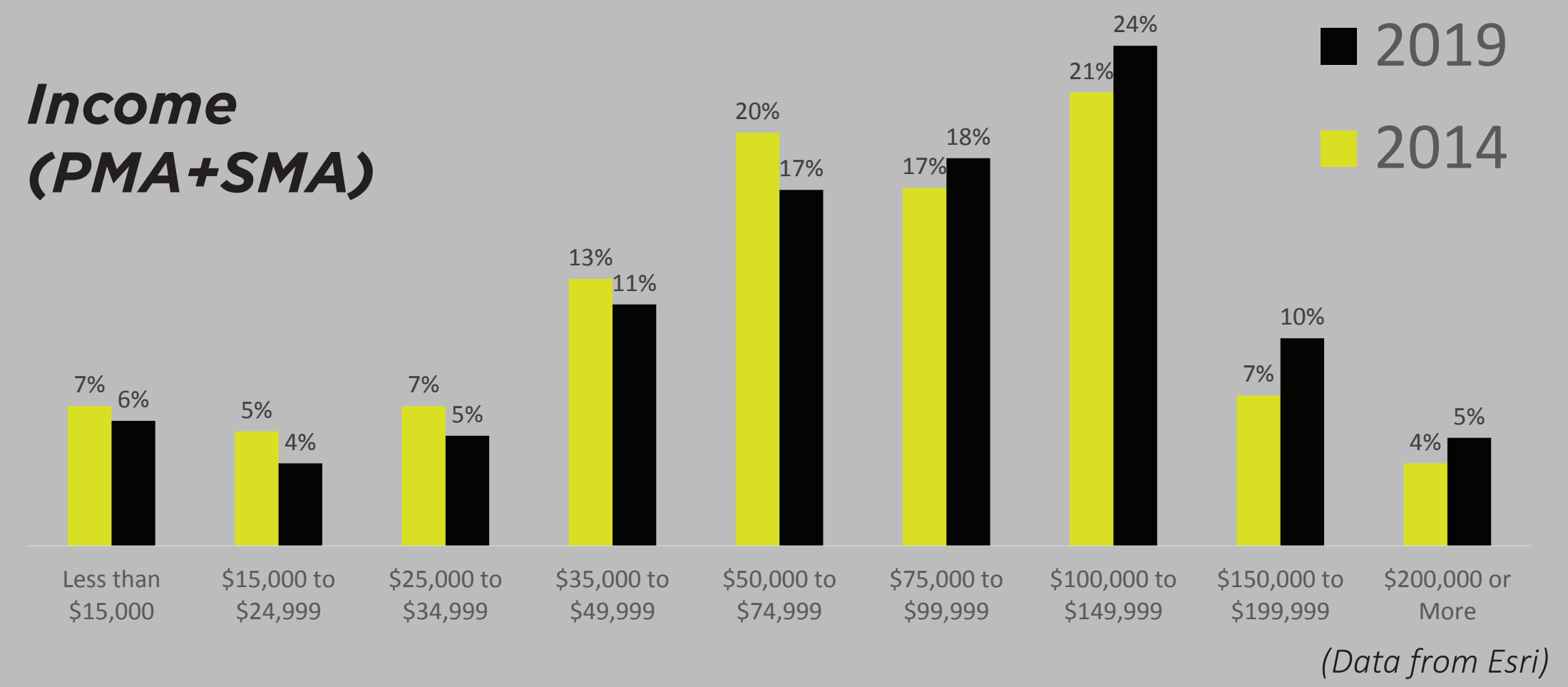
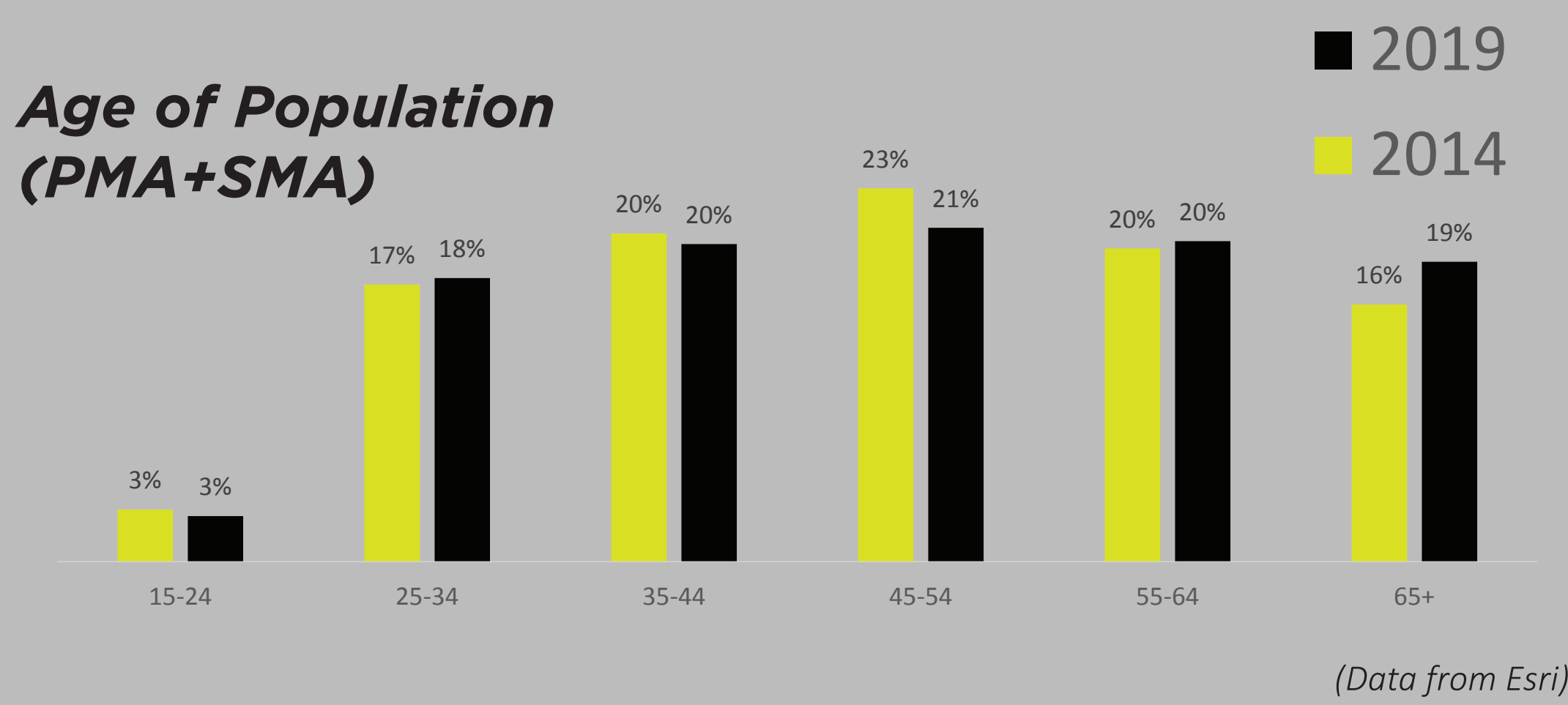
Source: Highway Capacity Manual

MARKET ANALYSIS SUMMARY



DEMOGRAPHICS

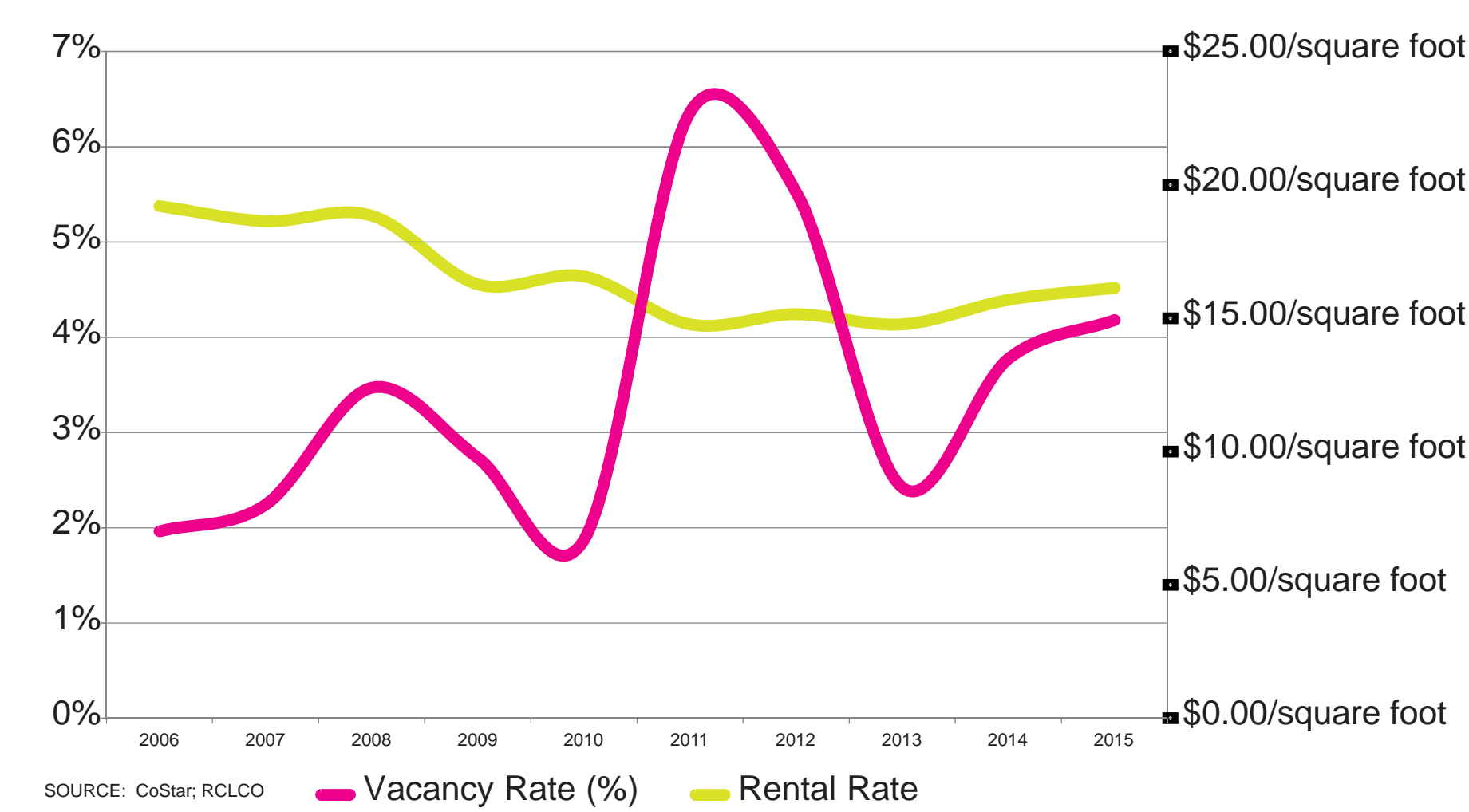
The community around Glasgow Avenue is made up of residents who are fairly young, with median ages between 35-38. More than 30% of all households in the area have incomes \$100,000 or greater, and the proportion of households in higher income bands is expected to grow between 2014 and 2019. Overall, median annual income in the PMA is \$80,000, while it is \$74,000 in the SMA.



RETAIL

Glasgow Avenue retail is dominated by long-term local tenants and traditional national tenants, neither of which have captured a large share of regional retail dollars. Low vacancy and moderate rental rates (which have struggled to recover post-Recession) indicate a stable but relatively non-dynamic submarket. The primary and secondary market areas of this study include a large proportion of households with high annual incomes, high existing home values, and a core financial stability that is supportive of relatively higher quality retail; this may indicate an opportunity for a “first mover” to execute a contemporary retail vision.

Rental Rate and Vacancy Rate (PMA)



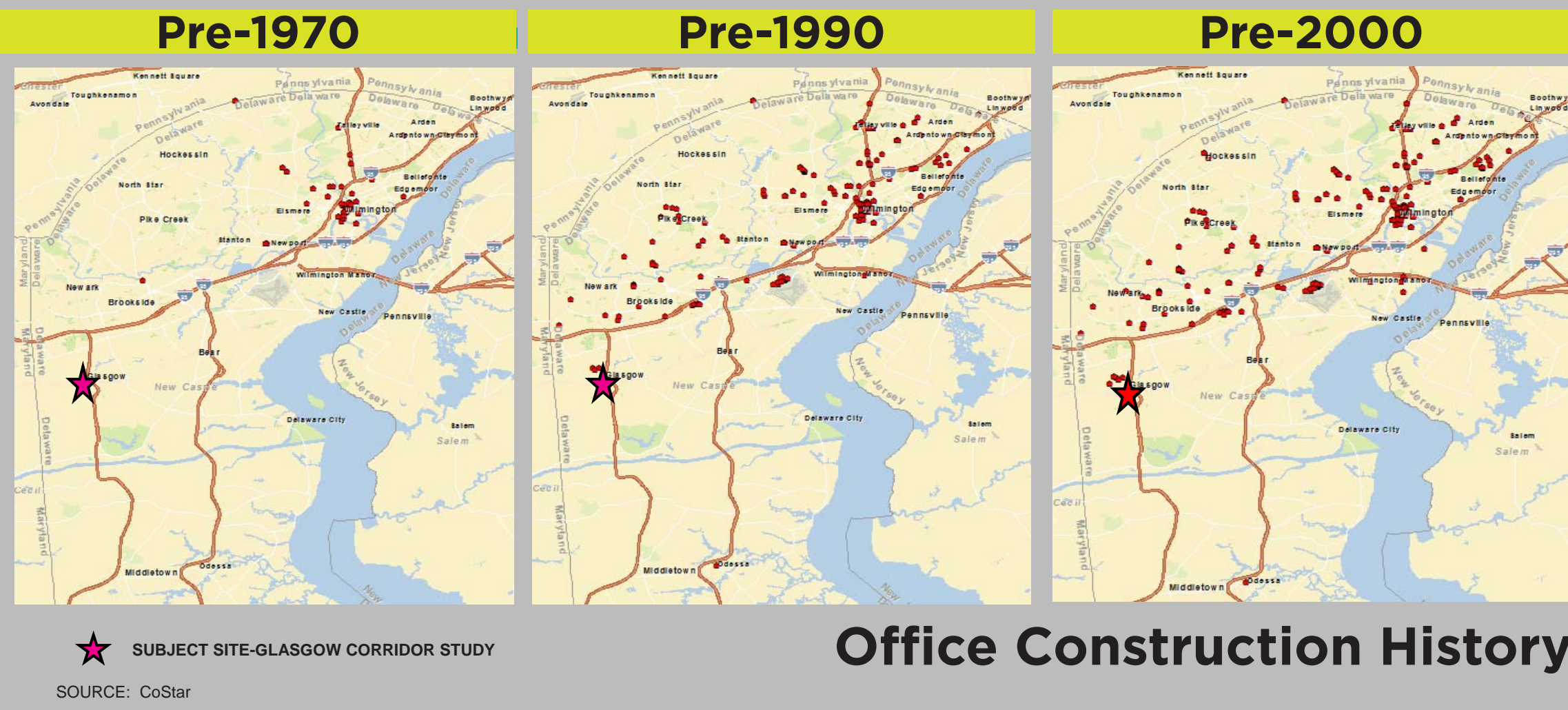
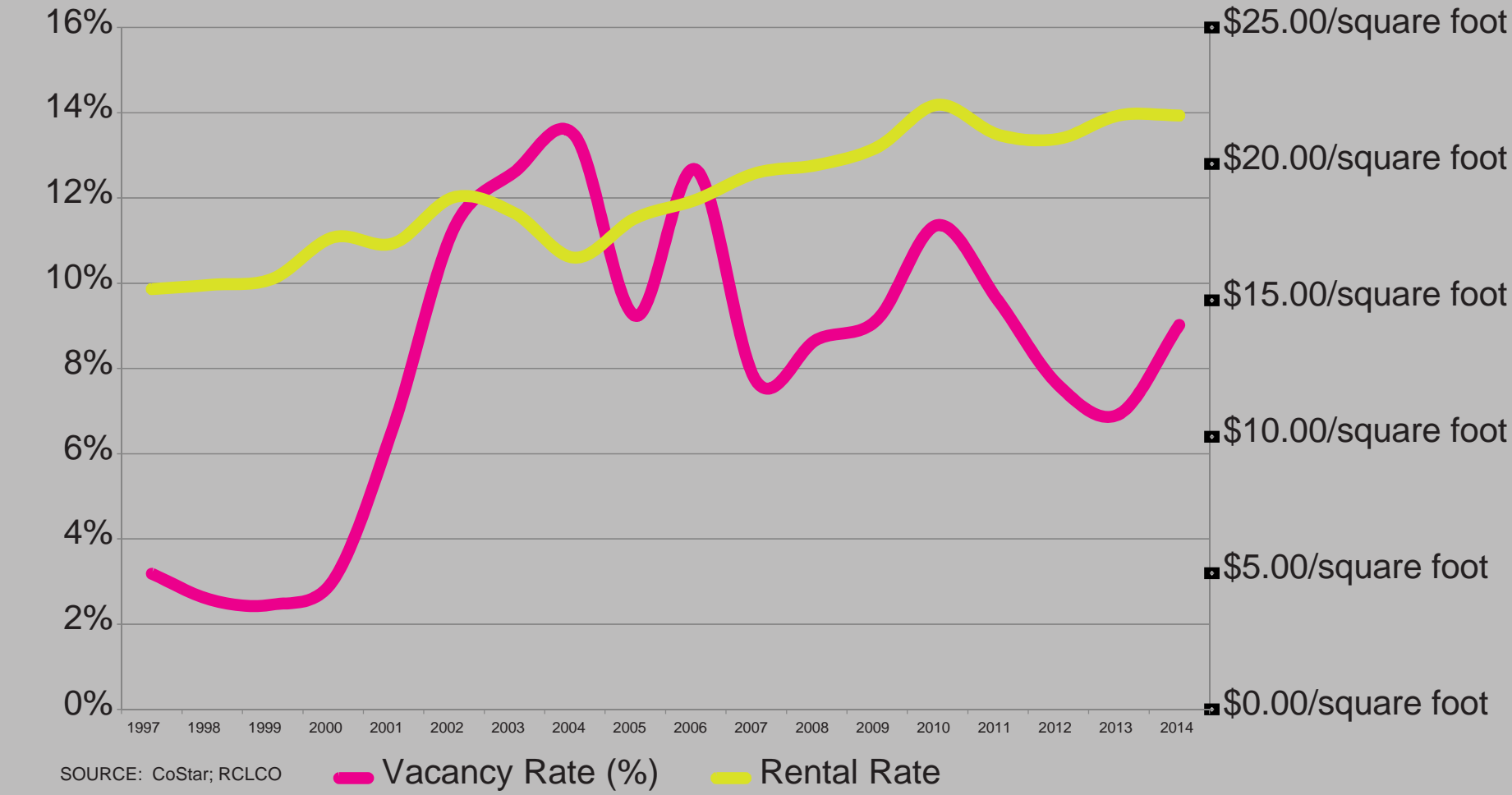
Competitive Retail Market (PMA+SMA)



OFFICE

Current vacancy rates (9%) and low rent growth suggest that the current office stock is adequately meeting demand for office space in the area. Due to the fairly robust pipeline of office projects along the US 40 corridor and a lack of robust demand drivers (such as major pre-existing employers or superior transportation connectivity compared to other regional submarkets), an office development opportunity is likely a longer-term strategy.

Rental Rate and Vacancy Rate (SMA)



Office Construction History

RESIDENTIAL

Rental: The market could likely support a mixed-use development with 24-41 rental units.

For-Sale: An offering of 10-15 units of townhomes would likely be a feasible scale of development.



Rental Units:

The majority of the PMA's rental households in turnover will choose existing older renter product. Given the supportable demand, the rental development at this site would most likely take the form of a limited second story rental product located above retail. There is also potential for unique live-work units that combine living space and work space in a single unit.

For-Sale Units:

Nearly 80% of owners in the market prefer single-family detached homes that are not suitable for a mixed-use, walkable site plan. Townhomes could be more easily incorporated into a walkable development.