# Chapter 6
# TRANSPORTATION
**(06/21/16)**

Newark is a multimodal transportation community. Newarkers use automobiles, use bicycles, take public transit, use wheelchairs, and just plain walk or run. Table 6-1 shows the 2009-2013 American Community Survey 5-year estimates, by mode, of the City of Newark's "Commuting to Work" of workers 16 years of age and over:

**Table 6-1: Commuting to Work in Newark**

| COMMUTING TO WORK (Workers 16 Years and Over) | |
|---|---|
| **Car, truck, or van: Drove alone** | 63.70% |
| **Walked** | 15.00% |
| **Car, truck, or van: Carpooled** | 9.80% |
| **Worked at home** | 4.70% |
| **Public transportation (excluding taxicab)** | 4.40% |
| **Bike** | 2.10% |
| **Other** | 0.30% |

Source: 2009-2013 American Community Survey

Of course, the City of Newark's transportation network is about more than commuting to work, and its conditions impact on our "active living" quality of life. This chapter is meant to align Newark's vision for a "Healthy and Active Community," a "Sustainable Community," and an "Inclusive Community" with its transportation goals and objectives.

## ***Key Focus Areas***

With assistance from the Wilmington Area Planning Council (WILMAPCO) and in conjunction with DelDOT, the Delaware Transit Corporation, and the University of Delaware, the City of Newark developed the *2011 Newark Transportation Plan* as an update to the *Newark/Elkton Intermodal Transportation Plan*. The purpose was to re-examine the City's transportation system, gather a renewed round of agency and public input, and develop a set of updated system-wide recommendations. Through a variety of Advisory Committee meetings, public workshops, and traffic analyses and planning analyses, the plan identified key transportation issues based on existing conditions:

- Congestion, safety, and mobility
- Bicycles and pedestrians
- Parking
- Transit

Each focus area will consist of goals, objectives, and analysis of its place within the City's vision of a "Healthy and Active Community," a "Sustainable Community," and an "Inclusive Community."

*Current Trends*

DelDOT traffic volume data for the *2011 Newark Transportation Plan* (Table 6-2) show that traffic has generally increased at an average rate of 0.72% per year within the City's major roads.

**Table 6-2: Historical Traffic Data**

| Main Roadway | From | To | 2001 ADT* | 2009 ADT* | % Change |
|---|---|---|---|---|---|
| Capitol Trail | Newark Christina Rd. | E. Cleveland Ave. | 38,642 | 39,186 | 1.4% |
| Main/Delaware Ave. | DE 2, Elkton Rd. | DE 896, S. College Ave. | 27,724 | 27,408 | –1.1% |
| E. Cleveland Ave. | N. Chapel St. | DE 2, Capitol Trail | 24,062 | 26,585 | 10.5% |
| DE 4, Christina Pkwy. | DE 2, Elkton Rd. | DE 896, S. College Ave. | 22,109 | 23,158 | 4.7% |
| W. Cleveland Ave. | DE 896, New London Rd. | N. Chapel St. | 22,200 | 21,953 | –1.1% |
| Elkton Road | Newark Limits | Apple Rd. | 20,010 | 19,087 | –4.6% |
| New London Rd. | DE 2, Main St. | Country Club Drive | 15,769 | 17,828 | 13.1% |
| S. College Ave. | DE 4, Christina Pkwy. | Park Place | 11,889 | 12,807 | 7.7% |
| W. Main St. | W. Newark Limits | Hillside Rd. | 9,204 | 11,414 | 24.0% |
| N. College Ave. | DE 2, Main St. | Cleveland Ave. | 6,876 | 10,426 | 51.6% |
| | | | **198,485** | **209,852** | |
| | | | Difference | 11,367 | |
| | | | % Growth over 8 years | 5.73% | |
| *ADT = Average Daily Traffic | | | % Growth per year | 0.72% | |

Source: Newark Transportation Plan (2011)

Based on the recent data showing a 1.2% annual population growth rate and a 0.72% average annual traffic growth rate, the *2011 Newark Transportation Plan* assumes a 1% annual growth rate as a basis for developing traffic projections through 2030.

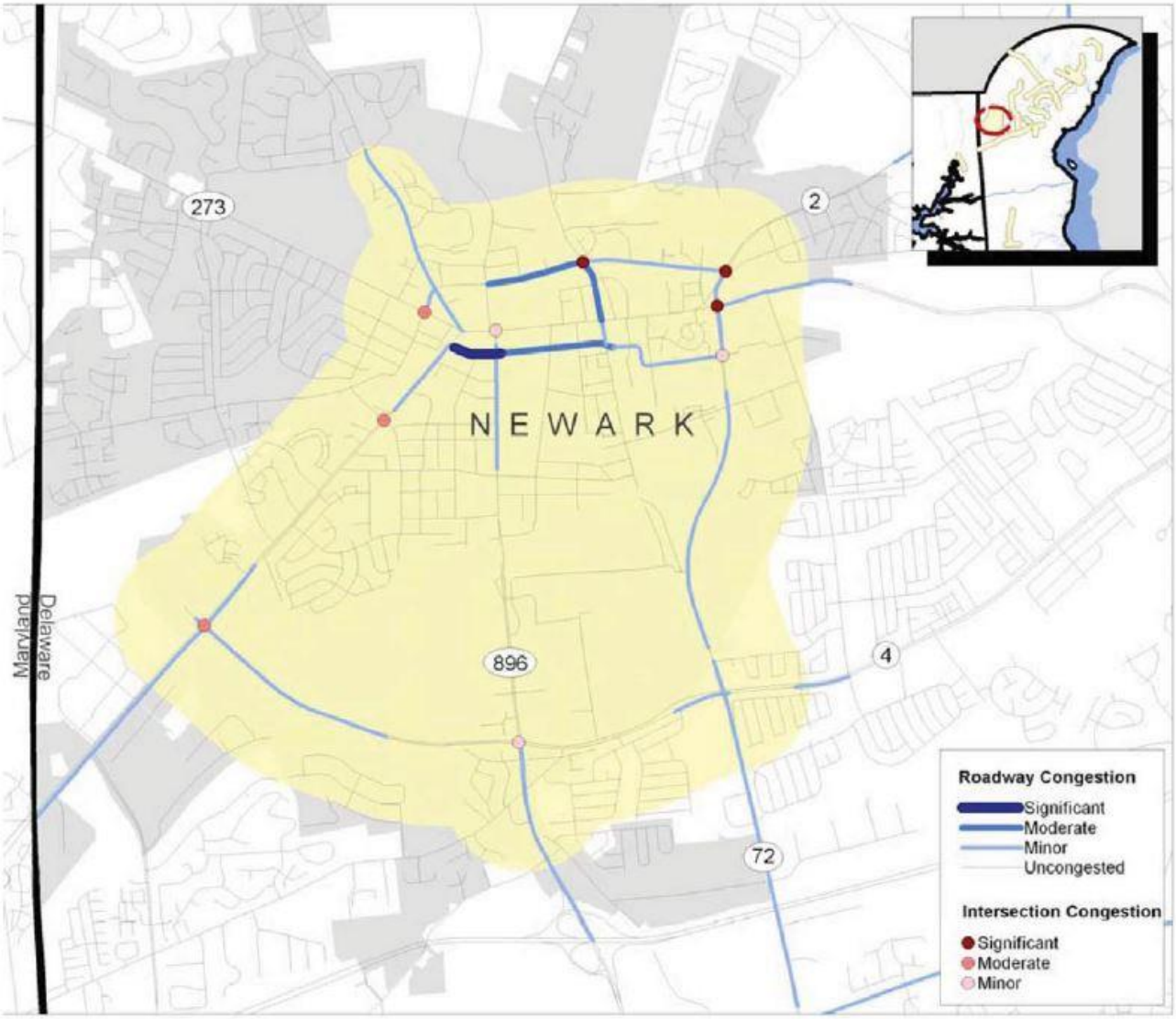
There are distinct areas in the City with recurring congestion that continue to operate with poor levels of service. The *Congestion Management System* developed by WILMAPCO has identified intersections experiencing "significant" congestion along Library Avenue and Cleveland Avenue, as well as other locations highlighted in Map 6-1.

***Congestion, Safety, and Mobility***

As the Newark Resident Survey indicates, traffic remains one of Newark's leading public concerns. Indeed, results from the 2009 Resident Survey and from numerous public workshops indicate that "reducing traffic congestion" and "improving traffic-signal timing" were top transportation priorities from city residents. For residents, the issue of traffic congestion is a quality-of-life issue. As a result, any change in land development that might negatively impact present or future levels of roadway service must receive close scrutiny from the Planning and Development Department, City staff, the Planning Commission and City Council. In developed communities such as Newark, the need for added roadway capacity is often limited by the value and density of adjacent

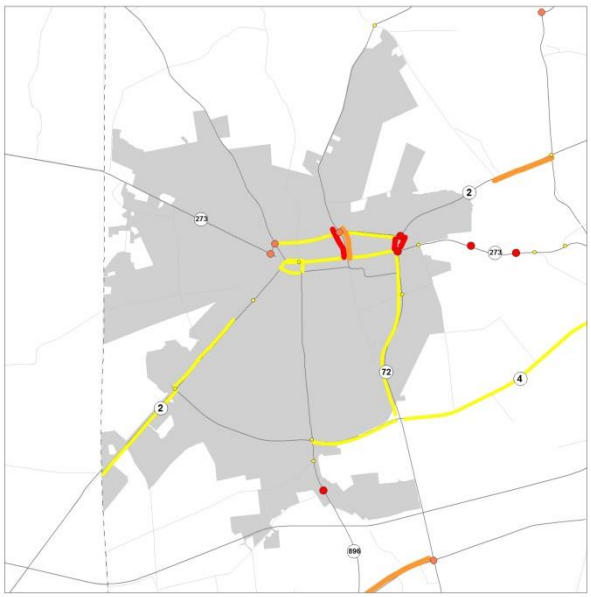
land uses. WILMAPCO's *2011 Congestion Management System Summary* (CMS) in Map 6-1, Map 6-2, and Map 6-3 shows that areas throughout the city experience significant and recurring congestion, especially in the city's core, which includes many intersections with poor levels of service, particularly during peak travel times in the afternoon (Map 6-3).

**Map 6-1: WILMAPCO Congestion Management System**



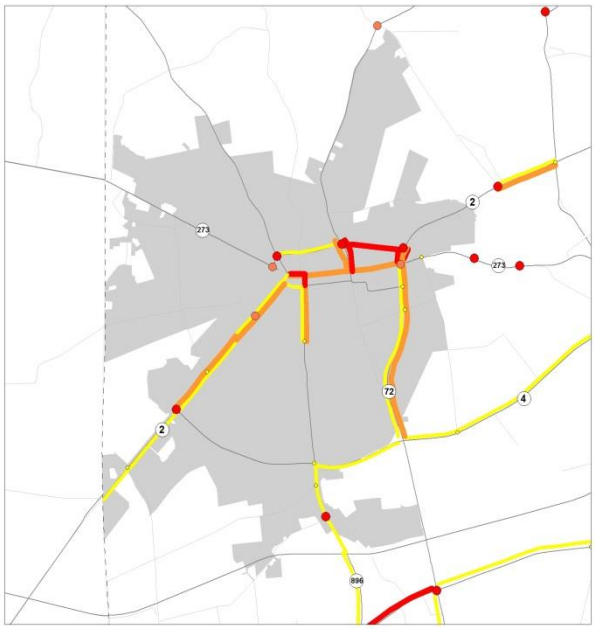

Source: City of Newark Transportation Plan (2011); WILMAPCO

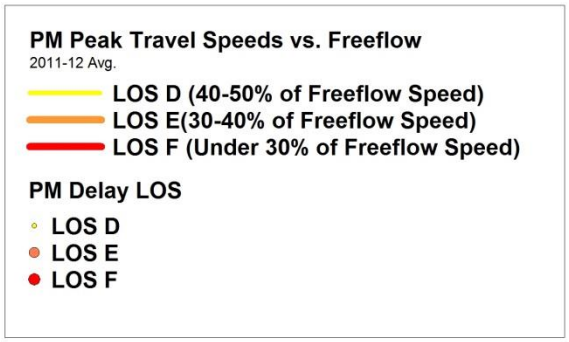
**Map 6-2: Early Morning Congestion**




Source: WILMAPCO, DelDOT

**Map 6-3: Late Afternoon Congestion**




Source: WILMAPCO, DelDOT

The City has also grown up alongside railroads and, as a result, there are homes, University buildings, and businesses directly adjacent to these heavily traveled Eastern Seaboard lines. Because it runs through the heart of Newark's downtown, the CSX rail line has especially significant impacts on our community. The CSX rail line has three at-grade crossings that are utilized by thousands of pedestrians each day, including substantial numbers of University students, faculty, and staff. These at-grade crossings often disrupt downtown traffic and emergency-vehicle access. The proximity of the CSX rail line to homes, offices, businesses, and institutions means that a derailment and/or possible release of harmful materials, could have catastrophic results for Newark. As a result, the City's *Emergency Operations Plan* was developed in part to deal with the hazards associated with the CSX line. The City participates with the Railroad and the University in CSX's periodic efforts at safety upgrades and related public information and safety awareness programs.

*Recommendations to address congestion, safety, and mobility:*

1. **Create a corridor-optimization program.** An optimization program seeks to make the most efficient use of traffic signals by inspecting and modernizing signal equipment and taking advantage of new technologies. The City of Newark should coordinate with DelDOT on a corridor-optimization program for Newark's 56 signalized locations. To maximize its effectiveness, optimization should focus on four main corridors:
    a. *South Main Street/Elkton Road:* Includes 10 signals within the City.
    b. *Cleveland Avenue:* Includes 6 signals within the City.
    c. *Library Avenue:* Includes 4 signals within the City.
    d. *South College Avenue:* Includes 10 signals within the City.

2. **Promote mixed-use development for downtown.** Newark's downtown, which includes development along East Main Street, Delaware Avenue, and South Main Street, experiences traffic congestion due to the vibrancy and success of Newark's commercial district. Accomplishing mixed-use development, as well as pedestrian, bicycle, and transit improvements recommended later in this chapter, will help reduce the demand for driving to the downtown area.

3. **Add road capacity to targeted areas to accommodate future growth.** Limited opportunities were identified to add capacity and future access to accommodate the University of Delaware's STAR Campus, and shift housing facilities to the eastern side of campus. These corridors are outlined in the *2011 Newark Transportation Plan* and include the following:
    a. *Access Management at Wyoming Road and Marrows Road Corridor* so as not to make land-use decisions that preclude the long-term possibility of providing two lanes in each direction or adding left-turn lanes.
    b. *Extension of Delaware Avenue to Marrows Road* for future redevelopment of the College Square shopping area.
    c. *Intersection improvements to North Chapel Street underpass and Cleveland Avenue.*
    d. *Intersection improvements to Ogletown Road (Route 273) at Marrows Road.*
    e. *Intersection improvements at Cleveland Avenue and North College Avenue.*

4. **Implement "complete streets" and "traffic calming."** Complete streets and traffic-calming designs make roads safer and balance the needs of drivers, pedestrians, bicyclists, and transit users. Focus should be along corridors where crash clusters are present. The Newark Transportation Plan identifies three corridors in which to focus traffic-calming efforts:
    a. *West Park Place from Elkton Road to South College Avenue*
    b. *South College Avenue from Main Street to the Newark Train Station*
    c. *Cleveland Avenue from Capitol Trail (Del. Route 2) to North Chapel Street/Pomeroy Trail.*

    For more specifics, please refer to the *2011 Newark Transportation Plan*.
    *www.wilmapco.org/newark*

    In addition, the Comprehensive Development Plan V identified four corridors in which to focus traffic-calming efforts:
    a. New London Road from Andrews Way to Cleveland Ave.
    b. Corbit Street.
    c. Barksdale Road from Casho Mill Road to Nottingham Road
    d. Country Club Drive from Windsor Drive to New London Road.

## ***Bicycles and Pedestrians***

Bicycling and walking are important forms of transportation in Newark. By promoting development, urban design, and land uses that are bicycle- and pedestrian-friendly, the City advances its aspirations of providing opportunities for a healthy and active lifestyle, promotes sustainability by reducing dependence on fossil fuels, and makes a community inclusive for children, seniors, and any resident desiring or needing transportation alternatives to automobiles.

According to the American Community Survey (page 59), 17.4% of Newark residents report that they walk or bicycle to work, while the average in New Castle County is approximately 3%. Moreover, Newark is a college town wherein safety for bicycling and walking are key issues.

### *Bicycling in Newark*

Approximately 2.1% of Newark's commuters bicycle to work, which ranks Newark with many of the most successful bicycle-friendly communities. Newark was recognized nationally by the League of American Cyclists as a "Bicycle Friendly Community" at the Bronze level in 2010 and again in 2014. The Newark Bicycle Committee (NBC) has continued to work toward identifying opportunities for enhancing facilities as well as developing and sponsoring programs to promote bicycle safety and encouraging greater use of bicycling for transportation and recreation. In conjunction with updating the Newark *Comprehensive Development Plan*, the NBC has updated the *Newark Bicycle Plan*, which sets a series of short-term and long-term goals.

Newark has made tremendous advances over the past 10 years in becoming a more bicycle-friendly community. Major improvement projects include the completion of the James Hall Trail and the Pomeroy Trail, the rehabilitation of a portion of Elkton Road that is now called South Main Street,

revising our City code to require new development to increase the number of bicycle parking facilities, and adding shared-lane markings ("sharrows") to Main Street and other streets as recommended by the NBC.

Building on the *2011 Newark Transportation Plan*, key recommendations for bicycle improvements include the following:

1. **Improve signalized detection systems at intersections.** Recommends improvements to bicycle detection at signalized locations through increasing the use of aboveground video detection or adjusting the position and sensitivity of traditional loop detectors.

2. **Use bicycle lanes and shared-lane markings (sharrows).** Use and mark bicycle lanes where appropriate and, where space is limited for bicycle lanes, use the newly approved Manual on Uniform Traffic Control Devices (MUTCD) shared-lane (sharrow) markings. Improved pavement markings should be coordinated with paving projects.

3. **Install a two-way bicycle lane (cycle track) on Delaware Avenue.** Recommend the reconfiguring of Delaware Avenue to include a two-way separated bike lane, known as a cycle track, from Tyre Avenue to Orchard Road. Designs have recently been approved by the National Association of City Transportation Officials (NACTO) *Urban Bikeway Design Guide*. For more information, refer to the *2011 Newark Transportation Plan*.

*Walking in Newark*

Newark has pioneered in planning for pedestrian safety and accessibility. For instance, the City's mid-block "pedestrian peninsula" or "bulb-out", installed in spite of objections from the Delaware Department of Transportation in 1981, was spearheaded by the Planning and Development Department in an effort to assist pedestrians crossing Newark's heavily traveled Main Street between the long block from Academy Street to South College Avenue. The City has also spent more than $250,000 in federal community development funds to upgrade handicap access ramps throughout Newark and has upgraded its downtown sidewalks with an attractive and distinctive ribbon of red brick.

Since 2002, the Design Committee of the Downtown Newark Partnership (DNP) has worked on master plans for upgrading the Main Street streetscape and pedestrian way. As a result, in 2006, the DNP and City sponsored significant improvements to the downtown crosswalks, including the addition bulb-outs to help motorists see when pedestrians are entering Main Street crosswalks. The sidewalk- and street-lighting beautification portion of this project was completed in the summer of 2008. The James F. Hall Trail and the Pomeroy Trail are also open to pedestrians. These facilities provide a network of off-road and peaceful walkways.

To make Newark a more pedestrian-friendly place, the *2011 Newark Transportation Plan* identified areas where pedestrian improvements would be made:

1. **Streetscape improvements to East and South Main Streets.** The DNP's Design Committee is developing plans to include adding bump-outs near parking lot entrances and crosswalks

on Main Street. Bump-outs at these locations would reduce crosswalk length, discourage illegal parking at corners, and provide additional locations for benches, trash cans, and bicycle racks.

2. **Mid-block crossing with improved median for Library Avenue between Delaware Avenue and East Main Street.** Routine mid-block crossings occur on the busy four-lane road between the Newark Free Library, the College Square Shopping Center, and the DART First State bus stop. However, there is a lack of pedestrian amenities at this location. The mid-block crossing would include a marked crosswalk and a center median to serve as a pedestrian refuge area. Additional signage would also be necessary.

3. **Citywide initiatives for walkability.** These initiatives would include the following:
    a. Maintenance operations focusing on providing well-defined crosswalks with uniform markings and signage throughout the city.
    b. Convert all pedestrian signal indications to include countdown timers.
    c. Design crosswalk locations to accommodate pedestrians with disabilities.
    d. Utilize curb extensions and medians for pedestrian refuge to make crossings shorter.

For more specifics, please refer to the *2011 Newark Transportation Plan*.
*www.wilmapco.org/newark*

***Parking***

Downtown Newark has a mix of both on- and off-street parking opportunities. On-street parking spaces are managed either by meters to encourage short-term parking or residential parking permit restrictions. Off-street parking facilities include six municipally run parking lots providing unrestricted public parking for monthly and hourly/daily users, several private parking lots restricted for use by the owners' employees and customers, and two University–run parking garages.

Due to the combination of relatively high-density commercial and residential development and the nearby University of Delaware drawing a large influx of students and visitors, parking in the Downtown District (see map on page 127) remains an issue of concern for the community. The City commissioned two parking studies in the last two decades, one conducted by Desman Associates in 2006-2007, and later updated in 2011; and another, not yet approved, study conducted by Tim Haahs and Associates in 2015 to document the use of parking options in downtown Newark and to examine the need for a parking structure proposed for Municipal Lot 1 at the western end of East Main Street. Both studies concluded that the City has an adequate supply of parking at present, but cautioned that ongoing development within the commercial core could require additional parking supply.

The 2011 Newark Transportation Plan, prepared for WILMAPCO (Wilmington Metropolitan Area Planning Council) by Orth-Rodgers & Associates, Inc., with participation from the Delaware Department of Transportation, the Delaware Transit Corporation, the University of Delaware and the City of Newark also addressed parking. It recommended the implementation of a parking garage in Lot 1 for long-term parking supply management, pending the outcome of a financial feasibility assessment.

The short-term recommendations of the 2011 Newark Transportation Plan concerning parking were:

1. **Consolidate parking lots and entrances.** Opportunities for linkages between exits and entrances of existing lots and opportunities to merge private lots into larger, adjacent public lots should be explored. Following this recommendation, a new entrance/exit on Center Street was completed in 2013, and a project to connect two municipal lots through a private lot was completed this fall.

2. **Maximize space in existing lots.** Recommendations included consolidating dumpsters and/or replacing them with trash compactors to reduce space needed for trash services and to increase space in existing lots available for parking. The Planning and Development Department and the Parking Office are actively working with downtown business on this issue.

3. **Improve wayfinding to parking entrances.** Since much of Downtown's off-street parking supply is located behind businesses, visitors unfamiliar with Main Street may be unaware of available parking areas. It was recommended to use banners and more visible signs to advertise municipal lots. The new wayfinding and locational signage installed in 2012 have improved but not eliminated the problem. Street markings were also added directly on the driving lanes of East Main Street in 2015. Efforts continue to optimize signage.

4. **Add bicycle parking downtown.** In 2012, the City installed 16 dual-bike bicycle racks along Main Street and continues to monitor the need for additional racks, especially in light of better accessibility of the downtown area for bicyclists through the completion of the Pomeroy Trail in 2012, as well as the anticipated construction of a cycle track along Delaware Avenue. The City has also amended the Zoning Code to require increased bicycle parking facilities for all new developments.

In line with these efforts, the City intends to review the parking waiver program to assess its impact on the parking supply and a potential future shortage.

Previous studies have relied on consultants to determine parking occupancy. With the installation of sensors at on-street meters and new parking equipment in Lots 1, 3 and 4 this fall, the City may develop its own capability to understand parking inventory and use. The ability to accurately measure parking inventory and usage patterns will allow the City to provide the best possible parking experience for visitors and residents.

***Transit***

Public transportation in the City of Newark consists of both train and bus service. Bus service is offered through three separate agencies.

- **UNICITY:** The City of Newark's UNICITY bus system, initiated in 1980 and funded primarily by the State of Delaware through the Delaware Transit Corporation, provides a free bus service to local points in Newark. In terms of frequency, the service is relatively limited,

with a daily (Monday through Friday) loop route and twice-daily morning and evening commuter service. Because UNICITY is administered locally by the Planning and Development Department with University of Delaware bus drivers and bus supervisors, the City can quickly respond to community requests for route changes and new service demand, and the City can even try experimental services like weekend and evening routes in the summer. UNICITY has been the key component of our local transit system for transit-dependent riders.

- **University of Delaware Shuttle:** The University shuttle bus system provides local transit for students and staff when the University is in session and operates several routes oriented to the campus. While service is free for students and University staff, other residents or visitors are not permitted to ride these buses.

- **DART First State:** DART First State links Newark to Wilmington and other portions of New Castle County. The focal part of DART routes is the Newark Transit Hub, which is located between East Main Street and Delaware Avenue and is connected to the Pomeroy Trail. The Newark Transit Hub provides bus loading areas, shelters, and transit information.

Other bus services include **Greyhound** and **MegaBus**. Both of these intercity bus providers pick up passengers at the University of Delaware's Laird Campus (Lot 6), off New London Road, for daily express service to points south to Washington, D.C., and Hampton, Virginia, and points north to New York City.

Newark is also served by two rail services:

- **SEPTA:** The commuter rail service operated by SEPTA is an arrangement with DART First State. It offers limited service to points north through Wilmington and Philadelphia. Further connections through NJ Transit to New York City can be made in Philadelphia.

- **Amtrak:** Newark receives very limited service, with stops once a day for directions going to Washington, D.C., and points south, and New York City and points north.

***Transit-Oriented Development at the University of Delaware's STAR Campus***

The City of Newark's *Comprehensive Development Plan IV* (2008) called for the redevelopment of the former Chrysler site in a mixed-use manner that included "high-tech research and educational facilities" as well as light manufacturing and commercial development. Since then, the University of Delaware purchased the 272-acre former Chrysler site to redevelop into the STAR Campus. The long-term economic benefits of the STAR Campus are uniquely supported by transit-oriented development and a multimodal transportation center.

The STAR Campus's first major tenant, Bloom Energy Corporation, a manufacturer of solid-oxide fuel cells, located its East Coast manufacturing, management, and research facilities on 50 acres of the site. Bloom Energy opened its facility in the spring of 2013 and is anticipated to employ 900 individuals when at full capacity. The STAR Campus's proximity to other research centers is leading to collaborations that will have major benefits to the local economy. For example, as a direct

result of the federal Base Realignment and Closure (BRAC) program, Aberdeen Proving Ground has emerged as one of the leading science and technology centers in the United States. A Cooperative Research and Development Agreement (CRADA) was signed between the University of Delaware and the U.S Army for collaboration on research and educational projects that focus on national security and defense, both in Aberdeen, Maryland, and at the STAR Campus.

In preparation for development of the *Comprehensive Development Plan V*, a key "Opportunity" from SWOT data gathered at public workshops is the feasibility of improving services in Newark as a result of the redevelopment of the Newark Chrysler Assembly Plant into the University's STAR Campus. In partnership with the University of Delaware, DelDOT, and WILMAPCO, the STAR Campus will include a *Newark Regional Transportation Center* that includes relocating the Newark Train Station as an expanded facility.

Part of the plan's development from the *Newark Train Station Study* was an engineering and feasibility study to examine conflicts between freight and commuter train service, as well as how to accommodate expansion of passenger rail services. The study's partnership received a TIGER IV Grant from the U.S. Department of Transportation to complete the *Newark Regional Transporation Center*. Construction is slated to be completed by January 2017.

More information on the *Newark Train Station Study* and the *Newark Regional Transporation Center* is available at: http://www.wilmapco.org/newarktrain/

**Map 6-4: STAR Campus Master Plan (2014)**

Image: Framework for STAR Campus development; STAR Campus Master Plan, 2014

The University of Delaware's site-development plan for the STAR Campus includes an integrated transportation system incorporating transit-oriented development (TOD), rail service systems, and the reconfiguring of current transit service and bus routes to better serve the facility. Along with rail and bus service, the STAR Campus will also include a network of multimodal transporation links to include bicycle and pedestrian connections to other areas of Newark. The

*University of Delaware's Phase One Conceptual Development Plan* (August 9, 2010) indicates the expectation that approximately 15% of the STAR Campus workforce will use commutuer rail.

For more specifics, please refer to the University of Delaware's STAR Campus website:
*www.udel.edu/star/downloads.html*

The *2011 Newark Transportation Plan* contains the following recommendations to improve transit service in Newark:

1. **Transit hub improvements:** The plan recommends reorienting the transit facility to better establish connections from DART First State buses to UNICITY and Unversity shuttle bus routes. This would include features such as increased signage, real-time schedule information, and improved passenger-waiting shelters.

2. **Citywide amenities and features that identify the transit system:** Recommendations from the plan include bus-stop signs at all UNICITY and University shuttle stops and coordinated schedule information. Other recommendations include greater use of shelters and benches at City bus stops and bicycle racks on all UNICITY and University buses.

3. **Improved marketing within the City:** Because the City has such a diverse array of bus and train services, it has been difficult to communicate with the public on the services available. The City is currently developing a user guide titled *Car-Free Newark*. The guide will include schedule information and list bus routes for common destinations. In addition, the guide will be a reference for bicycling and walking in Newark.

4. **Service modifications to University bus service and UNICITY:** The plan recommends that the University bus service should be expanded to provide at least a minimum level of service when school is not in session. Also, utilizing the Newark Transit Hub could improve connections for University students and staff with DART First State bus routes. Likewise, UNICITY could revise its routes to focus on key destinations and improve frequencies.

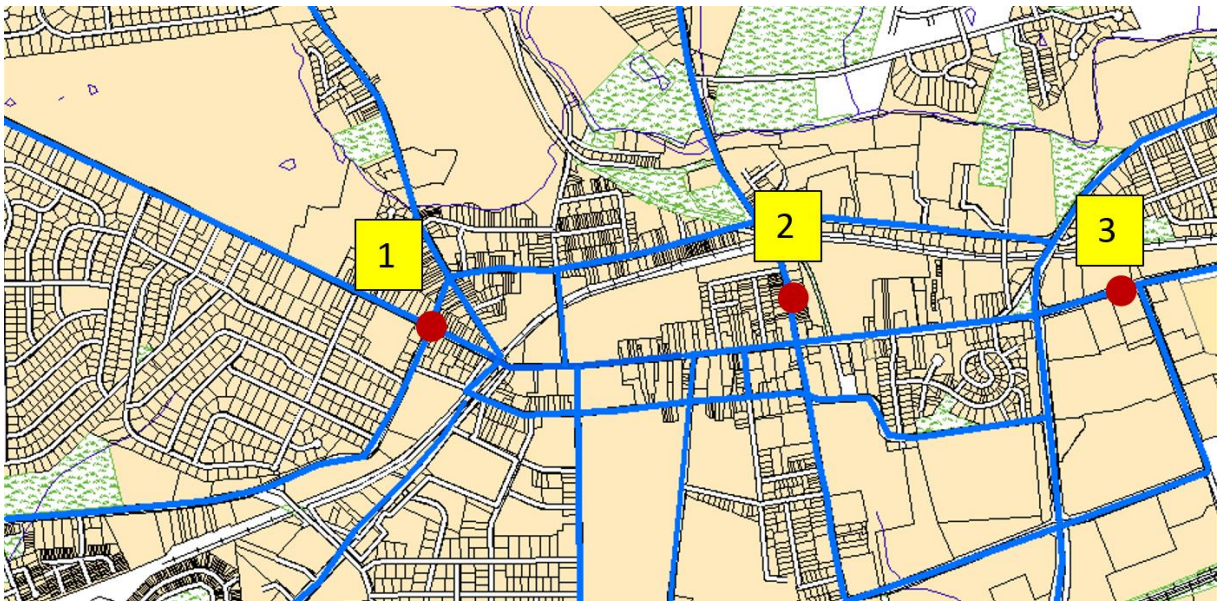
For more specifics, please refer to the *2011 Newark Transportation Plan*.
*www.wilmapco.org/newark*

***Transportation-Improvement Districts (TID)***

A transportation-improvement district (TID) is defined in DelDOT's *Standards and Regulations for Subdivision Streets and State Highway Access* as a "geographic area defined for the purpose of securing required improvements to transportation facilities in that area" by comprehensively coordinating, with transportation-planning partners, land-use and transportation decisions. TIDs are created through an agreement by the local government, DelDOT, and WILMAPCO. The agreement would establish the TID's boundaries, the time frame (TIDs typically project 20 years from the previous Census), a criteria and standard for adequate transportation and the facilities needed, and the roles of each participating agency. The participating agencies develop a land-use and transportation plan for the TID, identifying a projected build-out plan, and a fee formula to fund the improvements, as well as a monitoring program to track the need for new projects. As projects are completed, they are incorporated into the TID agreement.

The benefit for local governments is that the TID creates a comprehensive land-use and transportation plan for the established district. For developers, as long as the proposed development is consistent with the planning done for the TID, it eliminates the need for traffic-impact studies (TIS) and, thereby, accelerates the plan-approval process.

**Map 6-5: Proposed Newark Transportation Improvement District (TID)**




Map 6-5 shows the general areas proposed for TIDs. While the exact boundaries will be determined through consultation with DelDOT. The red dots identify the central locations of possible TIDs to include all major throughways in the downtown core and surrounding areas:

1. West Main Street and Hillside Road
2. North Chapel Street to include Cleveland Avenue, East Main Street, and Delaware Avenue
3. Ogletown Road to include Library Avenue and Marrows Road

***Plan Goals and Action Items: Transportation***

Provide feasible and attractive transportation choices for all citizens through an efficient transportation network that encourages a healthy lifestyle and promotes environmental and economic sustainability

**Strategic Issues:**

- Balancing the needs of automobile, transit, bicycle, and pedestrian traffic for a multimodal transportation network.
- Traffic congestion, safety, and mobility.
- Adequate parking for automobiles and bicycles to support local businesses.
- Methods to evaluate the relationship between land use and transportation.

***Community Vision:*** **Sustainable**

| | |
|---|---|
| **Goal 1** | **Reduce traffic congestion and prepare for future infill development by maximizing the efficiency of the existing transportation network.** Maximizing the efficiency of the City's existing transportation network advances the City's vision as a "Sustainable Community" by reducing both traffic-idling time, thereby improving air quality, and the need to widen or construct new roads, which is not only cost-efficient but also preserves open space. |

*Action Item 1*

**Work with DelDOT to establish an area in Newark's downtown core to create a TID.** The TID should include East Main Street, Delaware Avenue, and Cleveland Avenue from New London Road to Library Avenue. The WILMAPCO Congestion Management System has identified these major roads and their connectors as experiencing "moderate" to "significant" traffic congestion. Furthermore, the TID should consider connectors west of the downtown core (West Main Street, New London Road, and Hillside/Barksdale Road) in anticipation of possible redevelopment of the Newark Country Club. To the east of the Downtown core, the TID should include Wyoming Road, Marrows Road, and Ogletown Road to accommodate redevelopment of University Plaza and expansion of the STAR Campus.

*Partnering agencies*:
City of Newark Planning Commission
City of Newark Department of Planning and Development
City of Newark Department of Public Works and Water Resources
WILMAPCO
New Castle County Department of Land Use
Delaware Department of Transportation

*Action Item 2*

**Conduct a corridor-optimization program.** The City will work with partnering transportation agencies to maintain the most efficient use of traffic signals at key corridors identified in the *Newark Transportation Plan (2011)* by inspecting and modernizing signal equipment and taking advantage of new technologies. Key corridors include the following:

a. *South Main Street/Elkton Road:* Includes 10 signals within the City
b. *Cleveland Avenue:* Includes 6 signals within the City
c. *Library Avenue:* Includes 4 signals within the City
d. *South College Avenue:* Includes 10 signals within the City

*Participating agencies:*
City of Newark Planning Commission
City of Newark Department of Planning and Development
WILMAPCO
Delaware Department of Transportation

*Policy and program recommendations:*

- Consider restrictions to development and redevelopment on congested roadways with a Level of Service (LOS) of D, E, and F.
- Consider pedestrian crosswalk signals to be used on congested roadways which have been designated with LOS of D, E, and F.

***Community Vision:* Health/Active, Sustainable, and Inclusive**

| | |
|---|---|
| **Goal 2** | **Advance Newark as a bicycle- and pedestrian-friendly community by creating facilities that support bicycle and pedestrian safety and reduce conflicts with automobiles.** Creating facilities that support bicycle and pedestrian safety and reduce conflicts with automobiles advances the City's vision of being a "Healthy and Active Community," a "Sustainable Community," and an "Inclusive Community." A bicycle- and pedestrian-friendly transportation network encourages a healthy lifestyle and provides transportation alternatives that reduce fuel consumption, carbon emissions, and traffic congestion. Furthermore, for residents who are unable to drive, such as children and many senior citizens, bicycling and walking are the most feasible transportation choices. |

*Action Item 3*

**Create a "Downtown Newark Pedestrian and Streetscape Plan" to focus on pedestrian safety, reduce pedestrian/automobile conflicts, and improve bicycle and transit facilities downtown.** The purpose is to evaluate and reduce areas of pedestrian and automobile conflict in Downtown Newark by implementing appropriate traffic-calming and pedestrian safety methods to reduce jaywalking and better coordinate pedestrian crossings that affect traffic congestion. The plan will identify opportunities for expanded sidewalks for better utilization of benches, streetlights, and bicycle racks, as well as for improving facilities for public transit.

*Participating agencies*:
City of Newark Planning Commission
City of Newark Department of Planning and Development
City of Newark Department Public Works and Water Resources
WILMAPCO
Downtown Newark Partnership's Design Committee
Newark Transit Subcommittee
Newark Bicycle Committee
Delaware Department of Transportation

*Action Item 4*

**Adopt, as an addendum to the *Comprehensive Development Plan V*, the recommendations of the updated *Newark Bicycle Plan* (2014).** The Newark Bicycle Committee has worked in conjunction with the City of Newark's planning process for the development of the *Comprehensive Development Plan V* to include the City's *Newark Bicycle Plan*. The *Newark Bicycle Plan*'s recommendations adopts the bicycle-improvement projects outlined in the *Newark Transportation Plan (2011)* and outlines the key policy preferences and initiatives consistent with the "Five E's" from the League of American Bicyclists:

- **Engineering:** Creating safe and convenient places to ride and park
- **Education:** Giving people of all ages and abilities the skills and confidence to ride
- **Encouragement:** Creating a strong bike culture that welcomes and celebrates bicycling
- **Enforcement:** Ensuring safe roads for all users
- **Evaluation and Planning:** Planning for bicycling as a safe and viable transportation option

*Partnering agencies have included the following:*
City of Newark Department of Planning and Development
City of Newark Department of Public Works and Water Resources
City of Newark Department of Parks and Recreation
Newark Police Department
University of Delaware
WILMAPCO
Delaware Department of Transportation

***Community Vision:* Sustainable**

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| **Goal 3** | **Improve the supply and user experience of automobile parking in and near downtown Newark.** An effectively managed and customer-friendly parking system will provide for a more "Sustainable Community" business environment for existing and future downtown businesses. While it is feasible for many residents to walk or bicycle to Downtown, a significant portion of Downtown's customer base chooses to drive to and park downtown, and the City's parking service should take those potential customers into consideration. |

*Action Item 5*

**Use a data-driven approach to manage downtown parking and evaluate the need to build a municipal parking garage in the downtown area.** The City may identify a location, such as an existing municipal surface lot, to construct a municipal parking garage. Opportunities for a public/private partnership and mixed use may also make the costs more feasible.

*Action Item 6*

**Pursue opportunities through redevelopment to add to the City's downtown parking supply.** The City will continue to look for other opportunities to increase the parking supply through lot reconfiguration and opportunities created by redevelopment (e.g., ground-floor parking).

*Action Item 7*

**Research and implement new technologies to allow for better management of the current parking system and improved customer experience.** The Planning and Development Department, along with the Downtown Newark Partnership's Parking Committee, continues to research and implement better technologies that assist with the better management of the downtown parking supply and improve service to the customers. A current example is a pilot project of on-street parking meters that accept credit card payment, allowing customers greater flexibility in purchasing. New technologies offer a variety of improved approaches to managing downtown parking and City and partnering agencies will continue to research and evaluate their practicality for downtown.

*Participating agencies:*
City of Newark Planning Commission
City of Newark Department of Planning and Development
Downtown Newark Partnership
Newark Parking Office
Private-sector partners

***Community Vision:* Sustainable and Inclusive**

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|---|---|
| **Goal 4** | **Maximize existing transit resources to allow for increased opportunity for use of transit services.** Increasing opportunities for using transit services advances the City's vision of being a "Sustainable Community" and an "Inclusive Community" by providing reliable transportation alternatives for residents who either cannot or choose not to drive and reducing dependency on the automobile. |

*Action Item 8*

**Develop and distribute a user guide titled *Car-Free Newark*.** The purpose of the user guide is to better coordinate information of transportation choices in Newark to create a more user-friendly approach. In addition to transit options, the guide will also outline the bicycle and pedestrian facilities network.

*Participating agencies*:
City of Newark Planning Commission
City of Newark Department of Planning and Development
WILMAPCO
Downtown Newark Partnership's Design Committee
Newark Transit Subcommittee

Newark Bicycle Committee
DART First State

*Action Item 9*

**Establish partnership among the City of Newark, the University of Delaware, DART First State, and transit users to improve coordination and enhance the services and facilities of DART, UNICITY, and UD Transit, which all serve the Newark area.** The partnership is to create a "working committee" to evaluate and recommend policies and service modifications for the three bus services operating in Newark, as well as commuter train services and private bus services, with the intent of improving coordination, linkages, and services to provide a more comprehensive, dependable, and frequent transit network. Recommendations should also include improvements to transit facilities.

*Participating agencies*:
City of Newark Planning Commission
City of Newark Department of Planning and Development
University of Delaware
WILMAPCO
Newark Transit Subcommittee
Newark Bicycle Committee
DART First State

Notes:

1. Downtown Parking Garage Study, Phase I Final Report, August 2006, page 33.
2. Newark Transportation Plan, approved October 10, 2011, by Newark City Council and November 2, 2011, by WILMAPCO Council.