



2.0 Introduction

2.1 Background and Purpose



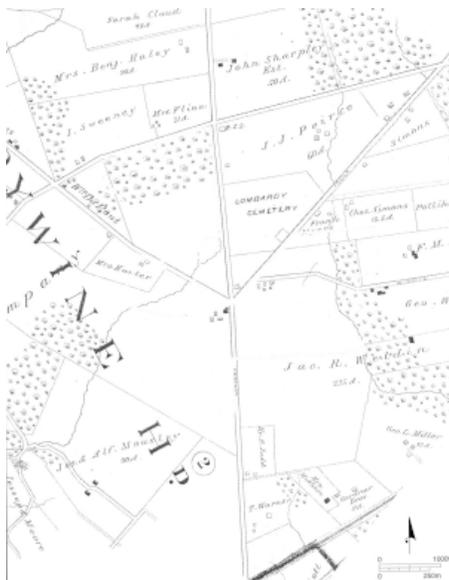
Blue Ball Properties Location

The Blue Ball properties comprise an area of over 152 acres on both sides of Route 202 south of its intersection with Foulk and Rockland Roads in New Castle County. The first Pale Indians inhabited the area 10,000 to 11,000 years ago. Subsequent to the arrival of the first Europeans in 1638, the area underwent many cycles of alteration and transformation as new peoples with new technologies and needs used the land. This process continues today.

The Blue Ball properties now provide an opportunity for the State of Delaware and its citizens to address a new set of needs. These generally encompass quality of life in the State and County and include:

- *Economic competitiveness of the State and employment for its people* – the State’s strategy to strengthen its employment base with industries of the mind builds upon a record of success in the Route 202 corridor.
- *Safe and convenient movement of people and goods* – existing and future congestion and safety conditions (even without new employment) will continue to deteriorate in the Blue Ball area without intervention.
- *Protection and repair of the natural environment* – farming and minimally controlled stormwater runoff have degraded the natural environment; new land uses must improve upon this record.
- *Provision of recreational opportunities* – this densely developed area of the State lacks sufficient recreational resources.

The State and County have reached an agreement with the pharmaceutical company AstraZeneca to relocate and consolidate its North American headquarters in the area immediately north of the Blue Ball properties. The State provided the land to accommodate AstraZeneca in the interest of increased

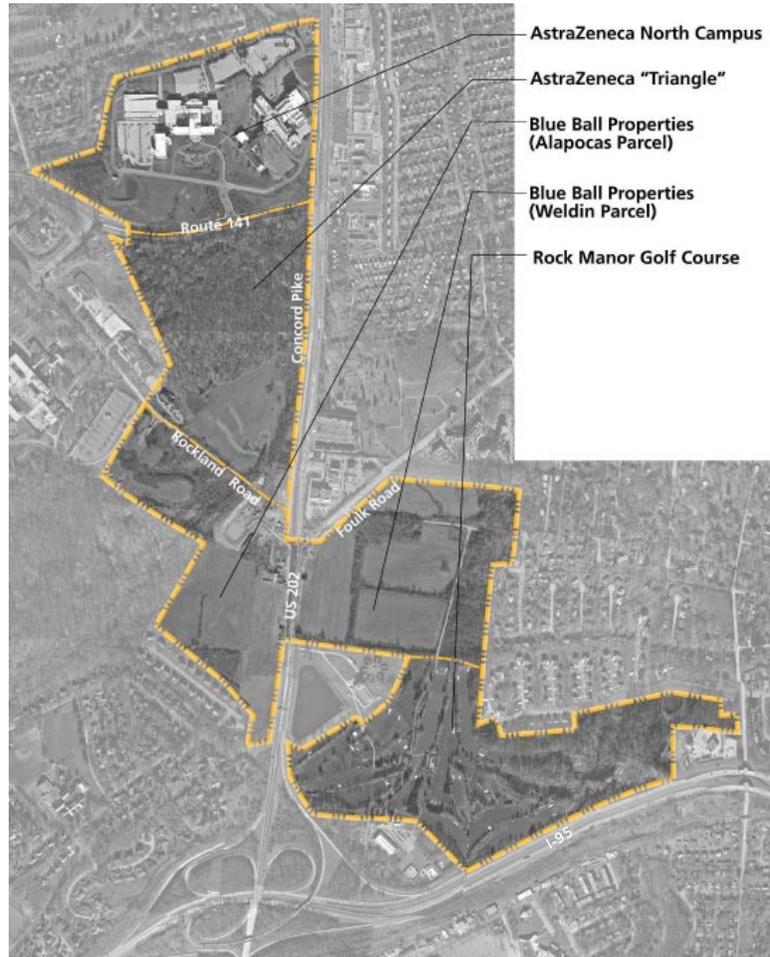


Historical Map from the Atlas of New Castle County (Baist 1893)



regional employment. They purposefully acquired the contiguous Blue Ball properties to address the environmental, recreational, and transportation needs of the citizens in northern New Castle County.

The State of Delaware established an inclusive process to determine the best way to meet the general quality of life needs of the area as well as the desires of the many special interest groups within the larger community. In August 1999 they retained a team of consultants to assist them with plan preparation. This Master Plan reports the conclusion of that process. It charts a path forward to achieve the goals for quality of life in the area.



Aerial View Showing Existing Conditions: AstraZeneca and Blue Ball Properties



2.2 Report Organization



Blue Ball Properties Public Meeting

Subsequent to this Introduction, the Master Plan report contains the following sections:

- *The Planning Process* – an overview of the project organization and process, technical analyses, generation and testing of alternative concepts and selection of the preferred plan for transportation and land use.
- *The Master Plan* – a presentation of the overall concept, park program and illustrative plan, treatment of historic structures, transportation plan and stormwater management systems.
- *Design Manual* – a presentation of design guidelines for planting, paths, roads and parking, lighting and furnishings.
- *Acknowledgements* – a list of participants in the formal committee-based planning structure.

The Master Plan report contains many graphics illustrating elements in the site analysis, evaluation of alternative plan concepts, selection process and the final Plan. Many of these graphics were distributed at public meetings and posted on a website established for the project. The Plan presents the summary conclusion of this yearlong project. Many interim work products were produced to inform the process.

2.3 Supplemental Materials

The Master Plan team conducted substantial technical analyses during the project. Preliminary concepts were presented and discussed at public meetings to enhance the public's understanding of the terminology and technical issues involved in the Master Plan. The conclusions reached by additional technical studies have been incorporated in the Plan. Among these major supplemental materials are the following:

- *Alapocas Parcel Stormwater Design*, Wallace Roberts & Todd, LLC.
- *Conservation Easement Trail Construction Documents*, Wallace Roberts & Todd, LLC.



Blue Ball Properties Project

This project is sponsored by the State of Delaware and New Castle County Government and is designed to facilitate broad participation in the master planning process by citizen groups, neighbors, stakeholders, elected officials and government agencies. [Click here for a more detailed overview of the project.](#)




OPEN HOUSE
July 26
5-8 PM
Brandywine High School Cafeteria

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Blue Ball Properties Web Site- www.blueball.net

- *Cultural Resources Documentation*, John Milner Associates, Inc.
- *Existing Condition Hydrologic Study of Alapocas Run*, VanDemark & Lynch, Inc.
- *Feasibility Study for the Stabilization of Historic Structures*, John Milner Associates, Inc.
- *Natural Resources: Triangle, Alapocas, Rock Manor Parcels*, Environmental Consultants, Inc.
- *Wetland Delineation: Alapocas Parcel*, Environmental Consultants, Inc.
- *Wetland Delineation: Rock Manor Parcel*, Environmental Consultants, Inc.
- *Preliminary Geotechnical Evaluation*, Duffield Associates, Inc.
- *AstraZeneca Traffic Impact Study*, Traffic Planning and Design, Inc.
- *Blue Ball Development Project Origin-Destination Study*, McCormick, Taylor and Associates, Inc.

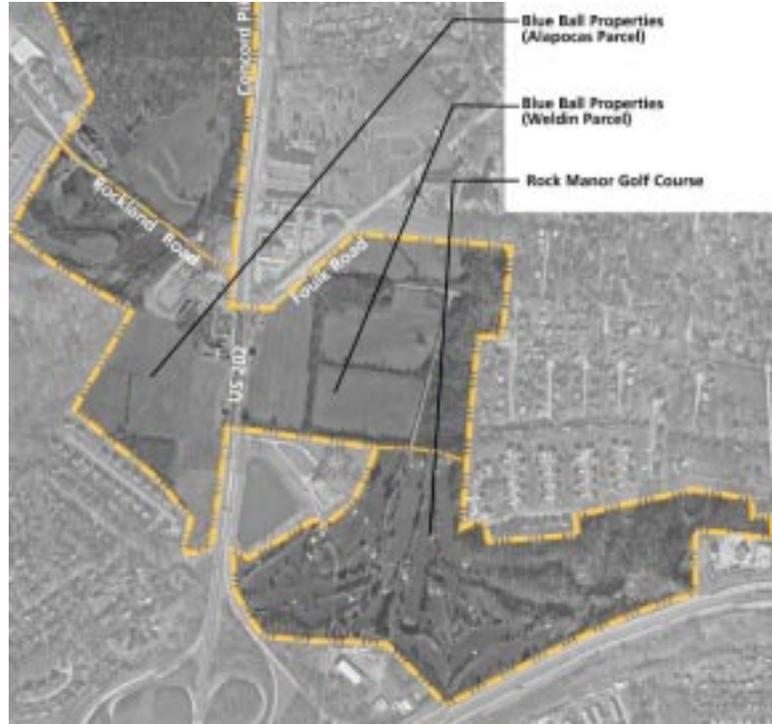
The planning process utilized the Internet, in addition to print and other media, as a powerful and comprehensive way to communicate with the public. The project website, www.blueball.net, was established to be a publicly accessible location for calendars, contacts, meeting minutes, project news and records of public presentations.

2.4 Blue Ball Properties Context

The Blue Ball properties include two parcels of land: the 63 acres located west of Route 202 are termed the Alapocas parcel or west side, while the 89 acres to the east of Route 202 are variously termed the Weldin Road or Rock Manor parcel. The Alapocas parcel's neighbors include, directly to the south, the Alapocas I and II residential developments. The Alapocas Woods Conservation Easement, a 70-acre area connecting the Alapocas parcel with Alapocas Drive, is west of the parcel. The State established an access corridor through this parcel for development of a trail extending the Northern Delaware Greenway to the Blue Ball property. Also to the west of the Alapocas parcel are the A.I. DuPont Institute and Nemours Historic District. To the north of the parcel, in an area bounded by Rockland Road, Route 202 and Route 141, is an approximately 80 acre area termed the AstraZeneca triangle or Triangle. This is the location of AstraZeneca's major expansion and North American headquarters consolidation. Directly to the north of the Triangle is the current AstraZeneca campus, termed the north campus.



Foulk Road separates the Weldin parcel from mixed commercial development to its northwest. An apartment complex is located just north of the parcel. Mixed scrub and woodland cover the east side of the parcel, separating it from a residential area. The Porter Reservoir and 117-acre Rock Manor Golf course are located south of the Weldin parcel.



Close-up Aerial View Showing Blue Ball Properties Context