

# 2

## Vision, Mission, Goals, and Strategies



A strong and sustainable vision and mission supported by a foundation of specific goals and strategies will guide future planning and implementation efforts for the Nanticoke Heritage Byway (NHB or the Byway). The following Corridor Vision, Mission, Goals and Strategies are an outcome of public input during the development of the NHB Corridor Management Plan (CMP). The strategies emerged in response to the goals that establish the strong foundation of this Corridor Management Plan. It is important to note that the Goals and Strategies are broad and general in nature. More detailed actions that will achieve the goals outlined below and put the strategies into action can be found in the Action Plan section of this CMP.

## 2.1 Corridor Vision

A Corridor Vision provides inspiration and direction and should answer the question “How will we look in the future?” The Corridor Vision serves as the “what” statement of the Byway or a statement about the possibilities for the future of the Byway, reflecting on the corridor’s unique and quality characteristics. We encouraged the public to think 10+ years into the future, and think about what travelers along the NHB would say about the corridor and its resources. The Corridor Vision of the NHB was developed to be consistent with the vision of the America’s Byways Program, whose overarching vision is “to create a distinctive collection of American roads, their stories and treasured places.”

### *Corridor Vision*

*The Nanticoke Heritage Byway is among Delaware’s finest recreational and historical experiences and provides education about the region’s rich resources, agricultural industry and heritage.*

## 2.2 Mission Statement

The Mission Statement reflects the “how” – how the Byway organization, its supporters and partners will achieve the overarching Corridor Vision.

### *Corridor Mission Statement*

*The Nanticoke Heritage Byway will facilitate planning, research, partnerships, promotion and funding in order to sustainably enhance, protect and preserve the natural beauty, quality of life and unique history of the region for future generations.*

## 2.3 Goals and Strategies

Goals and Strategies are integral to the long-term implementation and sustainability of the NHB. The Steering Committee and other vested stakeholders are responsible to see that these Goals and Strategies are placed into action and achieved. The Vision, Goals and Strategies were gathered during extensive community outreach conducted in 2013 and 2014 along the NHB corridor. Involvement and input was sought from as many individuals as possible through the process of Steering Committee meetings and public workshops.

The intent of these goals and strategies is to achieve and implement the Corridor Vision. This chapter should be a living document to be revised and refined over time as goals are achieved and new goals are envisioned.

### *Goal Category #1 – Byway Organization, Funding and Partnerships*

#### **Goal 1.0**

Develop a sustainable and effective Byway Management Organizational (BMO) structure, including funding and partnership development.

#### **Strategies**

- 1.1 Coordinate with other similar minded agencies and groups in the region such as the Delaware Byways Program; Delaware Department of Natural Resources and Environmental Control (DNREC); tourism offices and bureaus; local land use planning offices and agencies and other essential groups to ensure collaboration and effective cross-promotion.
- 1.2 Hold regularly scheduled Byway Management Organization (BMO) meetings and include a variety of vested interests and partners.
- 1.3 Seek grants and other funding sources to fund corridor improvements, such as private and corporate donors, local government sponsors, or statewide programs.
- 1.4 Collaborate with adjoining state byway programs.
- 1.5 Secure dedicated and sustainable Byway funding.
- 1.6 Form a Funding Task Force whose mission will include sustainable funding for Byway efforts and operation.
- 1.7 Form a Partnership Task Force whose mission will

be to form and sustain effective partnerships.

- 1.8 Work with Southern Delaware Tourism to build a strong partnership.

### **Goal Category #2 – Research, Education and Interpretation**

#### **Goal 2.0**

Continue to research the Nanticoke Heritage Byway story and significant sites, and enhance the interpretation and educational opportunities regarding the corridor and the associated corridor story.

#### **Strategies**

- 2.1 Work with local residents to capture, log, and archive stories of the NHB corridor and its communities.
- 2.2 Work with the Delaware Department of Education, universities and colleges, local School Boards and educational institutions to develop curriculum for students on the historical role of the Nanticoke Heritage Byway corridor and its historical events and figures.
- 2.3 Develop a hospitality training series targeted at local corridor businesses.
- 2.4 Create an Interpretive Plan that outlines specific methods that foster interpretation of the corridor's resources.
- 2.5 Develop and install interpretive signage (kiosks, Welcome Centers, interpretive panels, etc.) throughout the corridor that conveys the NHB history and corridor stories.
- 2.6 Create "Real Experience" tours and opportunities that allow travelers a hands-on perspective of the corridor story. These can revolve around the Discovery Zone concept (discussed further within this CMP).
- 2.7 Provide re-enactments at key locations that share and educate travelers about the corridor story.
- 2.8 Interpret significant locations along the Byway as determined by the Byway Management Organization (BMO).
- 2.9 Develop and enhance the Discovery Zones along the Byway.

### **Goal Category #3 – Byway Promotion and Marketing**

#### **Goal 3.0**

Promote the Nanticoke Heritage Byway through

a variety of effective mediums as a destination for travelers of all ages, interests, and target markets.

#### **Strategies**

- 3.1 Promote the story of Nanticoke Heritage Byway corridor through various means of marketing nationally and internationally.
- 3.2 Develop and promote bus/group tours and driving/walking tours along the corridor.
- 3.3 Increase the promotion of area festivals and events through direct marketing and promotional pieces, and increase the number of events and festivals offered along the Byway.
- 3.4 Enhance the promotion of significant resources/sites along the Byway
- 3.5 Develop a strong Nanticoke Heritage Byway presence on the internet through existing or new websites, both nationally and internationally.
- 3.6 Utilize modern technology and social media outlets (Facebook, Twitter, YouTube, etc.) to promote and market the Byway.
- 3.7 Work with the local business community to create more tourist amenities (lodging, restrooms, dining, shopping) consistently along the Byway.
- 3.8 Design and produce collateral materials (brochures, maps, guidebooks, and travel itineraries) that promote the Nanticoke Heritage Byway and place them in strategic markets/tourism locations for both national and international promotion. Produce multi-lingual materials as appropriate.
- 3.9 Expand partnerships with Chambers of Commerce, tourism agencies/entities, and other tourism outlets.
- 3.10 Seek out grant funding opportunities that provide funding for promotion and marketing.
- 3.11 Coordinate the Byway calendar for visitors and other travelers so that events are occurring at consistent times and days

### **Goal Category #4 – Preservation, Restoration and Maintenance of the Intrinsic Resources**

#### **Goal 4.0**

Preserve, restore and maintain the valuable intrinsic resources found and documented along the Nanticoke Heritage Byway corridor.

#### **Strategies**

- 4.1 Create a sustainability maintenance plan for the

corridor’s intrinsic resources. Work with resource management agencies and property owners along the corridor to ensure public access to sites and to preserve and enhance the corridor viewshed.

- 4.2 Enhance working relationships with resource management agencies and property owners along the corridor to aid in the preservation, restoration, promotion and enhancement of the intrinsic resources
- 4.3 Work with the National Park Service (NPS), Historical Societies, and the National Trust for Historic Preservation to encourage the preservation of structures and sites.
- 4.4 Create a Scenic Overlay District along the corridor, or sections of the corridor, that would incorporate simple and practical standards for signs, setbacks, building height and size, lot size, parking, landscaping, fencing, and any other items that the community and Stakeholders would like to incorporate.
- 4.5 Utilize existing Zoning Overlay Districts to enhance and preserve the corridor’s many significant sites and communities.
- 4.6 Work with local utility companies and governments to minimize overhead and visual utility lines.
- 4.7 Develop corridor Design Guidelines and Criteria for buildings, signage, and streetscaping that local governments and private development/property owners could apply to their site plans and/or site plan reviews.
- 4.8 Create a Stewardship Program/Alliance that is oriented around the preservation and maintenance of the corridor’s resources. This Program or Alliance should determine the “carrying capacity” of the resource sites to avoid future degradation or impacts.
- 4.9 Develop educational material for local communities (for use in school programs) and visitors that aims to teach about resource protection, care, and value of intrinsic resources.
- 4.10 Assist Byway communities with the preservation of their quality-of-life characteristics.
- 4.11 Use Delaware’s Context Sensitive Solutions Manual for Byways to make changes to areas and implement new aesthetics along the NHB.

### ***Goal Category #5 – Directional Signage and Wayfinding***

#### **Goal 5.0**

Create an integrated wayfinding signage system that easily navigates the traveler’s experience along the NHB corridor. Expand educational opportunities for travelers through the use of directional signage and wayfinding techniques.

#### ***Strategies***

- 5.1 Seek to create an easily identifiable NHB corridor signage/wayfinding design system (location, size, style, color schemes) in conjunction with DelDOT that provides a simple, easy to follow route for travelers.
- 5.2 Assess existing signage and wayfinding policies, rules, and regulations along the corridor.
- 5.3 Develop and install signage throughout the corridor that conveys the NHB corridor story.
- 5.4 Explore and utilize methods to ensure that signage is durable, meets all codes and standards, and is not easily stolen or damaged.
- 5.5 Develop a short and long-term funding plan to support the design and installation of new wayfinding/signage.
- 5.6 Create a Signage Design Guide that promotes design concepts to property owners, businesses, and government entities for consistent and cohesive signage along the corridor.
- 5.7 Develop a traveler-friendly Byway map that will easily direct the traveler along the Byway and provide locations for significant points-of-interest.

### ***Goal Category #6 – Safety, Accessibility and Beautification Improvements***

#### **Goal 6.0**

Create improvements to the Nanticoke Heritage Byway that attract growing and sustained interest and visitation by the public.

#### ***Strategies***

- 6.1 Work with local governments to encourage changes to local code enforcement policies and ordinances that enhance highway beautification, landscaping, and safety.
- 6.2 Coordinate with the Woodland Ferry and the applicable operators to ensure continued operation and upkeep of the ferry.

- 6.3 Work with the pedestrian and bicycling community, local governments, and DelDOT to enhance the walking and cycling environment and safety conditions along the corridor.
- 6.4 Enhance the multi-modal and alternative transportation offerings for travelers along the Byway.
- 6.5 Enhance the landscaping and safety at existing tourist amenities along the corridor to increase use and aesthetic appeal.
- 6.6 Develop new tourist sites/amenities such as bike routes, boat launch facilities, walking trails and rest areas along the Byway corridor that fit the character of the corridor.
- 6.7 Work with the Delaware Department of Transportation (DelDOT) to encourage Context Sensitive Design and solutions for all improvements within the public right-of-way including scenic pull-off areas.
- 6.8 Review locations along the Byway that have issues or conflict points regarding safety and accessibility.
- 6.9 Enhance accessibility to water activities such as canoeing, kayaking, boating and fishing.